

# CASE STUDY • ART TECHNOLOGY GROUP



<b>SUMMARY</b>	Managed atg.com
<b>GOAL</b>	To develop atg.com into a product demo for the company
<b>MY ROLE</b>	Webmaster • Web Producer • Information Architect
<b>USER PROFILE</b>	Customers • Technical Experts • Business Analysts • Partners • Press • Analysts • Internal Staff



<b>CHALLENGES</b>	<ul style="list-style-type: none"><li>• Web development team originally included a Webmaster, a programmer, and borrowed resources from design, QA and systems support</li><li>• No person or group had “ownership” of the site</li><li>• Bugs and issues were not resolved in a timely fashion</li><li>• Site did not fully use product suite or the application server</li><li>• Teams requested offline processes to be included at the Web site and resources often were not available to implement the request</li></ul>
<b>SOLUTION</b>	<ul style="list-style-type: none"><li>• Demonstrated a need (by working with senior management) for additional resources to be available for the team either on call or on a permanent basis</li><li>• Collaborated with management to understand processes that were to be translated online</li><li>• Established a weekly project status update for the management team to understand priorities and process</li><li>• Facilitated weekly team meetings to foster an environment of teamwork and collaboration</li><li>• Used the QA systems established within the organization to track bugs and facilitate issue resolution</li><li>• Released site updates when bugs and issues were either resolved or low-risk</li><li>• Incorporated Dynamo Application Server at the site; installed Personalization Server</li></ul>
<b>RESULT</b>	<ul style="list-style-type: none"><li>• Established a core Web development team (designer, engineer, prototyper) and had QA, documentation, customer support and systems staff on call for assistance</li><li>• Completed smaller projects on time (site had subsequent 2.1, 2.2, 2.5 releases)</li><li>• Met expectations of management and maintained a small list of open issues (no more than 5 in a week)</li></ul>

