

Pfizer SharePoint Developer

Clinical Supply Strategy & Management (CSSM) Team

Ashland Gravi

CSSM SharePoint Developer

Summer Student Worker Program 2021

Non-disclosure agreement: To respect NDA policies, certain information and data has been omitted from this presentation. Instead, I will explain the processes taken place in this internship.



Goals

Facelift to the current SharePoint site

Include all tools and links relevant to CSSM users

Enhance the user experience with intuitive content structure

Data migration from Classic to Modern SharePoint

Job Function

My role as a **SharePoint Developer**, involved configuring and customizing SharePoint systems according to company specifications, building scalable web applications, debugging software, and training staff. An outline of the specific phases are defined below:

1. Creation of Content Audit
 - a. Inventory cleanup on current SP site to mitigate the data migration process
2. Conduct voice of customer research
 - a. This differentiated for each user and leadership position
3. Develop proof of concept examples or graphical simulation software; and participating actively in product design reviews
 - a. Built a new landing page, department templates/pages, newsletter, banner
4. Official development of web look intranet portal, collaboration intranet site and branding on SharePoint platform
5. Identify post-migration errors



Phases of Content Audit

The comprehensive content inventory documented every piece of content on the website, including, but not limited to landing pages, blog posts, articles, edu-bytes (newsletters), multimedia files, links (external and internal), and images. Information included were ID's, URL's, site titles, content format, size of content, and meta tags.

1. Inventory list
 - a. Using Excel in Office 365, I kickstarted the clean-up process by creating an inventory of ALL files and documents hosted on the current SP Site.
2. Review
 - a. Once inventory list was completed, I met with stakeholders to request them to review the files in their department, to notate whether they that document should be deleted, or kept and migrated to the new site.
3. Record information about the inventory in the content management system (CMS) itself
 - a. During migration, this information can be programmatically accessed to determine the disposition of content (ex: a “Do Not Migrate” checkbox).



Voice of Customer Research

I used a three-step approach to enhance my research in understanding website behavior:

- Listen: Capture insightful feedback by giving your customers frequent opportunities to submit feedback.
- Act: Follow up promptly so customers know that they are heard. Quicker response to customer feedback results in a greater impact.
- Analyze: Assess progress against goals and measure improvement to keep the program on track.

Examples of questions asked were:

- Does the SharePoint portal create value in your work ethic and contribution?
- How do you define success for a new SharePoint portal?

- What content do you look for in the portal?

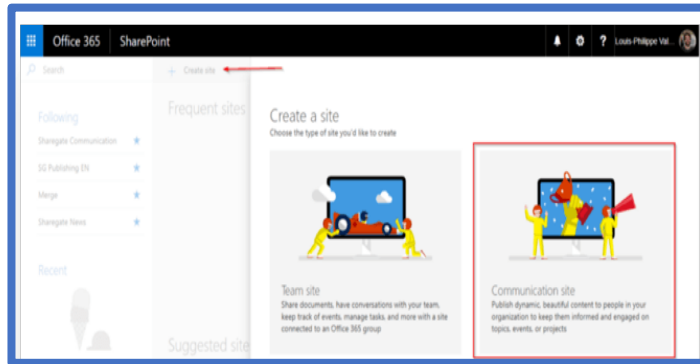
Stakeholders who were interviewed included:

- Administrators
- Group leads
- CSSM Leadership Team (LT)
- Training & Development
- Supply chain leads (SCL'S)



Concept Testing

Based on the site's target audience, a communication site was created. A small number of people have permission to author content and many people have permission to read content.



Team Site versus Communication's site

Site features:

Documents web part: An existing web part preconfigured to show 10 items of the current site's document library, in a card-style layout.

Quick links: A web part that aggregates quick links to documents, pages or to external URLs.

People profile web part: add a list of people cards to a page. These could represent a team or a committee.

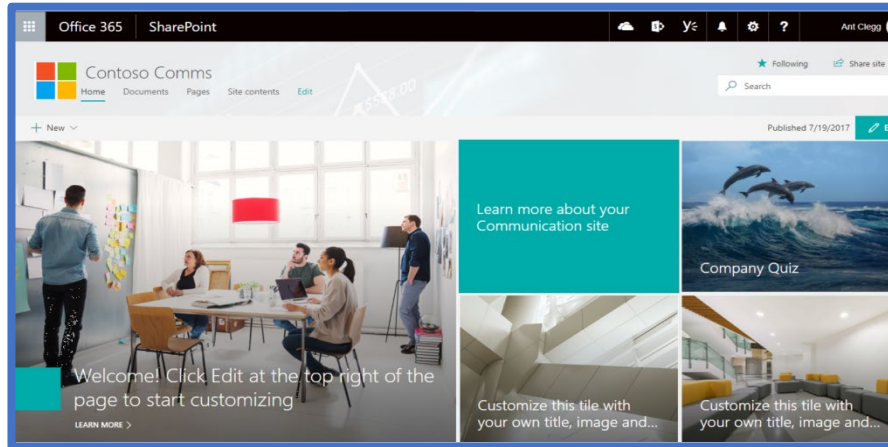
The hero web part: full-width tile web part

Events web part: display web part for a SharePoint calendar list.



Concept Testing

Concept testing puts the consumer voice at the heart of product development. Using the portal sandbox, I created numerous prototypes that included the landing main and all sub sites.



SharePoint Communication Template

Concept Testing Benefit:

As users saw examples of web outputs and features on the SharePoint Application, all parties were able to express more concrete expectations, which was a vital part in interpreting their needs.



Branding

Core elements of branding in SharePoint

1. Brand Application
 - a. Logos
 - b. Navigation
 - c. Theming
2. Content Structure
 - a. Content
 - b. Image
 - c. Layout

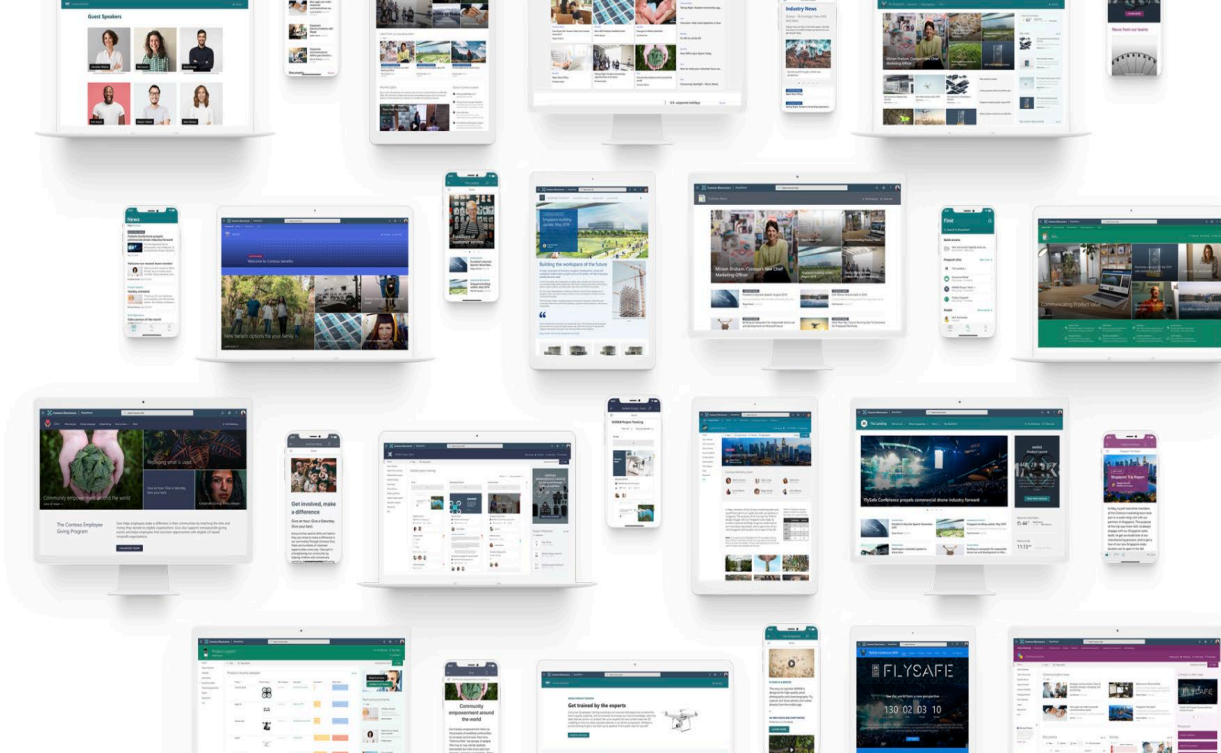


SharePoint look book

Get inspired

Discover the modern experiences you can build with SharePoint in Microsoft 365

[See examples >](#)



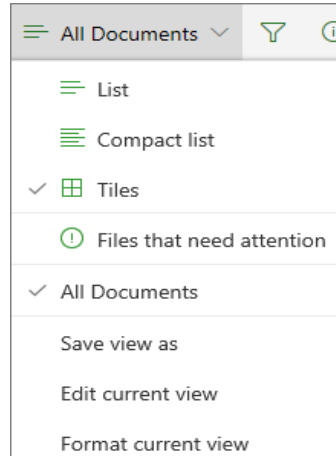
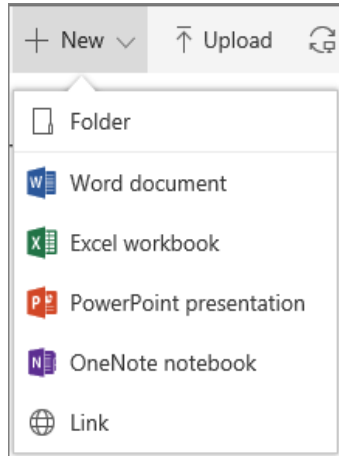
Content and Workflows

1. Developed workflows using SharePoint Designer in a number of projects along with complex workflow actions like the Approval & Task process.
2. Worked on User profile Management, managing user permissions and roles, defining search scope, and customizing the search features Worked on the branding and chroming of the Sites .
3. Creating document libraries, list features, site features, site templates, version control, content types, lists, views, announcements, and tasks.



Document Library

Additional document libraries to a site can be added as needed. This is useful to restrict access to a set of files. Each document library displays a list of files, folders, and key information about each, such as who created or last modified a file. This information is used to better organize files and make it easier to find them.



Challenges Faced

1. **Work Freeze during inventory process:** When creating a manual website inventory, the CSSM team will have to implement a content freeze on the website until the inventory is complete.

- If work isn't paused, there's a high chance that content inventory will contain wrong information before the inventory has been completed, as it won't reflect the present state of the updated website.

2. Interpreting my client's needs and how it can be achieved even with limitations on the SharePoint.



Completed Outcomes

1. Created a launching pad for users instead of a repository of information
2. Improve SEO functioning
3. Limited number of clicks, by linking directly to the source
4. Create the appropriate information architecture, taxonomy and solution approach

Skills Developed

1. Rely on project management experience and judgment to accomplish goals in a variety of tasks
2. Great communicator and listener who fully understands user requirements
3. Eloquent in written and oral communication skills
4. Intuitive and creative thinker
5. Excel at innovative solutions, who constantly works on expanding and improving skillset
6. Dedicated to delivering top results in record time
7. Experienced with all stages of planning, development, testing, and implementation
8. Adept at explaining functions to non-technical users
9. Understand business goals and the way SharePoint and other applications contribute to furthering them
10. Technical features: SharePoint Online Management Shell