

Is a Dynamic Multi-lingual Web Presence Possible?



Larry Richman

Ron Schwendiman

April 12, 2005

www.ids.org

Internet Sites



THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS



Agenda



- Overview
- Business needs
- Dynamic, multi-lingual portal
- Tools
- Integration
- Successes and difficulties
- Questions & answers



Our Business Needs

Members and Languages



- 12 million members
- More than half outside the United States
- Translation:
 - 27 languages get most materials
 - 185 languages get some materials
 - 29 different writing systems

末日聖徒
イエス・キリスト
教会

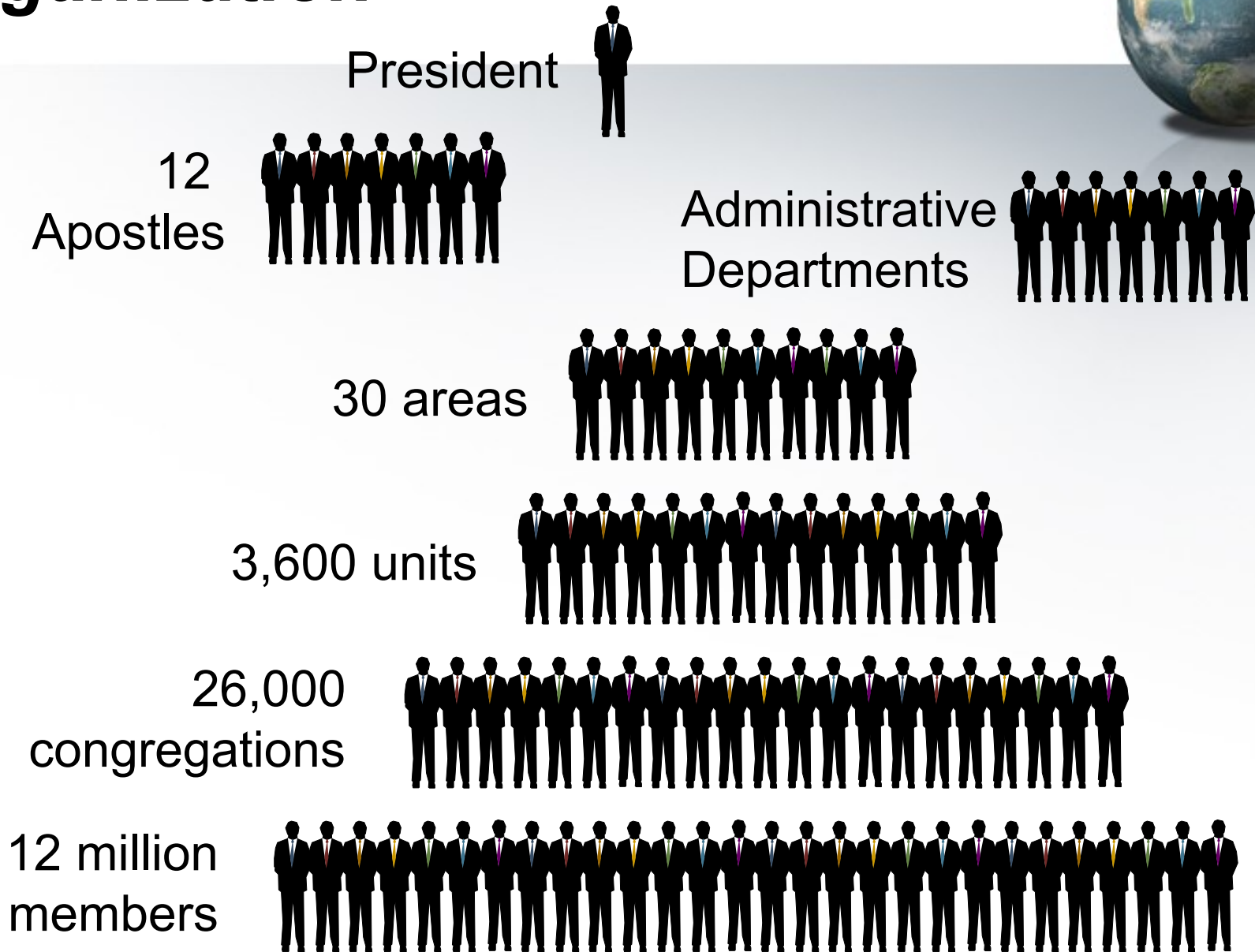
耶穌基督
後期聖徒教會

Η ΕΚΚΛΗΣΙΑ ΤΟΥ
ΙΗΣΟΥ ΧΡΙΣΤΟΥ
ΤΩΝ ΑΓΙΩΝ ΤΩΝ
ΤΕΛΕΥΤΑΙΩΝ ΗΜΕΡΩΝ

CÍRKEV
JEŽÍŠE KRISTA
SVATÝCH
POSLEDNÍCH DNŮ

ศาสนาจักรของ
พระเยซูคริสต์
แห่งสิทธีชยุคสุดท้าย

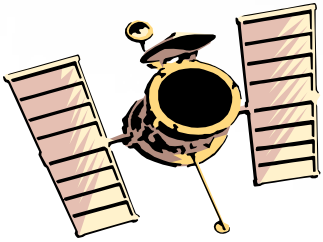
Organization



Communication & Training



Satellite
training
broadcasts



DVD



Internet



Magazines



Printed



PDA



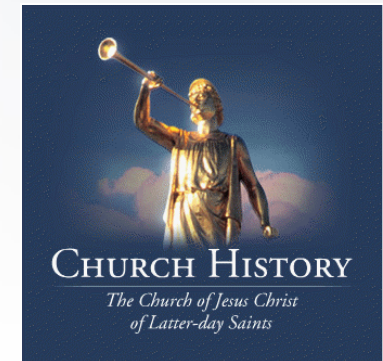
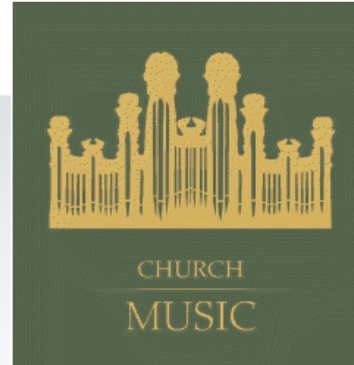
Audio
CD



e-Learning



LDS.org sites



Current Status



- Good places to access current information.
- Used by many people, primarily in the USA.
- Mostly English in content and navigation.
- Built from perspectives and needs of departments at Church headquarters.
- Designed around static content.

lds.org (30 million page views/month)



THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

DIRECTORY

- Basic Beliefs
- The Scriptures
- Gospel Library
- Home and Family
- Stake and Ward Web Sites
- Serving in the Church
- Temples
- Newsroom for News Media
- Provident Living
- Family History
- Church History

Search | Feedback | Site Map | Help | Country Sites | English

WELCOME

TO THE OFFICIAL INTERNET SITE OF THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS

A Testimony of Christ

President James E. Faust, *Liahona* and *Ensign*, Mar. 2005, 2–7



"Each of us has to receive our own witness concerning Jesus as the Christ. As one who has sought such a witness, I would like to set my seal upon the testimony that has come to me of the reality of the Lord Jesus Christ."

FEATURES

General Young Women Meeting

The annual general Young Women meeting will be held on March 26, 2005. Live Internet audio streams of the meeting will be available from the [Broadcast Event page](#).



Official Country Web Sites **NEW**

As technology and Church membership expand globally, the Church has authorized official Web sites for individual countries around the world. Visit the [Country Sites page](#) for links to sites already in operation.

QUOTE

"Family life here is the schoolroom in which we prepare for family life [in the eternities]."
—Elder Henry B. Eyring
Ensign, Feb. 1998, 16

NEWS

Newsroom

for news media

- First Presidency Reflects on Decade of Progress

News

for members and friends of the Church

- Elder H. Bruce Stucki Teaches Students to Use Gifts

Receive News by E-mail

CURRENT EVENTS

Broadcast

- CES Fireside
- General Young Women Meeting
- General Conference
- Audio Scriptures

Calendar (USA)

Gospel Library



The Church of Jesus Christ of Latter-day Saints

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Home > Gospel Library



Gospel Library

Study the gospel through the words of ancient and modern-day prophets, in 30 years' worth of Church magazines, and in current Church curriculum.

The Scriptures

General Conference

Recent Addresses

Church Publications

- HTML (Text)
- PDF (Complete layout)
- Handheld
- Audio
- Braille

Broadcasts

FEATURES



Family Guidebook

The *Family Guidebook*, revised in 2001, contains valuable information on teaching the gospel in the family, fulfilling family responsibilities, and performing priesthood ordinances and blessings.

Study Topics Updated NEW

The [Selected Study Topics](#) have been updated to include entries on Joseph Smith, the Creation, the Word of Wisdom, the Sabbath Day, and the Atonement.



Broadcast Events

Visit the [Broadcast page](#) or click "Broadcasts" on the left side of this page to access broadcast events and audio and video archives, including the scriptures, general conference, and firesides.

Featured Article for March

STUDY SELECTED TOPICS

SELECT A TOPIC

MONTHLY MESSAGES

First Presidency Message

- April 2005
- March 2005

Visiting Teaching Message

- April 2005
- March 2005

Primary Sharing Time

- April 2005
- March 2005
- *2005 Outline and
Sacrament Meeting
Presentation*

Teachings for Our Time

- Instructions for Leaders
and Teachers

Resource Guides

- Aaronic Priesthood,
2005
- Young Women, 2005

Gospel Library



Formats

- HTML text
- Audio files (MP3 streamed and download)
- Video files (streamed and download)
- Flash
- PDA reader formats (5 for Palm; 6 for PocketPC)
- Braille files

Home and Family



HOME & FAMILY

Section: [Building a Strong Family](#)

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[Home](#) > [Home & Family](#) > [Building a Strong Family](#)

INDEX

[Building a Strong Family](#)

[Family Home Evening](#)

[Children's Materials](#)

[Youth Materials](#)

[Church Music](#)

[Places to Visit](#)



Building a Strong Family

Examples and ideas to help you solve problems and develop a strong family.



Watch a video

Keys to Strong Families

- [Introduction](#)
- [Helping Family Members Live the Gospel](#)
- [Personal Integrity—The Key to Example](#)
- [Agency—The Key to Growth](#)
- [Unconditional Love—The Key to Effective Parenthood](#)

Strengthening Husband and Wife Relationships

- [Achieving Oneness in Marriage](#)
- [Resolving Conflicts in Marriage](#)

Strengthening Parent and Child Relationships

- [Reasoning with Children](#)
- [Building Confidence](#)
- [Sharing Sorrows](#)
- [Dealing with Problems Privately](#)
- [Reclaiming a Wayward Child](#)
- [Understanding Personality and Development of Children](#)

Strengthening Individual Family Members

- [Teaching by Example](#)
- [Teaching Responsibility](#)
- [Setting Limits](#)
- [Helping Children Learn](#)
- [Teaching about Procreation and Chastity](#)

Music



Auto Scroll
 on off

Interactive
 Music with Parts
 Recorded Music
 Words and Music
 Music Only

Find a Song

All Music

god with you

more options...

Search Results

Print Song

Music Parts / Volume

Soprano 100
 Alto 63
 Tenor 100
 Bass 100

Tempo

80

Key

C

Higher Lower

Reset Key

About this Song

Text: **Jeremiah E. Rankin** - 1828-1904

Music: **William G. Tomer** - 1833-1896

152

God Be with You Till We Meet Again

Reverently ♩ = 66-80

1. God be with you till we meet a - gain; By his
 2. God be with you till we meet a - gain; When life's
 3. God be with you till we meet a - gain; Keep love's

coun - sels guide, up - hold you; With his sheep se - cure - ly
 per - ils thick con - found you; Put his arms un - fail - ing
 ban - ner float - ing o'er you; Smite death's threat - ning wave be -

fold you. God be with you till we meet a - gain.
 round you. God be with you till we meet a - gain.
 fore you. God be with you till we meet a - gain.

ProvidentLiving.org



http://www.providentliving.org/ - Microsoft Internet Explorer provided by LDS Church

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS

Address http://www.providentliving.org/ Go Links

 **PROVIDENT LIVING**

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HELPS FOR CHURCH LEADERS

CARING FOR OTHERS

PHYSICAL HEALTH

FOOD STORAGE AND EMERGENCY PREPAREDNESS

SOCIAL AND EMOTIONAL STRENGTH


RESOURCE MANAGEMENT

EDUCATION AND LITERACY

EMPLOYMENT

Helping families produce, store, and prepare basic food storage items.

FEATURES



[Watch a multimedia presentation](#) about learning to care for the poor and needy, becoming more self-reliant, and offering Christian service to others.

- **Pure Religion Series** monthly article

Humanitarian Aid



Current Topic:

[Provident Living Home](#) ▶ [Caring for Others](#) ▶ [Humanitarian Services](#) ▶ [How Can I Help?](#) ▶ **Humanitarian Aid Fund**

Humanitarian Aid Fund

[In the News](#)

[Humanitarian Activities Worldwide](#)

How Can I Help?

Humanitarian activities that bless the lives of millions all over the world are made possible by generous donations from caring individuals, including corporations and foundations. If you would like to donate to the Humanitarian Fund you may do so by:

- **Contributing through local units of the Church**

There is a category on the donations slip entitled "Humanitarian Aid." Donation slips are used for the collection of Church contributions, including tithing and fast offerings, and can be obtained from a bishop of The Church of Jesus Christ of Latter-day Saints.

- **Contribute by mailing donations to:**

Humanitarian Services
50 E. North Temple Street, Floor 7
Salt Lake City, UT 84150-6890

- **Individuals and corporations can contribute online through the [LDS Foundation](#).**

100% of all contributions made to the Humanitarian Aid Fund are used to help the needy.



- [Send to a friend](#)
- [Format for printing](#)
- [Guiding Principle](#)

Humanitarian Aid



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English

[Provident Living Home](#) ▶ [Relief efforts for victims of Southern Asia disaster](#)

Relief efforts for victims of Southern Asia disaster

LATEST NEWS

[Muslims and Mormons flying Aid to Southern Asia](#)

[First Presidency Urges Generous Donations to Aid Victims of South Asia Disaster](#)

[Church Aid Reaching Victims in Southern Asia](#)

[Church Providing Emergency Relief in South Asia Disaster Area](#)

HOW CAN I HELP?

[LDS Humanitarian Services "How Can I Help?" page](#)

In time of disaster, we all want to help those who are suffering. However, managing donations of food, clothing and other supplies generated by well-meaning, individually organized relief efforts can divert needed manpower and attention away from critical needs.

The Church is in contact with relief agencies and government officials and is working to provide the kind of assistance that will be most effective in this devastating tragedy.

1. Church members who wish to help are encouraged to donate to fast offerings or to the humanitarian fund of the Church through their local wards.
2. Donations can also be mailed to: Humanitarian Aid Fund, The Church of Jesus Christ of Latter-day Saints, 50 East North Temple Street, Salt Lake City, UT 84150 (or call 801-240-3544).



Humanitarian Aid



Church Continues Aid to Tsunami Victims, Long-Term Plan in Works

By Chad Phares, Church Magazines



Weeks after deadly tsunamis killed more than 1 continues its humanitarian efforts in hopes of re ravaged by waves that resulted from a 9.0-magn

While the Church immediately supplied critical d supplies, and shelter, the focus of the relief has the affected countries move forward.

Bishop Richard C. Edgley, First Counselor in th and at press time, the Church was in the proces

"When it comes to a major tragedy as we have newspapers, compassion knows no boundaries boundaries," Bishop Edgley said.

Renn Patch, director of administrative services in the Welfare Services Department, said been addressed and that the Church is determining how to best help those in need rega

Among other things, some of the current issues that must be addressed are the needs f

Although the results were tragic for communities battered by the waves, most Church m the catastrophe's devastation. As of press time, there were no confirmed deaths of Chur Church member was missing. Several members received minor injuries, and at least two Lanka. No Church property was reported damaged.

Bishop Edgley commended local members for their personal and family preparation, not storage allowed them to reach out to others more quickly because their own families' ne



Sending Aid to Tsunami Victims - Emergency Response is responding to help victims of the tsunami and earthquake in the vicinity of the Indian Ocean. Cash donations to Emergency Response may be made online by selecting "Click to Make a Gift" in the upper left corner of this web page. One hundred percent of all donations go directly to those in need.

[Click here to make a donation to any of these priorities:](#)
Humanitarian General Fund

Education



Serving in the Church



SERVING IN THE CHURCH

- Melchizedek Priesthood
- Aaronic Priesthood / Young Men
- Relief Society
- Young Women
- Primary
- Sunday School
- Military Relations

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS



Transcripts from the most recent auxiliary open houses



Information on Church-related events in the United States



Hymns, children's songs, and other music resources

Web Sites for Congregations



The Church of Jesus Christ of Latter-day Saints Sign In / Out | Update Profile | Feedback | Help

Home ▶ Salt Lake Hunter Central Stake ▶ Hunter 36th Ward

Hunter 36th Ward

Salt Lake Hunter Central Stake

- Stake Home
- News and Information
- Lesson Schedules
- Ward Calendar
- Membership Directory
- Leadership Directory
- Missionary
- Resources (e.g., Buildings)
- Stake and Ward Web Sites

[Administrator Options](#)
[Record Keeping Information](#)



Welcome to the Hunter 36th Ward Home Page

LOCATION

3930 S 6000 W
WEST VALLEY CITY , UT
84128

[Map and Driving Directions](#)

MEETING TIMES

First meeting start time - 9:00 a.m.
Sacrament start time - 9:00 a.m.
Sunday School & Primary - 2:20 p.m.
Priesthood, Relief Society, YM/YW - 3:10 p.m.
First meeting start time-9:00 a.m.
Sacrament start time-9:00 a.m.

OFFICIAL CHURCH WEB SITES

- Family Search
- LDS.org

WARD NEWS AND INFORMATION

- Submit news

WARD EVENTS

- Jun 12 - Jun 15: Youth Conference
- Jul 25 - Jul 30: Scout Camp
- Jul 25 - Jul 28: Varsity/Venturer Summer Camp
- More...

STAKE EVENTS

- Mar 26: Scouting for Food Drive
- Mar 27: EASTER
- Jun 30: YM Soccer - Stake Park
- More...

CHURCH EVENTS

- Mar 22: Young Women Open House
- Mar 22 - Mar 24: Aaronic Priesthood/Young Men Open House

© 2005 IRI.

Meetinghouse Locator



Meetinghouse Locator

Search for meetinghouse locations

[Begin New Search](#)

[What to Expect at Sunday Meetings](#)



Search for a Meetinghouse

Welcome to the Meetinghouse Locator for The Church of Jesus Christ of Latter-day Saints. Whether you are just traveling or moving to a new neighborhood, we invite you to worship with us. Visitors are welcome, including children.

To find the meetinghouse and congregation for a specific address, fill in the information below, and then click "Search."

Street Address:

City or Town:

State or Province:

Postal Code:

Or, to get a list of meetinghouses in a particular area, try any of the following:

- Enter just the state or province and click "Search" to see a list of cities with meetinghouses.
- Enter the name (full or partial) of a city or town, plus the state or province, and click "Search."
- Enter a full or partial postal code (for example, 84112 or 841) and click "Search."

Newsroom



The Church of Jesus Christ of Latter-day Saints

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NEWSROOM.LDS.ORG

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[The Church in Your Area](#)

[Mistakes in the News](#)

[Voice of the Church](#)

[Contact Us](#)

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

TOP STORY

16 March 2005



First Presidency Reflects on Decade of Progress

SALT LAKE CITY — The current First Presidency of The Church of Jesus Christ of Latter-day Saints (the Church's highest governing body) has directed all aspects of the worldwide faith since 12 March 1995.

OTHER STORIES IN THE NEWS

UPDATED DAILY

[Submit a News Story](#)
[Archive of Current Stories](#)

- **Public to Tour New San Antonio Texas Temple** — [News Release](#)
SAN ANTONIO, Texas — The public is invited to tour the newly completed San Antonio Texas Temple of The Church of Jesus Christ of Latter-day Saints.
- **Current News: [Press-Telegram](#)**
Long Beach Home to First Cambodian Ward
LONG BEACH, CALIF. — The first Cambodian ward of The Church of Jesus Christ of Latter-day Saints was established 27 February. The ward began as a small branch in 1979, serving the Cambodian members of the Church in Long Beach.

Journalists interested in writing about the increasing ethnic diversity of the Church are invited to call the [Public Affairs Department](#).

- **Current News: [Ventura County Star](#)**

SEARCH

- News Releases
- Story Packages
- Newspaper Stories
- Photos
- Sound Bites
- Video Clips
- All Other

VOICE OF THE CHURCH

Elder Russell M. Nelson Talks of Faith and Families



"You are entering a consumer culture shaped with



THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS



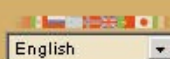
*Worship
with us*



*Find
information*



Send a card



Featured Topic: *October 2003 General Conference*



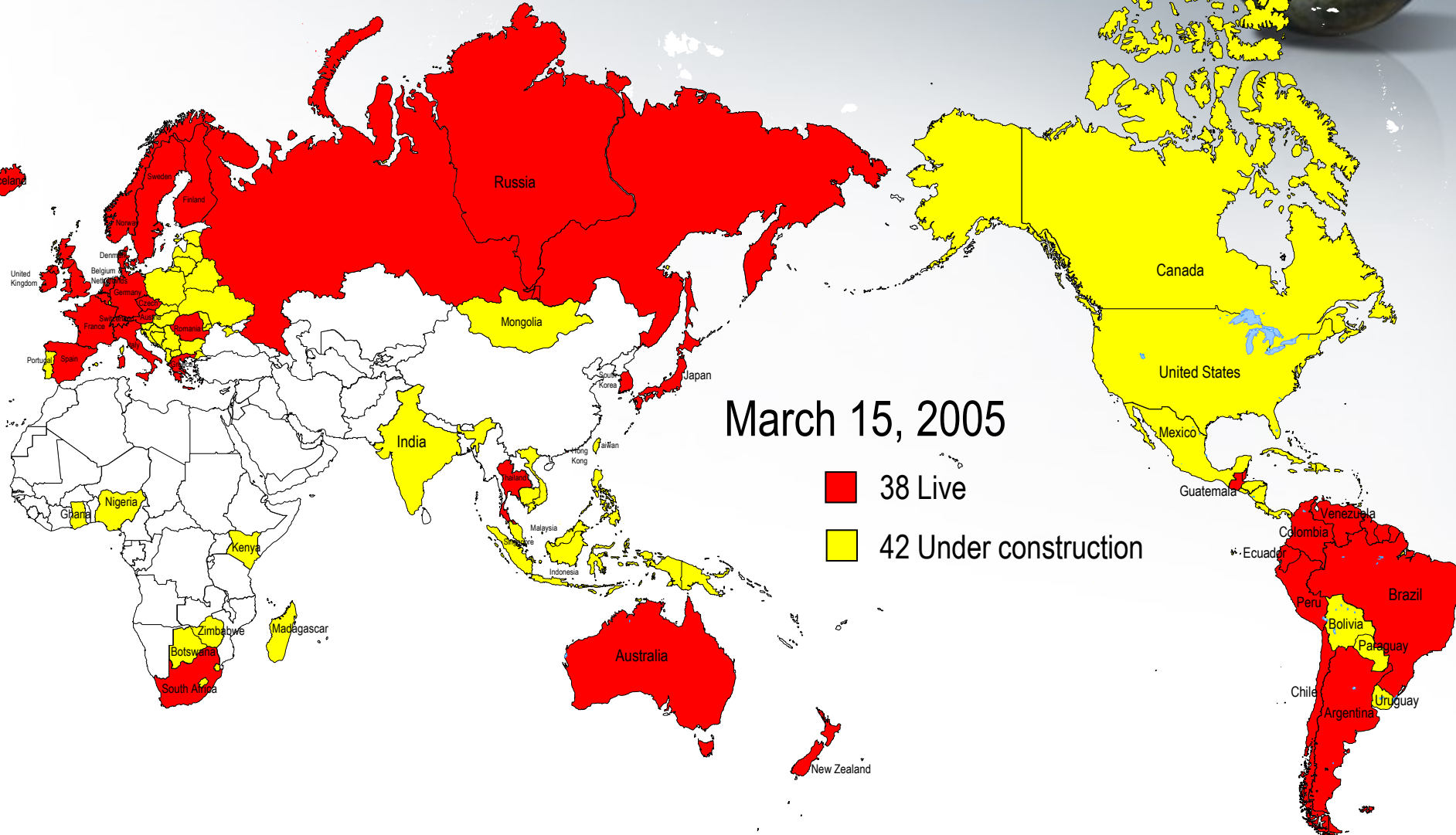
Welcome

This site is for anyone interested in learning more about The Church of Jesus Christ of Latter-day Saints.

We invite you to view information about *The Church* itself or to explore our beliefs about *Families*, the *Nature of God*, and the *Purpose of life*. We also encourage you to view answers to *Frequently asked questions* or to *Ask a question* of your own.

About this site

Country Sites



Country Web Sites



Kontakt Impressum ?

KIRCHE JESU CHRISTI DER HEILIGEN DER LETZTEN TAGE

INHALT

- Glaube und Lehre
- Gelebter Glaube
- Humanitäre Hilfe
- Familie
- Familienforschung
- Geschichte
- Frage - Antwort
- Nachrichtenredaktion
- Kontakt
- Links

WILLKOMMEN

AUF DER OFFIZIELLEN WEBSITE DER KIRCHE JESU CHRISTI DER HEILIGEN DER LETZTEN TAGE IN DEUTSCHLAND



Eine Einführung in die Kirche Jesu Christi der Heiligen der Letzten Tage
Schauen Sie sich diese DVD an!!



www.mormonen.de
Die Website mit ausführlichen Informationen zu den Glaubensgrundsätzen der Kirche

[Buchten Sie einen kostenlosen Vorführtermin!](#) [Besuchen Sie uns auch hier!](#)

VON MENSCH ZU MENSCH



Dank für die Hilfe

21. Februar 2005 - FG RED

Die Präsidentin und Vorstandsvorsitzende des Amerikanischen Roten Kreuzes traf am 4. Februar mit der obersten Führungsspitze der Kirche in Salt Lake City zusammen und nahm dort 1 Million Dollar für die Masernbekämpfung in Afrika entgegen. Dafür bekam... [mehr](#)

NEUES AUS DEUTSCHLAND



Deutscher erstmals in die Führung der weltweiten Kirche berufen

28. Oktober 2004 - VON FG RED

AUS ALLER WELT



Grammy-Gewinnerin Gladys Knight lobt Charles

21. Februar 2005 - FG RED

Jake Rogers, Mitarbeiter des Daily Herald, 15. Februar 2005

ZITAT

"Jesus sagte zu ihm: Ich bin der Weg und die Wahrheit und das Leben; niemand kommt zum Vater außer durch mich."
Johannes 14:6

KIRCHE IN DEUTSCHLAND

- Nachrichten
- Kirchenzeitschrift Liahona
- weitere Literatur
- Gemeinden
- Familienforschungsstellen

KONFERENZEN

- Generalkonferenz Oktober 2004
- Alle Konferenzen (lds.org)

■ Bestellen Sie hier Ihr kostenloses Exemplar des Buches Mormon

■ Bestellen Sie hier Informationsmaterial

■ Kostenlose Hotline unter 0800-607 606 3

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FamilySearch.org (150 million page views/month)



The Church of Jesus Christ of Latter-day Saints Feedback | Site Map | Glossary | Help

FAMILYSEARCH™ **HOME** **SEARCH** **SHARE** **LIBRARY** My Info | Sign On

Welcome | **News** | **FamilySearch Questions** | **Product Support** | **Order/Download Products**

INFORMATION



About The Church of Jesus Christ of Latter-day Saints

- Family History Library Catalog Updated
- Other news



- Why family history?
- How do I get started?
- Family history forms

FEATURES

Search for Ancestors



- Learn how to start your family history.
- Search for your ancestors in our vast record collections.
- Get step-by-step research guidance on searching for your ancestors.
- View maps, forms, guides, and other research helps.
- Find other Web sites containing family history information.

Share Information



- Make your family history information available to others through the Pedigree Resource File.
- Find people with similar research interests and share information through e-mail collaboration lists.

Family History Library System



- Learn about the world's largest family history library.
- Find a family history center near you where you can access many of the library's materials.
- Search the Family History Library Catalog for records and resources.
- Identify opportunities for education to improve your research skills.

THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS © 1999-2002 by Intellectual Reserve, Inc. All rights reserved. English approval: 3/1999. Use of this site constitutes your acceptance of these [Conditions of Use](#) (last updated: 3/22/1999). [Privacy Policy](#) (last updated: 10/12/2001). 27 <http://www.familysearch.org> v.2.5.0

5 IRI.

Improvements



- Consistent navigation, design, and branding.
- Information organized around user needs.
- Information based on needs of the user.
- Search capability across all Church sites.
- Increase worldwide usability (languages).
- Content management environment.

Efficiencies



- Respond to the high cost of Web development and an increasing demand for content services.
- Consistent measurement of usage and effectiveness of all sites.



Where We're Headed

Persona



GOSPEL LIBRARY

PRIMARY USER PERSONA

“I want to use the Gospel Library to learn about the gospel and teach my family.”

JORGE COSTA



26-year-old male, married
2 children: 1 girl (3), 1 boy (1)

GOALS:

- I must be able to take away articles and quotes in both print and electronic format to help me with my personal study.
- I need to locate specific materials to answer questions asked of me and to share thought-provoking gospel insights.
- I want to stay up to date on the latest talks, publications, and inspirational messages from the Church.
- I want to search and browse for information based on dates, phrases, talks, authors, key ideas, and topics.
- I must be able to copy and print text and images easily.
- I need to locate images, music, and videos to help teach my family.

Jorge is a youth leader in São Paulo, Brazil. He enjoys teaching about the gospel of Jesus Christ, especially with the youth. Jorge spends 5-10 hours per week on the Internet answering e-mail and researching. He has a high-speed Internet connection in his home. It is important to him keep current on Church events, which is why his browser's home page set to LDS.org. The Gospel Library is his most frequently used option for personal and family gospel study.

- [About the Church](#)
- [Family History](#)
- [Gospel Library](#)
- [Home & Family](#)
- [News & Events](#)
- [Serving in the Church](#)

WELCOME

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS



[Home](#) [Customize](#)

[Prepare a Lesson](#)

[Prepare a Talk](#)

[Search & Index](#)

FIRST PRESIDENCY MESSAGE



Finding Peace

President Thomas
S. Monson, Ensign,
Mar. 2004, 2–7

"Perhaps we stray from the path which leads to peace and find it necessary to pause, to ponder, and to reflect on the teachings of the Prince of Peace and determine to incorporate them in our thoughts and

FEATURES



Church Music Site **NEW**

Visit the new Church Music site for a wealth of searchable, interactive resources that will help you learn, listen to, read, play, sing, and conduct Church music.

Gospel Art Kit Online

As an additional resource for teaching at home and at church, the Gospel Art Picture Kit is available in an easy-to-use online format.



NEWS & EVENTS

- [Open House, Dedication Announced for Manhattan New York Temple](#)
- [Preservation of Kom Tong Hall Now Assured](#)
- [First Presidency Supports "Marriage Week"](#)
- [Spring Concert to Feature Mozart, Schubert, Vivaldi and Barber](#)

■ [News & Events Main Page...](#)

■ [Event calendar...](#)

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ME

F
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FIRST PRESIDENCY MESSAGE



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Joseph Smith Site



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- [Joseph Smith the Man](#)
- [Witnesses of the Prophet](#)
- [Important Places](#)



JOSEPH SMITH

SERVANT OF GOD (1805-1844)

THE CHURCH OF
JESUS CHRIST
OF LATTER-DAY SAINTS

QUOTE

"I believe, without reservation, in the reality of the vision [Joseph Smith] described. From that wellspring of communication between the God of heaven, the

FEATURES



Introduction to Joseph Smith

Learn about the series of remarkable spiritual experiences that prepared Joseph Smith for his prophetic calling that prepared Joseph Smith for his prophetic calling.

ON THIS DAY...

1 March 1842

Nauvoo, Illinois. Joseph Smith's letter to Chicago newsman John Wentworth was published in the Church newspaper Times and Seasons, telling of the

Other Presidents of the Church

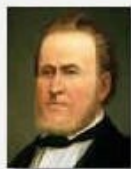


LDS Home ▶ Church History ▶ History of the Church ▶ Presidents of the Church

Presidents of The Church of Jesus Christ of Latter-day Saints



[Joseph Smith Jr.](#)
1st President
Served: 1830–1844



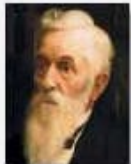
[Brigham Young](#)
2nd President
Served: 1847–1877



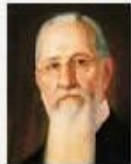
[John Taylor](#)
3rd President
Served: 1880–1887



[Wilford Woodruff](#)
4th President
Served: 1887–1898



[Lorenzo Snow](#)
5th President
Served: 1898–1901



[Joseph F. Smith](#)
6th President
Served: 1901–1918



[Heber J. Grant](#)
7th President
Served: 1918–1945



[George Albert Smith](#)
8th President
Served: 1945–1951



[David O. McKay](#)
9th President
Served: 1951–1970



[Joseph Fielding Smith](#)
10th President
Served: 1970–1972



[Harold B. Lee](#)
11th President
Served: 1972–1973



[Spencer W. Kimball](#)
12th President
Served: 1973–1985



[Ezra Taft Benson](#)
13th President
Served: 1985–1994



[Howard W. Hunter](#)
14th President
Served: 1994–1995



[Gordon B. Hinckley](#)
15th President
Served: 1995–

Business Case to Solutions



- 18 month business decision and tool selection ended August 2004.
- 300 + hours of training (20+ full-time employees).
- 12 month delivery timeline for significant change
 - 10 languages
 - 50,000 to 100,000 pages of XML content
- Quarterly release schedule for 2005.
- 3 year total project timeline to move all Web properties.

Current Technologies



- Vignette Content Management v6
- 1000's of pages of Tcl code
- NextPage (NXT3) Content Management
- Duplication of content
- Limited localization

Improvements



- Consistent navigation, design, and branding.
 - Web Content Management
- Information organized around user needs.
 - Portal and topical classification tools (taxonomy)
- Information based on needs of the user.
 - Portal and Identity Management
- Search capability across all Church sites.
 - Multi-lingual search
- Improve language materials and navigation.
 - Language content delivered by Web Content Management
- Content management environment.
 - Separate content from navigation; templates and dynamic content

Efficiencies



- Respond to the high cost of Web development and an increasing demand for content services.
 - Open extensible web development tools
- Consistent measurement of usage and effectiveness of all sites.
 - Web content analysis in addition to web traffic analysis

Process of Selection



- Learned what is available.
 - Researched (Gartner, Forrester, etc.)
 - Talked to users of tools
 - Talked to vendors
 - Provided a Request for Information to leading vendors
- Established requirements matrix with weightings.
 - 85 Criteria
 - Features and Functions
 - Development interoperability
 - Architecture
 - Company
 - Costs/Resources

Other Tools Needed



- XML authoring with schema
- Taxonomy and metadata management
- Localization/Internationalization
- Workflow
- Collaboration

Selection



- Content Management (Vignette 7)
- Portal (Vignette Application Portal)
- Search (Autonomy)
- XML and schema authoring (Arbortext, XMLSpy)
- Taxonomy and metadata management (Schemalogic)
- Localization/Internationalization (Worldserver)
- Workflow (Vignette, Metastorm, Savvion)
- Collaboration (Vignette Business Collaboration)

Vignette Content Management (VCM)



- Template approach to navigation and design of Web sites
- Separates content from design; XML compliant
- Ensures content objects follow a consistent workflow from creation to deployment
- Focuses on XSL development rather than Java, reducing costs and speeding “time to market”
- Provides Java API to deal with custom requirements
- Provides internal measurement of content delivery

Vignette Application Portal (VAP)



- Provides access to content and applications for employees, users, and leaders.
- Enables consistent branding across all sites through centralized definition of the user experience (grids, themes, and styles).
- Allows fine-grained access to specific functionality (portlets) through Identity Management System integration.
- Delivers tight integration with VCM, allowing “in-context” content management, editing, and localization.

Autonomy Search



- Integrated with Vignette Content Management.
- Enables basic (keyword), conceptual (bayesian), parametric, phonetic, fuzzy, and boolean searches.
- Representative content can be used to train search engine to improve relevance of results.
- A search can provide results in many languages
- Additional fetch modules provide access to internal file servers and databases.
- Federates search results from other search tools to a single interface.

SchemaLogic



- Metadata, taxonomy, authoritative list management system
- Provides ability to manage, normalize, and reconcile competing lists or standards
- Passes information to Autonomy for search categorization and weighting
- Passes information to Vignette for classification and content type metadata

Collaboration and Workflow



- **Vignette Collaboration Services**
 - The web development team
 - XML, metadata, and taxonomy standards team
 - Content migration and preparation team
 - 100,000 pages of existing content from V6, Quark, Word, Folio, and PDF to XML.
- **Vignette Content Management Workflow**
 - Content creation, localization, and approval management.

Difficulties



- “Theoretically” possible.
- Too many “new” tools all at once
 - Tools defining processes
 - Installation, testing, customization, and integration of tools
 - Defining and implementing new processes worldwide
 - Lack of skill; extensive professional services contracts
- Defining standards for XML, metadata, and taxonomies.
- Aggressive timeline.

What next?



- Continually add new languages with new content (goal of 40 languages, 100,000 pages of content each).
- Round-tripping of content from VCM to XML to single source to localization tool and back.
- Integration between VCM, VAP, and our internal Identity Management System for customized user experience.

Is a Dynamic Multi-lingual Web Presence Possible?



Larry Richman

Ron Schwendiman

April 12, 2005

www.ids.org