A Complete Guide to Portals and User Experience Platforms

Shailesh Kumar Shivakumar

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Build a Next-Generation Enterprise Digital Platform with Portals and UXP

A Complete Guide to Portals and User Experience Platforms provides in-depth coverage of portal technologies and user experience platforms (UXPs), which form the key pillars of a modern digital platform. Drawing on his experience in various roles in numerous portal engagements, the author gives you different perspectives of the same technology platform.

The first section introduces portal through multiple viewpoints to cater to a wide audience, including business, operations, development, integration, performance, and architecture views. The book details many novel and practically proven models and frameworks, such as portal value realization framework, portal assessment framework, portal evaluation model, portal infrastructure planning techniques, and portal integration techniques. You also learn about effective digital program strategies, including portal roadmap strategy, collaboration strategy, portal security planning, portal testing strategy, SEO, and analytics planning concepts.

The second section dives into UXP and advanced topics. It elaborates on UXP design concepts, including UXP reference architecture, customer touch point analysis, user experience mapping, and responsive web design. It also looks at advanced topics, such as next-generation portals, portal trends, portal user experience strategy, omni-channel strategy, portal KPI, portal pitfalls and best practices, portal security, portal governance, digital program management, and portal performance engineering.

In the third section, the book presents four case studies related to intranet portals, retail portals, customer service portals, and portal content management. It discusses business drivers, challenges, portal solutions, and solution benefits for each of the case studies.

Written by a seasoned practitioner, this book balances the core topics of modern portals along with emerging technologies in the digital space. Suitable for the entire digital technology community, including IT managers, digital architects, developers, and testers, it provides you with a practical guide for successfully building best practices-based digital platforms with forward-looking features.

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