

On-line

Police Information Technology Organisation (PITO) Website

PITO are an organisation that have information technology built into their name. However, this is slightly misleading – in fact they are about delivering business change supported by IT. This could naturally lead to a lack of clarity over their purpose and this was reinforced by the previous web-site which had plenty of jargon and images of technology and cool kit. Through discussions with Bang it became clear that PITO was seeking to focus more on the people it supported and the outcomes of their hard work.

There is a relentless focus on PITO and its performance and PITO suffers under the common perception that all public sector IT projects are mismanaged and fail. The perceptions are important as PITO's public website is for many stakeholders the main initial experience of PITO, especially the most crucial stakeholders for PITO, the Police Authority members.

The expectation for PITO's website is doubly high – both to correct the above misconception and as an IT organisation it should be great. The previous PITO web-site was inconsistent, confusing to use and did not engage any of its stakeholders adequately.

The requirements and timetable for developing and creating a new web-site were very challenging for Bang and the PITO team by any standards. The site needed to be live six weeks after the initial workshop. Bang have produced a clearer and more engaging site for PITO – one that provides clear channels for the diverse stakeholders and presents information pertinent to them in a clean but emotive way.

