



INTRANET UX CASE REPORT

User Experience Findings Report

OVERVIEW

■ Project Background

Adventist Health System is starting a new effort to redesign the intranet using SharePoint. Adventist Health System envisions a new, more modern corporate intranet that enables employees to quickly find content and collaborate to support business needs while improving engagement and productivity.

■ Purpose

The purpose of the UX Findings Report is to present the data collected from the sessions and activities, to help facilitate the visual direction and information architecture of the new intranet portal. Taking these findings into account, Stakeholders can better understand the audience and make educated decisions based on neutral data, while maintaining Adventist Health System's professional relationship with its employees.

■ Important Details

- ▶ Presentation and interpretation of results
- ▶ End User analysis
- ▶ Integrated summation of results

END USER INTERVIEWS

■ Session Overview

Conversational style sessions held to learn more about how users currently interact with the intranet including their goals, motivations, and pain-points.

■ Meeting Outcome

The discussions were focused on eliciting user needs, current issues, and the generation of ideas for the new and improved functionality. The information gleaned from this session provided neutral data helping to guide the redesign to fulfill actual user needs.

■ Who Attended

- ▶ Stakeholders and End Users

END USER FEEDBACK

■ Intranet Current State

- ▶ Too Many Links in Too Many Places
- ▶ Confusing Navigation
- ▶ No Single Location For Contracts & Policies
- ▶ Search Does Not Work
- ▶ No Document Versioning
- ▶ Too Many Ways to Do One Task
- ▶ Obsolete/Irrelevant Content
- ▶ Content Nested Too Deep
- ▶ No Engagement/Interaction (Flat/One-Sided)
- ▶ No Accessibility on Mobile
- ▶ No Contact or Org. Information Available
- ▶ No Central Training & Orientation Location

■ Desired Future State

- ▶ Minimize Redundancy
- ▶ Robust Search and Navigation
- ▶ Consistency
- ▶ Document Library for Policies and Contracts
- ▶ Document Versioning
- ▶ Social Collaboration Tool (Yammer)
- ▶ Current & Relevant Information
- ▶ Minimize The Amount of Clicks to Get to Content
- ▶ Customizable User Dashboard
- ▶ Responsiveness
- ▶ Empowered Users/Personalized Content
- ▶ Global Wiki's
- ▶ Ownership & Accountability

■ User Interview Summary

The Users stressed the importance of creating a clean, personalized, and friendly user experience. In addition, the consensus was that users need a way to find what they need quickly and control the data that is presented to them upon login. The goal is to make the user's search efficient so that they spend more time being productive and less time searching for what they need.

STAKEHOLDER FEEDBACK

■ Intranet Current State

- ▶ Search Does Not Work
- ▶ No Org Info Available
- ▶ Employee Roles Undefined
- ▶ No Central Hub For Corp Collaboration
- ▶ No Defined Executive Business Use
- ▶ Content Nested Too Deep
- ▶ No Accessibility on Mobile or Tablet
- ▶ Lack of Education on Arc Use
- ▶ Teamsite Inconsistency

■ Desired Future State

- ▶ Dashboard Information
- ▶ Robust Search and Navigation
- ▶ Workspace Consistency
- ▶ Social Collaboration Tool (Yammer)
- ▶ Responsiveness
- ▶ Social Collaboration Tool (Yammer)

■ Stakeholder Interview Summary

The Stakeholders stressed the importance of increasing collaboration and communication across the organization. Their main concern was educating users on functionality and tools available on Arc and also making Arc 100% accessible on mobile devices.

INTERVIEWS: THE SWEET SPOT

■ Persona & Themes Summary

The UX discovery participants represented a combination of entry to executive level user's viewpoints with varying degrees of intranet involvement. After reviewing the data provided, common themes appeared while aggregating the goals, frustrations, and improvement suggestions. These curated themes should be used to guide Arc's redesign efforts:

■ Empower

- ▶ Provide users with a functional and customizable dashboard that will allow users to have varying levels of control over the data that they will see on a daily basis. This will ensure that there are no unnecessary features that will distract a user away from their targeted information and tasks.
- ▶ Allow users to update their contact information so that they can quickly communicate across the organization with zero barriers.
- ▶ Provide your users with the tools to grow, a robust and efficient search along with targeted content and document versioning will ensure that they access the correct and relative documents in a matter of seconds.

■ Streamline

- ▶ Navigation to specific areas of the site should be simple; use of consistent navigation patterns.
- ▶ Deeply consider how much content should exist on any given page. If everything is the most important, then nothing is the most important.
- ▶ Eliminate out-of-date or redundant documentation and forms to avoid confusion and provide a sense of stability for users.

INTERVIEWS: THE SWEET SPOT

■ Engage

- ▶ Utilize visual affordance to the areas most used or needed to guide the users eye.
- ▶ Encourage accessibility through mobile - access anywhere, anytime.
- ▶ Encourage social collaboration through tools like Yammer, this provides the user with a never-ending repository of work related threads and allows them to get answers to their questions quickly, turning the entire organization into a powerful resource.

■ Summary

Arc users would greatly benefit from an improved Information Architecture, including a drastic reduction in the amount of links and the combining of the multiple navigation areas into a central location. Improvements to the User Interface should include consistent styling (headlines, link, body text, images, pages layouts and templates), with a clean, personalized, and approachable Home Page visual design; an interface with components/apps that support and promote daily usage. Better integration with existing applications and accessibility with all mobile devices will promote both usage and collaboration, while increasing productivity.

CARD SORTING ACTIVITY

■ Session Overview

These sessions included a participatory activity that was used to help evaluate the existing Information Architecture across Adventist Health System's current intranets. During these group sessions, participants helped organize physical cards listing main, sub, and tertiary pages into categories that provided an optimal navigation experience for users.

■ Meeting Outcome

Each group of sorted cards created was discussed as a group, then merged into a "final" state, ultimately resulting in the basis for the updated Information Architecture.

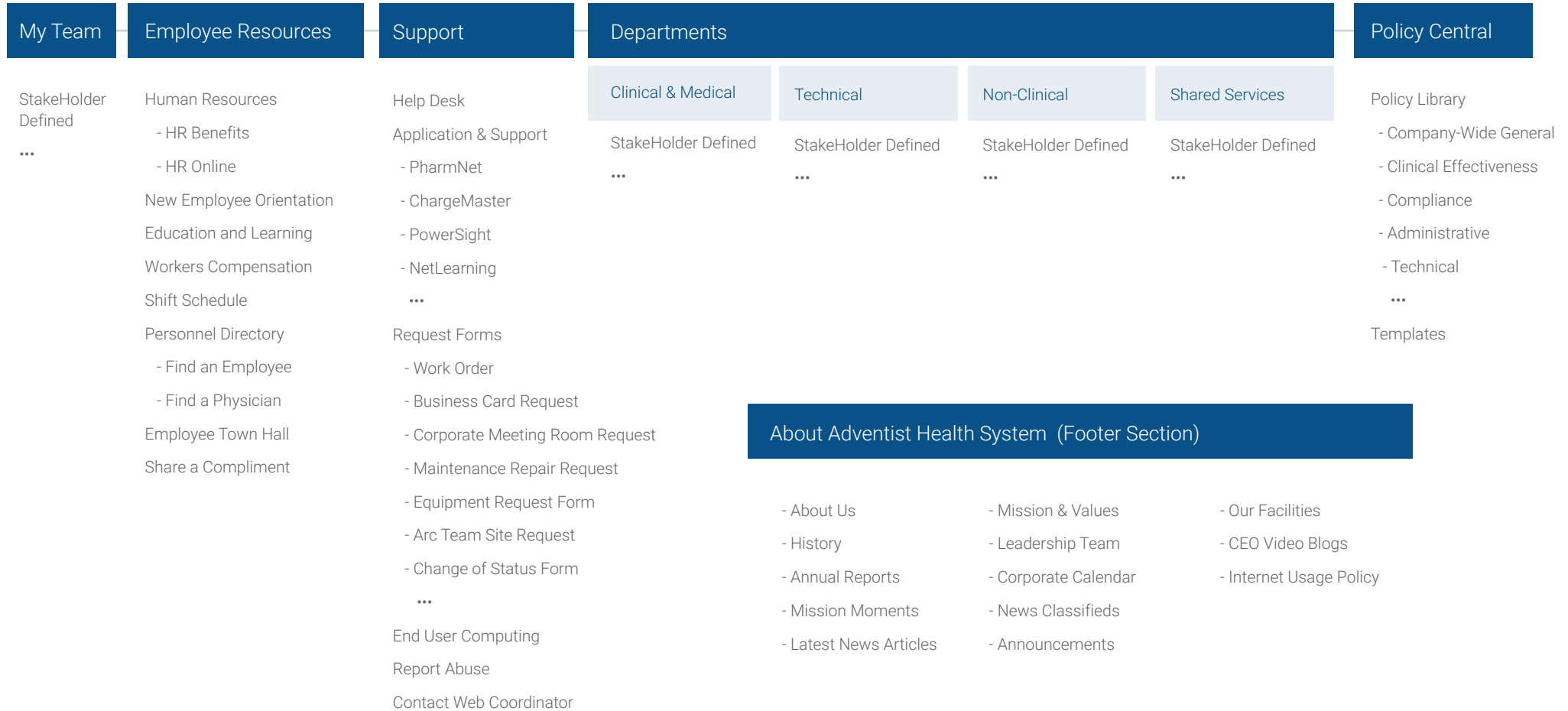
■ Who Attended

- ▶ Stakeholders and End Users

END USER CARD SORTING

My Team	Employee Resources	Support	Departments				Policy
			Clinical & Medical	Technical	Non-Clinical	Shared Services	
	Human Resources	Help Desk	Clinical Documentation	Information Services	Physicians Enterprise	iSynergy	
	Workers Compensation	Clinical resources	Medical Staff Office	End User Computing	Administrative	Supply Chains	
	Education and Learning	End User Computing	Medical Mission	IS Pharmnet	Corporate Responsibility	Benefits	
	Shift Schedule	Physicians Directory	Home Care	IS Training	Patient Financial Services	Human Resources	
	HR Benefits	IS Pharmnet	Patient Safety Org.	IS Change Control	Finance	Compensation	
	HR Online	Equipment Order Form	Shift Schedule	IS Powersight	Gov & Public Policy	...	
	Arc Facility Announcements	Chargemaster Support	Clinical Resources	Help Desk	Nutritional Services		
	Employee Directory	IS Powersight	...	Data Center Operation	Patient Safety Org.		
	Town Hall	NetLearning		Data Security ANS IS	Facilities Management		
	Orientation	Application & Support		Corporate IS	Clinical Effectiveness		
	Calendar			Chargemaster Support	Workers Compensation		
	News Classifieds			...	ANS IS		
	Share a Compliment				IS Change Control		
	Work Order				Tax Services		
	Meeting Room				Clinical Doc & Care Coordination		
					Corporate IS		
					Reimbursement Service		
					Health Information Sys. Legal		
					Treasury		
					Corporate Relations		
					Accounting		
					...		

CARD SORTING: THE SWEET SPOT



Overview

The site map represents the aggregated/proposed information architecture for The Arc landing page.

• This site map is intended to provide guidance based on the results of the card sorting activity only. This is not a representation of the final/collective site map.

TASK PRIORITY ACTIVITY

■ Session Overview

These sessions included a participatory activity that was used to learn more about which user interface components are used most often and how important the components are related to the day-to-day activities at Adventist Health System.

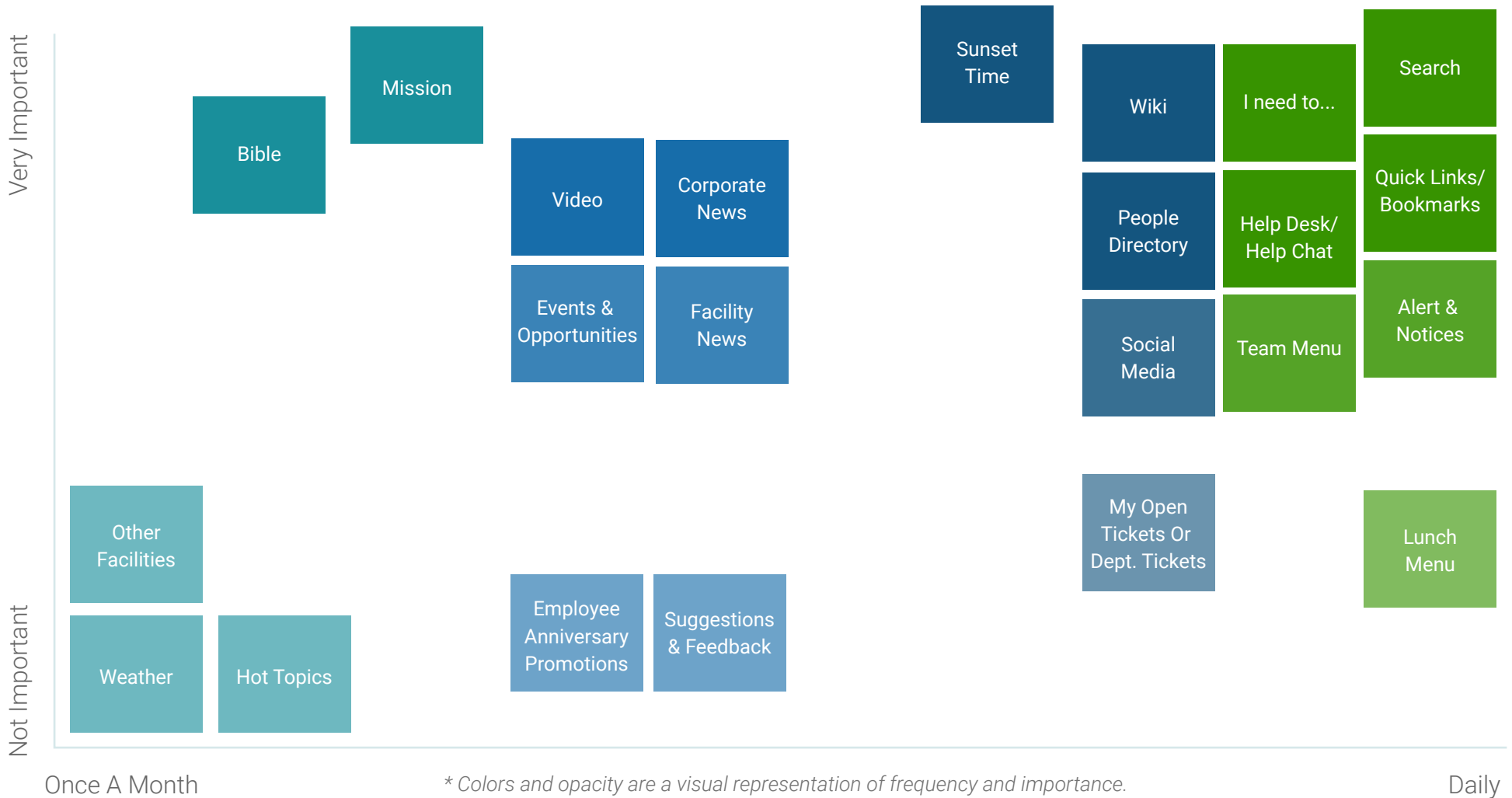
■ Meeting Outcome

The activity helped to identify and rank which user interface components should take precedence on the Arc home page. The information gleaned from these sessions provided neutral data helping to guide layout decisions for the home page redesign effort.

■ Who Attended

- ▶ Stakeholders and End Users

END USER TASK PRIORITY



* Colors and opacity are a visual representation of frequency and importance.

TASK PRIORITY: THE SWEET SPOT



Overview

The wireframe visually represents an example layout of the components/apps that are recommended for the Landing Page, based on frequency of use and level of importance in relation to day-to-day activities.

* This layout is intended to provide visual guidance based on the results of the task priority activity only. This is not a representation of the final layout or visual design.

* Colors and opacity are a visual representation of frequency and importance.

MESSAGE ARCHITECTURE ACTIVITY

■ Session Overview

These sessions included a participatory activity that was used to provide a common language to reference and reflect Adventist Health System's brand personality.

■ Meeting Outcome

The information gleaned from these sessions helped to define the message architecture (voice and tone) for the Arc.

■ Who Attended

- ▶ Stakeholders and End Users

END USER MESSAGE ARCHITECTURE

Efficient

Strategic
Consistent
Professional
Accessible
Structured
High Quality
Focused
Detail Oriented

Innovative

Current
Pioneering
Cutting Edge
Visionary
Thought Leader
Driven

Simple

Approachable
Welcoming
Friendly
Modern
Fun
Cool
Flexible

Customer
Oriented

Empowering
Diverse
Relationship Oriented
Value Oriented
Community Building
Responsive

Reliable

Proactive
Trusted
Timely
Responsible
Fair

MESSAGE ARCHITECTURE: THE SWEET SPOT

Efficient

Innovative

Simple

Customer
Oriented

Reliable

■ The Voice & Tone

The Voice represents Adventist Health System's brand personality. The Tone is a subset of voice. Tone shades the voice based on the audience and situation/content type. The "sweet spot" attributes listed above will help to provide a common language to reference and reflect Adventist Health System's internal brand personality. With your final Message Architecture in hand, you will have a useful tool when trying to decide how your content should be portrayed. In the example below, using the attribute "Approachable" we improve the web part titles, providing a softer tone and helping users feel valued.

Take Our Poll

Would you be interested in submitting your own article for the Arc newsfeed?

Yes

At Some Point

Maybe

No

Feedback

Comments

Submit

Your Opinion Matters

Would you be interested in submitting your own article for the Arc newsfeed?

Yes

At Some Point

Maybe

No

We Want To Hear From You

Comments

Submit

Adventist Health System Intranet Discovery

END USER SURVEY

■ Survey Interpretation

A survey was used to help us to understand the different types of personalities working at Adventist Health System and what would appeal most to them; from a functional, messaging, and visual standpoint. Over 200 employees provided feedback to the survey. Below are the results and an understanding of what the questions and results represented.

Q1: What do you use the current intranet for?

Result: Total of 50% of the employees said they use it to access HR and Work related documents.

Interpretation: The most important categories to employees are HR and project related.

Q2: How often do you use the Intranet?

Result: 85% said at least once a day.

Interpretation: The majority of users are accessing the Intranet on a daily basis.

Q3: What adjectives best describe the current intranet?

Result: Total of 38% said the intranet is useful and informative but 15% of the users said it is also confusing

Interpretation: Employees say that there is a lot of good information and useful features on the intranet, however some users find it challenging to navigate or locate the correct information. We take into account all of the processes need to execute a task in any feature implemented, the discovery phase is aimed at understanding the user... so that every aspect of the redesign caters to them.

Adventist Health System Intranet Discovery

END USER SURVEY

Q4: What problems do you encounter when using the current Intranet?

Result: Total of 70% said search doesn't yield results needed, they don't know where things are, too many clicks to find information, content is old, the site is not accessible on mobile devices.

Interpretation: These are the top pain points for the intranet. Most of these frustrations revolve around not being able to find/access the information needed, whether its through search or navigation. The results from our task priority and card sorting will help guide the new navigation and priority of items placed on the home page while responsive will ensure the intranet is accessible on mobile tablets and phones.

Q5: What characteristics would you want with this NEW Intranet?

Result: Total of 70% said they would like to find information quickly, a simple and easy to understand interface, accurate search results, updated & relevant content, useful widgets, and consistency throughout.

Interpretation: The top priority for users are locating they information they require, through improved search capabilities with filtering, governace of information location, and user centric navigation.

Q6: What features would you want with this NEW Intranet?

Result: Some of the top features were phonebook, events calendar, lunch menu, categorization of search, team sites, praside section, alerts and feed of department issues, and customizable commonly used links.

Interpretation: This reiterates the need for user centric navigation, because these are features are currently implemented but not user friendly. A well structured home page will increase the usability of features currently in place along with any new features implemented.

Q7: What's your favorite color?

Result: Blue, Purple and Green were among the top 3 colors.

NEXT STEPS

■ Digest

Take the next couple of days to digest the information gathered, discuss, weigh pros and cons of outcomes, and consider the significance and the impact it may have on the intranet redesign.

■ Formalize

Make informed decisions on priority of components/apps, desired features, message & persona, and navigation structure (site map) of the new intranet redesign.

■ Visualize

With the user experience direction defined, the visual designs will be created, shared, iterated (if applicable), and approved for Phase II development. The limited mock-up set includes: Global Dashboard, Global Navigation, Employee Resources Page, Policy Page, Support Page, Team/Department Site Landing, Team/Department Sub-Page, Search Page, Search Page Refiners, Article Page.

■ Take Action

- ▶ Meet with stakeholders and approve/revise “The Sweet Spot” Proposed Navigation, Persona, and Features/Functionality
- ▶ Determine Proposed Navigation’s Department Teams and sort by Clinical/Technical/etc.
- ▶ Determine the scope of the design and user experience