



NEORIS

NEORIS EUX-D | ENTERPRISE UX

ENTERPRISE UX & DESIGN (EUX-D)

By Robert Santoré Chief Design Office / Global Design Authority

EUX

INNOVATION DELIVERED

NEORIS enterprise UX & design (EUX-D) delivers meaningful and measurable solutions that help solve our clients' challenges.



UX FOR THE ENTERPRISE

By Robert Santoré Chief Design Office / Global Design Authority

Imagine this scenario. You're assigned to design a product that has a guaranteed audience of 50,000 users, right out of the gate. Your organization has a dedicated support staff with a completely predictable technology stack. Best of all, the work when completed will directly improve the quality of your users' lives.

That's enterprise UX. This is Neoris EUX.

Imagine capturing significant cost savings while increasing employee morale and customer loyalty.

Yes, those 50,000 people use your software because they don't have a choice. And sure, that completely predictable technology stack is ten years out-of-date. But, despite its quirks, doing UX work for enterprise clients is an opportunity to spread good design to the industries that need it most and this scenario is right in the sweet spot for Neoris' EUX practice

Enterprise UX is a catch-all term for work done for internal tools—software that's used by employees, not consumers. Examples include:

- Transportation & Logistics
- HR portals
- Inventory tracking apps
- Content management systems
- Intranet sites
- Proprietary enterprise software
- SAP, Service Now UX Optimization

The Neoris EUX team has gained valuable insights from developing successful solutions for Fortune 500 engagements. Why choose to specialize in enterprise design when you could do more interesting work in leaner, more agile, consumer focused B2C commerce friendly companies? I'll answer these questions below.

Isn't big business antithetical to design culture?

The answer is: yes, often. Working with enterprise clients can be an exercise in frustration, filled with endless meetings and labyrinthine bureaucracy. It can also be immensely rewarding, with unique challenges and creatively satisfying work. Our EUX professionals live to solve problems, and few problems are larger than those lurking in the inner depths of a global organization. After all, Fortune 500s tend to have a "just get it done" attitude toward internal tools, resulting in user experiences that aren't well designed or tested.

By providing internal enterprise tools the same attention to experience that are given to consumer-facing products, the outcome will be improving the lives of the user base and support of the organization's values and brand.

Why bother with enterprise work?

Enterprise UX is often about solving ancillary problems by creating tools that facilitate an organization's primary goals. These problems are rarely as compelling or visible as the goals they support, but they're just as necessary to solve.

A company might build the best-designed cars in the world, but it won't matter if its quality assurance process is hobbled by unusable software. Good design enables enterprises to do the work they were founded to do.

Remember, enterprise employees are also consumers, and they've come to expect consumer-level design in all the tools they use

daily. Why shouldn't a company's inventory software or HR portal be as polished as Evernote, Pinterest, or Instagram? When a consumer app is poorly designed, the user can delete it. When an enterprise app is poorly designed, its users are stuck with it.

The stakes can be enormously high.

The sheer scale of enterprise clients magnifies the effects of good and bad design alike. Small inefficiencies in large organizations result in extra costs that are passed on to the end user in time spent, money lost, and frustration increased.

“...if you optimize the UX on a series of screens so what was once a 5 minute task is now a 2.5 minute task, then you've increased a person's productivity by 100%. That's huge. HUGE. If the company has 100 phone agents who have an average salary of \$40,000 + benefits (~\$8,000) (+ an unknown amount for overhead), you could either release or re-task those agents on other activities with a savings of \$2,400,000/year. (half of 100 agents x \$48,000).”

Likewise, when an enterprise prioritizes user experience for its internal tools, it becomes a more effective organization; a recently released business index shows that **design-driven companies outperformed the S&P average by 228% over the last ten years.**

Imagine capturing significant cost savings while increasing employee morale and customer loyalty.

Neoris EUX enables increases in business value by making the workforce more productive and workflows more efficient. Our Enterprise User Experience Design Team (EUX) practice will deliver on that promise.

Originally, User Experience (UX) was a consumer-based concept, used to strengthen the relationship with customers.

Now we are applying these principles to the enterprise, where we see opportunity to increase worker productivity and optimize enterprise workflows. Not only great cost savings can be achieved through more efficient systems and a more productive work force, but it also benefits employee morale and retention.

Most software is developed without any input from the end user, research-driven methods can help realize cost savings, increase employee morale, and strength customer relations.

For over 3 years , EUX has helped support the Network Operation Center (NOC) for a largest municipal government organization in the United States. Working as a trusted partner, the EUX team helped identify operational efficiencies with the potential for significant cost savings.

The original platform consisted of over 30 proprietary applications and was used by over 30,000 city employees & another 25,000 third-party providers to provide services 24/7/365.

Daily tasks were arduous and cumbersome. End users were required to login to each of the individual applications. Workflows cut across multiple applications, requiring the end user to toggle back and forth to accomplish standard tasks. Each of the 30 applications had a unique user interfaces (UI) and inconsistent user experience (UX). There were no common design

elements shared between applications. The cognitive load was overwhelming.

Carrying out even simple tasks was inefficient.

An EUX assessment on the platform was initiated starting with a Heuristic review to assess the applications, identify usability problems, and evaluating compliance with recognized best-practice design principles.

“Clutter is a failure of design, not an attribute of information.”

- Edward Tufte professor emeritus at Yale University noted for his writings on information design and as a pioneer in the field of data visualization.

We assessed the systems for information density. We determined that there were approximately 5,300 screens, each with information overload.

Empirical data showed that various sub tasks would require ‘swivel chairing’ whereas a user would have to toggle between applications and often times cut and pastes between applications to perform typical tasks.

Click stream analysis proved the inefficiency.

The current state was cumbersome. User feedback proved the system dramatically impacted worker productivity, increased frustration, and led to errors and costly support time.

The solution

Given the size of the user group, it was determined productivity and efficiency gain could be realized by developing a 'single pane of glass' whereas the users could login and use one application yet still access the services for each.

The initial engagement was to develop a plan for how to create a new, single, mobile first & responsive interface, unifying the systems to significantly improve the user experience, thereby increasing user satisfaction, efficiency, productivity, and engagement.

The EUX team, using a customized adoption of both an Agile engineering and Visual Agile Design methodology quickly developed and executed a campaign to engage end users. Mechanisms to capture input, and recruit internal cohorts for testing and feedback loops was put into action. The team developed dynamic wireframes based on initial feedback and findings and then took an iterative approach in modifying the wireframe prototypes as it they were tested with user groups, until the new user experience and user interface was determined to be optimal. The employment of EUX services and processes including: originally and historically "User Experience (UX)" practices targeted for consumer-based concepts, was used to strengthen the relationship with internal customers - the user base targeted for the new solution. The process included:

- **Requirements analysis**
- **User research and collaborative design**
- **Feature and UI design**
- **Interactive high-fidelity wireframes**
- **Prototypes for all products**
- **Workflows across functions**
- **Testing and evaluation**
- **Agile engagement management**
- **Planning and reporting artifacts**
- **User research findings reports**
- **UX process standards**
- **User-centric process**
- **State-of-the-art enterprise UX**
- **Measurable efficiency increases**
- **Consistent with global governance process & corporate branding standards**

While implementing research driven UX, we also incorporated 'Nextgen' technologies to increase the

effectiveness even more. This included mobile capabilities, machine learning (ML) and Chabot, integrated camera and location services, and more.

We created a single unified desktop assistant. Launching the assistant gave quick access to key system features without logging into each application.

Easy access to assigned tasks, analytics, events, and daily rewards - with built in game mechanics to help improve user engagement. The game strategy is built around key performance metrics which enables user vs. user and group vs. group.

The Analytics Pane gives easy insight into various key performance metrics at any time. Users can easily locate, complete, or assign tasks from the desktop assistant.

Early results showed a:

60% reduction in time to complete typical tasks

85% reduction in "swivel chairing"

40% reduction in clicks

65% fewer screens

While the road to platform optimization through EUX is challenging, the goals are simple. True ROI will be realized when the user experience achieves the following qualities:

Adaptive - Aware of the users goals by bending the technology to the user; rather than visa versa

Intuitive - Focuses on the task not the process by matching the user's mental and conceptual models.

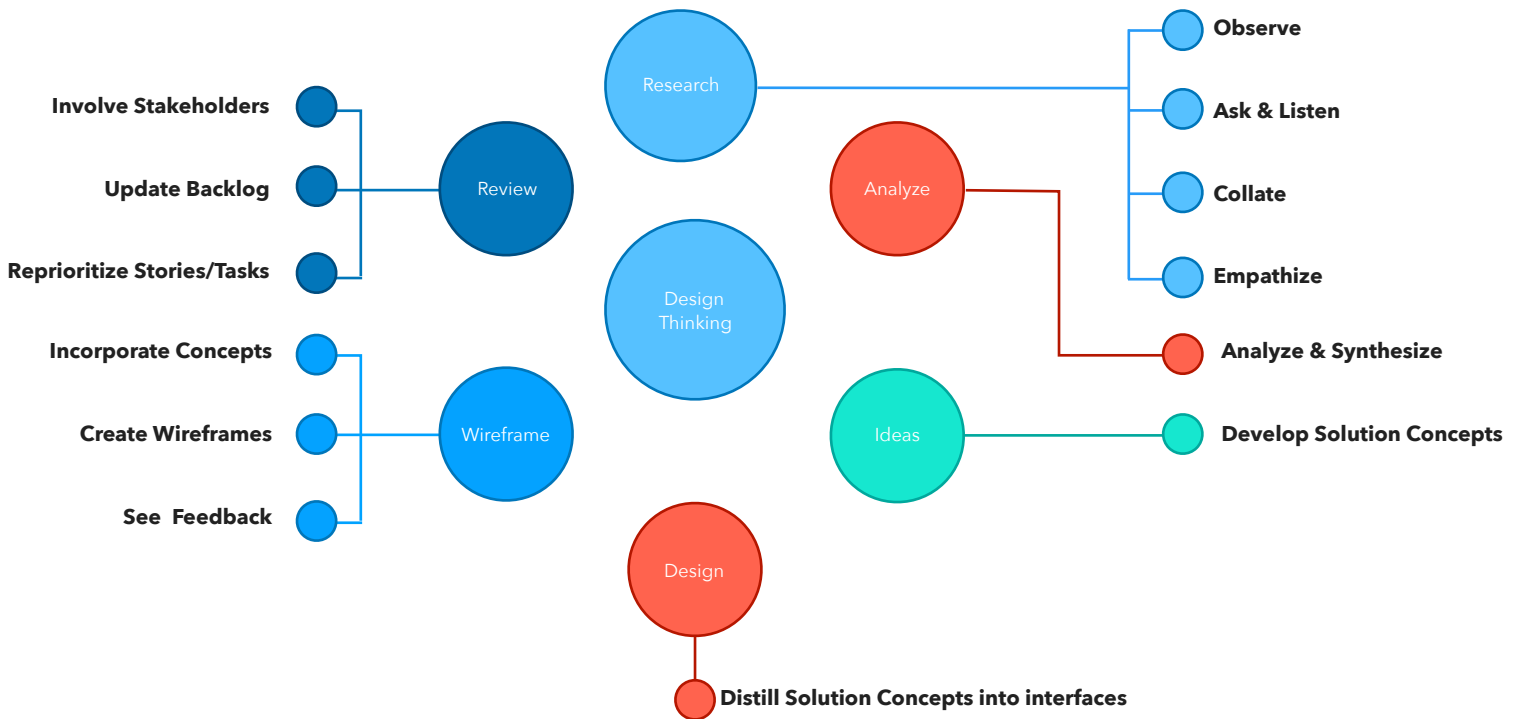
Efficient - Reducing the users cognitive load, by making it straightforward and fast

Anticipatory - Understanding the users' needs before they emerge by knowing what comes next

Contextual - Account for the users beyond the interface.

The Neoris EUX methodology provides a roadmap for eliminating obstacles and achieving the greatest benefits from technology assets.

Our EUX methodology, Continuous Adaptive Planning and Design (CAPD), emphasizes the delivery of continuous work product, and incorporates continuous feedback.



Continuous Adaptive Planning & Design is an Agile approach that harness all stakeholder perspectives, embrace change and reduce risk.

Getting started with Neoris EUX

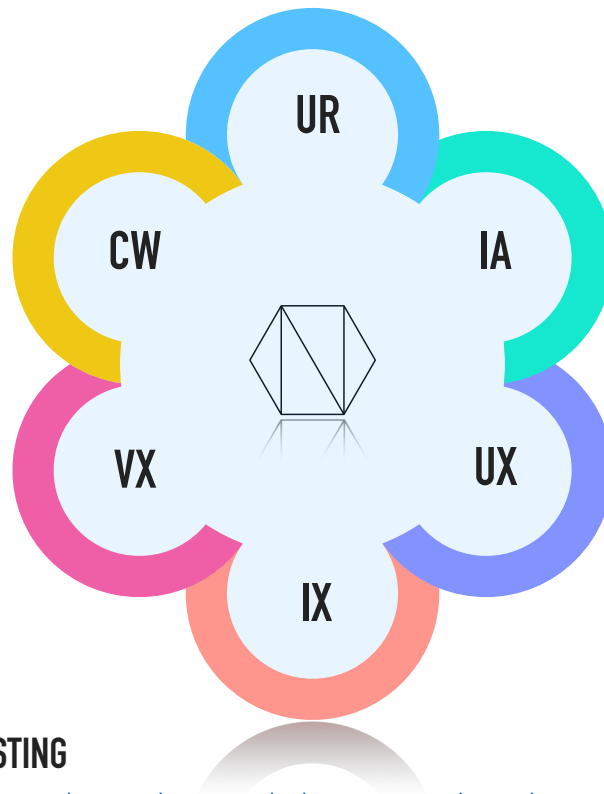
Enterprise UX design can deliver meaningful and measurable results across the organization. Neoris helps identify strategic EUX opportunities, assesses the current state, and develops a plan where a program can have the biggest impact with the biggest business value. We will track and measure success to demonstrate the return on investment.

More and more enterprise business is drawing upon concepts born in the 'direct to consumer' world meant to attract and retain customers through proven design and user experience principles, and implementing them for the enterprise users.

Big businesses are finding costs savings through worker productivity and optimized workflows, a more satisfied and responsive workforce, and accessibility to systems and reduced overall errors.

Contact us now for a heuristic review of your system and consultation on how to move towards EUX optimization in your organization.

SIX PILLARS OF EUX-D



UR

USER RESEARCH & TESTING

User Research focuses on understanding user behaviors, needs, and motivations through observation techniques, task analysis, and other feedback methodologies, both qualitative and quantitative. It is the process of understanding the impact of design on an audience.

IA

INFORMATION ARCHITECTURE

It's clear UX design means much more than structuring content. At the same time, good Information Architecture is a foundation of efficient user experience. User Experience takes Information Architecture as its foundation and brings it to the next level.

UX

USER EXPERIENCE DESIGN

User Experience Designers define end-to-end experiences that often span multiple touch points and require orchestration and collaboration across all of the design functions.

IX

INTERACTION DESIGN

Interaction Designers map and create all touch points and experience flows within a product ecosystem, working hand in hand with web, apps and FW developers.

VX

VISUAL DESIGN

Visual Designers create and interpret the design language, across all visual expressions throughout the customer experience, while working hand in hand with Global Brand and World Wide Marketing.

UR

COPY WRITING

Copy Writers apply common voice and tone throughout the customer experience as well as creating all in-box, on product, and post purchase messaging across multiple languages.

SERVICES OFFERINGS

	UR	IA	UX	IX	VX	CW
Accessibility Review	✓	✓	✓			✓
Brainstorming / Prototypes	✓	✓	✓	✓	✓	✓
Branding / Corp ID	✓		✓		✓	✓
Competitive Audits	✓	✓	✓			✓
Concept Evaluation Test	✓	✓	✓	✓		✓
Content Strategy	✓	✓	✓	✓	✓	✓
Design Direction	✓		✓	✓	✓	✓
Design System	✓	✓	✓	✓		
Design Thinking workshops	✓	✓	✓	✓		✓
Ecosystem Maps	✓	✓	✓	✓		
Enterprise Commerce	✓	✓	✓	✓	✓	✓
Features Roadmap	✓	✓	✓			✓
Heuristic Analysis	✓		✓			
Information Architecture	✓	✓	✓			
Interactive Prototyping		✓	✓	✓	✓	
Journey Maps	✓	✓	✓			✓
KPIs / A/B & Usability Testing	✓	✓	✓			✓
Lo/Hi-Fidelity Wire-framing		✓	✓	✓	✓	
Mobile / Responsive Design		✓	✓	✓	✓	
Mood-boards / Storyboards	✓		✓	✓	✓	
Service Blueprints	✓		✓			
Sitemaps / Wireframes	✓	✓	✓	✓	✓	✓
Stakeholders Interviews	✓	✓	✓			
Style Guide & Content Guidelines			✓	✓	✓	✓
Transactional System Design	✓	✓				
Use Cases / Scenarios	✓	✓	✓			✓
User Flows / Task Analysis	✓	✓	✓			
User Personas	✓		✓			✓
UX Design Strategy	✓	✓	✓			✓
UX Writing	✓					✓
Value Propositions	✓	✓	✓			✓

HOW IS UX EFFECTING BUSINESS?

The evolution of UX & how UX takes hold within originations & rises to the top of development...That's enterprise UX. Neoris EUX-D shepherds our clients to the top of the pyramid.

Design first companies are the companies leading disruption. This design first foundational principal when embedded into the "fabric of an organization" has profound impact in both customer/user experience and garners significant increases in engagement, and a greater ROI.



“Research by * **Forrester** shows that, when compared to their peers, the top 10 companies leading in customer experience outperformed the S&P index with **more than triple the returns of companies w/o a UX initiative.**”

*Forrester: <https://www.forrester.com/report/The+Six+Steps+For+Justifying+Better+UX/-/E-RES117708>

WHY ARE TOP COMPANIES INVESTING IN UX?

ROI, Increased engagement, more sales a better ROI = Growth

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- UX saves companies money
- UX increases sales
- UX increases customer loyalty
- UX helps companies be & stay competitive

COMPANIES MAKING MAJOR INVESTMENTS IN THEIR USER EXPERIENCE PRACTICE & EMBEDDING IT INTO THE FABRIC OF THE ORGANIZATIONAL CULTURE

