HOW WE WORK WITH UX AWARENESS

Boye22 – Design Leadership
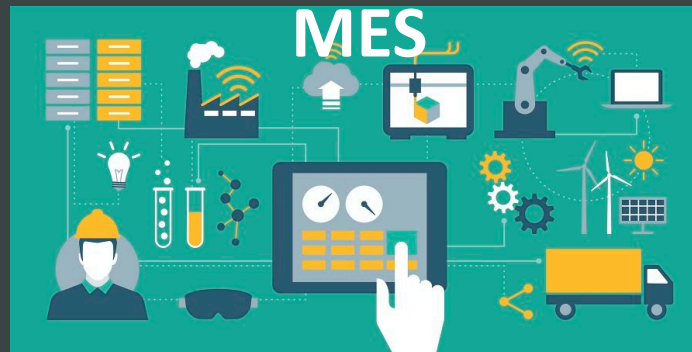
A FEW OF THE PLATFORMS WE WORK WITH
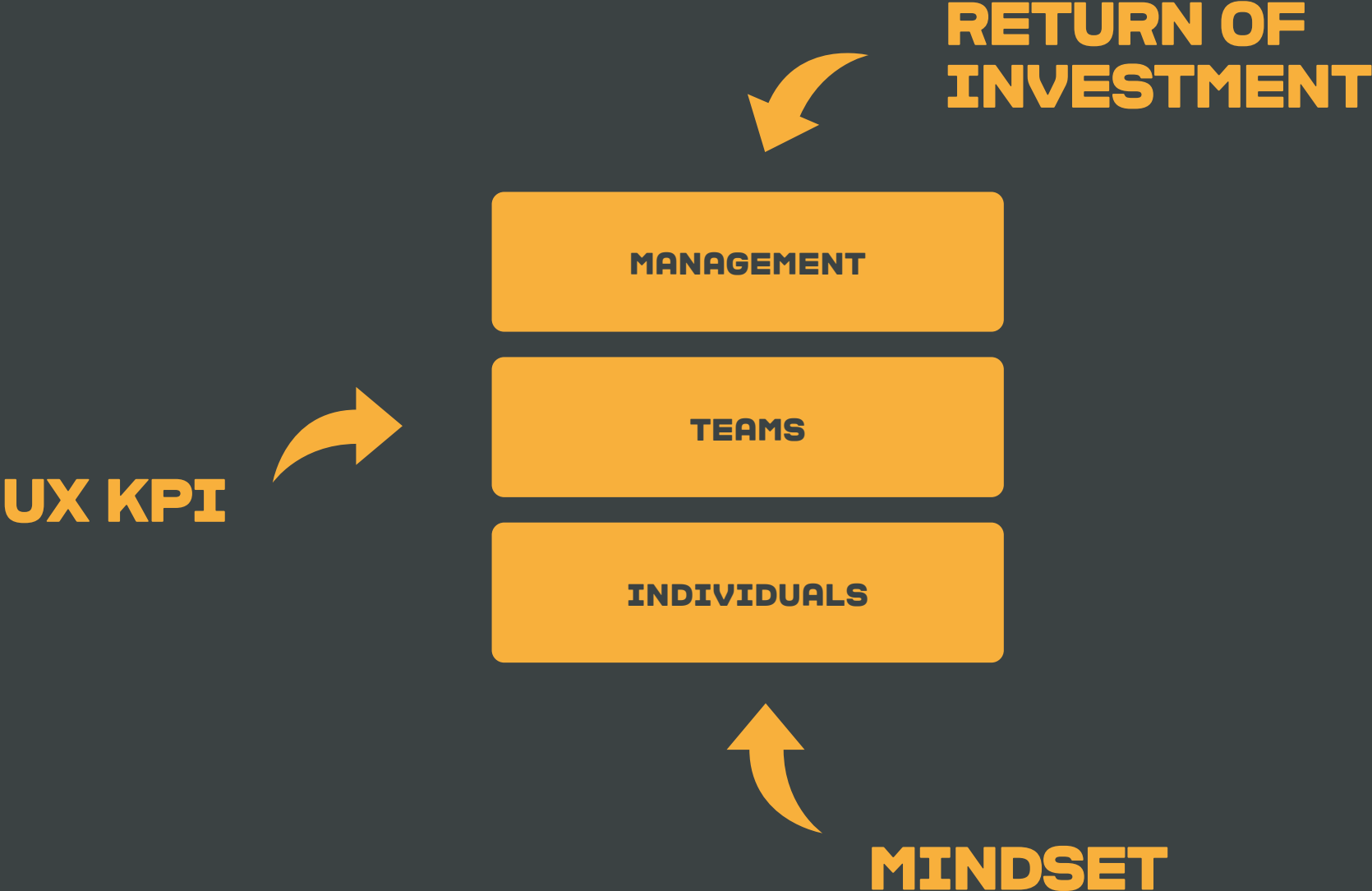

SAP

Microsoft
PowerApps

salesforce

MES

epi

WHAT WE HEARD

UX IS THE SAME AS MAKING THINGS PRETTY

WE ALREADY KNOW WHAT THE END USERS WANT AND NEED

"IT CAN'T BE MEASURED" …

IF THE USERS DOESN'T GET IT – TRAIN THEM!

RETURN OF INVESTMENT

POTENTIAL RETURN OF INVESTMENT

75 %

Reduced design time and costs

Design time in the planning and requirements phases can be reduced

33 %

Reduced development time

Better design leads to faster development and less "design-on-the-fly".
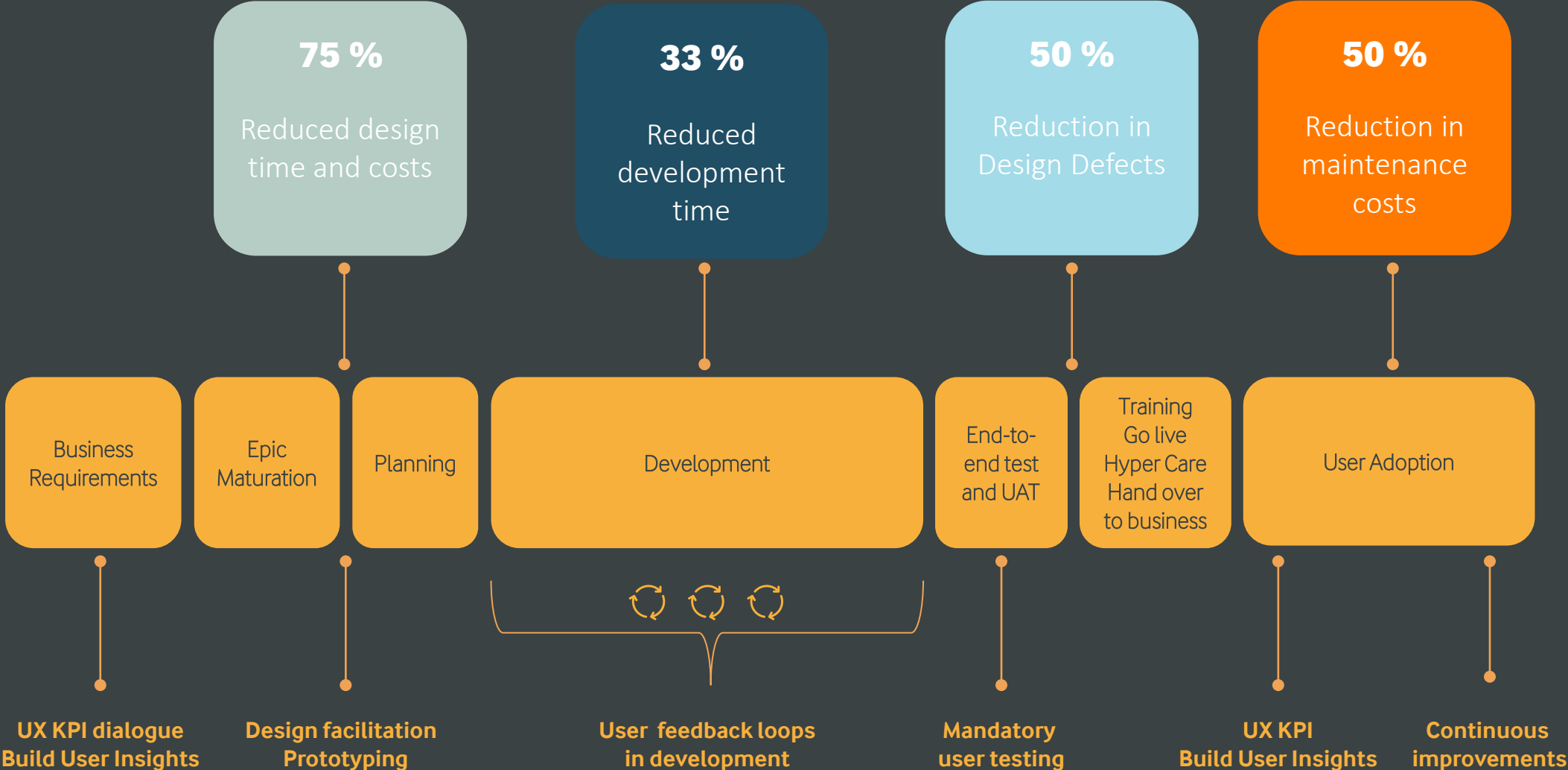
50 %

Reduction in Design Defects

The UX process forces us to create MVPs and collect continuous user feedback.

50 %

Reduction in maintenance costs

Good UX means more usable products being shipped, resulting in less fixes.

Forrester // IBM

ROI VISUALIZED INTO OUR OVERALL PROJECT PHASES

75 %
Reduced design time and costs

33 %
Reduced development time

50 %
Reduction in Design Defects

50 %
Reduction in maintenance costs

Business Requirements

Epic Maturation

Planning

Development

End-to-end test and UAT

Training
Go live
Hyper Care
Hand over to business

User Adoption

**UX KPI dialogue
Build User Insights**

**Design facilitation
Prototyping**

**User feedback loops
in development**

**Mandatory
user testing**

**UX KPI
Build User Insights**

**Continuous
improvements**

UX KPI

UX KPI IN ENTERPRISE SOFTWARE
BUT WHY? AND HOW?

WE LIKE NUMBERS!

EASIER TO COMPARE SOLUTIONS

GOALS SETTING

CREATE DIALOGUE

Lovable solutions presentation in the Architect forum

The Lovable Solutions Theorem

♥ = Useful + Usable + Used (desired) + BeaUtiful

$$L = (U_1 \times U_2 \times 2U_3) + \pi U_4$$

M. Jensen, 22.01.2020 (work in progress)

TAKING OUR OWN MEDICINE
USER RESEARCH...😱

"LOVABLE"?

DEFINING LOVABLE IN ARLA

...your input is important!

K.G.

|		
Easy to use meaning you know what to do and it is easy to see how you do it **1**	Language/naming of functions and buttons is understable and recognized from other similar systems	Any "standards" from similar systems are followed also in work processes **2**
Look-and-feel is familiar and recognized from other similar systems	Help and support is available online and matches the process step you are working with	For internal systems users should be known and not have to enter data about who they are
The flows and steps you go through match the flows and steps of the business process you are working with **3**	Help and support don't only relate to technicalities of the system but also to the relevant business processes	For internal systems log in requirements should be minimized as you already know the user – when using an Arla PC

HOW WE THINK IT SOLUTIONS

...BUT ARE THE PARAMETERS EQUALLY IMPORTANT?

x4

x2
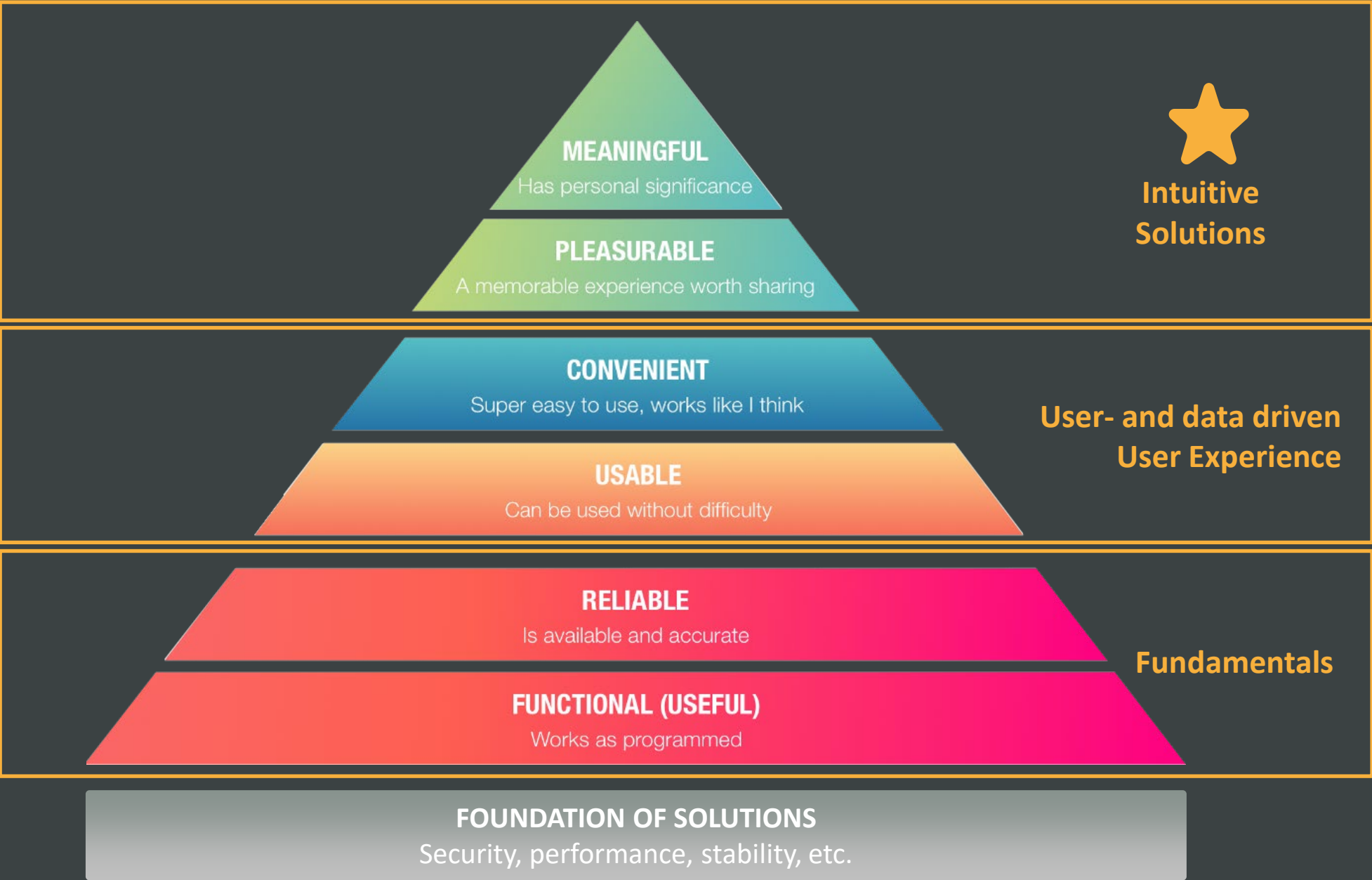
=   **Valuable + Usable + Learnable + Presentable**

x3

x1
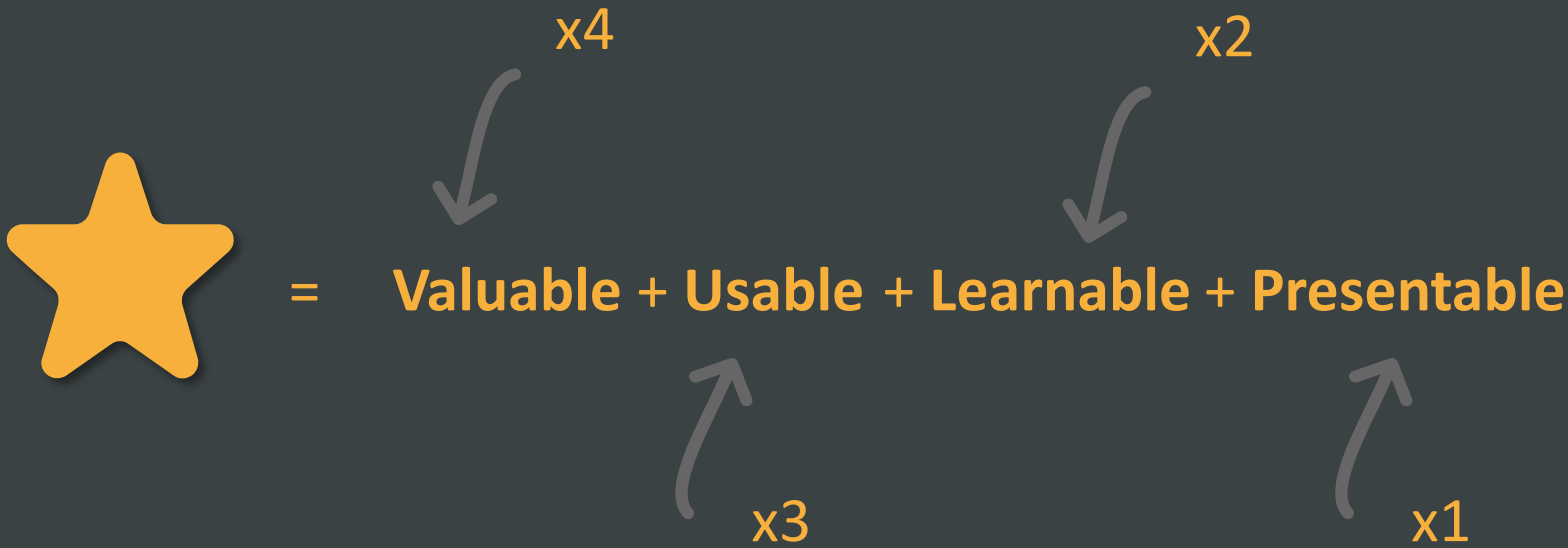
THE INTUITIVE SURVEY

SURVEY

Valuable
I think the [SOLUTION/FEATURE/UPGRADE] has a lot to offer me and brings me value.

Usable
The [SOLUTION/FEATURE/UPGRADE] is efficient and easy to use.

Learnable
The help/support/training was, or is, sufficient so I feel prepared to work with the [SOLUTION/FEATURE/UPGRADE].

Presentable
The [SOLUTION/FEATURE/UPGRADE] has a clean and simple appearance.

RATING

5-step Likert scale

Strongly disagree   Disagree   Neutral   Agree   Strongly Agree

THE INTUITIVE SCALE

CALCUATION

Parameter ratings minus 1,
multiplied with weight,
added together,
providing a score between **0** and **40**

Example:
(4-1) x 4 + (5-1) x 3 + (3-1) x 2 + (1-1) x 1 = **28**

THE INTUITIVE SCALE

UNACCEPTABLE
0-10

TOLERABLE
11-20

LIKEABLE
21-30

INTUITIVE
31-40

UNDERSTANDING THE INTUITIVE SCALE

0-10	11-20	21-30	31-40
😠 **UNACCEPTABLE**	✓ **TOLERABLE**	👍 **LIKEABLE**	★ **INTUIVE**
"This solution is unpleasant to use, clunky, counter-intuitive and unappealing. It doesn't offer me value and I only use it because there is no alternative. In fact, it wastes my time."	"This solution is acceptable and tolerable. It supports my needs but nothing more. It's not pleasant to use and I don't look forward to using it. But I can live with it if there's nothing else."	"There are things I would like to change about this solution but it has some really good features. And, once you get used to using it, you forget about bad and missing features. Not appealing but it works smoothly and I like using it."	"An amazing solution! It's doing some really hard stuff but it makes it look easy. It's attractive, intuitive, useful and really valuable to me. Every single day."

MINDSET

HOW ARE WE CHANGING THE MINDSET

MANAGEMENT

TEAMS

INDIVIDUALS

We made it clear that UX is bringing value - even though it and can be tricky to measure the efforts.

We defined a KPI that is tangible and easy to use, to create dialogue about perceived user experience.

We're (going to be...) included in the process from start to end and will be visible in all phases.

THANKS!

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