ACHIEVING PROCESS JOY
Design Principles For The Digital Workplace

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OUR KEY PRINCIPLES

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ACHIEVING PROCESS JOY: DESIGN PRINCIPLES FOR THE DIGITAL WORKPLACE

Fresh-faced and ready to work, an employee boots up their workstation and replies to any emails they've received overnight. Moving on to their tasks for the day, they then proceed to spend most of the morning searching for the tools and information they need to actually do their job.

This practice is all too common. IDC data reveals that up to 30% of the day can be spent just searching for the right information to complete a task.

Similarly, almost every worker has a particular piece of mandated software or system that they hate using or they perceive as preventing them from completing tasks. In fact, 86% of employees actively looking for a new job cite broken processes as a factor for their departure.

In other words, bad workplace processes can be a huge productivity drain, and can massively reduce employee engagement.

But inefficient processes needn't be the norm. Well-tooled workplace apps are a fantastic way to enable organisations to streamline business processes, communicate important information and knowledge, and provide employees with everything they need in one location.

What's more, employees are not opposed to the introduction of new tech, provided it benefits them. A Walters People survey found that 78% of those surveyed agreed that new technology would help to enhance coordination between departments.

At Ntegra, we want to help both the 78% and the unconvinced 22%. In this interactive guide, we'll explain the principles that guide how we design and create applications, intranets and portals for our clients, ensuring the result benefits the end user and drives value for the organisation.

Read on to see how you can achieve the look, the feel and the effect of an efficient, useful and attractive application that transforms how employees get things done.
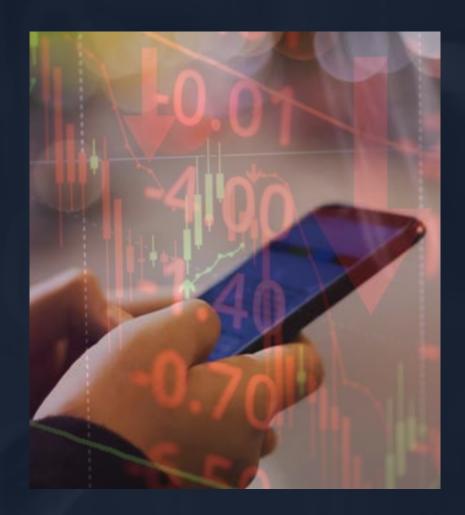
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THE LOOK

The appearance of a great piece of workplace technology is paradoxically both superficial and intrinsic to project success. While the tech itself needs to be successfully integrated into the wider business ecosystem, if it looks like your uncle's MySpace page, no one will use it.

For an example of visual transformation gone wrong, look no further than Snapchat. When the social network launched its controversial new design in late 2017, there was immediate, widespread dissatisfaction in its user base. By March 2018 the brand's impression score had fallen by 73%, and Snap Inc.'s share price fell to a record low.

For a deeper understanding of the elements that determine the success of an application's look, click next.

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Design Value > **Personalisation**

DESIGN VALUE

What?

Design Value is about, quite literally, adding value to the business through the surface aesthetics of the app, process or portal, whether that's by increasing productivity or improving employee engagement. However, it's important that the 'look' of your app doesn't become its only good feature or get in the way of usability. Visuals and functionality are not mutually independent; a truly great UI/UX will see these two elements work to inform each other.

Why?

- The human brain processes visual information 60,000 times faster than text
- A user interface re-design allowed McAfee to reduce their support calls by 90%
- Redbooth switched their UI from a hamburger menu to a bottom bar navigation. They saw session time and daily active users increase 70% and 65%, respectively

How?

- Ensure that menus are not hidden, allowing staff to find what it is they need in a simple, straightforward manner
- Aim to consolidate any processes, applications or knowledge resources in as few areas as possible – ease of use can greatly increase productivity and engagement
- Ensure visual consistency from beginning to end. The design must align to the brand identity and style in order to be immediately recognisable.

- Create and develop designs that reflect the brand, the company and its goals. Ensure that the experiences remain in sync with your current platforms and design guidelines
- We work with a progressive advancement approach, moving from mobile browsing to tablet designs. This ensures true web responsiveness, as we enhance and build on the user experience.

Principles in practice

Leading UK digital marketing communications company, Dentsu Aegis, was dealing with a legacy tax accounting system which proved laborious and time-consuming to use. Due to the number of markets they operate in, the agency has complex compliance requirements that demand exceptional levels of accuracy.

To solve these challenges, we created a SharePoint-based tool to manage tax compliance and then integrated it into the global intranet platform. By implementing an intuitive UI we were able to reduce site page views by 41% versus the previous solution, while still maintaining the number of file downloads. This single access repository portal, with uniform design and slick UI, left the agency with far greater control, access, and visibility of key financial documents.

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PERSONALISATION

What?

Personalisation is a key principle in how we create workplace apps and portals because it gives the user something that they often feel stripped of – control. By making small adjustments to their section of the platform or service, whether that's greeting them by name, providing them with geotargeted information, news or weather, and even offering the ability for users to configure settings further, you are providing your users with something to become personally invested in. If you have access to a wide range of employee data, why not make use of it?

Why?

- 35% of internet users stated "mobile apps/websites that are more personalised" was the top of their 'Mobile Experience' wish list
- 66% of employees want to be reminded of milestones such as promotions and salary reviews but only 24% of organisations actually provide this
- 56 percent of employees believe "their employer should understand them as well as they are expected to understand their customers" but, only 39 percent felt this to be true.

How?

- Always address the user by name. Give them a sense of ownership, indicating that this is their space
- To improve personalisation further, recognise the similarities and segment your employees. Use this data to further improve the employee experience based on what achieves the best engagement
- Using AI to segment and personalise messages increases click-through rates by an average of 14%
- Design and build engaging environments that include smart yet subtle interactions. This creates an application which actively improves user experience, without overloading them with complicated functions.
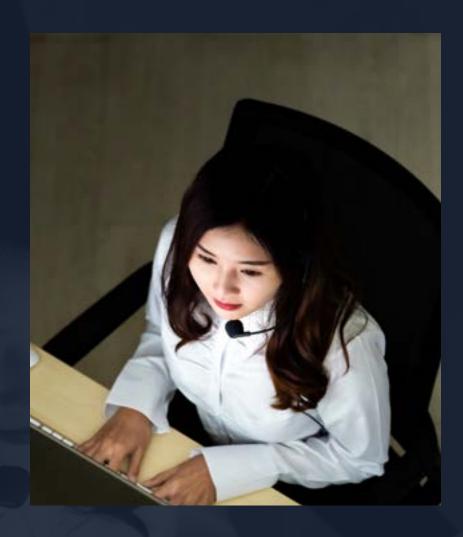
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Design Value > Personalisation

PERSONALISATION

Principles in practice

A leading global media agency required a platform to connect all stages of campaign planning for their 8,000+ geographically disparate employees. The system needed to leverage their vast trove of knowledge and best practices from across the business to support the relevant teams on a daily basis, without slowing momentum.

In response, Ntegra created a desktop and mobile-compatible platform, built using a range of web-based technology. Every employee now has access to a central location for their profile information, a full list of employees to identify the right contacts, and a bank of internal & external content based on client and industry. These improvements have led to increased transparency across the business and the ability to consistently and reliably utilise their in-house business knowledge, better communicating its practices across a truly global network.
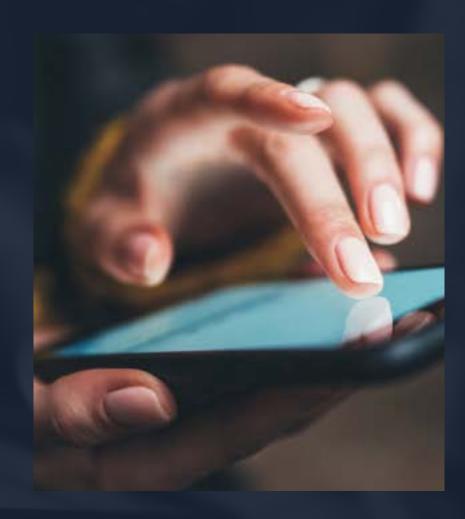

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THE FEEL

The feel of the app is exactly what it sounds like – how does it feel to use? The key aim here is to reconcile the needs and intentions of the user in a visual and easily navigable way. It's no good having an aesthetically perfect app if it feels clunky, cumbersome and generally obtuse to use.

Think about an application that you use every day – Spotify, for example. Every button press is designed to give the user some kind of immediate feedback, whether that's through a sound or the design of the button being tapped itself. It feels smart, 'real', intuitive, and it gives you, in some small way, a sense of satisfaction and control.

For a deeper understanding of the key principles influencing the feel of an application turn to the next page.

Progress Vs Perfection > Social and Gamification

PROGRESS VS PERFECTION

What?

When working on a new workplace process, portal or app, it's important to strive for progress rather than perfection: get it launched and make improvements over time, rather than boiling the ocean before users benefit from it. That's why we develop using an agile 'ship and iterate' methodology, based around short sprints in which incremental progress is made before an MVP can be released – and, later, improved upon. Shipping on the route from A to Z is a lot more manageable than attempting to get all the way to Z first.

Why?

- Perfectionism can lead to slow-down, self-criticism and motivation issues.
- Agile projects are 28% more successful than traditional projects.
- 92% of senior executives said agility is critical to modern business success.

How?

- Bring prototyping in right at the beginning of a development process – it delivers a tangible concept to unite behind, and increases transparency.
- Any areas that don't work or seem complicated, can be picked up during this early stage, before any backend build has begun.
- Launching a new site that has been through many rounds of testing from early on mitigates the threat of losing users and engagement.

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Progress Vs Perfection > Social and Gamification

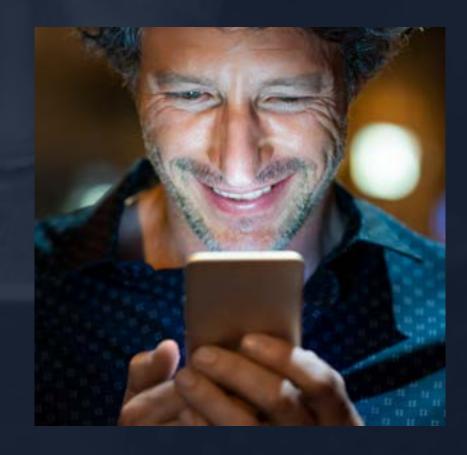# PROGRESS VS PERFECTION

Principles in practice

Leading UK digital marketing communications company, Dentsu Aegis, required a new method to track large volumes of media owner contracts, deliverables, and SLAs. Their current process was manual, highly administrative and inconsistent across their many markets. Our templated technical solution enabled uniformity and efficiency in the administration of SLAs, significantly reducing the margin of error for financial reconciliation.

In response to these challenges we developed the Mozart uniform contract management tool. Effectively utilising intelligent loading, dynamic logic processes and hybrid menus, as part of an intuitive design, we substantially improved speed and ease of use for their 8,000+ employees. However, what made this project so effective, was our use of a prototype at an early stage in development.

In a matter of days, following an initial discovery session, we supply our clients with a prototype, taking what we've learned to give something tangible back. This process helps both us, and our clients, find the answers to the hard questions, through collaborative and iterative working. In addition to creating a superior final product, this process also encourages greater advocacy in the wider business. Providing your staff with something demonstrable will make them much more receptive to the eventual rollout.

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Progress Vs Perfection > Social and Gamification

SOCIAL AND GAMIFICATION

What?

We're not talking about embedding Mario Kart or Facebook into the corner of every screen here. Gamification is the practice of implementing game design principles into areas where they are not typically found. Think of it as injecting a little bit of fun, competition and reward into everyday working life – and a potent way to encourage regular use of your workplace apps and portals. What good is your new platform if no one is using it?

Why?

- Digital transformation projects can take up to four years, and 70% of those fail. This is partly due to lack of commitment from both executives and employees
- 87% of business leaders believe that improving employee retention is a high or critical priority, and injecting fun into everyday working practice is a way to keep employees happy
- Nudge theory suggests it is possible to change employee behaviour by modifying their environment, but any changes must be consistent and engaging if they are to take root.

How?

- Define your goals and user outcomes. The aim of gamification is to improve employee engagement during work, but your target(s) will depend on what you hope to achieve.
- Don't go for an off-the-shelf solution. Ensure your chosen gamification strategy fits into your workload – otherwise you will just be giving employees another task to complete.
- Gamification projects usually fail due to poor planning or execution. Research and play testing are integral to a successful gamification initiative.
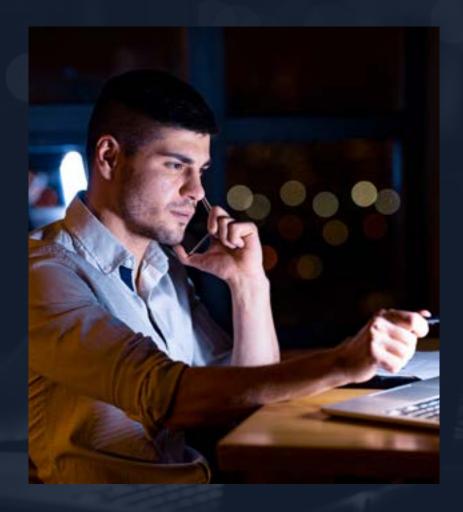
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THE EFFECT

Now we're getting to the meat of the matter. The look and feel of new workplace apps and processes are critical, but the impact they have on the bottom line is where businesses always need to see tangible results. So, let's take a look under the hood.

The effect of a well-designed app very much depends on what you want it to do (it's your app after all). However, there are a few key principles that can be applied to any project to ensure the end result has a positive impact on the wider business.

For a deeper understanding of the key principles influencing the effect of an application, click next.

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PROCESS AUTOMATION AND INTEGRATION

What?

Digitise. Standardise. Automate (where you can). Robotic Process Automation (RPA) has made huge strides in recent years, and these are the three golden rules. New capabilities, enabled by improvements in machine learning and compute power, have made it possible for complex business processes that used to take teams weeks, to be done in minutes, and with no human intervention.

Using tools such as Microsoft Flow, RPA expands on standard programming-based automation. Say 'Goodbye' to those rote, time-consuming, non-thinking tasks. With a little help from the machines, digitising and standardising your workflow processes ensures that, when the time comes, you will be in the ideal position to adopt and scale.

Why?

- **90% of employees** find themselves burdened with boring and repetitive tasks, while only **38% of UK business** processes are automated.
- Office workers spend 69 days a year on administrative tasks or the equivalent of **$5 trillion** a year.
- **81% of workforces** are expected to reach a breaking point in 2020 – unless a larger volume of automated processes is introduced.

How?

- Identify any tasks that are repeatable, manual, rule-based and monotonous. These will be your prime automation targets.
- Look to the average company computer and see what can be removed and handled by something else. Most are siloed legacy systems that don't communicate with each other. Bring them into the fold or take them behind the barn.
- Enhance everything with an intelligent automation platform. RPA is not AI but a unified intelligent platform allows your bots to learn from your work together, augmenting their capabilities, and making life easier for you. The perfect workplace app contains both automation and AI.

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SEARCH & AI

What?

Now let's get back to our very first point: employees having access to the tools and information they need to complete a process, submit a bid or finish a task. Did you know that the average employee usually takes 18 minutes to manually find a document, or that they spend 50% of all office hours searching for information? No? Well, they do, and that's exactly what smart intranets search and AI with predictive capabilities is designed to reduce.

Search > Find the information themselves AI > Find the information for them

Why?

- 37% of organisations have implemented at least one form of AI, a 270% increase over the last four years.
- Embedding AI in analytics will free up more than a third of data analysts in marketing organizations by 2022, enabling them to focus their time on business priorities instead of manual processes.
- 61% of executives say AI has been used to identify opportunities that would have otherwise been missed.

How?

- Compiling company and public data into a central search portal, with the appropriate taxonomy and metadata, can provide employees with instant answers to questions – reducing time wasted on looking for information.
- Productivity data, analysed by AI, enables company leaders to identify any impediments and optimise workflow.
- AI and smart searches can already be found in spam filters, email categorisation, and automated chats. The trick is to find a use case that adds value to your business.

Principles in practice

A leading global advertising agency required a service that gave employees instant access to essential knowledge. This meant the service must always be there and running, to provide immediate and relevant responses.

In response, we created a chatbot that enabled employees quick access to a vast array of content, all in a single location. The chatbot not only empowers employees with immediate responses from a predefined list of FAQs, but it also shares content relevant to them. With the use of natural language, LUIS predicts and pulls out relevant, detailed information which the employee in question may not have even known existed.

A good app does its job, a great app gives your team what they need to go further.

ACCELERATING DIGITAL CHANGE

GOVERNANCE AND ADOPTION PLANNING

As you now know, the adoption of new technology and processes can be a tremendous boon for your productivity, if you can get people onboard. Governance and adoption planning are about ensuring that you do. If you build it, they won't necessarily come. If you want your workforce to engage with your new system, they need to be shown and convinced.

When integrating new components into your wider business ecosystem it's not about simply installing it and saying "go". The key to adoption and governance planning is to train people and encourage them to use it through demonstrating its value with clear onboarding, effective gamification and ongoing support where needed.

Why?
- Companies waste approximately £200 per desktop on unused or rarely used software.
- Nearly 70% of employees spend up to an hour switching between tasks and apps each day.
- In 2018, organisations spent a collective £1 trillion on digital transformation tech. It's estimated that 70% is wasted.

Governance

Governance gets its own special box because we could write several reports on the topic...

To make your life easier, your chosen partner for the creation of a workplace app should always consider the IT structures and frameworks you already have in place. Only once both parties have a full view of how the piece will integrate into your wider IT environment should you proceed. Seamless integration is vital to maintaining governance and encouraging employee adoption.
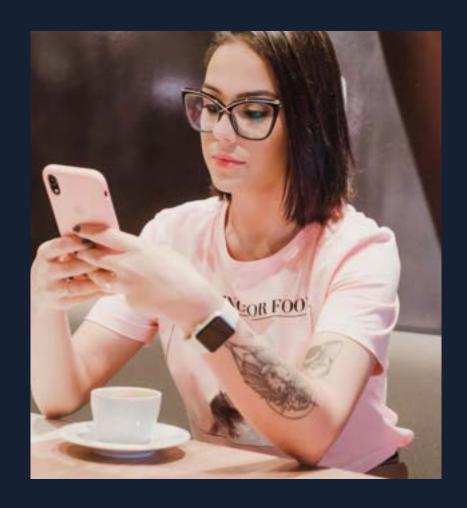
Your IT department will quite rightly have a well defined governance framework so you need to be adding value and functionality, or be able to leverage or adapt your existing tools.

At the start of a digital project, we'd always recommend examining the technology that is already present in your IT framework. Suites such as Microsoft Office365 are a great deal more capable and customisable than many users realise. They can enable bespoke digital solutions to be created, with their own unique UIs and seamless integration with other popular apps. Sometimes, you just need someone to package things together for you.

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GOVERNANCE AND ADOPTION PLANNING

How?

- **The most important aspect of governance and adoption planning is consistency, from beginning to end. Disruption damages productivity, so align the tech to your strategy and focus on supporting your people to use the new solution**
- User adoption also depends on communication. Engage with staff early and often, in a manner similar to prototyping, to make the transition to the new solution as clear and painless as possible.
- You can't just plug and play. This process will require continual monitoring and course correction from on high, if it is to succeed.
- In our experience, senior stakeholder buy-in and support of the solution rollout, is critical to the project.

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ANALYTICS

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What?

To use the standard definition, ''analytics is the discovery, interpretation and communication of meaningful patterns in data'', or, more succinctly, analytics is the key to making your business more efficient. Analysis of the way your app or process is being used predominantly leads to one of two things: either you use the insights you glean to improve usability, or you use it to inform the app's capabilities and efficiency. Either way, integrating analytics into your workplace project is a win-win, particularly if you're utilising an agile methodology, as iterative designs can be amended based on what the data shows.

Why?

- Organisations that <u>leverage their data effectively</u> are:
  - 23 times more likely to acquire customers
  - Six times as likely to retain those customers
  - 19 times as likely to be profitable as a result
- Insight-driven businesses are growing at a rate of <u>30% a year</u>. By 2021, they are expected to have taken $1.8 trillion from those who don't utilise analytics
- As much as <u>73% of company data</u> is not used for any analytical purpose.

How?

- As with all things, establish your goals and success metrics before kicking off the project. You need to be able to apply what you have learned to a specific business issue, improving efficiency and/or profitability
- Data isn't useful in and of itself – it must be interrogated and refined into actionable insights.
- Create a dashboard that works. The aim of analytics is not to capture as much information as possible, but to capture the salient information, and to utilise it for business benefit. Visualisations are a powerful way to quickly understand what actions you need to take next, and can be useful for presenting business cases to senior management.
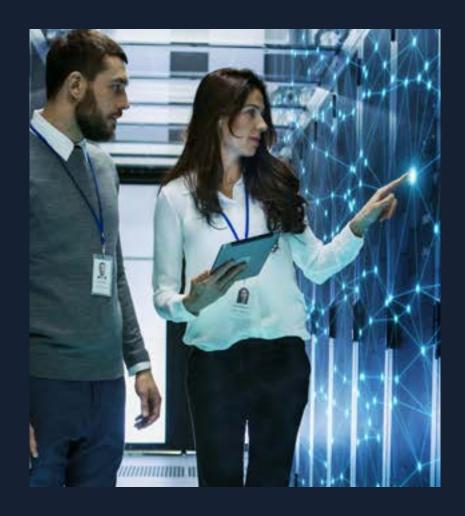
ANALYTICS

Principles in Practice

One of the worlds largest brand communications agencies required a holistic view of its diverse range of sponsorship and partnership opportunities, which are often difficult to compare. Ntegra built a technical solution that enabled users to complete a deep assessment utilising a number of questionnaires across six key business strategic areas. The output of which is displayed via interactive PowerBI dashboards that are easy to consume and actionable by the accounts team.

This allows partner decisions to be driven by data, which is now easy to consume and actionable for the individual account teams. The solution also increases the ease and speed of comparison and decision-making, and has been rolled out globally to be ensure consistency across all teams.

ACCELERATING DIGITAL CHANGE

THE PATH TO PROCESS JOY

So, there you have it. The Ntegra guide to creating a knockout workplace app, intranet or portal. At this stage, you should have a much deeper understanding of how you can achieve the look, feel, and effect of a great workplace application.
One that can not only improve your organisations productive output but also keep your employees engaged and satisfied with the tasks at hand.

Whether you're upgrading your existing platform to make better use of analytics or attempting to implement measures to improve communication between departments, remember that employees don't hate transformation, just as long as they get something out of it too.

If you want to learn more about how Ntegra can help increase your business' productivity and employee engagement through the development of bespoke workplace processes, apps and portals, read our brochure 'The Ntegra Difference'.

Don't your employees deserve a tool that they can actually use?

GET IN TOUCH

THANK YOU

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