knowledge17

WORK at LIGHTSPEED™

Thrive in a Digital World with an enhanced portal interface and a human-centered design approach

PIYUSH ANAND
DIRECTOR, CIO ADVISORY
KPMG

MICHAEL A. HIGGINS
LEAD SPECIALIST, EXPERIENCE DESIGN
KPMG

© 2017 ServiceNow All Rights Reserved

servicenow

Agenda

- Welcome and Speaker Introductions – 5 min
- Objectives and solution at a Glance – 10 min
- Need for investing in UX – 5 min
- Human Centric Design – 5 min
- Designing for People – 10 min
- Accelerator Overview – 10 min
- Q/A – 5 min

© 2017 ServiceNow All Rights Reserved

Speaker Introduction



NAME: Piyush Anand

TITLE: Director

FUNCTION: CIO Advisory

COMPANY: KPMG LLP

EXPERIENCE: 12+ years of IT experience performing various roles in consulting, delivery, sales and operations

EXPERTISE: Large Service Management transformations including ITIL process design and implementation

ACHIEVEMENTS: Speaker at K14 and K16, finalist for innovation of the year award in K14

CURRENT PROJECTS: Service Management transformation for multiple clients

© 2017 ServiceNow All Rights Reserved

Speaker Introduction



NAME: Michael A. Higgins

TITLE: Lead Specialist, Experience Design

FUNCTION: KPMG Experience Design and Engineering (xDE)

COMPANY: KPMG LLP

EXPERIENCE: 10+ years in User Experience Strategy & Design

EXPERTISE: UX Design and Direction, User-Centered Design, User Research, User Testing

ACHIEVEMENTS: Lead strategist and designer KPMG OnBoard, KPMG Portal Design

CURRENT PROJECTS: User Experience Strategy and Design for multiple clients

© 2017 ServiceNow All Rights Reserved

Session Overview



Objectives

- Learn how good user experience starts with truly understanding your user base, and how KPMG incorporated user insights into a portal design accelerator and implemented for multiple clients



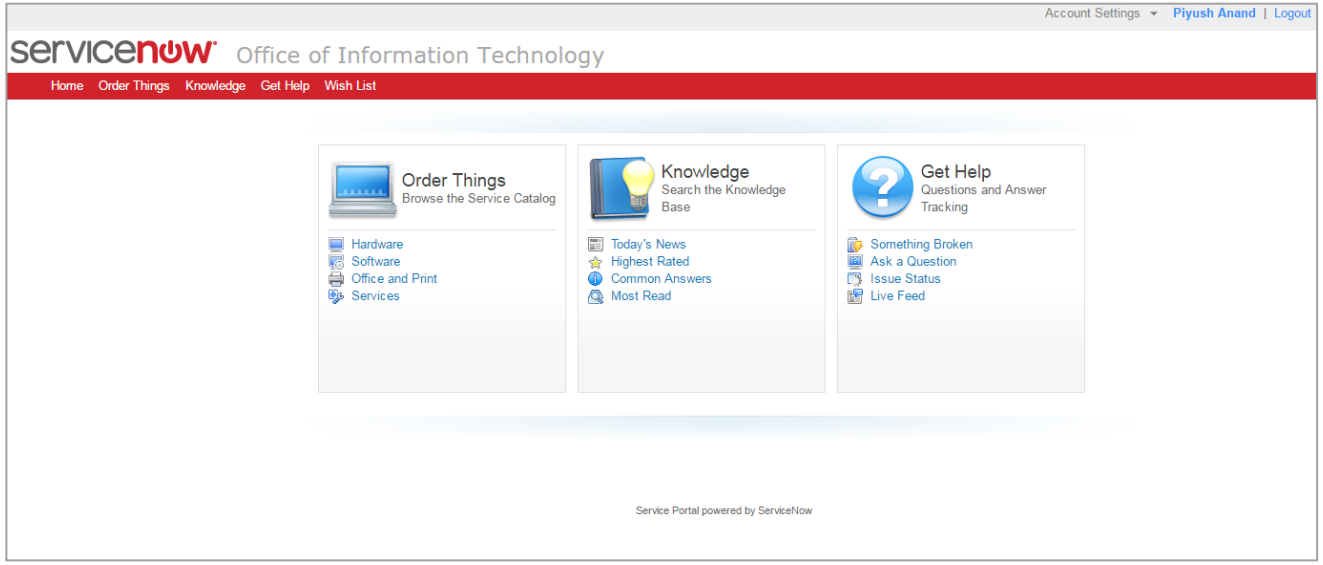
What You Will Learn

- Understand the need for investing in UX (user experience)
- What is human-centric design and how you can use it to design good end user portals on ServiceNow
- Unique client challenges and how KPMG helped in solving them
- How KPMG's accelerators can expedite the implementation of a highly functional portal

© 2017 ServiceNow All Rights Reserved

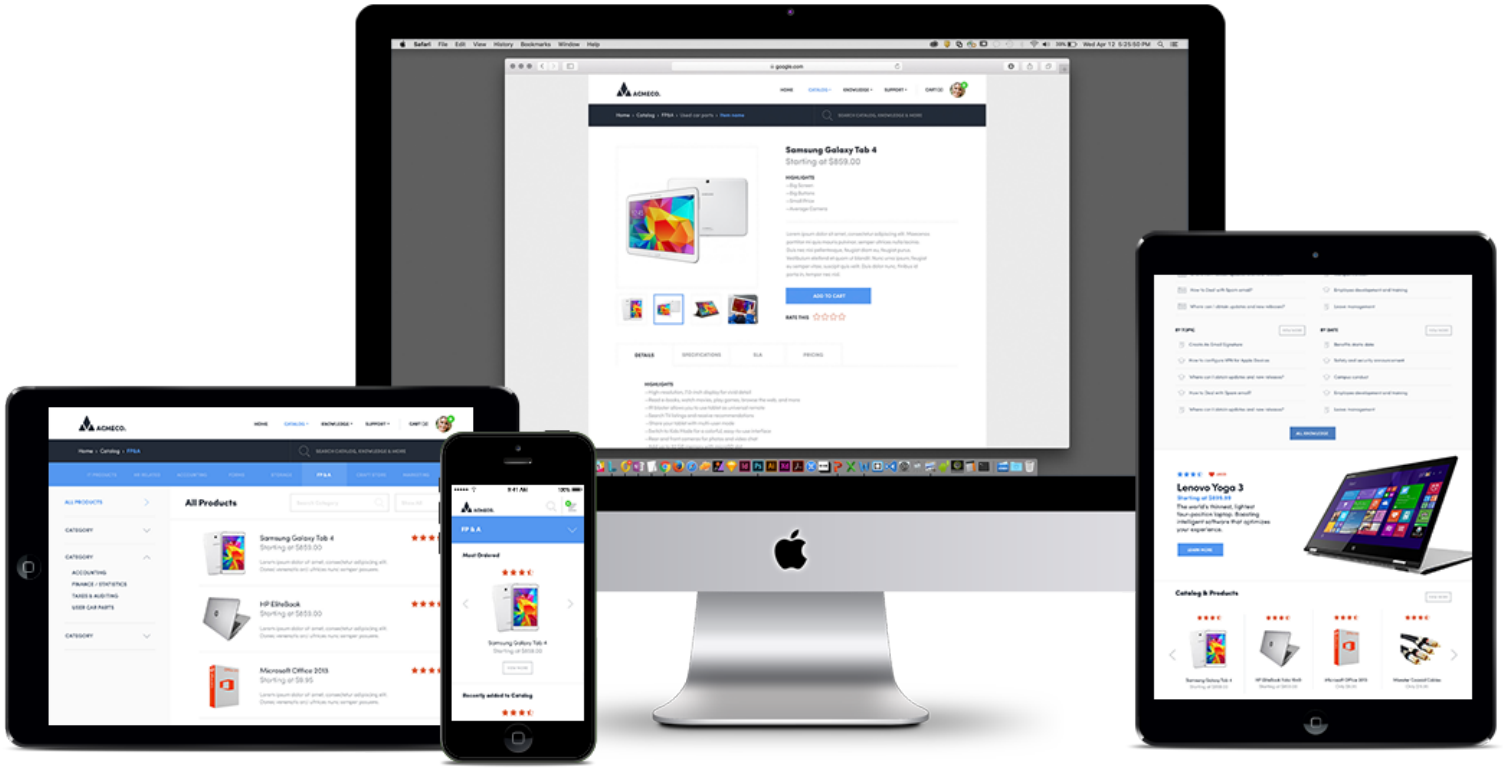
Expectations are Changing

- Simplistic portals that just provide a means to create a ticket or initiate a request are not enough…
- Just accessing data on Laptops and Desktops is not enough anymore



© 2017 ServiceNow All Rights Reserved

Industry Trends



- End users expect a “consumerized” and “personalized”, user experience with emphasis on Mobility
- Beginning to see expansion of the portal into external purposes (e.g. customer service)

© 2017 ServiceNow All Rights Reserved

Solution Overview

Service Portal Introduction

- As part of the Helsinki release, ServiceNow introduced a new Service Portal application for end user portal development
- Built using modern web languages including AngularJS, CSS, Bootstrap and JavaScript
- Pages are comprised of widgets which are individual blocks of modular code
- Responsive to different screen sizes and supported on multiple browsers

KPMG Accelerator Introduction

- Built on Service Portal, the accelerator reduces the implementation time for a highly functional and mobile friendly portal
- Modern UI/UX design principles are applied throughout with a focus on the end user experience
- Multi department support and additional widgets including portal notifications, catalog carousels, and help text etc…
- Enhanced user profile with ability to add favorites, track recent activity etc…

© 2017 ServiceNow All Rights Reserved

Need for Investing in User Experience

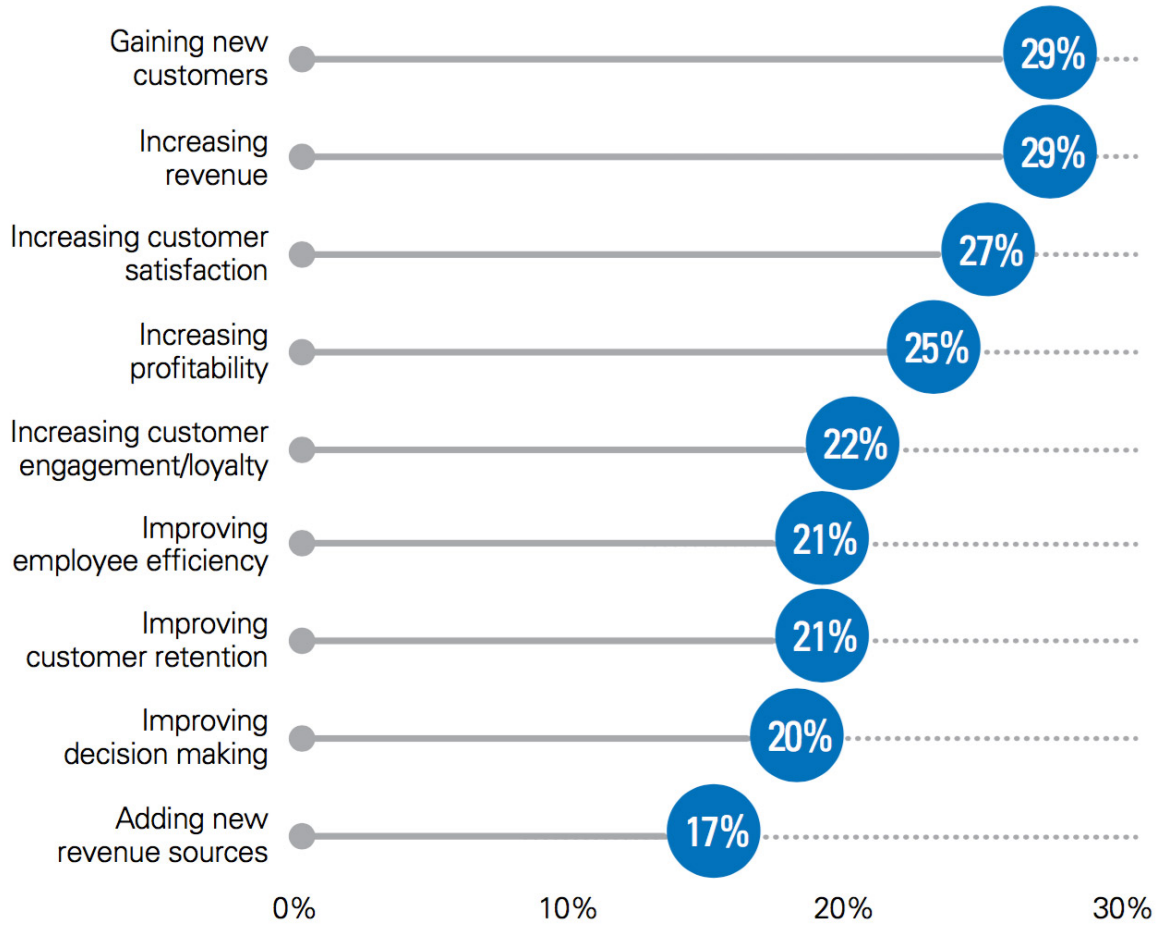
© 2017 ServiceNow All Rights Reserved

A Case for Investing in Digital Initiatives

A recent survey of more than 500 high-level executives, conducted by Forbes Insights in partnership with KPMG LLP (KPMG)

A clear competitive advantage in…

- Gaining customers
- Increasing revenue
- Increasing satisfaction
- Greater profitability



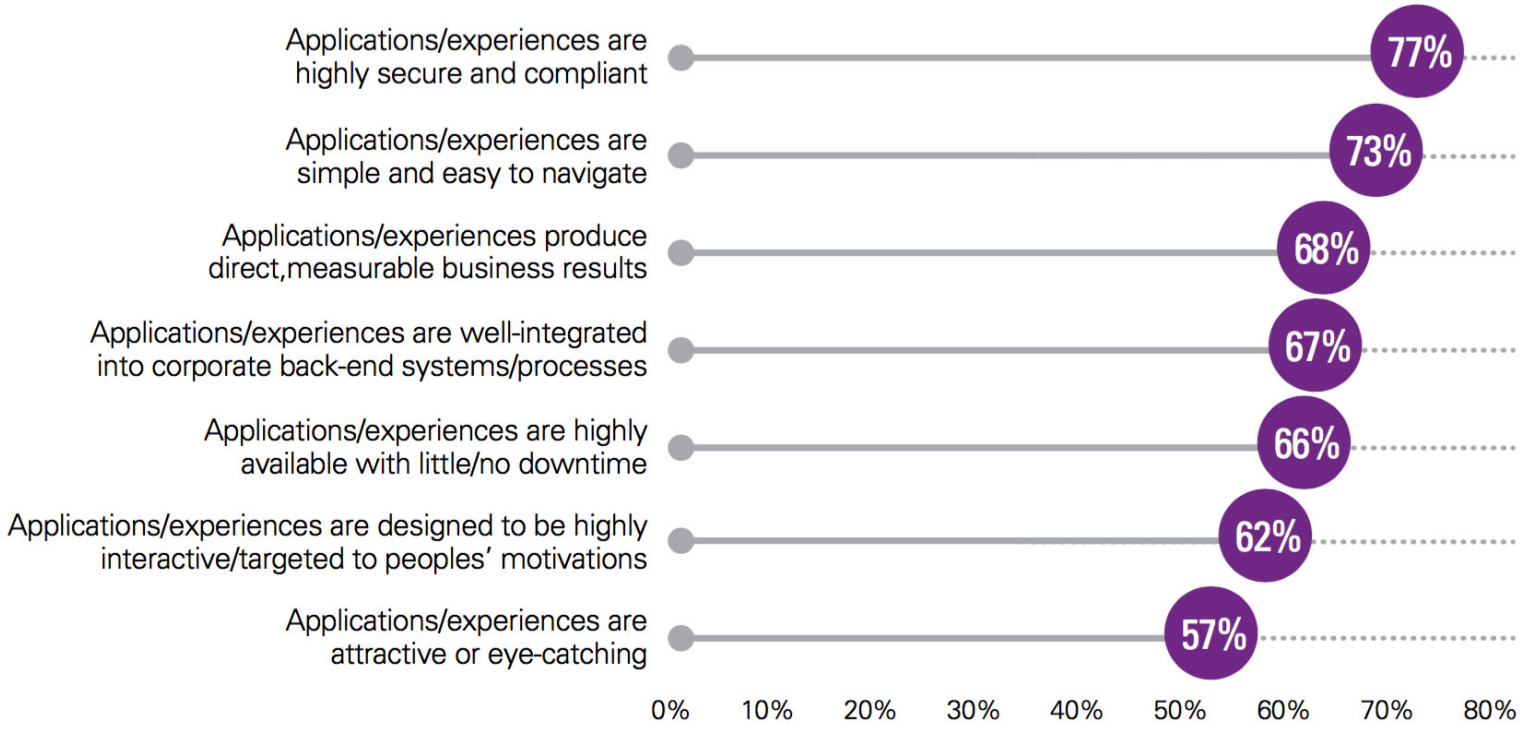
© 2017 ServiceNow All Rights Reserved

Most Important Attributes of Digital Experiences

A recent survey of more than 500 high-level executives, conducted by Forbes Insights in partnership with KPMG LLP (KPMG)

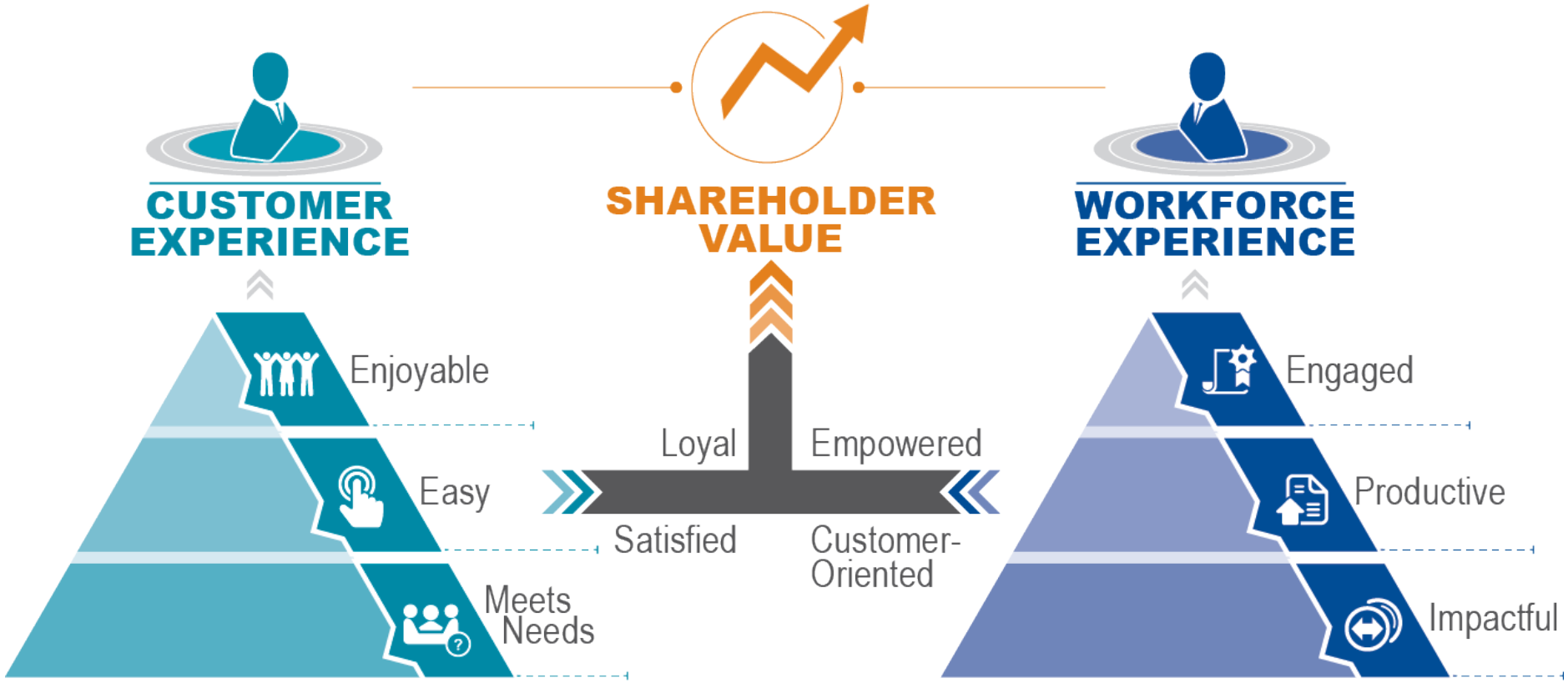
Digital experience importance

- Simple / intuitive
- Measurable (KPIs)
- Integrated
- Reliable
- Targeting motivations



© 2017 ServiceNow All Rights Reserved

It’s Not Only About Your Customers



Source: Forrester Research, Inc.

© 2017 ServiceNow All Rights Reserved

Investing in User Experience Early is Imperative

"For every dollar spent to resolve a problem during product design, $10 would be spent on the same problem during development, and multiply to $100 or more if the problem had to be solved after the product's release."

Robert Pressman
Software Engineering: A Practitioner's Approach

© 2017 ServiceNow All Rights Reserved



© 2017 ServiceNow All Rights Reserved

Where Human Insights Meet Digital Thinking

To thrive in the digital world, organizations need to:

- Focus on the problem first
- Design for people, not processes
- Deliver small, fast, and often
- Always look for improvements



KPMG

© 2017 KPMG LLP, a Delaware limited liability partnership and the U.S. member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. All rights reserved. The KPMG name and logo are registered trademarks or trademarks of KPMG International. NDPPS 590118

© 2017 ServiceNow All Rights Reserved

Creating a Human-Centered Digital Experience



Focus on the problem first

Organizations must uncover challenges and issues quickly – identifying solutions.



Design for people, not processes

Faced with countless challenges and potential solutions, organizations should focus on human insights.



Deliver small, fast, and often

Organize for speed, without sacrificing quality or innovation.



Always look for improvements

To meet the evolving needs of a restless market, organizations must be agile.



Contextualize



Empathize



Prototype



Expand

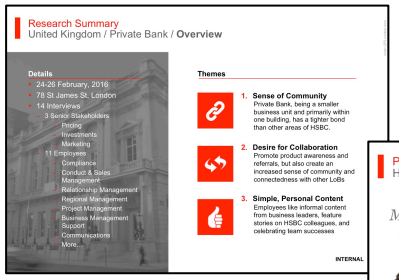


Implement

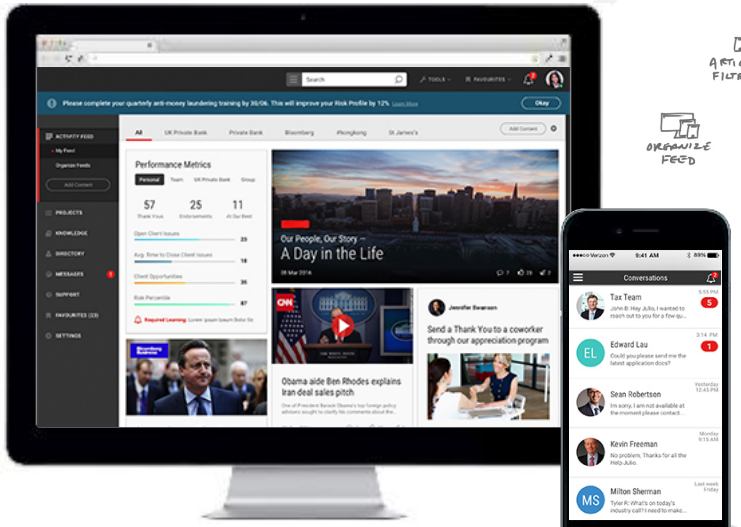


Evolve

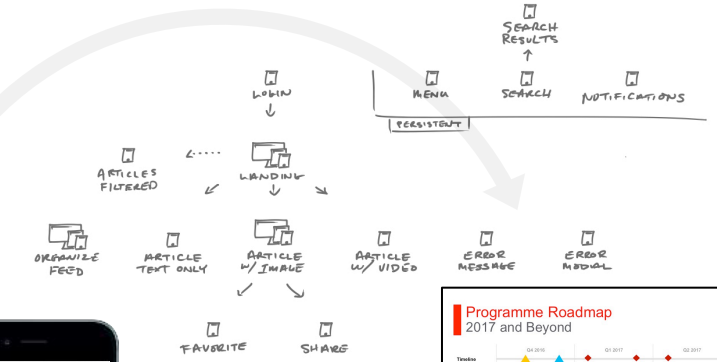
© 2017 ServiceNow All Rights Reserved

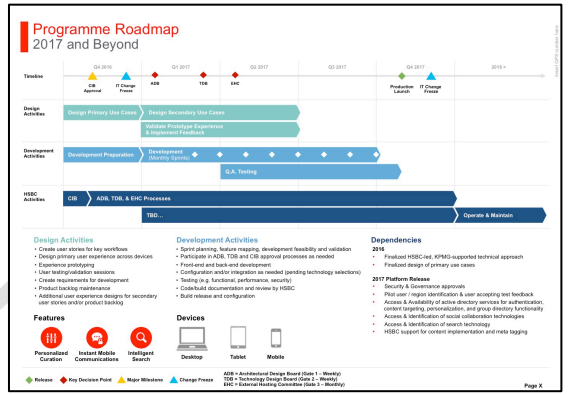












Contextualize

Business needs/goals
Product strategy
Technical assessment
Value definition

Empathize

User research
Behavioral analysis
Journey mapping
Persona creation
Feature ideation

Prototype

Conceptual design
Motivational design
Interactive prototyping
User validation
Stakeholder alignment

Expand

Information architecture
Workflow mapping
Visual design
Style guides
Road mapping

Implement

Technical architecture
Agile development
Experience-driven development

Evolve

Continuous improvement
Iterative releases
Analytics-based refinement
Feature prototyping

© 2017 ServiceNow All Rights Reserved

Creating a Human-Centered Digital Experience



Design for people,
not processes

> "You can design anything, but if you do not make that connection to people—how and why they will use it—you will miss it. By keeping people at the core and understanding how they behave, you can bring to life ideas that nobody has thought of before."
>
> **Jason Mowery,** KPMG Digital and Mobile Solutions

© 2017 ServiceNow All Rights Reserved

What is Human-Centered Design?

© 2017 ServiceNow All Rights Reserved

What is Human-Centered Design?

In today's digital world we've become accustomed to the expectation that our applications deliver a great design.



© 2017 ServiceNow All Rights Reserved

What is Human-Centered Design?

Yet, crafting digital experiences that connect with people involves more than just good design.



© 2017 ServiceNow All Rights Reserved

What is Human-Centered Design?

They require a clear understanding of what we as people are trying to achieve through that experience. And to deliver on that need in a way that engages people to be productive and enabled.

A PROCESS KNOWN AS HUMAN-CENTERED DESIGN.



© 2017 ServiceNow All Rights Reserved

Why Human-Centered Design?

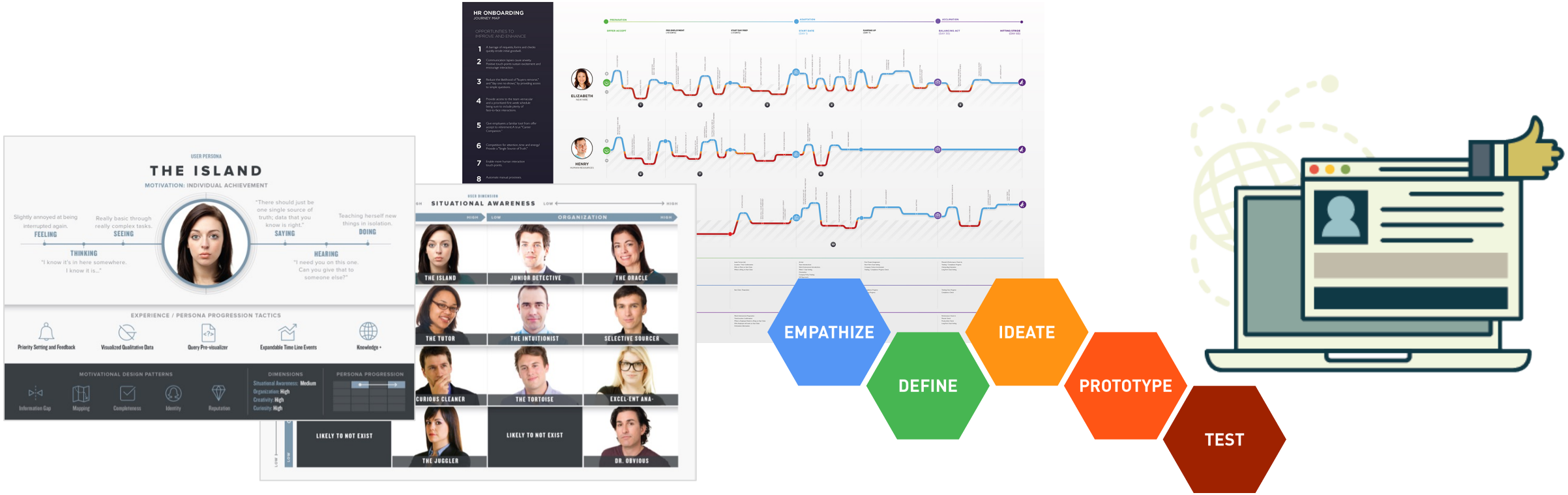
WHEN YOU AREN'T PUTTING YOUR USERS FIRST… YOU RISK…

- Missing out on differing perspectives
- Focusing on the wrong issues
- Not connecting with your audience
- Missing the opportunity for shared ownership
- Less happy / less effective users
- Lost value for your business



© 2017 ServiceNow All Rights Reserved

How We Take a Human Centered Approach



TALK TO USERS
Ethnographic research

REALLY LISTEN
Empathize

MAP THE JOURNEY
Journey mapping

ENGAGE USERS
Design thinking workshops

VALIDATE WITH USERS
Prototypes & user testing

© 2017 ServiceNow All Rights Reserved

Accelerator Examples



© 2017 ServiceNow All Rights Reserved

Talk to Users, and Really Listen: User Personas and Empathy Mapping



WHY IT'S IMPORTANT

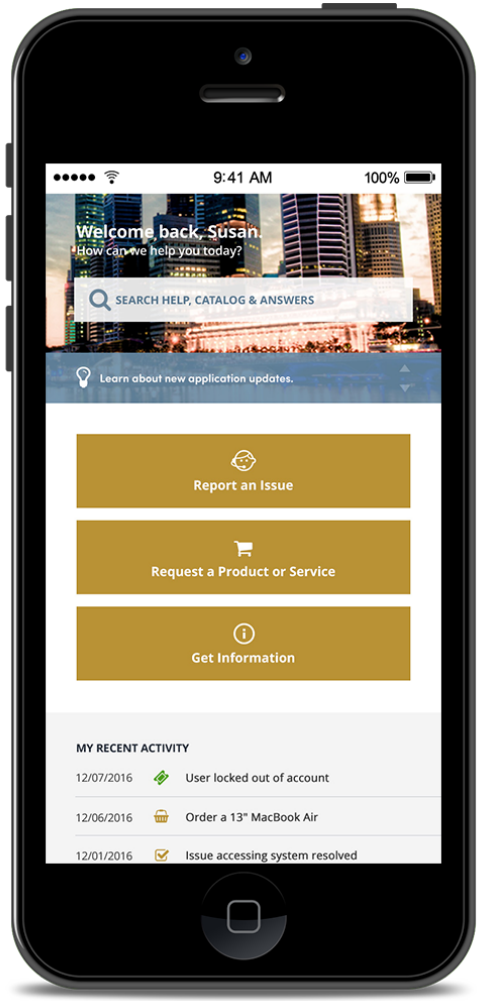
- Ethnographic observation / interviews
- Rooted in real-world contexts
- How people actually behave and why

KEY DIFFERENTIATORS

- Behavioral analysis and value definition
- Persona analysis and progression planning
- Motivational Design patterns inform design

© 2017 ServiceNow All Rights Reserved

Talk to Users, and Really Listen: User Personas and Empathy Mapping

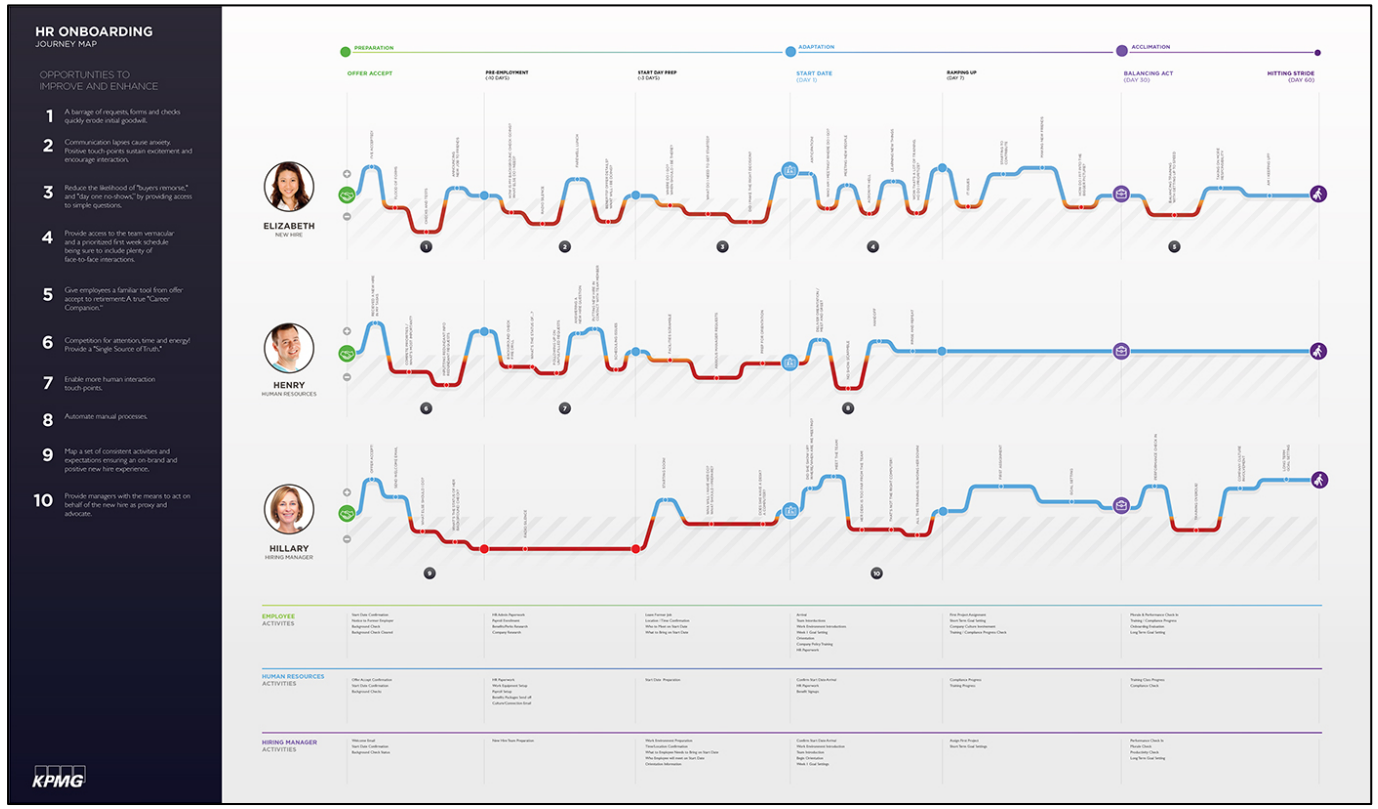


KEY RESEARCH FINDINGS

- Prioritize mobile
- Be more human
- Inform users
- Provide the right information at the right time

© 2017 ServiceNow All Rights Reserved

Map the Journey with KPMG Journey Mapping



WHY IT'S IMPORTANT

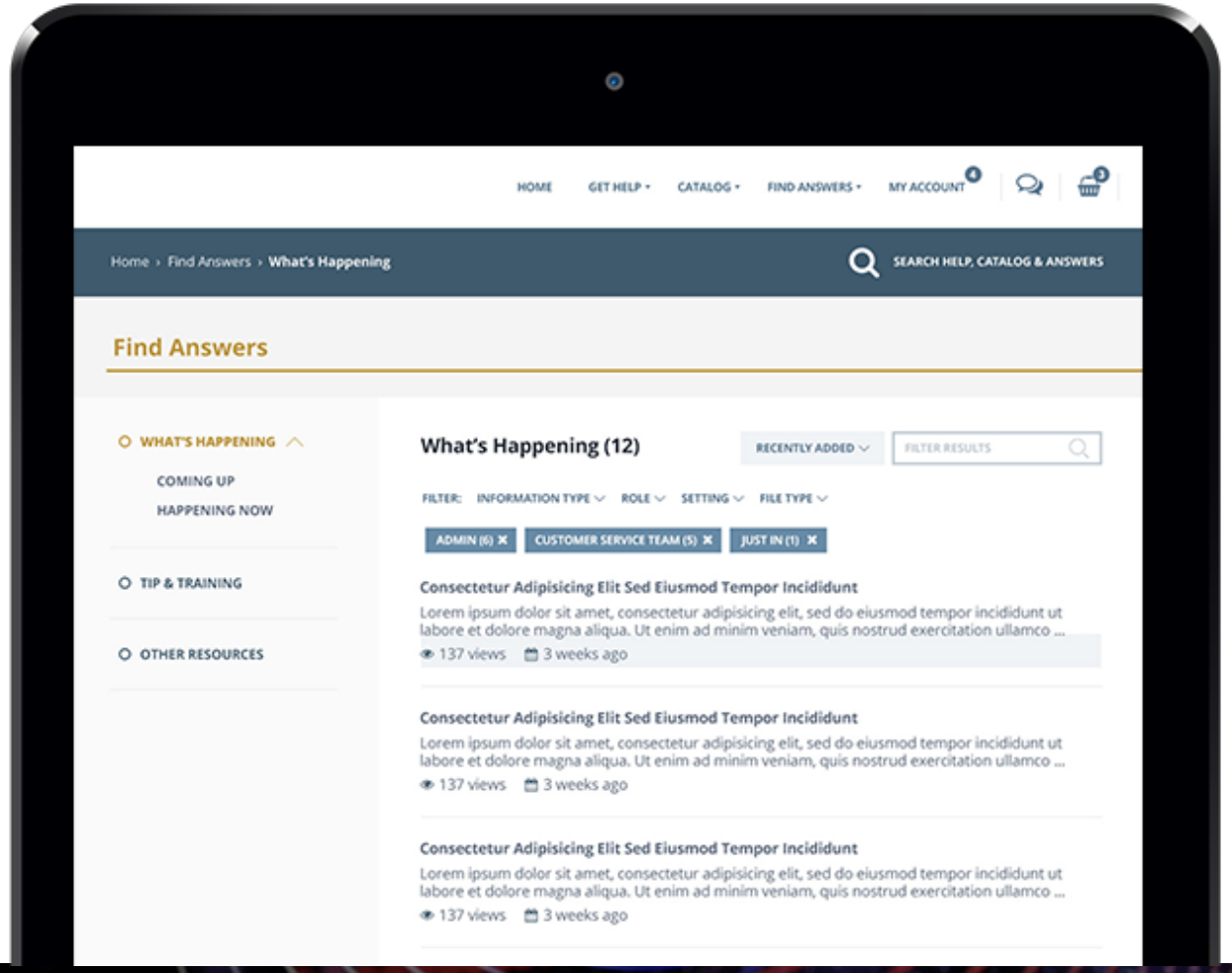
- Ethnographic observation / interviews
- Rooted in real-world contexts
- How people actually behave and why

KEY DIFFERENTIATORS

- Behavioral analysis and value definition
- Persona analysis and progression planning
- Motivational Design patterns inform design

© 2017 ServiceNow All Rights Reserved

Map the Journey with KPMG Journey Mapping

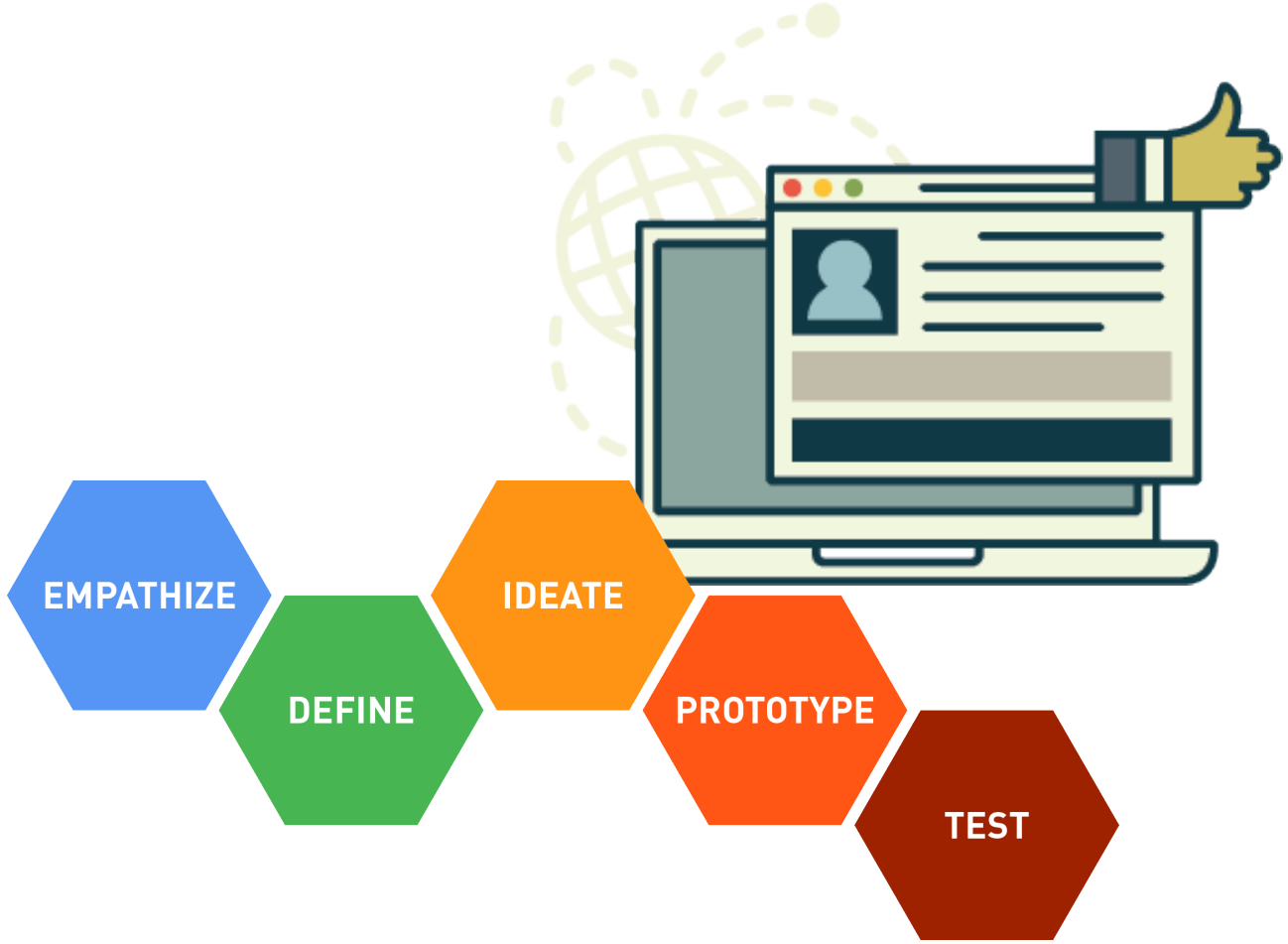


JOURNEY MAPPING

- Friction identified during journey mapping exercise
- Overwhelmed with content
- Needed away to reduce and constrain
- Custom filtering mechanism

© 2017 ServiceNow All Rights Reserved

Engage and Validate with Users: Design Thinking and User Testing



Why it's important

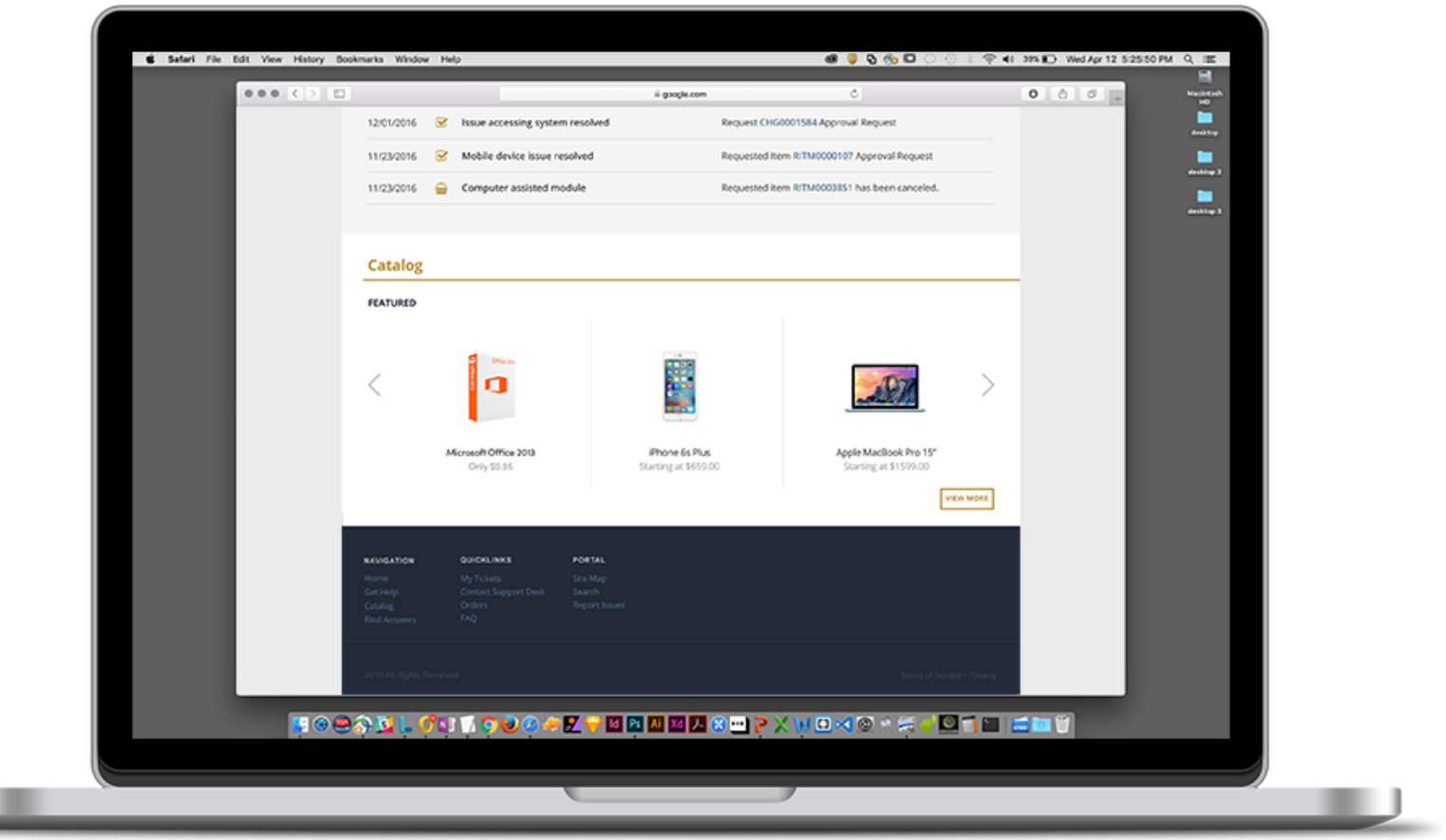
- Cross-functional, cross-discipline approach
- Inspiration & insights for meaningful change
- Shared ownership

Key Differentiators

- **Prototype everything** approach
- **Progressive Realism**, move purposefully and rapidly, learning and adapting

© 2017 ServiceNow All Rights Reserved

Engage and Validate with Users: Design Thinking and User Testing



Design thinking workshop

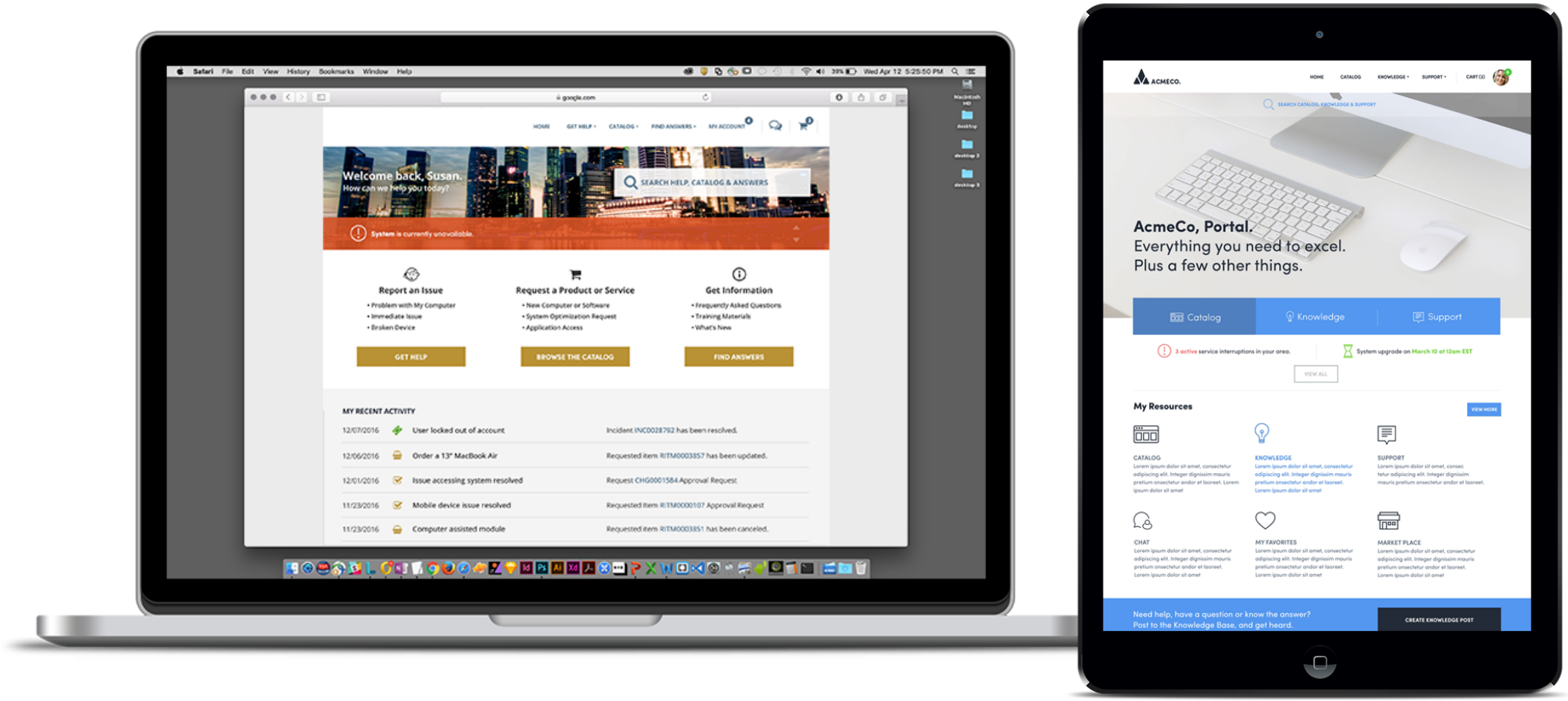
- Better way to browse catalog items
- That is both intuitive and interactive
- Divergent thinking / ideation
- Multiple sketches / prototypes
- Consensus building

© 2017 ServiceNow All Rights Reserved

Accelerator Glimpse

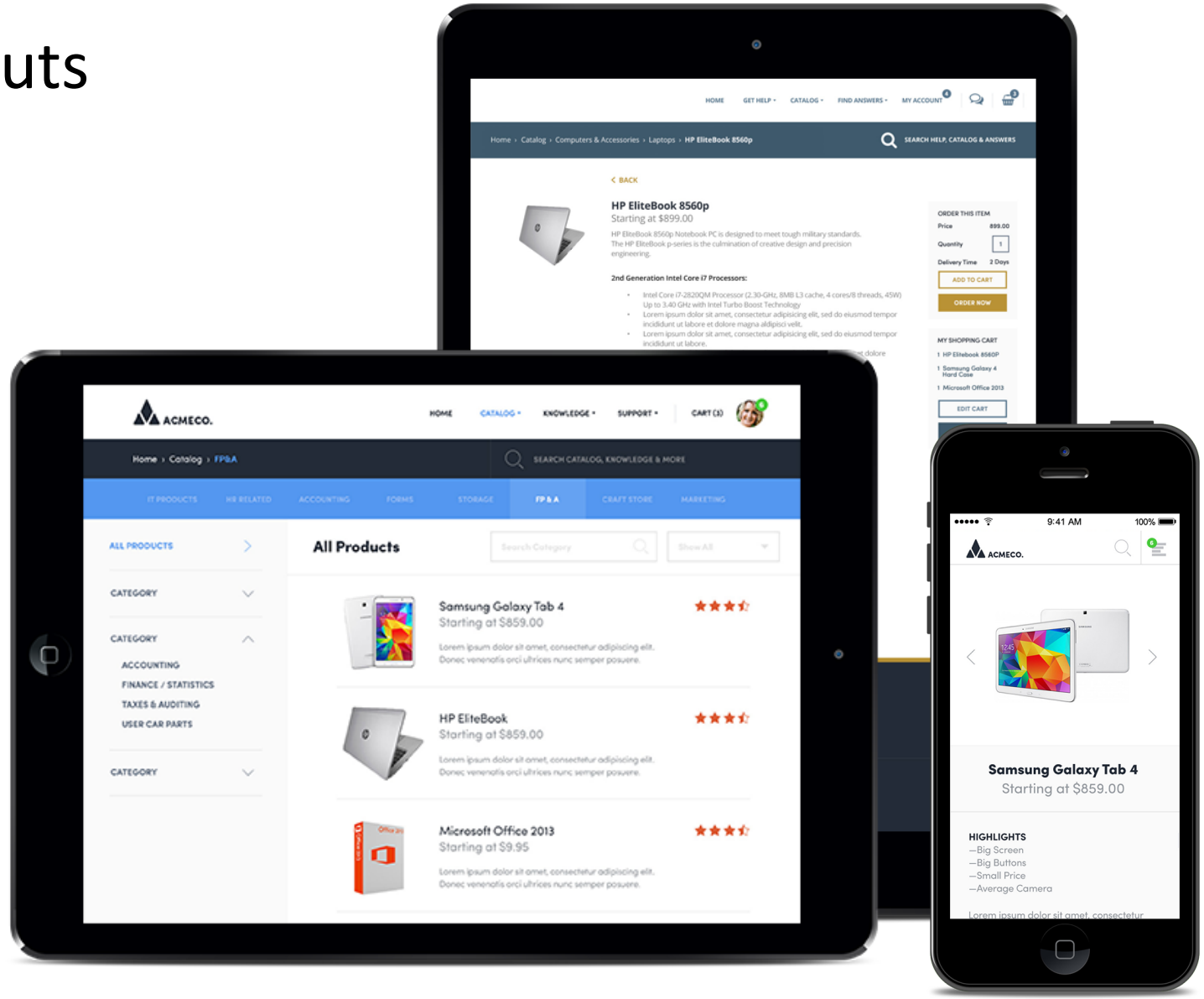
© 2017 ServiceNow All Rights Reserved

Landing Page Designs



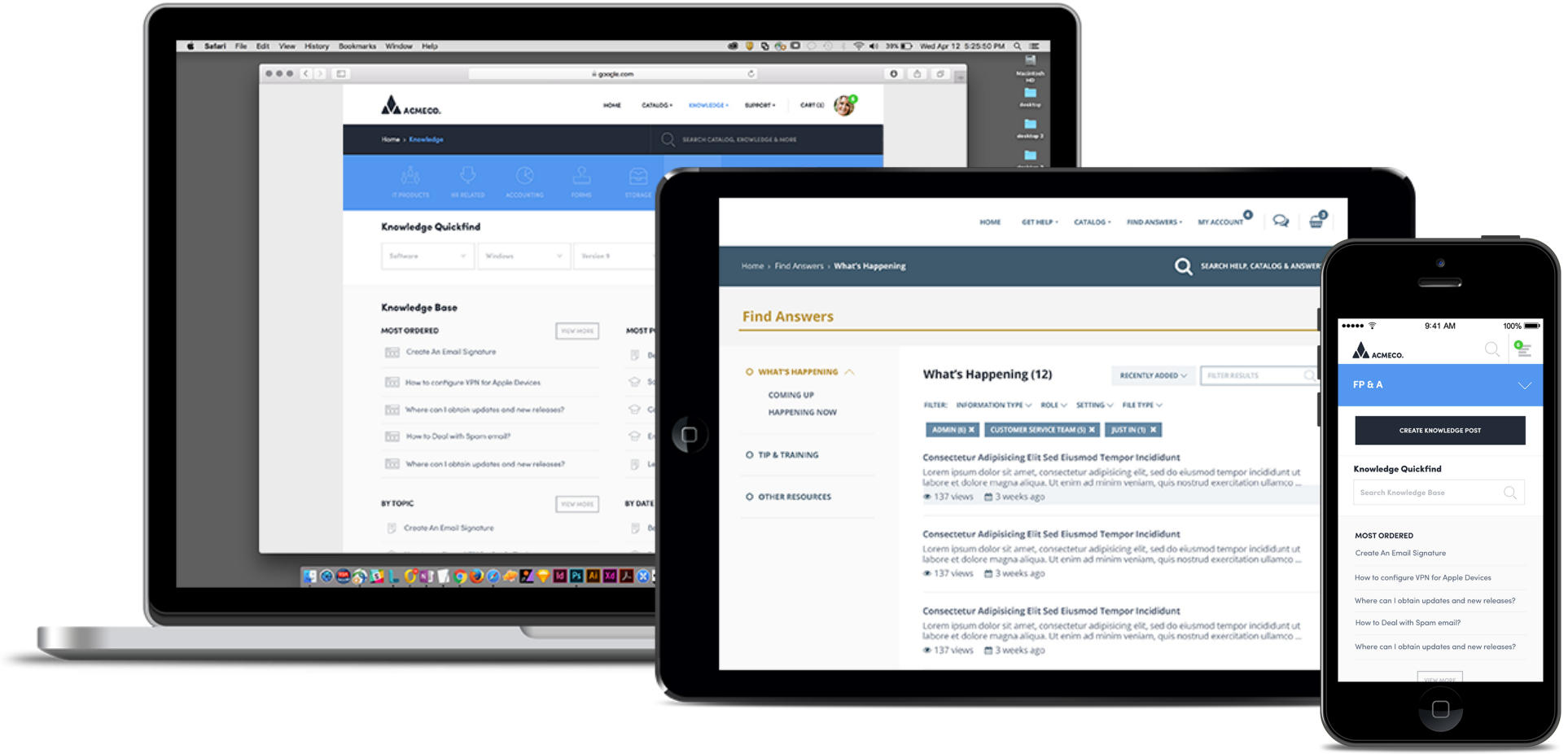
© 2017 ServiceNow All Rights Reserved

Catalog Layouts



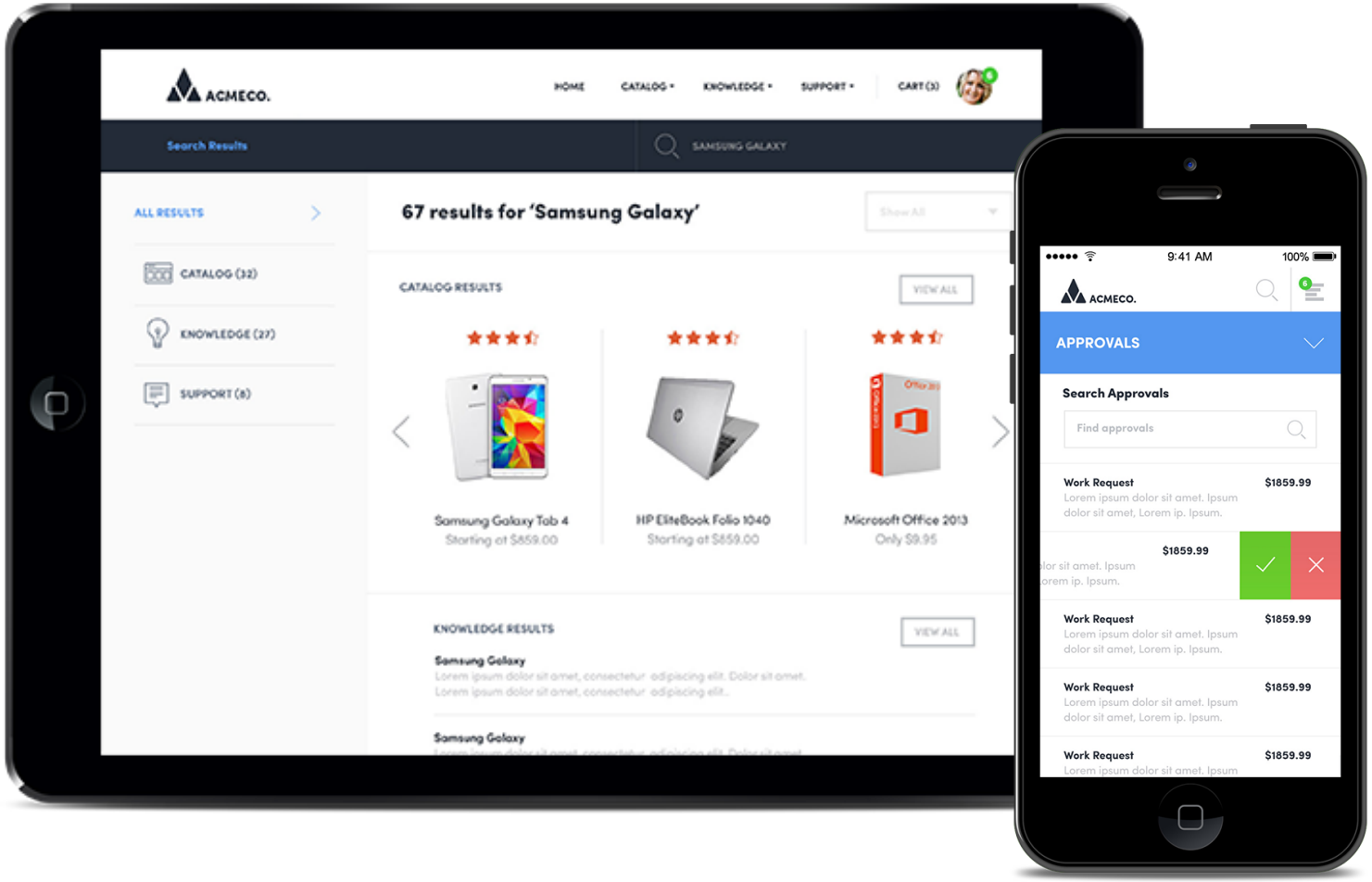
© 2017 ServiceNow All Rights Reserved

Knowledge Layout



© 2017 ServiceNow All Rights Reserved

Search Pages and User Preferences



© 2017 ServiceNow All Rights Reserved

Digital Work Samples outside of Service Portal



KPMG – OnBoard Core

Evolution in employee onboarding, allowing new employees to empower themselves to understand their new job.

© 2017 ServiceNow All Rights Reserved

Typical Service Portal Implementation (14 – 18 weeks)*

Design Phase

- Identify requirements
- Story Mapping
- Build UI wire frames
- Finalize UI designs
- Develop PSDs (Photoshop Images) for site pages

Deliverables

- Wire frames
- PSD Images

8-10 weeks

UI Development

- Develop HTML Blocks and CSS based on the requirements
- Use Angular, JQuery, JavaScript wherever required for the front end UI development

Deliverables

- HTML UI Code
- Angular / JavaScript Code
- CSS Guides

6-8 weeks

ServiceNow Integration

- Create/Modify Portal and add CSS/Theme
- Create Pages and add containers & widgets
- Create widgets using html, CSS, client scripts and server scripts to pull data from ServiceNow

Deliverables

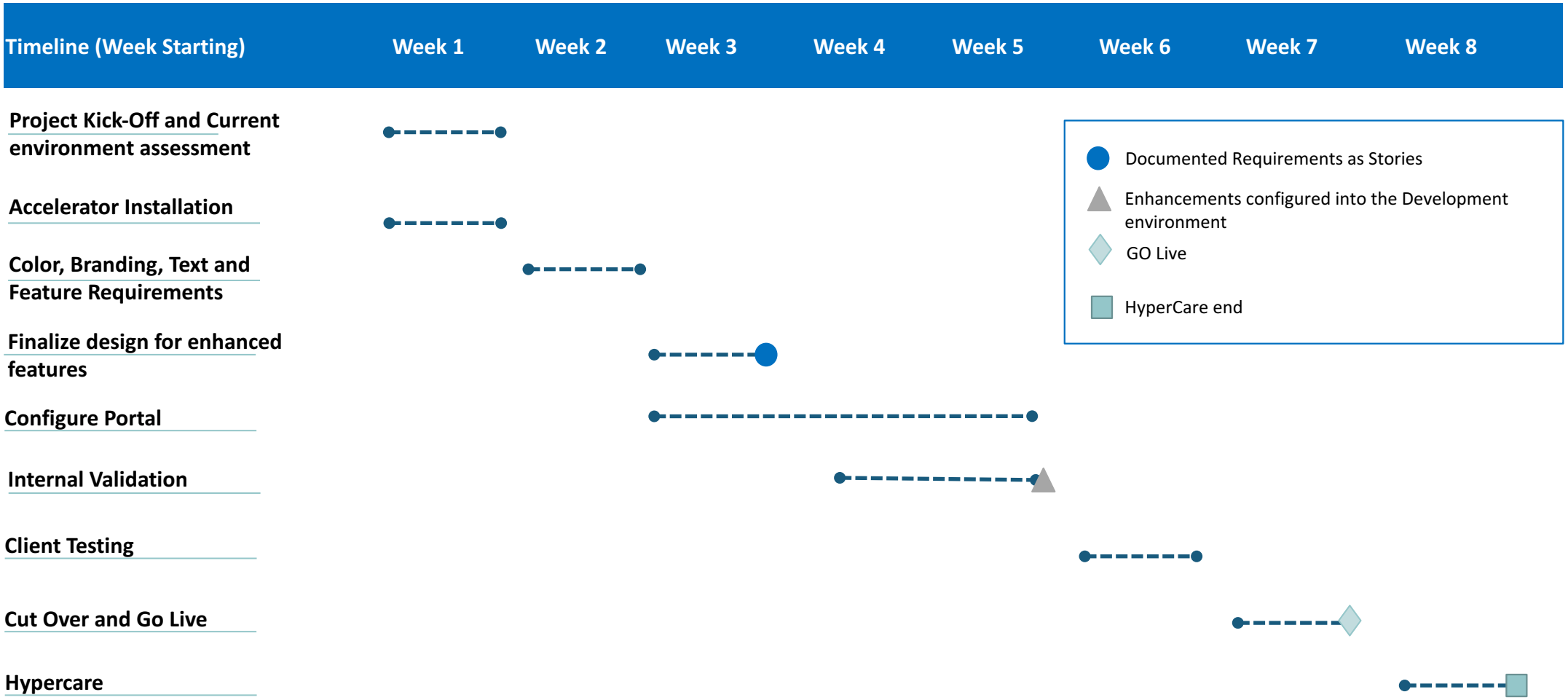
- ServiceNow Portal
- Portal pages and widgets

4-6 weeks

* Actual implementation time depends on requirements and may differ for each customer

© 2017 ServiceNow All Rights Reserved

KPMG Accelerator Implementation (6 to 8 weeks)*



* Actual implementation time depends on requirements and customer environment/policies and may differ for each customer

© 2017 ServiceNow All Rights Reserved

Top Takeaways

1

Invest in User Experience to drive value

2

Focus on People along with processes

3

Utilize accelerators as necessary

© 2017 ServiceNow All Rights Reserved

Thank You

PIYUSH ANAND
DIRECTOR, CIO ADVISORY
KPMG
panand1@kpmg.com

MICHAEL A. HIGGINS
LEAD SPECIALIST, EXPERIENCE DESIGN, DIGITAL SERVICES
KPMG
mahiggins@kpmg.com

© 2017 ServiceNow All Rights Reserved

Q & A

PIYUSH ANAND
DIRECTOR, CIO ADVISORY
KPMG

MICHAEL A. HIGGINS
LEAD SPECIALIST, EXPERIENCE DESIGN, DIGITAL SERVICES
KPMG

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

© 2017 ServiceNow All Rights Reserved

Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

Piyush Anand

Director,
CIO Advisory

KPMG

panand1@kpmg.com

Michael A. HIGGINS

Lead Specialist, Experience Design,
Digital Services

KPMG

mahiggins@kpmg.com

© 2017 ServiceNow All Rights Reserved