

Highlighted projects from nbn and Our Very Own | Feb 2019 - May 2022

Hasslily Hashim mini-portfolio

<http://www.hasslilyhashim.com/>



From Feb 2021 - May 2022

OVO's Clients & Projects



Wolters Kluwer

System design - CCH Integrator Tax Accounting

PROBLEM STATEMENT

Wolters Kluwer provides a platform for the yearly preparation of a tax provision and a Tax Return called **CCH Integrator**. The front-end of the platform is quite dated but the system remains important and useful to the business and their clients.

The research and prototype work have been done by previous designers but the proposed design outcomes did not answer the client's brief.

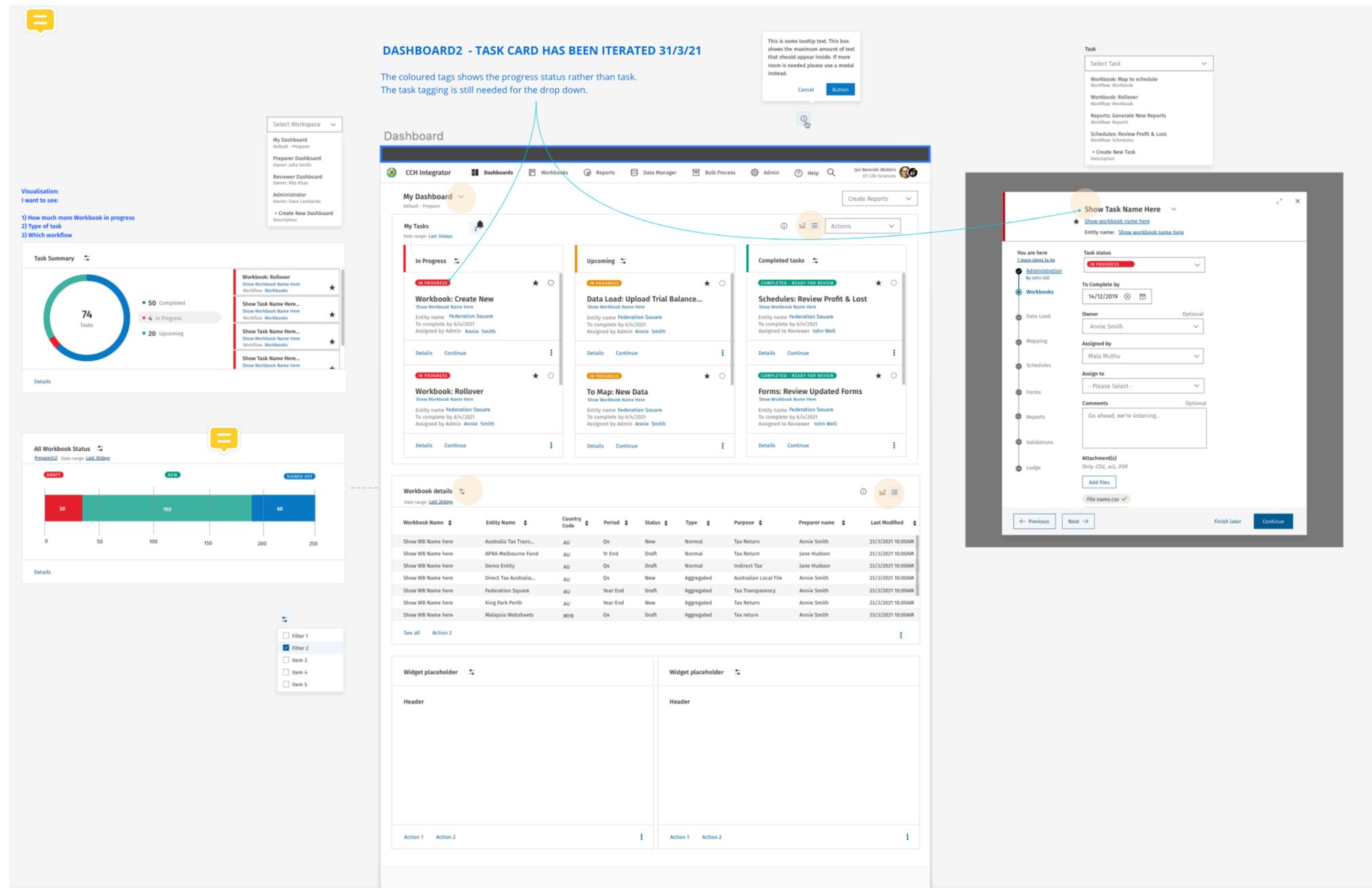
MY ROLE & OUTCOME

Worked in pair with our design principle, we dissected the research findings, proposed a new flow and interfaces. I continued to lead the project for another four months to lead and complete the complex system ready for development.

I enhanced the user experience by uplifting the user interface and flow, removing usability flaws to optimise the user's efficiency whilst maintaining the accuracy of the system's functionality and the business processes.

UPDATE

"Using the wireframes you created last year, development has made significant progress, which enabled us to onboard customers to Alpha testing earlier this month. The team also did a live demonstration of the new UI to 8 customers earlier this week at a customer roundtable session. The feedback has been overwhelmingly positive!" - WK client



Australia Post

System design - LPO Store Order

PROBLEM STATEMENT

Australia Post LPOs have been ordering products using a non-visual list using SAP platform. The users of this platform must use the psychical catalogue to cross-reference their order. The current flow to place orders was long and convoluted.

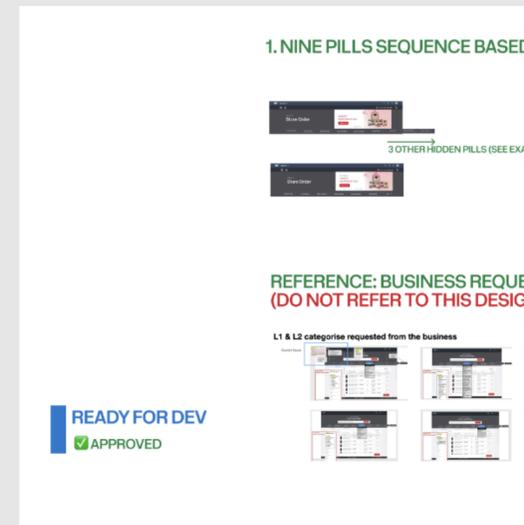
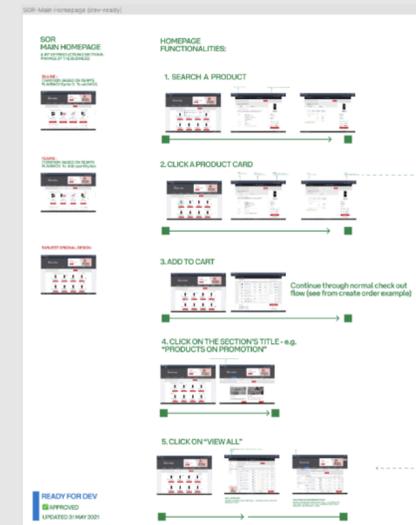
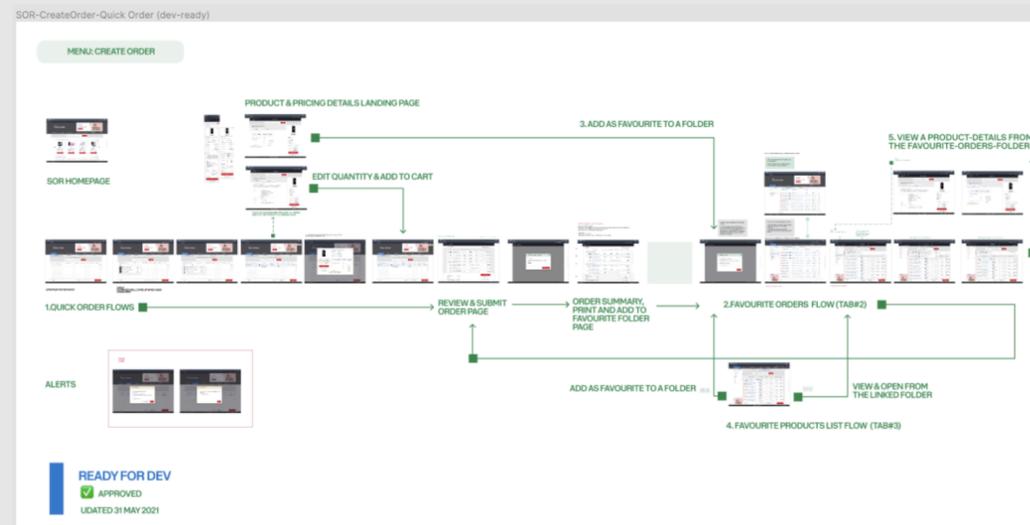
MY ROLE & OUTCOME

I led the uplift and optimisation of the stocks ordering platform for LPOs by making the flow of ordering products easy and accessible. Instead of referencing through paper catalogues, the LPOs can now browse the products they wanted to order through the clickable catalogue, and place the order directly via the catalogue or products' page. Bulk ordering features, shipping information by different providers along with images, product information and detailed pricing information are made available to help the store owner to make informed decision.

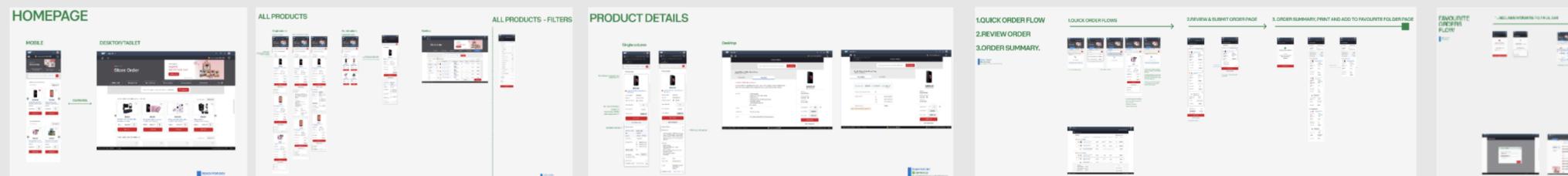
UPDATE

This ordering system has been launched in Oct2021. Stocks ordering were successfully made by the LPOs.

DESKTOP / TABLET FLOW (hi-res files located here <https://drive.google.com/drive/folders/1aa14z25wzyrGHHS3nL5y5GehluxN9gNP?usp=sharing>)



MOBILE FLOW



Racing.com

Usability evaluation & features prioritisation

PROBLEM STATEMENT

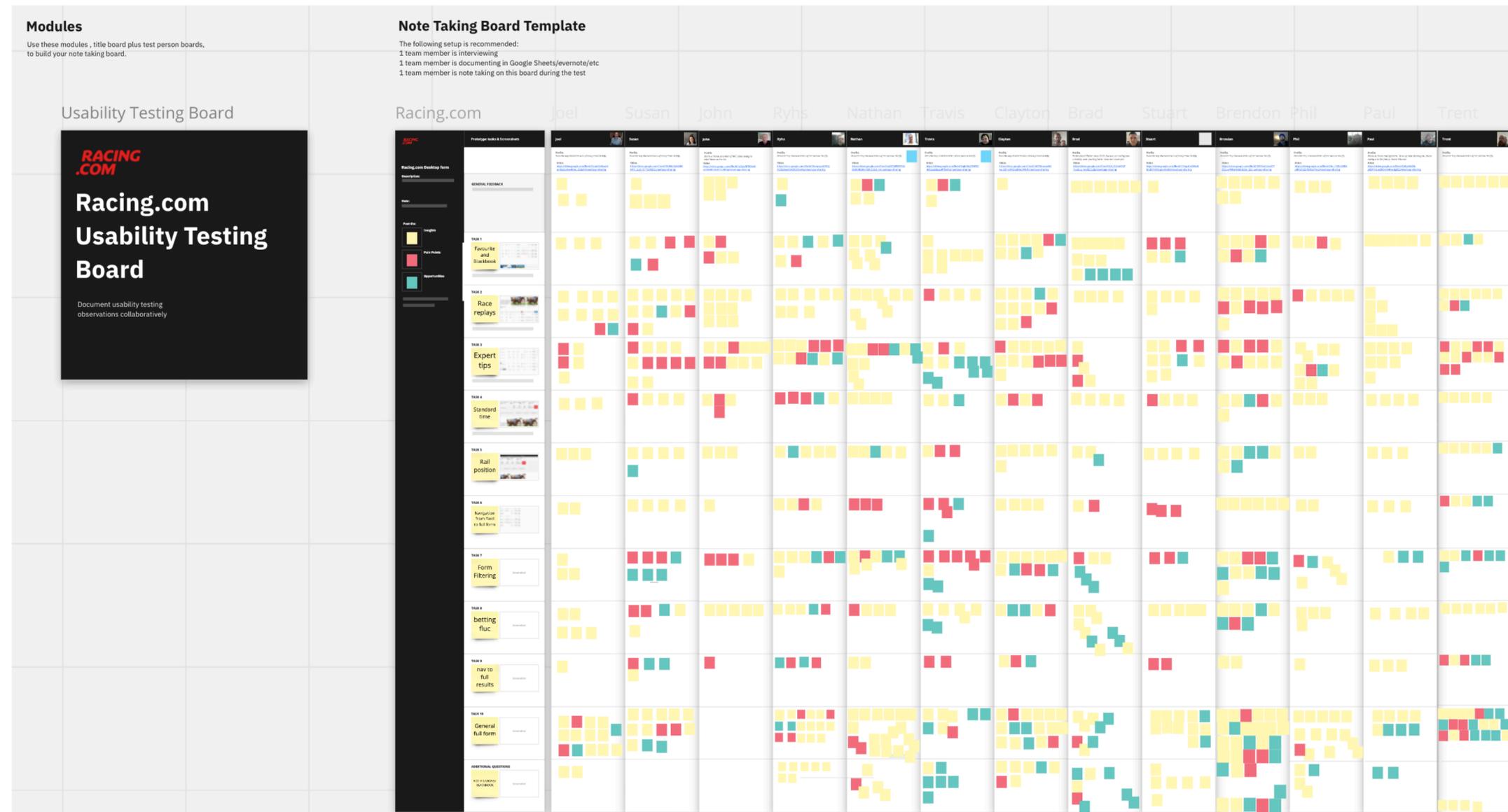
A bunch of new functionality was designed for [racing.com](https://www.racing.com) website to get more engagement from the punters.

MY ROLE & OUTCOME

Paired with OVO's principal designer we conducted usability evaluations with 13 punters to validate the proposed functionalities. Findings were then grouped and proposed for iteration prioritisation.

UPDATE

Insights were positively accepted to help drive the product's enhancements.



TfNSW

UX Capability Building Plan

PROBLEM STATEMENT

TfNSW is going through a UX transformation. However, their UX maturity and capability across the organisation are unknown.

MY ROLE & OUTCOME

Strategise and plan best approach to measure and plan the capability and competency's path for the organisation including both designers and non-designers. The aim is to uplift their UX maturity hence, being confident to adapt and apply the HCD approaches for their IT projects using hands-on workshops or up-skilling their employees through the LMS - online courses.

The UX/HCD method offers a range of collaborative opportunities from ideation to action.

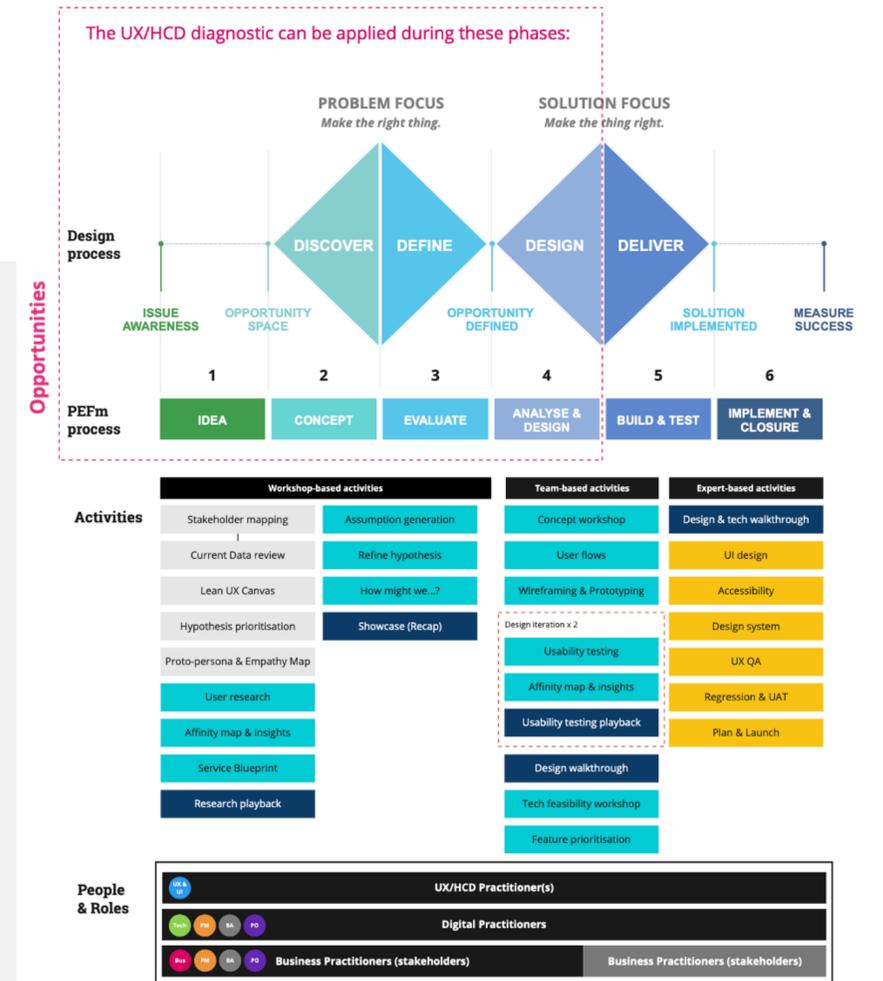
These activities can be embedded in and aligned to your project's requirements to reveal the actual user needs and problems.

Cultivating people-first approach

The UX/HCD diagnostic workshop allows all the team members to **walk on the end-user shoes** through the appropriate user-centric activities, enabling the team to discover and understand the problems from the user's perspective.

Learning-by-doing culture

The learning-by-doing experiences from the collaborative workshop(s) elevates the team's mindset of putting people first in the project work, **enhancing their capability and competency to perform UX/HCD activities** thus, producing high-quality outcomes for the projects.



Open Universities Australia

Enrolment experience reimagine

PROBLEM STATEMENT

The data and analytics suggest that the enrolment funnel experiencing drop off from the prospects. The organisation was reluctant to simply patch the enrolment journey and product page with solutions. Instead, to reimagine the enrolment funnel the organisation was interested to understand why conversion was low at the product page and what drives the prospects for not completing their enrolment process.

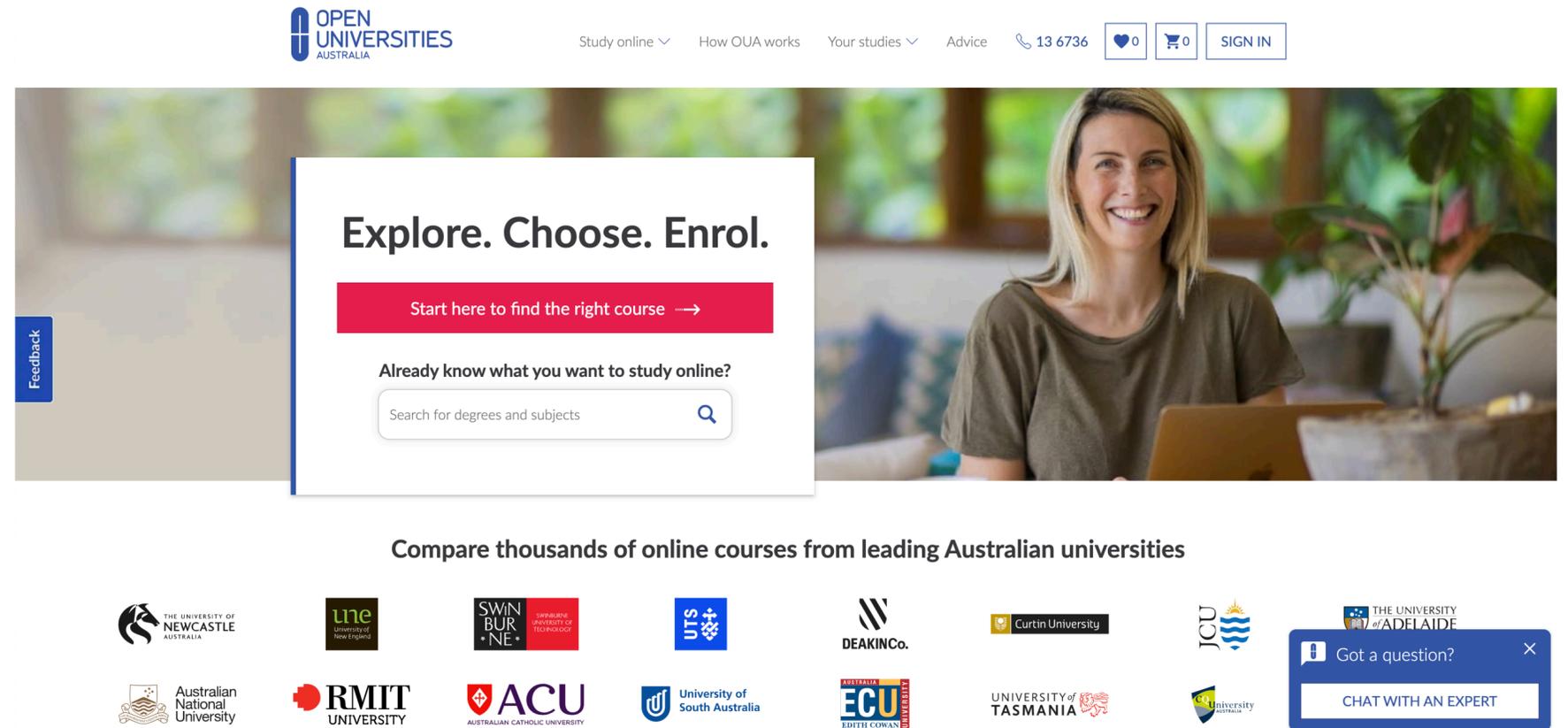
MY ROLE & OUTCOME

Armed with the data and analytics gathered internally, I worked collaboratively with CX, CRM and my own Enrol/Study delivery team. I led the project by strategising and planning one key user research “Tell us your story” that would allow the team to conduct a set of continuous discovery. This key user research was intended to understand the psychology factors of the prospects’ pains and needs. Key personas were segmented and interviewed to help assess the enrolment experience journey.

I orchestrated the continuous discovery proposing the organisation to fully utilise their NPS, marketing initiatives and and social media pages.

UPDATE

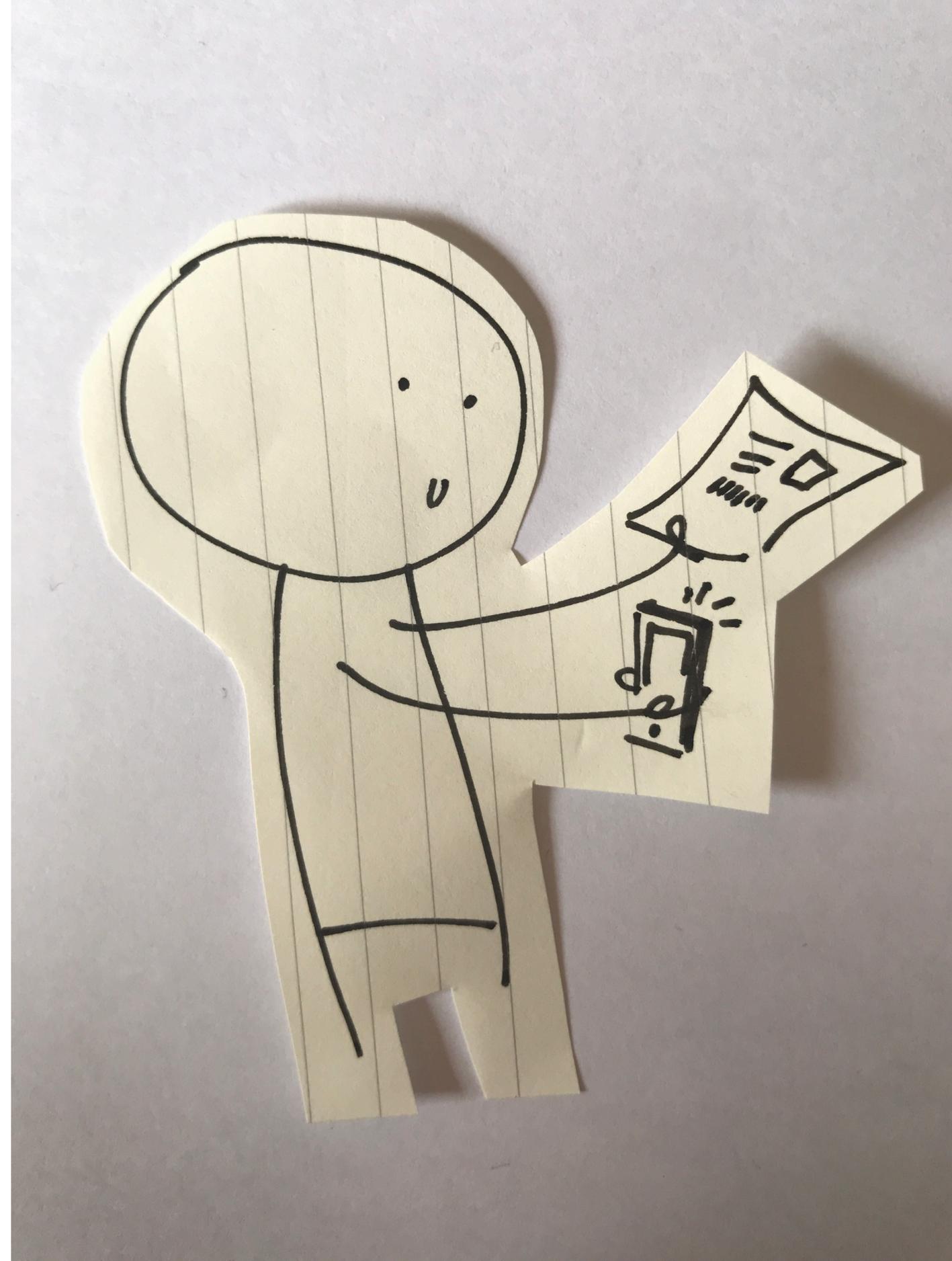
The research informed valuable insights helping the organisation organisation to define and refine not only for the enrolment but other key micro moments in OUA’s website and Student Hub for improvements.



From Feb 2019 - Jan2021

NBN HR Tech and Services

UX uplift for Workday system self serve and technology as enablement.



EW Automation

PROBLEM STATEMENT

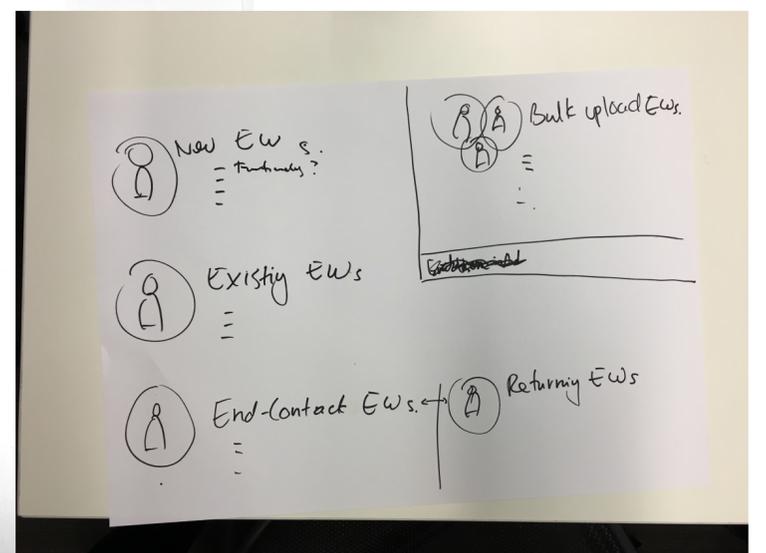
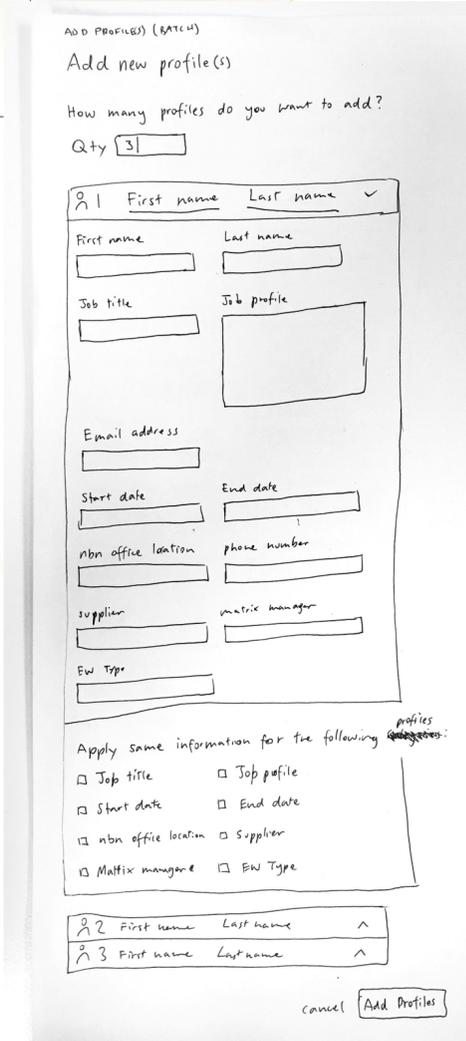
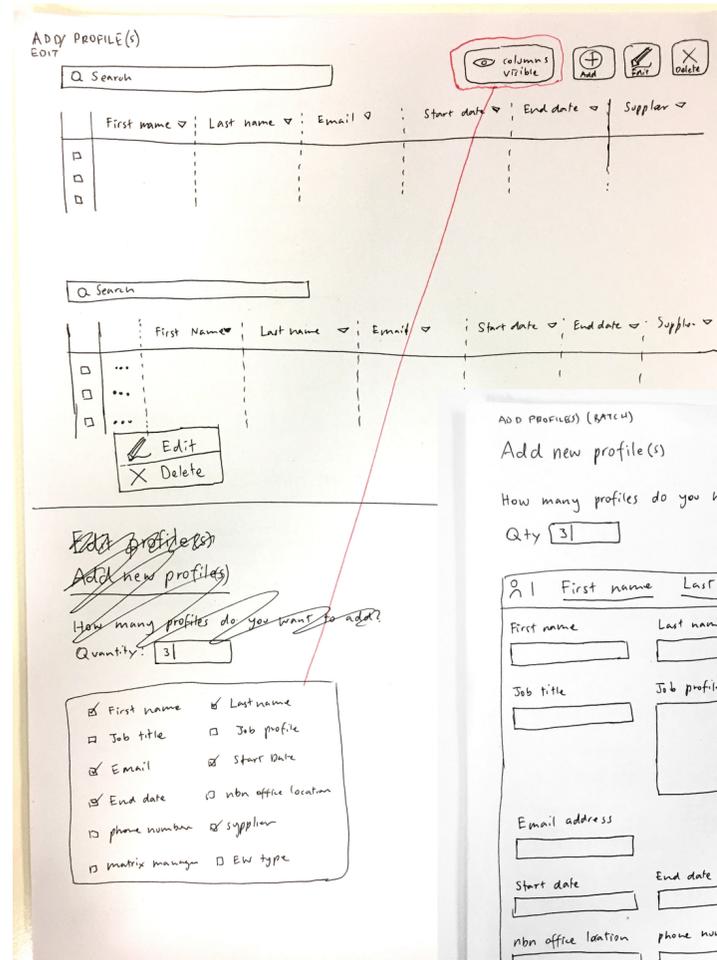
The current onboarding, change details and ending EWs contract (external workers) processes at nbn is manual and not integrated into Workday application. This creates problems such as; managers not being aware who their new EWs; creating downstream problems like confusion and delays from access requests to approving leaves and rolling off or termination of a contract.

MY ROLE & OUTCOME

I led the design process from discovery research, integration and interaction flow ideation to implementation in order to redefine the existing journey of onboarding EWs, change details and ending the contract of EWs for People Central, SEO Shared Services, Matrix Manager (SEO and non-SEO).

The proposed journey for managers was prototyped and built using Workday Cloud Platform capability.

EW-Automation Whiteboarding Co-design Activity

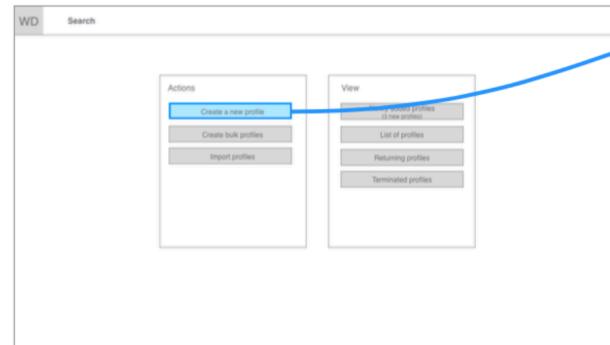


EW-Automation (Cloud) Wireframe

User Flow A1

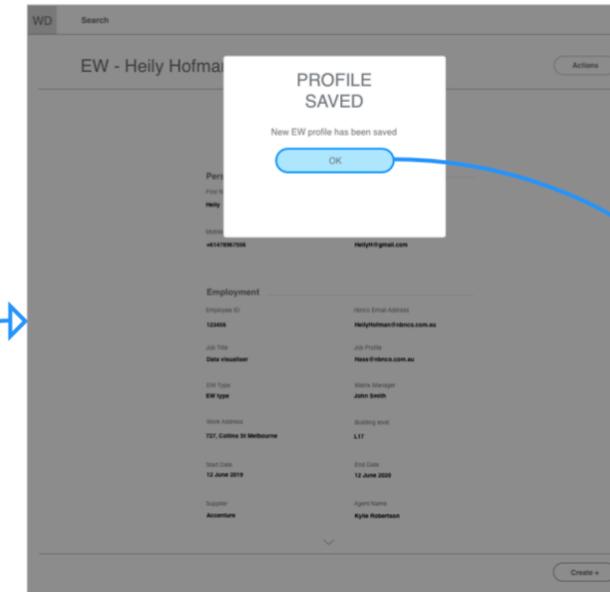
Create a profile – Card option

As a user I want to create a new profile



1 Under 'Actions', click 'Create a new profile'.

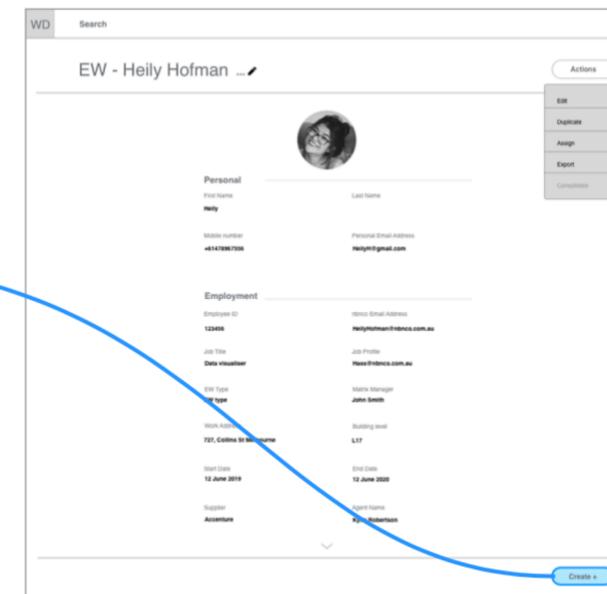
2 Fill in the profile's data and click 'Save'



3 Your profile has been created. Click 'OK' to proceed.

Selected	Name	Email	Mobile	EW Type	Job Title	Home Office Location	Mobile Manager	End date	Start date	Supplier
<input checked="" type="checkbox"/>	Heily Hofman	heily@franca.com	+614 80690278	sample	Data Visualiser	727 Collins St, Melbourne	Kyle Robertson	12 June 2020	12 June 2019	Accenture
<input type="checkbox"/>										
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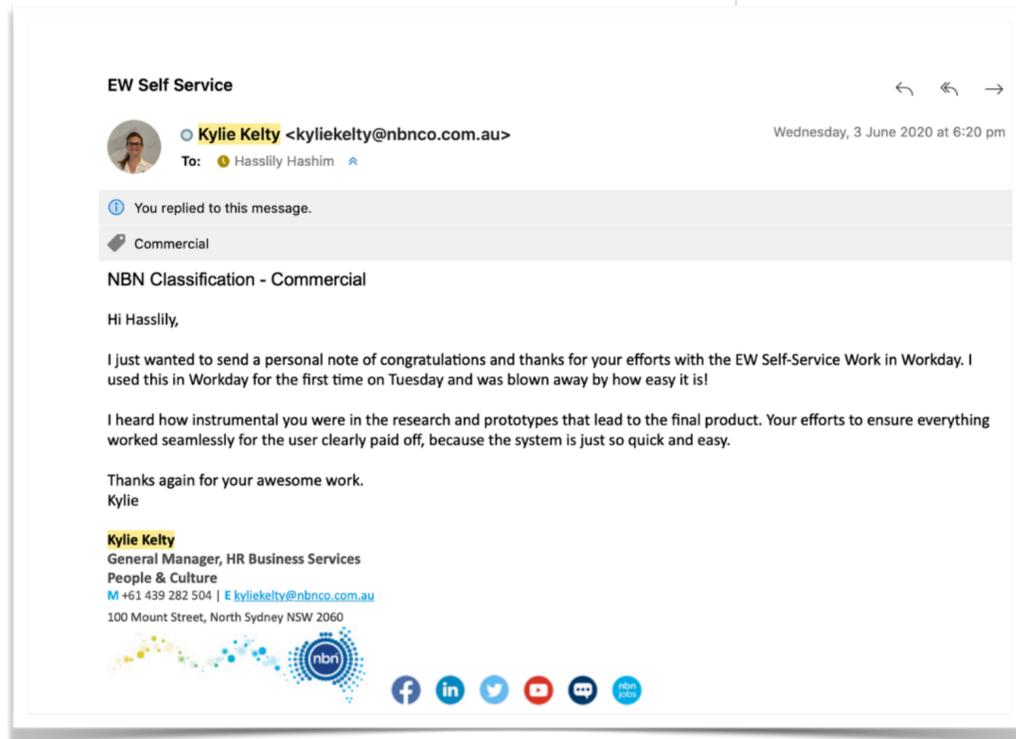
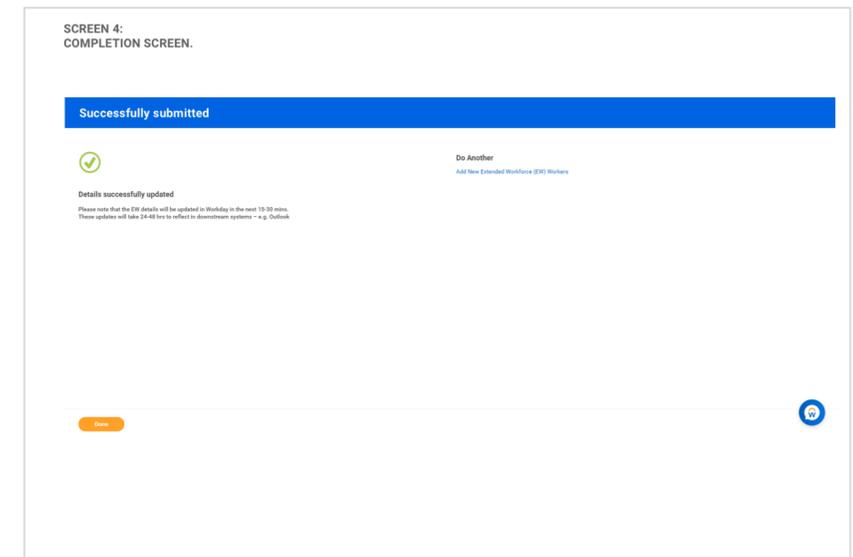
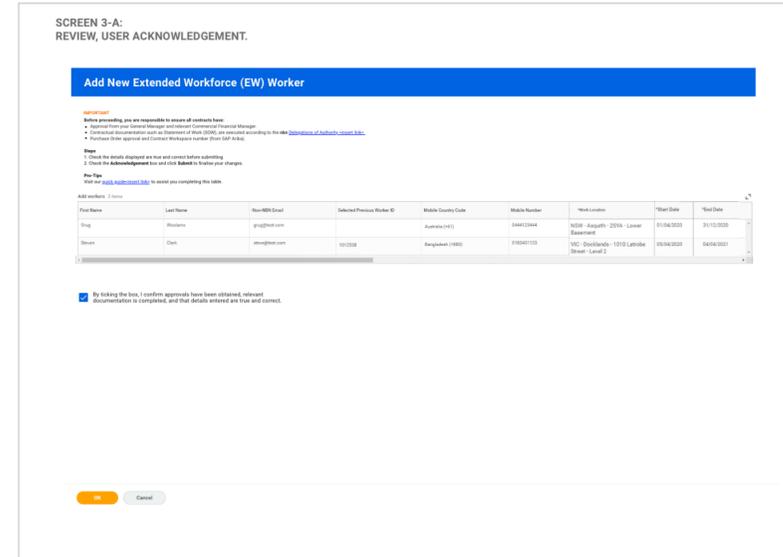
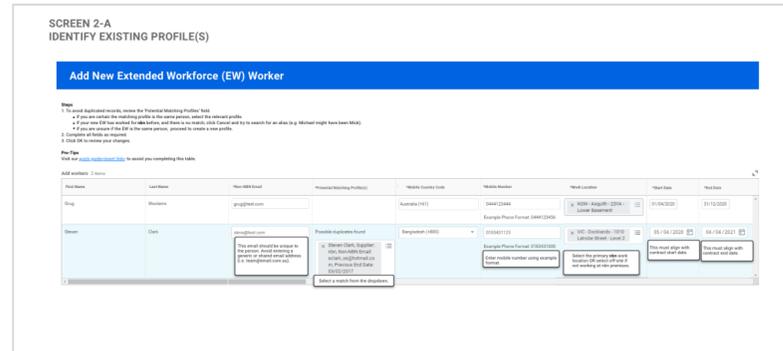
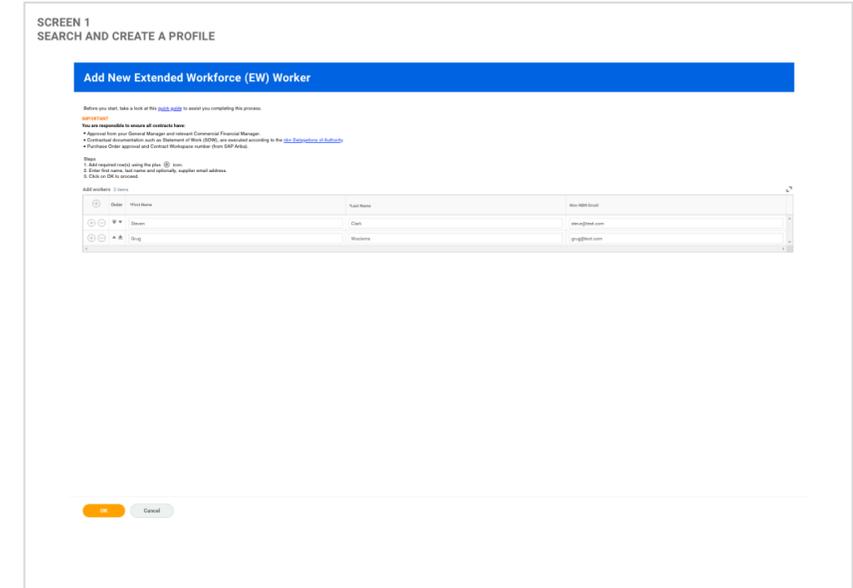
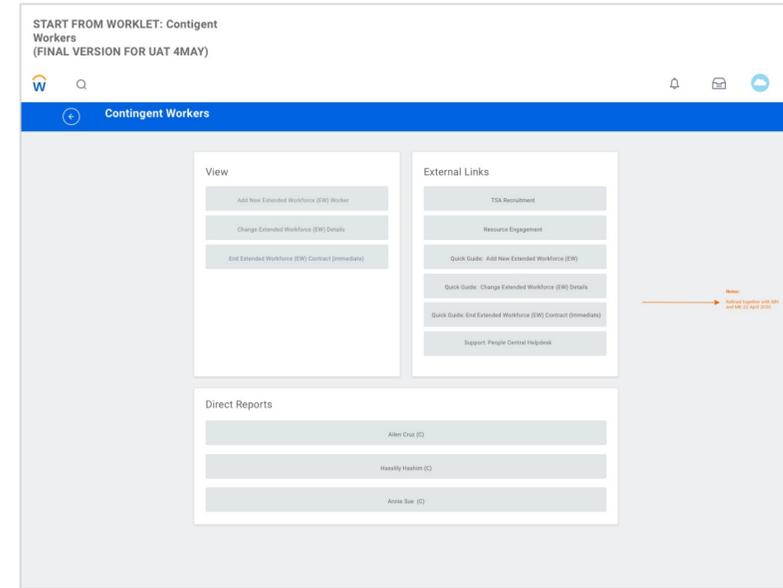
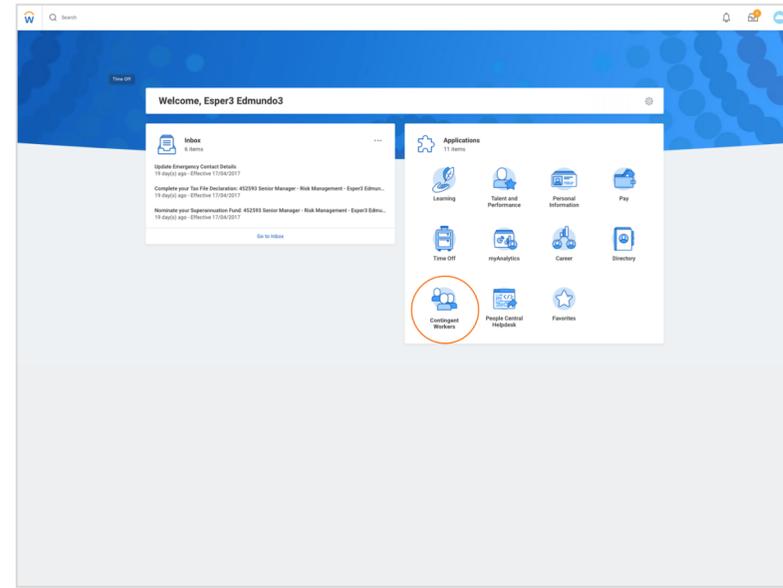
5 The new profile has been added.



4 View the data that you have saved. Click 'Create' to add the profile.



EW-Automation Final



Manager Experience Research

PROBLEM STATEMENT

Workday HR system homepage consists of quick entry call to action buttons. Besides the self-serve benefit built for nbn's employees to access their leave, learning videos, inbox to approve requests and many other capabilities offered by Workday; the user experience of the homepage was poor. Many managers complain that the CTAs are not self-explanatory, resulting in confusing navigations and overlapped information.

MY ROLE & OUTCOME

I conducted managers focused research on validating the problems. This holistic research has informed the stakeholders and delivery team on the direction of the critical initiative enhancements (from 2018-2021) for the benefits of nbn's employees.



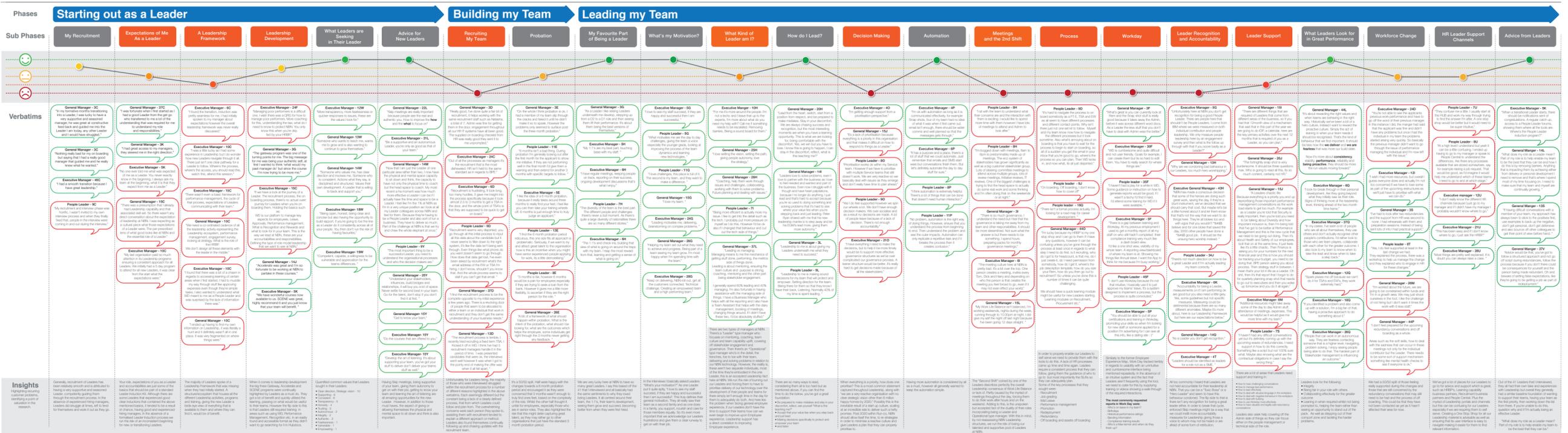
NBN Leadership Experience Map - Current State

07-05-2019 - V1

Leader Interviews = 41

Executive General Managers = 5 General Managers = 12 Executive Managers = 13 People Leaders = 11

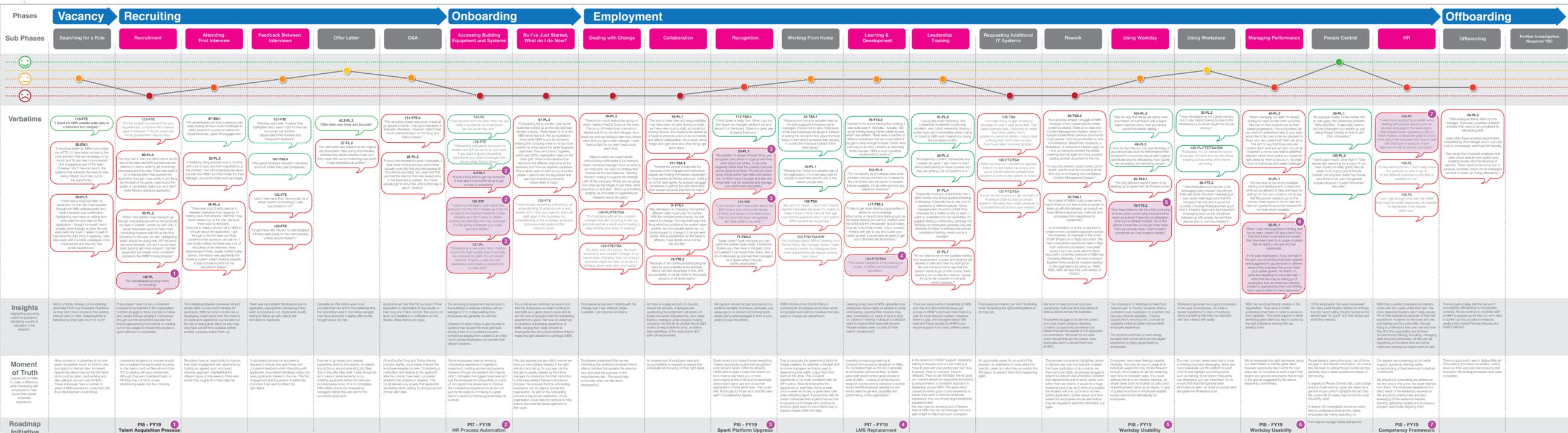
Saturation of feedback, overwhelming responses, possible NBN focus point. Opportunity to improve Leadership experience.



NBN Employee Experience map - Current state

28-01-2019 - V1

Saturation of feedback, possible NBN focus point. Opportunity to improve Employee experience.



We do have a problem!

The Workday homepage is convoluted with **confusing navigation**, which could impact the end users' efficiency of use. Worklets are not self-explanatory with some of the information are overlapped.

No worries! Let's set a plan.

Business vision and goals
Making the navigation simple and easy to improve efficiency of use.

How?
By gathering pieces of evidence through holistic experience research.

What's the first step?
Scoping by understanding the problems and limitations from the business and development teams using UX Lean Canvas.

Let's find out...

The contextual inquiry study

The research **focuses** on improving the navigation experience in Workday.

A **Job-To-Be-Done** framework is used to validate the current flows when the user is trying to perform the task related to their day-to-day job. This will inform us multifaceted themes on how the current flow is impacting their mental-models, behaviours and feelings.

Scoping the potential problems that valuable to the business and the users

LEAN UX CANVAS

Title: Workday homepage experience assessment

Date: 9April2019
Iteration: _____

1. Business Problem Identify the problem - WHAT problems are we solving? The Workday homepage is convoluted with confusing navigation, which could impact the end users' efficiency of use. Worklets are not self-explanatory with some of the information are overlapped. So, we would like to capture some evidence about the experiences of the users.	2. Business Vision & Goals WHY is that problem important to be improved to shape the desired vision that adds value to the end users experience / change of behaviour? Make navigation simple to improve efficiency of use.	3. Target User WHO are user we would like to improve the experience first? 1. Managers (first priority) - • General / Senior Management • Management / Professional 2. Employee
4. User Goals WHAT are the goals these users trying to achieve? 1. To increase understanding of what they can access and do in Workday (self-service). 2. Efficiently, performs their most important day-to-day tasks.	5. Solution Ideas / POV HOW might we achieve that vision? e.g. product / feature / enhancement ideas we think could help the users achieve their goals. We may improve the experience by collaborating with dev and change management teams: <ul style="list-style-type: none"> To present the navigation problems to get some improvement recommendations based on the end users' need. If we can't solve the problems with system configuration, we need to work closely with change management to provide better support for managers using Workday. 	6. Limitation WHAT do we know that might be a show stopper? Due to some technical limitation, we know that some solution ideas might not be possible to develop.
7. Hypothesis Statement from combined assumptions 2, 3, 4, 5 = "We believe that (business outcome) will be achieved if (user) attains (benefits) with (feature)". 1 hypothesis for 1 idea. We believe by making the navigation simpler, it will help improve managers' self-service of HR transaction. Therefore, the managers could perform their most important tasks efficiently with fewer clicks and save time.	8. Riskiest assumption we need to learn List of most risky assumptions from the hypothesis. . 1. We assumed that managers would like to use Workday but don't have a clear idea how. 2. We assumed that all users using worklets as the entry point to perform their tasks 4. We believe that the worklets are intuitive that the users understand what each worklet means. 5. We assumed that the users use desktop rather than mobile app to access Workday.	9. Validate the assumptions WHAT might be the right methods to validate the assumptions? Contextual inquiry - Participants to walk through their most important tasks so we could understand their mental model. Ask what works, what doesn't and what is desirable to improve the experience. Worklets template - Opportunity to understand which worklets are important to them, what each worklet means and what they do.

One pager UX Research Plan - Validating the problems holistically

UX RESEARCH PLAN

Type of testing: Workday homepage experience assessment

Date: 9April2019
Iteration: _____

1. Research Background WHICH assumption / hypothesis are we investigating? What are the desired goals of the improved experience? Workday homepage has a convoluted with confusing navigation impacting the end users' efficiency of use. The worklets are not self-explanatory with some of the information are overlapped in another worklet. We would like capture some evidences about the experiences from the users.	2. Research Focus / Problem statement WHY are we doing this test? What are the benefits. What are the risks of not doing it? The research focuses on homepage navigation experience in Workday. The Job-To-Be-Done framework will be used to assess the current flows when the user is trying to perform the task related to their day-to-day job. This will inform us how the current flow is impacting their behaviours, feelings and needs.	3. Research Objectives WHAT is the evaluation goal? Write ONE short statement. To learn the pains, the gains and the right experience desired by the users in performing and completing tasks in Workday. To learn which platforms are accessible for the users to perform their task. (Desktop vs Mobile)
4. Participants WHO are the participants? How many? 5 -10 Invitation date: 12/4-1/5 Key characteristics: 1. Users of a mixed platforms - desktop, phone & tablet	5. Stakeholders WHO are the stakeholder involved? Rosalba Guy Megan Kenny Sam. C	6. Methods to be used WHAT research methods might we use to address the problems? Contextual inquiry - Participants to walk through their most important tasks so we could understand their mental model. Ask what works, what doesn't and what is desirable to improve the experience. Worklets template - Opportunity to understand which worklets are important to them, what each worklet means and what they do.
7. Questions to be asked 3-5 questions Current behaviour: 1) Other than the requested tasks or actions send through emails, what do use Workday for? 2) Do you always use it via mobile or desktop? 3) What is the most important task you do using Workday? When and how often? 4) Talk me through, step by step. 5) Any feedback about things that currently frustrate you? 6) Is there anything you wish to have to support your need in Workday?	9. Responsibilities Who will involves in the test and what are their responsibilities? Hasslily Hashim - UX researcher	8. Outcomes WHAT might be the outcome? Outcome: Qual - An archetype of each targeted user with their own mental model to complete the task, pains, gains, and desire.
	10. Time & Location Where and when the test take place? When and how the results be shared? Proposed date: 23, 24 and 26 April Location: nbn offices - 727 Collins st, 656 Elizabeth st, 818 Bouke st, 655 Collins st	11. Equipment What equipment needed? How will we capture the data? • Laptop • Recording device • Tactile - Worklets templates

THE 10 PARTICIPANTS WE TALKED TO Quantitative data gathered by Megan Kenny

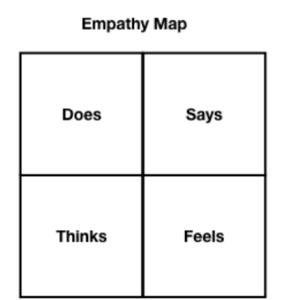
User group / Experience level	Top sign-ons LESS than 5 yrs in nbn	Top sign-ons MORE than 5 yrs in nbn	First 6 months in nbn	Mobile user - MORE than 7 yrs in nbn	Mobile user - LESS than 7 yrs in nbn	Lowest sign-ons MORE than 7 yrs in nbn	Regular User
New manager, Not new to nbn, Experienced WD user				Anna (sign-ons: 1688x)		Mag (sign-ons: 330x)	
Experienced manager, New to nbn, New WD user			Rod (sign-ons: 59x)				
Experienced manager, New to nbn, Experienced WD user			Mark (sign-ons: 6x)				Lei (sign-ons: 1626x)
Experienced manager, Not new to nbn, Experienced WD user	Bonn (sign-ons: 10026x)	Kriz (sign-ons: 9242x)		Umma (sign-ons: 1704x)	Nish (sign-ons: 4161x)		Abu (sign-ons: 3251x)

QUESTIONS BY TOPIC

- UNDERSTANDING THE TYPES OF REQUESTED TASKS AND HOW USER FEEL PRIOR COMPLETING THE REQUEST**
 - Q1: What are the common tasks or actions that you prompted to do in Workday and how often you need to do that?
 - Q2: How do you feel about completing that tasks?
- UNDERSTANDING PREFERRED PLATFORM USED AND ENTRY POINT**
 - Q3: Thinking about the tasks you do in Workday, which platform do you often use? Mobile or desktop? And why?
 - Q4: How do you access Workday? Tell me your usual entry point?
- UNDERSTANDING MOST IMPORTANT TASK IN WORKDAY AS A MANAGER**
 - Q5= Tell me one important task that you required to complete in Workday? When and how often? Do you click on the worklet to access it?
 - Q6= OK, talk me through, step by step about the most important tasks you have to do.
 - Q7= Any feedback on experience that currently frustrate you?
- UNDERSTANDING OTHER USER NEEDS AND EXPECTATIONS IN WORKDAY.**
 - Q8= Is there anything you wish you could do or see in Workday to support your role as a manager?
 - Q9 = Other than the requested tasks or actions send through emails, what do use Workday for?
 - Q10 = Thinking out loud, tell me what are these worklets mean. Do you know what they're for?

How we shaped the questions

Questions were structured to capture feedback as job-to-be-done (task-based) fashion so that the input can be mapped against the empathy quadrant.



P3 | Rod | Systems Engineering and Operations | Business Operations Manager | 11 655 Collins St | Session: 2May2019 | New user – joined nbn; Feb 2019

PERSONA
Name: Rod
 Age and status: 47 - married with 1 child.
 Lifestyle: Don't use Workday app outside working days
 Favourite apps/website: Facebook

WORK
 Days of working: 5 days, some days working from home
 Role: Business Operations in SEO – Shared Services. Manager of team that processes requests to onboard new people and software and financial functions. (2months in the role).
 Numbers of direct reports: 15
 Ways of working: Manages FTE – set goals, track performance and rating them in Snapshot. Approves their leave and recruit new resources.

TOPIC: UNDERSTANDING THE TYPES OF REQUESTED TASKS AND HOW USER FEEL PRIOR COMPLETING THE REQUEST
Q1: What are the common tasks or actions that you prompted to do in Workday and how often you need to do that?
Q2: How do you feel about completing that tasks?

NAVIGATION EXPERIENCE

1. Recognition to team members

- Uses Spark to provide work recognition for his team.

Worklet used: Spark

PAINS
 Spark system is too slow taking off the motivation of his team to use it.

DOES	SAYS	THINKS	FEELS
Rod talks about Sparks. Rod uses Spark before at other company. It's a good tool, but Spark is a very slow response	"It hard enough to get people to use it dues to that experience"	Spark is too painful to use. He thinks, it will give a bad reflection about the company to his newly joined staffs.	Frustrated - As a people person, he likes to be able to recognise great work done by his team members.
tool hence using it is very frustrating. He expresses that he tries to encourage his team to use it but the team is reluctant to use it because of the poor experience. ----- JOB TO BE DONE When: Rob uses Workday Rob wants to: Use Spark worklet to be navigated to Spark homepage fluent and fast. So Rob can: Proceed to quickly provide a work recognition to one of his team members	"The bloody thing is so slow I can't be bothered"		

DESIRES (IDEAS)

- Improve response time.

WHO?
Snapshot of persona

WHAT - Navigation experience
Questions were structured to capture feedback as job-to-be-done (task-based) fashion so that the feedback can also be validated using the empathy map.

Task: When I want to ... so I can ...

HOW?
Empathy Map: Pains, Gains, Desires



Manager Experience Research

TELLING STORIES OF MANAGERS' EXPERIENCE NAVIGATING WORKDAY

Archetype 4

Bonn

NAVIGATION EXPERIENCE / JOB-TO-BE-DONE

PLAINS

- Unable to request custom reports easily - time consuming.
- No visible front-gate - Have to use global search function to pull "overtime" reports.
- Zero visibility of turn-around time and requires People Central to extract the data.

FEELS

- Feels OK because, there is always opportunities for Workday to improve.
- Feels confident as Workday is straightforward, but could be simpler and self-serve rather than relying on other people.

WHAT CAN BE IMPROVED?

- Have a dedicated front-gate / channel (one stop shop) to pull a custom report to encourage self-serve rather than relying on other people to extract the data.
- Have clear written steps of SLA of how long would be the turnaround timeframe.

LOGIN FREQUENCY
High (up to 12 April 2019)

PLATFORM ACCESS - WORKLET USED

USER TYPES

- Not new to nbn
- Experienced manager
- Top sign ons - Less than 5 yrs in nbn

WORKDAY EXPERIENCE LEVEL

- Experienced WD user

RELATED ISSUES EXPERIENCED BY OTHERS

- My Reports**: Lacking of holistic view of the teams remuneration report that should consist of FTE and TSA employees.
- Birthdays and Anniversaries**: Lacking of holistic view of everyone in the direct reports downstream.
- AMP Manager Dashboard**: Have a goal tracking mechanism and reminders to both managers and team members when to set up and when to review the goals.
- My Team's Talent**: Very uncomfortable having to fill in the long and complex performance management forms.
- My Team's Performance**: Very messy interface. Best to consolidate this two.
- Team's Talent**: Team's Talent and My Team's Performance - Unclear purpose and direction. Frequency wise, how managers should be managing their team's talent and performance.
- My Team's Performance**: No visibility and alert mechanism to know how often information needs to be updated.
- Team's Time Off**: Clunky experience. Dashboard has too much information to consume.
- My Reports**: Lack of visibility to view negative leave balance.
- My Reports**: Submission of exception report - Unclear content and forms are too small, resulting in a discrepancy of data.

Rod

NAVIGATION EXPERIENCE / JOB-TO-BE-DONE

PLAINS

- The overall recruitment process is clunky and not easy.
- Painful, long and convoluted process hiring a FTE employee, takes 2 months the whole process.
- System is not sophisticated.
- No role selection, grading automation to ease the step of hiring.

FEELS

- Feeling frustrated.
- Wasted a lot of time trying to follow the process.

WHAT CAN BE IMPROVED?

- Make the process simple.
- Make grading automated, so that managers can make selection in the system rather than to fill in the form and write the requirements and wait for someone to respond with the grading recommendation.
- Have inline validation to alert user the missing mandatory items.

LOGIN FREQUENCY
Medium (up to 12 April 2019)

PLATFORM ACCESS - WORKLET USED

USER TYPES

- New to nbn
- First 6 months
- Experienced manager

WORKDAY EXPERIENCE LEVEL

- New WD user

RELATED ISSUES EXPERIENCED BY OTHERS

- Hire**: Spark system is too slow taking away the motivation of his team to use it.
- Spark**: Limited visibility - not having a holistic view of FTE and TSA employees at one place.
- Time-Off**: Limited visibility - Not having a holistic view of the teams' remuneration reports for both FTE and TSA employees in one spot.
- My Reports**: No reminders - have to be reminded by other team member.
- Birthdays and Anniversaries**: Inconsistent experience - All the courses have different navigational style of flow.
- myLearning**: Unfamiliar look and feel, content structure and the length of time in every courses are also different. This creates higher cognitive loads as the manager has to learn how to navigate every time.
- myLearning**: Viewing team's outstanding courses is not intuitive.
- Directory**: Uncommon directory hierarchy that starts from manager to co-worker.
- AMP Manager Dashboard**: Not able to upload own photo on the org chart - had to call People Central for help and go through unnecessary steps.
- AMP Manager Dashboard**: Unclear labelling and path - Educate users about hidden function such as the Snapshot that is actually one of the path hidden in AMP Manager Dashboards.

Nish

NAVIGATION EXPERIENCE / JOB-TO-BE-DONE

PLAINS

- Lack of confidence to navigate around, as the learning is time-consuming.
- Interface and actions are not intuitive hence taking time to understand.
- AMP Manager Dashboard serves a better purpose than My Team's Performance although a lot of guesswork to do.

FEELS

- Feels lack of confidence to consume this page as it feels different than the paper-based.
- Feels overwhelmed as he has to learn what different the information being displayed.

WHAT CAN BE IMPROVED?

- Have a clear at a glance visualisation snapshot of the team's performance capturing their milestone.
- Consolidate overlapped worklets.
- Make interface more intuitive.
- Simplify steps.

LOGIN FREQUENCY
High (up to 12 April 2019)

PLATFORM ACCESS - WORKLET USED

USER TYPES

- New to nbn
- Experienced manager
- Mobile user - in less than 2 yrs

WORKDAY EXPERIENCE LEVEL

- Experienced WD user

RELATED ISSUES EXPERIENCED BY OTHERS

- My Team's Performance**: Talent and Performance - Unclear purpose and direction. What are the frequencies expected from managers to manage their team's talent and performance? No visibility and mechanism to add how often information needs to be updated. Very clunky experience as dashboard has too much information.
- AMP Manager Dashboard**: It's hard for a new manager to remember how to navigate to view the team members' performances and goals. Talent & Performance, My Team's Talent and the AMP Manager Dashboard look similar. Very confusing.
- My Team's Performance**: Feels panic - when trying to submit completed reviews for the team's superior because of the unclear instruction about the "visibility" (who can see when).
- myLearning**: Snapshot is also not intuitive. Manager should be able to see a link to quickly access the person's snapshot without having to drill in.
- AMP Manager Dashboard**: AMP Manager Dashboard - "It's really hard to use. It's too busy. Really not of the things you can see you can get lost in the sea of red. You have to scroll across. It's bad design".
- myLearning**: Limited visibility - Not able to see real-time progress.
- myLearning**: Limited visibility - Not able to see job requisition real-time progress.
- myLearning**: Limited visibility - Not able to see what can be searched (i.e. can I search for a phone number?).

TELLING STORIES OF MANAGERS' EXPERIENCE NAVIGATING WORKDAY

The Severity Map
Issues raised by the managers grouped by 3 key themes to support their needs in utilising Workday. The severity levels suggest the improvement needs to be done as they may impact on the manager's efficiency and productivity of work.

USABILITY
How easy to use the features and find what they need.

AUTOMATION
How immediate and fluent the flow to support the users' goals.

BEHAVIORAL CHANGE
How improving usability and automation could increase users' motivation and self-determination to utilize Workday.

SEVERITY
High
Medium
Low

WHAT EXPERIENCE IMPORTANT TO THE USERS?

- Automation** = How efficient it is to support user needs
- Immediacy** = How fast can the endusers get the information by themselves (Self service) (Principles of HCI)
- Flow fluency** = How clear the flows to keep the users in the zone to get the job done quickly (Psychology of Flow)
- Consistency** = Seamless experience across platforms (PICK's law)
- Visibility** = How easy it is to find what they are looking for (PICK's law)
- Intuitive** = Clean and intuitive interface aligned to accessibility & usability standard
- Functional aesthetic (less clicks)** = How simple it is but still pleasurable to use
- Engagement** = Fluent flows motivate the users, hence increases the engagement. This provides rewarding habits for the users to use Workday in supporting daily roles (Hook principles framework)
- Trustworthy** = Clarity of content and data accuracy



Read the detail report & synthesis



Read the detail report & synthesis



UX Content: Workday GEL, JTBD

PROBLEM STATEMENT

Our employees complain that too many notifications from Workday were sent and they are long and hard to read.

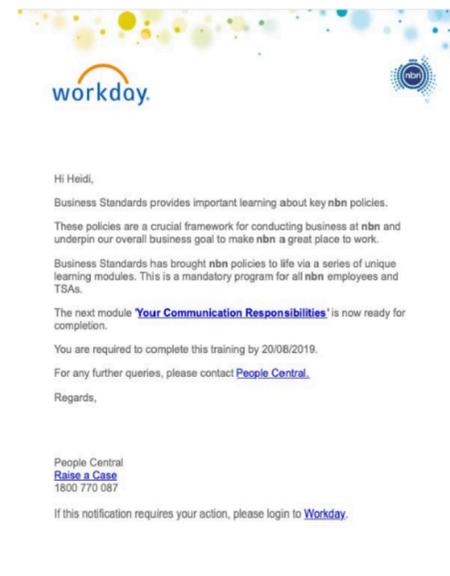
MY ROLE & OUTCOME

Paired with another researcher, we run A/B test with samples containing business banner and with just the nbn/Workday banner. We also tested with and without applying Workday GEL. The aimed was to construct People Central notifications that are easy for employees to read and understand.

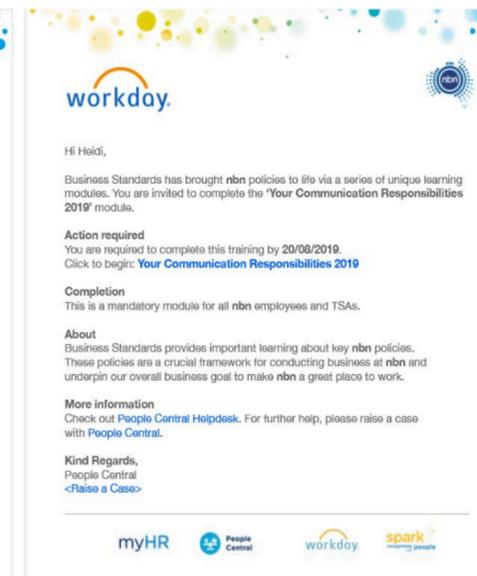
Consistency of branding used and subject lines remains important for easy recognition. I created some templates to guide the stakeholders and our Workday developers on how the content should be written and built focusing on Job-to-be-done.

Prototype 1 – Business Standards - Employees

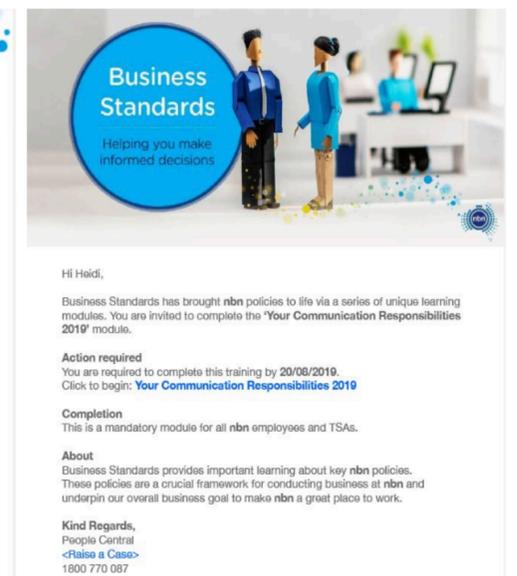
Template A
Current WD banner
and copy



Template B
Current WD banner with Updated copy
& Updated sender



Template C
Updated Banner, Updated copy
& Updated Sender



Research Hypothesis

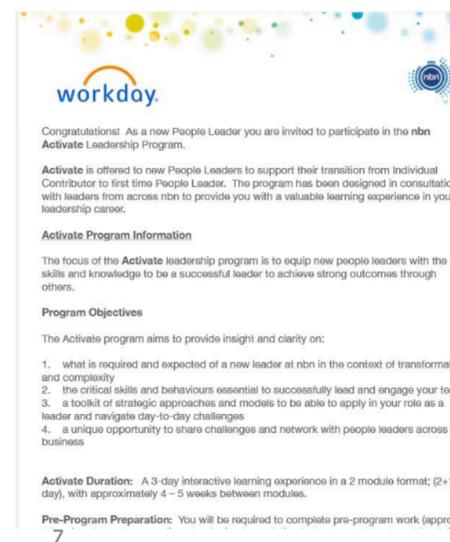
The branding of notification emails have changed. Different notification emails for Business standards, Learning or OD course updates have been suggested so to not confuse employees.

If unchanged, this may result in employees disregarding important notification emails that trigger either registration or course completion.

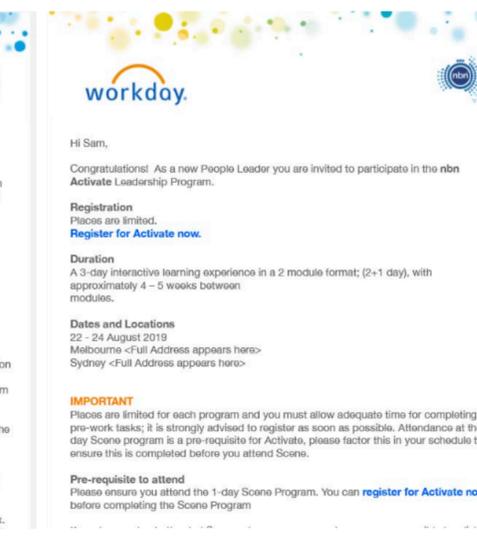
As a result, further no shows can occur which affect both compliance regulations and have large cost implications.

Prototype 2 – Leadership Program - Leaders

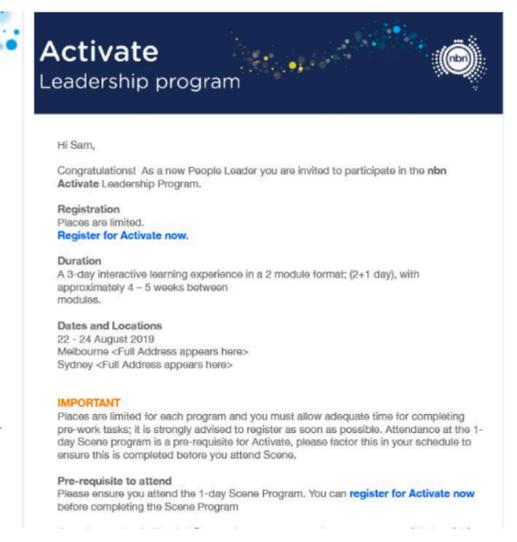
Template A
Current WD banner
and copy.



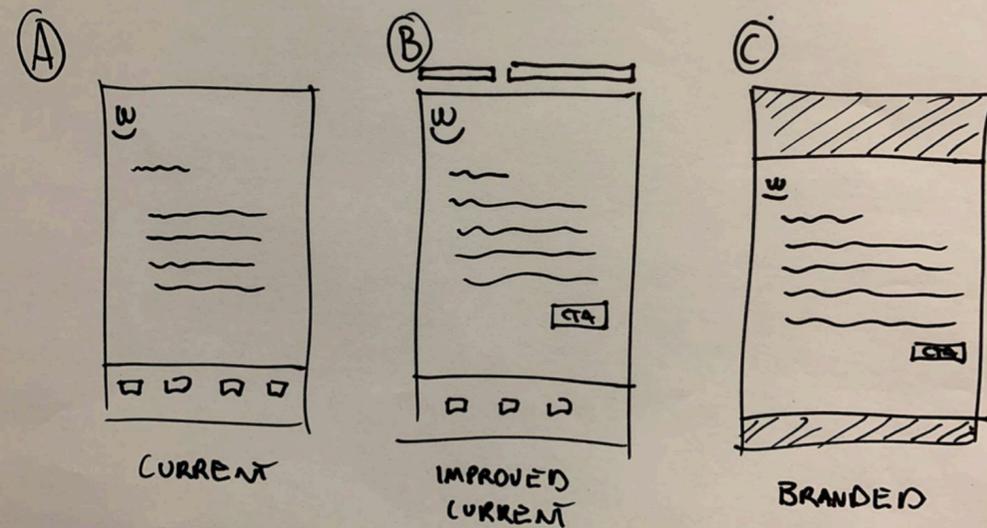
Template B
Current WD banner with Updated copy
& Updated sender



Template C
Updated Banner, Updated copy
& Updated Sender



We'd like to test 3 different templates



Template A would be a current Notification.

Templates B and C will be mocked up.

UX Content: Workday GEL, JTBD

GEL (GLOBAL EXPERIENCE LANGUAGE) FOR WORKDAY at nbn

EMAIL NOTIFICATION

style guide and content hierarchy

Sender

- Specify sender

Label **Subject line**

- **Label** + **Subject line**
e.g. Confirmation Action Required Urgent e.g. 2 month probation review

To: Recipient name

Banner

- Banner with nbn logo

Hi <First Name>,

- Greeting
Simplistic with recipient's first name

Context

- Context
A clear 1-2 lines of text focuses on the intent on the email

IMPORTANT

- Important Message
Describe what the user needs to be aware of in 1-2 lines
Label: CAPS in **Orange** (alert colour in Workday).

Required Action

- Required Action / Call to action with hyperlink
Important call to action must be visible on the first half of the email body
Use Job-To-Be-Done framework to shape a clear task-based action or instruction
Use numbered list when the required action are in steps
Use dot points if the list doesn't required steps

What to Expect

- What to Expect
Use numbered list when the required action are in steps
Use dot points if the list doesn't required steps

Supporting Details

- Supporting Details
e.g. Requested by: <Full name: First Name Last Name>
Requested date: <dd/mm/yyyy>
Waiting time: <days>
Due date: <dd/mm/yyyy>

More Information

- More Information / Help / Support
Paragraph: Try to simplify the content and should not be more than 5 lines
Use numbered list when the required action are in steps
Use dot points if the list doesn't required steps
Hyperlinks should always in **Blue**

Regards,

- Sender Signature
Keep the existing feature for consistency. e.g. Regards, People Central Raise a Case 1800 770 087
If this notification requires your action, please log in to [Workday](#)

Footer

- Footer
Keep the footer simple with just enough information.

Email notification examples

Sender

Label Subject line

To: Recipient name

Banner

Hi <First Name>,

Context

Regards,

Footer

Basic notification

Sender

Label Subject line

To: Recipient name

Banner

Hi <First Name>,

Context

What to expect

-
-
-

More Information

Regards,

Footer

Notification with 'what to expect' information

Sender

Label Subject line

To: Recipient name

Banner

Hi <First Name>,

Context

IMPORTANT

Required Action

- 1.
- 2.
- 3.

Regards,

Footer

Displaying 'important information' and 'required action' information.

Sender

Label Subject line

To: Recipient name

Banner

Hi <First Name>,

Context

Required Action

1. [Link](#)
- 2.
- 3.

More Information

Regards,

Footer

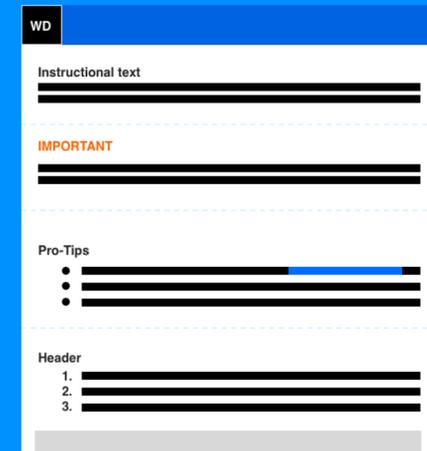
Displaying 'required action' with a hyperlink.

UX Content: Workday GEL, JTBD

GEL (GLOBAL EXPERIENCE LANGUAGE) FOR WORKDAY at nbn

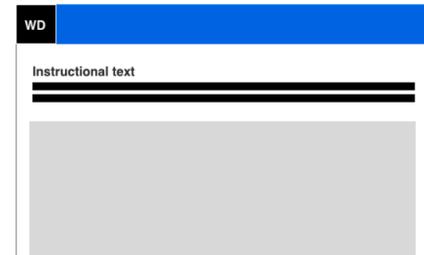
INSTRUCTIONAL TEXT & GUIDED TEXT

style guide and content hierarchy

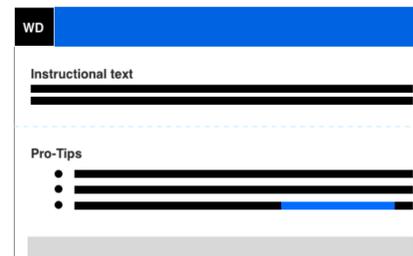


- Instructional Text**
 No header required
 Use Job-To-Be-Done framework to write a clear task-based instruction (max 25 words)
- Important Message**
 Keep important information at the top
 Use All-Caps for the header in Orange
 e.g.
 IMPORTANT
 MANDATORY
 ACTION REQUIRED
- Pro-Tips**
 Use Pro-Tips section to place references or guides.
 Use dot points instead of numbered list
- Header**
 Additional information or steps
 Use numbered list when the required action are in steps
 Use dot points if the list doesn't required steps

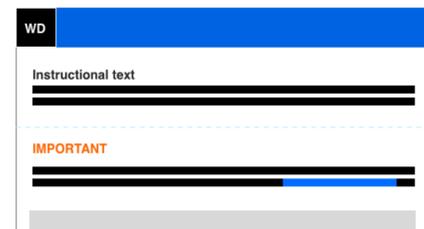
Variation of instructional text



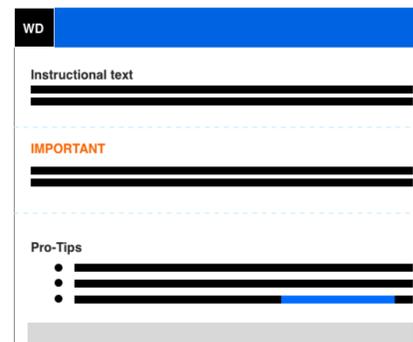
Instructional text only



Instructional text with 'pro-tips' and an embedded hyperlink.



Instructional text with 'important' information and an embedded hyperlink.

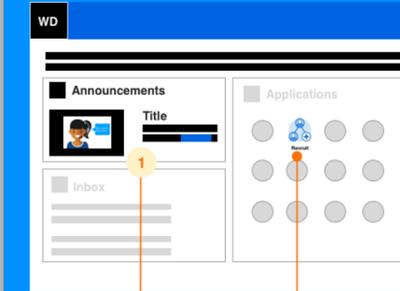


Instructional text with 'important' information, 'pro-tips' and embedded hyperlink.

GEL (GLOBAL EXPERIENCE LANGUAGE) FOR WORKDAY at nbn

WORKLET'S ANNOUNCEMENT

style guide and content hierarchy



Announcements

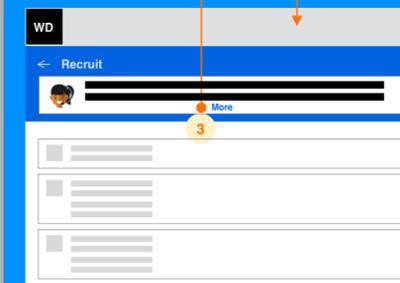
Picture placeholder - Keep the picture consistent, please use nbn's people illustrations

Add:
 + Title
 + Description or link(s)

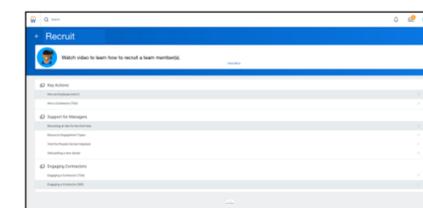
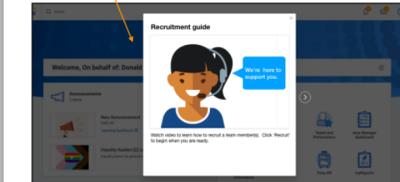
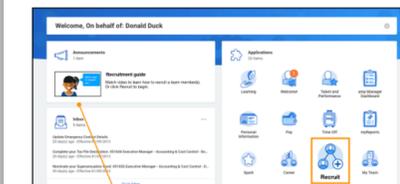
+ Ensure to write the wording with user-action first (use Job-To-Be-Done framework) as this is a global text box.

+The description can have links embedded.

+The description / links will also be displayed on the next step/screen when user clicks on this announcement box. See example of steps below.



Example



UX Content: Workday GEL, JTBD

GEL (GLOBAL EXPERIENCE LANGUAGE) FOR WORKDAY at nbn

EMAIL NOTIFICATION

style guide and content hierarchy

<p>Sender</p> <hr/> <p>Label Subject line</p> <hr/> <p>To: Recipient name</p>	<ul style="list-style-type: none"> Specify sender
<p>Banner</p> <hr/> <p>Hi <First Name>, Context</p> <hr/> <p>IMPORTANT</p> <hr/> <p>Required Action</p> <ol style="list-style-type: none"> 	<ul style="list-style-type: none"> Label + Subject line e.g. Confirmation Action Required Urgent e.g. 2 month probation review Banner with nbn logo Greeting Simplistic with recipient's first name Context A clear 1-2 lines of text focuses on the intent on the email Important Message Describe what the user needs to be aware of in 1-2 lines Label: CAPS in Orange (alert colour in Workday). Required Action / Call to action with hyperlink Important call to action must be visible on the first half of the email body Use Job-To-Be-Done framework to shape a clear task-based action or instruction Use numbered list when the required action are in steps Use dot points if the list doesn't required steps
<p>What to Expect</p> <ul style="list-style-type: none"> 	<ul style="list-style-type: none"> What to Expect Use numbered list when the required action are in steps Use dot points if the list doesn't required steps
<p>Supporting Details</p> <hr/> <p>More Information</p> <hr/>	<ul style="list-style-type: none"> Supporting Details e.g. Requested by: <Full name: First Name Last Name> Requested date: <dd/mm/yyyy> Waiting time: <days> Due date: <dd/mm/yyyy> More Information / Help / Support Paragraph: Try to simplify the content and should not be more than 5 lines Use numbered list when the required action are in steps Use dot points if the list doesn't required steps Hyperlinks should always in Blue
<p>Regards,</p> <hr/> <p>Footer</p>	<ul style="list-style-type: none"> Sender Signature Keep the existing feature for consistency, e.g. Regards, People Central Raise a Case 1800 770 067 If this notification requires your action, please log in to Workday Footer Keep the footer simple with just enough information.

Email notification examples

Sender

Label Subject line

To: Recipient name

Banner

Hi <First Name>,
Context

Regards,

Footer

Basic notification

Sender

Label Subject line

To: Recipient name

Banner

Hi <First Name>,
Context

What to expect

-
-
-

More Information

Regards,

Footer

Notification with 'what to expect' information

Sender

Label Subject line

To: Recipient name

Banner

Hi <First Name>,
Context

IMPORTANT

Required Action

-
-
-

Regards,

Sender

Label Subject line

To: Recipient name

Banner

Hi <First Name>,
Context

Required Action

-
-
-

More Information

Regards,

GEL (GLOBAL EXPERIENCE LANGUAGE) FOR WORKDAY at nbn

INSTRUCTIONAL TEXT & GUIDED TEXT

style guide and content hierarchy



WD

Instructional text

IMPORTANT

Pro-Tips

-
-
-

Header

-
-
-

- Instructional Text**
No header required
Use Job-To-Be-Done framework to write a clear task-based instruction (max 25000)
- Important Message**
Keep important information at the top
Use All-Caps for the header in Orange
e.g. IMPORTANT MANDATORY ACTION REQUIRED
- Pro-Tips**
Use Pro-Tips section to place references or guides.
Use dot points instead of numbered text.
- Header**
Additional information or steps
Use numbered list when the required action are in steps
Use dot points if the list doesn't required steps

Variation of instructional text

WD

Instructional text

Instructional text only

WD

Instructional text

Pro-Tips

-
-
-

Instructional text with 'pro-tips' and an embedded hyperlink.

WD

Instructional text

IMPORTANT

Instructional text with 'important' information and an embedded hyperlink.

WD

Instructional text

IMPORTANT

Pro-Tips

-
-
-

Instructional text with 'important' information, 'pro-tips' and embedded hyperlink.

GEL (GLOBAL EXPERIENCE LANGUAGE) FOR WORKDAY at nbn

WORKLET'S ANNOUNCEMENT

style guide and content hierarchy



WD

Announcements

Title

Image

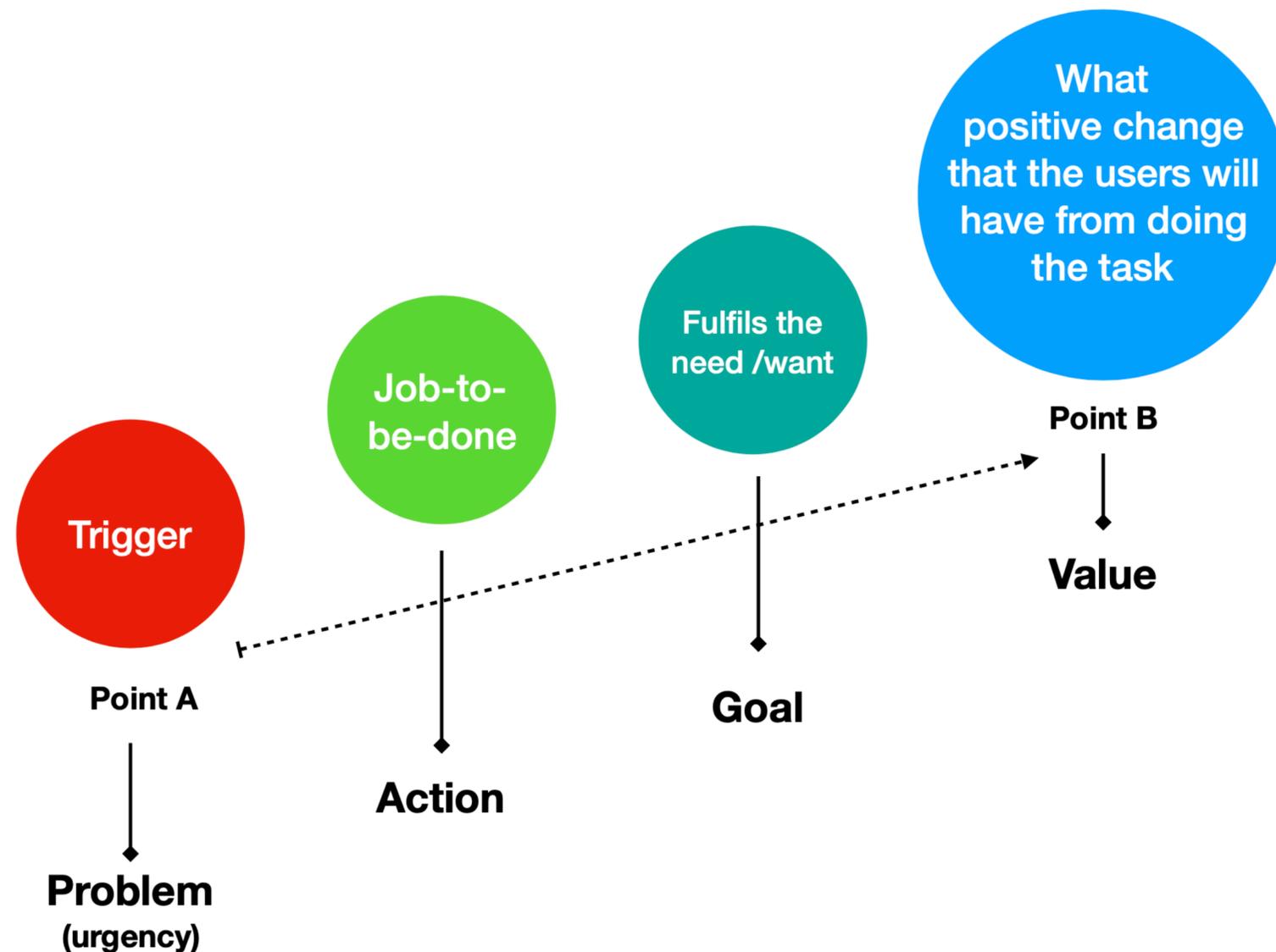
Recruit

- Announcements**
Picture placeholder - Keep the picture consistent, please use nbn's people illustrations
Add:
+ Title
+ Description or link(s)
+ Ensure to write the wording with user action first, use Job-To-Be-Done framework as this is a global text box.
+ The description can have links embedded.
+ The description / links will also be displayed on the next step/screen when user clicks on the announcement box. See example of steps below.

Example

To-Be-Done is a time-boxed sense of urgency that creates a trigger towards fulfilling our need or want with a positive change.

*A trigger (which is the problem) is what defined and shaped the JTBD. When there is a job needed to be done, we will think of an **action** to fulfil our needs so that we can accomplish our **goal** to fix that problem. For the JTBD concept importantly, the goal should provide such value or positive change when accomplishing the task.*



When applying JTBD always think of the added value by accomplished the goal.

You can think of:

What is the trigger to make the user action upon it and what positive impact that the user could have from the action?

If the user needs to action on it, how can I help to improve the end-users experience?

For example, could the action and goals:

+ instils positive change and motivation

+ get the user to enjoy the benefit form the goals

+ empower the user to be productive and efficient

+ increase desire to progress

+ increase self-determination.

People Culture Chatbot

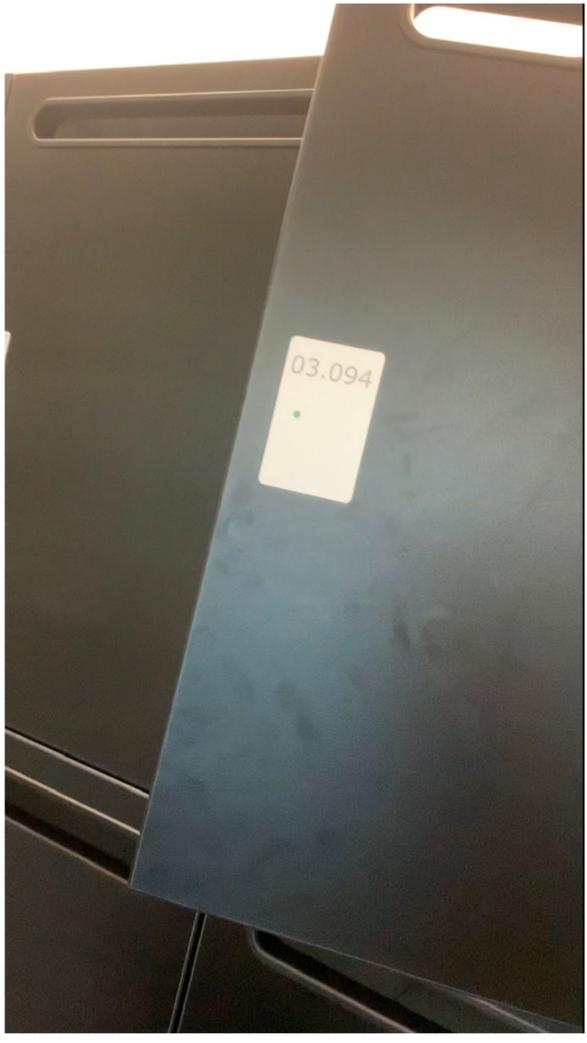
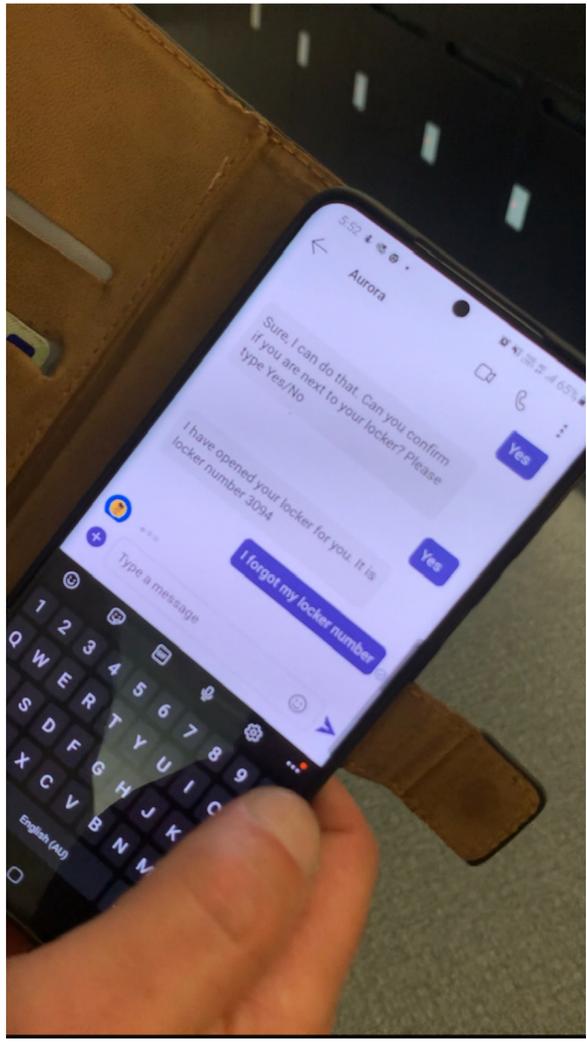
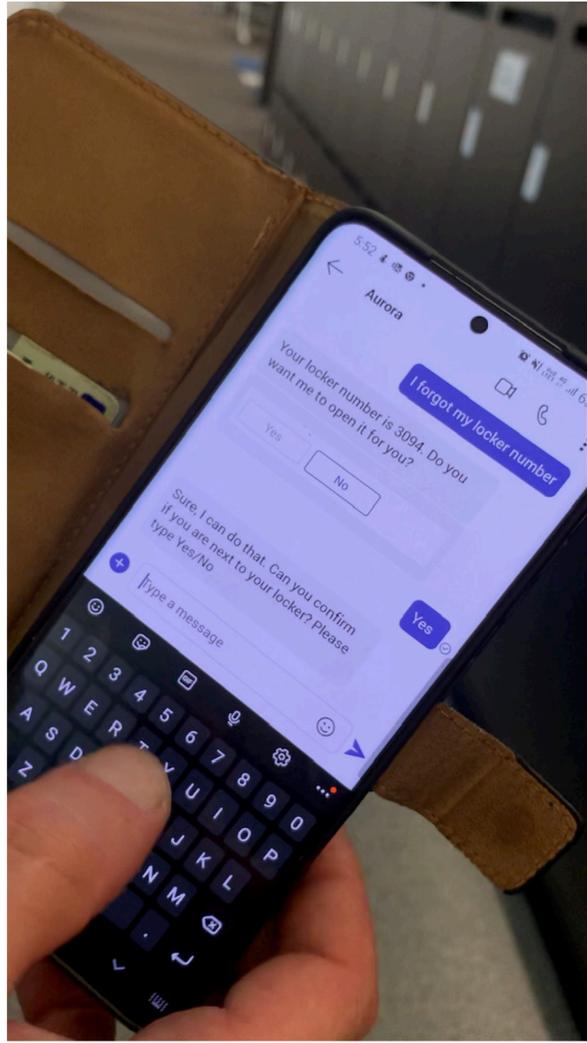
PROBLEM STATEMENT

To align with the business' self-serve initiative, the HR Tech team proposed a chatbot utilising MSTEAM front-end and Amazon Lex conversation to assist the employees with basics requests.

MY ROLE & OUTCOME

I worked with the front-end developer and solution architect to shape the structure of the conversation guide aligned to Amazon Lex. The design work includes the creation of the avatar aligned to nbn's branding and the layer of interaction and conversation based on the availability of information we stored in Sharepoint.

People Culture Chatbot | MStTeams + Amazon Lex



Built solution using MStTeams and Amazon Lex

People Culture Chatbot | MStTeams + Amazon Lex

Not suitable
Existing icons we can use but NOT suitable due to legibility

People and communication

People Central Helpdesk

MStTeams People & Culture Bot

Colour Icon

Colour icon
Size: 32x32pixels
Appearance: Colour icon can be any color (or colors), the background should be your branded accent color.

MStTeams Ref: <https://docs.microsoft.com/en-us/microsoftteams/platform/concepts/build-and-test/apps-packageicons>

6 stars icon voted by team members

Outline Icon

Outline icon - White on transparent background
Size: 32x32pixels
Appearance: The outline icon must contain only white and transparency (no other colors). The icon can be white with transparent background or transparent with a white background. The outline icon should not have extra padding surrounding the icon and should be as tightly cropped.

MStTeams People & Culture Bot - Key Principles to remember

UX and usability

Some key UX to consider for a bot's success:

- Does the bot easily solve the user's problem with the minimum number of steps?
- Does the bot solve the user's problem better/easier/faster than any of the alternative experiences?
- Does the bot run on the devices and platforms the user cares about?
- Is the bot discoverable? Do the users naturally know what to do when using it?

Conversation structure

Conversation Hierarchy	Converse by who	Modules (example only)
1. Onboarding - welcoming the user	Bot	Text only / text + menu
2. Intent* - questions from user	User	Text
3. Utterances* - phrases to invoke user's intent	Bot / can be user	Text only / text + menu
4. Slots - answer / input clarified by the user	User	Text only / text + menu (cards by the bot)
5. Further clarification / utility prompts - "e.g. sorry I don't get that" / repeat step 2-5?	User and Bot	As above
6. Fulfillment - answer / information to be presented to the user (in-app browsing starts here)	Bot	Text + cards / text + menu
7. Closing / (can be a Fulfillment) - End conversation. Can also add survey as evaluation metrics. Or further the conversation to actual tele-conversation.	User and Bot	Text + cards / text + menu

How it works

Step 1: Design and build your model

Design your model with categories of user intentions called **intents**. Each intent needs examples of user **utterances**. Each utterance can provide data that needs to be extracted with **machine-learning entities**.

Example user utterance	Intent	Extracted data
Book a flight for nextSat	BookFlight	Seattle
What does your store open?	StoreHoursAndLocation	open
Schedule a meeting at 1pm with Bob in distribution	ScheduleMeeting	1pm, Bob

MStTeams People & Culture Bot - Conversation Flow: Structure of the Welcome Message and Onboarding (Option1)

Welcome message

Welcome messages are the best way to set your bot's tone and should be used in personal and team or group scenarios. The message states what the bot does and some common ways to interact with it. Use specific capability examples like, "Try asking..." in a bulleted list. Whenever possible, these suggestions should return stored responses.

Option 1 This option offer a free start to the user without a "prompt" button. However, the Bot can encourage the user to type "What can you do, Aurora?"

Try ask Aurora, "What can you do?"

BOT'S INTRODUCTION

Hello, Carla. I'm Aurora - People Culture bot.

POSITIVE TONE OF VOICE - Optional

- + Instills cheerful motivational phrase
- + Shows eagerness
- + Uplifting and fresh

I'm your biggest fan! I'm always happy to help!
You look amazing today! I hope your day has been great so far.

MStTeams People & Culture Bot - Conversation Flow: Structure of the Welcome Message and Onboarding (Option2)

Welcome message

Welcome messages are the best way to set your bot's tone and should be used in personal and team or group scenarios. The message states what the bot does and some common ways to interact with it. Use specific capability examples like, "Try asking..." in a bulleted list. Whenever possible, these suggestions should return stored responses.

Option 2 This option provides better usability through clear guidances with a "prompt" button to help user asking relevant questions. See next page for example.

More Options

BOT'S INTRODUCTION

Hello, Carla. I'm Aurora - People Culture bot.

POSITIVE TONE OF VOICE - Optional

- + Instills cheerful motivational phrase
- + Shows eagerness
- + Uplifting and fresh

I'm your biggest fan! I'm always happy to help!
You look amazing today! I hope your day has been great so far.

Onboarding

It is critical that bots introduce themselves and convey what they can do for users. This value exchange helps users understand what to do with the bot, where the limitations may lie, and, most importantly, helps users tolerate the interaction with a machine that won't be as intuitive as a real person. Additionally, it grants permission to user data in exchange for the real value the service provides.

UTTERANCE

Here's how you can start:

- . Ask Aurora questions,
- . Select from the menu for a quick start,
- . Or simply click "Show Topics", to show how I can help further.

More Options

MStTeams People & Culture Bot - Conversation Flow: Tours and Quick Action Menu

Tours

For first time usage - Include a Take a tour attribute with welcome messages and responses to user input equivalent to "help". This is the most effective way to let users learn what a bot can do.

Carousels in one-to-one experiences are an excellent way to tell this story and including Try It buttons linking to examples of possible responses is encouraged. Tours are also great places to talk about an app's other features.

What Can I do menu

Option 1 **QUICK ACTION MENU - High level based on Sharepoint's main navigation menu (L1)**

What can I do?	
Tours	A walkthrough what to Ask Aurora
Working @ nbn	I help find information such as Leave Policy
Service & Support	I help find support such as from facilities and IT
nbn Sharepoint	Find everything you need including toolkit

Option 2 **QUICK ACTION MENU - Topic specific based on POC's use cases**

What can I do?	
Pay & Leave	Apply Leave, find policies regarding Pay and Leave
Health & Safety	Report incidents or find information about HSE
Service & Support	Find help from myIT, Intranet or leader support
Facilities Access & Security	Ask for building access or report security issues

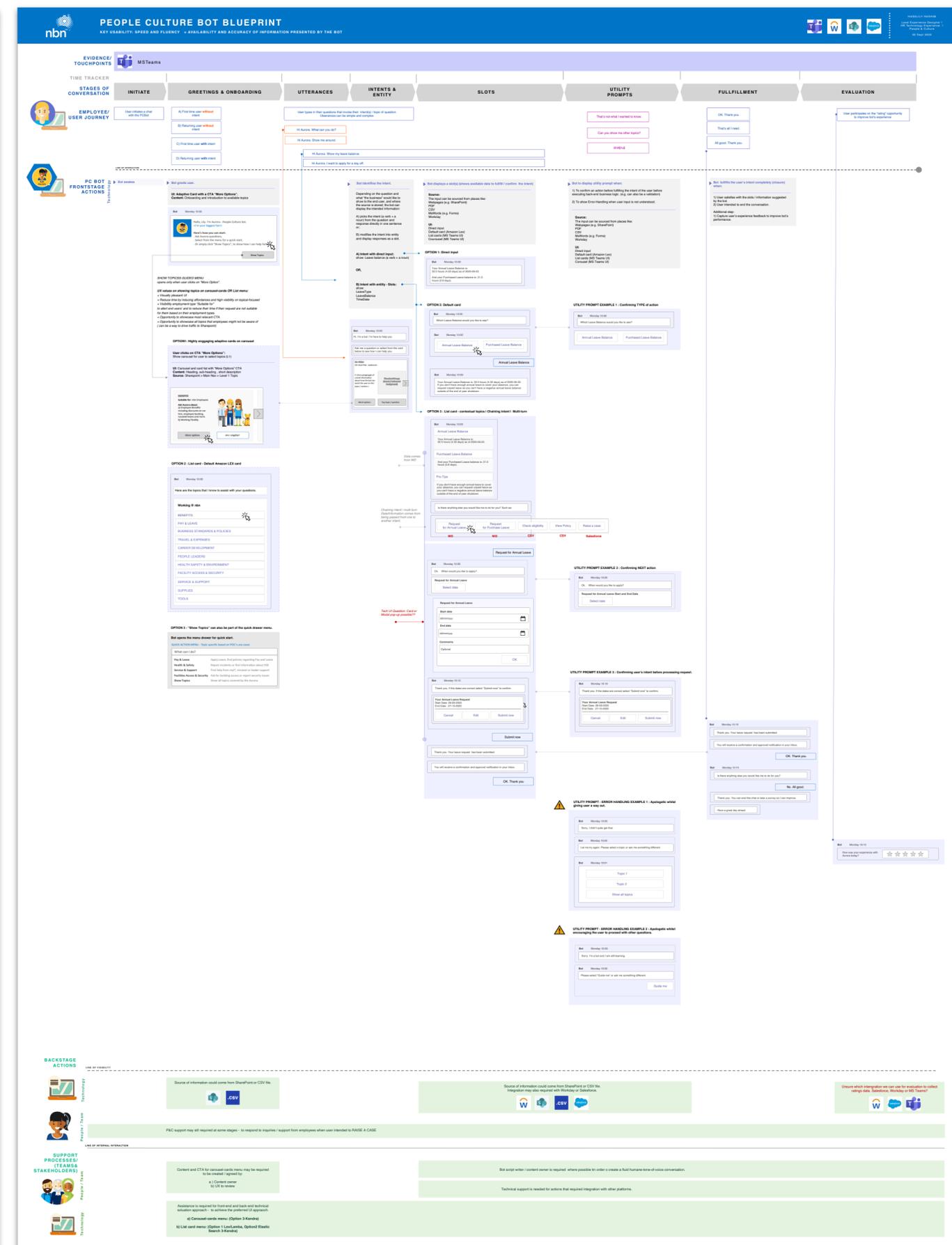
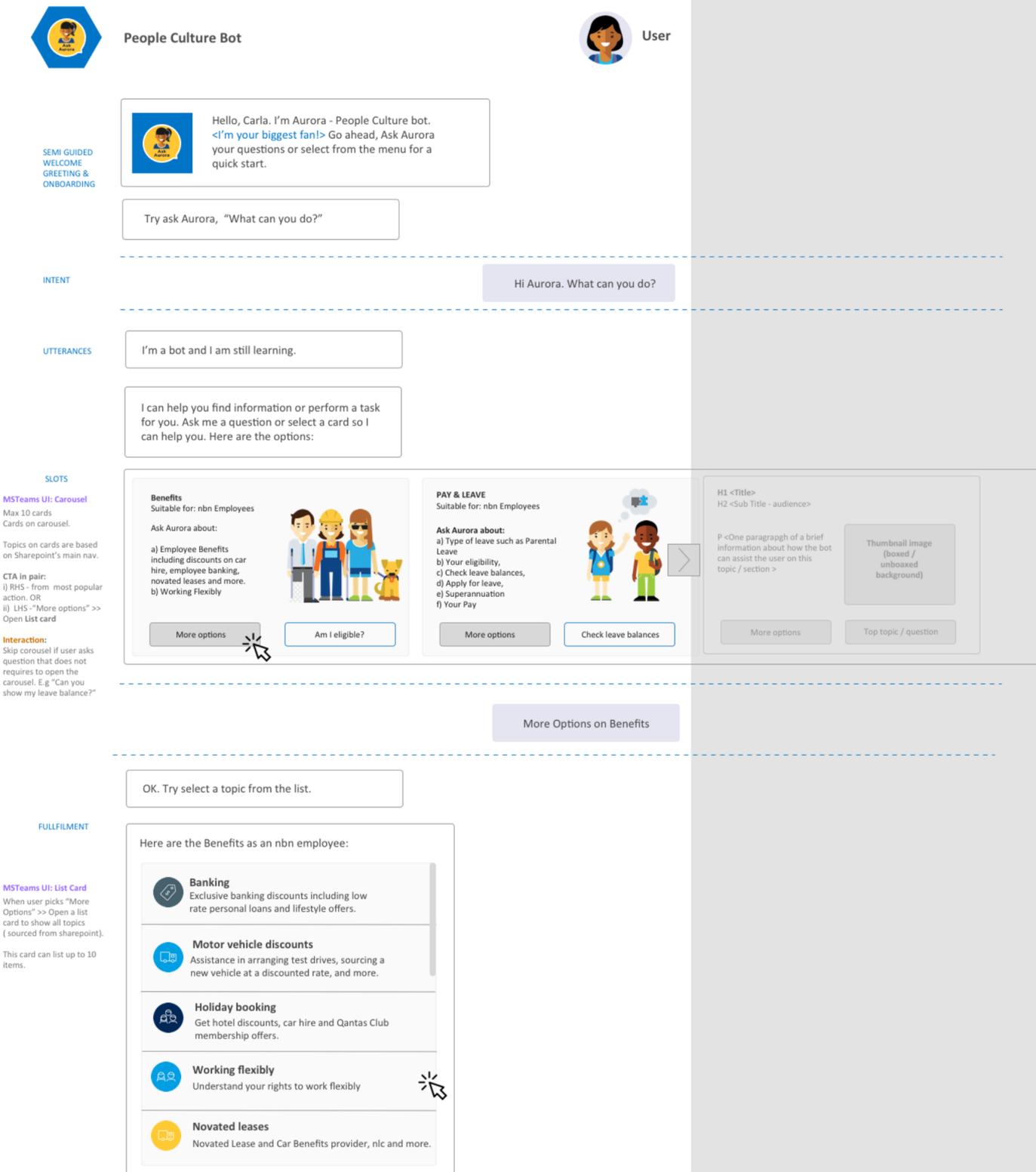
Option 3* **QUICK ACTION MENU - Based on data from Sharepoint page traffic and P&C Helpdesk***

What can I do?	
Employee Benefits	Ask Aurora about your benefits working at nbn
Careers @ nbn	Ask Aurora to find career opportunity at nbn
All nbn Policies	Ask Aurora to find policy such as Leave Policy
nbn Facility Locations	Ask Aurora for facilities access or report incidents

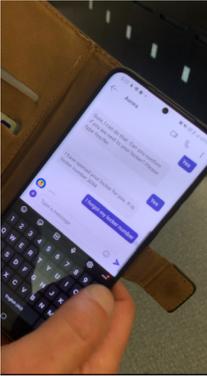
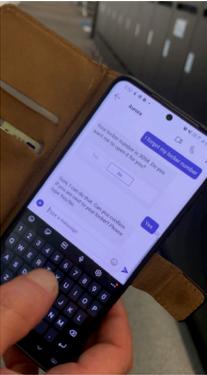
People Culture Chatbot

MSTeams People & Culture Bot - Conversation Flow: Scenario 1: Guided direct task

CONVERSATION FLOW

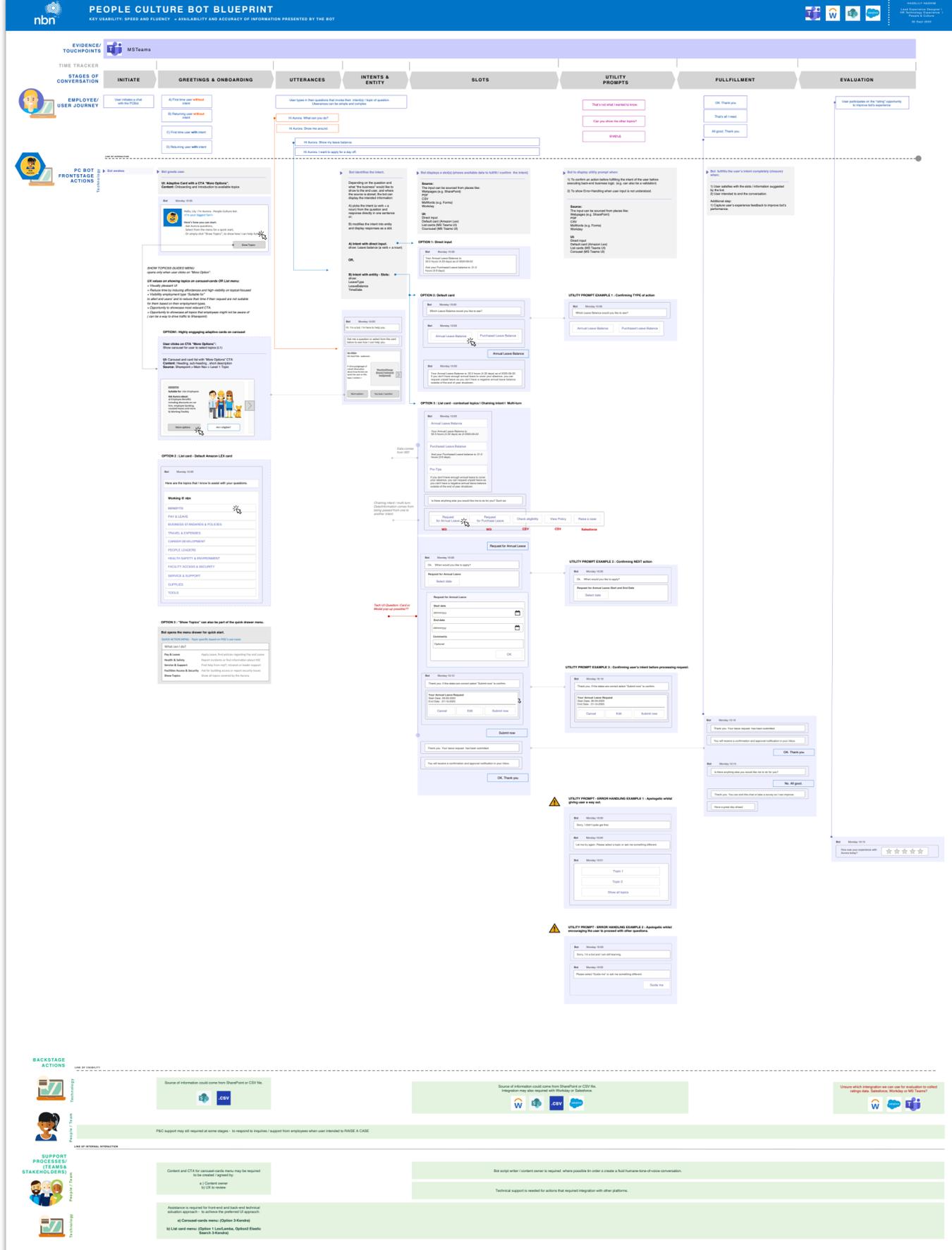
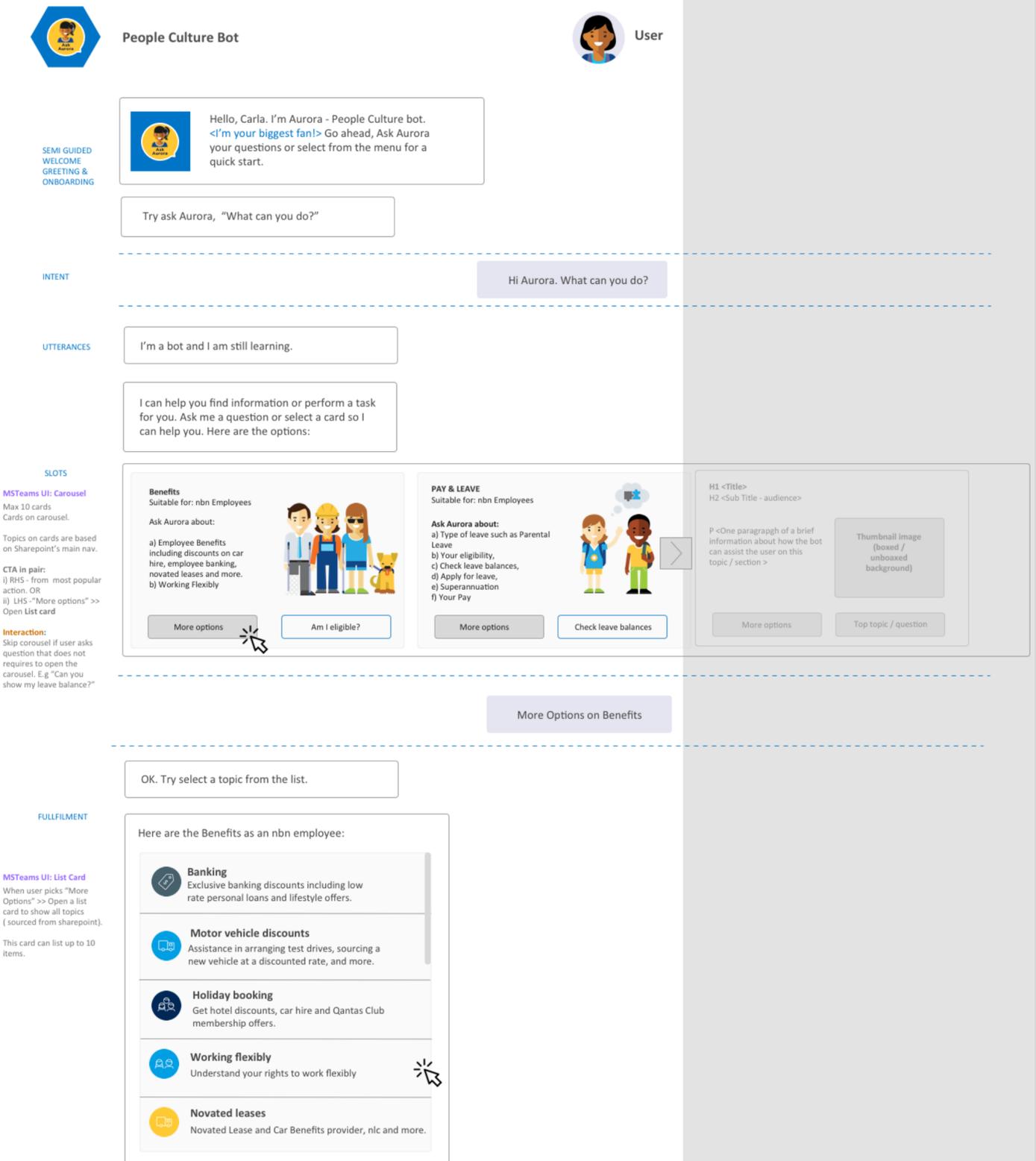


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MSTEams People & Culture Bot - Conversation Flow: Scenario 1: Guided direct task

CONVERSATION FLOW



Other Workday projects

PROBLEM STATEMENT

As part of self-serve and technology as enablement initiative, the following are the list of projects I completed.

