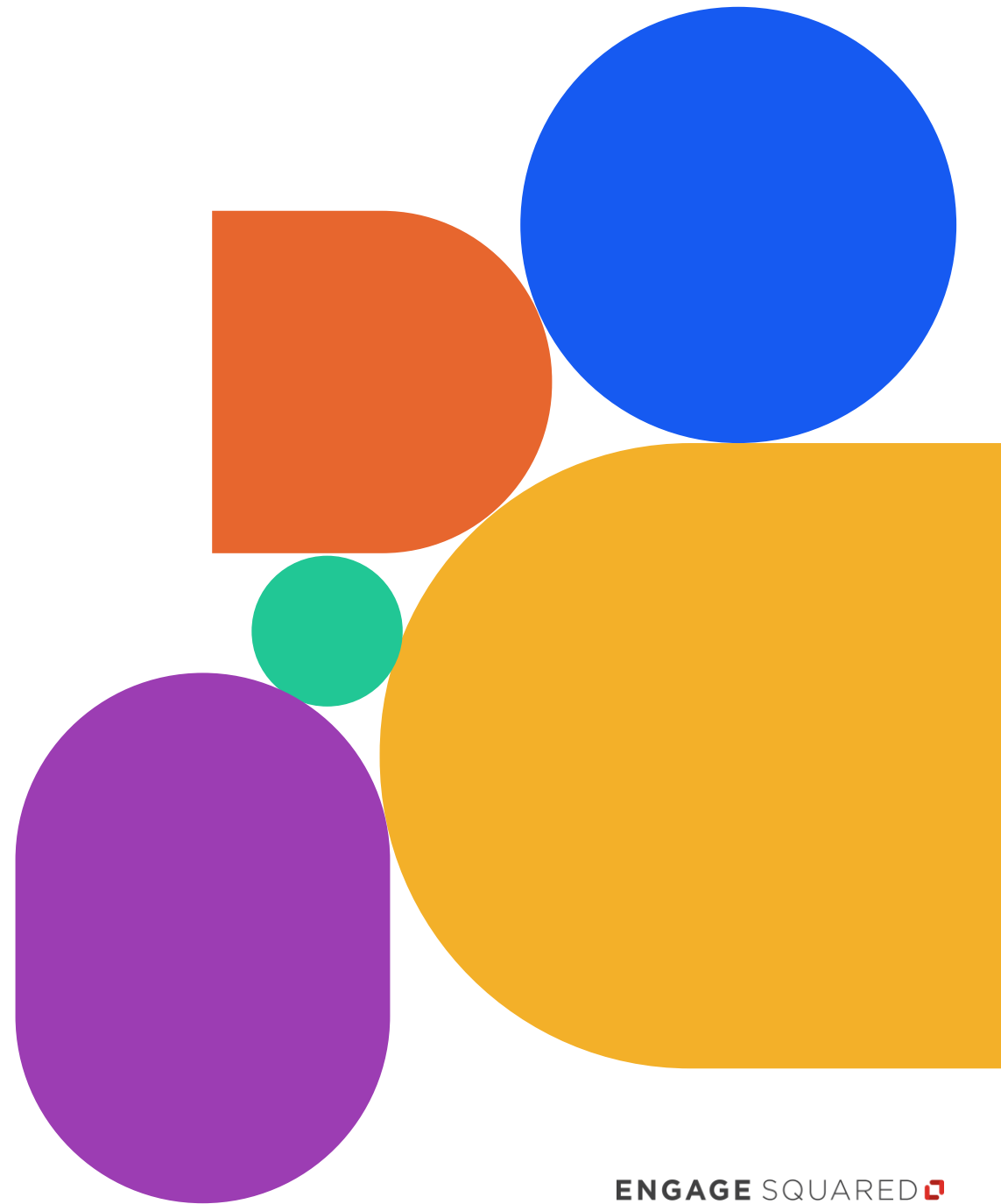


Offer overview

Intranet Experience Research

Understanding your employees and their intranet needs through HCD and UX research



About us

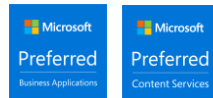
We are Engage Squared.

Specialists in <people> friendly technology.

Our mission is to make work better. We are one of a small number of technology consultancies in APAC that provide end-to-end support for our clients, helping to tackle issues ranging from employee experience, business process automation, compliance and records management, technology adoption and more.

From design, to technical build, our team of experts use their broad range of skills across project delivery, cloud strategy, user experience design, governance, agile development, change management, and security to help our clients get the most of technology.

We specialise in a range of technologies, and partner with leading providers such as Microsoft, ServiceNow, AvePoint, Glint, SWOOP Analytics and many others. We take partnerships seriously and were proud to be named the **2022 global winner of the Employee Experience Microsoft Partner of the Year award.**



Yammer Adoption Specialist



Microsoft Teams Collaboration Specialist

Engagement overview

A recent study undertaken by Forrester Consulting found that **60% of ex business leaders indicated that they've spent over \$100,000 in ex-related technology in the last year** and the same leaders plan to increase that investment by 16% in the next two years.

Running a full discovery phase means that we can start from zero to fully understand the problem that your intranet is trying to solve, so we build a solution that directly addresses the challenges of all different users within your organisation, rather than implementing a generic solution which is just a fancy makeover of what already exists.

A lot of learning and research takes place during this phase. We discover the business priorities and uncover how employees work, as well as their pain points and needs for their digital employee experience. While our team are SharePoint Online experts, our consultants can provide technology agnostic recommendations.

Armed with these findings, this engagement provides organisations with a solid, **data-driven business case and roadmap** that can be presented to key stakeholders, which tells a comprehensive story of how the new solution will directly benefit the users and the business, and how we can get there.

We have designed this engagement at 3 investment/time levels: **Core, Enhanced** and **Comprehensive**.



Research

Engage Squared will facilitate a survey, focus groups, interviews and workshops to support development of personas, and gather context about current work practices and intranet expectations.



Design

Our consultants will take what we learn to design a high-level architecture, navigation and a detailed backlog of user requirements. We know a picture paints a thousand words, and in this phase, we'll create graphic designs of your homepage and key page.



Findings and recommendations

Highlighting key themes and findings, recommendations for key intranet functional and non-functional requirements, and suggested roadmap activities.

Engagement outcomes

Throughout this program of work, our team seeks to understand your unique business requirements, and vision for the future intranet as part of your broader digital workspace.

Our experts start by reviewing your current state, including analytics, a content review, existing IA and your technical landscape. By consulting with business stakeholders, end users are your chosen project team, we take your organisation on the journey of building the intranet vision. This vital step provides a voice to the user across your organisation early in the process.

As an outcome of this project, we'll take you through our recommended technical approach to achieve your intranet vision, including the information architecture and detailed requirements. Our team will craft a roadmap of works, including costings so that you and your team can clearly understand the timeframes and budget required to achieve your intranet vision.

We know that a picture speaks a thousand words, and so we'll support the intranet vision with clickable prototypes and graphic designs that you can use to socialise how the solution will look and feel.

Designed (in part) to support organisational project teams to develop internal business cases (or RFPs), this engagement provides organisations with a detailed blue-print for implementing a truly delightful intranet.

User story backlog

Acting as a blue-print for the build phase

Personas

Articulating key user types and their needs

Journey maps

Demonstrating how each persona will interact with the intranet

Clickable prototypes

To socialise the vision and support executive buy in

Information architecture recommendations

Ensuring the foundation of the intranet are robust extensible

Recommendations and roadmap

The implementation approach and costs

Why is intranet experience research important?

It's undeniable — the definition of employee satisfaction has changed. Knowledge workers, frontline workers and EX business leaders recognise this, and all agree that employee needs have changed over the last 24 months.

Specifically, it has become important for employers to provide a virtual workplace that supports **employee engagement**, **frictionless productivity**, **career growth**, and **mental wellbeing**.

With more opportunities for efficiency, flexibility, and collaboration, digital workplaces that focus on great employee experiences can drive business agility, and help companies achieve visible results.

Employee experience research is the first step to developing a strategically designed digital workplace through insights, data and a deep understanding of your employees.



Increase understanding

There is misalignment between what EX business leaders are prioritising and what their employees actually want². Conducting employee experience research can bridge this gap.



Employee satisfaction

50% of employees indicated that there are too many separate tools, apps, and resources for them to navigate. Employees ranked their current EX tools and resources a **six out of 10**².



Talent retention

Highly engaged employees are **12x** less likely to leave their company than those who are not engaged.¹ Your digital workplace should prioritise employee engagement.



Cost benefits

Organisations can measure their ex-investments through the following metrics: cost of new hires; product innovation; measurable goal achievement; increased revenue from new business; and onboarding time².

¹Glint, ² [New Workforce, News EX Technology Report](#), ⁴ [Employee happiness and business success are link](#)

Research – Quantitative and qualitative

What type of research is included?

Our approach to research includes both qualitative and quantitative techniques that underpin data-informed insights. We use a mix of methods including surveys, focus groups and one-on-one interviews to develop a deep understanding of your people and their work in context. Our research framework ensures that the qualitative and quantitative data we gather during the research process is robust. Our analysis and the insights we uncover from that data provide you with a solid evidentiary basis for making informed decisions about your digital workplace, both strategic and tactical, to deliver an excellent employee experience.



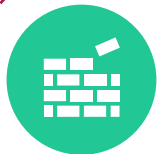
Company survey

We'll use Microsoft Forms to create a survey which helps us identify your personas, articulate the current challenges and identify opportunities so that our recommendations are informed with insights instead of assumptions.



Personas

We'll take the outputs of the company surveys and employee engagements to develop personas. Personas help us to know and understand our employees, and they can be especially useful for keeping an employee-first focus, and for sense-checking decisions.



Focus groups, interviews and workshops

We will run a series of 1:1 information interviews, focus groups and workshops with different groups of users to discover the key underlying problems, their day-to-day challenges, as well as understand what works well and discuss options for improvement.



Day in the life and journey maps

Employee journey mapping (including 'day in the life' journeys) help identify moments in the employee experience or lifecycle where staff members feel engaged and disengaged from their work. The journeys help us identify opportunities for improvement.

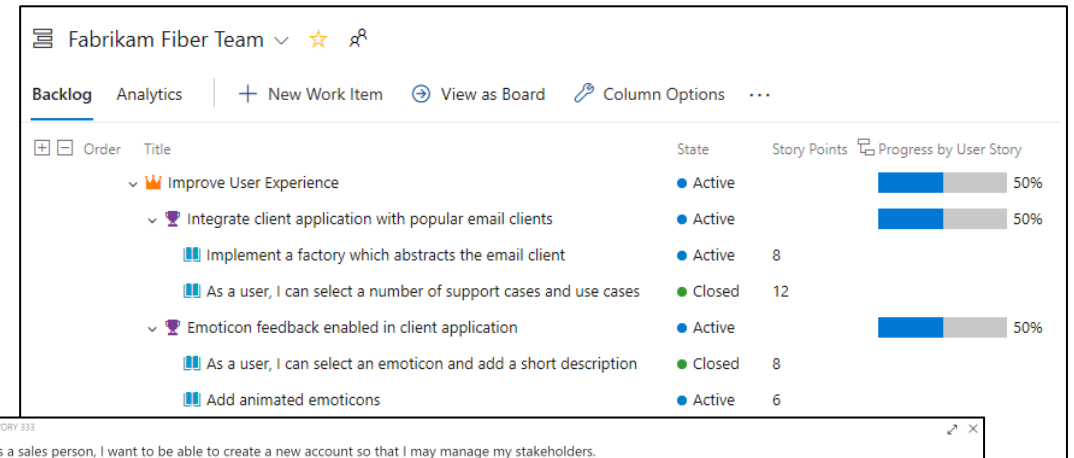
User story backlogs (requirements)

We will draft and prioritise your requirements into a User Story back log.

The backlog, built in Azure DevOps, consists of many user stories. Each user story describes a functionality requirement and contains detailed criteria used to deem a components implementation as a pass or fail. It provides very specific use cases against which to test development throughout the build.

The backlog is typically used by implementation teams to estimate build complexity and effort, assign appropriately skilled resources, indicate project implementation duration.

The backlog is prioritised in collaboration with your team, calling out must have functionality, versus 'nice to have' features. This prioritisation helps client teams to make decisions around budget, effort and timeline.



USER STORY 333

333 As a sales person, I want to be able to create a new account so that I may manage my stakeholders.

Tricia Sinclair 0 comments Add tag

Save & Close Follow Details

Updated by Tricia Sinclair: Just now

Description

Currently accounts are visible only to the sales person that created the record leading to duplicates and commission disputes.

Acceptance Criteria

- Account should be visible to all user roles
- Account should be owned by the sales person that created the record

Discussion

Add a comment. Use # to link a work item, ! to link a pull request, or @ to mention a person.

Planning

Story Points: 4
Priority: 2
Risk: 3 - Low

Classification

Value area: Business

Personas affected

No personas found. Create Persona

Deployment

To track releases associated with this work item, go to Releases and turn on deployment status reporting for Boards in your pipeline's Options menu. Learn more

Development

+ Add link

Link an Azure Repos commit, pull request or branch to see the status of your development. You can also create a branch to get started.

Related Work

+ Add link

Design

Designing your new intranet

In the design phase, our intranet experts will take all that they have learned from the research phase and work with your teams to start defining your new intranet. The design phase is undertaken in two concurrent streams: **Information architecture** and **graphic design**.

We like to look at information architecture (IA) holistically; not just starting with metadata and hierarchy, considering the entire digital experience, within which data organisation is just one element. We know that pictures are worth a thousand words and that often key stakeholders need to “see” what the solution will look like before they get on board. Additionally, graphic designs can help implementation teams to understand intended functionality, leading to more accurate implementation estimates.

Information architecture

We'll work with your team conducting IA workshops, utilising industry best practices to extract pertinent information and provide our vision for the new Intranet.

We utilise quantitative approaches such as open or closed card sorting to define the proposed information architecture, and user testing with methods such as tree testing to validate that the outputs make sense for your organisation and users and are easily understood.

The outputs of research, testing, and workshops will inform the creation of the IA design. The design includes structure, content types, metadata, audiences' navigation, permissions and search.

Graphic design

Our graphic designers are SharePoint specialists; they design incredible SharePoint solutions that can be easily built, clearly indicating how we will take advantage of SharePoint functionality to reduce the total cost.

We provide clickable wireframes built using the Invision app to see how the configured solution will look and feel. These are made available to the team for comment and review and help to ensure that users will be able to navigate the system to achieve your key objectives; helping your employees to do their work, find information and connect with their colleagues effectively.

These prototypes can be socialised across all key stakeholders to refine detailed requirements and generate buy-in. They also provide an excellent reference point for the implementation phase.



Recommendations and roadmap report

We will develop and present your insights, findings and recommendations report, including a high-level implementation roadmap.

Designed (in part) to support organisational project teams to develop internal business cases (or RFPs), the recommendations report and roadmap will articulate your current state and the target state and what we have learned during our discovery and regularly review activities.

The report will call out key themes or top, aligned to challenges, as well as opportunities for improvement. Plus, it will act as your playbook for ensuring your intranet continues to remain fresh and governed.

KEY FINDINGS

Top challenges

Through our research, we identified several challenges with the current employee experience, which can be grouped into the following areas:

- How do I get started in my new role and contribute quickly?
- I need my technology before day one
- We need to improve our onboarding process
- Contextual and relevant learning pathways

NEXT STEPS

Which recommendation to address first?

Key recommendations for RELEASE 1

We recommend starting with the following:

- Engaging homepage** to delight a2 users and connect them to the tools and information they need
- Re-invigorate News** to understand address the universal desire for more a2 news – including separate organisational and team news
- Update Navigation** to provide more content you may find on the pages
- Viva Connections and the dashboard** in intranet into Teams and delivering an improved experience. The dashboard connects a2 users and provides a platform for future evolution of employee experience.

Plus, some low hanging fruit:

- Create an Organisational Assets Library to access terms Apps
- Set the intranet as the SharePoint root page
- Install Microsoft Clarity for detailed usage reporting

ANAO Roadmap

DIGITAL WORKPLACE STRATEGY

Roadmap and next steps

Strategic Initiatives	BIM Funded				Strategic Funding			
	CY2022 - Strategy, design & planning				Delivery			
	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)	H1 2023	H2 2023	H1 2024	H2 2024
Digital Workplace Strategy	Map Current State	Workspaces & Interviews with State	Identify Challenges and Recommendations	3 Year Roadmap with Investment Plan	Delivery on 2023 DWP initiatives			
Employee Vision & Design	Employee Journey Maps	Design Challenge & Design	Information Framework for top 40000 Users	3 Year Roadmap with Investment Plan	Delivery on 2024 DWP initiatives			
2023 implementation planning	Review & Board	Design & Build	Implementation	2023 implementation planning	2024 implementation planning			
2025 implementation planning	Review & Board	Design & Build	Implementation	2025 implementation planning	2026 implementation planning			

High-level summary of key recommendations

RECOMMENDATION 1

Develop organisational guidelines to improve how data is stored and shared across tools

Organisational guidelines and governance (back of house)

The best digital workplaces are underpinned by solid governance and guidelines. We recommend NMAA undertake an audit of existing tools, and look to simplify the DWP by reducing or integrating tools where possible. This should include clear 'which tool when' guidance and a consistent approach for information governance.

What this supports:

- IT governance & security
- Data organisation
- Processes & protocols

Expected outcomes:

- Improved governance for managing data and information – e.g. less Teams sprawl
- Clear guidelines around which tool when

RECOMMENDATION 2

Focus on driving better ways of working across employees

Employee behaviour change

Technology is only half the story. It's important that employees have the skills to confidently adopt new technologies and understand 'which tool to use and when'. To complement efforts around building new digital experiences, we recommend designing 'just in time' training/development journeys for each persona (and each phase in their 'time to retire' lifecycle).

What this supports:

- IT governance & security
- Tools and systems
- Training in M365
- Adoption of processes and protocols

Expected outcomes:

- Increased engagement with key digital platforms within NMAA – less shadow IT
- Improved technical literacy among employees

RECOMMENDATION 3

Design and build a digital workplace portal that integrates key systems with MS Teams as the 'front door'

System integration & personalisation (end-user facing)

We believe NMAA has only scratched the surface of what's possible with M365. We recommend establishing MS Teams as your 'digital front door' and leveraging OOTB capabilities in tools such as SharePoint Online and Teams to build more personalised and integrated experiences.

What this supports:

- Key employee lifecycle phases, e.g. onboarding, and development
- Tools and systems

Expected outcomes:

- Customised digital experiences for key persona types
- Increased engagement with key digital platforms within NMAA – less shadow IT
- Increased employee satisfaction

A more detailed overview of each recommendation is provided on p.16 onwards

Investment costs

Foundation investment

The **foundation** investment is suitable for organisations with a lower budget and/or limited timeframe or organisations at the start of their intranet project journey. As this option is expert led, it is suitable for organisations that are not ready or able to involve employees directly.

- 1 company survey
- Up to 3 focus groups (max 8 participants)
- 2 x requirements workshops
- Prioritised user story backlog
- 1 x card sort test + 2 x tree jack tests
- Information architecture design
- Graphic design of home page + 3 key pages
- Findings and recommendations report (including an implementation roadmap)

Investment: \$88,000 (AUD ex GST)

Enhanced investment

The **enhanced** investment is suitable for organisations with a known budget who are seeking a trusted advisor. As this option is expert led with some user involvement, it is suitable for organisations ready to involve employees directly, with a controlled budget.

- 1 company survey
- 8 x 1:1 interviews
- Up to 4 focus groups (max 8 participants)
- Up to 4 requirements workshops
- Up to 5 detailed personas
- A day in the life per persona
- Intranet journey map per persona
- Prioritised user story backlog
- 1 x card sort test + 2 tree jack tests
- Information architecture design
- Graphic design of home page + 5 key pages
- Findings and recommendations report (including an implementation roadmap)

Investment: \$148,000 (AUD ex GST)

Comprehensive investment

The outputs of this option are more detailed and **comprehensive**. This is suitable for organisations with a desire to truly understand their different employee types, the detailed and often custom intranet needs and expectations. The in-depth report will include findings and recommendations.

- 1 company survey
- 16 x 1:1 interviews
- Up to 5 focus groups (max 8 participants)
- Up to 5 requirements workshops
- Up to 5 detailed personas
- A day in the life per persona
- Intranet journey map per persona
- Prioritised user story backlog
- 1 x card sort test + 2 x tree jack tests
- Information architecture design
- Graphic design of home page + 7 key pages
- Findings and recommendations report (including an implementation roadmap)

Investment: \$180,000+ (AUD ex GST)

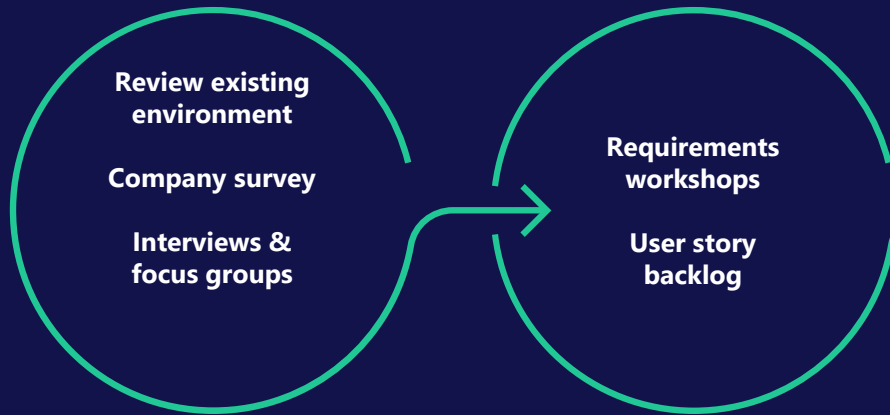
Elements of an intranet project



Proposed approach

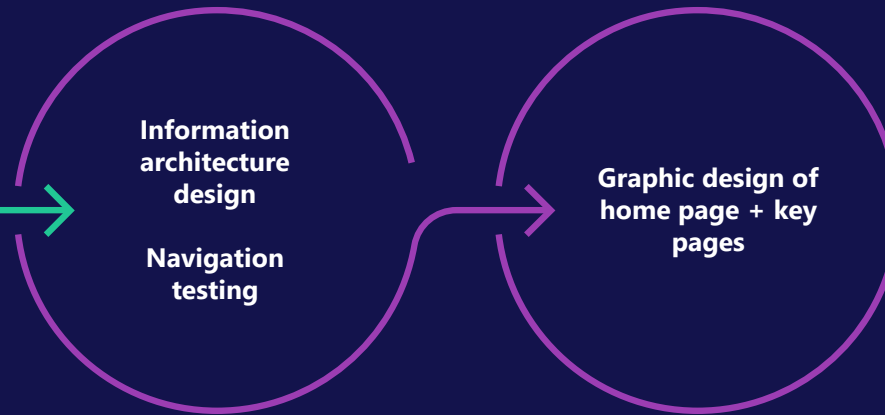
We'll take a sprint-based approach for this project. This will allow us enough time and space to complete an in-depth analysis for each priority touch point, with the right stakeholders at Coles.

PHASE 1: Research and discovery



Weeks 1 - 5

PHASE 2: Design



Weeks 5 - 9

PHASE 3: Findings and recommendations



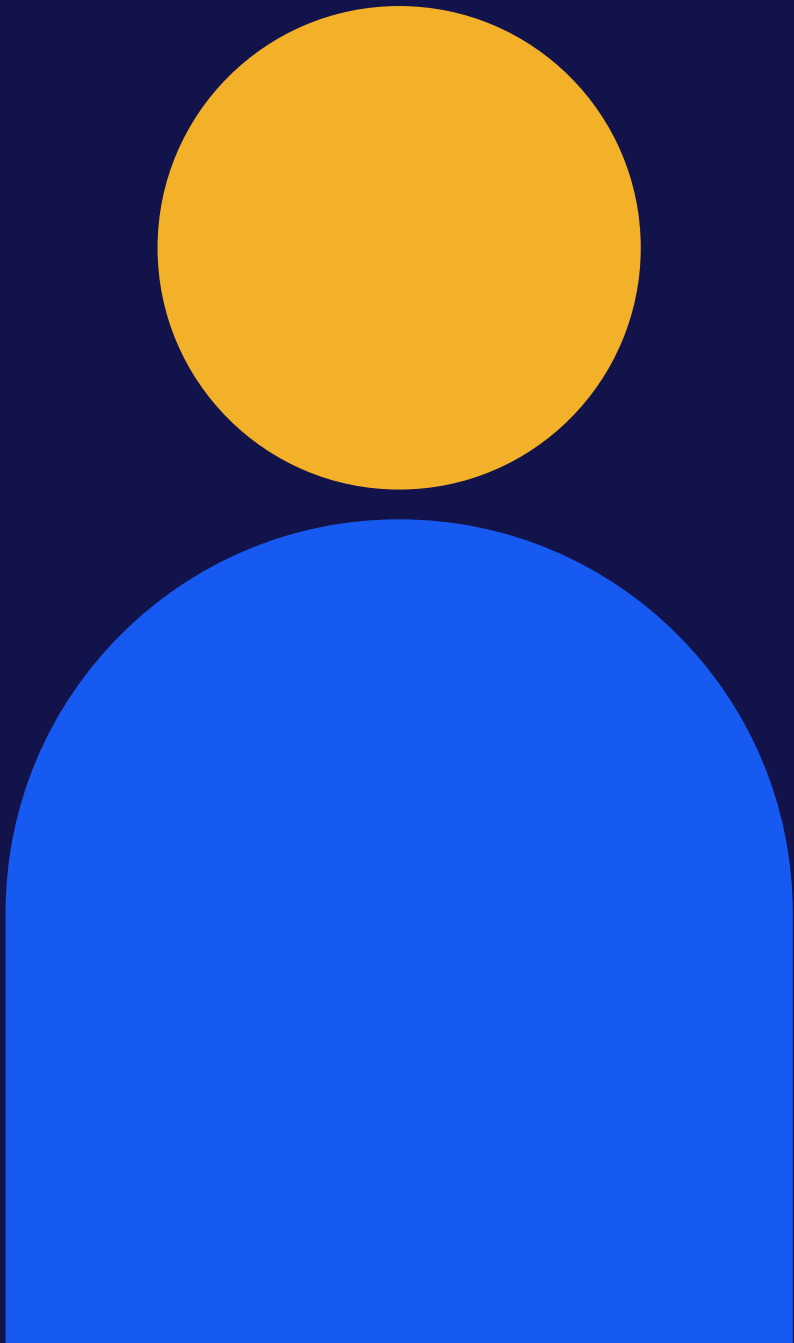
Week 10

Get in touch

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technology

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