Scenario	Title
Homepage	User Self-Exploration
	Create New Production Environment Infrastructure - *First Probe*
1	
	Create New Production Environment Infrastructure - *Second Probe*

When Issues Arise - *Second Probe*

First, I'm just going to ask you to look at the homepage and tell me what you think it is, what strikes you about it, and what you think you would click on first.

For now, don't actually click on anything. Just tell me what you would click on.

And again, as much as possible, it will help us if you can try to think out loud so we know what you're thinking about.

Let's say that you are working to set up infrastructure for a brand new production environment for one of the applications your team is currently responsible for maintaining/developing. Using the CoreTech Site are you able to find out all the information you need to make this a possibility and determine which (if any) of CoreTech's products best fits your needs? What additional information do you need to make your decision?

Let's say that you have decided to utilize one of CoreTech's cloud offerings, can you find out everything you would need to know in order to prepare your teams application for a "move to the cloud" and then execute that plan?

Let's say that you are interested in finding the API Documentation for the cloud product that you have decided to implement. Can you find this information on CoreTech.ge.com?

Let's say you are interested in staying up to date with CoreTech's strategy and changes in service offerings in order to ensure that you are utilizing the best of CoreTech's products and services correctly. How could you use CoreTech.ge.com to help you find that information?

Let's say you are interested to learn more about CoreTech's role in the recent successes the GE Aviation Customer Web Portal (myGEAviation.com) has had. Where could you go in order to find this information?

Let's say you are interested in receiving continuous updates about CoreTech and the products CoreTech offers, is there a way to get these updates from CoreTech.ge.com?

Let's your team has identified a CoreTech.ge.com product will work well for an application for team supports. As part of the preparation to make the initial launch or migration to CoreTech's Product you are interested in finding out more information around CoreTech's support practices. Where can you go in CoreTech.ge.com to find the support information you might need?

Let's say that your team has successfully made it's migration/initial launch to a CoreTech product several months ago and troubleshooting efforts of a recent issue with the application has led you believe it could be an integration issue with one CoreTech's product. Would CoreTech.ge.com be helpful to you in this situation?

Let's say your laptop is up for a refresh and you need to find a replacement. Where would you go in order to complete your refresh?

Interview Idea(s) Tested

Information on products and services

Knowledge of vs. Application of

Cultivation of a culture of sharing and
learning from one another

Subscription-based platform

Common Place to go and ask questions

Common Place to go and ask questions

Redirect

Persona Need(s) Tested

Exportability of Site

Service comparisons

Basic cloud infrastructure knowledge

Full service catalog showing all cloud features, functions and tools

Autonomy, ability for self-serve consumption of cloud services

A way to look up API documentation

Information on products and services

Information on strategy and which services are coming/changing (in advance)

Success stories

Direct communication from CoreTech leaders

Contacts to call with questions

Contacts to call with questions

user if they are looking for personal computing de

Persona Goal(s) Tested

Write code and deploy applications to the cloud

Choose right workload placement and availability

Understand performance parameters

Write code and deploy applications to the cloud

Choose right workload placement and availability

Understand performance parameters

Anticipate new releases and tools

Happy and informed team

Anticipate new releases and tools

Happy and informed team

Operational stability

Server operations; operational stability

Operational stability

Server operations; operational stability

vices or services.

Personas Effected

Chris

Ann

Sam

Chris

Ann

Sam

Chris

Ann

Sam

Chris

Chris

Ann

Sam

Chris

Ann
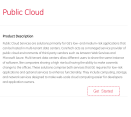
Sam

Chris

Sam

Chris

Ann

Sam

Chris

Ann

Sam

Chris

Ann

Sam

High-Level Design Element	Design Concern	Proposed Solution	Proposed Importance	Element Image (If Applicable)	Participant Feedback/Observation	Persona PainPoints Observed	Persona Needs Affected	Scenarios Generating Feedback	Violated Design Principle/Heuristic
Spread of information across multiple domains and experiences	• 60% of participants abandoned a scenario when they reached a redirect to Confluence • More Information' Links redirects users to an external site • Typically redirect site has a vastly different user experience. • Testing has shown participants have additional difficulty finding information once they are directed to these Wiki or Portal types of sites. • This type of redirect to an external site goes against the experience users are used to having when interacting with external websites (Sunday/Monday Line).	• Give users access to information which helps them take action to acquire, maintain or support a CoreTech product (eg. Risk matrix, point-by-point service comparisons, and more) right on CoreTech.ge.com. Building this information out on CoreTech.ge.com will provide for a continues and consistent for users as they move through the site.	**Very High** - Users are abandoning the site after they are redirected.	**More Information** Public Cloud – AWS Resources ⧉	• Participant sees the link to the Confluence page and stops and states: "The site is worthless", "It doesn't provide more information than I already have and I can't do anything" • "Terrible wiki" • "I am not confident, it is too opaque" • "Didn't know that this is a external link" • "O Wow… At this point I would reach out by phone to personal contacts I have had me help me with this issue in the past" • "I would click on resources and …this is not what I want to see" as the Confluence page opens • "I want is how we use it GE here is the differences from the public documentation. Here is what we use (subset) that you can use." • "I've never seen the catalog – not where I want to be" Followed by "I am not going to use it" • "Ok…. it is taking me to some confluence page" - Participant closes tab without logging in	• Not enough or outdated information on cloud services or ability to order services on web • Information is spread throughout CoreTech cloud portal, Confluence and other sites • Not enough knowledge on cloud services • Information is nonexistent or arrives too late	• Full service catalog showing all cloud features, functions and tools • Autonomy, ability for self-serve consumption of cloud services	1 & 2	• Recognition & Recall • Consistency and Standards
Organization of information on the website	• Users are pleased with the layout and aesthetics of pages, but struggle to find specific information that can help them complete their tasks/goals. • 80% of participants ended scenarios 1 & 2 stating they would have to contact someone to get the information they need. • 100% could not find enough information on CoreTech.ge.com to determine which Cloud Service would best fit their needs • Participants attribute a lack of valuable information and an overabundance of "senior leader distillations of the information" • Participants want information that supports making decisions and taking action to acquire or maintain a Coretech product.	• Add and promote information that will support actionable goals as the primary focus of CoreTech.ge.com or create a second "Dashboard" site for the acquisition, creation and maintenance of CoreTech product/services. • Move high-level marketing to a secondary focus for CoreTech.ge.com. Participants have stated that this information is interesting, but they would only scan it once and then never return to it.	**Very High** - Users do not feel that CoreTech has been made to support their goal of taking action. Instead they feel it is merely marketing material that should be ignored.		• "Crap this looks like nothing – I just wanted to start, or sign up, but it doesn't look like I can – I want to give you a buc/adn and go." • "This is the high fluff level stuff – it doesn't tell me much" • "Public Cloud page - it looks like replication of text" • "For me these kinds of pages are kind of like senior leader distillations of the information." • "Tots of material – a bit overwhelming really. When you don't know what you are looking for sometimes less is more" • "worst case it is going to take me to a page with a lot words" • Participant states the page has "Lots of words" and makes no effort to read the content on the page • "This is just success stories, it is cool, but not helpful" • ""I would like to see something quicker that is our purpose statement – is this for communication? How does this fit in the transformation of GE? Does it support new product acquisition?"	• Not enough or outdated information on cloud services or ability to order services on web • Information is spread throughout CoreTech cloud portal, Confluence and other sites • Not enough knowledge on cloud services • Information is nonexistent or arrives too late • Current service catalogue is hard to use	• Direct communication from CoreTech leaders on cloud strategy and services • Full service catalog showing all cloud features, functions and tools • Service comparisons	1, 2 & 3	• Aesthetic and minimalist design • Self-Evident Design
Inability of users to take some sort of action using CoreTech.ge.com.	The expectation of users who are similar to Chris & Ann is that CoreTech.ge.com will allow them to take action to acquire, instantiate, maintain and support their CoreTech products/services.	Allow users to: • Create Cloud Instances without creating a ticket (Add to cart feel) • Interface for deployment scripts • View the status of their running products/services • Execute basic maintenance commands • See CoreTech Product Status/Outages All on CoreTech.ge.com without having to bounce to a different interface	**Very High** - As one user put it: "What's missing is next steps – I cannot take action on anything from here and this website will live or die on my ability to be able to do so"		• "Crap this looks like nothing – I just wanted to start, or sign up, but it doesn't look like I can – I want to give you a buc/adn and go." • "I want to give a instance name, what it is about, two points of contact and want it spun up in the next ten minutes." • "I want to spread my servers geographically and the only reason I am ok with waiting is for manager level approval." • "I never want to touch service now to accomplish this". • Participant again states they would just want to know how to get started and begin writing their script. • "Where is the interface I can use to within 4 hours start to script my infrastructure so I can start doing blue/green deployments?" • "How do I go about seeing the status of applications that are in CoreTech or seeing that are issues across CoreTech that could be affecting it, I wouldn't even know who to call." • "Everyone in IT want's action-based – not information want to be able to research my options but at the end of the day if I am here, then I am here to do something"	• Not enough or outdated information on cloud services or ability to order services on web • Information is spread throughout CoreTech cloud portal, Confluence and other sites • Information is nonexistent or arrives too late	• Autonomy, ability for self-serve consumption of cloud services • Full service catalog showing all cloud features, functions and tools	1	• Conceptual Model • Visibility • Help & Documentation
Customers are unable to find information relevant to their goals for visiting CoreTech.ge.com	• CoreTech Customers are unable to find actionable information which will help them with selecting which product will best fit their needs, how to implement and use their selected product and how to maintain that product. • It is the expectation of customers such as Chris and Ann that they should be able to find this information	• Add and promote information that will support actionable goals as the primary focus of CoreTech.ge.com or create a second "Dashboard" site for the acquisition, creation and maintenance of CoreTech product/services. • Service Comparisons within CoreTech and compared to External Products (internal AWS compared to Public Cloud AWS) • Risk Matrix/Landing Zones • Support Information • API Documentation • Product Roadmaps • Release Notes • etc. • Move high-level marketing to a secondary focus for CoreTech.ge.com. Participants have stated that this information is interesting, but they would only scan it once and then never return to it.	**Very High** - Customers are not finding the information they need in order to complete the tasks/goals directly related to their job responsibilities using the content currently displayed on CoreTech.ge.com	**Public Cloud** Product Description [text block] Get Started	• "Not seeing how to figure out the risk of my application" • "No – not on CoreTech.ge.com – there might be some helpful information, but I am not confident, it is too opaque" • "I want is how we use it GE here is the differences from the public documentation. Here is what we use (subset) that you can use." • "I want to see a point by point comparison of this compared to hybrid." • "For me these kinds of pages are kind of like senior leader distillations of the information." • "The site is worthless", "It doesn't provide more information than I already have and I can't do anything" • "This is a one stop shop where I can go for all my IT needs – like a jump/landing page so that I don't have to keep bookmarks of everything" • "I need additional Information, who can I contact?"	• Not enough or outdated information on cloud services or ability to order services on web • Information is spread throughout CoreTech cloud portal, Confluence and other sites • Information is nonexistent or arrives too late	• Autonomy, ability for self-serve consumption of cloud services • Full service catalog showing all cloud features, functions and tools • Information on strategy and which services are coming • News on release notes	1	• Conceptual Model • Help & Documentation
CoreTech Communication with Customers	• 100% of customers do not want to receive broad communication, rather targeted updates around specific products of interest. • 60% of test participants would not sign up for email communications out of the fear those communications will mostly be irrelevant to their interactions with CoreTech products. • 100% of test participants who have used CoreTech Services in the past, stated they could not find the information they would want in order to stay up-to-date with the products they use.	• Allow users the ability to subscribe to more targeted subscription-based communications (eg. Public cloud only communications) • Show future & past state roadmap with release notes for each of the products that CoreTech offers. • 60% of users asked for some form of roadmap for each product	**High** - Users feel all they can find on CoreTech.ge.com is marketing material and nothing that can help them plan for the services/products that will be available in the future and how those will affect their applications		• "I would like to see what the CoreTech team is working on, testing and when they will turn on new services. I want to know new and up and coming" • "Yes! I want a roadmap and I would like see one for each category of products that CoreTech offers". • "Because it seems like it is market speak and what I am really looking for is a roadmap" • "Both the forward looking and a previous release schedule. I want to see release notes and version announcements" • "A Twitter or Facebook feed that is a mix of success stories, release notes and updates they can subscribe to. • Participant would want to specify the type of communication (Customer, Employee, etc) they would get. The Participant would also like to set the frequency of communications (daily, weekly etc.)	• Lack of understanding of CoreTech strategy • CoreTech doesn't have a strong understanding of how services are being used in the field • CoreTech makes decisions that drastically impact their work • Not enough or outdated information on cloud services or ability to order services on web	• Direct communication from CoreTech leaders on: o Cloud strategy and services o News on release notes o Success stories o Services and tools • Information on strategy and which services are coming • News on release notes	2	• Help & Documentation • Aesthetic and Minimalist Design
CoreTech Search Function	• Customers attempted to use the search function as though it was a index of the entire site rather than just the Insight content	• Create a global search index that will allow customers to search or any topic which might be represented on CoreTech. Eg: • Public Cloud - would show result for the public cloud details page • Chris - would show a result for the contacts page	**High** - Search is the first interaction that many users have with a website/application. A poor search capability can directly lead to a poor user experience		The Participant Searches for: • "Contacts" - Found nothing • "AWS" – Found what the participant classified as marketing • "Getting Started" - Found what the participant classified as marketing	NA	NA	All	• Help & Documentation • Conceptual Model • Recognition & Recall • Consistency and Standards
Personal Computing Services	• Customers familiar with CoreTech products found this section confusing because they knew personal computing services are the responsibility of MyTech, not CoreTech. • Customers unfamiliar with CoreTech products found this section confusing because clicking on "Deskside Services (PC and laptop)" link did not redirect them to MyTech • The paragraph explaining the difference between CoreTech & MyTech is difficult to find and unclearly labeled. • 40% of users never found this paragraph	• Move the "Have a Question about your Laptop, Cell Phone or Software" to the Personal Computing Services Page. • This will provide a link to MyTech • Make it clear though messaging early on in the site that CoreTech is not where GE employee's should go for laptops, cell phones & software. • Direct the Hyperlink under Deskside Services to MyTech?	**Medium** - This is a recoverable error for users which causes confusion, but does not stop them from using CoreTech.ge.com. However users expecting this site to be a replacement for MyTech may face even more frustration		• 60% of tested users tried to access MyTech through the Deskside Services link • Facilitator believes the other 50% of test participants found the link on the Contact page because they had either seen it already in the test or navigated to the Contact page because they had already become dependent on it throughout the test.	NA	NA	4	• Conceptual Model • Self-Evident Design
Table of Contents (TOC) Links and Learn More Links	• Table of Contents (TOC) Links and Learn More Links are visually identical but provide different functionality to the user. • TOC - Scrolls to Anchor • Learn More - Navigates to a different page • Users are hesitant to use the TOC believing it will take them off page	• Learn more lines should continue to use the arrow icons, which suggest the user will navigate to some other page • TOC should not use the arrow as it scrolls the user to an anchor on the page	**Medium** - This is a recoverable error for users but it does decrease the exportability of the site	Hosting and Server Management → Storage and Backup Management → Mainframe and iSeries AS/400 Management → computing easier for developers and application owners Learn More →	• Observed during testing	NA	NA	1	• Consistency and Standards • Conceptual Model • Self-Evident Design
White Text with Black Dropshadow	• Users found this hard to read • Users found they did not read these headers (Banner Blindness)	• Change the headers visually so that the text stands out more. Some ideas include: • Add a semi-transparent overlay behind the text • Put the text in a colored block	**Low** -Easily recoverable as users were able to read they missed the header and go back to read it	Employee Technology Products	• It is hard to read the white text on black picture – same as the banner • "The image heavy and hard to read – I skip right over the banner"	NA	NA	Self-Lead Exploration	• Self-Evident Design • Consistency and Standards
About Page Layout	• Users found this hard to read and typically skipped over it	• Users find background images distracting -remove or mitigate with colored backgrounds or faded overlays • Users find the offset layout hard to read - use one consistent background image in place of the two or remove the second image	**Low** -Easily recoverable, users find the page hard to read, but motivated users will read the page		• Only looking at the block with the white background • "Don't like the misalignment of everything – it is very distracting" • Kind of confused about what I can learn about and I just keep skipping over white text on photos"	NA	NA	Self-Lead Exploration	• Self-Evident Design • Consistency and Standards
Global Header Menu	• Users tried to close the menu by clicking outside its boarders	• Users expect to be able to close the menu by clicking outside the boundaries of it	**Low** -Easily recoverable, users find it a bit annoying but then move on		• "Why Didn't That Close"	NA	NA	All	• Self-Evident Design • Consistency and Standards

Participant

A

B

C

D

E

It is very modern, looks great, easy to navigate, but it doesn't have anything that helps get me get my job done. I am looking for the get started or launch now.

It is kind of pretty but it is mostly useless, the one thing that is valuable is the Insights – if there updated information – want to be able to actually get to the point where to can do action

I can't give you a description – I guess if I need infrastructure I am going to go to this team.

It is a well organized site that puts all their services offerings and key leadership and contacts

GE is reorganizing all of it's IT offerings/support under the CoreTech umbrella. Not sure if it will replace MyTech, IdM and other services or if it is just coordinating them.

Do you find CoreTech.ge.com valuable for your job responsibilities?

I find it 25% valuable - there is some good background information here, but to do my job part I am going to be bounced somewhere to actually complete a task – I would go straight there and not come through coretech.ge.com.

Insights are potentially valuable – but beyond that no

What's missing is next steps – I cannot take action on anything from here and this website will live or die on my ability to be able to do so

Not in the scope of my job

Right now since I work with Saleforce the only part that seems applicable to me is the employee technology product offerings. I would find it valuable if I wanted to keep up with the latest changes at CoreTech.

When might you find yourself visiting CoreTech.ge.com?

If I heard a rumor that the actions could be completed here I would come back in a hurry.

I probably won't – if there was actionable stuff on here I would

I would come here if it had the 'start button' right now it takes to long

Probably Not

I would only come back to stay up to date and for employee technology and the Insights for the stories. Hopefully I could benefit from some of those ideas and apply them to my own job.

Heuristic

Visibility of system status

Match between system and the real world (Natural Mapping)

User control and freedom

Consistency and standards

Error prevention

Recognition rather than recall

Flexibility and efficiency of use

Aesthetic and minimalist design

Help users recognize, diagnose, and recover from errors

Help and documentation

Conceptual Model

Self-Evident Design

Description

The system should always keep users informed about what is going on, through appro[priate feedback within] reasonable time. E.g. is the page still loading or it's done? File Done Loading? Contact [...]

The system should speak the users' language, with words, phrases and concepts famil[iar to the user, rather than system] oriented terms. Follow real-world conventions, making information appear in a natura[l and logical order. Actions] of the interface should be consistent with user expectations and intuitive behavior. E.g[...] stand for add-to-bag action.

Users often choose system functions by mistake and will need a clearly marked "emer[gency exit" to leave the unwanted] state without having to go through an extended dialogue. Support undo and redo.

Users should not have to wonder whether different words, situations, or actions mea[n the same thing. Follow platform] conventions. Be consistent in everything (design elements, microcopy, etc). Make sur[e visually similar elements don't] perform different actions

Even better than good error messages is a careful design, which prevents a problem fr[om occurring in the first place.] Either eliminate error-prone conditions or check for them and present users with a co[nfirmation option before they] commit to the action. E.g. Disable a button until you have completed steps required to[...] on misspellings.

Minimize the user's memory load by making objects, actions, and options visible. The
information from one part of the dialogue to another. Instructions for use of the syste
retrievable whenever appropriate. E.g Typehead

Accelerators -- unseen by the novice user -- may often speed up the interaction for the
can cater to both inexperienced and experienced users. Allow users to tailor frequent
Quick links to common functions – most visited pages

Have less clutter and more focus on the content.
Dialogues should not contain information, which is irrelevant or rarely needed. Every e
dialogue competes with the relevant units of information and diminishes their relative

Error messages should be expressed in plain language (no codes), precisely indicate th
suggest a solution.

Even though it is better if the system can be used without documentation, it may be n
documentation. Any such information should be easy to search, focused on the user's
carried out, and not be too large.

Allows users to predict the effect of their actions will have. A conceptually conscious d
in their mind, which is very similar to the underlying logic driving the system. Designs
conceptual models can challenging for the user to determine what they need to do ne
outcome.

- Create a Clear Visual Hierarchy
- Take Advantage of Conventions
- Break Pages Up into Clearly Defined Areas
- Make it Obvious What's Clickable
- Minimize Noise
- Get Rid of Half the Words, Then Half of What's Left
- Resist the urge to add things to make design clearer
- Users view sites like a "billboard going by at 60 miles an hour."