DXC.technology

Global Data Management
for Microsoft Dynamics 365

Github link:
https://github.com/Patrick-Martins/DXCTechnology_Asset_Project

Link to our solution: http://pjmelite.dk/KEA_3Semester/DXC_Asset_Project/
password: dxc

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Table of Contents

1. Preliminary research on the case landing page

Their purpose and vision

According to DXC Technology:
"DXC Technology helps customers thrive on change. We have a clear and confident vision for navigating the future, and have met the challenges of innovation many times. We strive to support a culture of performance, matched with integrity. "

DXC Technology main competitors

Oracle and Cognizant can be considered the two main competitors to DXC Technology while at the same time being partners in the industry.

About the asset

Asset name:
DXC Global Data Management for Microsoft Dynamics 365

Its value:
DXC Global Data Management helps ensure transparency and consistency when working with business data across your organization, while still allowing for the requirements of individual companies.

Purpose:
Help you have the visibility, control and flexibility you need to be agile, without sacrificing data integrity.

- Ensure data control, integrity & transparency: With structured data governance and distribution across your business
- Balance corporate and subsidiary needs: Using flexible data access rights to enable local needs & requirements
- Improve operational efficiency and insight: Reducing manual data entry and double data entry, saving time and avoiding errors
- Define a baseline for accurate BI and reporting: With business decisions and reports that are based on accurate, valid global data

Table of content in the asset page:
- Overview
- Simple set up and use
- Flexible data distribution methods
- Structured data access and rights
- Flexible setup options
- Synchronizing data and creating new records
- Importing and exporting Global Data Management configurations
- Get a full overview across local companies

Notes and reflections during the research

Usually when someone clicks on a company link to their site, he/she is looking to first know what the company is about, what their niche is and what is their offer and value to them. If this works out, the user can choose to read a little introduction to a service that might be useful for the company and hopefully choose to know more.
Instead of having a button that leads the user to a form, which is one more step and decision for the user, if we present the form directly to the user with a promise, there is a higher chance the user will fill in the form.
Less decision = more engagement.

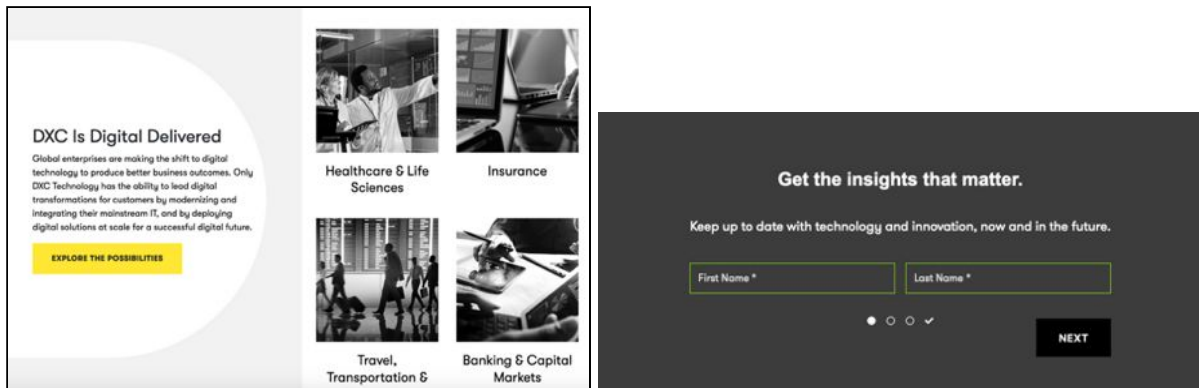**Figure 1.** According to IDC Nordic Digital Insights report from 2019

Figure 2. Inspiration from DXC Technology's website

2. GitHub branches and how we worked with it

We splitted tasks and worked on them individually in branches, then we met later to show what we had done and merged it to the master branch.

Figure 3. Branches in our GitHub repository

3. Insights from the client meeting

Their main target group is located in the Scandinavian region (Denmark, Norway and Sweden) and it consists mainly of executives from companies that work in a position that qualifies them as decision makers.

We have to develop 2 pages for the client:
Landing page (which contains any content that might be decisive to get the consent from the user when filling in the form. Narrow down options and opportunities and make it clear that there is more content available, a promise of future communication, which can be accessed when filling in the form and signing the consent).

Asset page (where more detailed content about the service that was "teased" in the landing page is presented to the user in an appealing and reliable way).

It needs to be clear who the target audience is, what is the key message we want to send to the user and, finally, what is "our" value for the user's company.

Newsletter- is intended to target decision makers, and there should therefore be some sort of validation check for the email input text in the form.

Summary
- landing page that creates awareness
- a form so the user can get the lead
- after the user signs up, give access to an asset (gated content)

4. The problems we solved

Tailored advertisement

The landing page that we implemented can be used for advertisement very well on platforms like LinkedIn. This type of advertisement is more tailored and the potential users don't have to look through the whole DXC website for the service the are searching for.

Mobile compatible website

Our solution also solved the problem of responsiveness, previously the information on tha asset page was in a PDF which was not compatible on mobile. A majority of DXC's potential users will open the website through their phones if they are coming from a popular social media platform.

User sign up verification

Each time an user signs up to the asset, the email and name of the user, which are provided in the form, are saved in the local storage of the device. That means that to check if an user already signed up we simply just need to verify the existence of a name in the local storage.

Repeated email verification

It is necessary to have an email verification since every single email provided in the form should be unique. To solve this problem, each time the user submits the form we verify if the email provided already exists in the database and, in case it doesn't and the rest of the form is valid, the new subscription is added to the database, otherwise the user is informed that the email provided already exists.

Counter for number of accesses to the asset

We had to create a functionality that would help the client track how many times a specific user accesses the asset. As a solution to that requirement, we added a field to the subscription object in the database, which is called "entries_asset1",and each time an user accesses the asset page, we grab the email value stored locally in the user's device and get the current number of accesses that the user has (GET method). After that we increment that number adding one more access to that value and change the current value to the new one in the database (PUT method).

5. The ideation process

XD Prototypes and voting

We decided to share a project in Adobe XD, where we could share our individual sketches that we had created after researching about the client and vaguely discussing ideas for the structure of the landing page. After sharing we voted individually on 3 favorite ideas from all the sketches.
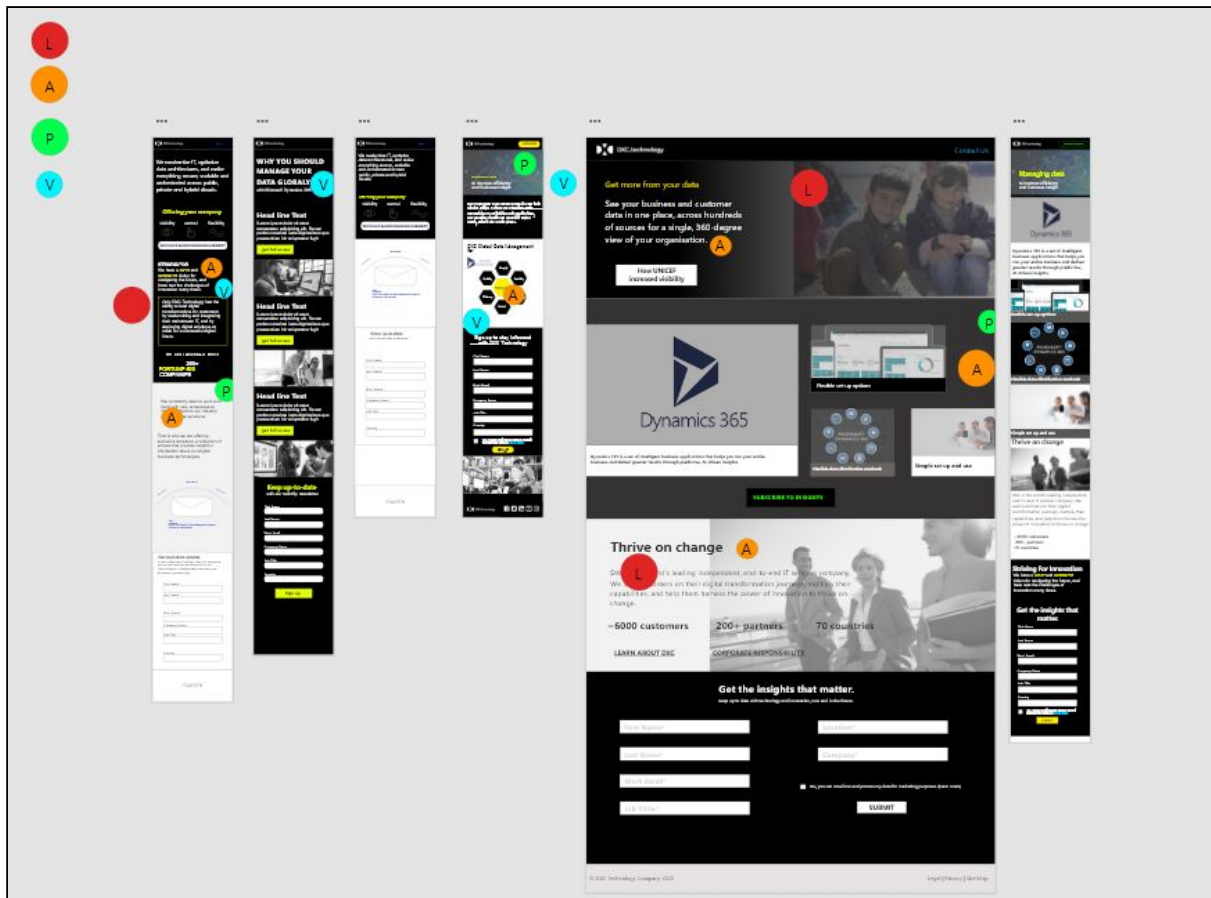
Figure 4. Individual XD prototypes and voting process

Conclusions based on our XD Prototypes:

- There should be a flow of images with general information about the data management technologies from DXC Technologies.
- The information about DXC in Patrick's prototype is useful and the layout and displayed information should be taken from Andy's prototype.
- A part that shows DXC Technologies use of Microsoft Dynamics software with Andy's layout and Vicky's simple display of words related to the service.
- Information that better explains to the user, the reason and the purpose of offering exclusive free access to articles to other companies.
- Headline containing what is in Andy's prototype and each input field has a label.

6. Design

For the design of the landing page we used DXC's style guide in order to have consistency with their website and create the feeling of familiarity for the users.

High-fidelity XD Prototype

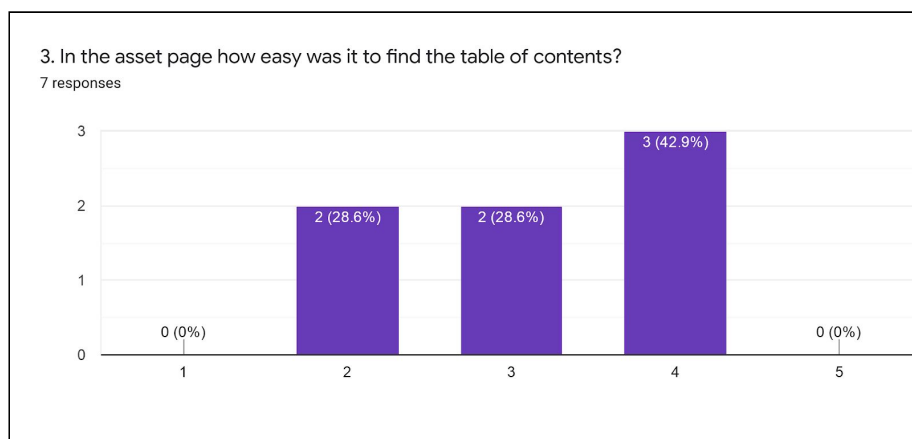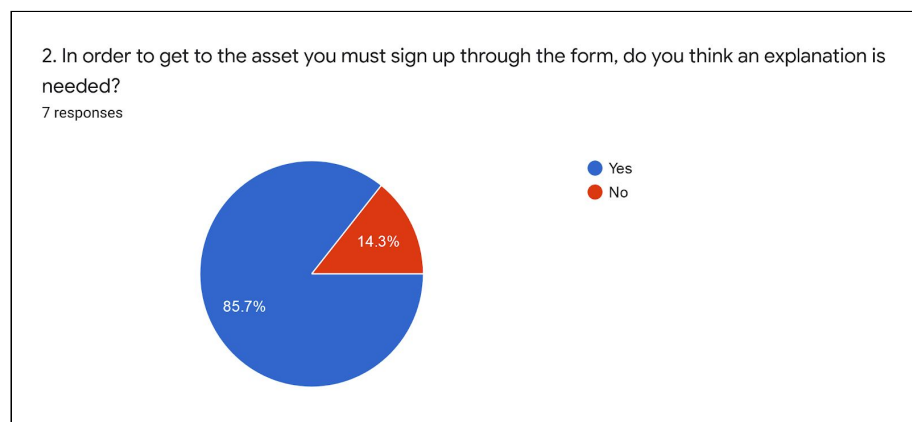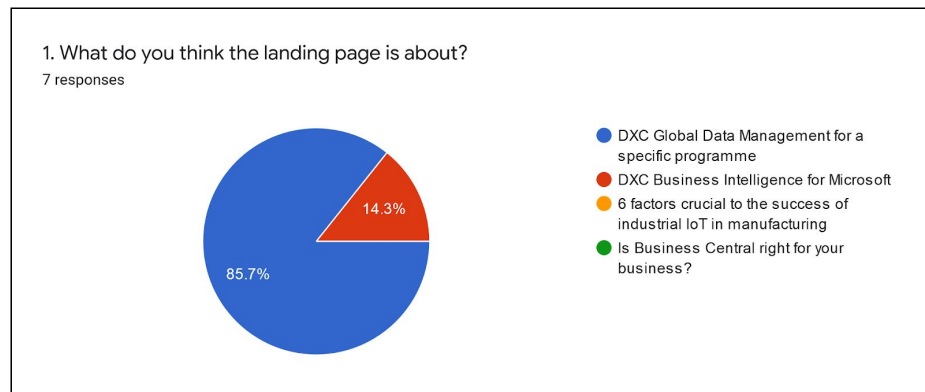Based on the conclusions from our individual XD wireframes we created the final high-fidelity prototype for our solution.

Link to our XD Prototype:
https://xd.adobe.com/view/92ffbd2c-32e0-4ce5-6a39-d36cffa7ed5f-e4ce/

7. Testing and analyzing

To test our Hi-Fi prototype we used Google Forms where we instruct the user to navigate to the prototype link and use the prototype. Then we asked questions that targeted main components of the solution which we were in doubt about and at the end the users had the opportunity to write additional comments/suggestions if necessary.

1. What do you think the landing page is about?
7 responses

- DXC Global Data Management for a specific programme
- DXC Business Intelligence for Microsoft
- 6 factors crucial to the success of industrial IoT in manufacturing
- Is Business Central right for your business?

85.7%   14.3%

2. In order to get to the asset you must sign up through the form, do you think an explanation is needed?
7 responses

- Yes
- No

85.7%   14.3%

3. In the asset page how easy was it to find the table of contents?
7 responses

1	2	3	4	5
0 (0%)	2 (28.6%)	2 (28.6%)	3 (42.9%)	0 (0%)

In the last open question 3 from 7 people suggested that we should replace the green button in the navigation bar. Before the testing we decided to use green buttons if we are referring to the form, since green represents approval and leads to something positive. After user testing we chose to use DXC's yellow button from the design guide and we kept the green submit button for the form itself.

The majority of the respondents mentioned that we should use more space between texts and headlines.

According to our testers it is essential to show information about the form, in order to inform the user what he/she is signing up for.

8. Principles of Persuasion

After careful analysis we discovered 3 of the 6 principles of persuasion rooted in our project:

1. **Authority** comes from the well known status of DXC as a top service provider in many fields spreading its collaboration with massive companies in those fields.
2. **Consensus** shown by creating a section on the landing page with information about all industry leaders, partners and associates of DXC thus sparking trust and willingness to collaborate with them implying the knowledge of good services.
3. **Reciprocity** by offering the asset for free with the condition of signing up on the landing page also creating a feeling of exclusivity.