Designing The Future

For Enterprise Users Today and Tomorrow

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Why is Enterprise different to Consumer?

Our Users Don't Choose Us.

Our users don't get to pick and choose their enterprise software provider. It comes along with the job. And they use us to get their job done. Not always because they want to, but because they need to.

We're doing complex things.

Enterprise tasks involve a lot of data, over a long period of time, often with high-consequence outcomes. Our users are using our software to run business, and that's necessarily complex.

We have legacy. Even in Cloud.

Enterprises can't just swap out entire products in a simple upgrade. Our experiences have to connect to, display data from, and work with products using different technologies, versions, and eras.
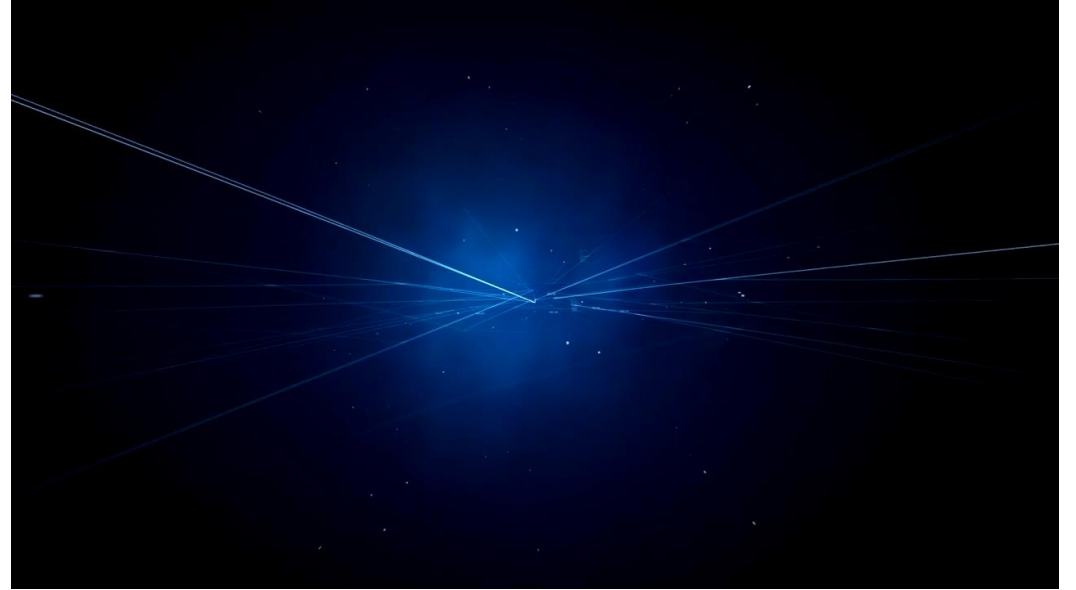
Expectations are high. But also low.

People come to work with the expectations of the software experiences they use in their daily life. 'Apple-Easy'.

But also have gotten used to 'business software' not matching those expectations. Low-hanging fruit abound in improving enterprise experiences as the bar is often set quite low.

The Enterprise User needs us to be there for them.

A Unique Relationship

We have a special obligation to provide the best experience possible to our users as they have no choice but experience our software to get their work done.

And if a user is unable use our software, they cannot excel or in some cases, even be able to conduct their work. We need to be inclusive in all we design.

Support When Needed

Work is hard. Our experiences need to reflect concepts of mastery, support of beginners, and be there when users need help, and get out of the way when the user needs to work.

Our users want to get in and out of our experiences as quickly and as accurately as possible. They don't need to fall in love.

Make Do With What We Have

It's rare we can start from scratch when designing for enterprise. We can't just ignore the need for compatibility, for supporting the past.

But we can't let that limit us in our designs. We have to strike the balance between desirability, feasibility, and viability in what we do.

What's the future for Enterprise Users?

AI will automate the boring.

Those pesky, boring approvals will disappear. Production lines will run without human oversight. Law will just be applied. Consultancy will be done by computers.

AI doesn't know what it hasn't seen.

Machine learning learns from what users have done in the past. When it sees something it doesn't understand, the user will need to intervene. And those situations will be the exceptions. The critical.

With more data, more analysis, more tasks, users will be required to do more and more critical analytical tasks in less and less time.

Users will become more creative.

With all those pesky approvals taken care of automatically, users will become freer to initiate new ideas, analyze problems with computer-assisted analytics.

Users will need and demand more than just forms, reports, and tiles.

Users will get fatigued.

Users will have to adapt to new tasks and roles, with more critical tasks, and new responsibilities, all being learnt 'on the job'.

And as users work in their normal day to day way will become more analytical, more responsibility placed upon them, more flexible and insightful software experiences will be key.

Users will be free to work where they want.

Hello home office! Users will accomplish their work regardless of where they are, using whichever device, on whatever network, at whatever time. Flexibility in work requires the same level of flexibility in software.

Users won't know what's home or work.

Users will be expected to work anywhere, at any time, with whatever device. Add in the criticality, the extra responsibilities, maximum flexibility will come at a cost for our users.

One Solution Won't Fit All.

Adaptive

Experiences that adapt to individual mastery, working context, and way of working.
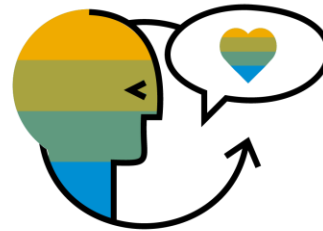
Empowering

Produce experiences that guide, and inform, rather than take over

Inclusive

Experiences must work for everyone, and understand everyone's individual needs

We have to experiment more.

As an enterprise design community, we need to think more away from the standard form, the report, the process, and experiment with new ways of representing intelligence, data, workflows, and user experiences for the enterprise worker of tomorrow.

How Prototyping Will Help

The Concept Car

A concept car is a car made to showcase new styling and/or new technology. They are often exhibited at motor shows to gauge customer reaction to new and radical designs which may or may not be mass-produced.

'Concept Cars' in Enterprise UX need to be framed right

Set Expectations

A concept car is not for production. It's for experimenting new production techniques, ideas, and concepts, and getting feedback.

We don't expect our UX Concept Cars to ship. We expect ideas from our concept cars to inspire, push, and direct our products and our design strategy going forward.

Listen to the User. At the right time.

Our users know the problems they face better than us. In Enterprise, often we don't use day-to-day the products we ship.

Users will also tell us whether something would solve their problems. Concept cars allow designs to be delivered in a way that allow that solution assessment in tangible, realistic ways.

Use Flexible but Realistic Technology

Concept cars should push the envelop on all frontiers, not just the design, but in manufacturing. But they need to be grounded in reality. They need to be feasible. They need to be coded.

Using flexible technologies like Fundamental Styles, allow for rapid UX development and adaptations, but provide enterprise-grade implementations.
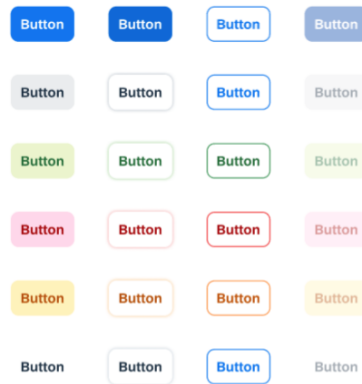
End Goal.

To push our design system concepts and delivery forward using technical proof points that satisfy customer requirements. Not to directly deliver a new product.

Atoms — Molecules — Organisms — Templates — Pages

System → **Product**
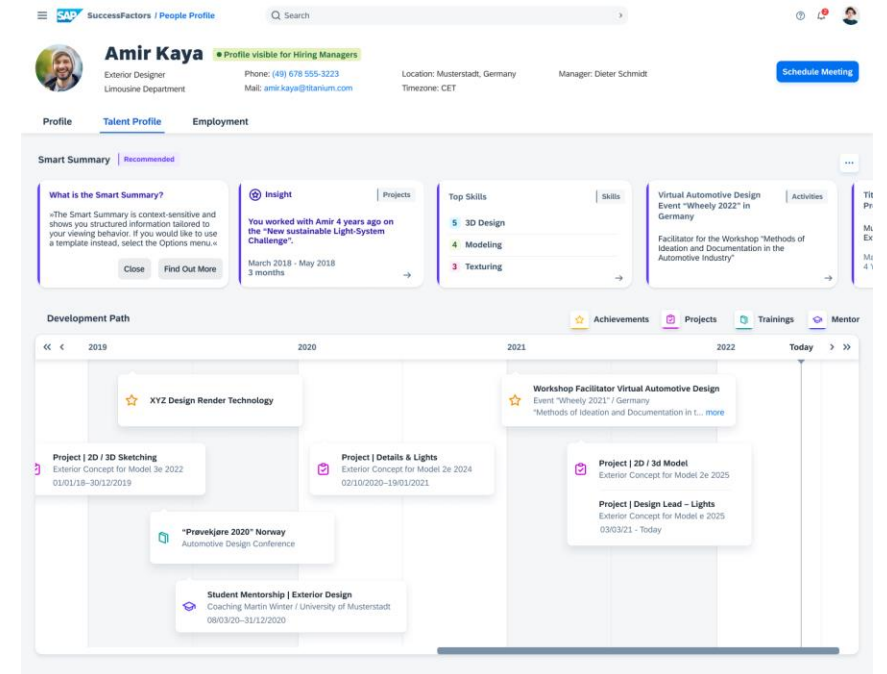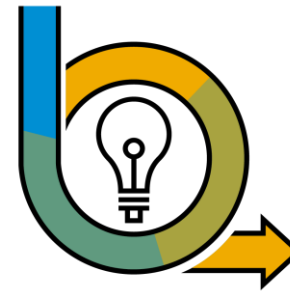
Delivering Concept Cars

Design Concepts

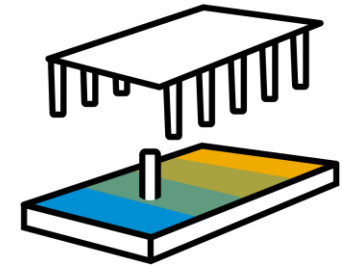Take a core, complex workflow or product feature, and redesign it without barrier.

Validate Concepts

Develop a working prototype of the concepts, and put it in the hands of real users

Analyse

Spot generic design patterns and bring them to our design system for all products.

Introduce

Select quick-wins, game-changers from the concept car, and introduce them to the product.

Work in Action

Reimagining Hiring

What if we could reimagine how the hiring process works within our core HR solution, SuccessFactors?

Users liked the idea of Smart Summary, expected Path Filter to „Select"

How important are **Smart Summary** and **same view when sharing People Profile link** to the users?*

	A	M	O	I	R	Q		Impact on Dissatisfaction	Impact on Satisfaction
Smart Summary instead of templates	8	4	0	9	2	0		-0,19	0,38
Same SS when sharing link	1	5	5	6	4	2		-0,59	0,35

What do you expect to happen when you click on **ACHIEVEMENTS (highlighted in orange)**?

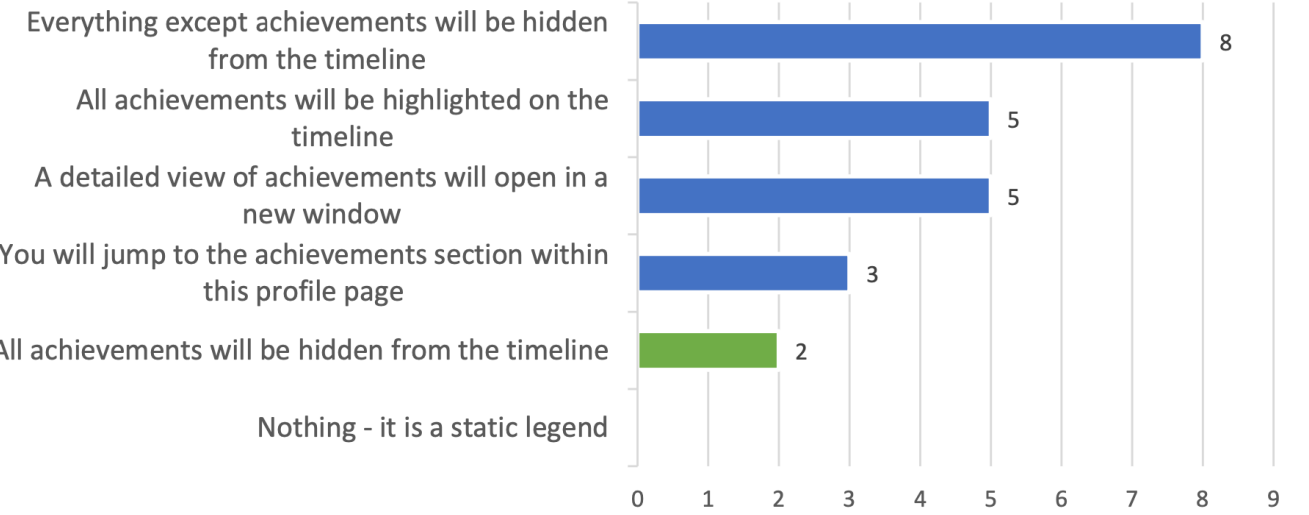|	
Everything except achievements will be hidden from the timeline	8
All achievements will be highlighted on the timeline	5
A detailed view of achievements will open in a new window	5
You will jump to the achievements section within this profile page	3
All achievements will be hidden from the timeline	2
Nothing - it is a static legend	

*Interpretation Kano

A = Attractive (wow feature)   O = The more, the better

M = Must be (expected)   R = Reversal (the more, the worse)

I = Indifferent   Q = Questionable result

Out of overall 22 participants

Participants were confused by amount of info, relied on „Recommendations"
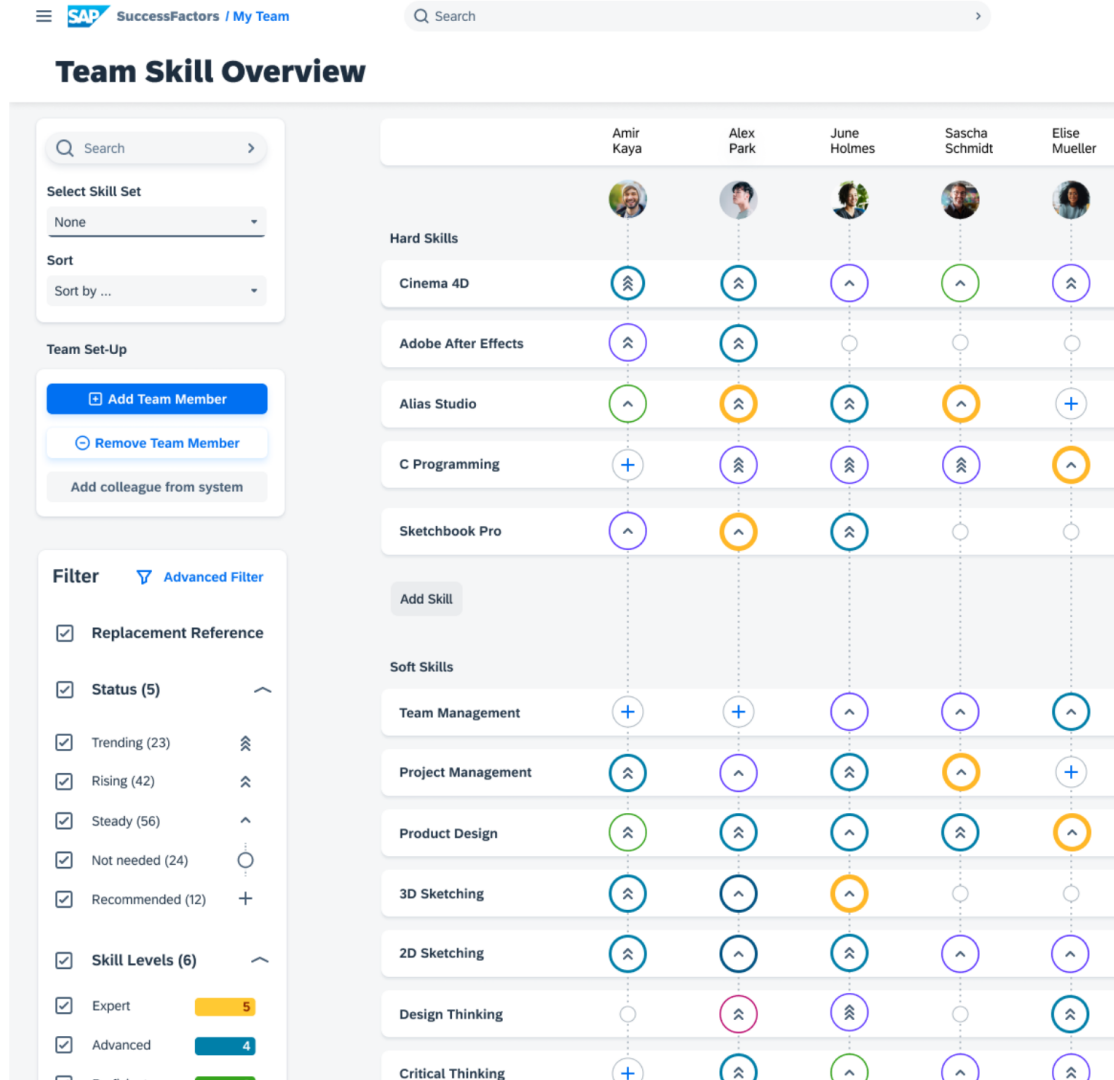
Out of overall 22 participants

- 10/22 participants **explicitly mention being confused** / having difficulties interpreting information (icons / colors / shape sizes / thickness of strokes)

- 7/22 based their decision on **system recommendation (+ icon)**

- 6/22 based their decision on **whether or not other team members possess this skill**

- 5/22 participants saw **no difference between „recommended" and „not needed" icons**

- 5/22 participants only attempted to **find the legend** and managed to locate it

- 2/22 participants wondered whether **all skills need to be covered** per candidate, and what is the **target for each skill**

- 2/22 participants interpreted **yellow frames as "needs improvement"**

- 1/22 participants were **concerned about the data quality** (especially regarding soft skill proficiency)

- 1/22 participants **wished to see employee roles** in this view

What do you think the terms Trending / Rising / Stable stand for?
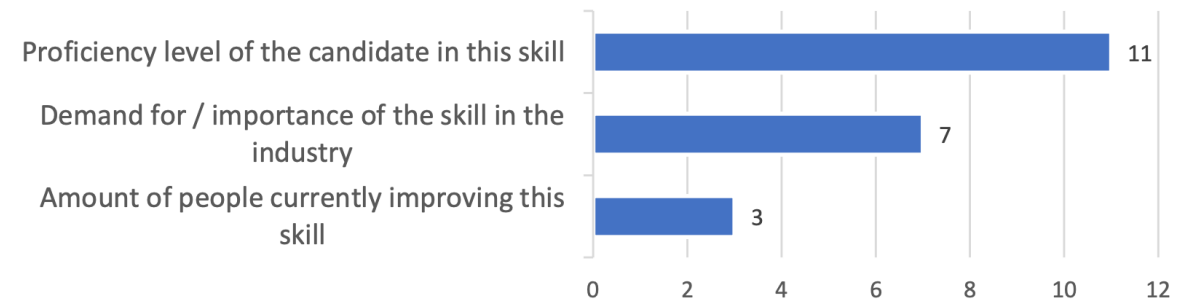
Supposed meaning: amount of time each candidate recently invested in this skill

Call to Action

Experiment in Code.

Push the boundaries for what Enterprise UX can do, using realistic Enterprise UX technology. And introduce those concepts that work today, to improve your experience for your users tomorrow.

Thank you.