

# **Helping ServiceNow Service Now**

**Lexmark, Summer 2019**

# TAKEAWAYS

- 1 Making experience a priority **saves** time
- 2 People like **approachable & contextual** design
- 3 Communicate with developers **throughout**

# BACKGROUND

Over 4000 service requests

12 % through ServiceNow

88% through phone call

## BACKGROUND

# Why is this a problem?

1 Overwhelmed phone lines

2 Saves time

3 Saves cost

## BACKGROUND

# What is the solution?

Entice people to use ServiceNow by improving its **user experience**

# PROCESS



## Understand

- Stakeholder meetings
- Gather existing data
- Interviews
- Baseline user testing
- Analyze pain points


## Explore

- Open card sorting
- Develop design concept
- Design review & iterate
- Stakeholder meeting
- Design review & iterate

## Materialize

- Prototype
- Usability testing
- Incorporate feedback
- Documentation
- Reflection

# ServiceNow

 Lexmark

Service Center


Service Desk Chat


Cart


Michelle Kim


## Service Catalogs


Search


**ITC Business Services**  
Submit a request for an ITC business item or service.


**ITC Technical Services**  
Submit a request for an ITC internal item or service.


**Facilities and Site Operations**  
Day to day operations of the facility, as well as consideration and execution of future maintenance and improvement


**Finance**  
Submit a request for Finance and accounting item or service.


**Global Business Service**  
Submit a request for an ITC business item or service.

**Human Resources**  
Submit a request for a Human Resources item or service.

**Marketing**  
Submit a request for Marketing item or service.

**Research and Development**  
Submit a request for a Research & Development item or service.

**Supply Chain**  
Submit a request for Supply Chain item or service.

**Software**  
Submit a request for a Software Item.

# QUESTIONS ?

## Upcoming slides include

- 1 Key questions I wanted to answer
- 2 Findings from interviews
- 3 Findings from usability testing
- 4 Example user flow to highlight pain points



## KEY QUESTIONS

# What made my brain itch

- 1 What are people's searching habits and decision making processes?
- 2 Which features of ServiceNow make it so error-prone?
- 3 Which request forms were the most problematic and at what steps?

## INTERVIEW

# “I love ServiceNow” said No One



### Manager

“I rather place my requests over the phone because the forms online are such a pain”



### Administrative Assistant

“There have been times I thought my request was in progress but I submitted the wrong form”



### ServiceNow Team Member

“Trying to redirect wrong forms take up a lot of our team’s time... and ugh the phone calls”

## KEY QUESTIONS

# What made my brain itch

- 1 What are people's searching habits and decision making processes?
- 2 Which features of ServiceNow make it so error-prone?
- 3 Which request forms were the most problematic and at what steps?
- 4 How do users' mental models differ with the current layout?
- 5 People are confident even when they are submitting the wrong form.  
How can I help them?

## USABILITY TEST

# How bad is ServiceNow currently?

**Test Details** 10 participants & 10 tasks

**Example Task** “After work hours, items from people’s cubicles are disappearing. The department decides to install security cameras. Please submit a request.”

**Success Rate** 53%

# Who would have thought installing a security camera would be so difficult?

- 1 “No popular items” can allude to no items
- 2 “Site Operations Security Request” only works for Zhuhai, China

Security Request Form

# The problems do not end...

- 3 Dropdown interaction doesn't allow for helper text
- 4 Misleading strings
- 5 Process mimics a shopping experience

Security Request Form

# QUESTIONS ?

**Upcoming slides include**

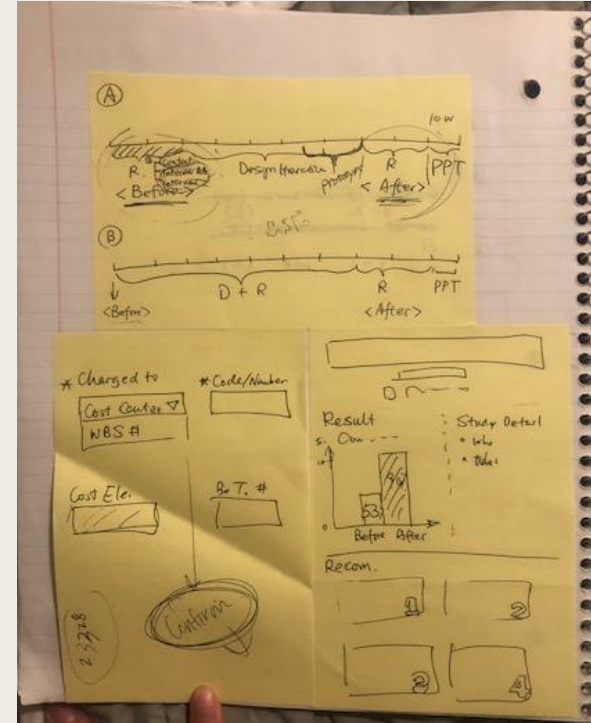
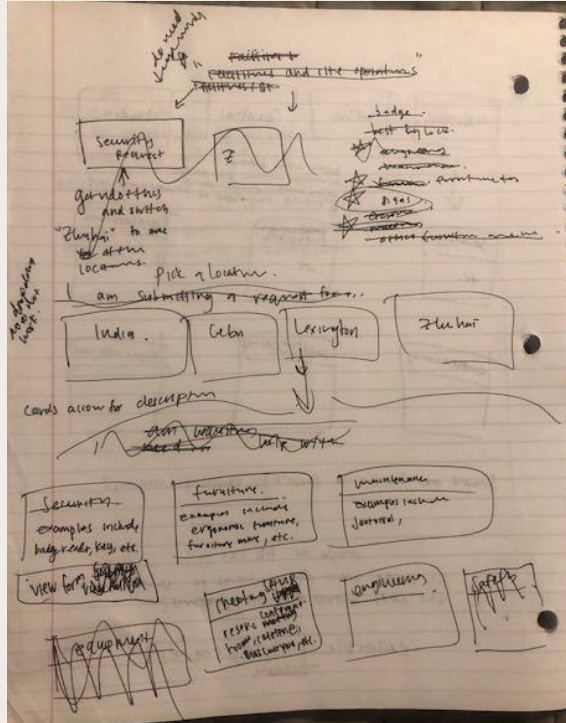
- 1 User needs
- 2 What was not traditional about my approach
- 3 The various design decisions
- 4 Reflection

# **Solutions change, but needs do not**

- 1 Locate what they're looking for in a shorter time
- 2 Submit forms in a shorter time




# Time to ideate!



# **Simpler is not always better, my nontraditional approach**

- 1 “Well-designed content heavy screens can present massive amounts of Information, while maintaining a clear and scannable content hierarchy.”

# Structural improvement

 Lexmark

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Home > Catalogs > Facilities & Site Operations > Lexington

Search?

Categories

[Lexington](#)  
[Cebu](#)  
[India](#)  
[Zhuhai](#)

Requests for Lexington

[Facilities Maintenance](#)  
Repairs, janitorial work, or other existing items (e.g. moving a whiteboard)

[Furniture](#)  
Furniture keys, furniture move, office move, or ergonomic furniture


[Security](#)  
Badge access, badge reader, alarms, security cameras, door keys, padlock, lockset, and cores

[Facilities Engineering](#)  
Facilities design and new construction

[Engineering Equipment Shipping Crate](#)  
Heavy or delicate items that cannot be shipped by the post office.

[Signs](#)  
Mechanical and electrical signs

[Event/Meeting Setup](#)  
Reserve rooms not available through Outlook Calendar and submit event requirements

 Lexmark

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Search?

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Requests for Lexington - Security

[Badge Access](#)  
Badge access to specific rooms and areas.

[Badge Reader, Alarms, & Cameras](#)  
New installation/relocation of badge readers, alarms, and cameras.

[Door Keys, Padlocks, Cores, & Lockset](#)  
Keys, padlocks, cores, and locksets for doors only.

[Furniture Key](#)  
Keys to furniture items such as cabinets and desks.

## APPROACHABLE DESIGN

# Offer help, prevent errors, use conversational language

☐ Amia **1**

☐ Leap

☐ Standard Cube (48' top) **2**

Sit to Stand

Standard Cube (6' x 8' x 12')

☐ 46" top

☐ Mechanism cube wall mounted

☐ Smaller (120 deg corner top)

☐ Electric base

☐ Counter balance base

☐ Electric Base

☐ Counter balance base

☐ Need custom top

Monitor Arm **3**

☐ Single Monitor

☐ Dual Monitor

☐ Laptop Accessory

☐ Cube Wall Mounted Task Light

☐ Anti-Fatigue Mat

Please specify your ergonomic furniture request.

Stand-up Desk **1**

☐ Electric Base

☐ Counter Balance Base

Ergonomic Chair Style **2**

☐ Amia

☐ Leap

Monitor Arm Details **3**

☐ Single Monitor Arm

☐ Dual Monitor Arm

Ergonomic Accessories **4**

☐ Laptop Accessory

☐ Wall Mounted Task Light

☐ Anti-Fatigue Mat

Do you know the dimensions of your space? **2**

☐ No, I need further help measuring my space.

☐ Yes, I have a standard cube (6' x 8' x 12').

☒ Yes, I can provide my space measurements.

\*Record your dimensions below.

## APPROACHABLE DESIGN

# Only display relevant info, keep interactions dynamic

How would you like to be billed?

\*Charge Type

\*Charge Number

[Add Additional Charge Type](#)

Are you switching to a new department?

☐ Yes, I am switching to a new department.

Please list all items you need help moving below.

Note: Whiteboards on walls cannot be moved due to cost of patching and painting.

Item 1

Item 1 Comments

[Add Additional Item](#)

Are you switching to a new department?

☒ Yes, I am switching to a new department.

\*New Department

Are you switching to a new department?

☒ Yes, I am switching to a new department.

\*New Department

Department Example

Manager Auto-populate

New Manager Phone Number Auto-populate

If you are requesting an office move, how many 8" x 18" x 16" boxes do you need for your belongings?

0

Comments

Please explain justification for this "Office Furniture Move" request and attach any pertinent files below.

[Add Attachment](#)

Item 1

Item 1 Comments

[Add Additional Item](#)

Item 2

Item 2 Comments

[Add Additional Item](#)

New Department field appears after the box is checked.

New Department field appears after the box is checked.

I checked and does have th

With every add additional item, the number as an increment of 1

## APPROACHABLE DESIGN

# Minimize interactions, allow for other options

### Environmental, Health, & Safety (EHS) Information

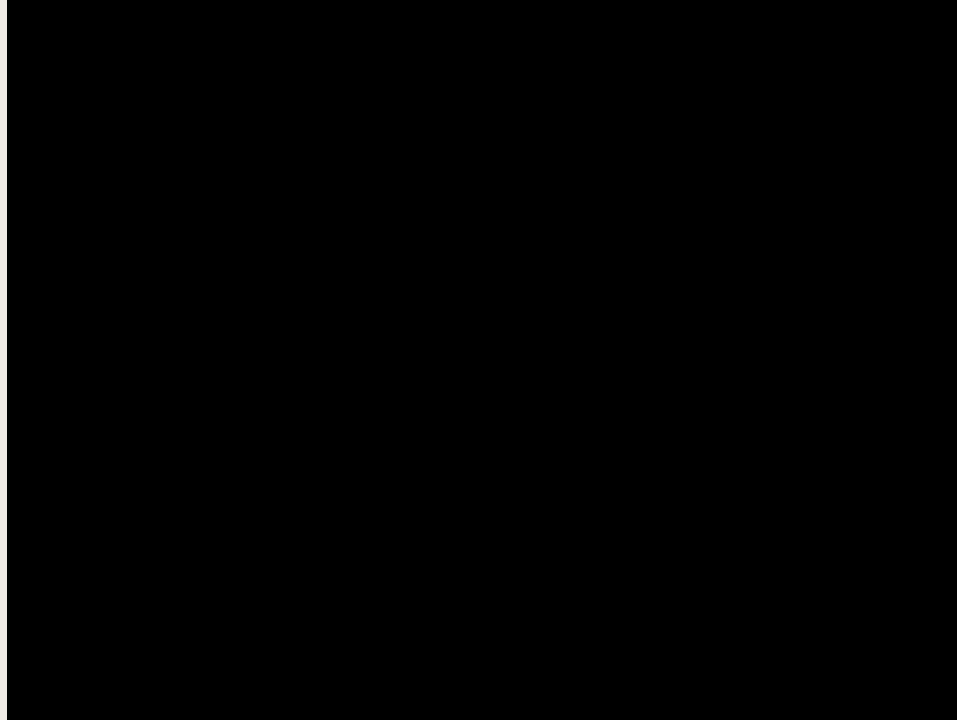
Request involves (Check all that apply)

- ☐ installation of equipment or machinery
- ☐ chemicals or generates heat, smoke, dust, or gases
- ☐ modifying, adding, or removing exhaust hoods or ventilation systems (record system # in above text field)
- ☐ insulated piping ductwork modifications or floor tile removal/repair
- ☐ water, chemicals or sanitary sewer drains
- ☐ a major rearrangement or require exits and aisle ways to be altered
- ☐ underground excavation
- ☐ other potential impact on the environment or safety in the work place (explain in above text field)
- ☐ additional removal or alteration of confined space as defined by the E, H, & S handbook

Do you need further help answering the above EH&S questions?

- ☐ Yes, I need further help.

# Prototype & Final Usability Testing



# QUESTIONS ?

Upcoming slides include

- 1 Design impact
- 2 Reflection



# My Design Impact?

- 1 There was a 36% overall improvement across the 10 most common tasks.
- 2 The redesign is currently implemented at Lexmark.
- 3 People are less frustrated at work!

# Reflection

- 1 Strings are easy to change and change often so work on them last
- 2 “Well-designed content heavy screens can present massive amounts of Information, while maintaining a clear and scannable content hierarchy.”
- 3 Be specific when asking for technical limitations

**THANK YOU FOR YOUR TIME !**  
**QUESTIONS? FEEDBACK?**