

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


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 ?

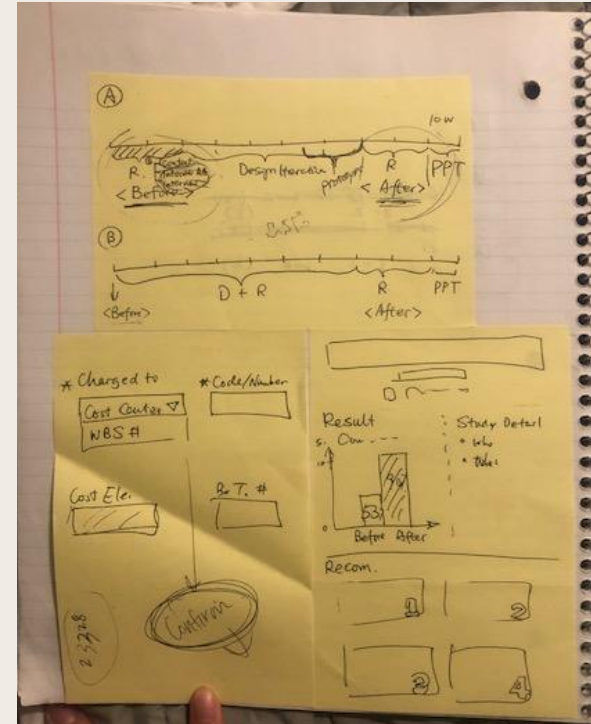
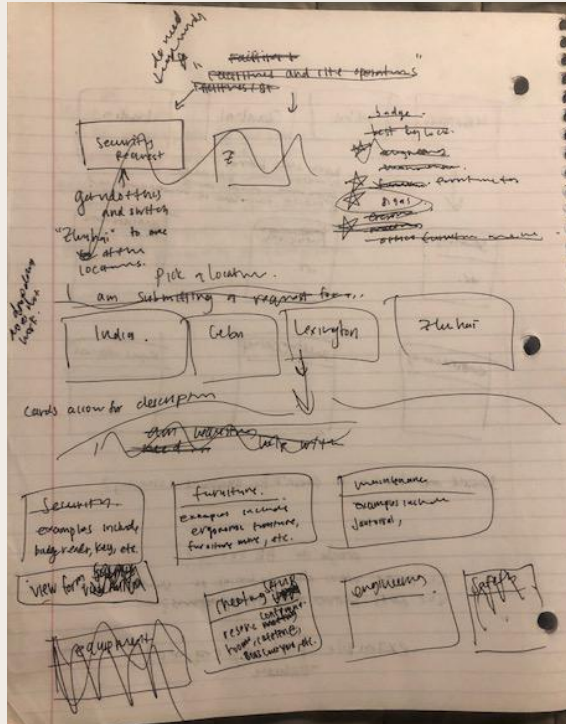
Upcoming slides include

- 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 data density can present massive amounts of information, while still maintaining a clear and scannable content hierarchy.

Structural improvement

 Lexmark

Service CenterService Desk ChatCartMichelle Kim

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

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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](#)

New Department field appears after the box is checked.

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

I checked and does have th

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

[Add Additional Item](#)

Item 2

[Add Additional Item](#)

Item 1 Comments

Item 2 Comments

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

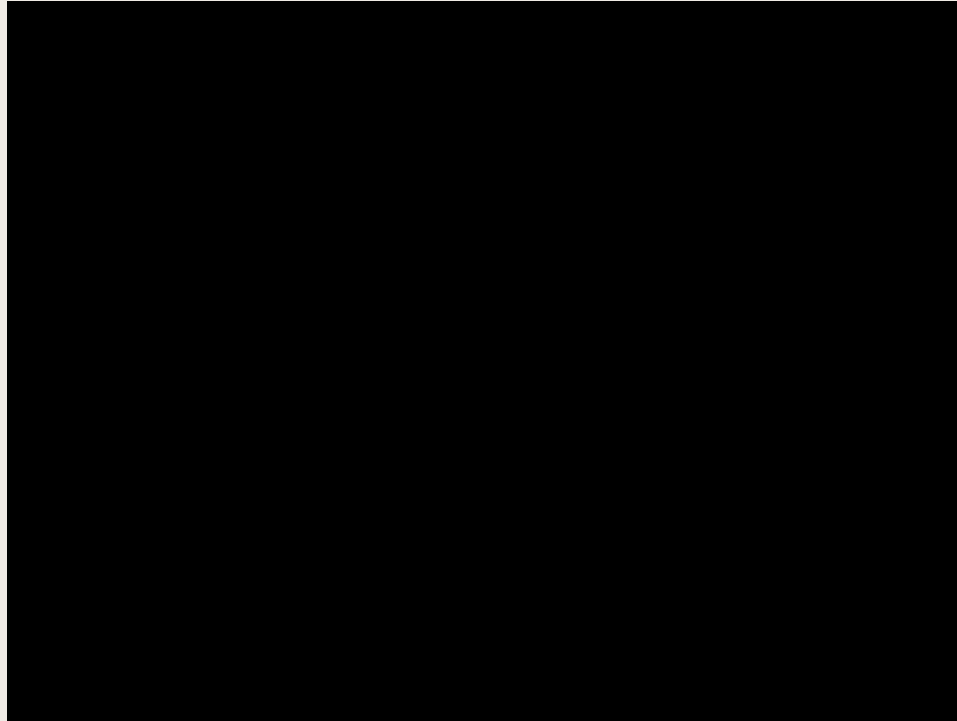
Request involves (Check all that apply)

- ☐ 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 data density can present massive amounts of information, while still maintaining a clear and scannable content hierarchy
- 3 Be specific when asking for technical limitations

THANK YOU FOR YOUR TIME !
QUESTIONS? FEEDBACK?