**HR – Learner Experience**

Workstreams **The Voice of the Customer: Developing a sustainable framework**

**Defining the Search problem space**

**The Voice of the Customer – Developing a sustainable framework**

Kate Venier raised a requirement to formalise the methods by which we capture user feedback relating to the Learner Experience.

Today, we have a large number of feedback channels. The channels provide us – with differing cadence – quant and qual data that we can exploit to improve the overall user experience we provide our users.

**Challenges**

1. Managing and maintaining these channels is labour-intensive and costly to the business
2. We have no certainty that the data collected is in support of our requirements and objectives
3. Data captured via these channels is disintegrated and ownership is dispersed
4. We have no framework to determine which irregular/ad hoc activities should be carried out at any point in time

**Scope of work**

We will be responsible for providing:

1. A framework which records:
   1. The different channels which we will employ to capture user feedback / data
   2. The cadence with which these activities will be carried out
   3. Ownership (in-Squad or other Squad) of the channel / data within a channel
   4. The metrics that we would expect to capture for each activity (+ve and -ve)
   5. The method by which data will be aggregated and shared with the wider team / external teams
   6. The triggers that will invoke irregular / ad hoc activities
2. A description of the role of this framework (“What is it? Why are we doing it?”) and the purpose of the same (“How does this help us?”)

**Considerations**

1. This will be an ‘early warning system’ / canary in the mine – changes in the Tier 1 channels (behavioural data, Pulse feedback, Support Desk tickets etc.) will invoke Tier 2, 3, 4 ad hoc ‘as needed’ activities.
2. This will be a method by which we can challenge stakeholder concerns (“You raised as a concern Issue X; Tiers 1 – 4 show no indication of that issue”.

**Defining the Search problem space**

Kate Venier raised a requirement to help define the role of Search in LAB, and to better understand the problem space we are faced with (eg What can Search solve? What can’t Search solve? What are the constraints we face with Search?)

LAB offers Search via the Saba host platform. There are known constraints that impact our users. Understanding the art of the possible is key here.

**Challenges**

1. Working assumption that the Search capability in Saba is outside of our control / cannot be fundamentally modified
2. Sentiment toward Search is poor and improvements are required rapidly
3. Search is one part of the wider problem of finding, re-finding and discovering content – ‘fixing’ Search will likely not solve all our ills

**Scope of work**

We will be responsible for providing:

1. A model of the Search problem space
   1. What search can and can’t affect
   2. What users (tend to) use Search for
   3. The role of metadata in the Search experience
   4. How Search can be improved via extended functionality (personal recommendations via search history, recommendations based on historic peer-group usage, filtering via attributes, synonym matching etc.)
   5. The relationship between Search and Browsing (inc. closed, global taxonomies, etc.)
2. Next steps from a UX pov (eg What precisely would we want to do in the short-, medium- and long-term to improve Search? What dependencies are there? Etc.)

**Considerations**

1. This work is – in part at least – to help us frame the challenges of ‘fixing search’ to our stakeholders. We need to be clear on what we can and cannot control, what impacts we can reasonably expect to affect and what constraints we must be bound by
2. We need to keep this reasonably light – but not so light that we don’t cover the topics above.