

Created UX principles for Workforce eXperience Technology organization at Comcast

Who: Workforce eXperience Technology organization at Comcast

What: UX research

Result: UX principles created for organization

Project Summary

I was part of a five person pillar group focused on creating UX principles for our organization to have as a reference when starting projects. We met with our largest vendors to understand what their approaches to UX were. We also did a case study on an internal help desk that had just been relaunched as a way to show how UX principles are often overlooked, but very important to the overall success of an application.

Outcome Statement

Created five UX principles for our organization to use when starting projects. Principles were focused on fostering intuitive usage, minimizing errors by being proactive, creating trust by ensuring reliability, establishing clear expectations and embracing feedback. Our principles were formulated by using 2 months of feedback on a newly relaunched platform and interviews with both end users and vendors.

Establishing UX as a requirement

Most consider UX an afterthought. We reviewed two months of feedback on a newly relaunched help desk platform to show how valuable UX can be. Our research concluded that out of 1600 responses, 52% were specific to the new interface not being user friendly.

Most users were confused right out of the gate by which ticket type to choose. We were also able to determine that most labels for the form to be filled out were equally unclear. If able to submit a request, users were then met with no updates to tickets and no understanding of an expected SLA.

This feedback, along with our industry research with our vendors and how they approached UX, allowed us to shape UX principles to help our organization continue to deliver great products that were also mindful of their users.

My role in the project

My role was UX research. Two teammates and I collaborated on questions to ask vendors when we interviewed them about their approaches to UX and held all of the interviews. We also formulated the questions our entire team used while conducting employee interviews to get greater detail surrounding their previously submitted feedback about the relaunched help desk.

I consolidated and categorized all of our research and wrote the first draft of our UX principles.

The mandate: Create UX principles for our organization

Our executive leaders were noticing a trend of UX being an afterthought for projects. A lot of time was spent making something look good, but not on how the end user would use it. Our evaluation of the newly launched help desk platform helped highlight this oversight.

First we looked at two months of feedback for the newly relaunched platform, which consisted of 1600 responses. I broke down the feedback into four categories:

- Platform specific (web, phone, chat)
- Equipment (including software) & access
- Compliments - both agents and site
- Other - not easily categorized

The highest percentage of negative feedback, 52%, was related to the platform. With equipment & access and other both coming in at 11% and compliments making up the remaining 26%.

We then met with 50 individuals who had provided feedback on their recent interaction with the help desk. We asked the users the following questions:

- How long have you worked with Comcast?
- Why did you go to the help desk?
- Was this your first time using the help desk?
 - If not, what did you previously go to the help desk for?
- How did you find out about the help desk?
- Did you find navigating the website easy or difficult?
- Did you experience any problems with the site?
- What could we do to make your experience with the help desk better?
- What would be your preferred method to contact IT?

After our interviews with end users had concluded we each answered the same four questions:

- What are the biggest Process opportunity areas?
- What are the biggest Technology opportunity areas?
- What are the 3 top themes you noticed in the data?
- What are quick win opportunities we can address now?

Those answers helped us to identify quick wins for the platform that included relabeling CTAs and form entry labels, fixing broken links, navigation tips, ability to minimize extremely large alert banners and ability to rate articles as well as provide feedback.

Additionally we met with some of our largest vendors, including an internal vendor with a similar set-up to our help desk platform, to understand what their approach to UX was. We found that most agreed that there should be a consolidated place for users to access any help they need.

Click depth, managing expectations, personalization and employing some sort of chat bot were also common themes.

Taking what we learned from our user research and vendor feedback we created five UX principles for our organization focused on fostering intuitive usage, minimizing errors by being proactive, creating trust by ensuring reliability and establishing clear expectations and embracing feedback.