

As a Product Management intern I was regularly conversing with clients about their experience with the app. Specific questions about the launch and enablement of Learn provided good information about our faulty single sign on functionality. Company names are hidden for privacy.

Michelle:

first step was a joint process between cyber team, enterprise risk team, and enterprise tech team, to ensure that the app worked with their security parameters within firewalls, and to make sure that the web app would work with enterprise issued devices.

Once hurdles cleared, became a matter of testing. Test group included users from clearance checks we have received. We have many software developers and designers on the backside involved too, that way they would look for things we as users may not have caught, issues with banners not displaying correctly)(their banners link to the event planner as well

Now that issues have been addressed, they are ready for testing with a larger population

Has not deployed this promotion strategy, but has a marketing strategy that includes

1. Mass emails
2. Communications user our internets (?)
 - a. Such as a carousel article
3. Weekly polls
 - a. What they like, dont like, how its working for them

Problem with the app: when a user saves something for later on the app, there is a lag between when they save it and when they see it in the carousel. They had to wait 10-15 min, and then reload the app before they finally started seeing their courses in the app

Erin:

Having a problem with training videos/documents that are part of cirriculums. One can see that you have an assignment, can see the titles of the LO's, but that is where it stops, cannot access information or video behind it.

Colleen:

Back office users came with user scenarios that we knew occured,

then able to test with an instructor group, released it to pilot population, a smaller population. Testing process was about 3-6 months, had back against the wall due to speed cycle (?)

After understanding setbacks, Company is now on hold until the new app is released

Has the app required for learners,

Dennis:

In testing, we were trying to access/search for skillsoft courses, had some experiences trying to launch them, have not returned to the app since.

American Express:

New Info From Steve: apparently this company has already implemented the app for ios, this is in terms of android

Company is not rolling out the app to every employee, only select employees. Main target audience is executives, employees that commute long ways in and out of the office, and sales reps. Executives use software primarily for regulatory requirements. Thought we would start with that group of people.

Content Company Will be Consuming: Online courses, videos, materials. Sometimes curriculum. Rolled out playlists, there was a lot of hype for that, especially in sales. Also mentioned having ratings and reviews for a learning activity, and company branding within the app.

Big selling point for company is offline mode. The company is also interested in measuring leadership using the app (let me show i am a leader by taking all these leadership-based courses)

First Pilot: making one program available to ~5000 executives, related to basic enterprise awareness regulatory learning.

First pilot evaluation: looking at usability/user feedback. Company is going through a big refresh of overall user interface with Cornerstone. Before that launches, we design **feedback sessions** with different target audiences, and guess their input on ~5 top pain points we are trying to address. We ask for their feedback on the app's usability, see what the company can address with UI/UX coding, ask about some utilization metrics. Getting learning object type of data, asking "are they completing learning object within the mobile app vs the online app", "what is their feedback". Not sure how to flush this out exactly. Difficult working with senior executives, they do not have much time or patience, we cannot just randomly survey them when we are done. AMEX speaker's CLO will participate, so we will get feedback from her colleagues.

Second Pilot: After that pilot, we want to do a second where we add the more 'interesting' users. That includes our salesforce, making sales videos, being able to look up product information, sales framework info while they are on the go

Whole pilot will last 1 quarter. Plan is in q3, we will begin the pilot, they will have until the end of november to complete their requirements. We will add on to the pilot gradually, 'like legos', complete the second population in q3. While all this is happening, we are doing parallel work to make sure policies are updated, to make sure we have gone through work council approval. The AMEX process is quite rigorous. Have to create presentations, translate them, fly to our markets, give the presentation, be subject to questioning. This will all be in parallel with pilot testing, if pilot goes well, then in 2020 we will turn it on for anyone who can use their BYOD (Bring Your Own Device).

Bill:

Testing: began in 2018

Getting through all of company's security controls, done successfully

Pilot: Got the green light to successfully deploy in July. At first, they only released the ios version for the pilot. Had about 15 regulatory courses, which were required for people to take. Ran pilot from july to the end of the year, knowing of plans of expansion going into 2019. This year, focus is further mobile enabling regulatory portfolio (between 250-300 courses in there), so team is mobile enabling those first, going through that process now with internal solutions development team.

Team has two internal mobility programs, one for casual mobile devices called my mobility, and one called corporate mobility. Targeted Apple users. Device had to be in one of the above programs. Targeted users who were relevant to 15 main courses we launched, and sent targeted communication out to them. Went out to a little under 12,000 people. About 2% of the population completed at least 1 course on app (expected). Many things done to help increase that adoption rate, including digest emails from cornerstone with mobile messaging at the bottom of those emails.

More about those emails. The link sent to users who are part of corporate mobility was a redirect link to the app store. Did not store code in any way. For my mobility, we use the blackberry enterprise suite (MDM), with an email app, browser app, message app, within the browser we store our company app store, so users would go through there. However, this is not necessary, users can easily access the app through the public app store

Link to a quick reference guide, so hoping that will help with adoption, because come 2019, will have a couple courses considered 'enterprise required'. Around 55,000 apple users enrolled in one of those programs.

We are currently only working on regulatory courses, but we will hit a point this year where we will deploy other courses, working on a proposal now to get support, because it changes the whole process of how the client facing team does learning intake, but this should be done in 2019.

On the future: there is appetite for more app functionality, the executives want it. Matter of the process to support it on [BOA's] side. Have full buy-in from exec team, just a matter of team's internal implementation process

On Implementing courses from catalogue: lead a project team broken into work streams, here are the general steps:

1. Solutions development team looks at courses, determines what makes sense for mobile, disposition it
2. Course moves to design and development. Making changes to adapt better to the in app environment.
3. Course goes to content integration team, go and mark courses enabled, so when learner looks, it is there, available.

Did a small usability study, Looking to deploy android around July 2019. Testing thoroughly now, hopefully rolling out by July. Plan to further expand beyond regulatory training, will have another book of work to focus on after development of regulatory items.

On usability study: general response was that people said this would be extremely helpful while traveling, sitting in waiting rooms, waiting in the car. Did not hear much on within the office use, more about moments where one needs to step away from the office. Users think it is layed out well, easy to navigate, like the flexibility of the app.

In terms of defects, there was noise about customers who log in with SSO, the app defaults to the login with credentials page, and they were confused. All they have to do is swipe right on the screen. So no real problem there. Some study participants didn't look at learner support materials that we had stored out there for them. Noise around the learning metrics on home page not being refreshed dynamically, users have to log out and back in to get updated courses on home page. Noise about how mobile enabled and not mobile enabled works, users are confused seeing things on their desktop that is not viewable on the app (toggle is defaulted at show mobile only). We can handle these problems, update our FAQ's, making sure learners understand that. Another thing, hear this complaint regularly, when someone launches a course on their app, and leaves it, when they come back the 'launch' icon has changed into a play button, like a video. Learners think that this means that it is a video, which made them apprehensive about opening it, because they were in a public location. App sent to 12,000 learners, only got 7 calls, all of them about downloading and logging into the app, this seems to be a main issue, in our next focus group we will have targeted questions around logging in and downloading, to figure out why it is gumming people up. It would be nice to be able to add external training to their transcript via the app. Banners are not formatting correctly.

On delivering information about app with learners: FAQ's, short videos (these get a LOT of use)

BNP Team

Speaking from BNP: system administrator

When there are cornerstone releases, company manages them, tests, and deploys them to all groups. For app, company tested the app, created a pilot group to also test it, and when it was validated, began deployment of features of tools concerning learning. When new entities, company manages and implements the entities. Entities contain sub entities, such as legal and compliance, sometimes they are organized differently (what?).

On how the app was distributed: on group levels, made communication about tool that is related to personal development plan, were asked to provide more info about the app, gave launch training. After this, those who used it wanted to promote it, we let them communicate more about it, make the first step worldwide.

Company made materials about the app, sent it to everyone. Around 5-10% of people actually read it. That is as far as they have gone. For April, **I have made a small video** explaining how the app works, how to install, how it works on ios and android. I am posting a message that creates mail for every user who has access to the knowledge bank. ATM, limited feedback, people are still using the old app

On pilot: There was a small group of people who piloted the app, then based on that pilot program, turned it on from mobile preferences page, and now the different entities can choose to take initiative to promote the app. Currently do not have choice to enable the new app, because its the same preferences. We tell entities before they communicate about it, we have to pass it to IT, because its an IT project to validate the app. They validated around 12/23/18, we communicated about the app via email after that. Some entities do not want to deploy, are waiting to see improvements

Problems with app preventing deployment: When assigning training, one must activate it online on the browser before they can use it in app, because our curriculum has many languages, so this is quite the problem. (This problem has been fixed). With curriculum, you cannot request it in the app if there are different training purposes on the curriculum. Also, with trainings, one must submit a training purpose, and when launching training in app, you need to select the right training purpose. There are also many features in the old app that are not there in the new app. Company does not use SSO, because they do not want anyone to have to download another app on their phone. (I don't fully understand this)

On feedback about the app: it is easy to use, you can use it wherever, whenever you like. Searching on the app is quite fast. Events do not appear in session, cannot save events for later on app. This should be a feature, as one can subscribe to events on the desktop app. I could

not launch videos for my training. Courses using flash cannot be mobile enabled. Also problems with banner on tablet versions.

General process for company: pilot, then technical evaluation, then they distributed the app.

Coats:

Never tested, rollout WAS the pilot testing.

Have placed video about the app on portal homepage.

Company does not have stats on how many people have downloaded it and who is actually using it.

UBS:

Company has planned out a year long pilot process. It is layed out in three releases, with each section releasing new features that gradually bring the app toward complete deployment.

- First release on April 1, will have basic features that are deemed acceptable for a minimum viable product (MVP)
 - UBS branding
 - Touch / face ID log in
 - Compliant with UBS security policies
 - Mobile ready identifier / filter
 - Save for later (from desktop to mobile)
 - Connect / transform / lead carousels
 - Mostly skim content from recommended learning
 - Continue (in progress) learning
 - Access to my transcript synchronized with desktop view
 - Machine learning carousels to try (top picks and linked to role)
 - Search access to full mycampus catalogue
- Release 2 goals:
 - Increase content and carousels
 - Offline player
 - Provide basic sharing functionality and increased personalization
- Release 3 goals:
 - Full integration with CSOD desktop and 3rd party sources
 - Increased sharing functionality
 - Ability to play learning games

UBS Project:

Key deliverables:

1. UBS adapted version of Cornerstone's native learning application for mobile
2. Access to relevant and curated learning content

3. Offline player

Project Timeframe:

- Project starts 1/2/19
- Inception complete 2/15/19
- Design QA 2/28/19
- Release complete 3/15/19 // 6/21/19 // 9/27/19
- UAT / CAB approved 3/22/19 // 6/28/19 // 10/4/19
- Live on 1: 3/31
- Live on 2: 7/7
- Live on 3: 10/13
- Project Closes 11/29

People involved in project:

- Project sponser
- Project managers
- PMO's

Gisela:

- Background and security checks took ~ 3 weeks
- Created presentations for stakeholders
- Users testing the app decided by shareholders that liked the app, and said they would test it. Had someone from IT, someone from data security. No User Acceptance Training
- Someone did the testing, then handed it off to Gisela, who went on to the stakeholders
- Pain point - pop-up, SSO, adding tests
- Would really love to have materials to give to admins and end users for how to use the app
- App is nice for testing
- Pain point- getting information about the starter kit, had to go online for help

TransUnion

What steps has your company taken to test and launch the app?

We have been preparing and sending out training in a mobile friendly format. However, we cannot launch the mobile app as a compliance department until Tests are available on the app. Our training requires one to show their knowledge through tests.

Was there a pilot test? If so, What was/is the general outline of the pilot testing process for your company?

Who headed the pilot test, and who were the participants of the test?

§ Our admins having been trying out the compliance training on the app

How long was the pilot process

TU101 was launch on the old app 2 years ago. We have been continuously working on items for app since January 2019.

How did you evaluate the pilot process?

We wish there was a way to decipher if a training has been completed on a browser or an app. Admins evaluate the app by opening trainings on the app.

What were some key use cases that your users have for why someone would use the app?

TU sends out training about every two weeks. Being able to use the app would allow users more access to their training, such as completing training during their train commutes.

What were the main pain points during the implementation process of the app that your test users experienced?

Our biggest pain point currently is that there is no test availability on the app. Because of this, we cannot launch compliance training via the app.

We cannot open links on the app. The app does not launch a browser for the link which is a poor user experience.

What was the overall process of testing the app to meet your specific company's security and environmental protocols?

TU uses signal sign on. However, the app sign-on is not streamlined for an easy user experience. Two-factor authentication was not user friendly.

· Were there any specific pain points that increased the amount of time to test the app? Is there anything that would have made it easier for you to go through either the pilot process or the app implementation process?

We have to use an iframe to make the training launch in the same window which is not a best process.

1. Anna: Currently using the legacy mobile app because Cornerstone Learn does not have offline player functionality. CSOD is scheduled to beta test a new offline player for Learn and company has agreed to participate (est. May). Mobile is a huge piece of company's strategy for educating pilots and inflight staff (flight attendants). They absolutely must have a fully functioning offline player (for obvious reasons!)
2. Farrah: Mobile is an essential part of company's learning strategy, however, after evaluating both the Legacy app and Cornerstone Learn, company opted for mobile-responsive navigation and they are not using an app. They didn't want employees to have to download another app (ironic, right?) and they are heavily using deep links to keep learners from directly engaging with CSOD. Company is not using the LXP, however, there are signs there may be some interest in using the LXP which could lead to eventual use of Learn, but at this point, I really doubt it.