

A Seat at the Table

Partnering with world-class tech and design teams

In a rapidly changing world, accomplishing business goals gets complicated fast.

The secret to success? Easy-to-use tools that reduce your workload and make life as simple as possible. At last year's THINK 2021 virtual session, we heard from several IBM customers who took advantage of the IBM User Experience Program to get involved in the design process and shape the products they use around their needs.

A fast and flexible way to make your voice heard

Shelley Tester is an Operational Risk System Manager at Aviva Insurance. Last year, she got together several times with the design team to work out problem areas. Shelley got to see her recommendations written into the team's goals and progress statements.

"We've had a say, and we've really seen what we've input come back to us," she said. "It's just made the product so much better."

Paul Crohas is an Application Functional Manager at L'Oreal. His team is looking to adapt planning analytics for the increase in online sales brought on by COVID-19. They've been working with the User Experience Program for about three months.

"We are already seeing results," he said. "It's faster than we anticipated."

Collaboration is powerful for designers, too.

"Familiarization with pain points allowed us to develop innovations," said Ana Manrique, a program director at IBM Cloud Pak for Data. With help from the User Experience Program, Ana's team turned the time-consuming process of jumping from tool to tool into an elegant method of connecting to remote data with just a few lines of code.

The same went for Gaby Moreno, a UX designer for IBM Cloud Satellite. Thanks to feedback from customers who got involved in the design process, Gaby's team turned a 90-step process into a procedure that could be done in just fifteen minutes.

The right tools: help your teams do their best work

Robb Sinclair is VP of Analytics at Converge Technology Solutions, an IT hybrid cloud enabler. Like Paul and Shelley, Robb says that his team was excited to see their suggestions added to a commercial product. But benefits to the team at Converge didn't stop there.

"Getting inside the design team has been eye-opening," said Robb. Thanks to their new perspective on the product, Robb's team gained huge insights that changed the way his team uses their tools.

When user experience improves, so does product use. Using the right tool for the right job in the right way is how a team does its best work.

Join the IBM User Experience Program

"Anyone who uses IBM products should join," said Shelley. "You'll get a seat at the table and have your voice heard with fantastic ongoing support."

Excited to shape the tools you use and create your ideal experience?
Apply today!