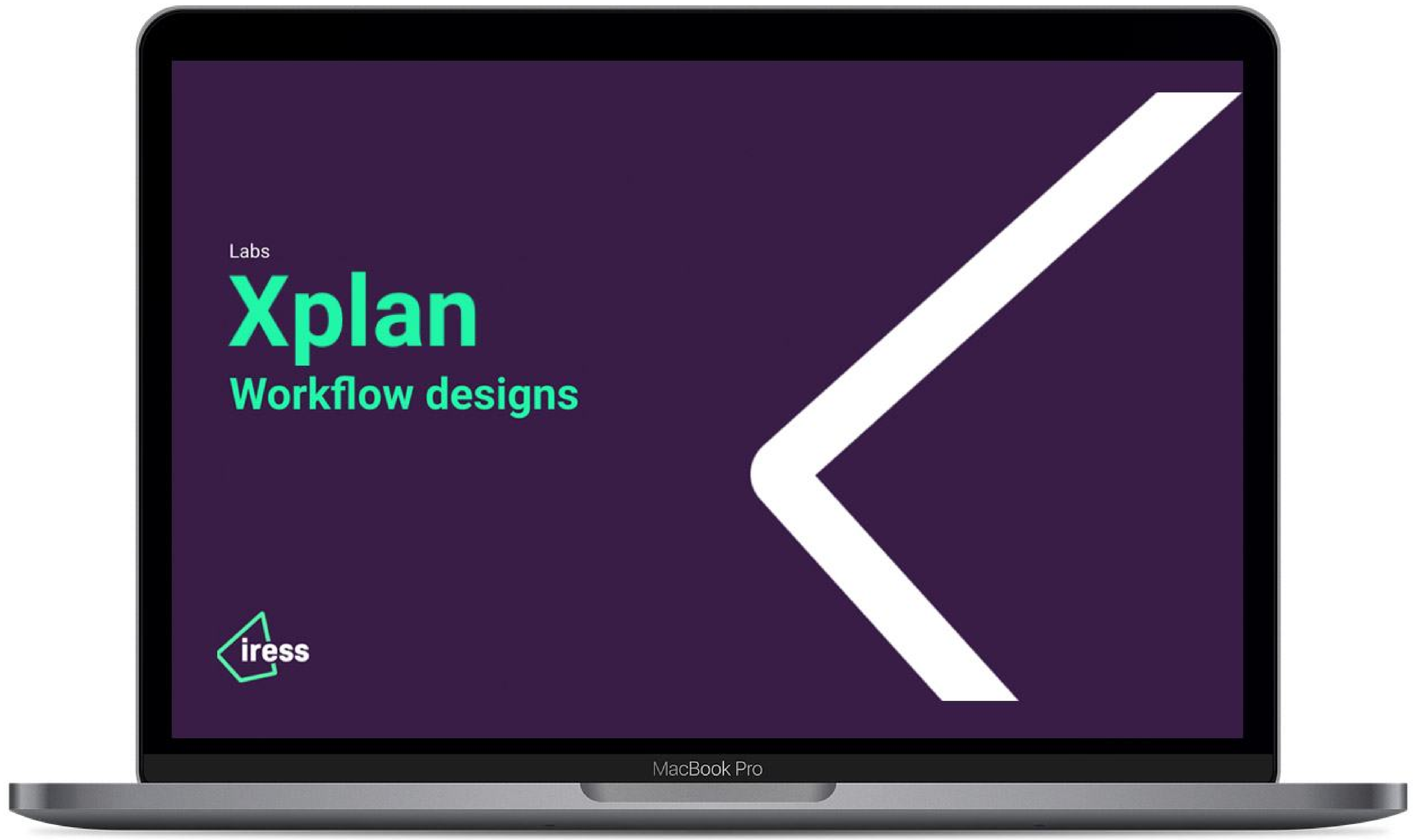
Workflow Management

Xplan -Workflow

Suma Narayan



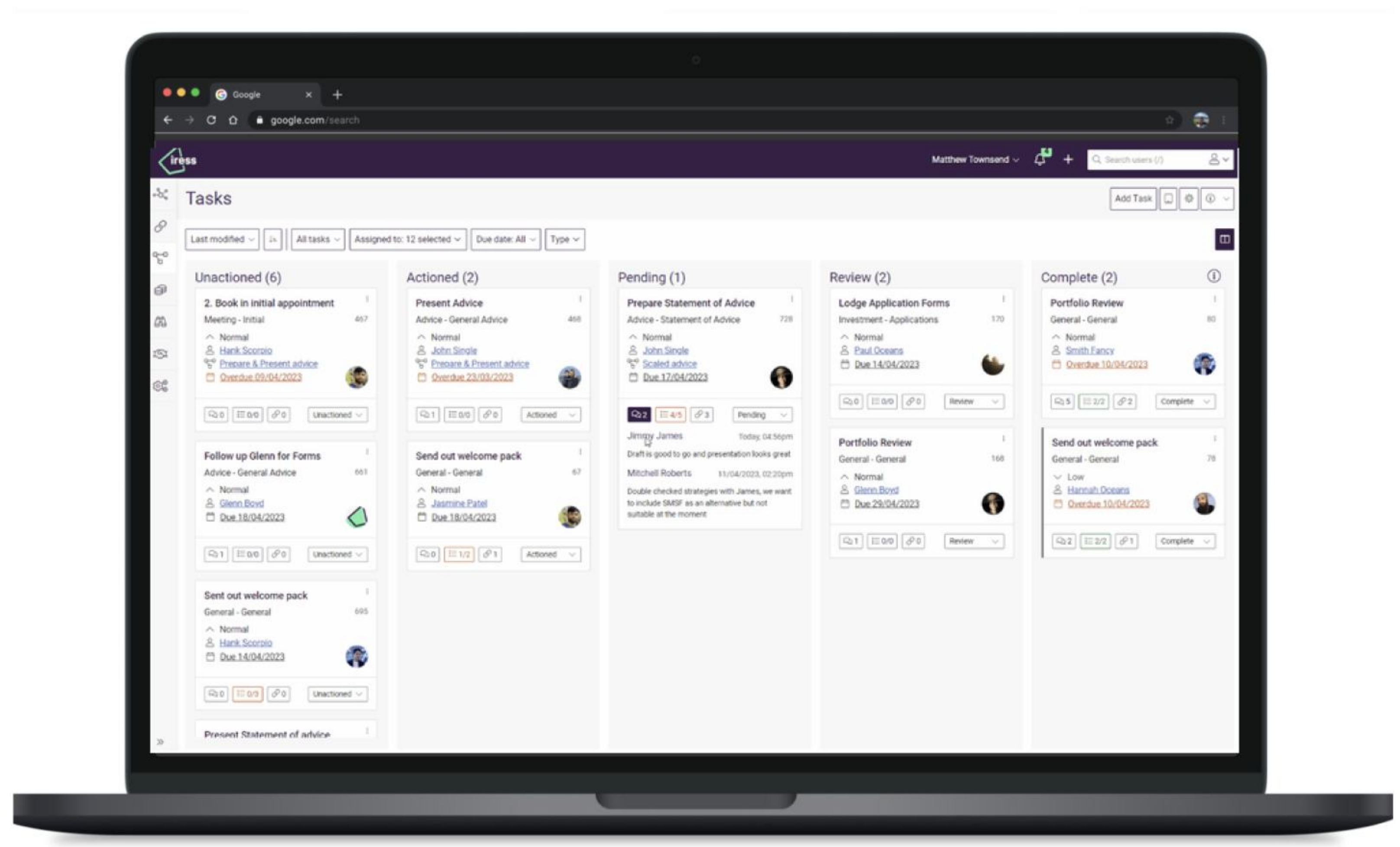
Client

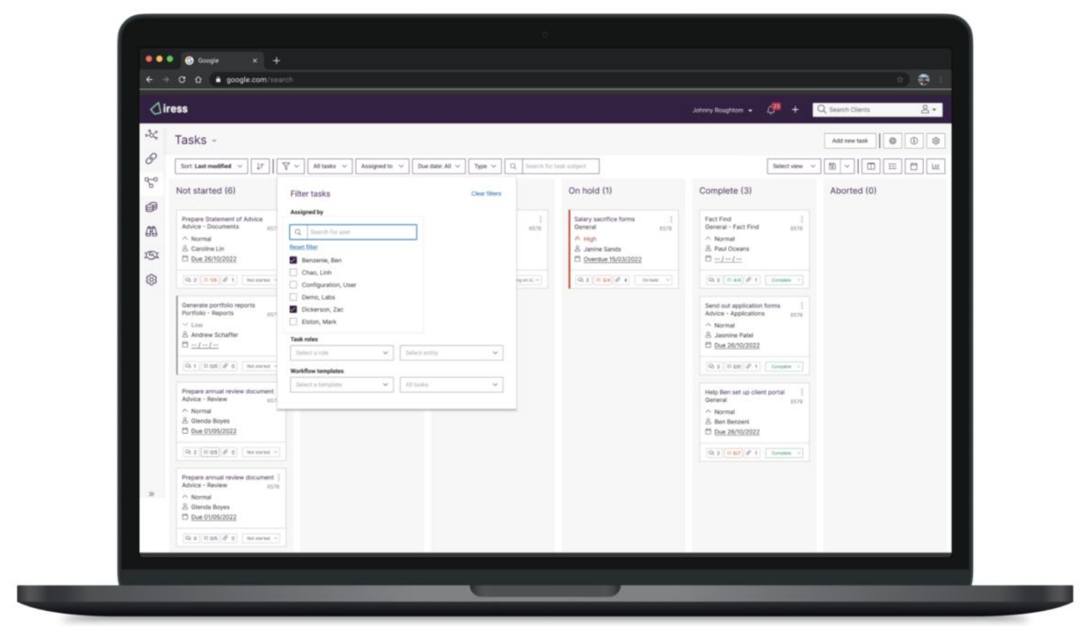
IRESS

Product Overview

Iress's leading product - Xplan was once the most sorted **Advice management tool** for financial planning professionals in the Wealth Industry . However after years of additional features. It was high time to bring Xplan back to core capabilities and improved system performance to satisfy customers.

Workflows represent a **digitised business processes** and are formed by a series or **sequence of tasks,** that when completed delivers on the overall process outcome.



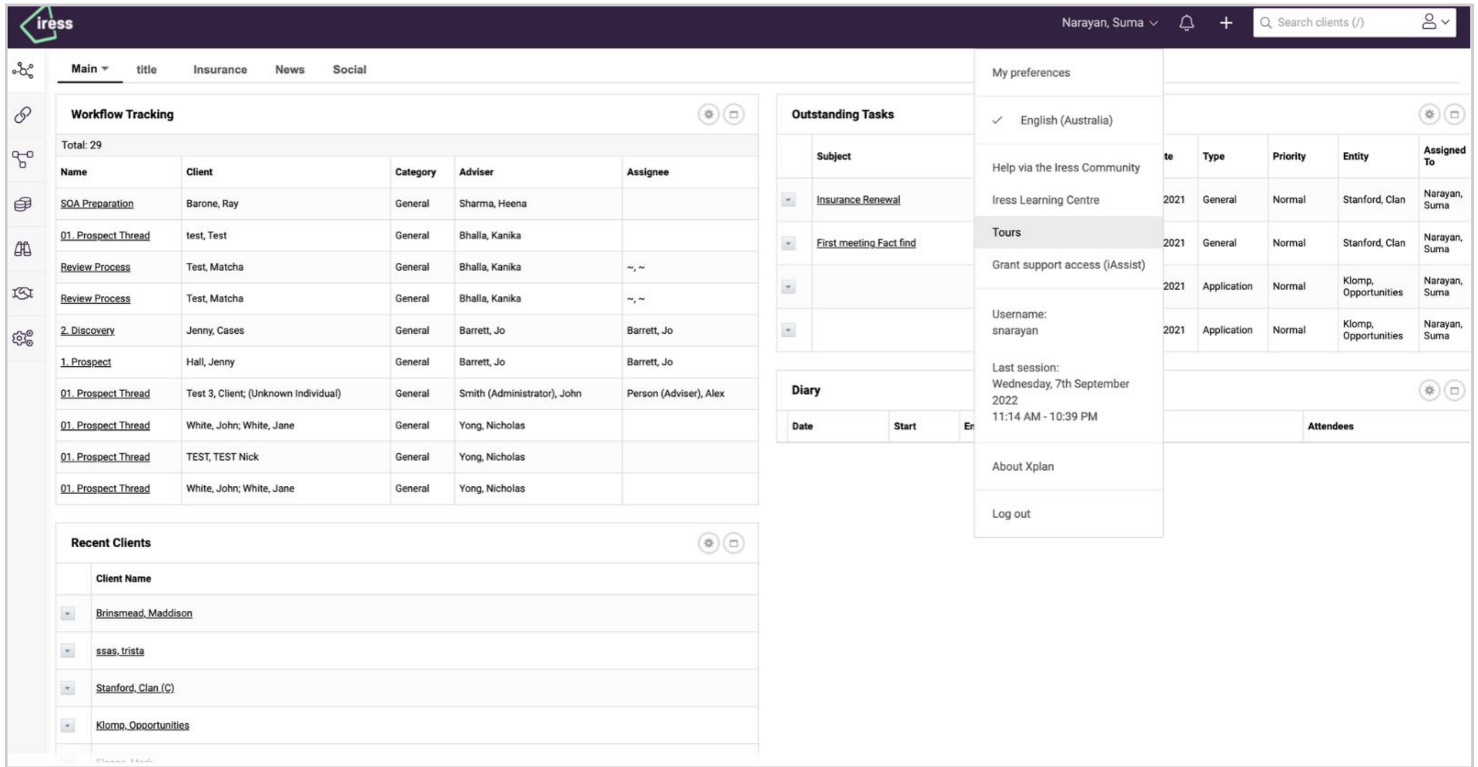


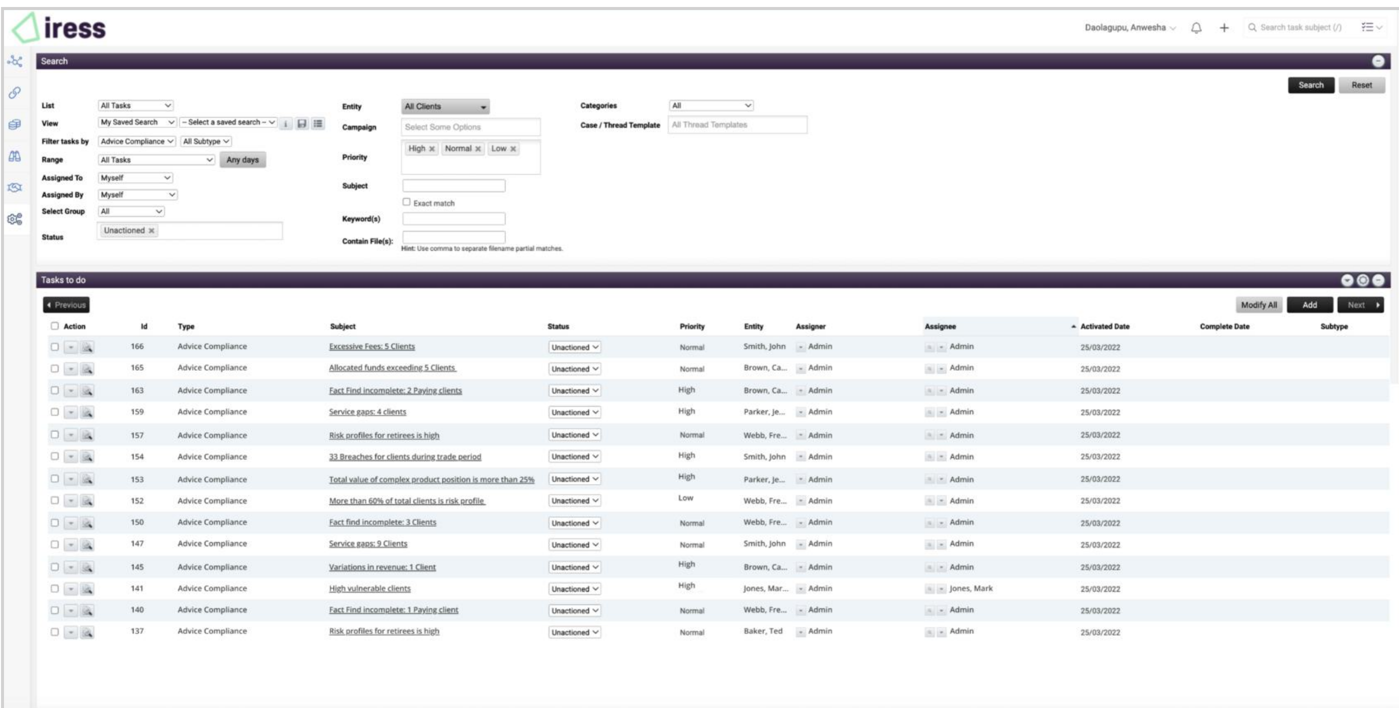
Responsibility

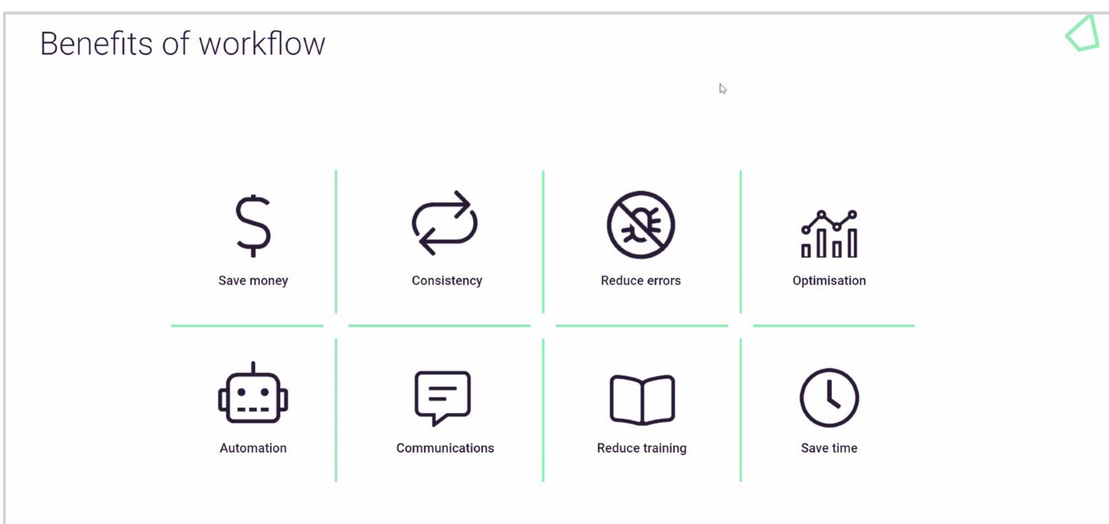
- UX Researcher
- Prototyping
- Usability Testing

Tools

- XD & Figma - Prototypes, Hi-Fi
- Google Drive
- Miro- Collaboration
- Dovetail
- Zoom
- Heap.io & Datadog







Problem Statement

Understand how different clients used Xplan to manage their workflows. Identify the areas of improvement in the workflow

Goals

Our goal is to give users more time in their day.
We will achieve this by providing market leading workflow experiences for staff in financial planning firms. Unlocking **simplicity, improving efficiency** and deeply integrate into the planning process to **deliver delightful experience.**

In financial planning, common processes - using workflows - include things like: **new client process, the review process** and the **advice process**.

User Centered Design Process

The methods used here changes depending on what we're trying to solve and what timeframe we're looking at. Here are some of the methods we used to better understand the problem and come up with the right solution for the given amount of resources.

Understand

User Research
User Interview
Competitve Analysis

Define

User Personas
Empathy Map
User Journey

Ideate

User Flow
Information Architecture

Design

Wireframe
Hi-Fi Designs
Prototype

Test

Feedbacks
Conclusion
Future Concept

Develop

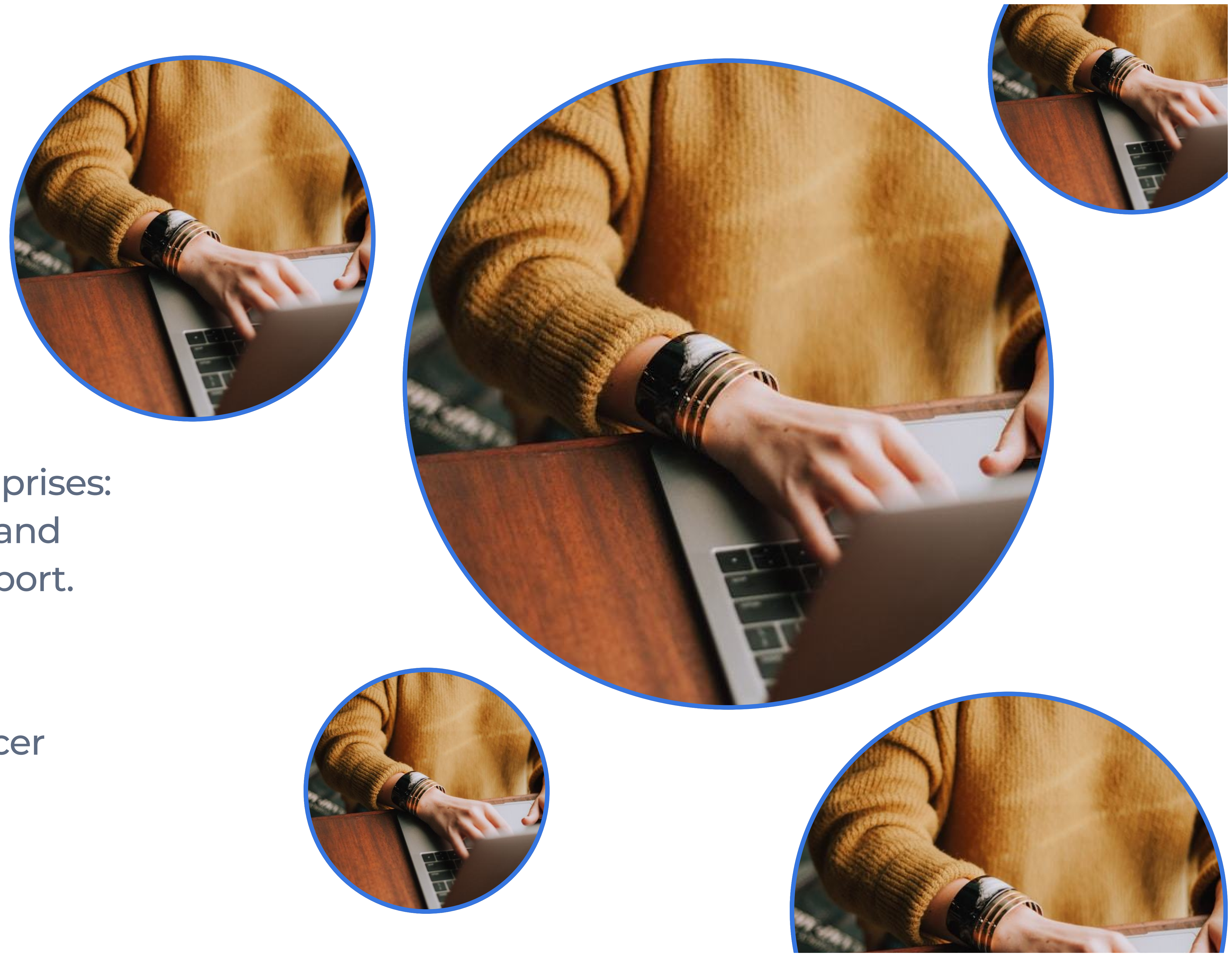
Iterate
Launch
Repeat step 1

Target Audience

Xplan is delivered as a total solution, which comprises: infrastructure, integration, data transformation and migration and, most importantly, on-going support.

Personas:

- Managers
- Advisers
- Para-planners
- Client Service Officer
- Xplan Admin



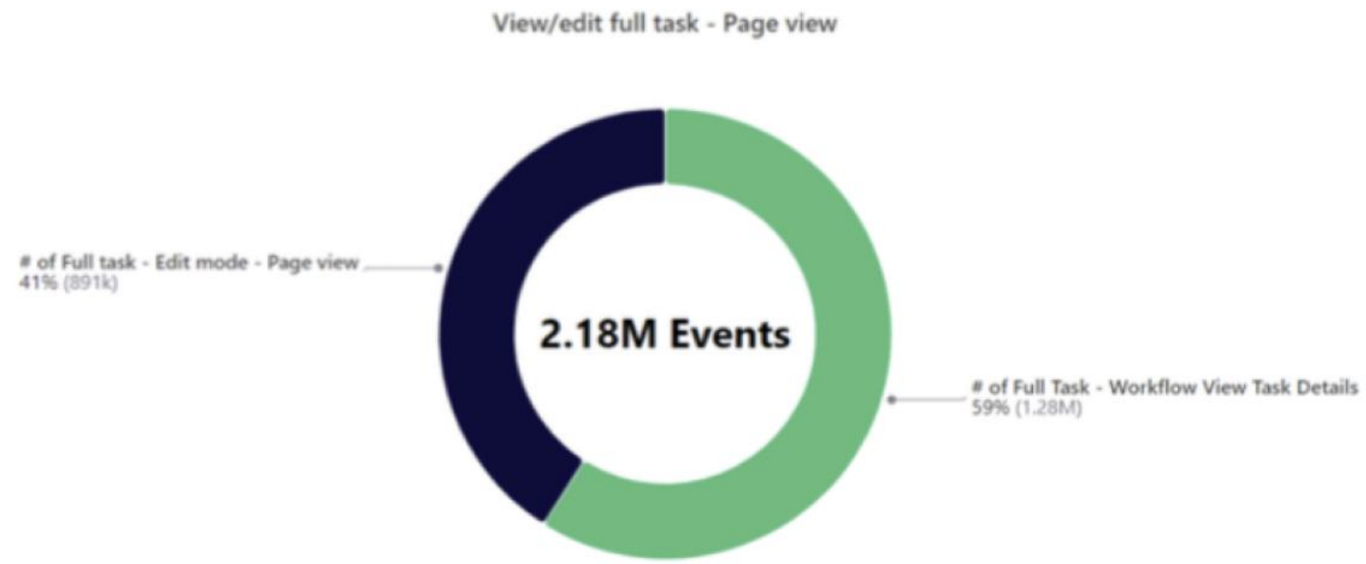
Research Approaches

⇒ **User Research**	Research interviews, conversations, prototyping, feedback, user testing (where applicable). Consider how we can leverage community when time comes.
⇒ **Competitive Analysis**	Analysis into direct and indirect competitors in the workflow space. Valuable guidance.
⇒ **Analytics**	Heap and datadog metrics that will allow us to understand customer usage, behaviours and flow - before and after.
⇒ **Existing Data**	Aha ideas, ISC, previous workflow research. We should be aware of what clients have taken the time to tell us in the past.

User Research

Majority of our clients who use Xplan as their main tool, are mostly relying on **tasks to manage their workflow**. We wanted to make sure that we **provide a better experienc**e with our products for our clients by getting feedback from them directly.

From the data we know the task details screen is one of the most widely used pages in Xplan and we have the numbers that explains it



Approach to User Research Activities

#coi_design

Document Aim: this template should help you to really think about the approach you will take for your research activity. When completed, anyone should be able to read it and understand your approach.

Core Information

Topic/Project	Advice Compliance - Business Insights
Researcher Name	
Product Manager	Adrian Cabello
Team	Suma Narayan

Background

Purpose	***Why should this research happen? What do you want to learn? What will it enable you to do?***
	Goal is to understand the client and user needs of the Xplan market in relation to business insights for example: • Operations/Practice mgmt • Business coaching • Client mgmt
Existing knowledge	***Is there other evidence that supports the need for this research? Is there an initiative canvas already? (If so, link to it). Can we speak with people internally first (client facing, analytics etc)?***
	https://miro.com/app/board/uXjVP917-Ss=/#tpicker-content
Research Goals	***Can you specify key goals/assumptions/questions you are trying to address through this research?***
	• Understand the BI needs of the Xplan Market • Understand the data availability • Determine personas • Determine key problems • Understand competitors and current solutions

Workflow Discussion Guide

Introductions

Hi, I'm Suma Narayan, a Product Designer and this is Trista Wang/Vignesh Sathyamoorthy, Business Analyst from Iress. I will be running the session with you today. The aim is to understand more about your current Workflow. It's an informal chat that will help us to learn more about you and your needs and this session will be for an hour.

With your permission, we're going to record the session and our conversation. This is just so that we can revisit the conversation to analyse what you have told us. It also means I can concentrate on talking to you rather than taking notes! Is that ok?

Do you have any questions so far?

Ok, we'll get started then...

Introductory Opener

Before we start getting into the detail, I'll just ask you a couple of quick questions:

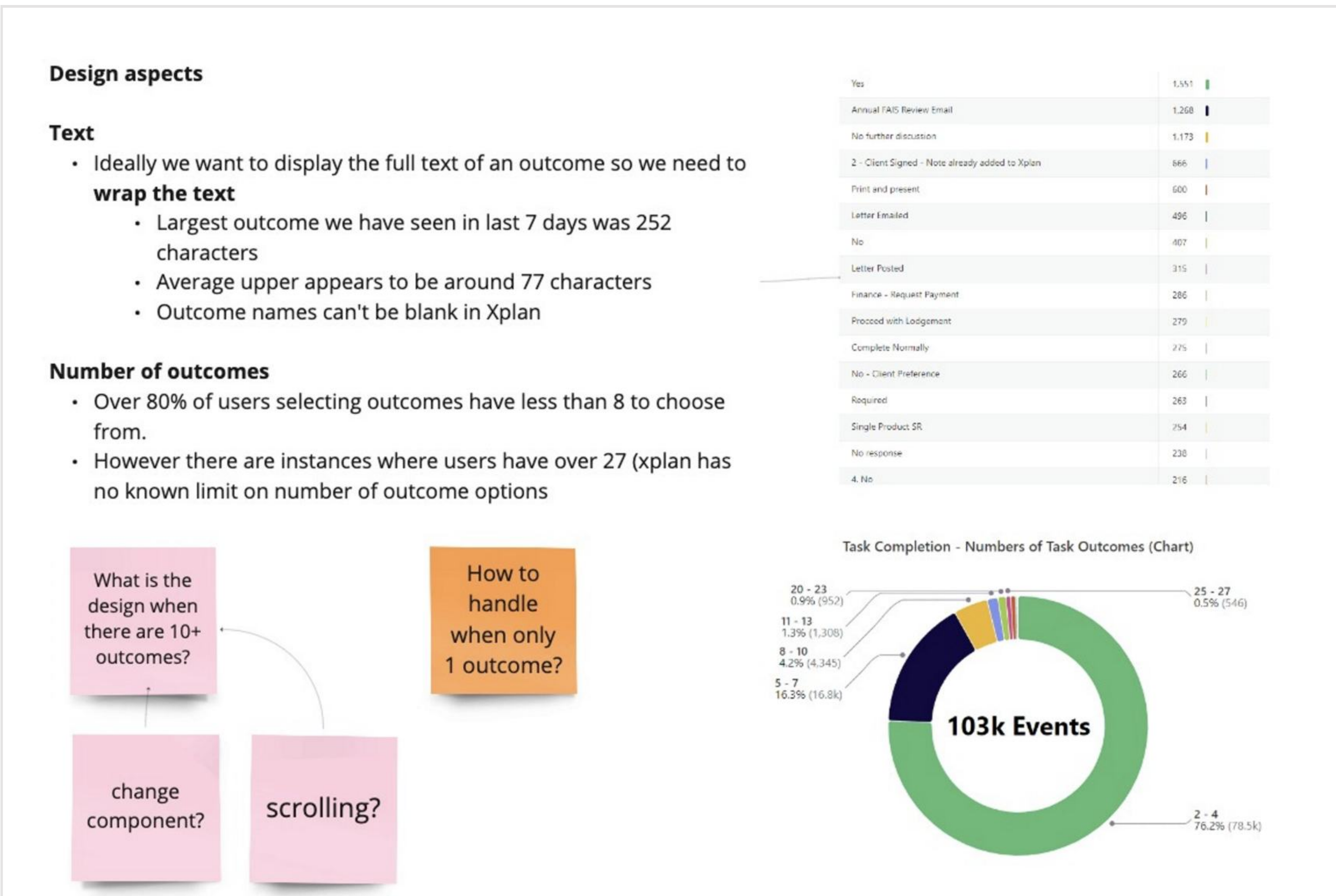
- Can you tell me a bit about yourself and your role within the company?
- What does a typical workday look like for you?
- What is the size of your company? How many clients do you have?

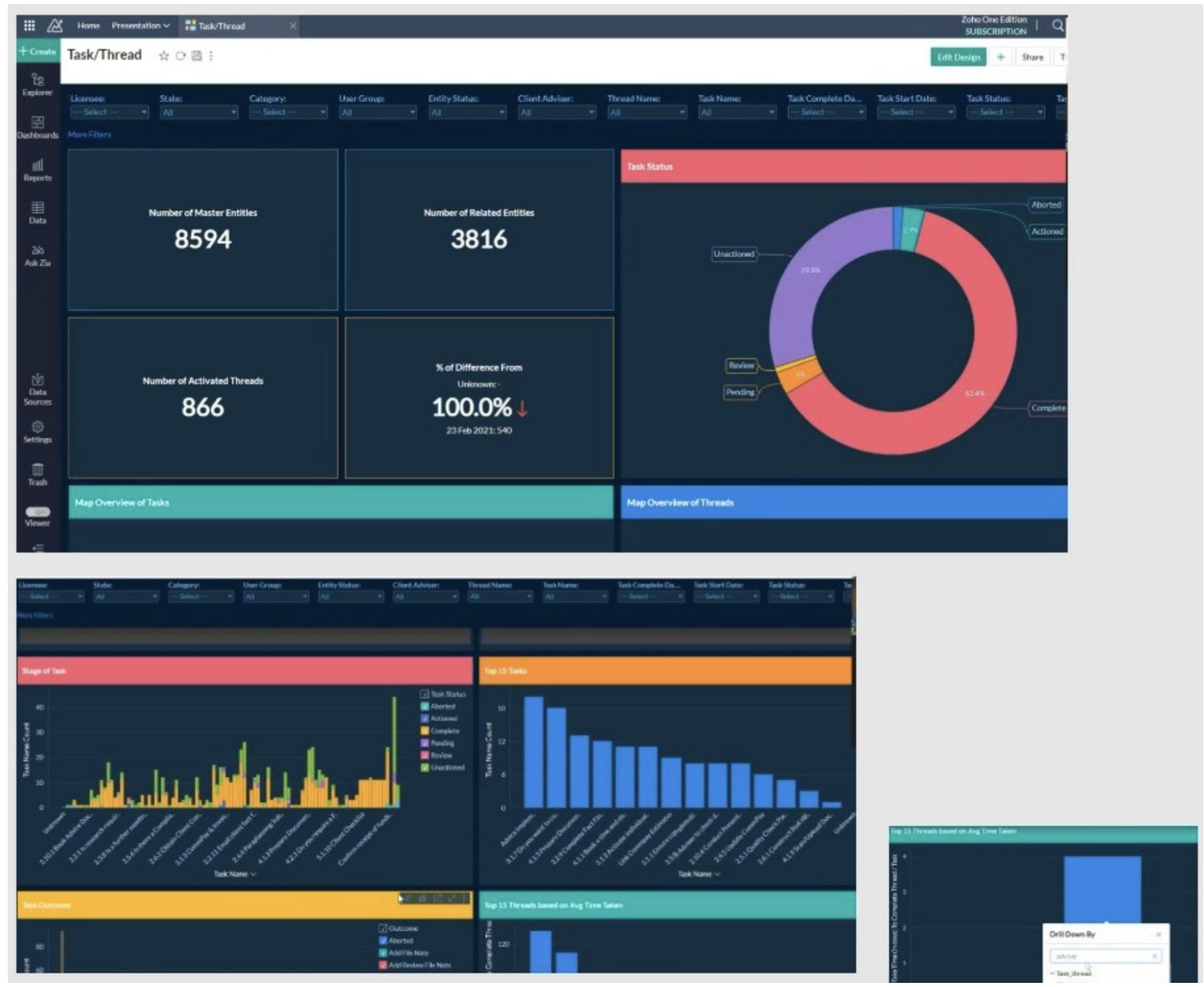
Ok, we'll get into some of the details now then...

Detailed questions

Existing Data

- While a staggering **13.3k of our users** are editing the task details screen
- What is more impressive is the number of times users are navigating to the **task detail page to view, edit,** as shown in the graph

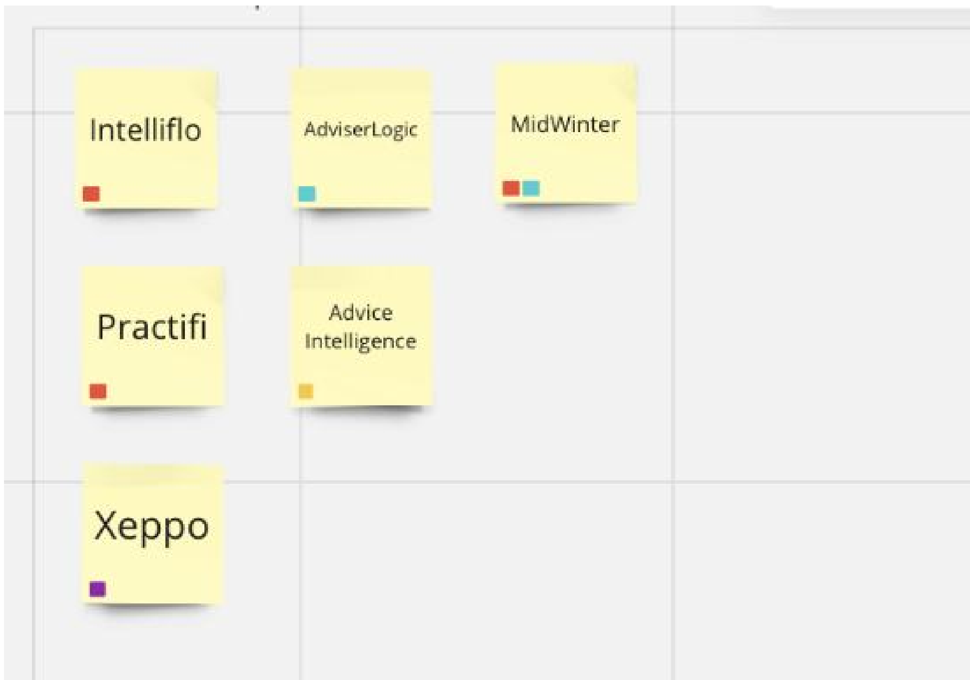


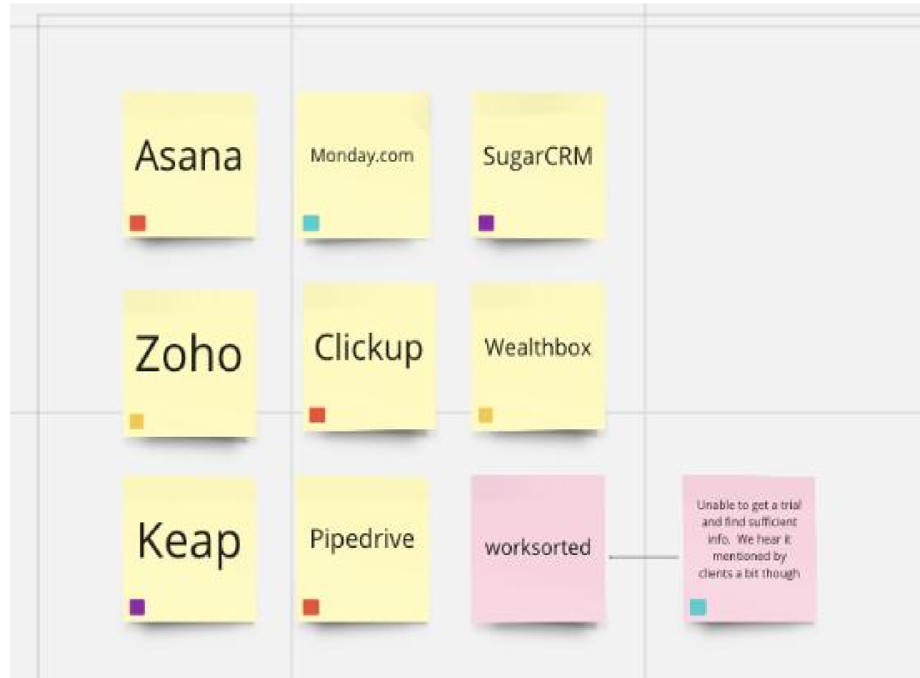


Competitive Analysis

This activity helped us take an audit of competitor's offering and assess what functionalities are expected and what unmet needs our product could fulfil.

Wealth Competitors

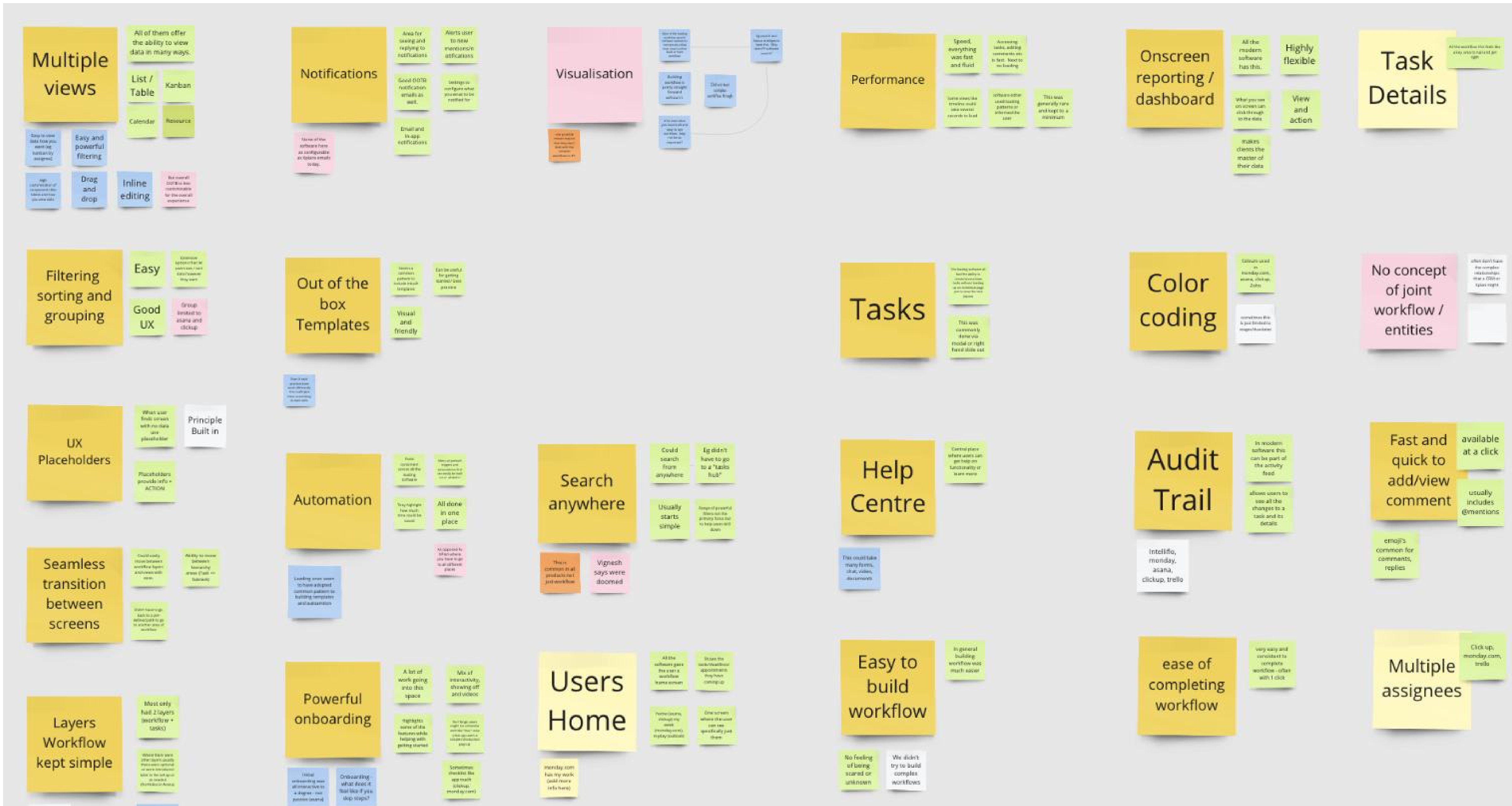




Workflow Competitors

	Pipedrive	Keap	Advice intelligence	Monday.com	Zoho	Wealthbox	Asana	Clickup
Onboarding								
Was there an onboarding process?	Yes	Yes	Yes	Yes	Yes	Yes	YEs	Yes
What kind of onboarding? Tours/Video/Links to training academys etc	Tours/hotspots/videos	Tours/hotspots/videos	Tours	Checklist/tours/videos/templates	Tours/Auto filled sample leads/tasks/dashboards	Tours/Videos	Interactive onboarding and a help and learning menu	Onboarding, videos, pop-ups and help for training and learning
How easy what it to get started? 1 - very hard | 10 very easy	7	8	7	8	8	7	8	8
How would you rate the onboarding experience?	6	9	9	8	9	7	9	8
Other feedback on onboarding	Was enough and some parts of it were modern. okay.	It's a go to place for a new or already a existing user of this tool	It creates a sample data for the user to show how	• Easy to find help information • the fields small help descriptions well designed, easy to understand • templates help to on broad quickly and easily	Sample filled data gives us the user how the dashboard and reports look like.		Excellent onboarding, initial set up is slightly interactive and delightful.	Felt like too many pop-up's
Workflow								
Pipeline / high level layer that groups items together?	Yes called deals. Tasks/activities link back to these		Leads and opportunities. Tasks/activies link back on these	Yes, workspace->folder->broad->group->line->columns(fields)->subitems	Leads/Deals. Tasks linked to leads and deals	Opportunities > Workflows> Tasks	Projects is their main workflow and encapsulated in that is tasks	Tasks is their top layer and has subtasks
How easy is it to create this layer?	7		7	7	9	8	9	9
How configurable is it?	Very taken a forms based approach. Users can customise and add their own data points. Definite strength		Very configurable.	Very configurable	Highly configurable	Highly configurable	8	8
How would you rate the UX?	6		9	9	7	6	9	8.5

Key features

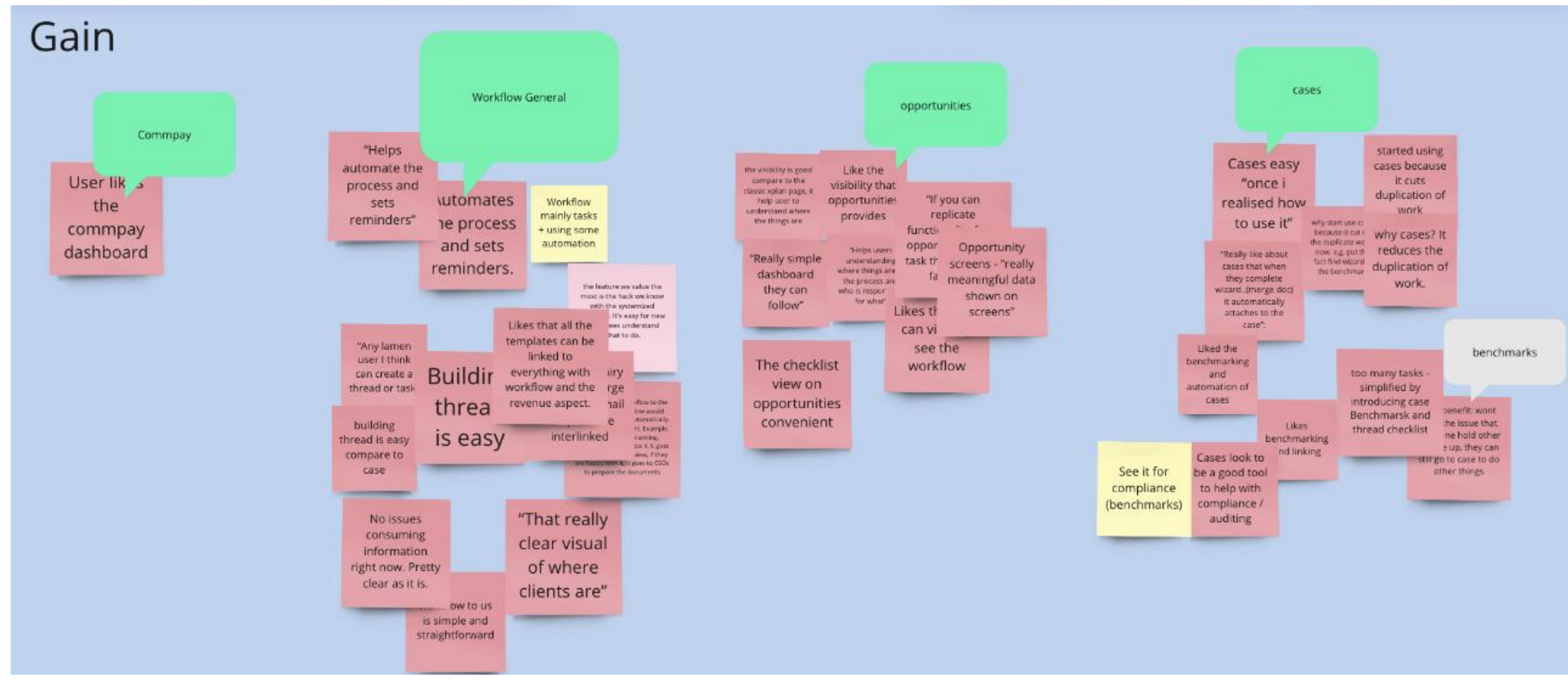


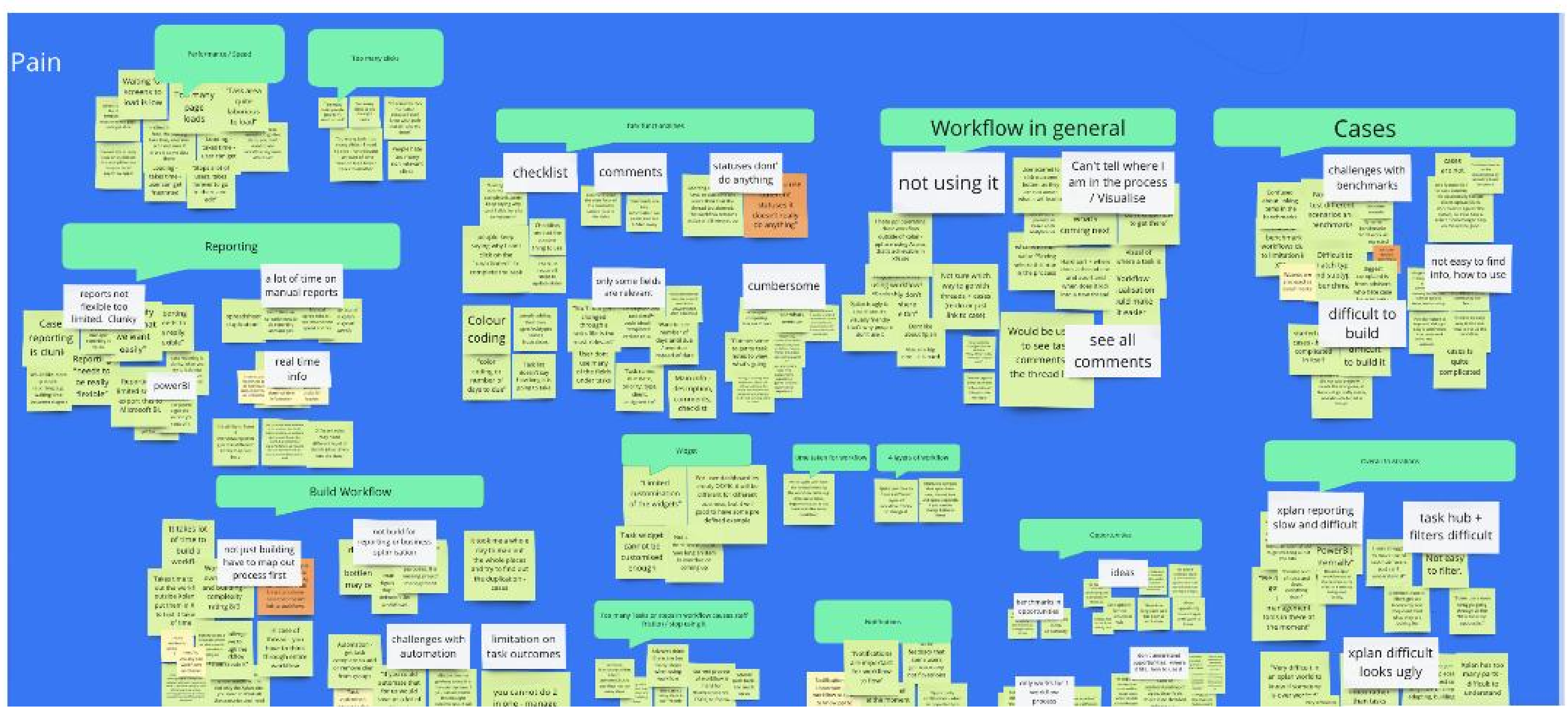
Empathy Map

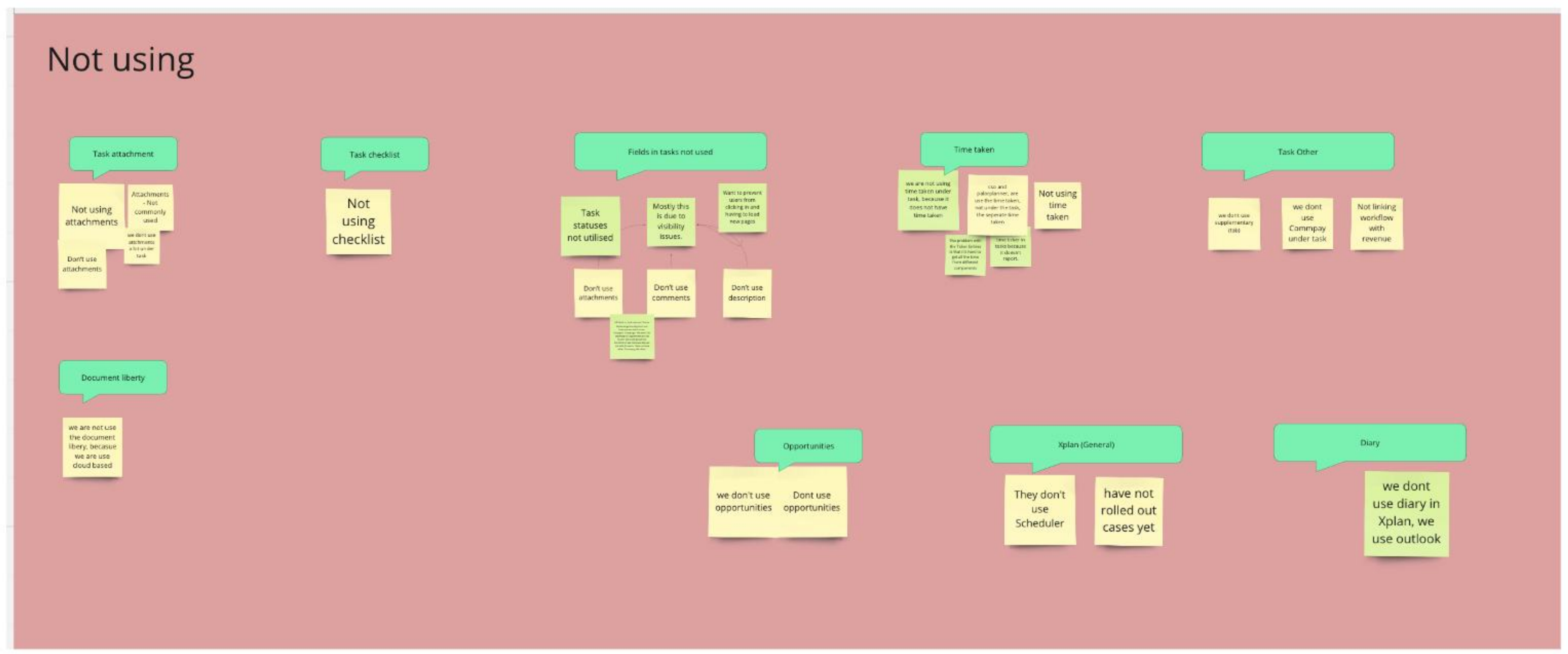
Think and feel?
Hear?
See?
Say and do?
Xplan
Reports
Tasks
Workflow
Reporting
WIP (user dashboard) - recent update comments
Workflow in general
Pain
Gain
Workflow in general
Cases
not using it
checklist
comments
Colour coding
see all comments
difficult to build

Mental Modal

Capturing user **behaviour, pain points, motivations,** and needs from **contextual inquires and interviews.** Grouping into logical pillars. Mapping out product features for each pillar to identify coverage, opportunities, and feature bloat.







User Persona

Managers

What do they do?

This is a broad group encapsulating general managers, operation managers, paraplanning managers.

Typically though they look after team(s), farm out work to team members, have a need to understand capacity, who is working on what, where and understanding bottlenecks and optimisations for the business.

Average Xplan Experience

Indeterminate

More Information

Reporting

Reporting is very important for this role, they are the ones seeking to understand business capacity, planning and looking for optimisations and risks in the practice. Revenue focus as well.

Monitoring workflow

Managers may assign tasks but do little completing or updating them. They are focused on seeing what their users have on and detecting overdue and other risks in the workflow

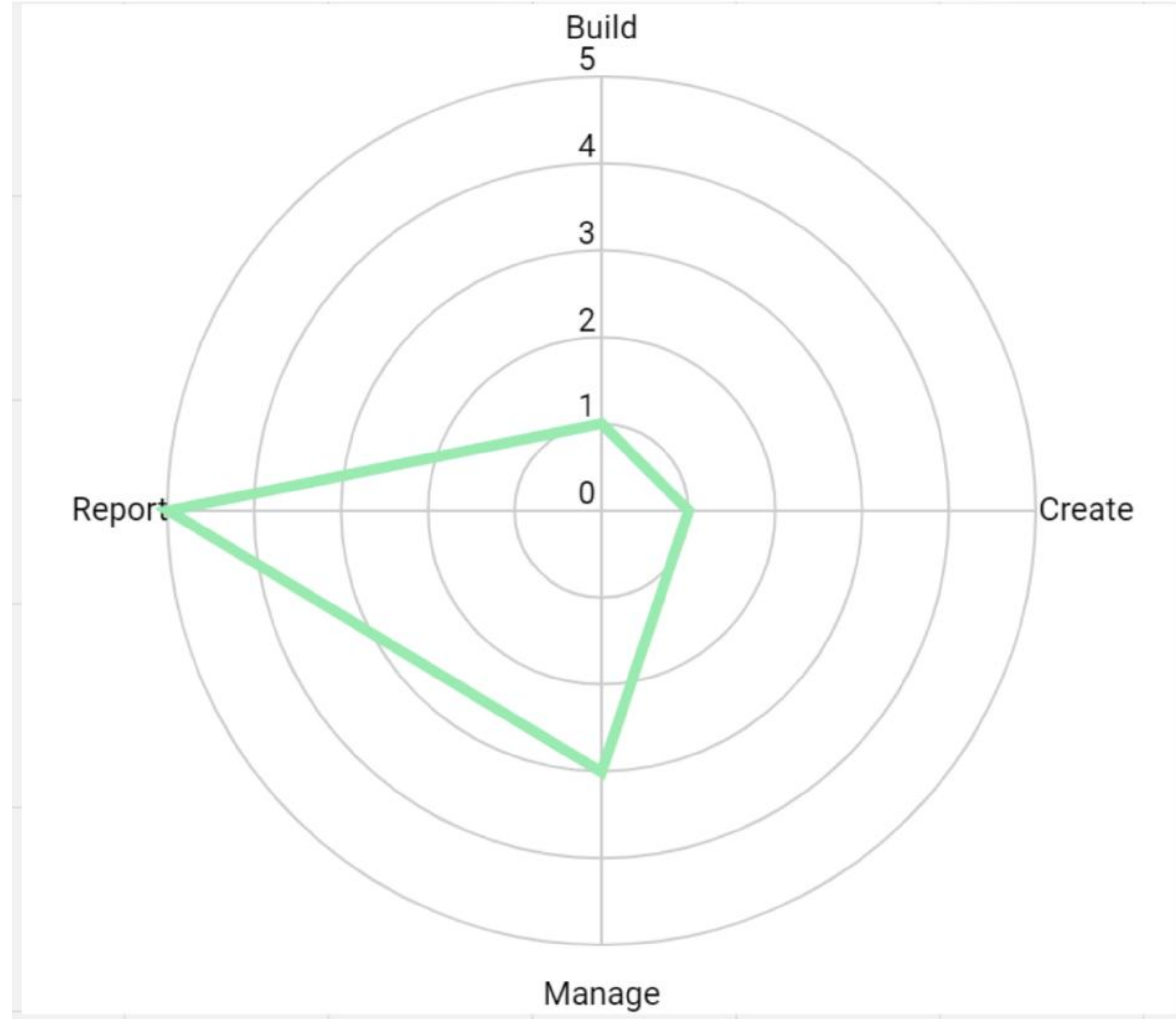
Build workflow

In some practices the manager was also the xplan specialist also building out the workflow.

Staff Training

Larger licensees have dedicated training resources but for individual practices often it can be the manager who mentions training staff on new processes/roll outs.

Managers typically can be logged in Xplan all day



Xplan administrator

What do they do?

Responsible for the configuration and management of an Xplan site.

The larger the practice or Licensee the more likely it is they will have an in house xplan specialist. In smaller practices the Xplan specialist may wear other hats such as: CSO, Paraplanner etc.

Average Xplan Experience

All participants we had spoken to have been using Xplan for 4+ years.

Day to day

Building workflow

Mapping out the process
Documenting processes
Building in Xplan
Updating workflow

General Projects

Varied, i.e managing the roll out of Prime, Lumen through to Model office. Typically seems to include things in Xplan that require multiple steps like running a campaign or bulk mail out.

Support

All manner of Xplan support from Resetting passwords to answering why a thread may not have kicked off, or tracking down a task, users cannot find.

Reporting

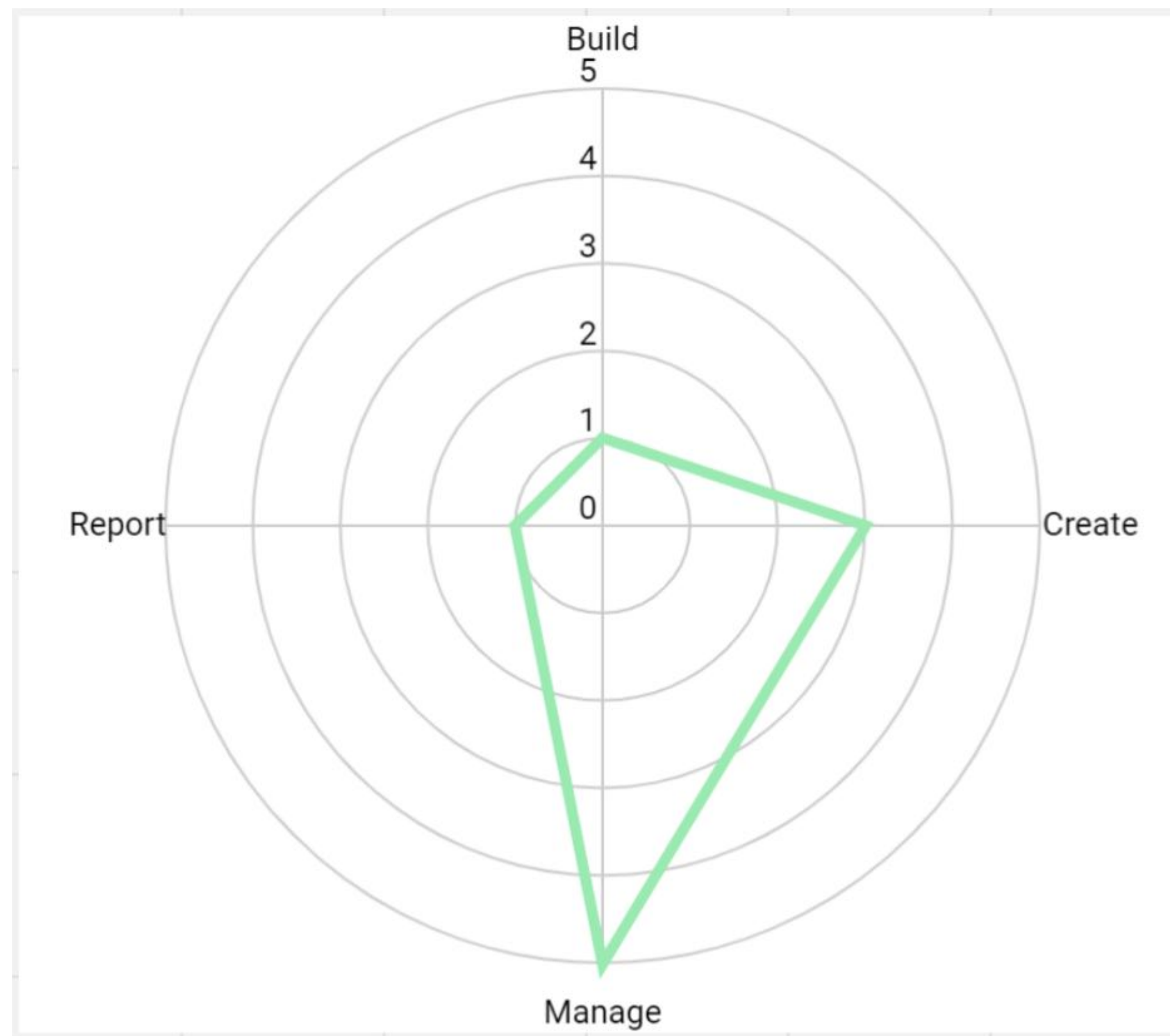
Creating xports/xmerge etc.
Running or automating them
Collating the data

Training

Typically involves putting materials together so users have something to reference. Some Xplan administrators will run training for their colleagues.,

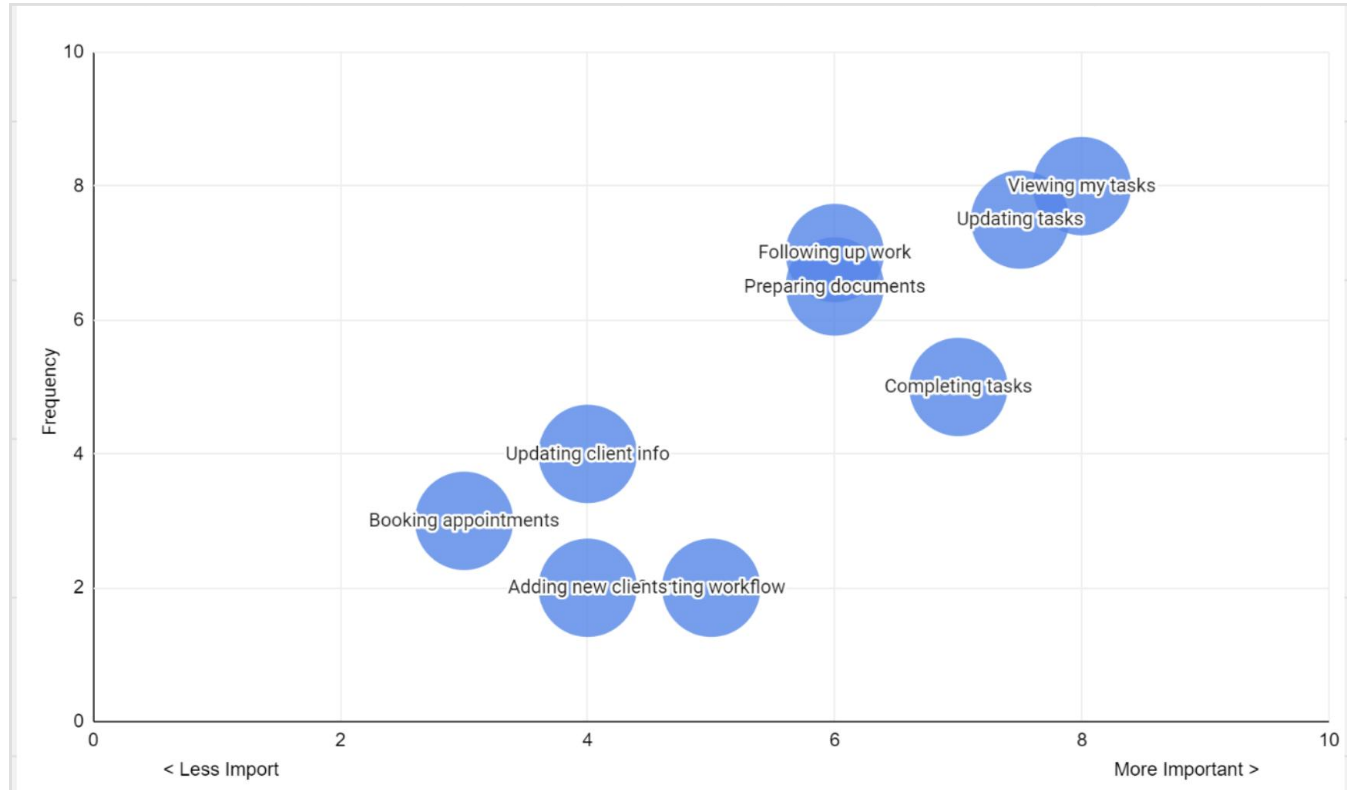
Xplan administrators told us their days could be varied day to day or based on projects that are in progress.

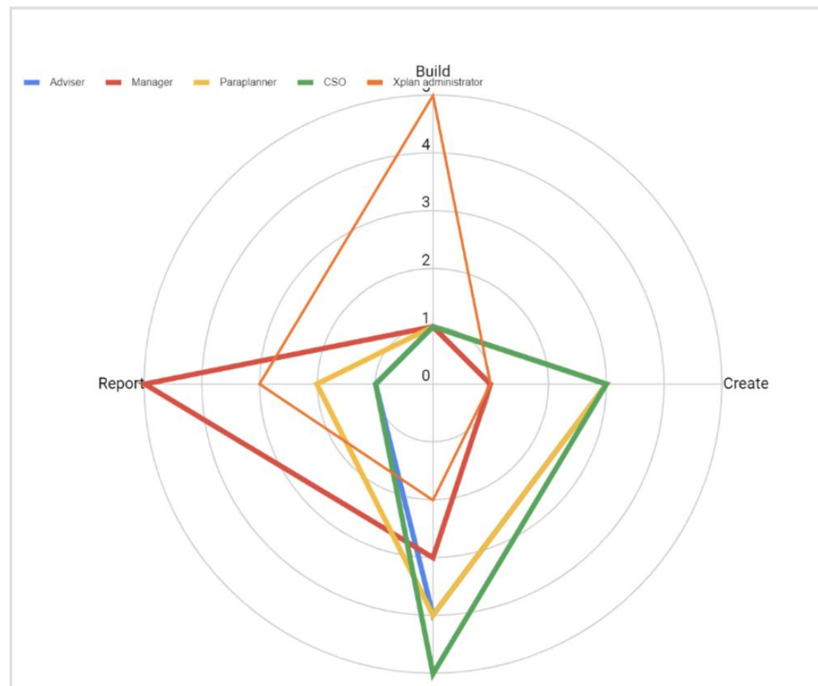
Xplan administrators may also be the CSO/Paraplanner/Operations Manager in smaller practices



Impact/Difficulty Matrix

Sort solutions the team comes up with horizontally from hardest to easiest to implement. Then move the solutions up or down depending on how impactful it'll be in addressing the problem. The solutions on the top-right are quick wins and the ones on the top-left are major initiatives.

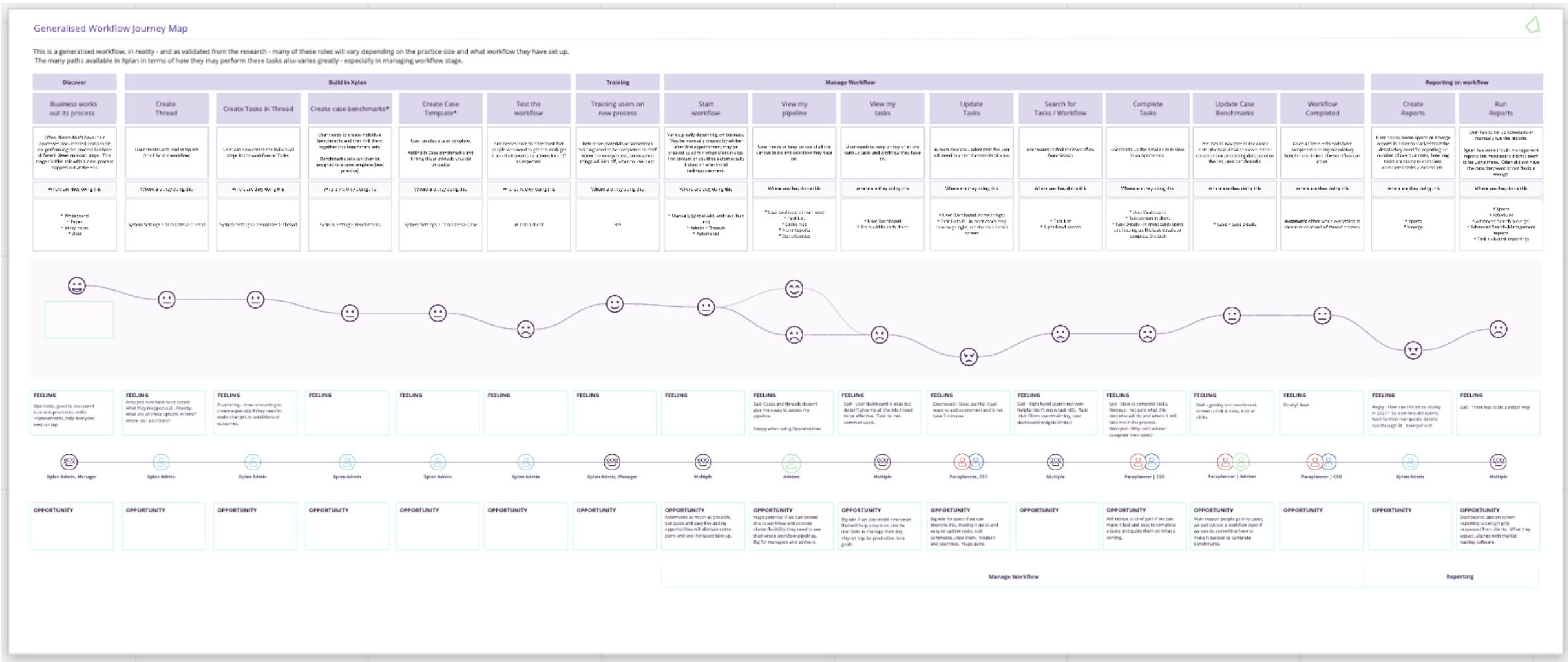




User Journey Map

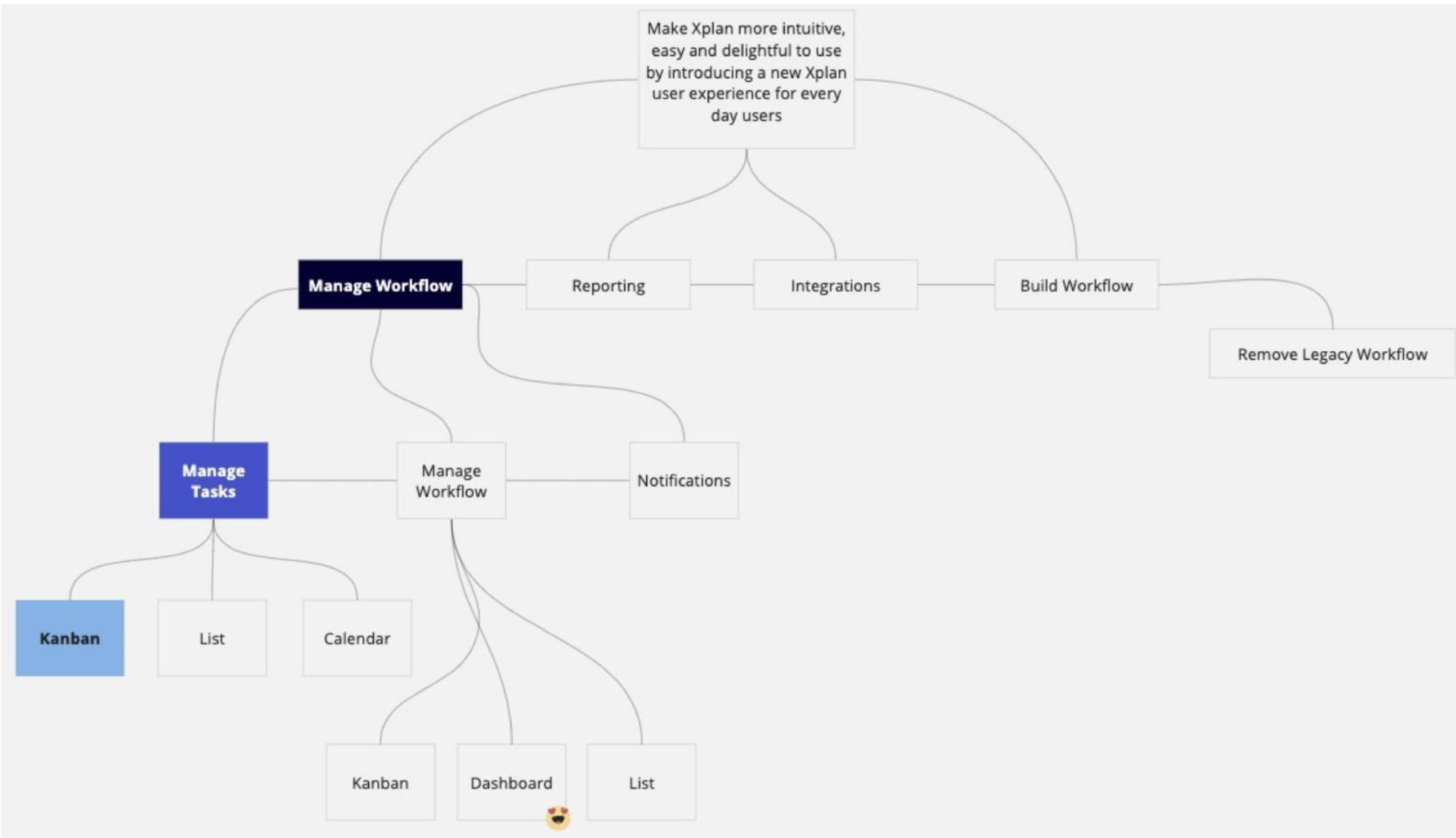
Use customer journey maps to plot out the user's experience as they progress through critical paths of your product. Capture any positive or negative observations you have for each part of the journey. Then, come up with possible solutions that can **change their frustrations into delightful moments**.

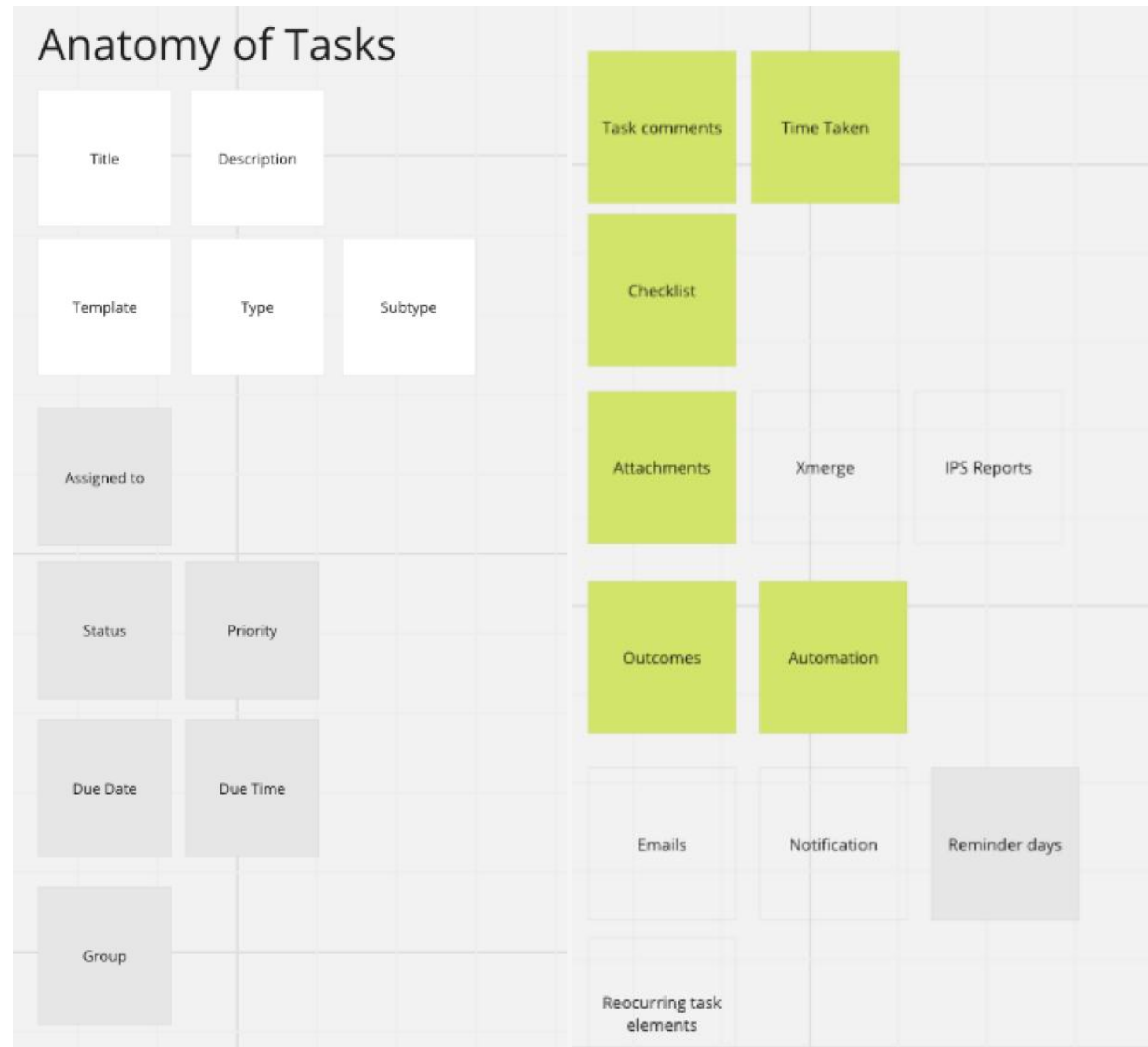
Partner with Product Manager to conduct **25+ user interviews,** directly shaping the product roadmap.



Information Architecture/User Flow

- Determining the navigation structure, including menus, links, and navigation paths, to guide users to their desired content effectively.
- Helping how users search for information within the system



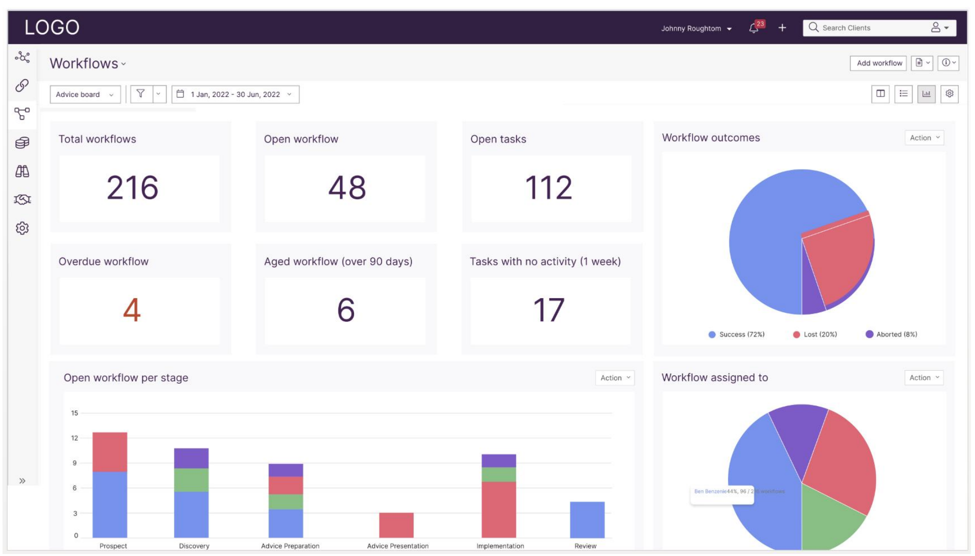


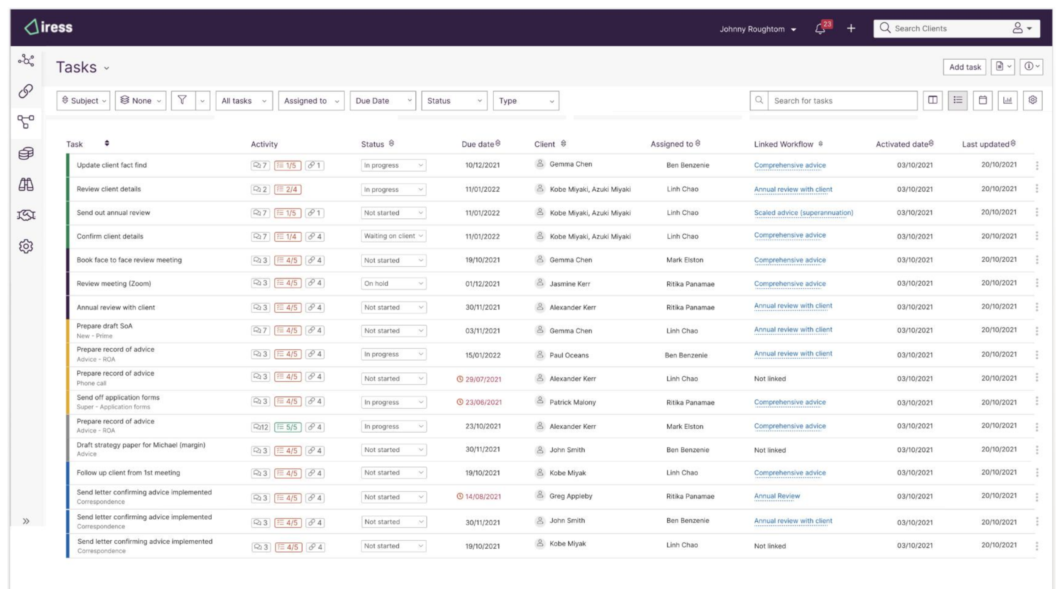
Sketches/Low-fidelity Wireframes

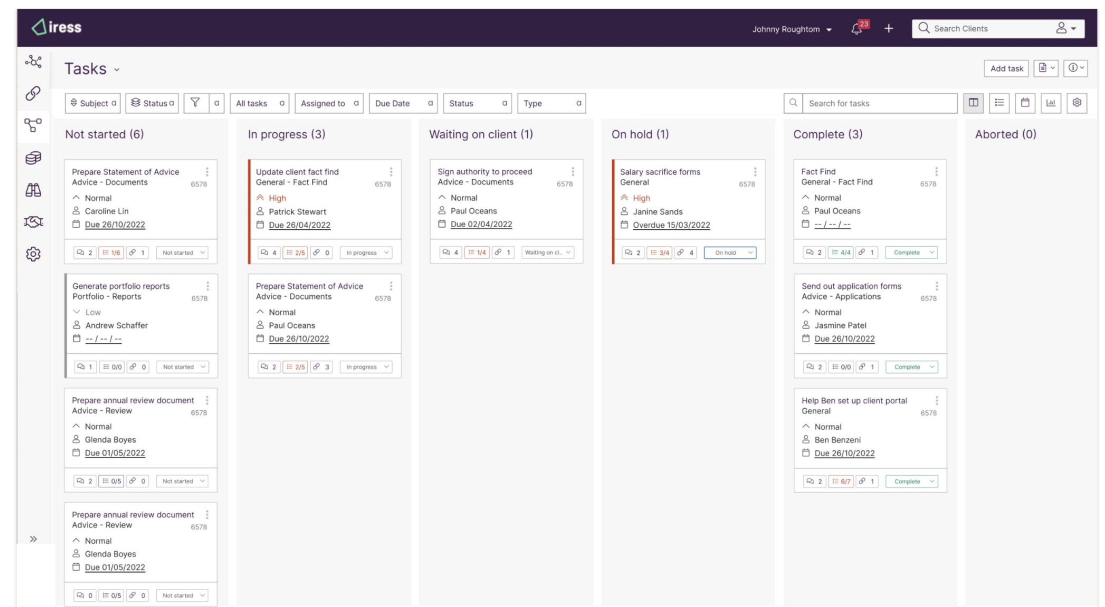
These initial sketches/low - fidelity wireframes helped us get ideas out of your head and down on paper. Rapidly iterate through obvious solutions and dig deeper to discover innovative or more effective ways to solve our users problem. Used these sketches to generate feedback and ideas early on with users, colleagues, and stakeholders. These mockups were created in Adobe XD.

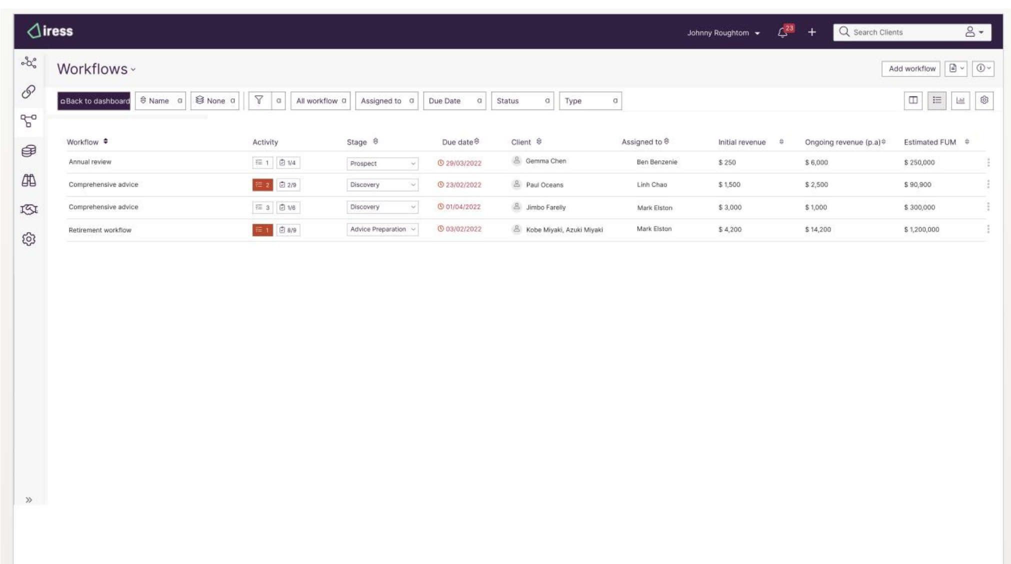
Enhanced continuity between the Figma design system and Storybook, reducing cycle time between designers and developers.

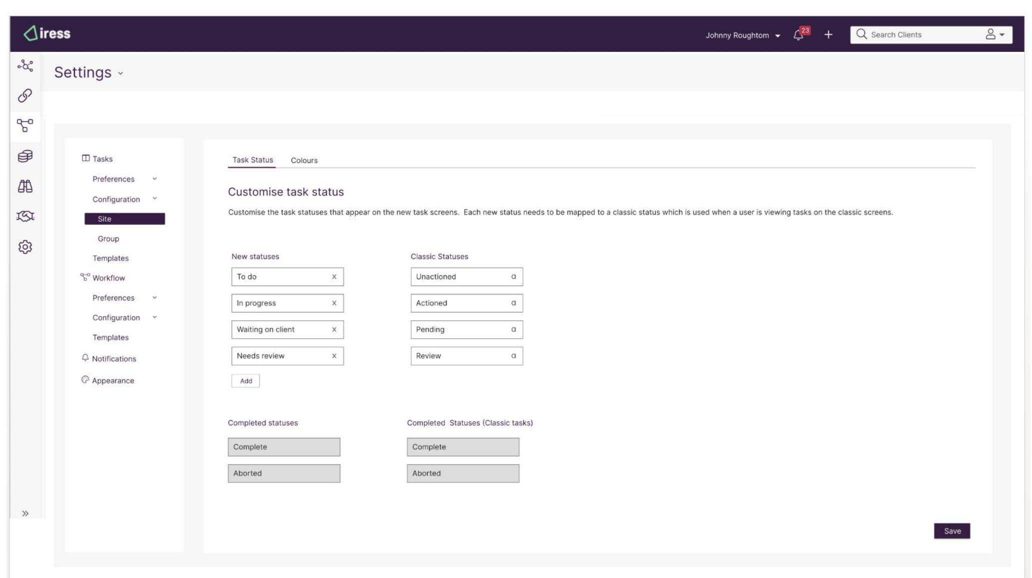
Prototypes - Initial walkthrough of the concepts

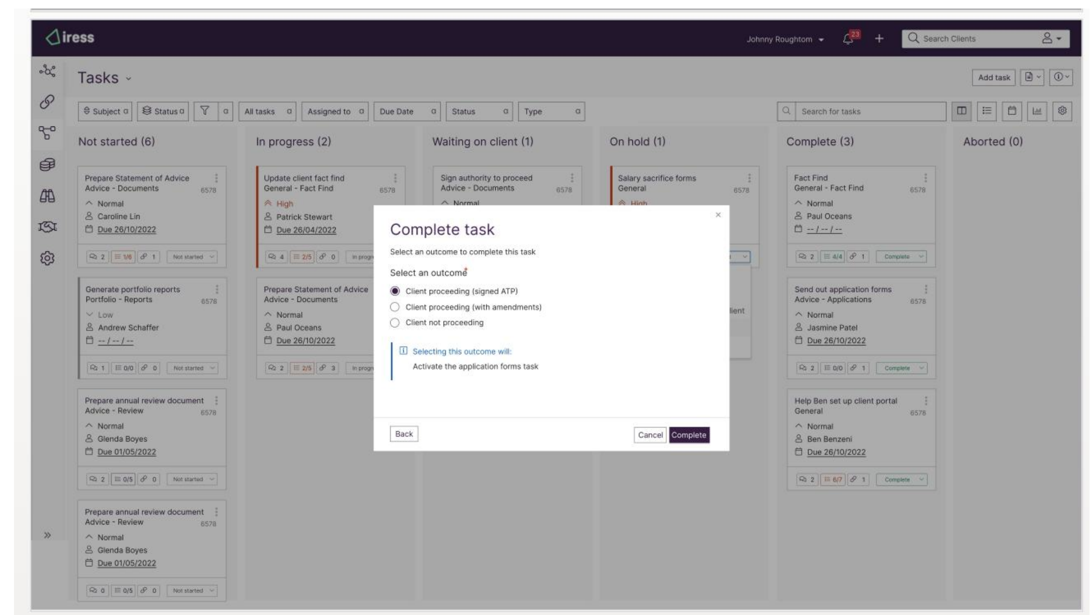




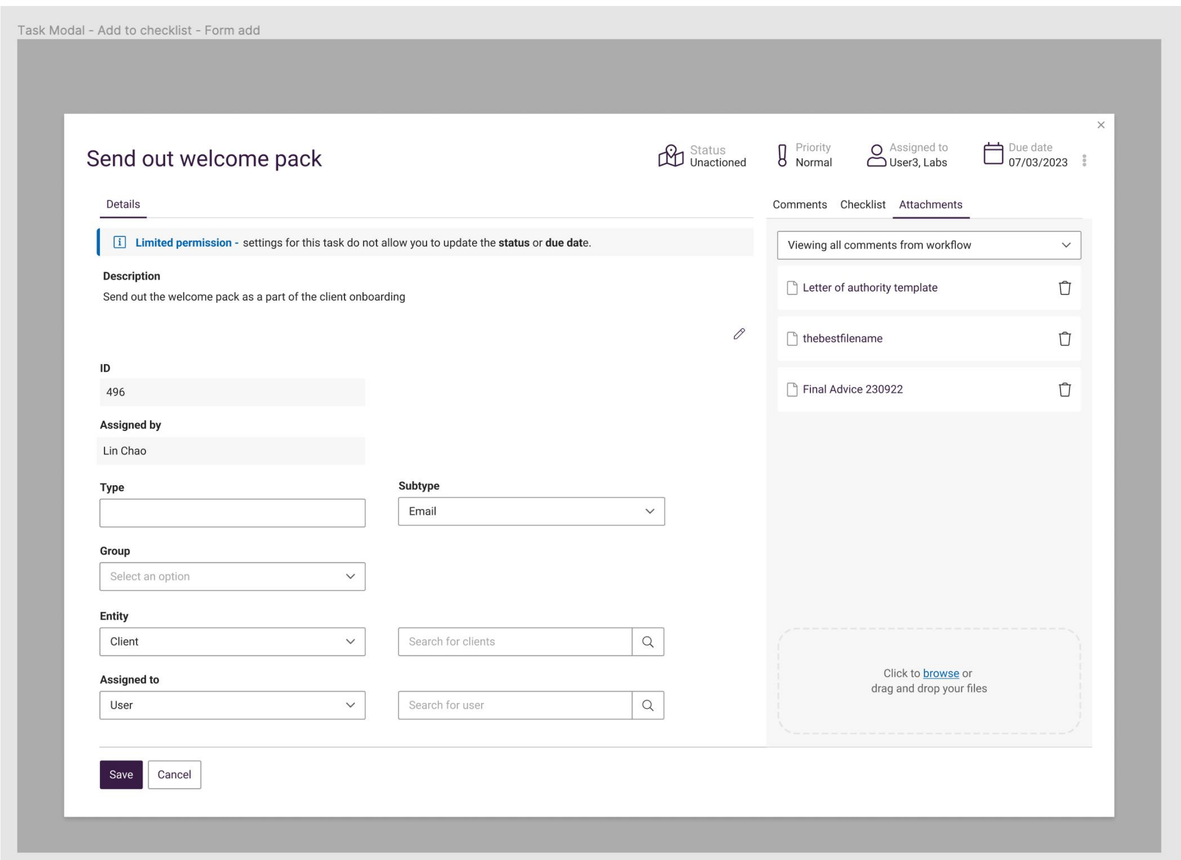


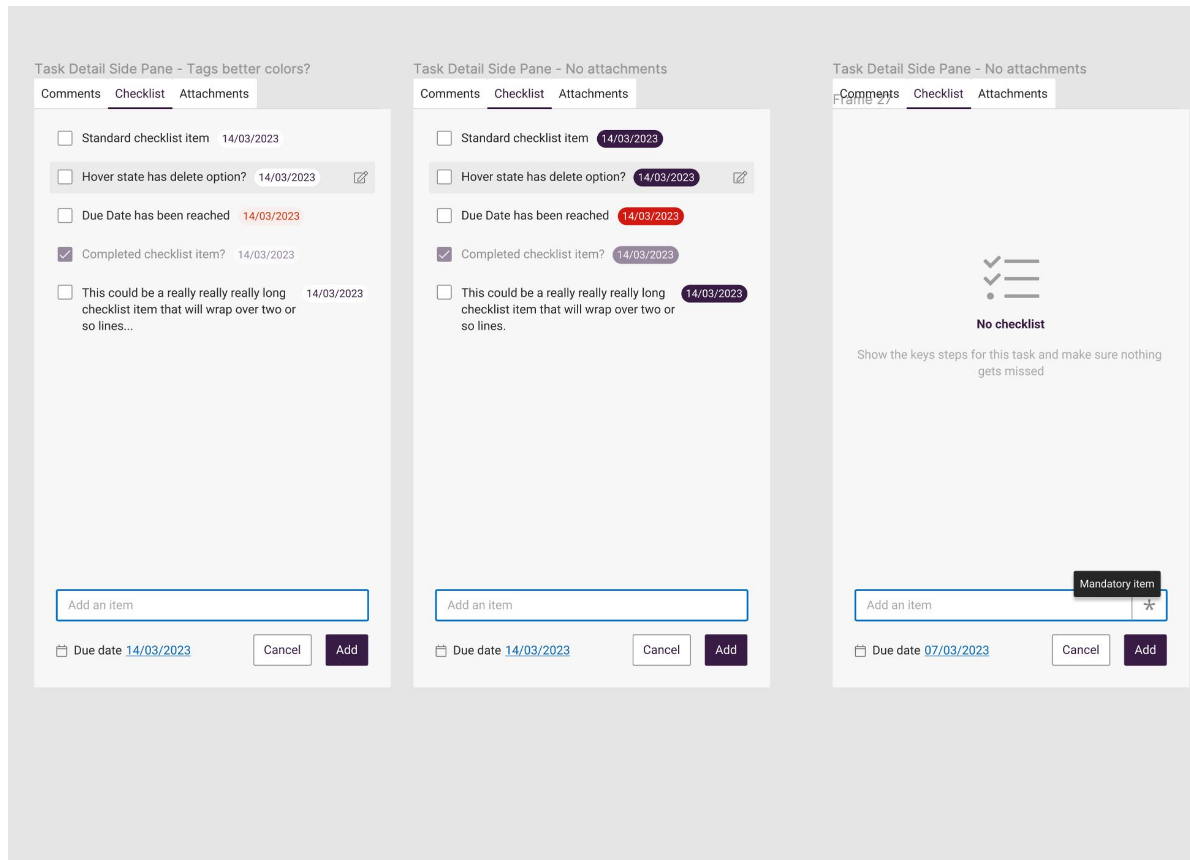


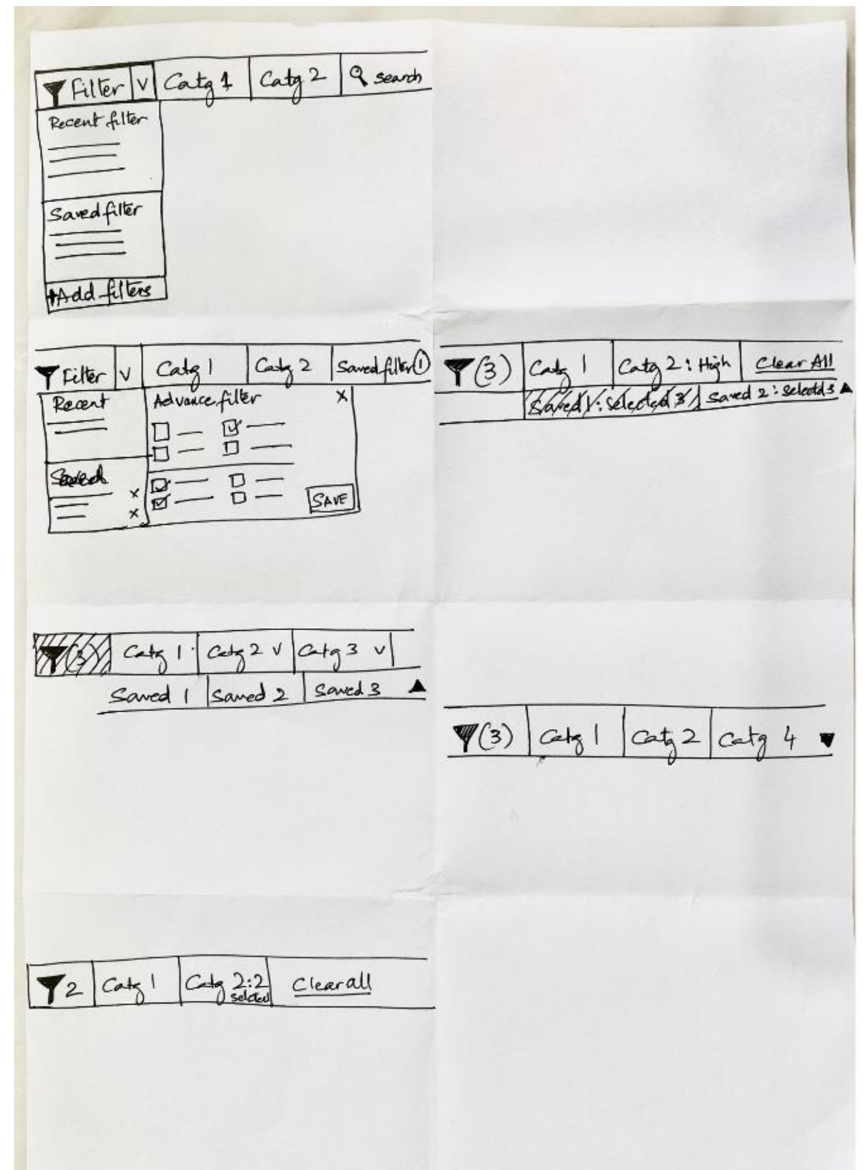


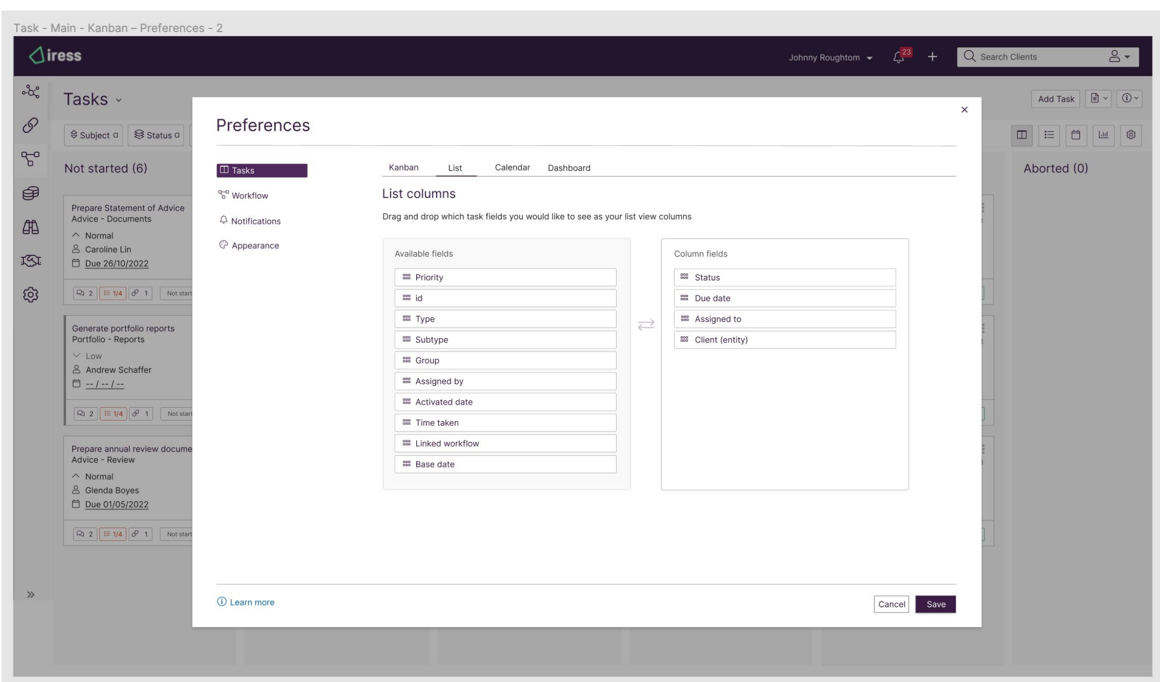


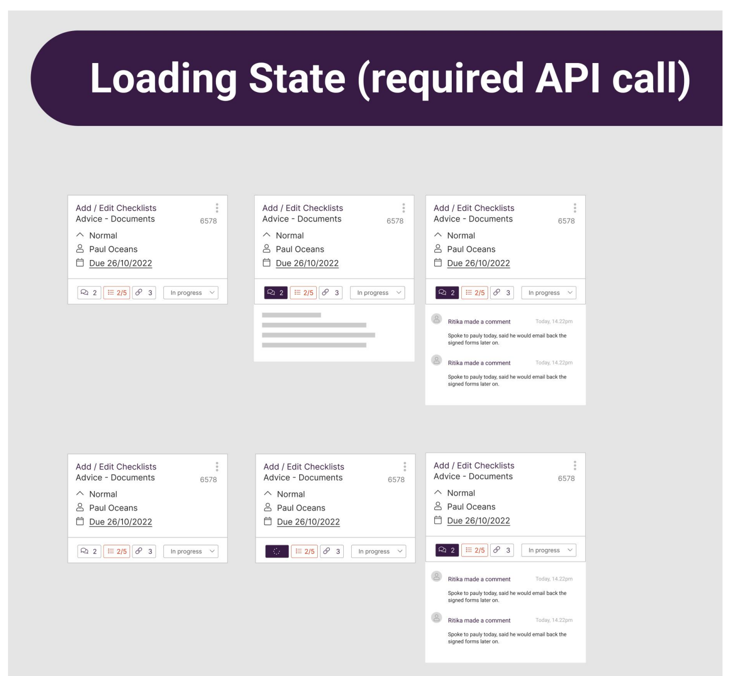
Sketches/Low-fidelity Wireframes

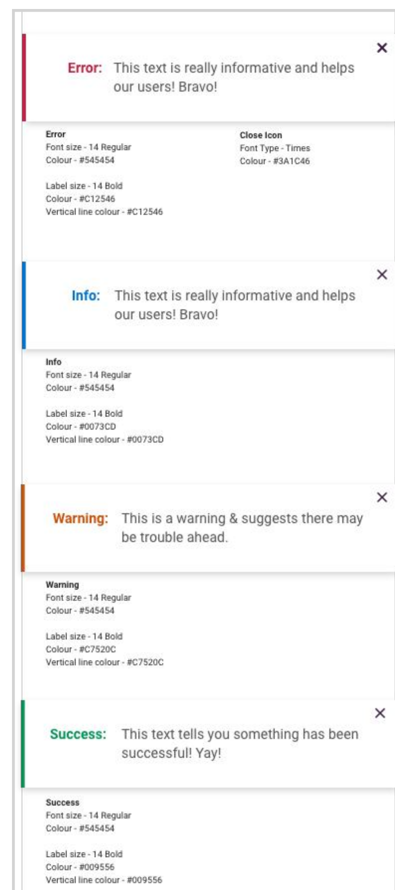




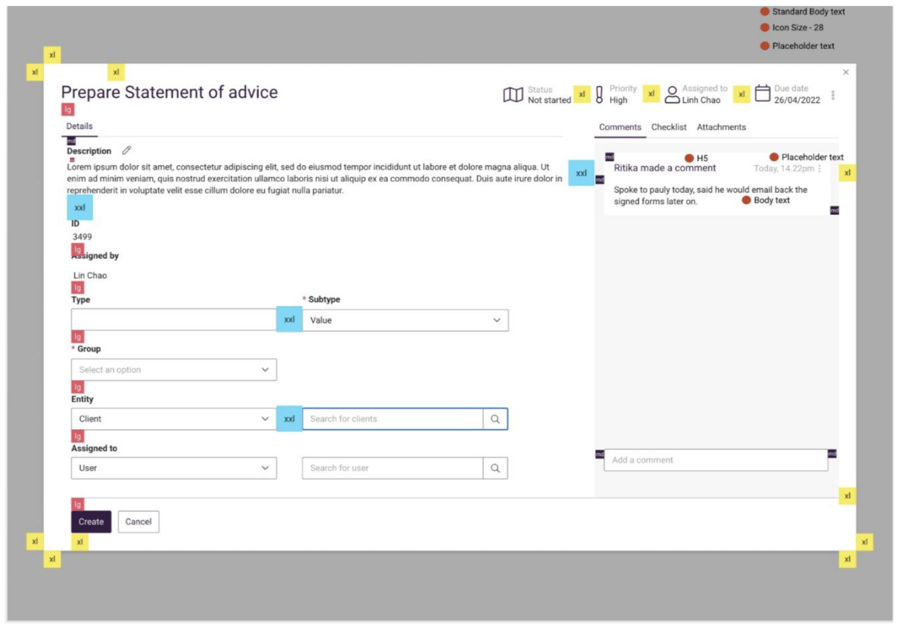


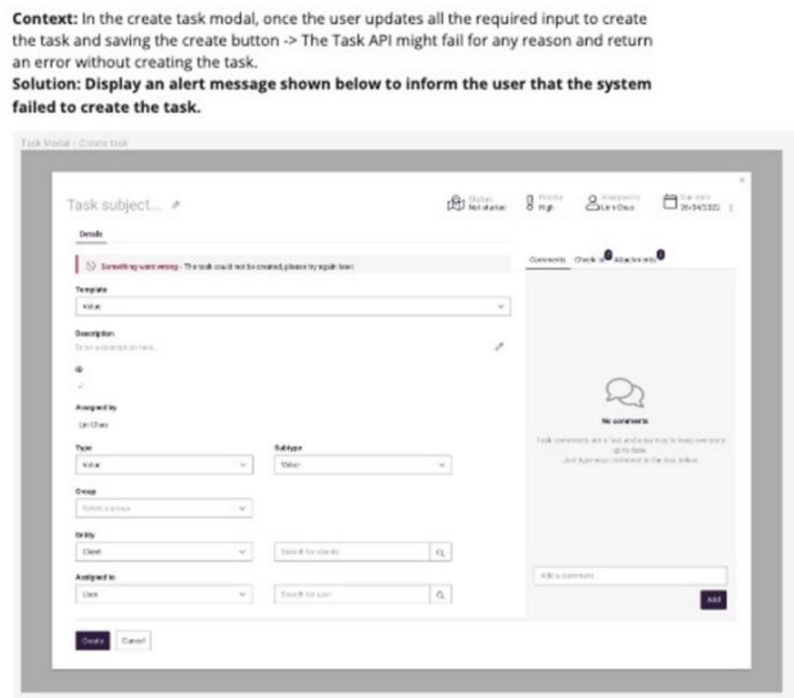


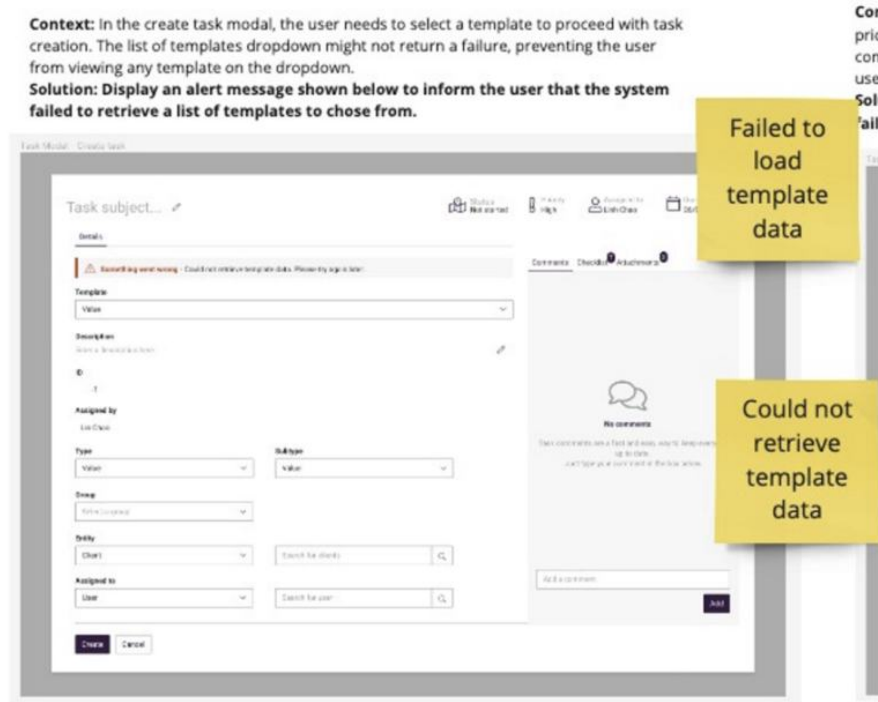


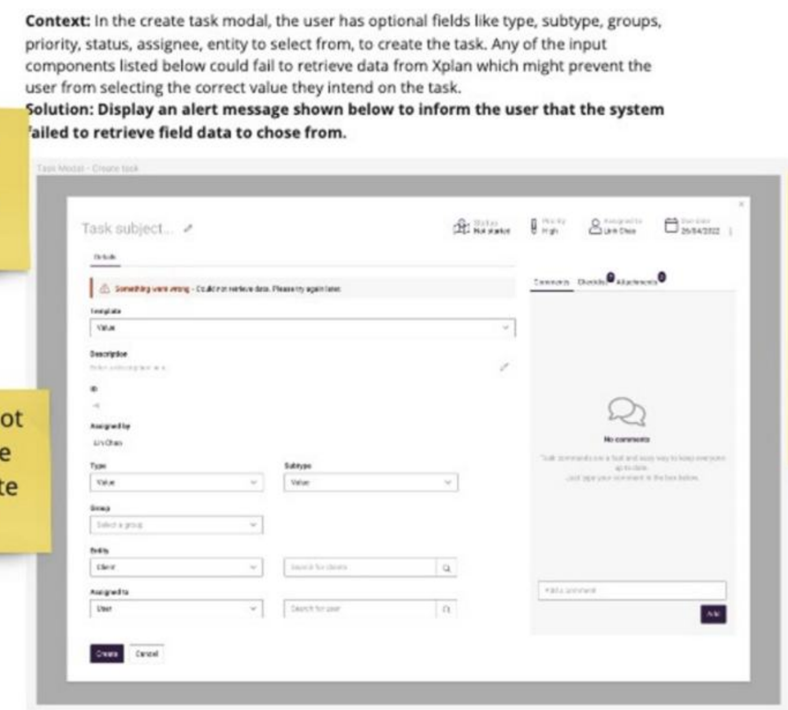


Reviews

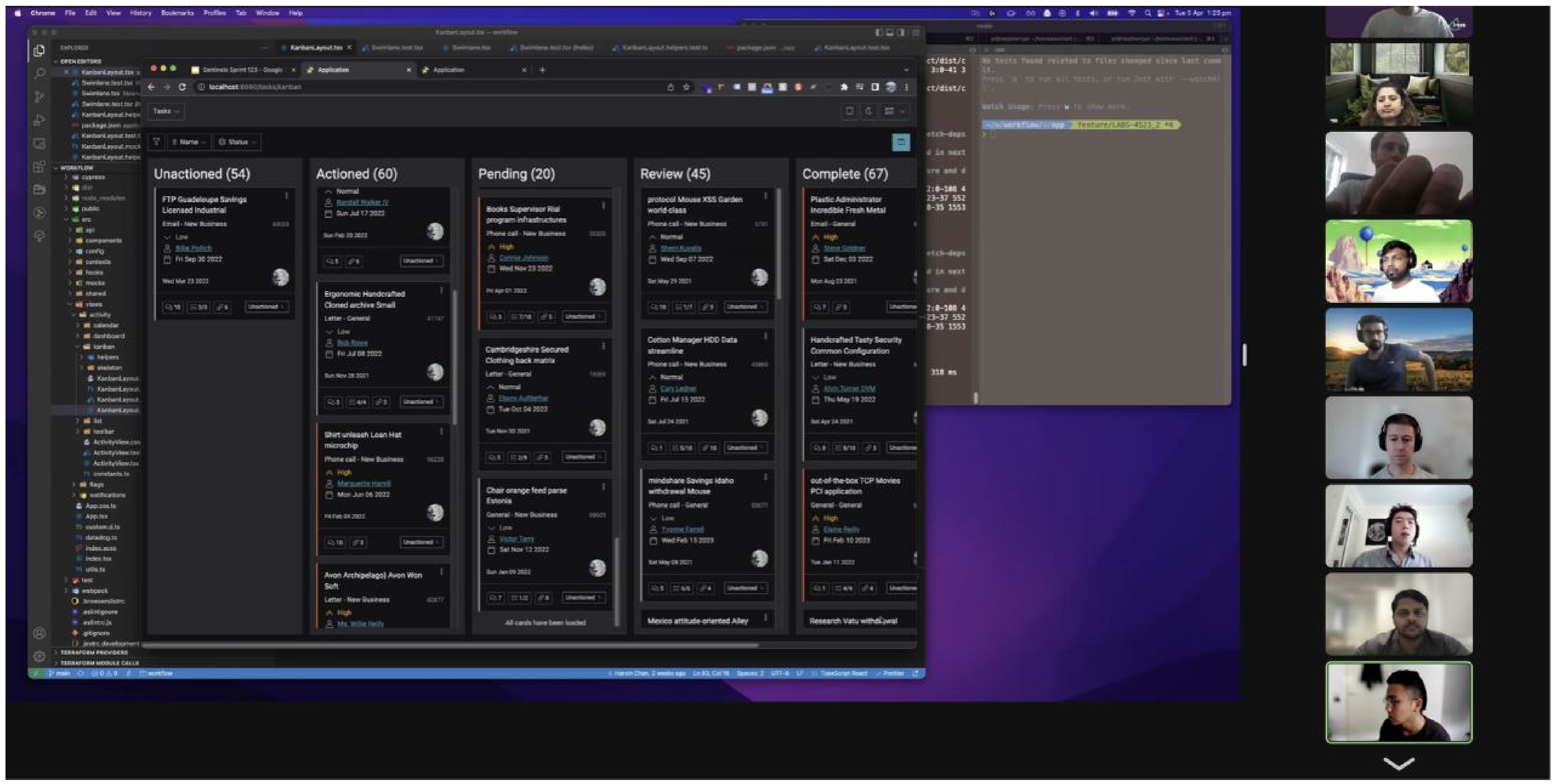




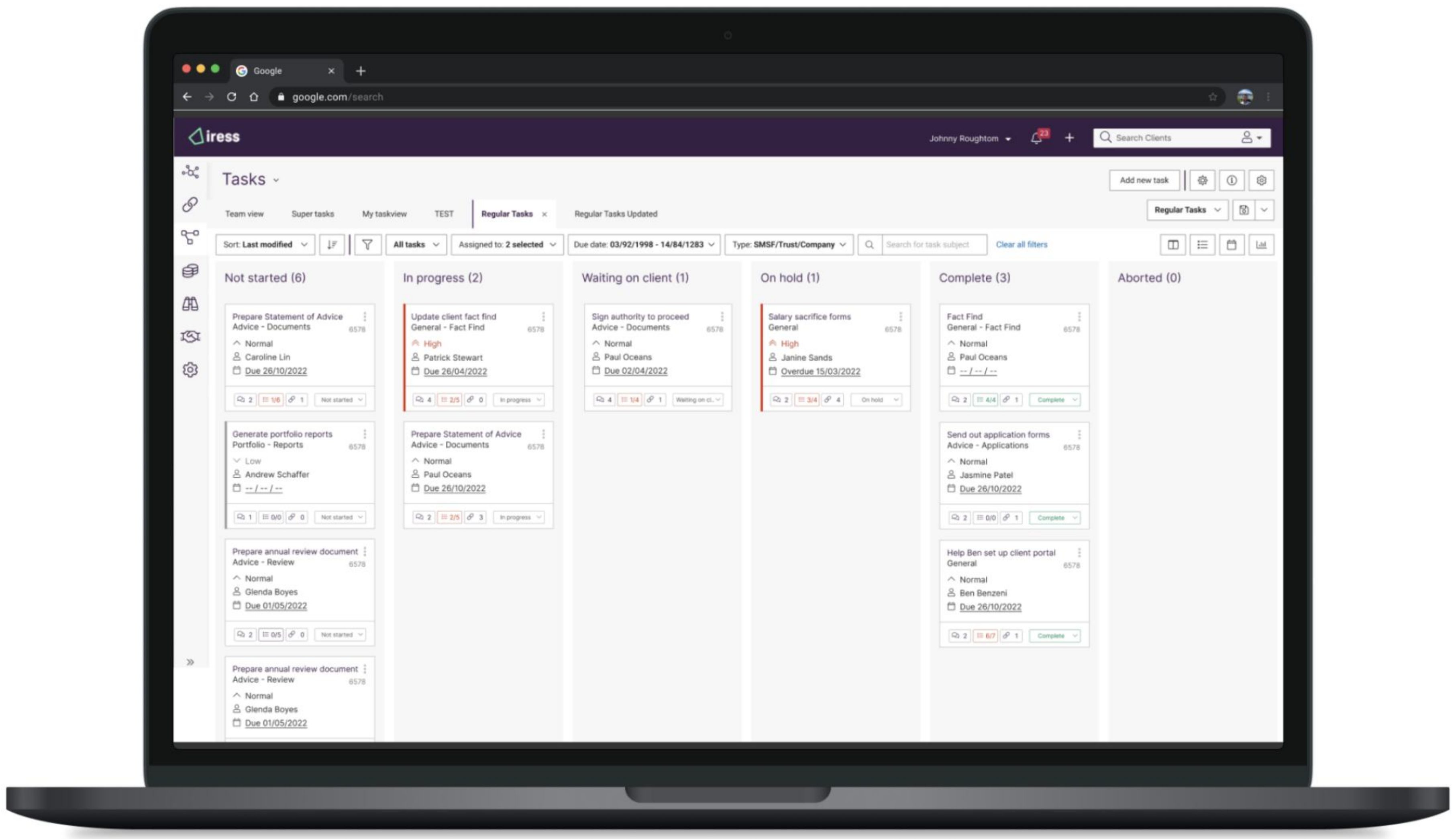


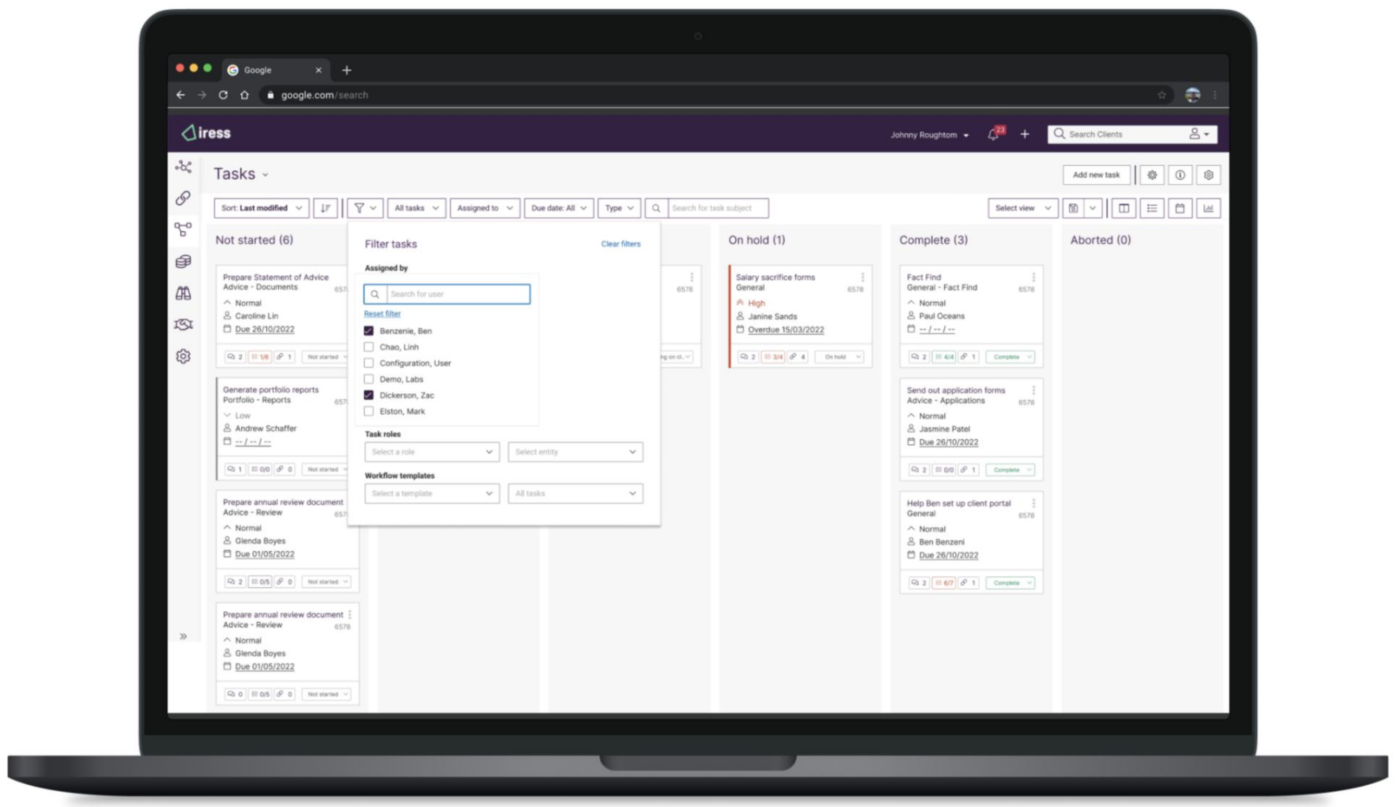


Daily standups, retros sessions, and discussions with Engineers, BAs and testing teams



High Fidelity Screen





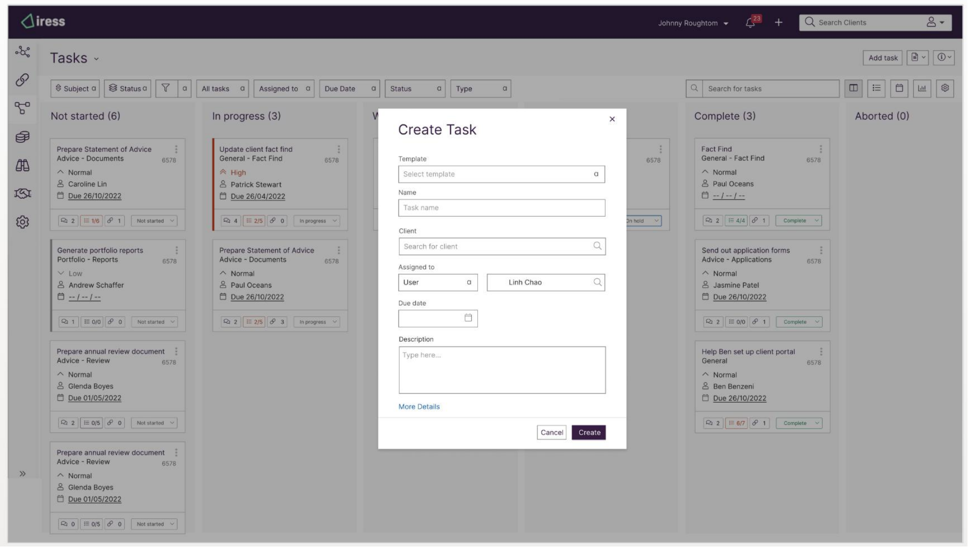
Other Screens

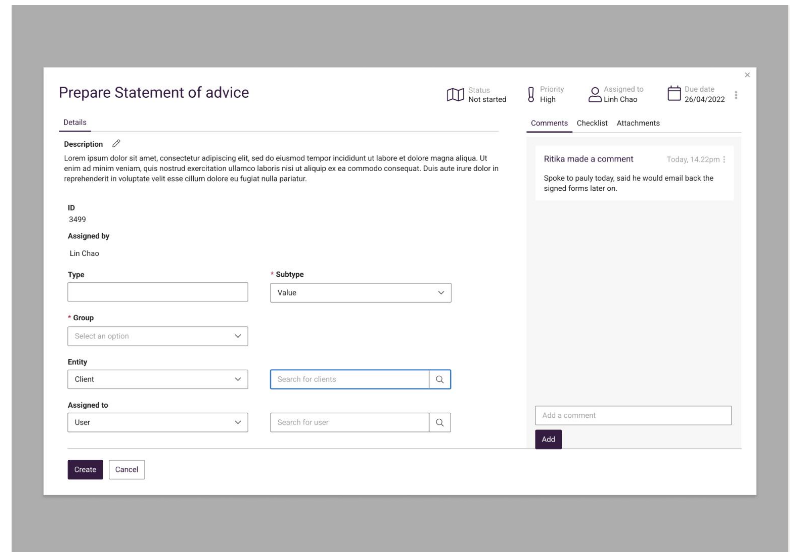
All features - Workflow Management

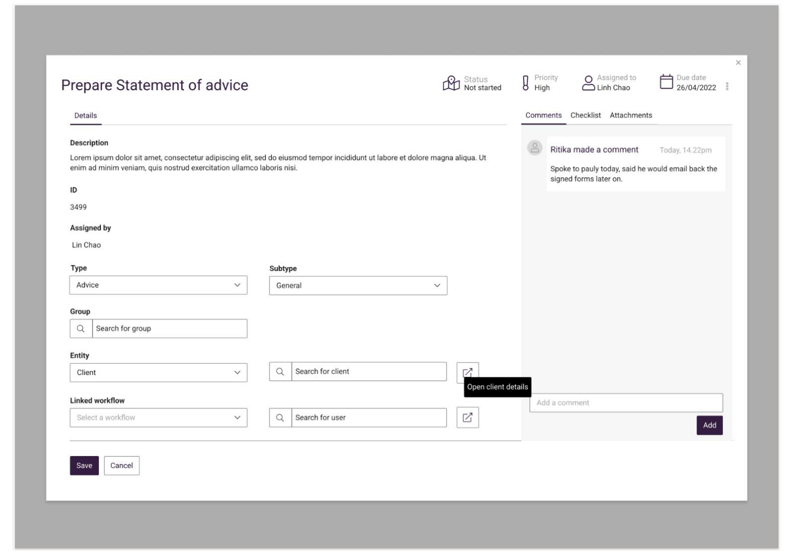
Labs Workflows

Section: Task Modal

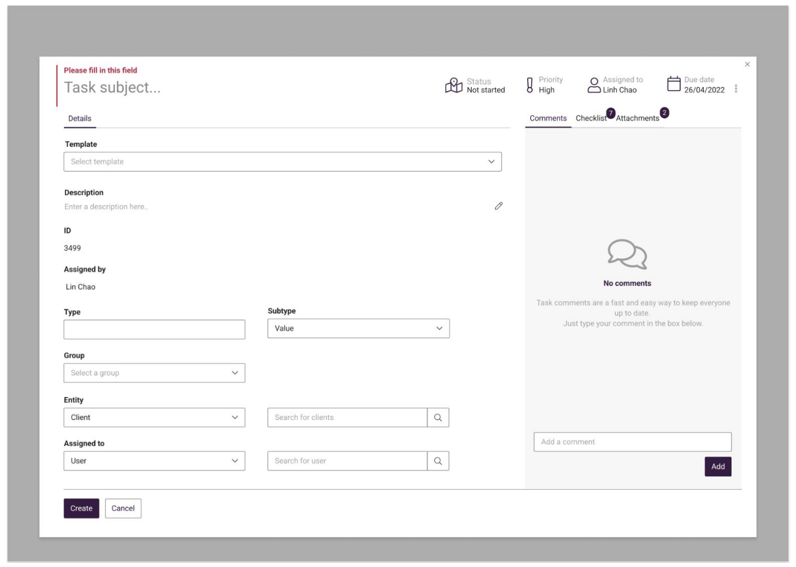
PROTOTYPE

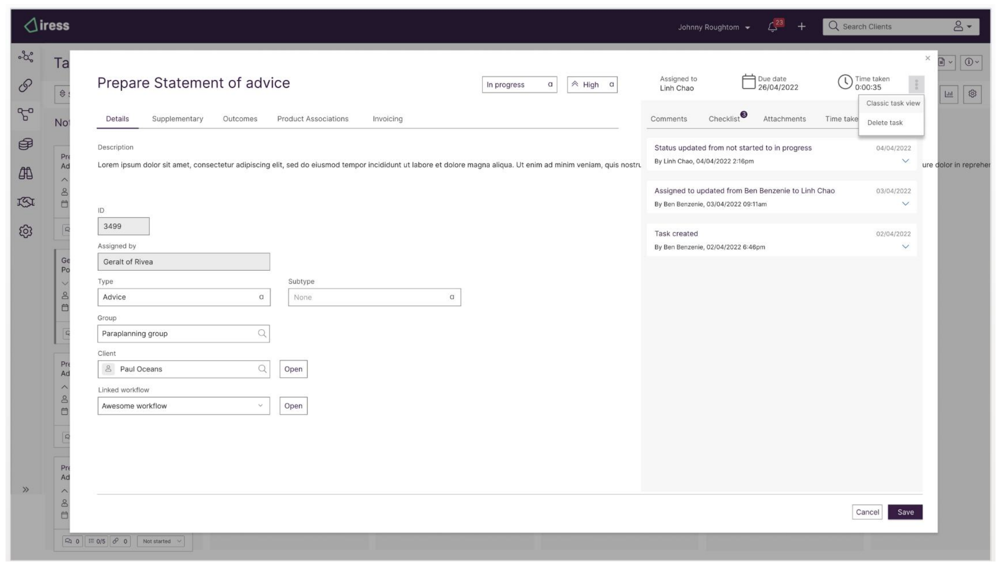


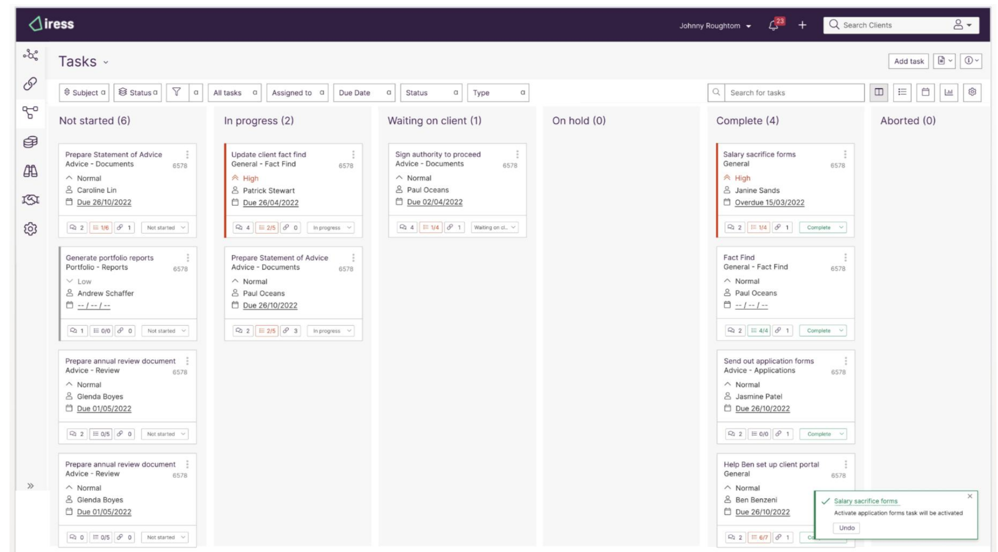




https://xd.adobe.com/view/10407bb3-6dc5-4774-9816-a201a5169e78-4513/







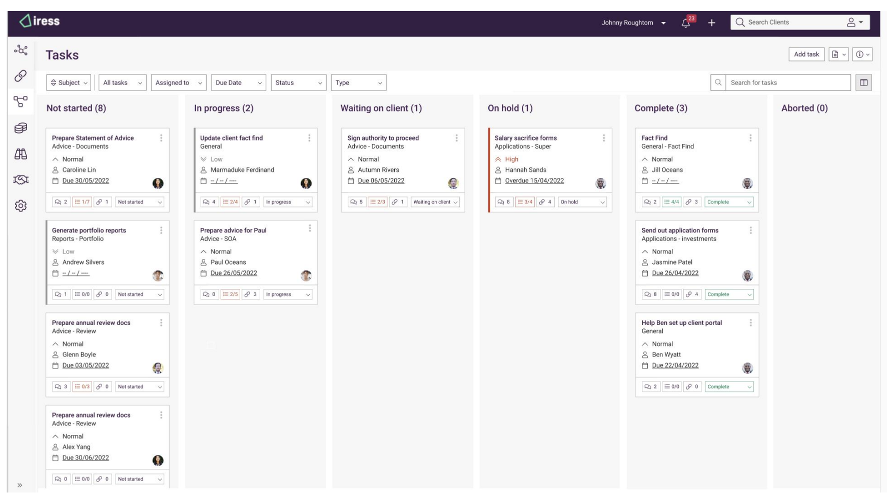
Labs:
Task Hub

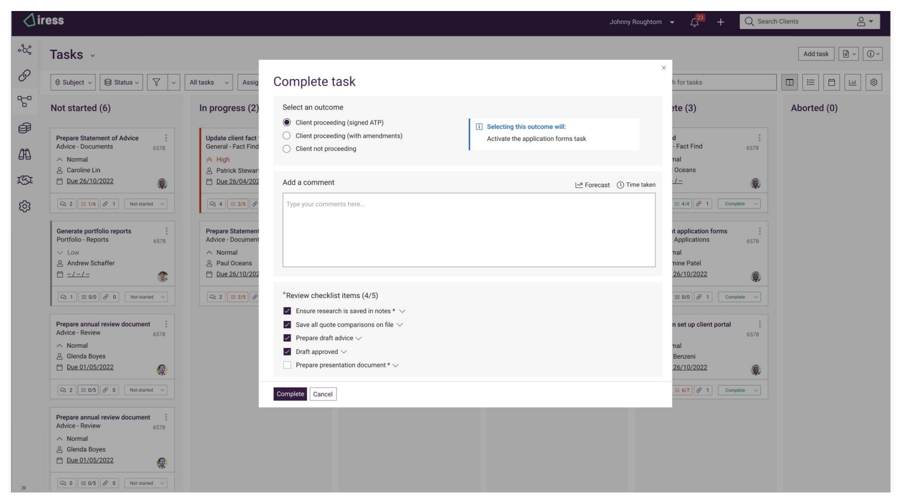
Complete Task (All in one)

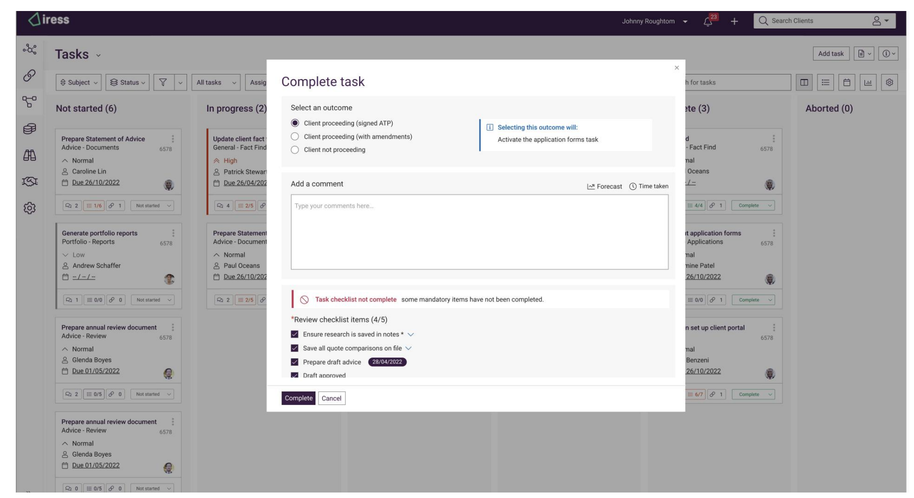
Outcomes

* Complete the 'Salary sacrifice forms' task

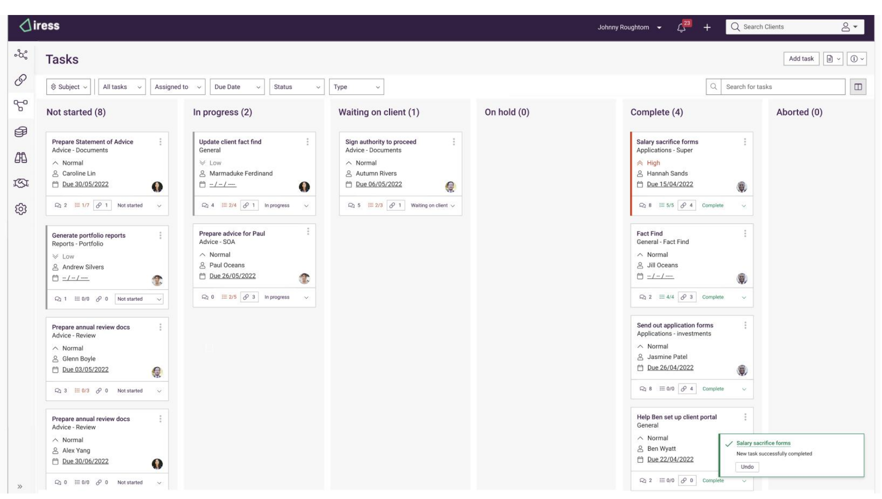
PROTOTYPE







https://xd.adobe.com/view/b123c6e5-ec62-421d-9e5c-24b10b8ec181-e470/



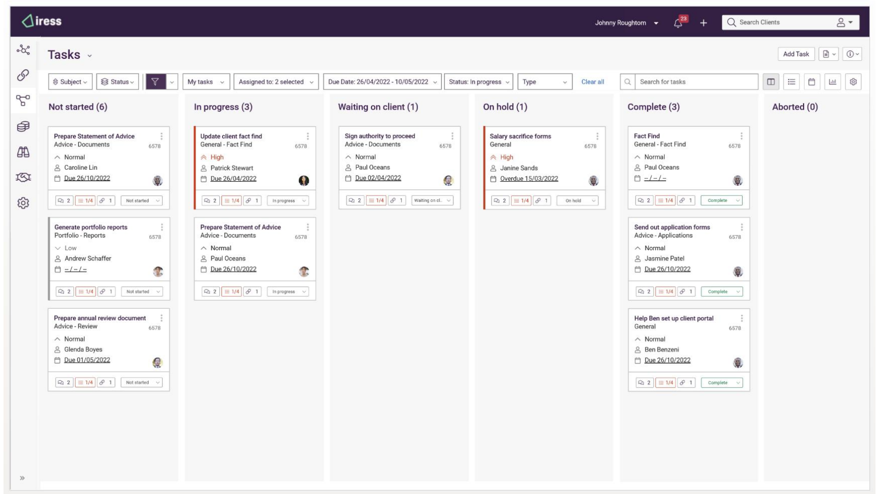
Other Screens

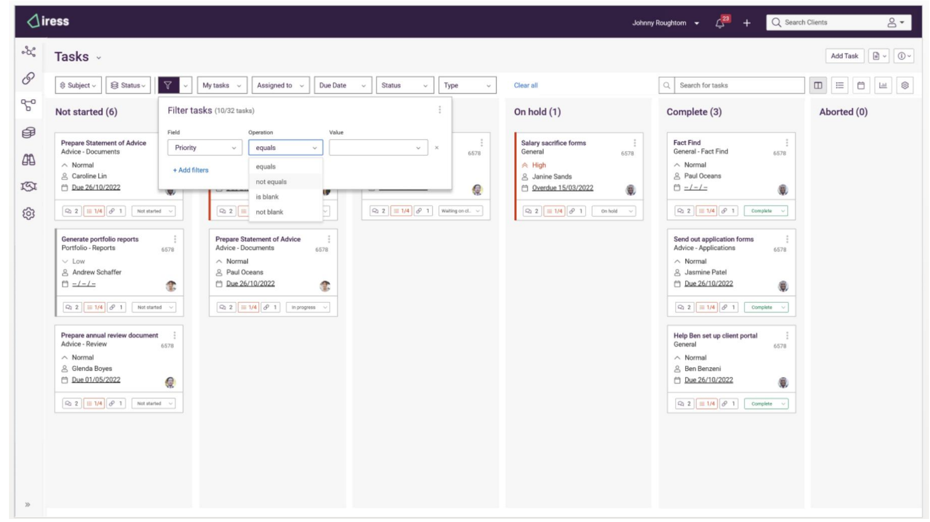
Labs
Workflows

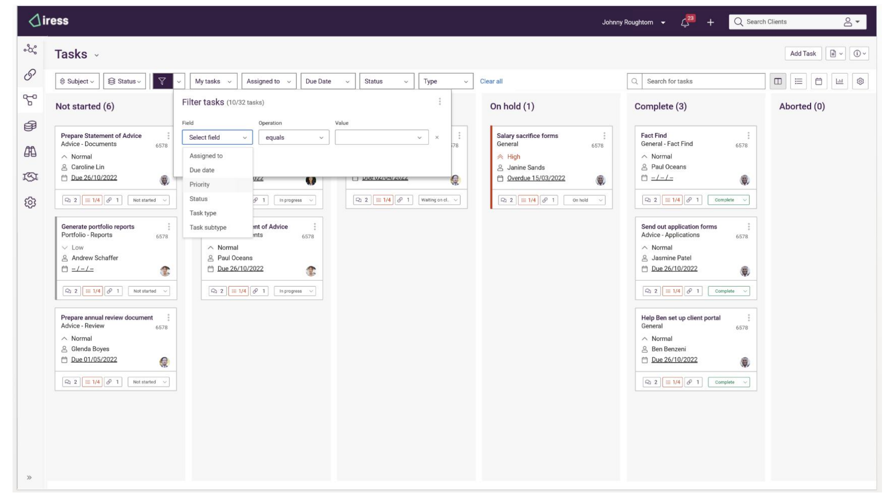
Filters - User testing - Option 2

Similar to Advanced filters - Hide all options in a pop over
Displaying only default filters on the screen

PROTOTYPE





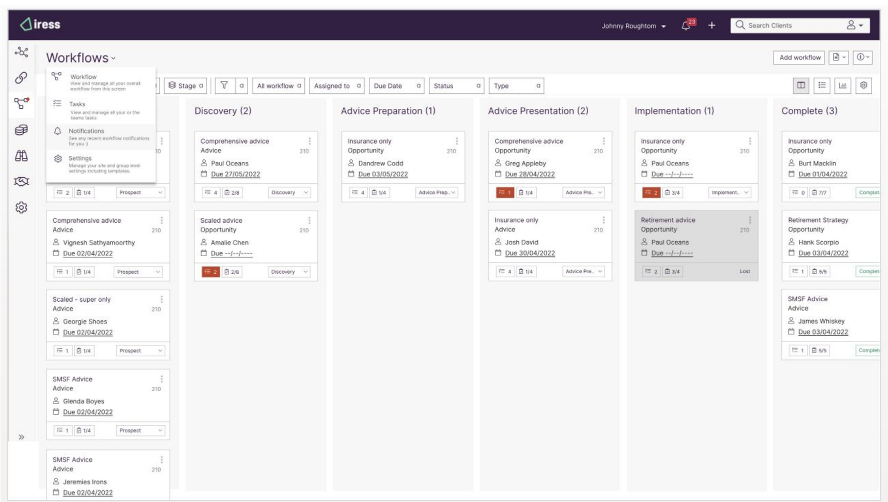


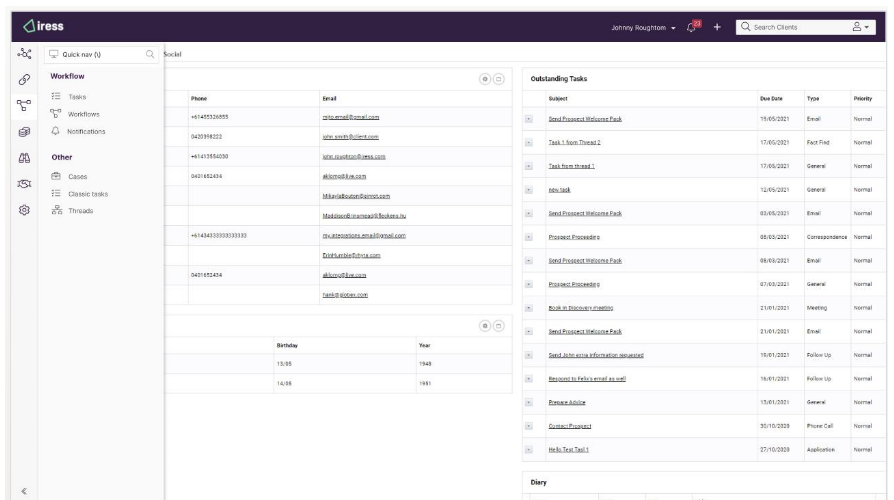
https://xd.adobe.com/view/2475a57e-a920-453e-b2e4-97909e618f32-7126/

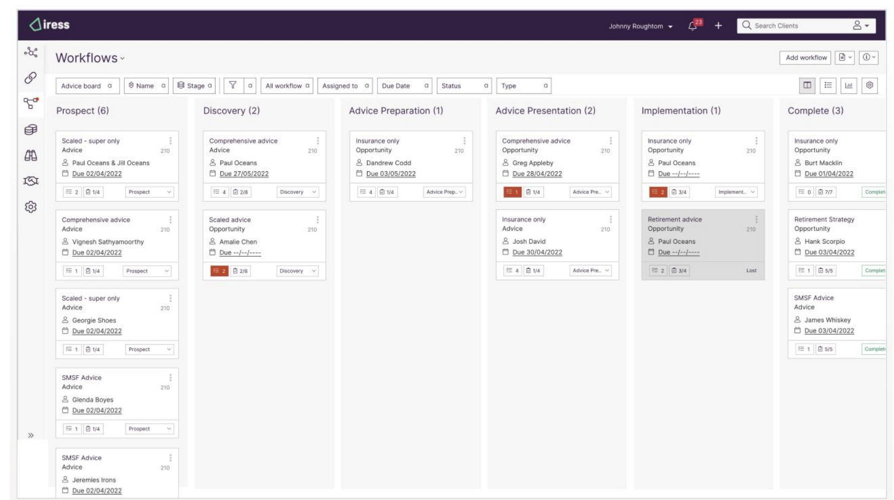
Labs Workflows

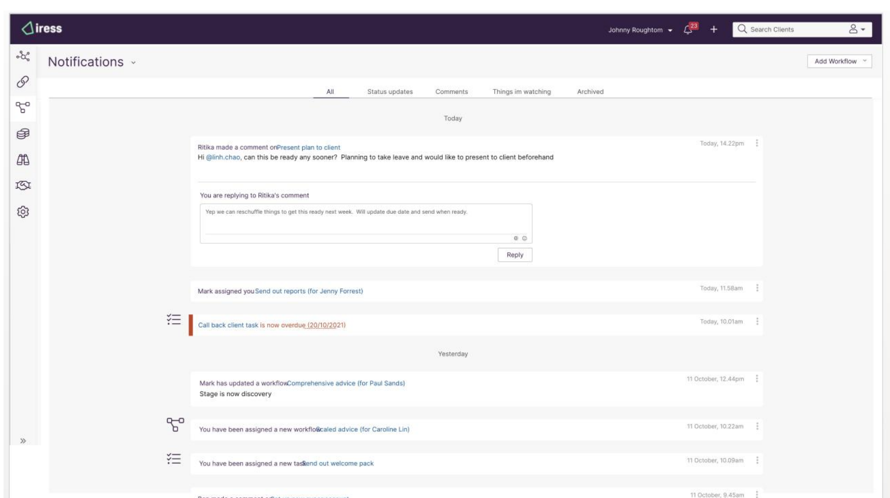
Section: Nofications

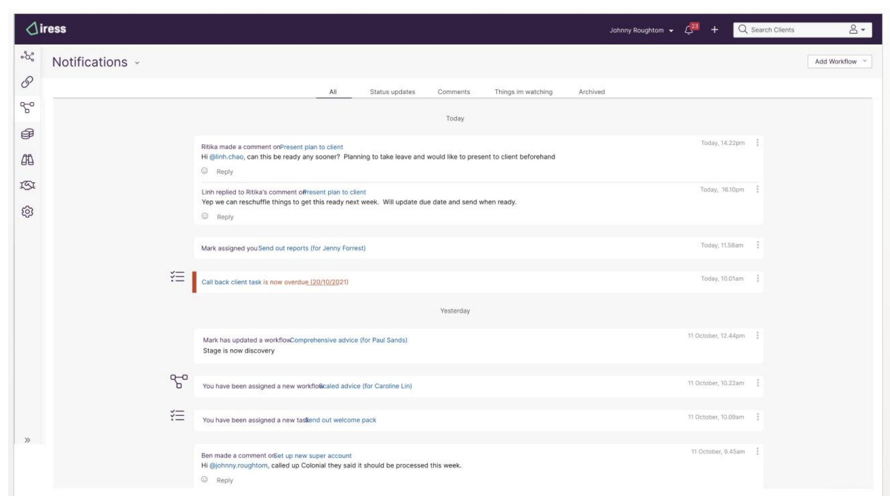
A look at a concept for workflowsTBA





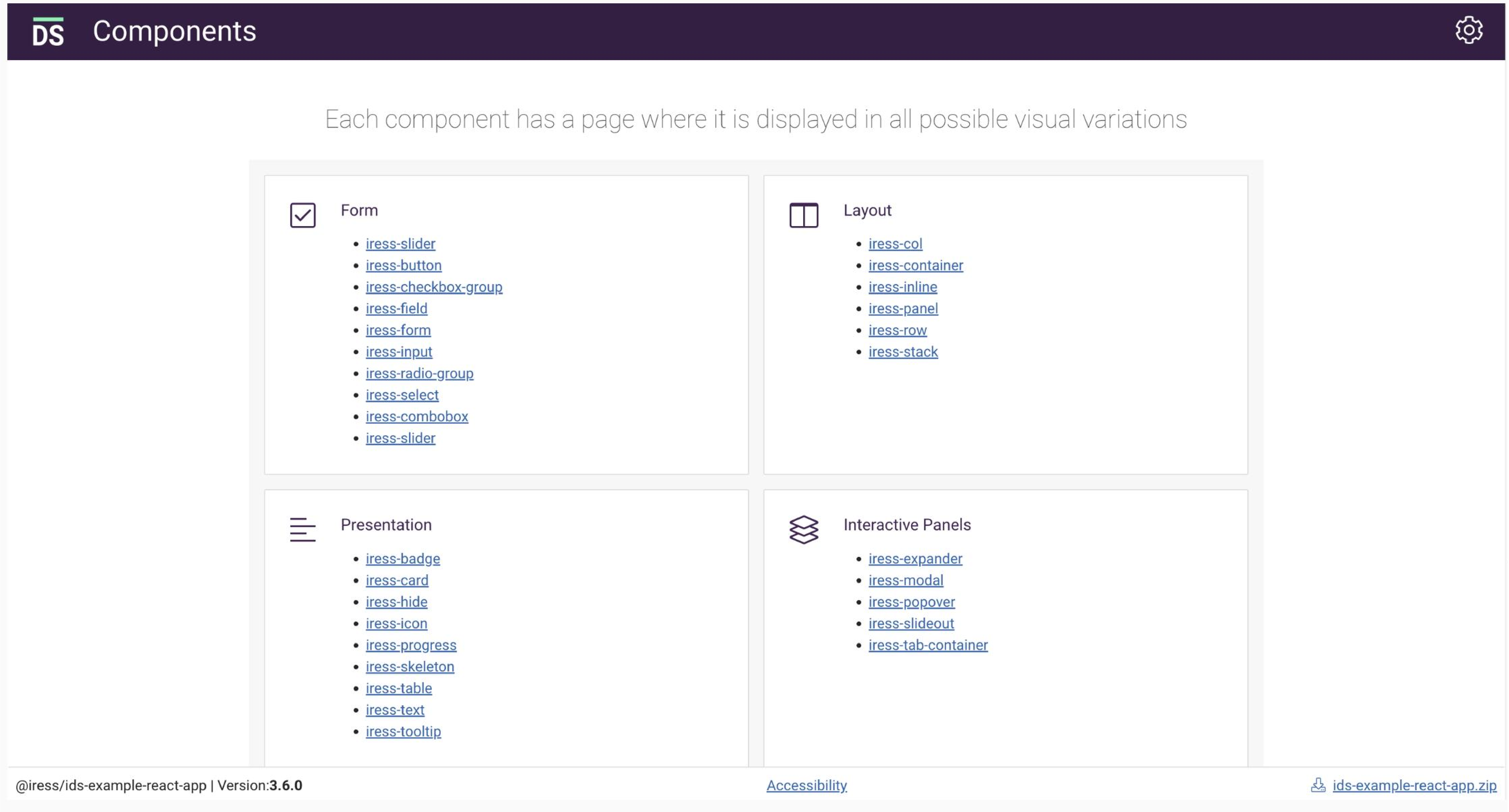




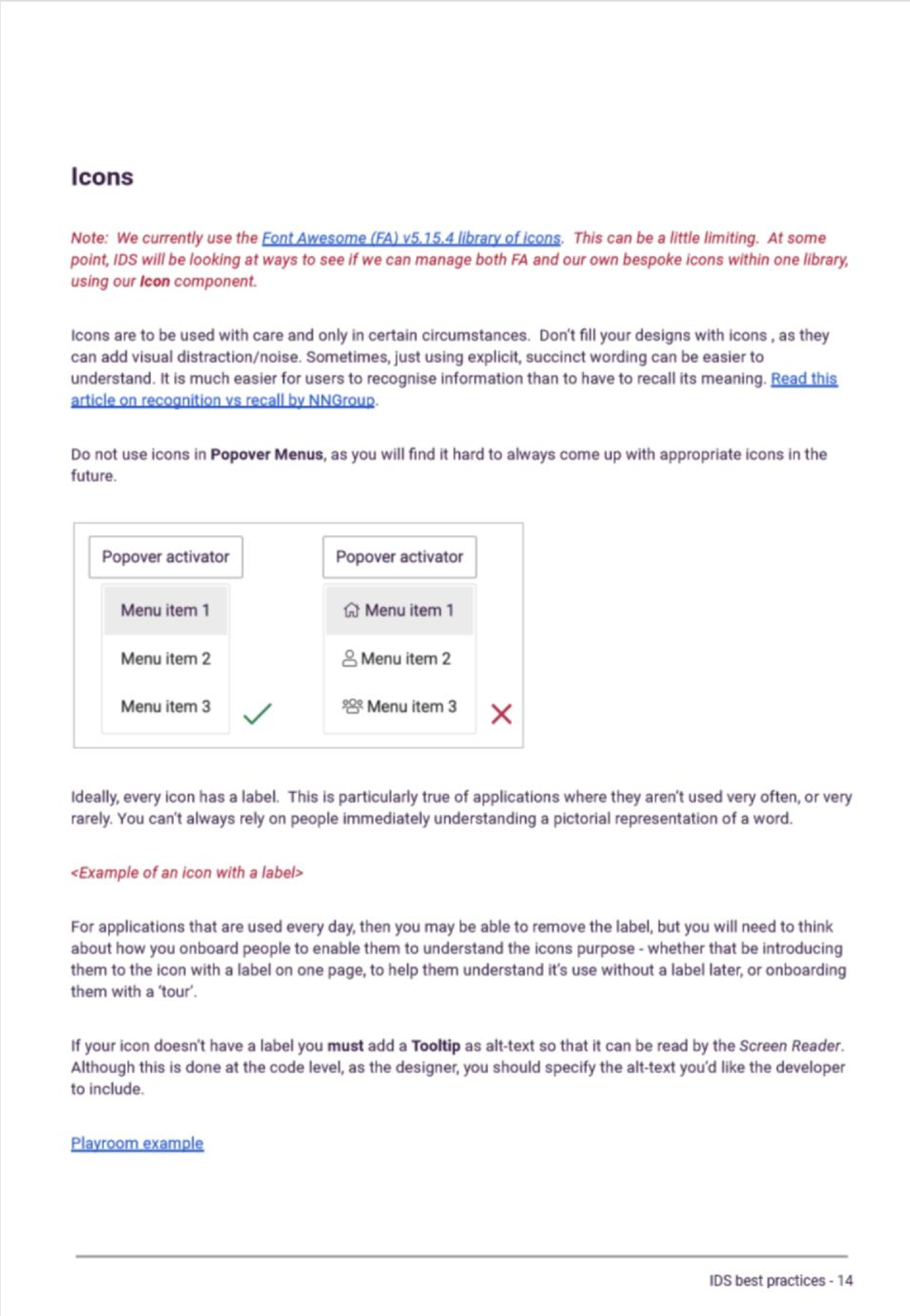


Design System

Best Practices



Best Practices Documentation



Icons

*Note: We currently use the [Font Awesome (FA) v5.15.4 library of icons](). This can be a little limiting. At some point, IDS will be looking at ways to see if we can manage both FA and our own bespoke icons within one library, using our **Icon** component.*

Icons are to be used with care and only in certain circumstances. Don't fill your designs with icons , as they can add visual distraction/noise. Sometimes, just using explicit, succinct wording can be easier to understand. It is much easier for users to recognise information than to have to recall its meaning. [Read this article on recognition vs recall by NNGroup]().

Do not use icons in **Popover Menus**, as you will find it hard to always come up with appropriate icons in the future.

Ideally, every icon has a label. This is particularly true of applications where they aren't used very often, or very rarely. You can't always rely on people immediately understanding a pictorial representation of a word.

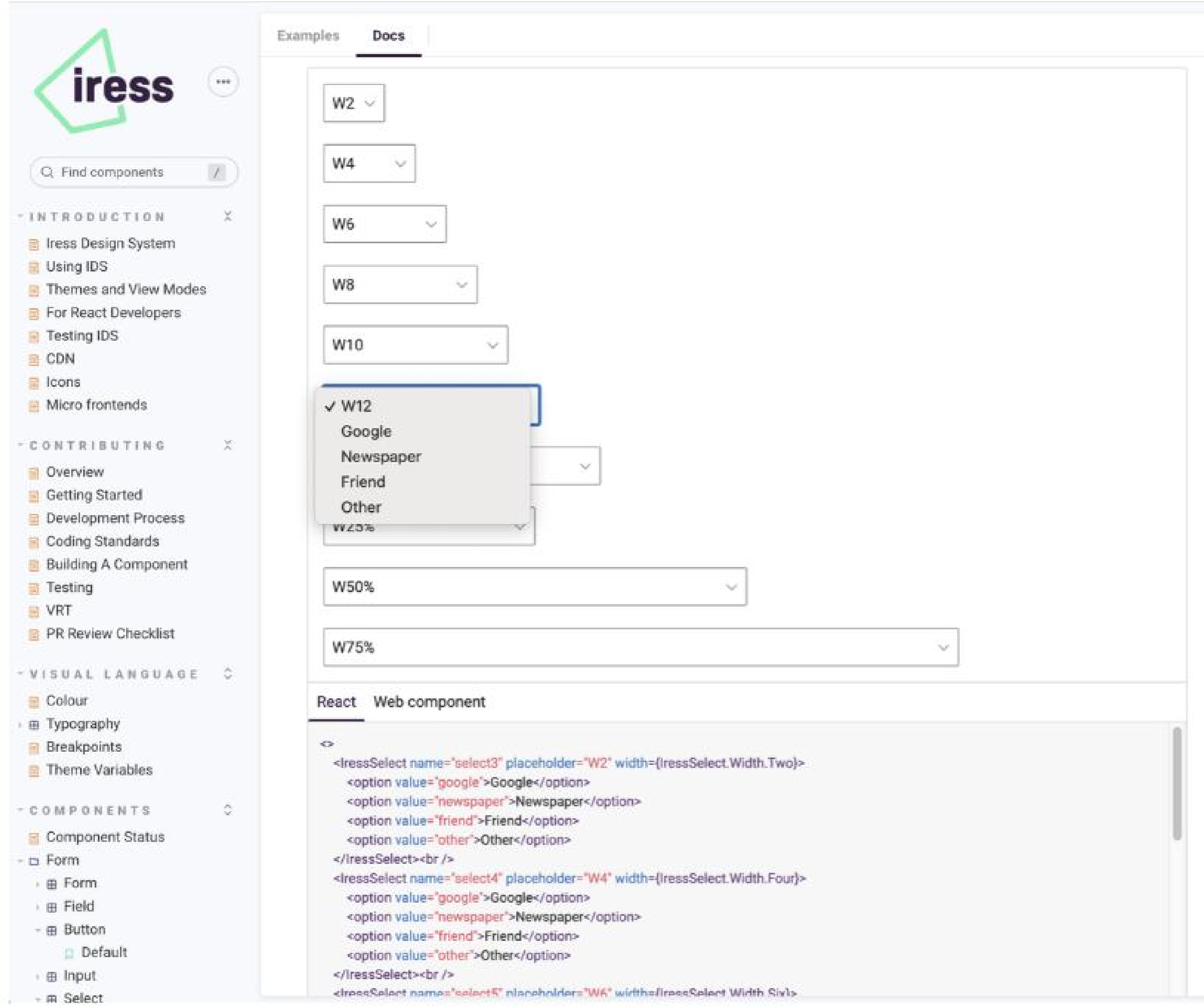
<Example of an icon with a label>

For applications that are used every day, then you may be able to remove the label, but you will need to think about how you onboard people to enable them to understand the icons purpose - whether that be introducing them to the icon with a label on one page, to help them understand it's use without a label later, or onboarding them with a 'tour'.

If your icon doesn't have a label you **must** add a **Tooltip** as alt-text so that it can be read by the *Screen Reader*. Although this is done at the code level, as the designer, you should specify the alt-text you'd like the developer to include.

[Playroom example]()

Storybook



Team involvement

UX involvement feedback

Within the User Experience team, we are always looking for ways to improve and gauge the experience of non-UX team members participating in design and research activities.

The below survey will take you less than 3 mins and will help us improve our processes as well as show the value of what we do.

Please answer below in context of your most recent User Experience activity (e.g. user research, design sprint, design brainstorm, usability testing)

suma.narayan@iress.com Switch account

Not shared

* Indicates required question

What was the most recent activity you took part in? *

- User research / interviews
- Design sprints
- Design brainstorming
- Usability testing
- Workshop

Testimonial from Clients

Task Hub - What are clients saying?

“Great to see the regular enhancements keep coming through for the task hub.. The new format is definitely growing on me, I find the process for choosing completion options and dealing with checklists is much smoother.”

Susie Vincent (CEO) Goldsborough Financial Services

Well done with this update!
I agree with all the suggestions above.

Hi Matthew and Team,

What a fantastic development, well done on all the work that has gone into this and getting it to us before the end of the year.

I have had a look around this morning and have some feedback and questions, some of which you are probably already working on.

Morning,

Great development. We've enabled Task Hub on our site and have a couple of quick questions:

UX impact

Leads created
1,892

By Users
369

Top UK Client
Succession

Info
Succession account for 41% of leads created and are already looking to move to Opportunities.

Top AU Client
RI Advice

Info
This was from 8 users across 2 practices who have created 158 leads in the last 30 days.

72%
Increased Community Traffic

Sites
565 +84%

Users
4,950 +65%

Top UK Client
Intrinsic (UK)

Top AU Client
VFGL

Most used workflow
Overdue Tasks

Most used quick add
Tasks 48.44%

Most used Activity Feed
Tasks, Tasks, Ta...

Key Takeaways

- Prioritising and understanding the needs and preferences of users throughout the design process with regular user feedback and testing are essential for creating intuitive and user-friendly experiences
- Effective collaboration with cross-functional teams, **including developers, product managers,** and stakeholders, is crucial for **aligning design decisions** with **business objectives.**
- Embracing an iterative design process that allows for **continuous improvement** based on feedback and testing results. Iterating on designs ensures that solutions evolve to meet user needs effectively
- Staying updated on **industry trends, emerging technologies, and implementing best practices** in UX design.

Thank you for viewing

Reach out via email: suma.shades@gmail.com