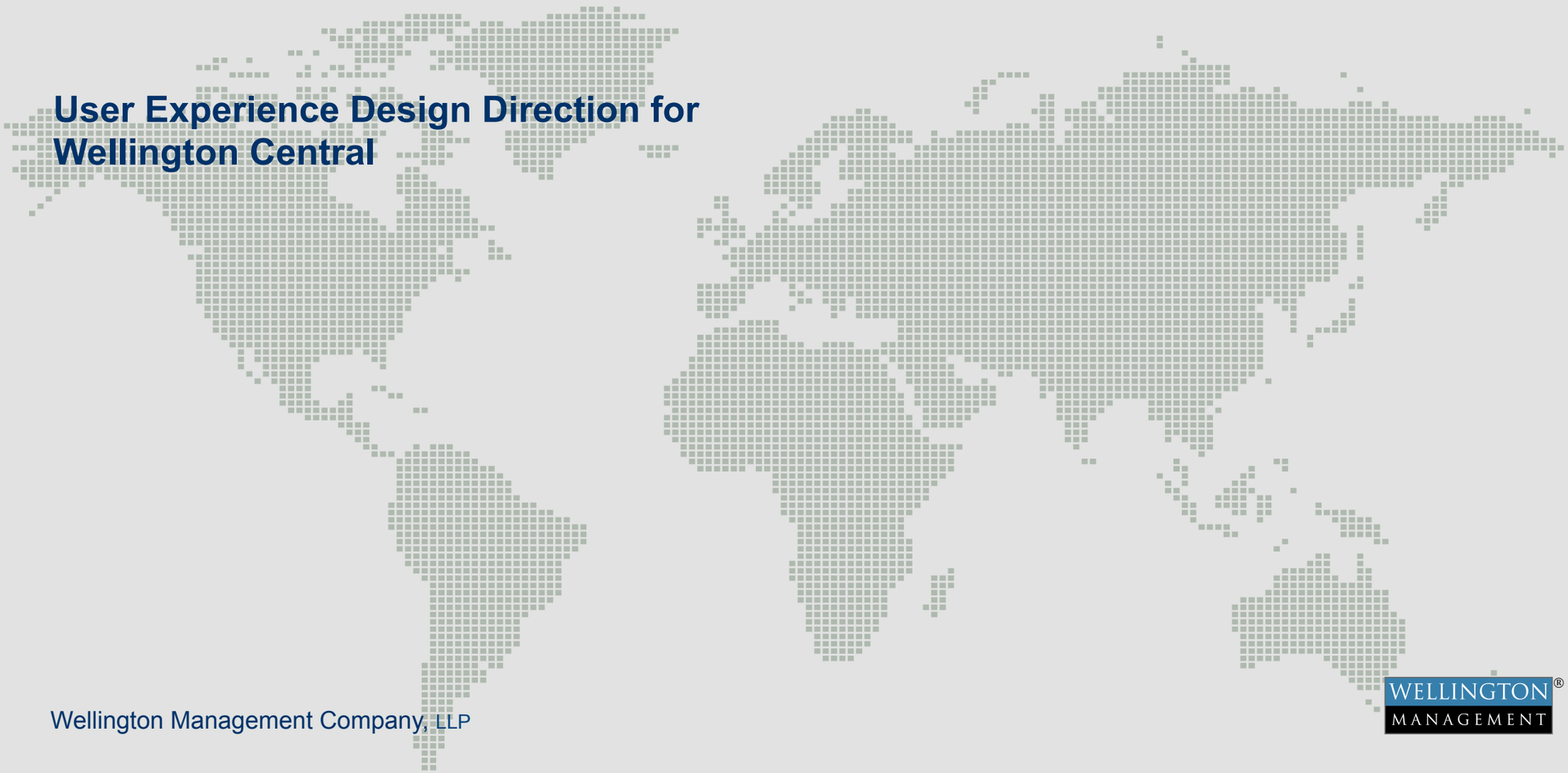
Intranet Redesign

User Experience Design Direction for Wellington Central



Wellington Management Company, LLP

WELLINGTON® MANAGEMENT

Redesign Goals

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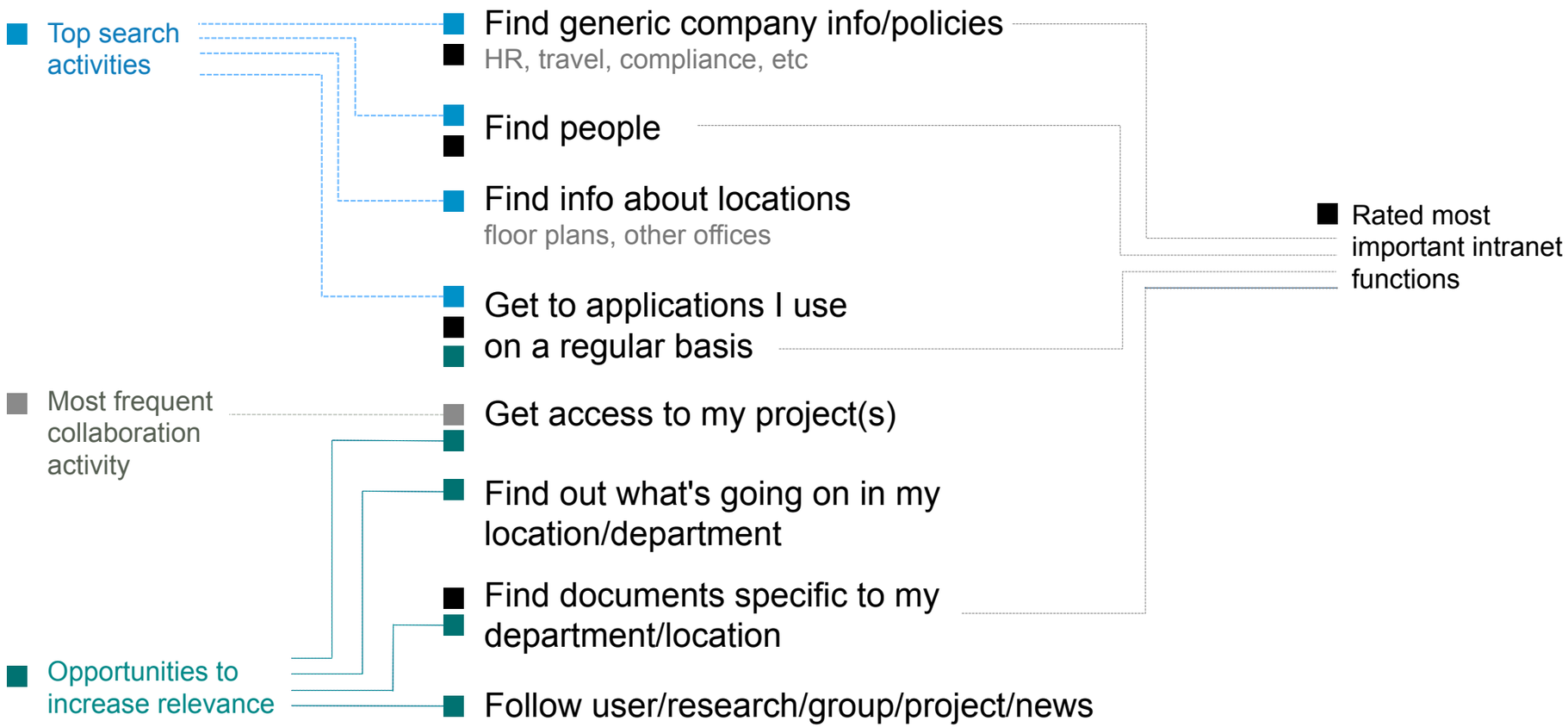
- Represent **brand & culture**
- Improve **access** to content
- Increase **relevance** of content
- Provide easy **ways to connect** with people
- Make it easy to access **applications & projects**
- Provide **company-pushed** information & tools

Intranet Use Cases



Based on best practices combined with research & insights from current project

Inputs

- Stakeholder interviews (8 discussions)
- Usage metrics (Wellington Central & Search)
- Company-wide survey on intranet & collaboration tools (357 responses)
- Validation of proposed navigation (74 responses)
- Ongoing best practice reviews
- Industry experience

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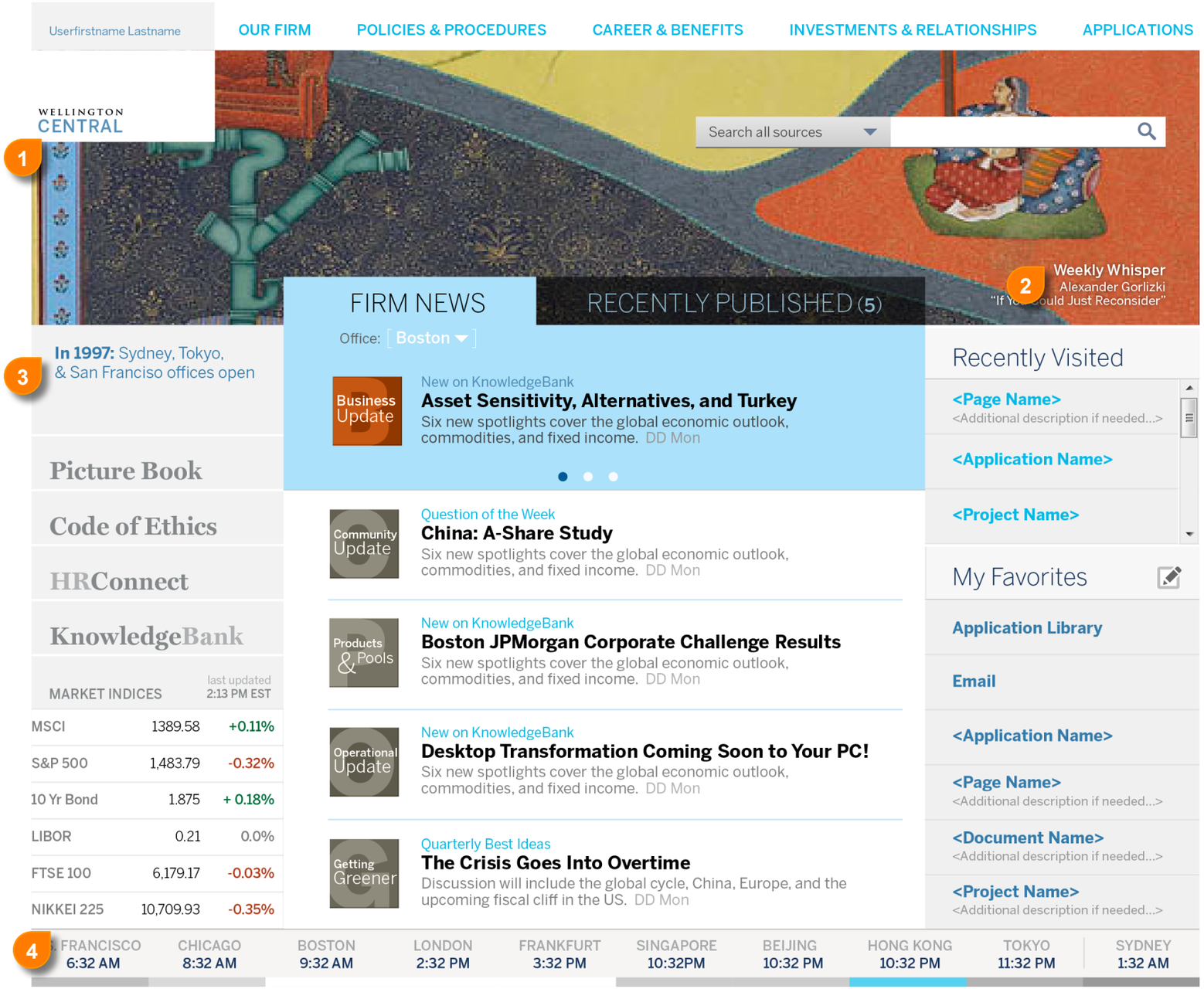
Screen comps

USER EXPERIENCE DESIGN DIRECTION



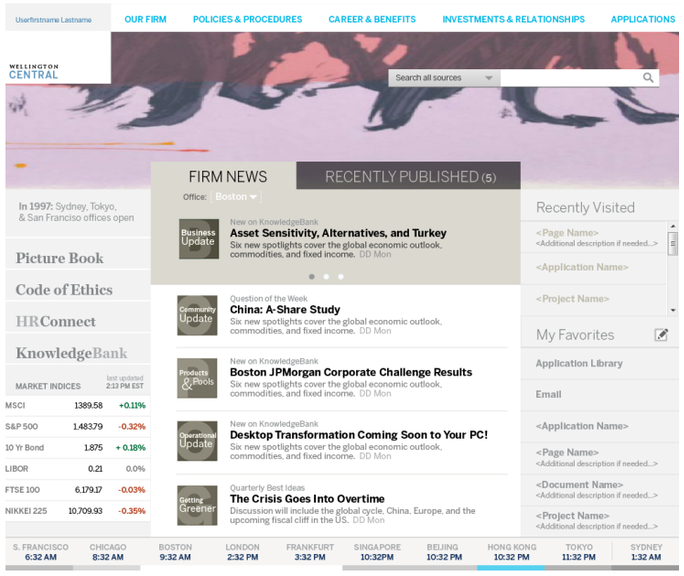
Represent brand & culture

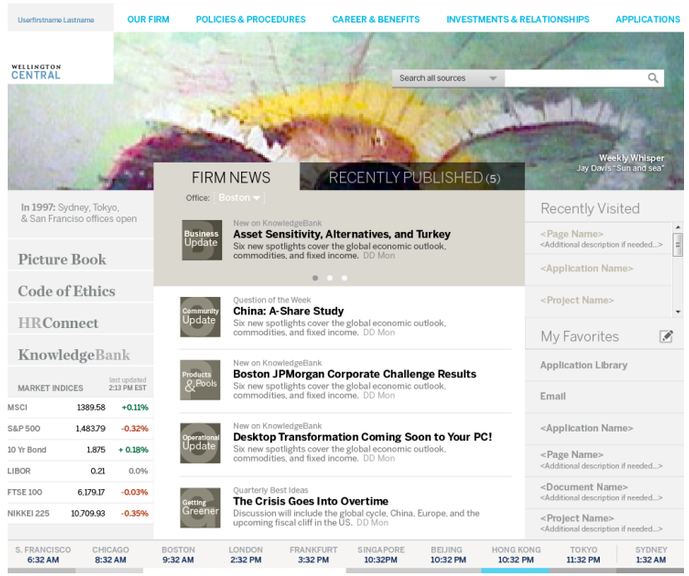
1. Overall visual style, including intranet identity, is in line with new brand standards.

2. Wellington artwork, a distinguishing cultural asset, features prominently and changes regularly, offering a feeling of freshness to the site (see next page.

3. Historical Wellington facts reinforce firm culture.

4. Office clocks reinforce global identity, provide access to office information, and show indicators of holiday closings.

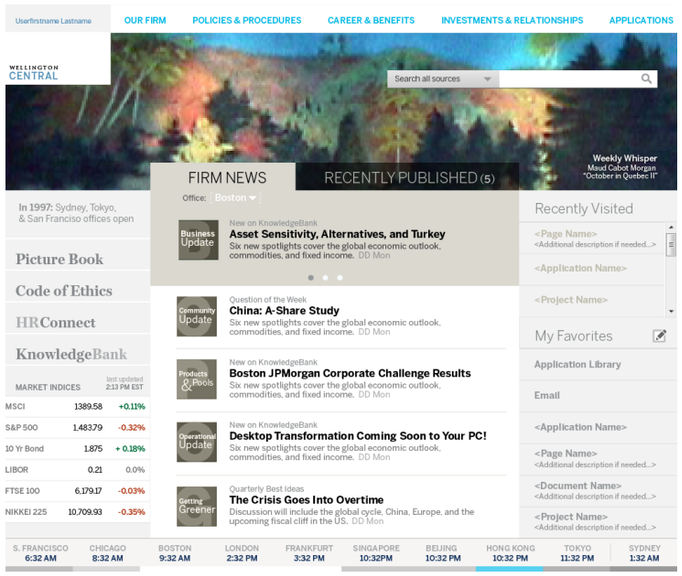


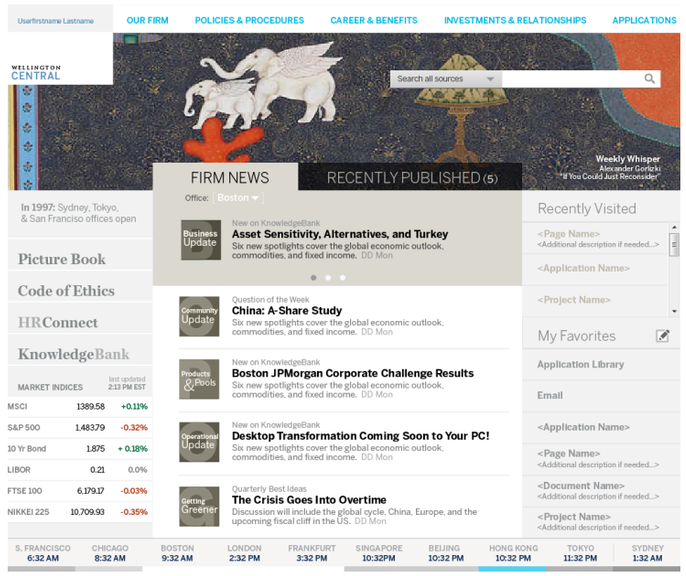


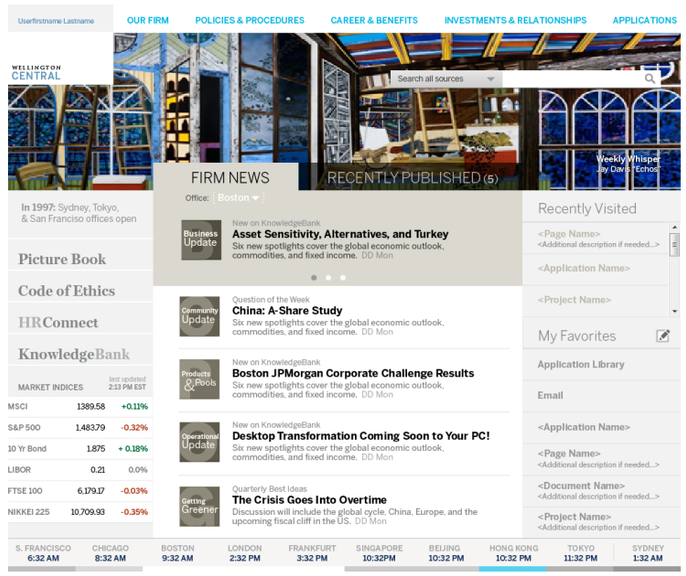
HOME PAGE | Supported goals

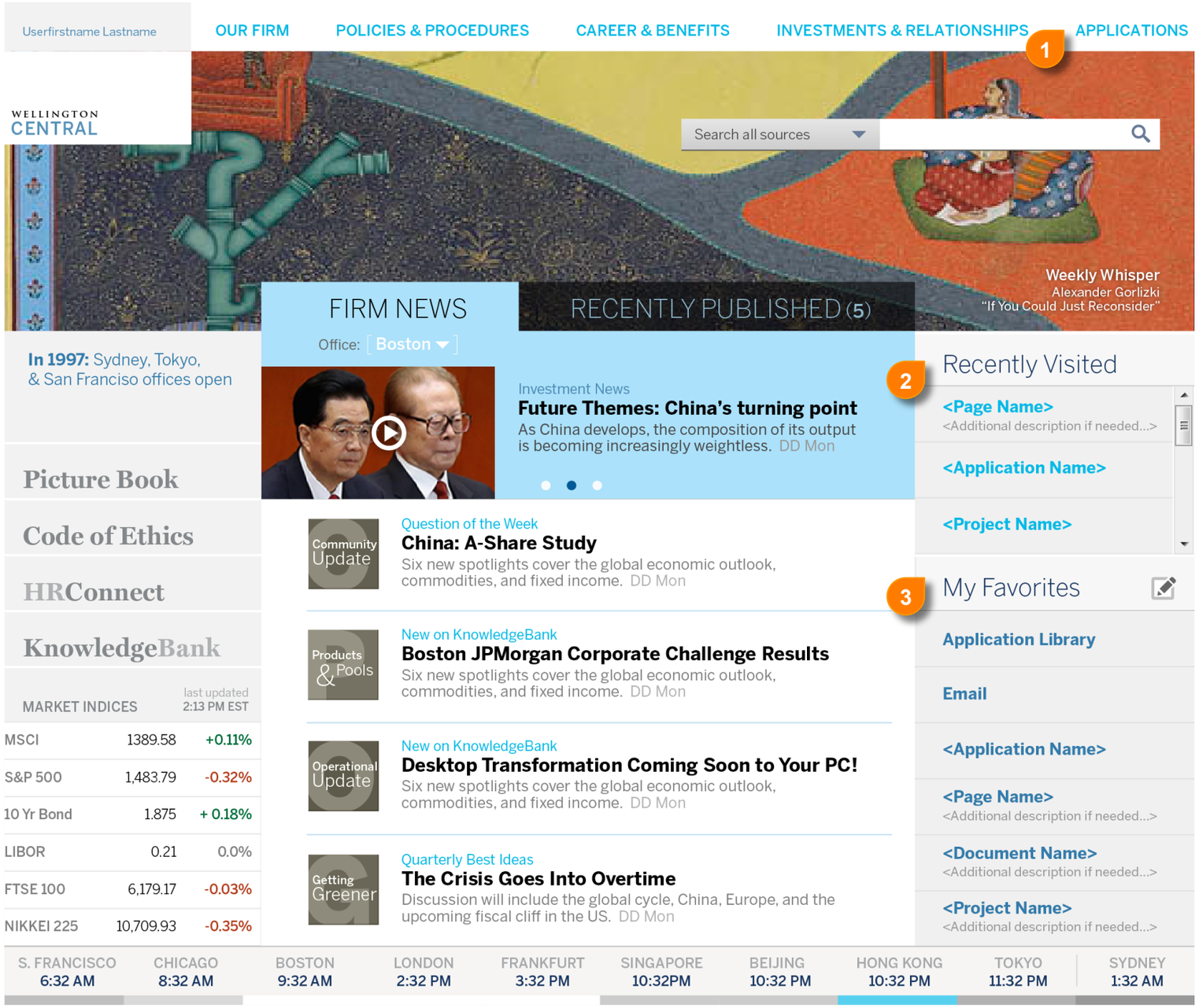
Represent brand & culture

Wellington artwork, a distinguishing cultural asset, features prominently and changes regularly, offering a feeling of freshness to the site.



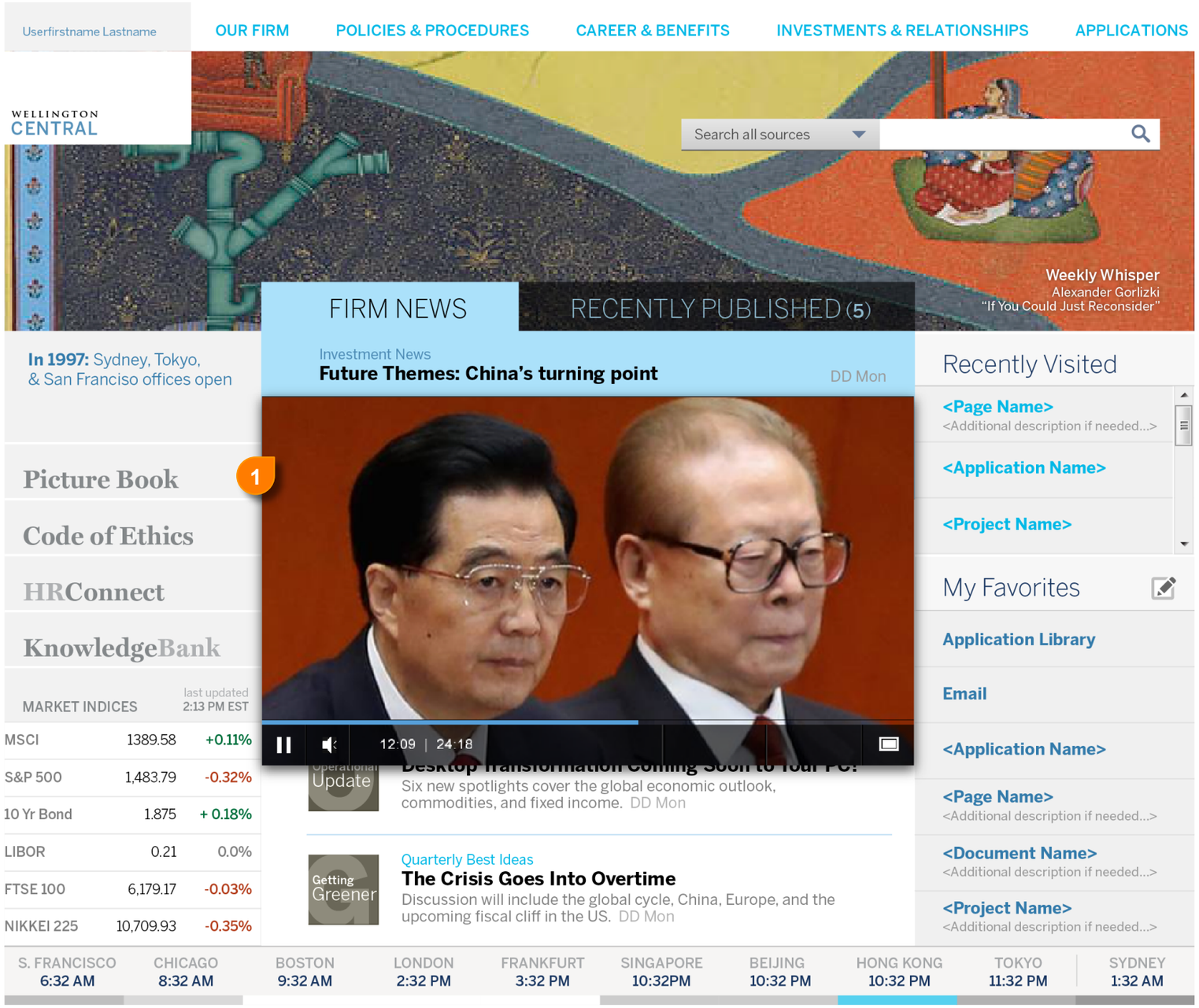






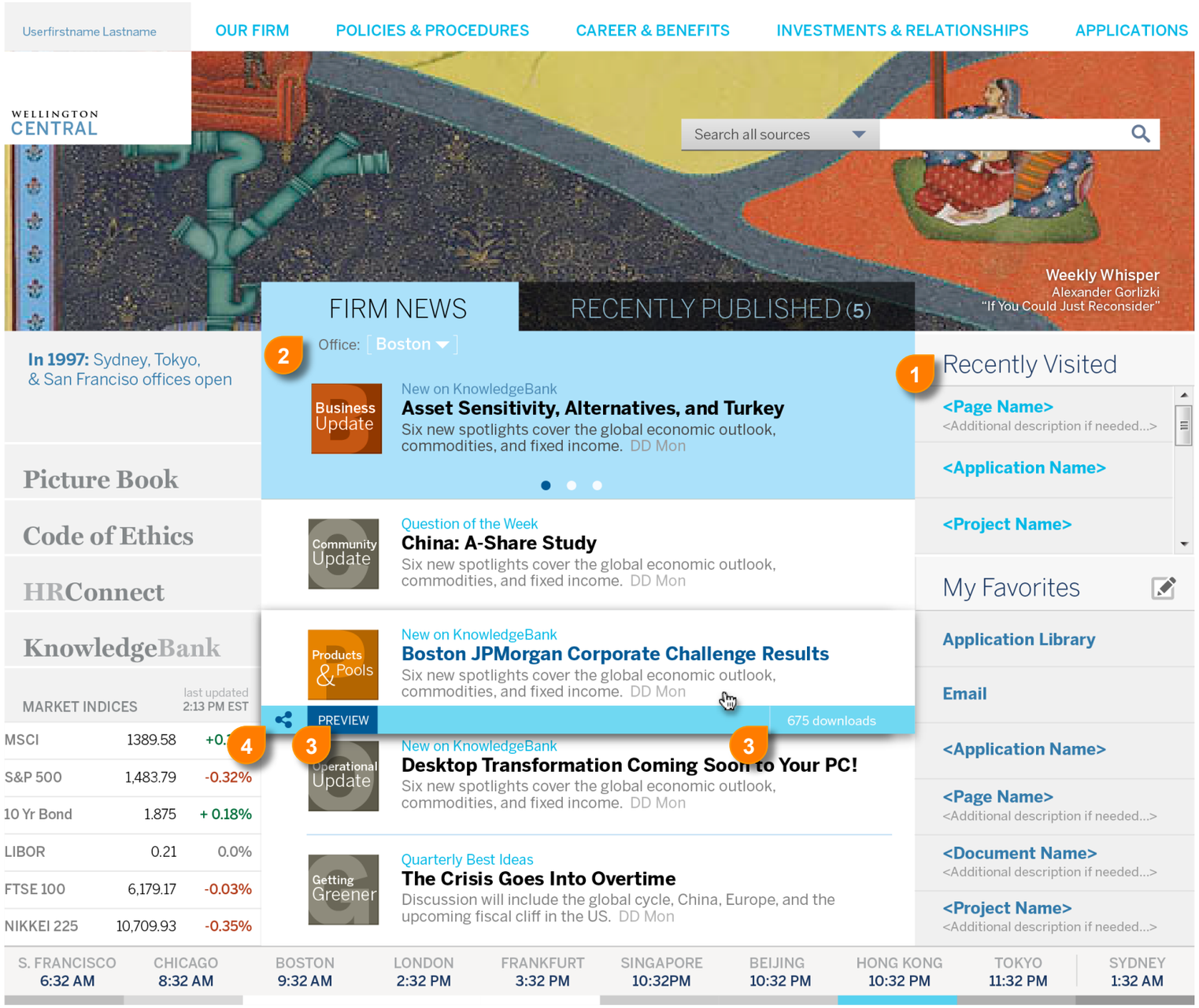
Make it easy to access applications & projects

1. Applications have a home in the top-level navigation.
2. "Recently Visited" list captures the applications and projects that the user launches from Wellington Central.
3. "My Favorites" includes a link to applications by default. Also, user can add links to specific applications and projects.



Improve access to content

1. Videos play in context.

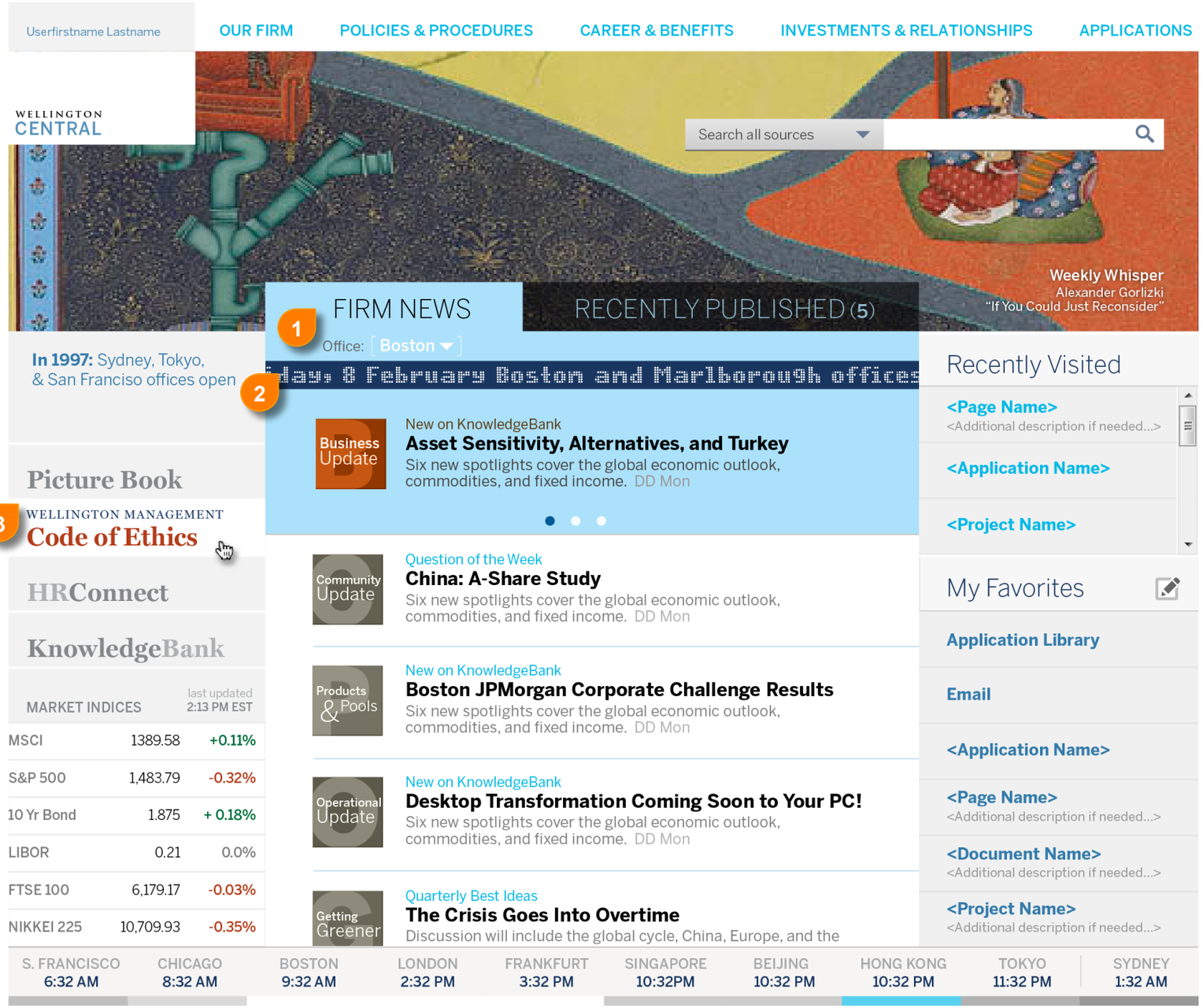


Increase relevance of content

1. "Recently Visited" and "My Favorites" are specific to individual user.
2. "Firm news" can include information specific to user's office location.
3. Mouse-over of article titles showing preview capability and number of views/downloads provides quick means for user to assess relevance.

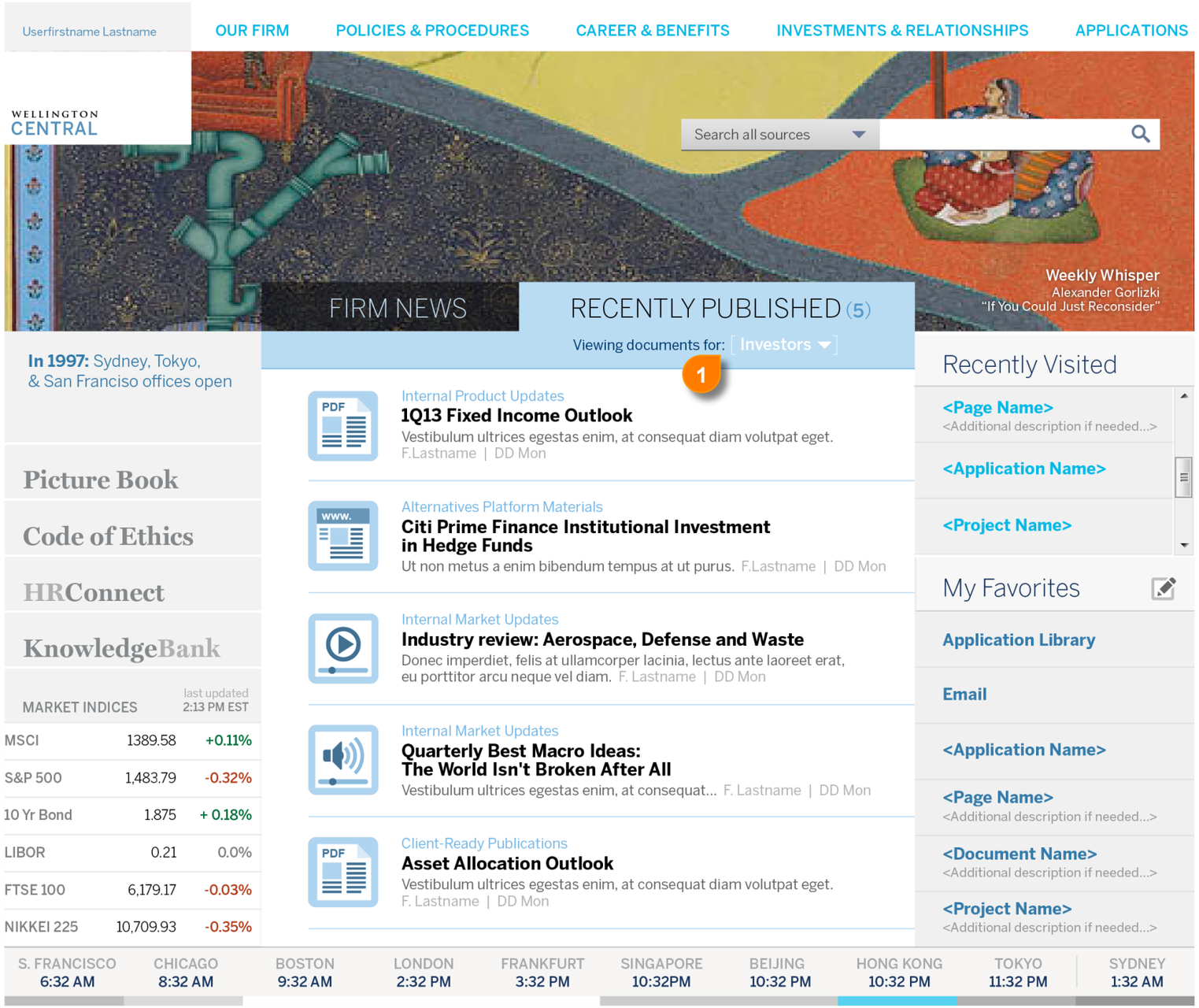
Make it easy to connect with people

4. User can easily share content links with other people.



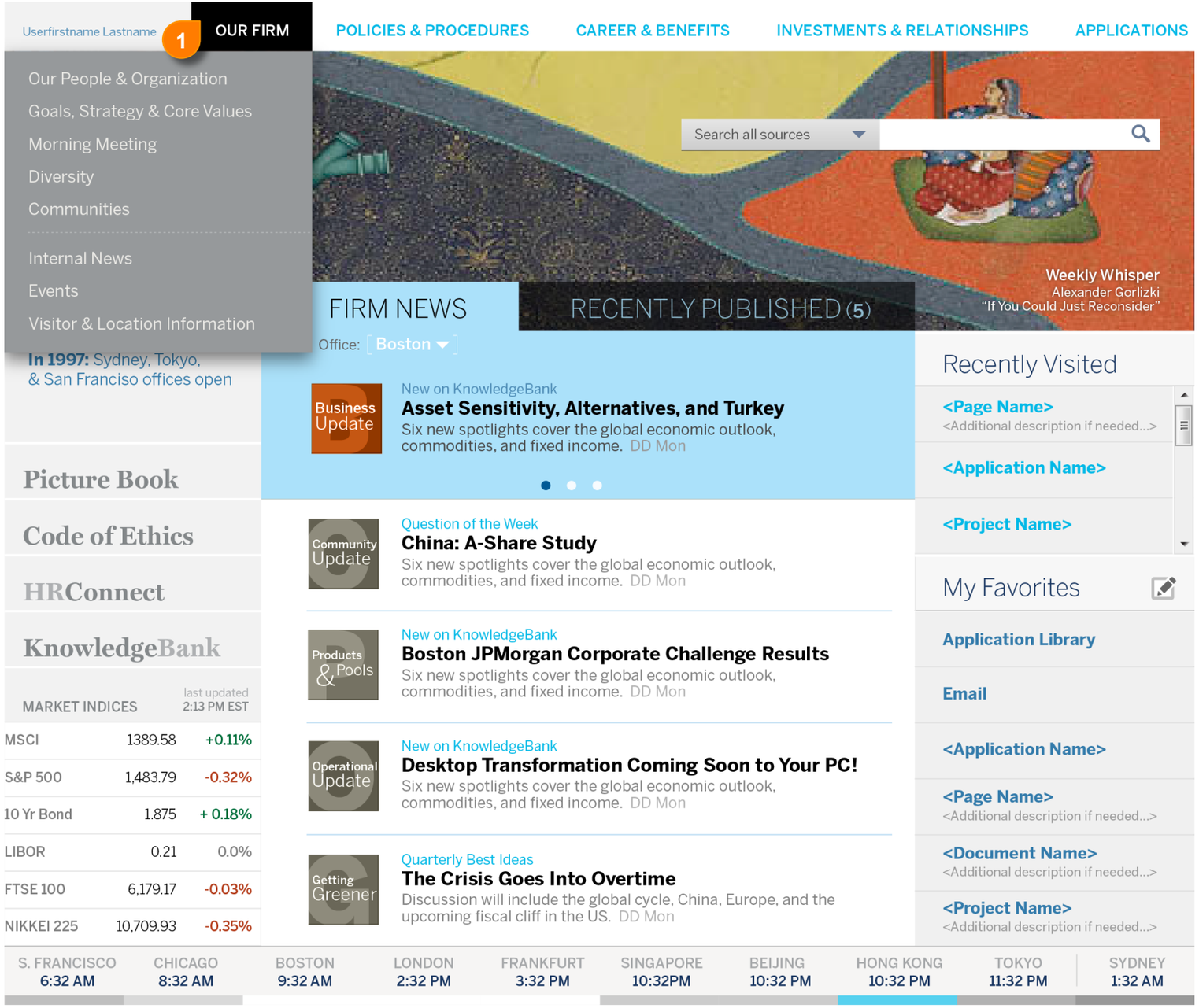
Provide company-pushed information & tools

1. Firm news is globally relevant, and seen by all employees.
2. Ticker-style company-wide alerts/ warnings can be turned on as needed.
3. Access to key company applications is persistently available in left-hand column.



Increase relevance of content

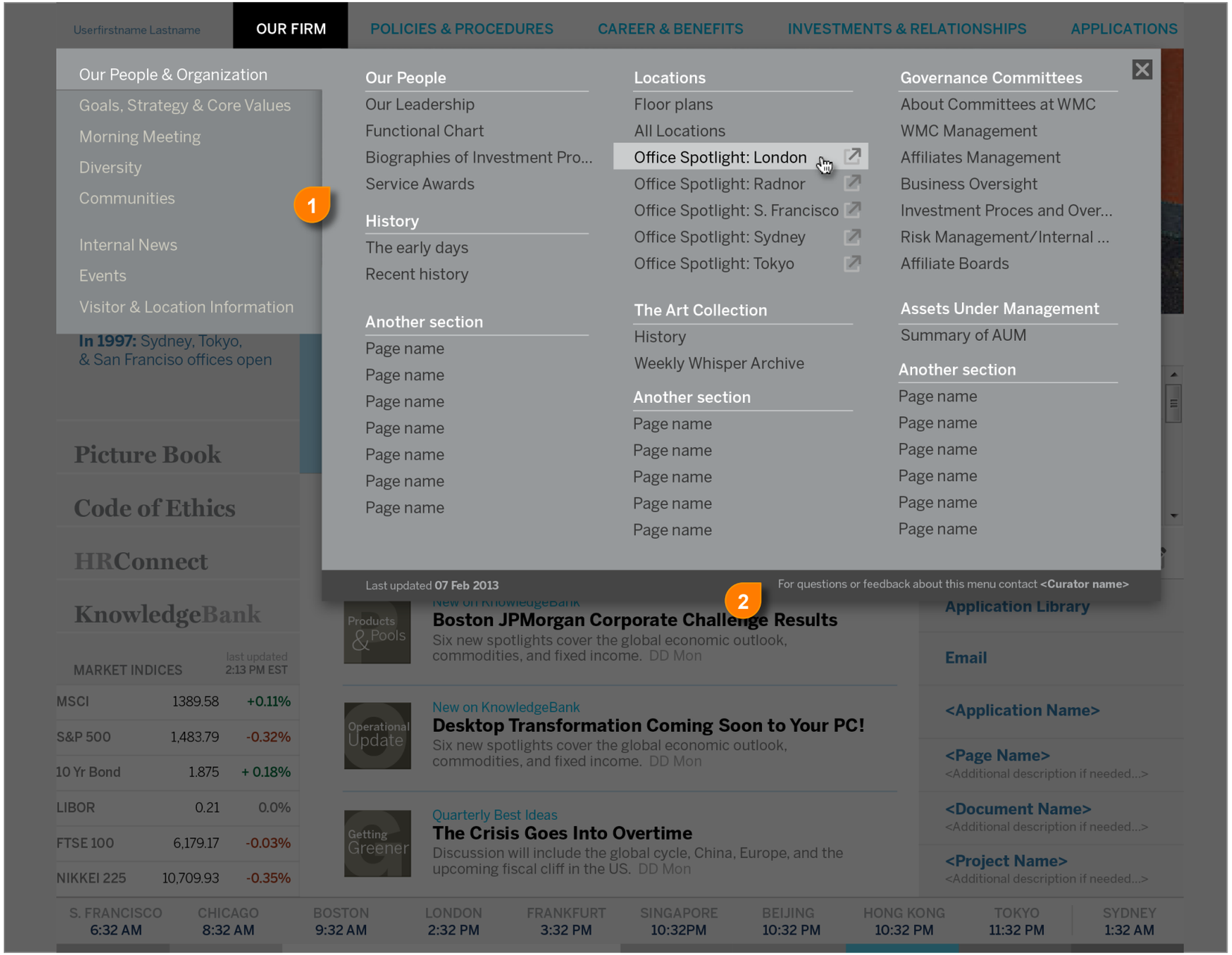
1. "Recently Published" documents default to a set that is based on user's role or department.



Improve access to content

1 Navigation is structured around user's mental model of company information rather than around department organization.

A user test conducted in January verified the **top level categorization** of proposed navigation shown here. The test was conducted using TreeJack, a tool by Optimal Workshop designed to validate a site's organizational structure.



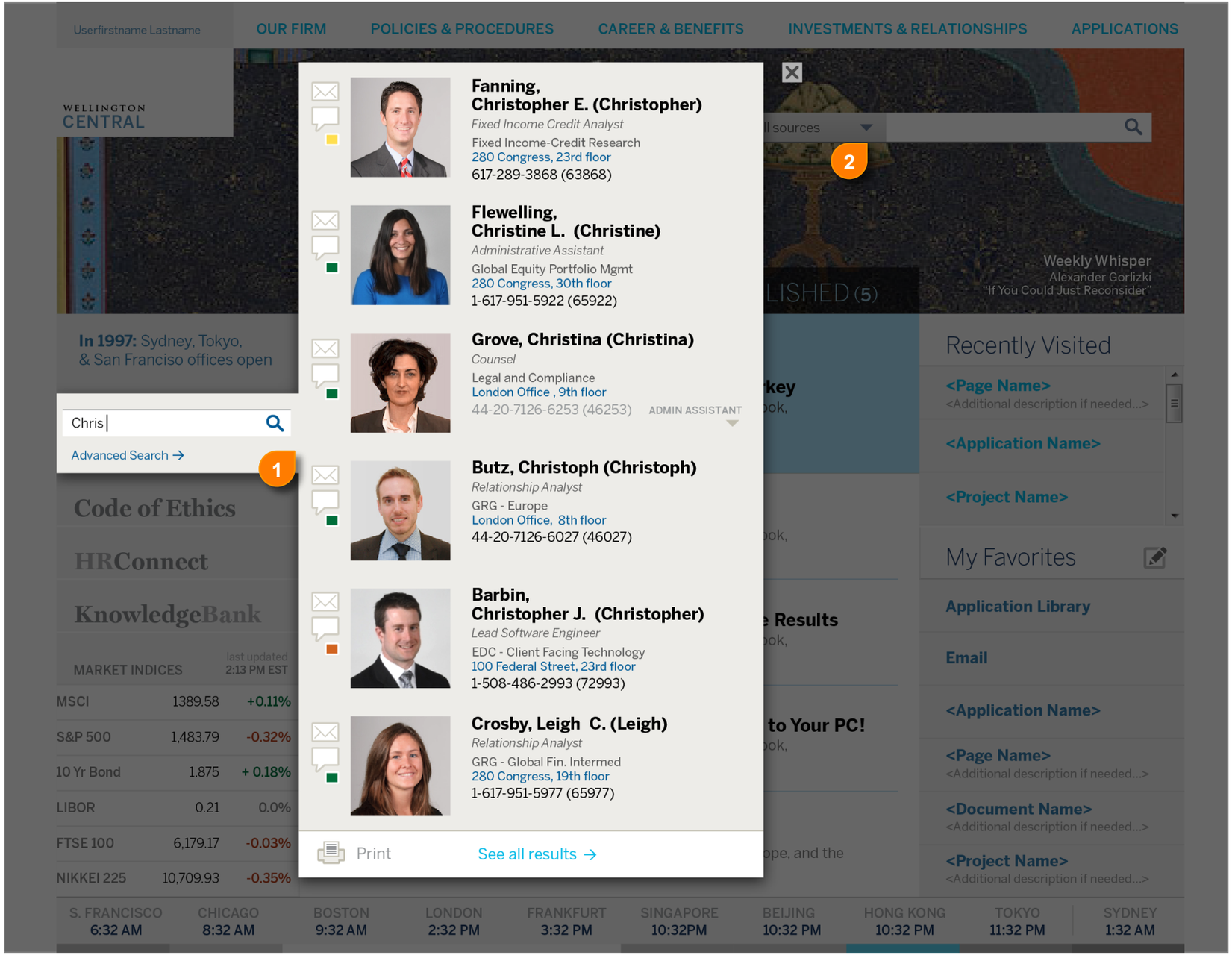
Improve access to content

1 A sub-level "mega menu" presents a high volume of grouped links, for easy scanning without losing context. Mega menu also results in less "prairie-dog" click behavior, where user digs into one section, determines it's not what she was looking for, then has to back up to a higher-level section. All links on this menu lead either to leaf-node pages with no further navigation, or to separate sites.

Make it easy to connect with people

2 User can contact curator of any navigation submenus with questions/ feedback.

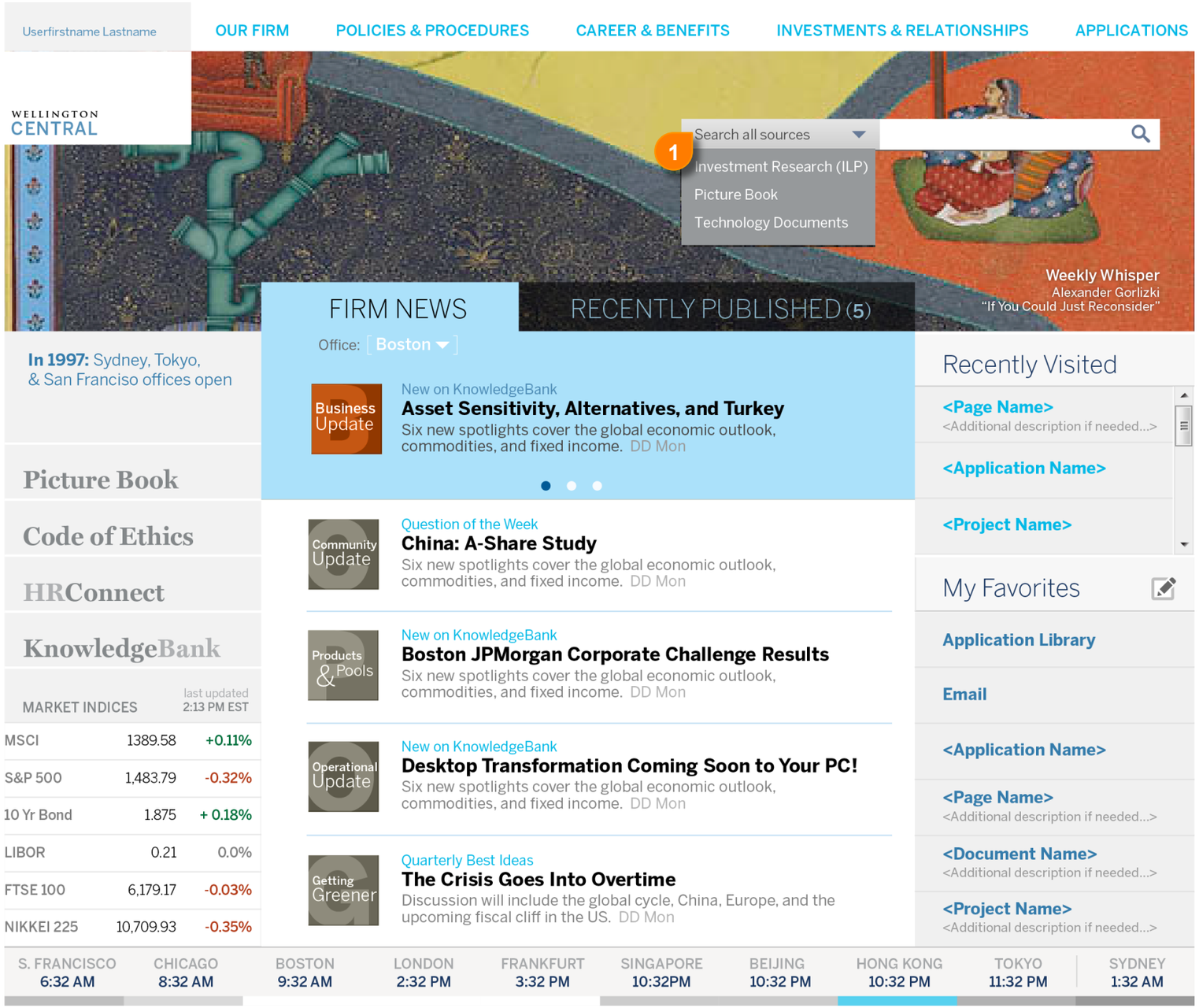
Curated menus ensure editorial oversight, leading to improved content quality, scope, & organization.



Make it easy to connect with people

1. Picture Book acts as a mini-app on home page. Shows all click-to-contact functions, availability information, and Administrative Assistant information (see search screens for illustrated example).

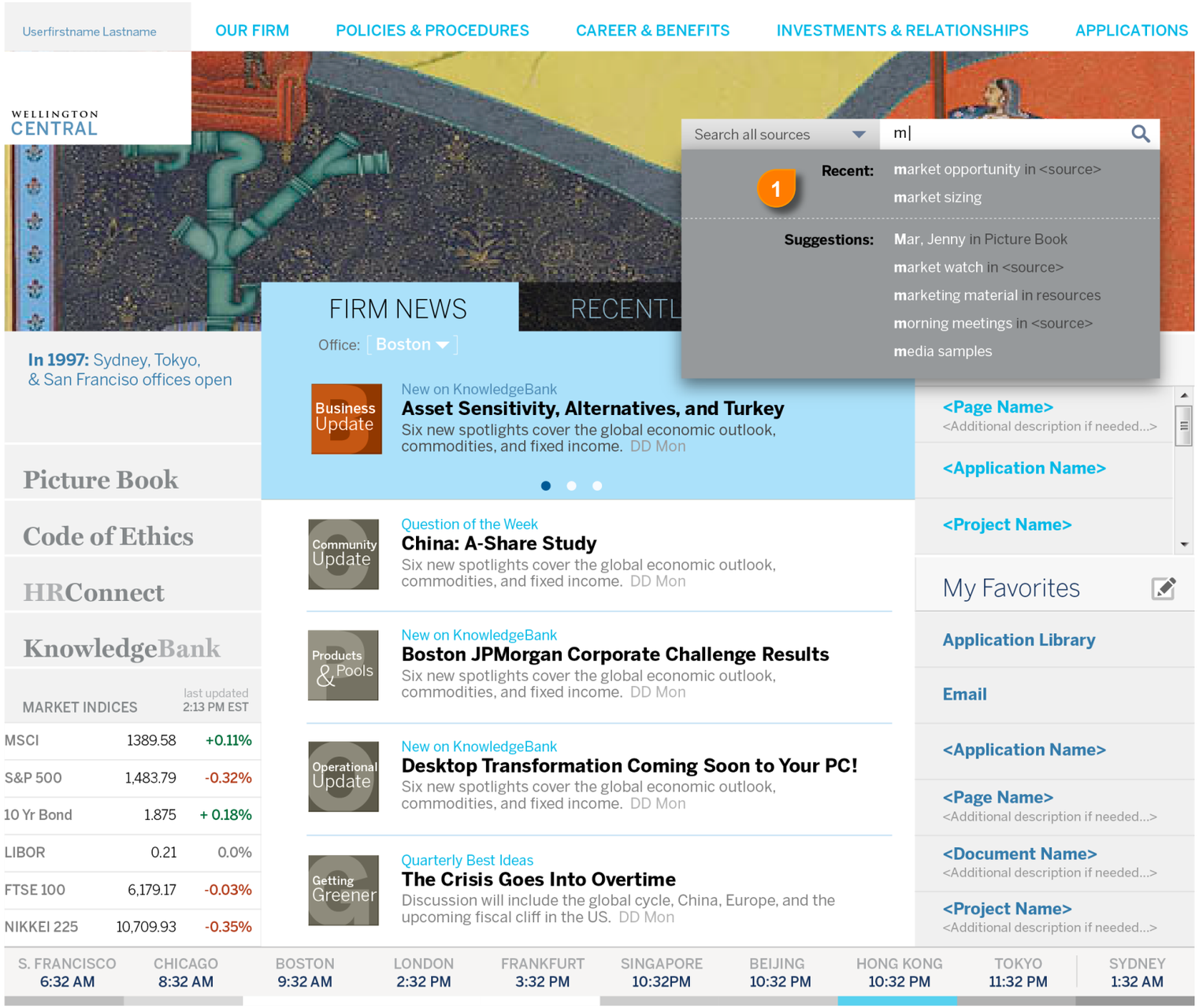
2. Picture Book can be searched simultaneously with other content repositories.



Improve access to content

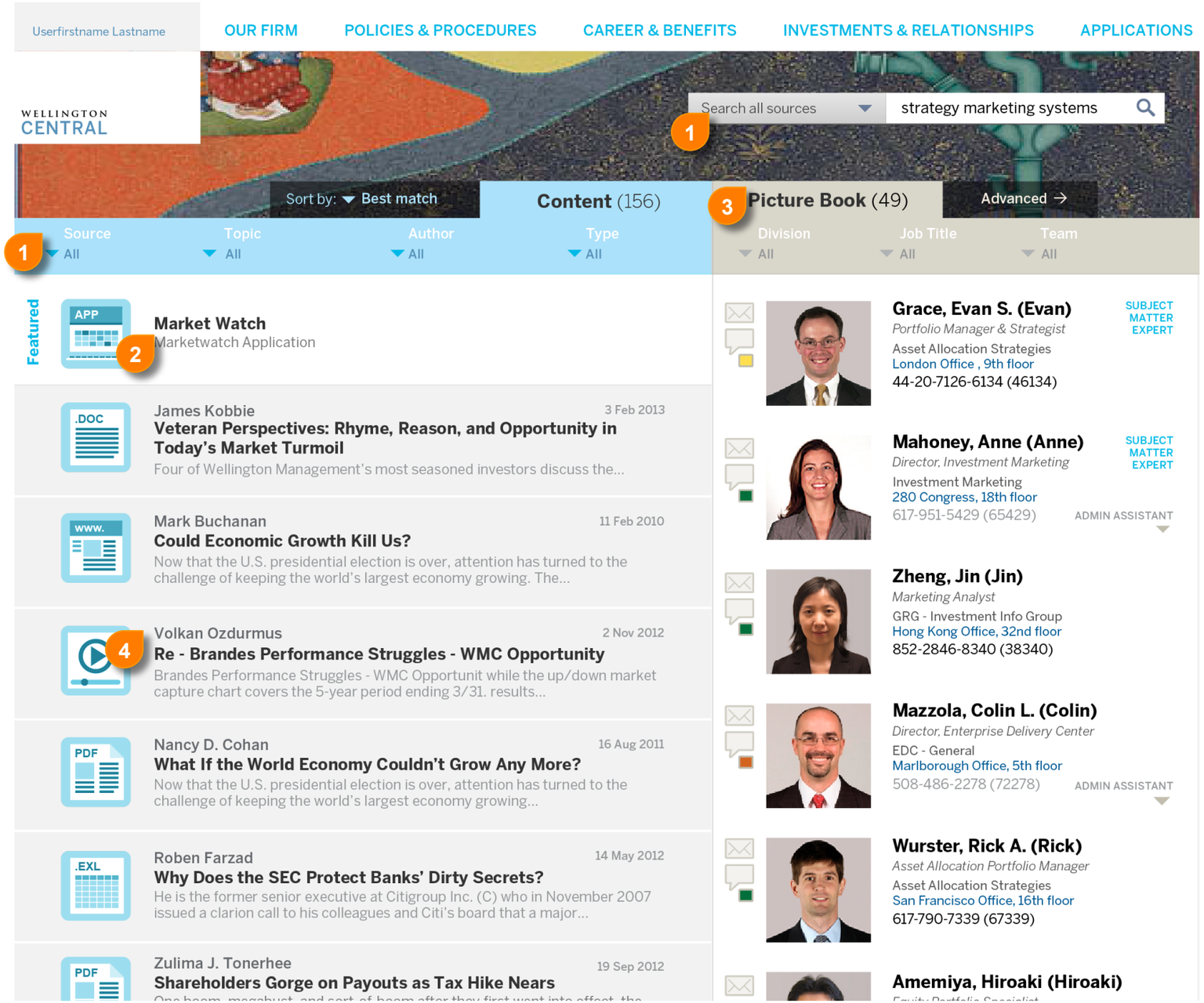
Search function is front-and center.

1. User can search across all repositories simultaneously, or can select from one before searching. Example sources:
   - Investment Research (ILP)
   - Picture Book
   - Department-specific repositories, such as the IT wiki, which would appear conditionally pending user's role or department



Improve access to content

1 Upon typing a query, user sees his recent matching search terms, as well as system suggestions.



Improve access to content

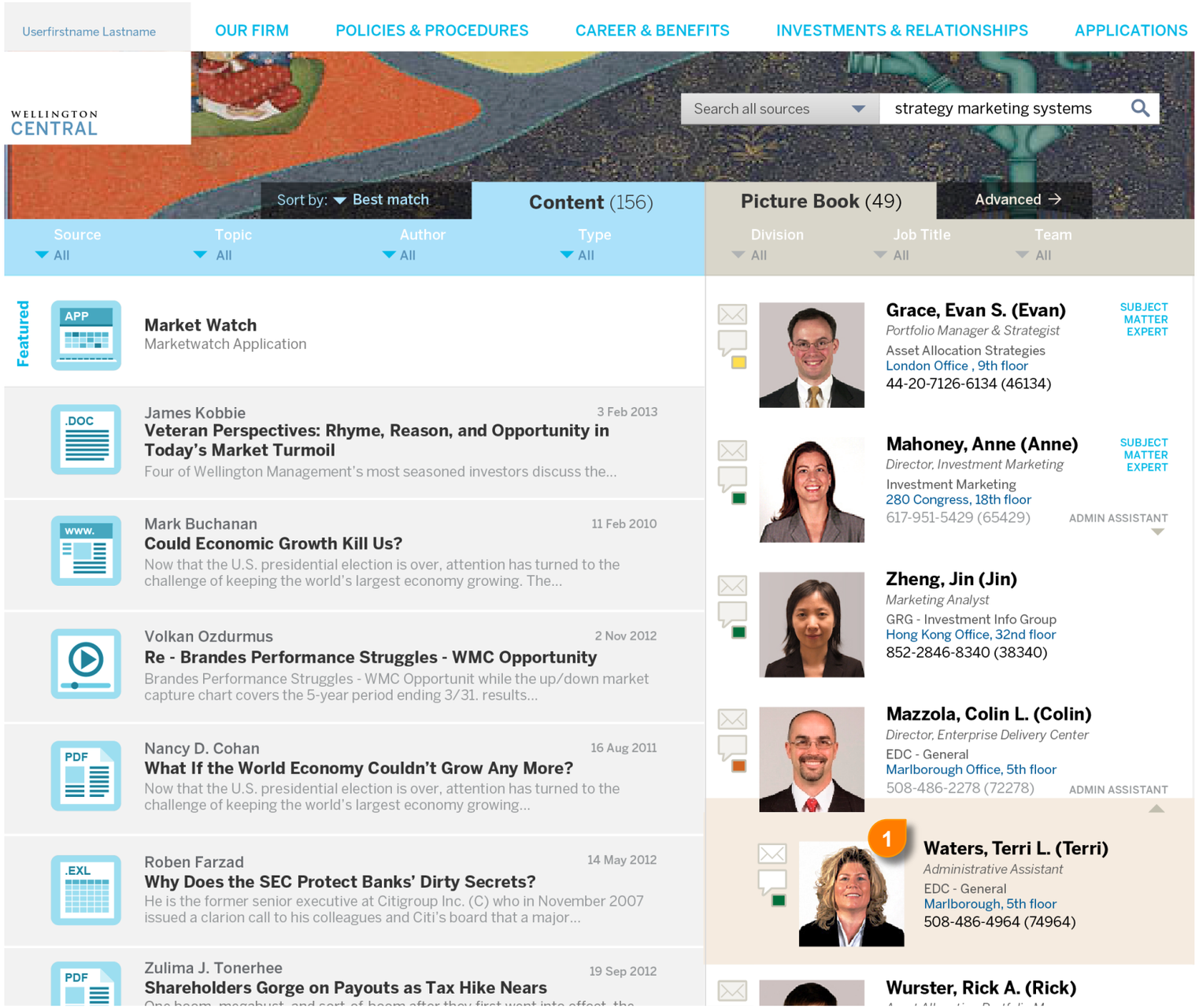
1. Scope of search could include a number of source repositories, for example:
   - Investment Research (ILP)
   - Picture Book
   - Department-specific repositories, such as the IT wiki, which would appear conditionally pending user's role

2. Featured results are tied to keywords, increasing relevance.

Make it easy to connect with people

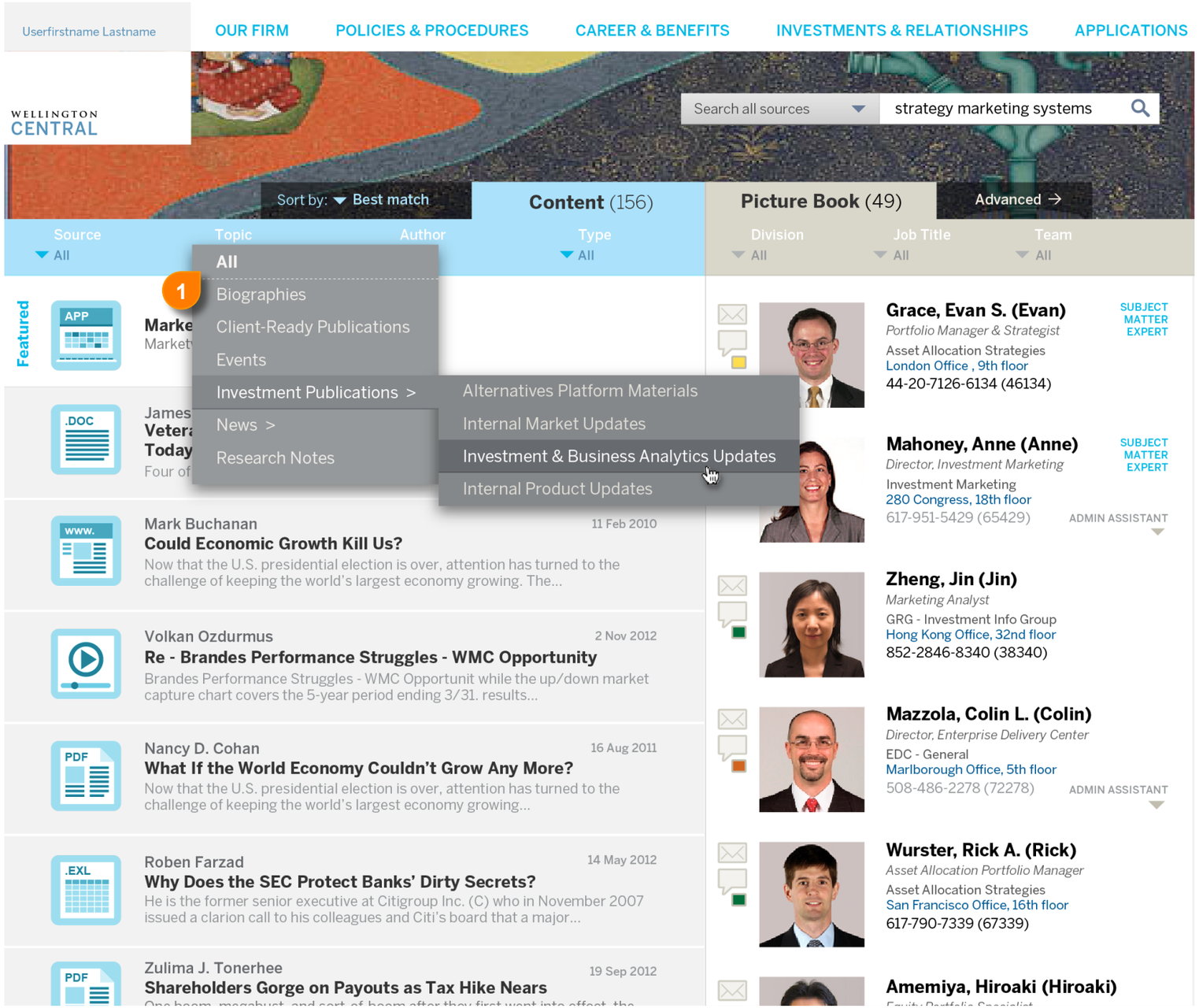
3. Results for people are shown alongside results for content, with subject experts identified.

4. Author/publisher information makes it easy for users to contact with questions or comments.



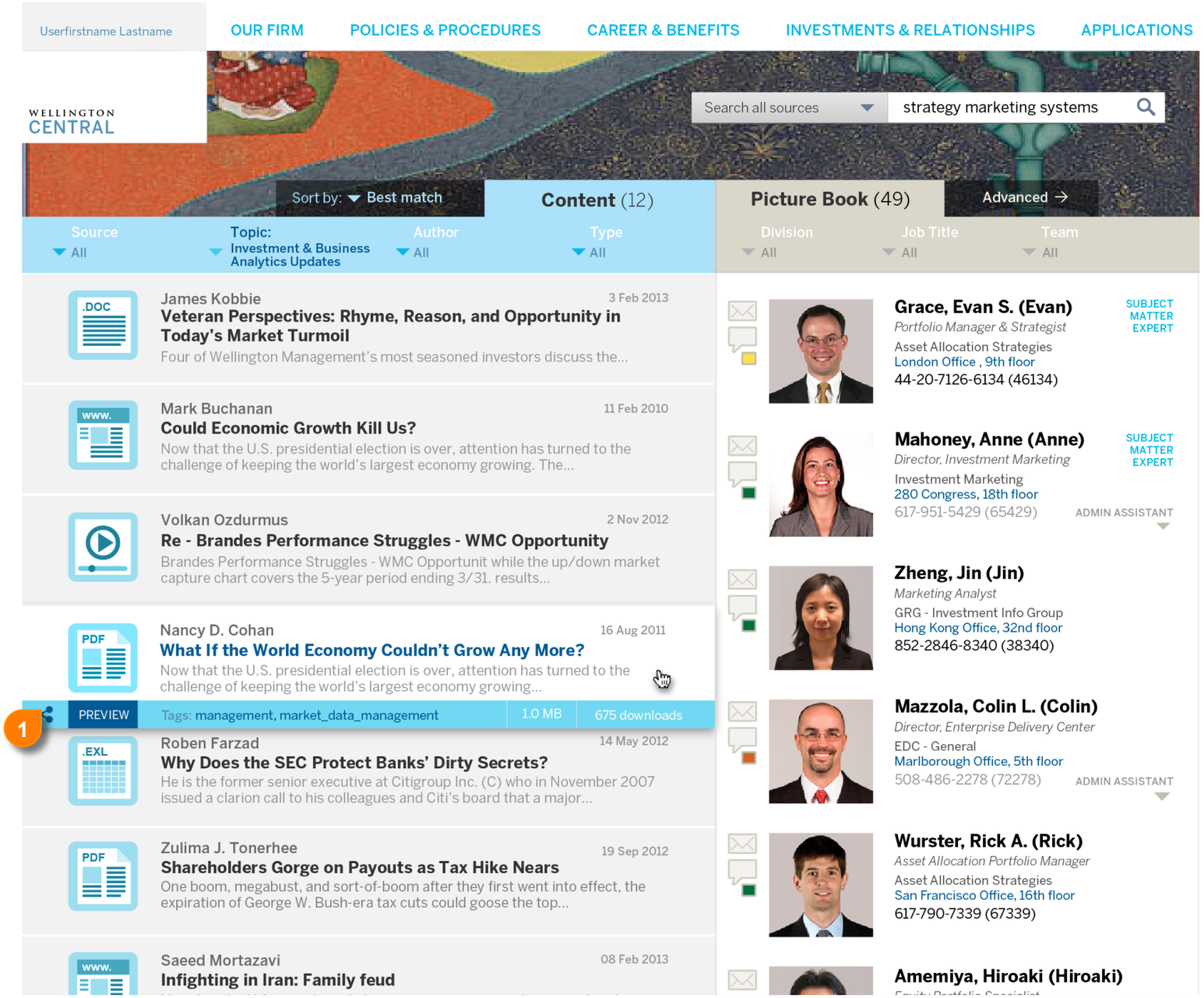
Make it easy to connect with people

1. An indication displays when an individual has an Administrative Assistant. Clicking it shows the complete record for that individual, in relation to the manager s/he supports.



Increase relevance of content

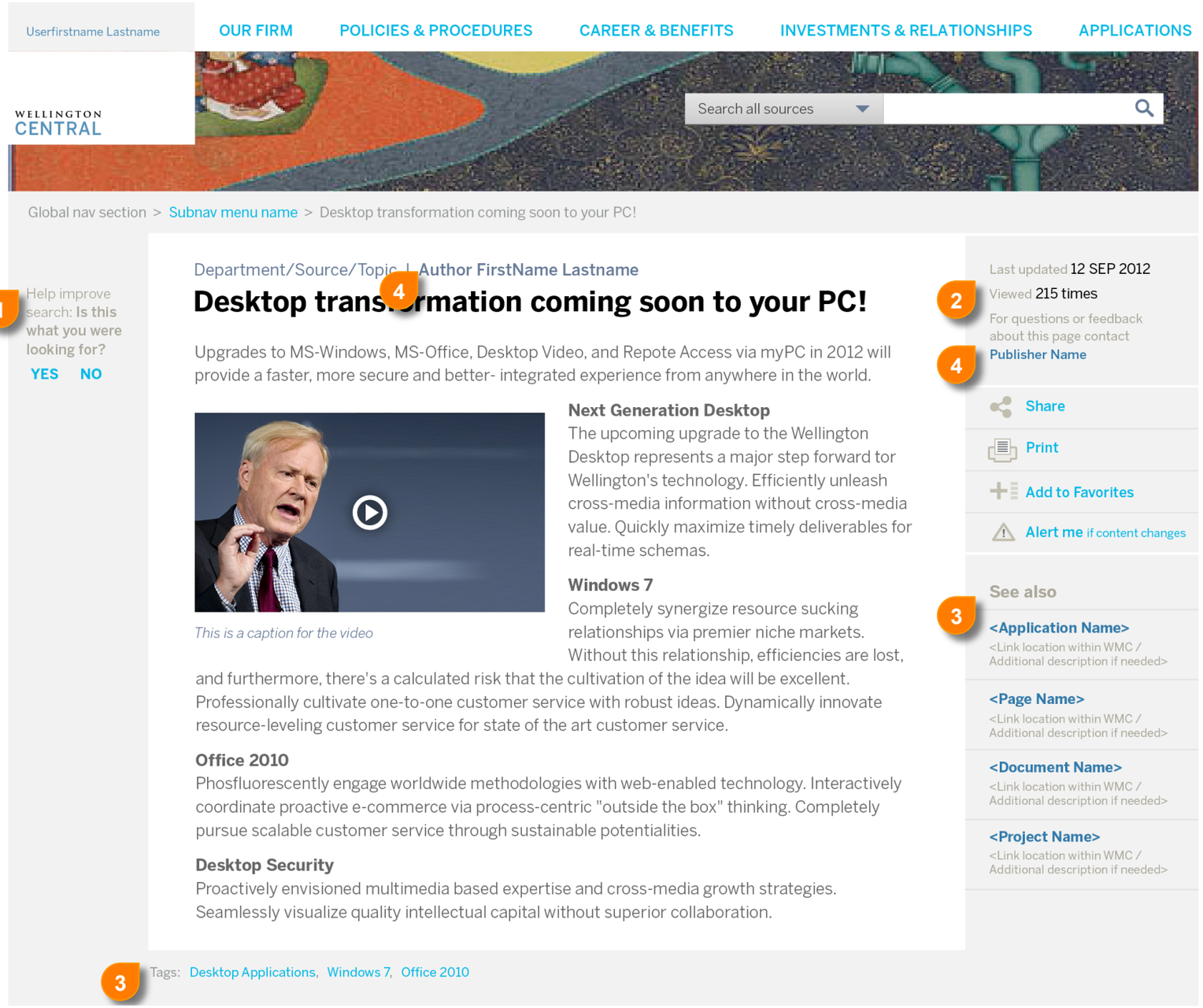
1. Search filters let user close in on a more useful results set.



Increase relevance of content

1. Mouseover information (showing preview capability and # downloads/ views) provides quick means for user to assess relevance. Tags give user ideas about additional relevant topics to search.

   Relevancy of results is determined, in part, by popularity (# views/ downloads).



Increase relevance of content

1. When coming from a search results page, response to this question increases results relevancy.

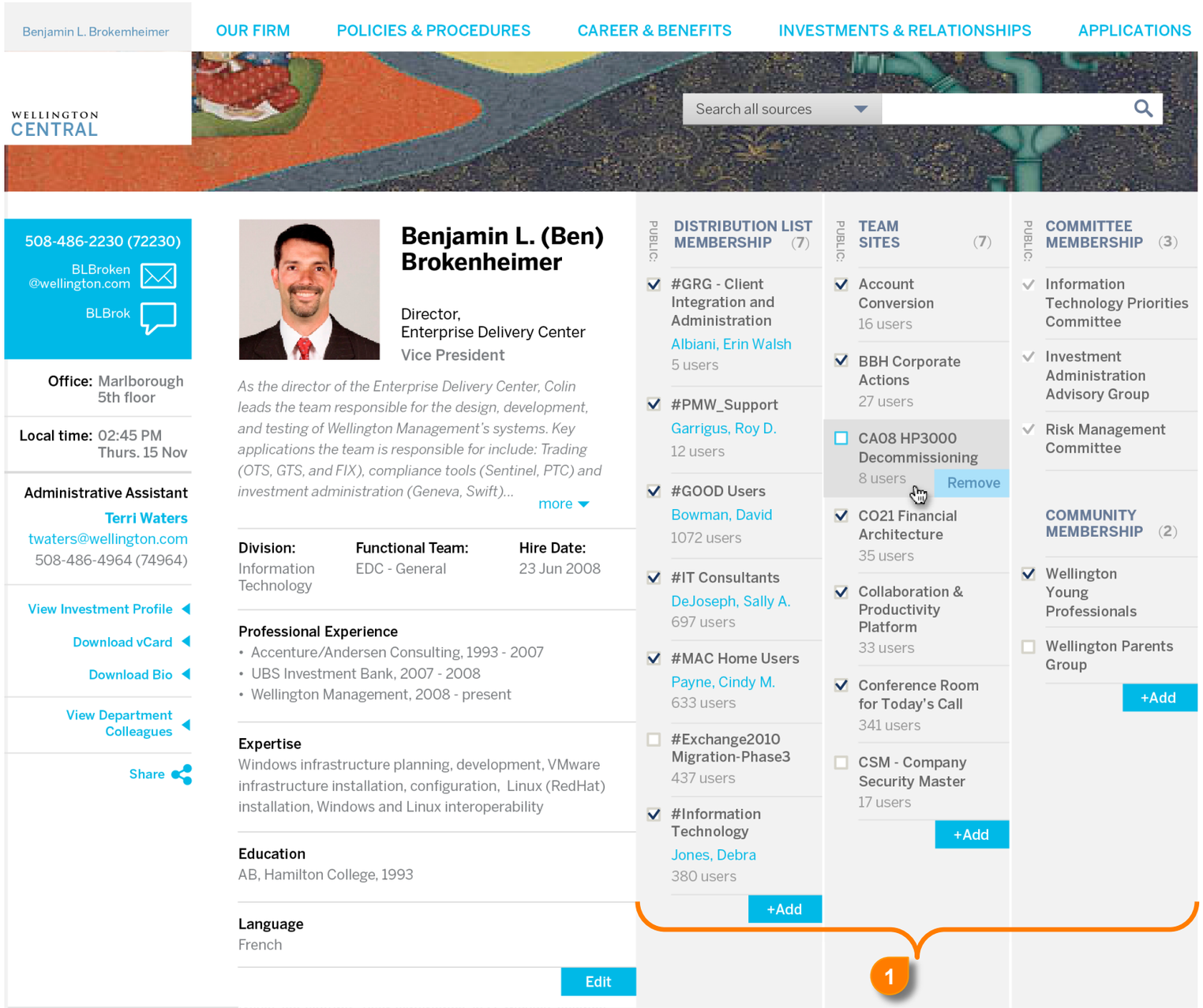
2. Presentation of "# views" provides indicator of usefulness; last update provides indication of currency.

Improve access to content

3. "See also" links & tags lead to related content.

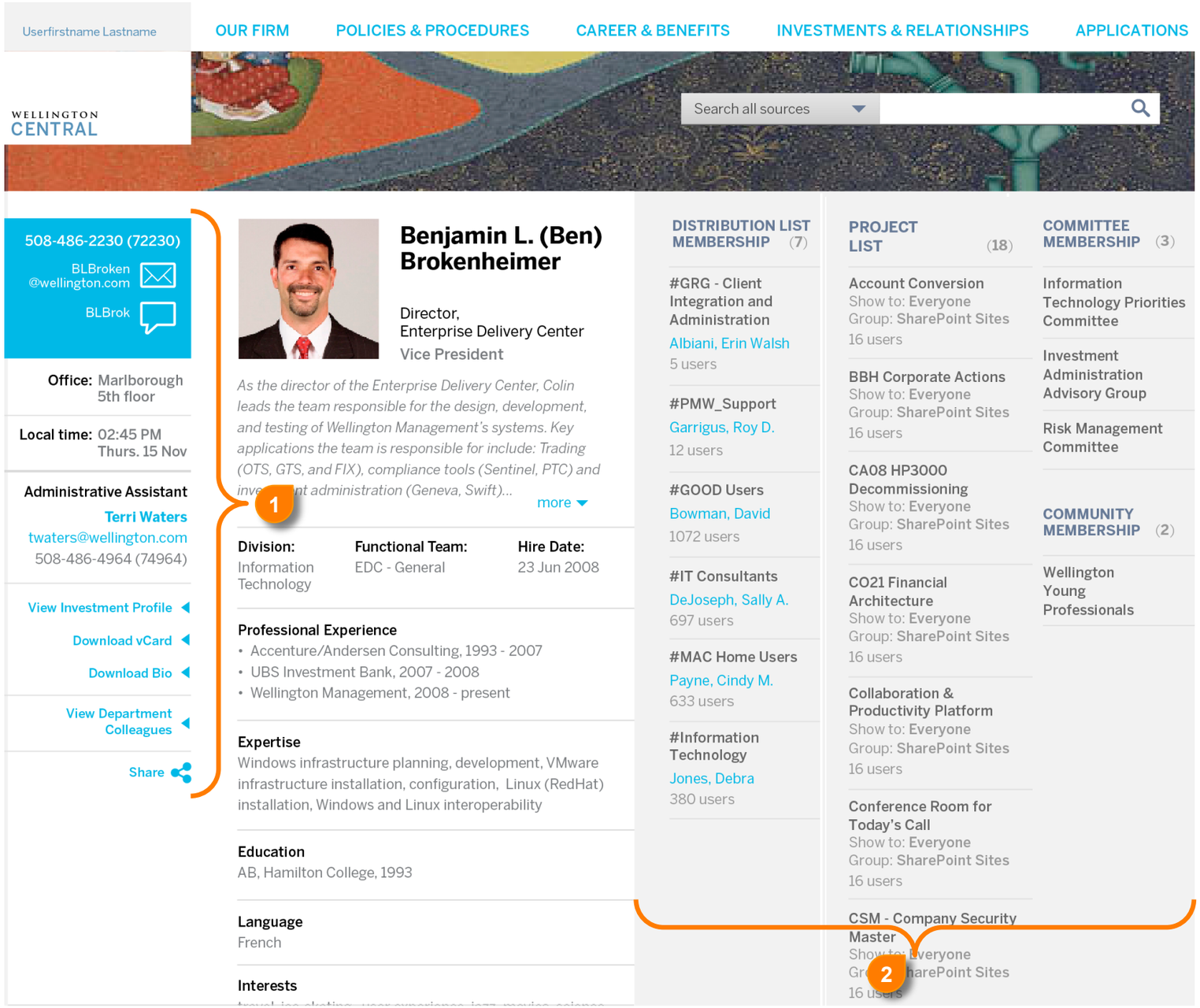
Make it easy to connect with people

4. User can contact content author and/or publisher with questions or feedback.



Make it easy to access applications & projects

1. In private view, user can see and manage memberships in all of his or her collaborative groups.



Make it easy to connect with people

1. Quick-access column gives visibility to all the ways to contact a person.

2. A person's team project memberships are visible to the public, according to privacy settings selected by the individual (see previous page).

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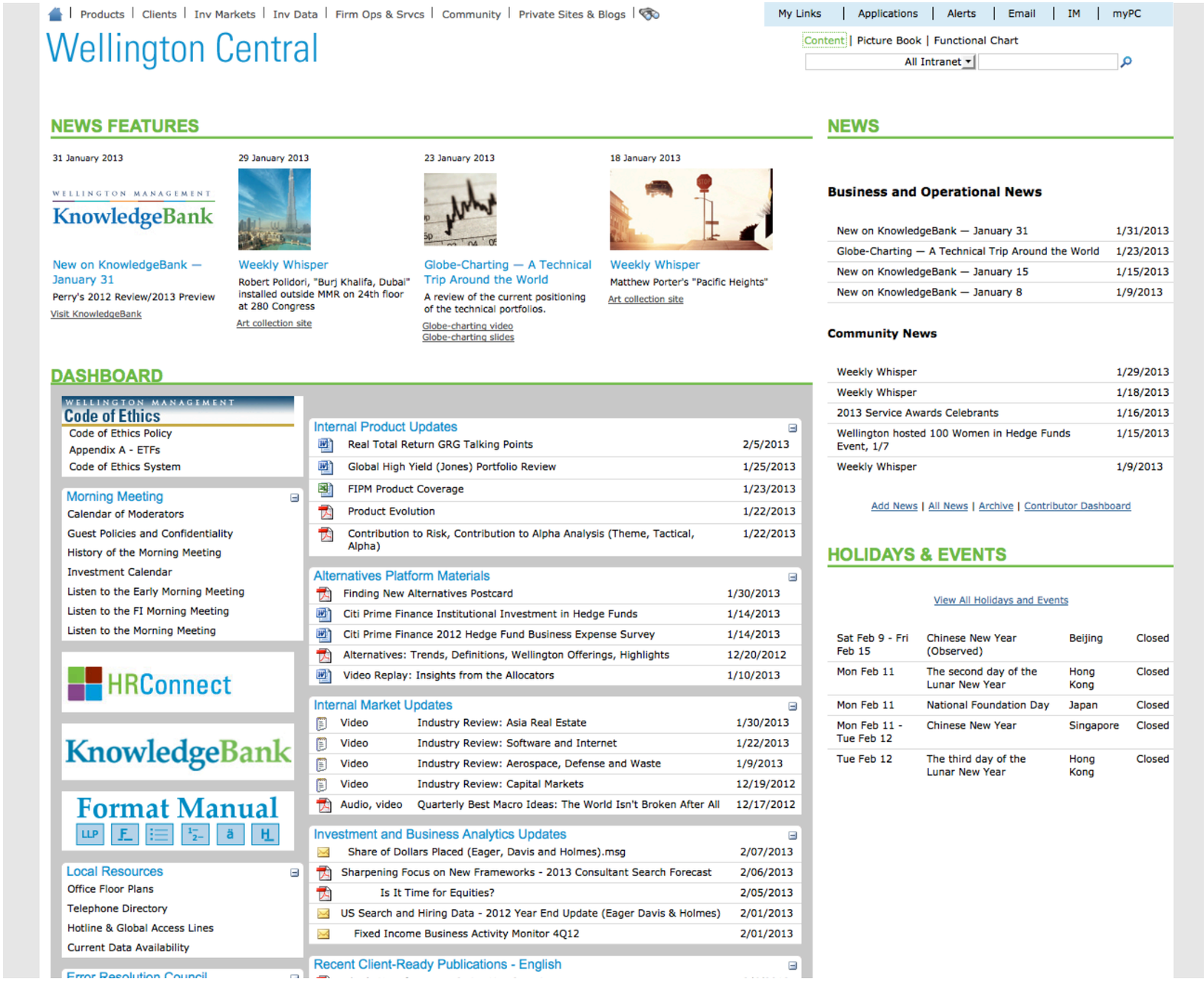
Background material

CURRENT STATE



CURRENT INTRANET

Thank You.

THE END