

# HOW INTRANET DESIGN CAN HELP WITH END USER ADOPTION

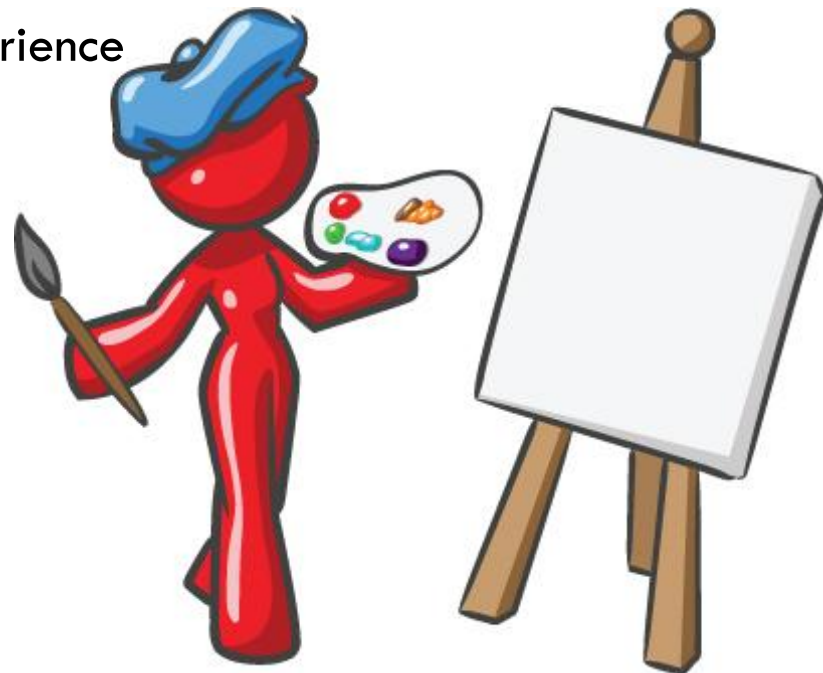


Cathy Dew – CTS, Inc.

# Who Am I?

## □ **Cathy Dew**

- ▣ Graphic Designer and Consultant, CTS
- ▣ MCTS Certified
- ▣ Based out of Birmingham, Alabama
- ▣ 3 years of SharePoint branding experience
- ▣ President and Founder of the  
Birmingham SharePoint Users Group
- ▣ Trainer in SharePoint  
for New Horizons Learning Center
- ▣ catpaint1 on Twitter



# CTS, Inc. Company Overview

- ❑ Technology based Professional Services Firm established in 1993
- ❑ Offices in Birmingham, AL, Atlanta, GA & Mobile, AL
- ❑ 130+ employees
- ❑ 210+ clients
- ❑ 5+ years of SharePoint® experience
- ❑ 45 SharePoint® Projects
- ❑ 14 MOSS Certified Consultants

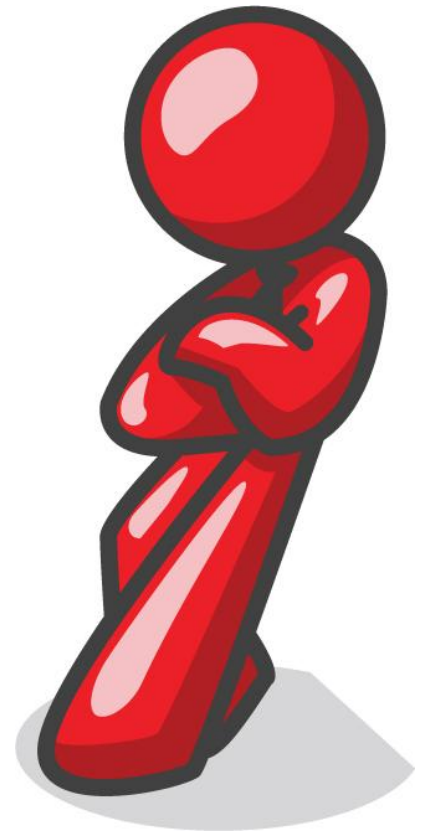


# Success of Intranet Deployments

What are the key factors in a successful Intranet Deployment?

# Perception is Key

- ❑ Needs to solve Business Needs
- ❑ Creation of Power Users
- ❑ Training
- ❑ Key Stakeholders



# Solve Business Needs

- This is the fastest way to improve End User Adoption
  - ▣ If the solution solves a particular pain point(s) that people feel in their everyday job, then they will be more likely to use the site.

# Power Users

- These are important, especially in large companies.
- Power Users are End Users who can help teach/train others in their departments/offices to better use the site
- Take some of the weight off of the IT Help Desk for answering questions

# Training

- ❑ Wiki Pages
- ❑ Screen casts
- ❑ Lunch and Learns
- ❑ Blog Posts
- ❑ Documentation
- ❑ CBTs (computer based training)





# Management Stakeholder

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- In order for a successful deployment you should have a key management stakeholder
- For this intranet the President of the company became our key management stakeholder

# Other Stakeholders

- In determining the appropriate solutions that would increase business value, we met with stakeholders from each department
  - ▣ Administration – President of Company
  - ▣ Accounting – VP of Finance
  - ▣ Information Technology – ITO and SharePoint Admins
  - ▣ Recruiting – Head Recruiter
  - ▣ Human Resources – VP of HR
  - ▣ Marketing – VP of Marketing and Key Team Members

# What is Branding?

Why does it matter to me? Why should it matter to me?

# What is Branding?

- Branding:
  - ▣ The act of building a specific image or identity that people recognize in relation to your company
- Website Branding:
  - ▣ The colors, fonts, logos, and supporting graphics that make up the general look and feel of a corporate website.
- Branding for SharePoint
  - ▣ Master Pages, Page Layouts, CSS, Web Parts, XSLT, images, etc.

# Why Branding?

- ❑ Delivers your message clearly
- ❑ Confirms your credibility
- ❑ Connects your target prospects emotionally
- ❑ Motivates the buyer
- ❑ Cements user loyalty



# Before Branding

What do you need to know before you start the actual Branding?

# Where do I start?

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- SharePoint branding can affect and incorporate several areas within SharePoint. So planning is very important.

# The basics

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- Content – Knowing the types of content on your site will help you to plan your taxonomy
- Content Types
- Lists and Libraries – These are the containers for your content
- Web Parts – Think of these as moveable content for your site. A good way to present the content to your users



# Site Design

How the Decisions were made.

# Content First

- When working on a site design, I always start with the content.
- You should learn about how the page is going to be used and updated before starting a design
  - ▣ Questions to ask:
    - Who will be updating the content
    - How often will the content be updated
    - What is the most important information for this page

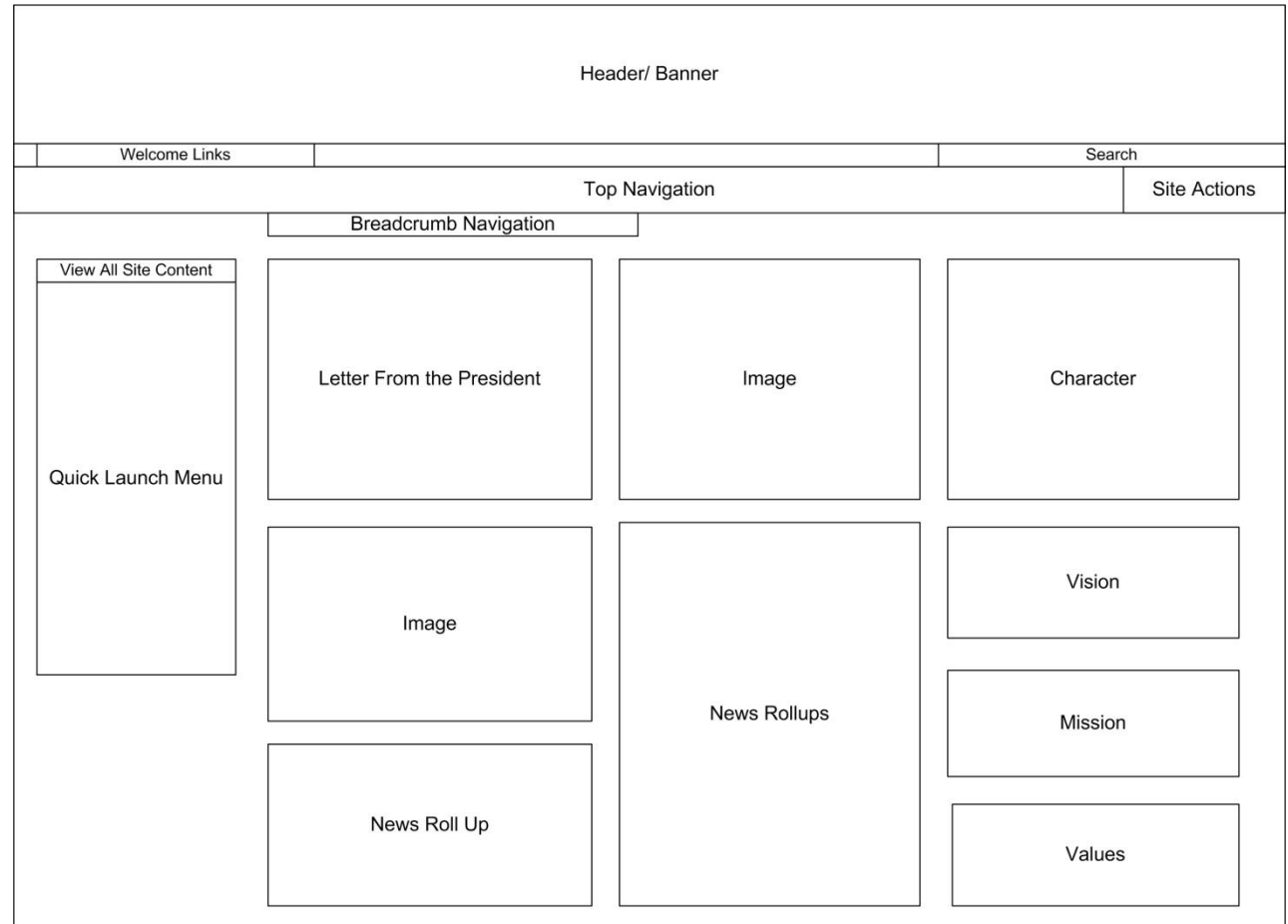
# Content Placement

- Next up is a wireframe of the design – to show where the content will live.
  - ▣ I separate this out from the look and feel design



# The Wireframe

This is what a sample wireframe would look like.



# Now the Graphics

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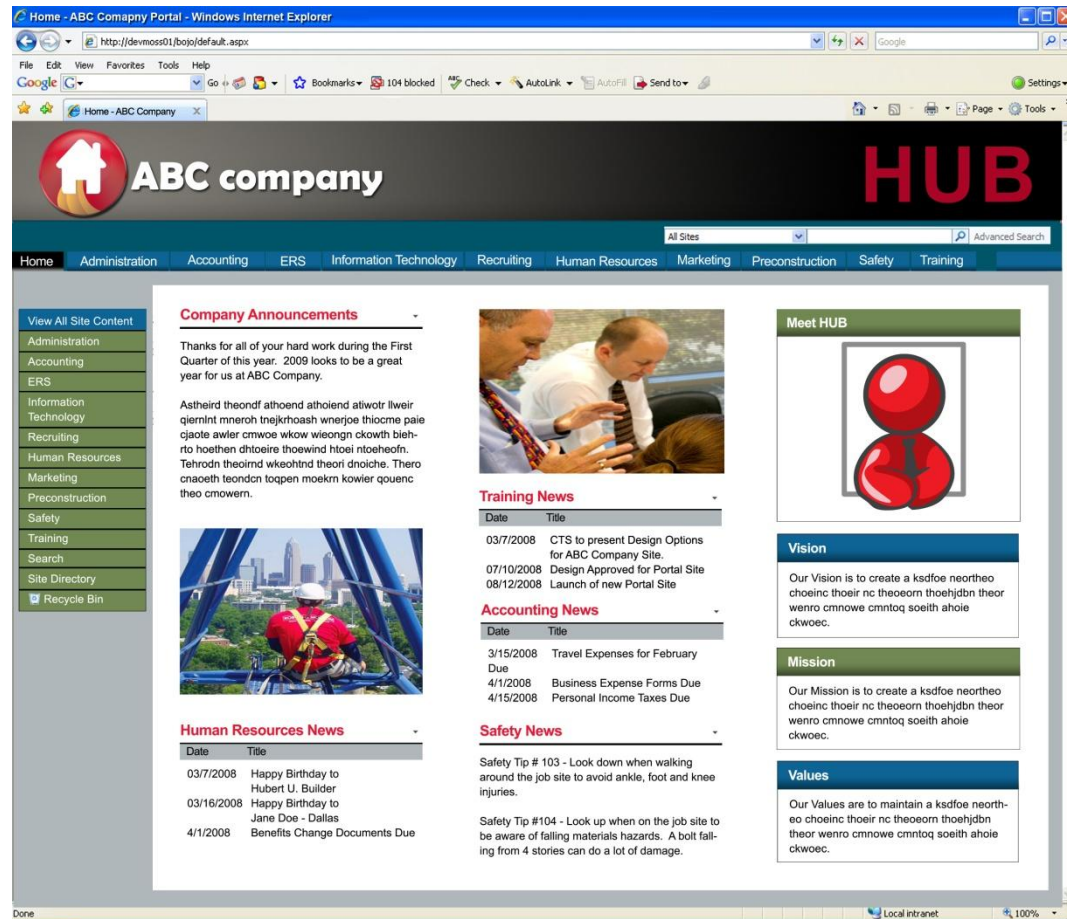
- What is the current branding for the company
- Do they want something new or along their existing design lines?
- I normally propose at least 3 design options.

# Additional Design - Character

- For this client we also proposed creating a character to give people something to identify the site with.
- Hugh U. Builder was created after the determination of calling the site HUB was made.

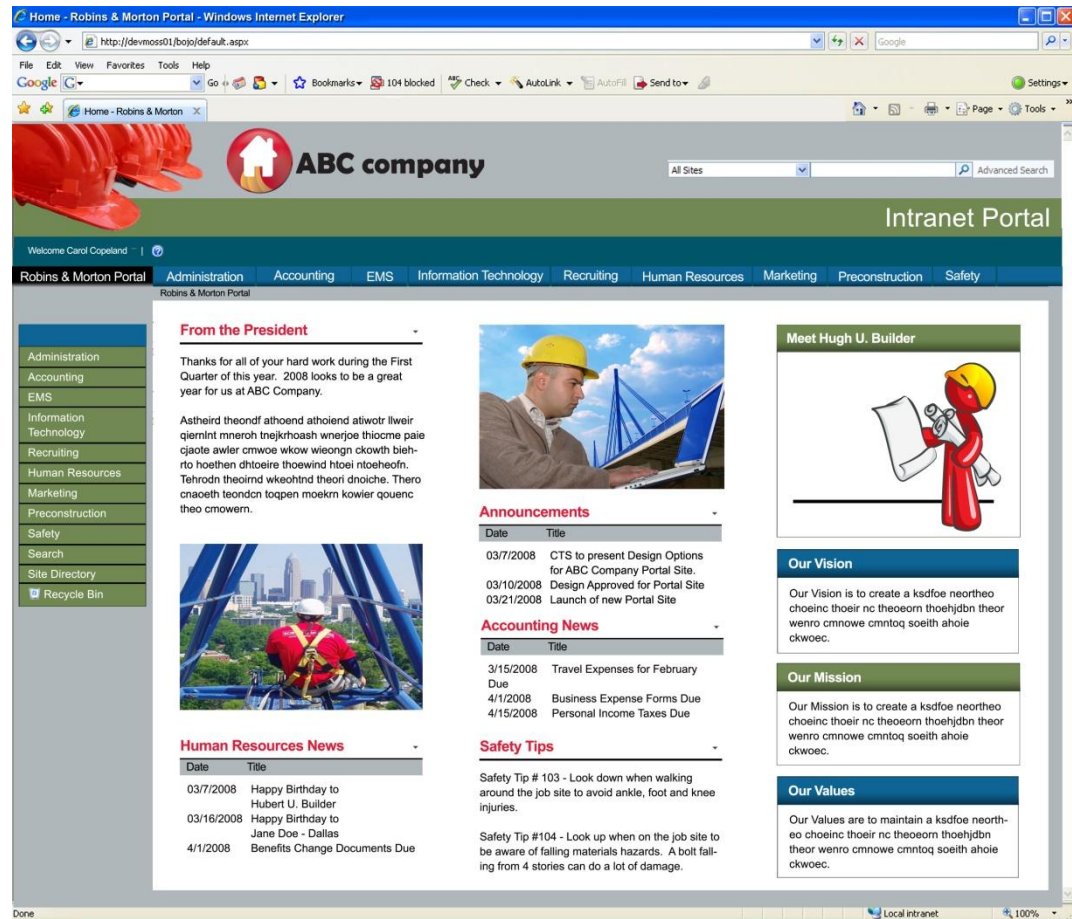
# Designs Proposed

One of the 3  
Designs  
Proposed.



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# Final Design

This is what the final site design mockup looked like.





# Marketing Campaign

# Why Do You Need One?

- Awareness plays a large factor in End User Adoption
- Ways to Increase Awareness
  - ▣ Email Campaigns
  - ▣ Posters
  - ▣ Training
  - ▣ Incentives

# Change Introduction Emails

At this company a series of welcome emails were used to raise awareness of a change coming.

An example of one of the introduction emails.

## Change is Coming...

**The ABC Company IT team has been hard at work building a new corporate intranet.**

**HUB will be launching soon...**



# Change Break Room Posters

An example of the change posters used in the company break rooms. These started appearing in June.

**Change is Coming...**  
**8.12.2008**

The ABC Company IT team has been hard at work building a new corporate intranet.

HUB will be launching soon...



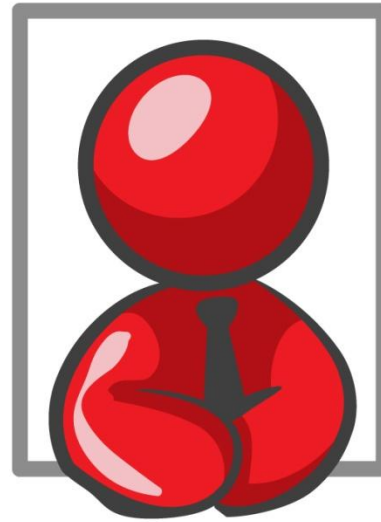
<http://hub.abccompany.com>

# Initial Introduction Emails

At this company a series of welcome emails were used to raise awareness of a change coming.

An example of one of the introduction emails.

**Welcome Hugh U. Builder**

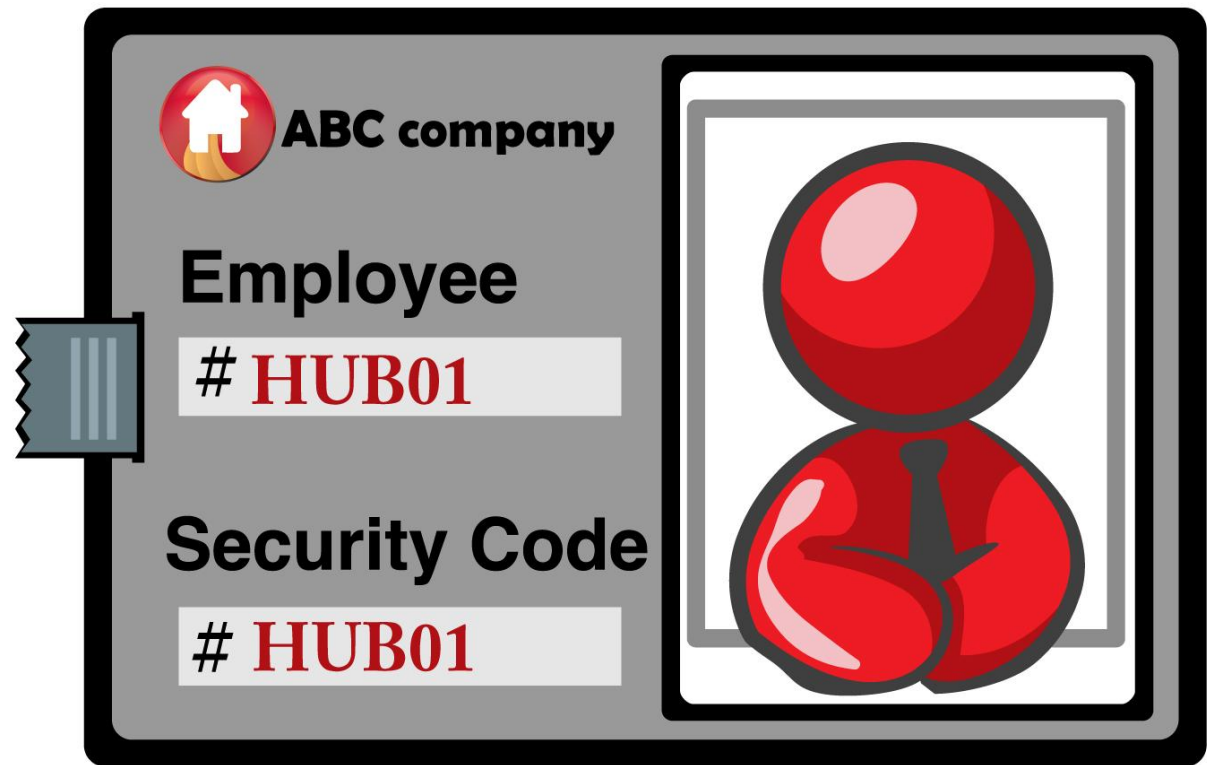


ABC Company is proud to welcome **Hugh U. Builder** to the team.

**H.U.B.** will be focused on helping you use our new intranet system. So please feel free to ask him your questions.

# Introduction Posters

This poster appeared in the break room one week before the site launch.





# End User Participation Emails

This is the email that went out to announce the scavenger hunt through the intranet.

It was also used as a poster in the break room.

## HUB's Adventure

**HUB needs your help on his grand adventure for knowledge!**

**Watch for emails on Wednesdays to help HUB find his way through the new company intranet.**



<http://hub.abccompany.com>

# Adoption Campaign

This is the second weeks email for Hub's Adventures.

## HUB's Adventure



### *Adventure Week 2*

Please help HUB determine what John Smith's, from our Atlanta office, favorite color is.

Send the color in an email to [hub@abccompany.com](mailto:hub@abccompany.com).

The first 20 responders will win a prize.



<http://hub.abccompany.com>

# Hub's Adventures

- The campaign was 5 weeks long
- Some of the tasks were:
  - ▣ People Search to find a person's favorite color
  - ▣ Document Search to find a 401K enrollment form on the HR site
  - ▣ Document Search to find the policy surrounding expenses of cell phones in the Accounting site
  - ▣ People Search to locate office locations for 5 different team members
  - ▣ Search to find a Safety Team Member's blog post on Power Cords in the office
  - ▣ The options are limitless and easily adaptable to what your company needs

# Hub's Adventures Prizes

- Each week the prizes were different and not previously announced.
- Some of the prizes were:
  - ▣ Best Buy Gift Cards
  - ▣ Subway Gift Cards
  - ▣ Company Store Merchandise
  - ▣ Visa Gift Cards
  - ▣ An extra Paid Time Off Day

# Results

So what happened?

# 1 Month After Launch

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- The “Grand Adventure” had completed
- End Users were just beginning to start relying on the intranet for document storage
- Power Users were identified

# 3 Months After Launch

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- The Power Users have been fully trained
- New End User Training screen casts had been release
- The IT team noticed an increase in documents with workflows being used
- The initial user survey reports that the employees see value in using the site to collaborate

# 6 Months After Launch

- The IT team reported an increase in requests for new sites to be created beneath the individual teams.
- Blogs and Wikis are now being used to communicate and share knowledge
- The number of Power Users is growing as people use the intranet more
- Best Bets and Keywords are added in weekly now to help prioritize search results



# 1 Year After Launch

- The site has become an integral part of the company's day to day business
- More than 100 power users have been identified in all the locations
- The Marketing Team is now using the Intranet to increase awareness of internal events and news

# Today

- This intranet is flourishing. The IT Team is continually coming up with improvements for the site.
- HUB is still showing people his company spirit and changes up with seasons and departments
- HUB has become the “Crabby Office Lady” for the company
- The intranet is used to distribute the company newsletter monthly instead of through print or email alone.

# Questions

