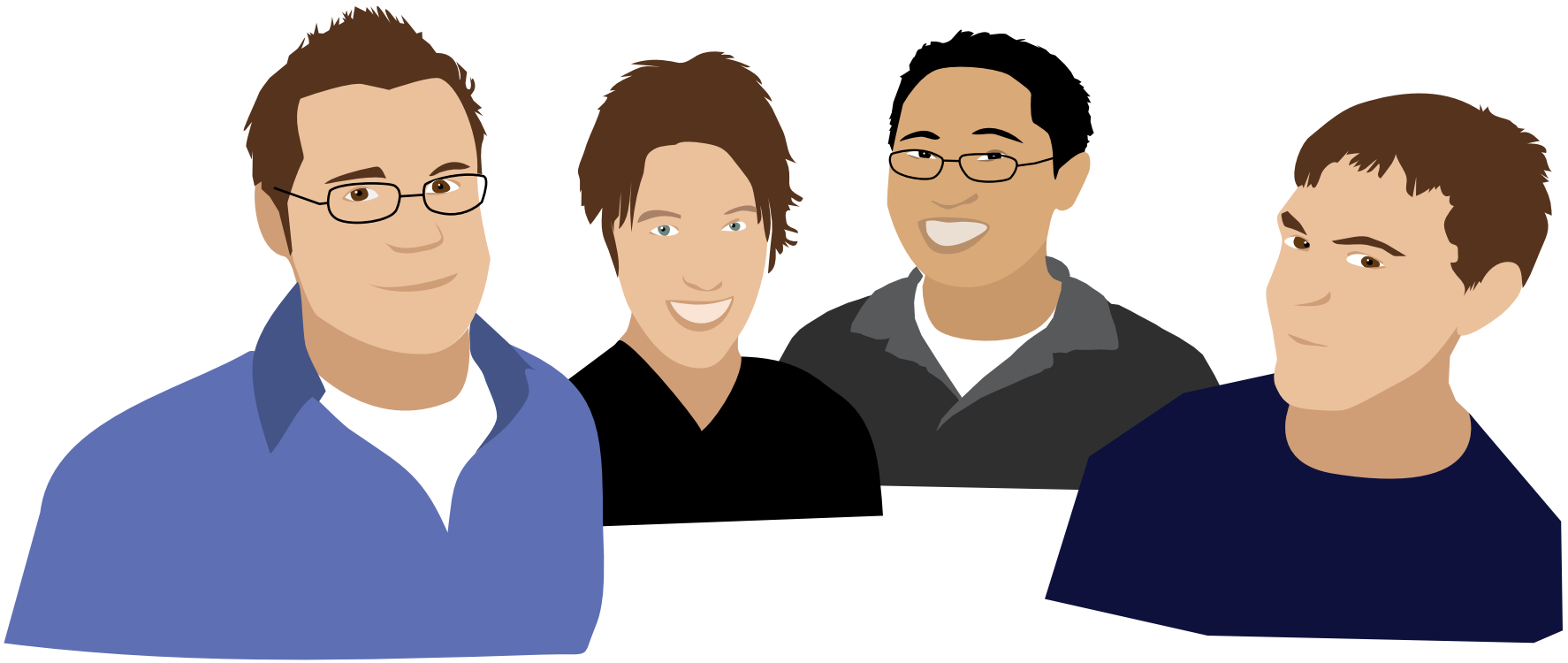


TEAM SAP

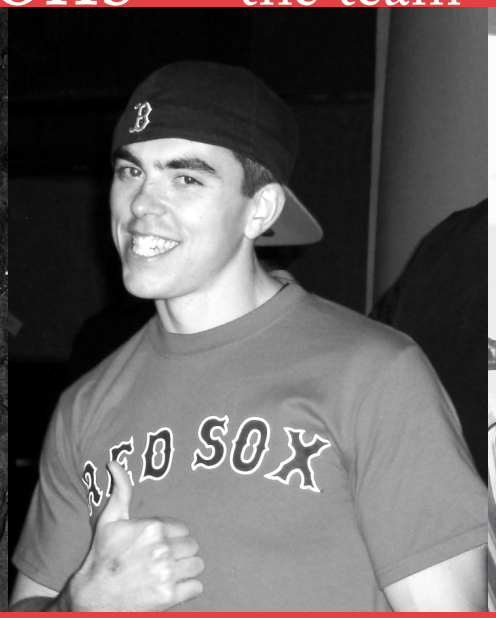
FINAL PRESENTATION

what we are going to talk about:

1. introductions
2. finding opportunities
3. forté
4. details and issues
5. future directions
6. conclusion

introductions

introductions the team

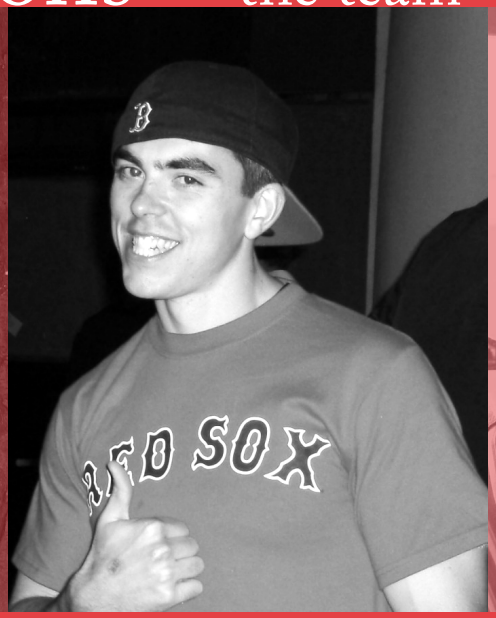


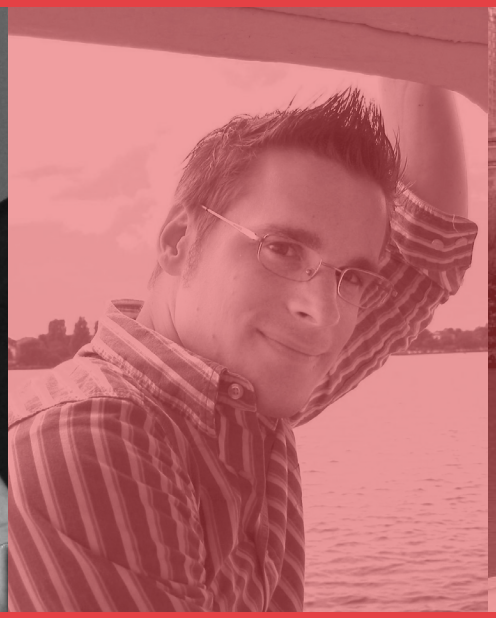
introductions the team

allison•gallant

DESIGN LEAD

introductions the team





devin•blais

USER TESTING LEAD
DOCUMENT LEAD
WEBMASTER

introductions

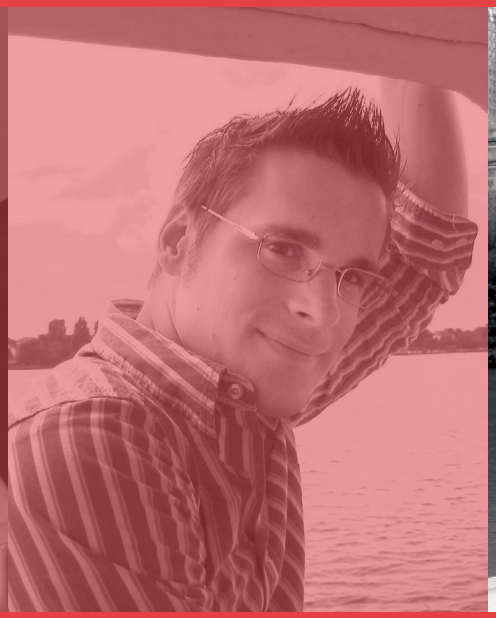
the team

holger•kühnle

TECHNICAL LEAD

CLIENT LIASON

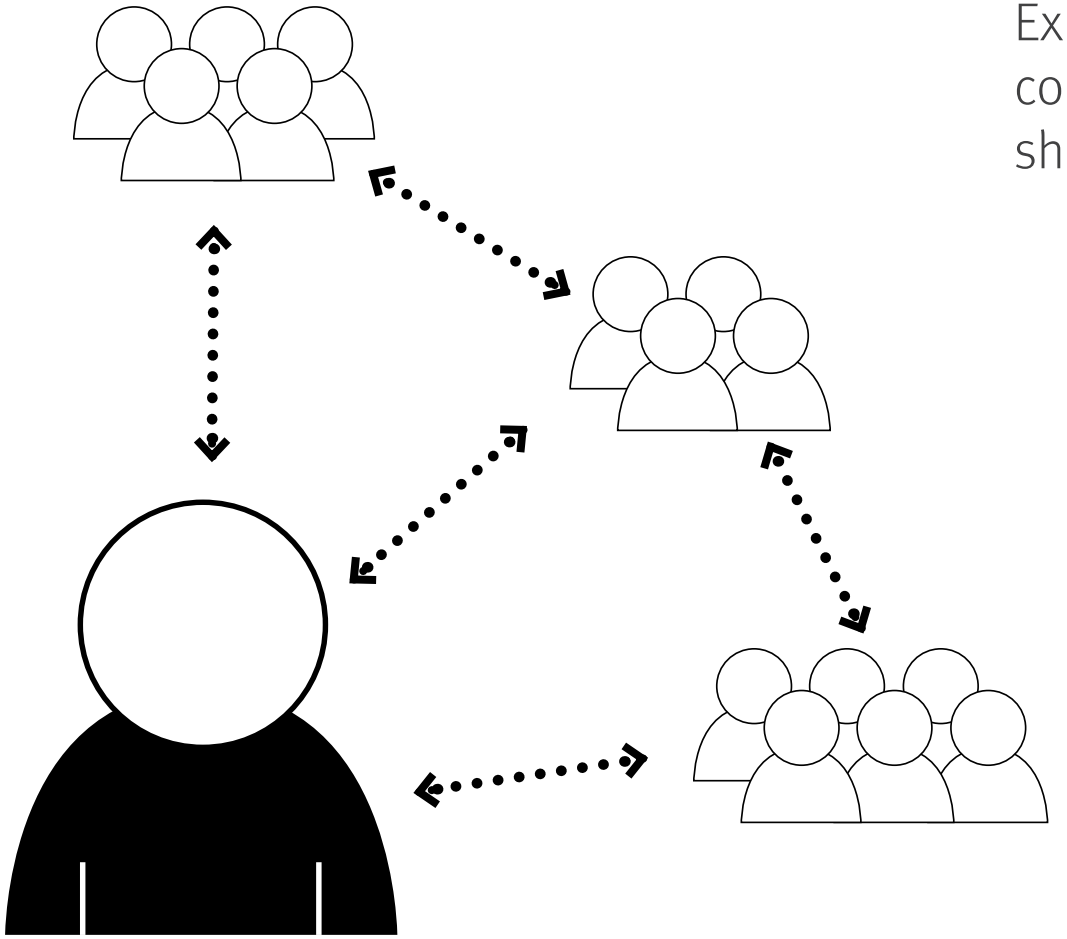
introductions the team



jon•maloto

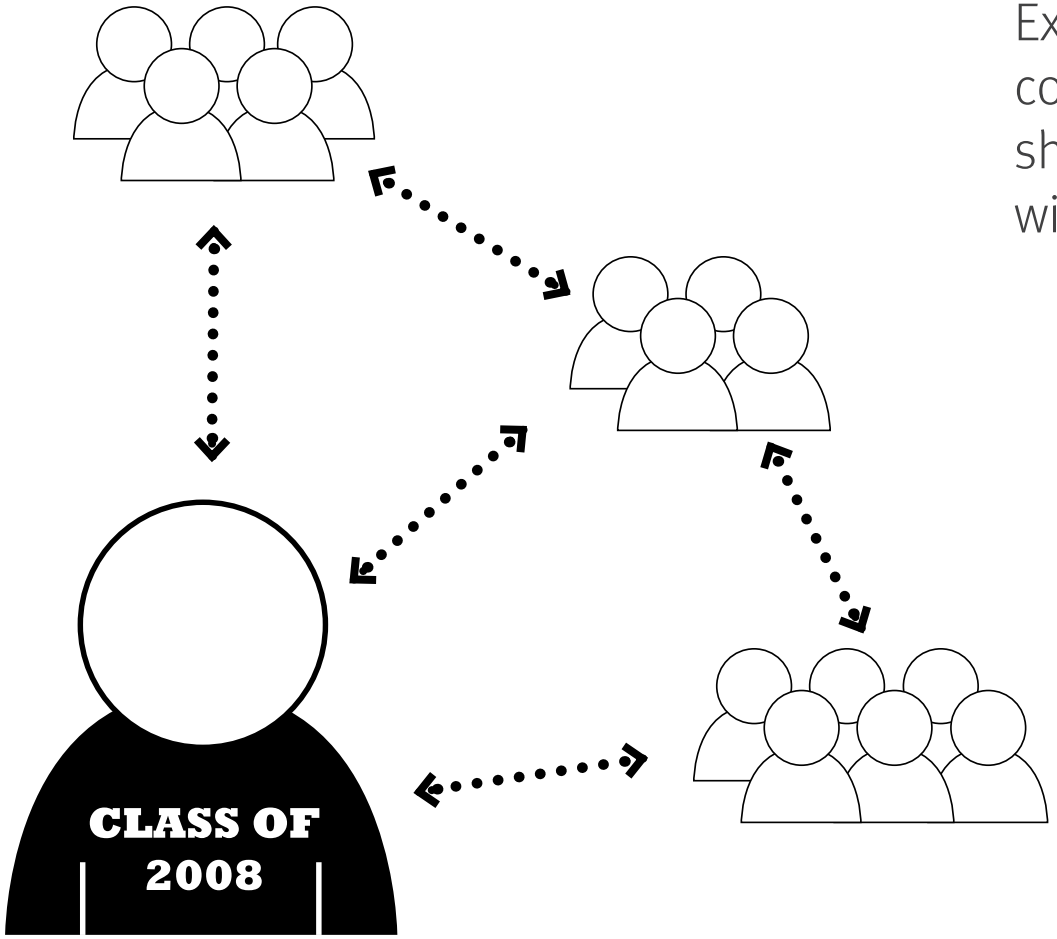
PROJECT MANAGER
MEETING SECRETARY

introductions the task



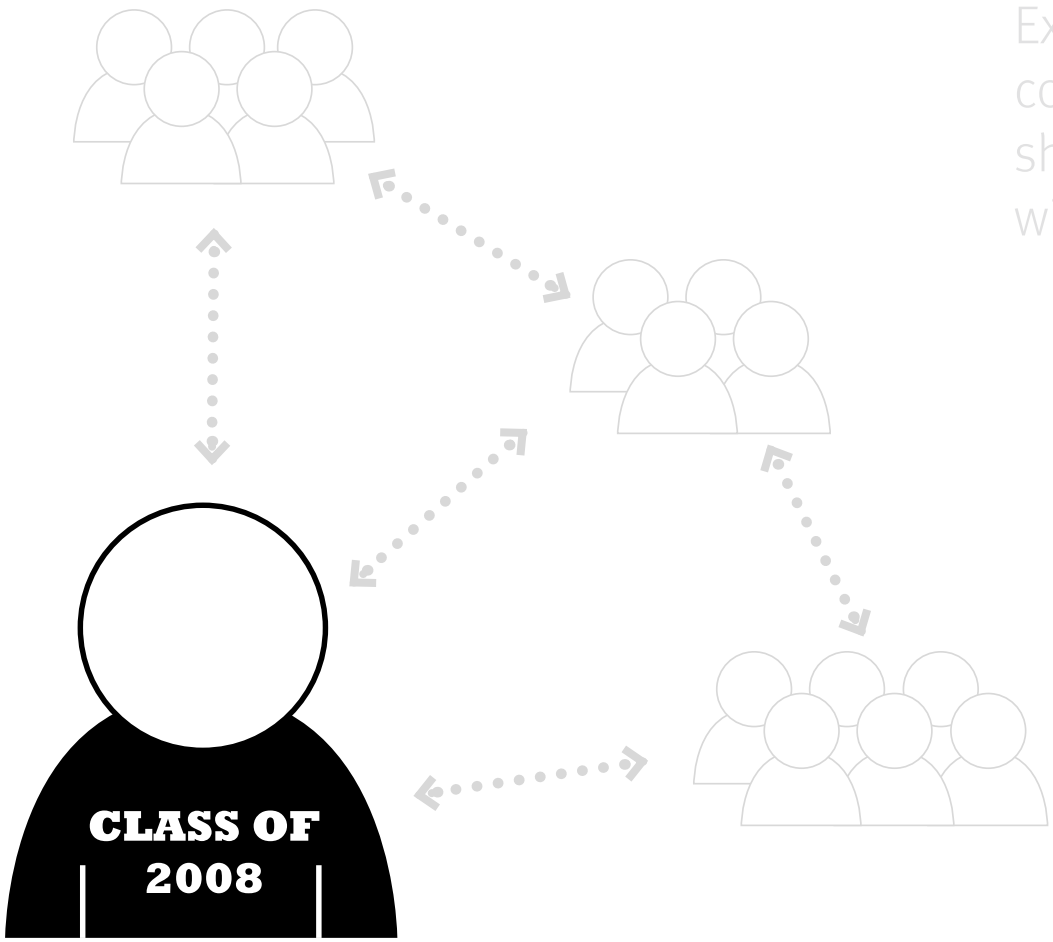
Explore how social tools help companies and their employees share and distribute knowledge

introductions the task



Explore how social tools help companies and their employees share and distribute knowledge, with a focus on millennial workers

introductions the task



Explore how social tools help companies and their employees share and distribute knowledge, with a focus on **millennial workers**

The generation of people in the workforce born between 1980 and 1995, also known as “Generation Y”

introductions the task

Create a **social tool** which enables companies to effectively **attract** and **engage** the next generation of workers by connecting people, places and resources within the enterprise to optimize the way work gets done and **knowledge is shared**

finding opportunities

finding opportunities methods

	millennial workers	talent management	social tools
Background research (secondary research)			
User research (primary research)			

finding opportunities methods

millennial workers | talent management | social tools

Background research
(secondary research)

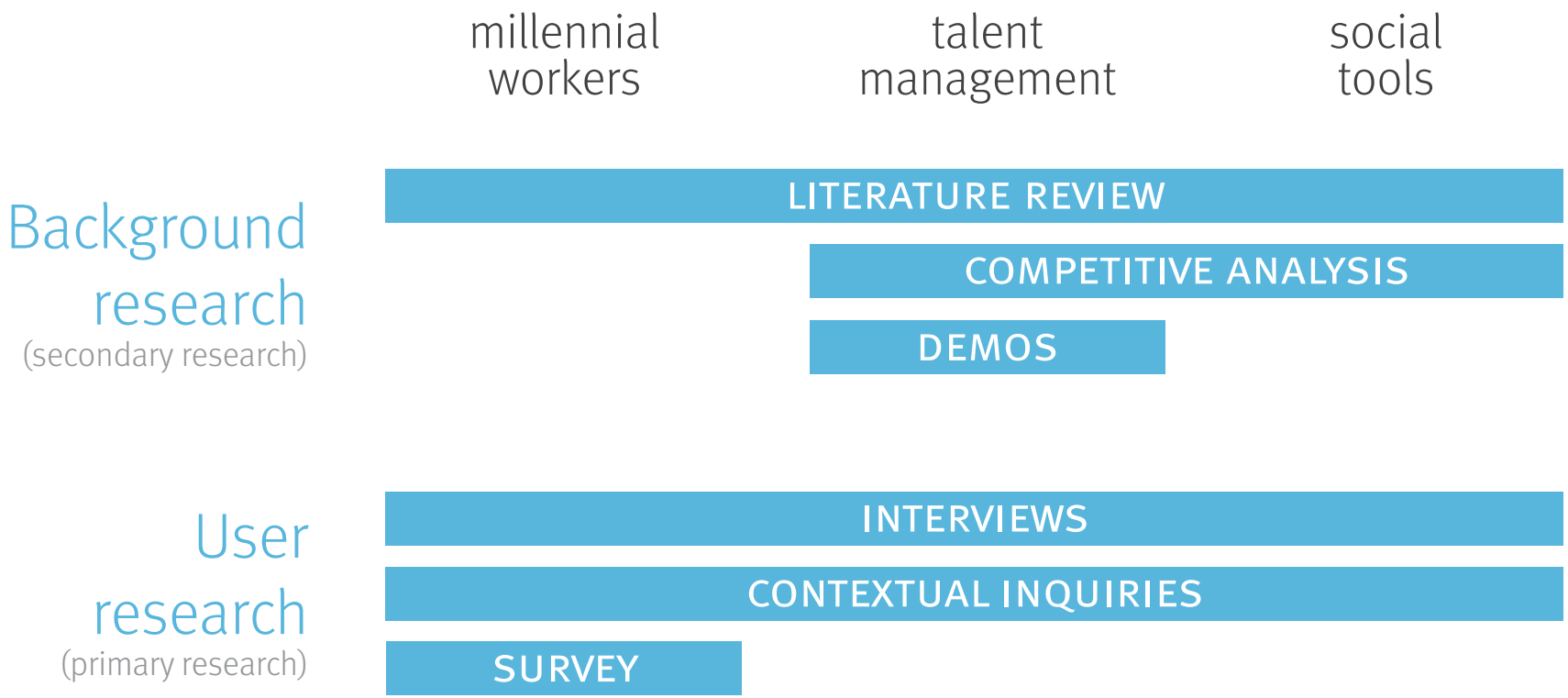
LITERATURE REVIEW

COMPETITIVE ANALYSIS

DEMOS

User research
(primary research)

finding opportunities methods



finding opportunities

survey findings

What do you currently **like** about your job?

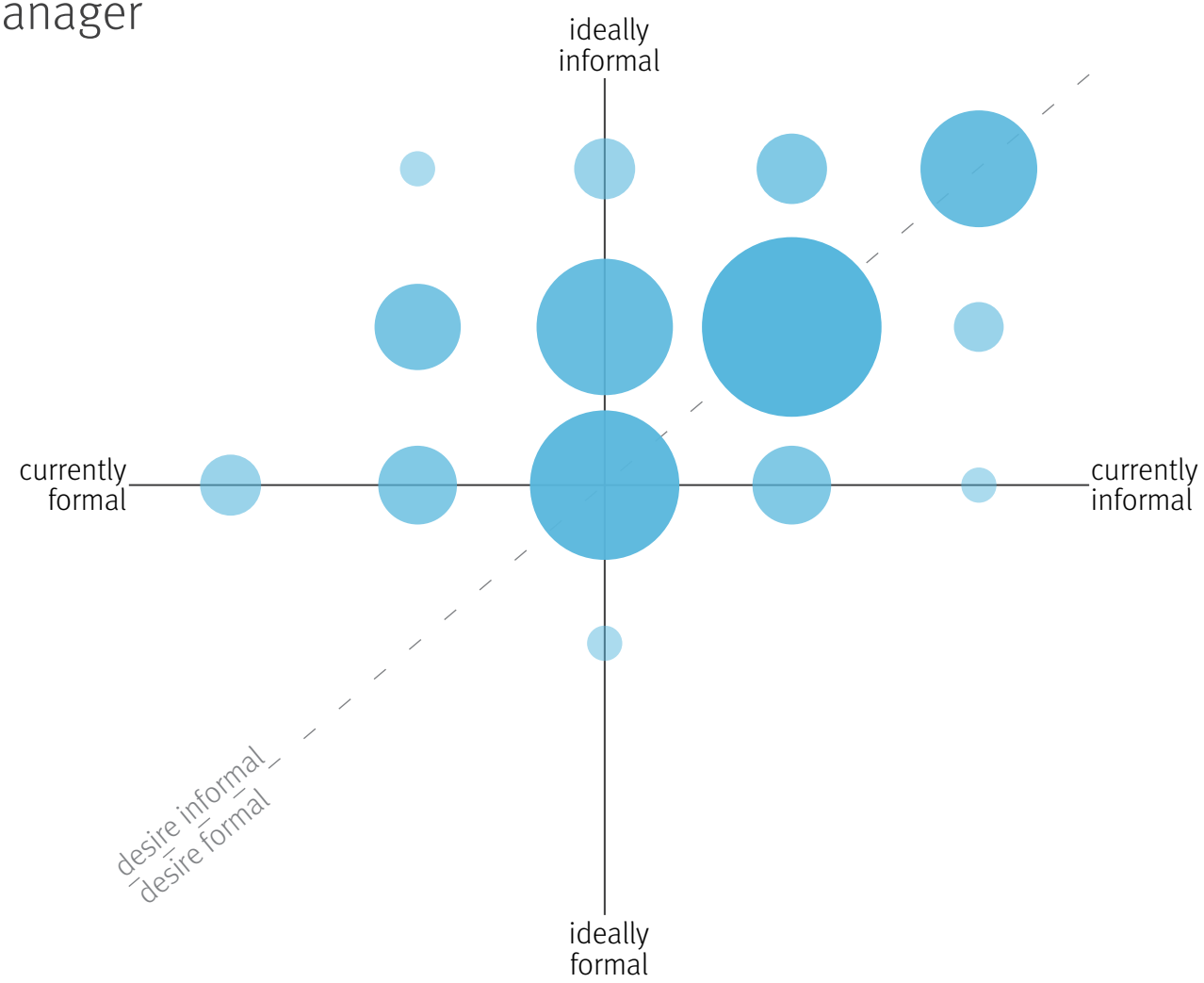
Why did you **choose** this job?

What would make you **stay** longer at your job?

finding opportunities

survey findings

Relationship with manager

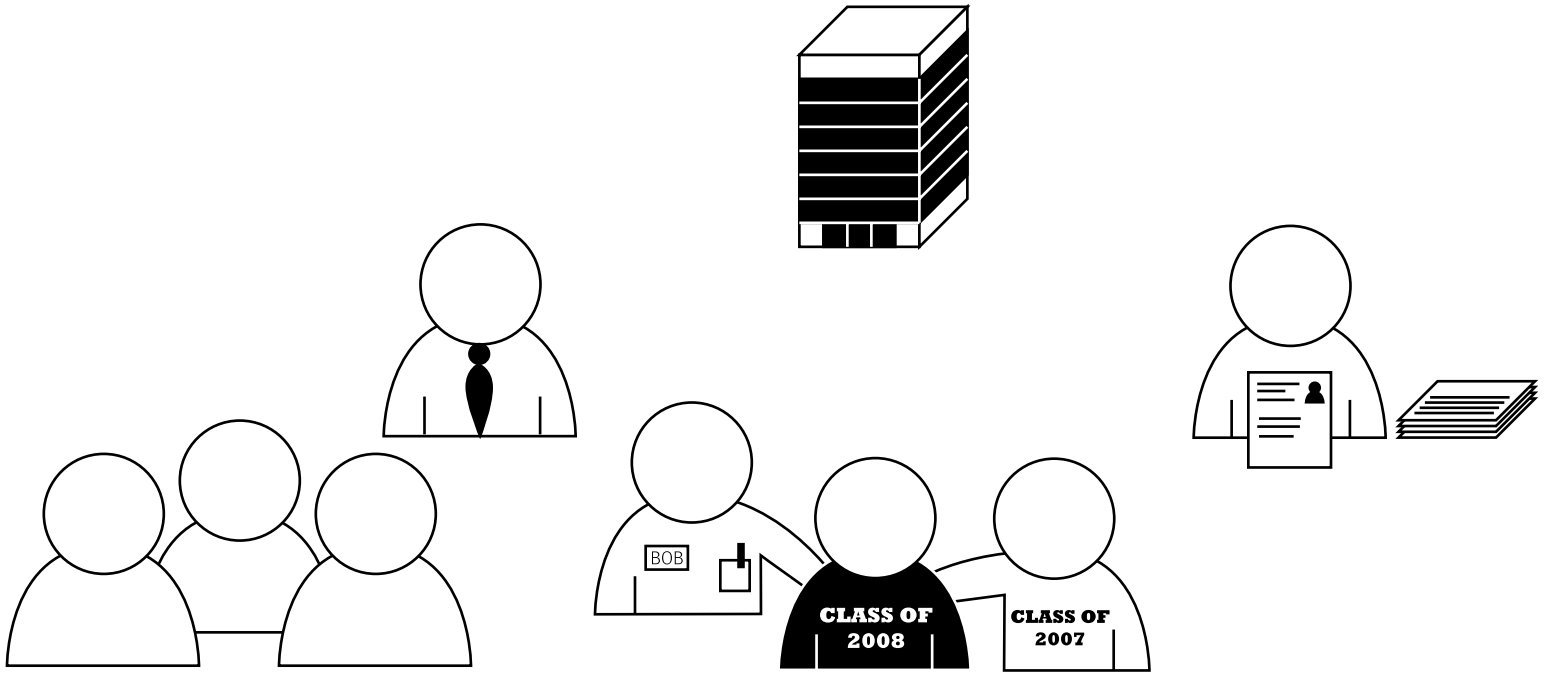


finding opportunities CI findings

coworker relationships

knowledge resources

seeking advice



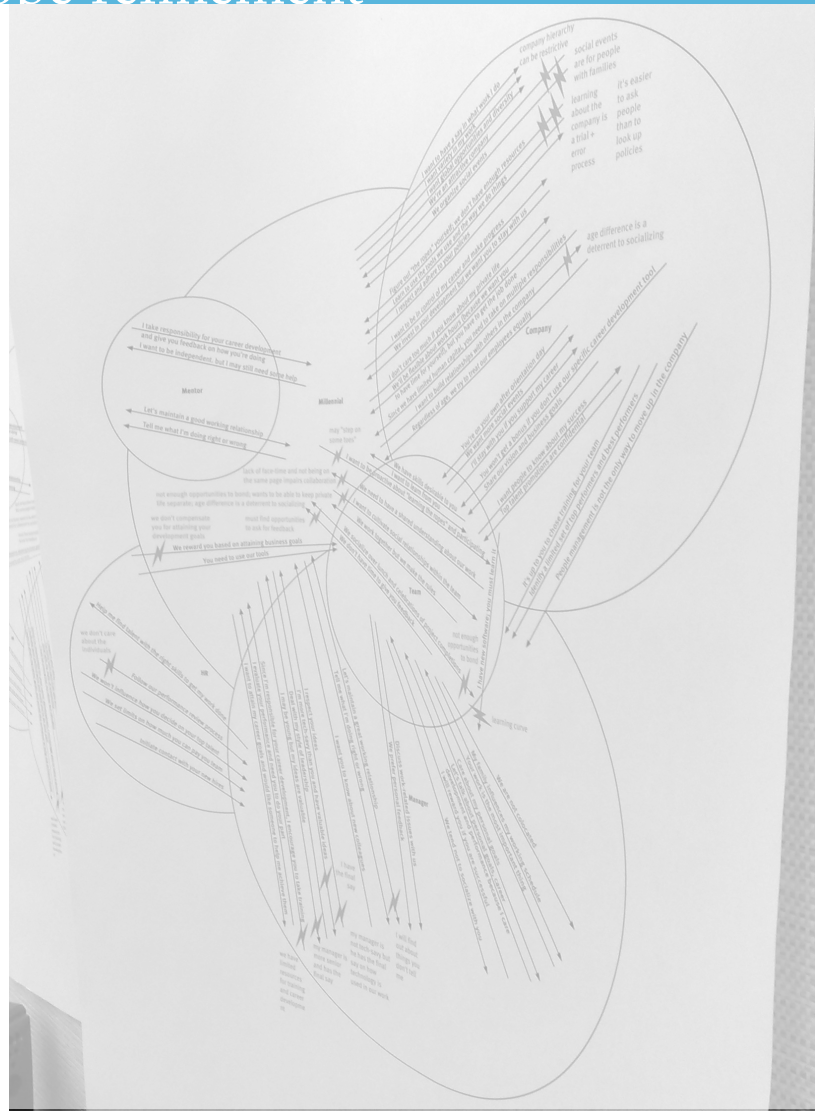
finding opportunities

scope refinement

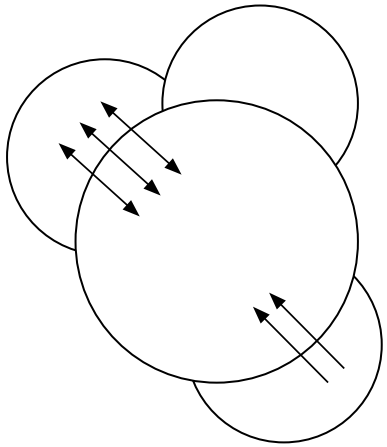
Understand how to

- » **motivate** talent
- » determine **success**
- » leverage **social** tools
- » support **knowledge** sharing

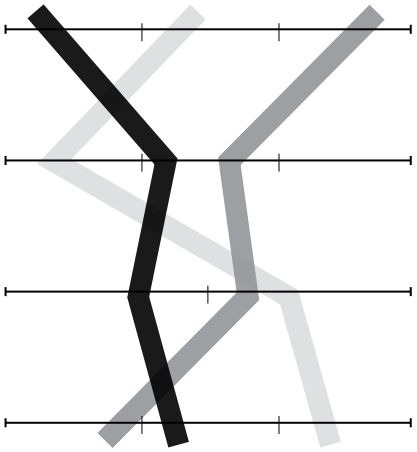
with respect to millennials



finding opportunities personas



observed usage patterns from CIs

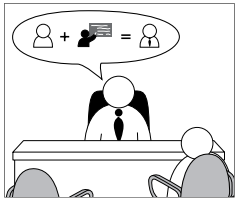


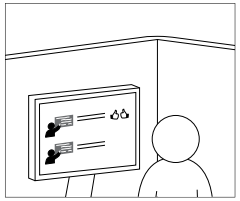
mapped attributes

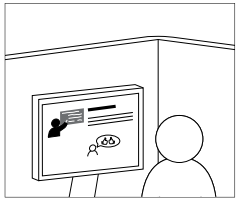
primary personas

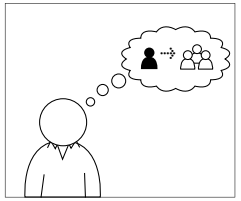
finding opportunities

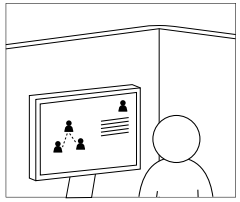
needs validation

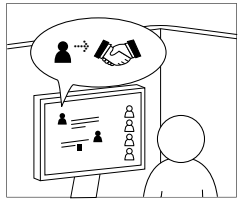


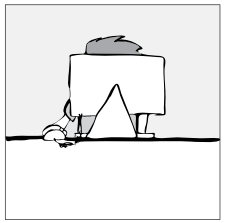


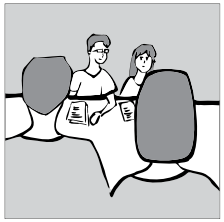


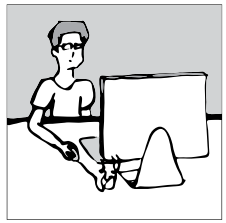


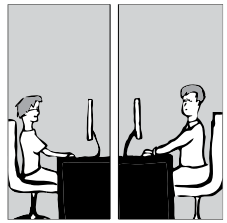


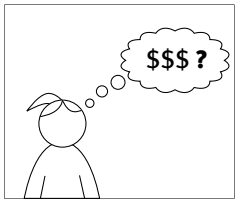


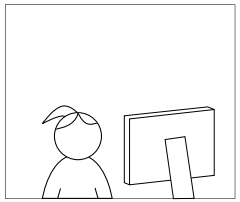


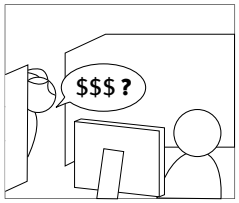


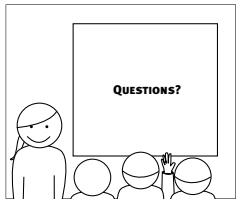


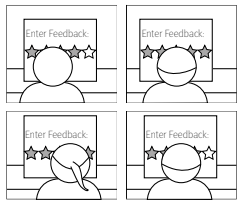


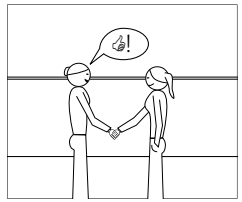












1. What are you looking for?

finding opportunities knowledge retrieval model

1. What are you looking for?
2. Who has that knowledge?

finding opportunities knowledge retrieval model

1. What are you looking for?
2. Who has that knowledge?
3. How is that person connected to that knowledge?

finding opportunities knowledge retrieval model

1. What are you looking for?
2. Who has that knowledge?
3. How is that person connected to that knowledge?
4. How are you connected to the person?

finding opportunities knowledge retrieval model

1. What are you looking for?
2. Who has that knowledge?
3. How is that person connected to that knowledge?
4. How are you connected to the person?
5. How can you communicate with that person?

finding opportunities current solutions

knowledge sharing solutions usually consist of data repositories, but...

» information **goes out of date**

» information **is detached** from the knowledge bearer

» rich, tacit knowledge **cannot be written down**

finding opportunities current solutions

areas of improvement

» new methods for entering terms

» helpful visualizations

» alternate connections

» real-time availability

Trampoline Systems

IBM Atlas

MetaSight®

the Morphix company

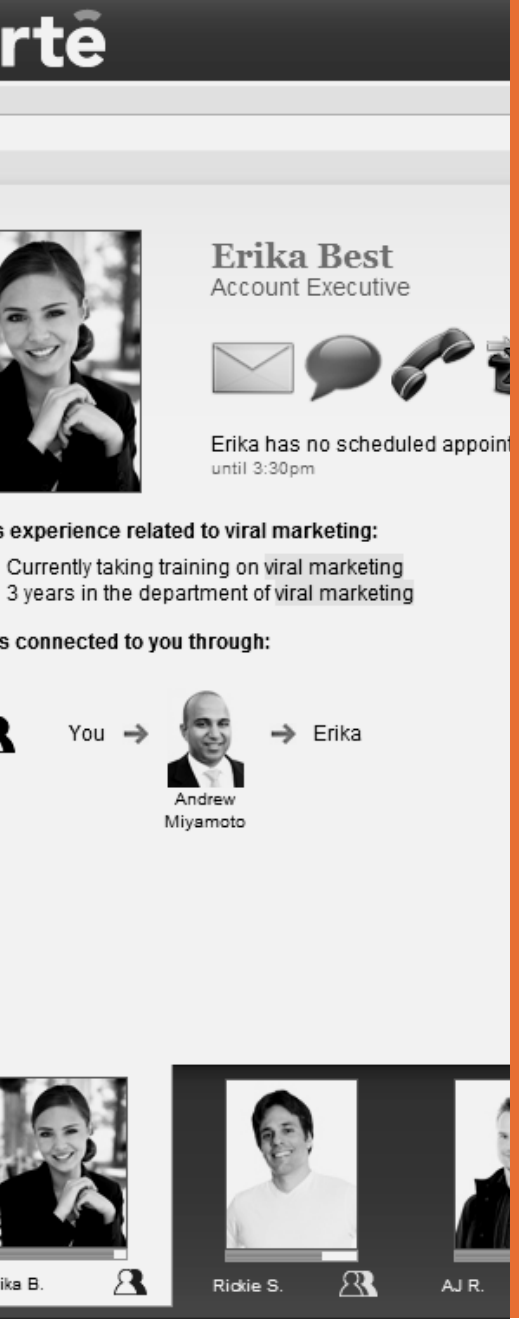
main findings

millennials want to be able to communicate informally and efficiently

millennials don’t need another online social network at the office

tacit knowledge is attached to people and can't be written down

millennials use technology as
a means, not an end,
to getting work done


rté
Erika Best
Account Executive
Erika has no scheduled appoint
until 3:30pm
s experience related to viral marketing:
Currently taking training on viral marketing
3 years in the department of viral marketing
s connected to you through:
You
Erika
Andrew
Miyamoto
ika B.
Rickie S.
AJ R.

forté

forté

Karen Miyamoto

Junior Account Manager at a large advertising firm
22 years old | new employee

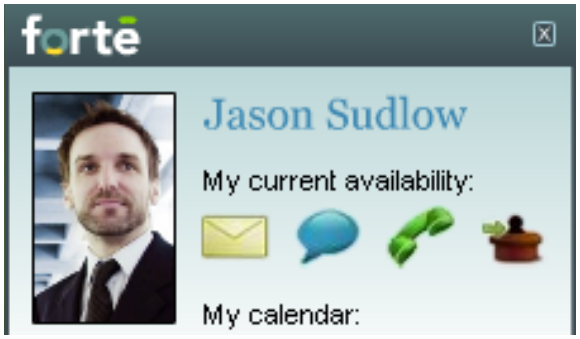
“ Who should I talk to about viral marketing? ”

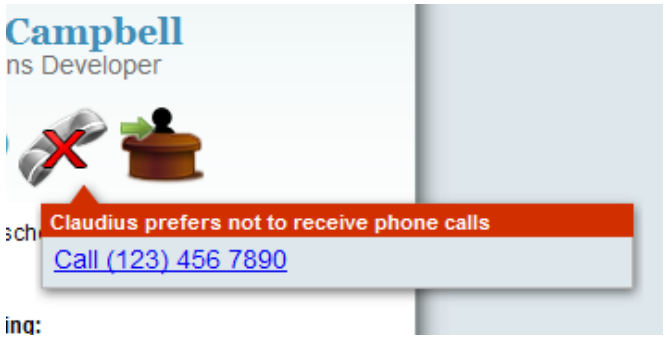
detailed feature rationale

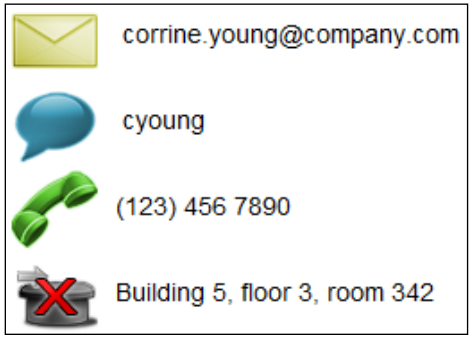
- communication icons
- search filters
- calendar status
- use of pictures
- desktop widget
- information on results tabs
- position in company / organization chart
- experience related to search term
- expertise browser

communication icons

- most commonly used in office setting
- each has varying appropriateness and interruptability
- ability to override someone's preferences

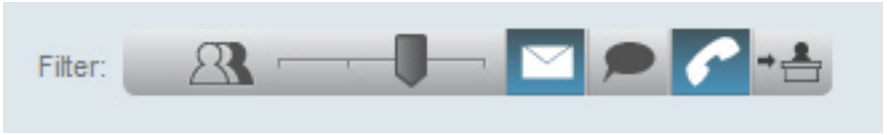






search filters

- finding people you have a connection with
- mode of communication affected by urgency of message

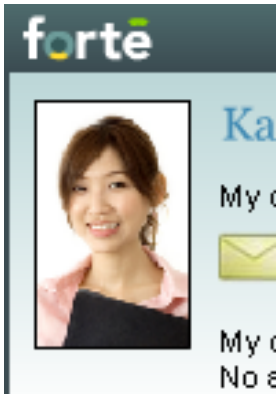


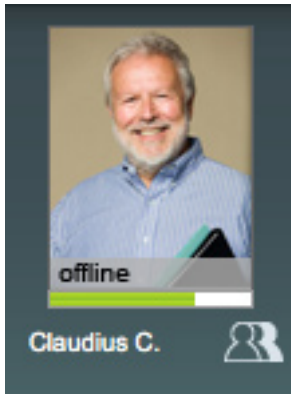
calendar status

- corporate calendaring systems often mandated
- people forget to set status messages
- appointments more accurately reflect a person's availability than a manually updated status message

use of pictures

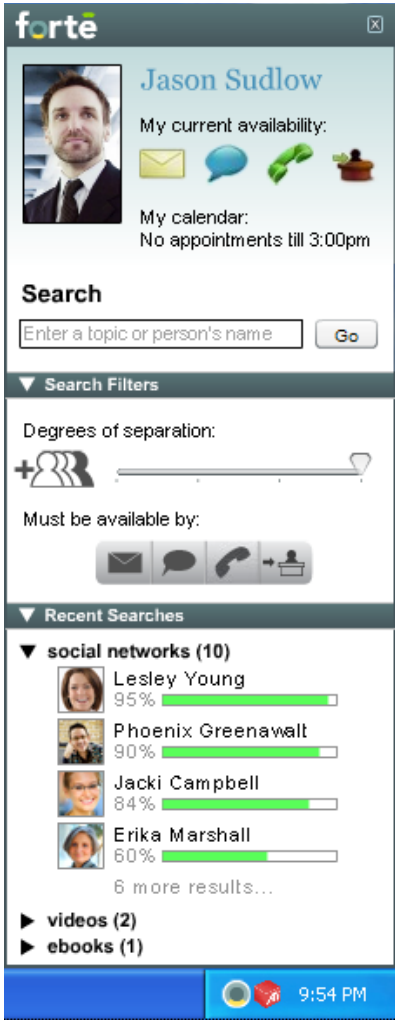
- easier to remember than a name
- can communicate informal qualities of a person, such as age, style, likeness, etc.





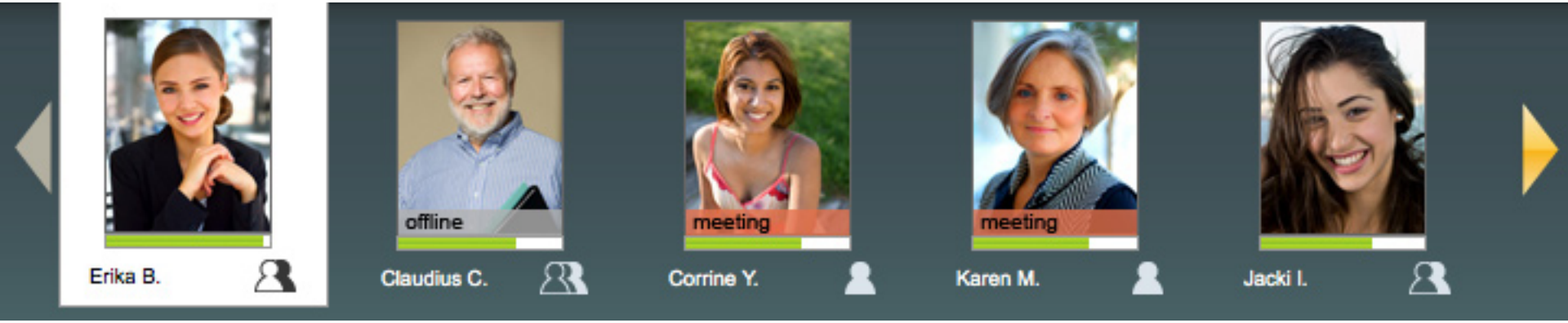
desktop widget

- current solutions difficult to access
- difficult to keep status up-to-date



information on results tabs

» enough information to decide who you might contact



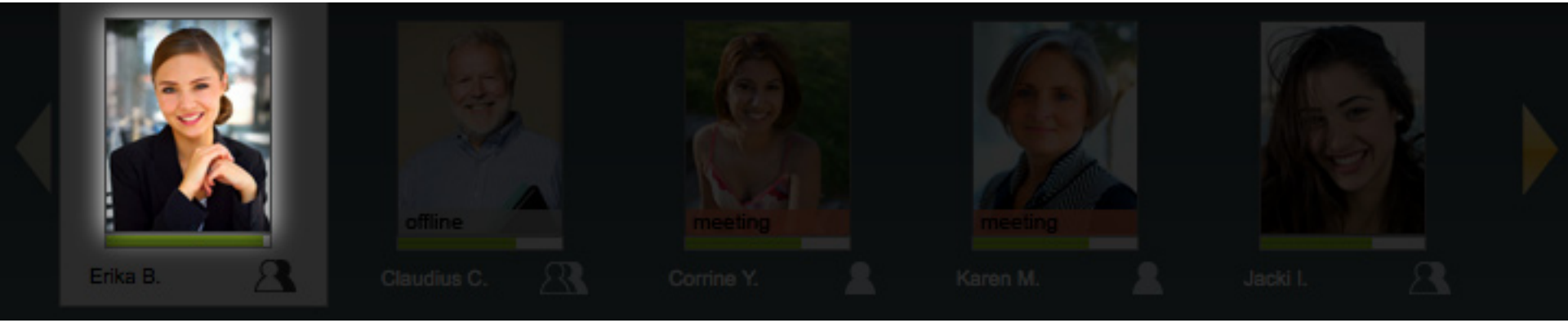
information on results tabs

picture

» easier to remember than a name

» can communicate informal qualities of a person

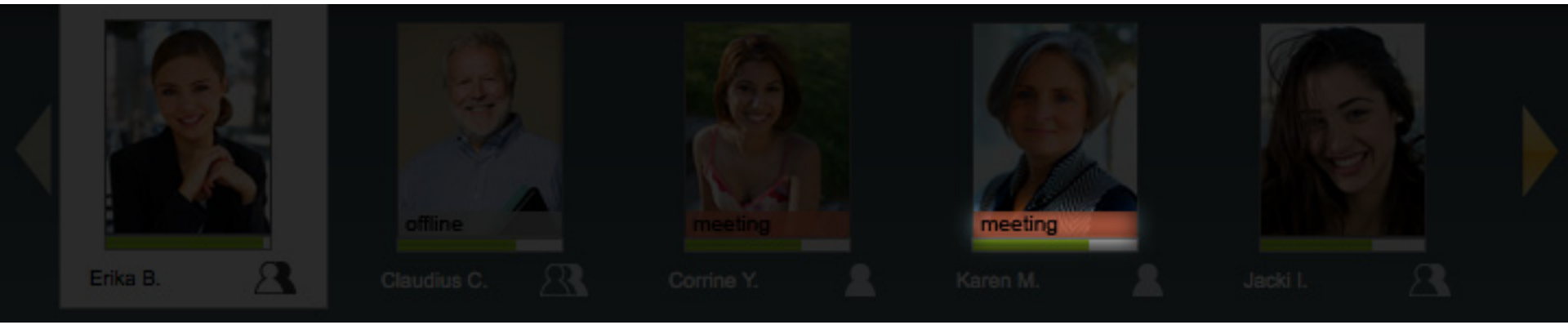
» age, style, likeness



information on results tabs

status

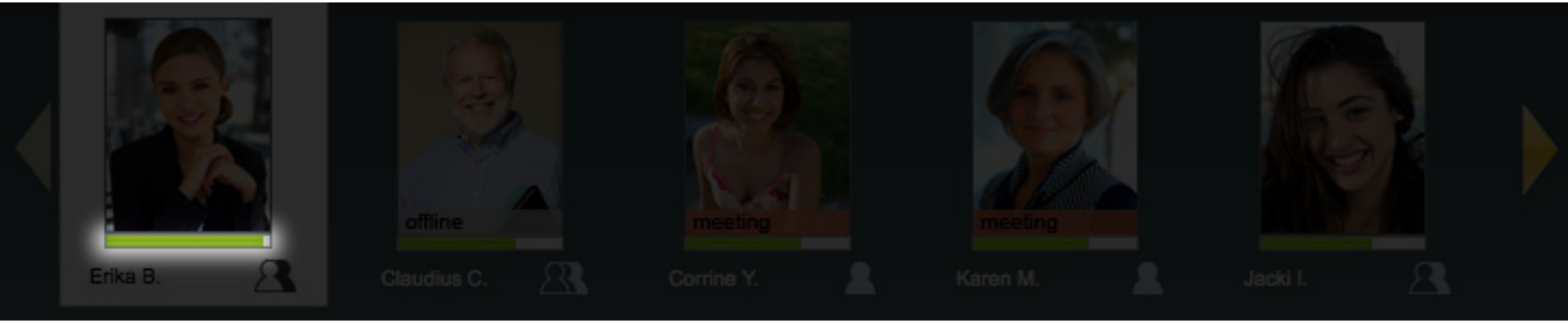
» allows you to skip unavailable people



information on results tabs

relevance

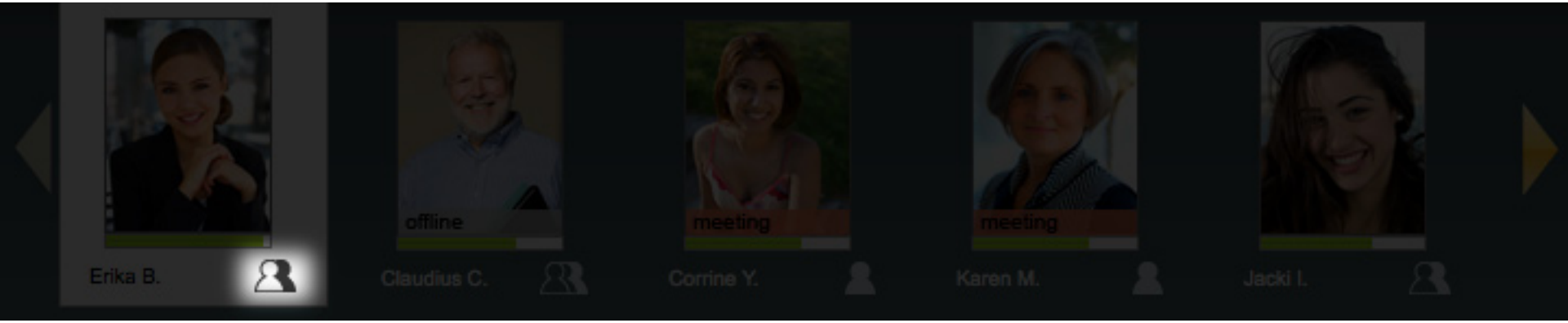
» show how closely a person matches the search



information on results tabs

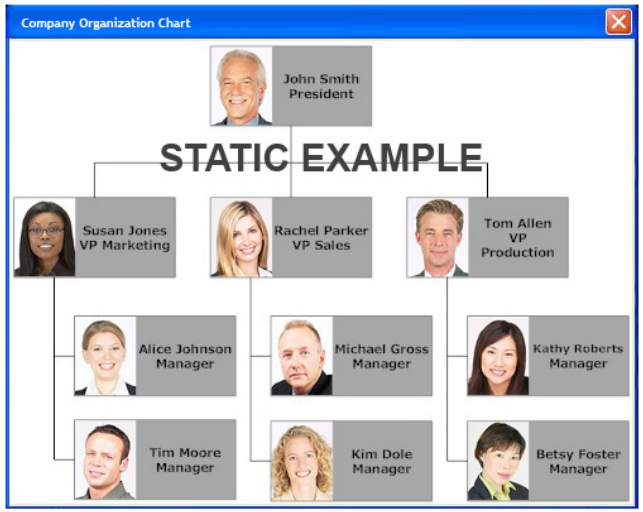
degrees of separation

» big impact on who to contact



position in company / organization chart

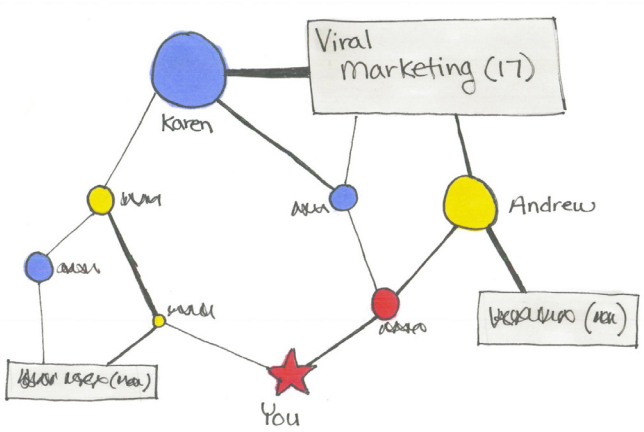
- millennials feel more comfortable asking peers
- individuals less likely to talk to superiors



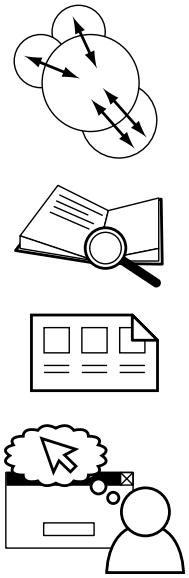
experience related to search term

- individuals will choose who to contact based on qualifications
- sufficient detail for conveying experience

expertise browser

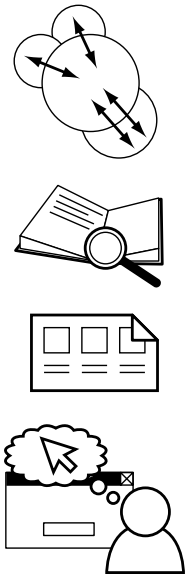


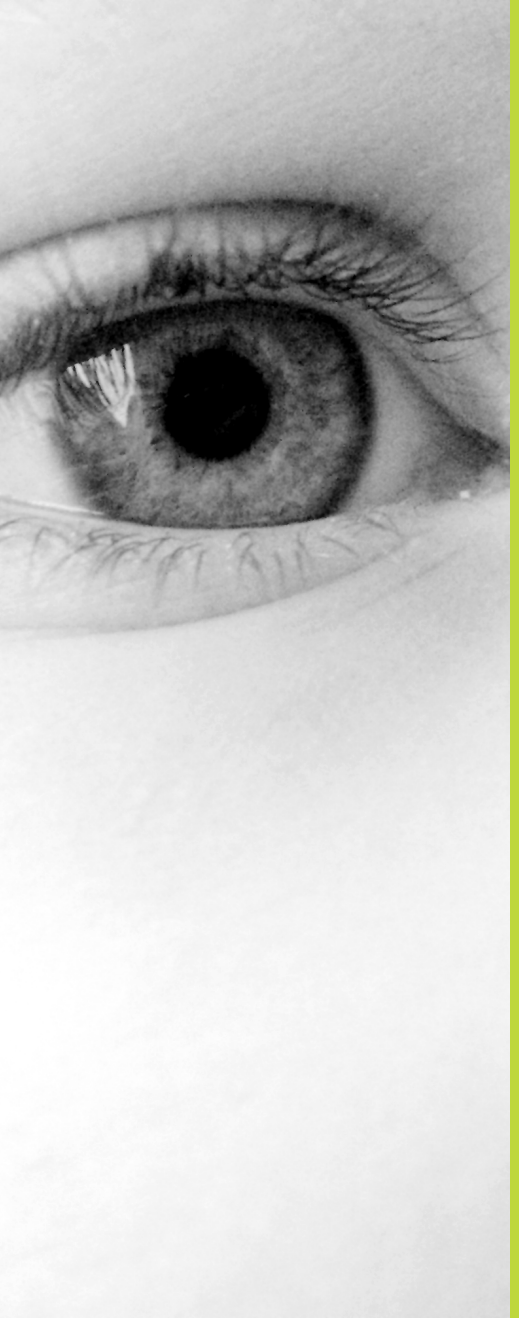
- users may not precisely know what they are looking for
- new employees may be unfamiliar with a topic's terminology
- full semantic maps are too complex



expertise browser

- visualize topics related to the current search term
- trees are easily confused as org. charts
- animation helps to convey hierarchy and functionality

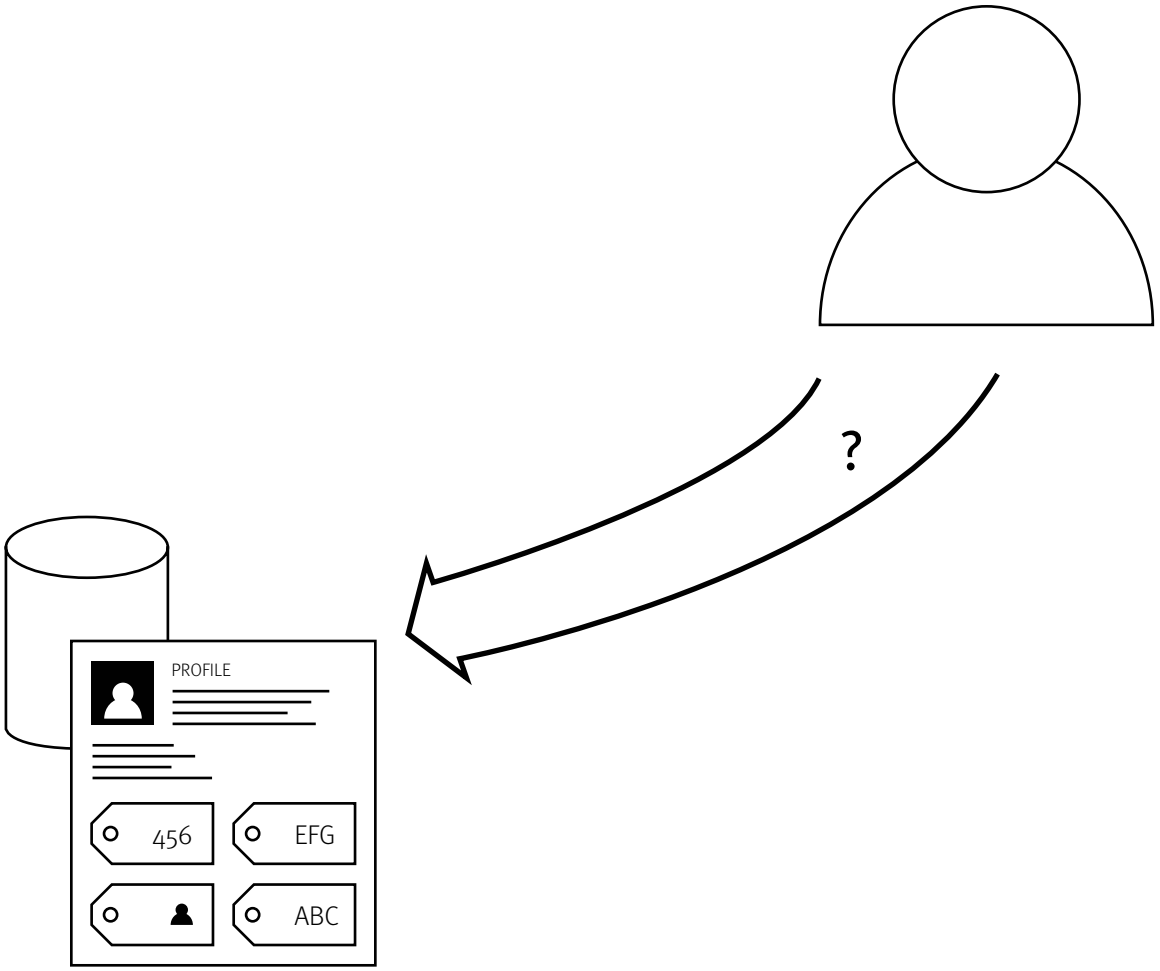




details and issues

details and issues

supplying the system with data



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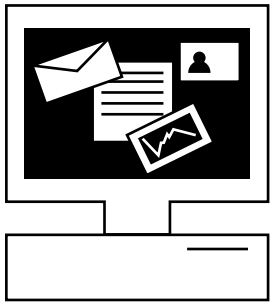

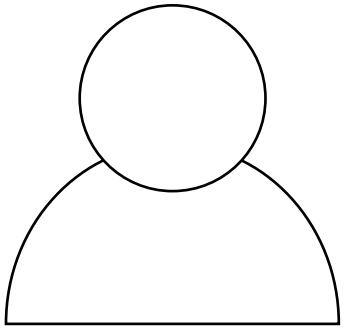

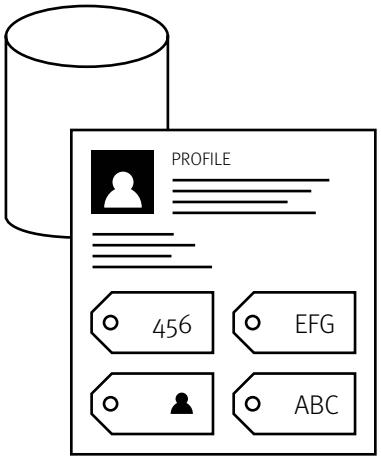

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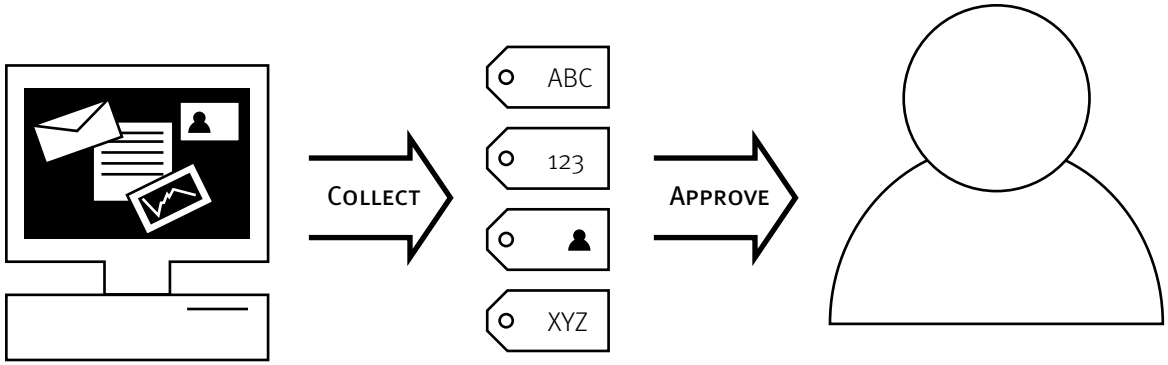

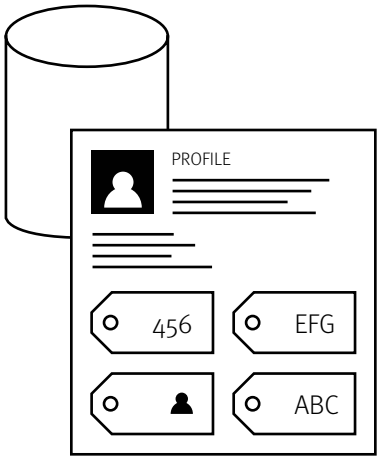

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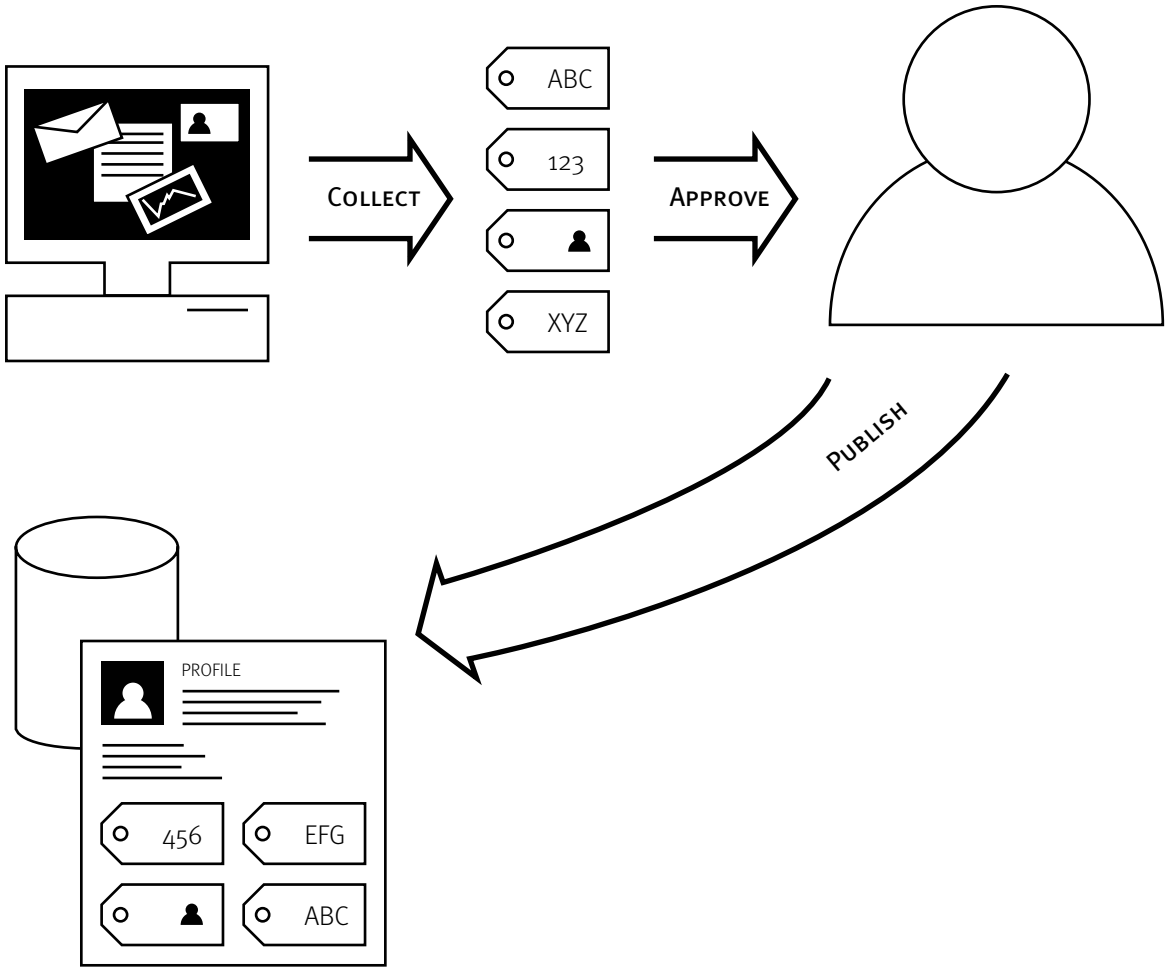

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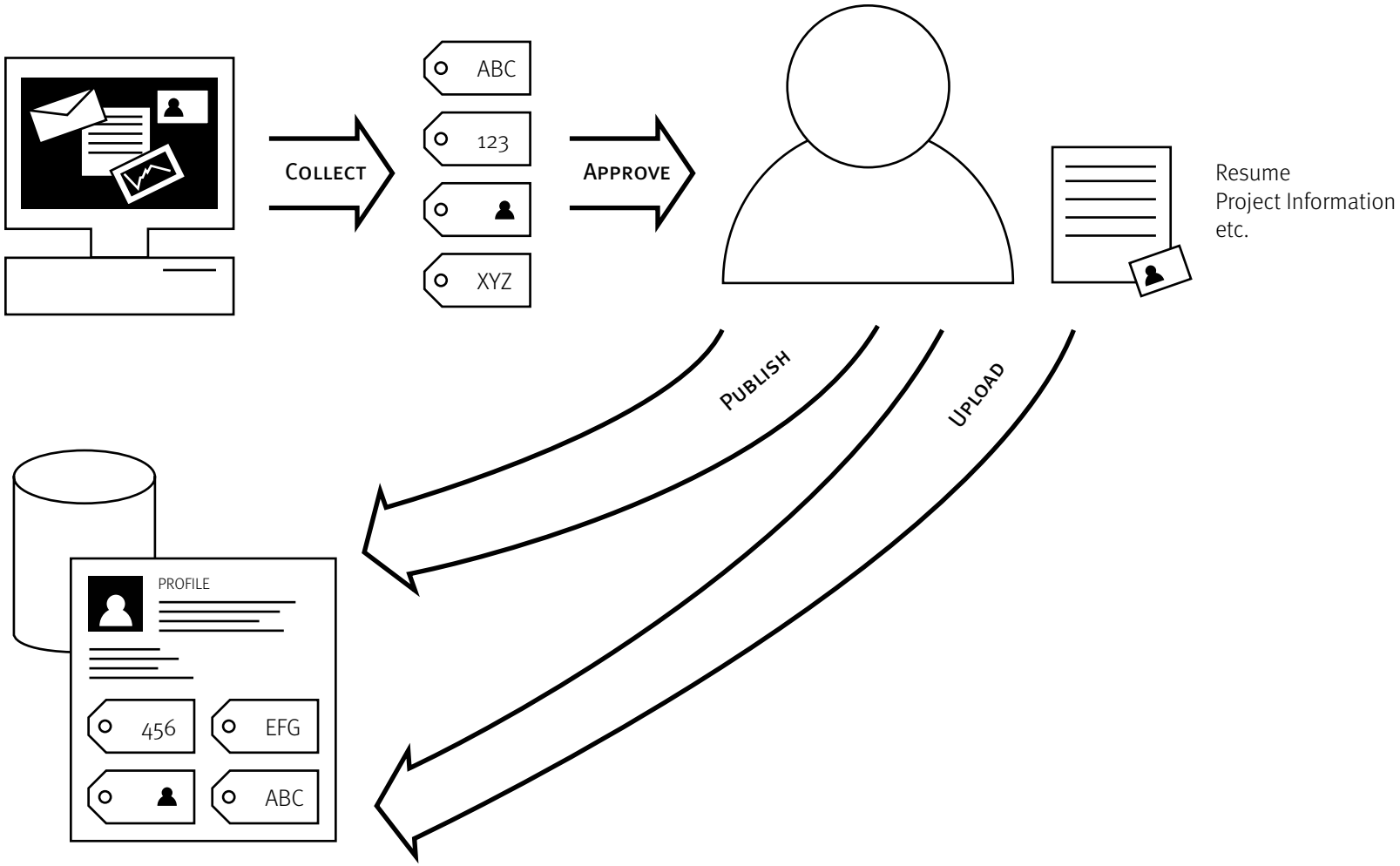
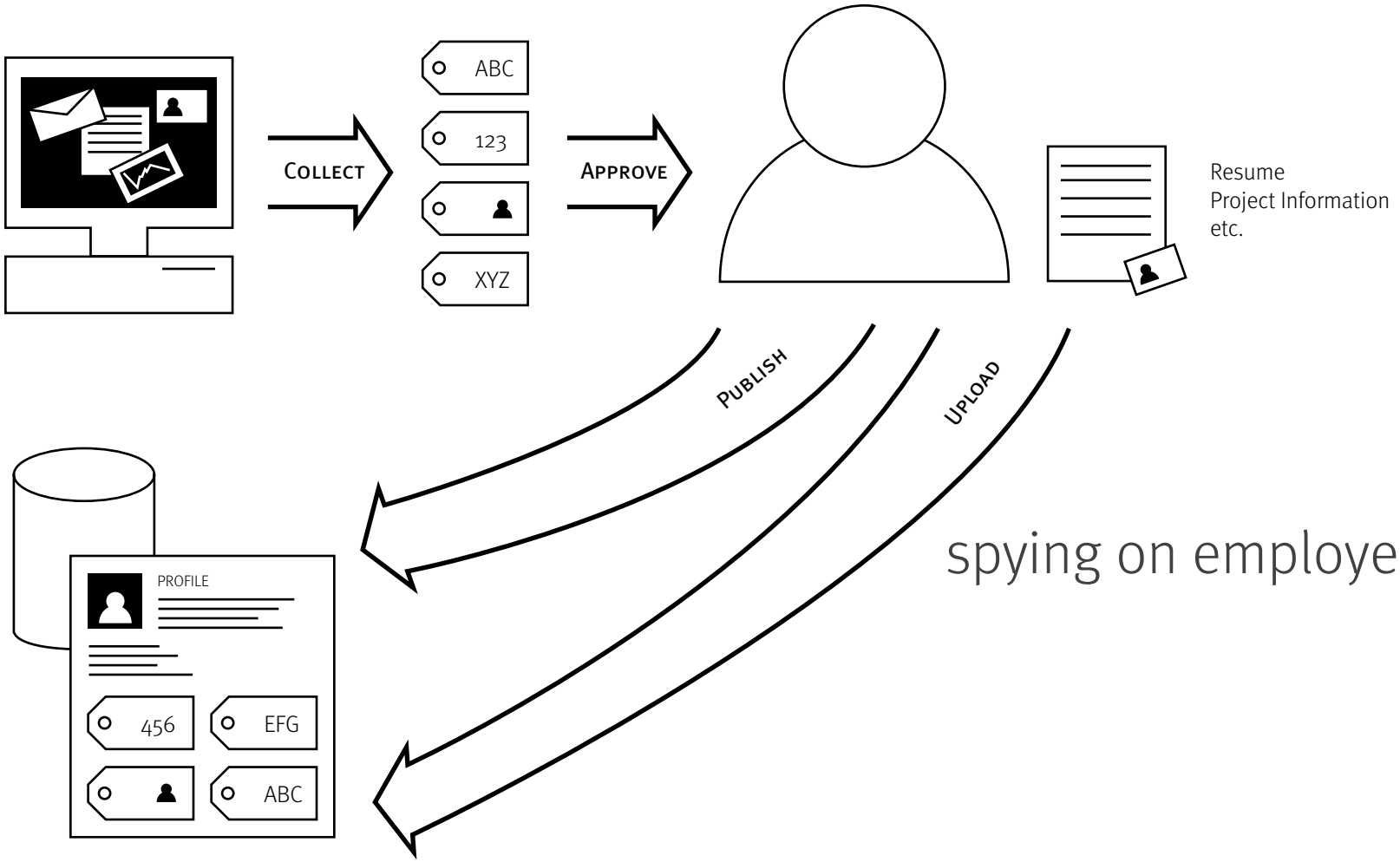


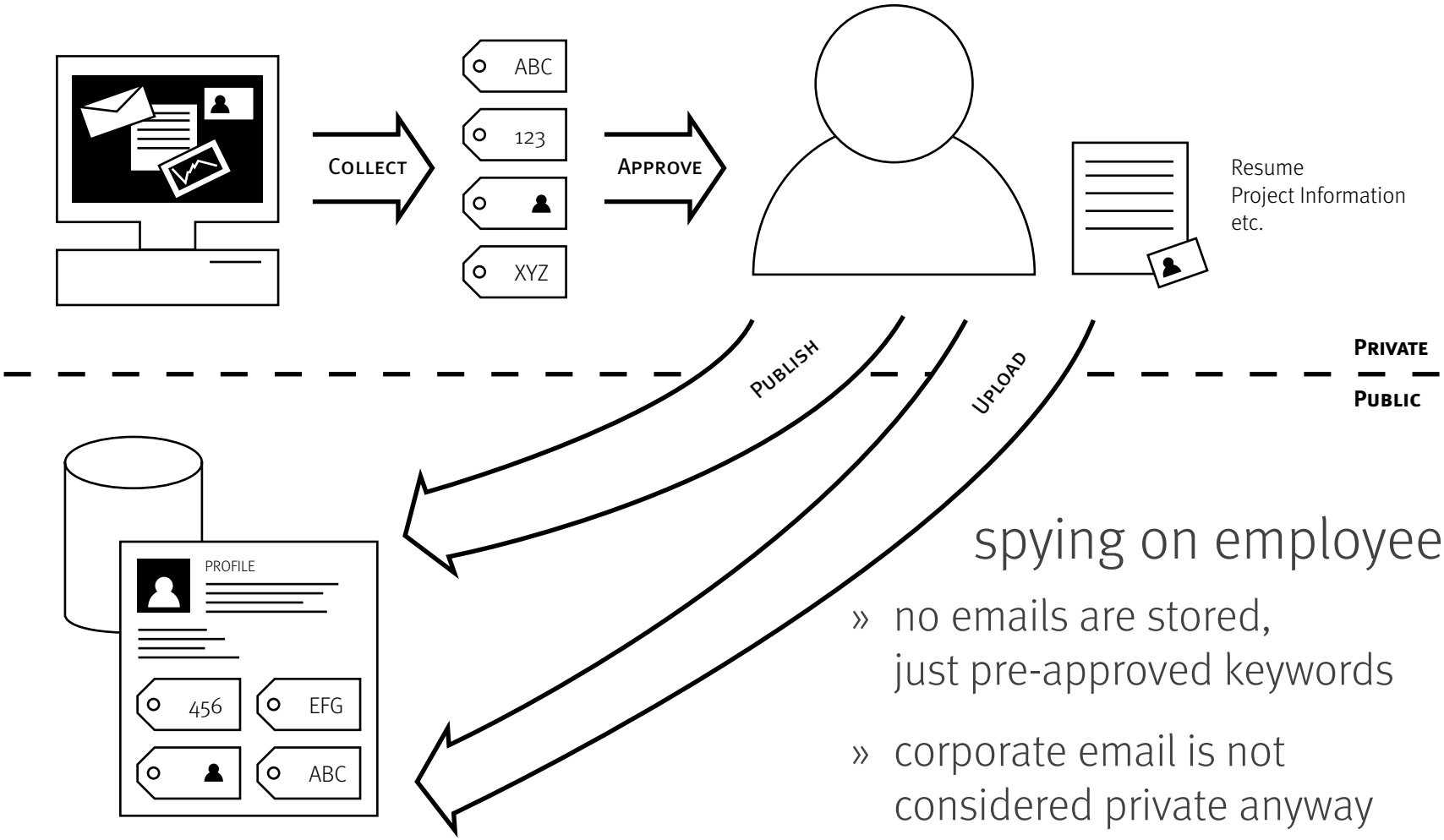
details and issues

privacy



spying on employees?

details and issues privacy



spying on employees?

» no emails are stored, just pre-approved keywords

» corporate email is not considered private anyway

publishing personal information

» millennials are already active in social networks
» privacy settings/access restrictions can be employed
» information visibility can be restricted to directly connected people

details and issues scalability

details and issues scalability

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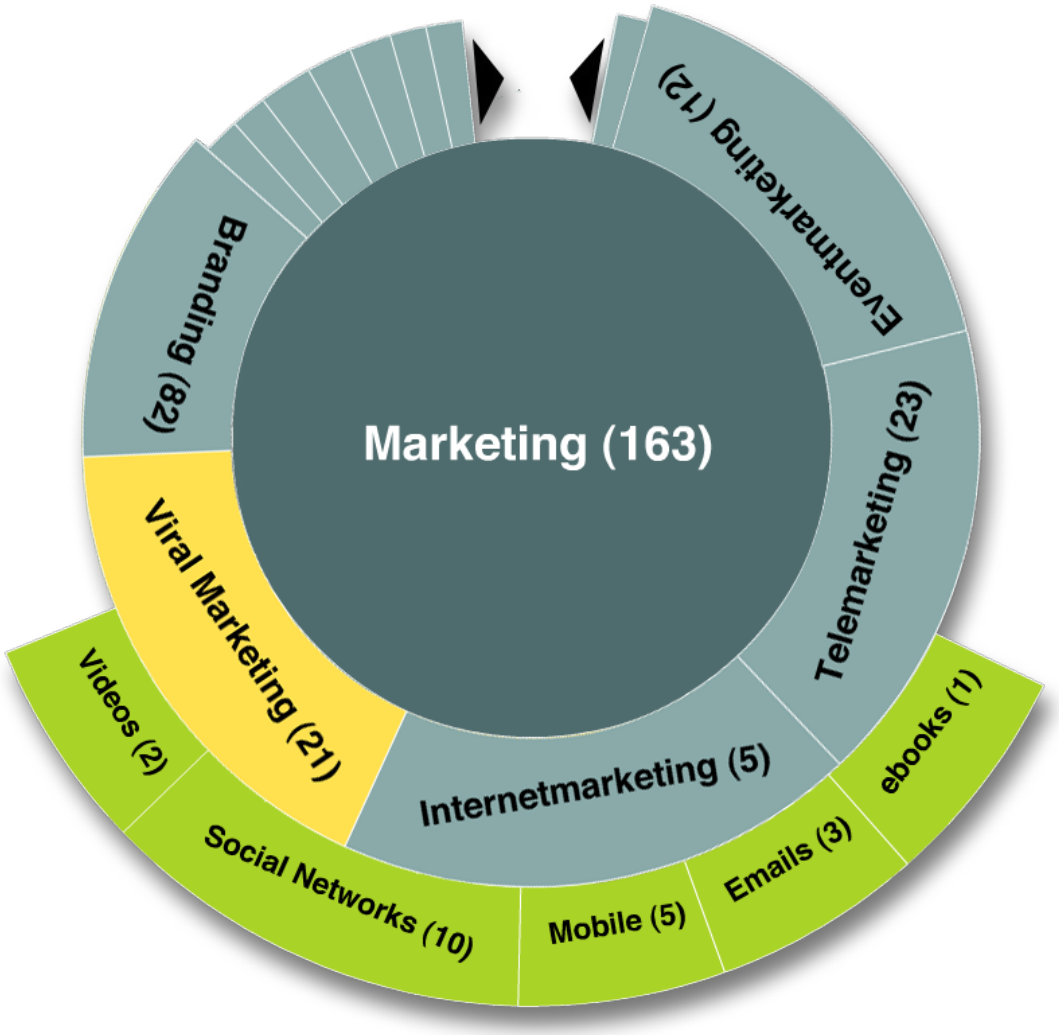
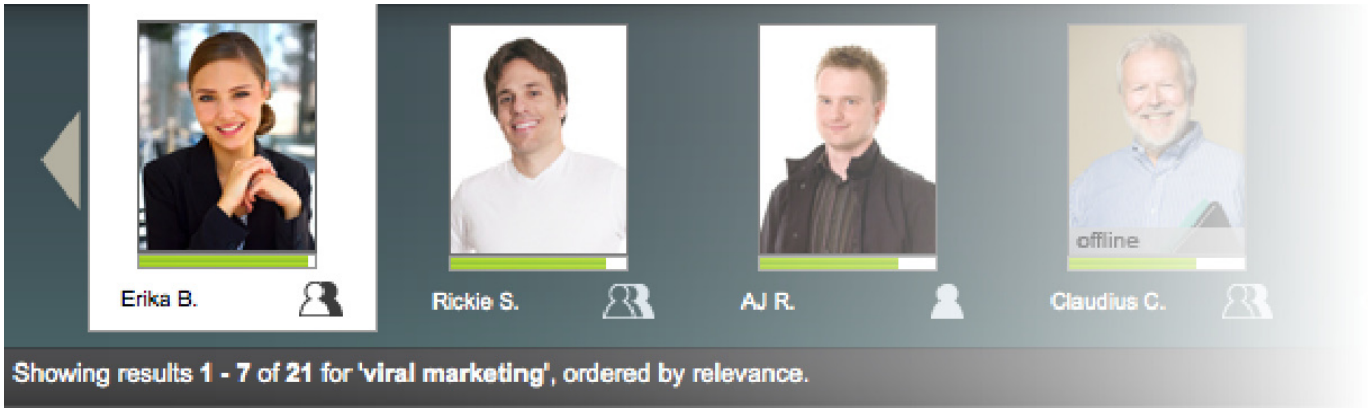
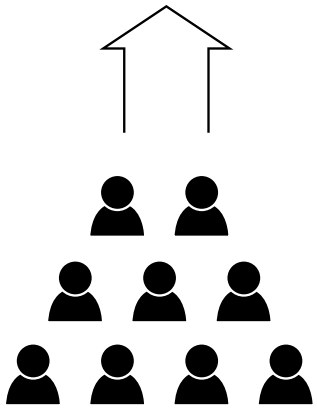


details and issues scalability

flooding of most knowledgable people





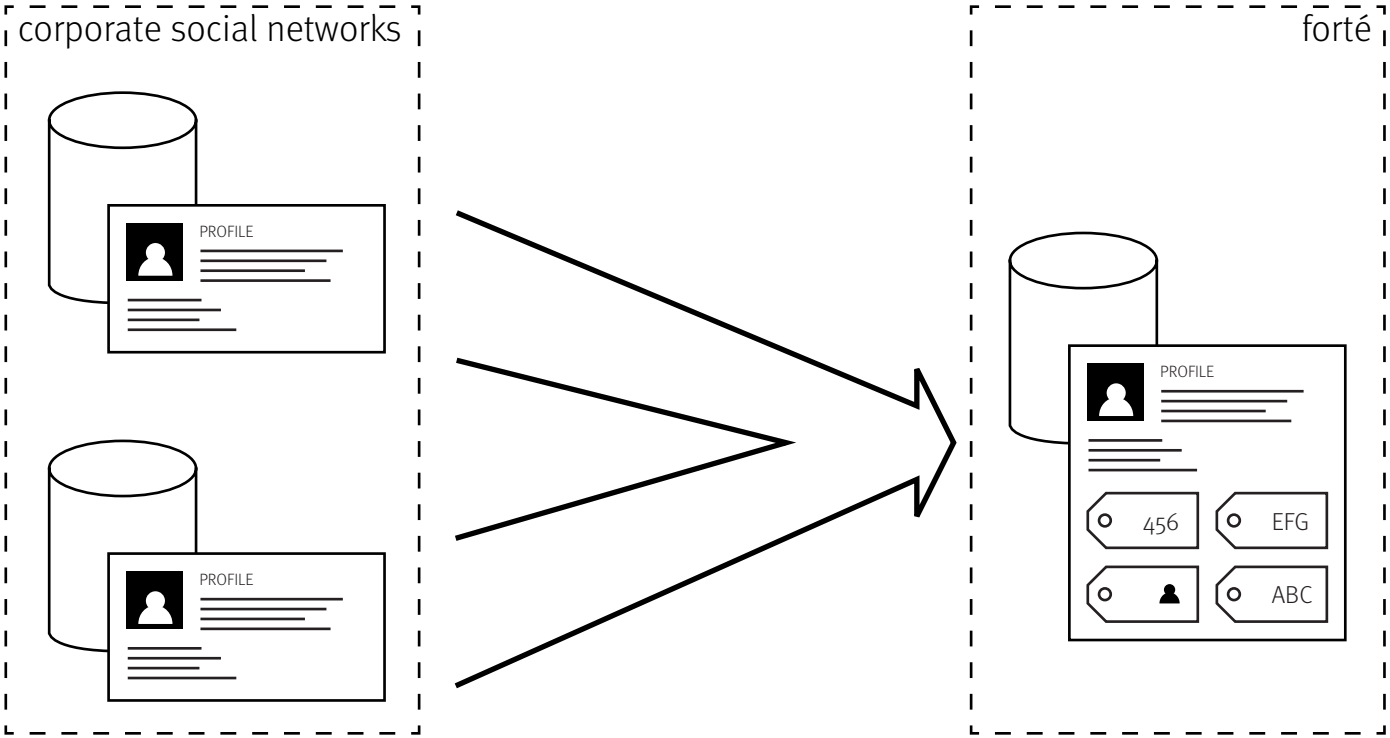
future directions

future directions

integration with existing corporate social networks

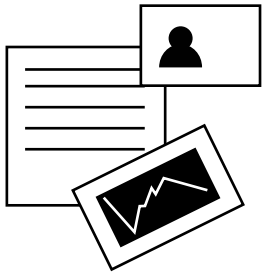
» new way to access information in corporate social networks

» provides actual productivity value

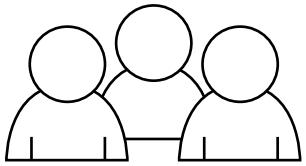


future directions

searching for information other than expertise or people



projects

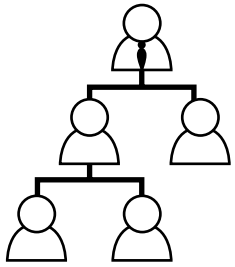


teams

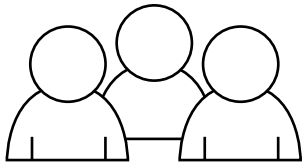
combinations

future directions

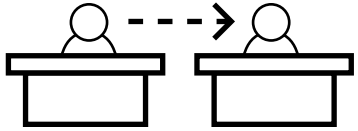
additional filter options



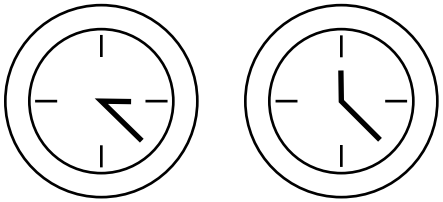
hierarchy



teams



proximity



time zone

future directions

better status and presence indicators

future directions

interface for mobile devices

» millennials already have a high affinity towards mobile devices
» millennials expect to be always connected
» being able to get help on-the-go would be highly beneficial

conclusion

conclusion

Create a **social tool** which enables companies to effectively **attract** and **engage** the next generation of workers by connecting people, places and resources within the enterprise to optimize the way work gets done and **knowledge is shared**

thank you for listening!

any questions?