



Usability Study Results Social Software They'll LOVE to Use



Presenter: Kay Corry Aubrey
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Agenda

1. Study background and overview
2. Study results
3. Enterprise social computing features that drive employee adoption
4. Summary and questions

Study background and overview



Our participants were hands-on Community Managers

Recruiting criteria:

- Provide training and day-to-day support to end users to help them get up to speed with the online collaborative community
- Have been involved in the evaluation & selection of a social computing platform for their organization
- Responsible for collecting metrics and reporting to senior management to demonstrate the value of their collaborative communities
- Their communities use SharePoint's collaborative feature plus one other social computing platform (one platform must be SaaS)

Community Managers understand the executives' and the end user's perspectives



Participant Profiles

Community Managers

| Name | Job title | Industry | Nature of communities | Size | Platform |
|--------|-------------------------------------|---------------------------------------|--|---------|---|
| Luke | Senior Systems Architect | Healthcare | Professional collaboration, project work, customer support | 40,000 | SharePoint, Yammer, Clearspace, Jive |
| Carl | Project & Community Manager | Computer hardware, software, services | Support virtual workforce (40%) | 350,000 | SharePoint, Jive, and home-grown technology |
| Maggie | Community & Social Media Manager | Professional organization | Communities of interest, project work | 45,000 | SharePoint, Higher Logic |
| Bruce | Senior Manager | Healthcare | Professional collaboration, project work, customer support | 40,000 | SharePoint, Yammer, Clearspace, Jive |
| Brooke | Community Analyst | Professional Services | Internal project work | 670 | SharePoint, Cisco |
| Chris | Program Manager & Community Manager | Professional Services | Customer support, internal projects | 14,000 | SharePoint, LifeRay |



Participant Profiles

Community Managers

| Name | Job title | Industry | Nature of communities | Size | Platform |
|--------------|---------------------------|---|--|--------|--|
| Alex | HR Manager | Temporary staffing | Customer support & internal projects | 36,000 | SharePoint, Salesforce, Google, Oracle |
| Jati | Sr. Applications Engineer | Engineering | Internal projects | 1,000 | Oracle, DSB, SharePoint |
| Dale | HR Manager | Higher Education | Internal projects & external communities of interest | 2,000 | SunGuard, SharePoint |
| Donna | Project Manager | Non-profit (international organization for world peace) | Internal projects, field office collaboration | 300 | SharePoint, Drupal, Red Dot |
| Jeff (pilot) | Sr. Systems Architect | Educational technology (secondary schools) | Collaboration around best practices and technology selection | 300 | SharePoint, Drupal, Google, AI Fresco |

Study results



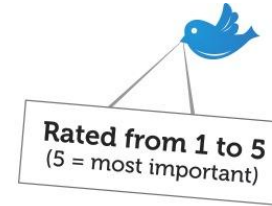
Features that drive employee adoption of Enterprise Social Software



Ability to post group messages



Ability to set up communities of interest



Ability to comment



Built-in community administration



Rich personal profiles



Expertise location



Ideation - Support for generating & evaluating ideas



Granular permissions for users to set up groups & projects (n=8)



Headlines



Leverage employee's existing familiarity with social media



- 1.** A design that provides an easy transition from Facebook, LinkedIn and Twitter, and allows for the creation of rich profiles.



Collaborative tools must be simple to understand



2. And a platform for Ideation as users can benefit from getting a large group of people to create and vet ideas that can have huge impact in their organizations.



Employ a user-centric vs. a document-centric approach



- 3.** The ability to find information through people, groups, and via a content search.



Design needs to facilitate discovery while reducing information overload



4. A powerful recommendation engine that brings awareness to related content, groups and employees that an user might not have known.



Community Managers liked a simple and familiar user interface

- The design is an **easy transition from FaceBook, LinkedIn, and Twitter**
- **Navigation is simple, easy to follow, and flows to similar things**
- There is a lot of content on one page but it is **clearly separated**
- **Community has a dynamic feeling** because it is always changing
- When asked about compelling qualities, several used the word **“fun”** as an objective



“This design makes it personal to you... there is a feeling of exclusivity while being part of other groups”

LUKE – Project Lead & Community Manager for healthcare technology



Rich Profile helps employees learn about the people around them

- Rich profiles are especially valuable for **geographically dispersed teams**
- Participants want to **learn** about other people's skill sets, context, & professional activities
- Profiles create an emotional bond with the organization and a **sense of community** – you can connect with people who share your skills and interests

People > Audrey Parsons

Audrey Parsons

working through my to-do list for the upcoming conference! So excited! · 20 days ago · 0 · 2

The Short Story
MarCom Specialist

I graduated from the University of Colorado at Boulder. I live in Mass Beach with my husband, Ned and my 2 kids, Elle and Noah. I try to lead by example environmentally, and do what I can as an individual: hybrid, telecommute, solar panels, individual water bottle... but I still have a few vices, namely diet pop and red meat.

I am so excited to be part of the ACME team. I am impressed with our products and look forward to spreading the ACME word!

Profile Completion
100%

Details
650.455.532
PeopleSoft Badge #
Expertise
Dog Shows, Marketing communications, Public Relations, social media
Location
Philadelphia, PA
Hire Date

Audrey's Updates from Philly
Just a Myth
Why just?
How about, "amazingly, they've created a myth..."
A myth is why this video is funny.
Isn't that the dream of any marketer? To create a myth?
Brand as mythology
Just under the wire, L. Frank Baum's heirs have no copyright protection on The Wizard of Oz. As a result, there are Broadway musicals, concordances, prequels, sequels and more. All of which creates a rich, emotional universe (and makes the copyrighted movie even more valuable).
Most of us remember the mythology stories they taught us in school (Zeus and Thor

My Groups

- Professional Serv 2 members
- Education Client 1 member
- Philadelphia, PA 21 members
- Singapore 10 members
- London 13 members

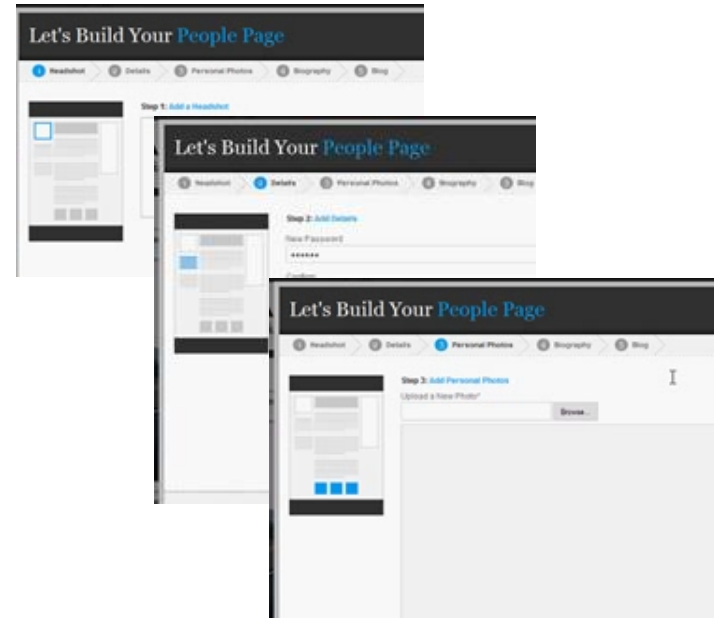
“Our biggest goal is always getting people to work together – to break down the silos... people could learn about each other so they could work together comfortably”

ALEX – HR Manager for an international temporary staffing agency



Profile creation should be natural and effective

- Community Managers said that getting employees to fill out their profiles was a **major hurdle**
- To realize the benefit of an online community a “critical mass” of **completed profiles** is needed
- Creating a profile should be part of the **initial user experience** and only take a few minutes



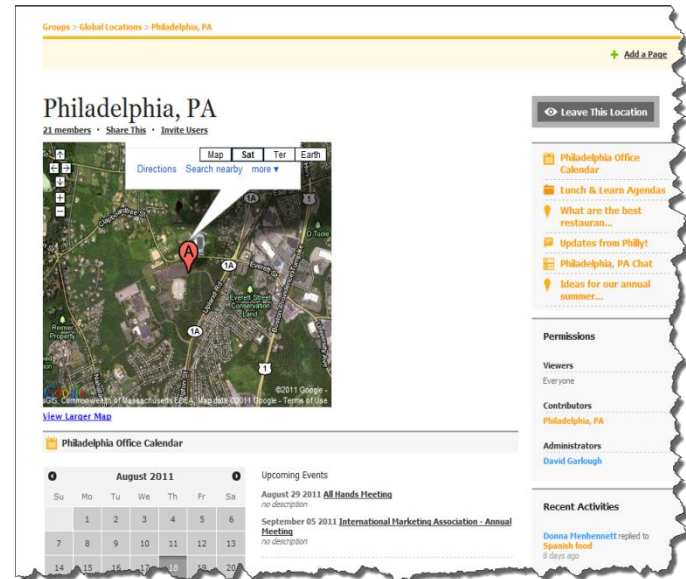
“The profile in this product really makes people human. It creates more of a team feeling”

CARL – Community Manager for a very large (350,000 employees) hardware, software, & services manufacturer



Emphasis on location enhances adoption

- People bond over lunch. They would go to the location page to find restaurants recommended by co-workers. This scenario would **get people using the platform**
- Participants like maps, mashups, and orienting information on a location. This would be **extremely useful** when visiting field offices
- Location would be a **key benefit** for larger companies that are doing mergers and acquisitions.



“Having access to personalized location information would increase social networking...we have a stressed work life and anything that brings people together is good”

JATINDER – Senior Applications Engineer with an engineering company



People Centric vs. Document Centric Enterprise Social Software



Ability to post group messages



Ability to comment, like, share



Ability to set up communities of interest



Rich personal profiles



Expertise location



Ideation-support for generating and evaluating ideas



In addition to performing tasks, participants completed several standard usability surveys

Product Reaction Cards

- Participants quickly select 5 attributed from among 118 choices
- The attributes are balanced between positive and negative

PRODUCT REACTION CARDS
Please choose 5 attributes from this list that describe your feelings about the AT&T Connect Free Trial Web Site

| | | | | |
|---------------|--------------|------------------|---------------|-----------------|
| accessible | creative | fast | meaningful | slow |
| advanced | customizable | flexible | nonreacting | overreacted |
| amazing | cutting edge | fragile | not secure | seaside |
| appealing | dated | frivol | not valuable | scenic |
| approachable | desirable | friendly | novel | stimulating |
| attractive | difficult | frustrating | old | strange forward |
| boring | disconnected | fun | optimistic | stressful |
| businesslike | disruptive | gets in the way | ordinary | time-consuming |
| busy | distracting | hard to use | organized | time-saving |
| calm | dull | helpful | overbearing | too technical |
| clear | easy to use | high quality | overwhelming | uncomfortable |
| clear | effective | impersonal | patronizing | unapproachable |
| collaborative | efficient | insipid | personal | unproductive |
| comfortable | effortless | incomprehensible | poor quality | unpredictable |
| competitive | empowering | inconsistent | powerful | unconventional |
| compelling | energetic | incomplete | predictable | understandable |
| complex | engaging | innovative | professional | undesirable |
| comprehensive | entertaining | inspiring | relevant | unpredictable |
| confident | enthusiastic | integrated | reliable | unreliable |
| confusing | essential | intimidating | responsive | usable |
| consistent | exceptional | irritating | rigid | usable |
| consistent | exciting | irritating | satisfying | usable |
| convenient | expected | irrelevant | secure | |
| convenient | familiar | low maintenance | simple/direct | |

System Usability Scale

- Participants answer 10 questions on key aspects of usability
- Survey produces a score between 0 and 100; a score <60 is considered poor

SYSTEM USABILITY SCALE

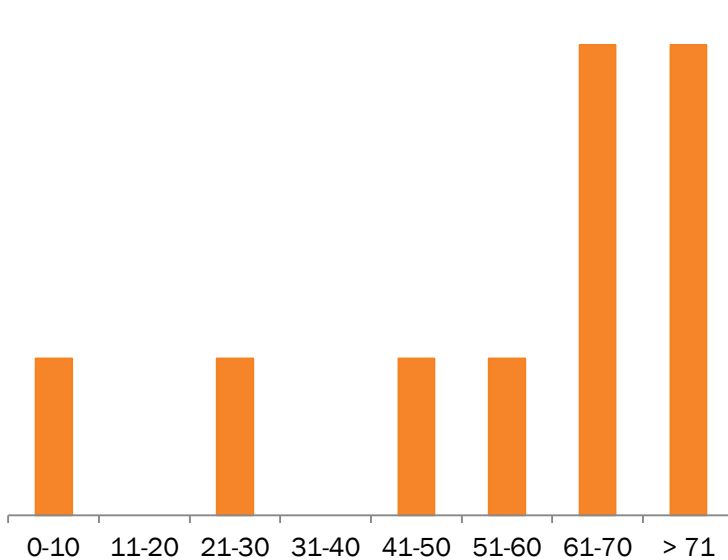
Please provide a candid answer to each of these 10 questions, as they relate to your experience with the Bomgar product.

| QUESTION | RESPONSE |
|--|---|
| 1 I think I would like to use this product frequently | 1 (strongly disagree) to 5 (strongly agree) |
| 2 I found the product unnecessarily complex | 1 (strongly disagree) to 5 (strongly agree) |
| 3 I thought the product was easy to use | 1 (strongly disagree) to 5 (strongly agree) |
| 4 I often have to read documentation or talk with someone who has more expertise to be able to use this product. | 1 (strongly disagree) to 5 (strongly agree) |
| 5 I found the various functions in the product were well integrated | 1 (strongly disagree) to 5 (strongly agree) |
| 6 I thought this product was too inconsistent | 1 (strongly disagree) to 5 (strongly agree) |
| 7 I would imagine that most people would learn to use this product very quickly | 1 (strongly disagree) to 5 (strongly agree) |
| 8 I found this product cumbersome to use | 1 (strongly disagree) to 5 (strongly agree) |
| 9 I am very confident using this product | 1 (strongly disagree) to 5 (strongly agree) |
| 10 I needed to learn a lot of things before I get going with this product | 1 (strongly disagree) to 5 (strongly agree) |

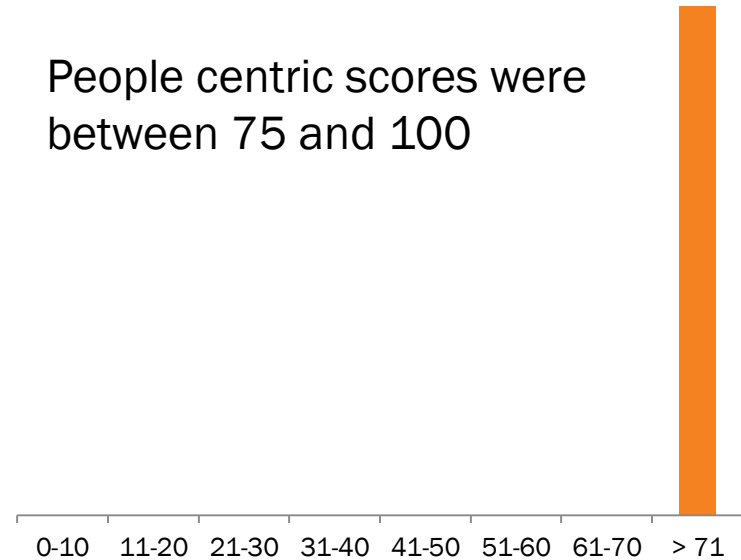
Community Managers completed same set of surveys for both Document and People Centric Platforms



System usability Scale (SUS) scores indicate a people centric platform has superior overall usability



Document Centric



People centric scores were between 75 and 100

People Centric

SUS scores < 60 indicate poor usability.



Document Centric – Community Managers chose 15 negative and 35 positive attributes



Text size indicates number of times that attribute was chosen. Refer to study spreadsheet to see cards chosen by each participant



People Centric – Community Managers chose 1 negative and 49 positive attributes



Text size indicates number of times that attribute was chosen. Refer to study spreadsheet to see cards chosen by each participant

The End



About us

Kay Corry Aubrey, User Experience Researcher and author of this study

Kay Corry Aubrey is the owner of Usability Resources, which specializes in user-centered research and design. Kay has over 20 years of experience in applying qualitative research methods and usability testing to technology-oriented products and collaborative software. She has led user research and usability and design efforts for dozens clients including AT&T, Affinova, Constant Contact, Monster Worldwide, the Massachusetts Medical Society, the Mayo Clinic, and iRobot.

Kay has taught at Northeastern University and Bentley University's Center for Human Factors and Information Design. She is the Managing Editor of the *QRCA VIEWS* magazine, a market research journal that is read by over 5,000 qualitative research consultants and buyers. Kay has an MSW from Boston University's School of Social Work, an MS in information systems from Northeastern University's Graduate School of Engineering, and a BA from McGill University. She is a RIVA-certified Master Moderator who enjoys doing research with both groups and individuals.

For further information on Kay's background, please visit www.UsabilityResources.net or contact her at Kay@UsabilityResources.net.



Webinar Wrap Up

- Thank you for your time
- Continue the discussion on Twitter: @MoxieSoft
- Session recording and presentation will be sent via email
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