



How do you find out what staff need?

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Success

Failure



Don't despair, I will show
you how to redesign your
intranet and
make it work for staff

An intranet will only be
used if it's useful

How do we make it that
way?

NOT by asking staff what
they want

but by..finding out
what they need

It's more about

- What info they need **to do their jobs**
- Understanding **who your users are**
- The **environment** in which they work
- Their **daily tasks**
- and what's going to **make life easier**



Start with research

Who to include

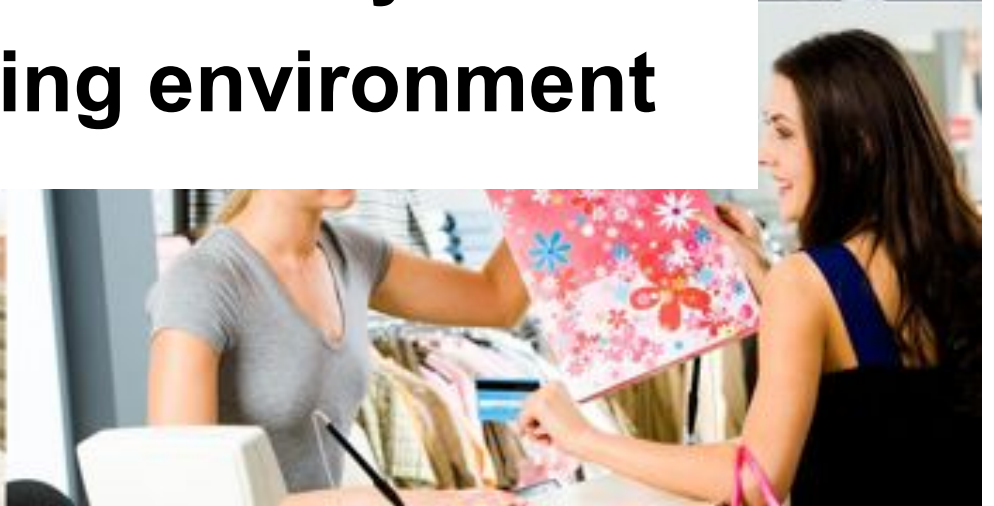


A photograph of a red running track with the word "START" painted in white on it. The track is bordered by a green field. A white rectangular box is overlaid on the right side of the track, containing text.

**At the beginning of the
project before design or
build**



**Conduct research in your
user's working environment**





What to ask?



**Don't ask staff what
they want**

Instead ask them

- What do you do in your job?
- What does this involve on a day-to-day basis?
- What information do you need to do your job?
- Where do you currently get this from?
- How do you find out what's happening?
- What are some of the frustrating or difficult tasks you have to perform?

How to get the info you need

Research techniques



Focus groups



Staff and Stakeholder interviews



Surveys



Contextual inquiry



Workplace observation



Remote research



Interviews

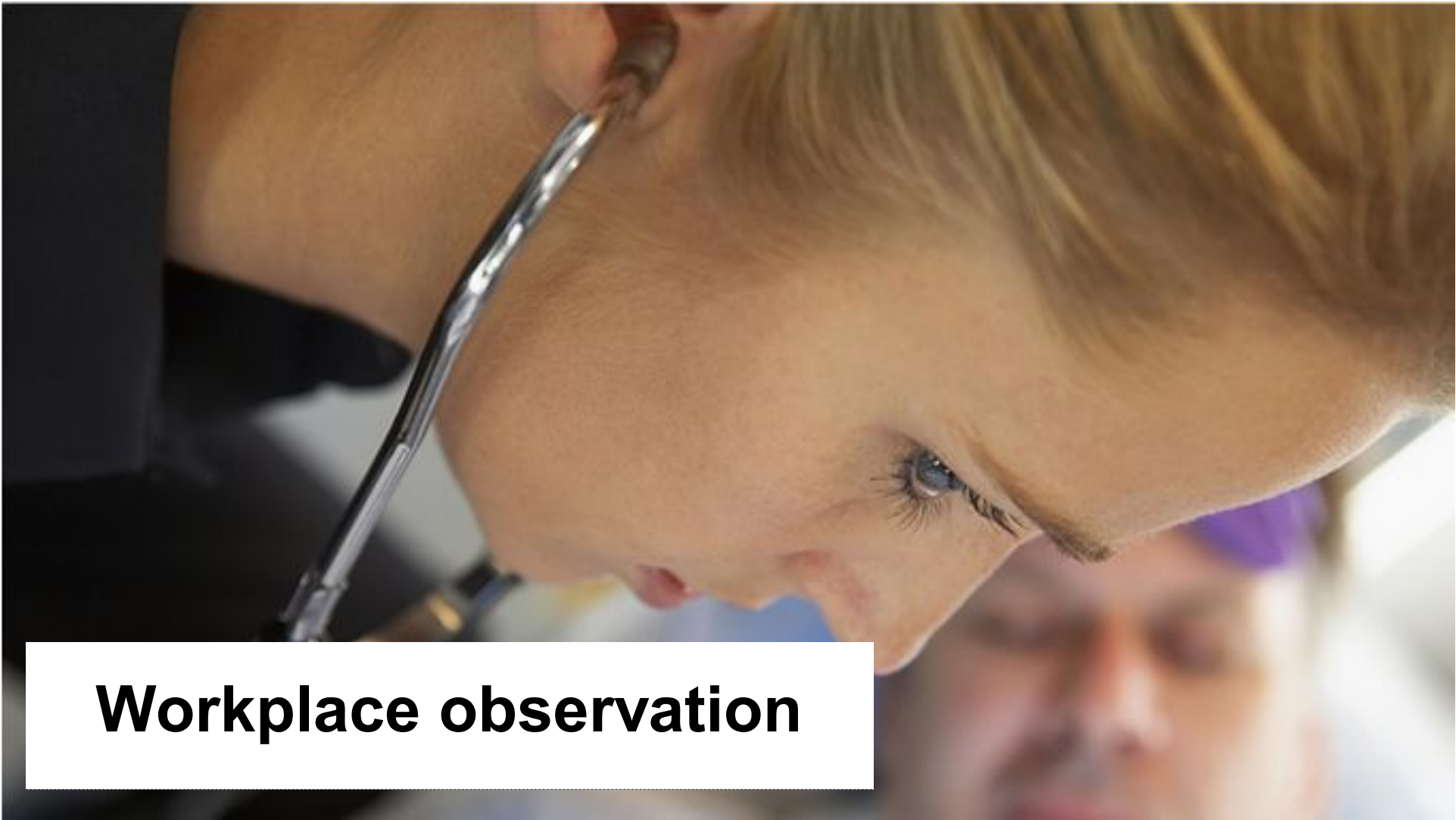
Planning needs analysis

- An hour for each interview
- Record sessions
- Protect the anonymity of staff
- 3 5 days of research will identify most issues
- Same amount of time is required for analysis

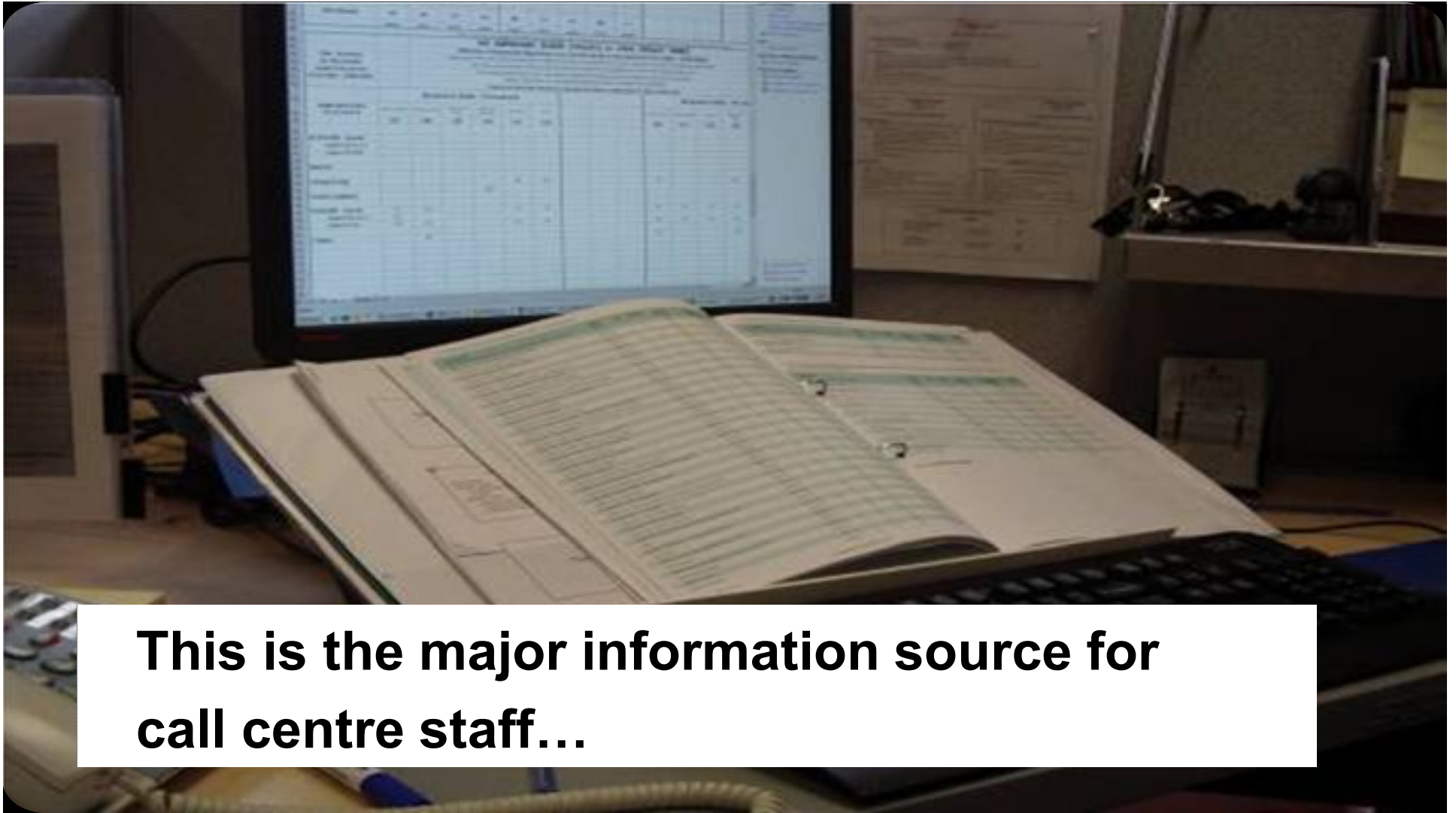


Listen for:

- Issues
- Quotes
- Areas of frustration
- Info sources and needs
- Tasks staff use the intranet for
- Communication channels
- Usability issues



Workplace observation



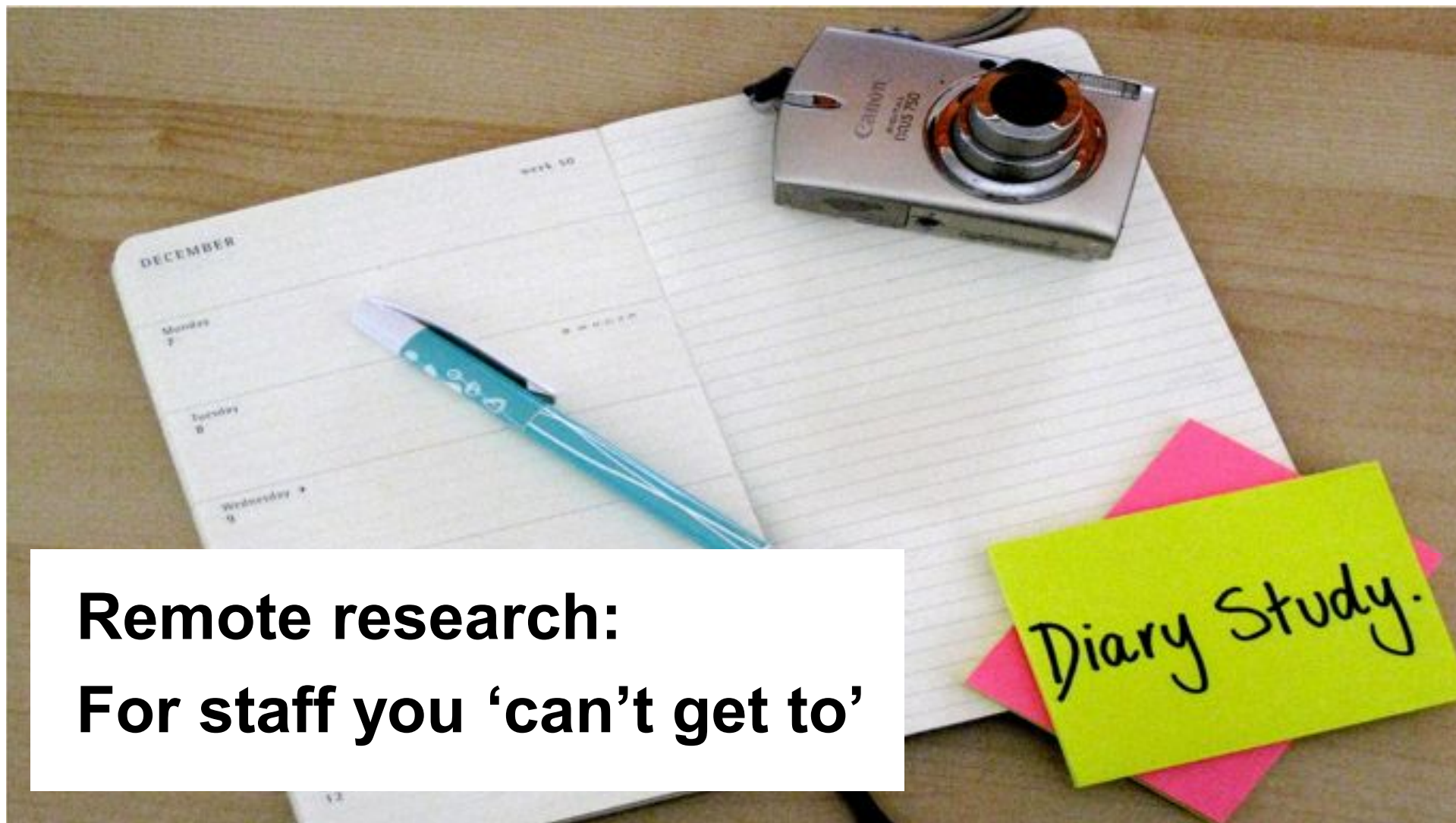
This is the major information source for call centre staff...



... there's no shortage of paper ...



... and the rest of the paper.



**Remote research:
For staff you 'can't get to'**



HR Space diary study

We are wanting to find out more about what information you use to do your job

Thank you for participating in the Coca-Cola Amatil HR Space project. As part of our initial research we are wanting to find out more about what information you use to do your job, what your role involves and how we can make it easier for you to do your job and find information.

What do I have to do?

Please complete a diary entry each day (either online or in the paper diaries provided). The study will last for 2 weeks. If you have a paper diary, we ask you to scan or photocopy and fax through your diary entries on Wednesday and Friday each week. You will be given instructions on what to include in the diary.

We will be asking you to tell us about what happened in your day. What questions were you asked? What resources did you use? What documents did you create or refer to? What was the most frustrating thing that happened today?

All responses are confidential and no responses will be linked to your name. You will be asked to provide your name throughout the research so we can follow up with any questions.

Where do I go for help?

Call or email Rebecca Rodgers who is conducting the research
Contact your local office/country co-ordinator
Rebecca will call you within the first few days of you starting to see if you have any questions

Do I have to keep a paper diary or can I do this online?

You have a choice to complete this online or in a paper diary. You can choose which you would prefer.

What's next?

You will have an initial phone hook-up with Rebecca to discuss the project and what we need from you. At this time you will have a chance to nominate whether you would like to do this online or paper based.

Contact details

For more information or questions, contact:

Rebecca Rodgers
Step Two Designs
Rebecca@steptwo.com.au
+61 413 802 697



Tips:

- Introduce yourself and make it personal
- Provide briefing notes
- Consider staff preferences
- Consider barriers
- Keep in touch



HR Space diary study

We want to find out more about the information you need to do your job. Write about what happened today in your own words.

Complete each of the fields below before the end of each day and click on submit.

Your name

Rebecca Rodgers

(required)

What are the regular tasks you complete (weekly, monthly, yearly)

Salary review - June
Performance plans - July

What questions were you asked today?

Manager: can my staff work through the Christmas break?

Sales staff: I have no annual leave, can I take leave without pay over Christmas?

Online diary study

List the documents and/or resources you used today and where they are stored

HR Strategy 2009: stored on shared drive
Letter to all staff: stored on my computer
Email to all staff re: Christmas leave: email folder
Intranet: leave policy
Government website: Award entitlements

What was the most frustrating thing that happened today?

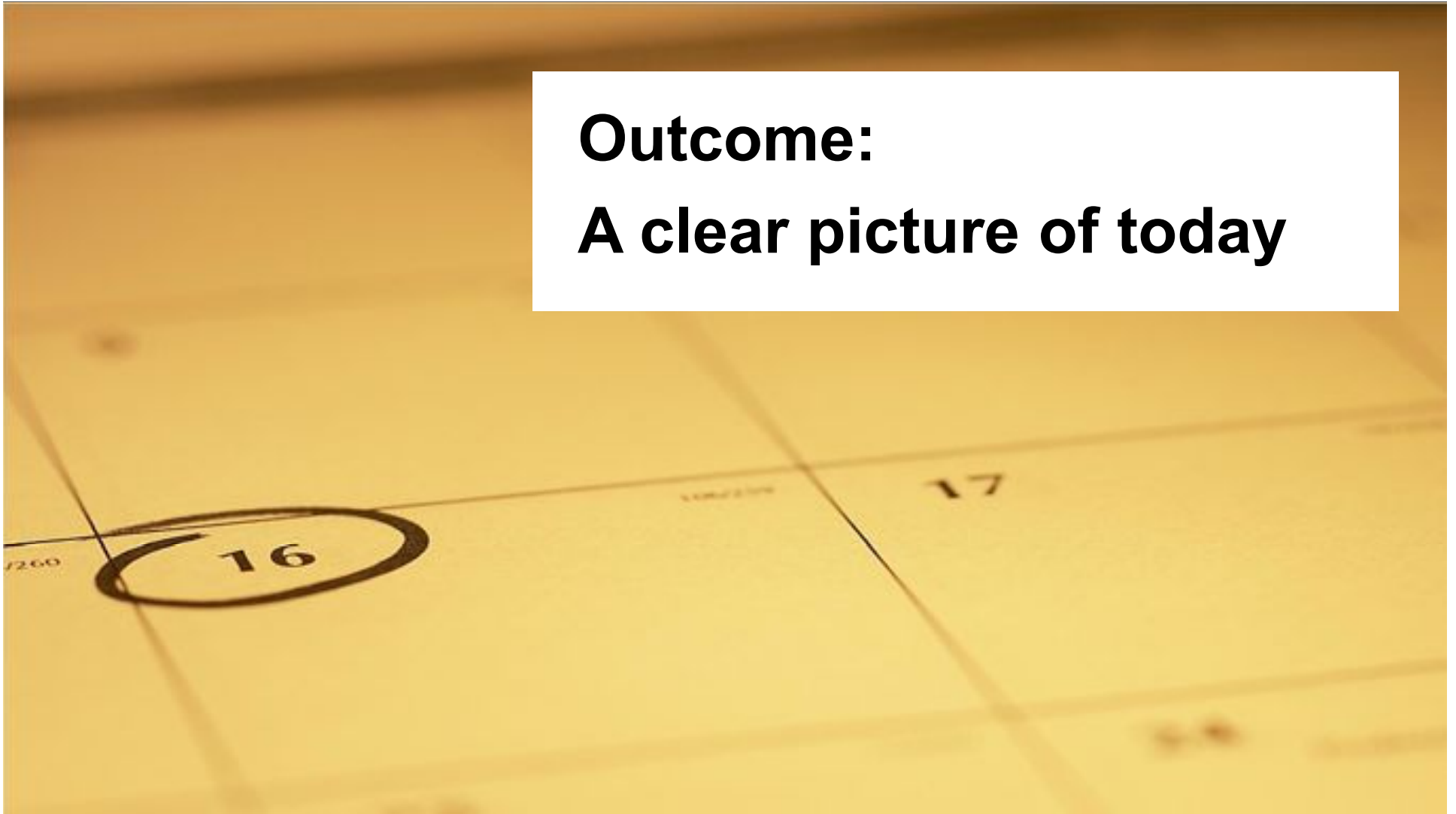
Craig in the Sydney office wasn't able to access the notes from our local project team meeting.

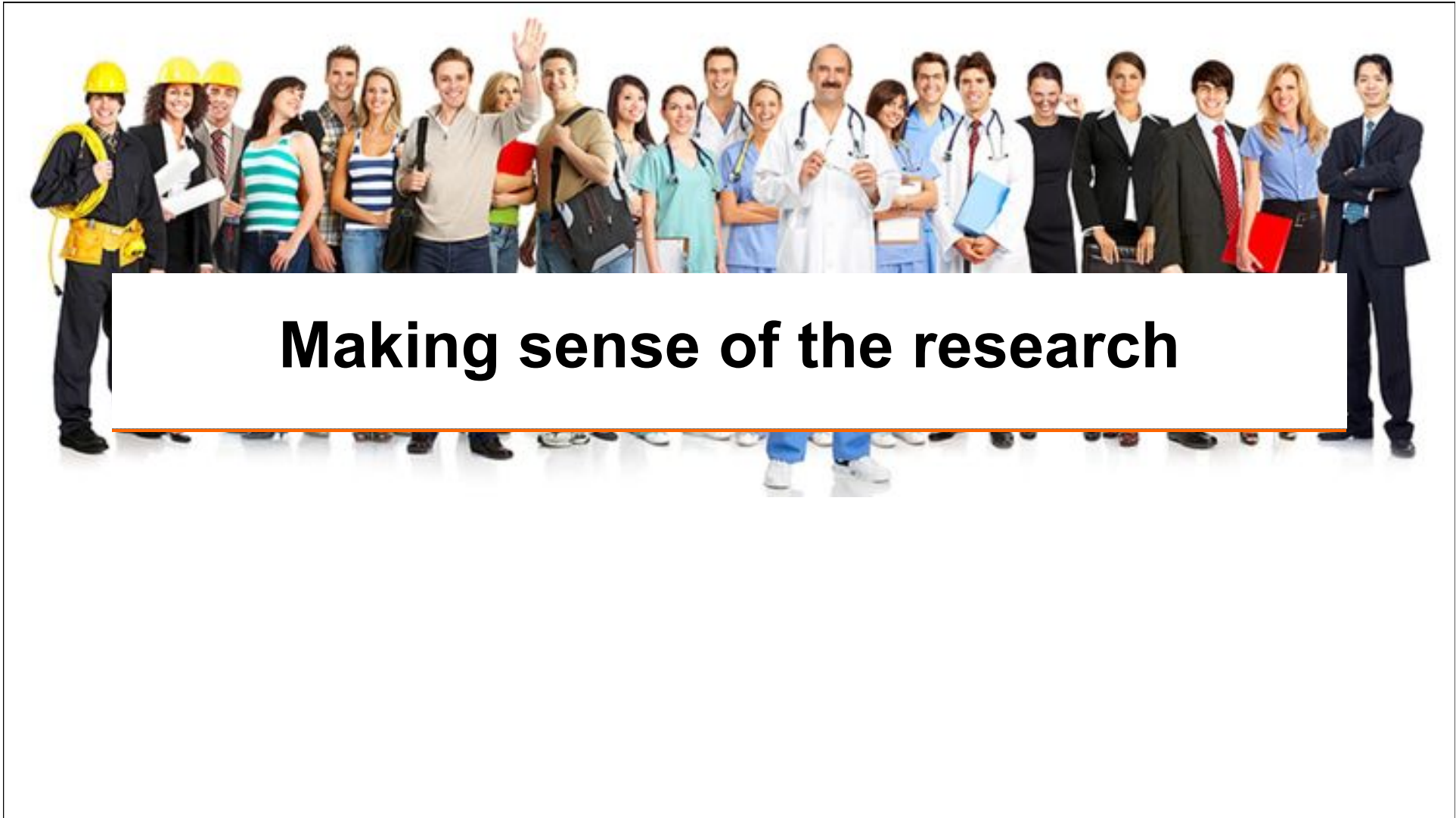
Submit

Questions?

Please contact Rebecca Rodgers +413 802 697 or rebecca@steptwo.com.au or see [instructions](#).

**Outcome:
A clear picture of today**





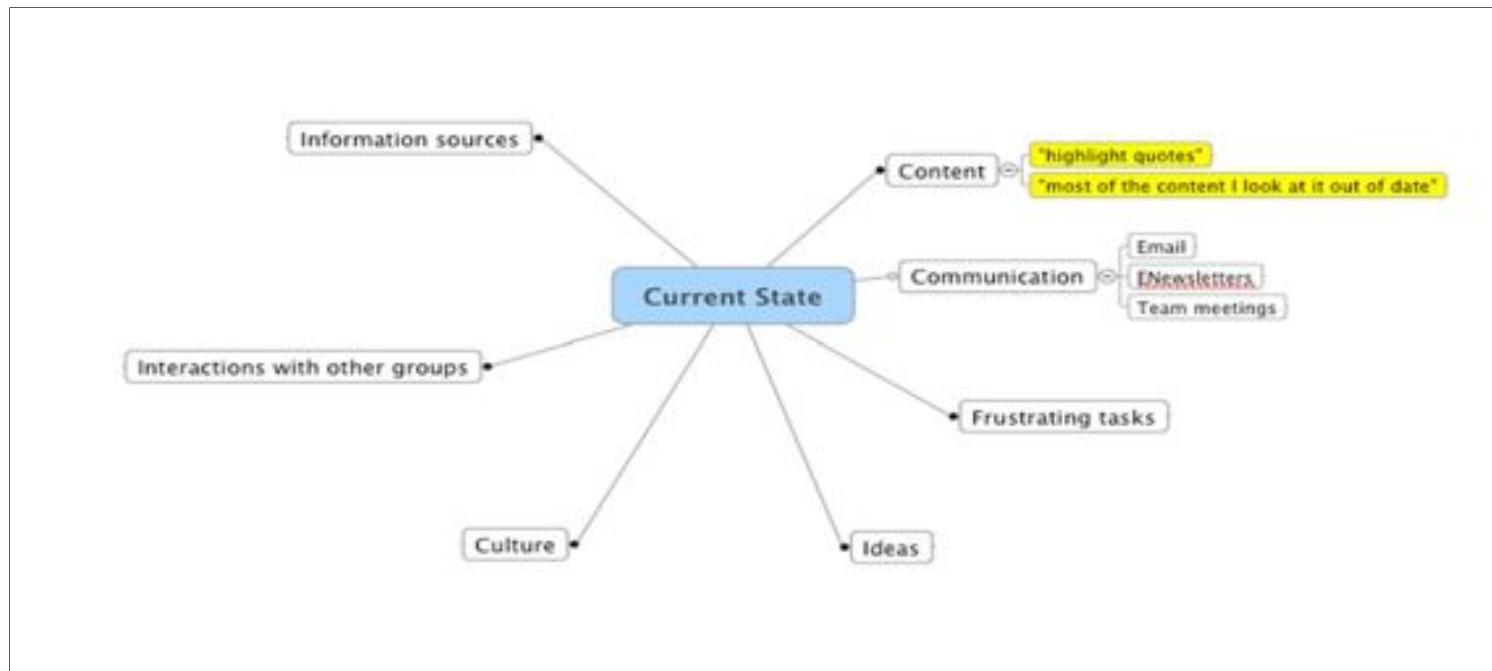
Making sense of the research



Include all available info

- Usage statistics (including search reports)
- Staff satisfaction
- Internal communications research
- Info sources and needs
- Corporate strategy
- IT strategy
- Intranet Review Toolkit

Start by summarising interview results



Looking for

- Main information sources and needs
- Major issues impacting staff's ability to do their job
- Cultural or organisational issues impacting on intranet success
- Key business processes requiring support
- Opportunities for improving information management
- Frustrating tasks

The image features a background of numerous black spheres, each with a white question mark. In the foreground, a single red sphere with a white exclamation mark is positioned centrally. A white rectangular box is overlaid on the upper right portion of the image, containing the text "Compile the ideas collected".

**Compile the ideas
collected**

Identifying key tasks



What is the address for our Sydney office?



What positions are available at the moment?



How do I report an injury to a staff member?



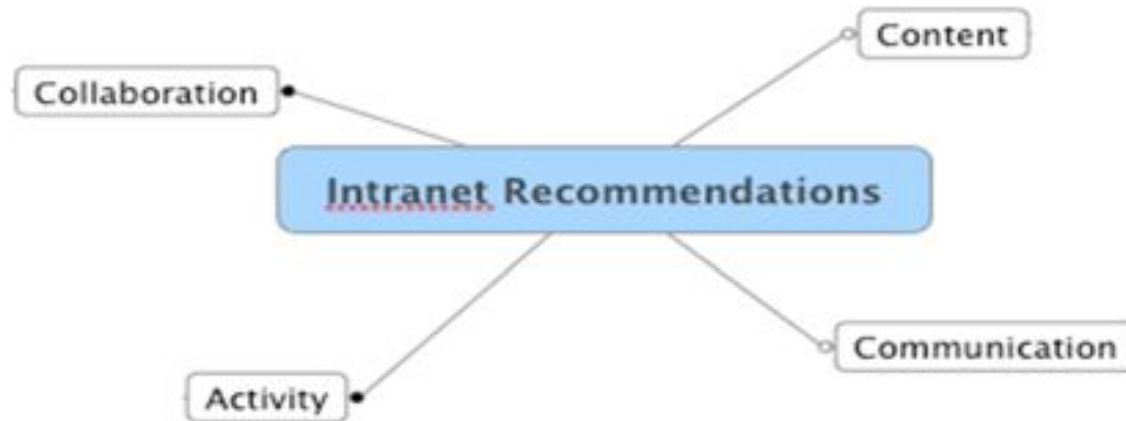
**Presenting findings to
secure budget**



Presentation to Executive

- Put yourself in their shoes
- Where you are (intranet current state)
- Where you want to be (intranet future state)
- How you are going to get there
- Target what motivates them

Summarising needs and recommendations



'We risk legal ramifications when providing out of date information '

'I might spend 20 minutes looking for something'

'It is impossible to find out who does what in different areas'

'I look at the intranet last'

Quotes and stories



Little time and no budget?



Key learnings

- Intranets will be used if they are useful
- Take time to understand staff needs
- Generate a wish list of activities
- Understand executive motivations
- Manage stakeholder expectations
- Present findings to secure budget

Find **five** staff in your organisation that you don't know what they do .

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