

UNICREDIT GROUP INTRANET: UX MATTERS



Intranets2016

Fabio Delton

Head of Social & Digital Internal Communications

Sydney – June 2, 2016

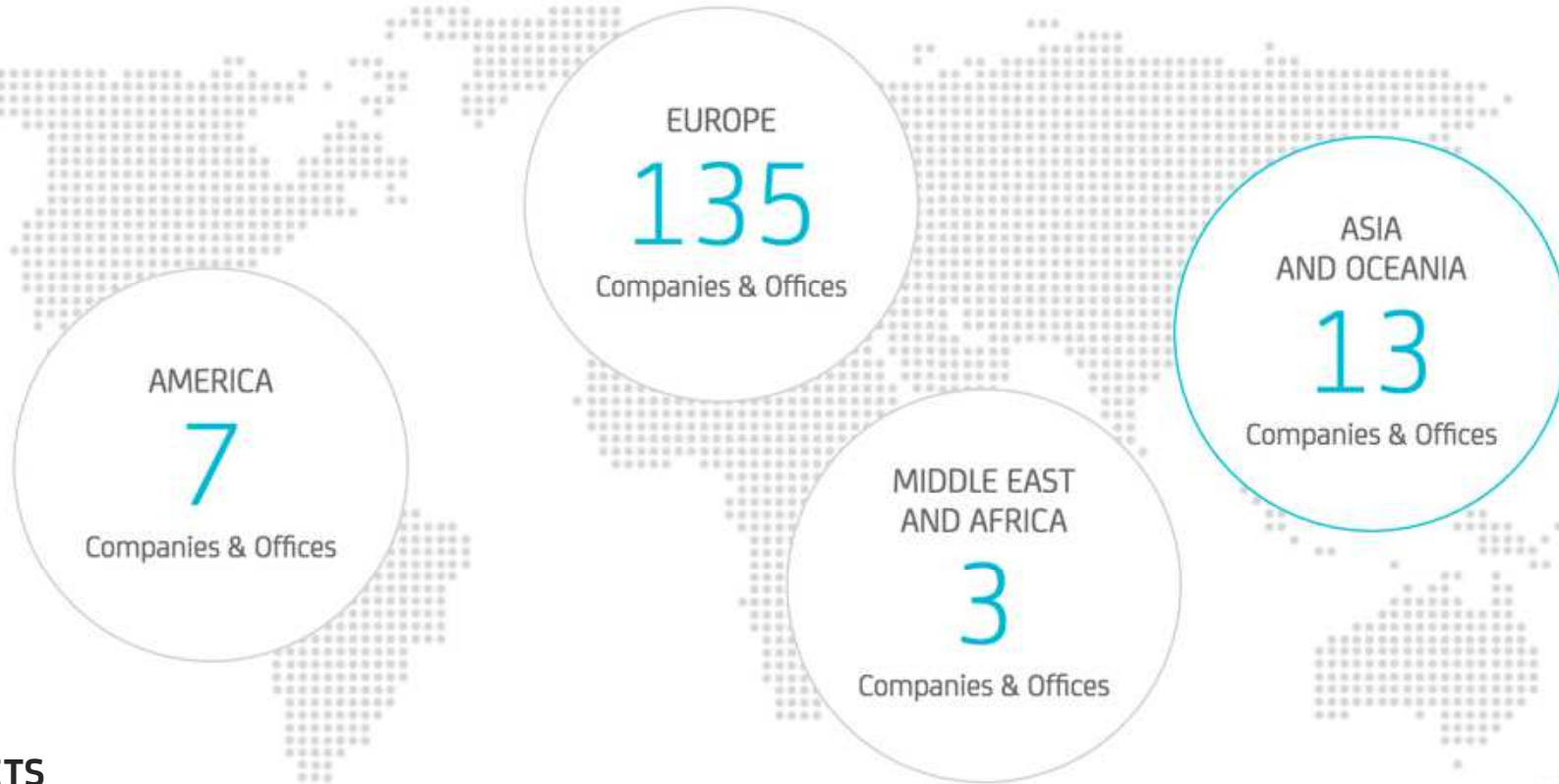
Welcome to
UniCredit

THIS IS WHAT MY PRESENTATION IS ABOUT

- Why **User-Centered Design** is our obsession
- How we apply UCD in our **daily work**:
 - Practical Applications;
 - Results.



OUR WORLD WIDE PRESENCE



50 MARKETS

17 CORE COUNTRIES

149,000 EMPLOYEES



THE STARTING POINT

GOAL: “A single entry point”
“Towards a Digital Workplace”

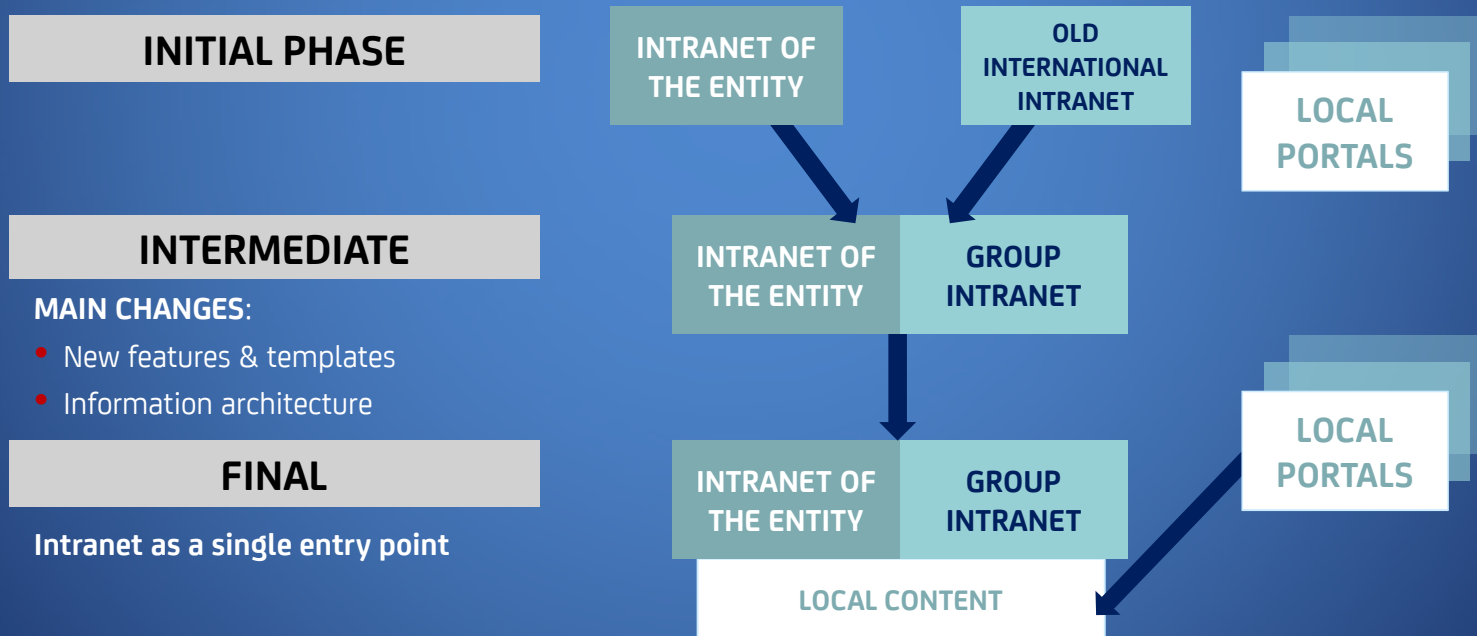


HOW TO: “Co-design with main stakeholders”
“Get the internal buy-in”



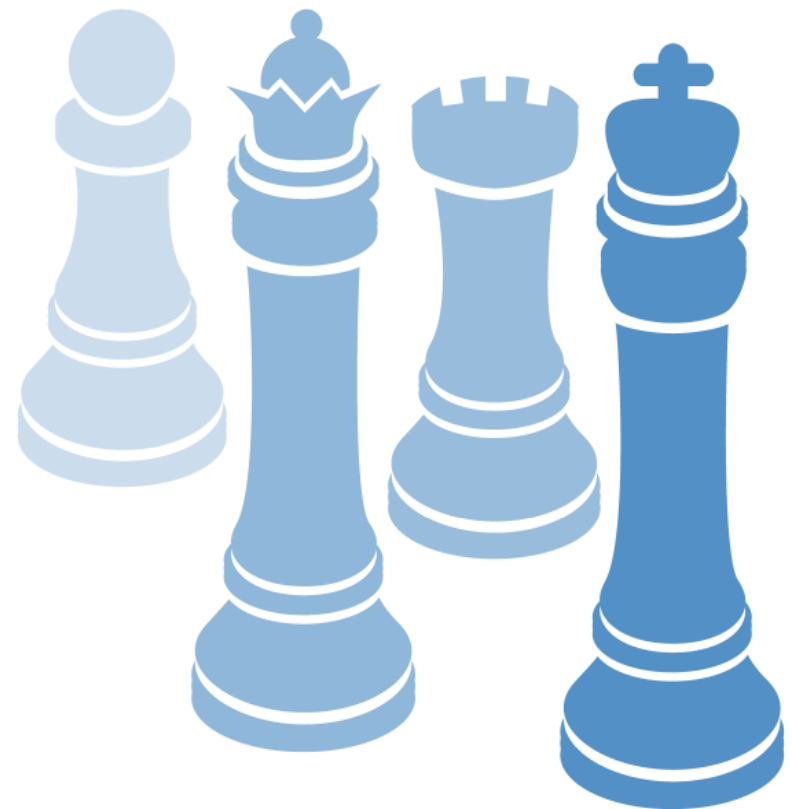
THE CONCEPT

The Group Intranet represents the first important step towards being able to **gradually replace** the Group's local intranets. It provides a **scalable framework** to meet the future needs of the countries and entities that will join it.



METHODOLOGY

Starting from the end user needs





THE RECIPE FOR A NEW INTRANET

HOW TO BECOME AN INTRANET MASTER CHEF

“ Pushing yourself to the extreme creates a lot of **pressure** and a lot of **excitement**, and more importantly, it shows on the plate.

Gordon Ramsay

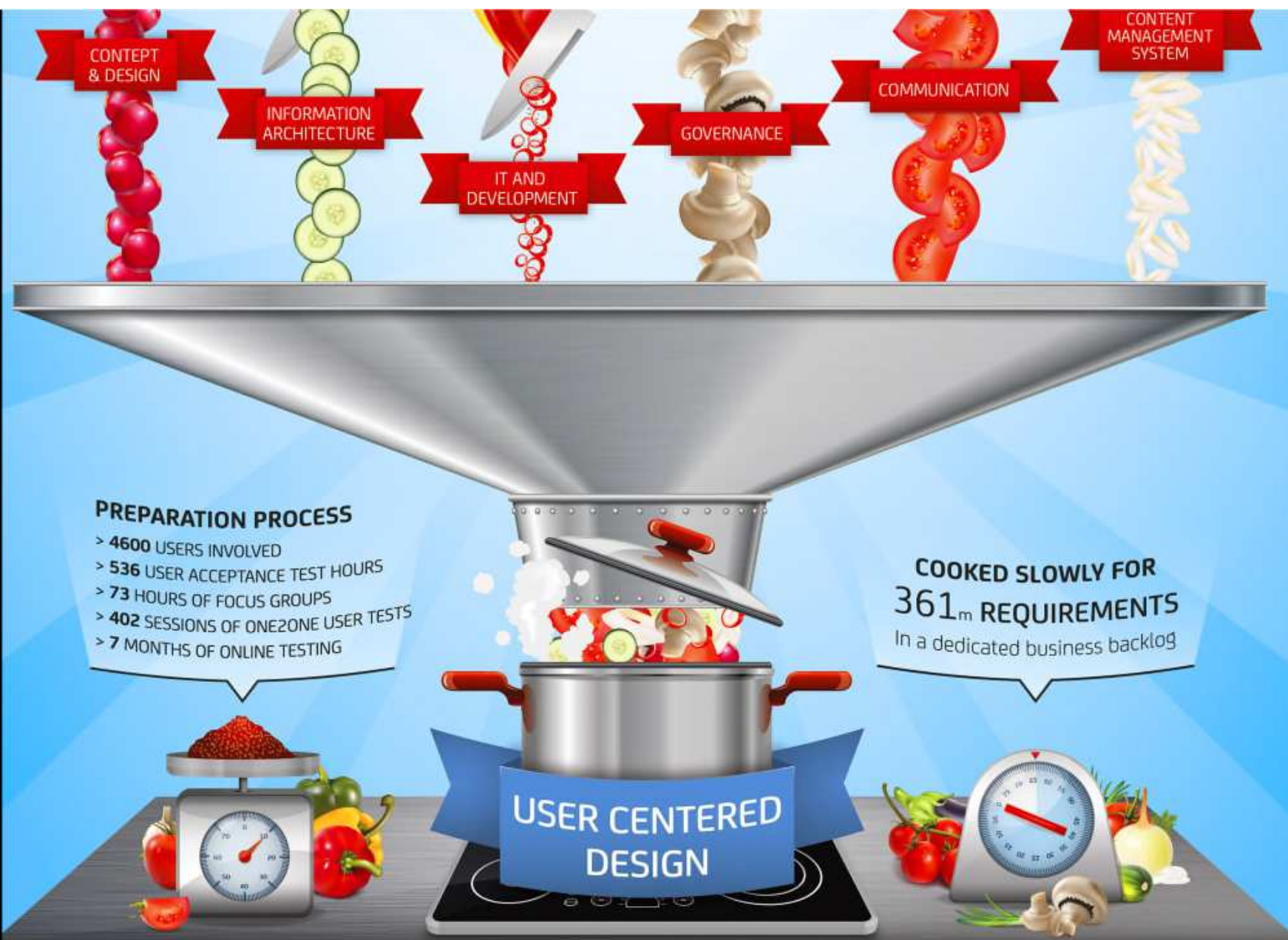


PROJECT TEAM
40 colleagues + Core Team



“IT TAKES A VILLAGE”





CONCEPT & DESIGN

INFORMATION ARCHITECTURE

IT AND DEVELOPMENT

GOVERNANCE

COMMUNICATION

CONTENT MANAGEMENT SYSTEM

PREPARATION PROCESS

- > 4600 USERS INVOLVED
- > 536 USER ACCEPTANCE TEST HOURS
- > 73 HOURS OF FOCUS GROUPS
- > 402 SESSIONS OF ONE2ONE USER TESTS
- > 7 MONTHS OF ONLINE TESTING

COOKED SLOWLY FOR
361_m REQUIREMENTS
In a dedicated business backlog

USER CENTERED DESIGN

LIFELONG COOKING PROCESS

PREPARATION PROCESS

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SEVERAL METHODS APPLIED...



...WITH ITERATIVE PROCESS ON DIFFERENT ASPECTS

UNICREDIT GROUP INTRANET

Main pillars of the concept

1

Homepage as Entry Point

Provides a **direct and seamless** access to content **central** to the users in their day-to-day tasks.



Information Architecture

The Information Architecture (IA) **is the backbone** of the Group Intranet. Thanks to its **flexibility**, it can be adapted to different **entities' needs**.

2



3

Targeting

Provides content **centered** on the user's profile, reduces information overload supporting **communicators** to get **through** with their message.



4

Enhanced Editorial Formats

A section inspired by an "**Online Magazine**" provides users with a **quick glimpse** and **direct access** to the latest **News, Events and Multimedia** content, with **special features** to promote content.



5

Multilanguage

The content can be visualized, browsed and personalized in the **7 main languages** of the Group.



6

Social Features

It's easy to switch from the intranet to the **collaborative** areas, browse among users' profiles and **interact** with content, thanks to the **integration** with OneNet, the Enterprise Social Network.



7

Personalization

Users can **add** elements (e.g. Extras, Tools) of particular interest to their **personal** Homepage and **choose** among a series of features that **tailor** the content, such as language and target.



8

Search Features

The Search is **always accessible** from the header. First step of a larger **cross federated channels search** project, it already allows you to find intranet **content** or **people** profiles pages.



UNICREDIT GROUP INTRANET

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**CONCEPT OUTLINED BY THE PROJECT TEAM
AND TESTED BY THE USERS (COLLEAGUES / EDITORS)**

PILLARS DEEP DIVING

- 1 Home Page
- 2 IA
- 4 Editorial formats
- 6 Social Features
- 8 Search



PILLARS DEEP DIVING

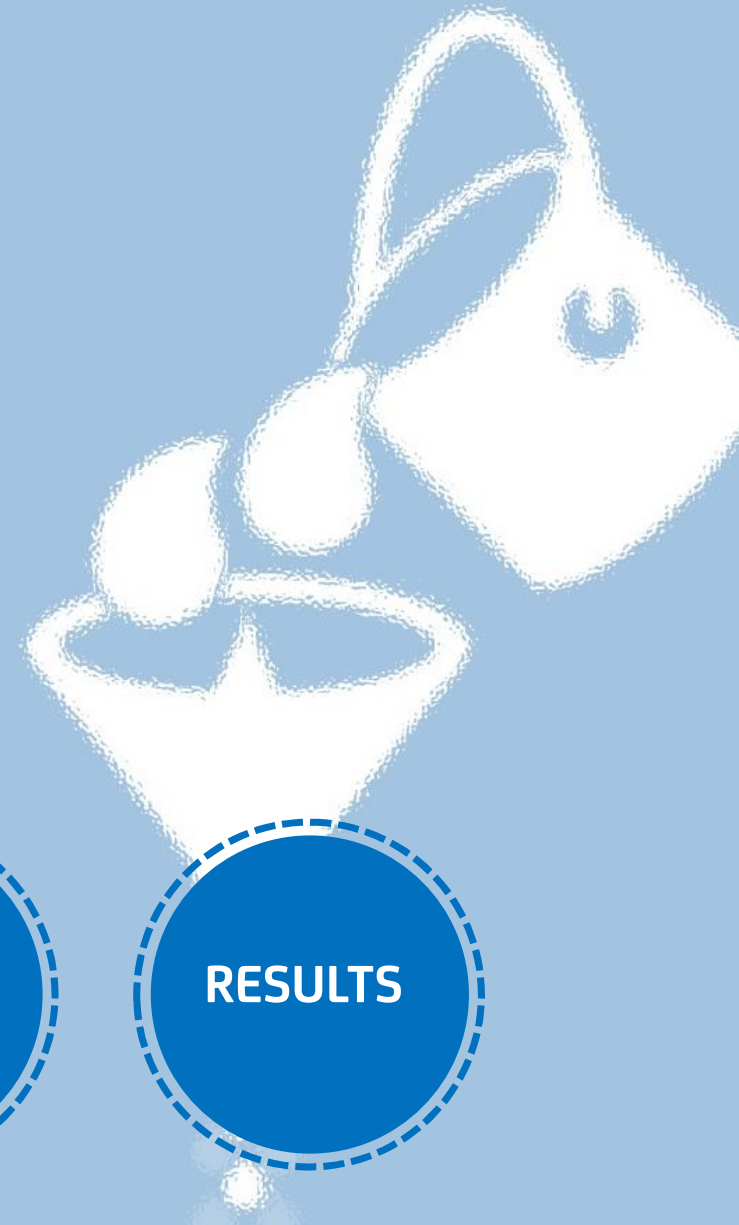
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- 2 IA
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- 8 Search

RESEARCH

DESIGN

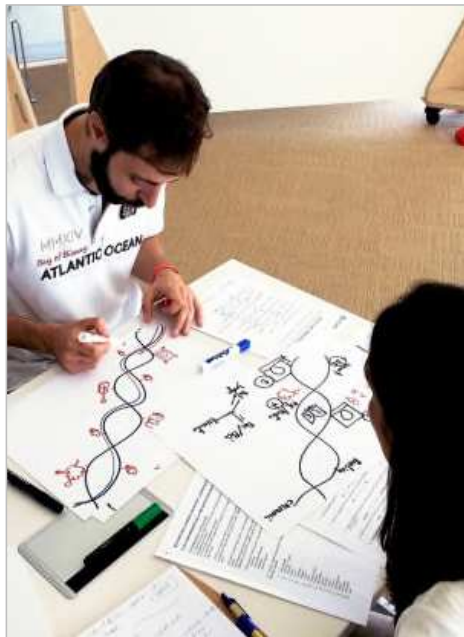
RELEASE

RESULTS

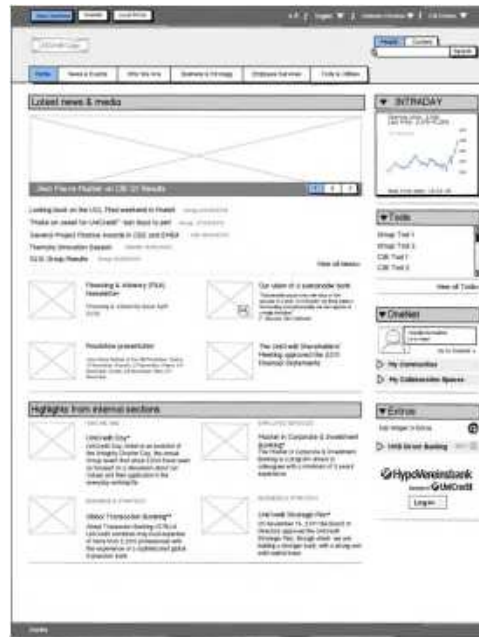


#1 HOME PAGE AS ENTRY POINT

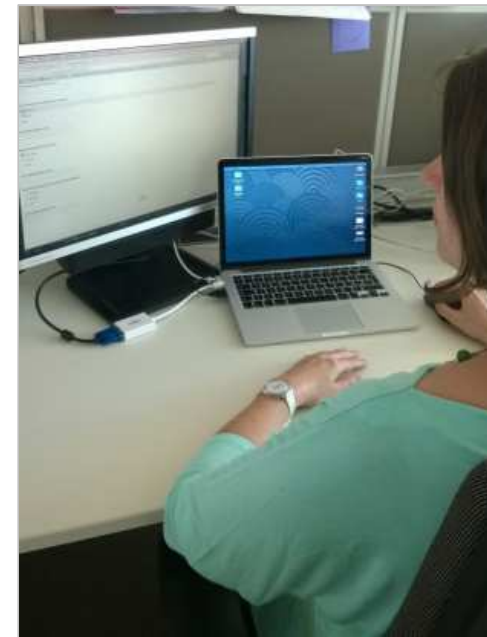
Research Line



Paper Prototyping



Mock-up



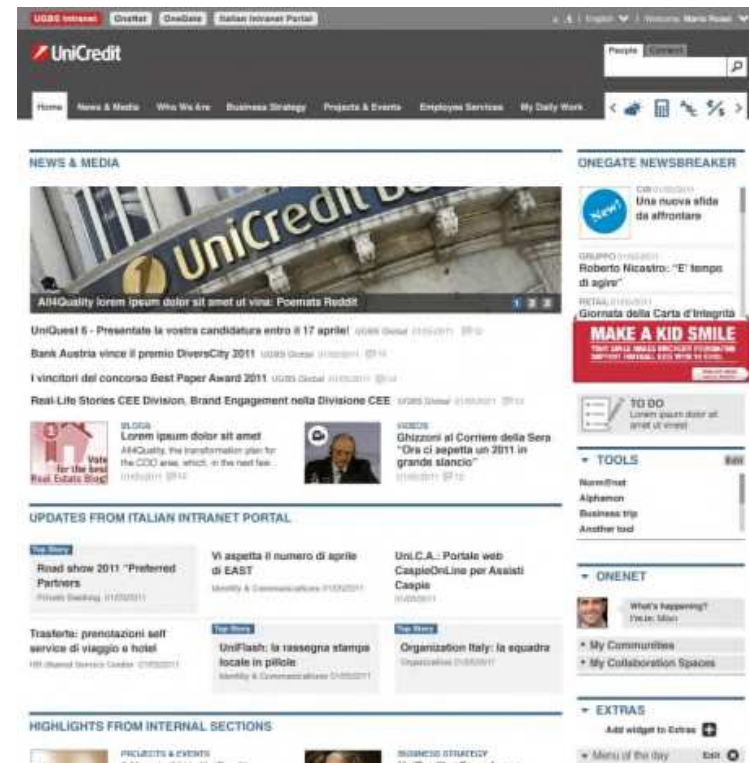
Online testing

#1 Home page as entry point

Design line



2010



2012

#1 Home page as entry point

Design line



2010

CO-DESIGNED WITH THE WORKGROUP

HIGH FIDELITY PROTOTYPE

3 WAVES TESTING

1. ONE TO ONE

2. FOCUS GROUPS

3. REMOTE TESTING

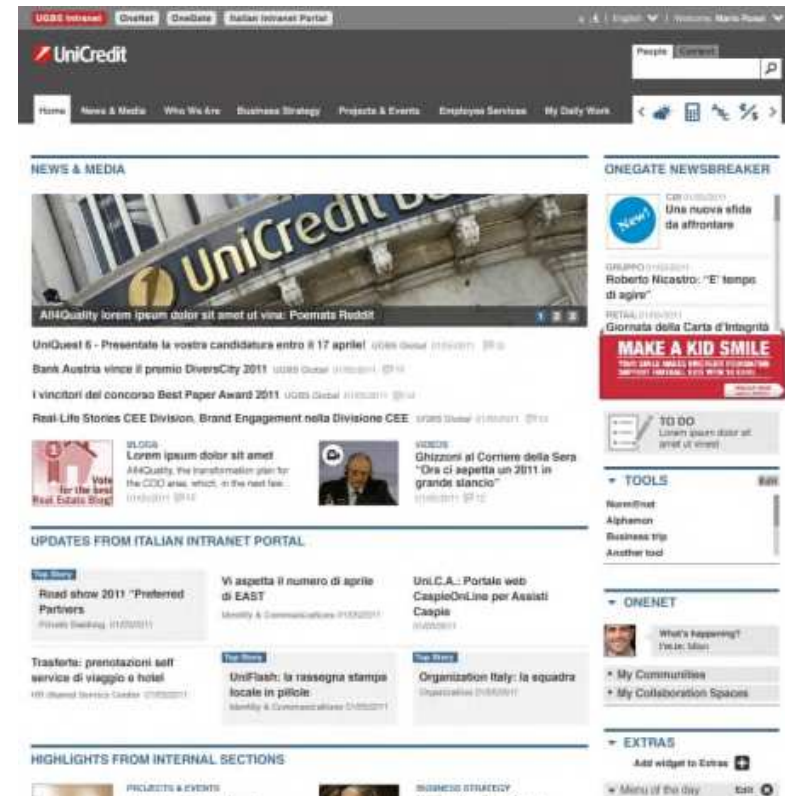
#1 Home page as entry point

Design line

LIVE TESTING AFTER 3 MONTHS

COMPARATIVE STUDY: NEW VS FORMER

ONE TO ONE

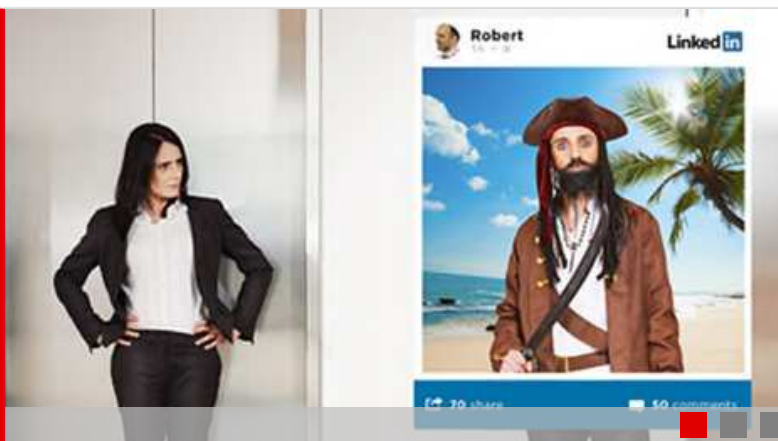


2012



When you forget the dress code for social media. Epic Fail.

Learn how to build an effective personal profile



Intraday

Opening Price:
Last Price:



Real time data:

BACHECA

3

My Tools

- Unikey
- New Badge
- UniCredit Webmail
- Mercatino
- People Contact
- UniContact
- + ADD A NEW TOOL

Go to My Tools >

News & Events

- > Our Group launches a new buyback of subordinated notes Group 18/05/2016
- > First time ever, our bank in the Top 10 for US Corporate Bonds in Euro Group 18/05/2016
- > New UniContact spreads Group 17/05/2016
- > Benessere sul lavoro e politiche commerciali: si può fare! Italy 17/05/2016



Strategic Plan presentation -



Fintech's got talent

MULTIMEDIA 18/05/2016
We launch UniCredit evo, the new investment fund in the best-in-class fintech startups

UniCredit Integrated Report



Strategic Plan presentation - November 2015

MULTIMEDIA 18/05/2016



investment fund in the best-in-class fintech startups



UniCredit Integrated Report details our Group's sustainable value creation

MULTIMEDIA 18/05/2016
2015 Integrated Report is online

ADD A NEW TOOL

[Go to My Tools >](#)

OneNet

STEFANIA TODISCO
@Marvin Golan
#WelcomeOnOneNet

SIBILLA ROCCO
Grandissimi!

[Go to Sites >](#)

Extras

ADD WIDGET TO EXTRAS

Menu of the day [Edit](#)

16/05/2016 - 20/05/2016
Milano, Garibaldi
Menu 2016

[Leggi il menù](#)

Calendar [X](#)

National Holidays

Choose Country

< **May 2016** >

Mo	Tu	We	Th	Fr	Sa	Su
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Updates from other sections

When you boost the reputation of the wrong person. Epic fail.

[LEARN MORE >](#)

COFFEE BREAK AROUND THE WORLD PAGE AFTER PAGE

A New Welfare
EMPLOYEE SERVICES
Consult the new rules of UniCredit Italian welfare

Friends of No-Profit
WHO WE ARE
Discover how to support Research

#1 Home page as entry point

Online Release

The image shows a screenshot of the UniCredit Group Intranet home page. The page features a dark header with the UniCredit logo and navigation links. Below the header, there are several content blocks, including a red box with text about supporting the Italian banking system, a large UniCredit logo, and a financial chart. A large blue arrow points from the left towards the right, with the text "About Doubled the Daily Visits." overlaid on it. The arrow also contains a large white "X2" and a "2" in a white circle. Below the arrow, there are more content blocks, including a news item about "Fintech's got talent" and a "New Badges" section.

Our commitment to supporting the Italian banking system

Background info on our role in a recent capital increase and

UniCredit

Intraday

Opening Price:

Last Price:

Real time data.

BACHECA

My Tools

New Badges

UniCredit Webmail

Mercatino

People Contact

UniContact

ADD A NEW TOOL

Go to My Tools

OneNet

STEFANIA TOVISCO
@Marvin_Gelan
#WelcomeOneNet

SILVIA ROCCO
@roccosilvia

Benessere sul lavoro e politiche commerciali: si può fare! Italy 17/06/2016

WINGS OF LIFE WORLD RUN

Strategic Plan presentation - November 2015

MULTIMEDIA 16/05/2016

Fintech's got talent

MULTIMEDIA 16/05/2016

We launch UniCredit eva, the new investment fund in the best-in-class fintech startups

UniCredit Integrated Report details our Group's sustainable value creation

MULTIMEDIA 16/05/2016

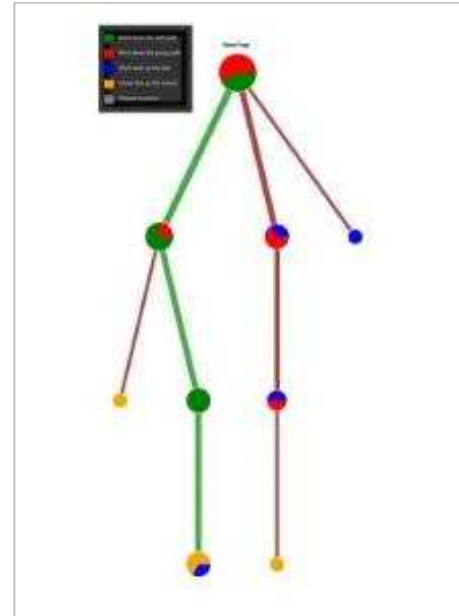
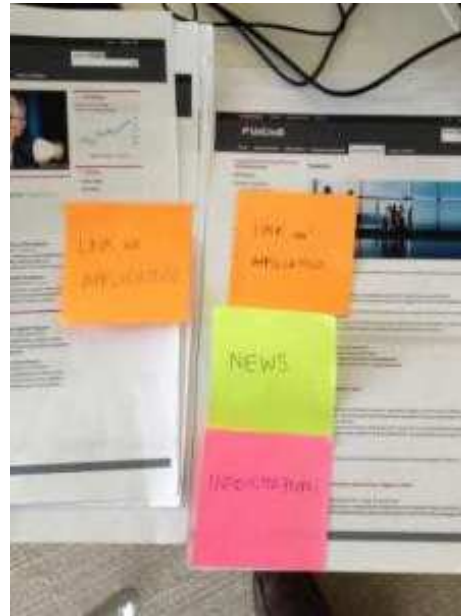
2015 Integrated Report is online

Updates from other sections



#2 INFORMATION ARCHITECTURE

Research line



Content mapping

Card Sorting

Remote Testing

Expert Review

#2 INFORMATION ARCHITECTURE

Design line



CONTENT MAPPING

CARD SORTING

IN THE WORKGROUP

WITH PANELS OF USERS

3 WAVES IA REMOTE TESTING

1. CLUSTERING AND LABELING

2. FINE TUNING

3. LANGUAGE VERSIONS

EXPERT REVIEW (OBSERVATIONS & DECISIONS)

#2 INFORMATION ARCHITECTURE

The real case

A good example of what we learn in the IA studies is a severe naming issue our users were facing in Employee Services section.

Script: Where would you expect to find information about **professional growth** for managers and internal talents in UniCredit?

	Wave 1	Wave 2
Success	10%	50%
Directness	49%	58%
Time Taken	32 secs	30 secs



Success was much-improved over Wave 1 results (increased from 10% to 50%).

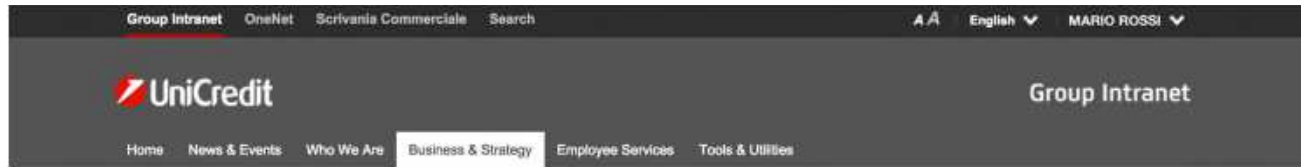
The majority (80%) of first clicks were in the correct category (*Employee Services*), so users were headed in the right direction initially, but they still had trouble at Tier 2 deciding between *Career* and *Learning & Development*.

Only 55% selected the right second node.



#2 INFORMATION ARCHITECTURE

Online Release



- Strategic Plan & Objectives
- Financial Results
- Business Model
- Service Model
- Product
- Business Projects
- Sponsorship
- Research

Updated Data and Contents of our Multichannel offer

BUSINESS MODEL

Strategy, ID Card, Internet Banking, Mobile Banking, Contact Center, Remote Advisory, Network Transformation and Automation

X More than doubled the User Satisfaction rate.



#4 ENHANCED EDITORIAL FORMATS (FOR USERS)

Research line



Ongoing Workshops

Our Value Proposition

Identity

Governance & Structure

Competence Lines & Business Functions

Overview

Competence Lines

- Compliance
- Human Resources
- Identity & Communications
- Internal Audit
- Organization
- Planning, Finance & Administration

Group Risk Management

Value Proposition

Insight

- What we stand for
- What we do
- How we drive change

Organization

Risk Culture

GRM Leadership Meeting

Facts & Figures

Awards

Sustainability

Foundations

UniCredit in support of Communities

Our Value Proposition

“ RISK IS BUSINESS. It is at the very heart of what we are doing, as being a bank means first of all managing risk. ”

RISK CO... HEALTHY BUS... ROL GROUP RISK MANAGEMENT RISK MODEL...

What we stand for **▶** What we do **▶** How we drive change **▶**

UniCredit Strategic Plan 2013-18

Print Send via e-mail Share on Ooofit

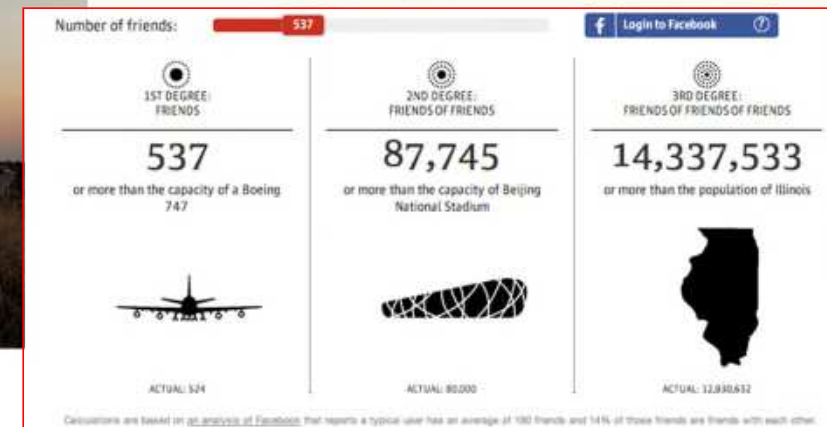
User Testing

#4 ENHANCED EDITORIAL FORMATS

Design line



Theresa Grant, Eagles girls' team captain, Chesapeake Heights



CO-DESIGNED WITH THE WORKGROUP

EDITORS EXPERIENCE LAB

#4 ENHANCED EDITORIAL FORMATS

Design line

The collage features several key elements:

- UniCredit Advertisement:** A banner with a man's portrait and the text "RISK IS BUSINESS. It is at the very heart of what we are doing, as first of all".
- Search Results Page:** A screenshot of a search engine results page for UniCredit, showing a list of results and a sidebar with filters.
- Analytics Dashboards:** Multiple charts and tables, including:
 - Key Metrics:** A line chart showing Page Views and Unique Visitors over time.
 - Report Suite Totals:** A table with metrics like Page Views (305,246), Unique Visitors (82,967), Visits (289,202), and Average Time Spent on Site (7.91).
 - User Target:** A pie chart showing the distribution of page views across different user segments.
 - Home Page clicks distribution:** A bar chart showing instances for different content types like news-and-topstory, books, and highlights.
 - Top 10 News:** A list of the most viewed news items.
- Heatmap:** A circular heatmap overlaid on the advertisement, indicating user interaction patterns.
- Text Elements:** Various headlines and sub-headers like "Our Value Proposition", "What we stand for", and "UniCredit Strategic Plan 2013-18".

USER TESTINGS

ONE TO ONE

ONLINE TESTING

CONTEXTUAL FEEDBACK

INTERVIEWS

CONTENT APPEAL

User Testing

Contextual Feedback

Web Analytics

#4 ENHANCED EDITORIAL FORMATS

Online Release

The screenshot shows the UniCredit Group Intranet interface. The header includes the UniCredit logo and navigation links like 'Home', 'News & Events', 'Who We Are', 'Business & Strategy', 'Employee Services', and 'Tools & Utilities'. The main content area is titled 'RETAIL PAYMENTS' and features a large graphic with the number '3' and 'x' overlaid, indicating three visits on the same content per year. The article text discusses the trend of abandoning cash in favor of cards and smart phones, and mentions UniCredit's position as Europe's sixth largest operator in terms of issuing and the tenth in terms of acquiring. Below the text is a bar chart titled 'Our Group today in the European payments scenario (bn/€)' showing 'ISSUING' and 'ACQUIRING' metrics across various categories.

The screenshot shows another UniCredit Group Intranet article titled 'RESERVE YOUR TICKETS'. It features a list of agenda items for the day, including 'Welcome with the local managers', 'Open discussion with the first 33 colleagues who apply to attend', and 'Business dialogue with the GCC PFM & Mega team'. Below the agenda is a form titled 'RESERVE YOUR TICKETS' with fields for 'Name and Surname', 'User ID', 'Email', and 'Company'. The form also includes a 'When' field with a date selector and a 'CONTACTS' section with a 'CANCEL' button.

Three strategic initiatives for digital payments are highlighted in separate boxes:

- INCREASE CARD PENETRATION & USAGE WITH PRODUCT INNOVATION**
"Multichannel native cards" providing wider services
New multichannel products and services will be developed which can be activated by the consumer independently via several channels such as online banking, mobile devices and ATMs.
- INCREASE ACCEPTANCE AVAILABILITY**
Strategic partnerships and POS machines distribution
Increasing the number of merchants which accept Group payment cards in the various markets in which we are present.
- SHIFTING FROM CARDS TO DIGITAL SYSTEMIC WALLET**
Less usage of plastic cards in favour of digital new payments solutions
We will ride the wave of digital innovation in today's society, accompany the transformation of consumer behaviour in the payments business and thereby support the major shift from plastic cards to digital wallets.

MyPay, the first debit card for digital payments



#4 ENHANCED EDITORIAL FORMATS (FOR EDITORS)

Research line



Ongoing Workshops



Co-Design

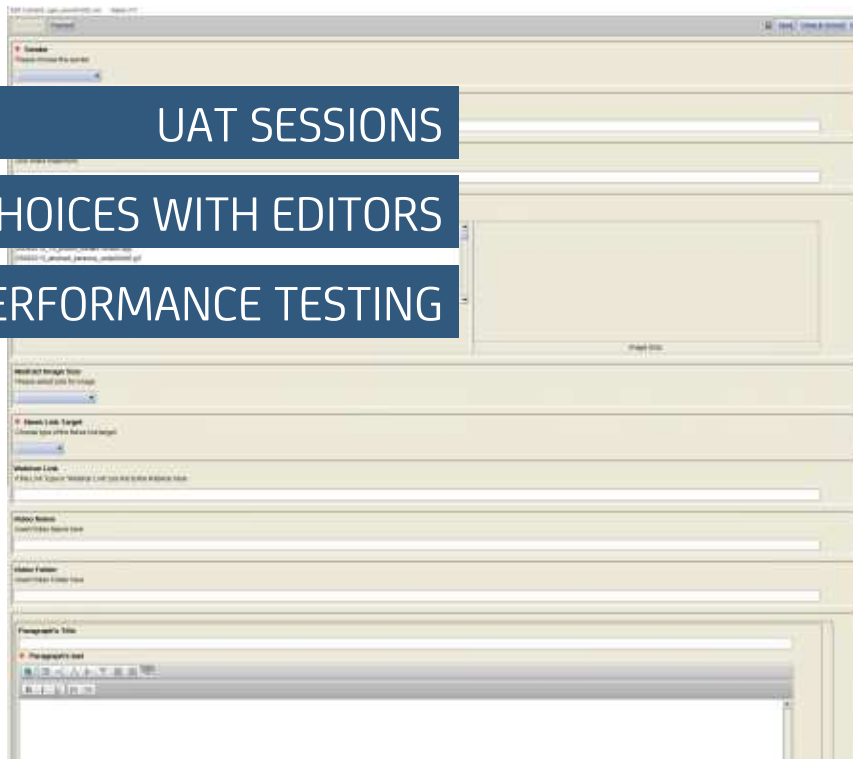
#4 ENHANCED EDITORIAL FORMATS

Design line

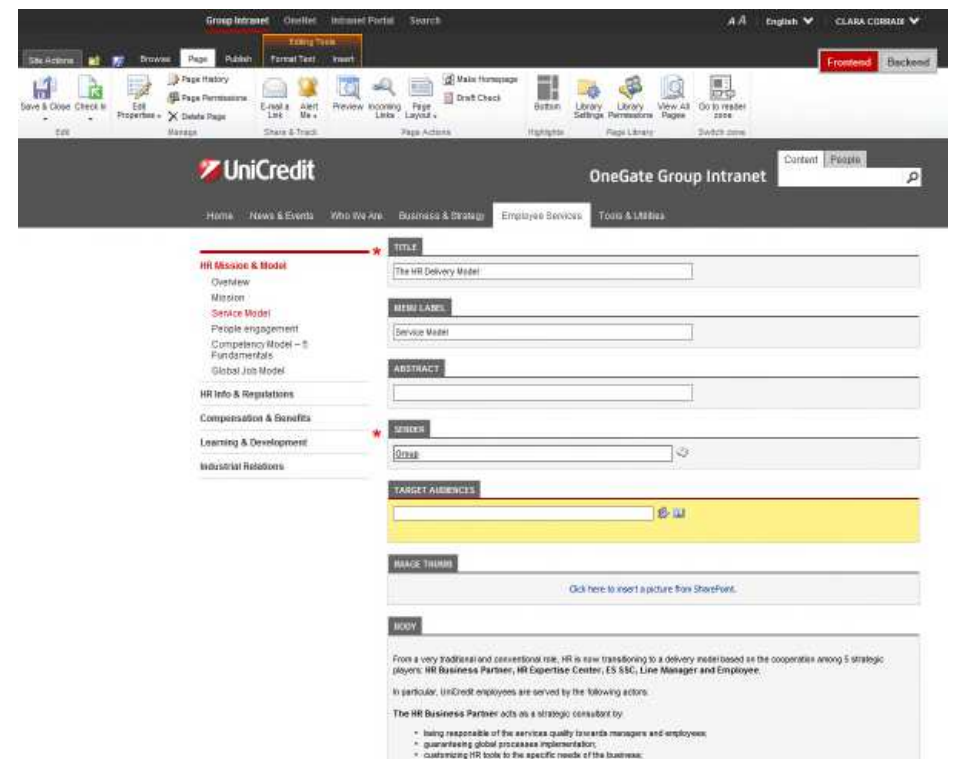
UAT SESSIONS

PRIORITIES CHOICES WITH EDITORS

PERFORMANCE TESTING



2010



2013

#4 ENHANCED EDITORIAL FORMATS

Online Release

The screenshot displays the UniCredit OneGate Group Intranet editor interface. At the top, there is a navigation bar with 'Group Intranet', 'Overview', 'Intranet Portal', and 'Search'. Below this is a toolbar with various icons for editing, publishing, and managing content. The main content area shows a form for creating a page, with fields for 'TITLE', 'MENU LABEL', 'ABSTRACT', 'SENDER', and 'TARGET AUDIENCE'. The 'TARGET AUDIENCE' field is highlighted in yellow. The 'BODY' section contains a preview of the page content, starting with 'From a very traditional and conventional role, HR is now transitioning to a delivery model based on the cooperation among 5 strategic...'. A sidebar on the left lists various HR topics such as 'HR Mission & Model', 'Service Model', and 'Global Job Model'.

2013

#4 ENHANCED EDITORIAL FORMATS

Online Release

The screenshot shows a table of content items with the following columns: Select, Page Name, Language, Created by (Owner), Publication date, Modified by, Last modified, Status, Checked out by, and Version History. The first row is highlighted as the 'Master page' and has a 'MASTER' icon. Other rows show versions for different languages (IT, DE, PL, RU) of the 'Global Cross Selling Award 2014' page. Annotations point to various features: 'Flag the version(s) you want to update' points to the 'Select' column; 'Author and owner of the content' points to the 'Created by (Owner)' column; 'Status of content' points to the 'Status' column; 'Appears if content is checked out (clickable)' points to the 'Checked out by' column; 'Page version (clickable)' points to the 'Version History' column; 'Dropdown with all possible actions' points to a 'Select Action' dropdown; 'Last action feedback' points to a 'Refresh' button; and 'Refreshes (only) the dashboard' points to a 'Refresh' button. A central callout box contains the text: 'About *tripled* the News publication Speed.' and a large 'x3' graphic.

Select	Page Name	Language	Created by (Owner)	Publication date	Modified by	Last modified	Status	Checked out by	Version History
MASTER	Global Cross Selling Award 2014	EN	John Smith (John Smith)	05/03/2014 10:37:15	Marco Rossi	05/03/2014 10:37:16	Approved		1.0
	Global Cross Selling Award 2014	IT	Marco Rossi	05/03/2014 10:41:20	Roberta Bianchi	05/03/2014 10:41:20	Approved	Roberta Bianchi	2.0
	Global Cross Selling Award 2014	DE	Franz Mustermann	05/03/2014 11:31:31	Franz Mustermann	05/03/2014 11:31:30	Approved		2.0
	Global Cross Selling Award 2014	PL	Jan Kowalski	05/03/2014 10:37:17	Jan Kowalski	05/03/2014 10:37:17	Approved		1.0
	Global Cross Selling Award 2014	RU	Nikolai Ivanov	05/03/2014 10:37:17	Nikolai Ivanov	05/03/2014 10:37:17	Approved		1.0
	Global Cross Selling Award 2014	FR	Jean Dupont	05/03/2014 10:37:17	Jean Dupont	05/03/2014 10:37:17	Approved		1.0

x3 About *tripled* the News publication Speed.

Update Text: Operation completed successfully



#6 SOCIAL FEATURES

Design line



Key Metrics Trend (weekdays only)

UNI Intranet (prod) -
Tue. 26 May 2015 - Tue. 9 Jun. 2015



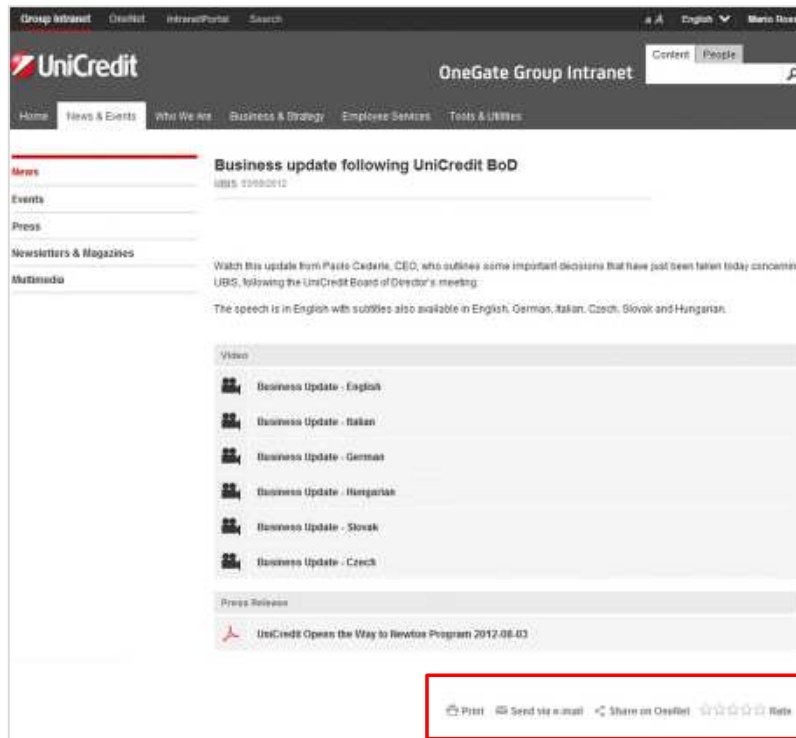
Date	Page Views	Visits	Unique Visitors
May 26, 2015	72,700	38,233	21,519
May 27, 2015	63,243	35,318	19,286
May 28, 2015	59,689	33,012	17,811
May 29, 2015	53,035	29,810	16,130
Jun 1, 2015	40,720	26,660	14,070

One2One User testing

Web Analytics

#6 SOCIAL FEATURES

Design line



USER TESTING ON LIVE VERSION

ONLINE QUESTIONNAIRE

USER TESTING ON MOBILE MOCK-UP

2014

#6 SOCIAL FEATURES

Online Release



Strategic Plan & Objectives

Financial Results

Group

1Q Results 2015

Annual Results 2014

3Q Results 2014

Annual Results 2013

3Q Results 2013

2Q Results 2013

1Q Results 2013

Annual Results 2012

3Q Results 2012

2Q Results 2012

1Q Results 2012

Annual Results 2011

3Q Results 2011

2Q Results 2011

1Q Results 2011

Annual Results 2010

3Q Results 2010

2Q Results 2010

1Q Results 2010

Annual Results 2009

3Q Results 2009

2Q Results 2009

1Q Results 2009

Annual Results 2008

3Q Results 2008

2Q Results 2008

1Q Results 2008

Annual Results 2007

3Q Results 2007

2Q Results 2007

1Q Results 2007

Annual Results 2006

3Q Results 2006

2Q Results 2006

1Q Results 2006

Annual Results 2005

3Q Results 2005

2Q Results 2005

1Q Results 2005

Annual Results 2004

3Q Results 2004

2Q Results 2004

1Q Results 2004

OUR 1Q15 RESULTS: SIGNIFICANT EXECUTING OUR PLAN

Print Send via e-mail Share on OneNet Rate



Sponsorship

Research

“ After the important results achieved in 2014, I deem the first quarter of 2015 very positive. In a context that is showing some signs of recovery, UniCredit Group's net profit is in line with expectations. Asset quality is improving and our sound capital position has been confirmed. We keep on executing our Strategic Plan and profits are driven by the good operating results achieved by the different areas and activities of the bank. Despite macroeconomic tensions, CEE remains a key contributor to Group results. In all the countries where we operate we are keeping on supporting the economy by financing families, enterprises' growth and their expansion on international markets. As a large European bank, UniCredit considers innovation crucial with regard to products, organizational models and technological platforms.

Federico Ghizzoni



Positive results driven by operating profitability

Group net profit up to €512 m in 1Q15 (+201% Q/Q), despite the impact related to new Single Resolution Fund, equal to €91 m, and thanks to the main contribution from Commercial Bank Italy, CIB and CEE divisions. This result was driven by the strong performance of net operating profit, more than doubled at Group level, up to €1.4 bn. At Core Bank level, the positive trend was supported by revenues growth, with outstanding fees and commission and despite a subdued net

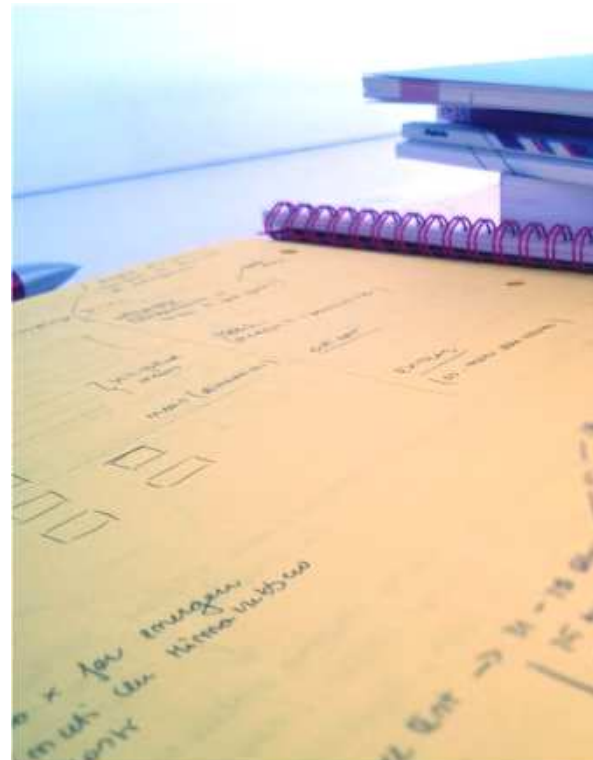


#8 SEARCH FEATURES

Research line



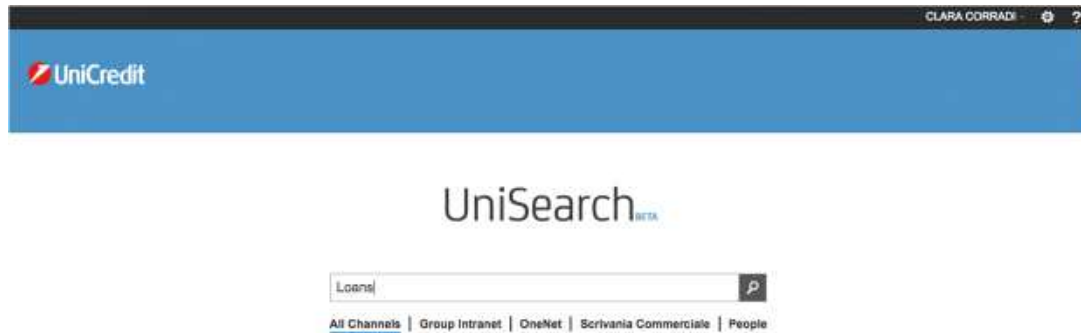
Eye Tracking



Expert Review

#8 SEARCH FEATURES

Design line



ON AN ONLINE BETA VERSION

ON UX & RESULTS QUALITY

EYE TRACKING WHERE POSSIBLE

VIDEO TESTING IF NOT

CONTEXTUAL FEEDBACK

QUERY ANALYSIS



#8 SEARCH FEATURES

Design line

The screenshot displays the UniCredit search interface. At the top left is the UniCredit logo. Below it, there are two filter sections: 'FILE EXTENSION' and 'AUTORE'. The 'FILE EXTENSION' section has checkboxes for 'html' (72) and 'pdf' (1). The 'AUTORE' section has checkboxes for 'System Account' (228), 'hd00\usecollusr' (57), 'George Zanon' (7), 'PERETTI PAMELA' (6), and 'danielpro1' (1). Below these is a 'LAST MODIFIED DATE' section, which is highlighted with a red box. It features a bar chart with two bars of different heights and a timeline below it with markers for 'Un anno fa', 'Oggi', and 'Tutto'. To the right of the filters is a search bar containing the text 'uniquest' and a search icon. Below the search bar are navigation links: 'Tutto', 'Group Intranet', 'OneNet', 'Scrivania Commerciale', and 'Utenti'. Below these links is a light blue bar indicating 'Circa 26 risultati'. The search results are listed below, starting with 'PP Aggregation' (GROUP INTRANET - CIB 11/2/2013) and 'UniQuest' (GROUP INTRANET - Group 5/7/2012). Each result includes a small icon, the title, a brief description in multiple languages, and a URL.

ON AN ONLINE BETA VERSION

ON UX & RESULTS QUALITY

EYE TRACKING WHERE POSSIBLE

VIDEO TESTING IF NOT

CONTEXTUAL FEEDBACK

QUERY ANALYSIS



#8 SEARCH FEATURES

Design line

The screenshot displays the UniCredit search interface. At the top left is the UniCredit logo. Below it, there are two main filter sections: 'DATE' and 'RESULT TYPE'. The 'DATE' section includes options like 'Before last year', 'Last year', 'Last month', 'Last week', and 'Today'. The 'RESULT TYPE' section includes options like 'PDF', 'Web page', 'Excel', 'PowerPoint', 'Word', and 'Zip'. To the right of these filters is a search bar with the text 'Loans' and a search icon. Below the search bar are navigation links: 'All Channels', 'Group Intranet', 'OneNet', 'Scrivania Commerciale', and 'People'. There is also an 'Order by: Relevance' dropdown menu. The search results are displayed in a list format, with each result showing a document icon, a title, a date, and a snippet of text. The first result is titled 'Culture GROUP INTRANET - 01/08/2015' and includes a snippet about 'Home News & Events Who We Are Business & Strategy Employee Services Tools & Utilities ...'. The second result is titled 'UniCredit at the top of 2013 league tables GROUP INTRANET - Group 22/01/2014' and includes a snippet about 'Syndicated Loans: #2 EMEA Loans in EUR #2 EMEA Sponsor Leveraged Loans #3 All Loans EMEA (all currencies; #1 in Austria, #1 in ...'. The third result is titled 'UniCredit at the top of 2013 league tables GROUP INTRANET - Group 22/01/2014' and includes a snippet about 'Syndicated Loans: #2 EMEA Loans in EUR #2 EMEA Sponsor Leveraged Loans #3 All Loans EMEA (all currencies; #1 in Austria, #1 in ...'.

ON AN ONLINE BETA VERSION

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#8 SEARCH FEATURES

Online Release



UniSearch_{BETA}



Daily visitors percentage increase
on Group contents

x7

Overall user satisfaction

from 38 to 87%

Time to retrieve a
content

-74%

Bounce rate

-60%

Average publishing
time

-65%

RESULTS
NEW vs FORMER INTRANET

COLLEAGUES INVOLVED

IA

632

SEARCH

585

CONCEPT

2977

MOBILE

40



CORE TEAM SIZING FOR THE GROUP INTRANET PROJECT

INTERNAL **From 3 to 6**

EXTERNAL **From 2 to 4**



YEARLY BUDGET DEDICATED TO USER CENTERED DESIGN

10-15%

Of the communication resources
dedicated to internal digital
channels evolution



LESSON LEARNT

1. Use a variety of research methods and combine them with statistics
2. Steal from the Web
3. Develop internal skills on UCD
4. Design is not a democratic process
5. User tests can be great for getting buy-in
6. Think big, start small, and measure it
7. Invest in User-Centered Design (10/15%): is worth it





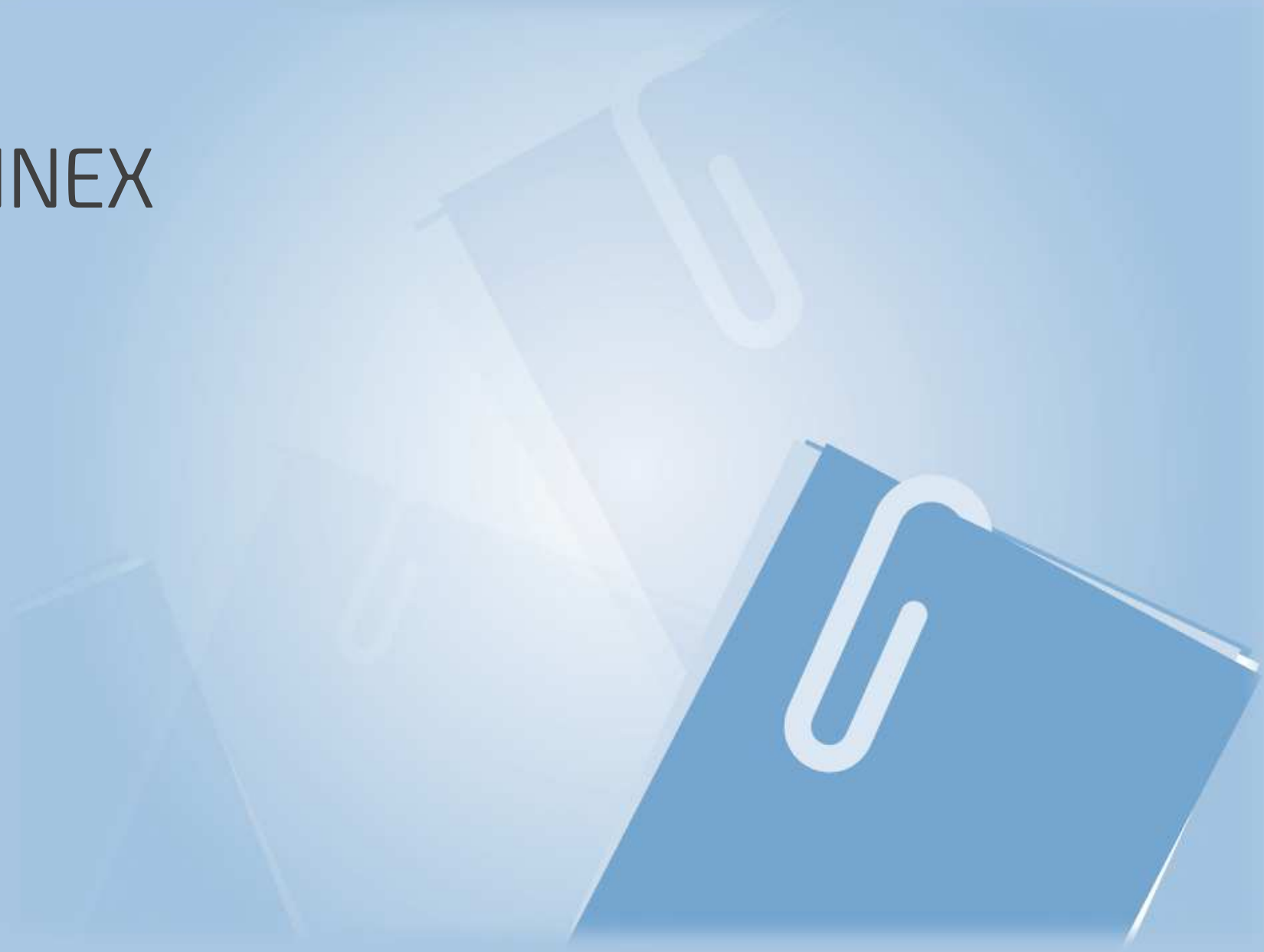
THANK YOU!

Fabio Delton

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[@fabiodelton](https://twitter.com/fabiodelton)

ANNEX



UNICREDIT DIGITAL INTERNAL CHANNELS FRAMEWORK

Group Intranet	OneNet	Scrivania Commerciale	Search
Entry Point			
Institutional + HR Content	Enterprise Social Network		
Access to other digital internal objects (support, dashboards, tools...)	eCollaboration		
	Access to «social add-ons»	Operative Intranet	
		Business Content	
			Cross Site Search



UNICREDIT GROUP INTRANET

Evolution 2010-2015

The Group Intranet Rush
to the Connection and Beyond

