

TASKS MADE A LITTLE

Creating a task based Intranet –
and making tasks a bit more fun

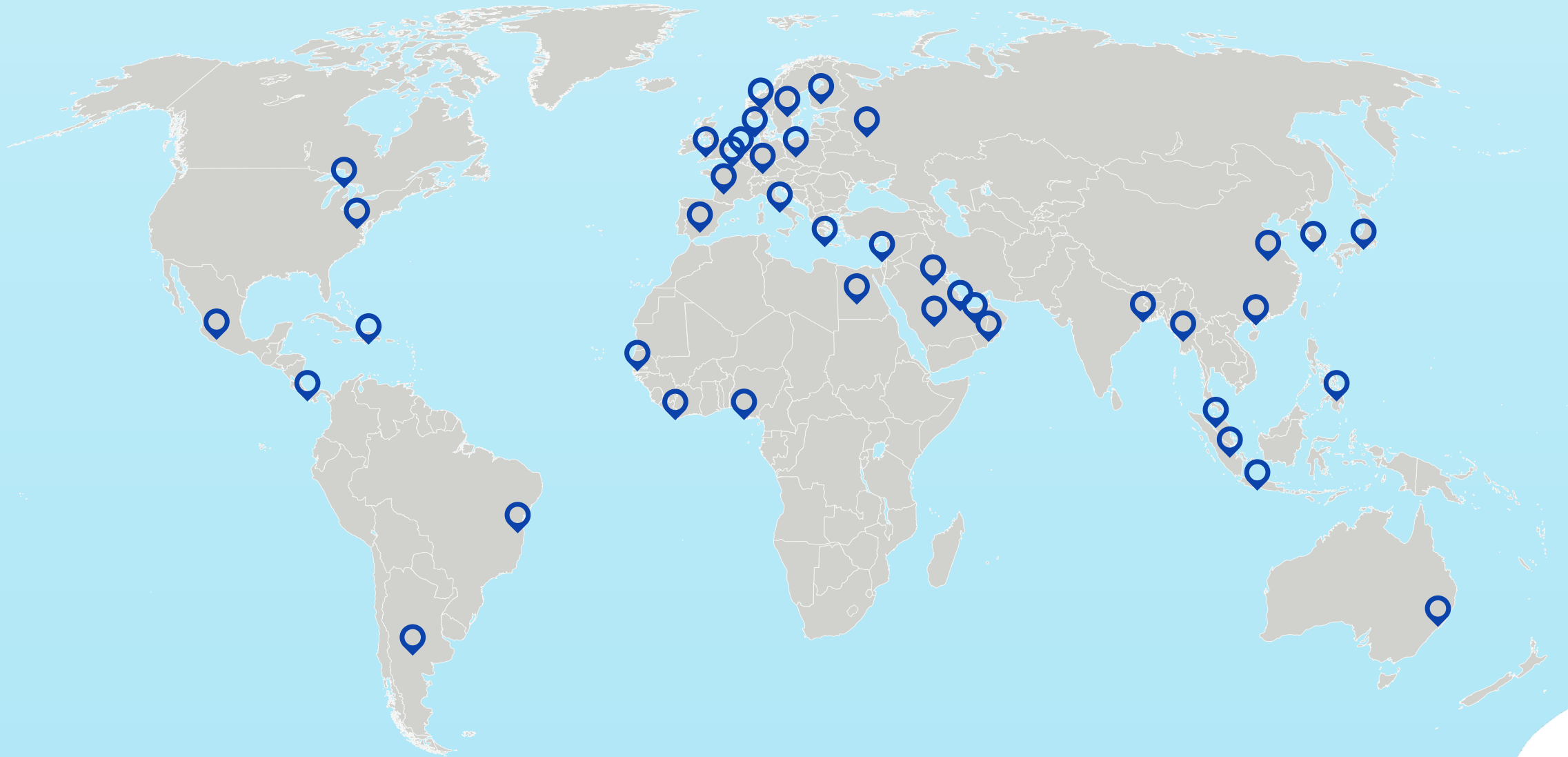
Jonas Bladt Hansen, Sydney, June 1st 2017



About Arla



Arla in the world





27 June 2017

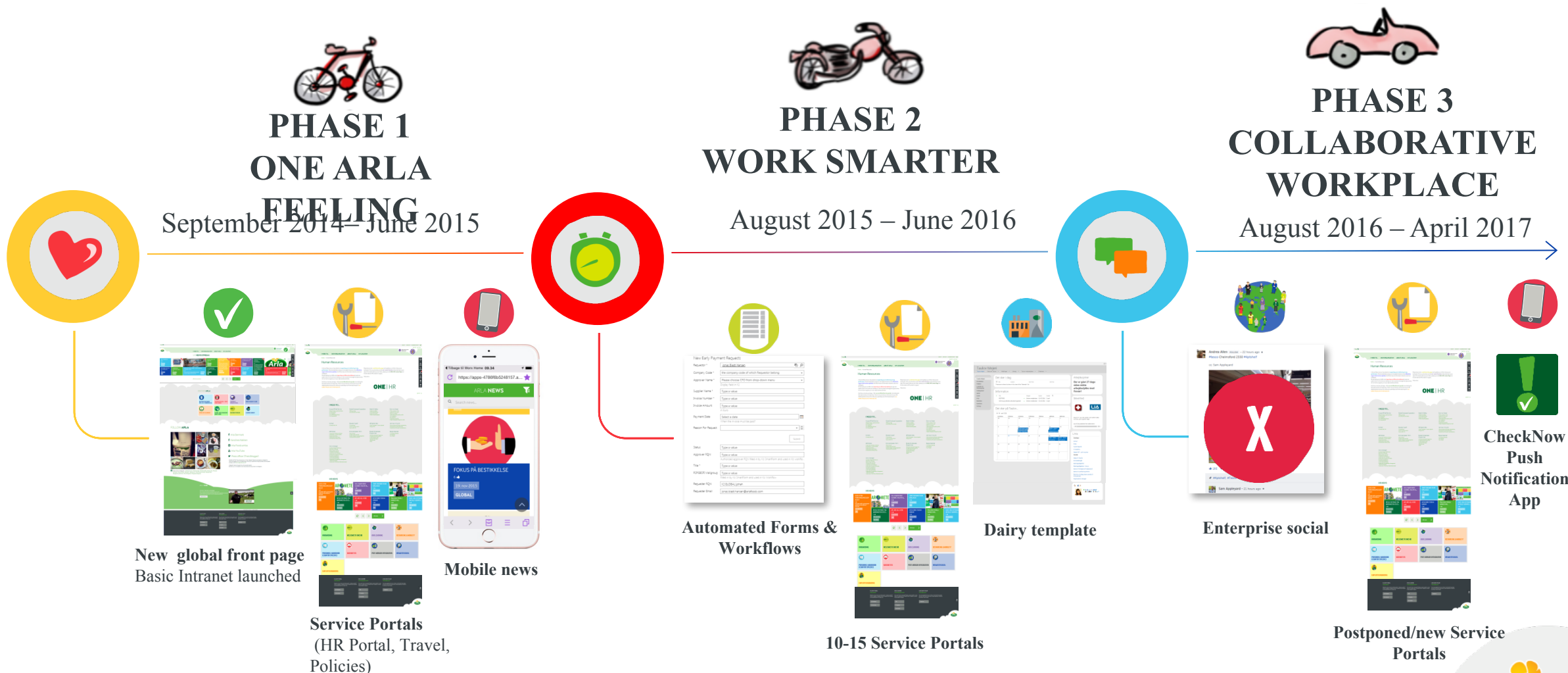
Goodness comes from within



THE PROJECT

CheckIn (One Portal Programme)

Main Deliveries & Main Objectives



7





Imagine

...your Intranet is a highway and you are working at the national traffic agency, responsible for signage. You are about to do the signage on the motorways out of Sydney. This is where people are going:

Wollongong
Newcastle
Canberra
Gold Coast
Logan City

Narooma
Jervai's Bay
Point Hick's
Lighthouse
Kosciuszko

Moruya
Bateman's Bay
Wentworth
Blue Mountains
Katoomba

Hunter Valley
Jervis Bay
Royal National Park
Kangaroo Valley
Melbourne

National Park
Coffs Harbour
Walgett
Leura
Brisbane

Informing along the way

Additional info needed

...you should also inform about

Speed limits

SOS spots

Gas stations

Rest areas

Radio stations

Roadwork

Exits

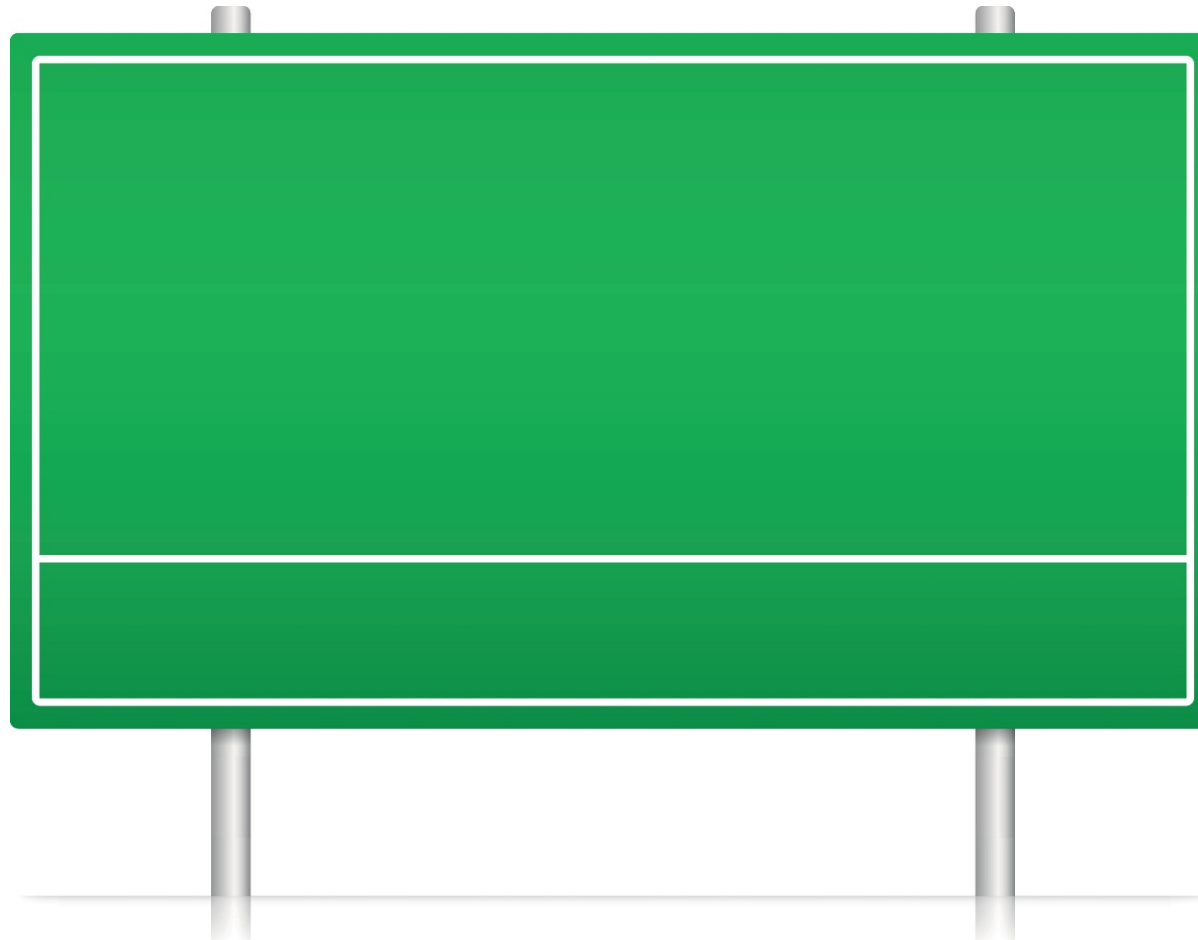
Distances

Tourist Attractions

...and much more

All this info but so little space

But you only have that much space:



And your users do not have much time to keep attention

...and only a few seconds to get attention!





Welcome to our sign
We constantly strive to give
you the best guidance you can get.
Our values are

- **Simplicity**
- **Customer focused**
- **Responsibility**

If you are travelling to Melbourne you should



How signage looks most of the time



Melbourne

DOES ANY OF THIS SOUND
FAMILIAR?

CREATING A TASK BASED INTRANET

Web design for Homo Sapiens

Behaviour to keep in mind when designing web pages



Our ambition

When designing a task based Intranet



WE **DON'T** WANT YOU TO
THINK!

- ✓ Light pages
- ✓ Intuitive UX
- ✓ Task focused



Two ways of thinking

System 1 & 2



SYSTEM 1

INTUITIVE

LOW ENERGY
CONSUMPTION



SYSTEM 2

REFLECTIVE

HIGH ENERGY
CONSUMPTION

System 1 and 2

~95 % of our actions are intuitive/based on habits (System 1)



SYSTEM 1

INTUITIVE

LOW ENERGY
CONSUMPTION

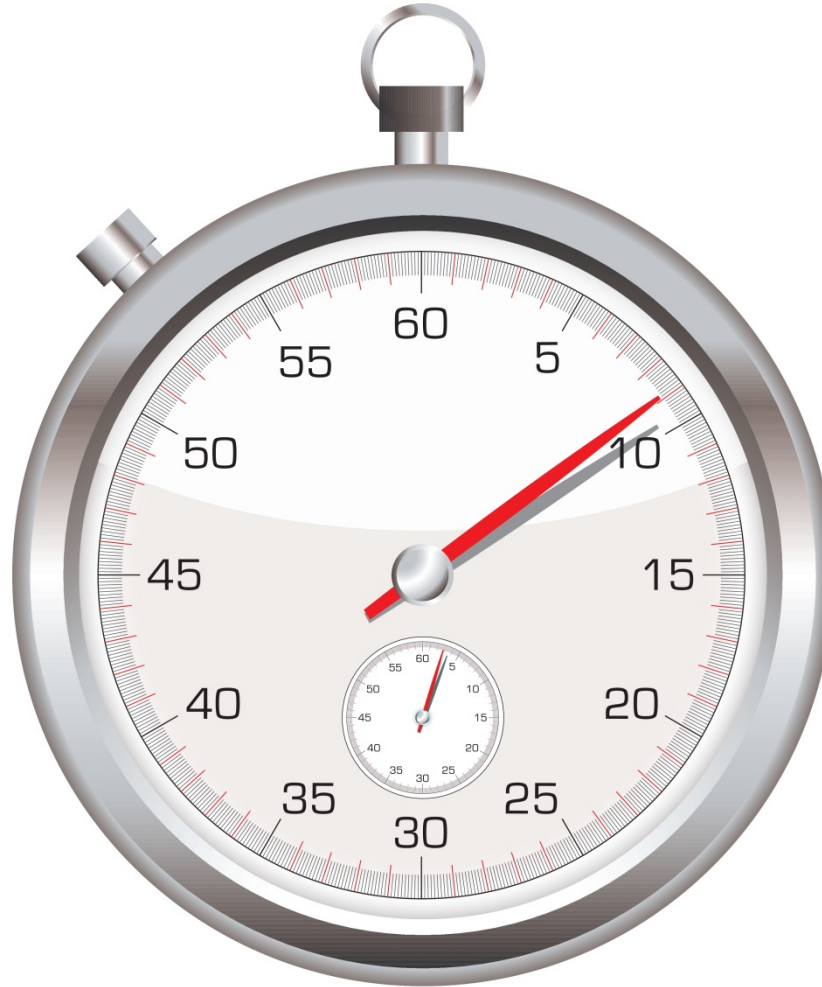


SYSTEM 2

REFLECTIVE

HIGH ENERGY
CONSUMPTION

We are impatient



91 % of users don't go on to page 2 on Google search

<https://www.quora.com/How-many-Google-searchers-go-to-page-two-of-their-search-results>



55 % of users leave a webpage after less than 15 seconds

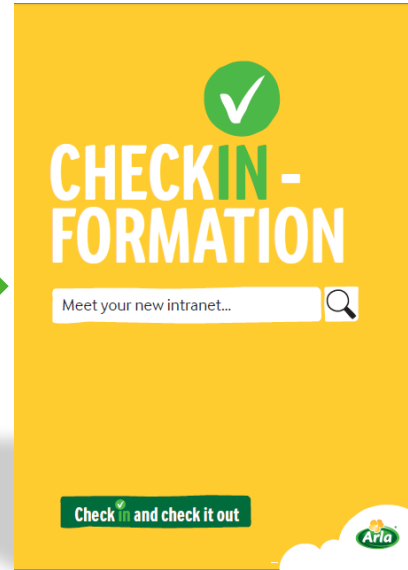
<http://blog.hubspot.com/marketing/chartbeat-website-engagement-data-nj#sm.000012h3wzv9hwdv6spvcc1kzieff>

We don't read instructions

We muddle through



CheckIn



Our challenge

What we would like to show from our department

What is important for the user to get the job done as quickly as possible



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you the best guidance you can get.
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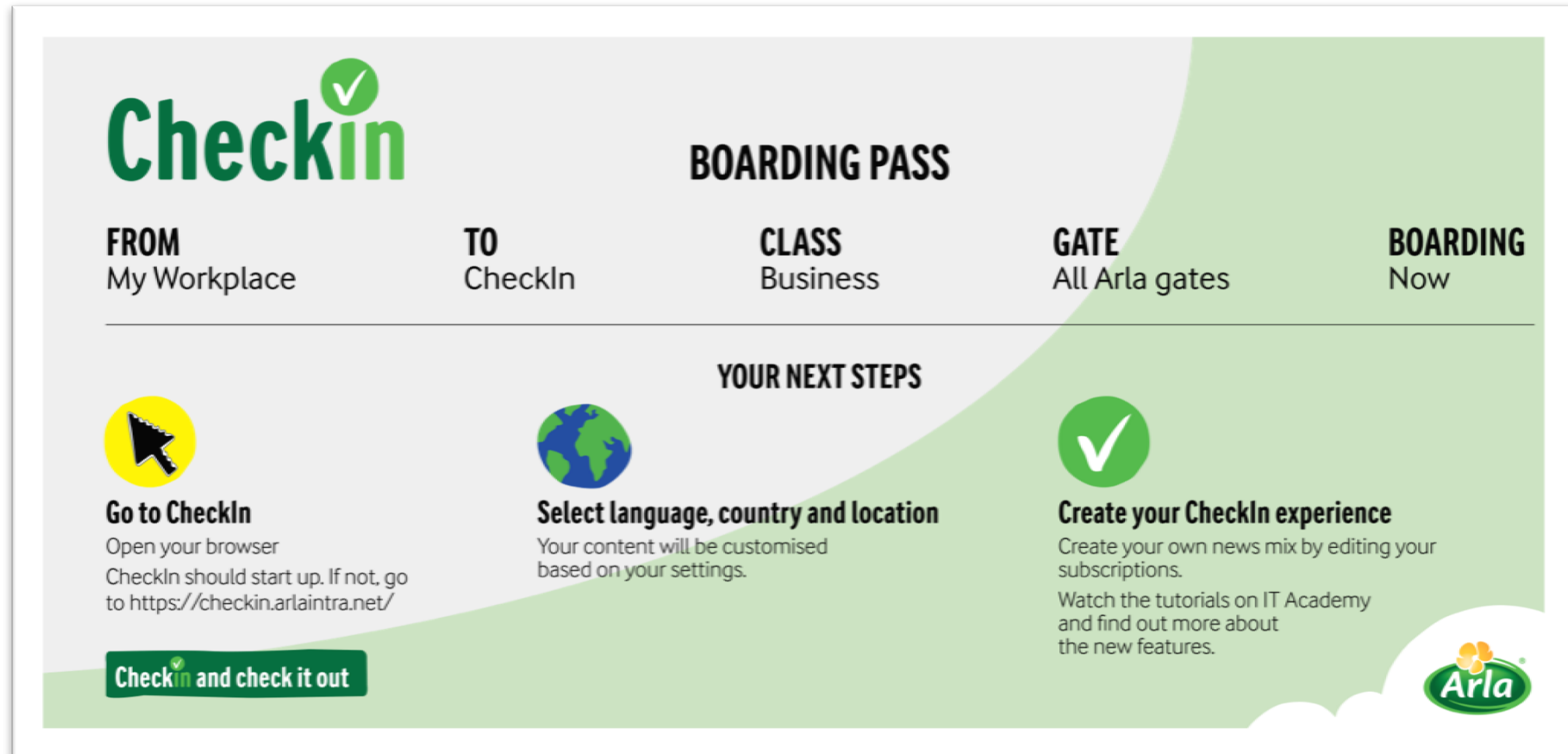
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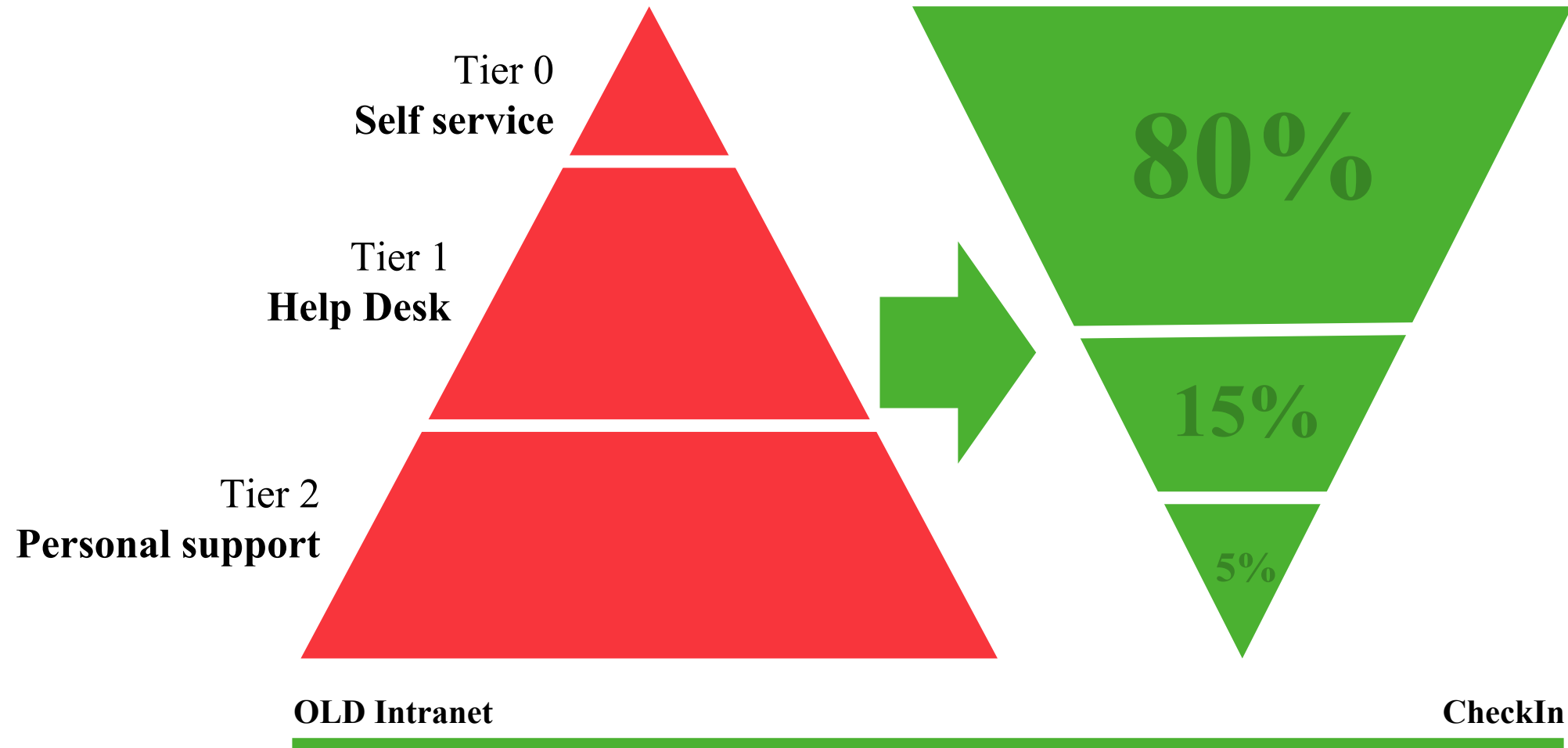


Melbourne

The Journey



Purpose of CheckIn vs Old Intranet



What we needed

A



CONCE

- A clean front page
- Use conventions
- Clearly defined page layouts
- Eliminate distractions
- Support scanning

PT

Where we started

- Top Tasks analysis
- Workshops
- Ustertesting
- Stakeholder management

		England	Denmark	Sweden	Others	Total
	Tasks					
1	Find people (contact details, expertise, responsibilities)	8%	7%	3%	4%	6%
2	Absence & time registration	2%	6%	12%	0%	6%
3	Organisation chart	2%	7%	4%	5%	6%
4	Corporate news	3%	5%	5%	6%	5%
5	Invoice handling	3%	4%	5%	1%	4%
6	Local news/updates (business groups, departments, etc.)	3%	4%	5%	1%	4%
7	Find forms and templates	3%	3%	5%	3%	3%
8	Job vacancies	5%	3%	2%	2%	3%
9	Working away from office (access, etc.)	7%	3%	1%	4%	3%
10	How to get access to systems	0%	3%	2%	3%	3%
11	Employee benefits and offers	4%	2%	2%	2%	2%
12	Attendance and leave rules (holidays, parental, illness, etc.)	4%	2%	6%	1%	2%
13	Which site produces which product	3%	2%	1%	1%	2%
14	Collaboration and networking (communities, discussions, document sharing)	1%	2%	3%	2%	2%
15	My location, site (lunch, local clubs, meeting minutes, handbooks, etc.)	2%	2%	2%	0%	2%
16	Expense & travel reporting	1%	2%	5%	0%	2%
17	Find account numbers, cost centers	2%	2%	0%	2%	2%
18	IT service desk	3%	1%	2%	5%	2%
19	Policies, processes, guidelines	2%	2%	1%	3%	2%
20	Travel (booking, guidelines)	0%	3%	1%	0%	2%

Top Tasks of My Workplace

Employees' most important tasks

Yellow indicates the top 25 % of the vote, green the top 50 % of the vote and top 75 %.

	Task	Score*
1	Find people (contact details, expertise, responsibilities)	200
2	Absence & time registration	258
3	Organisation chart	265
4	Corporate news	210
5	Invoice handling	176
6	Local news/updates (business groups, departments, etc.)	157
7	Find forms and templates	139
8	Job vacancies	136
9	Working away from office (access, etc.)	125
10	How to get access to systems	116
11	Employee benefits and offers	109
12	Attendance and leave rules (holidays, parental, illness, etc.)	108
13	Which site produces which product	90
14	Collaboration and networking (communities, discussions, document sharing)	88
15	My location, site (lunch, local clubs, meeting minutes, handbooks, etc.)	87
16	Expense & travel reporting	84
17	Find account numbers, cost centers	83
18	IT service desk	81
19	Policies, processes, guidelines	81
20	Travel (booking, guidelines)	77
21	Buy products and services; suppliers	75
22	Work-life balance (stress reduction, flexible working, etc.)	73
23	IT guides	71
24	Project management (model, guidelines)	69
25	Business performance dashboards (milk price, KPIs, sales, etc.)	64
26	IT operational status (alarms, notifications)	58
27	Lean (tools, documents, plans, etc.)	57

| Webbrådgivaren Sverige AB | Diakonsgatan 32, 216 23 Malmö, Sweden | +46 40 13 42 00 | info@wp

CheckIn's navigation

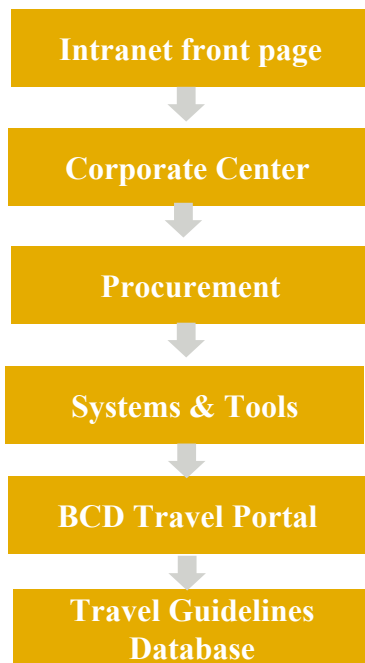
The I need to... concept



Example: Finding the travel guideline...



My Workplace
(Old Intranet)



CheckIn
(New Intranet)



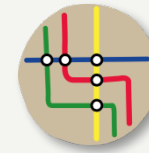
CheckIn in headlines



5 LANGUAGES



31 COUNTRIES



>100
LOCATIONS



>200 EDITORS



100 % TASK
BASED




>500
NEWS CHANNELS

Where we ended

The CheckIn front Page



The I need to navigation

Find Colleagues and Dairies <ul style="list-style-type: none">> Arla Dairies> Global Phonebook> Organisation Chart> People News	Handle Travel and Expenses <ul style="list-style-type: none">> Book Travel> Handle Expenses> Claim Mileage> Find the Credit Card Policy> Find Preferred Hotels> Rent a Car> Find the Global Travel Policy	Handle Invoices <ul style="list-style-type: none">> How to approve invoices> Electronic Invoice Handling (EIH)> VIM - Invoices without Purchase Orders> Find eLearning about Invoice Handling> Find internal order for marketing> Find the Payment Policy> Submit vendor invoice/credit note	I need to... Find common administrative tasks that support your daily work. checkin@arlafoods.com 
Buy and Order <ul style="list-style-type: none">> Enter Ariba to buy> Buy Goods and Services> Complain about a delivery> Order meeting catering> Buy According to Policy	Find Policies and Guidelines... <ul style="list-style-type: none">> Code of Conduct> Whistleblower> Anti-bribery> Centuri (Quality Assurance)> Find more policies	Find Templates... <ul style="list-style-type: none">> HR and Master Data Templates> Insurance Manual> Marketing and Innovation Templates> Order Business Cards	
Get IT Support <ul style="list-style-type: none">> IT Operational Status> Contact IT Service Desk> Find Tickets in ServiceNow> IT Academy> Find the IT Code of Conduct> Request IT Access	Manage Time and HR Data <ul style="list-style-type: none">> Report Holiday, Leave and Illness> See and Edit Personal Data> Access Personal Profile	Manage My Job <ul style="list-style-type: none">> Employee Handbook/Personale Håndbog> Find Learning> Prepare for Dialogue (People Managers)> Do Dialogue (Employee)> Recruit an Employee> Vacancies in Arla> I am new in my Job	
Communicate <ul style="list-style-type: none">> Find Images and Videos (DAM)> Find Visual Identity (CVI)> Arla Icons and Infographics> Find Corporate Presentations> Internal Channel Overview> News editor support	Reporting <ul style="list-style-type: none">> Find a report> Tools & solutions> Get access to a report> Dataload status> Get support> Request a report change	Common Tools and Applications <ul style="list-style-type: none">> Concur> Ariba> Internal Team Sites> External Team Sites> SuccessFactors> Arla Business Process Portal> Find more...	

I Need to...navigation

Owned by Internal Global Communication

Maintained by our Intranet Manager

Criteria for the I need to...navigation:

- Solves a specific end task (Invoice handling, Travel booking, Expense claims etc)
- Links must be relevant to >80 % of the CheckIn target group (~8000 employees)
- Yearly evaluation of the I need to... navigation. Done by the Intranet Manager.
- Links <50 hits per week should be considered taken out

1 Find Colleagues

- > Global Phonebook 238
- > Organisation Chart 1441

261 Handle Travel and Expenses

- 803 > Book Travel
- 1007 > Handle Expenses
- 331 > Claim Mileage
- 10 > Find the Credit Card Policy
- 22 > Find Preferred Hotels
- 20 > Rent a Car
- 5 > Find the Global Travel Policy

43 Handle Invoices

- 620 > Approve Invoices
- 1092 > Electronic Invoice Handling (EIH)
- 3080 > VIM - Invoices without Purchase Orders
- 14 > Find eLearning about Invoice Handling
- 39 > Find internal order for marketing
- 15 > Find the Payment Policy

Buy and Order 135

- > Buy Goods and Services 355
- > Items from Ariba 596
- > Complain about a delivery 13
- > Order meeting catering 24
- > Buy According to Policy 11

59 Find Policies and Guidelines...

- 14 > Code of Conduct
- 5 > Whistleblower
- 4 > Anti-bribery
- 90 > Centuri (Quality Assurance)
- 48 > Find more policies

112 Find Templates...

- <1 > HR and Master Data Templates
- 267 > IT Access Requests (Save and fill in)
- 3 > Insurance Manual
- 17 > Marketing and Innovation Templates
- 26 > Order Business Cards

56 Get IT Support

- > Find the IT Code of Conduct 6
- > IT Operational Status 116
- > Contact IT Service Desk 8
- > Find Tickets in ServiceNow 573
- > IT Academy 98

Manage Time and HR Data

- 1498 > Report Holiday, Leave and Illness
- 346 > See and Edit Personal Data
- 106 > Access Personal Profile

Manage My Job

- 128 > Employee Handbook/Personale Håndbog
- 79 > Find Learning
- 84 > Prepare for Dialogue (People Managers)
- <1 > Do Dialogue (Employee)
- 53 > Recruit an Employee
- 576 > Vacancies in Arla
- 36 > I am new in my Job

20 Communicate

- 21 > Arla Icons and Infographics
- 19 > Find Images (Mediawizard)
- 4 > Find Visual Identity (CVI)
- 3 > Internal Channel Overview
- 3 > News editor support
- 21 > Find Corporate Presentations

27 Reporting

- 107 > Find a report
- 9 > Get help to understand a report
- 10 > Get access to a report
- 4 > See data load status
- 4 > Get technical support
- <1 > Request a report change

Common Tools and Applications

- 179 > Concur
- 402 > Ariba
- 932 > Internal Team Sites
- 42 > External Team Sites
- 1236 > SuccessFactors
- 404 > Find more...

I need to...

Find common administrative tasks that support your daily work.

checkin@arlafoods.com



Numbers= Hits per week

How we would like the navigation to look

After review

Handle Invoices

- > Approve Invoices
- > Electronic Invoice Handling (EIH)
- > VIM - Invoices without Purchase Orders

Handle Travel and Expenses

- > Book Travel
- > Claim Milage
- > Handle Expenses

Buy and Order

- > Buy Goods and Services
- > Go to Ariba
- > Go to Concur

Manage Time and HR Data

- > Access Personal Profile
- > Report Holiday, Leave and Illness
- > See and Edit Personal Data

Manage My Job

- > Employee Handbook / Personale Håndbog
- > Prepare for Dialogue (People Managers)
- > Vacancies in Arla

Get IT Support

- > Find Tickets in Service Now
- > See IT Operational Status

Find Learning

- > Go to Learning Library
- > Go to IT Academy
- > New in Arla or Job?

Find Colleagues

- > Global Phonebook
- > Organisation Chart
- > People News

Find Policies and Guidelines...

- > Go to Policy Portal
- > Anti-bribery
- > Code of Conduct
- > Whistleblower

Find Templates and Reports

- > All Templates
- > Find a Report
- > IT Access Requests (Save and fill in)

Find Tools and Applications

- > Find External Team Sites
- > Find Internal Team Sites
- > Go to Application Overview

BUILDING SERVICE PORTALS

Service Portals

One Concept

A **Service Portal** is a site on CheckIn where employees can get quick access to tools, services and information offered by a business group, department or area in Arla

Examples of Service Portals implemented

HR

[illegible]

Finance, Legal & IT

WE NEED TO... WORKING WITH... ABOUT AIRA... YOUR LOCATION...

Home > Finance

Finance, Legal & IT

We play an important role in helping Aira realise the future of Italy.

Our key objectives in providing Aira's strategic guidance are to help targets and VCs, ensure that efficient resources are used and that all of our activities are aware of each other and across the business.

Our work with the parties to give you quick access to track, manage, guide and control all information, which will support us in performing our business and helping you to realise our 2020 Strategic objectives.

Current information follows the below list:

IT > Legal > Finance, Legal & IT Strategy 2020 >

Italy: controlling@aira.it/aira/italy

More videos from Finance, Legal & IT

- Key metrics update**
Dashboards and visual...
AIRA
- The Data Location - a collaboration...**
AIRA
- How ICT helps to go for the...**
AIRA
- Support of Incident Management**
AIRA
- The Data Location supports Air...**
AIRA
- and it is supported by...**
AIRA

Navigation: C < > All items >

I NEED TO

Handle Business

- 1 Approval process
- 2 Internal control system
- 3 Internal Risk - Quality Management
- 4 Internal control system
- 5 Check internal control
- 6 Approval process internal control

Manage Field Assets

- 1 Check Field Asset
- 2 Check Field Asset
- 3 Check Field Asset

Find Policies

- 1 Check internal control
- 2 Internal control system
- 3 Internal control system
- 4 Internal control system
- 5 Internal control system
- 6 Internal control system

Explore Business Changes

- 1 Business Changes

Do Bookkeeping

- 1 Check internal control
- 2 Internal control system
- 3 Internal control system
- 4 Internal control system
- 5 Internal control system
- 6 Internal control system

Manage Payments

- 1 Check internal control
- 2 Internal control system
- 3 Internal control system

Find a Report

- 1 Check internal control
- 2 Internal control system
- 3 Internal control system
- 4 Internal control system
- 5 Internal control system
- 6 Internal control system

Work with Risk & Compliance

- 1 Internal control
- 2 Internal control system
- 3 Internal control system
- 4 Internal control system
- 5 Internal control system
- 6 Internal control system

Manage Tax

- 1 Tax Declaration
- 2 Tax Declaration
- 3 Tax Declaration

Manage Asset Data

- 1 Check internal control
- 2 Internal control system
- 3 Internal control system
- 4 Internal control system
- 5 Internal control system
- 6 Internal control system

Learn more / E-Learning

- 1 Learn more / E-Learning
- 2 Learn more / E-Learning
- 3 Learn more / E-Learning
- 4 Learn more / E-Learning
- 5 Learn more / E-Learning
- 6 Learn more / E-Learning

Do Performance Management

- 1 Performance Management

Work with Finance & Accounting

- 1 Check internal control
- 2 Internal control system
- 3 Internal control system
- 4 Internal control system
- 5 Internal control system
- 6 Internal control system

- PROJECT IDEA FORM**
- ANNUAL REPORT**
- PROGRAMME ADMINISTRATION**
- FINANCE POLICIES**
- FINANCE ORGANISATION**

Global Communication

I NEED TO...
WORKING WITH...
ABOUT ARLA
YOUR LOCATION

Home
>
Global Communication

Global Communication

In Global Communication, we lead and develop integrated communication that supports our business goals and strengthens Arla's reputation of creating Good Growth.

We can help you with a wide range of communication consultancy, whether it's external, internal or towards our owners.

Help yourself with tools, tips & presentations. Get consulting on your communication challenges.

Regist your tools
>
Communication consultants
>
Corporate presentations
>



I NEED TO...

Share news

- Get a channel overview
- Get channels
- Go closer to top
- Go to the top
- With the media
- With owners

Connect with the press

- Get fast a press officer
- Know a key person policy
- Get media looking
- Find media coverage

Find tools to make

- Presentations
- Tools
- Communication plans
- Communication strategy

Report a crisis

- Connect with a press officer
- Find the crisis management plan

Find visual content

- Images and videos (strong) (200)
- Arla.com and shop graphics
- Video library
- Corporate visual identity (219)

Improve communicating

- Learn about communicating
- Learn about presenting

Get consultancy on

- Internal communication
- External communication
- Communication of change
- Communication of strategy

Find publications

- Arla.com
- Owner newsletter
- Press releases
- Annual reports
- CSR reports

Create presentations

- Presentations guidelines
- Corporate presentation formats
- Arla
- Strategy (200)
- Images
- Communication strategy
- Environmental strategy
- Visual identity
- Visual strategy

About Global Communication

- What can help you
- Communication policies




WHO CAN HELP ME?



HOW WE WORK



CORPORATE PRESENTATIONS



FIND IMAGES




ARLA MERCHANDISE



CLOSER TO ARLA



BECOME A NEWS EDITOR



ANNUAL REPORTS

COMMUNICATION NEWS

Get info at a glance via infobooks

➤ Get your overview that Arla has for you. It contains all the information you need to know about Arla and its products. It also contains all the information you need to know about Arla's products and services. It also contains all the information you need to know about Arla's products and services.

➤ [Go to the infobooks](#)

Check in 2016: What's what?

➤ [Check in 2016: What's what?](#)

No profile picture on your email?

➤ [No profile picture on your email?](#)

Arla's Arla's ARLA promotion...

➤ [Arla's ARLA promotion...](#)

Owner Update December?

➤ [Owner Update December?](#)

Owner Update November?

➤ [Owner Update November?](#)

Jonas Sondergaard, New Growth Senior...

➤ [Jonas Sondergaard, New Growth Senior...](#)

Fredagspapir, Arla's...

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➤ [Jonas Sondergaard, New Growth Senior...](#)

Fredagspapir, Arla's...

➤ [Fredagspapir, Arla's...](#)


All news
>

BUILDING A SERVICE PORTAL

STEP BY STEP



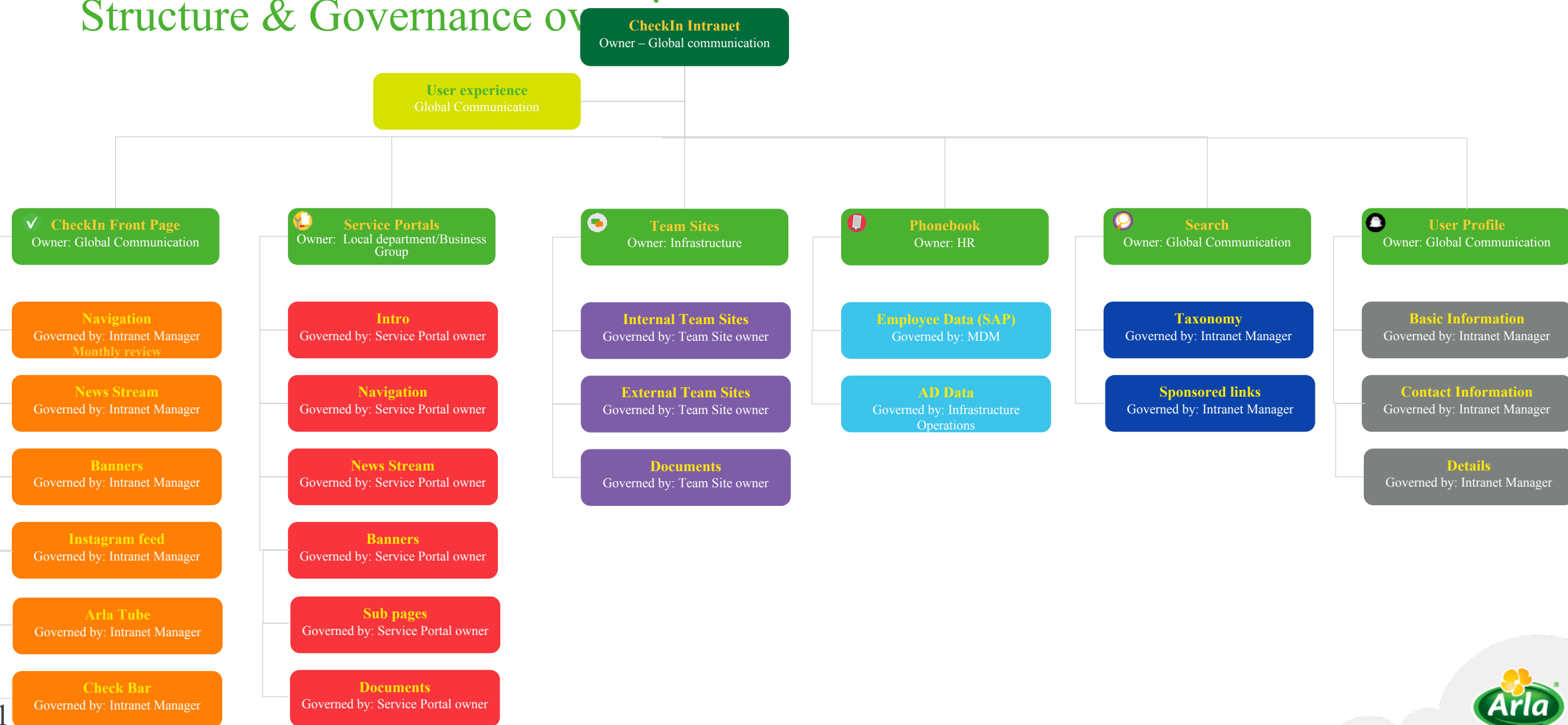
GOVERNANCE

How to make sure you don't end up where you started



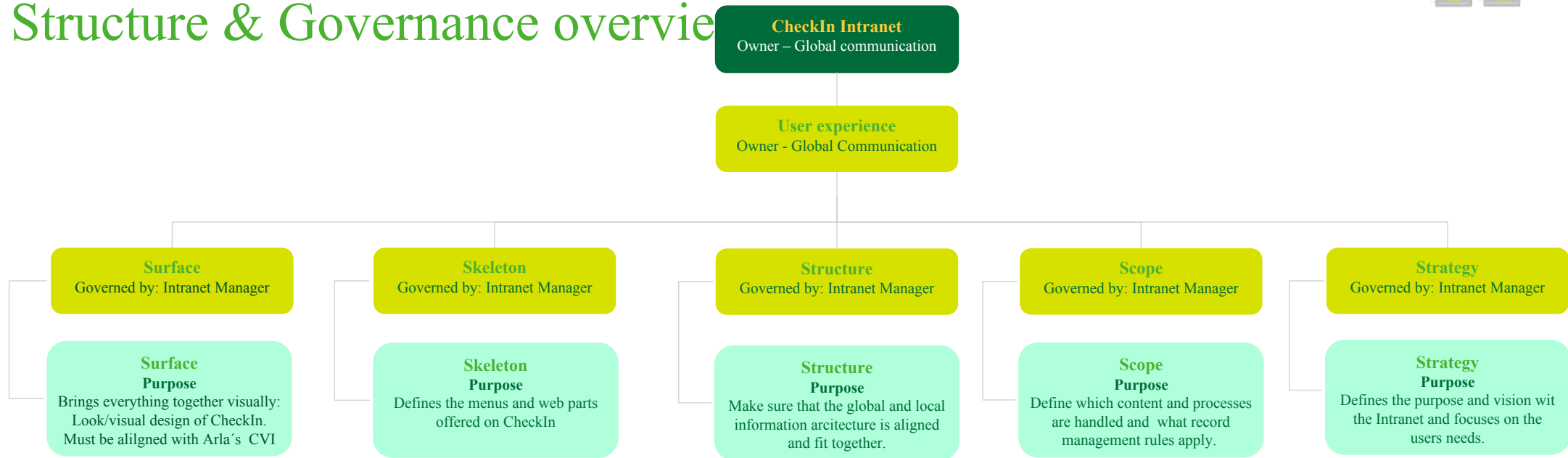
CheckIn

Structure & Governance overview



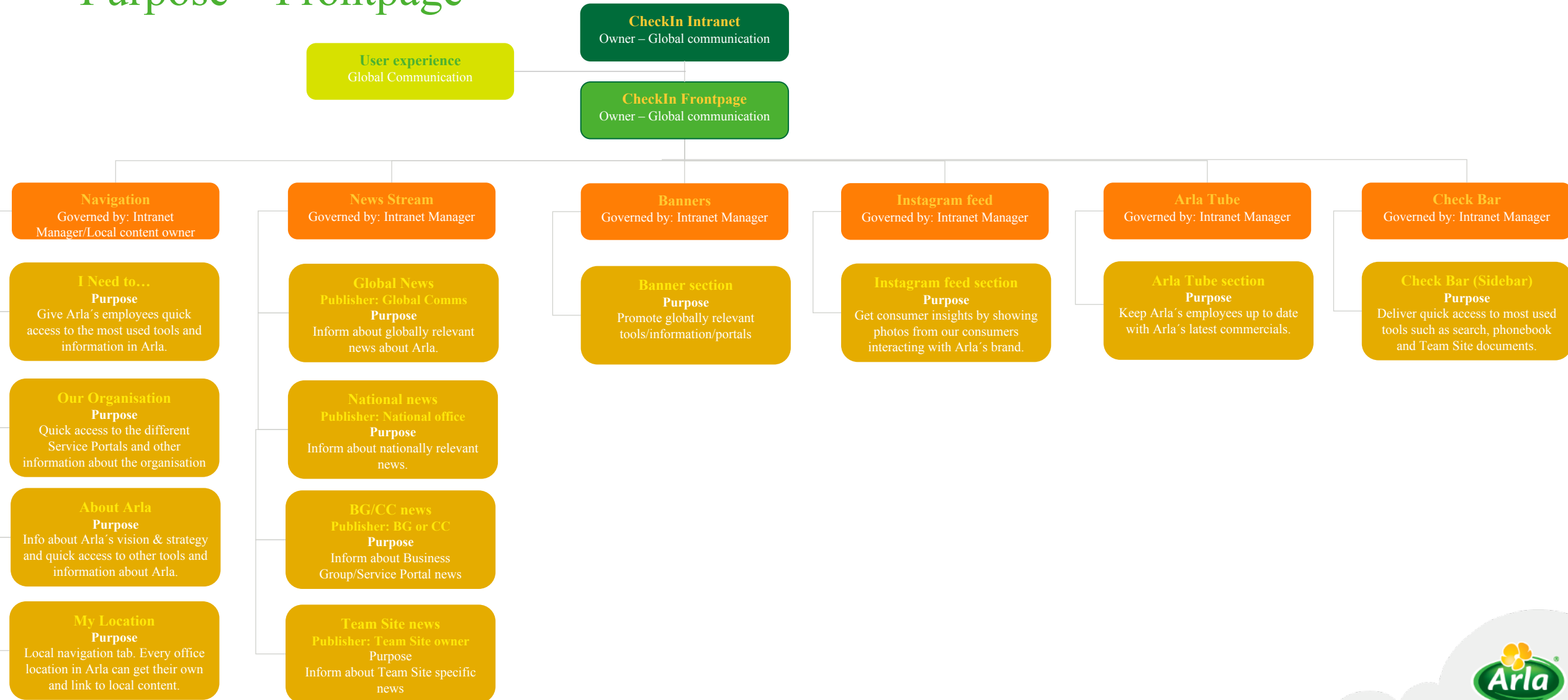
CheckIn

Structure & Governance overview



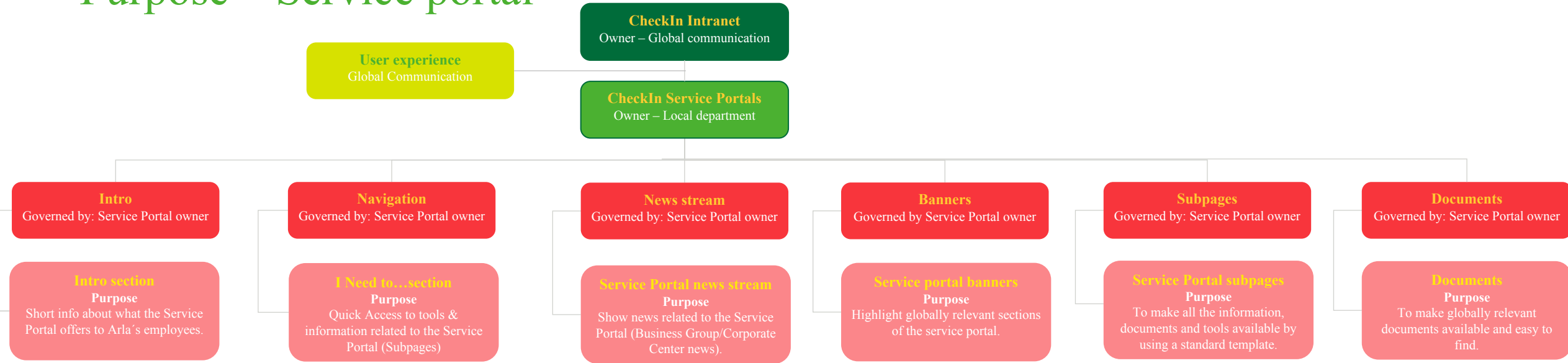
CheckIn

Purpose – Frontpage



CheckIn

Purpose – Service portal*



*See presentation about Service Portals to get more detailed information about the purpose and content

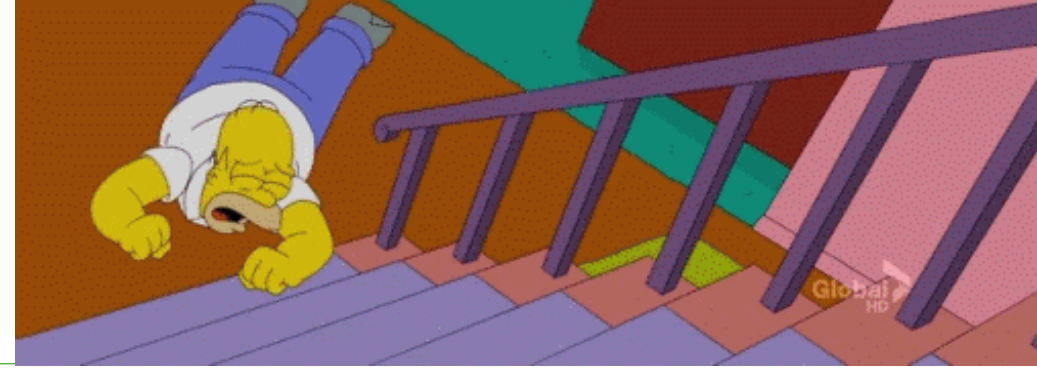
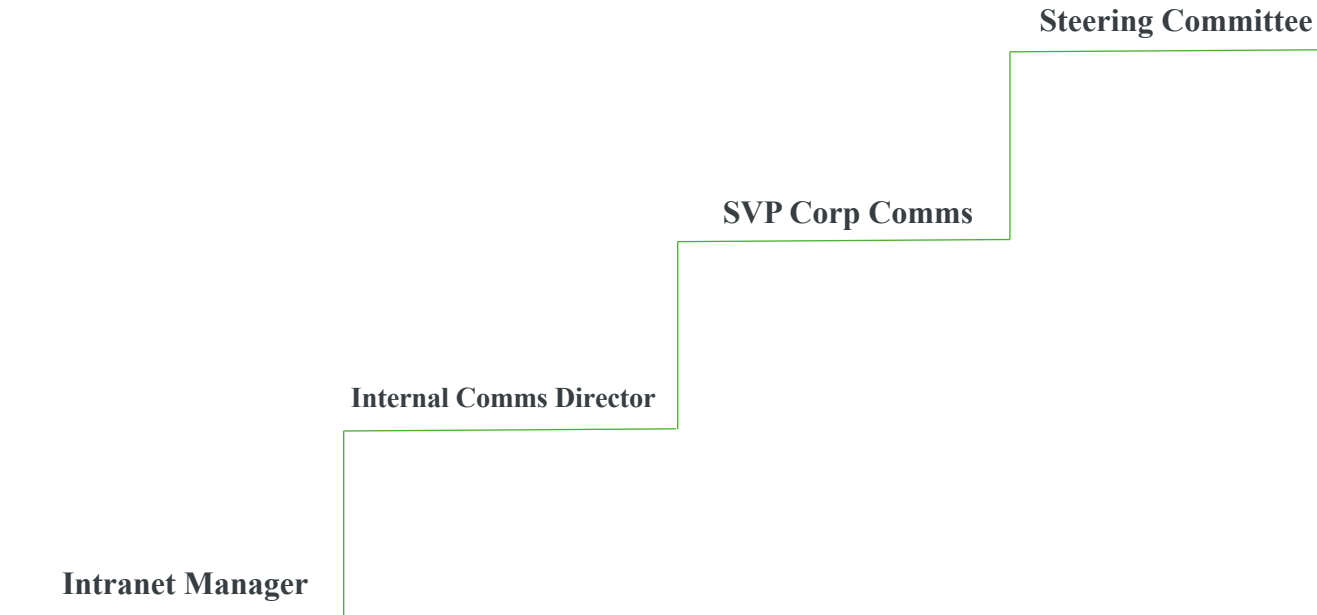
CheckIn Governance

One document that describes everything that should be done during a governance review

CheckIn				BUSINESS AND CONTENT GOVERNANCE											
Activities per year	Only project related	Responsible	What to do	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overall activities															
KPI reporting		Intranet Manager	Report identified KPIs to Intranet Owner	x	x	x	x	x	x	x	x	x	x	x	x
Stats reporting to stakeholders		Intranet Manager	Create automatic reports with statistics to Service Portal Owners & News editors	x	x	x	x	x	x	x	x		x	x	x
SteerCo meetings	x	Business Project manager	Arrange and facilitate meetings. Coordinate agenda with IT Project manager and Intranet owner	x		x	x		x		x		x		
Reference Group meetings		Intranet Manager	Arrange and facilitate meetings. Coordinate agenda with Business Project manager		x			x			x				x
Project Change management	x	Business Project manager	Align plan with business activities. Coordinate with Intranet manager, Intranet Owner, IT Project manager and Change	x	x	x	x	x	x	x	x	x	x	x	x
Ongoing change activities		Intranet Manager	Change activities after project has closed.												
Service releases		IT Project manager	Coordinate releases with Intranet manager, Business Project Manager, Intranet Owner												
Satisfaction survey		Intranet Manager	Get yearly survey score from IT	?											
Solution strategy		Intranet Manager	Coordinate with IT architect what the scope is for the platform (new add ons/improvements etc)	x											
Content strategy		Intranet Manager	Validate content strategy based on best practices	x											
User Experience															
Surface		Intranet Manager	Make sure that CheckIn visual design is aligned with Arla CVI												x
Skeleton		Intranet Manager	Evaluate if web parts and menus fulfills the business needs and are userfriendly												x
Structure		Intranet Manager	Make sure that global and local content is structured in a userfriendly way. Make sure that content is placed on the right portals (Policies on the policy portal, forms and templates on the forms & templates portal etc)												x
Scope		Steering Committee/Intranet owner	Review if there are any changes to which content we should handle on CheckIn. Should be handled as part of the content strategy review												x
Strategy		Steering Committee/Intranet owner	Review if the purpose and vision is still aligned with the Business needs and corporate strategy.												x
CheckIn Frontpage															
Navigation		Intranet Manager	Review if the navigation gives employees quick access to the most used tools in Arla. Discuss this with the reference group. Analyze userfriendliness by doing user tests. Use statistics as			x						x			
- My location tab		Local content owner	Review if links are working and if relevant content is up to date and if new content should be part of the tab	x											
News Stream		Intranet Manager	Review features for users and editors (CMS). Review variety and quality of news content.	x							x				
Banners		Intranet Manager	Review if new features to the banner section is needed. Review if Banner section is promoting the right areas on CheckIn.	x											
Instagram Feed		Intranet Manager	Review if content is appropriate. Review if we follow the right tags. Consult the digital team and local business group (CSE, CDK, CFI, CCE, CINI)	x	x	x	x	x	x	x	x	x	x	x	x
Arla Tube		Intranet Manager	Review if new features to the Arla Tube is needed	x							x				
Check Bar		Intranet Manager	Review if the Arla tube needs to be updated with a new video.	x	x	x	x	x	x	x	x	x	x	x	x
Footer		Intranet Manager	Review features in the Check Bar. Are they aligned with business needs? Discuss with the reference group.	x											
		Intranet Manager	Review features & content in the footer	x							x				
Service Portals															
Intro		Service Portal owner	Review if text intro and call to action buttons are up to date.			A						B			
Navigation		Service Portal owner	Review if navigation and links are up to date & fits user needs based on user statistics and user feedback. Consult local content owners to verify.			A						B			
News Stream		Intranet Manager	Same as News Stream on Front page.			A						B			
Banners		Service Portal Owner	Review if Banner section is promoting the right areas on the Service Portal. Consult local content owners to verify.			A						B			
Subpages		Service Portal owner	Content owners/editors to review if content on subpages are up to date, if the pages are used and that links are up to date. Consult with Service Portal owner.			A						B			
Documents		Service Portal Owner	Content owners/editors to review if documents are up to date and that links are working. Consult with Service Portal owner.			A						B			
Team Sites															
Internal Team Sites		Infrastructure Operations	Semi-automatic review if site is still active (automatic process)			x						x			
External Team Sites		Infrastructure Operations	Semi-automatic review if site is still active (automatic process)			x						x			
Knowledgebook															
Employee Data		MDM	Follow up on data quality with MDM. Track progress.				x								
AD Data		Infrastructure Operations	Follow up on AD data quality.				x								
Search															
-Facets (language, location etc.)		Intranet Manager	Review if more or less language variations (e.g. policy pages) are needed. Review if locations (nations & office) needs to be added. Consult with				x						x		
-Metadata (Channels, key words)		Intranet Manager	Review amount of news channels (sufficient?)		x										
-News keywords		News editor/Global Communication	Review if news keywords are up to date. Remove double words/words spelling if any.		x										
Policy keywords and tags		Intranet Manager	Review if policy keywords and tags are up to date.		x										
Best bets		Intranet Manager	Analyze search statistics and develop best bets that helps employees find most searched information/tools faster.	x	x	x	x	x	x	x	x	x	x	x	x
User Profiles															
Basic Information		Intranet Manager	Review if engagement is needed to upload picture, fill out "about me" or "ask me about".	x											

Escalation model

If you did not agree with us



User testing (A/B)
mostly prevents the
escalation of
discussions

RESULTS

Results

78 %

of all navigation
activity is initiated
through the I need
to...navigation

80 %

visit CheckIn daily or
at least a couple a time
per week

User satisfaction
increased from 62
(Bottom of lowest peer
group) to **68** (Top of
medium peer group)
primo 2016.

Main reason to visit
Visits to solve specific
tasks has increased
from 45% to 80 %

....we are just at the
beginning of the
journey

KEY LEARNINGS

Key Learnings

- Identify the core tasks in the business and prioritise
- Ask: "What's in it for the user", and then "How" and "Why"
- Make sure you have a clear concept when you approach your stakeholders
- Use mockups to show exactly what you mean
- Be as data driven as possible and discuss your findings with the users to verify and or get a deeper understanding
- Make compromises if you need to, but make sure that they know you will evaluate and can revise later

THANK YOU



Jonas Bladt Hansen @Bladt77 · Jul 20
Stop being boring - Infotain! bit.ly/1StMdKl #comms #infotainment

Jonas Bladt Hansen @Bladt77 · Jul 20
Sådan ser fremtiden ud for intern #kommunikation når der kun er 8 sek. til at få medarbejdernes opmærksomhed (UK): linkd.in/1e6qvOY

Jonas Bladt Hansen @Bladt77 · Jul 20
Smartphone users suffer from "Divided attention"... Might be the reason our attention span has decreased theatlantic.com/1Mk0YAV

Jonas Bladt Hansen @Bladt77 · Jul 20
How to make your messages stick
wp.me/p6qMxX-q #internalcomms
#visualcomms #employeeengagement
#communication

@Bladt77



Jonas Bladt Hansen
Digital Consultant at Arla Foods amba
694 followers [Publish a post](#) [View stats](#)

Recent Activity (22) **Published (3)** Drafts (0) Followers (694)

Channel overview

	Newsletter	Infotain	Newsletter	Video	Infotain	Infotain	Enterprise social
Content	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain
Primary target group	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain
Reach within target group	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain
Engagement rate	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain
Brand/voice	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain
Frequency	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain	Infotain

How you help your managers choose the
August 31, 2015
807 views 62 likes 9 comments
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How you link your project to the corporate...
August 21, 2015
686 views 40 likes 8 comments
[Edit](#) [Delete](#)

How to make your internal messages stick
August 15, 2015
1,066 views 68 likes 13 comments
[Edit](#) [Delete](#)