

IMPLEMENTING CONTEXTUAL DESIGN IN A VERY LARGE CORPORATION



Bett Correa- Customer Experience Architect

bettworld@gmail.com

@betterworkINC

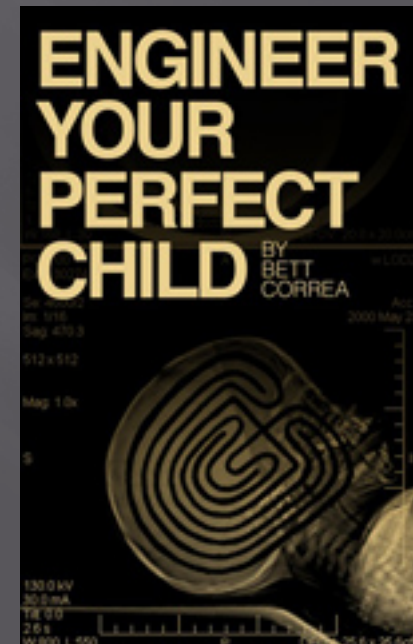
Blog: Betterworkinc.com

Author of

*You Can Be a Software Architect
And Engineer Your Perfect Child*

And SOON to be Author of

*Boost Your IT Career and
Customer Experience Architecture!*



Outline

- ▣ Introduction to Contextual Design
- ▣ Introduction to our Organization's challenge
- ▣ Our Goal
- ▣ Our Program Overview
- ▣ How we modified Contextual Design and Why
- ▣ Challenges we faced
- ▣ Support Structures
- ▣ Results
- ▣ Conclusion

Contextual Design

- Contextual Design engages the people doing the work and studies their intents and problems to ensure the software system developed is more in tune with the user's actual needs.
- It provides a powerful tool for software engineers to use as input into their requirements and architecture



Bottom Up Architecture

Work Re-Design



Contextual Design is great for

- ▣ Enhancements to a existing system
- ▣ Migration from legacy system
- ▣ Creation of new system to a replace manual process
- ▣ Two quick examples:
 - Copy Paste Functionality in a migration
 - Save and Return in a migration

Every Project should
have SOME CD

To avoid

Ambiguous Requirements
Missing Requirements

Used by Top Design Firms

Global Use of our Software



Global Use of our Software

A world map with a muted color palette, showing continents in shades of tan and brown and oceans in blue. The map is centered and serves as the background for the text.

100 Systems
4k IT Employees

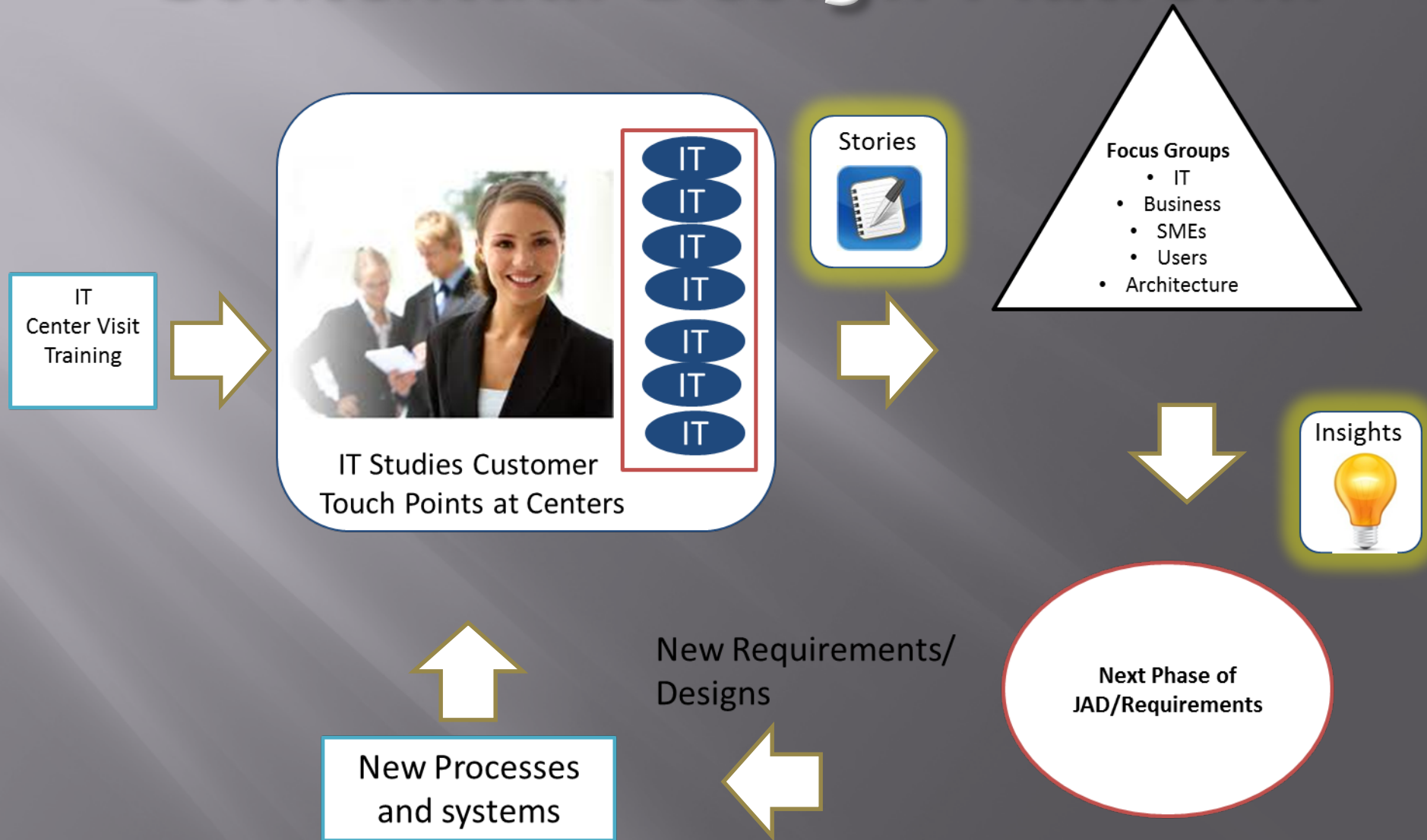
20K Users
150 Locations

Goal

- Our goal was to create a Contextual Design Platform across the IT organization of 4K IT people.
- Consistent
- Little Training
- MEME Like



Contextual Design Platform



How and Why We Modified

- ▣ Changed the terms
- ▣ Whittled it down to two main activities:
 - Story Gathering
 - Focus Groups
- ▣ Made it generic
 - Testers to improve test scenarios/planning
 - Developers to look for adoption, find problems, gain empathy
 - Architects to use to redesign flows, interfaces



Left it Flexible for Each Org

How and Why We Modified

Sequence Diagram Consensus Sequence Team Member

Intent: Get Meeting
Scheduled

*Each person takes the
time to explain their
reasons for their answer.*

*Conversation goes back
and forth debating the
merits of each answer*

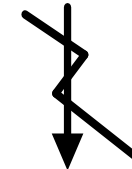
Trigger: Receive
consensus Problem



Identify impacted
Team members



Schedule Meeting



Go back and forth to
get all the reasons



Send Consensus
spreadsheet to
requester

Challenges

- ▣ Visiting centers is very disruptive to user's work.
 - Needed to get Exec support on user org
- ▣ IT Employees needed a lot of training
 - Systems
 - Acronyms
 - Data Flows
 - Processes
 - Products
- ▣ Focus Groups need SMEs to be useful



Support Structures

Center
Visit Tool



Story Sharing
Repository



Visualizations

Leaderboard

Leaderboards

Program_Bride-00	Active			70.2
Broggi	Active	12	6,082	1,328,014
Grizz_8	Active	13	5,447	1,804,796
O-B-E-L-4-X	Active	14	5,720	1,701,195
Dylon	Active	15	3,029	1,622,128
cyran83	Active	16	3,758	1,527,759
slrpk	Active			173.1

Insights
Repository



Sales
Ordering
Service Delivery
Billing
Service Assurance



Support Structures

- ▣ Templates
- ▣ Training

[illegible]

Communications

How do you reach
4 k
busy IT People?

Videos



Website



Emails



FAQs



Testimony- Developer



“Seeing them use the system and seeing how they work around issues you have a better understanding on how to apply a fix for the next release”
Daniel - Developer

Results

- ▣ We did a trial run in Tampa and found several process improvements which are in the works now.
- ▣ “this is GREAT!” –Architect during Focus Group
- ▣ Architecture team loves us!
 - Finding why fields are empty or full of garbage
- Testing team loves us
 - Improving their testing
- “This will be useful to all the dev and design team members ..when they see the real-life situations - step by step as compare to what they provided... more open discussion should occur” - Developer



[Unexpected] Results

- ▣ Business Process Management team Loves us!
 - Identifying user training issues
 - Process improvements
- ▣ Users love us!
 - They feel “heard”
- ▣ HR Loves us!
 - All the training is great for onboarding new hires



Conclusion

- ▣ Create support structures that include
 - Training
 - Tools
 - Make it easy and fun
 - Show recognition



Review

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Questions?

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