

# ENSURE THAT YOUR OMNIA SOLUTION IS USER-FRIENDLY

OMNIA CONFERENCE | MALMÖ 14-15 NOV.

# AGENDA

- ✓ What is UX?
- ✓ The UX journey
- ✓ What's in it for you
- ✓ UX review
- ✓ Summary and questions

**KEEP YOUR  
PHONE CLOSE**

# WHO ARE WE?

## **SARA OLSSON**

UX designer, Omnia Expert  
5 years at Precio Fishbone

## **SOFIA JEPPESEN**

Project Manager, Omnia Expert  
13 years at Precio Fishbone



# WHAT IS UX?



**Visual design**  
**Colors**  
**Graphic design**  
**Layouts**  
**Typography**

User Interface

# UI

Visual design  
Colors  
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User Interface

# UI

**User interface design refers to visually guide the user through a product or service.**



User Interface

# UI

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User Experience

# UX

**Interaction design  
Wireframes & Prototypes  
Information architecture  
User research  
Scenarios**

User Interface

**UI**

**User interface design refers to visually guide the user through a product or service.**

User Experience

**UX**

**User experience design refers to the whole experience that a person has with a product or service.**



# UI

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**Visual design**  
Colors  
**Graphic design**  
Layouts  
Typography

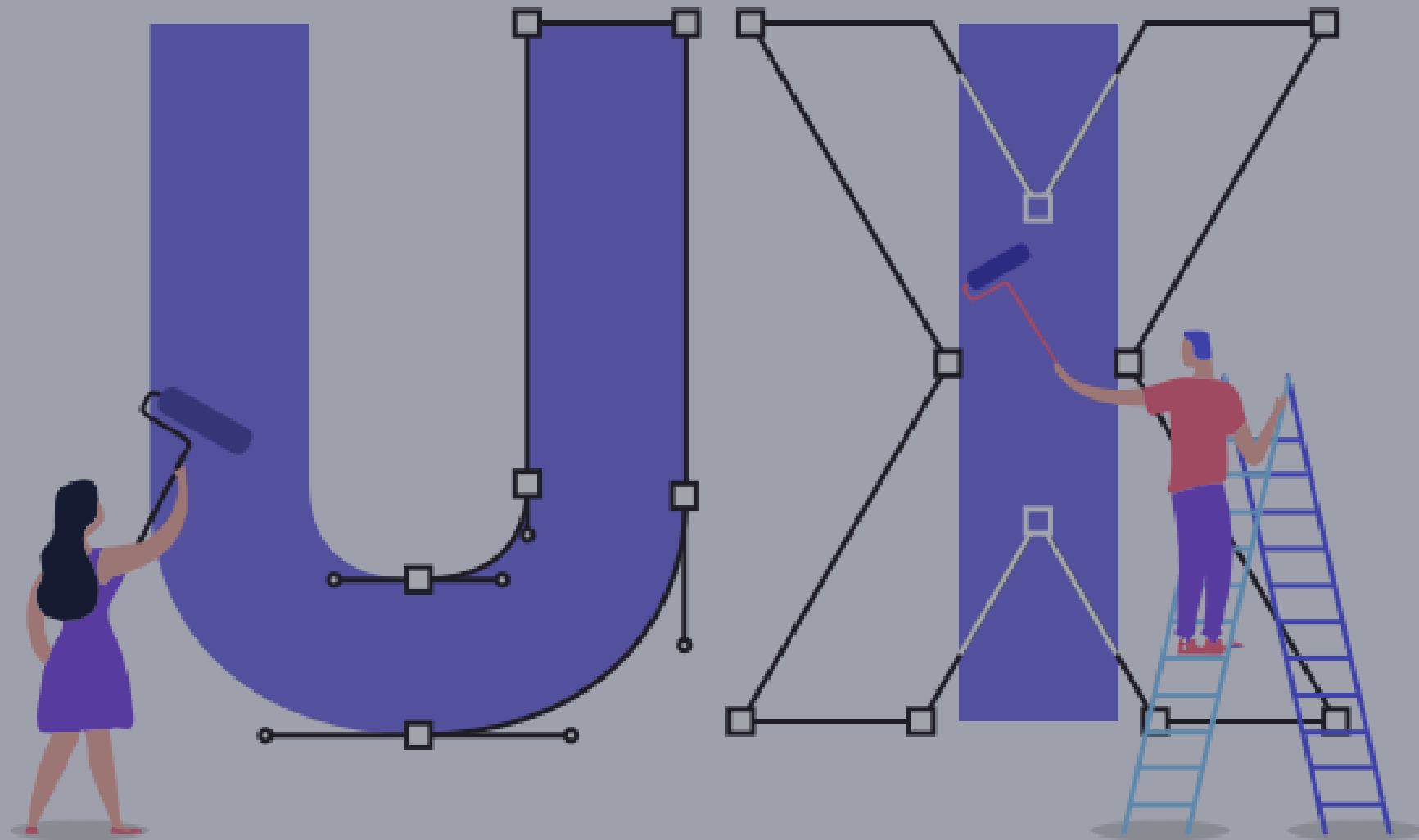
# UX

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**Interaction design**  
**Wireframes & Prototypes**  
**Information architecture**  
User research  
Scenarios







# THE UX JOURNEY



THE UX JOURNEY

# Question #1

Have you continued to develop your intranet since you launched it?



THE UX JOURNEY

## Question #2

Have you recently tested if the users can find what they are looking for?

THE UX JOURNEY

# Question #3

Have you measured how well your intranet is working for the users?

## YOU LAUNCH YOUR INTRANET AND THEN YOU'RE DONE?

- ✓ Adapt to changes
- ✓ Let the intranet grow with you
- ✓ "Sminka grisen" (visual appearance)

## SUPPORTING YOU IN THE UX JOURNEY

- ✓ Customer Success Manager
- ✓ Customers don't know where to start
- ✓ Help you enhance the experience
- ✓ RISK – Change of product



**WHAT'S IN IT FOR YOU?**



A dramatic illustration of the Titanic sinking at night. The ship is tilted at a steep angle, with its three yellow funnels and deck lights visible. The sea is dark, and several lifeboats are in the foreground, filled with people. The sky is dark with stars. The text "AVOID THE SINKING SHIP" is overlaid in large white letters.

# AVOID THE SINKING SHIP

# THE UX JOURNEY

- ✓ A better understanding of your current state of the user experience
- ✓ Understanding the importance of measurable UX goals
- ✓ Improvements and suggestions based on customers needs and current state

# GO FIND US OR OUR COLLEAGUES IN THE ASK THE EXPERTS BOOTH

Ask an expert a question  
and win a UX review\*  
and a bluetooth speaker from Bang & Olufsen



#### \*What is a UX review?

It's a review where an experienced UX designer evaluate your solution based on UX best practices and knowledge within their area of expertise. By doing a UX review, you can identify any problems with the user experience, get a roadmap and make the necessary changes to make your Omnia intranet as user-friendly as possible.

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# UX REVIEW



THE KEY TO A USER—FRIENDLY SOLUTION

BE AWARE OF THE USERS  
AND THE POTENTIAL  
USABILITY PROBLEMS

## WHAT IS A UX REVIEW?

- ✓ Experienced UX designer evaluates your solution.
- ✓ UX best practices and knowledge
- ✓ Identify any UX problems
- ✓ Deliver a roadmap





## EXAMPLES OF POTENTIAL UX PROBLEMS

### ✓ “Small” things

- Contrasts
- Text on image
- Margins and paddings

### ✓ Bigger things

- Difficult navigation structure
- Information overload on start page

## NOTHING COMES FOR FREE

- ✓ Figure out what works for the users  
– it will be worth it!
- ✓ Test, measure, evaluate to know if  
your solution is user-friendly
- ✓ Fall in love with the problems and the  
problem solving!
- ✓ There is no magic UX button.



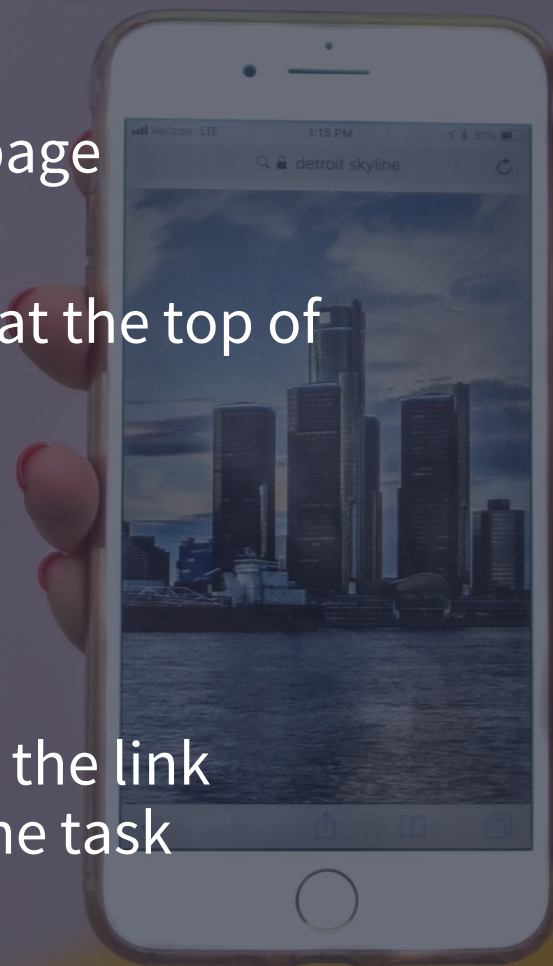
# SORT AND GROUP

- ✓ Drag and drop the cards to the right area on the screen
- ✓ To create a group:  
Drop the cards on top of each other
- ✓ You don't have to name your groups
- ✓ Press "Finished" in the top



# COMPLETE THE TASK

- ✓ Instructions on the first page
- ✓ Read the task presented at the top of the page
- ✓ Press “Start task”
- ✓ Press “I’d find it here” on the link where you would solve the task



# **SORT AND GROUP**

<https://app.optimalworkshop.com/a/preciofishbone/optimal-sort/results/83620aeb-0f60-4131-a743-2d9fc7cf7167#/t/results/overview>



# COMPLETE THE TASK

<https://app.optimalworkshop.com/a/preciofishbone/treejack/results/33207bee-cf78-4502-b099-a0e33c74146f#/t/results/overview>

# TESTING WITH USERS

- ✓ All users are different
- ✓ Find patterns in how they sort and group information
- ✓ See where the users go wrong and make necessary changes
- ✓ Lead them in the right direction
- ✓ First clicks are important
- ✓ Quick tools to get an overall usability score – bare minimum!





# SUMMARY

# WHAT HAVE WE LEARNED TODAY

- ✓ UX is more than what you can see on the surface.
- ✓ Avoid the sinking ship
- ✓ Put in the hard work
- ✓ UX review will give you a roadmap to enhance your user experience
- ✓ Test, measure and evaluate with your users.
- ✓ Fall in love problem solving!



The background of the slide is a dark blue color with a repeating pattern of lighter blue speech bubbles. Each speech bubble contains a white question mark. The text "ANY QUESTIONS?" is centered in the middle of the slide in a bold, white, sans-serif font.

**ANY QUESTIONS?**

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