

Overview

A bold rethinking of how we offer the Follett Enterprise Suite of online products and a new user experience that creates both identity & data continuity between integrated Follett Enterprise products. Access to all Follett products will be enabled through SSO (Single-Sign-On) that will allow customers seamless access without having to log in for each individual product they own. Our customers will be presented with a new centralized home page dashboard displaying relevant information that is contextual to their workflow and needs.








Objectives

Provide immediately valuable content that is actionable based on the latest information and interactions of captured customer workflow usage. This data is used to expose contextual next steps, institutional insights & title purchasing opportunities.

Personas

District/Site Admins, Veteran/Future-Ready Librarians, Middle/High Teachers & Students

Stakeholders

VP Technology: 
VP Product: 
Product Director: 
Product Director: 
UX Director: 
Dev Manager: 
Product Owner: 

Timeline & Deliverables

March 07 - KickOff (Business Goals, User Needs, Technical Requirements)
March 09 - Product & Design Proposals
March 21 - User Surveys & WebEx Reviews
April 04 - User Data & Competitor Analysis Review
April 18 - Persona & GOMs
April 25 - Ideation & Use Case Scenarios
April 27 - Technical Feasibility Review
May 16 - Low Fidelity Prototype Testing & Iterations
June 06 - High Fidelity Prototype Testing & Iterations
June 20 - UI Layouts, Specs, & Assets Delivery
November 14 - SSO & Dashboard Live

Adam Fields: UX Direction & Responsibilities

Phase 1

- Design Brief: UX/UI documentation for Destiny SSO & Dashboard kick-off.
- Secondary Research: Analyze current generic & industry dashboard offerings.
- Product Vision: Discuss and confirm alignment between business requirements & design strategy.

Phase 2

- Online User Surveys: Create, Gather, and analyze results from targeted participants.
- WebEx Focus Groups: Contextual conversations regarding the use/need & interest for Dashboards.
- Competitive Analysis: Review and document peer industry dashboard implementations.
- Stakeholder/Marketing/Sales Feedback: Discuss product suggestions, insights, & shortcomings.

Phase 3

- Analysis & Synthesis of Research: Understand current information and analyze issues.
- Personas: Identify and distill aggregated user groups into amalgamated individual characters.
- Empathy Mapping: Start building a wider emotional understanding of persona needs/desires/goals.
- Card Sorting: Grouping exercise to identify the product's contextual structure for personas.

Phase 4

- Ideation & Solutioning: Brainstorm solutions both possible and unrealistic (pair down).
- Use Case Scenarios: Identify persona product usage based on provided tasks.
- Storyboarding: Map functional implementation based on personas, ideation, & scenarios.
- Technical Feasibility: Validate functionality with technical leads based on technology stack.
- Stakeholders Update 1: Present current progress and verify consensus.

Phase 5

- Wireframes: Basic structural guide describing features, interactions, & order of precedence.
- User Journey Mapping: Identify product touch-points with persona interaction timelines.
- Low/Medium-Fidelity Prototypes: Basic (paper/powerpoint) level presentations for user testing.
- Usability Testing: Validate prototype with targeted users & iterate based on learnings.
- Stakeholders Update 2: Present current progress and verify consensus.

Phase 6

- Pain-Point Review: Identify and address remaining interruptions to the user experience.
- High-Fidelity Prototypes: Clickable fascimile of working application for user testing.
- Usability Testing & Iterations: Revisioning of prototype based on exposed/remaining issues.
- Product Owner Sign-Off: Product prototype review and verification of business requirements.
- UX Development Handoff: Delivery of UX/UI layouts/prototypes, specifications, and graphical assets.