User Centered Design - Maximising the Use of Portal

Sean Kelly, Certus Solutions Limited
General Manager, Enterprise Web Solutions
Agenda

- What is UCD
- Why User Centered Design?
- Certus Approach - iNTERACT
- The iNTERACT Activities
- UCD relevance to a Portal Solution
- Examples

Dry Stuff

Eye Candy
Some Definitions to begin…

**User Centred Design (UCD)**
UCD is a design methodology that aims to improve the user experience offered.

**Usability**
Usability is the measure of “ease of use” of a solution. Usability is an outcome of UCD practices.

**User Experience (UX)**
User experience is a cumulative entity which is composed of the overall experience the user takes away from your system. Usability is one component of this overall experience.
The UX Iceberg

Surface
- Visual Design

Skeleton
- Interface Design
- Navigation Design
- Information Design

Structure
- Interaction Design
- Information Architecture

Scope
- Functional Specs
- Content Requirements

Strategy
- User Needs
- Site Objectives

UX ICEBERG - © Trevor van Gorp 2007
www.affectivedesign.org
User Experience Levels by Jesse James Garrett
Why is User Centered Design important?

You are not your user…

• If you are only thinking about a problem from your own point of view, you are only, at best going to be half right.

• By understanding your user, you can create a more relevant and valuable product

• Allows understanding of the true nature of the problem before devising the solution

• Reduces chances of failure and positively affects user satisfaction
Business case for usability

• **Reduced development costs**
  Most development and maintenance costs are associated with “unmet or unforeseen” user requirements and other usability problems which are expensive to change late into development

• **Improved Conversion rates**
  A usable system improves the rate of purchases against traffic

• **Enhances brand positioning and brand credibility**
  Bad usability causes a bad user experience, influencing the experience of the brand.
Business case for usability

• Improved user adoption and customer loyalty
  Good usability leads to satisfied, purchasing and returning customers. Bad usability leads to angry customers and potential losses.

• Improved productivity
  It is more productive and efficient if a system is designed to support how users prefer to work and is guided by usability principles for efficiency.

• Reduced costs for training
  Usable systems are easier, more intuitive and require less training.
What is iNTERACT?

iNTERACT Methodology is based on User Centered Design discipline and aims to provides a modular approach that aims to deliver customised solutions to an organisation’s usability problems.

Based on ISO 13407 (1999)

*Human centred design processes for interactive systems*

“Human-centered design is an approach to interactive system development that focuses specifically on making systems usable. It is a multi-disciplinary activity…”
## The iNTERACT Methodology

### Identify & Analyse
- Getting to know the users and their goals
- Understanding Business objectives
- Analyzing user tasks and goals
- Assessing existing system and assets
- Establishing Usability requirements

### Conceive and Design
- Design Personas and scenarios
- Participatory Design techniques
- Redesign Information architecture (if required)
- Prototyping design ideas
- Produce Visual Design

### Evaluate and Iterate
- User testing
- Cognitive Walkthroughs

### Strategize and Implement
- Standards compliant design production
- Best practise strategy for implementation
- Production of style guides and usability guidelines
The iNTERACT UCD Activities

- Meetings
- Focus Groups
- Contextual Inquiries
- Interviews/Surveys
- Card Sorts
- Participatory Design Studies
- Paper Prototyping
- Design Reviews
- Usability Tests
The iNTERACT activities

Card Sorting

- A simple technique to learn about how people perceive content groups
- Content items are written on index cards
- People group the cards in ways that make sense to them
- Results are used as an input into a new IA
The iNTERACT activities

Online Card Sorting

Content Groupings

Content Topics
The iNTERACT activities

Card Sorting - Analysis

<table>
<thead>
<tr>
<th>Card no</th>
<th>Card name</th>
<th>Accessi</th>
<th>Basics</th>
<th>Business</th>
<th>Case studies</th>
<th>Classification</th>
<th>CMS</th>
<th>Communication</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Information architecture and alzheimer's disease</td>
<td>25%</td>
<td>6%</td>
<td>38%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Blind leading the blind: Theorizing a web for the blind</td>
<td>25%</td>
<td>6%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47</td>
<td>Change, influence and IA at the BBC</td>
<td>31%</td>
<td>6%</td>
<td>69%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>76</td>
<td>Innovation vs. Best practice conflict or opportunity</td>
<td>19%</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>A foray across boundaries: Applying IA to business</td>
<td>6%</td>
<td>56%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>82</td>
<td>Game changing: How you can transform client m</td>
<td>25%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Talking the talk: Helping IAs speak the language</td>
<td>44%</td>
<td>19%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>63</td>
<td>Leading a team of IAs: The manager's perspective</td>
<td>6%</td>
<td>50%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>94</td>
<td>Selling IA: Getting execs to say yes</td>
<td>6%</td>
<td>50%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>Evangelism 101</td>
<td>19%</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35</td>
<td>Implementing a pattern library in the real world:</td>
<td>6%</td>
<td>69%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>64</td>
<td>Faceted classification in the government of Canada</td>
<td>25%</td>
<td>69%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Redesigning a digital virgin digital library</td>
<td>13%</td>
<td>75%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36</td>
<td>To hold or to access: Building IA of the canadian</td>
<td>13%</td>
<td>75%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Stories from the field: Never consider yourself a</td>
<td>6%</td>
<td>6%</td>
<td>56%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Rapid user mental modelling at ebay: A case study</td>
<td>6%</td>
<td>75%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Rebuilding trust in user centred design, wachovia</td>
<td>6%</td>
<td>13%</td>
<td>56%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Applying IA to community: A case study on the</td>
<td>13%</td>
<td>69%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Design and communication: Other ways of looking</td>
<td>6%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>Putting possibility thinking into action</td>
<td>13%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>88</td>
<td>Information architecture for the spatial web</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Information visualisation: Failed experiment or future</td>
<td>6%</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>58</td>
<td>Information visualisation: The information architect</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42</td>
<td>New perspectives on interaction: What information</td>
<td>6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>66</td>
<td>Stone age information architecture</td>
<td>38%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>Lakoff's 'Women, fire &amp; dangerous things': What</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>56</td>
<td>In search of common ground: introducing group</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Card Sorting Analysis

<table>
<thead>
<tr>
<th>Statements</th>
<th>Customer Profile</th>
<th>Case Studies</th>
<th>Document Library</th>
<th>Research Papers</th>
<th>Download Forms</th>
<th>FAQ</th>
<th>Email alert</th>
<th>My Account</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My Account</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tools &amp; Calculators</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Borrowing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Risk Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advisory Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cluster Analysis – Dendrogram
Customer Website

IBM Insight Forum 09
Make change work for you
The iNTERACT activities

Personas and Scenarios

A Persona is a fictitious character that is created to represent the a type of user that might use a system.

A scenario is a user-centered interpretation of a use case which represents a typical manner in which a goal will accomplished by a user through the system.
The iNTERACT activities

Personas & Scenarios - Creating a Persona

Collect and analyze data about your user group:

• Personal information, such as age, gender and location.
• Technical information like what kind of computer and browser they use, how and why they use the Web, and how often.
• Their relationship is to your company, client or organization.
• How they view your site, or potential site, as well as those of your competitors.
• What they like in a Web site and what they don’t.

Where does persona data come from?

• web traffic data
• the results of user tests
• observation of users in their own work environment
The iNTERACT activities

Personas and Scenarios - Benefits

• Personas represent a larger group of users within a construct framework and provide a realistic point of reference.

• Personas help provide a strong user focus to the development process and helps aligning the product with the user’s mental model.

The idea isn’t to build something that only one single person will love. Rather, the idea is to build something with one single person in mind. If you use personas as a tool to focus on very specific goals, you’ll focus on a whole class of people—who all share those goals.” –Nielsen Norman Group, Adlin & Pruitt
The iNTERACT activities

Heuristic Evaluation

• Heuristic evaluation is done as an inspection of a user interface design for usability by one or more evaluators to identify usability problems (and prioritize them based on criticality) in the design so that they can be addressed in the iterative design process.
The iNTERACT activities

Heuristic Evaluation – Quantitative Evaluation metrics

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Consistency and standards
- Error prevention
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help users recognize, diagnose, and recover from errors
- Help and documentation
The iNTERACT activities

Heuristic Evaluation – The Evaluation Process

| CLIENT ABC |
|-----------------|--------------------|
| User Name       | Ratings (1-5): Higher rating = Higher severity |
| Date            |                                  |

1.2 Aesthetics

3.4 Search & Navigation

<table>
<thead>
<tr>
<th>3A</th>
<th>Matches the way users will want to work or complete a task.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3B</td>
<td>Navigation can be easily learned.</td>
</tr>
<tr>
<td>3C</td>
<td>Navigation is consistently placed and changes in response to mouse over or selection.</td>
</tr>
<tr>
<td>3D</td>
<td>There are no dead ends in the site, and navigation is always available.</td>
</tr>
<tr>
<td>3E</td>
<td>Supplemental navigation (site map/index, FAQ, etc.) is offered appropriately.</td>
</tr>
<tr>
<td>3F</td>
<td>Navigation is clearly distinguished from other page elements.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3A.1</th>
<th>No terms like “previous/back” and “next” are replaced by more descriptive labels indicating the information to be found.</th>
</tr>
</thead>
<tbody>
<tr>
<td>3A.2</td>
<td>Not from a previous page.</td>
</tr>
<tr>
<td>3A.3</td>
<td>Navigation is designed for what 80% of the users need to do 80% of the time.</td>
</tr>
<tr>
<td>3A.4</td>
<td>Secondary windows find minimum use in the application.</td>
</tr>
</tbody>
</table>

| 3B | Others (pls. Explain the usability problems and rate their severity) |

<table>
<thead>
<tr>
<th>3B.1</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>5.6.7 Data &amp; Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.9.10 Interactive Elements (Links, Form elements etc)</td>
</tr>
<tr>
<td>40</td>
</tr>
</tbody>
</table>

IBM Insight Forum 09

Make change work for you
The iNTERACT activities

Heuristic Evaluation – The Result

[Severity Rating Chart]

- Internationalization: 0.05
- Efficiency: 0.98
- Action Buttons: 0.16
- Links: 0.07
- Labels: 0.13
- Data Representation: 0.49
- Content Formatting: 0.24
- Search: 0.60
- Navigation Structure: 0.81
- Fonts and Icons: 0.13
- Visual Design: 0.35

IBM Insight Forum 09

Make change work for you
The iNTERACT activities

Usability Testing

What is it?
Usability testing involves setting a series of tasks for people to complete and noting any problems they encounter.

What do we test with?
- Low fidelity Wireframes
- Interactive HTML prototypes
- High Fidelity Visual Design concepts
- Existing System
- or even Competitor sites
The iNTERACT activities

Usability Testing – Performance Metrics

What to test for?

- Completion Rates – Are users able to complete the task?
- Time on Task – How long does it take users to complete?
- Page Views – How many pages does it take to complete?
- Errors – The number and severity of errors per task?
- Satisfaction – How does the user rate the system?
How is UCD relevant to Portal?
What is a Portal?

Perceptions and expectations

• For IT Team
  A technology platform, lowers integration costs and complexity

• For Business
  A business channel to connect with audiences and partners

• For Users
  Aggregate content and functionality in one place, customizable, personable. Provides interaction among various business processes
How does UCD fit within your Portal Strategy?
A User Centered Portal Solution

User Centered Portal Solution

Unified: intrinsically increases the value of interactions with assets accessible in the portal

Supportive: recognizes the needs of individuals and accommodates with specialized resources or approaches

Personalized: complex logic that increases the value of how constituents interact with online resources

Collaborative: enables collaboration with others via formal processes and informal relationships

Global: supports constituents in multiple geographies and cultures

Intelligent: leverages intelligence embedded in the business and models the contextual relationships

Resourceful: rich environment that contains the resources necessary to enable the success of its participants

Adaptive: recognizes the dynamic nature of the enterprise and adapts, efficiently, accordingly

IBM Insight Forum 09
Make change work for you
Portal Strategy

A Key objective from your portal strategy...

• Satisfy the needs of diverse portal users and the ever-expanding variety of activities, work practices, interactions, and decisions that they expect the portal to support.
UCD in your Portal Strategy

- User Interface Design
- Navigation Design
- Information Design

User Centered Techniques

- Personalization
- Task Analysis
- Best Practise

Your Portal Strategy
Examples
# Honda Extranet Portal

<table>
<thead>
<tr>
<th>Solution</th>
<th>Corporate Extranet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pain Points</strong></td>
<td></td>
</tr>
<tr>
<td>• Outdated content</td>
<td></td>
</tr>
<tr>
<td>• Poor navigation structure</td>
<td></td>
</tr>
<tr>
<td>• Lack of user focus in functionality resulting in poor staff uptake</td>
<td></td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>WebSphere Portal 6.1</td>
</tr>
<tr>
<td><strong>UCD Techniques</strong></td>
<td></td>
</tr>
<tr>
<td>• Stakeholder Interviews</td>
<td></td>
</tr>
<tr>
<td>• Heuristic Evaluation</td>
<td></td>
</tr>
<tr>
<td>• Site Maps</td>
<td></td>
</tr>
<tr>
<td>• Low fidelity Wireframes</td>
<td></td>
</tr>
<tr>
<td>• Visual Design support</td>
<td></td>
</tr>
</tbody>
</table>
Original System

Screenshots
Post-Redesign Screenshots
Proposed Site Map
Baulderstone

<table>
<thead>
<tr>
<th>Solution</th>
<th>Policies &amp; Procedures System</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pain Points</strong></td>
<td></td>
</tr>
<tr>
<td>• Poor findability of documents</td>
<td></td>
</tr>
<tr>
<td>• Unfriendly authoring leading to outdated content and hence compliance issues</td>
<td></td>
</tr>
<tr>
<td>• Poor overall experience leading to frustrated users.</td>
<td></td>
</tr>
<tr>
<td><strong>Technology</strong></td>
<td>IBM Web Content Management</td>
</tr>
<tr>
<td><strong>UCD Techniques</strong></td>
<td></td>
</tr>
<tr>
<td>• Stakeholder Workshops</td>
<td></td>
</tr>
<tr>
<td>• Low Fidelity Wireframes</td>
<td></td>
</tr>
<tr>
<td>• Prototyping</td>
<td></td>
</tr>
<tr>
<td>• Visual Design</td>
<td></td>
</tr>
<tr>
<td>• XHTML Production</td>
<td></td>
</tr>
<tr>
<td>• WCM Implementation</td>
<td></td>
</tr>
</tbody>
</table>
Original System
Screenshots
Post-Redesign Screenshots
Policy Finder...

Refine your results...

Browse the Library

Health and Safety
A collection of policies related to Health and Safety. Click to view all policies and procedures relating to Health and Safety.

Design Management
A collection of policies related to Design Management. Click to view all policies and procedures relating to Health and Safety.

People
A collection of policies related to People. Click to view all policies and procedures relating to Health and Safety.

Tenders
A collection of policies related to Tenders. Click to view all policies and procedures relating to Health and Safety.

Corporate Identity
A collection of policies related to Corporate Identity. Click to view all policies and procedures relating to Health and Safety.

Intranet Footer Navigation
Copyright Notices and System Requirements
## Mgt Safety Responsibilities & Accountability

**Task Description** | **Owner** | **Approver** | **Mandatory** | **Last Revised**  
--- | --- | --- | --- | ---  
Record all injuries/incredible losses into Safety Exchange | Site SS | Site SS | Safety Exchange | **Minor** (24/11/2007)  
Maintain integrity of Safety Exchange | BU SS | | Monthly Audit Checklist | **Major** (22/10/2007)

Note: Click on the Task Description to view more details. Hover over the Revision column to view a brief summary of the revision.
## Solution

Employee Performance Management System

## Pain Points

- Difficulty in managing diverse and distributed workforce
- Poor overall experience leading to frustrated users.

## UCD Techniques

- Stakeholder Interviews
- Low Fidelity Wireframes
- Interactive Prototypes
- Visual Design
- XHTML Production
PERFORMANCE PLAN FOR JOHN WILLIAMS

Employee Name: John Williams
Position Title: Senior Marketing Manager
Reports to: Jennifer Williamson
Position: Vice President - Marketing & Sales
Belongs To: PMS Limited
Review Period: 01/04/2009 to 31/03/2010
Located At: Melbourne, Australia
Next Review Stage: Employee Self Assessment

Key Performance Indicators

Your KPI's are planned by the CEO and GM each year prior to the commencement of the financial year and are based on your Position Description. Your Manager will schedule times with you for performance planning reviews throughout the year to measure your performance against the targets set for you. As you are new to the business, we have listed the KPI's to ensure you know the specifics and what is expected of you, but the main focus during your introductory review will be on your objectives, as listed below.

<table>
<thead>
<tr>
<th>KPI Description</th>
<th>Target for 2008/09</th>
<th>Year-to-Date Achievement</th>
<th>Final Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution to the achievement of Group EBIT</td>
<td>5</td>
<td>Select ✓</td>
<td>--</td>
</tr>
<tr>
<td>Employee engagement levels meet objectives</td>
<td>4</td>
<td>Select ✓</td>
<td>--</td>
</tr>
</tbody>
</table>

I have completed this step of the performance review

Save and continue later  Proceed to next stage
**Performance Plan of John Williams**

This document is used for...

You are here: PMG Performance Management > My Dashboard

- Initial Review
- Intern Review
- Year-end Review
- Sign-Off and Completion

**Employee Name**: John Williams

**Position Title**: Senior Marketing Manager

**Belongs to**: PMS Limited Melbourne, Australia

**Located at**: Jennifer Williams

**Reports to**: Vice President - Marketing & Sales

**Review Type**: Annual Review

**Review Period**: 01/04/2009 till 31/03/2009

**Review Stage**: Employee Self Assessment

**Key Performance Indicators**

Your KPI's are planned by the CEO and GM each year prior to the commencement of the financial year and are based on your Position Description. Your Manager will schedule times with you for performance planning reviews throughout the year to measure your performance against the targets set for you. As you are new to the business, we have listed the KPI’s to ensure you know the specifics and what is expected of you, but the main focus during the your introductory review will be on your objectives, as listed below.

<table>
<thead>
<tr>
<th>KPI Description</th>
<th>Target for 2008/09</th>
<th>Year-To-Date Achievement</th>
<th>Final Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribution to the achievement of Group EBIT</td>
<td>5</td>
<td>1 - Unsatisfactory Performance</td>
<td>Text Notes Link</td>
</tr>
<tr>
<td>Contribution to the achievement of Group EBIT</td>
<td>5</td>
<td>1 - Unsatisfactory Performance</td>
<td>N/A</td>
</tr>
<tr>
<td>Employee engagement levels meet objectives</td>
<td>4</td>
<td>1 - Unsatisfactory Performance</td>
<td>N/A</td>
</tr>
</tbody>
</table>

- I have completed this step of the performance review
### Regional Council

<table>
<thead>
<tr>
<th>Solution</th>
<th>Infrastructure Charges Register</th>
</tr>
</thead>
</table>
| **Pain Points** | • Difficulty in using existing system  
| | • Poor experience for users |
| **UCD Techniques** | • User Interviews  
| | • Stakeholder workshops  
| | • Heuristic Evaluation  
| | • Prototyping  
| | • User testing  
| | • XHTML production  
| | • Portal implementation |
Original System
Screenshots
Post-Redesign Screenshots
### Quick Start: What would you like to do?
- Check Application against PIP assumptions
- Compile Infrastructure charges
- Escalate charges to a different period
- Process a payment
- Send an infrastructure charges advice
- Cancel an Application
- Process a refund

### Charges & Payments Summary

<table>
<thead>
<tr>
<th>Charges By Network</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Stormwater Quantity</td>
<td>$2634.44</td>
</tr>
<tr>
<td>Stormwater Quality</td>
<td>$1570.33</td>
</tr>
<tr>
<td>Sewerage</td>
<td>$18277.79</td>
</tr>
<tr>
<td>Water Supply</td>
<td>$20100.07</td>
</tr>
<tr>
<td>Road</td>
<td>$0</td>
</tr>
<tr>
<td>OpenSpace</td>
<td>$20024.41</td>
</tr>
<tr>
<td>Bikeway</td>
<td>$0</td>
</tr>
</tbody>
</table>

Admin Charges: $0
Developer Contributions: $0

Total Amount Paid: $2497.24
Total Outstanding: $0

### Included Properties and Demand Entitlements Summary

<table>
<thead>
<tr>
<th>Property Address</th>
<th>Bikeways</th>
<th>Water Supply</th>
<th>Sewerage</th>
<th>Stormwater</th>
<th>Roads</th>
<th>OpenSpace</th>
</tr>
</thead>
<tbody>
<tr>
<td>69-77 Buckland Road, EVERTON HILLS 4053</td>
<td>Owners</td>
<td>Lot Details (GIS Reference)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>77 Buckland Road, EVERTON HILLS 4053</td>
<td>Owners</td>
<td>Lot Details (GIS Reference)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>0 EP</td>
<td>0 EP</td>
<td>0 EP</td>
<td>0 EP</td>
<td>0 EP</td>
<td>0 EP</td>
</tr>
</tbody>
</table>

View Audit Logs
### Charges Overview

<table>
<thead>
<tr>
<th>ID</th>
<th>Charge Details</th>
<th>Status</th>
<th>Charge Rate</th>
<th>Charge Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Stormwater Quantity</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1000</td>
<td>Creek Quantity - Goldsmith Tree Creek</td>
<td></td>
<td>-0.0745 CF</td>
<td>0 CF 0 EP 0 EP $1043.44</td>
</tr>
<tr>
<td></td>
<td>Developer Contributions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Admin Charges (Excluding GST)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1336</td>
<td>Creek Quality - Cabbage Tree Creek</td>
<td></td>
<td>-0.7541 EP</td>
<td>0 EP 0 EP 6 EP $1570.33</td>
</tr>
<tr>
<td></td>
<td>Developer Contributions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Admin Charges (Excluding GST)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Stormwater Quality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1339</td>
<td>Regional - Brendale</td>
<td></td>
<td>0 EP 0 EP 0 EP</td>
<td>0 EP 0 EP $0</td>
</tr>
<tr>
<td>1337</td>
<td>Local - Cabbage Tree Creek</td>
<td></td>
<td>-17.7 EP 0 EP 0 EP</td>
<td>0 EP 0 EP $10277.79</td>
</tr>
<tr>
<td></td>
<td>Developer Contributions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Admin Charges (Excluding GST)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>sewerage</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
<td>$52497.24</td>
</tr>
<tr>
<td></td>
<td>Total Admin Charges (Excluding GST)</td>
<td></td>
<td></td>
<td>$0</td>
</tr>
<tr>
<td></td>
<td>Total Discounts</td>
<td></td>
<td></td>
<td>$0</td>
</tr>
<tr>
<td></td>
<td>GRAND TOTAL</td>
<td></td>
<td></td>
<td>$52497.24</td>
</tr>
</tbody>
</table>
Retailer Concepts
Cement Australia

Screenshots
HR Solutions - HR RAFT

HR RAFT (Remuneration, Automated Functions and Transactions)

Cement Australia's HR RAFT provides access to a complete range of human resource functionality through a single point of contact. The HR RAFT will give managers and employees convenient access to information and detailed reporting as well as real-time transactional functionality to HR processes 24 hours a day, 365 days a year.

- My People
  - Find links to tools to help you manage your people

- Labour Report
  - Click here to view the HR KPI report for your area

- About Me
  - Go here to access all information about you

- Forms
  - You can access most of the forms you need here

- Resource Centre
  - Click here to access HR Policies, CA Org charts, Superannuation plus more

- Employee Relations
  - Interactive documents and tools on employee relations issues

- Knowledge & Capability
  - Click here to find out more about Cement Australia's learning & development programs

- HR Team
  - Learn more about Human Resources and Payroll and meet the team
FINAL OVERALL RATING

Demonstrates good results consistently, is aligned with behaviours and expectations of Guiding Principles and requires moderate levels of feedback, and leadership.
<table>
<thead>
<tr>
<th>Employee Name</th>
<th>Position</th>
<th>Location</th>
<th>Job Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td>Commercial Manager - Ceme</td>
<td>Milton</td>
<td>13</td>
</tr>
<tr>
<td>Bruce Miller</td>
<td>Finance Casual</td>
<td>Milton</td>
<td>0</td>
</tr>
<tr>
<td>Jane Smith</td>
<td>Chief Information Officer</td>
<td>Milton</td>
<td>13</td>
</tr>
<tr>
<td>Tom Anderson</td>
<td>Business Process Improvemen</td>
<td>Milton</td>
<td>11</td>
</tr>
<tr>
<td>Jimmy Johnson</td>
<td>Collaboration &amp; Development</td>
<td>Milton</td>
<td>10</td>
</tr>
<tr>
<td>Lisa Holland</td>
<td>IT Customer Services Mana</td>
<td>Milton</td>
<td>10</td>
</tr>
<tr>
<td>Max Watson</td>
<td>Infrastructure Services M</td>
<td>Milton</td>
<td>10</td>
</tr>
<tr>
<td>Jack Davis</td>
<td>IServices Administrator -</td>
<td>Milton</td>
<td>0</td>
</tr>
<tr>
<td>Alice Brown</td>
<td>Financial Advisor</td>
<td>Milton</td>
<td>0</td>
</tr>
<tr>
<td>Robert Smith</td>
<td>IT Security Manager</td>
<td>Milton</td>
<td>0</td>
</tr>
</tbody>
</table>
HR RAFT delivers Online Forms with Workflow:

For automated transactions within the business units across HR, Payroll and Knowledge & Capability functions.
Credit Union Australia
Who are CUA?

- Formerly Credit Union Australia
- Established in 1966
- Leading member owned banking alternative in Australia
- 400,000 members
- 800 staff
- 75 branches around Australia
What did CUA need?

- New website to reflect brand refresh
- A new sales and communications channel
- Easy to use Web Content Management system for marketing staff
- Ability to ‘dynamically’ cross-promote
- A platform for future digital marketing
Welcome to CUA

LENDING
Home Loan
Car/Financial Lease
CUA MasterCard
Commercial Lease

INVESTMENTS
Cash Management Account
Term Deposit Account
Financial Planning
Online Share Trading

BANKING
Everyday Account
Telesaver
Web Banker
DIGI Banker

INSURANCE
Home & Contents
Motor Vehicle
Health
Travel

OTHER SERVICES
Leisure Travel
Club
CUA Locations
Find Rates

A change is coming on November 12

New CUA website

2007 Annual Report
& Annual General Meeting

HOT TERM DEPOSIT!
Home Loans

Credit union Australia: Australia's friendliest banking - Home Loans - Microsoft Internet Explorer

Products & Services

About CUA
Specials
Interest Rates
CUA in the Community
Contact Us
Home

Home Loans

CUA offers a range of flexible, affordable real estate loans that can easily be tailored to meet your needs, budget and lifestyle - Both now and in the future. You can take out a CUA real estate loan to:

- build or buy a new home
- finance your existing home loan
- purchase an investment property or holiday home
- or make home renovations or extensions

Taking out a real estate loan is probably one of the most important financial decisions you'll ever have to make. CUA has made applying for your real estate loan as simple and easiest as possible.

Tips about fixed and variable loans that may help you choose the loan that suits you.

Fixed or variable?

Deciding which type of interest rate suits you can be one of the most difficult choices you need to make when buying or building a home. When choosing a CUA real estate loan, you have the option of selecting either a fixed or variable rate.

Things you should know about fixed rate loans

Fixed rate loans offer many advantages, including the security of knowing exactly how much your repayments will be for the term of the loan and protection from interest rate rises.

However, paying out a fixed loan early can be costly and there is not the flexibility for you to add to the loan during the fixed period.

When considering a fixed rate loan, ask yourself these questions:

- Are interest rates expected to increase, decline or stay the same?
- How long are you likely to keep your home for? Is it possible that you might be prompted by your employer?
- Could there be additional to your family that might require you to move into a larger home?
- Does your intended expenditure add to your home, like a pool, home-built extension that would require extra lending? Would you like the option of being able to add to your loan?

When deciding how long to fix a home loan for, you should consider these issues. CUA offers a wide range of fixed loan periods for you to customise your loan to suit your individual needs.

Things you should know about variable rate loans

Choosing a variable rate loan means that the repayments can change during the term of your loan. If your circumstances change (i.e., income, mortgage payments, investments, etc.), your repayments will also increase or decrease accordingly.
Personal loans

Do all the things you’ve always wanted to do, go places you’ve only ever dreamed about, that yacht, sports car you’ve had your eyes on for a while – take it for a spin! Go under the knife. If you want to, it’s too short! Of course, you’ll need some extra cash to make these changes happen and that’s where our range of personal loans can help!

- Going on holiday
- Buying a car
- Need extra cash
- Renovating

What’s your life story?

Getting married

- For better? Or even better?

Having a baby

- It’s a boy. And a girl. And a boy. And a...

more personal life stories
Business Benefits

- Large increase in hits
- Doubled online enquiries and sales
- Website = core part of marketing strategy
- New communication channel
- Easy for marketing to update
- All promotions reference website
Business Benefits

- More effective cross promotion
- More movement throughout site
- Campaign landing pages
- Front page banner (flash/XML)
- Users are happy!
- Staff are happy!
Thank you

skelly@certussolutions.com.au