



Transformation

Design From The Outside To In
(& It's not just the glamorous stuff!)

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The Need To Transform Isn't New





Transformation – What the Research Tells Us

“Two-thirds of the CEO’s of Global companies (2000) will shift their focus from traditional, offline strategies to more modern digital strategies focused on the customer experience”

IDC “The Digital Transformation of the World”



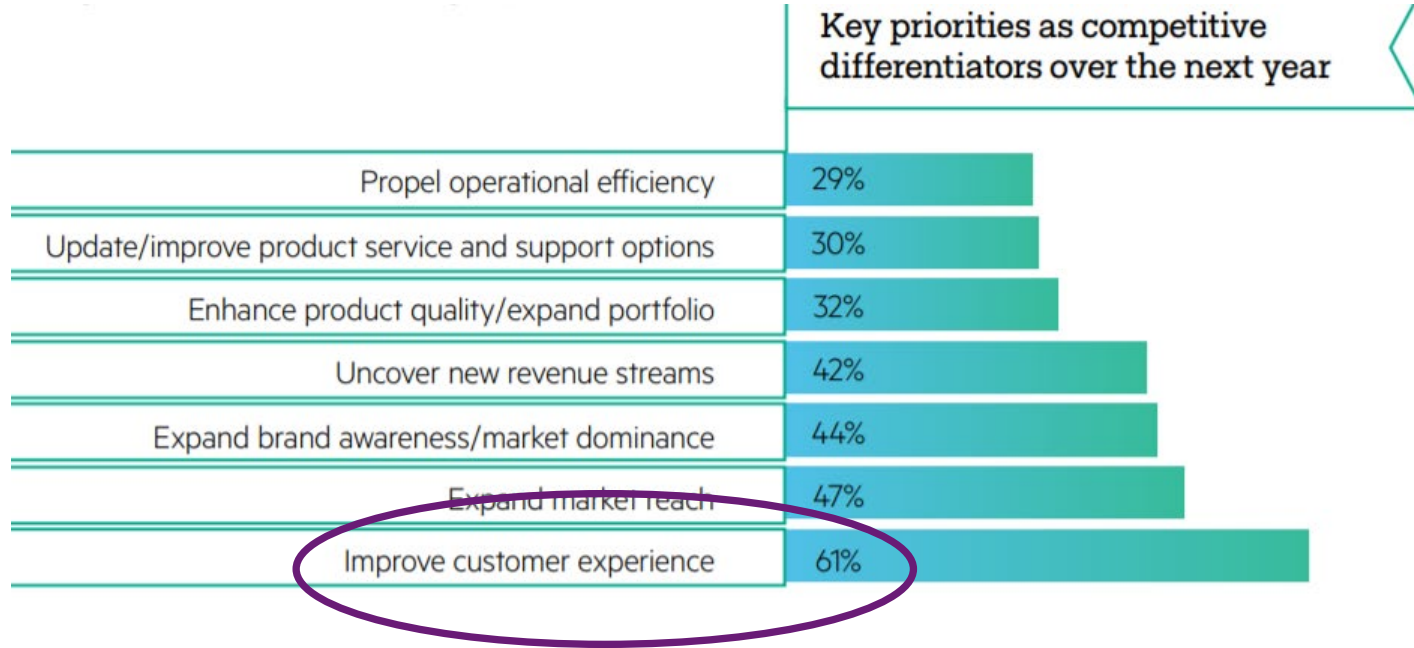
Transformation – What the Research Tells Us

When considering Digital Transformation and Customer Experience -

“55% (700) of businesses believe they have less than a year before they start to suffer financially and lose market share.”

Progress Global Survey “A Report on the State of Digital Business”

Transformation - What the Research Tells Us



Progress Global Survey “A Report on the State of Digital Business”

Nothing New!

amazon.com



Spotify®

NETFLIX



Where Do We Start?

We assign our best resources **Problem!**

Design for learning:

- Academics,
- Subject matter experts,
- Learning designers,
- Learning technologists,
- Multi-media producers,
- Accessibility experts,
- Data analysts,
- Business analysts

Design for support,
administration etc:





Where Do We Start?

We listen to the Voice of the Customer **Problem!**

Its in our 'perceived' understanding – Voice of the Customer

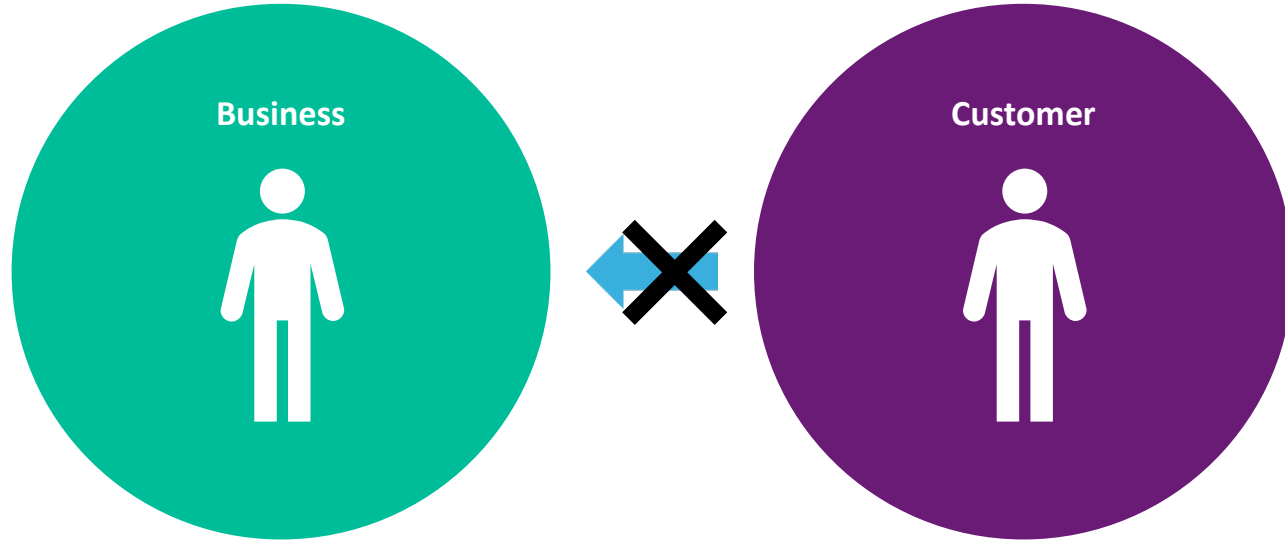


Salesforce (Research by thinkJar)



Where Do We Start?

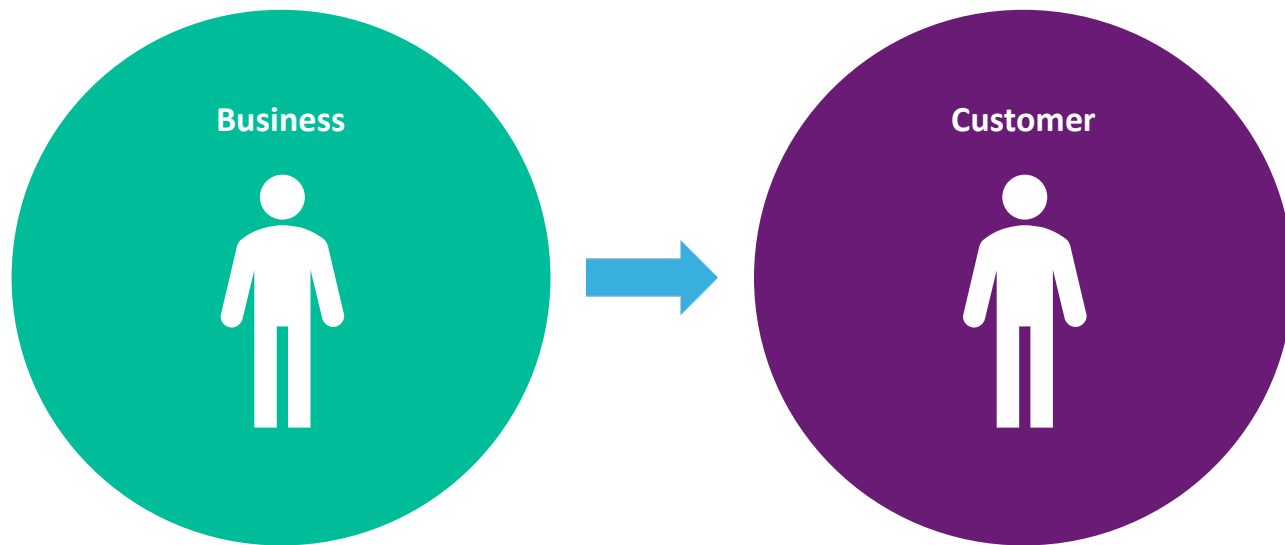
We put the customer first **Problem!**





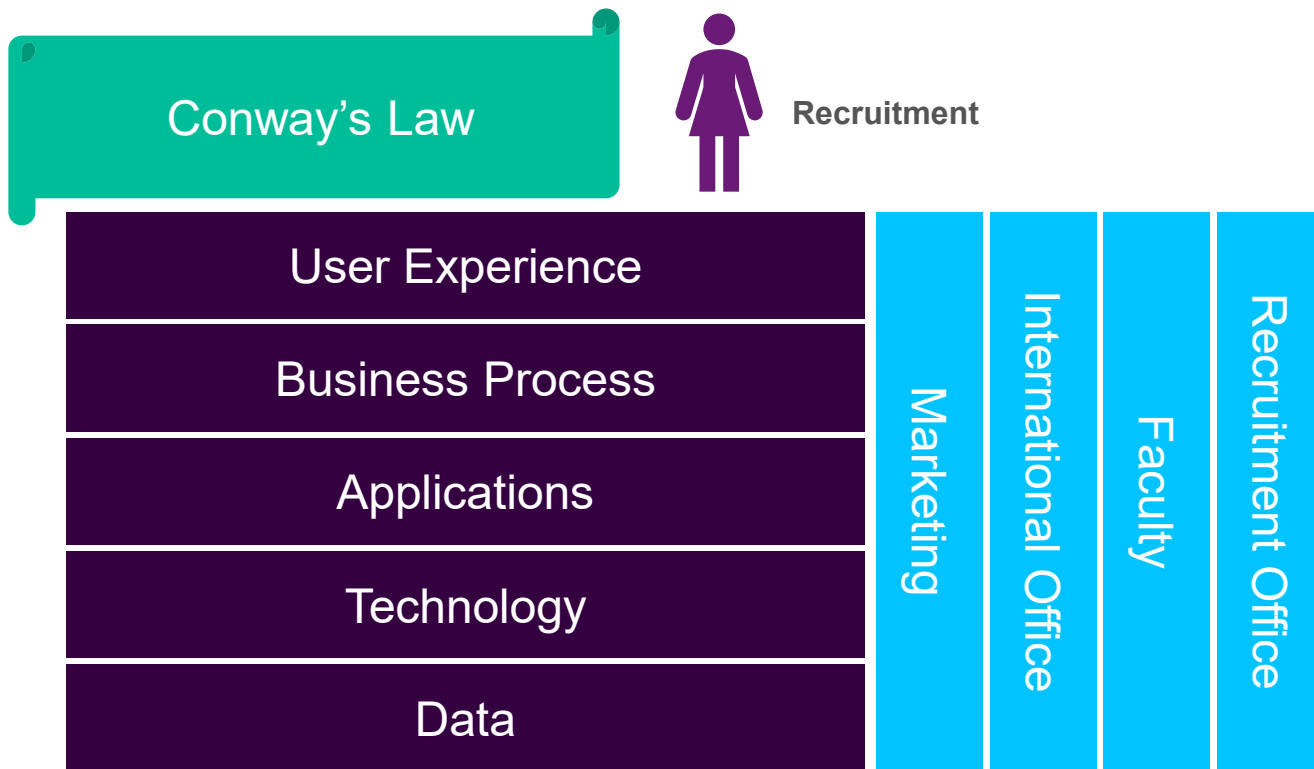
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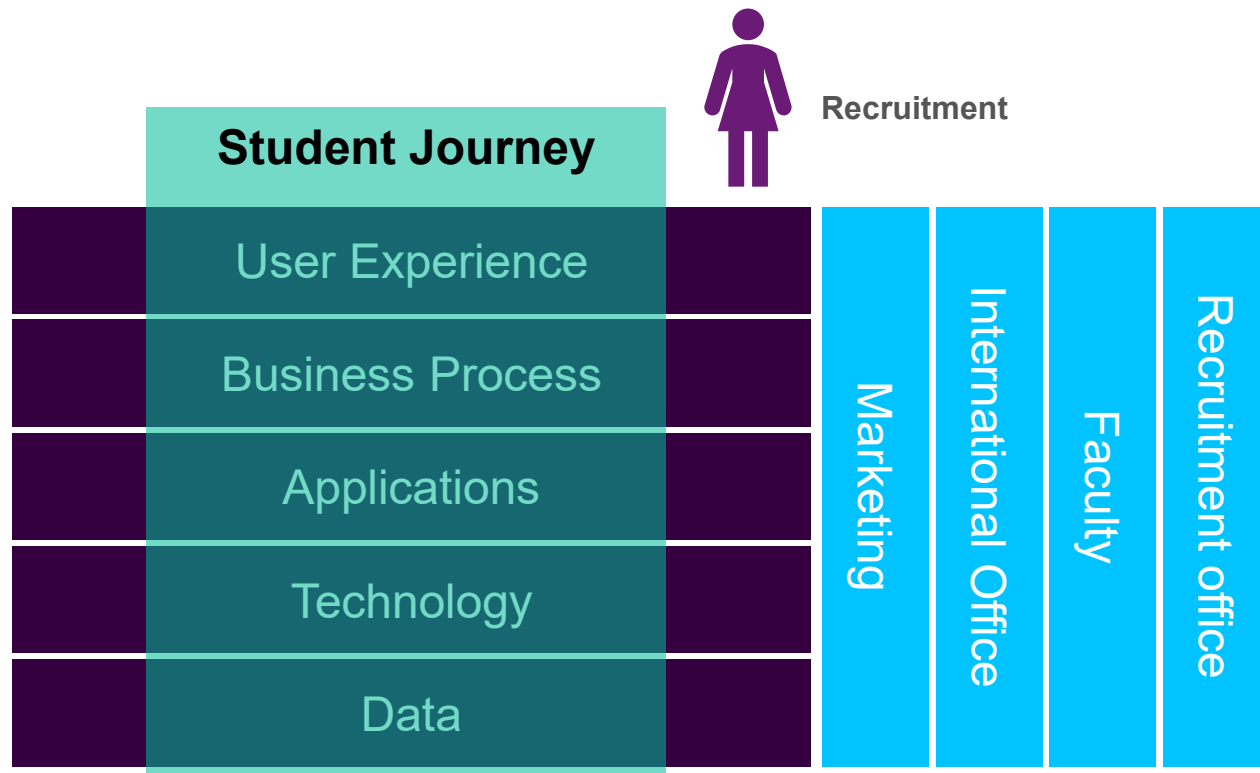


Student Centric Design



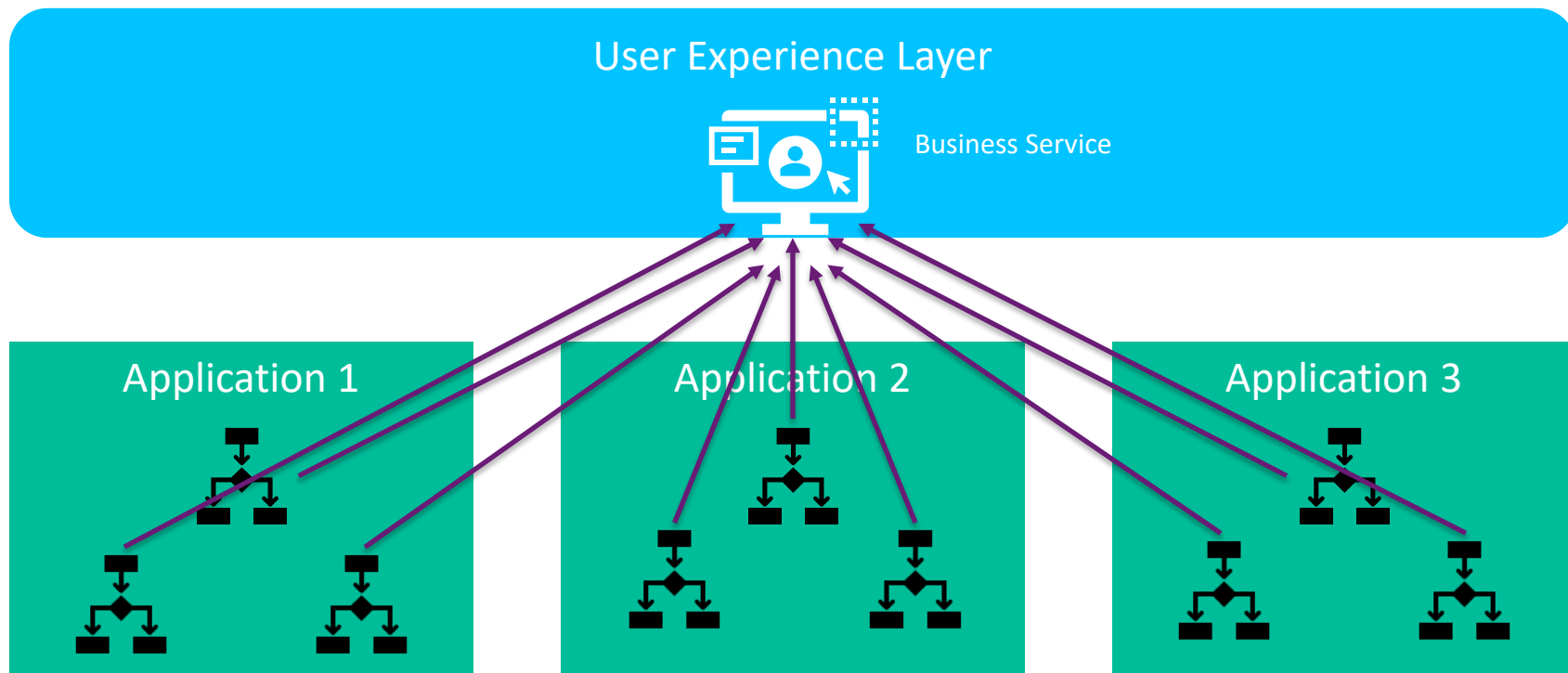


Student Centric Design





What Do Customers Want?





What Do Customers Want

It's in a word – Digital Business Transformation

“Follow conventions and go simple. People have a fixed idea of what specific websites (& processes) should look like. If you go for innovative, unconventional layouts etc. people are less likely to like and/or use them.”

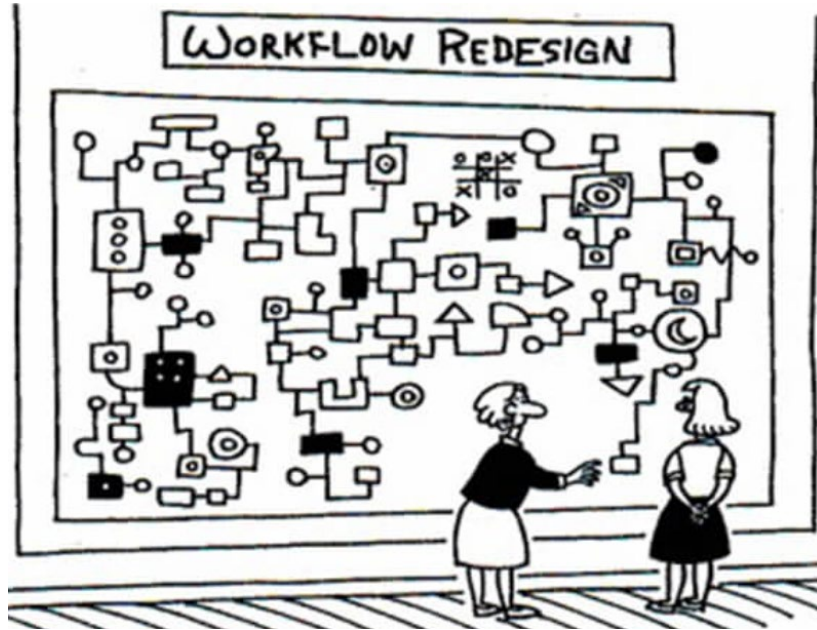
Google Research

“As the number of choices increases, so does the effort required to collect information and make good decisions. Featuritis can be an exhausting disease for users.”

Hoa Lorander (Nielsen Norman Group – Research Based User Experience)

Standardise & Keep It Simple!

What Do Customers Want?



"...and this is the actual point where the Business Analyst went insane!"

Think of your engagement with: -

- Banks
- Utility Companies
- Insurance
- Holiday Bookings

We Want: -

- Simplicity
- Consistency
- Repeatability
- Adds Value

Understand The Customer Journey

Business Service	Recruitment			
	Pre- Engagement	Engagement	Application	Offer
Customer Experience Goals	Easy to access information by method of my choosing	Gain enough information to make informed decisions	Customer friendly application process	Receive enough information to make informed choices and understand next steps
User Experience				
Business Process	★ Online search ★ F-2-F	★ Academic Engagement ★ Admin Engagement	★ Online Application ★ International Application	★ Electronic ★ Mail
Applications	CRM Email & CRM	Email & Excel CRM	CRM MS Word & Email	CRM MS Word
Data (Sets)	Course & Prospect Course & Prospect	Course, Prospect & Scholarships Course, Prospect & Scholarships	Course & Applicant Course, Applicant & Visa	Course, Offer & Applicant Course, Offer & Applicant
Issues	Email can be slow or missed	Email & Excel lead to poor data quality through rekeying	MS Word and email lead to slow process and poor data	Manual posting means slow return to customer

Advantages

- Improved data quality
- Improved user experience
- More aligned to SaaS approach
- Allows for agile change
- Easier within a DevOps environment
- Less resource intensive
- Etc, etc, etc.....

And much easier and quicker to undertake a SIS implementation 😊





Thank You Any Questions?

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www.ellucian.com/emea-ap/time-to-transform

