

# Modernizing and Transforming

The ServiceNow Story

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# 2014-2015

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- Information development team of 15
- Company and staff growing fast
- Unstructured content published in a wiki
- No automation



# Phase 1: Modernize

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## Modernize

- Switch out old technologies for new ones -- gaining more flexibility and efficiency

# What we've done

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## Modernized authoring tools and processes

- DITA – flexibility to deliver to multiple platforms, versions
- Jenkins – automated builds and publishing (from 3 days to 1 hour)

## Expanded from one channel to 7 channels

- Wiki
- Express (wordpress-based site for SMB users)
- Dev Portal (built on ServiceNow platform)
- SuiteHelp → SuiteShare + (web site platforms from Zoomin)
- Embedded Help
- Guided Setup
- Guided Tours

## Kept up with product growth

- Increased offerings as market expands

# We grew... a lot

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## Team

- About 15 in 2014
- About 40 by end of 2016

## Including

- Information developers (26+ in 7 locations)
- Content architects/developers (3)
- Editorial support (2 editors + Acrolinx)
- Managers (4 in 3 locations)

## Plus we needed

- Program management support
- UI design
- QE support

# Phase 1 a success!

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Eliminated waste



Kept up with product growth



Added value

# We've grown and modernized. Now ... innovate!

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## Modernize

- Switch out old tech for new, gaining more flexibility



## Innovate

- Develop exciting new ways of providing help and learning to customers

# The bar's been raised!

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# Gap between design and reality

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# Phase 2: Transform!

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## Modernize

- Switch out old technologies for news ones -- gaining more flexibility and efficiency

## Transform

- **Change the way we approach our work, what we deliver, how we are organized**

## Innovate

- Develop exciting new ways of providing help and learning to our customers

# Transform the UX

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# Understand the people

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To deliver great products and services we must understand who they're for.

# Content is not optimized for users



# We can make our customers' experience better

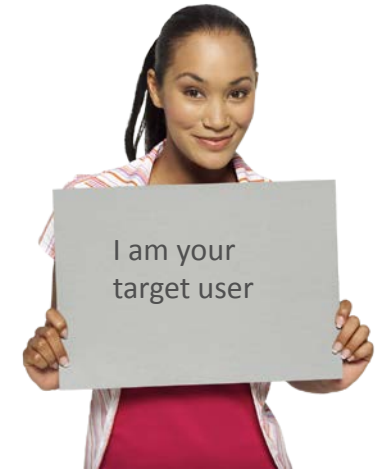


# Know the customer

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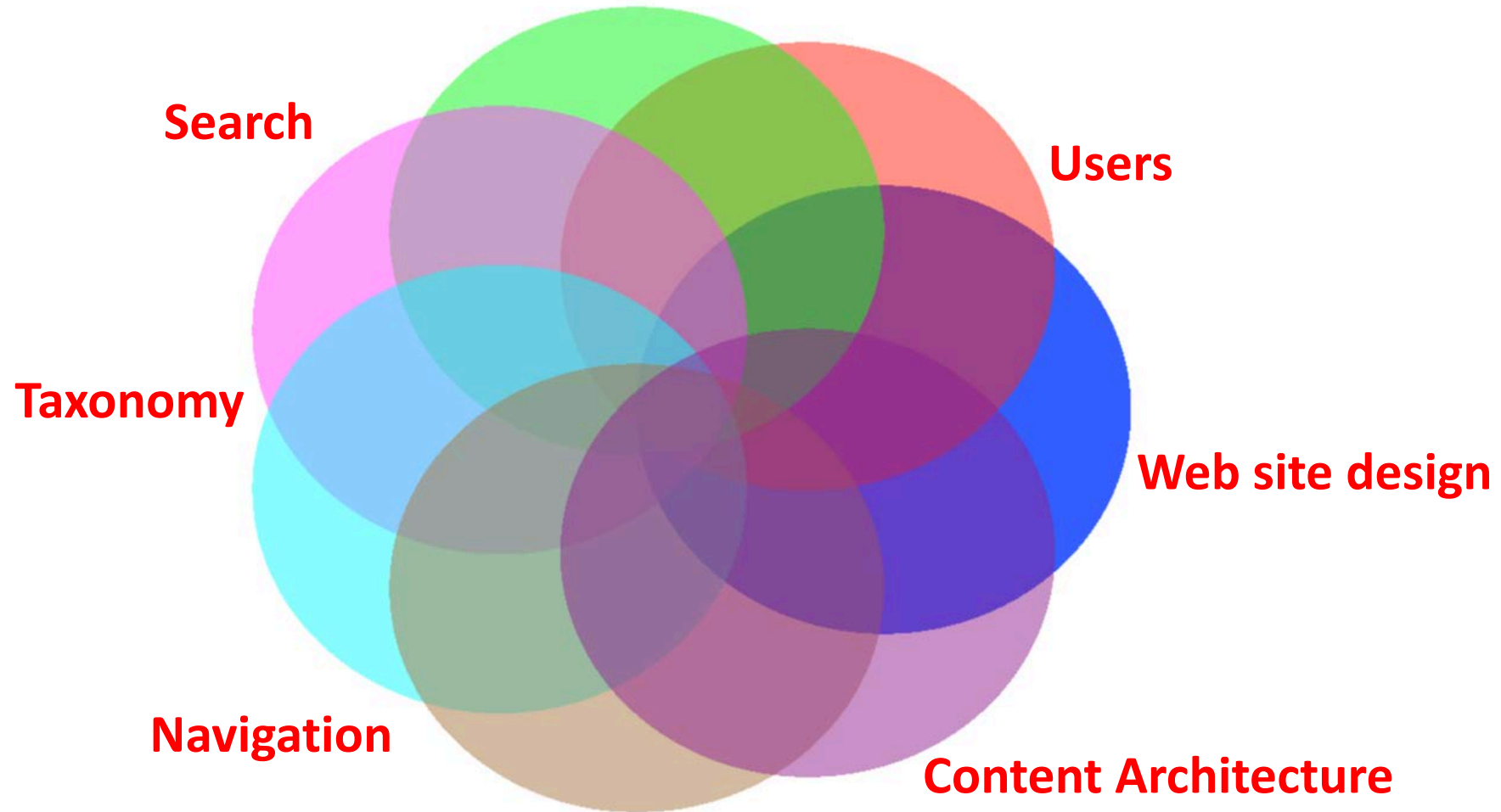
- Content Models
- User Assistance Analysis
- User Experience Research
- Collaboration with internal consumers – support, professional services, training
- Implement analytics to better understand users and their behavior

**Who is our target user?**



# Many interrelated factors

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# UX design evolution

2014

**ADMINISTRATOR**

- Script
- Build
- Deliver
- Integrate
- Release Notes
- Customer Support
- Books
- Video Tutorials
- ServiceNow Express

**RESOURCES**

- Site Map - Tree View
- Recent Changes
- Glossary
- Wiki Help

**PRINT**

- Create a Book
- Book Help
- Download Page as PDF
- Printable Version

**TOOLBOX**

- What links here?
- Related changes
- Special pages
- Permanent link

**Featured Content**

- May 18, 2016 The **Fuji Patch 13** release is now available.
- February 25, 2016 The **Fuji Patch 12** release is now available.
- December 8, 2015 The **Geneva 6** release is now available on our new documentation site docs.servicenow.com@.
- December 8, 2015 The **Fuji Patch 11** release is now available.
- November 24, 2015 The **Eureka Patch 13** release is now available.
- March 10, 2015 The **Dublin Patch 8** release is now available.
- November 30, 2015 Updated **ServiceWatch 3.6** documentation is now available.

2015

Good, better, best?

2016

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# Demo of UX review feedback

# Transform the investment model



# Transform the search experience

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# How to boost search success?

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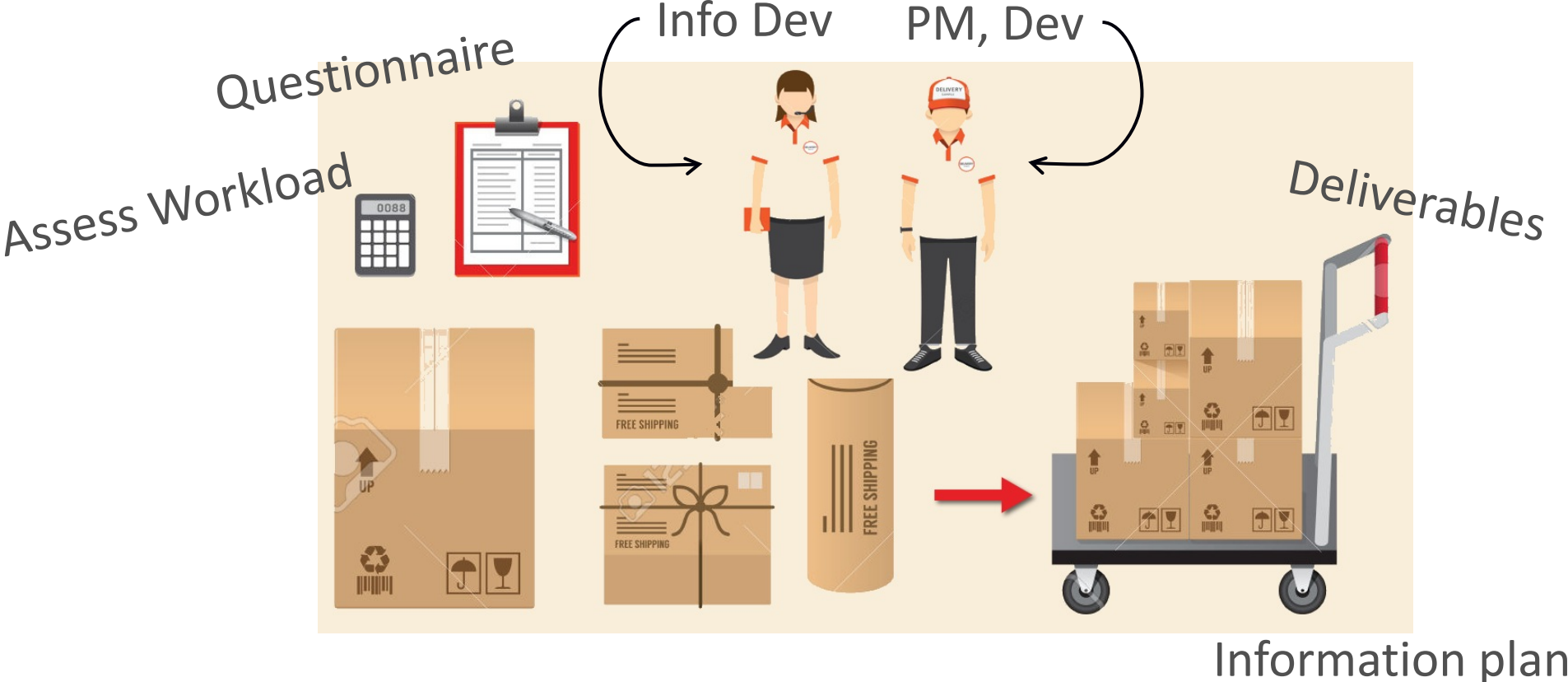
- Analyze usage data
- Identify “golden URLs” for top search terms
- Perform A/B/C testing—site search vs Google search vs Wiki search, etc.
- Create synonym lists
- Explore use of autosuggest (typeahead), “did you mean”, “best bets”
  - All of these require collaboration between search and UX teams
- Test query logic and weighting factors
- Make sure you can tweak the search to meet your users’ needs

# Invest with customer journey in mind

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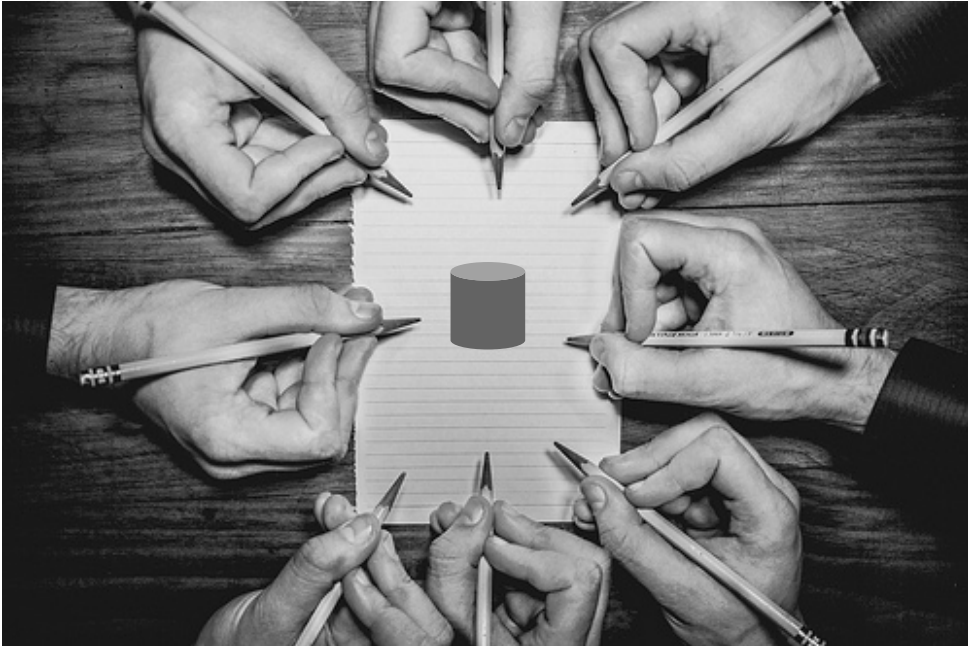


# Develop planning tools



# Transform the team

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- Analytics and data visualization
- UX design and usability testing
- Taxonomy
- Content leads
- Search consultants
- Analytics and data visualization
- QE/QA



# Transform with analytics

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# What questions do you need to answer?

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Identify and  
eliminate waste



Understand users



Allocate resources



Identify value

# Analytics Examples (demo of analytics dashboards/reports)

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- Content viewed (or not!)
- Searches with no results
- Search overview
- Doc site overview
- Referral URLs
- User ratings and feedback
- PDF usage

# Solving one set of challenges reveals new challenges

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# Transformation requires continuous improvement

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- Processes
- People
- Deliverables



# Goal is to achieve the maturity needed for Phase 3: Innovate

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## Modernize

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## Transform

- Change the way we approach our work, what we deliver, how we are organized

## Innovate

- Develop exciting new ways of providing help and learning to our customers

# Q&A