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How ServiceNow aligned its UX research to maximize impact and influence

Teena Singh
Senior Manager, dCX UX Research and Insights, ServiceNow
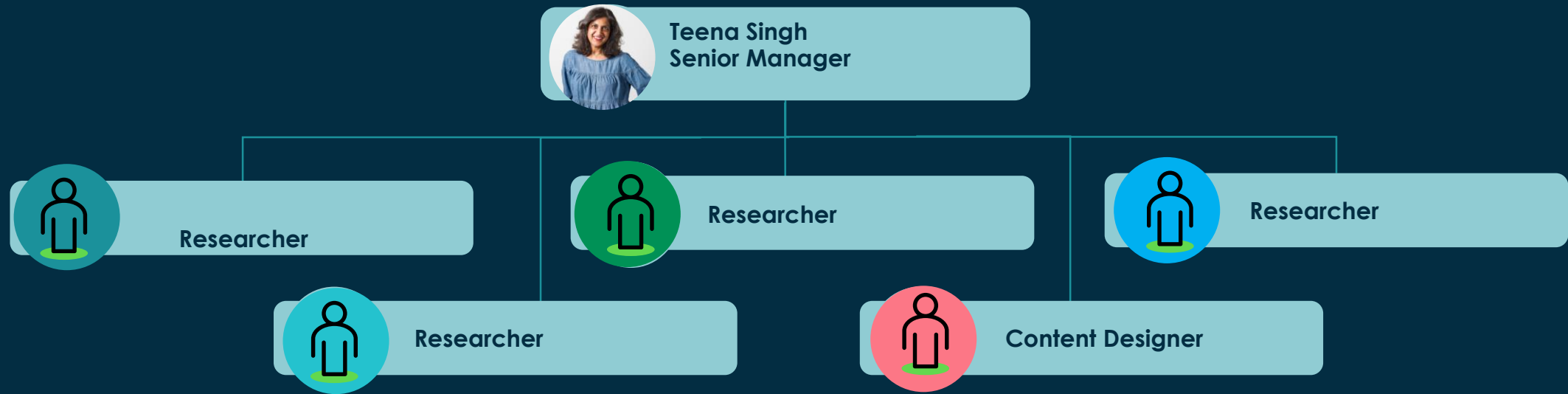
Current Focus for dCX UX and Research team

dCX UX and Research team

Teena Singh
Senior Manager

Researcher

Researcher

Researcher

Researcher

Content Designer
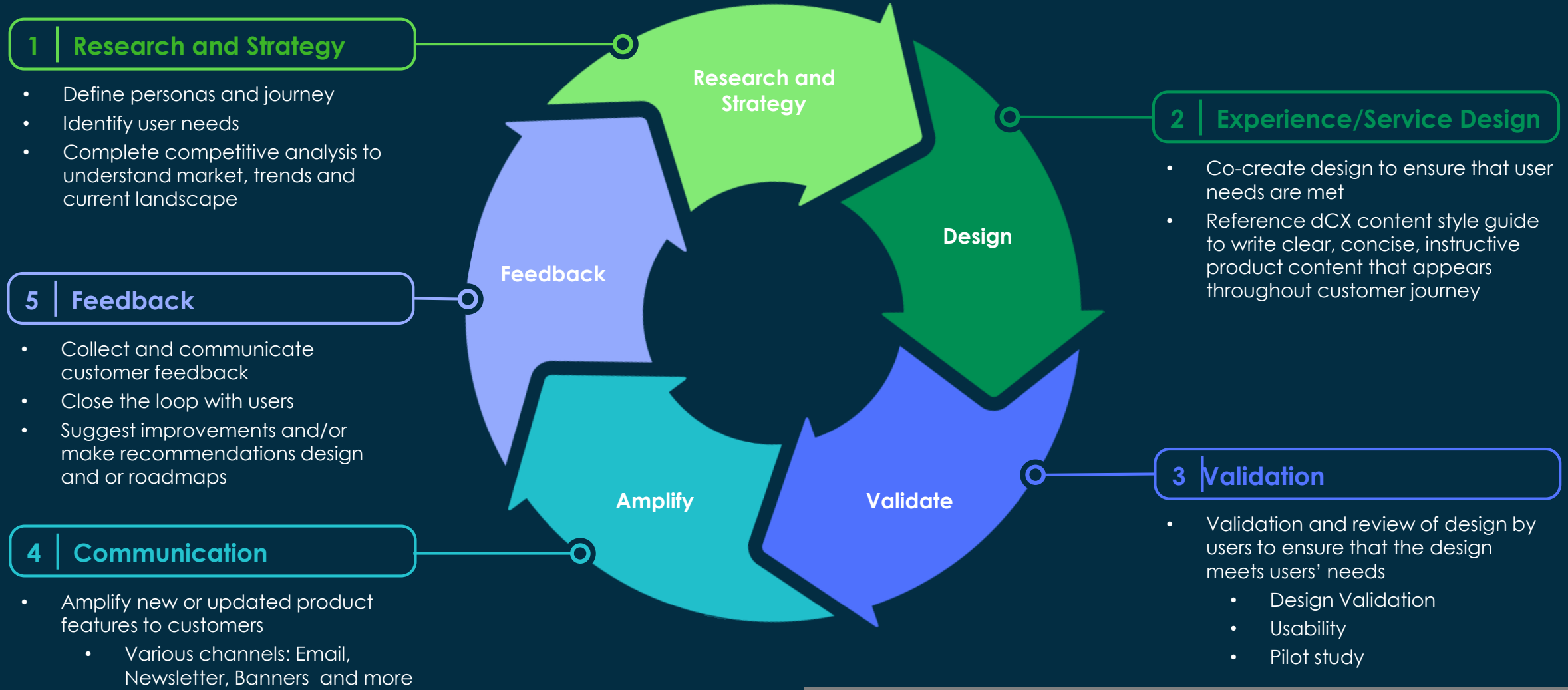
We are experts in **connecting information**, uncovering needs, and **identifying patterns** that can empower our users. We are passionate about **collaborating with our partners** in product, design, and development in unearthing insights **product strategy** and **reveal valuable solutions**

dCX UX and Research Lifecycle

1 | Research and Strategy
- Define personas and journey
- Identify user needs
- Complete competitive analysis to understand market, trends and current landscape

5 | Feedback
- Collect and communicate customer feedback
- Close the loop with users
- Suggest improvements and/or make recommendations design and or roadmaps

4 | Communication
- Amplify new or updated product features to customers
  - Various channels: Email, Newsletter, Banners and more

2 | Experience/Service Design
- Co-create design to ensure that user needs are met
- Reference dCX content style guide to write clear, concise, instructive product content that appears throughout customer journey

3 | Validation
- Validation and review of design by users to ensure that the design meets users' needs
  - Design Validation
  - Usability
  - Pilot study

Research and Strategy

Design

Feedback

Amplify

Validate

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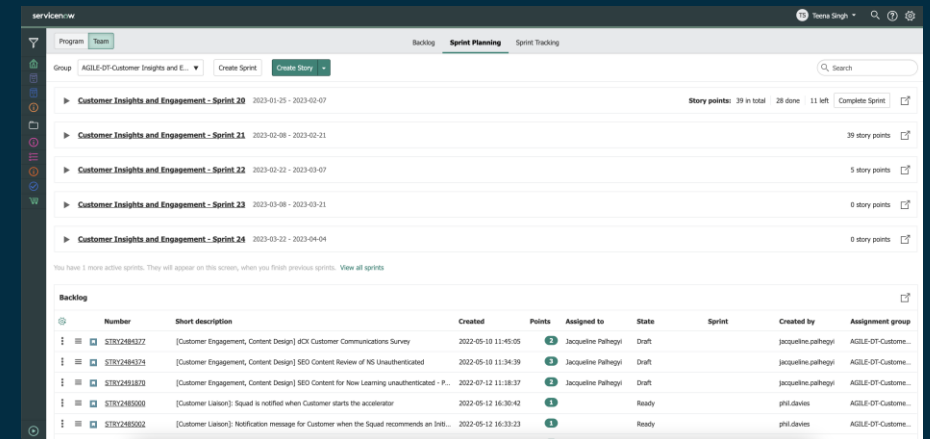Continuous support is provided to Product and Design

Leveraging Agile Methodology to align work

The Agile methodology is a way to manage projects by breaking them up into sizeable effort.

Constant collaboration with stakeholders and continuous improvement is encouraged at every stage.

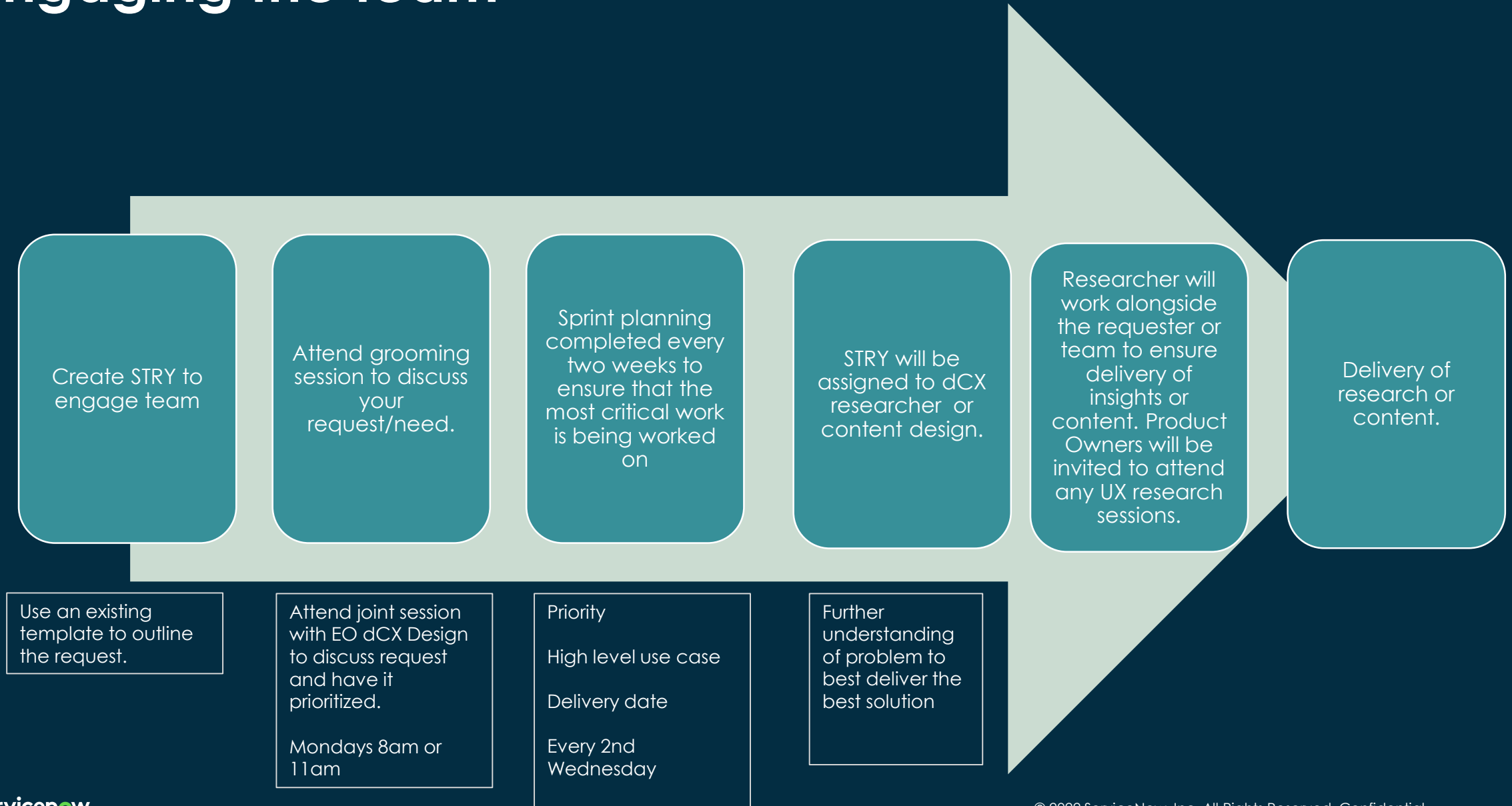The team cycle through a process of planning, and executing.

Sprint Planning completed by leveraging the ServiceNow Agile Development board.

Engaging the team

Create STRY to engage team

Attend grooming session to discuss your request/need.

Sprint planning completed every two weeks to ensure that the most critical work is being worked on

STRY will be assigned to dCX researcher or content design.

Researcher will work alongside the requester or team to ensure delivery of insights or content. Product Owners will be invited to attend any UX research sessions.

Delivery of research or content.

Use an existing template to outline the request.

Attend joint session with EO dCX Design to discuss request and have it prioritized.

Mondays 8am or 11am

Priority

High level use case

Delivery date

Every 2nd Wednesday

Further understanding of problem to best deliver the best solution

Benefits of this approach

- Provides visibility of UX and content design work

- Time-boxed sprints enable predictability in delivery of work

- UX research is aligned with work being done by Design or Development teams

- The team can adapt and pivot to work to have maximum influence