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CONNECTIONS

EDUCATE

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Integrated Risk Management Success Starts by Winning Over Users

Lisa Eichorn

Director of UX, Riskonnect

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Agenda

- Welcome!
- User experience design
- Dashboard design
- Mobile experience
- Q&A

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Today’s session

- Define user experience and its process
- Identify key points to designing dashboards
- Discover importance of the mobile experience
- Learn about our design partner program

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Let's Get Started!

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Design for a successful IRM Program

User experience design

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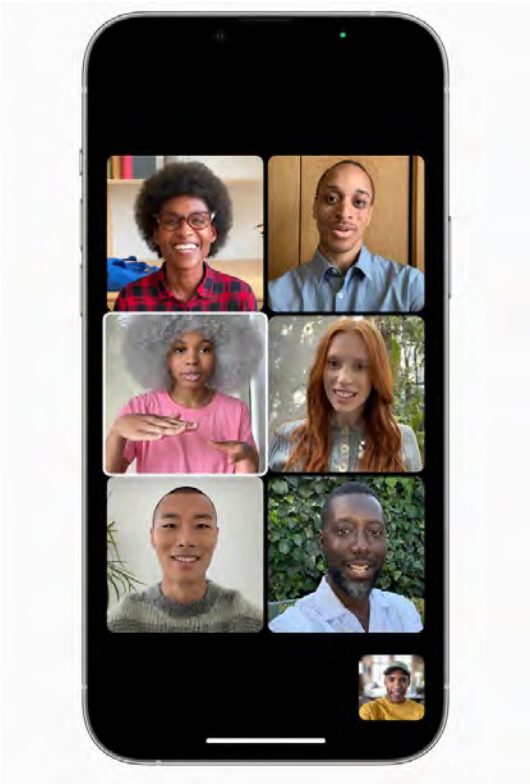
Defining UX

"User Experience encompasses all aspects of the end-user's interaction with the company, its services, and its products."

- Nielson Norman Group

A Familiar UX …



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Riskonnect's UX focus

User Experience encompasses all aspects of the user's interaction with Riskonnect software

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Deliver meaningful and relevant experiences

Focused on user outcomes

- Solves a targeted user persona’s problem and help meet their business objectives
- Supports meeting company’s business objectives
- Presents an enjoyable, easy to use experience
- Provides value quickly

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What’s your favorite experience?

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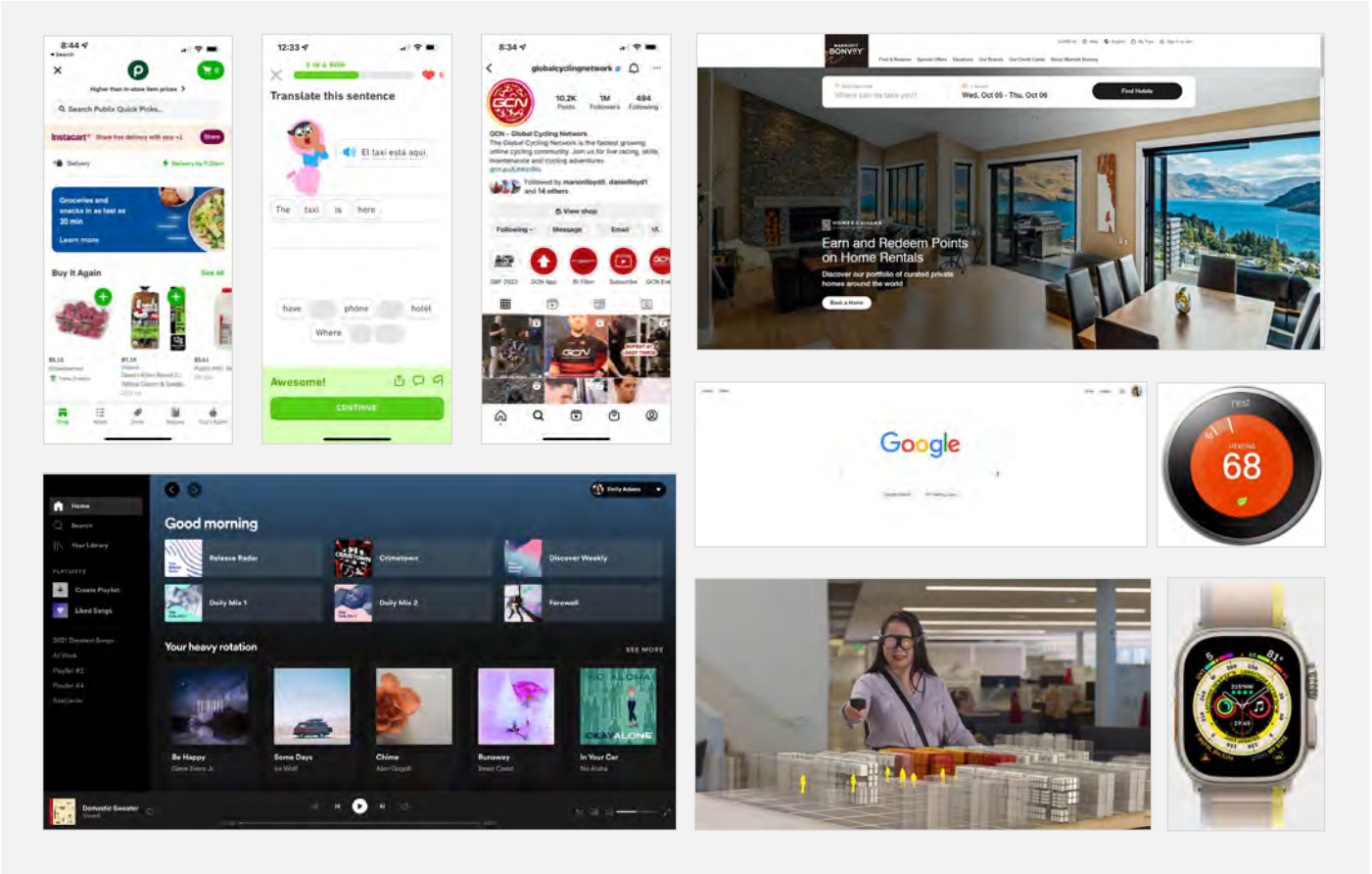
Some user favorites …

Is yours included?

- Airbnb
- Instagram
- Duolingo
- Google
- Nest
- Instacart
- Spotify
- Uber Eats
- Disney Plus



Today’s users are sophisticated

They demand software that’s easy and enjoyable to use …,
just like their favorite app experiences

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A methodology for creative problem solving

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A methodology for creative problem solving

Design thinking

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A methodology for creative problem solving

"**Design thinking** is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success."

—Tim Brown, Executive Chair of IDEO

Riskonnect utilizes Design Thinking

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Designing thinking: Empathize

Empathize

Observe
Engage
Watch
Listen
User Research
Playbacks

Designing thinking: Define

Empathize

Observe
Engage
Watch
Listen
User Research
Playbacks

Define

Synthesize
Understand
Empathy maps
User stories
Outcomes
Playbacks

Designing thinking: Ideate

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Define

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Ideate

Brainstorm
Conceptualize
Sketches
Wireframes
Playbacks

Designing thinking: Prototype

Empathize

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Ideate

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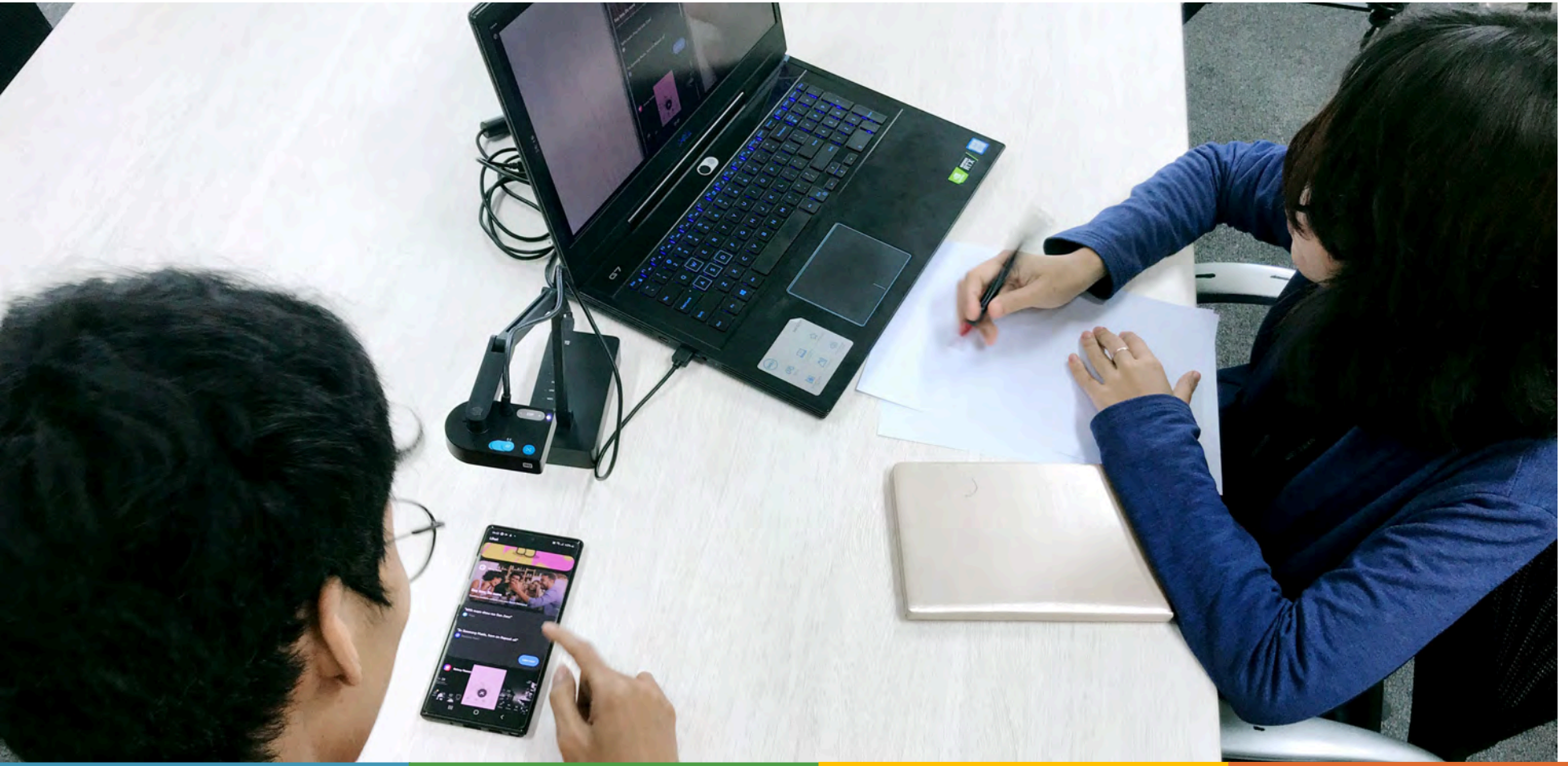
Prototype

Demonstrate
Align
Mock-ups
Prototypes
Iteration demos
Playbacks

Designing thinking: Test



Test

Evaluate
Inform
User validation
Playbacks

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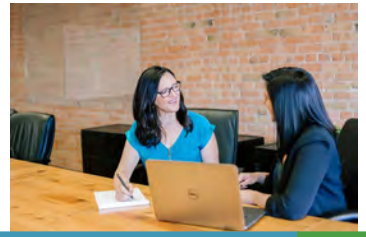
Designing the experience with Design Thinking

Empathize

Observe
Engage
Watch
Listen
User Research
Playbacks



Define

Synthesize
Understand
Personas
Empathy maps
User stories
Outcomes
Playbacks

Ideate

Brainstorm
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Test

Evaluate
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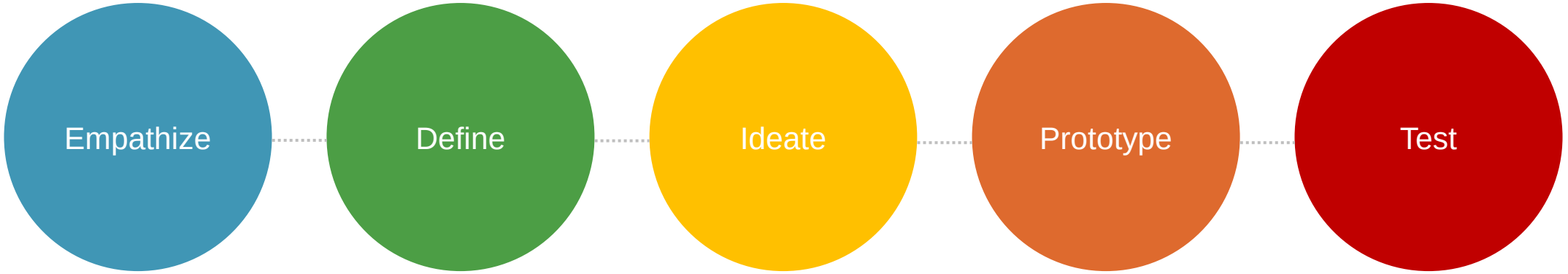
It may look like a linear process …



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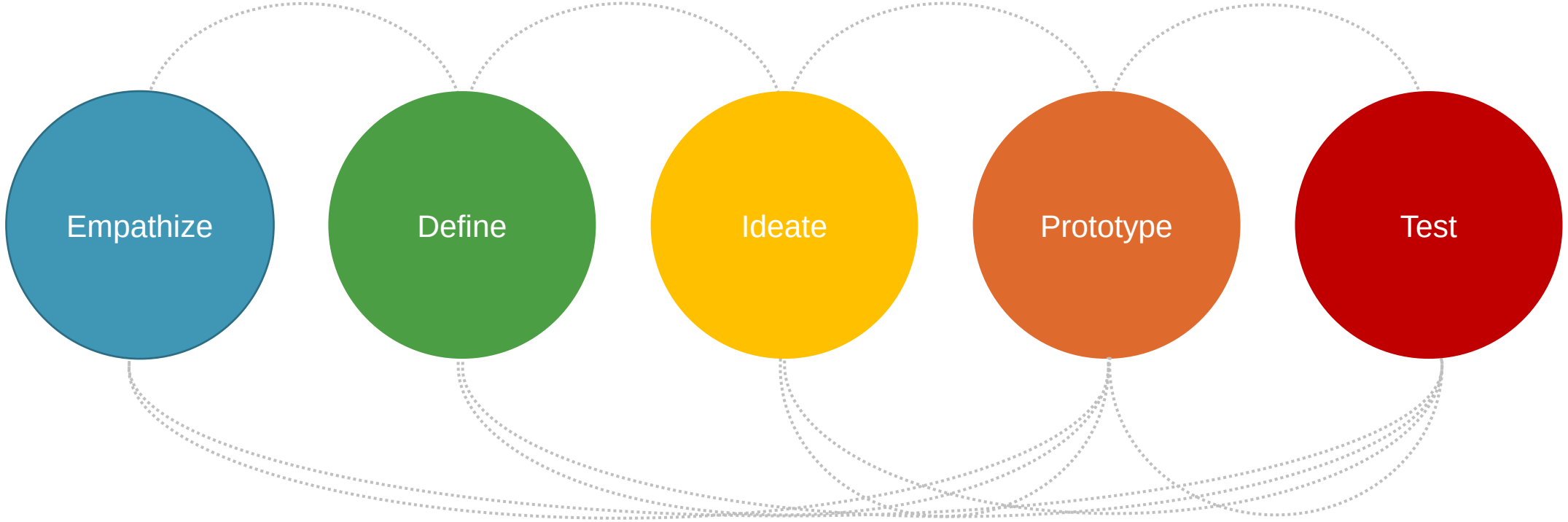
… but it's **highly** iterative



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Utilize best practices

Design projects

- Work, reflect and gather feedback
- Invite users to contribute, provide feedback and validate designs
- Make the best decisions possible within project constraints

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Utilize best practices

UX Design

- Define clear objectives, target users and business outcomes
- Ensure uses cases match persona's needs
- Design in black and white first
- Limit color palette and consider meaning conveyed
- Utilize white space and leverage proximity
- Inform design decisions based on research and validate designs

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"If you think good design is expensive, you should look at the cost of bad design."

— Dr. Ralf Speth, CEO of Jaguar Land Rover

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Dashboard design

Emerging trends and best practices

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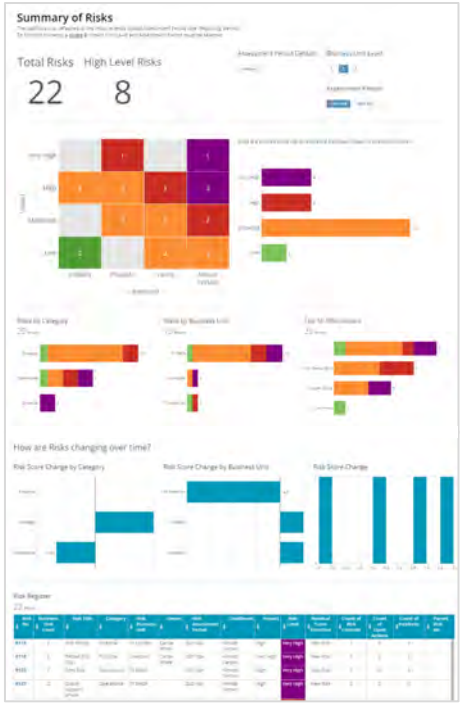
Reflect what drives measurable outcomes

- Align on target user persona
- Determine questions that need to be answered
- Identify KPIs that support getting those answers
- Present data thoughtfully
- Provide holistic and glanceable view of data to ease consumption



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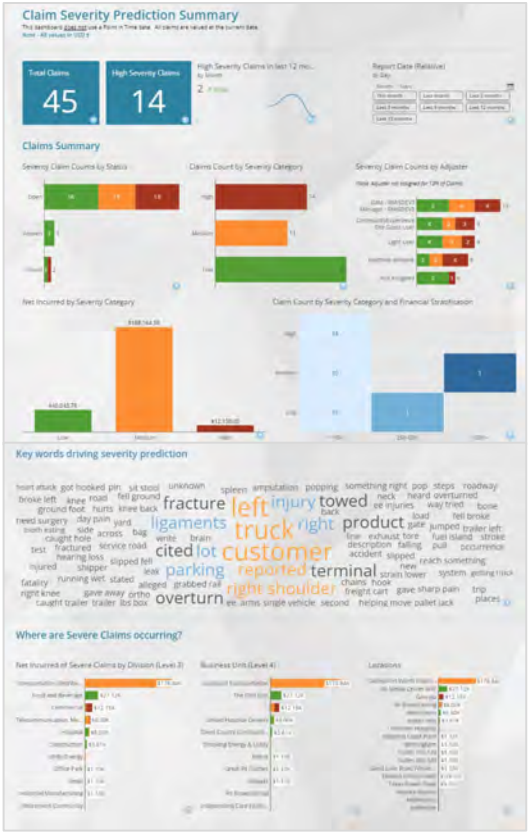
There’s an increased need to collaborate

Collaborate and share data

- Align on use cases and business needs
- Identify meaningful data points that support business objectives
- Enable collaboration across the business
- Support storytelling
- Gather support for desired outcomes



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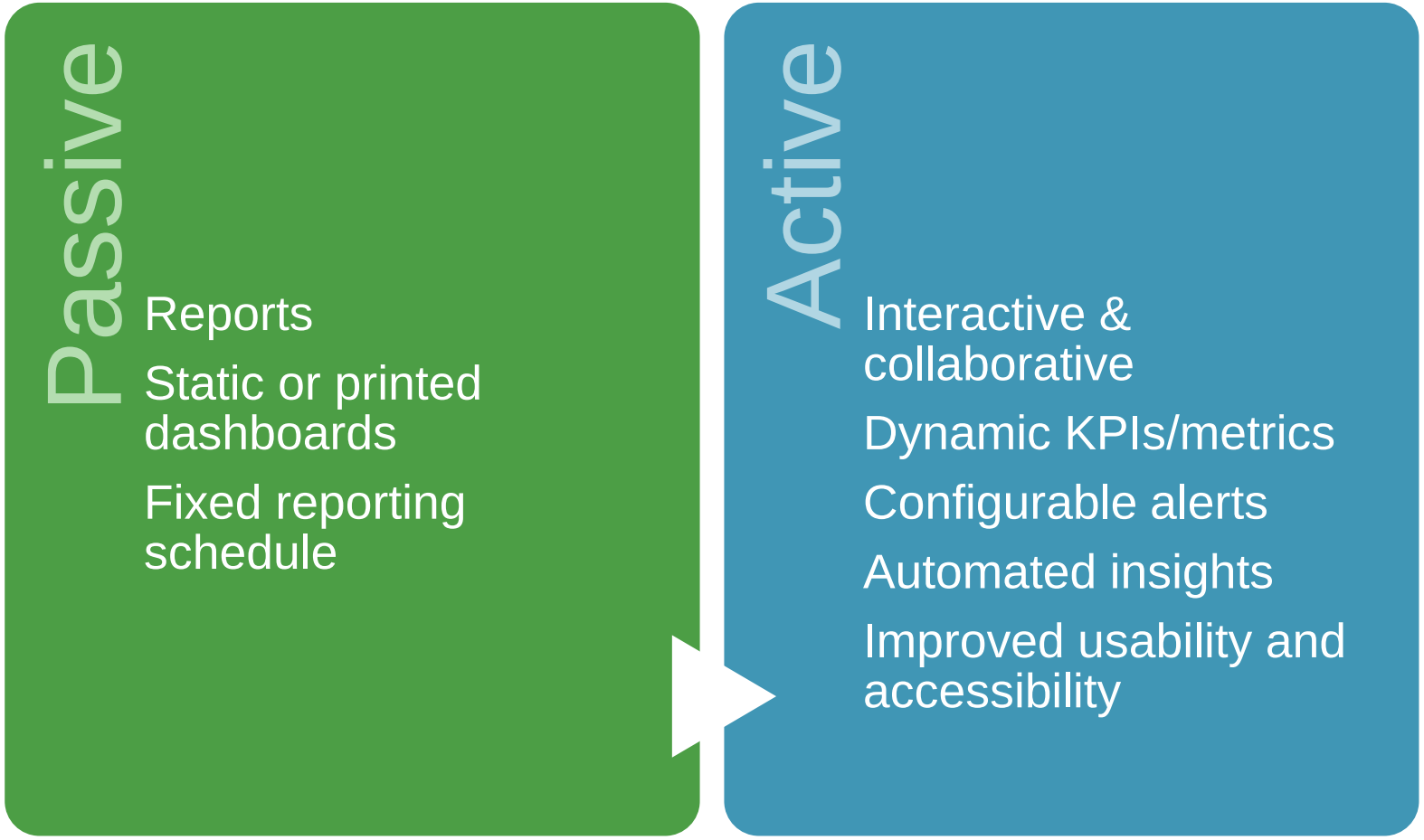
Dashboards are moving from passive to active



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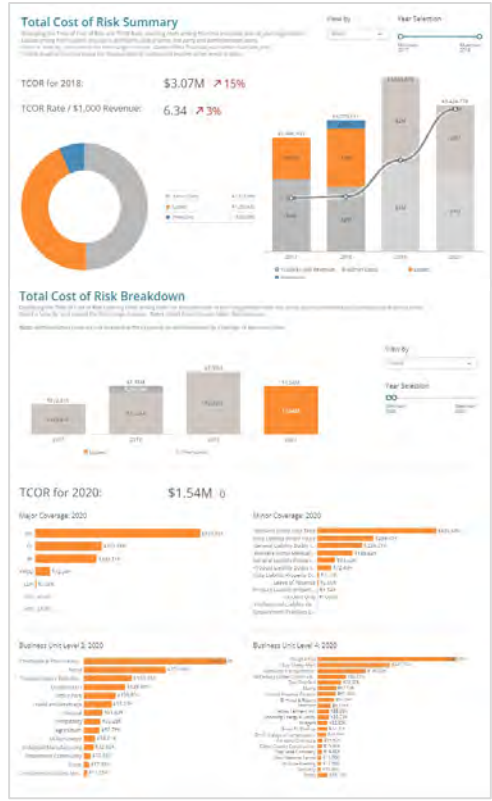
Utilize dashboard design best practices

- Define dashboard objective & target persona
- Prioritize data to support the story
- Establish a clear information hierarchy
- Identify the best representation of data
- Use data label names consistently
- Utilize consistent, meaningful color assignments



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Mobile experience

Critical for adoption

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Mobile devices changed the way we live

- Users want the same tech from personal lives
- Keep connected and access data anytime, anywhere
- Remote work is on the increasing in many industries

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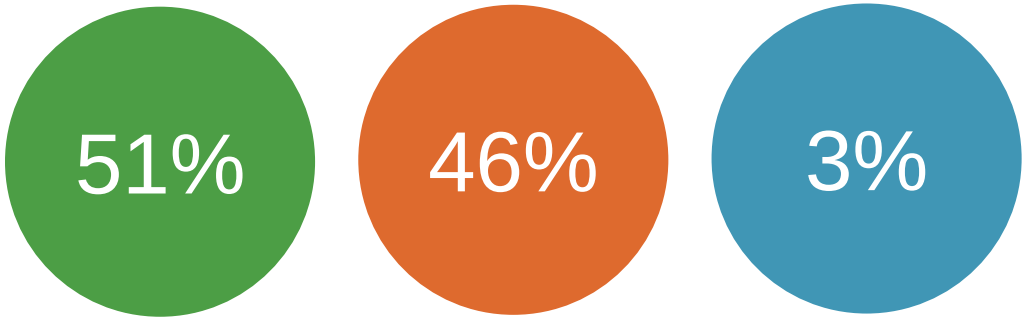
Users expect a mobile experience

Market Share North America



Market Share Worldwide

Source: Statcounter Global Stats

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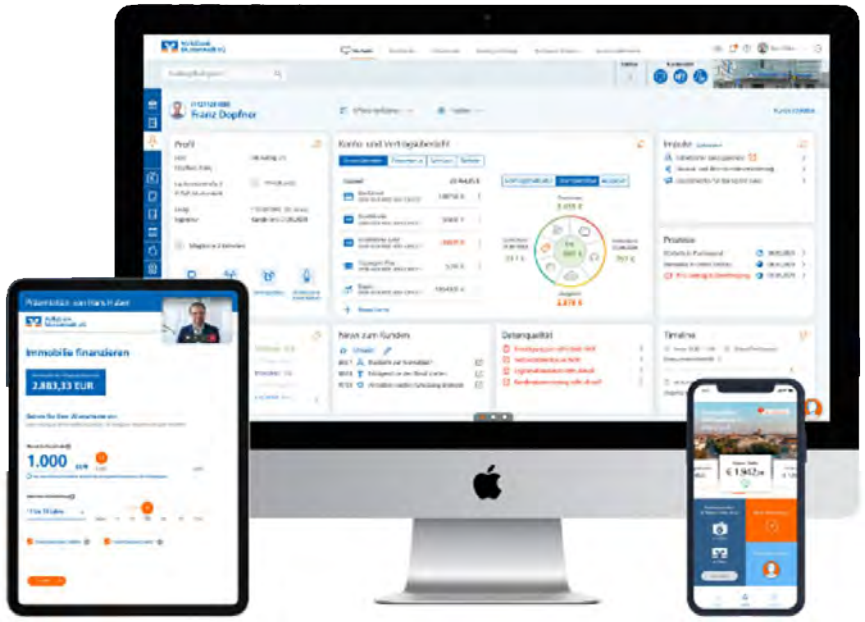
Utilize mobile experience best practices

Complement the desktop experience, don’t replace it

- Support user’s objectives
- Simplify onboarding experience
- Simplify navigation
- Streamline content
- Limit input required by user
- Provide consistency and continuity
- Deliver a performant experience
- Layout and palette consistent and harmonious



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User Research at Riskonnect

Design Partner Program

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Influence the Riskonnect UX design direction

- Get involved in our user research, Design Partner Program
- Actively contribute to our design process
- Participate in user interviews, group discussions, and/or surveys to help identify user needs and pain points
- Review design work in progress and provide feedback

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Tell Us What You Think!

- It only takes a minute
- Participate as much or as little as you want

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Let’s review

User experience, dashboard design and mobile experience

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In today’s session you’ve learned

- About user experience and the process of design thinking
- Key points to designing dashboards
- The importance of the mobile experience
- Riskonnect’s user research program

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Learn more …

- Hasso Plattner Institute of Design at Stanford University
- IDEO
- Nielson Norman Group
- Salesforce Lightening Design Guidelines
- See What's Brewing for Risk Analytics Webinar
- Take Discount Tire's Lead and Kick Your Reporting up a Notch Konnect 2022 Session
- AI, Machine Learning, and the Claims Adjudication Process Konnect 2022 Session

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Questions?

DISCOVER

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Thank you!

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