User Centric Design – Keeping your Customer Front-of-Mind throughout Technology Changes

Agenda

1. Georgia Tech and ScottMadden Introduction (2 min)
2. Driving Success through User Experience (5 min)
3. Speed Exercise (10 min)
4. Case Study: Compensation at Georgia Tech (8 min)
5. Closing and Q&A (5 min)

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Your Discussion Leads

KELLYE TERRELL

Georgia Institute of Technology

Executive Director

BETSY CURRY

ScottMadden

Director

Who is Georgia Tech

The Georgia Institute of Technology is one of the nation's top public research universities with more than 45,000 students who study in person at the main campus in Atlanta, at Georgia Tech-Europe in France, at Georgia Tech-Shenzhen in China, as well as through distance and online learning.

Georgia Tech employs approximately 14,000 active employees, including faculty, staff, and students.

Georgia Tech is **one of the South's largest** industrial and engineering research agencies.

The Institute plays **a leading role** in the Georgia Research Alliance, a centerpiece of the state's economic development strategy.

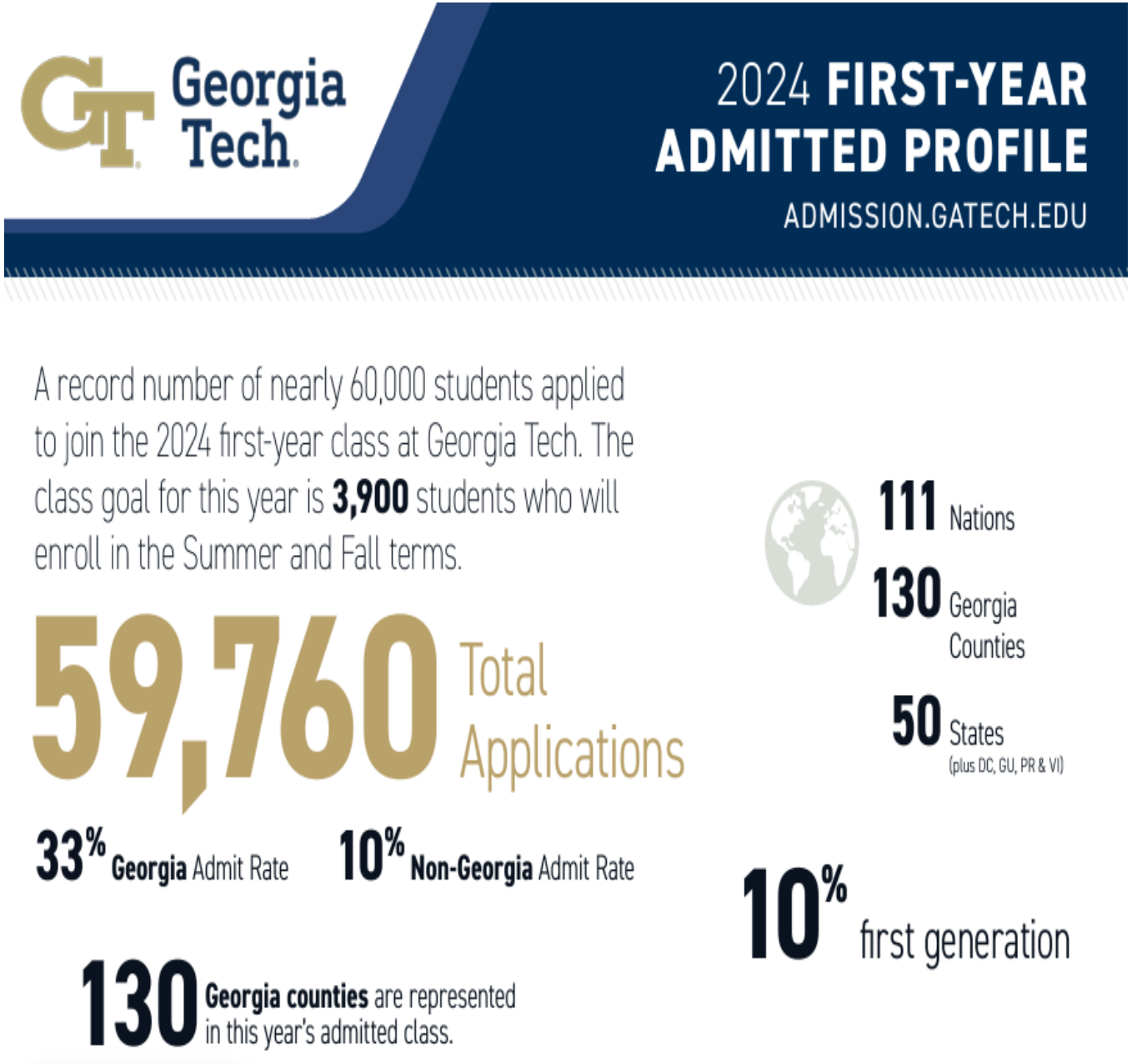
Research is conducted for industry and government by the Georgia Tech Research Institute (GTRI), various academic schools and departments, and more than **100 interdisciplinary research units**. GTRI has $1 Billion in sponsored research and awards, 90 years of innovation and 15% annual revenue growth.

U.S. News and World Report ranks us at **#7** for Undergraduate Research/Creative Projects, and **#12** for Senior Capstone Projects.

In the Princeton Review's Best Colleges list, Georgia Tech was named No. 1in Best Value Colleges (Public Schools) and Best Value Colleges without aid (Public Schools).

*With an A+ rating from Niche.com, the Institute tops the list of **Best Value Colleges in America (public) for 2025** and ranks third overall for public institutions.*

As of 2022, graduates earned an average starting salary of **nearly $90,000** — over $20,000 higher than the **national average**.



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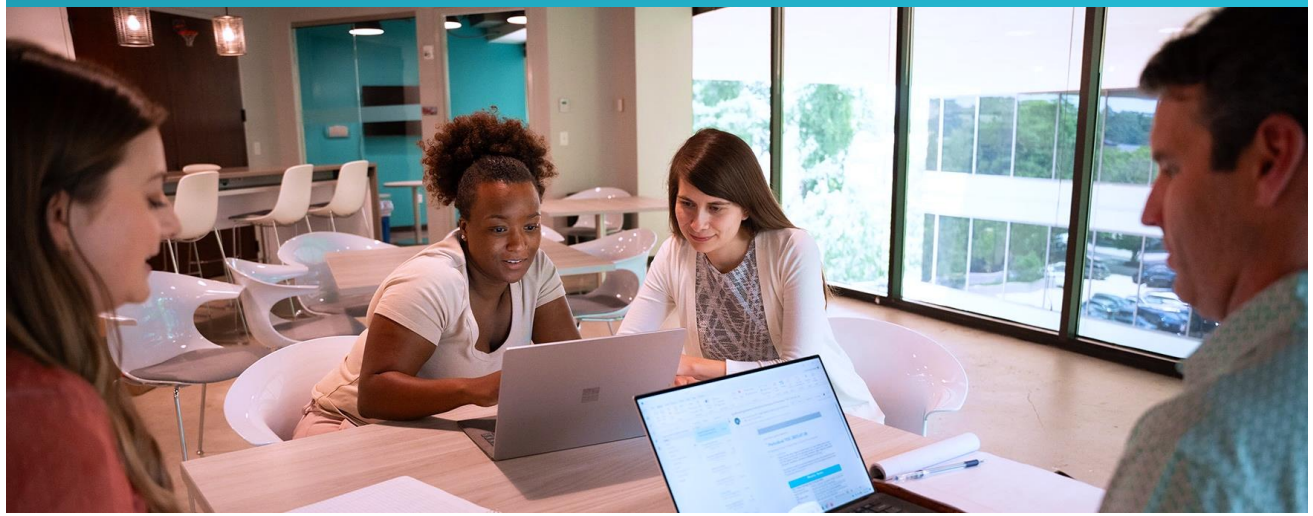
Who is ScottMadden

ScottMadden is a management consulting firm with more than **40 years** of deep, hands-on experience.



We deliver a broad array of **corporate and shared services consulting services**—from strategic planning through implementation—across many industries, business units, and functions.

Our **knowledge, expertise, and experience are unmatched**—no other firm has helped more clients with more unique solutions.

CORPORATE & SHARED SERVICES

Experience

Our experienced team has been a pioneer in corporate and shared services since the practice began decades ago. We employ deep, cross-functional expertise to produce practical, measurable solutions.

Scope

We have completed thousands of projects since the early ’90s, including hundreds of large, multi-year implementations. Our clients range across a variety of industries from energy to healthcare to higher education to retail. Our areas of expertise span the spectrum of middle and back office corporate and shared services.

Services

We have helped our clients with assessment, strategy, design, implementation, technology, business case and roadmap, governance, program management, and change management.

Smart. Focused. Done Right.®

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Representative Clients

Representative sample of our cross-industry clients along with a deep dive into some of our higher-education clients (not all-inclusive)

Cross-Industry

Retail and Consumer Products	Manufacturing and Industrial	Technology and Communications	Energy and Utilities	Healthcare	Professional Services	Higher Ed., Public Sector, Non-profit
Core-Mark	ABB	NRGW	American Electric Power	AdventHealth	AAA	AURA
Dollar General	Brand Safway	Mitsubishi Electric	aps	Adventist Health	Adecco	Channel Islands
Keen	DURA	Panduit	BH	AmeriHealth Caritas	Entrada Group	Emory University
Oakley	ENPRO	Seagate	bp	HCA Healthcare	GHD	mtw
Olympus	Georgia-Pacific	Siemens	Duke Energy	Kettering Health	randstad	The Board of Pensions
REI co-op	Ingersoll Rand	Spectrum	exelon	Mosaic Life-Care	Relias	The University of Akron
Sealy	Komatsu	T-Mobile	We	SSM Health	Russell Reynolds Associates	
	Masonite					

Higher-Education

Georgia Tech
Duke Fuqua School of Business
Emory University
NC State University
UF University of Florida
Ohio University
University of Saskatchewan
Stark State College
West Virginia University
UC Davis University of California
UCSF University of California San Francisco
The University of Akron
Imperial College London
UC Riverside University of California
Channel Islands California State University
iuc Inter-University Council of Ohio
USC University of Southern California
VCU Health
Grantham University
Lorain County Community College

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Driving Success through User Experience

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Why is Change Challenging in Higher Ed?

Understanding the University's unique challenges will better enable the success of shared services, technology implementations, and other higher ed projects.

Financial Constraints

Funding is dwindling; universities faced with cutting administrative costs, while maintaining high service standards

Changing Expectations

Leadership, faculty, staff, and students have diverse needs and evolving expectations in the modern service environment

Long-Standing Cultures

Traditions and long-tenured faculty can make change seem even more difficult

Complex Governance

Decision making takes time, and often must include various stakeholders, including central administration and deans

ScottMadden has been working with higher-education clients in the public, private, domestic, and international environments across our array of services for more than 20 years.

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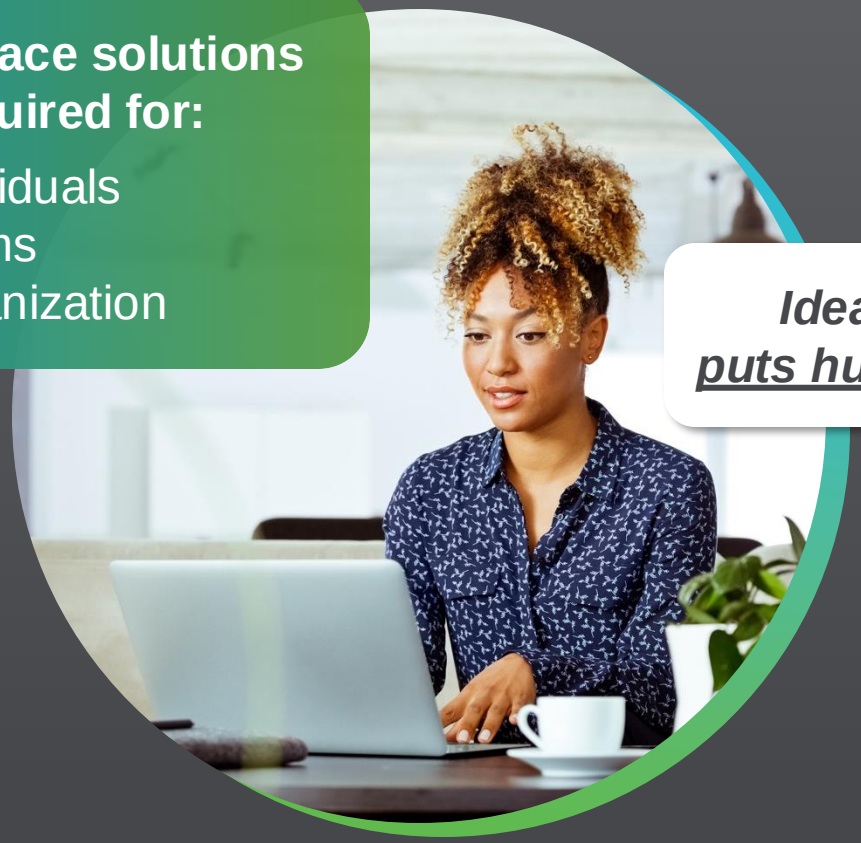
Workplace Technology Ecosystem

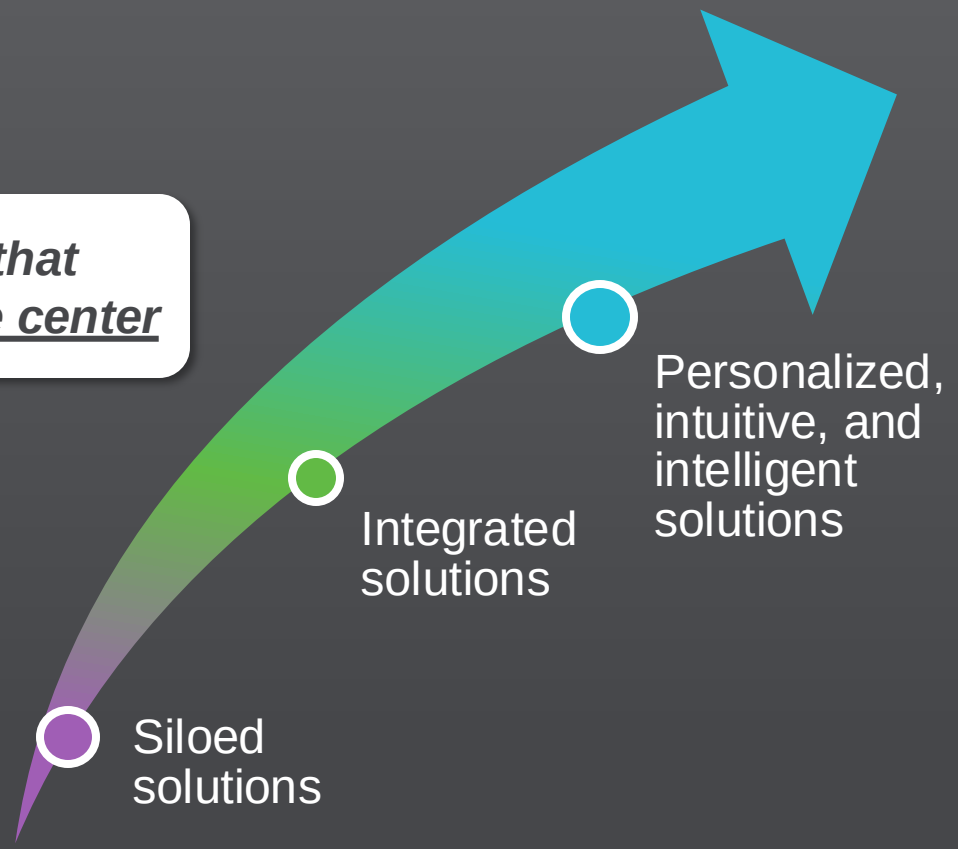
Workplace solutions are required for:

- Individuals
- Teams
- Organization



Ideal is design that <u>puts humans at the center</u>

As organizations invest in solutions, they should ensure they are **<u>moving up the maturity curve</u>**



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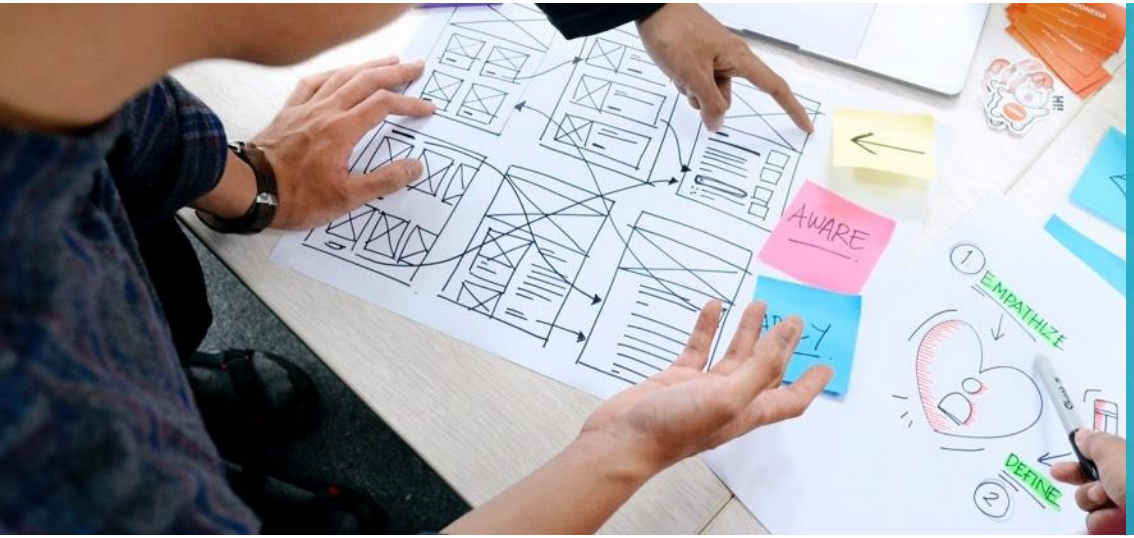
Leverage User Experience (UX) Design to Drive Change



What Is User Experience?

User experience (UX) focuses on having a deep understanding of the end-user and what they value…it is the overall feeling the end-user has about their interactions with a business, service, or product.

Design that <u>puts humans at the center</u>

Experience Design Characteristics

- Personalized, integrated, and intuitive
- Proactive and intelligent
- Streamlined and seamless
- Connected experiences

Experience Design Outcomes

- Increases adoption and customer loyalty; reduces delivery risk
- Enhances customer service and the customer experience
- Creates efficiencies, drives productivity, and supports scalability
- Creates a culture of continuous innovation and improvement

Leverage UX to overcome the change enablement hurdles in higher education and **achieve more positive and lasting outcomes**.

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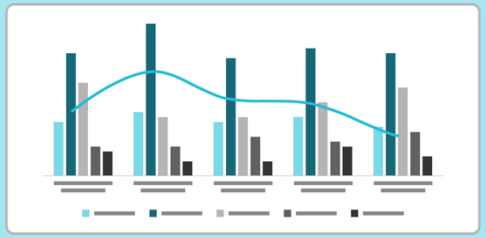
UX Approach

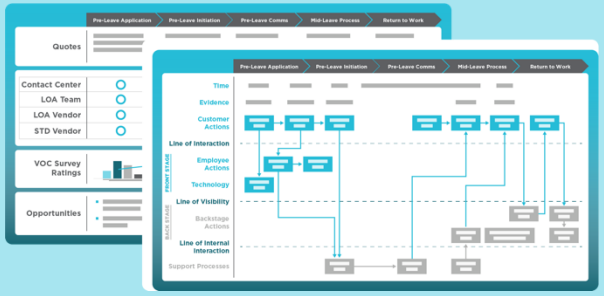
Our three-phased UX approach focuses on the customers while balancing solutions with feasibility for practitioners, implementation timelines, investment, and other constraints.

DISCOVERY

Data Collection



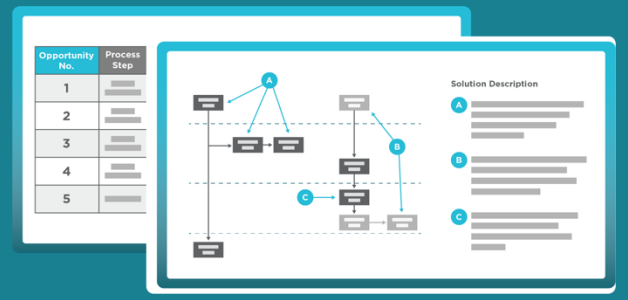
Journey Maps, Service Blueprints, and Pain Points



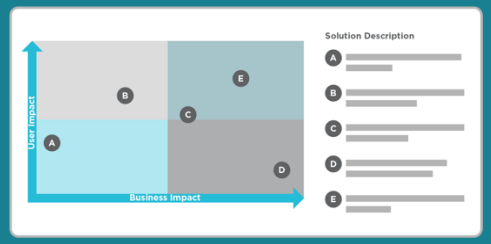
SOLUTIONING

Personas

Solutioning

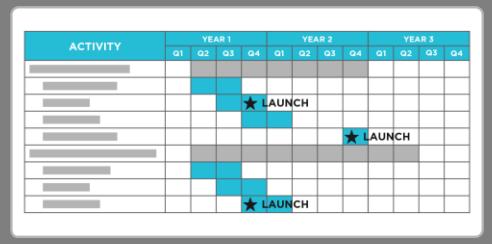


Solution Evaluation and Prioritization



IMPLEMENTATION PLANNING

Implementation Planning



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Speed Exercise

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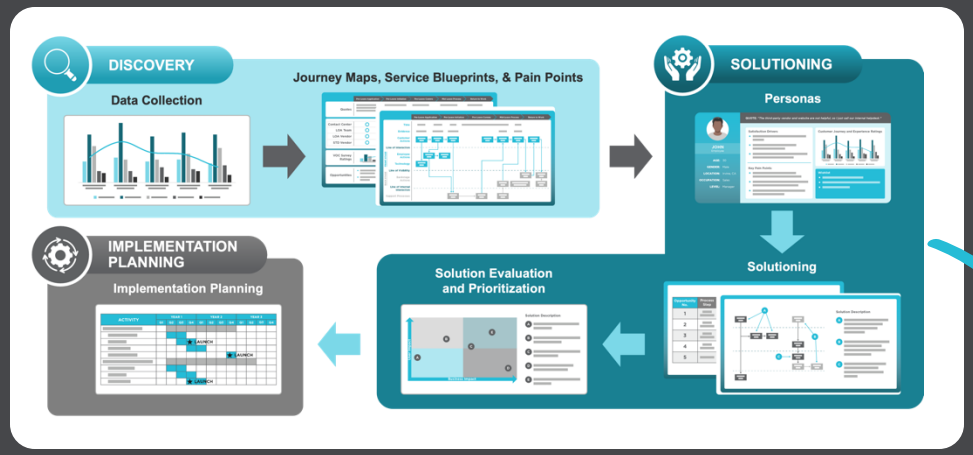
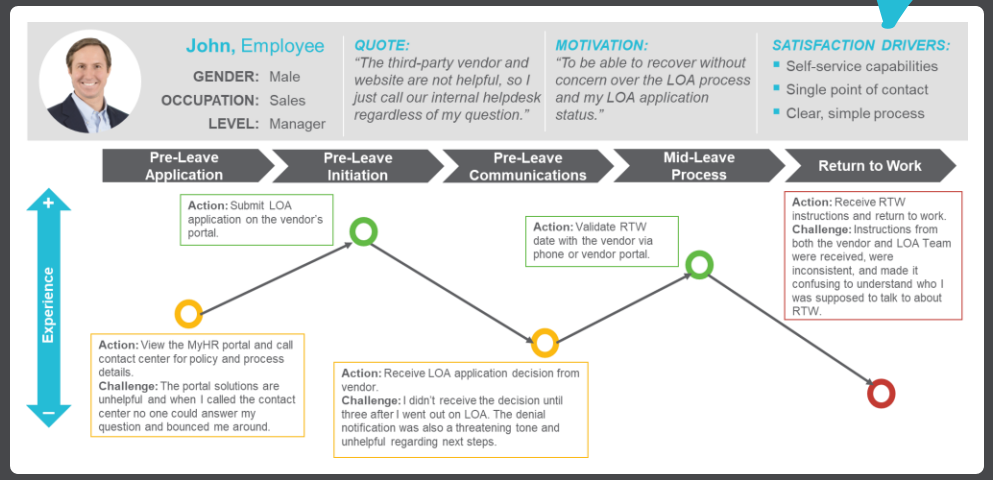
Journey Map: Hiring and Onboarding Process

1. Understand the defined persona
2. Provide current state successes or challenges from your organization for each stage of the process
3. Translate pain points to actions



Focus of the Speed Exercise!



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Personas and Journey Maps: Identifying Customer Pain Points

Sarah, Hiring Manager

ROLE: Faculty

SCHOOL: Engineering

QUOTE:

"I'm never sure what I need to do, when I need to do it, or whom to call for help."

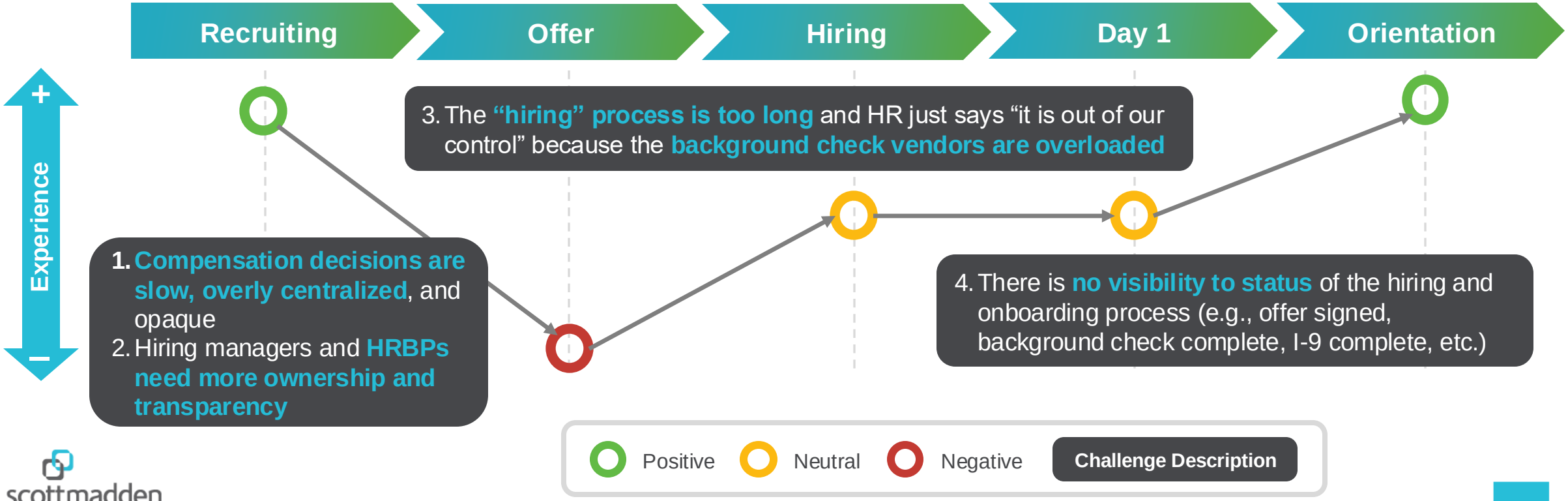
MOTIVATION:

"Spend as much time as possible with my students and on my research."

SATISFACTION DRIVERS:

- Self-service capabilities
- Single point of contact
- Clear, simple process

Hiring and Onboarding Process: (High-Level)



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Speed Exercise: What Are Your Experiences with Each Phase?

What is YOUR experience?

From your perspective as a hiring manager:

- What phases of the process work well?
- What phases do not work so well?
- What are the related pain points?

Hiring and Onboarding Process: (High-Level)

Positive | Neutral | Negative | **Challenge Description**

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Translating Pain Points to Actions

Solutioning can (and should) include all aspects of service delivery to develop holistic improvements.

SOLUTIONING

Technology

Develop design requirements to **update existing, or create/implement new, technologies** (e.g., pay decision tool, hiring / onboarding management tool with status tracking)

Policies

Update policies to address any outdated or overly stringent requirements and **increase flexibility**

Process

Update process to reduce handoffs, approvals, etc. to **make it faster, simpler, and more consistent**

Vendor Management

Assess vendor contract and performance; **identify alternative vendors** or **update** contract with improved **service-level agreements**

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Case Study:
Compensation at Georgia Tech

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Our Journey: Compensation @ Georgia Tech

Kellye Terrell

Georgia Institute of Technology

Executive Director, HR

CHALLENGE

In October 2022, Georgia Tech's Chief Administration Officer identified Compensation (i.e., pay decisions and approvals) as a key HR enabler for the success of the institute and as an increasingly challenging process for faculty and staff.

IMPROVEMENT APPROACH: Six-month, customer-centric approach

Discover

- Define the key personas
- Identify the pain points
- Prioritize focus areas for solutioning

Solution

- Design a pay decision tool
- Simplify the policies
- Improve the processes

Implement

- Build the toolset
- Develop training and support resources

Stabilize & Improve

- Conduct stakeholder feedback loops
- Address gaps / provide supplementary training

Change Management

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Our Journey: Compensation @ Georgia Tech (Cont'd)

Outcomes

- Used a technology already in place (ServiceNow) to solve the problem
- Defined and iteratively worked with personas to test and teach the process change
- Worked closely with OIT to implement the tool
- Used traditional and novel training tactics (e.g., a role-played "script" acted out live with users) to educate

Lessons Learned

- Don't let perfect be the enemy of good (toolset delays)
- Implement changes with conviction (some unit HRBPs opted out, creating different processes by unit)

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Scan the QR code to download our deck or access ScottMadden solutions, services, and insights.

Q&A

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