

# END USER SURVEY

Feedback on MVP release

v1.2 – Oct 5, 2020

Jay Kamins for Fast n' Curious

# About the Survey

## Overview:

Between September 14-28, 2020, a survey was sent to the entire employee population via email. 1,900+ responses were received. A link in the email sent the user to a form built in Qualtrics that asked a series of 18 questions. In addition, there were 6 optional questions asking about their position, tenure, office location and email. Users who participated could opt in to join a raffle for one of three \$25 Amazon gift cards.

## Purpose:

- Receive employees feedback about effectiveness
- Identify opportunities for improving the user experience
- Continue to benchmark against key user experience metrics (NPS score)

## Questions:

1. **We'd like to better understand how FMG employees are staying up to date with news across the organization.** This survey takes around 5 minutes to complete and will help inform how we approach sharing information with employees in the future.  
By completing this survey, you'll have the option to enter a raffle for the chance to win a \$25 Amazon gift card.\* If you have any questions, please contact Jay Kamins. Thank you for your participation.

*\*Must be a full-time employee. Awards are taxable. Winners names and the amount of the card will be reported to payroll for tax purposes.*

2. **Based on your experience, how effective/not effective are the following channels for receiving corporate information?**

- Emails from corporate
- Division specific memos
- Manager communications
- Word of mouth
- Corporate publications (i.e. Globalink, Insights & Impacts)
- Yammer
- Microsoft Teams
- SharePoint
- Social media (i.e. LinkedIn, Twitter, etc)
- Other

3. **The amount of information I receive from FMG is:**

- Too little / Too much / Just right / Other [option to submit]

4. **In the PAST WEEK, how often have you used FMG-Intranet?**

- Never / Once / A few times / Daily / Multiple times per day

5. In the PAST WEEK, why did you use FMG-Intranet? Check all that apply.

- View corporate news
- Search for a document or information that I needed to do my job
- Find information about a colleague
- Find information about my local office
- Find information about an office other than my own
- For general employee related information (i.e. benefits, Workday, expense reports, etc)
- To check the combined ratio (KRA)
- To learn about different corporate initiatives (i.e. Being FMG)
- Other [option to submit]

6. How satisfied/dissatisfied are you with your experience receiving CORPORATE NEWS through FMG-Intranet?

- Extremely / Moderately / Slightly dissatisfied / Neither satisfied nor dissatisfied / Slightly / Moderately / Extremely satisfied

7. How satisfied/dissatisfied are you getting resources relevant to your job through FMG-Intranet?

- Extremely / Moderately / Slightly dissatisfied / Neither satisfied nor dissatisfied / Slightly / Moderately / Extremely satisfied

8. How easy/difficult is it to find the information that you needed on FMG-Intranet?

- Extremely / Moderately / Slightly difficult / Neither easy nor difficult / Slightly / Moderately / Extremely easy

9. How much do you agree/disagree with the following statement? *Intranet helps me feel connected to the FMG community.*

- Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree

10. Please add any additional comments related to your experience with FMG-Intranet.

- Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree

11. What one thing would improve your experience with FMG-Intranet?

- Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree

12. How much do you agree/disagree with the following statement? *Globalport's capabilities meet my needs.*

- Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree

13. How much do you agree/disagree with the following statement? *FMG-Intranet is easy to use.*

- Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree

14. How much do you agree/disagree with the following statement? *I am satisfied with FMG-Intranet.*

- Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree

15. How much do you agree/disagree with the following statement? *I trust FMG-Intranet.*

- Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree

16. How much do you agree/disagree with the following statement? *FMG-Intranet has improved.*

- Strongly disagree / Disagree / Somewhat disagree / Neither agree nor disagree / Somewhat agree / Agree / Strongly agree

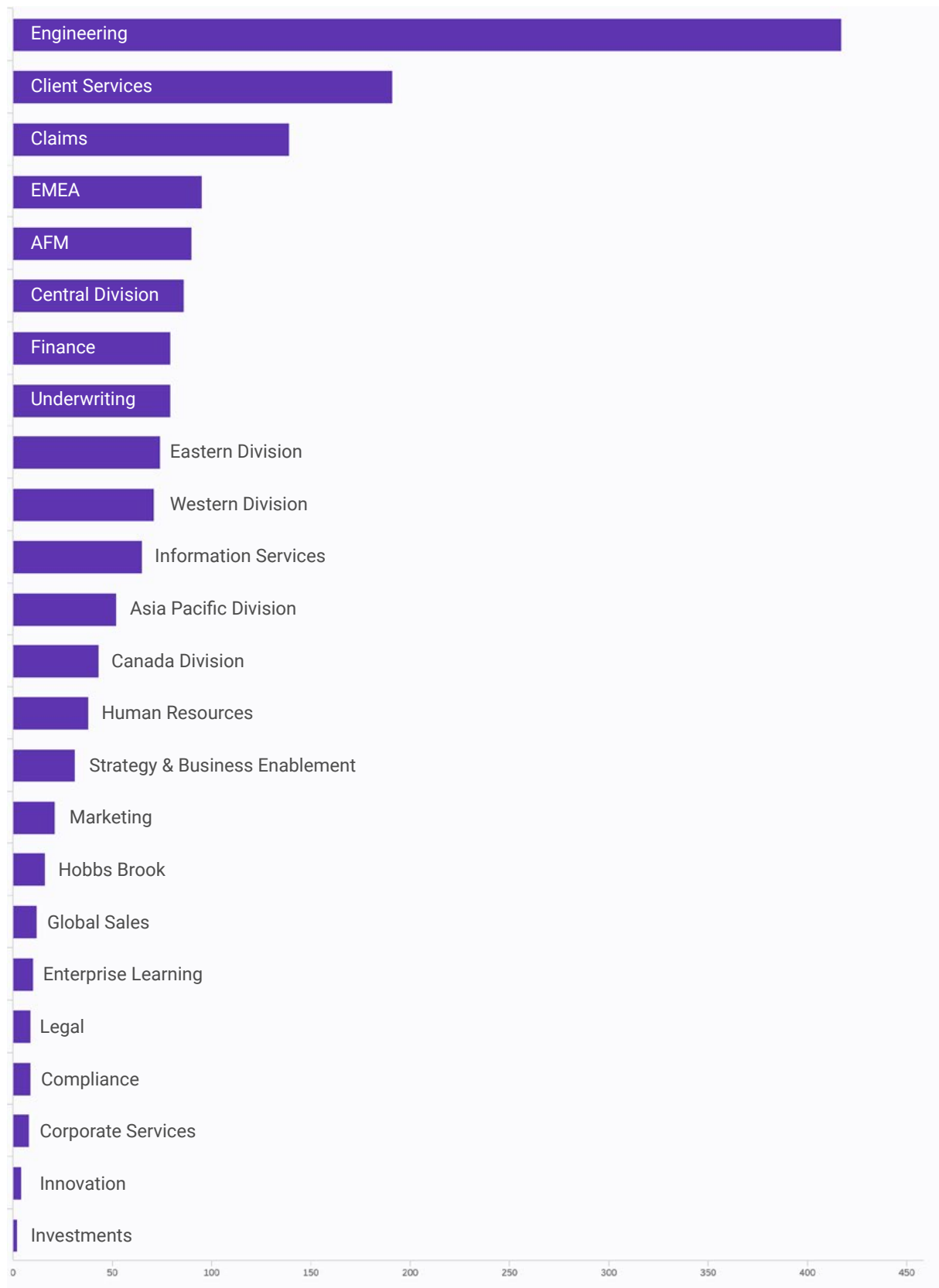
17. How likely are you to recommend FMG-Intranet to a colleague?

- 0-10 Scale range, 0 being "Not at all likely" to "Extremely likely"

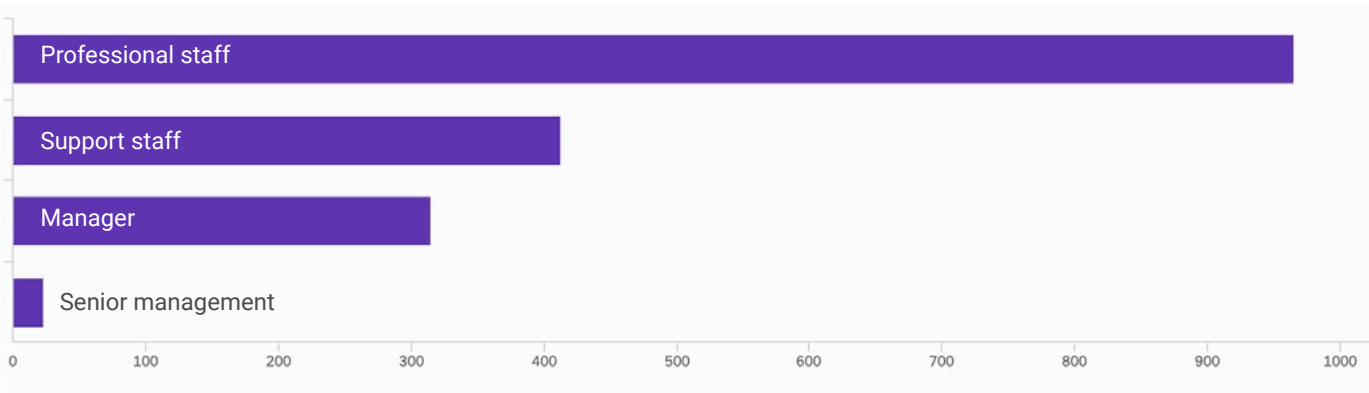
18. Thank you for your feedback. Anything else you would like to share?

# Participants: Summary

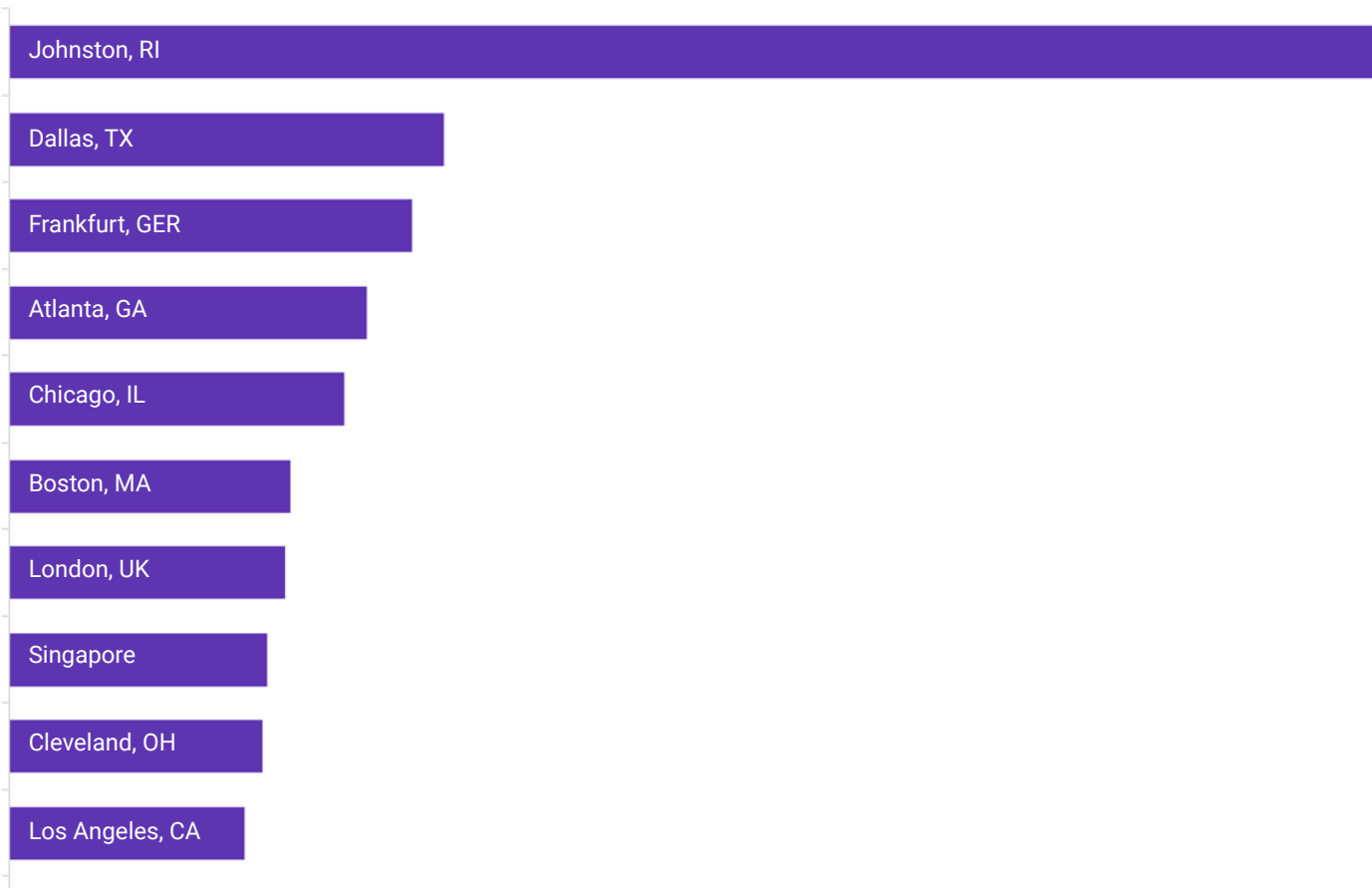
By FMG department/group:



By level within organization:

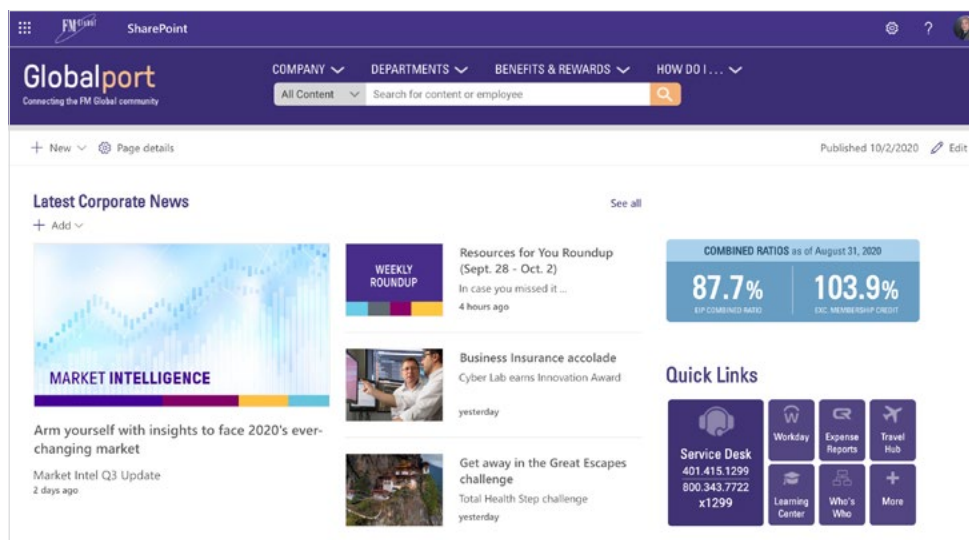


Top 10 responder locations:



# Results: Summary

- The majority of users say the amount of news shared with employees is “just right,” and FMG-Intranet is an effective channel for delivering it. A third of employees report they visit FMG-Intranet multiple times daily.
- The top three reasons people visit FMG-Intranet: Corporate news, locating job-related information, and finding general employee information and tools (benefits, Workday, expense reports).
- In general, FMG-Intranet helps employees feel connected to the company.
- Of the employees who need FMG-Intranet to retrieve job-related information, a large majority are “moderately satisfied” and finding what they need is “moderately easy,” though there remains a sizable group who find it difficult to find what they are looking for.
- The recent upgrade is viewed positively by wide margins.
- A majority of users believe that FMG-Intranet is easy to use, meets their needs, and contains trustworthy information
  - with the following caveats:
    - Continued dissatisfaction with the search function/results
    - Reaching sub-departments/functional groups takes too many “clicks”
    - There is no way to personalize content
    - The number of older “index pages” gives some the impression the upgrade is superficial and content is stale
    - Some users don’t understand where FMG-Intranet leaves off and applications begin (Engnet, Riskview, etc), and FMG-Intranet is evaluated on the quality of the entire suite of tools they use
- There is a discrepancy between the belief that FMG-Intranet has improved and the NPS score, which has not changed – it’s possibly still too early to see needle move. Our User Research specialist recommends 6 months post launch to see NPS change.
- Survey indicates many people are stressed out with current events and overwhelmed. For some, Globalport’s update, despite generally considered an improvement, is regarded as further destabilization.



## RESULTS: DETAILS

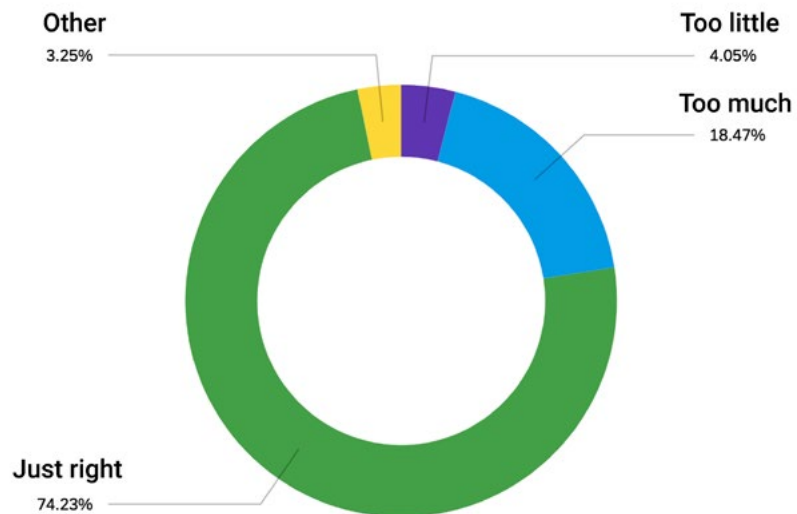
# Globalport's place among news delivery channels

**SUMMARY:** People are generally satisfied with the amount of corporate news that they receive from FMG. 74% of responders indicate that the amount is "Just right," up from 67% in 2019.

Regarding Globalport's place in delivery of corporate news, people seem generally satisfied (83%, up from 79% in 2019).

Only corporate emails, division-specific memos, and direct manager communications receive higher satisfaction marks.

Yammer and social media are among the lowest rated for this purpose.



## Effectiveness of FMG-Intranet in delivering corporate communication:



**PAIN POINTS:** A large number of responders feel there are too many sources of news, many critical to their jobs (these include the multiple email newsletters sent periodically). This was a sentiment noted in earlier interviews as well. There is a fear of missing important information. The desire for an "aggregator" of this information was expressed several times.

## Representative sampling of feedback regarding corporate news:

"I think that generally FMG is pretty good at managing communication channels. I appreciate direct emails from Tom Lawson on the Corona virus situation, and FMG-Intranet is generally pretty good at giving corporate headlines and more specific local information."

"A lot of duplication from corp email and intranet. Email tends to be overused."

"We receive too many up-dates, changes, information about the markets, inside of FMG. Also in my opinion FM still has not found 1 channel to communicate with."

"...A lot to read on top of the regular amount of email received per week... There is at least 8 emails per week... Currents, etc"

"There are so many sources of information that it is difficult to remember to check them all."

"The information received is both timely and balanced."

"Too many emails"



# How are people using FMG-Intranet?

**SUMMARY:** There are three major resources people use FMG-Intranet for: Keeping up-to-date with corporate news, finding job-specific information (Risk Reports, standards), and finding employee information and tools (KRA, benefits, Workday, expense reports, personnel).



## A note about audiences that use FMG-Intranet:

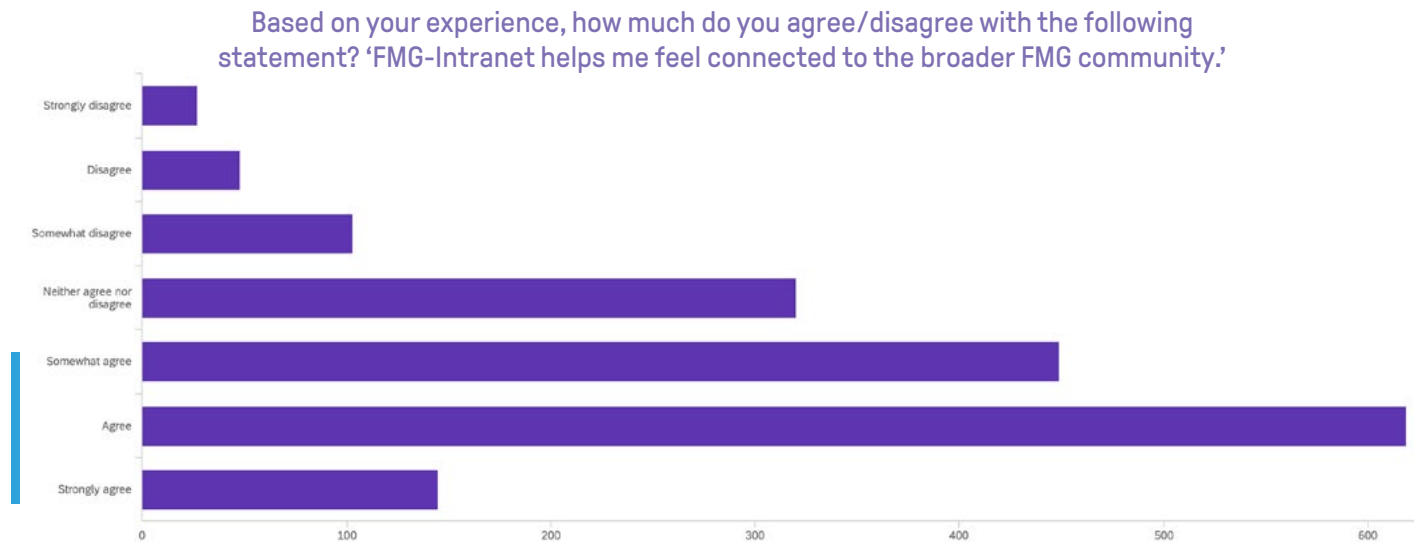
We have identified two major audiences (i.e. personas) of FMG-Intranet: **News consumers** and **Information seekers**. The News consumers enjoy Globalport's community-centric news – promotions, events, anniversaries, retirements, etc. Information seekers are focused on finding the resources needed. While there is some overlap between these audiences, the groups are generally distinct.

Because these personas generally want different things from FMG-Intranet, they have differing opinions on what content should be on the homepage. This survey continues to expose this divide, particularly among information seekers, some of who find the FMG-Intranet home page is too newsy and want resources that are meaningful to them on the page... A "launch pad" for their tools.

More research on these personas is necessary to better understand these audiences. See the 'Recommendations' section for some suggestions to better serve both audiences.

# FMG-Intranet as a means to maintaining connectedness

**SUMMARY:** 70% of employees say FMG-Intranet helps them feel more connected to the company – down from 77% in 2019. Weekly postings from Tom Lawson about COVID and the health of the company are viewed favorably and considered informative.



**PAIN POINTS:** As stated previously, the trick for FMG-Intranet is finding an elusive balance, especially during the ever-lengthening pandemic – How do we maintain a corporate community and communicate news while making sure we also make space for the tools users need most?

## Sampling of feedback on FMG-Intranet as a tool for connectedness:

"It seems that there has been an increase in employee centered content posted since COVID which has been nice."

"I don't use FMG-Intranet to help me feel connected to the broader FMG community. I use FMG-Intranet to obtain information to stay informed and/or to help me do my job."

"I think everyone's jobs are pushed to the limit on how much they can get done in a normal working day. I think people go to FMG-Intranet as a necessity to complete a job task. I don't think people have much time to browse and stay updated on company news or employee bios. I like them, I just don't think people go to FMG-Intranet for that purpose."

"I LOVE the weekly update from Tom Lawson on Monday mornings, and the FMG Resources for you email on Friday afternoons!"

"Very US oriented."

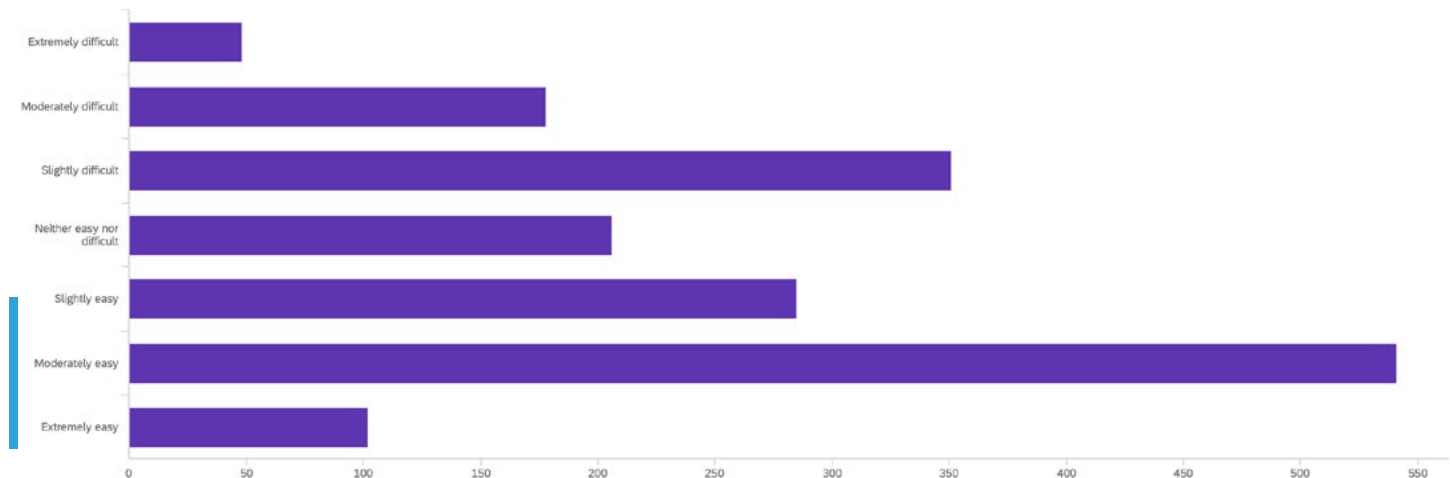
"FMG-Intranet makes me feel connected to my Ops community."

"I miss the pictures from the operations/employees on the first page of old global port. That was always making me feel connected to the colleagues over the world."

# FMG-Intranet as a tool to retrieve information

**SUMMARY:** 43% of employees find it “easy” to locate what they need, but 33% find the opposite. 2019 found these results at 50% “easy” and 37% “difficult”.

How easy/difficult is it to find the information that you needed on FMG-Intranet?



When specifically asked about accessing documents related to their job, 67% of employees were “satisfied” (various levels), but 33% were dissatisfied. 2019 found these results at 65% “satisfied” and 27% “dissatisfied”.

**PAIN POINTS:** The search still continues to present user problems - both in its basic function but also the results, which are perceived to be burdened with old/irrelevant hits. Additionally, comments suggests there is some frustration that the overall user interface has changed, moving items that they could previously locate through “muscle memory.”

## Sampling of feedback on FMG-Intranet as an information retrieval tool:

“Visually FMG-Intranet feels more modern, however the search function is still a challenge to use. It doesn’t feel as intuitive as public search engines.”

“If there is anything you want to know, or who you might need to contact, all the information is right there.”

“Easy to navigate to find what I want to find.”

“I find it very difficult to find the information I need to do my job.”

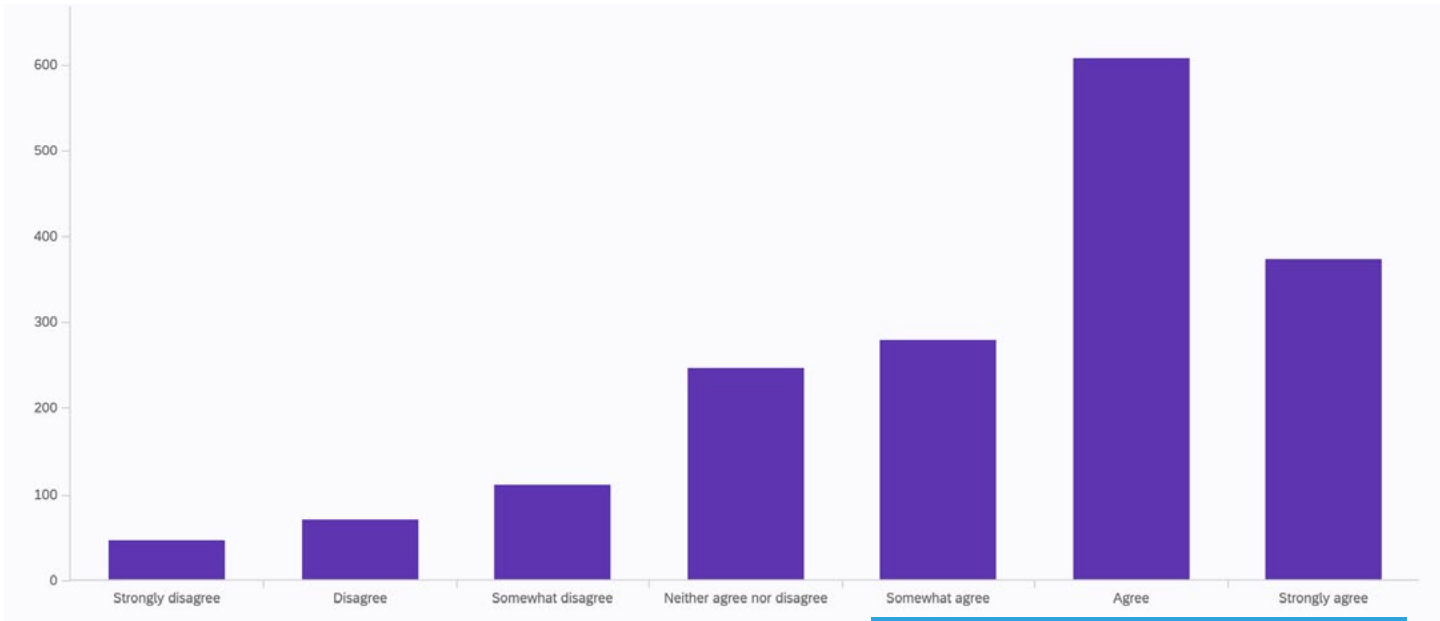
“The search function is somewhat useful in FMG-Intranet. There are times I’m looking for a specific document (probably old) but can’t find it with obvious key words.”

“Please fix this the search function to only bring up the type of websites or documents I need.”

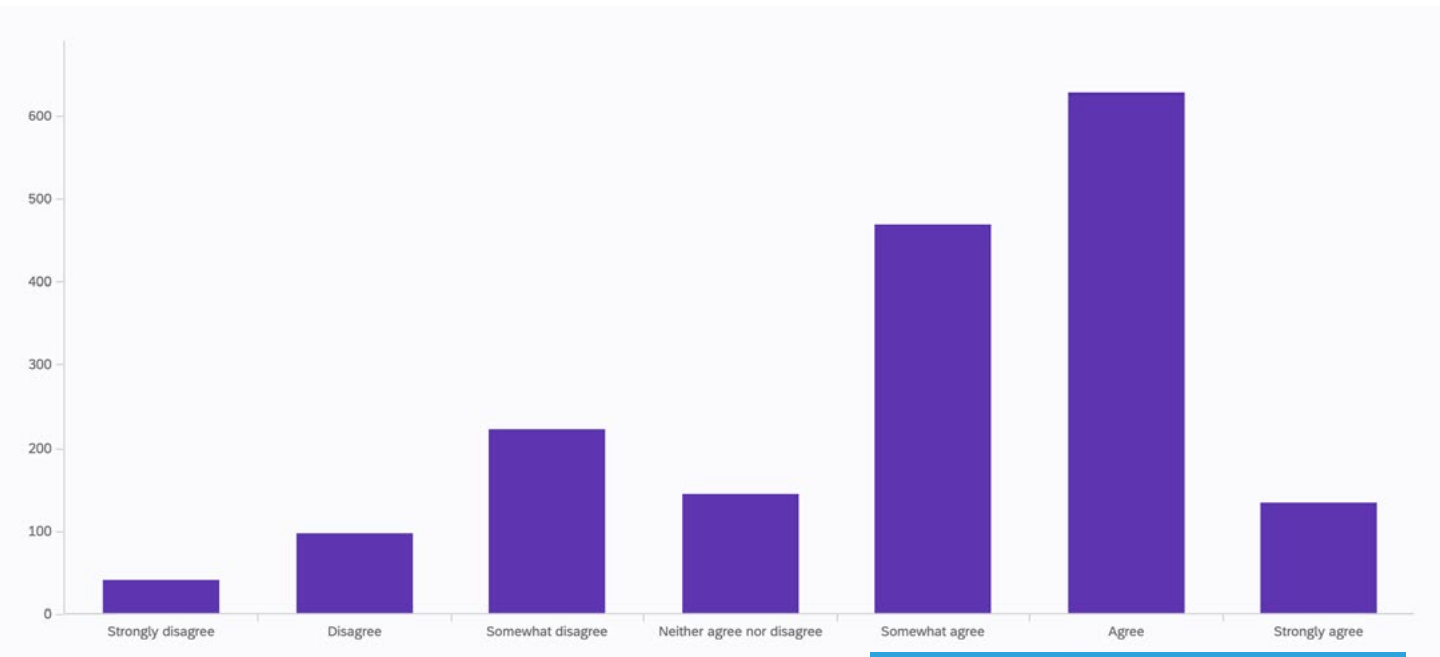
# Feedback on the FMG-Intranet update

**SUMMARY:** 72% respondents say the site has improved. 74% find it easy to use (up from 63% in 2019).

How much do you agree/disagree with the following statement? 'FMG-Intranet has improved.'



How much do you agree/disagree with the following statement? 'FMG-Intranet is easy to use.'



**PAIN POINTS:** The navigation, though simplified from the huge gray button bar, requires multiple clicks to find sub-departments. SharePoint may be loading more slowly for some, depending on machine and home office VPN/wifi connection. People who aren't interested in news find the home page useful. Some users dislike scrolling web pages. Some are asking for home page customization.

## Sampling of feedback on Globalport's update:

"I really LIKE the focused "How do I...." Drop downs on the FMG-Intranet Home Page."

"I have found that it requires more clicks to navigate to certain resources."

"The new layout and consistency across FMG-Intranet has been long needed. Updating all my existing links...That is taking some time. Overall however, this new platform not only makes navigation easier, it is much nicer to look at as well."

"The new FMG-Intranet layout is not favorable, icons are too large taking up valuable space for me to get the news I need. Please remove the pictures and give us more information on the main page."

"The site redesign is excellent! Nice job!"

"While I appreciate the refreshed look of the page, my review and use of FMG-Intranet has plummeted since the update. Specific reasons include: Loading on my machine takes an inordinate amount of time now; a majority of the actual content is located off screen where I would never see it; Finding familiar pages or resources is now more difficult than the content is worth."

"The new intranet is great and is very visually pleasing. The team did an awesome job!"

"Please get all of the "content" on FMG-Intranet to work in Chrome – Engnet, MyTime, etc."

## A note about the difficulty of change:

2020 continues to be a time of great uncertainty. User experiences that people grow comfortable with – even bad ones – provide a sense of stability (observe the onslaught of anger every time Facebook refreshes their look). People learn navigate labyrinth-like interfaces using "muscle memory." Change is difficult, and while we don't want to use that as an excuse to dismiss any feedback, it is valuable to keep in mind.

### People expressed this sentiment in the feedback:

"All the new changes and programs that they are releasing can be overwhelming during this period of change. People are adapting to a new way of life at work, home and in the world in general. The changes are supposed to make us more efficient and they probably will over time but the extent of the internal and external change that we are going through makes it difficult at best to feel confident that these new changes our allowing us to do our jobs better."

"Since the pandemic started, the volume of information being transmitted is just too much - way more that can be absorbed. And as a result, stress levels are higher than ever."

"Too much change. We need to change to stay leader but it is gone on for far too long."

"Too many things seem to be changing at the same time, whether it is internal processes, systems, client communications or engineering initiatives. Combined with doing my job, it can seem overwhelming."

"Like any change, you just need to embrace it. Regular use helps use embrace the change quickly."

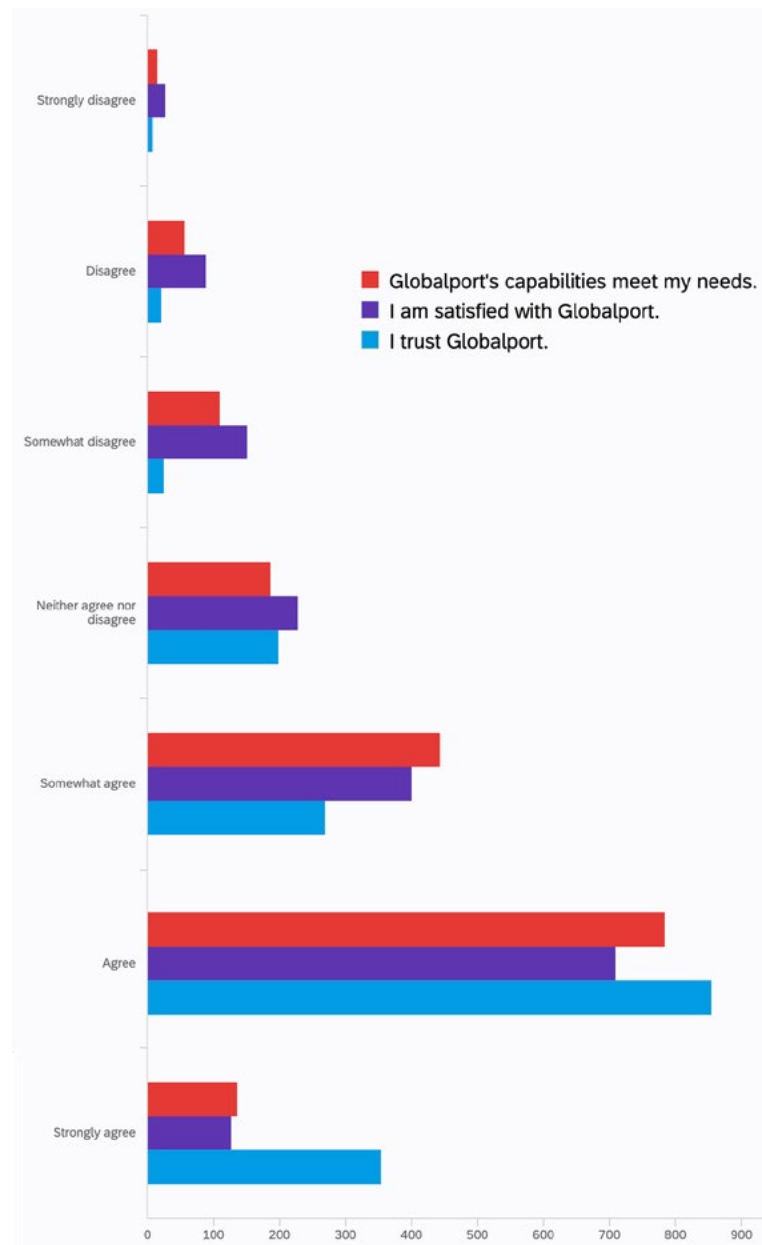
# Overall satisfaction with FMG-Intranet

## SUMMARY:

77% of users find FMG-Intranet meets their needs (74% in 2019).

70% are generally satisfied with FMG-Intranet (new metric).

85% find its content trustworthy (new metric).



The NPS score has not improved from the baseline 2019 survey. We continue to have a divided population, with a third in each camp (Promoter, Passive, and Detractor). Detractors have decreased marginally.

Some protested the wording of the question 'How likely are you to recommend FMG-Intranet to a colleague?' To them, it implied that they have options besides using the intranet and FMG-Intranet represents a monopoly of sorts.



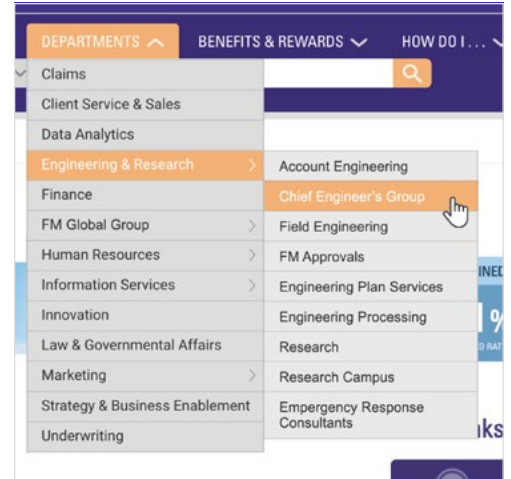
## RECOMMENDATIONS & NEXT STEPS

# Suggested development roadmap: The next 6 months

From a UX perspective, I recommend the following steps to address user issues expressed in this feedback, after which we may survey again to check progress.

**\*\*** Indicates efforts to be led from outside our group. Items listed in order of suggested importance.

1. **\*\*** Implement a modern solution to replace the current legacy enterprise search. Coveo online?
2. **\*\*** Content governance plan to clear DAMs of old information clogging search results and ensuring keywords are added to all content. Strategy put in place to prevent similar issues (new intake form, etc).
3. **\*\*** Compile a list of all applications used by engineering (I believe this was already initiated) and communicate with the engineering staff to gain information on usage. Share this with other dev teams so it may inform their development priority list – at minimum, get them all functioning on a single corporate browser.
4. FMG-Intranet drop-menu navigation becomes a two tiered system, allowing users to reach their required destination with fewer clicks. (See mock-up at right).
5. We begin the process of evaluating the old Content Streamer “index” pages and remove or update as need, department by department.
6. Home page “Quick links” area becomes customizable. Users may select up to five links from a predefined list. These would appear in the Quick Links area along with “Service Desk” and “More...” which would remain.
7. More obvious method of seeing news from other locations that your home office.
8. Globalport’s news page becomes an aggregator for all company news venues (Market Intelligence, Globalink, Insights & Impacts, etc). It would list the newsletters chronologically, linking out the appropriate sources. This becomes the place users can refer back to so they don’t feel that they “missed” information, and will ease anxiety. Employees can opt-in or out of these in this central location.
9. **\*\*** Research average load-time for users. Look into any way to speed up SharePoint rendering as appropriate.



Each FMG-Intranet upgrade would be communicated to the employees in the same fashion that we see apps and games updates communicated now: They are named (example, “The Navigation Update”) that has a description of the new feature along with a brief instructional video.



# Suggested development roadmap: The next year

## 1. Implementation of full post-MVP “Phase Two” UX design that includes:

- New home page web part(s) for corporate and local news that allow for more news item spaces and items to remain on home page longer.
- Department pages get full visual treatment (replacing the gray tiles with color) and add description on hover.
- An employee’s department news will appear in home page news feed along with corporate and local news.
- Employees can add/remove available news outlets to their feed (Market Intelligence, Globalink, Insights & Impacts, etc).
- Employees can customize their home page to fit their needs: Minimize news, add custom quick links, integration with Office 365 applications, etc.

**Note: The product owner in collaboration with stakeholders will determine final roadmap based on corporate priorities.**

The raw data for this user survey can be [downloaded here](#).