

DC&UXD Internal Web

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Internal web for mature UX processes

Agency-inspired Intranet

Content opportunities and objectives

Address stakeholder priorities:

- Strategic alignment
- Individual involvement and influence
- Financial performance
- Compliance
- Operational efficiency
- Customer and employee satisfaction
- Innovation and competition
- Ease of use/convenience

Serve our priorities:

- Promote our services
- Form and maintain working relationships
- Demonstrate our skills and individual talents/experience
- Advance our UX maturity
- Define and represent our identity
- Tell our story and share our vision
- Showcase group successes
- Build trust and create delight

Use cases

External audience

Promote services

Onboard stakeholders

Publicize wins

Potential expansions:

Case studies

Analytics reports

Business value

Process optimization

Self-service for info-seeking

Reporting and updates

Coming soon:

Expand leverage of UX research

Team member benefits

Onboarding and training

Identify gaps and misalignments

Share internal updates

Coming soon:

GenAI and LLM-ready format

Personas by workflow

Jobs to be Done statements

As a <role> I want to <task> so I can <benefit>. Otherwise, I'll <alternative>.

High Business Impact (Strategic Alignment & Decision-Making)

1. **As a senior leader**, I want to view high-level summaries of UX research and project status so I can align strategies across business units. Otherwise, I'll depend on inconsistent reports.
2. **As a business stakeholder**, I want to know how well communications are performing and what actions I should take, if any, so I can make data-driven decisions. Otherwise, I'll rely on assumptions.
3. **As an internal stakeholder**, I want a unified view of cross-functional projects so I can identify opportunities for collaboration. Otherwise, siloed information will limit strategic growth.
4. **As a Project Manager**, I want to access relevant UX research quickly so I can make informed decisions during sprint planning. Otherwise, I'll risk prioritizing features without user validation.
5. **As a services group stakeholder**, I need to track the performance of service communications so I can identify areas for improvement and influence strategy. Otherwise, I'll make decisions based on incomplete data.

Jobs to be Done statements

As a <role> I want to <task> so I can <benefit>. Otherwise, I'll <alternative>.

Medium Business Impact (Operational Efficiency & Process Improvement)

6. **As a team leader**, I want to make information findable to facilitate asynchronous work so my team can stay productive without constant check-ins. Otherwise, workflows will slow down due to unnecessary meetings.
7. **As a UX researcher**, I want to consolidate and summarize research findings efficiently so I can focus on generating insights rather than repetitive documentation. Otherwise, valuable data may be underutilized.
8. **As a knowledge manager**, I want to ensure that metadata is consistent across all resources so that search results are relevant and comprehensive. Otherwise, critical documents might be overlooked.
9. **As a team member responsible for run the business (RTB) and content standards**, I want to identify patterns and reuse content for similar cases so I can maintain consistency and reduce redundant work. Otherwise, I'll risk content misalignment across projects.
10. **As an AI tool administrator**, I want to optimize AI-generated summaries with relevant metadata so that search results are both accurate and actionable. Otherwise, users may receive irrelevant information.
11. **As a service designer**, I want to analyze historical data from previous projects so I can improve future workflows. Otherwise, I'll repeat past mistakes without learning from them.

Jobs to be Done statements

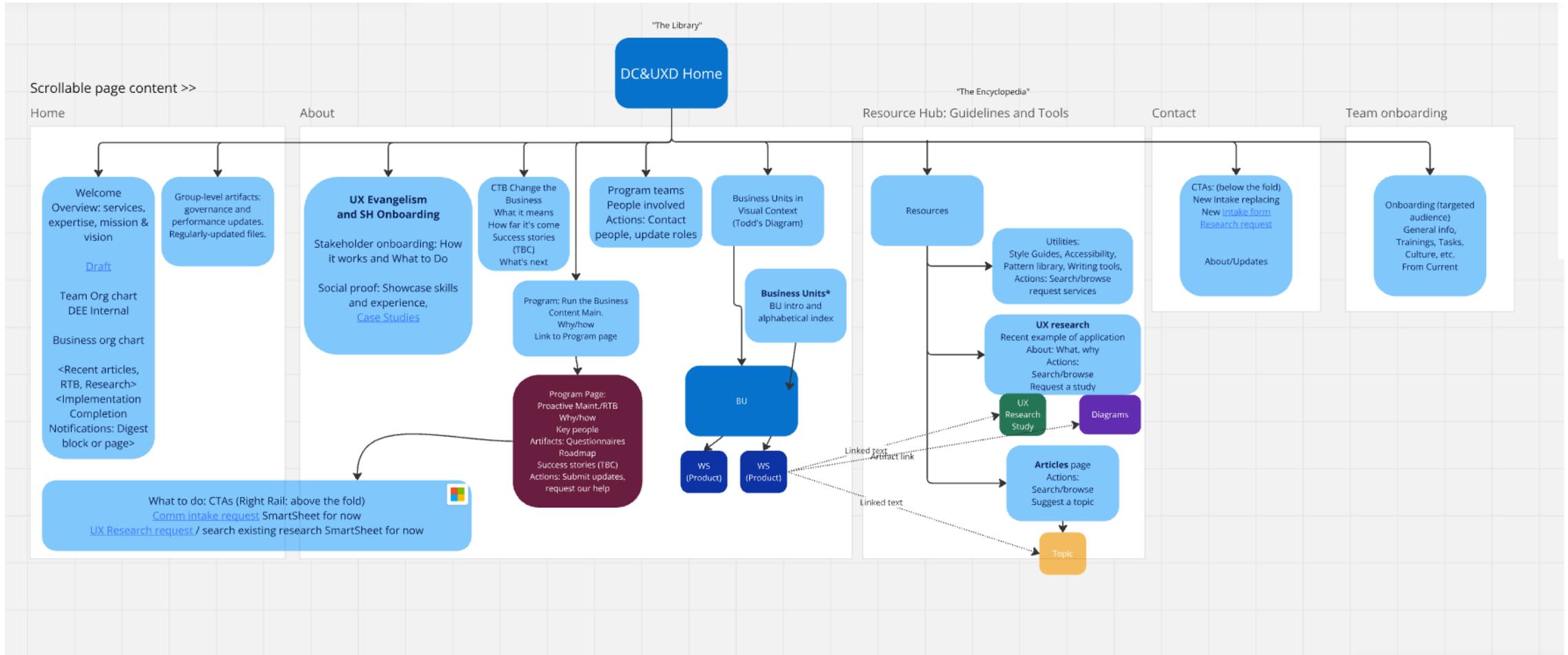
As a <role> I want to <task> so I can <benefit>. Otherwise, I'll <alternative>.

Foundational Business Impact (Team Productivity & Knowledge Sharing)

12. **As a team member**, I want to stay informed about the latest changes to workstreams I'm involved in so I can adjust my tasks accordingly. Otherwise, I'll work with outdated information.
13. **As a new team member**, I want to onboard efficiently so I can contribute sooner with a clear understanding of processes and expectations. Otherwise, I'll struggle to ramp up effectively.
14. **As a UX content creator**, I want to own the communication, approval, and improvement processes of producing comms so I can drive consistency and clarity across projects. Otherwise, I'll face delays waiting for fragmented feedback.
15. **As a team member**, I want to easily access workstream files so I can work efficiently without hunting for links. Otherwise, I'll waste time navigating disconnected systems.
16. **As a team member**, I want to send routine updates to team members asynchronously so I can keep everyone informed without disrupting workflows. Otherwise, communication gaps may occur.
17. **As a team member**, I want to share wins within the team so we can celebrate successes, boost morale, and learn from each other. Otherwise, achievements may go unrecognized.
18. **As a UX content designer**, I want to quickly refresh my memory as I switch between products and projects so I can stay focused and productive. Otherwise, I'll spend excessive time re-orienting myself.

Internal Web Site Map

Content types and relationships

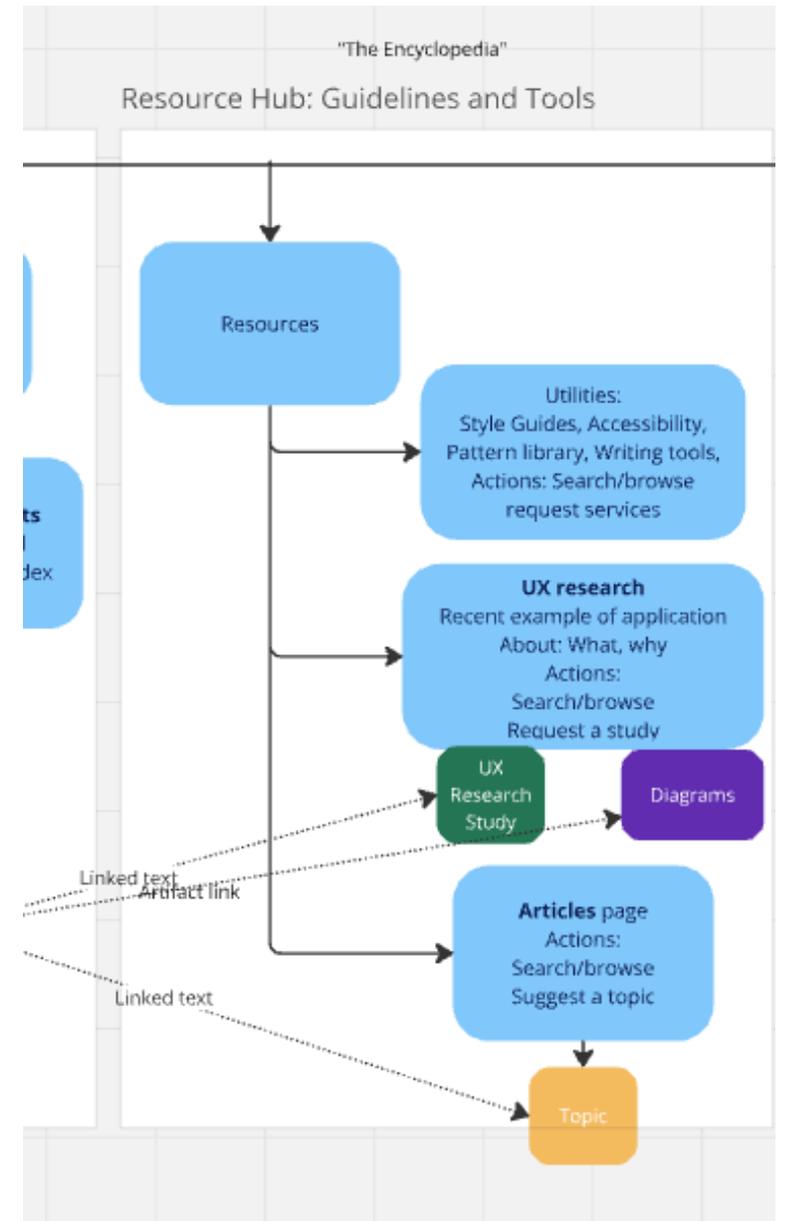


Global navigation

Research consolidation

Goals

- Central location (or shortcuts)
- Research, KB, and diagrams
- Searching and browsing enabled
- Matured process: published vs uploaded



Shelves | Curated resources

Individually-selected links now, filter-based collections in development.

MVP: Text links to individually-chosen articles, keyword-based research findings.

NorthStar: Filters based on tags or collection codes.

Related Topics | Articles and UX Research

These external resources, organized by topic, may potentially be useful to this workstream.

Entitlements

Product warranty and service agreements for customers are [entitlements](#).

Repairs

[Pre-repair checklist User testing from email to Service Repair Details page \(pdf\)](#) studied customers' experience prior to sending systems in for repair.

Recommendations:

- Clarify which items to include
- Address data backup
- Improve recall by making the checklist findable
- Expand personalization with personalized advice

Related Topics | Articles and UX Research

These external resources, organized by topic, may potentially be useful to this workstream.

Entitlements

[See all](#)

Repairs

[See all](#)



SitePages
Service Entitlements
Patridge, Shannon - Dell Team Edited Nov ...



[6] - Research
CCG_UXR_CSG_Repair-Center_Pre-repair-checklist_NA_20240724
Hill, Don Edited Oct 16, 2024

Example: Repair Center



Global Changes for Internal Web MVP

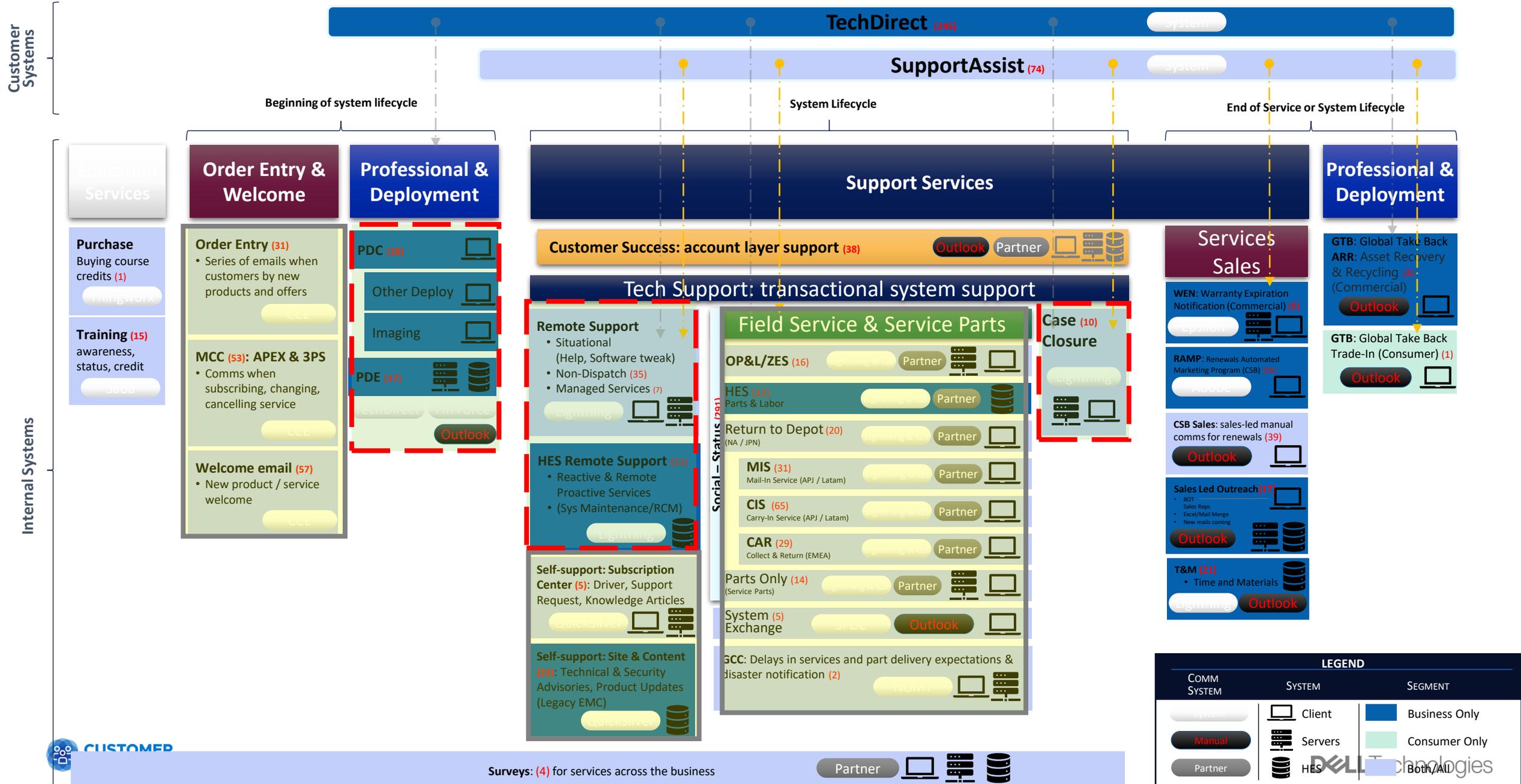
Content (Shannon P.)

- Flow structure aligned with GenAI context statements
- Profiles: re-align list to WS codes/work through disambiguation. ID'd three new WS as of Mar 2025
- Org by Family and BU: ex: Welcome emails
- UX Evangelism/stakeholder onboarding
- New team onboarding: **Org chart, top-level artifacts**
- Sidenav finalize in Site Map / Top nav?
- **Choose evergreen name that is team-neutral**

Dev/Design

- Sidenav: evaluate in context of other sharepoint elements (Shannon P.)
- Appearance: Style, indentations, gutters (Shannon P./Don)
- Research consolidation page functionality (Shannon P./Don)
- Unique banners for all pages (Don)
- Breadcrumb nav for all pages (Don)

Relationships between business units and workstreams across the customer experience



ALIGN AND COMPLETE LABELING
CENTRALIZE A CONTROLLED TAG
AND KEYWORD LIST
INTRODUCE INDEXING TO
PUBLISHING PROCESS

Research Consolidation

Metadata labels and fields

Diagram consolidation

Improving findability and visibility through info management

In Miro:

- Process maturity: tag and share new boards, archive or flag old boards
- New board naming convention
[Title | Business Unit/WS/Program] Description: Natural-language description
- Cover sheet with status (in progress, published, archived) author and last-edited
- Board description (dashboard/options/board details)
- Board Space column (Communications)
- Keyword-rich notes (board/facilitation tools/notes)

In SharePoint:

- Central index/landing page
- Links from artifact sections of profiles

In Teams: Link from relevant channels

Leveraging AI for info management

Scaling an AI-based research consolidation process.

- Step 1 – Use basic AI chat to summarize each study and create a description with tags for SharePoint catalog.
 - Furnish tag list, sample catalog entry content and format + new study = catalog entry
- Step 2 - Use Coveo as a retrieval method to show search results
- Step 3 - Add a GenAI Experience for a summary for the query.
- Next steps:
 - Research copilot/SharePoint integrations (Categories,
 - Create slides showing use cases and options.
 - Also look at Mistral and Llama

Standardized naming, tags, and descriptive info

Dublin Core is a universal 15-element schema adaptable for media and information.

Metadata Elements

- Creator
- Contributor
- Coverage
- Type
- Format
- Identifier
- Title
- Subject
- Date
- Description
- Source
- Publisher
- Language
- Relation
- Rights

Tag Types

- Keywords
- Business Unit/WS
- Research/Resource type
- Personas
- Regions

Meta-UX (UX for UX)

Improving our internal UX Research Experience

- Journeys from IW: pull/push
- Format: whitepage, [IW page](#), or PDF slides?
- Example, [Bi-directional messaging user test](#)

Aligned Metadata for Resource Consolidation (WIP)

Consistent labels for resources with different labeling fields.

Metadata Element	Field Description	Miro Process Diagram	Figma Diagram	UX Research PDF	UX Research PPT
Creator	Writer, Researcher	Board Owner (displays automatically)	Board Owner (Cover Slide)	Author in Metadata (max 255 characters)	Author in File Info (max 255 characters)
Contributor	Co-writer, updating writer, approver	Additional Contributors (Note Field)	Additional Contributors (Cover Slide)	Contributor in Metadata (max 255 characters)	Contributor in File Info (max 255 characters)
Coverage	Business Unit or Project	Specific Project or Time Period (Note Field)	Specific Project or Time Period (Cover Slide)	Coverage in Metadata (max 255 characters)	Coverage in File Info (max 255 characters)
Type	Nature or genre NOT format. Content type, research study method	Process Diagram	Interactive Diagram (Cover Slide)	Type in Metadata (max 255 characters)	Type in File Info (max 255 characters)
Format	File type or hosting platform (PPT, PDF, SharePoint, Web: Figma, Miro)	Digital Map (Miro Board)	Digital Map (Figma Board)	Format in Metadata (max 255 characters)	Format in File Info (max 255 characters)
Identifier	Filename, SharePoint page name	Board URL	Board URL or Unique ID	Identifier in Metadata (max 255 characters)	Identifier in File Info (max 255 characters)
Title	Workstream name, article topic, research study title	Board Name (max 255 characters)	Board Name (max 255 characters)	Title in Metadata (max 255 characters)	Title on Initial Slide and File Info (max 255 characters)
Subject	Topics and tags from keyword list, Collection codes (TBC)	Topics Covered (Note Field)	Topics Covered (Cover Slide)	Subject in Metadata (max 255 characters)	Subject in File Info (max 255 characters)
Date	Published or last updated intentionally	Date Created or Last Updated (displays automatically)	Date Created or Last Updated	Date in Metadata (ISO 8601 format)	Date in File Info (ISO 8601 format)
Description	Natural-language free text description	Board Description (max 500 characters)	Board Description (Cover Slide)	Description in Metadata (max 500 characters)	Description in File Info (max 500 characters)
Source	Resource from which the resource is derived. Here, an authoritative body or definitive product.	Original Source if Applicable (Note Field)	Original Source if Applicable (Cover Slide)	Source in Metadata (max 255 characters)	Source in File Info (max 255 characters)
Publisher	An entity responsible for making the resource available. DC&UXD, Dell, Gartner, NN/g, W3C	Organization or Team (Description)	Organization or Team (Cover Slide)	Publisher in Metadata (max 255 characters)	Publisher in File Info (max 255 characters)
Language	Language (skip or use codes)	Language Used in the Map	Language Used in the Map	Language in Metadata (ISO 639-1 code)	Language in File Info (ISO 639-1 code)
Relation	A related resource, see also	Related Projects or Documents (Note Field)	Related Projects or Documents (Cover Slide)	Relation in Metadata (max 255 characters)	Relation in File Info (max 255 characters)
Rights	Rights held in and over the resource	Usage Rights or Permissions (Note Field)	Usage Rights or Permissions (Cover Slide)	Rights in Metadata (max 255 characters)	Rights in File Info (max 255 characters)

Aligned Metadata for Resource Consolidation (WIP)

Consistent labels for resources with different labeling fields.

Metadata Element	Field Description	Internal (DC&UXD) SharePoint Page: Profile, Article, Style	External (Dell) SharePoint Page	PDF Slide Deck (RTB, Projects, other non-research)	Content Pattern Library (Excel)	Competitive Research Swipe File (Figma)
Creator	Writer, Researcher	Author in Page Properties	Author in Page Properties	Author in Metadata (max 255 characters)	Author in File Properties (max 255 characters)	Board Owner (Cover Slide)
Contributor	Co-writer, updating writer, approver	Contributor in Page Properties	Contributor in Page Properties	Contributor in Metadata (max 255 characters)	Contributor in File Properties (max 255 characters)	Additional Contributors (Cover Slide)
Coverage	Business Unit or Project	Coverage in Page Properties	Coverage in Page Properties	Coverage in Metadata (max 255 characters)	Coverage in File Properties (max 255 characters)	Specific Project or Time Period (Cover Slide)
Type	Nature or genre NOT format. Content type, research study method	Type in Page Properties	Type in Page Properties	Type in Metadata (max 255 characters)	Type in File Properties (max 255 characters)	Interactive Diagram (Cover Slide)
Format	File type or hosting platform (PPT, PDF, SharePoint, Web: Figma, Miro)	Format in Page Properties	Format in Page Properties	Format in Metadata (max 255 characters)	Format in File Properties (max 255 characters)	Digital Map (Figma Board)
Identifier	Filename, SharePoint page name	URL in Page Properties	URL in Page Properties	Identifier in Metadata (max 255 characters)	File Path or Unique ID (max 255 characters)	Board URL or Unique ID
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Date	Published or last updated intentionally	Date in Page Properties	Date in Page Properties	Date in Metadata (ISO 8601 format)	Date in File Properties (ISO 8601 format)	Date Created or Last Updated
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