

Energy Client: March-April 2023

OVERVIEW

For this project, I worked closely with UX and visual design, as well as a fellow strategist to audit the client's current content and provide a content assessment for the client's employee intranet site within SharePoint.

THE CHALLENGE:

The client's current employee portal site was outdated and in danger of becoming inaccessible due to SharePoint's updated cloud technology.

THE SCOPE OF WORK:

- Once we gained access to the client's internal site, we completed a content audit, plus we led a two-part, live content design workshop in Mural to get insight into the client's needs and address pain points for both field workers and back office workers.
- For UX research, we interviewed several key members of the team on both the enterprise side and field worker side and were able to gain firsthand knowledge of what was working on the current site and what they felt was unnecessary.
- We did a keep/kill/edit session using a bullseye exercise (with stickies) to see what was most important to each user.
- After working with design on a few different iterations for the new site, we completed a content assessment that addressed their current needs as well as future state, since they would be implementing some procedure changes along with a new handbook.