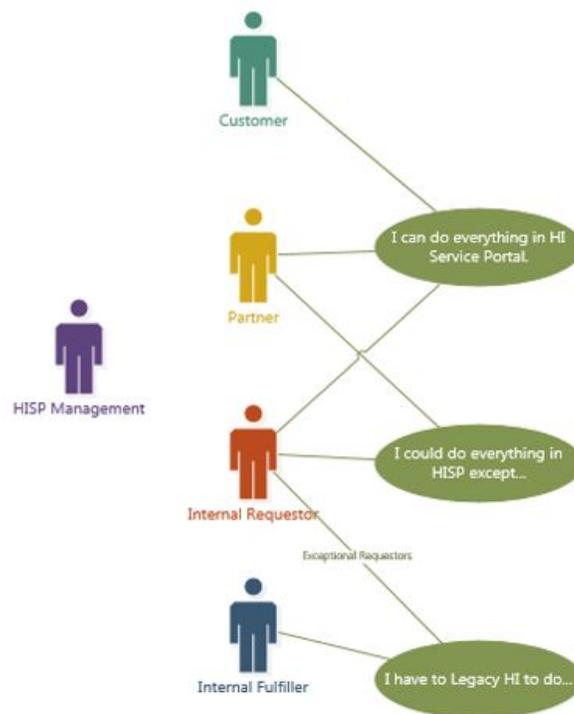


The Service Revolution: Customer Experience for Employees

My Role: Product Owner of User Experience

Goal: We transitioned certain internal users to the customer experience that we had been improving for years.



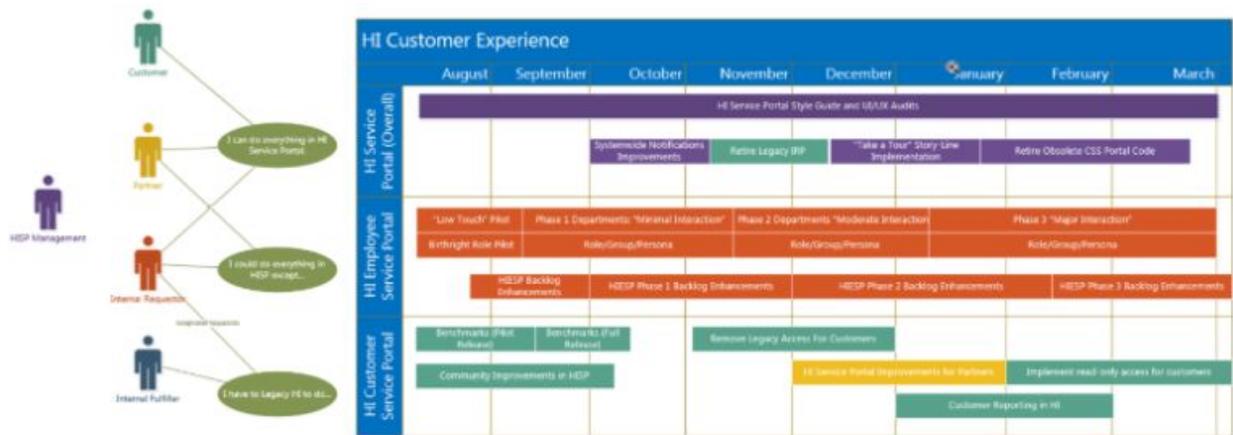
Challenges:

- **Identifying Personas:** Customers had two archetypes and only about 8-10 personas at this point; Employees were much more varied
- **User Flows/Workflows:** Customer user flows and workflows once very limited, had grown over-time with an overall plan and focus on user experience; Employee users flows were much more organic and nuanced
- **Permissions:** Customer permissions were closely defined and enforced; Employee permissions had general guide bars but with less stringent or well defined rules (people had unnecessary access and it was granted with impunity)

BONUS: This was the first project the NEW UX researcher worked on with our team! Maybe even her first in the company!

Process:

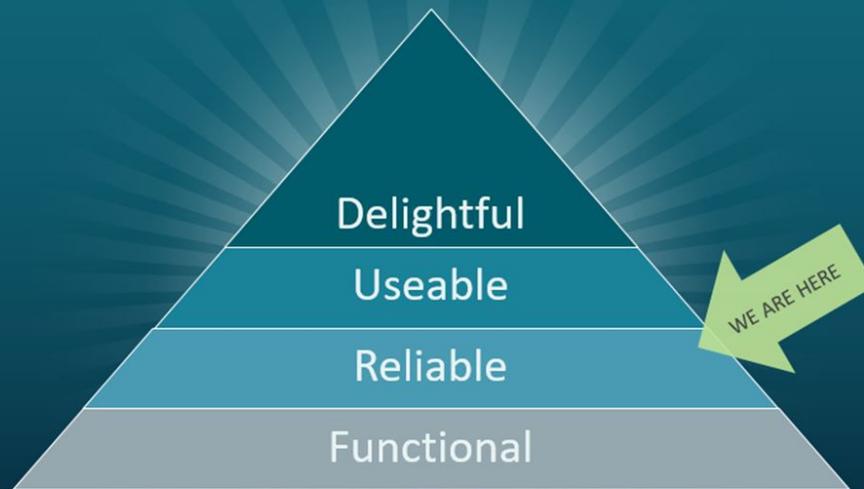
- Identifying User Personas
- Identify User Problems



PO Responsibilities:

- Manage and respond to customer feedback about experience
- Manage a rolling roadmap of projects and timelines for multiple end-user personas
- Manage prioritized backlog of project requests from internal teams, customers, and leadership
- Manage prioritized backlog of "one-off" improvements and defects
- Identify and work with stakeholders to gather requirements, create user flows and priorities
- Work with designers prototype, whiteboard, and ideate against requirements
- Validate designs with stakeholders and requirements
- Create epics and stories to work with design and development
- Work with development to estimate work and map out timelines
- Monthly Stakeholder presentations, to 80-100 people in 3-5 countries. Included Project updates as well as UX Analytics
- Test ongoing development to make sure it satisfies the requirements
- Create and maintain Test Suites for each of the 6-8 end-user personas
- Run UAT with internal teams testing "as" the customer
- Create and maintain Knowledge base of 50+ customer-facing articles
- Review and approve scripts and videos for user-experience
- Write Community blogs, and attend user group meet-ups

What we want to Achieve with Fulfiller User Experience?



reate a user journey for internal process workers (fulfillers) that
delightful and relevant.