

ITCube Delivers A Dynamic Intranet Portal to A **Major Medicine Research Center**



About the Customer

Based in Doha, Qatar, the customer is a Medicine Research Centre, ground-breaking hospital, and an education institution focusing on the health and wellbeing of women and children regionally and globally.

They have a fully digital facility, incorporating the most advanced information technology applications in clinical, research and business functions. The customer initially had around 400 beds with the infrastructure to enable expansion to 550 beds.



Objectives

- Promote better communication and collaboration within and beyond teams
- Make information accessible in an easier and structured way
- Conduct evaluation & research to address user pain areas, limitations
- Make information accessible in an easier and structured way by reducing email clutter.
- Modern look and feel aligned with the customer's branding.
- A compelling and personalized user experience
- Responsive intranet site, relevant user-specific content

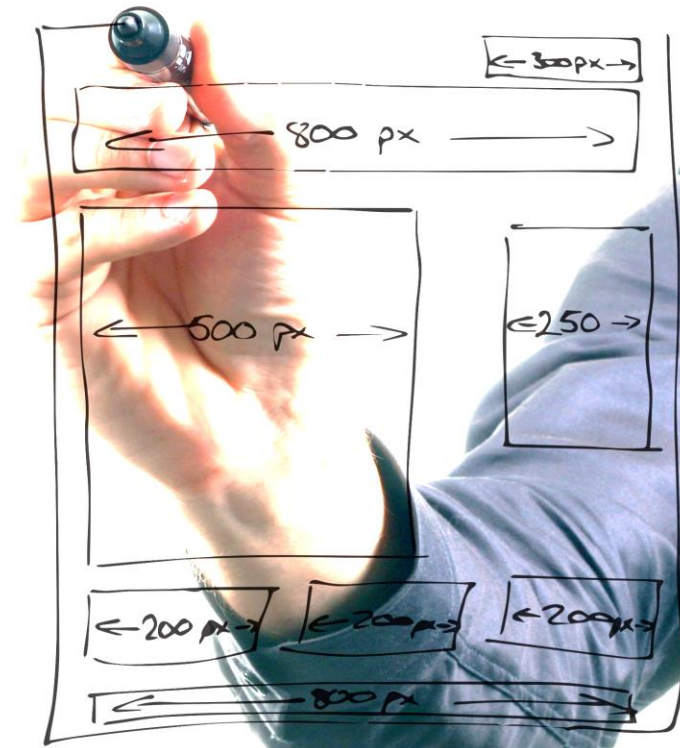
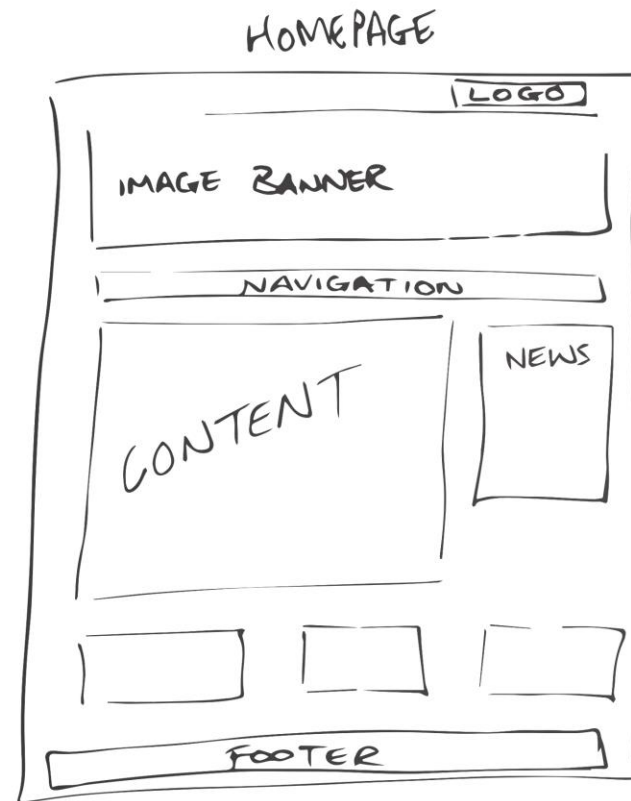


Lean UX

The core objective is to focus on obtaining feedback as early as possible so that it can be used to make quick decisions. The nature of this process is to work in an iterative cycles to ensure and to validate designs at early stage to avoid rework and save time.

Process

- ✓ Concept
- ✓ Validate Internally
- ✓ Prototype
- ✓ Test Externally
- ✓ Learn from user feedback, behavior
- ✓ Iterate



UX Design Philosophy

- 1** User Needs
Objectives
- 2** Functional Requirements
Specifications
- 3** Interaction Design
Information Architecture
- 4** Navigation Design
Information Design, Wireframes
- 5** Visual Design
Prototypes



Business Requirements

- Simplify the UI, make it as clean as possible by reducing clutter
- Improve the navigation and ensure that content is easily understandable
- Users should easily get relevant departmental / branch details and access inter-departments / branches with no difficulty
- Users should easily share documents within entire departments
- Content Migration from SharePoint 2013 to SharePoint 2016
- Should easily access branch /department level news and announcements
- Improve on user experience
- User friendly navigation and intuitive design framework



Business Problems

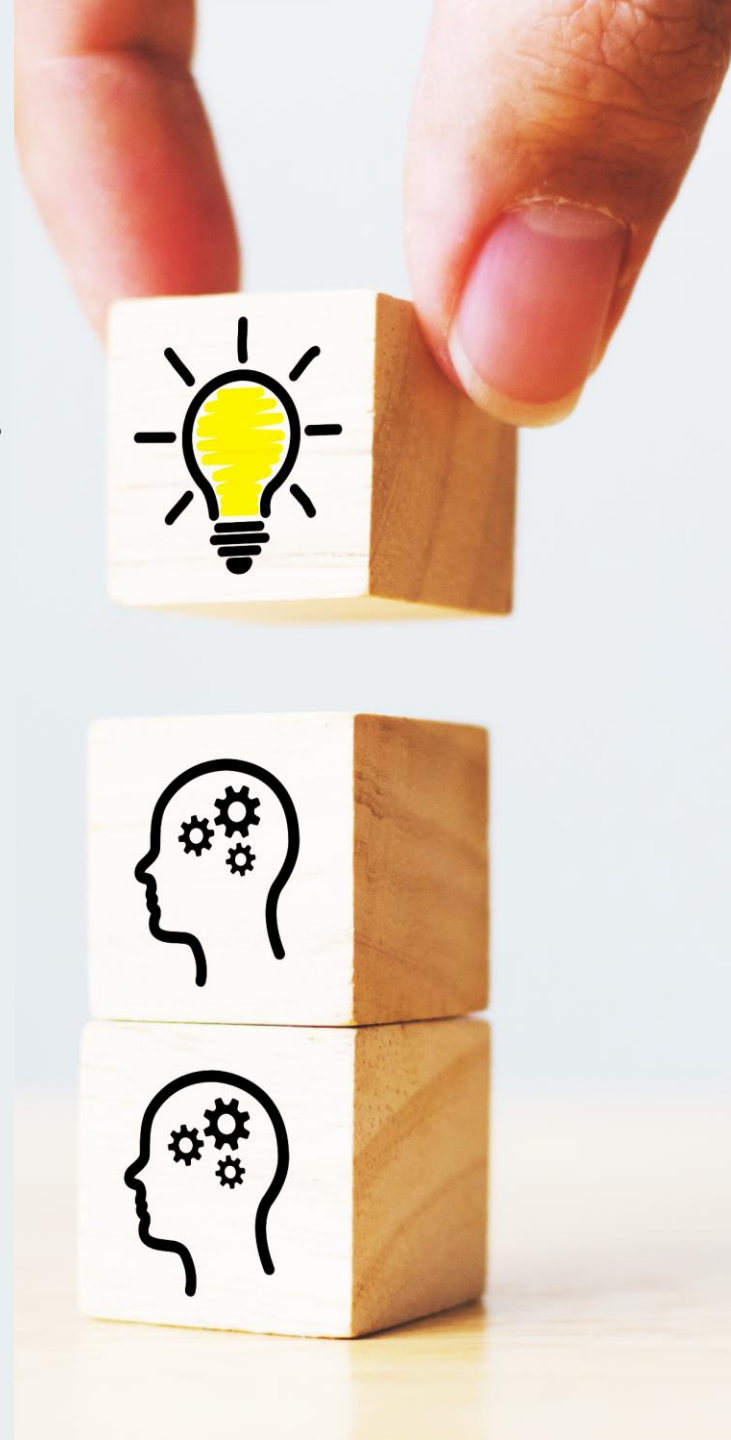
Existing Intranet Portal has

- Non-responsive design
- Accessible within company network only
- Less employee engagement
- Not so user-friendly interface
- Lack of permission matrix and Security threats
- Complex process and less updates
- Complicated information architecture
- Unstructured information
- Confusing task flows & navigation



Solution

- Responsive Design to support all Major Mobile devices
- Intuitive Portal landing page
- Information Sharing & Collaboration
- Template Based Site Provisioning for Branches and Departments
- Configured SharePoint 2016 My Sites
- Intelligent Search Capability
- Reports and Dashboard
- Content Management
- Content Migration from SharePoint 2013 to SharePoint 2016
- Integration with Google Map, Social Media & RSS Feeds
- SharePoint 2016 farm setup along with support for ADFS



Business Benefits

- Attractive responsive portal design leading to more engagement from end users
- User friendly navigation and UI using corporate Branding
- Use of latest technology [SP 2016] allowing Content Admin personnel to manage portal effectively.
- Application can be extended in future to add new module/features in future.
- Use of SharePoint OOB Features like Workflows/Groups/List and Libraries/Search.
- Buy and Sell module for more user engagement
- Improved user experience



Takeaways

- The relationship has prospered because ITCube worked to understand the customer's needs and culture.
- Gained confidence of client and partner which is resulting in new assignments
- Rapid prototyping and our unique design philosophy ensured deliveries on time with quality.
- The Intranet Portal challenges was perceived as a UX issue, and ITCube UX team made it possible through its intuitive designs and ensured better user experience.

