Q Wel	bEx Teams Experier	nce Map		GLOBAL TASKS															PERSONA-SPECIFIC TASKS														
Tasks Functions done on WebEx Teams		On-board Create a Space		Join a Space		Join a Meeting	Favorite a person Status		Upload File T	Download File	Search for File	Search for Person	Search for Space	Search for Message		Message a Person			Message a Space		Mention	Share Code Snippet			Edit Engineer Requirements			Edit POV Document		nt			
User Goals What is the user trying to accomplish?		Join WebEx Teams hazle-free Understand what teams and spaces represent Understand how to create a team and a space	Understand what a space repres Understand how to create a spa		Be able to schedule a meeting within WebEx Teams	Be able to join a meeting within WebEx Teams	Be able to mark spaces as favorites	Be able to change one's availability status	Be able to upload a file	Be able to download a file	Be able to search and find files	Be able to search and find people	Understand what a space represents Be able to search and find spaces	Be able to search and find private and group messages		Be able to	search, find and mess	Be able to mention other h, find and message a person and/or space within a space		mention others		Be able to share co	ode snippets			edit and share documents to handle version control			e to edit and share docur ole to handle version con				
Expectations What does the user innately expect to be able to complete their goal?		ctations user innately expect omplete their goal?	Expect to be able to start using WebEx teams immediately without a high learning curve		pect to be able to eate group nversations rough search Expect to be able to create and join private and public group conversatio	to schedule a meeting within	Expect to have the options to join a meeting with or without audio and video Expect for my Outlook calend to show up on r WebEx Teams if signed up through my Ford email			Expect to be able to drag and drop a file preview before and after a file is sent	Expect to be able to download a file intuitively		Expect to be able to easily access basic information about Ford employees	Expect for the person's name to show up when typing their name or CDSID	Expect for conversations to have a hierarchy to be easily identifiable	Expect to be able to pick up the conversation where it left off		send messages to	o see the message im n the conversation inconce it's sent size		xpect to be able o edit a message nce its sent		Expect to be able to [so discover Markdown ma format intuitively. alre	me] Expect for I rkdown to be t eady enabled o	to send the right to paste	o be able Expect to be code that to handle womatically control	·	be able to edit simple nts (.txt)	Expect to be able to share document		Expect to be able to edit simple documents (.txt)	Expect to be able to share documents	
	Creator	our main communication tool. This is I		I need to message the only two designers in my team about a prototyping tool. Since it's a topic that's not relevant in our larger team's group chat, I want to be able to quickly create and delete the chat later.	private. I associate	schedule meetings that often, I expect to be able to do it fast and intuitively when I do do it.	turn off the video	у		Google Drive has accustomed me to drag and drop files instead of attaching, and have a preview of them after they're uploaded. It's what feels natural to me now.	but I shouldn't struggle to figure out how to download a file	1/1 pass • 100%	I often search on Outlook the people that'll be in a meeting so I can get familiar with them beforehand			project m	quently message my team's nanager (Coordinator) to let h r progress on our respective I frequently check our chat hi	tor) to let him	latter a satter a satter as a second	n I have when participa nversations conversation v	iting in a		my teammates frequently. I great feature that helps me	Markdown is a robe more agile cobe easy and fast i	more likely that I'll copy and pa code from a local file rather typ Having the code auto format w it makes the process quick and	ste the documents ing it out. because its hen I paste can easily o	and make constant chang version control system all	jes to shared code. I currer ows me to easily collabora	aborate with other Ford engineers in requirements to shared code. I currently do this through GitHub is me to easily collaborate with other engineers. I ftware, make changes, and upload the newest				
etypes	Expert	Actions	I am a Ford machine learning scientist. My whole team - located in Dearborn - recently made a switch from Skype to WebEx Teams, as did I. I've used WebEx Teams a couple of times before, but haven't explored the tool much.	cre cor fas per thr	eate multiple quick onversations. The stest way of adding eople on Slack is rough searching eir names.	scheduling a meeting to a calendar icon, so naturally, I'll click on	Since all of my team is located in Dearboth the only way to communicate our progres is through joining and creating WebEx meetings. However, when our meetings informal there's no need to have video of	re			Whenever I download files I want it to be fast and easy		Whenever I don't remember the name or position of someone who I'm going to meet with, I look up who they are on Slack or Outlook	Sometimes a person's CDSID comes to mind before their name when I search for them	different levels of importance. I have to be able to quickly identify the ones that matter so that I can be more efficient	before I re leave any	respond just to make sure I do ything substantial behind bef I send my message.	on't ore l	the size of a space. I chan my tone depending on th spaces' size and purpose	nge Dearborn and Pa he I don't realize it	Palo Alto.										e learning scientist in Pale wledge documents with I		
Arche	Coordinator																																
	Navigator																																
	Touchpoints A touchpoint represents a specific interaction between a customer and an organization. It includes the device being used, the channel used for the interaction, and the specific task being completed.		 ◆ Sign-up through Ford ◆ Click through on-boarding slides 			Waffle Menu 🎟	• Click drop-down menu ↔ • Click Join Meeting			 Click on space Drag and drop file to window or Click on Attachment button Ø Select local file Click Enter key to send file 	 Click on space Find file preview Hover over file preview Click download button button 		 Click on user's avatar or Click on search bar Type user's name 	 Click on search bar Type in person's name or CDSID 		• Clic		 Type message Click Enter key to ser message 	• C • Cl	Click on space • Se	ype message Send message Delete message (₹ Re-type message		 Click on spa Click on Fo Click on Ma Enable Mai 	rmat Text T⊤ 🌂 • Ty arkdown 🖪 🗳 • H	ook for Markdown Format 🖔 ype/paste code Hit Enter key to send	 Click on sp Scroll throchat histo Click on W Menu (III) Click on F 	• Click on spough ? • Click on spough ? • Click on spough ? • Click on d (mac) OS obutton ®	• Click or ault • Make cl	Download button Show in Folder nanges to file Drag file ter key to send file	 Click on space Scroll through the chat history or Click on Waffle Menu (III) Click on Files (III) 		Find file Click on Download button Click on Show in Folder Make changes to file Attach/Drag file Click Enter key to send file	
<i>{</i>	Pain F What are the challenges use Teams helping them solve the there any obstacles they have	Points sers are facing? Is WebEx hese or aggravating them? Are ve to using WebEx Teams?	Walk-through doesn't start engaging users from the beginning Non-engaging slides fail at educating new users at learning WT components (e.g., teams, spaces)	Cisco Only able to create formal/ permanent group conversations Cisco Unable to create a space without having to name it pri conversations Cisco Unable to create a space without first contact pri c	nable to create Not clear on formal/temporal/ whether spaces serve as public or private group prough search conversations	cisco The Meetings tab 5 misleads users into thinking meetings are scheduled there. It's not instinctual for users to schedule meetings within a chat window	There is no consistency with WebEx Meetings on the options to join a meeting — "Turn-off video" Users' calendars don't show up in the "Meetings" tab because" Form the analysis of the calendar services	d			The download signifier is only apparent to half of users because it disappears when not hovering over it		Cisco Search does not provide enough metadata about users e.g. position, phone number time zone		Messages have no hierarchy. This disorganization could create cognitive load when searching for a conversation quickly				Or ver for pe is r	or the desktop ersion, a signifier or the number of eople in a space not available	nable to edit reviously sent essages		"Markdown ™ Not enabled" button is undiscoverable - char hidden under ⊤ be a icon they add	clear that I cial formatting fracters need to deed or where to deed	List of Markdown Code if formatting autom examples seem format clickable when pasted they're not format	s not atically ted when - have to manually s not File version is hard to to when multi with similal have been in a space	rack deceives use into thinking the file preview shared is editable.	Simple file formars (such as .txt) dor that have edit-in-placewed capability	rts Real-time file 't collaboration e is not possible	File version history is hard to track when multiple files with similar names have been shared in a space	File Preview deceives users into thinking that the file previewed is editable.	Real-time file collaboration is not possible	
{	Thou What are the users' ques thoughts as they interact	ughts estions, motivations, and ct with WebEx Teams?	"I skipped the whole introduction because if it's a well-designed user interface I should not need an intro" "too many pop-ups that I don't really care forwould rather see examples" "I would expect that it would take me a day, maybe even a week to go through a discovery process of WebEx Teams same thing happened to me with Slack"	"Some conversations "If I'm gonna make a I v group chat I just wanna ak be able to add a in permanently and couple of people and others are meant to be move on" or kept temporarily"	would expect to be "I don't know what a 'space' meansis it a personal space or is it earching like I can on Slack "I don't know what a 'space' meansis it a personal space or is it space shared with others?"	"First instinct to schedule is the Meetings tab Not clear that you can schedule a meeting inside of the 'team group'."	"I don't want to start a meeting with video all the time! If there's an option to 'Join with Video', there should also be an option to join without video" "My Ford email, Outlook calendar, a WebEx are all linked togetherright? My Outlook calendar should show up on WebEx Teams then.	d "		"Since I use the text "A preview of the file once it's sent is nice just what I would and drop the file there" expect"	"I didn't see the download icon, so I clicked on the file preview thinking that it would download"		"I sometimes search a person not necessarily because I want to message them, but because I want to see their contact info and position"	"I like that it doesn't matter how I search someone, they'll always come up. Makes searching pretty painless"	"I want to to be able to differentiate spaces and teams in a hierarchical wayright now it's all one pile of messages"	"It's only obvious for our chat to continue where we last left off"	"Typing is responsive" "	"Great, the message " vas sent" t s	"It's embarrassing when you make an obvious not typo in an important space! wish I could diffed it" info peo	low I send a "It's whe stification to a formal whe lace of 100 people is obvide fferent from how I impould message an wish formal chat of 3 messaple"	's embarrassing nen you make an ovious typo in an oportant spaceI sh I could edit my essage to fix"		"OhI need to enable "Mar Markdown? That's Mark the most non-obvious me p thing that I was don's supposed to do"		"If I was pasting a long "I would excode snippet, I'd have that autom formats the bottom to format soon as I have code"	rpect a button "Why would I atically to do version code as WebEx Teams it enter" have Google	ever want control on swhen I Docs?" "It's a bit odd that shows the file as imageI though be able to start e immediately"	at it "A Word document in an more complex so I understand if it does support edit-in-place but a Text file? That should be simple enough to support!"	s "All that's being version controlled is n't just people making the same document again and again…"	"I refuse to do any version control on WebEx Teams"	but it didn't	"Preview of past files is greatBUT it doesn't solve the issue of 2+ people downloading and editing asynchronously	
	Fee What is the user's e as they interact wi	eling s emotional journey with WebEx Teams	Confused Neutral	Annoyed	Confussed	Confused	Annoyed Confussed			Satisfied	Confussed		Dissapointed	Satisfied	Confussed		Satisfied			Annoyed	Annoyed		Annoyed	Confussed	Annoyed	Confus	Sed Confusse		issapointed	Confussed	Confussed	Dissapointed	
•	• Opport What opportunities for im users' pain points that Web	tunities improvement arise from the lebEx Teams can implement?	There is an opportunity to ask new users to complete key and simple commands as part of the initial walk-through - ex: create/join your first team, create/join your first space	There is an opportunity to allow for the creation of informal/ temporal/private group conversations within spaces There is an opportunity to allow for the creation of a (temporal) space without having to name it the	ere is an opportunity create informal/ mporal/private group nversations through e search bar There is an opportunity to give the option to create and join public and private spaces	There is an opportunity to create consistency in both "Meetings" buttons' functionality	There is an opportunity to include "join with audio" and "turn off video" options before joining a meeting	ty			There is an opportunity to maintain download signifier in place over file preview		Include more user metadata when searching a person in the search bar, and when hovering over their profile picture		There is an opportunity to allow users to classify spaces with levels of importance (low, high, medium) - The highest level spaces/ conversations stay on top				The to he action of p	here is an opportunity have an icon in the tive chat window dicating the number people in the space	ere is an opportunity enable message liting		There is an opportunity to take make "Enable to make Markdown" button shari more discoverable by taking it out of TT and have it above the text box Mark instru	e is an opportunity take the code ng process more by having down permanently led or making the down Format cutions more visible	There is an opportunity to enable to enable format list clickable to enuto-format the code snippet, instead of endding special characters around the exext to format	opportunity nuto- of code when I pasted into x	oportunity istory e easily adding There is an oppo clear of its status before it's opene There is an oppo to add an exit or button when pre-	rtunity There is an opportunity to support edit-in-pl capability on simple d formats, such as .txt rtunity back view is	nity There is an opportunity ace to add real-time file file collaboration integratio	There is an opportunity to make file history tracking more easily navigable by adding timestamps	There is an opportunity to make file previews clear of its status before it's opened There is an opportunity to add an exit or back button when preview is opened	There is an opportunity to add real-time file collaboration integration	