WebEx Teams Experience Map

Tasks (Functions done on WebEx Teams)

Global Tasks: On-board · Create a Space · Join a Space · Schedule a Meeting · Join a Meeting · Favorite a person · Change Availability Status · Upload File · Download File · Search for File · Search for Person · Search for Space · Search for Message · Message a Person · Message a Space · Mention

Persona-Specific Tasks: Share Code Snippet · Edit Engineer Requirements · Edit POV Document

User Goals — *What is the user trying to accomplish?*

- **On-board:** Join WebEx Teams hustle-free. Understand what teams and group conversations are. Understand how to create a team and a space.
- **Create a Space:** Understand what a space represents. Understand how to create a space.
- **Join a Space:** Understand what a space represents. Understand how to join a space.
- **Schedule a Meeting:** Be able to schedule a meeting within WebEx Teams.
- **Join a Meeting:** Be able to join a meeting within WebEx Teams.
- **Favorite a person:** Be able to mark spaces as favorites.
- **Change Availability Status:** Be able to change one's availability status.
- **Upload File:** Be able to upload a file.
- **Download File:** Be able to download a file.
- **Search for File:** Be able to search and find files.
- **Search for Person:** Be able to search and find people.
- **Search for Space:** Understand what a space represents. Be able to search and find spaces.
- **Search for Message:** Be able to search and find private and group messages.
- **Message a Person / Message a Space:** Be able to search, find and message a person and/or space.
- **Mention:** Be able to mention others within a space.
- **Share Code Snippet:** Be able to share code snippets.
- **Edit Engineer Requirements:** Be able to edit and share documents. Be able to handle version control.
- **Edit POV Document:** Be able to edit and share documents. Be able to handle version control.

Expectations — *What does the user innately expect to be able to complete their goal?*

(User expectation statements span each task column — e.g. "Expect to be able to start using WebEx teams immediately without a high learning curve", "Expect to be able to create and join temporal and permanent group conversations", "Expect to be able to schedule a meeting within the left-hand side under the 'Meetings' tab", "Expect to have the options to join a meeting with or without audio and video", "Expect to be able to drag and drop a file", "Expect to be able to download a file intuitively", "Expect to be able to easily access basic information about Ford employees", etc.)

Archetypes

- Creator
- Expert
- Coordinator
- Navigator

Actions — *What situation or scenario is the user in when using WebEx Teams?*

- **Creator:** "I am a Ford software engineer. My manager recently informed us we'll be switching from Slack to WebEx Teams as our main communication tool. **This is my first time signing up for WebEx Teams.**"
- **Expert:** "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.**"

(Additional scenario cards appear across each task column describing creator/expert needs, e.g. "I need to message the only two designers in my team about a prototyping tool…", "Before I join a video conference I immediately want to turn all the video and join just with audio.", "Google Drive has accustomed me to drag and drop files instead of attaching…", "I often search on Outlook the people that'll be in a meeting so I can get familiar with them beforehand.", "I very frequently message my team's project manager (Coordinator) to let him know our progress…", "As a software engineer, I share code among my teammates frequently. Markdown is a great feature that helps me be more agile with it…", "When sharing a large code snippet, it is more likely that I'll copy and paste the code from a local file…", etc.)

Touchpoints

- **On-board:** Sign-up through Ford · Click through on-boarding slides
- **Create a Space:** Click on + icon · Click on Create a Space · Name the space · Add people · Click on Create
- **Schedule a Meeting:** Click on space · Click on the Waffle Menu · Click on Schedule button
- **Join a Meeting:** Click green pill · Click drop-down menu · Hover over file · Click download button · Click Join Meeting · Unselect Video
- **Upload File:** Click on space · Drag and drop file to window · Click on Attachment button · Select local file · Click Enter to send file
- **Download File:** Click on space · Find file preview · Hover over file · Click download button
- **Search for Person:** Click on user's avatar · Click on search bar · Type user's name
- **Search for Space:** Click on search bar · Type in person's name or CDSID
- **Message a Person:** Receive message notification · Click on space · Read message
- **Message a Space:** Receive message notification · Click on space · Click on Waffle menu · Click on People · Type message · Click Enter to send message · Delete message · Re-type message
- **Share Code Snippet:** Click on space · Click on Format Text · Click on Markdown · Enable Markdown · Look for Markdown Format · Type/paste code · Hit Enter to send
- **Edit Engineer Requirements:** Click on space · Scroll through chat history · Click on Waffle Menu · Click on Files · Find file · Click on Download file · Click on Show in Folder · Make changes to file · Attach/Drag file · Click Enter to send file
- **Edit POV Document:** Click on space · Scroll through chat history · Click on Waffle Menu · Click on Files · Find file · Click on Download button · Click on Show in Folder · Make changes to the file · Click on dault (mac) OS exit file · Click Enter to save file

Pain Points

(Representative pain-point cards:)
- "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)."
- "Only able to create formal/permanent group conversations."
- "Unable to create a space without having to name it first."
- "Unable to create informal/temporal/private group conversations through spaces."
- "The Meetings tab 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 Ford has not enabled calendar services."
- "The download signifier is only apparent to half of users because it disappears when not hovering over it."
- "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."
- "On the desktop version, a signifier for the number of people in a space is not available."
- "It is not possible to edit previously sent messages."
- "'Markdown is enabled' button is undiscoverable – hidden under '!' icon"
- "Not clear that special formatting characters need to be added or where they need to be added"
- "List of Markdown formatting examples seem clickable when they're not"
- "Code is not automatically formatted when pasted – have to format manually"
- "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."

Thoughts

(Representative quotes:)
- "I skipped the whole introduction because it's a well designed user interface I should not need an intro"
- "…too many pop-ups that I don't really care for…would 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 are meant to be live in my dashboard permanently and others are meant to be kept temporarily"
- "If I'm gonna make a group chat I just wanna be able to add a couple of people and move on"
- "I would expect to be able to create a quick informal group by searching like I can on Slack"
- "I don't know what a 'space' means…is it a personal space or is it a 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'"
- "My Ford email, Outlook calendar, and WebEx are all linked together…right? My Outlook calendar should also be an option to join without video"
- "Since I use the 'new file' type, I assume I should be able to drag and drop the file there"
- "A preview of the file once it's sent is nice…just what I would expect"
- "I didn't see the download icon, as 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 for someone, they'll always come up. Makes searching pretty painless"
- "I want to be able to differentiate spaces and teams in a hierarchical way…right now it's all one pile of messages…"
- "It's only obvious for the chat to continue where we left off"
- "Typing is responsive"
- "Great, the message was sent"
- "It's embarrassing when you make an obvious typo in an important space…right now it's all one pile of messages…"
- "Now I send a notification in a formal space of 100 people is different from how I would message an informal chat of 3 people"
- "It's embarrassing when you make an obvious typo in an important space…I wish I could edit my message to fix"
- "Oh…I need to enable Markdown…? That's the most non-obvious thing that I was supposed to do"
- "Manually enabling Markdown is making me put effort in…I don't like effort"
- "If I was pasting a long code snippet, I'd have to scroll all the way to the bottom to format the code"
- "I would expect a button that automatically formats the code as I hit enter"
- "Why would I ever want to do version control on WebEx Teams when I have Google Docs?"
- "It's a bit odd that it shows the file as an image…I though I'd be able to start editing immediately"
- "A Word document is more complex so I understand if it doesn't support edit-in-place, but a Text File? That should be simple enough to support"
- "Why would I ever want to do version control on WebEx Teams when I have Google Docs?"
- "All that's being version controlled is just people making the same document again and again…"
- "I refuse to do any version control on WebEx Teams"
- "I tried clicking on preview and editing, but it didn't work…would expect it to work"
- "File Preview is great…BUT it doesn't solve the issue of 2+ people downloading and editing asynchronously"

Feeling

Confused · Neutral · Annoyed · Confused · Satisfied · Confused · Dissatisfied · Satisfied · Confused · Satisfied · Annoyed · Annoyed · Annoyed · Confused · Annoyed · Confused · Confused · Dissatisfied · Confused · Dissatisfied

Opportunities

- 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 informal/temporal/private group conversations through the search bar
- 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
- There is an opportunity to integrate Outlook into the 'Meetings' tab
- There is an opportunity to maintain download signifier in place over file preview
- There is an opportunity to allow users to classify spaces with levels of importance (low, high, medium) - The highest 'spaces' conversations stay on top
- There is an opportunity to have an icon in the action window indicating the number of people in the space
- There is an opportunity to enable message editing
- There is an opportunity to take make "Enable Markdown" button more discoverable by taking it out of '!' and have it above the text box
- There is an opportunity to make the code sharing process more agile by having Markdown permanently enabled by making the Markdown Format instructions more visible
- There is an opportunity to make the Markdown Format list clickable to auto-format the code snippet, instead of adding special characters around the text to format
- There is an opportunity to enable auto-formatting of code when pasted into a space
- There is an opportunity to support edit-in-place capability on simple file formats, such as .txt
- There is an opportunity to make file history tracking more easily navigable by adding timestamps
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