



Service Portal UX Design

Ever wondered why self-service or portal-based initiatives fail? The key downfall tends to be a result of the end solution being determined by the technology or User Interface (UI), as opposed to the User Experience (UX) and the needs of future users. Findings illustrate that to move to higher levels of ROI, organizations must encourage and maintain adoption with a service portal that meets the user's needs¹.

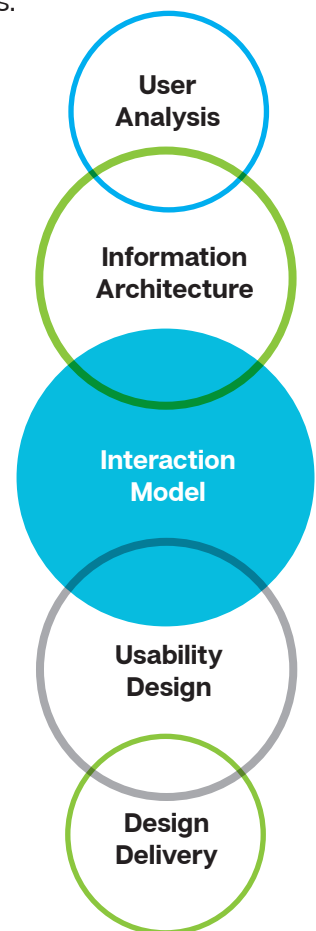
The Engage ESM service portal user experience design (UXD) service offering helps create meaningful user experiences for the ServiceNow Service Portal, whilst leveraging out-of-the-box capabilities and maintaining upgradeability. We achieve this by customizing ServiceNow's intuitive service portal, covering each element of the UX journey shown below in line with your organization's specific user demands.

Benefits

- ✔ Offers the ability to adapt to the needs of current and future users
- ✔ Positive user experience increases the adoption of that product/ service
- ✔ Focuses on the 'hearts and minds' of key stakeholders and champions
- ✔ Time-to-visualize is much faster than with agile coding

What you can expect from Engage ESM

- ✔ An easy way to gather and analyze input from users
- ✔ A defined structure for all your service portal data
- ✔ Design of each service portal interaction in line with user needs
- ✔ The screen flow and navigation model to support usability
- ✔ Delivery of each of the service portal design artefacts ready for go-live



¹: Service Desk Institute