



# USER ADOPTION AND SATISFACTION

## *Designing IT Solutions That Users Want*

### The Challenge

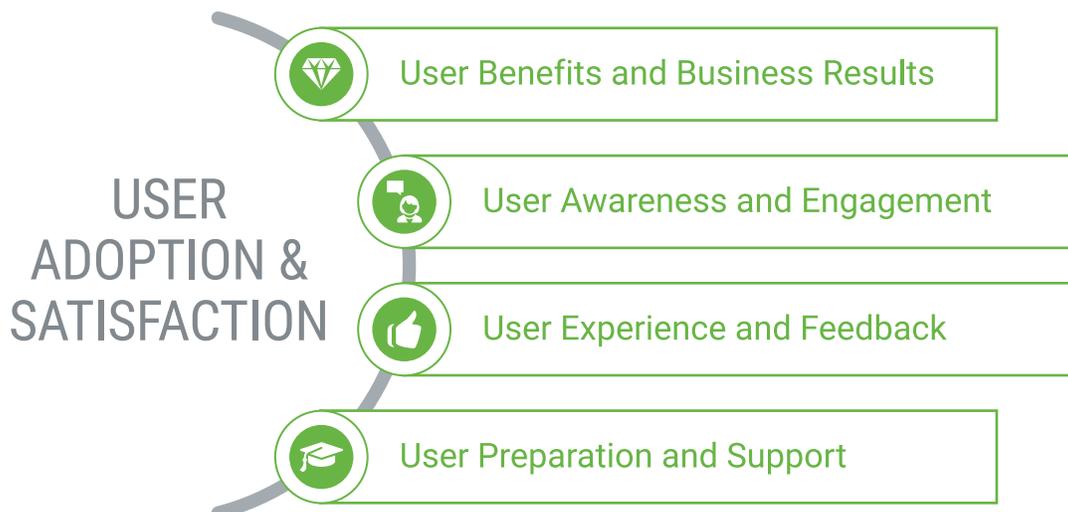
Many IT firms believe that the successful implementation of a project means sticking to plans, managing budgets, and meeting deadlines. They are satisfied when they have delivered the promised functionality on-time and on-budget. However, when these firms look back a few months after deployment, they may find that the results aren't there. Project success does not automatically result from complex functionality, high quality, and rapid solution deployment. While an IT Solution may be tested successfully and deployed, it has certainly failed if it is not adopted by users. Even if users have no choice but to use a solution, they may not fully benefit from it if they lack adequate support. To avoid wasting time and money, companies must find ways to reduce the complexity of IT systems and plan for organizational and user readiness from the project's start.

### The REI Solution

At REI, we help you derive the highest value from your IT solution investments by ensuring user satisfaction throughout your project's lifecycle. We couple technical components with user-centric principles while maintaining alignment to business goals. Our User Adoption Services are grounded in our Agile approach of incrementally delivering usable solutions – checking for user satisfaction with each increment and adjusting the next steps to address user feedback.

We engage users and solution stakeholders at the earliest stages of design to define the desired business impact, provide a seamless user journey within and across your agency's portfolio of solutions, proactively communicate changes to stakeholders, and set up and support users to perform the required tasks successfully. Drawing on our 25+ years of experience supporting federal, state & local, and commercial customers, REI has codified a User Adoption Framework that we bring to every engagement and tailor it to your specific business needs.

*We define four critical components of User Adoption as part of your overall solution success:*





### *User Benefits and Business Results*



“Well begun is half done,” which is why we plan with end users from the start. It’s important to plan early to ensure you’re building the right thing as the project progresses. Your solution should contribute to your mission success, so we offer ways to measure ease of use, satisfaction, and results into your solution as we develop it. Finally, we bring together those responsible for business investments, product and customer experience, solution development, and project management to define the recipe to create highly adopted solutions.

### *User Awareness and Engagement*



You can first gain user awareness with direct engagements (i.e., user focus groups) that help technologists put themselves in the customers’ shoes. Then, we collaborate with users to develop options and refine them, testing with actual end users whenever possible. Two-way feedback – and observing partial solutions in actual use – helps us assess user engagement, and feed into solution design and messaging campaigns to effectively meet user needs and avoid surprises. This user understanding is reflected in the elaboration, construction, acceptance, and support phases of your project.

### *User Experience and Feedback*



Your solution should be easy and intuitive to use so your users’ focus is always on the business workflow and achievement of business goals; they should never be distracted by having to figure out the technology. To create a positive user experience, the solution must be effective, efficient, and intuitive. No matter how good your product designer is, there are no proxies for feedback from end users, so you must engage users during product development. While agile development allows for rapid feedback and adjustments, if the sources of your feedback do not include real users, chances are you may be moving in the wrong direction.

### *User Preparation and Support*



Even with a user interface designed for maximally intuitive ease of use, users will appreciate having an introduction to the solution, access to hands-on learning opportunities, and available just-in-time support. Timing and quality of messaging, training, and availability of tools and services are critical to user acceptance. You must identify the barriers to adoption and help users navigate past them. Balance user skill levels, self-service and training, 24/7 automated responses, and human touchpoints to assure that users feel confident using the new solution.

## About REI Systems

REI delivers results every day as we help clients manage their programs. We provide turnkey, web-enabled solutions to manage complex business processes – an approach we customize to your needs. We have more than 350 staff focused on grant-making systems and processes, with domain grants expertise in health and social programs, science and technology, homeland security, and business/economic development. Our track record of success in helping agencies achieve their mission through grants has led to client relationships with REI for 10, 15, and 20+ years.



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