

RE-DO OD

Redesign of OracleDirect
Central: A User Centric
Design Approach to the
Intranet

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Quinnipiac University, Interactive Media Masters

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PROJECT SUMMARY

Purpose: Redesign the OracleDirect (OD) Intranet, entitled OD Central - a crucial landing page for all OD employees

Project Goal: Redesign OD Central (created in 2007). The proposed revision will reflect current priorities of the organization in a user-friendly manner.

Approach: Analyze the current usability of OD Central through discussions with key stakeholders and current site users. Recommendations will stem from business drivers, resulting in a new-and-improved user interface (UI) that incorporates current best practices to improve the site for OD employees.

Project Scope:

- Report on Current UX design
- Updated front-end look and feel
- Redesign of OD Central homepage

Project Duration: 5/18/15 – 8/8/15 (Q1 FY16)

OD CENTRAL SCREENSHOT

OracleDirect
OD Central

Logout (rachel.gregorio)

Secure Search

1 - Welcome 2 - Learn.Earn.Grow 3 - OnRamp 4 - Direct2

Should Amazon Be Charging Different Prices for Same Product?

Connect Now

Spotlight Feature

DBCS interactive workshop
Like Played 13 time(s)

SC Hotline - Online Now to Assist

Instant Message Group

140 char remain Post

Recent Questions:

- Can anyone help me access the OTM Solution Factory at: <http://isdportal.oracle.com>...
0 response(s)
- Do any JDE SCs have an idea of the release date for EnterpriseOne 9.2? ...
0 response(s)
- Can someone please answer the following? In a purchase of Oracle Service Clou...
1 response(s)

IM Broader Audience

My network Sr Rep Everyone Edit Profile

Social Selling

IDC : What Does Complete Cloud Look Like for Oracle?

- 1: Cloud is becoming less and less about cloud by itself
- 2: There is a growing focus on cloud as a "business innovation platform."
- 3: There is now almost complete diversity of deployment options
- 4: The decision in many organizations has shifted and expanded toward line of business executives, but even they expect the major benefit to be on IT operations (LOB knows it needs better IT)

See more, click here

Larry Ellison "Oracle heads for the cloud"

NAS Cloud Sales Resource Center

CREATE OPPORTUNITY
TOOL: Oracle Sales Cloud

SIZE YOUR DEAL
TOOL: RAS

CONTROLLED AVAILABILITY
TOOL: eSource

DRAFT QUOTE
TOOL: WebQuote

REQUEST APPROVAL
TOOL: Deal Approval System

REQUEST ORDERING DOCUMENT
TOOL: Q

BOOK DEAL
TOOL: Q

PROVISION
TOOL: Cloud Central Administration

TRACK ORDER
TOOL: QP LITE

Meet a Colleague

Name: Rana Ma
Title: Associate Sales Consultant
LOB: NAS OD Shared Services - Tech
Hub: Reston, VA

Interesting Facts: Born and raised in Los Angeles and graduated from UCLA, Supports State & Local SMDs in Reston for Core Technology and Business Intelligence. Joined Oracle as part of the Sales Academy Class of January 2014.

Update Your Profile

Announcements & Events

Impact quarterly newsletter

Q3 Impact Pipeline Generated by LOB

Q3 Results

Quarterly Results Comparison to FY15 Q3

OD Program FY15 Q3 Newsletter

OD Program FY15 Q2 Newsletter

Tiered Storage - Database Performance Tiered Up, Cost Tiered Down

Use CRM/Flash Demos for Effective Prospecting

Recent Deals

Resources and Tools

People Search

Aria People Search

OD Quick Links

Solution Factory **OD OTube** **Oracle Dictionary**

Self Service Apps

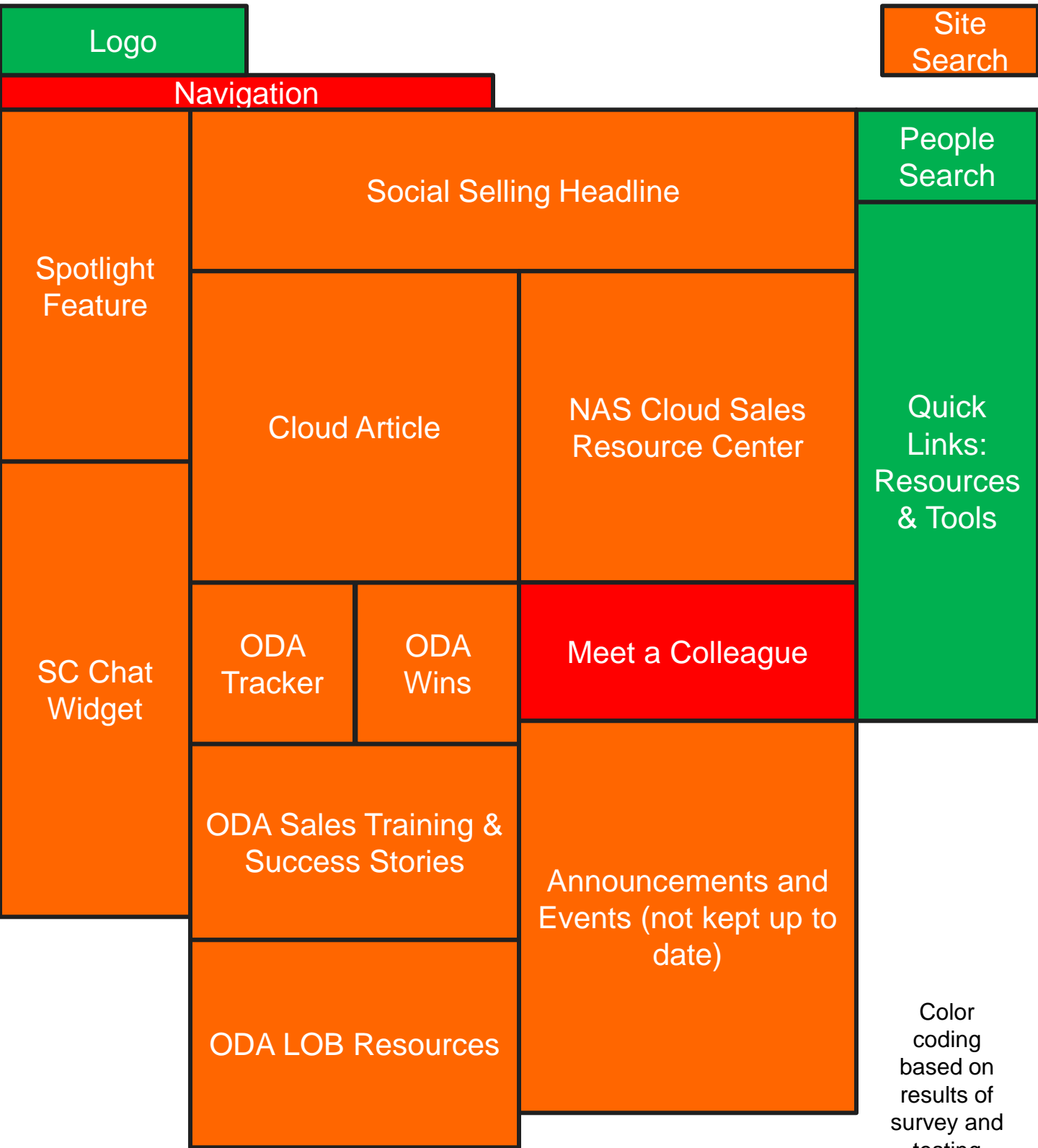
- Account Intelligence Map (AIM)
- Applications
- Blog
- CAP
- Cheat Sheet Repository
- Customer Events Calendar (CEC)
- Direct2 Programs
- Exadata Resource Center
- Hardware (Sun)
- Hotline
- Impact Campaigns
- License Management Services (LMS)
- Market Intelligence Reports
- Mentoring Circles Website
- NAS Dashboard
- NAS Lead Comp
- Nominate a Customer to LMS
- OD Cloud Resource center
- OD Managers Scorecard
- OD Sales Academy
- OD Sales Consulting
- OD Wins Portal
- OnRamp
- Oracle Financing
- Q
- SC SGA Engagement Blog
- SCA
- Sales Intelligence (SI)
- Technology
- Universal Customer Intelligence (Beta)
- Upsell Wheel
- Value Navigator
- Women's Network - OracleDirect
- Seminar/eVite Requests

Custom Link

Over the last 12 months, on average, SCO homepage had **206,932 hits / month**

23 workdays = **avg 9K hits a day**

OD CENTRAL WIREFRAME



Red: not useful; broad and generic; not of actionable use

Orange: somewhat useful; nice to know or be aware of, may come in handy

Green: useful; directly, demonstrably helps an employee to do their job more efficiently

MYTAB SCREENSHOT

OracleDirect
OD Central

Logout (rachel.gregorio)

Secure Search

1 - Welcome

2 - Learn.Earn.Grow

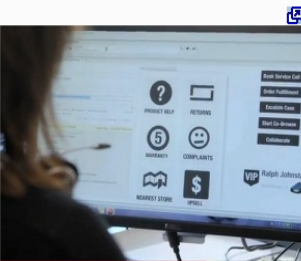
3 - OnRamp

4 - Direct2

Capitol Report: Hard road seen this year for taxing foreign profits to pay for highways

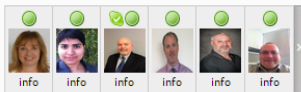
Connect Now

Spotlight Feature



Oracle Service Cloud In Action
Like Played 37 time(s)

SC Hotline - Online Now to Assist



Instant Message Group

140 char remain

Recent Questions:

- I'm having the same problem with Fusion CRM - any solution provided?
0 response(s)
- I need help transferring my cell number over to oracle. do you know who can help...
0 response(s)
- Primavera Contract Management- 1) Do we have cloud based version of PCM. 2) Is t...
0 response(s)

IM Broader Audience



My network Sr Rep Everyone Edit Profile

My Stuff

Twitter this to customers

Click on the or icon.

Oracle Solaris 11 Strategy: An overview at the Oracle Solaris 11 Day Summit at the Usenix Lisa 2011 conference - <http://bit.ly/HNOilg>

Oracle Solaris 11: What's New Since the Launch - The first Cloud OS - Join Online Forum on April 25th, 2012 9:00a.m PT: <http://bit.ly/HQIKp1>

New Packaging System for Solaris 11: <http://bit.ly/1IVZM1>

Add new message

MyGroup Bookmarks

OracleDirect Employee

A*TEAM
Adobe Echo Sign- eSignature
AIM
Air Portal
Analyst Sales Intelligence
Apps Sales Compass
Aria
ASR
Badge Access Self Server Request
Beehive Central
Business Development- for Apps
Business Intelligence
Business Portal
Call stats
Carlson Wagonlit Travel
CEC - Customer Events Catalogue- Internal Use Only
comp
Company Profile Tool
Compensation Dashboard
Contract Workbench
DAS
Deal Management Portal
DIMPLE- Account creation, updates
Direct Progression
Employee discounts
eNewsletter
Esource
Fusion LCM
Fusion CRM (Simplified UI)
Fusion CRM (Support)
GALT
GCM
GCRA
GDMT
GIC
Global Approval Matrix
Global Contracts-DELTA
Global IT
Global POEF Exception List
Global Product Matrix
Guest password
Hoovers
How to schedule an iMeeting?
HR
Imaging
Impact
IMPACT Campaign Website - HW Infrastructure
Impact codes
InterCall
iSeminar / Evite Request
JD Edwards - SellIDE Content Site
Joint Activity Approval Request (JAAR) Tool
Journal Entries (JE)
KillerB
Live Webcast Calendar
My Oracle
MyDesktop
MyHelp - Submit Support ticket
NASC KB License (North America Deal Approvals)
OD Manager
OD NAA Power & LOC Sales Kits
OD Training
OIM
OIP Lite
OMA
Oracle E-Business Suite
Oracle Sales Cloud
Oracle Store
Order Information Portal (OIP)
Orders how to find them
OSN
Parts QuickFinder
Party Account Lookup (PAL) Tool
Portal
Product Contacts - Systems
Product Matrix
Provisioning Portal
Q
Q Training PPT

Shout / OraTweet

Send Refresh

Looking to find a rep for one of your accounts? Click [here](#)

javier.figueroa.07/15 10:52: I need to speak with the Up-Market CX-Service Rep for RBC (Royal Bank of Canada). I have an active opportunity for you... get back to me ASAP. 7816850286

Hi Javi - I have some intel on RBC you might find useful @ (781) 993-9434 (brandon.kennedy)

ed.george.07/15 09:27: Looking for someone that would be able to answer a question about their opportunity number for renewing their Platinum Partnership with Oracle.

christopher.m.davis.07/15 09:23: Does anyone know how to get signed up for an Eloqua account? Thanks.
christopher.m.davis@oracle.com 703-364-3637 OD Rep
Add a contact to one of your ESP opportunities. Then complete the Code of Conduct module. (scott.j.jackson)

cornelius.lopes.07/14 10:24: I am looking for a HCM Rep assigned to Reinsurance Assoc. of America in Washington DC, please contact me cornelius.lopes@oracle.com

Hi Cornelius, I would try Ahmed Ali. Thanks. (alex.dripchak)

connor.loop.07/14 09:14: Looking for the storage rep for Computer Sciences Corporation. Please reach out to me. 781-238-9541

george.markwell.07/14 08:41: HW rep for Banco Santander please reach out to me

al.wise.07/14 08:07: Looking for the Apps Rep for Bahwan CyberTech out of Natick, MA. have an opportunity there. Please reach out al.wise@oracle.com

jon.rivas.07/14 07:14: Need PeopleSoft representative for Minnesota territory, please contact jon.rivas@oracle.com

Hi Jon, I am the HCM and ERP account manager for MN (regina.hilton)

Hi Jon, You'll have to provide a few details. I would be the manager for all of midmarket, Regina is public sector, and if it's upmarket the rep would vary. Thanks Zach (zach.king)

christopher.triconi.07/13 13:36: Looking for the Health Science Global Business Unit (HSGBU) rep covering Community Health Systems(CHS) Please contact me christopher.triconi@oracle.com

jordan.stern.07/13 11:46: can someone please let me know where I can find the solutions landscape tool?
Still in the same location...go to the sales operations dashboard and then hit the solutions landscape tab. Feel free to send me an email if you need more help...stevie.farmer@oracle.com (stevie.farmer)
Thanks Stevie. (jordan.stern)

MyBlogs

LOB Specific Blogs

Subscribed Blogs

Recent Blogs

- FW V4.3.0.1.0 - Build 004 (Linux) ready for testing (rob.adams)
- FW V4.3.0.1.0 Build 004 applied to CCB 2.5.0.1.0 DEV (pam.florentino)
- Please define this term in OD Dictionary: MMA (roneil.kintanar)
- Enable DFF on service export (chifai.kan)
- Nuclear Power Plant Success Story for EBS eAM (dave.lesch)
- Can, Should, May - Customers wise to inspect Infor language (SX.e and ION) (dave.lesch)
- Web Service Security Policies 101 (Part 1) (shi.ling.seow)
- New Oracle Systems Sales Wins from June (lynn.rohrer)
- Loss to NAV reveals how low they'll go (dave.lesch)
- More Reporting Resources (annette.pendry)
- Webcast: Developing the Right Big Data Strategy - Wednesday, July 15, 2015 Time: 09:00 AM PDT (nazita.amin)
- Bug 17400695 Calendar Component Blueprint WT has been moved to SVN (irina.narovsky)

Resources and Tools

OD Quick Links



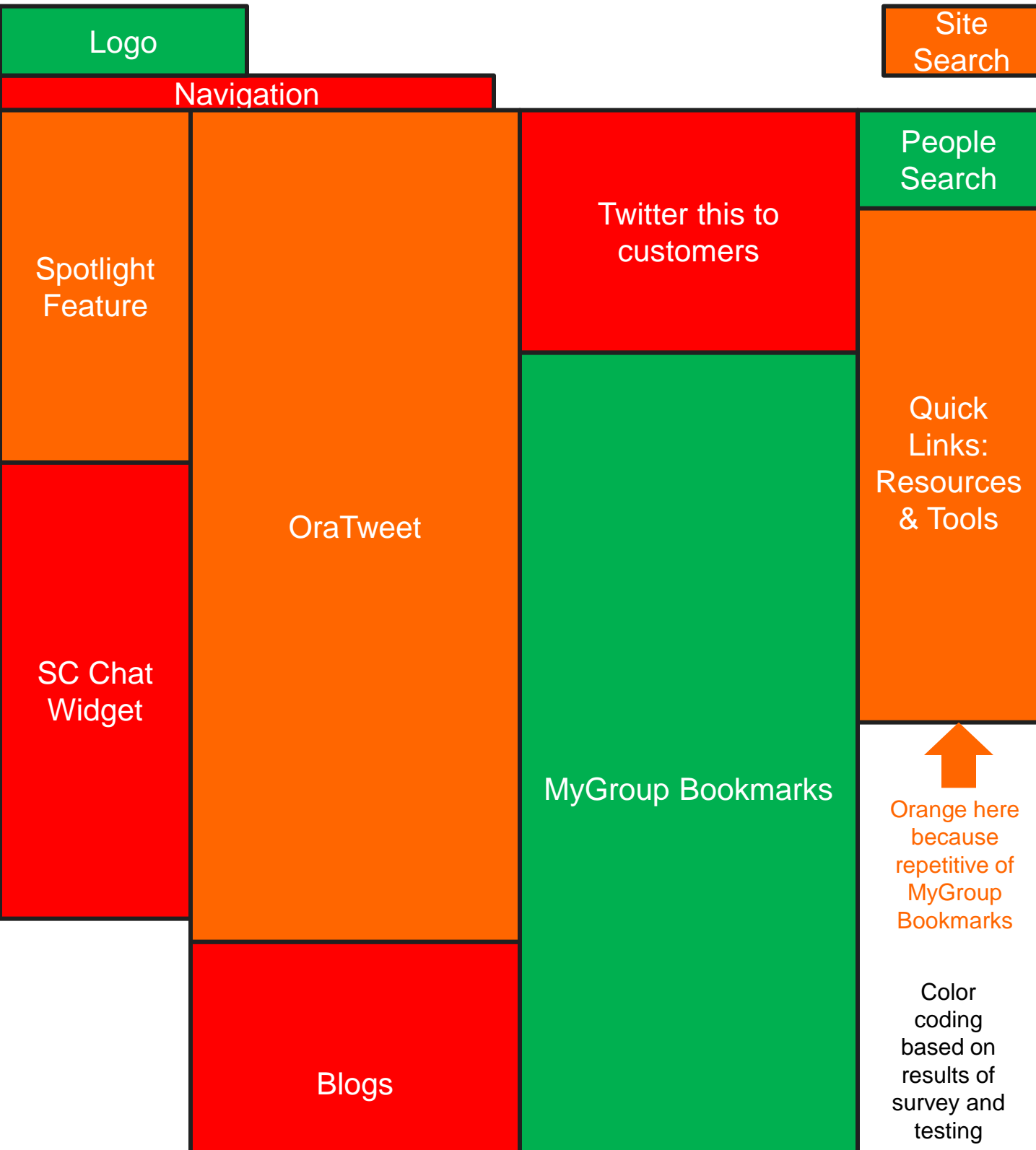
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- SCTA
- Sales Intelligence (SI)
- Sales Compass
- Technology
- Universal Customer Intelligence (Beta)
- Upsell Wheel
- Value Navigator
- Women's Network - OracleDirect
- iSeminar/evite Requests

Custom Link

My Favorites

Whiteboard
Larry Ellison Calls Cloud A Much Better Business

MYTAB WIREFRAME



Red: not useful; broad and generic; not of actionable use

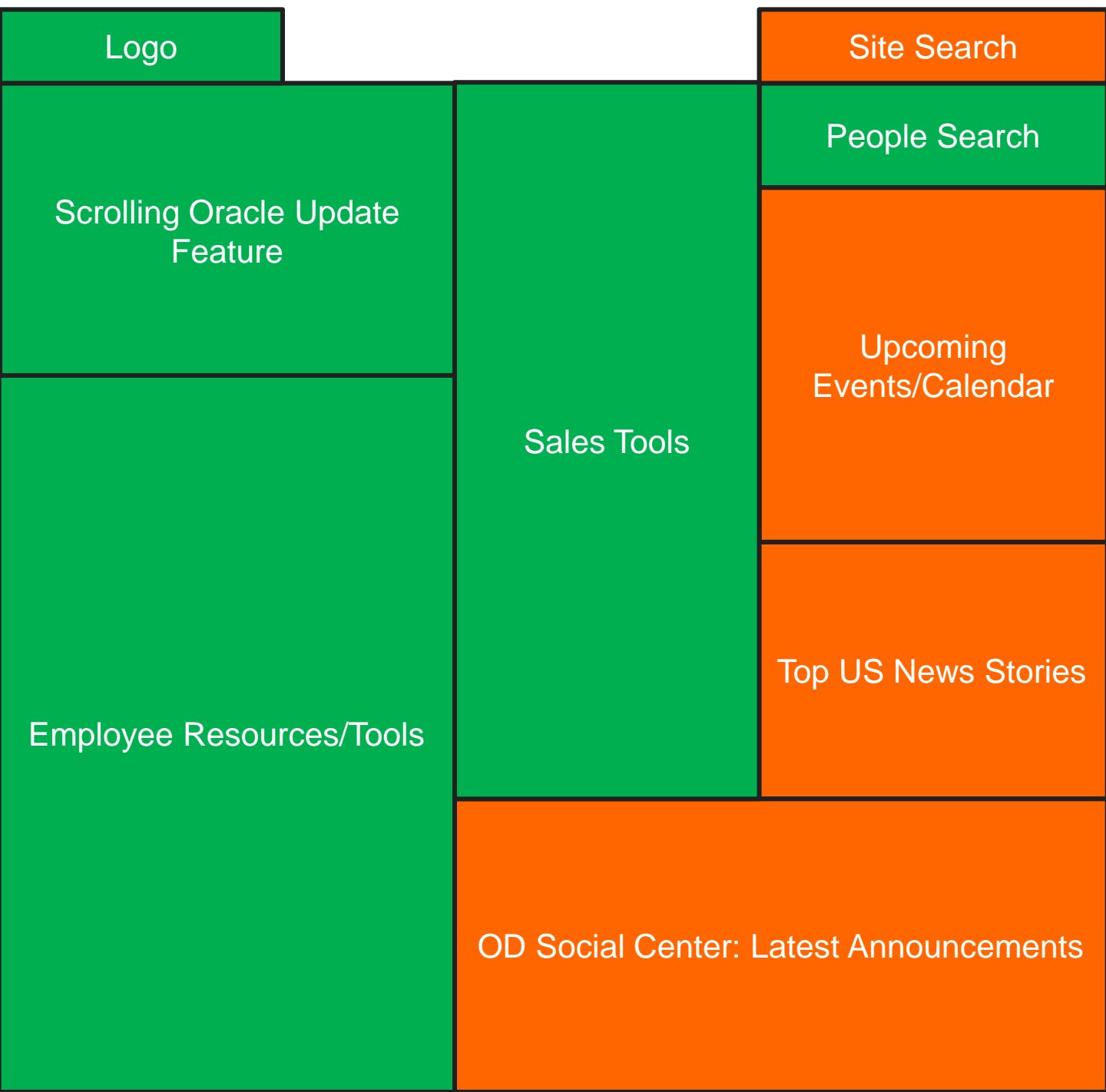
Orange: somewhat useful; nice to know or be aware of, may come in handy

Green: useful; directly, demonstrably helps an employee to do their job more efficiently

RECOMMENDED UX DESIGN CHANGES

WIREFRAME & LOOK/FEEL

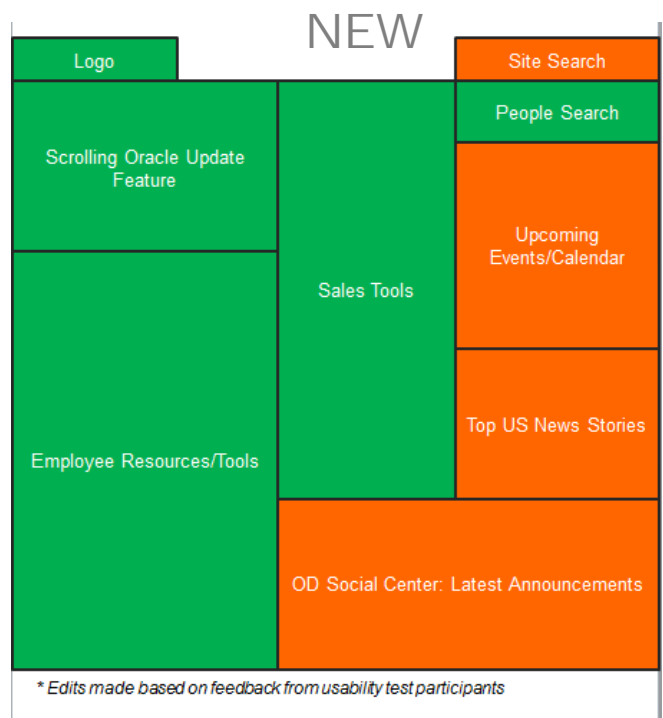
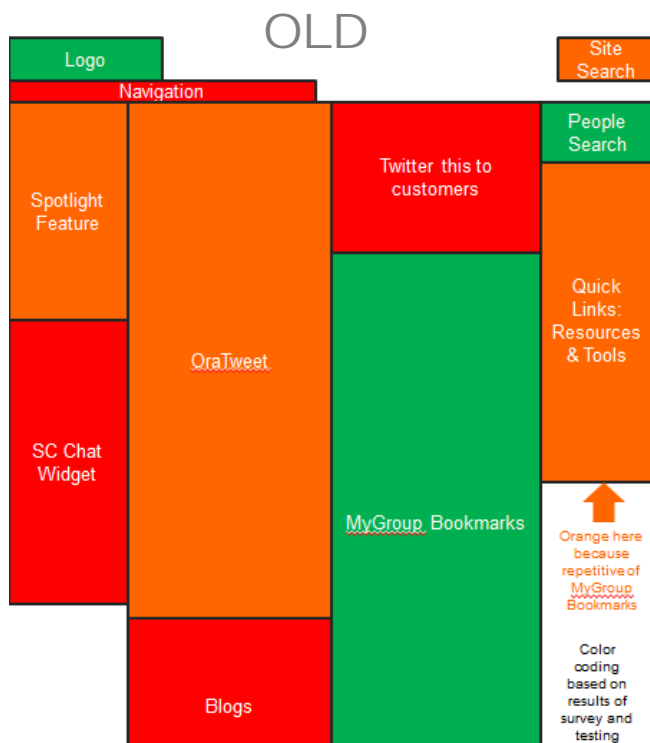
RECOMMENDED WIREFRAME



** Edits made based on feedback from usability test participants*

WIREFRAME EXPLAINED

- Removed all **RED** sections, all sessions included would be found useful to employees based on research
- Reduced number of sections – less clutter
- Broke up MyGroup Bookmarks into logical sections: Employee Resources/Tools and Sales Tools
- Gave tools more real estate on page for clearer navigation and separation



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NEW SECTIONS ADDED



- **Oracle News:** always a lot going on at Oracle at a high-level, homepage is a good place to get your daily digest of information
- **US News:** North America sales org likes to have relevant current events to discuss on the phone with customers
- **Upcoming Events Calendar:** mirrors location of Outlook calendar, gives current view of what's happening within OD e.g. Town Halls, major training, campaign launches, etc.
- **OD Social Center:** enhance feeling of community and collaboration, link to interactive conversations about latest organizational announcements and news

KEY = Updated, fresh, useful content!



ORACLEDIRECT LOGO OPTIONS



WE SHAPE THE FUTURE.



We shape
THE FUTURE



SVP liked all 3
and wanted the
organization to



DRAFT DESIGN OF NEW SITE



WE SHAPE THE FUTURE.

Site Search Aria

12°C

THE FIRST DATABASE DESIGNED FOR CLOUD

Are you leveraging Oracle's database innovation for Cloud and Big Data?



Employee Tools

ORACLE
MY.ORACLE



Aria

WoW & VC



Self Service



Expenses



Travel



Beehive



VPN



WiFi PW



Timecard SCTA



Intercall



OSA



MyHelp Portal

ONRAMP



Human Resources

Direct2



HelpDesk IT Support

Sales Tools



Upsell Wheel



WMIB



Customer Events



ASR



Comp



GDMT



ORACLE
SALES CLOUD



Business Portal

Customer 360



Call Stats



OIP
OIP Lite



Impact Initiatives



WebQuote

Mon Tues Wed Thurs Fri

		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	31

21
July

Burlington Immersion Training
ESP Launch for Public DBaaS
Austin Tech Talks

Top US Headlines

TwitterDev @TwitterDev
Come meet us in Portland next week! Twitter heads to #OSCON 2015
blog.twitter.com/2015/twitter-h...
Show Summary

TwitterDev @TwitterDev
Picking a back-end for your mobile apps? Learn how @gpgj integrates @Digits with @AWSCloud:
blog.twitter.com/2015/using-dig...
pic.twitter.com/YcQh4jxYf



The Oracle Social Center

Making your Goals SMARTer with... Open to Public ☆

Sharing My SMART Goals
All for Accountability

My FY16 Goals

Business

- Make OD the Best Place to Work - Increase retention by 12% YoY
- Invest in our People's Success - Increase tenure by 6 months & attainment by 10%
- Generate \$4B BDC Pipeline w/20% Conversion
- Grow Cloud by 750%, Revenue by 12% YoY

Personal

- Qualify for Boston Marathon, Run in under 3 hours



OSN



NEW AND IMPROVED

- **New logo and brand** set the tone for the page.
- Maintained **“one-stop-shop”** theme with tools and added **icons** to guide the eye more quickly as visuals are more attention-grabbing than text
- **Cleaned up** the page by removing unnecessary or outdated links.
- Larger text, more colors and graphics, and clearly defined sections make the page easier to navigate.
- The Oracle news, US news, events calendar, and Social Center will help keep the reps informed and help them do their job.

The screenshot shows the OracleDirect OD Central website. The header includes the OracleDirect OD Central logo, a search bar, and navigation tabs for 'Welcome', 'Learn More', 'Contact Us', 'Direct2', and 'Direct3'. The main content area is divided into several sections: 'Spotlight Feature' with a featured article, 'My Staff' with a list of staff members, 'Quick Links' with various service links, and 'Recent Questions' with a list of user inquiries. The interface is clean and organized, with a focus on providing quick access to resources and support.

The screenshot shows the Oracle Central website. The header includes the Oracle Central logo, a search bar, and navigation tabs for 'Welcome', 'Learn More', 'Contact Us', 'Direct2', and 'Direct3'. The main content area is divided into several sections: '12° THE FIRST DATABASE DESIGNED FOR CLOUD' with a large graphic, 'Sales Tools' with various service links, 'Employee Tools' with various service links, 'Top US Headlines' with a list of news items, and 'The Oracle Social Center' with a list of social media links. The interface is clean and organized, with a focus on providing quick access to resources and support.

HOW DID WE GET HERE?

RESEARCH TO BACK UP FINDINGS

1. **Industry Trends**
2. **Employee Survey**
3. **Usability Study**



A GREAT INTRANET IS...



- ✓ An open, **multi-way communication vehicle**: top down, bottom up, peer-to-peer
- ✓ A facilitator of **enterprise collaboration** and builds enterprise **community**
- ✓ An executor of **business transactions**
- ✓ A tool that positively **impacts every job** in your company
- ✓ A gateway to business **knowledge**
- ✓ A digital reflection of the **values** of the company
- ✓ **Transparent** governance, management and strategy
- ✓ **Available** where your employees need it

INTRANET FEATURES

POPULAR

- Employee Directory
- Content Repository
- HR Forms and Resources
- Real-time Activity Feeds
- Interactive Tools

TRENDY

- Responsive Design
- Flat Design
- Carousels
- Company Performance on Homepage
- Megamenus
- Clever Use of Video
- Fat Footers



FOCUS ON CONTENT



“One of the most important things warranting focus is your intranet **content strategy** ... the types of content you're presenting on your intranet.”

“Ensure that your social community is **home to these types of content**, and you'll surely be on the right track.”

- Big Picture Company News, Updates, & Announcements
- Quick & Meaningful Status Updates
- Product and Service Documentation & Materials
- Discussion Forums, Question & Answer, Help Desk, Troubleshooting Information.
- Employee Policies, Handbook, & Procedures
- Insight & Feedback from Management

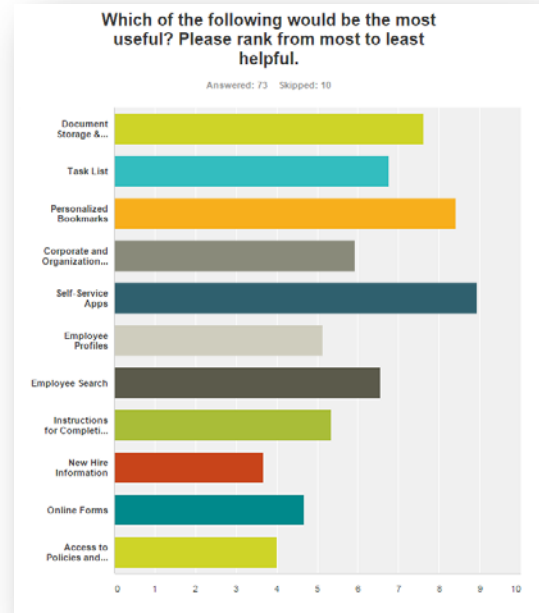
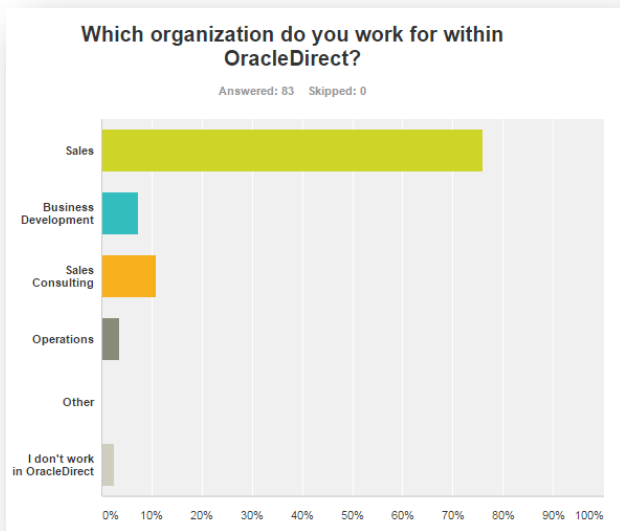




SurveyMonkey®

SURVEY RESULTS

104 Responses



- Most use the site for the links to their daily sales tools
- **73%** of survey respondents visit the site daily, integral part of daily Oracle life
- **90%** of respondents had the site bookmarked
- Nearly all of them have “**MyTab**” bookmarked - Cannot currently access from the homepage
- Recommendations to make the site more current and accurate e.g. remove old links, update the news stories more frequently

USABILITY TEST PARTICIPANTS



#	Name	How long at Oracle/role
1	Greg DeJesus	2 yrs – 1 yr Business Development Consultant, 1 yr Sales Rep
2	Ryan Smith	4 months, Class Of Program
3	Cassie Schelldorf	3 years at Oracle, 6 mos as Business Development Consultant, rest as Programs Manager
4	Amelia West	2 years, ITBDC/Programs, 6 mos. as sales rep
5	Ariel Press	19 mos., Enterprise sales rep
6	Andrea Varano	5 years on Sales Programs team
7	Keith Cohen	2 years, Business Development Consultant 1 year, OD rep 1 year
8	Nabil Merchant	1 year Assoc. Sales Consultant
9	Emily Nilson	2 years Business Development Consultant, 1 year sales rep
10	Dave Bright	5 years, Hardware Sales Consultant
11	Martha Jaquith	5 years, Hardware Sales Consultant, 1 year Sales Consultant Manager



Why only 10 participants?

Research conducted by usability experts Jakob Nielsen and Tom Landauer showed that you **only need 5 test participants** for each usability test to find and fix the majority of your website usability issues.

Source: <https://www.looktracker.com/how-it-works/>

Note: Responses coded using initials

GOOD & BAD

Useful	Useless
<ul style="list-style-type: none">• Bookmarks• Alphabetical order of links	<ul style="list-style-type: none">• Oratweet• Everything but the quick links• Blogs – never think to look there• IM the Broader Audience & SC Hotline – everyone just uses Pidgin/Chat

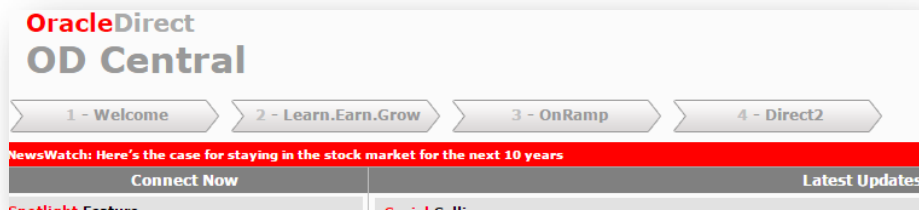


Likes	Dislikes
<ul style="list-style-type: none">• “One-stop-shop”: access everything from one place• Don’t have to click around for what you need	<ul style="list-style-type: none">• Very busy and overwhelming• Not very intuitive• Out of date information

RECOMMENDATIONS

1. Improve Look and Feel

- Difficult to read because of small font
- Outdated design from 1995
- Not intuitive to look at, all sections look the same, same level of priority
- Never noticed the navigation bar at the top of the page



2. Clear out outdated information

- “Tweet this” was from 2012 – very out of date
- People tend to stop checking for content if it's old

3. Add More Useful Features and Information

- News for lines of business to stay up-to-date
- Oracle in the news, product updates

USABILITY TEST RESULTS



- **Preferred MyTab over OD Central** – frustrated they cannot access from OD Central page, nearly all participants have it bookmarked
- **Word of Mouth Marketing** – All were told to use it via training or mentors as new hires to OracleDirect
- Everyone uses the **“MyGroup Bookmarks”** to access everything they need
- **My.Oracle** is another popular intranet they use – meant for all Oracle employees, not specific to OracleDirect

ORACLE MY. ORACLE

Employee Tools | Lines of Business | Products & Services

Search: Login | Help | Current Site

MyOracle Employee Portal In the Know News

You are here: Marketing Home Internal Communications > ITX Home

EMPLOYEE TOOLS

- Accessibility
- Aria People Search
- Asset Recovery & Recycling
- Baseline Central
- Corporate Card
- Enterprise Apps
- eSource
- Global IT Support
- Hoovers
- Identity Self Service (APS)
- Projects
- Meetings & Events
- MyDesktop
- MyForums
- MyHelp
- MyPhone & Remote Access
- OTube
- Product Development IT
- QuickSurvey
- Sales Intelligence
- Self-Service Apps
- Social Tools
- Travel
- Virtual Library
- Web, Video & Audio Conferencing

GLOBAL BUSINESS UNIT NEWS

- Oracle Utilities Service Order Management Offers a First-of-Its-Kind Integration Engine
- US's Lids Sports Group Opens up Inventory Across Channels with Oracle Retail Solutions

GLOBAL PRODUCT NEWS

- New Oracle Commerce Cloud Designed to Ignite Innovation, Rapid Growth for Online Businesses
- Oracle's Annual Partner Kickoff Provides Partners Strategies for Growth in the Cloud in FY2016

APAC AND JAPAN NEWS

- Oracle Asia Pacific Media Highlights for the Week Ending July 3
- Oracle University's Employee Training Schedule for Asia Pacific – July 2015

LAD NEWS

- Oracle University's Employee Training Schedule for Latin America – July 2015
- OracleWeek LAD - July 7, 2015

NORTH AMERICA NEWS

- Oracle University's Employee Training Schedule for North America – July 2015
- New Oracle North America Customer Success Collateral Available

EMEA NEWS

- Oracle EMEA Media Highlights for the Week Ending July 3
- Oracle University Education News for EMEA Employees – July 2015

GLOBAL EMPLOYEE NEWS

- Life at Oracle: Roshni Nizami—Ambitious, Energetic, and Proud
- Read and Abide by Oracle's Records Retention Policy
- Congrats to Winners of First Annual Oracle Volunteers Awards for Most Outstanding Projects
- June Oracle Lifetime Support Policy Brochures Now Available

NEWS ARCHIVES

- In the Know Employee Fusion Special Edition
- News Archive

EMPLOYEE HIGHLIGHTS

- Career Development
- Corporate Citizenship
- Employee Learning
- Employee Sales Resources: CI, OSA, OSC, and more
- Engineered To Work Together: The Oracle Story
- Open Positions (NEW)
- Mark's Corner
- M&A Integration
- New Employees
- Oracle Social Network - Use | Learn
- Oracle Volunteers
- Political Action Committee

INTERNAL WEBCASTS

- Watch Live Webcasts
- Watch Webcast Replays
- Prepare for Webcasts

LINE OF BUSINESS

- Alliances & Channels
- Cloud Services
- Customer Services
- Finance & Administration
- Global Business Practices
- Global Business Unit
- Global Industry Solutions
- Global Sales and Consulting
- Human Resources
- Cloud OTM & Product Business Groups
- Information Technology
- Japan
- Legal
- Marketing

CONCLUSION

- ❖ OD Central – the OracleDirect Intranet – is in dire need of a redesign and refresh.
- ❖ The current site is not easy to navigate, especially for new employees, though people like that it is a “one-stop-shop” for all of their tools and resources.
- ❖ Recommended changes: update the look-and-feel, include more refreshed and interesting content, and organize links into intuitive sections.
- ❖ Research to back up findings through:
 - ❖ Industry Trends Research
 - ❖ Survey to 100+ Employees
 - ❖ Usability Testing with 11 Employees
- ❖ Since starting the project, the SVP has taken interest in seeing in through and has tasked a team with beginning the process of implementing an intranet redesign to be launched in December.



WE SHAPE THE FUTURE.