

# **Building Exceptional Digital Experiences**

*A User-Experience Led Approach*

*Rishi Bhargava, Collaboration Solutions Architect, IBM India/SA*

# Agenda

**What is an Exceptional Digital Experience?**



**“Before and After” Examples of Exceptional Digital Experiences**



**Proven Technology that Delivers Exceptional Digital Experiences**



**A Proven Method for Designing Exceptional Digital Experiences**

*"**Websites**, as you know them, are dead. They are but **one piece** in a framework that spans **mobile, social, other web-based services**. That framework is your **digital presence**"*



*“ If I had asked people what they wanted, they would have said faster horses. ”*

— Henry Ford



# Exceptional Digital Experiences are Designed for Optimal User Experience



## User Experience Design

The purpose, planning, or intention behind everything your users see, hear, and feel as it relates to your brand and offerings

# Digital technology for driving the new economic value



Empowering employees through values


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of v  
bra

## Intranet



Engaging customers as individuals

## Internet + Intranet



Amplifying innovation with partnerships

**Amplifying innovation with partnerships**

## Intranet + Extranet

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# The Beginning of the Journey



Home | [Return to Reports Online](#) | [Log out](#)

[Help](#)

## Reports Online

**Gauge Tables**

- Gauge Tables by Car or Table # | [DISPLAY](#) | [DOWNLOAD](#) |
- Car and Gauge Table Index | [DISPLAY](#) | [DOWNLOAD](#) |
- Complete Fleet Outage Data | [DOWNLOAD](#) |
- Complete Fleet Outage Tables by Table Number | [DOWNLOAD](#) |

**Drawings & Documents**

- | [DISPLAY](#) |

**Self Service Reports**

- Service Status (On Hand) | [DISPLAY](#) | [DOWNLOAD](#) |
- Service Status (En Route) | [DISPLAY](#) | [DOWNLOAD](#) |
- Basic Railcar Mechanical Info | [DISPLAY](#) |
- Complete Railcar Mechanical Info | [DISPLAY](#) | [DOWNLOAD](#) |
- Service Planning | [DISPLAY](#) | [DOWNLOAD](#) |
- HM-201 Service Planning | [DISPLAY](#) | [DOWNLOAD](#) |
- Railcar Lease Info | [DISPLAY](#) | [DOWNLOAD](#) |
- Car Lessee Lookup | [DISPLAY](#) |
- Build Your Own Report | [BUILD](#) |

**CLMs**

- CLM Report by Car | [DISPLAY](#) |
- CLM Report by Customer | [DISPLAY](#) |

**GATX Customer Information**

- Virtual TankTrainer | [DISPLAY](#) |
- Industry Glossary | [DISPLAY](#) |

**Help Topics**

To arrange columns on a report, select 'Build Your Own Report'.



# Customer View of Future State

**Hello Mr. John Q Smith**  
**ABC Corporation**

**ALERT CENTER**

Leasing

[Unsigned Lease Documents \(2\)](#)  
[End of Lease Return Cars \(3\)](#)  
[Mileage Equalization Status \(1\)](#)  
[Excess Mileage Status \(1\)](#)  
[Expired Lease Penalty \(3\)](#)  
[Upcoming Lease Renewals \(1\)](#)  
[A/R aging \(2\)](#)

Maintenance

[Cars waiting customer dispo \(6\)](#)  
[Cars waiting customer info \(2\)](#)  
[Cars with dispo & not moving to shop \(7\)](#)  
[Cars waiting authorization \(8\)](#)

Compliance

[Car past due req compliance \(1\)](#)  
[Cars added to compliance in last 30 days \(1\)](#)  
[Cars with compliance deadline approaching \(1\)](#)

Contact GATX

[Ask a question?](#)  
[Report a Problem](#)  
[Get Leasing Quote](#)  
[Request an IO](#)  
[Request remarketing of cars](#)  
[Request to Shop car](#)  
[Request copies of documents](#)

Leasing

[Open Orders](#)  
[Active Leases \(option 1\)](#)  
[Active Leases \(option 2\)](#)  
[Invoices & A/R aging](#)  
[Leases with cars returned last year](#)  
[OT-5 Management](#)

Maintenance

[Cars with Open Service Events](#)  
[Cars with Closed Service Events](#)

Compliance

[Current Compliance Status](#)  
[Future Compliance Profile](#)  
[Entire Fleet Compliance Profile](#)  
[Planned Compliance & Performance](#)

Fleet

[Review Basic Mechanical Info](#)  
[Review Detail Mechanical Info](#)  
[Review Drawings](#)  
[Capacity Tables](#)  
[Lessee look-up](#)  
[Review open Improvement Order status](#)  
[Access Customer Specs](#)  
[Report Changes in car config](#)  
[Car Location Messages \(CLM\)](#)

**Sales & Service**

Your Acct Mgr: Richard Conrad  
Acct Mgr Phone: XXX-XXX-XXXX  
Your CSR: Mary Beth Walsh  
CSR Phone: 800-XXX-XXXX  
CSR Toll-Free Live Answer Rate: 95%

**Engineering Support**

Req ID	# Cars	Req Dt	Comp Dt	Response
09-207	14	Jan 9	Jan 14	5 days
09-114	3	Mar 2	Mar 19	16 days
08-007	75	Jan 12	Feb 2	21 days

**Billing Accuracy - Late Adjustments**

**Avg T-pul Days - Fixed Repair Shops**

PERFORMANCE SCORECARD

**Fleet In-Service Availability**

**Service Delivery Modes**

**On-Time Delivery - Fixed Repair Shops**

**Customer Rejects**

**Avg T-pul Days - Fixed Repair Shops**

**Fleet Count**

GATX/Industry Info

[GATX updates](#)  
[Industry regulatory updates](#)  
[Industry Glossary](#)  
[TRAX](#)

9

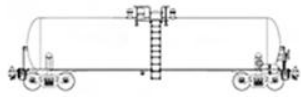
George Washington  
Burlington Northern Santa Fe Railroad (Not George?)

Logout

Home Leasing <sup>8</sup> Maintenance <sup>33</sup> Compliance <sup>25</sup> Scorecards Request a Service

Car Detail GATX 018079

Drawings



View drawings

Reference Reports

- > Capacity Table
- > Spec Sheet

Alerts

- > Waiting Customer Information
- > Waiting Authorization
- > Car Past Due Regulatory Compliance

As of 03/18/12, 23:50 CDT

Car Summary

<b>Car Type</b>	Tank Car	<b>Customer</b>	Burlington Northern San...
<b>Built</b>	9/30/85	<b>Contract / Rider</b>	29576236 / 10045
<b>Construction Class</b>	DOT 111A100-W-1	<b>Current Rent</b>	\$500.00 / [Rental Period]
<b>Stencil Class</b>	DOT 111A100-W-1	<b>Amortization</b>	-
<b>Capacity</b>	23,508 Gallons	<b>Currency</b>	USD
<b>Total Weight</b>	263,000 LBS	<b>Lease Expires</b>	4/14/04
<b>Load Limit</b>	190,700 LBS	<b>Commodity</b>	Crude Oil
<b>Light Weight</b>	72,300 LBS	<b>Lining</b>	Plasite 3070L - 01/07

Compliance Programs

- 2011**
- Insulation Inspection
  - AAR Rule 88B 2 Inspection and Re...
- 2012**
- HM201 Service Equipment Inspecti...
  - Stub Still Inspection (SS3 FM 1185-...
  - HM201 Tank Thickness Test
- 2013**
- HM201 Tank Qualification

My Fleet | Reports & Car Info

GATX Car No. or Range GO

Filter Your Fleet

- Car Types
- Rider
- Commodity
- All Cars

- Automotive Racks
- Covered Hoppers
- Locomotives
- Open Top Hoppers
- Tank Cars

- Only Include Cars with Alerts
- Leasing
  - Compliance
  - Maintenance
- Update >>

Cars In Your Fleet

- Filters applied !
- Enter a Car Number
- Automotive Racks
  - GATX018021
  - GATX018024
  - GATX018029
  - Tank Cars
  - GATX018079**
  - GATX018080
  - GATX018084
  - GATX019091
  - Open Top Hoppers
  - GATX929010
  - GATX929011

Fleet Reference Reports

- Filters applied !
- > Detailed Mechanical Information
  - > Repair History
  - > Car Location Messages
  - > Mileage Equalization Status
  - > Compliance Profile

494 of 1690 Cars Selected

Hide

Phone: (312) 421-6709  
Fax: (312) 421-6702

Service & Repair

View a map of Shops and Mobile Repair Units >>

Provider Service Events

All	Inbound	Outbound	Shop	Reason for shopping	Documents
Shop	03/30/12	03/30/12	GATX - Heame, Tx	Hopper chute is defect...	B P L C More
Mobile	mm/dd/yy	mm/dd/yy	[Shop & Location]	[Shopping details]	B P L C More
Mobile	mm/dd/yy	mm/dd/yy	[Shop & Location]	[Shopping details]	B P L C More
Shop	mm/dd/yy	mm/dd/yy	[Shop & Location]	[Shopping details]	B P L C More
Shop	mm/dd/yy	mm/dd/yy	[Shop & Location]	[Shopping details]	B P L C More

As of 03/19/12, 06:42 CDT

Shop this Car Now >>

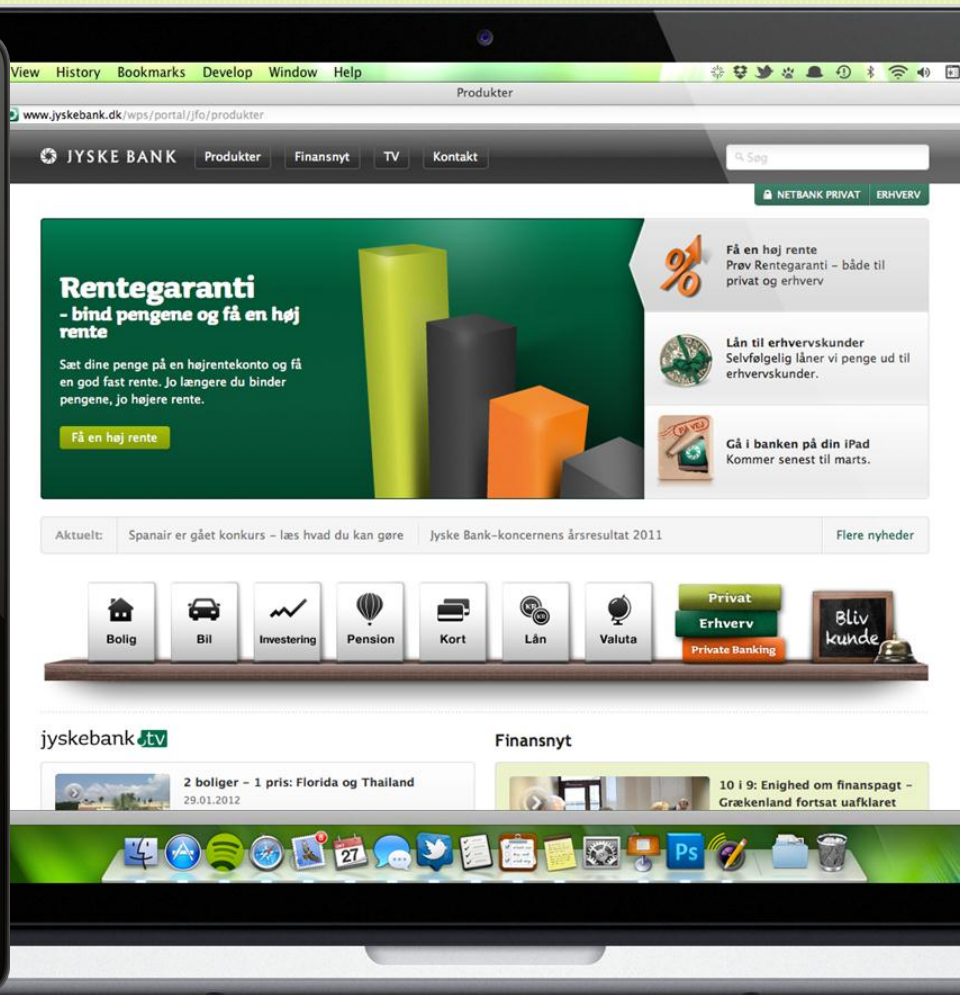
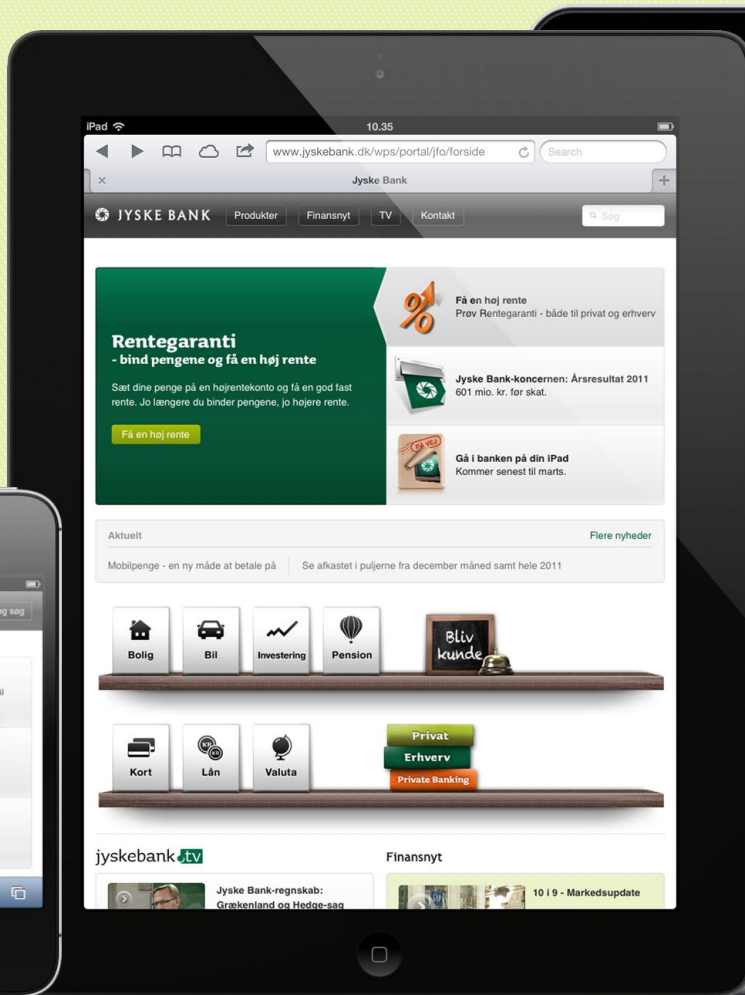
Car Location Messages

Date	Location	RR	Code	L/E	Destination
03/15/12 14:52	Borger, TX	BNSF	Y	L	San Francisco, CA
mm/dd/yy hh:mm	[City, ST]	[RR Code]	B	E	[City, ST]
mm/dd/yy hh:mm	[City, ST]	[RR Code]	A	L	[City, ST]
mm/dd/yy hh:mm	[City, ST]	[RR Code]	Y	E	[City, ST]
mm/dd/yy hh:mm	[City, ST]	[RR Code]	B	E	[City, ST]

As of 03/19/12, 08:42 CDT

View more >>





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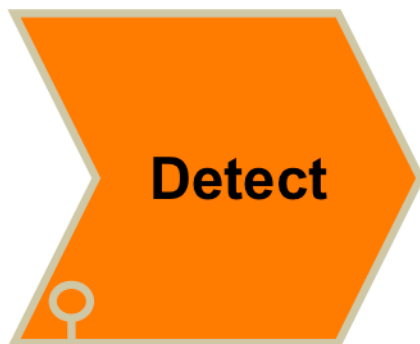
# Understanding Systems of Engagement

*Digital Presence*  
and more

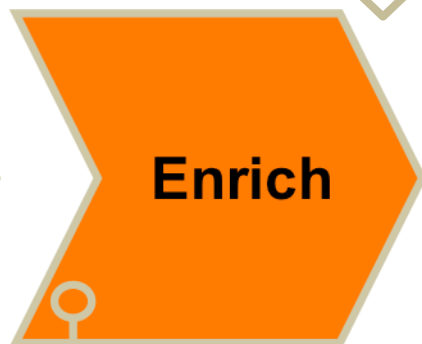


- Mobile first, multi-channel
- Context aware
- Social aware
- Connected to Systems of Record
- Experience driven
- Highly instrumented
- Rapidly revised

*That Enable Companies To*



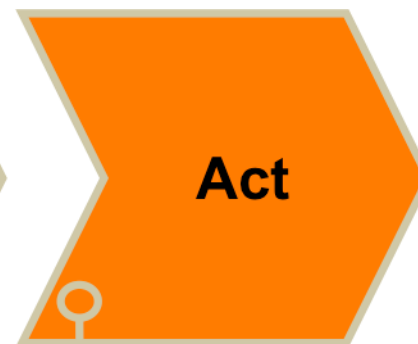
opportunities to engage customers (and employees)



interaction context with historical data and trends

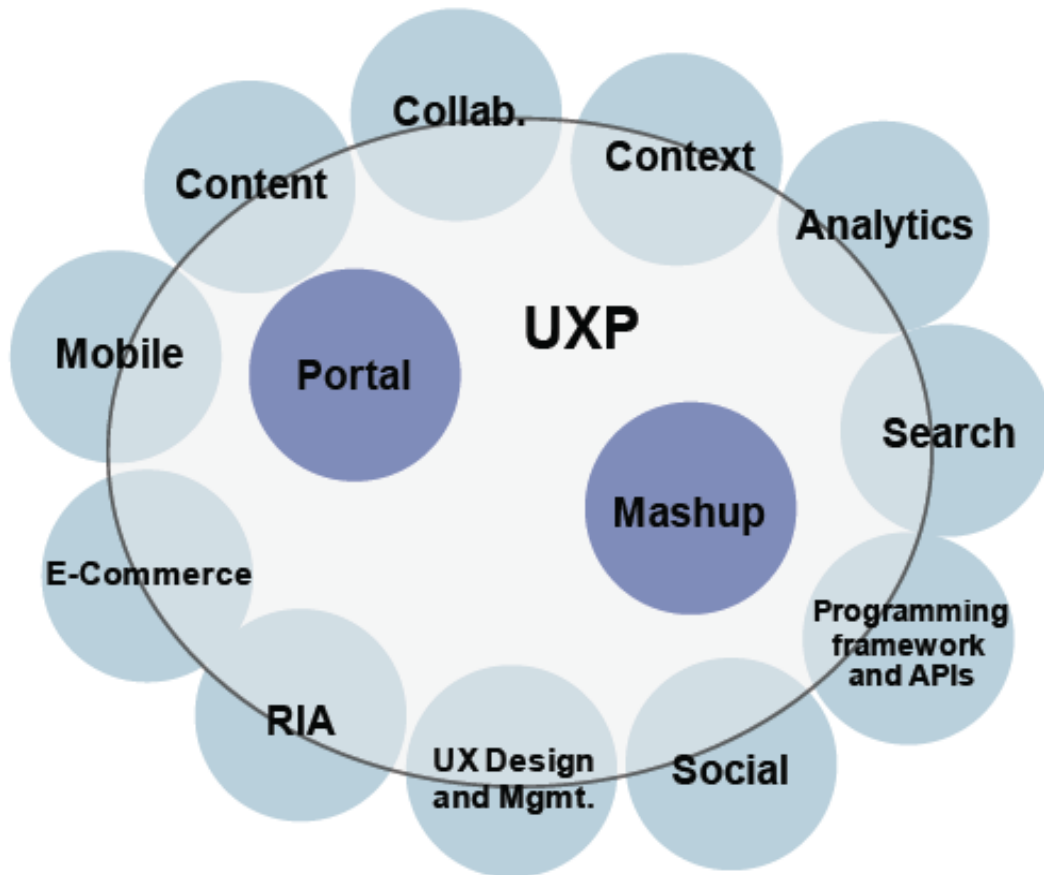


“in-the-now” dynamic interaction context from location, time, social media and other events



on the insight gained through enrichment and perception to enable positive business outcomes

# The User Experience Platform (UXP) Emerges



- The UXP is an emerging market
- Next step for Portal product & mashup markets
- Tools to build and validate usability are inherent

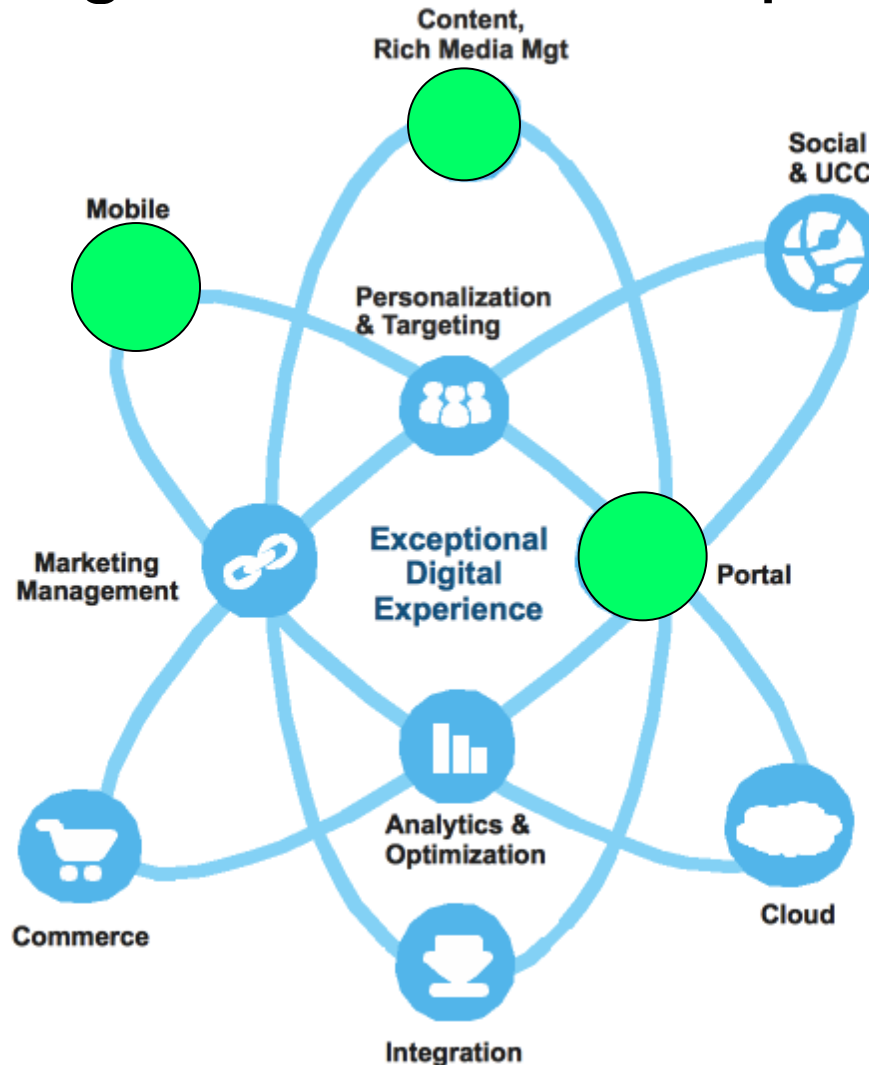
*Gene Phifer,  
Gartner - March 2011*

# IBM Digital Experience Software



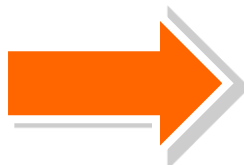
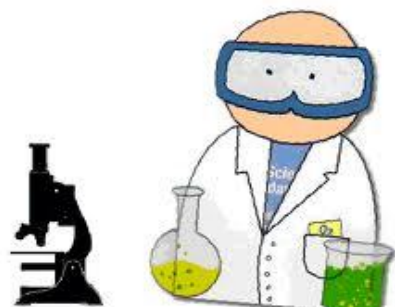
Complete software capability balanced with the flexibility of technology choice

# Flexible Progressive set of Capabilities

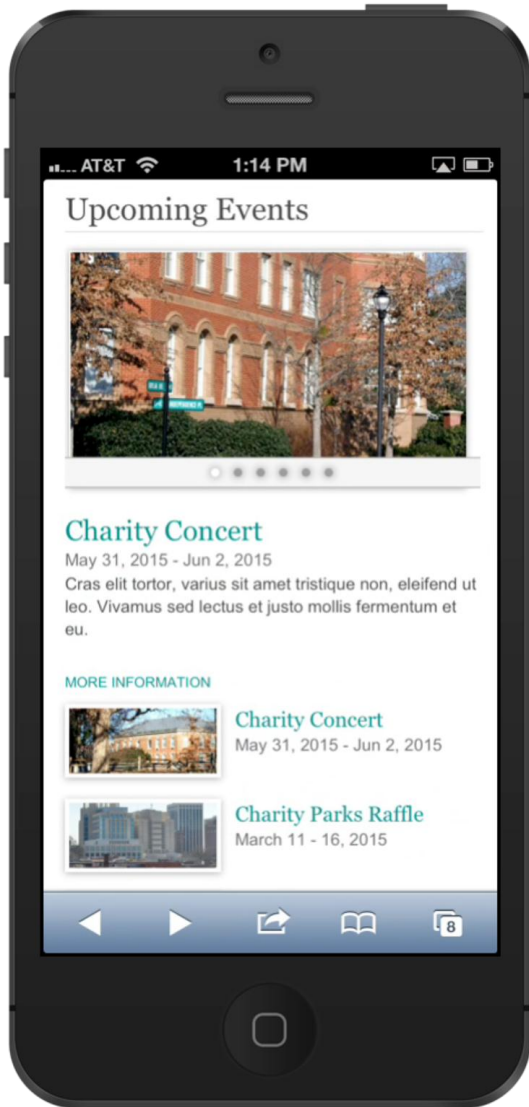


Extensible and pre-integrated software capabilities for a future-proof strategy

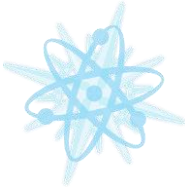




# Mobile Capabilities to Reach & Understand Digital Users



## IBM Digital Experience Solutions



Dynamic Rich Content  
Personalized for the right user  
Integrated content and applications  
Consistent across channels

## IBM Worklight



Digital Experiences within hybrid mobile application

Devices capabilities  
App Store ecosystem  
Mobile notifications

## IBM Tealeaf

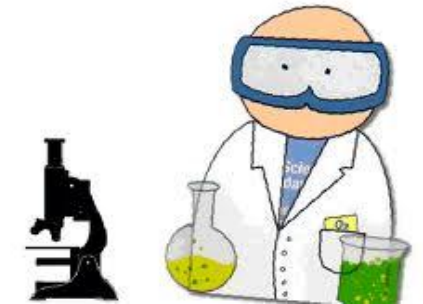


Struggle Analysis  
**New!**

Analyze application usage, responsiveness and user pathways of the digital experience

Capture analytics that cross between channels of the digital experience

Efficient collection and streaming of relevant information including mobile (device\_id, device\_os)



## Social



One-click  
Social  
Network  
publishing



Connections  
Facebook  
Linkedin  
Twitter



Extend digital presences to new  
social channel audiences by  
enabling login with social  
network credentials

Seamlessly infuse  
social networking  
in context to the  
digital experience



Easily share your  
organization's  
collective knowledge  
and find experts

### experts

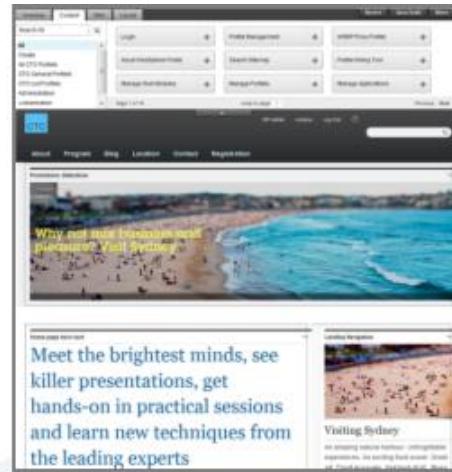
- Allie Singh**  
Tags: canyoneering  
Telephone: 1-301-555-1001  
Email: asingh@demolotus.com
- Heather Reeds**  
Tags: author, baker, content, design, hvac, marketing, web  
Telephone: 1-301-555-6200  
Email: hreeds@demolotus.com
- Dana Vinch**  
Tags: canyoneering  
Telephone: 555-1115  
Email: dana\_vinch@demolotus.com
- Pierre Dumont**  
Tags: canyoneering  
Telephone: 01 44 95 13 90  
Email: pdumont@demolotus.com
- Lin Trucc**  
Tags: canyoneering  
Telephone:  
Email: ltrucc@demolotus.com

Show 5 | 10 | 20 | 50

First | Previous | Next | Last

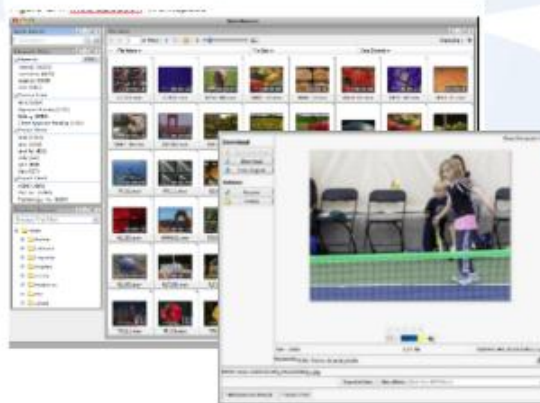


## Content

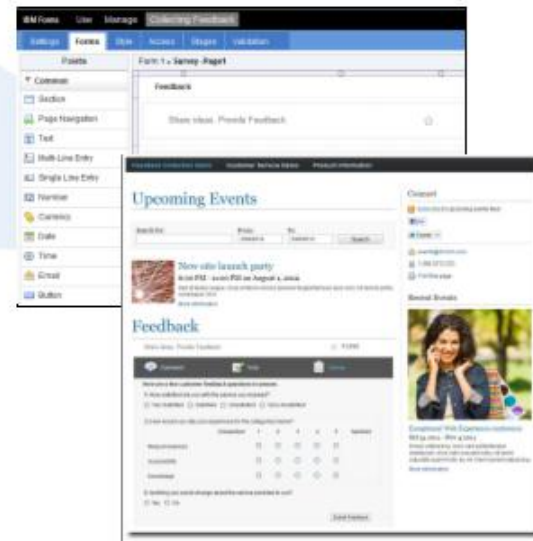


**Simplify & accelerate the creation of websites and microsites with templates**

**Advanced editing and targeting**

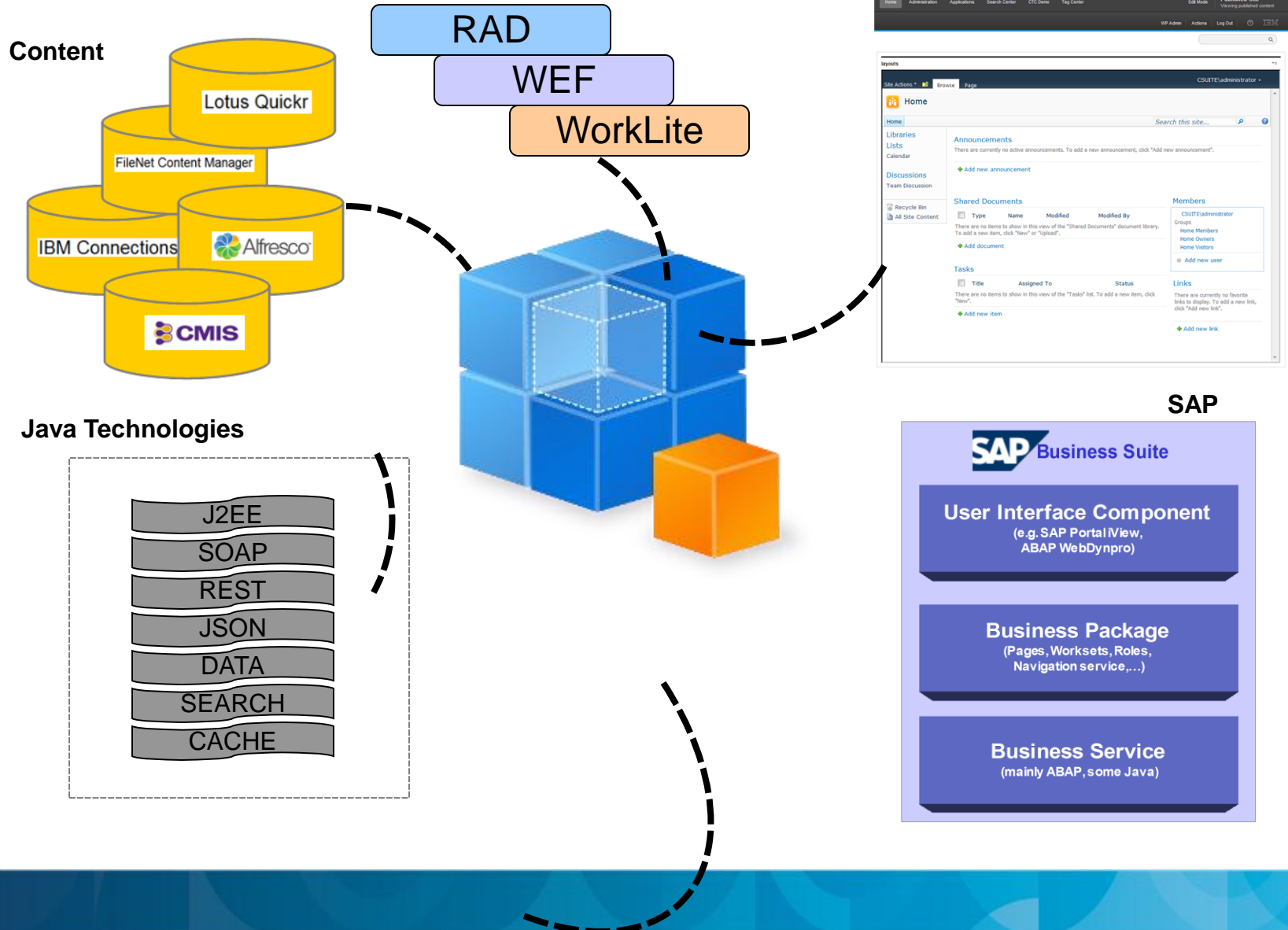


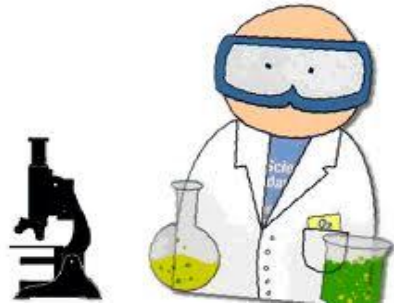
**Easily manage & integrate rich media to better engage users (DAM)**



**Speed workflow through business process automation and enable intuitive self-service**

# Application Integration

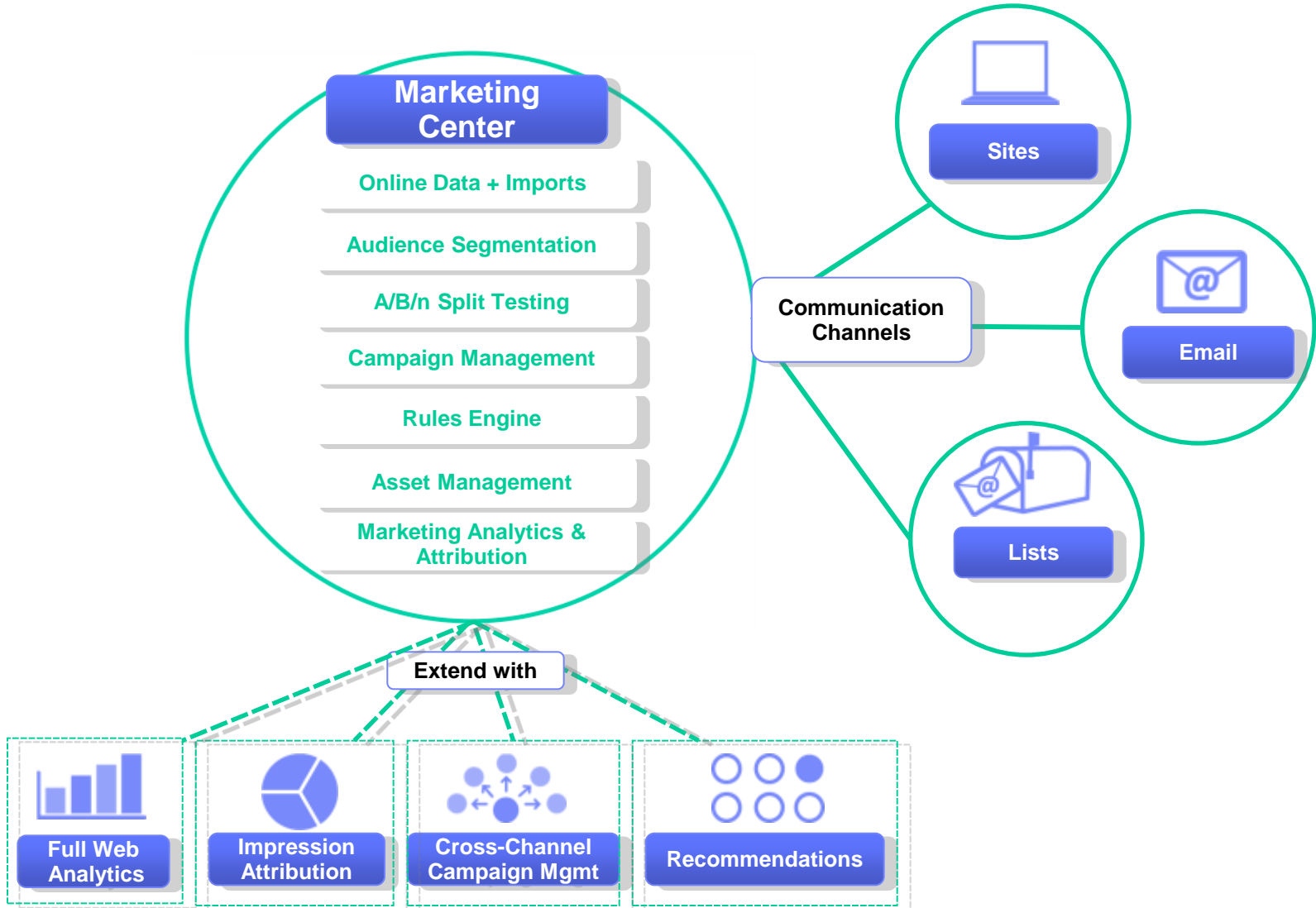






**"Content marketing**  
*requires advanced functions*  
*for repurposing content,*  
**changing the content**  
*delivered based on the*  
**audience profile** *and even*  
*responding with content in*  
**real time."**

# IBM Marketing Center: Components and extensions towards a full Digital Marketing Optimization / Interaction Optimization Solution



# Why is WebSphere Portal so Successful?

- **IBM is the most trusted IT vendor in Banking and Financial Markets**

- We have experience in **your industry**

- **Robustness & Security second to none**

- High **Scalability**; High **Availability**

- Hundreds of mission-critical **success proof points**

- **IBM's Open Standards policy**

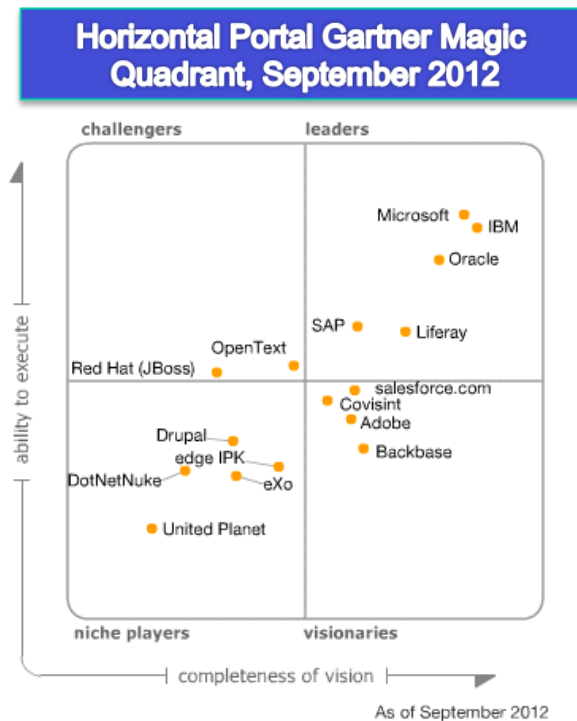
- More **developers**, more **partners**

- Integrated **social, analytics & mobile**

- **Infinite configurability – Ease of Use**

- Use only what you need

- Internal & External **integration**



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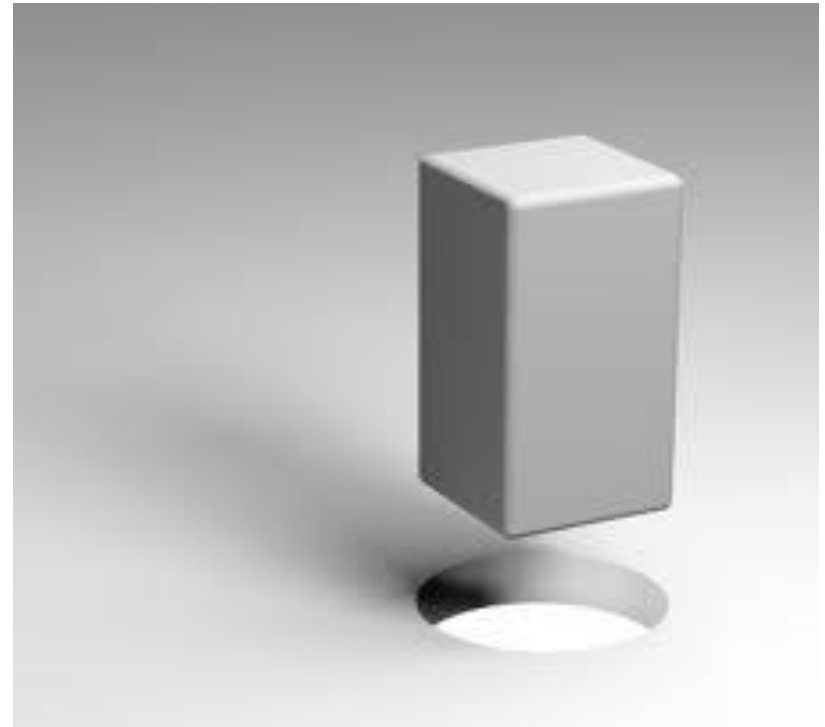
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# A Common Challenge

**Traditional approaches to IT projects rarely yield truly meaningful user experience innovation**





# Embrace the Core of the Methods

- Strive to create something useful, not innovative
- Fail early and often (but not publicly)
- Define goals & objectives early but be flexible
- Integrate teams :: business, UX and technology
- Get the foundation established
- Understand what your users need to be happy