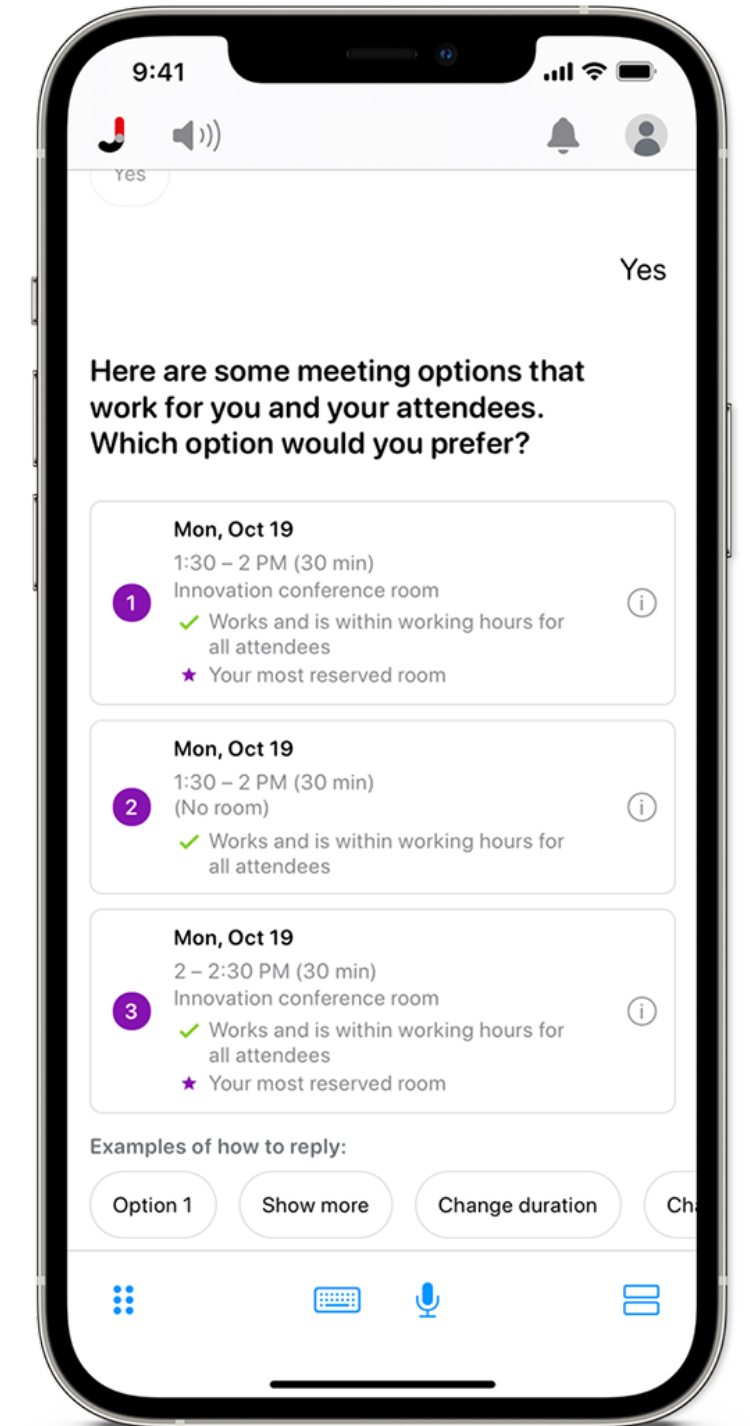




Work the way you live



JET Portfolio Outline

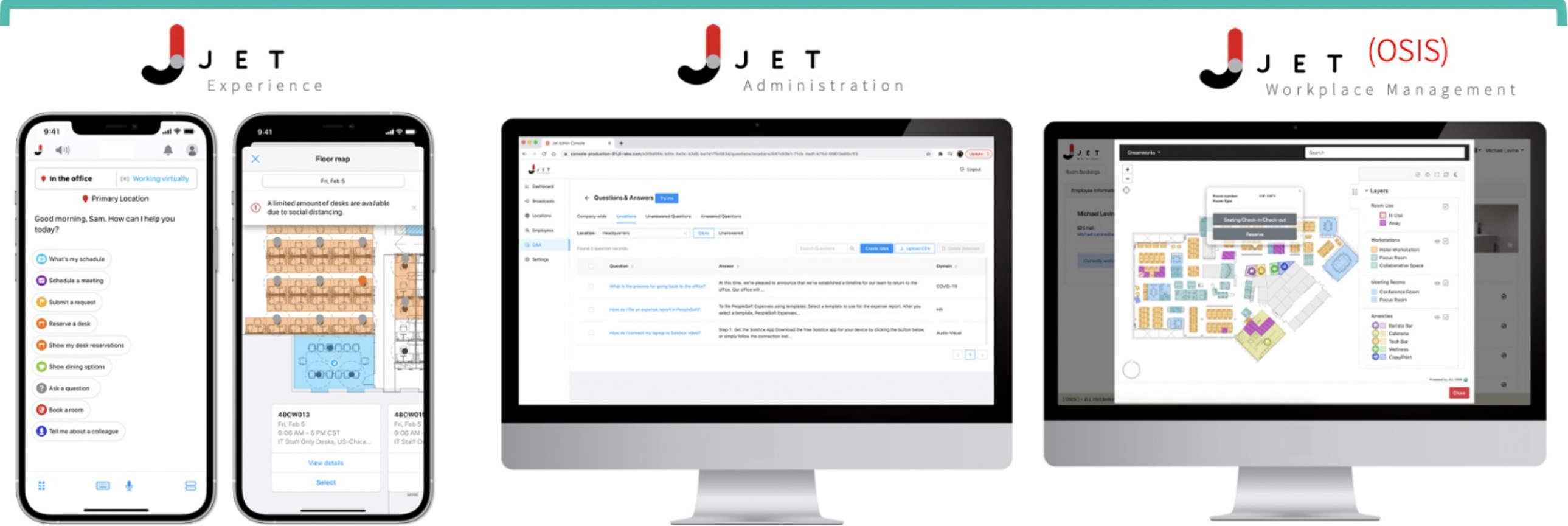
- Director of UX/UI Overview (pg 3-11)
- User Research & Testing Examples (pg 12-22)
- JLL Hackathon Entry (pg 23-30)

JET Overview



Your **one-stop-shop workplace experience app**, powering the hybrid workplace and simplifying workdays with personalized AI-driven experiences.

Integrated with real estate and business platforms* to enable effortless flexibility and optimize utility.



JET Use Cases



A broader hybrid story



Communications & Information

- Notifications & Alerts
- Knowledge Access
- Surveys & Polls
- Company News



Collaboration & Connection

- On-Site Schedules
- Booking Meetings
- Directories
- Visitor Management



Commuting & Office Access

- Transportation
- Parking
- Travel Booking
- Health Screening
- BYOD Access Control



Space & Reservations

- Desk Reservations
- Rooms Reservations
- Wayfinding



Corporate Support

- IT & HR Requests
- FM Requests
- Information & FAQs
- On- & Off-Boarding Employees

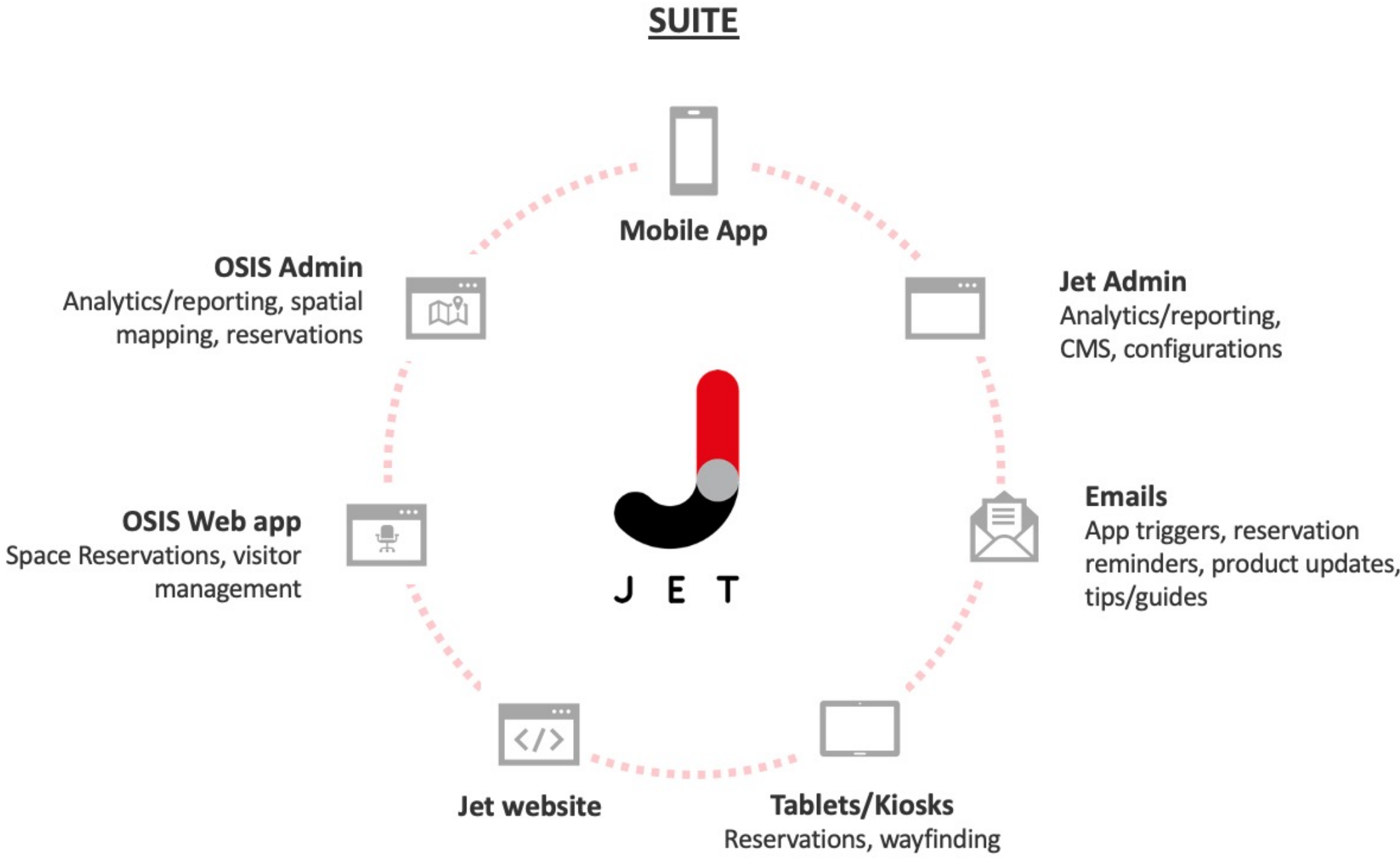


Health & Wellbeing

- Food & Beverage
- Community & Corporate Events
- Social Boards
- Wellness Programs



JET Product Ecosystem



INTEGRATIONS

okta

Outlook

Microsoft Teams

Ping Identity

Google Calendar

zoom

fm:systems

HID

VERGE SENSE

ARCHIBUS + Serraview

IBM TRIRIGA

CISCO DNA Spaces

tescm An iOFFICE Company

corrigo

zendesk

Robin

servicenow

Jira

UX Audit

1 Navigation

- Information Architecture
- Visibility & clarity in navigation structure
- Framework redesign

2 Ease of Use

- Based on interaction scenarios
- Give users more control over tasks
- Templates & reusable components for configurations
- Standardization & use of familiar design systems

3 Flexibility & Efficiency

- Provide Accelerators based on persona
- Allow customization
- Increase speed of use
- Start where I left

4 Transparency

- Clarity in product's infrastructure & features
- Visual hierarchy of task flows
- Where I am & where I came from
- Appropriate system feedbacks
- Contextual help

1 Navigation 2 Ease of Use 3 Transparency 4

From right to left navigation

How do I go back
 How did I reach here
 Why multiple links have the same name
 Can I save my work & complete later
 ...

Product Design OKR Planning

Objective	Key results	Status	Notes, Stakeholders Needing to Input, etc.
Jet X - Mobile - Desktop	Deliver V1 product features - foundational (onboarding, navigation, etc.), desk booking	On Track	
	Work with PO/PMs to define, plan and deliver v2/3 roadmap items	At Risk	
	Hire and onboard 2 Jet designers + # researchers	On Track	
Jet Product Design	Kick off Jet + OSIS product integration & dashboard design optimizations	Blocked	
	Improve Jet UX and intelligence	Incomplete	
	Work closer with data science and UX researcher capture better data and insights about Jet features/users	Blocked	
Team collaboration	Design System audit, planning and application	On Track	
	Document Jet design process and get alignment/sign off from team leads	Blocked	
	Improve communication and collaboration with Jet engineering and data teams	On Track	

At the end of the quarter, there should only be "Completed" or "Incomplete" statuses.

Design + Dev Hackathon

Engineer Feedback

[Engineer retrospective 2021](#)

Problem: Teams are blocked frequently by design efforts, due to limited design time, reso

Symptoms:

- Dev Teams are waiting for initial and final designs for features, estimates, technical bre
- Design team is focused on too much tactical, not enough strategic
- User research can't be prioritized
- Feasibility of designs vs short-term/long-term tradeoffs are missed
- UX not involved in observing customers/user training
- Frequent slipped delivery dates due to changing priorities, unexpected complexities, c

Impacts:

- Slow/blocked development
- Intense frustration by teams
- Lack of feedback loops with product users

Asks:

- **Hire additional UX/UI/Designers** (CZ timezone favoured by Eng)
- **Hire a dedicated Jet User Researcher**, establish best practices, feedback loops, etc
- Improve documentation/tracking of UX/UI assets (Figma)
- Define and follow design team processes
- Connect Design with users/user proxies (marketing)

Jet X Hackathon

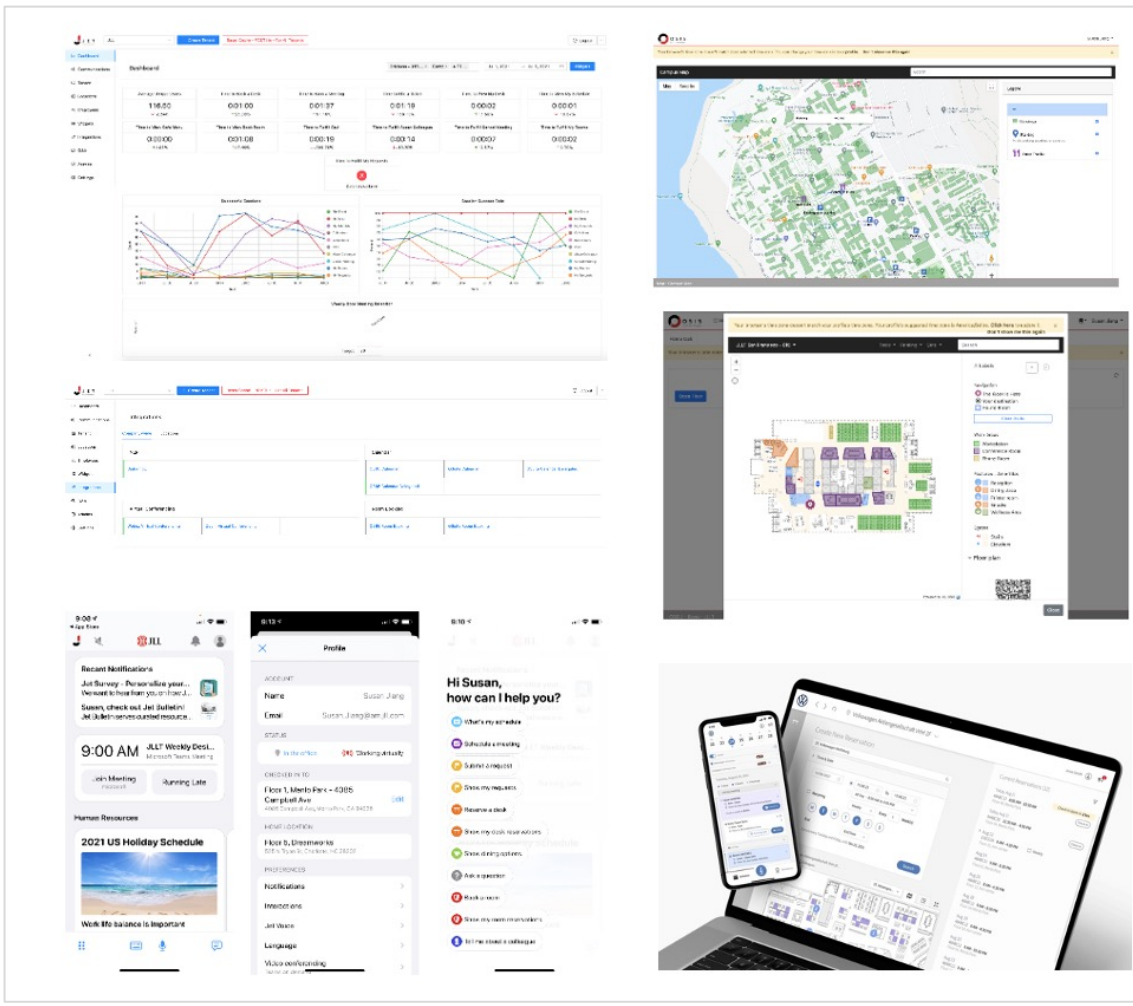


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• Topic options – Service Essentials, Design and dev process

- 2 Sprints – In person & remote
 - 1st Sprint hackathon (Mobile only): Oct 18-20
 - 2nd Sprint hackathon (Desktop/web) : Nov 1-3
- Attendees: 2 Designers + FE/BE Engineer leads + PMs + Data science
- Agenda
 - Team intro & hackathon goals/responsibilities
 - Collaborate on requirements, user flows and key metrics to capture
 - Create end-to-end prototype for demo and user research/validation
- Goal
 - Alignment on design to dev plan and timeline
 - Present prototype and user feedback to stakeholder
 - Deliver finalize acceptance criteria and designs for dev handoff/analysis
 - Onboard new CZ designer or introduce U.S. designer to dev team
- Expenses
 - 1 US > CZ: \$800-1000 roundtrip flight, \$1500 1x month accommodations, \$1000 food, \$500 transportation = ~\$4000 Total
 - CZ expenses?

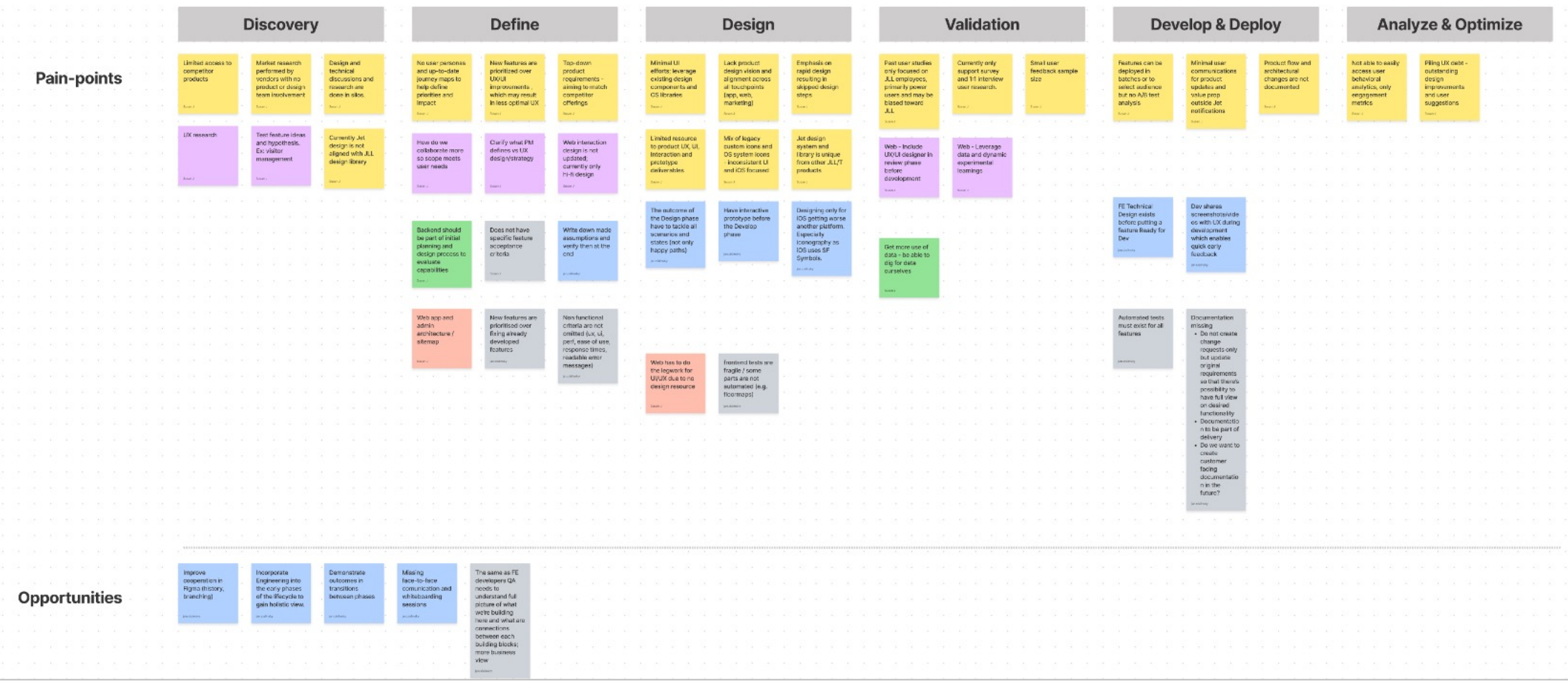
Design Process & Library Audit



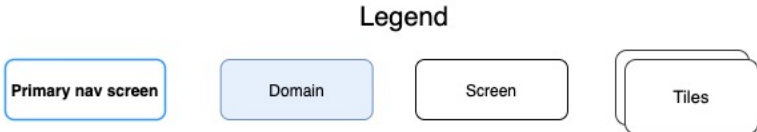
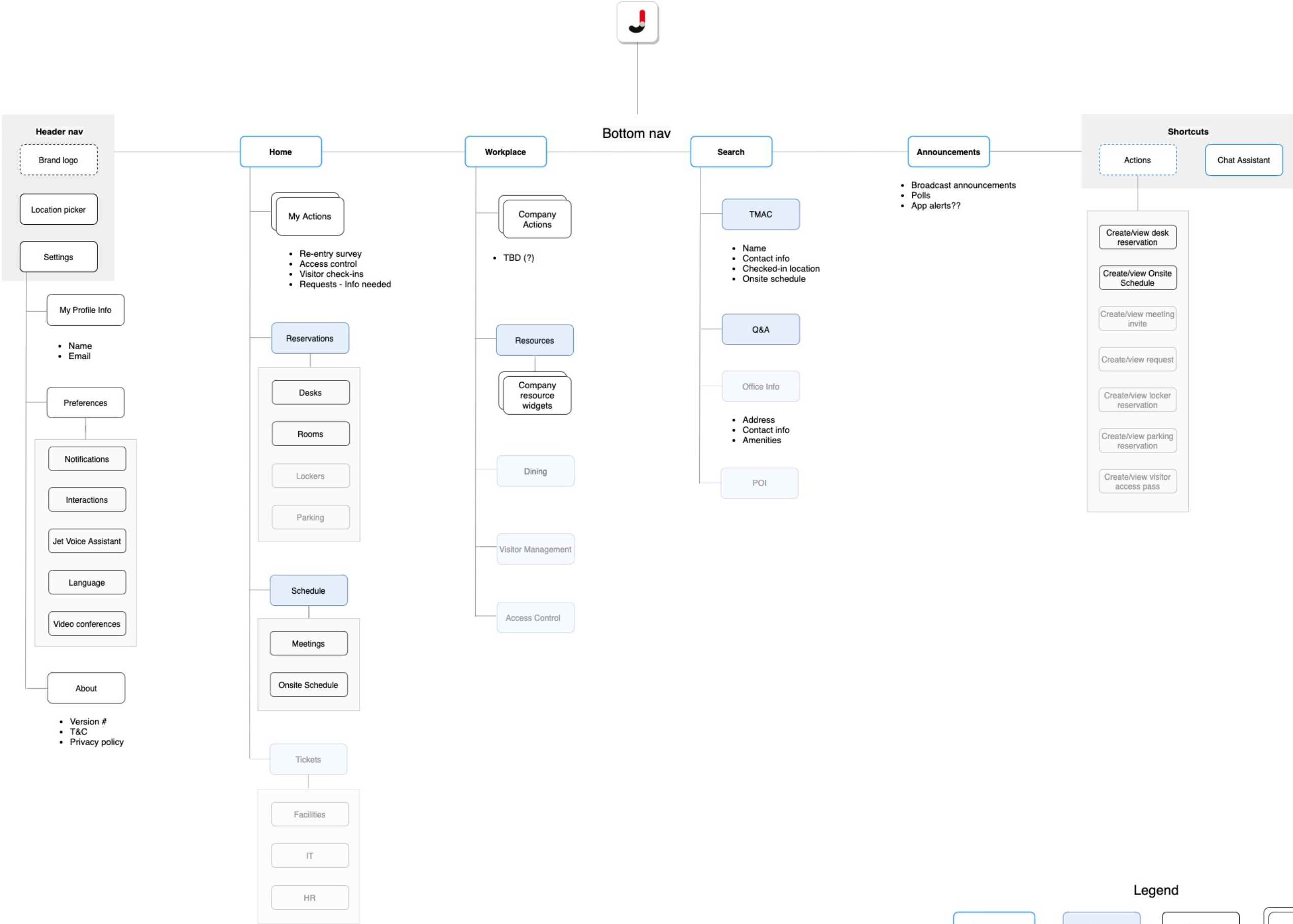
✓ Jet - Confluence (25%)	✗ OSIS	✗ Admin	Documentation & Guides (type of guide?)
✓ Jet - Figma (50%)	✗ OSIS	✗ Admin	Design Library (completeness)
✗ Jet	✗ OSIS	✓ Admin - Nivorocks	Web dev (Library?)
✓ Yes	✓ OSIS	✓ Admin	Data Viz Guide (Template?)
✗ Jet	✗ OSIS	✗ Admin	Supports Responsive
			Supports Accessibility

[FigJam link](#)

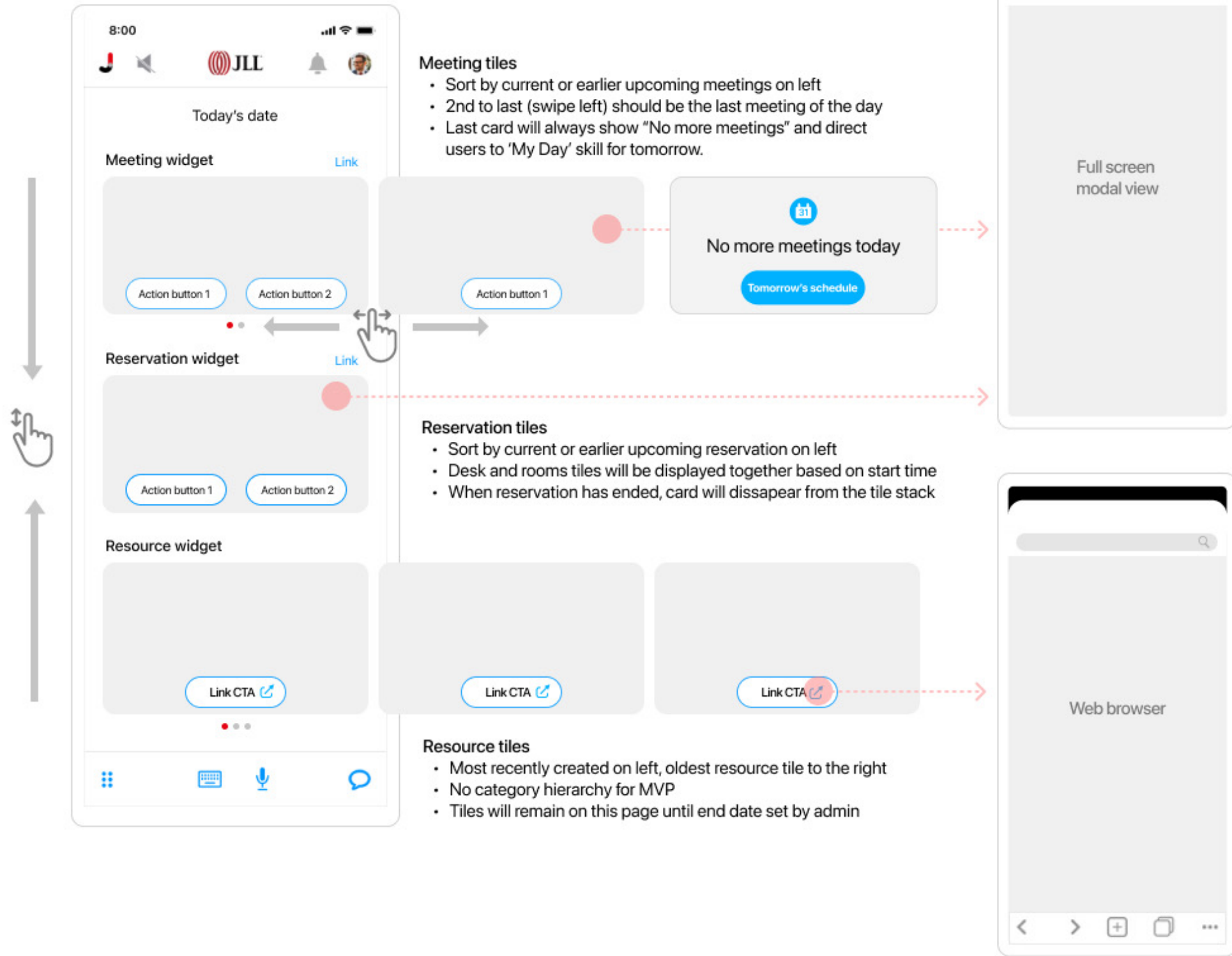
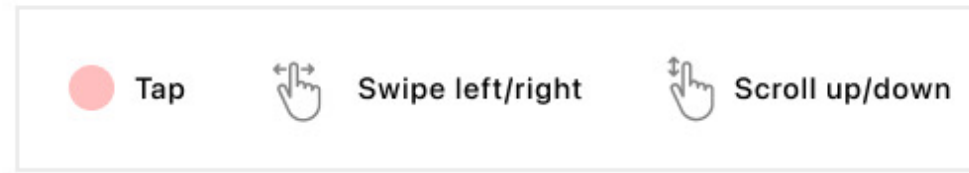
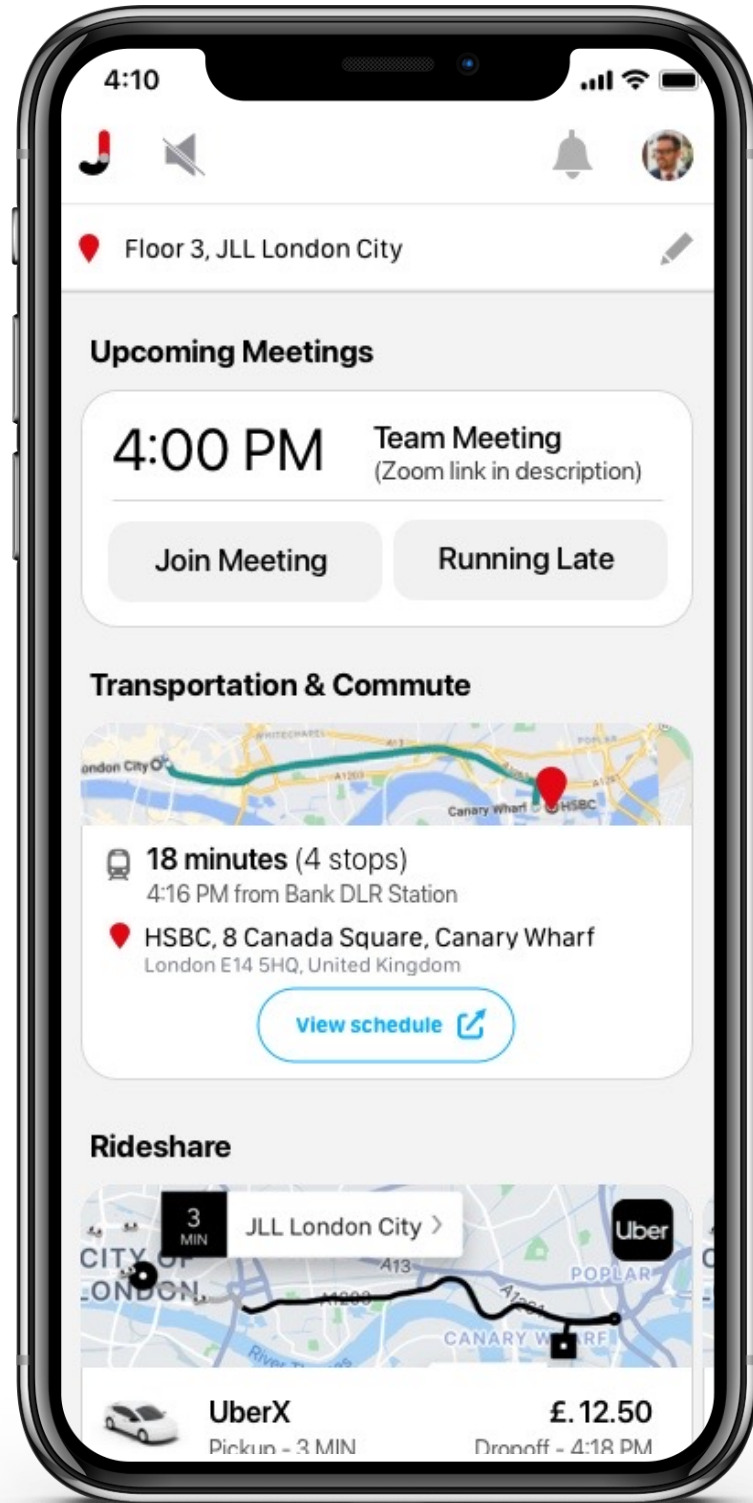
PRODUCT DESIGN LIFECYCLE



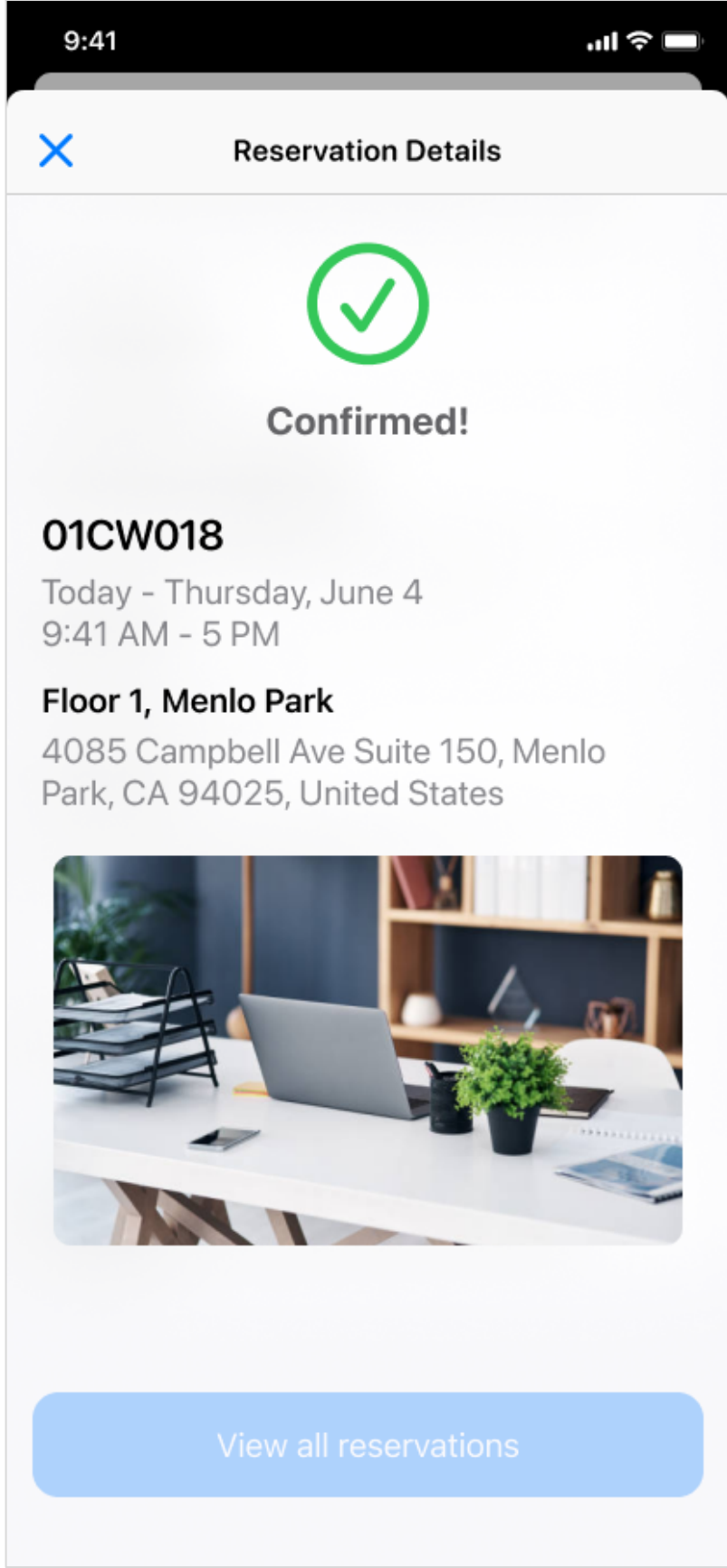
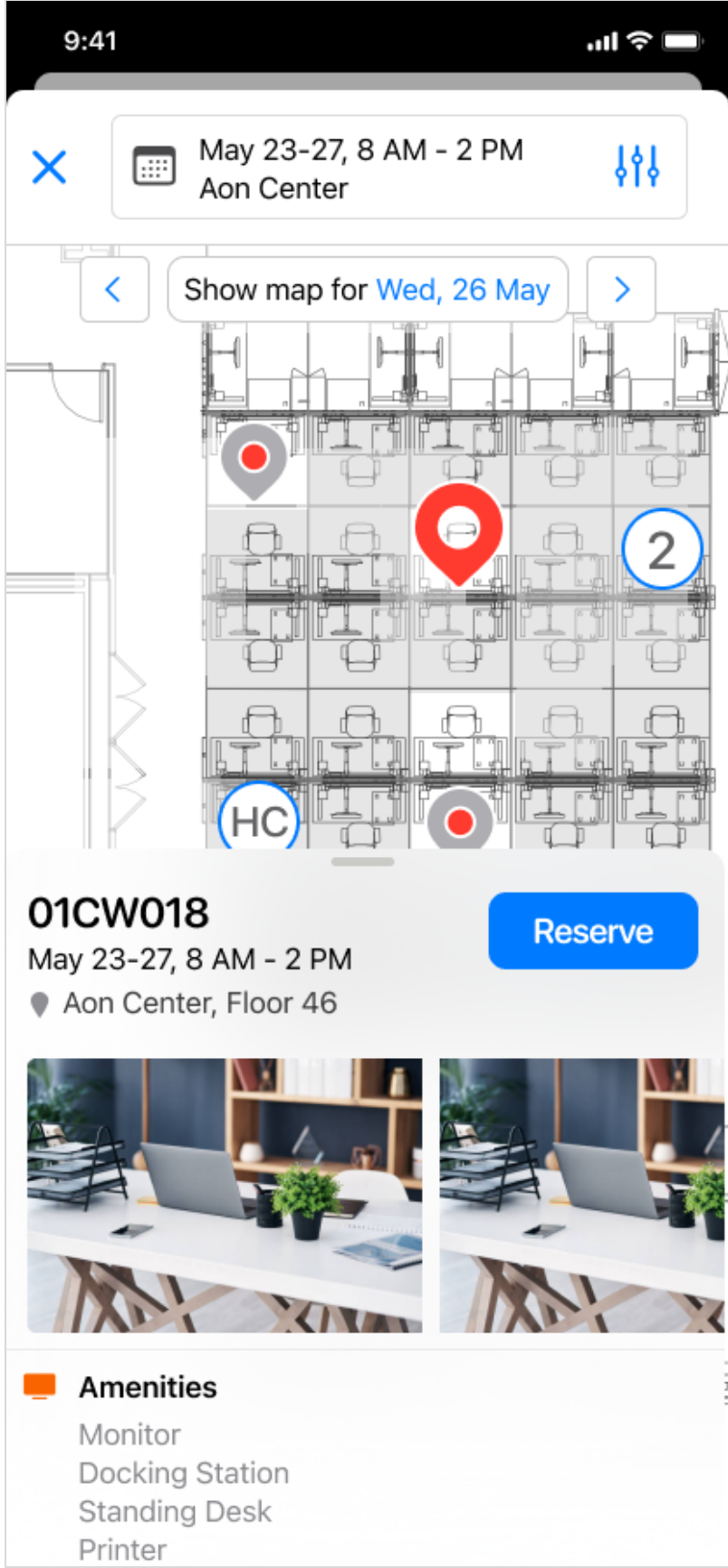
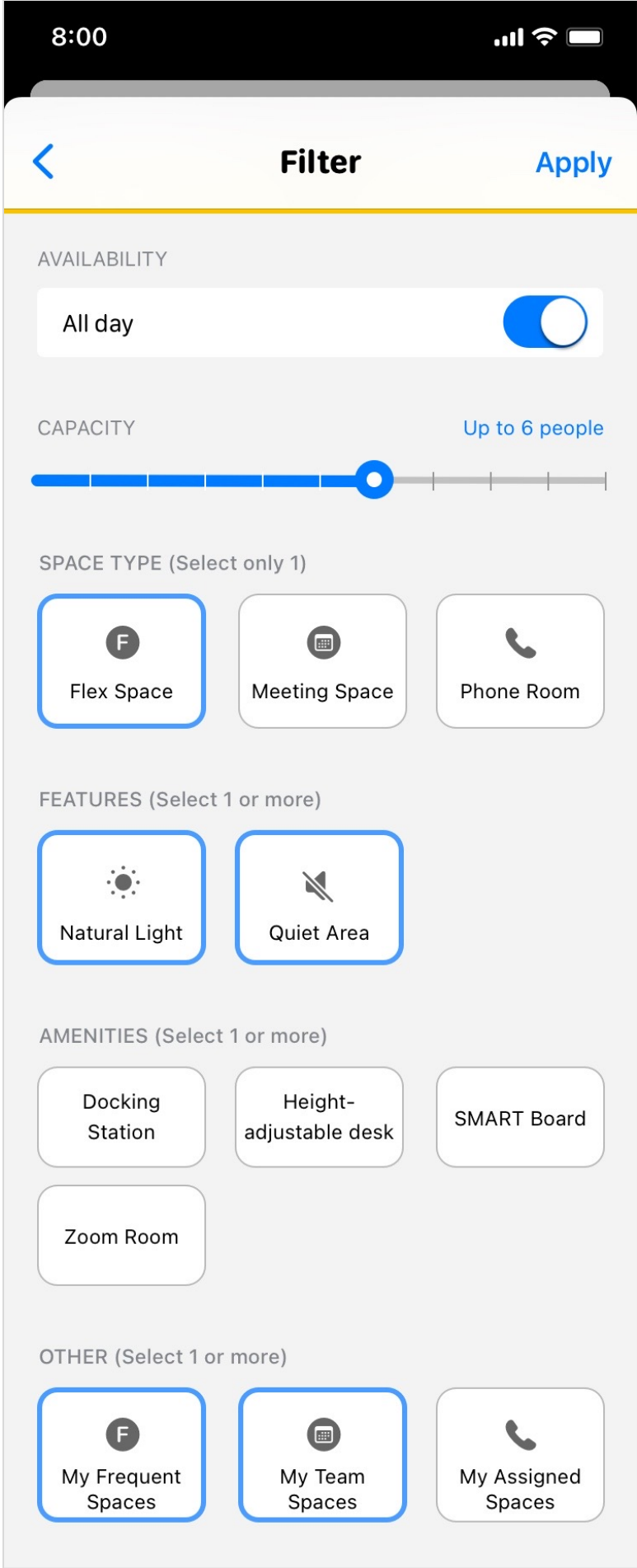
Updated IA



Interaction Guidelines



Mobile Mockups



Admin Dashboard Redesign

Navigation Sidebar:

- Home
- Dashboard
- Communications
- Tenant
- Locations
- Employees
- Integrations
- Q&A
- Admins
- Settings

Welcome administrator <name>!

The administrator can manage widgets, plan...

Get started re...

Utilization Dashboard:

- Total Room Reservations:** 326 (↓ -38.71%)
- Total Guest Reservations:** 18% (Reserved for others)
- Active Workstation:** Type 1: ?, Type 2: ?
- Reservation Source:** OSIS: 60%, Jet: 40%

Room Reservations - Total: Line chart showing reservations over time.

Room Reservations - Utilization: Stacked bar chart showing utilization by room type.

Room Reservations - Average Duration: Horizontal bar chart comparing planned vs actual duration.

Room Reservations - Total Area: Heatmap showing total square footage by space type.

Top Room Reservations Table:

Room Name	# of reservations	Last Name	First Name	Email	Floor	Building	Floor
123ABC	24	Garrison	Sam	email.address@jll.com	Building	Menlo Park	12
234ABC	21	Malarney	Bob	email.address@jll.com	City	Menlo Park	23
345ABC	18	Wong	Alison	email.address@jll.com	Country	Menlo Park	34
456ABC	12	Hell	Nicole	email.address@jll.com	Department	Menlo Park	53
567ABC	11	Brown	Martin	email.address@jll.com	Business Unit	Menlo Park	16
678ABC	8	Jackson	Daniel	email.address@jll.com	Business Unit	Menlo Park	43
789ABC	4	Garcia	Karen	email.address@jll.com	Business Unit	Menlo Park	35

Reservations Interface:

- Location:** Volkswagen HQ Herndon
- Repeat:** Does not repeat
- Date:** May 23, 2021
- Time:** 8:00 AM - 5 PM PST
- Search:** UPDATE SEARCH

Showing results on all floors

Floor 4 (Current floormap)

- 04CW018:** Fl 4, Volkswagen HQ Verndon. Most reserved desk. RESERVE
- 04OJ274:** Fl 4, Volkswagen HQ Verndon. RESERVE

Floor 5

- 05KWP21:** Fl 5, Volkswagen HQ Verndon. RESERVE
- 05KWP21:** Fl 5, Volkswagen HQ Verndon. RESERVE

Amenities: Monitor, Docking Station, Standing Desk, Printer, Wireless Charger



User Research & Testing

Qualitative User Interview Overview

Objective

The user study objective is to understand how JLL employees are using the mobile app and hear their thought process as they are interacting with JiLL.

Goal

The goal of this user study is to hear from real JiLL users to gather insights, questions and takeaway action items to help optimize JiLL's user experience.

User Study Methodology

We conducted 1:1 qualitative interviews focus on different skills/features as well as future design considerations.



Namrata Rao
Senior Product Manager,
JLLT



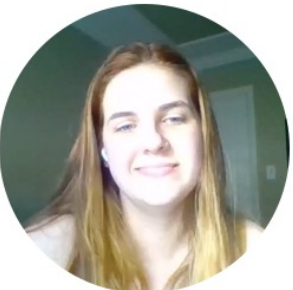
Kevin Zimmer
Executive Director,
JLLT



Reeves Davis
Executive Director - Client
Solutions, JLLT



Steven Post
VP Account Executive, JLLT



Maureen Gogan
Technology Project Manager,
JLL



AJ Patterson
Director of Workplace
Experience, JLLT

Active vs Inactive User Survey

Objective

The user study objective is to understand gaps and improvements for Jet when it comes to onboarding and user retention.

Goal

The goal of this survey is to gather and analyze user feedback when it comes to usability and user values.

User Study Methodology

Survey

Sent out 2 product surveys to ACTIVE and INACTIVE users via Qualtrics survey tool.

User study candidate requirements

- Survey
 - Active: used Jet at least once in last month
 - Inactive: has not use Jet in the last month

Audience:

- Survey responses
 - Active: 48
 - Inactive: 64

UX Interview Script & Findings

Chip designs
 Chip design 1 (2 line chips with scrolling)
 Chip design 2 (1 line chips, stacked)

Question to ask:
 1. Which design do you prefer? Why?

Status: Working virtually / in the office
 Task: I am going to share with you 2 different status from working in the office to working virtually.
 Flow 1: [Show V0.7.26 C](#)
 In this flow the current status is set to "working in the office." Please share your thoughts about this experience.
 1. Was the most important information else would you want to see?

Flow 2: [Show V0.7.27](#)
 In this flow the current status is set to "working virtually." Walk the user through the experience.
 1. Was it clear what suggested change status?
 2. Was it clear why the suggestions were made?
 3. Would you probably accept these changes?
 4. What other suggested actions might you expect?

After show both flows discuss these points:
 1. Was it clear what impact or effects would be?
 2. Would you find setting your status in the app or why not?
 3. Would you want the app to prompt you to change status?
 4. Are there any other statuses you would want?

Book a room
 Task: You are interested in booking a room and you are presented with these cards.
 Questions to ask:
 1. [Show this image](#): (3 images to share) What do these numbers mean to you?
 a. *Note to facilitator: Show room option cards with (n/a), (?), (capacity unknown) in relation to other cards where the capacity is known. Show this in the pre-confirmation cards as well.*
 2. What type of amenities and/or information would you like provided to you about a room before booking it?
 3. [Show this flow](#): JiLL presents you with different rooms you can reserve. Note that one of the rooms is located on a different floor. You tap on the map to see where the rooms are located. How would you expect the map to behave when rotating through the cards.

Test through discussion

Overview page:
 Task: Let's say you came into JiLL and you were presented with an overview page. The goals of the overpage include:
 • Maximize Productivity with Mobile Information and Workflows: Put the information, schedules, workflows, etc. employees need right at their fingertips.
 • Reduce employee turnover: Transform the employee experience and help the workforce connect to each other, and to the information they need.
 Questions to ask:
 1. What would you want to see on this page?
 2. Would you want to see different things throughout the day?

JiLL on Desktop:
 Questions to ask:
 1. Would having JiLL on Desktop be useful to you? Why or why not?
 2. How would you [imagine](#) using it if it were?
 a. Website?
 b. Used through Slack?
 c. App on your desktop like a program that needs to be installed?
 3. Would you want to talk to JiLL out loud if it were on desktop?
 4. Would you expect JiLL to talk back to you if it were on desktop?

Skill/Feature	Findings (Pain points, observations, acclamations)	Type	% of users	# of users reported or commented	# of users tested or asked
Onboarding	User is not sure how to get started	Improvement	100.00%	1	1
Onboarding	User did not know what the difference with blue and orange was	Improvement	100.00%	1	1
Onboarding	User is confused if they use existing JLL account or new JiLL password	Improvement	100.00%	1	1
Onboarding	FTU User is asked to sign in again, then prompt permission access	Bug	100.00%	1	1
BaM	User is unsure if they need first AND last name for schedule meeting	Clarification	100.00%	1	1
BaM	User is not able to use 'cancel the request' utterance to cancel event	Improvement	100.00%	1	1
BaM	User had issues updating the BaM request from Tuesday to Thursday	Bug	100.00%	1	1
BaM	Meeting options are conflicting - Works for all, You're unavailable, Outside attendee's working hours.	Improvement	100.00%	1	1
BaM	Meeting options do not include timezone, which is confusing to user	Improvement	50.00%	1	2
BaM	User mentioned a meeting option does not work for me, it should not be displayed	Improvement	100.00%	2	2
BaM	User initially did not know "calenda cannot be accessed" means attendee is outside the organization	Improvement	100.00%	1	1
BaM	User would like ability to see or edit who's required and optional	Improvement	100.00%	1	1
BaM	User commented the meeting booking interactions does not match behavior in Outlook	Comment	100.00%	1	1
BaM	User noted it would be more likely to use meeting titles options that are hot buttons (chips)	Comment	50.00%	1	2
BaM	User expect quick chat as 15 min default	Comment	100.00%	1	1

User Study Overview

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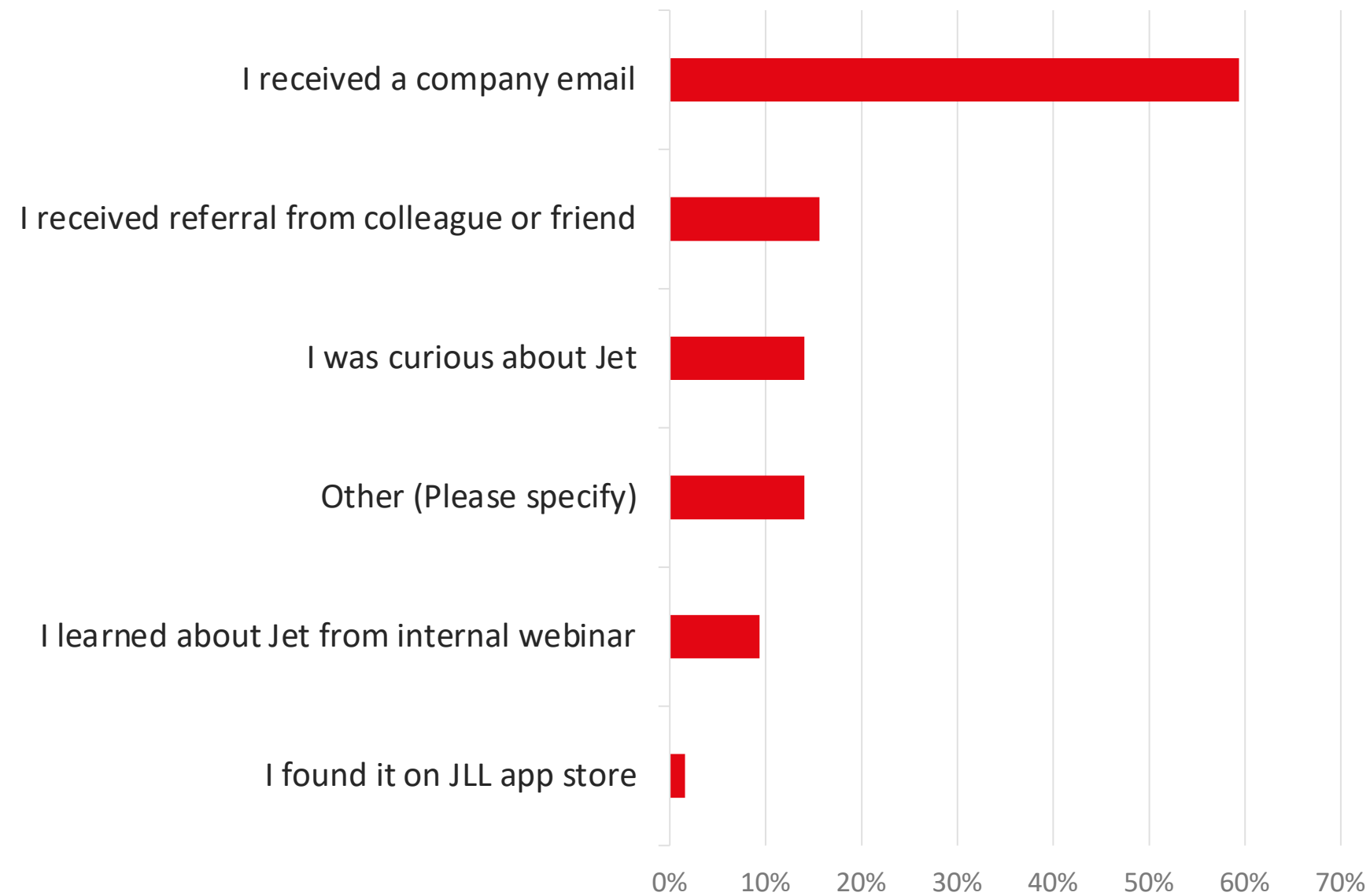
Audience:

- Survey responses
 - Active: 48
 - Inactive: 64

Active Users

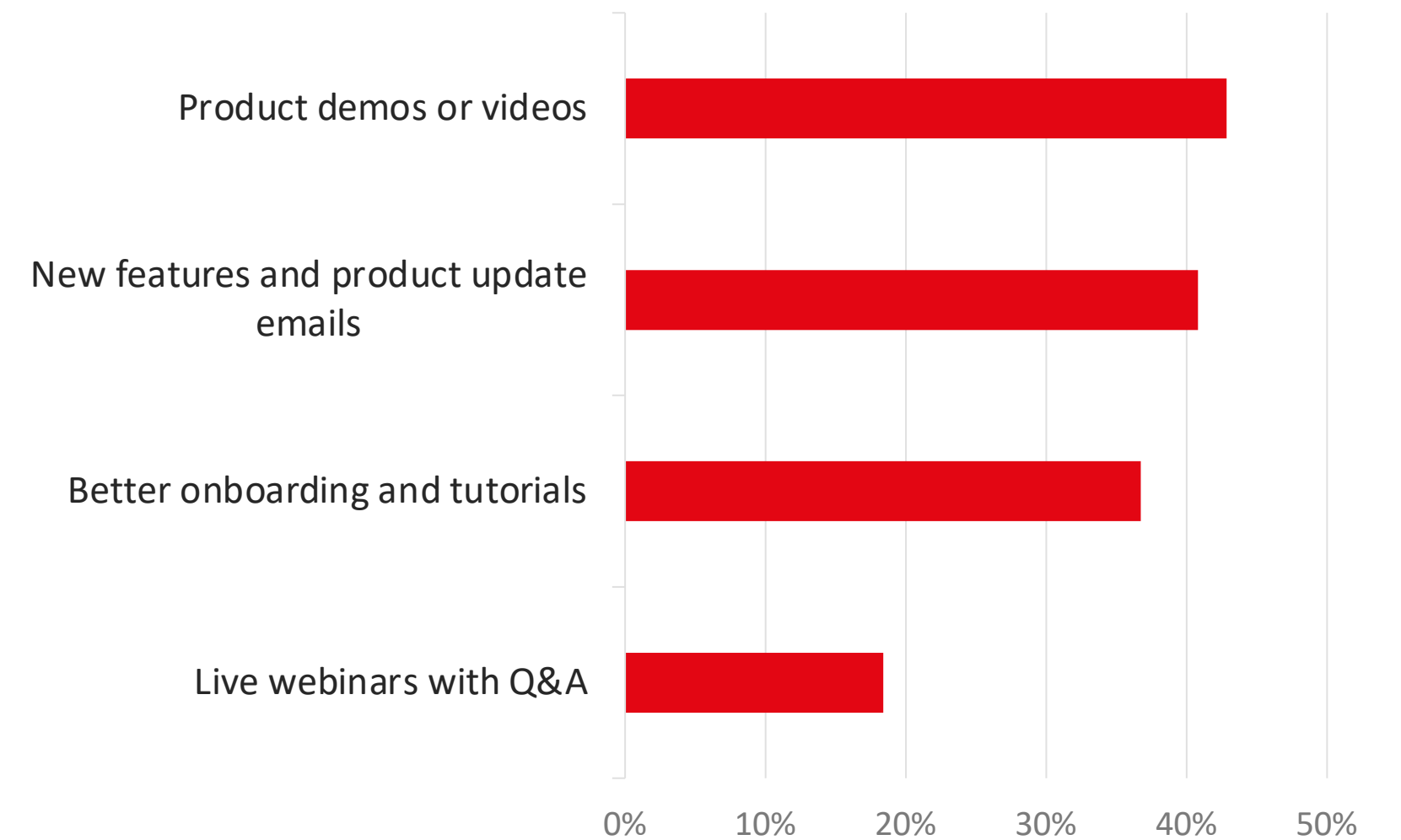
What prompted you to download Jet?

Select all that applies



Which of the following would enhance your experience and understanding of Jet?

Select all that applies



Active Users

What are the important things you want to know or learn about Jet when you first download/update the app? *(Rank in order)*

- 1.** Key benefits
- 2.** How to use the app
- 3.** System integrations
- 4.** How to personalize or customize Jet
- 5.** Voice capabilities
- 6.** Other

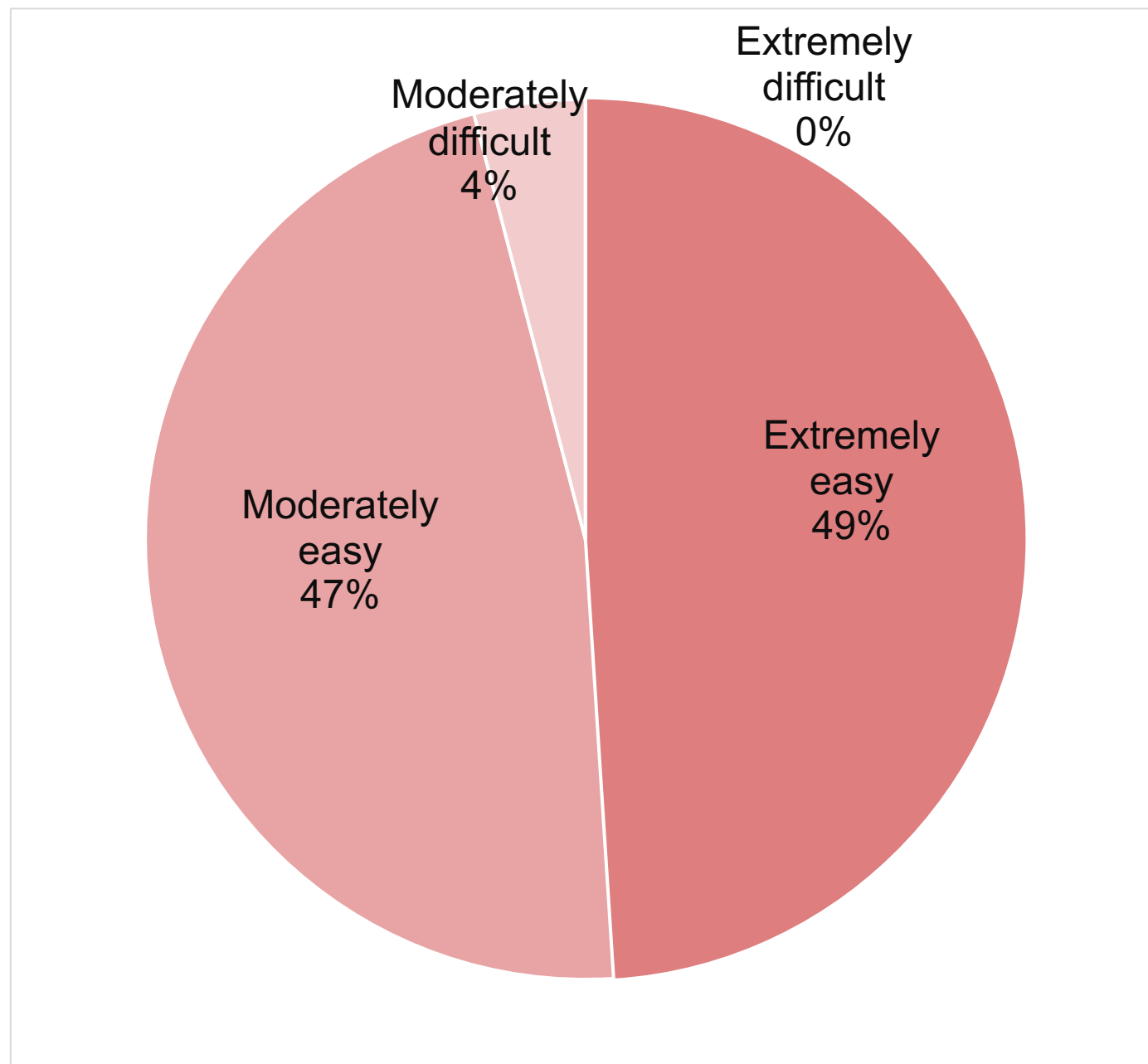
What notifications would you want in Jet? *(Rank in order)*

- 1.** Upcoming reservations
- 2.** Company news or policy updates
- 3.** COVID-19 updates
- 4.** App updates
- 5.** Other

Active Users

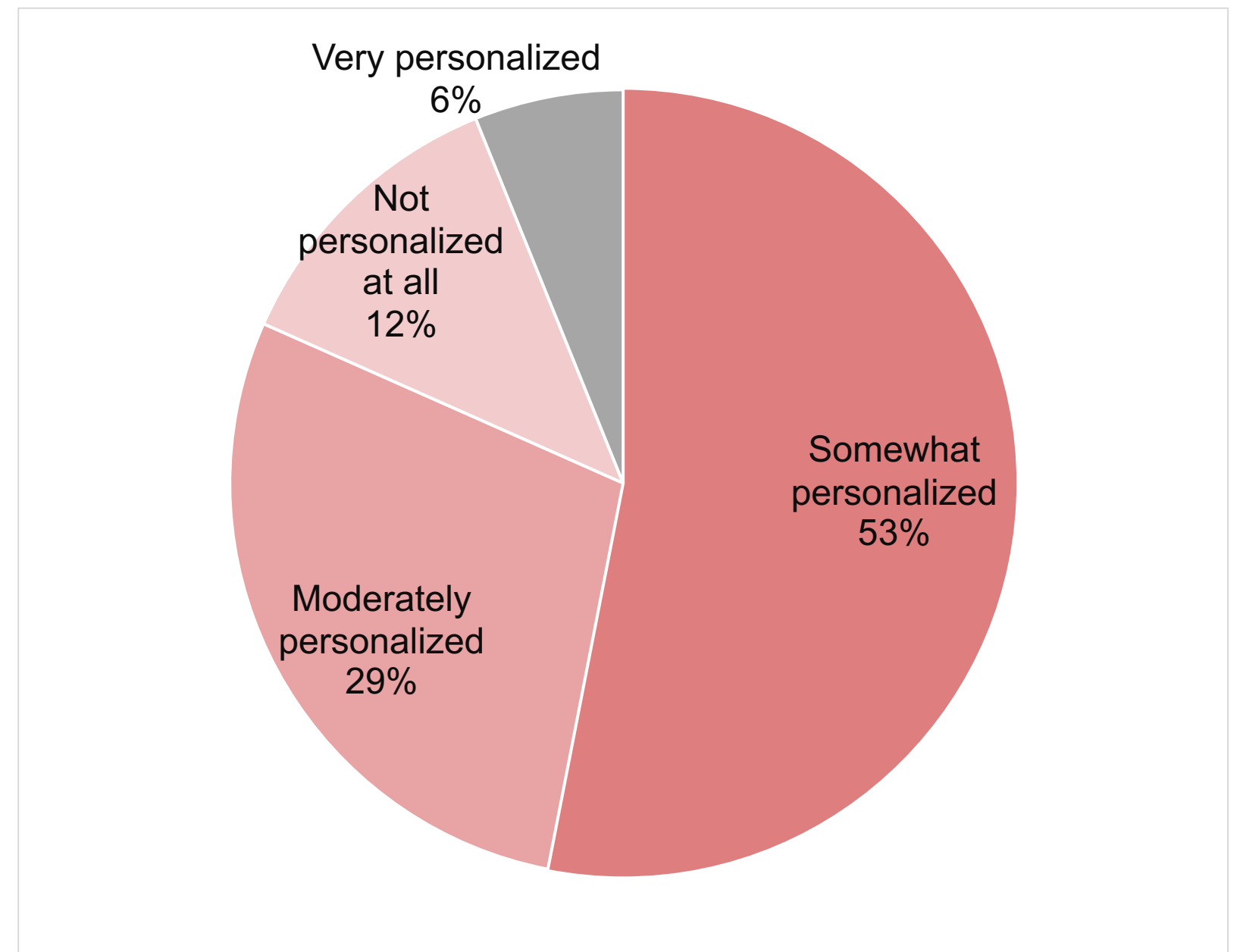
How easy was it to use Jet?

Select 1 answer



How would you rate Jet's personalization?

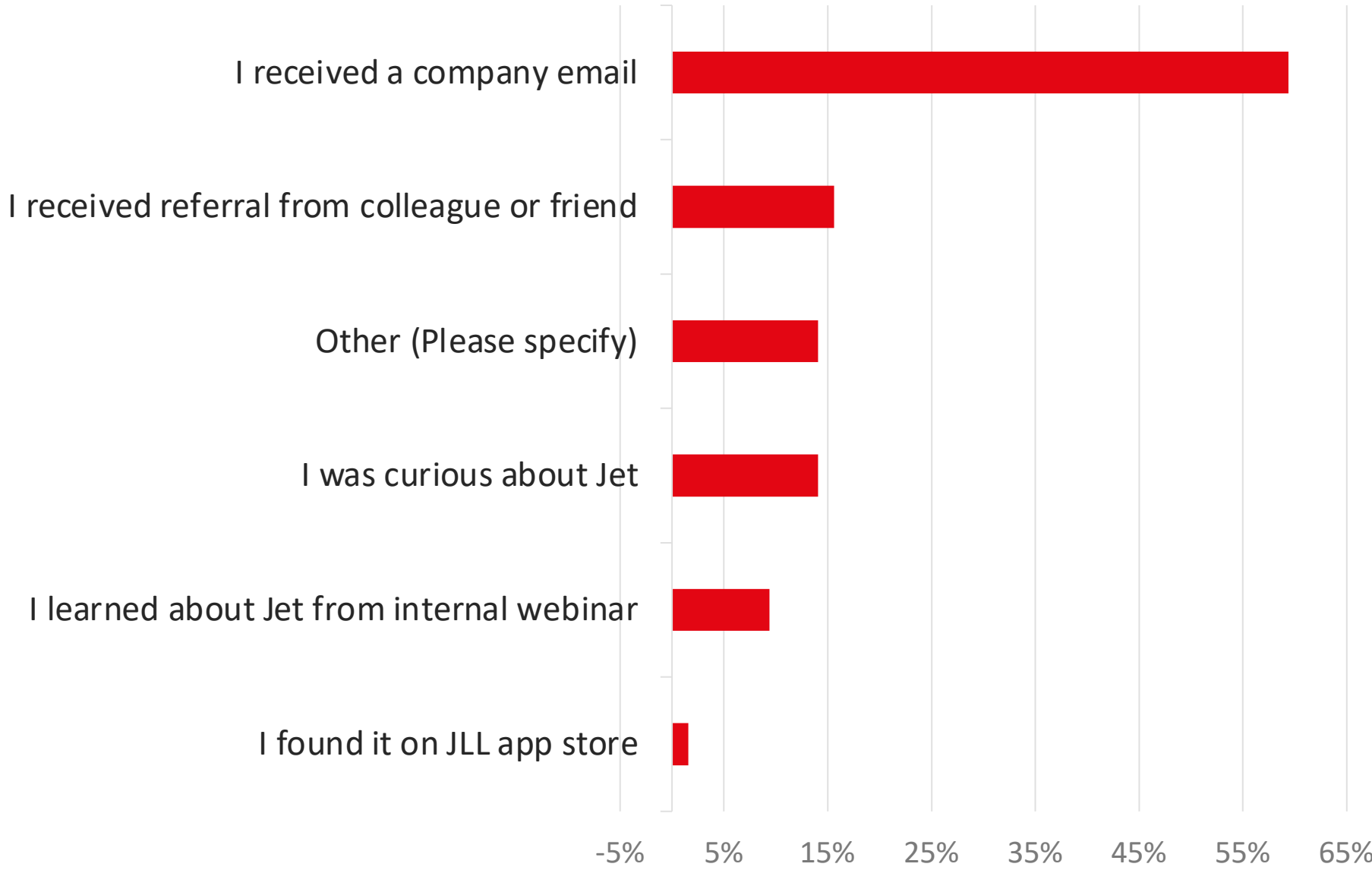
Select 1 answer



Inactive Users

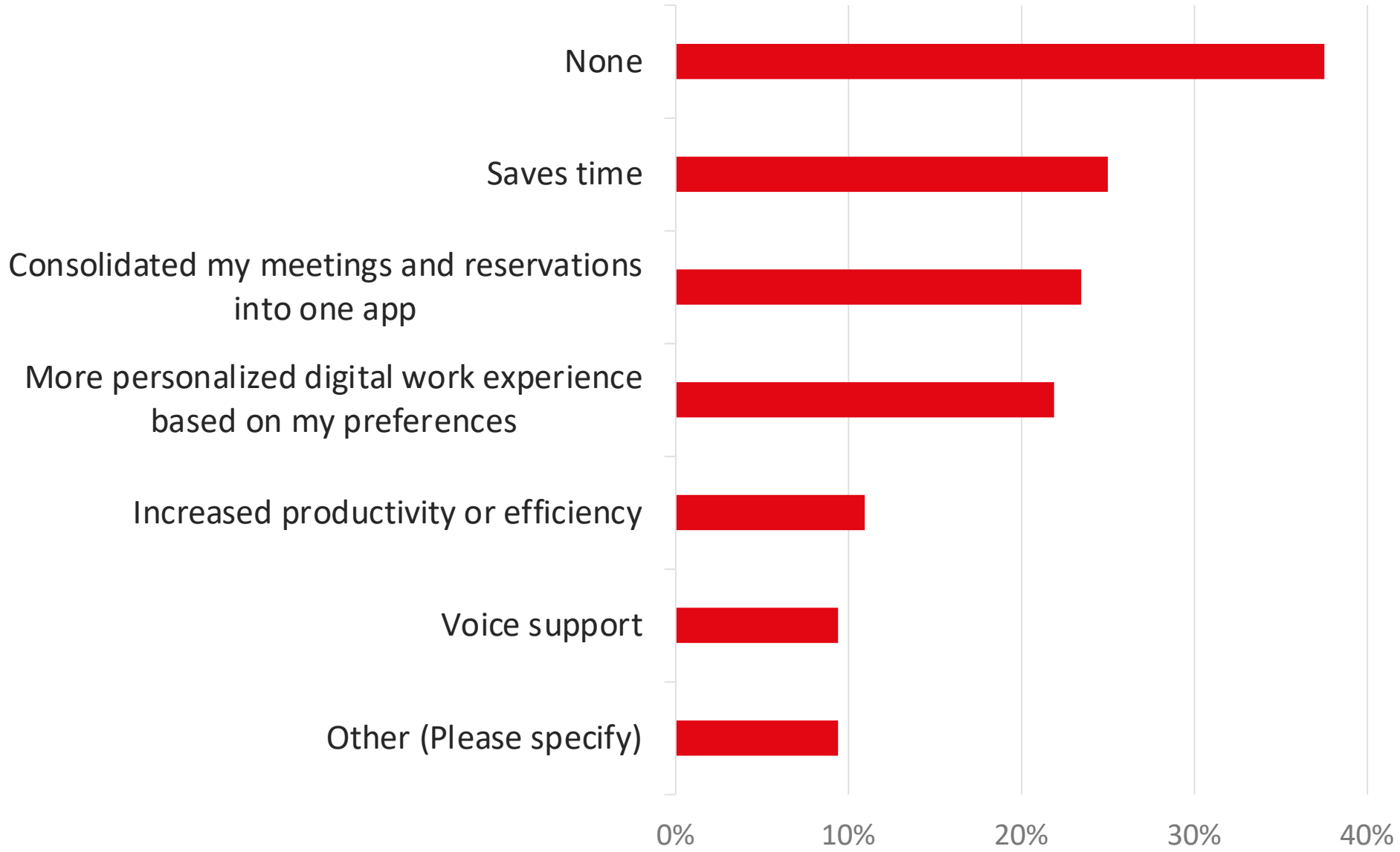
What prompted you to download Jet?

Select all that applies



What benefits are you getting from Jet?

Select all that applies



Inactive Users

What are the important things you want to know or learn about Jet when you first download/update the app? (Rank in order)

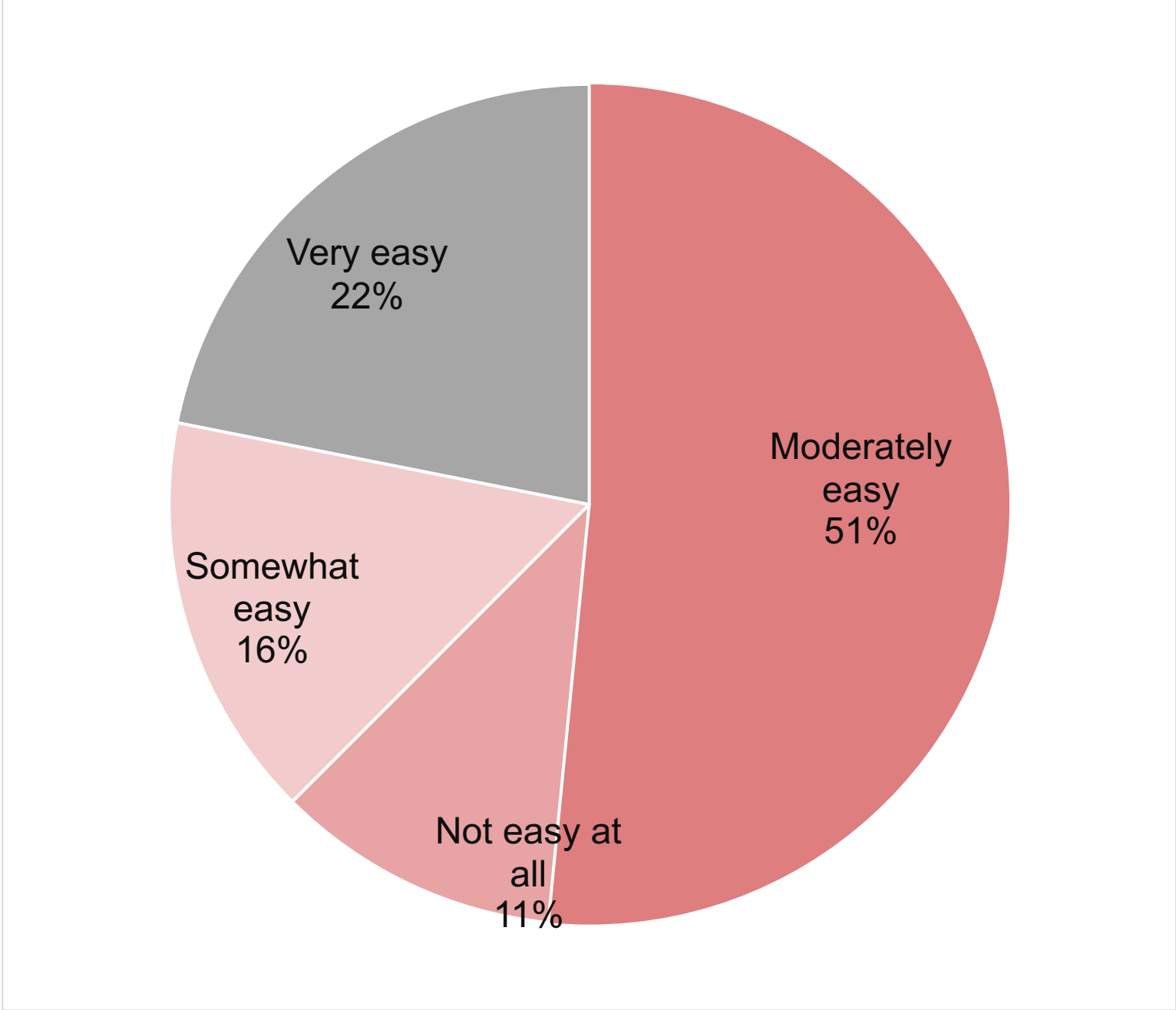
- 1.** Key benefits
- 2.** How to use the app
- 3.** System integrations
- 4.** How to personalize or customize Jet
- 5.** Voice capabilities
- 6.** Other

What notifications would you want in Jet? (Rank in order)

- 1.** Company news or policy updates
- 2.** Upcoming reservations
- 3.** COVID-19 updates
- 4.** App updates
- 5.** Other

Inactive Users

How easy was it to use Jet?
Select 1 answer



Inactive Users

Anything you would change, add or remove from Jet?

Open ended

*As I am not a fan of voice-driven or text-based apps, I would like to see a **more graphical UI** as an option. Several JLL clients will not accept voice-driven apps in their environment due to privacy concerns which limits Jet's adoption.*

*More **HR reminders** & required actions*

Very similar to Siri, no value added...

*New features will make it even better (**ordering lunch or coffee, way finding, door / elevator access, reporting temperature issues, etc.**).*

*Restaurant suggestions need to be more than Uber Eats and Door Dash. It should pull up **restaurants nearby** in a certain mile radius of office I'm working in and then **group by \$\$**.*

*It would be nice if it had options to **call an admin** at a specific location that you are looking to book at.*

*Add in feature to **schedule meeting for a specific time** rather than what times are available would be helpful.*

*Make **same day appointment** invites available or **easier** to book please.*

Key Takeaways

Onboarding

- Employees want to learn Jet capabilities at their own pace; self help materials outranked webinars
- Top request for improving product understand is more engaging training materials such as tutorials, videos and demos.
- Setup and access are pain points for some new users
- UX and design should be intuitive with contextual tips to guide users through the app
- It is not clear to users how to personalize Jet

Product Improvements

- Users would like the ability to customize Jet for a more personal experience based on their preferences and app behaviors
- Users want an end-to-end workplace experience, from planning their arrival to door/elevator access to meal planning and transportation.
- Improve voice comprehension and add more commands
- Add capability to set specific criteria and parameters when scheduling meeting or booking rooms

Communications

- Demonstrate the value, benefits and key differentiator of Jet along the user's journey
- Users are interested in learning about Jet integrations and how to leverage them
- Opportunity to align product and marketing communications with office re-openings and policy updates
- Introduce WFA or hybrid work model use cases so users learn to use Jet even when not working in an office
- Users would like to Jet to keep them informed on company news and office/location-based updates.

User Journey

	Onboarding	Setup	Planning	Check in	In the office	Post-visit
Happy						
Neutral						
Unhappy						
Thoughts & Concerns	<ul style="list-style-type: none"> What is this new/enhanced feature? How does it benefit me? I want to get through onboarding quickly so I can start using Jet 	<ul style="list-style-type: none"> What information does Jet capture from my work calendar? Who will see my schedule/availability? Is Jet or my employer tracking my whereabouts? 	<ul style="list-style-type: none"> How can Jet help me with planning meetings and f2f interactions? What does Jet use to calculate the recommendations? Are there any new precautions in the office I need to be aware of? Is it worth it to come into on this day/time? How do I notify colleagues I changed my mind and not going in? 	<ul style="list-style-type: none"> What type of verification do I need to for check-in? Is it still safe to go in the office today? Where are my meetings and reservations today? Who else is in the office today and at what time? 	<ul style="list-style-type: none"> Where are my onsite colleagues? Where are my booked spaces? What should I have for lunch and who do I want to invite? 	<ul style="list-style-type: none"> Will Jet automatically check me out? If I leave the office, will Jet update my Onsite Schedule? Should I inform my colleagues I am leaving/ OOO?
User Goals	<ul style="list-style-type: none"> Understand how I can use Onsite Schedule to improve peer collaboration and communication I only want information that's relevant to my work model. 	<ul style="list-style-type: none"> Easily add my schedule/availability Quickly find colleague's I would collaborate with in person Create teams or tags so I can organize my colleagues Ability to customize notifications and privacy settings so Jet does not become a nuisance 	<ul style="list-style-type: none"> Find the right time and space for office f2f meetings Ensure I make the most out of my time in the office; whether it's for collaboration or focus Jet should help inform my onsite schedule/ collaboration planning Jet prompt attendees to 	<ul style="list-style-type: none"> I need to confirm the process for going into the office Get a map of where my desk is at Easily check in to office building and spaces via Jet 	<ul style="list-style-type: none"> Connect with colleagues who are also in office Easily invite onsite colleagues to connect/ collaborate based on all attendee's location and availability 	<ul style="list-style-type: none"> Jet automatically updates my schedule Minimize my tasks when it comes to checking out Mute any irrelevant notifications
Actions (CTA's)	<ul style="list-style-type: none"> Select work model Location permissions Skip (feature onboarding & location permission) 	<ul style="list-style-type: none"> Follow/fav colleagues Set schedule Add default schedule Set privacy settings Enable feature notifications 	<ul style="list-style-type: none"> Check followed colleague schedule Follow more colleagues Book meetings (Calendar or Jet) Book space reservatons <ul style="list-style-type: none"> Near colleagues Only when % of users are in the office If <% (majority) of attendees will not be onsite, Jet will inform me not to go on and add VC 	<ul style="list-style-type: none"> Re-entry survey Check in View schedule/reservations Find colleagues who are onsite (list/map) Filter colleagues who are onsite (list/map) 	<ul style="list-style-type: none"> Setup ad-hoc/informal f2f time View (& navigate) floormap Notify colleagues my availability File IT/service tickets Enable feature notifications 	<ul style="list-style-type: none"> Check/badge out Update Onsite Schedule Message collagues TY or Nice meeting you Trigger space cleaning

Hybrid Workplace Hackathon



TEAM: HackToTheFuture

Elinor Shulzinger (based in CA)

Susan Jiang (based in CA)

Marco Farallo (based in Sydney)

Terry Griffen (based in Sydney)

THEME: *The Future Is Hybrid*

PROBLEM STATEMENT

Employees working in a hybrid model are going into an office mainly to collaborate with their team or the wider Business. New employees face more challenges onboarding and meeting colleagues in-person as companies move away from assigned seating.

"I want to feel safe and stay up to date when I return to office."

"I only want to come into the office when I know certain colleagues will be there."

"I started this job during the pandemic so I would feel lost going in when nobody is there."

"How will I know where to find my colleagues if there are no longer assigned seats?"

1. What top challenges do you expect when bringing the workforce back to the office?(Multiple Choice)

They don't feel safe 29%

They don't understand/keep up with changing office procedures 24%

They want to come in only when specific colleagues are also there 56%

Few or no others at the office 29%

Home-life obligations (child/elder care, etc) 45%

VALUE PROP



Configurable wayfinding based on each user's needs and agenda

Custom CMS solution to aggregate spatial, people and event data

Gather contextual insights on how users are navigating through JLL/client properties and assets



Easy to onboard new employees and visitors to JLL/client properties

Leverage AI to automate onboarding and tour process

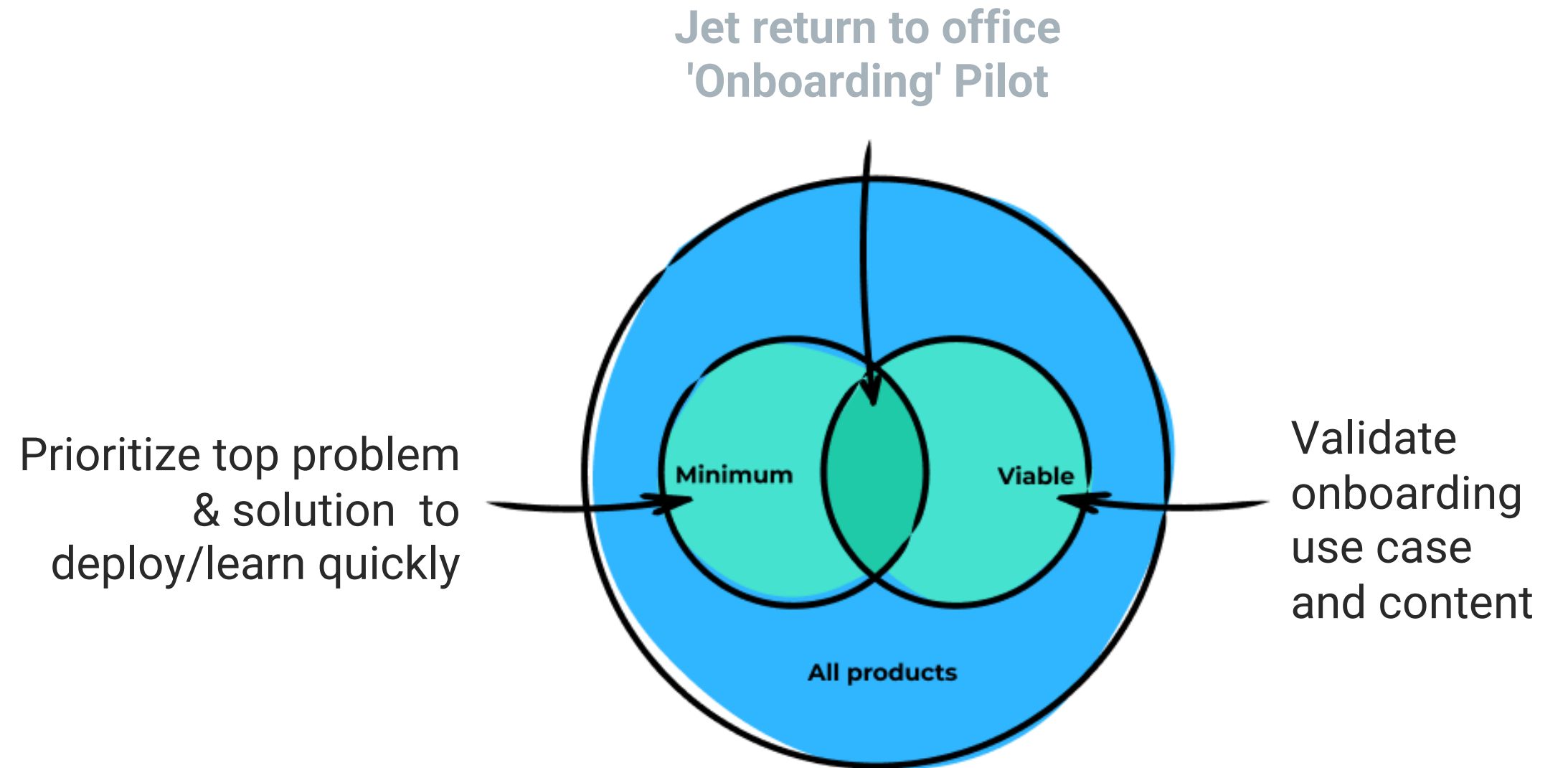
Save costs/time and reduce onboarding friction

METHODOLOGY

MVP PROCESS

- Market research & competitive analysis
- Client & user feedback
- User personas, use cases & journey
- Architecture diagram
- Prototype development
- Usage and behavior analysis
- Optimize for pilot launch
- PILOT -> Perth, AUS

- New employees hired after March 2020
- A/B test with visitors



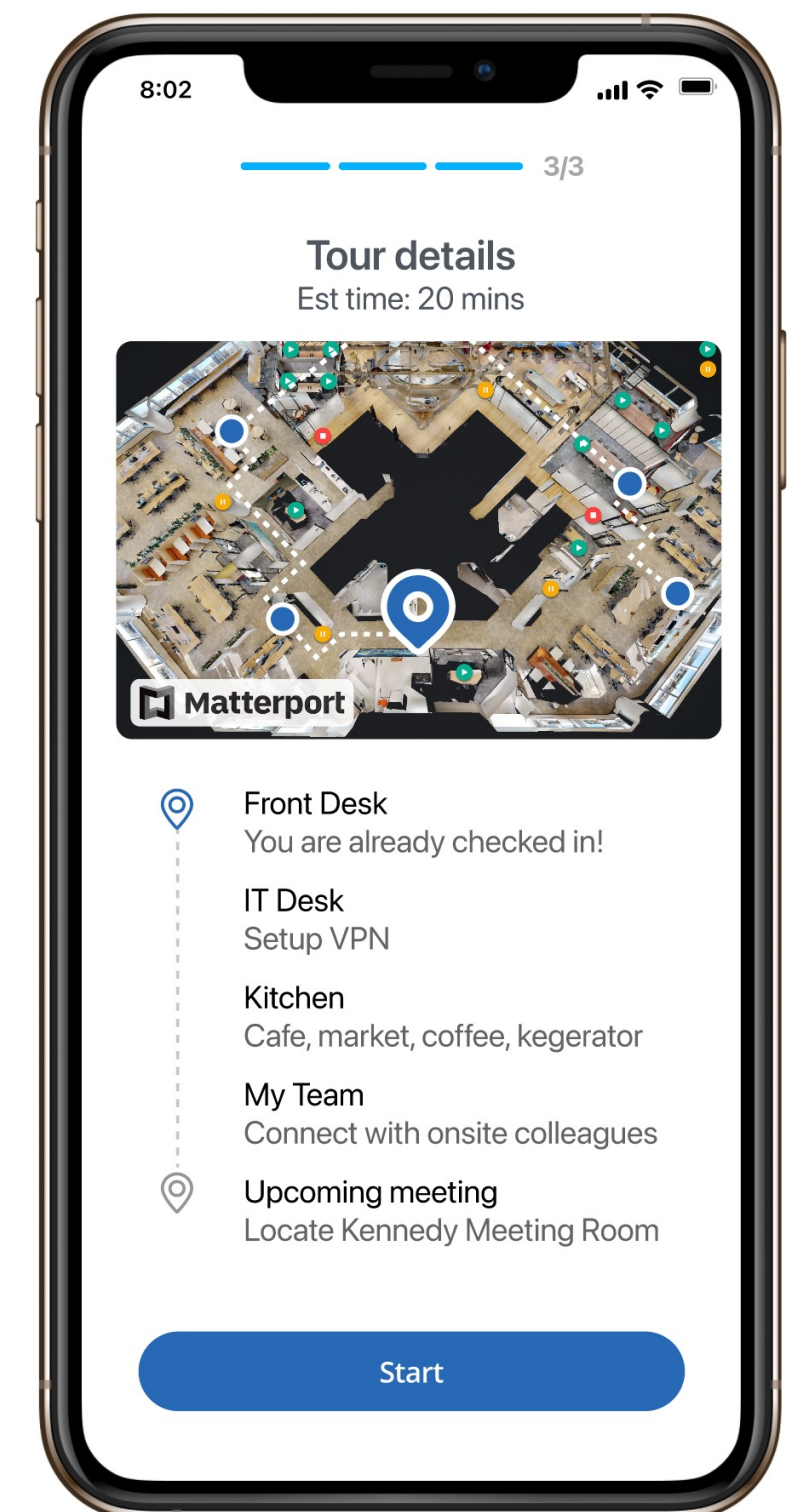
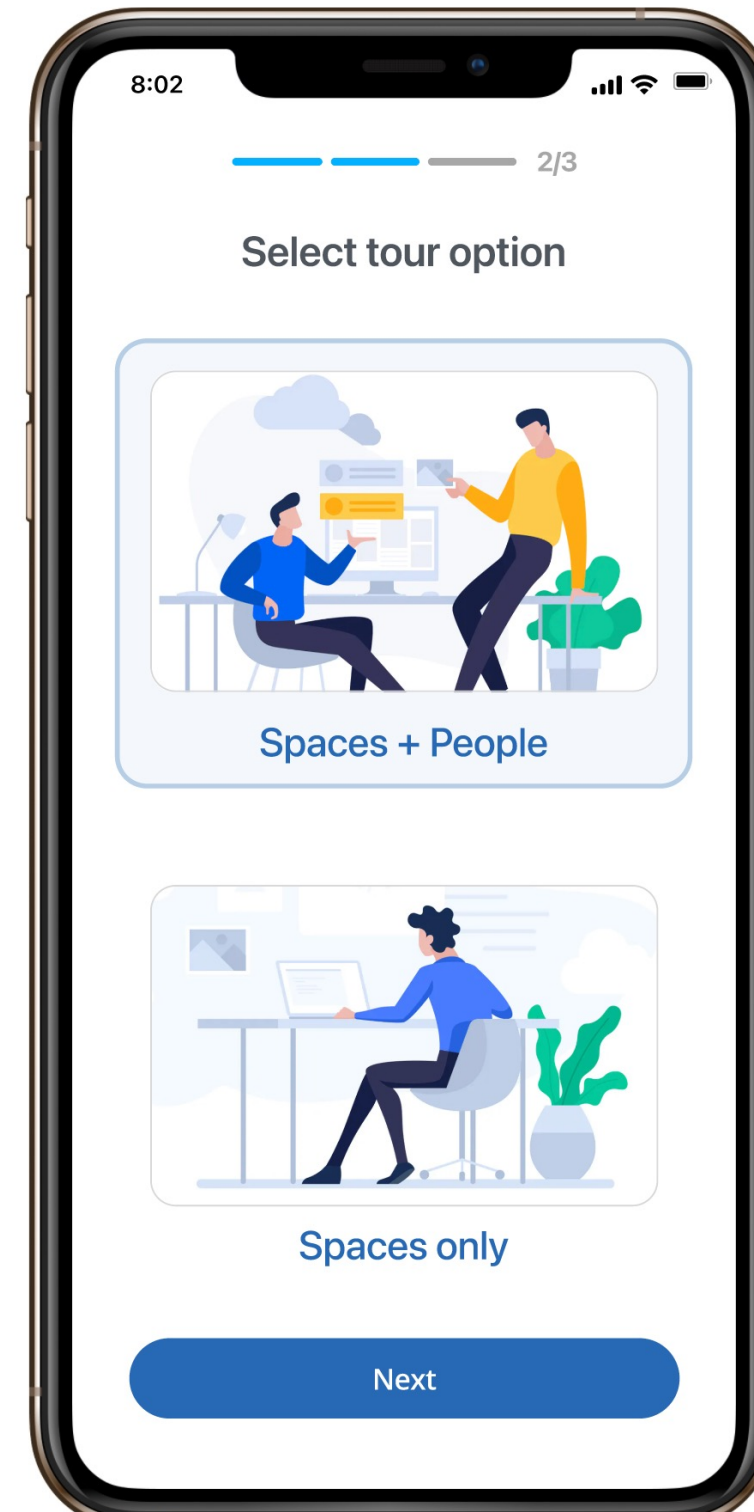
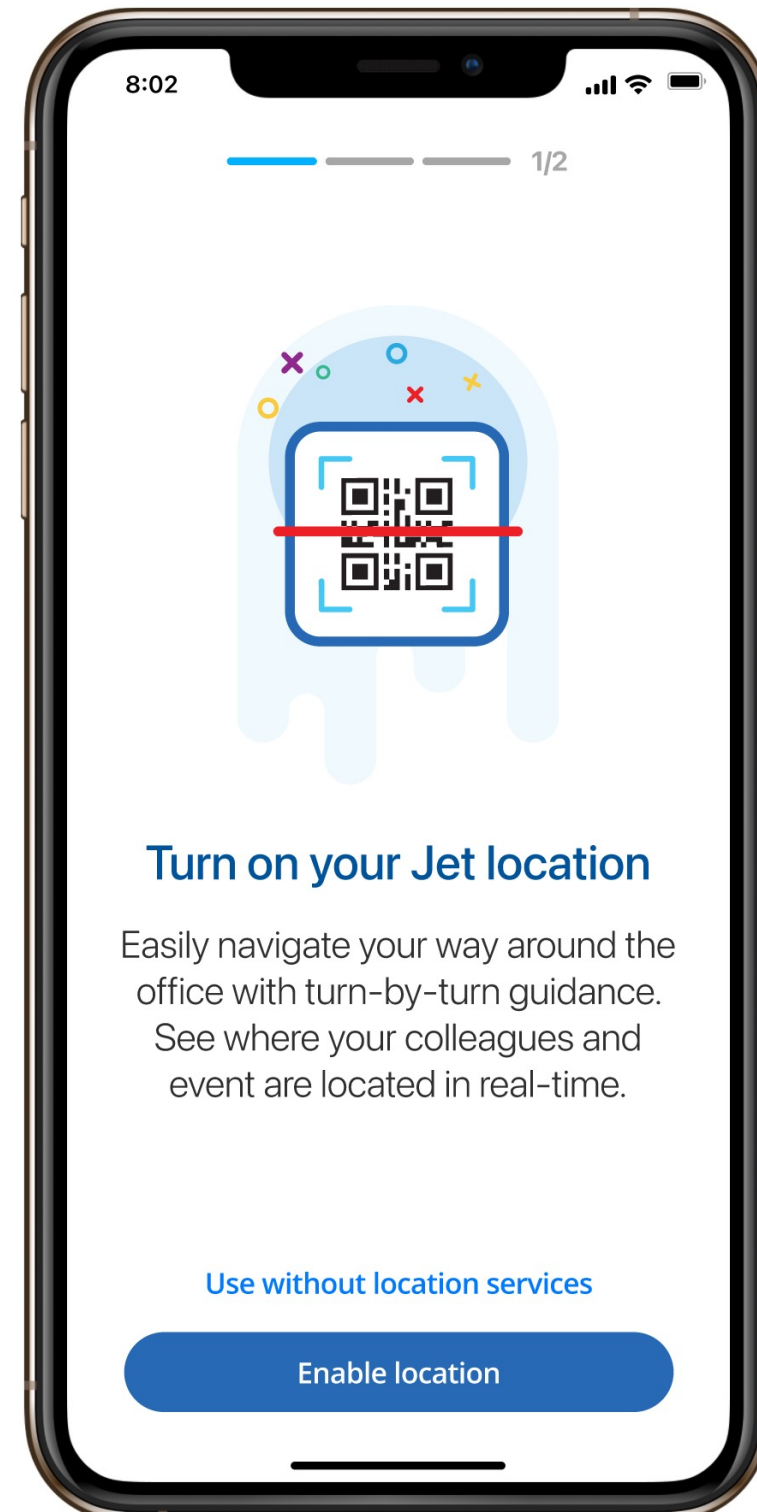
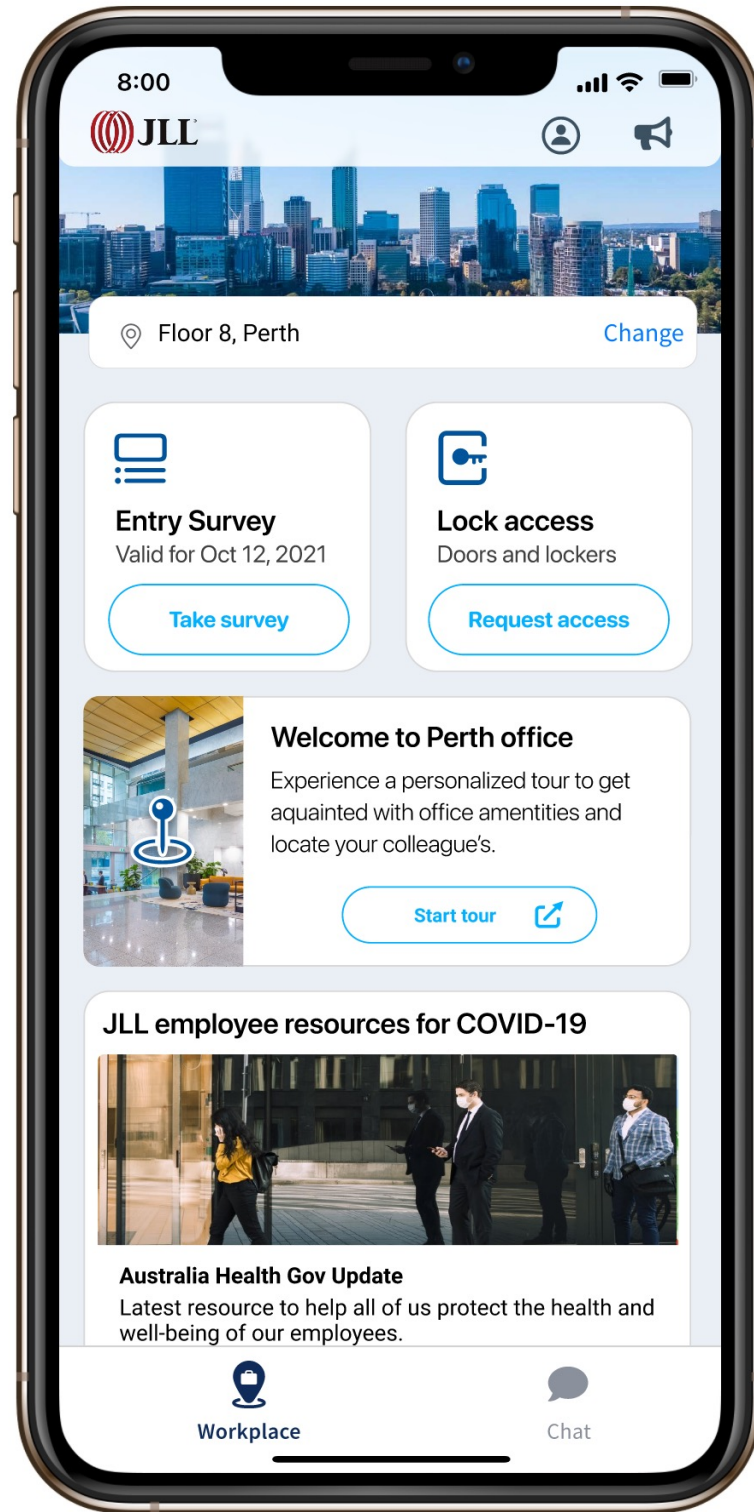
SOLUTION



- *Explain, in brief, how you intend to SOLVE the problem at hand.*
 - Create a CMS product that will leverage the JET platform and OSIS wayfinding map to create a virtual office tour for employees and/or visitors of office spaces.
- *How it helps to solve the problem?*
 - Reduces the manpower needed to run the office induction/tour in-person
 - Ability to run the tour without physically being in the office
 - Helps employees to navigate their office by themselves when convenient and in an engaging way
 - Helps office visitors familiarize themselves with an office in an engaging way
- *What are the impact metrics that one can use to analyze the effect of the solution?*
 - How many manpower hours are saved from running in-person office inductions/tours
 - App downloads
 - Data around completion rates for office tours
 - Data around the most popular amenities or points of interest in an office
 - Data around the number of offices using the product
 - Customer and employee satisfaction surveys

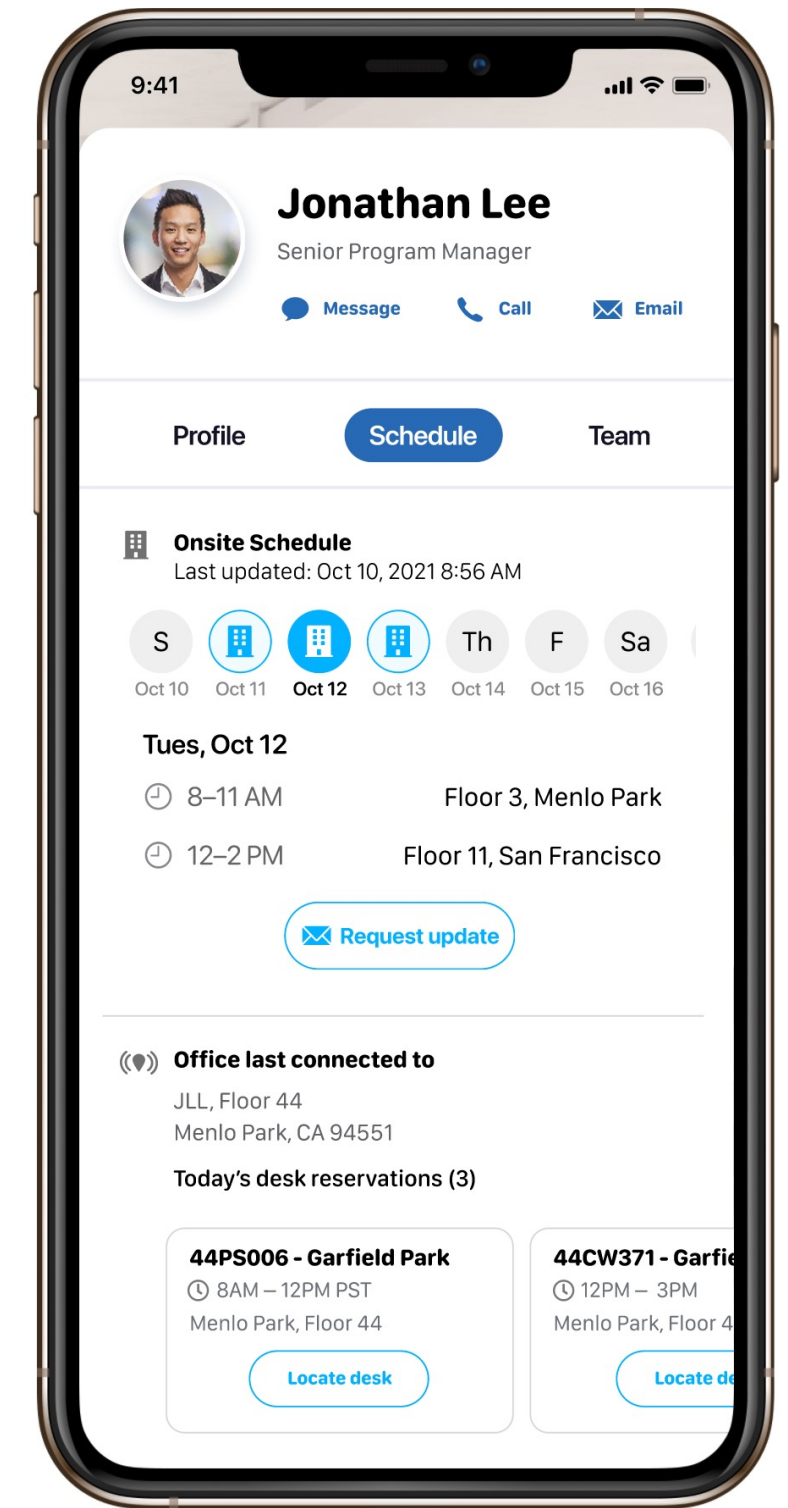
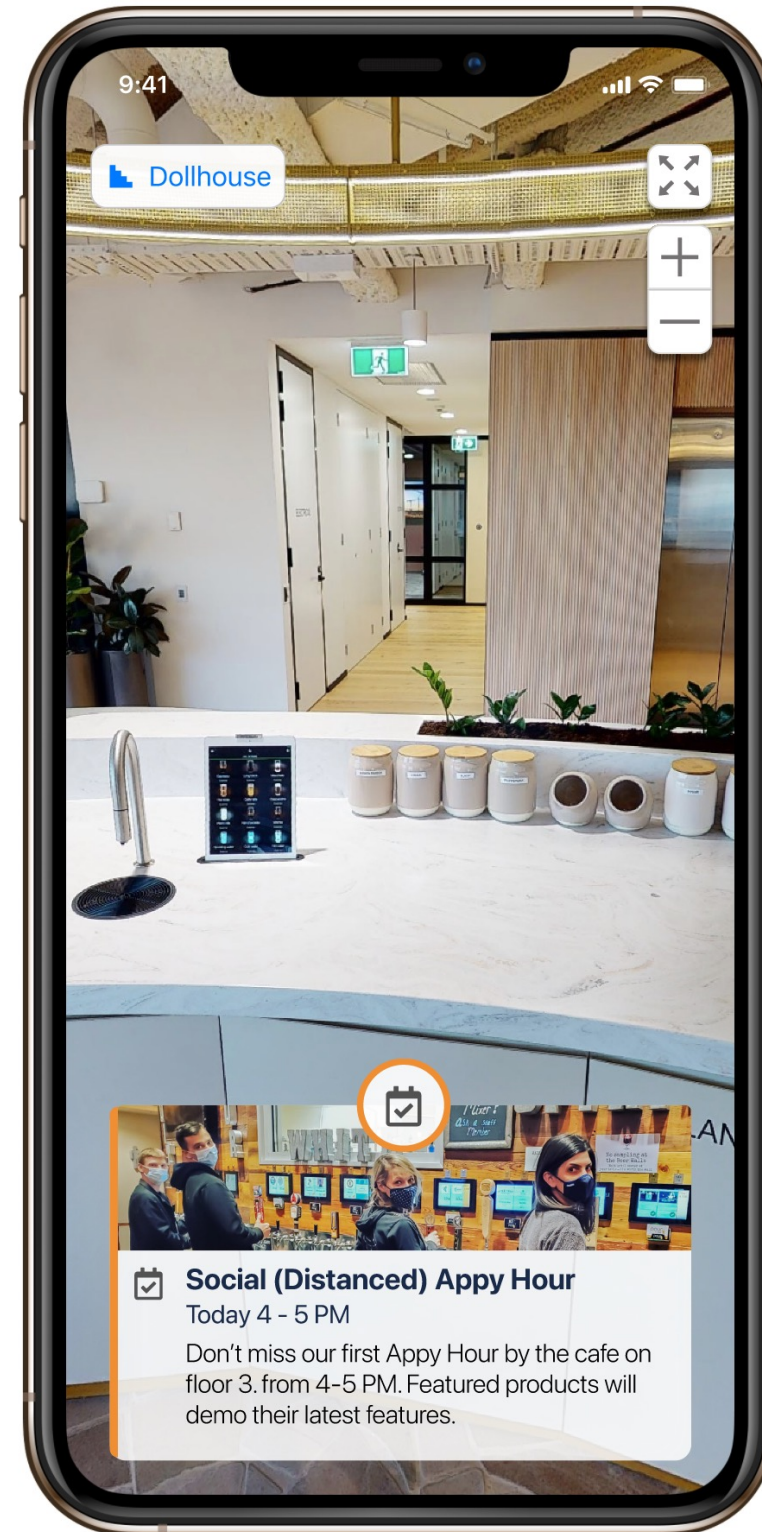
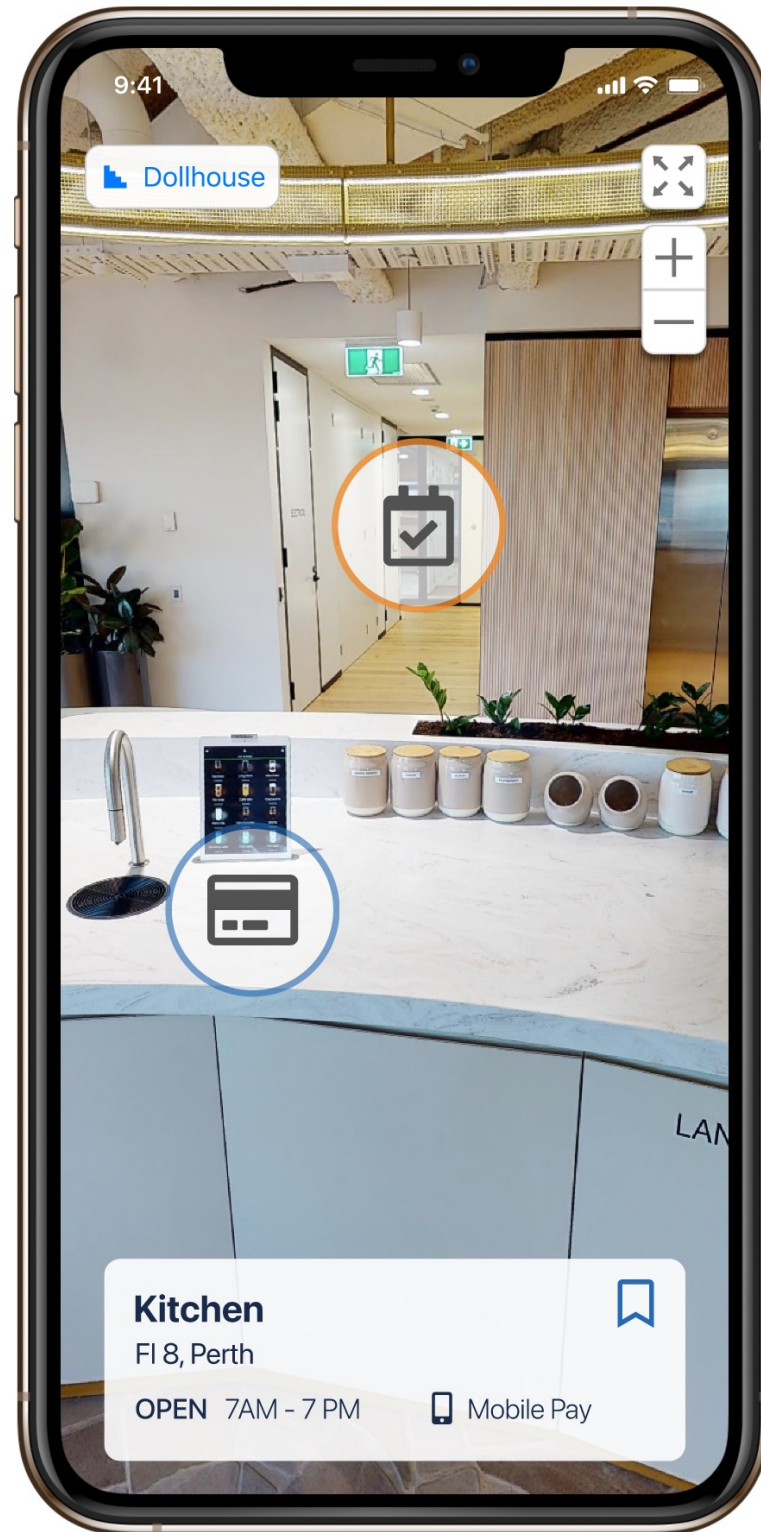
MOBILE SOLUTION

Figma Prototype



MOBILE SOLUTION

Figma Prototype



Thank you!

Please contact susan.jiang@am.jll.com for feedback or inquiries