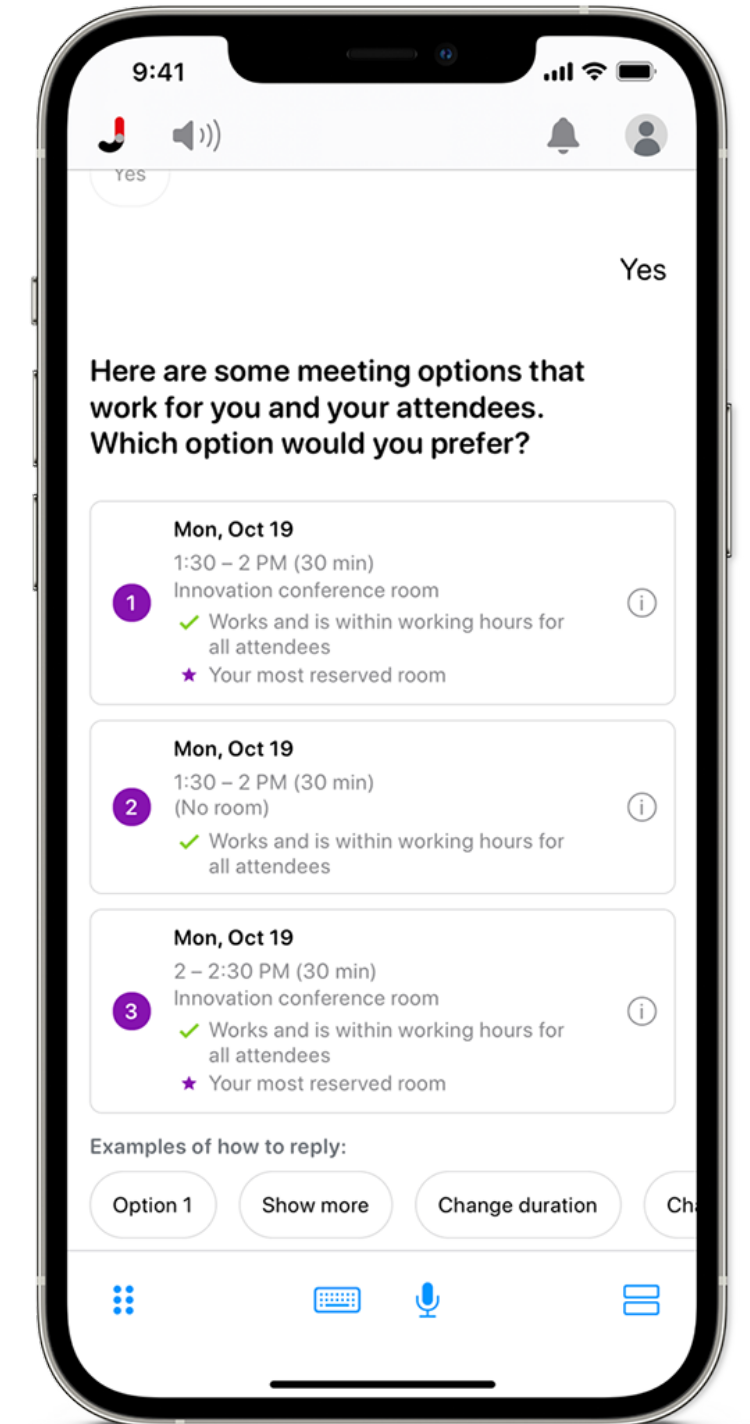# JLL / Technologies

JET

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)

JLL/T

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.
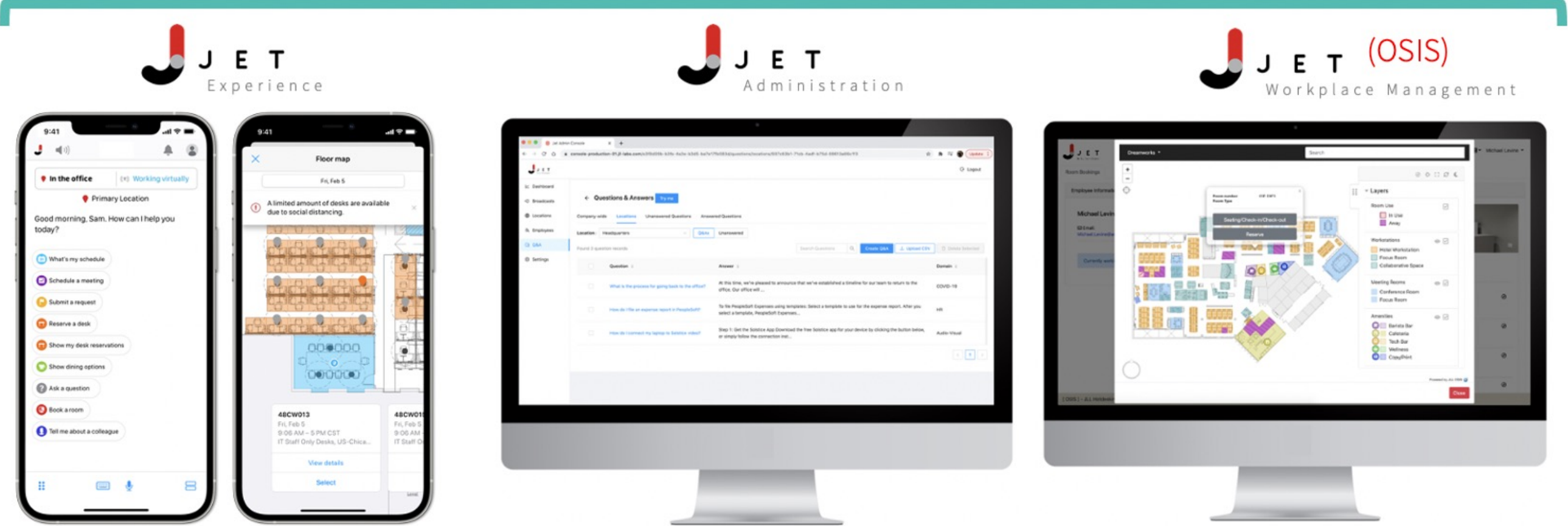
JET Use Cases

A broader hybrid story

JET

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
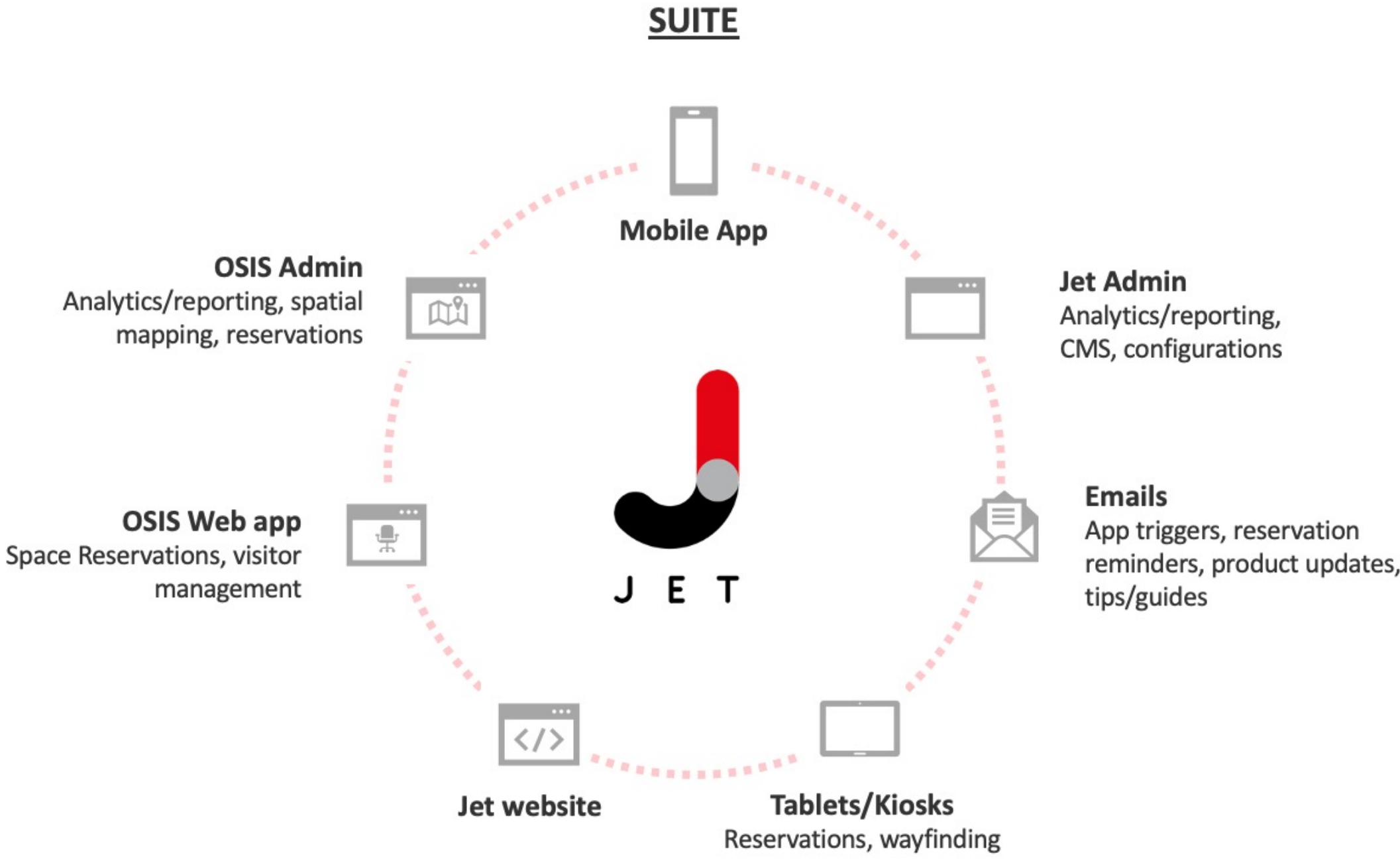- Information & FAQs
- On- & Off-Boarding Employees

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

okta · Outlook · Teams · fm:systems · HID · VERGE SENSE · teem An iOFFICE Company · corrigo · zendesk

Ping Identity · Google Calendar · zoom · ARCHIBUS + Serraview · IBM TRIRIGA · CISCO DNA Spaces · Robin · servicenow · Jira

JLL/T

JET Product Ecosystem

SUITE

Mobile App

OSIS Admin
Analytics/reporting, spatial mapping, reservations

Jet Admin
Analytics/reporting, CMS, configurations

OSIS Web app
Space Reservations, visitor management

Emails
App triggers, reservation reminders, product updates, tips/guides

Jet website

Tablets/Kiosks
Reservations, wayfinding

J E T

INTEGRATIONS

okta

Outlook

Ping Identity.

Google Calendar

zoom

fm:systems

HID

VERGE SENSE

ARCHIBUS + Serraview

IBM TRIRIGA

CISCO DNA Spaces

teem
An iOFFICE Company

corrigo

zendesk

Robin

servicenow

Jira

JLL/T

User Study Overview

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

JLL / T

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 system

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 **4** Transparency

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
○ ...

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 virutally / in the offic

Task: I am going to share with you 2 differe... status from working in the office to wor...

Flow 1: Show V0.7.26 C
In this flow the current status is set to "wo... office." Please share your thoughts about t...

1. Was the most important informatio... else would you want to see?

Flow 2: Show V0.7.27

In this flow the current status is set to "in t... virtually." Walk the user through the experi... thoughts about this experience.

1. Was it clear what suggested change... status?
2. Was it clear why the suggestions we...
3. Would you probably accept these ki... the office? Please explain.
4. What other suggested actions might... home?

After show both flows discuss these points:

1. Was it clear what impact or effects ...
2. Would you find setting your status i... or why not?
3. Would you want the app to prompt ... often?
4. Are there any other statuses would...

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 imaging 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 accesssed" 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

JLL / T

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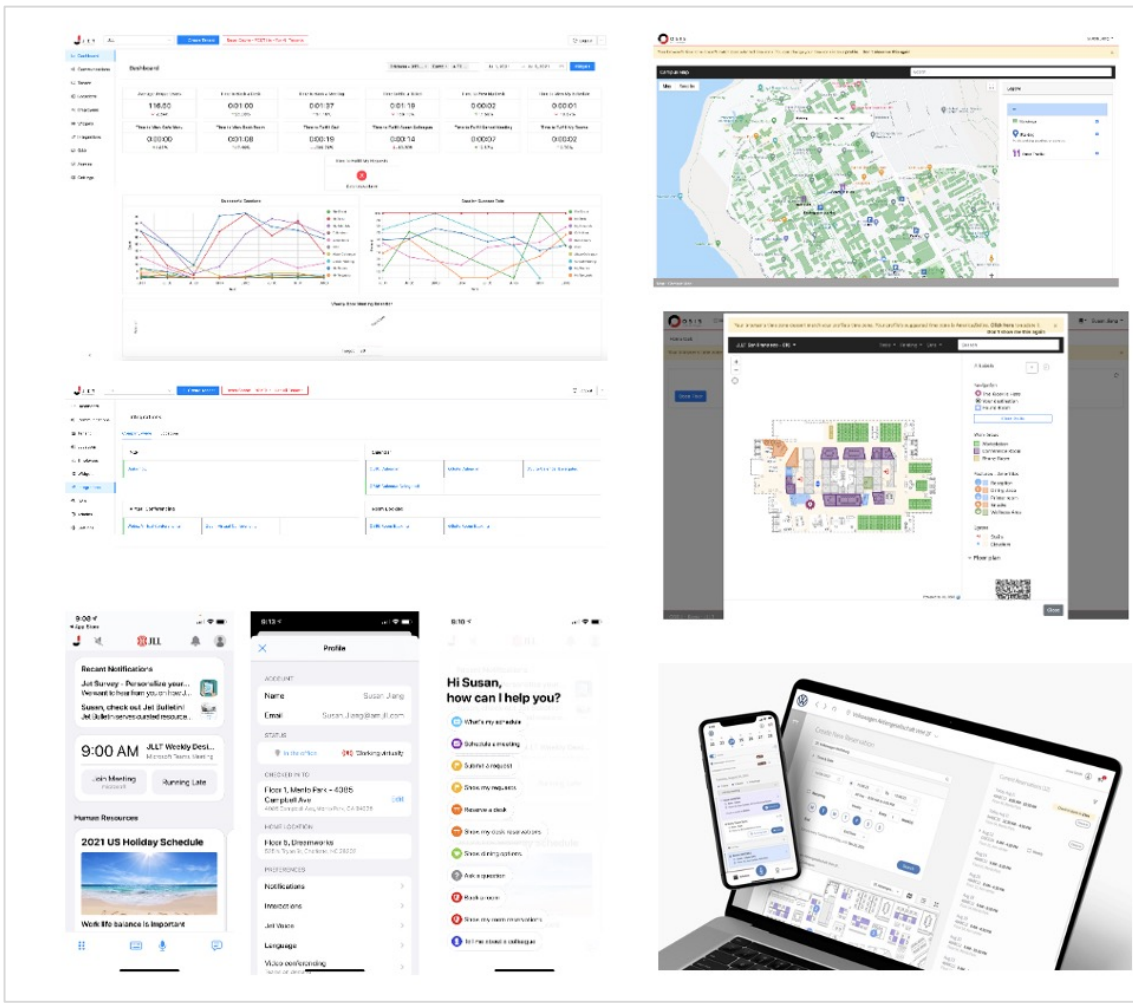
✅ Jet - Confluence (25%)	❌ OSIS	❌ Admin	Documentation & Guides (type of guide?)
✅ Jet - Figma (50%)	❌ OSIS	❌ Admin	Design Library (completeness)
			Web dev (Library?)
❌ Jet	❌ OSIS	✅ Admin - Nivorocks	Data Viz Guide (Template?)
✅ Yes	✅ OSIS	✅ Admin	Supports Responsive
❌ Jet	❌ OSIS	❌ Admin	Supports Accessibility

FigJam link

PRODUCT DESIGN LIFECYCLE

Discovery	Define	Design	Validation	Develop & Deploy	Analyze & Optimize

Pain-points

Opportunities

JLL/T

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

- **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?

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, planand 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 deisgn 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.

JLL / T

User Research & Testing

JLL/T

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
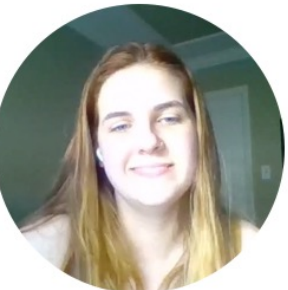
Maureen Gogan
Technology Project Manager, JLL

AJ Patterson
Director of Workplace Experience, JLLT

JLL/T

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
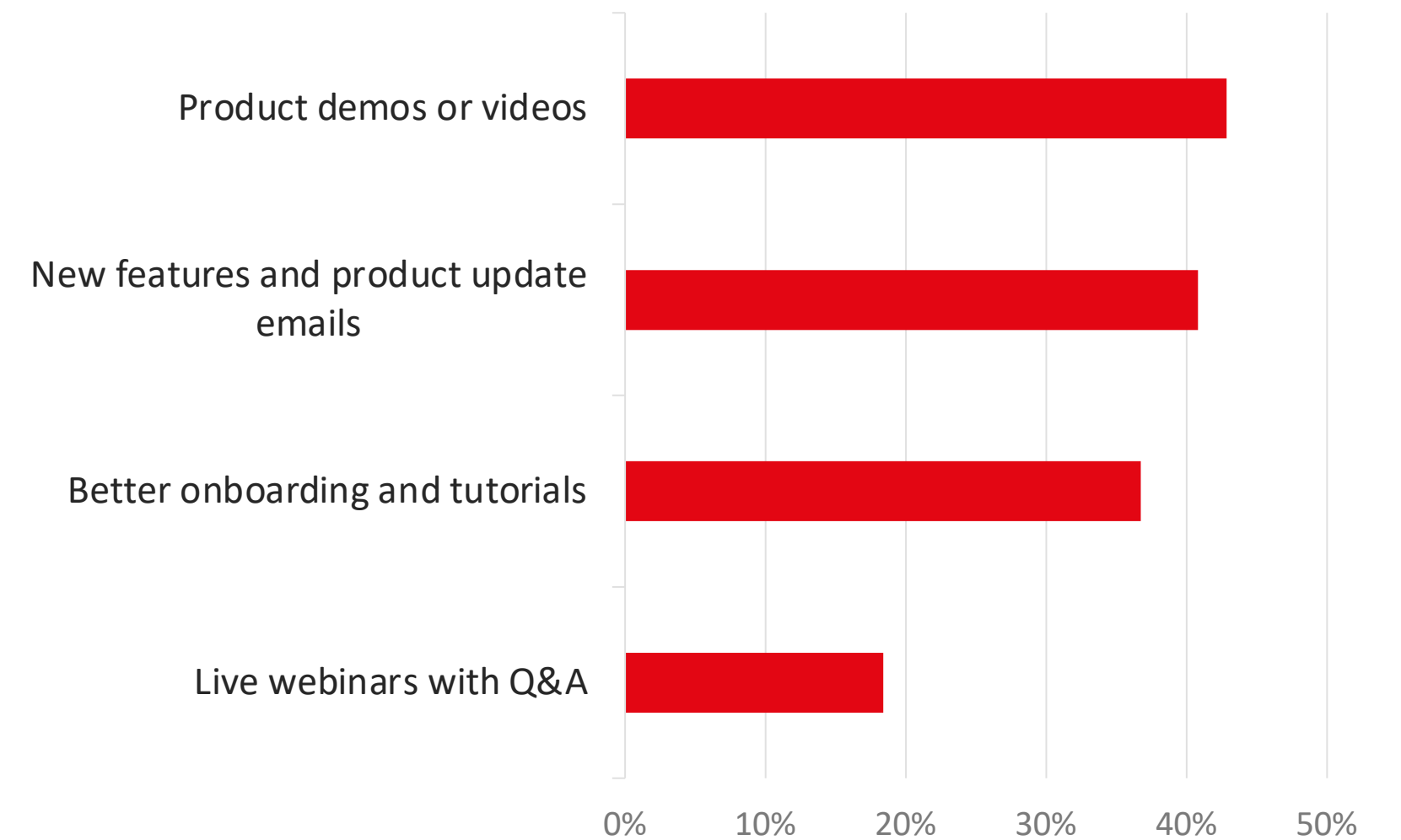 - Active: 48
  - Inactive: 64

JLL/T

Active Users

What prompted you to download Jet?
Select all that applies

I received a company email	▍60%
I received referral from colleague or friend	▍15%
I was curious about Jet	▍14%
Other (Please specify)	▍14%
I learned about Jet from internal webinar	▍9%
I found it on JLL app store	▍1%

Axis: 0% 10% 20% 30% 40% 50% 60% 70%
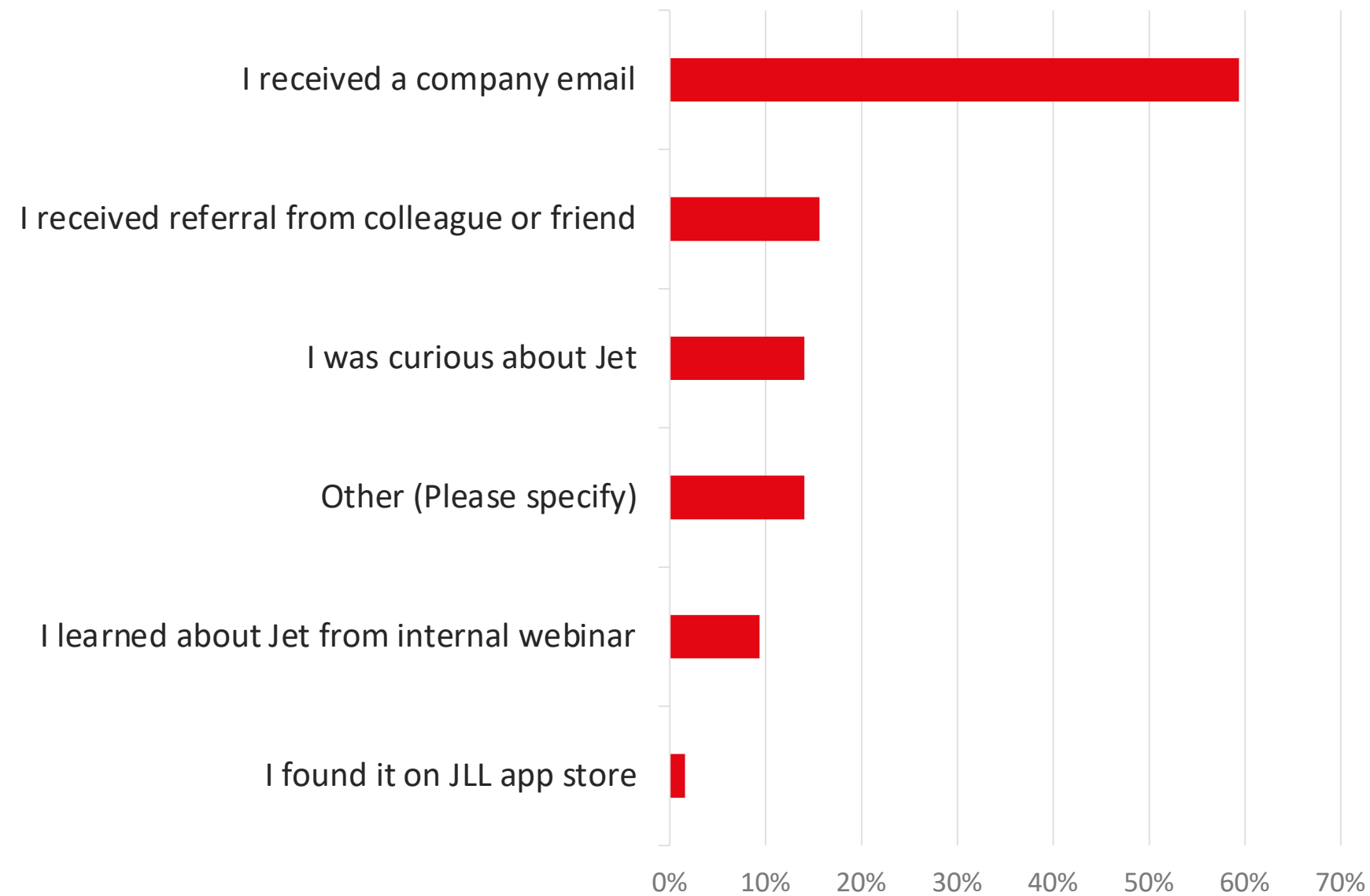
Which of the following would enhance your experience and understanding of Jet?
Select all that applies

Product demos or videos	▍43%
New features and product update emails	▍41%
Better onboarding and tutorials	▍37%
Live webinars with Q&A	▍19%

Axis: 0% 10% 20% 30% 40% 50%

JLL /T

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

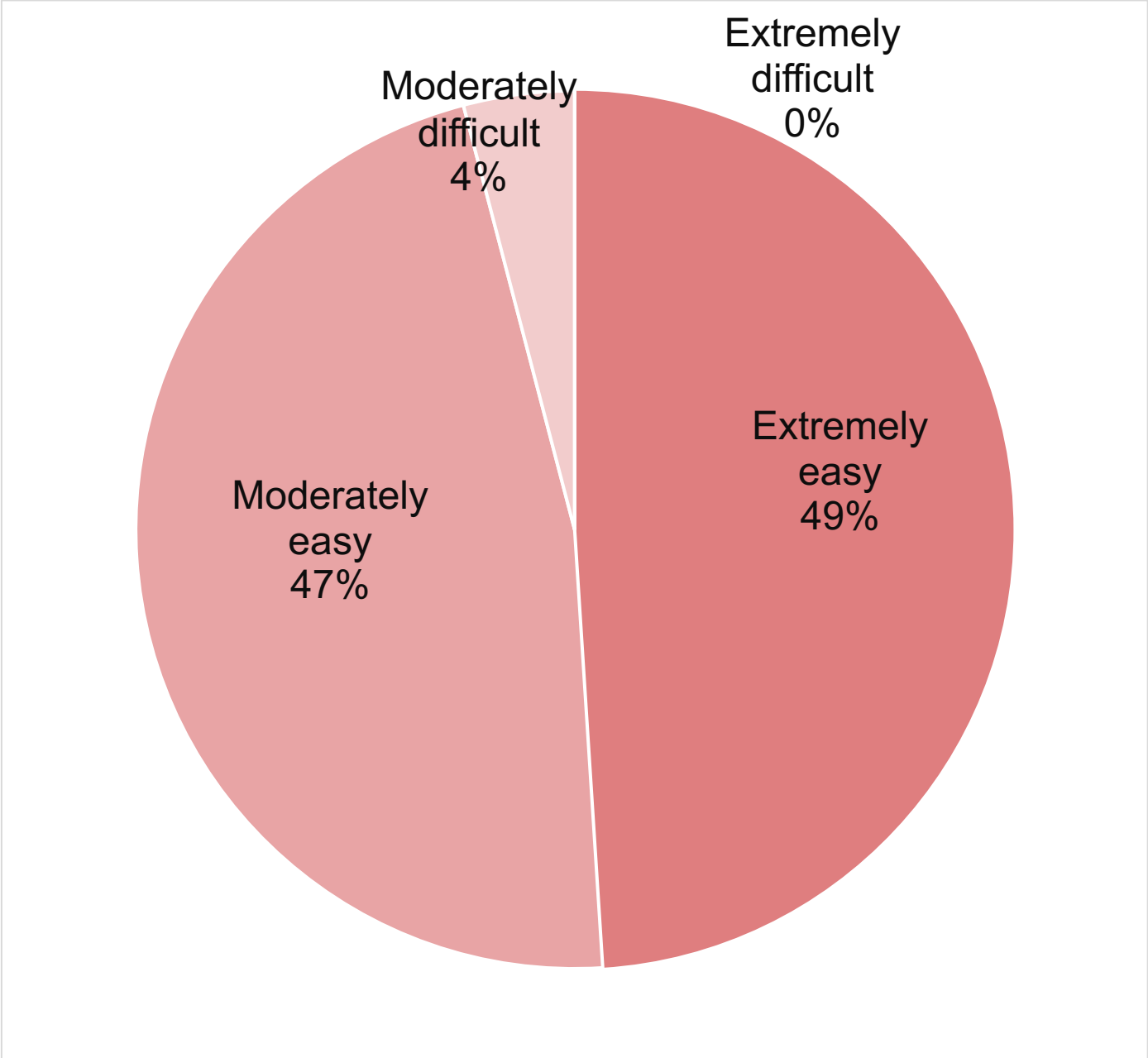**What notifications would you want in Jet?** *(Rank in order)*

1. Upcoming reservations

2. Company news or policy updates
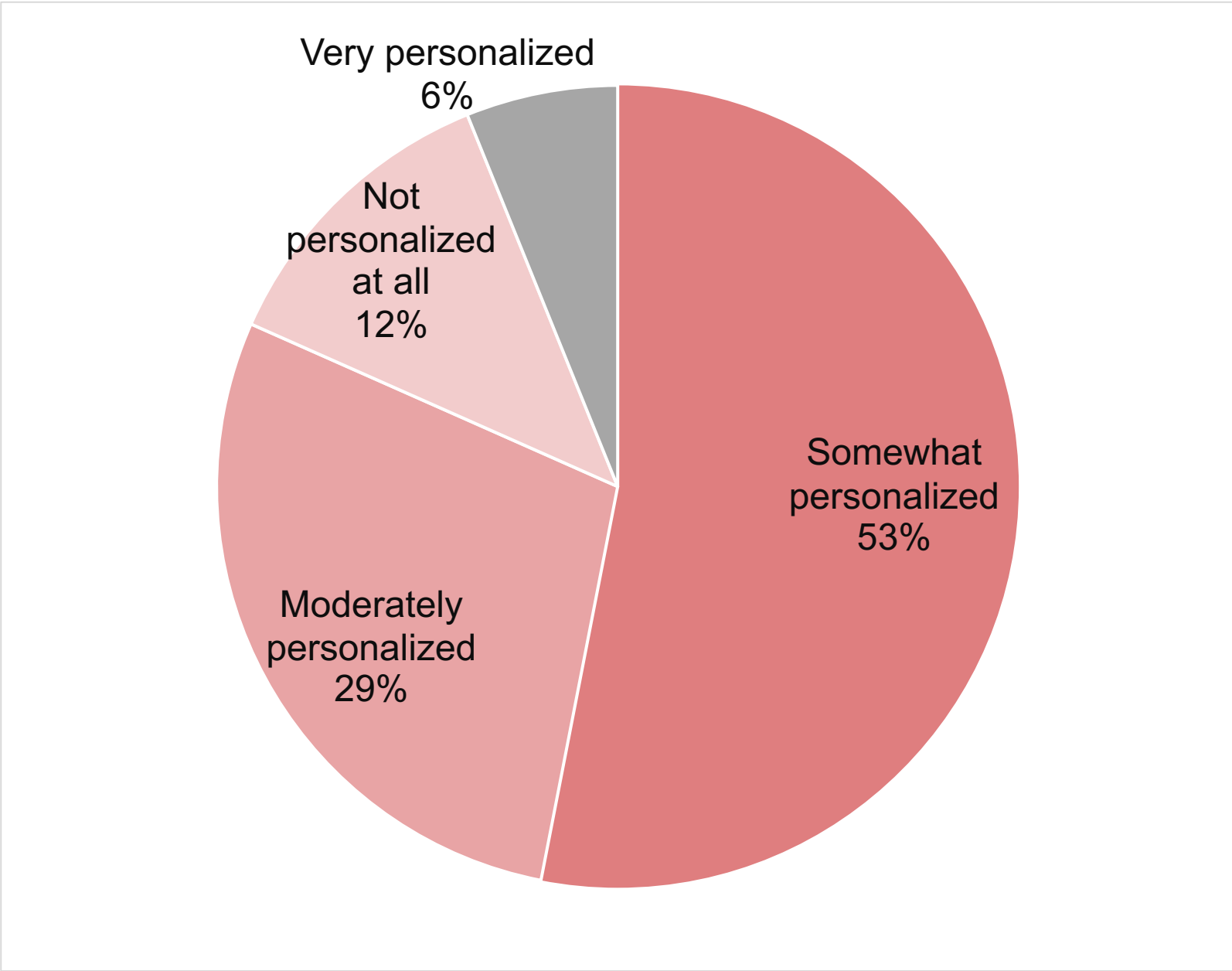
3. COVID-19 updates

4. App updates

5. Other

JLL /T

Active Users
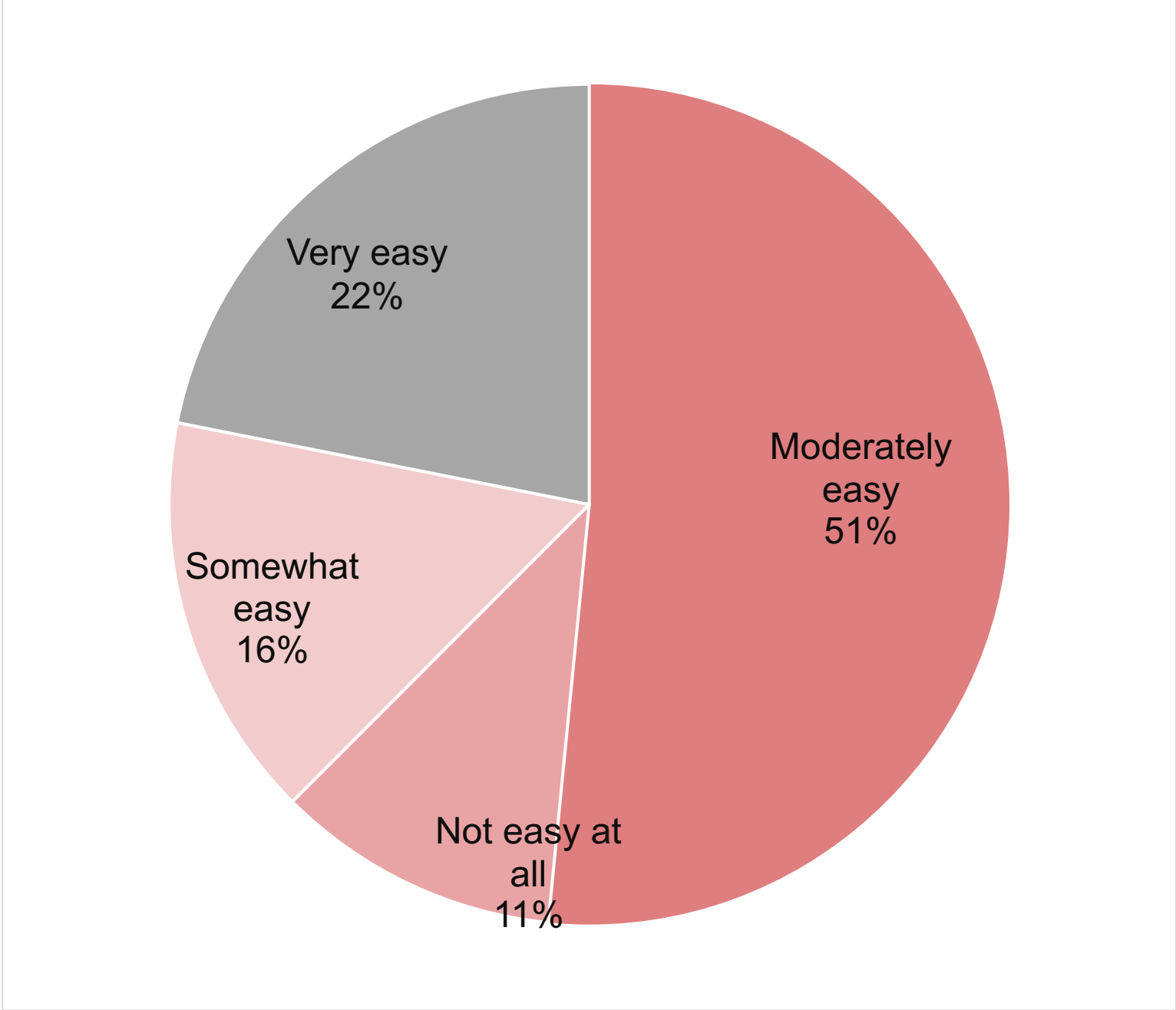
How easy was it to use Jet?
Select 1 answer

Extremely difficult
0%

Moderately difficult
4%

Moderately easy
47%

Extremely easy
49%

How would you rate Jet's personalization?
Select 1 answer

Very personalized
6%

Not personalized at all
12%

Moderately personalized
29%

Somewhat personalized
53%

JLL /T

Inactive Users

What prompted you to download Jet?
Select all that applies

Category	Value
I received a company email	~59%
I received referral from colleague or friend	~15%
Other (Please specify)	~13%
I was curious about Jet	~13%
I learned about Jet from internal webinar	~9%
I found it on JLL app store	~1%

Axis: -5% 5% 15% 25% 35% 45% 55% 65%
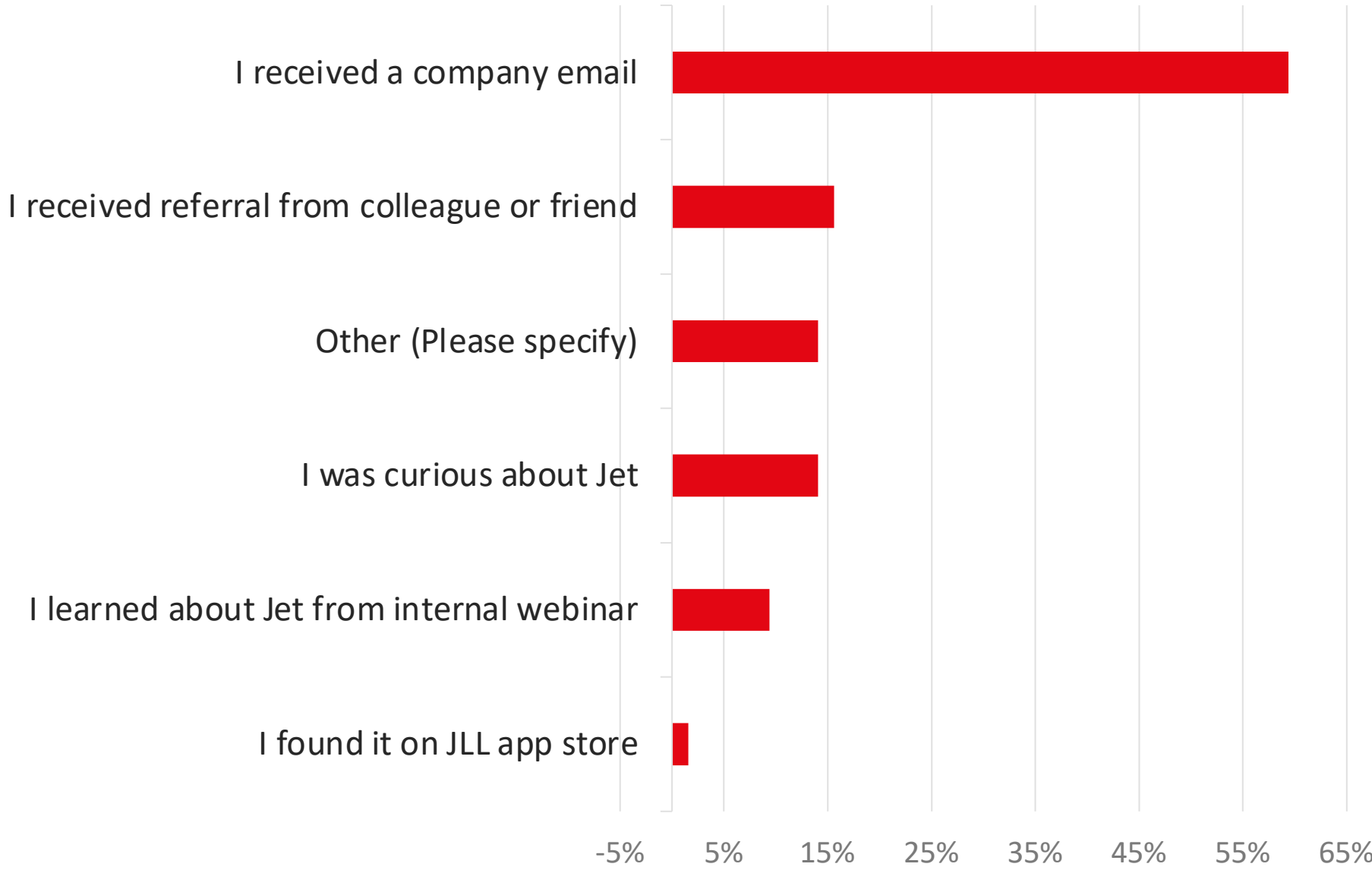
What benefits are you getting from Jet?
Select all that applies
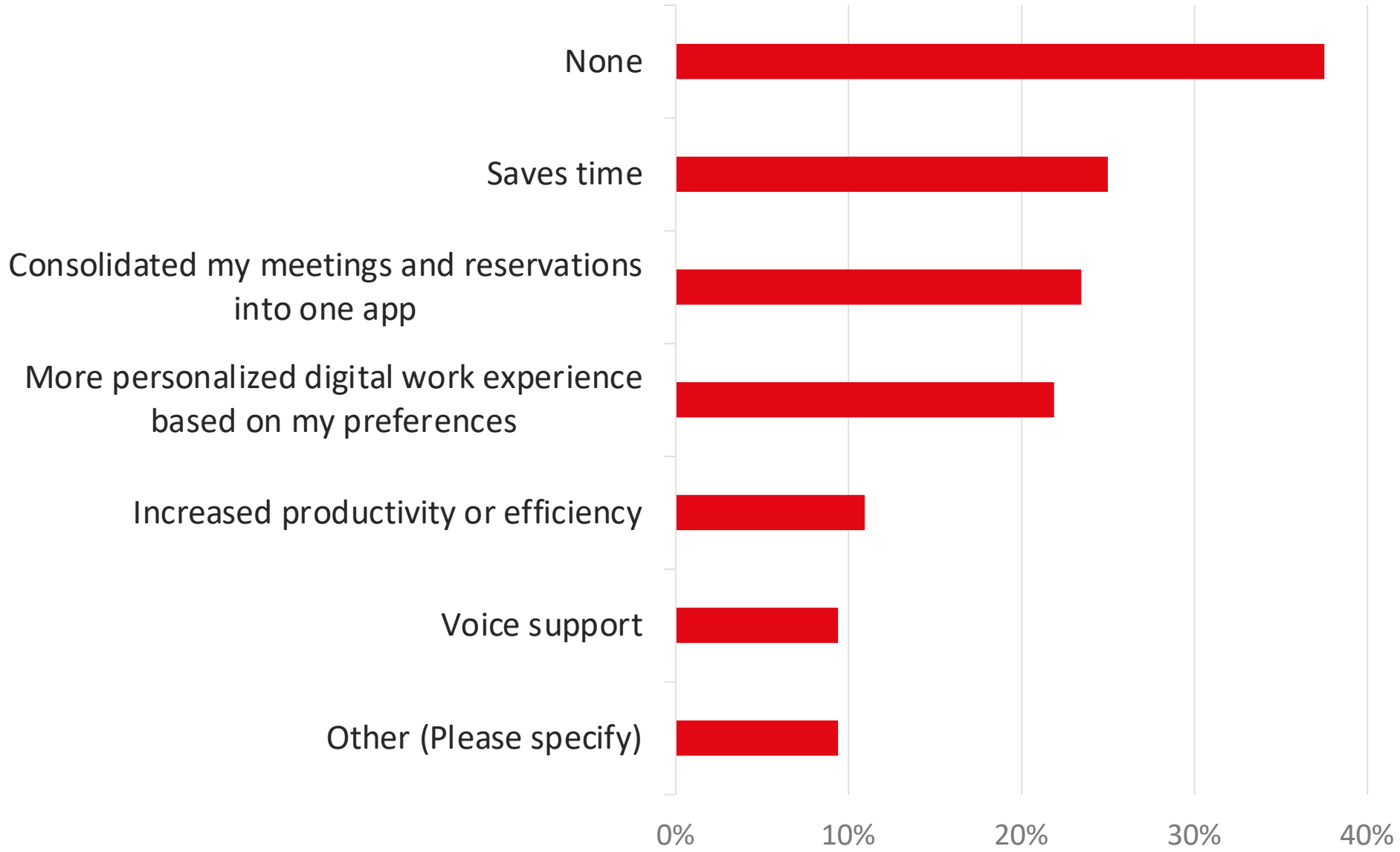
Category	Value
None	~37%
Saves time	~25%
Consolidated my meetings and reservations into one app	~23%
More personalized digital work experience based on my preferences	~22%
Increased productivity or efficiency	~11%
Voice support	~9%
Other (Please specify)	~9%

Axis: 0% 10% 20% 30% 40%

JLL/T

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

JLL / T

Inactive Users

How easy was it to use Jet?
Select 1 answer

Very easy
22%

Moderately
easy
51%

Somewhat
easy
16%

Not easy at
all
11%

JLL / T

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.

JLL/T

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.

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Hybrid Workplace Hackathon

JLL / T
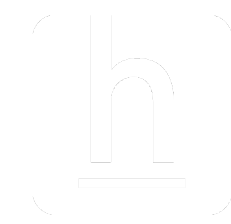
TEAM: HackToTheFuture

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*

JLL/T

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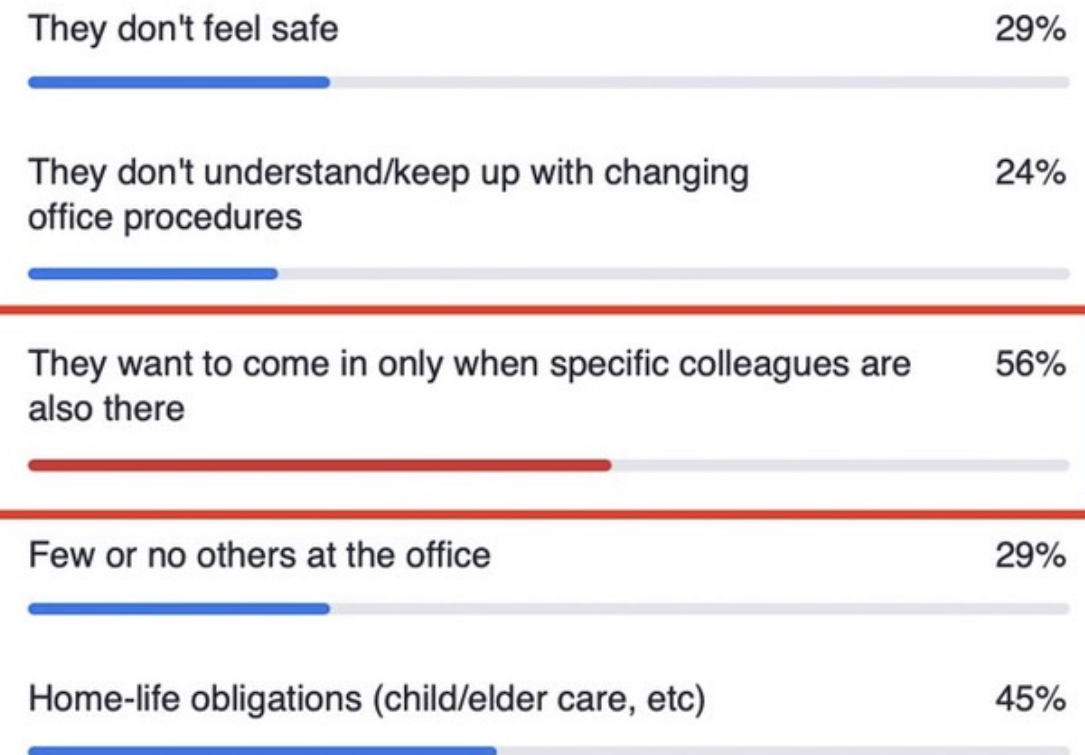
"I want to **feel safe and stay up to date** when I return to office."

"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%

JLL/T

VALUE PROP

Configurable wayfinding based on each user's needs and agenda

Custom CMS solution to aggregate spatial, people and event data

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

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

CMS APP

Leverage AI to automate onboarding and tour process

Save costs/time and reduce onboarding friction

JLL/T

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

Jet return to office
'Onboarding' Pilot

Prioritize top problem
& solution to
deploy/learn quickly

Validate
onboarding
use case
and content

Minimum   Viable

All products

JLL / T
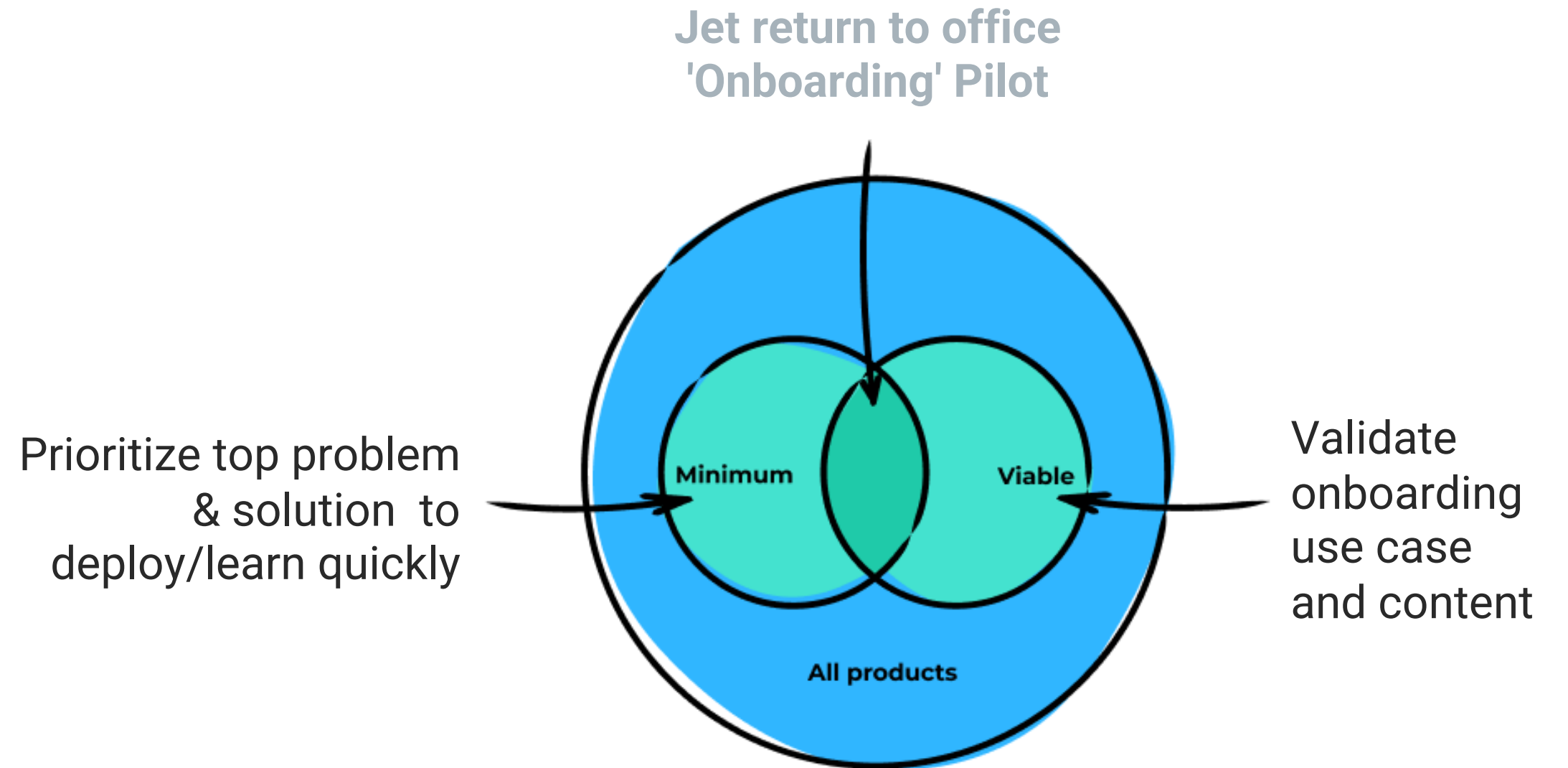
SOLUTION

- *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
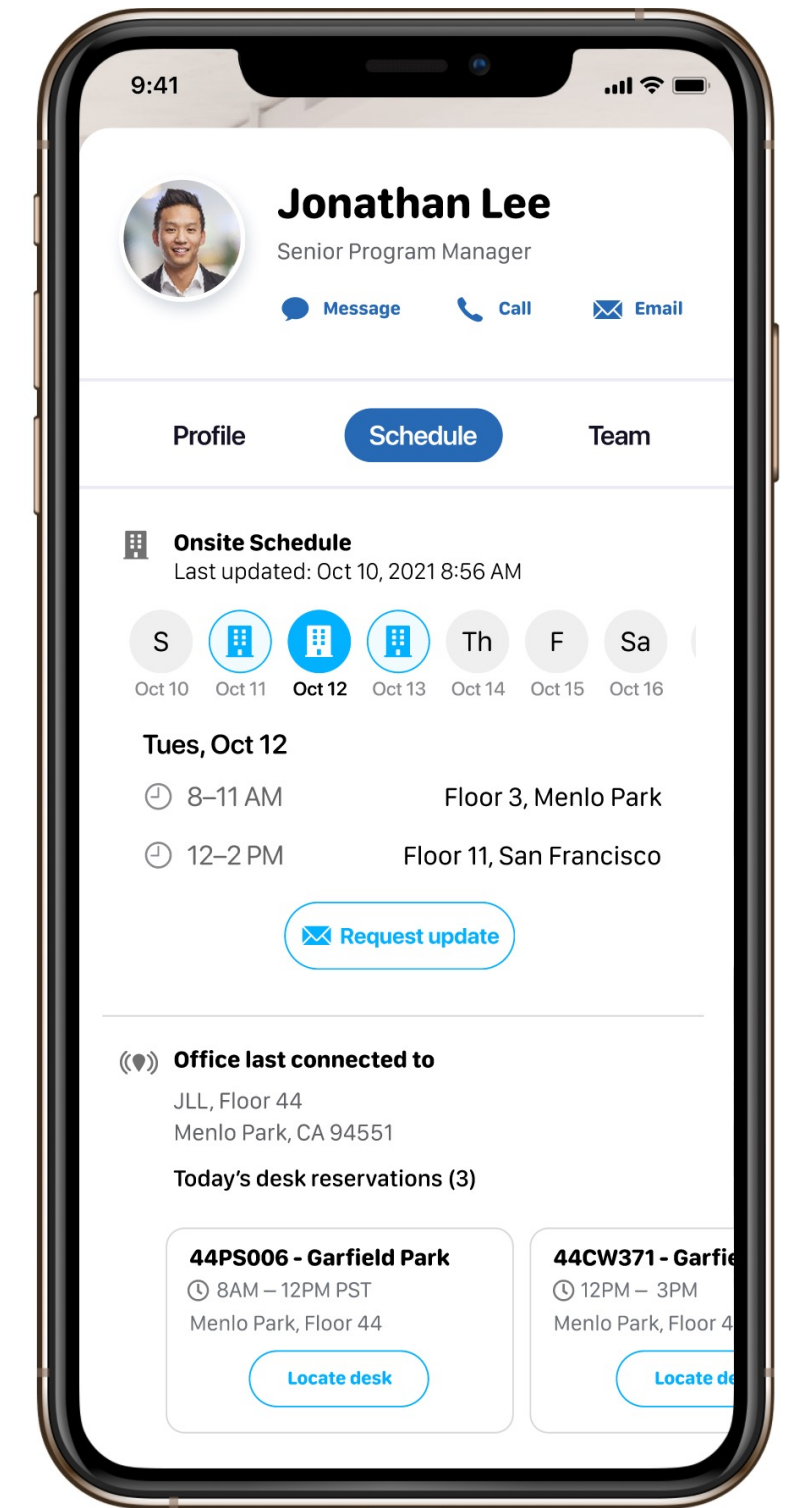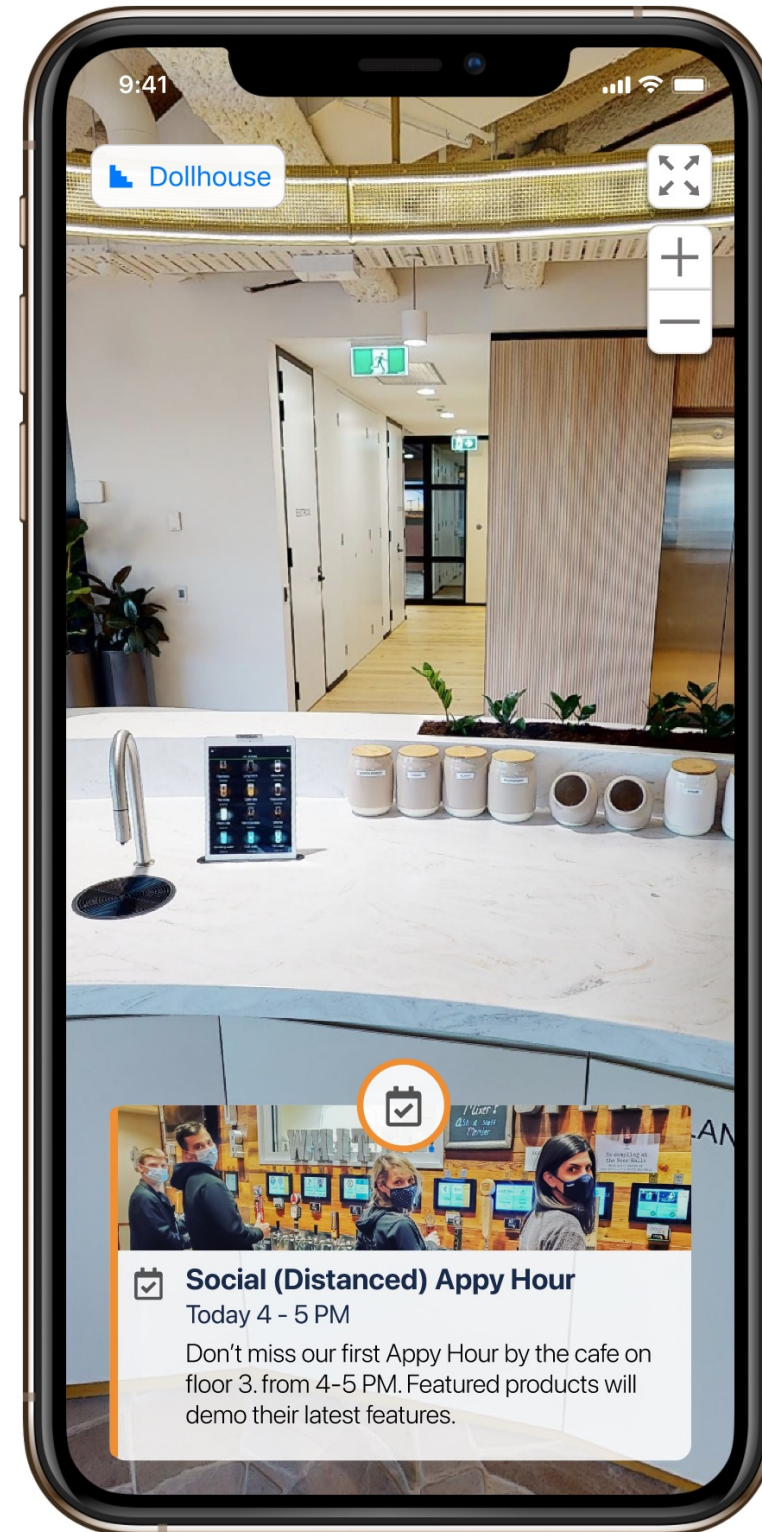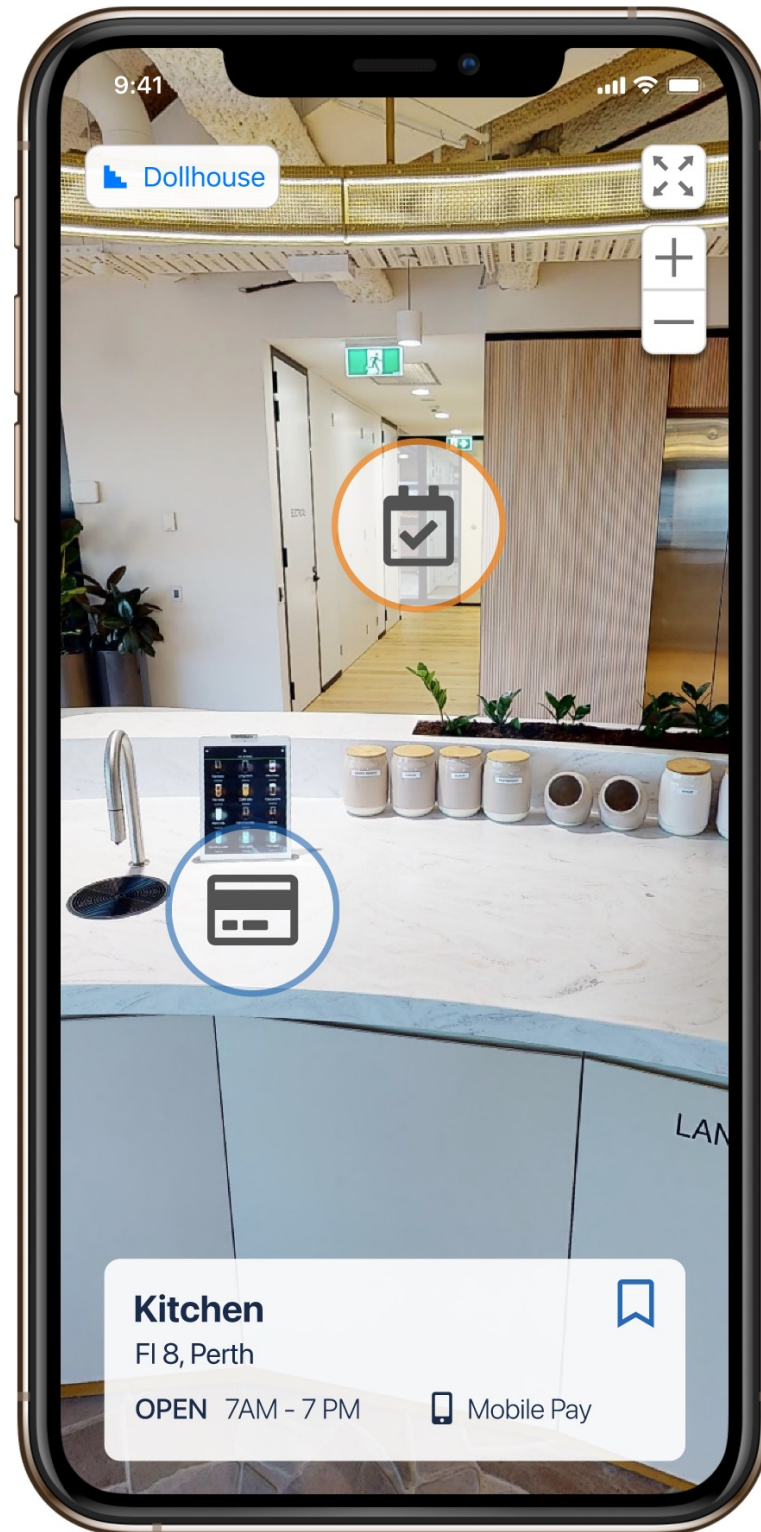- Customer and employee satisafaction surveys

JLL/T
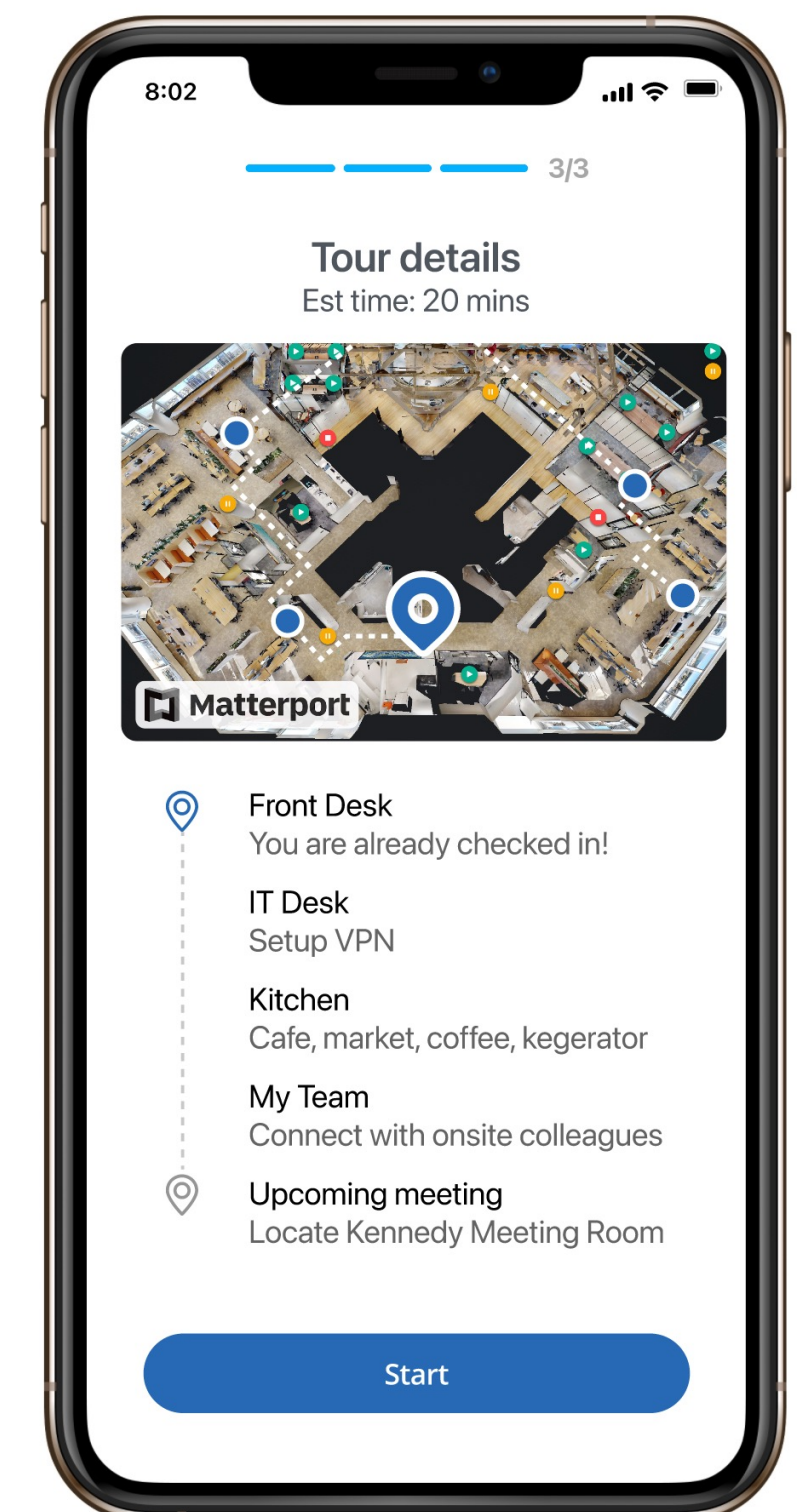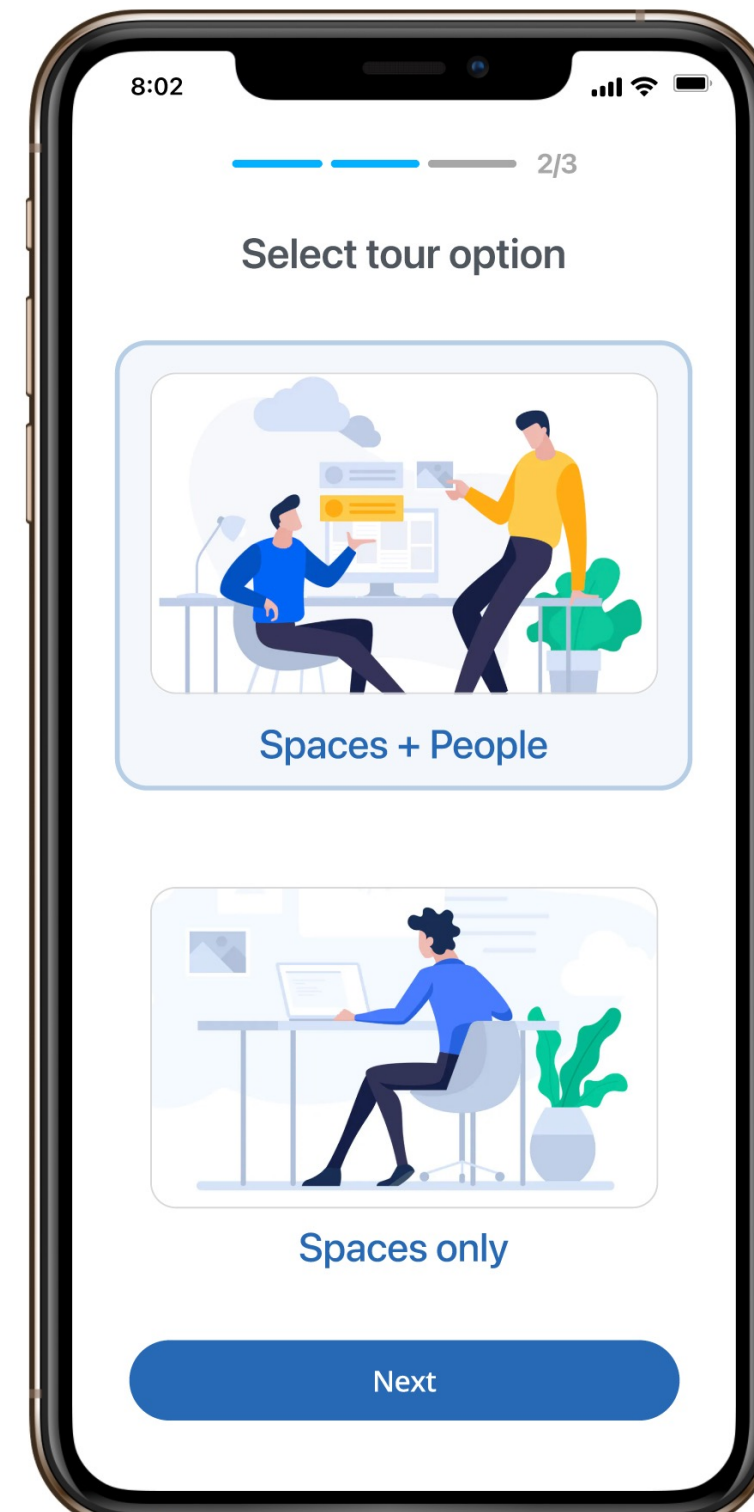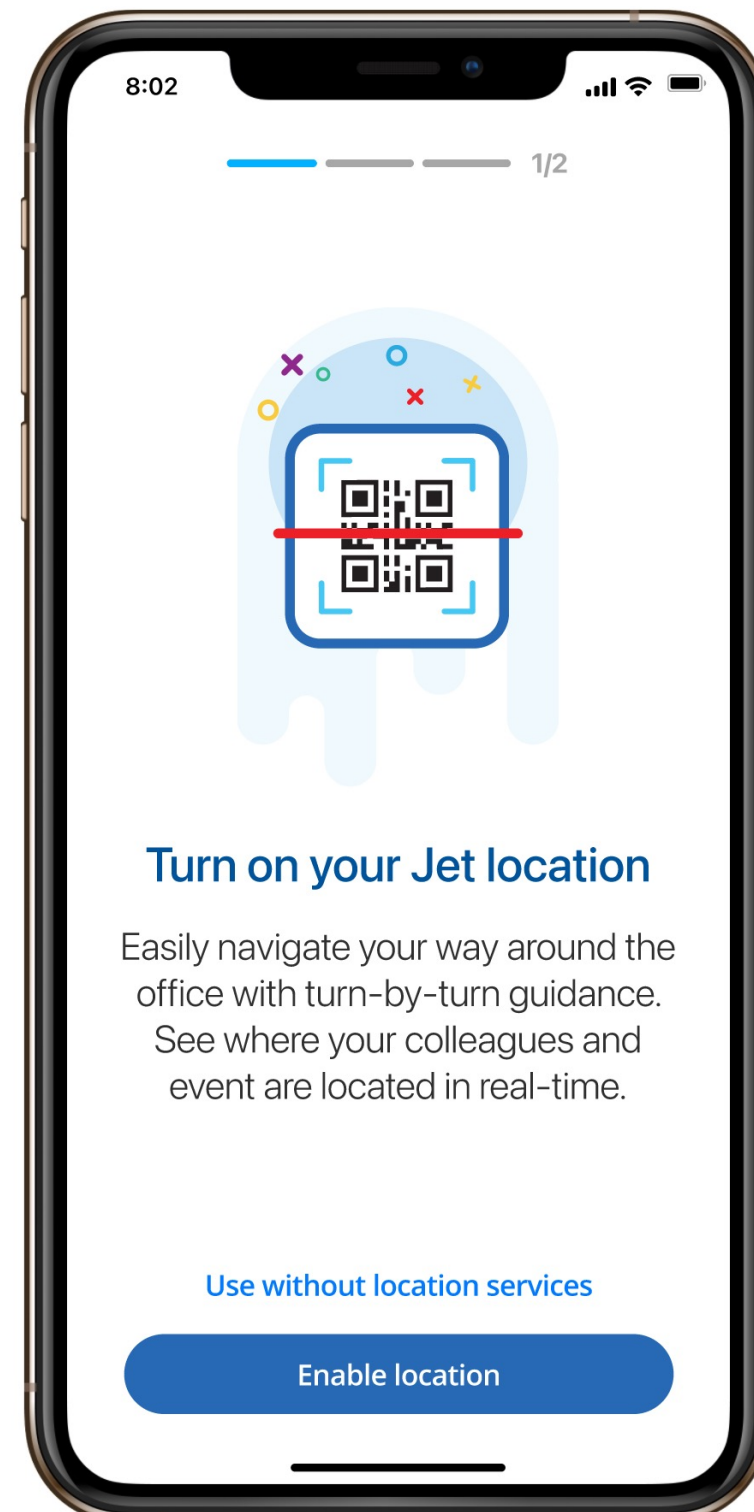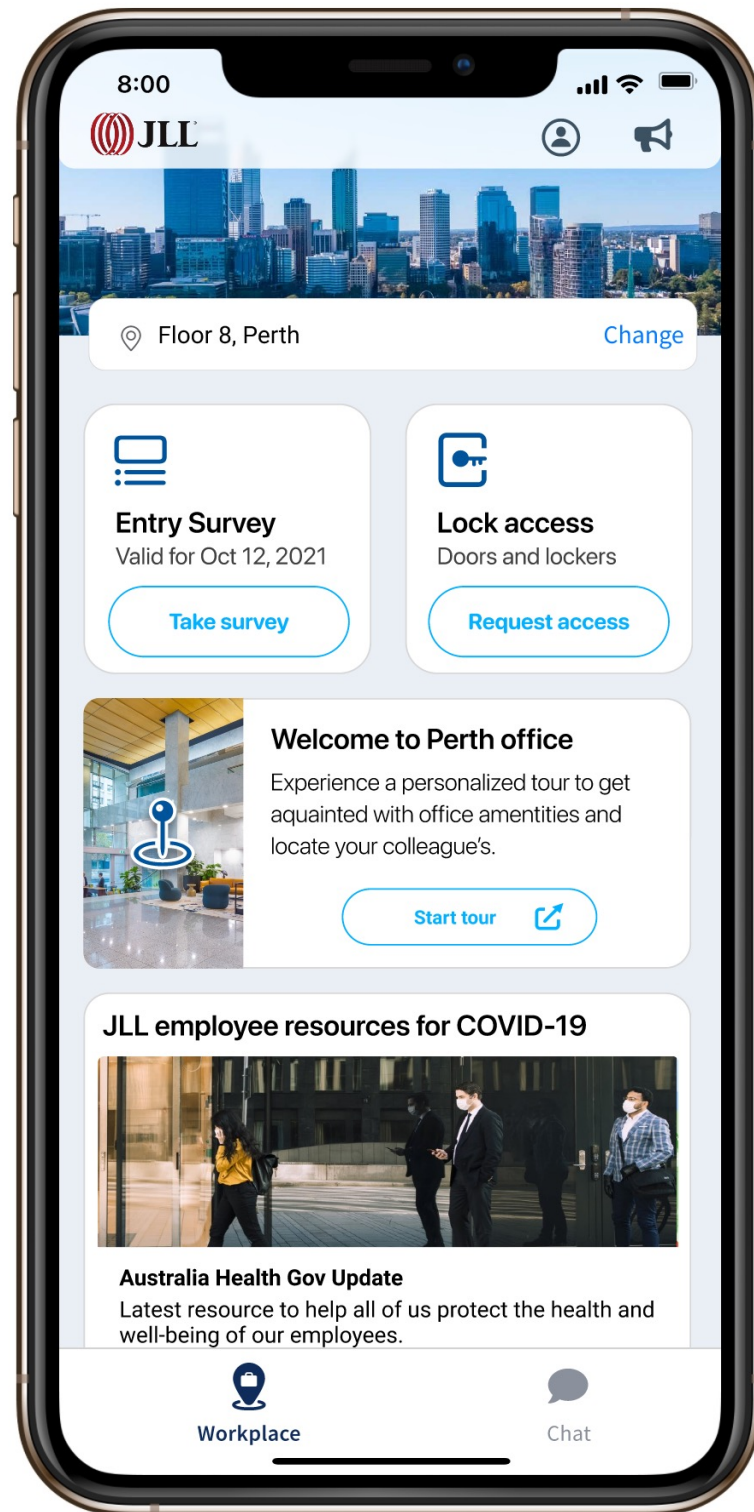
MOBILE SOLUTION

MOBILE SOLUTION

Thank you!

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