USER ADOPTION
FROM USER FRUSTRATION
TO USER DELIGHT

What defines the success of an IT project? Was it delivered in time and budget? Does it comply with all the subject specifications? Was a specific problem resolved?

These are all factors that will influence the perception of an IT project, but ultimately there only is one factor that will influence the actual business value of an IT project, i.e. User Adoption.
User Adoption can be best described as: "the end users that efficiently and effectively use a new solution and leave an old working method behind".

Creating business value through User Adoption

User Adoption is important because no or little profit can be made if the new solution is not used as intended. Without User Adoption there often are unnecessary additional expenses (time and money) with little or no added value.

The term end user cannot be restricted to the traditional 'end user'. Sooner or later everyone is an end user:

- the developer who will use a new method (e.g. Team Foundation Server),
- the system manager who moves to a new platform (e.g. Microsoft Azure),
- the help desk employee who applies a new tool or method for the follow up of incidents (e.g. Microsoft System Center Service Manager with ITIL),
- the end user confronted with a new work environment (e.g. Microsoft Lync, Share-Point, a new version of Office…),
- …

User Adoption does not just happen. It is a process (no event) in which time and effort must be invested. It is a process that consists of different steps and iterations. It is a process we wish to map out and measure, to enable us knowing the added value to our business.

To lead this process appropriately Realdolmen has mapped out a User Adoption Framework . The User Adoption Framework is based on the book "User Adoption Strategies" by Michael Sampson.

The complete framework consists of four different steps. Every step consists of a number of options that can be combined according to the project type, the target public, the scope, the company culture...
For most possibilities, Realdolmen has the knowledge and the people (User Adoption Specialists) to cover these. A number of options are that specific that they will be carried by the client too.

In short:

- Winning attention - How do we make sure that the end user is aware of the planned modification? Where can we demonstrate the importance for his work situation?
- Cultivating basic concepts - How do we ensure that the end user knows the basic functions of the new solution? How does the end user find his way in the new solution?
- Enlivening applicability - How does the new work method fit in the specific situation of a person or a team? How will the end user work within the new solution?
- Making it real - In the last phase we will ensure that the old work method also effectively becomes the 'old' method. Possible data are transferred, the work method of the team/person is defined...
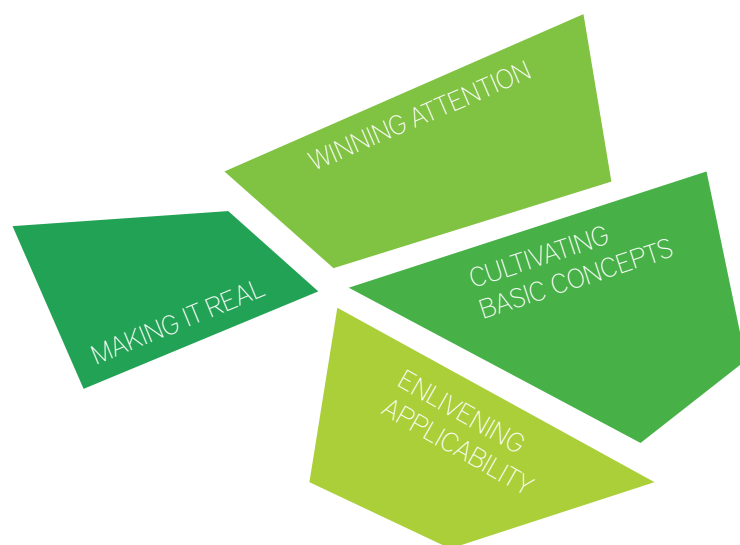
WHAT CAN REALDOLMEN DO FOR YOU?

We like to compare the User Adoption Framework to a menu. There are a number of possibilities at each step, that might or might not fit your company culture, the project budget or project type. It is therefore a matter of choosing the appropriate options with sufficient repetition.

Realdolmen has the knowledge and means to assist you in every step of User Adoption and to draw up the User Adoption plan with you.You can also entrust the execution of the User Adoption plan in full or in part to Realdolmen . An experienced User Adoption Specialist will monitor the execution and the quality.

A number of concrete examples of our services per phase:

- **WINNING ATTENTION:**
  - Winning attention: Drawing up communication for specific employees like flyers, posters, an intranet banner, ...
- **CULTIVATING BASIC CONCEPTS:**
  - Training for users (traditional, demo, e-learning).
  - Creating documentation (quick reference guide, online help).
- **ENLIVENING APPLICABILITY:**
  - Co-operation with various departments to use a new tool in their team.
  - Consultancy for the creation of team sites in SharePoint.
  - Assistance to Embedded Champions,…
- **MAKING IT REAL:**
  - Organization and assistance of a 'bulk loading party'.
  - Developing policies on the use of the new tool.

Finally, Realdolmen also provides the tools to assess the User Adoption process: survey/test to evaluate whether the new tool is used effectively and the employees are satisfied, live assessment on the work floor etc.

User Adoption

Realdolmen will gladly examine with you how the User Adoption Framework can be applied in your project. Please get in touch with your Realdolmen contact or send a message to education@Realdolmen.com for detailed information.

REALDOLMEN
to get there, together