Team 2 MERGE Intranet Recommendations

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MERGE INTRANET

Agenda

MERGE

MEET THE TEAM

TALLY THEDER

Program Manager

Project Management Intern

LILY BUEHLER

Web Developer & Copywriter

Communications Intern

NANCY MARQUEZ

Web Developer & Researcher

Operations Intern

MAX DEERING

Web Developer & Researcher

Business Development Intern

Your Vision

MERGE

Client Ask

Revamp MERGE's <u>intranet</u> to improve user experience, increase engagement, modernize branding, and enhance functionality.

Client Vision

- Enhance user interface aesthetics and usability
- Improve navigation for easier information access
- Integrate multimedia elements for engaging content
- Develop/enhance features in Google Sites based on feedback and best practices

The Goal...

- Increase Productivity
- Streamline Communication
- Improve Employee Engagement
- Access to Information
- Organizational Clarity

Why MERGE Visionaries

MERGE

The Reasons

BIG ENOUGH: Our diverse team spans various departments and brings a wide range of skills and expertise that ensure the culture of MERGE shines through from the offices in Boston, Chicago, and Denver. With these varied resources at our disposal, we collaboratively create the best solutions.

SMALL ENOUGH: Despite our size, we maintain an independent mindset and a collaborative approach. Our weekly meetings ensure nothing goes unnoticed, and everything runs smoothly, all aimed at creating the best Intranet possible.
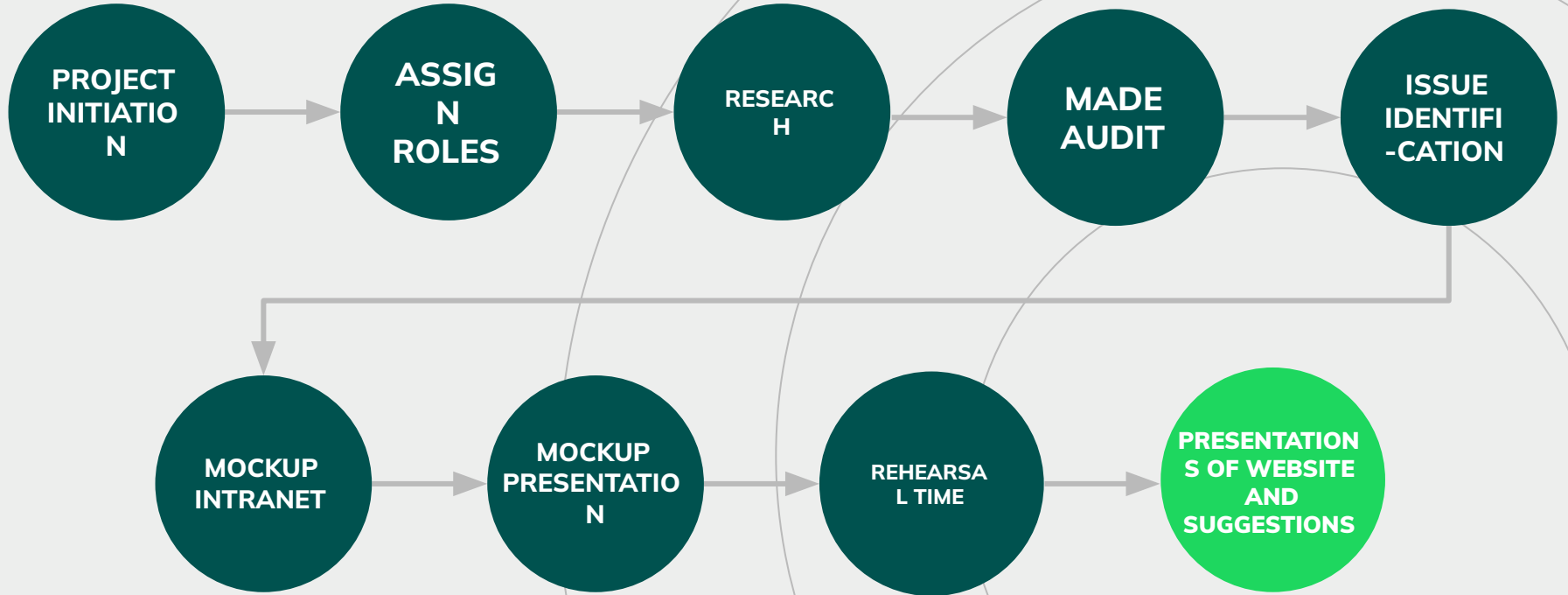
UP TO THE CHALLENGE: Planning, executing, and solving issues collaboratively is our strength. Our goal is to increase Intranet usage by transforming hard-to-read content and enhancing user experience, making it functional and meeting our users' needs.

Our Approach

MERGE

Project Process

PROJECT INITIATION → ASSIGN ROLES → RESEARCH → MADE AUDIT → ISSUE IDENTIFI-CATION

MOCKUP INTRANET → MOCKUP PRESENTATION → REHEARSAL TIME → PRESENTATIONS OF WEBSITE AND SUGGESTIONS

MERGE

Intranet Pain Points & Solutions

MERGE

CURRENT STATE OF INTRANET

MERGE | Intranet

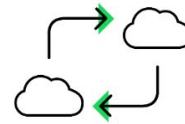Home · Talent · MarComm · Creative · Editorial · IT
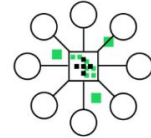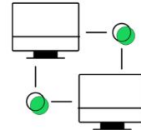
WEBVANTAGE

CREATIVE / STUDIO RESOURCES
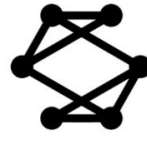
STRUCTURAL

FILECLOUD

MERGE ASSETS

ADP

IT RESOURCES

KnowBe4 Learning

Trust Center
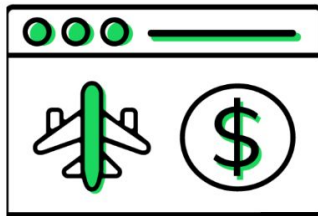
AMEX GBT &
CONCUR EXPENSE MANAGEMENT
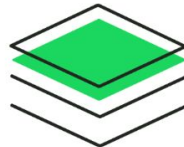
MERGE PLATFORMS

TALENT

MAX Enhanced Workflow.

MASHUP

CURRENT STATE OF INTRANET

BOOKMARK QUICKLINKS

Thought Leadership Brief	Join an Employee Resource Group
MERGE Monthly Magic Makers	Mentorship Program MENTOR Enrollment
ADP LifeMart: Discounts	Mentorship Program MENTEE Enrollment
Support Help Desk	Freelance Request Form
MERGE Org Chart	New Role Request Form
MERGE Career Framework	Talent Acquisition

FEEDBACK FROM INTRANET SURVEY

MAIN ISSUE: ORGANIZATION
DEPARTMENT TABS/ ICONS
- **70% of users use ADP, 33% of users use Structural, 61% of users use WV, 20% of users Concourse/Amex, 27% of users use Talent, and some users expressed wanting to be able to find people so we added a large icon for the Directory of Employees at MERGE**
- **"The icons can sometimes be helpful but don't really describe what their purpose is for"**

SEARCHABILITY
- **"Can't find overall employee directory" for searching and finding particular people**
- **"Search feature never finds anything I am looking for - would be great to have meta data of what is in a document for example, so that document appears when searching for items it has inside"**
- **"There's a lot of options and can be a bit overwhelming of where I need to go for what"**

LANDING PAGES & LAYOUT
- **Around 50% of users said they weren't able to find things or were confused and thought the intranet was cluttered**
- **Scrolling Pages in Department Tabs are Confusing**
- **Hard to find things within Talent Section, IT, and MarComm Sections of Intranet because users have to scroll through every resource**
- **Lots of the items on the landing pages are outdated and need to be updated**
- **"Color scheme in general burns my eyes. You have this rich electric green against a sea of white. It hurts to look at that contrast"**

OTHER
- **70% of users said they wanted to use Intranet as a way to "Access to all MERGE-related resources (files, timesheets, employee benefits, handbook, training, etc.)"**

ORGANIZATIONAL SOLUTIONS

Add and Consolidate Icons on the Home Page

Eg: 6 is an easy number for the brain to process, helps with the ease of navigation,

Eg: On our intranet we added the most used tabs and ones that users wanted based on previous research

Eg: ADV, AMEX/Concourse, Structural, Directory, Concourse, Help Desk

Eg: Home Page icons have little descriptions of what each icon does to help guide people in correct direction

Eg: Help Desk

Change the Layout to be More Cohesive

Eg: Change the color scheme

Eg: Make each drop down menu item more self explanatory

Eg: Add buttons for easier UX and access to information needed

Eg: Make sure each dept is accounted for in a way that every MERGE employee can find

Eg: Use Smartsheet.app for Searchability

Add and Consolidate Department Tabs for Less Clutter

Eg: Consolidate Creative/ Studio & MarComm sections with Max as a subheader

Eg: Employee Resource Tab at the top of the page with easier access to find benefits and relabeled sections as subheaders which include a Talent Resources sub- section

Eg: Search Bar with smartsheet.app/ google appsheet

Other Solutions

Eg: Add LinkedIn learning to new section: "Skill Up with MERGE"

Eg: Make an Intranet Committee who meet monthly and update their sections

Eg: Microsoft Email Tab to log in to email

Eg: Have the Intranet be the first screen when you open up Google Chrome instead of the Home Page

MERGE

Thank you for your time !