Designs that draw people to participate: examples of good practice

James Robertson, Step Two (www.steptwo.com.au)
The world is filled with KM white elephants
Build it and they (probably) won’t come!
Great design can help, so let’s explore some examples!
Step Two

Intranet & Digital Workplace Awards

#IDWawards

1. Surface existing knowledge via a better user experience
2. Generate engagement via a delightful user experience
Accenture
Gamification Essentials

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Last update: May 18 2016

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Gamification: Playing Your Digital Cards Right

Making Software as a Service (SaaS) Successful Through Gamification

Games and Gamification - Changing the Human Resources

Gamification and Sustainable Behaviour Change

Why gamification is serious business | Accenture Outlook

Accenture

At the time of the award entry:

- 10,000 collections
- 170,000 items
- 11,000 monthly follows
- 1,600 collections embedded in other Accenture sites
3. Explore entirely new user experiences
Important messages outside of email
Generated by systems, team members and manager
Aggregates approvals from across enterprise
Set of personal micro apps, such as my profile, time off/payslip, time planner
Experimental chatbot eg what is the next office holiday? who is employee XYZ?
In short: UX doesn’t resolve KM challenges, but it can help!