# Revolutionizing User Experience:

*Global Implementation of ServiceNow's 'Next Experience'*

# Executive Summary:

NTT Ltd ("NTT") is a leading global technology services company that provides end-to-end IT and communications solutions. In addition, the NTT is one of the most significant ServiceNow platform users.

In the contemporary enterprise software landscape, user experience is pivotal in determining users' efficiency, engagement, and productivity. Before the San Diego release, a significant gap existed in current ServiceNow platforms, where users were challenged with disparate interfaces, complex navigation structures, and a lack of personalization options. It hinders seamless workflow, reduces productivity, and challenges user engagement. Before the San Diego release, many ServiceNow platform limitations were widely visible, primarily related to user experience. The San Diego release introduces the 'Next Experience,' which aims to provide a next-generation, personalized, and productive user experience by unifying navigation, introducing additional menus, and enhancing landing pages.

The current state of ServiceNow lacks essential features and benefits that the 'Next Experience' offers, creating a gap in user experience and hindering the realization of the platform's full potential. Hence, NTT decided to implement 'next experience' features globally to improve the overall navigation and enhance its employees' user experience.

# Key Challenges and Pain Points:

**Fragmented Navigation:**

Navigating multiple locations in the application is required, leading users to experience a disjointed process. The absence of a unified navigation system poses a challenge in efficiently accessing essential items.

**Limited Menu Customization:**

The lack of features such as pinning and customizing menus impedes the efficient prioritization and access of critical resources. Users cannot create custom menus tailored to their specific needs and workflows.

**Inefficient Landing Pages:**

A lack of a dedicated landing page for users hampers the provision of role-specific information, leading to a scattered perspective on tasks and priorities. The landing pages fail to provide a consolidated view of open tasks, approvals, and performance analytics.

**UI Fragmentation:**

A lack of a unified user interface across applications and workspaces complicates the user experience, hindering users from seamlessly switching between Core UI applications and configurable workspaces.

**Limited Personalization Options:**

The lack of accessibility preferences and theme variants restricts users from customizing their instance UI to meet their preferences and needs.

**Inefficient Global Search:**

The limited global search functionality impedes users' ability to search multiple record types efficiently. Users cannot seamlessly switch between global search results and workspace application results.

**Lack of Start Page Options:**

Users cannot configure the start page according to their needs and organizational requirements. They lack options to choose visualizations, dashboards, or configurable workspaces for immediate task focus.

**Absence of Next Generation UI:**

A lack of contextual navigation and a Next Experience landing page diminish the overall user experience, causing users to miss out on the benefits of a next-generation, intuitive, personalized experience that drives productivity and engagement.

**Complexity in Preferences Configuration:**

Users face challenges configuring preferences across the platform, including setting up display preferences, accessibility options, and notification settings. The absence of a streamlined process for preference configuration results in a suboptimal user experience and potential frustration.

# Solution Implementation

Nihilent implemented the 'ServiceNow Next Experience' globally. The 'Next Experience' initiative was launched to address key challenges and pain points mentioned above that users faced in navigating, configuring, and personalizing their interactions with the platform. The 'Next Experience' initiative aimed to address these challenges comprehensively by introducing a set of innovative features and enhancements. The key focus areas included:

### Unified Navigation System:

- Introducing a unified navigation system to streamline the user journey across different sections of the application
- Providing a cohesive navigation experience for seamless access to essential items.

### Enhanced Menu Customization:

- Users can now add features to pin and customize menus according to their needs and workflows.
- Users are empowered with the ability to efficiently prioritize and access critical resources.

### Role-Specific Landing Pages:

- Implemented dedicated landing pages tailored to users' roles, providing a focused and consolidated view of tasks, approvals, and performance analytics.
- Enhanced users' perspective on tasks and priorities by delivering role-specific information.

### Unified User Interface:

- Introducing a seamless user experience by implementing a consistent user interface across applications and workspaces.
- Enabling smooth transitions between Core UI applications and configurable workspaces.

### Expanded Personalization Options:

- The instance UI offers users extensive customization options, including accessibility preferences and theme variants, empowering them to tailor the interface to their preferences and unique needs.

### Optimized Global Search:

- Enhanced global search functionality to enable efficient searching across multiple record types.
- Improved usability by seamlessly switching between global search results and workspace application results.

### Configurable Start Page:

- Introducing options that enable users to customize the start page according to their needs and organizational requirements.
- Offering choices for visualizations, dashboards, and configurable workspaces to focus on tasks immediately.

### Next Generation UI:

- The solution team implemented contextual navigation to enhance the overall user experience and created a Next Experience landing page.
- The next-generation, intuitive, and personalized interface now drives productivity and engagement for users.

### Simplified Preferences Configuration:

- Streamlined the process of configuring preferences across the platform, including display preferences, accessibility options, and notification settings.
- Improved the user experience by offering an intuitive and user-friendly preferences configuration interface.

# Results and Impact

The 'Next Experience' initiative had a transformative impact on the ServiceNow user experience.

- Improved efficiency in navigation and access to essential items.
- Enhanced customization options lead to better prioritization of critical resources.
- Streamlined and role-specific landing pages for a consolidated view of tasks and priorities.
- Seamless transitions between different applications and workspaces with a unified user interface.
- Extensive personalization options, including accessibility preferences and theme variants.
- Enhanced global search functionality for efficient record-type searching.
- Configurable start pages catering to individual needs and organizational requirements.
- Next-generation UI contributes to increased productivity and user engagement.
- Simplified preferences configuration process, reducing frustration and enhancing user satisfaction.

**Conclusion:**

ServiceNow's 'Next Experience' successfully addressed the identified challenges, significantly improving user experience and platform efficiency. The case study highlights the importance of understanding user pain points and implementing innovative solutions to create a more user-centric and effective platform. The positive outcomes demonstrate the initiative's success in enhancing ServiceNow's capabilities and meeting the evolving needs of its user base.