Bring the power of playbooks to the people who need it most

CreatorCon Lab CCL1270

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Application Developer

Carleen Carter
Principal Architect

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> **When UX doesn't consider ALL users, shouldn't it be known as "SOME User Experience" or... SUX?**

Billy Gregory
Accessibility Program Manager at Ubisoft

Speaker introductions

Name: Carleen Carter
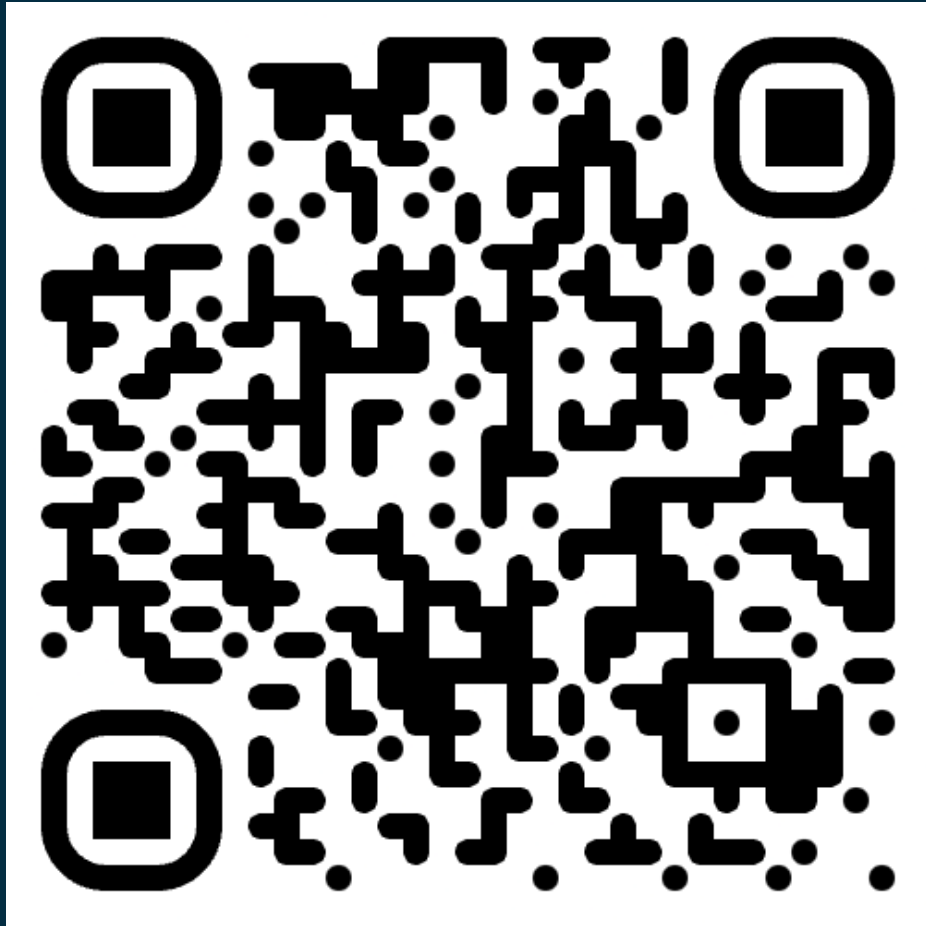
Title: Principal Architect

Company: Serenity

Name: DJ Wolfson

Title: Application Developer

Company: Serenity

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Agenda

ALL users

Problems to Solve

Playbooks in ServiceNow

Lab

Exercise 1

Exercise 2

Exercise 3

Q&A

What does "ALL users" mean in UX?

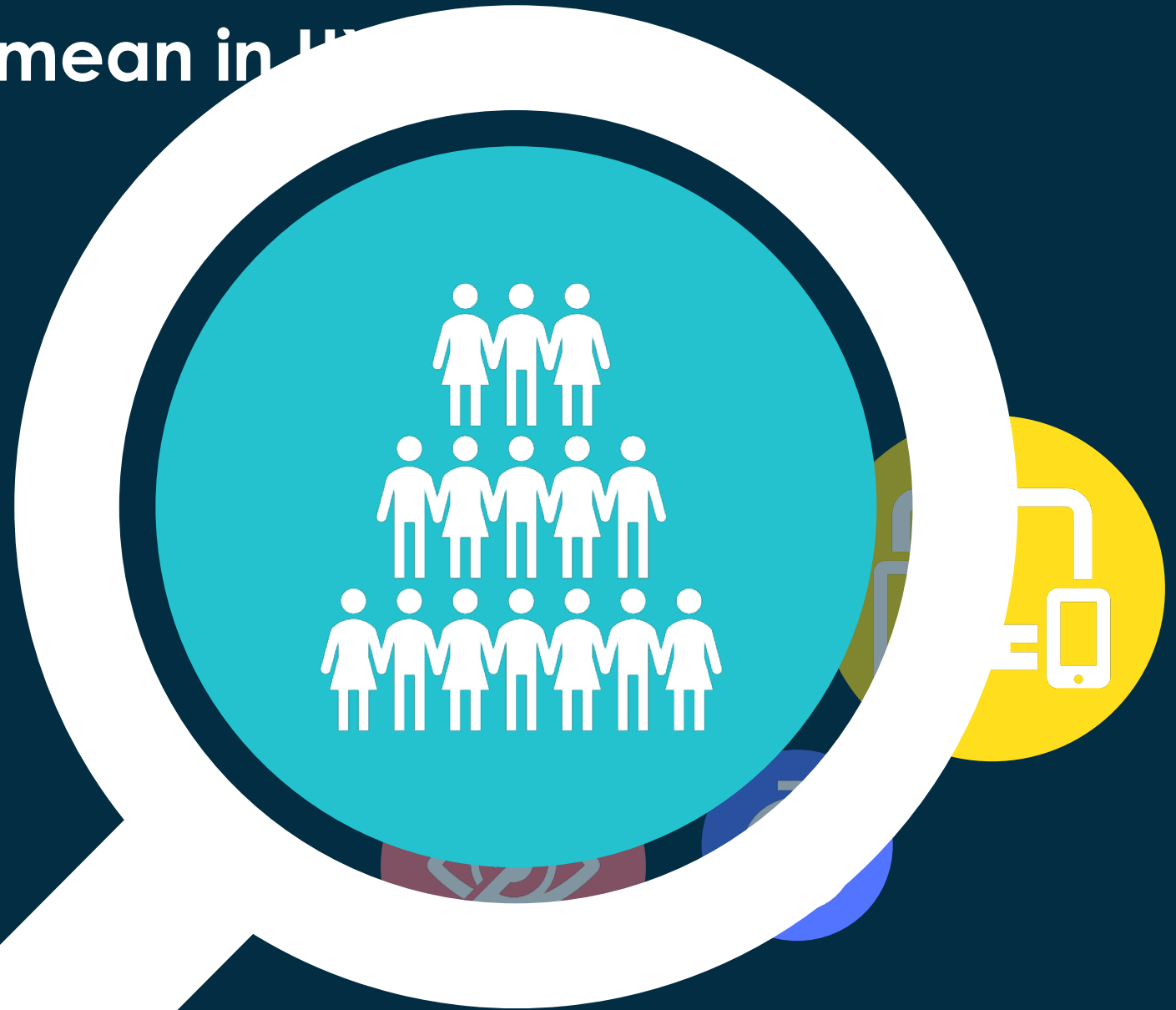bit.ly/CCL1270 OR smartcarleen.com/CCL1270
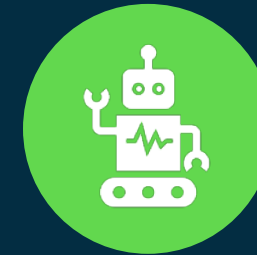
What does "ALL users" mean in UX

Personas

End Users / Requestors

Fulfillers

What does "ALL users" mean in UX?
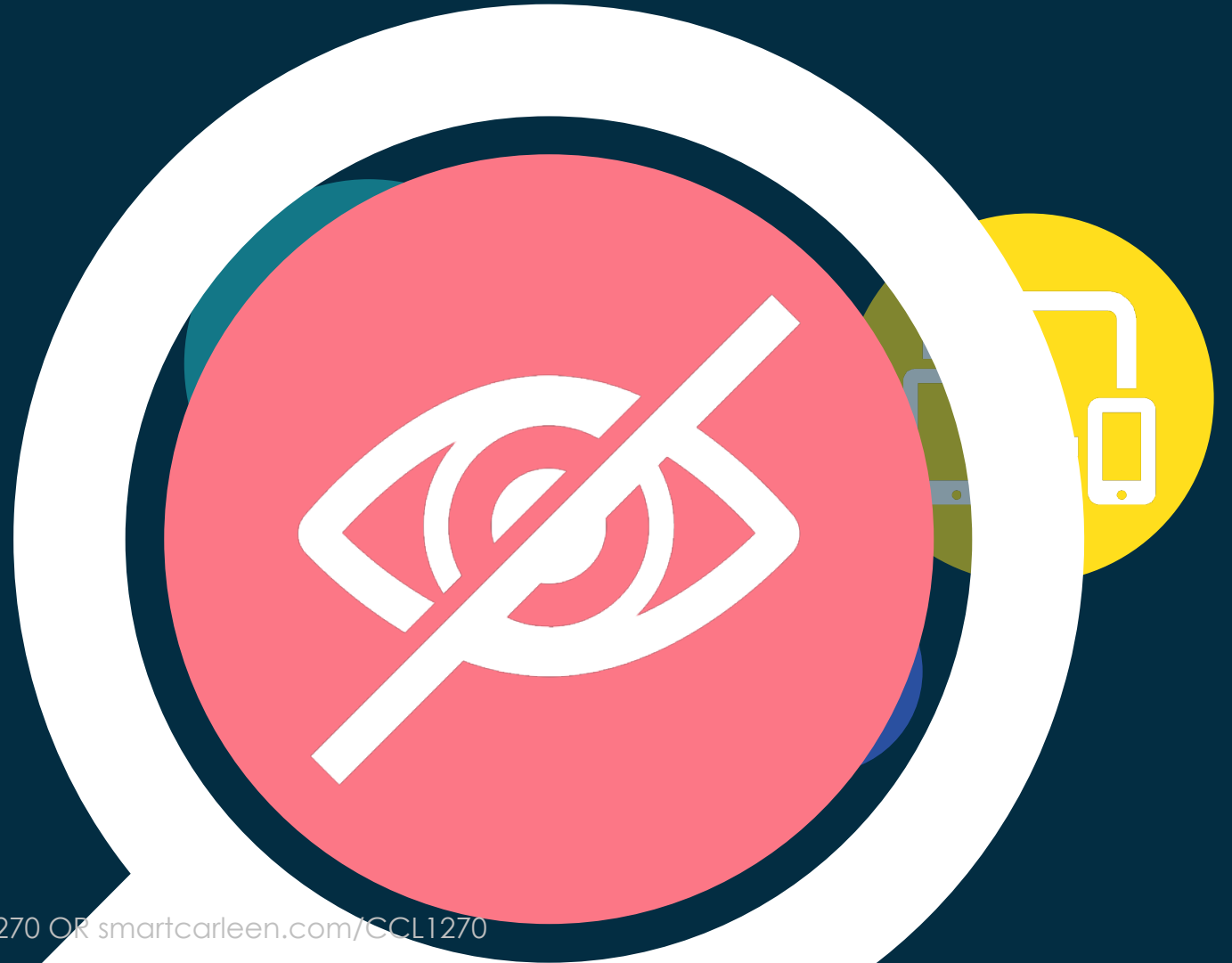
Demographics

Technology skills

Internet speed

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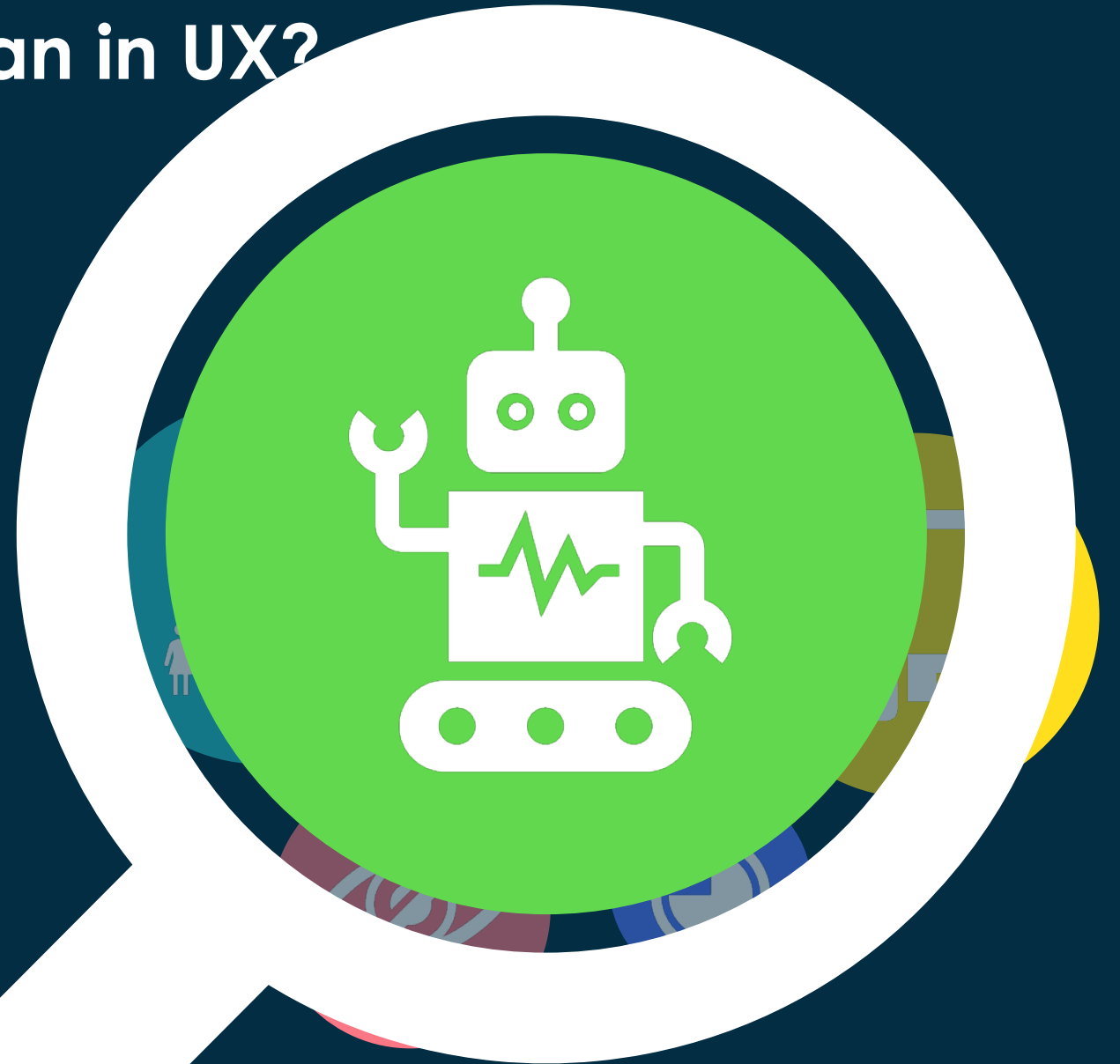
What does "ALL users" mean in UX?

Accessibility

Contrast ratios

Screen readers

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What does "ALL users" mean in UX?

Format

Screen size
- Computer
- Tablet
- Mobile

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What does "ALL users" mean in UX?

Frequency & Time

Frequency of use

Time to complete

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OK GREAT, ALL USERS. GOT IT!

WHAT'S NEXT?

DIGITAL PROCESSES NEED DATA

BUT

extensive

MANUAL ENTRY IS REQUIRED
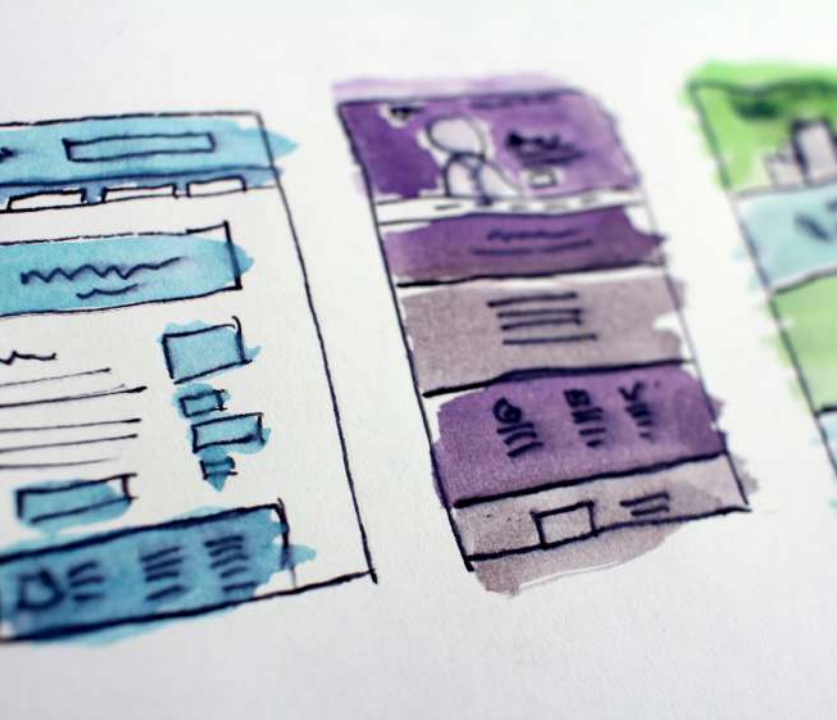
bit.ly/CCL1270 OR smartcarleen.com/CCL1270
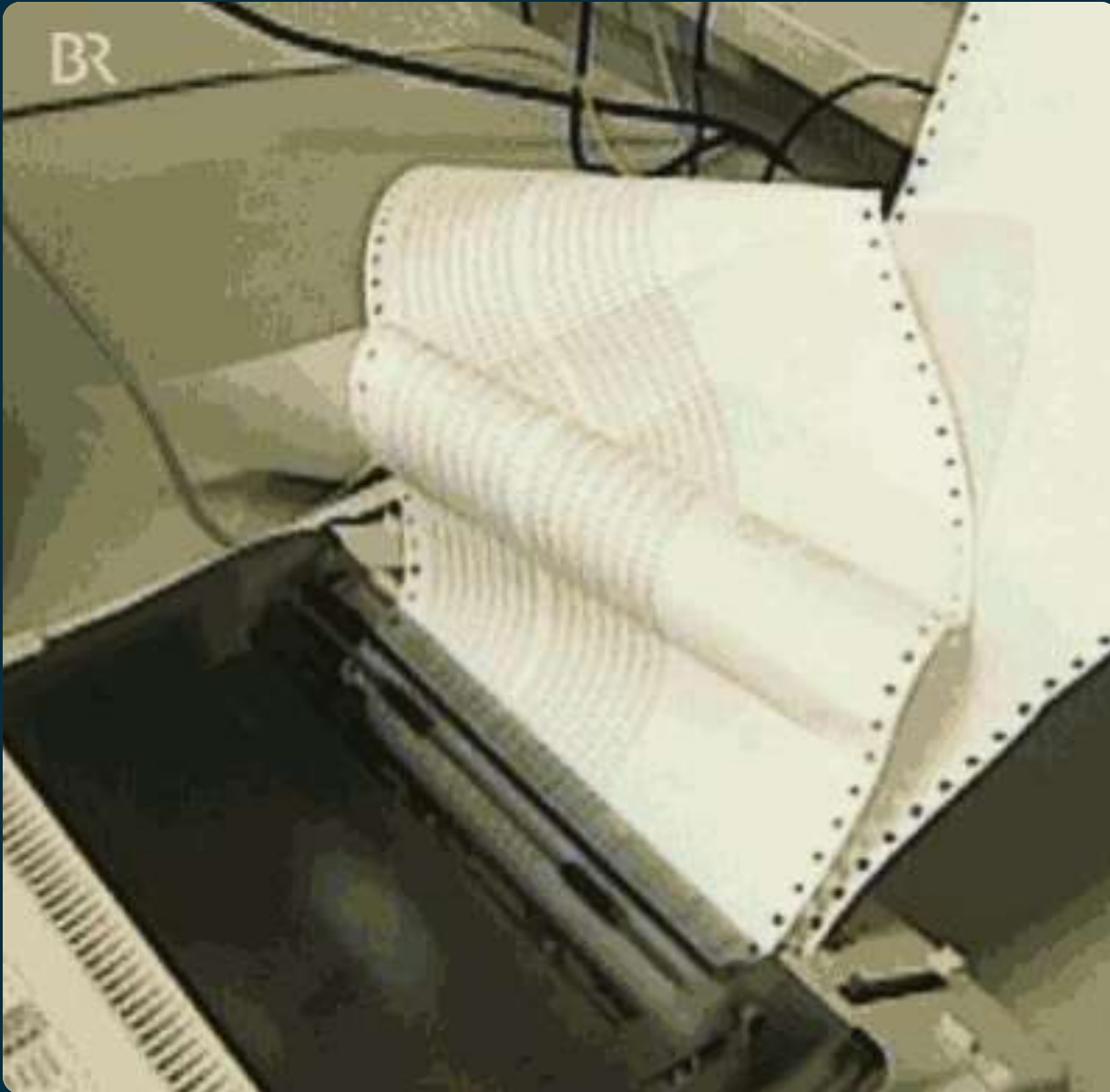
Usually, we end up with the form that doesn't ends

…yes, it goes on and on my friend.

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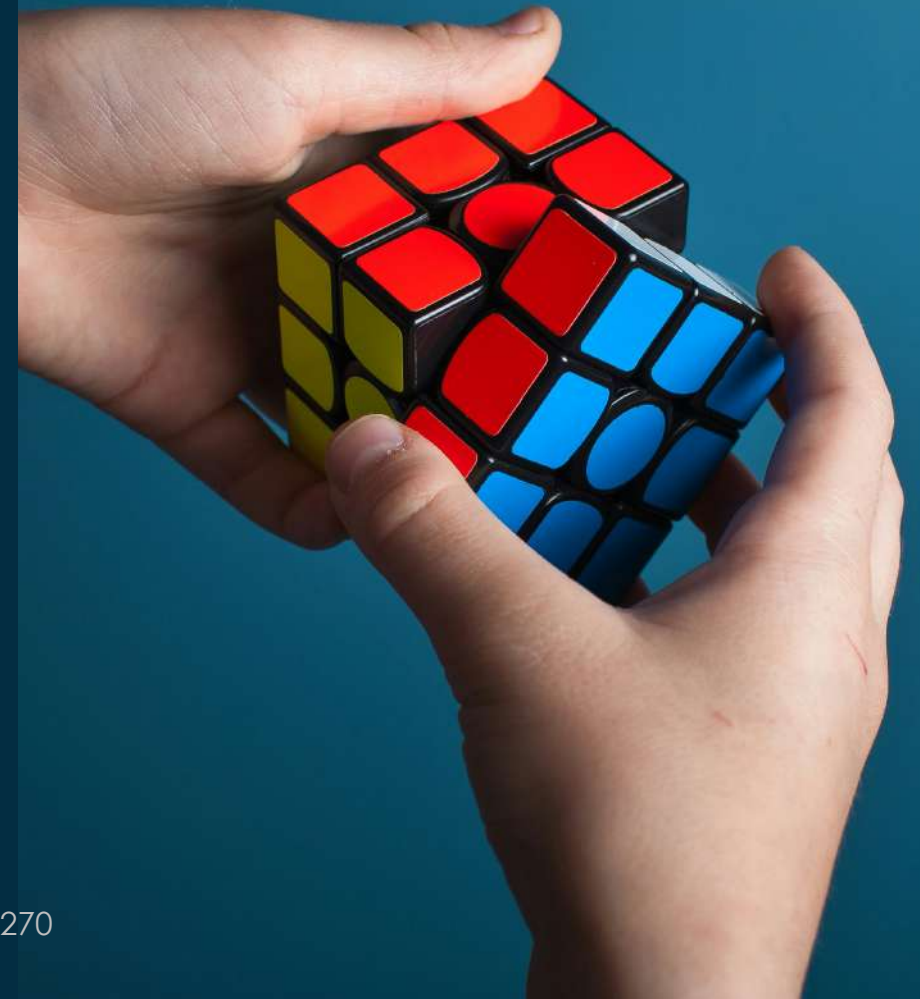
Design experts say…

Collect critical data upfront

Autofill data you already have

Clearly indicate remaining items

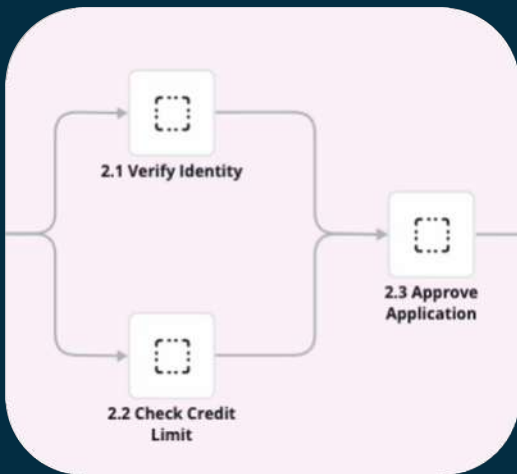## Group questions into sections

ServiceNow Playbooks are the solution

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What are Playbooks?

What are Playbooks?

Building blocks

Triggers

A trigger specifies when to start running your playbook.

Stages (aka Lanes)

A stage is a grouped sequence of activities in a playbook. A playbook owner creates a stage to specify a logical grouping of activities. A stage in your overall business process.

Activities

An activity defines the Flow Designer content that powers the playbook's automation. An activity can also specify the user-facing experience that the playbook produces when it runs.

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Roadblock

Playbooks can only be used in UI Builder Experiences*

*In Washington, D.C. ServiceNow has released Service Portal widgets for Playbooks in select Customer Service Mgmt SKUs.

What's in Washington, D.C.?

Customer Service Management (CSM), Playbooks for Portals

CSM Enterprise or Pro SKUs

At least one of the following plugins:

- Playbooks for Customer Service Management
- Case Playbook for Onboarding
- Case Playbook for Complaints
- Case Playbook for Product Support

We expect that more baseline options will be coming from ServiceNow in future releases.

⚠️ **Check with YOUR ServiceNow Sales rep for details!**

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UI Builder vs Service Portal

| Capability	UI Builder	Service Portal
Target Audience	Fulfillers	Requestors (End Users)
Portal Capability	Workspaces & small, departmental portals	Enterprise portals
Responsive	No	Yes
Pixel Perfect Design	No	Yes
Service Catalog	Very limited support	Fully supported
ATF Testing	Partial	Fully supported
Public Pages	Difficult to set up	Yes

Source: ServiceNow Product Hub for Next Experience

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LAB LINKS

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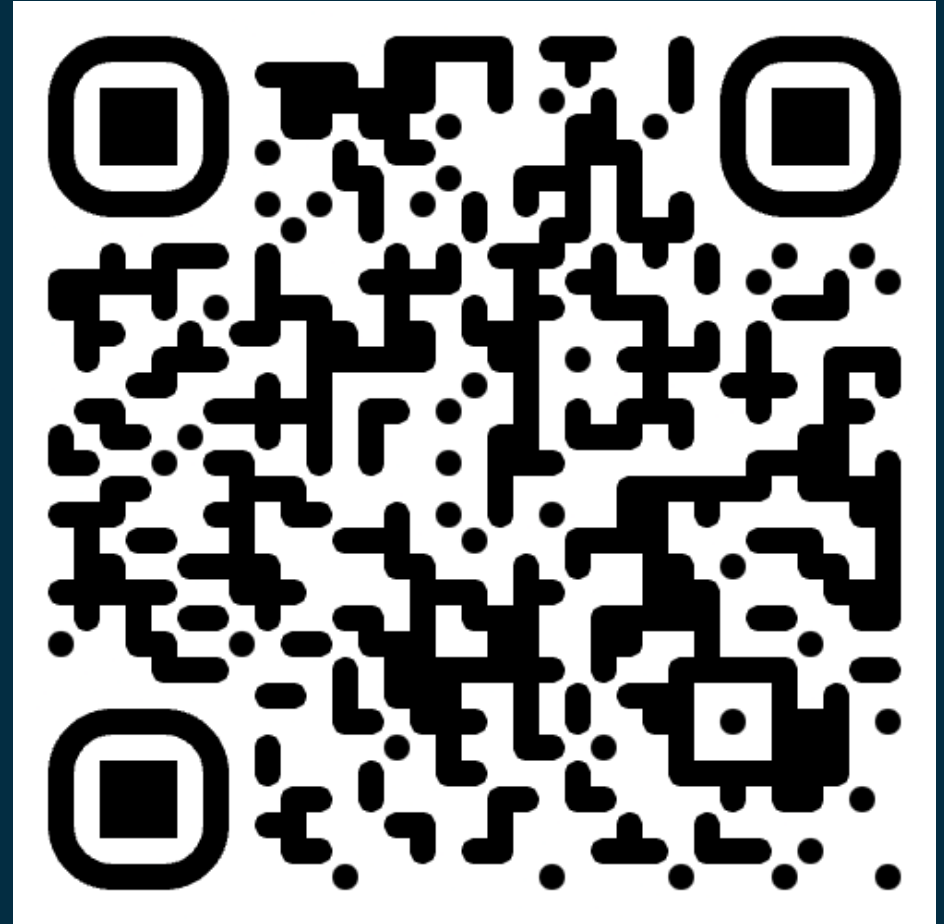
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Closing Points

1 Playbooks are <u>not intimidating!</u>

2 Playbooks are <u>easy to build</u>

3 Playbooks can be designed for <u>any audience</u>, not just fulfillers in a workspace.

Q&A

Contact info or other content
can go here