

User Experience and Usability Metrics

The importance of measuring the user experience (UX) in HR Technology

HR technology (HR Tech) includes the use of applicant tracking systems, online assessments and e-assessment simulations, onboarding environments, e-learning & development systems, performance management and 360 assessment solutions as well as HR information systems including those provided in ERP systems by Oracle and SAP. Increasingly the business processes supported by HR Tech are being extended to include the use of social media platforms like LinkedIn, Facebook, Twitter and more specialized applications. Taking a holistic approach means ensuring that your talent pools, your applicants and your people follow a user journey that makes sense, is ethical and ultimately supports a productive and satisfying user experience.

How UX design by taranis-PHI can help

taranis-PHI UX design and evaluation services will help achieve:

- *Impressing candidates and staff with your brand values;*
- *Ensuring that systems are really productive and don't waste user time;*
- *Competing successfully for the right talent;*
- *Deciding which products to buy and how to develop bespoke websites.*

Design & Evaluate the HR Tech User Experience (UX)



taranis-PHI

promoting human integration



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Building a bespoke candidate website and social media presence

taranis-PHI works with you to differentiate your external and internal facing talent media. We programme managed a turnkey development for a SME in which we analysed the existing and future candidate user journeys. We then specified the user interfaces that were built for use by candidates and by client administrators. Online psychometric tests were integrated to map personal capabilities and values to occupational pathways. taranis-PHI arranged field trials with customers and collected and analysed qualitative user reactions, quantified usability metrics and performed statistical analysis of psychometric tests results.

Usability of online HR Tech systems

taranis-PHI works with you to produce a fully integrated user experience for your people. At one of the UK's largest organizations we worked alongside the technical and HR teams integrating Oracle 12. We identified 'hotspots' where critical business processes and technology met and identified a range of measures to manage the change including communications, training, online job aids, and use of internal social media to pull together the user experience across onboarding and employee development.

taranis-PHI UX design and evaluation

provides answers to the following questions when evaluating or configuring online HR Tech systems, making use of social media or designing new candidate websites:

- **Do you know what candidates and your people think about their online experience?** taranis-phi combines quantitative and qualitative techniques to provide you with evidence-based insights into how people feel when they use your social media, websites and HR Tech;
- **Have you made your competency framework and values come alive?** Users need to experience the competencies you have identified for your organization if they are to really understand what they mean when you are recruiting, developing and evaluating your talent pipeline;
- **Are users learning at every stage of talent management?** As an organization you will face specific and in many cases unique pressures based on the work you perform, the services you provide and the teams you want to build. taranis-PHI will show you how to reinforce user understanding and learning by building bite-sized learning 'events' into your systems;
- **Have you optimized your sourcing, recruitment, on-boarding, development and performance assessment processes?** You can develop great performance by improving the usability, accessibility and attractiveness of every user interaction? taranis-PHI measures everything with one aim, to produce great performance through good design.

taranis-PHI provides these consulting and service options to business organizations:

- **Talent assessment strategy**
- **Online Psychometric Assessment**
- **Design of custom business simulations**
- **Focus on performance improvement**
- **Audit of assessment processes and systems**
- **Design & Evaluate the HR Tech User Experience (UX)**
- **Talent solution procurement & programme management for HR**

taranis-PHI provides consulting services and solutions to improve business performance. Our people are professionally trained, very experienced and fully accredited by the British Psychological Society (BPS), the UK Health & Care Professions Council (HCPC) and the European Federation of Psychologists Associations (EFPA).



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