



Redesign of Bemis' Intranet to Enhance Employee Experience

Project Sponsor

Bemis

Authors

Chandresh Singh

Grace Liu

Peter Oppermann

Sean Barrett

December 2013

1. Executive Summary

Bemis is focused on improving its employee user-experience through a series of IT initiatives. As part of this effort, Bemis was interested in redesigning its current Intranet home page. The goal of this UW student-team project was to assist Bemis in redesigning its Intranet by identifying improvement ideas and providing design concepts for a new Intranet homepage.

The student-team conducted numerous employee interviews to gain insight into how Bemis employees utilize the current intranet, what features they like the most, and what features they would like to have. Additionally, the student-team researched industry best practices for Intranet design that could help guide the project. Companies from the UW E-Business Consortium were interviewed about their current Intranet design, how they went about developing and implementing their Intranet, and how current employees use and interact with internal sites and content.

Using all the gathered information, a conceptual design was presented to Bemis. After an iterative process that involved multiple changes based on feedback, a final design was recommended to Bemis. Bemis is planning on implementing the suggested design in their system and launching it in January. The IT department will develop the redesigned Intranet based on our proposed design.

While our proposed redesign represents an improvement for the company's intranet, additional content and features could further enhance the user experience. To that end, the student team has proposed a future vision that Bemis might consider implementing to further enhance the Intranet. The future version would feature an enhanced directory, improved collaboration, social interaction, and the ability to customize and personalize the content. Additionally, the Intranet would be more user-specific and offer relevant information based on different user personas. Overall, the recommended design and the future suggestions have the potential to significantly improve the user experience of Bemis employees.

2. Acknowledgements

Our project team would like to take this opportunity to thank the following individuals who invested the time and energy to make this project happen. We greatly appreciate their help and recognize that they are part of the reason that we completed this project successfully.

- John Kreul
- Vicki Beltran
- Holly Kubek
- Bemis Interviewees
- University of Wisconsin ISyE 671 Classmates
- UW E-Business Consortium members
- Professor Raj Veeramani

Table of Contents

- 1. Executive Summary 2**
- 2. Acknowledgements..... 3**
- 3. Introduction and Background Information 5**
 - 3.1. Bemis Overview 5
 - 3.2. Project Goals and Objectives 5
- 4. Project Methodology 6**
- 5. Research 8**
 - 5.1. Bemis Employee Interviews 8
 - 5.1.1. *Bemis Employee Interview Summaries* 9
 - 5.1.2. *Bemis Employee Interview Takeaways* 20
 - 5.2. Industry Best Practices 21
 - 5.2.1. *Nielson Norman Group* 21
 - 5.2.2. *UW E-Business Consortium Member Interviews* 25
- 6. Design 29**
 - 6.1. Design Principles 29
 - 6.2. Design Requirements 29
 - 6.3. Design Conceptualization 30
 - 6.4. Design Feedback and Iterations 31
 - 6.5. Final Design Mockup 36
- 7. Future Vision 37**
 - 7.1. Long Term Recommendations 37
 - 7.1.1. *Directory Enhancements* 38
 - 7.1.2. *Role-Specific Profiles* 39
 - 7.1.3. *Location-Specific Information* 39
 - 7.1.4. *SharePoint Organization* 39
 - 7.1.5. *Mobile Optimization* 40
 - 7.1.6. *Improve Collaboration* 40
 - 7.2. Future Vision Design 40
- 8. Conclusion 44**