

UCSF IT Website – Sautter Award 2022

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Specified award categories: Sautter Award (or Operational Excellence Award or Design Award)

Project name: **UCSF IT Website Redesign**

Names of project leader(s) and team members

- Product Sponsors
 - **John von Eichhorn**, Associate Director, IT Service Desk
 - **Erik Wieland**, Associate Director, Content Management & Communications
- Product Manager
 - **Dana Adams**, Web Program Manager
- Project Manager
 - **Reba Brindley**, Senior Technical Project Manager
- User Experience and Design team
 - **John Kealy**, Team Lead, Enterprise Architect
 - **Judy Daniel**, Content Strategist
 - **Anna Kahrs**, User Experience Designer
 - **Jason Jaynes**, Senior Web Developer
 - **Mike Marmon**, Change Management
- Build Team members
 - **Eric Guerin**, Senior Web Developer, Solutions Architect
 - **Austen Tong**, Web Developer
 - **Sasha Miller**, Web Developer
- Cross-functional team members
 - **John Chin**, Associate Director, IT Service Management (ServiceNow assignment team integration)
 - **Kevin Dale**, Senior Manager, Identity & Access Management, Active Directory and Messaging (Enterprise Directory Service integration)
 - **John Kealy**, Manager, Web Services

Summary

The goal of our new IT website was to deliver the right information to the right person at the right time. Using a combination of design thinking, Lean startup, and Agile development, we've been able to measure the impact of our efforts and calculate the value of our investment. Customers are engaging with IT service providers to improve products and processes.

Project narrative

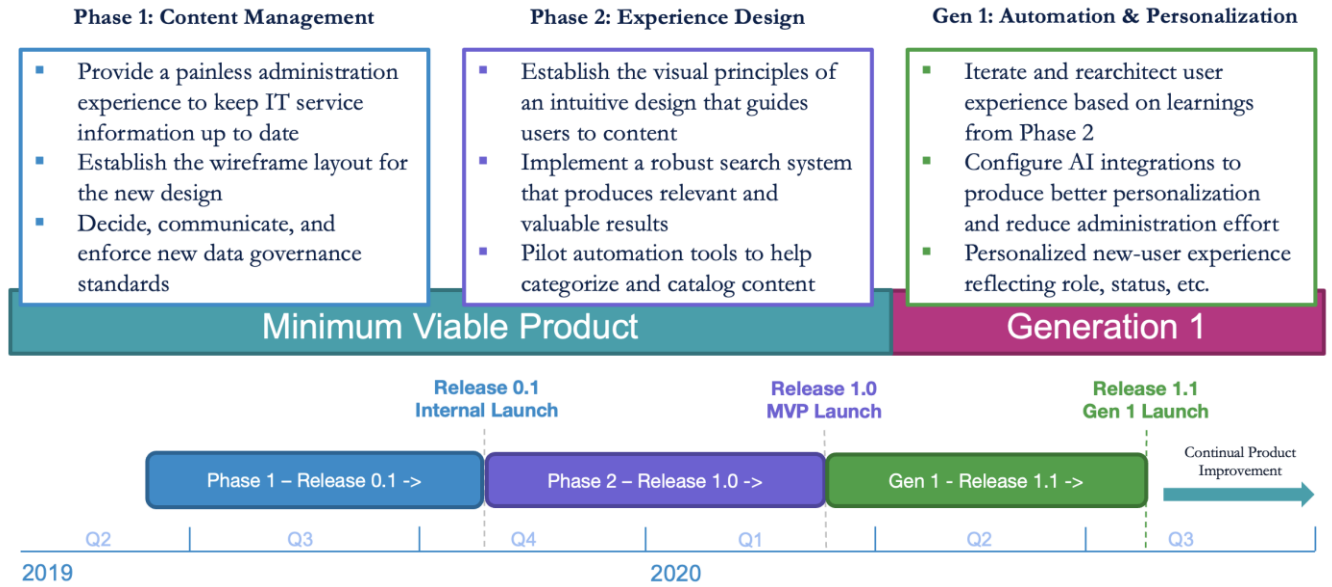
How do you transform your service website into something that doesn't just create but demonstrates value for your customers and service providers? How can you leverage this digital transformation to give people Amazon- and Google-like features at work? Our team turned the task of doing yet another IT website revamp into an opportunity to build something that served customers' needs. Using a combination of design thinking, Lean Startup, and Agile development, we created a product that people want to use because it works.

Marrying user-centered design with Lean and Agile isn't new but applying it to what is essentially an administrative website to improve the lives of our faculty, staff, and students was a novel concept. Involving our customers in the design and testing phases means we focus our efforts on the areas with the most value to them. We can correlate changes in technology, content, and process with time saved on IT service requests and tickets. This means more

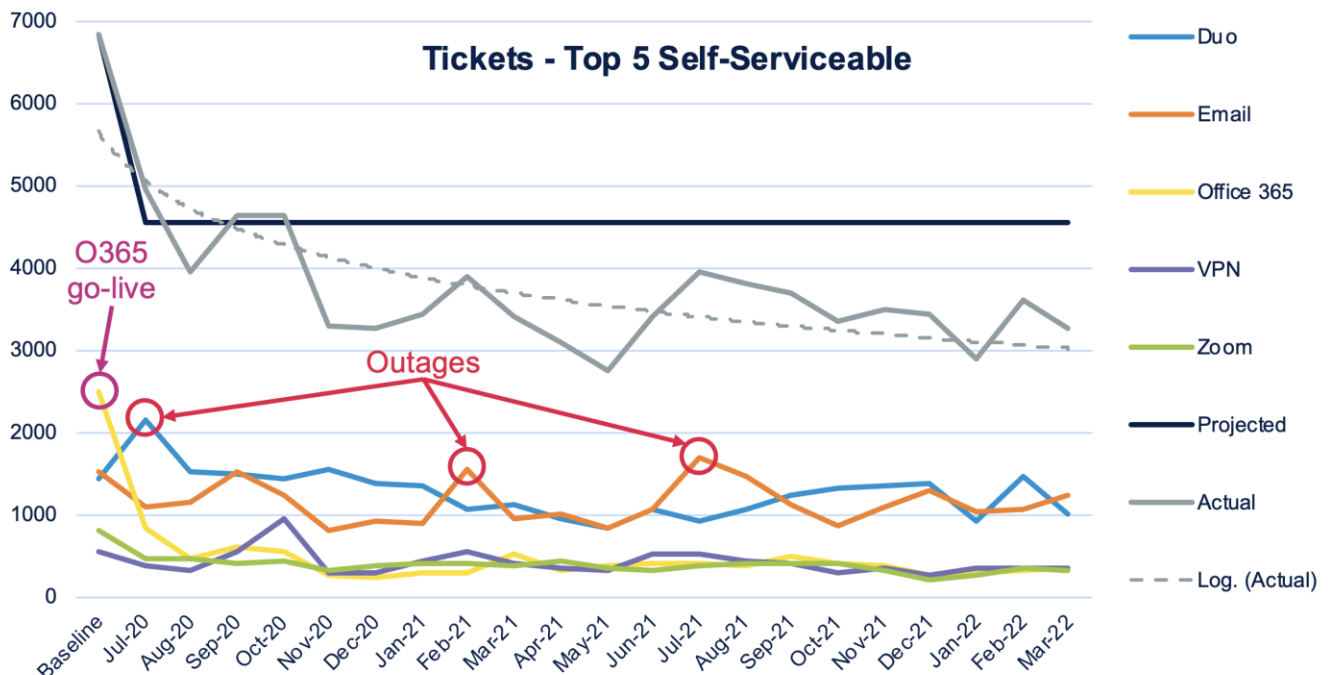
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time to focus on the mission, and more trust from those we support (not to mention the people who fund us). We have realized over \$1 million in time saved by our customers and technicians over the last 21 months.

MVP Rollout Plan:



Ticket Decrease Compared to Baseline:



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Savings over 21 months since launch:

Savings	IT Staff	Customers	Total
Hours Saved	16479.46	16479.46	32958.92
Money Saved	\$1,450,192	\$1,117,802	\$2,567,994
Money Spent			\$1,471,000
Net Savings			\$1,096,994

Our focus from the beginning was to engage with our customers more directly so we could deliver content and features they told us they wanted, and not just present IT services as yet another compliance regime. The timing of our efforts couldn't have been better: we were planning to launch in March 2020. After the COVID scramble we launched in June, just as we were all settling into the "new normal" of hybrid work. The new IT website quickly delivered real, measurable value to both customers and IT service providers. It has also helped to reinforce our value improvement efforts and has enhanced our product management community of practice. Our content owners are more engaged with their customers, and as a result the site is more useful and more used.