Intra1 research outcomes

Section 1: About intra1

[The intranet research exercise "intra1"](#) ran from 18 April to 22 May 2017. This document outlines the work that was done during this time and proposes next steps.

The purpose of intra1 was to understand how people currently use EMBL's intranet (we use this term to include the intranet for each EMBL site plus the Technical Services Cluster (TSC) at EMBL-EBI). Specifically, we wanted to:

1. Understand audience behaviours
2. Define audience segments
3. Define the functions and the scope of EMBL's intranets
4. Inform the EMBL community about projects to rebuild EMBL's core websites

We conducted this research with a view to, in the long term, building a new, single, intranet that can serve the entire organisation.

Who was involved

- Chloë Cross - EMBL's internal communications manager
- Matthias Helmling - manager of software and solutions development, Heidelberg IT team
- Jonathan Hickford - team leader of web development at EMBL-EBI
- Laura Howes - EMBL's social media manager
- Michael Müller – web and collaboration manager
- Revathi Nathaniel - user experience designer at EMBL-EBI
- Dan Noyes - joint-head of Strategy and Communications
- Tabea Rauscher - EMBL's art director
- Mary Todd Bergman - senior communications officer at EMBL-EBI
- Agustin Villalba Casas - web developer, Heidelberg IT team

What we did

We conducted research in three broad areas:

1. Surveys: asking users to complete a short questionnaire online
2. Analytics: looking at statistics in Google analytics and Piwik to understand user behaviour
3. Interviews with users: in-depth interviews both in person and online to understand how people used the intranet and the issues they currently faced
4. Task completion (observation)

You can access the Confluence space we used for collaboration [here](). This contains some of the raw data we gathered and generated.

What we found

In brief, we found the following:

- EMBL's intranets are performing fairly well but discoverability needs improvement.
- Accomplishing tasks for the first time is challenging for users.
- Access and authentication to the intranet is problematic, especially on some EMBL sites.
- Search is heavily used on some sites and could be improved.
- The mobile experience is poor and the level of use from mobile devices is extremely low.
- There is a lack of shared language and labelling across sites (e.g. vacation/holiday), and users have their own expectations of what things should be called which causes problems with search and discovery.
- Users expect contextual features that are lacking (e.g. searching for a reimbursement form, would expect to find the one that relates to their site).
- User behaviour patterns are similar across EMBL sites, with the notable exception of search.

The primary functions of the intranet, as it stands, as evidenced by user behaviour are:

- Gateway to tools such as SAP, webmail and room booking
- Directory for people and units
- Knowledge base (e.g. questions relating to HR procedures and IT tools)
- Campus information (e.g. lunch menus or shuttle times)
- Event information (e.g. seminars and social events)

These functions are not ranked in any order (usage or impact on operations, for instance).

Section 2: A snapshot of EMBL's intranet

There is no unified intranet across EMBL. The Grenoble, Hamburg, Heidelberg and Monterotondo sites each have their own intranet based on the Fiona CMS using aligned templates, and EMBL-EBI has two separate resources - intranet and the technical services cluster (TSC) portal, which is like a knowledge base - developed on EMBL-EBI's Drupal infrastructure and using the EMBL-EBI design framework.

The Grenoble, Hamburg, Heidelberg and Monterotondo can be found at the following addresses:
- Grenoble: https://intranet.embl.fr
- Hamburg: http://intranet.embl-hamburg.de
- Heidelberg: https://intranet.embl.de
- Monterotondo: https://intranet.embl.it

Users who visit these addresses from a secured EMBL campus network - and not, say, using the Eduroam network - may visit the intranet without further authentication. Users coming from other networks must authenticate using their EMBL account credentials or by using a VPN connection. During our interviews (see section 5), we observed users experiencing a number of significant access issues which meant that various of these intranet resources were not available to them from their location.
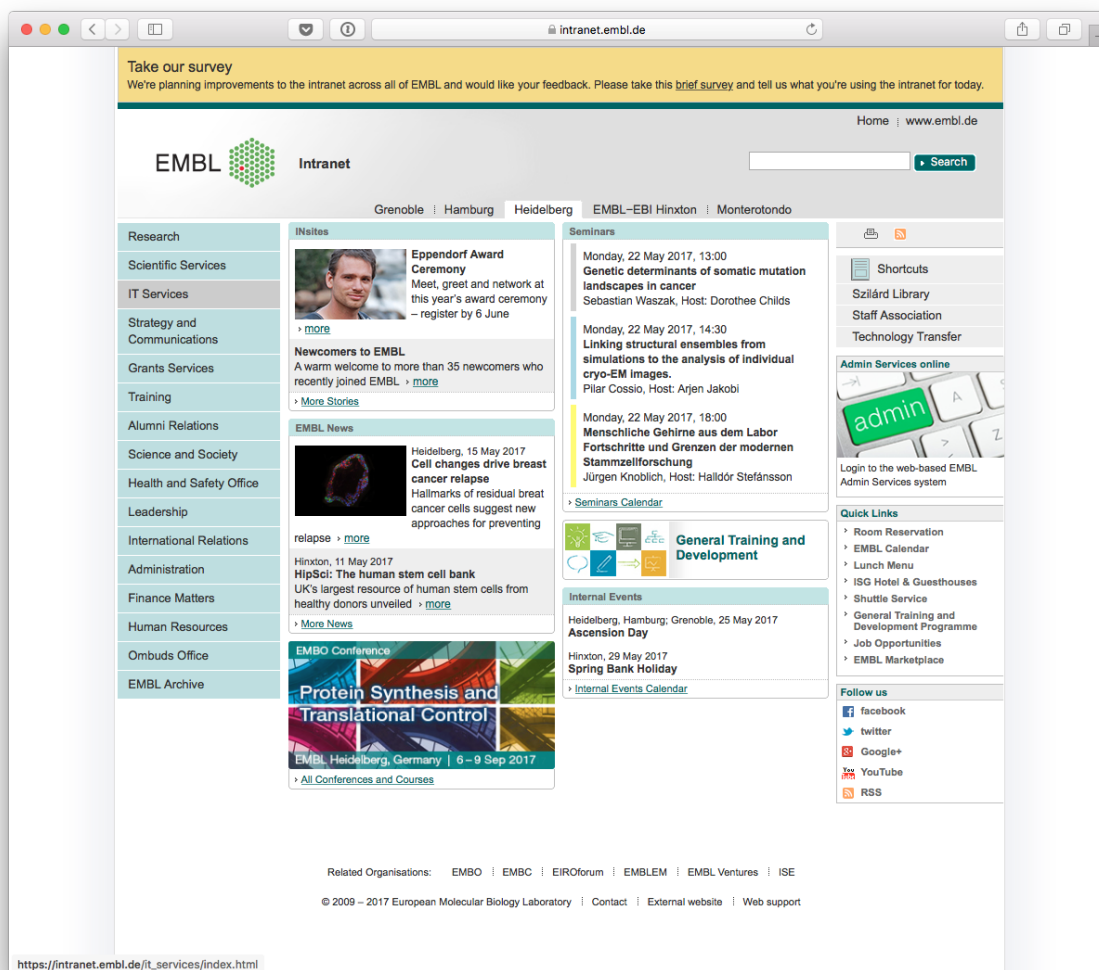
Screenshot showing the EMBL Heidelberg intranet homepage on a desktop browser.

The Heidelberg intranet is the only one of these four intranets to have a separate mobile version.
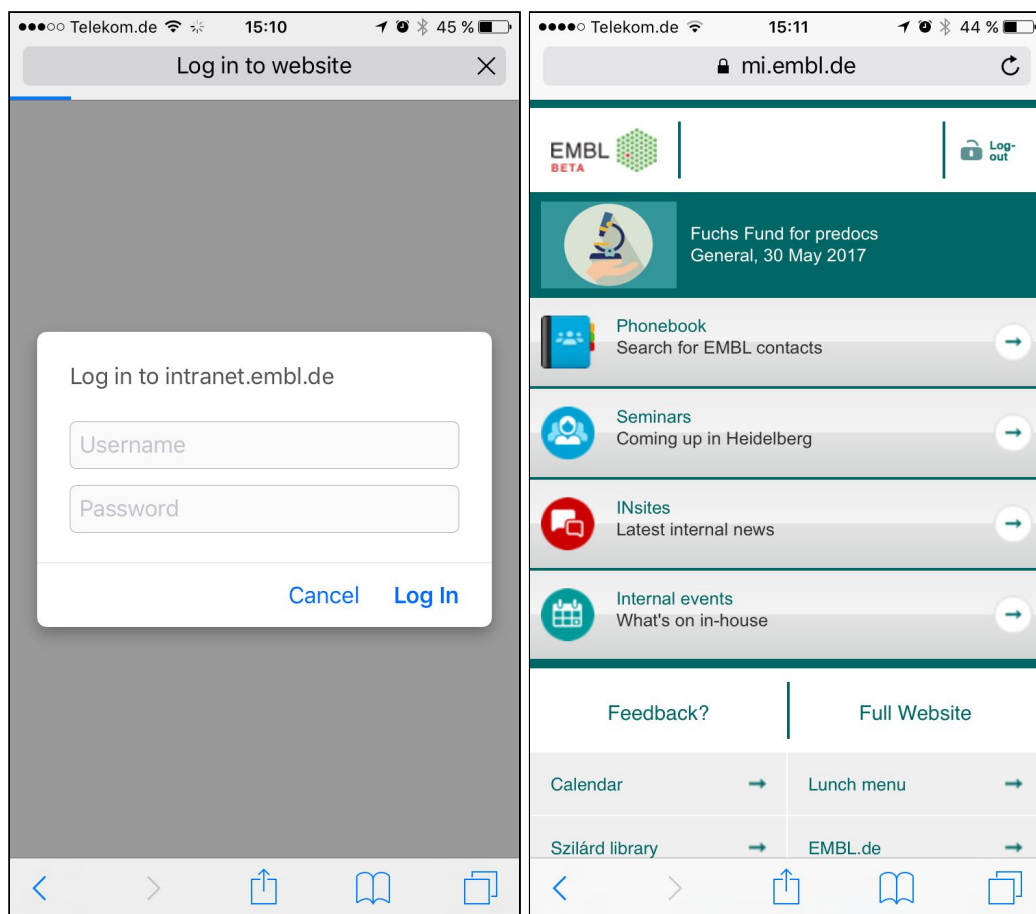
Screenshot showing the EMBL Heidelberg intranet homepage on a mobile device, including authentication prompt (user was not connected to the EMBL wifi network).
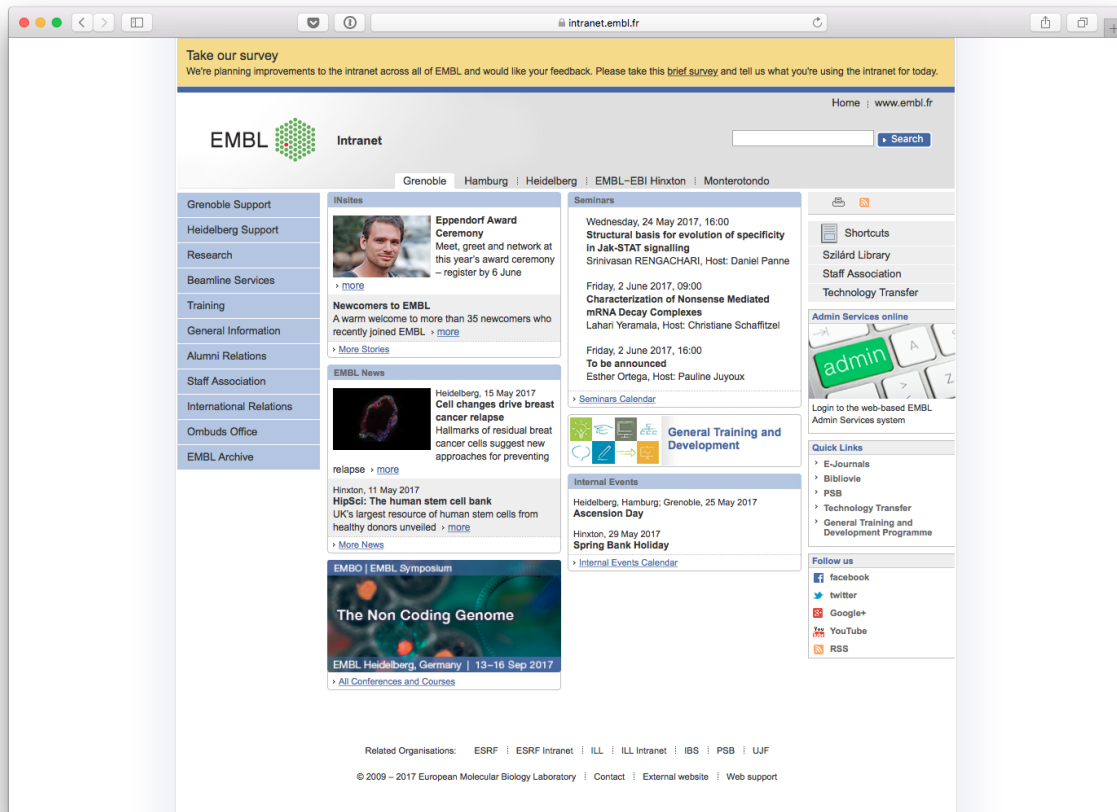
Screenshot of the EMBL Grenoble intranet homepage

EMBL-EBI has a two separate intranets (see below), hosted on a Drupal infrastructure and based on the design of the EMBL-EBI web framework.

- The administrative intranet is only accessible through the LAN or VPN, and contains sensitive information including minutes from leadership meetings.
- The technical services cluster intranet is password-protected only. It supersedes the administrative intranet (more robust) and was originally created to replace the Systems Wiki.

EMBL-EBI Intranet

Services | Research | Training | About us

Examples: travel, holiday, business cards   [Search]

Home | At the EBI | Employment | Finance | Health | Newcomers | Outreach | Technical Services | People | Travel | Login

Take our survey
We're planning improvements to the intranet across all of EMBL and would like your feedback. Please take this brief survey and tell us what you're using the intranet for today.

At the EBI
Here you can find information about facilities, scheduling and internal events such as Town Halls.

- Bus timetables
- Campus Events
- EMBL-EBI in the post-Brexit era
- EMBL Staff Association
- GCSSC Sports and Social Club
- Meeting Rooms
- Menu
- Organigram
- Reception
- Town Hall slides
- Project Management Network

Employment
Click on the header 'Employment' for information about working at EMBL-EBI.

Find out about:

- Administrative Services Online (ESS/MSS)
- Flexible Working Arrangements
- Holidays and Other Absences
- Intermedex - Health Insurance
- Internal Policies
- Orcids

- Pay & Benefits
- Recruitment Guide
- Terms and Conditions of Employment

and other topics

Finance
Information on how to purchase goods and services, and any finance queries that may arise, information on Grant applications and procedures and timesheets.

- Business Cards
- Petty Cash
- Preferred Suppliers
- Stationery
- Timesheets

Health
Information about EBI health insurance, check-ups and Health & Safety.

- Fire Safety
- First Aid
- Health & Safety Policy
- Working Safely with Computers

Newcomers
This section contains information about EMBL-EBI, the campus and life in the UK that Newcomers in particular might find useful.

- Newcomer's guide
- Tax free cars
- Driving permits
- Car plates
- IT Support information for your first day
- Local events

Outreach
Help with your training, communications and event-planning activities.

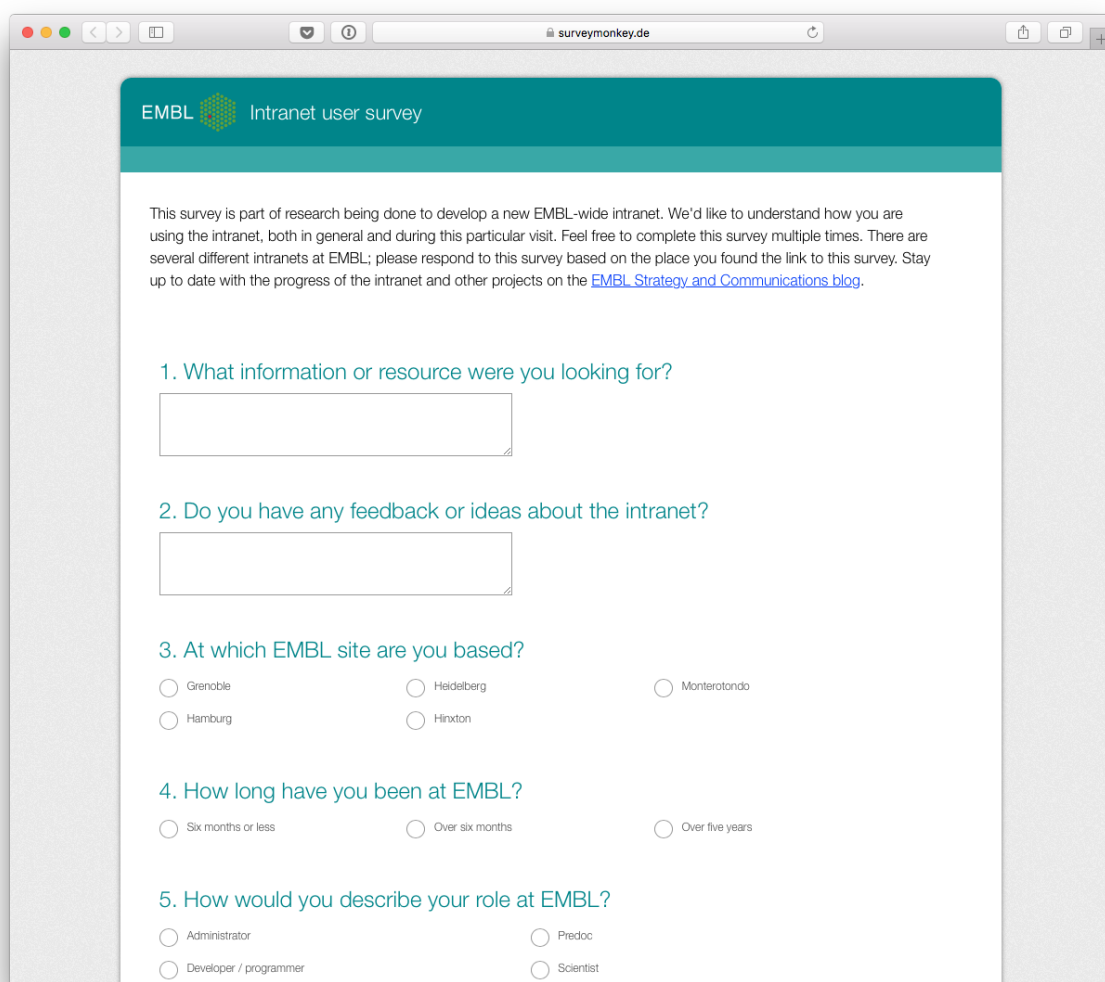- Fonts & icons
- Guidelines
- Logos
- Poster templates
- Slides
- Social media guidelines
- Training course planning guide
- Word template

Technical Services
IT and technical support. For more info visit the TSC Portal.

- Email Basics
- Phones
- Remote Access
- Good computing guide for Linux (Cluster)
- Requesting a new JIRA project
- Requesting a new Confluence space
- Where to find Web traffic reports
- Databases general information
- About the Embassy Cloud
- Requesting User Experience (UX) design advice for a service/ website
- EBI Web Guidelines and Templates
- EBI Web Content Committee

Travel
Key information for travellers.

- Staff Travel Procedure
- Travelling to EMBL-EBI
- Travelling to EMBL Heidelberg
- Travelling to the USA

- Visitors Travel Procedure

- Campus Bus Timetables

EMBL-EBI

Services	Research	Training	Industry	About us
News	By topic	Overview	Overview	Overview

Technical Services Cluster

Services | Research | Training | About us

Home | Help and support | Technical services news | Service portfolio | About us | Quick links | Login

Take our survey
We're planning improvements to the intranet across all of EMBL and would like your feedback. Please take this brief survey and tell us what you're using the intranet for today.

Find information...

[   ] [Search]

Examples: phones, cloud, email, Web VM

Help and Support
If unsure who to contact, try our step-by-step interactive help tool to streamline your request for help, to notify us of a problem or to discuss new requirements.

Latest announcement

Oracle and PostrgreSQL Backups PROD/DEV retention period will be set to 28 days from 06 April 2017

Monday, 10 April, 2017 - 11:08

A change in the backup policy will come into effect during the month of April 2017 affecting the Oracle and PostgreSQL databases:

The following are the proposed changes announced to be applied from Jan 2017, following consultation and discussions with the GTLs during 2016:

- ...

View all news and announcements

Desktop
For desktop/laptop computer issues, phones, Mac/Windows software issues, WiFi, printing and more.

desktop@ebi.ac.uk

Web Production
For Web Servers (VMs), Web statistics/analytics, EBI Search, Job Dispatcher, Confluence/JIRA, etc.

www-prod@ebi.ac.uk

Systems Infrastructure
For management of data centres, storage, compute clusters, networking and more.

sysinf@ebi.ac.uk

Database Team
For central database management, configuration, backups, optimisation,

Virtualization & Cloud
For management and development of virtual infrastructure and Embassy Cloud

Web Development
For EBI websites, EBI templates, Drupal, Collaborative portals, User Experience Design

Section 3: Survey

Launched on 25 April 2017, the survey aims to capture a snapshot of usage behaviour, feedback and audience details for the various EMBL intranets. A specially implemented banner displayed on all intranets (including the EMBL-EBI Technical Services Cluster) calls for visitors to complete the survey, multiple times if necessary, to provide insights on how they are using the intranet, both in general and during each particular visit. The survey remains live and continues to attract input, but will be replaced in due course with a message communicating the outcomes of the intranet research activities.

What we did

We analysed 158 responses over a three-week period (25/04/17 to 17/05/17). Seventy per cent were using the Heidelberg intranet, 21% were at EMBL-EBI (more than two-thirds of whom were accessing the EMBL-EBI intranet, the other third the Technical Services Cluster) and the remaining responses covered Grenoble, Hamburg and Monterotondo.

Free-text responses were manually classified into more standardised categories. Key areas for analysis were:
- The information or resources that respondents were looking for on this particular visit
- Feedback and ideas about the intranet in general
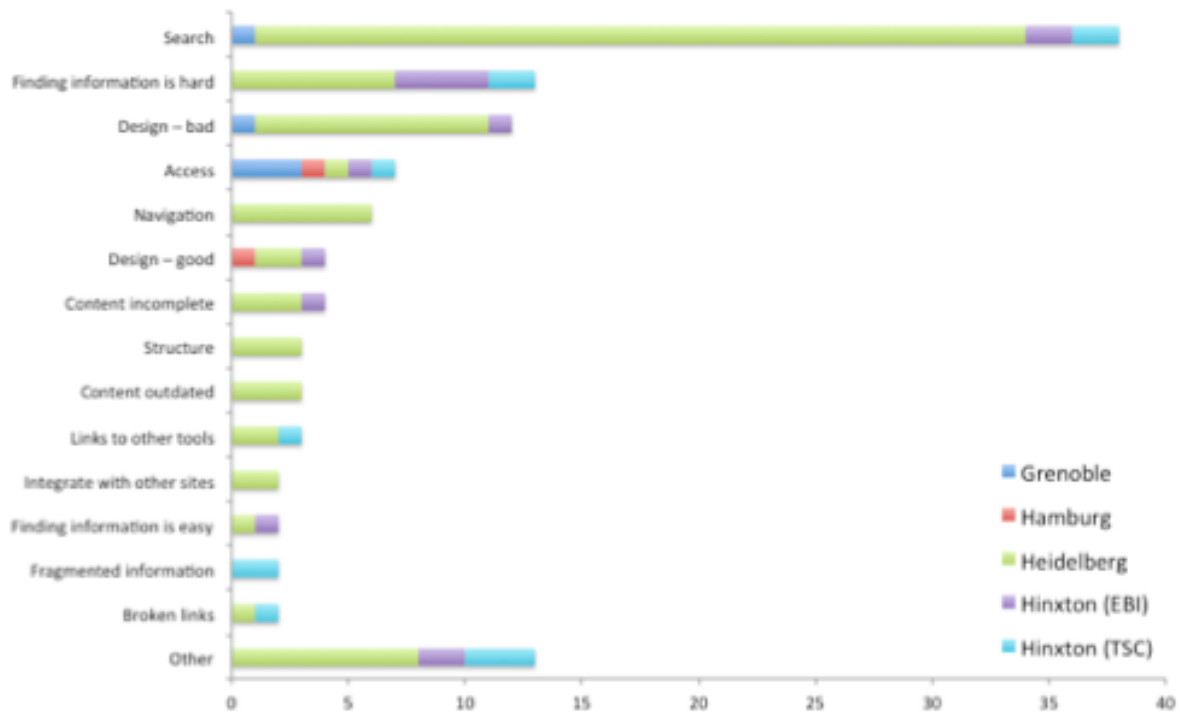
What we learned

What are you looking for?
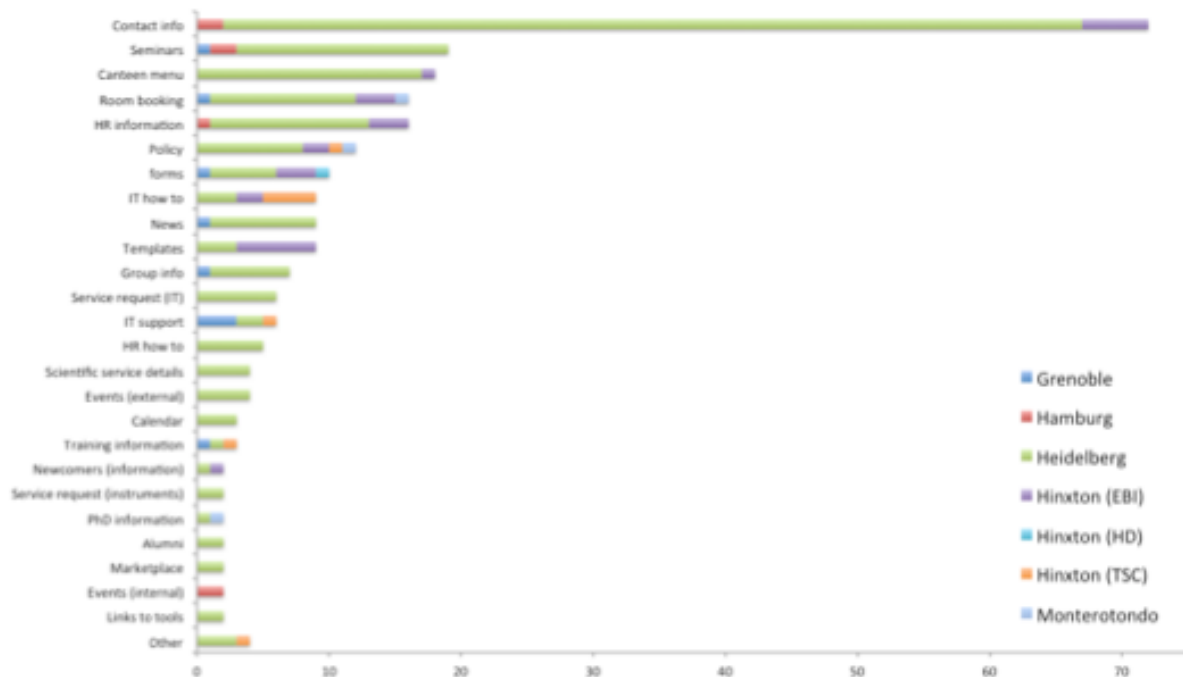
Other items included:
- updating content
- IT resources
- the Shuttle Service
- Legal

Feedback and ideas

The following chart shows the major issues that came up in staff feedback. By far the strongest feedback was in Search, followed by discoverability, design and access.

Other issues and suggestions included:

- Easier link to webmail
- Adding comments
- Integrate with other tools
- Alumni access
- Content relevance
- Too many logins (particularly on mobile devices)
- News disappears too quickly
- Templates
- Room booking bugs
- Notification of content changes
- More digitisation of paper processes

Key insights

1. The intranet's primary function is as a directory.
2. Displaying more names could address the most pressing issues with people searches on the non-EBI intranets. This could be a quick fix.
3. Access at Grenoble was a particular issue.
4. As intended, the survey provided a snapshot of current activity. This means that people were focusing on a particular task, rather than looking at the big picture or considering 'blue skies' ideas for improving internal digital communication.

Section 4: Analytics

What we did

The EBI and Heidelberg web teams produced various analytics reports in Google Analytics, Piwik and other web stats tools to gain insights into how staff are using the intranet. For the EBI, we looked at stats for the period of 21 March to 19 April 2017. For EMBL HD, we looked at the past year (April 2016 - April 2017).

What we learned

EMBL-EBI: TSC Intranet (IT knowledge base)

Summary

1. 900 sessions
2. 350 users
3. 3,300 page views

Almost exclusively desktop (5 mobile sessions out of 900)

Popular content

'How to' content from the desktop/compute teams is most popular. In order:

1. Email settings (e.g. Settings for your phone) JH -People spend 4 minutes on average on this page!
2. Email vacation message
3. SSH access details
4. Good computing guide (for the clusters)
5. New user info
6. Wifi (Edu.roam)
7. Printing
8. Remote access (VPN)

Other popular pages:
1. ~15% of all page views is made up by the above
2. ~30% of content is homepage, the high level category pages and login
3. ~3% is the 'Help' page - this is a wizard that triages people into raising support tickets in the right queue
4. ~3% is the 'Quick Links' page, which is an index of popular tasks/sections. Some old help URLs link to this page.

EMBL-EBI: Intranet

Summary

1. 2,400 sessions
2. 570 users
3. 6,800 page views

Exclusively desktop (1 mobile sessions out of 2,400).

Popular content

Lots of content isn't actually hosted on this site, so take this with a pinch of salt.

1. Meeting rooms (list and link to booking)
2. Employment - Pay/benefits
3. Employment - Health insurance
4. Employment - Holidays
5. Technical Services Intranet landing page (link to TSC Portal on page)
6. Employment - Conditions
7. Statement - Brexit
8. Employment - Leave
9. Employment - Salary stipend rates
10. Newcomers section
11. Employment - Leaving EMBL-EBI
12. Newcomers - Diplomatic Plates JH - Clearly this is the sexiest content on the intranet

Looking at outbound links these are the most popular:
1. People directory (EBI Public Site)
2. Meeting room booking (Campus Intranet)
3. Canteen Menu
4. Timesheets (EMBL Intranet)
5. Intermedex (EMBL Intranet)
6. TSC Portal (IT Knowledgebase)
7. Bus Times (Campus Intranet)
8. SAP

Search

<20% of visits have a search. JH - This agrees with our qualitative observations where we observed few people searching

The search queries are a really long tail. 572 unique searches, all but the top 50 are unique. JH - This is fairly normal for a 'non autocomplete' search

95 of the searches yielded no results. Mostly these were names and IT terms (see below on the long tail)

Popular searches
- intermedex
- eduroam
- email
- annual leave
- library
- travel
- leave
- map
- reception
- salary
- timesheet
- bus
- holiday

Looking into the long tail the following 'types' of search are popular
- IT system names or tasks, e.g. printing, Adobe, mailing lists
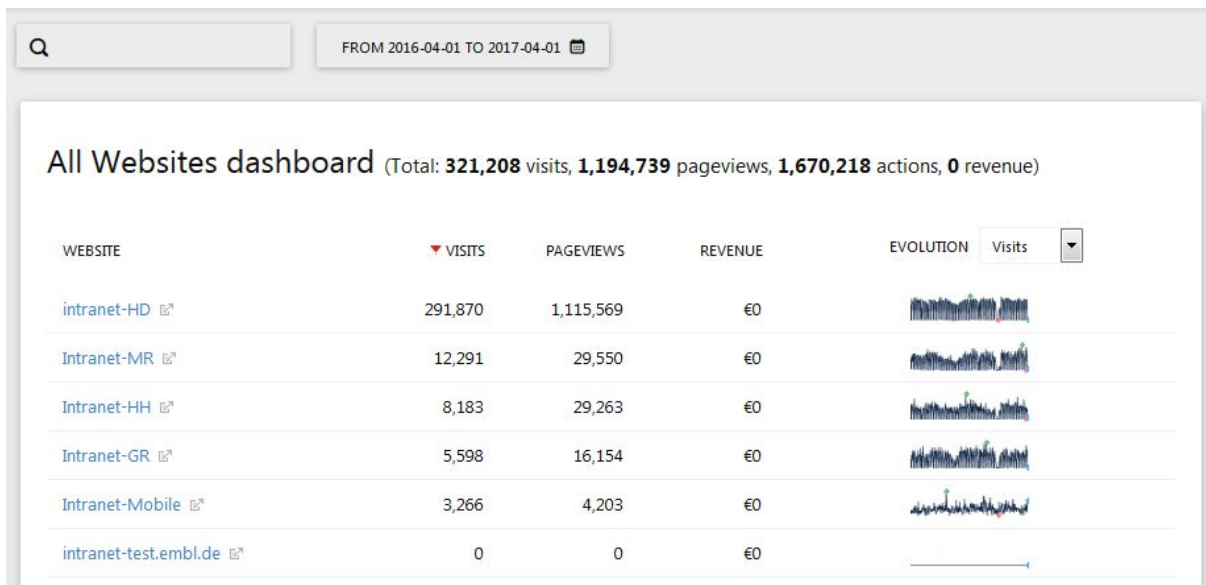- People: andrew, Alice Shypitsyna, bannister

23% of all sessions are where people land and exit from the homepage, having only seen that one page. See report

Popular exits are much like the above
1. People directory (EBI Public Site) - 35%
2. Canteen Menu - 22%
3. Timesheets (EMBL Intranet) - 10%
4. TSC Portal (IT Knowledgebase) - 5%
5. Bus Times (Campus Intranet) - 5%

EMBL (Heidelberg)

Visits & pageviews (all intranets)

WEBSITE	▼ VISITS	PAGEVIEWS	REVENUE	EVOLUTION	Visits
intranet-HD	291,870	1,115,569	€0		
Intranet-MR	12,291	29,550	€0		
Intranet-HH	8,183	29,263	€0		
Intranet-GR	5,598	16,154	€0		
Intranet-Mobile	3,266	4,203	€0		
intranet-test.embl.de	0	0	€0		

All Websites dashboard (Total: **321,208** visits, **1,194,739** pageviews, **1,670,218** actions, **0** revenue)

FROM 2016-04-01 TO 2017-04-01

Visits overview (Heidelberg)

291,870 visits

7 min 3s average visit duration

22% visits have bounced (left the website after one page)

5.4 actions (page views, downloads, outlinks and internal site searches) per visit

0.28s average generation time

1,115,569 pageviews, **833,461** unique pageviews

310,242 total searches on your website, **1,421** unique keywords

52,627 downloads, **47,830** unique downloads

96,321 outlinks, **86,195** unique outlinks

1,064 max actions in one visit

Visits by device type

Device type

TYPE	▼ VISITS
Desktop	285,050
Smartphone	3,560
Tablet	3,010
Phablet	241
Unknown	5
Portable media player	3
Tv	1

Visits by browser
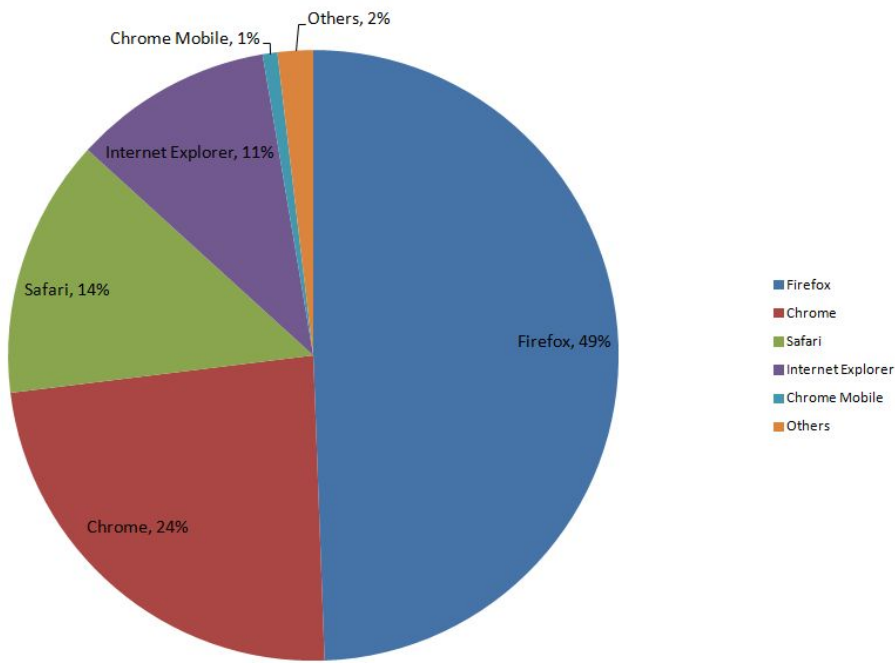
HD Intranet - Visits by browser (04/2016-04/2017)

Visits by operating system and version

Visits

Windows XP 1%
Ubuntu 1%
Windows 8.1 2%
GNU/Linux 2%
Windows 10 5%
Mac 10.12 5%
Mac 10.9 6%
Mac 10.10 10%
Mac 10.11 16%
Windows 7 46%
Other 6%
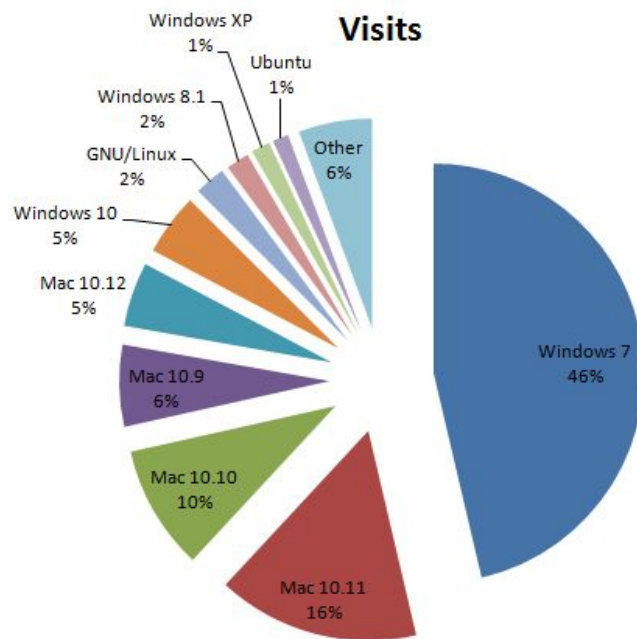
Visits by screen resolution

HD Intranet - Visit by screen resolution (04/2016-04/2017)

Others 46%
1920x1080 25%
1920x1200 12%
2560x1440 9%
1680x1050 8%
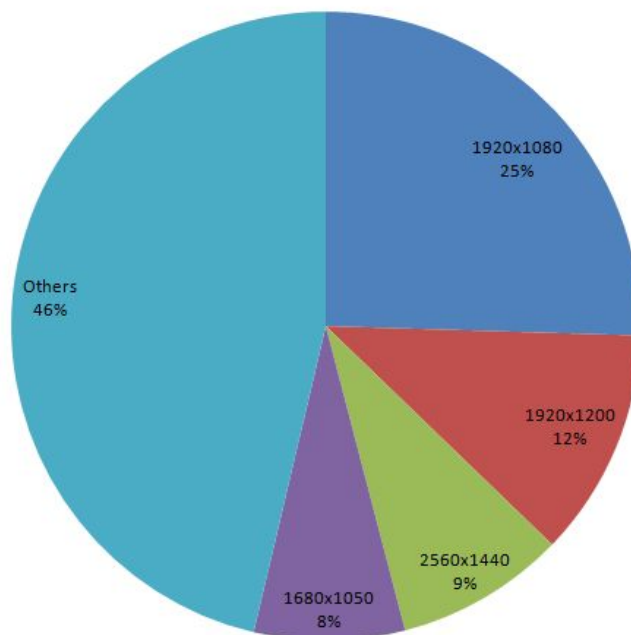
Top 50 pages - pageviews

Label	Unique Pageviews
index.php	223206
hr/index.html	18634
it_services/index.html	15604
it_services/room_reservation.html	13783
research/seminars/index.php	10230
hr/jobs/index.php	8998
research/index.html	8023
finance_matters/sap/index.html	7936
hr/jobs/searchjobs/index.php?loc=1&list=1	6848
scientific_services/index.html	6074
hr/staff_information/leave/leave-recording/index.html	5498
downloads/index.html	5252
hr/timesheets/index.html	5178
scientific_services/library/index.html	4881
hr/staff_information/social_insurances/staff_members/health/index.html	4737
administration/index.html	4079
scientific_services/core_facilities/index.html	4019
finance_matters/index.html	3996
training/index.html	3947
hr/staff_information/salary/index.html	3580
hr/training_development/index.html	3090
communication_outreach/index.html	2992
research/scb/index.html	2976
research/cbb/index.html	2912

hr/procedures_forms/index.html	2848
finance_matters/finance/index.html	2834
training/eipp/index.html	2791
?rm=1	2743
hr/staff_information/index.html	2715
health_safety/index.html	2690
hr/staff_information/salary/staff_members/index.html	2651
administration/building_maintenance/index.html	2572
internal_events/index.php	2571
finance_matters/purchase/index.html	2539
hr/rules_regulations/index.html	2493
finance_matters/finance/members_static/index.html	2435
members/ - Others	2427
scientific_services/core_facilities/almf/index.html	2332
research/genome_biology/index.html	2079
administration/staff_association/index.html	2061
kayako/index.php	1994
research/seminars/index.php?p_outstation=HD&p_type=0&p_timeRange=0	1946
scientific_services/core_facilities/almf/booking-and-equipment/index.html	1878
administration/building_maintenance/transport/shuttle/index.html	1849
hr/jobs/searchjobs/ - Others	1785
research/dev_biology/index.html	1782
jss/servlet/de.embl.bk.machines.MachinesListWithDNSNames	1774
administration/building_maintenance/members_static/index.html	1642
training/cco/index.html	1603

Top 50 downloads

Label	Unique Downloads
administration/sgs/canteen_cafeteria/canteen_menu.pdf	14010
hr/staff_information/salary/pdf/salary_germany.pdf	1844
hr/staff_information/social_insurances/health_docs/HIS_brochure.pdf	1571
administration/building_maintenance/transport/shuttle/embl_shuttle.pdf	1402
hr/staff_information/social_insurances/health_docs/intermedex-medical-invoice-submission-form-germany-heidelberg-hamburg.pdf	1134
hr/procedures_forms/travel_reimburse.pdf	796
hr/staff_information/social_insurances/health_docs/intermedex-medical-invoice-submission-form-Grenoble-EBI-Monterotondo.pdf	470
hr/rules_regulations/Staff-Rules-and-Regulations-English.pdf	467
hr/staff_information/salary/pdf/EMBL-Fellowship-rates-2016-new-scheme.pdf	429
hr/staff_information/salary/pdf/salary_UK.pdf	427
hr/procedures_forms/healthinsurance_en.pdf	355
hr/staff_information/social_insurances/health_docs/medical-invoice-submission-form-intermedex.pdf	322
communication_outreach/templates/powerpoint_template_16_9_logo.ppt	268
hr/infopacks/newcomers_germany_hd/newcomers_heidelberg.pdf	263
training/eipp/documentation/rules_guidelines/hduniguidelines.pdf	258
health_safety/pdf/Aerzteliste-27-June-2016.pdf	227
hr/procedures_forms/holidays_BW.pdf	227
administration/sgs/kindergarten/kindergarten_menu.pdf	222
hr/rules_regulations/StaffRegsEChap2.pdf	222

hr/rules_regulations/eSRR-Staff-Rules-and-Regulations.pdf	217
hr/timesheets/Timesheet-FAQs-7-march-2014.docx	215
administration/sgs/canteen_cafeteria/cafeteria_menu.pdf	210
hr/procedures_forms/TSA2016.pdf	208
communication_outreach/templates/EMBL-introductory-presentation.pptx	192
hr/staff_information/salary/pdf/Fellows-2017_post-2012_final.pdf	191
hr/rules_regulations/StaffRulesE.pdf	187
hr/timesheets/Manual-timesheet.xlsx	164
hr/procedures_forms/homeleave.pdf	153
communication_outreach/templates/letterhead_HD.doc	149
hr/rules_regulations/ere1sr.pdf	149
hr/rules_regulations/StaffRegsEChap4.pdf	144
health_safety/pdf/Fit-for-Spring-time-schedule.pdf	143
communication_outreach/templates/Corporate_design_for_emails.pdf	142
hr/procedures_forms/languagereimburse.pdf	137
hr/procedures_forms/private_car_insurance.pdf	129
hr/training_development/04-application/td_applicationform_language.pdf	127
hr/welcome_events/08-programme.pdf	126
hr/procedures_forms/leave_request.pdf	118
training/eipp/documentation/forms/New_TAC1_QA.doc	118
finance_matters/finance/rules/Financial_Regulations_English.pdf	116
communication_outreach/internal_news/2016/160728-summer-parties/160728-summer-party-MR-3l.jpg	115
hr/training_development/02-courses/01-soft_skills/2016_GTandD_Booklet.pdf	115
hr/timesheets/electronictimesheetstimeline.pptx	114

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hr/staff_information/salary/pdf/salary_italy.pdf	107
administration/sgs/kindergarten/apply/kindergarten_fees.pdf	106
hr/training_development/02-courses/01-soft_skills/Personal_Effectiveness.pdf	105
leadership/dg/organigramme/organigramme-all.pdf	103
leadership/dg/code-of-conduct/EMBL-Code-of-Conduct.pdf	99
www.uni-heidelberg.de/md/bio/studium/phd/antragannahme2016.pdf	93
communication_outreach/templates/designguide_06.pdf	90

Top 50 outlinks

Label	Unique Clicks
gcal.embl.de/	11199
saprouter.embl.de:8005/sap/bc/nwbc	7780
webmail.embl.de/	5534
marketplace.embl.de/	2537
www.embl.de/index.php	2170
www.ebi.ac.uk/ - Others	1911
intranet.ebi.ac.uk/	1858
saprouter.embl.de:8005/sap/bc/bsp/sap/zembl_003/index.htm	1857
www.embl.de/training/events/index.php	1796
saprouter.embl.de:8005/sap/bc/nwbc/srm/	1733
mymail.embl.de/	1704
itsupport.embl.de/kayako/index.php?/Tickets/Submit	1543

www-db.embl.de/jss/servlet/de.embl.bk.dataBase.housing.HousingServic e?m=showAllCurrentOffers&orderBy=date	1184
staffassociation.embl.org/	842
intranet.embl.it/index.php	769
resbooking.embl.de/c/resource_booking?res_category=HD-LAB-ALMF-CF	743
intranet.embl-hamburg.de/index.php	732
www.embl.org/jobs	650
webda.embl.de/MaintainMailingLists/	636
libcatalog.embl.de/	624
vpn-gw1.embl.de/	573
www-db.embl.de/ - Others	563
europepmc.org/ - Others	541
monitor-vm.embl.de/printers/printer-list.html	535
hd-ppms01/login/?pf=3	486
itsnews.embl.de/owncloud/	485
intranet.embl.fr/index.php	475
cafeteria.embl.de/	462
news.embl.de/	453
esupport-bm.embl.de/kayako/index.php?_m=tickets&_a=submit&depart mentid=1&step=1&group=bm	426
genecore3.genecore.embl.de/genecore3/index.cfm	417
intranet.embl.de/ - Others	415
resbooking.embl.de/c/resource_booking?res_category=HD-LAB-ALMF-WF	412
www.embl.de/predoccourse	388
www.embl.de/ - Others	348
www.cafeteria.embl.de/	336
sapboprod.embl.de/BOE/BI	328

cm01.embl.de/share	306
Others	301
intranet.embl-hamburg.de/ - Others	299
hd-ppms01.embl.de/	298
staffassociation.embl.org/clubs	285
www.cafeteria.embl.de/user/login	285
ig14.i-grasp.com/embl/	279
www.webofknowledge.com/wos	271
converis.embl.de/	267
intranet.embl.fr/ - Others	252
bio-it.embl.de/	244
dx.doi.org/ - Others	242
staffassociation.embl.org/info/staff-offers	239

Site search keywords by category

Catego	Name	Searches
p	Person	60,451
t	Tool / Software	7,299
o	OrgUnit	7,201
i	Information / admin	2,342
e	Event	534

HD Intranet - Site search keywords by category (04/2016-04/2017)
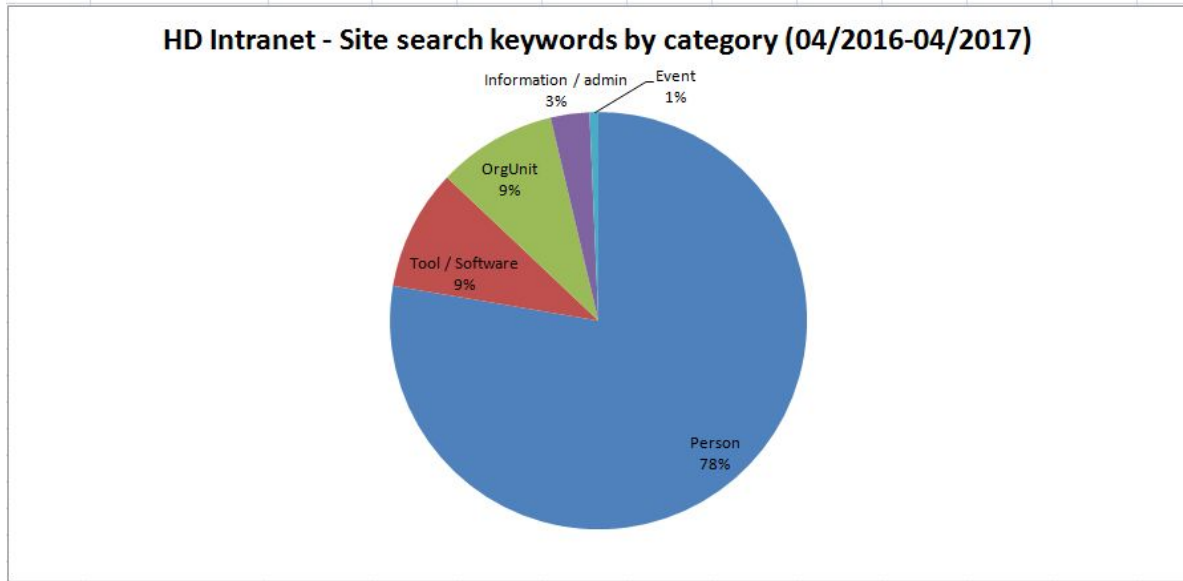
Site search keywords: tools

Keyword	Category	Searches
sap [purchase] / SAP / [web] budget view / timesheet	t	3494
webmail / Webmail / email	t	1208
vpn	t	453
[google] calendar / google	t	386
template[s] / logo	t	326
mailing [list]	t	212
password	t	209
alfresco	t	195
cloud	t	168
eduroam	t	124
printer	t	116
cluster	t	110
owncloud	t	100
mail	t	56
room reservation	t	50
converis	t	47
service request	t	45

Site search keywords: organisational units

Keyword	Category	Searches
purchase / petty cash / finance	o	1340
canteen / cafeteria	o	839
photolab	o	792
almf / ALMF	o	710
it / IT	o	465
building [maintenance] / facility management	o	399
hr / HR / human resources	o	294
kindergarten / kinderhaus	o	276
housing	o	251
catering	o	204
library	o	179
facility	o	155
reception	o	153
staff association	o	128
alumni	o	122
council	o	112
genecore	o	107
cco	o	92
isg	o	90
stores	o	78
commerzbank	o	75
ells	o	74
oipa	o	71
flow cytometry	o	44
embo	o	43
emblem	o	40
bio-it	o	34
kpmg	o	34

Site search keywords: information / admin

Keyword	Category	Searches
intermedex / health	i	1008
leave / vacation	i	296
shuttle / bus	i	218
grant[s]	i	125
travel	i	92
salary	i	88
budget	i	87
map	i	77
reimbursement	i	52
gender	i	51
ticket	i	47
doctor	i	46
job ticket	i	41
tax	i	40
eipod	i	37
staff	i	37

Site search keywords: events

Keyword	Category	Searches
lab[ ]day	e	244
course[s]	e	123
conference[s]	e	102
summer party	e	65

Key insights

The intranet is…

1. **...a gateway for tools.** The intranet is used as a directory or gateway for tools and information that are not part of the intranet itself.

   Popular tools include:
   - SAP (leave, timesheets, purchasing, budgets)
   - Webmail & vacation message

- Room and resource booking
- Google calendar
- Marketplace
- Mailing list administration
- Library catalogue
- Catering requests
- Converis
- Alfresco

2. **...a staff directory.** Search on the intranet is almost entirely (HD: 80%) used to search for people and group contact information.

   Heidelberg:
   - LDAP-based 'phonebook' fed with up-to-date contractual information from SAP, enriched by Reception (contact info) and StratCom (custom job titles, group names and affiliations)

   EBI:
   - Many name searches unsuccessful or leading to external website - there has until recently never been an 'internal only' directory of people.

3. **...a knowledge base for HR and IT information.** People use the intranet to find information about working at EMBL, staff rules and regulations and IT procedures (e.g. how-to articles).

   Some of the most visited pages, downloaded files or popular search keywords relate to:
   - Health (insurance) / Intermedex
   - Salary / stipend rates
   - Staff rules & regulations
   - Leave / vacation
   - Duty travel & reimbursement
   - Staff training
   - IT: SAP, webmail, VPN, printers, Eduroam, password management
   - Other: templates & logo (StratCom)

4. **...a digital noticeboard.** Staff go to the intranet for up-to-date information around campus logistics and local facilities.

   Staff are mainly interested in:
   - Lunch menus
   - Getting around (e.g bus / shuttle timetables, job tickets, campus maps)
   - Facility management
   - Events (seminars, courses & conferences, special occasions (e.g. Lab Day), parties and other social activities on-site)

5. **...not mobile ready.** People rarely (HD: 2%) access the intranet on a mobile device.

- Neither of the two intranets has a mobile-optimised or responsive design.
- Accessing the EBI intranet on a mobile device is essentially impossible, primarily because of VPN requirements (n.b. This is changing currently).
- The Heidelberg intranet has a mobile version (mi.embl.de), which requires multiple login attempts if accessed from outside the network, and only offers phonebook search, news and events.

Recommendations

Quick fixes

- Remove the mobile version of the intranet (mi.embl.de) as the multiple login steps practically bar people from using it.
- Apply comprehensive search of all relevant intranets (e.g. Helix).
- Improve visibility and easy access to most popular tools (e.g. add links to SAP, webmail, Confluence on homepage), based on search.
- Improve / add content for wayfinding (e.g. maps)
- Improve phonebook functionality on EBI intranet (possible to use EMBL tools?)

Long-term

- Responsive design for mobile devices
- Explore enrichment of "people" content (e.g. personal profile update, skills mapper integration)
- Discoverability could be improved with better writing and/or richer metadata.

Section 5: Interviews

What we did

Team members performed in-depth interviews interviews with users, both in person and online, to understand how people used the intranet and the issues they currently faced. These interviews were recorded and subsequently analysed by other team members. Full write ups are available on confluence.

What we learned (see here for more)

By its very nature the intranet is trying to do a lot of things, there is an awful lot of content and different people go in to get the things they need.

"Helen mostly uses HD intranet, where there's most information relevant to role"

"While being confident that "everything is there", Sandra finds that some of the information is difficult to navigate within certain sections (e.g. HR)"

"Information would benefit from being structured according to user needs rather than organisational structure (e.g. page about getting to / from EMBL rather than having that information spread across multiple pages, some internal, some external)"

A lot of the respondents consume news of the lab via external channels and their networks rather than using the intranet itself. The intranet is more seen as a repository of information and it *is* used. Be that for the phonebook functionality, policies, procedures and forms, or to check in with what seminars are on. "The role of the 'research' section is unclear [to researchers]"

Users use both the left-hand navigation to browse and the search and most use a mix, and they trust the information to be accurate and up to date. Many people commented that they found the navigational structure confusing and unintuitive, quicklinks and other work arounds are often used. "George relies on the administration to get things done". "Estelle's use of the intranet for her job role is fairly regular but since she has desktop short cuts her interaction with is considerably light." "Group administrators are key amplifiers / mediators of content on intranet." "As a nodal point in her Unit, Sabine [group secretary] relies heavily on the information available on the intranet and trusts it to be reliable"

Connectivity was again an issue, for example "Search brings up the same page on each of the intranets as a different search result, so Diana navigated from HH to HD and then to MR and each time she had to provide credentials."

Key insights

- The intranet is used as a reference or repository more than a working tool.
- Key forms are often saved onto desktops/printed stored as hard copies.

- Many users use the intranet as their portal to various services (eg SAP, room booking)
- The Research section is superfluous **except** for the phonebook/LDAP bit. Those people have to go somewhere
- People turn to admin for support and guidance on information that is available via the intranet.
- Remote and mobile experience is poor and so rarely used.
- Most people use the HD intranet as it's seen as more comprehensive, even when they are based at other sites.
- Having mirrored pages come up in search results is confusing (easy to click through to different intranets)

Recommendations

- Build a separate phonebook section
- Lose the Research section if/when a proper phonebook the functionality could be built
- Site-specific information is in very high demand (e.g. shuttles, menus, IT practices); however there is little case for replicating central information (e.g. Intermedex, pay scales).
- Navigation could be improved with a better content structure/information architecture for the medium term.
- Discoverability could be improved with better writing and/or richer metadata.

Section 6: Analysis

Our goals at the outset of this exercise were to:

1. Understand audience behaviours
2. Define audience segments
3. Define the functions and the scope of EMBL's intranets
4. Inform the EMBL community about projects to rebuild EMBL's core websites

User behaviours

The user behaviour that we observed across EMBL showed that people use the intranet for similar purposes and in similar ways, across all sites. We see no barrier, from the perspective of users, of moving towards a single intranet, as long as:

- site- and campus-specific information is well catered for (e.g. shuttle times, events on campus today, lunch menu, IT practices);
- contextual cues are explicit (e.g. "you are seeing this information because you are on the Rome site, see similar information for other sites here").

Indeed, we see positive reasons to move to an integrated intranet and we found evidence for a demand from users for this integration in a number of areas.

Audience segments

We failed to define useful audience segments in detail from this study. However, one area where we identified segments that are underserved by the current infrastructure are those who cannot access the intranet but who want to. This includes:

- Alumni, including retirees
- Prospective new EMBL people, and people about to join EMBL
- Collaborators and contractors
- Campus partners

Another area where a segment appeared consistently were group and team administrators. These people act like connectors: they are highly knowledgeable about EMBL processes and resources and can access content very effectively in the current intranet environment. They are relied upon heavily by colleagues to find things and perform common tasks for them. We recommend that this user group is closely involved in making future changes and is notified and consulted prior to the majority of users. We also recommend that this group receives support in terms of writing clear, actionable content and supporting metadata, so their efforts are rewarded by discoverability. The level of dependency on group and team administrators by intranet users over time could be used as a measure of how well the intranet is performing.

Functions

The primary functions of the intranet as evidenced by user behaviour are:

- Gateway to tools such as SAP, webmail and room booking
- Directory for people and units
- Knowledge base (for questions relating to HR procedures and IT tools, for instance)
- Campus information (such as lunch menus or shuttle times, for instance)
- Event information (such as seminars and social events)

These functions are not ranked in any order (usage or impact on operations, for instance).

Communications: informing the community about projects to rebuild EMBL's core websites

We managed to consult and involve a good number of colleagues in this exercise: 158 people participated in the survey, (and we assume that many more people saw that the survey was there), and we invited dozens to take part in interviews.

We'll need to keep momentum in this to ensure that people know that we are building on the contributions that they make.

Recommendations

Based on the research outlined in this document, we make the following recommendations:

1. Resolve access issues so that every intranet is available from every EMBL network
2. Remove the mobile version of the Heidelberg intranet
3. Improve the usability of person search results to a) extend the default number of results (currently 5) and/or b) make the link to a full list of results easier to find
4. Grenoble / Hamburg / Heidelberg / Monterotondo: merge the quicklinks and the area around the shortcuts link, create links based on most read and searched for items
5. Grenoble / Hamburg / Heidelberg / Monterotondo: review and improve information architecture
6. Improve discoverability by improving quality/precision of written content and encouraging editors to enter richer metadata. Explore shared ontologies (e.g. EDAM) and agreeing on common language (e.g. holiday vs vacation vs leave). General training and development for content writing might help.
7. Apply a comprehensive search across existing intranet channels, which might for example include Confluence if appropriate to the site. Feed in information from other sources, e.g. bus times from campus specific intranets not operated by EMBL/EMBL-EBI
8. Add capability to search for people on EBI intranets (DONE)

9. Explore enrichment of "people" content (e.g. personal profile update, skills mapper integration)
10. Increasing the contextual editorial support in the content management system to encourage people to create better content, and update it.

Next steps

Here's what we'll do next.

1. Take the technical change recommendations to IT teams
2. Run sprints based on improving content and information architecture in existing intranet properties and exploring collaboration needs of users
3. Investigate the impact of opening the intranet to non-authenticated users