

APQC 2014 Knowledge Management Conference Call for Presentations

Focus: Improving business results through engagement & collaboration Session Title

Title: (8 words of 10 word limit)

Sentiment of Search: KM and IT for User Expectations

Session Description: (58 words of a 100 word limit)

User perceived value is the number one indicator of a successful implementation of KM and IT collaborations. The system known as “Search” requires more strategy and workflow that a mere data dump or ungoverned infrastructure can provide. Monitoring of user sentiment can be a driver for providing objective measures of success and justifying changes to the user interface.

Program Detail: (95 words of a 100 word limit)

The dynamic nature of information technology makes traditional usability metrics difficult to identify, yet easy to argue against. There is little disagreement, however, on the criticality of adapting to user needs and expectations. The Systems Usability Scale (SUS), developed by John Brook in 1986 has become an industry standard for usability engineering. The first phase of a modified SUS, polls the sentiment of representative users of the JSC Search system. This information can be used to correlate user determined value with types of information sought and how the system is (or is not) meeting expectations.

Session Learning Objectives: (47 of 100 word limit)

Sentiment analysis by way of the SUS assists an organization in identification and prioritization of the KM and IT variables impacting user perceived value. A secondary, user group focused analysis is the topic of additional work that demonstrates the impact of specific changes dictated by user sentiment.

Bios: (50 word limit)

An energetic, KM loving gal, Sarah Ann Berndt works to find the balance between automation and human-computer interaction, data representation and end-user expectation. As the JSC Taxonomist, constantly seeking ways to more accurately represent the work of scientists, engineers and specialists, is a challenging and exciting pursuit!

David Meza serves as the Operational Excellence Program Manager at the Johnson Space Center. In his current role he established the Operational Excellence program, promoting a viewpoint of organizational leadership that stresses the application of a variety of principles, systems, and tools toward sustainable improvement of key performance metrics.