



Measuring Digital Transformation Adoption Progress





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OVERVIEW

01

EDP Sinequa Project

- Solution Methods & Analysis
- Proposed Solutions/Recommendations

02

MICS Project

- Solution Methods & Analysis
- Proposed Solutions/Recommendations

03

Enterprise-Wide Adoption

- Solution Methods
- Proposed Solutions/Recommendations



PROBLEM STATEMENT

SITUATION

Measure Progress of
Digital Transformation
at NASA

COMPLICATION

Maximize Efficiency in
an Increasingly
Innovative Market

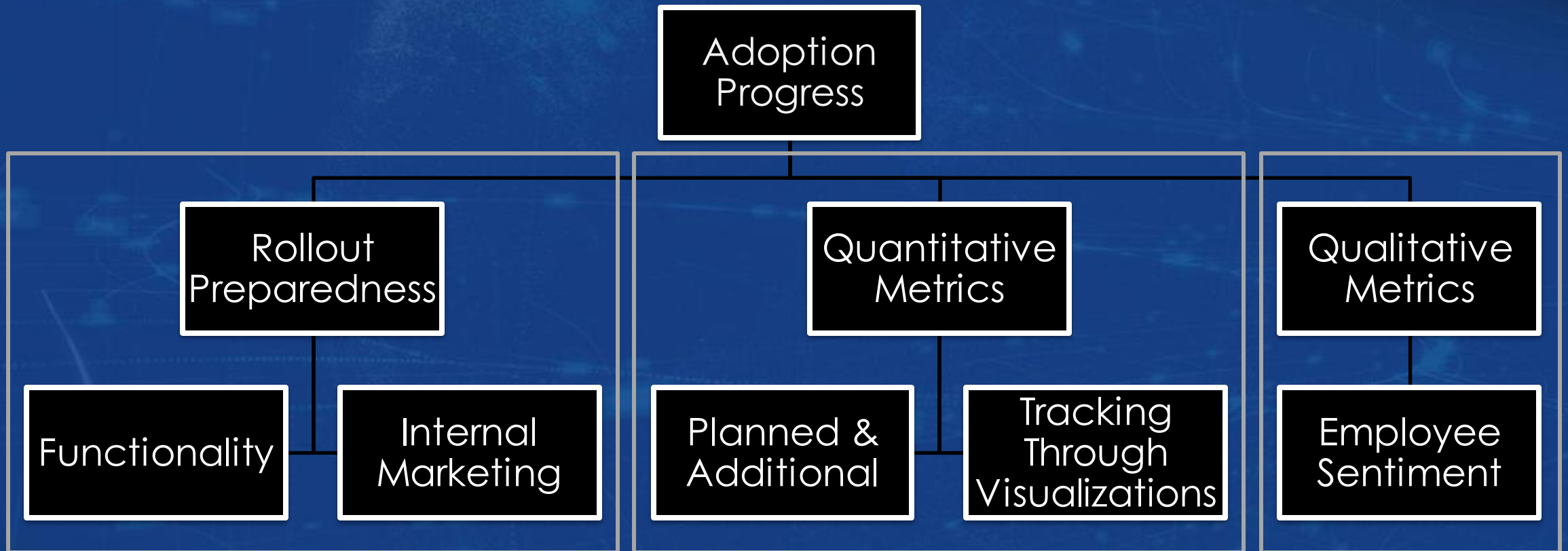
KEY QUESTION

What Metrics Provide
Most Impact in
Measurement?



EDP SINEQUA

SOLUTION METHODS

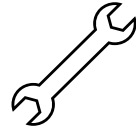




SINEQUA ANALYSIS & RECOMMENDATIONS

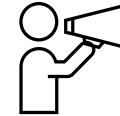
ROLLOUT PREPAREDNESS

Functionality



- Full functionality during rollout
- Main goal: adoption success
- Unsuccessful trials deter users

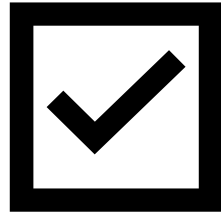
Internal Marketing



- Demonstration video
- Success stories
- Benefits of capability
- Minimal marketing costs

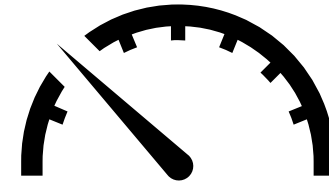
QUANTITATIVE METRICS

Planned Metrics



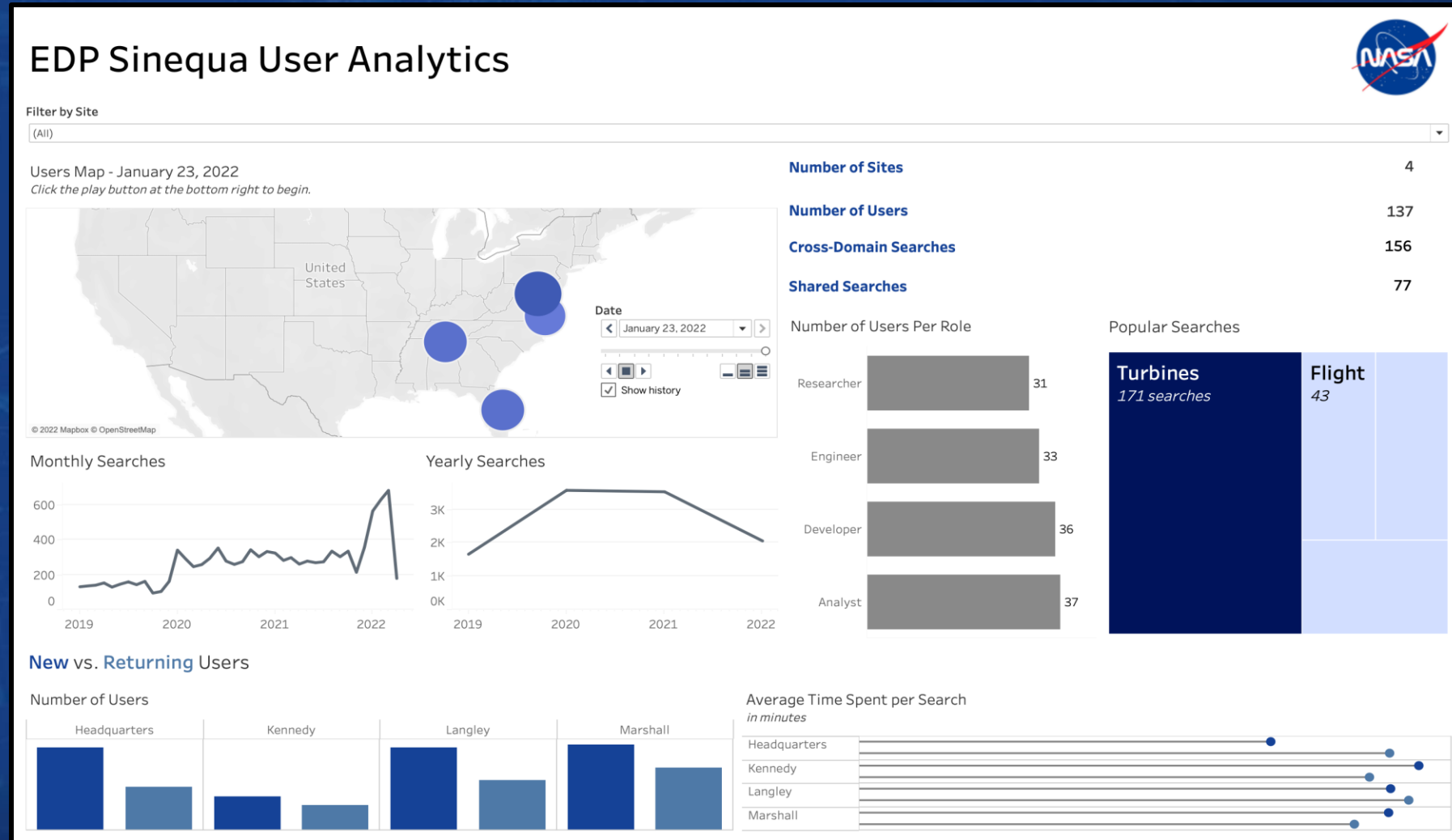
ON TRACK

Metric Recommendations



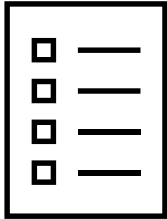
- User Information
- Per Search Metrics
- New vs. Returning Users

ADOPTION VISUALIZATION



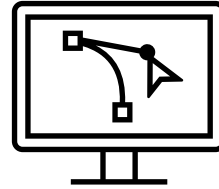
QUALITATIVE METRICS

End of Search Survey



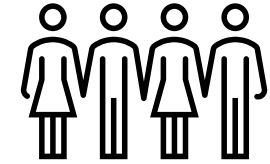
- 3-5 Statements About Success
- 5 Point Likert Scale

AI Facial Recognition



- More Comprehensive Data
- Measures Emotional Responses

Other Considerations



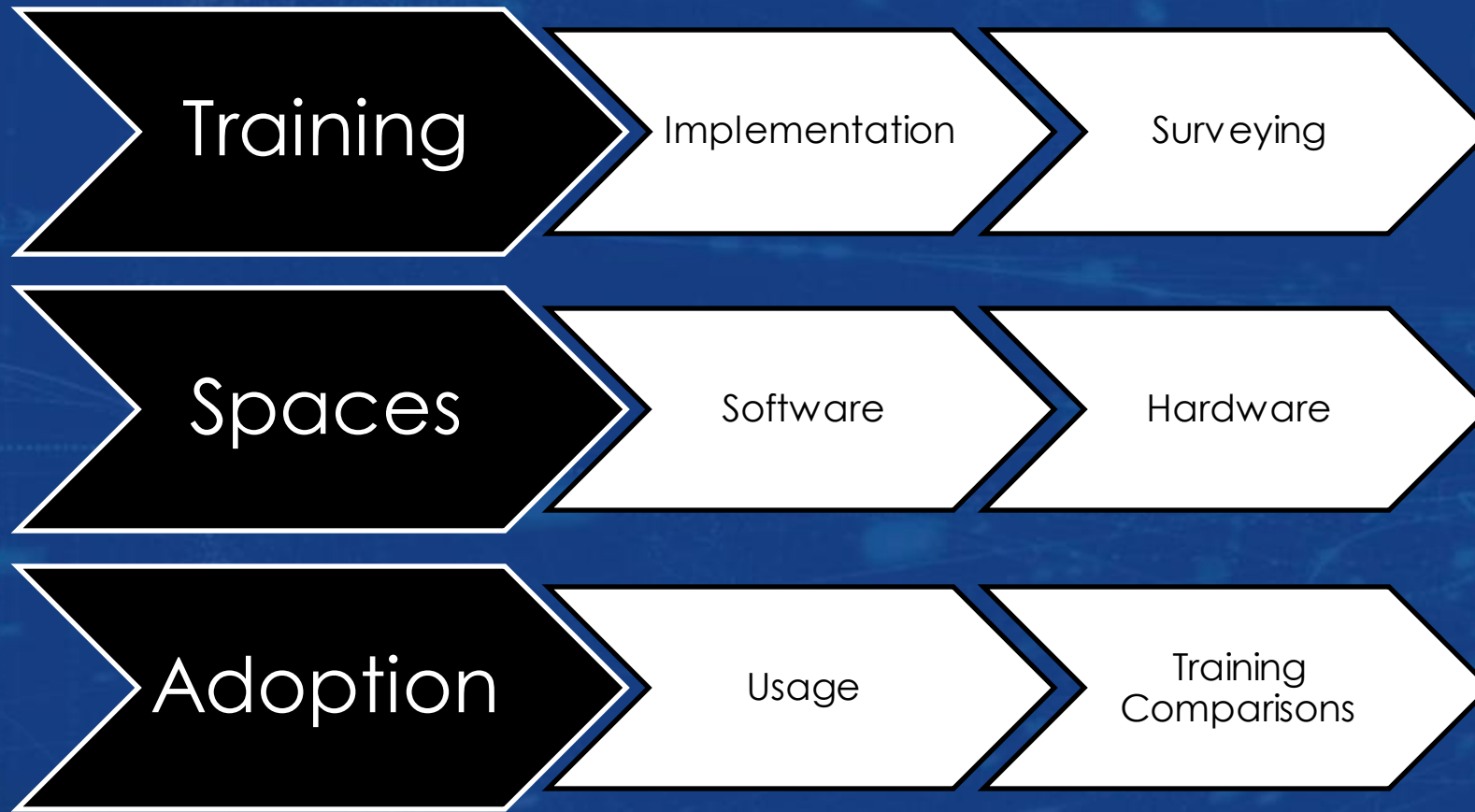
- Focus Groups
- Employee Contentment



MODERN AND INCLUSIVE COLLABORATION SPACES (MICS)



RESEARCH PLAN & SOLUTION METHODS





MICS ANALYSIS & RECOMMENDATIONS



TRAINING IMPLEMENTATION

Just-in-time Training Methods



Provided Upon Usage



FAQ-style Modules



TRAINING SUCCESS

Post-Training Survey

POTENTIAL QUESTIONS (5 POINT LIKERT SCALE)

This training improved my outlook on hybrid workspaces.

I am more likely to suggest using a MICS to my team after completing the training.

This training was an effective use of my time.

I feel prepared to have a successful hybrid meeting after this training.

TRAINING SUCCESS

A/B Testing

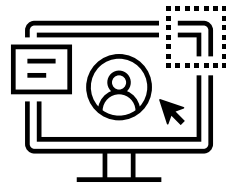


Comparing Different Training Factors:

- Length of Video Clips
- Type of Training Taken
- When Training Videos Were Viewed

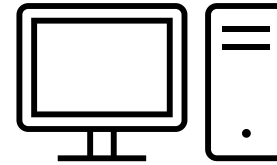
PHYSICAL IMPLEMENTATION

Software



**Software Options
vs.
Consistency**

Hardware



OWL Pro



MEASURING SPACE USAGE

Overall

**Usage of
Space**

**Tracking
Info**

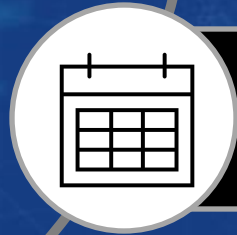
USAGE METRICS & EMPLOYEE SENTIMENT



Track Satisfaction

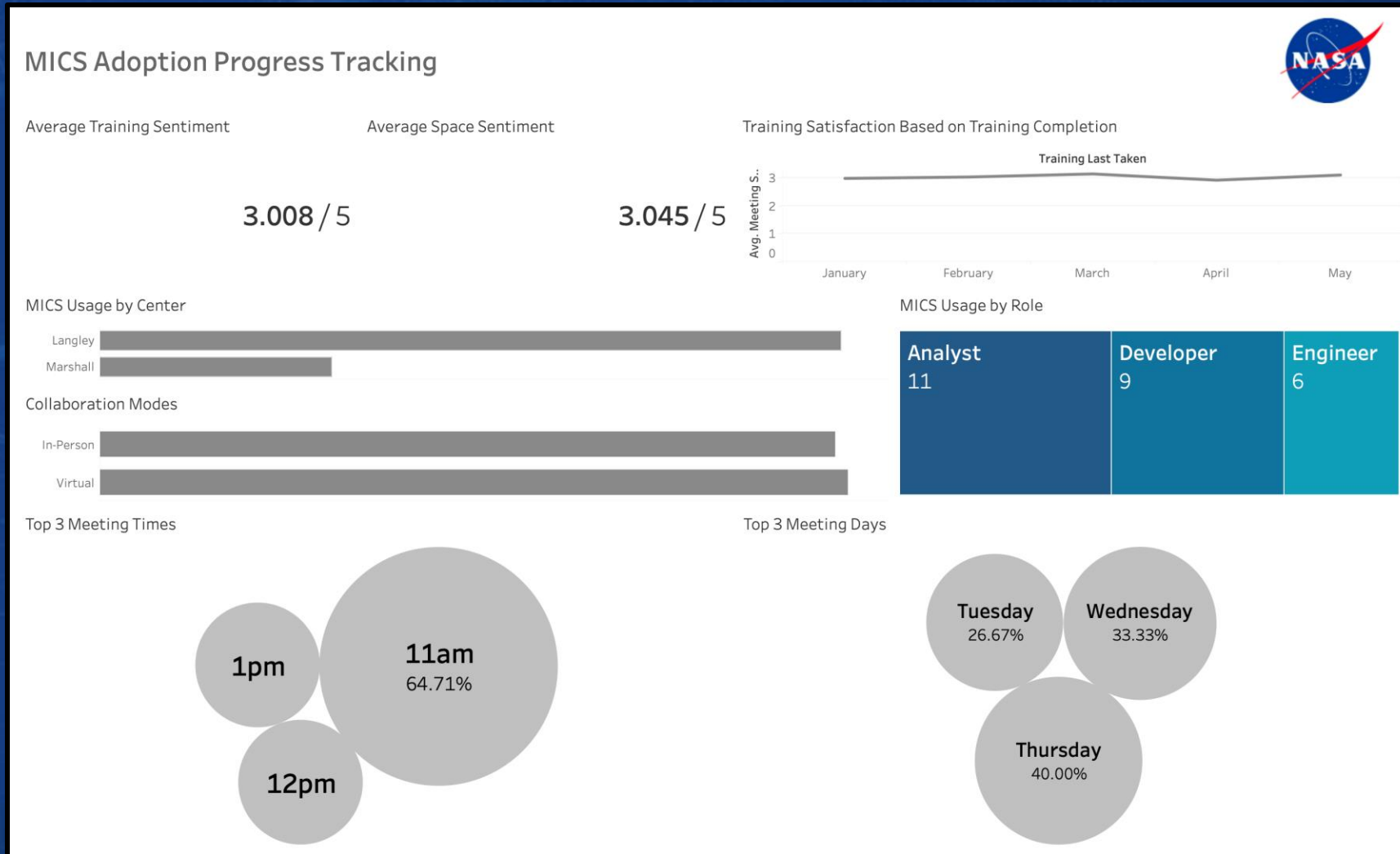


Training Completion vs. Space Usage



Track Training Dates

TRACKING ADOPTION

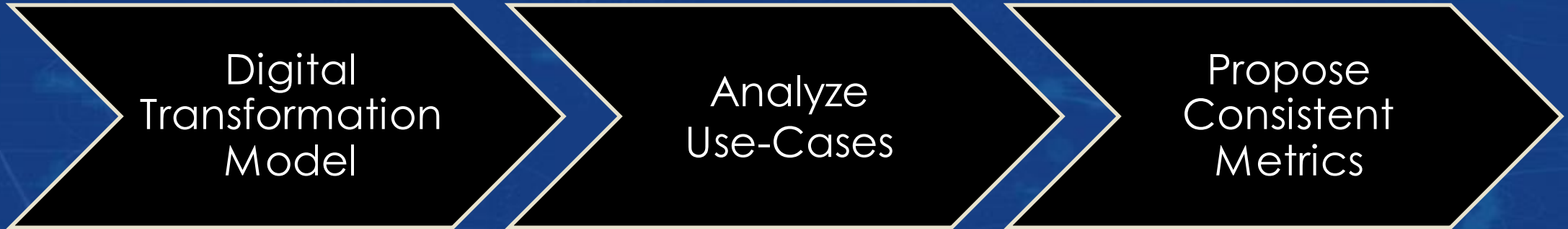




ENTERPRISE-WIDE

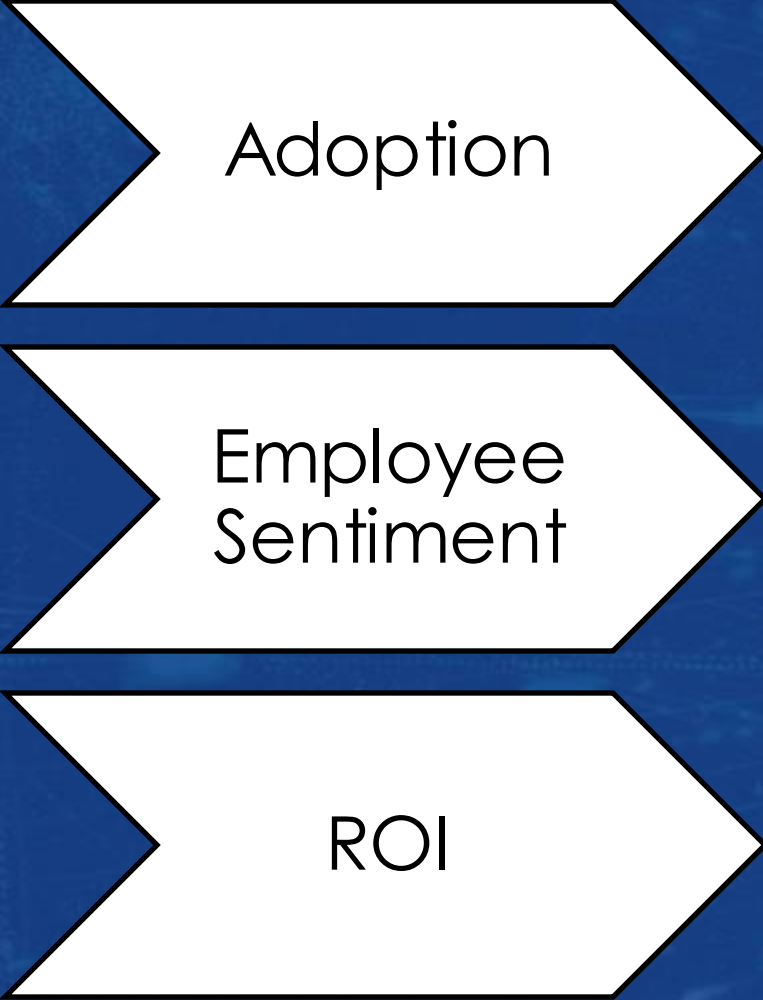


PROPOSED SOLUTION/ RECOMMENDATIONS





MISSION CONSISTENT METRICS



Adoption

Employee
Sentiment

ROI



ECONOMIC ANALYSIS

EDP Sinequa & MICS Benefits

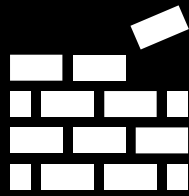
Time Saved: 6,800 hours/day

Reduction of Non-Value Added Activities

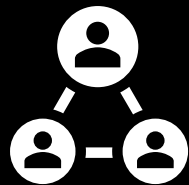
CBA & NASA Relationship



CONCLUSION



Foundation for
the Future



MSBA-BA Impact



QUESTIONS?



PAMPLIN COLLEGE OF BUSINESS
CENTER FOR BUSINESS ANALYTICS
VIRGINIA TECH.



SURVEY SPECIFICATION: SINEQUA

After Search Survey

POTENTIAL QUESTIONS (5 POINT LIKERT SCALE)

I found what I was looking for with this search.

The EDP Sinequa search capability was easy to use.

I plan on using this search engine in my future tasks.

This capability helped me find what I was looking for faster.



JUST-IN-TIME TRAINING

Method 1

- Train as employees approach using MICS
- **Only needs based**

Benefits:

- Fresh understanding of technology
- Cuts down on wasted training time

Method 2

- Distribute enterprise-wide training
- Create FAQ style modules for **quickly accessible refreshers**

Benefits:

- Widespread knowledge of technology
- On-the-go learning for employees



SURVEY A/B TESTING

Consistent Survey

Alter Only One Variable at a Time

Length of Training or Proximity to Space Usage



SURVEY RELIABILITY

Awareness of Potential Biases

Track which Individuals are Completing Surveys

Encourage Employee Engagement

Gather more Information through Focus Groups



TIME SAVED CALCULATION

Save 2 hrs/day per employee for organization-wide AI transformation

VT team worked with about 20% of the overall transformation plan

$120 \text{ mins} \times 20\% = 24 \text{ mins saved per day per employee}$

$24 \text{ mins} \times 17,000 \text{ employees} = 408,000 \text{ mins}$

$408,000 \text{ mins} / 60 \text{ mins} = 6,800 \text{ hrs per day total}$

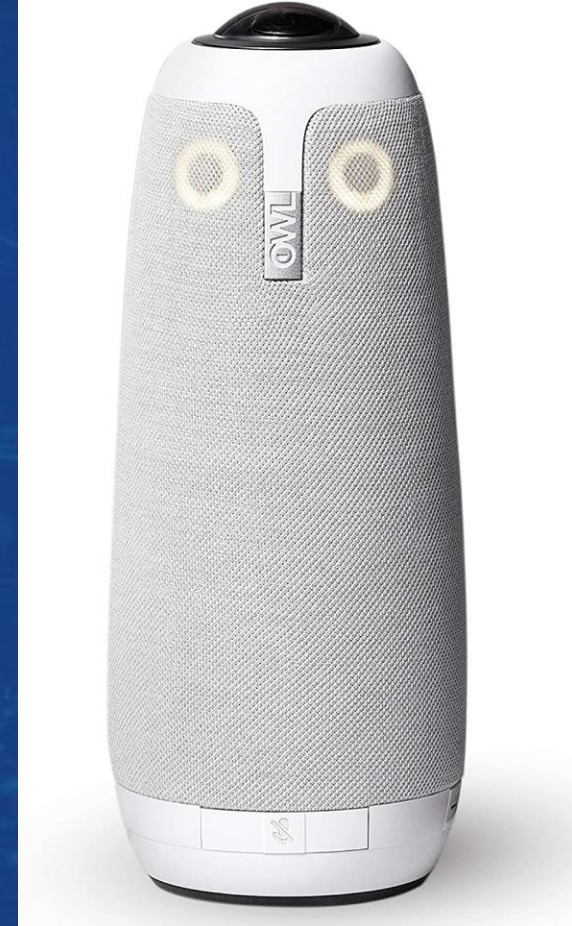
3,400 – 10,200 hrs per day total depending on implementation

BENEFITS OF OWL PRO

Promotes collaborative environment

Focuses attention for remote user

Provides balance for hybrid users





MEASURING SPACE USAGE

Overall	Usage of Space	Tracking Info
# of MICS in Org	Meeting Times	Space Sign-ups
MICS Locations	# Meetings / Day	Key Swipe Entry
# of Meetings Held	# People in Meeting	Sign-in Screen
	Team / Department Usage	Tracking Software Logins / Usage
	Employee Usage	