

Building a vibrant community using Rich Interactive Intranet solution



Increasing belongingness through internalizing Branding

Xbox Engineering Excellence Group (EEG) within Microsoft Entertainment and Devices division (E&D) wanted to deploy and revamp the “Knowledge Management System - KMS” (portal) to facilitate collaboration and knowledge exchange, among the XBOX development community.

The portal UI and overall branding was intended to:

- Cultivate a strong sense of community facilitating knowledge exchange and collaborative work.
- Act as an intellectual catalyst, housing lessons learned, post mortems, and SME lists
- Minimize duplication of effort, re-invention, and repeated mistakes
- Facilitate the development of mentorship relationships

Solution

The initiative by EEG, transformed the existing X-Box Intranet Portal into usable portal inlaid with relevant and contextual animations and suggestive interactivity. This further was aligned with the X-Box brand guidelines, making use of the x-Box logos, standard fonts and colour palette.

SpadeWorx, further aided in incorporating usability, making it performance oriented for the end-users, through enabling two innovative tools/features such as Navigator and Tracker, which were developed keeping the user base, their primary objectives, and usage pattern in mind.

The Navigator Tool assists the users to navigate through the portal with lesser refreshes and reloads. It provides them a one stop page view of the Subject Matter Experts, helps them gather information about the experts availability, area of function and current endeavours.

The tracker helps the end-users to add the SMEs to their favourites’ list and also get updates on the developments happening in the areas of interest either contributed by the SMEs.

Overview

Customer Challenges

- Portal lacked stickiness
- Inconsistency and tediousness in information discovery and access
- Cumbersome dissemination of information by the engineers
- Lack of Branding

Solution

SpadeWorx has assisted Microsoft in building a benchmark worthy intranet portal with rich, intuitive and expressive interfaces.

The solution looked at recreating a reflection of the x-box brand, along with simplifying user maneuverability, and fostering a strong sense of community.

Benefits

- Increase in user stickiness and efficiency.
- The new site cultivated a new sense of community interests.
- Improved features of navigator and tracker facilitated mentor mentee relationships



Salient Features

- Natural Interactivity with the portal that the users could relate with.
- Rich and communicative user Interfaces.
- Silverlight Customized Web-Parts ensured simplicity in usage patterns.

End-user satisfaction and customer delight

Interactive UI and Branded themes led to the formation of a common platform for collaboration to build virtual communities, increasing belongingness to better relationships.

The two complementary features of Navigator and tracker, helped to simplify the use of tools, libraries, documents, with not too many traverses back and forth, thereby befitting the end-user objectives with natural acceptance and usability.

Technical Highlights

- Integration friendly extendable components were used
- Interactivity through mechanisms such as AJAX
- Highly configurable components used
- Conjoining the strengths of Silverlight and SharePoint to get maximum user interactivity.

Technology Landscape:

- Microsoft Silverlight 2.0
- Microsoft Office SharePoint Server 2007
- Microsoft .Net framework 3 and Visual Studio 2008
- Microsoft Windows Server 2003

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