



Project Summary  
**Education Revamp**

Web Strategy

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## Education Revamp

- ▶ To improve navigation and comprehension, reduce calls, update look & feel

### What we accomplished

- ▶ Ease of use with header *sub-site navigation* on all pages, including View Central
- ▶ Customer Service link and *dynamic contact information* on all pages
- ▶ *Login* bar and/or *My Account links* (when logged in)
- ▶ *Course search* form on every page
- ▶ Many options for browsing for courses and course sequences explained on Main.
- ▶ Upfront links for FAQs and Terms & Conditions (also added to every page)

### Room for improvement (business to-do list)

- ▶ Add videos to the LMS and to learning paths
- ▶ Add delivery type to title of all courses (i.e. WBT, ILT, ODL)
- ▶ Add *testimonials* (rotate them) on the Main page, link to a full list?
- ▶ Add *Next Steps* section to Course Detail pages with next courses in the Learning Path



# Screens

# Design Evolution

## Where we've arrived

**Education and Certification**  
Choose from 200+ courses, 20+ certifications, different delivery formats and customizations

**Featured Courses and Offerings**

- 2018 Impact Award Winner
- Save up to 70%
- Secure solution adoption

**Our extensive portfolio of education offerings supports you from start to finish.**  
All materials can be optimized for your organization through custom education and adoption services.

**Target your training**

Our pre-training services help you assess your team's skills objectively and customize BMC training. Tap into our education experts for guidance and optimization.

- Training plans
- Skills assessments

**Fill your skill gaps**

Comprehensive training delivers a 37% increase in user productivity and an 88% increase in stage of product features.

Rich and easy-to-consume courses include:

- Foundational technical training
- Product introductions
- Product training for both new users and experts
- Upgrade skills from previous versions

**Keep team skills current**

Post-training services help you manage your digital transformation by validating and rewarding team skills.

- Post-skill assessments
- Certifications

## The roadmap to change

**Education**

Home Solutions & Services Products Partners Support Education Connect

near course certifications training paths discount programs customer service

**IC Education**

What's new? 1) What's new, 2) What's new!

**Find a Course**  
Course List  
Delivery Options  
Certifications

**Training paths**  
Reach your highest level of proficiency by following one of BMC Education's structured course sequences.

**courses by IT sector**  
Interactive BluePrint

**Find a location**  
Click on the interactive map.

**Good stuff.**  
"Good stuff. Aliquam erat volutpat. Proin blandit purus ut sapien facilisis iaculis. Suspendisse ligula lectus, suscipit sit amet lobortis non, sollicitudin nec"

**Adoption Planning**  
BMC training strategies to give your team the tools they need ensure your initiative's success.

**Video tutorials**  
Learn about the concepts and features available in some of BMC's most popular products.

**Need help?**  
View FAQ  
Terms & Conditions  
For help with registration, to schedule on-site training or to start building your customized learning solution, Contact an Advisor.

**Subscribe**

## Where we were

**Education Services - BMC Software**

Home Solutions & Services Products Partners Support Education Connect

**It will be cloudy**  
Get ready with an education in Cloud Lifecycle Management.

**Just Released**

- ViewCentral, BMC's Learning Management System, will have limited availability from August 10 at 9pm CDT through the afternoon of August 12 due to system maintenance.
- Education Matters Newsletter August 2012
- Certified Professional for BMC Server Automation
- BMC Batch Impact Manager (NB)
- BMC Middleware Automation 8.1: Fundamentals (NB)
- BMC Server Automation 8.2: What's New (NB)

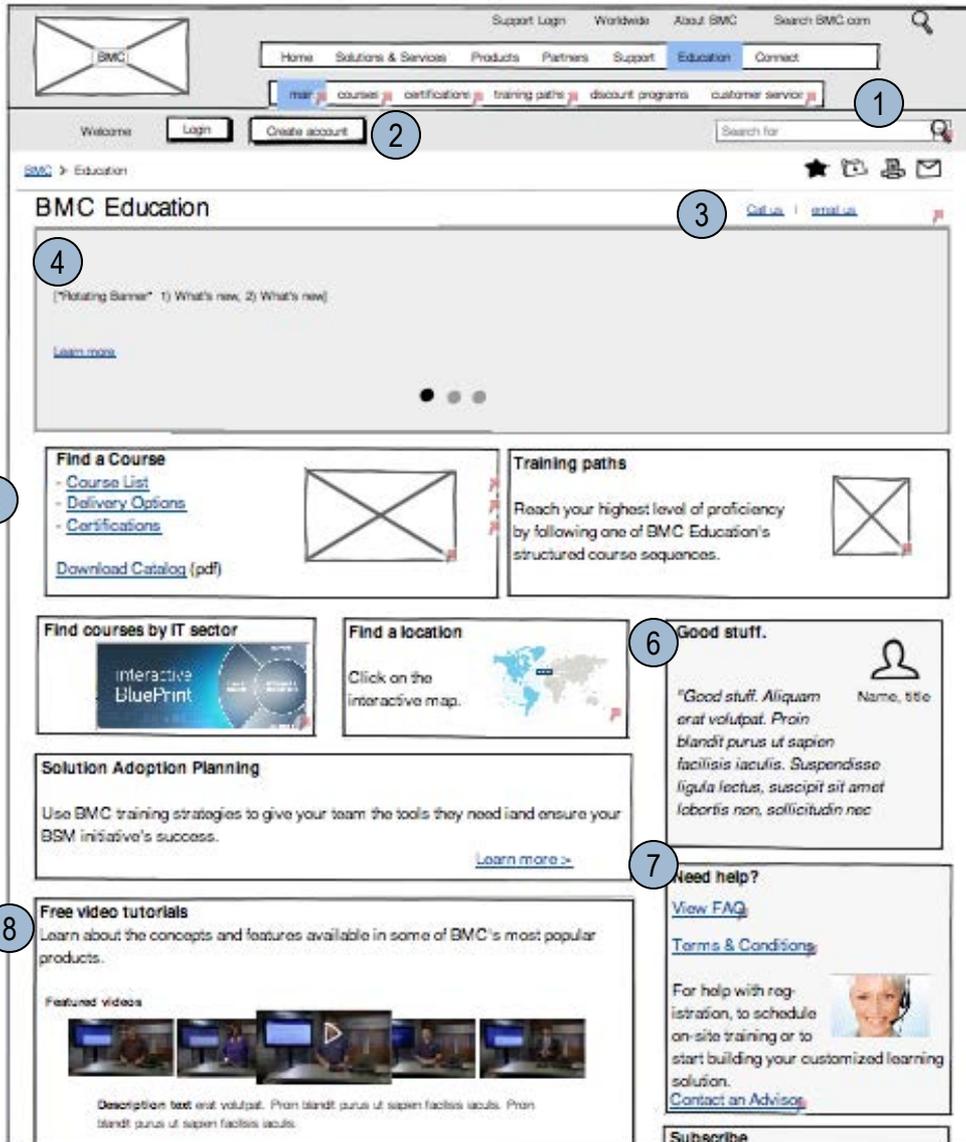
**My Education**  
Login

- My Web-Based Training
- My Course Evaluation
- Change My Profile
- Submit Bulk Registrations

**Find a Class**

- Search Master Course List
- Catalog and Schedule
- Search by Delivery Option
- Search by City
- Search by Region
- Search Courses

# Design Highlights – Education Main



## Highlights

1. Sub-navigation in the header for integration with LMS pages.
2. Ubiquitous course search and login in the header - the 2 most prevalent user tasks. When logged in, shows My Account links.
3. Contact links on every page (top right).
4. Full page-width rotating banner.
5. Info box design for content focus and prioritization. Aids mobile usability.
6. Adds testimonials.
7. Need help? box and links with clear call to action. Brings forward T & C and FAQs links.
8. Video carousel from the Main page and adds a cool multimedia factor.

# Design Highlights – Progressive Reveal

The screenshot shows the BMC website's course list page. At the top, there is a navigation bar with links for Home, Solutions & Services, Products, Partners, Support, Education, and Contact. Below this is a search bar and a list of course categories like 'main', 'courses', 'certification', etc. A banner for 'Banner BMC gives you options' is visible, followed by a 'Course List' section with tabs for 'All Courses', 'Courses by Region', and 'Delivery Options'. The main content area displays a list of courses, with the first one, 'BMC Atrium Orchestrator 7.5: Foundation - Part 1 (WBT)', expanded to show a 'COURSE OVERVIEW' section. This section includes a description, course duration (2:00 hours), a 'Register' button, and a 'Download course description' link. Below the overview, there are links for 'more...' and a list of other courses in the series.

1. Course list accordion reveals course summary, registration button, and *download PDF* link.
2. *More/less* links toggle course detail

The screenshot shows the detailed view of the 'BMC Atrium Orchestrator 7.5: Foundation - Part 1' course. The page is divided into several sections: 'COURSE OVERVIEW', 'COURSE OBJECTIVES', 'COURSE ACTIVITIES', 'DISCOUNT OPTIONS', 'COURSE MODULES', 'TARGET AUDIENCE', 'PREREQUISITES', and 'NEXT STEPS'. The 'COURSE MODULES' section is a table with two columns, listing various topics and their sub-topics. A large blue arrow points from the 'more...' link in the course list to this detailed view. At the bottom, there are links for 'Terms and Conditions' and 'Privacy policy'.

## Find training paths by role

**Training Paths**

BMC Education Services offers learning paths for key roles across industries and organizations in a sequence that will help you reach the highest level of proficiency.

Learning paths may be offered on the following products and topics, depending on your country:

**By Role**

**Filter the list**

- View All
- Administrators (16)
- Developers (8)
- Managers (4)
- Operators (3)
- Users (4)
- Certified Administrator

BMC Atium CMC  
 BMC Atium Discovery and Dependency Map  
 BMC Cloud Lifecycle Management  
 BMC Remy AR System  
 BMC Remy Asset Management  
 BMC Remy Change Management  
 BMC Remy Knowledge Management  
 BMC Remy IT Service Management (ITSM)  
 BMC Remy OnDemand  
 BMC Remy Service Desk  
 BMC Service Desk Express  
 BMC Service Level Management  
 BMC Service Request Management  
 ITIL® (IT Infrastructure Library)

## Find training paths by IT Sector (BSM Blueprint)

**Training Paths** [Call us](#) | [email us](#)

BMC Education Services offers learning paths for key roles across industries and organizations. Each training path includes training in a sequence that will help you reach the highest level of proficiency.

Training paths may be offered on these products and topics, depending on your country:

**By Role** | **By IT Sector**

Show training paths by IT sector by clicking on a functional area or on the BSM Blueprint diagram.

**Request & Support**

- [BMC Atium CMC](#)
- [BMC Atium Discovery and Dependency Map](#)
- [BMC Cloud Lifecycle Management](#)
- [BMC Remy AR System](#)
- [BMC Remy Asset Management](#)
- [BMC Remy Change Management](#)
- [BMC Remy OnDemand](#)
- [BMC Remy Service Desk](#)
- [BMC Service Desk Express](#)
- [BMC Service Level Management](#)
- [BMC Service Request Management](#)
- [BMC Identity Management](#)
- [ITIL \(IT Infrastructure Library\)](#)

**Business Services by IT Sector**

PROVISION & CONFIGURE  
 MONITOR & OPERATE  
 Performance Management  
 PLAN & GOVERN  
 INTEGRATE & ORCHESTRATE

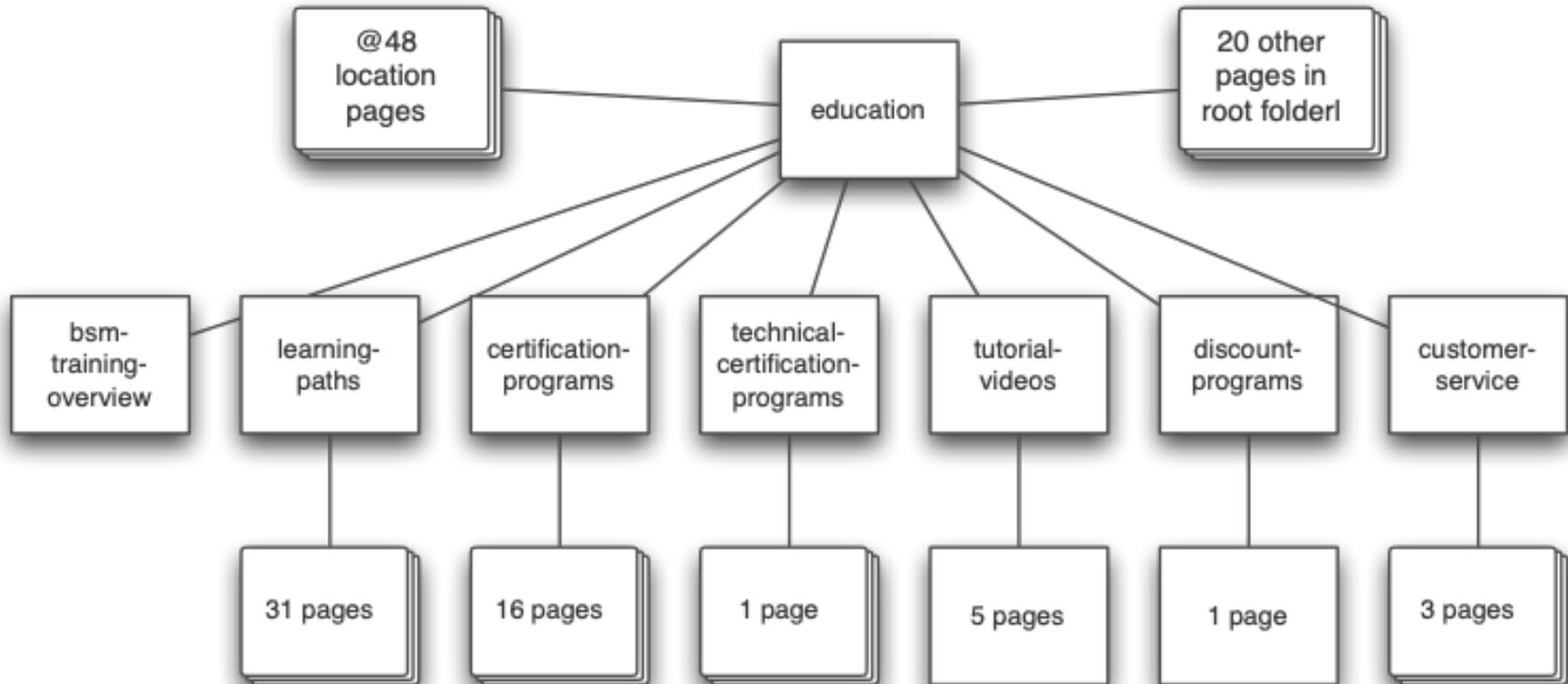


# Supporting Documentation - How We Got There

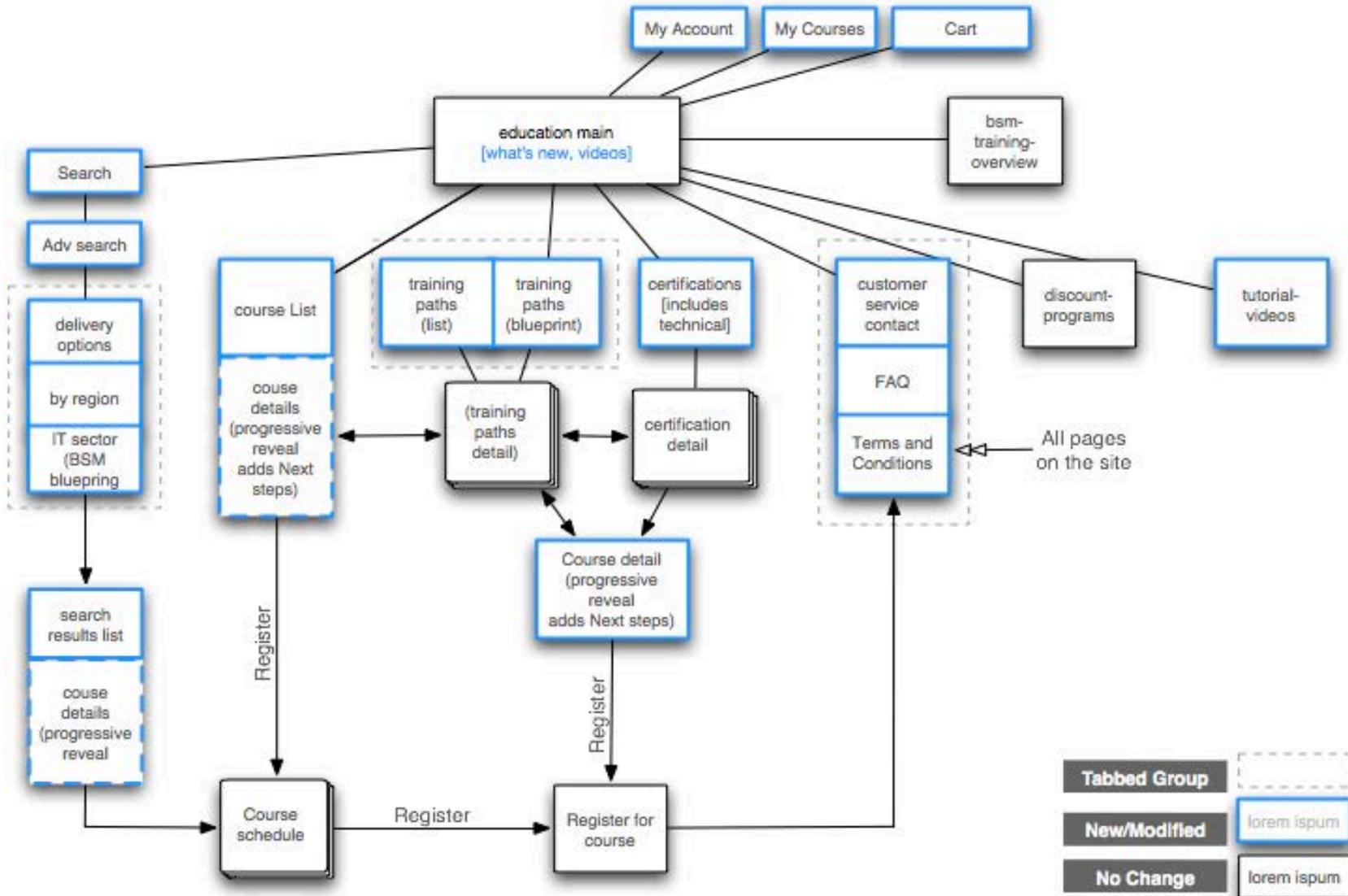
A large white play button icon (a triangle pointing right) is centered within a dark blue circular area on the top half of the slide. The background of the top half features a grid of concentric circles and a grid of lines, creating a technical or digital aesthetic.

# Site Maps / User Flows

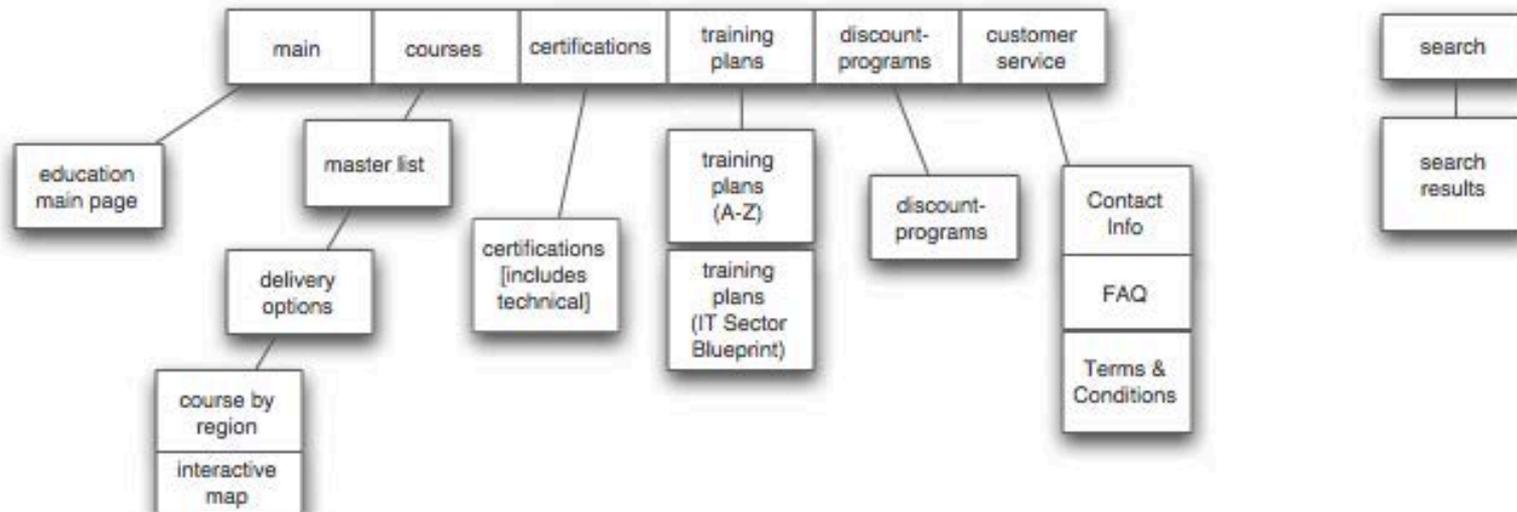
# Education Site Map – Previous Design



# Education Site Map – New Design



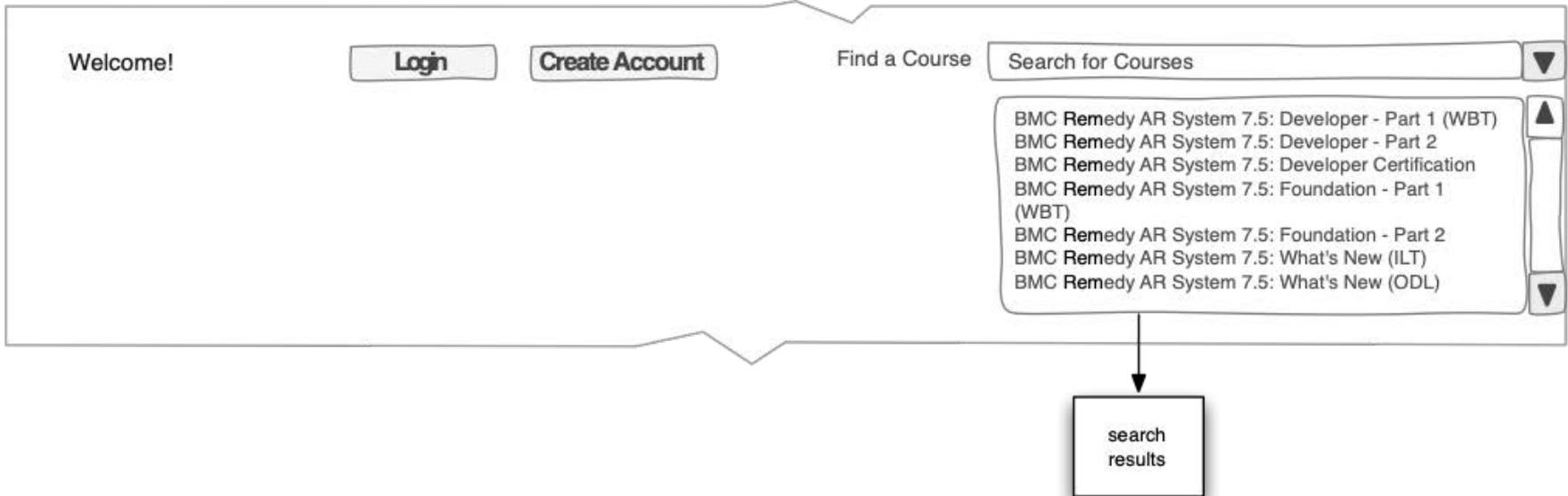
- ▶ Stream-lined, sub-navigation. Frees-up page real estate.



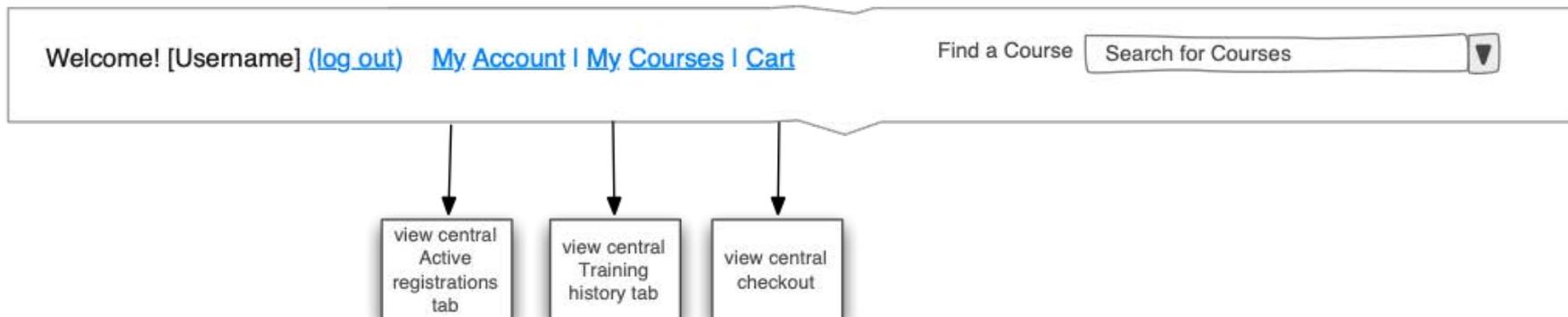
## Changes

- Replaces *Catalog* with *Courses* adds *Customer Service*
- Replaces *Contact an Advisor* with *Customer Service*
- Merges technical certification into *Certifications*
- Removes *Partner Registration*

- ▶ Two most frequent user tasks are always accessible



## Members bar (logged in state)





# Personas

Harry



45 yrs old  
Manager  
IT Infrastructure  
Swift Bank

Industry:  
Finance

Platforms/App:  
CA products  
SAP  
PeopleSoft  
Oracle

## ► Pain points:

- Managing the training needs of a diverse team – with a tight budget.
- His team needs different levels of training: administrative training for him, certifications for two staff, and the others who need end user training to create and run reports.
- It isn't always clear how to find help when his situation changes (i.e. cancellation and reschedules). He'd like to avoid voice mail queues and waiting for email takes too long.

## ► Goal – get my staff up and running on new software:

- Quickly train his six direct reports on new ITSM software recently installed at his company.
- Decide on, find, purchase, and track his staff's training can be time consuming and confusing.
- Get answers from BMC about training logistics and policies without needing to call.

## ► Keep in mind that Harry is:

- Is looking for options (e.g. schedules, training platforms, levels of training, discounts)
- Mental keywords: *learn, manage, implement, find, schedule, track, purchase, discounts.*
- Trying to get multiple staff trained at different levels, (coincides with BMC Solutions Adoption Framework):
  - Awareness & alignment; Project team enablement; End-user enablement; and Measurement & validation
- Must see (calls-to-action):
  - **Findability:** easy to search and browse course lists, intuitive categorizations by IT area, and clear learning paths
  - **Support:** easy access to training policies and customer support.
  - **Awareness:** what's new, what's changed?

Harry



35yrs old  
Technical Staff  
Swift Bank

Industry:  
Finance

Platforms:  
Windows  
Linux  
Mainframe

Applications:  
People Soft  
SAP

## ► Pain points:

- Told I need to take a training course. I was given the URL to the training site, but can't find it.
  - Which one of these browse/search modes am I supposed to use?
- I clicked a few links and now I can't remember where I should go to login to the training?

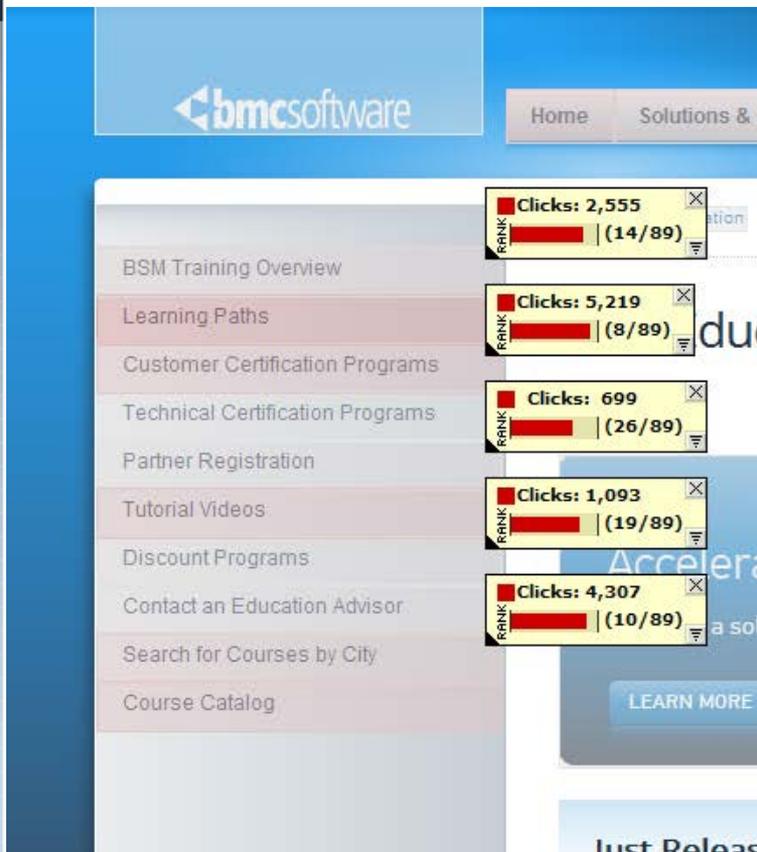
## ► Goal – get trained as efficiently as possible

- Find, register for, track and complete personal software training
- Advance my career by developing expert skills on my company's IT systems.
- Training options and flexibility: I learn better at my own tempo and by seeing than when mostly listening and at an instructor's pace.
- **Keep in mind that Fred is:**
  - Interested in improving his skills with an eye to his career future.
  - Mental keywords: *learn, grow, training, find, course, schedule, register.*
  - Trying to progress from a beginning to an expert user using:
    - Learning paths, certifications, meeting Harry's expectations.
  - Must see: (calls-to-action)
    - **Findability:** easy to search and browse course lists, intuitive categorizations by IT area, and clear learning paths
    - **Support:** easy access to training policies and customer support.
    - **Awareness:** a clear (learning) path forward for courses with pre-requisites and next steps.



# Analysis

- ▶ High click traffic from the Main page's *left sidebar*

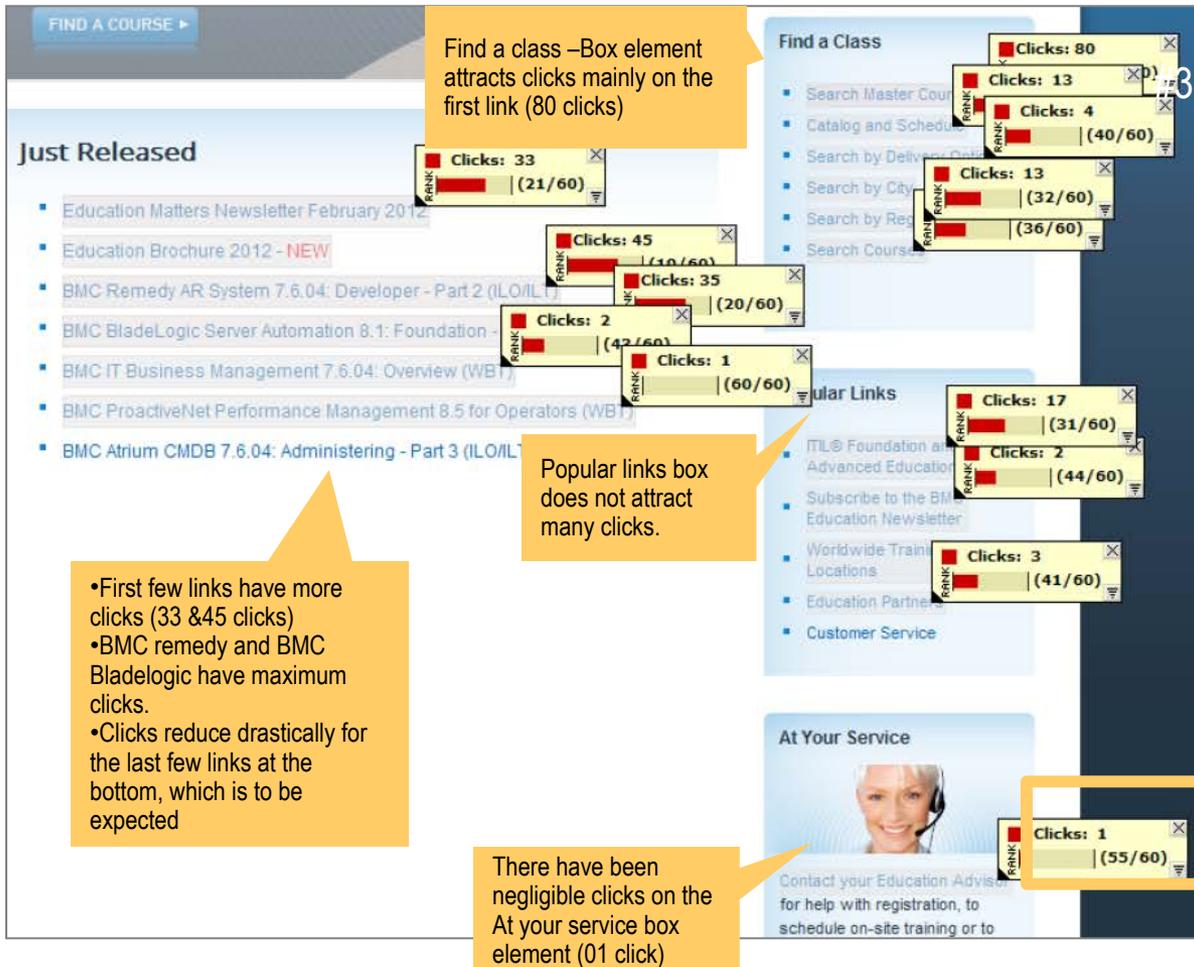


2,555 clicks – BSM Training overview  
11,933 clicks – Learning paths  
5,219 clicks – Customer Certification  
223 clicks – Technical Certification  
699 clicks – Partner Registration  
5983 clicks – Tutorial Videos  
1,093 clicks – Discount Programs  
796 clicks – Contact an advisor  
4307 clicks – Search for Courses by City  
5673 clicks – Course catalog

- ▶ Summary:
  - **Just Released:** few clicks indicate that this use of valuable home page real estate could be made better use of.
  - The many links in the **right sidebar** box elements may confuse the user. The left sidebar is used as much as 100 times more.
  - **Customer service** feature is unclear, undefined

# Metrics Analysis – ClickMaps for Main page

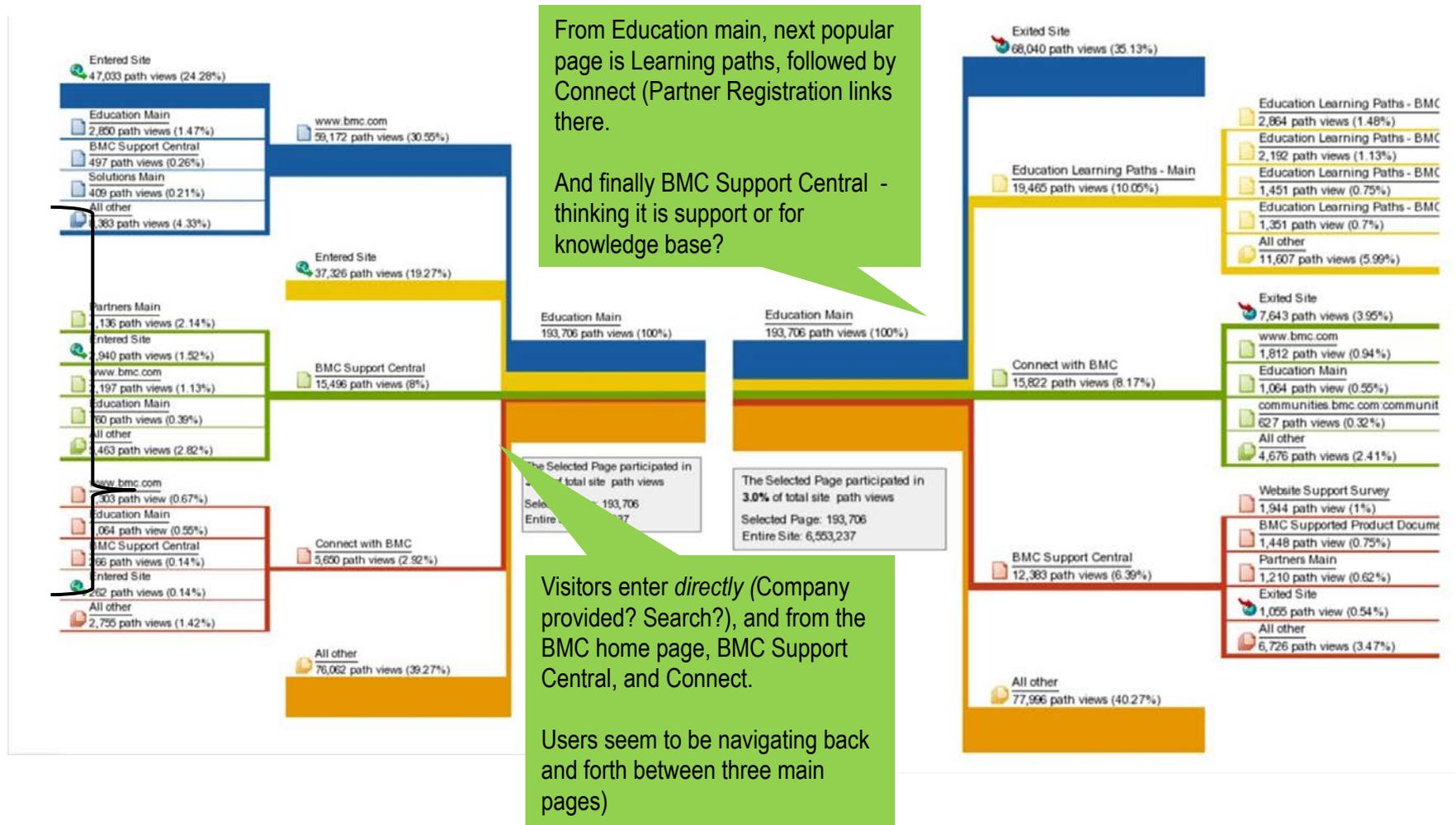
## ▶ Low click traffic from the Main page's *rightsidebar*



## ▶ Summary:

- **Just Released:** few clicks indicate that this use of valuable home page real estate could be made better use of.
- The many links in the **right sidebar** box elements may confuse the user. The left sidebar is used as much as 100 times more.
- **Customer service** feature is unclear, undefined

## ► Entry and Exit points for the Main page





# User Testing

- ▶ We conducted a user test with [usertesting.com](https://www.usertesting.com) on March 8-9 to understand how users interact with BMC Education pages.
- ▶ We asked 5 participants (self-identified as: advanced web users working in IT) to answer some questions and then to complete specific tasks on at BMC and competitor websites.
- ▶ **Key Findings:**
- ▶ Most used functionality for locating a course was the Master Course list.
- ▶ When looking for course support (how to cancel) users were generally unsuccessful, the two who succeeded did so after much trial and error.
- ▶ As expected, participants had an exceptionally hard time trying to locate T&C and FAQs.
- ▶ Participants did not relate Learning Paths to finding advanced courses when given a base course to start from.

- ▶ We conducted a user test with [usertesting.com](https://www.usertesting.com) on April 25-27 to understand how users interact with BMC Education pages.
- ▶ We asked 5 participants (self-identified as: advanced web users working in IT) to answer some questions and then to complete specific tasks on at BMC and competitor websites.
- ▶ **Key Findings:**
- ▶ Users were able to complete tasks in a short amount of time and with few clicks.
- ▶ User easily browsed for a given course using the *Courses* tab in the header sub-navigation, and the *Course List* link in the *Find a Course* box on the Main page.
- ▶ The *Customer Support* tab was universally noticed and used to find course support information within one or two clicks.
- ▶ Participants related well to *Training Paths* when asked to find other courses that would build on the base course they were assigned.

The user test on the prototype validated that business goals and user issues (identified when testing the current site) were addressed in the redesign, including:

- ▶ Sub-navigation menu in the header to remove confusing duplicate menu items and links (i.e. *Course Catalogue, Catalogue, Master Course List*)
- ▶ Redesign of the home page to highlight priority links (i.e., Terms and Conditions, FAQs, Contact information)
- ▶ Re-architecting of the home page to prioritize and call attention to site features (i.e., different ways to find courses, value proposition for training paths, highlighting video tutorials)
- ▶ Introducing progressive reveal for the Course List replacing what is now a problematic PDF pop up.
- ▶ A clear call to *Register* on every instance of the course description.
- ▶ Note: no registered customers tested these pages. Metrics analysis indicates logging in to the LMS is by far the most used feature. [Global Login/My Account has been added to all pages.](#)

A white play button icon (a right-pointing triangle) centered within a dark blue circle, which is part of a larger graphic of concentric circles and a grid pattern on a dark blue background.

# Competitive Analysis

- ▶ **Goal:** We conducted the competitive analysis to compare training site features and functionality to determine best in class for redesign of BMC's Education portal
- ▶ **We evaluated:**
  - HP
  - CA
  - IBM
  - EMC
- ▶ **Key findings:**
  - The BMC education site compare's well to competitors sites.
  - The site is full featured but the home page needs to bring forward the most important functionality.
  - The education site and the LMS site (view-central) need to be better integrated.
  - Using the metadata available as facets, ease of browsing and search for courses can be improved.

# Competitive Analysis: Comparisons

Vendor	Link in top navigation	Browsing	Search (type)	Learning Paths	Policies access (graded)	Ease of ordering (graded)	Aesthetics (graded)
BMC	✓	✓ A-Z: can't filter!	keyword Faceted Hidden in sidebar. Links mislabeled. Multiple facets use "OR" > no results	✓	✓ C – hidden in Ask an Advisor	✓ B – schedule	B - bmc.com C - iviewcentral
HP	✗	✓ too many links	✓ unified search*	✓ next steps!	✗ F - not found	✗ separate form	A - main F - details pages
CA	✓ with sub-section links	✓ find by category ✗ main page **	keyword faceted multiple facets use "OR" > no results	✓	✓ B - main Ed page > Policies	✗ D - bizarre PDF path	C clean, boring
IBM	✗ had to use search	✓ select country, first by several attributes	keyword faceted Box in top nav	✗	✗ F - not found	✓ C - schedule	C moldy, cluttered
EMC	✓ with mega menu	✓ mega menu poorly by categories	keyword faceted hidden in sidebar	✓ sidebar	✗ F - not found	✓ A - direct link in detail	C cluttered, boring

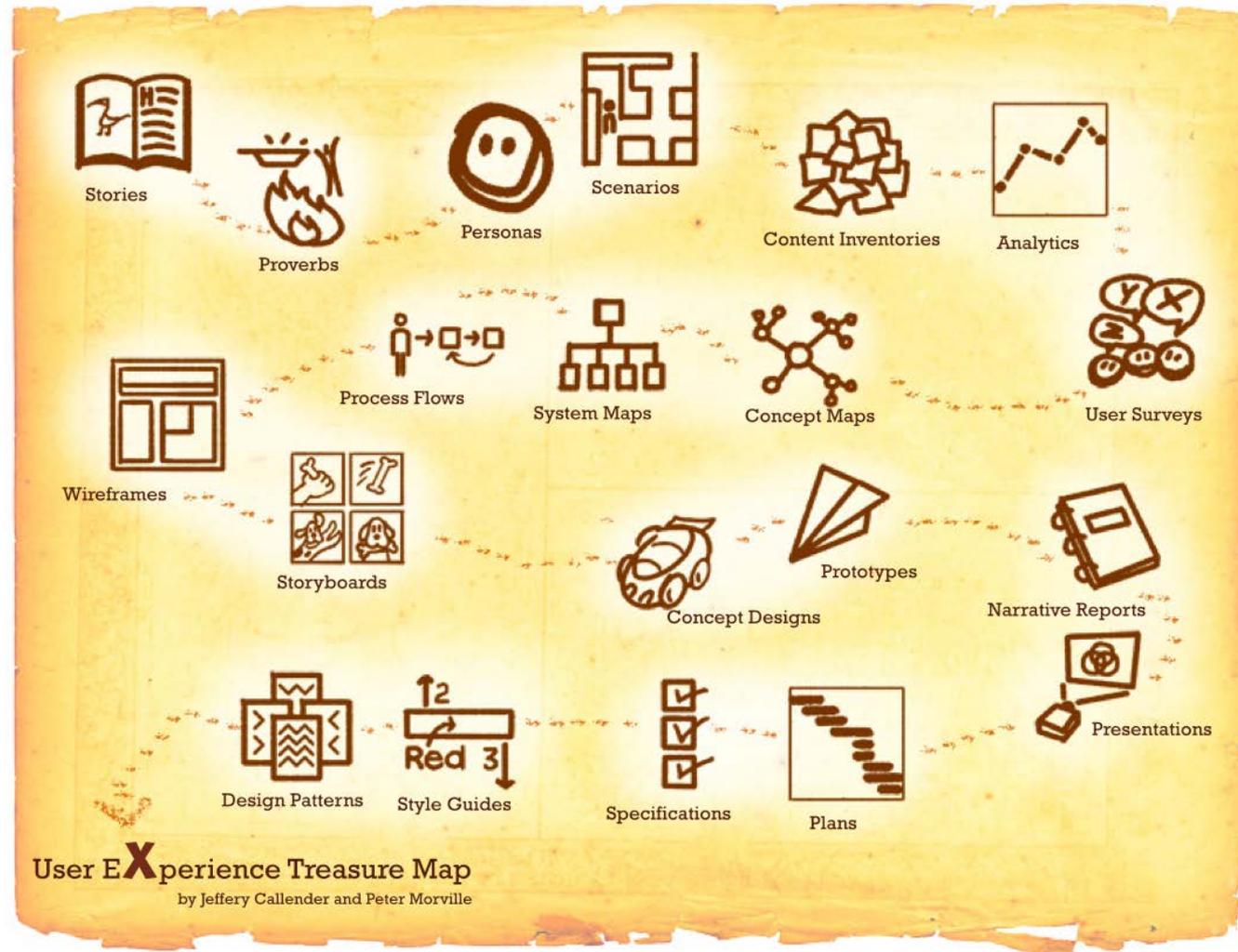
\* Poor results, trade-off is that ALL site searches return Education results, labeled as such.

\*\*Dropdown menus, new windows, then 4 clicks to detail!



# Appendix

# User Experience Deliverables Model



UX Treasure Map by  
Jeffery Callender and  
Peter Morville

Ref: [BMC user experience deliverables](#)

**BUSINESS RUNS ON I.T.  
I.T. RUNS ON BMC™**