

THE WHO, WHAT, AND WHY OF WEB APPS, PORTALS, AND THEIR INTERCONNECTED FRIENDS

*Matt Aitken
& Al Willingham*

We are
The Power People

We are
The NAV People

We are
The 365 People



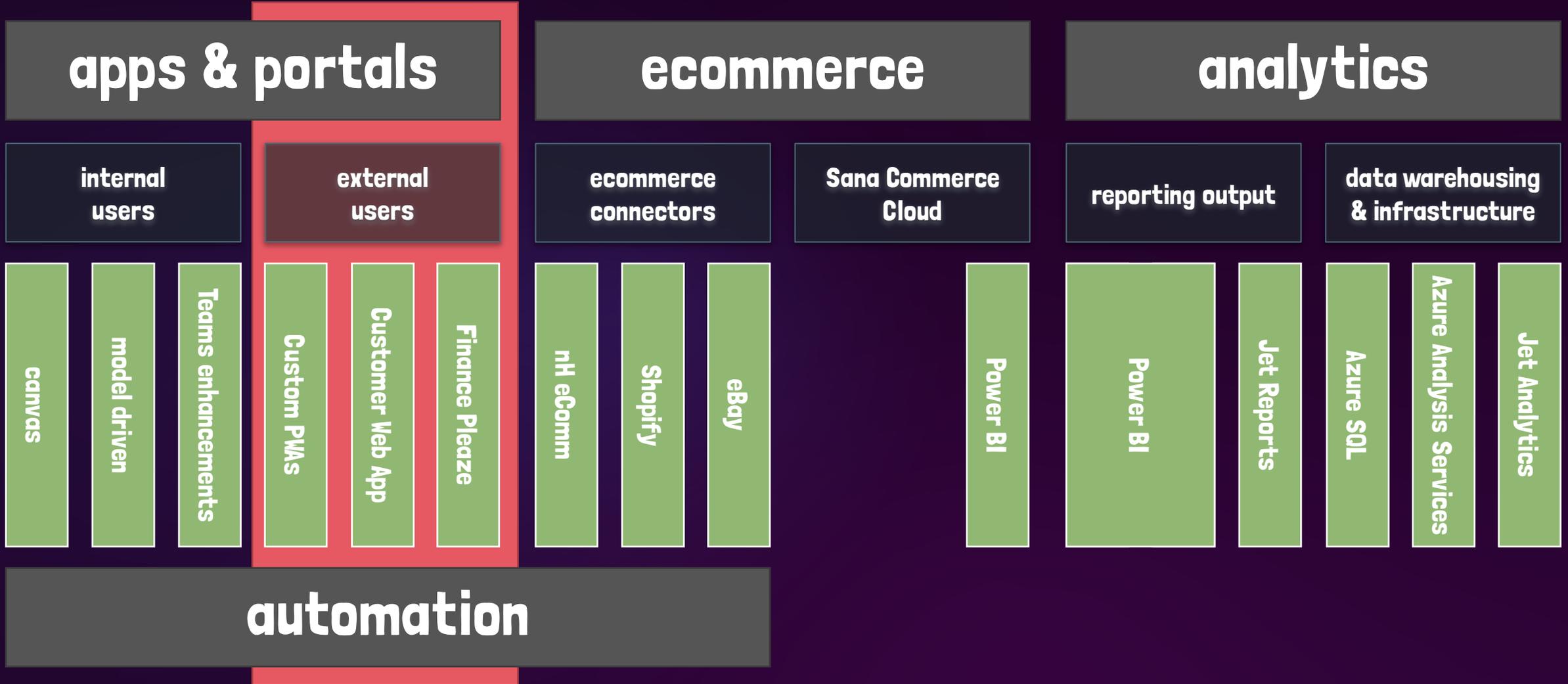
AGENDA

- Session Intro
- App Design Fundamentals
- The Customer Web App Accelerator
- Custom Forms & Logic Apps
- Session Outro
- Session Rating

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- **Session Intro**
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THE DIGITAL POWER PRACTICE



SESSION OBJECTIVES

- To gain insight into how good app design choices can drive the best possible digital experience.
- To understand some of the tools available to grant users secure access to selected subsets of ERP data and business process.

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APP DESIGN

Technology with Empathy!

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APP DESIGN

*Building blocks for a
great digital experience*

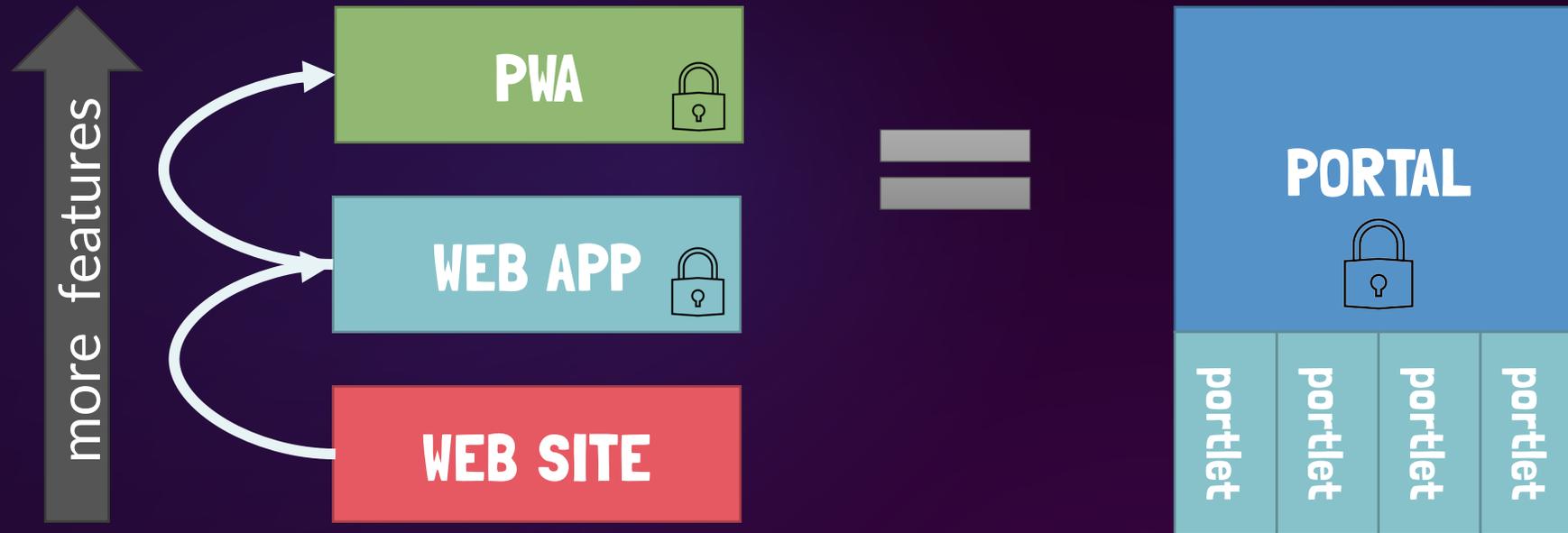
- Web Apps Overview
 - Disambiguation
 - Architecture
 - PWAs
- User-centricity
 - The Blank Sheet of Paper
 - User Journeys
 - User Experience
 - User Stories
 - User Interface

APP DESIGN

*Building blocks for a
great digital experience*

- **Web Apps Overview**
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DISAMBIGUATION



(VERY) BASIC ARCHITECTURE

USER INTERFACE

APIs (APPLICATION PROGRAMMING INTERFACES)

BUSINESS LOGIC

DATABASE

(VERY) BASIC ARCHITECTURE

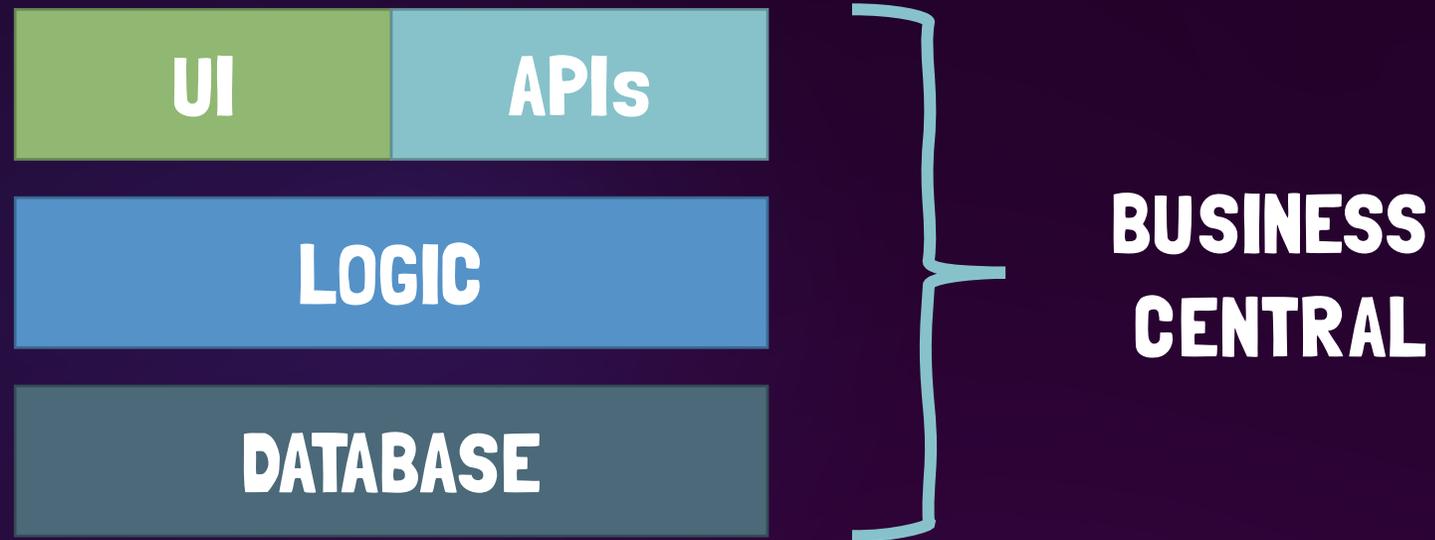
UI

APIs

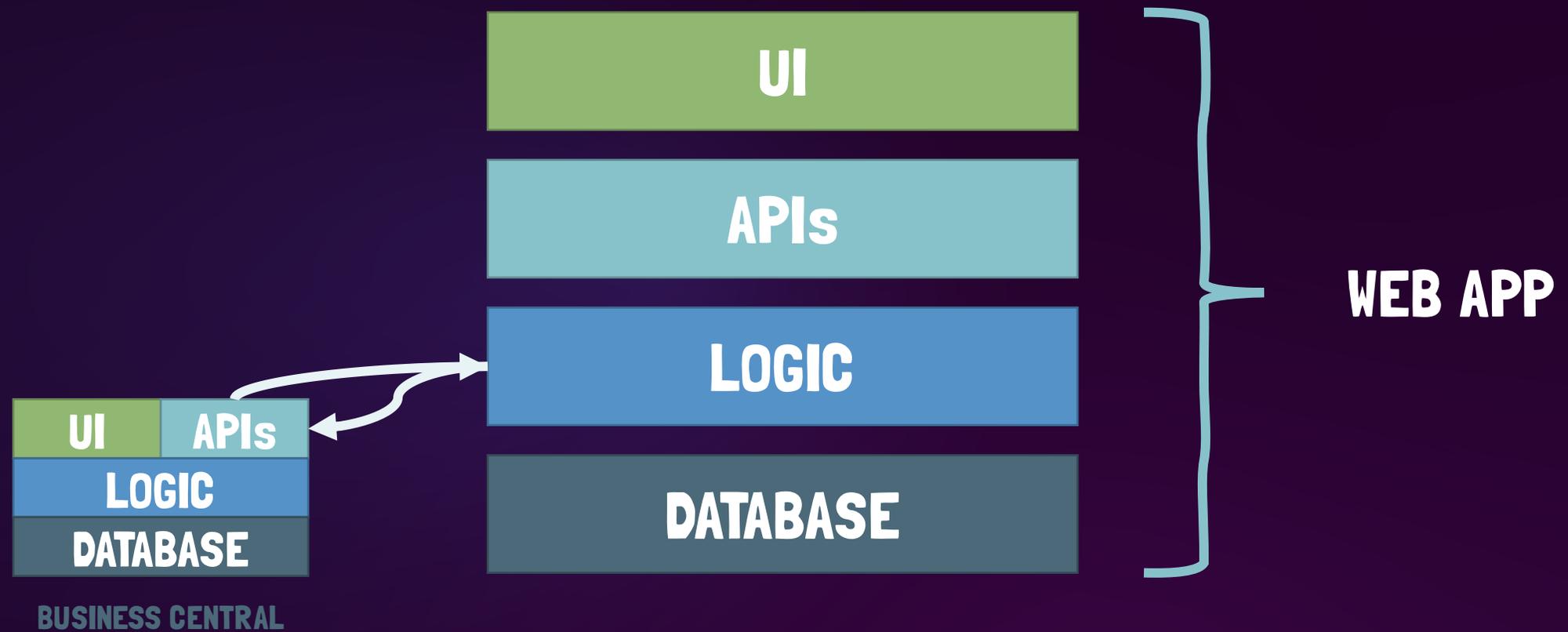
LOGIC

DATABASE

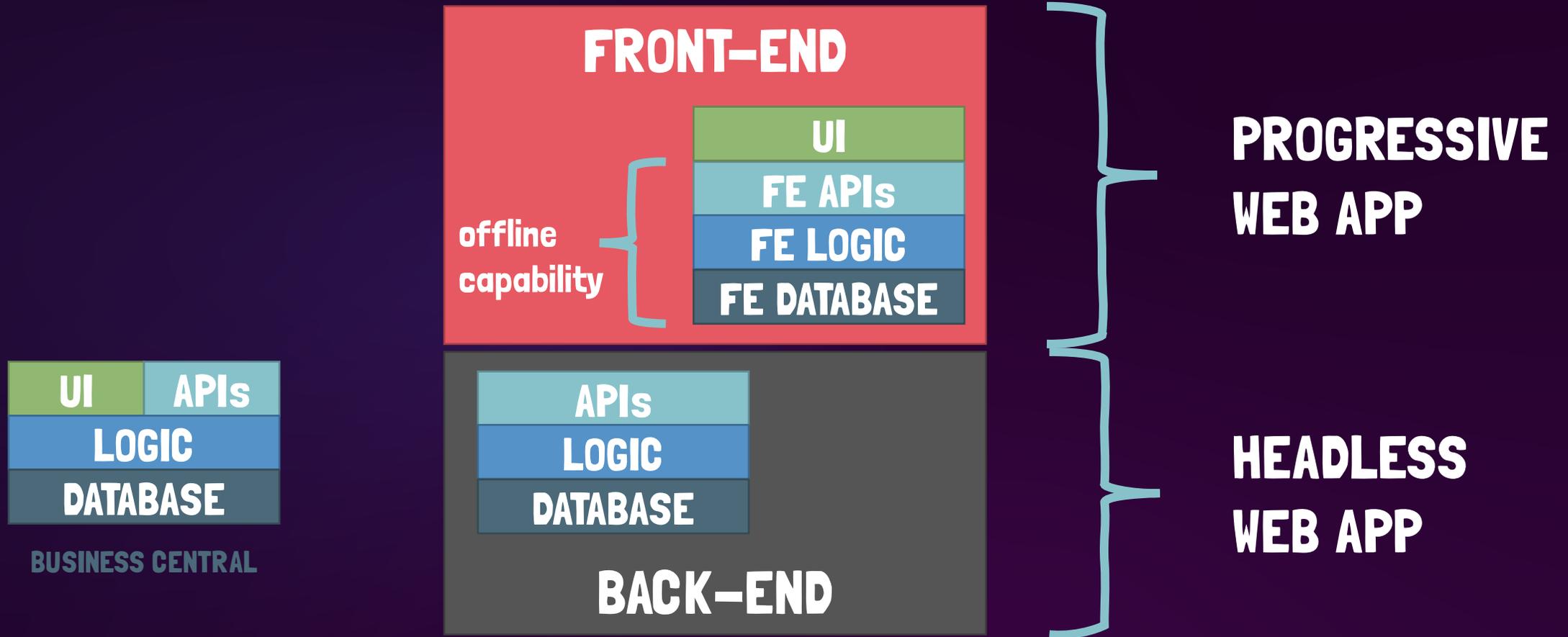
(VERY) BASIC ARCHITECTURE



(VERY) BASIC ARCHITECTURE



(NOT SO) BASIC ARCHITECTURE



PROGRESSIVE WEB APPS

Progressive

Installable

Responsive

**Connectivity
independent**

Secure

Discoverable

**Re-
engageable**

Linkable

PROGRESSIVE WEB APPS

Progressive

...work for every user,
regardless of
(standards-compliant)
browser choice

Connectivity
independent

Secure

Linkable

PROGRESSIVE WEB APPS

Progressive

...allow users to “install” apps on their home screen without the hassle of an app store

Connectivity
independent

Secure

Linkable

PROGRESSIVE WEB APPS

Progressive

**Connectivity
independent**

...fit any form factor,
desktop, mobile, tablet,
or whatever is next

Secure

Linkable

PROGRESSIVE WEB APPS

Progressive

...are enhanced with service workers to work offline or on low quality networks

Connectivity independent

Secure

Linkable

PROGRESSIVE WEB APPS

Progressive

Connectivity
independent

...are served via TLS
to prevent snooping and
ensure tamper-free content

Secure

Linkable

PROGRESSIVE WEB APPS

Progressive

...are search-engine
identifiable as “applications”
thanks to W3C manifests and
service worker registration

**Connectivity
independent**

Secure

Linkable

PROGRESSIVE WEB APPS

Progressive

Connectivity
independent

...make re-engagement easy
through features like push
notifications

Secure

Linkable

PROGRESSIVE WEB APPS

Progressive

**Connectivity
Independent**

...are easily shared via URL
and do not require
complex installation

Secure

Linkable

APP DESIGN

*Building blocks for a
great digital experience*

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intuitive
navigation

corporate
branding

role-based
data access

secure user
authentication



an app!

easy extensibility

we just need to
make sure...

mobile friendly

Starting from scratch...

...can be a bit scary!

and it probably should be!!

adopt a person-first perspective

Empathise!

USER-CENTRICITY

- It's all about you! Customers, members, suppliers, staff... You...  U-sers!
- What's the user's **JOURNEY**?
- What are the **STAGES** they move through?
- What are the **STEPS** they take through each **STAGE**?
- What is the **EXPERIENCE** of the user at each **STEP**?
- What are the **TOUCHPOINTS**?
- Which department/team owns each **STEP** and each **TOUCHPOINT**?
- How do/can you gather/track **FEEDBACK** along the way?



USER EXPERIENCE

- What it's like to be the user? Empathise!
 - Whose journey are we joining?
 - What do they need to get done?
 - What are they seeing?
 - What are they saying?
 - What are they feeling?
 - What are they thinking?
 - What do they want?
 - What is a pain for them?
 - What is a gain for them?
- (How) can you verify your assumptions?

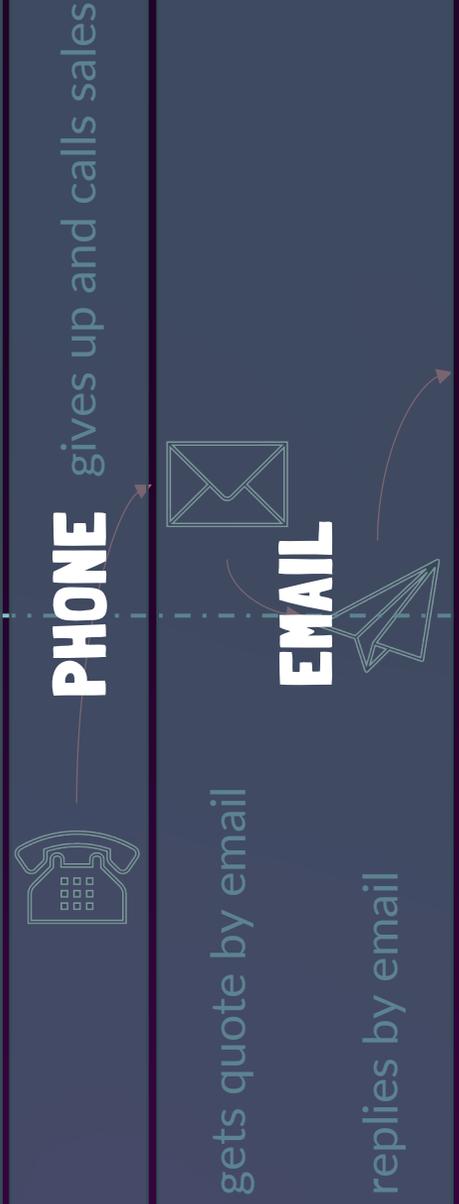
USER STORIES

- Format:



As [who?], I want [what?], so that [why?]

- People-first = non-technical
- Non-technical = more collaboration
- **EPIC** = group of **STORIES**
- A **STORY**'s technical requirements = **TASKS**
- Not always necessary for rapid POCs

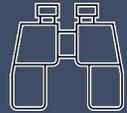




As a customer, I want to log into the portal so I can find information quickly after hours



As a customer, I want to install an app so I can access the portal easily without searching for the web site each time



As a customer, I want to search my order history/invoice list so I can find an old order and reorder the product



As a customer, I want to search a list of previously bought products so I can reorder it



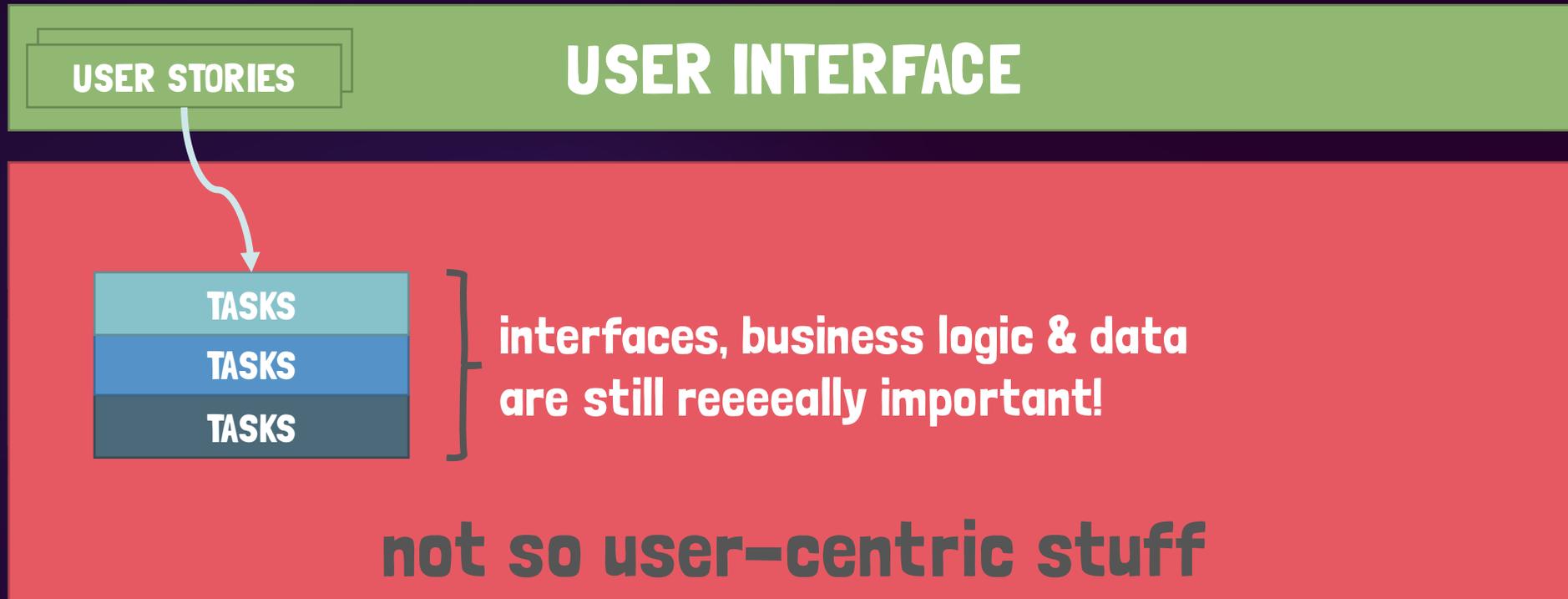
As a customer, I want to request a quote so I can negotiate a lower price on a high volume order

WEB PORTAL

USER INTERFACE

- Independent of the **USER JOURNEY**
- (Largely) independent of the **USER STORIES**
- Critical to the **USER EXPERIENCE**
 - Intelligible (Intuitive, Logical, Learnable, Negatively Spatial)
 - Comfortable (Accessible, Consistent/Predictable, Reliable, User-controlled & Reversible)
- Important to separate out from business logic
 - Ease of making changes
 - Separate skillset

(VERY) BASIC ARCHITECTURE



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CUSTOMER WEB APP

A web app accelerator for customer self-service

SELF SERVICE

- Financial Management
- Order Management
- Case Management
- Service Management
- Document Management

CUSTOMER WEB APP

Progressive

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Linkable

DEMO



CUSTOMER STORIES

A web app accelerator for customer self-service

WOLDMARSH BUYING GROUP

*Finance, Staff & Suppliers
Directories, File Uploads, File
Downloads, Membership Forms*



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EMPIRIC STUDENT PROPERTY

Property Booking System & Student Portal with Identity Verification, Tenancy Agreements, Payments, and Case Management

HELLO STUDENT

LOCATIONS LIFESTYLE HOW IT WORKS BLOG

My Account

GOT A QUESTION? CONTACT US

My Details ▾

My Tenancy ▾

My Invoices ▾

My Tickets ▾

Make a Payment

My Dashboard

Days until your reservation expires 10 3rd March 2019	Days until your next invoice is due 29 4th April 2019
Tenancy Agreement Awaiting Guarantor Signature	Make a Payment
3 Open Tickets	4 Tenancy History
2 Expired Reservations	5 Invoice History

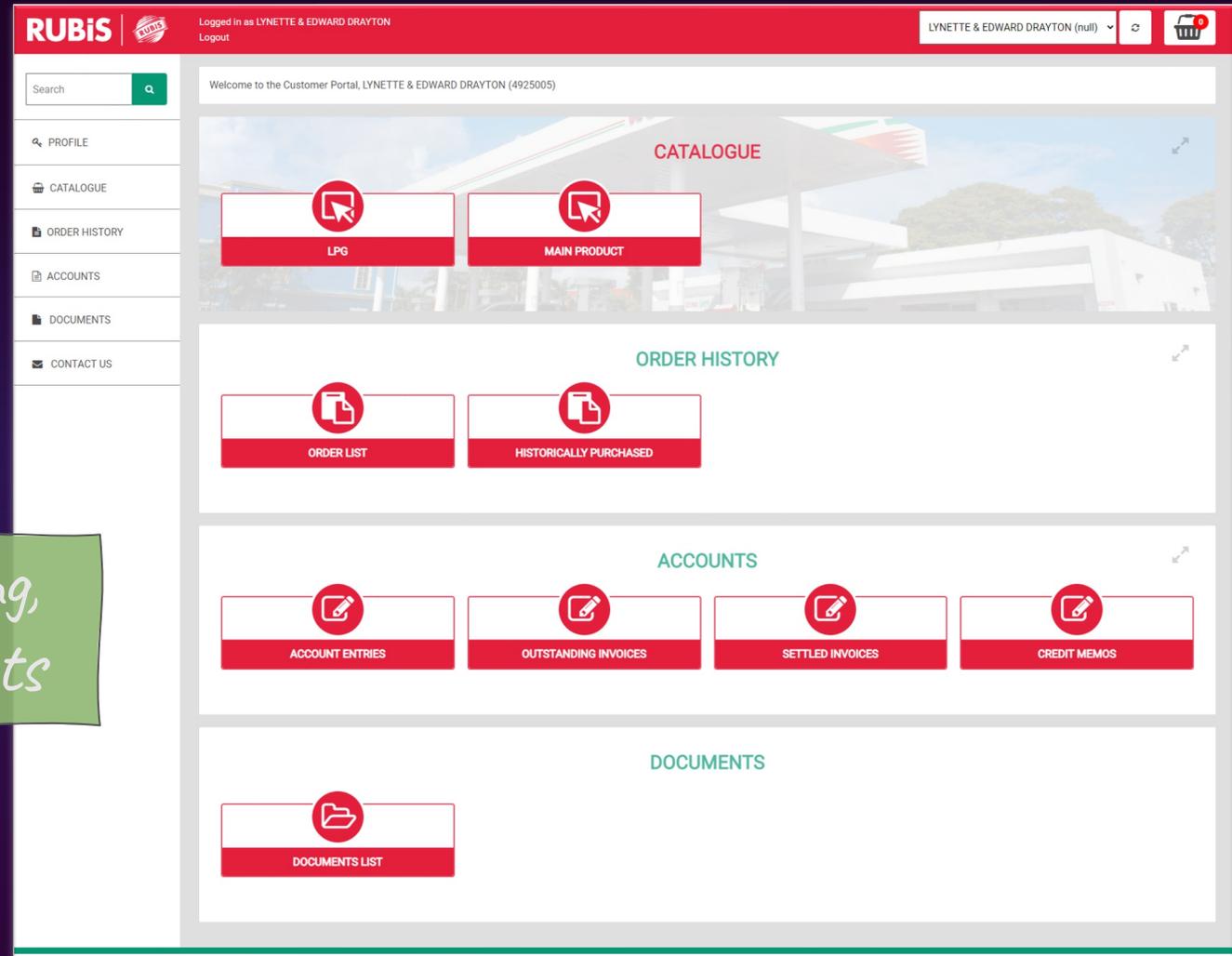
Sign up for the latest news and offers *Name *Email Town/City I'm not a robot

Sign me up for latest news and offers. I am happy for my data to be used to tailor my customer experience.
To view our Privacy Policy, click here

LOCATIONS LIFESTYLE HOW IT WORKS PERSONAL CODE

RUBIS CARIBBEAN FUEL SUPPLIER

*Catalogue & Ordering,
Finance & Documents*



PETER DREW SECURITY WORKWEAR

Branch Staff Management, Uniform Ordering & Returns, Finance Self-Service

SECURITAS
Logged in as David Wilson

- My Dashboard
- Change Password
- Logout
- MY STAFF
- MY ORDERS
 - Draft Orders
 - Received Orders
 - Completed Orders
 - New Draft Order
- MY RETURNS
- MY FINANCE

DRAFT ORDER ITEMS

DELIVERY ADDRESS

Name:

Address:

Address 2:

City:

County:

Post Code:

STAFF MEMBER

Name:

Gender:

Your ID:

Branch:

Uniform:

Contract:

PO No.

Reason:

CORE ITEMS

	Product	Colour	Size	Fit	Entitlement	Qty Issued	Quantity	Cost	Total
	SHCSTASE	White	14.5	LS	5	5	<input style="width: 40px;" type="text" value="7"/>	£5	£35
	TIESTAS	Red	N/A	N/A	1	1	<input style="width: 40px;" type="text" value="0"/>	£3	£3
	TRK	Charcoal	28	R	2	0	<input style="width: 40px;" type="text" value="2"/>	£15	£30
	JKCSTASE	Charcoal	36	R	2	1	<input style="width: 40px;" type="text" value="1"/>	£50	£50

ACCESSORY ITEMS

	Product	Colour	Size	Fit	Entitlement	Qty Issued	Quantity	Cost	Total
	SHCSTASE	White	14.5	LS	5	5	<input style="width: 40px;" type="text" value="7"/>	£5	£35
	JKCSTASE	Charcoal	36	R	2	1	<input style="width: 40px;" type="text" value="1"/>	£50	£50

MY REQUISITIONS

- Order
- View All
- Drafts
- Waiting Authorisation
- Declined
- Archived

MY ORDERS

- All Recent
- In Process
- Picked
- In Transit
- Delivered
- Archived

MY STAFF

- All
- Active
- Inactive
- Add
- Change
- Match Records

MY AUTHORISATIONS

- All Recent
- Awaiting Authorisation
- Declined
- Fully Authorised
- Partially Authorised
- Archive

MY RETURNS

- All
- In Process
- Awaiting Collection
- Shipped
- Delivered
- Draft

CONTACT US

✉ moreinfo@thenavpeople.com

☎ +44 (0) 208 328 9818

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S A BRAINS BREWERY

BRAINS Coffee+1

New Incident

Questionnaire
Page 3 of 3

Incident Category 1* ★

Incident Category 2* ★

Incident Description* ★

[← Previous](#) [Next →](#) [✔ Continue](#)

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*Incident Logging,
Ordering & Finance*

JOJO MAMAN BÉBÉ

*Embedded Ecommerce
Order History*

United Kingdom (GBP) My Account (Sign out)

Stores Wishlist

JoJo Maman Bébé

What are you looking for? Bag

Christmas Maternity Baby Kids Home & Sleep Equipment Gifts & Toys Jojo Outlet Inspiring Extras

FREE CLICK & COLLECT FROM ALL STORES | FREE STANDARD UK DELIVERY ON ORDERS OVER £35 | ORDER BY 5PM FOR NEXT WORKING DAY DELIVERY

Home / My Account

My Account

- DASHBOARD
- AMEND PERSONAL DETAILS
- MY ORDERS
- WISH LIST
- MANAGE YOUR ADDRESSES
- GIFT CARD
- COMMUNICATION PREFERENCES

<< Back to My Orders

Order Status: Despatched from Warehouse

ORDER

No. 201595219

Order Date: 2/5/2019

Shipping Address

Ben Benichou
Jojo Maman Bebe Ltd, Cloisters Business Centre,
8 Battersea Park Road
London, SW8 4BG
Great Britain

Billing Address

Ben Benichou
Jojo Maman Bebe Ltd, Cloisters Business Centre,
8 Battersea Park Road
London, SW8 4BG
Great Britain

Payment Details

Invoice Date: 2/5/2019
Location: Online
Payment Type: Credit/Debit Card

Shipping Details

Shipment Date: 2/5/2019
Shipping Method: My Hermes
Package Tracking No.: <https://new.myhermes.co.uk/track.html#/?barcode=8608482909852225>

Item No.	Item Description	Colour/Fit	Item Price	Quantity	Discount	Line Amount
A7726	Multi-Coloured Painted Pastel 3D Letters	Pastel E Blue	£1.25	1	£0.00	£1.25

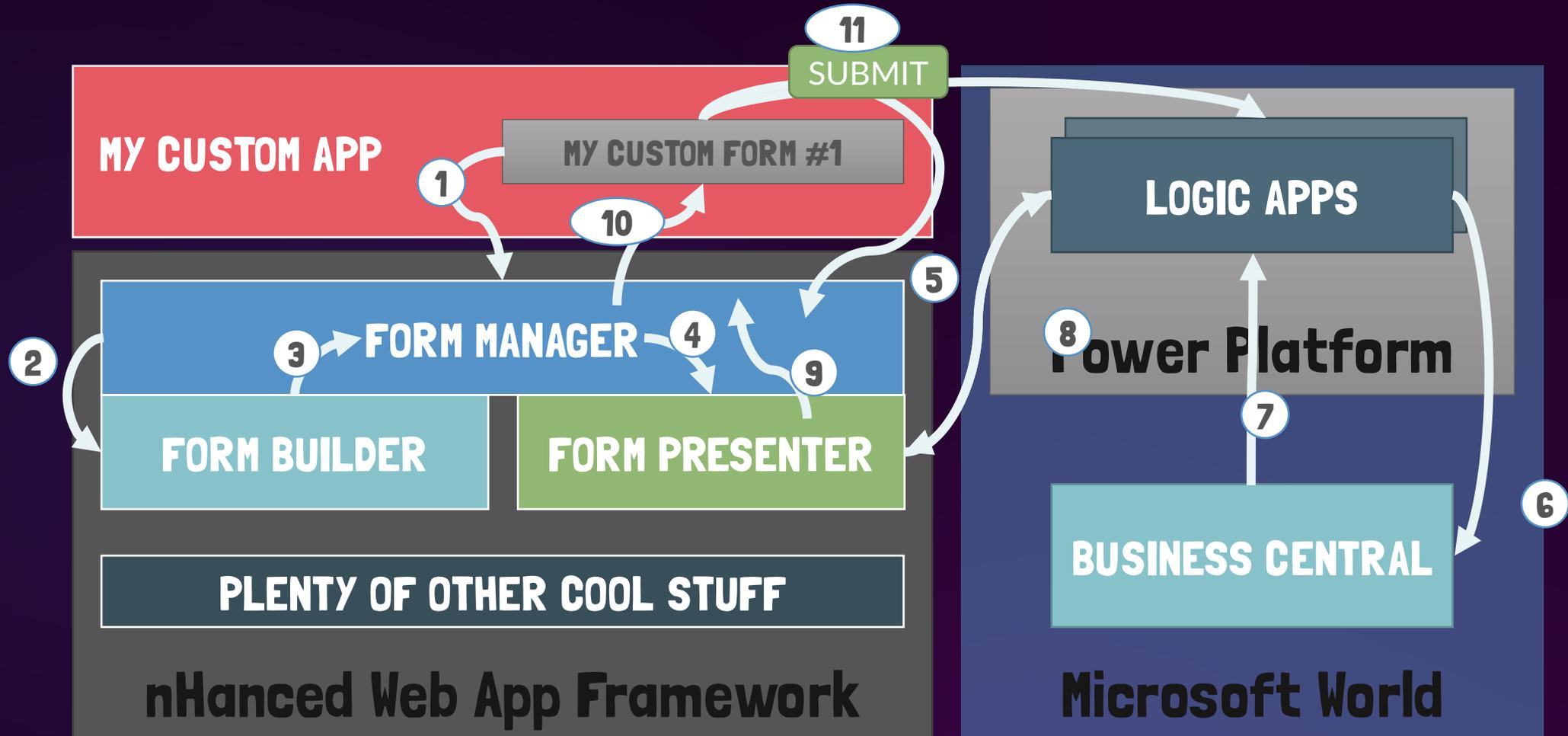
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LOGIC FORMS

Custom Web Forms + Logic Apps = Logic Forms

LOGIC FORMS IN A NUTSHELL



DEMO



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DEMONSTRATION



Risk Assessments

- Simple form example
- Submits for readonly review/audit



Job Sheets

- Complex form/mini-app example
- Reads contextual data from BC
- Submits for scheduled processing (including write-back to BC)



Finance Please

- Multiple forms in a stand-alone app
- Main application form submits for real-time processing

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TAKEAWAYS

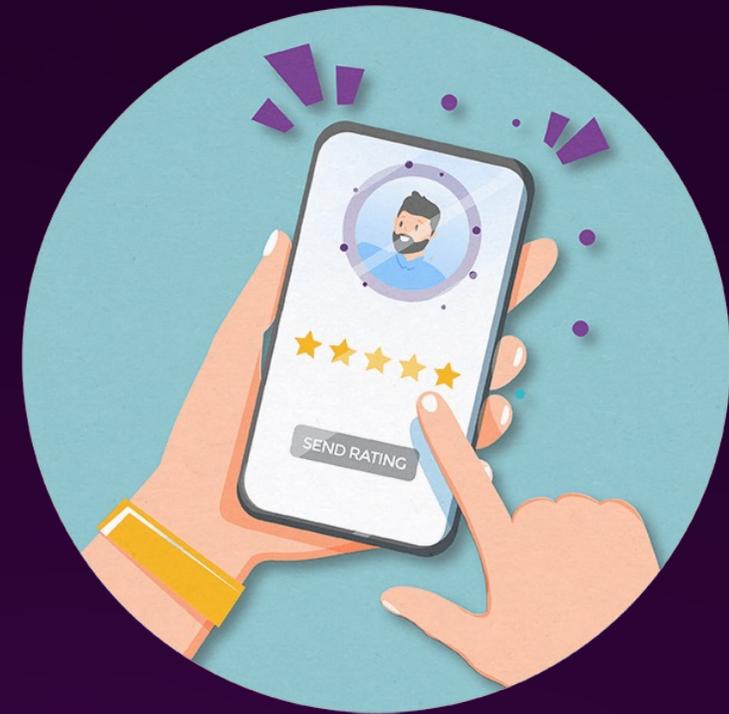
*With Chips
& Mushy Peas
& Gravy*

- Consider using a PWA for any app or portal requirements
- Put your users first
 - Map out User Journeys (stages, steps, touchpoints, experience, feedback)
 - Talk about User Stories
 - Ensure the UI serves your users
- Avoid starting from scratch
- Consider leveraging Logic Apps

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**DON'T FORGET
TO RATE THIS
SESSION IN THE
USER DAY APP**



THE END

thank you for coming!