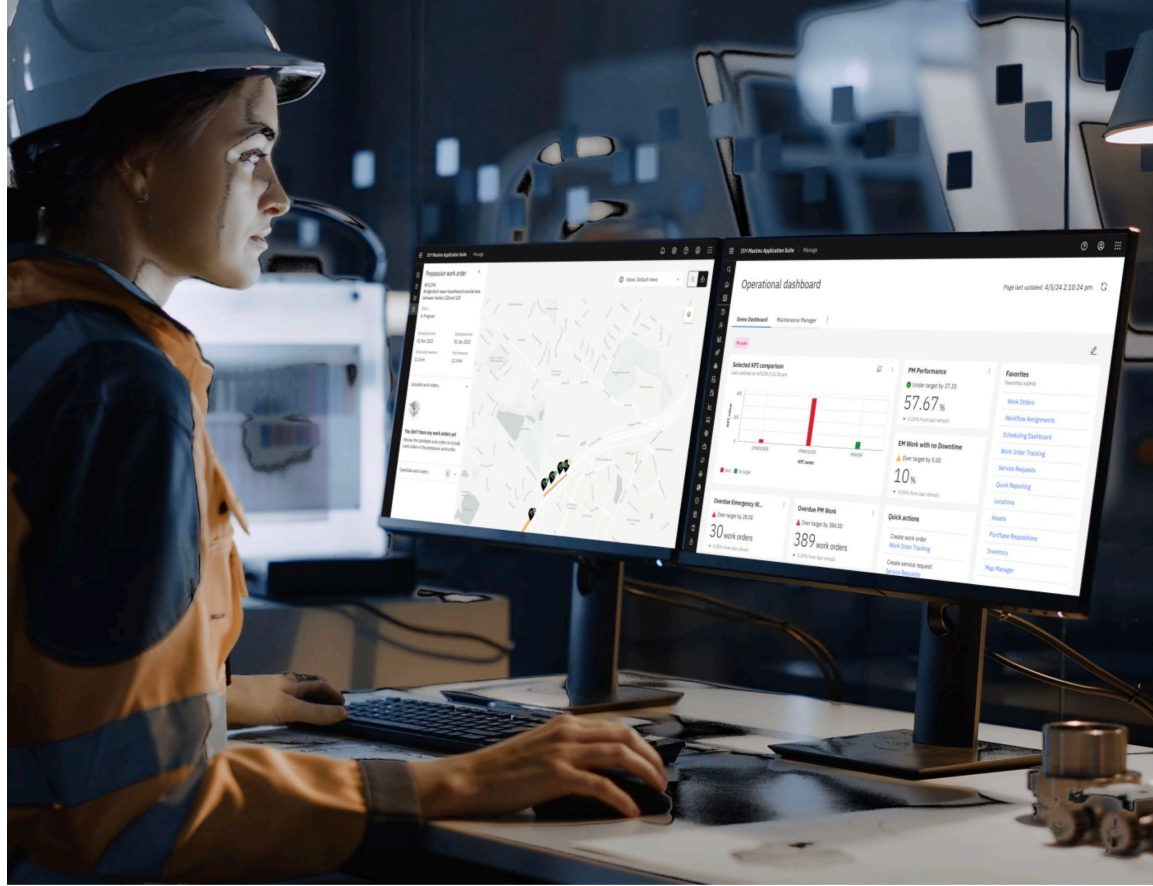# Shaping the Future of Maximo: Your Feedback, Our innovation

IBM

With you today

Erin Buonomo
Director of Design, Asset Lifecycle
Management

Mumtaz Mesania
Senior UX Researcher, Maximo
Application Suite

Karen Gosciminski
Senior UX Designer, Maximo
Application Suite

Because of you...

Feedback

"I can't tell if it's off or disabled."

- Enterprise Asset Management consultant

Impact

We replaced toggles with checkboxes to reduce confusion and increase speed of setup.

Why user experience matters…

The impact of delivering highly intuitive and usable software is clear

50%
of time spent completing a task can be cut by usability improvements[1]

80%
reduction in user errors using the system[2]

25%
reduction in training time[3]

1. Return on Investment for Usability, Nielsen Norman Group
2. Why UX is important , UX Design Institute
3. The Total Economic Impact™ Of IBM's Design Thinking Practice, IBM

Why that matters to you

Increased productivity

Ability to complete tasks quickly and accurately, leading to cost savings and improved business outcomes

Easier and cheaper to adopt

Improve return on investment by reducing training and support costs

Better outcomes

Fewer errors, inconsistent practices, and provides more accurate data for decision-making

Meets your needs

Increased adoption rates and satisfaction, reducing the likelihood of reverting to manual process or workarounds

Our mission

Deliver our customer's essential Asset management roles a compelling, frictionless and complete journey from first touchpoint to done for their critical tasks.

How we define those key terms

compelling
- Solves the right problem
- Shortened time to value
- Faster task completion
- One delightful moment

frictionless
- Reduced clicks
- Reduced page and application jumps
- Everything you need to do the task is at hand
- Whatever you need to do next is available

complete
- Starts on day 0
- Consider the whole journey, not just the single feature or task

We listened. Here's what we heard.

May 2024 NE MUG

October 2024 NE MUG

Design Thinking activity with prompts

Interactive design concept feedback

Themes from our discussions

User onboarding	Streamlined workflows	Data insights & actions	General usability

- Improve educational materials (task based quick reference guides, videos)
- Best practices and new MAS concepts (eg. AppPoints, licensing)
- OOTB configurations that can be modified to meet user needs

- Administrative tasks
- Data entry, quality analysis, and remediation
- Asset condition and performance analysis
- Batch and/or automated actions
- Ability to create and share reports off new views

- Centralized asset info, including total cost of ownership
- Goal and role-based views with KPIs and recommend actions
- License entitlement and compliance

- Easier navigation
- Flexible configuration and branding
- Regular checkins with users

Your feedback.
Real impact.

Your feedback fuels our work

Your feedback

4Q 2024

1Q 2025

2Q- future

2024 NEMUG

IBM TechXchange

MaximoWorld

Engagements with design team

We learned from you...
ALM customer journeys

Asset-focused workflows and challenges

Asset monitoring customer goals and challenges

Realization of AI Assistant vision for asset operations

And more...

And took action
Improved: User management

Designed: Unified 360º asset views in Manage

Validated: AI strategy for asset lifecycle, such as work order intelligence, agents for automation, and failure mode and effective analysis

Explored: AI-powered condition based maintenance for proactive asset care

Continue to validate, learn, and improve on our strategy and experience design with YOU

Unified asset views

Feedback

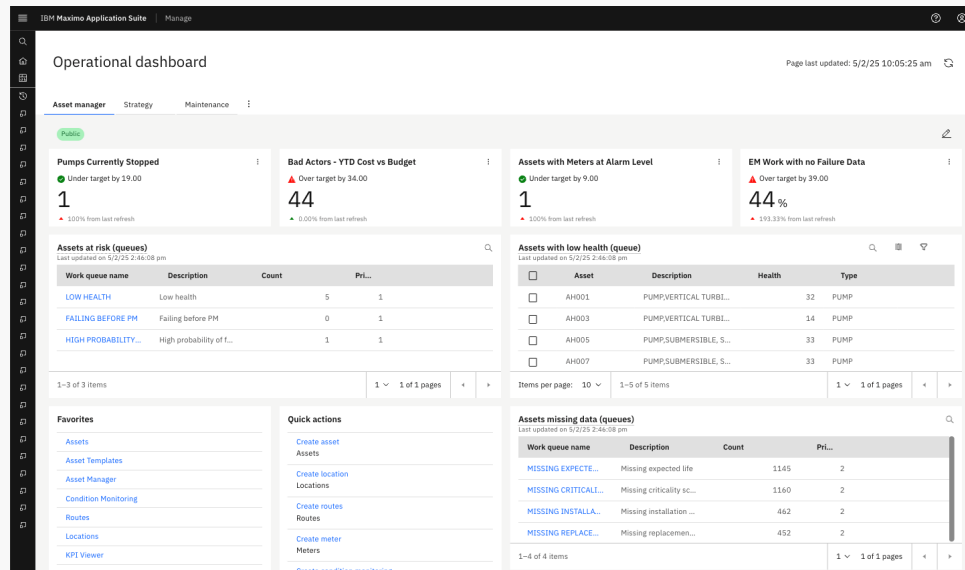"I hate having to jump around to different tools to find the data."

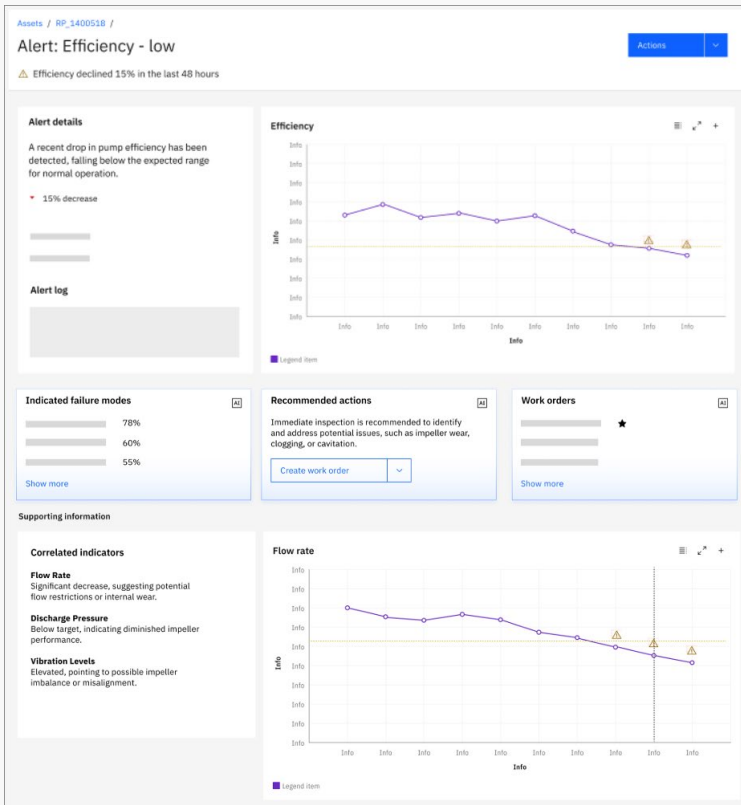- Maintenance engineer

Impact

On your personalized home page
- Job-focused content pulls data together from across MAS
- Calls attention to assets that need help
- Highlights opportunities to reduce risk & cost

Smart condition monitoring alerts

Feedback

"I don't need more alerts, I need better alerts.."

- Reliability Engineer

"We are producing massive amount of data, but... I need accurate diagnostics to prioritize repair."

- Lead Operation Engineer

Too much data, not enough answers. You need help cutting through the noise to diagnose and take action.

Impact

Note: Low-fi design explorations, not in product

Smart alerts analyze multiple sources of data in MAS such as:

- IoT anomalies
- Meters
- KPIs
- FMEAs

to diagnose a potential failure and recommend the most appropriate action.

More intuitive AI Assistant

Feedback

" I don't know what to ask the chat to get my job done properly."

- Director of Asset Improvement

This feedback illustrates the gap between operational need versus use of AI to enhance asset management tasks such as work orders.

Impact

- Pre-populated prompts based on pre-defined options set up by your team or organization.
- Improve AI response accuracy by guiding users towards specific queries.
- Suggestion of prompts for an intuitive and user-friendly experience.
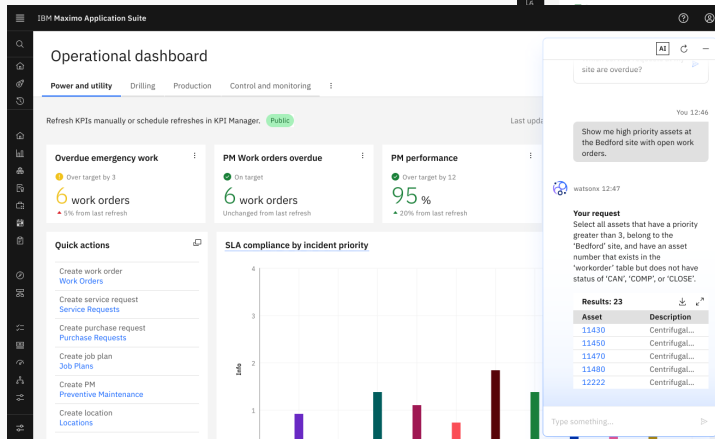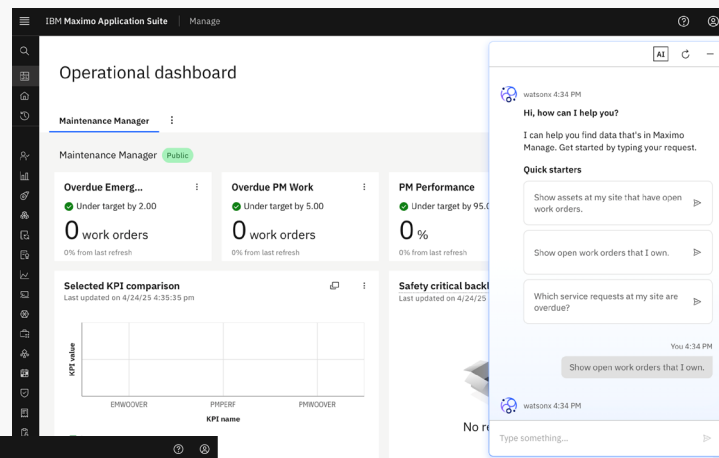
"The UI uses common Maximo elements and the prompt options makes it easier to get what I need to finish my job."

-Operational Manager

Expanded educational materials

Feedback

"We want to see more intuitive help, and additional training and videos."

Content discoverability and applicability needs improvement. You need more thorough and high value micro-learning that can be weaved into your enablement content.

Impact

- Faster response time to feedback in IBM Docs

- New videos (~40) on everyday tasks and reference information (e.g. app points). Check out Maximo MediaCenter channel.

- In-app guided tours and informational tips to educate on new features.
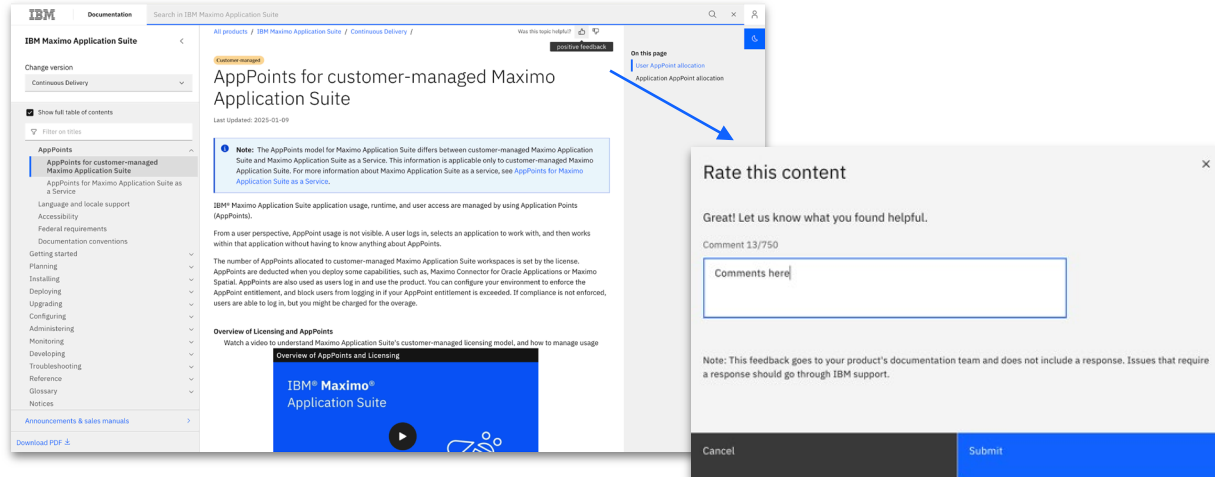
Let's continue the conversation

Chat with us at the roundtables

Design UX

Shape the future of condition-based maintenance and smart alerts

Get a sneak peek at smart alerts and share your experiences and challenges to influence the direction of intelligent CBM.

Learn about future explorations

Check out the other topics we're currently exploring or plan to explore soon. Sign up to engage after the conference.

Have questions? Stop by the Design UX roundtable or contact Karen Gosciminski, Sr UX Designer
kgoscimi@us.ibm.com

AI

Influence the AI feature roadmap

Collaborate and innovate with Product and Design teams to shape the future of Gen AI features for Asset Lifecycle Management.

Share your AI expectation along your journey

We invite you to come to the AI roundtable to share your asset lifecycle management journey while exploring different paths and challenges with Mumtaz Mesania and Klaus Roder.

Have questions? Stop by the AI roundtable or contact Mumtaz Mesania, Sr UX Researcher
mumtaz.mesania@ibm.com

Examples of how you can engage with us

Interviews	On-site shadowing	Concept testing	Usability testing
We gather insights about users experiences, needs, and preferences regarding Maximo.	We observe and follow users in their natural environment, gaining insights into their behaviors, interactions, and pain points as they engage with Maximo.	Users are presented with a prototype or idea to evaluate its appeal, usability, and effectiveness	Users evaluate how easy it is to interact with a product or system to accomplish specific tasks.

Across various interest areas

1

Enhanced OOTB views and content

Provide input to accelerate insights for your business:

Industry views
Role specific views
Total cost of maintenance views

2

Asset Performance Management

We're expanding to intelligent and automated condition-based maintenance to enable proactive asset management.

Visit the roundtable and engage in future sessions.

3

Generative AI

We're looking to accelerate the productivity of your workforce.

Multiple projects underway across MAS for you to derive greater value from AI insights and automations.

4

Field Service Management

We're expanding our capabilities to meet the growing needs of your business. Some areas of focus:

Crews and resource availability
Collaboration & notification
Industry applications
Configuration enhancements

5

Asset Investment Planning

Get an exclusive preview of this new capability being launched to optimize your asset investment strategy and shape the direction from the start!

And more…

Capital Planning

Portfolio & Project management

Real Estate & Facilities

Renewables asset management

Administration (user management, accelerated setup)

The **User Engagement Program** incorporates client feedback through early **concept** previews & **design ideation** sessions.

Your experiences drive the future

- **Influence product roadmap**
  Collaborate and innovate with Product and Design teams to shape future work.

- **Get exclusive previews before others**
  Preview and give early feedback on new product experiences.

- **Share your experiences**
  Share your goals, challenges, and feedback so we can build products that help you and your organization succeed.

Become a part of IBM's User Engagement Program.

Scan the code to join!
↪ ibm.biz/userexperience