



You Talk We Listen: *How Today's User Experience is Improving on Tomorrow*

Roundtable Discussion

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SHARE 116, Session 9070 March 2, 2011

IBM Systems & Technology Group

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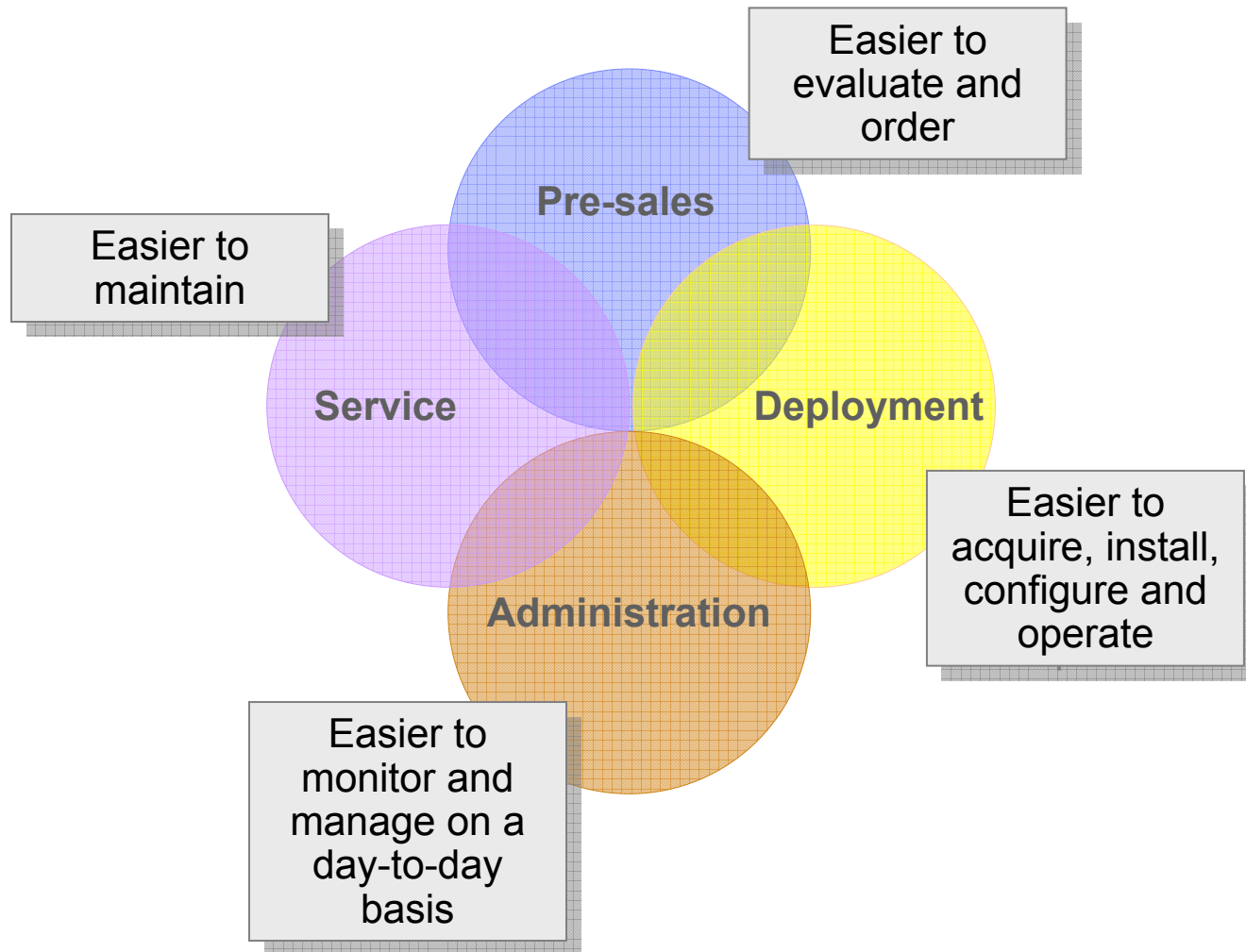
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Agenda

- Mainframe Simplification Scope
- z/OS Personas and Scenarios – Key to Process
- Simplification Strategy Focus Areas: z/OS System Programming
- Are the Simplification Focus Areas on Target?
- Consumability Defined and Results to Date
- Call for Your Participation: Consumability Assessment
- Questions or Comments?



Mainframe Simplification Scope: *The Total User Experience*



z/OS Personas and Scenarios – *Key to Process*

Personas

- Role, responsibilities, skills, years of experience, education, and learning style
- Mental model of what the end user's goals and capabilities are, which may be different from the designer's thought process
- Help teams prioritize features and functions based on how well solution meets the needs of the end user
- Developed from demographic information, behaviors, goals, skills, environmental factors

Scenarios

- Analysis of responsibilities and associated tasks, tools, skills, and challenges
- Maintain z/OS systems
- Problem determination
- Deployment
 - ▶ Planning for installation
 - ▶ Ordering
 - ▶ Testing
- Configuration tasks
- Education



Alice
Jr. System Programmer



Casey
Sr. System Programmer



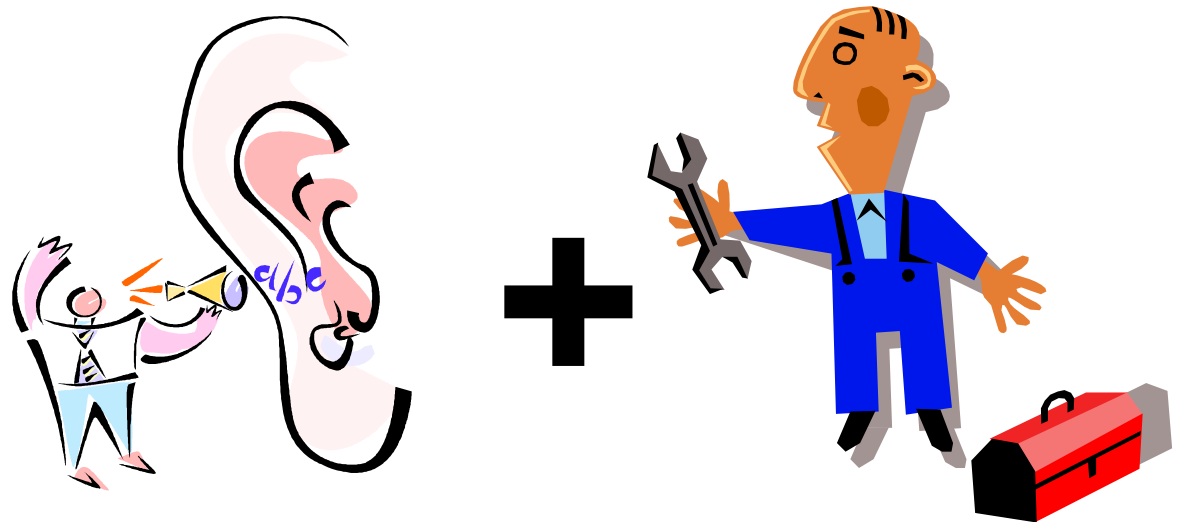
Zach
Sr. System Programmer

Simplification Strategy Focus Areas: z/OS System Programming

<p>Installation, Migration, and Maintenance</p> <ul style="list-style-type: none"> • Planning, installing, and upgrading z/OS systems and products that run on z/OS 	<p>Configuration</p> <ul style="list-style-type: none"> • Adding or changing system components; enabling new features; defining and updating policies that affect system behavior 	<p>Problem Management and Analysis</p> <ul style="list-style-type: none"> • Monitoring health; identifying real and potential problems • Analyzing and resolving problems
<p>Simplify and modernize the System Programmer User Experience Deliver solutions in a task-oriented browser-based user interface with integrated user assistance</p>		
<p>Information Finding the information needed to use z/OS</p>		
<p>Educating z next generation Academic Initiative: Training tomorrow's system programmers</p>		

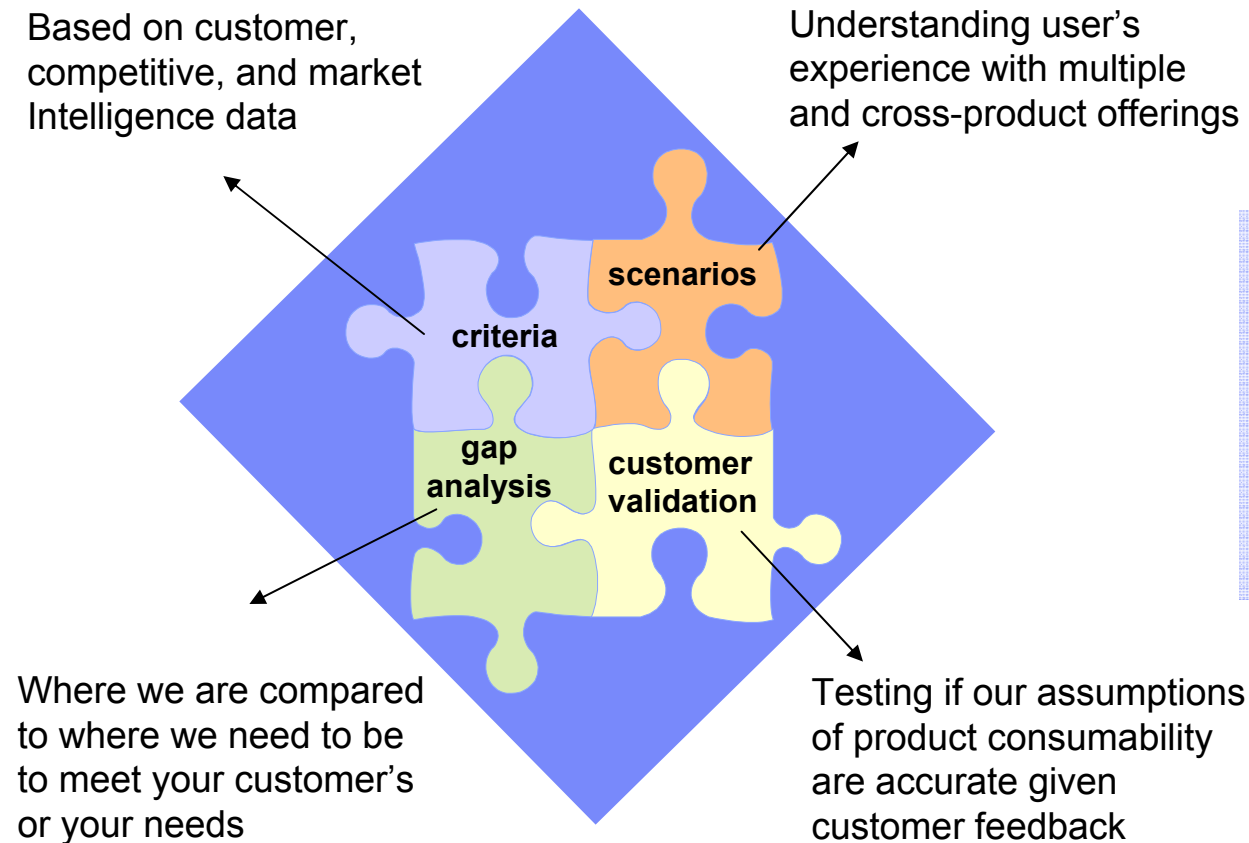
Are the Simplification Focus Areas on Target?

- How do we know we are improving the big picture?
- How do we know z/OS meets our users' needs?
- How can we better prioritize our line items?



Consumability Toolkit

Consumability is a customer-centric term that describes the total customer experience with IBM products.



Highly consumable products enable you or your customers to achieve fast time to value, get solutions up and running quickly, and deal simply and effectively with product maintenance throughout the product lifecycle.

System z Consumability

- Consumability is an important extension of usability because a product that is simpler may not be entirely consumable.
- User tasks may be made easier, but the solution may lack some key elements needed to achieve the business value you desire, for example:
 - ▶ lack of information to make purchase decision
 - ▶ lack of migration tools
 - ▶ maintenance is not concurrent
 - ▶ not able to integrate other products, etc.
- We are using Consumability to prioritize customer requirements for simplification.

Consumability Criteria: *Addressing the user experience lifecycle*

5 Market Drivers, 13 Key Attributes and a Library of 45 criteria

Attributes define user roles and activities within each market driver

Easy to do Business

- Identify product
- Evaluate capabilities
- Plan architecture

Establishes Positive First Use Experience

- Acquire and obtain product
- Install product
- Configure product
- Operate product

Rapidly Integrates into Customer Environment

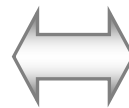
- Integrate with infrastructure
- Deploy into production

Readily Adapts to Customer Requirements

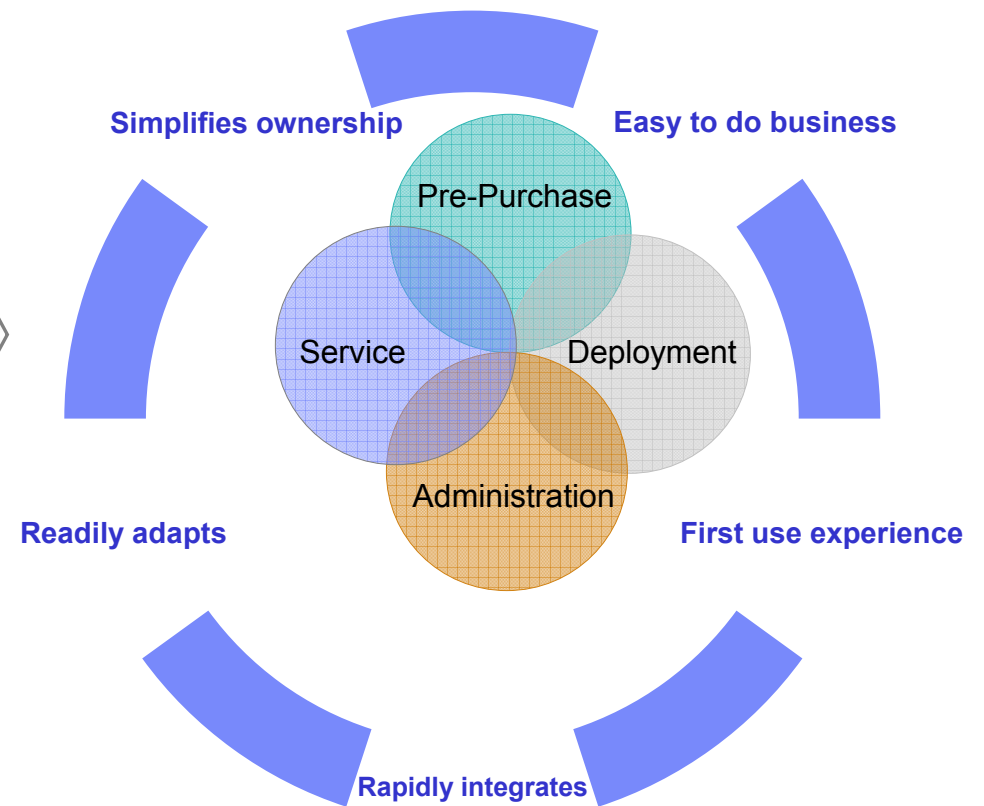
- Develop business solutions

Simplifies Ownership/Operations

- Manage problems
- Administer and maintain
- Fix and upgrade



User Experience Lifecycle



z/OS Consumability: *Target Assessments*

- Internal target assessment - brand, marketing, development and user experience teams that helped set the internal targets
- Customer target assessments - a diverse set of customers provided input into customer targets
- Criteria ratings - 0 to 5 (levels of attainment are different for each criterion)
 - ▶ 0 is the least consumable
 - ▶ 5 is the most consumable
- Participants rated the importance of the criteria High, Medium or Low
- Assumptions gathered for both internal and customer target assessments

z/OS Consumability: *Actual User Survey Assessments*

- User survey assessments - a diverse set of customers provided input into customer targets
 - ▶ 49 customers to date
 - ▶ Roles: System Programmers and IT Managers
 - ▶ Companies across different industries
- Assumptions reported for customer assessments
- Special thanks to all customers here at SHARE who have participated in our Consumability assessment to date
- We are also looking for input from decision makers at your company!

Consumability Results: *High Importance Criteria (1 of 2)*

Market Driver	Gap Area
▶ Criteria	
Positive first use experience	
▶ Access to appropriate product information	X
▶ Ease of installation for mainframes	X
▶ Verified installation dependencies	X
Rapid integration into customer environment	
▶ Non-disruptive operation	X
▶ Failsafe deployment into production	X
Readily adapts to customer environments	
▶ User interface ease of use	X

Consumability Results: *High Importance Criteria (2 of 2)*

Market Driver	Gap Area
▶ Criteria	
Simplifies ownership and operation	
▶ Support response	
▶ Problem reporting	X
▶ Problem determination and troubleshooting	X
▶ Simplified security practices for mainframes	
▶ Realtime PTF identification and delivery for mainframes	
▶ Ease of upgrade	

Consumability and Stakeholder Feedback

Installation, Migration, and Maintenance	Configuration	Problem Management and Analysis
<p>Positive first use experience</p> <ul style="list-style-type: none"> Access to appropriate product information* Ease of installation for mainframes* Verified installation dependencies* <p>Rapid integration into customer environment</p> <ul style="list-style-type: none"> Non-disruptive operation Failsafe deployment into production* 		<p>Simplifies ownership/operations</p> <ul style="list-style-type: none"> Problem reporting* Problem determination and troubleshooting* Simplified security practices for mainframes
<p>Simplify and modernize the System Programmer User Experience</p>		
<p>Rapid integration into customer environment</p> <ul style="list-style-type: none"> User Interface Ease of Use* 		

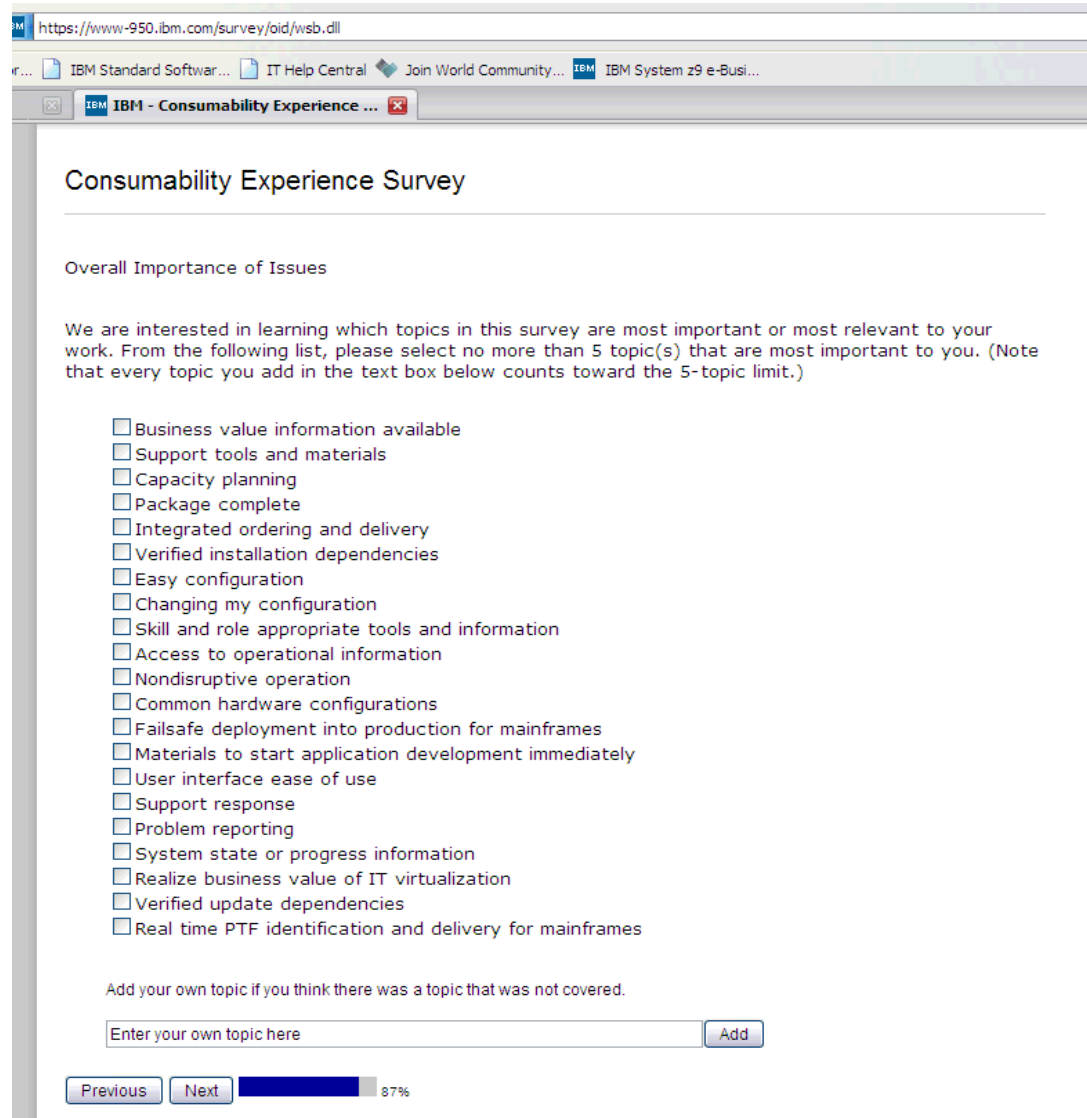
Call for Your Participation: *Consumability Assessment*

- Consumability Experience Survey available
 - ▶ Paper survey you can take here at SHARE (~10 minutes)
 - ▶ On-line survey (~30 minutes):
<https://www.ibm.com/survey/oid/wsb.dll/studies/consumabilitywebform.htm?product=2&icode=SHARE&brand=8&crit=18dc8dcfa3a35c@55&group=stg>
 - ▶ Signup today or drop off your business card for an email invitation
- Assess the z/OS release and criteria that you work on
- Ability to rate your High Important Issues (see next slide)
- Your input is important and will make a difference in helping us to prioritize your simplification requirements

Rate Your High Importance Issues

Online survey:

- A summary of the criteria you responded to will allow you to rate them as most important.
- You can also add your own topics.



The screenshot shows a web browser window with the URL <https://www-950.ibm.com/survey/oid/wsb.dll>. The browser tabs include "IBM Standard Softwar...", "IT Help Central", "Join World Community...", and "IBM System z9 e-Busi...". The active tab is titled "IBM - Consumability Experience ...".

The survey page is titled "Consumability Experience Survey". Under the heading "Overall Importance of Issues", there is a text block: "We are interested in learning which topics in this survey are most important or most relevant to your work. From the following list, please select no more than 5 topic(s) that are most important to you. (Note that every topic you add in the text box below counts toward the 5-topic limit.)"

A list of 20 topics is provided, each with an unchecked checkbox:

- Business value information available
- Support tools and materials
- Capacity planning
- Package complete
- Integrated ordering and delivery
- Verified installation dependencies
- Easy configuration
- Changing my configuration
- Skill and role appropriate tools and information
- Access to operational information
- Nondisruptive operation
- Common hardware configurations
- Failsafe deployment into production for mainframes
- Materials to start application development immediately
- User interface ease of use
- Support response
- Problem reporting
- System state or progress information
- Realize business value of IT virtualization
- Verified update dependencies
- Real time PTF identification and delivery for mainframes

Below the list, there is a text input field with the placeholder "Enter your own topic here" and an "Add" button. The text above the field reads: "Add your own topic if you think there was a topic that was not covered."

At the bottom of the survey area, there are "Previous" and "Next" buttons, a progress bar showing approximately 87% completion, and the text "87%".

Consumability Criteria: *Ease of Installation Example*

Positive first-use experience (market driver)

B.02.I Ease of installation for mainframes	
Levels of attainment	
	When I tried to install this mainframe product, ...
0	I could not install it without external support or services, or defects exist that prevented installation success.
1	I could install it successfully, but it was overly complex or time-consuming, or I had to rely extensively on documentation during installation.
2	I found SMP samples which exploit the SMP apply/accept checks for fail-safe installation. This allowed me to reasonably complete the installation
3	I could complete the installation within acceptable bounds of complexity and time. using the product configurator (for example, ICAT)
4	I could use pre-installed datasets provided with the product without needing to use SMP. Configuration of these datasets to match my environment was simple.
5	I could use the pre-configured and pre-installed datasets provided with the product to easily complete the installation.

Mainframe Simplification Presentations at SHARE

Session Number	Day	Time	Room	Session Title
8699	Wed, Mar 2	6:00 PM	207	z/OSMF Roundtable
9039	Thurs, Mar 3	8:00 AM	201B	z/OS Software Deployment
8757	Thurs, Mar 3	11:00 AM	201D	z/OSMF User Experience
9075	Thurs, Mar 3	4:30 PM	208B	z/OSMF Hands on Lab
8859	Fri, Mar 4	11:00 AM	202A	Managing your workload with z/OSMF

Questions or Comments?



Thank You

Gracias