



Session 9715

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

Roundtable Discussion

Linda Jorgensen, System z User Experience
IBM Poughkeepsie, NY
ljorgen@us.ibm.com

Geoffrey Smith, z/OS Information Strategy
IBM Poughkeepsie, NY
gksmith@us.ibm.com

SHARE 117, Session 9715 August 10, 2011

IBM Systems & Technology Group

Trademarks

The following are trademarks of the International Business Machines Corporation in the United States and/or other countries.

IBM*
System z
z/OS*

* Registered trademarks of IBM Corporation

The following are trademarks or registered trademarks of other companies.

Linux is a trademark of Linus Torvalds in the United States, other countries, or both.

Java and all Java-related trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc., in the United States and other countries.

Microsoft, Windows is a registered trademarks of Microsoft Corporation.

All other products may be trademarks or registered trademarks of their respective companies.

Notes:

This publication was produced in the United States. IBM may not offer the products, services or features discussed in this document in other countries, and the information may be subject to change without notice. Consult your local IBM business contact for information on the product or services available in your area.

All statements regarding IBM's future direction and intent are subject to change or withdrawal without notice, and represent goals and objectives only.

Information about non-IBM products is obtained from the manufacturers of those products or their published announcements. IBM has not tested those products and cannot confirm the performance, compatibility, or any other claims related to non-IBM products. Questions on the capabilities of non-IBM products should be addressed to the suppliers of those products.

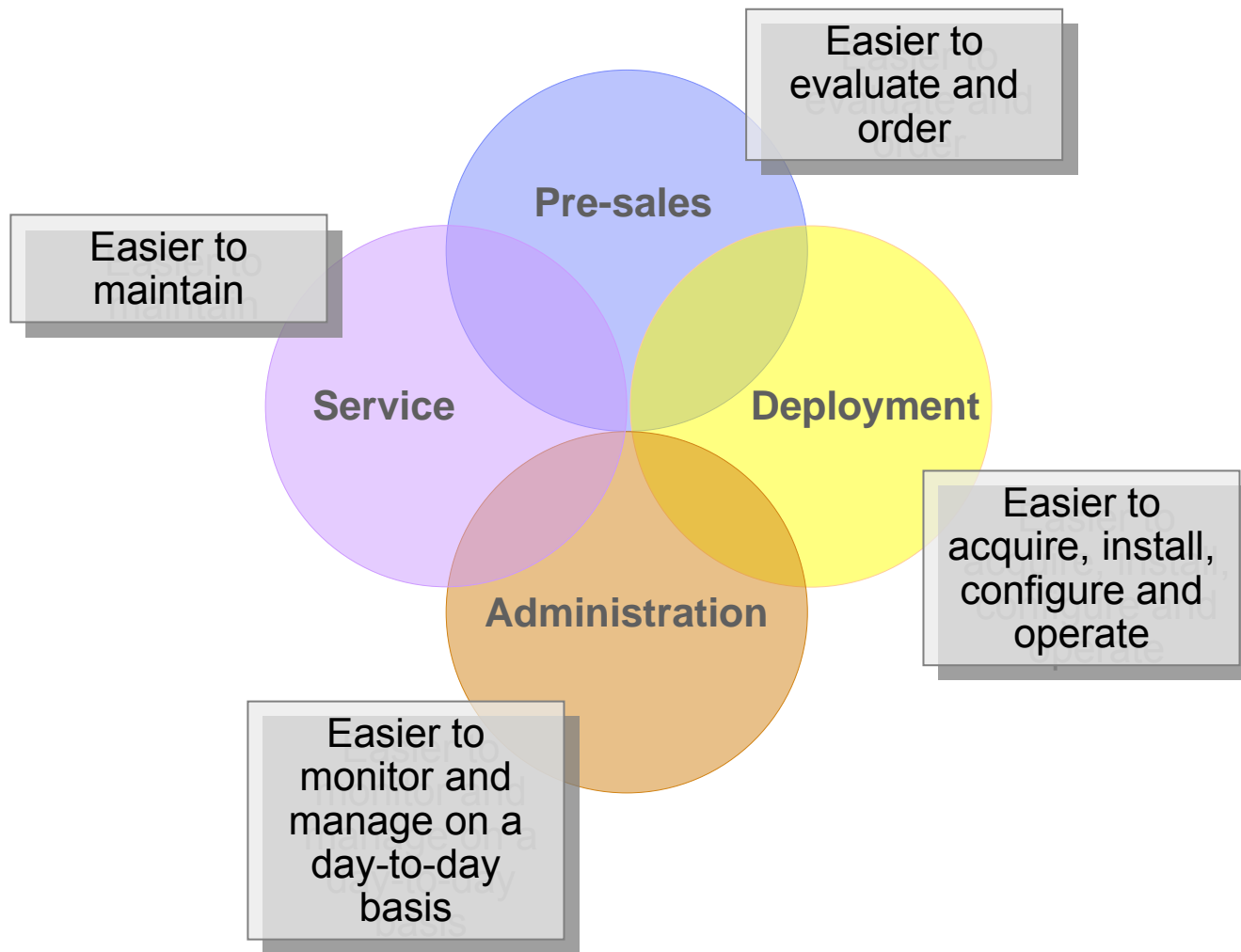
Prices subject to change without notice. Contact your IBM representative or Business Partner for the most current pricing in your geography.

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>		

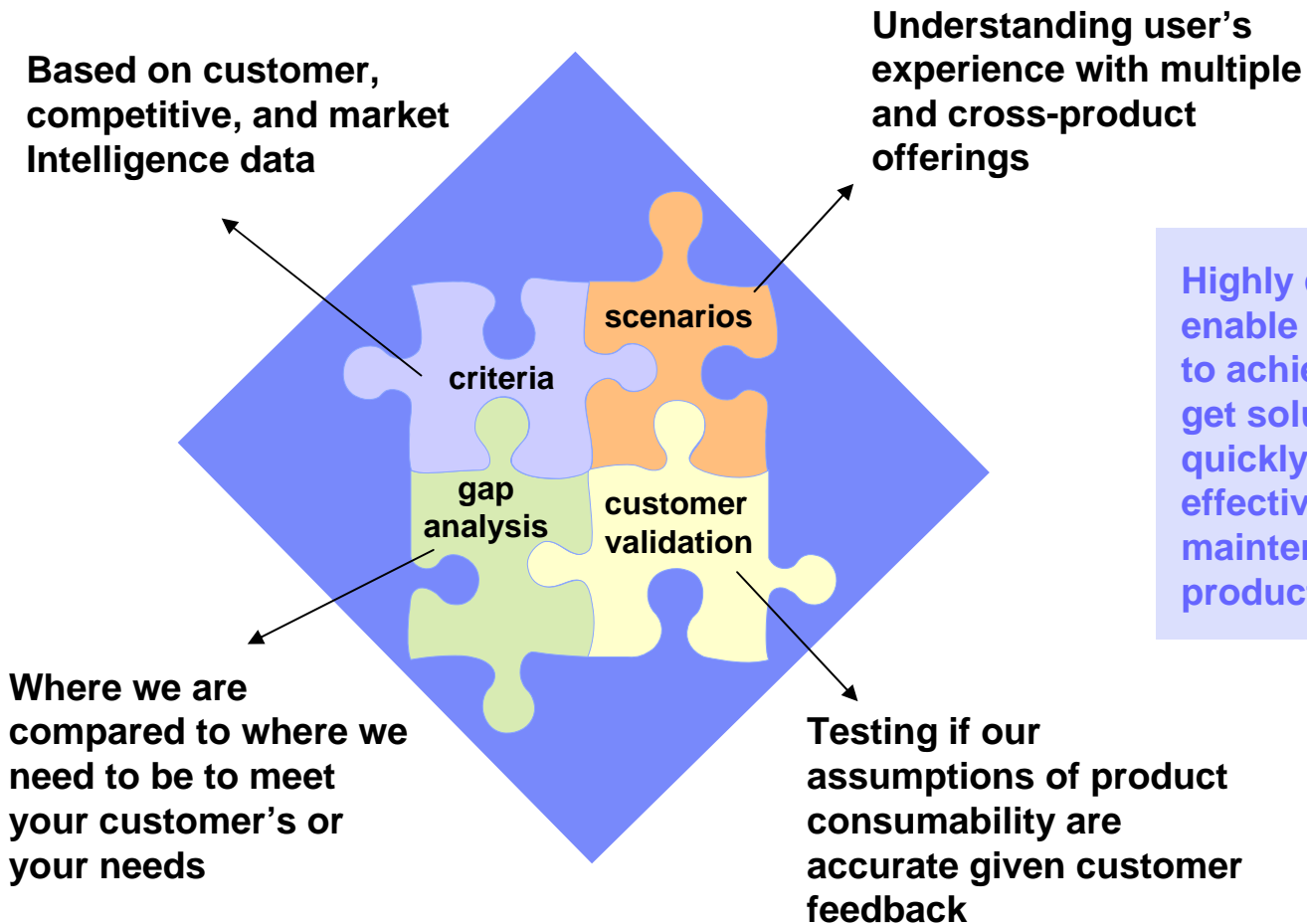
Are the Simplification Focus Areas on Target?

- 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

1) Easy to do Business

- Identify product
- Evaluate capabilities
- Plan architecture

2) Establishes Positive First Use Experience

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

3) Rapidly Integrates into Customer Environment

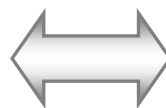
- Integrate with infrastructure
- Deploy into production

4) Readily Adapts to Customer Requirements

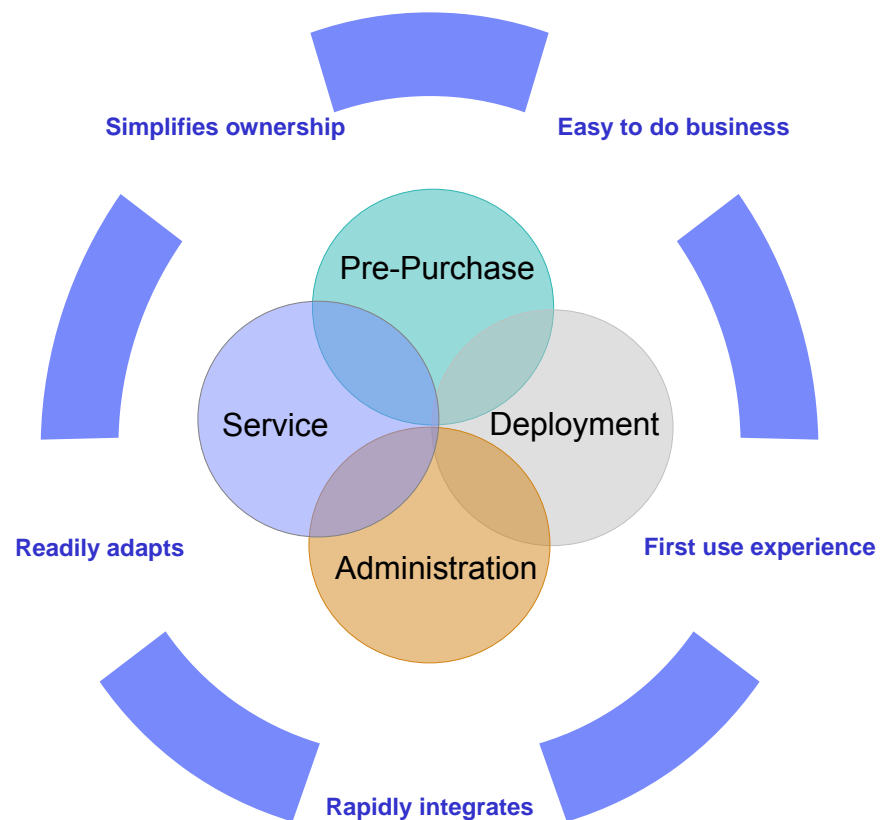
- Develop business solutions

5) 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**
 - ▶ **50 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!**

Criteria Rated High Importance

- **Positive first use experience**
 - ▶ Access to operational information
 - ▶ Ease of installation for mainframes
 - ▶ Verified installation dependencies
- **Rapid integration into customer environment**
 - ▶ Non-disruptive operation
 - ▶ Failsafe deployment into production
- **Readily adapts to customer environments**
 - ▶ User interface ease of use
- **Simplifies ownership and operation**
 - ▶ Support response
 - ▶ Problem reporting
 - ▶ Problem determination and troubleshooting
 - ▶ Simplified security practices for mainframes
 - ▶ Realtime PTF identification and delivery for mainframes
 - ▶ Ease of upgrade

8 Criteria of the 12 High Importance Criteria are Gap Areas

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)**
 - ▶ **Online 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>
 - ▶ **Sign up 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 Importance issues (see next slide)**
- **Your input is important and will make a difference in helping us 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 page title is "Consumability Experience Survey". Below the title, the text reads: "Overall Importance of Issues". A paragraph follows: "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, the text says: "Add your own topic if you think there was a topic that was not covered." There is a text input field with the placeholder "Enter your own topic here" and an "Add" button to its right.

At the bottom, there are "Previous" and "Next" buttons, a progress bar showing 87% completion, and the number "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.

Ease of Installation of Mainframes

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.

Importance: H

Internal Assumptions

Not feasible to not use SMP/E.

Customer Target: 4

Customer User Survey: 3

Customer Comments

- Shop Z did not assemble my Server PAC order correctly. I had to reorder the Cobol Compiler and install it separately using CBPDO.
- A global place to install and customize all IBM and ISV products (SMP/E) would be preferable.
- As an experienced installer this isn't an issue.
- You need to use and adhere very closely to the installing serverpac guide
- I didn't really have any problems. But, never having installed a Serverpac before, I read all the documentation before I started and that took a really llllooonnnngggg time. It was also difficult to remember all that I'd read once I was ready to begin installation. I found, in hindsight, that it wasn't necessary to read the "Planning for Installation" manual at all.
- Want an easy to use out of the box GUI install
- Want better post migration (ongoing normal Health checks) checks to see WHAT CHANGED (defaults, intended or unintended) changes with LE and other key z/OS parameters".
- In addition, I'd strive to eliminate the last portions of incompatibility between compatible releases.

Rolling out Consumability for System z

- **System z has significantly invested in simplification and Consumability**
- **Focus on stakeholder feedback**
- **Continue persona/scenario evaluation and gap analysis**
- **Focus on early customer involvement; has the biggest benefit and value**
- **Continued z/OS Consumability Assessment**
 - ▶ **Consumability User Survey will be ongoing and data will be gathered quarterly**

Questions or Comments?



Thank You

Gracias

Merci

Obrigado!

Bedankt

Vielen Dank

Grazie