Session 9715
You Talk We Listen: *How Today's User Experience is Improving on Tomorrow*

Roundtable Discussion

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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*

- Easier to maintain
- Easier to monitor and manage on a day-to-day basis
- Easier to acquire, install, configure and operate
- Easier to evaluate and order
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

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**Alice**  
Jr. System Programmer

**Casey**  
Sr. System Programmer

**Zach**  
Sr. System Programmer
# Simplification Strategy Focus Areas: z/OS System Programming

<table>
<thead>
<tr>
<th>Installation, Migration, and Maintenance</th>
<th>Configuration</th>
<th>Problem Management and Analysis</th>
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| • Planning, installing, and upgrading z/OS systems and products that run on z/OS | • Adding or changing system components; enabling new features; defining and updating policies that affect system behavior | • Monitoring health; identifying real and potential problems  
• Analyzing and resolving problems |

### Simplify and modernize the System Programmer User Experience
Deliver solutions in a task-oriented browser-based user interface with integrated user assistance

### Information
Finding the information needed to use z/OS

### Educating z next generation
Academic Initiative: Training tomorrow’s system programmers
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.

Based on customer, competitive, and market Intelligence data

Where we are compared to where we need to be to meet your customer’s or your needs

Understanding user’s experience with multiple and cross-product offerings

Testing if our assumptions of product consumability are accurate given customer feedback

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
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

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<td>User Interface Ease of Use*</td>
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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](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.
### Consumability Criteria: Ease of Installation Example

Positive first-use experience (market driver)

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<td>I could install it successfully, but it was overly complex or time-consuming, or I had to rely extensively on documentation during installation.</td>
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<td>2</td>
<td>I found SMP samples which exploit the SMP apply/accept checks for fail-safe installation. This allowed me to reasonably complete the installation.</td>
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<tr>
<td>4</td>
<td>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.</td>
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<td>I could use the pre-configured and pre-installed datasets provided with the product to easily complete the installation.</td>
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Ease of Installation of Mainframes

B.02.1 Ease of installation for mainframes

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<td>I could complete the installation within acceptable bounds of complexity and time, using the product configurator (for example, ICAT).</td>
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**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 llllooonnnnggg 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 Consumabilty 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
Thank You

Gracias

Merci

Obrigado!

Bedankt

Dank

Grazie