



case study

SPHERE

The User-centered
intranet

 **Almirall**
&
raona

“Sphere” is a bespoke intranet based on Sharepoint 2013 platform, Microsoft’s key tool, tailored to the way employees communicate and teams collaborate. Easy keeping everyone in the loop with updated content and increasing social bonds that help to add value and engagement. “Sphere” is an intranet designed to share & grow together.



Doubly Awarded at INTRA.NET 2016

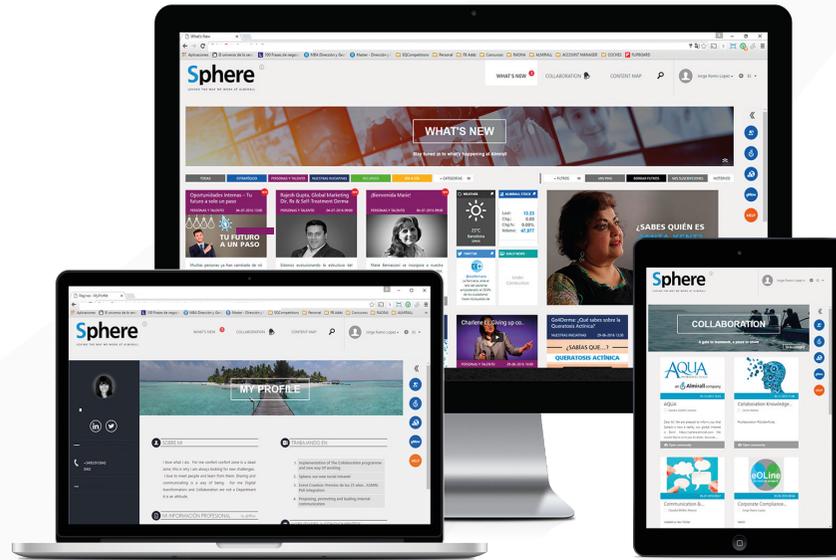
Almirall’s Sphere received two prizes at the Intra.Net 2016 European Awards in the category of “Intranet Integration, Strategy & Digital Workplace Management” and “User Experience Design & Content Management” with Raona is proudly responsible for helping to design, develop and fully integrate internal communications for all employees for social and collaborative engagement.

User engagement enhancements

At early development stages, Raona’s team focused on defining the requirements by understanding Almirall’s needs. That was necessary to create the ultimate solution where more than 2000 users hit the jackpot becoming the main character of it’s new social and collaborative Intranet.

Designed by and for everyone

Experience has taught us that the iterative procedure is the best way to achieve the successful outcome. The aim is to make end-users into active participants in the entire process to fulfill their aspirations and expectations by giving them voice to encounter the perfect symbiosis between the the expertise and the knowledge. As a result, a user-friendly design is created.



Sphere project aim is to extend the collaboration in the company, evolve corporate communications one step beyond and provide a global access to corporate content and applications catalog.



Almirall wants that users could share any kind of content in Sphere. Users are able to comment or distribute and consume them from any device and with a trendy and visual "board" format interface •

The best way to evolve /

Before the project launched, Almirall had a twelve-year-old intranet, misaligned with the cultural and transformational change in which they are embedded.

A step forward

On 2010, Almirall led an organization based on communities to extend the collaboration beyond departments and projects. However, to go further was necessary to combine their different sources of

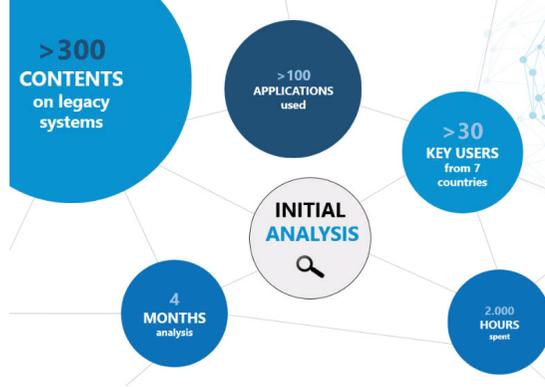
information towards a single corporative channel capable of a faster and efficient information distribution.

Consumerization

The new intranet design was based on two key concepts. The first one is consumerization, with the aim to use the corporate tools in the same way people use their personal tools.

User-centered design

The second key concept for Sphere vision was the user-centered design. With this aim, the user could customize some parts of the application, the contents are always shown from their point of view, collaboration was allowed beyond the departments of the company, and the user has only access to the content he needs



The world of change management is often fuzzy to some projects. That's why we become the guiding light in establishing a two-way communication channel, providing personal training to reinforce the change and taking into account everyone's opinion's to make it nice and easy.

After initiating Sphere we achieved great benefits: Increased user engagement with the platform, cross knowledge sharing habits and a step over in terms of quality in user perception about what and how is communicated

— Óscar Sánchez Díaz, Collaboration Project Manager in Almirall

Why raona? /



Corporative culture

"Almirall's old intranet was in need of a new face. Users demand new spaces to express their voices and share knowledge. Previously, there was a gap between the intranet and culture needs in terms of usability and collaboration the company wants to promote. Now the contents are arranged based on the user's requirements, with new user friendly image and media content accessible from anywhere and on any device." •

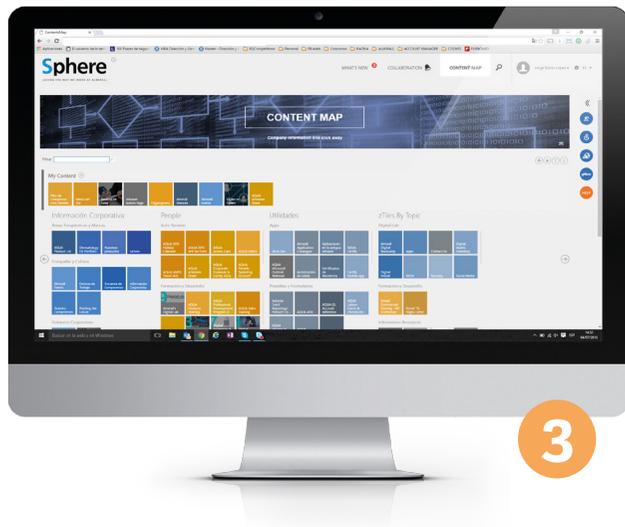
Social intranet

"The Almirall key requirement was to create an innovative platform 2.0, that's why Raona developed a user-centered solution to cover Almirall's needs. The main focus was set on social features as collaborative communication to provide the user the best tools to express their ideas and knowledge".

Cultural transformation

"The value of implementing a solution as Sphere in our company has played a key part, because it has been configured as an important catalyst for carrying out the process of transformational and cultural change being undertaken by Almirall." •

Let users take the lead /



▲ Now that the project is running on, we keep analyzing the user's behaviour: Some indicators like what news are the most shared and commented, what's people searching, which sites are the most visited or what features are not in use, among other aspects, in combination with some workshops will let intranet evolve and improve according to the use and needs & demands.

Based on a user-centric strategy we can get the best user experience. For instance, in one-click, all the information of the company is available, access is granted from everywhere and from any device as well as mobile notifications are set to check at a glance what's new in its communities.

Remarkable impact on communication

One of the great advantages after the "Sphere" release it's been the improvement on communication strategy. One of the challenges was that users are located in different subsidiaries across countries. The new intranet has helped to spread and bond the Corporate relevant information using multiple multimedia formats that help with the understanding and the building of common values.

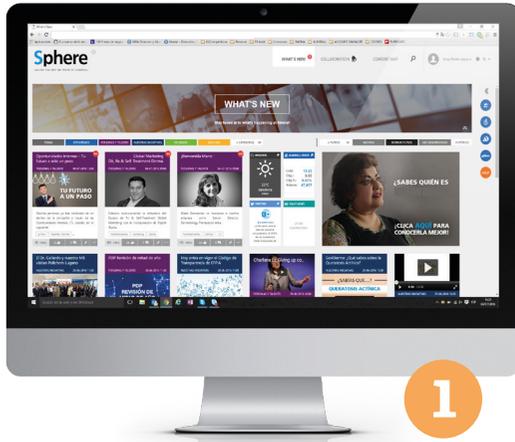
Keeping positive feedback

More than 80% of the company uses the intranet on a daily basis to stay updated and know what's happening onboard. This is the effect of working on a great user friendly environment, where creating and working in communities is a simple and enriching experience.

Collaboration increased

Sphere collaborative best practises have been spread along the different departments of the company, and it has lead to a transparent and efficient communication building up team and creating new links between employees.

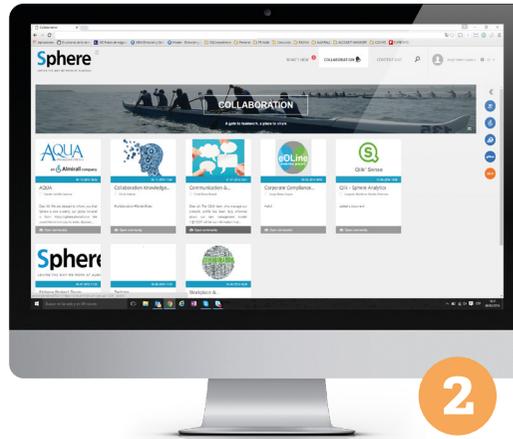
Benefits /



1

1 What's New

On this new home page, users can find the latest news and announcements about the company. Likes and Comments are always welcome!. In addition, there is a slider on the right side that allow users to quick access to bespoke content, notifications and a shared calendar of events.



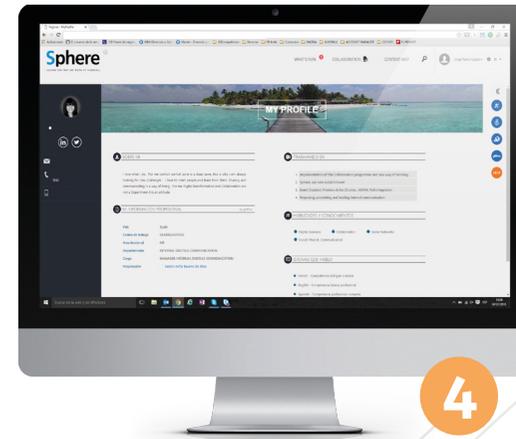
2

2 Collaboration

All users can instantly check the latest of every community. Everything is ready to team up. Media Sharing and social communication feature to start team working from the very first minute.

3 Content Map

User-friendly map that acts as a corporate application store where users have an easy entry to the whole content and applications of the company. Content can be customized with a simple drag and drop.



4

4 User Profile

Each user has a public profile on Sphere, easy to access for every corporate user. This profile includes an "about me" section to complete, contact and professional information. There is more, some free-form fields to be filled, social networks can be added and professional skills updated.