



# CORE UX

ADP Marketplace Interviews – May 2018



# Why did we attend Pro Client Conferences?

- Validate findings from original focus-group session
- Gain insights from different geographical areas
  - Dallas, TX
  - Orlando, FL
- What is still missing?
  - Feedback from the west coast
  - Feedback from various size clients (SBS + NAS)

# What we wanted to learn

- Key elements that influence purchase
- How to buy
- Where to buy

# Who we met



**Chrissy S** – Saft America, Inc  
SAI HRIS Analyst (950 EEs US, 230 local)



**Gwen E** – Vector Solutions



**Justin P** – Hampel Oil Distributors, Inc  
Human Resources (252 EEs)



**Collen P** – The Rosewood Corporation  
HR Coordinator (180 – 200 EEs)



**Dana T** – LifeScience Logistics  
HR Specialist (300 EEs)



**Ernest M** – Securadyne Systems  
VP of HR (300 EEs)



**Carolyn P** – Securadyne Systems  
HR Business Partner (300 EEs)

## Moderated in-person interviews with seven existing ADP WFN clients

- One-on-one interviews
- Pro Client Conferences
- General interview questions
- Wireframes of suggested redesign

# How to buy

Feedback similar to NY: **none** of the participants buy without authorization, approval, or heads up



## Research

Cost analysis, ROI



Clients do **a lot of work** to determine the right option



## Make a case

CFO, VP of HR, Executive Board



**Time to purchase** ranges from two to four weeks



## Buy

Mixed reactions across groups in terms of credit card versus invoice/PO



For Marketplace, all clients need approval **regardless of cost**

What this means for ADP Marketplace:

### Details, details, details

How can we make it easier for them to get the information they need?

### Help them help us sell

Present information in such a way to justify cost and ROI for them to share and gain purchase approval

### Less invoices = better?

Streamlining invoices for clients could be a potential benefit

## How to buy

It depends on what it is. If it's more than a few thousand dollars, I would run it by the CFO. It varies based on the situation. If it would integrate long term, I would bring it to the CFO because it's recurring. **For ADP Marketplace I would definitely bring it to the CFO.**

VP of HR - Securadyne Systems

## How familiar are clients with ADP Marketplace?

- Most only **somewhat familiar** with ADP Marketplace
- A few admitted to signing up for the research session to learn more and get a demo

# ADP Marketplace

Solutions unified. HR simplified.  
Simplified.

I saw the shopping bag icon in WFN. (x4)

## FOR ADP CLIENTS

Discover awesome HR apps, all in one place

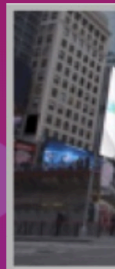
[Explore Apps](#)

I got an email message from ADP.

## FOR DEVELOPERS

Integrate with ADP APIs

[Access Developer Resources](#)



I have a tight relationship with my implementation manager, and she never brought it up. I learned about it from our sales rep.

We have WorkNumber for employee verification. It took me to Marketplace to download something.

[Partner with Us](#)



# What three words come to mind?

- Innovative
- Exciting
- Third-party
- Cost
- Streamlined
- Store
- Purchasing
- Apps
- Ease of use
- Additional things you can buy
- Diverse products
- Buying power
- Make job easier

# As a user of ADP Marketplace, I want to

...I want to be able to have a trial period. **I want to easily find the demo.** I couldn't find pricing. Even a ballpark of a price would be helpful.

...I want to have a resource to all state regulations. **I would pay for that.**

...I want the information I need to make my decision. I couldn't get a lot of information at ADP Marketplace **so I went directly to their web sites.**

...I want to be **educated** on the products you offer.

...I want to be able to test it. It's so generic. **It's hard to see how it's going to work.** I also want to know the cost.

... I want to find the products that I need and be able to **demo those products on demand.**

# Feedback: Home Page

The screenshot shows the ADP Marketplace Home Page with several feedback callouts overlaid on it. The page layout includes a top navigation bar with 'ADP Marketplace' and 'HOME BUSINESS AND HR NEEDS'. Below the navigation is a hero image with a 'Discover level pr' banner. The main content area is divided into 'Featured Apps', 'Featured Partners', and 'New Apps'. The 'Featured Apps' section lists products like TSheets, ADP Mobile Solutions, LifeMart, Legomix Inc Business Card Printing, and ADP Sample Utilities. The 'Featured Partners' section includes Spotlight, Jobvite, and an ADP logo. The 'New Apps' section lists CHR of Cook, PayScale, Cornerstone, and CONCUR. On the right side, there are 'Quick Links' categorized by ADP Platform, Industry, Business Size, and Deals and Promotions. The 'Recommended Apps' section lists 'Application Name by Vendor' multiple times.

ADP Marketplace

HOME BUSINESS AND HR NEEDS

Discover level pr

I would question: I have WFN. What's Vantage or TotalSource? How do I know I'm in the right product?

In a perfect world, I prefer the system to know that I'm WFN and filter the apps for me.

Featured Apps

VIEW ALL <>

I would trust it more if it recognized my system {WFN}. If I have to choose my system, ADP Marketplace doesn't know who I am.

Quick Links

ADP PLATFORM

- RUN
- Workforce NOW
- Vantage
- Total Source

INDUSTRY

- Construction
- Retail
- Hospitality/Restaurant
- Professional and Technical
- Government/Education
- Non-Profit
- Healthcare

BUSINESS SIZE

- Small Business (1-49 ee)
- Mid-sized Business (50-999 ee)
- Enterprise (1000+ ee)

DEALS AND PROMOTIONS

Shop special offers

Recommended Apps

Application Name by Vendor

Application Name by Vendor

Application Name by Vendor

Application Name by Vendor

Application Name by Vendor

Application Name by Vendor

Featured Partners

VIEW ALL <>

Spotlight

Jobvite

ADP

New Apps

VIEW ALL <>

CHR of Cook

PayScale

Cornerstone

CONCUR



# Feedback: Search

Business needs is a full service solution.  
HR would be things like recruiting,  
performance management.

In my company, payroll is  
not HR. The folks in payroll  
may not understand the HR  
slang or jargon.

What would they put under  
'Recommended for Me'? They don't  
know my business.  
I know my needs. Maybe a needs  
analysis. Answer several questions so  
you can make a recommendation.

ADP Marketplace Hello Jane D. | Contact Apps (US)

BUSINESS AND HR NEEDS INDUSTRY RECOMMENDED FOR YOU ABOUT MARKETPLACE

Discover your next level productivity

App Recommendations for com

**Business Needs**

- 360 Degree Feedback
- Recruiting
- Applicant Tracking (ATS)
- Benefits Admin
- Compensation Management
- Onboarding
- Scheduling
- EE Engagement
- Wellness
- Succession Planning

**Pricing Model**

- Free
- Free Trial
- Subscription
- Pay As You Go

**Budget (Annual)**

- \$5,000 +
- \$2,000 - \$4,999
- \$1,000 - \$1,999
- \$500 - \$999
- Under \$500

**Data Integrated**

**Rating**

- ★★★★★
- ★★★★
- ★★★
- ★★
- ★

**JobScore for ADP Workforce Now** **FREE TRIAL**

Easy and powerful applicant tracking

JobScore is recruiting software that has everything a growing business needs: Applicant tracking, job posting, employee referrals, interview scheduling, repo... [Learn More](#)

**JobScore for RUN Powered by ADP** **FREE TRIAL**

Easy and powerful applicant tracking

JobScore is recruiting software that has everything a growing business needs: Applicant tracking, job posting, employee referrals, interview scheduling, repo... [Learn More](#)

**OrgChart Now for ADP Workforce Now** **FREE TRIAL**

Organizational and Workforce Charting Solution

The #1 Online Org Charting Solution OrgChart Now makes creating, maintaining and sharing org charts simple and efficient. With OrgCharts Now, all you need is... [Learn More](#)

**Cornerstone Learning Management (LMS)** **FREE TRIAL**

Tailored training to improve employees performance, retention, and engagement. 800+ joint clients with ADP.

JobScore is recruiting software that has everything a growing business needs: Applicant tracking, job posting, employee referrals, interview scheduling, repo... [Learn More](#)

**I would think Business and HR would be subtitles from the book wrapper.**

VIEW PROFILE Compare

VIEW PROFILE Compare

VIEW PROFILE Compare

VIEW PROFILE Compare

VIEW PROFILE Compare

VIEW PROFILE Compare



"Leadership skills are for everyone – including you. Leadership isn't an innate "gift." It might come more naturally to some, but we're all leaders in some capacity."  
- Carey Lohrenz

## Discover 235+ apps on ADP Marketplace including:

### Recruiting



### Onboarding



### Time Management



### Learning Management



### Financial Wellness



### Org Charting



### Success Planning



### Connectors



OF HOW IS HERE!

Mar

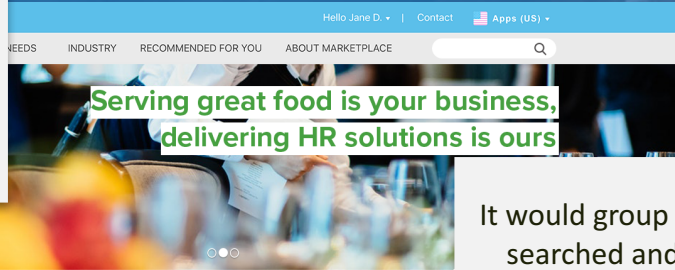
## Feedback: Search

Different roles have different needs.

Human Resources - Hampel Oil Distributors, Inc

# Feedback: Industry

I would expect apps to be here that are used by my competitors who use the system. What apps are Chevron or Mobile using? Based on usage use cases. I would expect it would be grouped by different functions.



It would group by most commonly searched and most commonly purchased.

I'm assuming these are the most popular.

That would be good - knowing what other industries are using might sway me if another manufacturing plant was using something.

The image shows a section of the ADP website titled "Retail Industry Solution Group 1" and "Retail Industry Solution Group 2". Each group contains five product cards. The first card in each group is "JobScore for ADP Workforce Now by Jobscore" with a "FREE 10-User Account" badge. The second card is "OrgChart NOW for ADP Workforce by OfficeWork Software, LLC" with a "20% OFF" badge. The third card is "Cornerstone LMS by Cornerstone OnDemand". The fourth card is "Orginio for ADP Workforce Now by Ingentis" with a "20% OFF" badge. The fifth card is "JobScore for Run Powered by ADP by Jobscore". To the right of these cards is a vertical sidebar menu with categories: "ADP", "RUN", "Workforce NOW", "Vantage", "Total Source", "INDUSTRY", "Construction", "Retail", "Hospitality/Restaurant", "Professional and Technical", and "Government/Education". Below the solution groups is a "Featured Partners" section with logos for "Spotlight", "Jobvite", and "ADP". At the bottom is a "Resources" section with three video player icons.

It would be helpful to know what competitors are using.



# Feedback: Profile

Do we have a way to know if they've been vetted by ADP? I expect them to be fully integrated.

Are they vetted and are they safe? Can anybody put an app on there? ADP needs to do due diligence so I'm not opening my company to a data breach. I assume ADP has done the work to make sure they're safe.

Knowing ADP has vetted them. Nothing here tells me that ADP has validated that this company will not steal my data. A checkmark - ADP Verified data encryption or data handling. Visual, an icon or a green checkmark. Like Google has verified web sites or Amazon has verified reviewers.

it's something that ADP has done research on, so it should be good.

ADP Marketplace Hello Jan

HOME BUSINESS AND HR NEEDS INDUSTRY RECOMMENDED FOR YOU ABOUT MARKETPLACE

**OrgChart NOW**  
Organizational and Workforce Charting Solution  
[RUN MY BUSINESS](#)

Overview Features Reviews Policies & Support Resources Editions

### Better Org Charts. The perfect solution for your Organizational and Workforce Planning...

#1 Cloud Org Charting Solution OrgChart Now can quickly assemble organizational charts from your ADP Workforce Now® account. Simply use our data refresh button ensure your org charts are always up to date. And because its web based, OrgChart Now makes sharing up-to-date charts with your colleagues almost effortless. OrgChart Now allows you to customize charts manually or by using data driven rules. Instantly highlight vacancies or contract positions even if your chart contains thousands of boxes. Whether you are presenting to the Board of Directors, your Management team or Employees, OrgChart Now allows you to create exactly the charts you need. Create Charts Manually or Automatically. With OrgChart Now you have options. Stop struggling with general purpose diagramming tools like Visio. OrgChart Now, a better way to manage your Charts and Visualize your HR data.

[Take the Tour](#) [Watch Demo](#)

#### Features and Benefits

**OrgChart Now Overview**  
Professional Quality Organizational Charts in Minutes... [Learn More](#)

**About OrgChart Now**  
OrgChart Now can quickly assemble organizational charts from your ADP Workforce Now ac... [Learn More](#)

**Workforce Planning**  
Use drag & drop tools to create "What-If" scenarios Use built-in or cust... [Learn More](#)

**View Screenshots** 3

#### Details

Developed By  
[OfficeWork Software LLC](#)

Category  
[Run my Business](#)

ADP Applications Integrated  
[ADP Workforce Now®](#)

Application Type  
[Data Connector](#)

#### Pricing

OrgChart Now Team 150	\$99.00/month
OrgChart Now Team 250	\$150/month
OrgChart Now Team 500	\$225/month
OrgChart Now Team 750	\$275/month
OrgChart Now Team 1000	\$325/month
OrgChart Now Team Trial	Free





## Their brand = our brand

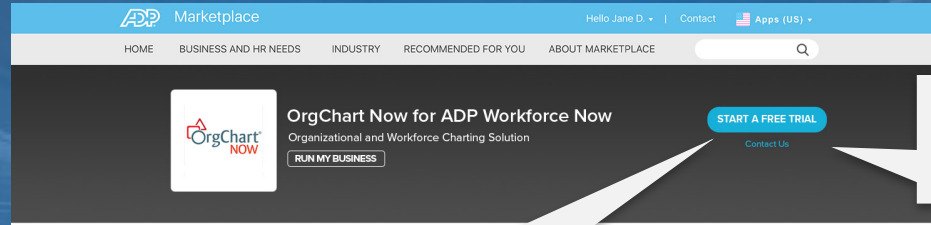
- Our brand is a significant impact for the partnership
- All clients assume **we fully vet** each partner
- They assume they can trust it because **we** market it
- Transparency is important

# Feedback: Service and Support

Once you sold it to me on your marketplace,  
you own it ADP.

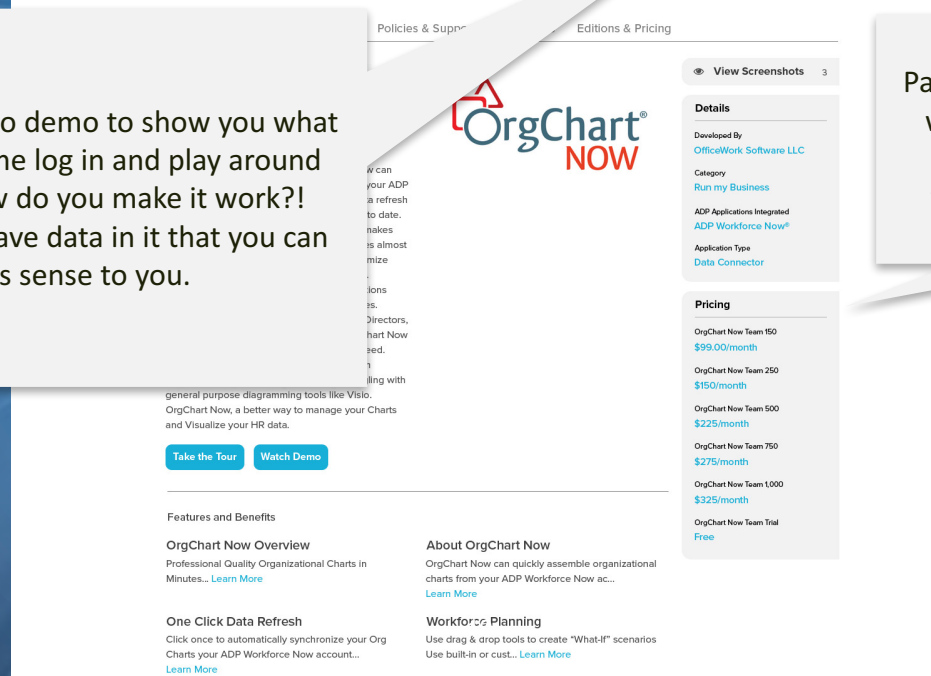
VP of HR - Securadyne Systems

# Feedback: Start a free trial/Contact Us



It's not clear who you're contacting when you click "Contact Us".

We did a free trial. There was no demo to show you what to do step-by-step. It just let me log in and play around with it. What the heck?! How do you make it work?! It needs to work. It needs to have data in it that you can play with that makes sense to you.



I expect a free trial to be like Pandora. I'm getting everything I would if I purchased it. There wouldn't be limits on functionality. It would be try before you buy.



# Pricing

- Participants were ok with varied pricing – they just want the pricing to **be obvious**
- They are ok getting cut off from the free trial as long as there is fair warning
- Expectation is for conversion from a free trial to a purchase is an opt in rather than an opt out
- Participants expect to talk to a sales associate for “wiggle room” in the price

# Pricing

I expect pricing to be the out-the-door price. What does \$99/month mean? Is that just for me? Is it one user or does everybody get access?

I want it up front. If it's out of your budget, what's the point of looking at it?

I don't mind different pricing options but present all of the options. In a perfect world, the system would know my employee size and present the correct pricing.

It needs to be budgeted. The VP of HR would need to know about the money. Monthly isn't as significant as an implementation fee.

[Pause]

But I wouldn't expect {an implementation fee}...would I?! It should be obvious here if there isn't one.

# Integration

Your definition of integration and mine are not the same. I expect them to fully talk to each other without work arounds or special patches. They should work together seamlessly, nothing extra that I need to do.

I want it to read back and forth. It should happen with the click of a button.

It's connected both ways. It's less administrative responsibility on me as the client.

One system. No outside systems. All of my data talks to each other and transitions between fields. A unified experience. Not fractured. Work should be done in the background without me knowing its happening. Org Chart should be a button to generate my org chart. It should be a point where I think it really is ADP.

I expect it to be 100% compatible with the ADP Platform. My fear is that we're not told about things. I want to know both the positive and the negative, not just the positive.

I went through an upgrade for Time and Attendance. I was told it would integrate and it did not.

# Integration

We had an integration issue, and when we called ADP they said "you didn't ask if that would work."  
We didn't know WHAT we needed to ask.  
**We expected you to tell us.**

HR Specialist - LifeScience Logistics

## How to drive clients to purchase from ADP Marketplace?

- Provide easy access to a demo
- Start integrating with The Bridge – many clients mentioned going there for information
- Allow the free trial to be “like” Pandora
- Clearly explain what integration means, even if varies on a per-app basis – spell it out
- Is there an implementation? If not, tell them that
- Is there an implementation fee? If not, tell them that



A woman with long brown hair, wearing a white tank top, is seen from behind, sitting on a wooden bench. She has her arms resting on the bench, looking out over a body of water towards a dense city skyline with various skyscrapers under a clear blue sky. The scene is bathed in a soft, blue light.

Thank You