

# Digital Asset Management User Adoption Guide



Created by:



# User Adoption: How to get your new system in use

When rolling out a DAM software in your business, making your decision about which system to use, purchasing and implemented it can be only half the battle. The more important question is how can you get people to use it?

This is a common problem faced by businesses when implementing new software systems or applications. As the software changes, business processes get changed and the differences in user interface can lead to confusion and disuse among staff.

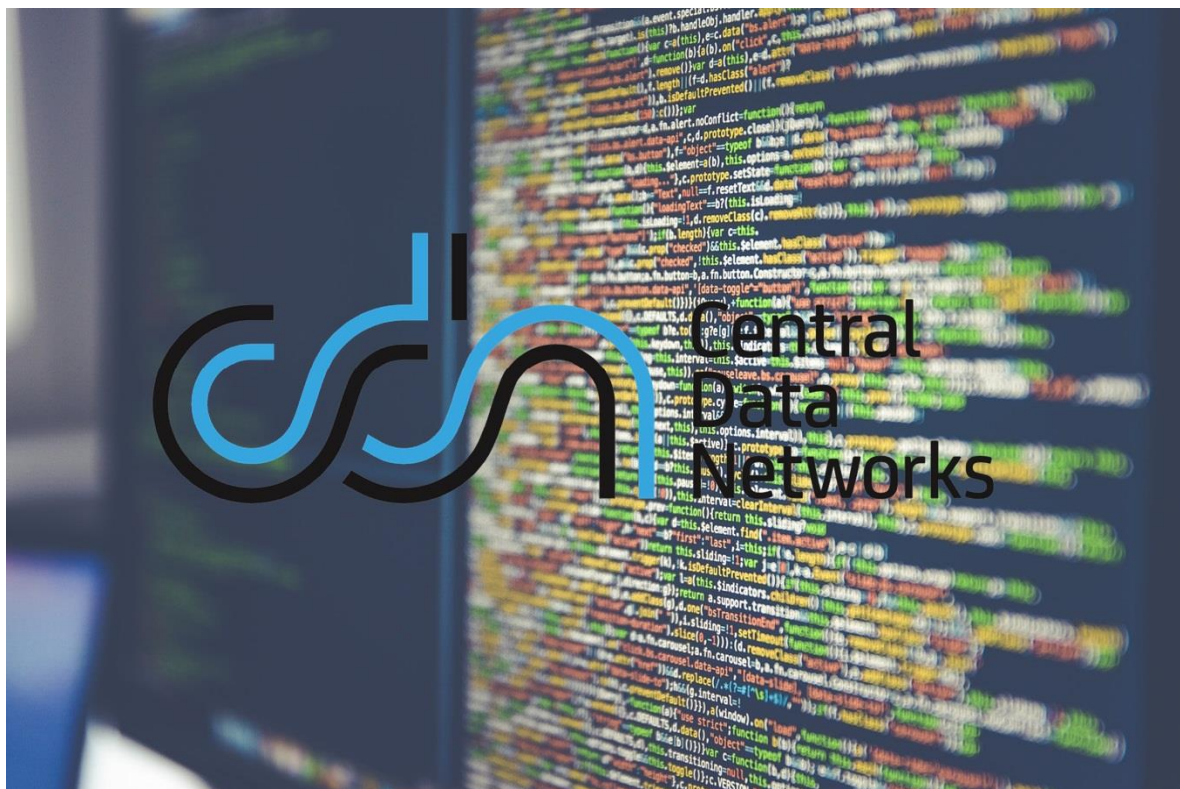
The success of your new system will be determined not just on its stats and features, but by how many people are using the DAM on a daily basis and through its lifecycle, not budget and time considerations. So it is recommended that

you consider creating a “User Adoption Plan”.

This plan will help to guide the systems use as the implementation progresses. It should outline not only the processes, but help to explain what the system is there for, how it will improve workflows and ultimately why the system should be used.

Any business or organisation that attempts to introduce a software implementation with a system like a DAM, without a **User Adoption Plan** will likely struggle to meet the goals of the adoption. The focus during implementation should be in the users, encouraging regular use and resolving any small problems as they arise.

Further in this document we help to outline a strategy for promoting the implementation of your DAM Software. Remember that your own plan can be as complicated or simple as necessary depending on the resources available and the software being implemented.



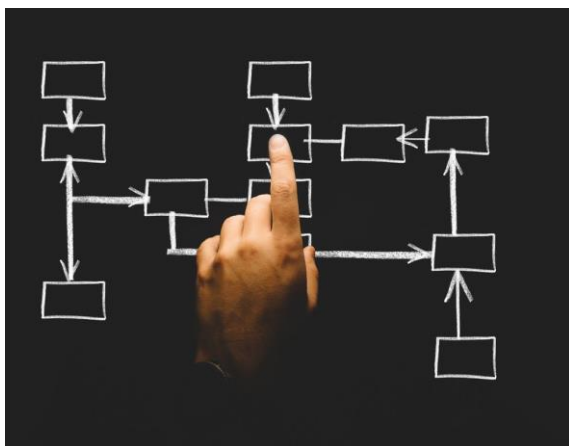
# Useful questions for your user adoption plan:

Some basic questions to begin your User Adoption Plan:

1. What is the business purpose for the software?
2. Who are the primary users of your DAM? Are there other users?
3. How does the software adoption affect users?
4. Will it change business practices or user workflows?
5. Is the software important for any particular roles? Why?
6. How do you find out how to use the software? Are there user guides? Other resources? Training?
7. Is logging in/signing up, a straight forward process?
8. Are there any how-to-videos?

You can define yourself, what success will look like for your company. It is advised that while making the User Adoption Plan you create an easy to understand definition. Explore how you will measure success which can include:

- The total number of registered users within the platform in the first 3 months?



- The total number of times the users that are registered have logged into the system?
- The number of successful work flows running or completed?
- The number of assets engaged with on the platform.

## Who are your users?

Examples:

User Group	DAM Benefits
<b>Admin and QA</b>	Admin and QA currently spend a great deal of time searching for documents that the DAM will help order. With SEO functions and version control included it will facilitate adequate QA management.
<b>Helpdesk</b>	Helpdesk forms, surveys, build/design documents, support request documents and more can all be housed within a DAM System.
<b>Sales/Marketing</b>	The sales and marketing departments can access all their marketing materials, invoices and contracts with ease.

# A two-step process

A User Adoption Plan can be thought of in two different parts.

Firstly, there is the **understanding phase** of implementation. The purpose of this phase is to answer the question “Why is the software being implemented?” and should be addressed early in the process. When employees and users understand the meaning behind the changes or the complexity they are more likely to lean in to the learning process. Without understanding the need or meaning, adoption can be resisted. The aim here is to make the users feel like a part of the process and encourage their involvement.

The second part is the **execution phase** of your software rollout, or rather “how does everybody use it?” During your investigations of different software types, it is important to pick a solution that has resources and help available for any issues that arise. Making sure all your employees (or at least the ones using the program) have a User Guide, or access to resources will be pivotal to whether or not the system gets used.

Where available training and general onboarding of the software must be available and encouraged.

## Appoint influencers to guide use of the platform

To give your platform the best chance of uptake, it is a good idea to appoint a person to influence the implementation and champion the software’s use. It is incredibly important to do this at an early stage of

implementation. The sooner that the platform’s use is encouraged, the greater chance people will lean into the changes that effect their workflows.

When appointing the platform’s “champion” it should be somebody in a position to identify areas of resistance and confusion and provide working strategies to combat this. A proactive approach to problems that may arise out of your new system is usually the best attitude during an attempted implementation.

## Feedback

User feedback is also very important to a successful implementation and user adoption. Your appointed “champion” should lead a collection of opinions and collate the feedback into useful reports. Gauging people’s opinions will help to guide areas that require intervention and smooth out the process.

Some questions to consider when gathering feedback:

1. Is it clear why the business purchased the system?
2. How user friendly is the software?
3. Have the workflow or practices changed considerably?
4. What are the frustrating parts of the new platform?
5. Ideas for improvement?

## Conclusion

Consequently a DAM rollout can be aided through the construction of a comprehensive plan prior to attempted implementation. Planning with correct parameters for needs and users, as well as taking into account the need for a two-step process is highly recommended for a successful implementation. Finally an appointed influencer and gathering of feedback is vital for staff to come around quickly.