

UXINSIGHTS

ENJOYHQ

User
Guide

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What is EnjoyHQ?

EnjoyHQ (EHQ) is The Home Depot's insight management platform with easy-to-use tools for researchers to add and share their work and find the work of others.

Welcome to EnjoyHQ

Welcome to EnjoyHQ (EHQ), The Home Depot's insight management platform with easy-to-use tools for researchers to add the results of their work and to see the work of other researchers. These will help prevent duplication of existing work while making it easier to find related research that will inform, strengthen, and refine your own individual efforts.

It also provides business decision makers and stakeholders insights based on data. And because insights are constantly changing, researchers can share results quickly and increase business agility.

Whether working alone or as part of a team, you will find that the consolidation of research content, features, and tools in one central location will make it easier to compare research findings, those past and those current. This will quickly increase the available insights about our users so we can respond to their needs with agility and empathy.

This guide will help you better understand these tools and how to use them to realize EHQ's full potential in reviewing research, and planning, conducting, analyzing, synthesizing, and communicating insights.

It is more than a simple how-to-guide however. It is also a living document that will grow and evolve with EHQ itself.

An important aspect of that culture—the most orange—is a proactive openness to feedback and improvement. So if you have questions or comments about EHQ or about this guide or just want to say “Hi,” let us know in the #enjoyhq-faq Slack channel.

How to Access EnjoyHQ

To access EnjoyHQ you will need your LDAP and THD password.

Go to getenjoyhq.com and follow these steps:

1. Click Login button.
2. At the bottom of the login screen, click Log in with SSO to use your THD credentials.
3. Enter your THD email in the email request box.
4. Click Continue.
5. In the Microsoft sign in page, enter your THD email and click Next.
6. In The Home Depot Single Sign-on page, enter your User ID (LDAP) and password. Click Sign in.
7. You're now logged in.

If you have questions, need more information, or want to comment, let us know in the #enjoyhq-faq Slack channel.

EnjoyHQ Features

PROJECTS

The Project feature is specially designed to help you track data, organize findings, and tell a compelling story around your insights. It is where researchers do their work and create content. All users can find complete or in progress studies by searching via labels, creator name, or status.

STORIES

Stories provide a clear and complete picture of research findings and insights. They can be made up of customer quotes, videos, images, reports, or any other supporting information that makes it easier for others to understand your work.

While it is possible for a Story to be made

up of only one supporting object, say, a well-executed illustration of a journey map, even that might need introductory matter to explain its purpose.

Stories can be joined to other stories to form a **Summary**, which can be done with the Analysis and Inbox tabs.

Special note: EnjoyHQ provides a copy & paste function for single quotes on the Analysis tab rather than all quotes within a Group. To work around this, you may create a Story for each Group, and then use these stories to copy and paste into your Summary. However, EnjoyHQ Stories used in Summaries must be published—which means anyone can see them, and for that reason should be as complete as you can make them.

Special note: If you highlight a quote from a video transcript in the Inbox, for example, you may choose to add it to a new or existing Group in the Analysis workspace.

You can also use **Tags and Labels** to associate them with other Stories and form a network of related research. Summaries are the final and detailed report—the official THD readout—crucial to the researcher, to stakeholders, and to the team that owns the research. While the readout may take different forms—depending on what the team wants to say and what kind of research it is doing—all research published on EHQ should have a Summary.

Because Published Stories can be read by anyone using EnjoyHQ, they should have everything needed to fully understand your research. This holds even for Stories created and published as part of the Project Summary. What makes a Story complete will vary by Story, but they should include the following:

- A succinct title
- Several labels (to increase searchability)
- A topline summary

- A description of added media (images, videos, and other file types)

STORY STATES

A Story state refers to one of three forms that a Story can take: Draft, Published, and Archived.

In the **Draft** state, a Story is visible to Collaborators but not to Read-only users.

Published Stories can be shared, viewed, and commented on by anyone using EHQ. They can be also connected to other Stories and added to a Project Summary

Archived Stories are drafts of Stories or published stories that have been marked as outdated and moved into an area in EHQ that is hidden from view and not searchable. Only collaborators and EHQ administrators can access archived content.

The state of a published Story can be changed. Changing the state from Published

to Draft will remove it from the Project Summary and remove any connections to other Stories. Changing it from Draft or Published to Archived will make it inaccessible to most stakeholders and limit searchability.

STORIES DO'S AND DON'TS

DO

- ✓ Be complete.
- ✓ Be clear.
- ✓ Don't leave gaps.
- ✓ Ask yourself if your story can be understood entirely on its own? Add whatever might be missing and clear up any ambiguities.
- ✓ Consider linking to an existing research effort or one or more other Stories.

DON'T

- ✗ Create a published Story for

each individual quote or item in your Analysis workspace.

- ✗ Don't abandon or forget incomplete Stories. Abandoned or test Stories add noise and make it harder to find useful content. If you find that you won't be able to complete a story you started, it's best to delete it.

NOTES



The Note feature can be used in several ways. You can use it keep notes during an interview. You can also use it to add information from other sources by copying and pasting, but it's best to avoid pasting material that contains complex formatting because it may result in lost data or conversion errors. You can create a Note in the Inbox, either by using Add Data if there's no other Inbox content, or the Add Data item in the navigation bar and then select Create Note from the drop-down menu.

TEMPLATES

EnjoyHQ has templates that will save you time when creating Plans, Summaries, and Stories. In fact, it's best to add a template at the start of your Project rather than later because a template may replace existing data. Either way, **make sure you have a copy of your work elsewhere.**

After clicking the Create Project button, you can select Use Templates on the pop-up dialog to pre-populate portions of your project using the templates.

If you already have a project created and want to use a template before adding your content, click the wrench icon in the upper right corner and select Add Template.

TAGS AND LABELS

A **Tag** is a classification tool, similar to a keyword, that helps researchers organize their data. Tags can be generic terms, such as clearance, paint, and contact center. They can also be very specific UX Research terms, such as: journey map, persona, and storyboard

and frequently used THD acronyms HDW (Home Depot Warehouse, HDIS (Home Depot Installation Services) and ECC (Enterprise Customer Communications). Tags can be added to anything the collaborator highlights and can be seen only by collaborators and EHQ administrators. Lastly, researchers are not limited to the existing list of tags; they can create their own.

A **Label** is a search tool that helps others find your work. They can be the same keywords used for Tags but can be seen by all stakeholders, including Read-only users. Labels can be applied to Stories and Projects but not to supporting materials, such as images and graphics. In a newly created Project, Labels, will appear in the reverse order you enter them, so add your most important ones last. Lastly, unlike Tags, researchers must pick from an existing list of labels and cannot create new ones.

Visually, Tags and Labels are easy to tell apart: Tags appear in ALL CAPS, Labels in sentence case.

HIGHLIGHTING

Highlighting is a primary tool in the creation of an Analysis board, a dedicated space in a project where you sort your ideas, and compare and analyze them, the space where the main research occurs. You can select and highlight text you have identified as an important issue. When text is highlighted, you can classify that highlight with a tag, add it to your analysis board, and share it with others, among other things. The tool allows you to highlight a particular passage only once even if there are several issues there that you think may need individual attention. You can identify only one issue in the highlighted passage.

Using EnjoyHQ

IMPORTING DATA

You can import data to support your findings with the Inbox tab. Supported data types include video clips, transcripts, images, audio files, survey responses, and notes.

Here are some things to keep in mind:

When importing a spreadsheet, make sure to reformat it (if needed) to fit the **criteria outlined by EHQ**. For example: it must have the first row as a header, and at least one column of content. When importing audio or video, you'll have an option to have EHQ perform automatic transcription.

- The quality of the transcription has not yet been put to the test (for example, a deep voice with heavily accented English, or an audio from a noisy store location with lumber being sawn), so if the intent is accurate quotes, you'll want to review the content

and perhaps manually transcribe portions of the media as needed. If the Inbox is empty, use the Add Data button in the middle of the screen.

- If the Inbox has content, the easiest way to add more is to click the Upload icon in the upper right located in the navigation bar with Plan, Inbox, and other tabs.
- If EHQ scans a .jpg or .png image incorrectly (it scans from bottom to top), you may need to manually edit the annotation.

For more detailed information about importing data, look at [Help documentation from EHQ](#).

PERSONALLY IDENTIFIABLE INFORMATION

Personally identifiable information (PII) is information that permits the identity of an individual to whom the information applies to be reasonably inferred by either

direct or indirect means. If someone can figure out who you are writing about based on the information you provided, it is PII. Safeguarding the person's identity is a critical responsibility that must always be taken seriously.

It may show up in audio or video recordings, transcripts, and summaries or readouts, and includes but is by no means limited to the following:

- Credit card or other financial account numbers
- Driver's license or Social Security number
- Quotes that could be attributed to an individual
- Name of a business or corporate logo connected to an individual
- Personnel issues usually handled by managers or Human Resources
- Specific store number or location where an individual works

To protect the privacy of our customers, associates, and researchers we must not include (PII) in content we upload or migrate to EnjoyHQ. Carefully review your media and materials before uploading and scrub them of ALL PII.

REVIEWING AND COMMENTING

Researchers can review and comment on their own work and on that of others depending on the level of access. You can limit who can comment on research when you set your project's level of access. Even when given access to research; however, it's best for researchers to limit comments to their own work or to that of others who have invited comments. If you want detailed feedback on your work, it may be better to get it outside EHQ.

RECLAIMING AUTHORSHIP OF MIGRATED DATA

To build the foundation of EnjoyHQ, we migrated existing research. The migrated

research, however, did not include the identity of the original authors, and it's not currently possible to add it. By default the authorship of migrated data was assigned to an Administrator.

If you want to claim authorship of migrated data, you will need to create a new Project and import the migrated data into the Inbox. This will establish you as the author. Then delete the old data to avoid duplication.

If your old data was an unpublished story, do not publish it unless it meets the criteria about completeness laid out elsewhere in this guide.

CONFIDENTIAL PROJECTS

A confidential project is one that may contain Personally Identifiable Information, proprietary materials, or intellectual property. As a general practice, it's best to avoid including confidential information in your project so check with your manager before you start on one or that turns into one after

you started. Marking a project as confidential will limit access to those with a need to know. If you are unsure if it should be marked that way or not, check with your manager. Once any confidential or sensitive information has been removed or declassified, you can add it to EHQ Importing Data.

RESEARCH BY CONSULTANTS

Sometimes THD contracts the services of a consultant or consulting firm. Depending on the team's goals for use of this information, the data provided by the consultant can be either a research study unto itself, or as data imported into the Inbox as part of a larger project.

If the deliverables from the consultant are tied to existing research, import them into the Inbox for that research. If they are new and not tied to existing research, then

1. Create a new Project
2. Import the deliverable(s) into the Inbox
3. Create an appropriate Summary based on the deliverable(s)

Consultants might not have access to EHQ; if they do, it'd be Read Only. In either case, share only what can be shared with consultants per THD guidelines and ethical considerations.

Additional Information

SHARING FILES ON THE CLOUD

For the easy sharing of files with the greatest number of people, store them on EnjoyHQ. You can store your files on EnjoyHQ by creating a Plan, importing related study items, conducting Analysis, and then publishing a Summary along with the appropriate labels and tags. This is the best way for your stakeholders to find and use your research.

For sharing files with team members who need them for your project, store them on SharePoint.

OneDrive is best for storing working files that you might want to share with individuals or small work groups. There's a risk the files

saved there may become inaccessible should the individual leave the organization.

Useful EnjoyHQ Terms

PEOPLE, USER ROLES AND PERMISSIONS

Collaborator. Collaborators are the power users and comprise all EUX Researchers, UX Designers, and members of other teams in the organization. These users are responsible for creating content for research studies (Projects) and generating research summaries and insight stories. They have access to view and edit information in the project section of all other collaborators in the tool (do not edit anyone's work). These users are paid seats.

Admin. Those in the Admin role have permissions to add users, new seats, manage the tool and modify the taxonomy. This group comprises mostly of those on the EUX Ops team.

Read-only. These users are representative of your stakeholders and business partners. Everyone that falls under THD corporate will have read only access through single sign on capabilities. These users can view Stories and Project Summaries by default.

ENJOYHQ SPACES

Search. This space is only accessible to Collaborators and Admins and houses all raw data that has been imported into the project inboxes of all collaborators. Users can search for past or ongoing research here by creating in-depth, custom search queries.

Helpful Link

documentation.getenjoyhq.com/article/9k3vb1qh13-searching-your-data

Projects. The Project feature is specially designed to help you track data, organize findings, and tell a compelling story around your insights. It is where researchers do their work and create content. All users can find complete or in progress studies by searching via labels, creator name, or status

Helpful Link

documentation.getenjoyhq.com/article/8hr63t62dp-research-projects-new

Stories. Stories are like nuggets of interesting information that are shared to everyone at THD corporate. A story is a labeled observation supported by evidence. Stories are like mini blog posts that allow you to describe an insight or observation and embed pieces of evidence into it (evidence could be an entire document or highlight). Stories are created by collaborators and assigned labels at the time of creation so stakeholders can find stories more easily on the Stories page.

PROJECT WORKSPACES

Plan. This is the space where you can create your research plan. By default this information is inaccessible to read only users unless otherwise shared.

Inbox. The inbox is the space where you import and upload any raw data that is

relevant to your Project (research study). Here you can organize and manage that data and begin to classify it and give it meaning. By default this information is inaccessible to Read-only users unless otherwise shared.

Helpful Link

documentation.getenjoyhq.com/article/8hr63t62dp-research-projects-new#inbox

Analysis. In this space, you can organize evidence and insights into groups, organize groups and begin to capture insights in the form of stories. By default this information is inaccessible to read only users unless otherwise shared.

Helpful Link

documentation.getenjoyhq.com/article/8hr63t62dp-research-projects-new#analysis

Summary. This is where you compile the summary of your Project (research study). This is where you can package and deliver your takeaways and recommendations. Everyone at THD corporate has access to this part of your project.

 **Helpful Link**

documentation.getenjoyhq.com/article/8hr63t62dp-research-projects-new#summary

TAXONOMY AND CLASSIFICATION

Labels. Labels are used to classify Projects (and Stories). When you apply these, you're making it easier for your insights to be found by your team members, stakeholders, and the business. Label names were considered with stakeholders in mind. You can use multiple labels to describe the work. They have been tested and labels are controlled by the Governance Board. There will be a process for requesting labels in the future. Remember that labels appear in the reverse order entered: the first one entered is the last one listed.

Tags. Tags are used to classify raw data (evidence as documents or highlights) and are used for analysis. You can select tags from an existing menu and apply them to your data. This will make the data searchable by other collaborators on the team,

enabling them to more easily find important information.

Collaborator. Collaborators are the power users and comprise all EUX Researchers, UX Designers, and members of other teams in the organization. These users are responsible for creating content for research studies (Projects) and generating research summaries and insight stories. They have access to view and edit information in the project section of all other collaborators in the tool (do not edit anyone's work). These users are paid seats.

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have Read-only access through Single sign-on capabilities. These users can view Stories and Project Summaries by default.

Analysis. In this space, you can organize evidence and insights into groups, organize groups and begin to capture insights in the form of stories. By default this information is inaccessible to read only users unless otherwise shared.

 **Helpful Link**

documentation.getenjoyhq.com/article/8hr63t62dp-research-projects-new#analysis

Tags. Tags are used to classify raw data (evidence as documents or highlights) and are used for analysis. By applying tags to your data, it will also make that data searchable by other collaborators on the team, enabling them to more easily find important information (e.g., lit review).

Categories. Categories are a way in which stories are organized. These categories are

fed by custom queries of different labels. The admin team will manage these.

Helpful Link

documentation.getenjoyhq.com/article/wkzsqq84wr-using-categories-to-organize-your-projects-and-stories

DATA

Types of data. Supported data include video clips, transcripts, images, audio files, survey responses, and notes.

Highlights. Highlights belong to documents and are pieces of text that you have selected in order to extract important snippets of data or quotes. When text is highlighted, you have the ability to classify that highlight with a tag, give it a sentiment, add it to your analysis board, amongst other actions.

Helpful Link

documentation.getenjoyhq.com/article/2apggf8jz5-analyzing-your-customer-feedback-data

FREQUENTLY USED TECHNOLOGY TOOLS

Figma

Figma is a web-based graphics editing and design application. It can be used for graphic design work from wireframing websites, mobile app interfaces, prototyping designs, and crafting social media posts.

Microsoft Teams and WebEx

Used for video conferencing, breakouts, and sharing slide presentation, video and audio content, and providing instruction.

Miro

Miro is a visual collaboration platform that helps teams build and develop ideas just as if they were in the same room. You can use it as an online whiteboard to co-create with sticky notes, a pen, shapes, arrows, and smart drawing. You can open a Miro board right in any Teams meeting to brainstorm ideas, take notes or visualize concepts together.

You can also add a Miro board to a Plan, a Note, and other places in EHQ and set the access or permission level. Users will see a large preview of the board that they can click on to open Miro or view the board in the inline preview window. For those without the right access level, the preview window will appear blank.

To add a Miro board:

1. Get a shareable link to the board from within Miro
2. Click in the EHQ editor view where you want to place the Miro board to bring up the contextual editing/formatting bar
3. Set access level
4. Select "Embed media"
5. Paste the Miro board link

The board should now be in your EHQ Plan or wherever else you have decided, but remember that access to the board will be limited to users at the permission level you set in Miro.

SharePoint

SharePoint is a cloud-based Microsoft service that helps organizations share and manage content, knowledge, and applications to empower teamwork, quickly find information, and collaborate seamlessly across the organization. It works directly on your browser.

Slack

Slack is a communications tool that supports asynchronous work so that all team members do not have to be online at the same time; this allows members to maximize their productivity without waiting for others to complete task, especially for those working remotely in different time zones.

With Slack you can message anyone inside EnjoyHQ User Guide or outside your organization and collaborate just like you would in person. People can work in dedicated spaces called channels that organize conversations in one place by the kind of information they need. They can share ideas there, make decisions, and move work forward. The channels feature has a search function that provides access to prior discussions on a particular issue, even on channels that have been archived.

