

The Employer eXperience Hypothesis (EXH)

An Employer Experience Hypothesis (EXH) is an important yet simple tool to approach the choice of your enterprise SaaS software from the point of view of User eXperience Design.

The hypothesis is a combination of four statements:

Product, Solution, Behavior and Benefit

EXH The **product** will **solve the problem** by affecting **behavior** and obtaining a **benefit**

The product

describe the SaaS solution of your choice

The solution

describe how do you intend to solve your company's problem

The behavior

describe how the tool will affect employee behavior

The benefit

describe the expected benefits

itm.pm/teambot



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The Employer eXperience Hypothesis (EXH)

Example of an Employer eXperience Hypothesis: ITM Platform Teambot

EXH'



ITM Platform Teambot will improve PPM software adoption by allowing usage from Slack and enhancing team member buy-in

The product

ITM Platform and its application for Slack, ITM Platform Teambot

describe the SaaS solution of your choice

The solution

ITM Platform Teambot increases the daily use of PPM software for project reporting

describe how do you intend to solve your company's problem

The behavior

ITM Platform Teambot allows to recall tasks and projects and report efforts directly from Slack, with no need for login

describe how the tool will affect employee behavior

The benefit

Team member satisfaction and support of validated PPM reporting practices increase adoption, generating ROI for SaaS

describe the expected benefits

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