How do I implement ServiceNow mobile applications?

Questions addressed:

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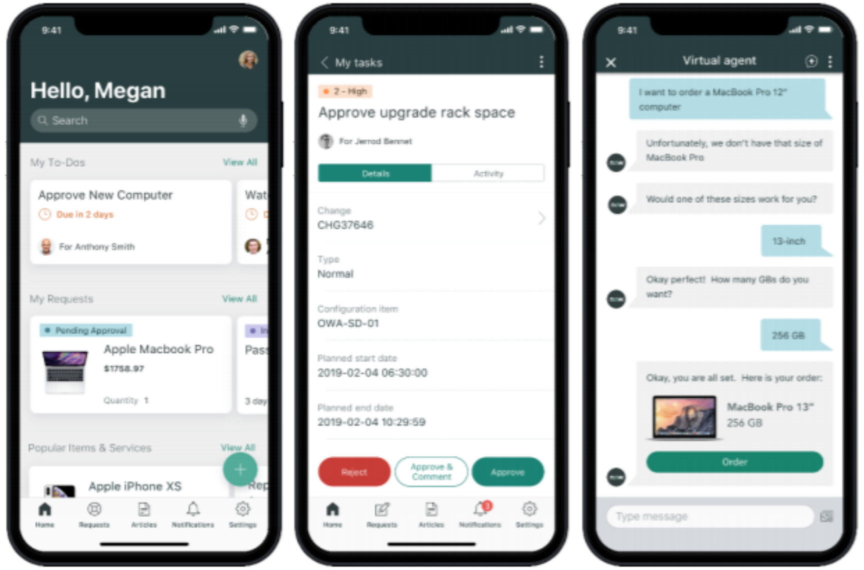
Why does ServiceNow have multiple mobile applications and what are they?

ServiceNow® has purpose-built applications for three personas: employees, service agents, and new hires. They're designed for use cases relevant to those personas to streamline the user experience:

- **Employees** (Now Mobile®) – Lets employees perform basic ServiceNow tasks from their mobile devices, such as submitting and viewing incidents and requests, submitting approvals, and searching for answers to common questions.
- **Service agents** (Mobile Agent®) – Lets service agents work on the go by providing them the right tools and information to prioritize and fulfill tasks across the enterprise (e.g., updating records, coordinating with co-workers).
- **New hires** (Mobile Onboarding®) – Allows new hires to complete onboarding tasks, such as verifying an address or setting up direct deposit.



What should I do if I'm still using an older mobile application?

Maximize your value by upgrading to the latest version of ServiceNow or downloading the latest mobile application. Our newest applications include capabilities that were not available in older versions nor in Classic mobile, such as the ability to read and write offline and use Mobile Studio for low-code application development. The Orlando release offers branding options and mobile analytics and the Paris release offers support for Edge Encryption and domain separation, actionable push notifications, dynamic charts and graphs, and new mobile filters. Refer to these steps for migrating from Classic mobile.

Related resources

- Product Docs – Now Mobile
- Product Docs – Mobile Agent
- Product Docs – Mobile Onboarding
- Developer Portal – Mobile Applications
- Success Quick Answer – How do I deploy ServiceNow mobile applications?
- Now Learning – Get familiar with Mobile Studio
- ServiceNow Community Forum – Mobile Apps & Platform

If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please contact us.

How do I implement ServiceNow mobile applications? (Continued)

What steps should I take to implement mobile applications?

Follow these four steps to successfully implement ServiceNow mobile applications at your organization to deliver the best possible experience to your employees, service agents, and new hires and meet them where they are—on their mobile phones:

1 Complete baseline research to inform your implementation.

1) **Identify common user needs to define your use cases for each application.** Survey users and learn which work tasks they'd prefer to do on a mobile device. Prioritize the list and select 3–5 workflows that you'll implement on mobile. Some common examples are:
   - Resetting a password
   - Updating a record
   - Setting up direct deposit
2) **Determine KPIs you want to measure for your workflows and identify baseline values where possible.** KPIs should fall in three categories:
   - **Productivity –** For example, *% of all password resets contained within self-service*
   - **Experience –** For example, *user satisfaction with each workflow*
   - **Activity –** For example, *monthly active users for the application*
3) **Review existing mobile security requirements** to incorporate guiding principles into your mobile design and deployment:
   - Safeguard corporate data with enterprise-grade security and configurations (e.g., single sign-on) .
   - Protect both company-issued and employee-owned devices.

2 Plan for your mobile rollout.

1) **Define your mobile capabilities based on your research.**
   - Decide what products you need to integrate with and then work with respective teams to get their buy-in.
   - Work with product teams to identify the features and behaviors that will best support your users' needs.
2) **Design a phased mobile roadmap** that enables your objectives.
   - **Phase 1 –** Configure a minimally viable mobile application.
   - **Phase 2 –** Distribute the mobile application via an app store or internal methods.
   - **Phase 3 –** Drive adoption and assess ongoing effectiveness.
3) **Architect your rollout plan.** Work with your marketing team to help plan organizational change management and adoption.
   - Ensure alignment with executive sponsorship. Use this as an opportunity to create a governance process for managing the creation of mobile applications.
   - Determine how users will provide early feedback.
   - Establish a communication plan for your rollout. Consider how you want to brand the mobile application.

How do I implement ServiceNow mobile applications? (Continued)

What steps should I take to implement mobile applications? (Continued)

3 Configure the mobile application for your workflows and deploy it

1) Map out your workflows to drive your configuration.

- Consider the mobile versus traditional browser experience.
- Create style guides to enable a consistent and streamlined user experience using the Now Platform®.
- Identify the reports you want visible in mobile.

2) Complete the initial design with Mobile Studio.

- Use standard capabilities before you build custom applets.
- Define the fields and actions that are most important to your workflows and that will appear on the screens (minimize these to only the most critical ones necessary to complete various tasks).
- Design a simple homepage that highlights the most commonly requested workflows.
- Simplify knowledge articles to make them easy to search for and read on mobile devices.

3) Test your configuration in a developer environment and deploy.

- Conduct initial testing to confirm the expected functionality.
- Conduct user acceptance testing early, especially with the individuals you surveyed in Step 1.
- Deploy the application via an app store or an internal method.

4 Measure success and iterate

1) Solicit feedback from your users.

- Ask users whether they choose to use the mobile application or a traditional browser for certain workflows and why.
- Track users' eye and finger movements and user sentiment throughout the process (consider journey mapping).
- Use multiple avenues for soliciting feedback, including the mobile application.

2) Measure the KPIs you identified in Step 1 and iterate on your mobile application for improvement.

- **Productivity –** Consider a design that makes it easier to complete tasks within the application, such as bringing the most used applets to the top.
- **Experience –** Keep the user interface simple, clean, and intuitive to minimize complexity for the user.
- **Activity –** Drive adoption with internal marketing tactics and find opportunities to demo the application.

3) Keep your stakeholders engaged throughout the process.

- Communicate updates regularly. Your stakeholders can be your primary champions for driving adoption.
- Find opportunities for additional capabilities across departments.