How Mott MacDonald & Autodesk are using product insights to build skills

BES501560

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Programme Manager – Project Systems | @bimostb

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Principal Research Scientist | @jozilla
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What if...
What if…

...we could help people access relevant training so they can upskill, improving delivery efficiency and quality?
The Importance of Learning
"Train people well enough so they can leave, treat them well enough so they don’t want to."

Richard Branson
## Mott MacDonald Employee Impact

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>Monthly users of Autodesk design tools</td>
<td>+6000</td>
</tr>
<tr>
<td>Time</td>
<td>Hours spent using these tools</td>
<td>+280000</td>
</tr>
<tr>
<td>Investment</td>
<td>Increase in investment in technical training</td>
<td>100%</td>
</tr>
<tr>
<td>Feedback</td>
<td>Surveyed users who want structured training</td>
<td>73%</td>
</tr>
</tbody>
</table>
What is the business case?

Improved allocation of training budgets.  

Reduced wasted training spend.  

Reduced administration costs.  

60% of our training budget adds no value.
Gamification of skills

Current level: 9  
8045 / 9000

Cost: 2

Light spear attacks have a greatly increased chance to knock off armor and components.
Skill Builder for Design Tools
Skill builder for design tools

Ian Besford
Project Director

Tom Hughes
Programme Manager
Project systems

Neelam Henderson
Project Manager

Ash Mason
Structural Engineer &
Data Science community member

Graeme Hambley
Lead developer

Ana Ugaste
Graduate developer

Michelle Moulding
Communications and
engagement lead

Mark Shields
Technical Excellence
Leader, Europe

Ed Scrutton
Group Head of
Learning and Development
Digital Innovation
Skill Builder for design tools

Idea - Can we use the data we have available to do the heavy lifting and provide proactive suggestions for people to develop their skill and hence competency in their role?
Suggestion

data

data

data

data

data

data

Suggestion

data

data

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data

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data

Suggestion

data

data

data

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data

data

data
Version 1.0
Skill Builder for design tools

"I can see the potential here and might actually enrol on the recommended BIM 360 course as I need to increase my knowledge of this."

User voice

"You have removed the friction to accessing content and put it into someone's eye line at the point they need it. The psychology there is massively uplifting to their motivation and desire to learn"

Head of L&D

Less than 250h of effort to develop, test and pilot

74% prediction accuracy

72% increased likelihood of completing learning
Challenges and opportunities

Skill Builder for design tools

- Self reporting of skills is low, inconsistent, and skills change over time
- Goals needs to be relevant for a person’s project role and experience
- Advancing technology is changing both the tools we use, and how we learn
- We have access to a wealth of data including what tools people use
Using personal data
Skill Builder for design tools

Before we did anything, we thought about...

Can we?  Should we?  What could go wrong?

... and reviewed this with senior leaders.
### How might we predict skills

**Skill Builder for design tools**

<table>
<thead>
<tr>
<th>Data source</th>
<th>Event</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTODESK</td>
<td>Tool use</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Class</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>Beginner learning path</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>Intermediate learning path</td>
<td>Medium</td>
</tr>
<tr>
<td></td>
<td>Advanced learning path</td>
<td>Low</td>
</tr>
<tr>
<td>KNOWLEDGE SMART</td>
<td>Benchmarked skills assessment</td>
<td>Low</td>
</tr>
</tbody>
</table>

**Gamified framework**

- **Actions**
- **Tasks**
- **Missions**
- **Side quests**
- **Story quests**
- **Bosses**
### How might we predict skills

**Skill Builder for design tools**

<table>
<thead>
<tr>
<th>Data source</th>
<th>Event</th>
<th>Frequency</th>
<th>Experience weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>🔄 AUTODESK</td>
<td>Tool use</td>
<td>High</td>
<td>Smallest</td>
</tr>
<tr>
<td>🔄 KnowledgeSmart</td>
<td>Class</td>
<td>High</td>
<td>Next smallest</td>
</tr>
<tr>
<td>🔄 KnowledgeSmart</td>
<td>Beginner learning path</td>
<td>Medium</td>
<td>Next smallest</td>
</tr>
<tr>
<td>🔄 KnowledgeSmart</td>
<td>Intermediate learning path</td>
<td>Medium</td>
<td>Next smallest</td>
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<td>Next smallest</td>
</tr>
<tr>
<td>🔄 KnowledgeSmart</td>
<td>Benchmarked skills assessment</td>
<td>Low</td>
<td>Highest</td>
</tr>
</tbody>
</table>
How might we predict skills

Skill Builder for design tools

- By Person
- By Tool

Over time

= “XP” value
How might we predict skills

Skill Builder for design tools

~50 people with well known skill levels

~1,000 people

Skill predictions for ~50 pilot users

XP value for 6 tools

<table>
<thead>
<tr>
<th>Prediction confidence</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very low</td>
<td></td>
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<tr>
<td>Low</td>
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<tr>
<td>Very high</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

XP range
Version 2.0
Skill Builder for design tools

Data source
- Autodesk
- Autodesk
- Knowledge Smart

Data pipeline & warehouse
- SQL
- Cloud storage
- Factory
- Python

Skill Builder analytics service
- Monitor
- Python
- SQL

Skill Builder app
- SharePoint
- SQL

System data
- Skill predictions
- User inputs
Version 2.0
Skill Builder for design tools

1. Job role selector
2. Practice
3. Recommended level
4. Predicted level
5. Personalised goals
Connected thinking
Using product insights to build skills
Your Most Used Skills
About Me

Research Scientist in HCI & Vis team
Research focus: software learning

Based in Toronto CA
Joined Autodesk in August 2020
Former professor
Originally from Belgium BE

(‘Jo’ is pronounced like ‘Yo’)
HCI & Visualization + Engineering

George Fitzmaurice
Research Fellow

Justin Matejka
Sr. Principal Research Scientist

Fraser Anderson
Sr. Principal Research Scientist

Michael Chen
Sr. Principal Research Engineer

Tovi Grossman
Distinguished Visiting Scientist

Warren Schrey
Senior Manager

Jo Vermeulen
Principal Research Scientist

Qian Zhou
Senior Research Scientist

Frederik Brudy
Senior Research Scientist

David Ledo
Senior Research Scientist

Bon Adriel Aseniero
Senior Research Scientist

Kendra Wannamaker
Senior Research Engineer
Our Research: We explore both near term user interface research topics that can lead to immediate product impact and integration, and long term HCI research topics that push the boundaries of what is possible and can influence future directions of the company.
Community Commands

Recommending commands you haven’t used, but we think might be useful
This research project was released as a plugin for Fusion 360 and presented at AU 2019.

It allows our customers to reflect on their skills, their development over time, and how their skills relate to others in the industry.
My Insights in AutoCAD
My Insight Examples

Upgrade Recommender
Based on your past usage of AutoCAD, you might benefit from the feature enhancements available in the latest release.

Command Recommender
Have you considered using GRIPS to modify the length of a line?
Based on the commands you use, you might benefit from using the Stretch option of grip editing.

Usage By Category
Your command use by category in the past 30 days

Drawing Statistics
Named layouts might help to better organize your files for output.

Have You Tried Articles
When drawing in 2D, use the User Coordinate System (UCS) to make it easier to create objects that align with existing geometry

Efficiency Booster
Learn how command aliases can enhance your productivity.
You frequently start these commands from the ribbon. Using command aliases can help to improve your speed.

App Performance
Median response time of AutoCAD in seconds (last 30 days)

Macro Recommendation
My Insights Available for AutoCAD Users with Single-User Subscription
# Most Used Skills Report

Your most used skills in November 2021:

<table>
<thead>
<tr>
<th>SKILL</th>
<th>CORE</th>
<th>OCCASIONAL</th>
<th>RARE</th>
<th>% OF TOTAL</th>
<th>COMMANDS USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drawing Layers</td>
<td></td>
<td></td>
<td></td>
<td>43%</td>
<td>9/43</td>
</tr>
<tr>
<td>Object Modification</td>
<td></td>
<td></td>
<td></td>
<td>24%</td>
<td>22/109</td>
</tr>
<tr>
<td>Object Control</td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
<td>4/63</td>
</tr>
<tr>
<td>Object Creation</td>
<td></td>
<td></td>
<td></td>
<td>6%</td>
<td>6/71</td>
</tr>
<tr>
<td>Open and Save Drawings</td>
<td></td>
<td></td>
<td></td>
<td>4%</td>
<td>4/37</td>
</tr>
<tr>
<td>Object and Text Display</td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
<td>3/15</td>
</tr>
<tr>
<td>Annotation</td>
<td></td>
<td></td>
<td></td>
<td>2%</td>
<td>9/168</td>
</tr>
<tr>
<td>Drawing Environment Customization</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
<td>1/64</td>
</tr>
<tr>
<td>Object Properties</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
<td>3/12</td>
</tr>
<tr>
<td>Calculate, Query, and Measure</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
<td>3/15</td>
</tr>
</tbody>
</table>
What is a Skill Tree?
Developed by the Learning Strategies team
## AutoCAD Skill Tree

<table>
<thead>
<tr>
<th>Workflow</th>
<th>Skill</th>
<th>Sub Skill</th>
<th>Task</th>
<th>Command</th>
</tr>
</thead>
<tbody>
<tr>
<td>Object Creation and Organization</td>
<td>Drawing Layers</td>
<td>Create Drawing Layers</td>
<td>Create a new drafting layer (ALT + N)</td>
<td>LAYER</td>
</tr>
</tbody>
</table>

### Sub Skills

- **Drawing Layers**
  - Create Drawing Layers
  - Create a new drafting layer (ALT + N)
# Most Used Skills Report

**Most used skills**

Your most used skills in November 2021.

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<tr>
<td>Dimensioning</td>
<td>🟢uru</td>
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<td>6%</td>
<td>8/121</td>
</tr>
<tr>
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<td>🟢uru</td>
<td></td>
<td></td>
<td>5%</td>
<td>9/168</td>
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<td>🟢uru</td>
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<td>3%</td>
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<tr>
<td>Application Setup and Settings Mod...</td>
<td>🟢uru</td>
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<td>2/126</td>
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<tr>
<td>Navigation</td>
<td>🟢uru</td>
<td></td>
<td></td>
<td>3%</td>
<td>2/45</td>
</tr>
</tbody>
</table>

**How do I read this?**

- **No commands**
- **Not used**
- **Least used**
- **Most used**
- **Recommended**

- **Skill**
  - A related collection of commands
  - Core: Common, everyday commands that form the basis of most users' usage
  - Occasional: Targeted, less frequently used commands
  - Rare: Rare commands that meet the needs of specific workflows
## Most Used Skills Report

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Most Used Skills Report

Your most used skills in November 2021.

<table>
<thead>
<tr>
<th>Skill</th>
<th>Core</th>
<th>Occasional</th>
<th>Rare</th>
<th>% of Total</th>
<th>Commands Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Object Modification</td>
<td>17/41</td>
<td></td>
<td></td>
<td>29%</td>
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<tr>
<td>Core</td>
<td>ER</td>
<td>MO</td>
<td>CO</td>
<td>TR</td>
<td>EX</td>
</tr>
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<td>1/33</td>
<td></td>
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</tr>
<tr>
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### CORE
- 9/23

### OCCASIONAL
- 0/16
- Skills: LS, SE, LP, CT, LL, LS, LE, LN, LE, LP, SH, SE, -CT, LF, VL, VL

### RARE
- 0/4
- Skills: CL, CL, LO, LM
## Most Used Skills Report

<table>
<thead>
<tr>
<th>SKILL</th>
<th>CORE</th>
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<th>RARE</th>
<th>RARE</th>
</tr>
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<tbody>
<tr>
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<td>0/16</td>
<td>0/4</td>
<td></td>
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</table>

**LA** - LAYMCUR

- Times used: 8 (0.13% of overall usage)
- Set the current layer to that of a selected object

<table>
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### Most Used Skills Report

#### Recommended commands

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</tr>
</tbody>
</table>

#### Core Skills

- Core: 4/26
- Recommended commands: **PO**

#### Occasional Skills

- Occasional: 0/42
- Recommended commands: **PO**

#### Rare Skills

- Rare: 0/3
- Recommended commands: **PO**
What it takes to enable this capability

<table>
<thead>
<tr>
<th>SKILL</th>
<th>CORE</th>
<th>OCCASIONAL</th>
<th>RARE</th>
<th>% OF TOTAL</th>
<th>COMMANDS USED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drawing Layers</td>
<td></td>
<td></td>
<td></td>
<td>43%</td>
<td>9/43</td>
</tr>
<tr>
<td>Object Modification</td>
<td></td>
<td></td>
<td></td>
<td>24%</td>
<td>22/109</td>
</tr>
<tr>
<td>Object Control</td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
<td>4/43</td>
</tr>
<tr>
<td>Object Creation</td>
<td></td>
<td></td>
<td></td>
<td>6%</td>
<td>6/71</td>
</tr>
<tr>
<td>Open and Save Drawings</td>
<td></td>
<td></td>
<td></td>
<td>4%</td>
<td>4/37</td>
</tr>
<tr>
<td>Object and Text Display</td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
<td>3/25</td>
</tr>
<tr>
<td>Annotation</td>
<td></td>
<td></td>
<td></td>
<td>2%</td>
<td>9/68</td>
</tr>
<tr>
<td>Drawing Environment Customization</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
<td>1/64</td>
</tr>
<tr>
<td>Object Properties</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
<td>3/12</td>
</tr>
<tr>
<td>Calculate, Query, and Measure</td>
<td></td>
<td></td>
<td></td>
<td>1%</td>
<td>3/25</td>
</tr>
</tbody>
</table>
The Team

Doug Abt
Sr. Technical Product Owner

Stephen Alvares
Product Manager

Lee Ambrosius
Principal Content Experience Designer

Ashish Arora
Sr. Manager Product Analytics

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Sr. Director, Data Science

Ciaran Carroll
Data Scientist

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Principal Software Engineer, Data Analytics

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Principal Experience Designer

Seema Jaisinghani
Director, Engineering

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Content Development Mgr. Certification & Curriculum

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Sr. Mgr. Engineering - Cloud Analytics & Big Data Reporting

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Veronica Meuris
Principal Experience Designer

Luminita Nagy
Principal Engineer

Renjini Nair
Principal Engineer

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Sr. Experience Design Architect

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Sr. Experience Design Architect

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Senior Product Manager, AutoCAD

Fred Speers
Sr. Mgr. Content Strategy & Learning Experience

Mahesh Sreedharan
Principal UX Designer

PAST CONTRIBUTORS
Skill Builder + Skill Tree
How might we combine our efforts

Skill Builder + Skill tree
**How might we predict skills**

Skill Builder for design tools

<table>
<thead>
<tr>
<th>Data source</th>
<th>Event</th>
<th>Frequency</th>
<th>Weight</th>
<th>Core</th>
<th>Occasional</th>
<th>Rare</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTODESK</td>
<td>Tool use</td>
<td>High</td>
<td>Smallest</td>
<td>No multiplier</td>
<td>Small multiplier</td>
<td>Larger multiplier</td>
</tr>
<tr>
<td>AUTODESK</td>
<td>Tool insights</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

= Insight enhanced “XP” value
How might we combine our efforts
Skill Builder + Skill tree

We are already encouraging people to take proactive actions to improve predictions.
Skill Builder for design tools

You can improve your skill predictions by registering for Autodesk insights. Skill predictions and Autodesk tool insights remain personal to you and the sharing of your personal data will only be used to improve the predictions and suggested development goals you receive.

<table>
<thead>
<tr>
<th>Tools</th>
<th>Use</th>
<th>Autodesk insight enabled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autodesk AutoCAD</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Autodesk Revit</td>
<td>Yes</td>
<td>Coming Soon</td>
</tr>
</tbody>
</table>
So what?
• Bite sized insights
• Targeted training on tool updates
• Tailored actions for reviewers

• "How do we"
• Personal insights
• Connect with peers
• Certification

• Certification
• Superuser training
• Content creation
Takeaways

✓ Line of sight – people respond well to help at the point of need

✓ Chunked up and blended content, self-study and interaction

✓ Think about the potential of the data you have

✓ Start small, think big

✓ Sharing sparks ideas
Work with us

My Insights are continually being developed and the team behind this effort are always looking for customers to provide feedback or participate in user research.

Autodesk Research is exploring what in-product insights could look like in the next 5–10 years and doing research into intelligent features that help our customers be more productive and achieve better outcomes. To achieve this, we rely on high-quality customer data, and are looking for customers who would like to partner with us.

Interested in collaborating with us on our exciting journey?

Autodesk Research Community Connect with us through your CSM
Join the Autodesk Research Community

- **Provide direct feedback**: Interact with product and design times and provide direct feedback on existing capabilities, new concepts, and future-oriented projects.

- **Shape future products and services**: Discover what teams are working on and see how customer feedback is shaping product development.

- **Our Promise**: Your contact information will only be used to notify and invite your participation. You can opt out anytime.

Join us!