Prototype Design of an Employee Engagement Application

SUNY Polytechnic Institute
IDT599 Capstone
Master’s Thesis Presentation
Jennifer Eng

“Voice of the Employee”
• Created a digital mobile-based application prototype of an **Employee Engagement application** focusing upon the below design concepts:

- User Experience Design
- Customer-Centric Design
- Universal Design Principles
- Gamification Techniques

• Project was focused upon answering the following research questions:
  1. How would one design a corporate application that incorporates design aesthetics more commonly used in consumer and social user experiences?
  2. What universal design principles can be incorporated to improve the usability of the application?
  3. How can gamification design concepts be incorporated to promote user adoption and engagement of the application?
• To achieve the final product of the application prototype for this project, some of the research and methodologies are:

  - Review and evaluation of existing employee engagement applications in the market
  - Focus upon user experience design frameworks to iteratively design application
  - Use of user journeys to outline user experience against different personas
  - Applying the MDA gamification framework to stimulate participation and repeatability

• Utilizing Adobe XD for the design of the application prototype
  - Enterprise-level design application used for designing corporate based applications
  - Easy to use, no coding experience required
  - Included functions to allow for modular and scalable design
Project Context

Why Employee Engagement Application?

- Traditional practice of many companies has been the use of annual employee surveys, however this approach has many flaws

  70% of employees do not respond to annual surveys

  ~30% of employees thought they are pointless

  80% of employees believe managers would not act upon survey results

  Statistics based on a study conducted by OfficeVibe in 2019 (LaFleche)

- Then why do companies not change how they engage with employees? How can they better be in touch with their employees, especially when...

  \[
  \text{“If you look after your employees, they’ll look after your customers which in turn will look after your bottom line.”} \\
  \text{(Employee Engagement Awards, 2018)}
  \]

- This application prototype factors in the pain points of employees in such employee engagement studies and varying strategies in which to entice employees to participate in the new way of corporate employee engagement.
Application prototype design can be found here.

See Appendix for sample design screenshots.
• Experienced several different obstacles throughout the project:
  • Keeping within project scope and project research objectives
  • Focusing upon project being an Information Design project, not an HR project
  • Avoiding need to design a fully functional application prototype
  • Learning to use Adobe XD
• Re-review of the project research questions:

1. How would one design a corporate application that incorporates design aesthetics more commonly used in consumer and social user experiences?

   One way is through use of imagery and iconic representation to navigate and utilize application. Such design promotes understanding and reduces the learning curve of a new application.

2. What universal design principles can be incorporated to improve the usability of the application?

   Many universal design principles can be applied that makes the application more pleasing to the eye and improves usability of the application.

3. How can gamification design concepts be incorporated to promote user adoption and engagement of the application?

   Gamification adds an element of fun and competition into an application and in this case, to solve a business problem.
   • Leadership Board
   • Point System
   • Avatar
Q&A
Appendix

Screenshots and Demo

Page Name: Home Page

This is the launching page to all other parts of the application with a common header that persists throughout the application and a simple, straightforward menu navigation.

Next > Click FAQs
The FAQs page is intended to answer frequently asked questions by employees and managers. It is less focused on how to use the application, as the application design is intended to be intuitive and self-guided, but more focused on the HR aspect of the application.

Click on the right-facing arrows to expand and display the answer to the question. Click the down-facing arrows to collapse the answers.

Next > Click the Avatar
Appendix

Screenshots and Demo

Page Name: Personalization Page

The Personalization page allows the user to setup and change their avatar to individualize the application. Any photo can be uploaded.

Next > Imagine a notification appeared that a new survey is available and the user clicks on the direct link to the survey
Appendix

Screenshots and Demo

Page Name: Daily Employee Survey

The direct link navigates the user to the daily employee survey. The user responds by swiping right or left on the emoji bar to respond to the question of how was their day, then clicks Submit.

Next > Click Submit
Page Name: Thank You Page

After a survey is completed, a thank you page is displayed providing the employee with participation points on completing the survey and a snapshot of the leaderboard board of top participants.

Next > 152 stars icon
Appendix

Screenshots and Demo

Page Name: Rewards Redemption Page

Users earn stars (point system) for completing surveys and can trade in those stars for rewards.

Next > Click Home then Complete Surveys menu button
Appendix

Screenshots and Demo

Page Name: Uncompleted Surveys

Users would be notified real-time when a survey is available and be provided with direct links to access the surveys. Though this page provides a consolidated listing of surveys that have not yet been completed by the user up through the survey expiration date, in case the user did not respond to the survey immediately.

Next > Click on Town Hall Survey
Page Name: Town Hall Survey

This survey would have been distributed to the user immediately upon concluding the town hall. User can respond by turning the thumb icon on their mobile device to provide different feedback responses, similar to that of a 1-to-5 scale.

Next > Click Submit then Leader Board menu button
Page Name: Leader Board

The leaderboard provides a month-to-date view of the user’s participation and points earnings as comparison to their peers. This page is intended to spawn a sense of competition to boost participation.

Next > Imagine it is late night and a notification appears as you’re leaving the office and the user clicks on the direct link to the survey
Appendix

Screenshots and Demo

Page Name: Late Night Employee Survey

This is a just-in-time survey that targets employees who worked late in the office that day.

Next > Respond Yes
Appendix

Screenshots and Demo

Page Name: Late Night Survey Follow-Up Question

After responding yes to the last question, a follow-up question is displayed. User can select one or more of the different sentiments and provide text-based comments.

Next > Respond Accomplished
Appendix

Screenshots and Demo

Page Name: Late Night Survey Follow-Up Question

Submit button appears once the user provides their response. User can select additional sentiments and provide comments.

Next > Click Submit, Home, then Manager Dashboard menu button
The manager dashboard provides an aggregated view of the employee responses with insights on data anomalies and artificial intelligent recommendations on how to potentially boost employee engagement in the targeted areas.

Next > Click the Terrible facet
Appendix

Screenshots and Demo

Page Name: Manager Dashboard Multi-Dimensional Facets

The manager dashboard bar graph refreshes to show multiple sentiment facets and provides additional insights to the manager on the trends and anomalies of the data. It also compares its scores amongst the manager’s peers as a point of comparison.

Next > Respond Yes to setting a reminder
Manager responds Yes to set a reminder to check with HR in 2 weeks. This keeps a manager’s checklist up-to-date with action items to address employee engagement issues or concerns.

Next > Click View Manager Checklist
Appendix

Screenshots and Demo

Page Name: Manager Checklist

Manager has a checklist that keeps them accountable for their action items. It includes a due date and progress bar to track each of the items through to completion.

End of Demo