

CULTURE BOOSTER

RECOMMENDED FEATURES REPORT
ANNOTATED WIREFRAMES

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INTRODUCTION

Culture Booster is a local, bootstrapped, business-to-business (B2B) start up. Its goal is to improve people's work lives and helping businesses and organizations maximize employee lifetime value by transforming culture in meaningful, measurable ways with remarkable outcomes.

Their founder believes that the best way to achieve this is by helping organizations create environments that are conducive to people bringing their best selves to work each day —enabling employees to consistently give their head, heart, and hands to their work and workplace.

BACKGROUND

Culture Booster is an employee engagement software (EES) platform that helps organizations share feedback, improve collaboration, make goals, and capture innovation amongst their employees.

The Culture Booster software-as-a-service platform is designed to be an easy system that does hard work, replacing or significantly augmenting other forms of “culture work” traditionally performed by consultants or done in an ad-hoc fashion by internal organizational champions.

Culture Booster’s data-driven approach brings together four key elements of effective culture-change work: **sharing feedback, making goals, increasing collaboration, and capturing innovation.**

Its reporting feature(s) are their differentiator in the marketplace, allowing users to drill down and see in detail how specific groups are experiencing the organization.

FOCUS AREAS

PRIMARY USERS

Culture Booster is tailored to serve three user groups so that they can work arm-in-arm to transform their work environments:

- **Executives** looking for data to inform their strategy
- **Managers** looking for support to reach their goals
- **Employees** looking for true empowerment to increase engagement

SECONDARY USERS

- **Consultants** looking for a tool to provide added value to their practice



METHODOLOGY & RESEARCH

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METHODOLOGY & RESEARCH

Competitive Audit: In order to better understand the Employment Engagement industry competing and comparable websites were evaluated to gain insights on the industry, find inspiration. understand possible problems and pain points and brainstorm possible features.

Stakeholder Interview: Stakeholders of Culture booster were interviewed to get a better understanding of the company's mission, values and future plans for the platform.

User Journey Map: To better understand the perspective of Culture Booster's users, a journey map was developed with various scenarios laid out to identify feelings, thoughts, actions and outcomes. This process also helps identify future development opportunities.

Feature Cards: 85 low-fidelity prototypes were created with brief scenarios and descriptions and were used to evaluate feasibility, usability and development budget estimates. 10 features were then determined to be the best candidates for potential development.

Kano Analysis: The 10 potential features were evaluated through a survey evaluating satisfaction, functionality and importance of the potential features to determine which would-be the greatest impact for users.

High Fidelity Framing: Based on synthesis of analysis and interviews it was determined building out two new dashboards full of new features would be an effective way of pushing out some new features to users in a framework that is familiar and expected.

JOURNEY MAP

JMWB



Culture Booster

Journey Map



Sally Sunshine

Meet Sally, a St. Paul Public School Teacher

Scenario:

Sally Sunshine is a busy teacher at a St. Paul Public School. She's been asked to log in to Culture Boost to familiarize herself with the new system. She's not sure what it's all about but heard that she is able to submit suggestions for changes in her building through the platform.

Goals:

Identify areas of opportunity and strengths of existing platform by following an employee through the processes of some of the key features.

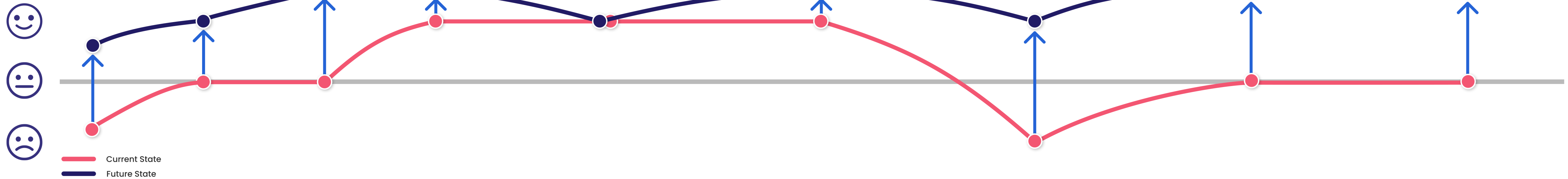
PHASES

KEY TASKS

INTERACTION TOUCHPOINTS



Visiting page for the first time. Receives prompt to setup profile. Orientating Profile setup User noticed Star modal and sees she's received recognition. User submits a star recognition for her classroom aide. Seeing an activity feed, user leaves a thumbsup for a friend's post. User makes a suggestion about something that's concerns her. User is excited to hear her suggestion change is being acted on.



User Thoughts and Feelings

Current State

Isn't sure at first what to do seeing a summary graph page then sees a pop up to set up profile. Feeling confused.

Sally wonders how much information to include on her biography, what it will be used for and how long it will take to fill out.

Sally gets a notification she got a new email. Her boss emailed to thank her for the extra efforts she made. Sally feels appreciated.

N/A

N/A

Sally thinks her concerns about the cateteria are outside of her lane but is interested in driving reform in that area. She thinks her district will not listen to her concerns.

N/A

Future State

Likes the customized SPPS page. Sees multiple activity modules that are clear action items. Eager to learn more.

Sally is delighted by the ability to add some meaningful dates to her profil as well as choosing for of her favorite things to share with co-workers.

Sally feels happy because the setting up the tutoring program was a lot of work. She's glad to feel seen and appreciated by her boss.

Knowing how good the Star reward from her boss made her feel, Sally remembers that her co-worker Alice went above and beyond to help one of her pupils who was struggling last week.

Sally is excited to see a positive comment on SPPS activity feed encouraging more volunteers to show up to a fundraising event.

Sally is worried about the use of styrofoam in the cafeteria for school lunches, it has bothered her for years but hasn't felt comfortable saying anything until she sees the Make a Suggestion box on her landing page.

Sally is feeling happy and affirmed by her suggestion being heard and implemented.

User Actions

Current State

Clicks on modal to fill out profile page.

N/A

Sally gets a message letting her know she's received a star from a her boss, the school principal for her extra efforts with after school tutoring program.

While getting ready to exit Culture Booster, Sally thinks paying it forward to her co-worker is a great idea, feels excited and takes an extra couple minutes to send her co-worker a Star recognition.

N/A

Sally likes the comment and makes sure to tag a few of her coworkers to they don't forget the event.

Sally decides not to say anything. Sally feels empowered by the platform to express her concerns and suggest possible solutions to the problem.

Sally took the time to write the one-page brief on why she thought the change should be implemented and felt she had a space to make her case.

Future State

Likes the customized SPPS page. Sees multiple activity modules that are clear action items. Eager to learn more, Sally clicks on the edit profile link.

Sally notes to herself to check out her co-worker's profiles to learn more about them.

Opportunities

Building out modals that will clearly make their functions clear to the users upon first logging in will provide consistency and familiarity due to former experience with this model of layout making them more likely feel comfortable and interested in further engagement.

Offer some more data collection opportunities as well as wayfinding infomation to the user as they enter their personal data. Offer explanations for scope of data use and privacy settings.

Prompting the employer/manager to consider a small gift, coffee gift card, or note might make the reward even more memorable.

Now would be a good time to motivate users to do their part to improve workplace culture and gratitude by sending stars to others.

By keeping the user in one central system and making call to action to prompt and motivate users to take a couple extra minutes to send their own recognition of others in their community will help foster thoughtfulness, empathy and sense of belonging.

Allowing a communication status update and commenting modal could be a great way to help localize communication, remind users to submit suggestions and recognition of others in their company.

Consider allowing customized language on the suggestion page if the companies want to limit the scope of suggestions or explain something about the process. Language from CB would also be helpful to inspire companies.

Consider announcing successful implementations of employee suggestions to employees on Landing Page as news to encourage others and normalize the suggestion process.

ANNOTATED WIREFRAMES

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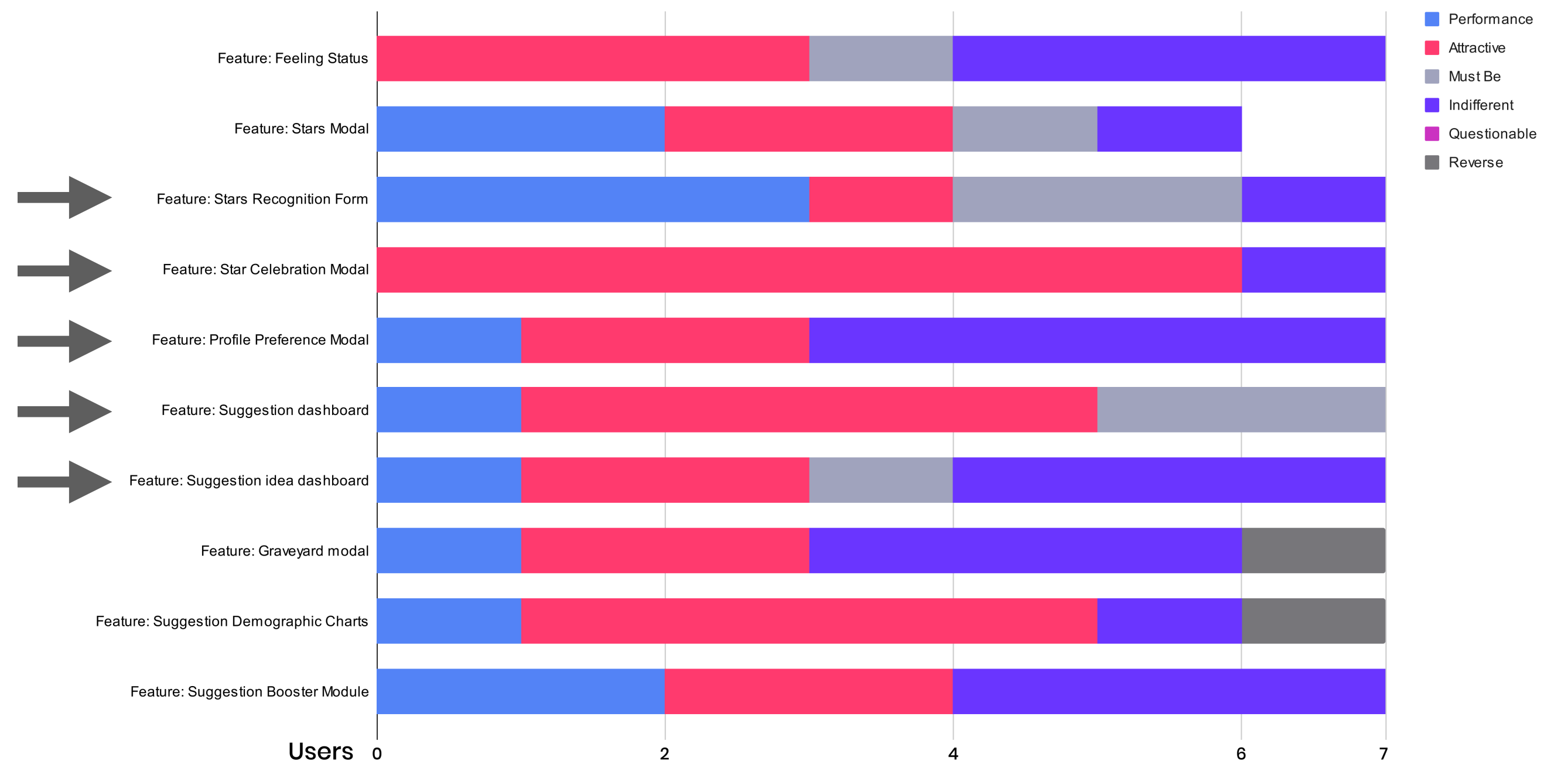


KANO ANALYSIS

PRIORITIZED FEATURES

After a competitive audit, examining the potential journey of an employee of a company using Culture Booster, speaking to stakeholders at Culture Booster the results were analyzed, categorized and prioritized for Kano analysis.

Features including modals for Star recognition, Suggestion dashboards and modals and profile functionality were determined to be the most impactful.



DESIGN PLAN

Given the constraints of 20 total software points (front and back end development) and the information distilled from all research and analysis, the following features are recommended:

- Landing Screen Dashboard for Employees
- Profile dashboard.

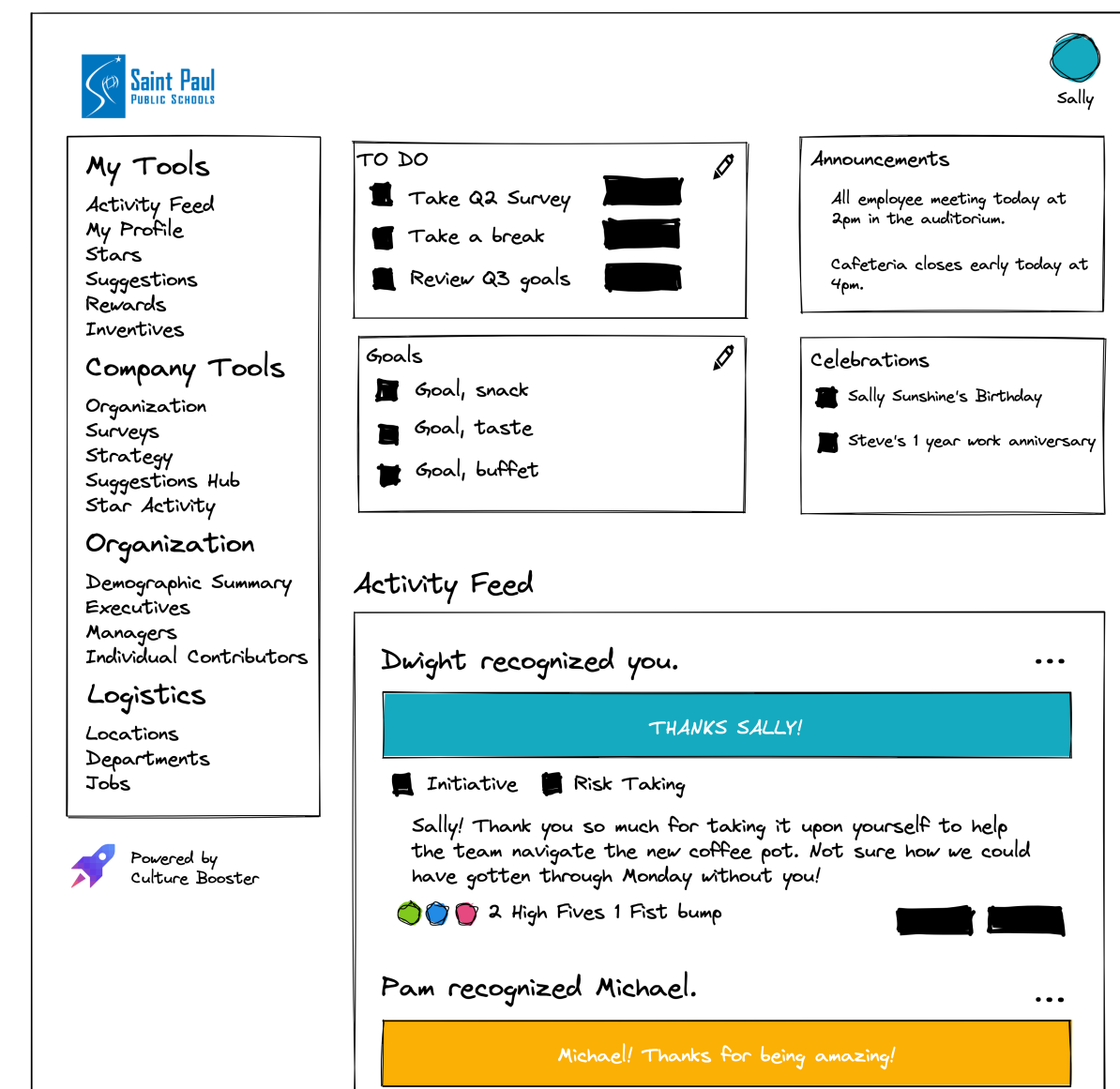
The designs include many of the impactful modals in our analysis.

DESIGN GOALS TO IMPROVE USABILITY

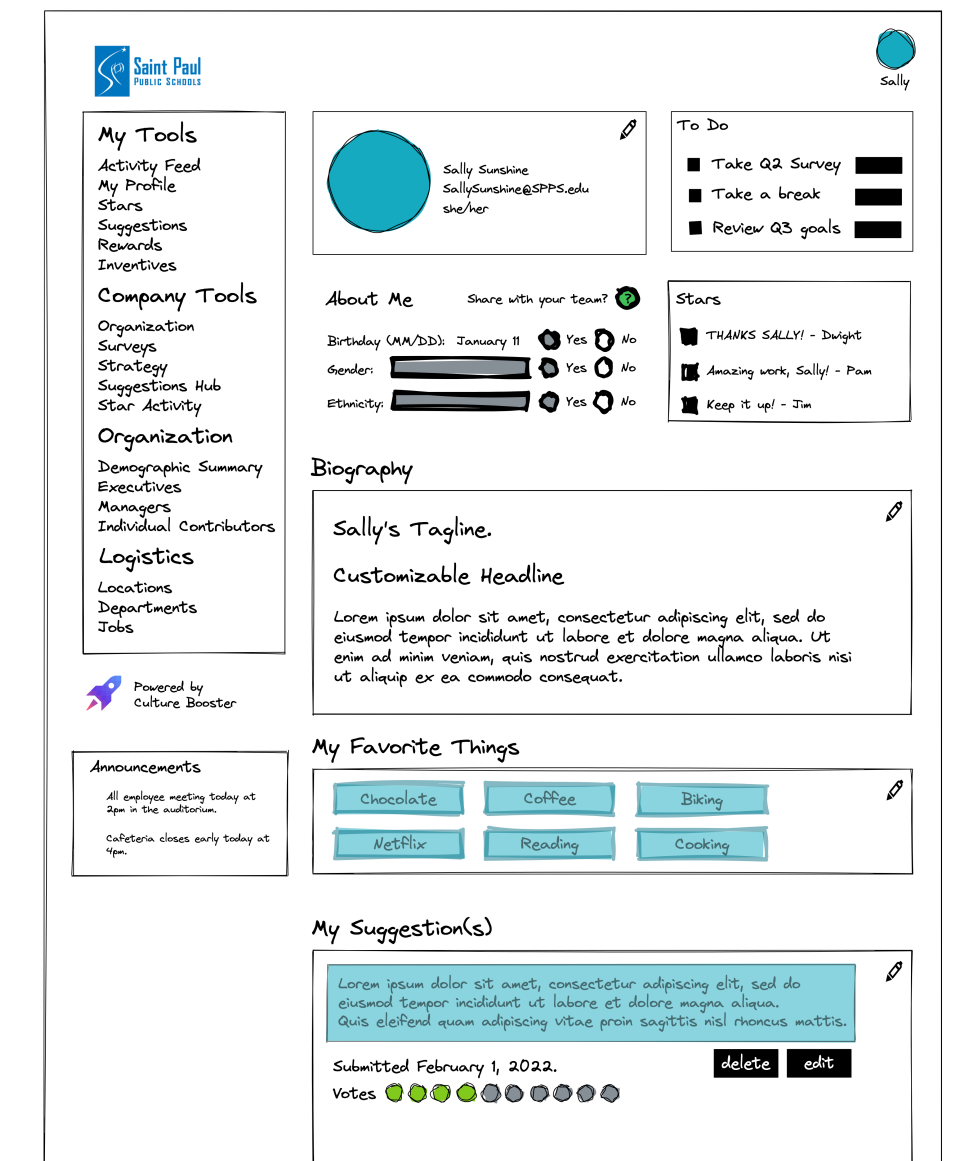
- Create features that provide clear calls to action for users. When they arrive at the page their options for action should be obvious and available.
- Create reusable modal components that could be well understood and recognizable from one page to the next.
- Create a pattern of boxes for users so they can understand the content and know where to go to take action.

In the following designs the subsequent steps of each modal have not been built out, but others on my team have been focusing on those deeper levels of details.

LOW FIDELITY DESIGN: INDEX DASHBOARD



LOW FIDELITY DESIGN: PROFILE DASHBOARD



Both dashboards were determined to be a point value of 11. However, some of the features and back end technology could be reused to bring the cumulative point value back down to 20.

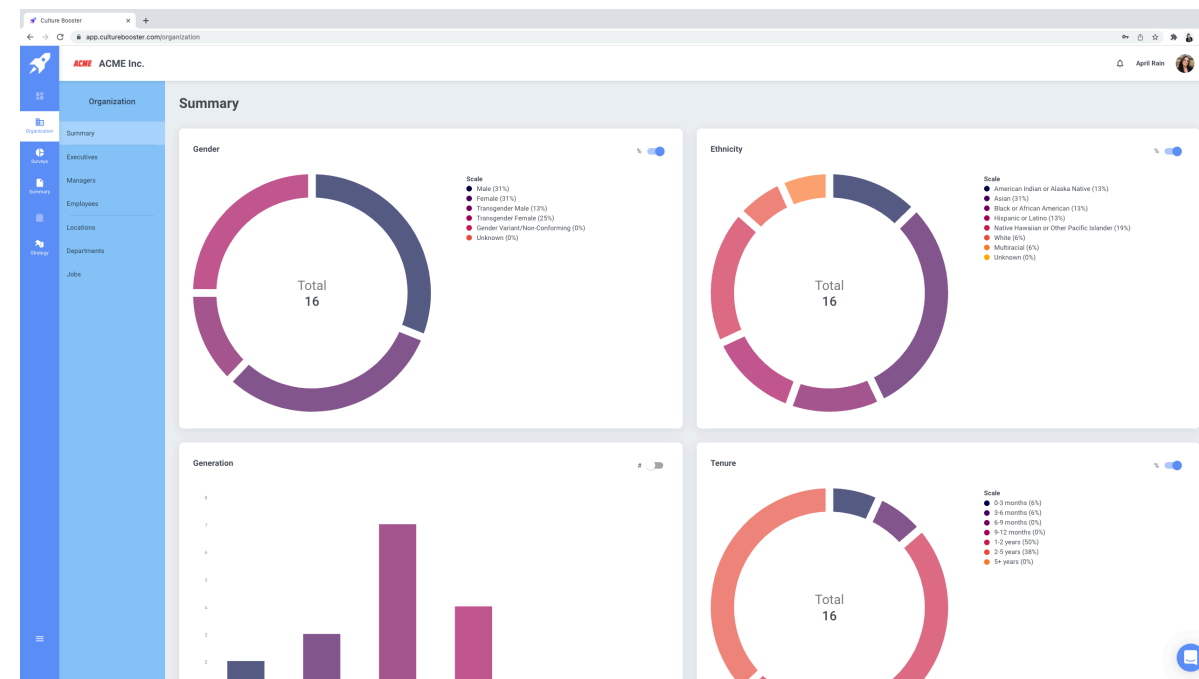
FEATURE: LANDING DASHBOARD

GOAL

Create an intuitive and exciting page that will grab users' attention and make it clear features are available and what tasks are required when they first login the platform.

RATIONALE

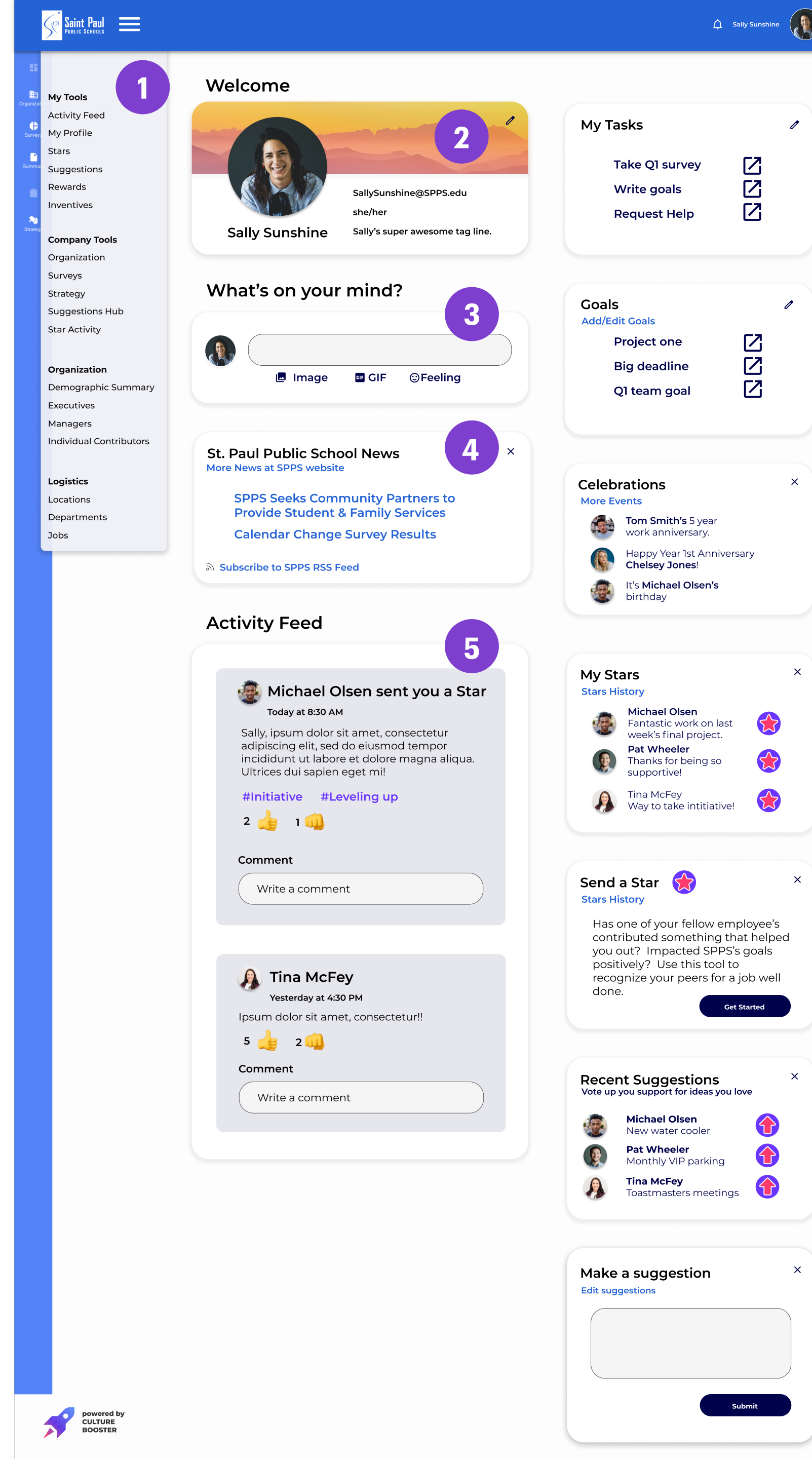
Create an intuitive and exciting page that will grab users' attention and make it clear features are available and what tasks are required when they first login the platform. Bringing various elements of performance management tools, surveys and goals into one platform helps remove friction for users.



CURRENT DESIGN

While the current page puts the measured demographic metrics at the forefront, it does not provide users with clear direction or calls to action. Making a few key feature changes could help to engage and delight users.

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1

User friendly menu bar specific to the user who is logged in will help them find their tools and tasks most applicable to them to help them achieve their goals fast and effectively.

2

Profile header is a repeated modal from landing and profile dashboards. It allows for a little visual personalization as well as key information about each employee. This helps teams know each other better and express themselves.

3

“What’s on your mind” modal can be used as a peer-to-peer communication tool as well as helping to unite remote teams, or departments in different locations.

4

New modal pulls an existing RSS feed from the organization’s website to further streamline the user’s experience and puts Culture Booster in a better position to become a regular platform users login to and engage with. This engagement supports Culture Booster’s mission to help create and support culture.

5

The Activity Feed highlights key culture events that relate to the user in real time. The live feed updates to keep users engaged, connected with one another and building community that helps support the emotionally strategic tools that Culture Booster offers.

FEATURE: LANDING DASHBOARD

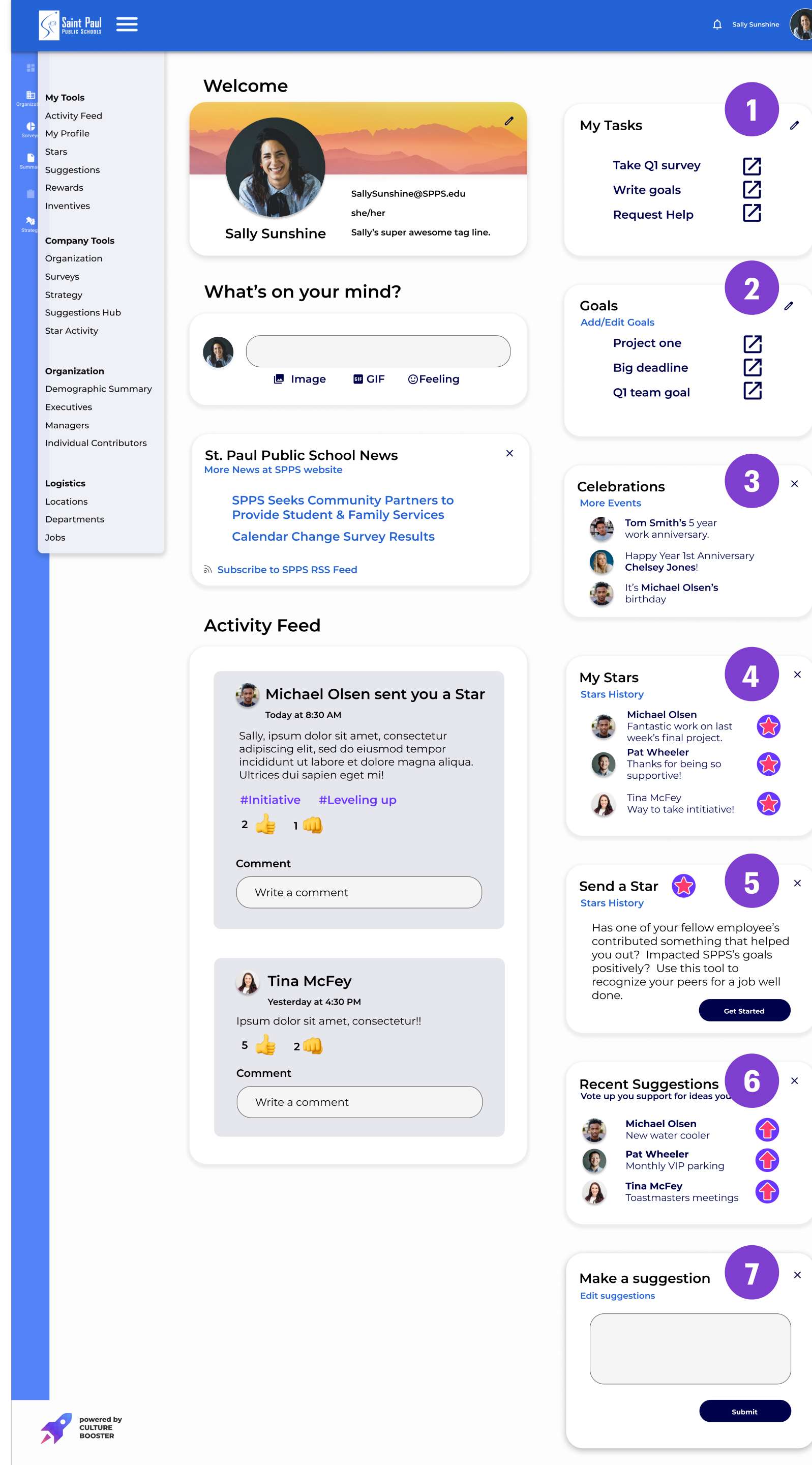
CONFIGURABLE MODALS

A key component to this new layout are all of the configurable modals that can be used from one screen or user type to another.

PUTTING USERS FIRST

By designing the dashboard to include the most actionable and important information applicable to them makes their experience clearer and more enjoyable.

The success of the platform relies not only on its usability but in its ability to engage its users and bring them back time and again.



1

Adding a “My Tasks” modal to the top right corner of the page provides users a clear path to knowing what their more important requirements are.

2

Goals modal includes links to more robust interfaces to flush out the details of goals set by individual, team and business.

3

Celebrations is another re-usable modal that leverages the date collection in the profile page for users’ milestones and important dates.

4

My Stars modal is a feed that includes the employee’s most recent recognitions. This feature helps with Culture Booster’s goal of creating sticky recognition. The Stars History link would bring a user to a separate Stars dashboard that allows them to review, edit, archive and submit recognition to peers and other employees.

5

The Send a Star modal also connects to more robust features but is included here under the My Stars feature to help remind and motivate users to submit recognition Stars to peers and others.

6

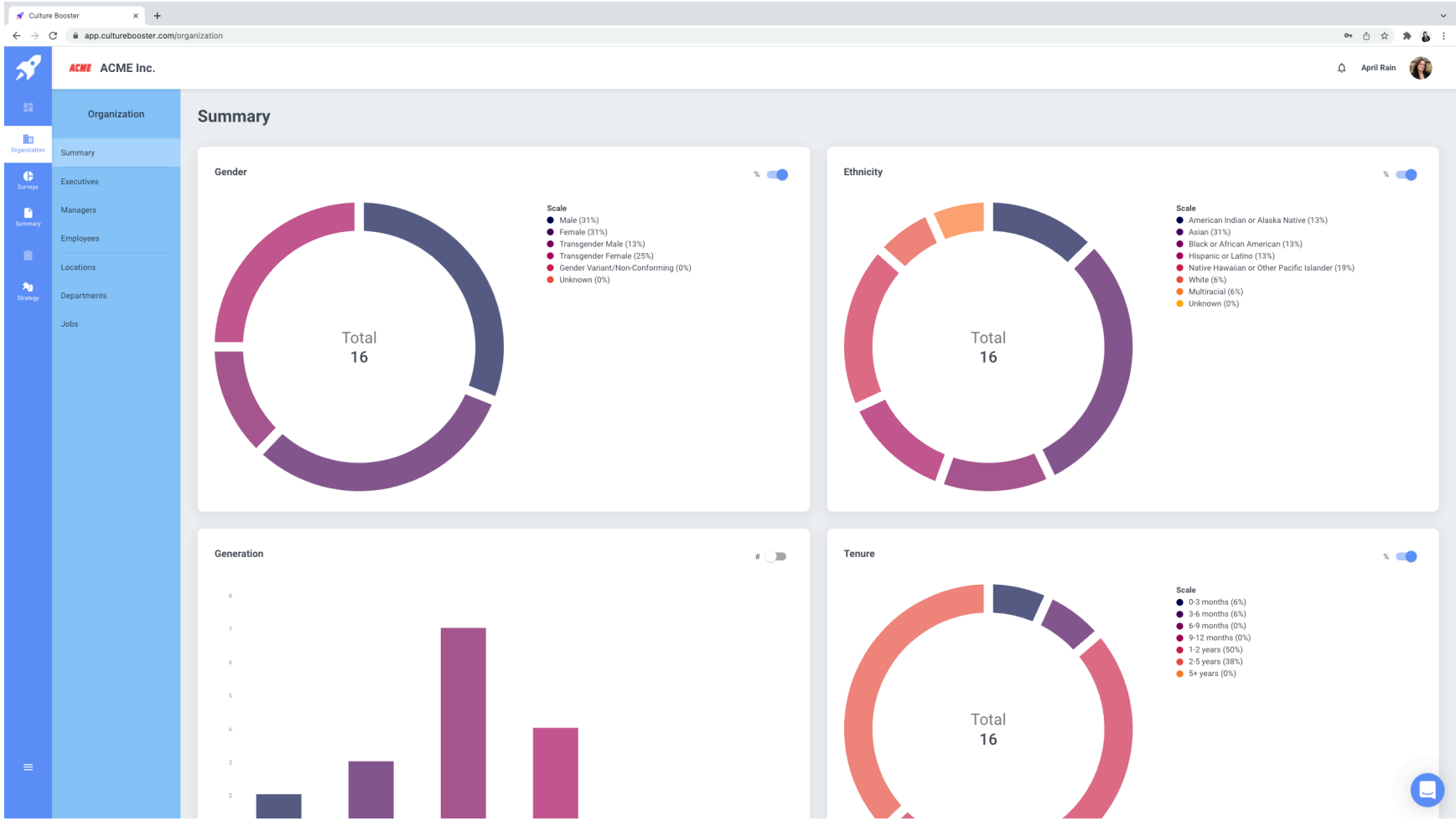
Recent Suggestions is another information feed that sends the most recent peer suggestions to this modal. The purpose of this is to generate interest and inspiration for others to participate in culture changing and improving activities.

7

Make a Suggestion modal placement is also strategically placed to remind users to be proactive and participate in suggestions for the betterment of their organization and culture.

FEATURE: LANDING DASHBOARD

BEFORE



AFTER

The screenshot shows a modern dashboard for Saint Paul Public Schools. It features a user profile for Sally Sunshine, a list of tasks, goals, and news items. The dashboard is organized into a grid with a sidebar menu.

My Tools

- Activity Feed
- My Profile
- Stars
- Suggestions
- Rewards
- Incentives

Company Tools

- Organization
- Surveys
- Strategy
- Suggestions Hub
- Star Activity

Organization

- Demographic Summary
- Executives
- Managers
- Individual Contributors

Logistics

- Locations
- Departments
- Jobs

Welcome

Sally Sunshine
SallySunshine@SPPS.edu
she/her
Sally's super awesome tag line.

My Tasks

- Take Q1 survey
- Write goals
- Request Help

Goals

- Project one
- Big deadline
- Q1 team goal

St. Paul Public School News

- SPPS Seeks Community Partners to Provide Student & Family Services
- Calendar Change Survey Results

Celebrations

- Tom Smith's 5 year work anniversary.
- Happy Year 1st Anniversary Chelsey Jansel

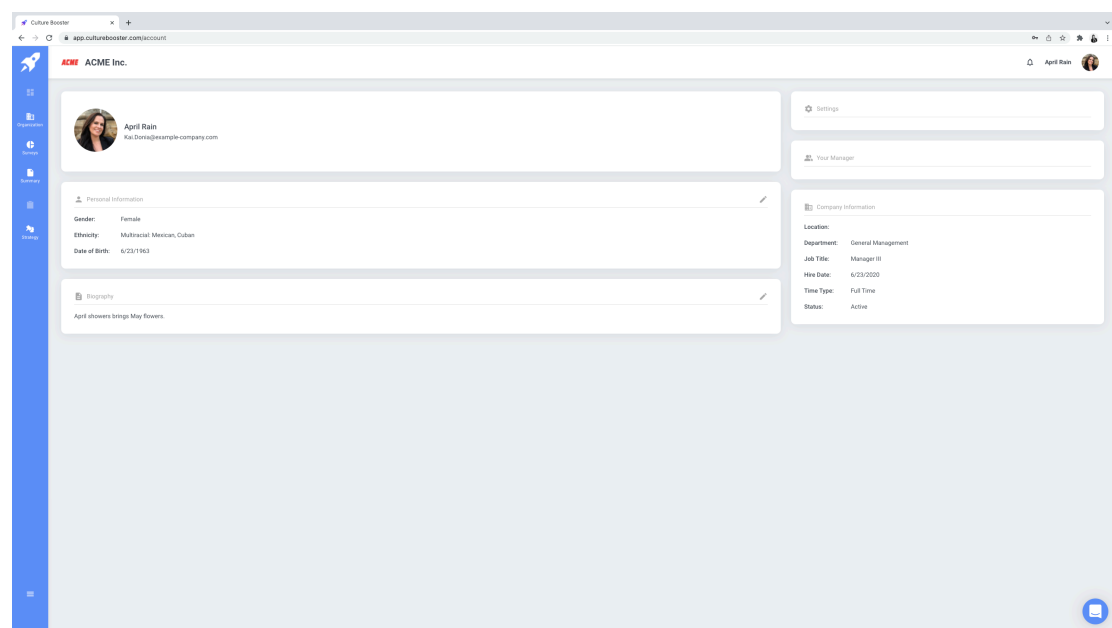
FEATURE: PROFILE DASHBOARD

GOAL

Design a space for users to easily add biographical content to their user pages. Modals offer a consistent and familiar pattern for users that allow for customization and privacy settings which are key factors in users feeling of safety and understanding.

RATIONALE

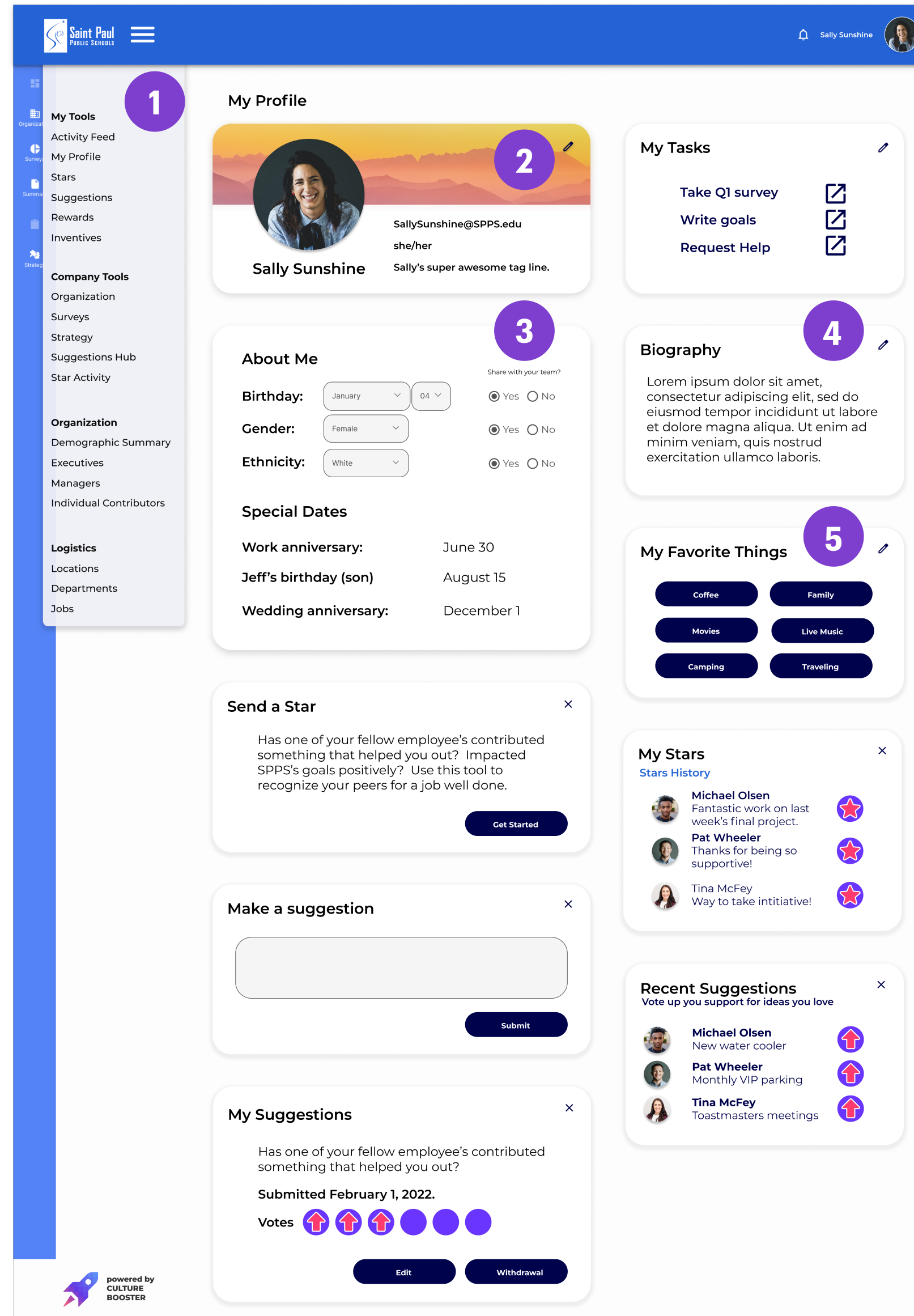
Presenting modals as touchpoint for information Culture Booster is trying to collect presents those calls to action in a familiar pattern users are used to. Many users are concerned about privacy so allowing levels of control for users is vital.



CURRENT DESIGN

The current page allows for a paragraph styled biography paragraph as well as some standard demographic data. An opportunity area for the existing page is to make more clear components for calls to action.

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User friendly menu bar specific to the user who is logged in will help them find their tools and tasks most applicable to them to help them achieve their goals fast and effectively.

2

Profile header is a repeated modal from landing and profile dashboards. It allows for a little visual personalization as well as key information about each employee. This helps teams know each other better and express themselves.

3

About Me and Special Dates section allows users to information important to building culture in business while offering some user control over how and where the information will be shared.

4

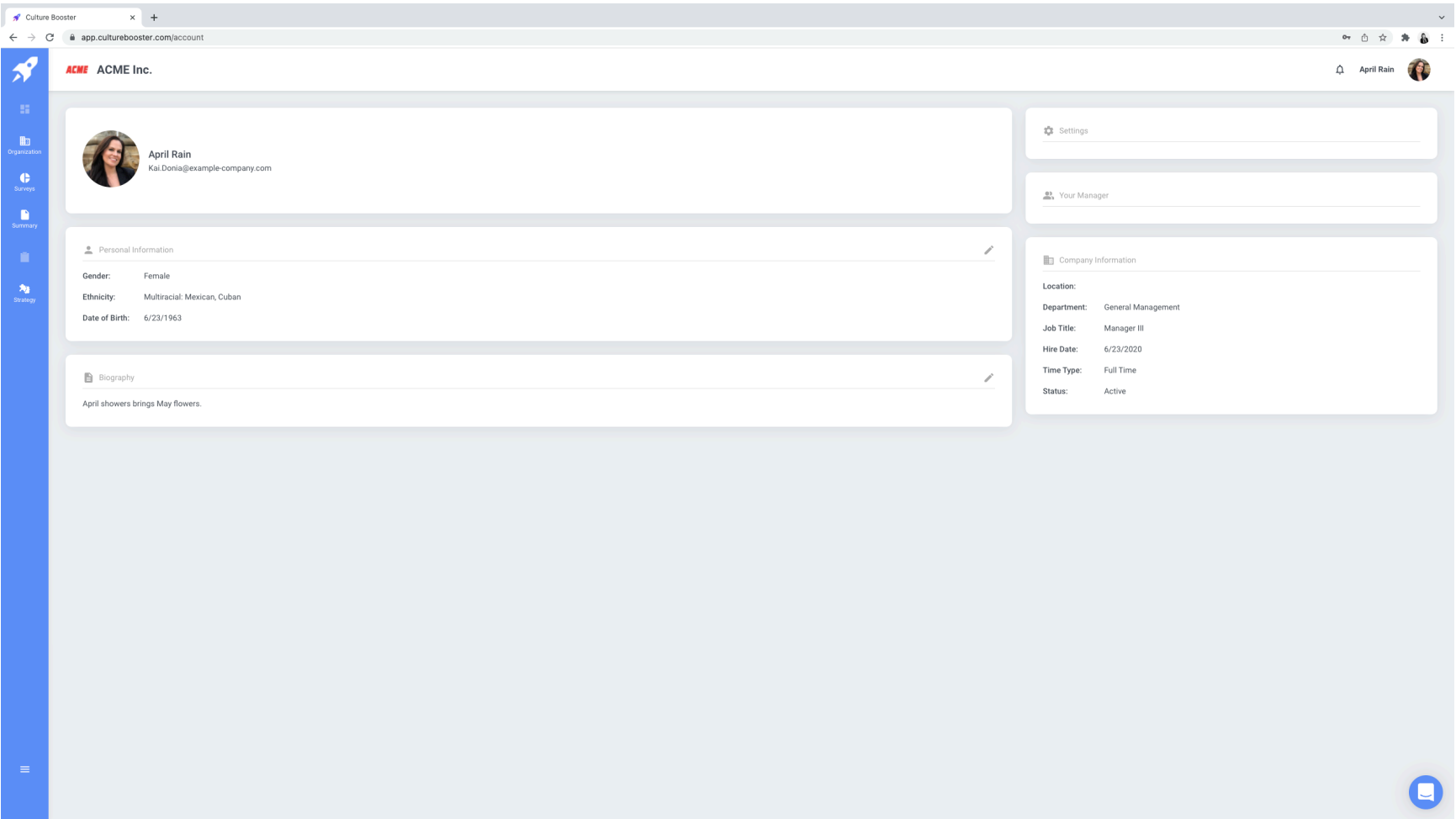
This modal allows users to a narrative paragraph introducing themselves to others in the organization.

5

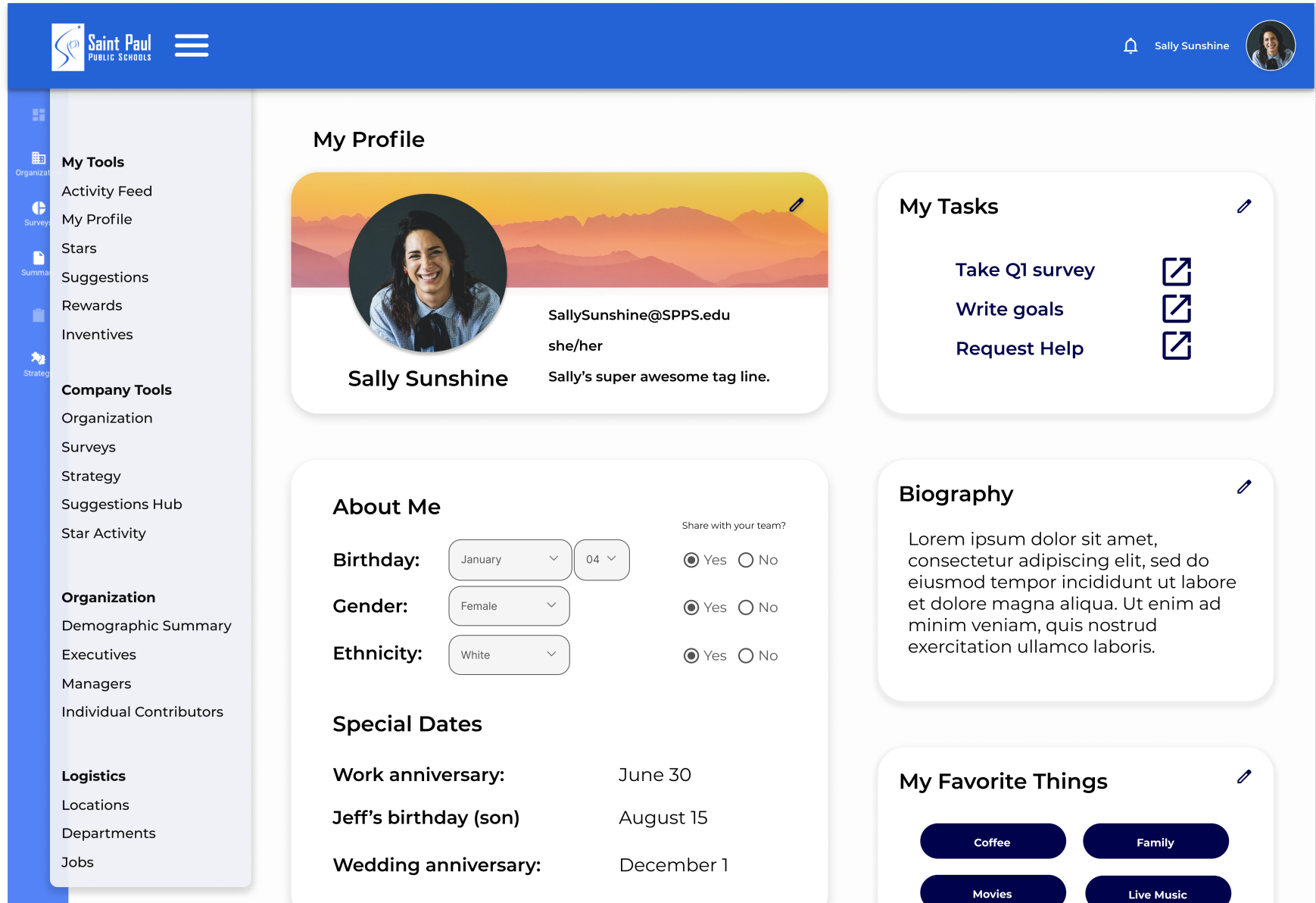
My Favorite Things modal offers users the opportunity to add keyword submissions for things they like. This information can be used by co-workers to get to know the employee better and personalize any incentives or gifts.

FEATURE: PROFILE DASHBOARD

BEFORE



AFTER



THANK YOU

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