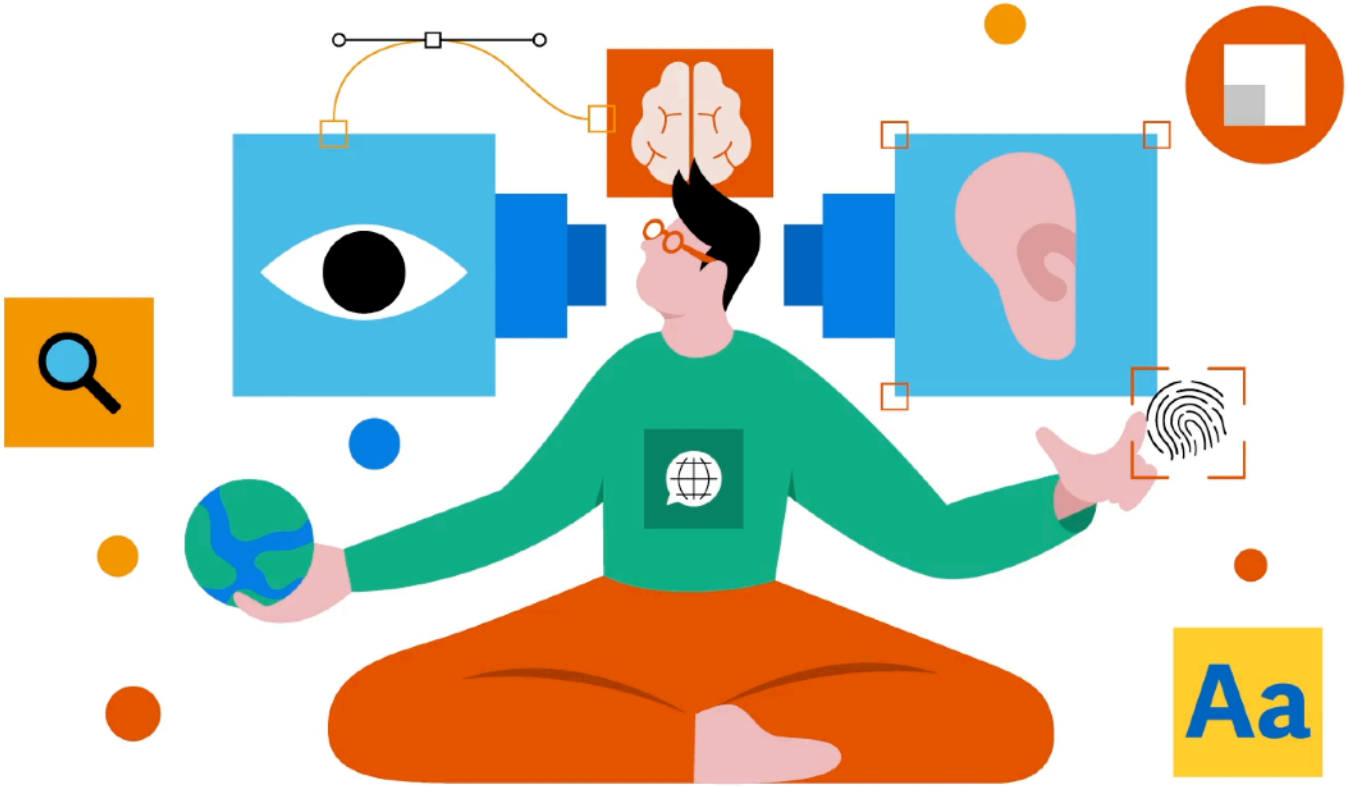
Reporting from the design transformation

Caroline Arvidsson
UX Research Manager



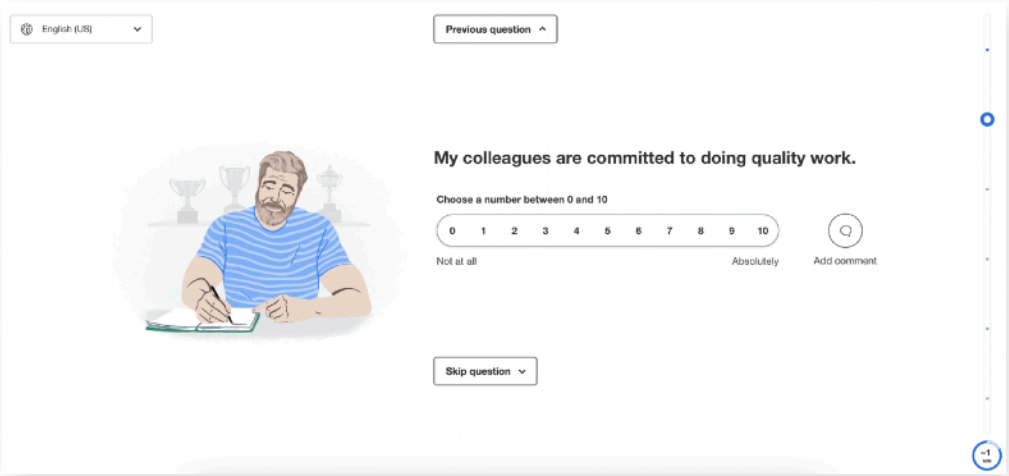
1. Emphasise cross-collaboration.
2. Make sense out of the hybrid model.
3. Embed design to have full impact.

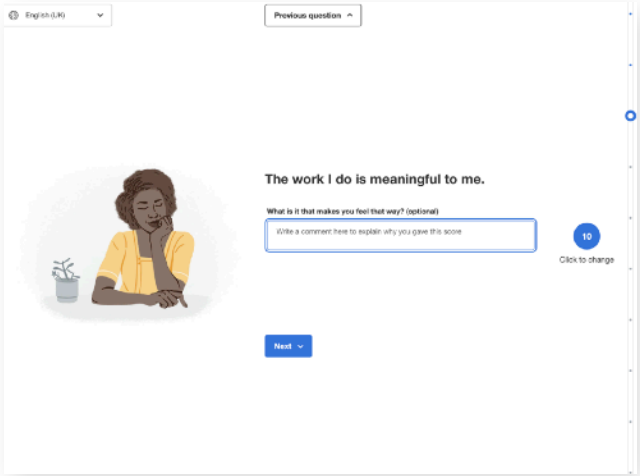
Employee Engagement Survey!

“

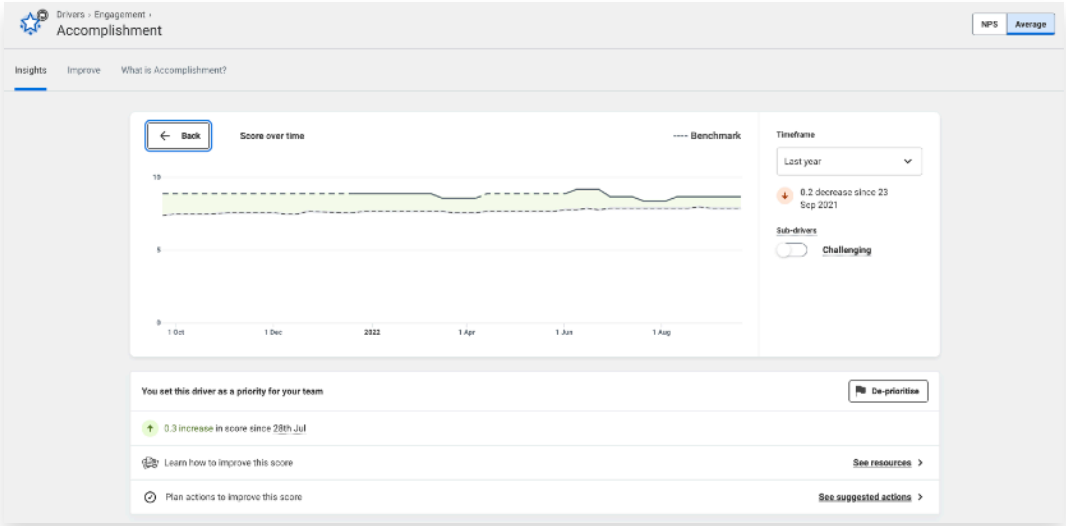
Employee Engagement is an outcome of the relationship between an organisation and its employees.

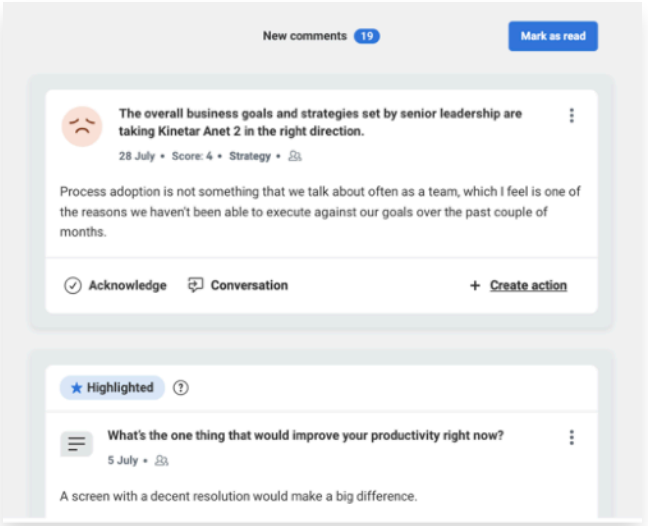
Continuous engagement survey



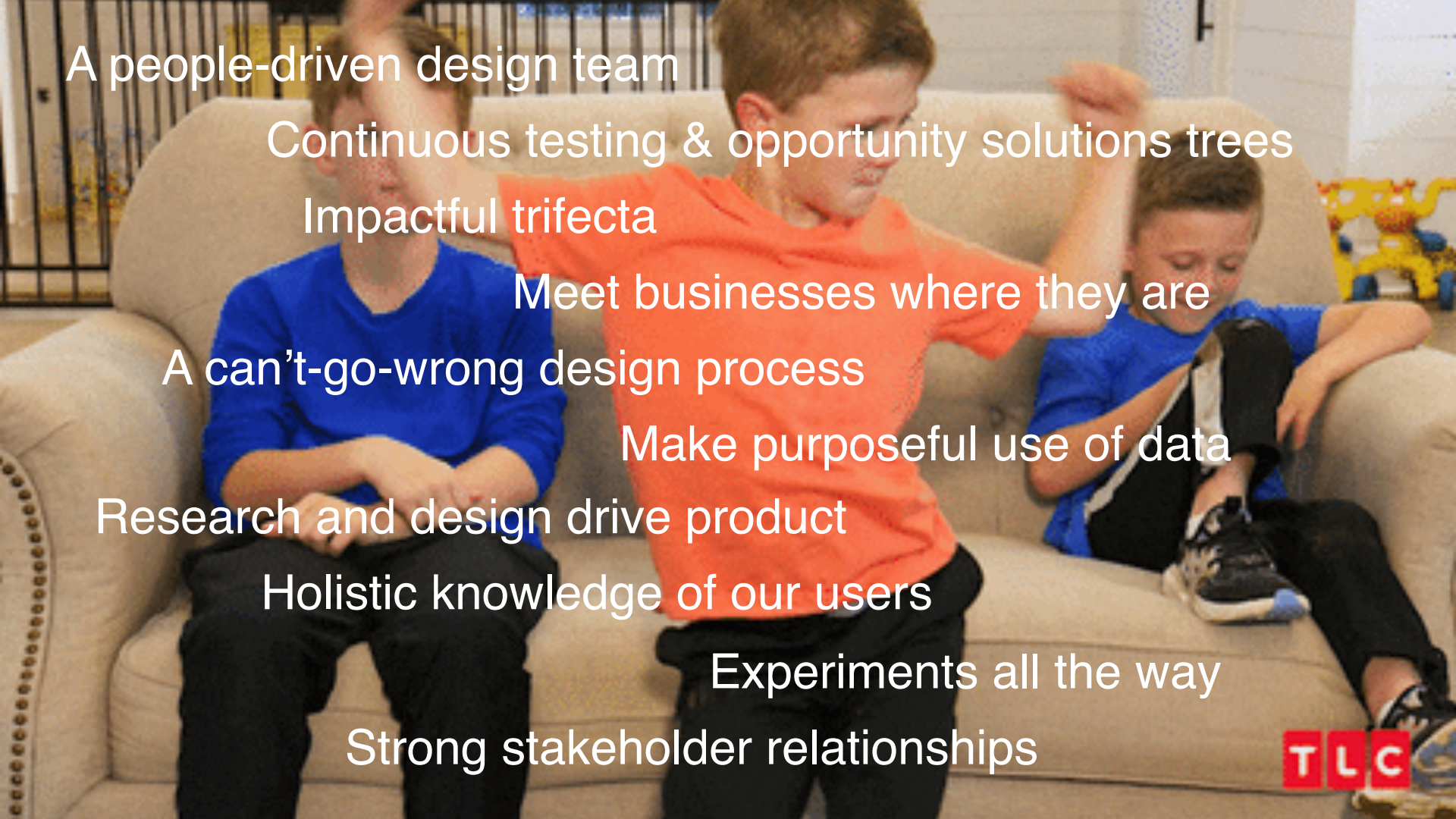


Continuous engagement survey





B
STAND
THE FIFTIES

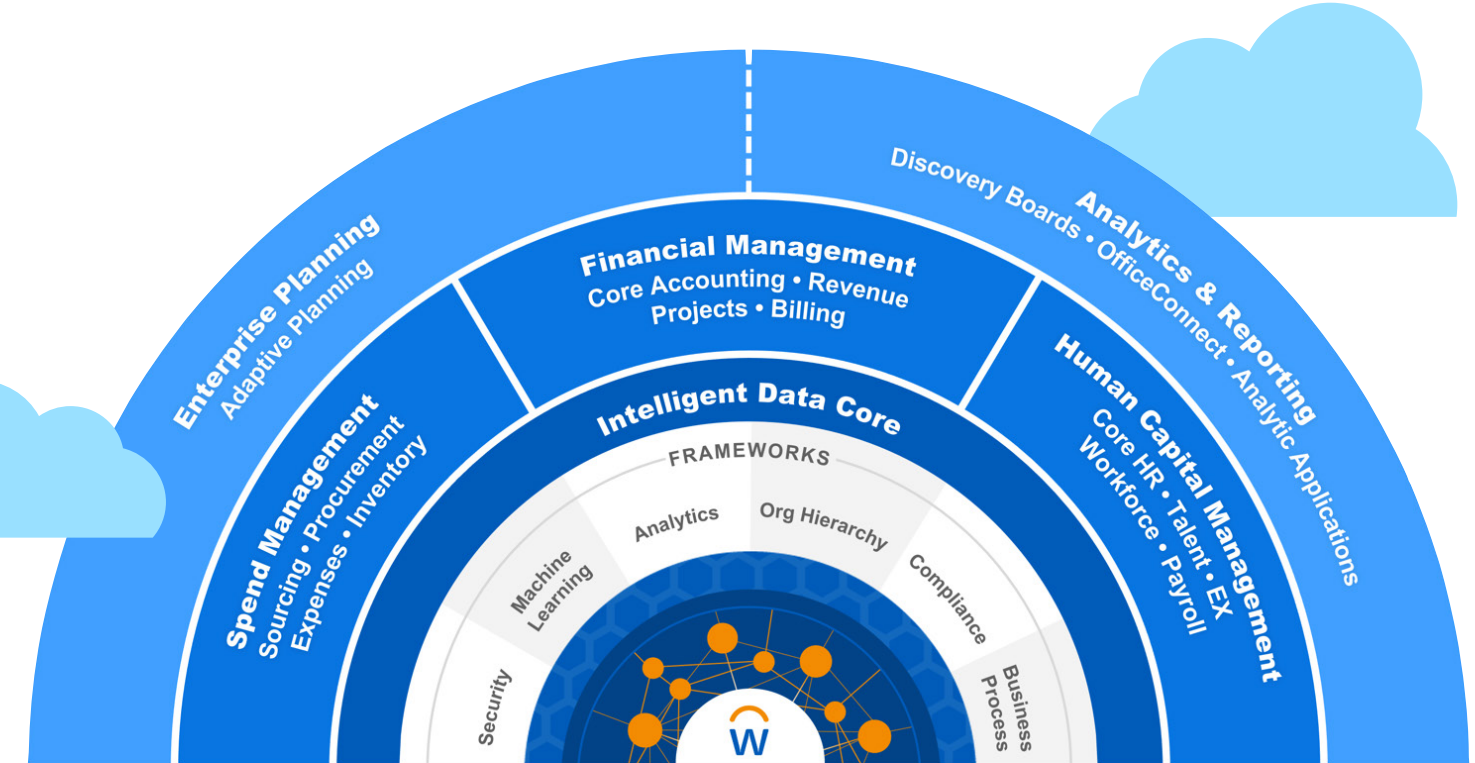

A people-driven design team
Continuous testing & opportunity solutions trees
Impactful trifecta
Meet businesses where they are
A can’t-go-wrong design process
Make purposeful use of data
Research and design drive product
Holistic knowledge of our users
Experiments all the way
Strong stakeholder relationships
TLC

Is it really that simple?
TLC

1. Emphasise cross-collaboration

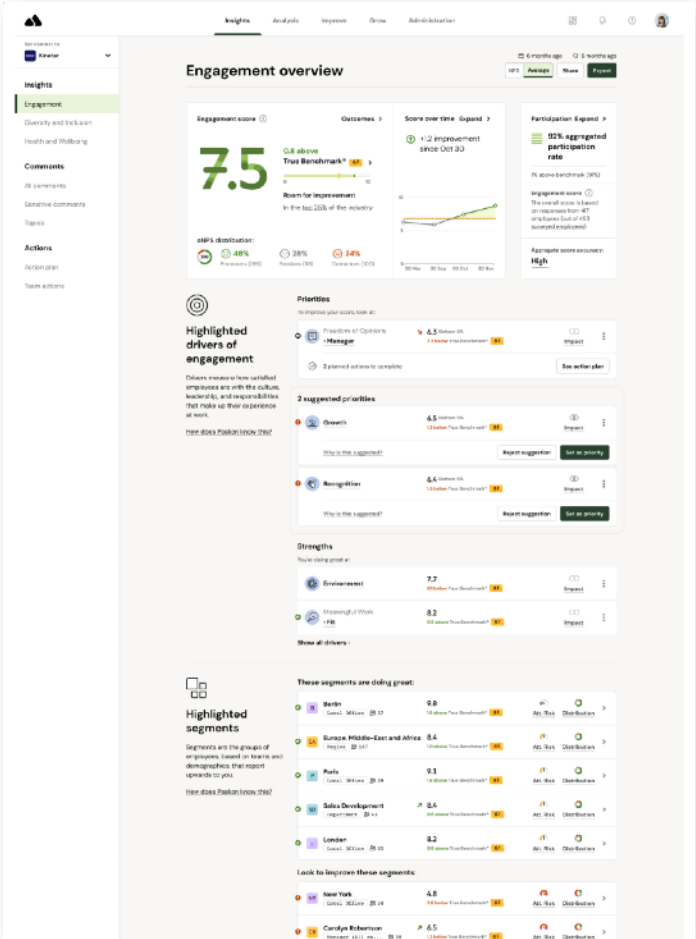
PEOPLE

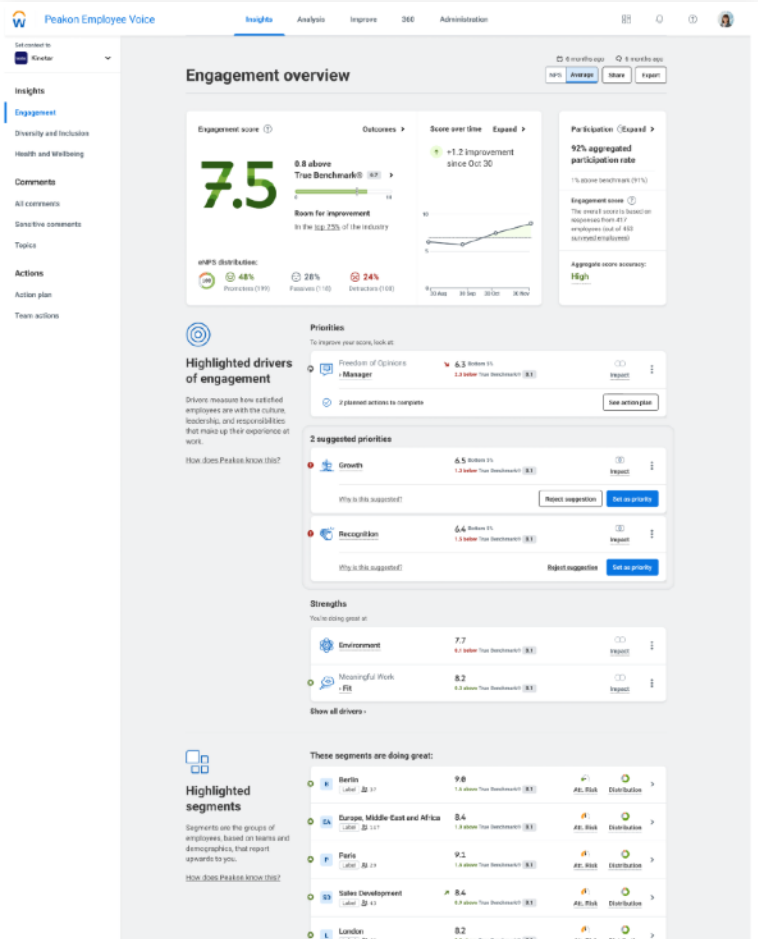
Workday portfolio



Workday apps

- Learning
- Career Hub
- Expenses Hub
- Back to Office Employee Hub
- Benefits
- Compensation Planning Dashboard
- Gigs
- Opportunity Marketplace
- Journeys
- Dashboards
- My Team Management
- Talent and Performance
- Code of Conduct and Policies
- Pay


Insights
Analysis
Improve
Grow
Administration
Insights
Engagement
Diversity and Inclusion
Health and Wellbeing
Comments
Actions
Action plan
Team actions
Engagement overview
Engagement score
7.5
0.8 above True Benchmark®
Room for improvement
eNPS distribution:
Score over time
+1.2 improvement since Oct 30
Participation
92% aggregated participation rate
Aggregate score accuracy:
High
Highlighted drivers of engagement
Drivers measure how satisfied employees are with the culture, leadership, and responsibilities that make up their experience at work.
How does Peakon know this?
Priorities
2 suggested priorities
Growth
Recognition
Reject suggestion
Set as priority
Strengths
Environment
Meaningful Work
Highlighted segments
Segments are the groups of employees, based on teams and demographics, that report upwards to you.
How does Peakon know this?
These segments are doing great:
Berlin
Europe, Middle East and Africa
Paris
Sales Development
London
Look to improve these segments:
New York
Carolyn Robertson


Peakon Employee Voice
Insights
Analysis
Improve
360
Administration
Insights
Engagement
Diversity and Inclusion
Health and Wellbeing
Comments
All comments
Sensitive comments
Topics
Actions
Action plan
Team actions
Engagement overview
Engagement score
7.5
0.8 above True Benchmark®
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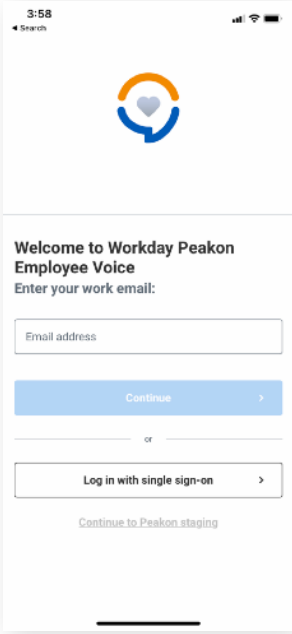
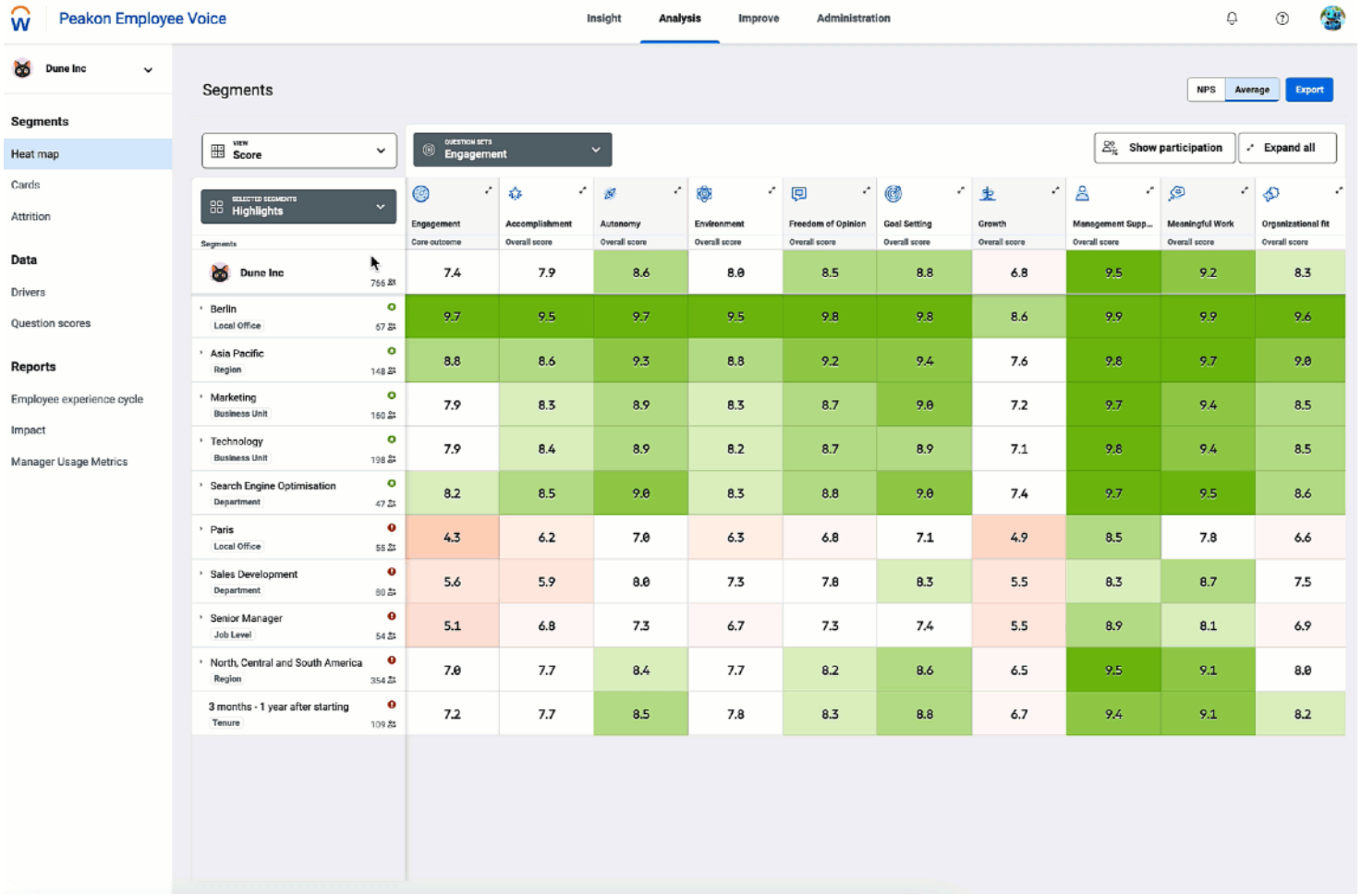

3:58
Search
Welcome to Workday Peakon Employee Voice
Enter your work email:
Email address
Continue
or
Log in with single sign-on
Continue to Peakon staging

Drivers of engagement

Drivers measure how satisfied employees are with the culture, leadership, and responsibilities that make up their experience at work.
How do we know this?

Accomplishment	↘ 7.9 0.1 below True Benchmark® 8.0	Impact
› Challenging	8.1 0.2 below True Benchmark® 8.3	Impact
Hide 1 sub-driver		
Autonomy	↘ 8.6 0.1 below True Benchmark® 8.7	Impact
› Flexibility	8.6 0.1 below True Benchmark® 8.7	Impact
› Remote Work	8.8 0.3 below True Benchmark® 9.1	Impact
Hide 2 sub-drivers		
Environment	8.0 0.2 below True Benchmark® 8.2	Impact
› Collaboration Space	7.6 0.2 below True Benchmark® 7.8	Impact
› Equipment	8.5 at True Benchmark®	Impact

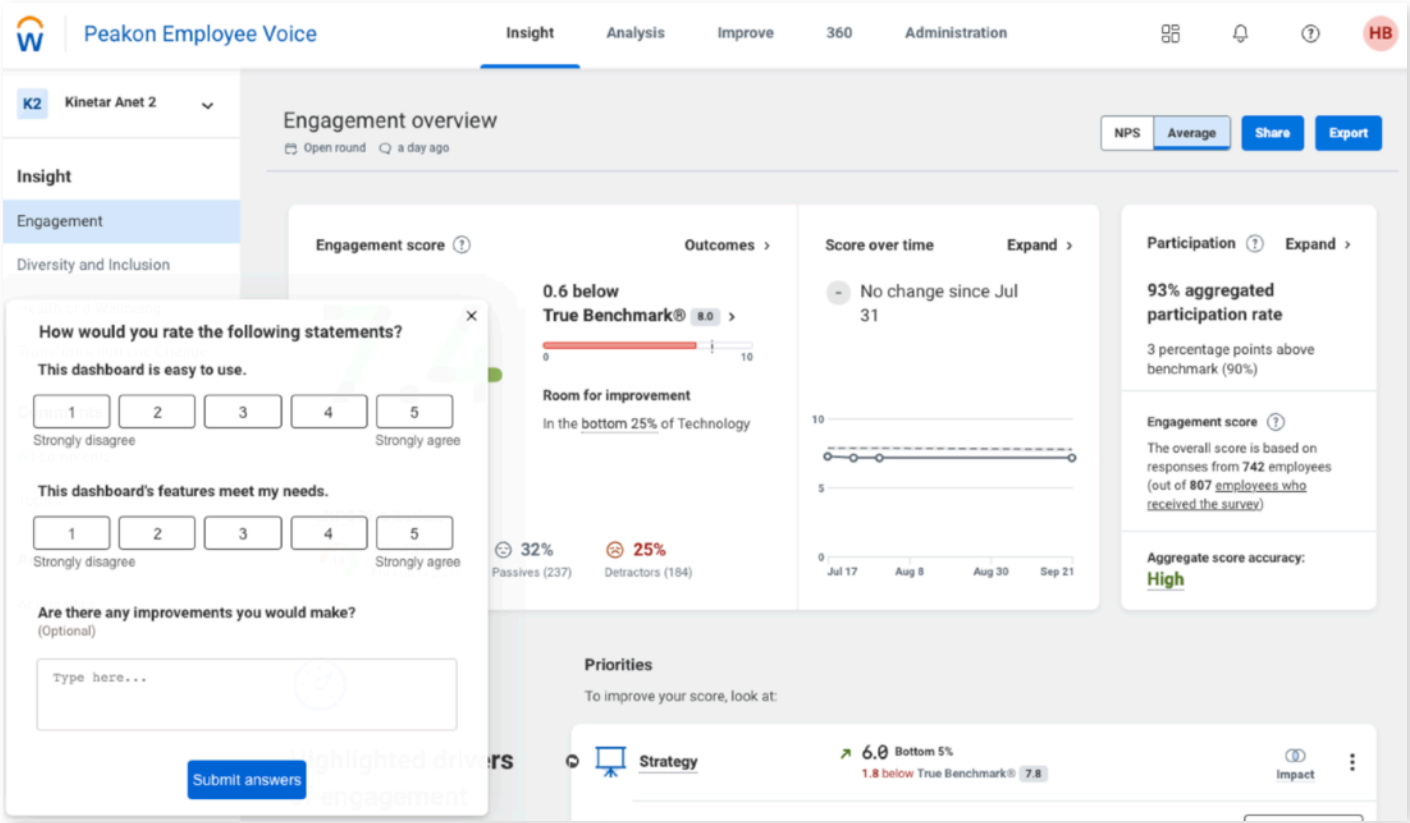

Peakon Employee Voice
Insight
Analysis
Improve
Administration
Dune Inc
Segments
Heat map
Cards
Attrition
Data
Drivers
Question scores
Reports
Employee experience cycle
Impact
Manager Usage Metrics
Segments
NPS
Average
Export
VIEW
Score
QUESTION SETS
Engagement
Show participation
Expand all
SELECTED SEGMENTS
Highlights
Engagement
Accomplishment
Autonomy
Environment
Freedom of Opinion
Goal Setting
Growth
Management Supp...
Meaningful Work
Organizational fit
Segments
Core outcome
Overall score
Dune Inc 766
Berlin Local Office 57 7.4 7.9 8.6 8.0 8.5 8.8 6.8 9.5 9.2 8.3
Asia Pacific Region 148 9.7 9.5 9.7 9.5 9.8 9.8 8.6 9.9 9.9 9.6
Marketing Business Unit 160 8.8 8.6 9.3 8.8 9.2 9.4 7.6 9.8 9.7 9.0
Technology Business Unit 198 7.9 8.3 8.9 8.3 8.7 9.0 7.2 9.7 9.4 8.5
Search Engine Optimisation Department 47 7.9 8.4 8.9 8.2 8.7 8.9 7.1 9.8 9.4 8.5
Paris Local Office 55 8.2 8.5 9.0 8.3 8.8 9.0 7.4 9.7 9.5 8.6
Sales Development Department 80 4.3 6.2 7.0 6.3 6.8 7.1 4.9 8.5 7.8 6.6
Senior Manager Job Level 54 5.6 5.9 8.0 7.3 7.8 8.3 5.5 8.3 8.7 7.5
North, Central and South America Region 354 5.1 6.8 7.3 6.7 7.3 7.4 5.5 8.9 8.1 6.9
3 months - 1 year after starting Tenure 109 7.0 7.7 8.4 7.7 8.2 8.6 6.5 9.5 9.1 8.0
7.2 7.7 8.5 7.8 8.3 8.8 6.7 9.4 9.1 8.2

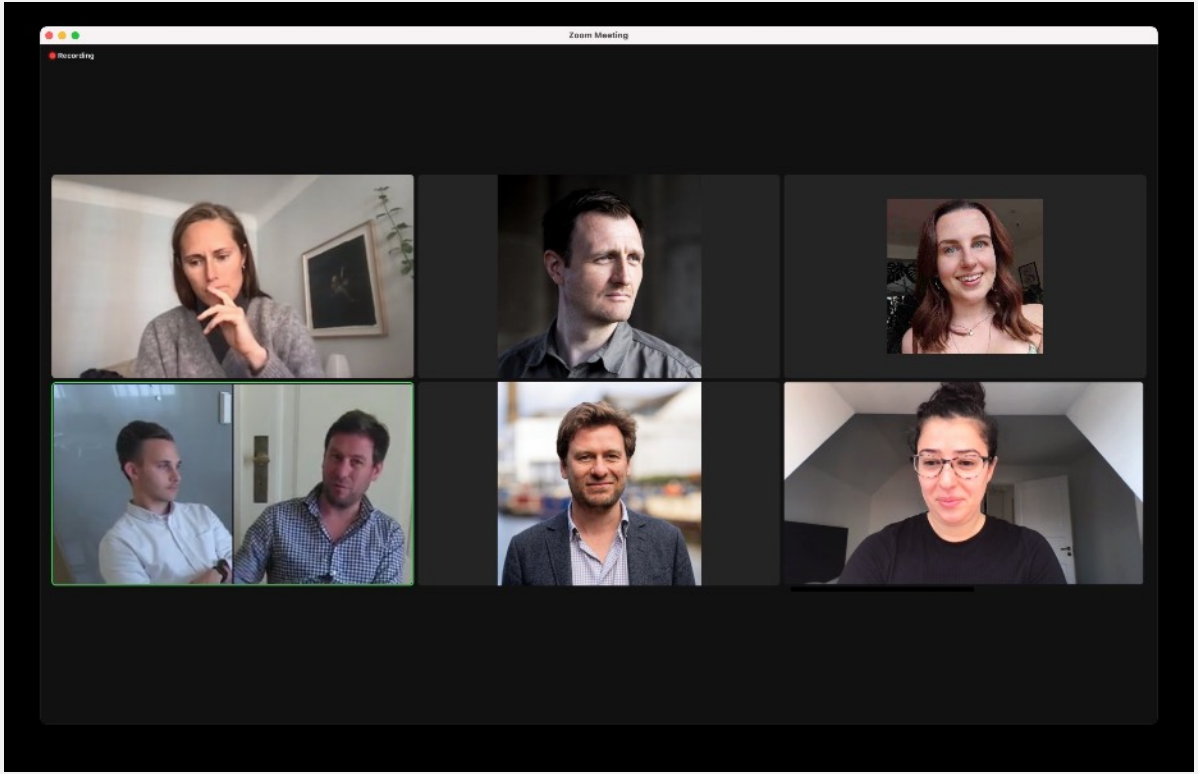
1

How can we scale and simplify our UX, when designers are head down in different product teams?

Painful Research panel process

Team event


Peakon Employee Voice
Insight
Analysis
Improve
360
Administration
HB
K2
Kinetar Anet 2
Insight
Engagement
Diversity and Inclusion
Engagement overview
Open round
a day ago
NPS
Average
Share
Export
Engagement score
Outcomes
0.6 below
True Benchmark®
8.0
0
10
Room for improvement
In the bottom 25% of Technology
32%
Passives (237)
25%
Detractors (184)
Score over time
Expand
No change since Jul 31
10
5
0
Jul 17
Aug 8
Aug 30
Sep 21
Participation
Expand
93% aggregated participation rate
3 percentage points above benchmark (90%)
Engagement score
The overall score is based on responses from 742 employees (out of 807 employees who received the survey)
Aggregate score accuracy:
High
How would you rate the following statements?
This dashboard is easy to use.
1
2
3
4
5
Strongly disagree
Strongly agree
This dashboard's features meet my needs.
1
2
3
4
5
Strongly disagree
Strongly agree
Are there any improvements you would make?
(Optional)
Type here...
Submit answers
Priorities
To improve your score, look at:
Strategy
6.0
Bottom 5%
1.8 below True Benchmark®
7.8
Impact



1. What do you believe, from your perspective, the Design org's biggest task should be?

   a. What makes you say that?

   b. What shouldn't it be?

2. Where in the organisation do you think our team belongs? Why?

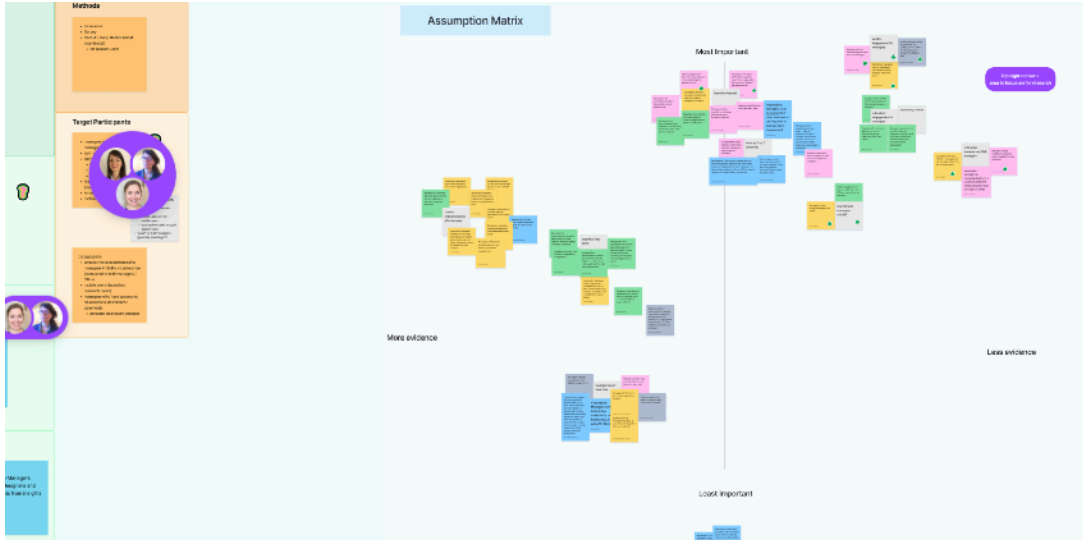
TAKEAWAY:

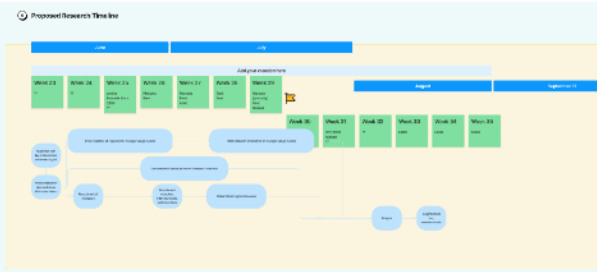
1. Emphasise cross-collaboration

PEOPLE

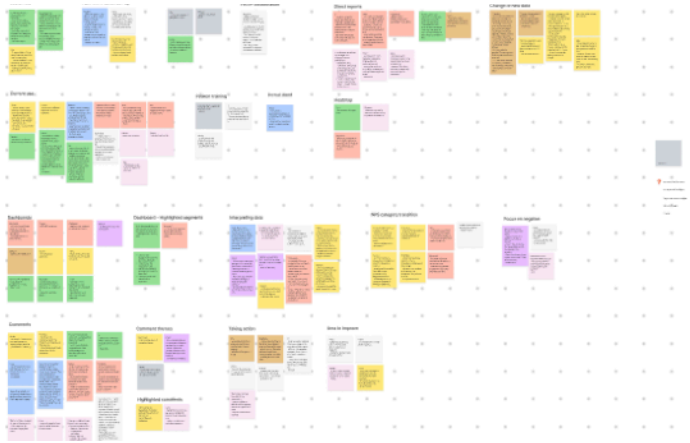
2. Make sense out of the hybrid model

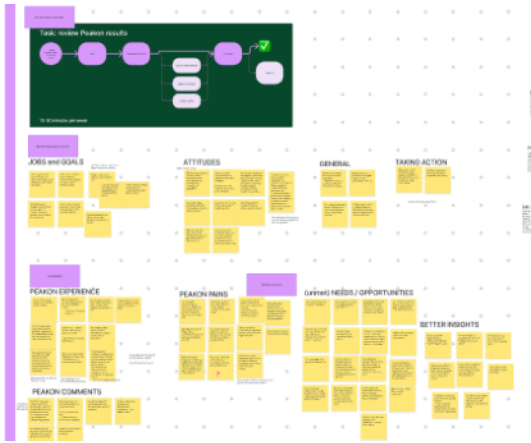
PROCESS





“You will find everything you need here”



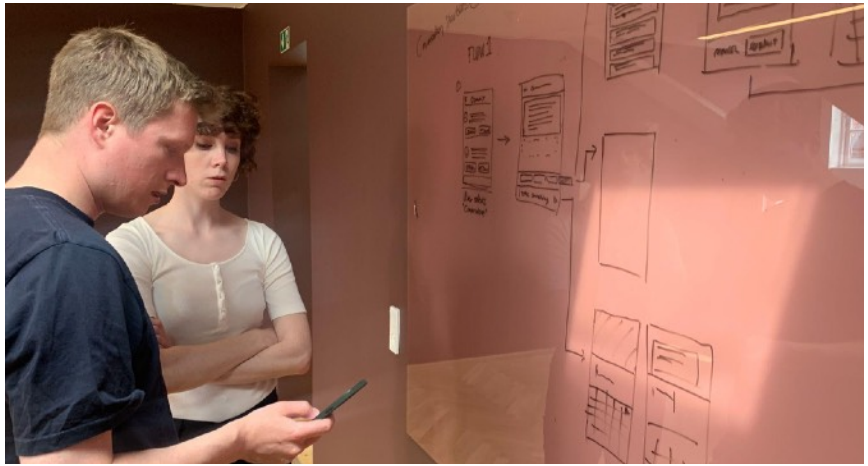


“You cut out for a bit, but now I hear you again.”

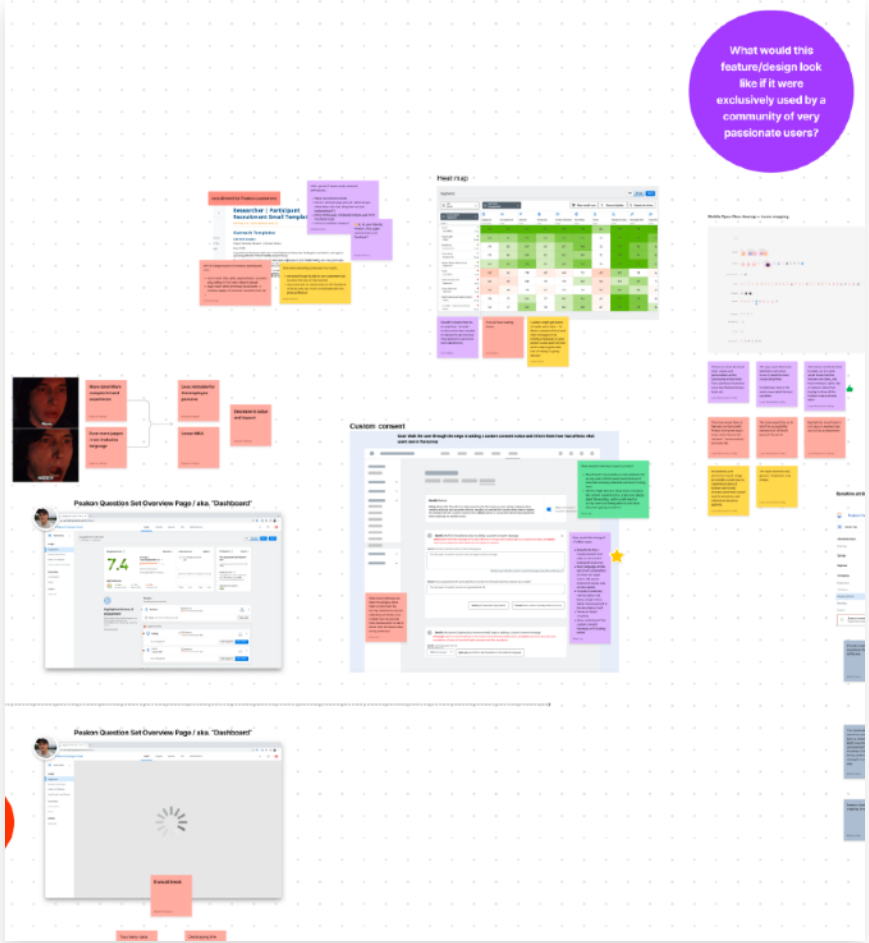
2

How can we organise the hybrid for it to make the most sense?

Is one better than the other?



+


What would this feature/design look like if it were exclusively used by a community of very passionate users?
Heat map
Researcher / Participant Recruitment Email Templates
Custom consent
Paaken Question Set Overview Page / aka. "Dashboard"
7.4
Paaken Question Set Overview Page / aka. "Dashboard"

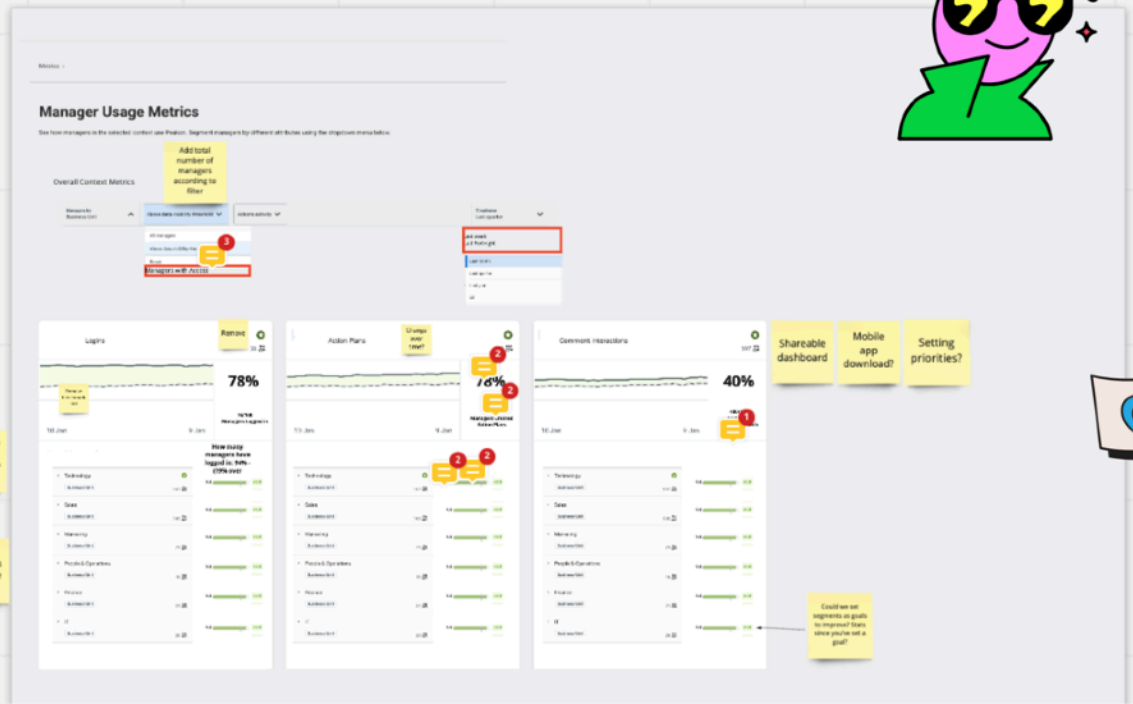
What
Brainstorming ideas for improvements to MM with Joe R.

Why
To mock up a quick concept to be able to test vs the current solution and validate some hypotheses

How
Miro and Figma

Craig Hoare

Frame 1



TAKEAWAY:

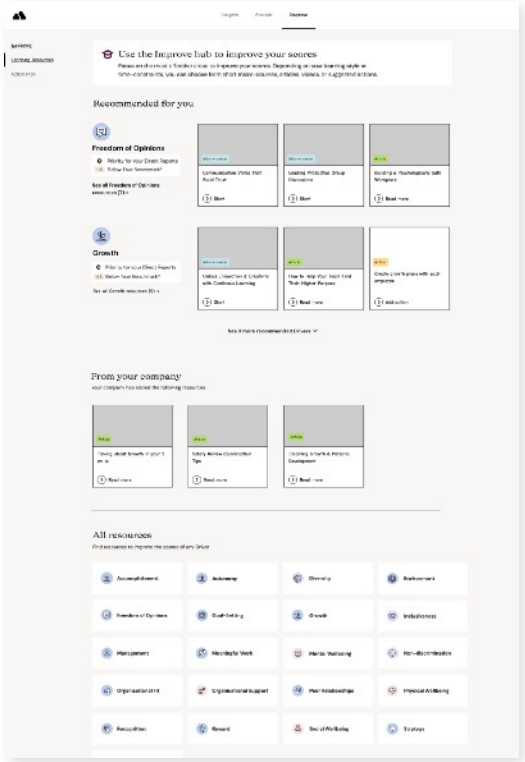
2. Make sense out of the hybrid model

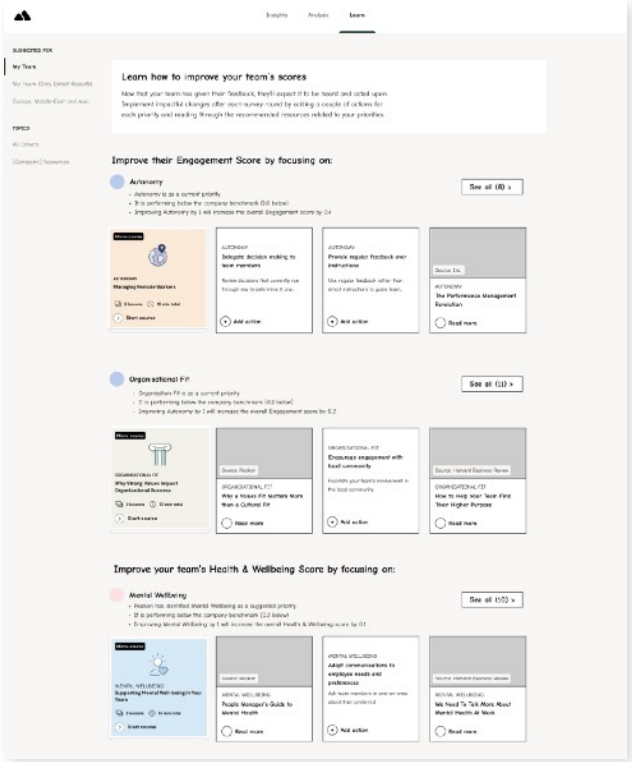
PROCESS

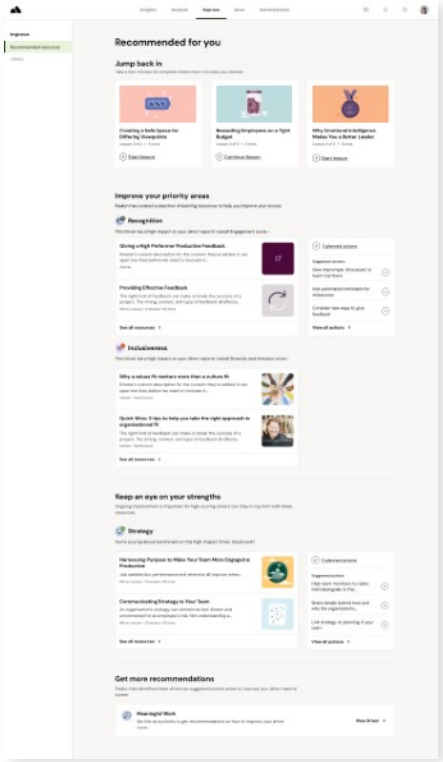
3. Embed design to have full impact

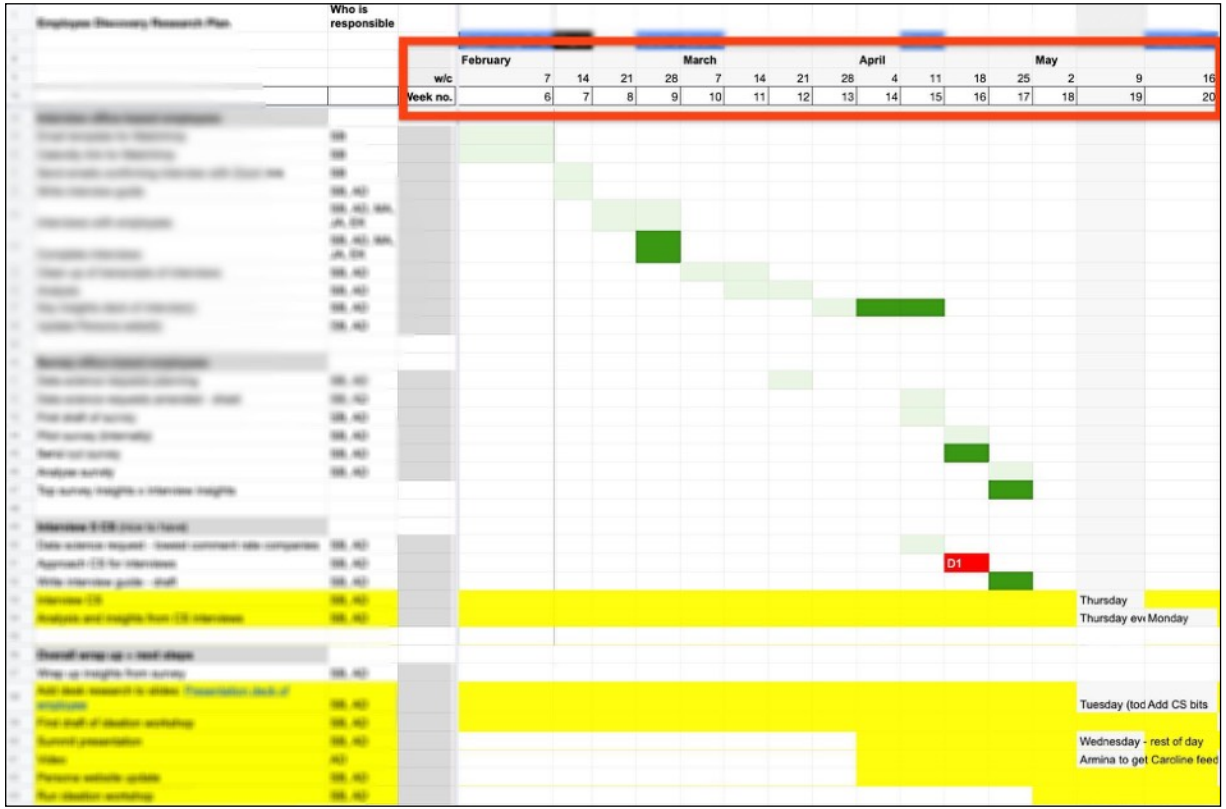
PRODUCT

“Engineers need something to build”








Who is responsible
February
March
April
May
w/c 7 14 21 28 7 14 21 28 4 11 18 25 2 9 16
Week no. 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
D1
Thursday
Thursday ev Monday
Tuesday (tod Add CS bits
Wednesday - rest of day
Armina to get Caroline feed

Sprint much…?

3

How can design and research join product where they are?

Context & Use Cases

Brief

Primary Business Value

Project Overview

Business Outcomes

Problem Statement

The Problem

Needs

Project Scope

Core Problems

Project Overview & Description

Objectives & Approach

Jobs to be done

Initiative Ownership	*[@the relevant people]*
Document Status	IN DRAFT
Initiative Status	NOT STARTED
Doc First Published	25 Apr 2022
Doc Latest Update	26 Apr 2022
Targeted Field Ready By	

Problem Statement

[Describe the problem in relation to this initiative. The problem statement should include who is affected, where the problem is happening, what is affecting them and why it needs to be solved.]

Problem Specifics

Personas	

Effort vs Appetite Assessment

The Solution - User Story Map

Persona	User Story	When

Why Customers will adopt it

[Describe why you believe customers will adopt this if we bring it to market. For example, is it because there are x amount of customers asking for it, therefore you believe there is a desire for it?]

Why its right for Peakon/Workday

[Describe why this initiative is right for Peakon/Workday. What is the value it brings?]

Rabbit Holes Identified

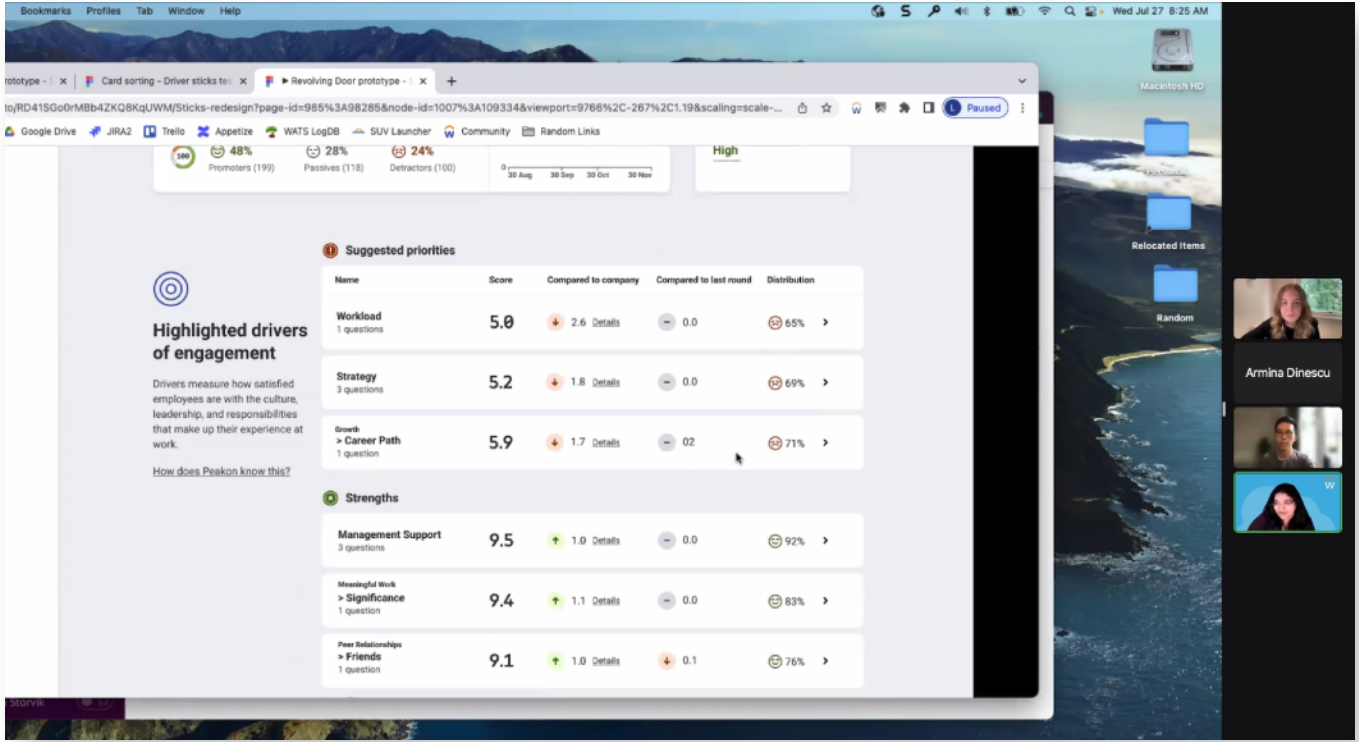
Rabbit Hole	Mitigation

Known Risks & Assumptions

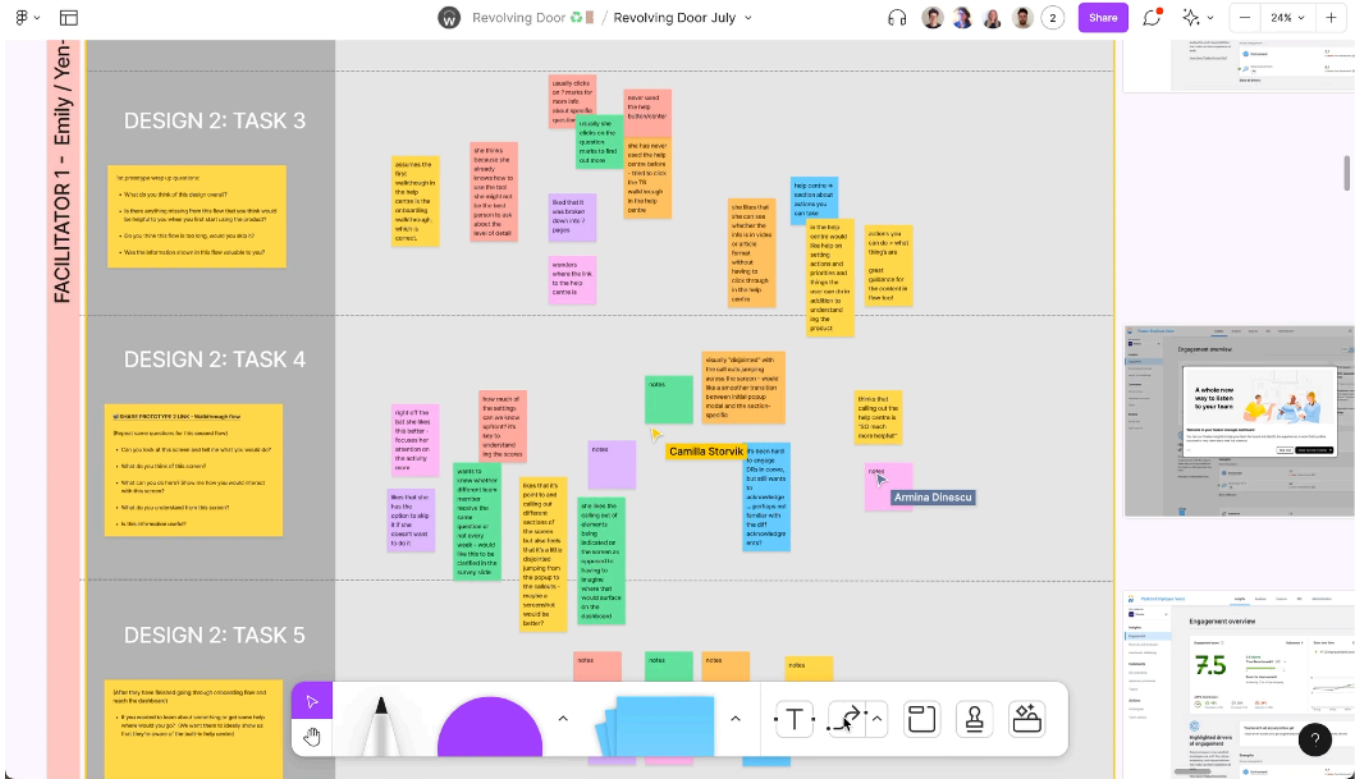
☐ Know Risk ☐ Assumption	
☐ Know Risk ☐ Assumption	
☐ Know Risk ☐ Assumption	
☐ Know Risk ☐ Assumption	
☐ Know Risk ☐ Assumption	

What we are not doing

[Make clear any elements that what we will not be doing as part of this initiative. We want people to share ideas and have input, but we must ensure that we don't have scope creep that takes us off track or delays launch. This part will remain constantly live and be updated as the initiative evolves]


Bookmarks Profiles Tab Window Help
Wed Jul 27 8:25 AM
Macintosh HD
Relocated Items
Random
Card sorting - Driver sticks te
Revolving Door prototype -
Paused
Google Drive JIRA2 Trello Appetize WATS LogDB SUV Launcher Community Random Links
48%
Promoters (199)
28%
Passives (118)
24%
Detractors (100)
30 Aug 30 Sep 30 Oct 30 Nov
High
Highlighted drivers of engagement
Drivers measure how satisfied employees are with the culture, leadership, and responsibilities that make up their experience at work.
How does Peakon know this?
Suggested priorities
Name Score Compared to company Compared to last round Distribution
Workload
1 questions
5.0
2.6 Details
0.0
65%
Strategy
3 questions
5.2
1.8 Details
0.0
69%
Growth
> Career Path
1 question
5.9
1.7 Details
02
71%
Strengths
Management Support
3 questions
9.5
1.0 Details
0.0
92%
Meaningful Work
> Significance
1 question
9.4
1.1 Details
0.0
83%
Poor Relationships
> Friends
1 question
9.1
1.0 Details
0.1
76%
Armina Dinescu

“We might be wrong”



TAKEAWAY:

3. Embed design to have full impact

PRODUCT

1

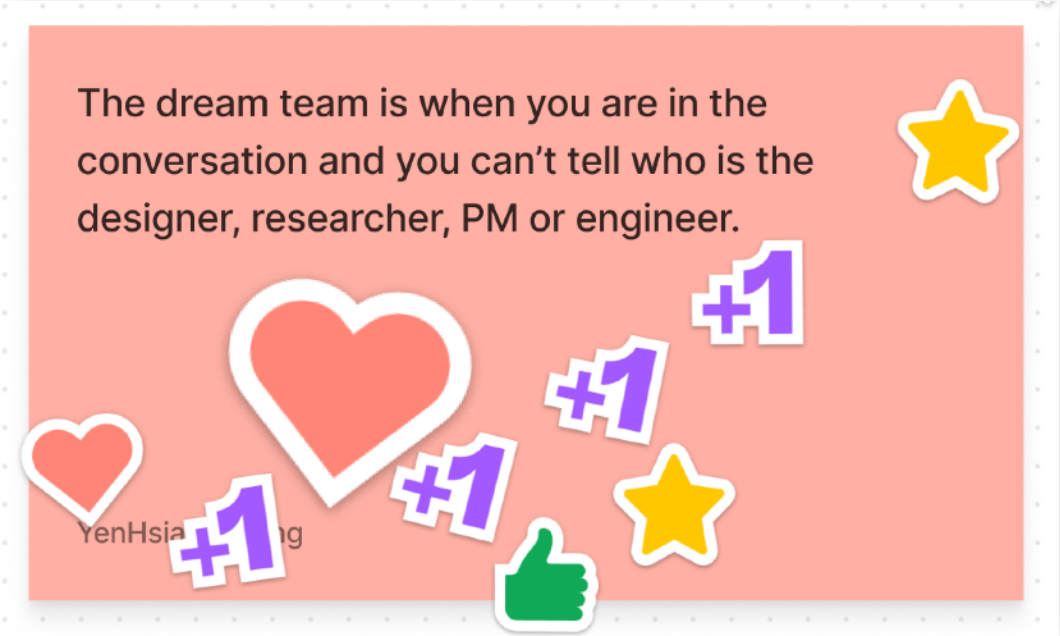
Emphasise cross-collaboration.

2

Make sense out of the hybrid model.

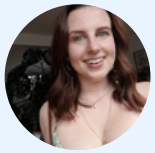
3

Embed design to have full impact.



We own the responsibility of getting us there.

Andy


Anna

Anet

Armina

Sarah

Camilla

Manuela

Sarah

Folake

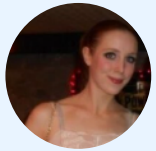
Benjamin

JV

YenHsiang

Kashish

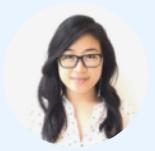
Mo


Kathryn

Lasse

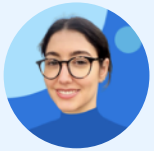
Craig

Torben


Grace

Emily

Izzy


Florentina

Kristian

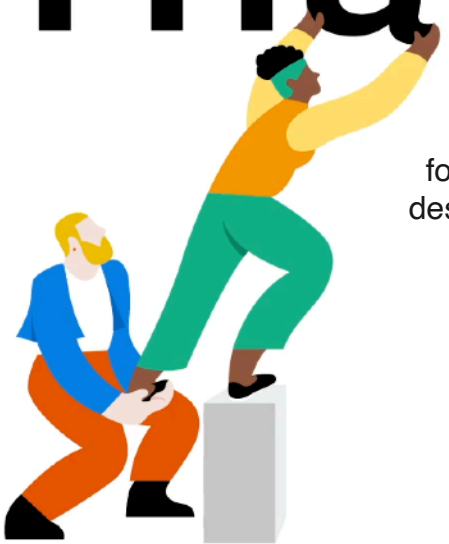
Kim

Louise

Caroline

Sasha

Thank you



for listening and to the entire
design team for joining the fun!