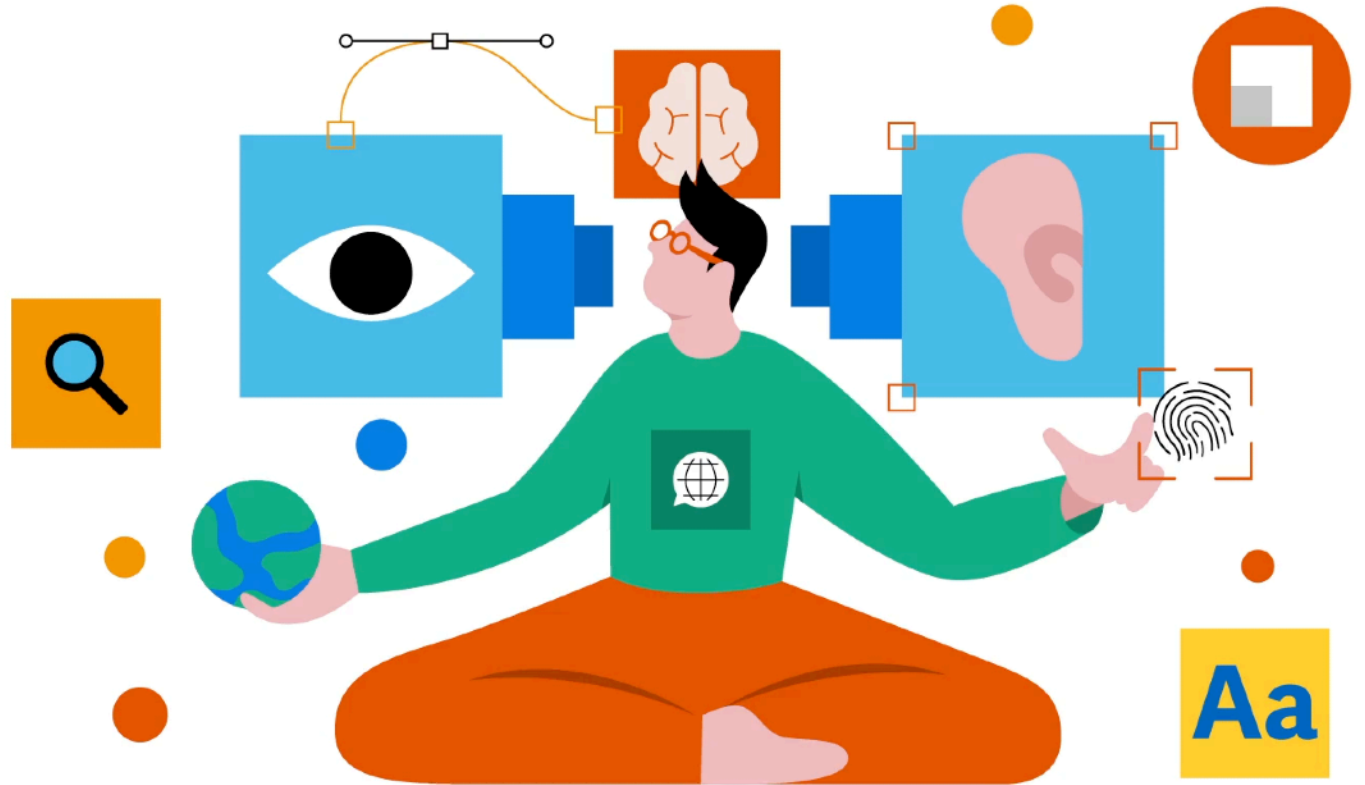


# Reporting from the design transformation



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



English (UK) Previous question ^



**My colleagues are committed to doing quality work.**

Choose a number between 0 and 10


0 1 2 3 4 5 6 7 8 9 10

Not at all Absolutely Add comment

Skip question v

11

English (UK) Previous question ^



**The work I do is meaningful to me.**

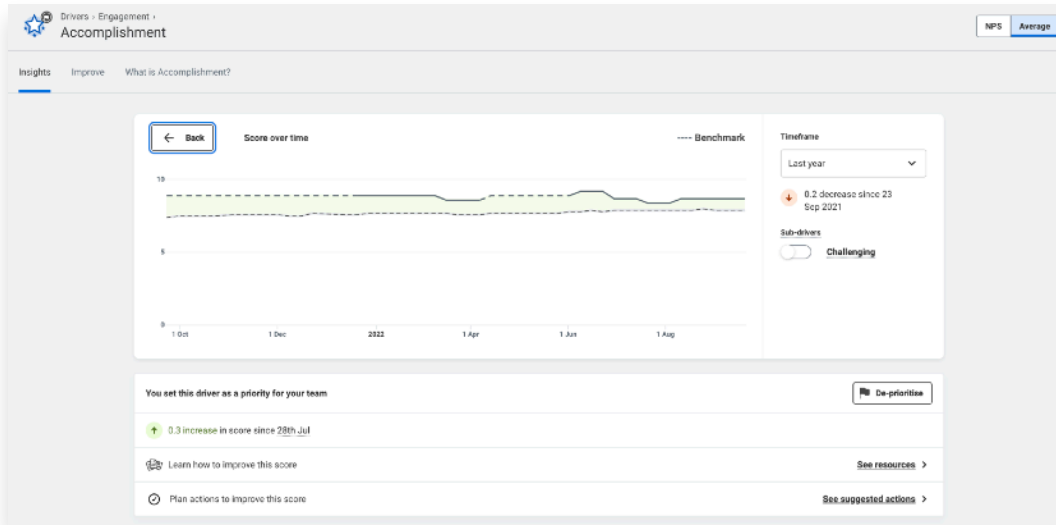
What is it that makes you feel that way? (optional)

Write a comment here to explain why you gave this score

10 Click to change

Next v

# Continuous engagement survey



The screenshot shows a survey comment card. At the top, it displays 'New comments 19' and a 'Mark as read' button. The main content area features a comment card with a sad face icon and the text: 'The overall business goals and strategies set by senior leadership are taking Kinetar Anet 2 in the right direction.' Below this, it shows '28 July • Score: 4 • Strategy • 🌐'. The comment text reads: 'Process adoption is not something that we talk about often as a team, which I feel is one of the reasons we haven't been able to execute against our goals over the past couple of months.' Below the comment, there are three action buttons: 'Acknowledge', 'Conversation', and '+ Create action'. Below the comment card, there is a 'Highlighted' section with a question: 'What's the one thing that would improve your productivity right now?' and the date '5 July • 🌐'. Below the question, the text reads: 'A screen with a decent resolution would make a big difference.'



A photograph of three children sitting on a light-colored sofa. The child on the left is wearing a blue long-sleeved shirt and black pants, sitting with hands clasped. The child in the middle is wearing an orange t-shirt and black pants, leaning forward with one arm raised. The child on the right is wearing a blue t-shirt and black pants, sitting with one leg crossed over the other. The background shows a bookshelf and a yellow toy.

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





A photograph of three young boys sitting on a light-colored, tufted sofa. The boy in the center is wearing an orange t-shirt and has his arms raised in the air. The boy on the left is wearing a blue long-sleeved shirt and has his hands clasped in his lap. The boy on the right is wearing a blue t-shirt and black pants with a white stripe down the side, and he is looking down at something in his hands. The background shows a black metal gate and some toys on the floor.

Is it really that simple?















# 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

## Engagement overview

Set to 6 months ago | 6 months ago

7.5 **0.8 above True Benchmark\*** ➔

Room for improvement  
In the top 25% of the industry

WPI distribution: 48% Progress (+10) 28% Progress (10) 14% Decline (-10)

Score over time: **Improved** since Oct 20

Participation Engaged **92% aggregated participation rate**

7% above benchmark (91%)

Engagement score: The overall score is based on responses from 477 employees (out of 433 licensed employees)

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?

**1. Freedom of Opinions** **4.5** below 5% **1.3 below True Benchmark** ⌵ Impact

2 planned actions to improve

**2 suggested priorities**

**Growth** **4.6** below 5% **1.4 below True Benchmark** ⌵ Impact

Why is this suggested? Report suggestion Set as priority

**Recognition** **4.4** below 5% **1.3 below True Benchmark** ⌵ Impact

Why is this suggested? Report suggestion Set as priority

### Strengths

You're doing great at

**Environment** **7.7** **0.7 above True Benchmark** ⬆️ Impact

**Meaningful Work** **8.2** **0.3 above True Benchmark** ⬆️ Impact

Show all drivers

### These segments are doing great

**Berlin** **9.8** **1.8 above True Benchmark** ⬆️ Alt. Risk Distribution

**Durban, Middle East and Africa** **8.6** **1.6 above True Benchmark** ⬆️ Alt. Risk Distribution

**Paris** **9.1** **1.6 above True Benchmark** ⬆️ Alt. Risk Distribution

**Sales Development** **8.4** **0.7 above True Benchmark** ⬆️ Alt. Risk Distribution

**London** **8.2** **0.2 above True Benchmark** ⬆️ Alt. Risk Distribution

Look to improve these segments

**New York** **4.8** **1.3 below True Benchmark** ⬆️ Alt. Risk Distribution

**Candyn Robertson** **6.5** **1.3 below True Benchmark** ⬆️ Alt. Risk Distribution

W Peakon Employee Voice

Insights Analysis Improve 360 Administration

## Engagement overview

Set to 6 months ago | 6 months ago

7.5 **0.8 above True Benchmark\*** ➔

Room for improvement  
In the top 25% of the industry

WPI distribution: 48% Progress (+10) 28% Progress (10) 24% Decline (-10)

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2 planned actions to complete

**2 suggested priorities**

**Growth** **4.5** below 5% **1.3 below True Benchmark** ⌵ Impact

Why is this suggested? Report suggestion Set as priority

**Recognition** **4.4** below 5% **1.3 below True Benchmark** ⌵ Impact

Why is this suggested? Report suggestion Set as priority

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**Sales Development** **8.4** **0.7 above True Benchmark** ⬆️ Alt. Risk Distribution

**London** **8.2** **0.2 above True Benchmark** ⬆️ Alt. Risk Distribution

3:58 Search



## Welcome to Workday Peakon Employee Voice

Enter your work email:

or

[Continue to Peakon staging](#)



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

Segments

		Engagement	Accomplishment	Autonomy	Environment	Freedom of Opinion	Goal Setting	Growth	Management Supp...	Meaningful Work	Organizational fit
	Core outcome	Overall score	Overall score	Overall score	Overall score	Overall score	Overall score	Overall score	Overall score	Overall score	Overall score
Dune Inc	766	7.4	7.9	8.6	8.0	8.5	8.8	6.8	9.5	9.2	8.3
Berlin Local Office	67	9.7	9.5	9.7	9.5	9.8	9.8	8.6	9.9	9.9	9.6
Asia Pacific Region	148	8.8	8.6	9.3	8.8	9.2	9.4	7.6	9.8	9.7	9.0
Marketing Business Unit	160	7.9	8.3	8.9	8.3	8.7	9.0	7.2	9.7	9.4	8.5
Technology Business Unit	198	7.9	8.4	8.9	8.2	8.7	8.9	7.1	9.8	9.4	8.5
Search Engine Optimisation Department	47	8.2	8.5	9.0	8.3	8.8	9.0	7.4	9.7	9.5	8.6
Paris Local Office	58	4.3	6.2	7.0	6.3	6.8	7.1	4.9	8.5	7.8	6.6
Sales Development Department	80	5.6	5.9	8.0	7.3	7.8	8.3	5.5	8.3	8.7	7.5
Senior Manager Job Level	54	5.1	6.8	7.3	6.7	7.3	7.4	5.5	8.9	8.1	6.9
North, Central and South America Region	354	7.0	7.7	8.4	7.7	8.2	8.6	6.5	9.5	9.1	8.0
3 months - 1 year after starting Tenure	109	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







K2 Kinetar Anet 2

### Engagement overview

Open round a day ago

NPS Average Share Export

#### Insight

#### Engagement

Diversity and Inclusion

#### Engagement score

Outcomes

#### Score over time

Expand

#### Participation

Expand

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

0.6 below

True Benchmark® 8.0



Room for improvement

In the bottom 25% of Technology

32% Passives (237)

25% Detractors (184)

No change since Jul 31



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

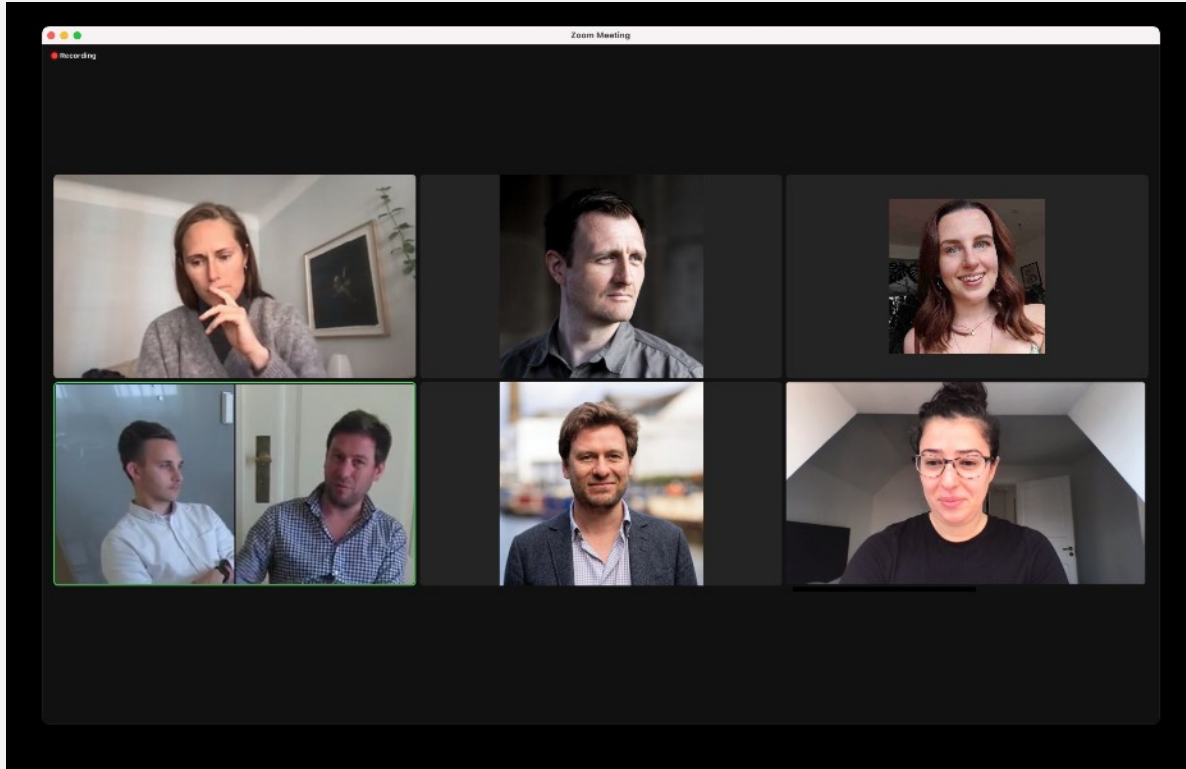
#### Priorities

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

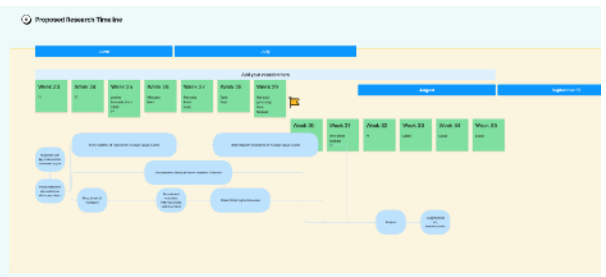
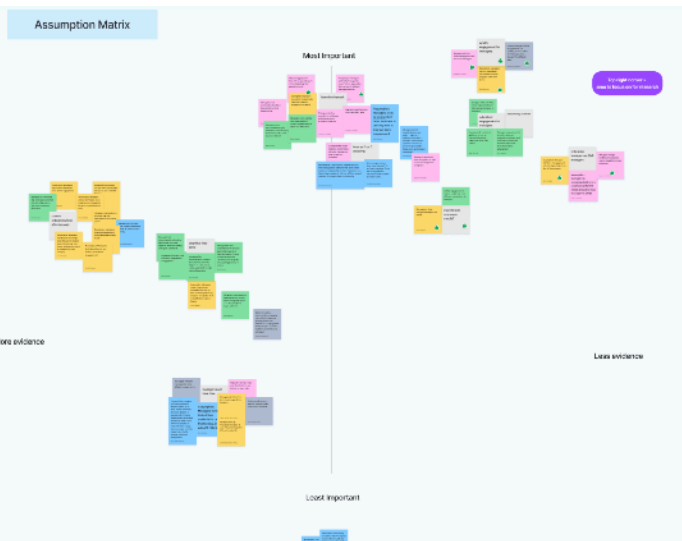
**Methods**

- Interviews
- Focus groups
- Surveys
- Case studies
- Document analysis
- Observations
- Delphi method
- Brainstorming
- Workshops
- Participatory ergonomics

**Target Participants**

**Changes**

Changes in the way we work



“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?

**Pulsation Questions Set Overview Page / aka. "Dashboard"**

**Custom Content**

**Pulsation Questions Set Overview Page / aka. "Dashboard"**

Question Set	Score	Status	Created
1	7.4	Active	2023-10-26
2	6.8	Inactive	2023-10-26
3	8.2	Active	2023-10-26
4	7.1	Inactive	2023-10-26
5	7.9	Active	2023-10-26



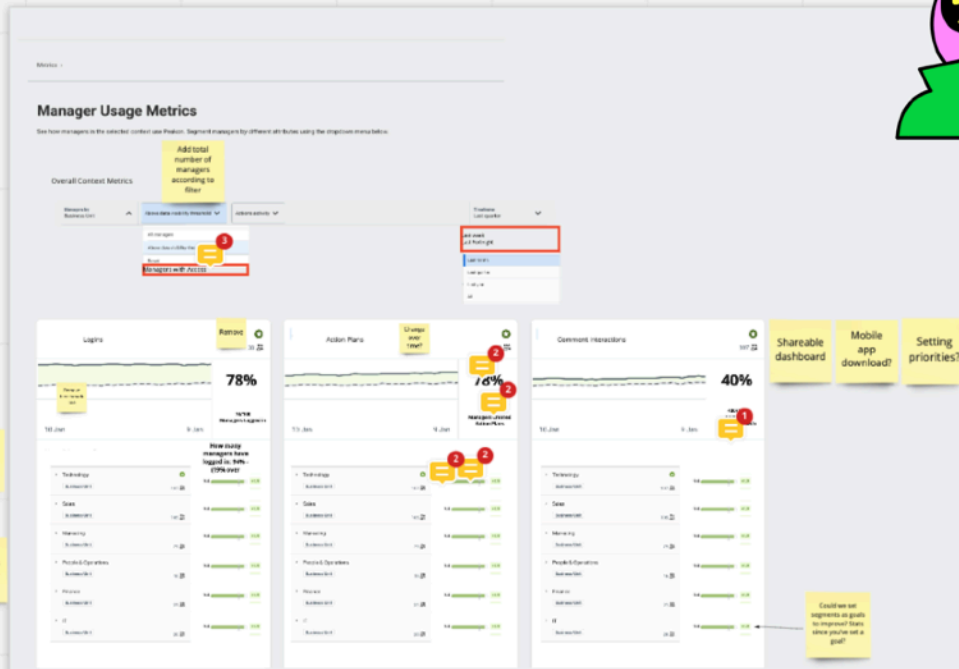
**What**  
Brainstorming ideas for improvements to MM with Joe R.

**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



Limit to 5 top segments and 5 business segments?

Can clients click into this to see all the segments?

Could we set segments to goals to improve? Start above previous set a goal?



TAKEAWAY:

## 2. Make sense out of the hybrid model

PROCESS

# 3. Embed design to have full impact

PRODUCT

# “Engineers need something to build”

**Use the Improve hub to improve your scores**  
Research and a leader's role to improve your scores. Planning an on-site learning style or your organization's use case allows them to set their own goals, metrics, values, or suggestions to do.

**Recommended for you**

- Freedom of Options**  
Priority for your Chief People Officer  
- Nelson Tavares (VP) | Read more
- Growth**  
How to attract & retain top talent  
- Nelson Tavares (VP) | Read more

**From your company**  
Your company has shared the following resources:

- Link**  
Using social growth in your organization  
- Read more
- Link**  
Safety versus Compliance: Type  
- Read more
- Link**  
Using a Hybrid HR Model: Development  
- Read more

**All resources**  
For resources to improve the scores of your job:

Accountability	Autonomy	Clarity	Workload
Freedom of Options	Goal Setting	Work	Industriousness
Management	Monday's Work	Mental Wellbeing	Non-discrimination
Organization	Organizational Support	Peer Relationships	Physical Wellbeing
Recognition	Reward	Sex of Wellbeing	Strategic

**Learn how to improve your team's scores**  
Also find your team that your feedback, health support it to be heard and what you've implemented changes (after your survey) need by setting a number of actions for each priority and reading through the recommended resources related to your priorities.

**Improve their Engagement Score by focusing on:**

- Autonomy**  
Autonomy is at a current priority.  
- It is performing below the company benchmark (02 below).  
- Improving Autonomy by 1 will increase the overall Engagement score by 0.4.

<b>Autonomy</b> Brighten decision-making to your employees - Read more	<b>Autonomy</b> Provide regular feedback over implementation - Read more	<b>Autonomy</b> Use Performance Management Facilitation - Read more
--	--	---

**Organizational Fit**  
Organizational Fit is at a current priority.  
- It is performing below the company benchmark (02 below).  
- Improving Organizational Fit by 1 will increase the overall Engagement score by 0.2.

<b>Organizational Fit</b> Improve the way you manage your employees - Read more	<b>Organizational Fit</b> Empower employees with local autonomy - Read more	<b>Organizational Fit</b> Source Internal Decision-Making - Read more
---	---	---

**Improve your team's Health & Wellbeing Score by focusing on:**

- Mental Wellbeing**  
Mental Wellbeing is at a suggested priority.  
- It is performing below the company benchmark (02 below).  
- Improving Mental Wellbeing by 1 will increase the overall Health & Wellbeing score by 0.1.

<b>Mental Wellbeing</b> Supporting mental health in your team - Read more	<b>Mental Wellbeing</b> Facilitate Manager's Guide to Mental Health - Read more	<b>Mental Wellbeing</b> Address organizational factors to employee health and performance - Read more	<b>Mental Wellbeing</b> We need to "Talk More About Mental Health at Work" - Read more
---	---	---	--

**Recommended for you**

**Jump back in**

- Creating a Safe Space for Effective Feedback**  
- Nelson Tavares (VP) | Read more
- Recruiting Engineers on a Tight Budget**  
- Nelson Tavares (VP) | Read more
- Why Emotional Intelligence Matters for Effective Leadership**  
- Nelson Tavares (VP) | Read more

**Improve your priority areas**

- Recognition**  
Research and a leader's role to improve your scores. Planning an on-site learning style or your organization's use case allows them to set their own goals, metrics, values, or suggestions to do.
- Giving High Performers Productive Feedback**  
- Nelson Tavares (VP) | Read more
- Providing Effective Feedback**  
- Nelson Tavares (VP) | Read more
- Autonomy**  
- Nelson Tavares (VP) | Read more
- Organizational Fit**  
- Nelson Tavares (VP) | Read more
- Why is it so hard to get feedback?**  
- Nelson Tavares (VP) | Read more
- Quick Wins: 5 tips to help you take the right approach to organizational fit**  
- Nelson Tavares (VP) | Read more

**Keep an eye on your strengths**  
Getting a consistent or improving performance score for your organization with these resources:

- Strategy**  
- Nelson Tavares (VP) | Read more
- Workload**  
- Nelson Tavares (VP) | Read more
- Clarity**  
- Nelson Tavares (VP) | Read more
- Industriousness**  
- Nelson Tavares (VP) | Read more
- Management**  
- Nelson Tavares (VP) | Read more
- Monday's Work**  
- Nelson Tavares (VP) | Read more
- Mental Wellbeing**  
- Nelson Tavares (VP) | Read more
- Physical Wellbeing**  
- Nelson Tavares (VP) | Read more
- Sex of Wellbeing**  
- Nelson Tavares (VP) | Read more
- Strategic**  
- Nelson Tavares (VP) | Read more

**Get more recommendations**

- Mental Wellbeing**  
- Nelson Tavares (VP) | Read more



**3**

How can design and research join  
product where they are?





Context & Use Cases

# Project Overview

Brief

**Primary Business Value**

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	<b>IN DRAFT</b>
Initiative Status	<b>NOT STARTED</b>
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

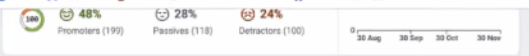
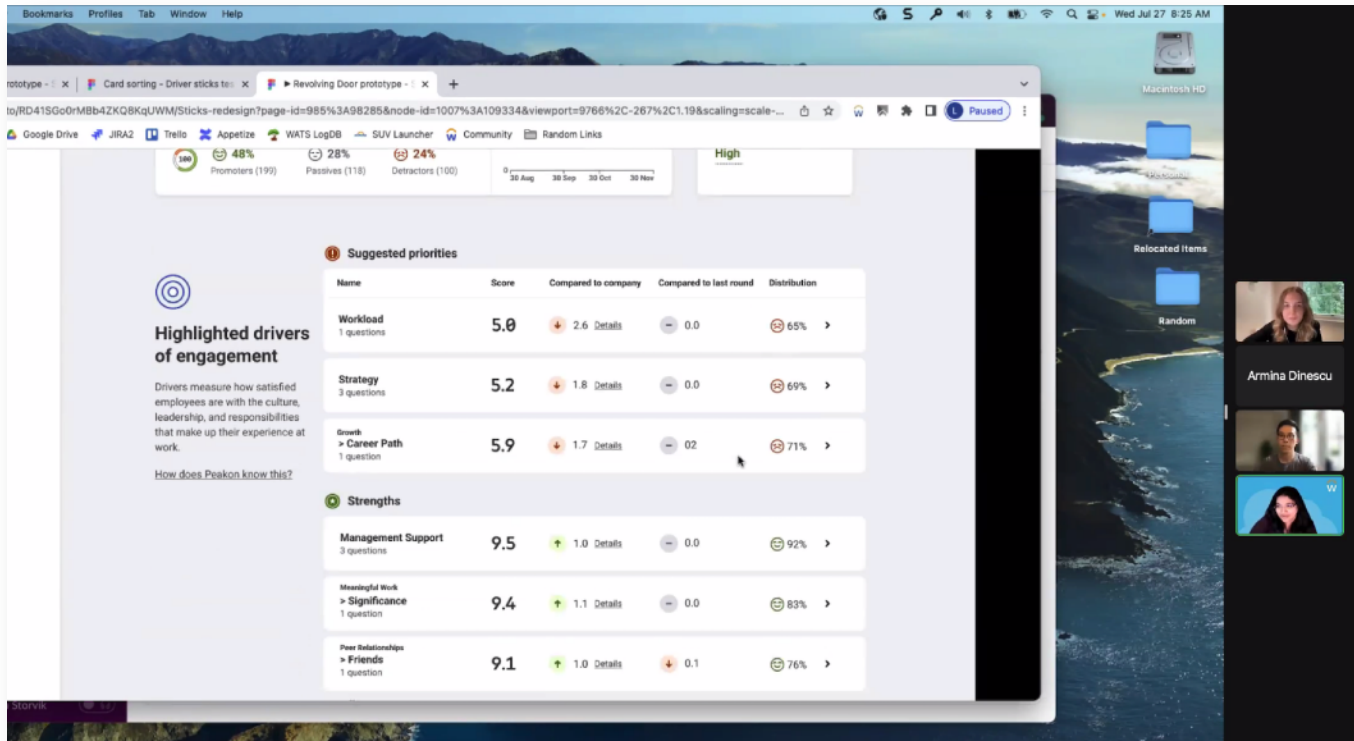
Rabbit Hole	Mitigation

### Known Risks & Assumptions

<input type="checkbox"/> Know Risk <input type="checkbox"/> Assumption	
<input type="checkbox"/> Know Risk <input type="checkbox"/> Assumption	
<input type="checkbox"/> Know Risk <input type="checkbox"/> Assumption	
<input type="checkbox"/> Know Risk <input type="checkbox"/> Assumption	
<input type="checkbox"/> Know Risk <input type="checkbox"/> 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]*



High



### Highlighted drivers of engagement

Drivers measure how satisfied employees are with the culture, leadership, and responsibilities that make up their experience at work.

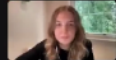
How does Peakon know this?

#### Suggested priorities

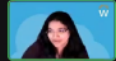
Name	Score	Compared to company	Compared to last round	Distribution
<b>Workload</b> 1 questions	5.0	+ 2.6 Details	- 0.0	☹️ 65% >
<b>Strategy</b> 3 questions	5.2	+ 1.8 Details	- 0.0	☹️ 69% >
<b>Growth &gt; Career Path</b> 1 question	5.9	+ 1.7 Details	- 0.2	☹️ 71% >

#### Strengths

<b>Management Support</b> 3 questions	9.5	+ 1.0 Details	- 0.0	😊 92% >
<b>Meaningful Work &gt; Significance</b> 1 question	9.4	+ 1.1 Details	- 0.0	😊 83% >
<b>Peer Relationships &gt; Friends</b> 1 question	9.1	+ 1.0 Details	+ 0.1	😊 76% >



Armina Dinescu



# “We might be wrong”

Revolving Door / Revolving Door July

**FACILITATOR 1 - Emily / Yen**

## DESIGN 2: TASK 3

*For prototype, keep up questions*

- What do you think of this design overall?
- If there are any reasons from this that have led you to not think of it as what you want that, what is it? Can you think of any other need that it might be addressing?
- Do you think this flow is too long, would you skip it?
- What feedback is most useful to you?

**DESIGN 2: TASK 4**

**What are the biggest challenges?**

- Can you look at it from a user and tell me what you would skip?
- What do you think of this screen?
- What can you learn from this flow you would interact with the most?
- What do you think is most useful in this screen?
- Is this the most useful screen?

**DESIGN 2: TASK 5**

*When trying to flow, feedback going through onboarding flow into what the dashboard?*

- If you were to have a dashboard, would you want to have a menu, where would you go? (We won't have a dashboard, but we can help you think of how it would be helpful.)

**Notes:**

- What are the biggest challenges?
- Can you look at it from a user and tell me what you would skip?
- What do you think of this screen?
- What can you learn from this flow you would interact with the most?
- What do you think is most useful in this screen?
- Is this the most useful screen?
- When trying to flow, feedback going through onboarding flow into what the dashboard?
- If you were to have a dashboard, would you want to have a menu, where would you go? (We won't have a dashboard, but we can help you think of how it would be helpful.)

**Camila Stovrik**

**Amirina Dinescu**

**Engagement overview**

A holistic view of how you learn

Engagement score: 7.5

Help Center

TAKEAWAY:

**3. Embed design  
to have full impact**

PRODUCT

1

Emphasise cross-collaboration.

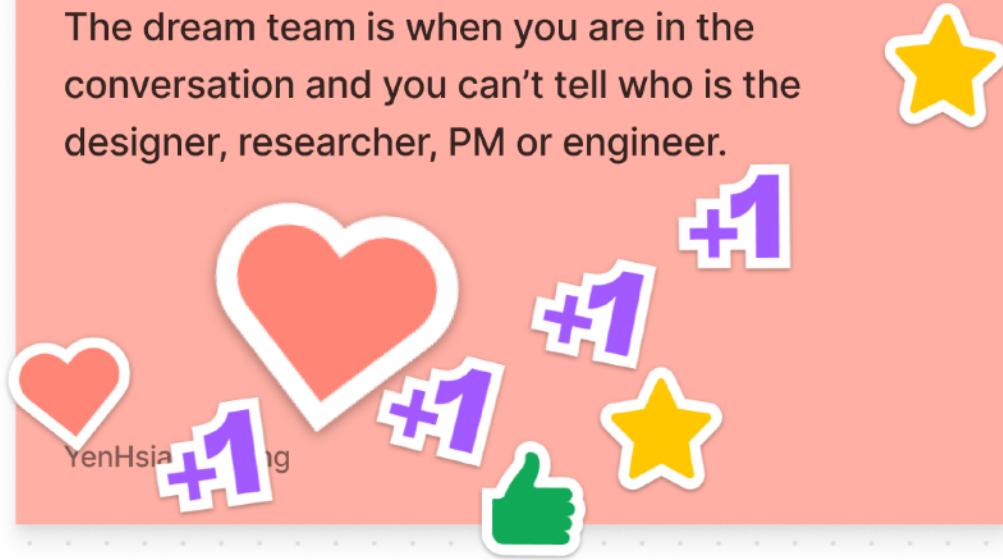
2

Make sense out of the hybrid model.

3

Embed design to have full impact.

The dream team is when you are in the conversation and you can't tell who is the designer, researcher, PM or engineer.



We own the responsibility of getting us there.



Andy



Anna



Armina



Sarah



Camilla



Manuela



Sarah



Anet



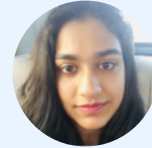
Benjamin



JV



YenHsiang



Kashish



Folake



Kathryn



Emily



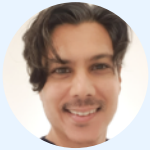
Lasse



Craig



Torben



Mo



Grace



Florentina



Kim



Kristian



Izzy



Louise



Caroline



Sasha



# Thank you

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

