

Transforming digital space for employee satisfaction

CASE STUDY



BACKGROUND

Project Overview

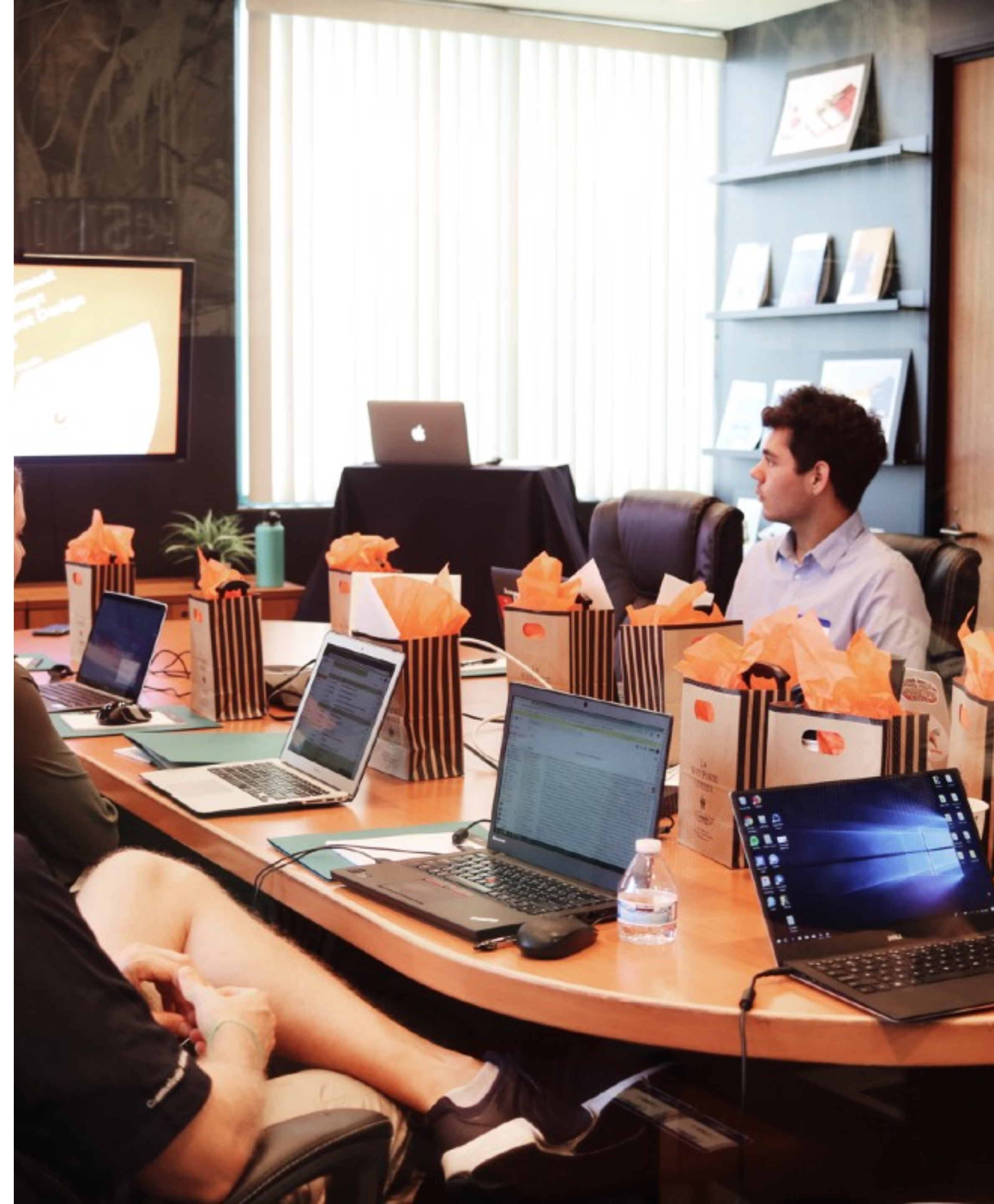
A global two wheeler manufacturer was having multiple individual platforms for employees and managers to guide and support for workplace needs. facing low adoption, engagement and user satisfaction rate. The organisation observed low adoption, engagement and user satisfaction rate. They aimed to provide a unified experience by streamlining all platform under one umbrella for employees and managers and provide a connected & harmonious experience.



BUSINESS INSIGHTS

Business Goals

- Reduce time taken to complete the task
- Increase employee satisfaction
- Increase productivity
- Increase intranet usage and user engagement
- Reduce business cost



Product Goals

1. A one-stop solution which enables users to apply for leave, reimbursement, claims, and book hotels, flights, and cabs via a unified platform that is flexible towards different user needs.
2. Engaging intranet that promotes employee collaboration & communication with surveys, feedback and internal communication channels. Keeping employees better informed about what is happening across the organisation with news, announcements and other essential but curated updates.
3. An efficient intranet that enables the workforce with quick access to see the pending action and requests in one place.
4. Empower managers to see what their team is working on and from where to get a holistic overview of their department.
5. To create a digital workplace to empower the workforce to communicate, collaborate and feel connected around the year.



Design Goals

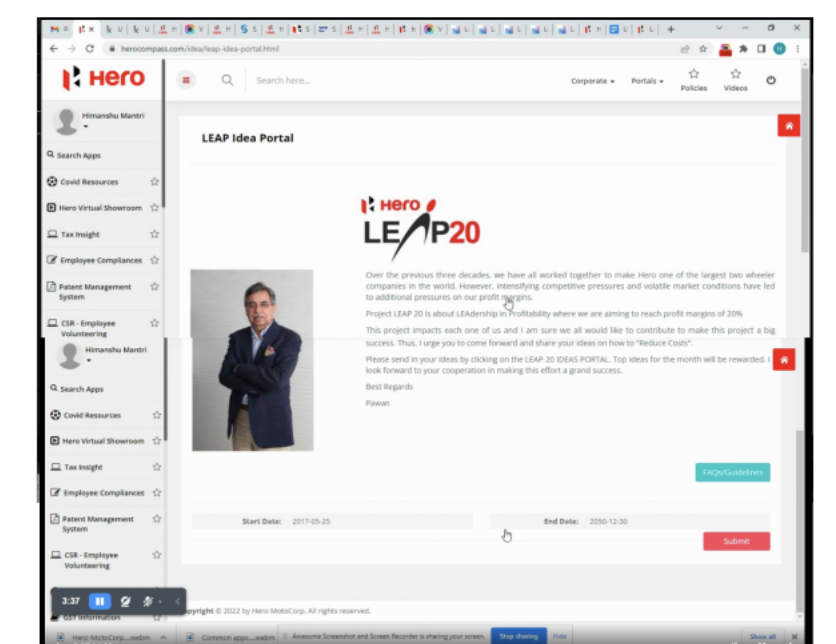
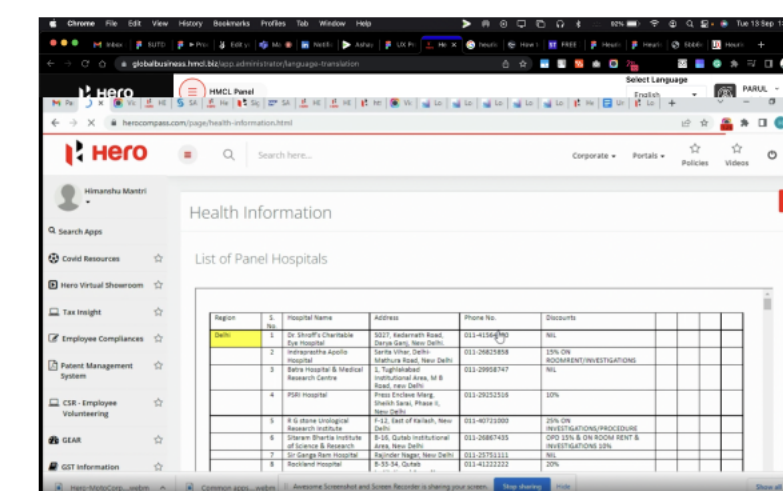
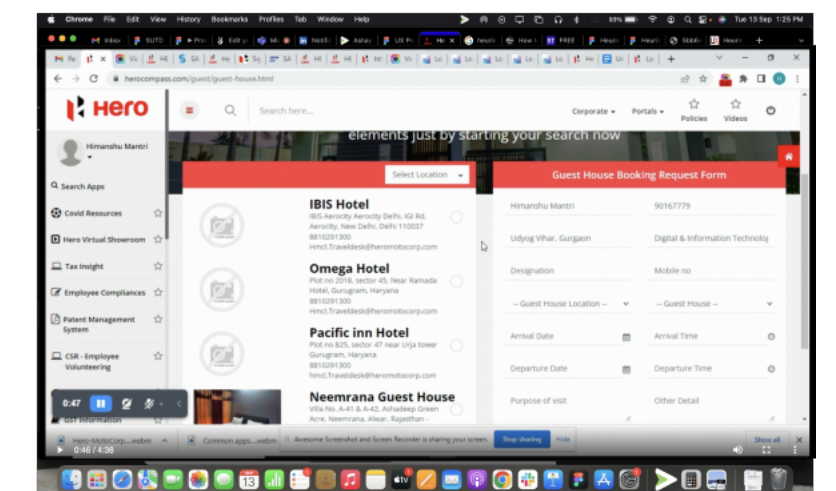
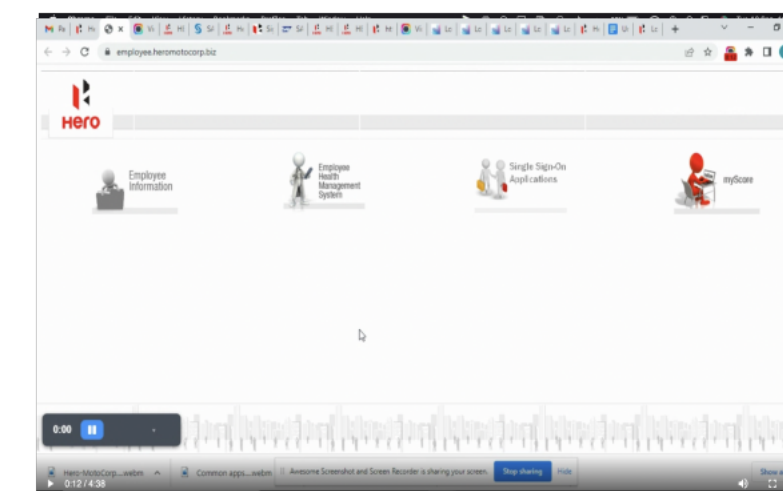
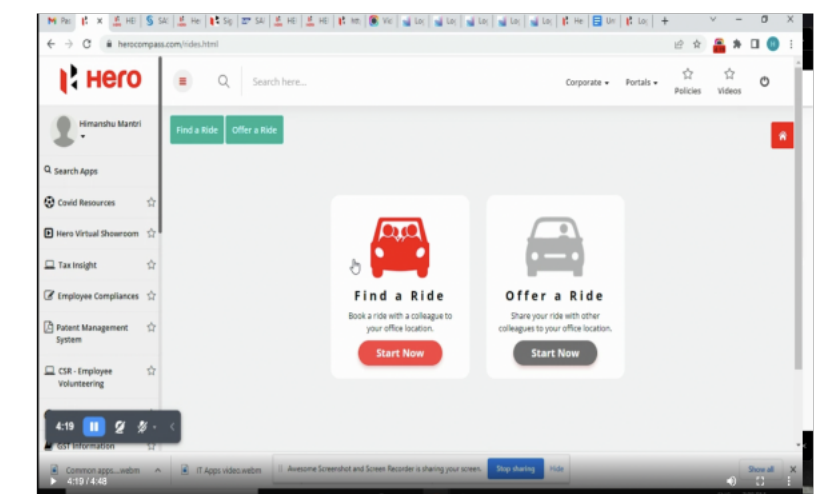
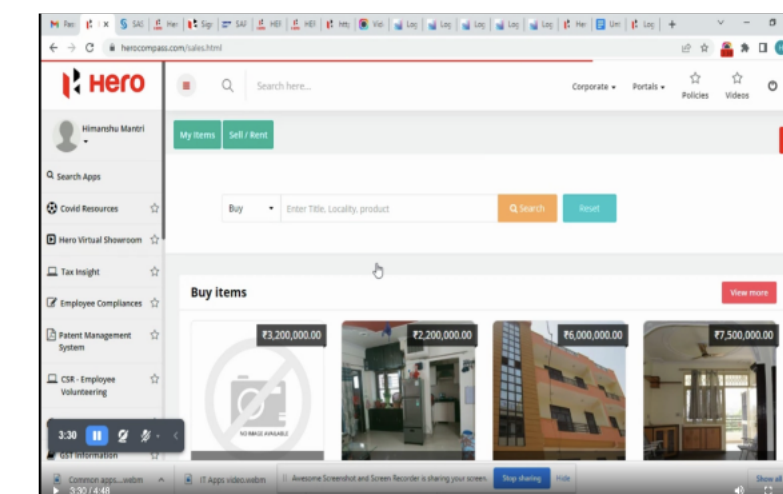
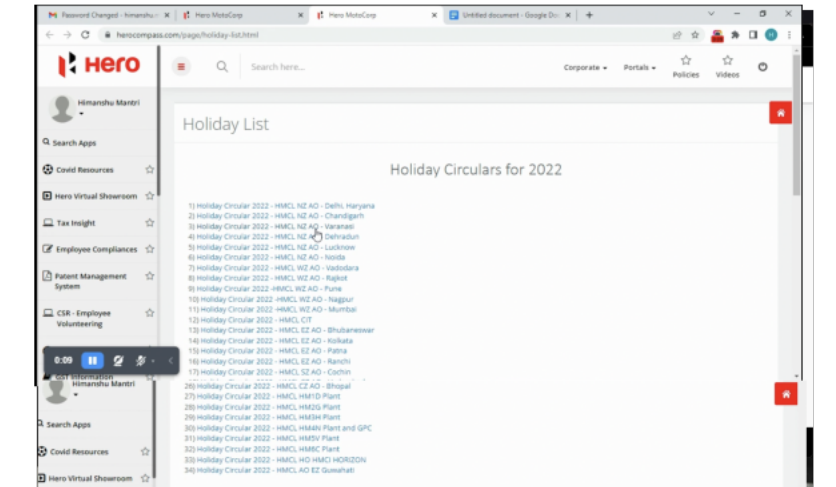
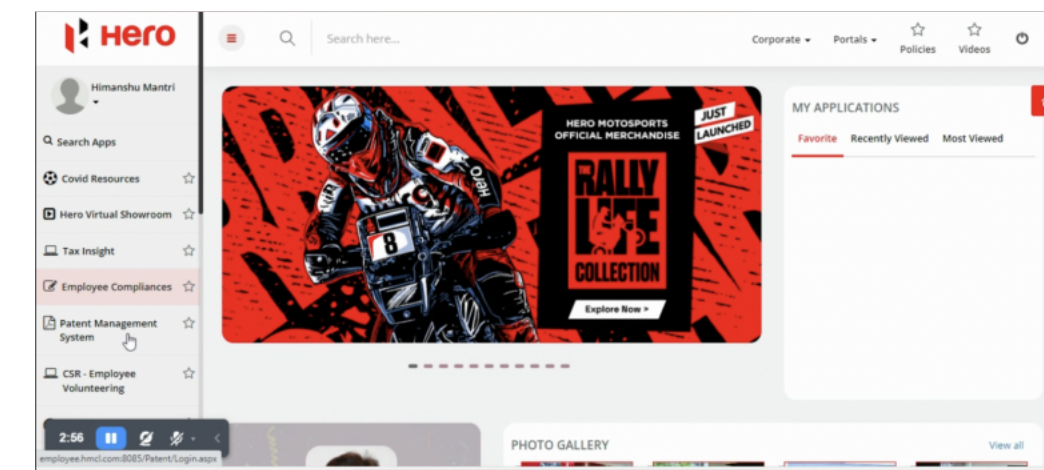
1. Discoverable: Enable employees to find relevant applications with the help of strategic content mapping, curated navigation and robust search.
2. Contextual: Engage users by personalising the intranet to suit their unique needs.
3. Empowering: Provide options to customise the intranet as per the need.
4. Cohesive: A well-integrated system for a consistent and unified user experience.



RESEARCH

Current Challenges

1. **Navigation:** The structure and design make it challenging to user in finding information easily.
2. **Discoverability:** Due to challenge in discovering right set of information, users tend to miss crucial details about products, services offered.
3. **Logical grouping:** Information is not organised in a logical manner which makes it difficult for users to navigate on the platform.
4. **Inaccuracy in information:** Inaccurate information results in confusion to users.
5. **Insufficient Search:** The search function does not work efficiently which is challenging to the user in find-ability aspect.
6. **Multiple entry points:** Multiple links or options for similar tasks, lead to confusion & not able to complete the task efficiently.
7. **Relevancy of information:** due to lack of relevant information, users tend not to rely upon the platform & get info from somewhere else.
8. **Dead links:** Links that no longer work result in 404 error pages which causes frustration and dissatisfaction for users.
9. **Challenge in finding specific information:** Users struggle to discover specific details or information, which leads to drop in adoption of the platform.
10. **Lack of support and guidance:** The website does not provide adequate support or guidance to users, leaving them feeling lost or unsupported.



Intranet Trends

News and updates

Announcements

Collaboration & File Sharing

Communities and Groups

Dynamic Notifications

Chunking & Progress

User Control

Document Management

Smart search

Advance Analytics

One Stop Shop

1:1 Interviews - Week of 12 - 23

Heads	6
AVP	1
AGM	1
Managers	16
Associates	9
New Joiner	2
Trainee	4
Exit Employee	1
Admin	1
Total	41

What we asked

“Daily schedule”

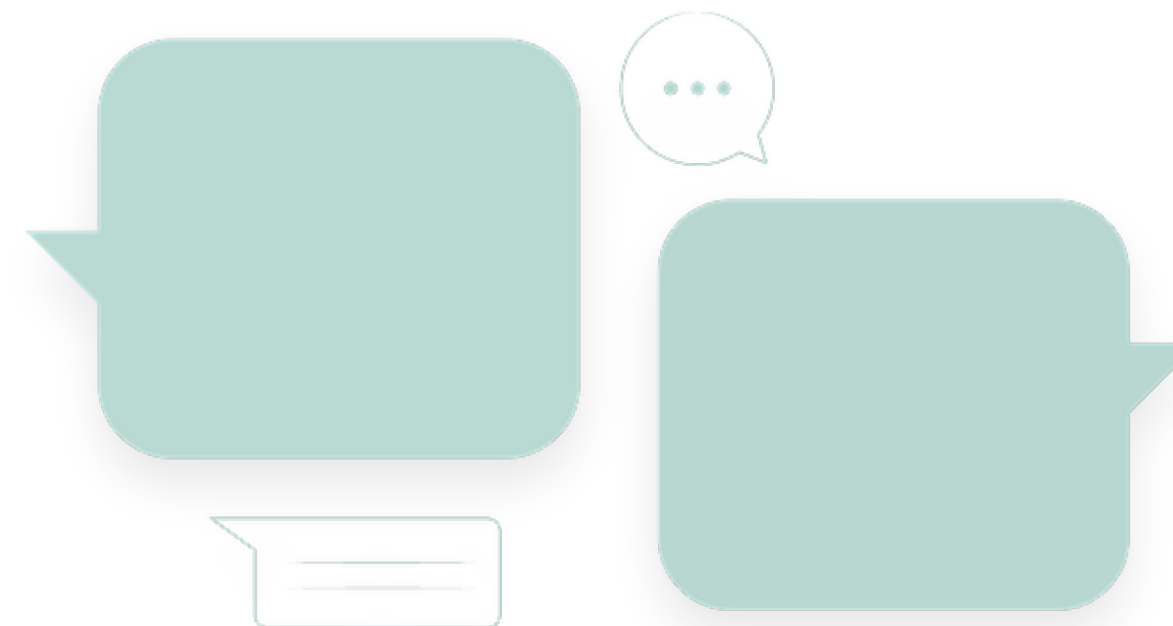
“Challenges and obstacles”

“Knowledge Sharing”

“Role and responsibilities”

“Performance cycle”

“Favourite app”



“Experience with similar apps”

“Most used applications”

“Motivation to use”

“Travel booking process”

“High priority tasks”

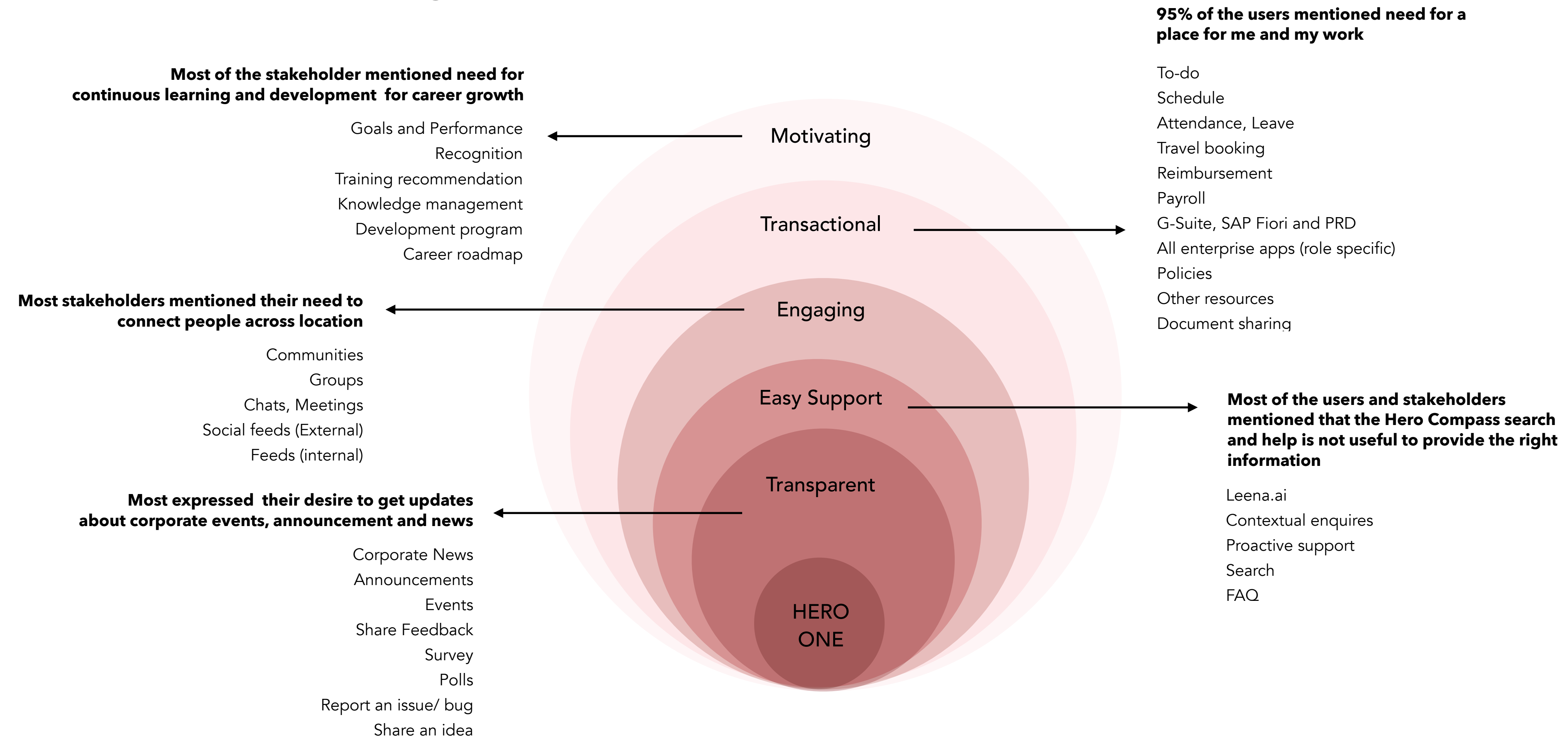
“Most used feature/s”

What users said

- Want to find tools easily and quickly
- Leave application system is very complicated
- People wants to customise the pages as per their need and requirement to access the frequently used tools in one click
- The corporate intranet should focus more on information, while the employee intranet should be used for tasks, certificates, training, and a dashboard showing all the reportees.
- All apps should be self-explanatory and accessible from a single platform for employees.
- It has to be informative, there should be a channel to communicate organisation level news, events
- Message from CEO and Department heads should be visible on the home page
- Easy on-boarding process for new joiners and visibility to key contacts
- Easily available help and support section
- Recognition of work and section to share achievements with team members and leadership
- Search should be more relevant and keyword based

Conceptual Model

Based on user and stakeholder insights



USER PERSONA



“If you need to find something you can’t find it even in search, for e.g. for accessing payslip there is no link for payroll portal.”

Deeksha Jain
HR Business Partner (Domestic Business)
Employee since 1 year

Responsibilities

- Manage HR requests (M)
- Taking HR initiatives and strategies for overall business growth
- Monitoring employee life cycle
- Recruitment management
- Overseeing employee onboarding
- Conduct disciplinary actions
- Employee off boarding

Pain points

- Not able to find relevant information
- Multiple apps and platforms hinders productivity
- Data based decision making becomes difficult as the details are not structured
- Feels that time utilised for particular task is very long



“I need to mark attendance when we are on tour or field work but cant may be because of low network”

Pujara Das
Service Manager (Customer Experience)
Employee since 13 years

Responsibilities

- Updating reporting manager regarding achievement of target for sales for HERO
- Develop and maintain dealer relationship
- Co-ordinating with marketing and production team or setting the sales target
- Accountable for finished products, It consists of order processing, warehousing, and transportation.

Pain points

- Tools are not grouped to as per functional role
- Many app names are very confusing and difficult to understand.
- Too many policies have to open to view any policy, no proper search filtration, manual, and dated design.
- Poor data management.



“II need to mark attendance when we are on tour or field work but cant may be because of low network”

Nakul Mukherjee
Marketing Executive
Employee since 11 years

Responsibilities

- Creating marketing strategies for HERO premium products
- Plan and execute marketing campaigns
- Procure products for on-site events
- Understanding customer reviews and requirements for future decisions
-

Pain points

- No repository of previous ad campaigns
- Duplicate apps for similar requirements
- Unable to find required tools in the current intranet
-



"The problem is that somebody can play with this data, we want to develop a app where we can have fix format"

Umang Singh
Assistant General Manager - OBL
Employee since 4 years

Responsibilities

- Planning and creating dispatch plan for each plant as per the distribution and production capacity.
- Process the order manually if any change in plan is there, Overseeing of dispatch report, shift end report, manpower list.
- Creating purchase request for product require for loading and dispatching.
- Fill yearly goals and progress
- Manage team of direct reportees

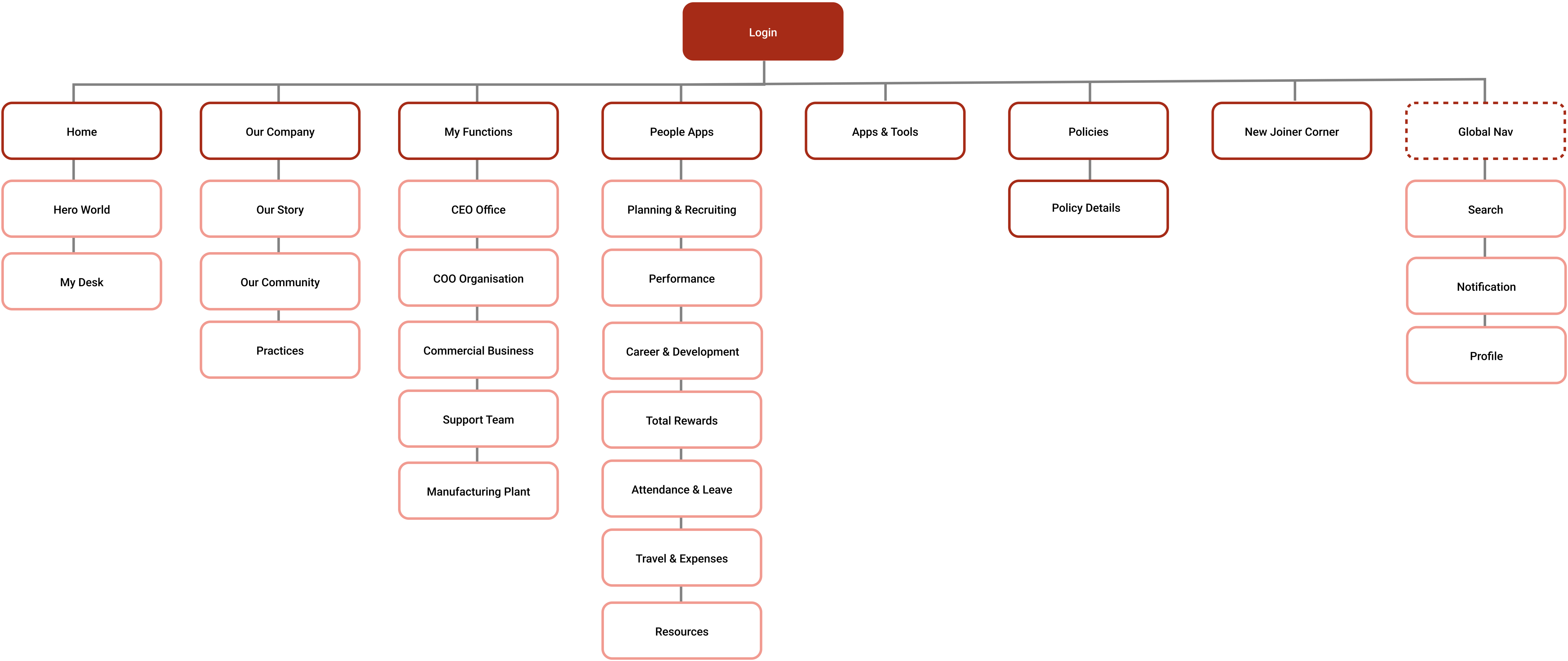
Pain points

- Two tabs for travel management system , and both are different, he do not know different use of that.
- Employee are using Google sheets to create Shift end report, he thinks people can twig it and not trustworthy.
- Tracking of work, alerts, he do not receive in mobile apps
- Need to go to different platform

USER TASKS

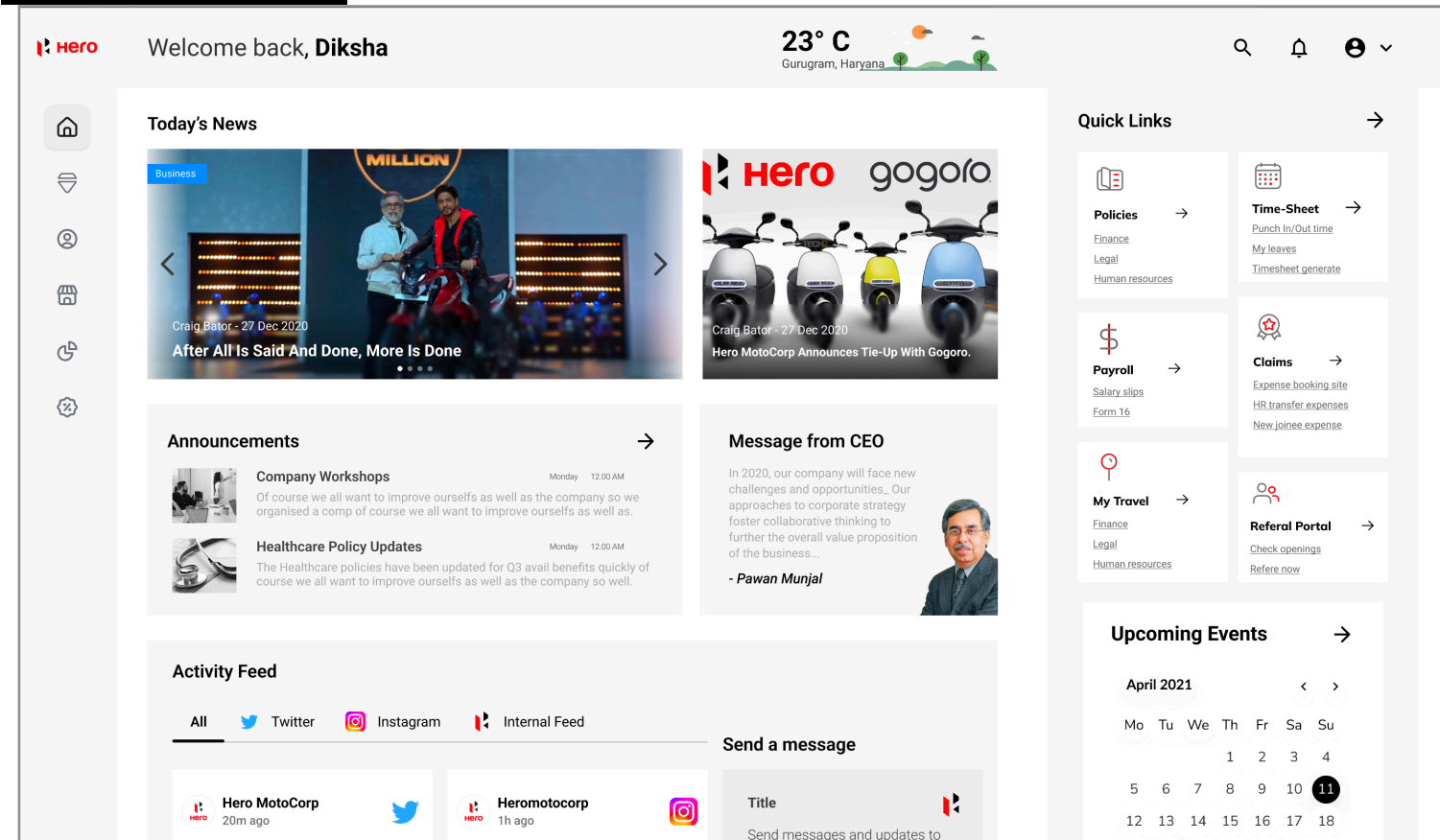
<p>1 Plan and check schedule</p> <ul style="list-style-type: none">- View (reschedule, cancel or join) <p>Upcoming events.</p> <ul style="list-style-type: none">- view (reschedule, cancel or join) <p>Conference room.</p> <ul style="list-style-type: none">- View availability to (book, Cancel, reschedule) <p>2 Manage requests for team (M)</p> <ul style="list-style-type: none">- Reimbursement expenses, hire a new candidate, transfer, loan, resignations, leaves, Keyword, bottles- Reject/ approve (leaves, travel, reimbursements, loan, transfer, role change, expose) <p>3 My ongoing projects</p> <ul style="list-style-type: none">-timeline, any messages, invite people <p>4 My Team</p> <ul style="list-style-type: none">- Team structure, Team status (Location, offline, online, WFH), View Team’s leaves, View Team time sheet (Status), View team performance, Give Rewards) <p>5 News (M)</p> <ul style="list-style-type: none">- (bookmark, share, filter) <p>6 Announcements (M)</p> <ul style="list-style-type: none">- View- Post- Create new <p>7 Fill quick survey (M)</p> <ul style="list-style-type: none">- how many people filled- and how many people saw- Create new	<p>8 Travel reimbursement (M)</p> <ul style="list-style-type: none">- Before/after travel- Raise request for travel expense- Add all bills of travel mode/ hotel/food/petrol/ milage/international roaming/other- Edit information- Ask for help if can’t upload- Submit request- Check approved expense or notes- Re upload if necessary- Confirm that, the amount is received (Collect cash / View in salary) <p>9 Travel booking (M) (before travel)</p> <ul style="list-style-type: none">- Raise travel request- Add reason for travel- Add durations-*Advance expense request / voucher- View travel policies (Not always)- View travel eligibility (Not always)- View travel approval-*Read travel guide for particular area (Intranet or external website - as per design)- Book travel mode/hotel for OD (cab,Taxi, flight etc- Ask HR/Admin for book travel mode, hotel- Ask for help if can’t book- Mark OD in calendar- Cancel travel request (in particular circumstances) <p>(During travel)</p> <ul style="list-style-type: none">- Collect/save bills <p>10 Self Performance evaluation</p> <ul style="list-style-type: none">- Fill quarterly /monthly/yearly goals and achievements for performance evaluation- Submit- View evaluation by manager	<p>11 Payroll</p> <ul style="list-style-type: none">- View total pay statement- View salary account / PF- View / download payslip- Ask for help if any confusion of terms, or deducted dates- Open income tax statement- Understand income tax norms - sometimes- Do Income tax declaration- Provide proof of investment- Yearly- View, Fill Form 16- View, understand, fill retirals- NPS- Gratuity- Superannuations- PF transfer /withdraw <p>Loans / Advances</p> <p>View loan policies</p> <p>12 Employee benefits</p> <ul style="list-style-type: none">-View /understand all type of benefits- Ask help if any doubt- Fill details to avail benefits- Check approved benefits details	<p>13 Attendance & Leave (M)</p> <ul style="list-style-type: none">- Punch in/out- View past marked attendance- Edit to correct attendance- Apply for missed punch in/out- Add reason for missed punch in/out or mark it as leave- Check if missed punch in /out request is approved or rejected- Fill timesheet (Plant)- View shift schedule- Apply for shift change- Apply for leaves- View total and balanced leave and holidays- Type of leave and their details- View leaves and holiday- Add dates- Add reason for leaves- Provide contact details- Add concern person- View if leave is approved or rejected- Cancel the applied leave- Ask for help for this all work <p>14 Personal information</p> <ul style="list-style-type: none">- View / edit / upload- View badges/ rewards <p>15 Finalising app access with IT team for their team</p> <ul style="list-style-type: none">- View employee details- Approve access <p>16 Exit Request</p> <ul style="list-style-type: none">- Approve exit requests- Make exit request- View approval from reporting manager- Attend exit interview- Follow clearance process
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INFORMATION ARCHITECTURE



INTRANET CONCEPTS

Concept 1

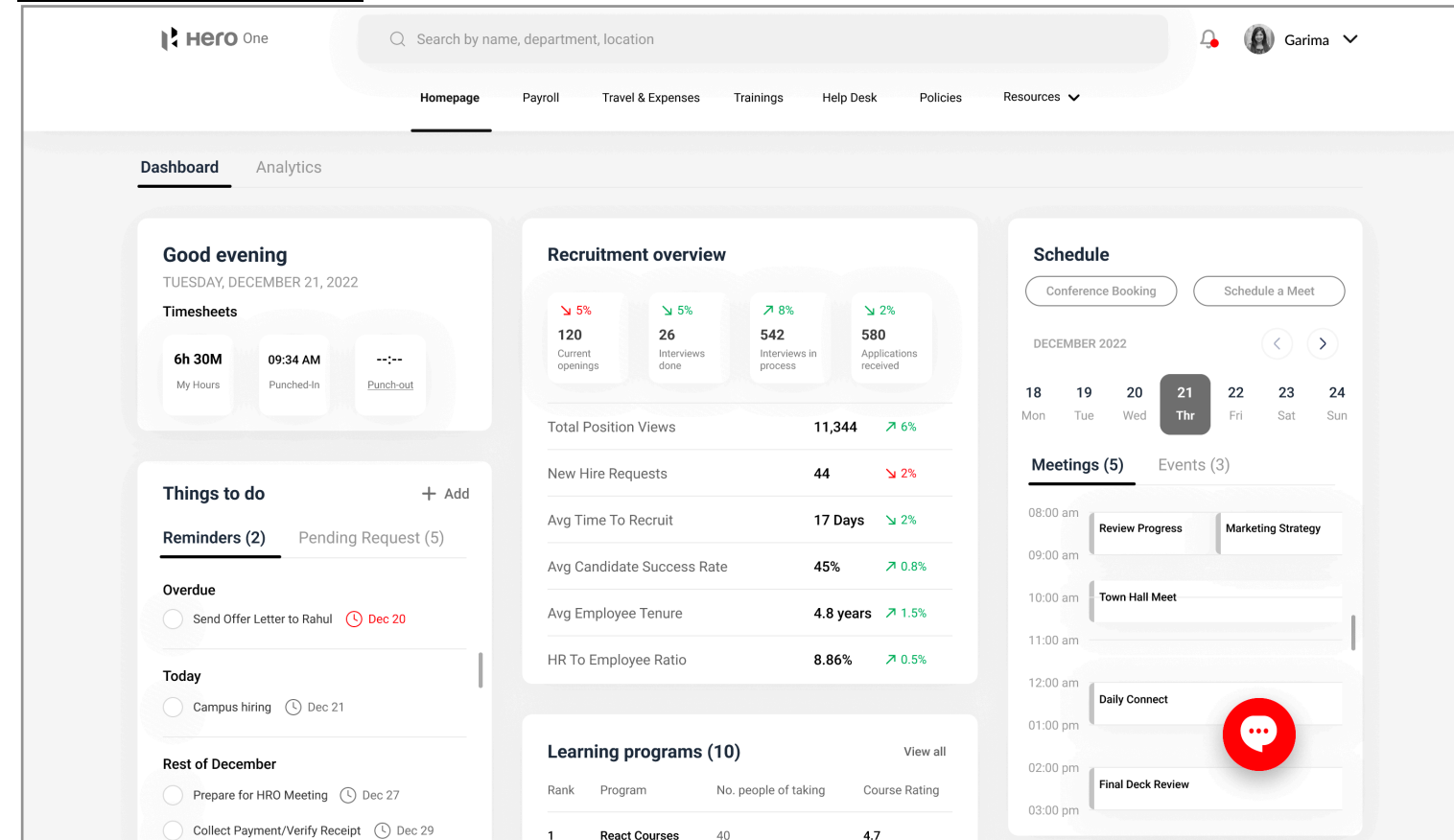


Topic Oriented

Engaging | Navigable | Robust | Easy-to-use

First concept was topic oriented navigation for ease of finding the important information swiftly, without hurdles

Concept 2

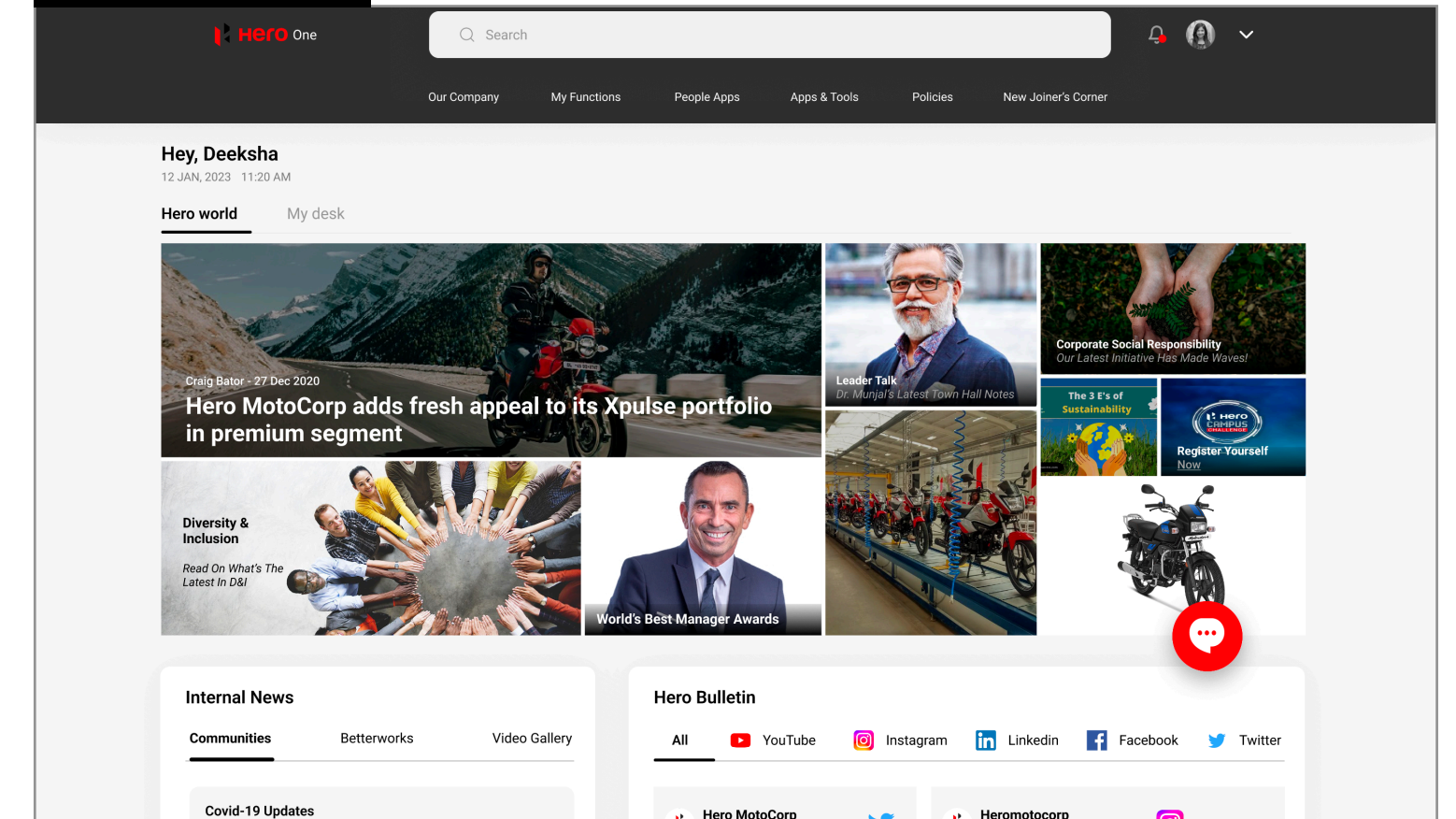


Task Oriented

Engaging | Navigable | Robust | Easy-to-use

Second concept was task oriented navigation to get things done with ease

Concept 3



Hybrid

Memorable | Intuitive | Bold | Discoverable

Third concept is task and topic oriented navigation and content for employees with a mission, to get thing done and to find something as per their need.

Typography, Colors & Iconography

Aa

T-Star Pro - Heavv. Bold. Medium

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Primary Colours

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#F7F5F7

#FDEDED

12*12

18*18

Gradient Colours

RED

BLACK

24*24

40*40

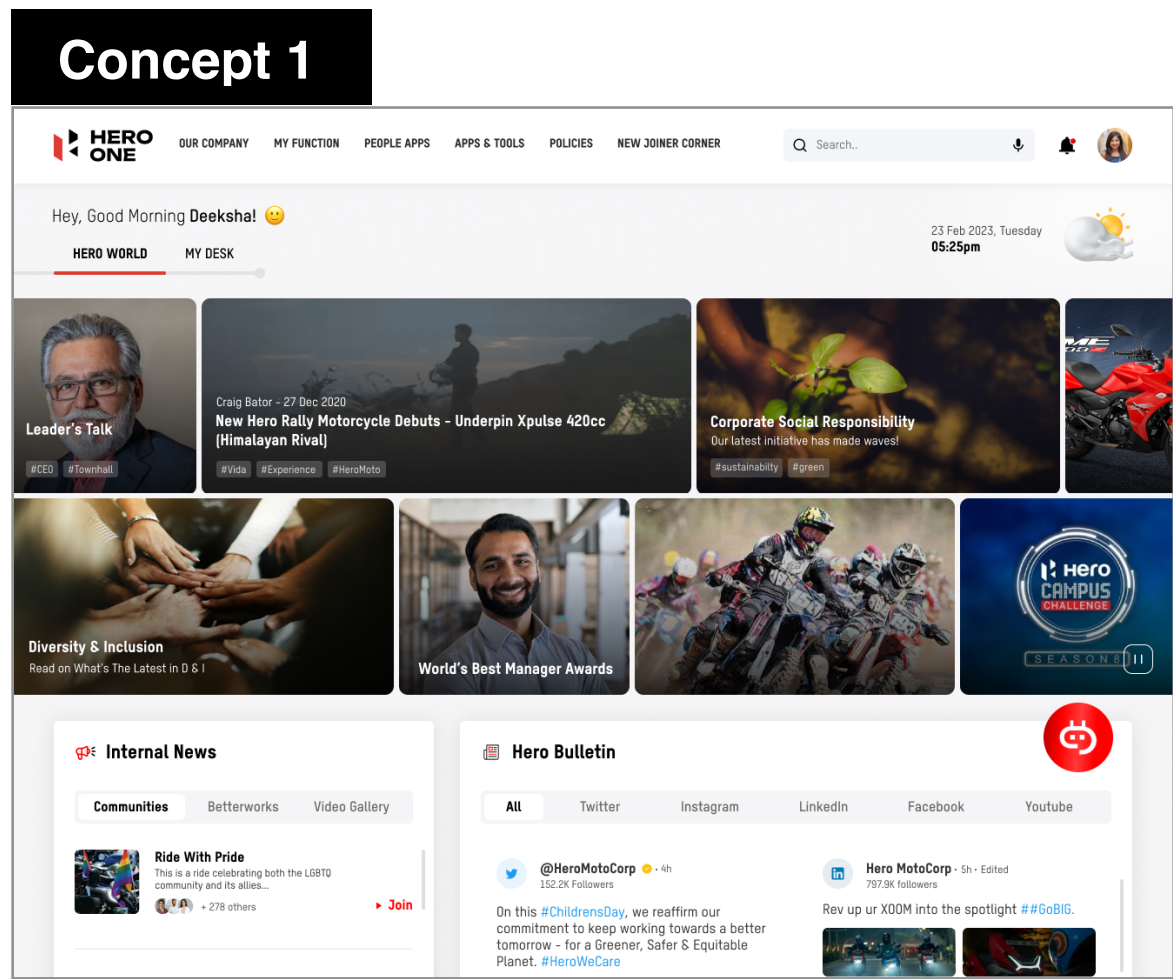
Illustrative Icons

16

Images: Warm and Vibrant



VISUAL DESIGN CONCEPTS



Feels like hero, feels like home

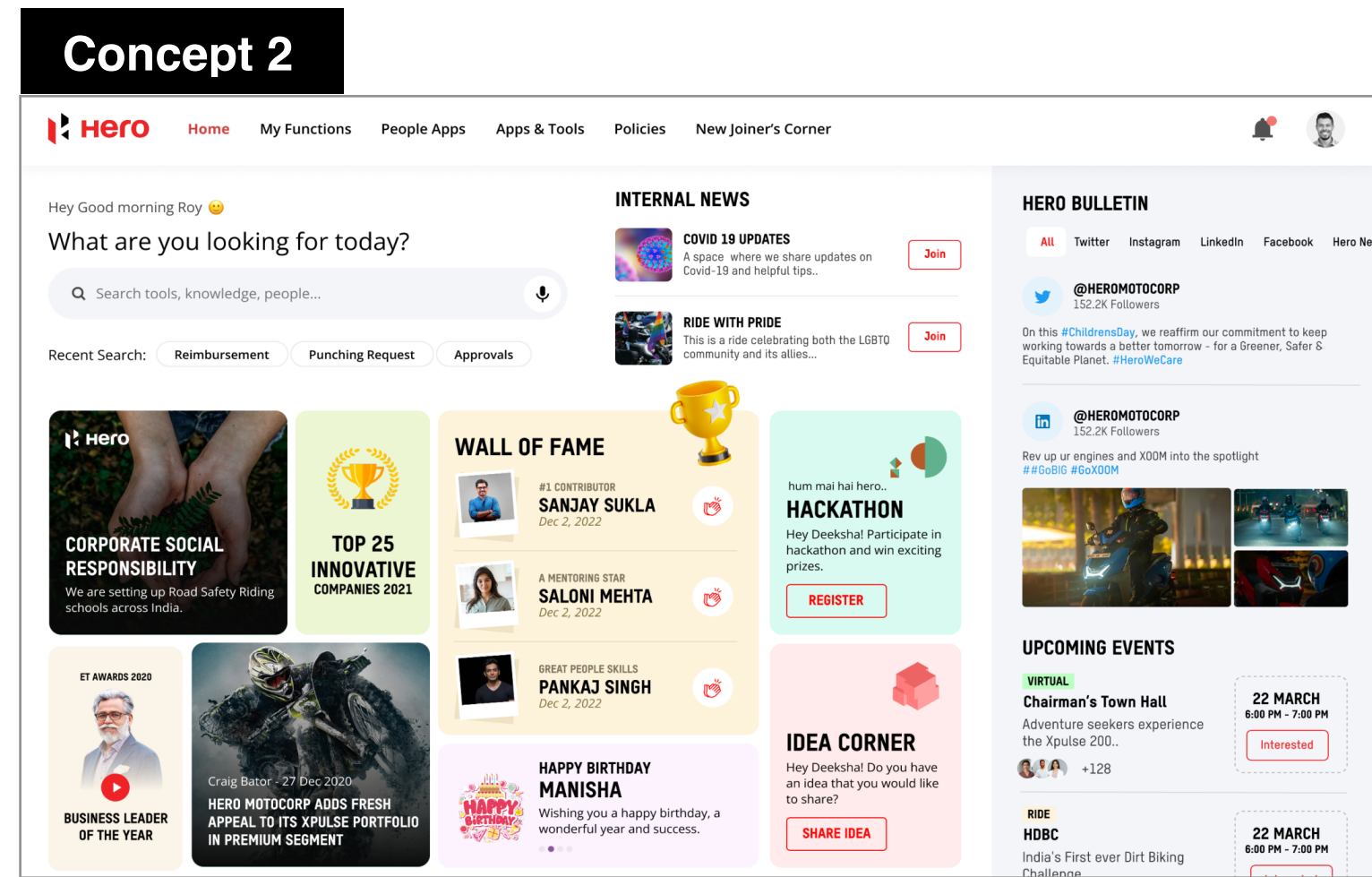
Familiar and Integrated

Bringing a Familiar visual experience to the table with the classic notion of red-white visuals, the newest addition to the Hero Family incorporates well with their everyday routine.

Minimal | Integrated | Professional | Familiar



T-Star Pro



Your Everyday Companion

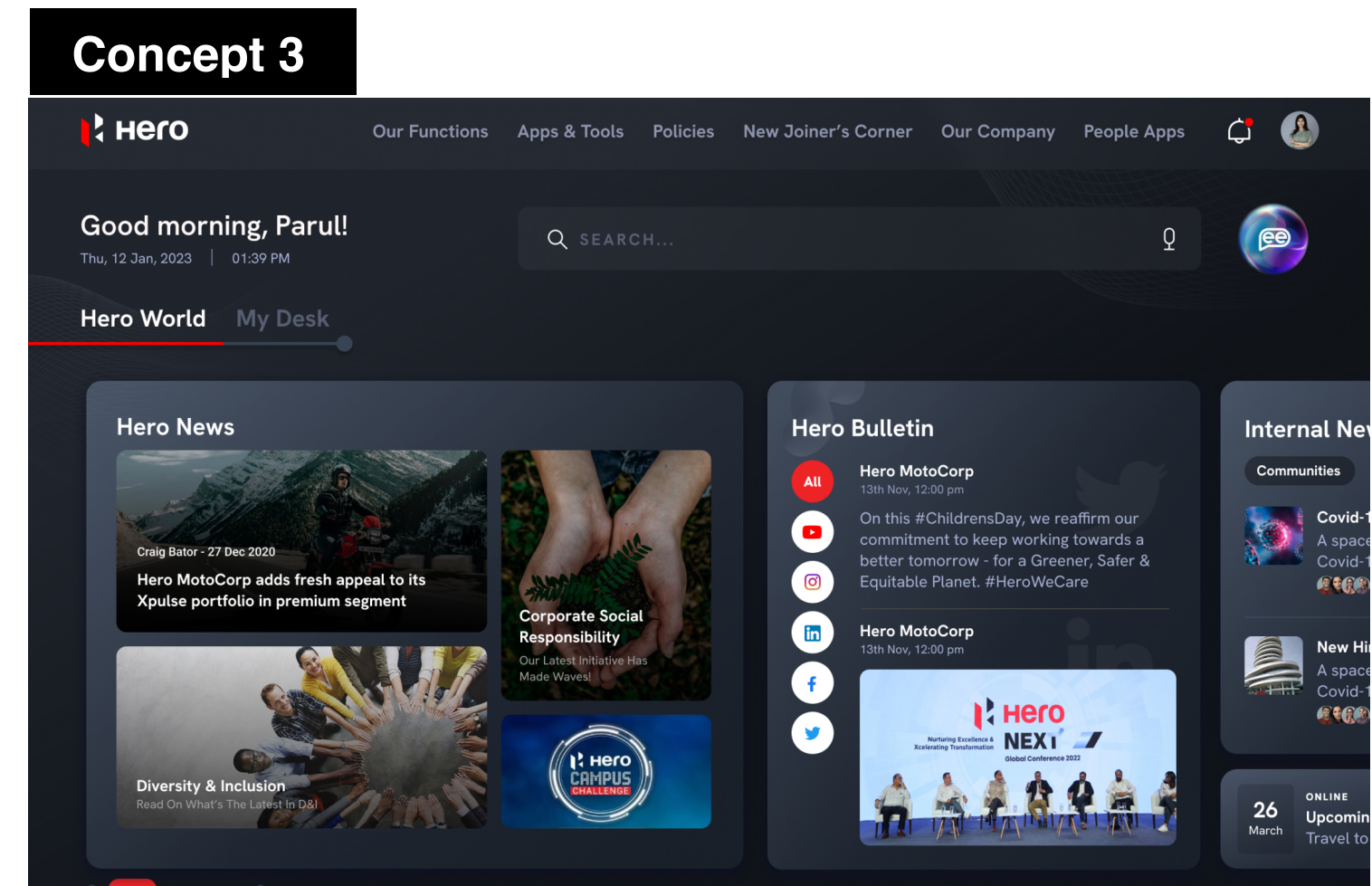
Your Virtual Professional Safe Space

Bringing a Familiar visual experience to the table with the classic notion of red-white visuals, the newest addition to the Hero Family incorporates well with their everyday routine.

Personalised | Cohesive | Vibrant | Dynamic



T-Star Pro



The Future of Mobility *Workplaces*

AI powered guided assistance

Leverage artificial intelligence-powered virtual tech & voice-enabled virtual space to provide hero's employees with a more assisted, connected & collaborative experience.

Futuristic | Adaptable | Connected | Assisted

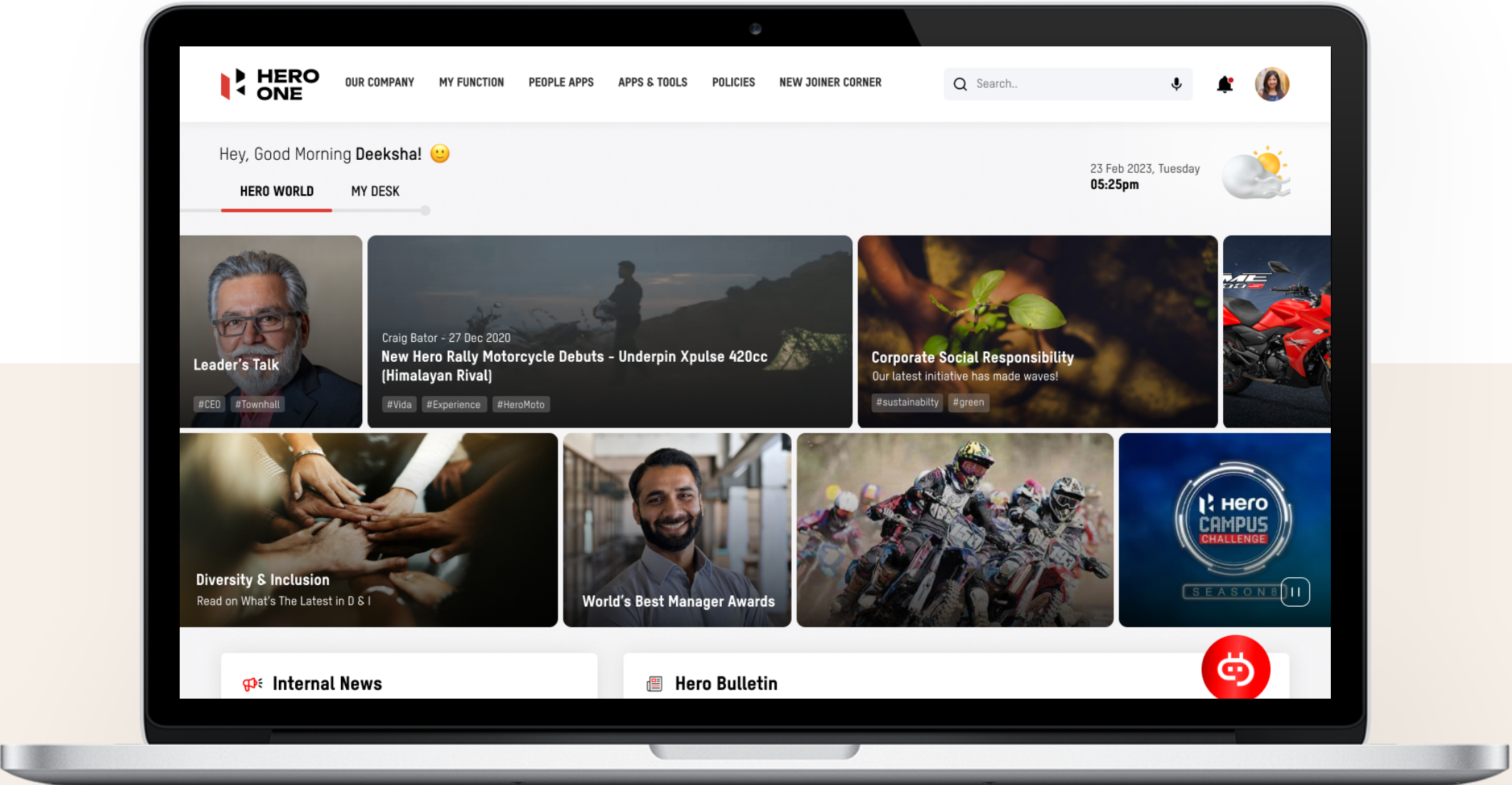


Hanken Grotesk

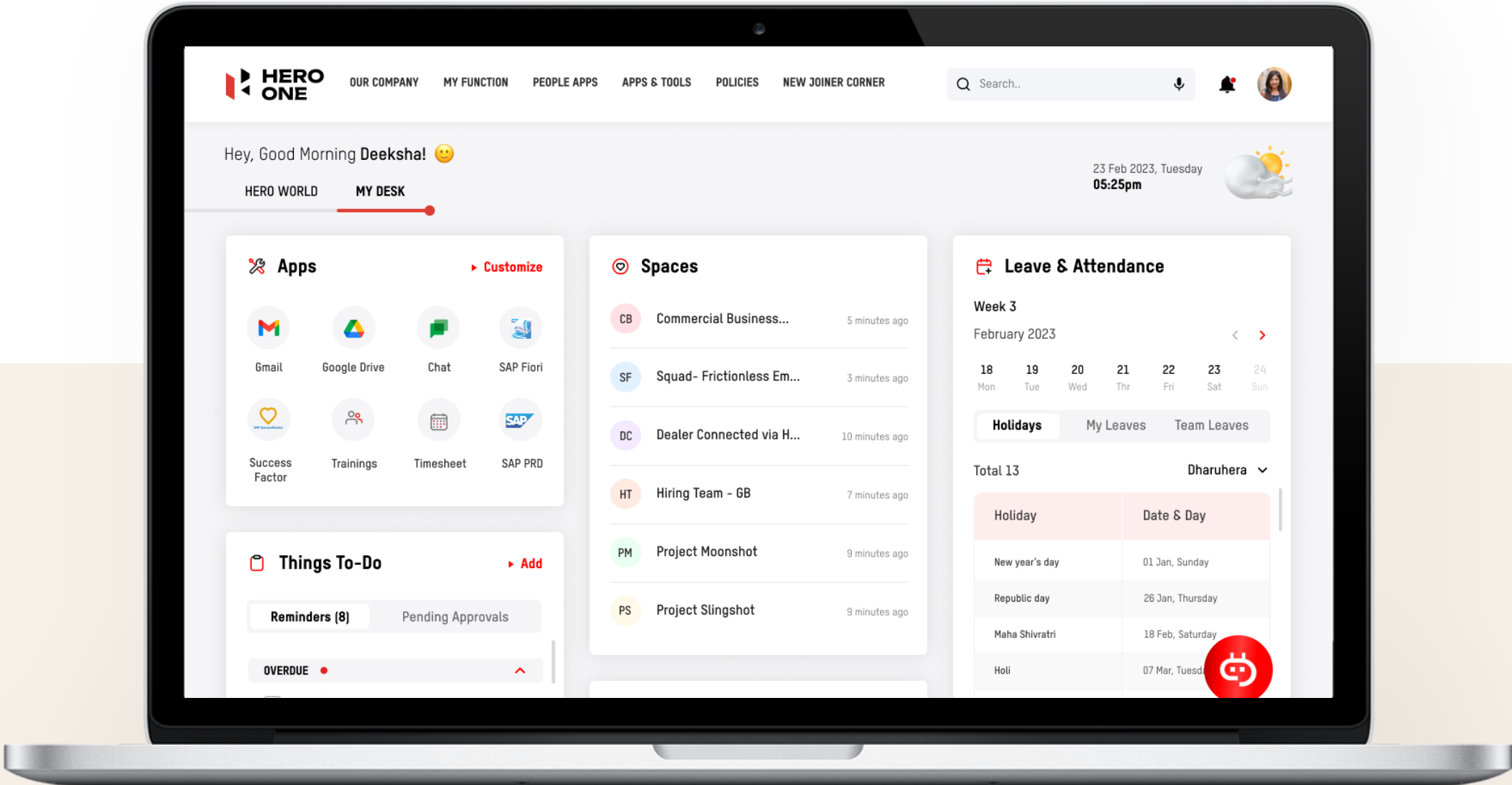
FINAL DESIGNS

Home

Hero World



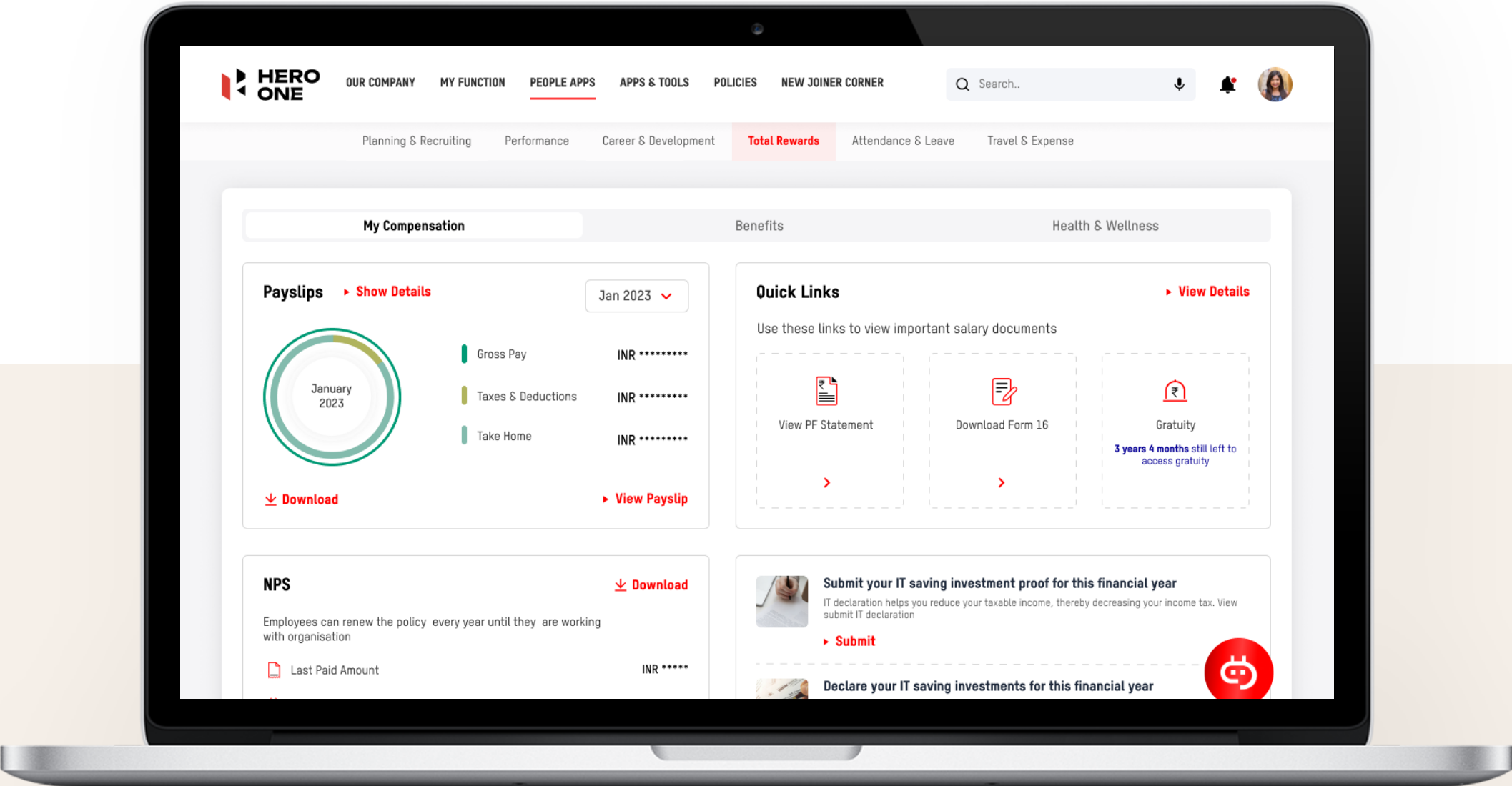
My Desk



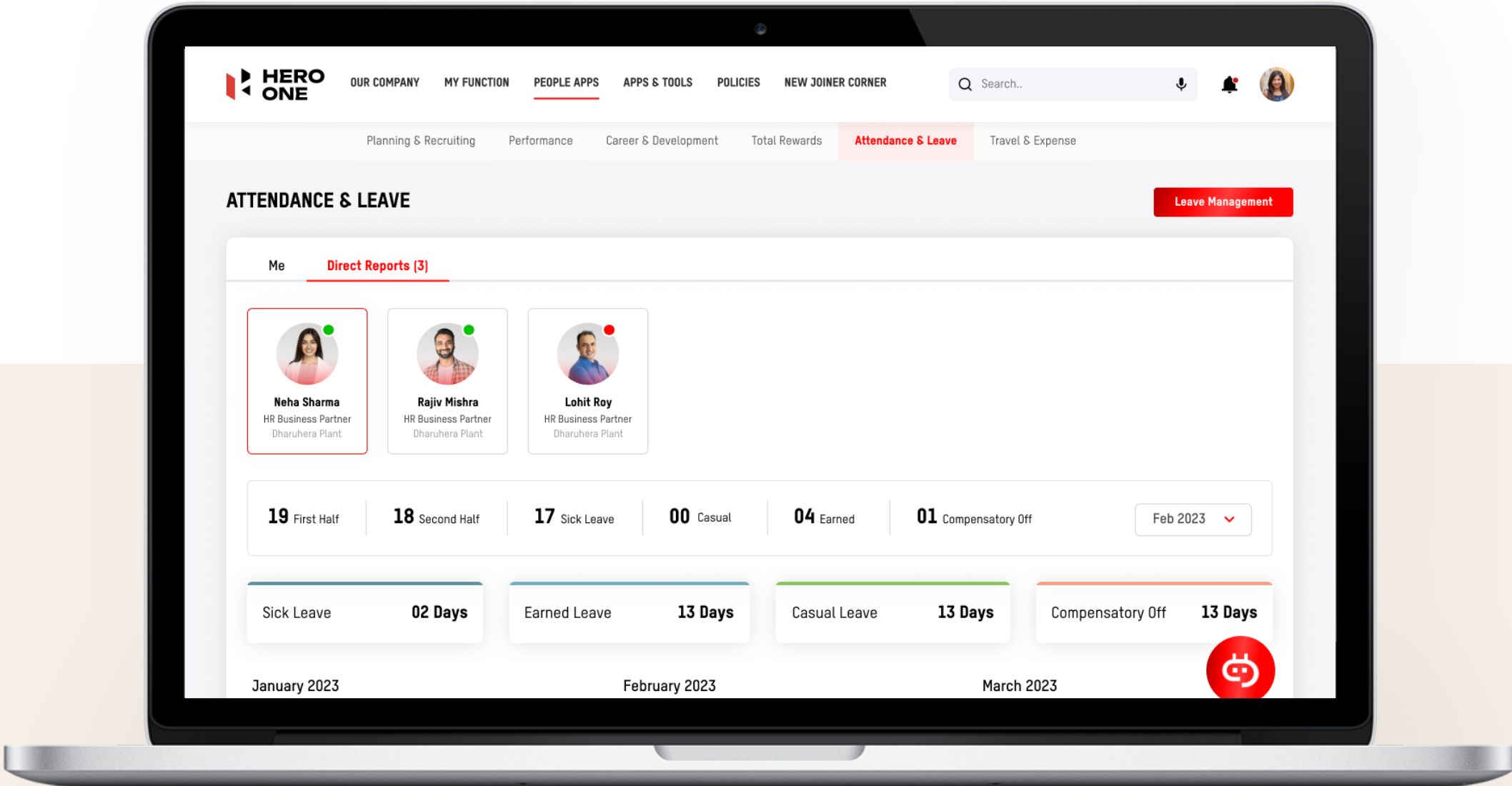
FINAL DESIGNS

People Apps

My Compensation



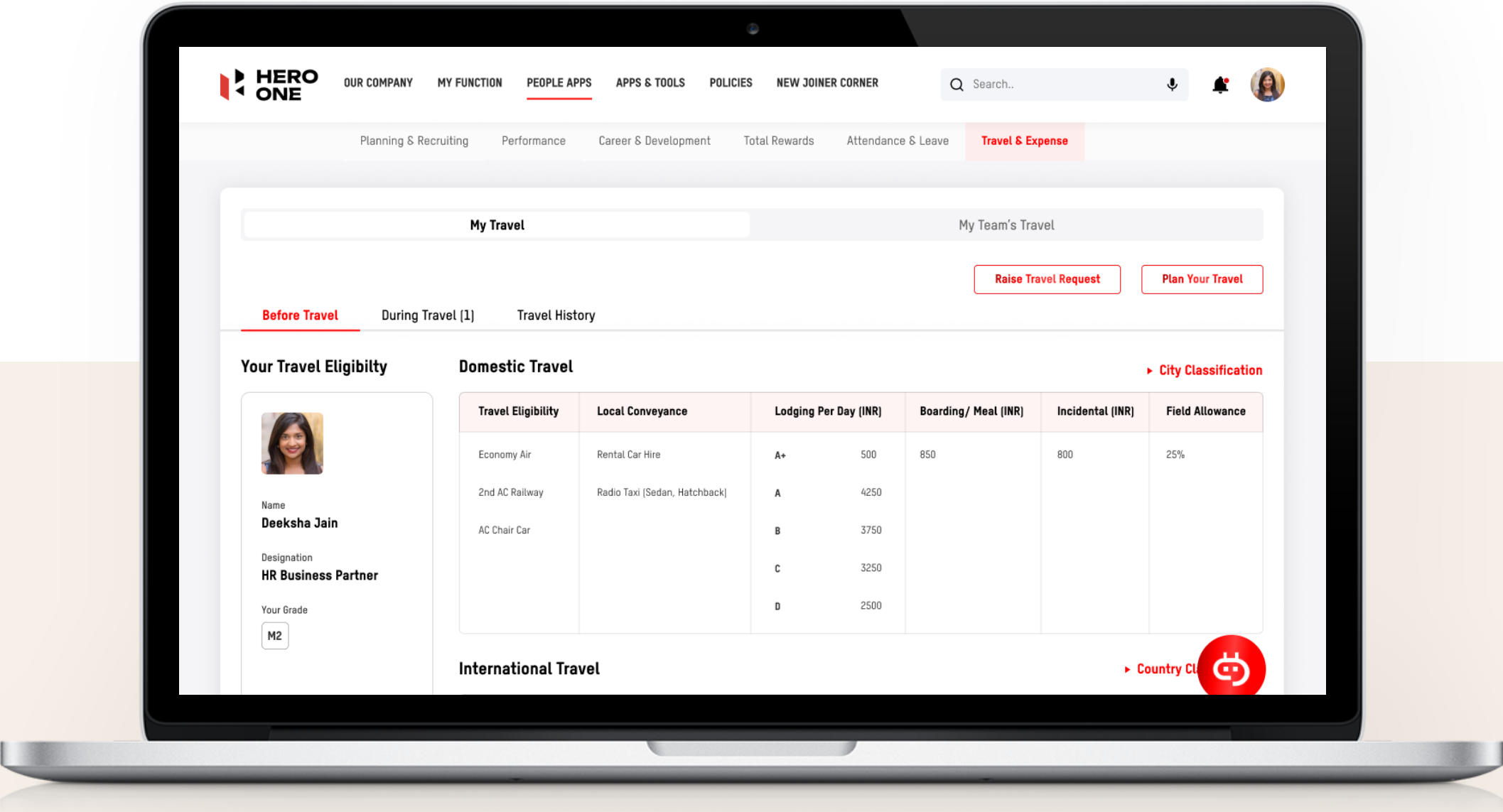
Attendance & Leave



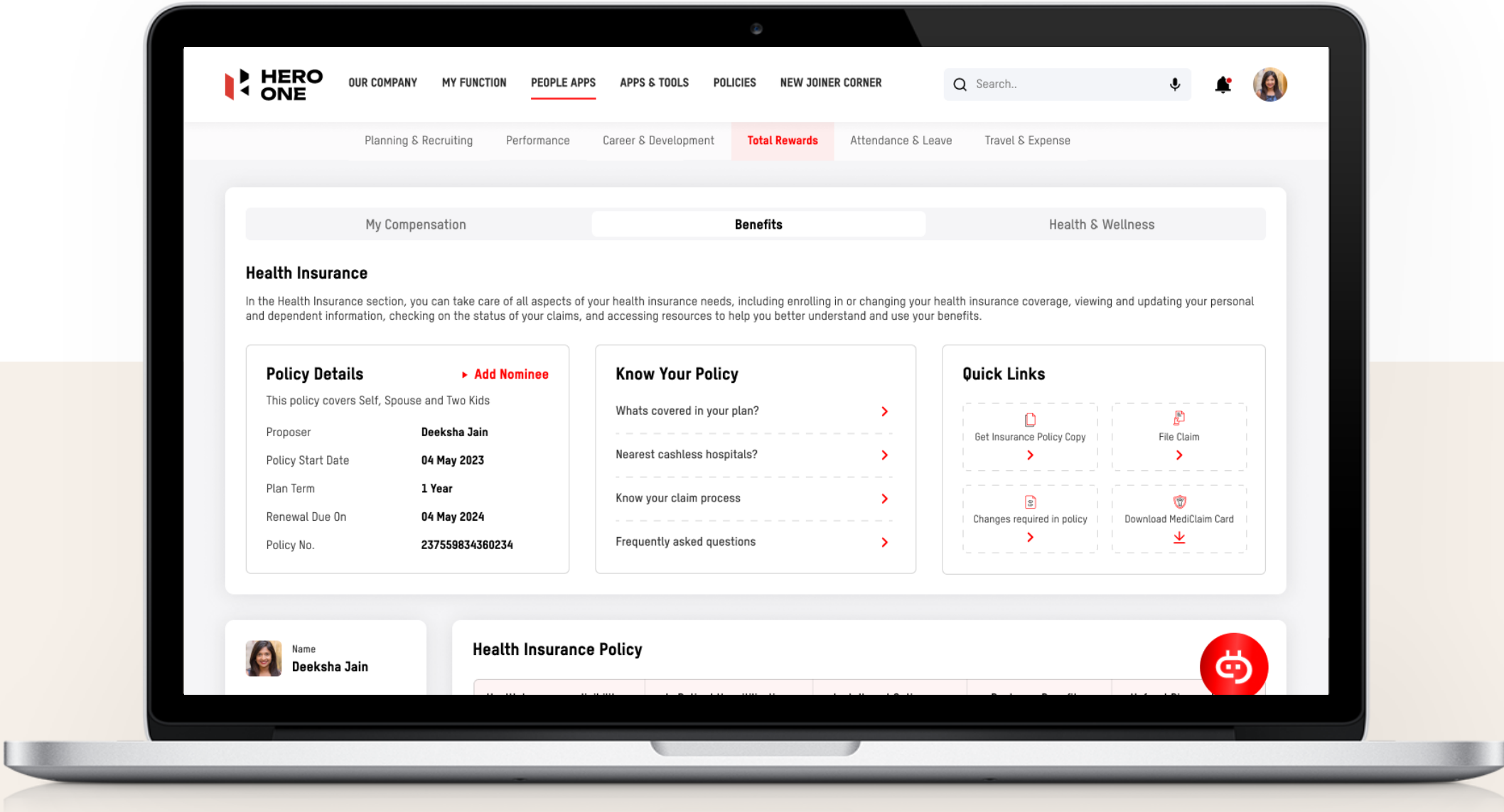
FINAL DESIGNS

Travel and Expense

Travel & Expense



Total Rewards



Thank you!