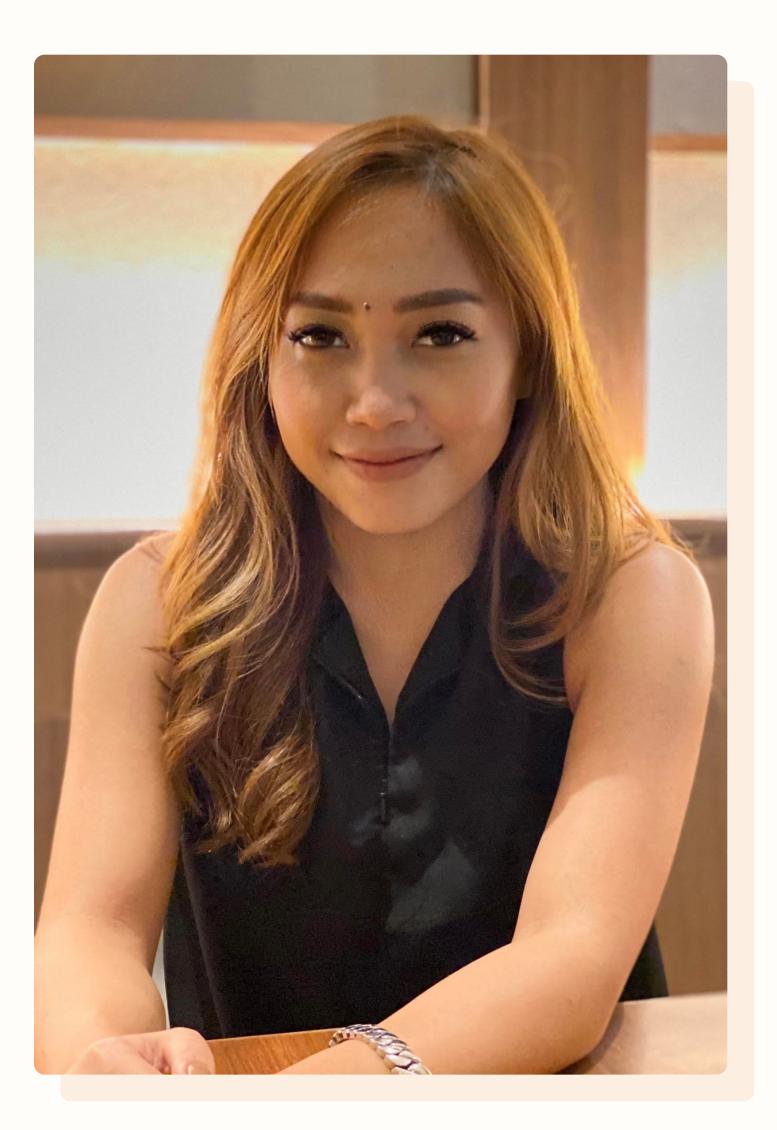
ARIANTI SILVIA



PORTFOLIO/CASE STUDY

2024

Hello!



I'm Silvia, a Digital Product Designer with around 10 years experience of working in tech, based in Jakarta, Indonesia.

Currently working as a Digital Product Designer for McKinsey & Company, as a client-facing consultant for Digital Design.

Prior to that, I designed interfaces for various small, medium, corporate companies and personal clients, in various industries from (mostly) SaaS/B2B to B2C and others. Still actively mentoring startups and young designers.



Oddle Eats Oddle

Singapore



Senior Product Designer Jakarta

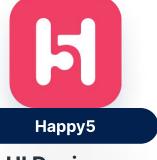




Previous employers







Jakarta







Brankas

Product Manager

UI Designer





EngageRocket

Product Intro

2021-2022 Increasing the adoption of ACT Module by creating "the Lattice of Value"

What is EngageRocket?

the survey.

Problems

Team

- Arianti Silvia (Product Designer)
- UX Researcher

- EngageRocket is cloud-based software on
- employee engagement and productivity, to
- analyze and act on employee feedback from

Users/Personas

- CHROs (Primary)
- People Leaders/Managers/Executives (Secondary)
- Employees

Goal

• User friendly dashboard for Managers to increase adoption from Managers usage

Method

- Design Sprint
- Concept Testing

• Difficulty in data interpretation • Too much handholding froom CHRO

EngageRocket

Product Intro

Problems

Up until 2021, EngageRocket has 2 modules to sell:

- Belong

 - Has 2 sub-modules:
- Grow

By Q4 of 2021, management decides to add new modules and revamp the existing modules. The plan is to have 3 new modules on top of the 2 existing modules.

There is 1 pre-existing feature available for users to use, to help them plan the action needed for a particular situation. This feature is being reformed into a new, separated module, called Act.

Act is accessible and appears in CHROs and Managers' dashboards.

• Survey, analyze, and report on Employee Engagement

• Belong - Onboarding: launch and report surveys based on milestones

• Belong - Pulse: launch and report survey in custom cycles

• Survey, analyze, and report on Employee 360 Feedback

EngageRocket

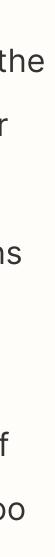
Product Intro

Problems

From the Customer's Success team conversation, we have found a similar problem of adopting the Act module within a few organizations. We (me and the UX Researcher) tried to look back at our research files, and we found some patterns that could contribute to the adoption. Most of the feedback (from CHROs) says that they still need to handhold managers to formulate action plans because managers find it hard to interpret the insights from the dashboard.

At this stage, the manager's dashboard is pretty much similar to what CHROs will see, with all of those complex information. This caused a heavy cognitive load, while managers already have too much on their plate beyond this. As well, the manager's dashboard is not (directly) actionable. The result and the action planner area are not linked together.

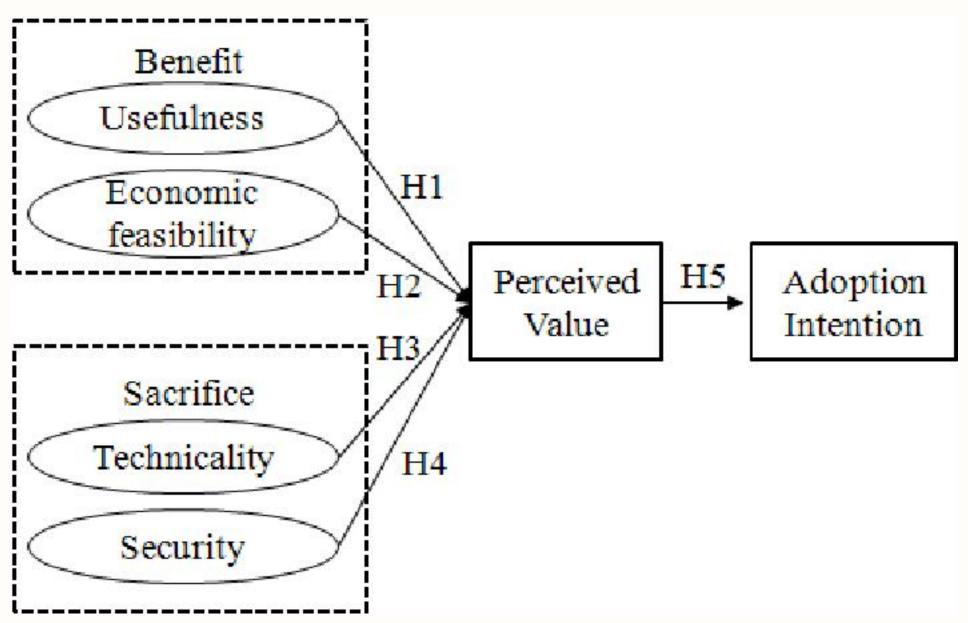
The personalized experience was overlooked.

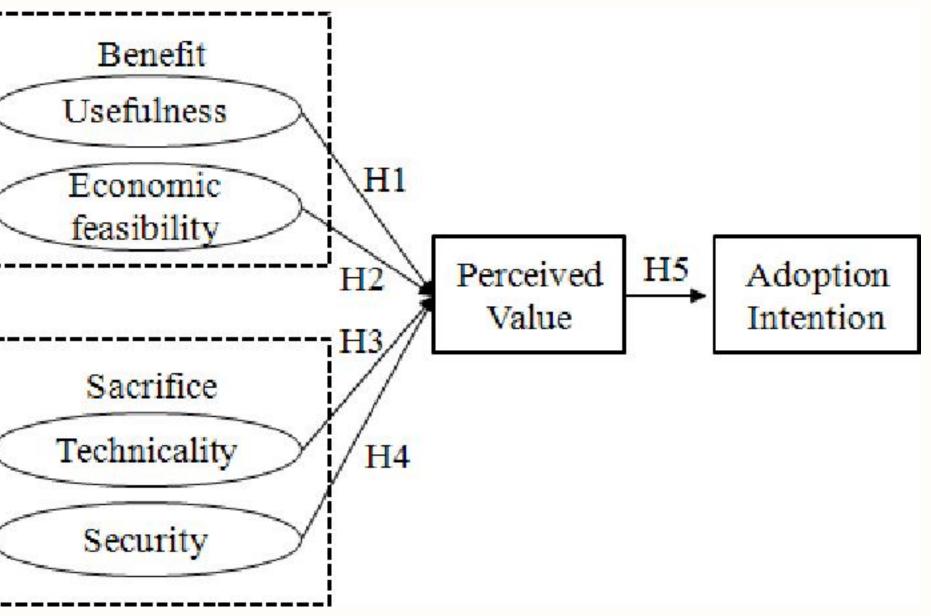


EngageRocket

- **Product Intro**
- **Problems**
- Goal

Our goal is to optimize the manager's experience in a way that the dashboard is user friendly and easy for managers to use, in order to make it more valuable for them and increase the likelihood of using this dashboard and increase the adoption.







EngageRocket

- **Product Intro**
- **Problems**
- Goal

Constraints

this point, yet.

Before joining the company, UX Researcher has interviewed a few customers, but only with CHROs (as the VP of Product & People Science requested). Thus most of our findings are coming from CHROs, and we can only form a validated CHROs persona. We don't have a Manager persona at

EngageRocket

- **Product Intro**
- **Problems**
- Goal
- Constraints
- Personas

CHRO Persona (Primary)



Esther Teo

A motivated, empathetic, but overwhelmed user

Esther is a busy HR leader. She wants to surface real employee problems and support them in addressing those issues by providing greater ownership and autonomy

Role and responsibilities

- Manage HR activities attrition, performance, engagement, talent succession planning, skilling, comp & benefits
- Make quarterly reports to the management
- Planning and overseeing implementation of strategic initiatives on company/policy and department level

Mindset and attitude

- Sees value and makes effort to involve and managers in planning actions
- Believes that the HR team should create data-backed initiatives and move away from 'gut feeling'

Goals

- Ensure that HR efforts are aligned with company circumstance — acquisition; engagement is on priority 2
- Want to get closer to the ground and address employee issues

Personality

Friendly and approachable, ready to help, provide a listening ear and advice when needed

Challenges

- Overwhelm; lack of bandwidth to celebrate what's going well
- Finds that implementing action is tough owing to variety of roles

Esther's Stats

Age	37
Occupation	Chief Human Resource officer
Industry	consumer goods
Location	Singapore
Organisation	fast growth, >600 employees

Motivations

- Recognition
- Employee well being
- Collaboration

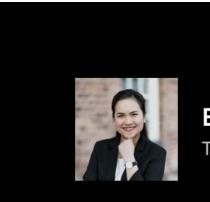
Fear



EngageRocket

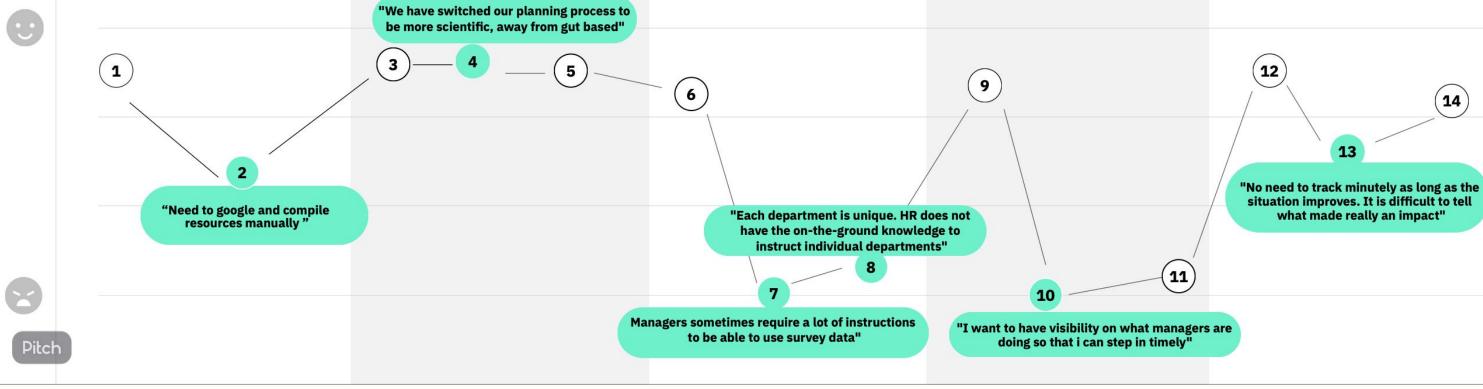
- **Product Intro**
- **Problems**
- Goal
- **Constraints**
- Personas
- **Customer Journey**

CHRO Journey



Planning strategic Analysing survey data initiatives 1.Conduct impact analysis at

company and team level to identify top and bottom drivers 2. Work with team to put together background research to prepare for ideation



Esther Teo

The motivated user

Scenario

Esther's experience of planning and executing action plans after survey results are generated

Current Expectations

- Clarity on company level and team level problems to solve
- Greater ownership from employees in addressing engagement goals

3. Finalise company/policy & team level issues 4. Ideate on strategic initiatives

5. Prioritise based on pre-set constraints

Delegating

6 · Communicate team level insights

7 · Provide help to managers to interpret insights accurately 8 · Give tips to formulate team level action plans

Implementing action plans

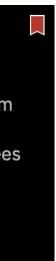
9 · Launch company level action plans 10. Ensure team level issues are being addressed through action

implementation 11 · Identify ways to help managers

in execution efforts

Tracking and measuring

12 · Measure policy effectiveness 13. Identify how well the team level issues have been addressed 14 · Identify how the HR can support managers better in future







EngageRocket

- **Product Intro**
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- **Customer Journey**

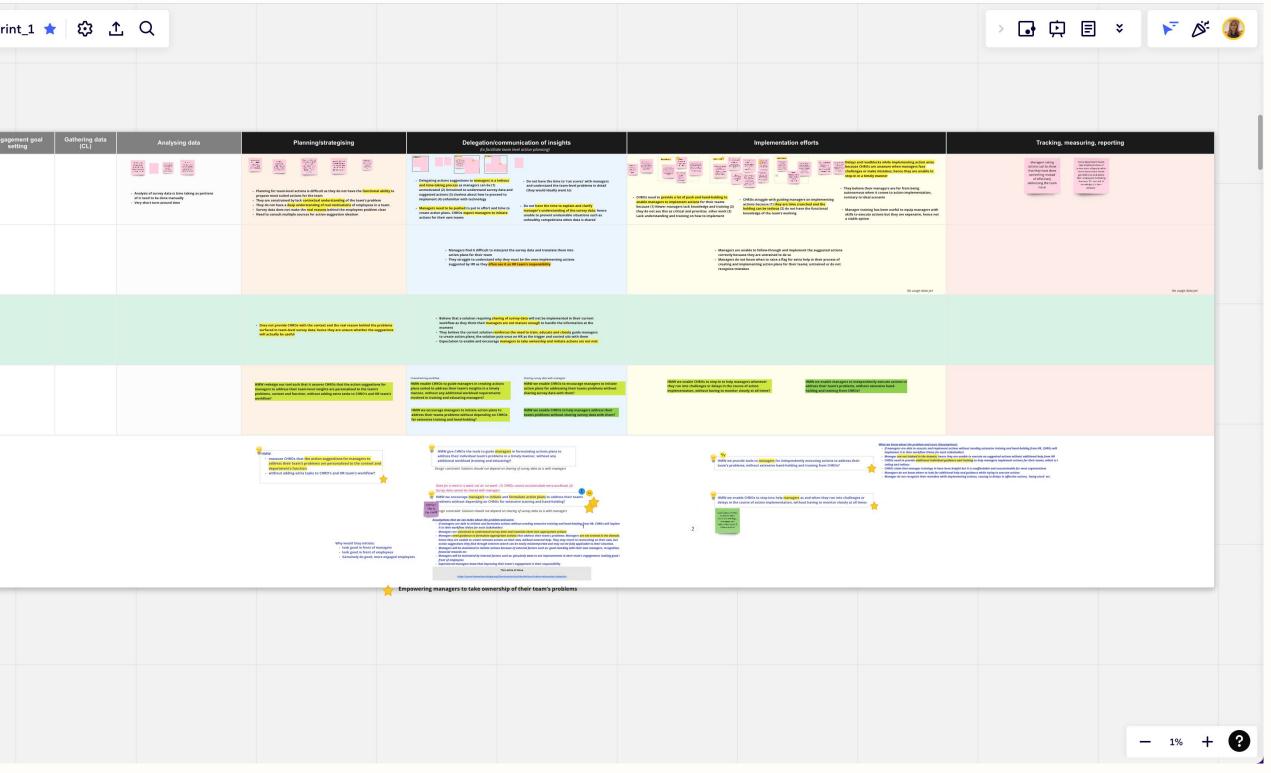
Method & Process

- Design Sprint
- Concept Testing
- Results

With limited data and time on our end, we decided to go back to our findings, frame the right problem statements throughout the journey, and find some opportunity areas. Eventually, we use this map to start our following process, Design Sprint.

Our teammates have very limited time, so we can only ask their 30 minutes each day from Monday, Tuesday, and Wednesday to contribute to the design sprint.

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>	Action taking experience map Phase of journey Trigger for engagement Eng CHROs' Challenges
T D	Manager's Challenges From CHRO's perspective
£₽ ≁ A	Assumptive challenges with Act in workflow for CHRO
	Opportunities
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EngageRocket

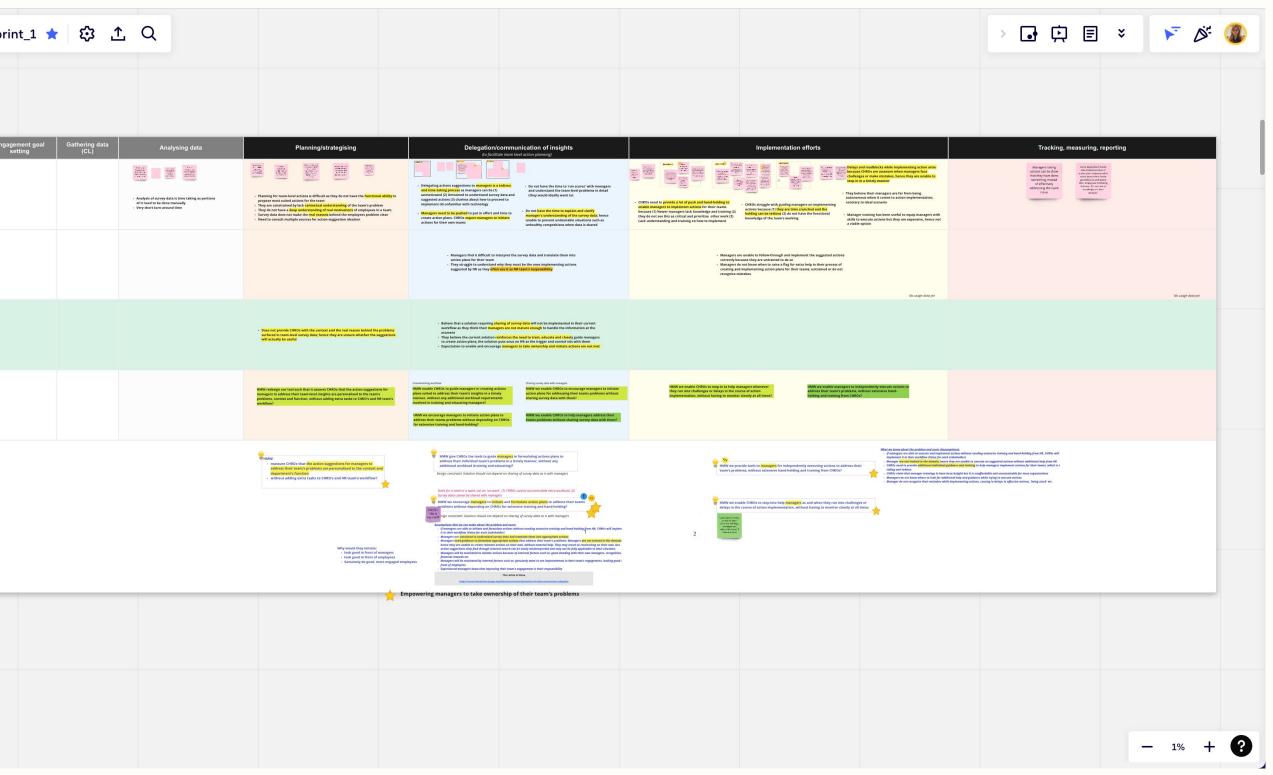
- **Product Intro**
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- Personas
- **Customer Journey**
- **Method & Process**
 - Design Sprint
- Concept Testing
 Results

Day 1 - Understanding Problem Statements

We walk the Prostatements

	Action taking experience map Phase of journey Trigger for engagement En	g
•	CHROs' Challenges	
T P	Manager's Challenges From CHRO's perspective	
₽ ↗	Assumptive challenges with Act in workflow for CHRO	
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We walk the Product & People Science team through the CHRO's journey and the problem



EngageRocket

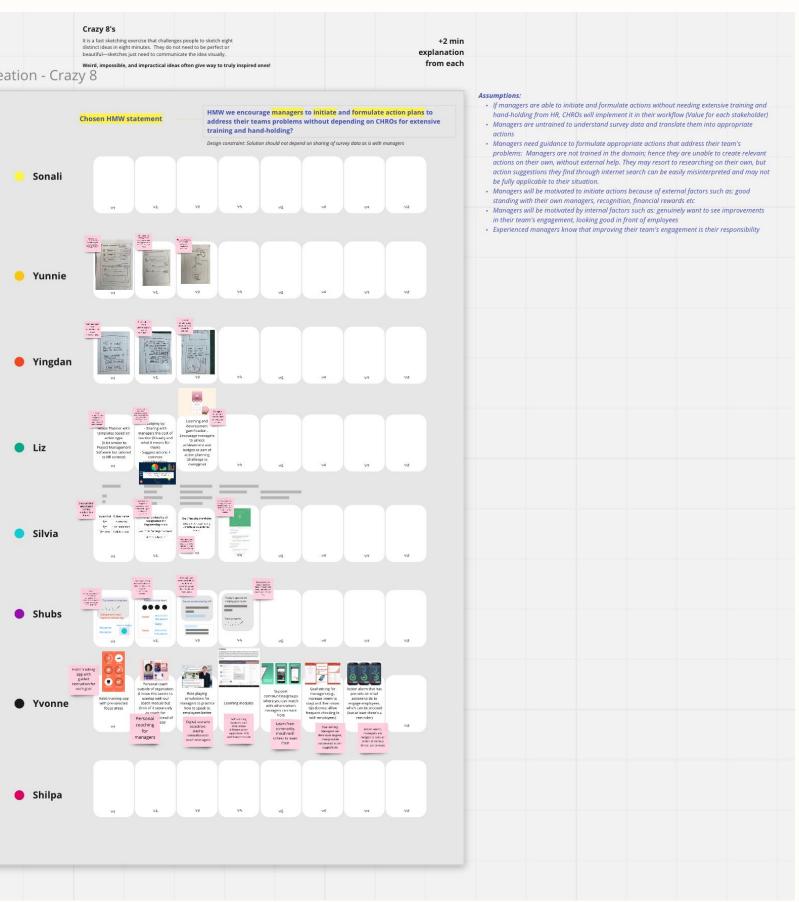
- **Product Intro**
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- **Method & Process**
- Design Sprint

Day 2 - Ideation

We ask the team to come up with some ideas using crazy 8. We held the session in the morning,

so we could process these ideas for the next session.

The Warn Problem	n Up: Compara	ble	
project, and to r solutions. An example exer	ries related or in paralle eview similar problems cise: If your product is co r companies have describ	and their ffee,	
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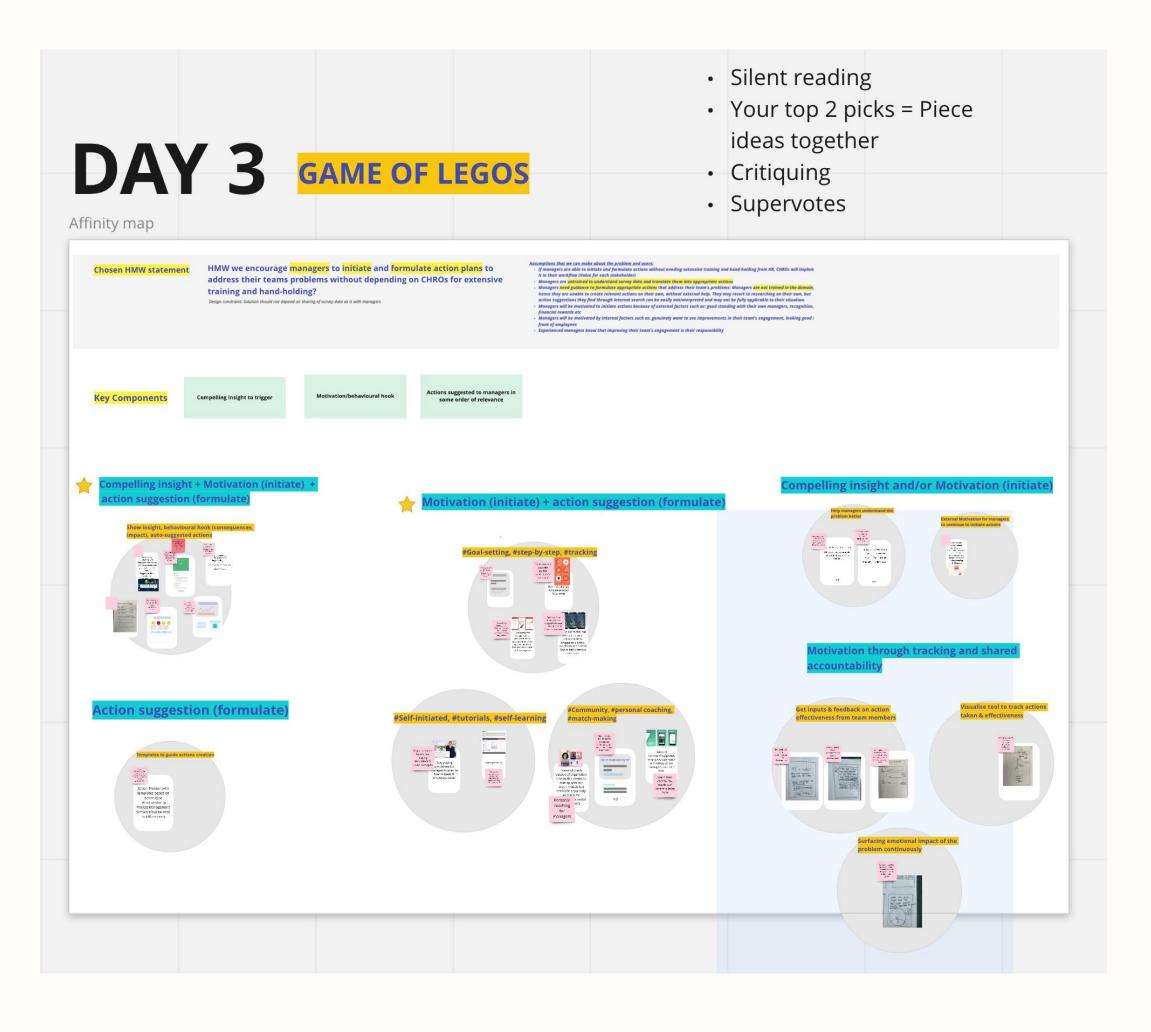


EngageRocket

- **Product Intro**
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- Design Sprint

Day 3 - Decide (1/2)

the team.



I work together with UX Researcher to map and categorize the ideas into themes to be picked by

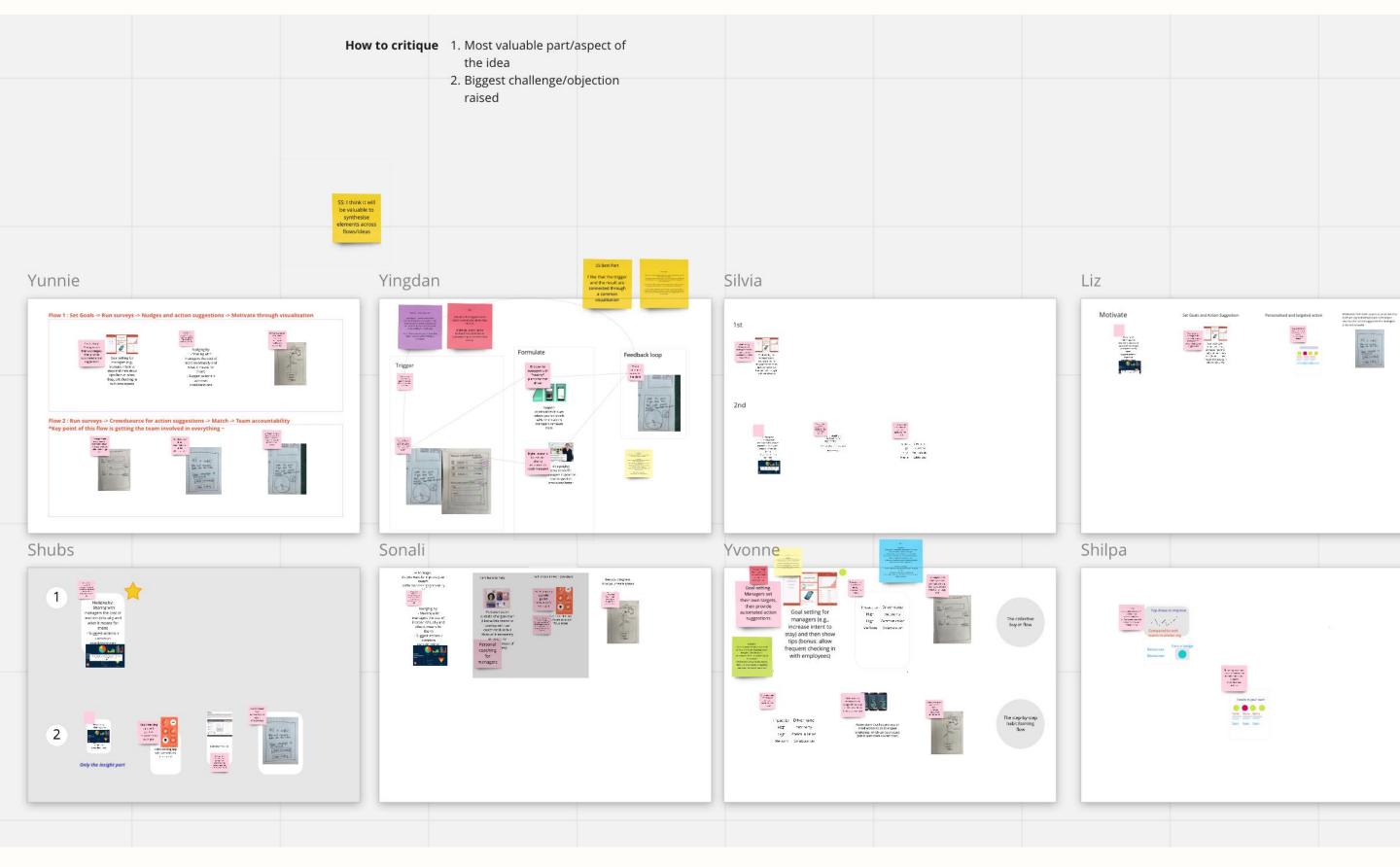


EngageRocket

- **Product Intro**
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- Design Sprint

Day 3 - Decide (2/2)

Each participant collects some ideas and stitches them together into a flow.



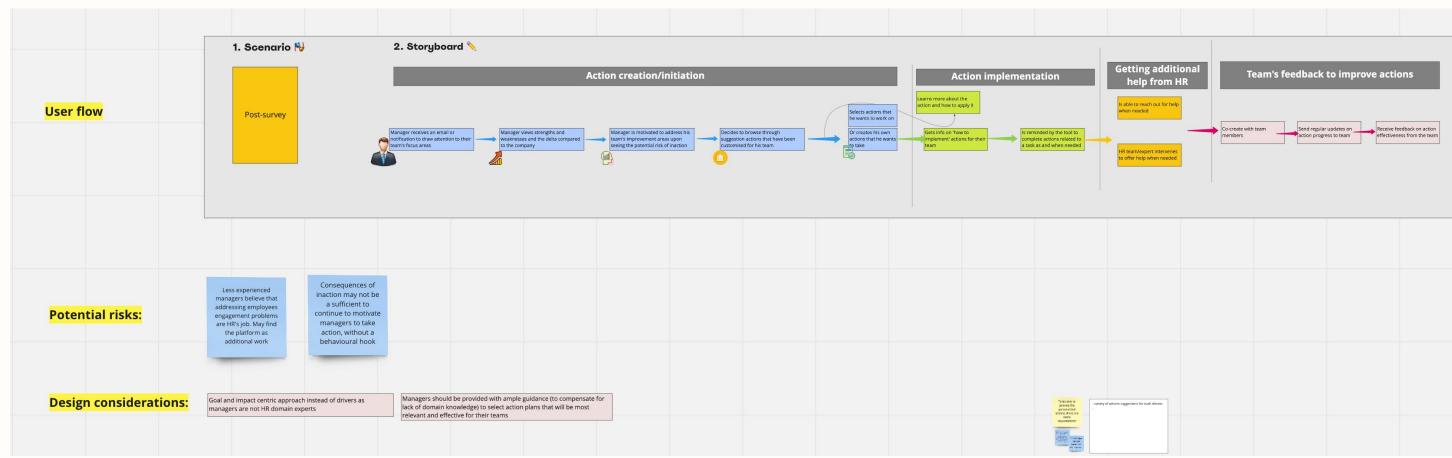


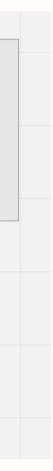
EngageRocket

- **Product Intro**
- **Problems**
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- **Customer Journey**
- **Method & Process**
 - Design Sprint

Day 4 - Prototype (Flows)

We decide on some ideas and start brainstorming on the wireframe & flows.



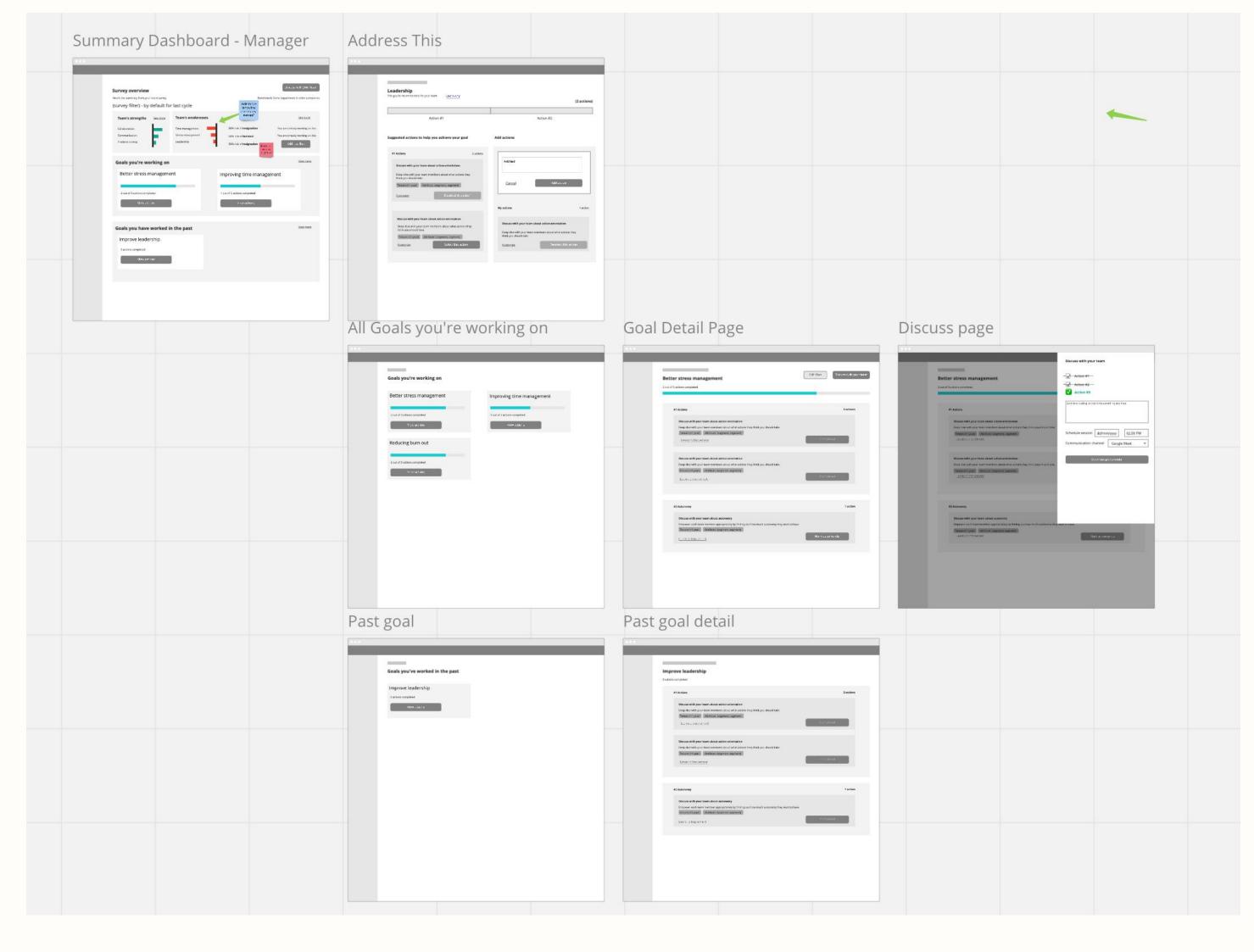


EngageRocket

- **Product Intro**
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- Design Sprint



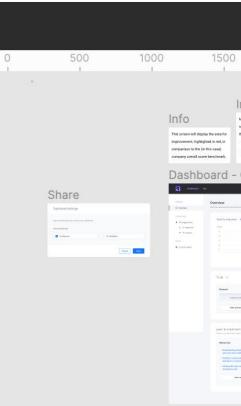
We decide on some ideas and start brainstorming on the wireframe & flows.



EngageRocket

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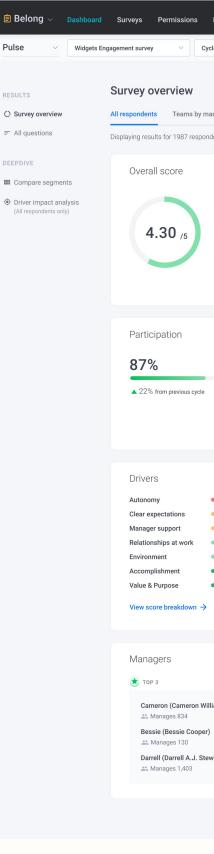
Day 4 - Prototype (High Fidelity)

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EngageRocket

- **Product Intro**
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- Concept Testing
- Results

In comparison, this is the difference between the existing dashboard for Manager (which is similar to what CHRO see) vs the new concept



Employees			PRICING HELP	Billie Holiday Singapore
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Current cycle: 4.30/5 ▼ 0.11 Benchmark: 3.83 +0.47		ENGAGEMENT TREND 5 4 5 3 2 1 2 3 2 1 2 3	4 5 Cycle	6
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O Overview	Here's the summary from your latest survey	P Benchmark a	gainst Company overall average ~ ## Se
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⊢ To celebrate	SCORE		TO IMPROVE
⊢ To improve	4		P Teamwork 2.50 Risk of resignation
EPORT	2		
	1		Check our suggestion to improve your team's engagement and reduce the risk.
	FAIRNESS Your team	TEAMWORK Company overall average	View suggestion
	To do 1 View all	In progress 2 View all	Completed 2 View a
	Burnout	Stress management	Leadership
	2 actions to do	1 action to go	Completed on 15-Aug-2021
	View actions	View actions	View actions
	Learn to implement Check on our resources to learn more		
	Resources	Find a coach	Community
	 Understanding employees' needs for autonomy and matching that 	Relinquish control and provide employees autonomy	What do employees really need to recover from pandemic?
	Establish commonalities between team members to enhance teamwork	Teamwork in the remote environment Prevent contagion of burnout	The managers are burnout too Productivity tools to explore
	 Initiating the right conversations to mitigate burnout 		
	View more	View more	View more

New Concept

Old



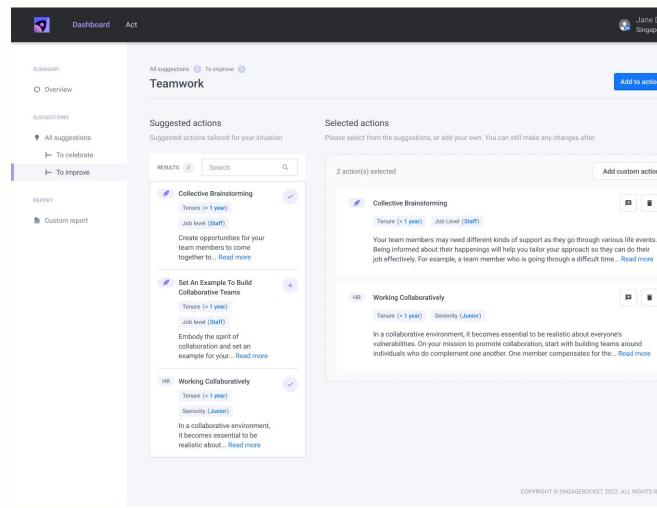
EngageRocket

- **Product Intro**
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- Design Sprint

The existing action plan section was also disconnected from the results, and there's no way for the manager to make their own plan. This resulted in a low ownership level. In the new concept design, we gave Managers control to formulate their own plans.

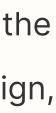
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EngageRocket

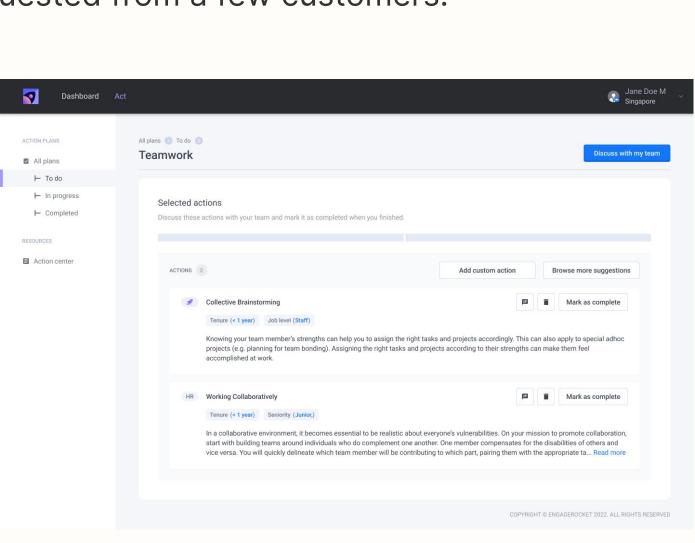
- **Product Intro**
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Results

We break the experience from uneditable suggestions to soft suggestions and allow them to add the suggestions to their own Action Plans. This will activate the tracking mechanism, something EngageRocket doesn't have before and has been requested from a few customers.

Dashboard	Act
SUMMARY O Overview	All suggestions To improve Teamwork
SUGGESTIONS All suggestions	Suggested actions Suggested actions tailored for you
⊢ To celebrate ⊢ To improve	RESULTS 3 Search
REPORT Custom report	 Collective Brainstormint Tenure (< 1 year) Job level (Staff) Create opportunities for tearn members to come together to Read more Set An Example To Built Collaborative Teams Tenure (< 1 year) Job level (Staff) Embody the spirit of collaboration and set ar example for your Read
	HR Working Collaboratively Tenure (< 1 year) Seniority (Junior) In a collaborative enviro it becomes essential to realistic about Read m

		Add to action plan
ation	Selected actions Please select from the suggestions, or add your own. You can still make	any changes after.
٩	2 action(s) selected	Add custom action
~	 Collective Brainstorming Tenure (< 1 year) Job Level (Staff) Your team members may need different kinds of suppon Being informed about their happenings will help you tail job effectively. For example, a team member who is goin 	or your approach so they can do their
+	HR Working Collaboratively Tenure (< 1 year) Seniority (Junior)	p î
	In a collaborative environment, it becomes essential to l vulnerabilities. On your mission to promote collaboratio individuals who do complement one another. One mem	n, start with building teams around
~		



1. Suggestions

2. Action Plans (To Do)

EngageRocket

- **Product Intro**
- **Problems**
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Results

They can also access their own progress on the action taken from their dashboard section.

		Completed 2 View all
Burnout	Stress management	Leadership
2 actions to do	1 action to go	Completed on 15-Aug-2021
View actions	View actions	View actions



EngageRocket

- **Product Intro**
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Results

We invited some CHROs to become our participants in the Concept Testing. I prepared the prototype and worked closely with UX Researcher to plan our testing script.

We're showing this to CHROs first because we need to get their first feedback on this before further testing this to our targeted persona, the Manager.

EngageRocket

- **Product Intro**
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Results

Testin
 Introduction to the session, moderator and thatk you for performing today in our 1 hour session to
My name is Bhutmang, UK insearcher with EngageRook today. Lywete is also poming us today.
We are currently working on product clears to help HH leas organization such that they take effective actions to save exprovement in overall employee experience.
Specifically today we'd like to carry out some user remain empower employees to address their ewn problems, and problems.
Car session all begin with a tew questions to understand employee engagement, then I'l show you mock up screen

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	Testing script	Testing script	Testing script
×	< Introduction to the session, moderator and observers> Trans you be perception to the session table	 Introduction to the session, moderator and observers> Trans or to pendicately betty in our They testion bidly. 	 Introduction to the session, moderator and observers> Task you for settinging tuby in our their session table
m and my collevepue Silvia is also on the call	My name is Shutarang, UK weekancher sith EngageRockel's product team and my colleague Shvia is also on the call totas, Lyndia is assigning us today.	My rame is Shuthamy. UX researcher with EngageRobel's product teen and my colleague Silva is also on the call totax. Lyterfa is also prime us boday.	My name is Dhubhangi, UX researcher with EngageRostet's postuct team and my coleague links is also on the call todau: synthe is also joining us today.
managers and Employees in their is and even individual problems to drive	We are convertify working on product clears to help FPE leaders empower monogen and Employees in their organization such that they have effective actions to solve their reach sears and even individual proteins to drive improvement in working directly experience.	We are consently anothing on product cleans to help FRF leaders empower namagers and Expropries in their regrandation action that they can take defacture administ to solve their new teaching and even individual problems to answ improvement in an under antipoper to partners.	We are currently working to product losis to hetp. HR leaders empower intragers and Employees in their regranisation south that they base thefollow actions to some time own bases and even intradual produces to drive emprovement in experime emprove actionscence.
2 table we are developing one, is to anagers to take actions to corve their tearry top of enad matters on the tape; of	Specifically tably we'd like to carry out some user research with you on 2 table we are developing—one, is to enforce employees to address their own problems, and the other for managem to take address to relive their teams pollotions. Our execton will begin with a low operators to understand a tot address the top of mixed matters on the topic of	Specifically body with two to carry suc state user research with you in 2 tools we are identificating—core, called Ad—for managers to bate actions to only their hand's positions. And the other is called Calach—to empower employees to address the one proteins. Our exectors all begins with a five great/one to understand a bit about the kipp of mail tradem, and the topp of employee employment. Then 1 that upy on motion, successful and bit about the kipp exections to body part	Specifically today we'ld like to carry and some user research with you an 2 tools we are developing—one, is to encourse resployees to address their own problems, and the other for managers to take actions to solve their harms problems. Our exector will begin with a few genetions to understand a bit about the too of mod matters on the topic of
18 2022	Testing Script_Act and Coach	Response - ASA (Feb 17th 2	Response: Toyota (Thu 10 F
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Coard - Overview Dashboard - Suggestions1 Dashboard - Suggestions2 Act - To do	
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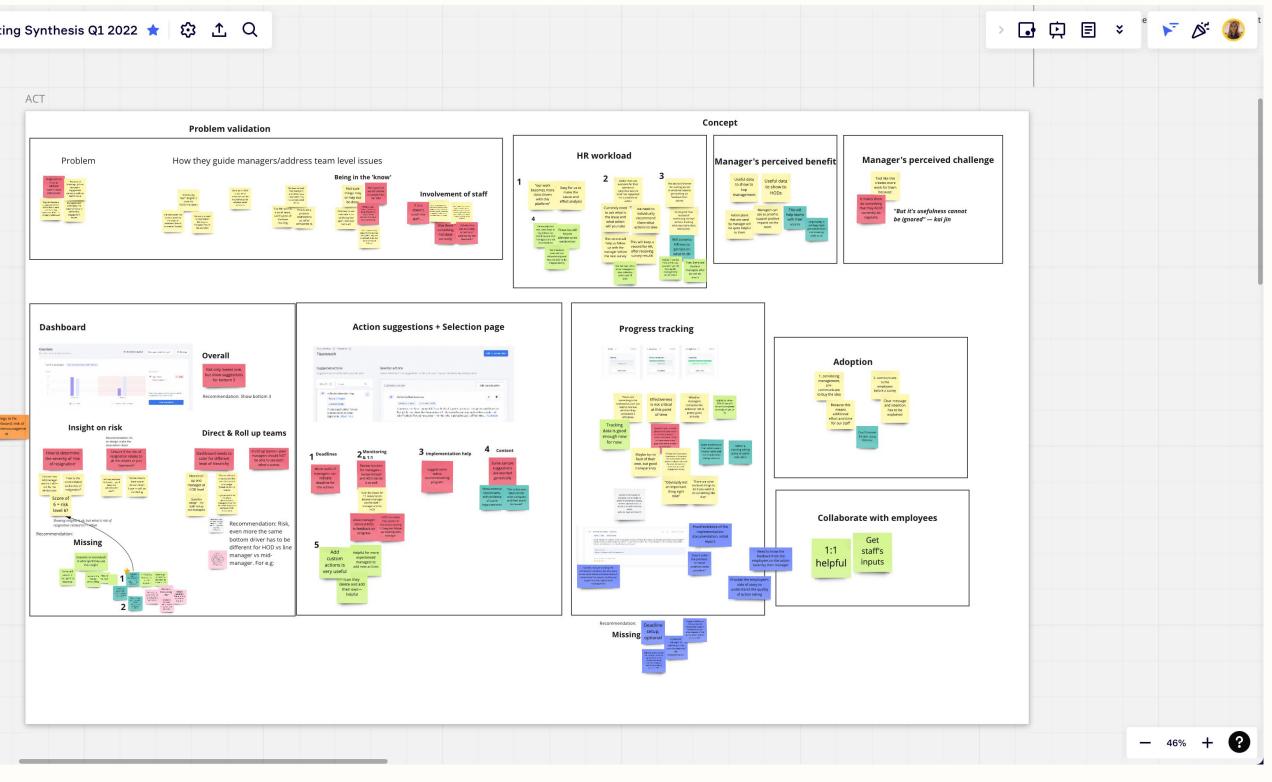


EngageRocket

- **Product Intro**
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- **Method & Process**
 - Design Sprint
 - Concept Testing

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We're still on a few more testing, but we've been able to collect some patterns and start synthesizing from more than five different organizations.



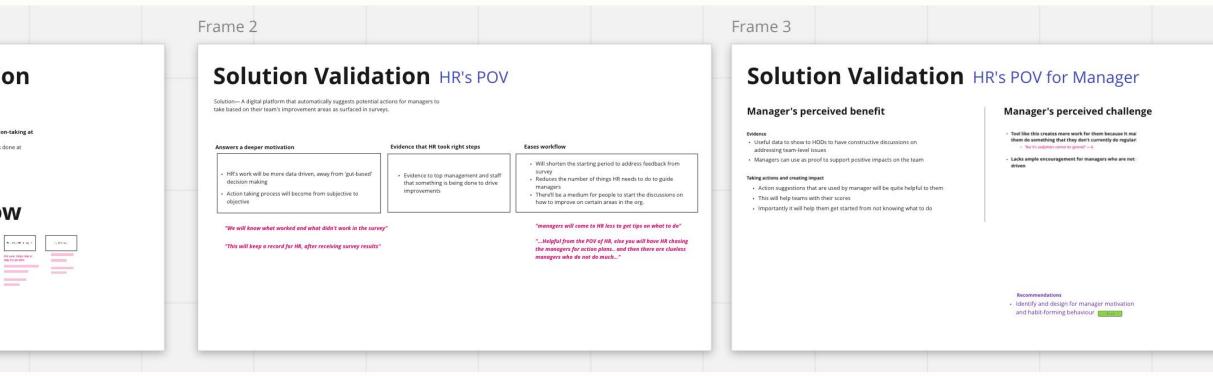
EngageRocket

- **Product Intro**
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Results

From our testing, we are able to validate the problem statements and solution, as well as some perceived benefits and challenges.

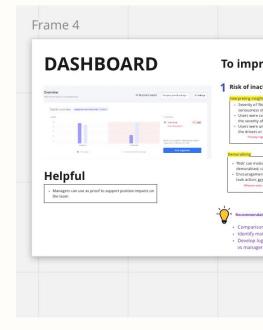
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EngageRocket

- **Product Intro**
- **Problems**
- Goal
- **Constraints**
- Personas
- **Customer Journey**
- **Method & Process**
- Design Sprint
- Concept Testing



We also capture some feedback on the areas of improvement for our concept.

rove		Action suggestions & plans		Progress trac	king	
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EngageRocket

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Results

Since we're still in an ongoing testing process when this portfolio was made, we immediately apply that feedback to our prototype. We also connected the other non-customer participants to our Sales team since they showed interest in our concept.



Thank You!

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