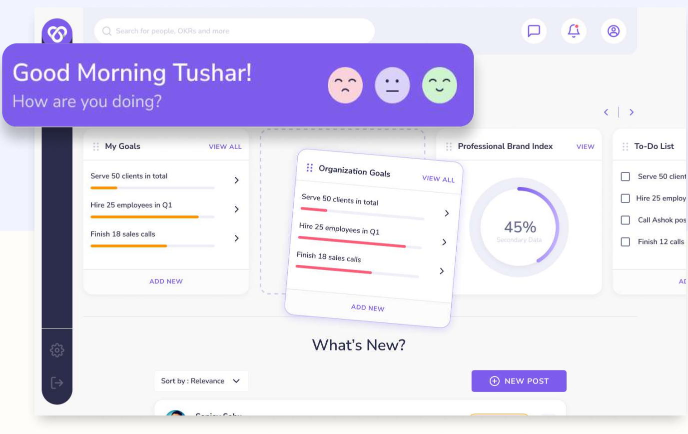
Instatal

Product Design



Being able to improve and align individual goals with business goals is the key to promote any company's growth. How could we give managers the tools they need their team to keep engaged and motivated from anywhere?
I worked on designing this product from the scratch implementing OKR framework and bringing the client's vision to execution.

MY ROLE :
UX Designer

TEAM :
Jasmeet Sethi, Project Manager
Mejo Mohan, Visual Designer

GOAL :

To build an all-in-one consumer-grade solution by converging HR, Workplace and social technologies enabling it's users to execute their business goals, track them in real time, collaborate with each other, sharing tasks, notes and keep them motivated by recognitions and sharing active feedback among teams.

I initially wanted to understand why companies often face problems in getting their employee goals aligned to the company's. Through conversations, data and research it became clear that there were incorrect assumptions and misaligned expectations about employees. It boiled down to not just one issue but many for us how employees and management perceive any HR tools.

01 . Perceived as mere HR formality

Existing solutions are merely considered as a formality where there in no hook an stickiness leaving the user unengaged.

02 . Lack of clear visibility

Awareness among the workforce about the company's vision has to be cultivated and always ensure that they know where they're headed to

03. Poor Collaboration

Life is about building bridges, not walls. This applies to the workplace, too.Working in a collaborative environment simply means getting more work done faster

04 . Productivity

If you can't measure it,You can't manage it.
Tracking progress of each employee and his contribution pushes the company's growth.

05. Multiple tools involved

Functionality gaps has forced organizations to use multiple disjoint and disparate solutions.

OUR VISION

One place to get everyone together and everything done

We had only one motto in our heads - Instatal is one stop solution for the company's overall performance, HR needs and a social workspace for employees to actively collaborating and celebrating each other's success and recognitions

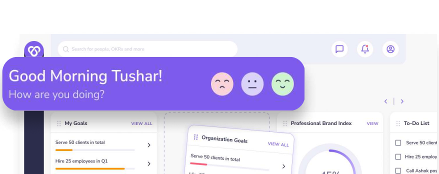
Motivation Visibility Productive

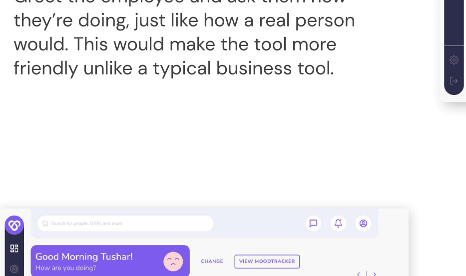
Instatal as fun yet inspiring & engaging platform but not merely an HR app

SHOWING FEW IN ACTION

Personalization

Gives a personalized touch to the employee experience by imitating a real person.
Greet the employee and ask them how they're doing, just like how a real person would. This would make the tool more friendly unlike a typical business tool.



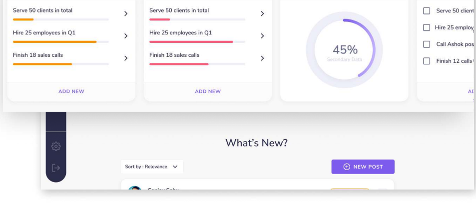


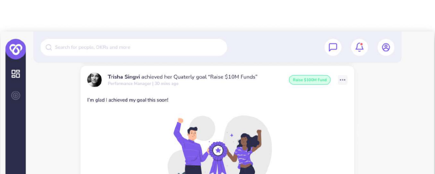
Mood Tracker

This helps creating a culture where the employee's emotional wellbeing becomes a critical part of the company's functioning and growth. Apart from the user point of view this can be used as Mood tracker about how employees are feeling about their workplace or work and make a move if there's any concern by logging them up. This can be used by People Management Teams to know more about their employees wherein the later can't come up with certain issue. This could be an ice breaker.

Visibility

This section features cards at a glance which provide essential information to the employees. The cards include employee objectives, company objectives, To-do list and performance Index.This helps employees be more focused on the goals, and productive.



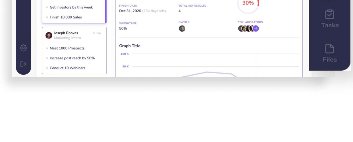


User Engagement

Keeps the user engaged and hooked to the platform by showing what all is happening within his circle and provides the opportunity actively communicate and encourage each other

OKRs & Workspace

This section is heart of the tool designed after putting so much thought into how to create awareness among employees about where their company is heading to, this whole section is perfectly laid out keeping different level OKRs as foundation .
User would get to see and take action on his/team's/company's performance and figuring out ways to reach the goal by actively collaborating with his peers and management.

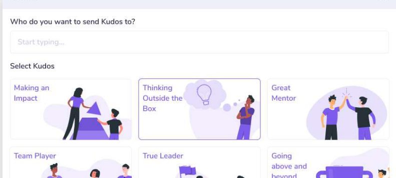


Everything user needs at his fingertips

Considering several needs and painpoints of user , this section allows the user to perform his tasks seamlessly with no difficulty in switching, resulting in better user productivity

Recognitions

This section encourages workforce to build a culture encouraging each other's skills and share best practices which eventually drives them to achieve success - one who feels appreciated will always do more than expected.

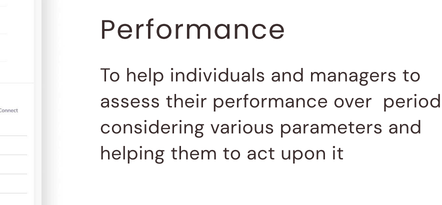


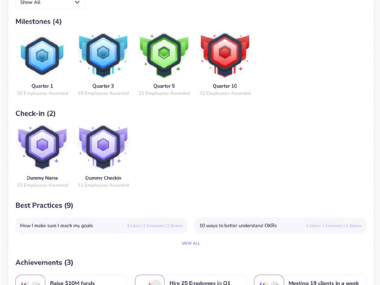
Performance

To help individuals and managers to assess their performance over period considering various parameters and helping them to act upon it

Feedbacks

This helps in maintaining the record of feedbacks received and submitted and that doesn't stop there but instead it allows the user to keep a track of the progress they made after receiving a feedback.





Rewards

Prioritizing the goal to build an inspiring yet fun product, gamifying the user experience based on his activity would motivate him to go for that extra mile promoting healthy competition among the workforce.

Effective Communication

Each team has a goal to achieve, creating a goal would automatically create a channel within the team to communicate with each other which would help them to paln , seek out or provide help when needed and also to share key updates among them ensuring the goal is achieved ultimately

My Learning and Takeaways

This was the first time I worked on a project alone and also right from the scratch. Though I was nervous initially , I learnt to trust my core skills and working with the client directly, building ideas from scratch to MVP, prioritizing end users experience led me in the direction that not only just focuses on delighting users but also that brings value to the business.

Major takeaways from this project that I carried to every other project worked on till date -
There are many things to take into account: Client's needs, user's needs, user's emotions and expectations, user stories, usability, accessibility, and so on.
How to keep it simple enough for developers to take it forward
How a product has to be high end looking and visually pleasing while pitching it to any person
How important it is to build a humane solution for complex problems yet still keeping it intuitive for the user to use in the end