TEAM SAP

SPRING PRESENTATION

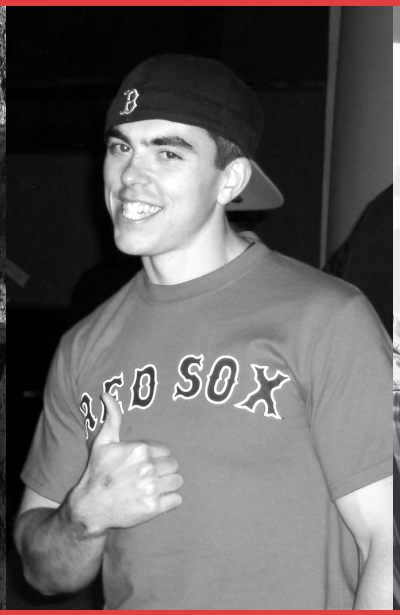
what we are going to talk about:

1. introductions
2. background research
3. user research
4. design directions
5. next steps
6. q&a

introductions

» meet the team

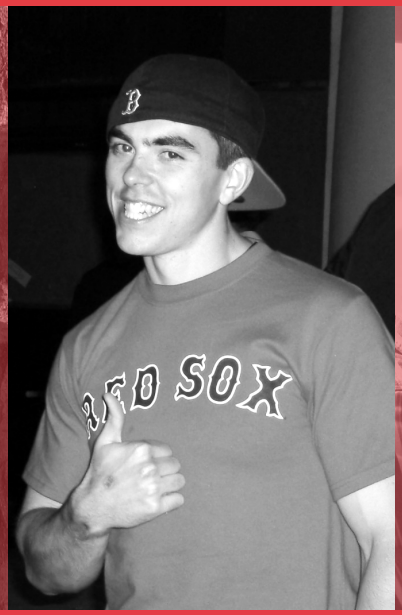
» problem space

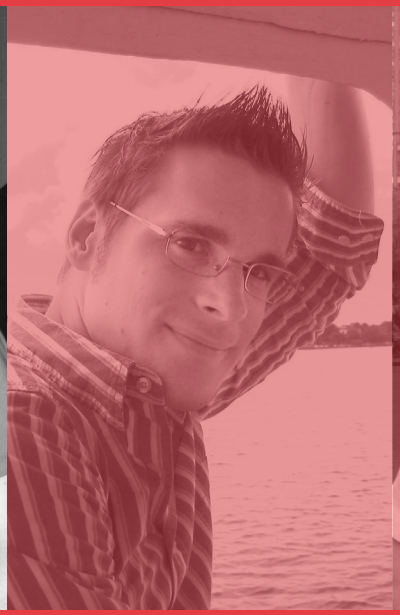


our team

allison•gallant

DESIGN LEAD





devin•blais

WEBMASTER

DOCUMENT LEAD

holger•kühnle

TECHNICAL LEAD

CLIENT LIASON

jon•maloto

PROJECT MANAGER
MEETING SECRETARY

minjie•qian

USER TESTING LEAD

project overview

problem space

Current generation of workers being replaced by millennials

- Millennials are tech-savvy, feel self-entitled and work well in groups

- Talent crisis due to difficulties in sharing and transferring knowledge among different generations

project overview

goal

> Create a **social tool** which enables companies to effectively **attract** and **engage** the next generation of workers by connecting people, places and resources within the enterprise to optimize the way work gets done and **knowledge is shared**.

project overview

objectives

Understand how to

» **motivate** talent

» determine **success**

» leverage **social** tools

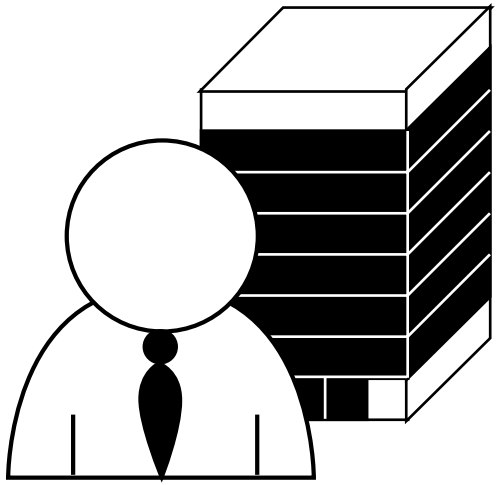
» support **knowledge** sharing

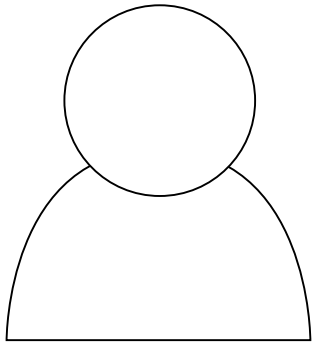
with respect to millennials

background research

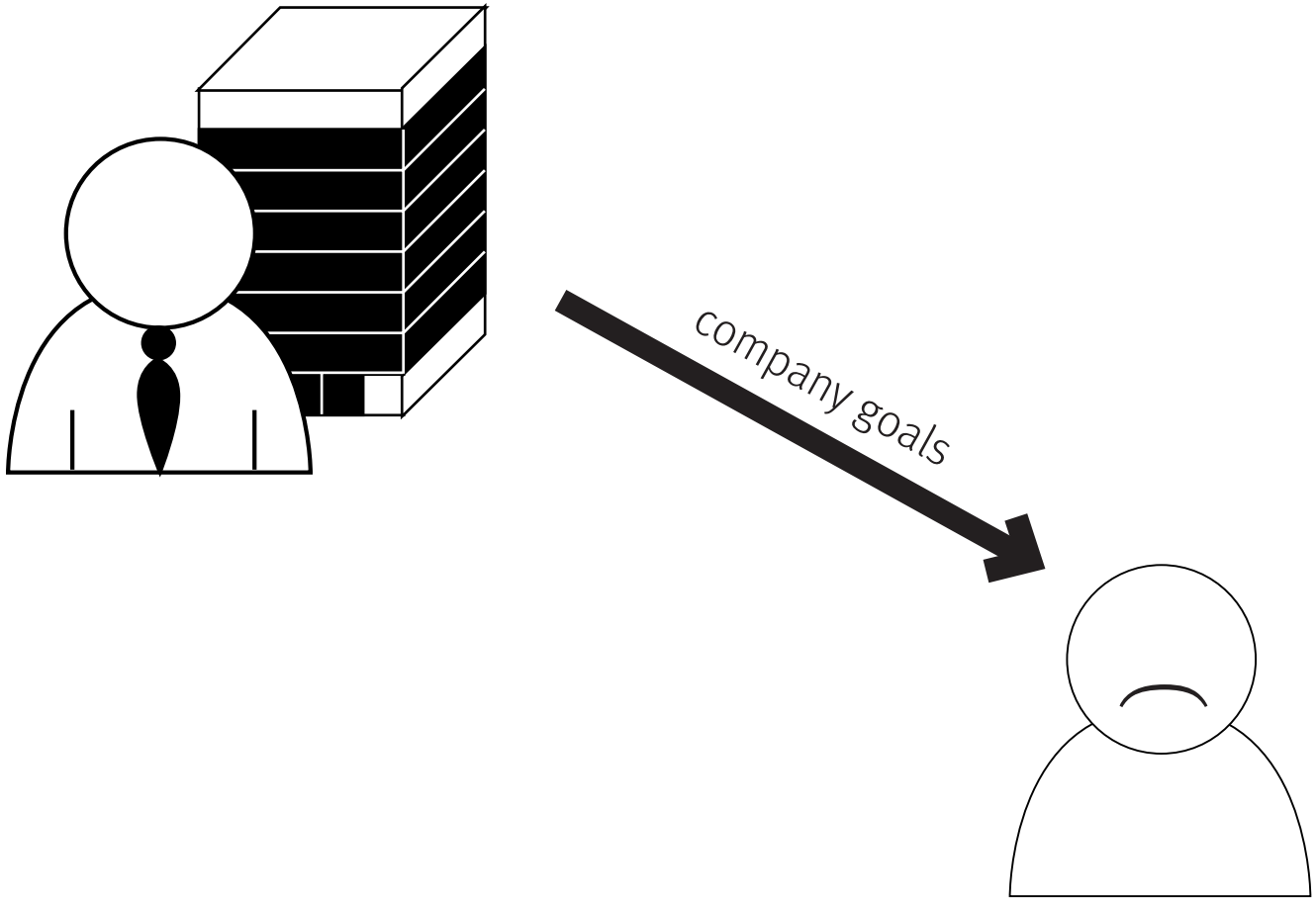
» engaging employees
» characteristics of millennials
» engaging millennials

background research engaging employees

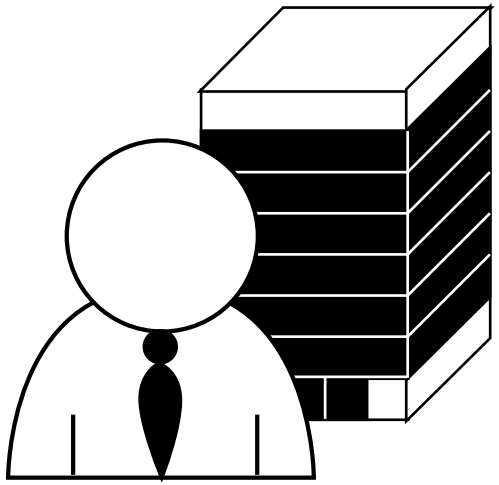




background research engaging employees



background research engaging employees

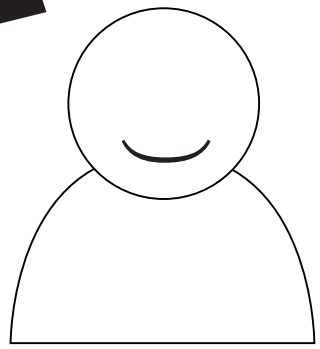


+ human resource management (HRM)

a.k.a. human capital management (HCM)

company goals

employee goals



background research

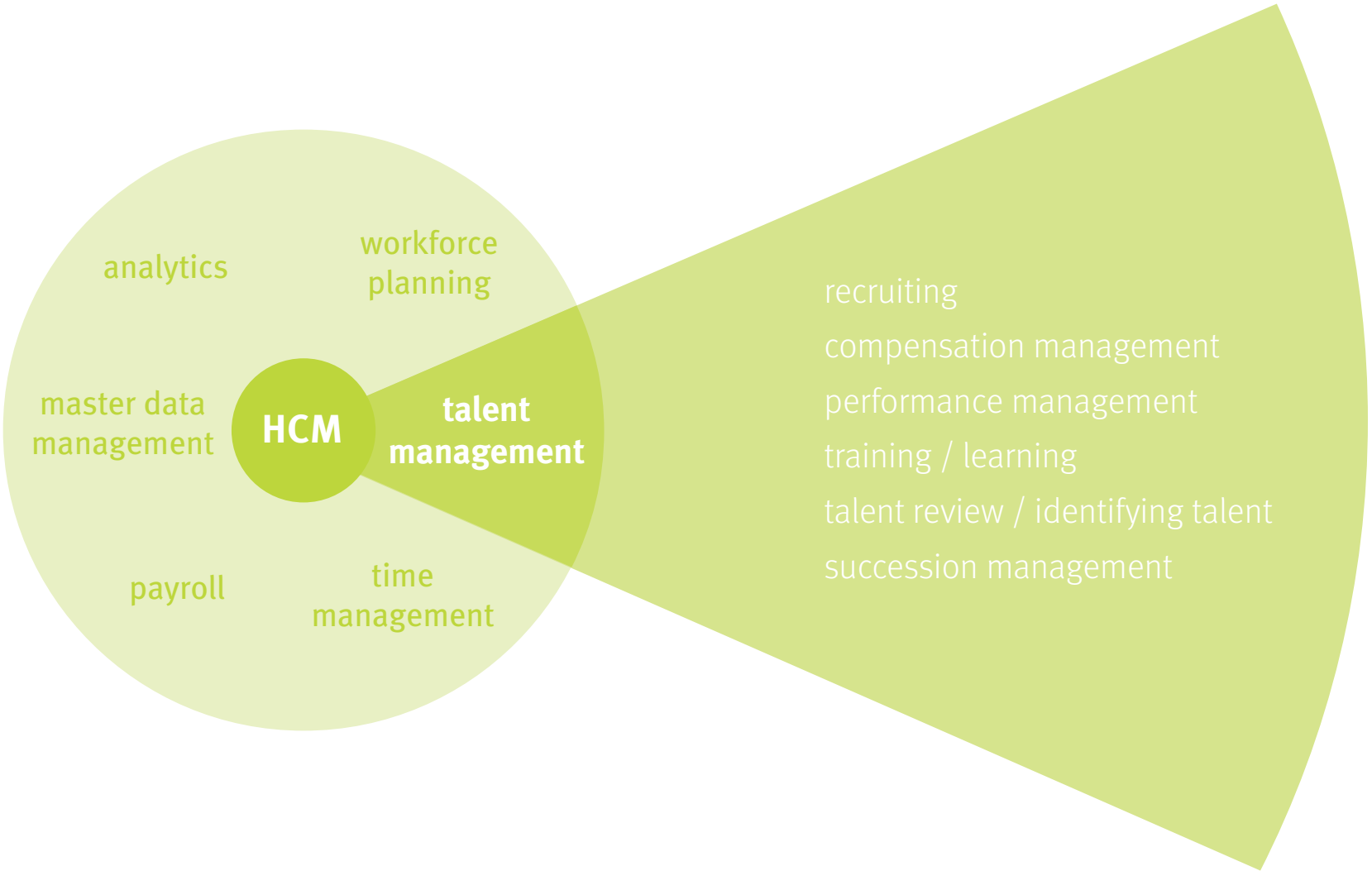
engaging employees

HCM

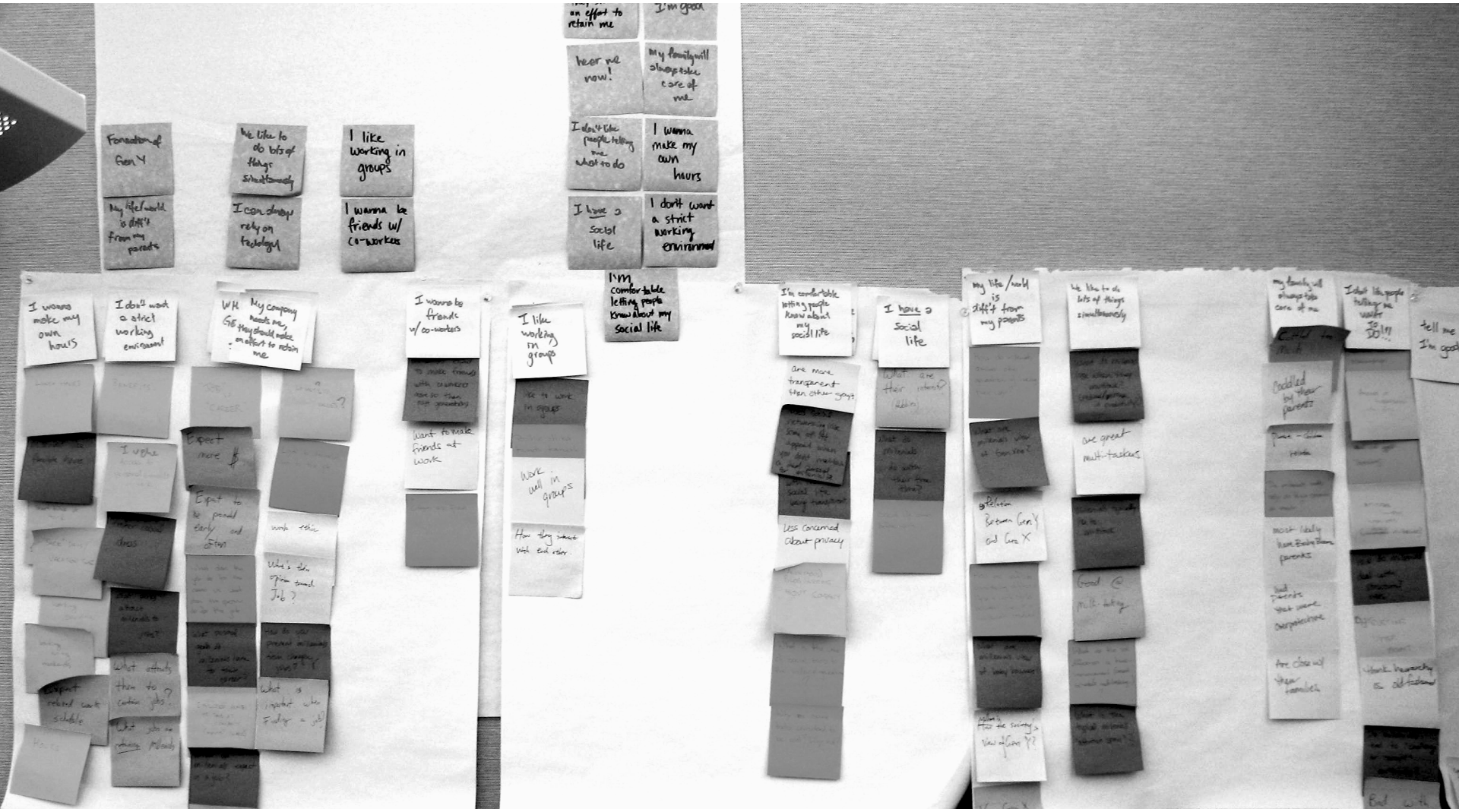
background research engaging employees

background research engaging employees

background research engaging employees



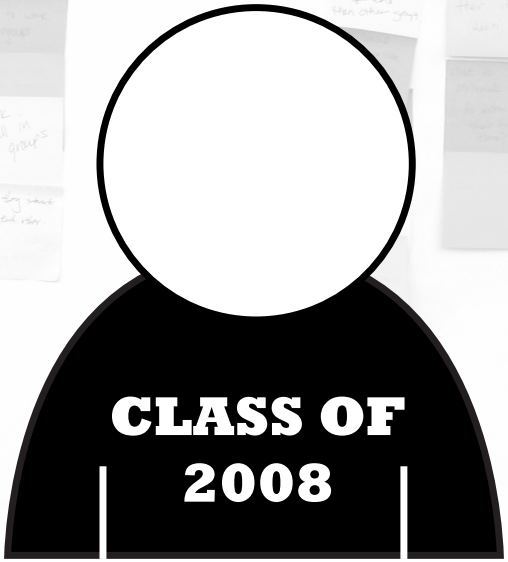
background research characteristics of millennials



background research characteristics of millennials

background research characteristics of millennials

"I don't want a strict working environment and want to make **my own hours** — **I have a social life** and am comfortable **letting people know** about it."



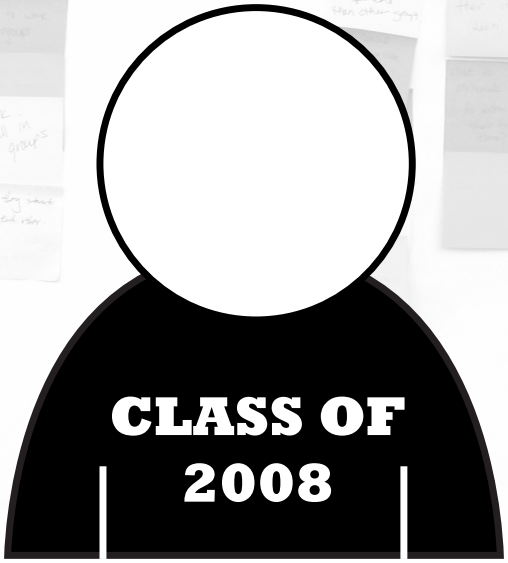
background research characteristics of millennials

"I don't like people telling me what to do

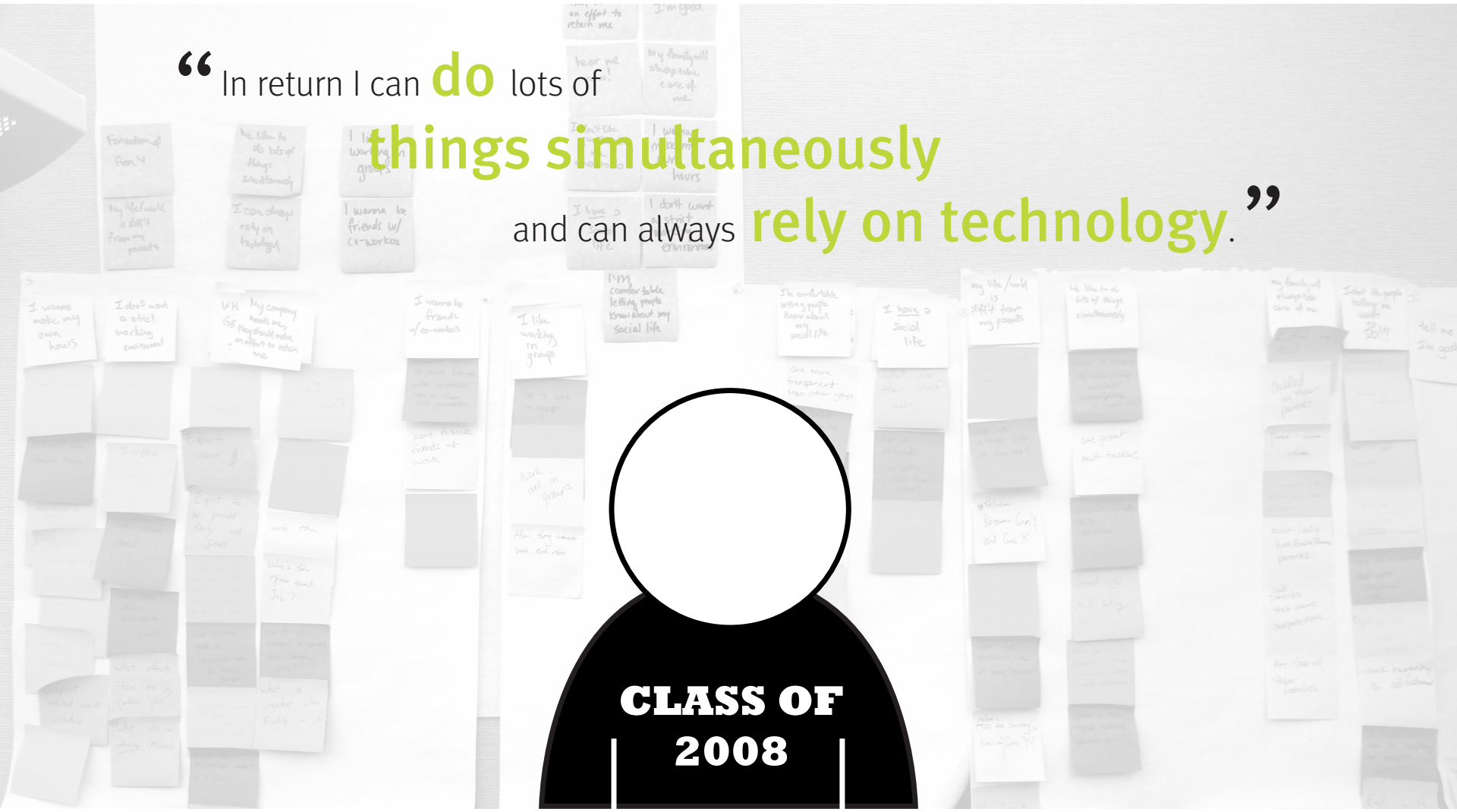
but want people to **tell me that I'm good** –

my company needs me, they should

make an effort to retain me."



background research characteristics of millennials



background research

characteristics of millennials

confident

pressured

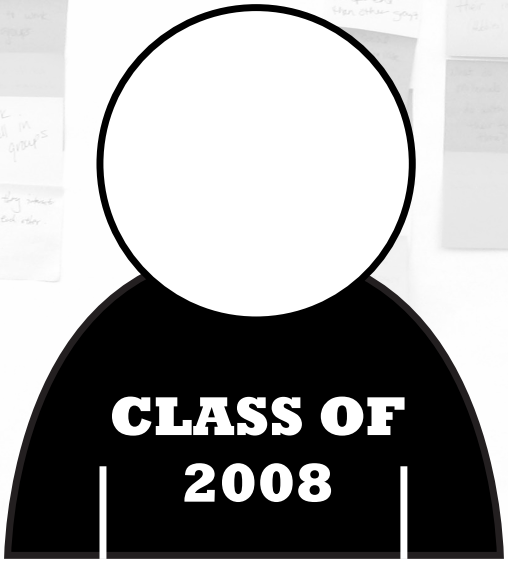
team-oriented

special

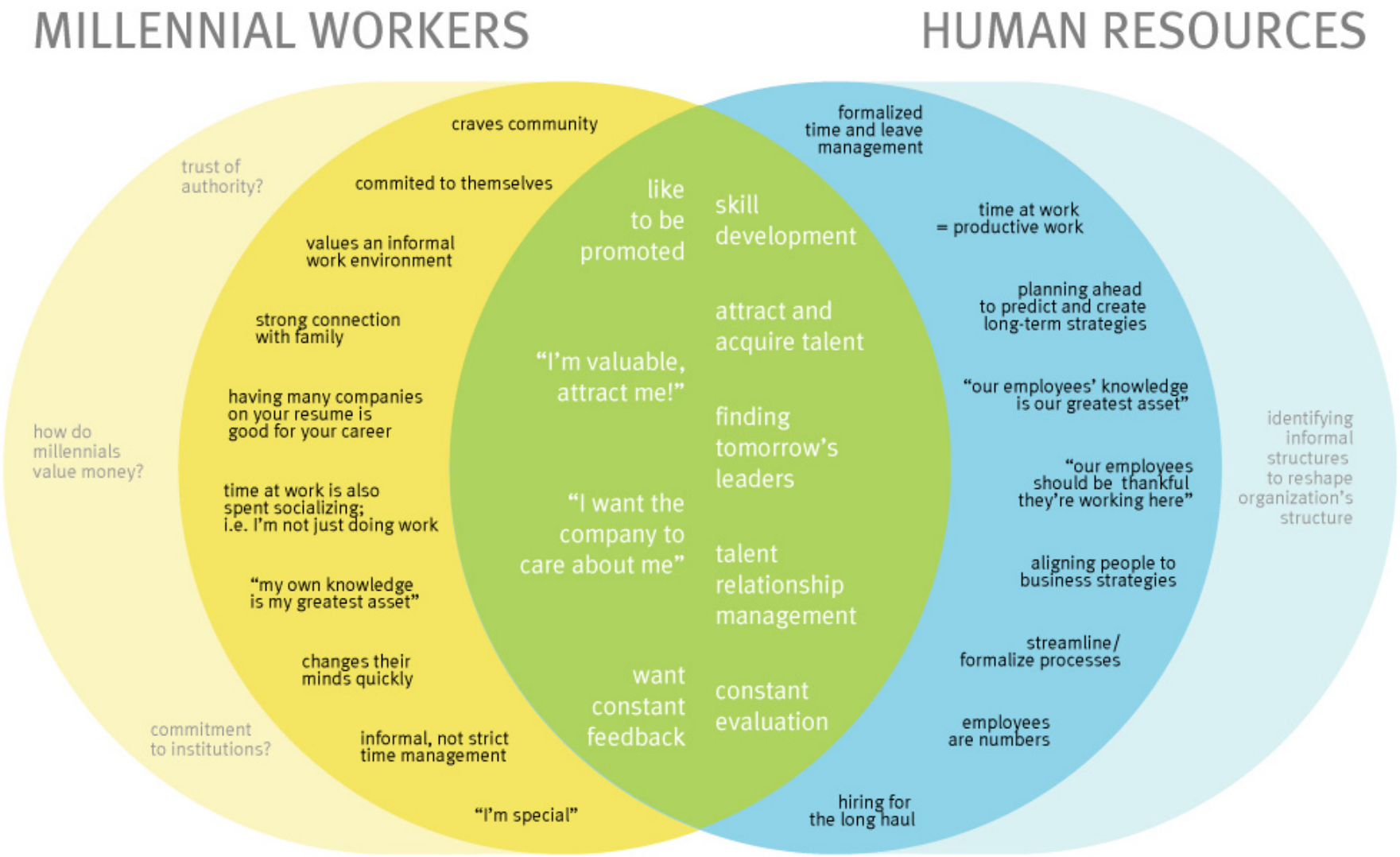
sheltered

achieving

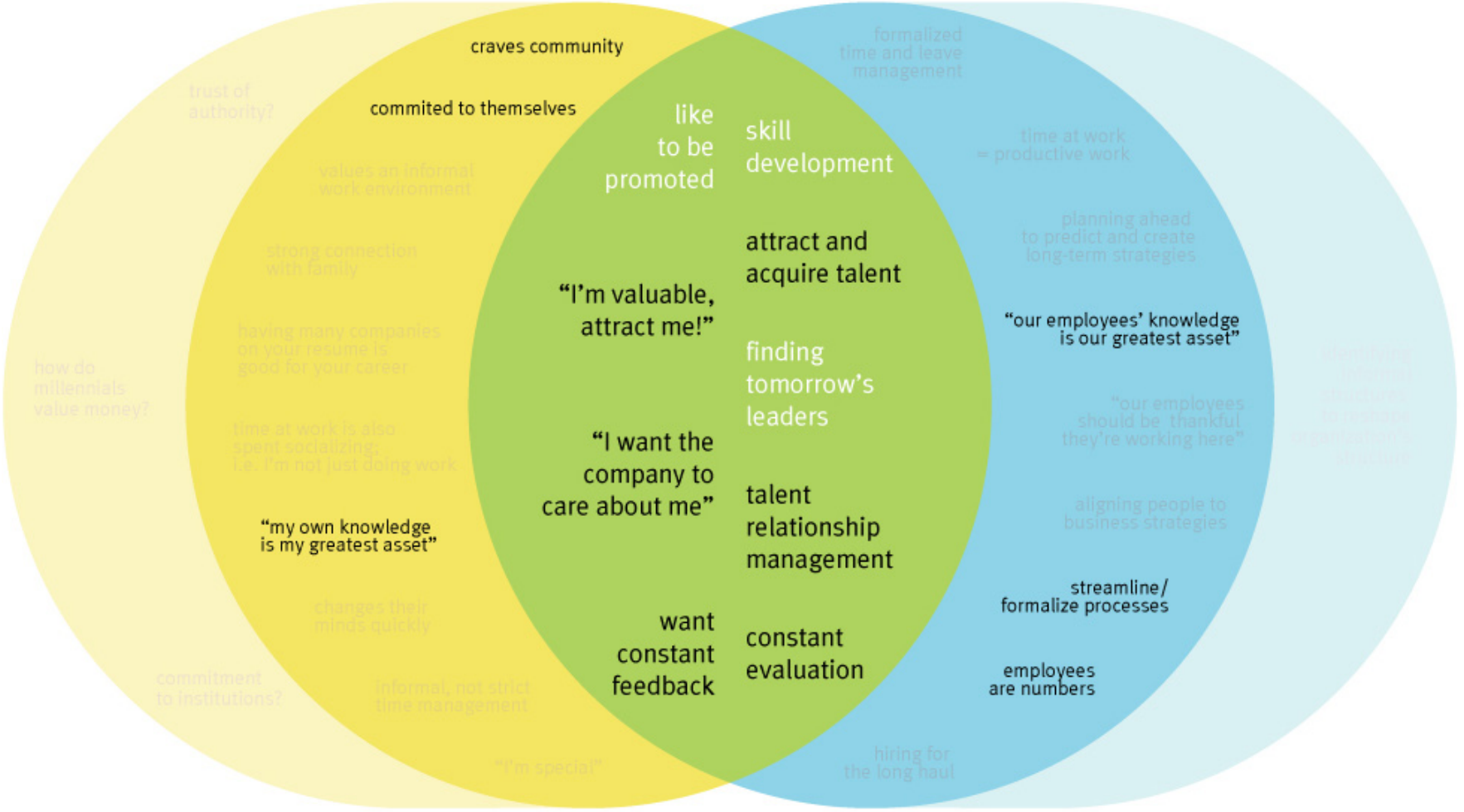
tech-savvy



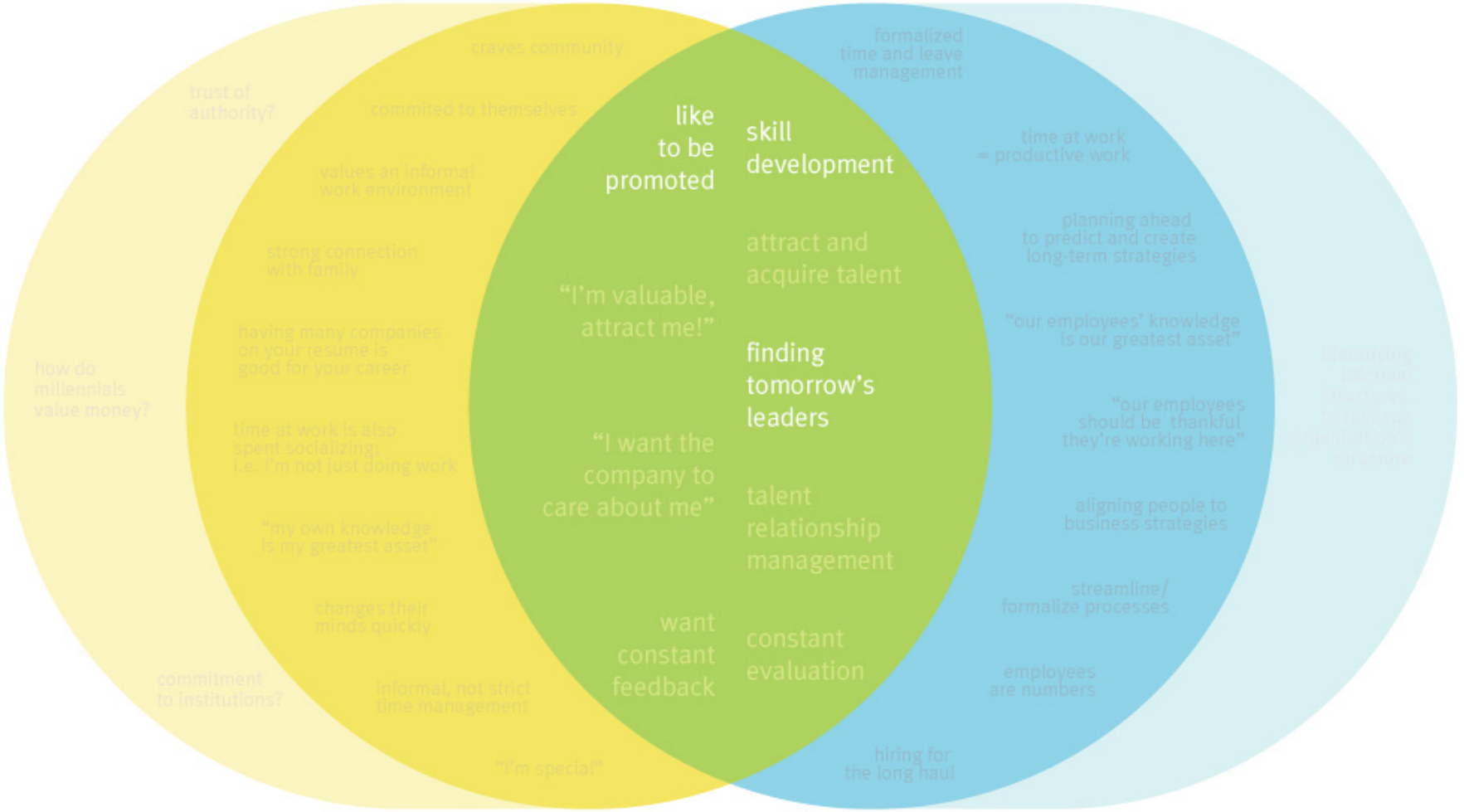
background research characteristics of millennials



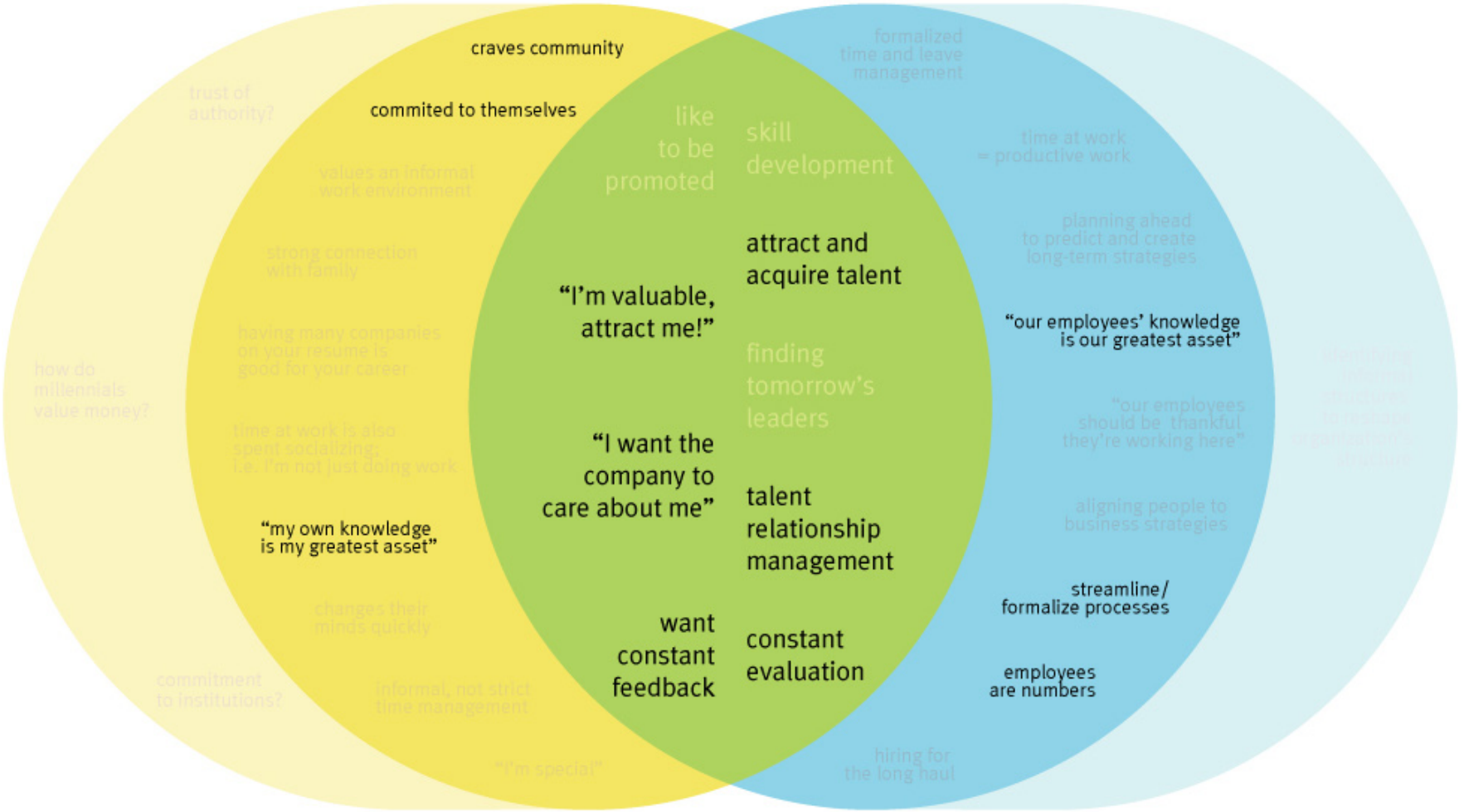
INTERESTS THAT CURRENT TOOLS ADDRESS



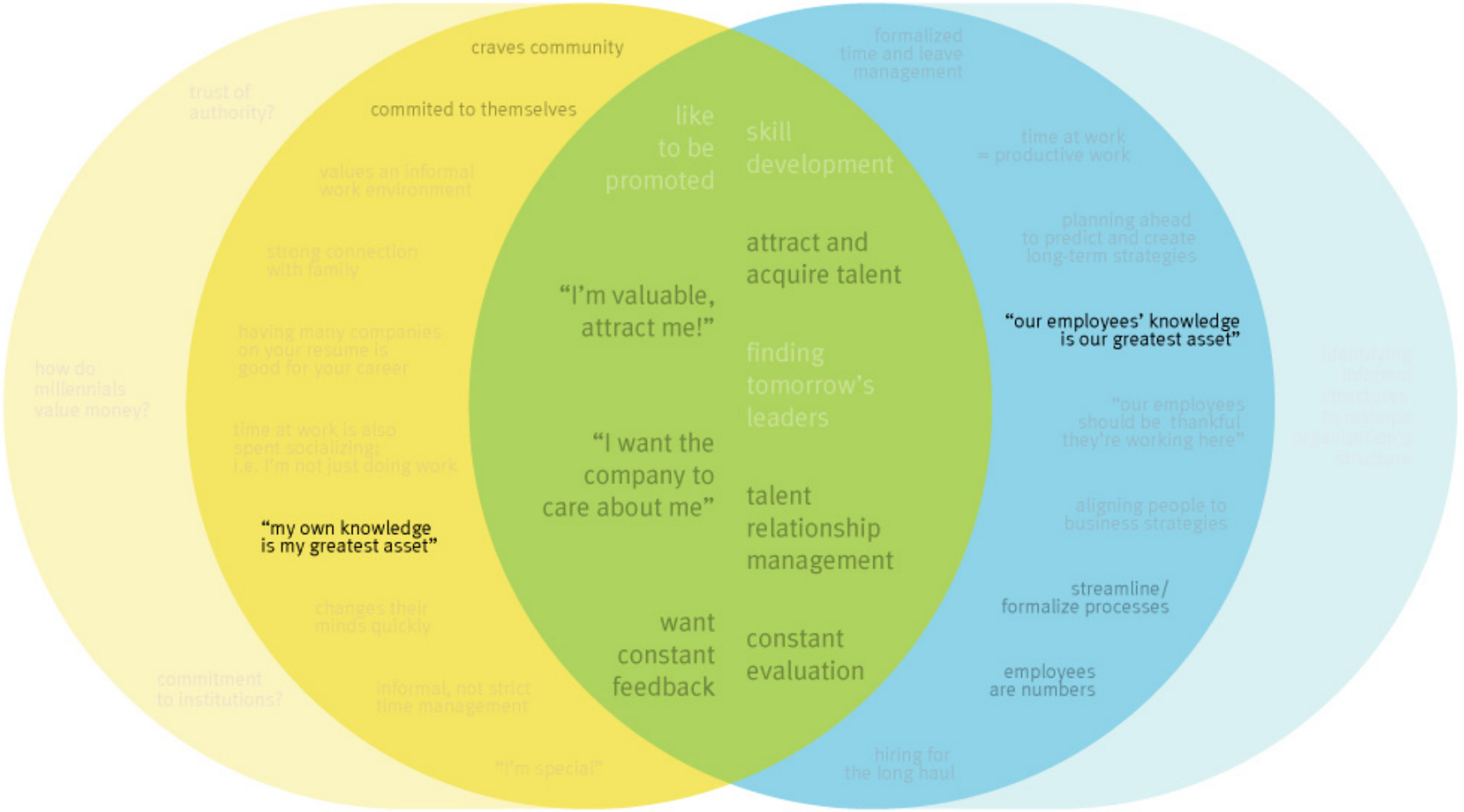
WELL-ADDRESSED INTERESTS



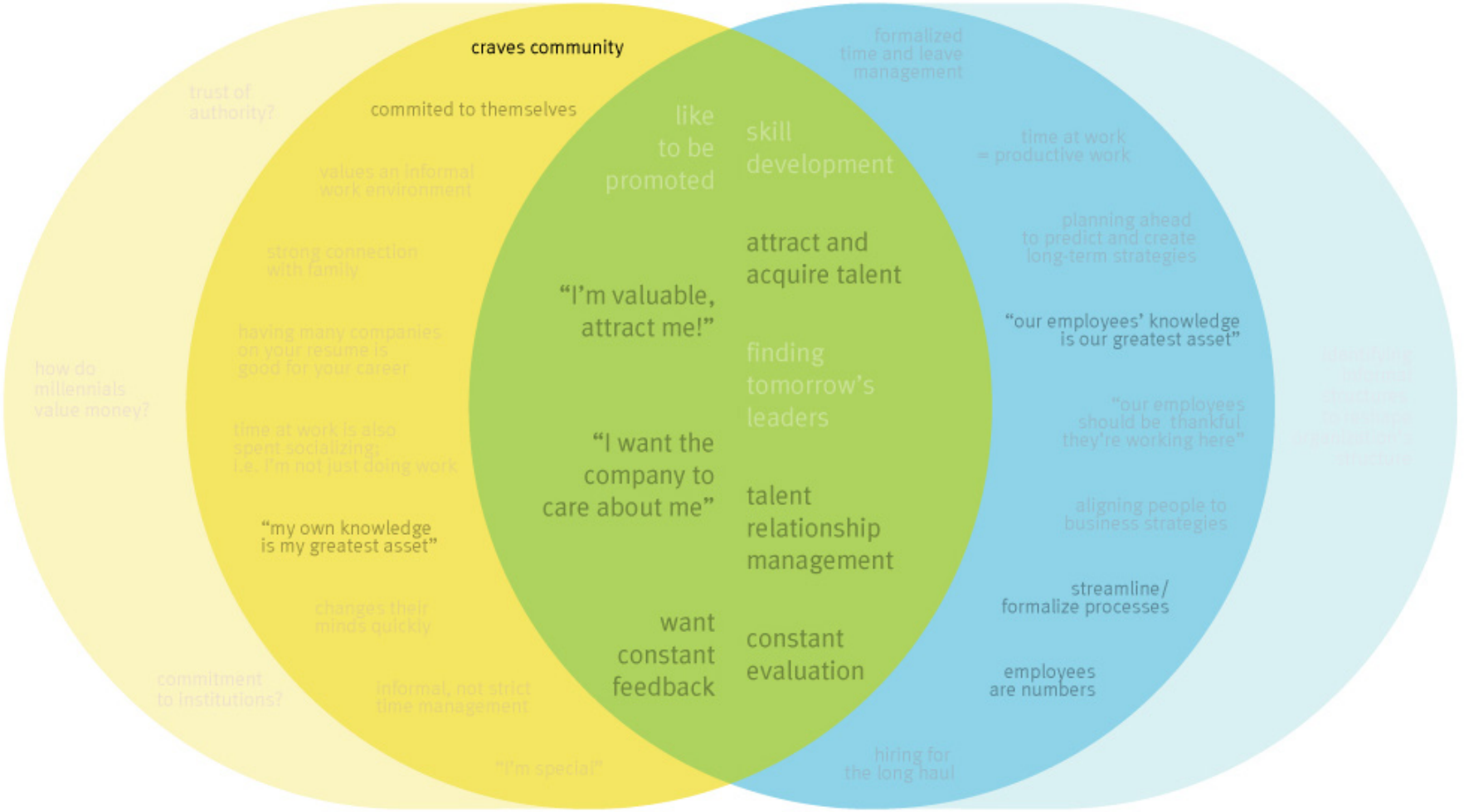
POORLY-ADDRESSED INTERESTS



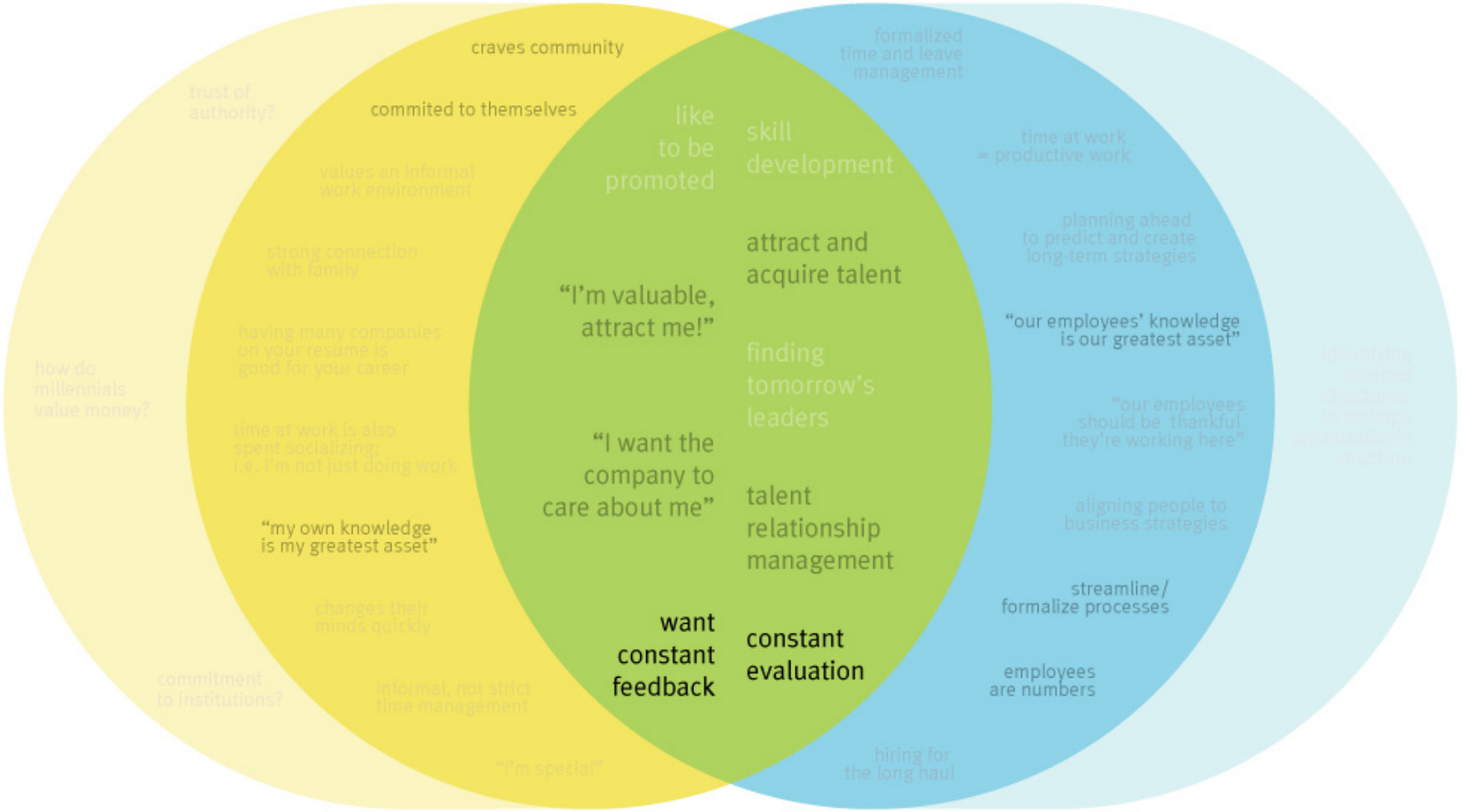
OPPORTUNITIES—KNOWLEDGE MANAGEMENT



OPPORTUNITIES—SOCIAL NETWORKING



OPPORTUNITIES—PERFORMANCE REVIEW/GOAL SETTING



user research

» survey results

» contextual inquiries

user research survey analysis

Why a survey?

» Contradictory findings in the literature review

» Not all previous research was conducted in a scientific way

user research survey analysis

Survey Administration

25 questions

8 work-related questions
6 work environment questions
11 demographic questions

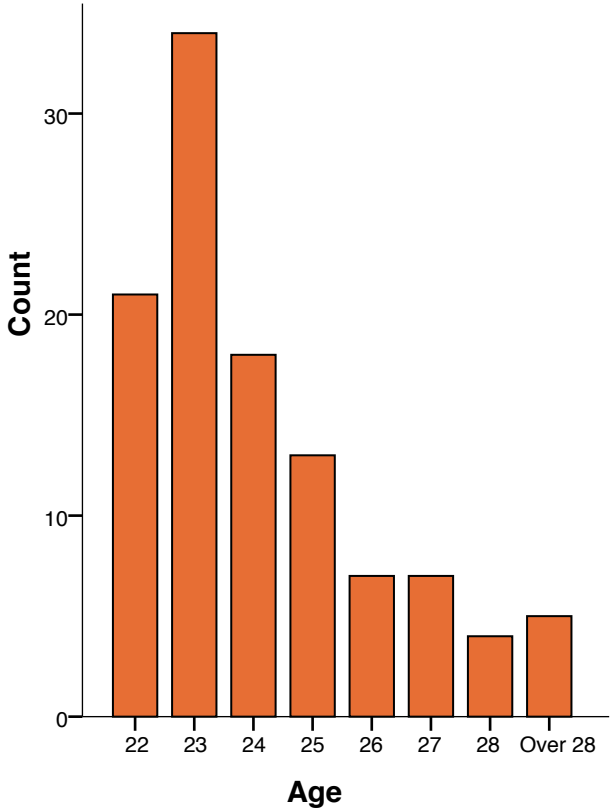
user research survey analysis

Participants

» 106 effective responses

» 53 Males vs. 52 Females

» Average Age: 25.03



user research survey analysis

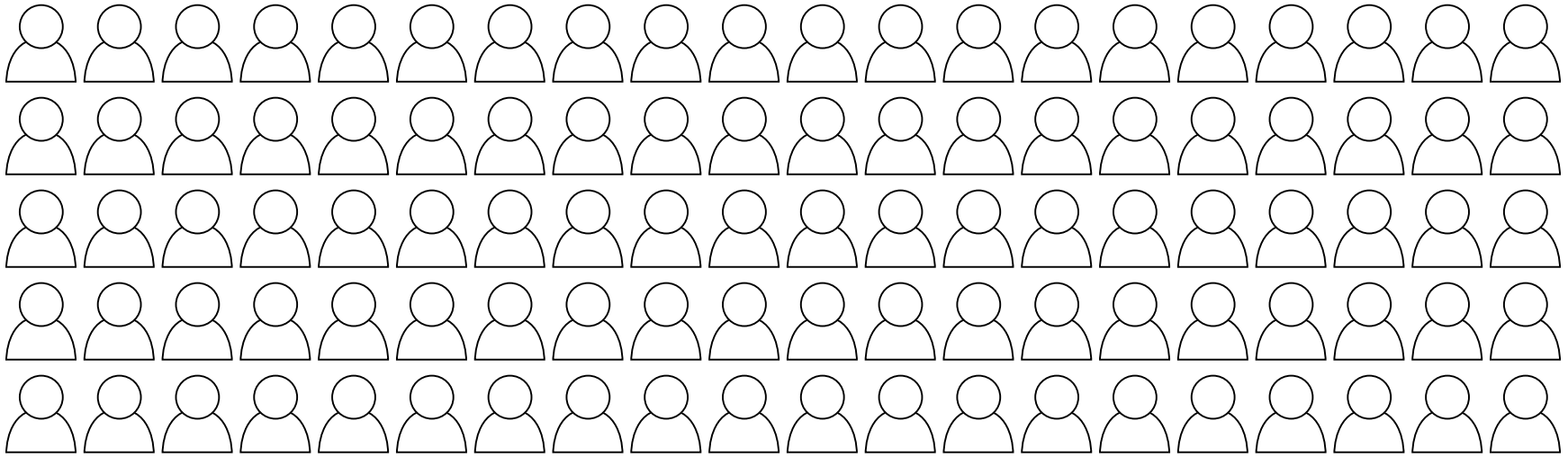
What do you currently **like** about your job?

Why did you **choose** this job?

What would make you **stay** longer at your job?

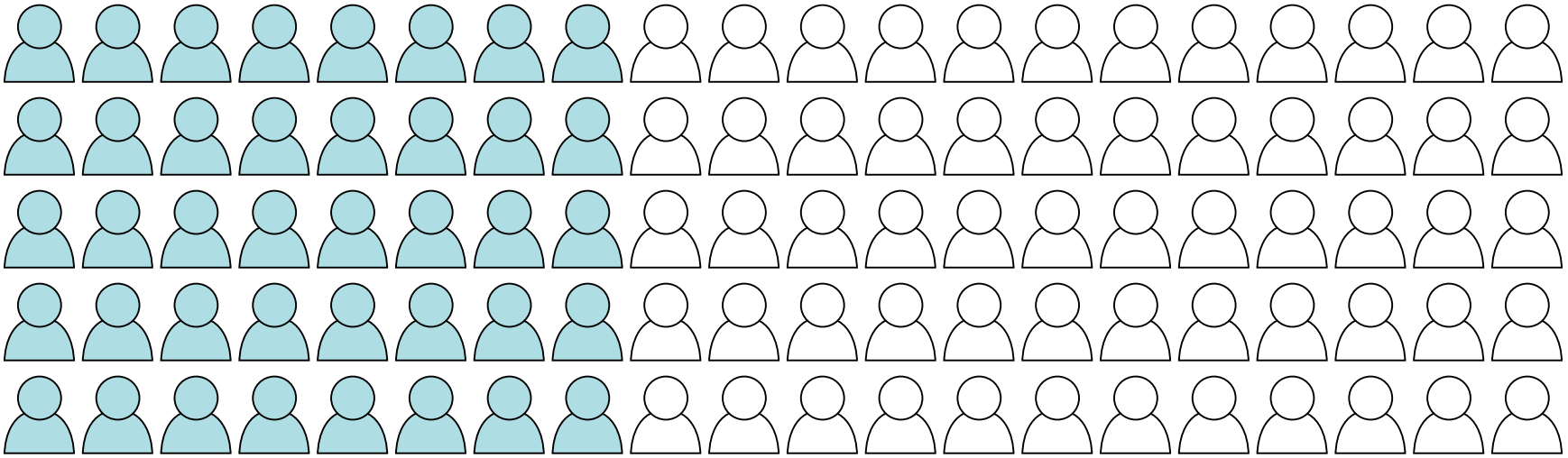
user research survey analysis

Tendency to job hop



user research survey analysis

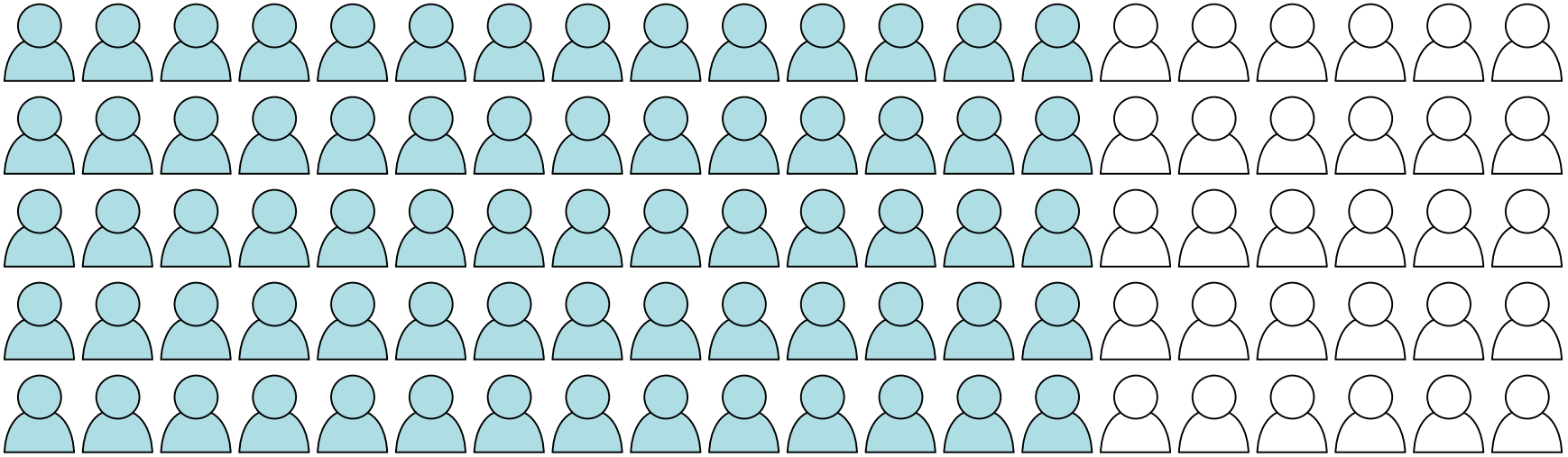
Tendency to job hop



40% plan to change jobs within the next **two** years

user research survey analysis

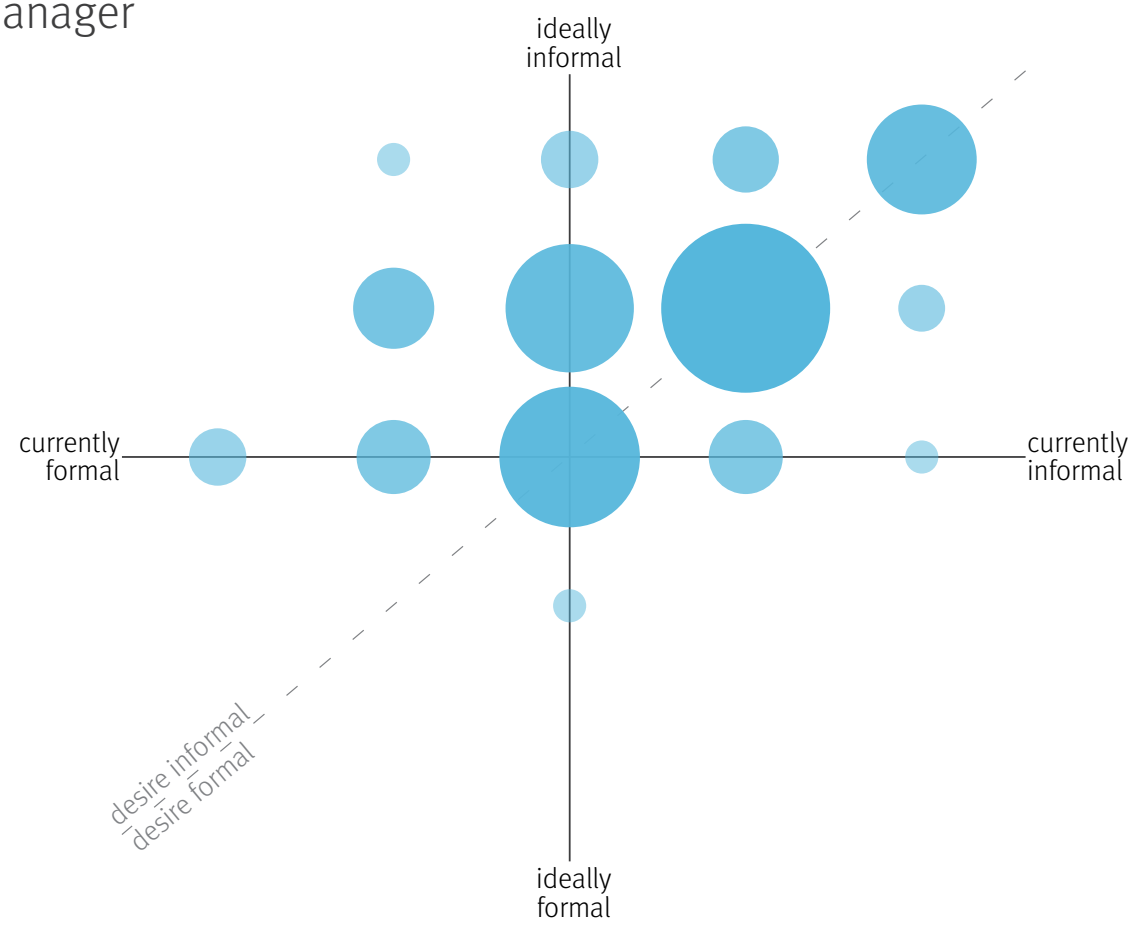
Tendency to job hop



70% plan to change jobs within the next **five** years

user research survey analysis

Relationship with manager



contextual inquiries

Allison | Devin | Jon | Holger | Major

contextual inquiries focus

skills?

knowledge?

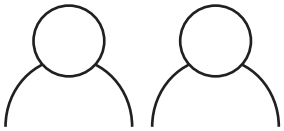
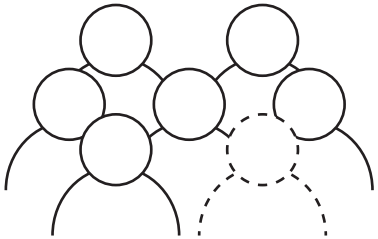
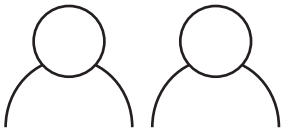
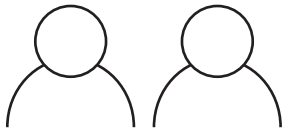
feedback?

performance?

coworker
relationships?

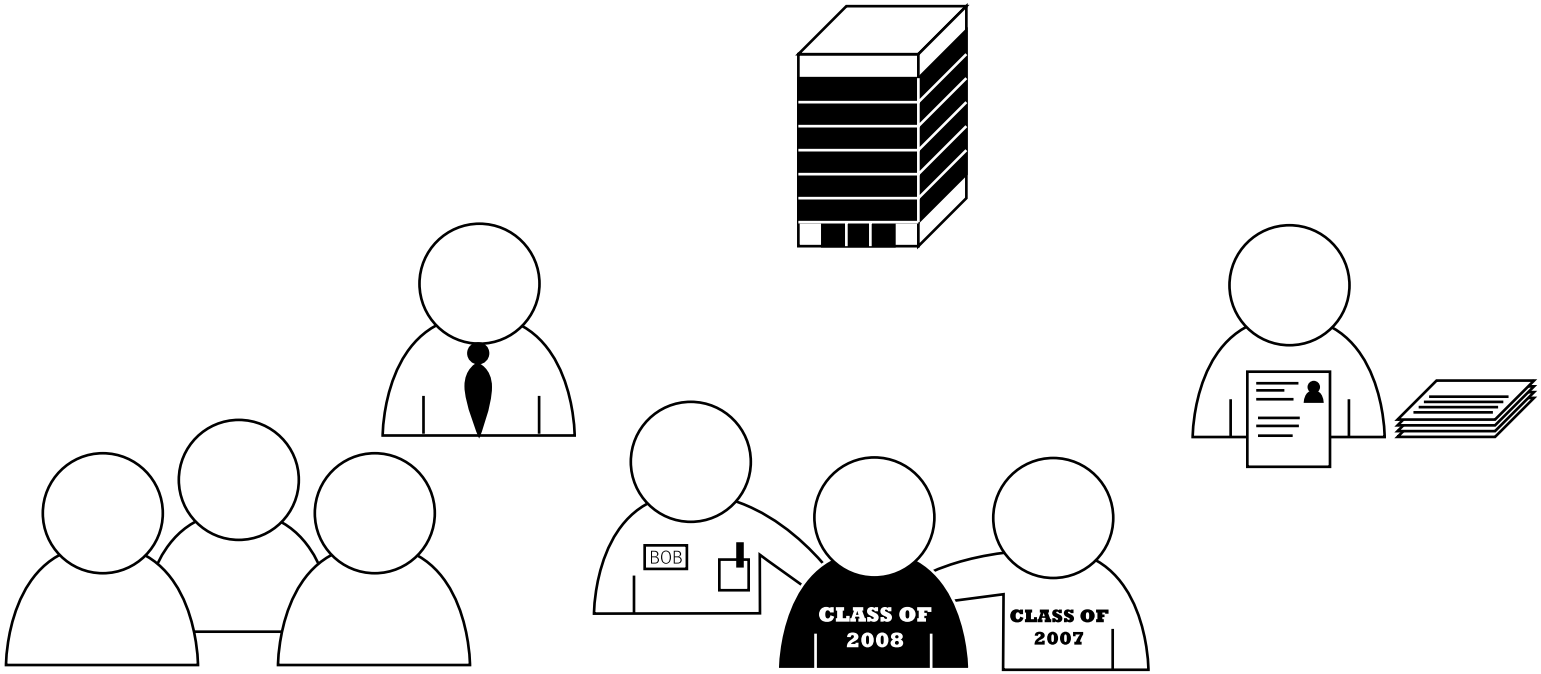
attracting and
retaining?

contextual inquiries participants

	9 millennial workers 8 modeled	2 managers 2 modeled	4 human resources 2 modeled
Pittsburgh			
California			

contextual inquiries

roles



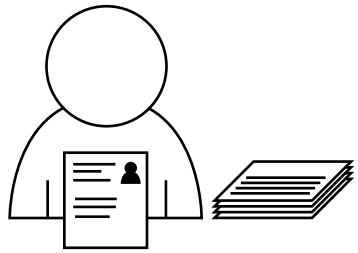
contextual inquiries roles

human resources

» initial recruiting and onboarding

» process controller

» formal performance review and rewards



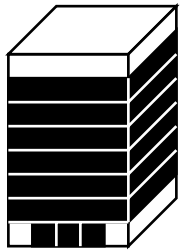
contextual inquiries roles

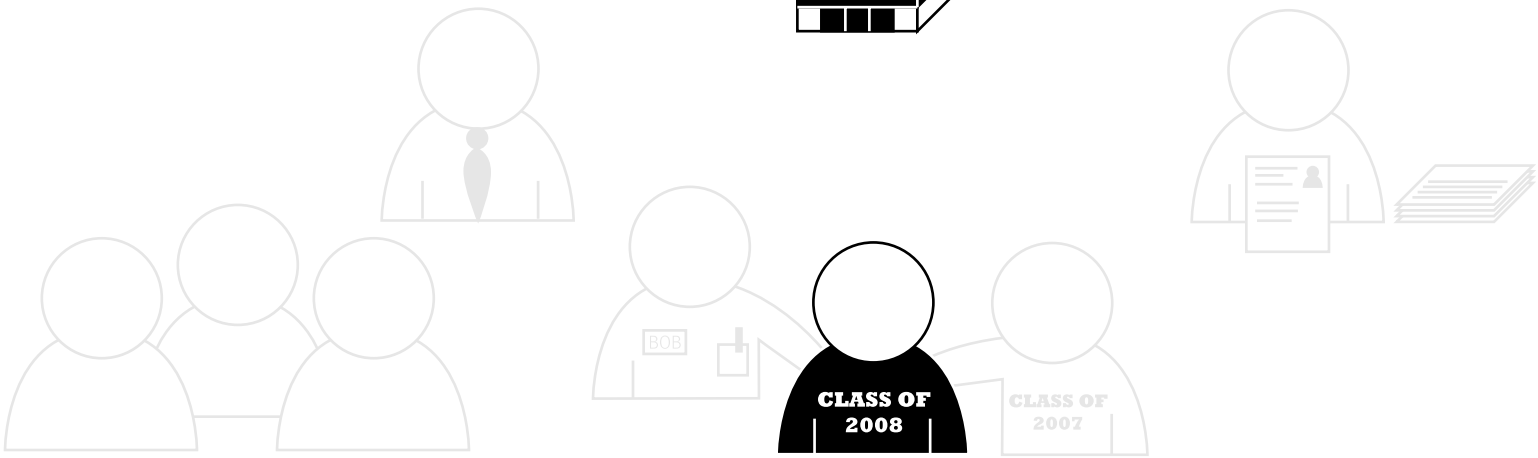
the company

» policy maker

» determines business goals

» sets strategic vision



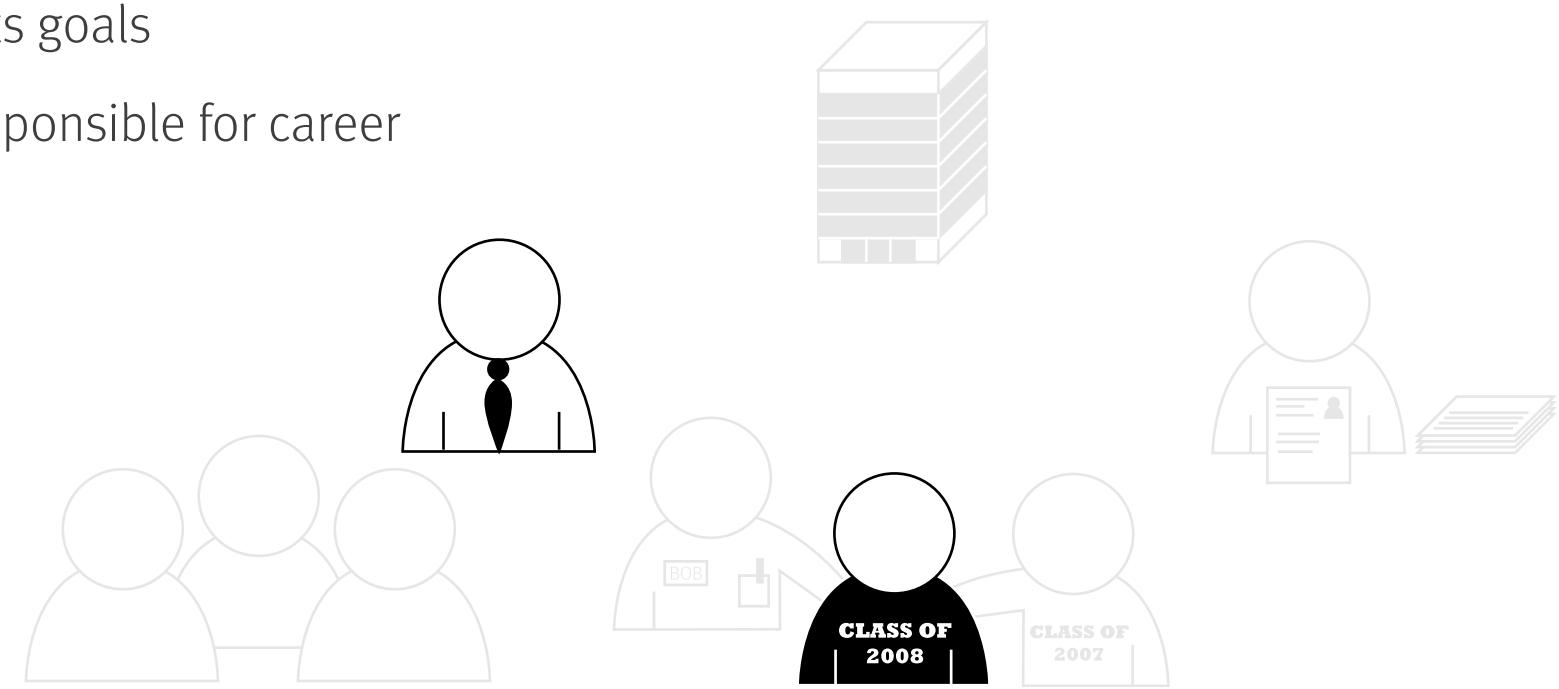


the manager

» manages time

» sets goals

» responsible for career

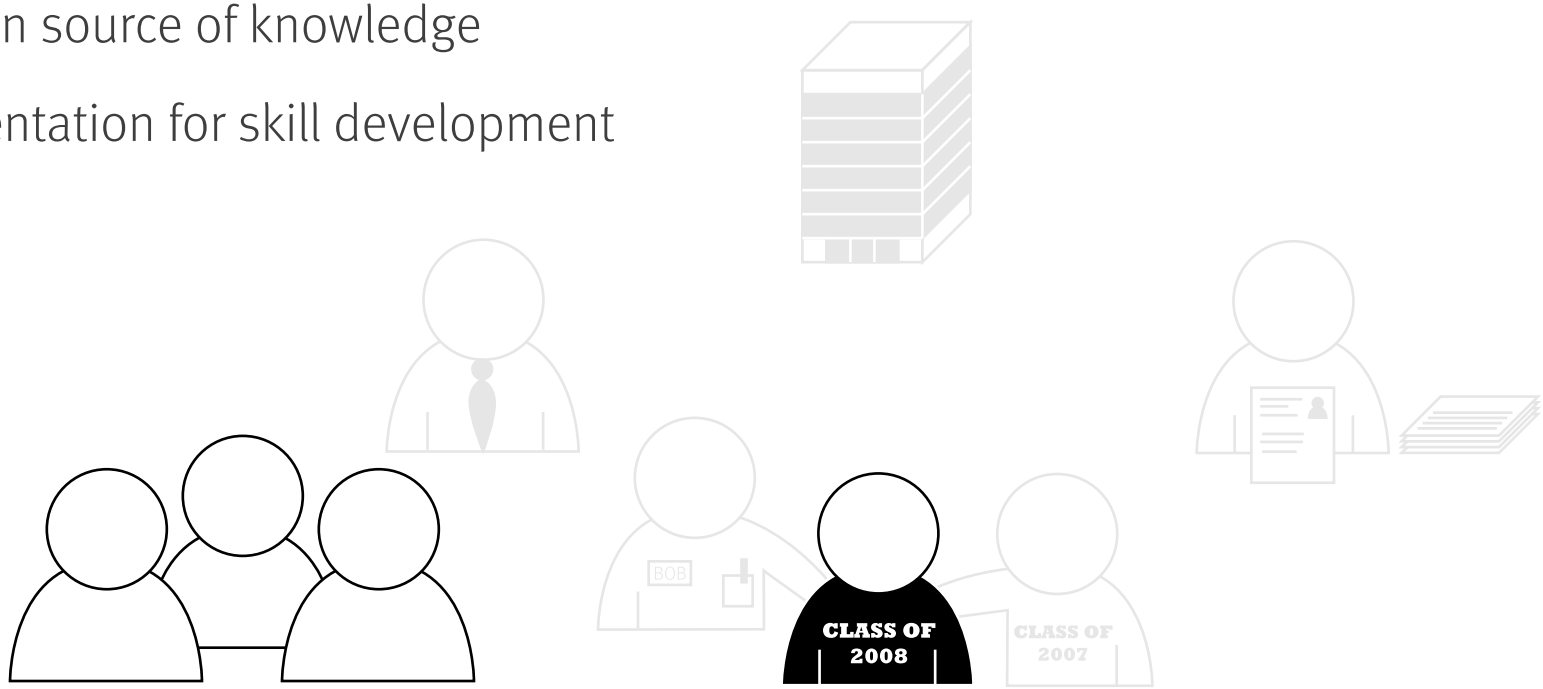


the team

» determines job experience

» main source of knowledge

» orientation for skill development

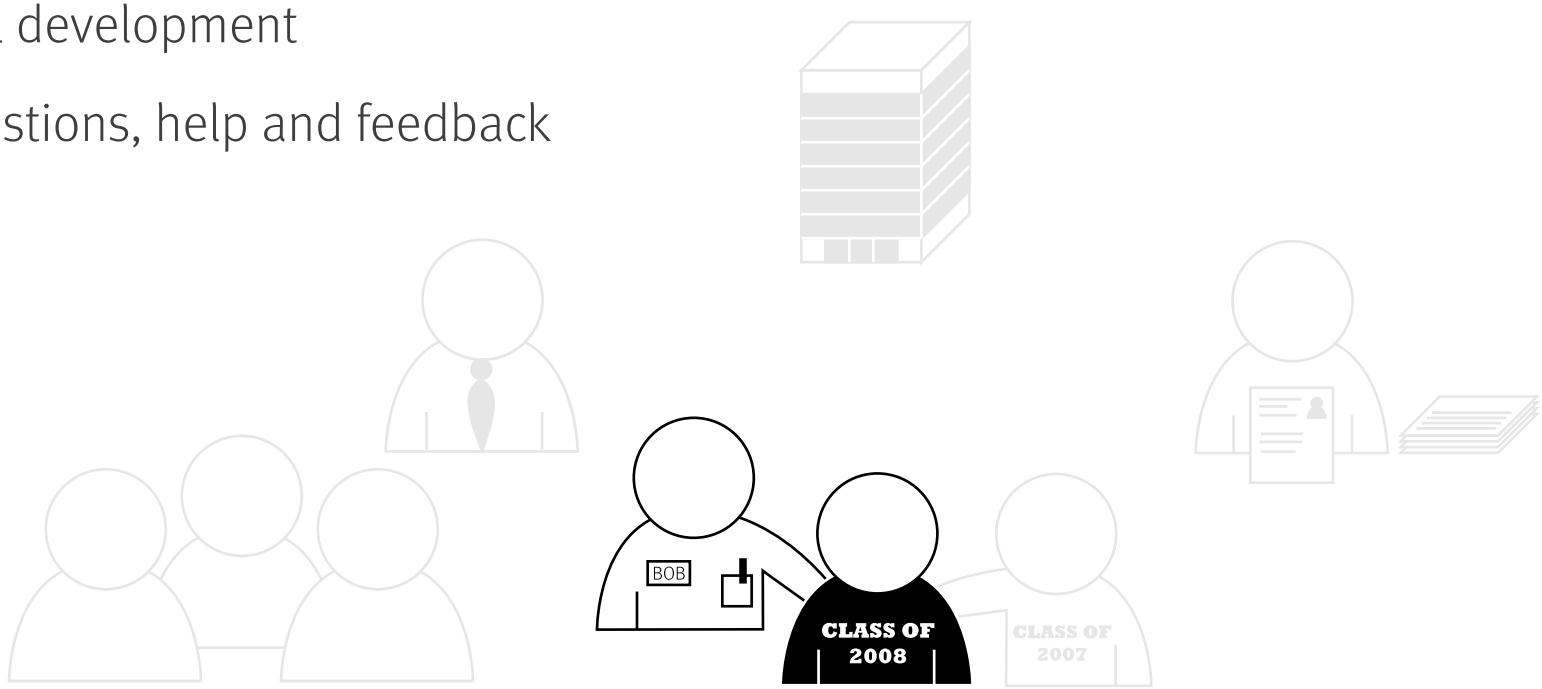


the mentor

» career guide

» skill development

» questions, help and feedback



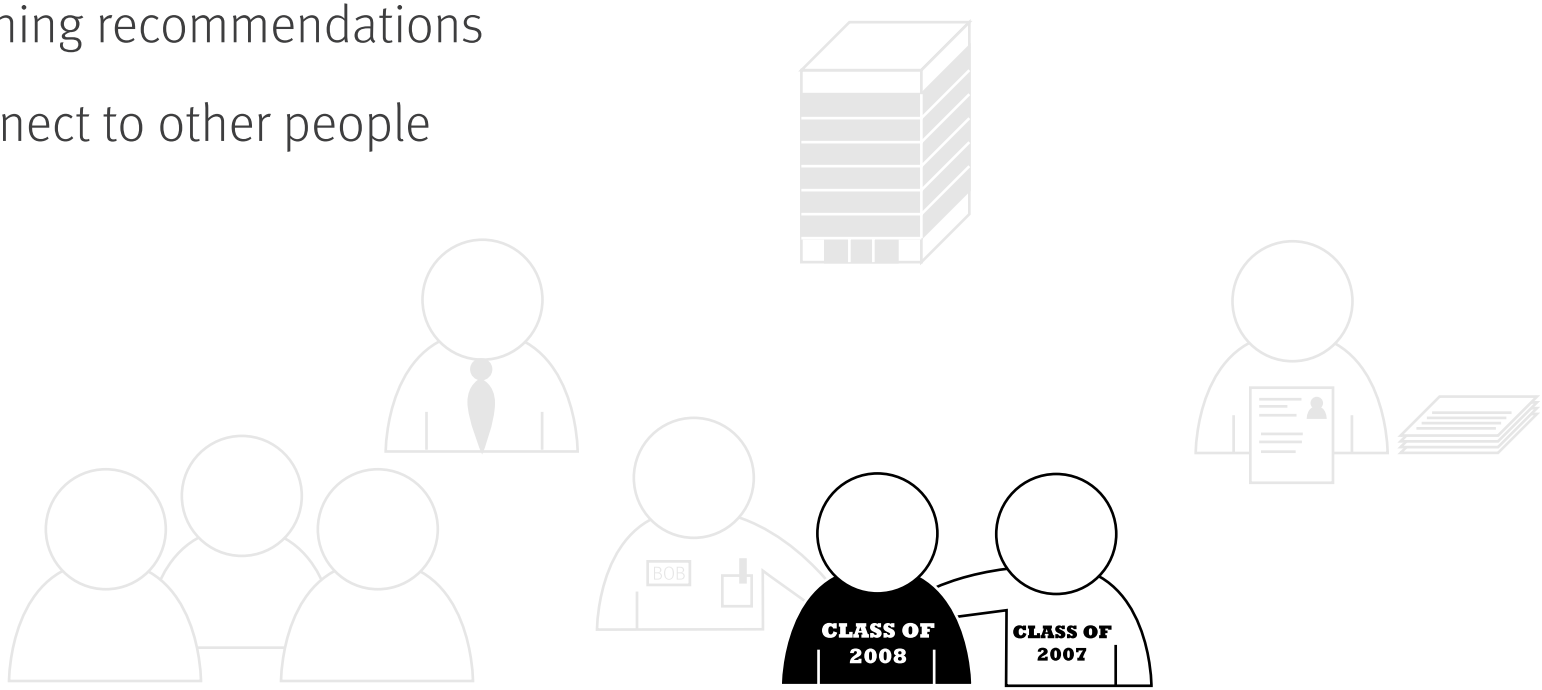
contextual inquiries roles

the trusted coworker

» informal company newsfeed

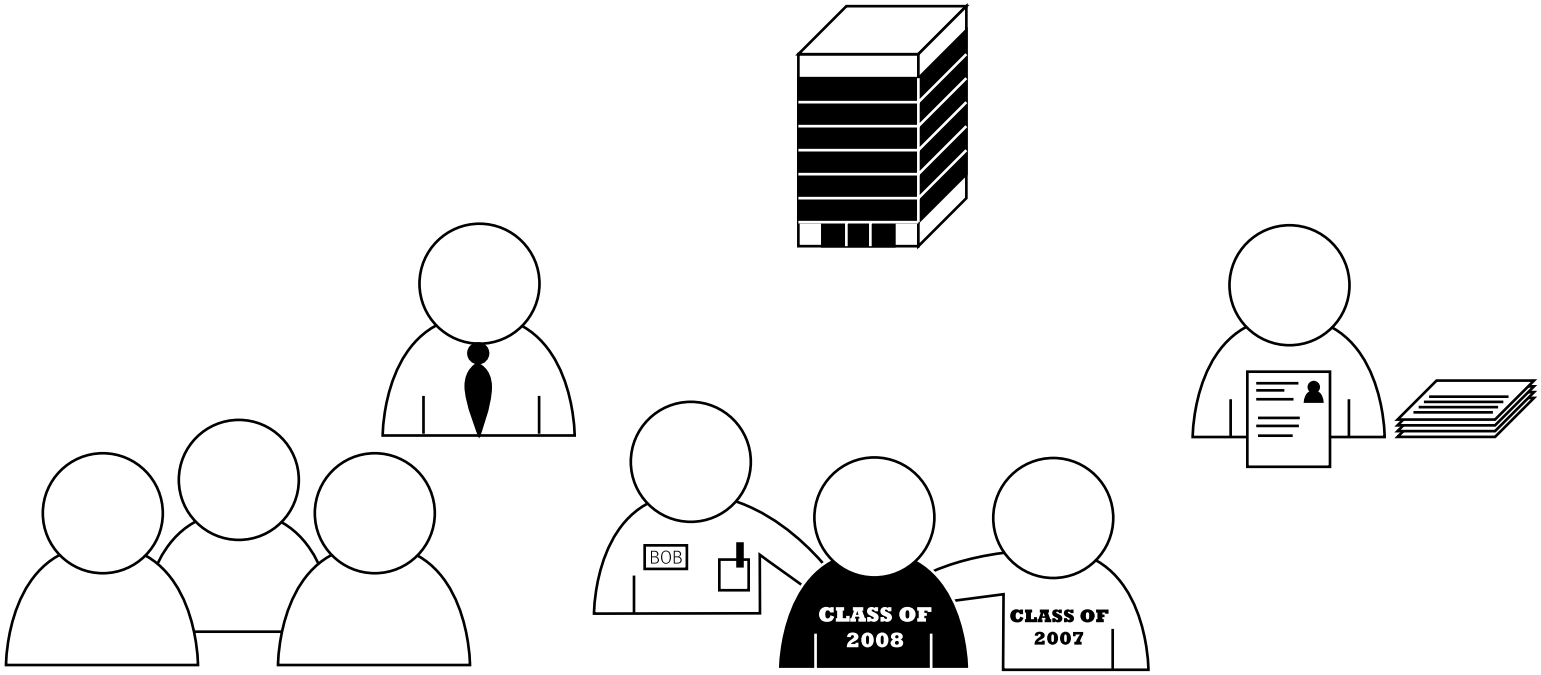
» training recommendations

» connect to other people

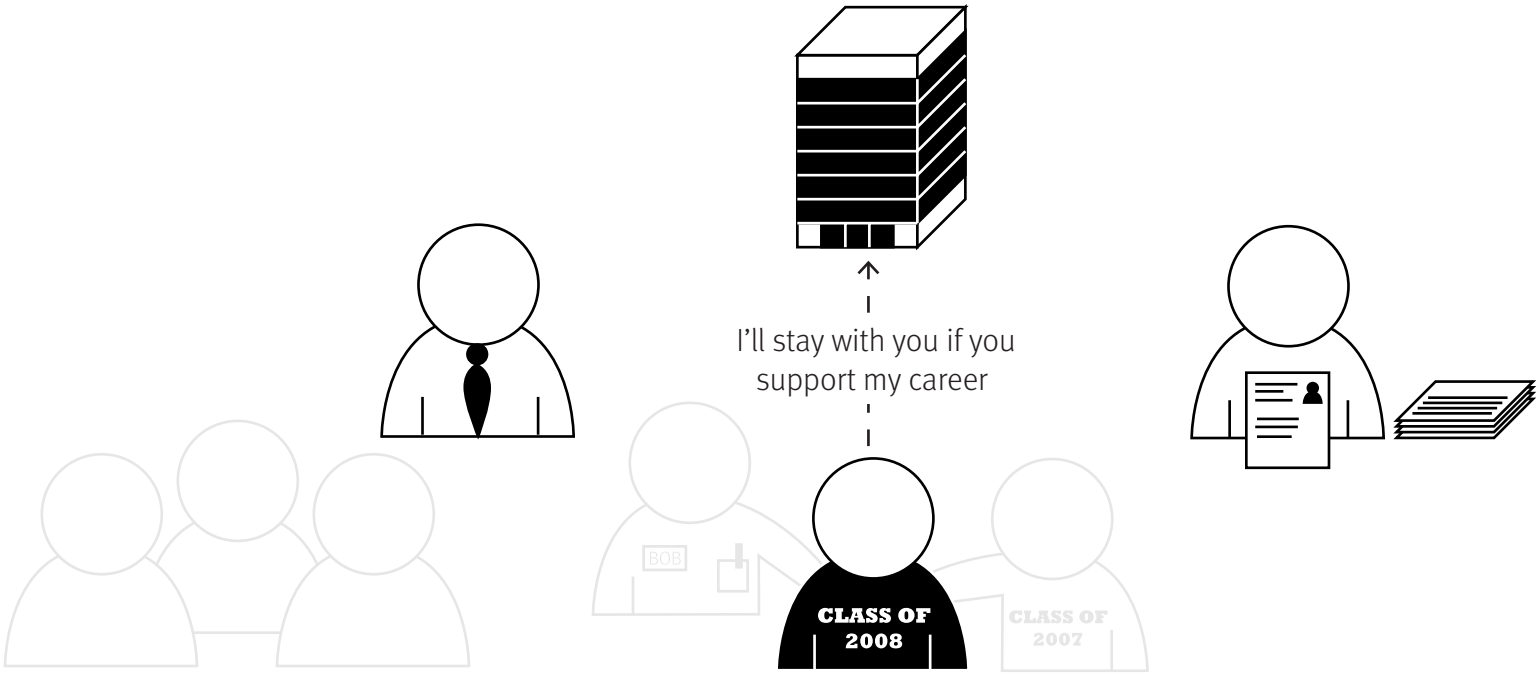


contextual inquiries

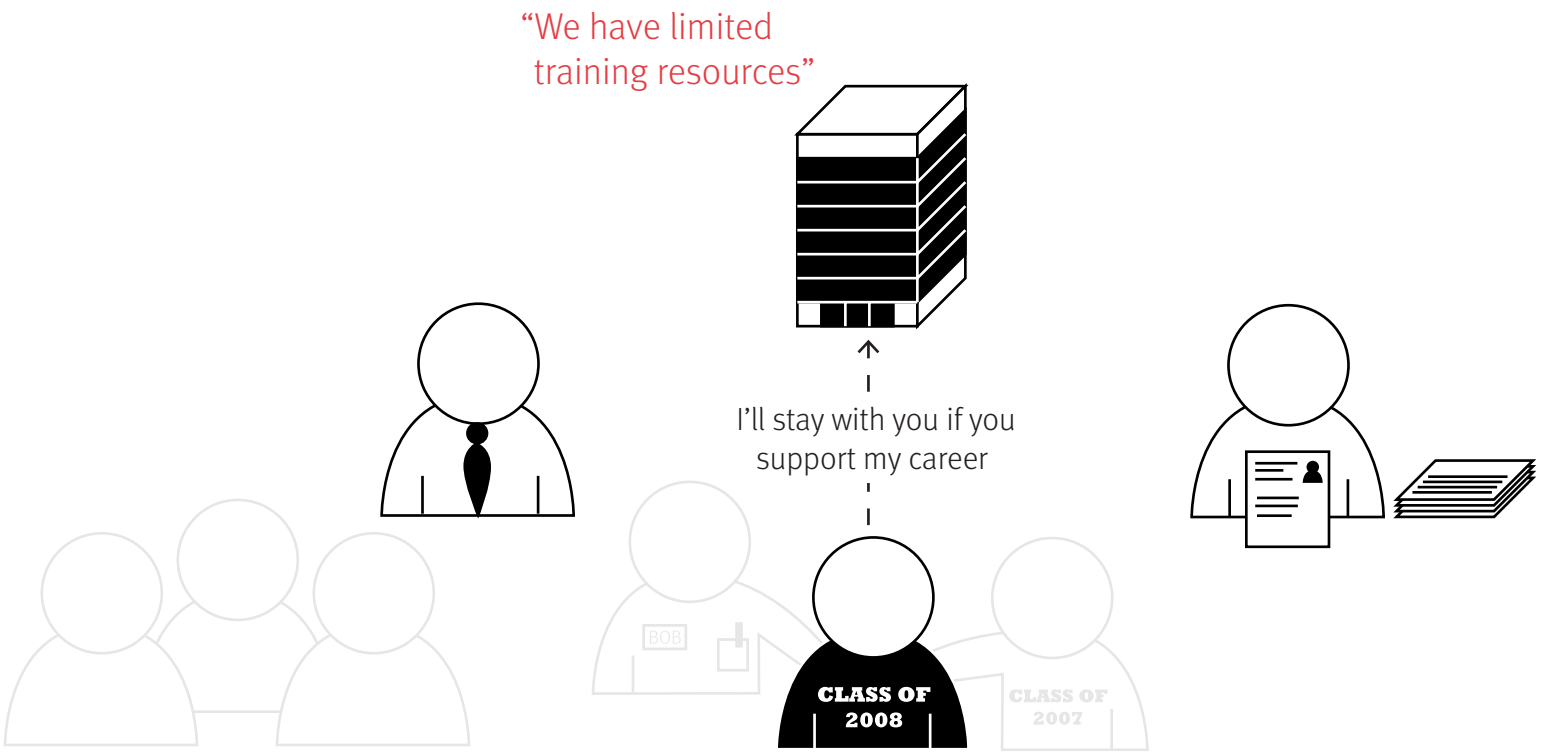
insights



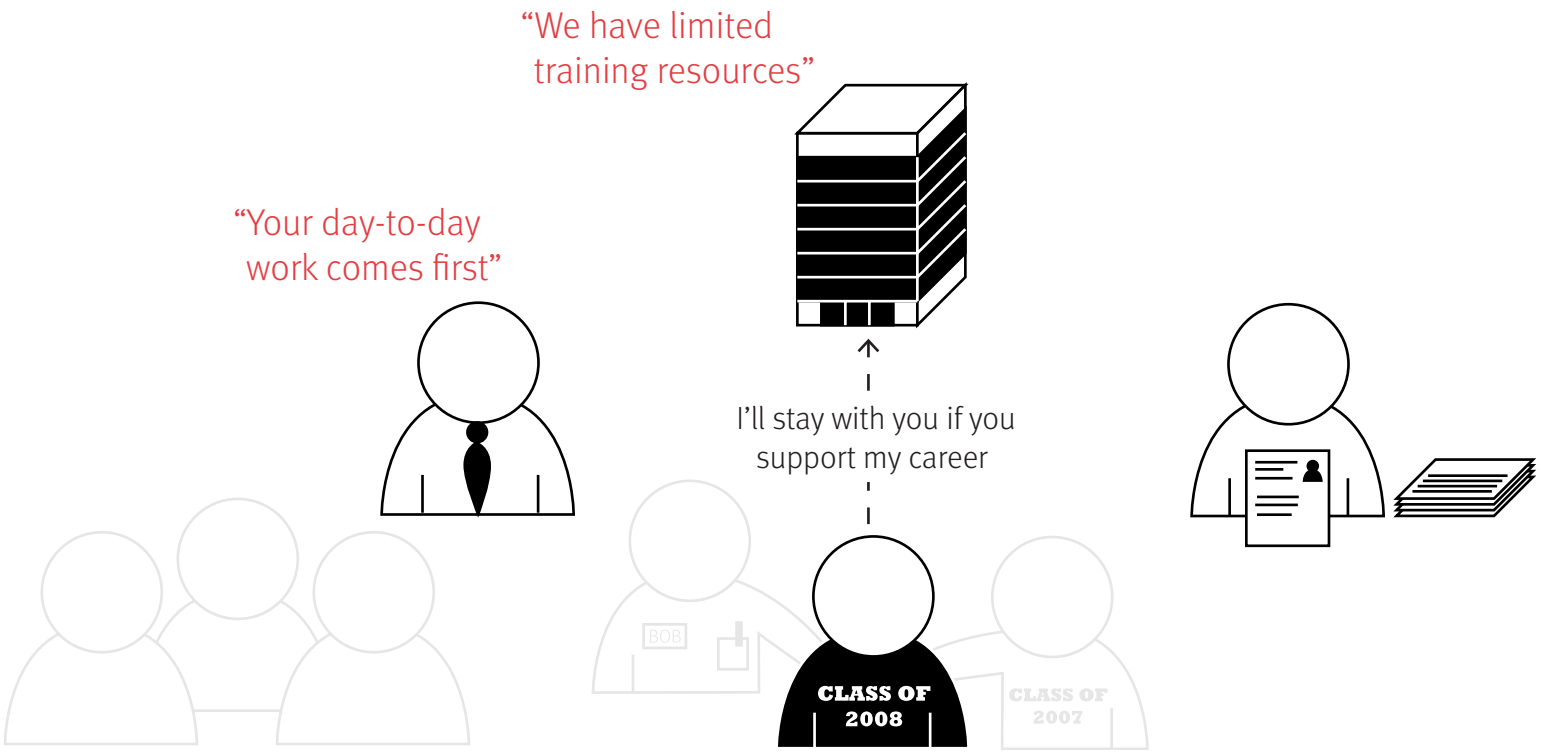
retention and career development



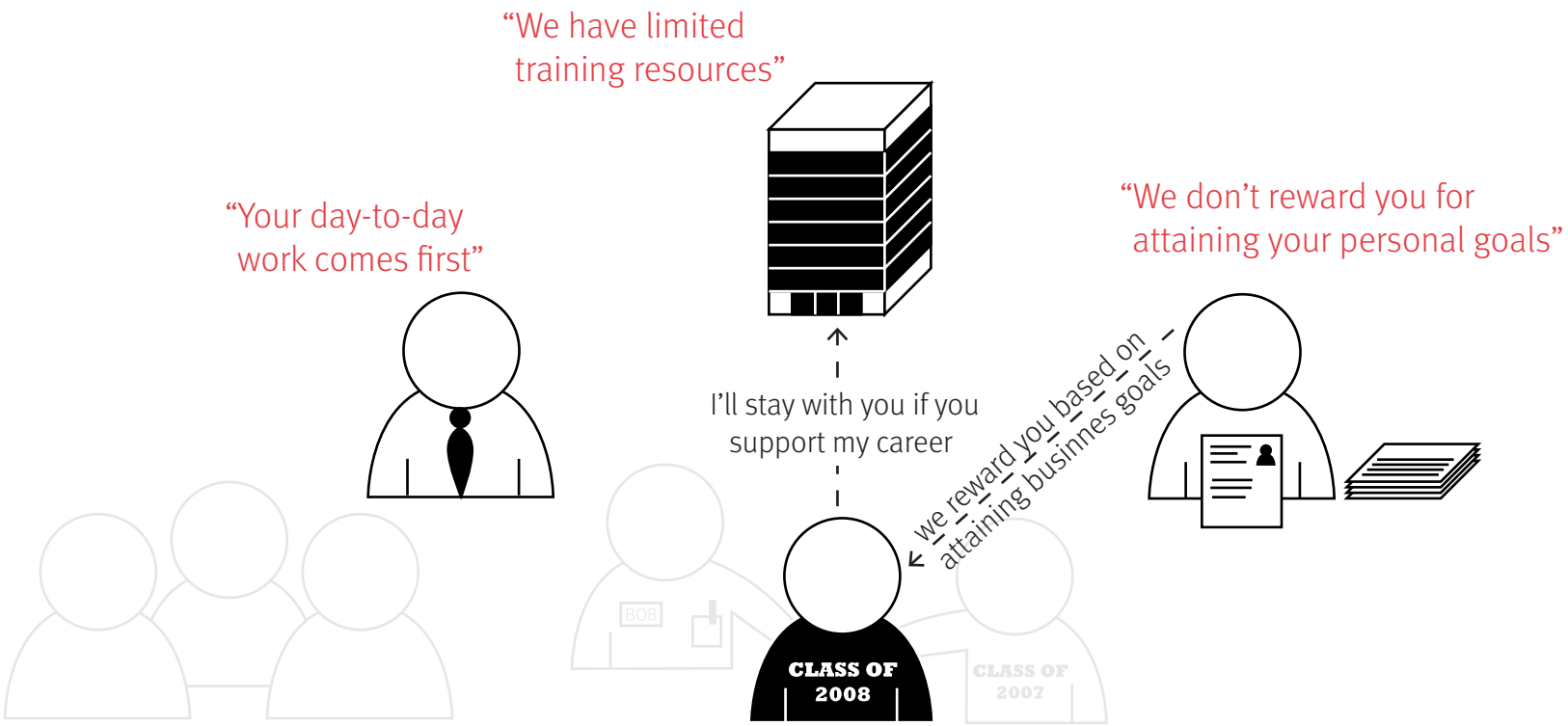
retention and career development



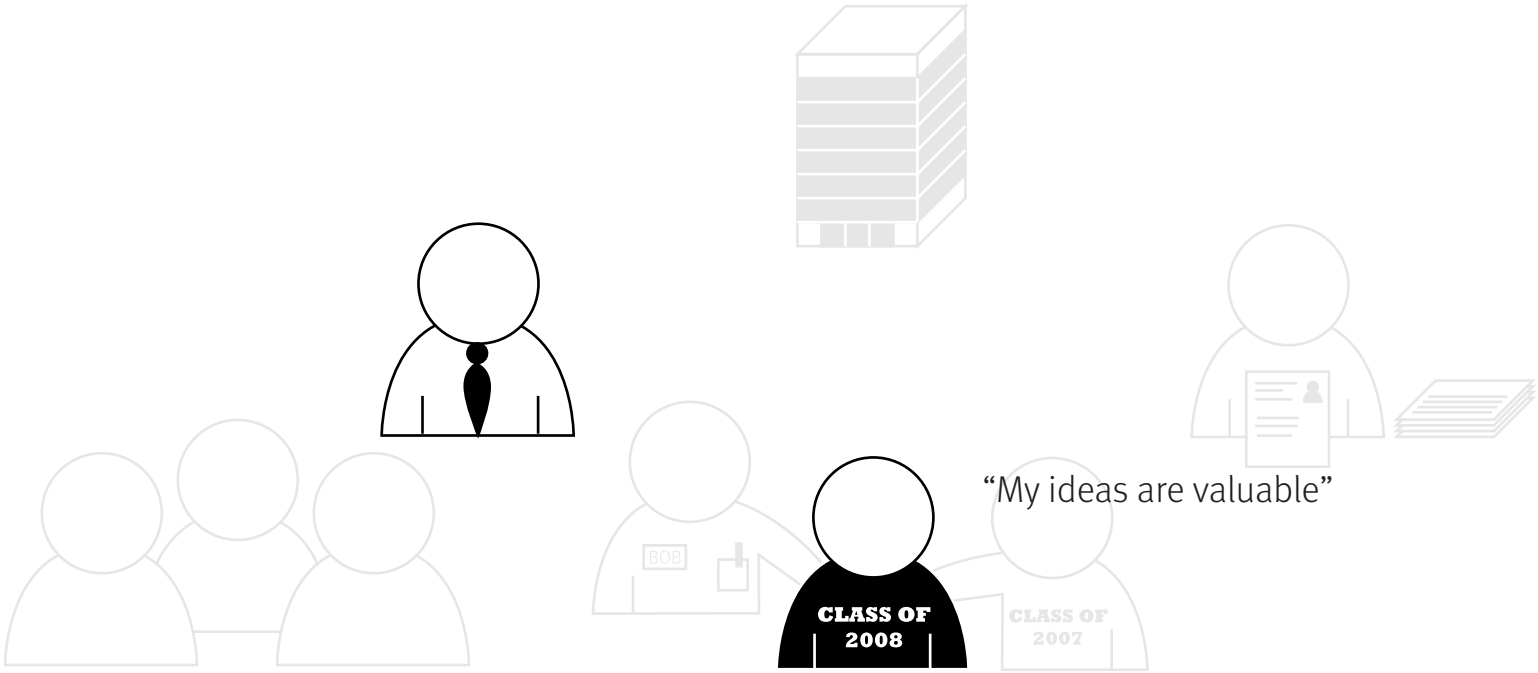
retention and career development



retention and career development

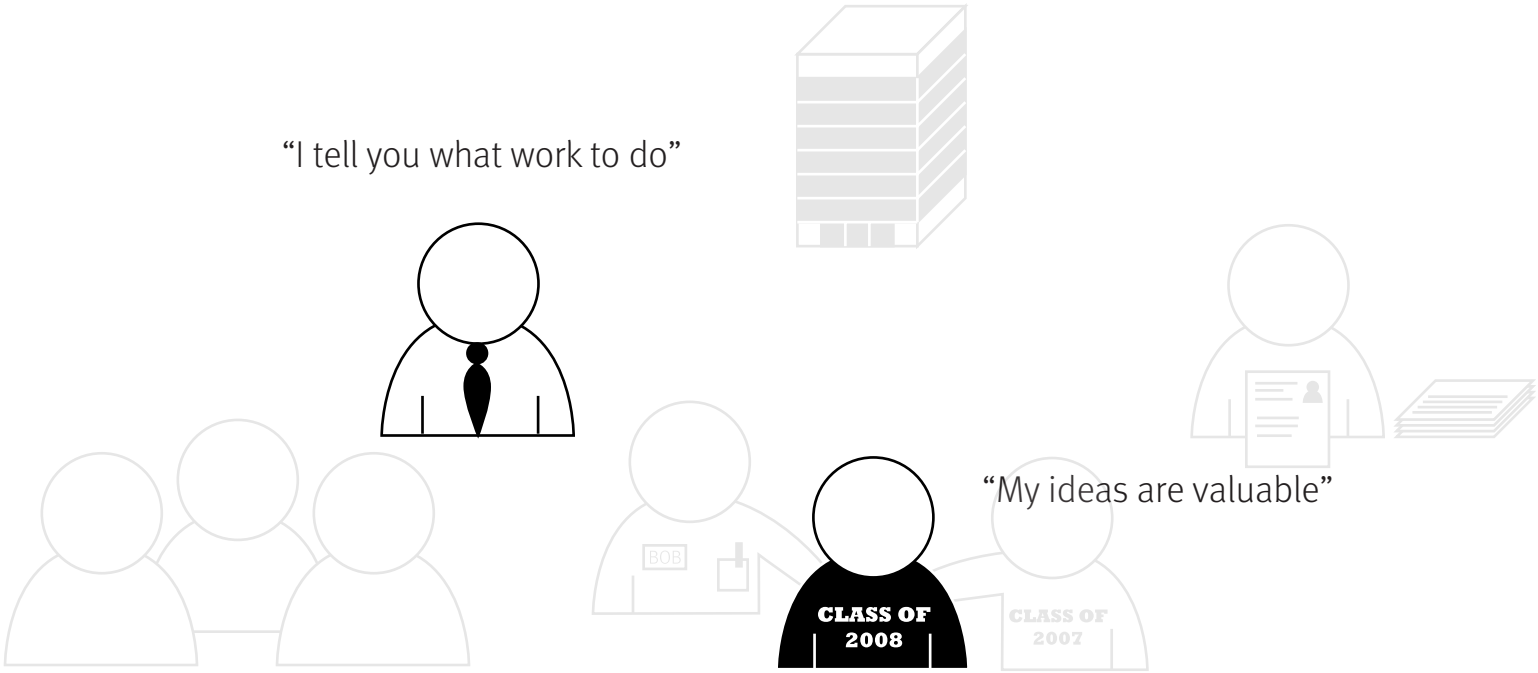


authority

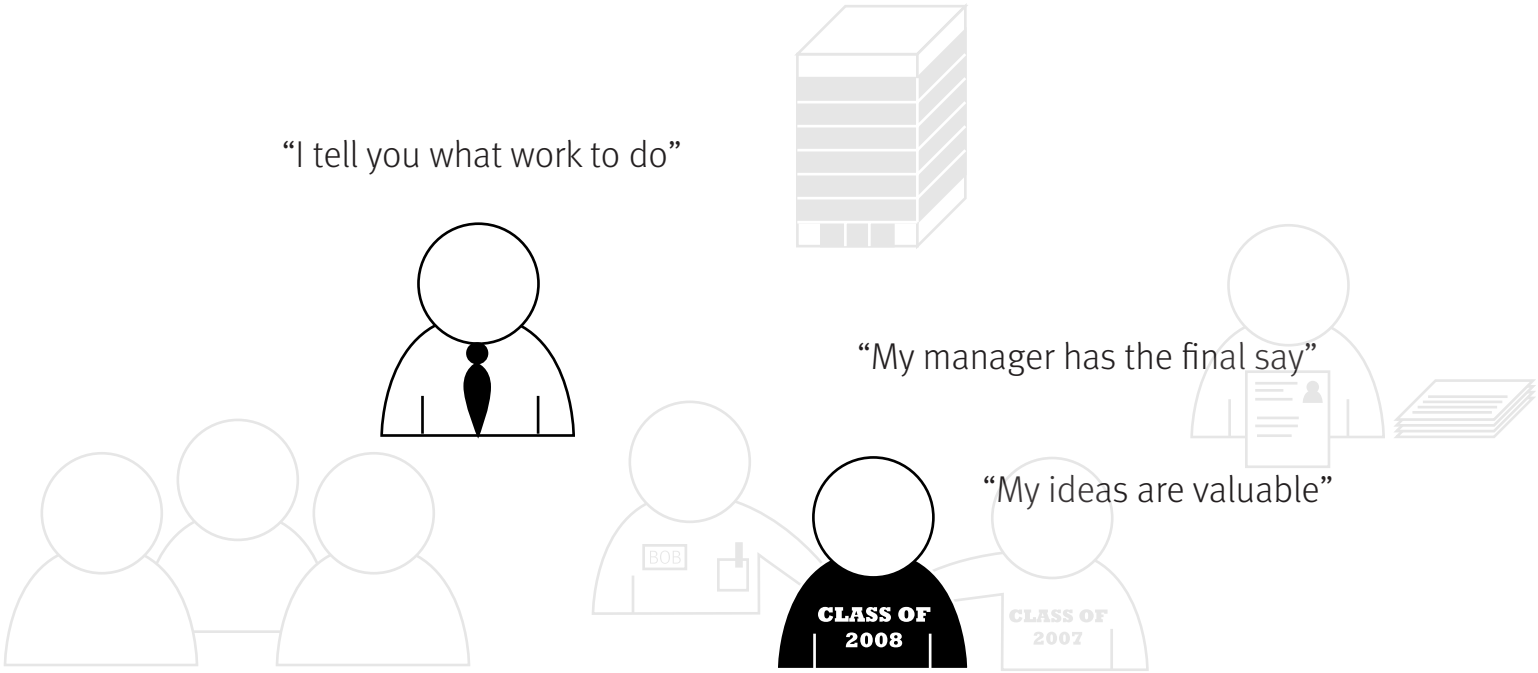


"My ideas are valuable"

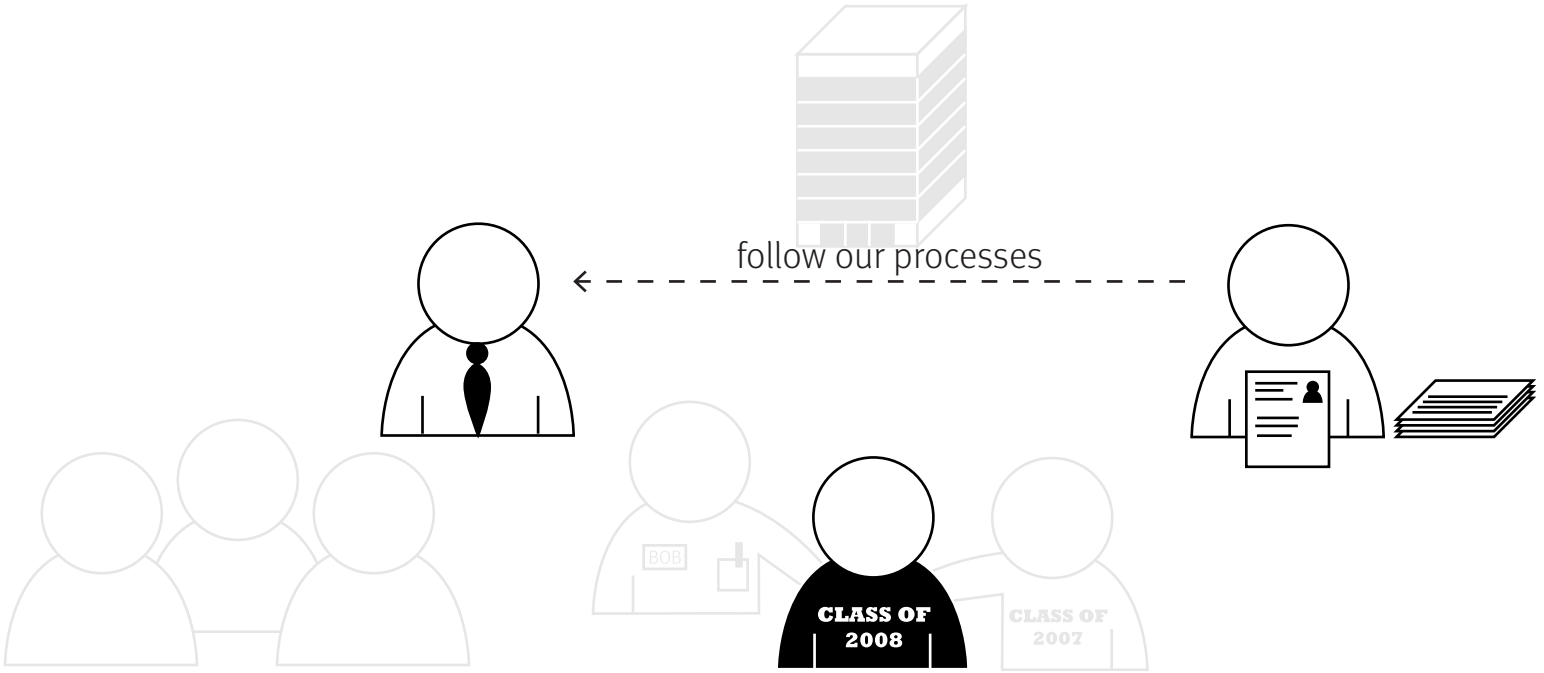
authority


"I tell you what work to do"
"My ideas are valuable"
BOB
CLASS OF 2008
CLASS OF 2007

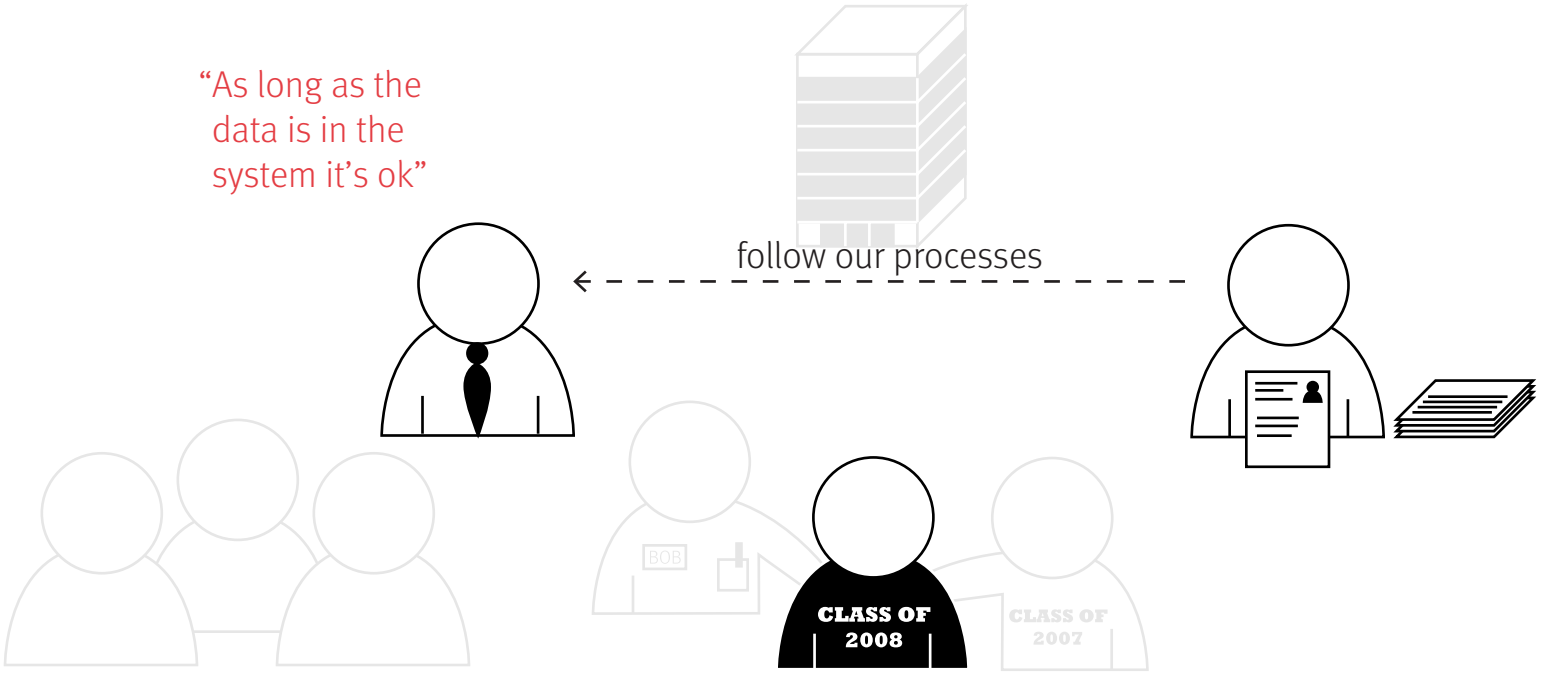
authority


"I tell you what work to do"
"My manager has the final say"
"My ideas are valuable"
BOB
CLASS OF 2008
CLASS OF 2007

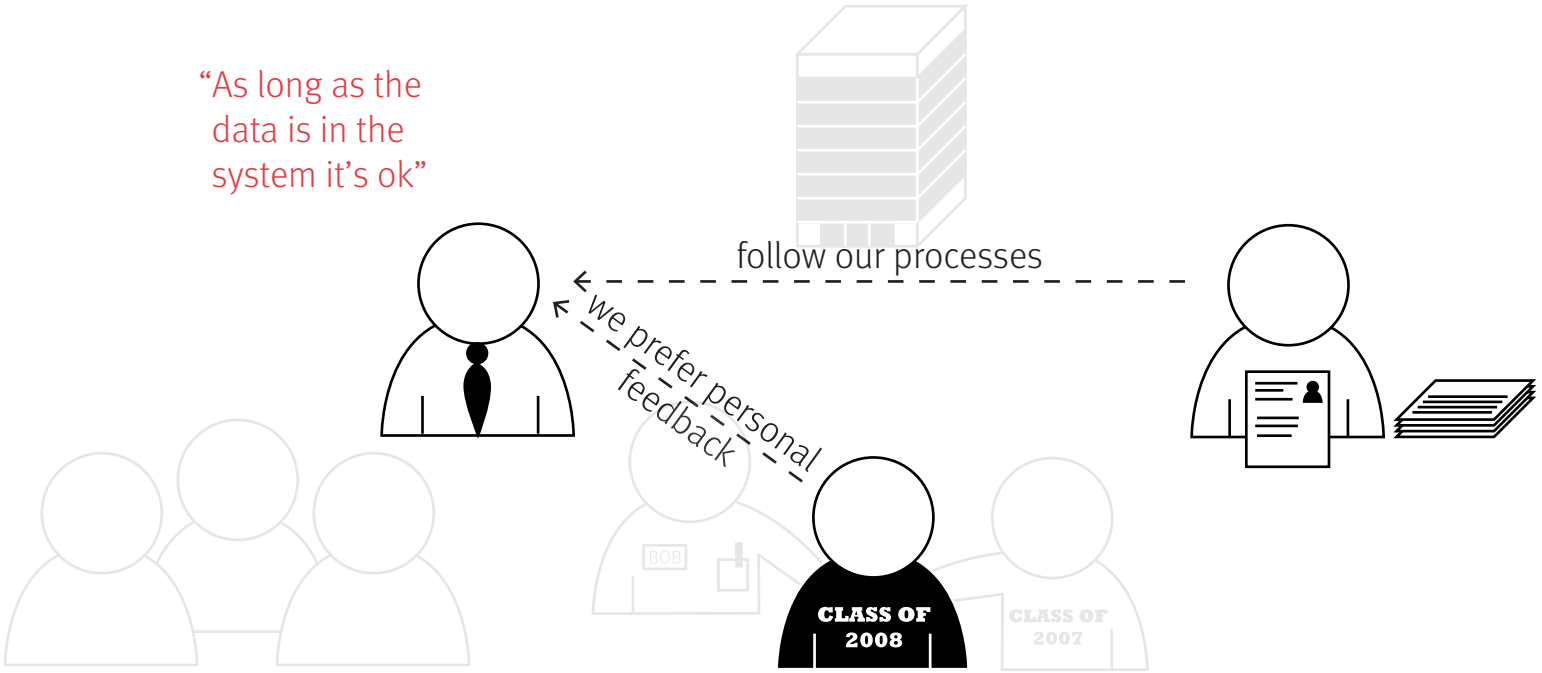
HR as a process controller



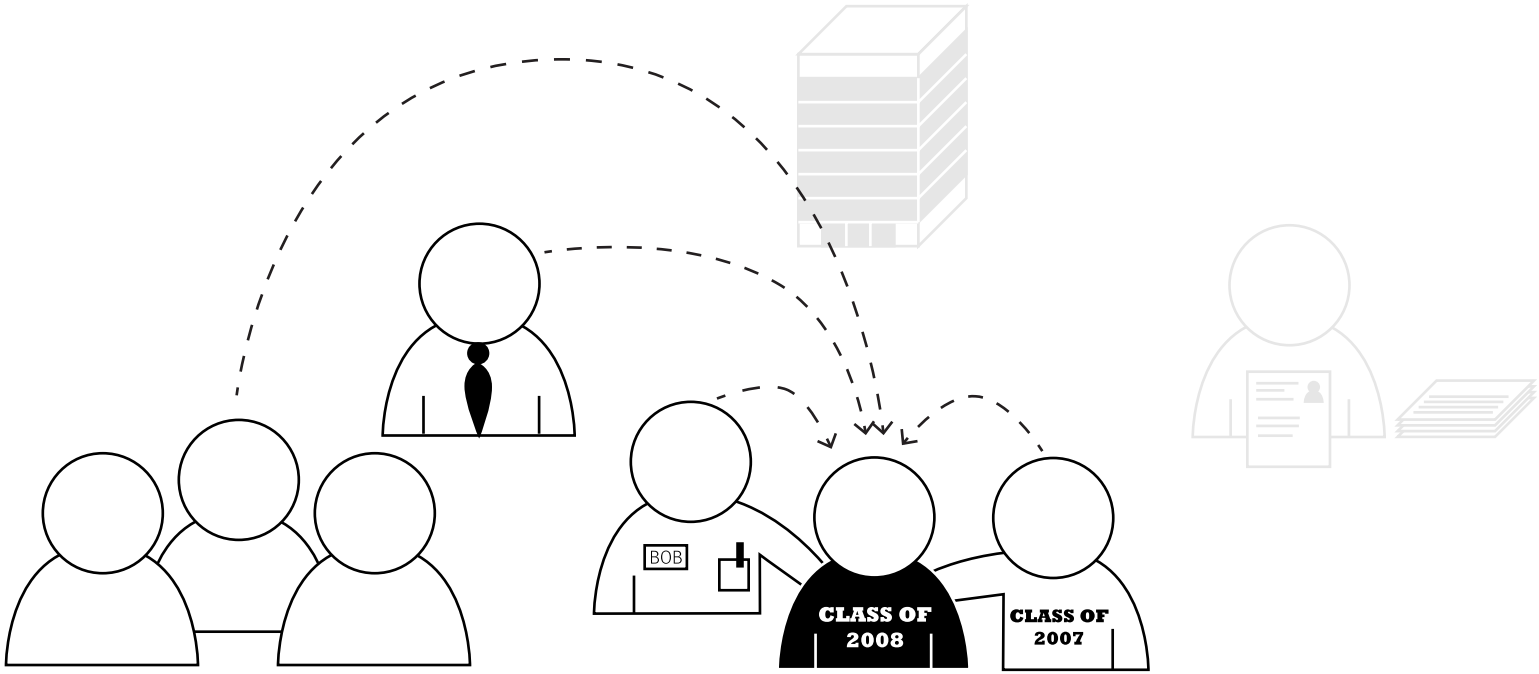
HR as a process controller



HR as a process controller

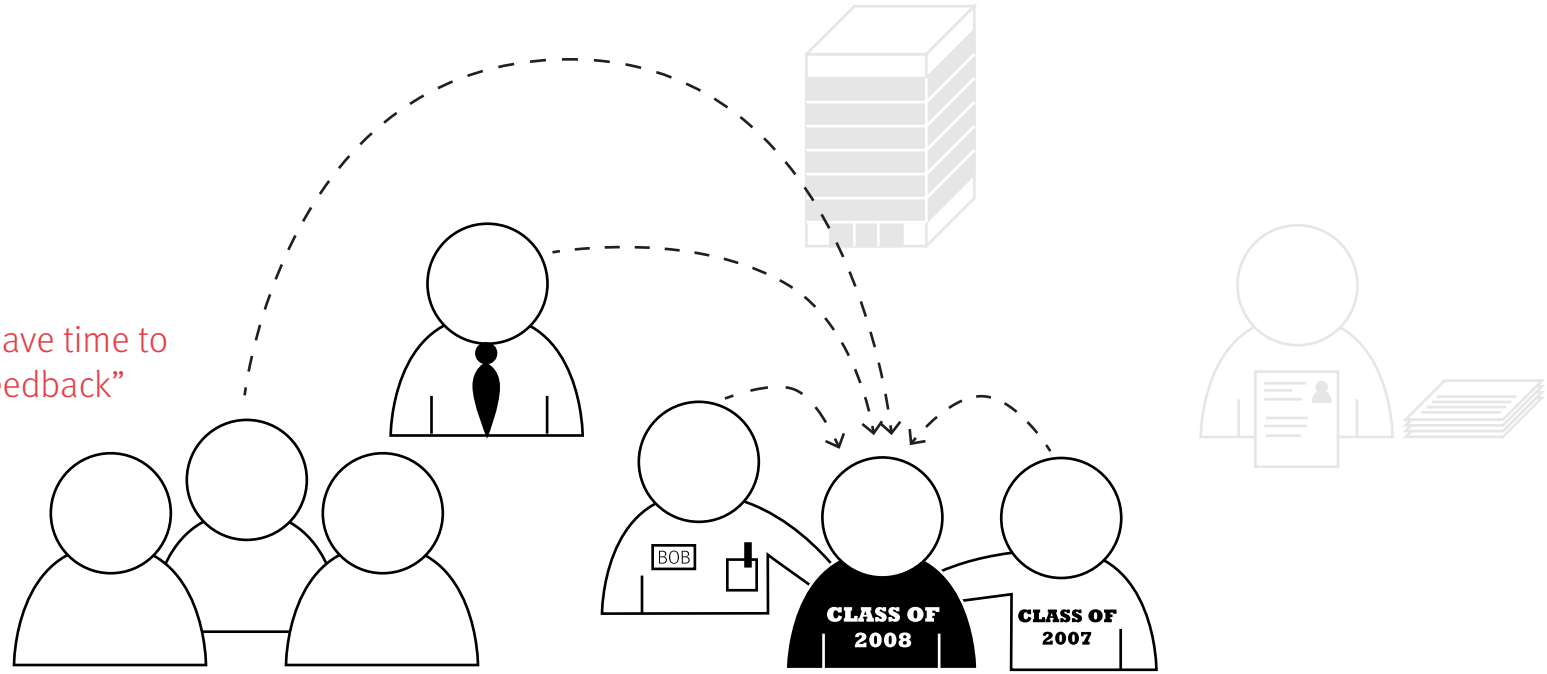


feedback and advice

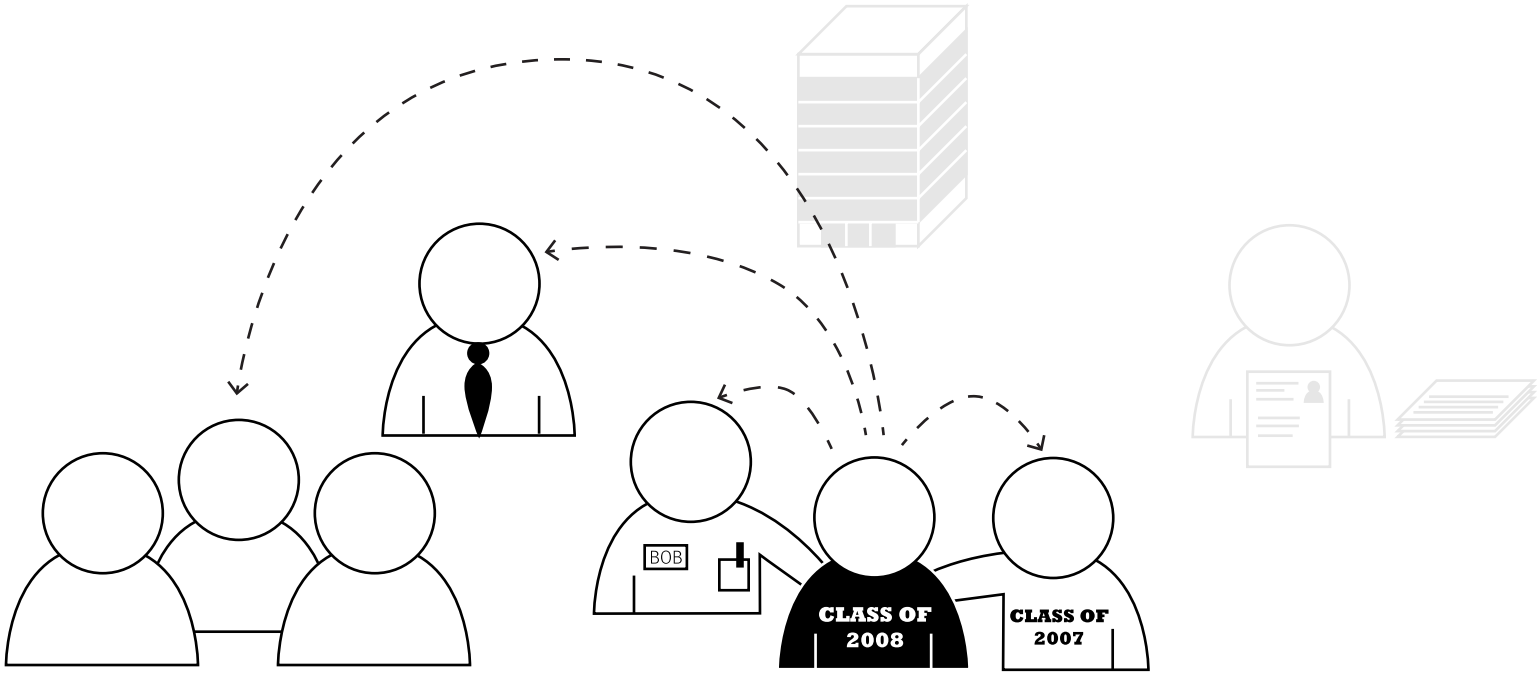


feedback and advice

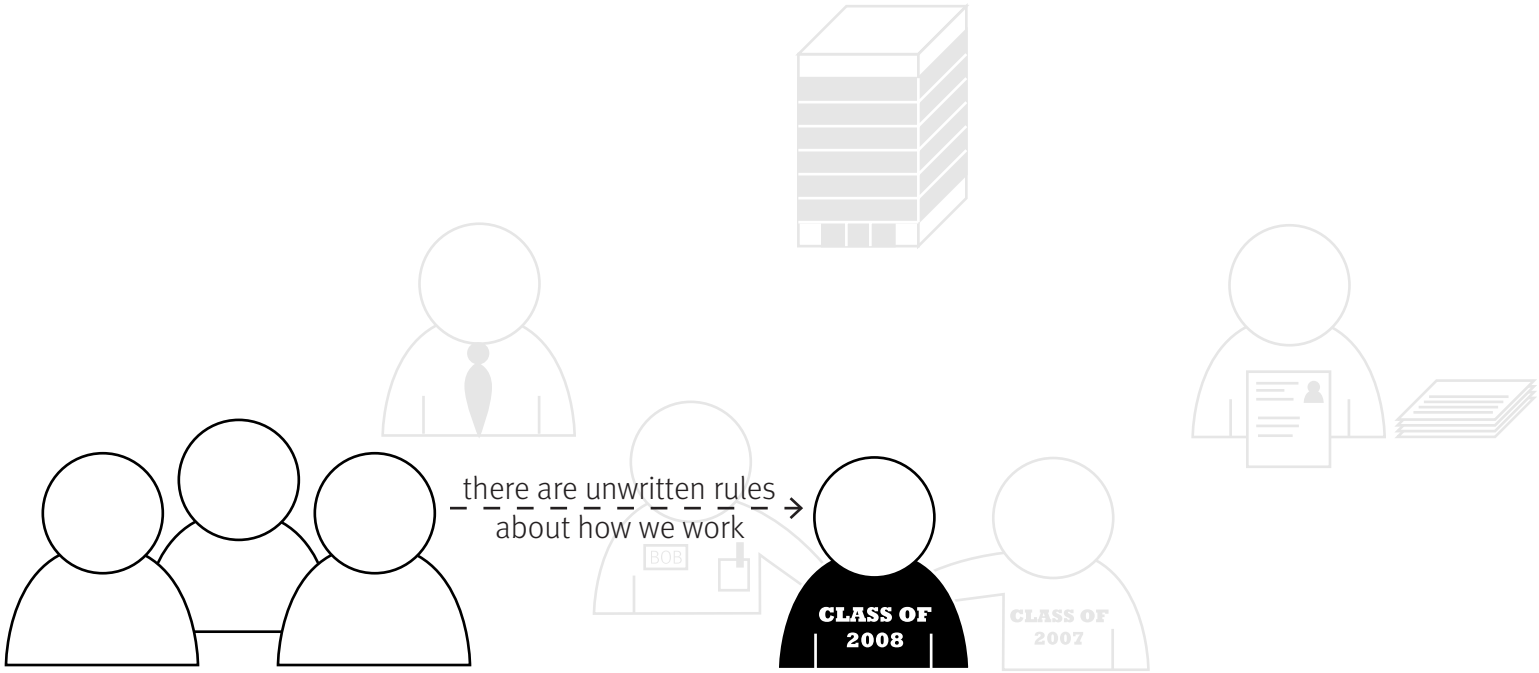
"We don't have time to give you feedback"



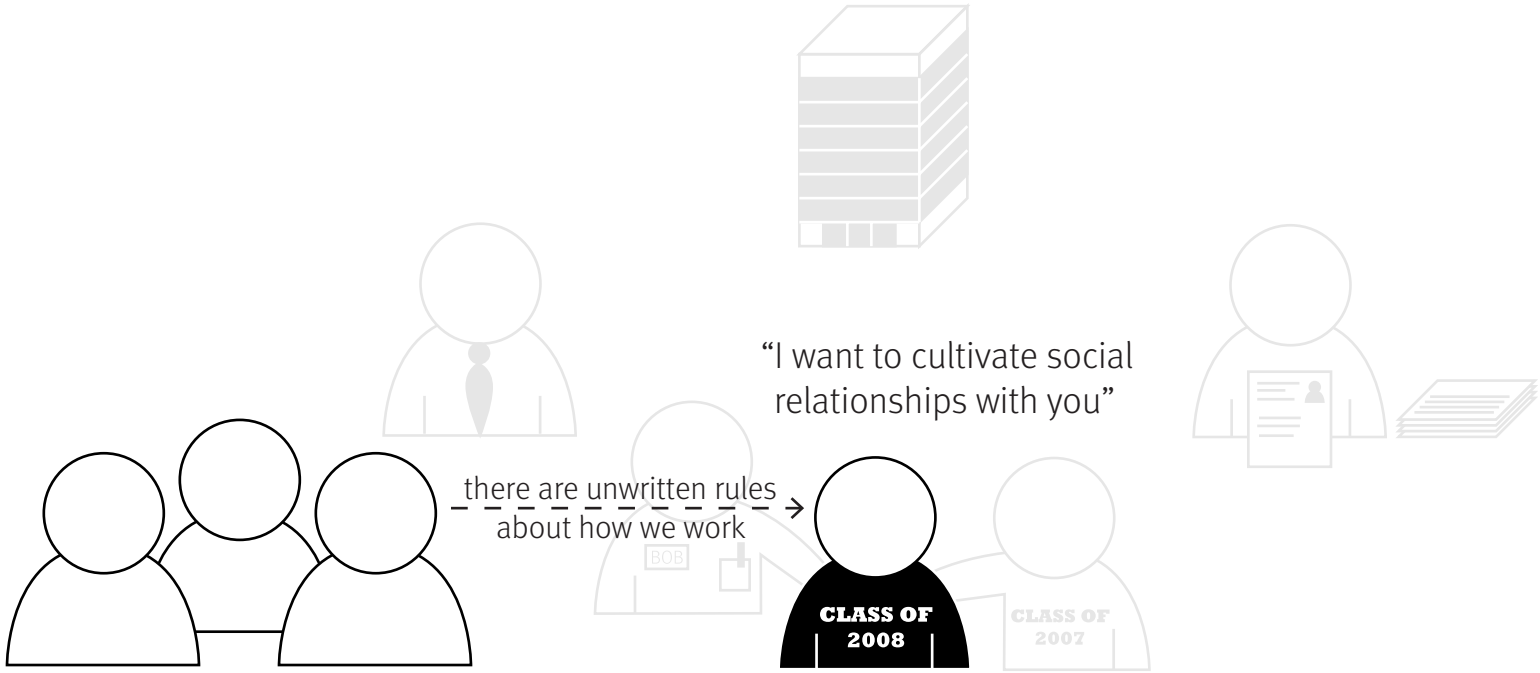
questions



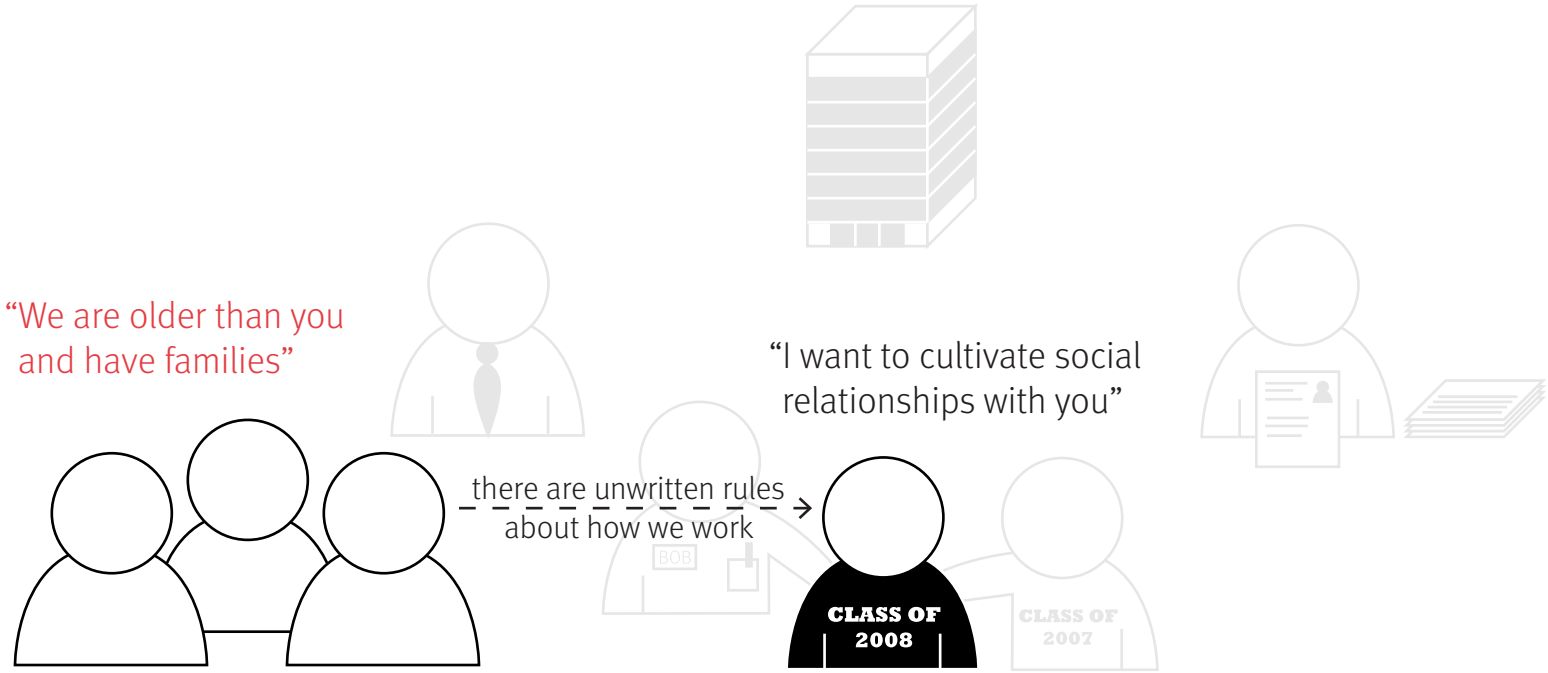
coworker relationships



coworker relationships



coworker relationships



design directions

design directions

objectives

Understand how to

» **motivate** talent
» determine **success**
» leverage **social** tools
» support **knowledge** sharing

with respect to millennials

design directions

objectives

Understand how to

» **motivate** talent

Facilitate feedback: share “buddies” through company hierarchy	Public positive feedback from manager to teammates	Foster feelings of community

design directions

objectives

Understand how to

» **motivate** talent

» determine **success**

Personal development as a measure of success	Cascading goals	Training recommendation and review system

design directions

objectives

Understand how to

» **motivate** talent

» determine **success**

» leverage **social** tools

Depart from profile page?	Connecting interest groups in the company	Broadcasting social activities based on interests

design directions

objectives

Understand how to

» **motivate** talent

» determine **success**

» leverage **social** tools

» support **knowledge** sharing

Network visualization showing where knowledge is located	Help new hire understanding of team norms and corporate knowledge	Informal system for finding "the big cheese"	Capture people's real expertise, responsibilities, and activities	IM as a real-time communication tool for seeking help and feedback

design directions

objectives

Understand how to

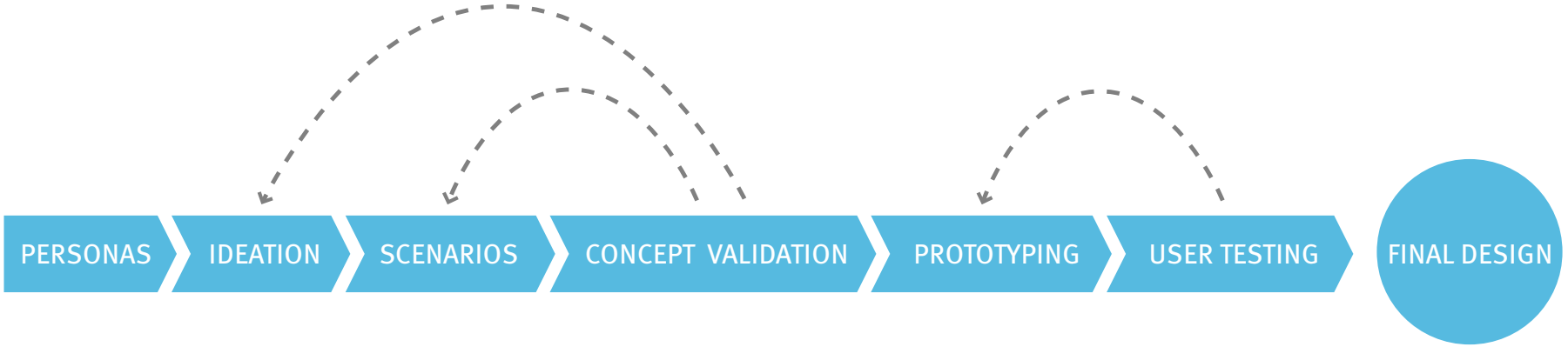
» **motivate** talent
» determine **success**
» leverage **social** tools
» support **knowledge** sharing

with respect to millennials

next steps

next steps

summer schedule



thank you for listening!

any questions?

schedule of events

12:00pm–1:00pm	**Lunch**	Newell-Simon Rm. 1305
1:00pm–2:00pm	**Presentation**	Newell-Simon Rm. 1305
2:00pm–2:15pm	**Discussion with Faculty**	Newell-Simon Rm. 1305
3:00pm–4:30pm	**Brainstorming Session**	300 S. Craig Lab Rm. 201