

# ThanksBox User Insights Research Report

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# Introduction

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It is believed that by 2020, millennials will make up almost 50% of the modern day workforce. Due to the shift of a Generation X dominant to a Millennial dominant workforce, the behaviours and patterns of the modern day workforce will also shift on what are the important milestones.

A long standing milestone, Long Service Leave, can no longer be considered as a milestone for the modern day workforce.

Milestones in a professional sense has been used by employees to feel recognition and to promote employee engagement and retention.

ThanksBox has engaged us and given us an opportunity to research and uncover milestones that can serve as celebrations for a Millennial and the modern day workforce with a company.

# Objectives

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The main objective for this user insights research report is to understand what are milestones for millennials. Other objectives are to uncover what engages millennials in their jobs, their pain points and what can lead to retention in their jobs

Through a collaborative and iterative approach we will:

- Engage in surveys and 1-on-1 interview to uncover key insights which can be used to assist ThanksBox for gaining a deeper understanding of millennials and initiatives that can help contribute to retention and engagement.
- From this research I will be synthesising it into key insights and delivering a User Insight Report
  - The report will include Key insights, Personas, User journeys and empathy maps.
- Provide a high level concept of a possible solution to the brief given to us by ThanksBox

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# Research Limitations

My research was limited by the following factors

- First ever UX project, so still learning UX principles and process
- Survey takers and interviewees are from my social networks or current place of employment
  - Data may be skewed in terms of age and also type of employment from the interviewees and survey takers
- Lack of time to do further research after Feedback session with ThanksBox and further investigating into some key insights



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# Key Insights

## From 1 on 1 Interviews

**8 One on One interviews were conducted with people with ages ranging from 23-38 years of age**

Interviews were used to dive deeper in the insights gained in the survey. People interviewed were mainly from a tech company ranging from a graduate just starting out to someone who is in a position of management.

# Being Valued As An Employee

“I want to be seen as important to the team  
and company”

- Interviewees repeatedly expressed that being valued at their jobs to be highly important to them
- Many who were interviewed expressed that they want to feel needed by their company
- The few that loved their job expressed that they felt like they contributed to the business and in return felt like they belonged and valued by direct reports and management

# Recognition Is Important

“I don’t have targets to meet but I just want to be celebrated for the little things I do”

“As long as recognition happens at work, I don’t mind when it happens”

- Millennials connect being recognised to the feeling of being valued as an employee which leads to a sense of accomplishment at their job
- Millennials believe that recognition can come from anyone, whether it is a work colleague, their direct manager or someone from another department
- A common point that kept coming up was that recognition could be something as small as Thank you or a shout out. Something small that recognises the little things at work
- Recognition is prevalent in modern day workforce, but it is not happening enough and not visible enough, especially from management

# Work Culture And Work Life Balance

“I love that I work in such a great company that allows me to work from home or go home early as long as my work is done ”

- A good work/life balance and positive culture with their job was viewed as highly vital for retention
- Millennials stayed engaged in a job due to their positive relationships developed with colleagues at work as well as positive culture at work
- Millennials believe that being the right fit with the company and work colleagues are vital for longevity in the company
- They want to feel happiness when going to work and not be over burdened by workload that bleeds into their social lives too much

# Growth And Development

“I felt I needed to change jobs as there was nothing left to learn and nowhere else to move”

“I feel no reason to leave my job, there is still so much for me to learn”

- Millennials need to learn and grow in order for them to feel engaged and feel that they add value to their job
- Millennials have a high sense of achievement and place a lot of value in their careers
- Millennials who were employed for 4+ years were given opportunities and exposure to different work areas, across different project and the ability to learn new skills
- Millennials perceive there are always opportunities everywhere and will see it elsewhere if personal goals, lack of growth or progression are not being met

# Management, Mentor and Guidance

“If it wasn’t my new manager at the time who encouraged me and brought the best out of me, I would’ve quit a long time ago ”

- Millennials attributed good management, managers and having a mentor at work as factors of staying with a company longer than intended
- Millennials are perceived as driven and are willing to go out of their way to learn but also still want guidance and mentorship to learn and evolve
- Millennials want 1 on 1 sessions with their manager/mentor, they want reassurance and want these meetings to be more personable
- Millennials stayed engaged in a role due to their positive relationships developed with colleagues and Management

# Millennials And Milestones

“Milestones are great for reflection and great for recognition, but they would vary depending on the individual ”

- When asked what were there milestones at work, millennials mentioned work anniversary, promotions and completion of projects as top of mind
- Many mentioned that milestones that can be reached at work, while could be generalised, they felt their milestones would be completely different to their work colleagues

# Celebrating Milestones

“It can be as small as public shout out or even a face to face thank you or even a team lunch ”

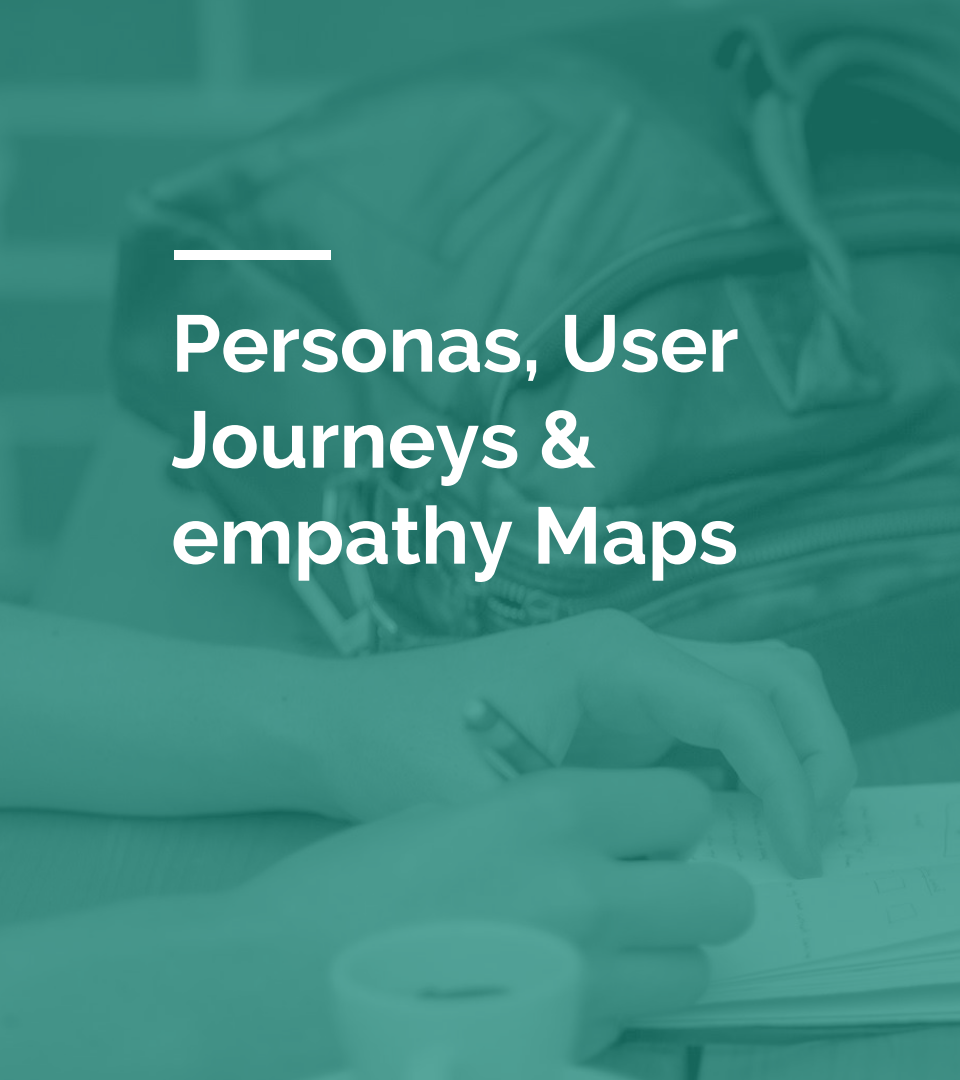
- Millennials believe that to celebrate key milestones, it can vary from something small to something quite extravagant
- A simple shout out in a meeting or a “Thank You/congratulations” card can mean as much as a gift card
- Millennials mentioned that being rewarded with a chance to learn new skills as a great way of celebrating a milestone or even given the chance to work on a passion project
- They also believe that if being rewarded with a gift or an item of monetary value, millennials would like these to be meaningful and relate to their job, whether it was to upskill or or to help them in their day to day activities

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# Patterns and Pain Points

A summary of insights from research

- Recognition is very important in making an employee feel valued
- Recognition is not as prevalent in work culture as millennials want it to be
- Recognition and rewards can come in any shape or form but needs to be meaningful
- Milestones are different depending on the individual and tailored
- Millennials are hungry for knowledge and feel if a job does not stimulate learning, growth or prove to be challenging they will be bored and leave
- Being able to learn new skills and progress in role lead a feeling of purpose, rewarding and accomplishment
- Close relationship with a manager or mentor that provides advice, guidance and counselling are vital in a job for millennials



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# Personas, User Journeys & empathy Maps

From synthesising all the research data I have come up with 3 personas, each with their own user journey maps and also an empathy map.

The purpose of Personas is to illustrate the thoughts, feelings and pain points of potential users which would help inform my idea to help solve the Thanksbox problem that I am working on.



"I love that where I work is so fast paced, challenging and ever evolving"

## Demographic

**Age:** 35

**Lives:** Sydney, Australia

**Position:** Operations Manager

**Salary:** \$120,000+

**Other:** Lives with partner in Sydney's inner west in the house they own

The Bold & Fearless Leader

# Sophie King

Bold

Passionate

## Background

Sophie Lives in Sydney's inner west with her long term boyfriend in a house that they have recently bought with her dog. She currently works at a global technology company as a Marketing Operations Manager looking over a small team of millenials. She has also just taken on more responsibilities and manages another team in the company since the old manager of that company is currently on maternity leave. She loves her job and loves the challenge of managing two teams. She thrives on the ever evolving business, adapting her skills for the role and loves solving problems that the business throws at her. She loves problem solving and loves the ability to work with teams that share the same attitude as her when tackling her job.

She is currently hitting her 2nd anniversary at this company and is still loving coming into work and tackling whatever the business can throw at her. In total, she has over 10 years experience being involved in marketing teams in various businesses both large and small.

## Goals

















- To have fun at work and keep loving what she does
- To ensure her teams are engaged and continuously being challenged
- To ensure that her work life balance is perfect enough that her weekends are stress free
- To keep learning new skills from other leaders and work colleagues

## Motivations

- Professional growth as a leader
- Continuously learning new skills and pushing the boundaries at work to create new solutions
- The need to love her job and social life
- Keep being an inspiration to her teams

## Pain Points

- Since taking on extra responsibilities, she feels like she doesn't have enough time in the day to do all her work
- With her attention split among two teams, she feels its harder to make sure everyone is engaged
- On some days she can feel the pressure build up from all the meetings and can lead to taking home some work

	New Job	Onboarding & Training	Review	Business As Usual	Growth	Thoughts of Leaving	Exit
Goal	<ul style="list-style-type: none"><li>• New job with great people and culture</li><li>• A job where she can make her mark and be a leader</li></ul>	<ul style="list-style-type: none"><li>• Clear idea of role</li><li>• Clear idea of how the business runs</li><li>• To meet and learn off her new work colleagues</li></ul>	<ul style="list-style-type: none"><li>• Complete first 6 months</li><li>• Gain clear goals and direction for the next 6-12 months</li></ul>	<ul style="list-style-type: none"><li>• To be an inspirational leader</li><li>• Connect with other parts of the business</li><li>• Encourage and grow her team</li></ul>	<ul style="list-style-type: none"><li>• Promotion (Already happened)</li><li>• Grow as a leader and mentor</li></ul>		
Expectations	<ul style="list-style-type: none"><li>• Job exceeds expectations</li><li>• Great people</li></ul>	<ul style="list-style-type: none"><li>• Be trained in all systems effectively to start working straight away</li><li>• Great team to lead and to support and vice versa</li><li>• Be inspired by her new work colleagues</li></ul>	<ul style="list-style-type: none"><li>• Receive guidance on next steps in her role</li><li>• Feedback on how to improve as a manager if any</li></ul>	<ul style="list-style-type: none"><li>• Continually challenged on amazing projects</li><li>• Get recognised for all her and her teams hard work</li><li>• To learn and develop as a leader</li></ul>	<ul style="list-style-type: none"><li>• Allowed to attend leadership workshops</li><li>• More training or be mentored by a senior to learn new skills</li><li>• Challenging projects to stimulate her mind and skills</li></ul>		
Think & Feel	<p>"I am so excited to start this job I can barely sleep. What should I wear?"</p> 	<p>"I am blown away by the people I work with. I am loving this new job and my team"</p> 	<p>"I feel like I have been able to inspire my team to grow and improve which has made my first 6 months so rewarding"</p> 	<p>"I love coming to work everyday as everyday is a challenge and I feel like everyone believes in the company"</p> 	<p>"Managing two teams is challenging. Everyone has their own goals and it is difficult to keep track"</p> 		
Milestones	<ul style="list-style-type: none"><li>• Got offered a job she is really excited about</li></ul>	<ul style="list-style-type: none"><li>• Settled in and met all her team</li><li>• Was welcome by a team breakfast with her immediate team</li></ul>	<ul style="list-style-type: none"><li>• Passed Probation</li><li>• Launched new operation process with team</li></ul>	<ul style="list-style-type: none"><li>• Promotion in leading another team while colleague is on maternity leave</li><li>• Received a gift card for her hard work</li></ul>			
Pain Points		<ul style="list-style-type: none"><li>• A lot of information to digest</li><li>• Tired after first week due to all the stimulation</li></ul>		<ul style="list-style-type: none"><li>• Work load increased leading to stress</li><li>• Managing 2 teams is challenging</li><li>• Harder to keep track of individual employee's progress</li></ul>	<ul style="list-style-type: none"><li>• Too much work leads to less time concentrating on her teams</li><li>• Stress levels are at its highest since starting</li><li>• Hard to keep team engaged as everyone is different</li></ul>		
Ideas					<ul style="list-style-type: none"><li>• Progress tracker for employees</li><li>• Tailored rewards/ recognition</li></ul>		

## Thinks & Feels

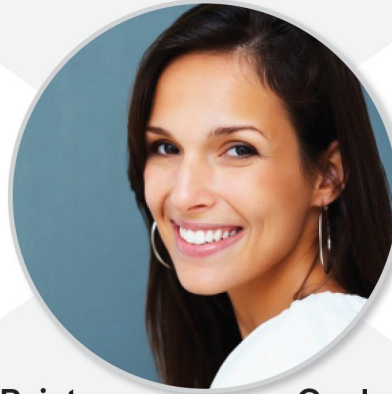
- I love my job, this company and my team
- I feel excited to go to work everyday and do the best I can
- I feel the pressure of leading two teams and making sure they are engaged and recognised
- My job is rewarding and I am learning and growing everyday

## Does

- Checks in on her team to make sure they are engaged and still growing
- Works hard, juggling extra responsibilities managing two teams
- Thrives at work, solving problems and loving it

## Sees

- The company she works for provides great culture and is challenging
- Her teams doing great work under her leadership
- Her and her team's hardwork being recognised by peers
- A company full of passionate people who love their job



## Pain Points

- Feels like she is too busy to do her role at its best
- Attention is split amongst two teams she manages and worries if she engages the individuals enough
- Sometimes takes work home due to being too busy during the day

## Goals

- Have fun at work and love what she does
- Ensure her team is engaged and recognised for their hard work
- To have a perfect work/life balance
- Continue to learn and grow as a person and in her role



"I enjoy the work I'm doing here, but 3 years seems like a good time to find a new challenge"

## Demographic

**Age:** 24

**Lives:** Sydney, Australia

**Position:** Digital Designer

**Salary:** \$60,000

**Other:** Lives in an apartment in Sydney with 2 flat mates

The Creative Idealist

# Liam Tran

Creative

Dreamer

## Background

Liam lives in the city of Sydney, renting a room with 2 flat mates in a suburb just outside of the CBD. He currently works as a digital designer for an advertising agency on one of the many clients this agency has secured. He has been at this job since he finished his design course 3 years ago.

He is passionate about all things design and is always looking at new sources of inspiration. He works on both digital and print design projects and he is 1 of 15 designers in this company of varying levels. The culture at work is also really good, as there are lots of social events and team bonding days.

He also enjoys photography as a hobby and has started to earn money on the side from photography shooting small events like birthdays and also head shots for friends.

Liam is very sociable and goes out a lot with his friends, meeting up after work and also on the weekends quite frequently.

## Goals













- To work on exciting new projects
- To become a senior designer
- To learn new skills, either in html coding or UX
- To one day travel the world and work overseas for a year or two
- To further his photography and hopefully turn it into more than a hobby

## Motivations

- Professional growth as a designer
- Saving money to fund a future trip overseas to travel and work
- Having a job which satisfies his creative urges
- Dreams to one day work for himself as a freelancer/consultant

## Pain Points

- This is his first design job and feels it is getting stale and needs a new challenge
- Being part of a large team, he feels underappreciated and undervalued at times even though he continues to go above and beyond
- Feels like he has lost track of his accomplishments due to the fast paced nature of work
- Has hit a creative wall and needs stimulation

	New Job	Onboarding & Training	Review	Business As Usual	Growth	Thoughts of Leaving	Exit
Goal	<ul style="list-style-type: none"> <li>• Get a Job after Studies</li> <li>• Find something that puts his skills to use</li> <li>• Fun &amp; challenging</li> </ul>	<ul style="list-style-type: none"> <li>• Clarity on role &amp; day to day tasks</li> <li>• To meet team and fit into the company</li> <li>• To be trained in systems and new software</li> </ul>	<ul style="list-style-type: none"> <li>• Pass 6 month probation</li> <li>• Feedback on goals</li> <li>• Learn what future holds</li> </ul>	<ul style="list-style-type: none"> <li>• Do the best and most creative work</li> <li>• Contribute to team</li> <li>• Continue to learn</li> <li>• Work on new and challenging campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Grow and expand knowledge and skills</li> <li>• Clarity on future with company</li> </ul>	<ul style="list-style-type: none"> <li>• Look for new opportunities</li> <li>• Find reason to stay</li> </ul>	
Expectations	<ul style="list-style-type: none"> <li>• Job is fun</li> <li>• Great culture</li> <li>• Awesome team</li> <li>• Great fit</li> </ul>	<ul style="list-style-type: none"> <li>• Role is as discussed and exceed expectations</li> <li>• Trained in systems to be able to work straight away</li> <li>• Team filled with amazing people</li> <li>• Manager is supportive</li> </ul>	<ul style="list-style-type: none"> <li>• Gets good feedback for last 6 months</li> <li>• Receives guidance from manager</li> <li>• Has a clear understanding on his immediate future in the job</li> </ul>	<ul style="list-style-type: none"> <li>• Work is recognised and valued by business</li> <li>• Supported and engaged by manager and team</li> <li>• Given more opportunity to work on new things</li> </ul>	<ul style="list-style-type: none"> <li>• Get a promotion and more responsibilities</li> <li>• Have goals to attain</li> <li>• Receive training and development in brand new skills</li> <li>• More recognition for hard work</li> </ul>	<ul style="list-style-type: none"> <li>• Needs something exciting at work to do</li> <li>• Interactions with manager to be more positive</li> </ul>	
Think & Feel	<p>“Can’t believe I scored a job right out of studies and at a big advertising agency as well!!!”</p> 	<p>“There is so much to learn, this is exciting and daunting at the same time. People are pretty cool.”</p> 	<p>“I am loving the job and company and I feel I have passed my probation period.”</p> 	<p>“Work is going so well and there is a lot to learn plus one of my concepts was chosen for a campaign”</p> 	<p>“I feel I can do more and I have proved it. I just need clarity on where I stand and what more can I learn”</p> 	<p>“I feel like I am not being valued as much and the opportunities to learn and grow have slowed down or even dried up”</p> 	
Milestones	<ul style="list-style-type: none"> <li>• Was able to get a job offer at a big advertising agency</li> </ul>	<ul style="list-style-type: none"> <li>• Able to connect with immediate team members</li> <li>• Made it to one month</li> </ul>	<ul style="list-style-type: none"> <li>• Passed probation period of 6 months</li> </ul>	<ul style="list-style-type: none"> <li>• Design was chosen for campaign</li> <li>• At team offsite, was awarded a shout out and bottle of wine</li> </ul>	<ul style="list-style-type: none"> <li>• Started to train junior designers</li> </ul>	<ul style="list-style-type: none"> <li>• Have stayed at job for 3 years</li> <li>• A campaign which was worked on was a finalist in the digital ads awards</li> </ul>	
Pain Points		<ul style="list-style-type: none"> <li>• Lots of Information to digest</li> <li>• Transition to first full time job challenging</li> <li>• Work is fast paced</li> </ul>	<ul style="list-style-type: none"> <li>• A little nervous with review</li> <li>• Work can be stressful as more jobs are given to him</li> </ul>	<ul style="list-style-type: none"> <li>• Work is busy, and has had to do overtime</li> <li>• Lots of designers on team, can be hard to get a design concept noticed</li> </ul>	<ul style="list-style-type: none"> <li>• Wants to step up but waiting for the chance</li> <li>• Getting bored and hungry to learn new skills</li> <li>• Every week is similar with same work and nothing new</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of opportunity to grow or learn new skills</li> <li>• Feeling lack of appreciation from team and management</li> <li>• Work is feeling repetitive and stale</li> <li>• Empty promises from Manager</li> </ul>	
Ideas				<ul style="list-style-type: none"> <li>• Team Shout Outs</li> <li>• Education Tracker</li> <li>• Education based rewards</li> <li>• Suggestions board for goals/education</li> </ul>	<ul style="list-style-type: none"> <li>• Goal Tracker</li> <li>• Profile page which shows progression</li> </ul>		

## Thinks & Feels

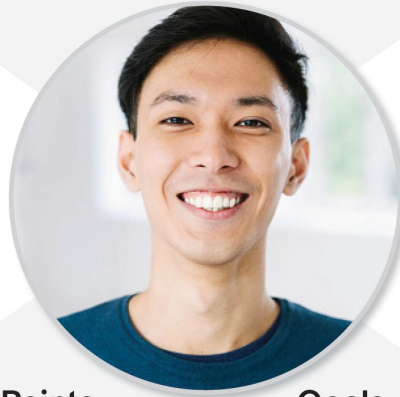
- I love all things design and I feel passionate about designing amazing work
- I feel like I am not being recognised by my manager and the company
- I feel like after 3 years it might time to look at new opportunities
- I still enjoy what I do but I feel like I am ready for more responsibilities
- Feels like his job has become stale and needs a new challenge

## Does

- Does amazing work and is proud
- Works well in a big team
- Works on both disciplines of design, print and digital
- Has trained and mentored new starters and juniors in company

## Sees

- He sees a lack of appreciation of his hard work due to the size of the company
- He sees the opportunity to grow in current role may have dried up
- He sees his manager is not fully supporting his problems and helping solve them



## Pain Points

- Needs a new challenge and stimulation
- Not enough recognition
- Work has become less exciting and day to day tasks are repetitive
- Has hit creative wall

## Goals

- Work on exciting new projects
- To upskill in design and learn coding or UX design
- Further pursue his photography
- One day travel the world and work overseas



“Work is tough and demanding, but I know I can conquer any challenge and I know I will be rewarded”

## Demographic

**Age:** 31

**Lives:** Sydney, Australia

**Position:** Marketing

**Salary:** \$85,000+

**Other:** Recently married and renting

Hungry for Knowledge & Challenges

# Will Jacobs

Driven

Hungry

## Background

Will lives in Sydney and currently lives with his parents after returning from a stint working overseas a few years ago. He currently works for a brand new team in a large company and looks after the brand marketing and has around 7 years of marketing experience. He has been at this job for just over 1.5 years and has learnt a lot in this role. It is fast paced and very demanding.

Will is smart, learns quickly and always hungry for knowledge. He works in a very small team within a big company. The work is hard and demanding and he sometimes struggles on days, but his driven nature allows him to push through and in the end gets the recognition from his peers for his hard work.

Will knows his job isn't perfect, but he loves and thrives on being challenged and learning.

Will's life has changed dramatically in the last few months as he has gotten married and has just moved into a new apartment with his wife.

## Goals







- To find a job that is both fun and challenging
- To find a job which is rewarding with purpose
- To one day start up his own business and do something he is passionate about

## Motivations

- Having a job he loves
- Being able to work on campaigns he can be proud of
- Continuously learning and challenging himself
- To be able to provide a relaxed and comfortable lifestyle for himself and his wife

## Pain Points

- He feels the work can get too much which discourages him a little
- Feels his recognition is not being noticed by upper management
- Company culture is lacking and he thinks this could be due to the size of the company
- Feels his relationship with his manager could be better

		New Job	Onboarding & Training	Review	Business As Usual	Growth	Thoughts of Leaving	Exit
Goal		<ul style="list-style-type: none"> <li>New job that meets expectations</li> <li>Full time role with perks</li> </ul>	<ul style="list-style-type: none"> <li>Clear idea of role</li> <li>Clear idea of how the business runs</li> <li>To find out the expectations the business wants from him</li> </ul>	<ul style="list-style-type: none"> <li>Make it through probation</li> <li>Attain any constructive criticism so he can learn and grow</li> </ul>	<ul style="list-style-type: none"> <li>Produce amazing work with passion</li> <li>Learn new skills to use in job</li> <li>Be a leader to team members</li> </ul>	<ul style="list-style-type: none"> <li>Move into another role</li> <li>Learn new skills</li> <li>Go to workshops to grow and learn</li> </ul>	N/A	N/A
Expectations		<ul style="list-style-type: none"> <li>Job exceeds expectations</li> <li>Great team</li> <li>good culture</li> </ul>	<ul style="list-style-type: none"> <li>Role is exactly as discussed in interviews</li> <li>Thrown into the deepend and hit the ground running</li> <li>Great passionate people in the company</li> </ul>	<ul style="list-style-type: none"> <li>Get feedback from manager and the business</li> <li>Feedback to manager on what he wants to learn and how to progress</li> </ul>	<ul style="list-style-type: none"> <li>Excel in current role</li> <li>Be vital member of marketing team</li> <li>Be recognised and rewarded for hard work</li> <li>Keep learning</li> <li>Be supported by work</li> </ul>	<ul style="list-style-type: none"> <li>Have a development plan in place</li> <li>Continue to grow with company</li> <li>Have clear goals</li> <li>Chance to learn</li> <li>More recognition</li> </ul>	N/A	N/A
Think & Feel		<p>"I know this job will be able to feed my drive and hunger to learn. Can not wait"</p> 	<p>"The whole team is relatively new and we are all learning and growing together."</p> 	<p>"Time goes by fast when you are busy and enjoying the work. The work is hard but I still find it rewarding"</p> 	<p>"Work is non stop and sometimes it is tough but I thrive on a good challenge"</p> 	<p>"I am working my Butt off and getting recognition from my peers but why hasn't my manager said anything"</p> 	N/A	N/A
Milestones		<ul style="list-style-type: none"> <li>Got a job he wanted</li> </ul>	<ul style="list-style-type: none"> <li>Took ownership of a campaign almost straight away</li> </ul>	<ul style="list-style-type: none"> <li>Passed Probation</li> <li>Completed first big Marketing campaign</li> </ul>	<ul style="list-style-type: none"> <li>Celebrated successful launch of new campaign with immediate team</li> </ul>		N/A	N/A
Pain Points			<ul style="list-style-type: none"> <li>Team is new and there was no clear structure put in place on how things run</li> <li>Wasn't given enough training as there was lots of work to be done</li> <li>Feel a little overwhelmed</li> </ul>		<ul style="list-style-type: none"> <li>Late nights with overtime to make sure campaign was launched</li> <li>Stress levels high due to a lot of work to be done before getting married</li> </ul>	<ul style="list-style-type: none"> <li>Relationship of manager could be better</li> <li>Work load is ever increasing</li> <li>Recognition from management for hardwork lacking</li> </ul>	N/A	N/A
Ideas						<ul style="list-style-type: none"> <li>A "Wins" leaderboard</li> <li>Goal tracker</li> <li>Milestone tracker for manager</li> </ul>		

## Thinks & Feels

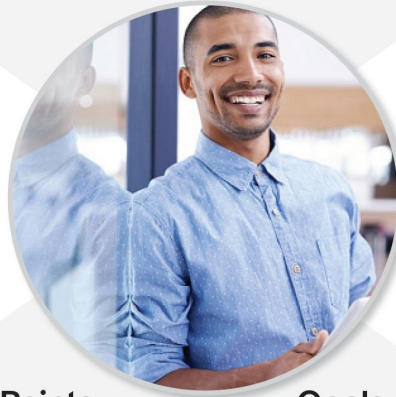
- Feels driven to learn and grow as a person and his skills at work
- Feels and thinks he has the ability to overcome all challenges
- Feels stressed when work gets extra busy but pushes through
- Thinks he needs more guidance from manager or mentor

## Does

- Works extremely hard to make sure every project is complete on time and to its best quality
- Passionate about his job
- Encourage his whole team to work hard and get the work done

## Sees

- He is not getting enough guidance from his manager
- His hard work not being recognised as much as he wants to
- His job is not perfect, but he sees it as a challenge he must overcome
- He sees he is still learning and he is hungry for this knowledge



## Pain Points

- Feels a lack of recognition for his hard work by management
- Work can get a little discouraging when there is too much stress
- Relationship with manager could be better

## Goals

- To get promoted or move to a new role
- Learn and grow through mentors or workshops
- One day start his own business
- To ensure where he works is challenging and fun



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# Solution For ThanksBox

From the research insights and the creation of Personas and User journey maps we come to the Ideation of a possible solution for the problem that ThanksBox has tasked us to solve.

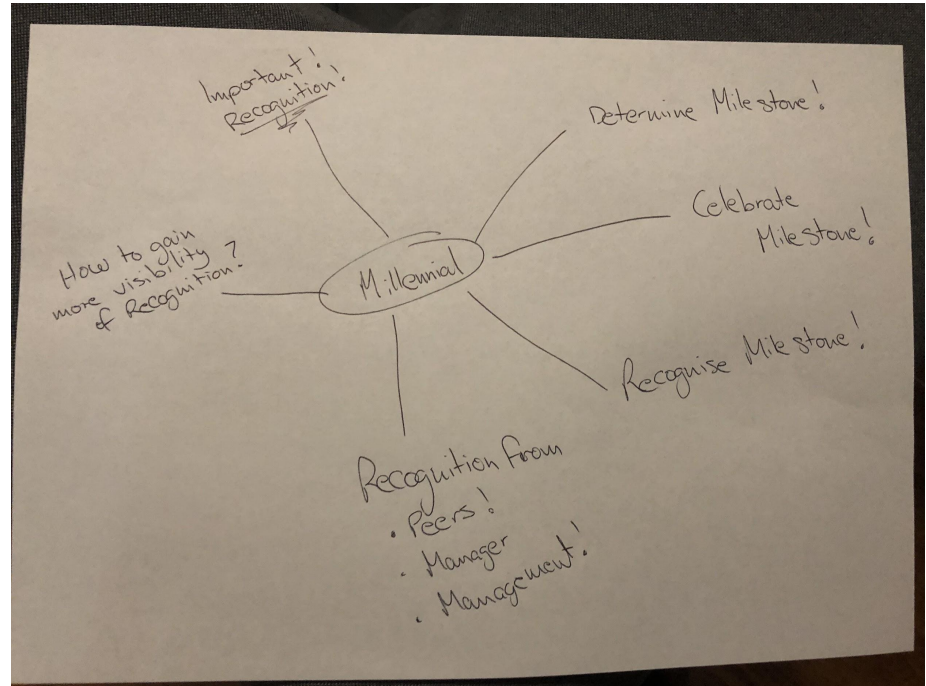
The insights that I have concentrated my ideation and solution on are:

- Recognition - Leads to the feeling of being valued, there is not enough recognition in the modern day workforce & that recognition can come from anyone
- Milestones - There are only a few milestones that are common throughout all types of jobs, but milestones in general will differ depending on type of job and needs to be customised per individual
- Celebrations of Milestones - Can be celebrated through a shout out to be awarded a meaningful gift

# Ideation

## Intention:

To produce a solution which would help millenials feel more recognised at work, to determine what is their milestones are, and to celebrate these milestones.

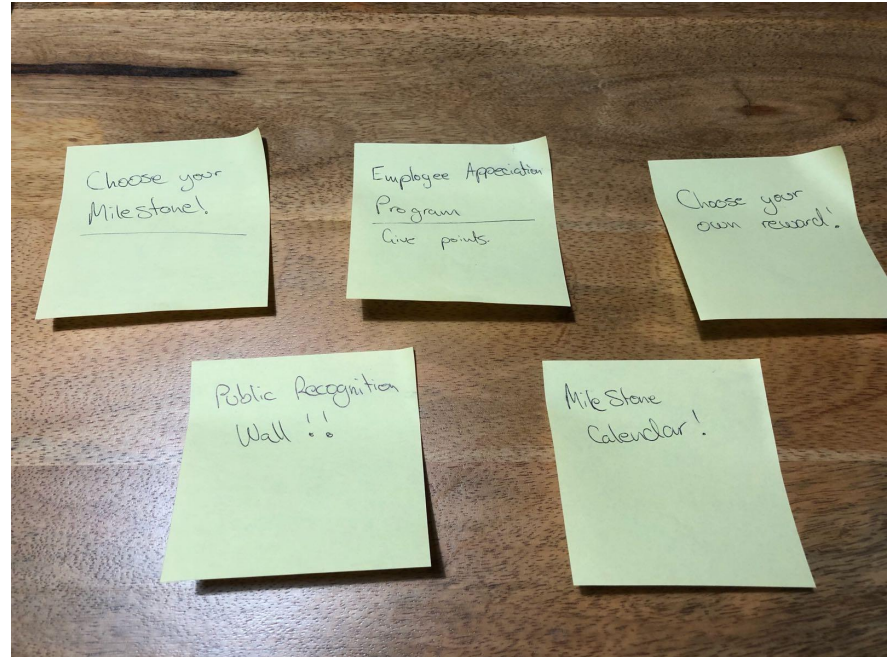


# Ideation

Things I considered the following when brainstorming the idea

- How do we determine what is a milestone?
- How do we ensure that when deciding what a milestone is, will be tailored to the individual?
- How do we increase recognition and engagement for the individual?
- How do I bring it back to my intention?

From the persona's I was able to narrow down my ideas to the following final ideas.



# The Idea : Milestone Calendar

The idea that I settled on was the Milestone Calendar. The Milestone Calendar would be a new feature on the ThanksBox Platform which would compliment existing features. My Idea of the Milestone Calendar came in two parts.

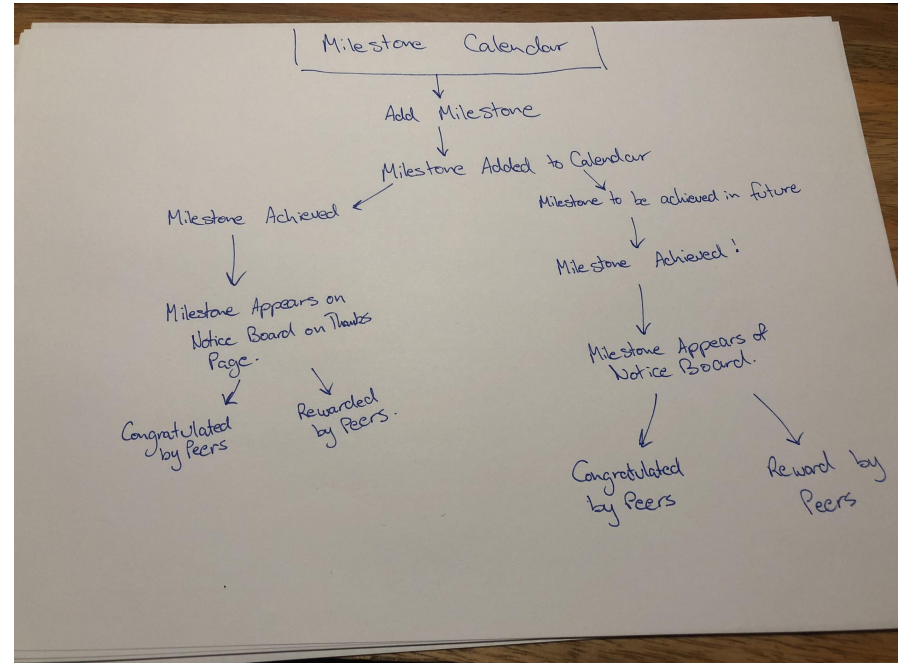
1. A personal calendar that every employee would have on their ThanksBox account which gave them the ability to add their own milestones on the date of achievement or add them pre-emptively
2. A permanent “Public Service Announcement” Board which would be found on the Thanks page. The idea behind this is to “announce” all the milestones achieve that day to be seen by all in the company giving the option of congratulating or rewarding the individual for reaching the milestone



# The Idea : Milestone Calendar

## How would this calendar work?

1. Employee would add a milestone to their calendar
2. Employee can choose to add milestone on the day of achieving the milestone or add for a future date
3. When milestone is achieved, your milestone achievement will appear on notice board
4. Peers in the employee's company can see that you have reached milestone
5. They can choose to congratulate or reward you for your milestone achievement



# The Idea : Milestone Calendar

## **Why allow the employee add their own milestone?**

- One pain point that needed to be answered by my solution was What are milestones in the modern day workforce? My idea of allowing the employee add their own milestone comes down to one of the key insights that I discovered in my research. The idea of the milestone will differ depending on the individual employee.
- By allowing the employee themselves add their own Milestones, it will allow the employee to also reflect on their work and achievement. Through further research via readings, taking a step back and reflecting on one's work was said to improve performance,promote a sense of accomplishment and growth in one's role
- On a secondary note, by allowing employees adding their milestone, it will allow an opportunity for the company to gather data about what their employees consider Milestones and from this database add predetermined choices when adding a milestone to the calendar

# The Idea : Milestone Calendar

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## Why A Public Notice Board for Milestones?

- The idea of a public notice board for milestones came about through the need to answer one of the pain points of my research, which was the need for more recognition. By displaying the achieved milestone on a public space on the ThanksBox platform, the milestone that is achieved will have the chance to be recognised by the whole company
- The public notice board works similar to the organisation feed for Thanks. Everyone will be able to see the latest milestones achieved within the company and have the option of acknowledging and rewarding the individual for achieving the milestone
- The idea of adding the ability to acknowledge and reward an individual for their milestone reflects the insights that employees want recognition and also that they want to feel valued and be part of a strong team

# The Idea : Milestone Calendar

Thanks Milestones Rewards Surveys Analytics Say Thanks

Your Milestones Add Milestones

Add a Milestone

When: DD/MM/YY

What:

- xxxxxx
- xxxxxx
- xxxxxx
- xxxxxx
- xxxxxx
- other

Who:

- All
- Direct team

Add it now

June 2018

1 Campaign launch

27 Your Bday

Thanks Milestones Rewards Surveys Analytics Say Thanks

Your Milestone Calendar

June 2018

1 Campaign launch


27 Your Bday

## Sketches of Calendar

Two Ideas, One Calendar with a side navigation which allowed you to input the information of milestone then add, while the other idea was of a Calendar with a "Add Milestone" button on the days when you hover over. When clicked a form would take over the page which allows you to input the detail similar to how you send a Thanks Message.

# The Idea : Milestone Calendar

ADD Milestone



Date : DD / MM / YY

What :

<input type="radio"/> _____	<input type="radio"/> _____
<input type="radio"/> _____	<input type="radio"/> _____
<input type="radio"/> _____	<input type="radio"/> _____
<input type="radio"/> _____	<input type="radio"/> _____
<input type="radio"/> Other _____	

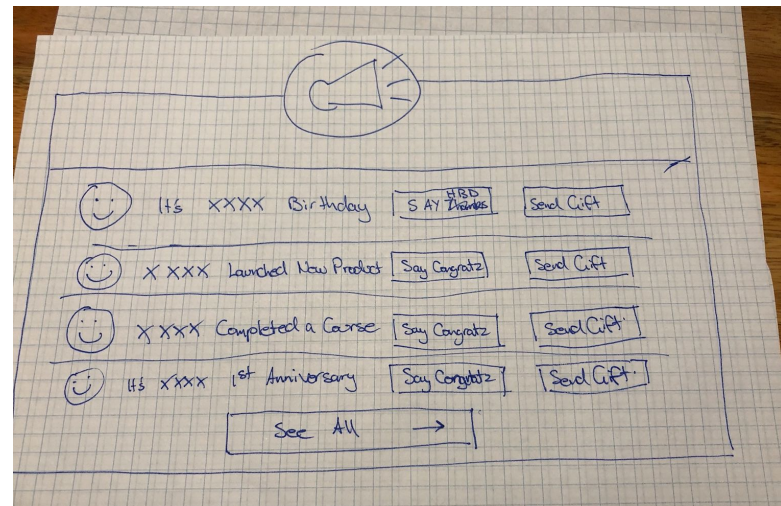
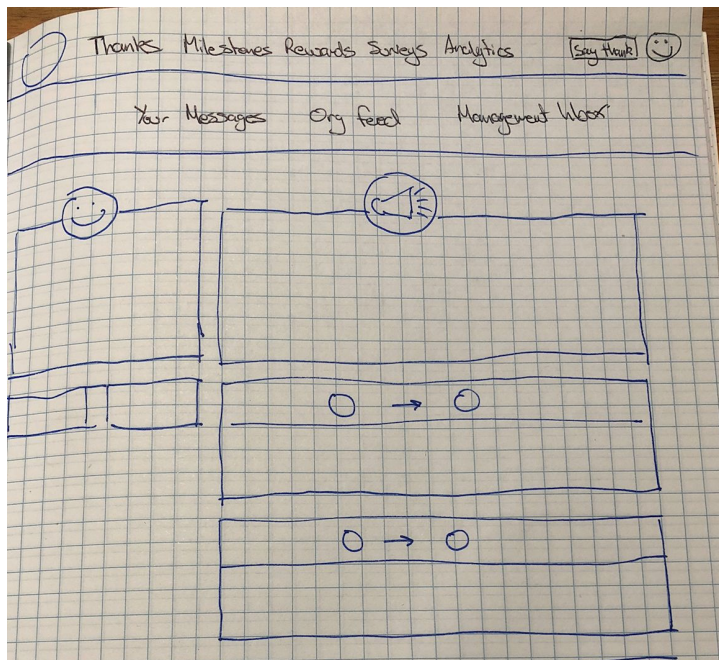
Add Now

(Inspired by "Say thanks Pop-up")

## Sketches of Add Calendar Takeover

Based of the "Say Thanks" take over. You would be allowed to change date, if you clicked on wrong date on the calendar, Choose your milestone from predetermined selection, or input your own milestone and then the ability to add the Milestone.

# The Idea : Milestone Calendar



## Sketches of Public Milestone Announcement Board

Sketch of what the Thanks page will look like. I am basing the look and feel off the current UI of ThanksBox as this feature is meant to complement existing features. Also included is a detailed look of what the notice board would look like.

# The Idea : Milestone Calendar

## **Initial User Testing With Sketches**

Presented cleaned sketches with user from the 1 on 1 interviews and walked them through the idea. I had also showed them the current Thanksbox Platform and how that works, and how my solution would complement the existing platform.

Feedback from this initial testing was

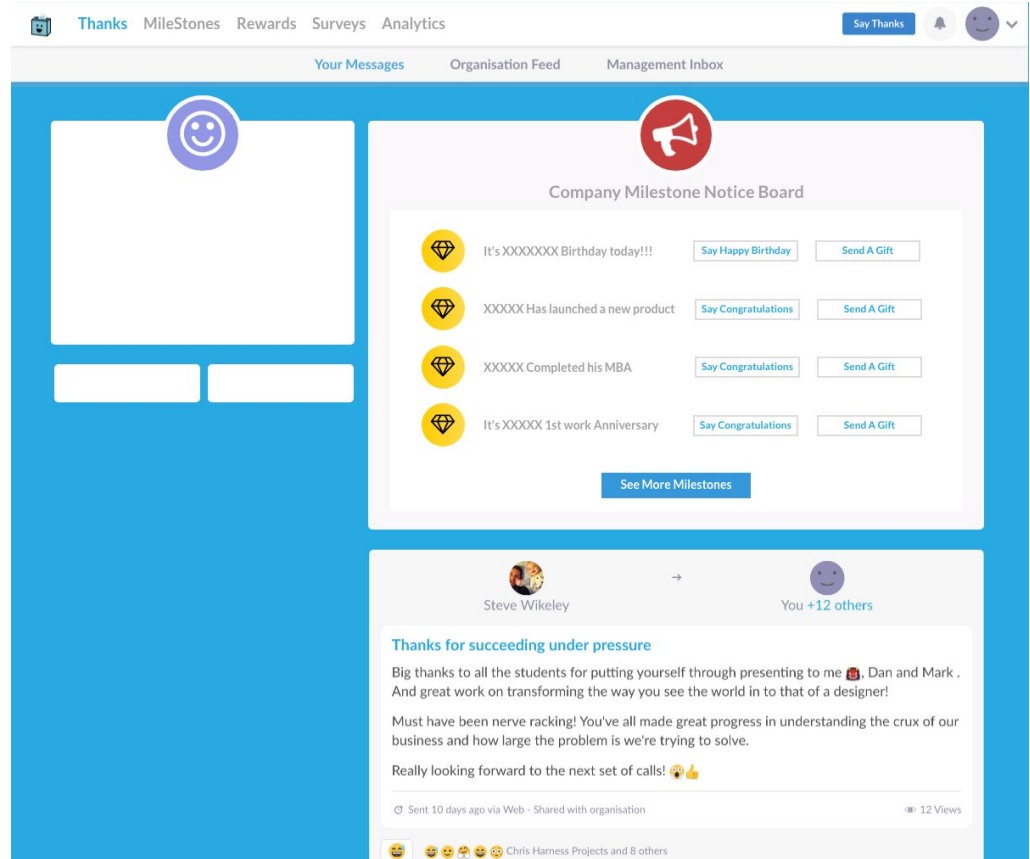
- Loved the idea of adding your own milestones to a calendar
- Also loved the idea of the public notice board and the ability to acknowledge and reward Peers
- Feedback for the Add Milestone function was that it was too simple and needed to flesh it out.
  - Questioned what happens if milestone was a group milestone
  - Wanted the ability to expand on what the milestone was, like a comment section to further explain the milestone

# The Idea : Milestone Calendar

## Wireframing

After initial round of feedback, I went ahead and started to wireframe and more high quality mockup of the idea in UXPIn. Feedback from the initial round of testing was taken into account when designing the new wireframe

This is the wireframe for the Company Milestone Notice Board



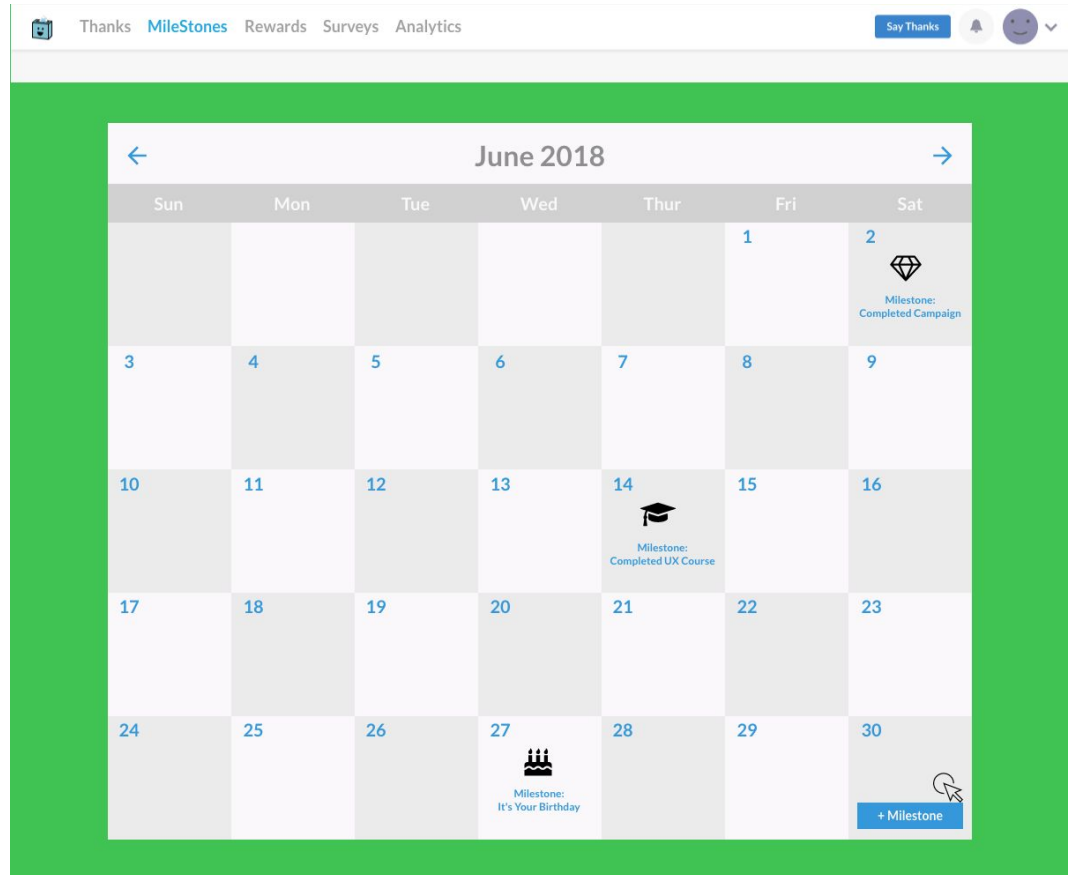
# The Idea : Milestone Calendar

## Wireframing

The wireframe for the calendar was kept quite simple as the feedback from users liked the idea of using a calendar to track milestones.

The CTA would only appear when your cursor hovers over the day.

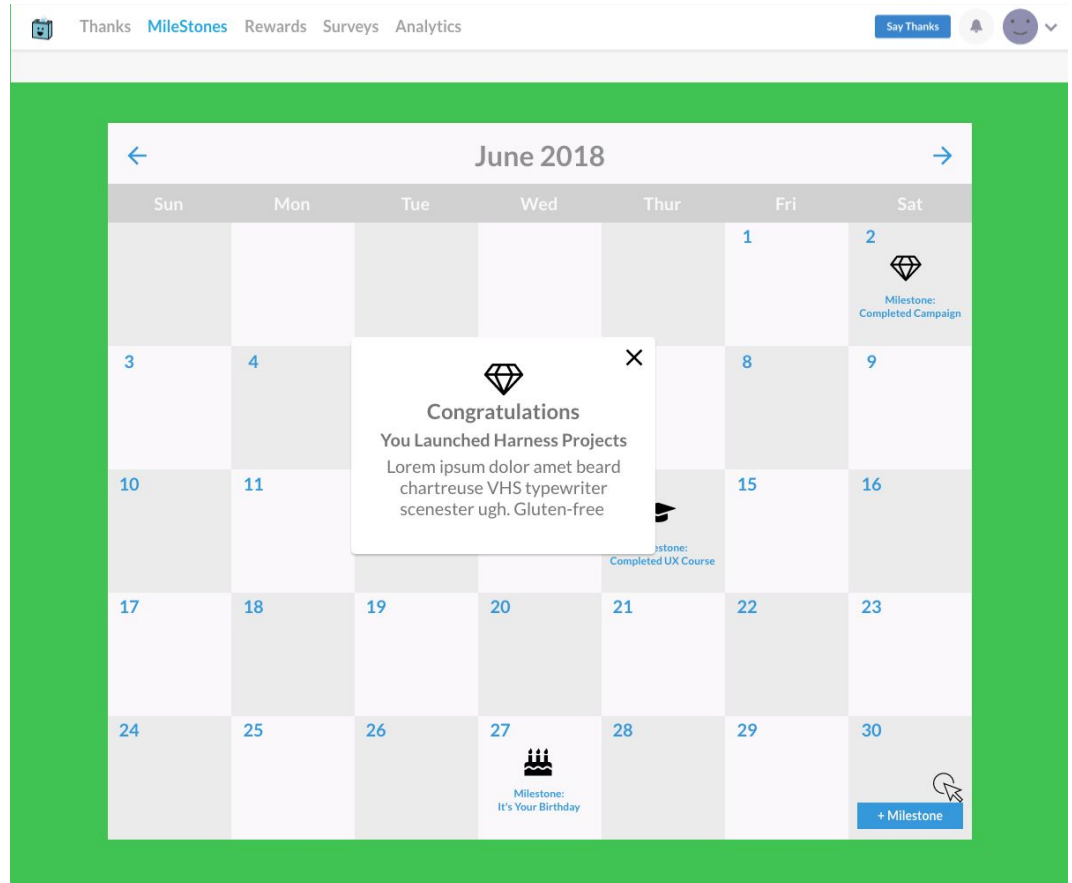
The icons for the Milestones are only placeholders, as is the milestone achieved.



# The Idea : Milestone Calendar

## Wireframing

In the new wireframe, I have added the ability to click on the milestone to view more information about the milestone achieved



# The Idea : Milestone Calendar

## Wireframing

The form used to add a milestone has been inspired by the current Say Thanks page. As you can see you are able to change the date, choose a milestone from predetermined milestones or add your own, the new feature to add more information and the ability to choose others who have reached this milestone. When others are chosen, the milestone will appear on their respective calendars.

Add Your Milestone

Choose Date

DD / MM / YYYY

Choose A Milestone

☒ Lorem ipsum dolor

☐ Lorem ipsum dolor

☐ Lorem ipsum dolor

☐ Lorem ipsum dolor

☐ Other

☐ Lorem ipsum dolor

☐ Lorem ipsum dolor

☐ Lorem ipsum dolor

☐ Lorem ipsum dolor


Tell Us More About This Milestone

Choose Others Who Reached This Milestone With You

Choose individuals

Choose some people →

Choose groups of individuals

 Choose some groups →

Add Milestone To Your Calendar

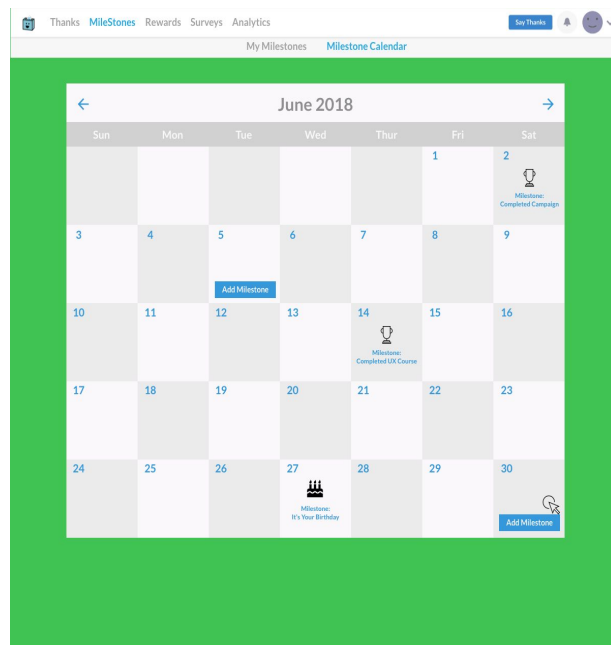
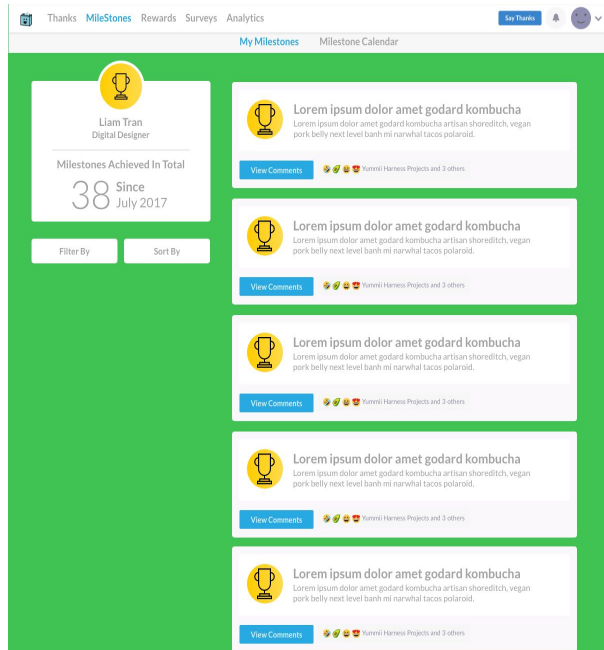
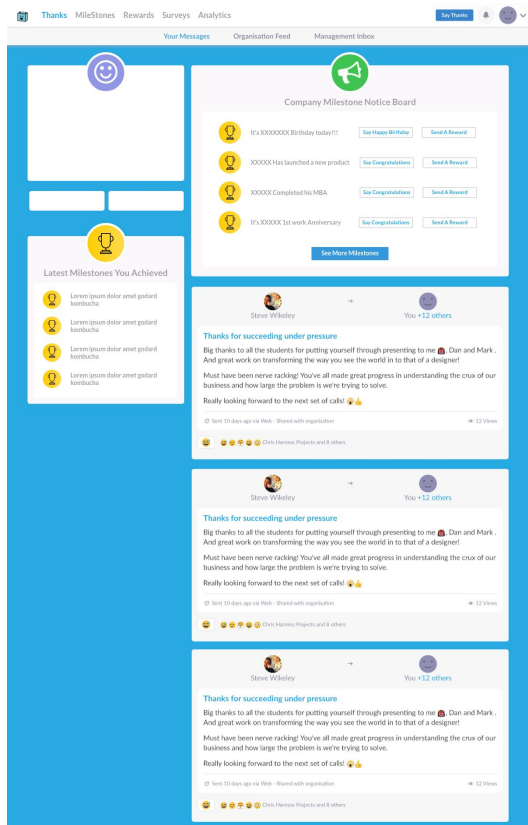
# The Idea : Milestone Calendar

## Round 2 User Testing and Feedback

In this round of user testing, I was able to make the wireframe clickable and allowed the user to test it while i guided them in how the functions worked. A lot of feedback was given which lead to another round of iteration

- Users felt they need an area where all milestones achieved date could be easily accessed as well as scrolling through the calendar, and also the ability to filter.
- A question on if their manager was able to add a milestone and would love to see this function built in
  - From this question, I had to think of a way to allow a manager to switch between adding a milestone for themselves or for their employee

# The Idea : Milestone Calendar



Working Prototype - Click on Middle Image

# The Idea : Milestone Calendar

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## Things To Consider Should This Idea Be Further Explored

Due to time constraints a lot of features were not implemented in the prototype. Some ideas to be considered were also from a quick user testing of the clickable prototype

- The ability to edit a milestone once edited. This is not demonstrated on the latest prototype
- How will milestones appear on a users profile page? It can sit just below the profile module
- A version of the organisation feed which would be for milestones instead and the ability to filter through milestones via teams, people or date
- The ability to have an automated email be sent company wide which would inform employees of all milestones achieved that day

# Appendix

Further insights gained from research





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# Key Insights

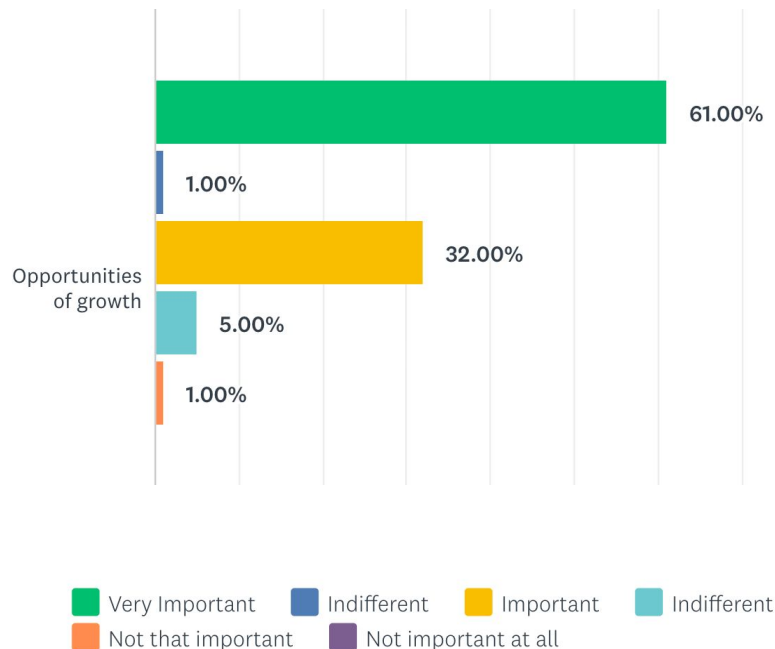
## From Survey

**Survey was sent out and 100 responses were achieved with a 100% completion rate for the survey**

Survey was used to confirm assumption and shape the way one on one interviews would be approached but there were a few interesting insights coming from the survey

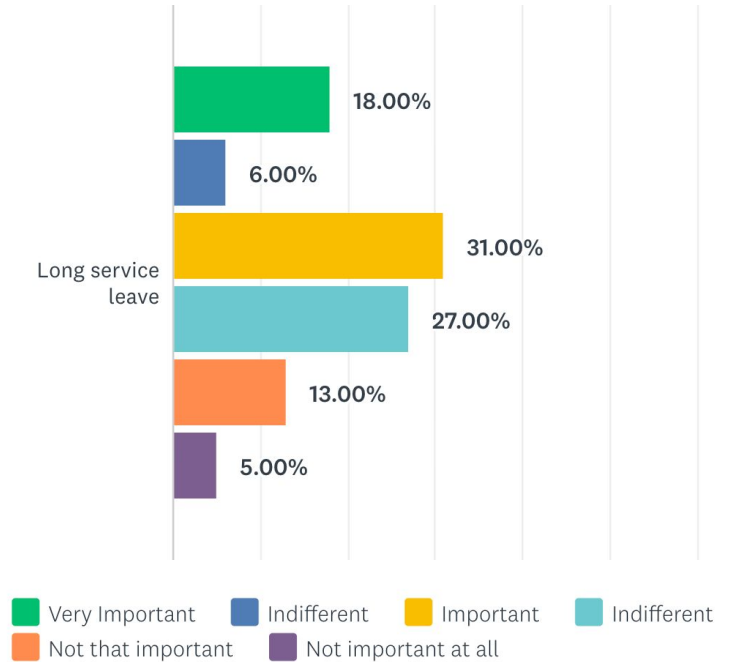
# Opportunities of growth

As assumed, amongst 100 survey takers with ages ranging from 18-45, growth in a job is very important and important at 61% and 32% respectively



# Long Service Leave

One question asked in survey was about Long service leave and the results came back quite surprising. To the people who took my survey, a large percentage found long service leave to be quite important while another percentage were indifferent which was the assumption



# Post Its & Down Interviews

