Culture Booster

Recommended Features Report

Annie Kaune | May 2022

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The Client

It is Culture Booster's mission to improve people's work lives. They believe this can be achieved by helping organizations create environments that are conducive to people bringing their best selves to work each day — enabling them to consistently give their head, heart, and hands to their work and workplace. Their **employee engagement software (EES)** helps organizations give feedback, improve collaboration, make goals, and capture innovation.

The Users

Primary Users

- **Executives** who need data to inform their strategy

- **Managers** who need to reach their goals

- **Team Members** who need true empowerment for increased engagement

Secondary Users

- **Consultants** who need a tool to add value to their practice

Methodologies

- **Competitive Analysis:** Examined what exists in the marketplace

- **Kano Analysis:** Prioritized features based on user survey results

- **Stakeholder Interviews:** Spoke with CEO and software developers

The Results

New Feature: Star Feed

Goal: The STAR feed is a space for employees to give someone a STAR and to view all STARs given and received.

Rationale: There is currently not a recognitions or rewards page in Culture Booster. According to Gallup, employees need recognition every 7 days. Adding this feature will boost team performance, foster growth, development, and self-awareness, build trust, and improve relationships.
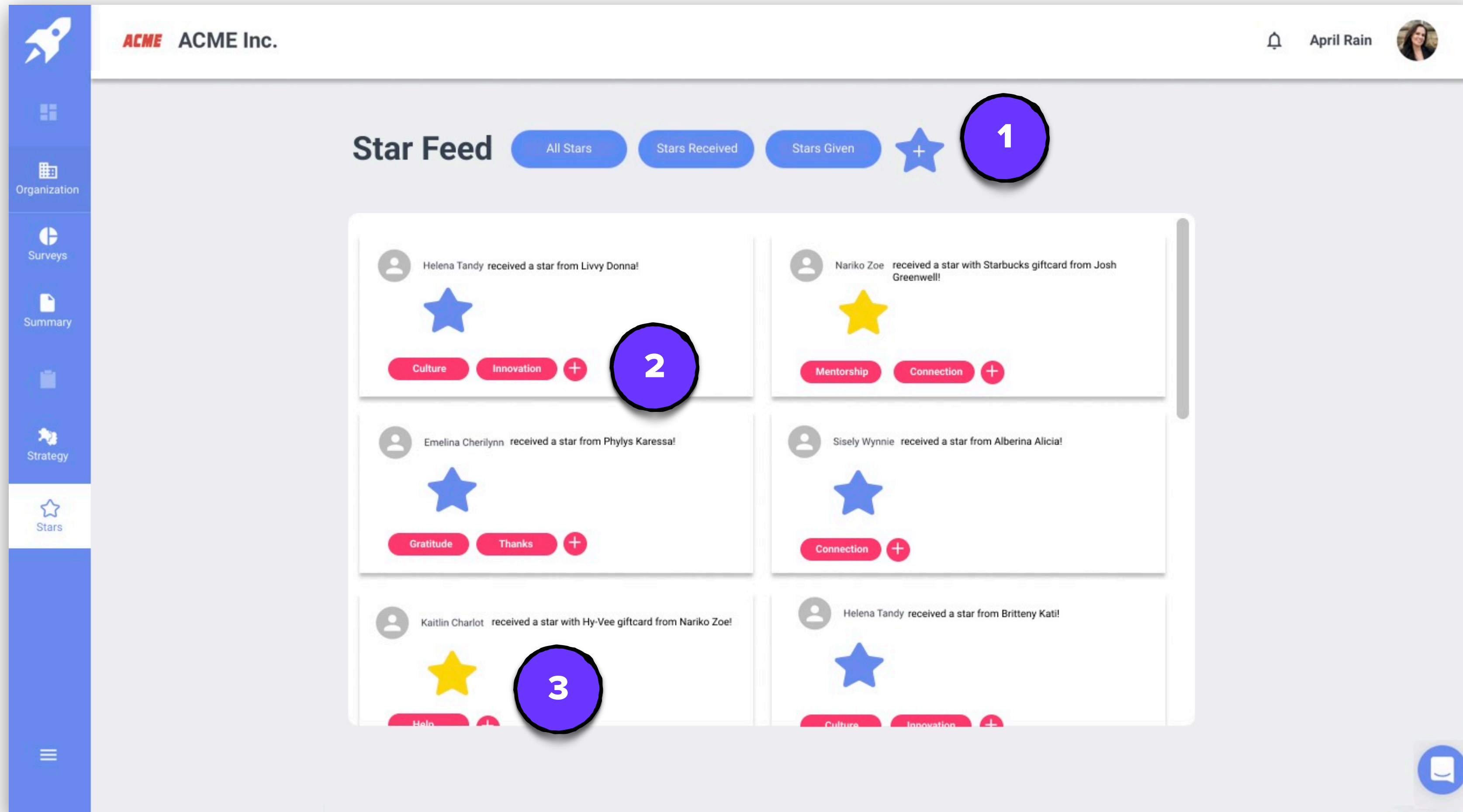
1 Feed can be filtered to show all stars, stars received, or stars given. Stars can be given by clicking the "+" icon.

2 Value tags can be added when the star is given and additional tags can be added by anyone once the star is public. (Stars can be made private by either the giver or receiver when submitted or received).

3 Gift cards can be given along with the star and these stars are gold.

New Feature: Animation for Star Received

Goal: A pop-up animation of an exploding series of multi-colored stars is displayed for the user when they receive a STAR.

Rationale: The KANO analysis revealed that this would delight users. While it is not have a must-have feature, it fits in the development budget and timeline and aligns with the mission of Culture Booster to bring more joy and connection to the workplace.
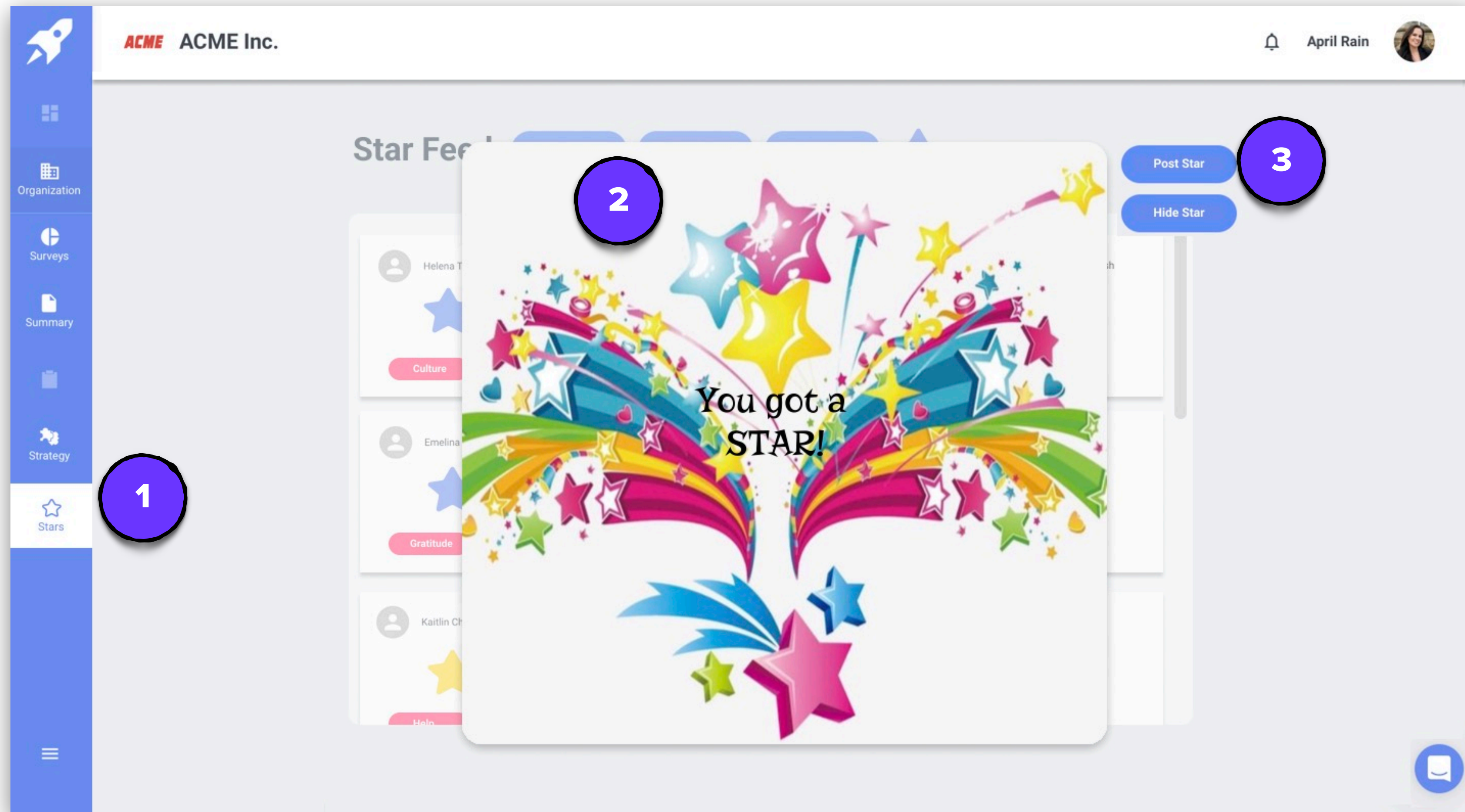
1. A star animation is triggered when a user clicks on the Stars button in the sidebar when there is a notification there that a user has received a STAR. (The notification will appear as a number representing the numbers of STARs they received.)

2. Additional text appears after "You got a STAR!" with the giver's name and a templated note which details the Situation, Task, Approach, and Result, or a customized note. Gift card information will also populate at the end if one was sent.

3. After the animation is over the user can choose to post the STAR to the STAR feed or hide the STAR. Hiding it will make it visible only to the user on their own feed, but they can choose to publish it at any time.

New Feature: Submittal Notifications for Managers

Goal: Managers receive a notification and submittal form every seven days to send a STAR to each member of their team.
Rationale: According to Gallup, employees need recognition every seven days. This feature ensures that in the potential absence of recognition through STARs from other employees, each member of a manager's team receives consistent, personalized recognition.
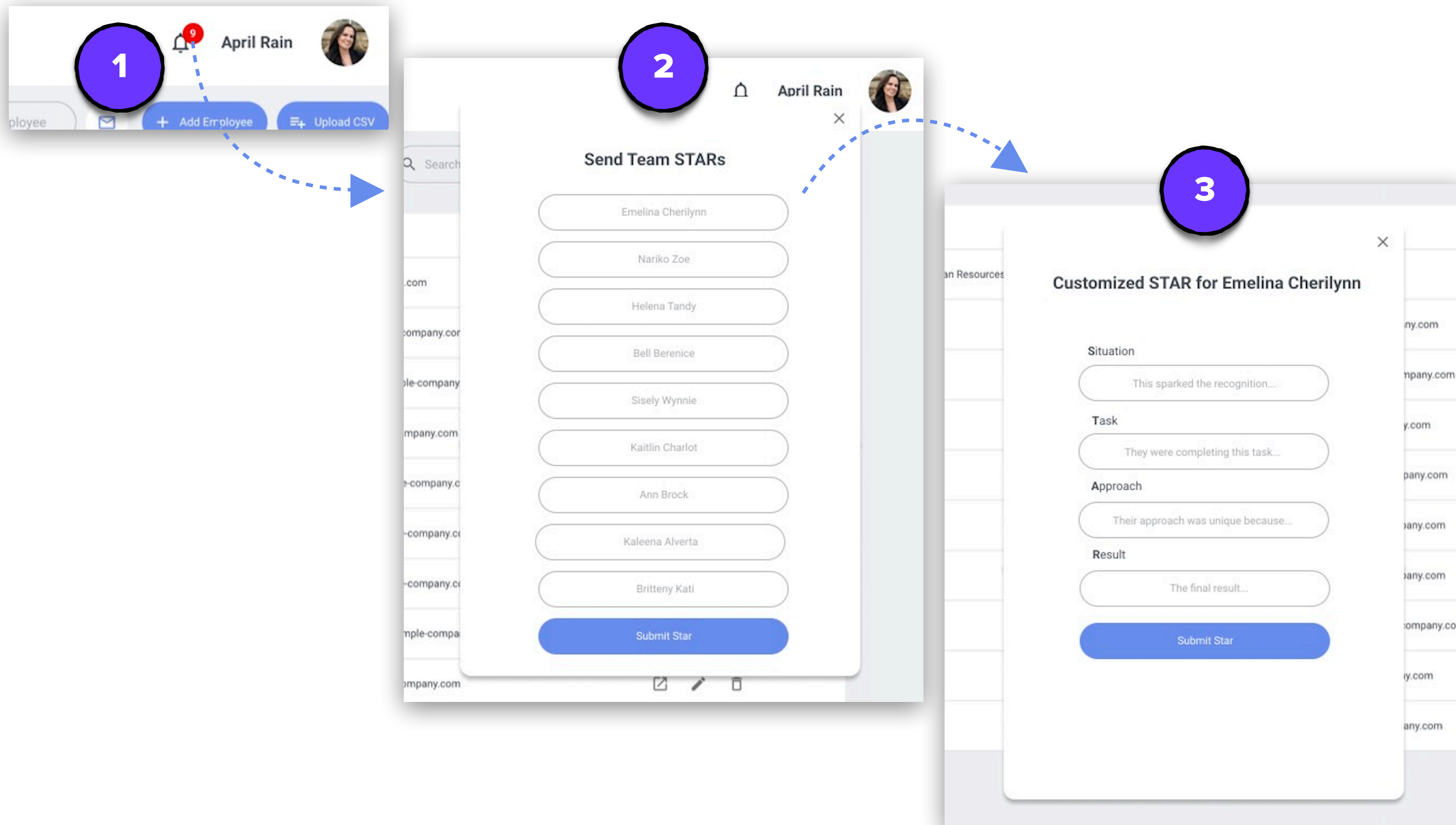
A manager receives a notification every seven days by the bell at the top of the screen, notifying them to send a STAR recognition to each member of their team. Clicking on the notification number displays a pop-up with the name of each member of the team.

From the pop-up screen, the manager clicks on the name of an employee and is taken to the STAR submittal form.

From the star submittal form, the manager fills out the required fields and clicks Submit Star. They will then get a small pop-up informing them the STAR was sent, and will get kicked back to the first pop-up, with the names, until each employee has been given a STAR.*

*Managers are only given the option to give customized STARs, not general ones, to ensure that each team member gets specific, individualized feedback.

Next Steps

What's Next?

- **User testing**: Add more detail to the wireframes and create an interactive prototype to test with users.
- **Suggestions:** This feature was selected through Kano analysis as one to prioritize and is also one of Culture Booster's goals. Moving forward I would begin by creating wireframes for this feature.
- **Dashboard:** A dashboard feature was ranked highly in Kano analysis. This would be another feature to focus on in the future.

Thank you!

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