

PRODUCT REPORT

PRO202 – Agile Project 2024 Spring

Table of Contents

1. Introduction	2
1.1 Our Product	2
1.2 Concept.....	3
1.3 Goal.....	3
2. SWOT.....	4
2.1 SWOT table	4
3. Technical choices	5
3.1 Application structure.....	5
3.2 API and Database	6
4. Theoretical Choices.....	6
4.3 Design	6
4.2 Universal Design (Accessibility)	7
5. Testing and Development	7
5.1 User Testing	7
5.1.1 Purpose with the user testing	7
5.1.2 Personas.....	8
5.1.3 Interviews	8
5.1.4 Reflection of interviews	9
5.2 Questions asked the user	10
5.3 User answer	11
5.4 Written results off the user interviews.....	11
5.5 Prototype	11
5.5.1 Login page	12
5.5.2 Landing page.....	12
5.5.3 About us page	14
5.5.4 FAQs page.....	14
5.5.5 Reward System(later dropped).....	15
5.5.6 Feedback.....	15
5.5.7 Navigation bar.....	15
6. Product Presentation	16
6.1 Start the application	16
6.2 Written presentation	16
6.2.1 Login	16
6.2.2 Landingpage	17
6.2.3 Training	18
6.2.4 Introduction training-module	18

6.2.5 FAQ	19
6.2.6 Contact Us.....	19
6.2.8 About us	20
6.3.9 Calendar.....	21
6.3.10 Profile	21
7. Further Development.....	22
7.1 Improvements.....	22
7.1.1 Feedback.....	22
7.1.2 Dynamic usage of database	22
7.1.3 Training modules	22
7.1.4 Contact us	22
7.1.5 About us	22
7.1.6 Relevant data.....	23
7.1.7 Alert system.....	23
7.1.8 Continuous Integration/Continuous Deployment (CI/CD).....	23
7.1.9 Accessibility.....	23
8. Assessment	24
9. SOURCES	25

1. Introduction

1.1 Our Product

Welcome to KickStart!

Kickstart is an onboarding program for KPMG's new employees. The employee will sign in with provided credentials and begin their journey at KPMG! In the application the user gets access to relevant training-modules, a personalized calendar with upcoming events, a chance to connect with other coworkers, the opportunity to find answers to any questions they might have, or even ask them!

The problem presented by KPMG was that they, as a company, have a huge focus on giving a new employee the best onboarding and introduction before their first workday. Now they wanted to make this experience digital.

It often takes a long time between the person getting hired, and them starting their first day. In this period, it is important to have communication with the employee, and make sure they get all the necessary information and complete the necessary courses, if needed.

1.2 Concept

Our solution is going to provide new employees with a login based platform with all the tools needed to ensure a safe onboarding from the perspective of the employer and the employee. It is a platform where you will have and get all the information you need as a new employee. If you have any questions you want answered, or you are wondering if there are any upcoming events or social gatherings with your new co-workers, it will all be there on the platform.

From the employers perspective the platform also offers different opportunities. If there are certain tasks you want a new employee to complete before their first day, you can set up these on the platform.

The MVP(minimum viable product) demonstrated will be personalized for KPMG.

1.3 Goal

The primary goal of ours is for KickStart to streamline and enhance the onboarding process for new employees at KPMG. We can do this by providing a digital platform that ensures a smooth, simple and engaging transition into the company.

We are aiming to deliver a comprehensive onboarding experience that will bridge the gap between the hiring process and the first day of work, preparing and engaging the new employees early on.

2. SWOT

For us to better understand the strategic position of the onboarding program and identify potential areas for growth in the product/program, we concluded a SWOT analysis. This analysis which you can see in the *swot schema* below.

This analysis is a good tool to help us map out and evaluate the program's internal strengths and weaknesses, as well as external opportunities and threats the project may face.

We can, by examining these factors, develop some strategies to effectively lean on our strengths, discuss our weaknesses, capitalize on opportunities and mitigate potential threats.

Overall the SWOT analysis provides us with a comprehensive overview that will help guide our decision making process and strategic planning.

2.1 SWOT table

Strength:	Weaknesses:
<ul style="list-style-type: none">-Streamlined process-Improved efficiency-Easy tracking of all the legal and organizational requirements.-Mobile accessibility from anywhere!-Real time updates-Reduction in paperwork-Consistency in the quality of the onboarding experience for everyone-Automating routine tasks, freeing up time-Data analytics: It would be easy for management to observe and evaluate the data provided by the application	<ul style="list-style-type: none">-Development and maintenance costs-Training needs: The need for training of employees to understand and update the application-Technical issues: If the application is relied on too much, downtime becomes an issue-Limited human interaction-Having to keep the application simple enough for those who may not be too technical

<p>Opportunity:</p> <ul style="list-style-type: none"> -The application can be tailored to suit specific needs of who's to use it. -The opportunity of scalability -The potential to analyze data of people going through onboarding. -Making the transition into the job easier -Standardization for KPMG around the world 	<p>Threats:</p> <ul style="list-style-type: none"> -Data privacy -Cybersecurity -The reliance of third-party providers, if these have issues. -Economic issues: In times of financial trouble, companies tend to cut back on software spending -Internal resistance from current employees
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3. Technical choices

3.1 Application structure

For the frontend part of the application, we have chosen to work with React.js due to the flexibility, efficiency and well documented nature of the library. React will make it possible for us to build a dynamic and responsive user interface that will enhance the UX.

On the backend side of things we will be using Express, which is robust and one of the most popular frameworks to use for working with Node.js. This helps us with building efficient and scalable server-side applications.

We use JavaScript throughout both the frontend and backend, by doing this we create a unified language environment in our code that streamlines development and maintenance for the application (Mozilla Developer Network. N.d.).

To spare some time while coding, we will incorporate Bootstrap for styling. Bootstrap is an open-source CSS framework which offers a wide range of pre-designed components and

responsive grid systems we can take use directly in the JSX code instead of without spending a lot more time in css files.

3.2 API and Database

For the database we will be using MongoDB Atlas, which is a GUI for a fully managed cloud database service that gives us flexibility and is simple to use. We will be able to store and manage the application's data efficiently from the Atlas GUI (MongoDB, n.d.).

We will be developing API's for every site to handle specific data interactions and a joint API that will be fetching data from the database. This solution provides us with a seamless integration between the frontend and backend, which makes the overall performance of the application better.

4. Theoretical Choices

4.3 Design

As a result of the design sprint we had many good ideas and solutions for a design. We chose to comply closely with the already established design system of KPMG. This helped ensure our application met the aesthetic standards of KPMG and provided a familiar and consistent user experience for the onboarding employees.

All our design choices primarily come from an intensive design sprint known as Design Sprint 2.0. It allowed us to quickly ideate, prototype and test different concepts. By following some of the KPMG design system together with the insights gained from the design sprint, we managed to maintain consistency in elements such as color schemes, typography and layout structure (Knapp et al., 2016).

4.2 Universal Design (Accessibility)

Our primary focus for the MVP of this application was on creating a responsive design to assure KickStart is accessible across different devices.

We do acknowledge the broader aspects of universal design and accessibility, but due to the timespan and the nature of the MVP for this project, we did not implement extensive accessibility features beyond the responsive design. This is something that would be implemented on future iterations.

5. Testing and Development

5.1 User Testing

5.1.1 Purpose with the user testing

The purpose of the tests we as a group completed was to find the negatives and positives with our prototype. If something needed to be added, or if something was unnecessary. Did the product we were about to create have a good flow? Was it pleasing to look at? Was it boring? We got answers to those questions after the tests, which we took into consideration, and improved the product for further development.

Based on the task itself, and with information from our product owner, we made personas that we sought fit for the product. These personas were the template for the search of users we could test. The user tests were completed with interviews, digitally on Microsoft Teams.

5.1.2 Personas

A persona is a fictive person that represents a user of the product one is developing. We made these personas in the first sprint. We made a primary persona to have a template on who to recruit for testing. We also created a secondary persona, to spread out to even more target users of this product. Our recruits match our primary persona very well, and we were pleased with the test process. The secondary persona is still a valid fictional user, but none of the tests were conducted on someone that reflected as a secondary persona, unfortunately.

Main persona	Tom Svendsen	Age	26	Secondary persona	Hanne Isaksen	Age	48
		Gender	Male			Gender	Female
		Occupation	IT-consultant			Occupation	Receptionist
		Family	Single			Family	Married, kids
		About	Goals	About	Goals	Motivations	Frustrations
		<ul style="list-style-type: none">• Introvert, insecure in some areas• Works in IT, technical skilled	<ul style="list-style-type: none">• To be more confident at the start of a new job• To be more social with coworkers.	<ul style="list-style-type: none">• Extrovert• A social lady who loves a talk	<ul style="list-style-type: none">• To get a efficient start at her new workplace.• Make the environment around her more positive.	<ul style="list-style-type: none">• She's motivated to show her new boss the skillset she has with her experience.• Motivated to meet new people	<ul style="list-style-type: none">• I hate to figure out stuff on my own when starting a new job. Frustrates me a lot!• I get frustrated when I'm feeling introverted and it's hard to reach out to new people in person, so it takes a long time before I get to know my coworkers.
Motivations		Frustrations		Motivations		Frustrations	

5.1.3 Interviews

For the people we interviewed, we used our connections to find people that matched the primary persona. Since we are 8 people in our group, and not everyone knew each other from the start of the project, we decided to ask people we knew to be a part of an interview. The people that knew the person being tested, were just observing that particular interview, while one in the group that didn't know the person being tested held the interview. We did that with all 5 interviews, which worked well.

We held the interviews in Microsoft Teams, with the cameras of the interviewer and the interviewed turned on. Also, the screen of the person being interviewed was being shared when testing the prototype. We asked the test subject to click through the prototype and asked some questions along the way. When the interviews took place, at least 4 others on the team were in the Microsoft Teams call as well and took notes in an already set-up Excel spreadsheet.

In the spreadsheet we had 14 questions as a base, where we could choose the alternatives: Yes, No and, question mark (?). We also had some space to write notes, in case we noticed things during the interviews as well, such as for example, facial expressions, miss clicks etc. Each group member contributed to this schema, allowing us to compare insights and set goals for the upcoming sprints.

We decided to only do one round of testing, because after we finished the product, based on the results from the user testing, we got feedback from the product owner. And that feedback was only a couple of small additions to the product. So, we added those additions, and concluded with a final product.

5.1.4 Reflection of interviews

As we mentioned, we really felt that we got to test the main persona, when we found people that were in their early work careers. After conducting the interviews, we reviewed and highlighted the most critical feedback to focus and improve upon. We then updated the prototype based on this feedback, ensuring it addressed user needs effectively. With the refined prototype finished, we were able to begin the coding phase of the MVP (minimum viable product).

Since we took our time with the planning of the product/prototype, we felt that we got good results on our tests. Of course, we could probably have gotten better insights, if we were to answer some better questions, but that's easy to say in hindsight and is something we learned and will be taking with us.

Overall the users recognized the application as understandable, they all found an application like this useful for new employees. They were positive for a guide through an application like this, and almost all the users found their own way around the application without trouble or with input from the interviewer.

They all said that they were positive for an application like this. On the design front their meanings were split considering the colors on the application; some thought it was a bit too many colors and some thought it was boring use of colors.

To conclude, the whole interview process has been an enlightening experience, which has significantly shaped the direction of this project. All the insights taken from this have not only improved the prototype drastically, but has also set a clear path for further development of this product.

The commitment to maintain the user-centric approach, which ensures that the application can evolve in line with its needs and expectations of its users, is really the key in order to move forward.

5.2 Questions asked the user

Spørsmål

- 1 Forstår de konspet med applikasjonen?
- 2 Finner de tjenesten nyttig?
- 3 Er de positive til en veiledning gjennom en slik applikasjon ?
- 4 Oppleves tjenesten skreddersyd til nye ansatte?
- 5 Oppleves tjenesten personlig?
- 6 Fant bruker fint frem selv i applikasjon uten spørsmål?
- 7 Er dette en enklere og bedre løsning enn de som er i dag?
- 8 Er bruker positiv til en slik applikasjon ?
- 9 Likte de designet?
- 10 Følte bruker at det var mangler på applikasjonen ?
- 11 Skjønner de alt av ikoner?
- 12 Var bruker positiv til gamification delen?
- 13 Tenker bruker at det er for mye informasjon ?
- 14 Føler bruker at de kommer til å lære noe?

5.3 User answer

	09:00	10:00	11:00	13:00	14:00	
Didrik B.Morka	Nogensan	Kristoffer	Alper	Håkon		Spørsmål
Yes	Yes	Yes	Yes	Yes	Yes	Forstår de konspet med applikasjonen?
Yes	Yes	Yes	Yes	Yes	Yes	Finner de tjenesten nytig?
Yes	Yes	Yes	Yes	Yes	Yes	Er de positive til en veiledning gjennom en slik applikasjon?
Yes	No	Yes	No	Yes	Yes	Oppleves tjenesten skreddersyd til nye ansatte?
Yes	Yes	?	?	?	?	Oppleves tjenesten personlig?
No	Yes	Yes	Yes	Yes	Yes	Fant bruker fint frem selv i applikasjon uten spørsmål?
Yes	?	?	?	?	?	Er dette en enklere og bedre løsning enn de som er i dag?
Yes	Yes	Yes	Yes	Yes	Yes	Er bruker positiv til en slik applikasjon?
No	Yes	Yes	?	No	Yes	Likte de designet?
?	Yes	Yes	Yes	Yes	Yes	Følte bruker at det var mangler på applikasjonen?
No	Yes	Yes	Yes	Yes	Yes	Skjønner de alt av ikoner?
?	Yes	Yes	?	Yes	Yes	Var bruker positiv til gamification delen?
No	No	Yes	No	?	Yes	Tenker bruker at det er for mye informasjon?
Yes	Yes	Yes	Yes	Yes	Yes	Føler bruker at de kommer til å lære noe?

5.4 Written results off the user interviews

HØRSIKTAR	Bruker	Skjerm nr	Innsikt	Hvor betydningsful var innsikten på en skala fra 1-3
Vettle	Kristoffer	Landingsside	Usikker da han ikke fikk opp welcome/kan være for	2
Vettle	Kristoffer	Hamburgermeny	Skjønne at moduler er neste steg	2
Vettle	Kristoffer	Generelt	Kan være en klarere retning i gjennomgangen	3
Vettle	Kristoffer	Moduler	Kan være litt teknisk	2
Vettle	Kristoffer	Rewards	Kan være integrert med moduler	2
Vettle	Kristoffer	Feedback	Integre feedback med moduler	2
Vettle	Kristoffer	Hamburgermeny	Han forstår ikoner, men ikke tekniske kan synes de	2
Vettle	Alper	Logg inn	Mange farger	1
Vettle	Alper	Moduler	Tilbakeknapp	1
Vettle	Alper	Rewards	Stygt design	2
Vettle	Alper	Landingsside	Simpelt og bra design	1
Vettle	Alper	Landingsside	Trykke på de forskjellige bildene	1
Vettle	Alper	Generelt	Helhetlig design	2
Vettle	Alper	Landingsside	Kan virke userr med youtube osv.	2
Vettle	Alper	Moduler	Veldig bra utsøende	2
Vettle	Alper	Rewards	Mer lekent	2
Vettle	Alper	Generelt	Grei løsning med kalender	2
Vettle	Håkon	Logg inn	Mye farger	1
Vettle	Håkon	Logg inn	Glemt passord	2
Vettle	Håkon	Landingsside	Første du kommer til gir ikke bruker mye	2
Vettle	Håkon	Moduler	Liker utseende	2
Vettle	Håkon	Generelt	Lik fargeproblem	2
Vettle	Håkon	Generelt	Liker oppsettet	3
Vettle	Håkon	Feedback	Bra feedback	3
Vettle	Håkon	Generelt	Fyll inn empty spaces	2
Vettle	Håkon	Hamburgermeny	Ikke fan av hamburgermeny	2
Vettle	Håkon	Rewards	Godt insentiv	2

5.5 Prototype

This was the first iteration of the prototype we ended up with after the first sprint, based on the mentioned user tests and interviews above, we made some changes later on before developing the final MVP for KPMG.

5.5.1 Login page



5.5.2 Landing page



Our office, your workplace.



Your co-workers.

Your superiors.

Lore ipsum dolor...
Lore ipsum dolor...

More

Lore ipsum dolor...
Lore ipsum dolor...

More

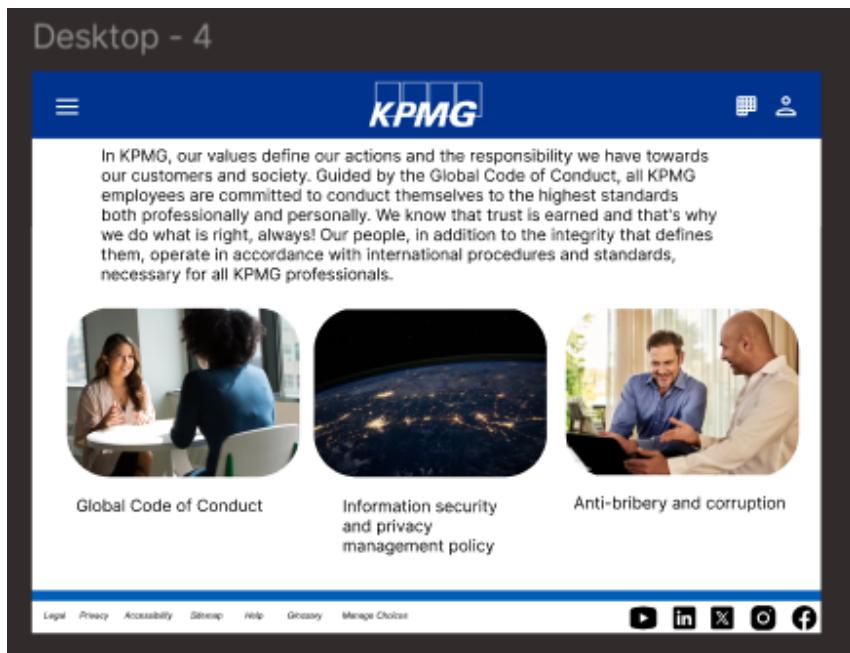
115 Lore ipsum Avenue, Oslo



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5.5.3 About us page

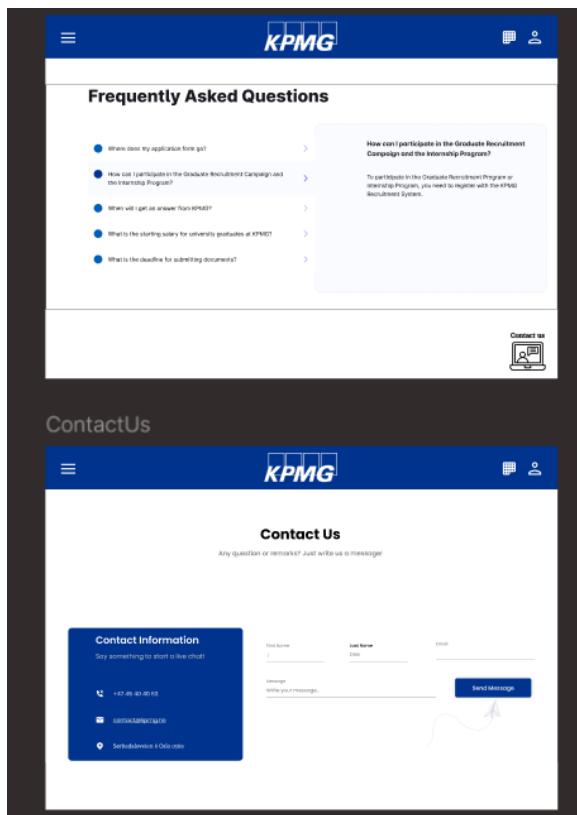


The screenshot shows the KPMG 'About us' page. At the top, there is a blue header bar with the KPMG logo and a navigation menu. The main content area features a text block about KPMG's values and standards, followed by three circular images with corresponding text labels below them:

- Global Code of Conduct** (image: two people in a meeting)
- Information security and privacy management policy** (image: a globe showing city lights)
- Anti-bribery and corruption** (image: two men in a meeting)

At the bottom of the page, there is a footer bar with links for Legal, Privacy, Accessibility, SiteMap, Help, Glossary, and Manage Choices, along with social media icons for YouTube, LinkedIn, X, and Facebook.

5.5.4 FAQs page



The screenshot shows two pages from the KPMG website: 'Frequently Asked Questions' and 'Contact Us'.

Frequently Asked Questions: This page features a list of frequently asked questions with expandable answers. One question is highlighted:

- How can I participate in the Graduate Recruitment Campaign and the Internship Program?

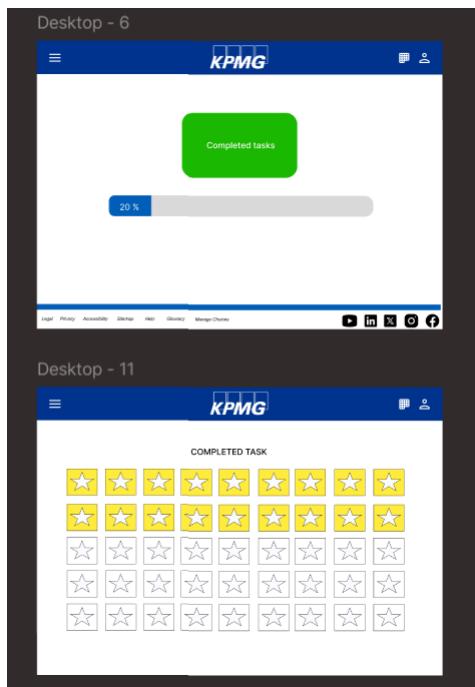
The answer states: "To participate in the Graduate Recruitment Program or Internship Program, you need to register with the KPMG recruitment system."

Contact Us: This page has a 'Contact Us' button and a live chat feature. The live chat sidebar includes:

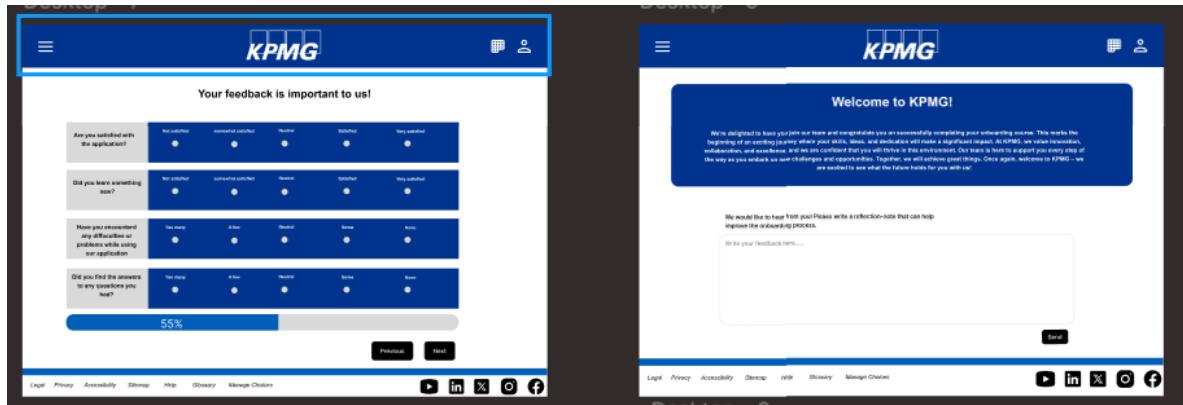
- Contact Information: Stay something to start a live chat.
- Phone number: +47 46 40 80 68
- Email: kontaktsiden@kpmg.no
- Skype handle: kpmg.no

The main form on the page has fields for First name, Last name, and Email, and a message input field with a 'Send Message' button.

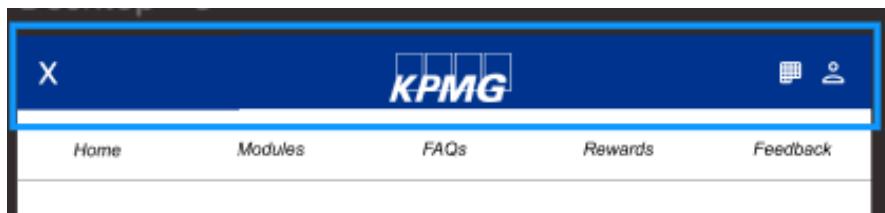
5.5.5 Reward System(later dropped)



5.5.6 Feedback



5.5.7 Navigation bar



6. Product Presentation

6.1 Start the application

Instructions on how to run the application are located in the README.md file in the project.

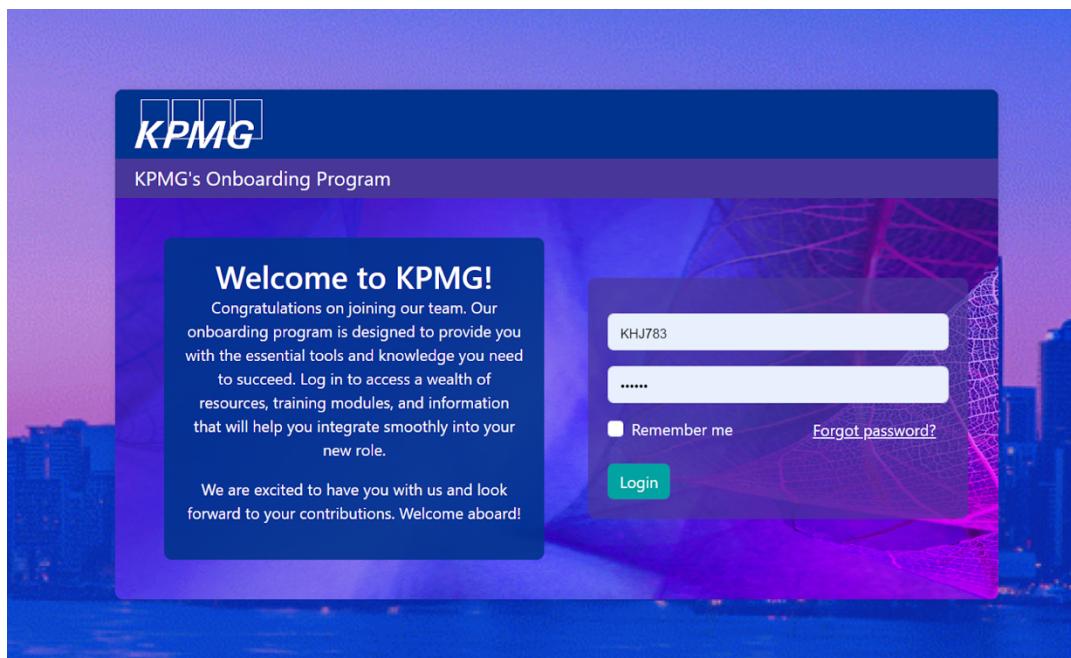
Download the Zip File, unpack, and follow the instructions.

6.2 Written presentation

Wanting to see a full walkthrough of the application? See the video presentation of the application!

6.2.1 Login

Here you can see our login page, if you type the wrong username and/or password you won't get logged in.



6.2.2 Landingpage

This is the landing page, here you can scroll down and you will see information.

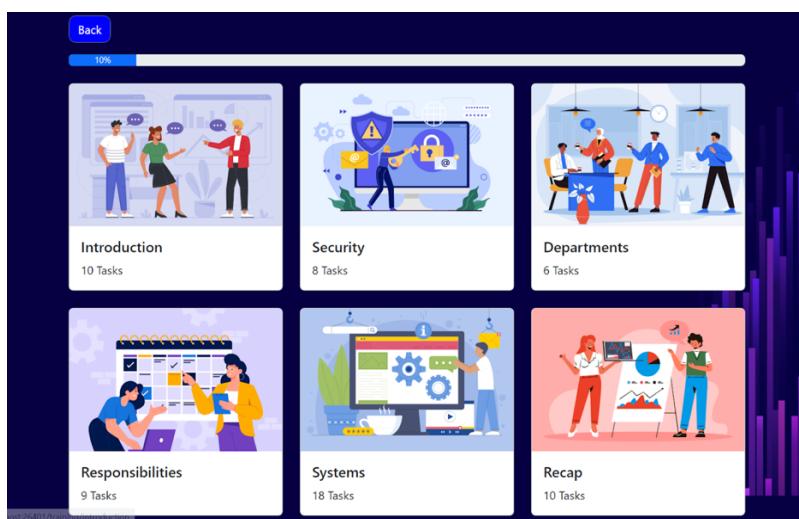
You can then click on the learn more and you will be taken to a page.

When you scroll down here to the bottom you will also see a map of Oslo where KPMG is located and also a description of how you can get there.



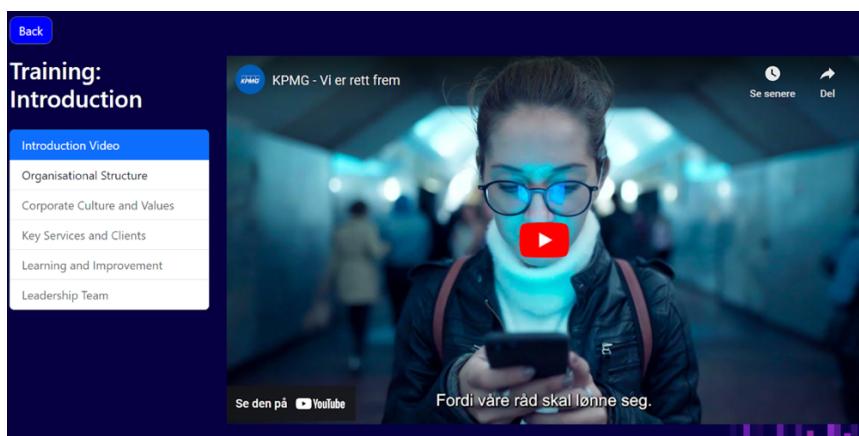
6.2.3 Training

This is the training page, where you can click on the introduction, when you click on these there will be videos to watch and quizzes for you to learn about your new job and come prepared. The progress bar will also progress when you do tasks.



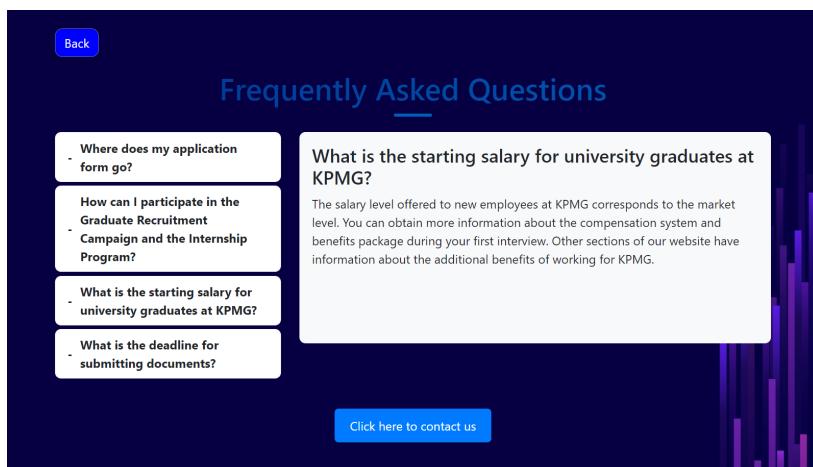
6.2.4 Introduction training-module

Here we find the introduction module when clicked on in the training page, the user can progress to each step, learn and get tested at the end.



6.2.5 FAQ

Here is the FAQs page, the page is built with a button that sends the user back to the last page recorded in the user's history. There are four boxes with questions on the left side of the page, clicking these changes the box to the right to show both the clicked question as well as the answer for it. On the bottom of the screen there is a clickable box that sends the user to a page where they can contact us with any questions they may have.



Back

Frequently Asked Questions

- Where does my application form go?
- How can I participate in the Graduate Recruitment Campaign and the Internship Program?
- What is the starting salary for university graduates at KPMG?
- What is the deadline for submitting documents?

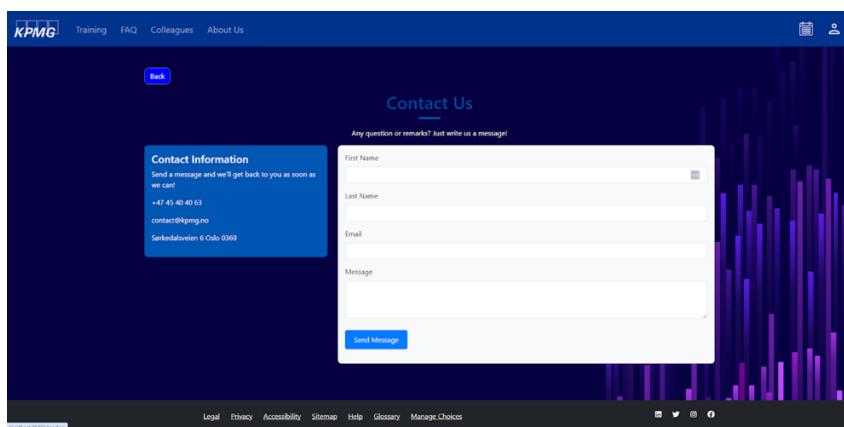
What is the starting salary for university graduates at KPMG?

The salary level offered to new employees at KPMG corresponds to the market level. You can obtain more information about the compensation system and benefits package during your first interview. Other sections of our website have information about the additional benefits of working for KPMG.

Click here to contact us

6.2.6 Contact Us

This is the Contact Us page, integrated with the same back button as the FaQ page. On the left side of this page the user can read some info about how to contact KPMG, and on the right side there are multiple boxes the user can fill out with information to send a message. Clicking the send message button reverts the user back to the FaQ page.



Back

Contact Us

Contact Information

Send a message and we'll get back to you as soon as we can!

+47 45 40 40 63
contact@kpmg.no
Sørkedalsveien 6 Oslo 0306

Any question or remarks? Just write us a message!

First Name

Last Name

Email

Message

Send Message

Legal Privacy Accessibility Sitemap Help Glossary Manage Choices

6.2.7 Colleagues

This is the colleagues page, where you can see your team, and if you press on your branch you will see all of your colleagues who work with the same as you.

The screenshot shows a user interface for viewing a team. At the top, there are three buttons: 'Back' (blue), 'Your team' (centered), and 'Your Branch ⓘ' (right). Below these, there is a grid of six cards, each representing a team member:

- Ole (Frontend)
- Henrik (Interactive Design)
- Ingrid (Frontend)
- Astrid (Backend)
- Sofie (Scrum Master)
- Magnus (Backend)
- Kari (Product Owner)

6.2.8 About us

This is the about page, here you can read a little about KPMG, and its intended that the user can click onto the different modules underneath to read about what's expected of them as employees at KPMG.

The screenshot shows the 'About us' page. At the top, there is a 'Back' button and a title 'The KPMG way' with a blue underline. Below the title, there is a paragraph of text:

In KPMG, our values define our actions and the responsibility we have towards our customers and society. Guided by the Global Code of Conduct, all KPMG employees are committed to conduct themselves to the highest standards both professionally and personally. We know that trust is earned and that's why we do what is right, always! Our people, in addition to the integrity that defines them, operate in accordance with international procedures and standards, necessary for all KPMG professionals.

Below the text, there are three circular images with blue borders:

- Anti-Bribery (two men in a meeting)
- Code of Conduct (two women in a meeting)
- Information Privacy (a view of the Earth from space)

6.3.9 Calendar

Here is our calendar, it's here important information about different activities will show up

Upcoming Events

Date	Event	Time	Description
01 Jul	First Day Orientation	09:00 AM - 11:00 AM	Introduction to the company and overview of the onboarding process.
02 Jul	HR Introduction Meeting	10:00 AM - 11:00 AM	Meeting with the HR team to discuss benefits and policies.
03 Jul	IT Setup Session	02:00 PM - 03:00 PM	Session to set up your computer and install necessary software.
05 Jul	Project Kickoff Meeting	10:00 AM - 11:30 AM	Kickoff meeting for the first project you'll be working on.

6.3.10 Profile

This is the profile page. Within the page there are multiple boxes where the user can fill out information and personal details, although they are not stored anywhere. We have also implemented a back button here that returns the user to the last page in their history, as well as a logout button that returns the user to the login page.

Your profile

Personal Details

Full Name Full Name	Phone Number Phone Number	Email Email	LinkedIn URL LinkedIn URL
------------------------	------------------------------	----------------	------------------------------

Address

Street Street	City City	County County	Zip Code Zip Code
------------------	--------------	------------------	----------------------

Logout **Cancel** **Update**

7. Further Development

7.1 Improvements

7.1.1 Feedback

Implement a better and deeper feedback system that will be displayed after completion of courses. We will also make some improvements to the contact us schema to better represent a feedback system.

7.1.2 Dynamic usage of database

To be able to increase interactivity and flexibility of the application, we would make it more dynamic by enabling real-time data retrieval and display. This will make it so the users always will have access to the most up to date information and it would be more interactable.

7.1.3 Training modules

Completion of the training modules would be a high priority. These modules are the soul of the onboarding application, and they should provide thorough and structured content for the training modules.

7.1.4 Contact us

Finalizing the functionality of the “contact us” feature so it sends mails to appropriate contacts. Employees will then have a reliable way to reach out for support and other inquiries.

7.1.5 About us

Finishing the about us page, with clickable modules that will offer more comprehensive information about KPMG and outlining what is expected of them as employees and give them guidance to understand the company’s values, culture and expectations.

7.1.6 Relevant data

To make the user experience personalized we would ensure that every logged in user is treated as a unique entity. Relevant data specific for each user will be saved and retrieved correctly, which tailors the experience to meet the individual needs of the employees.

7.1.7 Alert system

Create a system that alerts the users with either email or phone message that their training is not complete or to continue their work. This is a crucial feature to keep employees engaged with their onboarding tasks.

7.1.8 Continuous Integration/Continuous Deployment (CI/CD)

Maybe implement the use CI/CD to streamline the process of the development. This will close the gap between the development and operations and will make it so new features and improvements made reaches out to users quickly with less issues.

7.1.9 Accessibility

Another high priority would be to expand the accessibility features in future iterations. This will make our solution more accessible and inclusive for people with diverse abilities and provide a much better user experience for a wider range of employees that use the KickStart application.

8. Assessment

The project effectively highlighted the advantages of implementing an onboarding application. We successfully developed a high-fidelity prototype that demonstrates the potential of such an application to facilitate smoother transitions for individuals moving from school or another job. The diverse skill set and clear direction of our project team were crucial in achieving these positive outcomes. This success was achieved through well-structured design sprints and thorough testing. Since we all came from different academic fields this also helped us with setting up the planning phase, and we could then divide us by knowledge and share our insights during this project.

The feedback shows that all - around this project and our plan successfully met its objectives. Which is to deliver a functional and user-friendly onboarding site that is tailored to new employees so that they can come prepared, and confident at their new job. In the future the focus will be of course optimizing the application adding additional features based on additional feedback that comes in.

9. SOURCES

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