User Interview

Vmware

Type: Technology Enterprise

Company size: gt 50000

Location: Bangalore, India

User Name: Aju

Interviewed by: Navdeep

Date: 13/11/2020

User Details

User Type: Senior

User Role: Techno Manager

Department: Client Engineering

"Most challenging problem is a conflict of interest in people management"
"Recruit the talent, Retain the talent, Promote the talent"

Use Cases

- How, with whom, in what context do they use the product?
- What is the primary objective for using your product?

Goals1. Scorecard for gauging the manager's effectiveness based on people performance, talent segmentation, maintaining diversity, people development, business goals - should be high. 2. New Skills learned, how many got promoted 3. Less attrition

Top Question

How do you capture feedback and continuously track the actionable items?
What do you want in the process to be improved?
What are the frustrations?

Keyword	Keyword	Key Phrase

Jobs to be done

1. 5 org goals, 3 dev goals
Goals Settings with agreeable goals with the employees
2. Bucket people in the performance category
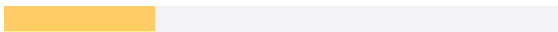
Favorite Features

Feature #1

Feature #2

Feature #3

Feature #4

Suggestions

- To resolve the conflict you have to be open and transparent
- Creating more awareness for diversity and inclusion
- The horizontal model works better
- 360 deg feedback open conversation(howamigoing type of tools recommended)
- Scaling is a problem, max reportee 15-20
- Data points for compensation and promotion for discussions
- Agree with the employee on goals
- ~~Document repository~~

Frustrations

1. Data Collection: Continuous update for all Historical records was not there, (now it's there in a workday)
2.Initially tough to manage as being managers of peers and senior people as well who are equally talented(be open and transparent to resolve lessons learned)
3. Diversity and inclusion(team members have affair, Introverts getting treated badly)
4. Unconcious Bias
5. No tracking of feedback employee concern(very imp to have 1:1 conversation)
6. Freshers are not satisfied with the current process (want early promotions)

Notes and feedback

What pain points or roadblocks brought this user to your product? What were they using before?