

EMPLOYEE ONBOARDING APP

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HCI 510 METHODS I: DESIGN AND EVALUATION

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DESIGN CHALLENGE

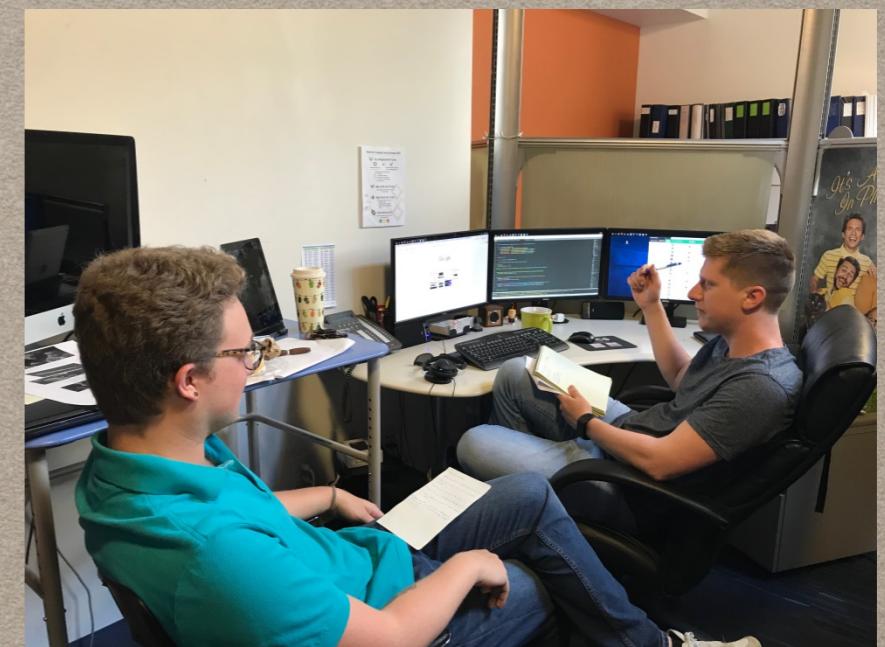
How can AR be utilized to help the onboarding of new employees and ensure that the new employees feel comfortable during their transition?

INSPIRATION PHASE

Field Study

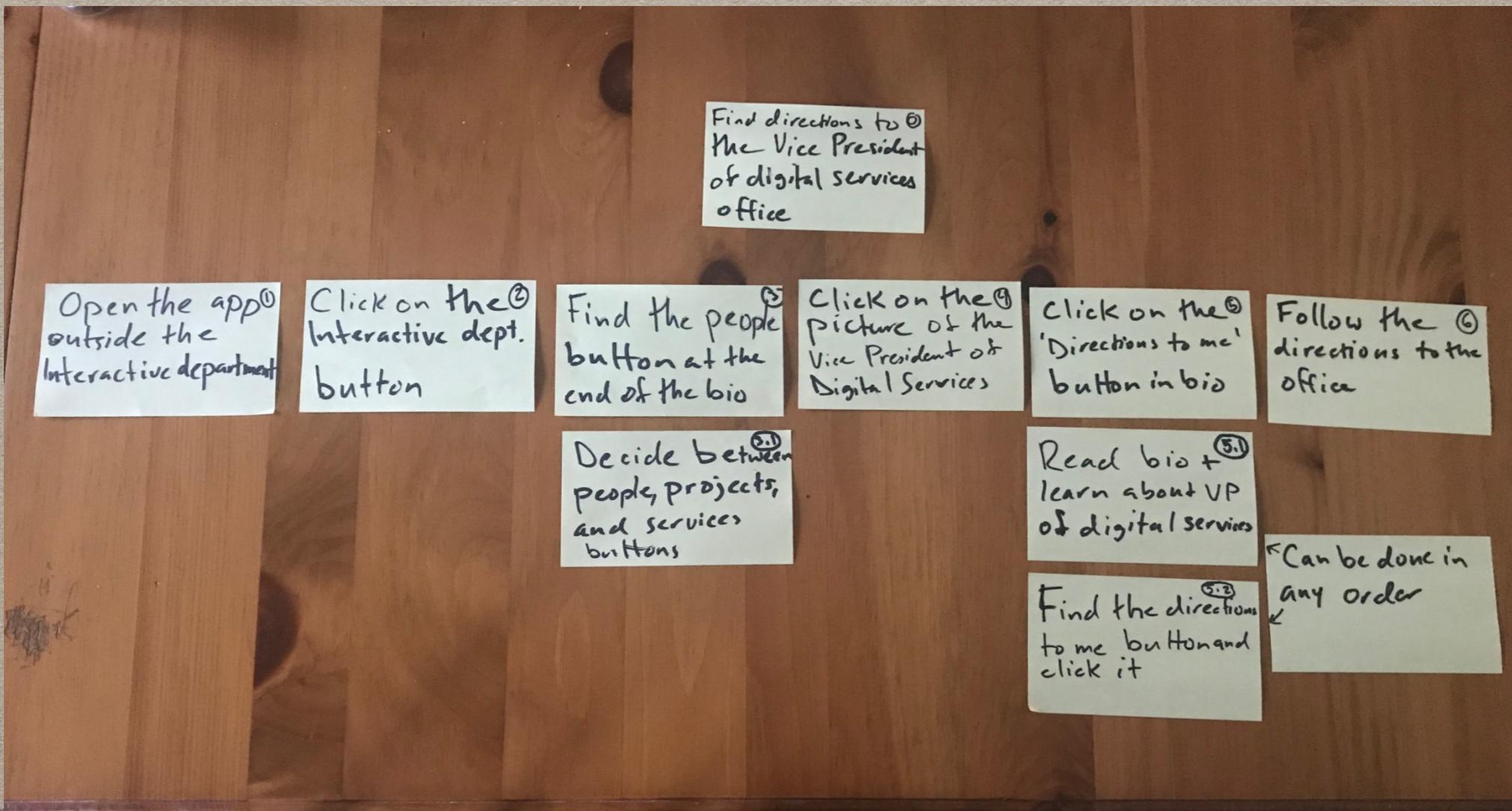
The big theme that developed out of the field study results was the importance of culture and the history of the building. Also, both the person interviewed as well as the people observed felt that the tour given currently was a good introduction to the company. For inspiration, I looked to college and museum virtual tours to see what unique identifiers they had.

"The culture at PHG is playful and professional and that is what makes this agency great to work for."



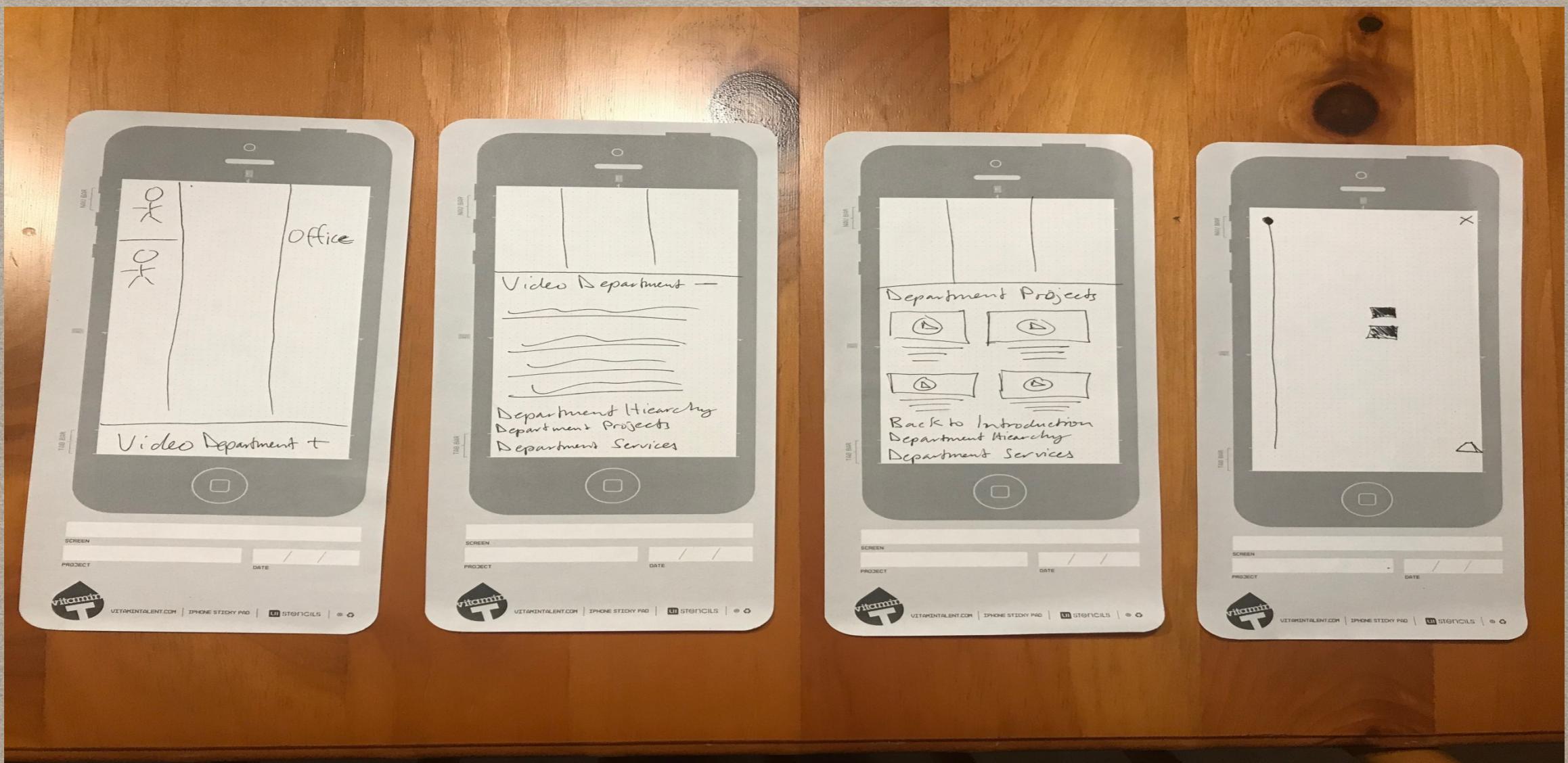
TASK ANALYSIS

For this task analysis, I focused on what the user would have to do to find the directions to a certain employee if they were just opening the app. Results are below, as you can see there are not many steps and most are done in a specific order so it is not very confusing to the user.



COGNITIVE WALKTHROUGH

For the cognitive walkthrough, the task that was chosen was to watch a video that the video department had created. Results of this method showed that the wording was too dense and needed to be simplified so users would understand it better.



KEY INSIGHTS AND HOW MIGHT WE QUESTIONS

Theme: Culture

Insight: The building contributes to the culture, need to find a way to include it in the app.

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How might we incorporate the history of the building into the tour to show how the culture is ingrained into the agency?

Theme: Comfortability

Insight: Not everyone feels comfortable walking up and talking to upper management, even though most are extremely nice and welcoming.

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How might we incorporate 'fun facts' into the tour to make new employees less nervous?

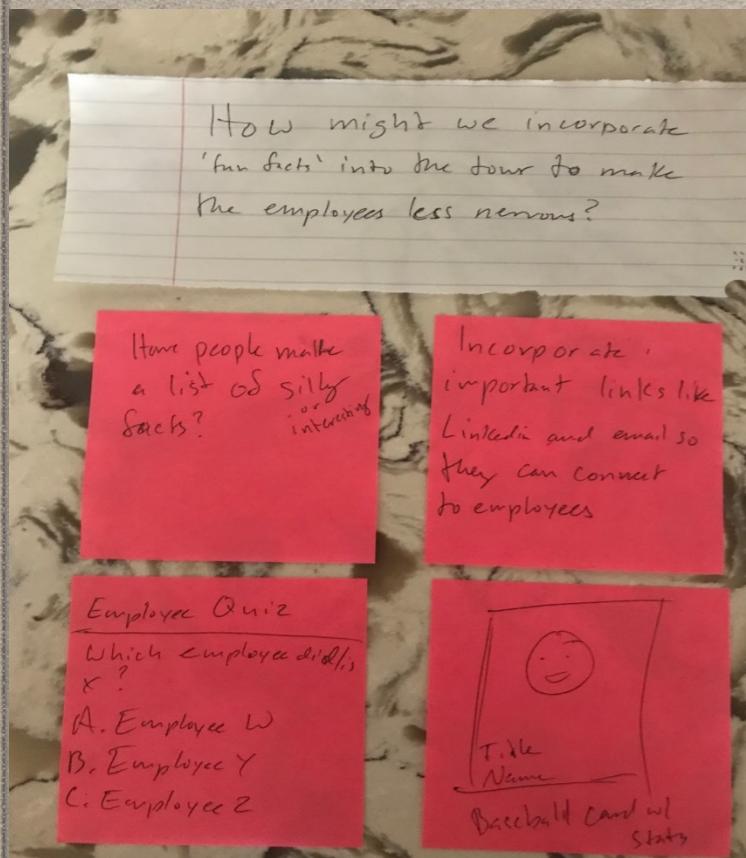
Theme: Technology

Insight: The technology needs to feel like an extension of the tour.

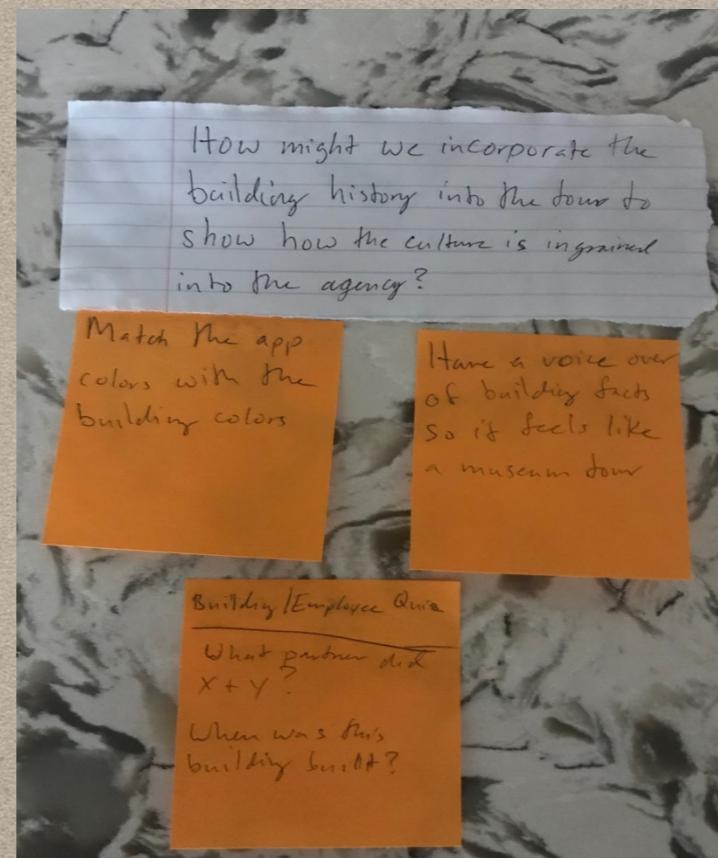
Insight: The technology needs to feel like an extension of the tour.

How might we make the AR feel more immersive and less like someone is looking at their phone and not at the building?

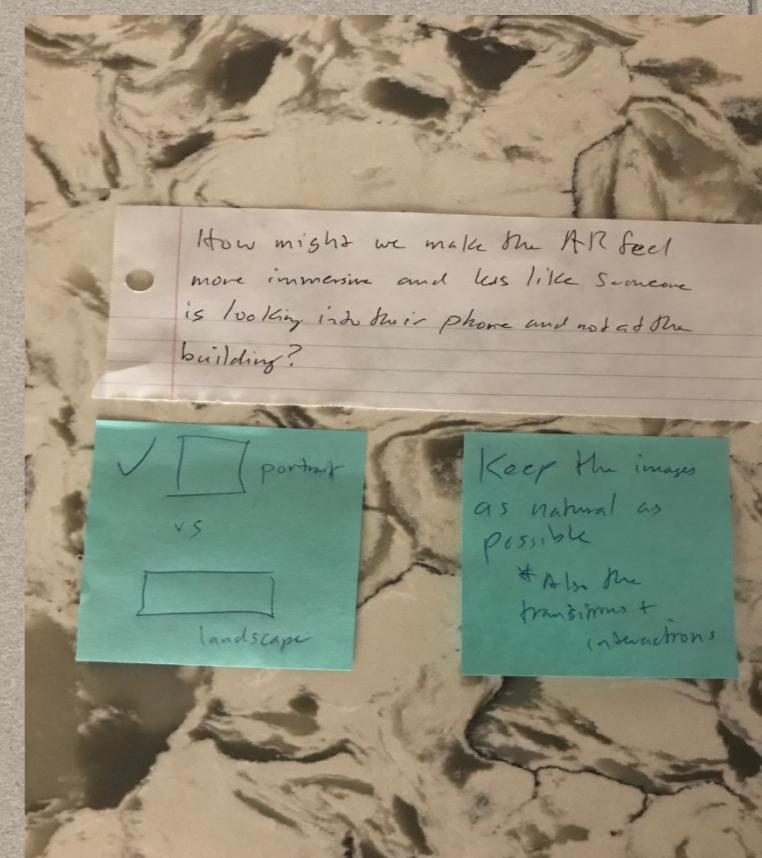
BRAINSTORMING IDEAS



For the first how might we question, these were the results of the brainstorm. The best idea to come out of this session was the baseball card for each employee.



For the second how might we question, these were the results of the brainstorm. The best idea to come out of this session was to have a voice over of building facts during the tour.

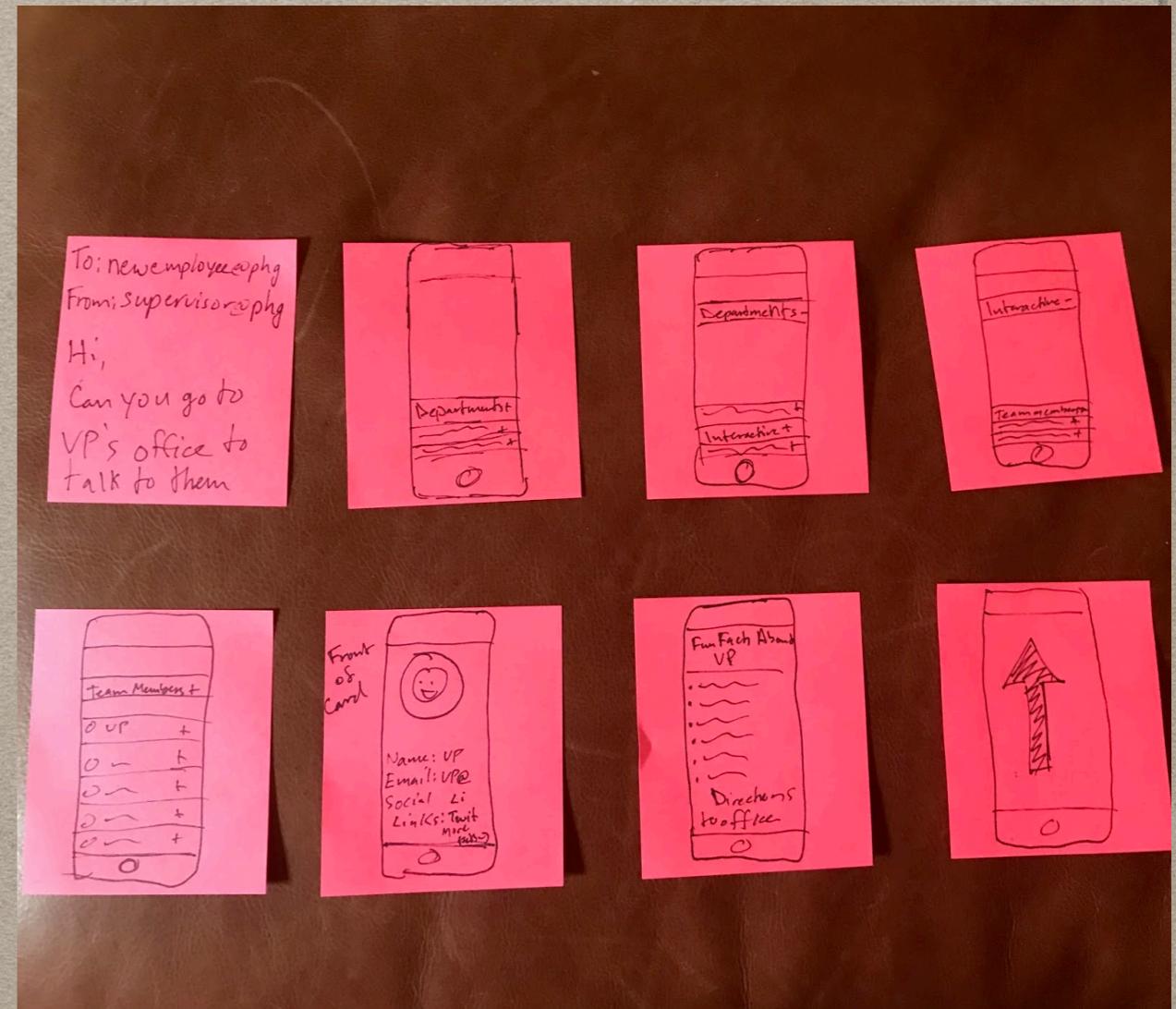


For the third how might we question, these were the results of the brainstorm. The best idea to come out of this session was to keep the phone in portrait mode to make the AR feel natural.

STORYBOARD OVERVIEW

The storyboard was created to simulate what it would be like for an employee to use the app to learn some facts about the VP (in this case) they were going to meet, and then get directions to the VP's office.

Here you can see that there are four steps before the user reaches the employee card, which should be looked at in the future. This might be too many and could deter someone from using the app.



PROTOTYPE AND QUESTIONS

First Iteration

John Smith

Interactive Department

Interactive Developer



id@pinckneyhugo.com

Directions to cube



"Two things are infinite: the universe and human stupidity; and I'm not sure about the universe."

- Albert Einstein

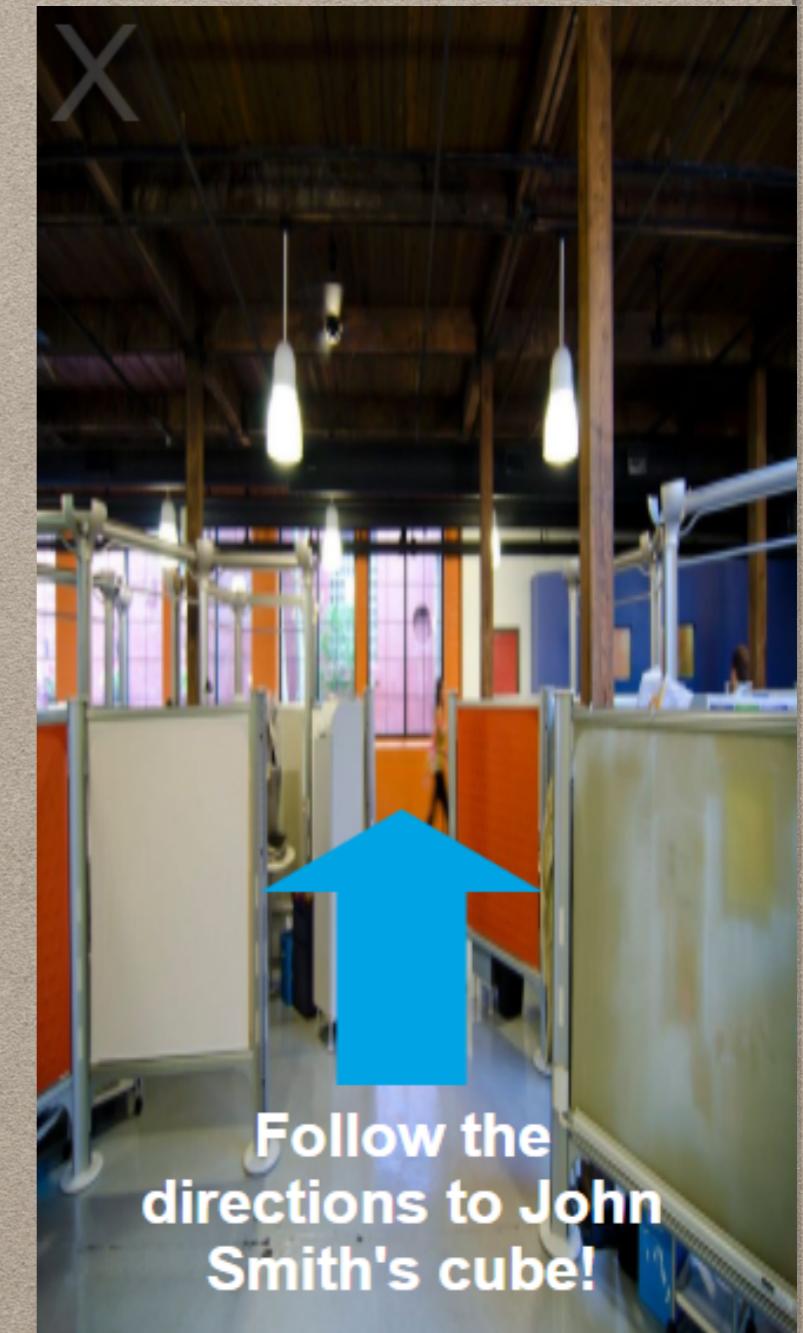
More Facts

Facts

- Interesting Fact #1
- Interesting Fact #2
- Interesting Fact #3
- Interesting Fact #4
- Interesting Fact #5
- Interesting Fact #6
- Interesting Fact #6
- Interesting Fact #7
- Interesting Fact #8

G-chat with John Smith

Directions to cube



QUESTIONS

The questions that I was looking to answer were:

- 1.) Can people find the directions in an easy manner?
- 2.) Is the app presented in an intuitive manner?
- 3.) Is there anything that the participant did not like about the app?
- 4.) Is there anything that the participant liked about the app?
- 5.) Would the participant want to add or get rid of anything to/from the app?

USER TESTING SESSION #1

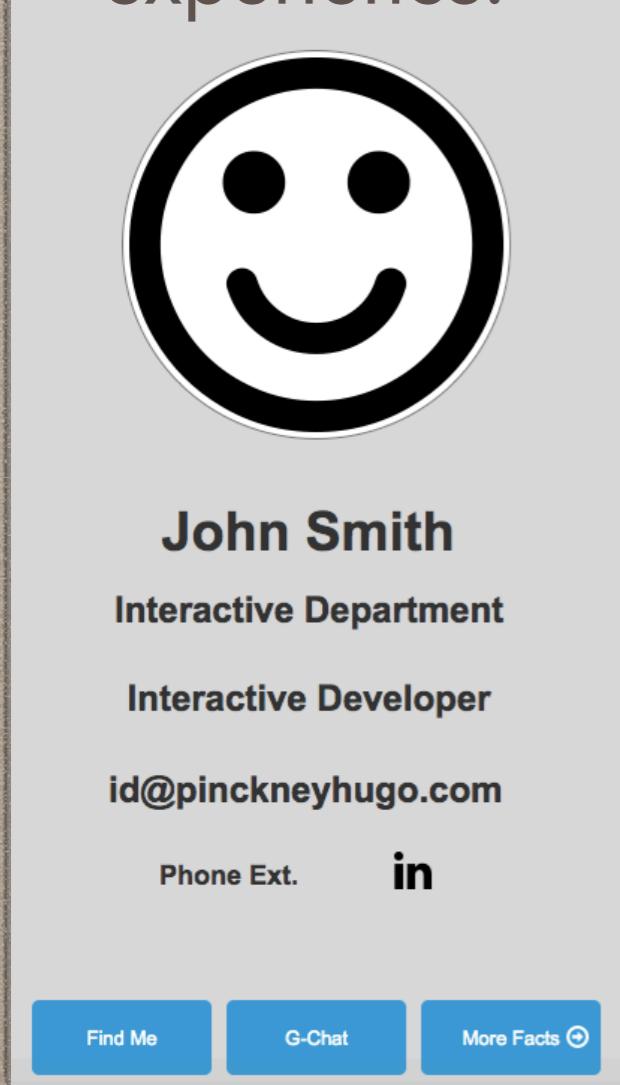
There were two tasks that were tested for in this session. Could the participant find an interesting fact about the employee, then find the directions to their office. The participant accomplished these tasks in 16.90 seconds and did not get lost or confused during the process. He spent some time exploring the whole app, which led to a slightly slower time. The results of the survey were overall positive. The participant felt that the information flowed well, he liked the idea of the app and what it could be used for. The one thing that he found a problem with was that there was the link that said G-chat, but nothing happened when the link was clicked. All of my questions were answered and I had changes to make for my second iteration.



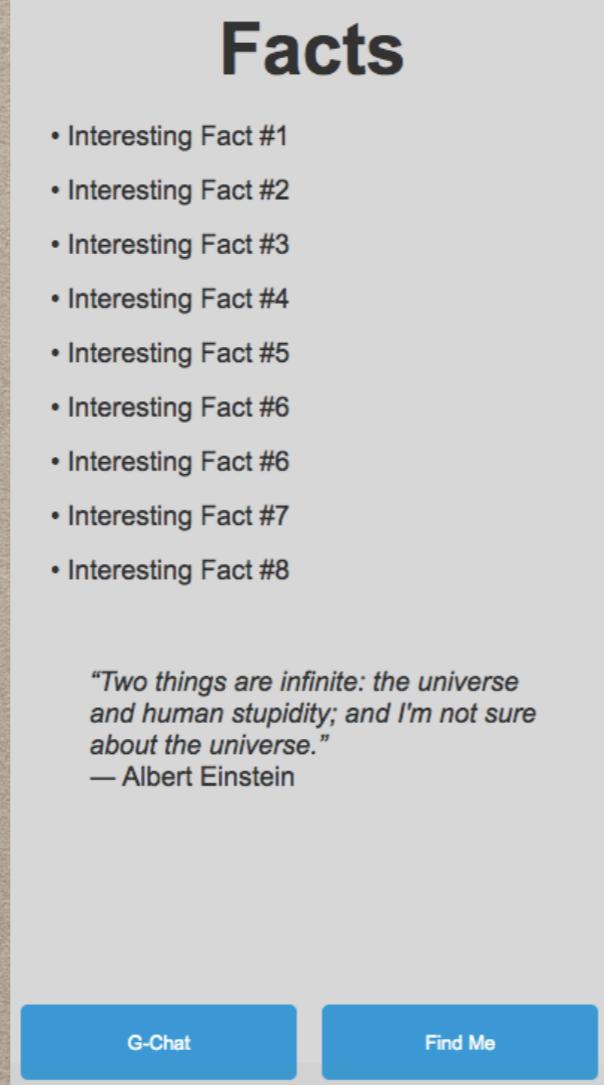
PROTOTYPE AND QUESTIONS

Second Iteration

The second iteration of the prototype was focused on creating a better flow of information by including all relevant information together as well as creating the g-chat function to simulate the full experience.

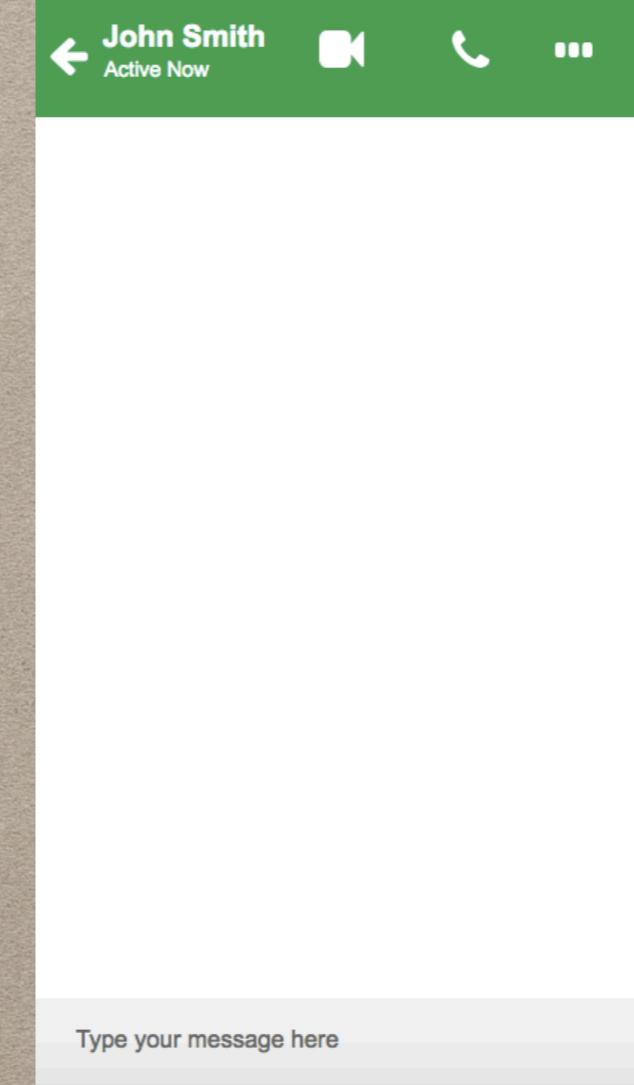


A user profile card for John Smith. It features a large circular icon with a smiling face. Below the icon, the name "John Smith" is displayed in bold black font, followed by "Interactive Department" and "Interactive Developer". An email address "id@pinckneyhugo.com" and phone number "Phone Ext. [redacted]" are also listed. Social media links for LinkedIn ("in") and GitHub ("G-Chat") are present. At the bottom are three blue buttons labeled "Find Me", "G-Chat", and "More Facts ⊕".

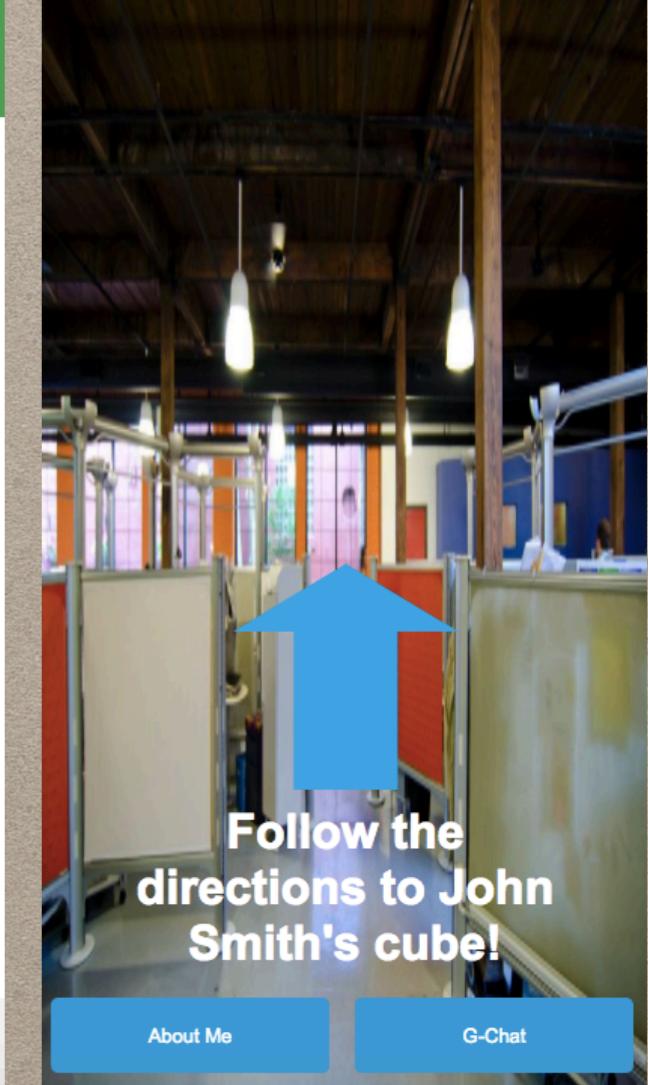


A facts page titled "Facts" which lists eight interesting facts. Below the list is a quote by Albert Einstein: "Two things are infinite: the universe and human stupidity; and I'm not sure about the universe." — Albert Einstein. At the bottom are two blue buttons labeled "G-Chat" and "Find Me".

- Interesting Fact #1
- Interesting Fact #2
- Interesting Fact #3
- Interesting Fact #4
- Interesting Fact #5
- Interesting Fact #6
- Interesting Fact #6
- Interesting Fact #7
- Interesting Fact #8



A G-Chat interface showing a conversation with "John Smith" who is "Active Now". The interface includes video, audio, and message icons. A text input field at the bottom says "Type your message here". At the bottom are two blue buttons labeled "About Me" and "G-Chat".



QUESTIONS

The questions that I was looking to answer were:

- 1.) Does the update create a better flow as compared to the first prototype?
- 2.) Does the participant feel that there is use for this app for new employees?
- 3.) Is there a must have feature that is included or not included in this iteration?
- 4.) Is there anything that the participant feels the app could do without?
- 5.) How satisfying is the new iteration?

USER TESTING SESSION #2

The same two tasks that were tested for in this session. Could the participant find an interesting fact about the employee, then find the directions to their office. This participant accomplished these tasks in 18.95 seconds and did not get lost or confused during the process. He spent some time exploring the whole app, which led to a slightly slower time. The results of the survey were mixed. This participant felt that the information did not flow well, but he saw feasibility of the app and what it could be used for. He believed that this would be good for new employees, and he wished that he had it as a new employee.



FUTURE ITERATIONS

For future iterations of this prototype, I would like to build out a bigger experience that includes starting from the absolute beginning. The beginning would be when the user types in the URL for this app and it brings them to the home screen. I am curious how many steps would be optimal for the user to not feel taxed going screen to screen. I also want to learn what the best layout for those screens would be. The reason that they were not included in this prototype was due to time constraints. My participant did not have much free time to test the app during work so having four screens max and focusing on the baseball card aspect was going to deliver the best results. I would also like to see what a floating arrow would look like for the direction phase and if it would translate in the way I am imagining.