



# ECHO BOOST

ELEVATE PERFORMANCE. AMPLIFY FEEDBACK. TRANSFORM RESULTS.

MONIKA WASYLAK

27TH OF APRIL, 2024

# TABLE OF CONTENTS

INTRODUCTION	3
BACKGROUND	3
Market	5
Demographics	6
Competition	6
Challenges	7
Privacy	7
USER-CENTERED DESIGNS	7
Empathy Maps	8
Personas	12
Storyboards	15
ECHO BOOST PROTOTYPE	17
IMPLEMENTATION PLAN	22
INNOVATION	23
Theoretical Justification	24
Business Justification	24
CONCLUSION	26
WORKS CITED	27

## **INTRODUCTION**

Echo Boost is an innovative feedback and performance management application designed to transform how individuals and teams track, analyze, and enhance their performance in various aspects of work and personal life. With its user-friendly interface and powerful analytics capabilities, Echo Boost provides users with a comprehensive platform to solicit feedback, set goals, and monitor progress effectively for both personal and business use. In addition, it will relate empathy learning and practices, ethical practices, learning and development courses, coaching, and so much more into everyday life. By integrating advanced data analytics and machine learning algorithms, Echo Boost offers personalized insights and recommendations tailored to each user's specific needs and objectives.

The application's existence stems from the recognition of the critical role feedback and performance evaluation play in personal and professional development. Echo Boost addresses the limitations of traditional feedback mechanisms by offering real-time feedback loops and actionable insights, empowering users to make informed decisions and improvements continuously. Whether it's optimizing individual productivity, fostering team collaboration, or refining leadership skills, Echo Boost serves as a catalyst for growth and achievement, ultimately helping individuals and organizations reach their full potential in today's fast-paced and competitive environment.

## **BACKGROUND**

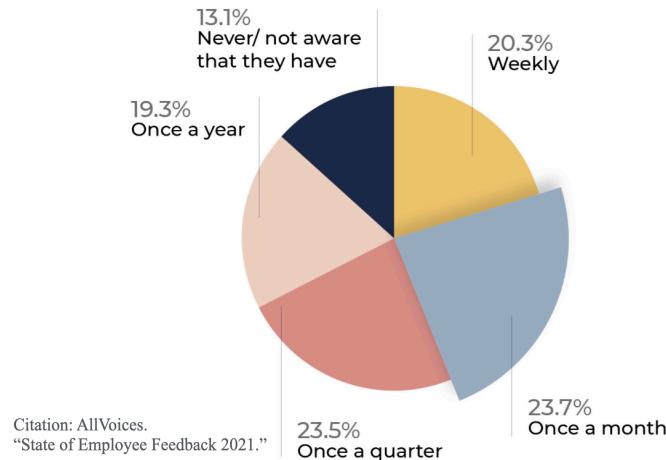
Echo Boost's mission and slogan is to evaluate performance, amplify feedback, and transform results. When it comes to feedback, it "is a vital part of any leader's skillset. Project managers, team leaders, teachers, coaches develop this skill over the course of their careers. Not just giving feedback, but also receiving it is essential for efficiently sharing information within teams and groups" (Pilipenko). Therefore, to make Echo Boost's fundamental essence shine, its fusion with potent analytical capabilities, enabling users to monitor, scrutinize, and elevate their performance has to cross all diverse spheres of life. Whether it's work-related goals or personal aspirations, Echo Boost plans to provide a comprehensive platform for everything all-in-one.

Feedback plays a crucial role as it ensures everyone remains aligned and focused on their objectives. In Pilipenko's article, one of the 7 benefits as to why feedback is important is that it keeps everyone on track (Pilipenko). One of Echo Boost's key features is its ability to seamlessly integrate empathy learning and practices, ethical considerations, learning and development courses, coaching, and more into real-life scenarios. By bridging the gap between theory and application, Echo Boost ensures that users not only receive guidance but also have the tools to implement insights into their daily lives. This holistic approach fosters a culture of continuous improvement and personal growth, transcending traditional feedback and performance management systems.

Echo Boost distinguishes itself by delivering personalized insights and recommendations tailored to each user's unique needs and objectives. Through sophisticated analysis of user data and behavior patterns, Echo Boost can offer targeted suggestions for improvement, helping

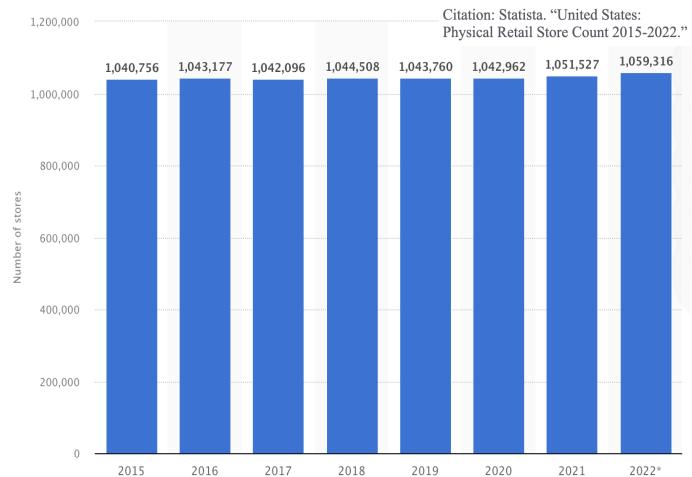
individuals and teams optimize their performance more effectively. Research says that “on March 29, 2021, [AllVoices] surveyed 817 individuals from the US who are employed full time, to ask them about the feedback programs at their workplace, if they’ve ever given feedback, and ways employers can improve employee feedback” (AllVoices).

#### How often does your employer ask for feedback from employees?



The chart to the left shows that out of 800+ companies, 13.1% do not get feedback or are not aware they had an option to do so and only 19.3% receive feedback and analysis of their performance once a year. That is a combined 32.4% of employees that get little to no feedback. Let's scale that to the amount of brick and mortar companies there were in 2021 showcased in Statistica's findings below; by calculation,

that means 340,700 out of 1,051,527 stores across the United States are lacking the proper feedback necessary to be successful. Therefore, it is Echo Boost's mission to go beyond mere performance tracking by fostering a culture of accountability and growth. Through its interactive features, users can engage in ongoing dialogue with peers, mentors, and coaches, facilitating meaningful exchanges of feedback and insights. “Feedback promotes honesty and trust [and] often involves criticism, which is something most people aren’t comfortable with. But when given in the right way, it can help them evolve” (Pilipenko). Hence why this collaborative approach would not only strengthen relationships within teams but also promote a collective commitment to continuous improvement. By creating a supportive ecosystem where feedback is valued and utilized constructively, Echo Boost can cultivate an environment where individuals and teams can thrive and achieve their goals with confidence.



In essence, Echo Boost represents a paradigm shift in how feedback and performance management can and will be approached, offering a dynamic and adaptive platform that evolves with the user. By combining user-friendly design, powerful analytics, and personalized recommendations, Echo Boost empowers individuals and teams to unlock their full potential, both professionally and personally. Whether striving for career advancement, personal fulfillment, or a combination of both, Echo Boost provides the tools and insights needed to thrive in today's rapidly evolving landscape.

## MARKET

In 2023, the market for employee engagement software experienced notable expansion driven by widespread digitization and increased integration of cutting-edge technologies such as AI (artificial intelligence) and ML (machine learning). This growth was further propelled by the widespread utilization of smartphones and tablets (MarketResearch.Biz). As specified by MarketResearch.Biz in their news release, “the growing demand for managing work culture propels organizations to employ software solutions for monitoring, assessing, and enhancing employee engagement. Companies providing comprehensive tools for culture management are well-positioned for significant expansion.” The markets that would be fruitful for Echo Boost to pertain to would be:

**By application:** small, medium and large enterprises

**By component:** onboarding, training, collaboration, reward, recognition, achievement, actionable insights, action planning, learning and development courses, coaching, and personal growth

**By industry:** IT companies, corporation professionals, entrepreneurs, educational sectors, and individuals with a growth mindset

**By geography:** United States and then expand to other countries once there is traction of the application

In the corporate sector, large corporations and startups alike are increasingly recognizing the importance of regular feedback and performance evaluations in driving employee engagement, productivity, and retention. HR departments often seek such tools to streamline performance appraisal processes, identify skill gaps, and facilitate constructive dialogues between managers and employees.

In the entrepreneur sector, entrepreneurs often wear multiple hats and juggle various responsibilities, making it crucial to stay organized and focused on key objectives. Whether they are seeking investment, scaling their ventures, or navigating challenges in a competitive market, entrepreneurs rely on feedback and performance applications to evaluate their strategies, adapt to changing circumstances, and drive business growth.

In the education sector, teachers can use the application to evaluate student assignments, monitor classroom participation, and identify areas where additional support is needed. This is where feedback and performance applications help educational institutions streamline administrative tasks related to grading, reporting and receiving self-evaluations.

This section is the most important as this is what would differentiate Echo Boost from most competitors. For individuals who want to pursue a growth mindset, Echo Boost serves as an invaluable tool for personal development and self-improvement. Whether they are seeking to enhance their professional skills, achieve personal goals, or cultivate positive habits, offering features such as goal-setting, progress tracking, and feedback loops supports their journey towards their development. By providing actionable insights, encouragement, and accountability, Echo Boost wants to empower individuals to overcome challenges, learn from failures, and continuously strive for excellence in all aspects of their lives. As the concept of lifelong learning

gains traction and people seek ways to unlock their full potential, the market for feedback and performance applications catering to individuals with a growth mindset is poised for significant growth and innovation.

## DEMOGRAPHICS

As mentioned above in the market section, the demographic includes those in the field of running a business such as entrepreneurs in start-ups, professionals such as managers to employees, leaders to managers, coaching professionals, educational institutions, and those who want to learn to perform better. The types of individuals that would download and purchase Echo Boost would be in the age range of 28 to 45. We also will consider in the future those who are in organizations who will have employees under their subscription tied to their business account (age range may range). These individuals will have a motivation for growth, have technology proficiency, and depend on occupation and position within their business or organization.

## COMPETITION

On Software Advice's review site, a few reviews were seen stated about 15Five that showed a true light of what differences Echo Boost would strive for. It has come to our attention that 15Five makes their users sign a contract. A consumer has said, "if you ask them to prorate your usage based on needing to pause 15Five, they will say that it is impossible. They will point to some fine print in their contract. When you consult the contract, the said fine print is actually not there. They will then find a separate fine print contract linked somewhere in their terms" leading to unresolved issues (Software Advice). They also mentioned that their customer service is poor. Another consumer mentions that they try to teach leaders to "human" rather than help them create and build relationships with their employees towards success. A separate review also noted that they showcase a lot of shiny objects, but proved to be useless and have simple triggers that could be easily set up on an application such as Slack. This provides insights into the type of application Echo Boost plans to avoid.

Additionally, 15Five seems to lack in the learning and development department for their users. 15Five supports goal-setting and feedback more than anything. Therefore, features for learning and development, such as personalized training recommendations, skills assessments, or integration with learning management systems (LMS) would be an area where Echo Boost would flourish in being different and unique.

While 15Five provides a platform primarily focused on weekly check-ins and performance reviews and facilitates communication between managers and employees, Echo Boost goes beyond these basic functionalities by empowering individuals to thrive and achieve their goals with confidence. Therefore, in comparison to its competitor 15Five, Echo Boost plans to offer a more holistic and impactful solution in the realm of feedback and performance management.

## CHALLENGES

Some main challenges that would arise in the creation of Echo Boost are obtaining app adoption, standing out from the competition, working with the wrong team of developers, designers and marketers, compatibility issues with some devices, battery consumption and functionality, and ensuring security throughout the app development process and when it is live for users (MindInventory). Convincing organizations and individuals to adopt a new feedback and performance application can be challenging, especially if they are accustomed to existing tools or processes. Entering a market already populated with established players can be intimidating. Building a strong platform that can handle various functionalities such as real-time feedback, goal tracking, and performance analytics requires a strong technical infrastructure and a skilled development team. Handling sensitive employee data necessitates strict adherence to data protection regulations and powerful security measures to safeguard against breaches or misuse of information.

## PRIVACY

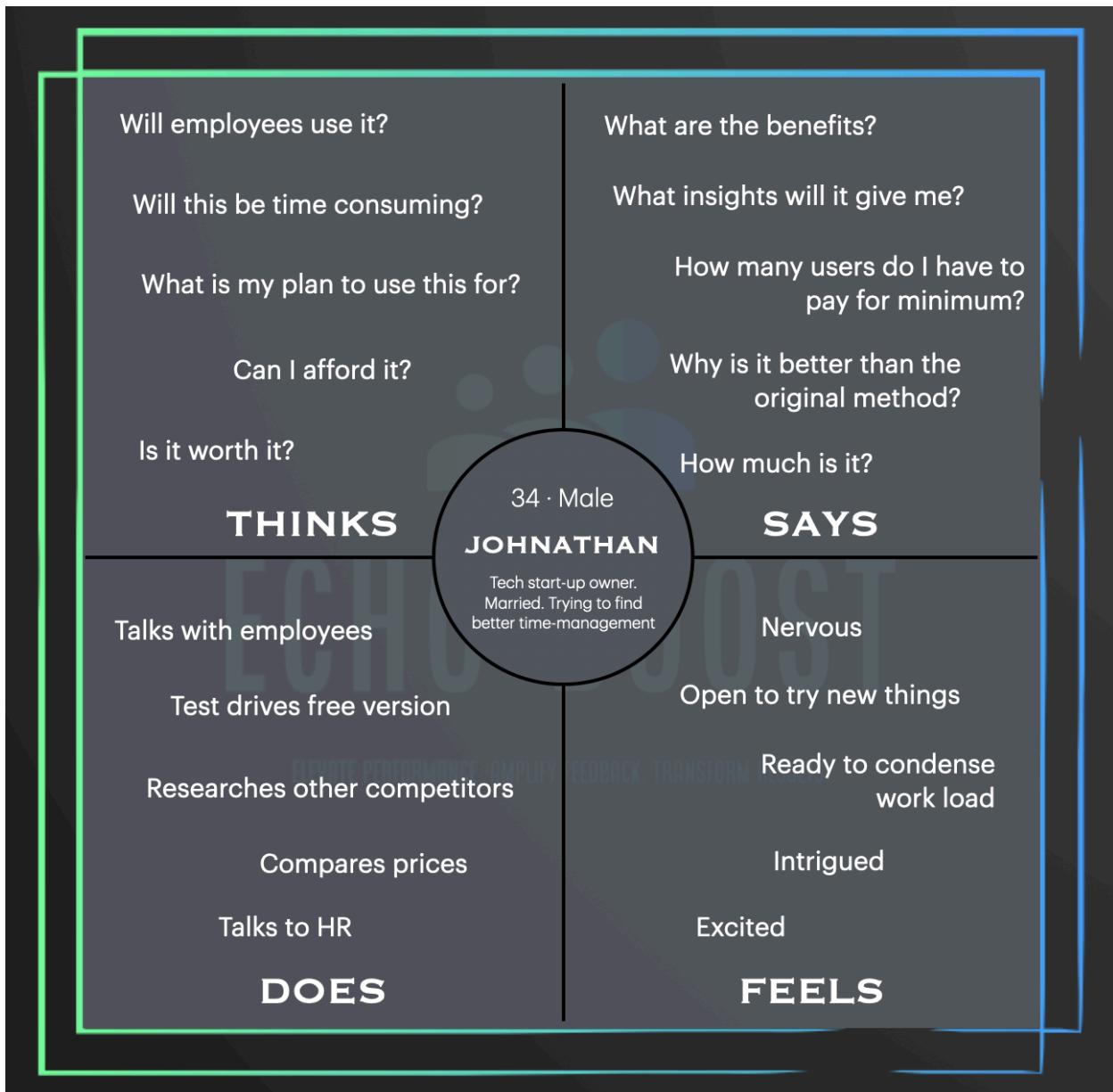
Echo Boost wants to ensure the privacy of users with the use of its application. Transparent policies regarding data collection, storage, and usage will reassure users of their confidentiality, fostering trust and confidence in the platform's commitment to safeguarding their personal and professional information. Seeing that Echo Boost will be providing service from large to small businesses, it wants to keep that privacy solely for the user and be a benefit, not a nuisance. For that reason, Echo Boost would not sell customer data to ensure overall success and sustainability and would accomplish this by prioritizing transparency, consent, security, and accountability to respect and protect their privacy.

## USER-CENTERED DESIGNS

Seeing the scarcity of such a specialized application underscores the necessity for tailored solutions that meet the evolving needs of individuals and organizations in today's dynamic work environments. User-centered designs such as empathy maps, personas, and storyboards can be especially essential in the development of an application such as Echo Boost as it provides invaluable insights into the nuanced needs, challenges, and aspirations of potential users. By understanding user perspectives, it can identify key pain points in existing feedback processes and tailor solutions to address them effectively. This user-centric approach not only ensures that the application meets functional requirements but also resonates with users on an emotional level, enhancing adoption and long-term engagement. Through these three designs, the team can create a more intuitive and user-friendly interface, fostering seamless communication and collaboration among users. Ultimately, by empathizing and connecting with users, and designing solutions that speak to their needs and motivations, a feedback and performance application such as Echo Boost can significantly impact all types of individuals.

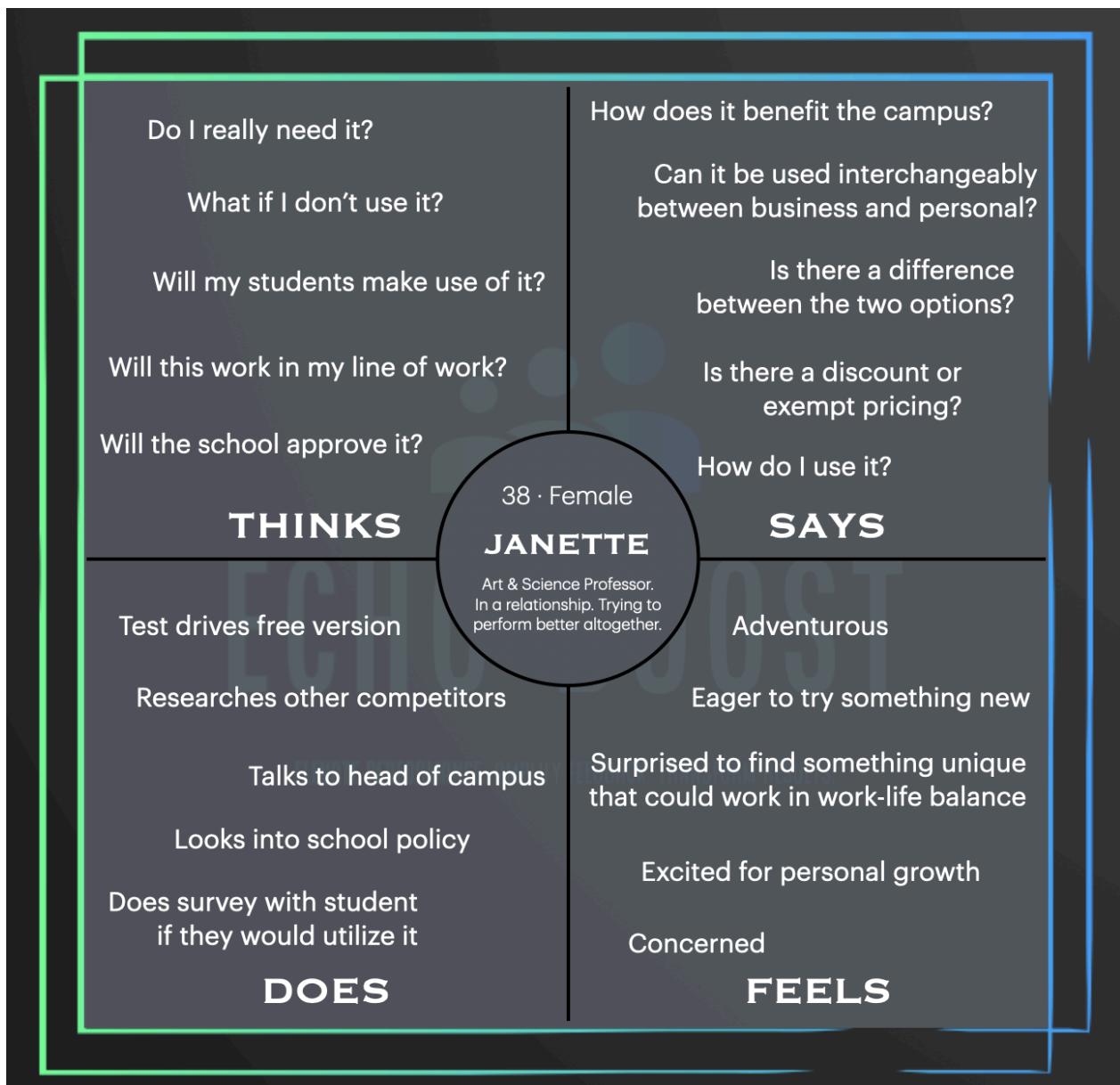
## EMPATHY MAP 1

Jonathan, a married 34-year old male, who is a technology start-up business owner is trying to find better ways to manage time in his very erratic life. His business is growing and keeping up with old methods has become time consuming and is noticing some slack from his employees due to not giving feedback and performance appraisals in a timely manner. Johnathan is ready to condense his work load by using Echo Boost to help ease the mundane work along with boosting goals, focusing on growth of his team, his personal life, and the growth of the business, and fitting in more time with his wife.



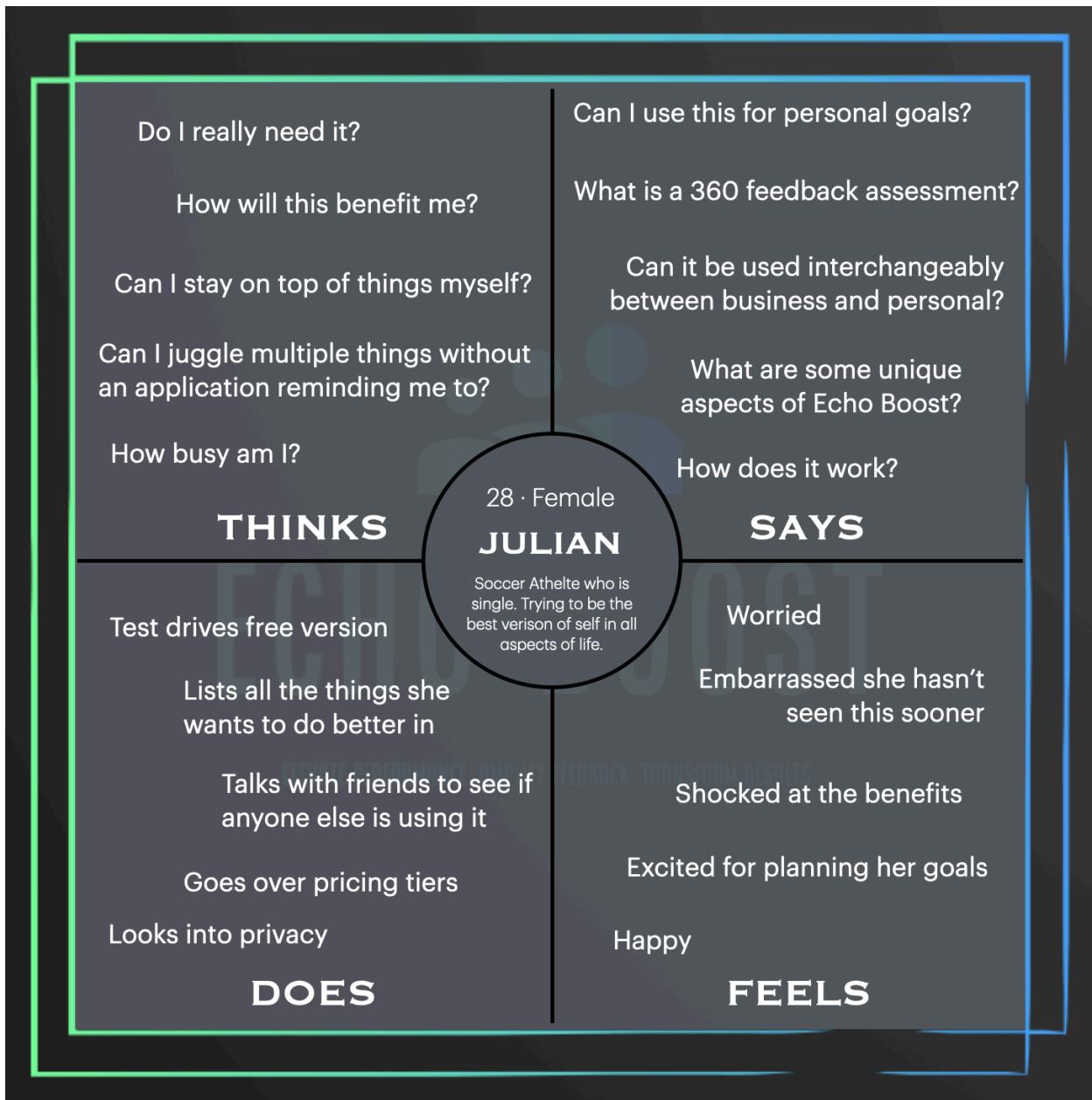
## EMPATHY MAP 2

Janette, an art and science professor who recently got into a relationship is trying to perform better altogether in all aspects of her life. She struggles with work-life balance and would really benefit from something that could also provide her a path towards personal growth. Much to her surprise, she found a unique app that could work in both settings and give her the balance she so desperately seeks. Janette is eager to try this new app called Echo Boost as the head of her college campus approved the use of it across the board, staff, students and personal use with limitations based on budget and partial out of pocket expense.



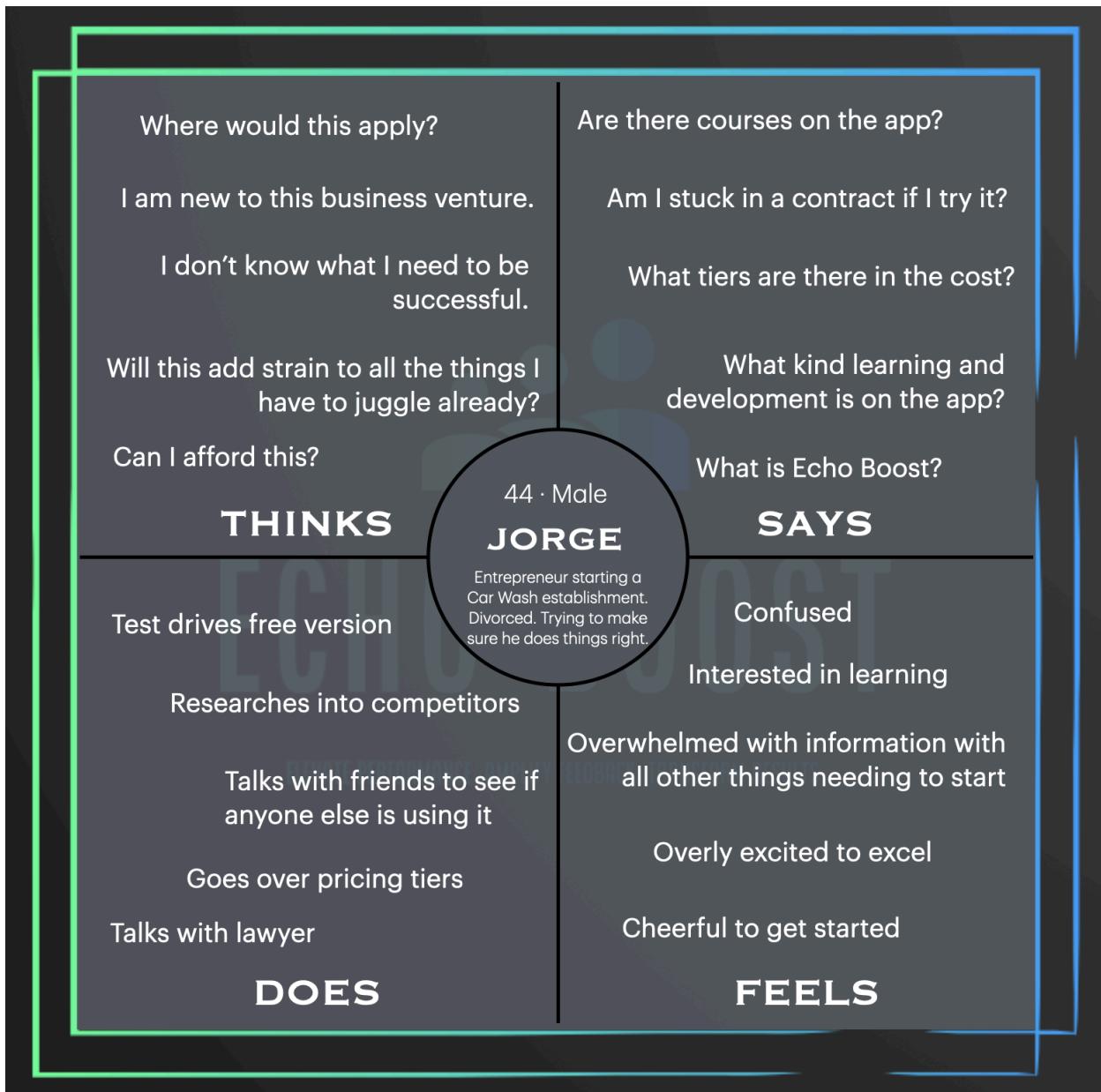
### EMPATHY MAP 3

Julian, a soccer athlete who is single and enjoying life, is trying to become the best version of herself in all aspects of life. She has poor time-management skills and as much as she thinks she wants to get all these things done, she ends up only doing 30% of her passions without consistency. When she researches how to do things better, she is embarrassed that she hasn't seen there were options sooner. She is happy to learn about the 360 feedback assessment and utilize it in her day-to-day activities. She decides that Echo Boost would benefit her in the long run.



## EMPATHY MAP 4

Jorge, an entrepreneur who is starting a new car wash establishment due to his recent divorce. He wants a fresh start in life. He is trying to make sure he does things right this time by making sure everything is documented where all T's are crossed and I's are dotted. He is really confused and overwhelmed by the amount of work it is taking to get his business off the ground and is questioning everything because he doesn't know what he is doing. He is interested in learning and finding something that gives him learning and development opportunities as he continues throughout his journey. He is cheerful to get started with Echo Boost as his friends have put in a good word about its efficiency and effectiveness.



## PERSONA 1

**JOHNATHAN BEAU**

👤 34 🏡 Married 💼 Tech Company CEO 📍 Los Angeles, CA



*If you're going to say what you want to say, you're going to hear what you don't want to hear.*

**BIOGRAPHY**  
Runs a start-up business and has trouble staying on top of progress happening within the company and his employees.

**WANTS & NEEDS**  
Able to personalize checklists and feedback appraisals.  
Easy tracking of progress.

**FRUSTRATIONS**  
Doesn't have a cohesive strategy to do feedback analysis with his team.  
Boring and out-dated methods.

**MOTIVATIONS**

- Incentive
- Achievement
- Growth
- Power

**RECREATIONAL**

 25%	 10%
 55%	 10%

**WHAT CAN WE DO?**

- User-friendly interface
- Actionable insights
- Monitor progress effectively

**FAVORITE BRANDS**





ECHO BOOST  
ELEVATE PERFORMANCE. DISPLAY FEEDBACK. TRANSFORM RESULTS.

## PERSONA 2

**JANETTE LOWELL**

👤 38  
 🏡 Relationship  
 💼 College Professor  
 📍 Houston, TX



"Failure is constructive feedback that tells you to try a different approach to accomplish what you want."

**BIOGRAPHY**  
Loves to teach the arts and science to her students, but is having trouble measuring personal and student performance.

**WANTS & NEEDS**  
Able to personalize performance analysis for continuous improvement.  
Wants new perspective.

**FRUSTRATIONS**  
Her feedback to students is not being comprehended.  
There is no balance between work-life development.

**MOTIVATIONS**

- Incentive
- Achievement
- Growth
- Power



**RECREATIONAL**

 42%	 35%
 13%	 10%

**WHAT CAN WE DO?**

- Bring synergy to all areas of life
- Action planning to achieve balance
- Maximize potential

**FAVORITE BRANDS**







**ECHO BOOST**



ELEVATE PERFORMANCE. AMPLIFY FEEDBACK. TRANSFORM RESULTS.

## PERSONA 3

**JULIAN BAZIEL**

👤 28  
 🏡 Single  
 💼 Soccer Athlete  
 📍 Boston, MA



**BIOGRAPHY**

Enjoys the finer things in life and wants to be the best version of herself in all aspects of her life.

**WANTS & NEEDS**

A holistic approach that fosters personal growth and doesn't require tedious contracts.

To elevate her performance.

**FRUSTRATIONS**

Doesn't stay on top of L&D courses as good as she'd like.

Hasn't found an application that doesn't sell her information.

**MOTIVATIONS**

- Incentive
- Achievement
- Growth
- Power



**RECREATIONAL**

 52%	 10%
 5%	 33%

**WHAT CAN WE DO?**

- Safeguarding information
- Cultivate positive habits
- Provide coaching & learning courses

**FAVORITE BRANDS**









ELEVATE PERFORMANCE. AMPLIFY FEEDBACK. TRANSFORM RESULTS.

## STORYBOARD SCENARIO 1

The user is becoming frustrated that he can't keep up with all the growing paperwork because he has to attend to other duties that he is involved in. He is eager to find a solution and to his surprise he finds Echo Boost that performs exactly what he needs on both devices. He is intrigued at the low cost and is ecstatic that Echo Boost gives him more than he needs to allow him to maximize his efforts in other areas of his business.

### STORYBOARD SCENARIO #1 FOR ECHO BOOST BEING DISCOVERED



Johnathan is frustrated and annoyed that he can't seem to keep up with all the growing paperwork in his start-up.



He is struggling because everything is starting to pile up and overwhelm him with all the other duties he must attend to as CEO.



Johnathan is eager to find a solution that would condense his workload, ease his mind, and keep his staff on track.



To his surprise, he finds an app called Echo Boost that performs on both a mobile device and computer.



He is intrigued that there is a solution for a low cost per user for as many employees as he wants including many other features.



Johnathan is ecstatic that Echo Boost gives him more than he needs allowing him to maximize his time spent on other areas of his business.

## STORYBOARD SCENARIO 2

The user heads home after a long day to realize she has little life-work balance. She asks some colleagues if they are aware of any solutions. To her surprise, she lands on finding Echo Boost providing her an all-in-one solution and takes it straight to the board on campus to gain its approval. She is excited and eager to share Echo Boost as it has made a dramatic change in her life not only professionally, but personally as well.

### STORYBOARD SCENARIO #2 FOR ECHO BOOST BEING DISCOVERED



Janette goes home after a long day and realizes she needs to find a way to balance her work and personal life.



She asks around some friends, co-workers and students if they know of any solutions they found and asks to help her narrow it down.



To her surprise, she finds Echo Boost to be an all-in-one solution for both settings.



She takes it to the board on campus to see if it is within policy to get approved and used by all staff and students.



Janette is excited as she has already tried the free basic trial and has seen a dramatic change in balance to fit in her passions.

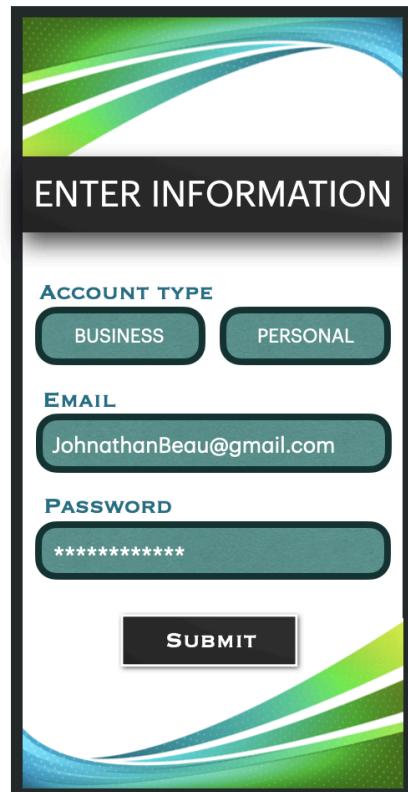


Janette is eager to share Echo Boost as a new form of giving real time feedback and personalizing it to each one of her students.

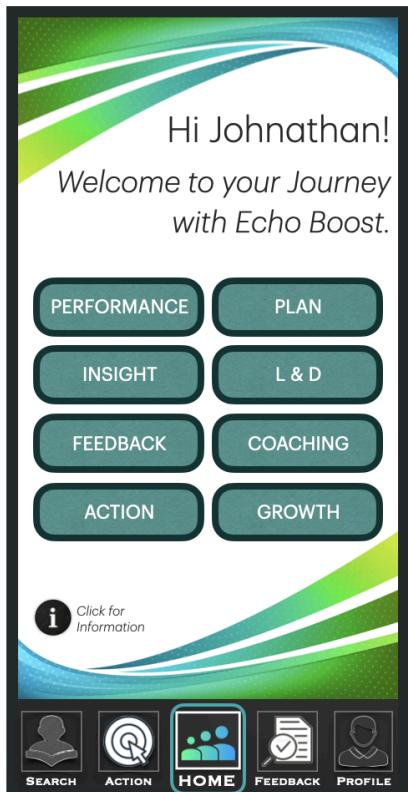
## ECHO BOOST PROTOTYPE



The main page features a dark header with the Echo Boost logo and a sub-header: "SERVE PERFORMANCE, IMPROVE FEEDBACK, TRANSFORM RESULTS". Below this is a light gray section containing two buttons: "SIGN IN" and "CREATE ACCOUNT". The background has a subtle green and blue gradient wave pattern.



The "ENTER INFORMATION" page has a black header. It includes fields for "ACCOUNT TYPE" (with "BUSINESS" and "PERSONAL" options), "EMAIL" (containing "JohnathanBeau@gmail.com"), and "PASSWORD" (containing a masked password). A "SUBMIT" button is at the bottom.



The "HOME PAGE" displays a welcome message: "Hi Johnathan! Welcome to your Journey with Echo Boost." Below this are six rounded rectangular buttons arranged in a 2x3 grid: "PERFORMANCE", "PLAN", "INSIGHT", "L & D", "FEEDBACK", "COACHING", "ACTION", and "GROWTH". At the bottom are five icons with labels: "SEARCH" (user profile), "ACTION" (question mark), "HOME" (two people), "FEEDBACK" (checkmark document), and "PROFILE" (person icon). A small info icon with the text "Click for Information" is also present.

**MAIN PAGE:** Here is the focal page after one downloads the application and either logging-out or canceling membership. We are going to base this prototype as a business account.

**ENTER INFORMATION:** If one does not have an account, they simply choose what type of account it will be used as, email and password, and press enter to access basic free version before purchasing their tier.

**HOME PAGE:** From here is the welcome page. An information click at the bottom to help guide a new user instead of forcing a tutorial. Each button selection leads to the areas the app tailors to.

## PROTOTYPE CONTINUED

## COACHING

### SALES COACHES



JESSICA MADINA  
15 years experience

*Build stronger relationships, improve problem solving, drive consistent sales success.*

### AI-ASSISTED SALES COACHES



MICHAEL TIMMONS  
4 years experience

*Reduce workloads, gain insight into the skills and behaviors that set top-performers apart.*

[Q Sales Coaching](#)

[SEARCH](#) [ACTION](#) [HOME](#) [FEEDBACK](#) [PROFILE](#)

## PROFILE

- [Settings](#)
- [Edit Profile](#)
- [User Access](#)
- [Send Message](#)
- [Notifications](#)
- [Activity Log](#)
- [Terms of Service](#)
- [Privacy Policy](#)
- [Help & Support](#)
- [Logout](#)

[SEARCH](#) [ACTION](#) [HOME](#) [FEEDBACK](#) [PROFILE](#)

**Key competencies we measure in this 360 assessment**

Authority & Empowerment	Communication	Innovation	Managing Change	Performance & Accountability
Makes quick, confident, and clear decisions based on limited information and empowers others to do the same.	Communicates clearly, openly, and transparently and encourages open dialogue.	Generates new ideas, tries new approaches, and challenges the status quo.	Adapts and acts as a catalyst for change.	Takes accountability and maintains a sense of urgency when driving tasks and projects to completion.
<b>Respect</b>	<b>Recognition</b>	<b>Training</b>	<b>Work Process</b>	<b>Strategic Alignment</b>
Trusts everyone with respect irrespective of rank or the situation in which they find themselves.	Recognizes others' efforts and credits them appropriately.	Provides other employees with training and development to help them reach their goals and fulfill their potential.	Continually improves how work gets done and drives greater efficiencies.	Focuses on the future and takes a strategic view of business and challenges.

Core Competencies	SELF	OTHERS	RESULTS	DIRECTION	EX KPIs
Authority & Empowerment	Communication	Recognition	Innovation	Engagement	Employee Engagement Gap
Respect	Respect	Performance & Accountability	Managing Change	Intent To Stay	
Training	Work Process	Strategic Alignment			

Add-On Competencies	SELF	OTHERS	RESULTS	DIRECTION	
Ethics	Collaboration	Customer Focus	CSR	Inclusion	Well-Being
Growth & Development	Psychological Safety	Safety	Living The Values		
Resilience	Trust				

**START 360 ASSESSMENT**

[SEARCH](#) [ACTION](#) [HOME](#) [FEEDBACK](#) [PROFILE](#)

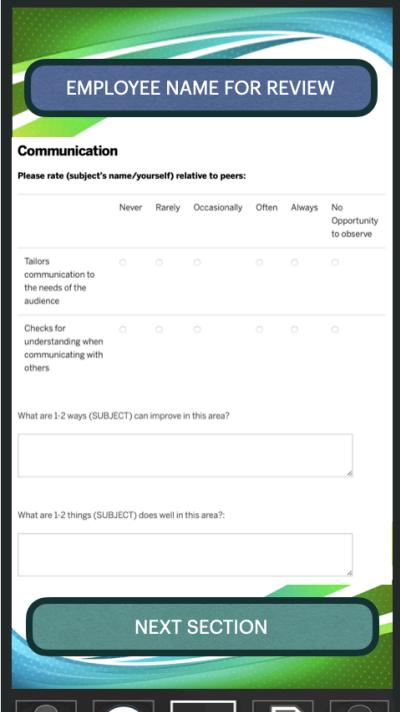
**COACHING TAB FROM MAIN PAGE:**

From the main page when clicking on the coaching tab, it brings the user to a list of the specific type of coach they are looking for. Coaches range from sales to performance, to leadership development.

**PROFILE PAGE:** This provides the users how to handle the app from adjusting settings, to what team members have access for, to app privacy policy and help & support.

**FEEDBACK PAGE:** Here is where the user gets an overview of what competencies are in Echo Boost's 360 assessment. Click "start 360 assessment" to continue.

## PROTOTYPE CONTINUED



**EMPLOYEE NAME FOR REVIEW**

**Communication**

Please rate (subject's name/yourself) relative to peers:

	Never	Rarely	Occasionally	Often	Always	No opportunity to observe
Tailors communication to the needs of the audience	<input type="radio"/>					
Checks for understanding when communicating with others	<input type="radio"/>					

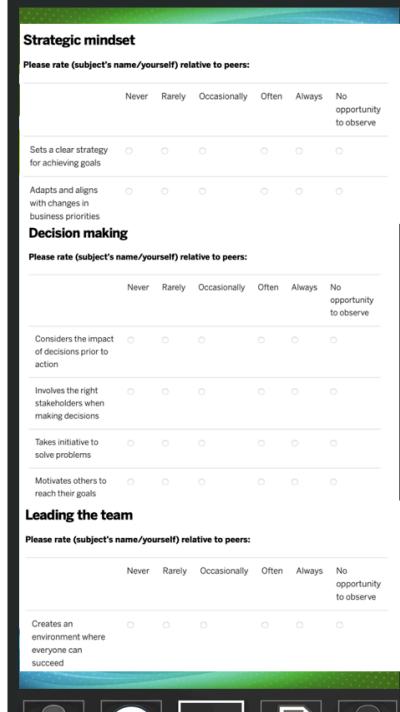
What are 1-2 ways (SUBJECT) can improve in this area?

What are 1-2 things (SUBJECT) does well in this area?

**NEXT SECTION**



**360 REVIEW IN PROGRESS:**  
User inputs employee who is in review and begins assessment per competency and continues to the next part by clicking "next section".



**Strategic mindset**

Please rate (subject's name/yourself) relative to peers:

	Never	Rarely	Occasionally	Often	Always	No opportunity to observe
Sets a clear strategy for achieving goals	<input type="radio"/>					
Adapts and aligns with changes in business priorities	<input type="radio"/>					

**Decision making**

Please rate (subject's name/yourself) relative to peers:

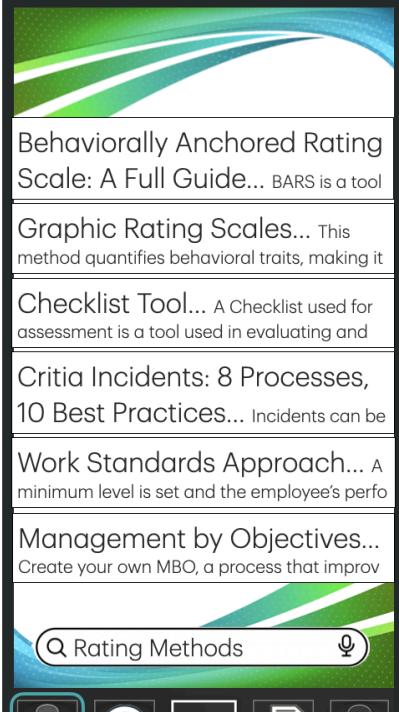
	Never	Rarely	Occasionally	Often	Always	No opportunity to observe
Considers the impact of decisions prior to action	<input type="radio"/>					
Involves the right stakeholders when making decisions	<input type="radio"/>					
Takes initiative to solve problems	<input type="radio"/>					
Motivates others to reach their goals	<input type="radio"/>					

**Leading the team**

Please rate (subject's name/yourself) relative to peers:

	Never	Rarely	Occasionally	Often	Always	No opportunity to observe
Creates an environment where everyone can succeed	<input type="radio"/>					

**CONTINUANCE OF 360 REVIEW:**  
Here the manager or supervisor will continue by scrolling through the prompts and questions to finish the 360 feedback assessment review.



**Behaviorally Anchored Rating Scale: A Full Guide... BARS is a tool**

**Graphic Rating Scales... This method quantifies behavioral traits, making it**

**Checklist Tool... A Checklist used for assessment is a tool used in evaluating and**

**Critical Incidents: 8 Processes, 10 Best Practices... Incidents can be**

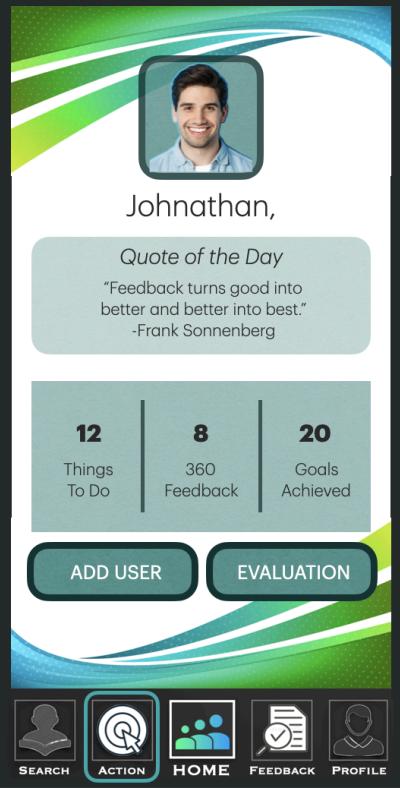
**Work Standards Approach... A minimum level is set and the employee's perfor**

**Management by Objectives... Create your own MBO, a process that improv**

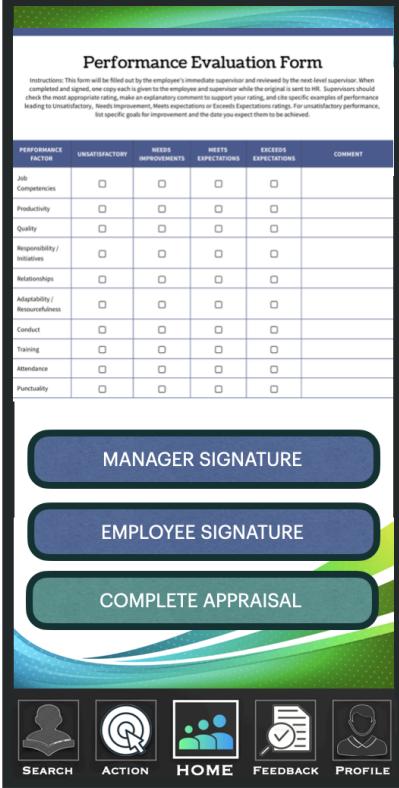
**SEARCH PAGE:** Going to the search tab, the user can input something in mind relating to business. In this example, we pulled up all the different rating methods. Clicking on one will give templates and information.

**SEARCH PAGE:** Going to the search tab, the user can input something in mind relating to business. In this example, we pulled up all the different rating methods. Clicking on one will give templates and information.

## PROTOTYPE CONTINUED



**ACTION PAGE:** On this page, the user receives a quote and a list of actions to do and that have been done. User has the option to make a performance evaluation or add a new team member.



**EVALUATION BUTTON FROM ACTION PAGE:** This leads to a performance evaluation form for the manager to click through. Manager can speak in person on it with employee, both sign, and complete appraisal.



**COMPLETE APPRAISAL BUTTON FROM EVALUATION PAGE:** From here, the main user can save, send copy, print, and edit and can always go back to make the next action if taking multiple. Form will always save in app for both users.

## END PROTOTYPE



**PLANNING**

KEEP TRACK OF YOUR PLAN

BUSINESS OVERVIEW

- THE PROBLEM
- OUR SOLUTION
- OUR PRODUCT/SERVICE

MARKET ANALYSIS

- WHO WILL BUY OUR PRODUCT/SERVICE
- HOW WILL THEY BENEFIT
- ALTERNATIVES THEY USE
- WHY WE ARE BETTER

MARKETING AND SALES PLAN

- HOW OUR CUSTOMERS WILL LEARN ABOUT US
- HOW WE'LL ENCOURAGE THEM TO TELL OTHERS ABOUT US
- WHAT WE'LL CHANGE FOR OUR CUSTOMERS
- HOW WE'LL GET OUR PRODUCT/SERVICE TO OUR CUSTOMERS
- HOW WE'LL GET PAID
- HOW WELL WE'LL BE PROFITABLE

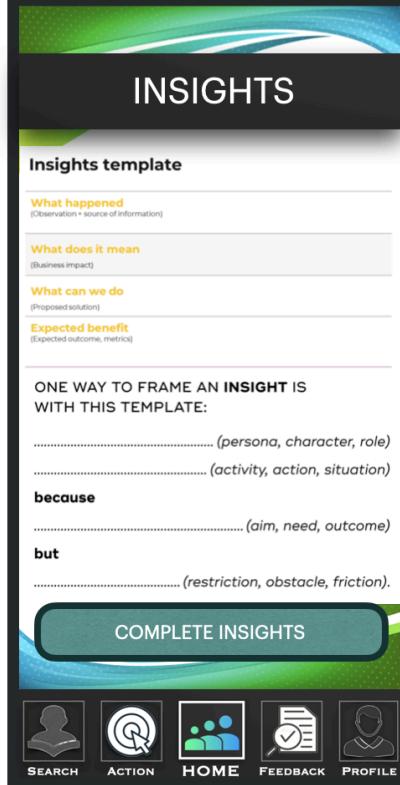
KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVE	SUCCESS METRIC	GOAL DATE

UPDATE & COMPLETE

SEARCH ACTION HOME FEEDBACK PROFILE

**PLAN TAB FROM MAIN PAGE:**  
This is where the CEO or manager can keep track of their plan which can change and update per quarter or per year. It is a good way to keep the company on top of their mission and metrics.



**INSIGHTS**

Insights template

What happened  
(Observation + source of information)

What does it mean  
(Business impact)

What can we do  
(Proposed solution)

Expected benefit  
(Expected outcome, metrics)

ONE WAY TO FRAME AN INSIGHT IS WITH THIS TEMPLATE:

..... (persona, character, role)  
..... (activity, action, situation)

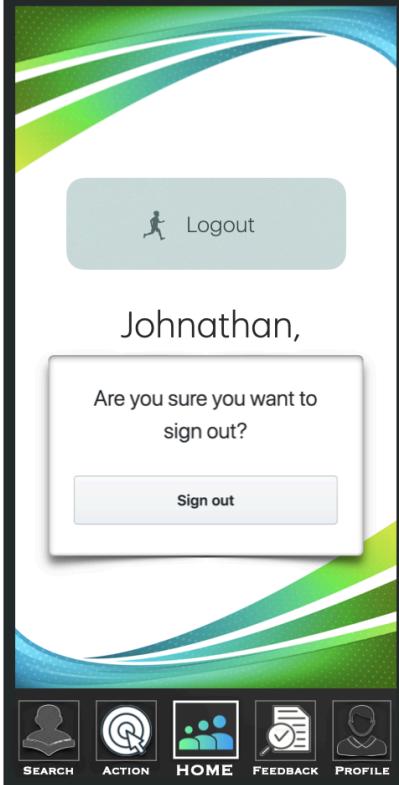
because  
..... (aim, need, outcome)

but  
..... (restriction, obstacle, friction).

COMPLETE INSIGHTS

SEARCH ACTION HOME FEEDBACK PROFILE

**INSIGHT TAB FROM MAIN PAGE:**  
Here the user can use insights revolving around the consumer and the business. This framework depends on the research data and the aim of ones project to critically reflect on it going forward.



Logout

Johnathan,

Are you sure you want to sign out?

Sign out

SEARCH ACTION HOME FEEDBACK PROFILE

**LOGOUT OPTION FROM PROFILE PAGE:** This is a prompt to ask the user if they want to logout. No data will be lost. This is for managers to have the option to shut off work duties when away from the office and have life balance.

## IMPLEMENTATION PLAN

Designing an implementation plan for a feedback and performance application such as Echo Boost entails a strategic fusion of diverse marketing tactics aimed at amplifying its reach and resonance. By optimizing the application's presence on app stores for heightened visibility, deploying targeted digital advertising on platforms like LinkedIn for precise audience targeting, forging influential partnerships with industry leaders to amplify reach and credibility, and harnessing the potency of content marketing to stimulate interest for the intended audience, this comprehensive approach ensures broader market penetration and promotes deeper engagement and resonance within the desired demographic.

With app store optimization, the plan to increase the awareness of Echo Boost is by doing keyword research and honing in on the right title and subtitle. The app name Echo Boost comes from the meaning that a voice needs to be heard and sometimes it is repeated over and over until it is heard much like an echo and then comes boost which means to help increase; therefore, to help increase a voice to be heard we created Echo Boost. A subtitle would be along the lines of amplifying the voice or the slogan: elevate performance, amplify feedback, and transform results depending on how many characters are allowed. Keywords would include but not limited to: feedback, performance, evaluation, assessment, improvement, productivity, metrics, analytics, insight, development, review, progress, goal-setting, coaching, engagement, accountability, transparency, collaboration, efficiency, and growth.

Mazaheri mentions that “finding the right audience for your campaign is relatively simple: ask yourself who you’d like to engage. Is your target audience defined by geographic region, industry type, authority level, or other criteria?” (Mazaheri). Having the personas created above has characterized the target audience Echo Boost is aiming for and it can be leveraged on LinkedIn with targeted digital advertising. Mazaheri’s blog teaches that one can build similar ads for multiple audiences using Direct Sponsored Content campaigns. Echo Boost plans to create multiple campaigns to ensure that no opportunities are missed and cast a much wider net of those being targeted.

To find an influencer partnership with leaders in the industries Echo Boost is looking for requires lots of careful consideration and research. To get it right, with Voss' directions on *How Do I Find a Company to Partner With an Influencer*, there are a few steps to make it work in a partnership. First is to identify companies that align with the values and audience demographic of Echo Boost. Next is to network and build relationships by following the brands that are already admired and connecting with them further. From that leads to attending industry events and conferences to establish valuable connections and open the door to endless opportunities. Finally, Echo Boost will make it personal and highlight its unique value proposition by sharing why Echo Boost is special, how it can benefit their brand and why the collaboration would be a great partnership.

There are so many ways and places to do content marketing. Based on Baker’s HubSpot article on *The Ultimate Guide to Content Marketing in 2024*, most consumers prefer informational content and the Content Marketing Institute confirmed it and proved 70% preferred this method over ads. HubSpot’s survey gives insight into areas about the future of

content marketing; "(1) 30% of marketers will start using short-form videos in 2024, (2) 56% of marketers using TikTok will increase their investment next year, the highest on any platform, and (3) 45% of marketers use AI for ideas and inspiration, 31% create outlines, 18% to draft their content, and 6% use AI to write content" (Baker). Of the types of content marketing, Echo Boost would do best starting a podcast and then uploading snippets of the podcast to TikTok to utilize the highest performing platform to get information out, having a social media presence on Instagram and YouTube, email newsletters, and short blogs and turning them into short-form videos to get both the listeners and readers.

## INNOVATION

The justification for innovating a feedback and performance application can be dependent on the specific needs and goals of the organization or individuals involved. The goals I would aim to achieve to make Echo Boost better than conventional methods for organizations are by recognizing the alignment with organizational goals, skill development and training, employee engagement and satisfaction, and the alignment with modern workforce trends. The goals I would aim to achieve to make Echo Boost a better choice for individuals who are starting their journey towards growth are by recognizing a way to enhance well-being and quality of life, self-management and efficacy, and self-awareness and reflection. I explain further how the innovation of Echo Boost would address these below.

## ORGANIZATIONS

1. **Alignment with Organizational Goals:** By tailoring individual performance goals to align with broader organizational objectives would help direct the employees' efforts towards strategic priorities, driving overall success.
2. **Skill Development and Training:** By highlighting areas where employees may need additional training or development opportunities, the application can help facilitate personalized learning plans, resources, and learning and development courses to help employees enhance their skills and capabilities. Coaching can also provide the training necessary with more of a one-on-one focus.
3. **Employee Engagement and Satisfaction:** By providing a platform for recognizing and rewarding employees for their contributions, it can boost morale and motivation for employees to achieve their goals and see clearer direction on how to attain higher positions in the future.
4. **Alignment with Modern Workforce Trends:** In today's digital age, remote work and distributed teams are increasingly popular. By helping overcome geographical barriers offers a centralized platform for communication and performance management, guaranteeing that all employees receive fair feedback and support regardless of their location.

## INDIVIDUALS

- 1. Enhanced Well-Being and Quality of Life:** By empowering individuals to take control of their personal development and pursue meaningful goals, this application can contribute to greater fulfillment, happiness, and life satisfaction.
- 2. Self-Management and Self-Efficacy:** By equipping individuals with the tools and resources they need to take ownership of their lives and make positive changes and by demonstrating progress and success over time, this application can build confidence and belief in one's ability to achieve desired outcomes.
- 3. Self-Awareness and Reflection:** By providing individuals with objective data, it can provide insights about their behaviors, habits, and progress over time. Regular feedback prompts self-reflection and introspection, enabling individuals to identify strengths, areas for improvement, and opportunities for growth in their personal lives.

## THEORETICAL JUSTIFICATION

When doing a theoretical justification for Echo Boost we have to draw upon principles from various psychological theories and frameworks. One of them is the goal-setting theory developed by Edwin Locke and Gary Lathan. One has to set specific, challenging goals that will lead to higher performance compared to simple and vague goals (Debara). Therefore, having an app like Echo Boost would provide a way for individuals in all areas of life to set goals clearly and measure them while tracking their progress towards achieving those goals. Another theory is in the realm of control. The control theory proposed by Willian Glasser showcases the importance of each individuals' perceptions of control over their outcomes and experiences (Owings). Therefore, Echo Boost would give users a greater sense of seeing and controlling their goals and progress through feedback which in turn enhances their sense of agency and self-efficacy. Lastly, the self-determination theory (SDT) developed by Edward Deci and Richard Ryan stresses the importance of intrinsic motivation, autonomy and competence in driving behavior (MSEd). Hence, Echo Boost, through skill development and self-assessment would support individuals' inspiration towards being successful. All three of these psychological theories and frameworks provide a good reason where Echo Boost can focus its resources and why it will benefit individuals with the valuable tools and features Echo Boost will have to enhance their motivation, learning, performance, and well-being.

## BUSINESS JUSTIFICATION

The business justification of getting into the creation of Echo Boost lies in how it will generate revenue. To make Echo Boost profitable, it will do so by having a per-user subscription base for businesses, basic access to a free trial for individuals that will lead to monthly and annual subscriptions, in-app purchases on learning and development courses and coaching services, premium gamification features, and certification programs. Here are the details:

- 1. Per-user subscription base for business:** For businesses, to make it affordable, the plan is to have 2 different tiers that provide a basic utilization of the app and an advanced

utilization. The first tier would be just \$2.00 per-user to help acclimate the main user and understand its functionality. It will be a much simpler way of handling the few things on a manager's desk. For those who have multiple tasks, the advanced version will give more insight and more in-depth solutions for many issues that may arise and handle more capacity of performance assessments. This tier will cost \$5.00 per-user. This is half the cost of what 15Five charges out of its three tiers. Discounts will be applied to learning and development courses when multiple employees are attending them. Both tier subscriptions are free to cancel at any time with no hidden fees. Business accounts will have basic free access with no usable function at first to comb through the application and then pick their tier to get access.

2. **Basic access to a free trial for individuals:** For individuals, downloading an app that may be useful can be a very wary thing for them to get into and pay for it right off the bat. Echo Boost wants to ensure that it is the application they are looking for to solve their need for a better way of life. They will have the basic access to the 360 feedback assessment and performance evaluation and reminders to achieve their goals. They may still purchase learning and development courses and coaching services in the free trial.
3. **Monthly and annual subscription for individuals:** Once the user is accustomed to the basics, the monthly subscription will cost them \$5.00 per month or a discount price of \$48.00 if paying for an annual subscription. This subscription gives full access to all things provided by Echo Boost and discounts on learning and development courses. Both subscriptions are free to cancel at any time with no hidden fees. Annual subscription is good for the year they paid, no refunds.
4. **In-app purchases on learning and development courses and coaching services:** This helps gain more profit once users are using the app. Courses will be as low as \$10.00 per user and as high as \$25.00 per user depending on the intensity of the course. Discounts will apply to multiple users in one course. Coaching services costs will be based on the coaches we get onto the app where they will keep 65% of the profit and Echo Boost 35% of the profit.
5. **Premium gamification features:** Echo Boost will offer a basic version with essential features for free, and then introduce premium tiers with advanced gamification features. Higher tier subscribers can access exclusive features such as customizable avatars, leaderboards, badges, and virtual reward to assign for their employees. This is most beneficial for business use. Echo Boost wants to connect with its users by hosting special events, challenges, or promotions periodically to drive engagement. With this, Echo Boost will offer exclusive discounts or access to new features during these events to incentivize participation and conversions.
6. **Certification programs:** Echo Boost wants to instill continuous learning and self-development and what better way than providing continuing education credits. With certification programs, it will allow companies to help those employees who are progressing advance in their careers. These programs will cost each user anywhere from \$25.00 - \$100.00 depending on the level of expertise.

Echo Boost will cost about \$55,000 to develop and get minimum advertising going. To start making money, a minimum of 62 new business users with at least 15 employees added on to their subscription using the second tier on Echo Boost at the cost of \$5.00 per-user. This would break even the initial cost of getting started in the first year. This is a very very small percentage out of the 1,051,527 brick and mortar companies out there and should be very attainable. In the first year, the projected goal is to reach 100 brick and mortar companies that will have 20 employees added onto their subscription. Another goal is to get word-of-mouth referrals or through advertisement of up to 300 individuals to start the free trial and convert at least 50% to monthly or annual subscriptions. With 2,150 users total, this would bring an income of \$120,000 from businesses and \$7,200 with individual annual subscriptions totaling \$127,200. Minus the initial investment of \$55,000, this would be a profit of \$72,200 in the first year.

In conclusion, Echo Boost presents a compelling opportunity for revenue generation. Through strategic pricing models and value-added services, Echo Boost can capture market demand, cultivate customer loyalty, and generate sustainable revenue streams. As businesses increasingly prioritize employee engagement, talent development, and performance optimization, Echo Boost stands poised to emerge as a trusted partner.

## **CONCLUSION**

Investing in Echo Boost presents a huge opportunity within the existing market landscape. As organizations increasingly recognize the critical importance of feedback and performance management in driving productivity and employee engagement, Echo Boost stands out as a versatile and innovative solution. With a focus on user experience and scalability, Echo Boost is well-positioned to meet the diverse needs of businesses across various industries, from small startups to large enterprises to individuals with a growth mindset.

Furthermore, Echo Boost's potential for growth in the existing market is significant. As the demand for effective feedback and performance management solutions continues to rise, Echo Boost has the opportunity to capture market share and establish itself as a leader in the industry. With a strategic approach to customer acquisition, partnerships, and product development, Echo Boost can expand its user base, enhance its feature set, and differentiate itself from competitors. By leveraging its strengths and capitalizing on emerging trends, Echo Boost has the potential to become exactly what organizations and individuals seek to optimize their performance management processes and drive sustainable growth in all aspects of life to succeed.

## WORKS CITED

- AllVoices. "State of Employee Feedback 2021." *AllVoices*, 14 May 2021, [www.allvoices.co/blog/state-of-employee-feedback-2021](http://www.allvoices.co/blog/state-of-employee-feedback-2021).
- Baker, Kristen. "The Ultimate Guide to Content Marketing in 2024." *HubSpot*, 11 Apr. 2024, [blog.hubspot.com/marketing/content-marketing](http://blog.hubspot.com/marketing/content-marketing).
- Debara, Deanna. "Goal-Setting Theory: Why It's Important, and How to Use It at Work." *Better Up*, 22 June 2022, [www.betterup.com/blog/goal-setting-theory#:~:text=Goal%2Dsetting%20theory%20is%20an,vague%20goals%20or%20easy%20goals](http://www.betterup.com/blog/goal-setting-theory#:~:text=Goal%2Dsetting%20theory%20is%20an,vague%20goals%20or%20easy%20goals).
- MarketResearch.Biz. "Employee Engagement Software Market Predicted to Garner USD 4,437.5 Mn by 2033, at CAGR 16% | Exclusive Report by Marketresearch.biz." *GlobeNewswire News Room*, 16 Jan. 2024, [www.globenewswire.com/news-release/2024/01/16/2809557/0/en/Employee-Engagement-Software-Market-Predicted-to-Garner-USD-4-437-5-Mn-By-2033-At-CAGR-16-Exclusive-Report-by-Marketresearch-biz.html](http://www.globenewswire.com/news-release/2024/01/16/2809557/0/en/Employee-Engagement-Software-Market-Predicted-to-Garner-USD-4-437-5-Mn-By-2033-At-CAGR-16-Exclusive-Report-by-Marketresearch-biz.html).
- Mazaheri, Sam. "How Marketers Can Target Their Ideal Audience Using LinkedIn Direct Sponsored Content." *LinkedIn Ad Blogs*, 14 Aug. 2014, [www.linkedin.com/business/marketing/blog/targeting/how-marketers-can-target-their-ideal-audience-using-linkedin-direct-sponsored-content](http://www.linkedin.com/business/marketing/blog/targeting/how-marketers-can-target-their-ideal-audience-using-linkedin-direct-sponsored-content).

- MindInventory. *Biggest Challenges in Mobile App Development in 2023*. 1 Nov. 2022,  
[www.linkedin.com/pulse/biggest-challenges-mobile-app-development-2023-mindinvento  
ry-1f](https://www.linkedin.com/pulse/biggest-challenges-mobile-app-development-2023-mindinventory-1f).
- MSEd, Kendra Cherry. "What Is Self-Determination Theory?" *Verywell Mind*, 8 Nov. 2022,  
[www.verywellmind.com/what-is-self-determination-theory-2795387](https://www.verywellmind.com/what-is-self-determination-theory-2795387).
- Owings, Justin. "Control Theory by William Glasser." *Justin Owings*, 13 Mar. 2024,  
[justinowings.com/control-theory-by-william-glasser](https://justinowings.com/control-theory-by-william-glasser).
- Pilipenko, Marina. "The Power of Feedback: How to use it to grow and improve." *actiTIME - Time Tracking Software*, 28 Dec. 2023,  
[www.actitime.com/project-management/importance-of-feedback#](https://www.actitime.com/project-management/importance-of-feedback#).
- Software Advice. "15Five Reviews." *Software Advice*, Software Advice, Inc., 1 Aug. 2023,  
[www.softwareadvice.com/hr/15five-profile/reviews](https://www.softwareadvice.com/hr/15five-profile/reviews).
- Statista. "United States: Physical Retail Store Count 2015-2022." *Statista*, 13 July 2023,  
[www.statista.com/statistics/1079239/brick-and-mortar-retail-store-count-us](https://www.statista.com/statistics/1079239/brick-and-mortar-retail-store-count-us).
- Voss, Johanna. "How Do I Find a Company to Partner With an Influencer?" *Johanna B. Voss Agency*, 12 Mar. 2024,  
[www.johannavoss.com/how-do-i-find-a-company-to-partner-with-an-influencer](https://www.johannavoss.com/how-do-i-find-a-company-to-partner-with-an-influencer).