Jessica Brower

CMPS 480 Senior Project

M11 Assignment

**Hypothesis**

Our customers desire a functional application that they can use to monitor employee performance in one place. The app will most be used by managers who oversee a group of employees.

**Customer Discovery**

Customer 1 – Manager at B2B Printing Company

This customer oversees around 4 employees. They state that the app is great conceptually but lacks meaningful features such as data visualization and the ability to set tasks for employees. They state that the app has potential for being used by employees alongside employers to view their progress and how to better improve their workflows.

Customer 2 – Owner of technology startup

This customer stated how the app could be great for them as they run a very small company (8 employees). Like the first customer, they also mentioned interest in being able to set tasks for employees. They described their ideal vision for the app to act like a communication tool between management and their employees and can act as a hub of sorts for employees.

Customer 3 – Local small-business owner (restaurant)

This customer stated that the app in its current state could use an overhaul and stated that it would be an overall ineffective tool for them. They stated that assigning arbitrary numbers to employees would not help employee development. Rather, they suggested that the approach to employee evaluations be more analytical and data-driven, including real-world scenarios, as opposed to a static number.

**Conclusion**

The unanimous view from the people that I spoke with is that the app has great potential, but is a bit too simplistic in its approach. It was great to get a bit more insight from real-world business managers and learn more about what they are looking for from an app like this. I believe the main takeaway is that the app could greatly benefit from a deeper revision that is not only more substantive for managers, but also is more effective and meaningful for employees to perform better in their roles.

<https://github.com/sjszuch/ppu-senior-project>

<http://jjbrowe.it.pointpark.edu/>