

Researching everyday problems

Create a short plan for how you would use empirical research to address this problem.

BABAK FARSHCHIAN JAN 13, 2021 12:40PM

1. Create a survey, generate a general idea/view of what the employees themselves wish for to stay social.
2. Search through other study papers or company and see what has shown to be an effective way to work from home staying connected.
3. Develop suitable platform or find an existing platform according to step 1 and 2.

1) Post an online form inviting employees of the company to participate in a questionnaire about how they wish to socialize with colleagues using social media during pandemic 2) Evaluate the responses received quantitatively and qualitatively 3) Interact with the software development team with these responses to build on the tool 4) To launch the tool with minimal features for further development with more engagement and collaboration of the employees and their feedback

New social media tool

Step 1: Observe which social media platforms the employees are currently using.

Step 2: Find out which platforms are used to cover which needs.

Step 3: Decide which functions I want to further explore.

Step 4: Iterative application development

My plan is to buy a social media tool 1. Obtain employees' user needs for this social media tool through questionnaires and other methods 2. Obtain information on social media tools already on the market, and filter and categorize them according to employee needs. 3. Conduct an experiment, ask employees to use these social media tools, design a user experience questionnaire, and select the best social media tool through the questionnaire.

1. Establish need:

- * Query employees about their social situation before/during the pandemic
- * Do the employees do anything on their own to stay in-touch with their colleagues?

2. Are there any existing alternatives?

- * What are the biggest alternatives on the market right now?
- * How does such a system impact morale/effectiveness?

- Look for similar already created solutions

o Gather good features

- Brainstorm self-created features

- Create basic prototype

- Survey the potential user group about: general questions, wishes, the prototype

- Create road map based on feedback and early results

- User test product iterations

Main problem: Any tool we choose must be something that the employees actually want to use.

If we have to force them, it's probably going to fail. Ask for suggestions and let them pick a tool collectively.

1. Send survey to employees asking for suggestions. Ask them:

- "If the company had a common social media tool, how likely is that you would want to use it?" [Scale 1-5]
- "Do you have suggestions for a specific social media tool you think could work well?" [textbox]

2. Choose the most popular suggestion from the suggestions, then start a small-scale trial:

- Find a few test users and have them try it for a few days
 - Interview each of them directly to collect experiences. Use standardized, quantifiable questions as well, to compare their answers.
3. If test users approve, move on to a larger-scale trial or full implementation. Else, repeat step 2 with next-most popular suggestion.

- 1 Find out what the boss exactly wants, there are many different kinds of social media - qualitativ interview
- 2 Ask the employees what they like and dislike about social media - quantitativ with a questionnaire
- 3 Research about social media
 - which functions benefit the users
 - which functions make social media addictive
 - which functions may cause FOMO and would be bad for the environment

- gather requirements form all stake holders
- understand the environment and culture of the organization by surveys, interviews and observations.
- do some market research, what other companies are doing for communication
- prioritize the requirements.
- make a design of the application
- ask for the feed back on some prototypes
- develop it
- apply testing
- do user testing
- maintenance

Create a survey for the workers which asks questions that highlight the workers thoughts on the problem and try to get an insight on the needs of the users. The questions should be neutral and not leading. Measure the feeling of connection to their employees Based on the survey results and the needs of the workers, what type of application is needed can be created or tested with the company. After using the app measure the feeling of connection to their other employees and compare it to the previous results. To check the validity of the results, "a placebo" group don't get access to the app, then we can see if the employees using the app feel more connected than the placebo group compared to their previous results.

Find existing solutions and learn about the domain, why certain things are done and other things are avoided. Next you want to figure out the needs of the users (employees in company X which now work from home). Then you want to review if their needs differ from any existing solutions. If there are no existing social media which adequately fulfill the needs of the employees, a new one must be created to fulfill the task. If an existing social media adequately fulfills every need for the employees, it can be used/bought without issue (and potentially expanded upon if there are small gaps).

First, we should map the user interaction with already existing social media tools. this can be done by simply looking in to the social media usage of your coworkers.

Keeping the user habits of your coworkers in mind, we can look in to what the employer needs their employees to do that existing social media does not.

Now the best practice would be to create some prototypes of social medias that take both employee and employers needs. Collect surveys from the employees to see if they enjoy using it to stay connected.

Researching everyday problems

Do the employees use any kind of social media?

What do the employees need to communicate about?

What do they want to communicate about?

When do the employees need to communicate? (Only workhours or all day?)

Hierarchy: Would it be useful with a social media-platform where they have a job title and they can see the employee/employer hierarchy.

Implement a prototype and iterate again.

Research questions:

- o What functionality contributes to staying connected and socialise
- o What kinds of activities, supported by a social media tool, do employees in company x think contributes to socialization?
- o To what extent does existing tools in the market contribute to socialization, as measured by the identified functionality?

Steps

- Literature review on social media tools and effects on socialization
- Creation of conceptual model from literature on socialization through social media tools
- Focus group interviews to define what activities contributes to valuable socialization in company X
- Structured processing, qualitative methods analysis of interviews to identify main themes and requested functionality
- Market study of existing tools measured by requested functionality, and suggestion to purchase or develop
- Pilot testing of tool
- Survey on new tool's effect on socializing in company X
- Writeup and dissemination of report to stakeholders

0. Identify stakeholders (research users)
1. Gather requirements from stakeholders
2. Analyse current research/opinions about
 - general social media tools
 - specific SM tools (for workplaces)
3. Compare existing tools with my requirements
4. Briefly analyse the opportunity of extending the solution that fits most requirements
5. Consult stakeholders on decision
6. Go - no go analysis in using an existing tool
7. Redact a report on findings and conclusions.

1. Survey the employees to find out which type of social media they prefer and use the most
2. Do a meta analysis on studies which measure/research positive aspects of the social medias from the survey
3. If results are statistically significant implement the social media platform which performed best

Step1: Research the most widely used social media platforms across all employees. By conducting a search across platforms using the company's employee roll or by conducting a survey or organising a vote. Step2: Take the top most widespread social media sites and create a private group

1. finne ut hva de ansatte savner og hvordan de likte å være sosiale før (på kontoret) 2. finne ut hvordan man kan erstatte de de ansatte savner med et digitalt alternativ. Bruker de ansatte f.eks digitale plattformer for å være sosiale på fritida og hvordan bruker de det? 3. lage/kjøpe/bygge det
