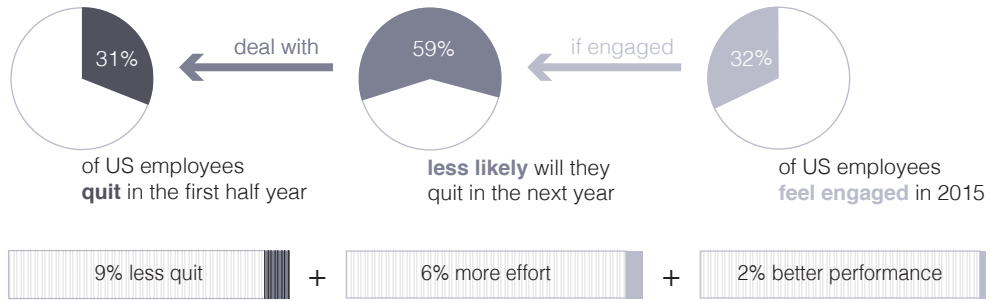


# INNEREF

A Tool to Help Engage New Employees Effectively and Efficiently

## Problem & Benefit of Engagement

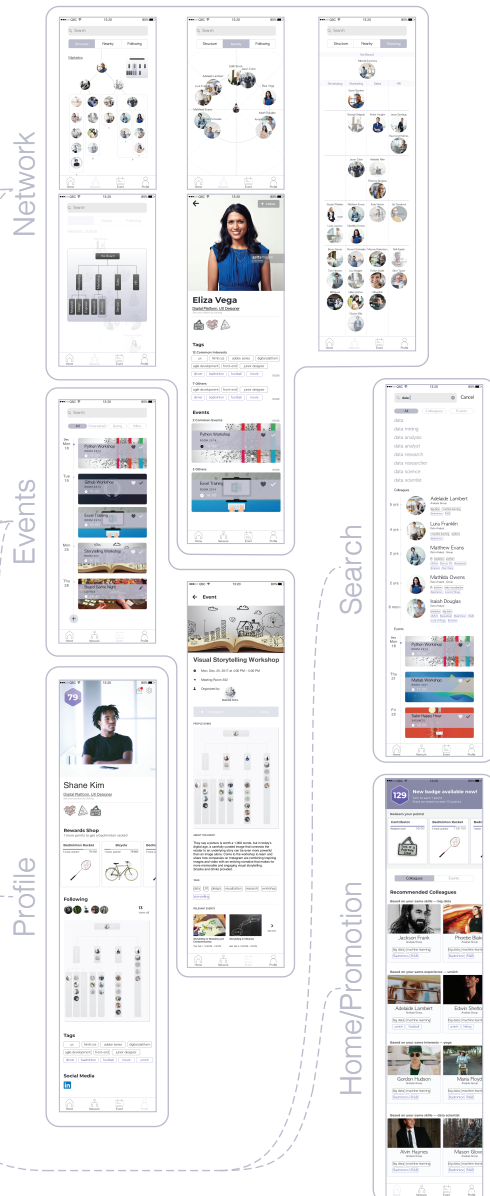


## Findings

## Solution

## Feedbacks

- Calls for a **personal-identity** approach which allows employees to express themselves authentically.
  - Daniel et al.
- "Rather than focus exclusively on providing information, managers should also emphasize **relationship development** as a means of facilitating information transfer."
  - Keith et al.
- "Onboarding **time** needs to be **reduced** further."
  - HRs
- It's uneasy to **match colleagues' faces** with their **names** and **positions**.
  - New employees
- Want to be engaged for:
  - Work more efficiently;
  - Enhance their professional **network**;
  - Be **happier** in the company.
  - New employees
- Attend events for:
  - Meet** new people.
  - Know** more information;
  - Learn** new knowledge or practice skills.
  - New employees
- Dislike some events because:
  - Don't** have **time**;
  - Not interested** in the activities;
  - Feel embarrassed and **lonely**.
  - New employees



### Confirmation

- "it helps **reduce the blind spots** which are the colleagues in different departments that one would hardly know about but are potentially very helpful for careers and works of both."
  - To profile, recommendations, and search function
- "it can **decrease the time** wasted for new employees to figure out the structure of organization and thus increase productivity."
  - To network diagram

### Opportunities for Improvement

- "The tree diagram of organization structure **may be less effective and practical** when the structure is very comprehensive."
  - To network diagram
- "It might be more convenient if users are allowed to **decide the sequence** of filters used to recommend colleagues and events in the home page."
  - To home/promotion
- The badges we designed as incentives were **not attractive enough** and some expressed their concern that they didn't know what they can do with them.
  - To encouragement strategy
- Some interviewees advised we include **employees' contact information** in their profile pages.
  - To colleagues' detailed information