

## 34Strong Strength Management System (SMS)

34 Strong is one of Gallup's first trusted partners for employee engagement measurement and consulting. 34Strong's global team of Gallup CliftonStrengths certified coaches are experts at delivering CliftonStrengths Leadership Workshops, Executive Coaching, Team Building, and Developing Strengths-Based Organizations.

SMS is a tool, that helps the governments to identify their employees' strengths, measure their goals, engagements and achievements, through a unique method.

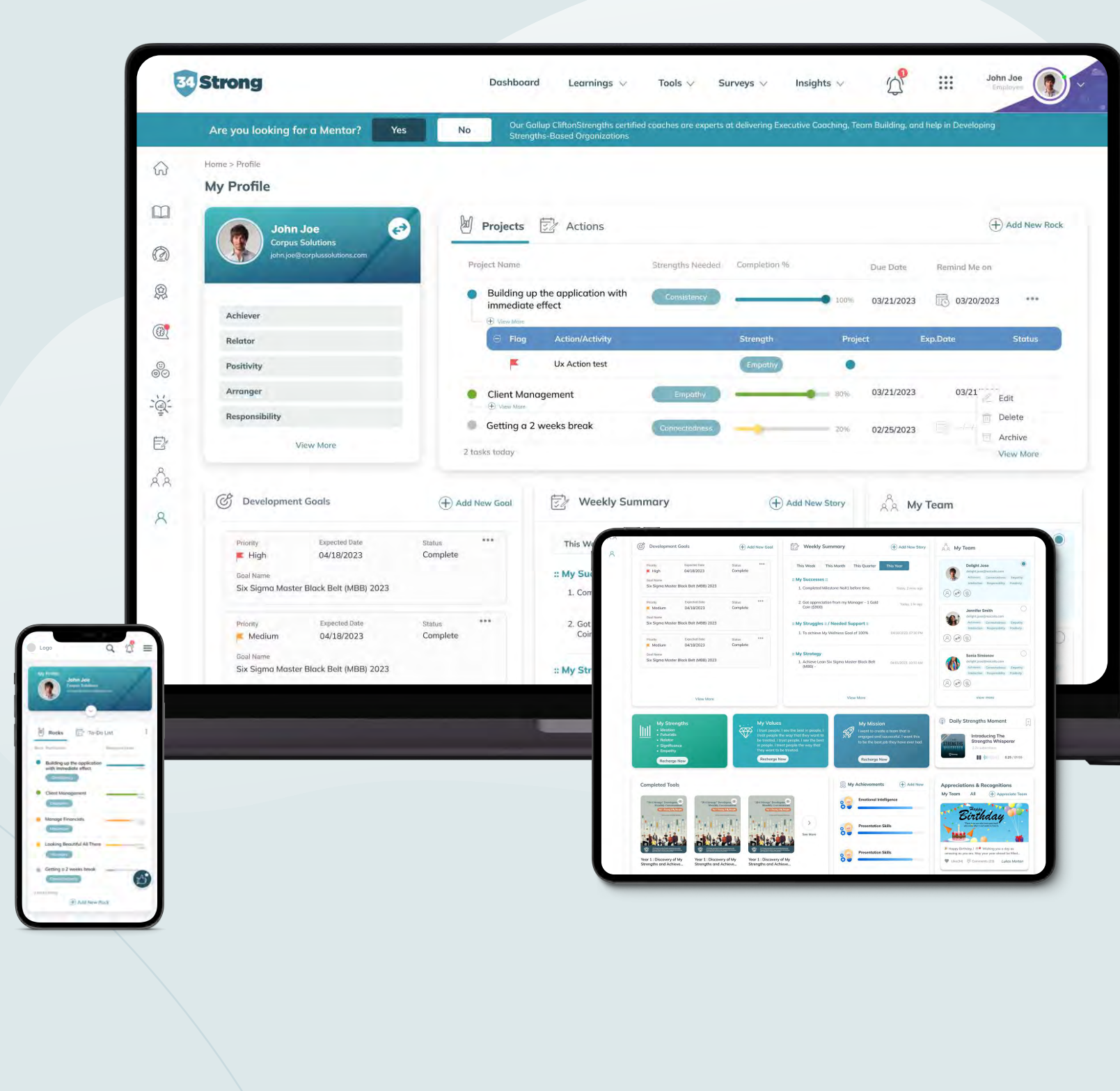
Visit Website

Client  
34Strong

Industry  
Strength Management

Users  
Government Entities

Services  
UX Research, UI Design and Development for Mobile & Web



## Goals & Objectives

- 1 Create a robust system that gives Role Clarity for an employee, helps them discover their Strengths, and define their Career Vision easily.
- 2 Create an Engagement Plan which includes Performance Reviews, 360 Feedback, Check for Competencies, and Measure their Talent Matrix.
- 3 Track Human Skill Development - based on their Learnings, Engagements or Tools, Ice Breaker Activities, Agendas for Meetings, Team Bonding Activities, etc.
- 4 Provide insights about their Strengths, Goals, Achievements, and Performance which defines their Health & Wellness, offering a continuous engagement.

## Challenges

The objective was to develop a Learning Management System, unlike other LMS's, the client was looking for a new system which helps to measure the employee-strengths, track-engagements, and generate-reports, that will help the management to take informed decisions.

The timeline to complete the design pitch was hardly 2 days which was the major challenge for us. We were brainstorming throughout these days to explore what all new features can be added, and we quickly formed a team creating the end-user-journeys along with design mockups considering the major touch points.

We worked day-and-night to get it done and finally, it was delivered in a clickable prototype within the deadline.



## Competitive Research

Initially, the requirement was to focus on how to onboard an organization or employee into the system in an easy manner. We @ Naico, conducted a market study and figured that there are very few competitors. Below are top 3 of them.

15five

15five is one similar application that uses user performance & engagement data, powered by AI to prescribe actions proven to achieve the outcomes you care about, and quantify the results

No. of steps involved to onboard a User 23 NOS

Spark

Tailored to your unique needs, that enhances employee appreciation and engagement, equips managers to connect deeply with their team, and fosters a culture of recognition

No. of steps involved to onboard a User 29 NOS

Lattice

Lattice is the #1 AI-powered people platform that turns managers into leaders, employees into high-performers, and companies into the best places to work.

No. of steps involved to onboard a User 15 NOS

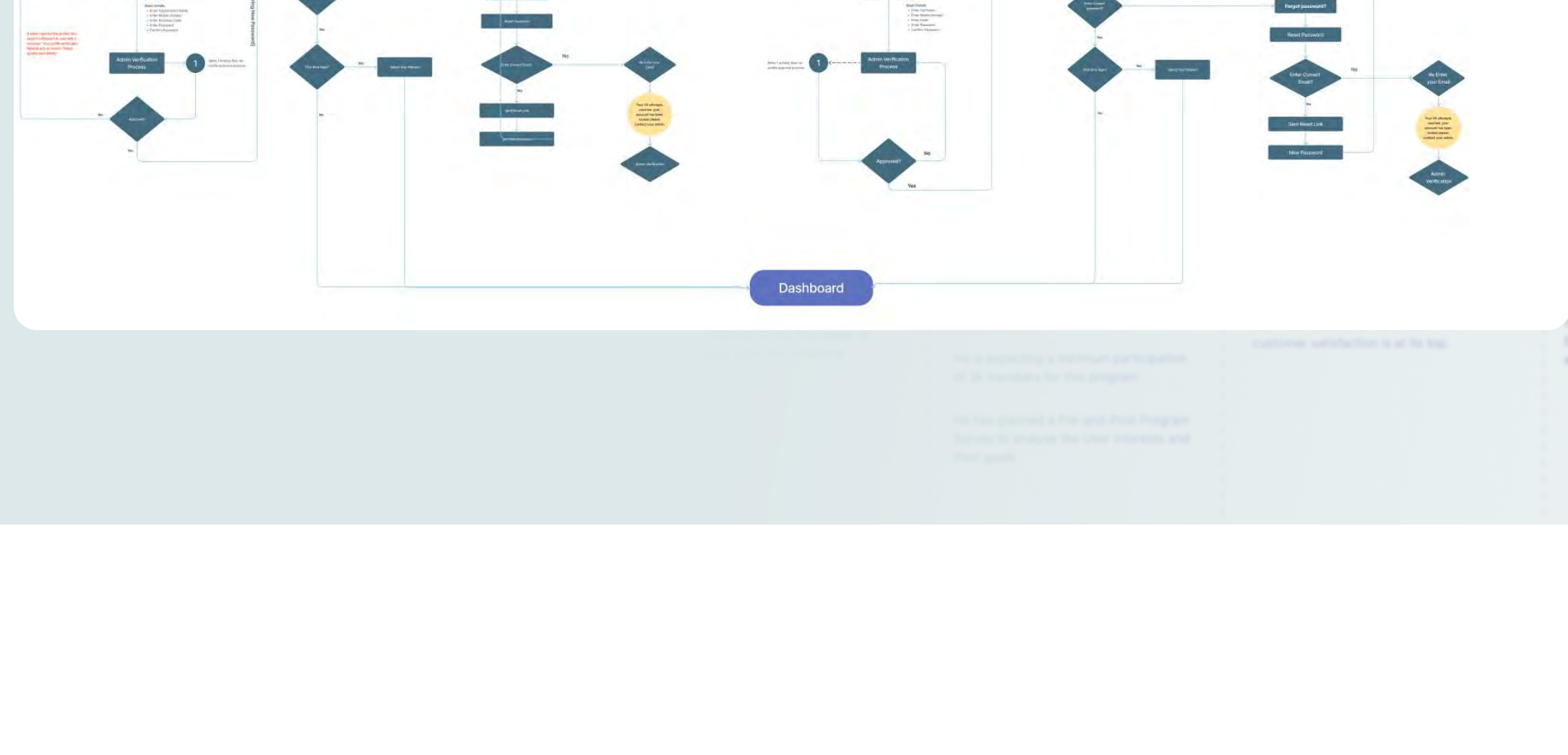
34 Strong

Looking at the onboarding process of these three businesses, we decided to follow the most optimum method of onboarding the user without any hassle.

No. of steps involved to onboard a User 12 NOS

## Experience - First Approach

Naico spent initial few days understanding the exact requirement and created workflows and User Journeys for a Manager and an Employee. We then started with the Onboarding journey which helped to understand the pain points faced by the stakeholders and address those first in order to smoothen the journey.



## Moodboard & Wireframes

We @ Naico, created a mood-board and defined a style guide along with fonts, images, icons, and color themes, that helped to add a brand value. This also helped us to standardise the components and ensure that there is consistency throughout these applications.

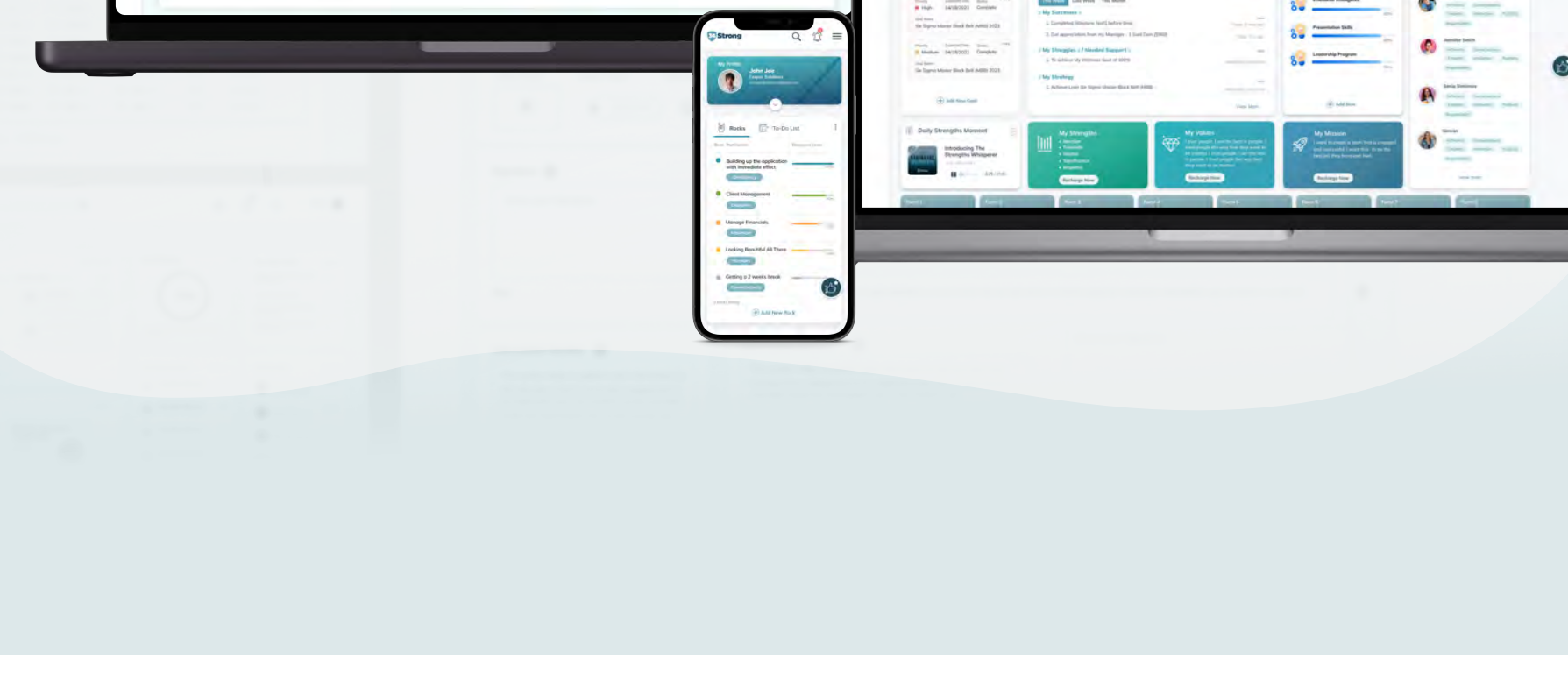
Together with 34Strong team, we started creating low-fidelity wireframes/sketches to get an involvement with the real application. By doing this we saved most of our time by working on these wireframes and reduced the time of rework upto 30%.



## Simplified User Interface

Our design approach focuses on minimising complexity, and making the system easier to use. The Profile page covered all the primary tasks with a smooth navigation to detail, that really helped the users to smoothen the journey.

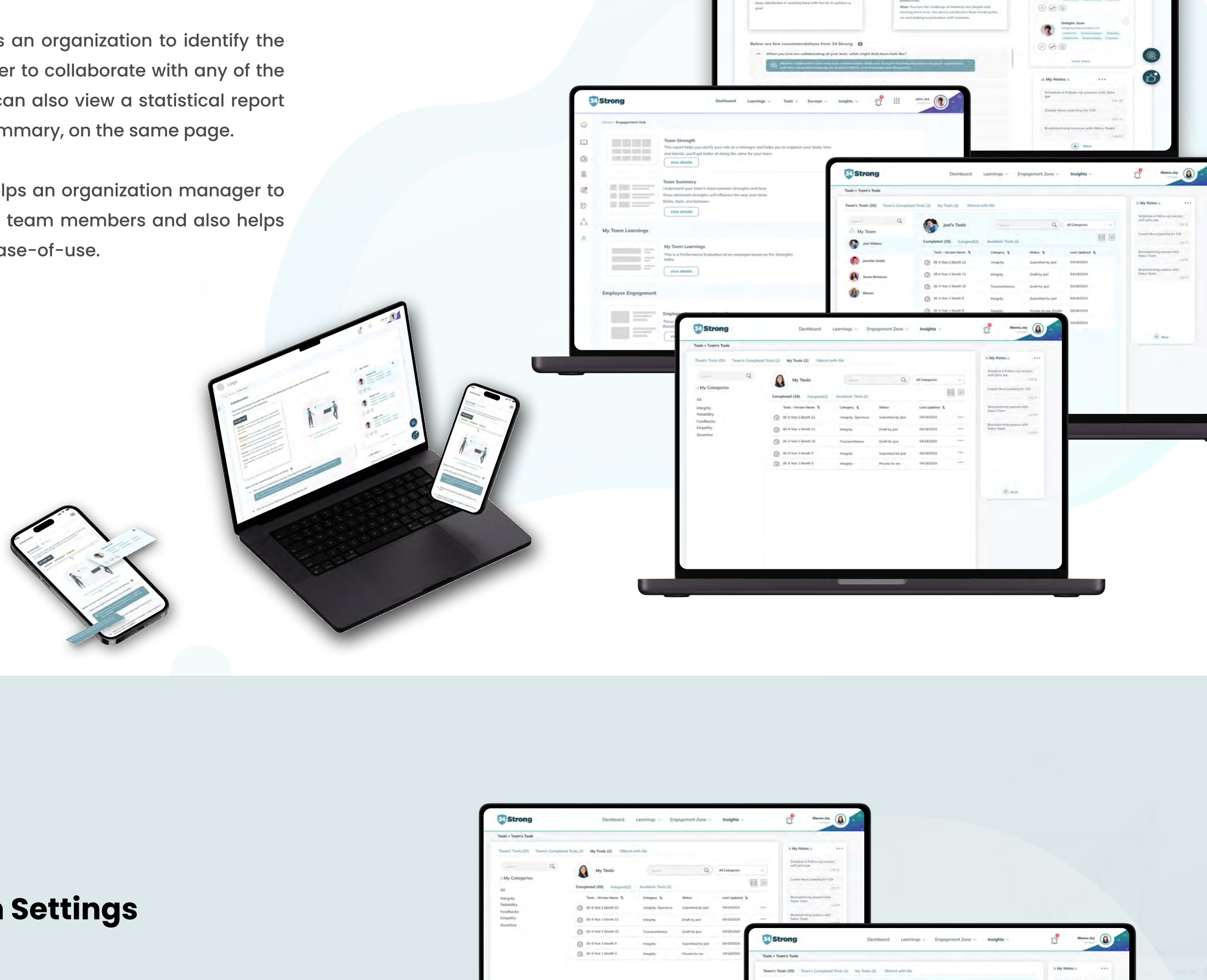
The home page is the most convenient page for any user to reach a feature page quickly. Our landing page includes all existing, and upcoming features and a quick navigation on the left that is focused for a novice user. This helped them to drill down to any feature with ease-of-use.



## Strength's Collaboration & Resource Hub

The Strength's collaboration hub, helps an organization to identify the core strengths and guides the manager to collaborate with any of the team members easily. The manager can also view a statistical report about the Team Strength and Team Summary, on the same page.

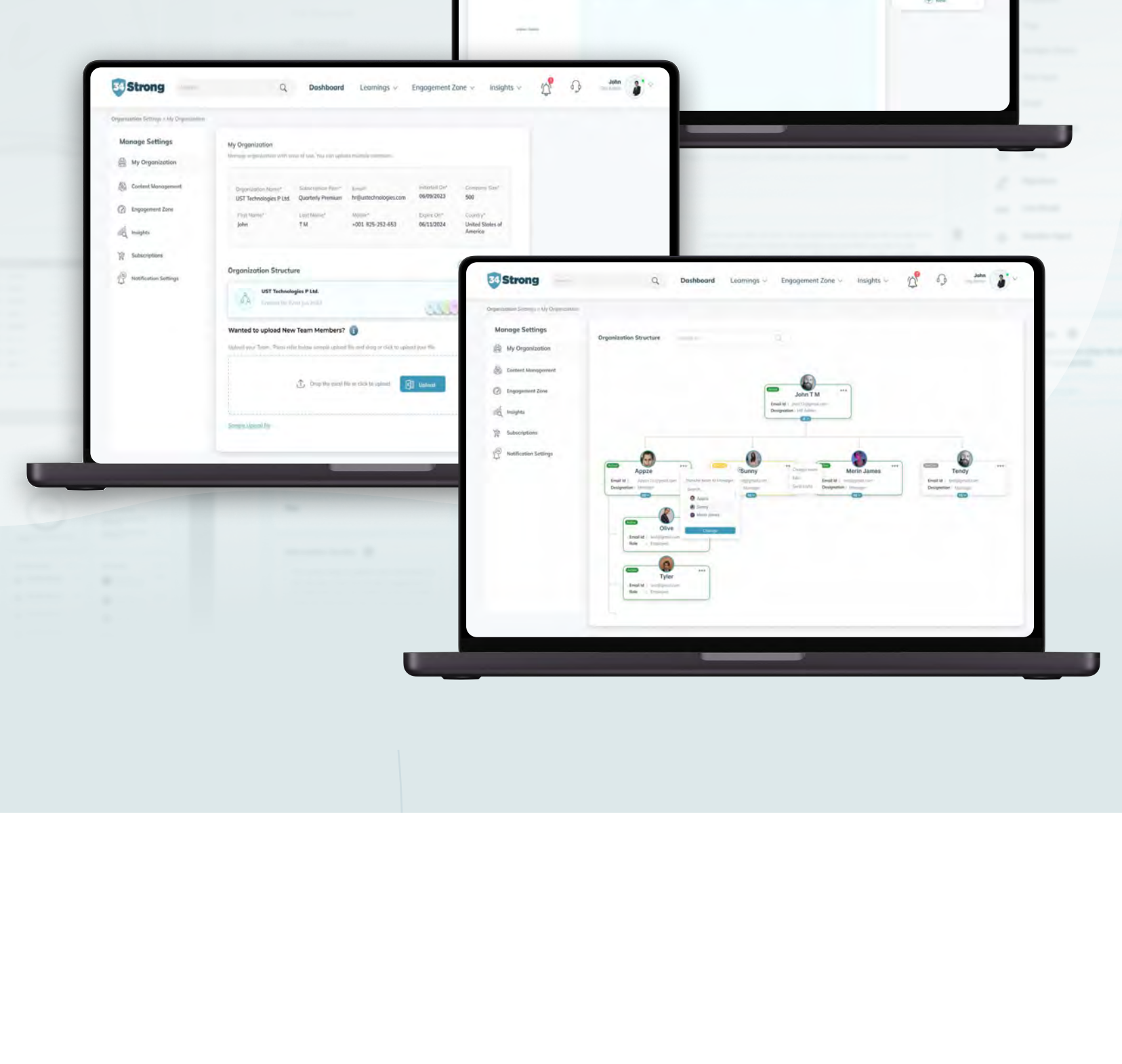
Employee & Manager Resource Hub helps an organization manager to assess the tools assigned to individual team members and also helps to identify the completion status with ease-of-use.



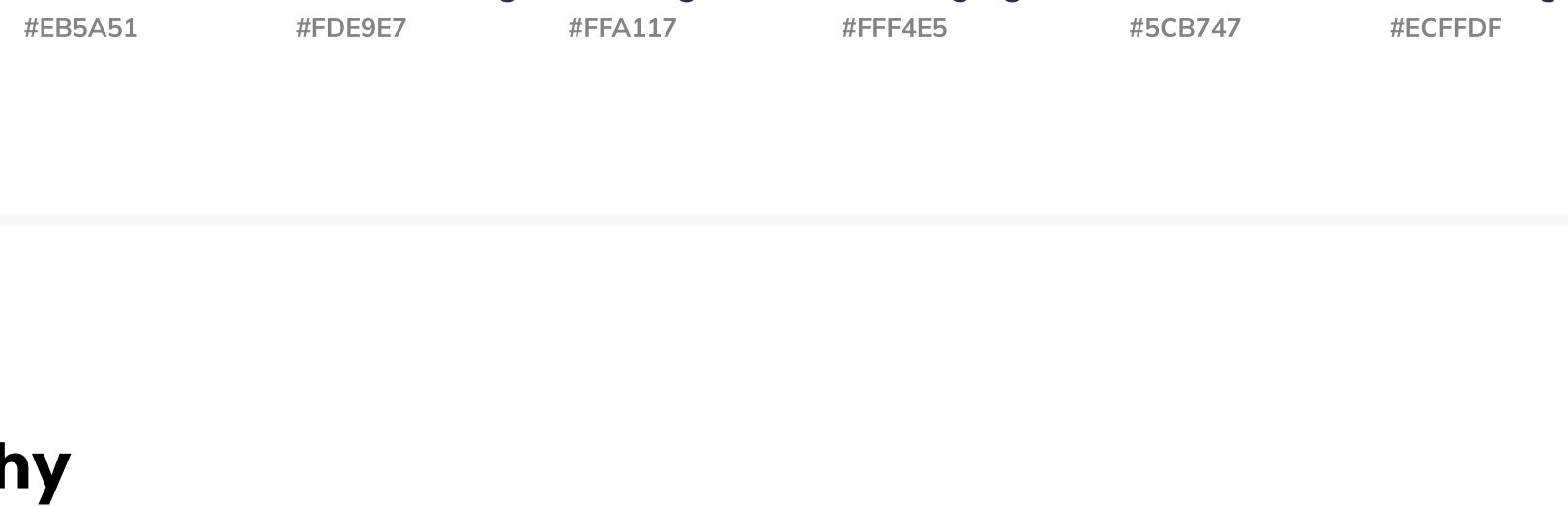
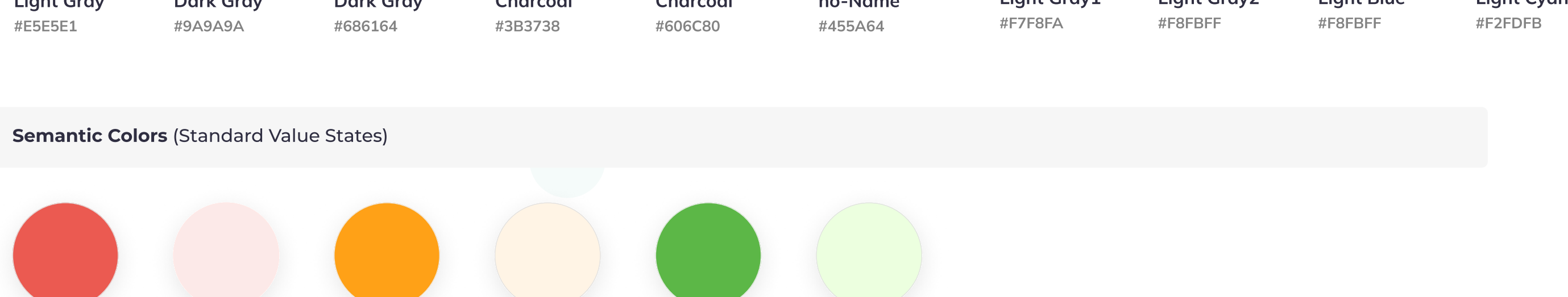
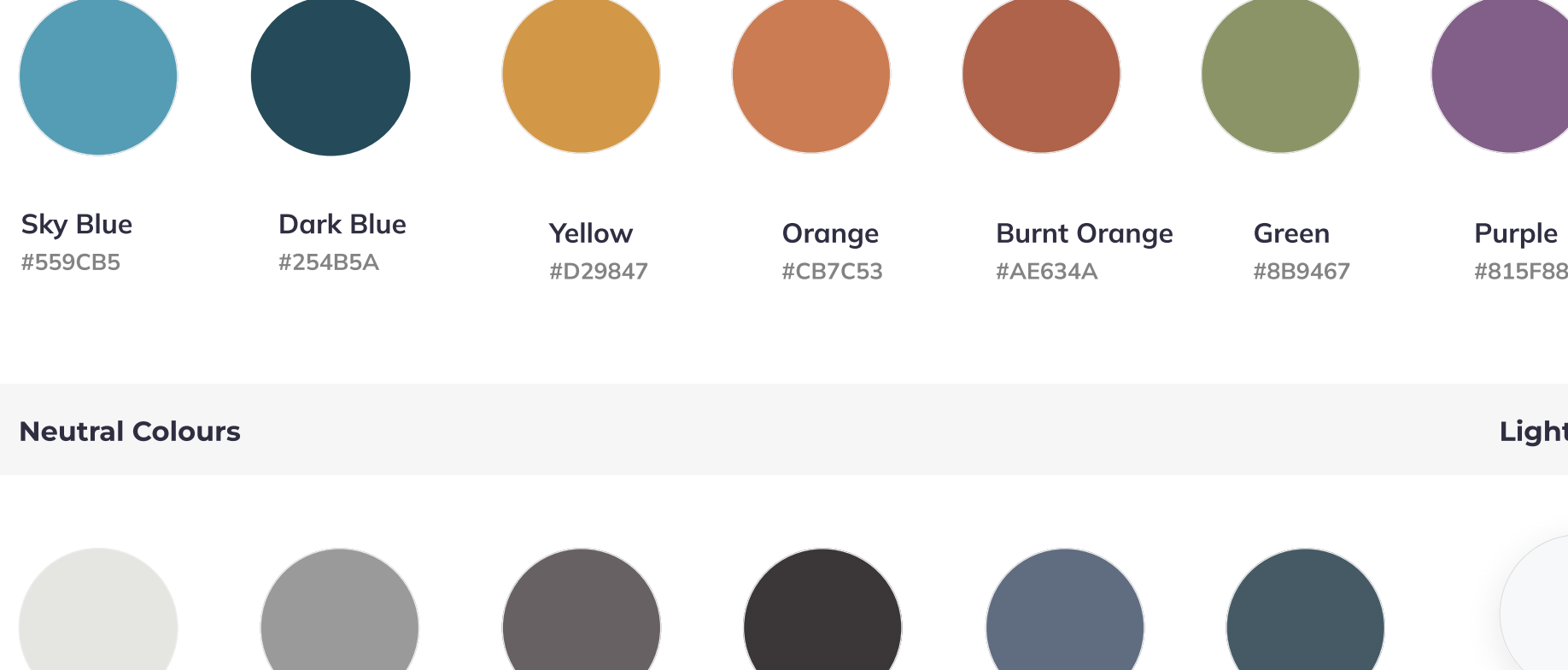
## Team Tools & Organization Settings

Team Tools are designed to tackle employee disengagement and address challenges using a talents-based approach. Our platform provides a personalized experience for both employees and organizations, enhancing productivity, communication, collaboration, and overall efficiency.

The organization settings help the HR manager to add and enable team members into the system which also allows to manage the whole organization through the system. Our User centric design has been appreciated by the client.



## Color Palette & Type Phase



## Typography

Aa Poppins

Aa Light Aa Regular Aa Medium Aa Semibold Aa Bold Aa Extra Bold Aa Black

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234567890!@#\$%^&\*()<>?/

Headline 1 H1/Poppins/Bold/48px  
Headline 2 H2/Poppins/Bold/34px  
Headline 3 H3/Poppins/Bold/Regular/24px  
Headline 4 H4/Poppins/Bold/20px  
Subtitle 1 Subtitle 1/Poppins/SemiBold/16px  
Subtitle 2 Subtitle 2/Poppins/SemiBold/14px

Aa Mulish

Aa Regular Aa Medium Aa Semibold Aa Bold Aa Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz01234567890!@#\$%^&\*()<>?/

Body 1 Body 1/Mulish/Regular/16px  
Body 2 Body 2/Mulish/Regular/14px  
Button Button/Mulish/Semibold/14px  
Caption Caption/Mulish/Regular/12px

## Conclusion

A professional goal is a specific objective or aspiration related to one's career or professional development. It could involve advancing in your current role, acquiring new skills, changing career paths, achieving a certain level of expertise, or making a specific impact in your professional life.

A well-defined goal should be SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. The objective is to enable a person to achieve his career heights through a constructive way using this application.