



About BHyve

Employee Skill Passport & Peer Learning Network

A platform that lets you earn rewards in exchange of knowledge with your peers.

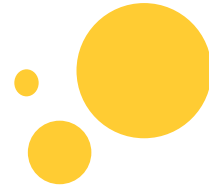
BHyve was conceptualized during the pandemic, with one question in mind **“How can companies keep employees productive and engaged while they transition to remote work”**.

BHyve believed that the future of work is remote, collaborative and social. Access to tacit knowledge is the edge companies need to flourish in this environment.



Case Study | 2022

Yoginder Tickoo



Chief Designer, BHyve | Remote

21-22

My Role

- Product Strategy
- Research
- UX+UI
- Rapid Prototyping + Testing
- Leading Design Team
- Marketing
- Sales (just for the kicks)

Case Study Overview

As part of the core team I was responsible for providing product strategies, make quick decisions and contribute in business growth.

Being the sole product designer my responsibilities were speedy deliveries, making sure my designs are intuitive, interactive and scalable. Working with a small tech team meant feasible designs which could be executed in short timelines but without compromising on the quality of the designs and experience.

Below are the key points that were pivotal to the product and business growth.

SKILL PASSPORT

INTERFACE 2.0

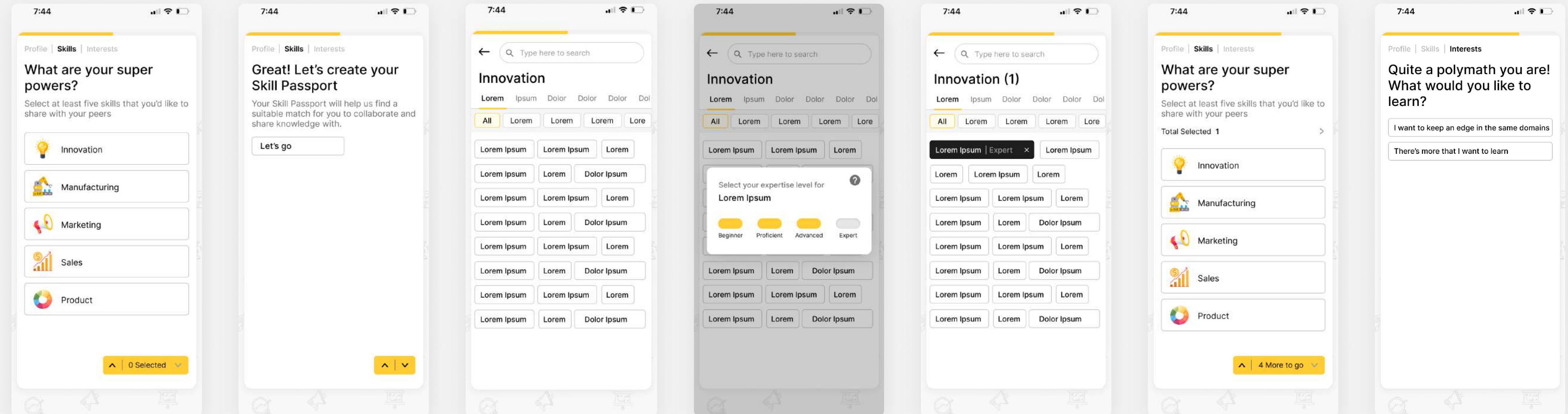
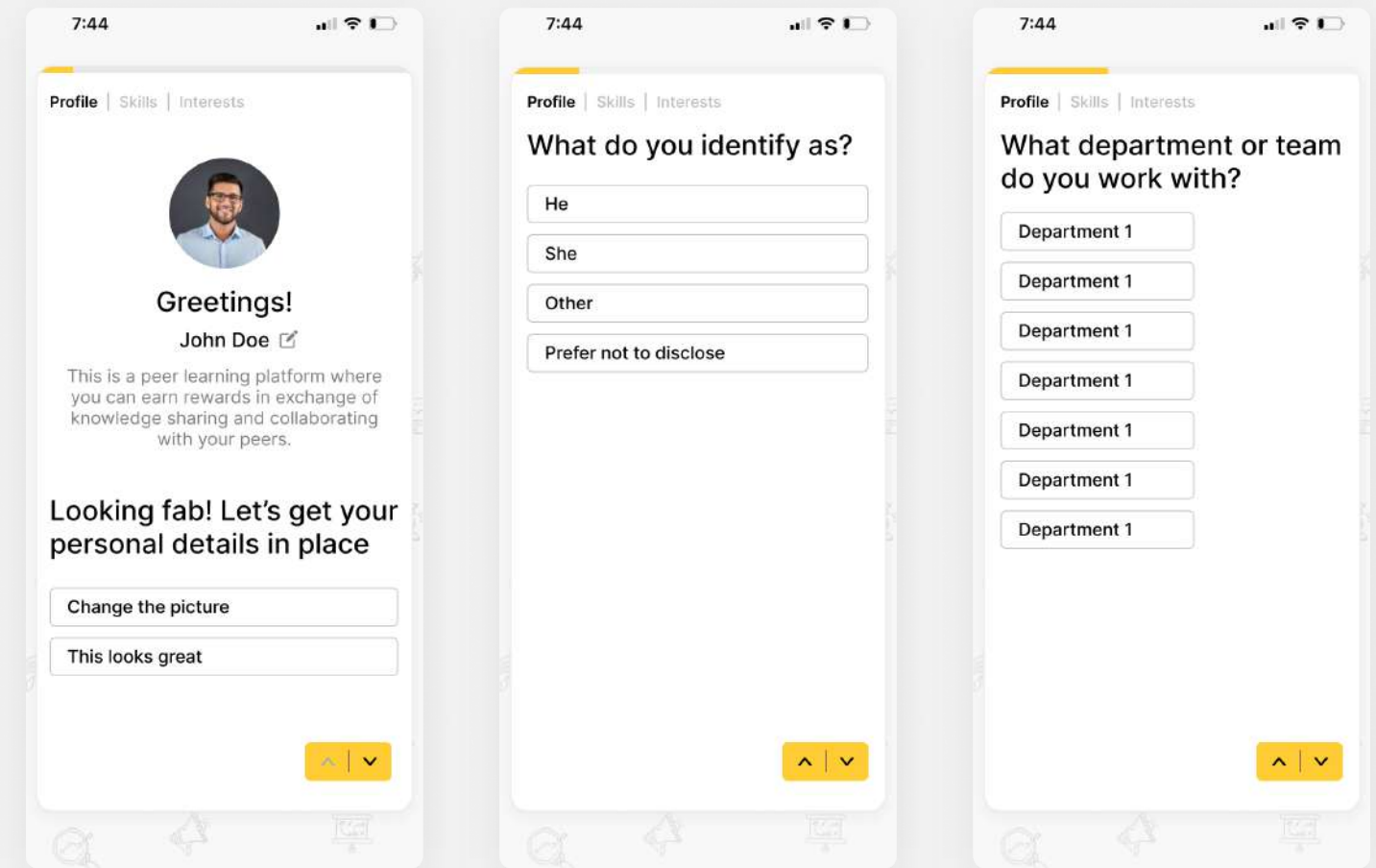
USER ENGAGEMENT STRATEGIES

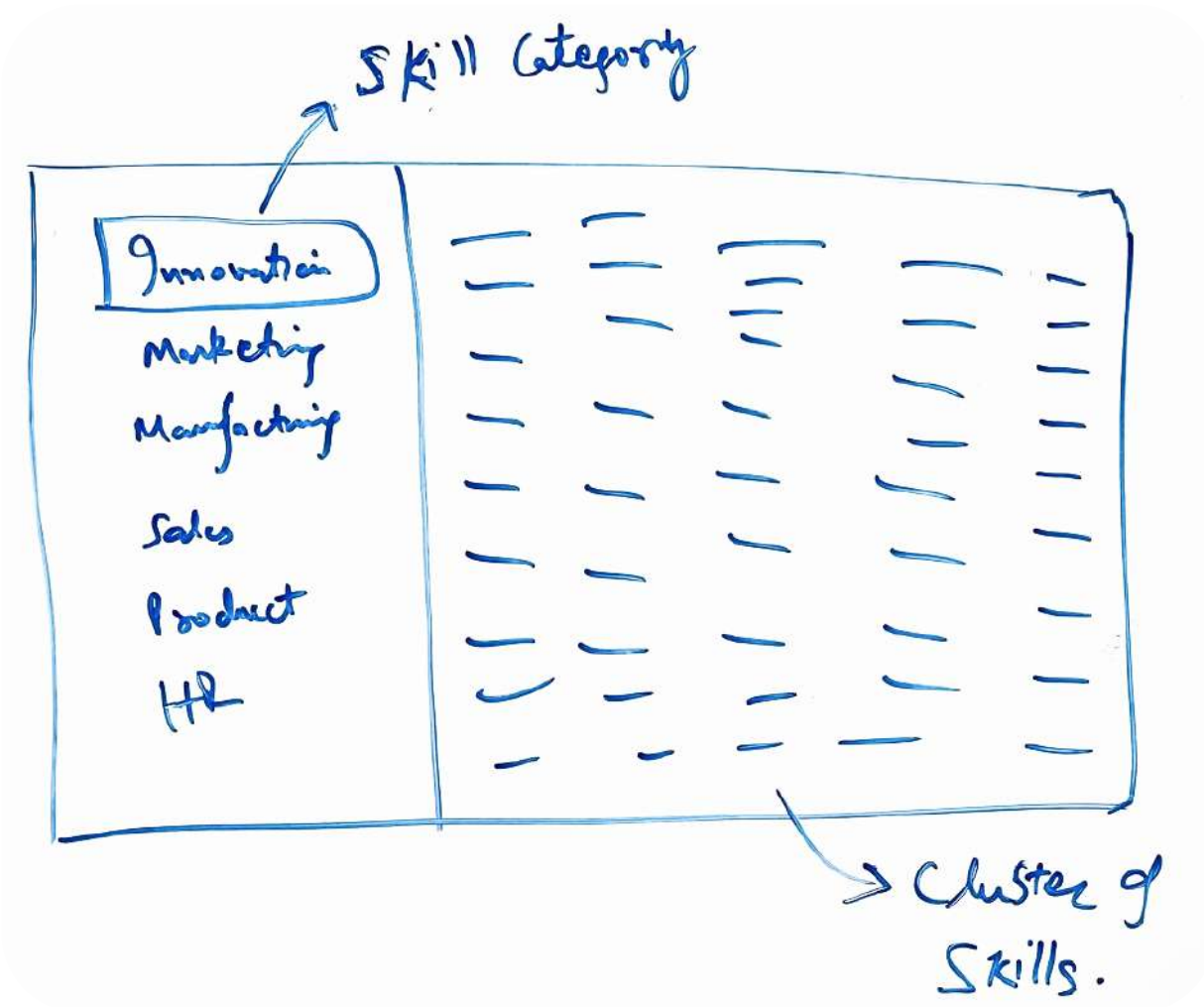
FEATURES PLANNING

Skill Passport

In order to create a profile on BHyve and to make sure the recommendation algorithms worked efficiently, users had to go through the following three steps:

Personal Information > skill selection > interest selection





Old Design

The old structure had just one level drill down for skill selection. It worked for a few categories where there were less number of skills under it. For example:

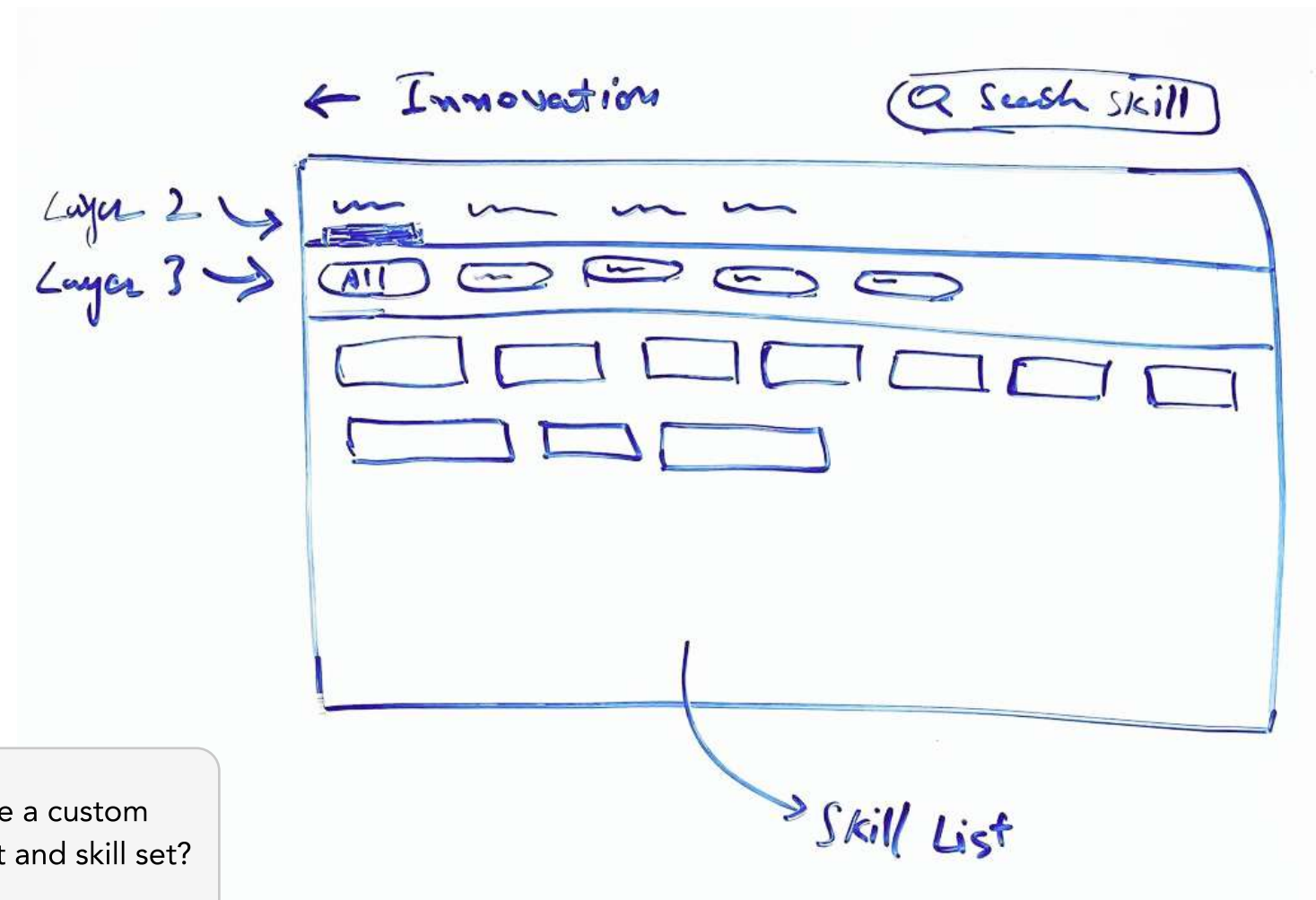
'Technology' as a category had a list of thousands of skills which resulted in endless scrolling.

Can we have multiple layer to select skills where it'll be easier for us to categorize and add them?

Can we have a custom category list and skill set?

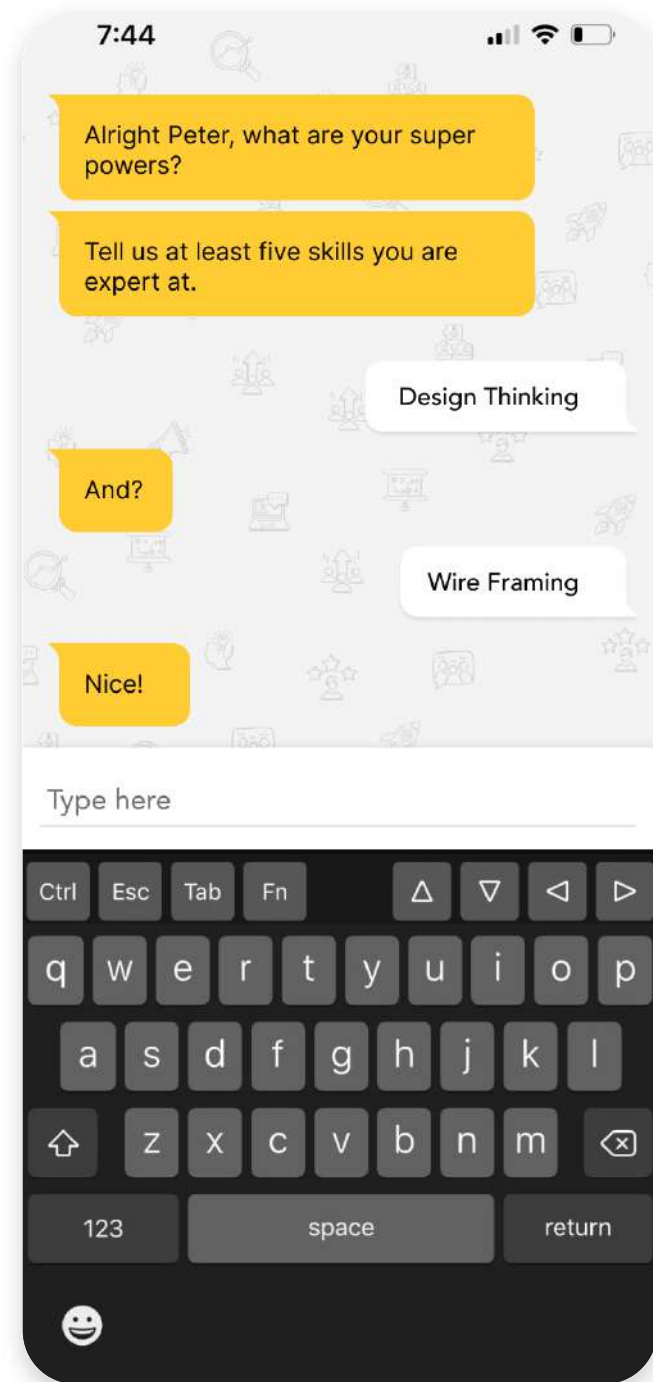


One of our earliest clients



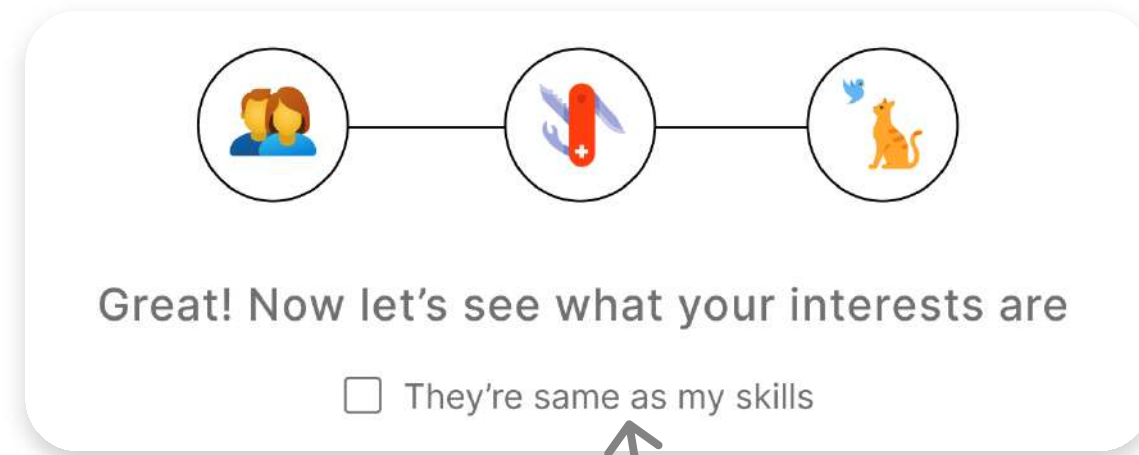
New Design

The new design was scalable up to four layers. Although, none of our clients went structuring it up to all four layer. Some were more comfortable with two or three.

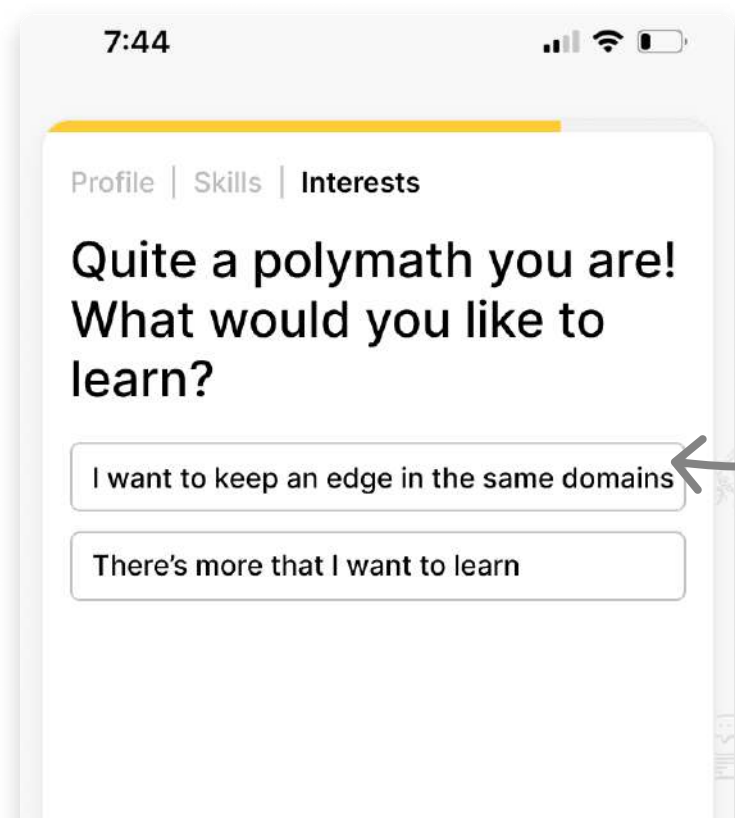


Proposed design (Chatbot)

- Was difficult to execute in the given timeline
- Didn't make it through Heuristics checklist: Users had to scroll all the way to the top in order to make changes



Design Mockup



Featured v3.0

Problem

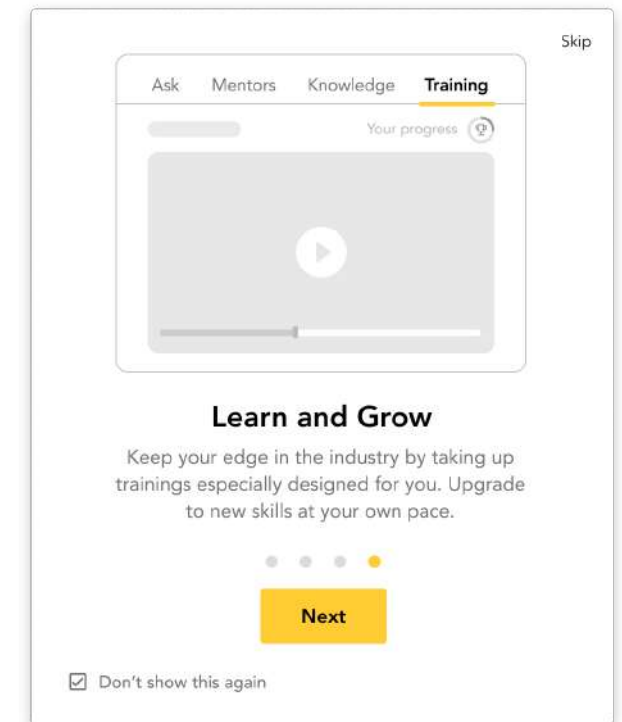
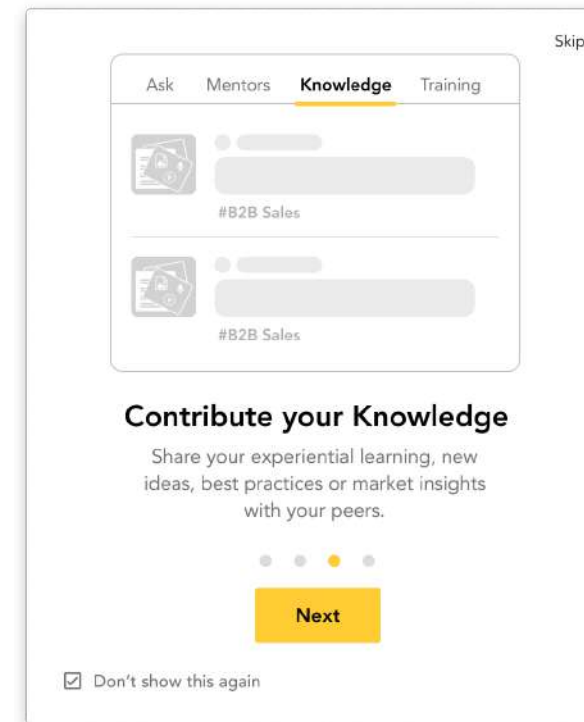
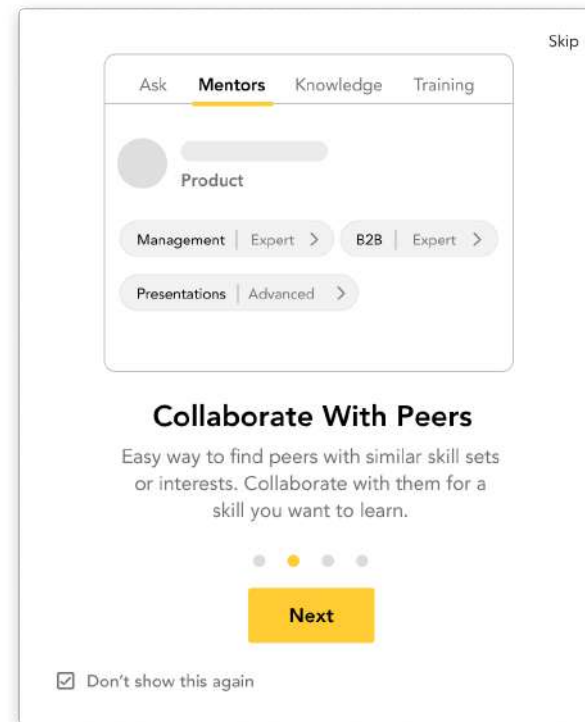
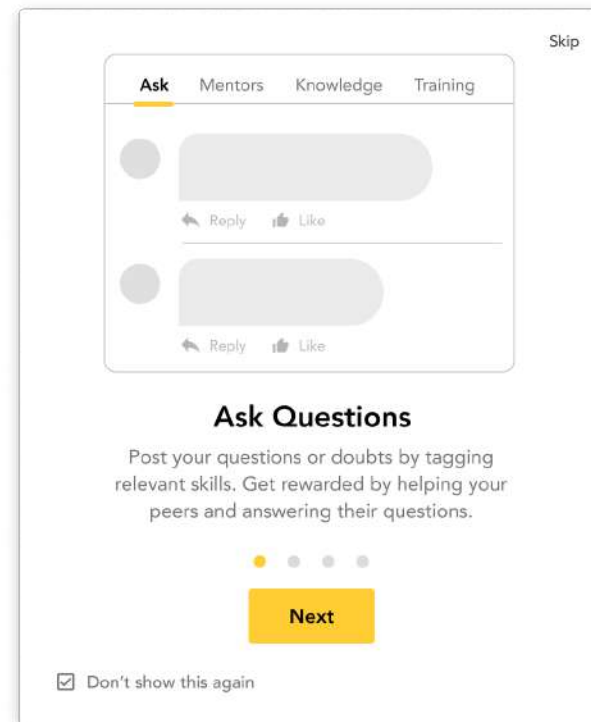
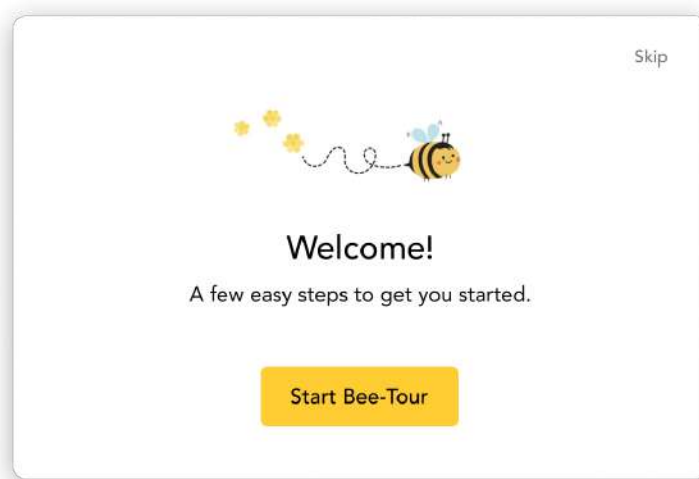
The skill selection designs were all set! The problem was 'Interest selection'. It was basically the same set of skill categories and same design.

"It gets confusing between selecting skills and interests. It's a long process to create profile"
 - Got a feedback during user interviews

Solution

Upon conducting interview sessions with users we observed that they found profile creation process a bit too lengthy and quite eager to get to the home page.

By adding a simple check button we allowed users to skip the interest selection step and get to the home page quickly. As mentioned earlier, recommendation engine needed a match of skills with interest and this step reduction didn't hamper with it at all.

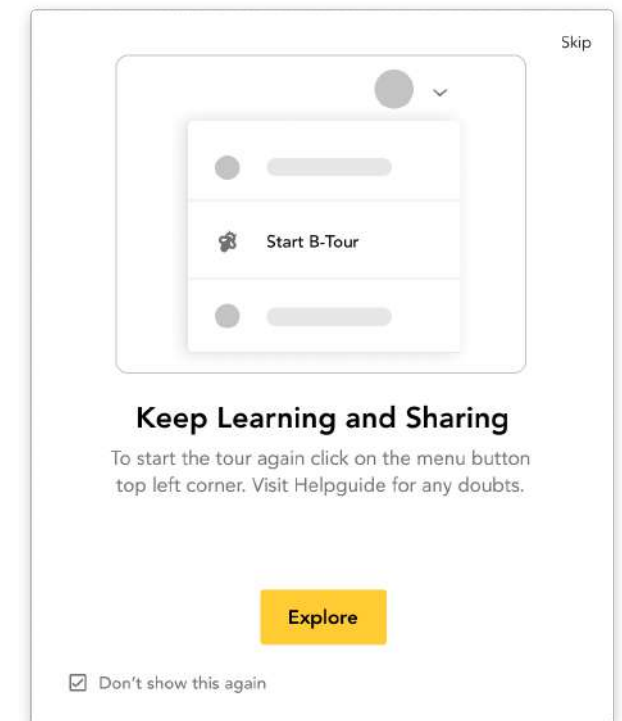


Walkthrough design flow to get users started on the platform

Key Takeaways

Although, we did manage to shorten the Skill Passport creation step but also realized that we need users to update their interest and skill passport from time to time. It was very critical for the system to learn from the user activity so that skill categories and interests can be mapped with departments which will later reduce profile creation process to just one little step.

Of course, we added some nudges and prompts for users to remind them to add and update their profile after they've been on-boarded.

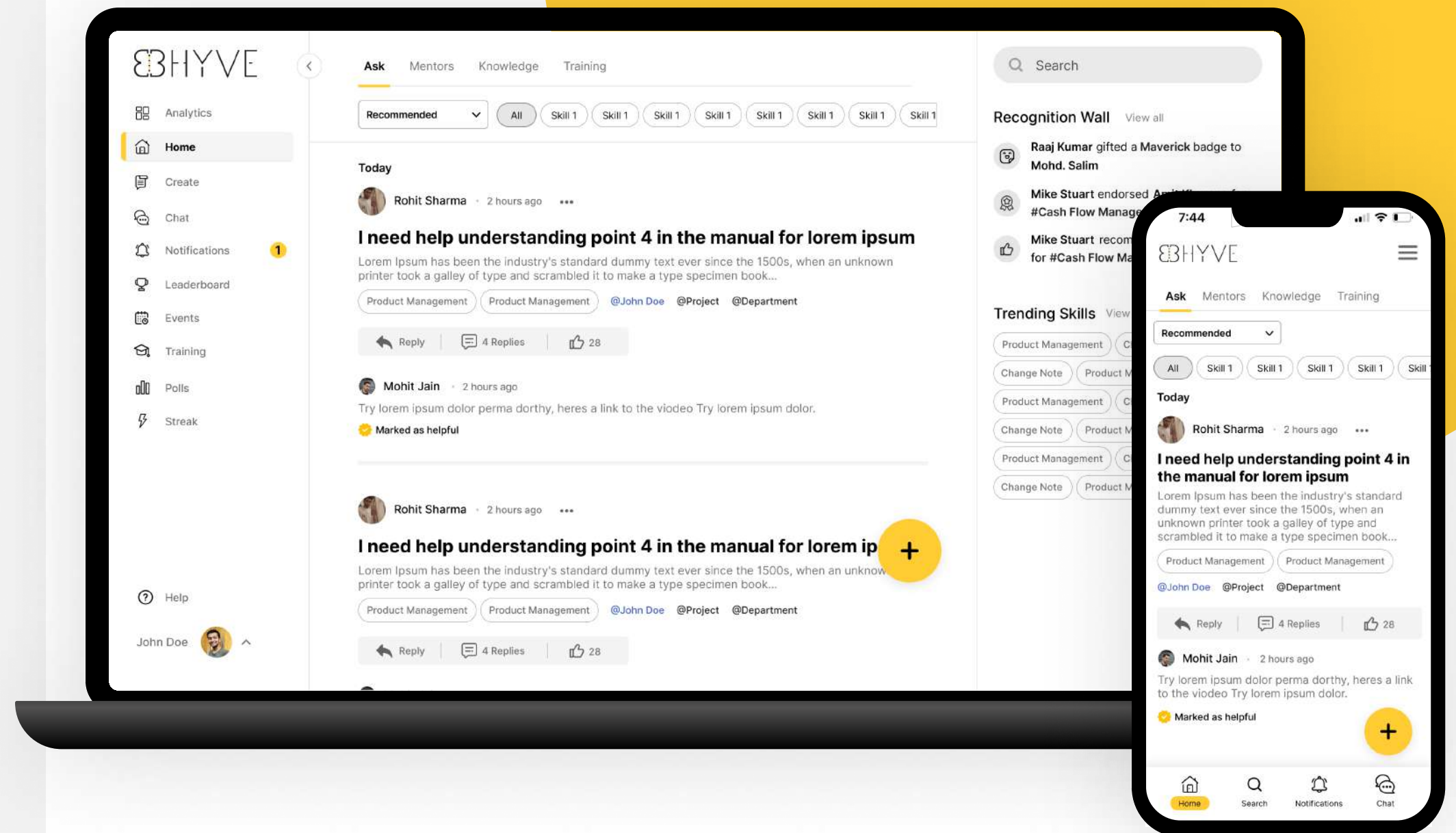


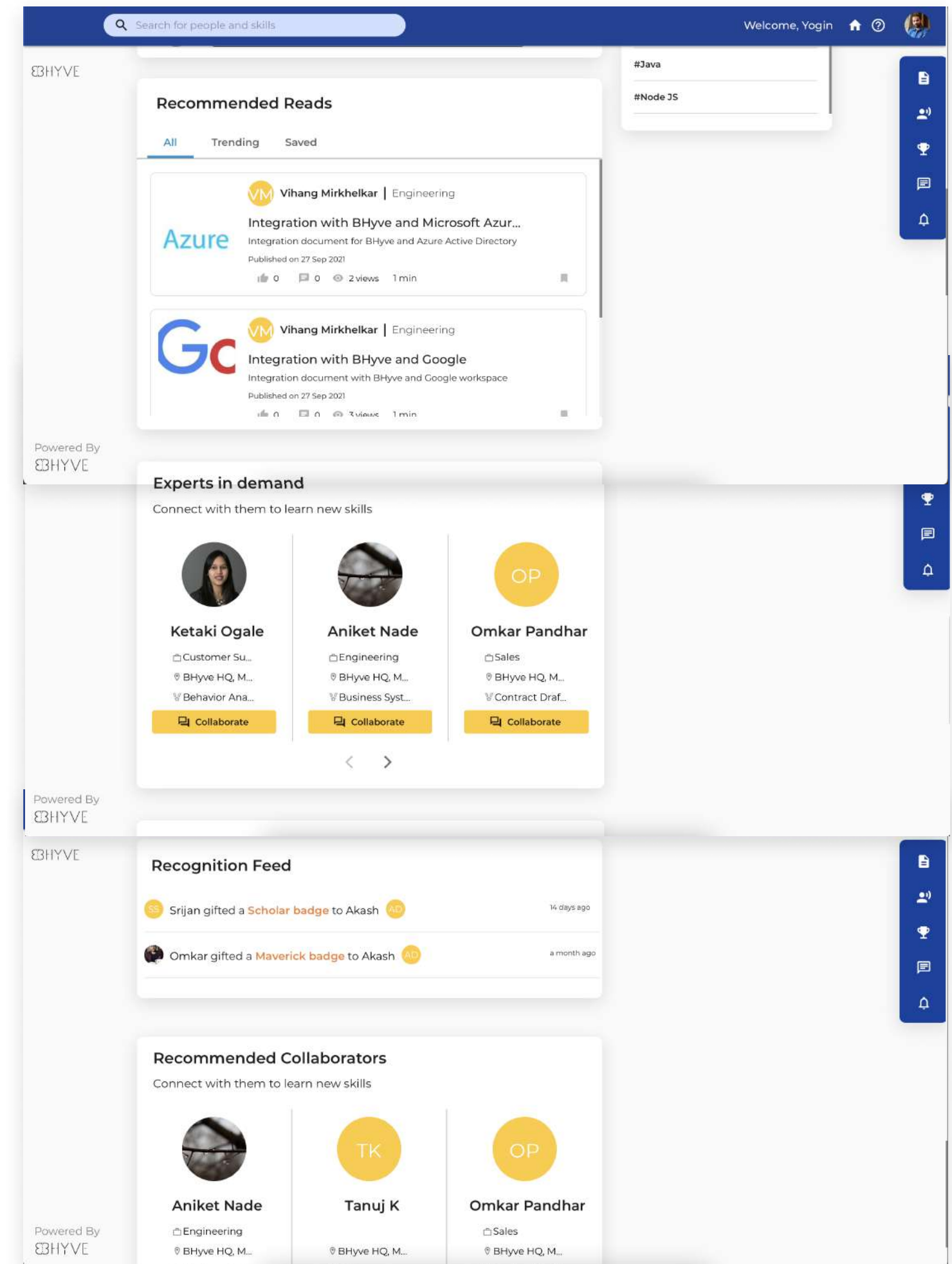
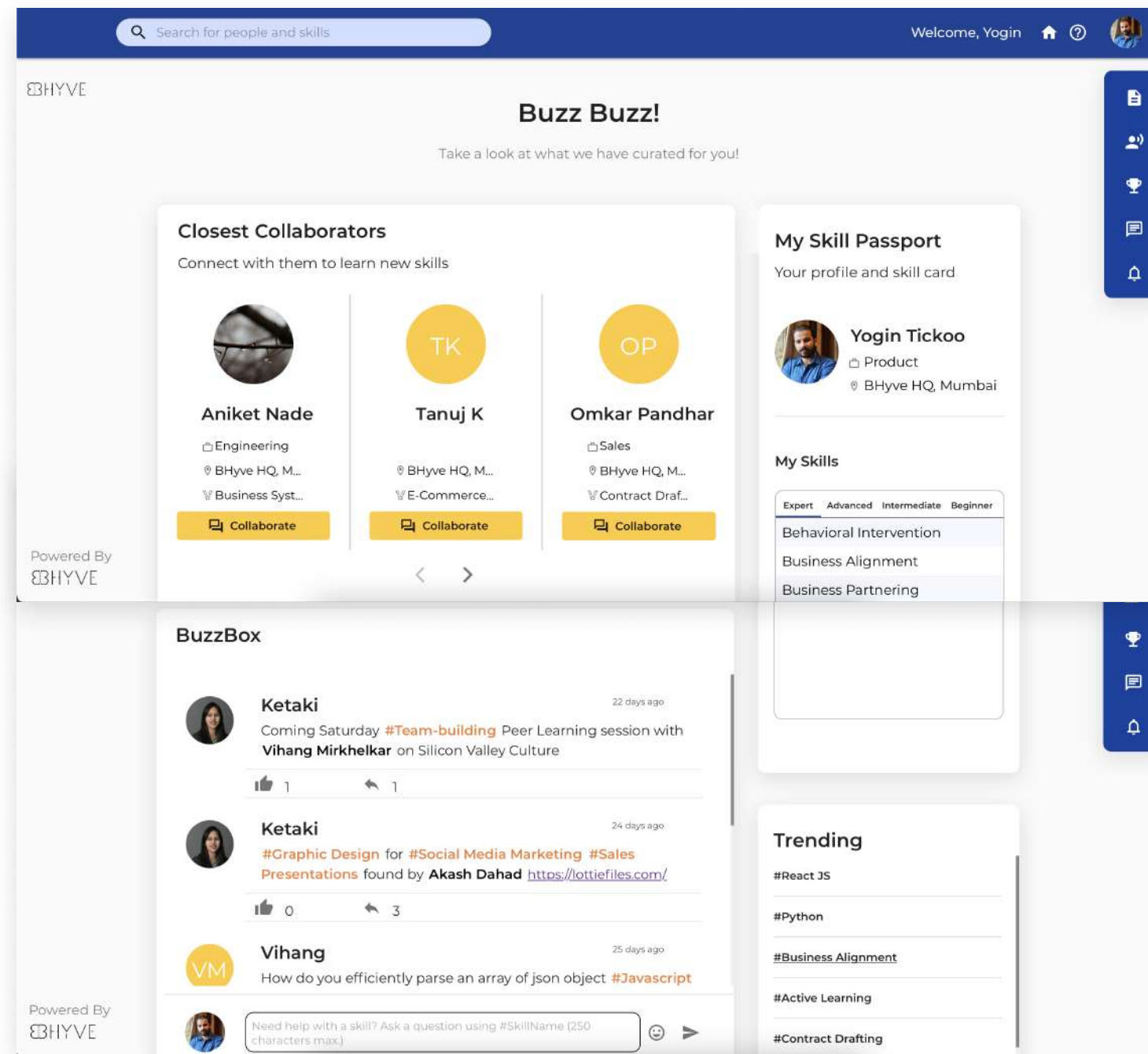
Interface 2.0

This was probably the most awaited launch for everyone. We were all excited about how the new interface will turn out. The clients were quite unhappy with the older designs and often came up with new design ideas just so that it could function at the least.

Goals

- **Scalable:** The product was still in the planning phase and features were being removed and added quite frequently. A modular approach was needed to reduce production cost and time.
- **Empathize with UI:** B2B SaaS platforms are usually created to solve problems on a functionality level. I went for the H2H (Human to human) approach. The idea was to empathize and make users feel good about themselves through my designs.
- **Mobile App:** Even though during pandemic our maximum users were active via desktops but as things started to get better we saw a surge in mobile users.



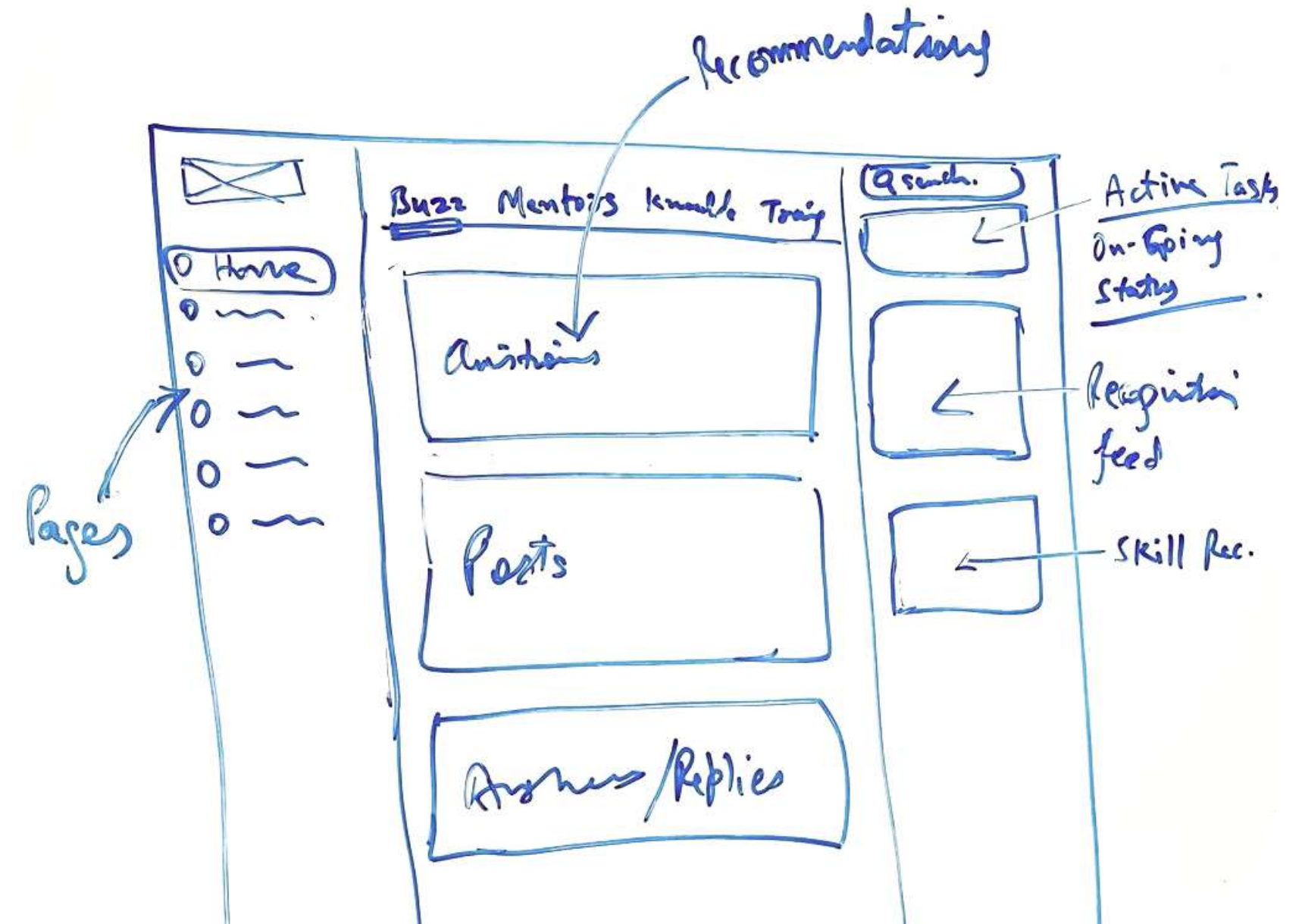


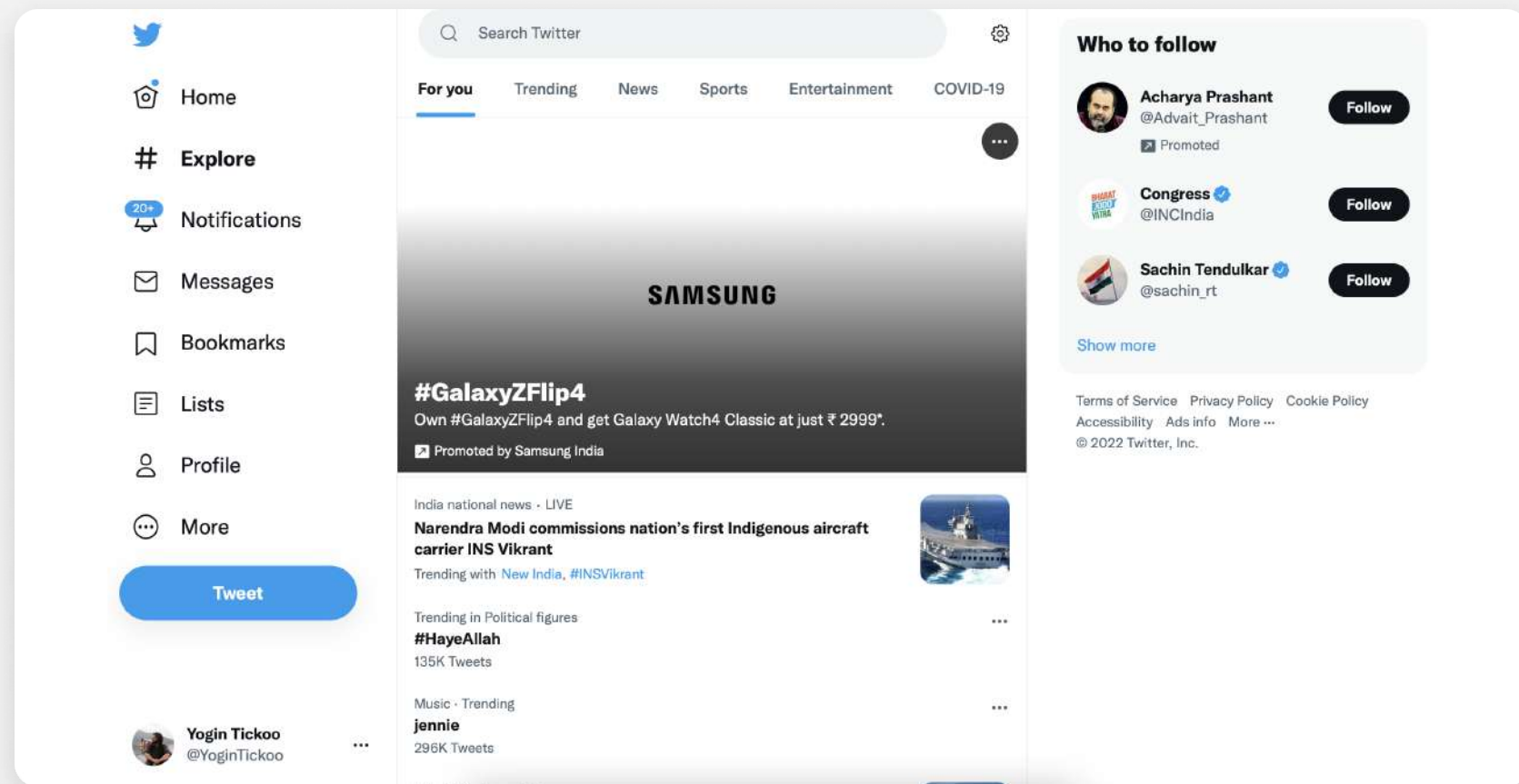
Understanding the old Design

As you can see in the above screenshots of old designs, it already had the side navigation bar on the right and My Skill Passport + Trending skills in the middle. But the recommendation feed was all over the place.

How I got to the new design

- My first approach was to group the recommendations and make it accessible in one place.
- Filters were placed on top of each feed to segregate information easily.
- As we reached out to more clients with varied business cases, Tabular format helped with the scalable design.
- I took some references from the social media apps (Twitter and Medium)
- After a bunch of client meetings, sales pitch and user interviews, we gradually realised that having all the features/pages listed on the left nav bar made the clients feel like they're purchasing a set of tools and not just a recommendation feed. Although, it wasn't the best way to design but you gotta do what you gotta do to sell the product.
- Our front-end lead suggested that we could have a responsive browser app instead of a native one. That would save us a lot of time and pushing updates would be a piece of cake. That helped me save time too and I focused on the interaction rather than UI components for mobile. It was a total win win for us!!

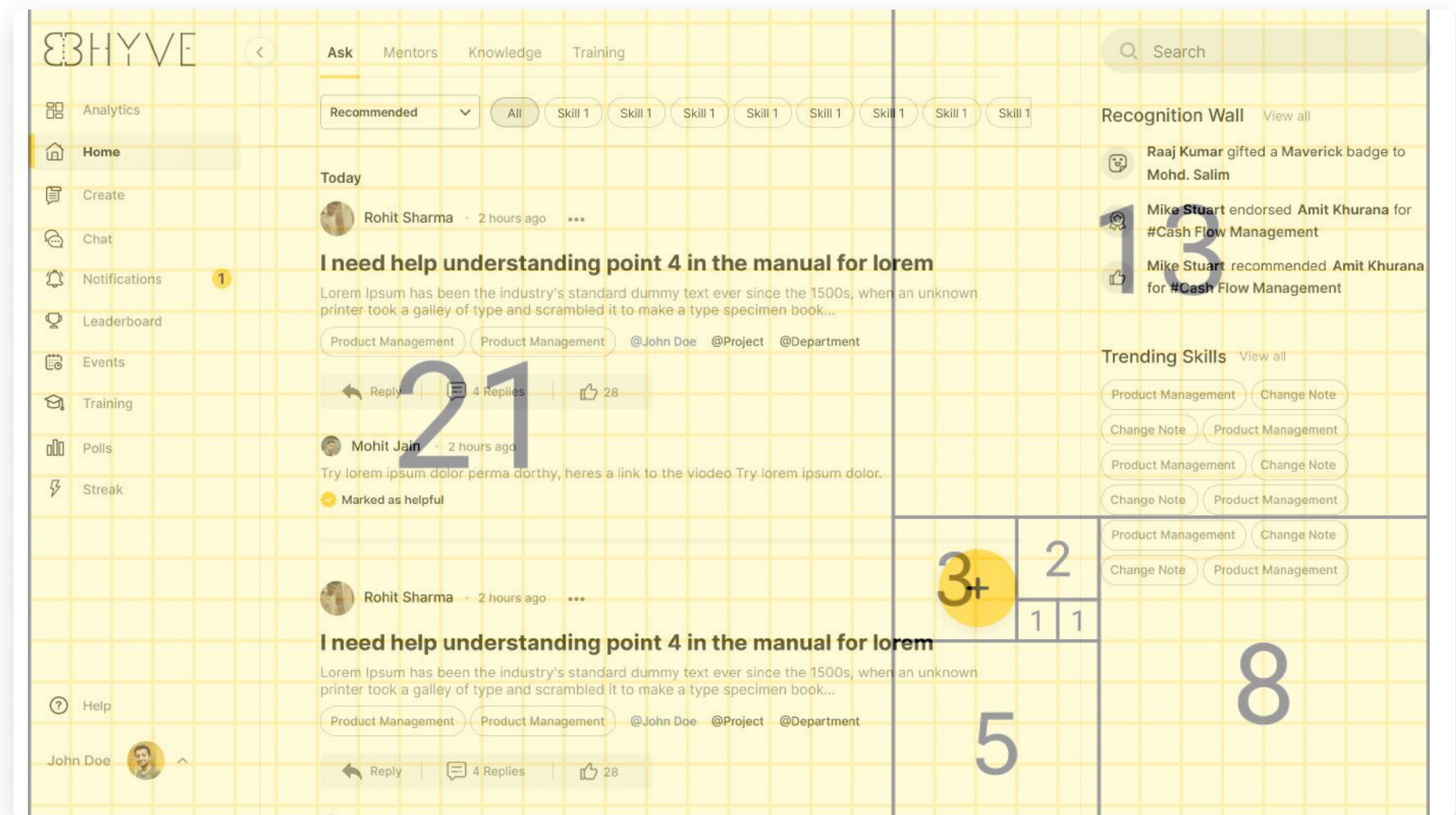
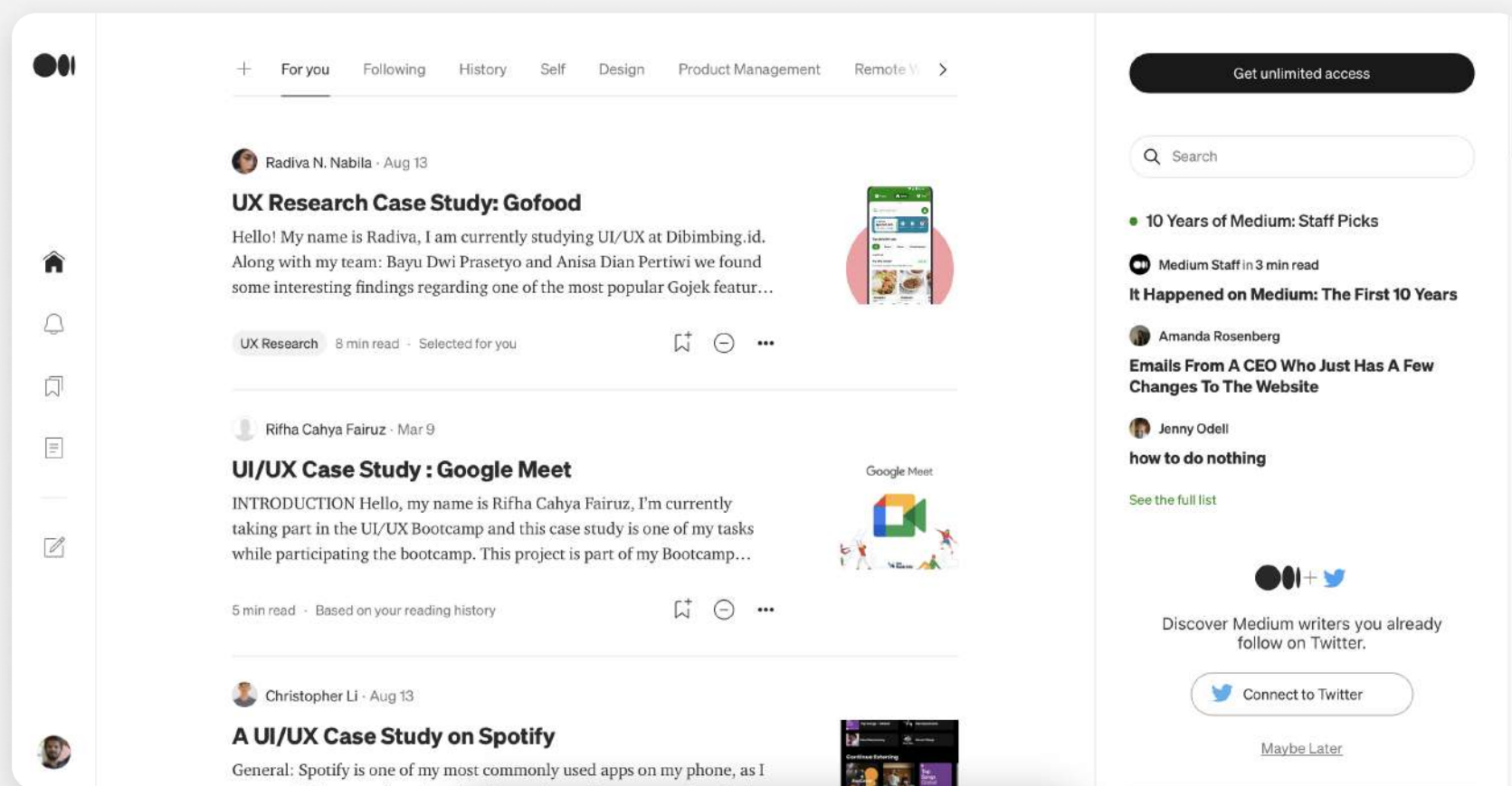




References and Inspiration

Twitter and Medium seemed like a good reference point, the visual idea for BHyve suited well in this structure. We later validated it with user interviews. And they loved it.

Using Fibonacci sequence to make it visually more appealing and aesthetically balanced and help in placement of Create button. The proportion, size and placement of one element compared to another creates a sense of harmony that our users seemed to be attracted to.



We designed a survey to get insights from the Users (Active Users + Low Usage)

User	Name	Prabha	Viraj Patil	Harshada	Srinivas	Haresh Punjabi	Archana Sudharshan	Pragati Kadam	Shraddha Hunur	Ganesh	Diksha Sh
	Title	Operations	Operations	Backend Renewal Department	Manager Operations	Senior Growth Manager	Operation	Service Executive	Management Trainee	Operation	Sales, growth
	Age	41	37	25	37	29	30	27	20	29	28
	Company	NaikWealth	NaikWealth	NaikWealth Insurance	Naik Wealth	Mumbai Naik Wealth	Mumbai naikWealth	Mumbai Naikwealth	Mumbai Naik Wealth	Mumbai N-Gage	Mumbai NGage
Profile Creation	How did you feel while creating the profile?	Easy, motivating, selected all skills, Excited to select all interests	Guess first time, read about it, asked to seniors while creating skills, felt good while creating later on, Got to know where i'm lacking and where I can help, I keep updating skills	1 month, found all but selected 6.	I updated my profile. I am getting knowledge recommendations late.	Seamless exp.	Seamless	Why i'm I seeing skills/categories which are not relevant	I did not face any issues	Could find all my skills, 15-20 mins, just have to upload my profile picture, worth spending time.	realised that I learn a
	Were there any challenges while creating your profile?	No issues. Were all skills available	Guess first time, read about it, asked to seniors while creating skills, felt good while creating later on, Got to know where i'm lacking and where I can help, I keep updating skills	No		10 to 15 mins, no	no	no	I did not face any issues	No	Smooth, Selected skills took time worth it ----- Easy to select inter
App	First impressions about the app?	Easy to communicate, Good to feel posting articles, Advanced version of whatsapp, Good to collaborate with colleagues, Nice to learn from colleagues, bookmarking articles. Good to help each other, its fulfilling	Easy to communicate, Good to feel posting articles, Advanced version of whatsapp, Good to collaborate with colleagues, Nice to learn from colleagues, bookmarking articles. Good to help each other, its fulfilling	felt like facebook, live and notifications	User friendly. Self-explanatory	Very good platform, well designed, no problems whatsoever	Very good platform, well designed, no problems whatsoever	Been a week. Useful to get information from experts	Love to read articles	Easy to use, Smooth	Want Pu notification
	How often do you visit BHyve? (frequency)	Morning login, frequent reader and posting of article	Morning login third App	Morning today, havent since one month very much.	Every morning. Anything useful article.	Once a day	Everyday,	Good platform, easy knowledge sharing	Everyday (during work)	Last 5 days, Morning updated the profile	in the interval days, Need no to prompt
	How much time do you spend on every visit (time) (follow-up question)	15 to 20	morning 30 mins and afternoon 30 mins	20-25 mins	20-25 mins	10 - 30 mins	30 mins	Good platform, easy knowledge sharing	10 to 15 mins	3 hours.	5-10 mins. Knowledge has link and I me to that w
	Why do you visit BHyve (reason)	Ranking, Motivated by Ranks, Posting articles, and reading, feels good to read comments, Badges	Reading articles, sharing articles, feels good and proud to visit and	Saw Notifications,	Post articles and get knowledge.	Finding new colleagues, Staying updated about organisations	Notification, reading articles, leaderboard	Clearing doubts, need details, frequent buzzbox user	Get insights, articles, Getting expert insights	explored the app, Was able to upload the file on knowledge, Buzzbox, It can become part of my job to help other or seek for help	Check notification you read ar
	What do you do once you log in? (actions)	Knowledge feed	Reading and sharing	Going to try articles	Post articles.	Leaderboard is a good motivation, Pretty honest about selecting skill levels	Buzzbox, Notification	Buzzbox, Notification	Knowledge	Seeking help or help Buzzbox	Check arti Buzzbo
	How many people do you interact with? (badges, likes, Endorsement)	2-3	4-5	not yet	1-2	6-7 collaborations till now	5-6	4-5	5	Finding that people are active from Recognition wall,	6-7(Buzz, badges Missing data collaboration
	What part of the app felt confusing?	Nothing was confusing, Trending and then sending collaboration	Just the skill in the begining	Couldnt find buzz comments, couldnt locate how to send collaboration	BuzzBox		Restriction on PPT size, Couldnt find a skill that was not in the inventory	Sending collaboration	Notification not getting updated(someone posts article and not seeing in the notification panel) , Latest - Oldest sorting/filter	Nothing	Delete button for buz
	If you had a magic wand, what would you change about the app?	Sharing videos should be made available	Login issue, need to stay logged in, Bookmarking links and saving it to browser tab, Live tab suggestion, New Article, trending on Articles. More Size for PPT upload		New articles to be posted from Ngage	Filter on buzzbox missing(bug), want to explore more	Notification about BHyve like whatsapp, Specific skill related notification is important	Broadcast message, sending one message to all, reminder about birthdays of colleagues, Auto message to client	Its pleasing to the eyes, Just the sorting bit	is recognition wall important to show? Also would feel good if my own name is shown on the wall	Notification, No connect in re (Need to connect someone ins
	**Ask the user to give an endorsement (Record a time)	30 seconds. got confused, Didnt know about chat endorsement	Havent explored yet, Had to teach		Did it	Have not explored that part yet	Pick a skill to collaborate and Endorse or from Endorments tab (Idea)	Dont know how to send endorsement	Finding it difficult to endorse. Design is not intuitive	Was able to send endorsement	Not able to
	**Something about the # (*post a buzz) { Follow up questions depending on behaviour}		Missed the hashtag, used @ first	Was able to use # and @ correctly	ok	Was able to do!	Was able to	Was not able to	Was able to use # and @	Failed to use # not for @	used # an
	**Search {Follow up questiond depending on behaviour}	Uses trending skills more.	10 seconds			Was able to do!	Slightly confused about search. Overwhelmed, Was checking to find people with specific skill on "Trending skill"	Was able to find without #	Used it without # to find any skill	network problem	Searched for without

Scope to make improvements

Upon analyzing the data we identified two types of users:

One group was highly active: They would post questions, reply answers/queries, Post articles and were quite competitive. But, quite less in number. We got

The other group was mostly inactive: They'd come online and stay for a couple of minutes and bounce off.

The numbers were quite high. We had to get the numbers up and so we came up with a strategy.

Key Takeaways

The excercise turned out to be quite helpful. We got plenty of insights and suggestions from the users and very shortly the improvements were implemented.

	B	C	D	E
Name		Vijal Gohil (female)	Swarali Gaonkar	
Title		Operations	MIS data	
Age		32	29	
Location		Borivali	Mumbai	
Company		NaikWealth	Naik Wealth	
			New joinee	
What does your day look like at work?		Coordinating	Policy renewal, update, MIS data, SAIBA	
How do you communicate with your peers?		Active on Teams, Whatsapp	Mail, Whatsapp	
How do you tackle challenges at work?		Myself, help from seniors, Communicate	My team is helping, Archana guides me, Harshada, Pragati	
Have you heard about BHyve from your peers? Y/N		Yes, Part of the launch	Y	
What do you think BHyve does? (if they say yes) ^		Very good platform for learning, sharing with whole Org.	Y	
BHyve is.... (if they say no)				
Do you think BHyve can help you at work?		Yes	Y	
What are other platforms you use at work and personally		Gmail, teams, Bad at social media, Rare user of Facebook	Whatsapp, Mail	
Why would you use BHyve?		Yes, been using it past 2 days, Looking forward to explore	Y	
		Got confused between @ and #	Made her run a small tutorial on BHyve as she had little knowledge on how to post.	
		Was clicking on the profile picture on page (good point)		
		Felt like Should participate after seeing marketing email. (one of the reason) 4- 4.5		
		heard from Peer and came to BHyve		
		Want external News / Information		

User Engagement Strategy

We designed an internal marketing campaign for each client in order to raise awareness about BHyve among employees. We created creative graphics on the lines of their brand styles and sent it weekly through their HRs.

This is until the HR Dashboard was under development, we shared weekly recognition posts from leaderboard in order to stimulate competitiveness among employees.

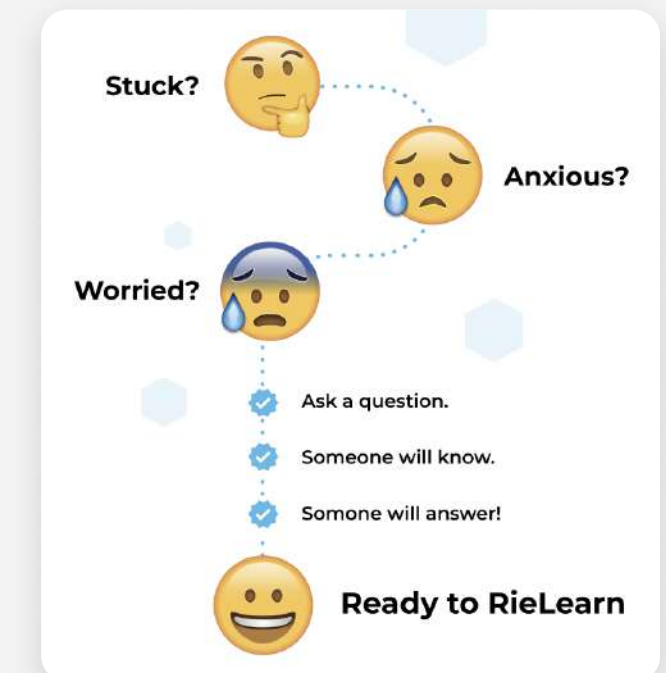
We saw a spike in active users right after a couple weeks of doing this campaign!!

The active user numbers were starting to look good. Soon after we launched an in-built Poll feature, to let users share knowledge in a much more fun and interactive way. They seemed to like it!

We designed these for a manufacturing client. Making sure it was on the lines of actual safety signage designs so employees could relate.



Actual Manufacturing site Signage



Feature release Planning

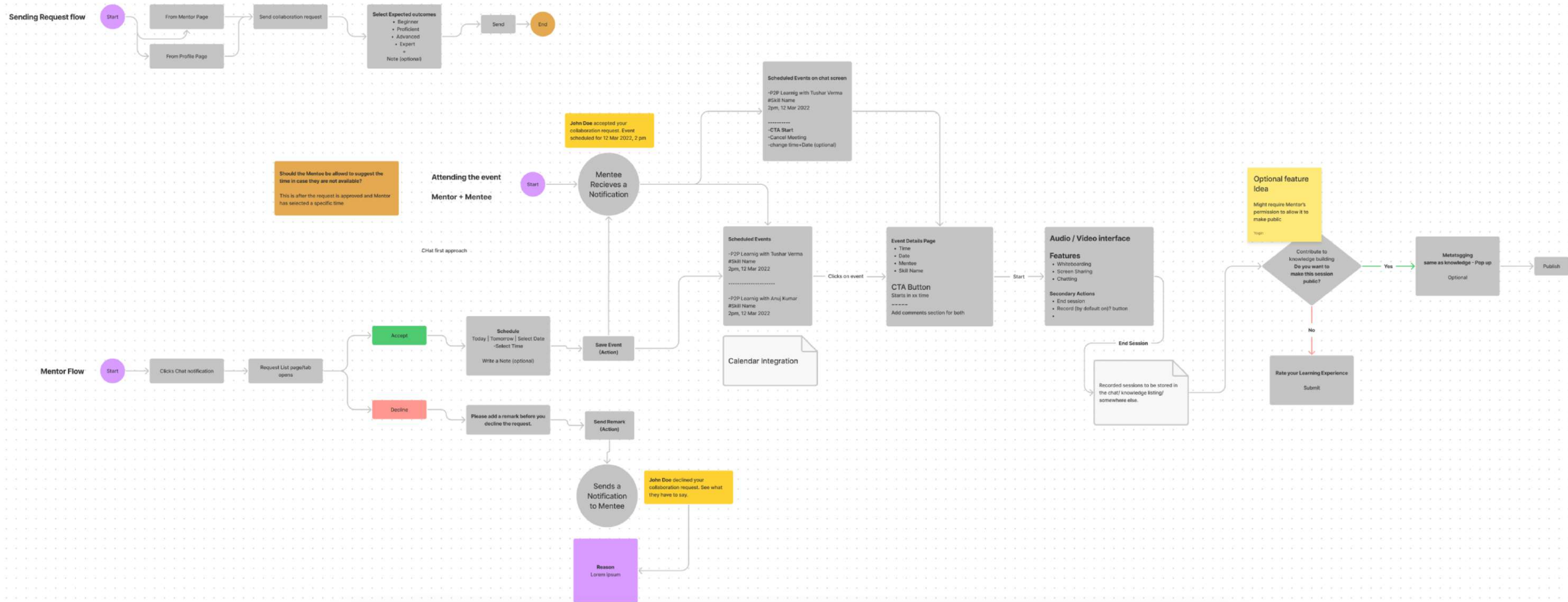
After listing down all the tools and features the product would need, I noted down the requirements from user plus client interviews and created user flows for all the listed features and found out there's a few items that were common in the requirements.

From the broader perspective, it was crucial that the features bring value to the business and attract more customers and make sure there is also higher user activity on the platform.



A detailed user journey for one of the planned features.

P2P Mentoring



It's Human to human and not B2B

Who said B2B apps have to be boring? Our users exchanged these stickers with their colleagues like it was a complimentary gift.

These hand crafted stickers proved to be quite useful and were loved by the users and customers.

"I like gifting these to my colleagues and it makes me feel good to see them on my wall when someone gifts it to me"

User

"They look too cute and these stickers take using BHyve to another level"

User



Learnings

Working with a start-up demands wearing multiple hats. Sometimes, there's no right or wrong way to do things, you just have to be a teamplayer and trust in the process.

Having an indepth knowledge about the product, it gave me the confidence to take up a sales challenge. The idea was to understand the nuances of selling the product and understanding pain points of the customer. Although, the deal didnt go through for some reason but it was quite a thrilling experience.

I did learn a couple of things:

- The sales pitch we were using had some fundamental problems. Meaning, it made the clients feel like they could use just a couple of features from the product and not the whole.
- This was taking a toll on the tech team to maintain a separate codebase and to come up with a modular approach.



Takeaways

- A better understanding of the product will generate multiple solutions
- User journeys visualize the vision for the project. Design flows and not screens.
- Product design is the whole process. You've got a designer, a developer and marketing hat on.
- The value proposition is your customer's first contact with your product. The less known your company is or the more revolutionary your product is, the better explained your value proposition should be.

Thank you!

Are you looking for someone who
loves to design products? hit me up
on the below details!

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