

CASE STUDY

# Culture Advantage Index

T O M M Y P I C A R D

## CULTURE ADVANTAGE INDEX / **PROBLEM**

Clients would pay tens of thousands of dollars after waiting weeks for their report to be created. They would then receive a PDF and a 10-20 minute meeting. PDF report creation would take a senior level designer 8+ hours to produce. Needed to design and build a system to streamline everything, including on-demand self-generated PDF reports.

# PROCESS





# PARTNERS IN LEADERSHIP

## Culture Advantage Index Competitive | Research

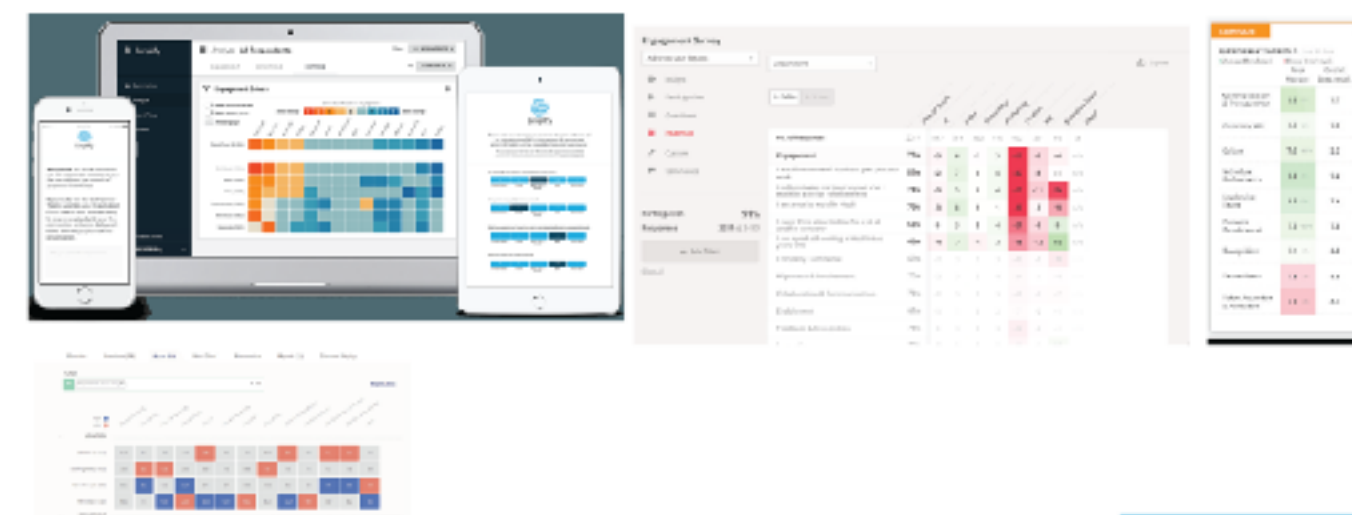
Competitive research on competing products

Hands-on demos of products (when available)

Interviewing clients / internal stakeholders of product

### Learnings

Majority of platforms utilize heat map type visuals in results

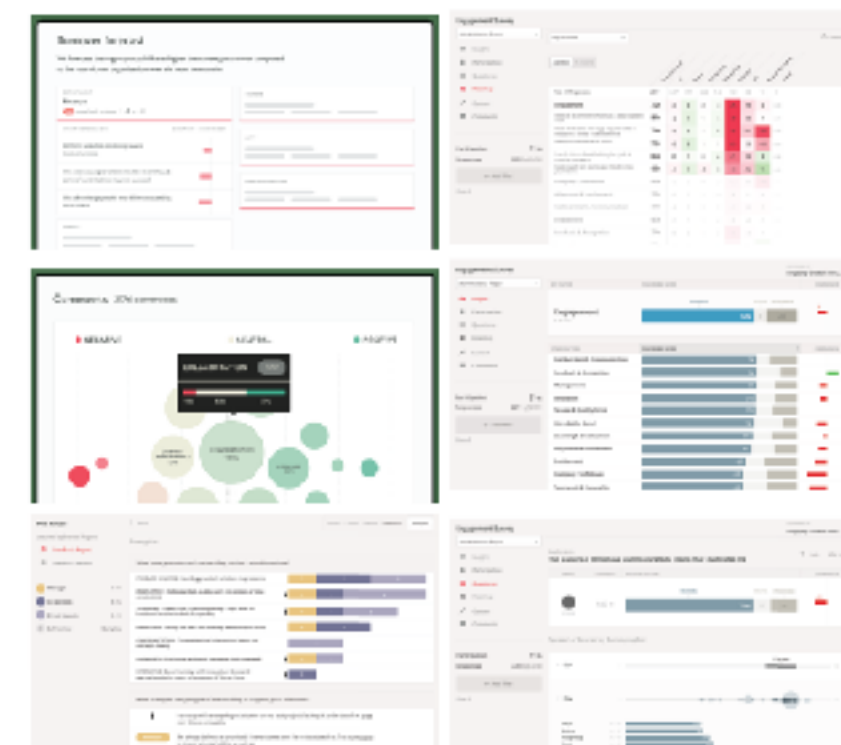


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### CultureAmp

How are they able to visualize the gap?

- Unique and engaging charts
- Heatmaps help identify strengths & weaknesses
- Actionable results



Partners In Leadership

### Emplify

How are they able to transition you from that visualized gap into the solution that fills that gap?

- Apart from visuals, they offer webinars, podcasts & resources on their core site, gated behind forms
- Did not see any indication of suggestions to help fill gaps, only visuals



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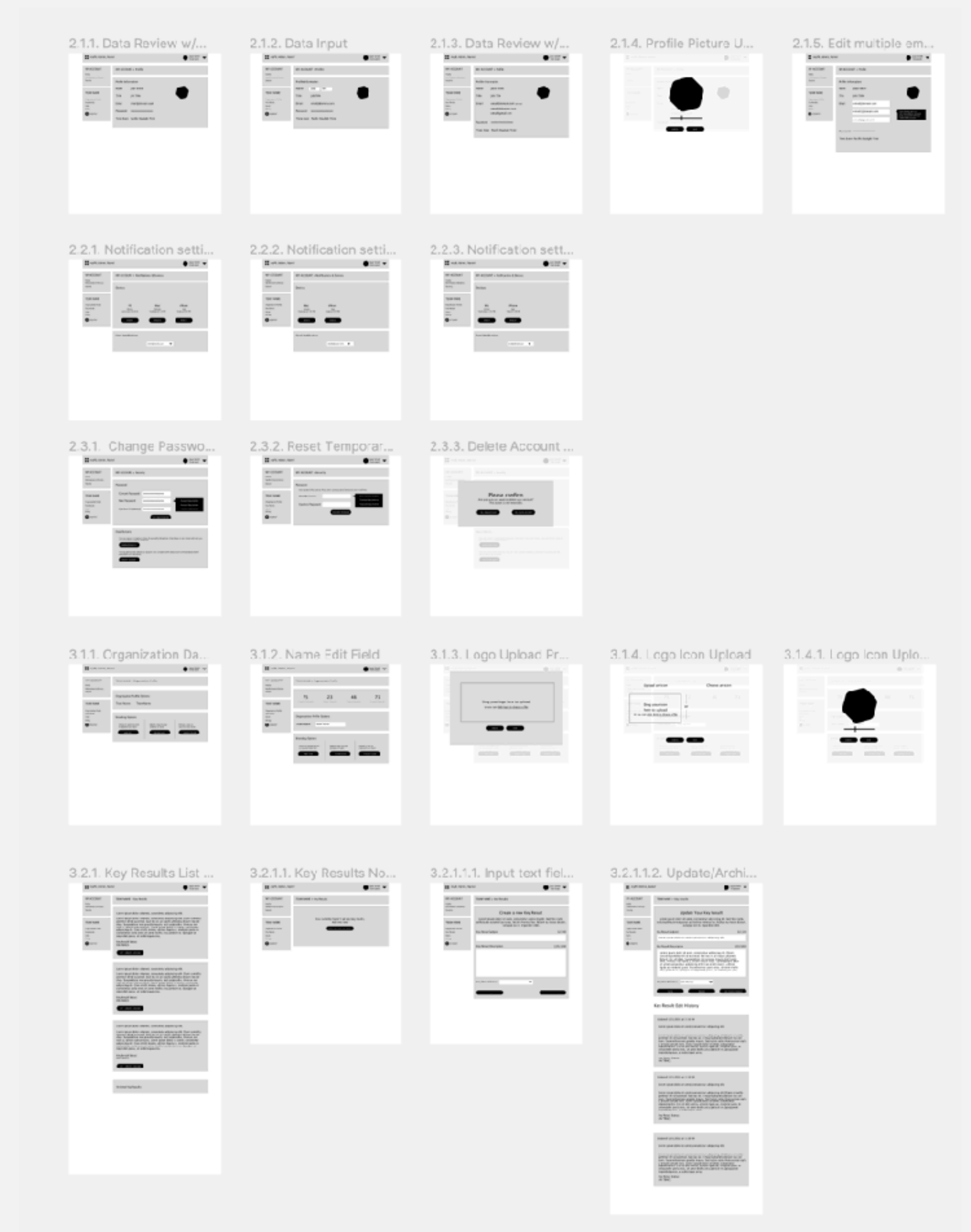
# PARTNERS IN LEADERSHIP

## Culture Advantage Index | Strategy

Deconstructed elements of existing product

Figure out the current pain points and enhancements that could be made to product

Created wireframes in low fidelity to ensure alignment from departments, and that we were not missing any core functionality





# PARTNERS IN LEADERSHIP

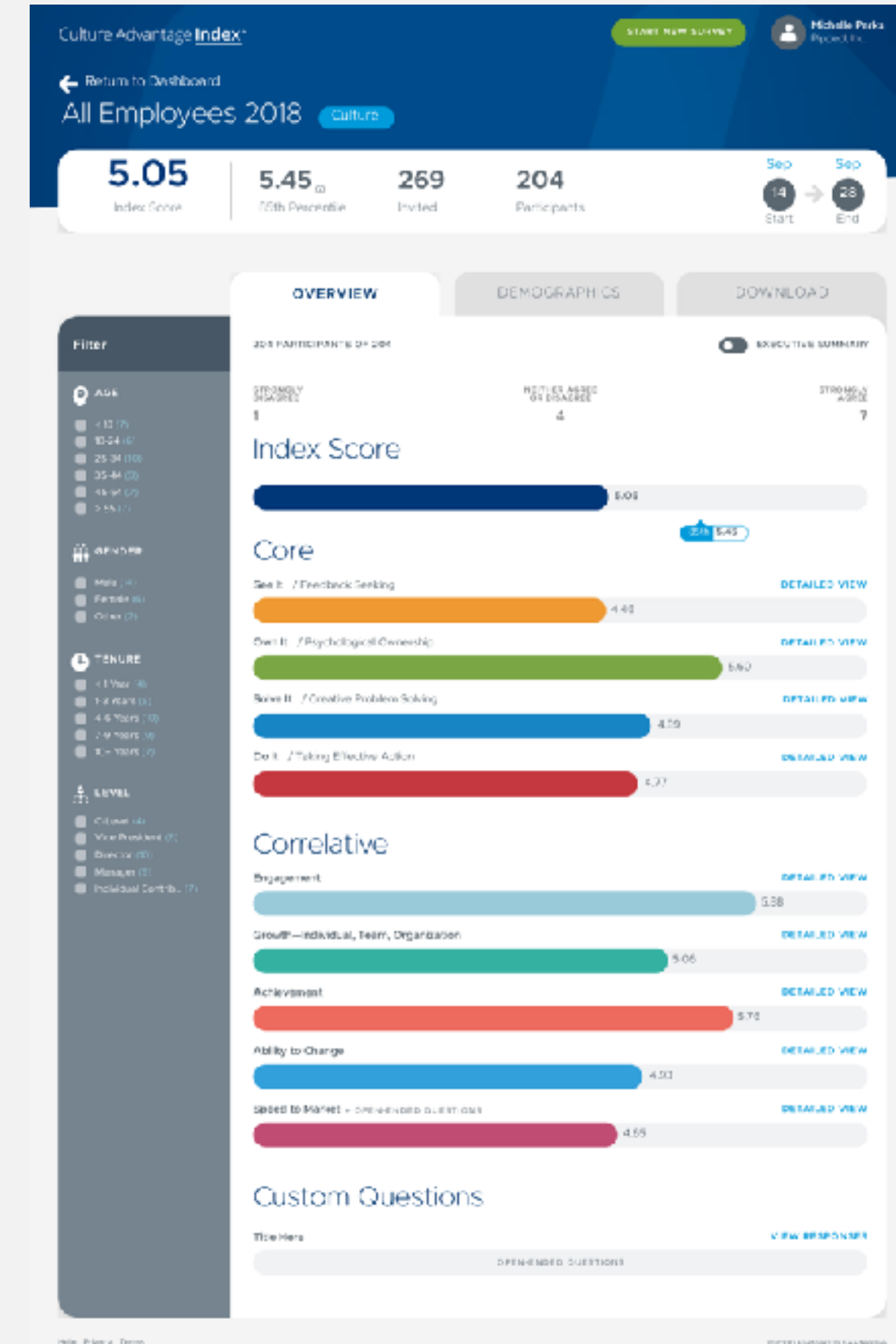
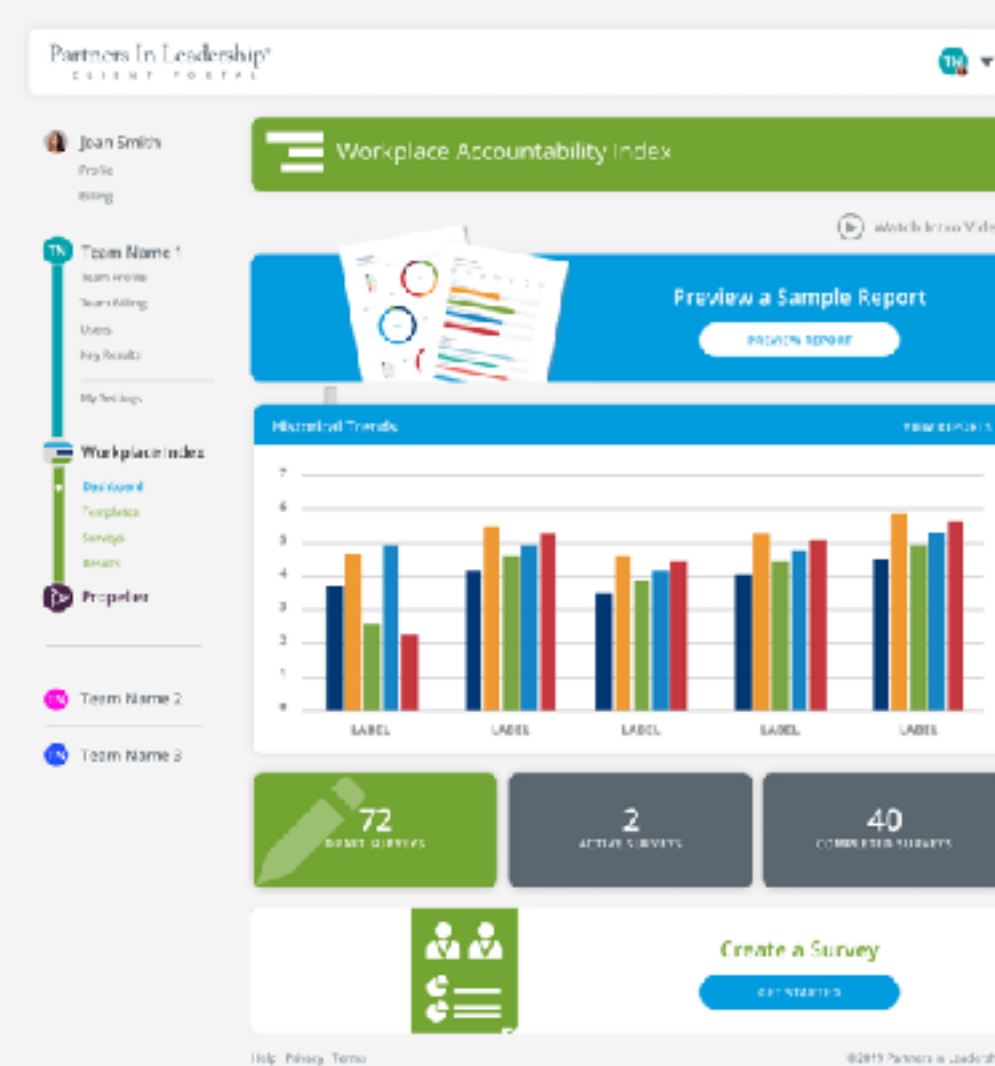
## Culture Advantage Index | Design

High fidelity designs for both Desktop & Mobile Browsers

Interactive Prototypes made to demonstrate how software would be used

Reiterate until the best MVP was ready to code

Provided files to and worked close with engineering team to compare designs to coded samples



# PARTNERS IN LEADERSHIP

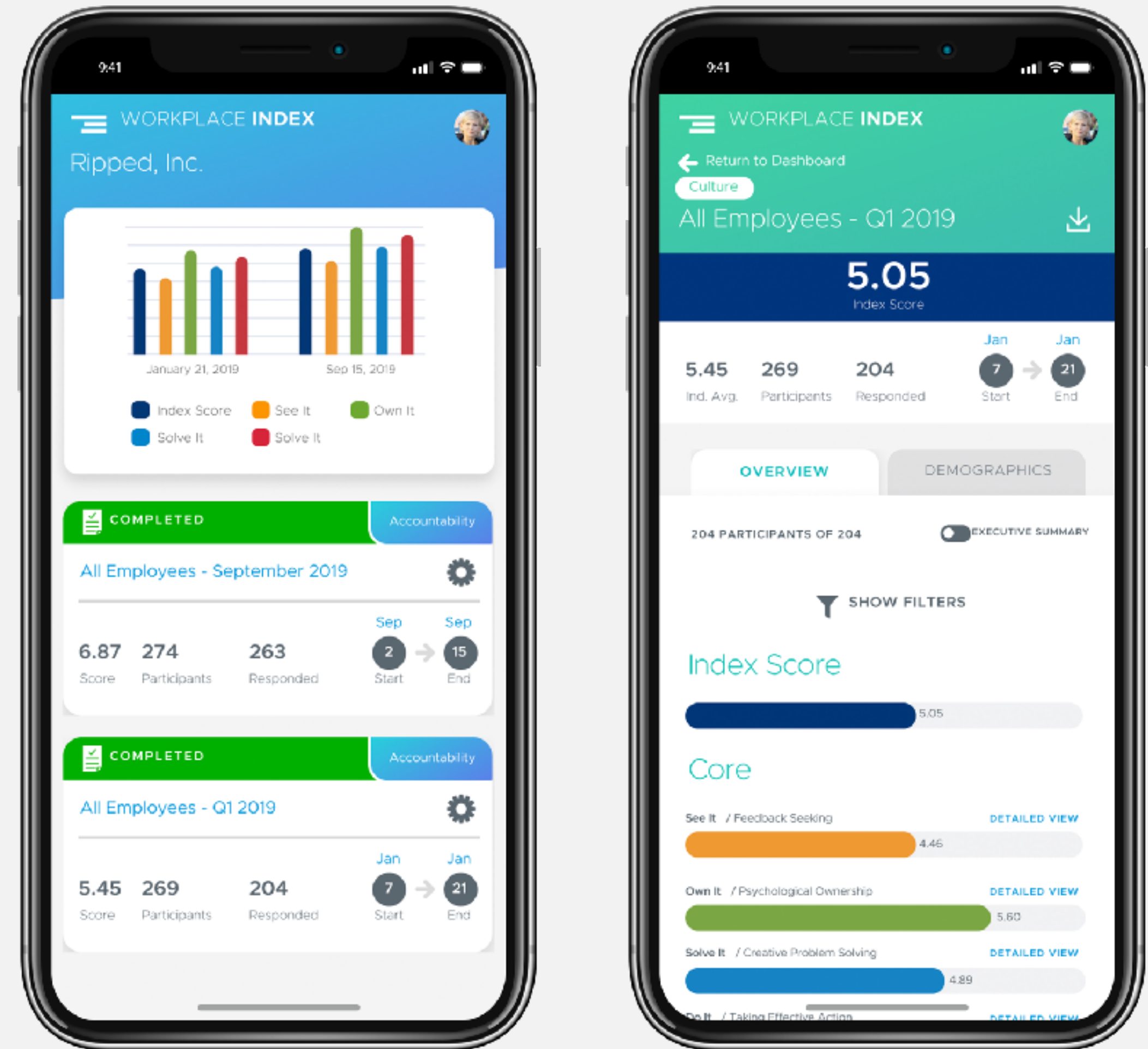
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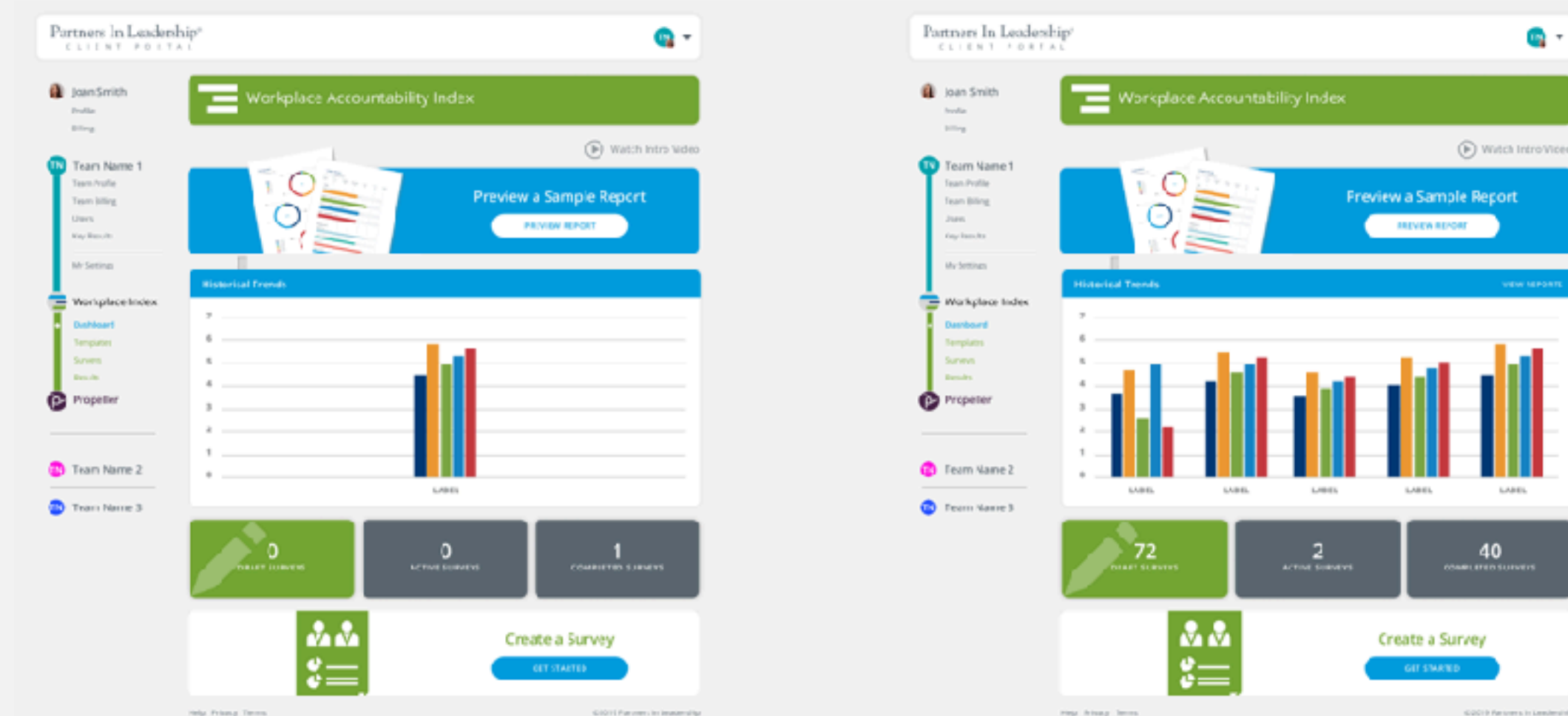
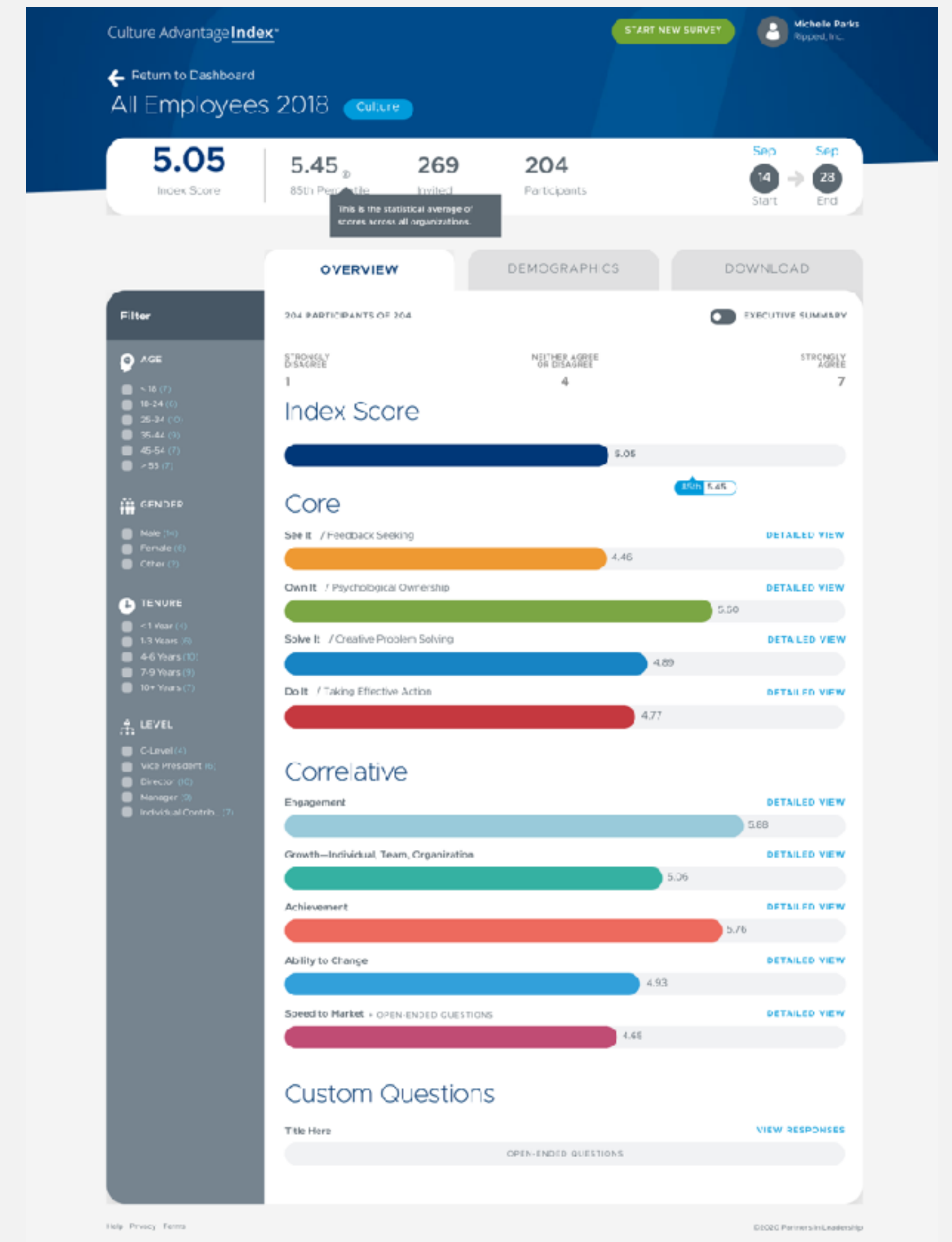




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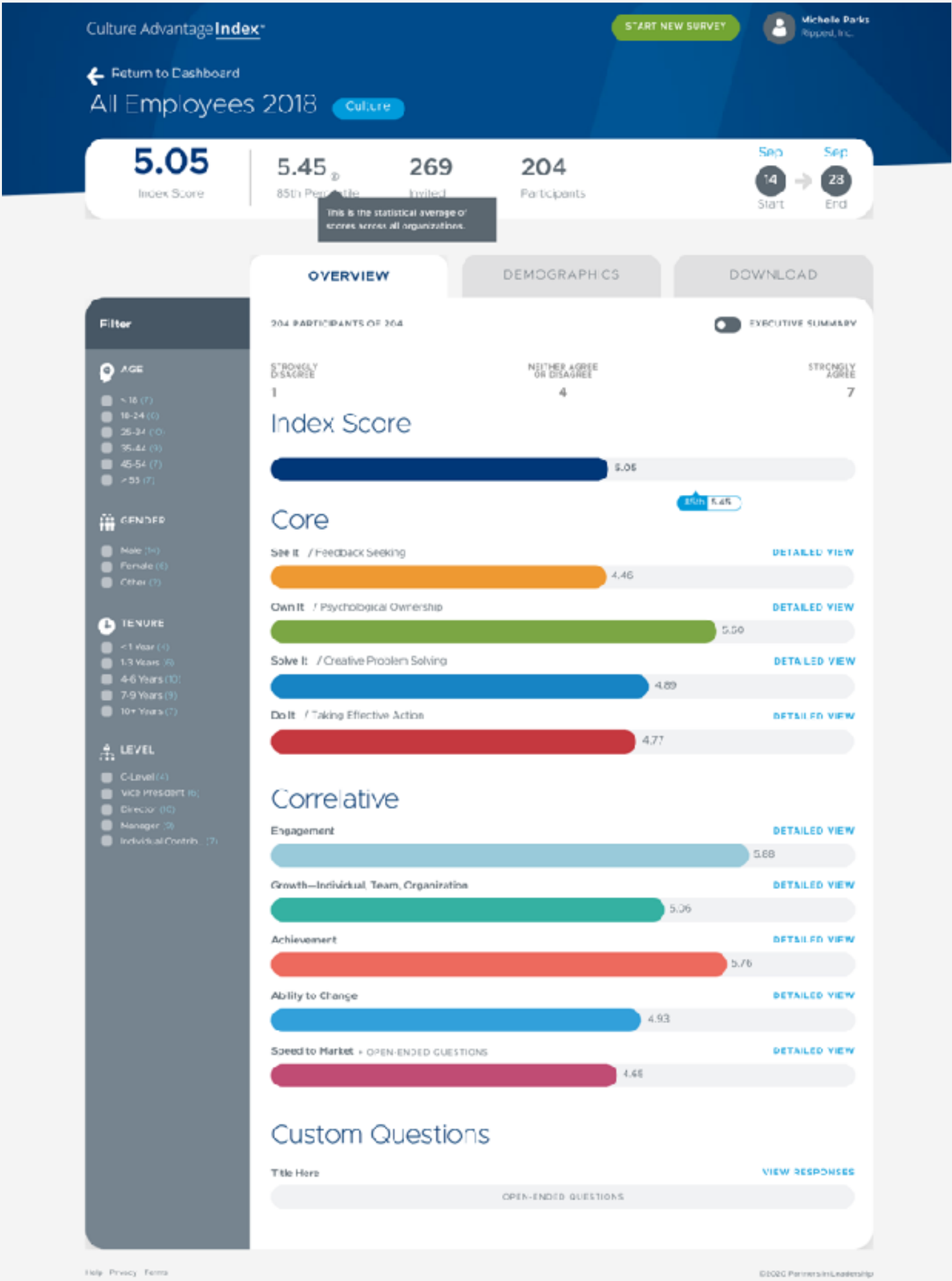
## Culture Advantage Index | Test

- + Designed integration of CAI inside Client Portal
- + Tested with users to see if was usable via prototype
- + Spun off into the separate Culture Advantage Index platform



# PARTNERS IN LEADERSHIP

## Culture Advantage Index | Test





# PARTNERS IN LEADERSHIP

## Culture Advantage Index | **Measure**

- + Analytics Analysis
- + A/B Testing results
- + Heat Mapping
- + Surveys & Feedback Requests

**RESULT**

## CULTURE ADVANTAGE INDEX / **RESULT**

This product offering is currently the leading digital product sold at Partners in Leadership and allows an IP driven approach to learn where the company is at, and the survey is conducted on a regular basis to measure the company's culture. This product continues to see engagement during the pandemic as it is administered online to each employee, so they can remotely take it as needed.

# Thanks.

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T O M M Y **P I C A R D**

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