

CASE STUDY

# Propeller

V2 & V3 UPDATE

T O M M Y P I C A R D

## PROPELLER / **PROBLEM**

The Propeller App was designed by an outside firm who did not fully grasp the use cases behind the application. Combined with an unsuccessful marketing rollout, Propeller needed a fresh injection of features to make it stick with customers.

# PROCESS





# **PARTNERS IN LEADERSHIP**

Propeller | **Research**

Interview internal & external clients who have used the app and did not continue using to find out needs.

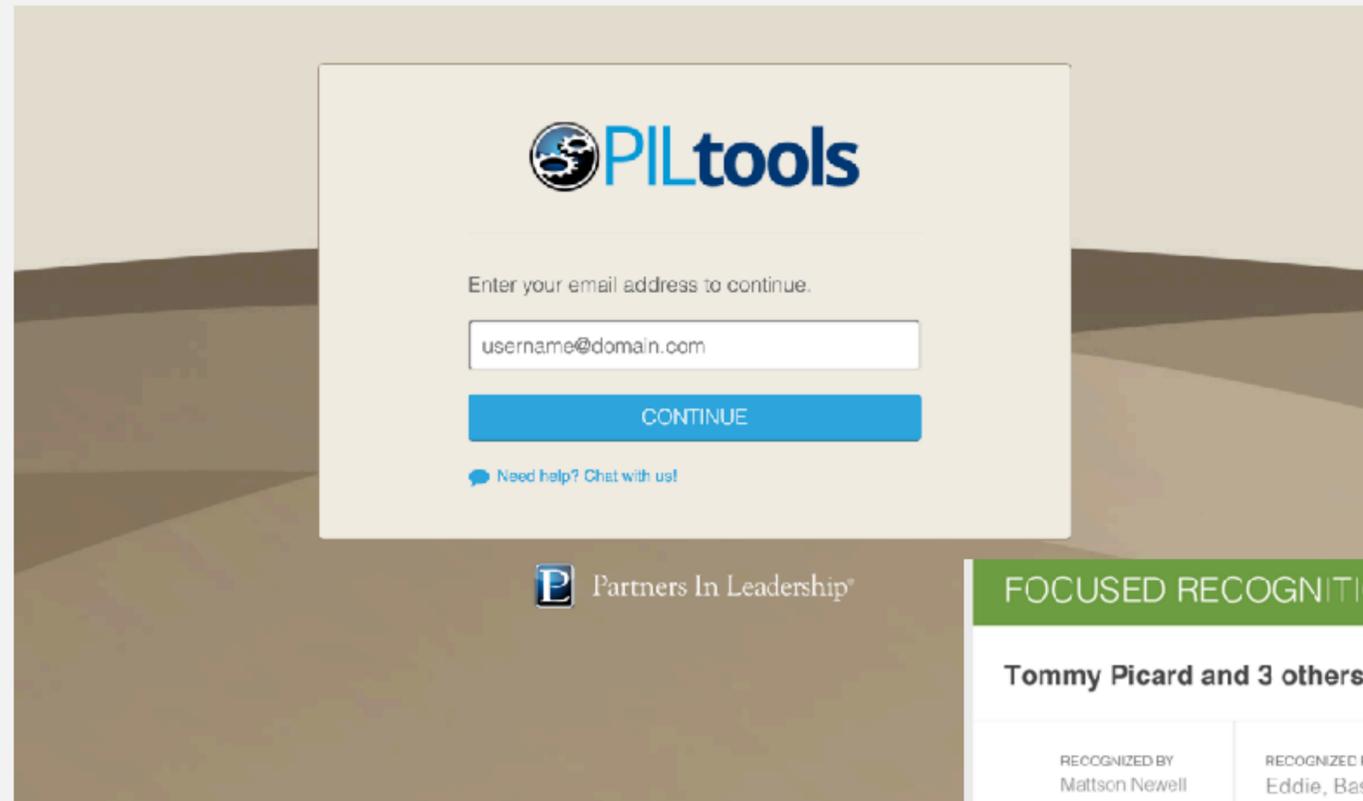


# PARTNERS IN LEADERSHIP

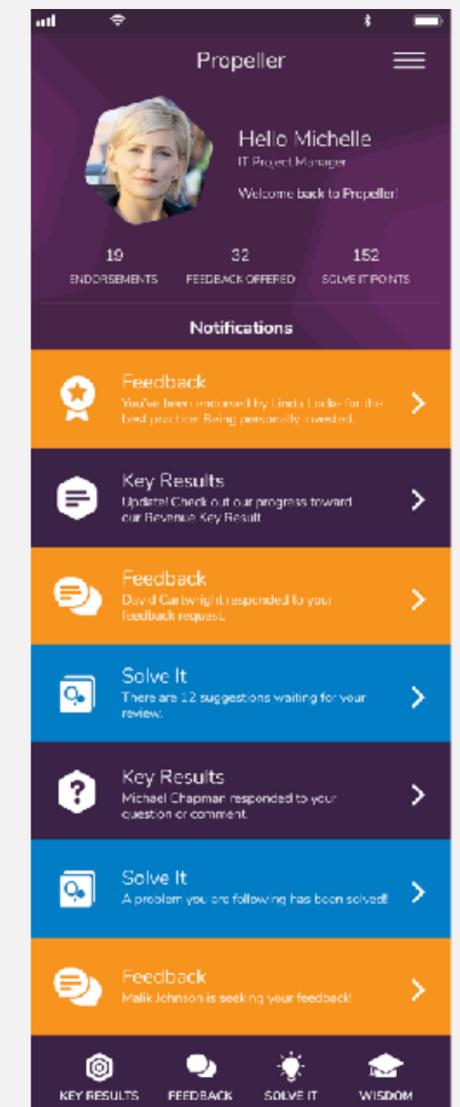
## Propeller | Strategy

Findings found that the clients were utilizing the legacy tools over the new tools more as they had one feature that Propeller did not: Focused Recognition

New app designed excluded most used tool, Focused Recognition



Legacy system including Focused Recognition



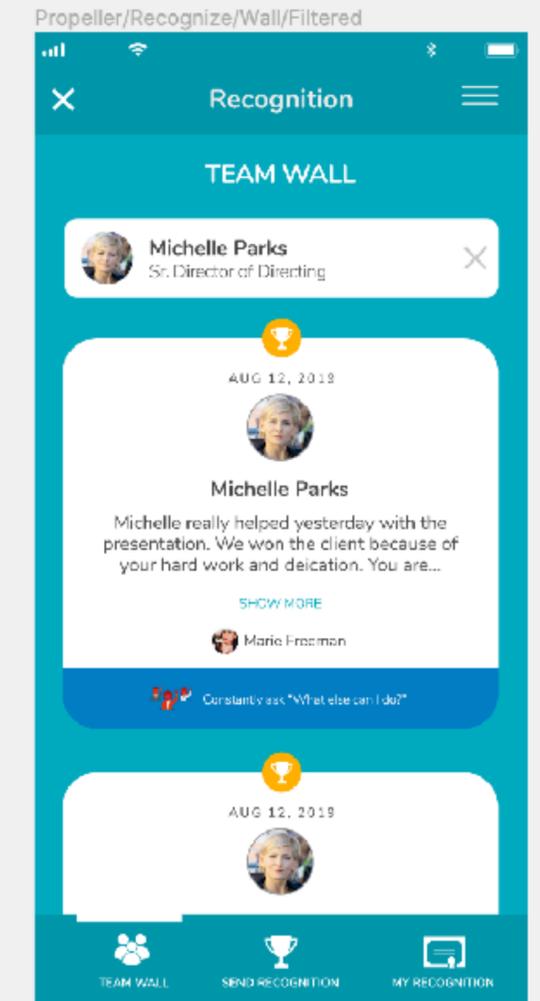
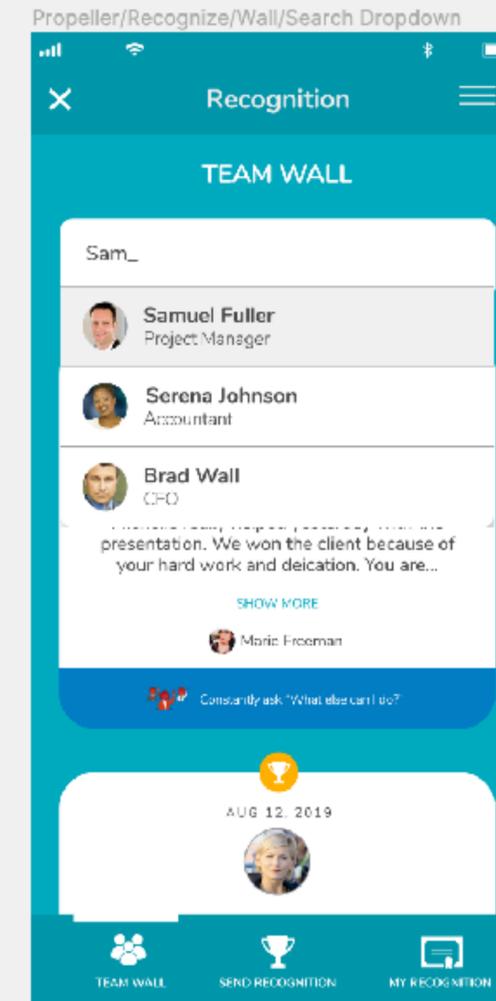
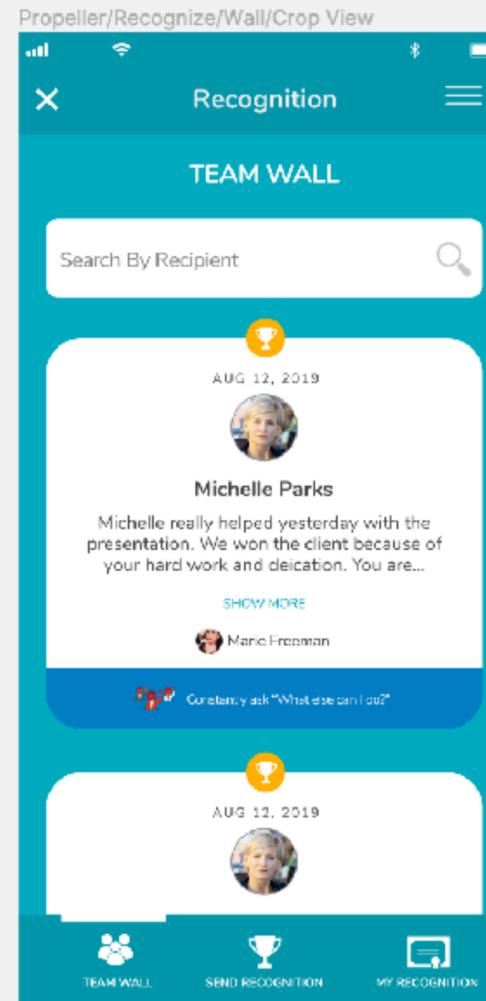


# PARTNERS IN LEADERSHIP

## Propeller | Design

As the resources weren't available to build the app from scratch, we adapted the design patterns in order to make an app feature that would draw existing clients into the new offering

Utilizing familiar features elsewhere throughout the app, I introduced a team wall that would allow for members of your team to see what people had been recognized for accomplishments, as well as a way to hide more sensitive recognition to users





# PARTNERS IN LEADERSHIP

## Propeller | **Test**

- + Internally testing with users inside the organization in order to get their feedback compared to the legacy systems
- + UI/Bug fixes were logged and completed as soon as possible



# PARTNERS IN LEADERSHIP

## Propeller | Measure

- + The test was a success, breathed new life into the app, creating more engagement and gave increased visibility into an organization that was mostly remote.
- + Users who were not using the app at all were now using the app daily to recognize others.



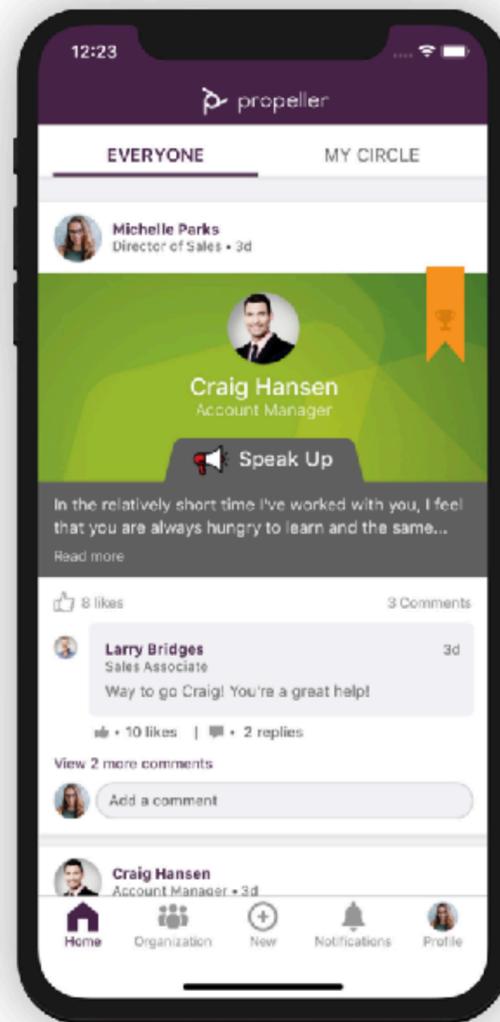
**RESULT**

## PROPELLER / RESULT

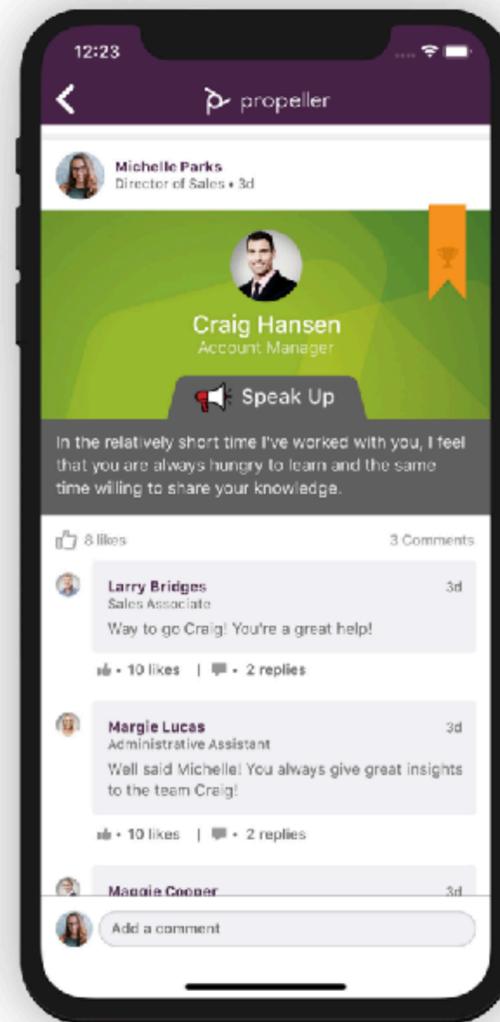
Used findings to create an interactive prototype for Propeller V3, which was about to go into focus group testing before COVID struck and decimated the organization.



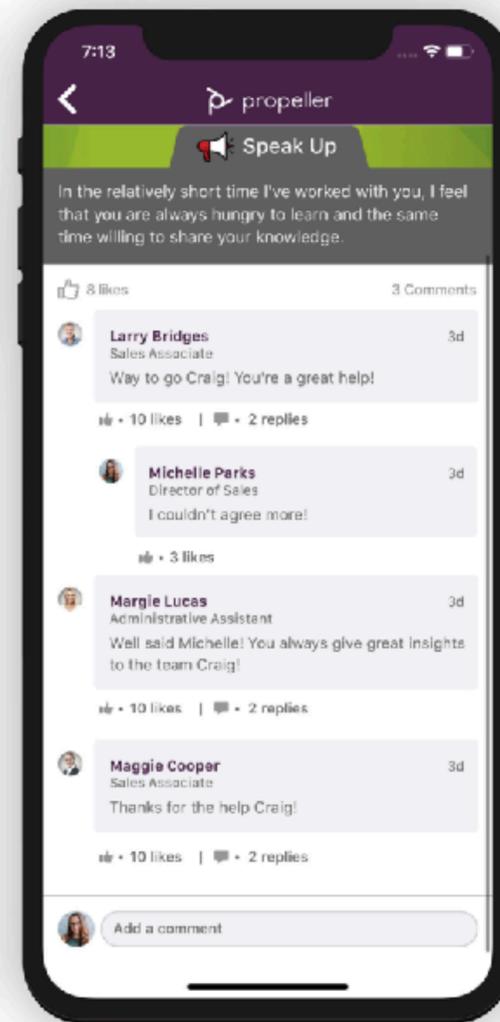
Login Screen



Home Feed



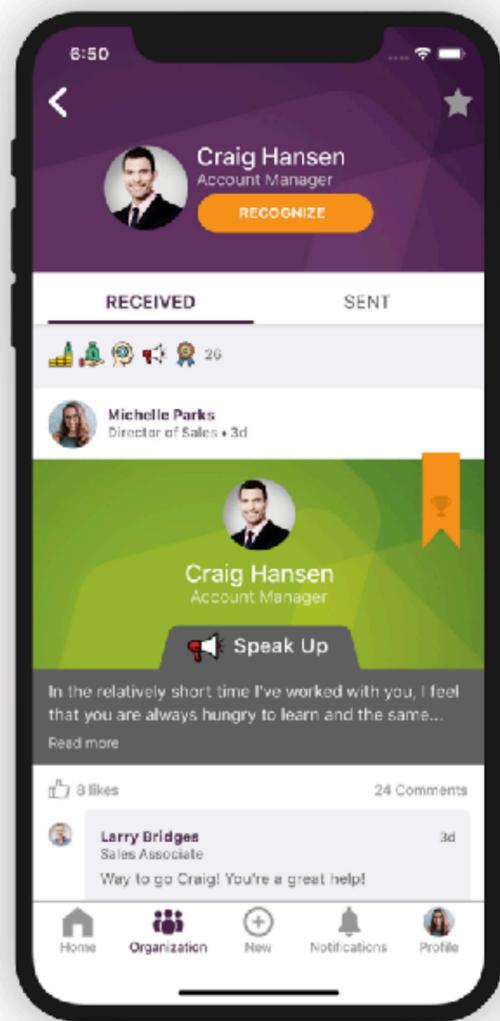
Recognition Detail View



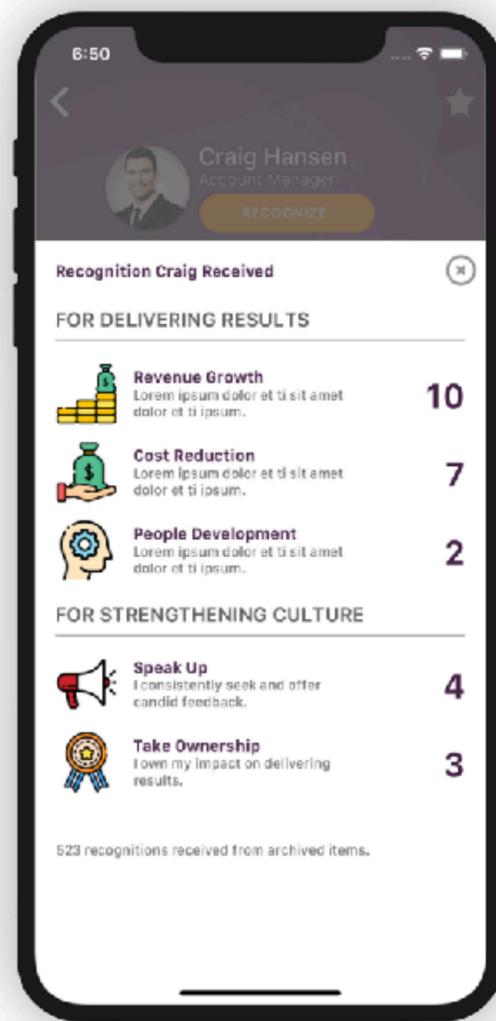
Comment Added

## PROPELLER / RESULT

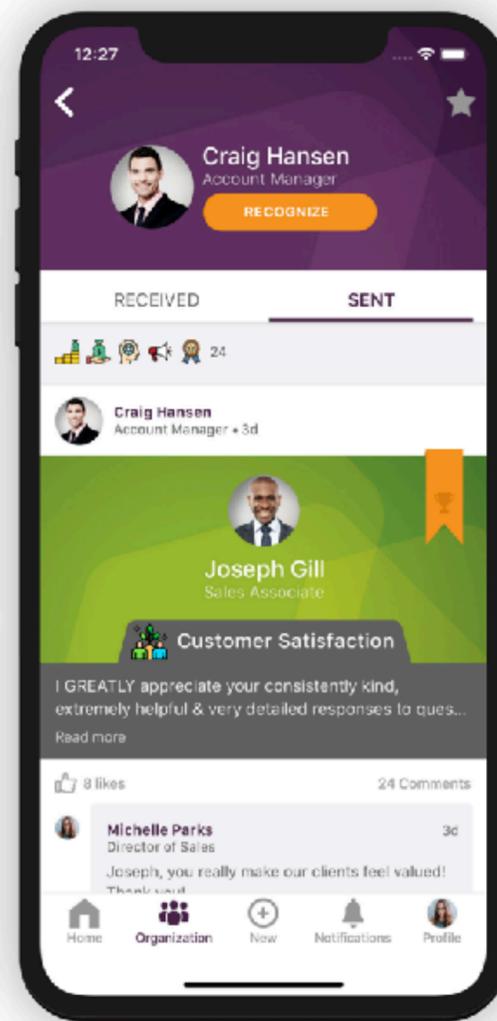
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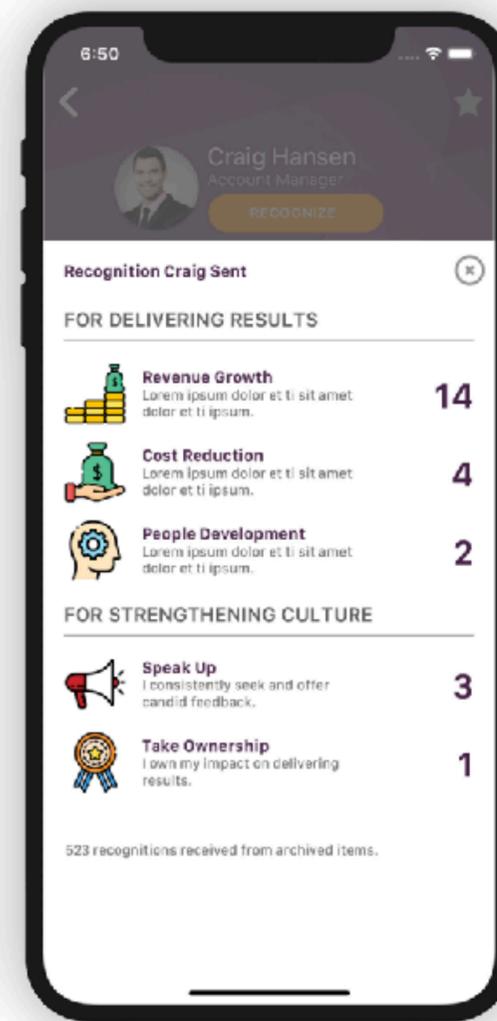
Received Cards



Received Cards - Details



Sent Cards



Sent Cards - Details

# Thanks.

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T O M M Y P I C A R D

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