Designing a system for
EMAIL AUTOMATION

Visma, People Hub

I did my internship at Visma, one of Europes top five biggest software companies, selling tools for accounting, business planning, HR, and much more, to both business and the public sector.

People Hub is a central HR resource hub, supporting and empowering local HR teams throughout Visma.

My project

My main task this fall was to find ways of improving the employee journey in Visma, more specifically administration around the automated emails that are going out in the preboarding and onboarding of new employees.

The project spanned research, design exploration, prototyping and iterating on feedback. The project consisted of three larger parts

1. Evaluating the current email automation flow, which had not yet been done
2. Designing a new template for automated emails.
3. Developing a user interface for an automation system – there was a back-end, but the front-end was missing.

Now, what is left for the team to close the loop, is to build a final version, launch it, and measure the new experience.

1. Understand
What, and why? Through research with users and stakeholder at different levels, find out needs and wants.

3. Prototype
How do we make the experience happen? How will it work? Test the hypothesis!

DISCOVER

DELIVER

4. Iterate
Iterating and usability testing with lo-fi prototypes, to make sure how it works – and what simply doesn't.

2. Explore
Through collaboration and co-creation, find out what is the best possible experience.

5. Handover
The deliveries are a mapping the current employee journey, a new email template for Visma, and a front-end for email automation.

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