

Checklist: Creating Powerful Employee Experiences

Creating an engaging employee experience has a huge impact on employee engagement and business performance, and design thinking principles can help you do just that. But how can you apply design thinking principles to elevate the employee experience? This checklist will help you to implement the basic principles of design thinking.

Take a look at each question in the three design thinking principles sections and rate yourself by scoring them from 1 (*Not at all*) to 4 (*To a great extent*). Afterward, take a look at your total score per section to get an indication of where you can improve.

	Not at all	Very little	Somewhat	To a great extent	
	1	2	3	4	Total score
Empathizing with the user					
I have sufficient understanding of whom I'm creating the experience for.					
I know which experiences will matter to this user.					
I understand how the consumer will think, feel, and do as part of the experience.					
Understanding the problem					
I have collected quantitative data to inform my insights.					
I have collected qualitative data to inform my insights.					
I understand the pain points that the user has with regards to this experience.					
Collaborating, learning, and evolving					
I have validated my assumptions with actual users.					
I have tested my proposed solution with users.					
I have worked in feedback from users to make the solution better.					

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Final Tips

1. Gather sufficient data to inform your assumptions and substantiate your insights.
2. Involve others that have knowledge of the user, or even better, involve the users themselves.
3. Don't overcomplicate your solutions—the simplest solution is often the best.