

# Measuring Design Team Health

Measure impact = better outcomes

Listen and observe

Unqork, 2022

Role: I was a key collaborator on this initiative, providing guidance, direction, and support. Work shown was a collaborative team effort with other DesignOps teammates.

# When I started at Unqork we had no reliable source of data on where our Product Experience (design + research) organization was doing well and where we needed to improve.

## Some Friction Points

Attrition was high with some key departures.

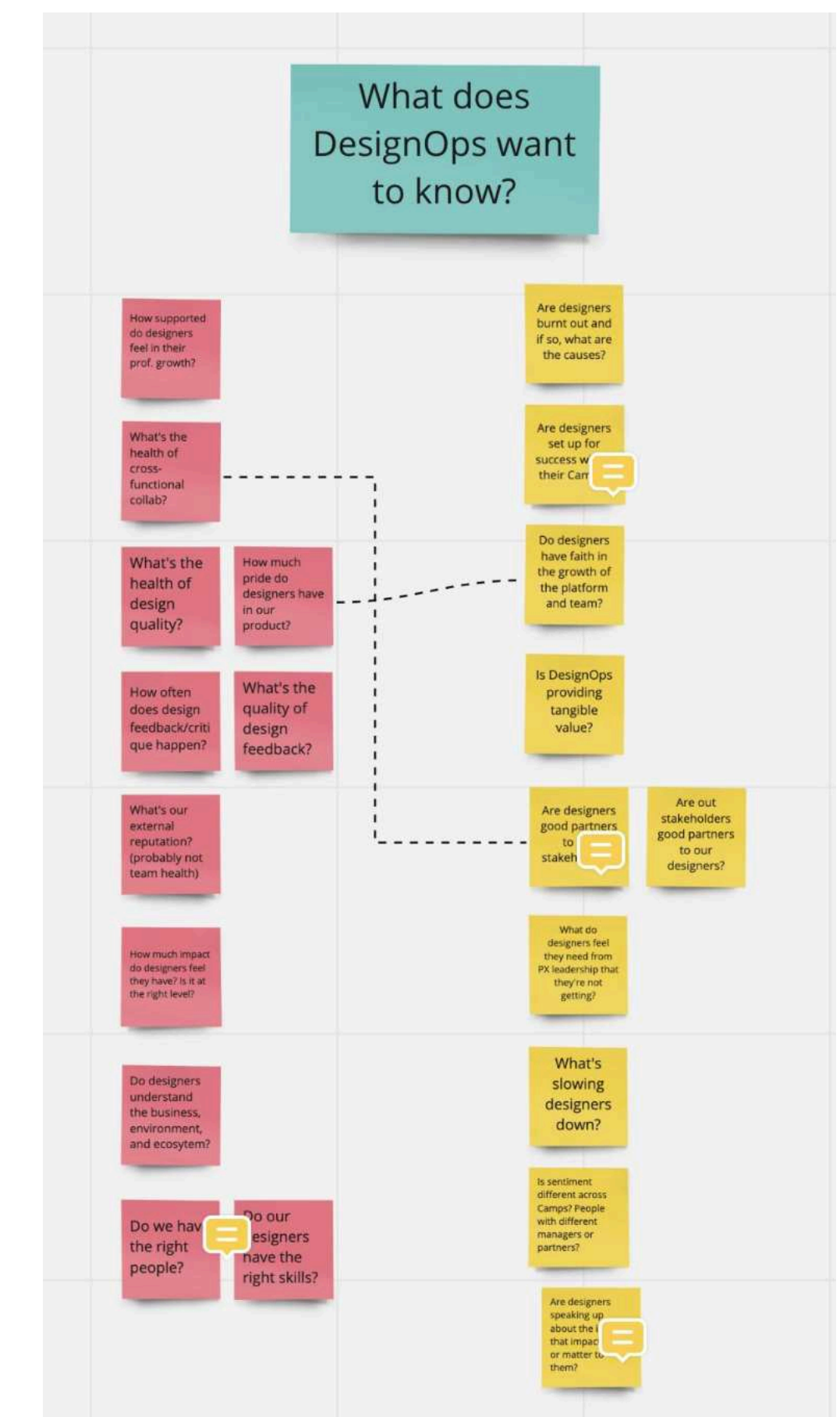
Company wide engagement survey results were limited and didn't provide granular and specific data.

Planning strategic initiatives for the organization was challenging without a consistent source of data input.

# We decided to create a Team Health survey.

## But, what do we measure?

Through a workshop, we aligned with design leadership on the key values and metrics that we felt were important and essential to a healthy org.



# **We aligned on 10 team dimensions to measure that reflected what we value.**

Individual Needs

**01. Access & Support**

**02. Physical & Mental Wellbeing**

**03. Learning & Growth**

Meaning

**04. Purpose**

**05. Delivering Value**

Healthy Team Culture

**06. Safety & Inclusion**

**07. Connection**

**08. Trust & Agency**


How We Work

**09. Our Design Practice**

**10. Cross-functional Teamwork**



# We created the PX Pulse Check that measured those 10 health dimensions using a Red, Yellow, Green format. We included additional “Digging Deeper” questions to better understand certain aspects.

PX Pulse Check 

OVERVIEW

01. Health Dimensions

You'll give a Red, Yellow, Green Status pulse check on 10 important dimensions.

02. Digging Deeper

You'll answer a few questions that go deeper into key areas.


03. About You

You'll provide some basic info about your role and area you work within.

Start

press Enter ↵

Takes 5 min



1 → Health Dimensions

a. Individual Needs \*

RedYellowGreen

Access + Support: I'm set up for success. I have the support and resources I need to do my best work.

Physical + Mental Wellbeing: My work enables me to maintain healthy habits day-to-day.

Learning + Growth: I'm learning and improving in my role, and growing towards the next step in my career.

OK ✓

^v

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1 → Health Dimensions

c. Healthy Team Culture \*

Note: PX, functional groups, Camps - we belong to many levels of "teams" at Unqork. Evaluate these dimensions based on your overall experience with the people you work with on a regular basis.

RedYellowGreen

Safety + Inclusion: My thoughts are respected and valued, and I feel comfortable sharing divergent views.

Connection: I feel connected to my peers and have meaningful relationships at work.

Trust + Agency: I have agency to influence the direction of projects and the capacity, freedom, and flexibility to do my best work.

OK ✓

^v

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2 → Digging Deeper

c. How often do you receive feedback on your work that leads you to better outcomes? \*

012345

RarelyVery Often

OK ✓

^v

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2 → Digging Deeper

a. Do you have your desired level of clarity for each of the following? \*

Lack of clarity is frequently identified as a blocker for the PX team. The goal of this question is to better understand the areas where adding clarity would be most impactful.

RarelySometimesOften

Unqork's mission and vision

My Camp's mission, vision, and goals

Platform roadmap and prioritization

My projects' goals, timelines, and metrics

My role and expectations

OK ✓

^v

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2 → Digging Deeper

d. On average, what percentage of time do you spend on core design and research tasks, as opposed to non-essential tasks?

Core tasks = strategy, sketching, mockups, research, idea generation, giving and receiving design feedback, etc.

Non-essential tasks = coordination, tool administration, operational inefficiencies, etc.


12345678910

0%100%

OK ✓


^v

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 Confidential: This document and its materials are not to be shared publicly.

# Reporting and Analyzing the Results

PX Pulse Report  
Q4 2021



### Our Quarterly Look at the Pulse of PX

This report has been prepared by DesignOps using data collected from the Q4 PX Pulse Survey.

In order to respect the confidentiality promised when administering the survey, raw data that would make individuals' responses known (i.e. when there is only one designer on a Camp) will not be shared outside of DesignOps. DesignOps has analyzed that data and is sharing the key takeaways.

If you have any questions about the data or insights within please reach out to a member of the DesignOps team.

Contents

- 01. [Team Health Dimensions](#)
- 02. [Insights & Takeaways](#)

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Survey Stats  
All PX designers and researchers were sent the survey.  
Survey completion rate: 90%  
Total responses: 18 | 13 Designers, 5 Researchers

## Strengths

0.9	<b>Trust + Agency</b> I have agency to influence the direction of projects & capacity, freedom, flexibility to do my best work.
0.9	<b>Safety + Inclusion</b> My thoughts are respected and valued, and I feel comfortable sharing divergent views.
0.8	<b>Connection</b> I feel connected to my peers and have meaningful relationships at work.
0.8	<b>Physical + Mental Wellbeing</b> My work enables me to maintain healthy habits day-to-day.

## Weaknesses

0.6	<b>Learning + Growth</b> I'm learning and improving in my role, and growing towards the next step in my career.
0.6	<b>Access + Support</b> I'm set up for success. I have the support and resources I need to do my best work.
0.5	<b>Purpose</b> I understand the platform vision and am motivated by the mission and my role to help achieve it.
0.4	<b>Cross-functional Teamwork + Workflow</b> My x-functional team's ways of working enable me to work efficiently and effectively while adding value.

The actual results and numbers have been changed for confidentiality. The numbers above are for example only.



# Meaningful Outcomes

- › We were able to create an operational roadmap for the Design to address areas of concern. The PX Pulse was a strong input in prioritization.
- › To measure impact on initiatives we used data from the PX Pulse to measure and track key metrics.