





# Background & Goals

The purpose of this research is to understand employees' current processes, thoughts, and reactions to internal mobility and profiles. Employees were also shown a prototype and asked to do some tasks. This research will help the Design team prioritize features, tools, and resources.

 Career	 Profile	 Prototype	 Tasks
<ul style="list-style-type: none"><li>✓ Understand where users are in their career and see if they are looking for internal mobility.</li><li>✓ See what users expect to be able to do to grow their career at Disney/what things they want to do but cannot.</li><li>✓ Discuss current experience moving to another role within the company and how they started that journey.</li></ul>	<ul style="list-style-type: none"><li>✓ Understand what profiles participants use and for what reasons.</li><li>✓ Understand what inspires users to fill out their profiles.</li><li>✓ Understand how they want to present themselves publicly within the company, what info they want to be public vs private.</li><li>✓ Discuss desire for mentoring/networking and how that may play a role with internal mobility.</li></ul>	<ul style="list-style-type: none"><li>✓ Gain reactions to prototype.</li><li>✓ Understand if users would use this site/what it would take for them to use it.</li><li>✓ Obtain reactions to the content on the prototype.</li><li>✓ See if there is anything missing that users expected to see.</li></ul>	<ul style="list-style-type: none"><li>✓ <b>View Your Profile:</b> What is expected under each tab:<ul style="list-style-type: none"><li>• About Me</li><li>• My Disney Career</li><li>• My Perks</li><li>• My Groups</li><li>• My Preferences</li></ul></li><li>✓ <b>Edit Your Profile:</b><ul style="list-style-type: none"><li>• Understand if it is clear what can and cannot be edited</li></ul></li><li>✓ <b>View Leader Massad's Profile:</b><ul style="list-style-type: none"><li>• See if there is any missing information that users expected to see</li></ul></li></ul>

# Research Methodology & Participant Criteria

1:1 remote, moderated usability sessions with 12 domestic participants in Corporate, DPEP, DMED.



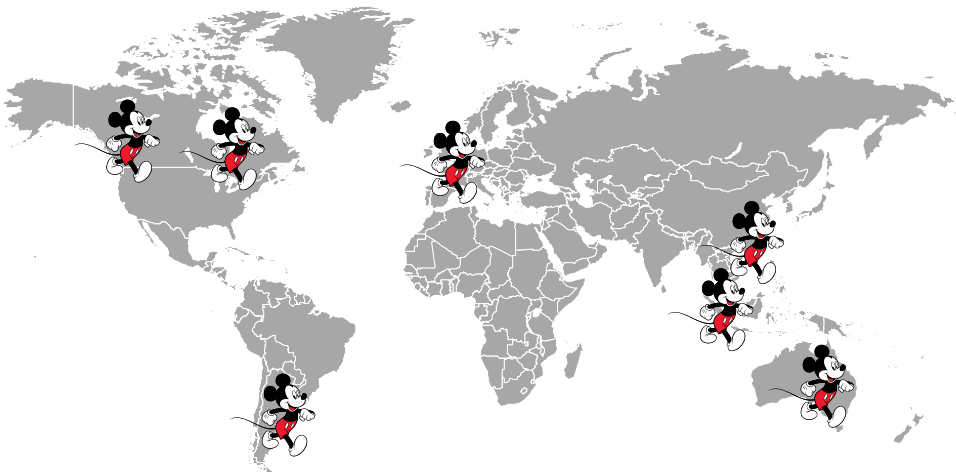
User research was performed via Zoom in mock environment.



Each session lasted approximately 60 minutes.



- Mix of new and veteran employees
- Mix of those looking for internal mobility vs not
- People Managers and Individual Contributors
- English speaking only
- Geographically diverse
- Full-time employees
- Salaried and non-Frontline employees
- Non-Union





# Career Discussion

# Employees feel unsupported by their leaders when it comes to internal mobility

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“I have been with the company for 8 and a half years and moved from cast member at The Parks to Technology. I took a lower level to get here and had no support from my previous team and leader. I had to take it upon myself to figure out a way to do that.” **DPEP (Domestic)**

“

“There are a lot of assumptions and guessing. I have heard from people that have been here a long time that one of the benefits is that you can move around within this large company but once you are in, it is very difficult.” **DPEP (Domestic)**

“

“Leaders are important. I had a leader that was not going to promote me. It is not just how hard you work- you also have to be the leader's favorite.” **DPEP (Domestic)**

“

“People in roles above me have been there forever and are not going anywhere. I find it ironic that I had to give up my entire life to move some place I didn't want to to double my salary and lead people and have open spaces above me to move into eventually.” **DPEP (Domestic)**

There was an equal mix of participants who were not currently looking to move internally vs those who were looking to move either into another group or up within their department.

Participants voiced frustration at how challenging it is to move around within the company and cited networking as the number 1 way of being able to do so. Some participants had to move geographically or level down in order to grow within the company.

As far as challenges, many participants cited teams and leaders who are unwilling to help as well as people in positions above them that were not going to move anytime soon.

They had to take it upon themselves to start the journey of looking around internally, which has not been easy. They did this by “Rostr stalking,” reaching “out cold” to others they have found through Rostr/LinkedIn, and joining groups like the BERGs in order to network.

For the most part, employees have been graceful with responding and giving their time.



Employees would like to better understand typical career paths/journeys within the company. They find job descriptions and titles to be unreliable and inconsistent.

“

“Development of soft and technical skills and would love to see a clear path in career. More visibility in level of roles, pay.” **DPEP (Domestic)**

“

“What do they actually do, their day-to-day. What products they support. Are they interested in mentoring or networking or being a mentee. Describe their experiences working in that role in the group that they are in.” **DPEP (Domestic)**

“

“There is not much information and the job descriptions are not consistent in what they include.” **DPEP (Domestic)**

Employees want to know what the typical day-to-day looks like in other roles, other's personal experiences in that role, what products they support, salary ranges, and level of position.

Participants also wanted to see where others started, where they are now, and how they got there. For example, what did people do that worked, if there were specific skills needed for their projects, if they are interested in networking, and if their team is hiring.

Some cited that job descriptions and titles are not always detailed or clear enough and are often inconsistent. They sometimes do not know who to go to for questions about a position. When asked what they would do, they said they would try to find out who the recruiter was and reach out.





# Profiles

# LinkedIn and Rostr are profiles that participants used the most- but for different reasons



"Mainly I update in LinkedIn because I know for a fact people like recruiters and managers look at that - it even says who looked at your profile. It's all about exposure." **Corporate (Domestic)**



"I typically use LinkedIn to do job searches and networking with co-workers. Rostr for org structure and to double check things like email addresses and where people sit within the org." **DPEP (Domestic)**



"If I am actively looking for a job should be private. I had to protect myself from my previous leader who I wanted to control when she would know I was looking for a job." **DPEP (Domestic)**

Participants cited LinkedIn and Rostr as profiles they used most.

They used LinkedIn to look for jobs and to network.

They used Rostr for People Search and to look at org charts.

Participants ranged in what they were willing to make public about themselves. They wanted the ability to share whatever each individual was comfortable with.

Pay range, job levels, examples of work, skills needed, titles, pronouns, location, what products they support, if they are open to networking, and their connections should be Public.

Participants also wanted to see as public where one started, where they are now, and how they got there.

DOB/age, home address, nationality, and if actively searching for a job should be Private.



# Workday interface is not engaging



"I only use Workday to make sure the team info is correct for hiring purposes." **DPEP (Domestic)**



"I only put my certifications in Workday. It is a set it and forget it. Other than that, I don't engage with it at all." **DPEP (Domestic)**



"I don't use Workday as much because they don't really promote us to use it here at DPEP." **DPEP (Domestic)**

Some participants mentioned Workday as a profile they filled out. However, they also cited some challenges with it.

Users said Workday is "plain," "not engaging," and cumbersome to have to fill out. One employee thought of Workday as more of a "back-end system."

There is a lack of promotion and awareness of the benefits of using Workday.

Participants said that a lot of the information on the Workday profile should auto populate since the company already has all of this information on them.

Participants liked the org chart on Workday better than on Rostr and the showing of levels (ie. P1, P2, etc).





# Finding other roles and opportunities for promotions are what inspires employees to fill out profiles.

“

“Mentoring/networking- it is important to me to make connections for jobs later on.” **DPEP (Domestic)**

“

“What inspires me to make a profile is being able to get other roles or being promoted.” **DPEP (Domestic)**

“

“Exposure and visibility- I want to make myself as likely as possible to catch their eye for job opportunities.” **DPEP (Domestic)**

When asked what inspires you to fill out a profile, participants cited job opportunities, promotions, and networking in order to find jobs as the main reasons they would take the time to fill out profiles.

All participants had a desire to be mentors, mentees, and network. Primarily they are networking through groups like the BERGs and SLACK channels that they join. Some also find others on Rostr and reach out to them.

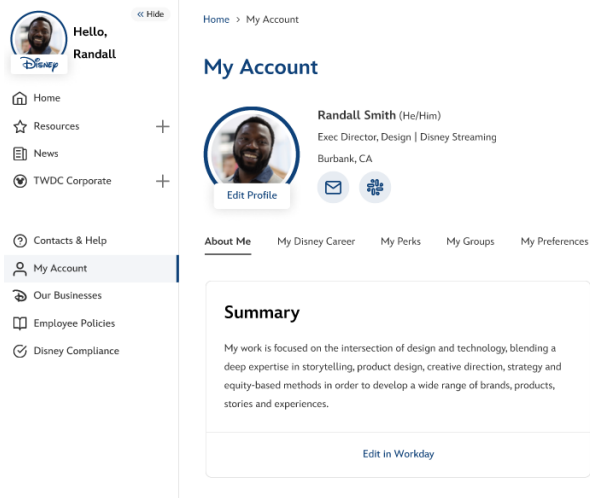
Challenges with networking included a lack of awareness of groups or events to join, and having to do all the research themselves to find employees in fields they are interested in to reach out to.





# 01 Prototype

# The prototype was well liked by employees



Participants overall liked the prototype and described it as “Rostr and LinkedIn having a baby.”

One participant said the layout clearly was that of a profile but that the picture of themselves was duplicative.

Participants described the layout as clean and easy to read. Most said they would like to be able to switch to dark mode.

Some participants were not clear on how this could help them vs other profiles that currently exist, like LinkedIn, Workday, or Rostr while others understood that they would use this to have employees look them up and see all the experience and work they had done within the company.

“

“I would use this because on here, people can look me up and see all the experience and projects I have done.” **DPEP (Domestic)**

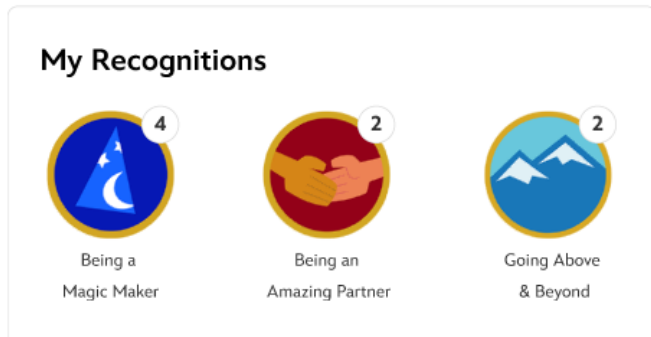
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“I like it a lot. It has a lot of the info we were discussing.” **DPEP (Domestic)**



# About Me resonated with participants

About Me   My Disney Career   My Perks   My Groups   My Preferences



Participants found the About Me page to be comprehensive.

One participant recommended adding a bigger org chart that shows how others are tied to the larger organization (ie. not just direct reports and adjacent colleagues).

There was some confusion on what adjacent colleagues meant and how it was defined. Several participants cited the Workday org chart as something they would like to see here.

Participants liked the recognitions area and understood what it was there for.

“

“Add role, not just directs and maybe a bigger org chart that shows how this group is tied to the larger organization, like how it is on Workday is great (even better than on Rostr). Maybe even add projects each person is working on.” **DPEP (Domestic)**



# My Disney Career - Employees wanted to include roles outside of Disney

## My Account



**Randall Smith** (He/Him)  
Exec Director, Design | Disney Streaming  
Burbank, CA



Edit Profile

About Me **My Disney Career** My Perks My Groups My Preferences



**Profile Tip**  
Filling out your profile will help internal recruiters find you!



### Job History

**Exec Director, Design**  
Disney Streaming Services

Oct 2021 - Present

### Projects

**Prism Design System**  
Deliver cohesive end-to-end user journeys and brand-specific experiences for ESPN, ESPN+, ESPN Fantasy, ESPN Tournament Challenge, ESPN ... [See More](#)



"I want to be able to show what I did before and outside of Disney." **DPEP (Domestic)**



"This should also have the timeline progression of job roles and some interview questions and certifications. Something that shows how do you level up?" **Corporate (Domestic)**

When participants were asked what they expected to see under My Disney Career, most did not expect to see what is currently on the prototype. Some wondered why they would use this page to see information they already know about themselves.

They said they wouldn't want to limit their job history to only their time at Disney and would also want to see what others did before and outside of Disney.

Participants would like to use this page to find internal job opportunities and do job searches within Disney.

They expected to see their role and where they fall in terms of career path, with some recommendations of what they can do next and what skills they would need to do that.




"I would like to see my role and where I fall in terms of career path. I didn't expect to see this. This is all info I already know. This misses the mark. I expected to see what I can do next and what I can be. What could be my potential next step and maybe add a link to some open positions." **DPEP (Domestic)**





# My Perks - Employees expected to see more than just their Park passes and reservations

## My Account




**Randall Smith** (He/Him)  
Exec Director, Design | Disney Streaming  
Burbank, CA


[Edit Profile](#)



[About Me](#) [My Disney Career](#) **[My Perks](#)** [My Groups](#) [My Preferences](#)


### My Passes


 **Main Entrance Pass (Silver)**  
Randall Smith

 **Main Entrance Pass (Silver)**  
Cody Smith

[Full & Additional Passes](#)

### My Reservations

 **Hollywood Studios**  
Walt Disney World  
Saturday, April 18, 2023

 **Magic Kingdom**  
Walt Disney World  
Sunday, April 19, 2023

When participants were asked what they expected to see under My Perks, most expected to see a more comprehensive list of perks/benefits.

Some said they expected to see their compensation, time off, vacation time, holidays, sick days, benefits (or a link to Netbenefits/Total Rewards), 401K, and employee status (ie. exempt/non-exempt).

They expected to see a more comprehensive list of their perks, like Disney streaming subscriptions, discounts (ie. hotels, cruises, shows, etc), LifeCare, and Headspace.

“

“No, I did not expect to see this. I expected to see exempt employee, time off, vacation time, my benefits.” **DMED (Domestic)**

“

“I didn't expect to see this. I wanted to see all the perks I have and this should be just for me to see, private. It should show other perks like cruises, hotels, etc by the location the employee is in.” **Corporate (Domestic)**


“

“I expected to see something different - like all my benefits for the company, discounts, LifeCare, Headspace, 401k, Netbenefits, sick time, vacation pay, holiday pay.” **DMED (Domestic)**



# My Groups – Participants wanted a more comprehensive list of groups they were affiliated with, including Slack channels they have joined

## My Account




**Randall Smith** (He/Him)  
Exec Director, Design | Disney Streaming  
Burbank, CA

[Edit Profile](#)

[Email](#) [Settings](#)


[About Me](#) [My Disney Career](#) [My Perks](#) **[My Groups](#)** [My Preferences](#)

### My BERGs




**The Melanin Collective**  
Black / African American

Leave



**Disney Pride**  
LGBTQIA+

Leave



**Veterans United**  
Veterans / Military

Leave

[View All BERGs](#)

When participants were asked what they expected to see under My Groups, they said all the groups they were affiliated with, including Slack channels they have joined. When shown the prototype, they said this is what they expected to see, provided it was all of their groups.

Participants wanted this page to be private.

Some participants thought My Group referred to their department and wanted to include an org chart here because of that expectation.

Some participants were not clear where Leave would take them.

“

“I expect to see My BERGs and slack channels I am a part of. This is less than what I expected (just BERGs?) also where does it take me to when I click on 'leave?'” **DPEP (Domestic)**

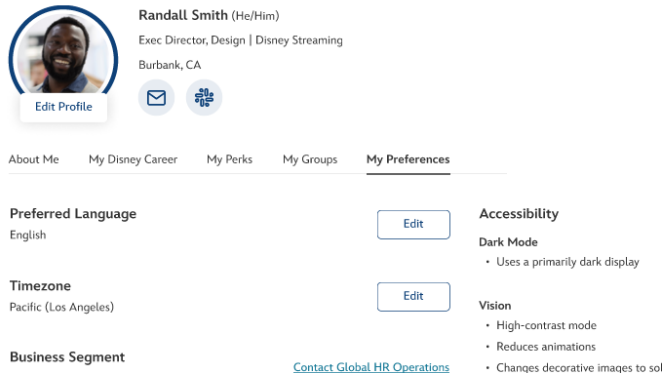
“

“This makes sense. I would include also other affiliations within the company as another way for us to connect.” **DPEP (Domestic)**



# My Preferences was in line with what employees expected to see

## My Account



**My Account**

**Randall Smith** (He/Him)  
Exec Director, Design | Disney Streaming  
Burbank, CA

[Edit Profile](#)

[About Me](#) [My Disney Career](#) [My Perks](#) [My Groups](#) **[My Preferences](#)**

**Preferred Language**  
English [Edit](#)

**Timezone**  
Pacific (Los Angeles) [Edit](#)

**Business Segment**  
[Contact Global HR Operations](#)

**Accessibility**

**Dark Mode**

- Uses a primarily dark display

**Vision**

- High-contrast mode
- Reduces animations
- Changes decorative images to solid

When participants were asked what they expected to see under *My Preferences*, they said settings like dark mode, alerts, notifications, location, and preferred language .

Participants wanted this page to be private.

Most participants preferred to call this “My Preferences” over “Site Settings” because My Preferences described how these were their own personal preferences.

“

“I expect this to show how do I want to get my notifications, user profile preferences. Yes, this is what I expected to see. My Preferences is a good way to phrase it [vs Site Settings].” **DPEP (Domestic)**





# It was clear to employees what was editable on this page

## My Account



**Randall Smith** (He/Him)  
Exec Director, Design | Disney Streaming  
Burbank, CA



About Me My Disney Career My Perks My Groups My Preferences

### Summary

My work is focused on the intersection of design and technology, blending a deep expertise in storytelling, product design, creative direction, strategy and equity-based methods in order to develop a wide range of brands, products, stories and experiences.

[Edit in Workday](#)

### Contact Information

Email

[Randall.Smith@Disney.com](mailto:Randall.Smith@Disney.com)

Slack

[@randall.s.smith](#)

Work Phone

(555) 452-0049

Teams

[Randall Smith](#)

### Team

Leader

**Massad Toure**  
VP, Design Services



Direct Reports

**Jallen Denisova**  
Sr Manager, Design



**Jim Bridges**  
Principal Designer



Adjacent Colleagues

**Camryn Serro**  
Director, Creative



Participants clearly saw the Edit in Workday button and knew that this meant that they would be taken to Workday to make any edits. When asked how they felt about that, they said they were fine with it.

Participant also noted the hyperlinks under Contact Information and knew these were editable items.

Under the Team card, participants intuitively tried to click on either the picture or name to see if that would take them to that person's profile. However, a few participants said the formatting was not consistent with hyperlinks which made them not immediately aware that they could click onto a team member to be taken to their profile. They eventually were able to figure out that clicking on the picture or name would take them to a team member's profile.

“

"I see you have to edit in Workday and that is fine with me." **DMED (Domestic)**

When tasked with viewing leader Massad's profile, all participants clicked on either his picture or name and found that to be an easy process. There was no information missing or actions they wanted to be able to take under Massad's profile.

