



# CLAYCO

## + SCADpro

Fall 2019

# INTRODUCTION

# DISCOVER

# DEFINE

# DEVELOP

# DELIVER

# REFLECTION

INTRODUCTION  
 Project Brief  
 The Vision for the Project  
 Understanding the Client  
 Our Mission

MEET THE TEAM

PROJECT TIMELINE

DESIGN METHODOLOGY

SECONDARY RESEARCH  
 Competitor Research

PRIMARY RESEARCH

Field Trip: St. Louis  
 User Journey Map

On-site Experience:  
 Savannah

Toolbox Talk  
 Interviews

Trip to SCADstory

FIRST VIDEOCONFERENCE

# 3

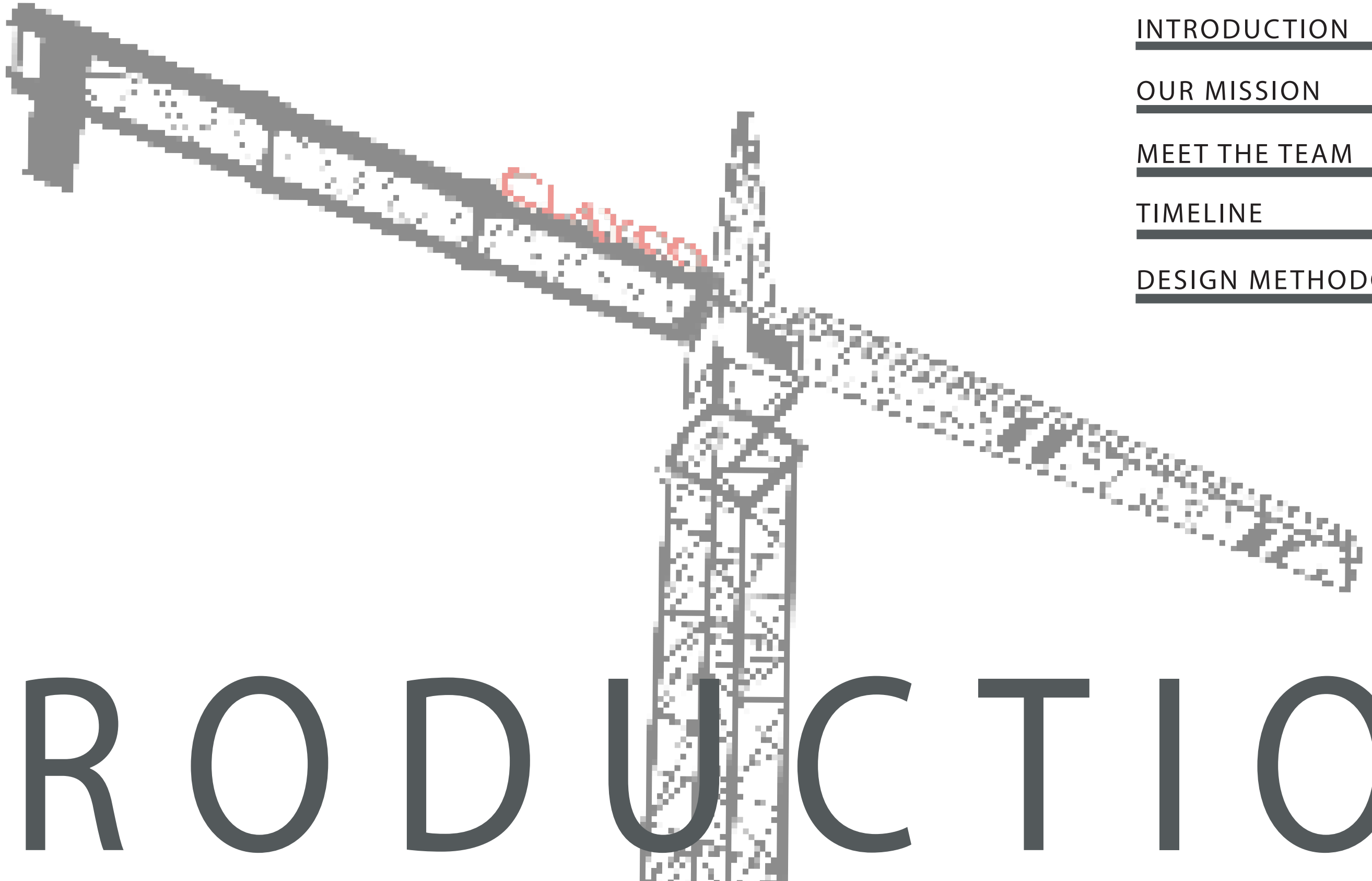
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# INTRODUCTION



INTRODUCTION

OUR MISSION

MEET THE TEAM

TIMELINE

DESIGN METHODOLOGY

# INTRODUCTION

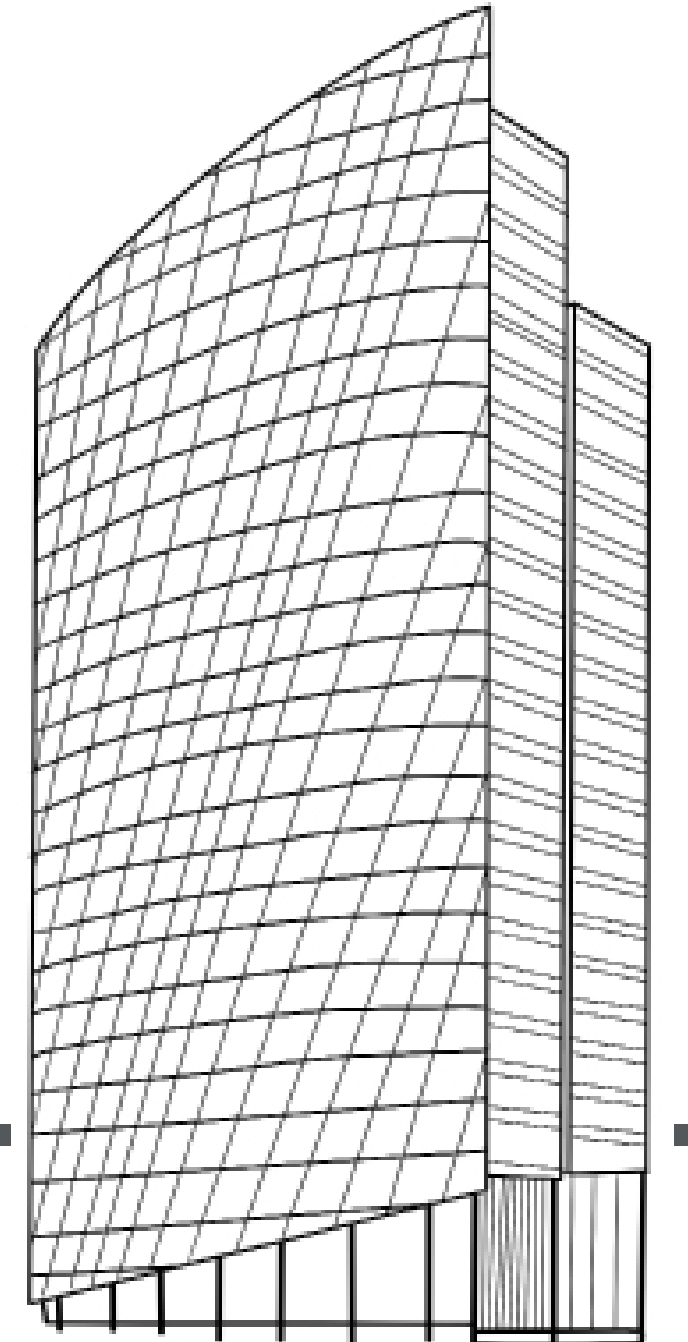
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Developing a standardized and innovative corporate culture has emerged as a critical opportunity for corporations to evoke a familial feeling regardless of company size. Although a company's culture is unique in nature, distinguishing oneself in communicating that culture becomes a challenge.



Clayco, a fully integrated and revolutionary design-build company tasked SCADPro with the opportunity to nuance their current culture, and disseminate their narrative to employees, their families, and clientele. The collaboration between Clayco and SCAD concentrates on the development of tools designed to streamline the culture, and crystallize the onboarding experience.

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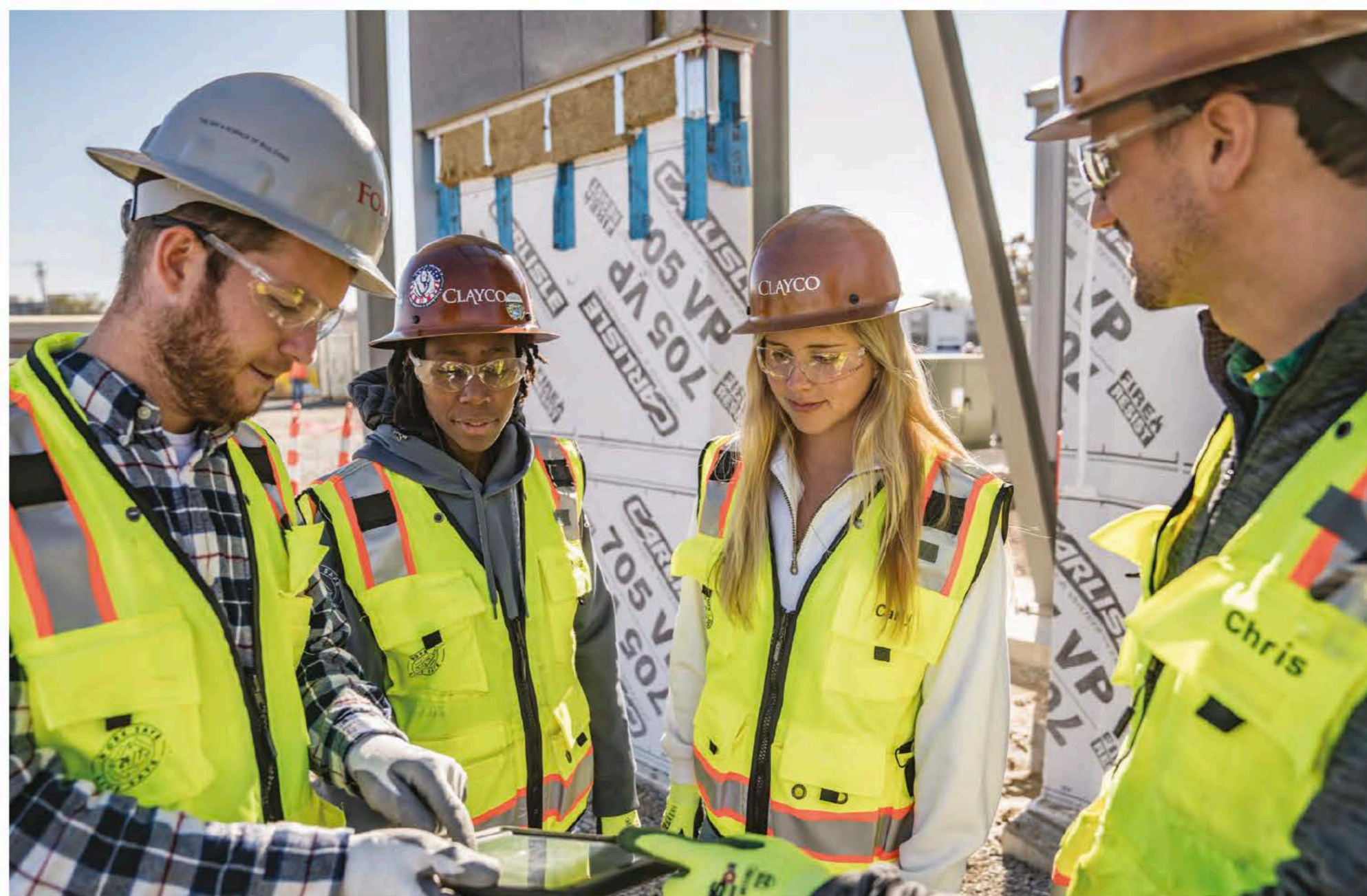
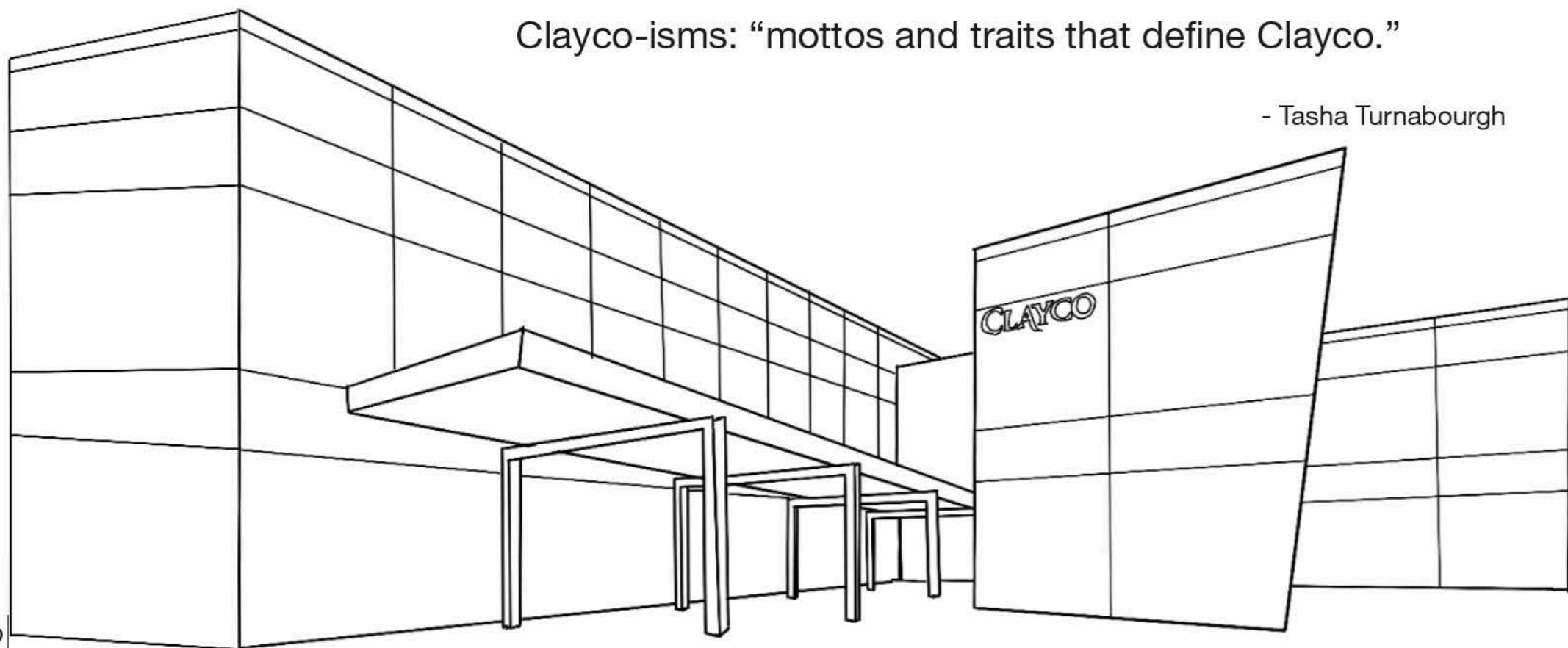


# CLAYCO'S VISION FOR THE PROJECT

SCAD's task lies in creating a tool designed to streamline "Clayco-isms" to all employees.

Clayco-isms: "mottos and traits that define Clayco."

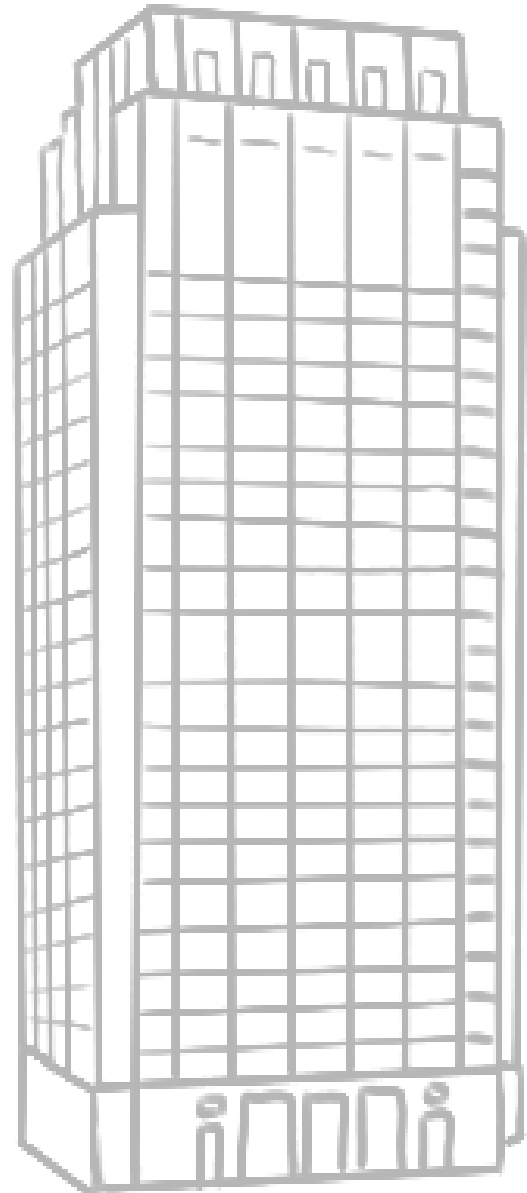
- Tasha Turnabourgh



The current cultural delivery systems utilized on the corporate level are designed to maximize employee satisfaction. Clayco's vision for the project is to take these notions and redesign how company culture is experienced, building from the ground up.



# UNDERSTANDING THE NEEDS OF THE CLIENT



When the team first encountered Clayco, there was an instant initiation into the “Clayco family.” During this brief interaction, the Clayco culture which is characterized by their passion, emanated from their employees to the SCADPro team. Throughout the entire process, the SCADPro team sought to capture that initial familial feeling and translate it into a tool to be used across the company.

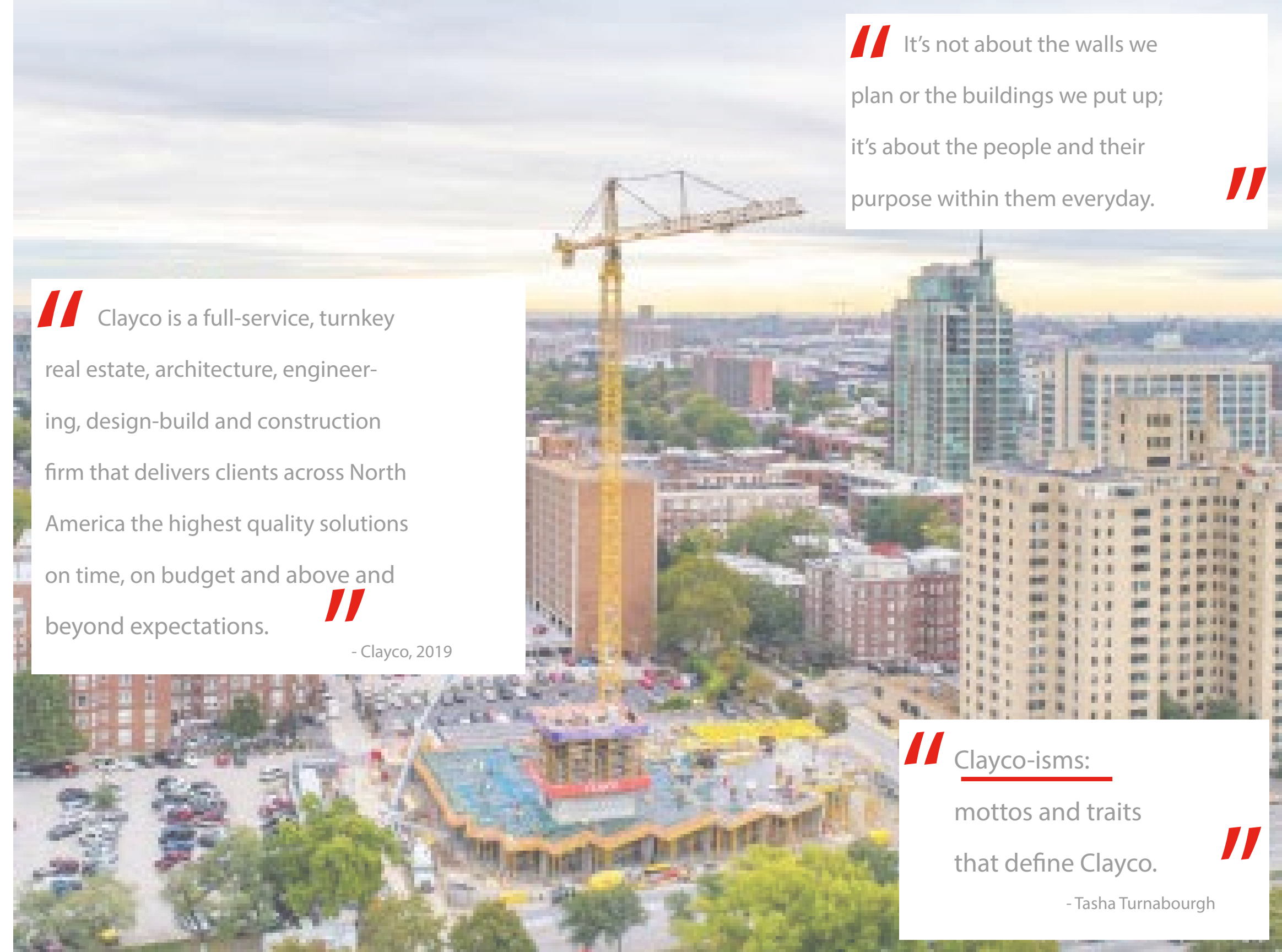
Clayco is a full-service, turnkey real estate, architecture, engineering, design-build and construction firm that delivers clients across North America the highest quality solutions on time, on budget and above and beyond expectations.

- Clayco, 2019

It’s not about the walls we plan or the buildings we put up; it’s about the people and their purpose within them everyday.

Clayco-isms:  
mottos and traits that define Clayco.

- Tasha Turnabourgh



# MEET THE TEAM



  
**2 COACHES**



**13 STUDENTS**



**10 MAJORS**



**5 COUNTRIES**

The Clayco SCADpro team is a combination of students from five different countries studying in ten different fields. The diversity of the team's skill set allows for a distinct perspective on how to approach the opportunity to honor the Clayco culture.



Coach



**Stephanie Weaver**  
English and Narrative Professor  
Rockville Center, NY

Co-Project Manager



**Zara Joanne D'Souza**  
Design Management, M.A  
Bangalore, India

Co-Project Manager



**Yanan Li (Cissy)**  
Industrial Design, M.F.A  
Beijing, China

UX Team Lead



**Eika Johanna Weber**  
User Experience, B.F.A  
Oslo, Norway

Graphic Design Lead



**Elianna Ayala**  
Illustration, B.F.A  
Minneapolis, MN

Design and Tech Team Lead



**Tommy Wilkins**  
Interactive Design and  
Game Development, M.F.A  
Port Saint Lucie, FL

Content Team Lead



**Orian Mattei**  
Dramatic Writing, B.F.A  
Caguas, Puerto Rico

Coach



**David Meyers**  
Interactive Game Design and  
Development Professor  
Henderson, KY

UX Team Member



**Anlu Zhao**  
Interactive Game Design  
and Development, M.F.A  
Beijing, China

UX Team Member



**Aimy Qi**  
Interactive Game Design  
and Development, M.A  
Tianjin, China

Documentation Manager



**Chloe Arenzana Duboys**  
Interior Design, B.F.A  
Madrid, Spain

Graphic Designer



**Yimeng Sun (Bella)**  
Animation, M.F.A  
Baoding, China

Design and Tech Team



**Jeremy Liu**  
Industrial Design, M.A  
Interactive Game Design  
and Development  
Zhenjiang, China

Design and Tech Team



**Liangji Li (Liam)**  
Industrial Design, M.A  
Furniture Design, M.A  
Jinan, China

Content Team



**Shruti Kumar**  
Industrial Design, B.F.A  
New Dehli, India



**WEEK 1**

Introduction to Clayco and understanding the client's brief.

**WEEK 3**

Primary and Secondary Research:  
 Studying onboarding and culture at other companies.  
 Having conversations with Clayco stakeholders.

**WEEK 5**

Prototyping 6 major concept solutions.  
 Midterm Review - Prototype Testing with Clayco.

**WEEK 6**

Narrowing down concepts based of Clayco's feedback.  
 Ideating and refining solutions.

**WEEK 8**

**BUILD**  
 Building high fidelity prototypes of Clayco Connect and the Pre boarding box.

**WEEK 9**

**WEEK 2**

Immersing SCADPro in the Clayco culture and environment to observe.

**WEEK 4**

Synthesizing our research and analyzing insights  
 Ideating concepts.

**WEEK 7**

**DESIGN**  
 Designing an efficient and aesthetic user experience for the final solutions:  
 The Clayco app  
 Pre boarding box

**WEEK 10**

**PITCH**  
 Final presentation and handover of SCADpro's solutions to Clayco.

# PROJECT TIMELINE



# THE PROCESS

Design Thinking is an iterative process in which we seek to understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding.

Design thinking has a human-centered core. It encourages teams to focus on the people they're creating for. Design Thinking applies design to the world around us to increase usability in terms of ease and efficiency.



The process of design thinking, involves integrative thinking and combines desirability, viability and feasibility of design.

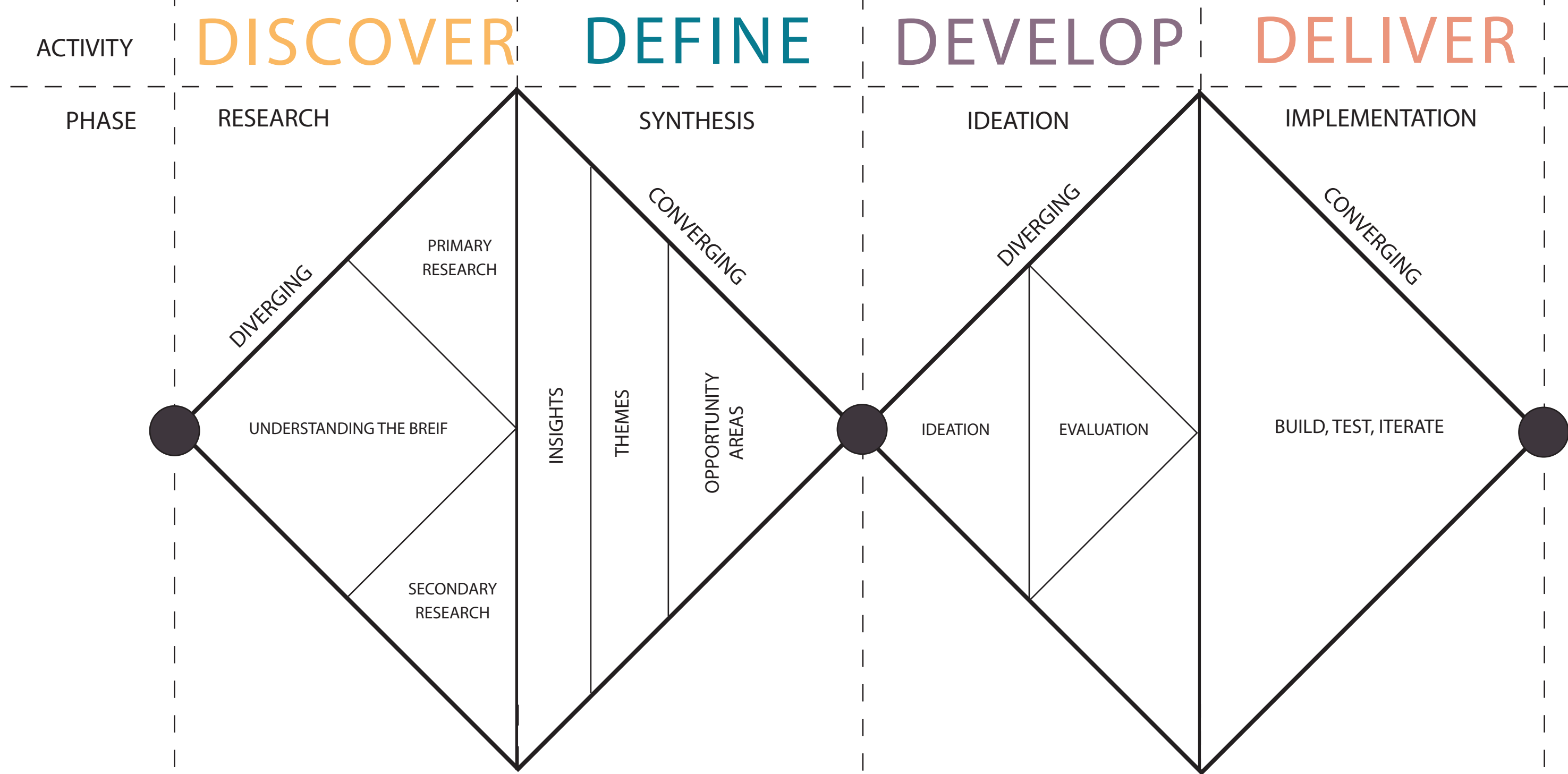


OUR

# DESIGN METHODOLOGY

First launched in 2004 by the British Design Council, the Double Diamond Methodology is a comprehensive design process that provides a series of design methods and expectations to ensure positive change. The methodology provides a clear and comprehensive design process that is divided into four phases which highlight higher order thinking and action. These phases are identified as discover, define, develop, and deliver.

- (British Design Council, 2019)



22 | DOUBLE DIAMOND METHOD



DISCOVER

EFINE

EVELOP

ELIVER

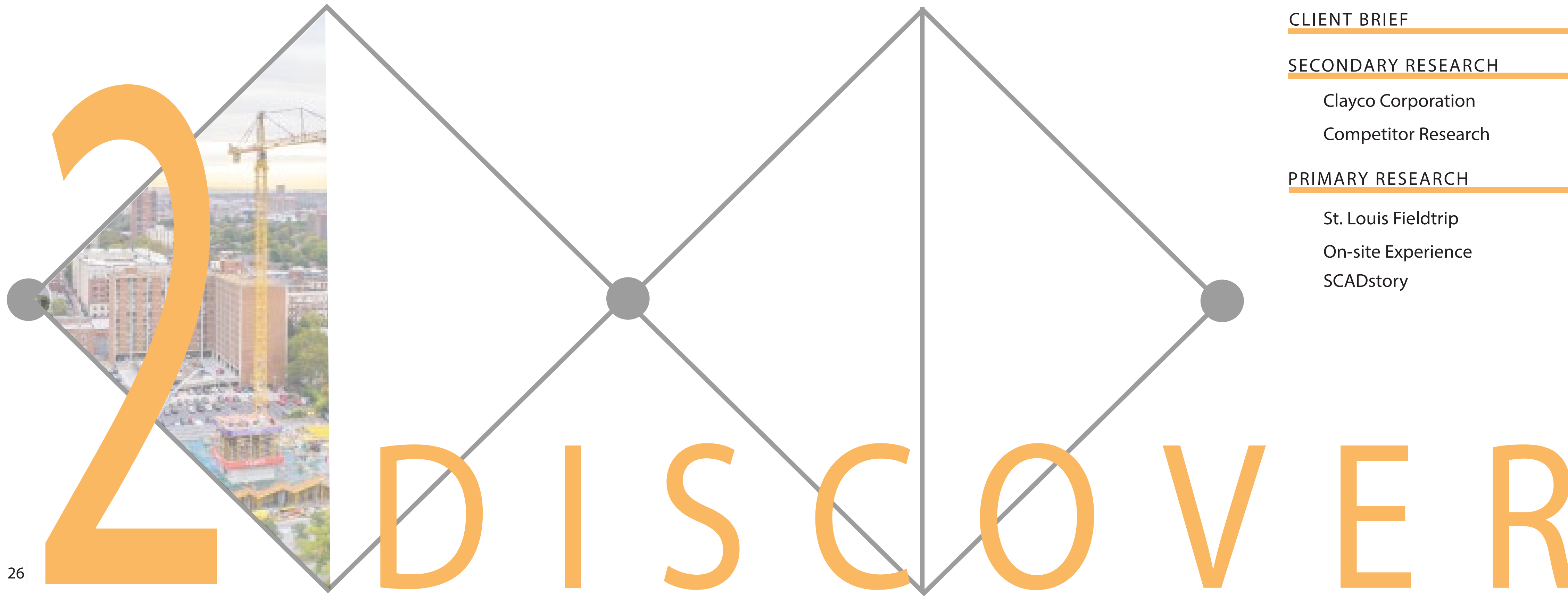
In the DISCOVER phase, the team undergoes a series of processes to fully comprehend the opportunities proposed by the client through primary research and observation.

In the DEFINE phase, the team gathers insights from primary and secondary research to further define the insights developed through collaboration with the client. This is associated with the affinitization process.

The DEVELOP phase encompasses conceptualization process, and focuses on the ideation of concepts and multiple methods to meet the opportunities and insights developed.

At the close of the process, the DELIVER phase centers around the testing of developed concepts and formation of prototypes in order to meet the needs of the client.





CLIENT BRIEF

SECONDARY RESEARCH

- Clayco Corporation
- Competitor Research

PRIMARY RESEARCH

- St. Louis Fieldtrip
- On-site Experience
- SCADstory

# THE CLIENT BRIEF

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SCAD is collaborating with Clayco to research and develop concepts for an **Employee Education Platform** to communicate Clayco's goals, objectives and key metrics to all employees.





# OUR

Throughout the early stages of the process, the team conducted primary and secondary research to establish opportunities and insights to meet the needs of the client. Through competitor market research, as well as comparative study and literature review, the team was able to crystallize the methods of that

other company's use to build culture. Through interviews and observations, the team was also able to acquire key insights from the Clayco family. Based on the acquired insights, the team was able to develop designs that nuance the onboarding process and cultural narrative of Clayco.

# RESEARCH



# SECONDARY RESEARCH

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The team's acquisition of secondary research focused on identifying and establishing **trends**, **techniques**, and **strategies** currently being used **to promote company culture** in the corporate world.



# CLAYCO CORPORATION

Clayco is one of the leading design build construction companies. Its **subsidiaries** include:

**LAMAR JOHNSON CORPORATION:**  
an award-winning architecture and design firm.

**CONCRETE STRATEGIES:**  
A leading edge, full-service, design–build, concrete contractor.

**TREEHOUSE ADVENTURES:**  
A non-traditional investment group.

**VENTANA:**  
A building enclosure company that designs, supplies and installs high–performing curtainwall façade systems.

**THE DECENNIAL GROUP:**  
a vertically integrated real estate investment and development platform



The company has **headquarters in St. Louis and Chicago** and has **over 11.5 million square feet of construction** underway throughout the country.



# COMPETITOR RESEARCH

The secondary research focused on a diverse range of companies how are key competitors in their respective fields. The research explored what these companies do to establish a standardized culture and streamline the onboarding process.

## KEY TOPIC FINDINGS:

WELCOME  
PACKET

BUDDY/  
MENTORSHIP

BOSS FACE TO  
FACE WELCOMING  
OR WHOLESOME  
GESTURE

TOUR OF  
BUILDING

## KEY RESEARCH NARRATIVES

### GOOGLE



The five steps of Google's onboarding checklist, you'll notice that three of them are focused purely on company culture.

That's because Google is known to be more than your average organization with bland corporate practices. They believe it's the "people that make Google the kind of company it is"

(Mulholland, 2003)

Google has learned to prioritize relationships and fun at work because studies have shown that happy employees outperform the competition by 20% and 12% more productive. In fact, Google raised its employee satisfaction by 37% by implementing company culture initiatives.

(Mulholland, 2003)

A company-wide list lets "Nooglers" know what to expect in the first week to month and beyond. It acts as a reference so developers don't feel pressured to memorize systems, practices, events and institutions in the first week

(Dye, 2016)

The first project assigned to new software engineers is called a "starter project." The project is supposed to be short (around two weeks) and be a good introduction into a specialized field

(Dye, 2016)

Every Noogler is assigned a mentor who is successful within the company and who has taken a course on typical new hire needs. At first, the mentor is just a friendly face to meet them at the end of their first day and show them the facilities, but their formal relationship spans an average of three months

(Dye, 2016)



## FACEBOOK



If a company does not manage to arouse a level of interest among employees about the company culture and work and make them more productive in the very first 45 minutes, then something is certainly not done right

(Bhaswati, 2016)

## APPLE



The employees are welcomed with big company packets and stickers, HR forms and T-shirts that say, "Class of" with the year of joining. Every new employee is given a shiny new iMAC, which they have to set up themselves (Apple assumes the employees have this basic level of smartness).The basic idea behind this is to let employees find their own way out by interacting with their co-workers

(Bhaswati, 2016)

## NA6

The program allows employees to earn pace points for individual, group, and company achievements. As employees accrue a balance of pace points, they can choose from a number of rewards to redeem. These rewards are available at different point redemption levels in categories like health, travel, experiences, transportation and housing, quality of life, and cash.

(Zimmerman, 2018)

## SWEETGREEN



Sweetgreen provides emergency financial support for employees during times of need. It's funded through voluntary paycheck deductions from corporate employees. The Family Fund has assisted team members in paying for temporary housing due to a fire and has also helped assist an employee who needed to travel to care for a sick loved one.

(Kohl, 2018)

# PRIMARY RESEARCH

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This research focused primarily on sources of information that came from or are sanctioned by Clayco. It includes the team's own observation from the Day 1 experience in St. Louis, defining the observations from the Savannah toolbox talks, and interviews with both clientele and employees.





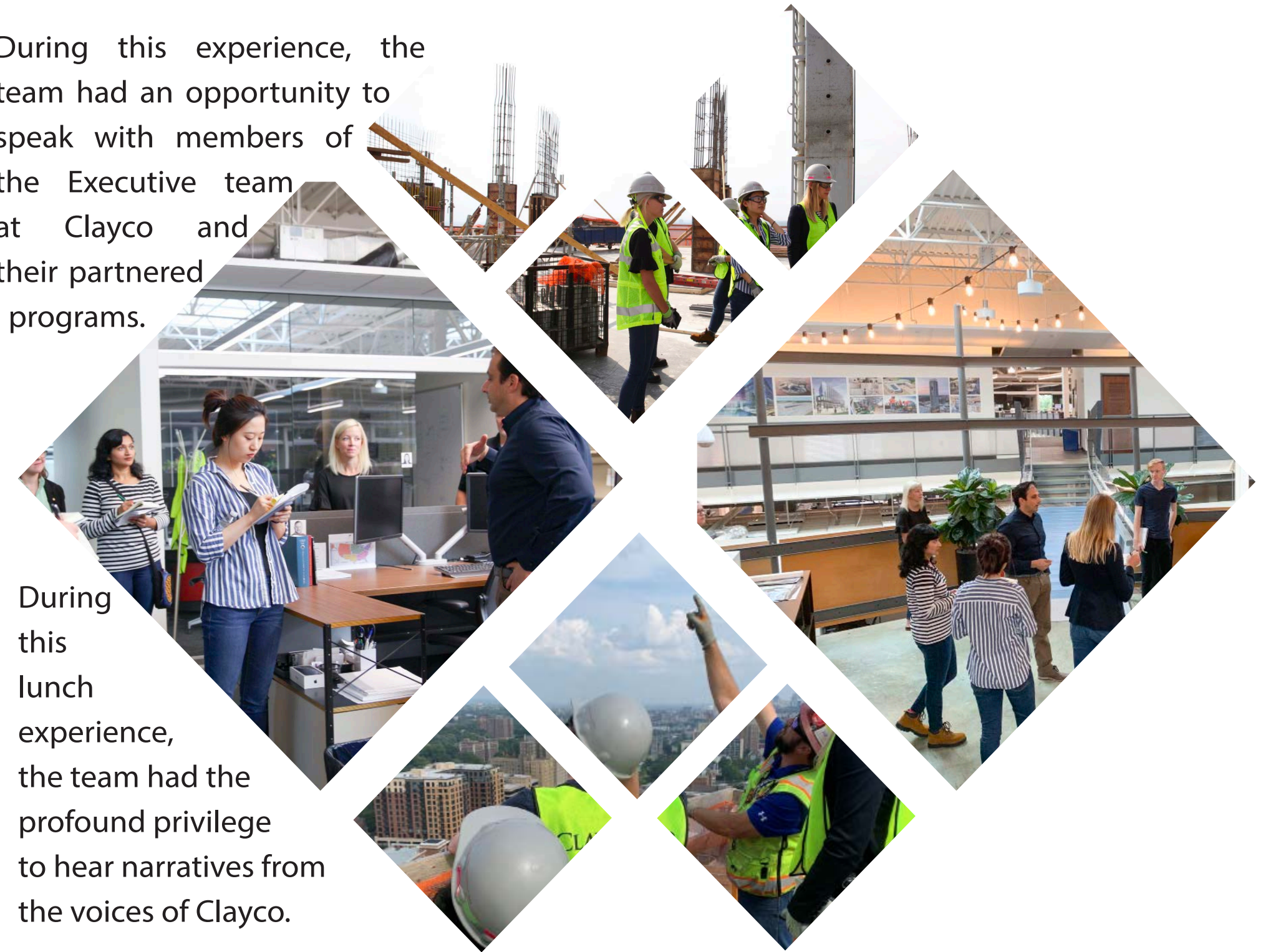
# FIELD TRIP: ST. LOUIS, MO

Two weeks into the commencement of the project, the SCADpro team had the opportunity to visit the St. Louis, Missouri Clayco headquarters to engage in an abridged onboarding experience and an observation of the facilities and current St. Louis projects.



During this experience, the team had an opportunity to speak with members of the Executive team at Clayco and their partnered programs.

During this lunch experience, the team had the profound privilege to hear narratives from the voices of Clayco.





One of the key insights gathered in the primary research, were a series of narratives from the members of the Clayco family.

A few highlights include:



“ I experienced growth through unexpected mentoring. ”

- Darrell Thomas, Service Desk Technician

“ In 2008, at the start of the recession, Bob [stood at the top of the stairs and] gathered everyone in the lobby and said that there would not be any layoffs but would receive a reduction in salary, [that] when there was a change in the economic conditions he would repay the employees. This way no one lost their jobs, which is unheard of today. Bob really cares about his people. ”

-Bob Fritz, Operations

“ Welcome to the first day of your last job. ”

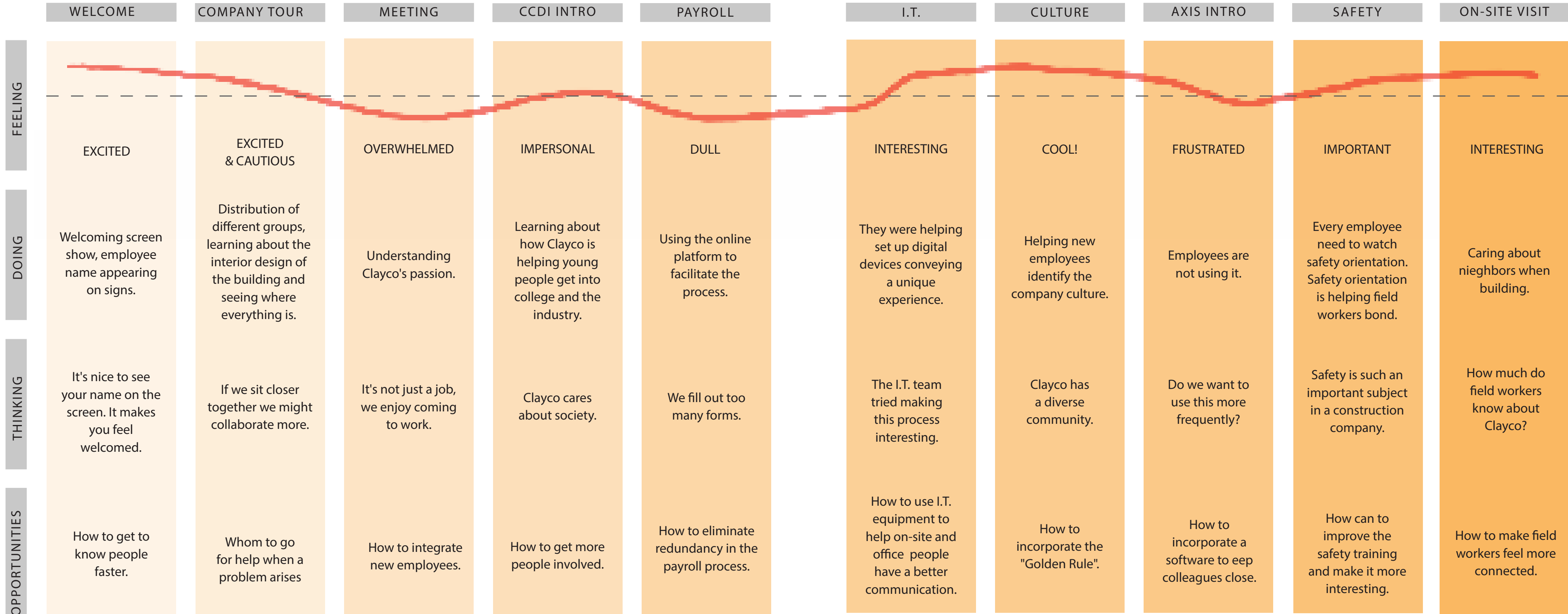
-Anthony Johnson, Executive Vice President & Shareholder, Industrial Business Unit Leader

“ Passion is at the heart of everything we do. ”

-David Junge



# USER JOURNEY MAP



## ON-SITE EXPERIENCE:

# SAVANNAH, GA

During week four of the project, members of the SCADpro Team visited one of the active Clayco sites in Savannah, GA. This job site is in collaboration with the Savannah College of Art and Design. The team observed a Toolbox Talk, which are ten minute safety-centered presentations on Tuesday mornings at 7am on Clayco job sites across the country.



### TOOL-BOX TALKS...

These communication touchpoints serve a variety of purposes and were a great source of info into the inner workings of Clayco. The main focus of these five to ten minute presentations is to connect with the team to reinforce safety methods and techniques.



After the Toolbox Talk there was an opportunity to interview on-site staff as well as engage in a guided "Stretch and Flex" exercise. Overall, this experience allowed for the team to further engage with members of the Clayco community, specifically the diverse system of individuals on the job site.



# INTERVIEWS

With the interviews, we wanted to focus on what brought people to Clayco, how their onboarding experience was, and what made them stay.

“ I went through a recruiter who basically kind of raved about the culture here... ”



-Rick Powell

“ Seeing the happy faces of the people who use that building makes [his] job feel extra special.

Clayco listens and responds to to complaints.



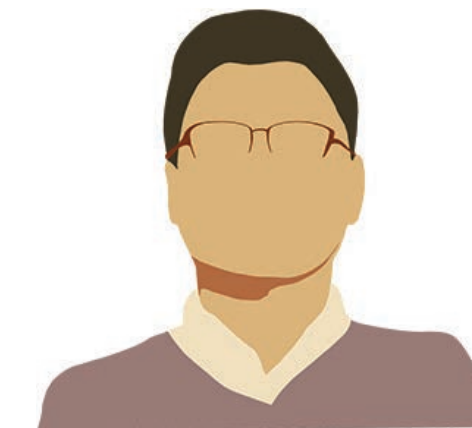
-Raul

“ When I had the citizenship of the US, my site team members gave me so much congratulations.

“ Day 1 - first words out of Chips mouth were.. "Welcome to the Family". From day 1 everyone has gone out of their way to treat each other as family and work together toward a common purpose.

“ Shortly after being hired they made me feel right at home. ”

“



- Jeongwoo Lee

“



- Cale Doornbos



- Adam Johnson

# A QUICK TRIP TO SCADSTORY

As part of the research experience, the team sought to explore SCAD's approach to the expression of culture and narrative by spending an afternoon exploring SCADstory.

During this experience, the team was able to see how narrative plays a role in the formation of culture, while also exploring the innovative elements of this depiction of narrative, which inspired elements of the ideation process.





STATEMENT OF INTENT

Target Audience

DATA SYNTHESIS

Insights

Design Framework

Points of Opportunity



# STATEMENT OF INTENT

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We intend to enhance the onboarding experience, convey the Clayco culture and strengthen the connection between field and corporate.



TARGET

# AUDIENCE

Employees of Clayco, LJC, CRG, Ventana, Treehouse Adventures, Concrete Strategies, and Decennial Group.

Current employees who have been in the system and need to be re-introduced to the Clayco culture

Newly hired employees undergoing the on-boarding process and experiencing Day 1

The logo for Clayco, featuring the word "CLAYCO" in a bold, red, serif font.

THE ART & SCIENCE OF BUILDING

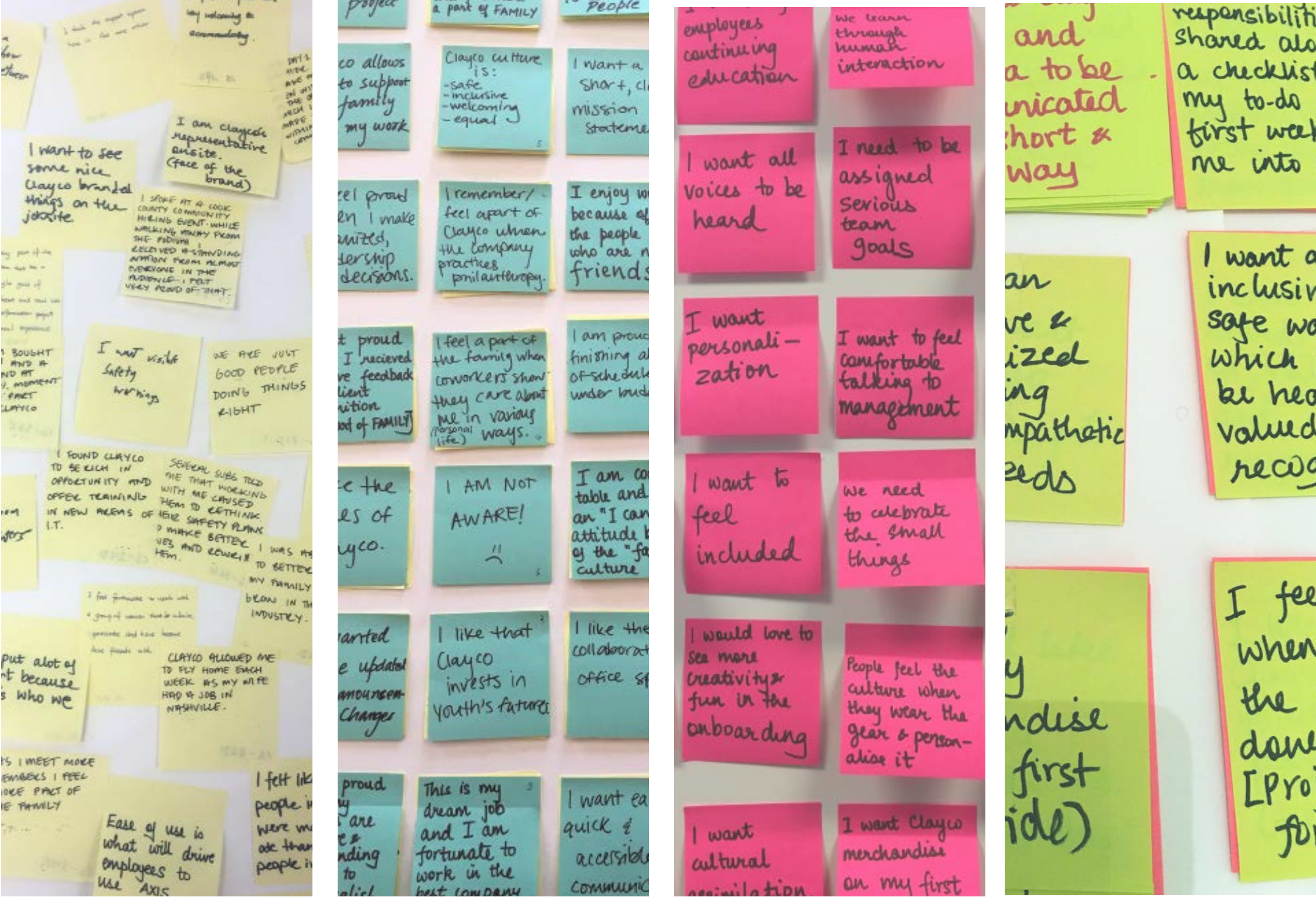
The logo for Lamar Johnson Collaborative, featuring the text "Lamar Johnson Collaborative" in a dark purple, sans-serif font, with a small upward-pointing arrow icon to the right.The logo for Ventana, featuring the word "VENTANA" in a blue, serif font, with "DESIGN-BUILD SYSTEMS" in a smaller, blue, sans-serif font below it.The logo for CRG, featuring the letters "CRG" in a red, serif font, followed by a vertical line and the text "INTEGRATED REAL ESTATE SOLUTIONS" in a smaller, grey, sans-serif font.The logo for Concrete Strategies, featuring the words "CONCRETE STRATEGIES" in a dark blue, serif font, stacked vertically.



# DATA SYNTHESIS

In order to make sense of the data collected, an inductive method of analysis was used. All data was converted into individual data points and then clustered by meaning to discover trends and patterns through high frequency signals.

The team affinitized the data to uncover areas of opportunity whilst staying unbiased and encompassing all the feelings and statements of the data contained.





615

YEELLOWS

### STEP 1

The yellow "post-it" notes signify broad and all-encompassing feelings and statements. This is the first level of affinitization to be completed.

102

BLUES

### STEP 2

The blue "post-it" notes provide a more clarified version of the initial yellow statements. They note the initial trends and patterns determined by the categorization of the data. This streamlines the data and establishes a focus to the data. This is the second level of affinitization to be completed.



32

PINKS

### STEP 3

The pink "post-it" notes determine the areas of opportunity for the data. At this stage, the data begins to provide areas to explore in the conceptualization phase. This is the third level of affinitization to be completed.

15

GREENS

### STEP 4

The greens form a core story that is identified among clustered pinks. These are written down from the insights of the pinks. The greens formed the eventual framework.



# INSIGHTS

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Using the insights compiled through the affinitization process, a design framework was developed. The team began to identify the areas of opportunity to develop people-centered design strategies and ideate concepts.

The information herein contains key findings and synthesized insights from this human-centered research:

"I want to feel appreciated."

"I want personalization."

"I want to be recognized."

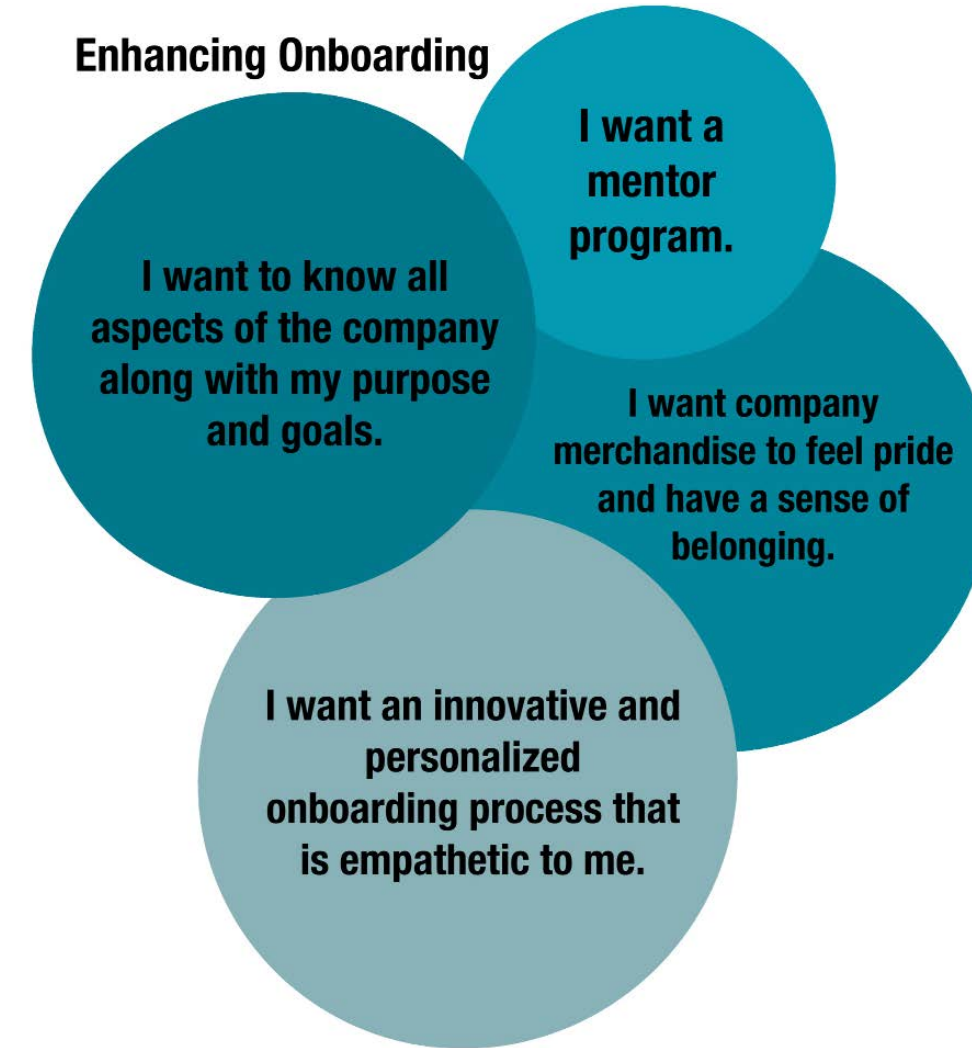
"I want to feel included."

"I want cultural assimilation."



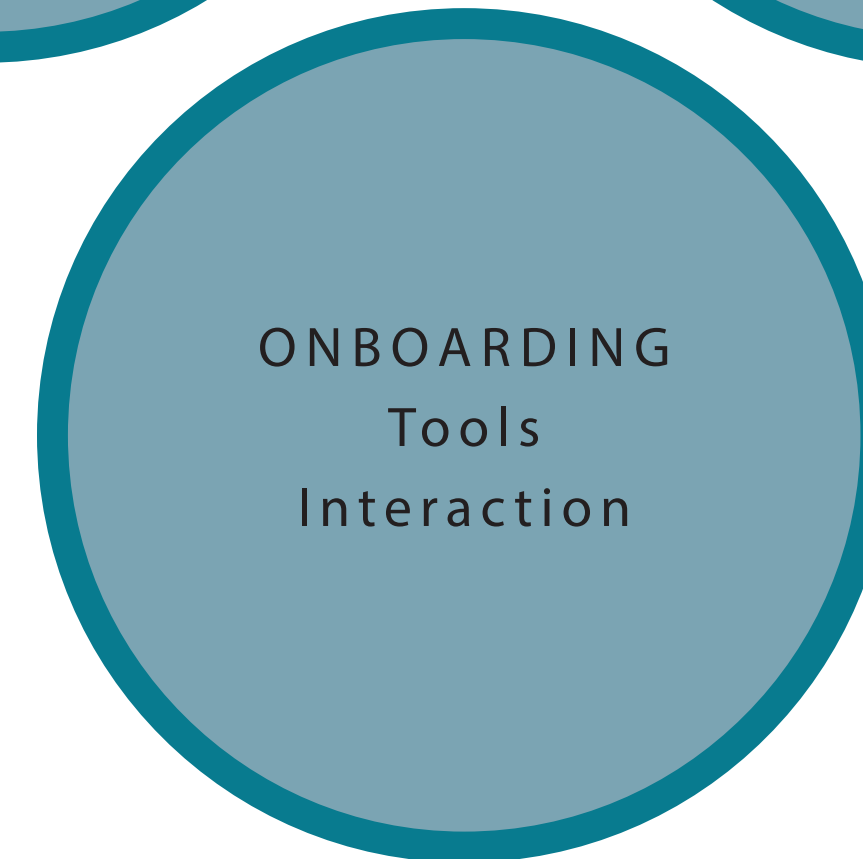
# FRAMEWORK

***“I respect the field employees as they make our business.”***



POINTS OF  
**OPPORTUNITY**

TEXT ABOUT HOW WE CAME UP WITH THESE



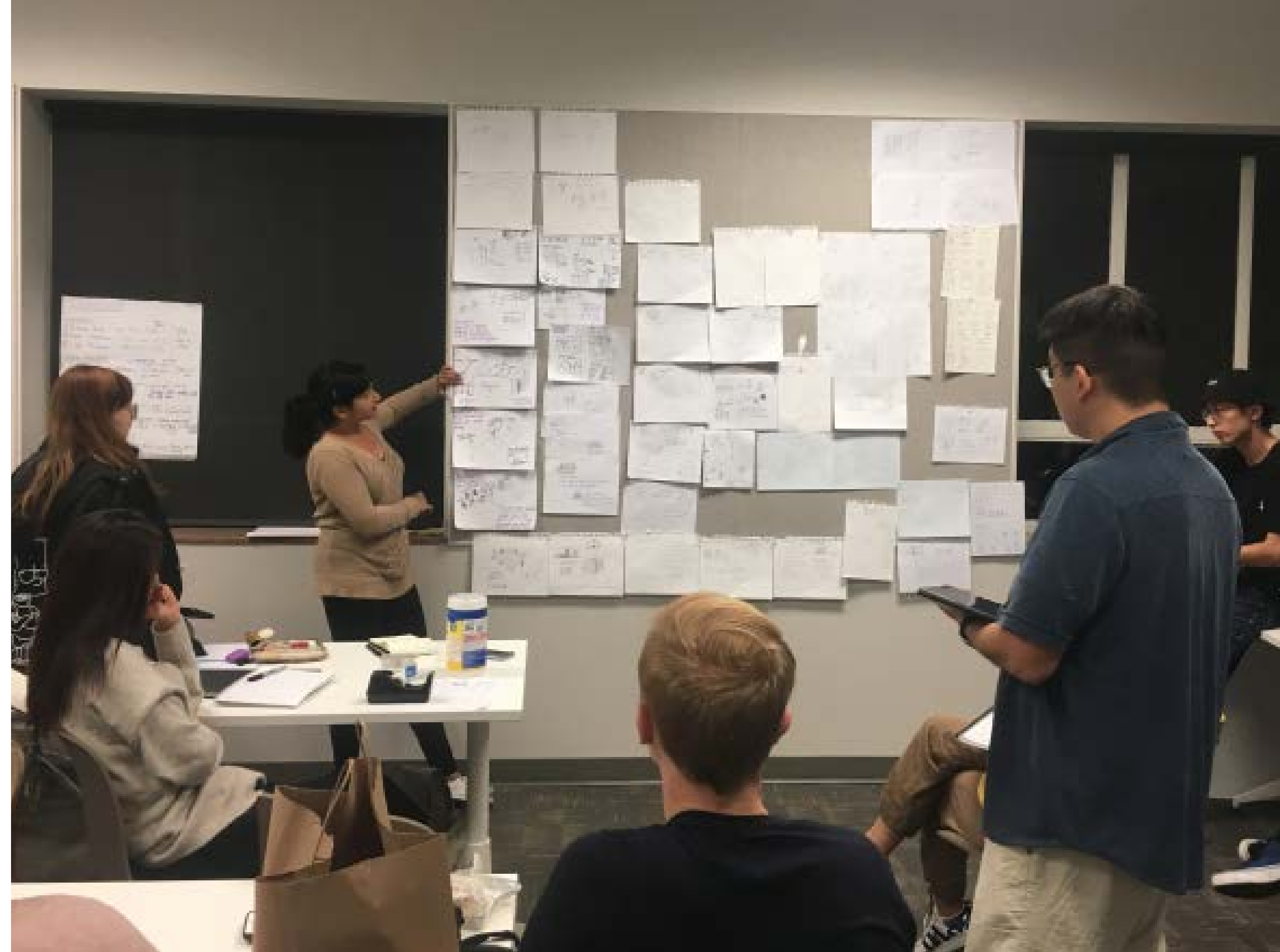




# MOVING TO CONCEPTUALIZATION

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Referencing the design framework, the each member of the team streamlined their concepts into (concrete) sketches centered around communication, culture and on boarding.





# CONCEPT VARIATIONS

PREBOARDING

CLAYCITY

CLAYPAL

INTERACTIVE WALL

CHILL ZONE

## 1 PREBOARDING

### CONCEPT:

A preboarding packet designed to streamline the onboarding process by cutting down paperwork on Day 1, while creating a sense of belonging through personalized touches.

### VALUE:

The pre boarding packet will intrigue and excite employees before they are integrated into the company. Receiving branded material from the company will inculcate a sense of belonging. The unboxing experience can be something the entire household can partake in.



## 2 CLAYCITY

### CONCEPT:

3D printed miniature buildings designed to gamify the on boarding process to eventually be part of a city installation in the Clayco office.

Employees will build a tower as they complete different checkpoints in the on boarding process and eventually 3D print a tower.

### VALUE:

The 3D printed buildings will help new employees experience Clayco's DNA of "Design-Build" from Day 1. The process of building a tower will be an energizer and conversation starter between sessions of the on boarding.



## 3 CLAYPAL

### CONCEPT AND VALUE:

A digital application designed to improve Clayco's communication, culture and on boarding process.

A one stop shop access to onboarding documents for new employees along with a checklist of tasks will help streamline and reduce Day 1 nerves.

A reward and recognition system for employees to feel valued and use gifting points to purchase Clayco merchandise.

A digital avatar of Bob Clark to guide and digitally mentor employees with information, announcements and inspiring news.

A gallery of live construction sites and finished projects organized with easy access along with VR capabilities.

A podcast series of employees sharing inspiring and memorable Clayco stories.

A messaging system for employees to conveniently and efficiently stay connected and accessible.



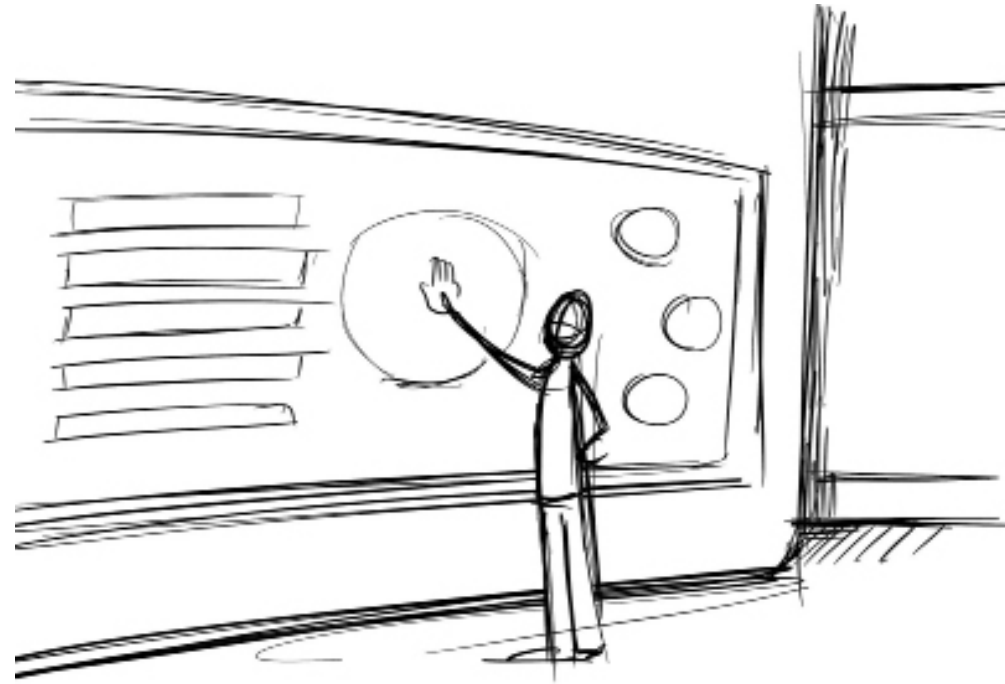
## 4 INTERACTIVE WALL

### CONCEPT:

A large digital wall installed in a central area of the workplace to act as a tool of communication to the employees as well as among the employees. The wall serves as a way to share events, announcements and also stream site launches. The interactive aspect of the wall enables employees to find information and participate

### VALUE:

Having an engagement tool in a common area with varying content can help employees in the office connect with each other and start conversations. Employee shout outs and company wins on a visible screen that draws your attention can be a great for company collaboration and morale.



## 5 CHILL ZONE

### CONCEPT:

A standardized guideline for the construction of a break space on all Clayco construction sites to help employees feel as part of Clayco as the employees in the corporate office. The main idea is to include a technology hub that equips the work force on the job site to be better connected to the corporate through access to trainings and mentor

### VALUE:

Having a standardized guideline for spaces will ensure all sites have a standard Clayco branded zone dedicated to its workforce. The facilities available within the space will help the workers feel part of a bigger picture and also have the opportunity to learn and grow.



# PROTOTYPING AND TESTING

The concepts and low fidelity prototypes were presented to the Clayco team. They were made to experience the concepts through an immersive experience.







With the feedback from the Clayco team as well as observations from the SCADpro project team, a reiteration of the design process was carried out with a focus on specific features.

The team re-evaluated solutions, re-designed and even combined concepts to produce two final solutions to address the main areas of opportunity.



SOLUTION 1

- Medium Fidelity Renders
- Final Prototype

SOLUTION 2

- Ideation Sketches
- Low Fidelity Renders
- Medium Fidelity Renders
- Final Prototype

# FINAL SOLUTIONS

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In order to produce two well-developed solutions for Clayco to implement, the team concentrated on three aspects:

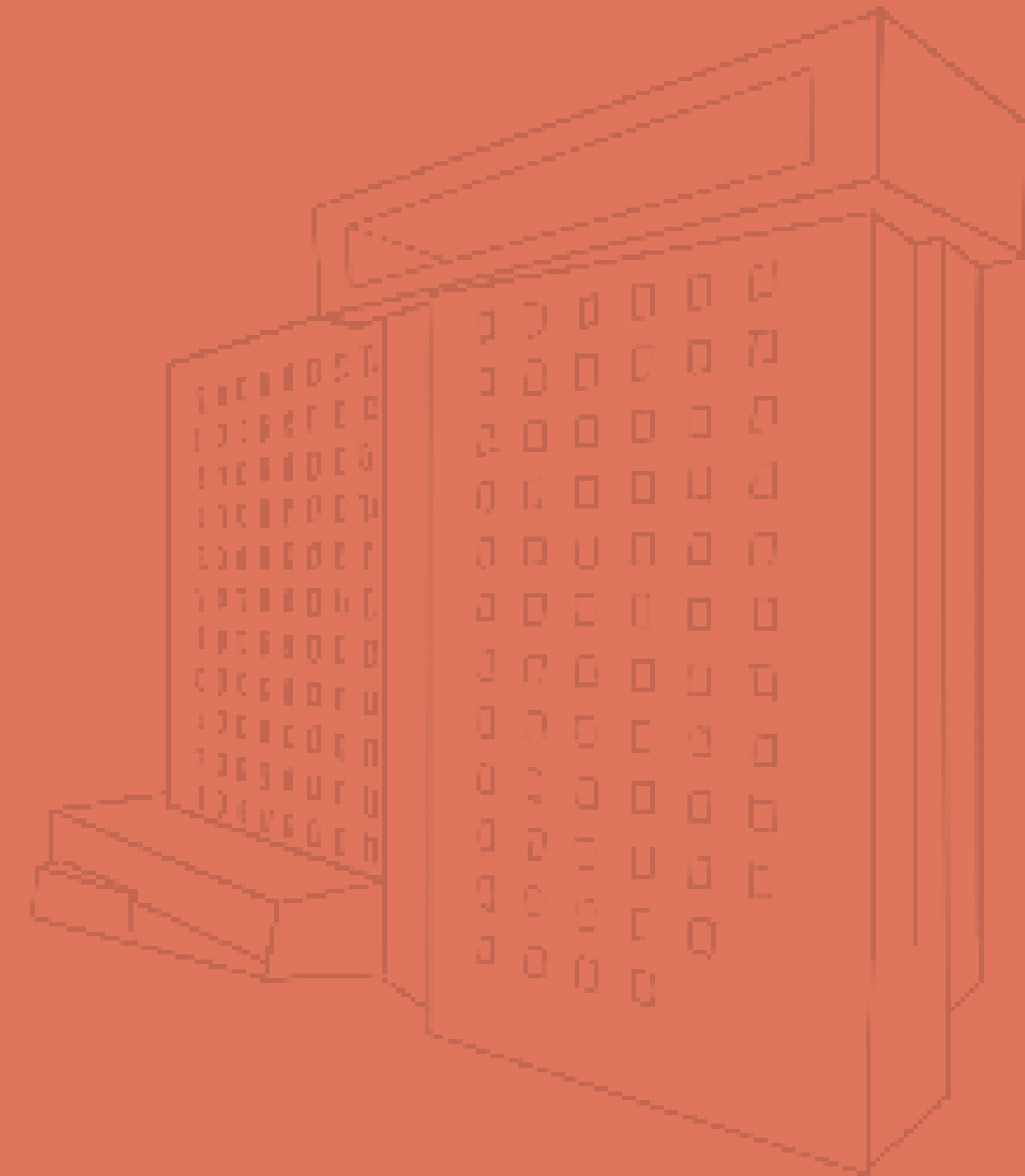
- 1 Streamlining the onboarding process
- 2 Better conveying the Clayco culture
- 3 Fostering better connections between employees



SOLUTION 1:



# PREBOARDING BOX



## THE INSIGHT

To effectively convey the Clayco Culture to all new hires and their families.

## DESIGN INSPIRATION

The team wanted to create something that would streamline the onboarding process in a way that would excite and connect the employee about working at Clayco.

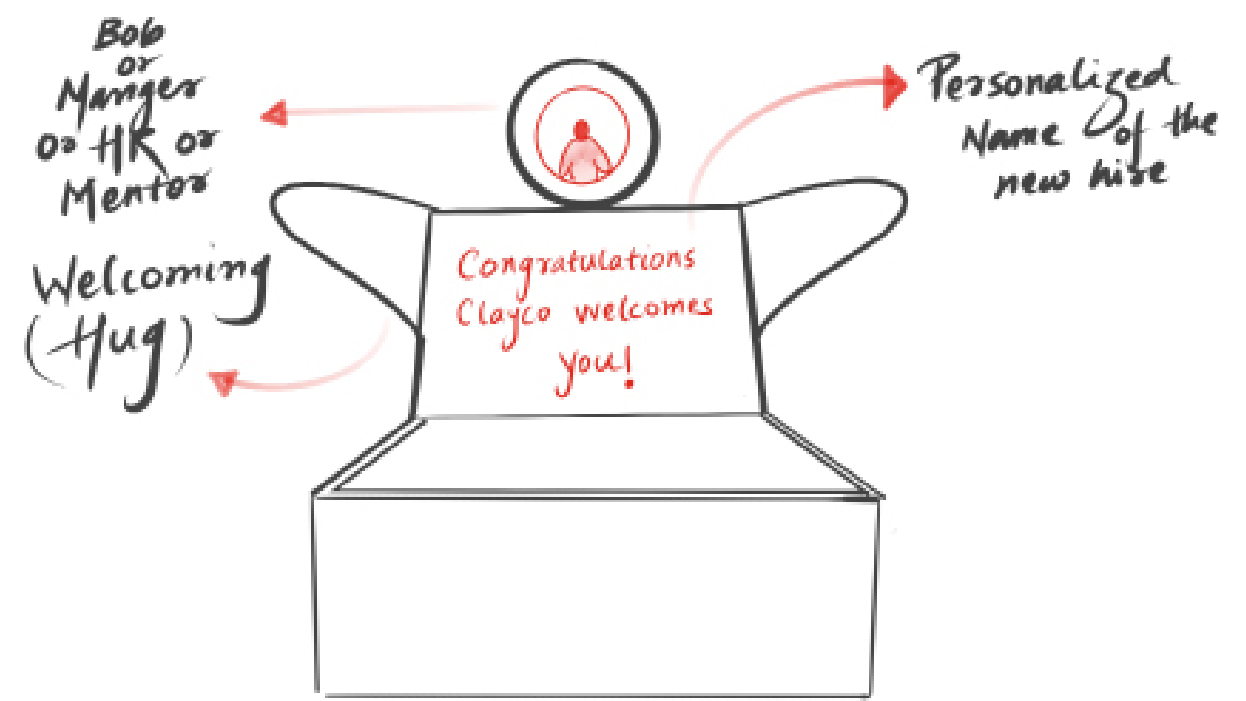
## THE IDEA

The team took inspiration mainly from beauty based packages, company-branded items, and SCAD's own pre-boarding box.

## DESIGN DEVELOPMENT

We looked at the pre-boarding packets of companies like Google and Glossier to further our understanding of why choose to make their packets the way they did.

# MEDIUM FIDELITY RENDERS





# FINAL PROTOTYPE

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The final box will include three compartments which will have a QR code, the itinerary, and the app feature booklet. It will also have a branded tote box, water bottle, a name badge, and a handwritten note from BOB.

## CONTENTS OF BOX

Shipping box

Preboarding toolbox shaped box (with company branding)

Department contact sheet

Handwritten welcome note from Bob

Clayco branded metal water bottle

Clayco branded canvas tote bag

When exploring this element for rendering, one of the ideas put forth was to make the box interactive. This lent itself to an exploration of the Amazon “Smile Code” initiative. This initiative provides a code to consumers to teach the consumer how to make an art piece out of the packaging materials provided by Amazon (Lacy, 2018). With this as an inspiration, part of the packaging of the shipment materials focused on the production of constructing a Clayco building.

## PICTURE OF BOX





## THE INSIGHT

To provide a tool that can streamline the onboarding process and further connect current and new employees.

## DESIGN INSPIRATION

The team drew from AXIS and how to make the information more accessible.

## THE IDEA

The team strived to create a tool that universally connects the employee and shares the company culture.

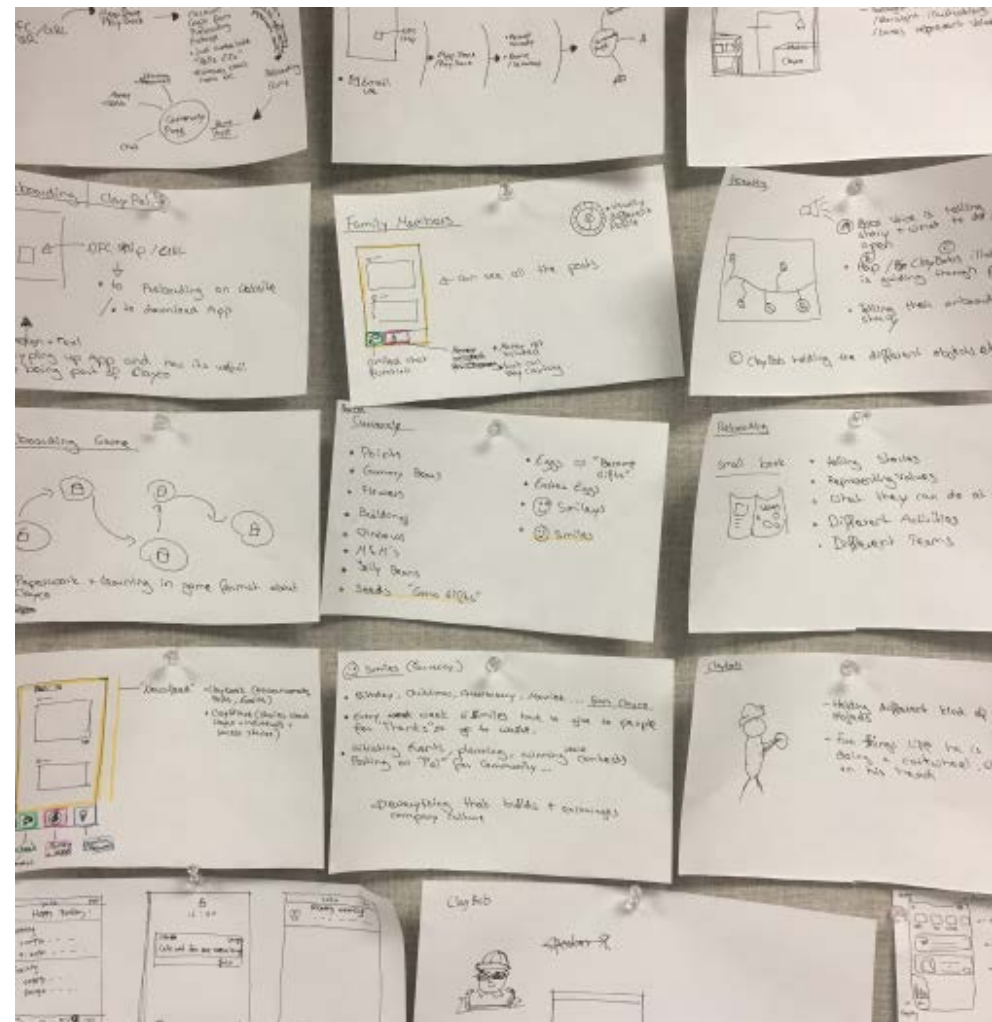
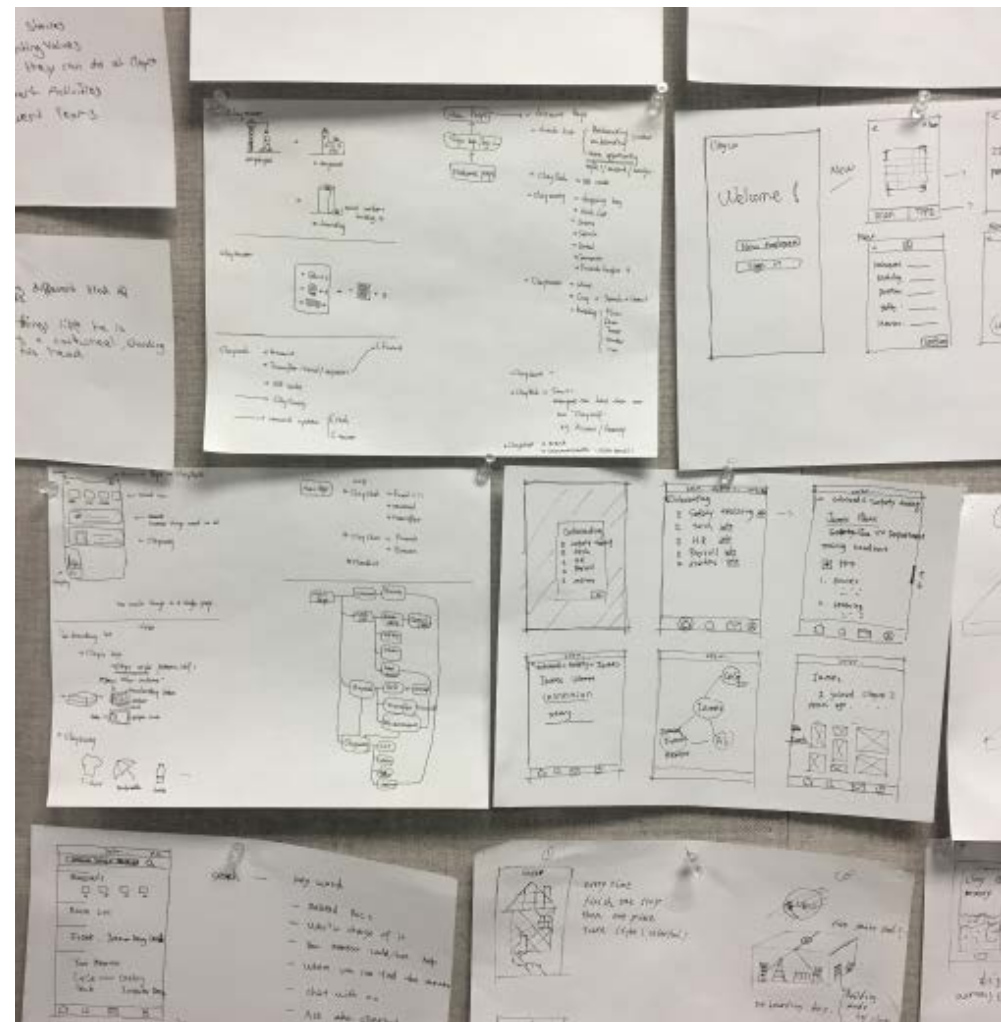
## DESIGN DEVELOPMENT

The team looked at social media apps like Facebook as well as gaming apps like Pokemon Go to see how they organized and expressed information.

# INITIAL IDEATION

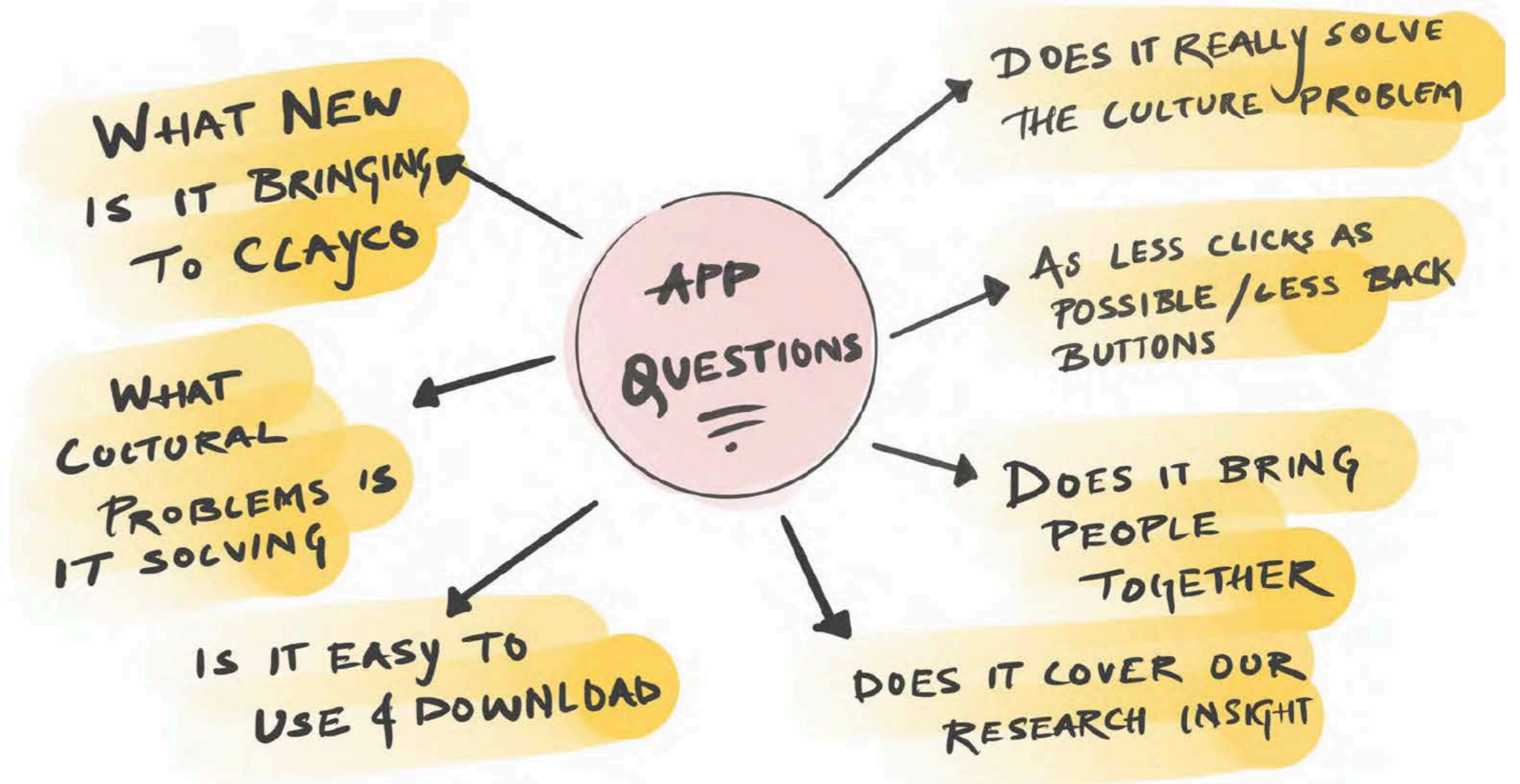
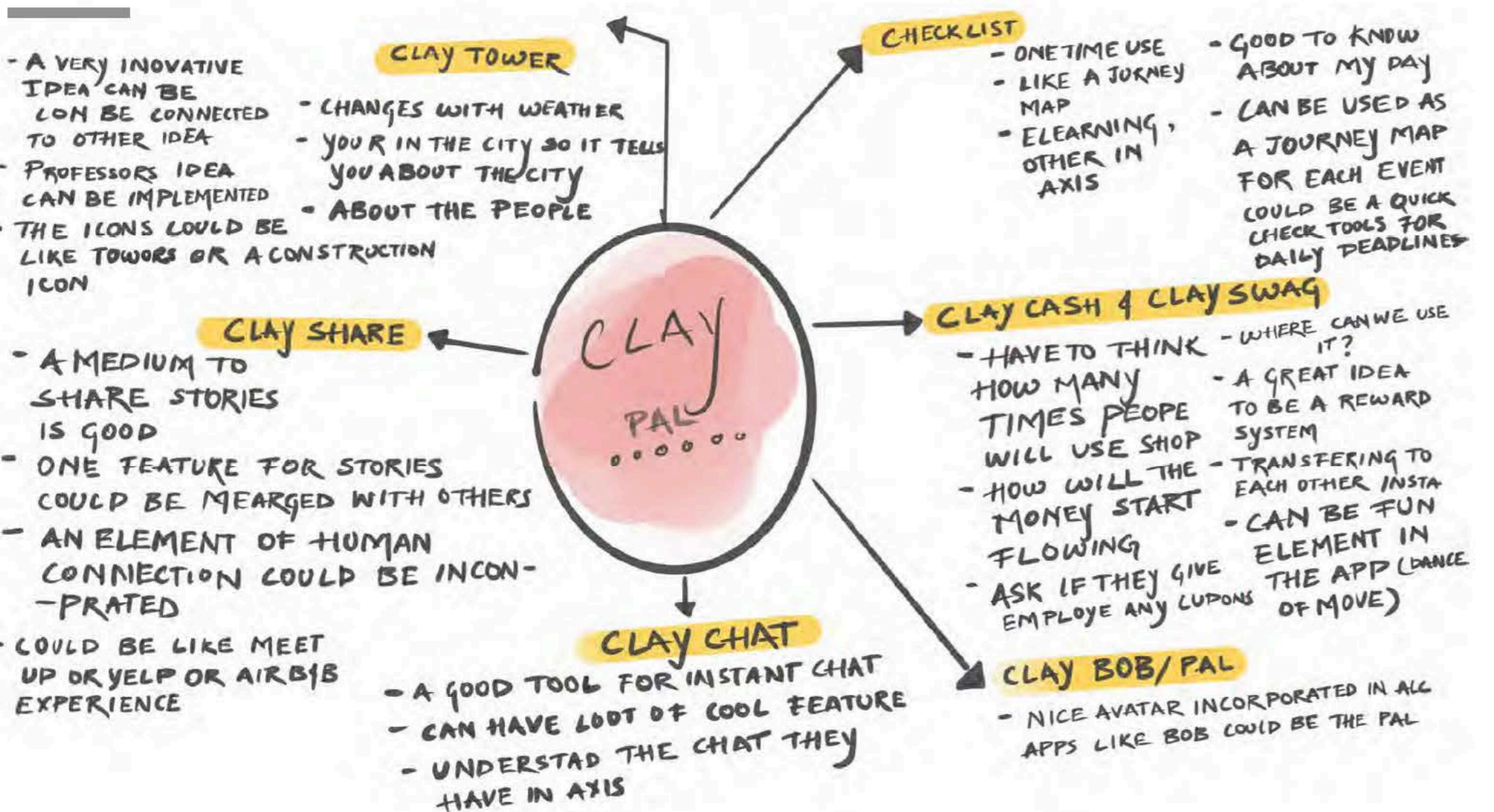
# SKETCHES

We began by creating dozens of sketches showing possible features for the app.





# LOW FIDELITY RENDERS





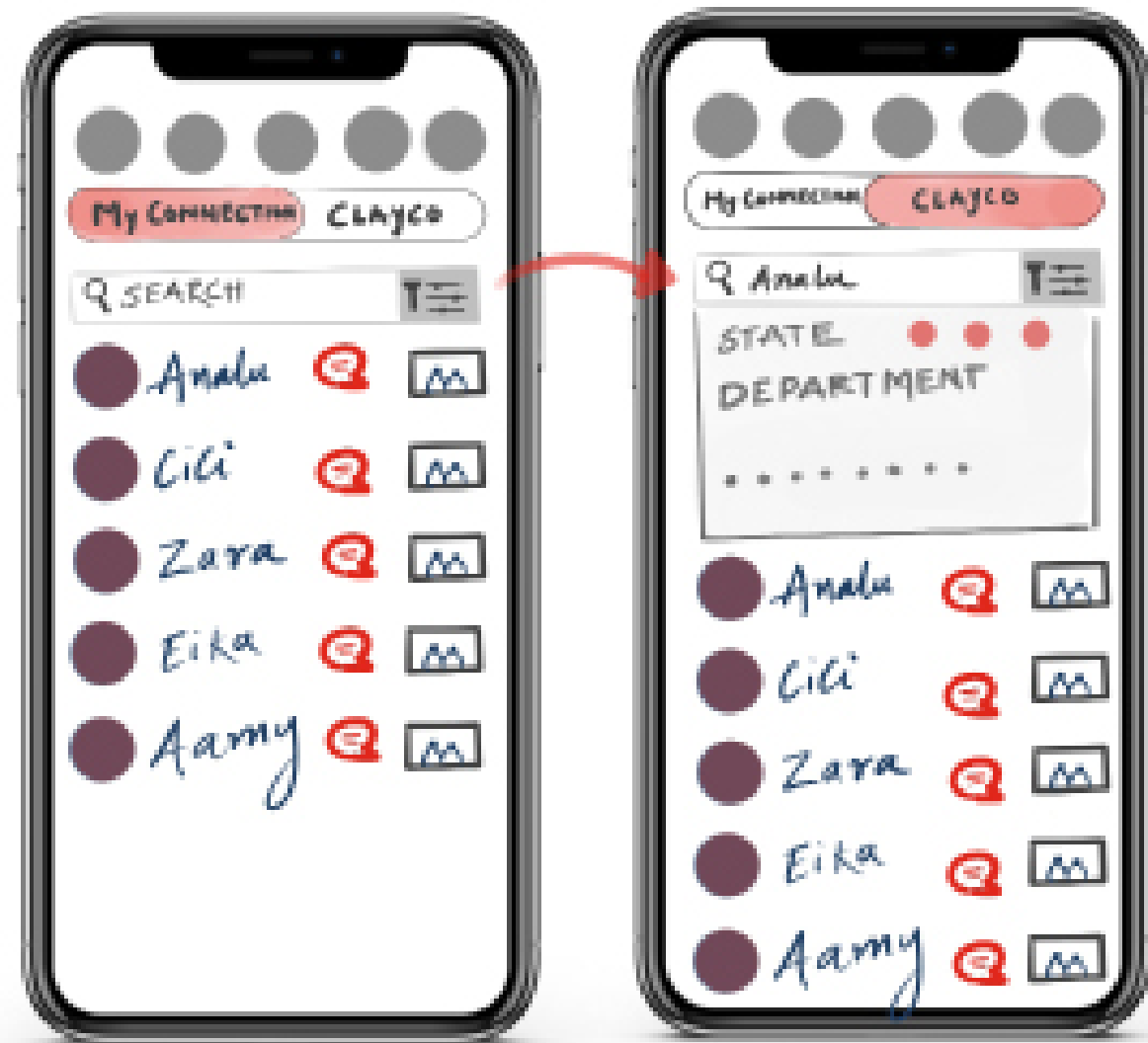
# PREBOARDING

## ONBOARDING CHECKLIST

<ul style="list-style-type: none"> <li>✓ TEC</li> <li>✓ MANAGER MEET</li> <li>✓ CONTRACT</li> </ul> <p>ONBOARDING CHECKLIST</p>	<ul style="list-style-type: none"> <li>✓ MEETING</li> <li>○ REVIEW</li> <li>✓ MENTOR</li> </ul> <p>DAILY CHECKLIST</p>	<ul style="list-style-type: none"> <li>✓ CONFERENCE</li> <li>✓ DINNER</li> <li>○ FLIGHT</li> </ul> <p>CUSTOM LIST BASED ON EVENTS OR BUSINESS TRIPS</p>
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# CLAYCO CASH

# CLAYCO CHAT



# MEDIUM FIDELITY RENDERS

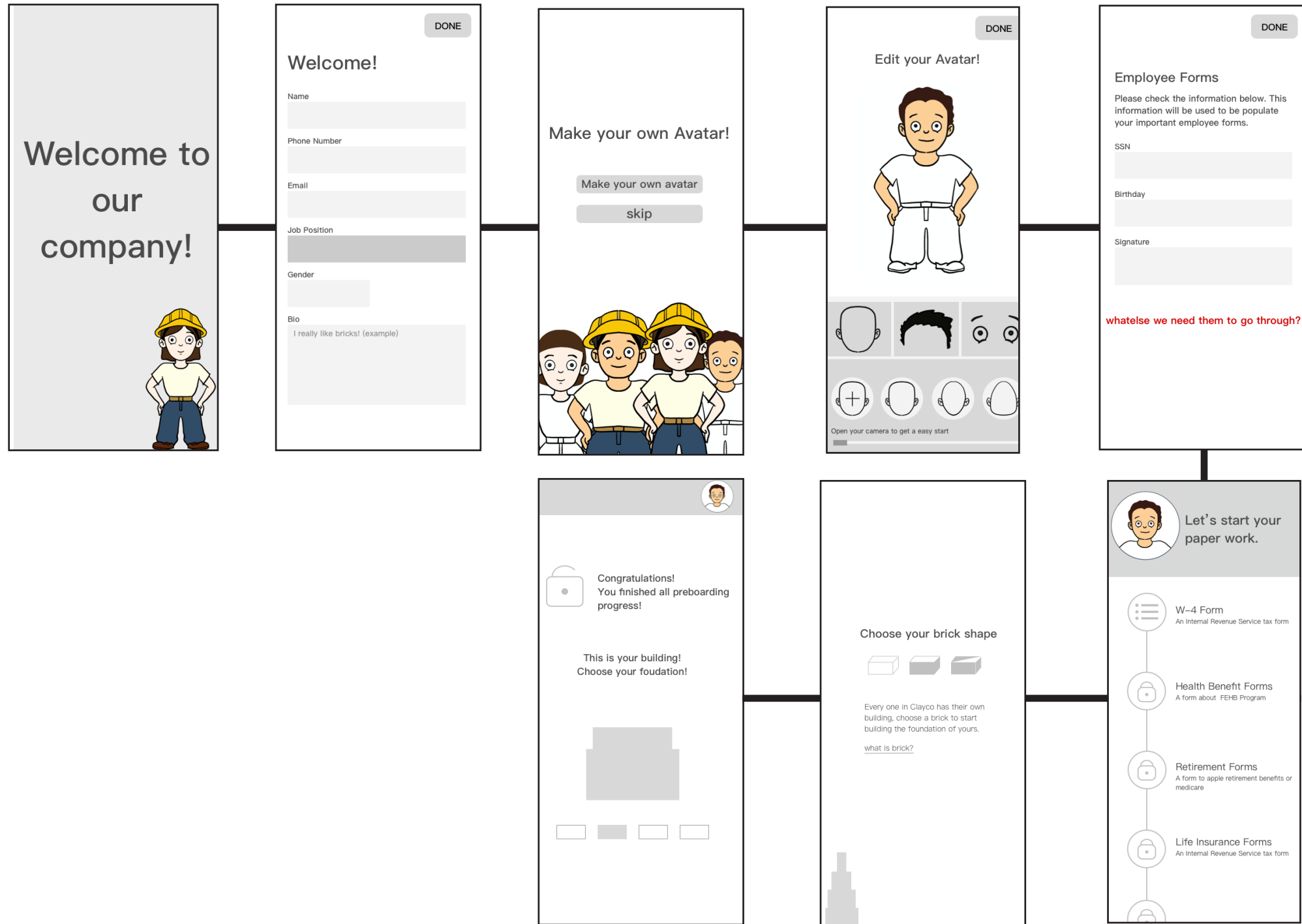
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elements included in clay app:

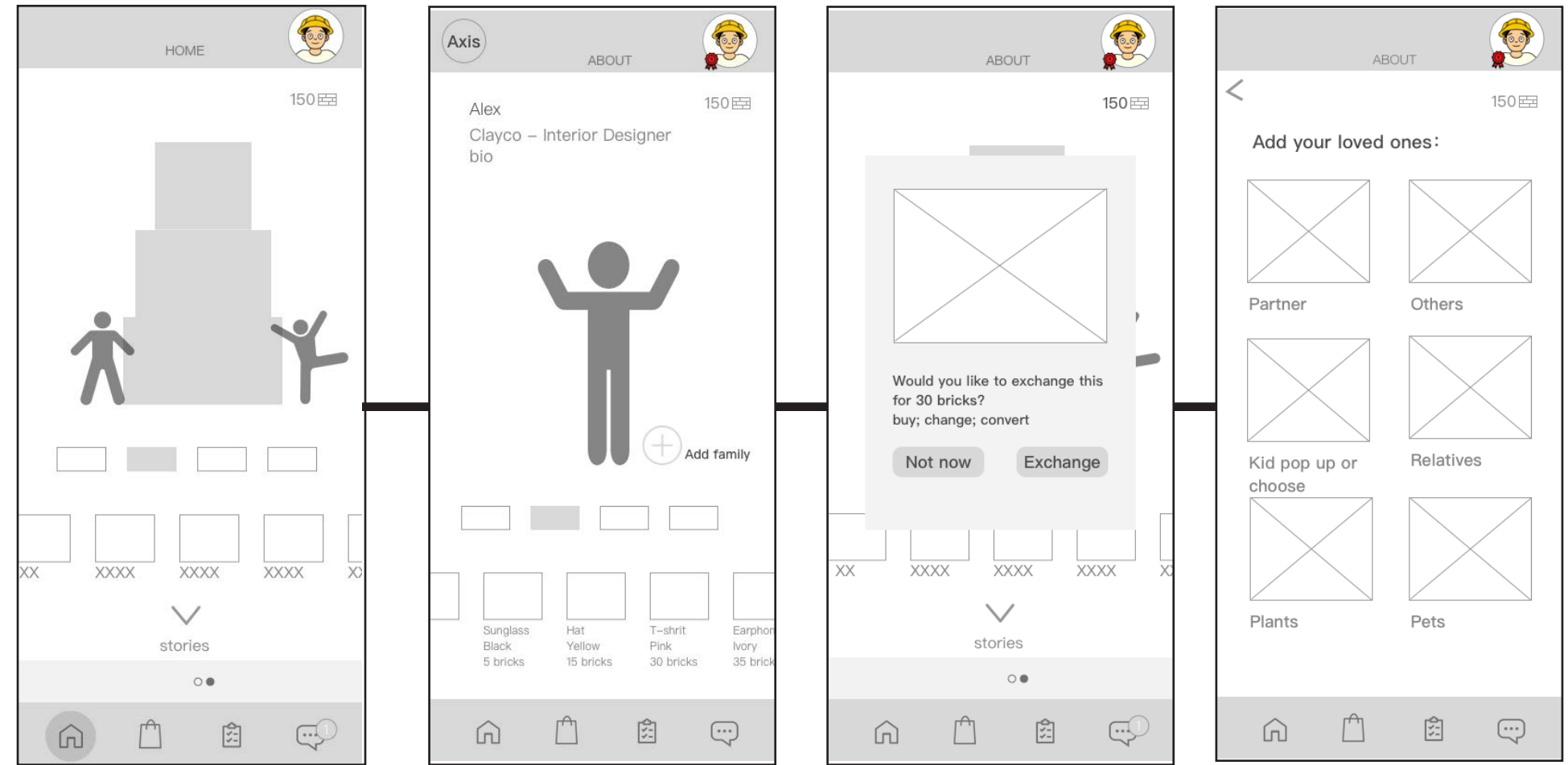
1. Preboarding
2. Homepage
3. Chat Part
4. Shop Part
5. Clay You
6. Reminders



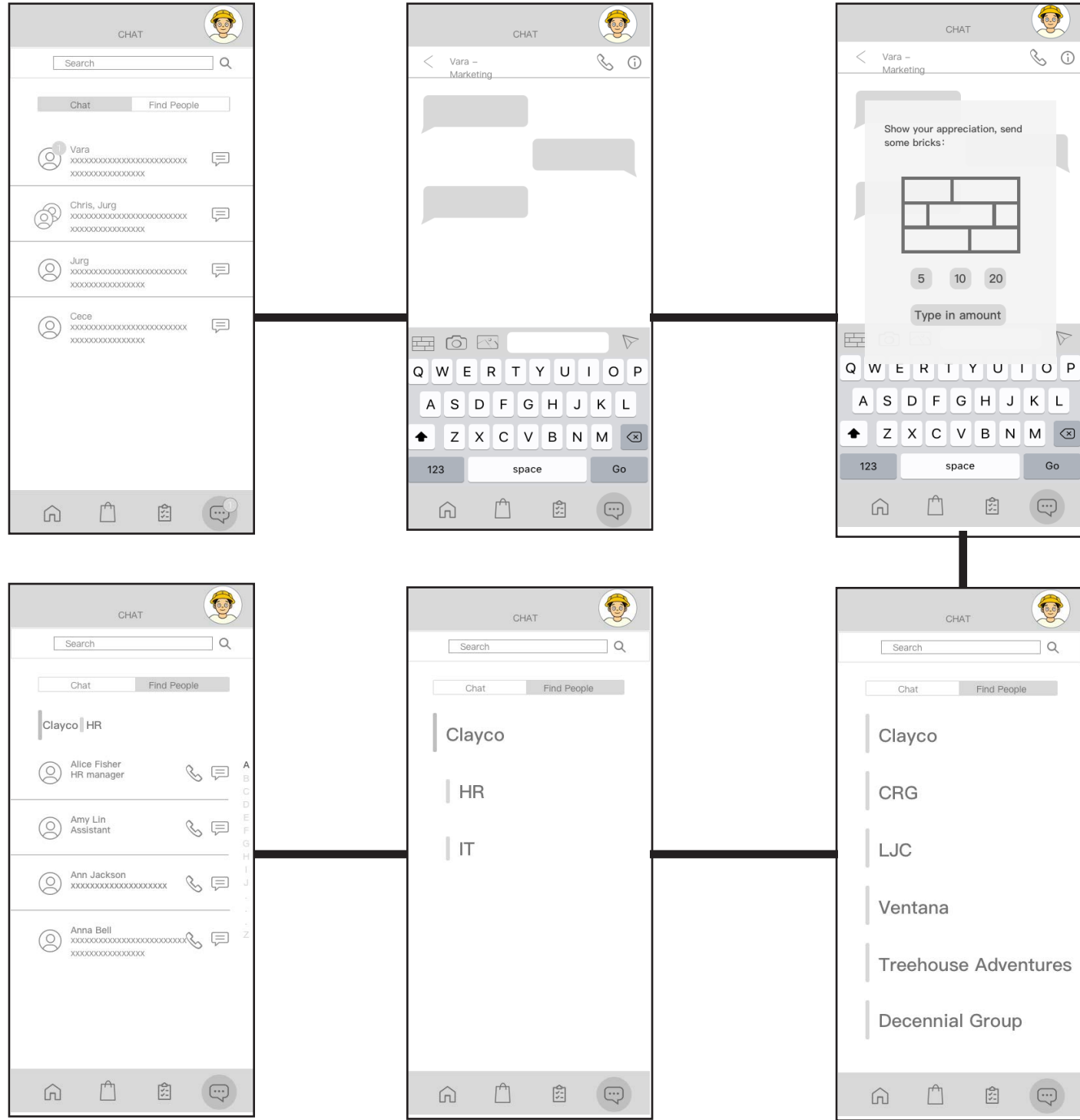
# PREBOARDING



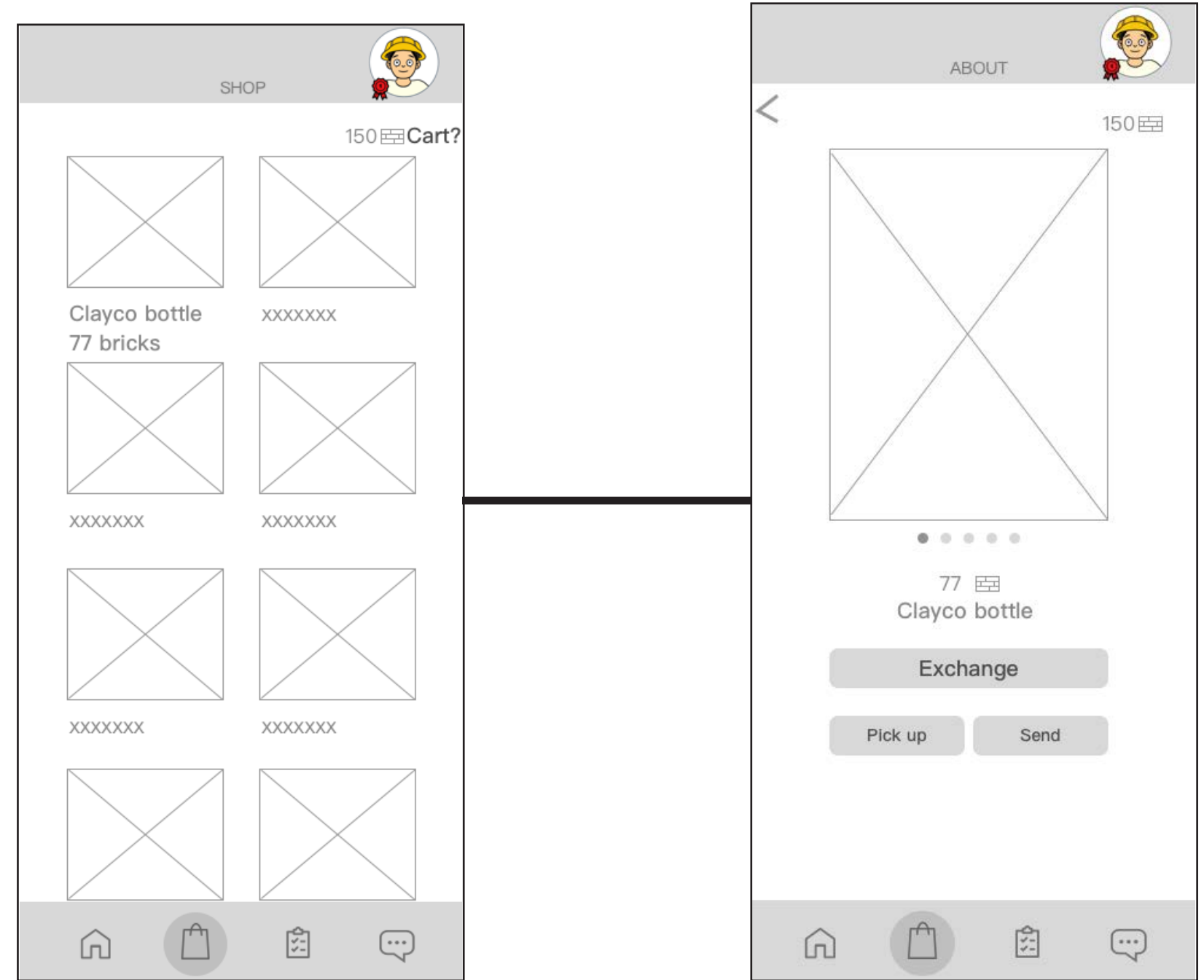
# HOMEPAGE



# CLAYCO CHAT



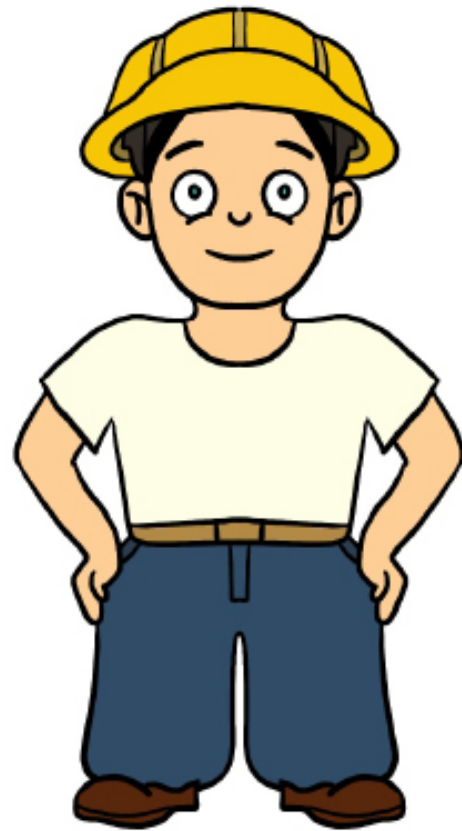
# CLAYCO SHOP



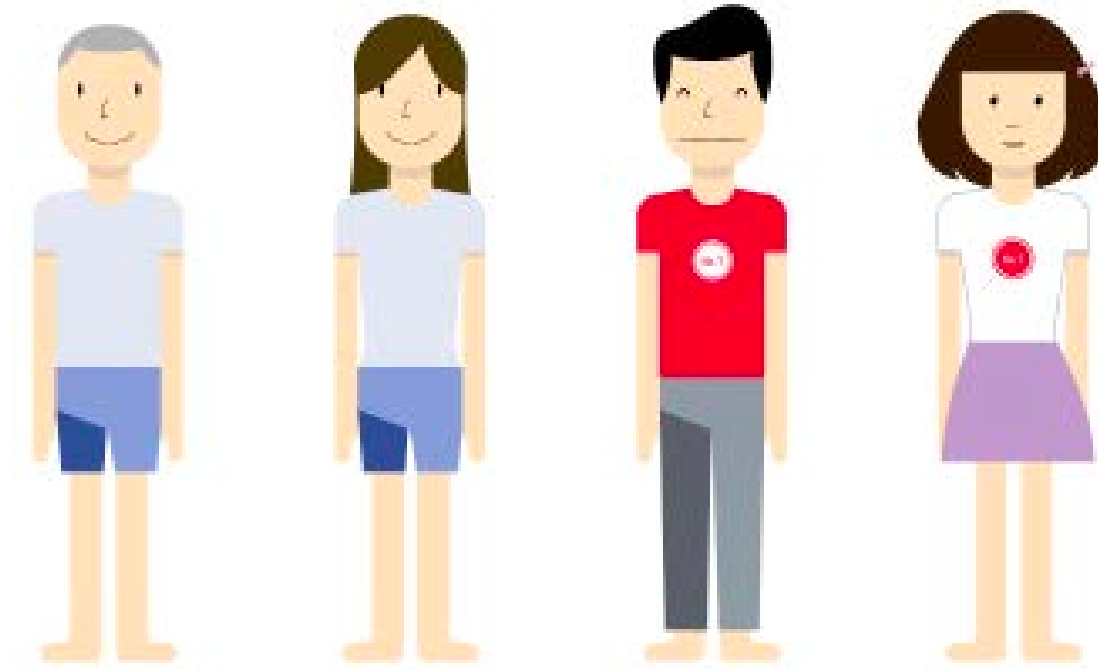
# CLAYCO YOU

A digital avatar platform that connects all employees of Clayco together. The avatar was developed as a fun and exciting way for employees to showcase their personalities to the rest of Clayco. Employees can customize their avatars with accessories related to the construction field.

## VERSION 1:



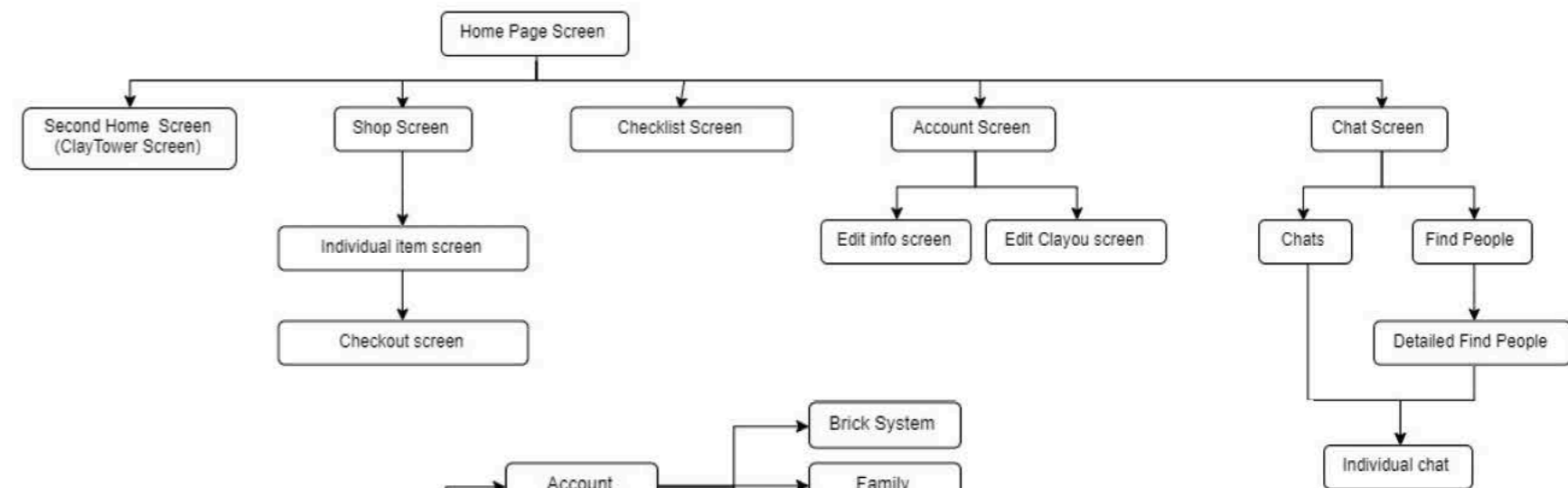
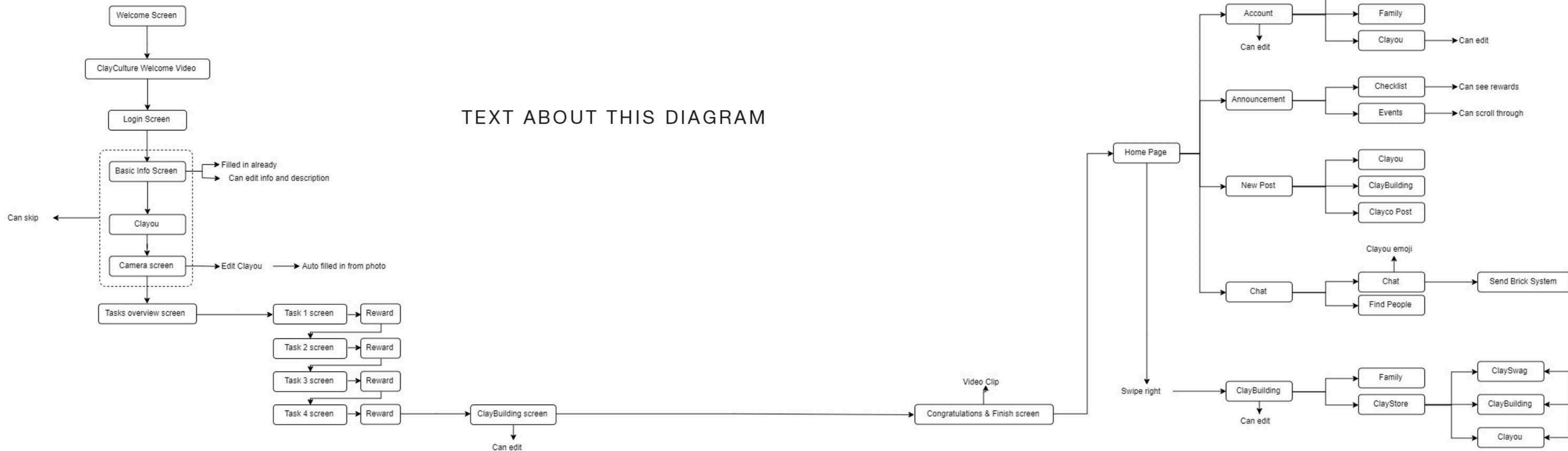
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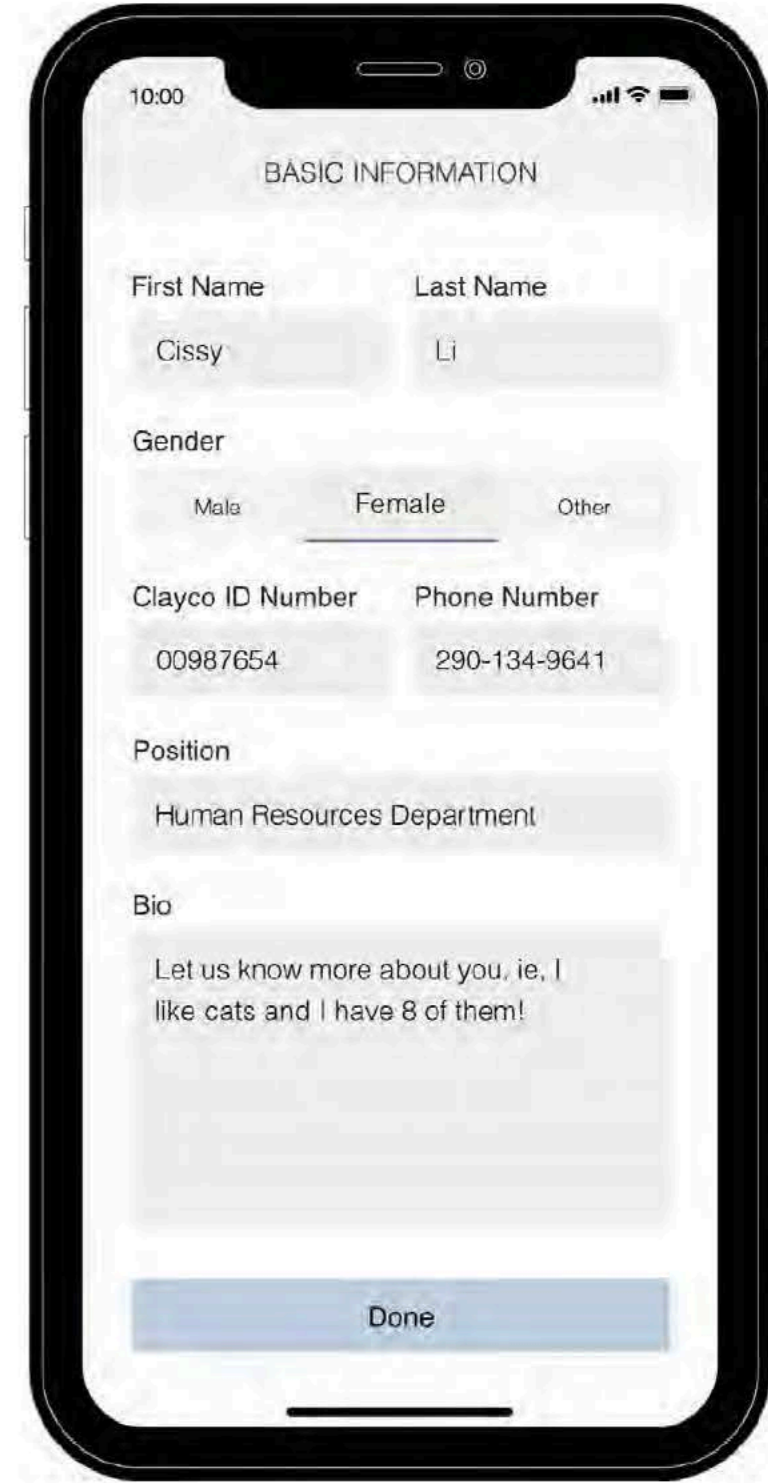
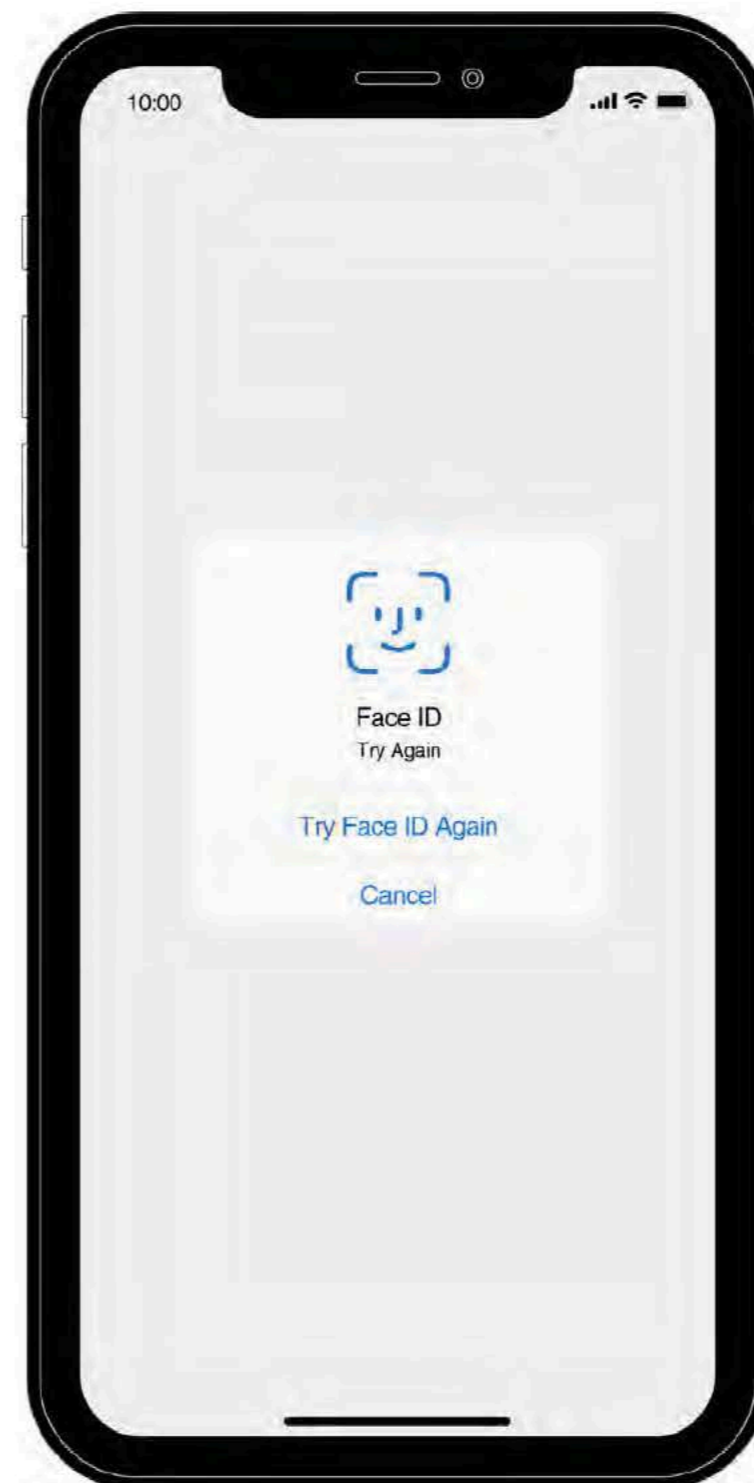
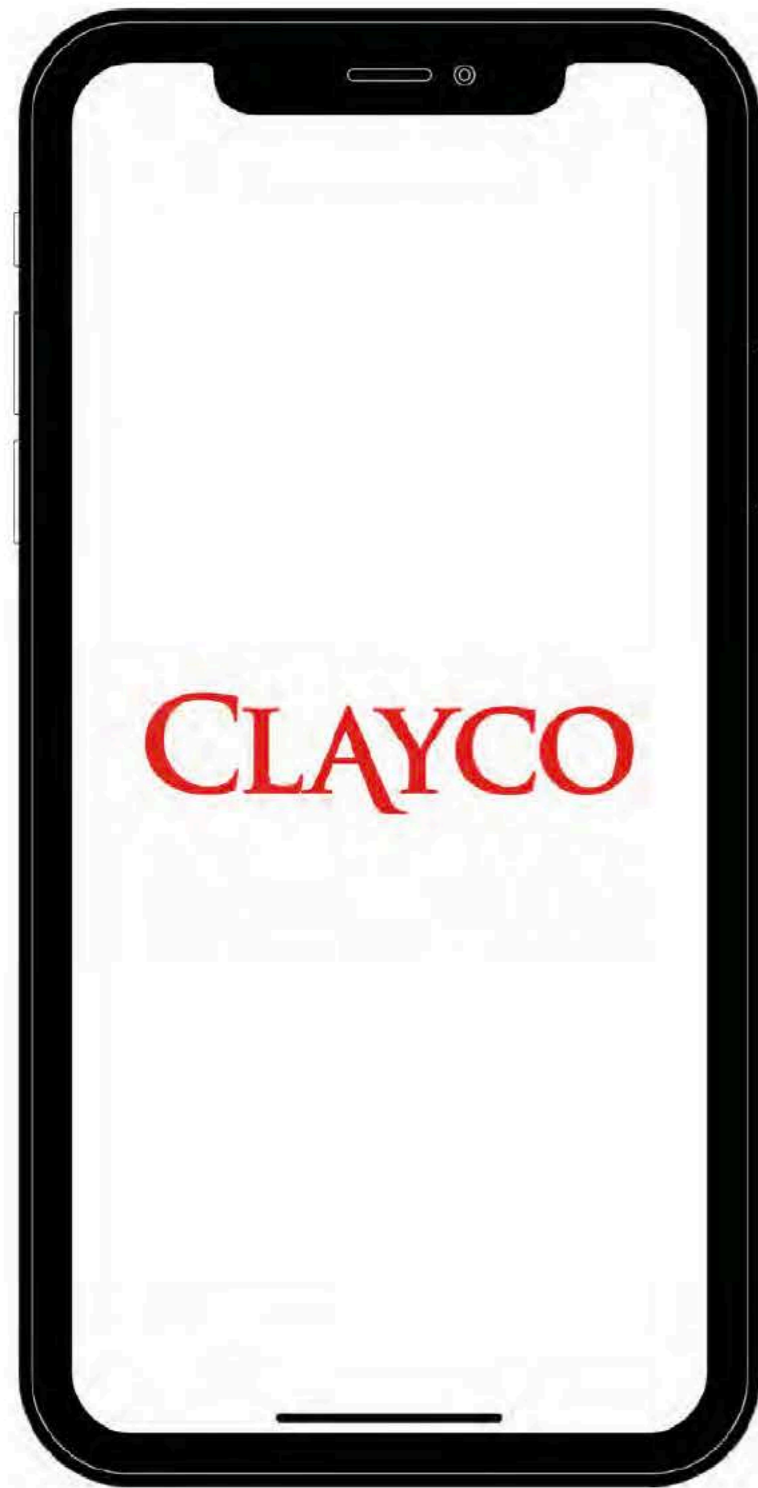


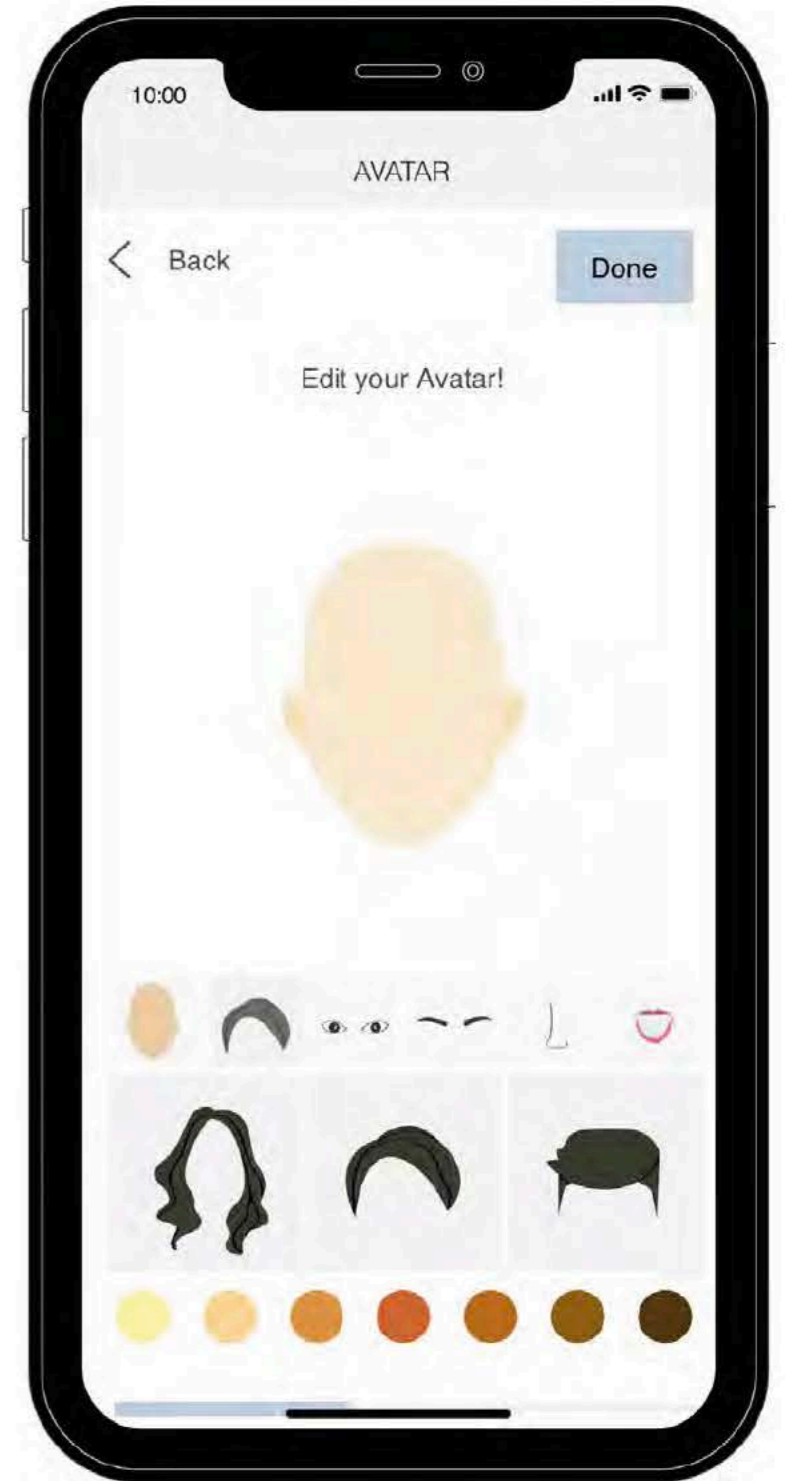
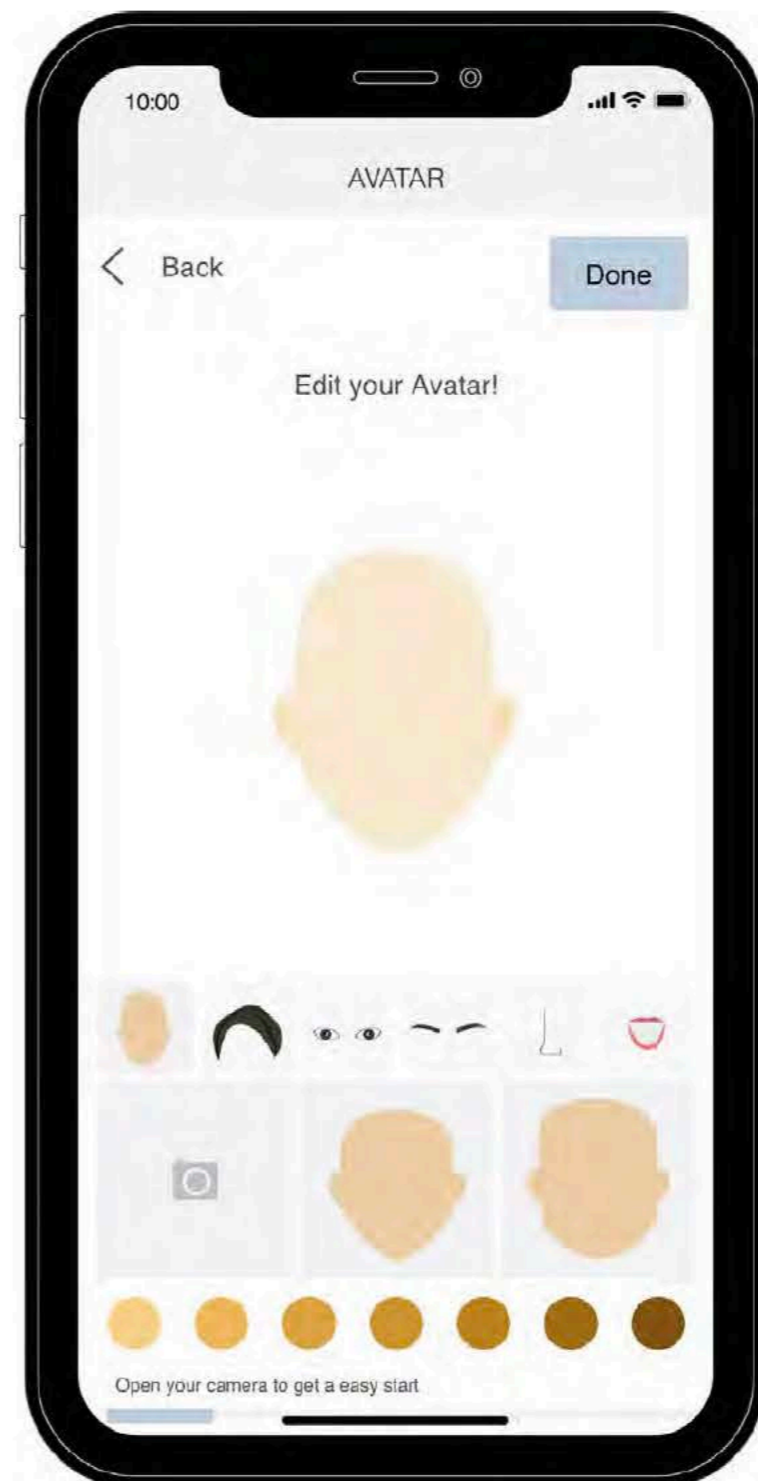
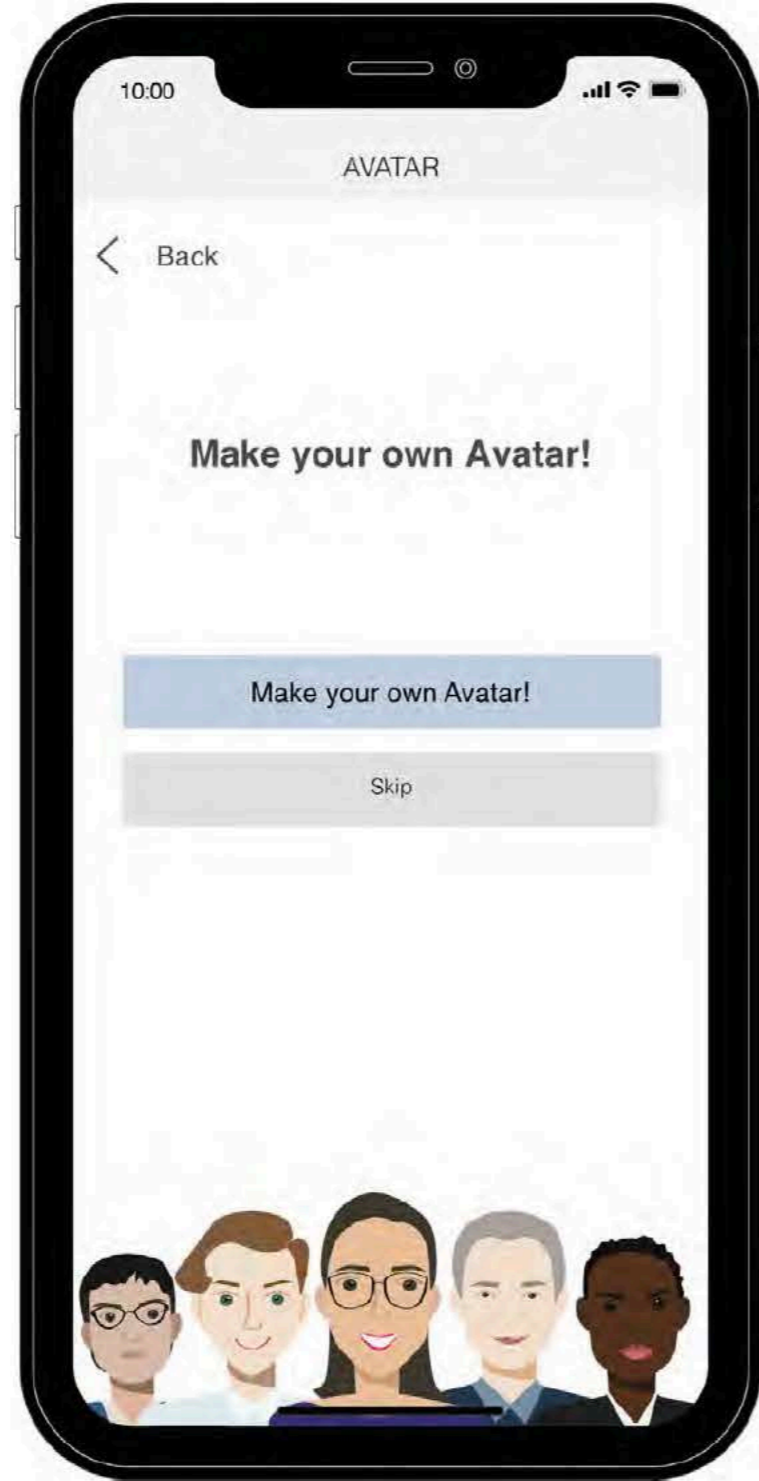
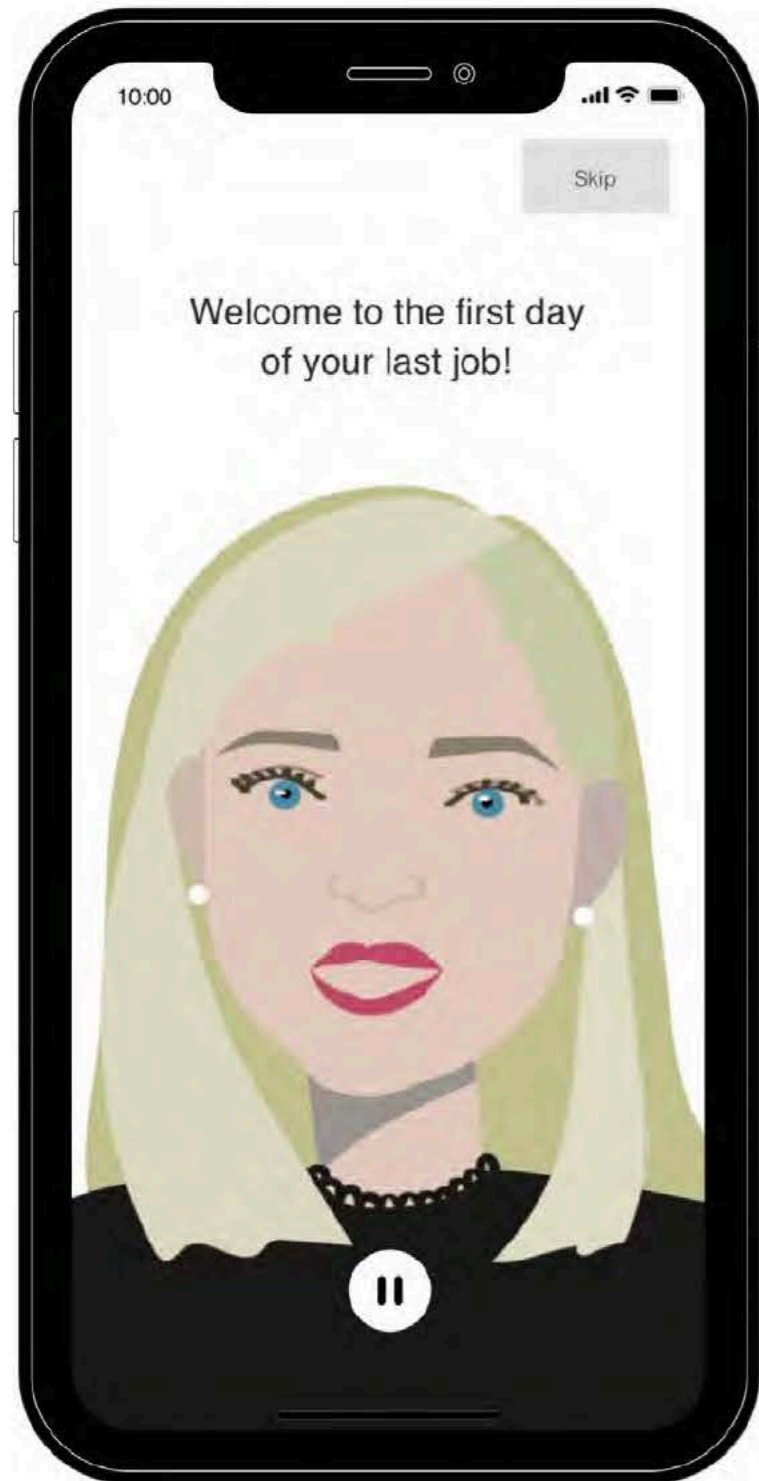


# FINAL PROTOTYPE

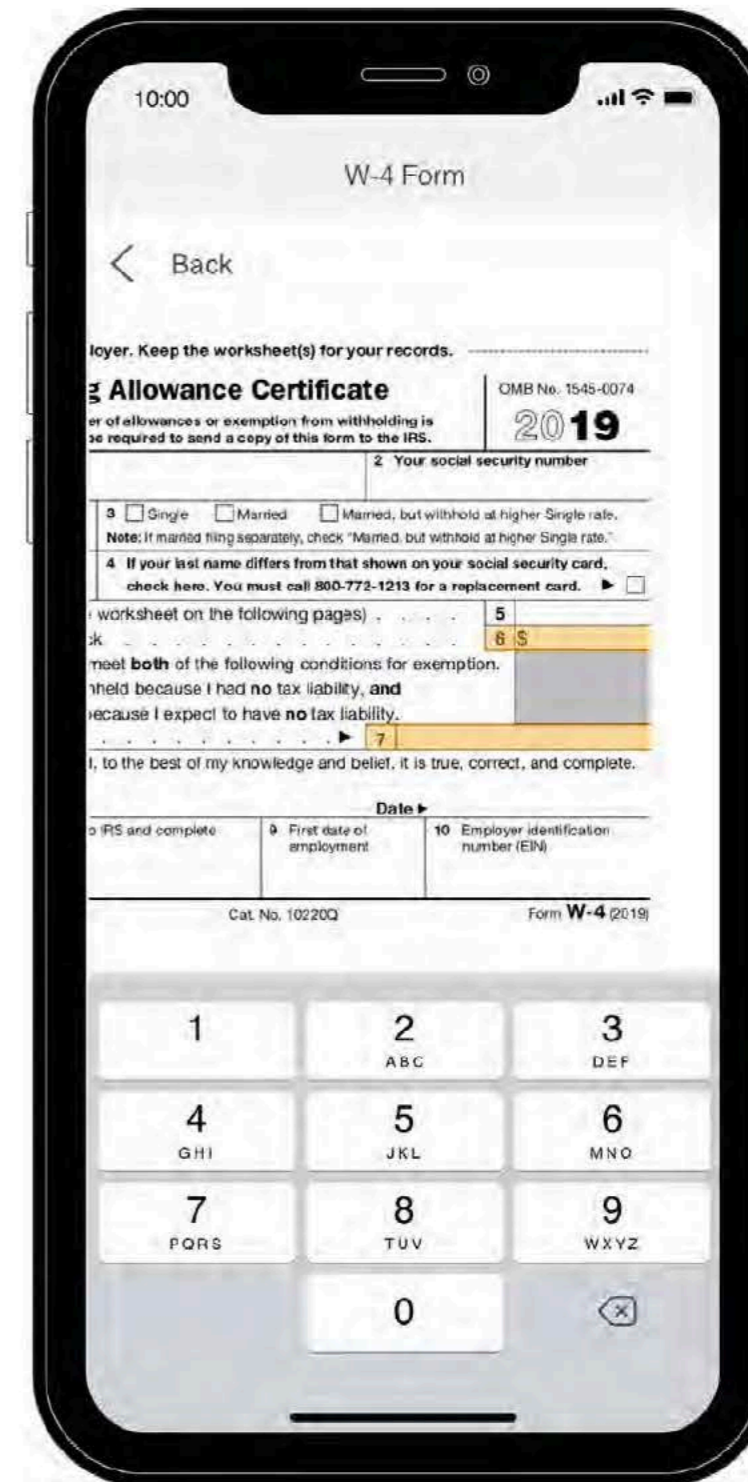
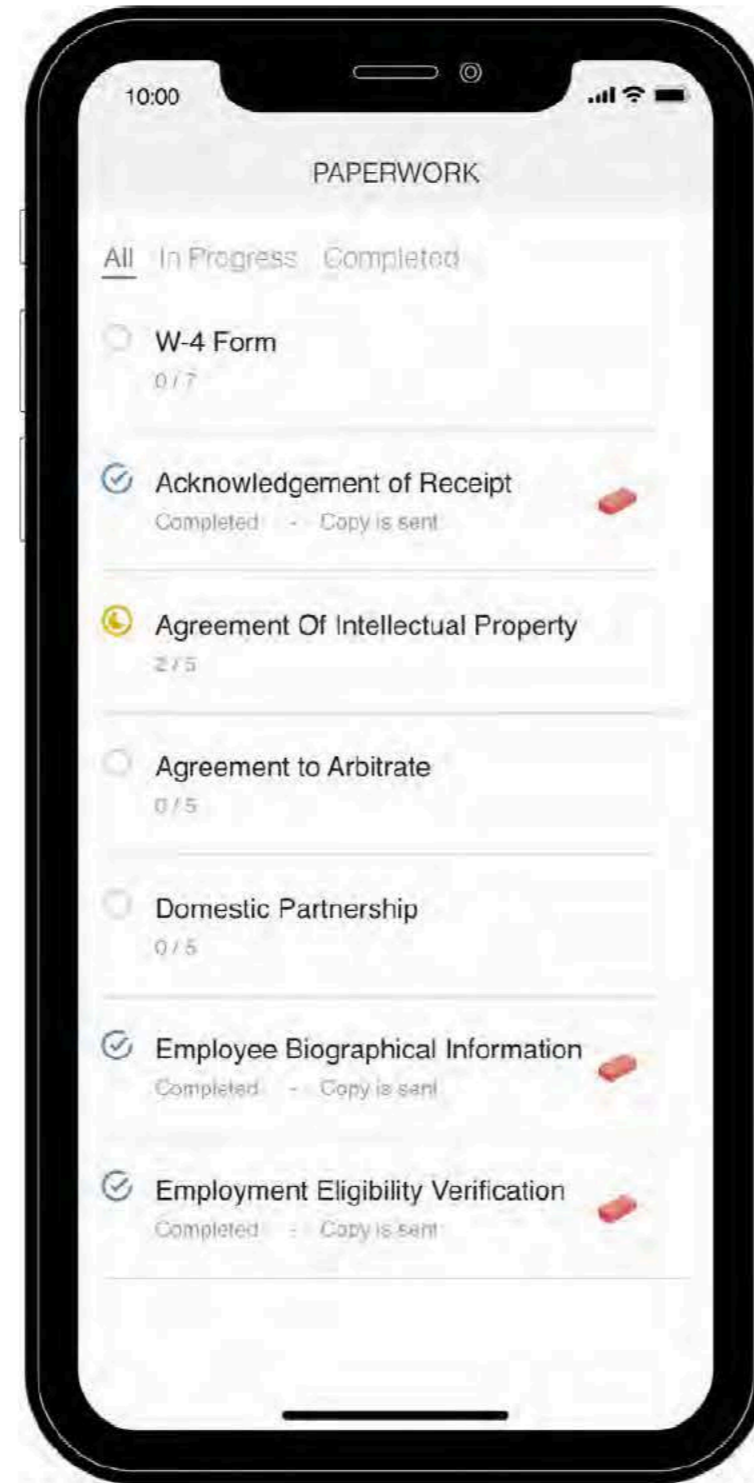
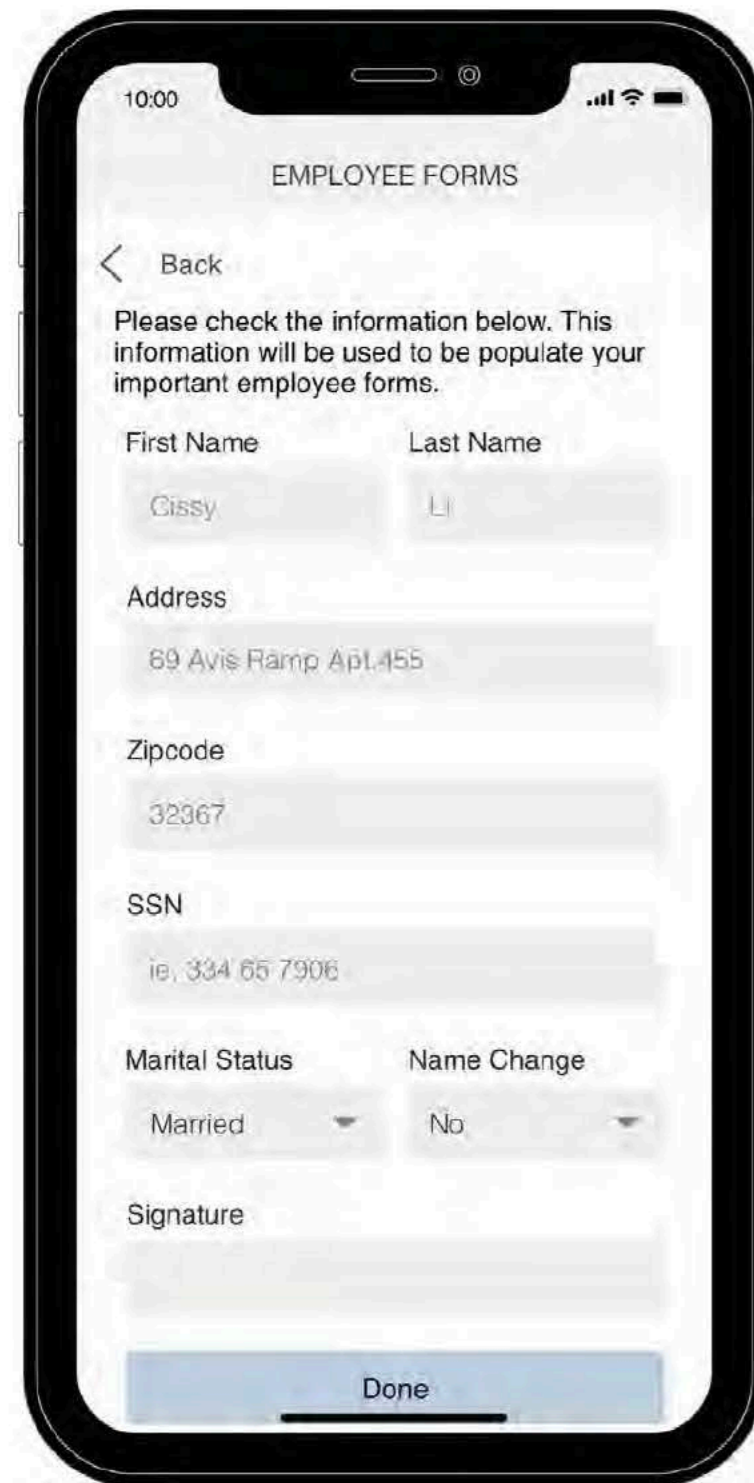
TEXT ABOUT THIS DIAGRAM

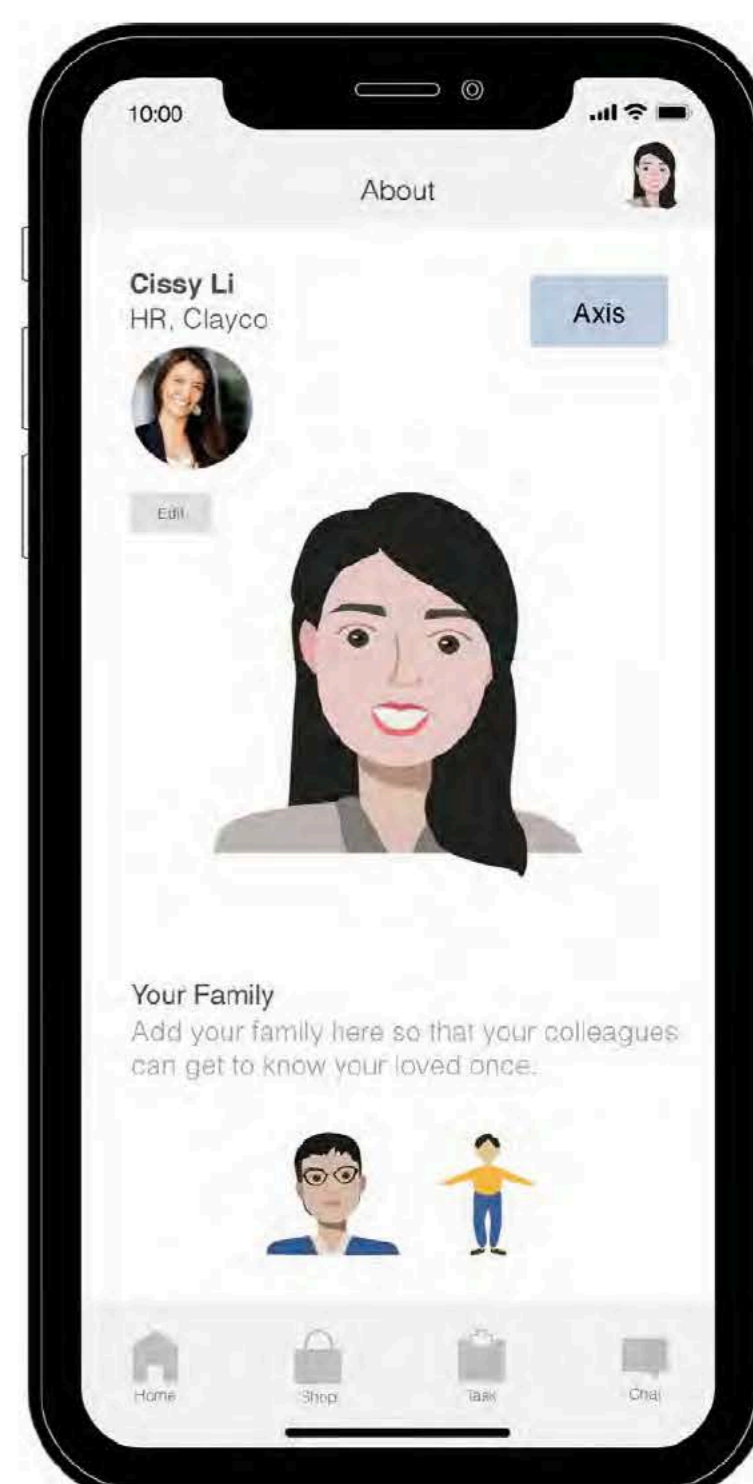
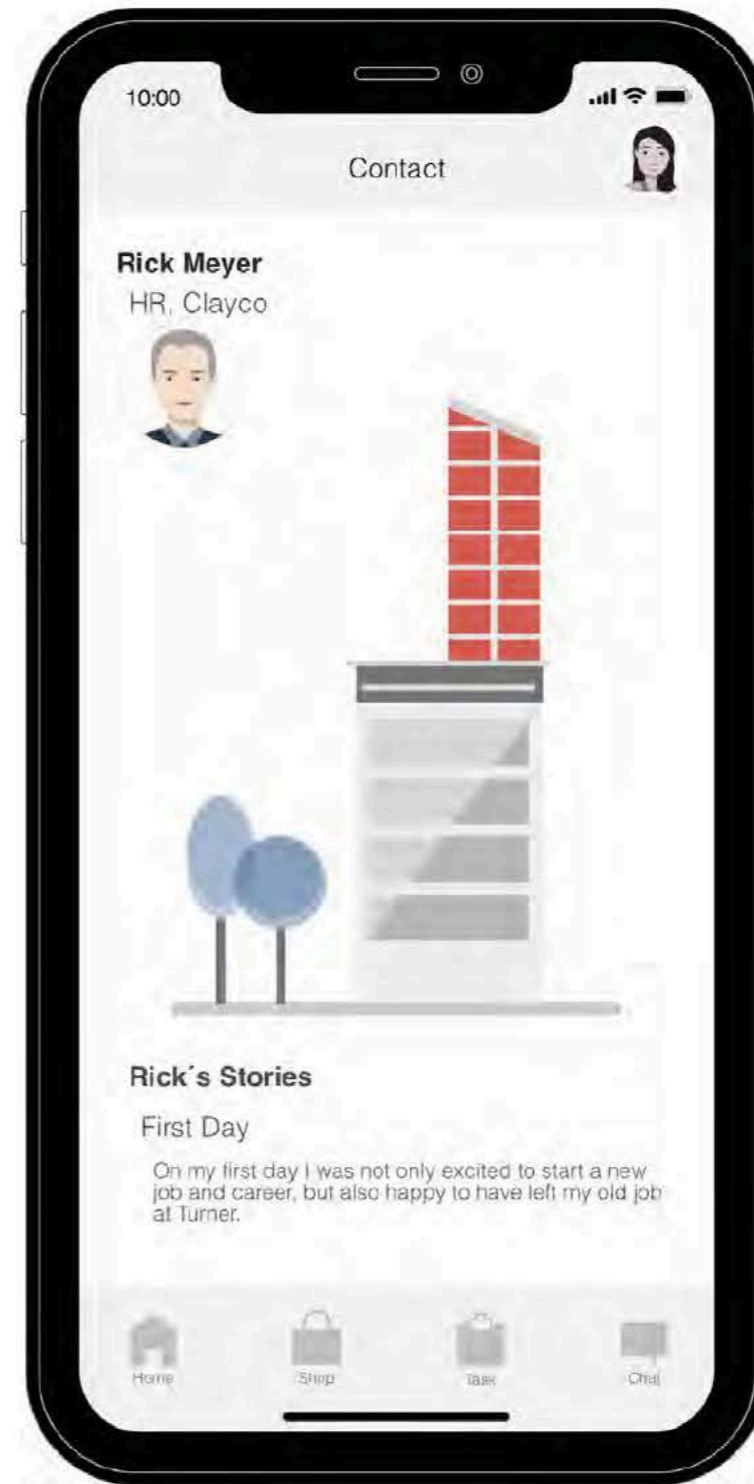
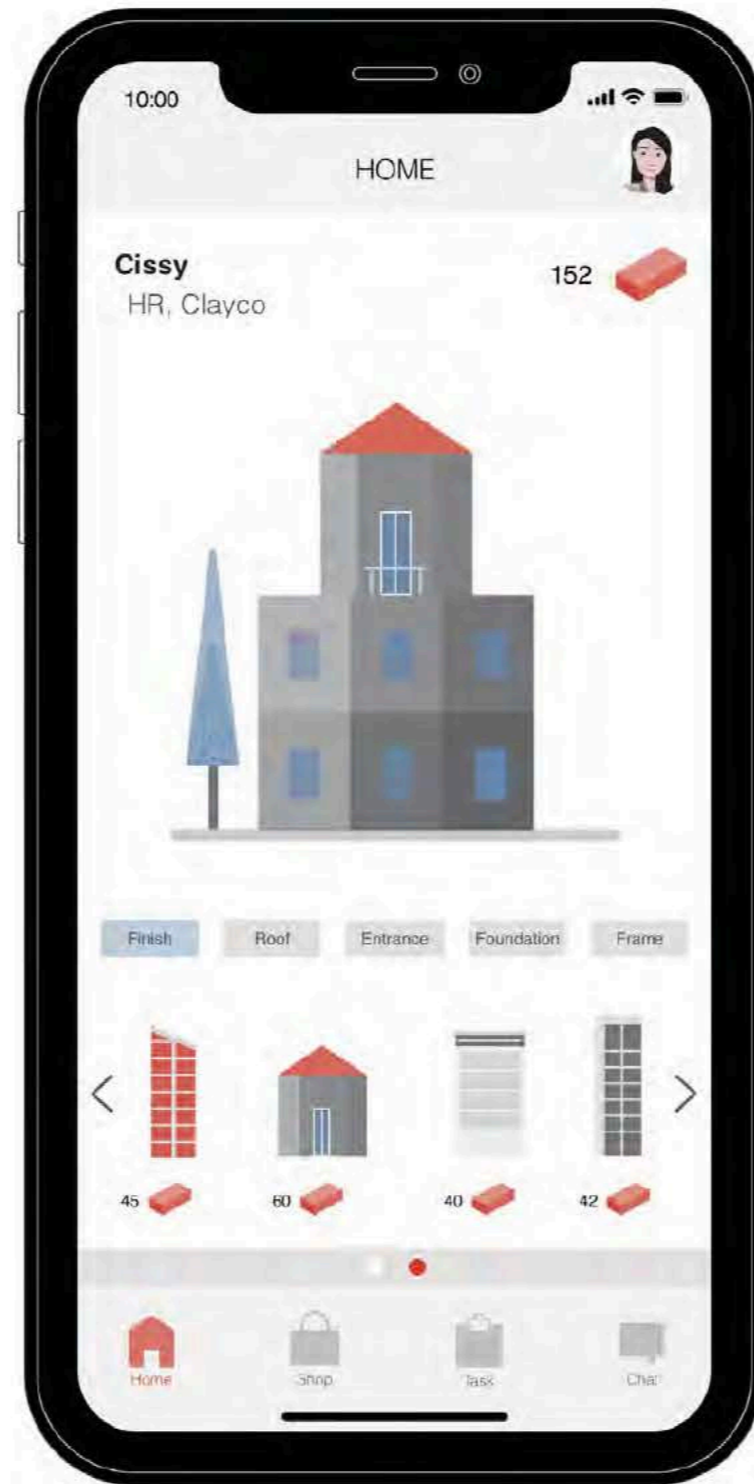
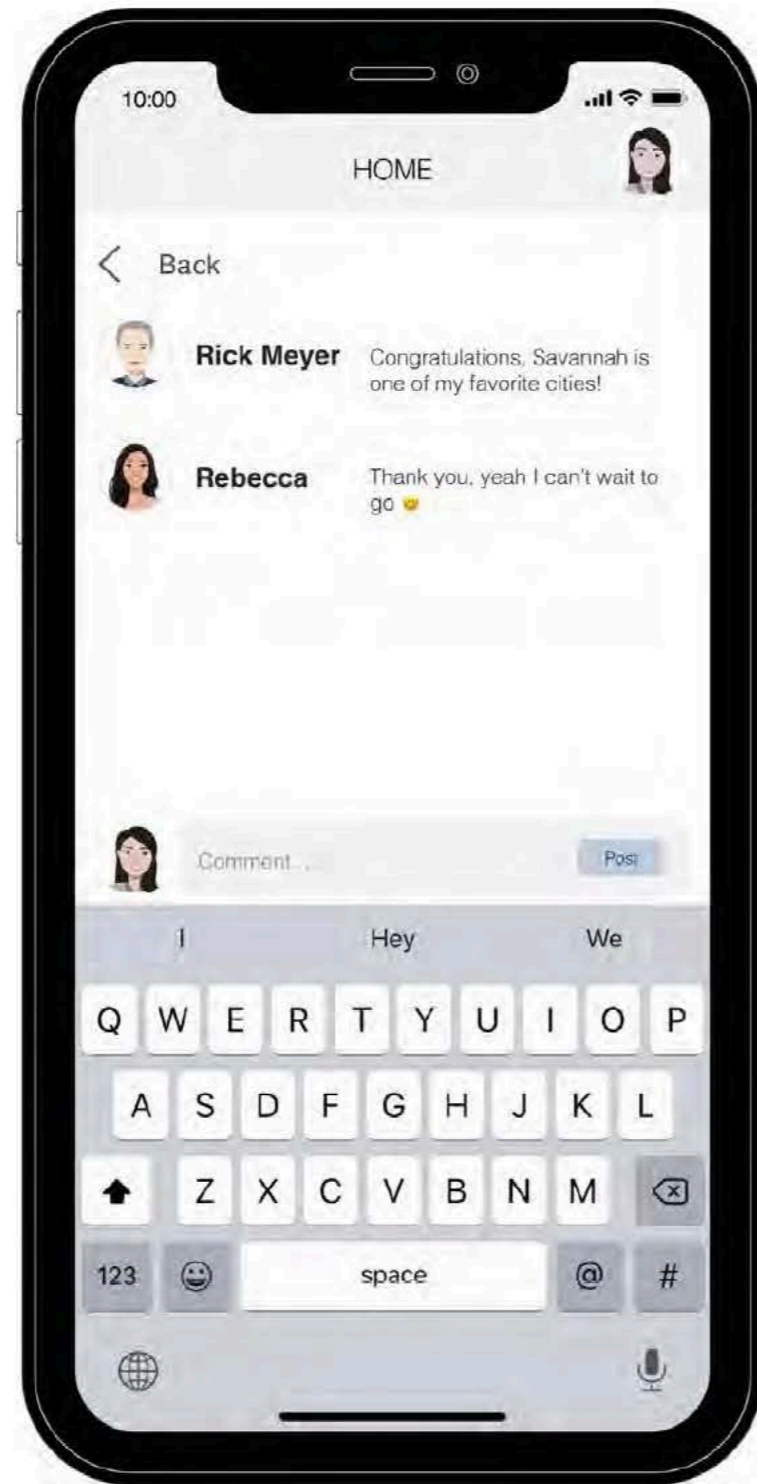
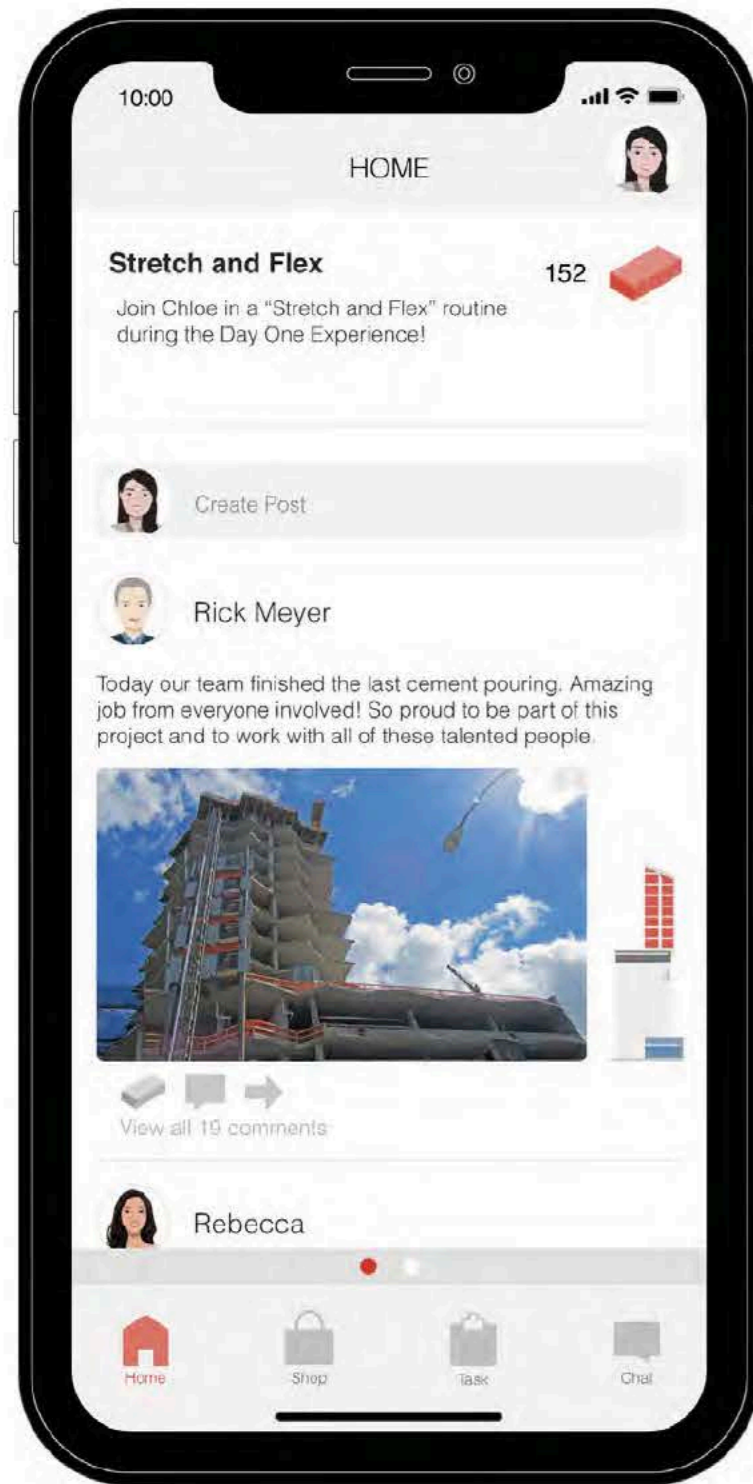




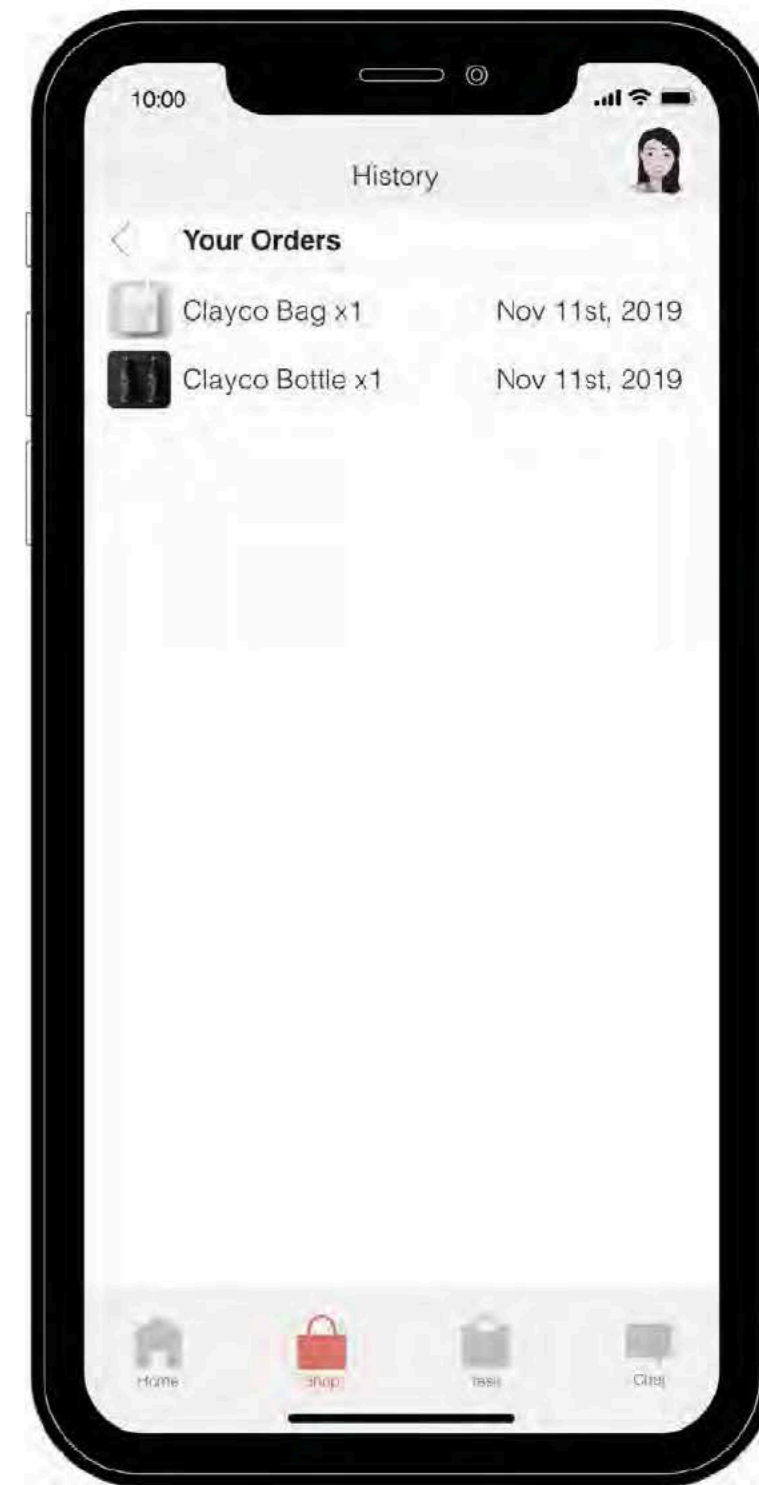
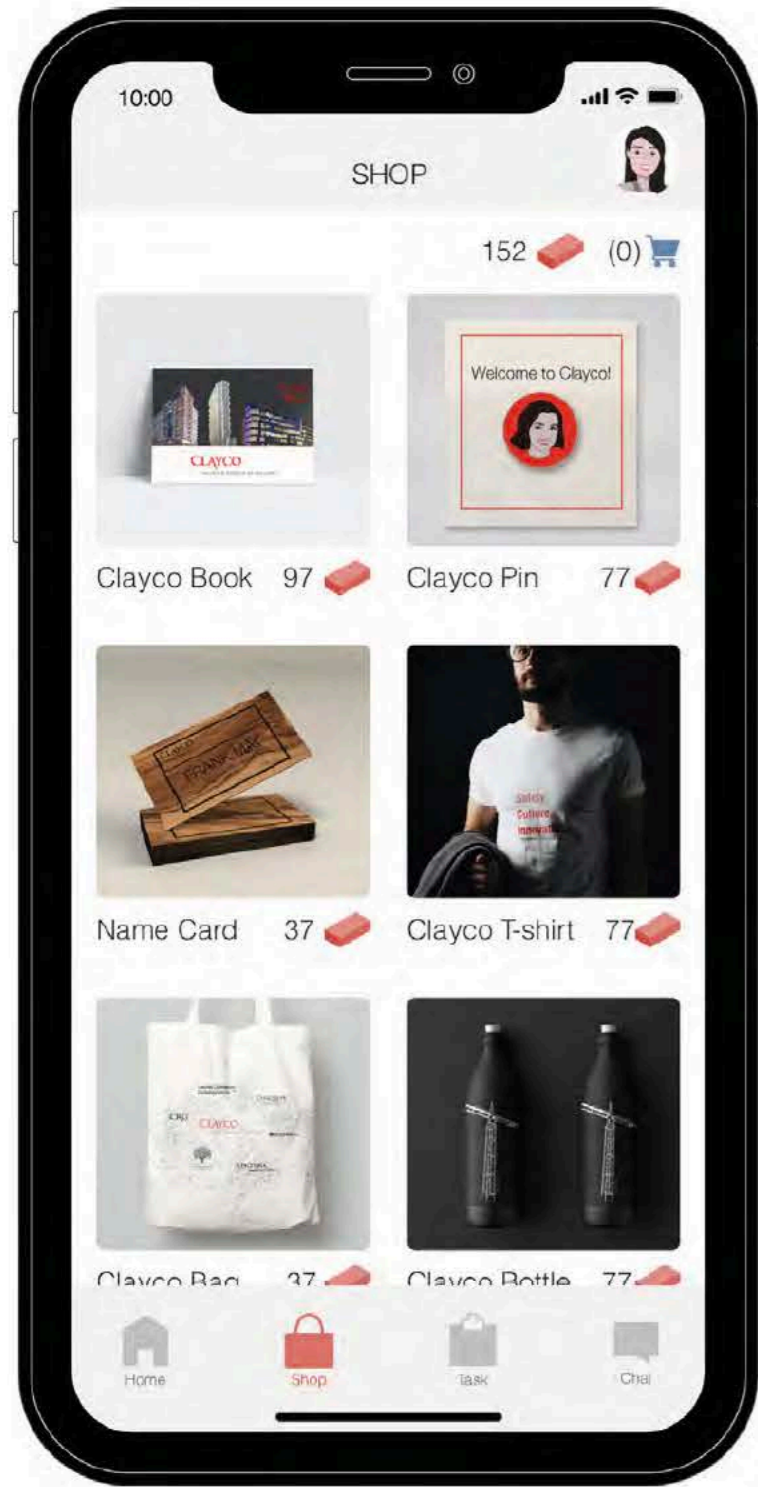




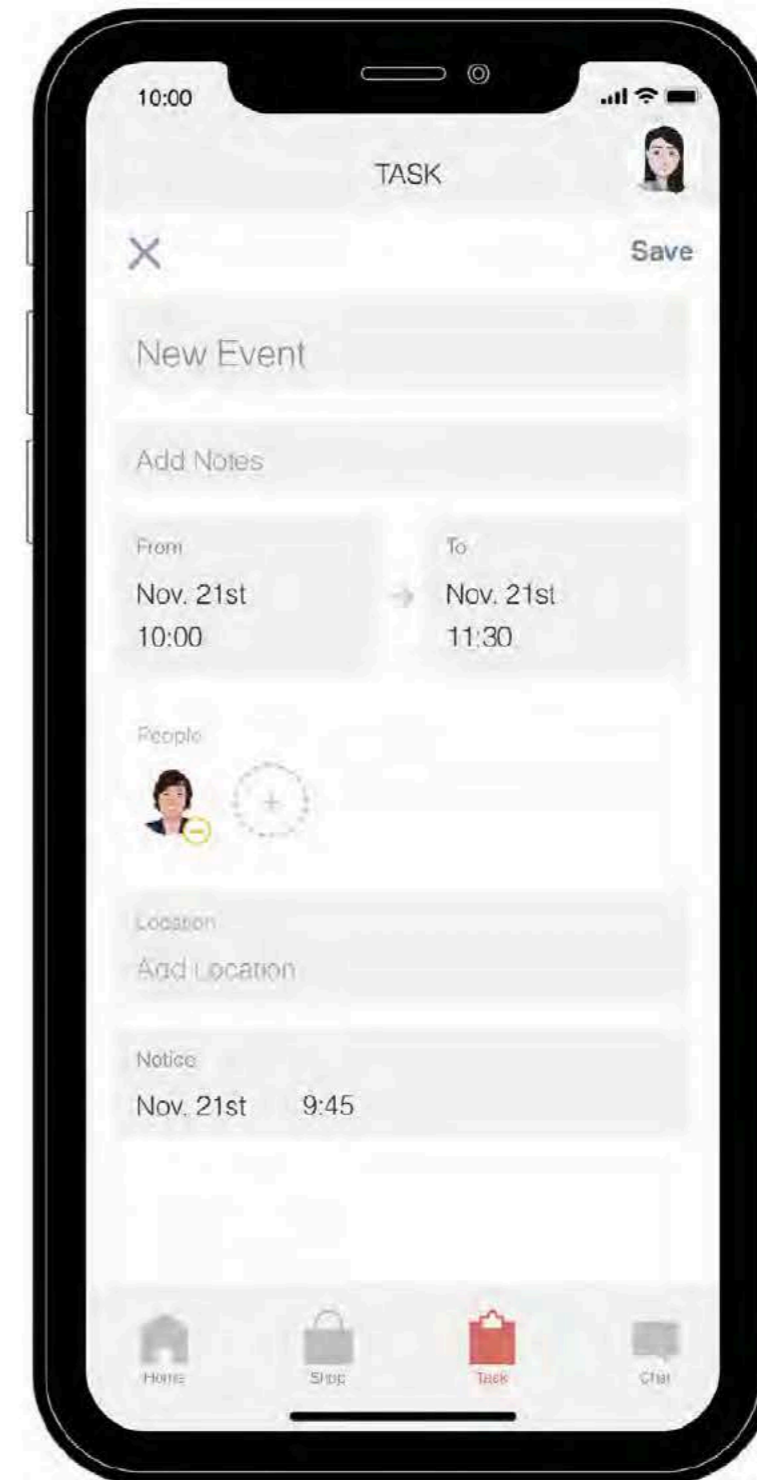
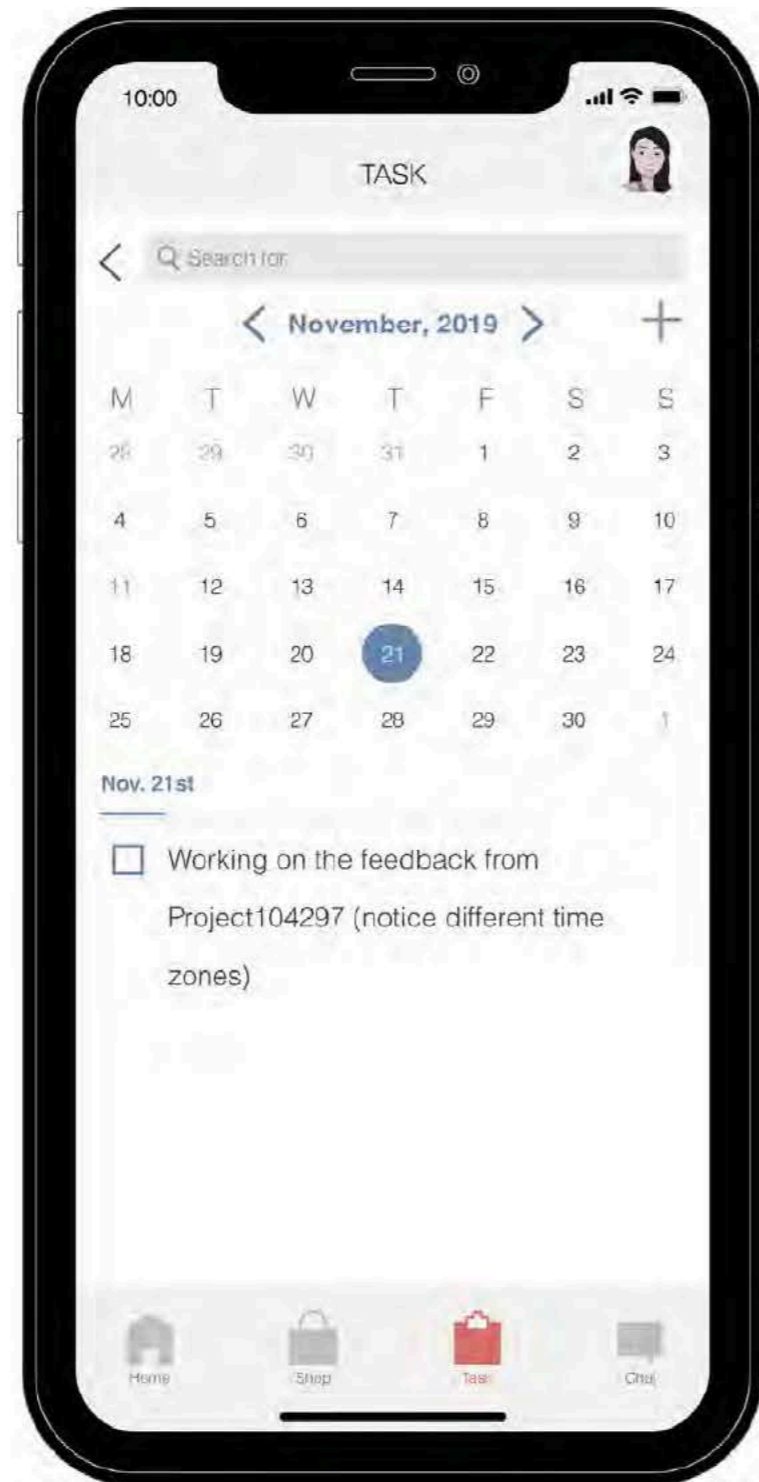
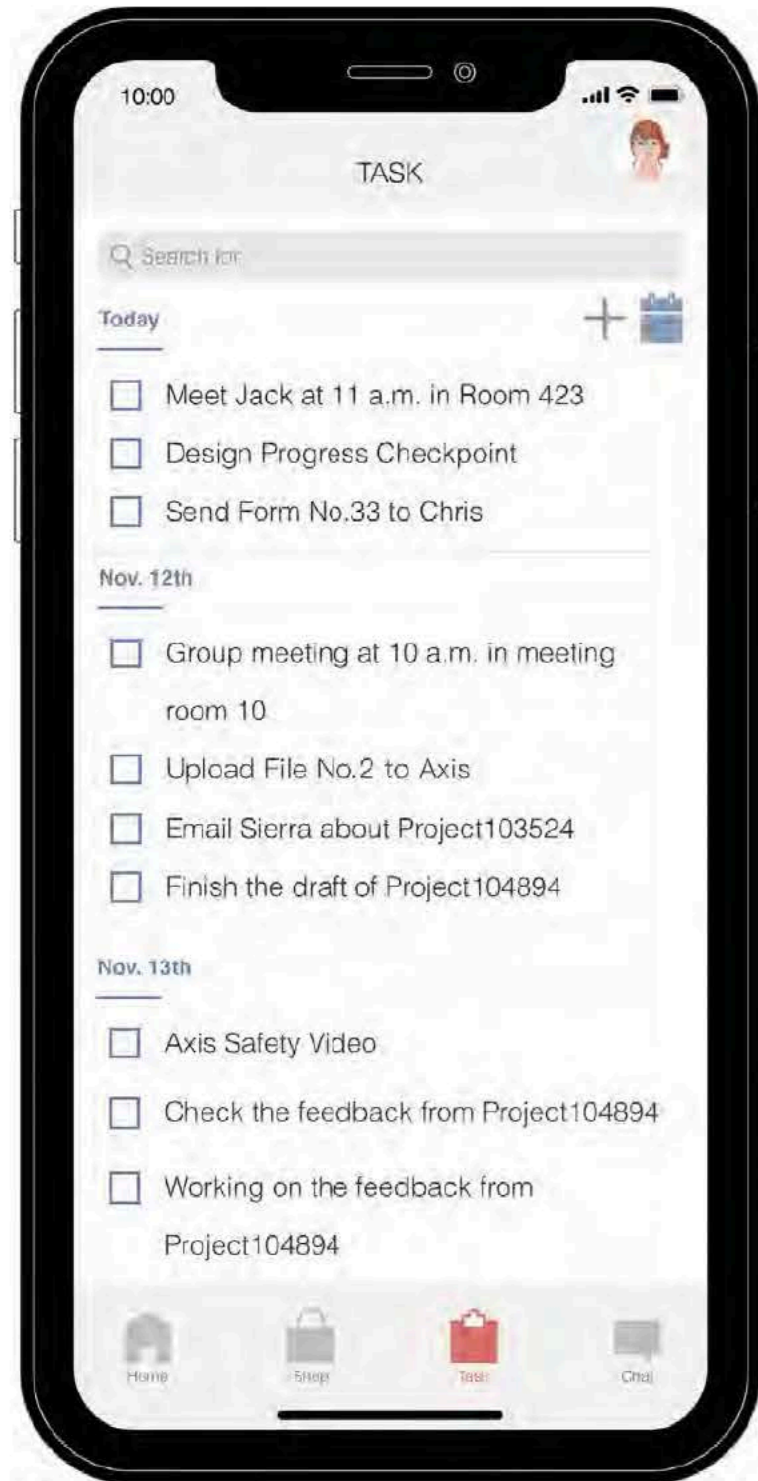


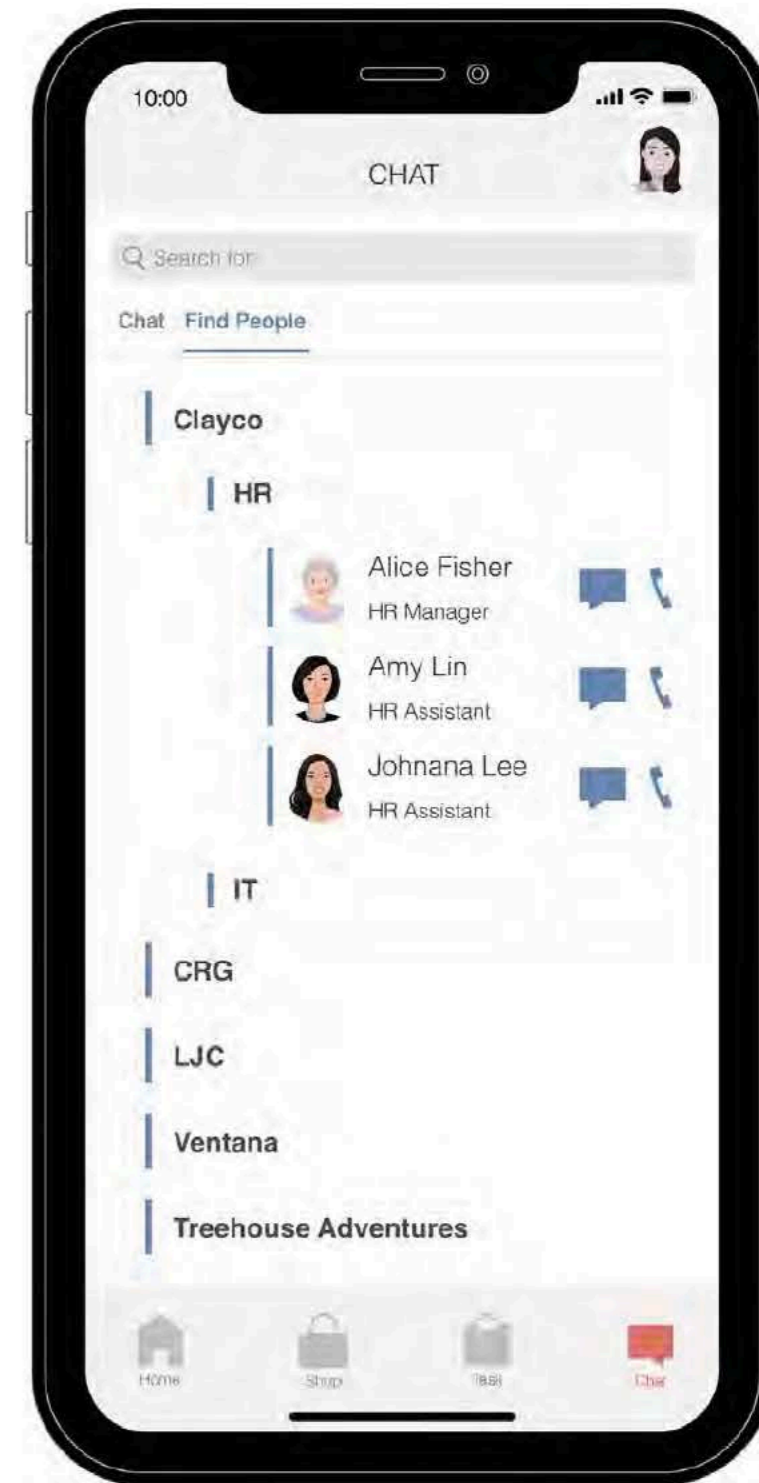
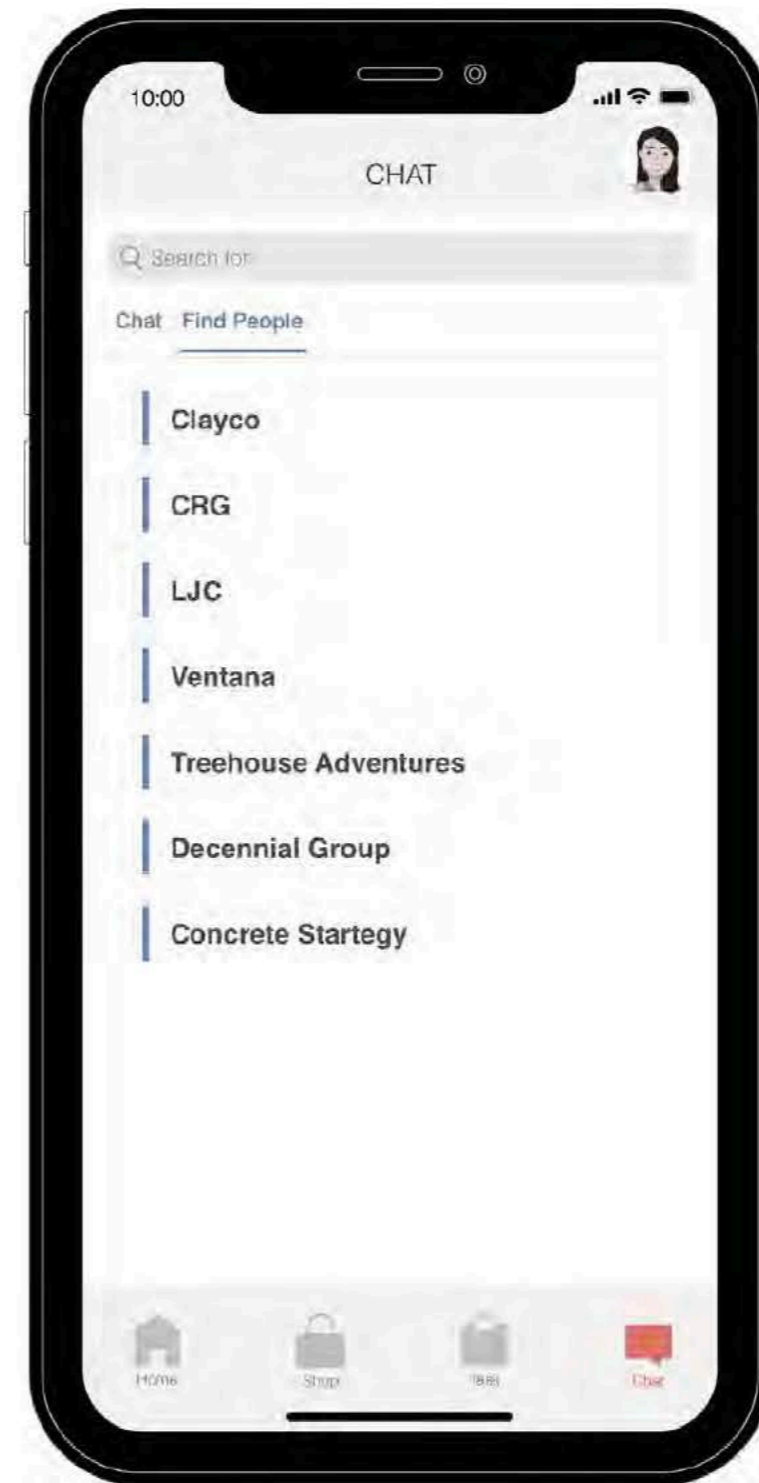
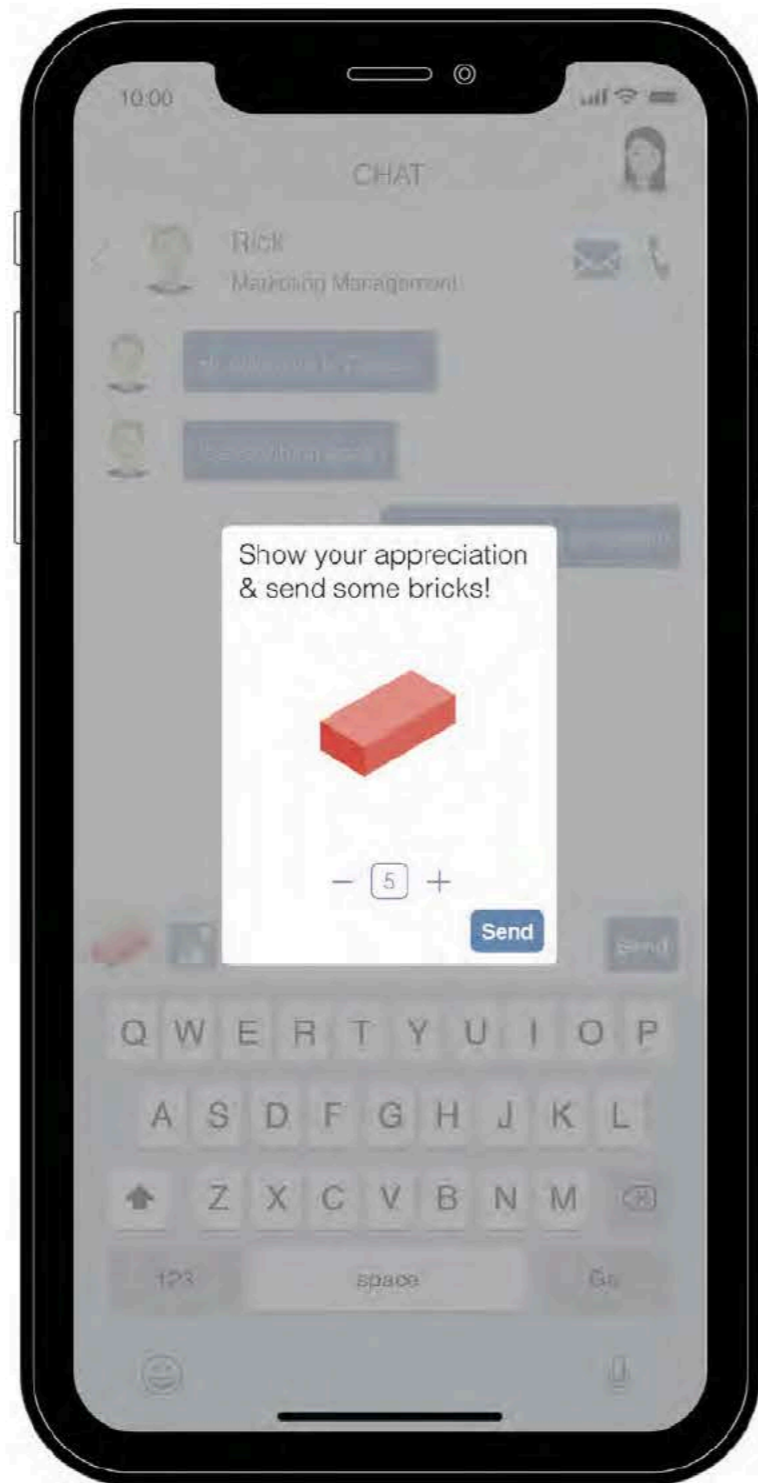
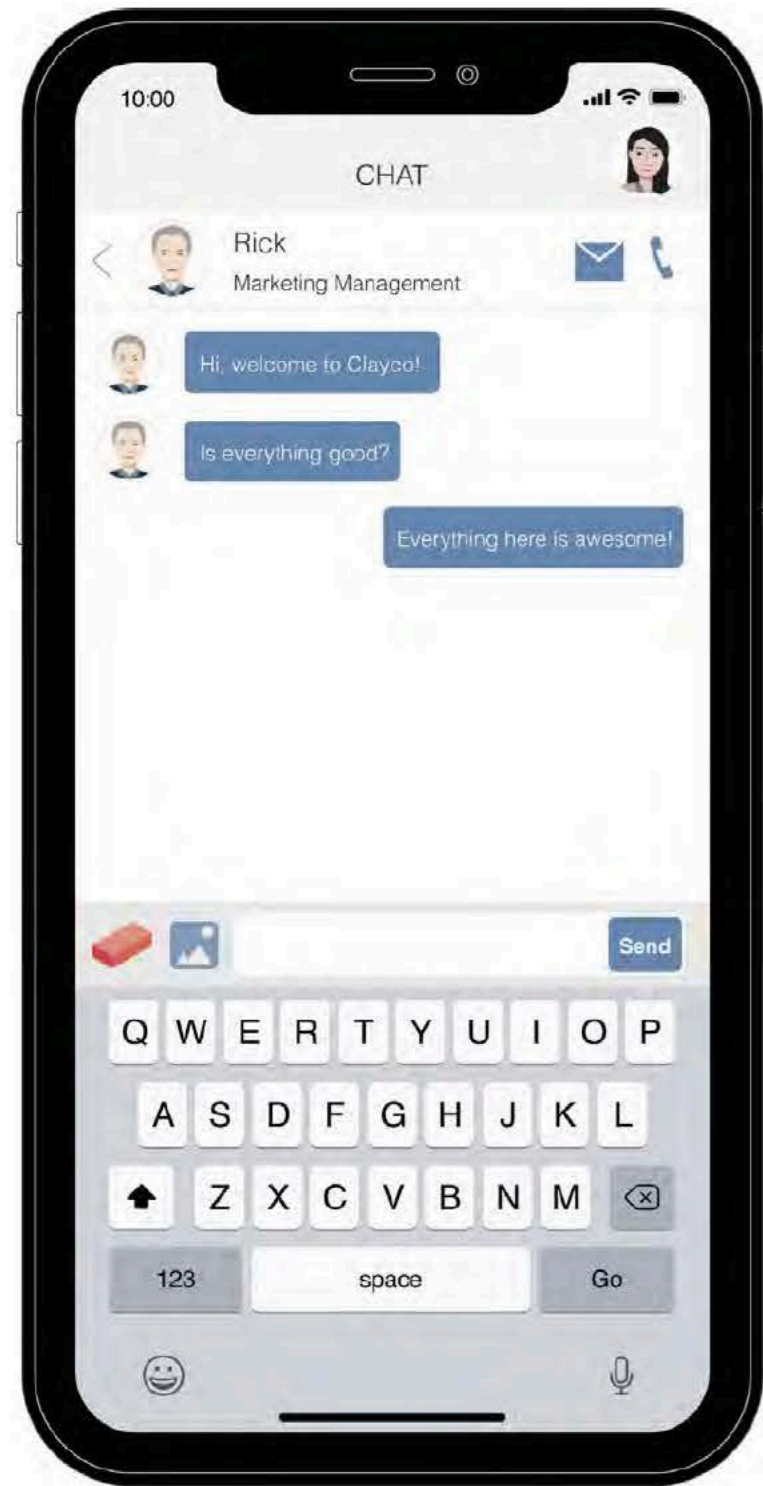












# 6

# REFLECTION



THE TWO LEFT BOOTS

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CHALLENGES AND LEARNINGS

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ACKNOWLEDGEMENTS

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REFERENCES

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## THE NARRATIVE OF **THE TWO LEFT BOOTS**

During the process, the team began to understand the value of narrative in the formation of culture. In an almost ironic way, one narrative permeated through the project. At the beginning of the project, one of the requirements for the St. Louis trip was that each team member needed closed-toed work boots. When the work boots were acquired, one pair of work boots contained two left-foot work boots. Instead of tossing them away, the boots became an icon for the ideation room, and the team's mascot. It became a collective narrative that brought laughter and community to the team. By having a shared narrative, the SCADpro family became closer through laughter and connection. In a way, the narrative of the two left boots is a facet of the team's own developed culture.





# CHALLENGES AND LEARNINGS

Delving into the corporate world to understand the way Clayco works and their mission and vision for the future. Immersing ourselves into the Clayco culture was an unforgettable experience. We felt part of the family and lived by Clayco values throughout the course of the project. We believe we will carry on the values further into our careers and projects

“Treat others as we want to be treated”

While we were working remotely from Clayco, we managed to connect well with the team and even get access to the construction site in Savannah so we can involve as many aspects of Clayco in our research. That's Clayco!

Working with a diverse team of people from different cultures and disciplines can be challenging as well as rewarding. We worked together seamlessly and efficiently to collaborate and ensure timely and quality deliverables.





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