

Empowering Voices: Designing An Employee Feedback System at Like Media

Jackson A Russo

Boise State University

Author Note

Interdisciplinary Professional Studies BA

[jacksonrusso@u.boisestate.edu](mailto:jacksonrusso@u.boisestate.edu)

### Abstract

This paper outlines the design and implementation of an innovative employee feedback system at Like Media. The project integrates principles from organizational psychology, web development, and user experience design to create a user-friendly, anonymous feedback platform. Key findings indicate the system's success in promoting transparency, enhancing internal communication, and fostering a positive work culture. This paper explores the methodology, development process, results, and potential future implications of the project.

*Keywords:* employee feedback, organizational transparency, user experience design, emotional intelligence, creative thinking

## **Section 1: Introduction to your Capstone Project**

My journey to create an anonymous feedback system at Like Media was sparked by a pressing concern: the company's high turnover rates. Observing this trend, I was inspired to delve deeper into the underlying causes. It became apparent that a significant factor was a lack of transparent, open communication channels where employees could express their concerns and suggestions freely. This realization led me to the idea of an anonymous feedback platform, a tool that could potentially bridge the communication gap and give employees a voice without fear of reprisal.

The project's inception began with a comprehensive analysis of the existing communication flows within Like Media. I sought to understand not only the functional requirements of such a platform but also the emotional landscape of my colleagues who would be interacting with it. This dual focus on functionality and emotional intelligence was crucial to ensure the platform's effectiveness and acceptance among the workforce.

In the development phase, I drew upon principles from organizational psychology, web development, and user experience design. The aim was to create a user-friendly interface that encouraged honest, constructive feedback. By incorporating open-ended questions and allowing space for unsolicited comments, the platform was tailored to elicit comprehensive responses. Engaging with stakeholders was a critical component of this phase. I conducted conversations with the owner of Like Media to align the project with the company's needs and objectives. Additionally, insights from current market perspectives, gathered from sources such as Forbes and various Ted Talks on employee engagement, informed the project's direction. The implementation stage involved the careful integration of the feedback platform into the company's existing systems. Emphasis was placed on ensuring ease of access for all employees, coupled with strong assurances of anonymity and data security. This stage was followed by a period of monitoring and evaluation, where I tracked engagement metrics and gathered feedback about the platform's usability and impact. As the project reached its

culmination, the feedback platform had evolved into more than just a tool; it became a testament to the company's commitment to its employees' well-being and a catalyst for positive change within the organization. From the seed of an idea borne out of a desire to reduce turnover rates, the project grew into a comprehensive solution that addressed the deeper needs of transparent communication and employee engagement at Like Media.

## **Section 2: Elements coming together**

The innovative approach of this project was built on a foundation of understanding the unique dynamics at Like Media. Recognizing the issues of high turnover rates and ineffective communication channels, the project was conceptualized to not only gather feedback but also foster a culture of openness and trust. This required a blend of technical innovation with an empathetic understanding of employee needs. Insights from scholarly articles, expert talks, and direct conversations with the company's leadership were instrumental in tailoring the platform to address Like Media's specific needs and challenges, ensuring that the feedback system was innovative and deeply integrated with the company's real-world context.

Emotional intelligence played a crucial role in the design and implementation of the feedback system. My role expanded from being just an employee to a facilitator of communication, focusing on creating a platform that was functional yet empathetic to the users' emotional needs. Understanding and managing my emotions during the project's challenges and empathizing with my colleagues' potential vulnerabilities in providing honest feedback were key. The platform was designed as a safe space, encouraging open dialogue while respecting the emotional needs of the users, thus making it not just a feedback tool but a medium for genuine, empathetic communication.

Creative thinking was central to the project, particularly in developing a feedback platform that was more than just a functional tool. It involved engaging in conversations,

observing existing communication flows, and anticipating the needs and concerns that might arise from introducing a new feedback mechanism. The design of the website evolved to reflect a nuanced, empathetic channel that considered the emotional and professional dynamics of my coworkers at Like Media. This approach, combining technical proficiency with emotional intelligence, set the project apart from conventional feedback mechanisms. By focusing on creating an environment that encouraged honest and constructive feedback, the website became uniquely positioned to foster a sense of trust and community among employees.

The project's culmination was an innovative solution that transformed a standard feedback mechanism into a tool that not only gathered input but also built trust and community within the workplace. By designing a system that was intuitive, reliable, and adaptable, it seamlessly integrated into the daily workflow of employees. However, its distinctiveness lay in its emphasis on the emotional comfort of the users, encouraging more honest and constructive feedback. This holistic approach recognized the importance of both functional and emotional dimensions in workplace communication, making the solution innovative compared to traditional feedback mechanisms. The project not only achieved its goal of enhancing communication and fostering a positive work culture at Like Media but also provided a model for other organizations seeking to improve internal communication through technology.

### **Section 3: Results**

The impact of the anonymous feedback platform at Like Media was assessed through a combination of quantitative and qualitative methods. The primary quantitative measure was the number of form submissions received through the website. In the initial two weeks following the launch, the platform garnered 17 submissions from the company's 25 employees, indicating a 68% response rate. This level of engagement was significantly higher than anticipated and suggested that the platform was well-received by the staff. However, I also recognized that this initial surge might reflect the novelty of the system and expected that submission rates might normalize as initial concerns were addressed and resolved.

Qualitatively, the feedback about the platform itself was gathered through a meta-feedback question included in the survey. This approach allowed me to directly gauge user satisfaction and gather suggestions for improvements. The responses to this question were overwhelmingly positive, with many employees praising the platform for its user-friendliness and intuitive interface. For instance, one employee noted the ease of navigation and the clarity of instructions, suggesting only minor improvements like the ability to save progress. Another response highlighted the platform's straightforward layout and its efficiency across different devices, suggesting a high level of user satisfaction.

This combination of quantitative and qualitative data provided a comprehensive overview of the platform's effectiveness. The high response rate and the positive feedback indicated that the platform successfully met its goals of providing a safe and accessible avenue for employees to voice their opinions. The constructive nature of the feedback received further suggested that the platform was fulfilling its purpose as a tool for honest and transparent communication within Like Media.

#### **Section 4: Conclusion**

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Reflecting on these results, I found them to be in line with the project's objectives. The high level of engagement and the positive reception of the platform were affirming, suggesting that it effectively addressed the need for improved communication within the company. This success not only speaks to the value of the platform for Like Media but also highlights its

potential as a model for other organizations looking to enhance their internal communication strategies through similar initiatives.

In conclusion, the capstone project focused on developing an anonymous feedback platform, has significantly contributed to enhancing internal communication and fostering a transparent work culture. The project's success, as evidenced by the high engagement rates and positive feedback from employees, attests to the effectiveness of combining innovative approaches with a deep understanding of emotional intelligence. This initiative not only provided employees a confidential channel for honest feedback but also offered leadership actionable insights, thereby strengthening the organizational fabric. Reflecting on the journey, the learnings acquired in terms of empathetic leadership, user experience design, and stakeholder engagement have been invaluable. As I look forward, I envision this platform evolving further, continually adapting to the needs of the workforce and serving as a blueprint for innovative employee engagement strategies in other organizations. The project, in its essence, stands as a testament to the power of thoughtful, user-centric solutions in addressing complex organizational challenges.

### **Section 5: References**

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### **Section 6: Appendix**

[This Is The Link To A Copy Of The Feedback Website](#)