

Employee experience design

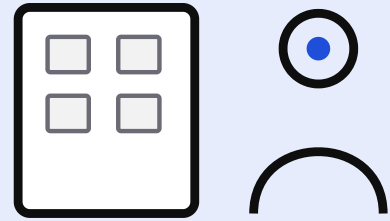
Designs the experience of working at an organization, from hiring to leaving, with the methods of experience and service design.

In Spanish

Diseño de experiencia de empleado

Origin

Several proposals since the mid-2010s; Plaskoff (2017)



What problem it addresses

Many companies try to improve engagement with one-off perks, without looking at the whole experience of working there.

Principles

The whole, not perks

The entire relationship with the organization counts, not an isolated benefit.

Co-design

Design with employees, not just for them.

Test and adjust

Experiment on a small scale before changing everything.

Applications in design

✓ Use it like this

Map an employee's journey, from the job offer to leaving.

✗ Avoid

Treating employee experience as a list of perks.

👁 Don't fall for it

Employee and customer experience overlap: it is hard to serve customers well when working conditions are poor.

Connections

Related to

■ Customer experience design

■ Service design

■ Organizational design

■ Journey map

Authors and works

2017	Josh Plaskoff	Proposed applying design thinking to the employee experience as an approach to human resources.
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Sources

Original sources

- Plaskoff, J. (2017). Employee experience: The new human resource management approach. Strategic HR Review, 16(3), 136–141. [View source \(https://doi.org/10.1108/SHR-12-2016-0108\)](https://doi.org/10.1108/SHR-12-2016-0108)

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