

MICHIGAN STATE

U N I V E R S I T Y

Project Plan

HR Matters

The Capstone Experience

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Fall 2014



*From Students...
...to Professionals*

Project Overview

- Develop a system that will assess the behavior competencies of their staff
- Track employee performance
- Correlate competencies with actual sales results
- Display metrics of employees for the Original Equipment Manufacturer (OEM)



Project Overview

- 12 Behavioral Competencies
 - Verbal Communication
 - Results Orientation
 - Concern for Order, Quality and Accuracy
 - Interpersonal Understanding
 - Customer Service Orientation
 - Self-Control
 - Self-Confidence
 - Flexibility/Adaptability
 - Relationship Building
 - *Assertiveness*
 - *Developing/Coaching Others*
 - *Strategic Influence & Negotiation*



Functional Specifications

- Assists a dealership's manager with employee evaluation based on a list of behavioral competencies
- Track and store employee performance
- Model the behavioral competencies to be used during an interview process
- Use the historical data from current employees as a model for potential hires
- Correlate certain behavioral competencies and individual results to look for behaviors generating higher sales.
- Allow managers to see metrics of each employee's competencies.
- Integrate with the Dealer Assistant app.

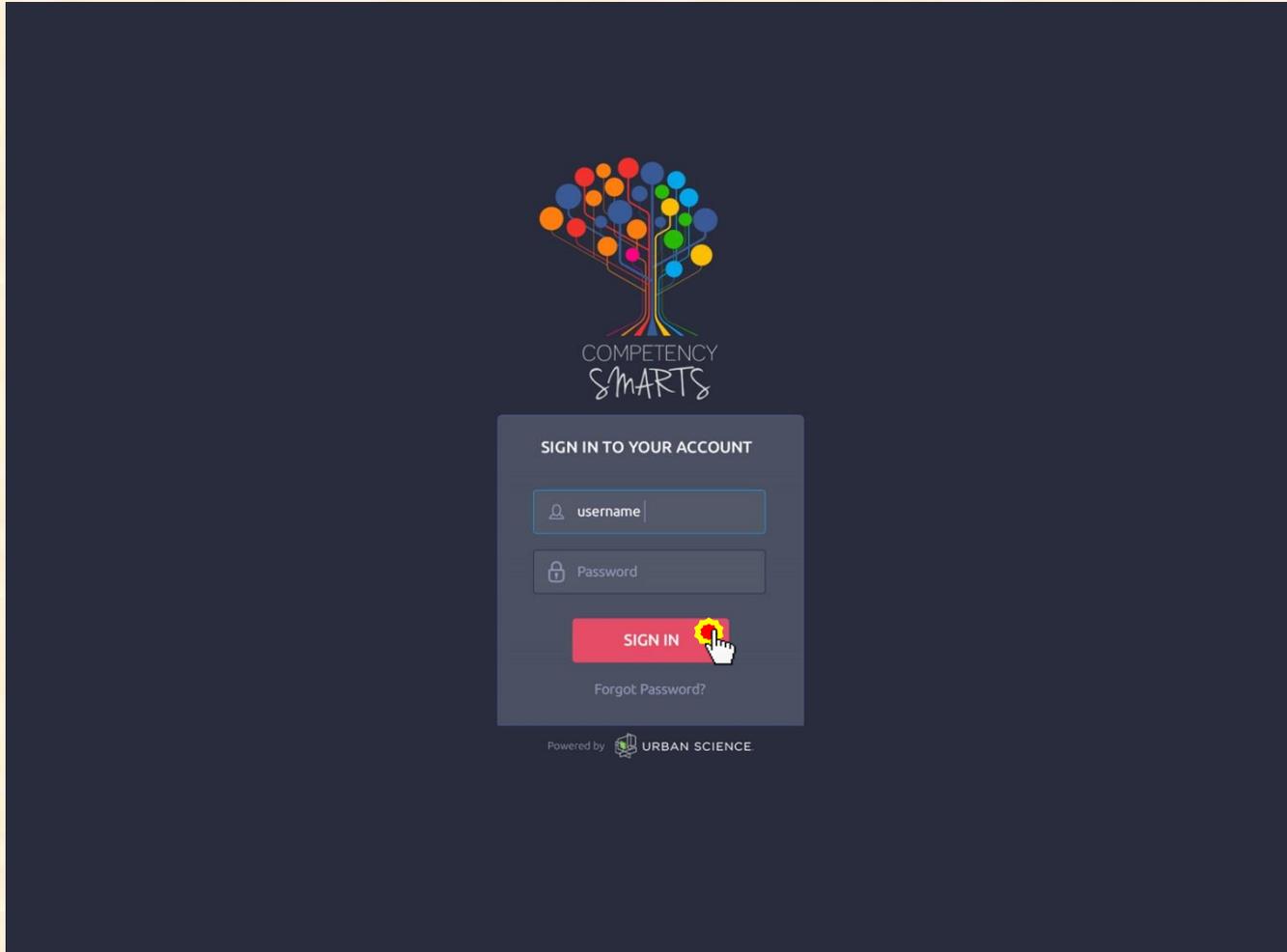


Design Specifications

- A dashboard style view will server as the application home page and will allow the user to navigate to all other views quickly and with minimal click counts.
- Big focus on data display and readability.
- User Interface will be optimized for mobile experience.
- Mobile Style drawer will make for easy site navigation.



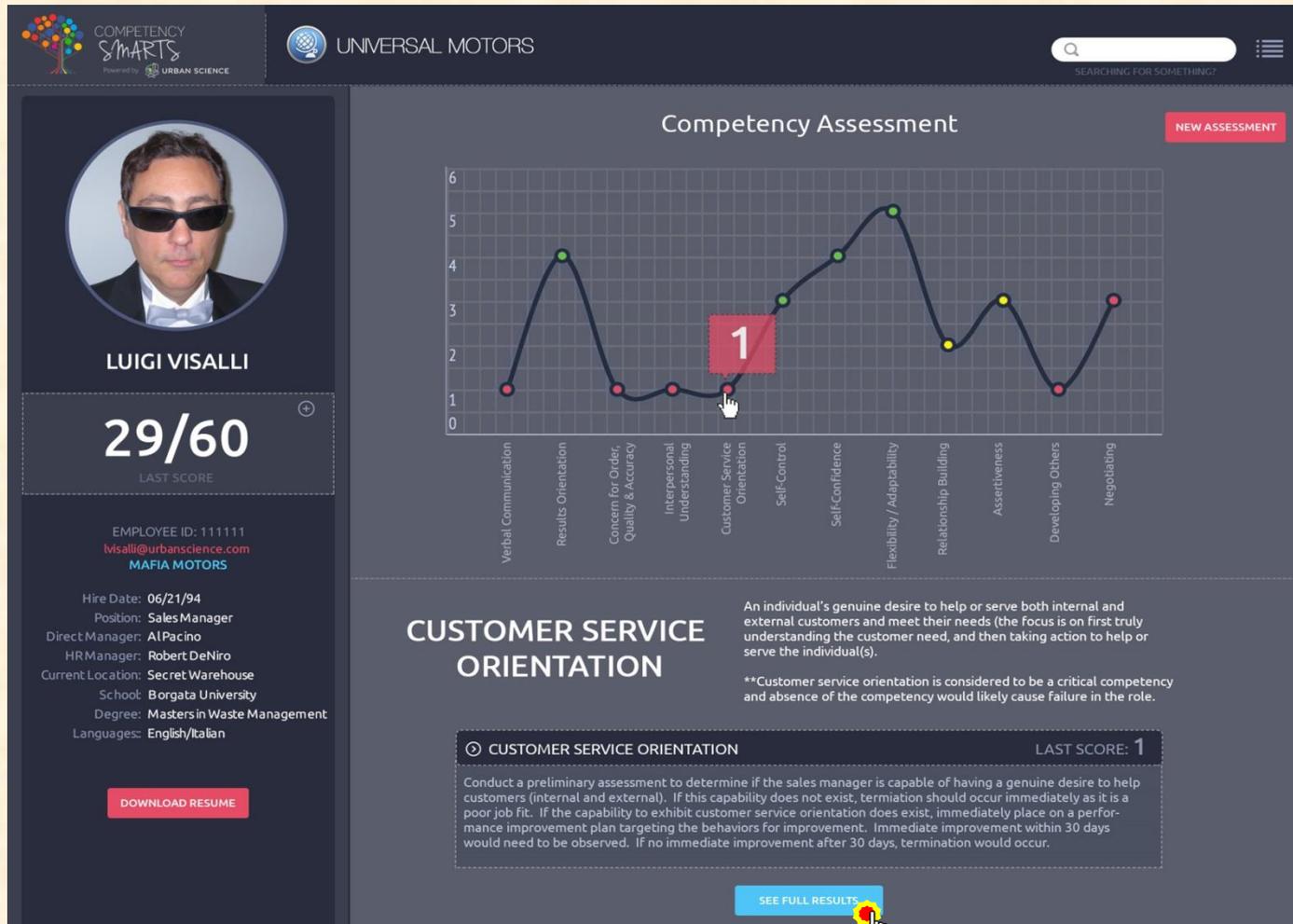
Screen Mockup: HR Matters



Screen Mockup: HR Matters



Screen Mockup: HR Matters



Screen Mockup: HR Matters

COMPETENCY SMARTS
Powered by URBAN SCIENCE

UNIVERSAL MOTORS

SEARCHING FOR SOMETHING?

Competency Assessment Full Results



LUIGI VISALLI

29/60
LAST SCORE

EMPLOYEE ID: 11111
visalli@urbanscience.com
MAFIA MOTORS

Hire Date: 06/21/94
Position: Sales Manager
Direct Manager: Al Pacino
HR Manager: Robert DeNiro
Current Location: Secret Warehouse
School: Borgata University
Degree: Masters in Waste Management
Languages: English/Italian

DOWNLOAD RESUME

VERBAL COMMUNICATION	LAST SCORE: 1
RESULTS ORIENTATION	LAST SCORE: 4
CONCERN FOR ORDER, QUALITY & ACCURACY	LAST SCORE: 1
INTERPERSONAL UNDERSTANDING	LAST SCORE: 1
CUSTOMER SERVICE ORIENTATION	LAST SCORE: 1
Conduct a preliminary assessment to determine if the sales manager is capable of having a genuine desire to help customers (internal and external). If this capability does not exist, termination should occur immediately as it is a poor job fit. If the capability to exhibit customer service orientation does exist, immediately place on a performance improvement plan targeting the behaviors for improvement. Immediate improvement within 30 days would need to be observed. If no immediate improvement after 30 days, termination would occur.	
SELF-CONTROL	LAST SCORE: 3
SELF-CONFIDENCE	LAST SCORE: 4
FLEXIBILITY / ADAPTABILITY	LAST SCORE: 5
RELATIONSHIP BUILDING	LAST SCORE: 2
ASSERTIVENESS	LAST SCORE: 3
DEVELOPING OTHERS	LAST SCORE: 1
Conduct a preliminary assessment to determine if the sales manager is capable of effectively coaching sales staff (is there any prior history of effective coaching tactics used in the past). If this capability does not exist, demotion and/or termination should occur immediately as it is a poor job fit. If the capability to effectively coach/mentor does exist, immediately place on a performance improvement plan targeting the behaviors for improvement. Immediate improvement within 30 days would need to be observed. If no immediate improvement after 30 days, demotion and/or termination would occur.	
NEGOTIATION	LAST SCORE: 3



Screen Mockup: HR Matters





CHRIS BOB

50/60
LAST SCORE

EMPLOYEE ID: 131415
candrews@urbanscience.com
REDNECK MOTORS

Hire Date: 02/02/09
Position: Sales Manager
Direct Manager: Bobby Ray Black
HR Manager: Jeff Foxworthy
Current Location: Doublewide Trailer
School: Backwoods Community College
Degree: Bachelors in Mechanical Paintin'
Languages: Merican

[DOWNLOAD RESUME](#)

New Competency Assessment

CUSTOMER SERVICE ORIENTATION COMPETENCY 5/12

DESCRIPTION

An individual's genuine desire to help or serve both internal and external customers and meet their needs (the focus is on first truly understanding the customer need, and then taking action to help or serve the individual(s)).

**Customer service orientation is considered to be a critical competency and absence of the competency would likely cause failure in the role.

PERFORMANCE LEVEL	BEHAVIORAL INDICATORS
1	<ul style="list-style-type: none">-Expresses negative comments about customers; blames customers for negative outcomes and may use derogatory terms to describe customers-Complete lack of clarity about customers' needs and does not take steps to understand or clarify their needs-Will not take any action to respond to a customer request (i.e., will ignore the request, pass it off to someone else or say there was nothing they could do about it.... "It was out of my hands")-Overly focused on one's own abilities/capabilities rather than what the customer wants or needs-Does not present a positive image of one-self to the customer (i.e., does not wear professional attire and/or does not adhere to professional communication standards)
2	<ul style="list-style-type: none">-Will follow up on a customer inquiry, request or complaint by taking routine or required action-Will keep the customer up to date on progress of tasks/projects/requests, but will typically not probe the customer for any underlying issues or problems-Will consistently present one-self in a professional manner toward the customer
3	<ul style="list-style-type: none">-Maintains clear communication with the customer regarding mutual expectations-Monitors customer satisfaction and distributes helpful information-Provides professional and friendly service to customers (does not get easily annoyed when contacted by a customer)-Takes responsibility for customer requests by resolving problems/concerns promptly and without being defensive-Ensures up to date information is provided to customers by informing others of any known changes in policies/standards/etc.
4	<ul style="list-style-type: none">-Makes themselves fully available to the customer when needed (within reason)-Provides additional support during critical periods without being requested to do so by the customer-May involve others (who would not normally be involved) to help meet the needs of the customer-Works with a long term perspective in addressing customers' problems (looks for long term benefits to the customer rather than short term gains)-Is viewed as a role model in customer service delivery and receives frequent positive feedback from customers
5	<ul style="list-style-type: none">-Acts as a trusted advisor to the customer and becomes intimately involved in the customers' decision making process-Builds an independent opinion on customers' needs and acts accordingly to recommend appropriate approaches that are new and/or different from those requested by the customer-May push the customer to confront difficult issues/problems-Acts as the customers' advocate, in conjunction with the long term benefit towards the organization-Takes extraordinary efforts by using one's own time to help the customer, often taking on tasks that go far beyond their normal job description-Integrates customers' interests into overall strategic planning for the organization



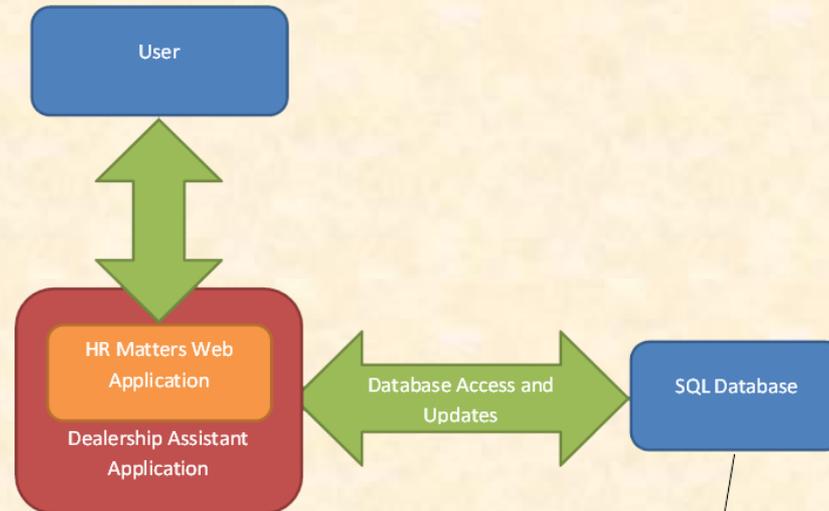
Technical Specifications

- Overview
 - Web based application
 - MVC
- Front End
 - Bootstrap, jQuery, CSS
 - Razor
 - iPad resolution optimized
- Back End
 - C# ASP.NET
 - Data Entity Framework
 - SQL Server 2012

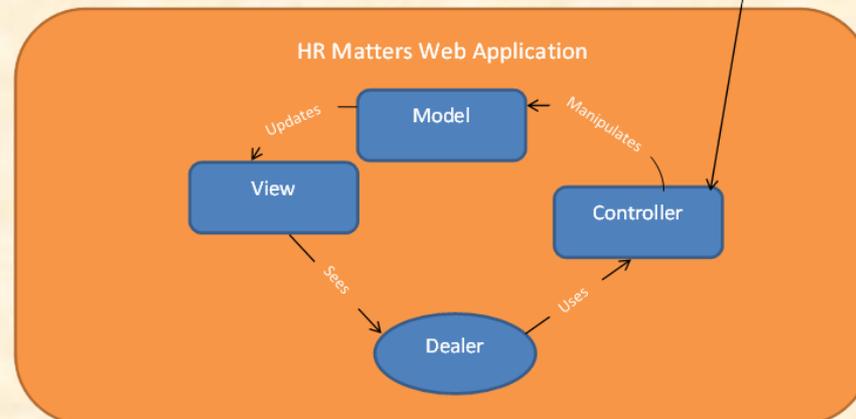


System Architecture

System Architecture Overview



HR Matters Application MVC Details



System Components

- Hardware Platforms
 - Tablet
 - Desktop
- Software Platforms / Technologies
 - Microsoft Visual Studio 2012
 - SQL Server Management Studio 2012
 - Visual Studio Online / Bitbucket Repositories

Testing

- Unit Testing
- Integration Testing
- Use Case Testing



Risks

- Integration with Dealer Assistant app.
 - Risk: This was an iPad app created by a previous Urban Science Capstone team that provides an action plan for individual dealerships. This will be integrated from their SQL database.
 - Mitigation: Getting access to their source code and SQL database
- Behavior Analysis
 - Risk: As a group we lack in this field for creating models for rating and quantifying corresponding personality traits based on how well they perform in sales and customer retention
 - Mitigation: Study up on statistical analysis
- Cross Browser Support
 - Risk: CSS is displayed differently on different browsers
 - Mitigation: Test habitually on all browsers throughout the development cycle



Thank You

- The Capstone Group
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