Design Case Study

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INTRO

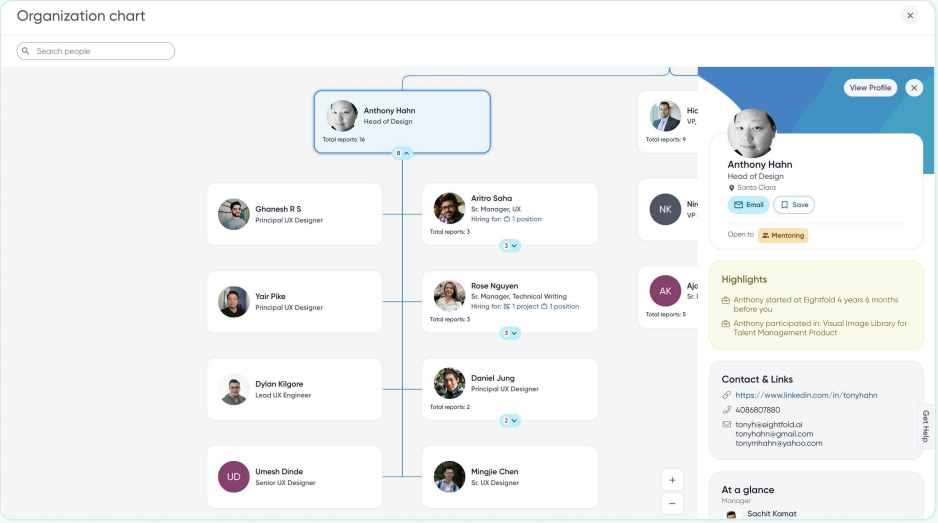
Ghanesh RS

- Principal Product Designer with 10 years in B2B enterprise SaaS
- Led 0→1 initiatives and impactful revamps at Freshworks, ThoughtSpot and Eightfold AI
- Passionate about mentoring, scaling design systems, and growing thoughtful, high-impact teams

CASE STUDY

Org Chart Revamp → From Forgotten Feature to #1 Engagement Driver

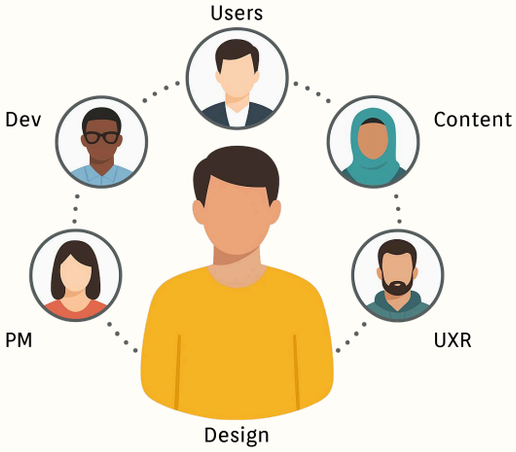
Redesigned for discoverability, context, and usage—turning it into the most visited Career Hub feature for new and existing employees.



MY ROLE & CONTRIBUTION

Wearing Many Hats as the Solo Designer

- Principal designer owning strategy to specs
- Collaborated with PM, Engineers, Researcher, Content, Users
- Mentored junior team and drove x-team adoption of patterns
- Duration: 3-4 weeks



As Principal Designer, my role went beyond screens—I helped shape how people connect and get visibility across the org. I worked closely with PMs, engineers, and researchers to make sure this wasn't just a UI fix, but a long-term, scalable shift in how the org chart delivered value.

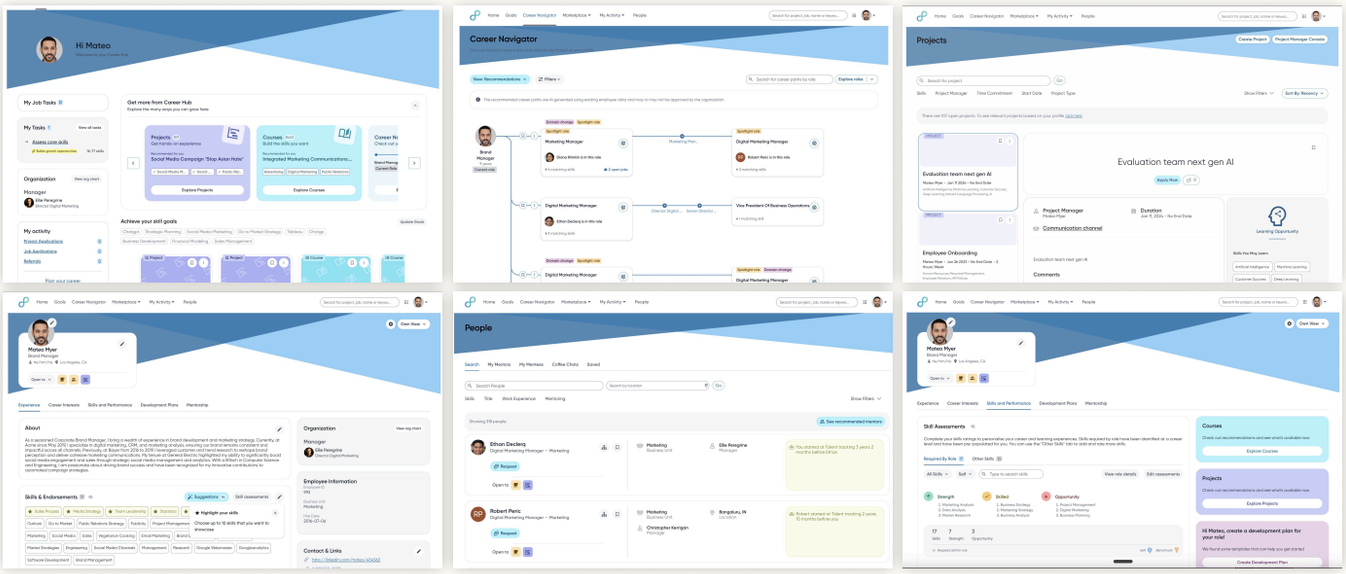
PRODUCT CONTEXT

Eightfold AI

- An **AI-powered Talent Intelligence Platform** used by global enterprises to hire smarter, retain talent, and drive internal mobility with a wide range of products from talent acquisition to management.

- **Career Hub** is its internal, **employee-facing** product that helps people **explore** internal jobs, **discover** teams, **connect** with mentors, and **grow** their careers.

CAREER HUB PRODUCT SCREENSHOTS



PROJECT SNAPSHOT

Company	Product	Feature	My Role	Platform	Duration
Eightfold AI	**Career Hub**	**Org chart**	**Lead designer**	**Web**	**3-4 weeks**

🧩 Problem

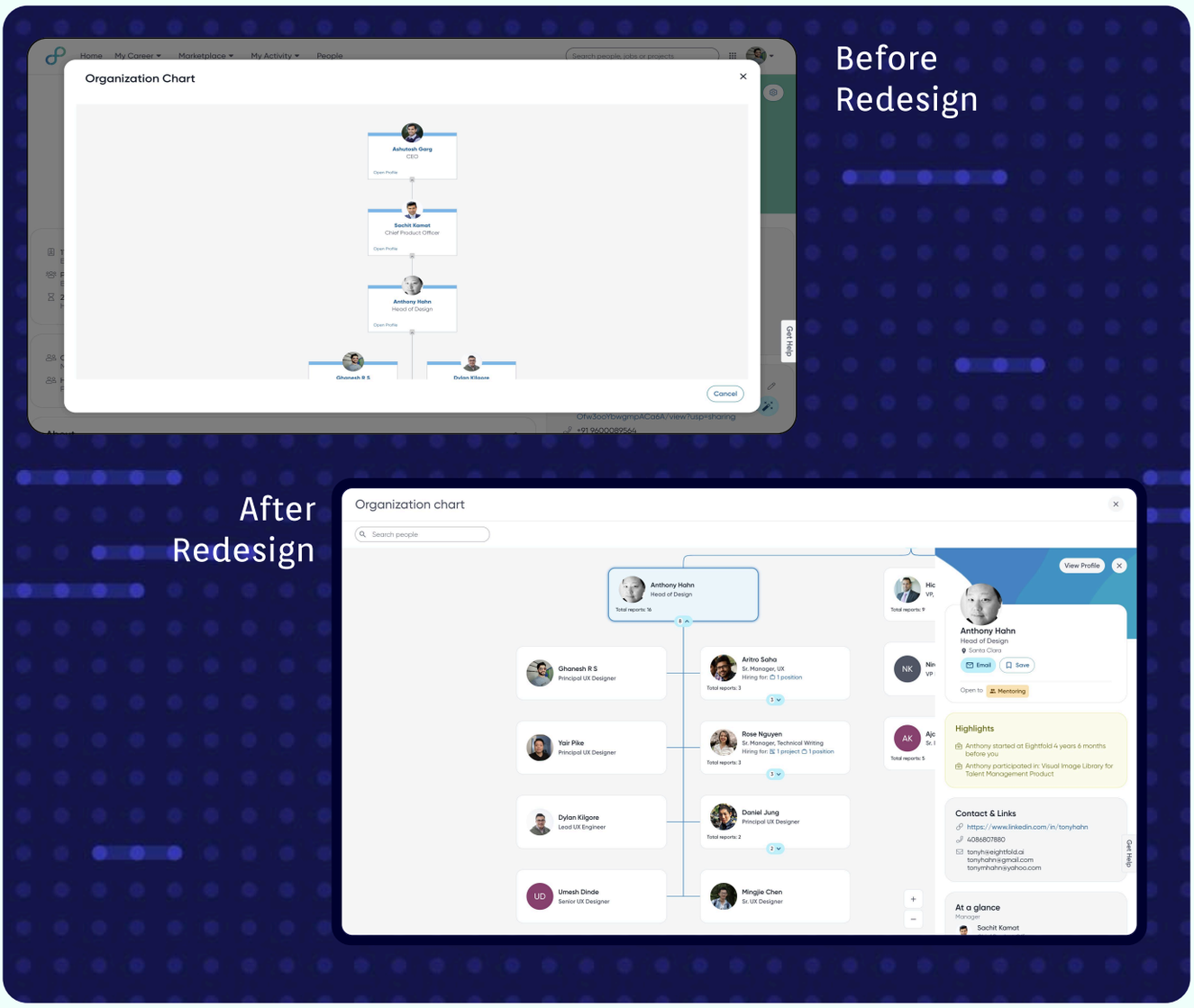
Our broader goal was to improve engagement and adoption of Career Hub.
A key insight we found through user feedback was that employees lack of visibility into the org — who's on their team, who's hiring, and how they fit in.

🧩 Why Org Chart? Why This Problem?

Org Chart already existed but was buried and underused (<5% usage). We saw a high-impact opportunity to turn an underperforming feature into a central hub for team and role discovery.

💡 Solution

Full-screen, contextual experience that improved discoverability, added real-time insights, and integrated across talent workflows — driving a 3.2x boost in engagement.



🌟 Impact

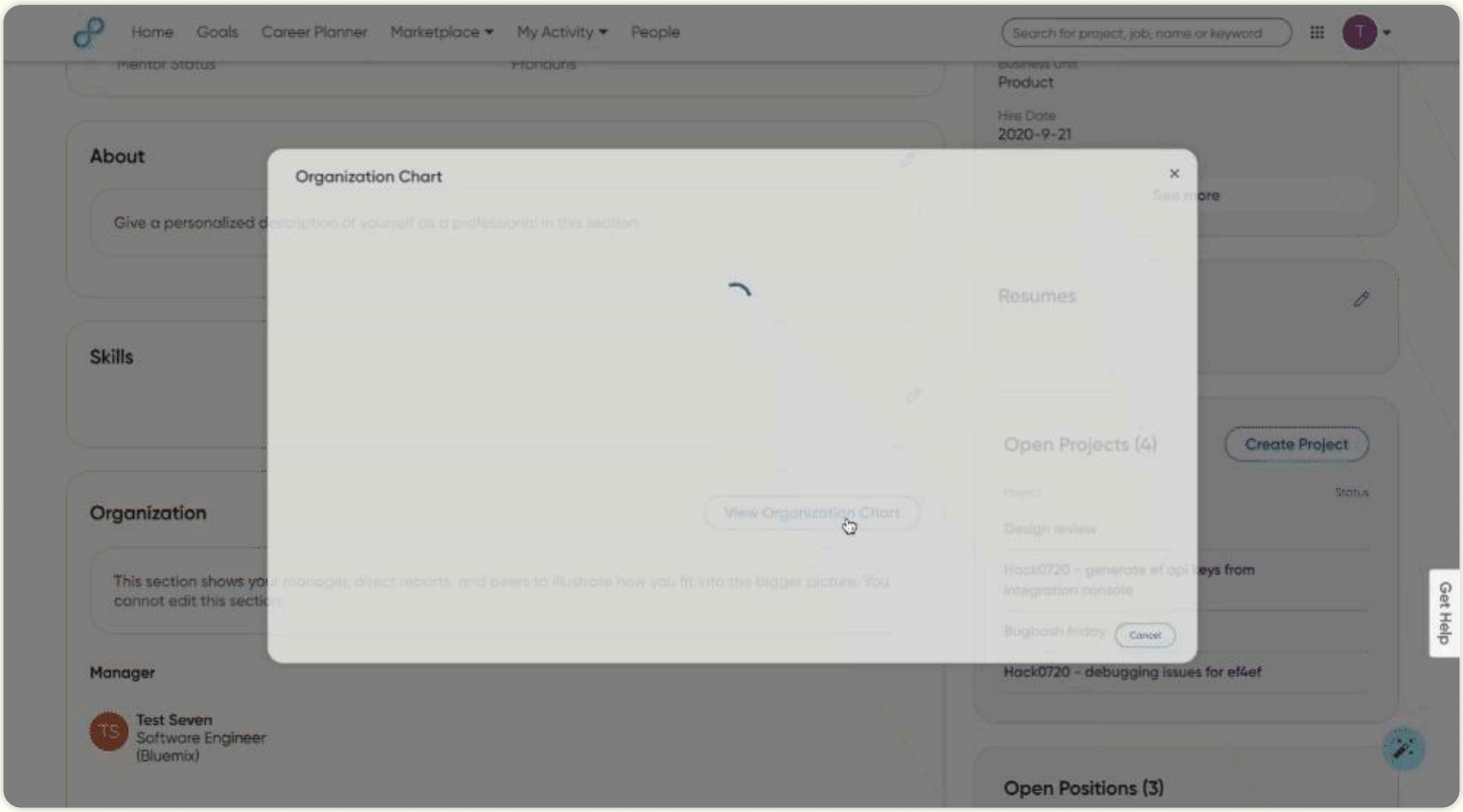
😍 Hidden feature → #1 frequently used feature in Career Hub
📈 3.2× jump in engagement,
🎯 40% spike in usage,
🧭 Became the main entry point for employees to explore teams, projects, and peers.

> !! Not just a redesign. A rethinking of how people connect with people.
> Designing for visibility, boosting engagement, sparking adoption. !!

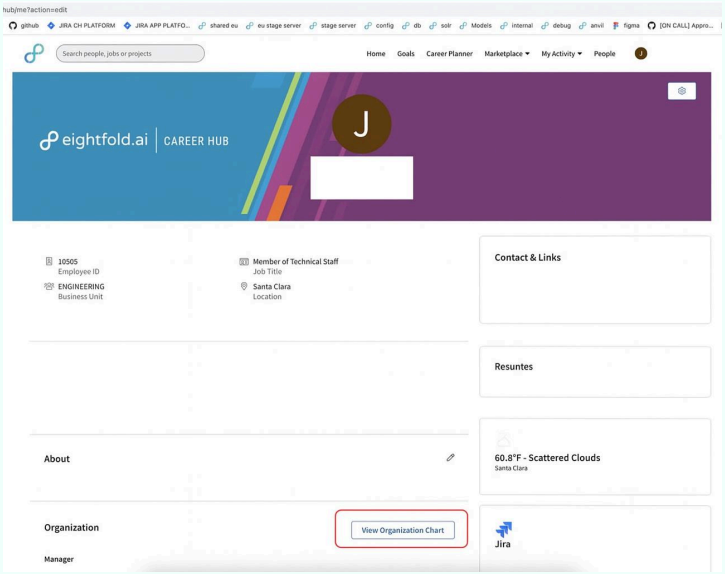
ORG CHART: BEFORE REDESIGN

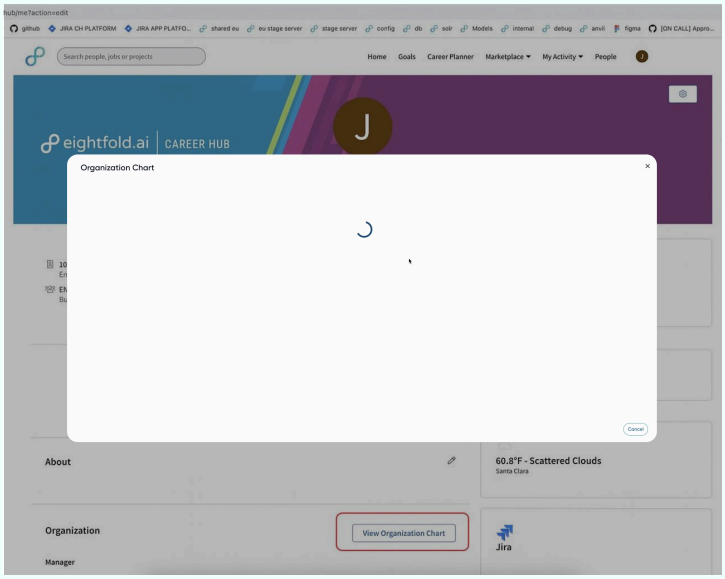
No clarity. No context. No connection.

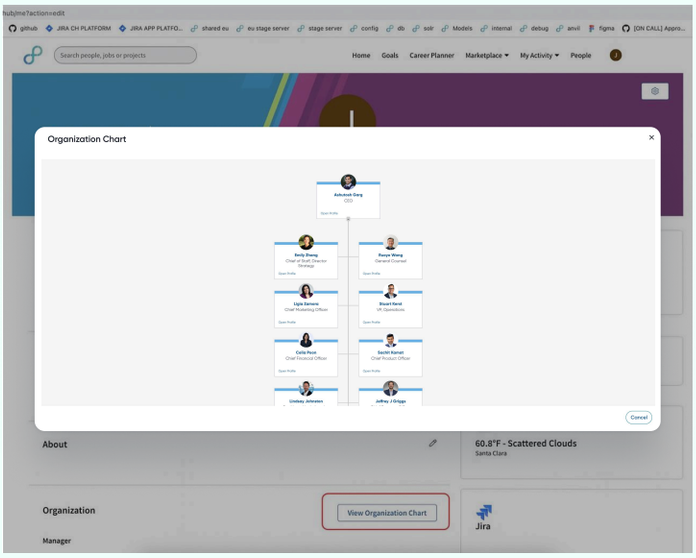
<8% Monthly Usage | 65% High Bounch Rate | Less Avg Time Spent: 20s | No Of Daily Launches <100 Org Wide



Before the redesign org chart was hidden, clunky, and felt disconnected from how people actually work — no team context, no planning hooks, no reason to return.So we stepped back and asked — how can we turn this into something that supports real connection and daily value?







🔴 **Issues in the Old Org Chart**

❌	Problem
👻 Hidden Access	Buried under Profile → Org section; poor visibility
🌰 Modal UX	Popup that closed on Esc/outside click; no back nav
🔄 Reload Hell	Clicking a card reloaded full profile page
🔍 No Search	Couldn't find or jump to teams/people
📉 Flat Info	Only name, role, avatar shown; no reports/team info
🚪 Redundant CTA	"Cancel" made no sense in context
🧩 Workflow Disconnect	Not linked to planning, referrals, 1:1s, or hiring

The chart wasn't just bad UX—it missed a strategic opportunity. We had the data and tools. But people didn't know where to start, where they fit in, or how to connect. The goal was to turn a passive lookup utility into a contextual, high-value touchpoint.

GOALS

Turning a Hidden Utility into a Daily Habit

We reframed it strategically — aligning with business goals of driving Career Hub adoption, product goals of daily utility, and UX goals of making it effortless and insightful to navigate the org improving discovery and retention

Business goal

Increase Career Hub **engagement** by making the org chart a go-to tool for employee connection and discovery.

Product goal

Drive **daily usage** through features that support information access, collaboration, and **profile upkeep.**

UX goal

Deliver a **simple**, powerful org chart that enables **quick navigation**, better org **clarity**, and easy updates.

TARGET AUDIENCE

Understanding user goals and needs

Users	Goals	Needs
Employees	• Connect with peers • Understand team structure • Access info easily	• Simple, intuitive UI • Clear reporting lines • Consistent experience

Managers

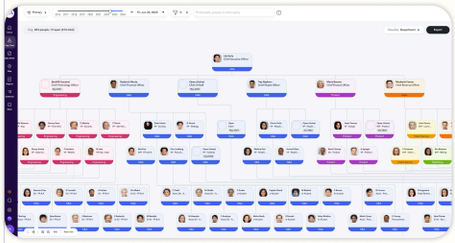
- Manage teams efficiently
- Make informed decisions
- Share updates quickly
- Team insights at a glance
- Easy org updates
- Customizable views

Our users fall into two buckets—employees and managers. Employees needed clarity on org structure and connections. Managers needed quick insights and easy team updates. We designed for both—clear, accessible, and scalable."

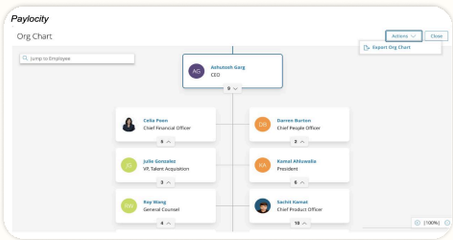
COMPETITIVE STUDY

What Worked & What Was Missing

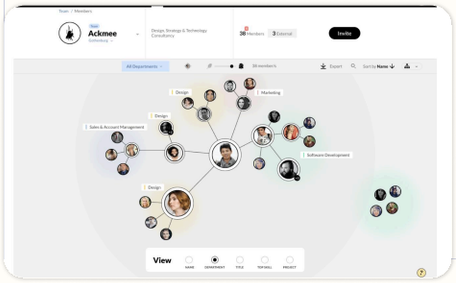
ChartHop - Rich data display



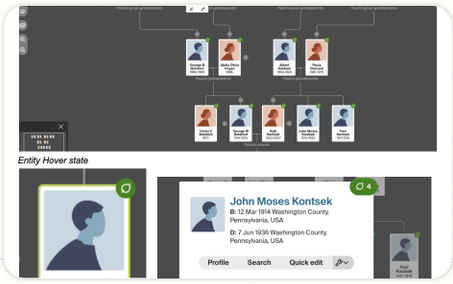
Paylocity - simplicity + clarity



Ackmee - Skill based network



Ancestry - Visual depth + history



Key Takeaways

- 👁️ Progressive disclosure for cleaner layouts
- 🧩 Custom views for team/role control
- 👤 Rich profile data to aid understanding
- 📊 Integrated insights for quicker decisions
- ✍️ Self-service for profile updates
- 📱 Responsive design for ease across devices

We saw strong patterns, but none balanced flexibility and scale. So we took the best ideas—and raised the bar.

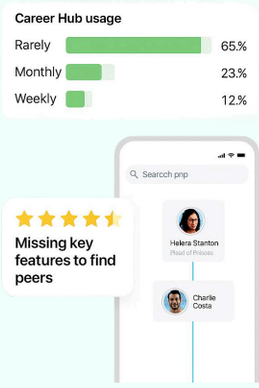
USER INSIGHTS & RESEARCH

What We Heard from users (employees, managers)

" I don't know who's on my team or how we all fit together "

" I rarely get recognition beyond my immediate circle "

" New hires really struggle to understand our org structure "



User research revealed confusion, missed opportunities for mentorship, and a general sense of disconnection. That became our North Star—to transform this into a window into the company

STRATEGY & PRINCIPLES

Designing for Discovery, Belonging & Visibility

QUICK TO EXPLORE - LIGHTWEIGHT TO USE - AND EASY TO SCALE

- **Make people profiles** useful and human
- **Connect hierarchy with opportunity** (career paths, hiring)
- **Enable recognition in context** (Kudos)
- **Prioritize lightweight, modular** patterns for reuse

We reframed this as more than a chart—it became a discovery space. We infused it with reasons to visit: hiring info, team highlights, and recognitions.

CHALLENGES & CONSTRAINTS

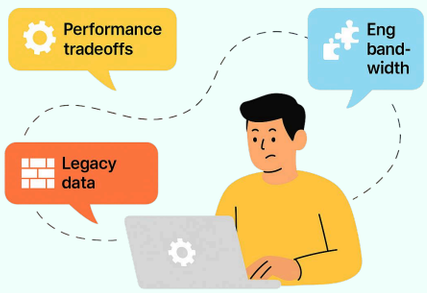
Making Smart Tradeoffs at Scale

⚙️ Slow performance on large orgs with huge (>1k) number of employees

👥 Multiple user needs in one tool (ICs, managers, HR)

🧩 Rigid design system constrained layout flexibility

🧠 Shifting priorities and limited dev bandwidth forced tight MVP scope



We faced quite a few product-level and infra-level constraints. This wasn't just a design clean-up—it was about system level negotiation navigating real-world performance trade-offs, lean engineering, and making one flexible UI serve very different use cases.

PHASED PLAN

MVP Scope, Fast Follow & Success Metrics

✅ **MVP Focus**

- Complete UI refresh (hierarchy, scroll, hover cards)

🔁 **Fast Follow**

- Custom views, filters (e.g. team, role, location)

📈 **Success Metrics**

- Higher repeat engagement (daily/weekly use)

- Key employee fields + profile actions
- Designed for quick reuse across CareerHub

- Deeper CareerHub integrations (e.g. hiring signals)

⛔ **Out of Scope**

- Mobile org chart experience (deprioritized for focus)

- More profile views + deeper search activity
- Improved discoverability (measured via feedback)

We scoped the MVP around what delivers immediate value with low lift—refreshing layout, profile cards, and hierarchy clarity. Fast follows tackled filters, views, and CareerHub tie-ins. Mobile was intentionally scoped out to stay lean. We tracked engagement, discoverability, and repeat usage to measure success

KEY USER STORIES AND USER FLOW

Clarifying the who, what, and why of user needs

As an **Regular Employee**

I want to easily find teammates and view their profiles to collaborate better and understand my team.

As an **Manager**

I need to update and manage team structure to reflect roles and responsibilities accurately.

As an **New Hire**

I want to quickly understand the org structure and connect with key teammates to onboard faster.

As an **Remote worker**

I want to discover and connect with colleagues across teams for smooth virtual collaboration.

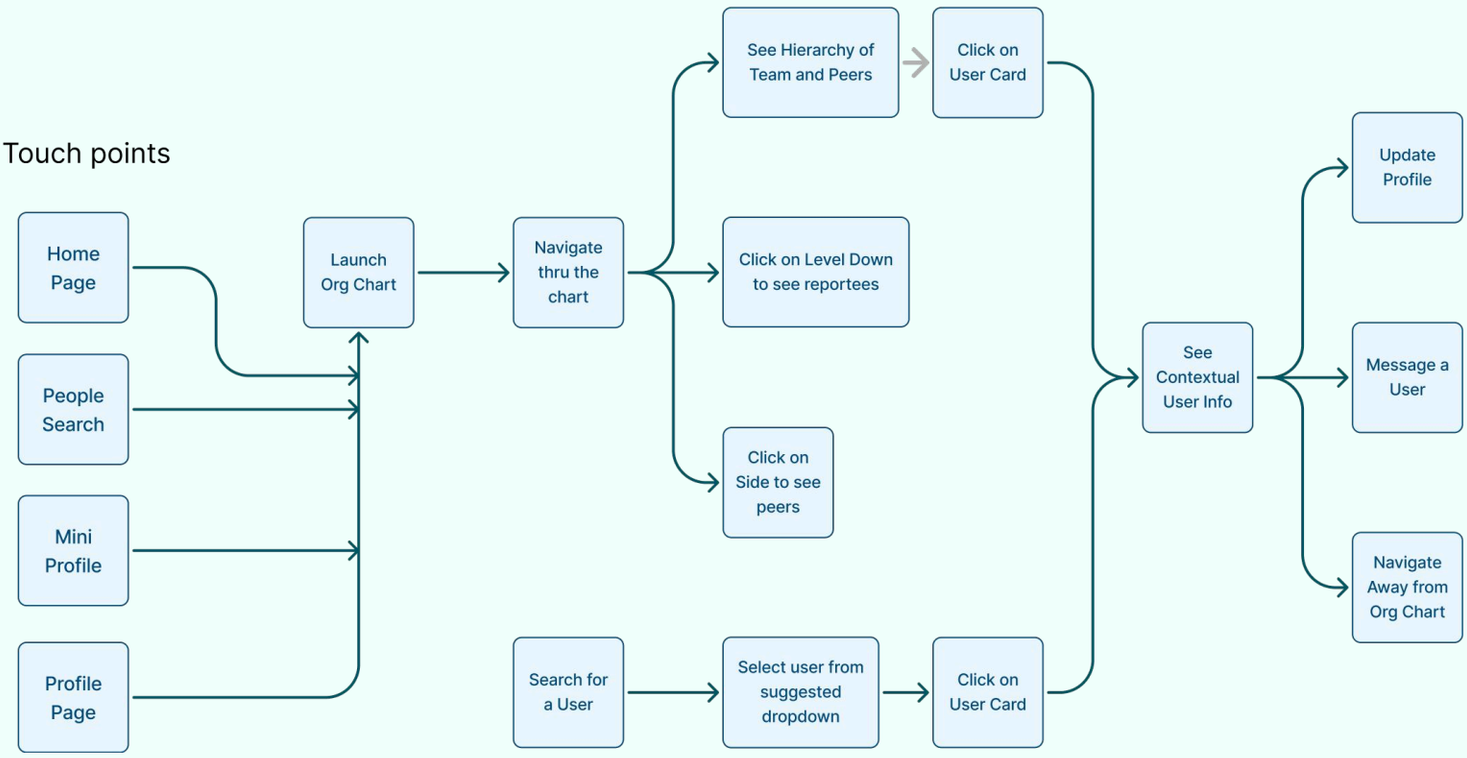
As an **HR Professional**

I need a complete view of the org chart to support planning and employee development.

As an **Executive**

I want to visualize the org structure to make strategic decisions and understand team alignment

Touch points

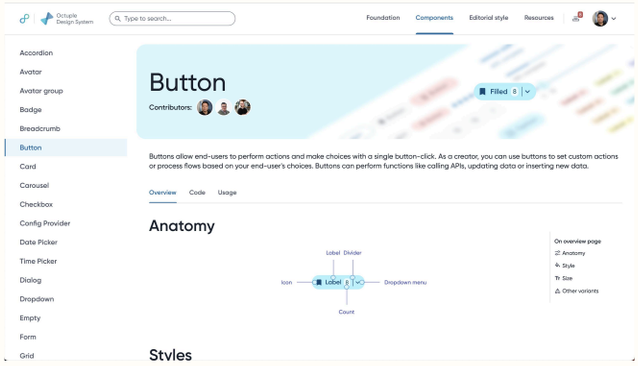


These user stories helped us prioritize features and align design decisions with real needs across roles.

DESIGN SYSTEM ALIGNMENT

System-First: Built for reuse

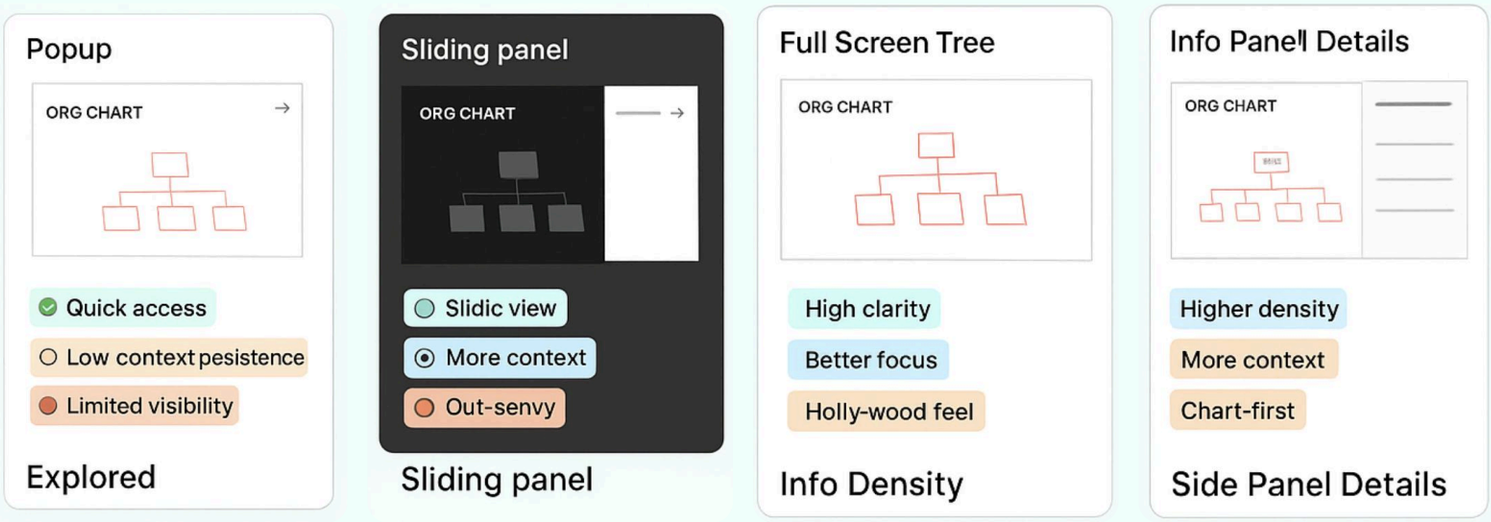
- Built using Octuple DS (modular, scalable)
- Improved accessibility, hierarchy, and flexibility
- Patterns reused across tools: Avatars, Admin, Mentorship, Kudos etc



We used our own system to build something that others could replicate.
That decision scaled impact beyond just this one feature.

EXPLORATIONS & INSPIRATIONS

From Sketches to System Patterns: Navigating Structure, Info & Scale

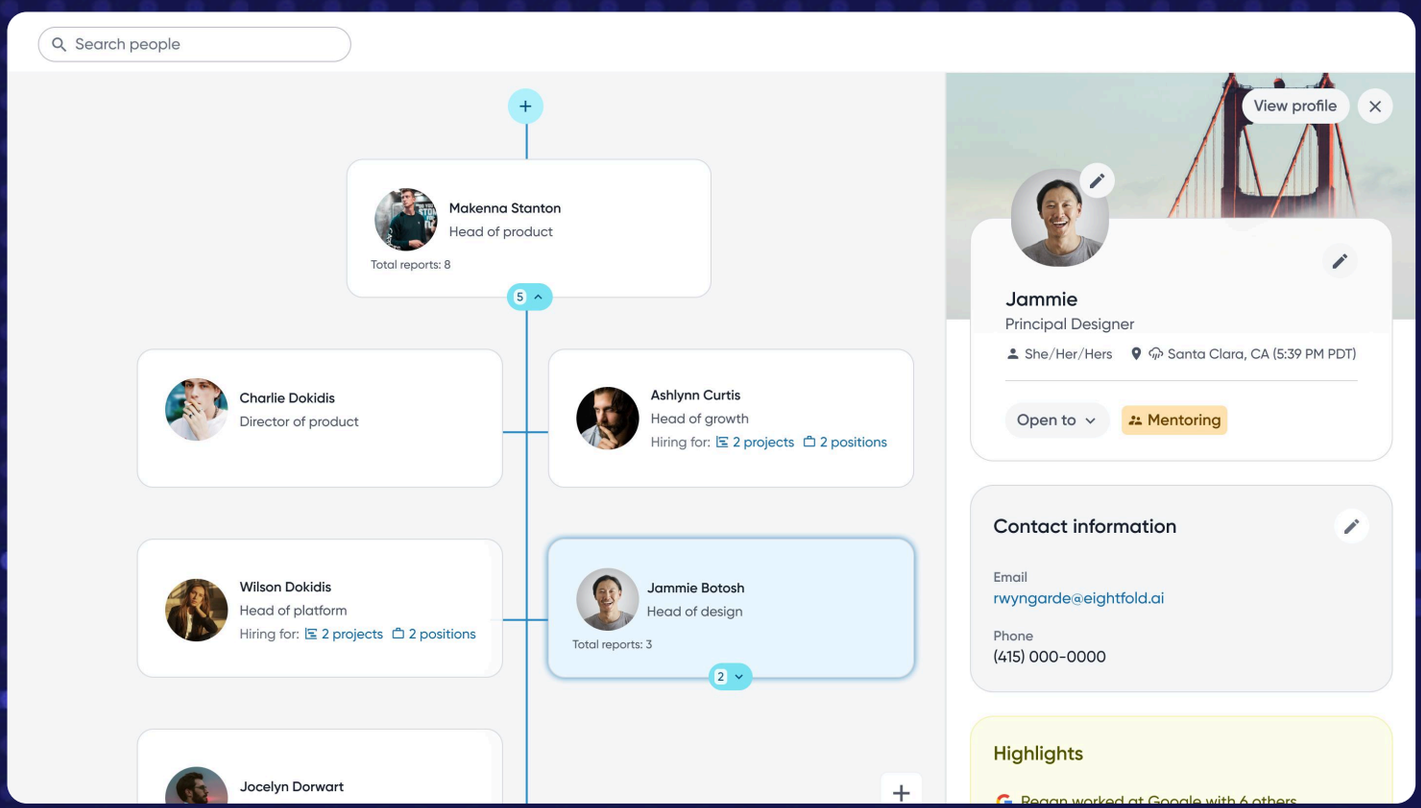


We tried popups, panels, and full-screen layouts—each with tradeoffs in clarity, context, and space.
Hover cards and scroll views struck the right balance: easy to scan, scale-friendly, and familiar to users

SOLUTION

Org Chart: Scrollable. Insightful. Built to Scale.

> The redesign focussed on reducing friction and encouraging deeper exploration—each design choice was mapped to behaviour gaps addressing factors like Clarity, Context, Simplicity, Interactivity, Scalability and Accessibility



✅ Horizontally scrollable layout
Clear hierarchy across roles and devices.

🧠 Instant context on click,
Open roles, reporting lines, profile at a glance.

🛠️ Designed for scale
Built using our design system for easy reuse.

💡 Value-Oriented
From a lookup tool into a daily discovery habit.

Design Rationale

- **Clarity**: Blue borders & shadows create clear focus and orientation in dense charts.
- **Familiarity**: Chevrons for expand/collapse, plus for "reveal above," match user mental models.
- **Scalability**: Horizontal scroll + zoom controls mirror map interfaces, making large orgs usable.
- **Consistency**: All patterns aligned with Octuple DS for reuse and accessibility.
- **Focus**: Three-level default view balances context with performance.

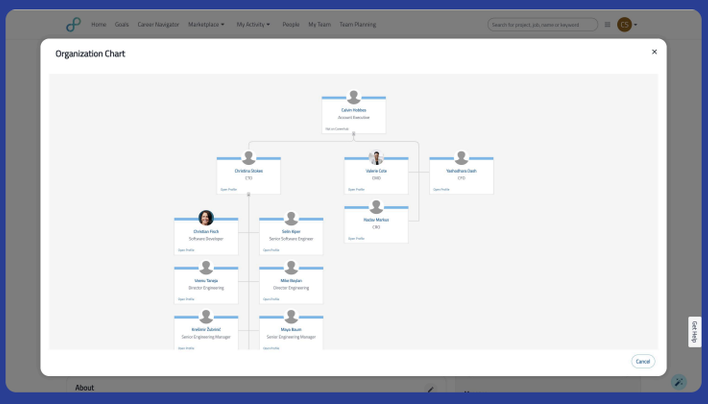
PROTO LINK

BEFORE AND AFTER

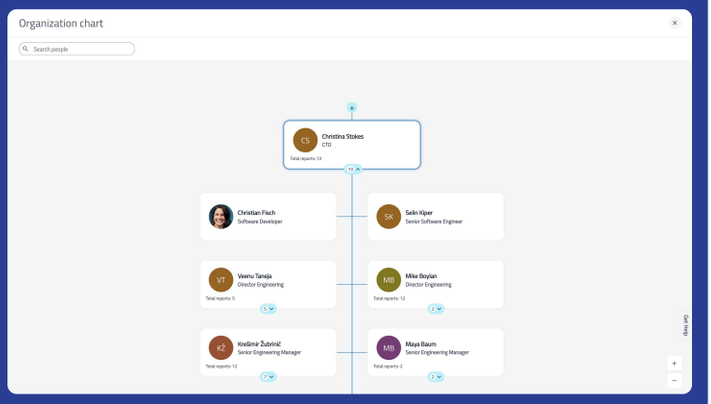
Default view: Popup vs Full screen

When org chart is Launched,

Before - popup



After - full screen



Rationale:

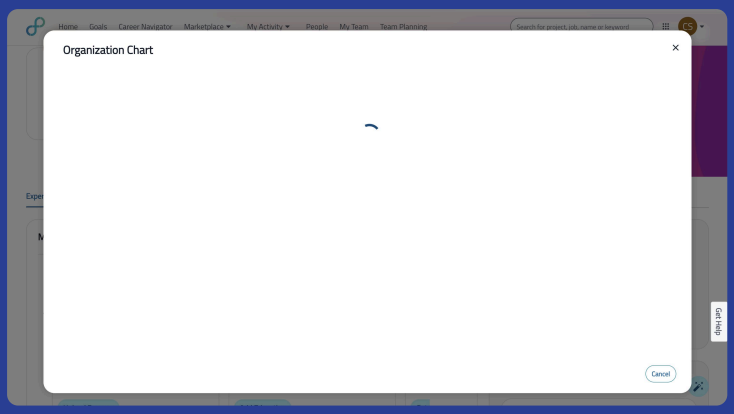
Enabled deeper navigation and context without interruption. Avoid accidental dismissals; add space for depth

BEFORE AND AFTER

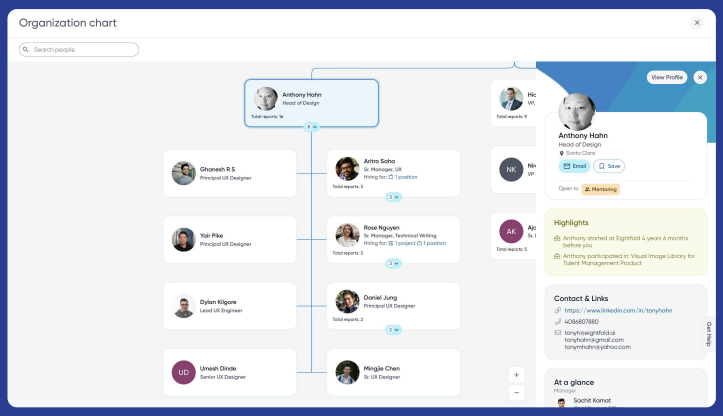
Contextual Info

When a user is clicked in the chart

Before - reloads the chart



After - mini profile is launched in side panel



Rationale:

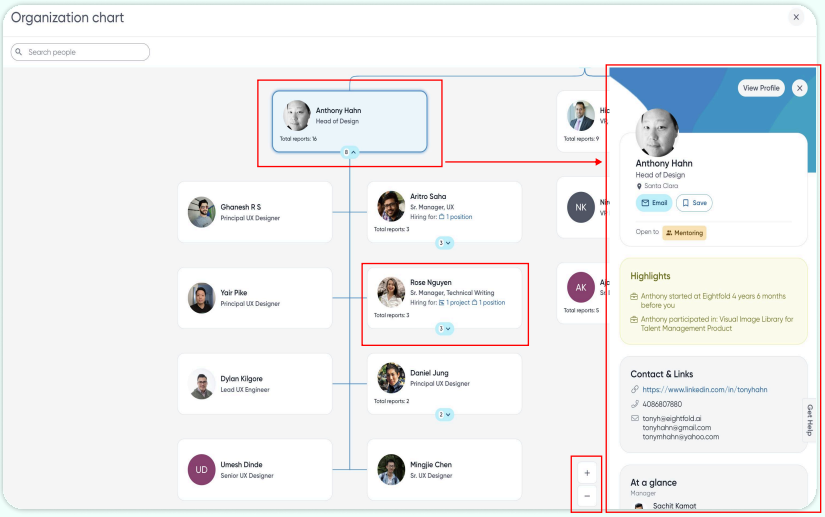
Improved discoverability by 23% and allowed action without opening full profile.

Card Highlight + Quick Preview
Improved discoverability by 23% and allowed action without opening full profile.

Persistent Navigation
Seamless switching between Profiles ↔ Org Chart

Zoom controls
Gave orientation in complex structures.

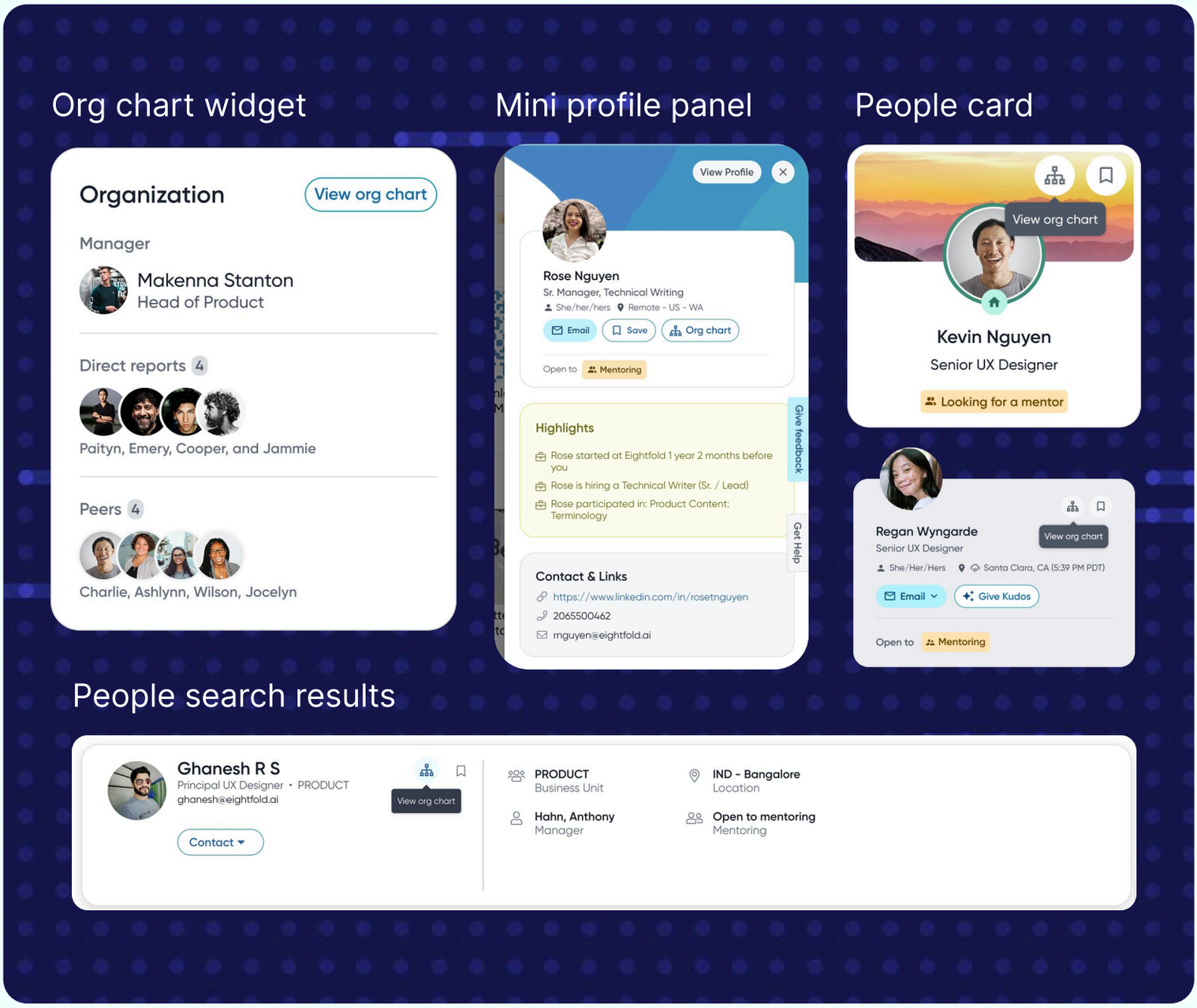
Team Size and Hiring info
Helped leaders quickly assess span and hierarchy.



BEFORE AND AFTER

Single vs Multiple touch points

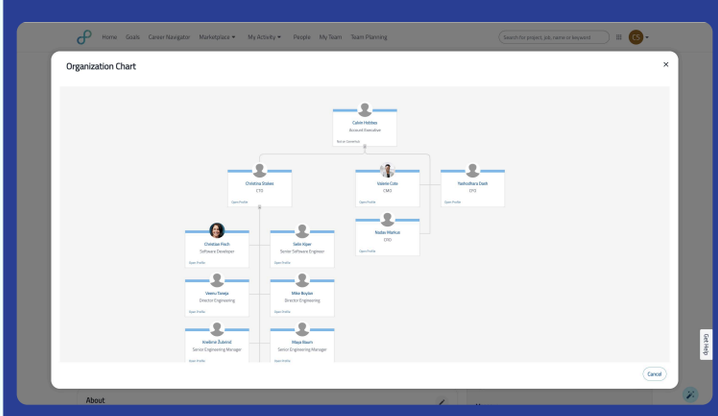
Multiple touch points to improve discoverability of org chart across different pages and entities



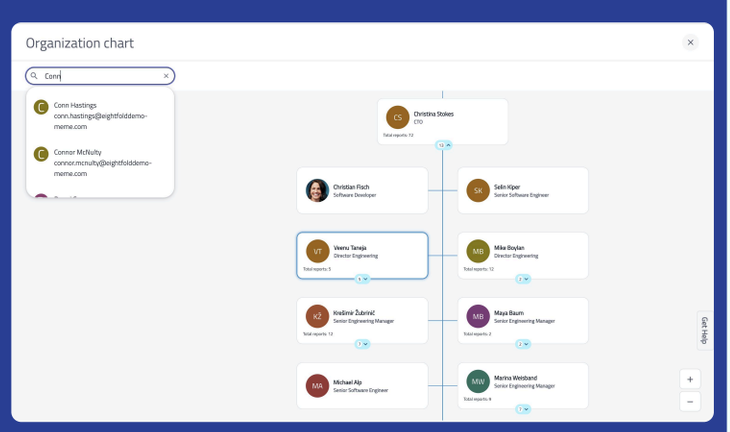
BEFORE AND AFTER

Global Search In Org Chart

Before - No search



After - Inline search + Jump to peer



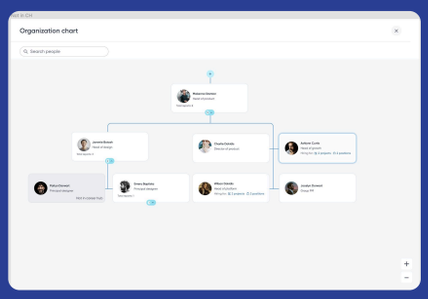
Rationale:

Reduced frustration and saved 4+ clicks per task. Reduce scroll fatigue, enable fast lookup

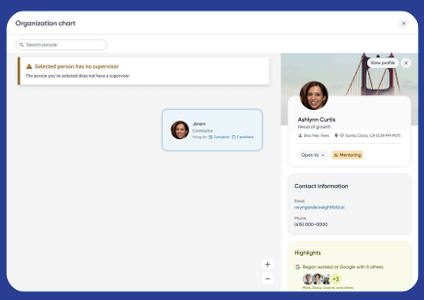
EDGE CASES

Edge Case, Empty States, Errors

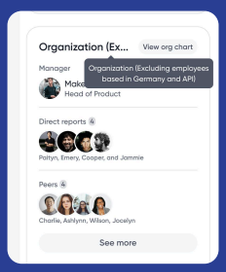
1. When user is not in CH



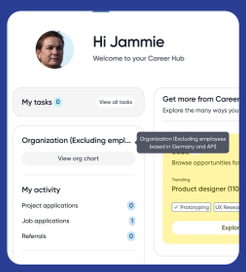
2. When user does not have supervisor



3. When custom text is too long



With peers and reportees

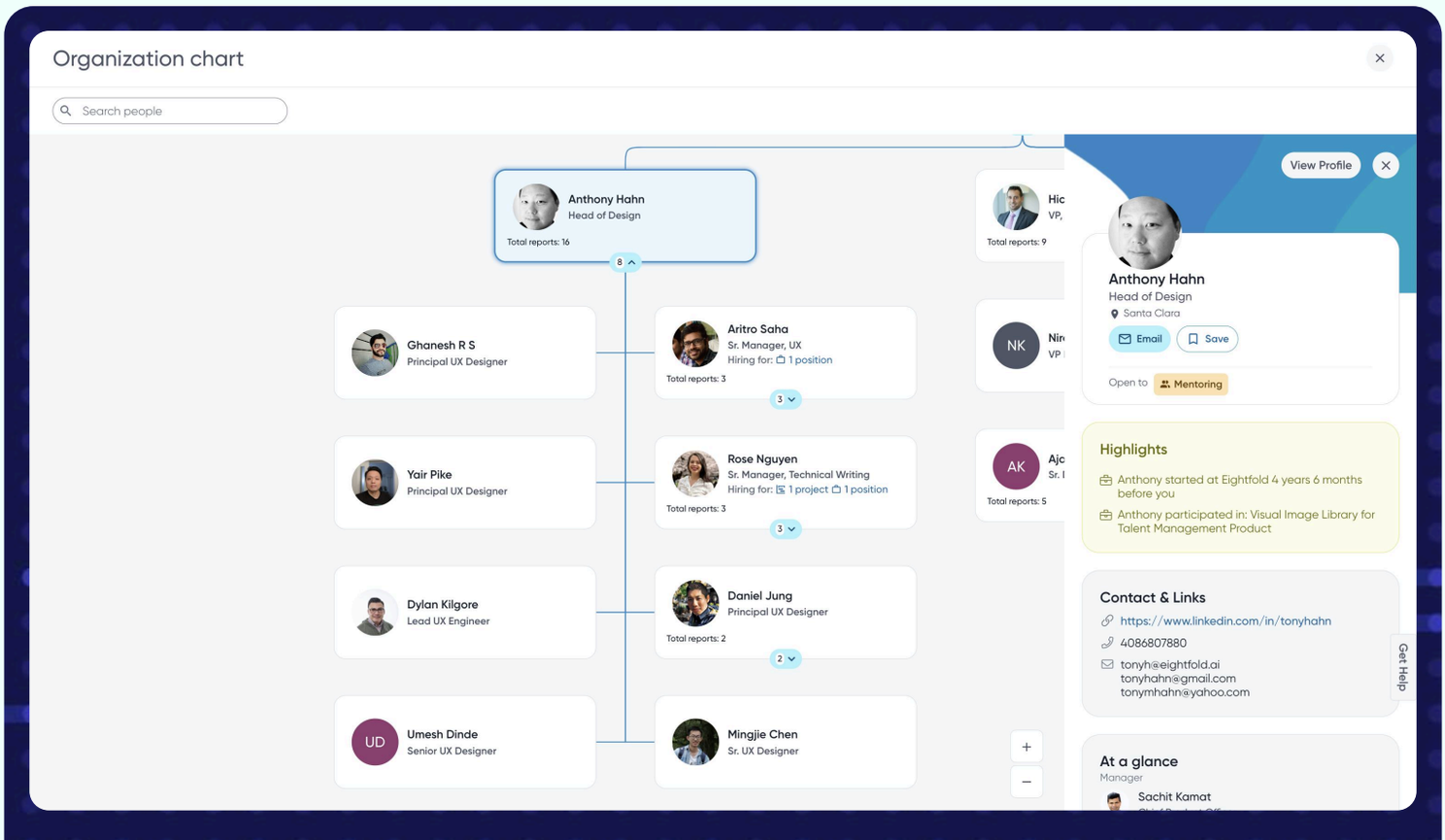


Without peers and reportees

4. Avoiding empty state by showing missing in search suggestion drop down

TESTING & VALIDATION

User Feedback Suggestions



EngagingUX | Immersive | Intuitive | GreaterDetailAndClarity | IncreasedEfficiency

Advanced Search + Filters

"Incorporating filters for department, role, and location would significantly enhance our search efficiency."

Custom views

"Customizable views for different teams and levels would greatly improve navigation and usability"

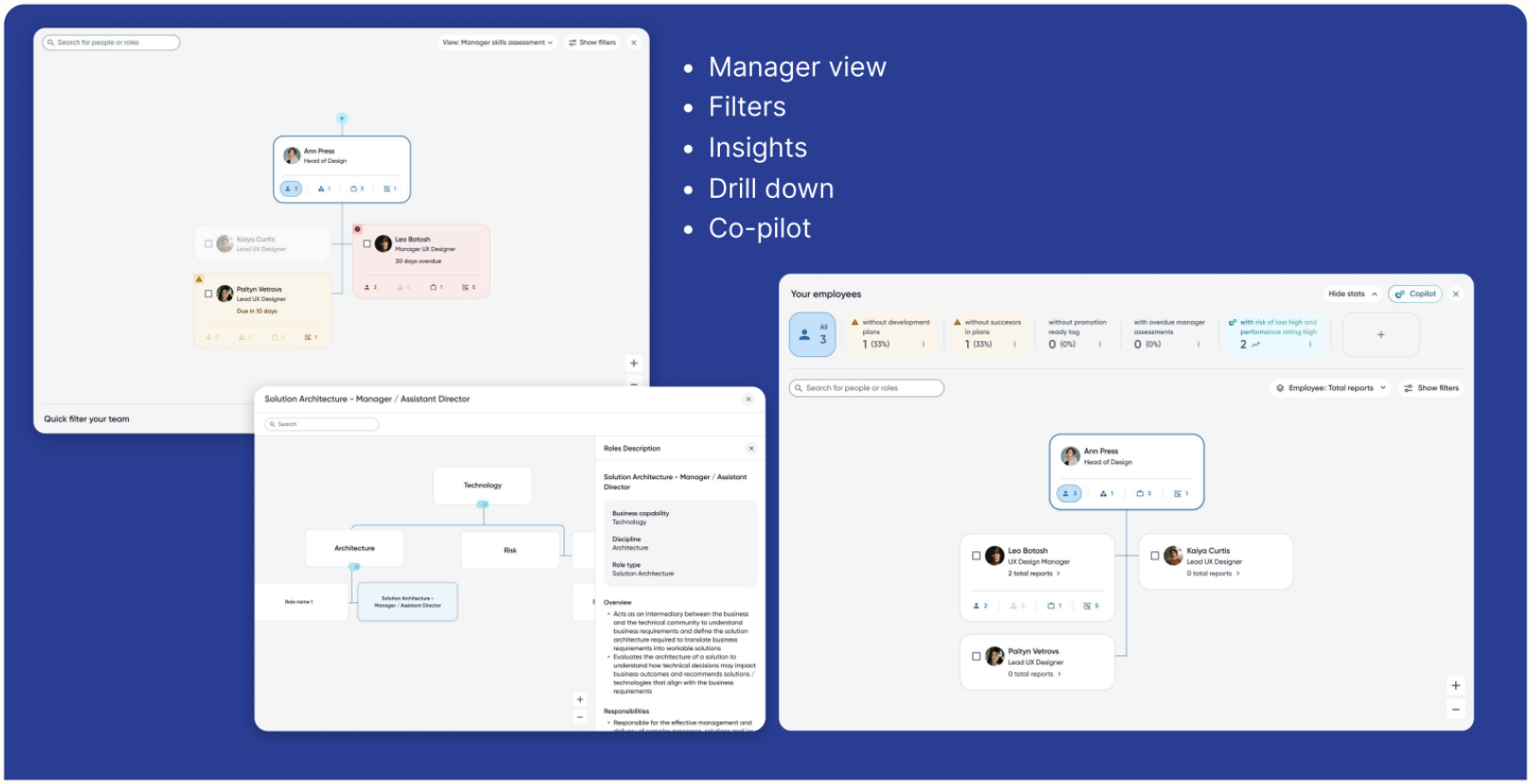
Personalized Saved Views

"The ability to save and quickly access frequently used views would streamline my daily org chart use"

Users wanted smarter, role-specific insights. Managers asked for a dedicated view of their team's structure, skills, and attrition. Others suggested filters, drilldowns, even an AI co-pilot for actionable org insights—shaping our roadmap for deeper exploration

We couldn't build everything—but focused on what would move the needle fast and validated our bets early.

FUTURE ENHANCEMENTS BASED ON FEEDBACK



🚀 IMPACT HIGHLIGHTS (6 WEEKS POST-LAUNCH)

Number of visits since launch

500%

- CTR jumped from 9.1% → 29.4%
- Avg. session time grew 28s → 1m15s
- 15% more bookmark adds
- 11% more profile updates

Note: Metrics tracked via internal dashboards (Mixpanel), In-app events, clickstream data, and daily active usage logs post-launch.

Positive feedback

I love how easily I can navigate the large org charts now. It's so much smoother and more intuitive than before." - EY customer

Usability

I'm impressed with how user-friendly the org chart is. It's straightforward and easy to understand, even for a first-time user - EF New hire

Engagement

"I find myself using the org chart almost every day now for various tasks. It's really improved how we collaborate and keep our profiles updated." - Amgen user

Growth in visits

"Since the new version rolled out, I've noticed a lot more of my colleagues are using the org chart regularly." - Internal user

✨ WHAT THIS UNLOCKED

> This project really stretched both systems thinking and execution. From scoping ambiguity to making tradeoffs and aligning teams, it wasn't just about pixels—it was about turning a forgotten corner into a business-critical experience.

📈 Real Outcomes

✅ 3.2× engagement surge
✅ Became Career Hub's most-used feature
✅ Triggered redesigns across profiles & recognition

🙌 Team & Stakeholder Love

🟡 "Hiring convos now start here." – HR
🟡 "We reused these patterns in 2 more tools." – PM
🟡 "Most stable rollout this quarter." – Eng

🌱 Takeaways as a Principal Designer

- 🧭 Took it from utility → discovery tool
- 🔁 Proved the power of scalable design systems
- 💡 Drove end-to-end solo: strategy, execution, impact

THANK YOU

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