

San Rafael product framing (Employee Onboarding - Digital Services)

[About](#)

[Problem statement](#)

[Vision](#)

[User types](#)

[User scenarios](#)

[Metrics](#)

[What we are not trying to do](#)

About

This document outlines the challenge to redefine Digital Service's processes during the onboarding of new employees at the City of San Rafael.

Problem statement

Employee Onboarding is a crucial process for the City of San Rafael that requires the coordination of multiple departments and serves as the first impression of a new employee on the efficiency and effectiveness of the organization's internal business processes. **The City's current onboarding processes is not cohesive, coordinated, or consistent across departments leaving new employees without necessary tools or training necessary to do their job at the best of their ability.** Digital Service can make internal improvements to our role in the onboarding process that can help improve the new employee experience.

Vision

Create a modern, efficient, and coordinated onboarding experience for new employees that employs automation, technology, and clear roles and responsibilities across the organization to ensure all new employees have the tools, training, and information they need to be successful on day one.

User types

- New Hire
- Managers and Supervisors
- Technical Support Staff - User account creation
- Technical Support Staff - New User Orientation
- Human Resources Staff - Orientation and paperwork
- Public Works Staff - Door access
- Police Department Staff - ID Cards
- Parking Services Staff - Parking permits

User scenarios

- A manager has just offered employment to a new prospective employee. The candidate readily accepted the offer and wants to start as soon as possible. What are the first steps the manager needs to take in order to set in motion a successful onboarding experience?
- A new employee at the City of San Rafael is getting ready for the first day of work. What happens before he/she walks in the door to the new job? What happens when he/she greets the new supervisor? What happens when he/she sits down at a workstation for the first time? How can a reimagined onboarding experience improve all stages of this process?
- The Department of Digital Service and Open Government receives a new employee request. Staff should have a clear process and all the information they need to create a user account and push out all necessary information for the Police Department to produce a staff ID card, Public Works to create access codes for City facilities, and ensure that the new employee has all of the software and hardware they need to start day one.

- During the new employee’s first week at the City of San Rafael they should feel welcome in the new position, informed about the internal processes at the City, and where to go when they have a question.

Metrics

- A measurable increase in New Employee Requests to Digital Service are made 5+ business days in advance of employee start date. Overall time to onboard is decreased.
- Decrease in technical support tickets from new employees within the first month of hiring.
- Decrease back and forth between new hire, manager, and staff involved in onboarding new user.
- Increased traffic to the Employee Website.

What we are not trying to do

We won't try to ...	Because ...
Change the steps in the onboarding process carried out in other departments	Our focus will be on improving account creation, and the Digital Service’s role in the new hire orientation
Redefine the entire Citywide onboarding process.	The Citywide onboarding process redesign will be managed by the Human Resources Department.