

# DESIGN FOR A POST COVID WORLD

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HOME WORKSPACE

TEAM GG

PRITA

PRATYUSH

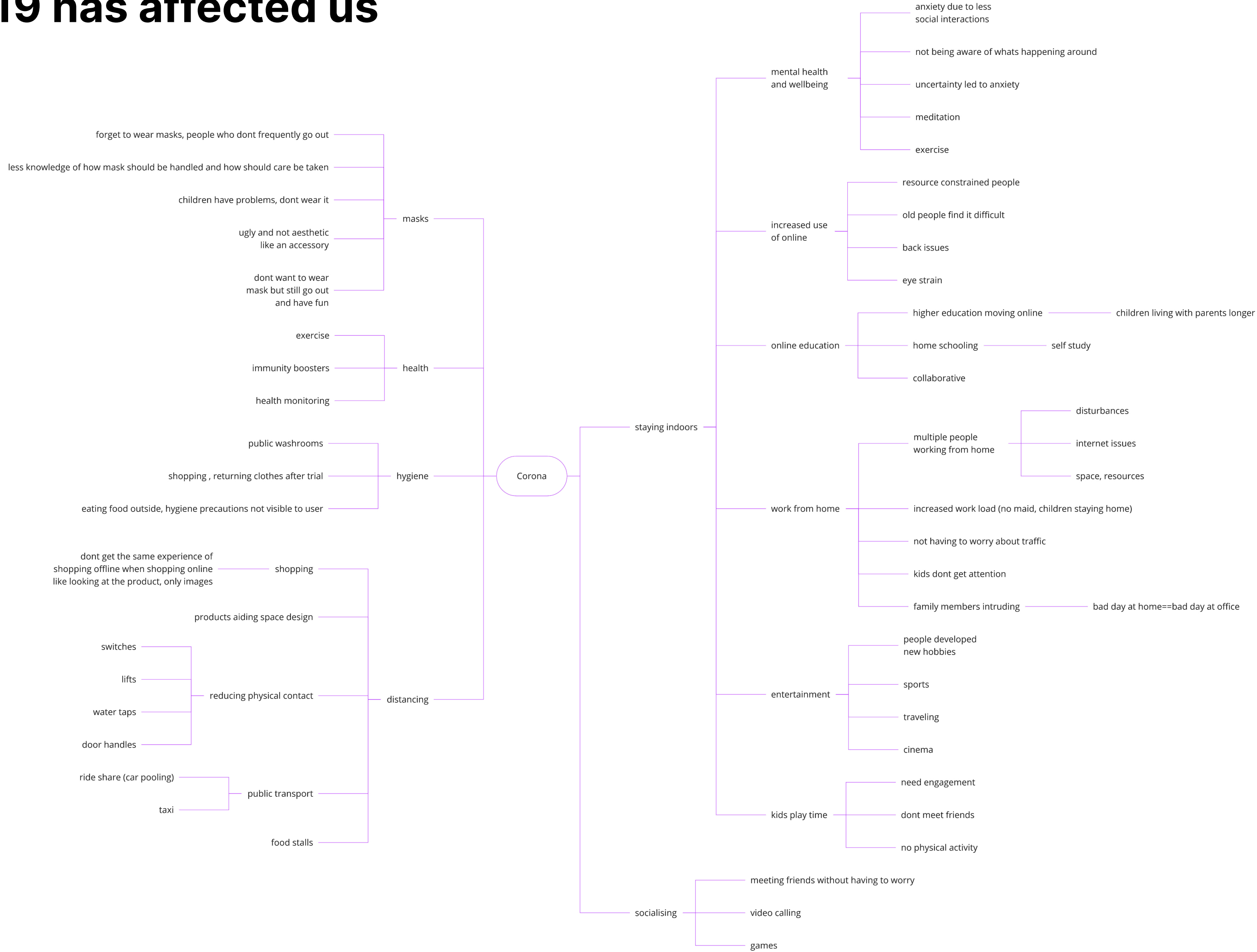
TARUN

## **Summary of the Week**

- Initial Brainstorming
- Shortlisted topics
- Secondary Research and Final Problem Selection
- Problem Statement
- Primary Research
- Market Study
- Key Insights from Research
- Redefined Problem Statement
- Existing Solutions

# **PROBLEM IDENTIFICATION**

# How Covid-19 has affected us



## Narrowing down the area of focus

Multiplayer  
Game

Wearable  
Device

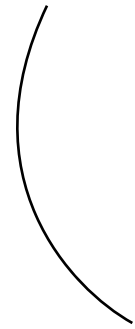
Work  
from  
home

safer  
packaging  
(food  
delivery)

neighbourhood  
networking

Engaging  
toys

To socialize and have fun



Multiplayer  
Game

Wearable  
Device

Work  
from  
home

safer  
packaging  
(food  
delivery)

neighbourhood  
networking

Engaging  
toys

Help users by motivating the user to make healthier choices

Multiplayer  
Game

Wearable  
Device

Work  
from  
home

safer  
packaging  
(food  
delivery)

neighbourhood  
networking

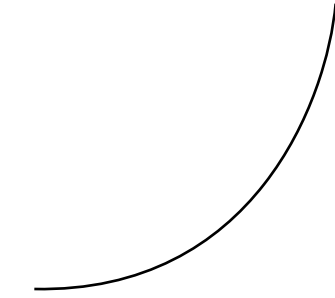
Engaging  
toys

Multiplayer  
Game

Wearable  
Device

Work  
from  
home

Help people be more  
productive while  
working from home  
and maintain good  
work-home balance



safer  
packaging  
(food  
delivery)

neighbourhood  
networking

Engaging  
toys



Multiplayer  
Game

Wearable  
Device

Work  
from  
home

safer  
packaging  
(food  
delivery)

neighbourhood  
networking

Engaging  
toys

Smart packaging that  
ensures that people enjoy  
the food and not worry  
about the virus

Multiplayer  
Game

Wearable  
Device

Work  
from  
home

safer  
packaging  
(food  
delivery)

neighbourhood  
networking

Engaging  
toys

provide a means to socialise  
with people living near you, talk  
to new people, stay updated  
about what is happening

Multiplayer  
Game

Wearable  
Device

Work  
from  
home

safer  
packaging  
(food  
delivery)

neighbourhood  
networking

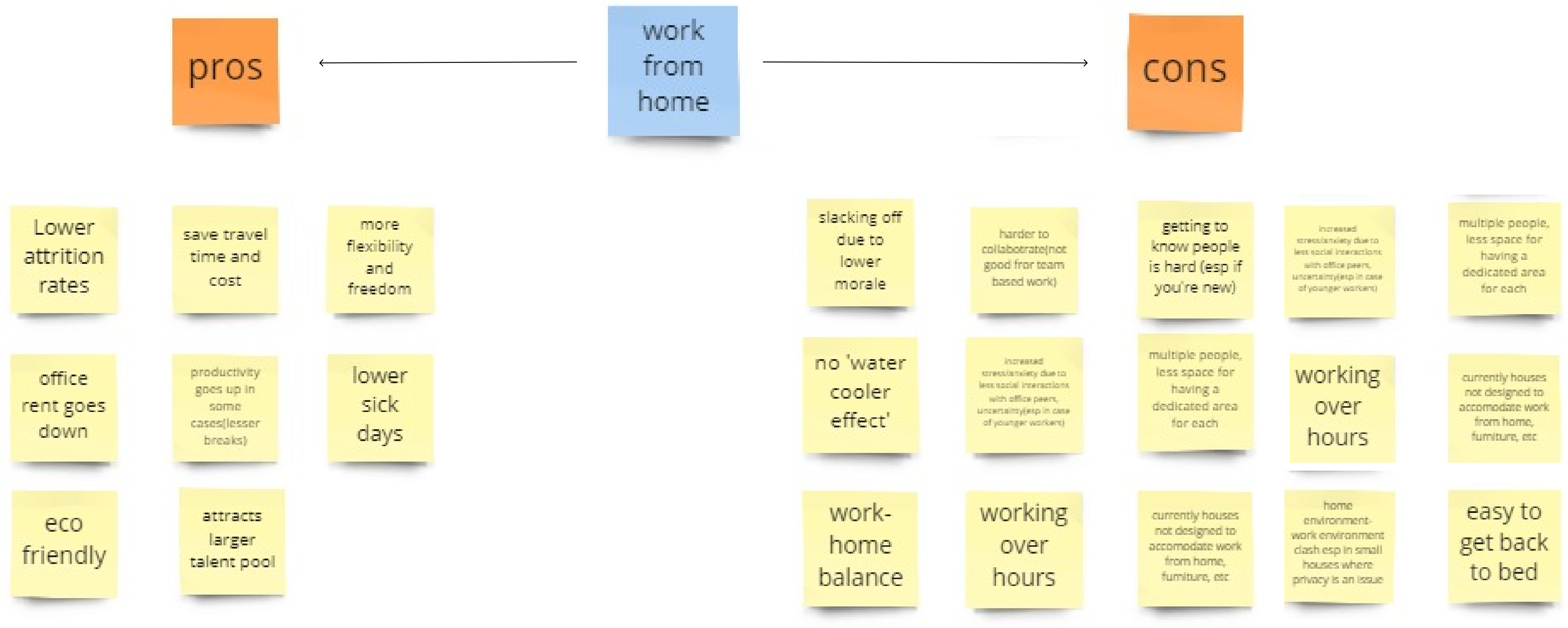
**Engaging  
toys**

To provide more engaging play  
experience to the kids so that the  
parents can take a break

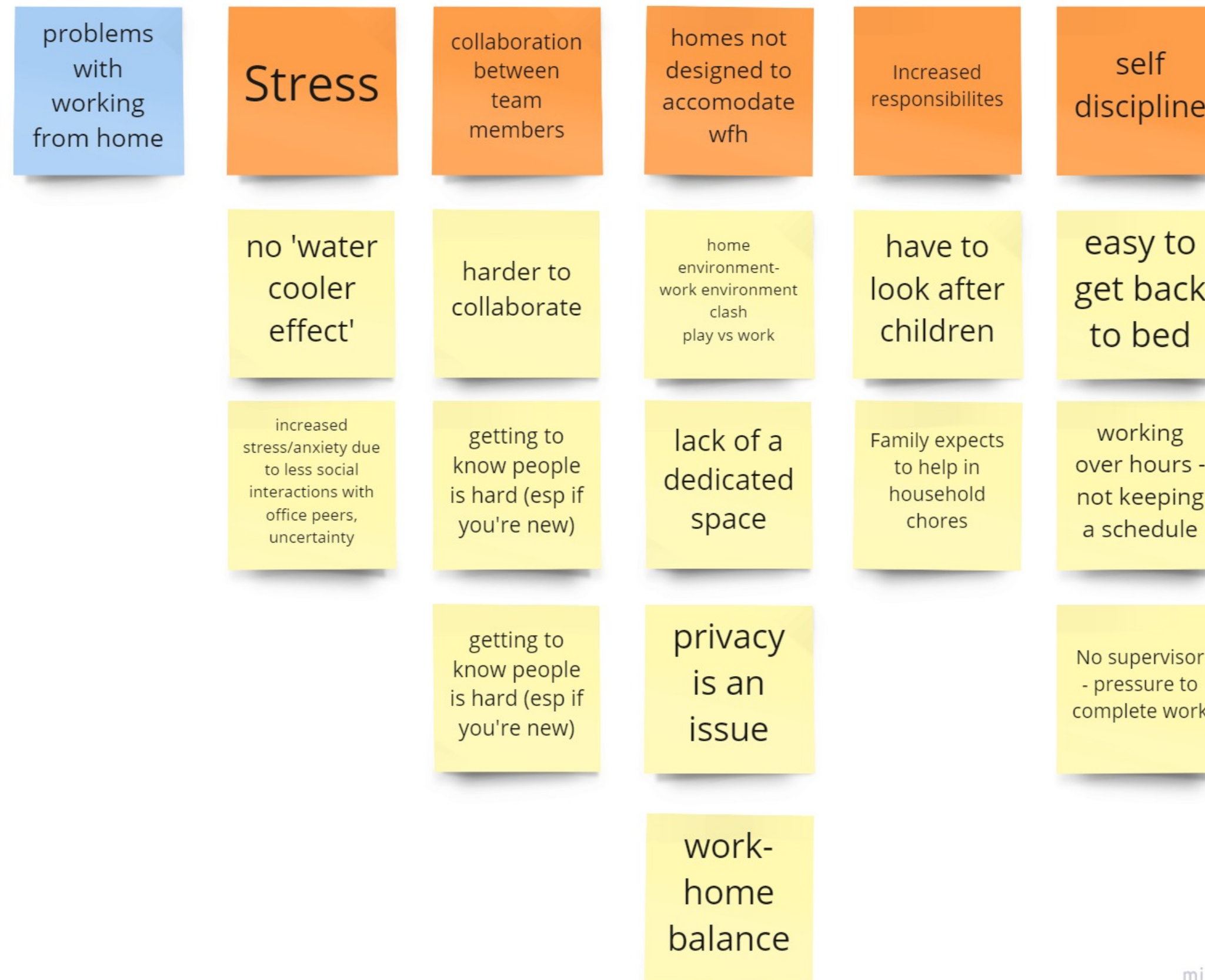
# Final Area: Work from home

		Multiplayer Game	Wearable Device	Work from home	safer packaging (food delivery)	neighbourhood networking	Engaging toys
Why (Why is it being designed) .	Why	to socialize and have fun	help users with daily life tasks	help people be more productive, work-life balance	help people enjoy the food and not worry about the virus	provide a means to socialise with people living near you and talk to new people, interaction and stay updated about what is happening	to provide more engaging play experience to the kids
What (What is being designed) .	What	game	a wearable device	a work space	packaging	map based messaging/ networking app	toy
How (What is the process for design) .	How	1 Need Finding, Understanding and Research - Analysis 2 Ideation and initial concepts 3 Final Concepts - Visualisation Participative/Iterative 4 Concept prototyping - User Feedback	1 Need Finding, Understanding and Research - Analysis 2 Ideation and initial concepts 3 Final Concepts - Visualisation Participative/Iterative 4 Concept prototyping - User Feedback				
whom (for whom is it being designed) .	Whom	Gen Z	18-65	people who work from home?	above 5	age15-30	0-5
where (what is the context/place/media for design) .	Where	phone,pc	everywhere	home	restaurants, home,	smartphone, understanding and getting to know your neighbours	home
when (How long will you take to design)	When	5 weeks	5	5	5	5	5

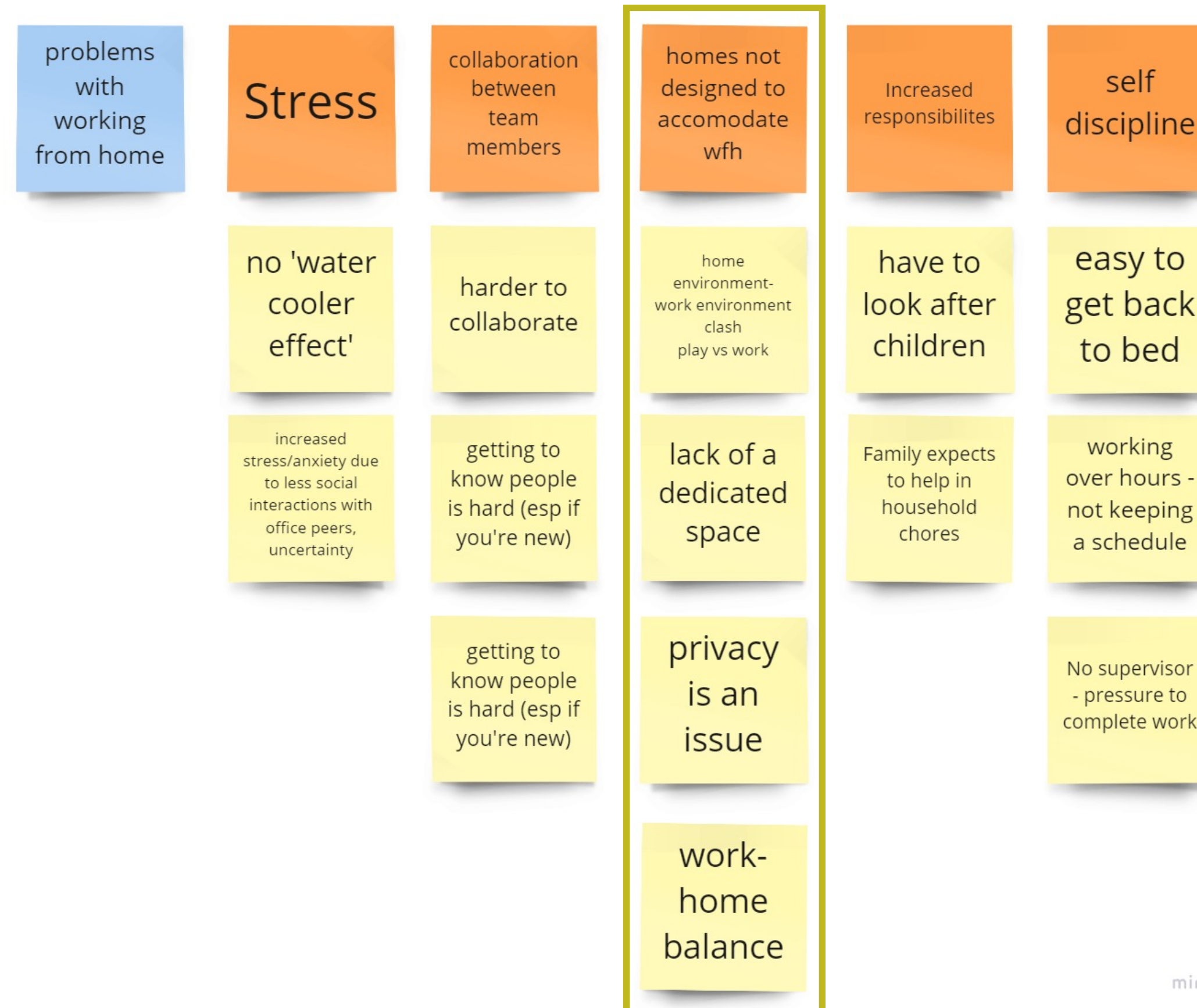
# Zeroing in on one topic



# Zeroing in on one topic



# Zeroing in on one topic



## **Why home workspace?**

Appropriate workspace is crucial to have good productivity at work. A clash and interference from the home environment, feeling unmotivated due to relaxed ambience at home, lack of organisation, etc are deterrents in creating an effective work experience at home.

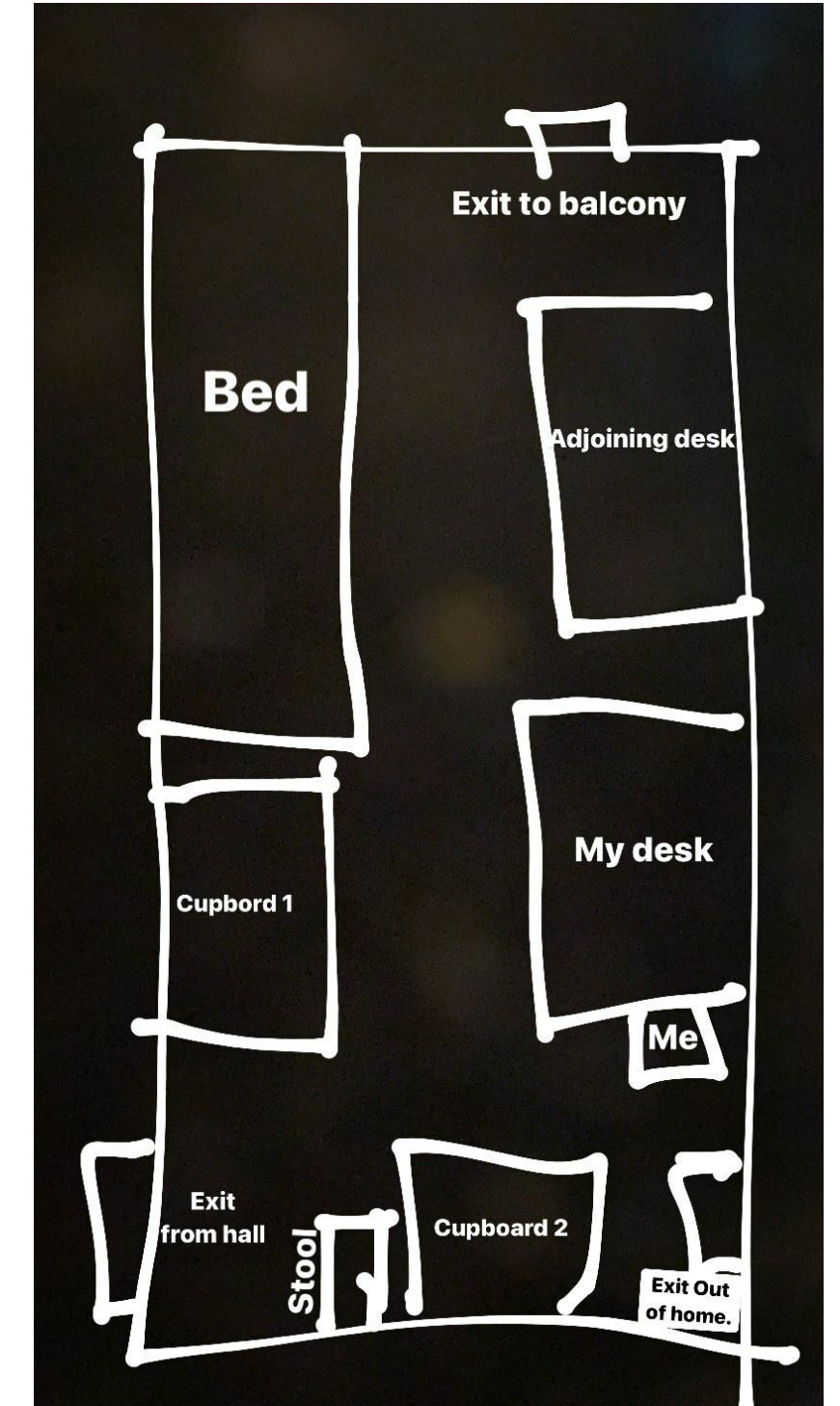
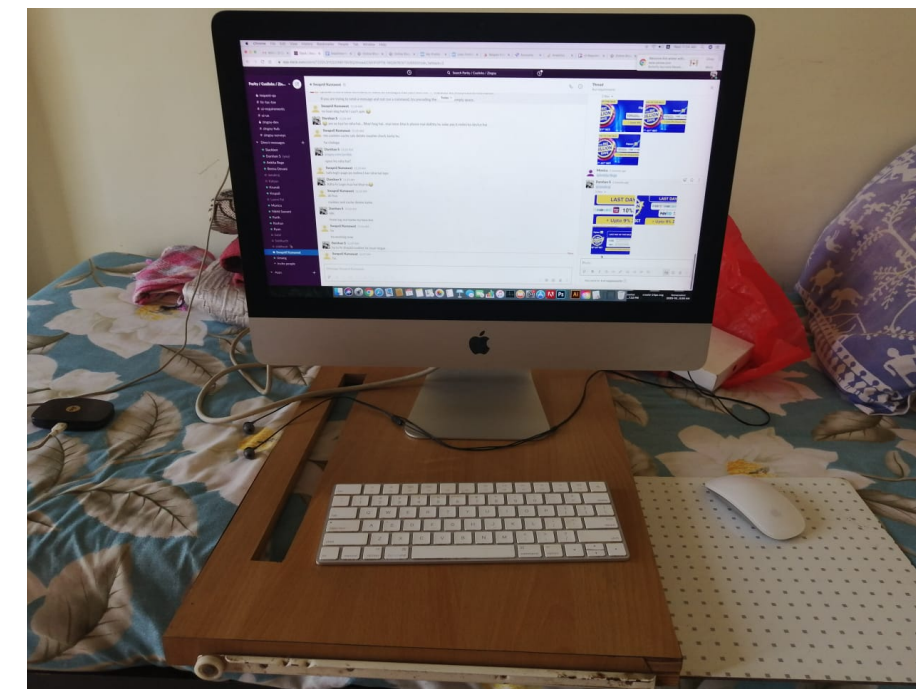
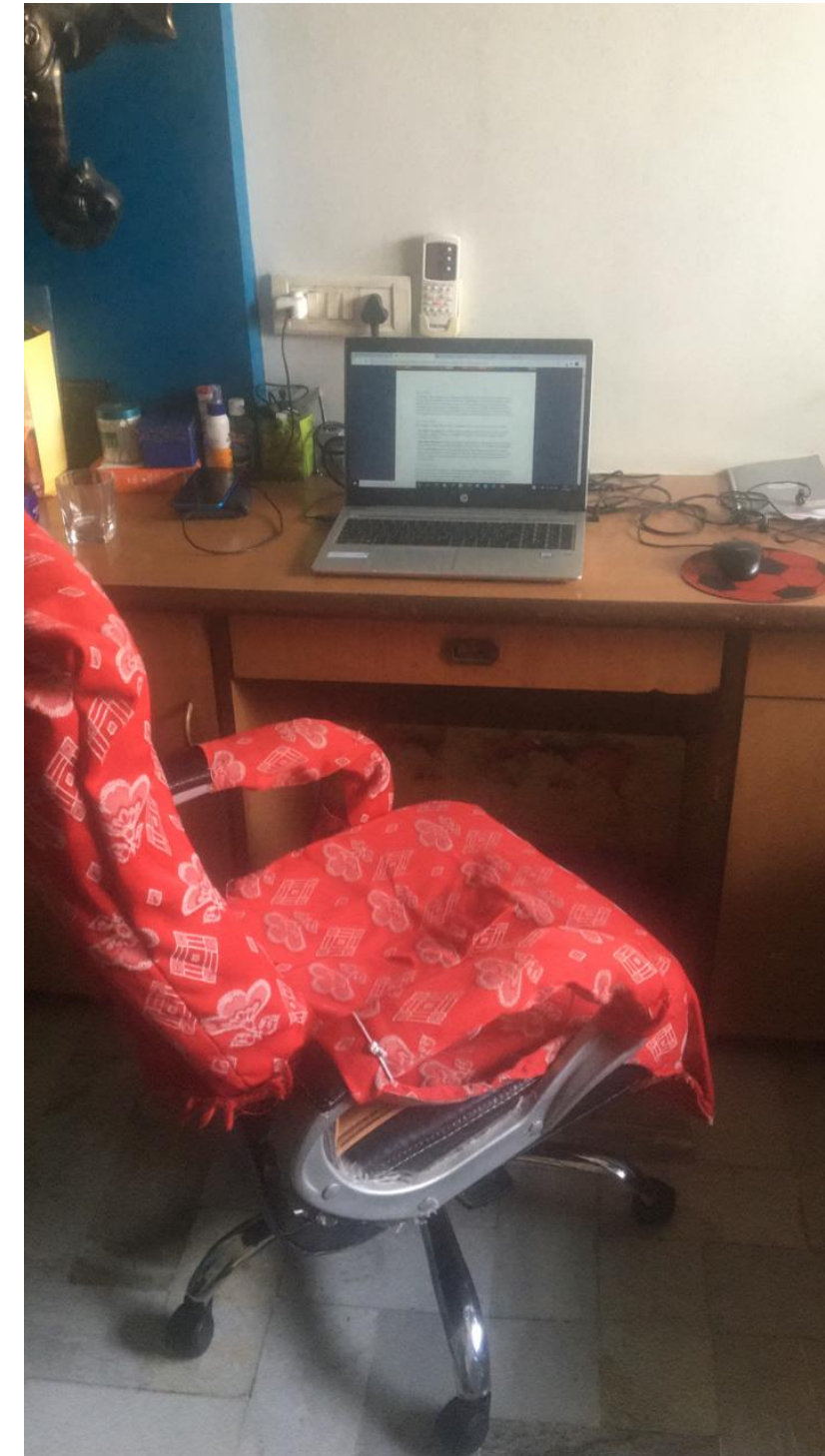


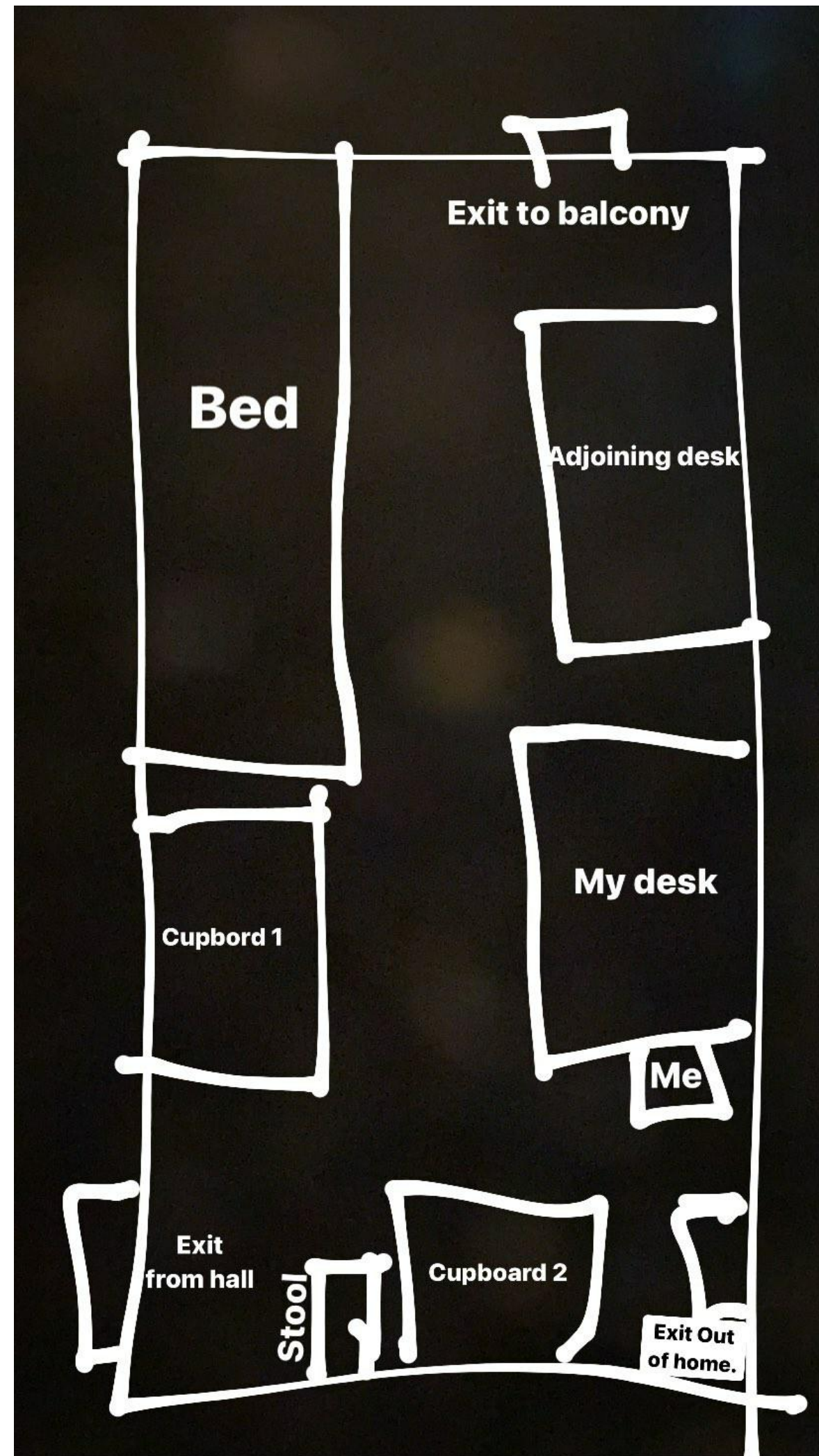
## **Problem Statement**

To design for a home workspace for a person working in a shared space with family to avoid distractions from home and increase work from home productivity.

# **PRIMARY RESEARCH**

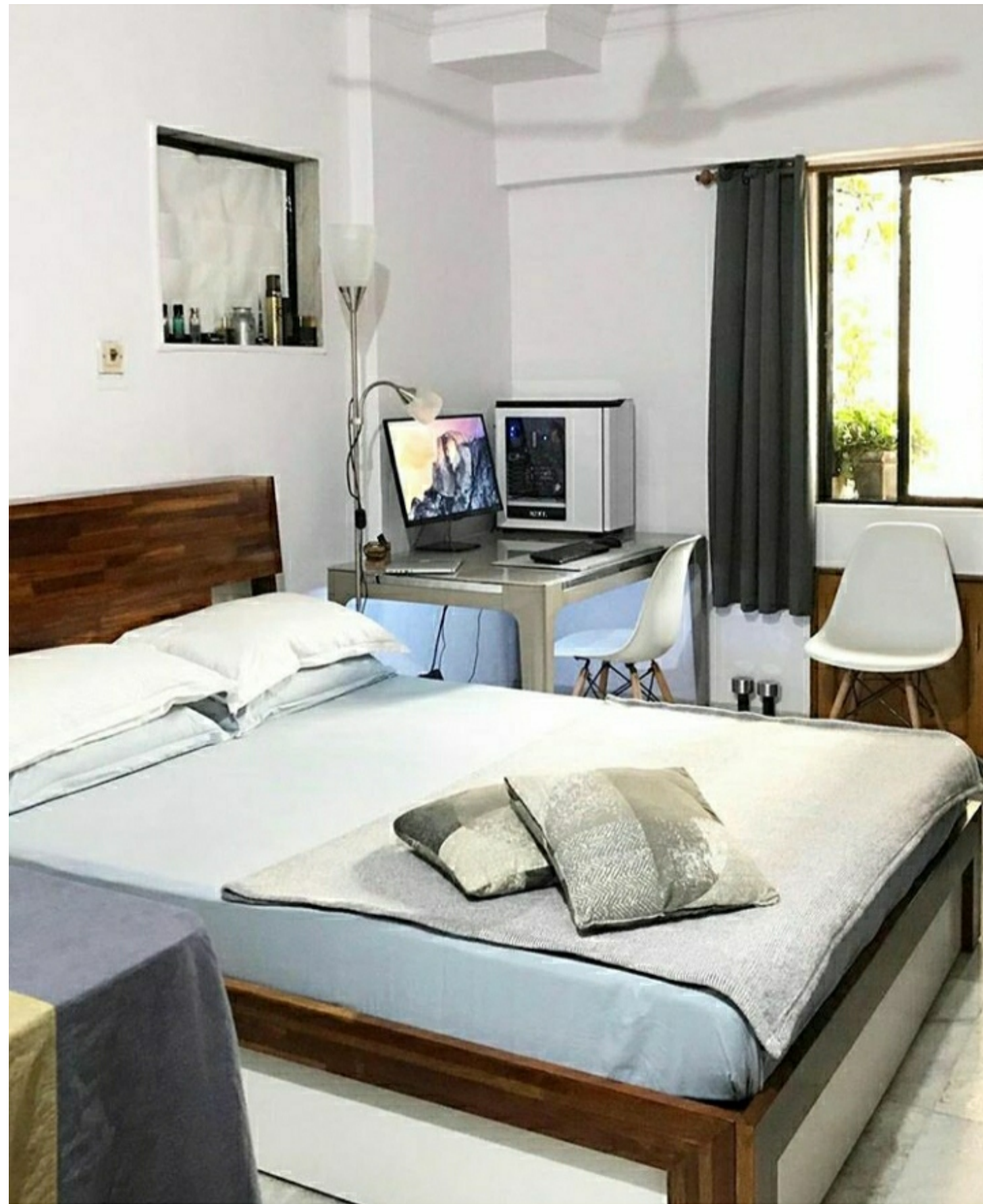
# Primary Research





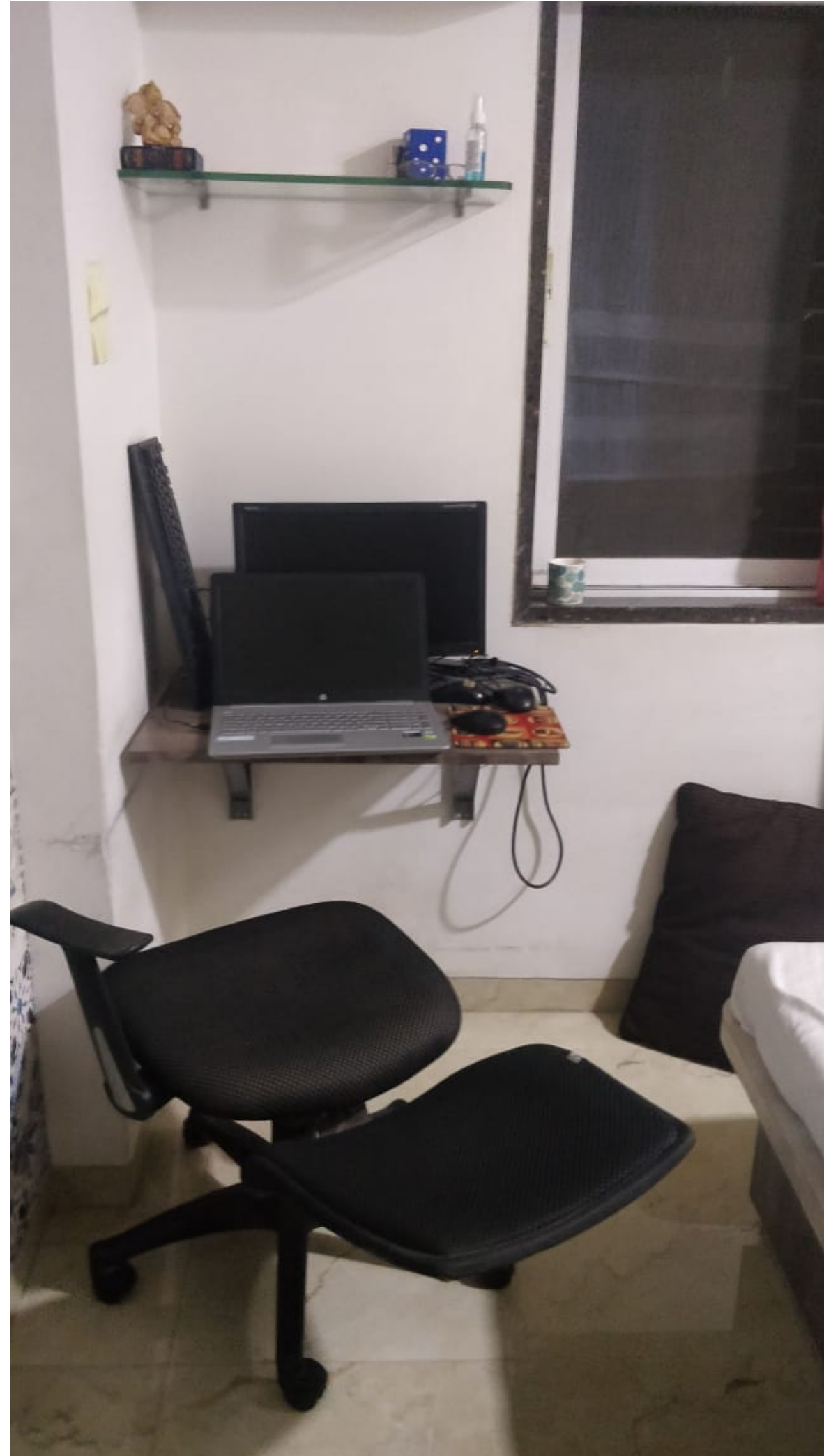
## User 1 - M28 - Doesn't have private space

- Living with parents and grandmother
- Folding desk and chair in living room is workspace
- Living room is shared space
- Uses noise cancelling headphones
- Have to inform in advance before meetings to stay away from area
- Gets distracted by people moving around his desk
- Existing desk is good enough
- Would like a more private space with less interference
- Self motivated
- Affordability and space are important when buying furniture



## User 2 - M27 - Shares bedroom with brother

- Shares bedroom with brother
- A table in the corner of bedroom is workspace
- Brother can't be in the room when user is working
- House is usually quiet
- Closes door to stop people from coming inside room
- Wants to be on his own when working
- Existing desk is good enough, was freelancing earlier
- Self motivated
- Aesthetics, space, cost are important when buying furniture



## User 3 - M25 - Has his separate room

- Has an entire room to himself
- A table and chair in the corner of bedroom is workspace
- Family is on other floor in the same building
- Prefers privacy over comfortable furniture
- Wants to be on his own when working
- Chair is broken and needs new one, would buy soon
- Self motivated
- Cost is important when buying furniture

# Survey

Would you be willing to work from home post COVID if given the option to do so? \*

- Yes, everyday
- Yes, on some days
- No, office is better
- Other: \_\_\_\_\_

Explain the reason for above answer

Your answer \_\_\_\_\_

Where would you prefer buying furniture from? \*

- Online
- Local store
- Custom made
- Other: \_\_\_\_\_

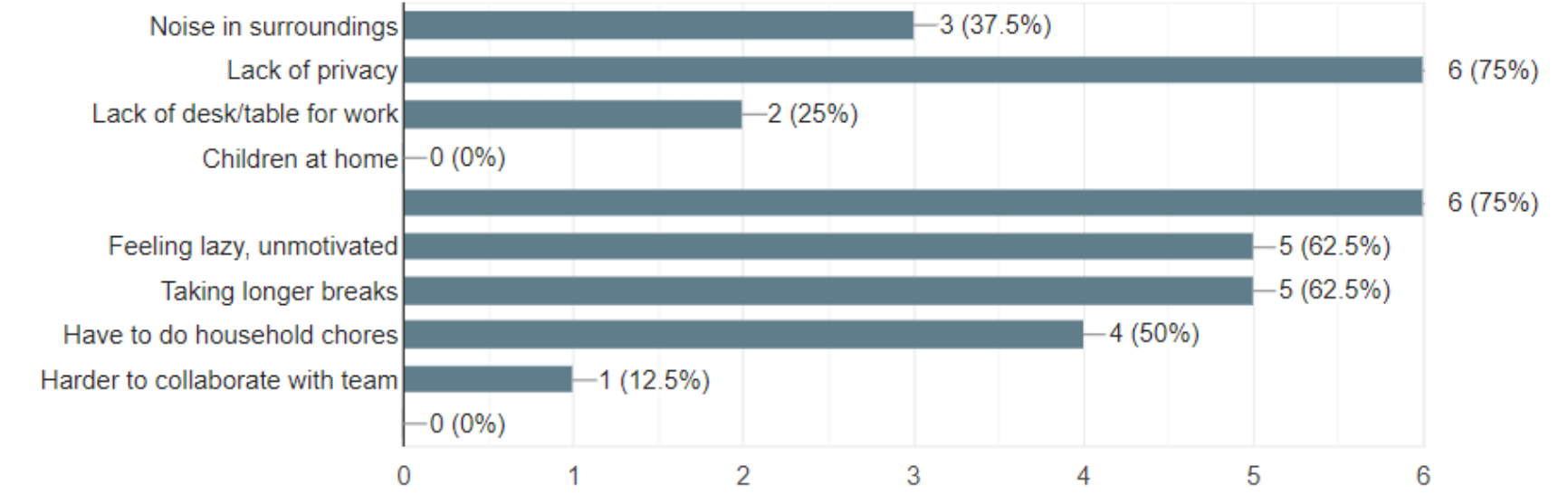
Which websites would you probably buy from?

- Pepperfry
- Ikea
- Urbanladder
- Amazon
- Flipkart
- Wooden Street
- InLiving

## Work from Home Survey

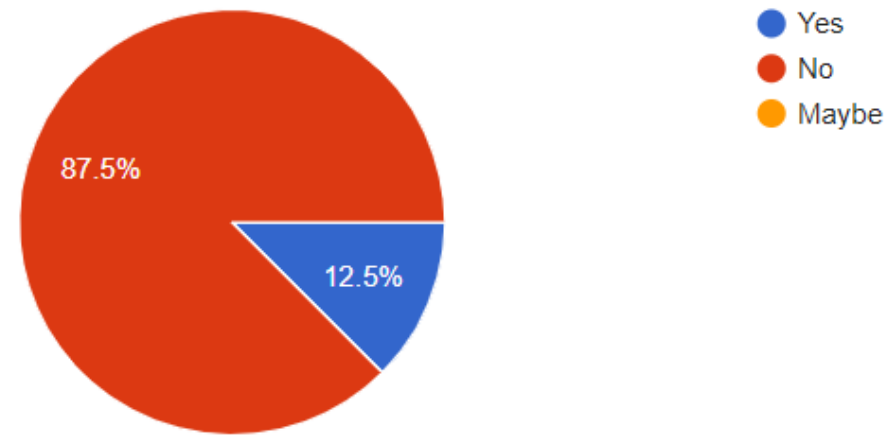
What issues are you facing when working from home?

8 responses



If yes, would you be willing to make structural changes (building new walls or breaking walls) in your home to have a better work environment at home?

8 responses



What are your biggest concerns/considerations (cost, space, comfort etc) when buying new furniture in order of priority? \*

Your answer \_\_\_\_\_

What changes would you make in your current workspace at home if you had no restrictions? \*

Your answer \_\_\_\_\_

## **Key Insight from Research**

People primarily need a private space where they don't want to be intruded. Family members unintentionally interrupt user's work flow.

People do not want to make structural changes in their home.

There is a lot of furniture options available in the market to meet the needs of comfort, space, aesthetics, etc and the reason people currently don't have them because they didn't find the dire need for them currently.



## **Redefined Problem Statement**

Designing for privacy in a home workspace to reduce distractions created by home environment for a person living with family and working in a shared space at home without making structural changes.

# Existing Products for Indoor Privacy



## Next Steps

**This week** - Doing further primary research and understanding user reactions of existing products, analyse the pros and cons, requirements, decide crucial features

**Week 3** - Ideation, conceptualisation, feedback, changes

**Week 4** - Final concept, prototyping, user feedback

**Week 5** - Business model

## References

### Work from Home

<https://hbr.org/2014/01/to-raise-productivity-let-more-employees-work-from-home>

<https://siepr.stanford.edu/research/publications/bright-future-working-home>

<https://news.stanford.edu/2020/06/29/snapshot-new-working-home-economy/>

### Existing Products

<https://www.hermanmiller.com/products/workspaces/all-workspaces/>

<https://www.aliexpress.com/i/32916421479.html>

<https://www.ikea.com/in/en/p/sammankoppla-room-divider-white-60464209/>

### Surveys

<https://globalworkplaceanalytics.com/wp-content/uploads/edd/2020/05/Global-Work-from-Home-Experience-Survey-Report-FINAL.pdf>

**THANK YOU**