

**TEAM GG**

# **HOME WORKSPACE**

DESIGN FOR A POST COVID WORLD

## So Far...

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

## **This Week**

- Key Insights of Research
- Redefined Problem Statement
- Problems in Existing Solutions
- What is privacy?
- Scenarios and User Needs Analysis
- Product Requirements

## **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.

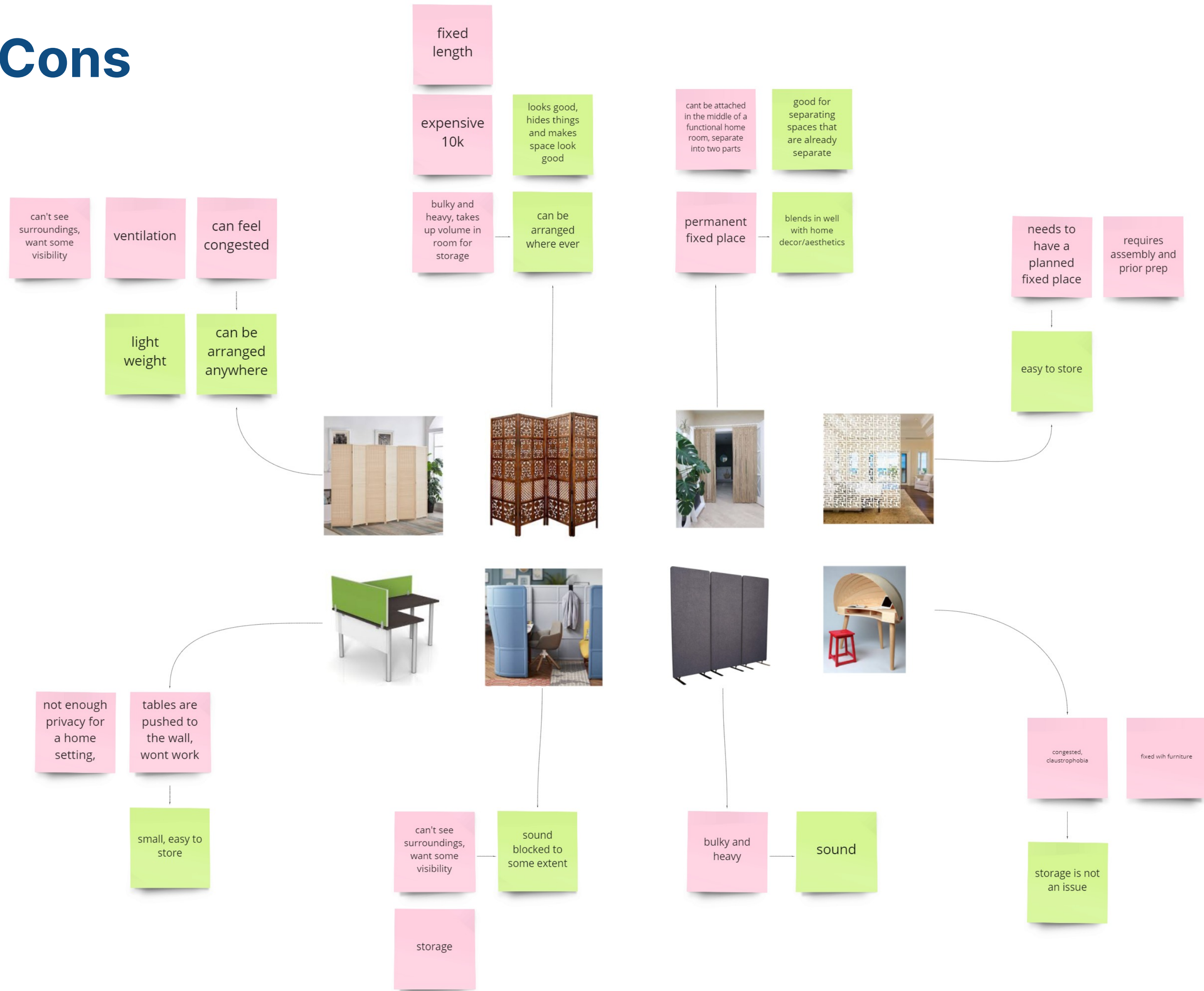
## **Redefined Problem Statement**

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

## **What kind of privacy?**

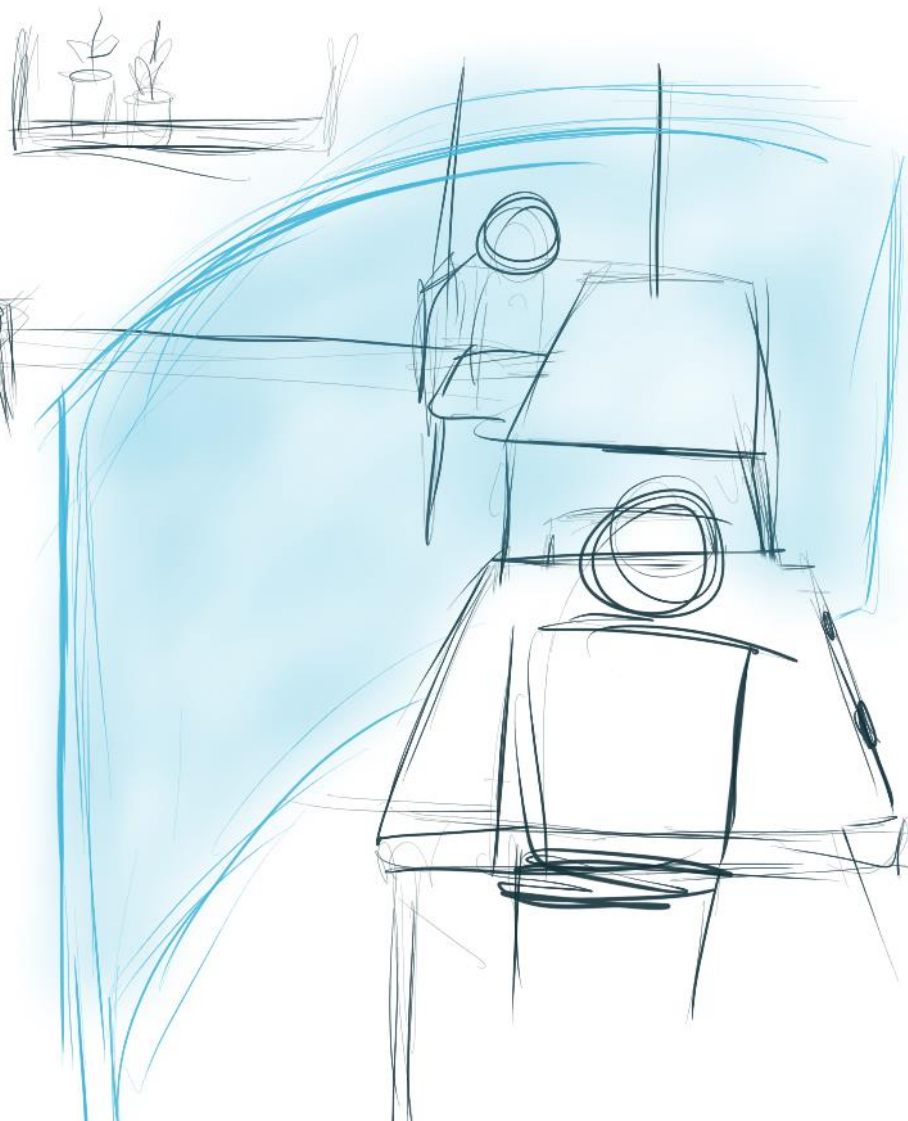
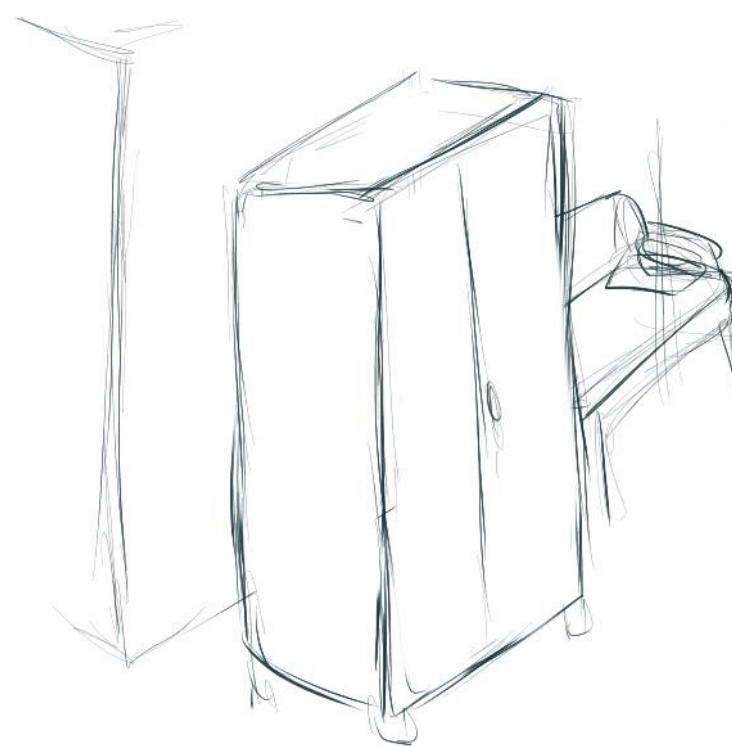
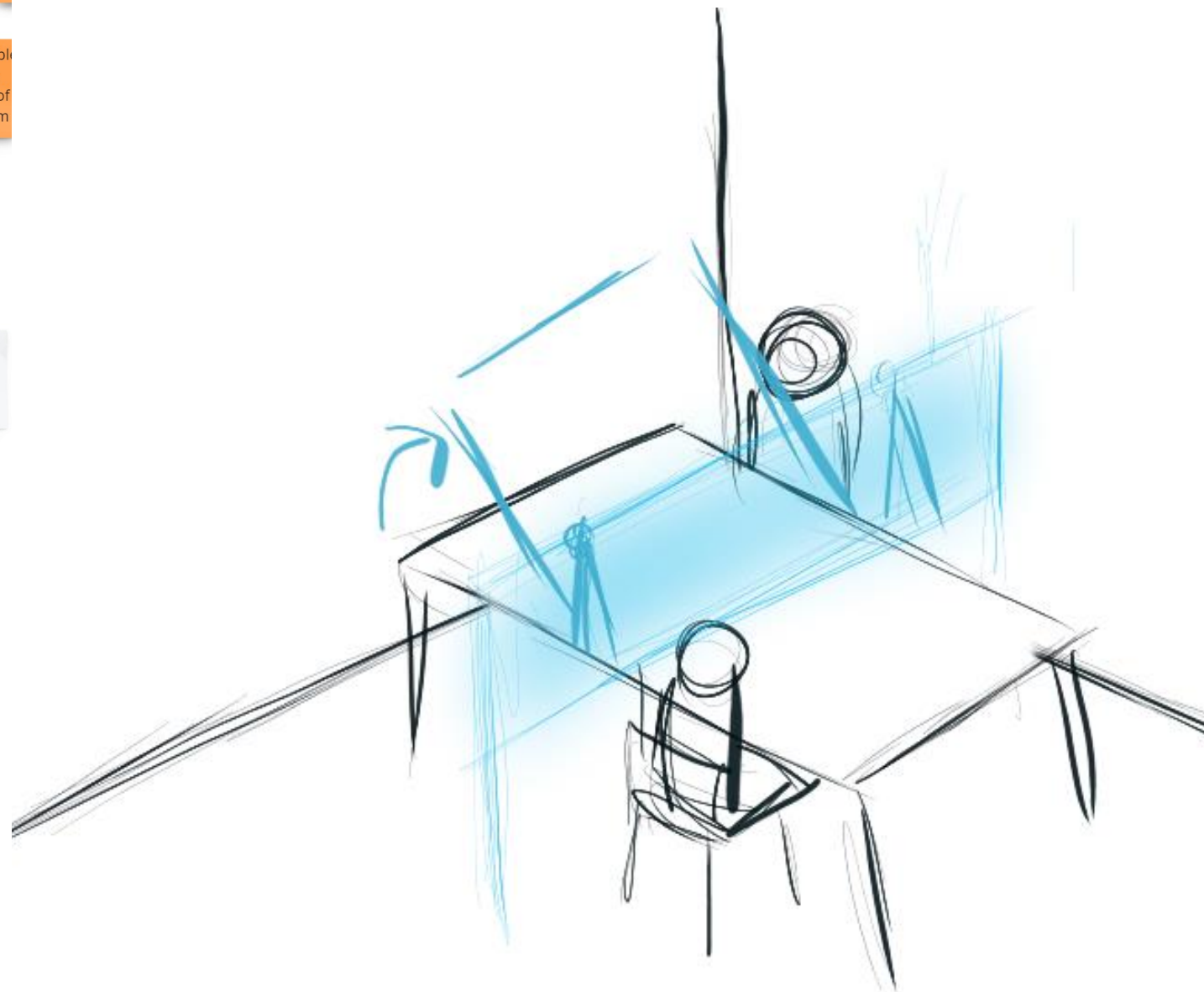
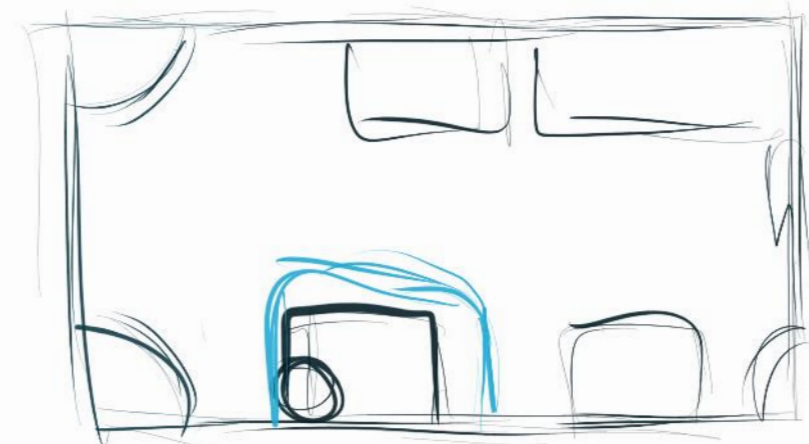
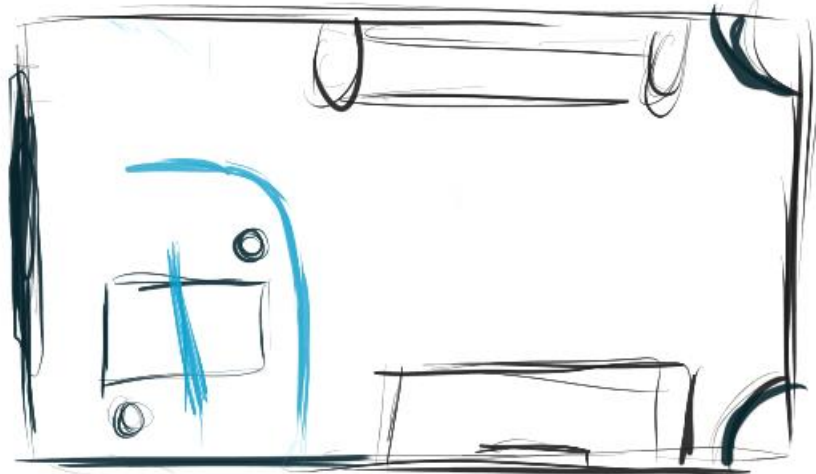
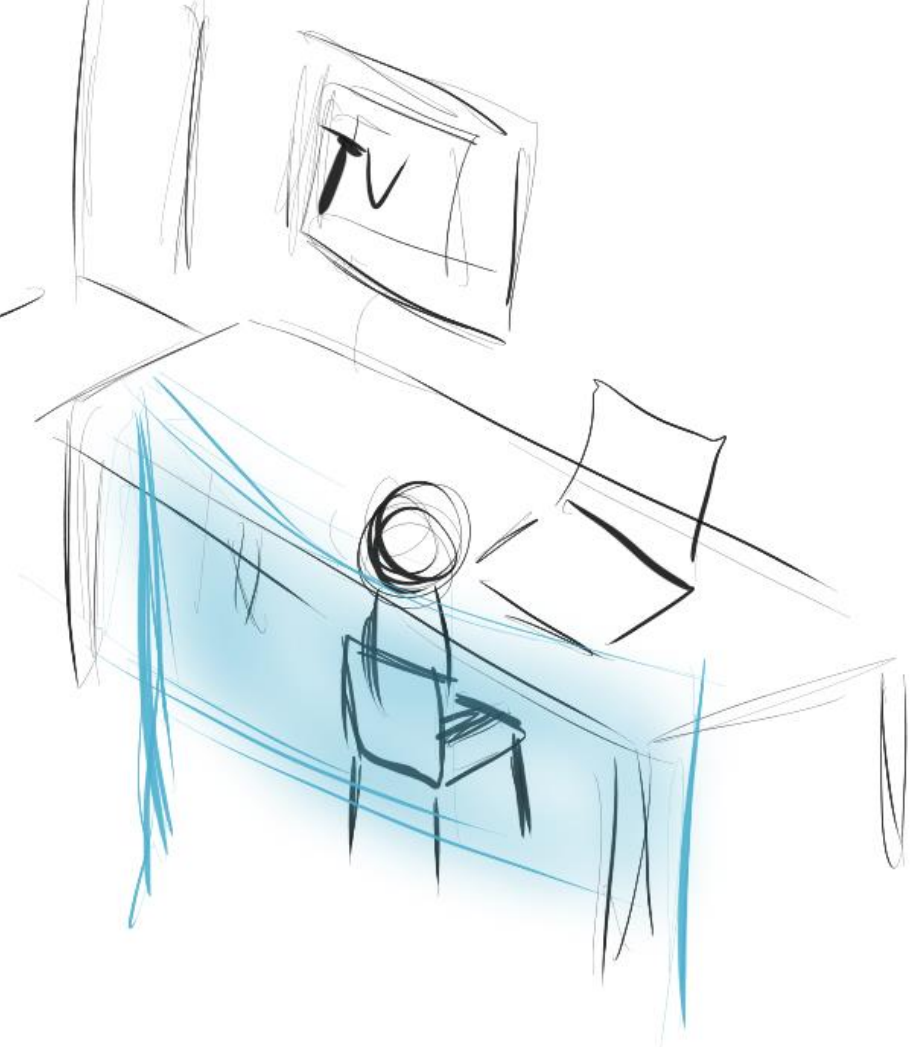
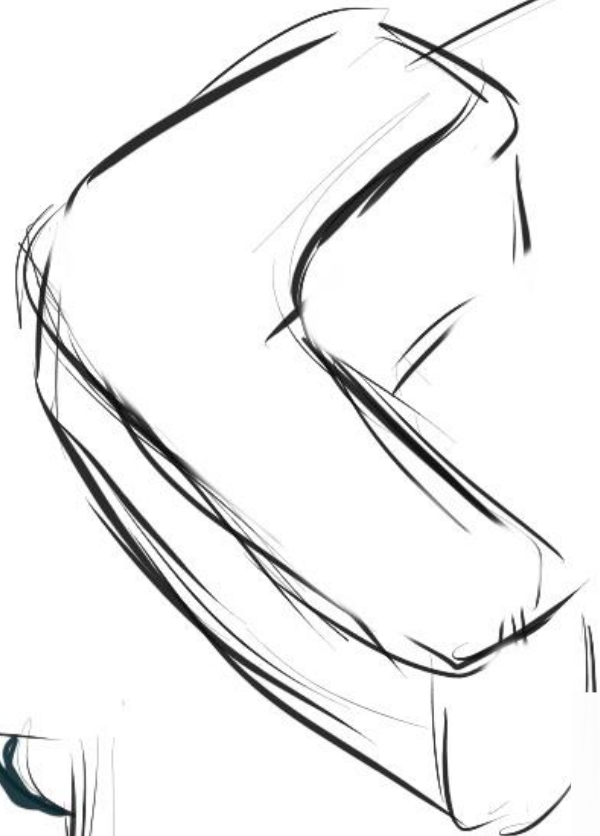
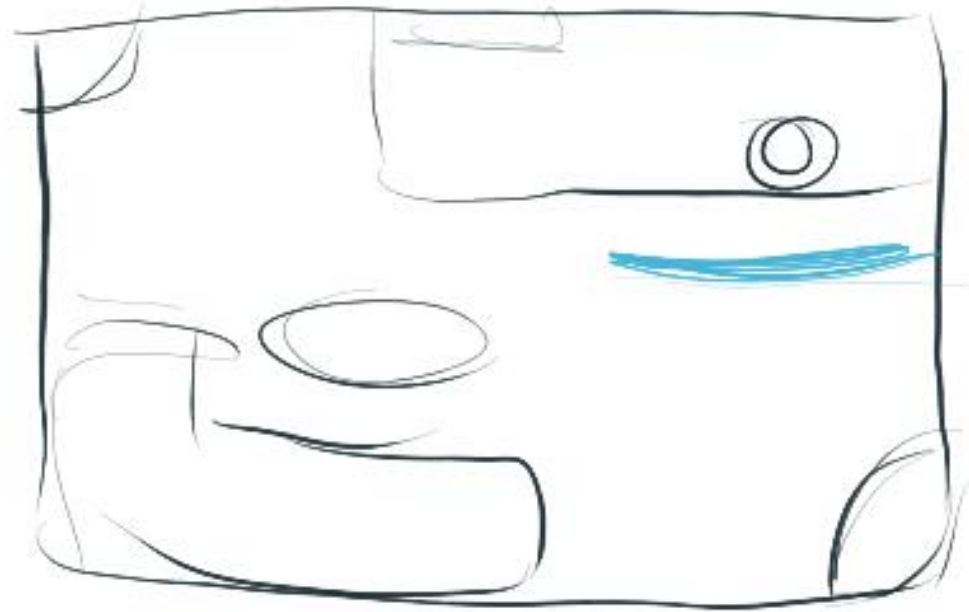
- Diversion of attention caused by constant movement of people
- Family members unsure of whether it is okay to talk or not
- Display of home environment in the background during meetings
- Inability to concentrate because of people watching
- Sounds from household activities

# Pros and Cons

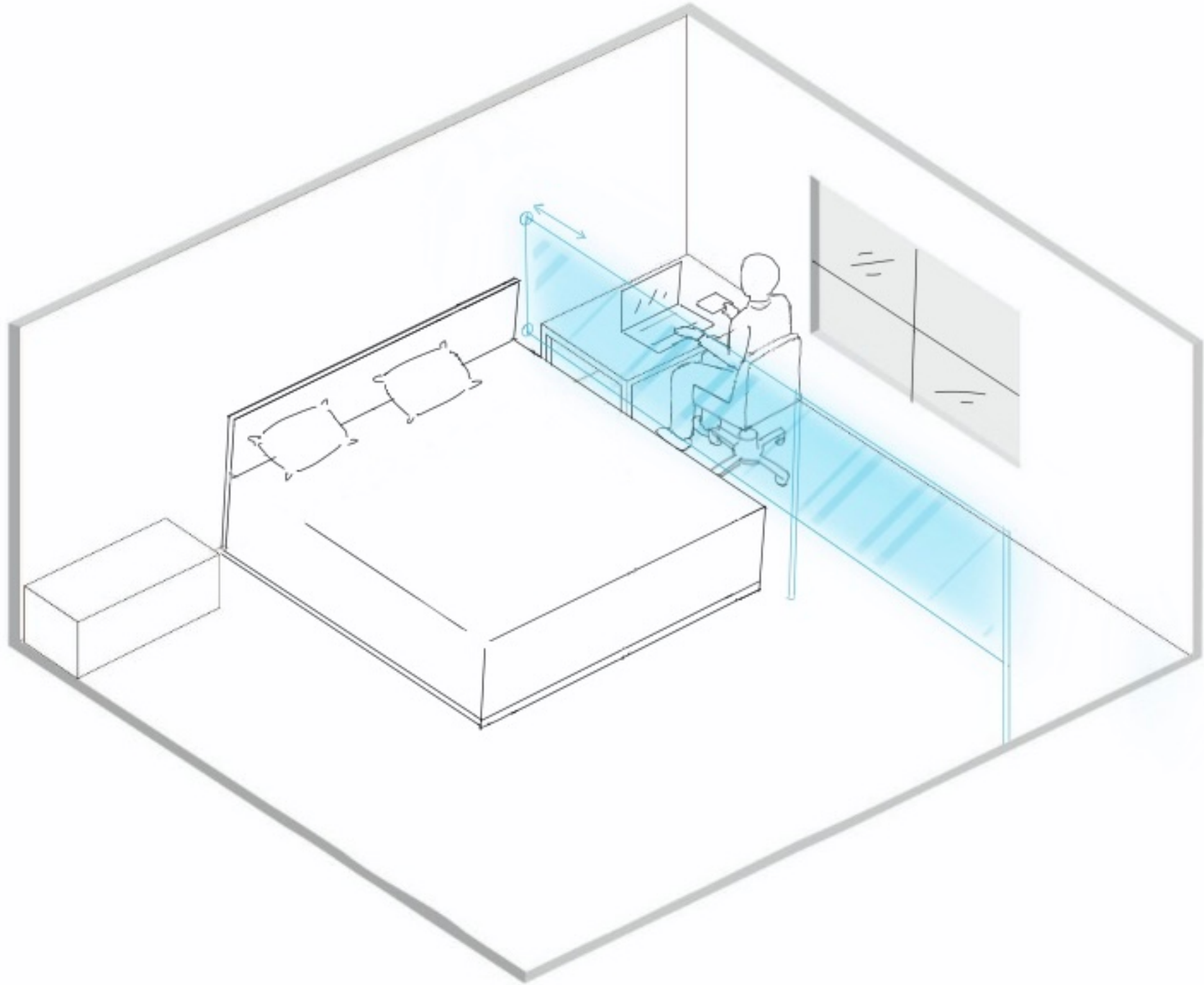
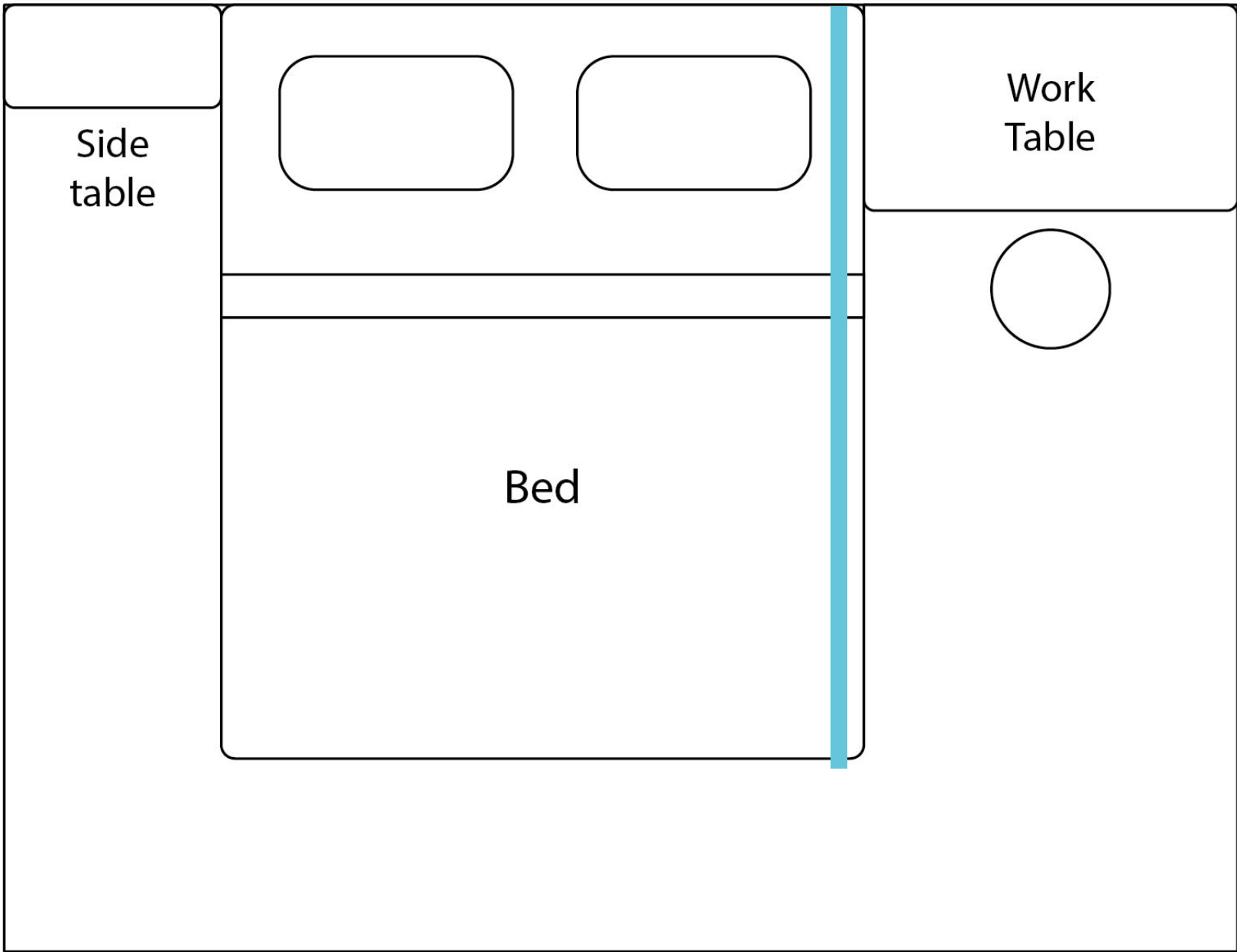


# SCENARIOS

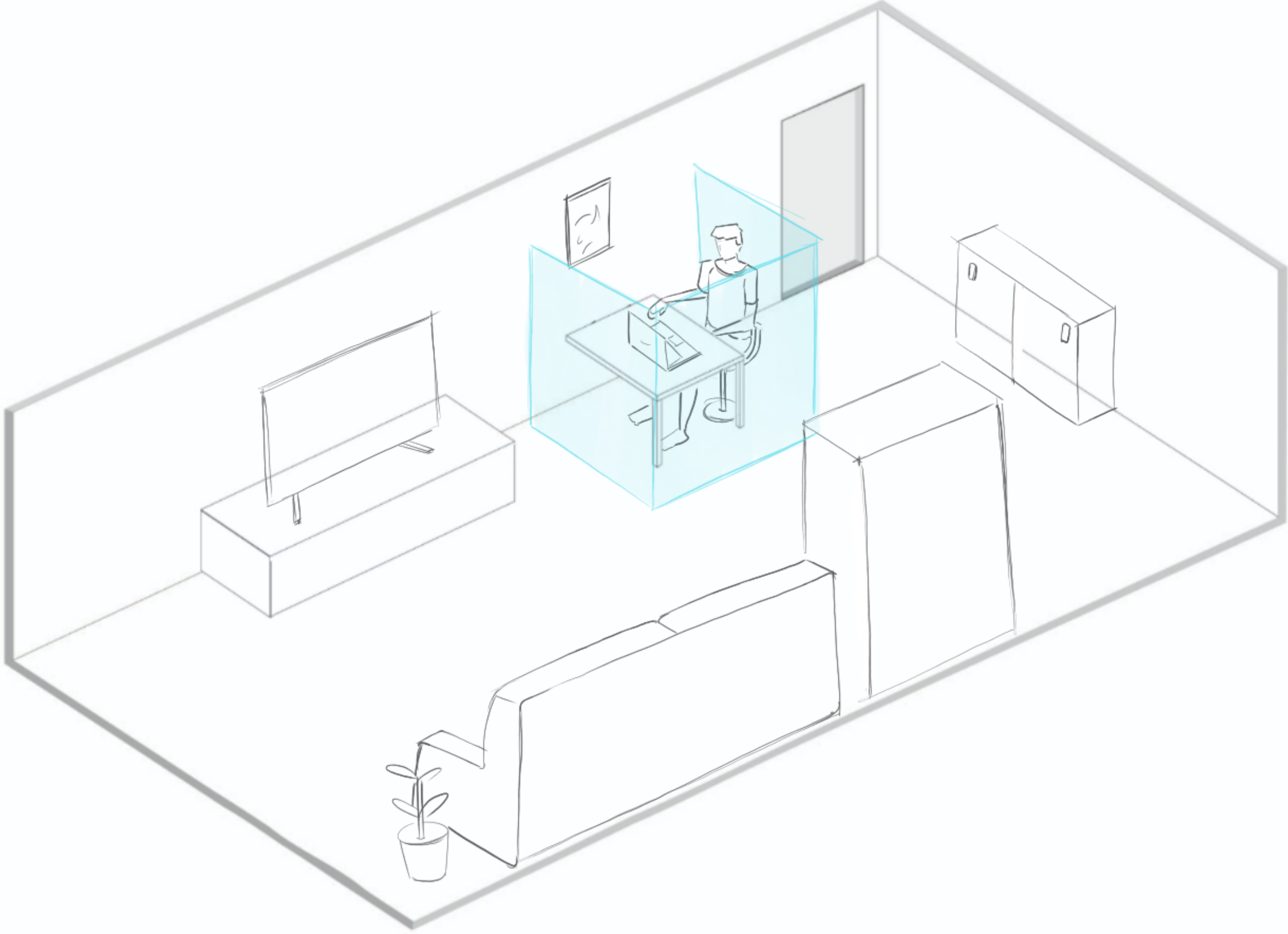
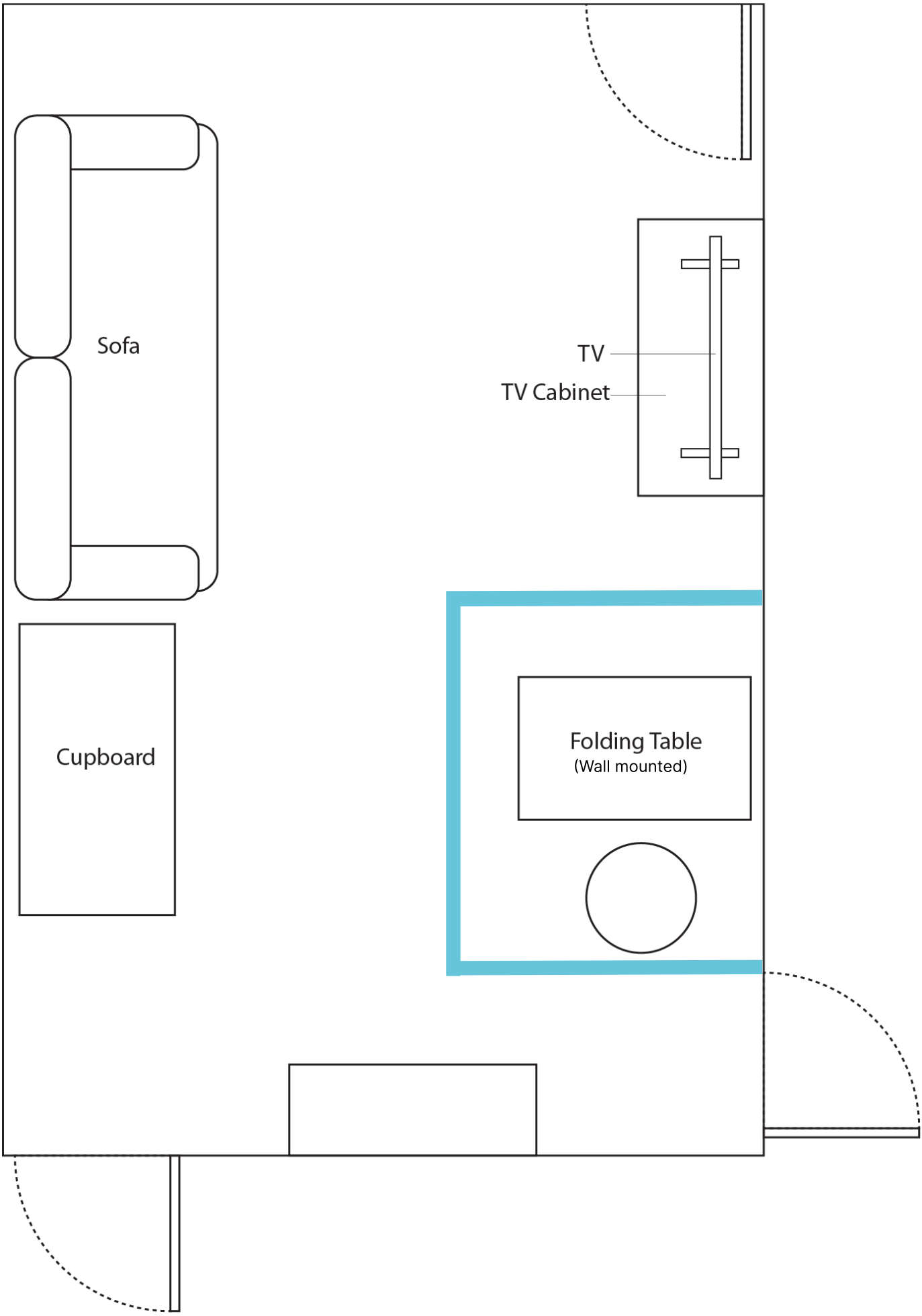




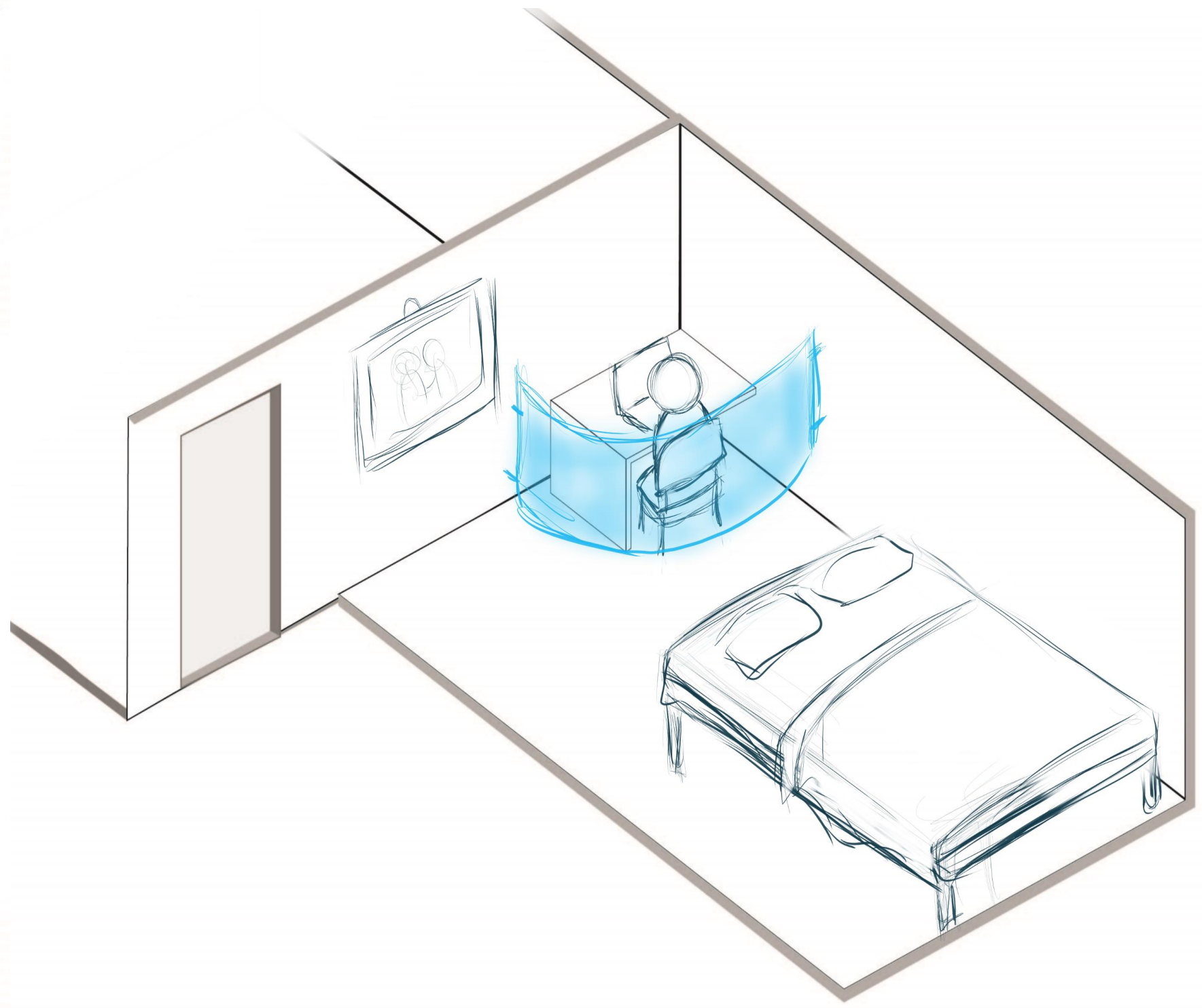
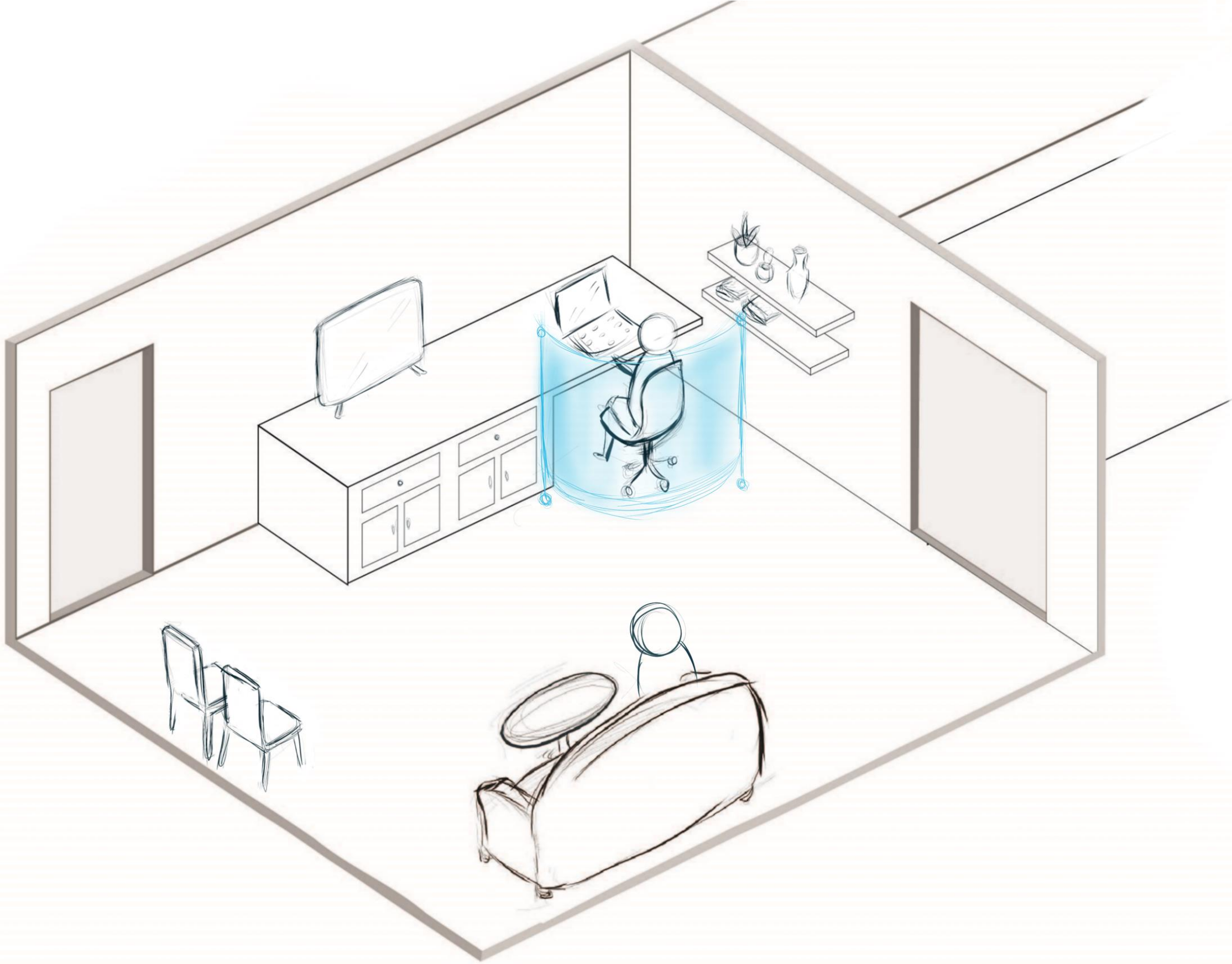
# Scenario 1 - Sharing bedroom with sibling



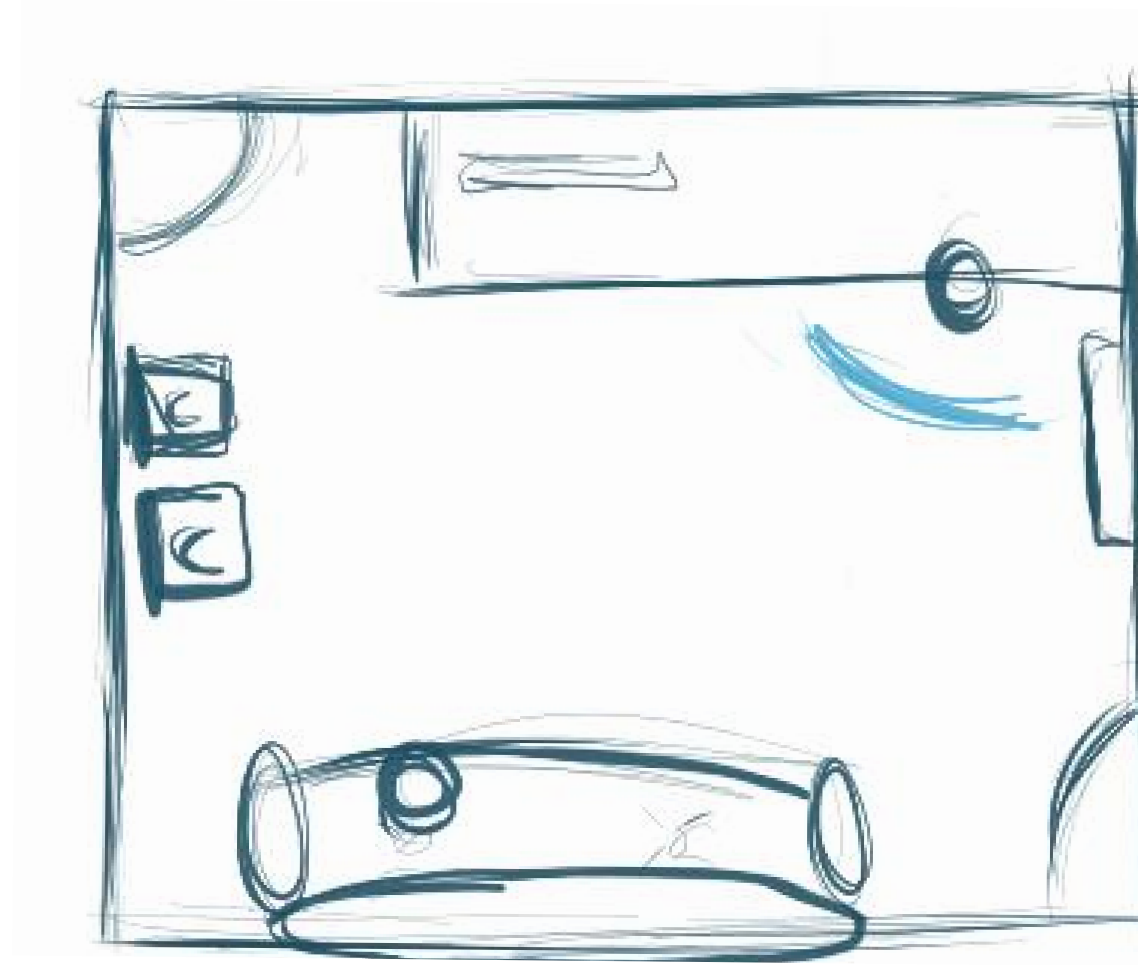
# Scenario 2 - Person working in living room



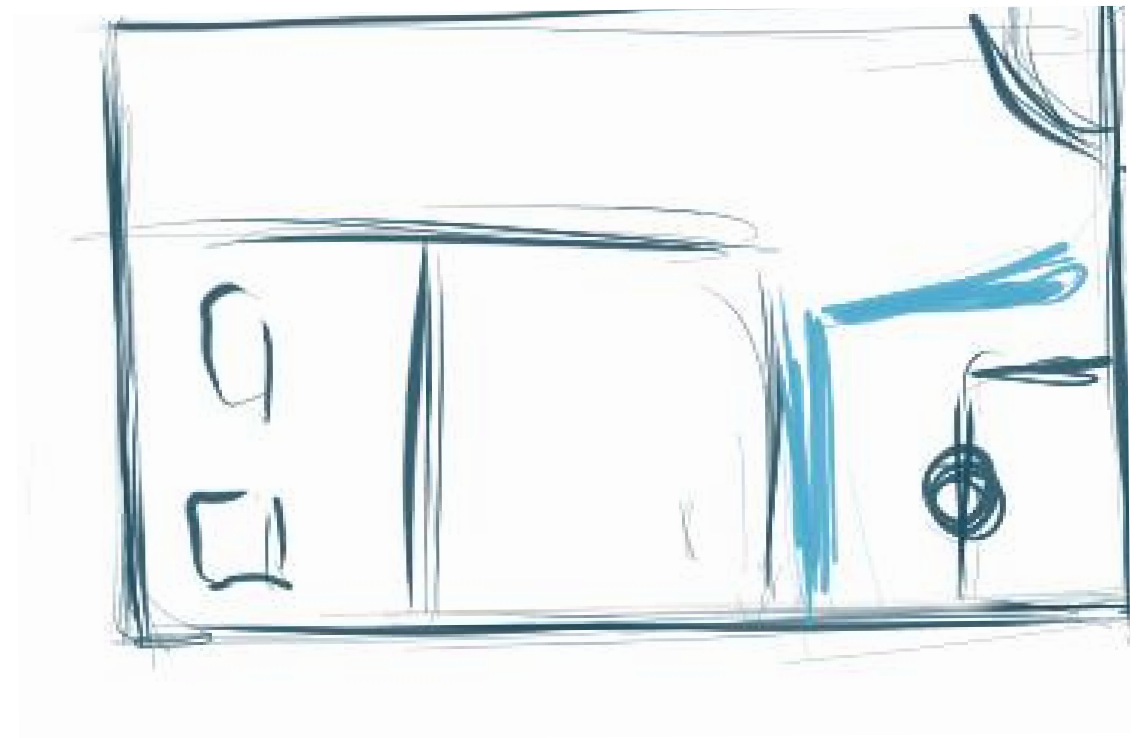
**Scenario 3 - Both rooms in the house occupied by people wfh**



# **PRODUCT REQUIREMENTS**



OR

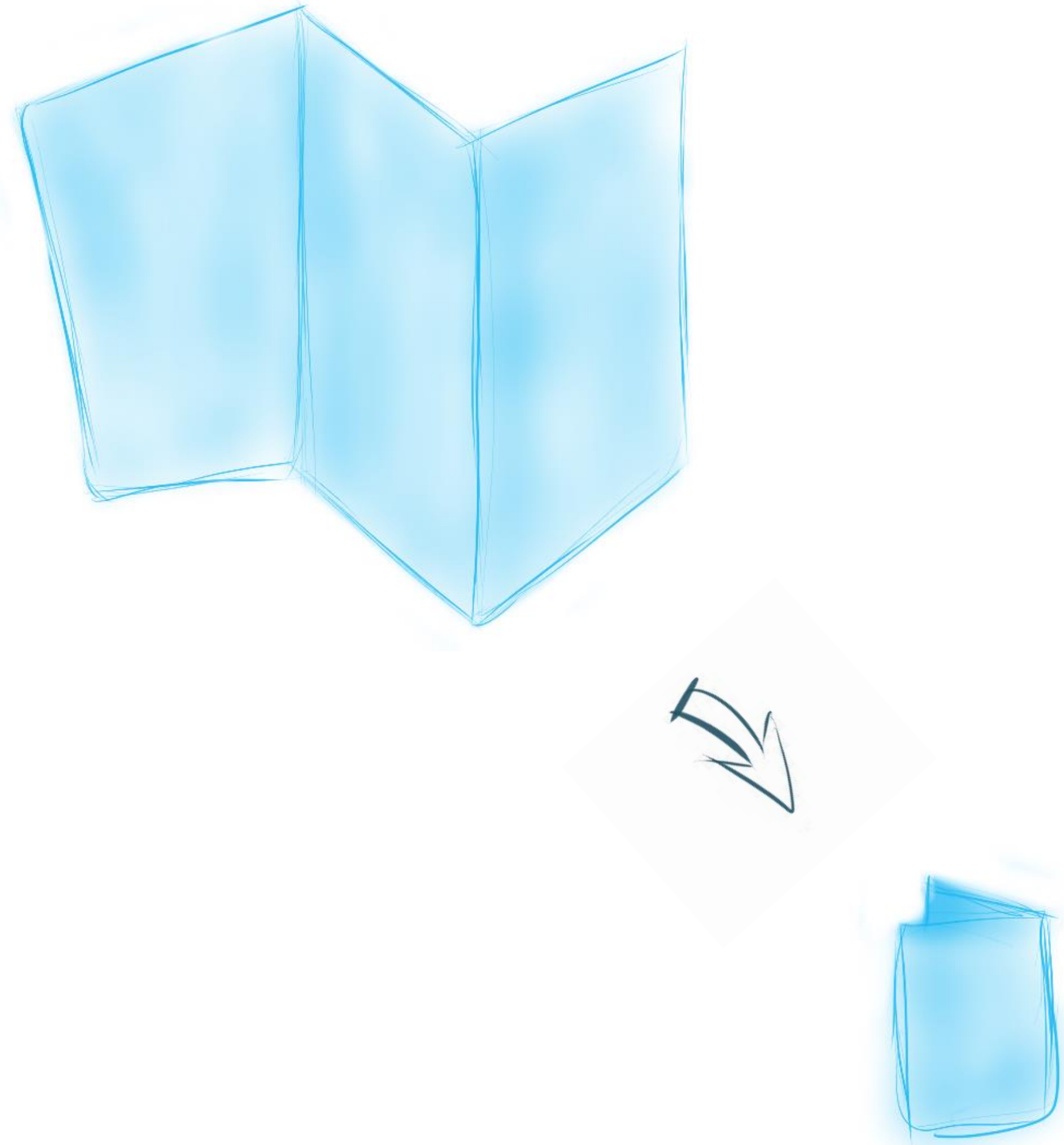


### **Detachable**

Should be able to remove and place anywhere, complete on its own

### **Quick Assembly**

Quick to assemble and use. Shouldn't take more than 2 minutes

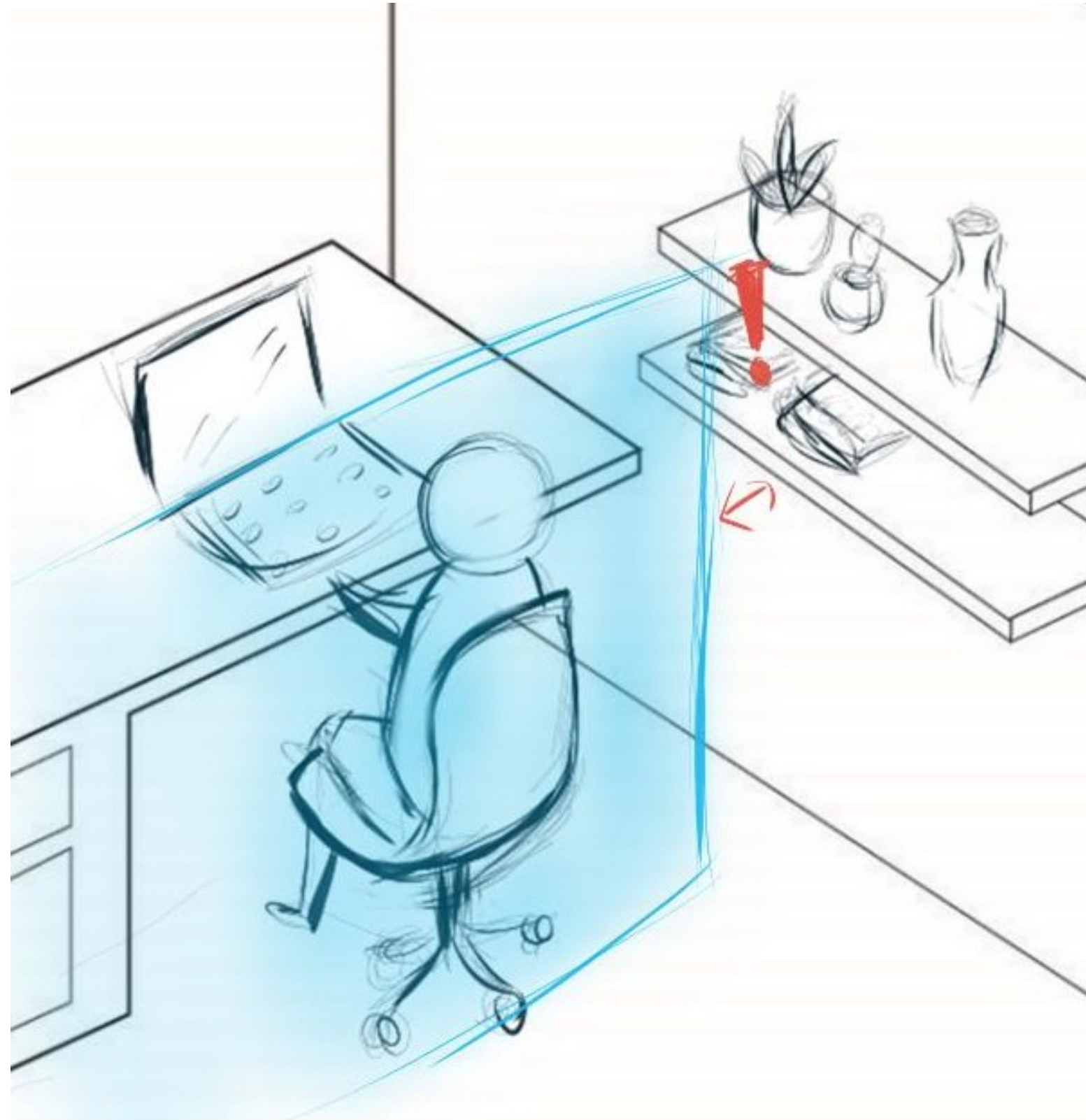


## **Compact**

As less bulky and lightweight as possible, minimal

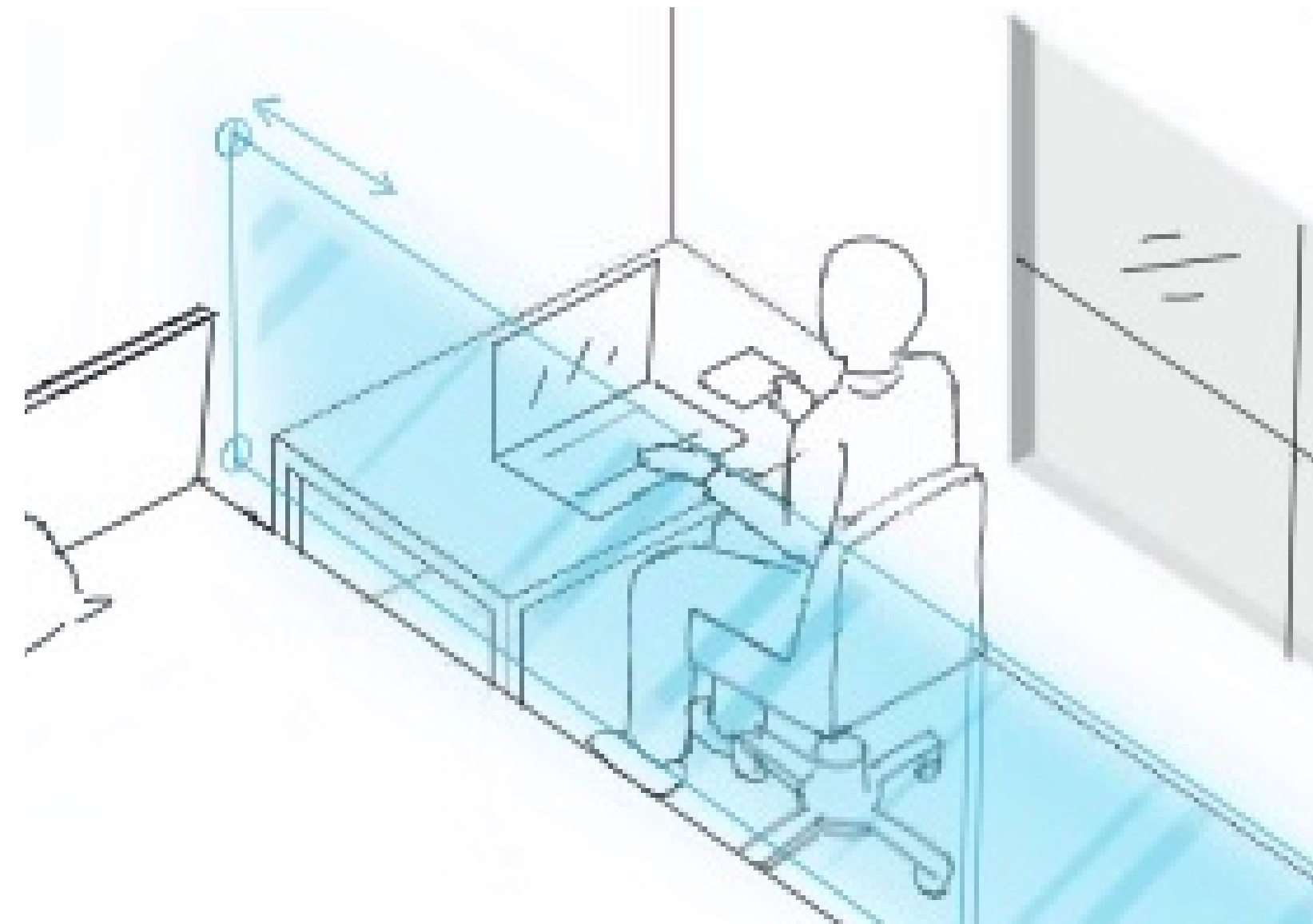
## **Storage**

Shouldn't take up a lot of space and volume when not in use, storage should be easy and convenient

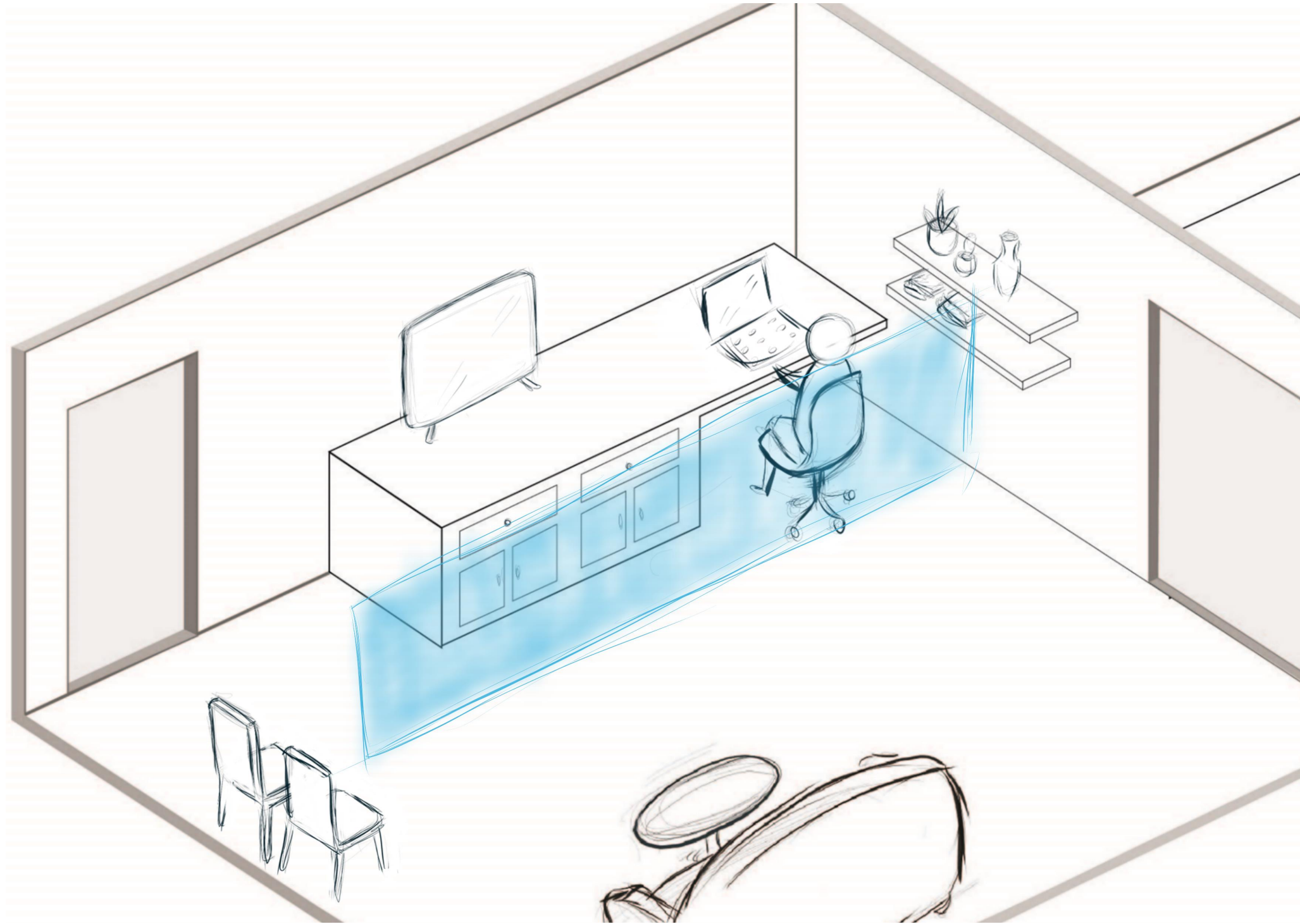


## Multiway attach

Combination of both wall and floor mounting

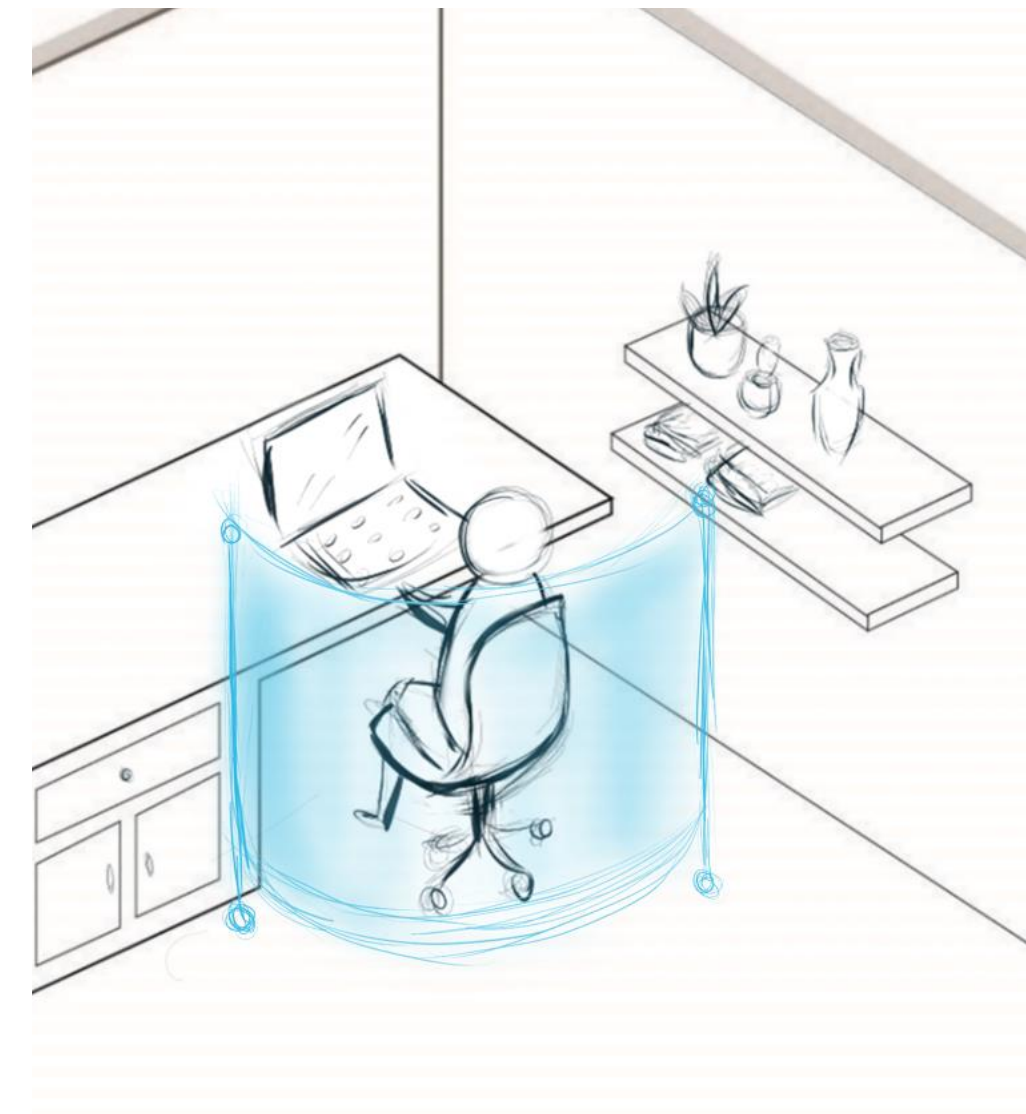


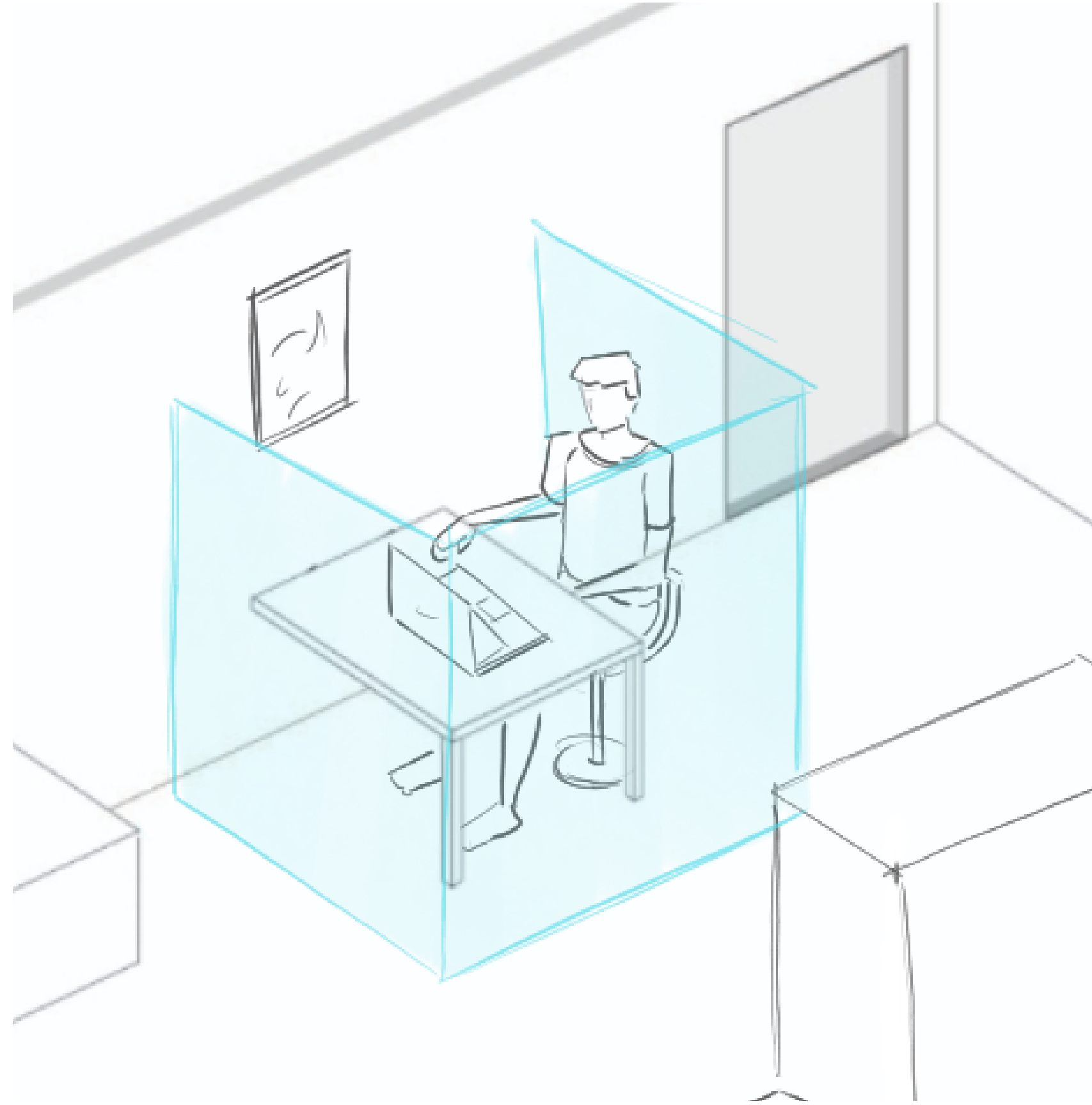




## Length

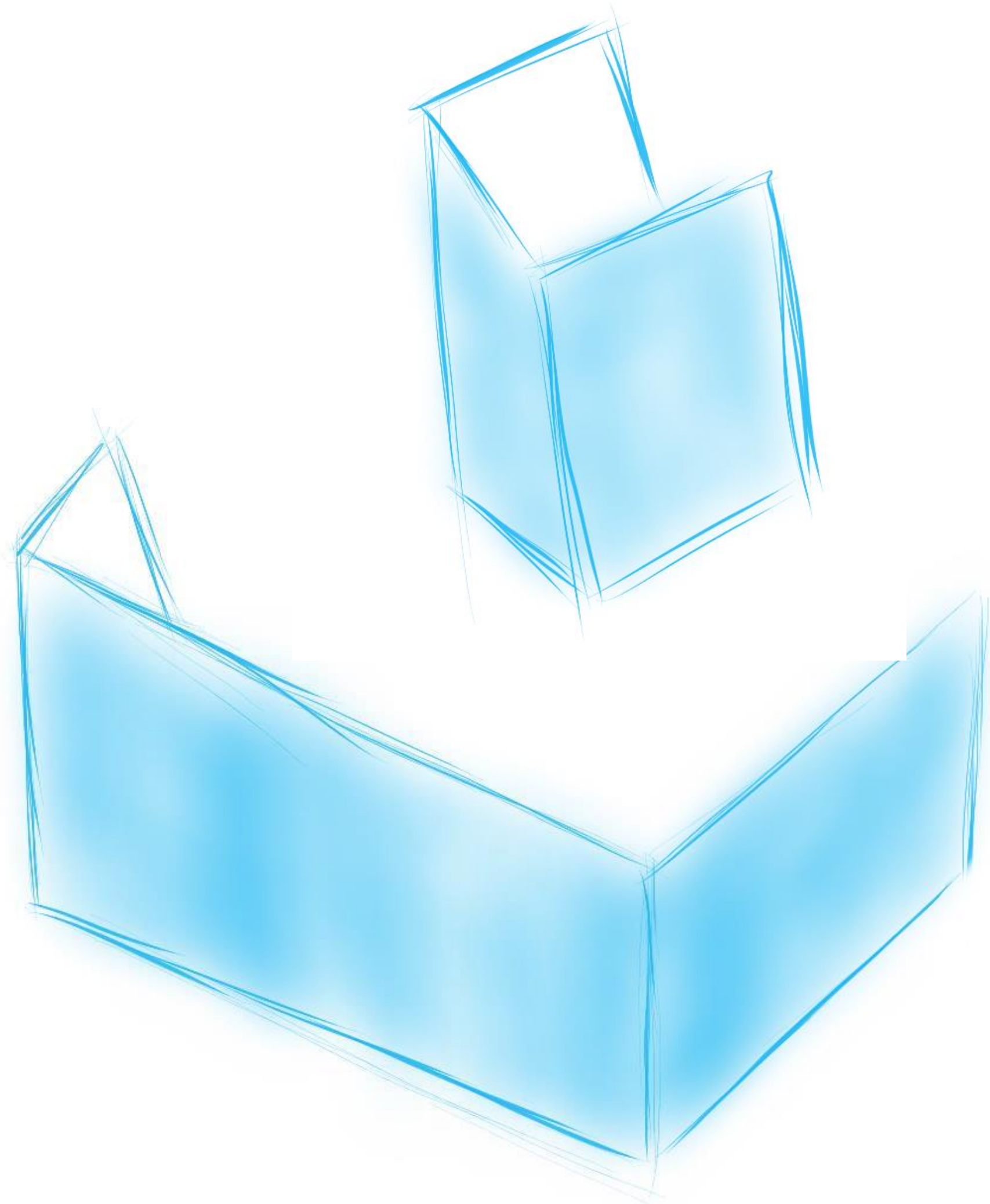
Should have variable length to fit various room sizes, full closure, partial closure





## **Ventilation**

When covered from all sides, person shouldn't feel suffocated or congested



### **Foldable**

Should fold/bend at various lengths to take shape according to place

### **Aesthetics**

Should blend in well with the surroundings

### **Sound**

Should block at least some noise (if possible)

### **Cost**

Shouldn't cost more than INR 3000

**THANK YOU**