Online Office Experience

Design Concept Visual Report

ZOOFFICE





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RESEARCH & DESIGN BRIEF

Research Objective

To discover how the factors that influence the flexibility of work and the consequence of such work mode and work pattern can affect young workers.

Problem area

A lack of interpersonal relationships and social communication occurred due to the increased number of remote workers will lead the young workers to anxiety and damage their health.

Poor work patterns have the possible outcomes of poor productiveness in the work and some psychological issues due to the pressure from being unable to finish their work on time.

Design Vision

Our goal is to provide **young workers** impacted by Covid with better work-life balance by promoting more flexible working conditions.

After the significant changes made due to Covid-19, unexpected changes occurred in the daily working experiences of all the workers. As well as, the emergence of new technology such as remote working has blurred the boundaries between work and life balance. Therefore, this project will aim to change the working condition to create a more flexible workspace for the young workers to allow them to have better work-life balance.





WHY YOUNG ADULT?

Young adults are more resistant to untimely work, including things at home or school, making it difficult for them to balance out work and life. Research has also shown that more than 70% of young people consider work-life balance as one of the important elements when job hunting(Ellevate, 2020). Therefore, the disrupted work rhythm will further affect their work efficiency and social life.

Zooffice will provide young workers with a more enjoyable remote work experience and improved work flexibility. Remote working is more acceptable for young workers. The app will promote awareness of time control and work & home life management initiative. By avoiding passive working, young adults can be more productive when doing their job.

CRITERIA & DECISION MATRIX



Criteria	Weighting	Bis Partner	Businner	Quest Board	Virtual Office
Pillars					
Promote flexible work	x2	-1	2	2	**3**
Balance work & home life	x2	0	1	2	**3**
Target Audience Focus					
Usibility (if working for persona)	x2	-1	2	1	**3**
Accessibility	x2	3	2	3	**2**
Function					
Technology (achievable)	x1	3	2	3	**1**
Facility	x1	1	2	1	**0**
Safety	x1	-2	1	1	**3**
Efficiency	x1	-2	0	1	**3**
TOTAL		2	19	22	**29**

The **Virtual Office** scored the highest when comparing four design concepts by conducting a decision matrix.

The virtual office focuses on promoting work flexibility for young workers by using emerging VR technology. It is straightforward for online workers to track personal & company work processes and engage with colleagues.

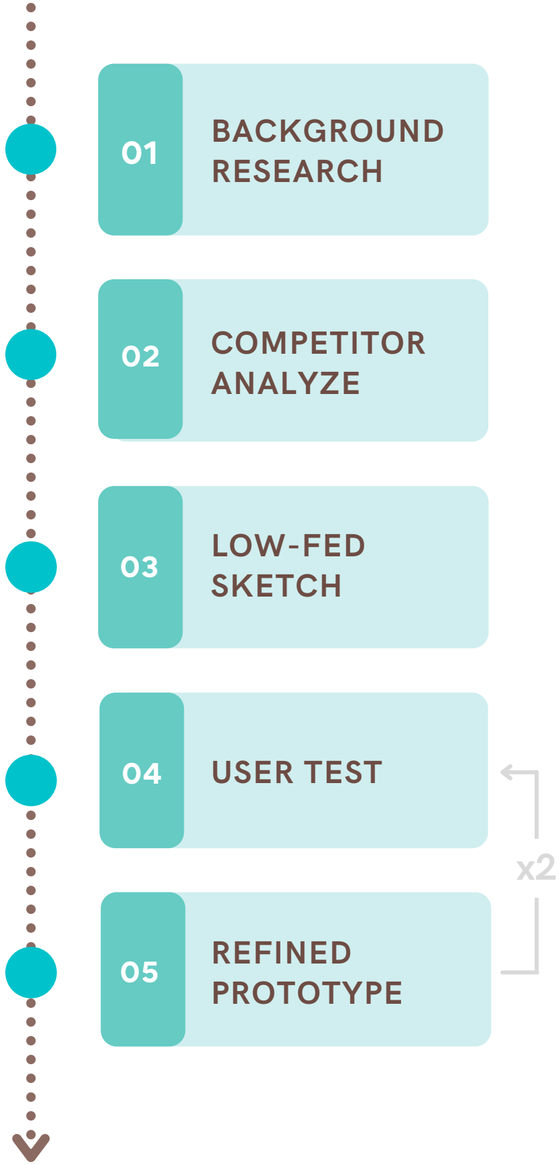
However, the facility and the technology issues are relatively low, which is needed to refine in the next research step. The inaccessibility of VR devices is a tremendous problem, including but not limited to price issues, the discomfort of the headset and physical movement. (Stockdale, 2021)

ITERATION

After background research, our most significant change is **discarding the VR feature**; although it is an emerging technology that is rapidly improving, the VR device can not get access for most users in the short term; there will still be many unavoidable technical problems and channel limitations. (Stockdale, 2021) Therefore, instead of VR, AI has the highest degree of fit with the analysis of human behaviour patterns, which happens to be one of the critical factors in the work-life balance of our research topic. (Pantic et al., 2017)

Competitor analysis was done based on five different applications with a similar purpose to our concept. Throughout the research, it was found that each interface has its unique technology to attract the users, such as video calls, work share board, or enjoyable gamification. As important as providing a flexible work model, highlighting features that will attract young workers is also essential.

Usability tests and semi-structured interviews were conducted for conceptual prototype refinement. According to the comments of our responders, the app is too simple and lacks entertainment at the stage of sketch, thus we decided to add more features of gamification to the app.

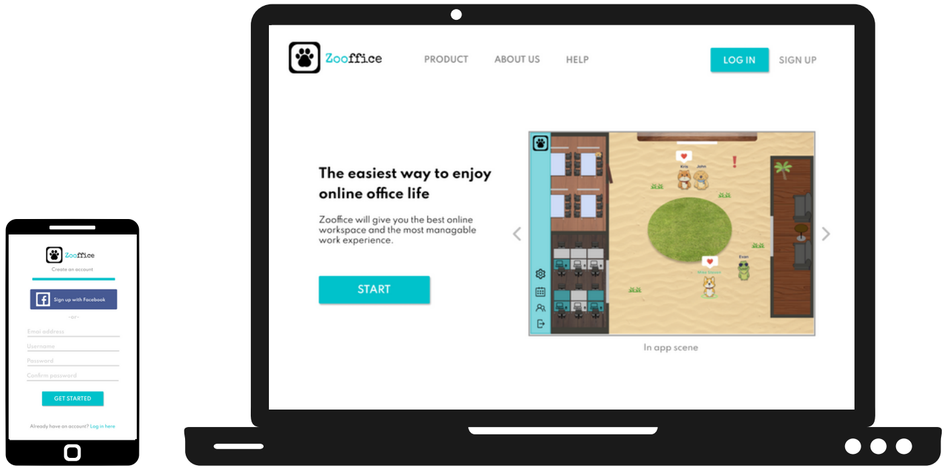


FINAL REFINED CONCEPT

APPLICATION ZOOFFICE

Zooffice is an online collaborative platform that allows users get access to talk, meet and work anytime. The project can provide more flexible work conditions for the company and help young workers have a better work experience.

Employees will no longer need to attend to a real office but in the app. Compared to a normal work mode like 6 or 7 hours per day, a new work mode for a company can work for flexible 30-40 hours for a full-time worker with the help of Zooffice.



ZOOFFICE APPLICATION



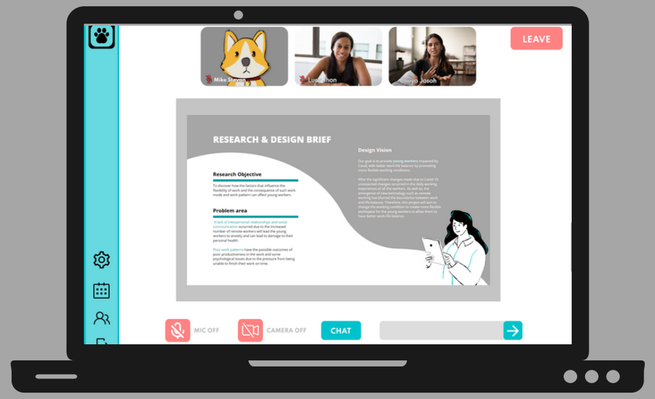
When the workers download and sign in to the app, they can control their avatars moving around in the virtual office and interact with other avatars with a simple mouse-click and keyboard-press.

The application provides users with a flexible work area divided into a meeting area and a personal workspace. The **meeting area** allows users to freely create, reserve and join different kinds of meetings to share screens, send notes and discuss with their peers during the meeting. (Hocutt, 2021)





Based on the kanban board, the **personal workspace** is more focused on distributing and managing personal work to help workers better manage their work. (Lynn, 2021)





FLEXIBLE WORK

Finally, the app provides features of **gamification** to the user which can simulate a real office environment with a more fun work experience. Through the anthropomorphic image of small animals, the software becomes more interesting. And set up **free space** to help workers better enjoy their work, giving them space to interact with others while working online.

The software also uses emerging technology **AI** to help workers balance their work and life. The work report added by AI can allow workers to better understand their living and working status and give workers different work suggestions according to their habits.

In the end, workers can attend a virtual space that simulates a natural office environment to finish their work, be more productive in their flexible work life, and enjoy more personal time in their home life.

Reference

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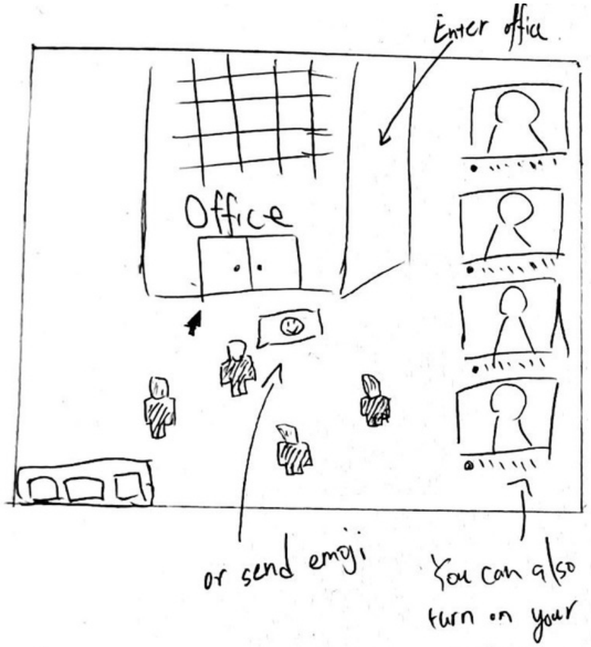
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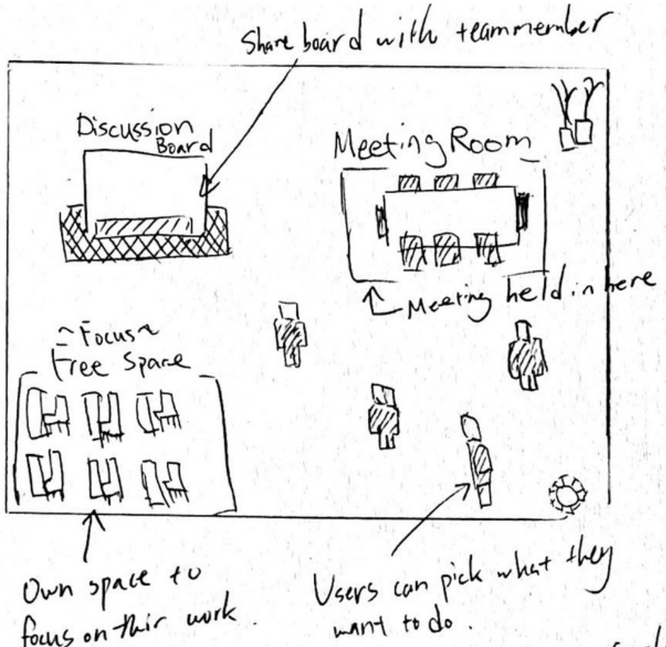
Figma: https://www.figma.com/file/Kp6HtCZjHgsbhFkqypmR9c/Zoofice?node-id=0%3A1

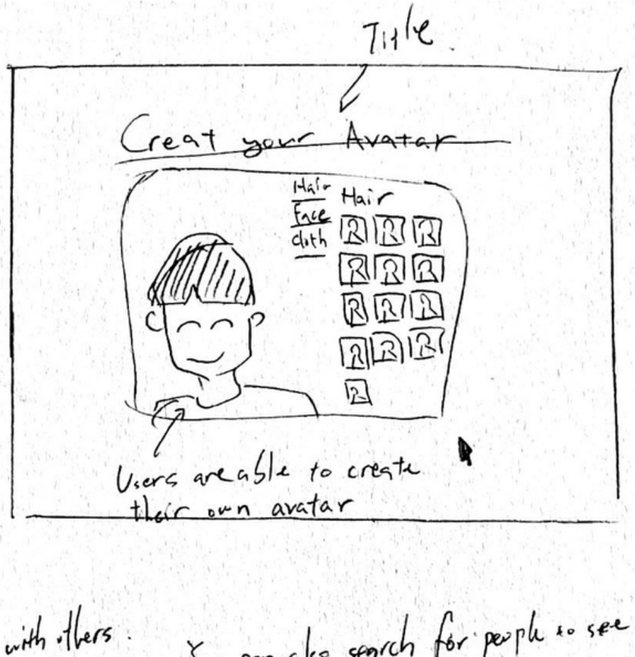
All icons are from Canva.com

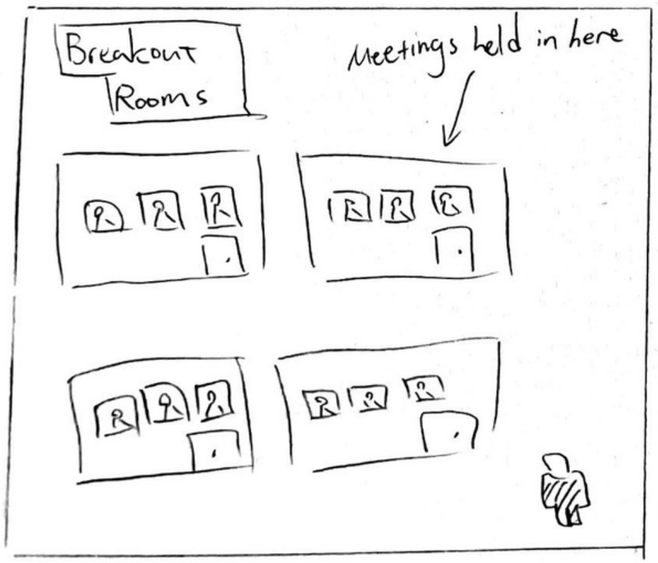
Competitor Analysis

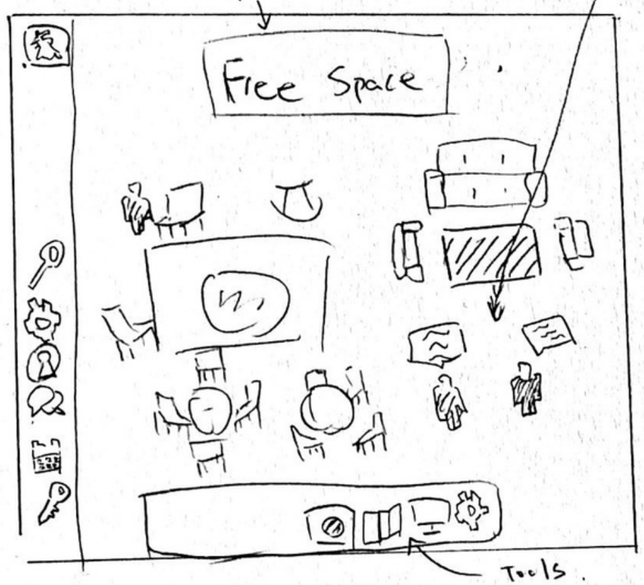
Competitor	Zoom	Slack	Miro	VR chat	gather
Products Services	Video conferencing software apps. It allows the users to virtually interact with co-workers.	Messaging program specially made for the workspace.	Online whiteboard platform that helps workers to remotely work together.	It is an online virtual world platform that allows the users to interact with others.	Allow to communicate with others by having the virtual room and ability to move around and interact in the website
Target Customers	Business, education purposes, enterprise, companies, friends and family..	Business, education purposes, enterprise, and companies.	Business, education purposes, enterprise, and companies.	Mostly teens and early 20s	Shared through small group in business for the meetings.
Key Features	- Video call with large number of people - Able to chat during the video call - Screen sharing - Separate into breakout rooms	- Pinning message and reference links to channels - Use share channel across the workspaces. - managing and tracking the documents	- Brainstorm through an infinite canvas - pre-built templates - Many kind of toolkit contained such as UJM, wireframing, roadmap, etc.	- Creation of own avatar - Text with others through the avatar - Complete range of motion and eye tracking by the avatar	- Meeting people online with own character - virtually joining the office and interact with others - Moving the character
Pros	- Scalable for big, medium, small business group - Able to use for free - manage big number of users - Easy to use	- Simple to use for new users. - Many apps that can be connected to Slack - beneficial for both small and large group.	- allows cross-functional teamwork effortless - All the works are shared through the group members - Many toolkit in an app.	- Easy setup for everyone to use it. - Allow the users to connect with outside world - Communication with others	- Joining the meetings with feeling of playing a game - Able to see where is people at by searching - Easy to manage group work
Cons	- Hard to hear when many people are speaking - Too much adds - Lack of comment control	- Improvement needed on the video call - Boring structure - Users need to pay to video call	- Speed issue occurs when there are issue of wife, heavy storage, or too many people in the board. - Pricy	- Addiction to the virtual world - Lack of communication in the real world - High cost	- Unable to focus on the work. - Hard to use for some people. - It can be done by simple texting.

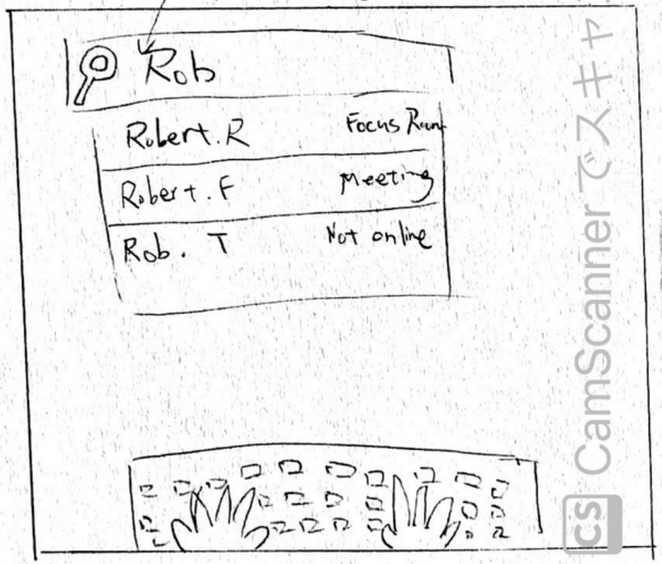






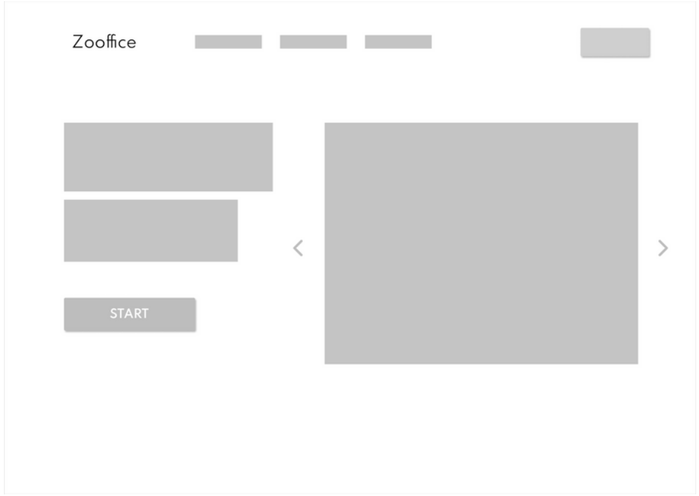


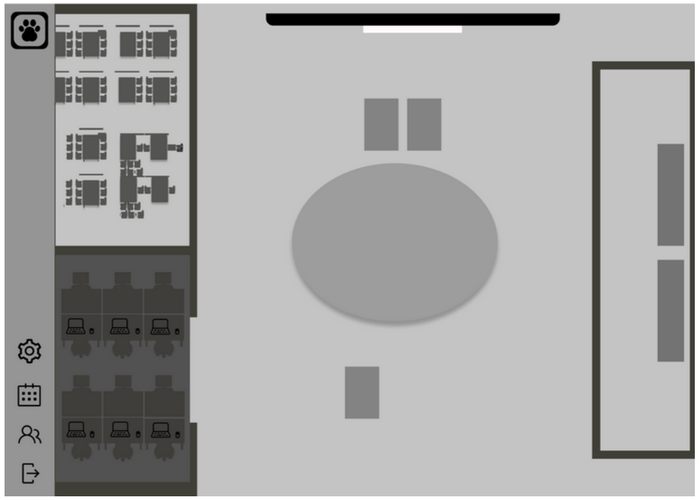


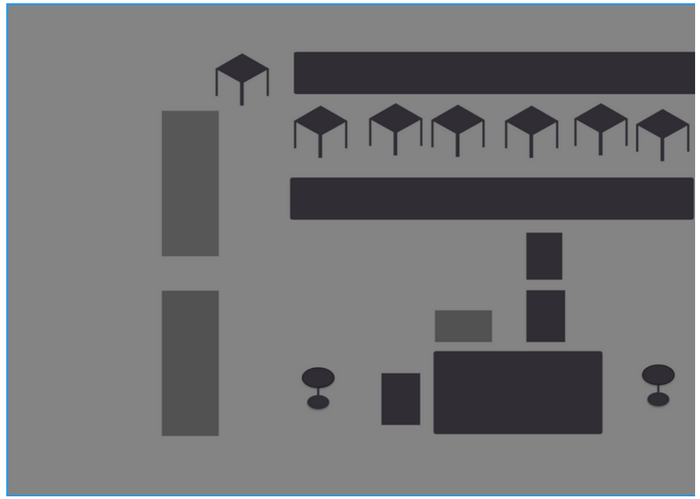


CamScanner でスキャン

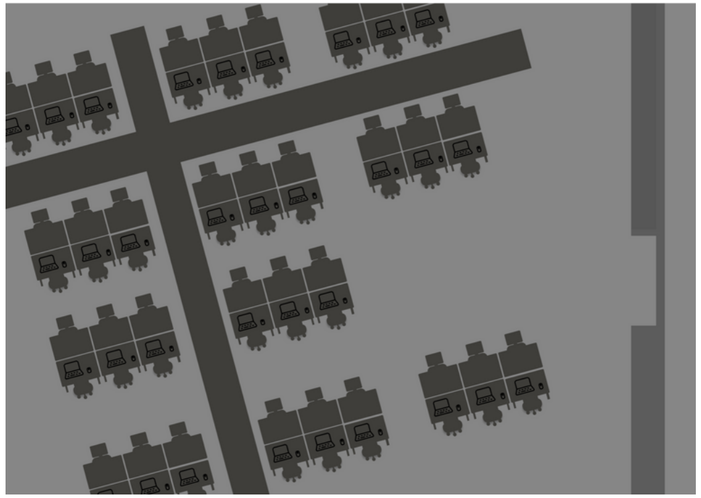
Wireframe













User test
Semi-structured interview

Interviewer: Dafun
Date: 13.5.2022

Q: What do you think about the overall concept of the application?
A: Emm… I think it is basically like an online meeting app right? I like the design, like it is not only for the people who want to meet or talk, the function is very comprehensive.

Q: What do you think about the overall function of the app?
A: The function is good, like meeting, working, talking, since you are simulating the office experience, I think its better to separate the layout of the interface like instead of all shown in one area, you categorize the function as work and free and seperate them into two different area… which can be much more clear.

Q: Do you think the app will promote flexibility to work?
A: Absolutely, but have to cooperate with the company manager. Since it is a change of notion of office, there will be no real office at all, people can join in the office anywhere they want, it's a good point of flexibility.

Q: Which function highlighted the most for you and which was the worst to you and why?
A: Emm… I think the free zone, cause it is the main difference between your product and another online working app, like it's not only requiring work but cover other aspect of real office life. The worst thing… it not the worst, but I have to say the overall design is boring, it wouldn't attract people to use it, probably you need to add more features for fun.

Q: Have you used any app that is similar before?
A: Yea, like zoom and slack, it is quite complicated to switch between different apps, so I'm really expecting to publish your app.

Q: Do you have any improvements or suggestions for the app?
A: Umm, well, like what I said before, better interface design and more fun, and you guys can cover more about emerging technology, it will make your app more competitive.

Interviewer: Sherry
Date: 15.5.2022

Q: What do you think about the overall concept of the application?
A: I don't really get it… I think it is like gather but with more function ? In that way I think design is really good, I like the setting of the free zone is interesting. Other than focusing on working, this app is challenging the notion of online working.

Q: What do you think about the overall function of the app?
A: Yea… the function is feasible, and it looks good actually if you want to do your work. The free zone can connect interpersonal relationships among online workers, which is what other online work apps don't have… so the function and overall design is creative.

Q: Do you think the app will promote flexibility to work?
A: Emm, yes, like I can attend in office anywhere, and I can do my work anytime in that office, easy for workers to cooperate.

Q: Which function highlighted the most for you and which was the worst to you and why?
A: Yes, like what I talked about, the free zone and office simulator is really impressive. I don't like the current interface, it's complex and not clear.

Q: Have you used any app that is similar before?
A: Yes, I used gather before, but gather is only for meetings, and it's not very easy for tutorial teaching because the colour and layout, and it's hard to manage participants.

Q: Do you have any improvements or suggestions for the app?
A: Emm, well, I think the design can be improved and the avator.. it's not interesting now, how about animal? That would be cute and fun.

Interviewer: Jom, 23yrs
Date: 13.5.2022

Q: What do you think about the overall concept of the application?
A:I like the concept, I think there are many apps that allow us to meet online but there are not that many app that is like this. Like the gaming platform? I think it'll make it more fun for people to join the office.

Q: What do you think about the overall function of the app?
A: I think there will be more improvement later but so far looks good. At least It's pretty simple for me to understand the app.

Q: Do you think the app will promote flexibility to work?
A: I think yes for some people. There definitely people who prefer working online than face to face so it is great for those people.

Q: Which function highlighted the most for you and which was the worst to you and why?
A: I like the avatar part because unlike zoom people will not care wether you have your camera on or listening, you can just use your avatar so you don't really dress up or do some make up for girls.

Q: Have you used any app that is similar before?
A: No, only something like zoom.

Q: Do you have any improvements or suggestions for the app?
A: I'm just curious about the focus room or free space. Like I don't know what does it exactly do because I think you can talk to other people outside the freespace too and focus room is mainly you can just logoff from the app and focus by yourself I think.

Interviewer: Tom, 22
Date: 16.5.2022

Q: What do you think about the overall concept of the application?
A:I like how we can create our own avatar so that we can actually look like we are meeting in the office. It is great idea for people who are willing to work remotely.

Q: What do you think about the overall function of the app?
A: So it's a office but in 2D like a game. It is great idea for people who like to play game.

Q: Do you think the app will promote flexibility to work?
A: Yea, it will as people will not need to go to office.

Q: Which function highlighted the most for you and which was the worst to you and why?
A: I like the gaming platform, I think it's really something new. But at the same time I think it will be hard for some people to focus on their work since it's like a game.

Q: Have you used any app that is similar before?
A: No, not for business. It's like pokemon but for business.

Q: Do you have any improvements or suggestions for the app?
A: I think the overal concept is great, I think the control should be as simple as possible because since it's like a game, it will be hard for some people to control or use the app in general.

Usability testing & Post-Test Questions for Wireframe

Notetaker:	Sho Kozuki			
Participant #	1			
Tested Product:	Zoofice Wireframe			
Task to be performed	**Success rating** 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	**Time to complete the task**	**Number of errors made**	**Observation**
Pick a avatar and go to the main room.	2	7 sec	0	Easily found with no problem.
Go to the meeting room and host a meeting.	2	6 sec	2	User easily found the room and randomly clicked on the tables to host the meeting
Talk to your peers in the free space.	1	15 sec	0	Easily done

Notetaker:	Sho Kozuki			
Participant #	2			
Tested Product:	Zoofice Wireframe			
Task to be performed	**Success rating** 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	**Time to complete the task**	**Number of errors made**	**Observation**
Pick a avatar and go to the main room.	2	5 sec	0	Easily found with no problem.
Go to the meeting room and host a meeting.	1	10 sec	2	Easily done but did not know how to host the meeting
Talk to your peers in the free space.	1	20 sec	4	Users did not understand how to talk to other peers

Participant #	1	(Strongly disagree) 1	2	3	4	(Strongly agree) 5
1	I would like to use this application in my daily life.				x	
2	The application is easy to use.					x
3	The features were easily to understand without any explanation.			x		
4	The functionalities within the app are useful.					x
5	This would help me to improve my work life.					x
6	I found the app too complex.	x				
7	I needed to learn a lot before understanding each part of the app.	x				
9	What did you like about the application?	"I like how I can pick my own avatar, I think that's creative."				
10	What could be improved?	"I would like to see the color of it. It's still kinda boring."				
11	Did you find any of the features confusing?	"I didn't know if I have to click or drag the avatar to enter the rooms."				
12	Any further comments?	"Overall, I think it is great idea, but want more explanation on what does it do for each function."				

Participant #	2	(Strongly disagree) 1	2	3	4	(Strongly agree) 5
1	I would like to use this application in my daily life.		x			
2	The application is easy to use.				x	
3	The features were easily to understand without any explanation.				x	
4	The functionalities within the app are useful.					x
5	This would help me to improve my work life.				x	
6	I found the app too complex.	x				
7	I needed to learn a lot before understanding each part of the app.	x				
9	What did you like about the application?	"The app look great, even it's still in wireframe form, I think it will look great.				
10	What could be improved?	"Maybe adding more rooms? or some other features that is useful"				
11	Did you find any of the features confusing?	"I was confused about the rooms, I think it's hard to tell which room is which."				
12	Any further comments?	"No, can't wait to see the complete version of it"				

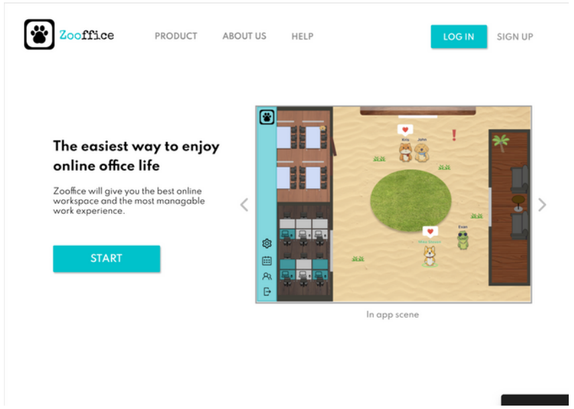
Notetaker:	Liu			
Participant #	3			
Tested Product:	Zoofice Wireframe			
Task to be performed	**Success rating** 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	**Time to complete the task**	**Number of errors made**	**Observation**
Pick a avatar and go to the main room.	2	7 sec	0	No problem with picking the avatar.
Go to the meeting room and host a meeting.	0	NA	3	User could not tell which one was the meeting room and did not get to the part where they can host the meetings.
Talk to your peers in the free space.	0	NA	0	Again, unable to tell which one was the free space.

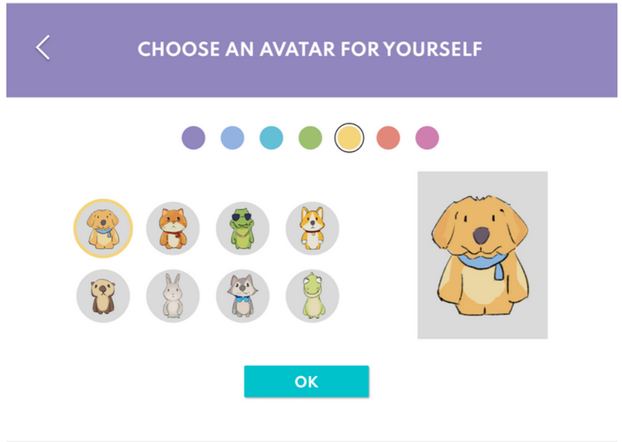
Notetaker:	Liu			
Participant #	4			
Tested Product:	Zoofice Wireframe			
Task to be performed	**Success rating** 0 = Not completed 1 = Completed with difficulty or help 2 = Easily completed	**Time to complete the task**	**Number of errors made**	**Observation**
Pick a avatar and go to the main room.	2	9 sec	0	No problem with picking the avatar.
Go to the meeting room and host a meeting.	0	NA	2	The user could not find which one and what does this function do for them.
Talk to your peers in the free space.	2	8 sec	4	Easily, done but did not know what to do after entering the free space.

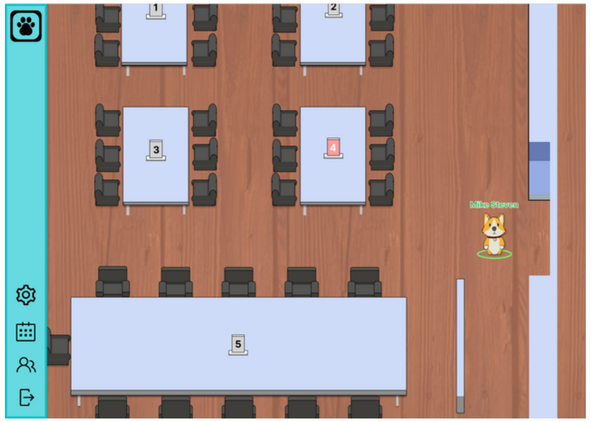
Participant #	3	(Strongly disagree) 1	2	3	4	(Strongly agree) 5
1	I would like to use this application in my daily life.		x			
2	The application is easy to use.				x	
3	The features were easily to understand without any explanation.				x	
4	The functionalities within the app are useful.					x
5	This would help me to improve my work life.					x
6	I found the app too complex.				x	
7	I needed to learn a lot before understanding each part of the app.			x		
9	What did you like about the application?	"The avatars. It's creative."				
10	What could be improved?	"Maybe add names for avatar, because it's hard to recognize it's me."				
11	Did you find any of the features confusing?	"Yea, the rooms, it's hard to tell what the each room does and the name if the room too."				
12	Any further comments?	"I think it need to be more user-friendly by like adding the names of the rooms or name of the avatars."				

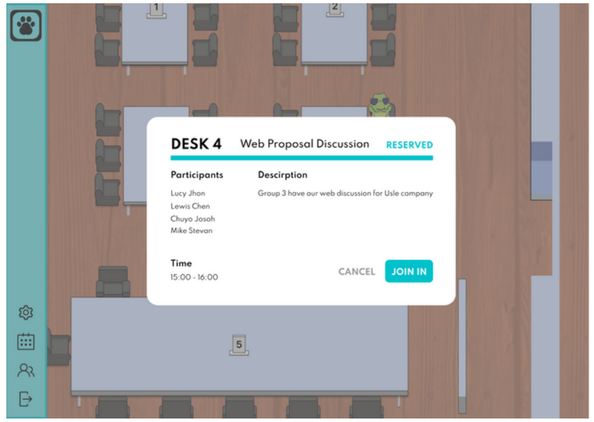
Participant #	4	(Strongly disagree) 1	2	3	4	(Strongly agree) 5
1	I would like to use this application in my daily life.		x			
2	The application is easy to use.				x	
3	The features were easily to understand without any explanation.		x			
4	The functionalities within the app are useful.			x		
5	This would help me to improve my work life.					x
6	I found the app too complex.			x		
7	I needed to learn a lot before understanding each part of the app.		x			
9	What did you like about the application?	"I like the concept. Online office is very creative since it's more remote work now"				
10	What could be improved?	"I think the overall design. Like the structure of the main room."				
11	Did you find any of the features confusing?	"Yea, like I said, the structure are a bit confusing so make it more neat and clear might help."				
12	Any further comments?	"I think the concept is good, so just those small things need to be improved then the app will be much better."				

Mock up example screenshots & link









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