

Research



People want a more open working space, where they can exchange ideas, be more engaged and productivity. The traditional office paradigm of cubicles and conference rooms cannot fulfill the requirements any more.

Collaboration and innovation are two key factors for a company to success.

8/10

8 out of 10 people feel they need to partner with others to finish work more efficiently.

Interview



Christina Park

Senior Manger for 7 years
Design Consultancy



Babette Strousse

Humanities and Sciences
Product Designer



Siwei Wang

Indigo Design Center (start up)
VP & Co-founder



Rudy Rummel

Industrial Design Inter,
P&G



Ziqi Wang (kiki)

munchkin inc.
Product Design Intern



Jovan Lu

Industrial Desig
Studio in China

Managers

“The most difficult but rewarding part of my job is working with a lot of different people. Everyone has different working styles as well as personalities. What might’ve worked with one team doesn’t necessarily mean it’ll work for another.”

Designers

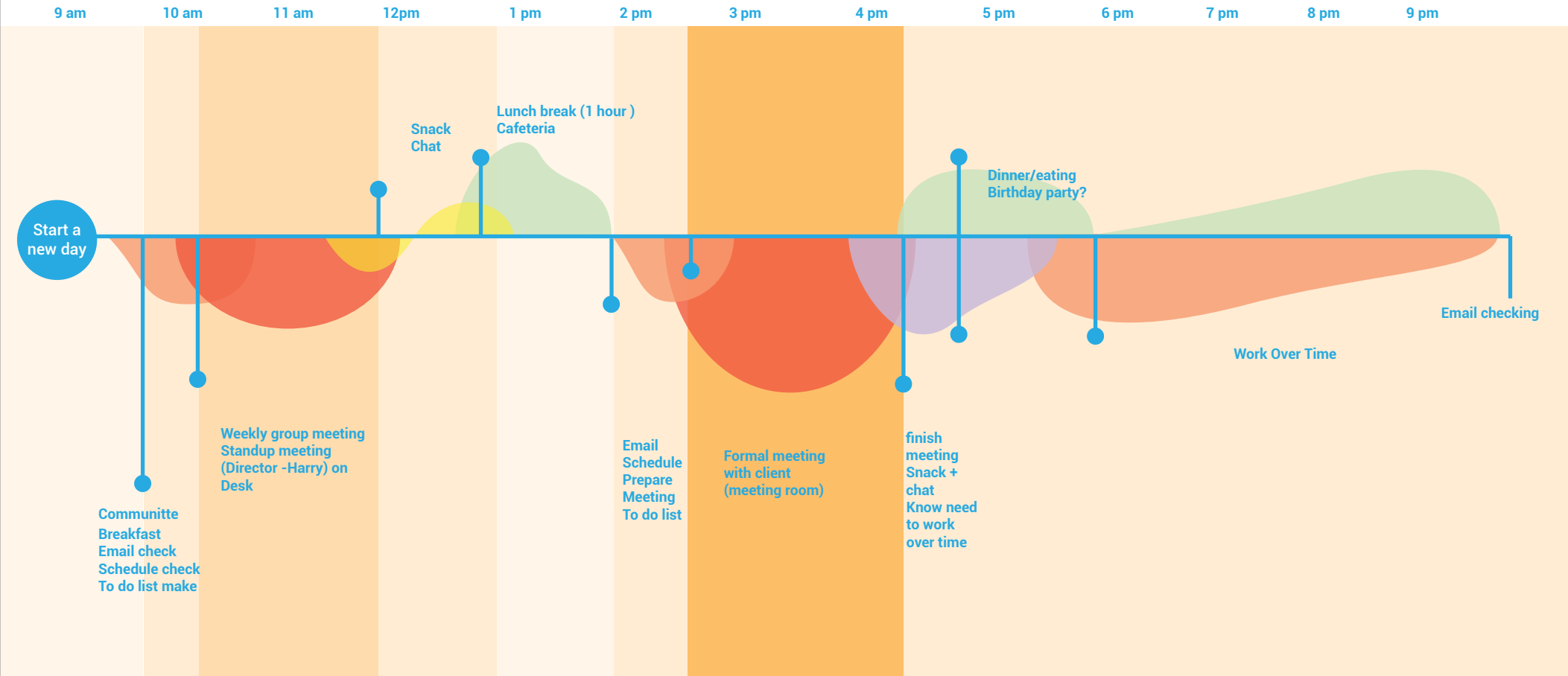
“Back and forth, it’s my current life.”

“It’s so hard to work with other teams due to our different working language.”

JOURNEY MAP

Office Dalily Life

- Anxiety/Stress
- Relaxtion
- Busyness
- Mood release
- Sadness



Insights and Criteria



there are disconnections between each project phase because people cannot see the **entire evolution of the project**



Big Picture

allow everyone to see the entire evolution of a project and understand on an equal level



there is a lot of miscommunication and **misunderstanding** when exchanging information



Clarity

Eliminate any possible ambiguity in communication



people are often intimidated to approach others and **don't feel** like they can **freely share their thoughts and give feedback**

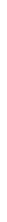


share

allow people to feel free to engage and share their thoughts and give feedback



many people feel limited because they **aren't able to express themselves freely**



Adapt

A configurable system that encourage coworkers to show freedom and personality