



Experience Design

# Designed in-office experience and enterprise productivity



# the problem

as we heard



## How do we reduce distances among people and foster productivity?



**Lack of collaboration -**  
I feel working in isolation at times

**Alex**, Software Engineer



**Lack of productivity –**  
Managing people and assets got complex

**Maya**, Project Manager



**Lack of engagement -**  
I miss my office celebrations and emotional connect

**Nancy**, Software Engineer



**Compromised Wellness-**  
My mental health and work life balance is compromised

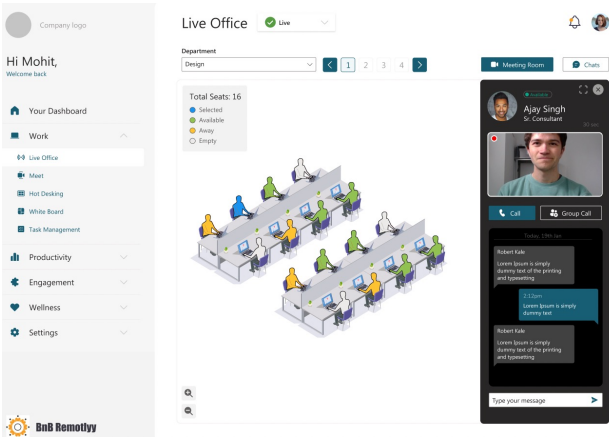
**Nathan**, Product Designer

# our solution

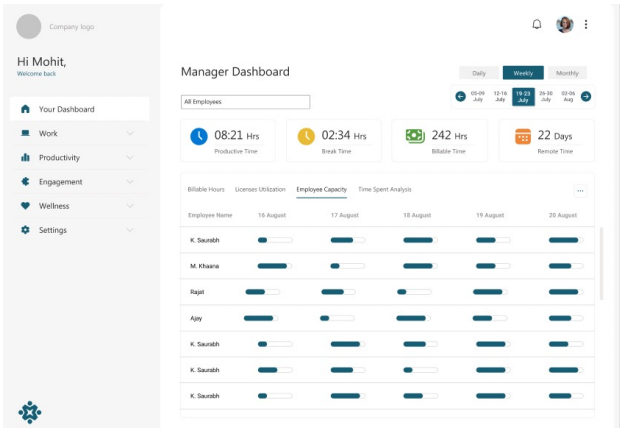


Designed in-office experience with all office needs for more humanly experience.

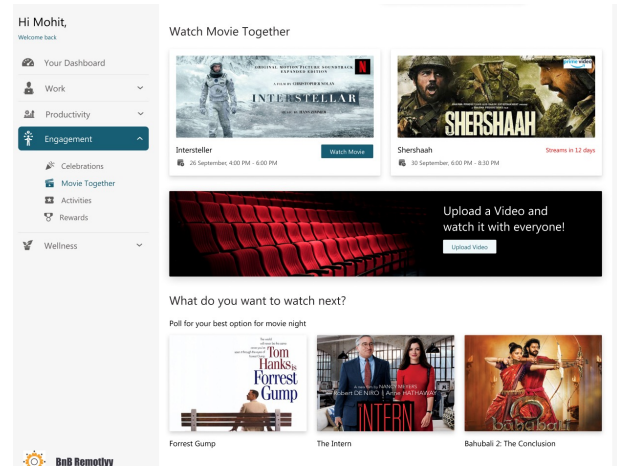
**Live office-** interact as you do in office



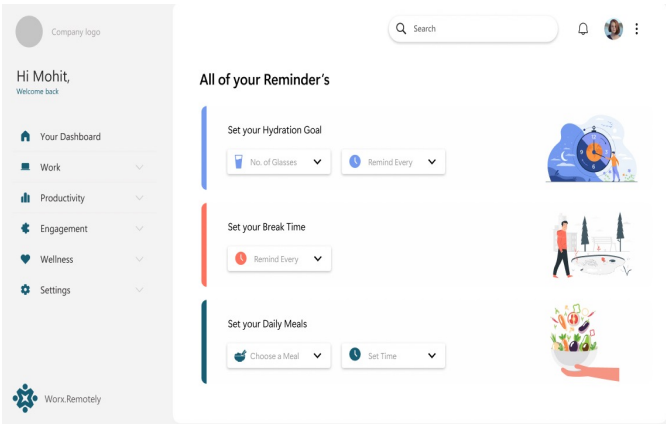
**Productivity** – offers employee productivity time and capacity forecast



**Engagement-** offers celebrations, events and more



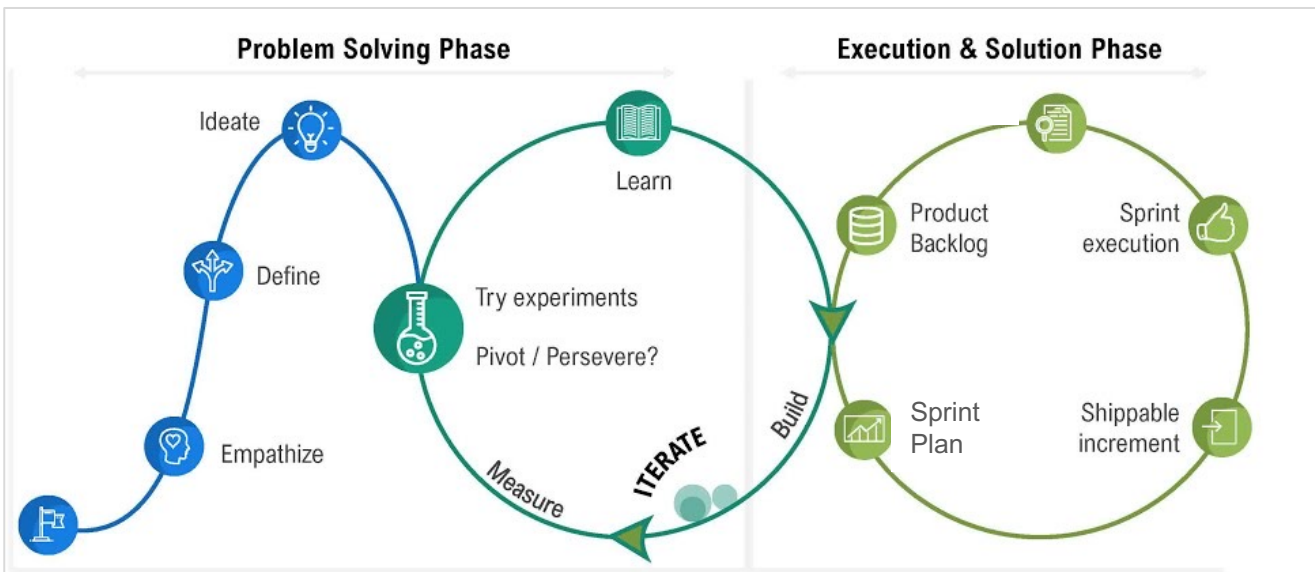
**Wellness** - offers health alerts and more



# our approach



Followed **agile design thinking** –learned, implemented, tested and repeated. Setup an audience of 30 users mix of employees & managers to use each feature and pass on the feedback in sprints.



...and managed  
**Sprints in Asana**  
and Jira

Remotly

OverviewListBoardTimelineCalendarDashboardMore...

+ Add task

Incomplete tasks

Filter

Sort

Task name

Assignee

Due date

Priority

Tags

▼ Test Cases - QA

☑ QA - Test Cases

1

Pournima

Pournima ...

Saturday

↻

☑ Testing on Remotely work modules

2

Saundarya

Saundarya ...

Add task...

► Misc - Questions / Resources

► Internal Meeting Notes

▼ Backlog

☑ Call - Container/Modal Resize

< Work - Call feature - 1:1 ar 2

☑ Delete roles - org admin

2

☑ Delete department members - org admin

2

Add task...

▼ Bug

☑ Edit profile lands in welcome page

Aravind Jai

Aravind Jai...

Tomorrow

☑ The incorrect error message is shown on reactivate

1

Pournima

Pournima ...

Deployed...

# Discover problems through research & analysis

## Primary Research

Identified 65 enterprise users to interview and ask for surveys- mix of employees, managers and management.

Concluded a clear need of emotional connect & productivity with a balanced work life.

Questions Responses Settings

What's your personal preference for working in terms of productivity? \*

☐ Work From Office

☐ Remote First

☐ Hybrid Model

Do you feel you have a good work-life balance? \*

☐ Yes

☐ No

What do you prefer more? \*

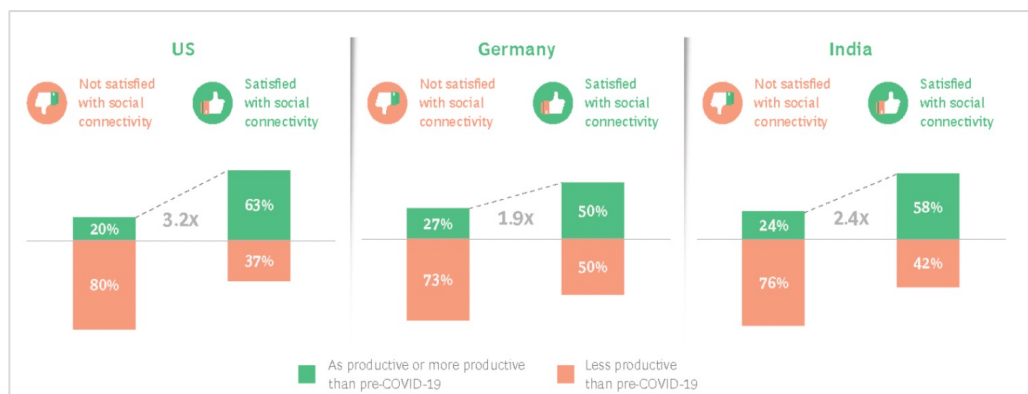
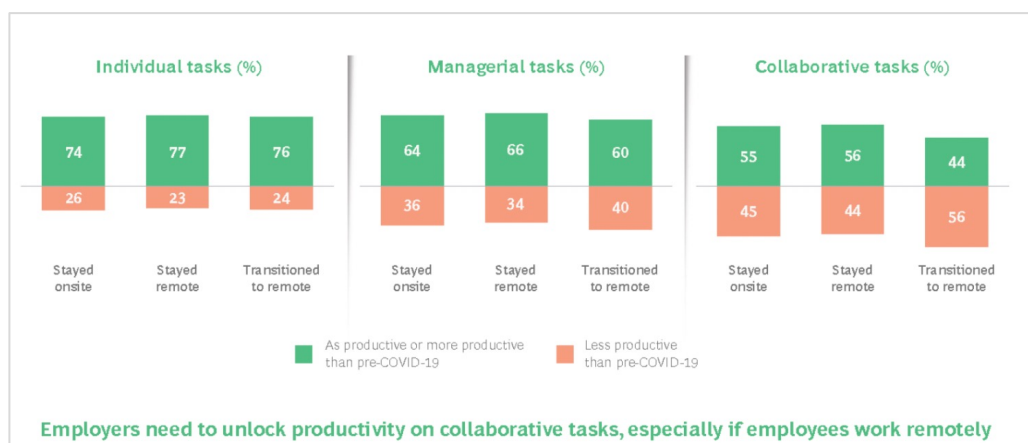
☐ Fixed Hours

☐ Flexible Hours

☐ Other...

## Secondary Research







BCG ([Source](#)) report suggests need for more productivity working remotely and need more social connect





# Discover white-space opportunities

Competitive heat map to draw a white-space opportunity and improve our product strategy accordingly.

Competitive Analysis	 Microsoft Teams	 slack	 wurkr	 DeskTime	 Google Meet	 zoom
Audio/Video/Chat	Yes	Yes	Yes	No	Medium (Chat only with video/audio call in progress)	Medium (Chat only with video/audio call in progress)
Live Video Stream	No	No	No	No	No	No
Metaverse Environment	Not yet, coming soon (Planning to launch around mid 2022)	No	No	No	Not yet, coming soon with very limited features.	No
Document Sharing	Yes	Yes	Yes	No	No	Medium (Only while call is in progress)
External Integration	Yes	Yes	No	Yes	Yes	Yes
Employee Engagement Features	Medium	Medium	Yes	No	No	No
Wellness Features (Virtual Coffee Chats, Check-ins, Helpful Internal Communications)	Medium	Medium	No	No	No	No
Data Security/Privacy	Yes	Yes	Medium	Yes	Yes	Yes
Scalability	Yes	Yes	Medium	No	Yes	Yes
Downloads (iOS, Android)	Yes	Yes	-	Yes	Yes	Yes
Steps to Signup	Only 1 step sign-in option using work credentials	4 Steps	4 Steps	Since it is a B2B, it is an invite only basis.	Not required, it automatically signs in with your email	Not required but normal sign up process is
Screen Sharing	Yes	Yes	No	No	Yes	Yes
Recording	Yes	No (Only using third party app integrations)	No	No	Medium (Limited features of recording with G-Suite only, also	Yes

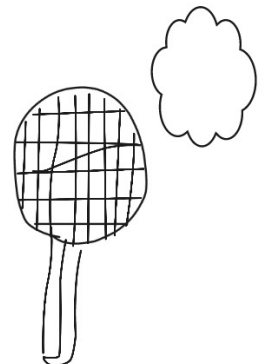
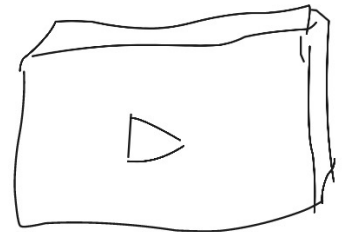
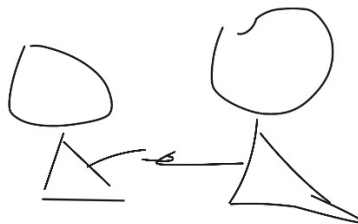
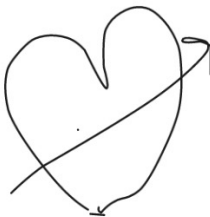
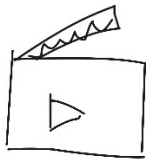
# Ideate solutions

**Empathizing** with users through an Ice Breaking Session:

Users had to tell their emotions visually on below question:

**If you have to work remotely for rest of your career, what is that one thing you would miss a lot ?**

Visualize your answer by scribbling, adding pictures or gifs or writing on stickies.





# Ideate solutions

Creating Mental model through **Card Sorting** exercise to organize information, features and content



Continue

Continue

What helped us move forward?

1. Need for more human interactions

2. White space opportunity in metaverse space

Stop

Stop

What held us back?

1. Resistance to change in new culture of all time video activation

2. Strong early competition from large existing players

Invent

Invent

How could we do things differently?

1. Could have added more empowerment to users to choose between live video or not

Act

Act

What should we do next?

1. Reduce humans distance through more immersive experience

2. Enable ease of use in using such metaverse features day to day

...ran recurring retrospectives and usability reviews



# Usability Testing



Hotjar based  
**A/B testing** on  
landing page to  
understand user  
behavior and clicks  
helped team in re-  
vamping page for  
better conversations

..a scroll map shows  
click behaviour in  
heat map colours



# Usability Testing

50+ B2B users used our  
**Survey** to tell their  
experience on remotely  
application beta version..

## Worxswide Remotely

\* Required

1. How was your remotely app installation experience? \*

Mark only one oval.

- ☐ Very Good  
☐ User Friendly  
☐ Difficult  
☐ I have not installed the application

2. Were you able to figure out about the product features while onboarding? \*

Mark only one oval.

- ☐ Yes  
☐ No

3. How was the onboarding experience? \*

Mark only one oval.

- ☐ Easy  
☐ Smooth  
☐ Confusing  
☐ Difficult

Free trial to 5 organizations,  
with 30 users each to do  
**user acceptance  
testing**

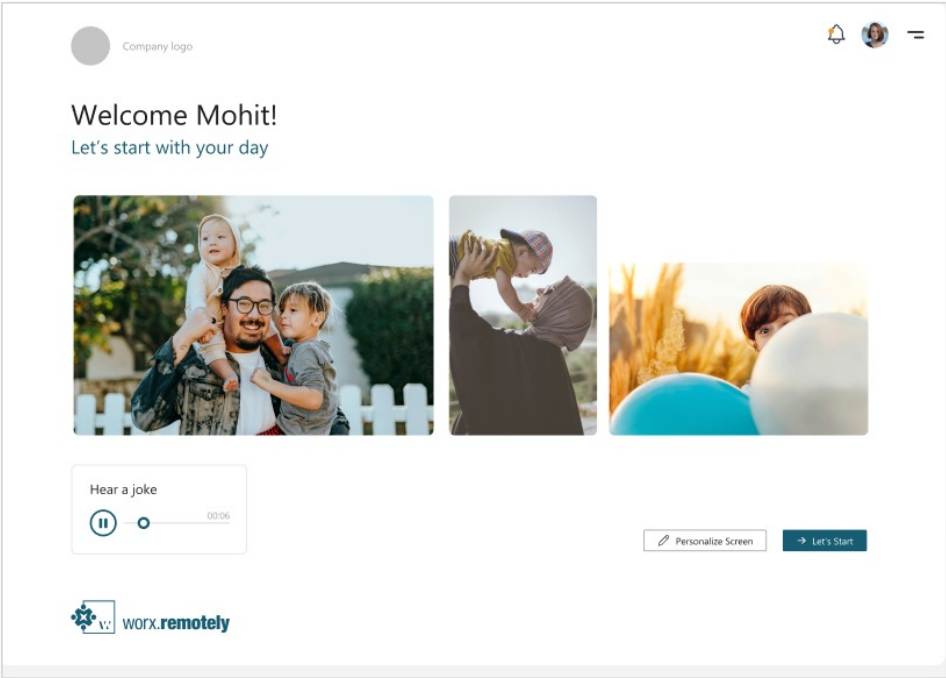


# User Interface

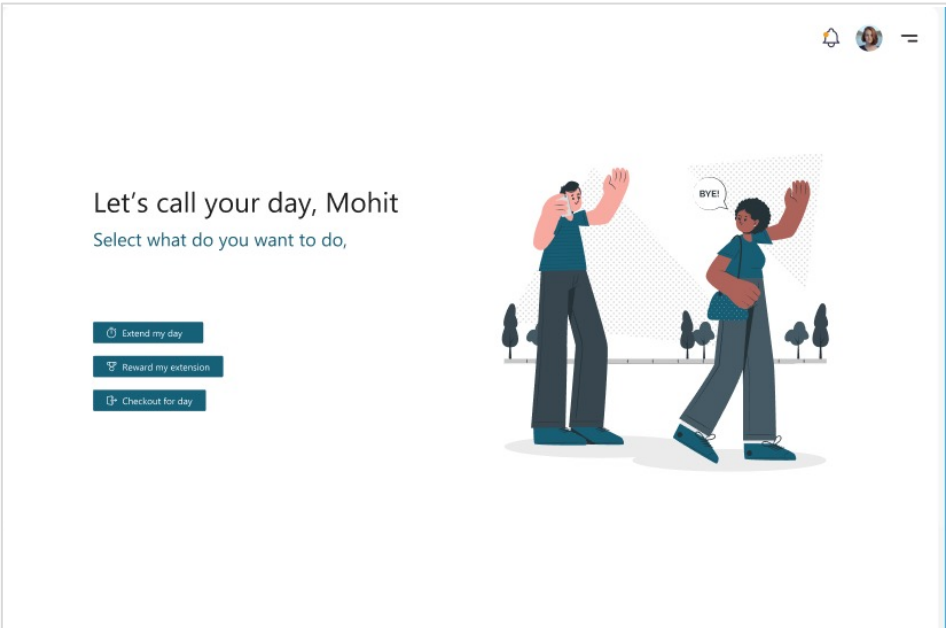
Desirable

Deep personalization makes it a platform of choice

Employees will start their day by seeing whom they love and hear meditation or music of their choice.



Manage work life balance, after 8 productive hours, automatically platform suggests to log off or extend & get paid.

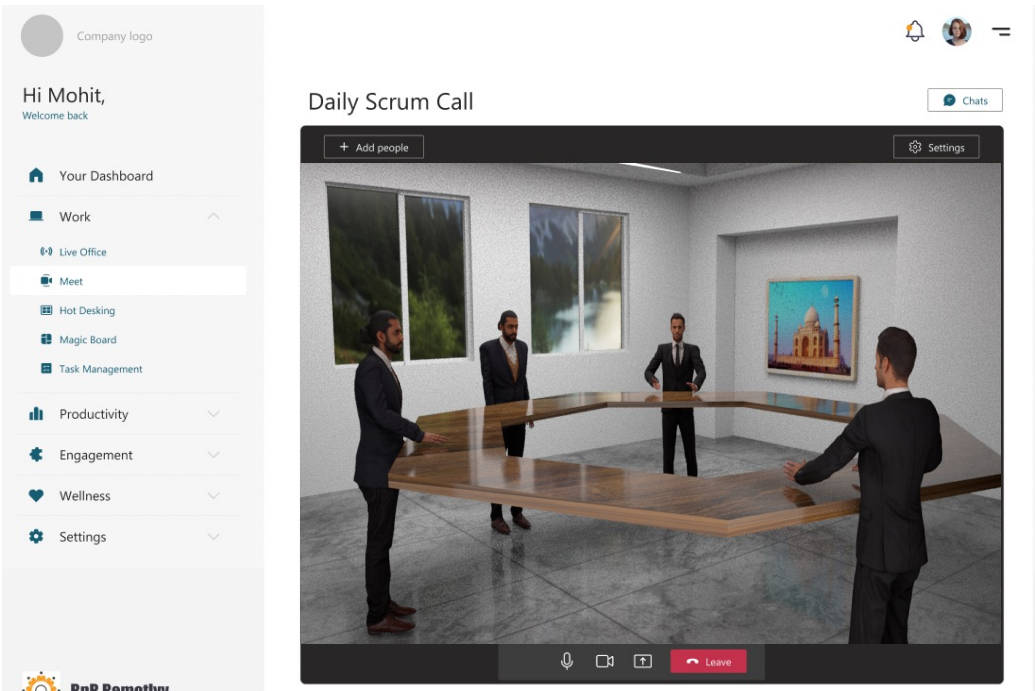


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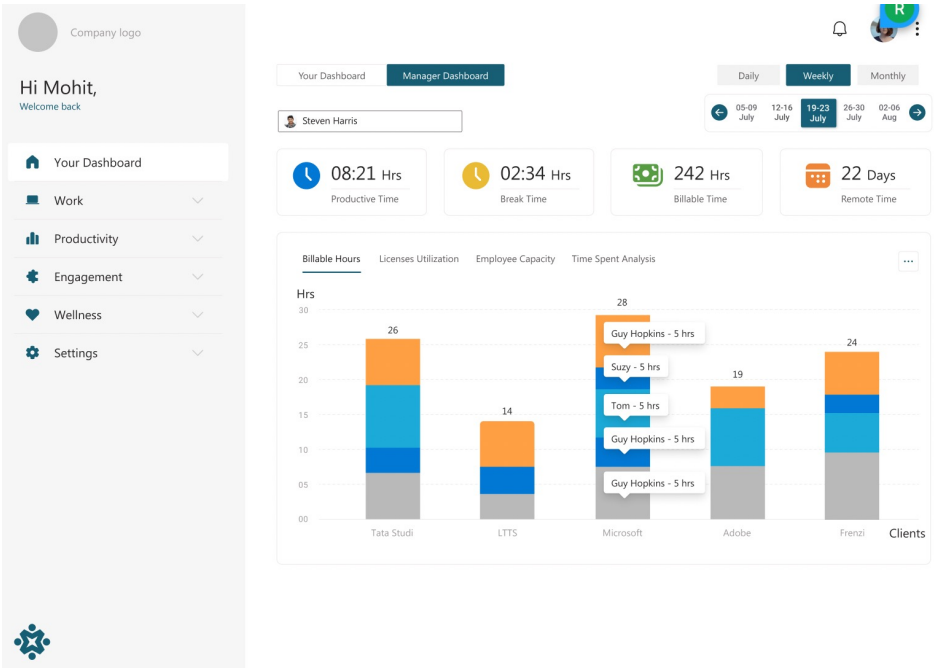
Useful

Addresses need of remote work, wherever you go, it feels like in office

Real looking meeting rooms and avatars to interact with people as you do in office.



Intuitively tells managers and employees on their productive time and billable hours etc.

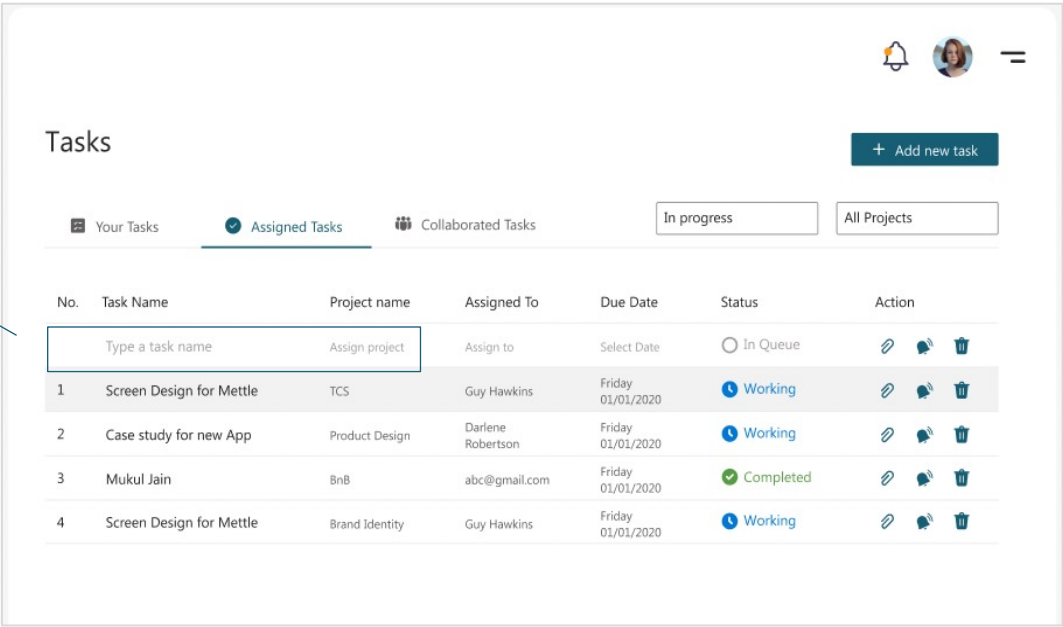


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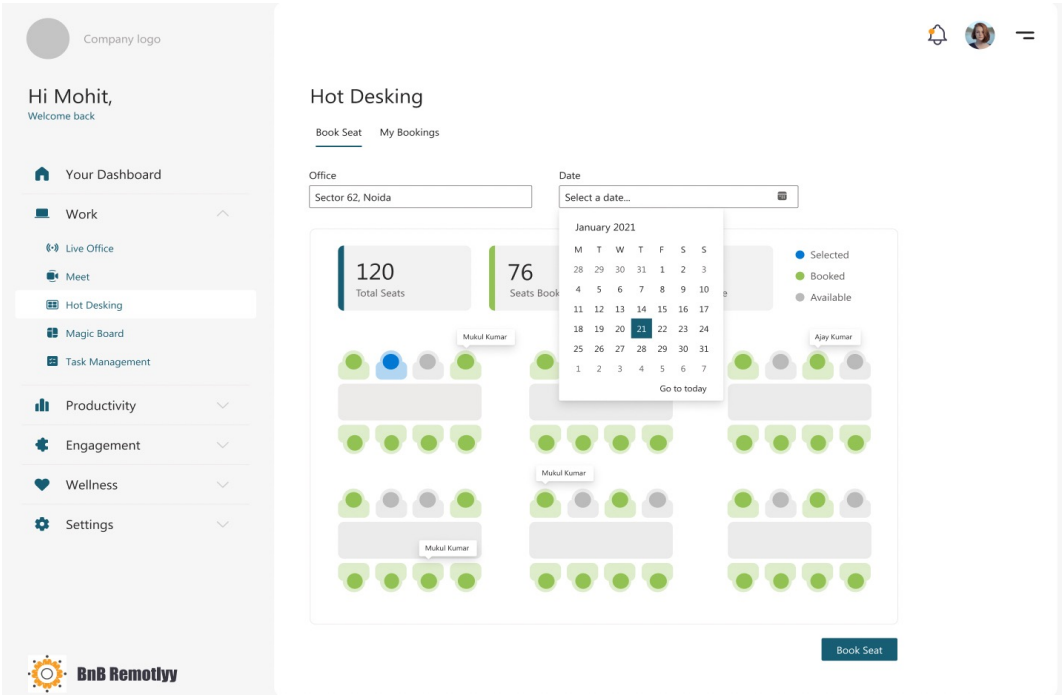
Usable

Intuitiveness and ease of use makes it effective

Inline task management fields makes it no brainer to start typing and assign tasks right away.



In just 2 clicks, you are able to book a physical seat in office, and able to see who all are coming that day in office. (Hybrid model)

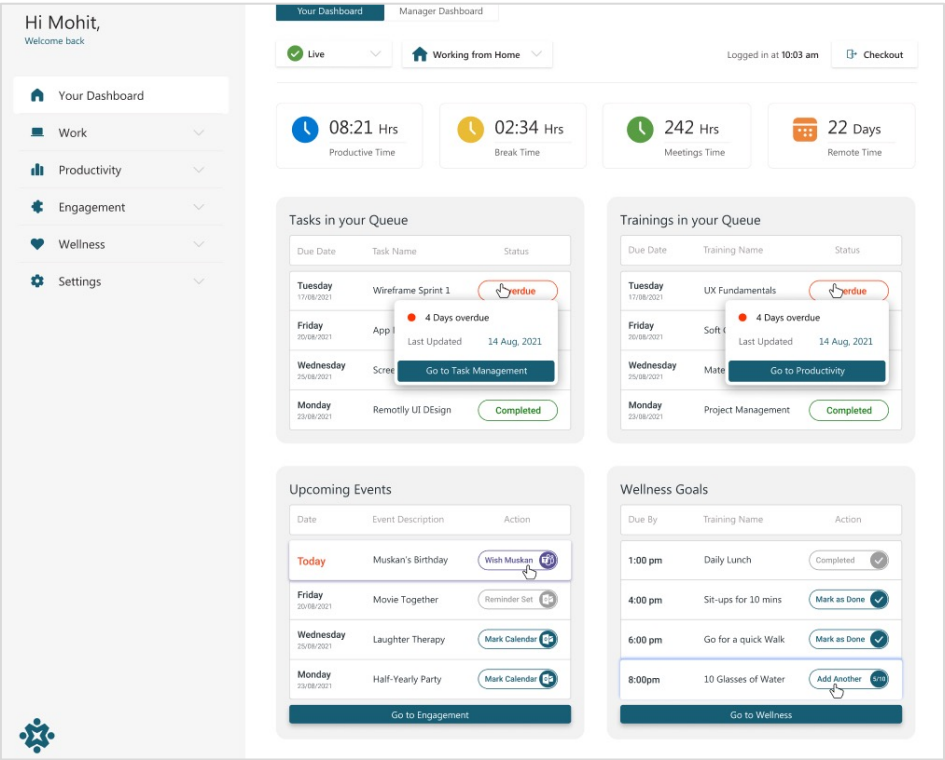


# User Interface

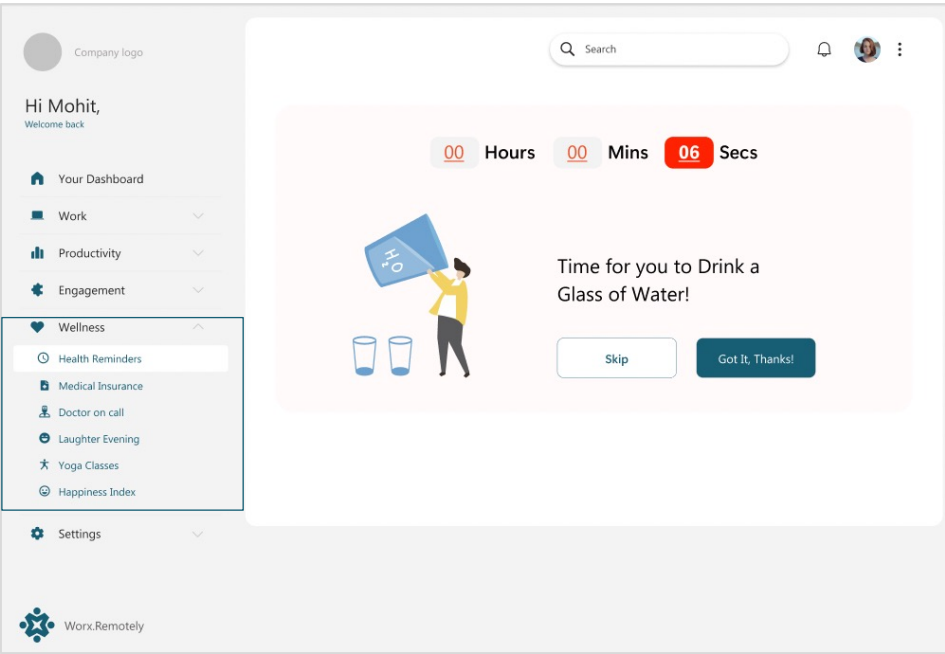
Findable

No brainer to navigate features

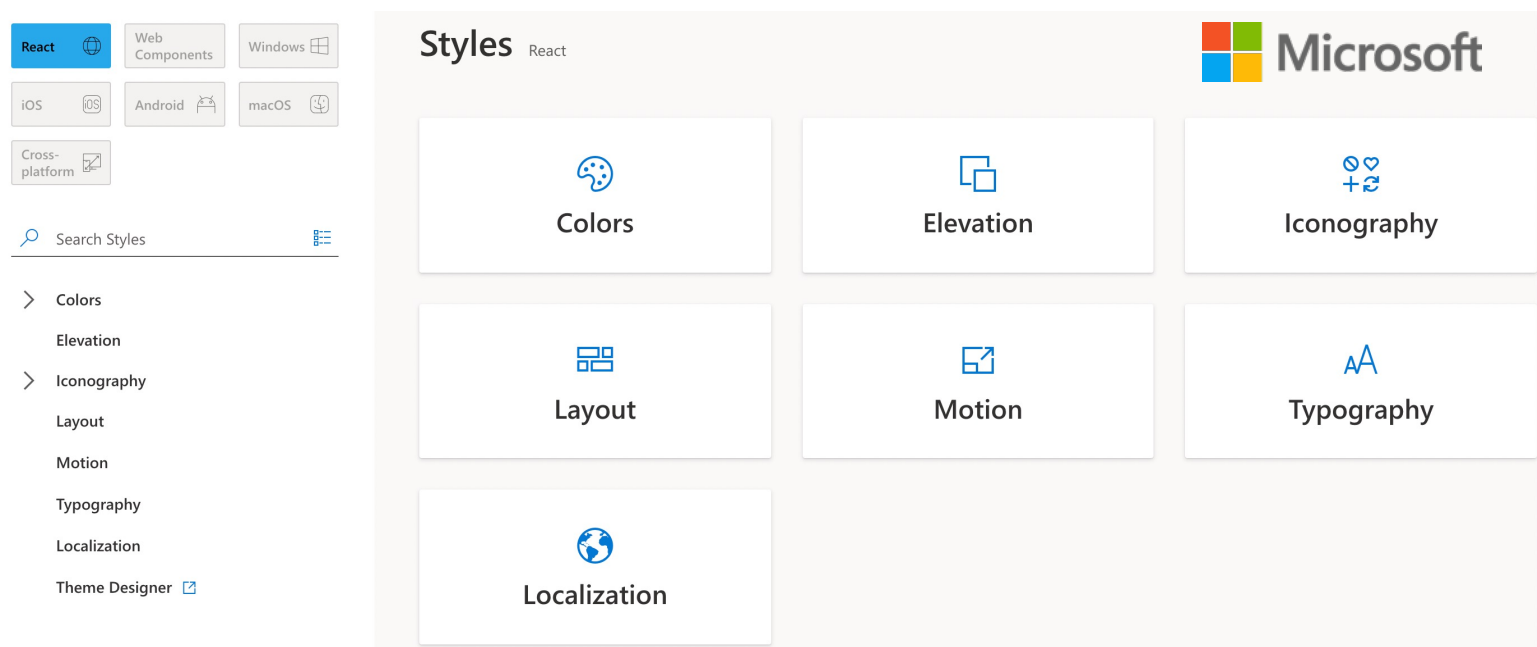
You can never get lost. Summarized view in dashboard which links back to each module and its features. For ex: Tasks, Trainings, Events and Wellness goals shown in this screen on right.



Easy structured navigation with 4 major categories. For ex: Wellness category is expanded to see if you need wellness features.



# Design Systems – Microsoft Fluent



Consistent and Seamless  
UI is powered by  
**Microsoft Fluent** during  
design and development  
for React JS as front  
end.

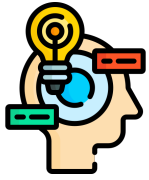
## Available icons

Fluent UI React (font)   Fabric Core   SVG icons   SVG icons (branded)





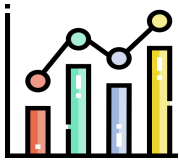
# What makes its UX impactful



**Intuitive Design** – Simple information structure, seamless content placement, and user workflow makes it intuitive.



**Deep personalization** – Tailored experience for users and flexibility to adjust its feature adds to experience.



**Enhanced Usability** – From 2 step onboarding, to auto log-in to quick task management features make it high efficient.





[Try now](#)



## About Worxwide

Worxwide Consulting (Formerly Bids and Beyond) is a five-year old digital growth consulting firm, operating in the UK, US, and India markets. We help in:

- Winning more bids for clients
- Designing new products and improve UX
- Transform sales journey through content and automation.
- Digital innovation through MS SharePoint, Power Apps and Data Design.



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