



WHAT ARE THE USERS DEMANDING?

HUMAN ALIKE

CONTROL & TRUST



COLLABORATION & EFFICIENCY

BE MOBILE & GROW WITH ME

HUMAN ALIKE

- Customization that enables diversity
- Voice control
- Easy to use / to understand
- Well being: want to feel good at work
- Learn from my private life
- Do not forget the emotional link

CONTROL & TRUST

- Users need to have control and decision making power
- Build trust: explain to me what "it" is doing but not constantly in the user's mind
- Tracking: Controversial. Maybe OK if the benefit is clear
- Data security & privacy is a must
- Uniqueness vs. competitors

COLLABORATION & EFFICIENCY

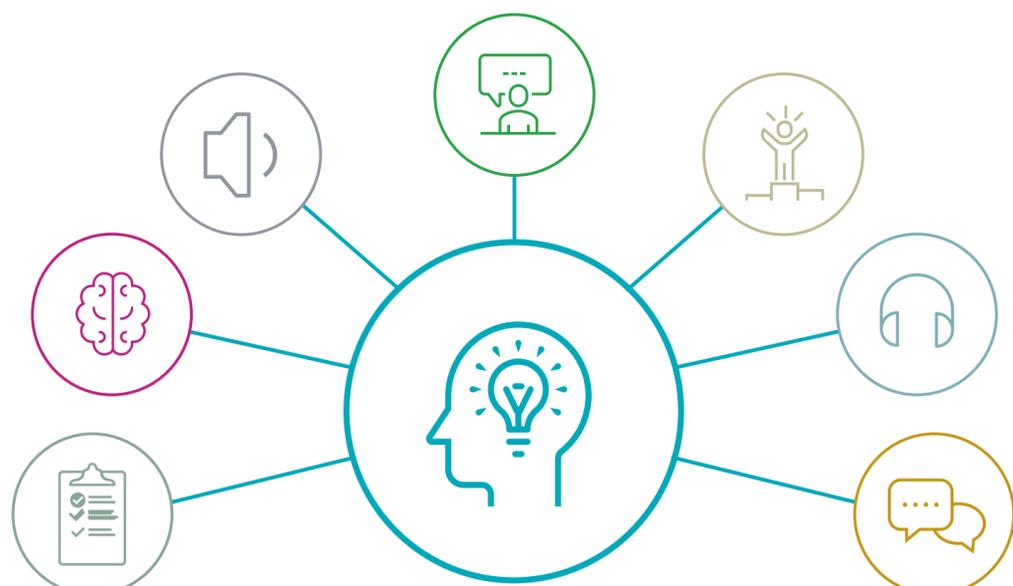
- Collaboration with others as a big area of improvement
- Need of better management of tools, tasks, emails, projects
- Need to increase efficiency for repetitive tasks

BE MOBILE & GROW WITH ME

- Always on the go / access from every device
- Flexible / scalable
- Fit into current workflow of the user
- Everything in one place / all-in-one as ideal
- Learn from me but also for me: be proactive and show me the future

1. Source: Online community analysis. "Pain Points Workplace", 2018-19

WHAT ARE USERS' IDEAS ABOUT THE FUTURE WORKPLACE? (SOME IDEAS ARE INSPIRED FROM PRIVATE LIFE INSIGHTS)



IDEAS FOR FUTURE WORKPLACE



AI TOOLS

- For translation and interpreting
- For reading and summarizing documents
- For archiving documents
- Automatic meeting minutes



TO-DO LIST

- All-in-one tool for the tasks and priorities, reminders, meetings
- To keep track of team members' contribution
- To share calendars and tasks



COMMUNICATION TOOLS

- Faster and easier than email
- Discussion-oriented like Facebook
- Flexible for creating groups for different purposes/topics
- Use photos to express ideas



HEARING DOCUMENTS

- While traveling
- Similar to Amazon's Audible books



VOICE ASSISTANT

- Similar to google home to virtually synchronize the settings
- Should be integrated into essential apps such as MS Office
- Use cases:
 - To schedule meetings, prepare meeting room, adjust microphone, dim the lights
 - To place/follow an order
 - For search function
 - For creating lists, getting quick answers to simple questions
 - To set reminders
 - To send emails



NOISE REDUCTION TOOLS

- For open space workspaces



WELL-BEING AT WORK

- Ergonomic furniture
- Inspiring meeting rooms
- Adjustable lighting system
- Nice motivating view out of the windows
- Fresh air