Hy
LIFE

—

We are innovating in the area of hybrid work so
your workforce can live the HyLife.

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DGMT-720 | Prof. Kwela Hermanns | Winter 2022
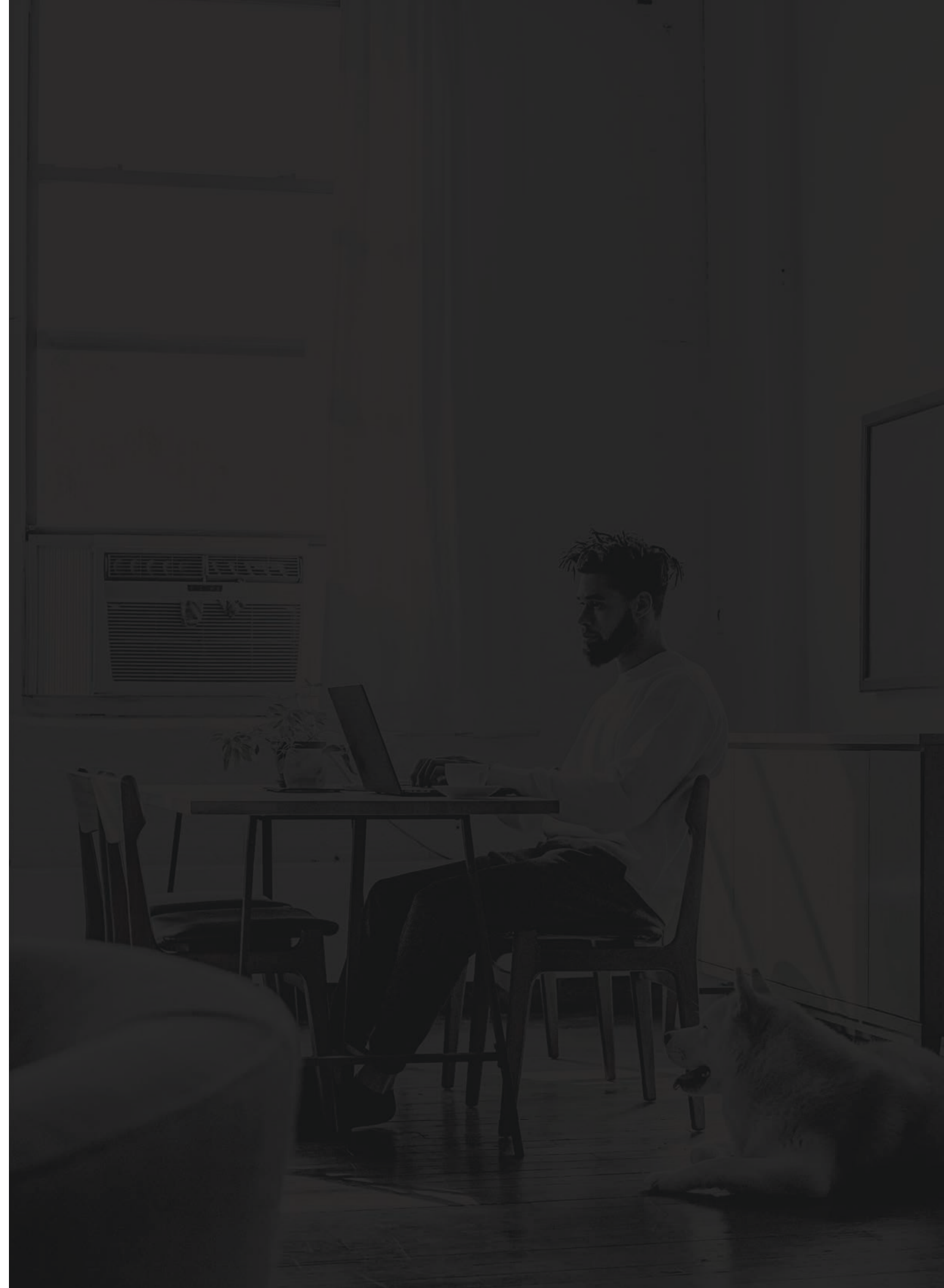
HYLIFE TEAM

Anastasia Castro
Interior Design

Amari Johnson
Animation & UX Research

Jeni Martin
Brand & Project Management

Joya El Ghaoui
Graphic Design

Meglyn Masters
Graphic Design

GANTT CHART

VIEW HERE

WORKING WALL

TAKE A LOOK **HERE**

Things to keep in mind for part 5

ZAG

NEW REFERENCES

Refined Business Model Canvas

Video Pitch Ideas and Storyboard

Video Script Idea Formation
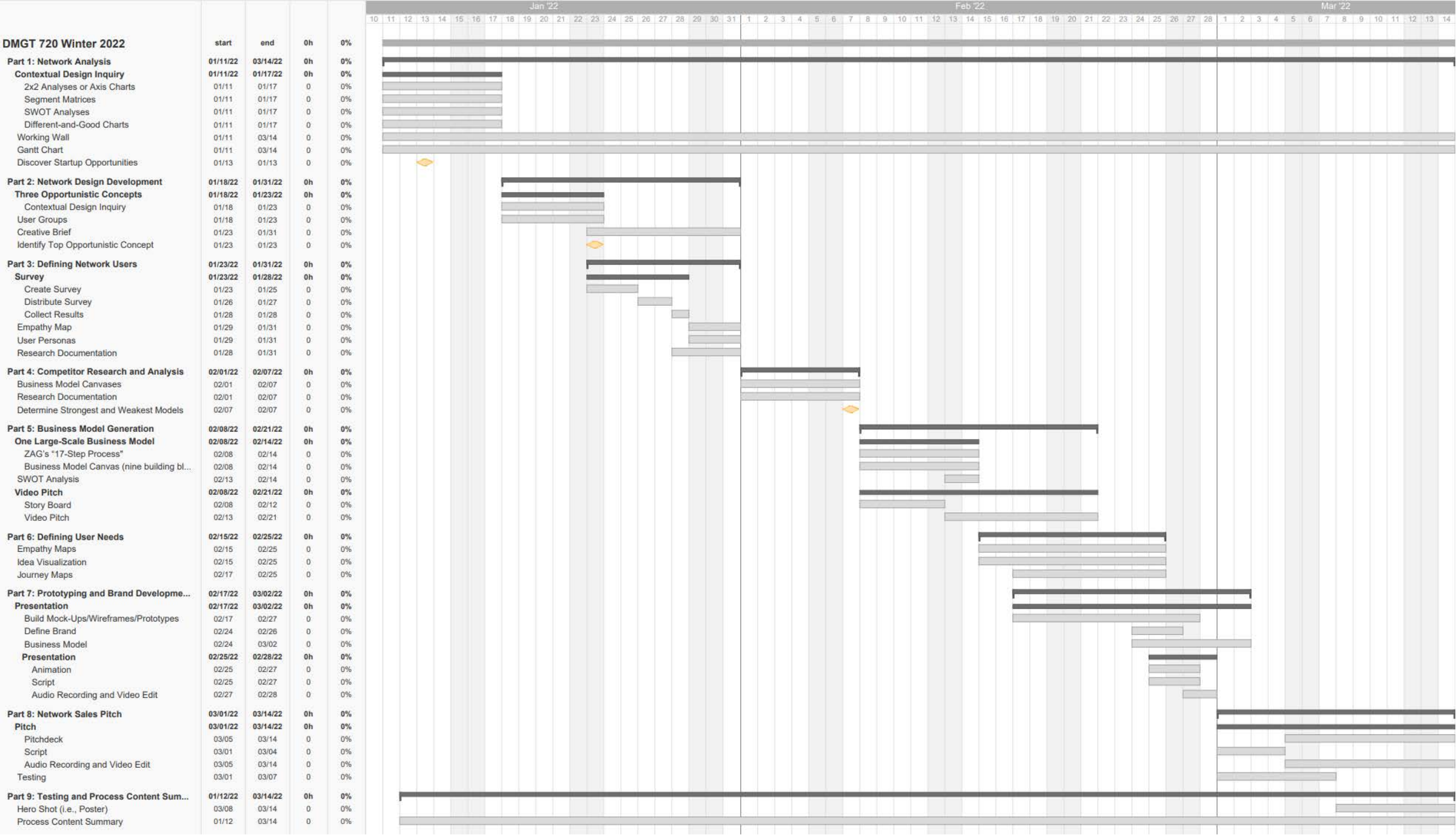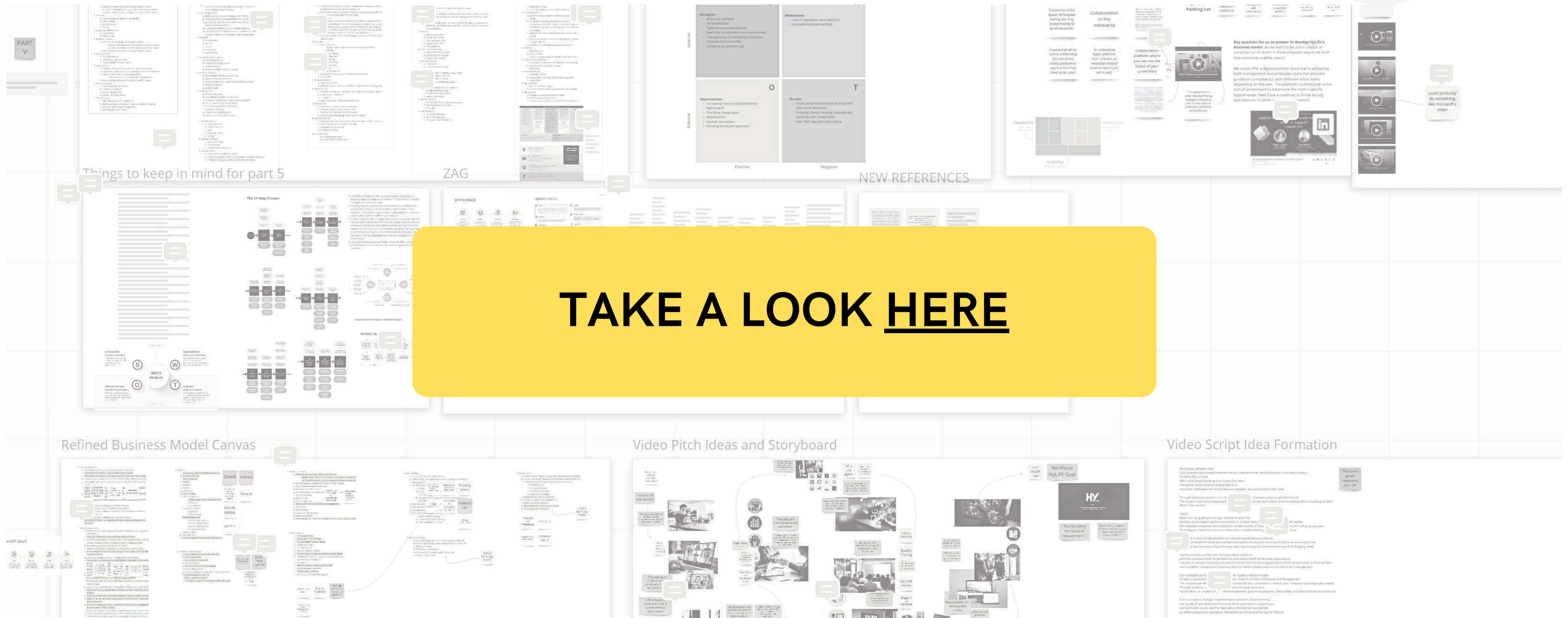
TOPIC DEFINITION

THE HYBRID WORKPLACE

A flexible working model that allows employees to operate from different locations.

NETWORK ANALYSIS

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ABOUT

According to Gallup, 54% of employees would prefer a hybrid arrangement by splitting their time between working remotely and in the office (Saad & Wigert, 2021).

Additionally, Gen-Zers have expressed their demands to work in a more flexible environment as they started doubting the success of pre-pandemic work models (e.g., 8-hours) (Hoffower, 2021).
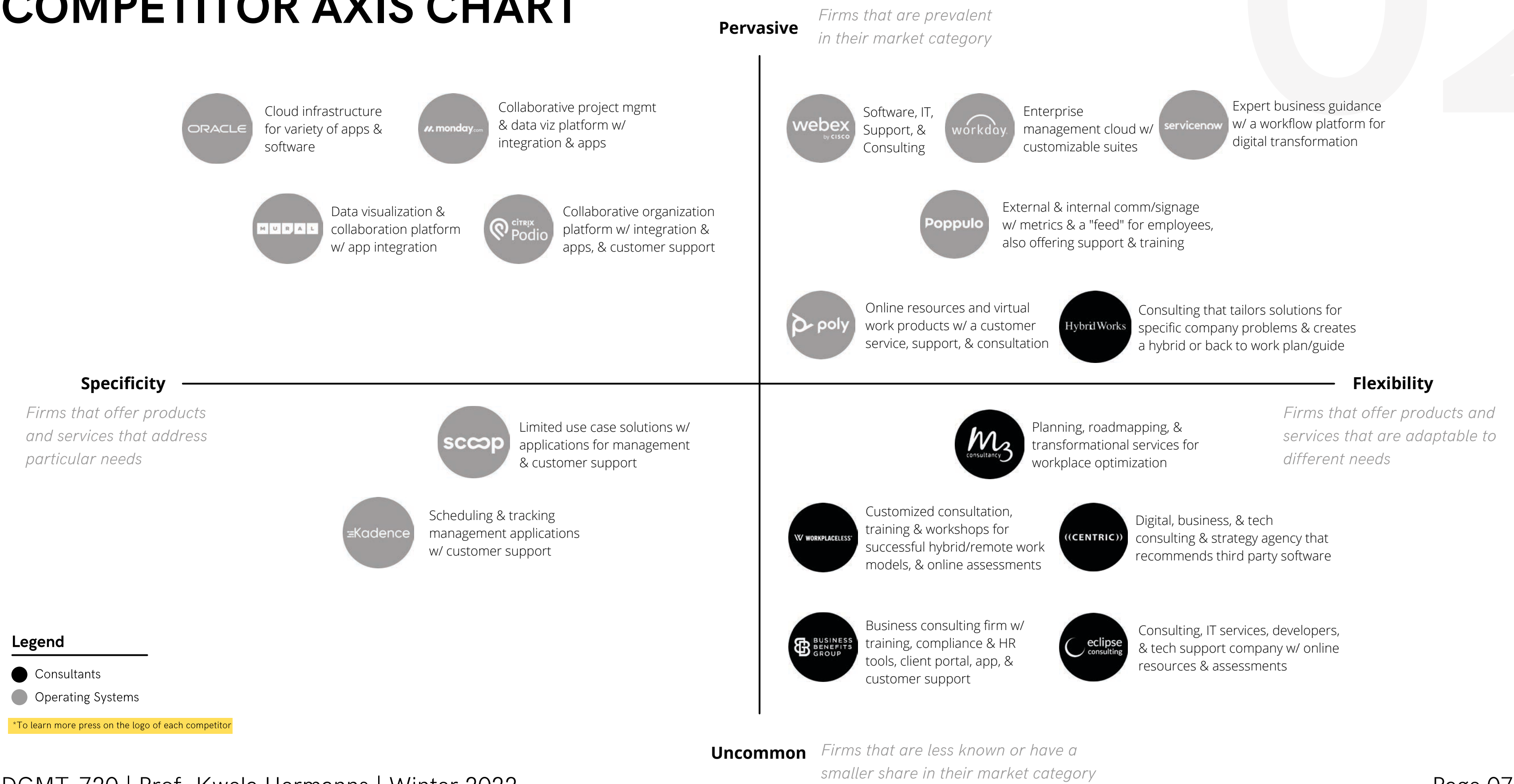
Hy Life is a just-in-time consulting firm to help businesses adapt to the ever-changing landscape of the workplace.

We use design thinking to navigate business decisions, drive innovation, and propel our clients forward into a tailored hybrid work model that does not compromise productivity and efficiency.

COMPETITOR AXIS CHART

Pervasive *Firms that are prevalent in their market category*

ORACLE — Cloud infrastructure for variety of apps & software

monday.com — Collaborative project mgmt & data viz platform w/ integration & apps

MURAL — Data visualization & collaboration platform w/ app integration

CITRIX Podio — Collaborative organization platform w/ integration & apps, & customer support

webex by CISCO — Software, IT, Support, & Consulting

workday. — Enterprise management cloud w/ customizable suites

servicenow — Expert business guidance w/ a workflow platform for digital transformation

Poppulo — External & internal comm/signage w/ metrics & a "feed" for employees, also offering support & training

poly — Online resources and virtual work products w/ a customer service, support, & consultation

Hybrid Works — Consulting that tailors solutions for specific company problems & creates a hybrid or back to work plan/guide

Specificity

Firms that offer products and services that address particular needs

Flexibility

Firms that offer products and services that are adaptable to different needs

scoop — Limited use case solutions w/ applications for management & customer support

Kadence — Scheduling & tracking management applications w/ customer support

m3 consultancy — Planning, roadmapping, & transformational services for workplace optimization

WORKPLACELESS — Customized consultation, training & workshops for successful hybrid/remote work models, & online assessments

((CENTRIC)) — Digital, business, & tech consulting & strategy agency that recommends third party software

BUSINESS BENEFITS GROUP — Business consulting firm w/ training, compliance & HR tools, client portal, app, & customer support

eclipse consulting — Consulting, IT services, developers, & tech support company w/ online resources & assessments

Legend

● Consultants
● Operating Systems

To learn more press on the logo of each competitor

Uncommon *Firms that are less known or have a smaller share in their market category*

FOCUSED AND UNIQUE CHART

Focused

"Focused" firms center their product and services around particular industries/initiatives/capabilities.

Firms that are *"Unique"* are distinct and differentiate themselves from what already exists in the market.

Not unique but focused

Unique and focused

Not unique and not focused

Unique but not focused

Unique

Legend

● Consultants

● Operating Systems

*To learn more press on the logo of each competitor

COMPETITOR SEGMENT MATRIX

eclipse consulting

Objectives

Data Security, Employee Productivity, IT Policies and Procedures

Provides a unique framework for businesses to collaborate and foster valuable connections beyond traditional or organizational structures

Focus on business needs

Members

Business Consulting
Information Security
IT Professionals
Software Development
Cloud Migration
Business Productivity for small to mid-size businesses

Lessons

The value of affordability, comfort, reliability, and security

Credibility is key and follow through is important to building customer trust

Approach

IT infrastructures delivered to the community such as build infrastructures, mailing lists, newsgroups, downloads site, and project and working groups

Homepage

Home/Projects/Working Groups/Members

IT quiz

Collaboration Opportunities

Collaboration-centric

Driven by productivity and efficiency

SWOT ANALYSIS

Strengths   S

- Hybrid workplace general guidance
- Combines IT, business and office consulting
- Offers a trust reputation on company's future
- Provides efficient tools for hybrid workplace transitions
- Business strategy through the hybrid model

Weaknesses   W

- Platform development appearance
- User platform interaction
- Platform visualization and organization
- Re-creation of new work environment based on hybrid workplace
- Integration of services
- Specialization on specific industries
- Alliance with too many software platforms

Opportunities   O

- Universal hybrid model
- Combination of hybrid workplace services including facility updates, business strategy and technology through one platform
- Hybrid model graphic demonstration
- Improvement of current technologies and utilization
- Transition hybrid model user guide

Threats   T

- Must provide a combined platform that covers user's need
- Technology becomes a key aspect of the hybrid work model
- Right understanding of company needs to achieve successful hybrid model environment
- Low demand

Internal

External

Positive

Negative

Major Competitors

Eclipse Consulting

Centric

Business Benefit Group

MAJOR COMPETITORS

Consulting, IT services, developers, & tech support company w/ online resources & assessments

Key Services

- Business Strategy
- IT advising and consulting
- New office setup
- Remote/hybrid work guidance

Expertise

- All industries

Digital, business, & tech consulting & strategy agency that recommends third-party software

Key Services

- Business Strategy
- Experience Design
- Program Management

Expertise

- Insurance
- Healthcare
- Financial Services
- Public Sector

Business consulting firm w/ training, compliance & HR tools, client portal, app, & customer support

Key Services

- IT advising
- Benchmarking Analysis
- Success strategy

Expertise

- Government
- Construction
- Manufacturing

INSIGHTS & ANALYSIS

After reviewing existing competitors and market trends, we identified two key areas that Hy Life is competing with:

> **Software and platform providers**

> **Consulting firms**

The current market is saturated and consists of firms that provide a variety of products and services, while others specifically focus on optimizing hybrid work. Cisco, Workday, and Oracle are notably top providers used among Fortune 100 and 500 companies and globally (Oracle, 2022; Workday, 2022; Cisco, 2021). Some competitors offer their own exclusive content and tools. Examples include: hubs, dashboards, and online resources (e.g., FAQ documents, questionnaires, and eLearning).

Our vision for Hy Life resonates the closest with competitors that are:

> **Flexible and uncommon**
> Lower right quadrant on page 6

> **Unique and focused**
> Upper right quadrant on page 7

A part of this group, we identified Centric, Eclipse Consulting, and Business Benefits Group as firms we are competing directly with. Over the course of the project, we will strive to develop solutions and a business model that differentiates our startup from our competitors.

NETWORK DESIGN DEVELOPMENT

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THE THREE CONCEPTS

03

Workplace Admin

01

Earlier last year, Microsoft claimed "we're on the brink of a disruption" as the remote workforce began to switch to hybrid ("The Next Great Disruption," 2021).

Our first concept proposes a platform for companies to seamlessly switch to a hybrid workplace. This platform would help employers manage the transition and govern long-term adoption. It would also include features for employees to embrace the hybrid model, optimize their workday, and avoid burnout.

Key focuses: scalability and diffusion

Engagement Platform

02

The workforce is beginning to notice "bias favoring those who are in the office compared to those who are not" (Fox, 2022).

Our second concept introduces a platform that prioritizes workplace equity by fostering engagement, emphasizing inclusion, and ensuring opportunities are offered to both in-person and remote employees to grow and excel.

Key focuses: culture and professional development

Hybrid Toolkit

03

During our analysis of the market, we discovered an opportunity to consolidate the multitude of tools that are utilized separately.

Our third concept is to combine all the tools needed to support a successful hybrid model into a single platform This includes tools to communicate, collaborate, manage and schedule.

Key focuses: functionality and productivity

CONTEXTUAL ANALYSIS 01

WORKPLACE ADMIN

03

A digital platform for companies to smoothly adapt and administer a hybrid work model. It would provide tools for employers to guide the workforce and for employees to improve their routines.

FOR

- Private companies
- Organizations
- Entities
- Employees
- Employers

WHO

- Need support to offer an adequate hybrid work model.
- Need guidance organizing and selecting tools in order to accomplish hybrid tasks and goals.

OUR

Digital platform provides integrated hybrid tools that support a smoother transition into a full hybrid workspace.

BY

Offering a digital platform that provide organization tools, step-by-step guide, tips, and action plan for implementing a hybrid work model within current pre-pandemic work environments.

UNLIKE

Existing consulting firms for hybrid workspace, such as Eclipse Consulting.

OUR

- Our digital platform will offer accessible tools and guidance to provide a smooth hybrid transition.
- Offer a digital experience equal for both remote and physical workers.

CONTEXTUAL ANALYSIS 02

ENGAGEMENT PLATFORM

A hybrid platform for companies that focuses on workplace equity and providing opportunities for both remote and in-person workers.

FOR

- Hybrid employees
- Direct supervisors and managers
- Large "high growth" companies

WHO

Employees who value remote and in-person work and strong inclusion.

Employees who crave social connections and environment that values personal growth within the company.

OUR

Hybrid collaboration system enhances creativity, team togetherness, and prevents social burn out.

BY

Technology allowing remote employees and in-person workers to connect at same time.

Creating essential video conferencing and real-time virtual white board for meetings.

UNLIKE

Unlike other hybrid conferencing technologies, we foster social networking.

OUR

- Platform fosters seamless collaboration and stronger social connections.
- Flexible tool that leaves no one out.
- Provides valuable wellness insights, and real-time collaboration.

CONTEXTUAL ANALYSIS

HYBRID TOOLKIT

The only digital platform that employees and employers would require to operate as a hybrid company. It would include all the tools and programs to conduct meetings, schedule tasks, brainstorm and create editable files.

FOR

- Hybrid employees
- Hybrid employers
- Freelancers
- Contractors

WHO

- Want to improve productivity and communication while working apart.
- Do not want to download several applications to be online and in-touch.

OUR

Digital platform aims to include all the hybrid tools that are needed to work, communicate and meet from different locations.

BY

Providing employers and employees with all of the digital gadgets needed to complete their jobs in a more systematic and orderly manner.

UNLIKE

Other existing software developers that include one or two functions within their products.

OUR

Digital platform will include all the functions needed for employees and employers to operate remotely from a single provider. This would decrease the amount of applications needed to work remotely.

USER GROUPS

Primary

Employees of large corporations, small businesses, and part time workers across various industries.

Secondary

Executives of large corporations, people managers in organizations, and HR departments.
Owners, managers, customers and clients of small businesses.

Tertiary

Individuals that perform work at companies contractually or on jobs on a by-project basis, the recruiters who contract them, and the self-employed.

Employees

Corporate Leadership

Small Businesses

Freelancers &
Contractors
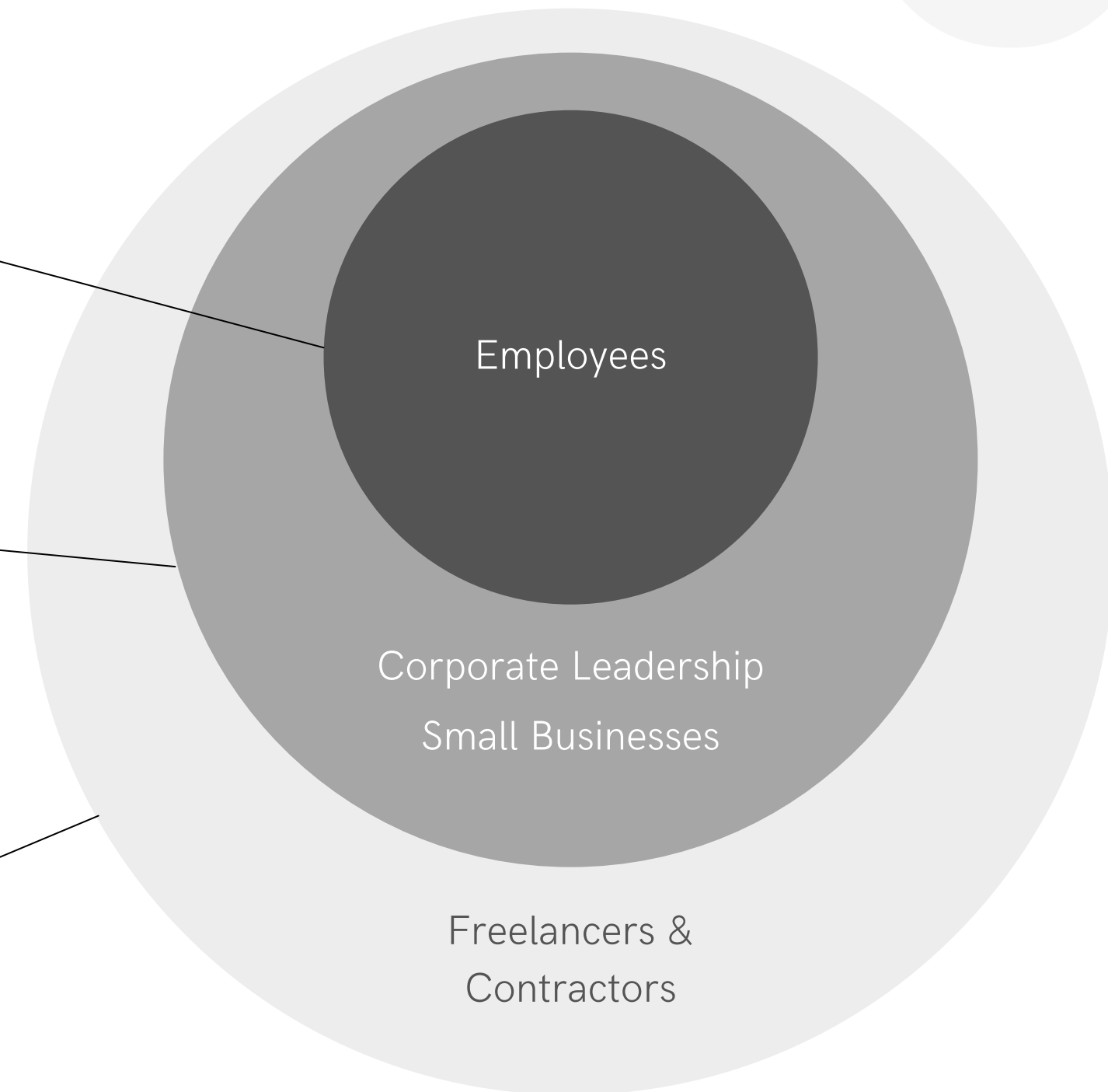
USER GROUPS
STAKEHOLDER MAP

Large Corporations		Executives
Small Businesses	**Employees** 01	People Managers
Part Time Workers		Human Resources

Corporate Leadership 02

HY LIFE

Hybrid & Remote Work Solutions

Recruiters		Owners
Projects Leads	**Freelancers & Contractors** 04	Managers
Short Term Projects		**Small Businesses** 03
Long Term Projects		Clients/Customers

USER GROUPS
SECONDARY RESEARCH

Currently, the most prevalent ways that our user groups communicate are through:

Video Conferencing	Instant Messaging	Email	Collaboration Platforms	Telephone
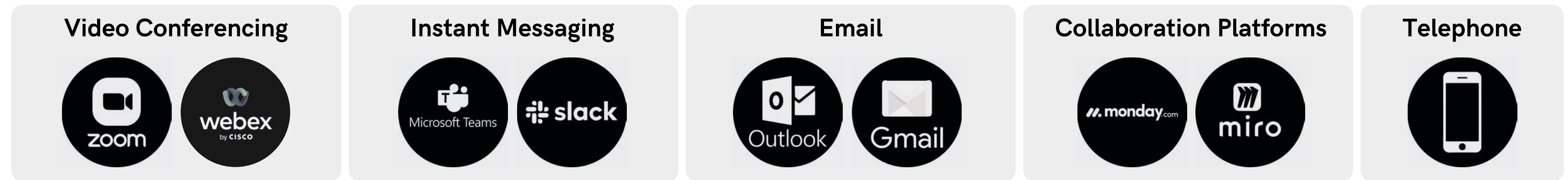
Larger companies are more likely to offer telecommuting options to their employees. Additionally, *full-time employees* are four times more likely to have remote work opportunities than part-time workers (Global Workplace Analytics, 2017).

This information reflects how our user groups lean. However, our research topic encompasses both small and large businesses as well as as part-time and full-time workers.

When employees were asked what would make them a more effective remote worker, *32% chose remote training* and *26% chose virtual meeting tools* (Owl Labs).

Virtual meeting tools are essential for businesses to maintain operational efficiency in their workforce, but the solutions are often piecemeal, and there is little guidance on tailored solutions and how to put them into practice for the workforce.

CREATIVE BRIEF

Background Summary

We are a team of design researchers exploring an emerging trend that is permeating across the country and world: hybrid work.

Network Overview

We propose a digital platform for businesses to adapt to a hybrid work model. This network would help employers manage the transition and govern long-term adoption. It would also include tools to allow workers to thrive by optimizing their workday and avoiding burnout.

Network Goals

Hy Life's mission is to help businesses adopt and embrace a hybrid model that suits their unique needs.

Audience

Hy Life serves two major groups: implementers (employers) and recipients (employees, freelancers, and independent contractors).

Competitors

Our competitors include consulting firms for hybrid workspaces, such as Eclipse Consulting. Unlike our competitors, we want to be there for clients through integration *and* execution.

Opportunities

There is an opportunity to help businesses through the hybrid adjustment period – and beyond – with a more customized and systematic approach. Hy Life assists with the transition by doing more than just pushing products or sharing "best practices" thought leadership.

DEFINING
NETWORK USERS

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ABOUT HYLIFE
EARLY DRAFT

04

About

We use design thinking to navigate business decisions, drive innovation, and propel our clients forward into a tailored hybrid work model that does not compromise productivity and efficiency. Hy Life is a just-in-time consulting firm to help businesses adapt to the ever-changing landscape of the workplace.

Our Mission

Hy Life's mission is to help businesses adopt and embrace a hybrid model that suits their unique needs for fully remote and hybrid employees.

Our Uniqueness

Hy Life will be a tailored strategic initiative and digital platform that integrates hybrid communication, management, organization and environmental tools to build an effective hybrid environment.

Audience

Hy Life serves two major groups: implementers (employers) and recipients (employees, freelancers, and independent contractors) having the unique characteristic of working hybrid and remote.

Problem Statment

Since the hybrid model is something relatively new, companies are having a hard time developing a concise and successful plan that includes the necessary guidance, tools, and communication for employees to have a smooth transition to the hybrid work environment.

Opportunities

There is an opportunity to help businesses through the hybrid adjustment period – and beyond – with a more customized and systematic approach. Hy Life assists with the transition by doing more than just pushing products or sharing "best practices" thought leadership.

PRIMARY RESEARCH

SURVEY RESULTS

Based on the survey conducted, we were able to gather information from a total of **53 participants** in total of which:

62.3% Women
35.8% Men
1.9% Non-Binary

50.9% 26-35 Y/O
30.2% 20 - 25 Y/O
9.4% 56 - 65 Y/O
7.5% 36 - 45 Y/O
1.9% 46 - 55 Y/O

35.8% White/Caucasian
35.8% Hispanic/Latin
18.9% Arab
7.5% Asian
1.9% A race not listed

64.2% Bachelor's Degree
24.5% Master's Degree
7.5% High School
1.9% Ph.D. or Higher
1.9% Trade School
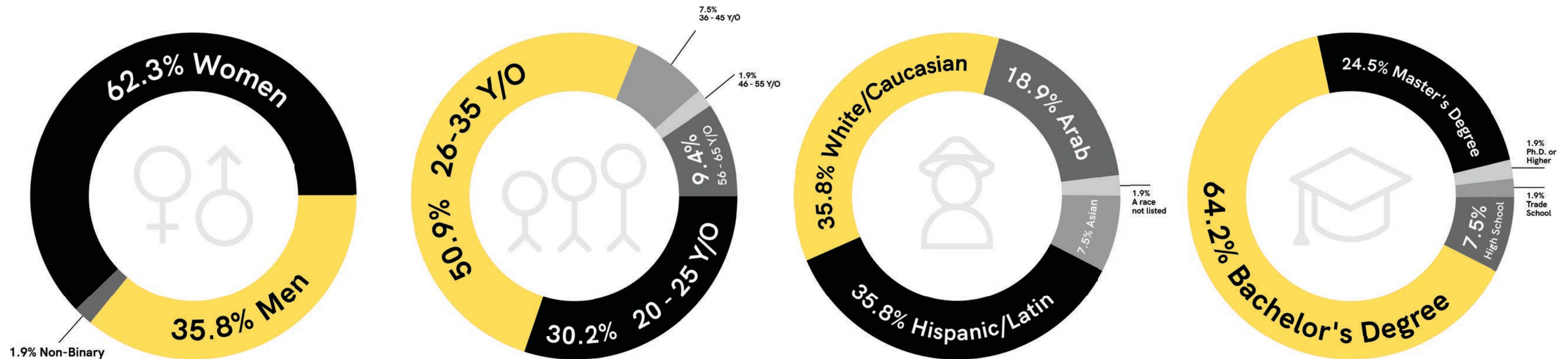
PRIMARY RESEARCH

SURVEY RESULTS

Based on the survey conducted, we were able to gather
information from a total of **53 participants** in total of which:

Large: 250+ employees
Medium: 50 - 249 employees
Small: 1 - 49 employees
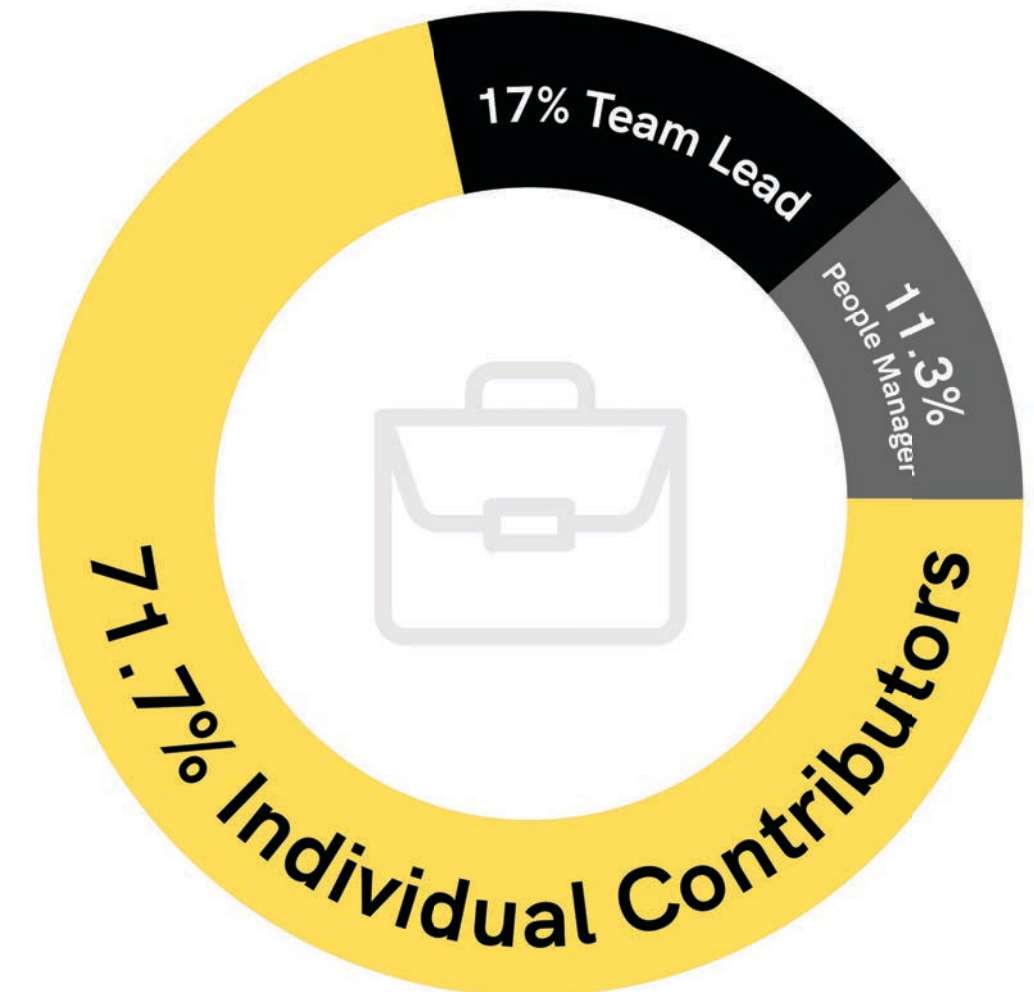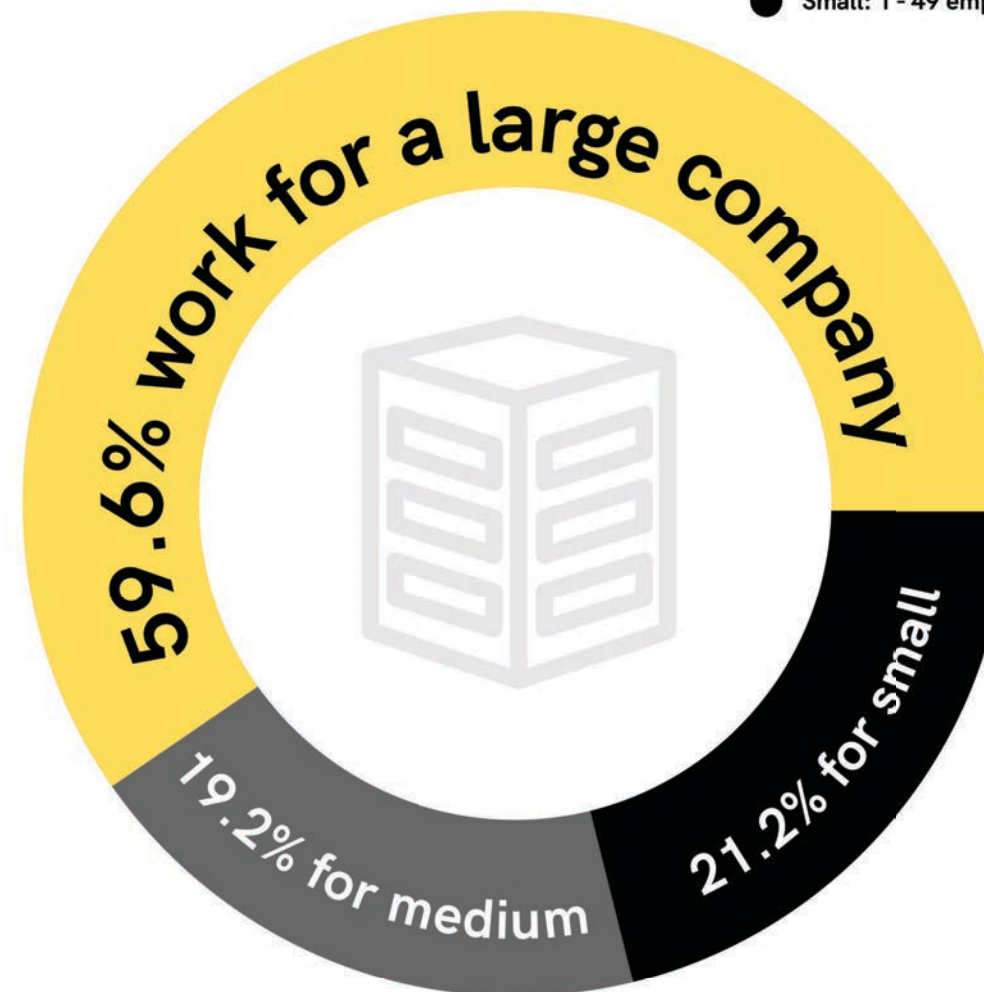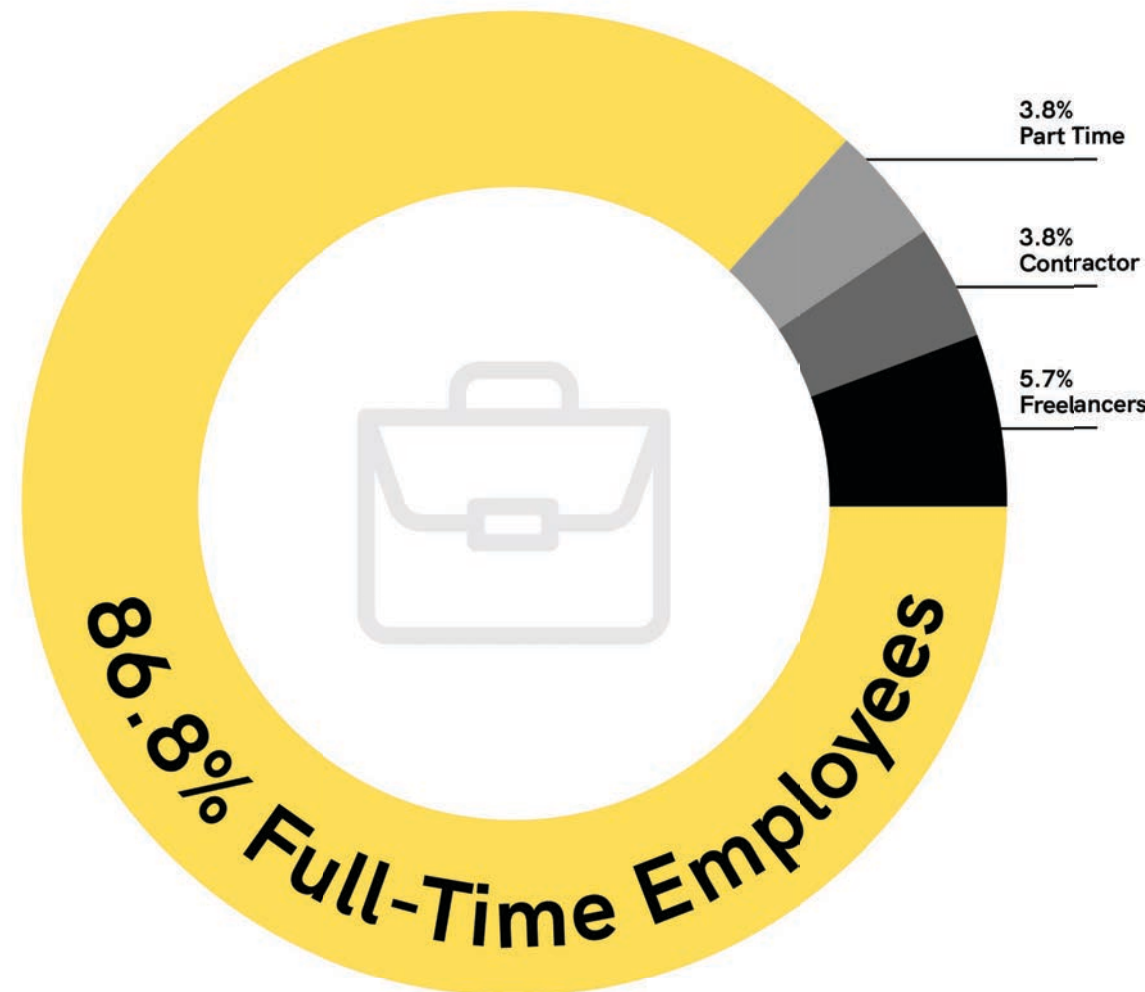
3.8% Part Time

3.8% Contractor

5.7% Freelancers

86.8% Full-Time Employees

59.6% work for a large company

19.2% for medium

21.2% for small

17% Team Lead

11.3% People Manager

71.7% Individual Contributors

PRIMARY RESEARCH

SURVEY RESULTS

Based on the survey conducted, we were able to gather information from a total of **53 participants** in total of which:

52.8% work hybrid
39.6% work remote
3.8% Remote & Optional Office
3.8% In Person

33.9% in a hybrid model
18.9% want to return
47.2% do not want to return to the office

88.7% have been working hybrid/remote for 0-2 years
7.5% for 3 - 5 years
3.8% for 5+ years

66% have work from home policies
18.9% do not have
15.1% don't know
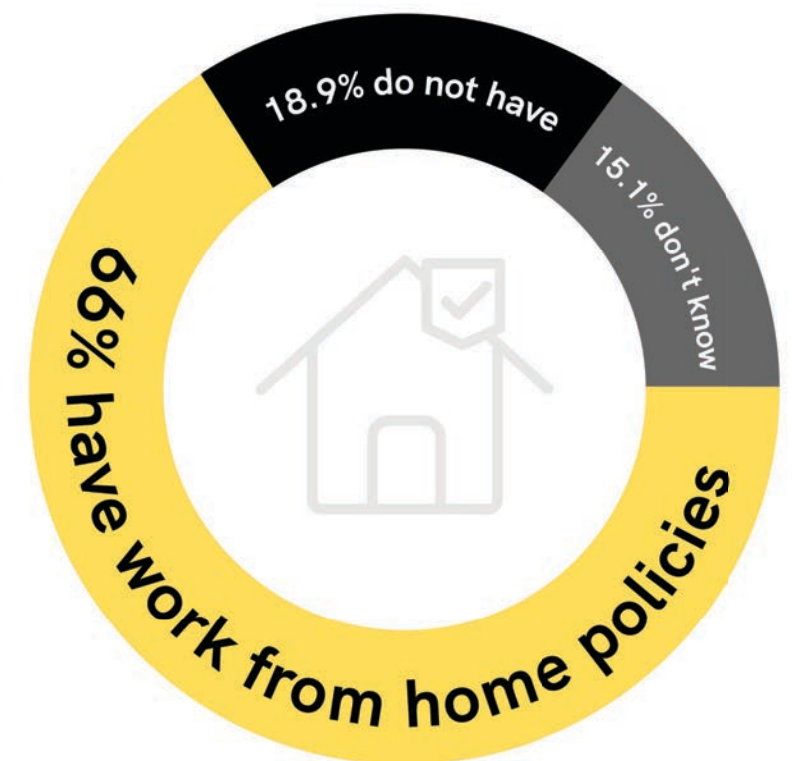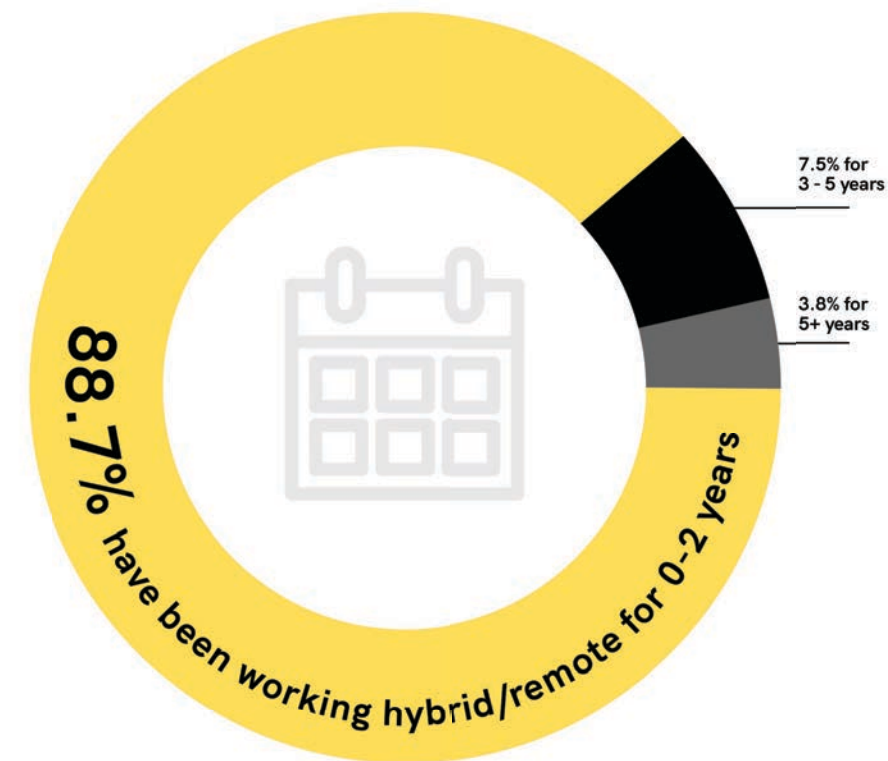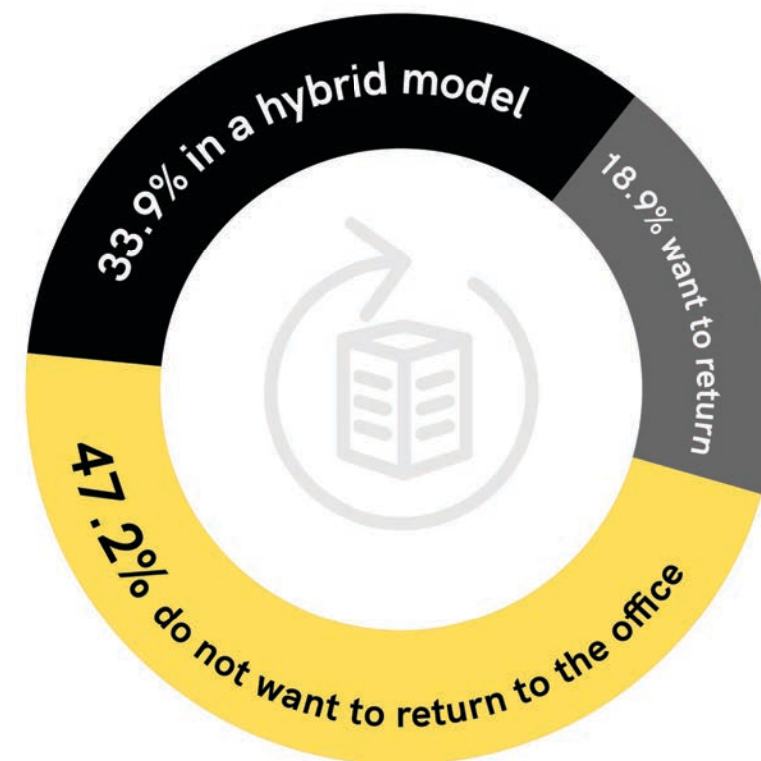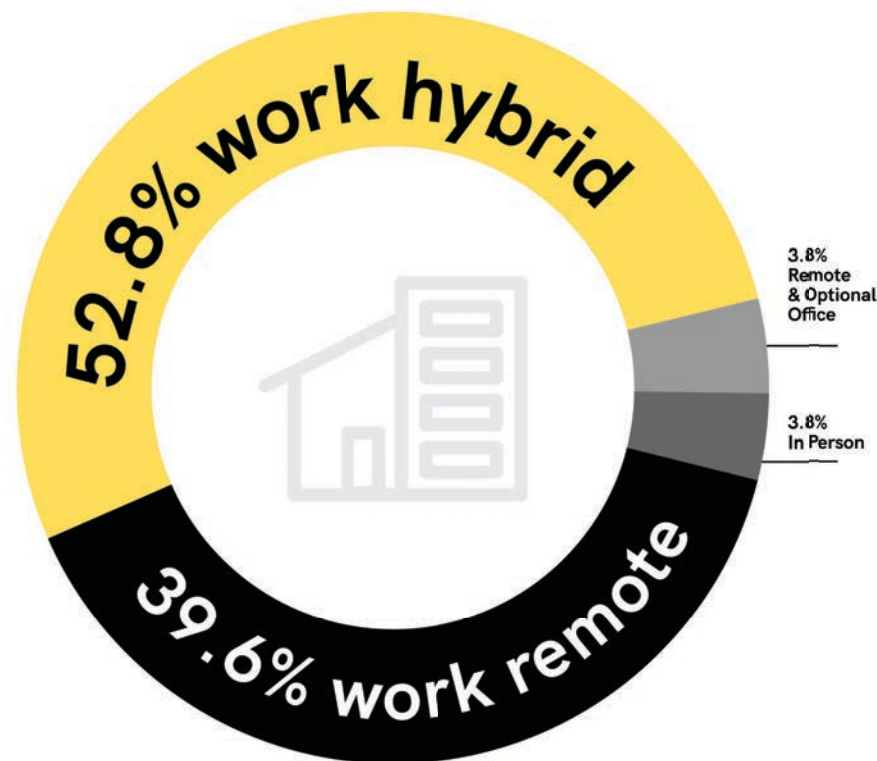
PRIMARY RESEARCH
INTERVIEW RESULTS

A total of 14 interviews were conducted. We selected quotes from the participants that we thought were intriguing.

> The flexibility of my job allows me to get work done when I'm most productive.

> I feel worse remotely because I spend my entire day at home so I don't really feel like going out.

> A lot of companies have realized remote works – will they not spend as much money on office space?
> Will relationship building become undervalued?

> I found it useful being on call with someone while working to share info and you feel like someone is there and there is background noise.

> Now I think more and give more importance to myself than I did before pandemic.

> When I worked from the office, I felt pressured to look busy and pretend to work hard.

● Work Environment   ● Daily Routine   ● Work Routine

PRIMARY RESEARCH

INTERVIEW RESULTS

A total of 14 interviews were conducted. We selected quotes from the participants that we thought were intriguing.

> It is hard to organize my time when working at home.

> I am able to pick up my kid at school during lunch.

> I need at least two monitors to successfully develop my work.

> There is misscomunication between members of the team as well as leadership.

> I eat healthier when I work from home.

> They've implemented a few technologies which are helpful but not game changing.

- Work Environment
- Daily Routine
- Work Routine

PRIMARY RESEARCH

AFFINITIZATION

**VIEW ON OUR
WORKING WALL**

PRIMARY RESEARCH
KEY INSIGHTS

Having the presence of the office is still important for social connection and access to resources.

Hybrid work allows people to live a productive and fulfilling life.

Fully remote work has been taxing and difficult to navigate and manage.

Remote work presents challenges that require more oversight than currently offered.

Remote work has impacted the way social norms are perceived.

Having a proper space and technology at home is necessary.

Strong virtual communication between all professional levels is key.

Remote and hybrid workers have embraced new tools and strategies to have a dynamic and engaging experience.

Structured work day routines foster more productivity.

Different stages of hybrid transition require an organized and manageable schedule.

EMPATHY MAP

THEY MISS HAVING PHYSICAL SOCIAL CONNECTION

THE HYBRID ENVIRONMENT TRANSITIONS CAN BE IMPROVED

THEY NEED BETTER COMMUNICATION AND MANAGEMENT TOOLS

ABOUT HOW THEY SPEND THEIR TIME

THEY NEED AN APPROPIATE WORK SPACE AT HOME

THEY WANT TO KEEP THE FLEXIBILITY OF DECIDING WHERE TO WORK FROM

THEY WANT THE POWER OF CHOOSING WHERE TO WORK

THEY HAVE THE "BEST OF BOTH WORLDS"

SAYS

HYBRID WORKER

THINKS

DOES

FEELS

HAS MORE RELAXED MORNINGS AT HOME

GOES INTO THE OFFICE FOR CERTAIN TASKS

FLEXIBLE

PRODUCTIVE

TAKES BREAKS

BALANCES WORK AND PERSONAL LIFE

EMPOWERED

FREEDOM

UTILIZES A VARIETY OF COMMUNICATION TOOLS

VALUES MEANINGFUL SOCIALIZATION

SOMETIMES DEPRESSED

FOCUSED

SOMETIMES STRESSED

04

BIG IDEAS

PARKING LOT

There is an opportunity to provide:

Home office design and equipment assistance

Oversight on day-to-day management and organization

Guidance on appropriate tools and how to use them properly

A virtual solution to mirror the real time social working environment

Communication protocol that connects various professional levels

PERSONA 01

EMPLOYEES

Tom Smith

27

Male

White/Caucasian

Technology

Lifestyle & Interests

Tom is a young professional that looks forward to seeing coworkers and going to happy hours. He's an extrovert who needs in person collaboration and water cooler talk.

Issues

Lack of dedicated home office, no help from company with creating a work from home set up. Feels bogged down by meetings and all his days run together.

Goals

Wants flexibility to go into the office sometimes, but enjoys the freedom to work from home. Needs more support from the company to have a productive WFH experience.

Communication Methods

Gmail | zoom | 📱

Personal Traits

Analytical ●————————————— Creative

Busy ——●——————————— Free

Stressed ——————————●—— Relaxed

Independant ————●————————— Team Player
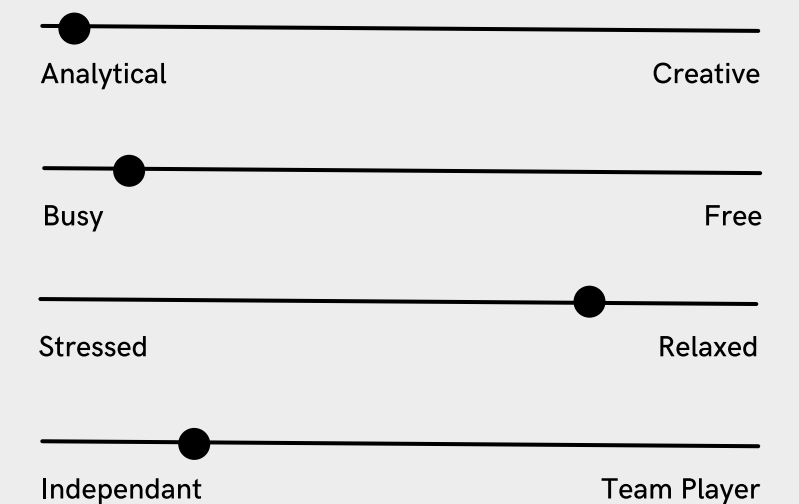
PERSONA 02
CORPORATE LEADERSHIP

04

Farah Howayek

33

Female

Arab

Recruiter

Lifestyle & Interests

Farah is passionate about finding the right professional for the job. Flexibility of hybrid work gives her more time to spend with family and participate in her kids' activities.

Issues

She needs structure, and does not like disorganization and lack of guidance. She struggles when there is a lack of connection and communication with coworkers.

Goals

Streamlined program to transition new recruits into comfortable and fulfilling roles at the company. Provide tools and communications to employees so they are successful.

Communication Methods

Outlook   Microsoft Teams

Personal Traits

Analytical ————————— Creative

Busy ————————— Free

Stressed ————————— Relaxed

Independant ————————— Team Player
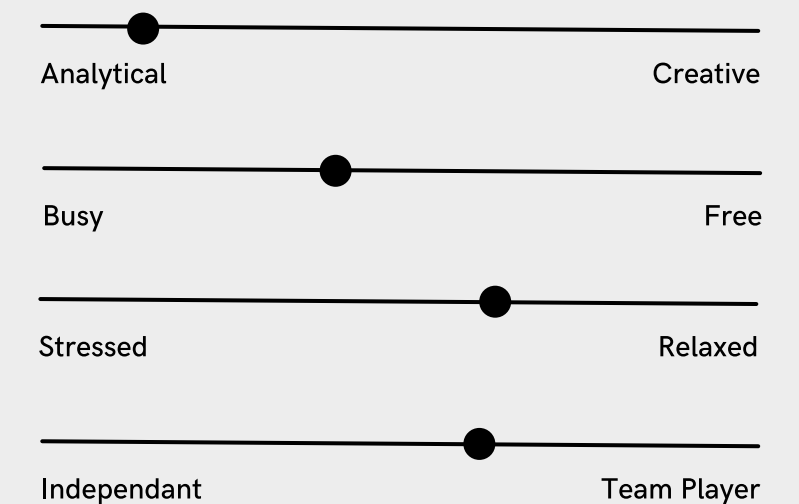
PERSONA 03
FREELANCERS & CONTRACTORS

04

Julia Fernandez

25

Female

Hispanic/Latin

Interior Designer

Lifestyle & Interests

Julia enjoys making her own schedule and having control over the amount of work she takes on. She prioritizes organization to be successful at meeting clients needs.

Issues

Still needs to meet with clients, sometimes must travel for meetings, has to comply to client regulations and adapt to their communication preferences and style.

Goals

To meet clients' needs, ensure good communication with clients, and have access to the necessary offices, technology, and equipment to complete her jobs.

Communication Methods

slack   zoom   miro

Personal Traits

Analytical — Creative

Busy — Free

Stressed — Relaxed

Independant — Team Player
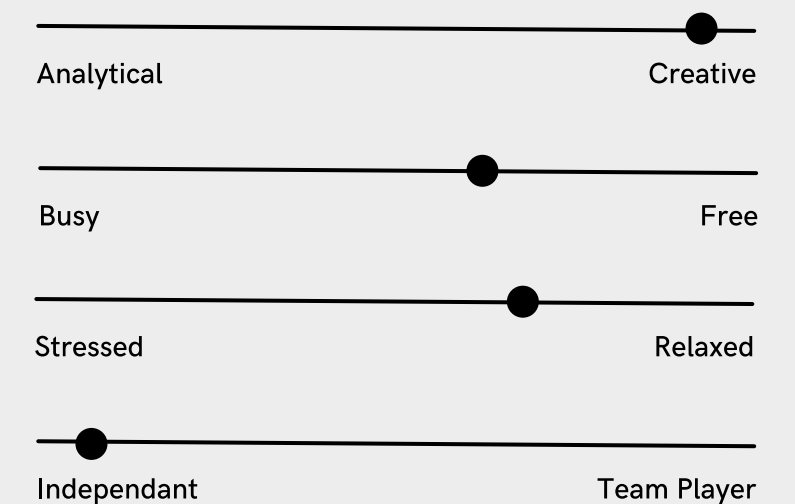
PERSONA 04

SMALL BUSINESSES

Chloe Wu

38

Female

Asian

Marketing Manager

Lifestyle & Interests

Chloe works with a diverse group of creatives to build marketing campaigns. She takes pride in her home office, works long hours, and is always available over email and IMs.

Issues

Is struggling to keep employees engaged. She wants to give her team freedom but struggles with micromanaging their work. Her team has run into some communication issues.

Goals

Keep her team motivated to do their best work, ensure deliverables and work gets done on time, wants to create positive team culture and communication.

Communication Methods

Gmail   Google Meet   monday.com

Personal Traits

Analytical ———●——— Creative

Busy ——●——————— Free

Stressed ———●—————— Relaxed

Independant ——————●— Team Player
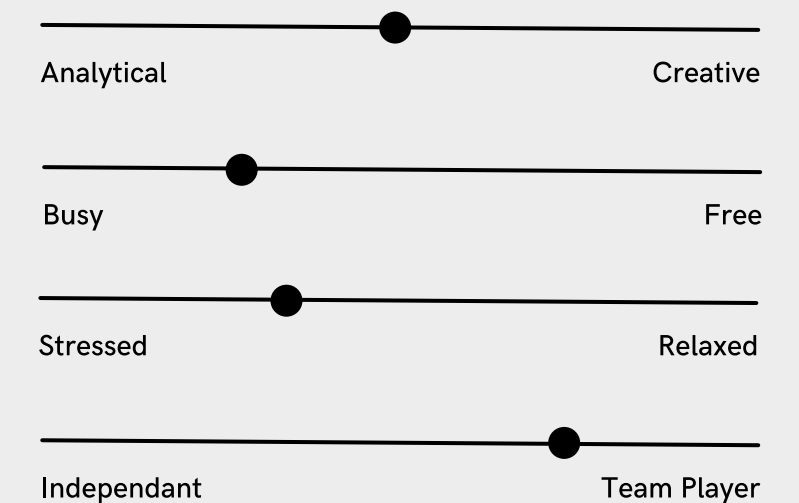
COMPETITOR RESEARCH & ANALYSIS

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LEADING NETWORKS

TWO COMPETITORS

Remote-How is a "virtual training and micro-consulting enterprise marketplace, focused on supporting the remote-first employee lifecycle" (2022). They are dedicated to providing assistance and consultancy through their experts, online resources, policies and guidance, and their eLearning academy.

Hybrid Works assists with workplace transformation by connecting you with hybrid workplace experts — "whether you are looking for guidance to help your organization transition to hybrid work, would like a speaker for an upcoming event, or are a publication looking for an expert to speak to about the future of work" (JLL, 2022).

BUSINESS MODEL CANVAS

Remote - How

KEY RESOURCES

Certification programs (Remote-How academy)	HR policies
Management ebook and guides	Work organization guide
Event summary with expertise	Wellbeing and self-guidance
Communication guide	

KEY ACTIVITIES

- Virtual learning
- Consulting and advisory services
- On-demand experts
- Recruiting and onboarding
- HR policies
- Networking

KEY PARTNERS

Prezi   GitLab
MURAL   asana

VALUE PROPOSITIONS

Enhance employee experience	Employee engagement and wellbeing
Supporting remote-first employees	Hybrid team collaboration
Thriving workplace culture	Creating a culture of continuous learning
Operational excellence and logistics	Delivering high-quality content

CUSTOMER RELATIONSHIPS

- Tech Support
- Live Learning Feature
- Courses Feature
- Consulting Feature
- Networking Feature

CHANNELS

Direct Channels	Website	Social media
Indirect Channels	Referrals through articles, experts and users	

CUSTOMER SEGMENTS

Global Enterprises	Experts
Management	Individual Ccntributors
Team leaders	Freelancers
Employees	

COST STRUCTURES

- Consulting services offer packages with different expertise depending on the client need and required service. Packages start at $3,000 - $14,500. Services also have different durations depending if they are workshops, mentoring or key notes.

- Remote-How Online Campus 12th month package dedicated to managers has a cost of $1,999.

REVENUE STREAMS

Remote-How Academy

Consulting and advisory services

Live Learning Courses

All-in-one Solutions

BUSINESS MODEL CANVAS

Hybrid Works

KEY RESOURCES

Investment	Management
Cloud services	Insights solution
Global expertise in space management	Business insight for real estate portfolio

KEY ACTIVITIES

* Webinars
* Video resources
* Trends and Insights blog
* eBook
* Covid-19 Health Information Guide

KEY PARTNERS

LaSalle corrigo
tétris design+build Building Engines JLL/T

VALUE PROPOSITIONS

Hybrid work success	Safety and efficiency
Workplace revival	Portfolio resiliency and profit
Elevated employee experience	Technology Iinovation

CUSTOMER RELATIONSHIPS

* Real estate
* Investment management
* Home service providers
* Loan officers and mortgage
* Broker
* Legal Professionals

CHANNELS

Direct Channels	Website	Social media
Indirect Channels	Professional network	

CUSTOMER SEGMENTS
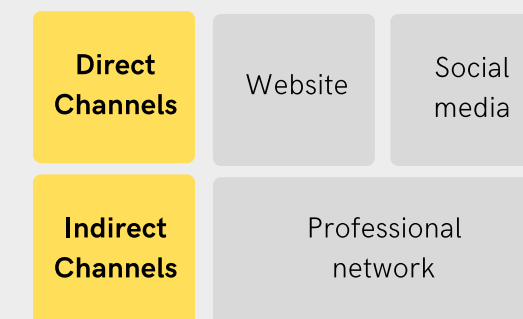
Global	All industries
Business leadership (C-Level, VP & Director)	Management
Associates	Innovators
Problem Solvers	

COST STRUCTURES

* Hybrid Works does not reveal packages; however, you can contact them to get a quote based on the services provided and level of need. Their technology tools are likely to be leased and based yearly or monthly depending on storage and users within a smaller business.

REVENUE STREAMS

Executive Coaching • Workplace Experience Applications • Business Intelligence Tools • Facilities Management System • Leasing Technologies

ANALYSIS
OF COMPETITORS

Remote - How

Strengths

As a digital platform, Remote-How offers a variety of free resources as well as direct access to consulting and mentoring experts to support hybrid users through their journey. The platform also includes a digital network to create user collaboration and connections in a hybrid model.

Weaknesses

Remote-How does not offer user guidance to understand the best resources for them according to needs. The platform is not user-friendly and more focused on a fully remote experience rather than hybrid.

Uniqueness

Remote-How partners with external experts at well known companies, so they have a massive library of knowledge with diverse perspectives on success and how to reach it. They also provide their own eLearning "academy" with both free and paid-for assets for clients.

Hybrid Works

Strengths

Backed by JLL, Hybrid Works has the resources to address a variety of needs. It is applicable across industries and professional levels with the data to optimize portfolios and create valuable investments for clients. Unlike other consultancies, it strives to empower the employee by putting responsibility on the organization.

Weaknesses

Hybrid Works has an evident entry barrier; you cannot get started until you "speak to an expert." The website is also not very transparent about how they work and the pricing is not available.

Uniqueness

Hybrid Works positions itself as a true expert by not only offering business consultation but also industry thought leadership around the innovation of hybrid work at events and for publications.

ANALYSIS
OF COMPETITORS

01

Hybrid Works

When weighing the similarities and differences of each firm, we concluded that Hybrid Works has a stronger model and more potential for success. Though we do not have much insight on their cost structure, we believe the emphasis on hybrid gives it more longevity than Remote-How. Likewise, integrating the in-office and remote workplace and making sure both sides' needs are being met is an integral part of HyLife's mission.

02

Remote - How

Though Remote-How addresses key priorities that we identified from our primary research, the primary focus on remote makes it a weaker model. We appreciate the level of engagement and accessibility it offers and will keep these elements in mind as we build out HyLife's business model.

WHITE SPACE
UNIQUE VALUE PROPOSITIONS

05

Support

Offering the necessary professional, digital, and physical support during the daily HyLife.
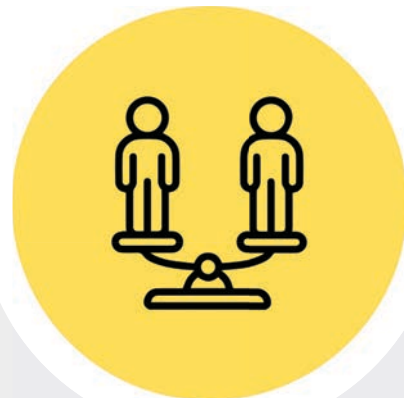
Equitable

Providing equitable assistance and tools for both employees and employers living the HyLife.

Accessible

Daily access to personalized package of guides and tools that are handy when needed.
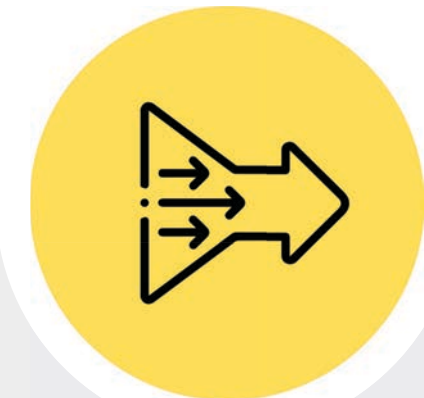
Manageable

Simplifying the amount of daily communication, work and management tools utilized during the HyLife.

BUSINESS MODEL GENERATION

DGMT-720 | Prof. Kwela Hermanns | Winter 2022

ABOUT HYLIFE

About

HyLife is a digital communication and collaboration application that unified and improved all existing tools required for hybrid working.

Problem Statment

Employees are having trouble with navigating across several tabs and applications. They are also missing the interaction and on the spot brainstorm sessions with their colleagues.

Opportunities

There is an opportunity to develop a unified digital platform that would bring together colleagues and mirror the physical work environment.

Values

Support

Offering the necessary virtual and professional support during the daily HyLife.

Accessible

Delivering ongoing access to a digital work experience through a mobile and desktop application.

Equitable

Providing equitable assistance for colleagues living the HyLife.

Manageable

Simplifying and improving the daily hybrid routine through the use of an all-inclusive digital platform.

Uniqueness

HyLife improved communication and collaboration tools by adding distinctive features that allows users to see the location status and availability of other team members.

DESIGNING OUR ZAG

THE 17 CHECKPOINTS

01 **Who are you?**

The company that reunited all employees virtually.

02 **What do you do?**

We consult and provide a personalized unified collaborative hybrid solution.

03 **What is your vision?**

Innovating hybrid working by advancing communication and collaboration tools and strategies.

04 **What wave are you riding?**

The technological & connectivity wave.

05 **Who shares the brandscape?**

Other software and communication platform companies.

06 **What makes you the "only"?**

We unified and simplified all the necessary tools to go hybrid.

07 **What should you add or subtract?**

Add more guidance and hybrid tools. Subtract focused consultation services.

08 **Who loves you?**

Employees, people managers, executive leadership and individual contributors.

DESIGNING OUR ZAG

THE 17 CHECKPOINTS

06

09 **Who is the enemy?**

Existing communication & collaboration platforms, internet connectivity and the traditional work mindset.

10 **What do they call you?**

The all inclusive Hy-platform.

11 **How do you explain yourself?**

The supportive and innovative hybrid company.

12 **How do you spread the word?**

Word of mouth, social media presence, and events.

13 **How do people engage with you?**

Using our interactive digital platform.

14 **What do they experience?**

A free consultation quiz and trial version of the platform.

15 **How do you earn their loyalty?**

By researching and including new tools for hybrid working and allowing the users to try and test them.

16 **How do you extend your success?**

By constantly improving and innovating communication and collaboration methods based on users' insights.

17 **How do you protect your portfolio?**

Keeping the extended services concise to avoid confusion, securing data privacy, and obtaining a patent for HyLife.

BUSINESS MODEL CANVAS HY

EARLY DRAFT

06

KEY RESOURCES

- Digital platform
- Personalized analytics
- Free trial
- Communication and collaboration tools
- Training videos
- Platform tips
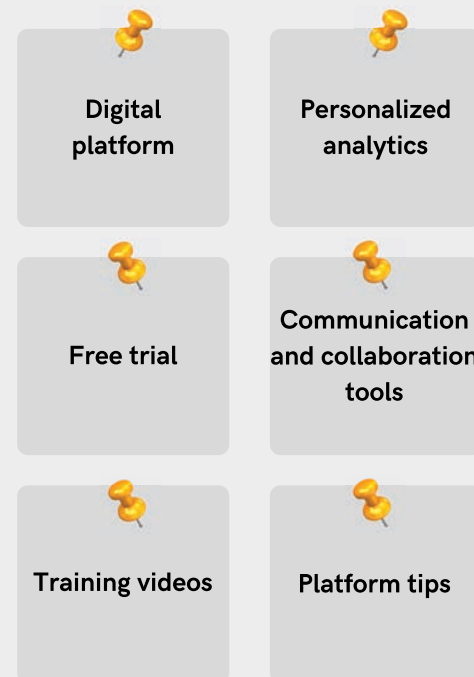
KEY ACTIVITIES

- 🌸 Interactive survey
- 🌸 Package selection and licensing
- 🌸 Platform onboarding
- 🌸 Platform tips and training videos
- 🌸 Virtual engagement

KEY PARTNERS

- 🌸 Leadership of hybrid companies
- 🌸 HR departments
- 🌸 Communication platforms
- 🌸 IT Companies
- 🌸 Software and OS developers
- 🌸 Legal and privacy consultants

VALUE PROPOSITIONS

A unified and inclusive digital platform that hosts all the tools needed for communication and collaboration

A digital solution that mirrors a real time working experience

Driven by research insights to enhance customer relationships and address their needs
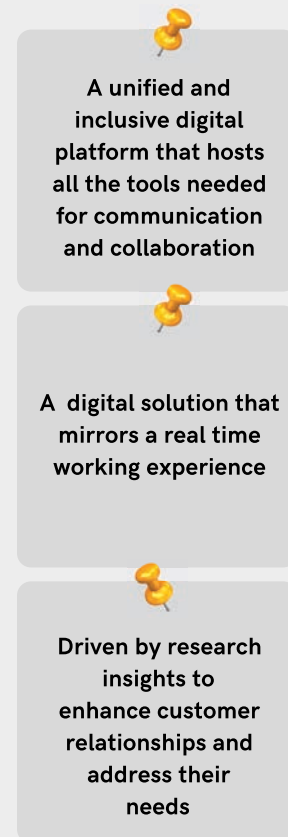
CUSTOMER RELATIONSHIPS

- 🌸 Personalized experience
- 🌸 Tailored solutions
- 🌸 Long-term partnership

CHANNELS

| Direct Channels | Interactive digital platform | Social media |
| Indirect Channels | Referrals | |

CUSTOMER SEGMENTS

Companies with existing hybrid work models

Companies that want to set up a hybrid work models

Individual contributors

COST STRUCTURES

- Digital infrastructure of platform
- IT development and maintenance
- Research and development
- Advertising, branding, and promotions
- Customer support division

REVENUE STREAMS

- Personalized packages based on customer needs
- Contracts and licensing
- Partner advertising fees

SWOT ANALYSIS

S W O T

STRENGTHS

- All-in-one platform
- Personalization
- Tailored recommendations
- Real-time collaboration and communication
- Transparency of availability and status
- Inclusive and accessible
- Guidance to optimize use

Internal & Positive

WEAKNESSES

- Lack of reputation and industry trust
- Unestablished partnerships

Internal & Negative
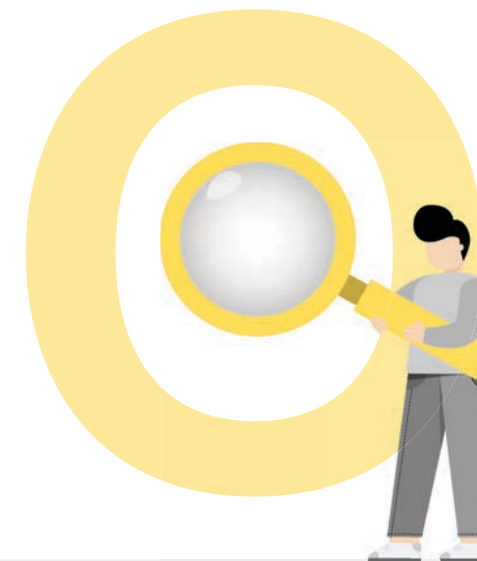
OPPORTUNITIES

- Increasing interest and preference for hybrid work
- The Great Resignation
- Globalization
- The need for human connection
- Evolving values and priorities

External & Positive

THREATS

- Products and services backed by mature firms with more resources and industry recognition
- Potential clients' existing contracts and licensing with competitors
- Free "DIY" tips and tools online

External & Negative

ABCQ

A **Communicating the New**

A customizable dashboard based on the user's needs that allows in-person and digital collaboration by bundling tools into one place. Users will be able to share their location and availability status.

B **Create Confidence**

We guarantee a smooth transition to a hybrid environment by providing an enhanced in-office experience and improving existing digital solutions.

C **Create Anticipation**

Hylife provides an addition from existing communication platforms as well as providing a digital interactive experience to show current user status and location.

Q **Recontextualize**

If our platform proves to be successful in the work industry it can be re-contextualized to be used across other industries, possibly the educational sector.

THE PITCH
EARLY DRAFT

WATCH HERE

*Video shots used are from (pexels.com), audio used is from (No Copyright Background Music, Jarico - Island, YouTube) and icons from (flaticon.com)

IDEATION
KEY FEATURES

Instant Messaging

Instant Video

Group Chat

External Connections

Communication

Integrated White Board

Task Assignment

Presentation Co-creation

Collaboration

INTEGRATED HYBRID DIGITAL PLATFORM

Support

IT Support

Platform Tutorial Videos

Personal Customization

Distinctive

Detailed Live Status

Location Status

Instant Request and Quick Replies

Instant Time Zone Conversation

Unique Offering   Meets Expectations

IDEATION
PURPOSE

Instant communication with colleagues and **exterior parties.**

Communication

Direct access **direct and simultaneous access** about the platform use.

Support

HY LIFE

Improved hybrid collaboration with the **direct and simultaneous access** to white board and presentation creation.

Collaboration

INTEGRATED HYBRID DIGITAL PLATFORM

It Includes a **live physical location status** as well as detailed time availability of employees. The user can **request instant meetings** and chats that can be accepted or rejected with sending **quick replies.**

Distinctive

EMPATHY MAP
CURRENT EXPERIENCE

SAYS

THEY NEED AN APPROPIATE WORK SPACE AT HOME

THEY WANT TO KEEP THE FLEXIBILITY OF DECIDING WHERE TO WORK FROM

THE HYBRID ENVIRONMENT TRANSITIONS CAN BE IMPROVED

THINKS

THEY NEED BETTER COMMUNICATION AND MANAGEMENT TOOLS

ABOUT HOW THEY SPEND THEIR TIME

THERE ARE PROS AND CONS TO IN-OFFICE AND REMOTE WORK

THEY HAVE THE "BEST OF BOTH WORLDS"

HYBRID WORKER

DOES

HAS MORE RELAXED MORNINGS AT HOME

TAKES BREAKS

GO INTO THE OFFICE FOR CERTAIN TASKS

MAKES THEIR PERSONAL LIFE A PRIORITY

UTILIZE A VARIETY OF COMMUNICATION TOOLS

MISS IN-PERSON SOCIAL CONNECTION

VALUE MEANINGFUL SOCIAL INTERACTIONS

FEELS

FLEXIBLE

PRODUCTIVE

FREEDOM

OVERWHELMED

EMPOWERED

FOCUSED AND DISTRACTED AT TIMES

DRAINED

EMPATHY MAP
IDEAL EXPERIENCE

EMPLOYEES

THEY ARE SET UP FOR SUCCESS

COMMUNICATION IS STREAMLINED

THEIR WORKDAY IS MORE MANAGEABLE

COLLABORATING IS MUCH EASIER

SAYS

THINKS

DOES

FEELS

WORKS FROM VARIOUS LOCATIONS WITH EASE

MANAGE THEIR WORK AND PERSONAL SCHEDULES

ENGAGED

EFFICIENT

CORPORATE LEADERSHIP

THEY HAVE BETTER OVERSIGHT OF OPERATIONS

ABOUT THE FUTURE

SAYS

THINKS

DOES

FEELS

CHECKS IN WITH THEIR TEAMS

INTERACTS WITH ALL PROFESSIONAL LEVELS

EFFECTIVE

ACCESSIBLE

EMPATHY MAP
IDEAL EXPERIENCE

SAYS

THEIR WORK PARTNERS ARE PLEASED

MEETINGS WITH CLIENTS IS EASIER

THINKS

SELF-EMPLOYED

DOES

FEELS

TRAVELS AND WORKS FROM DIFFERENT LOCATIONS

SETS BOUNDARIES

CONNECTED TO THEIR CLIENT

EQUIPPED

ORGANIZED

SAYS

THE TEAM IS PRODUCING GREAT WORK

THERE IS A POSITIVE WORK CULTURE

ABOUT THE WELLBEING OF THEIR TEAM

THINKS

SMALL BUSINESS

DOES

FEELS

WORKS BETTER HOURS

SUPPORTED

INNOVATIVE

PERSONAS
START-UP COMPANY

Kai Chang

32

Male

Asian

Technology

Bio

Kai is a mid-career client-facing developer for a tech startup on the west coast. Some of his work requires him to travel, which means he will be away from the office at times.

He often meets with clients and gives presentations both in-person and virtually. He has a team of employees he needs to connect with regularly; some prefer to work in the office, but they have a flexible hybrid work environment.

Louisa Martin

28

Female

Hispanic

Vendor Management

Bio

Louisa works in a small satellite department that specializes in business to business marketing, advertising, placement, and relationships. Her team works closely with Kai's area, and organizes and manages several of their client and vendor relationships.
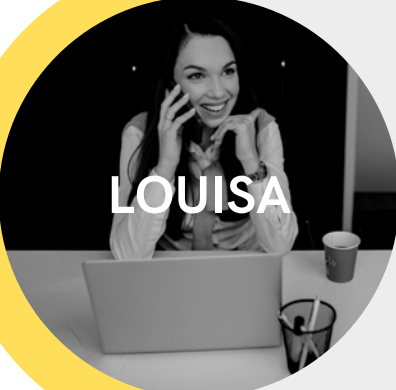
Her team is on the eastern seaboard, which is a 3 hour time difference from Kai's. They also follow a hybrid model, but are required to come into the office at least 3 days a week.

A DAY IN THE LIFE

	EST	9 AM	12 PM	3 PM	6 PM	9 PM
	PST	6 AM	9 AM	12 PM	3 PM	6 PM

LOUISA

Workday Starts
- Logs in to Hylife
- Sets up location status at home
- Sets working hours as 9AM-5PM EST

Working Hours
- Sets status to "Available"
- Adds tasks to her day
- Checks if Kai is able to meet, notices he will be free in two hours.

Lunch Break
- Updates status to "Unavailable"
- Cooks lunch at home and enjoys the lunch break

Working Hours
- Chats with Kai and finishes task before 2PM PST
- Receives an instant meeting request
- Continues an in-progress project on the white board

Workday Ends
- Organizes meetings and tasks for the next day
- Status turns to red showing her day has ended

KAI

Workday Starts
- Logs in to Hylife from the airport
- Updates his status to "Unavailable"
- Sets working hours as 9AM - 6PM PST

Working Hours
- Updates status to "Available"
- Chats with Louisa to do a task by 2pm PST
- Requests for a quick meeting with a client

Lunch Break
- Creates a new board and invites colleagues
- Sets status to "Busy"
- Grabs a bite from the coffee shop

Working Hours
- Changes status to "Available"
- Enters a scheduled meeting with colleagues
- Continues working on the new board

Workday Ends
- Checks off tasks that are done
- Accepts a new colleague connection
- Status turns to red as working hours end

CUSTOMER JOURNEY MAP

IDEAL USER JOURNEY

Stage 1
Awareness

User hears about the platform from network or online

Assessment is taken and consultation is scheduled to uncover user's needs

"I'm curious to see how this works!"

Stage 2
Consideration

Free trial begins and provides an opportunity to test out the platform

Live collaboration and co-authoring of work is demonstrated

"I'm excited about potentially adopting this platform."

Stage 3
Convert

User upgrades to a recommended package to access more capabilities

Tips and training videos are available via the dashboard and applications

"The collaboration features are very cool. I love the customizations."

Stage 4
Loyalty

User is supported with dedicated technical support team

Business plan is developed for hybrid workers

"I feel supported by HyLife."

Stage 5
Advocacy

Quality business recommendations and insights are implemented

Re-evaluation is scheduled

"I plan to continue to utilize this platform and highly recommend it to others."

PROTOTYPE 1
DESKTOP VERSION

CALENDAR

The calendar can be accessed through the side panel menu, and it can be showcased by day, week, or month. The day view gives a more detailed perspective of immediate tasks and meetings.
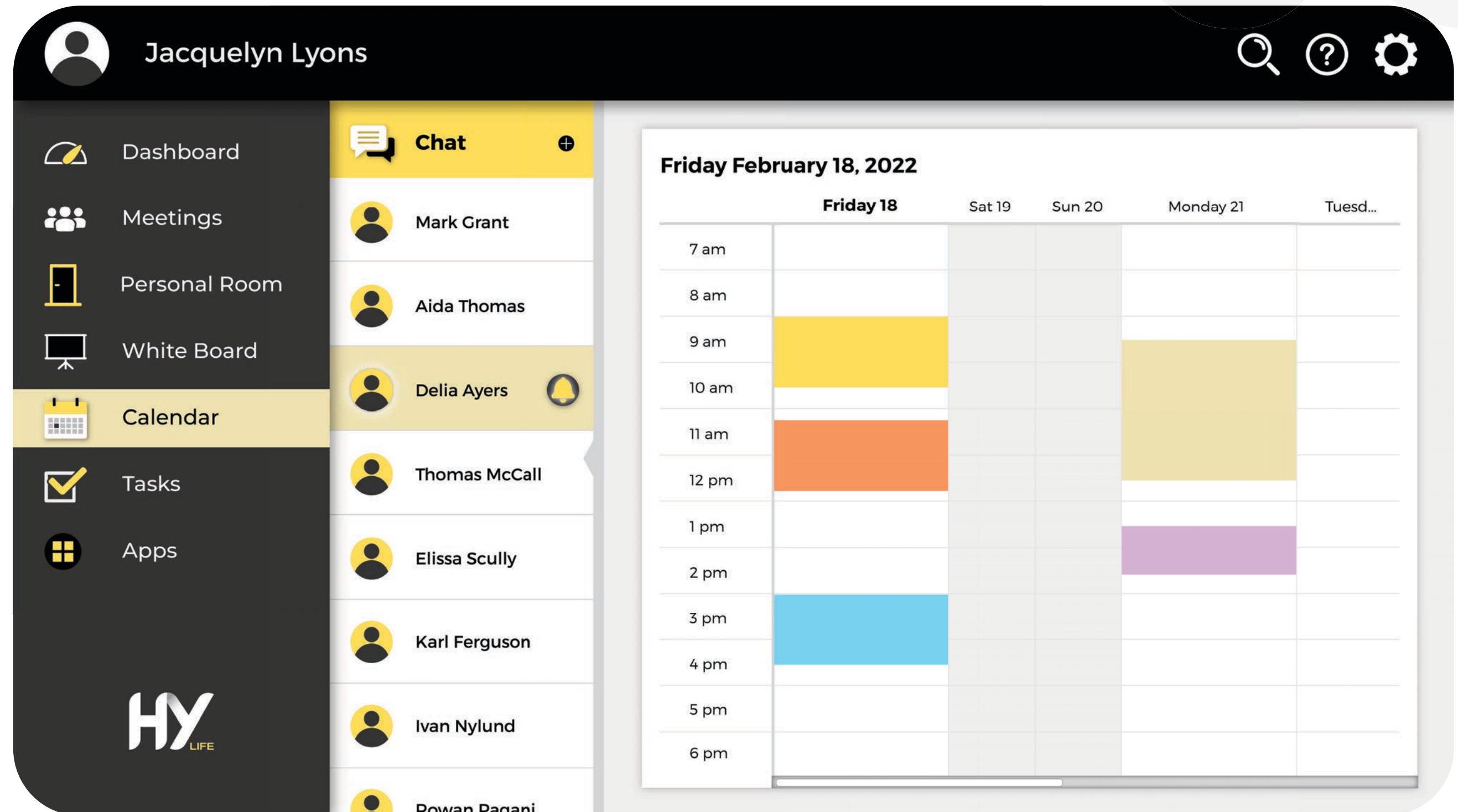
PROTOTYPE 1
MOBILE VERSION

CHAT

A preview of what chat looks like on the mobile app. You can also access the dashboard's other features by clicking on the icons in the top drawer.
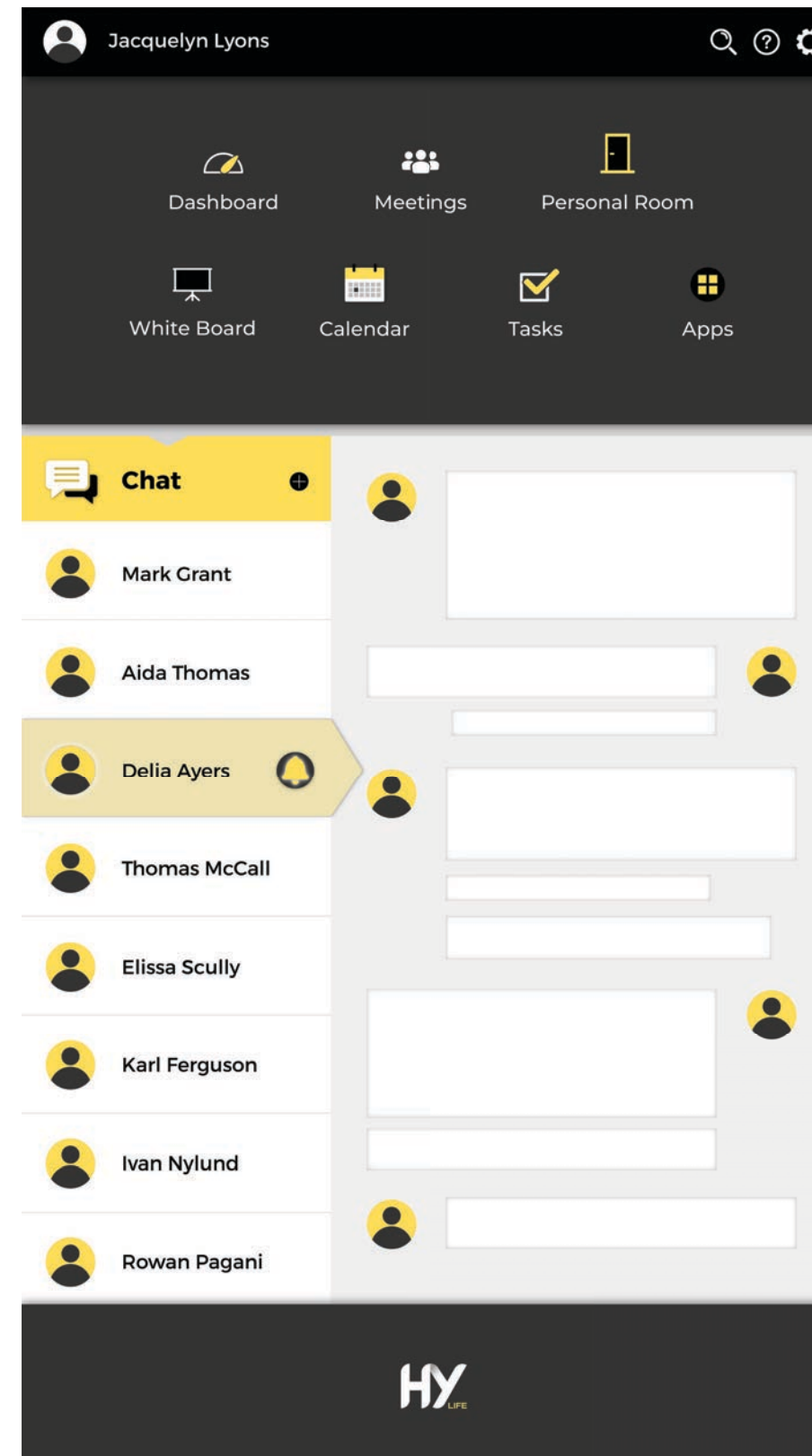
PROTOTYPE 2
DESKTOP VERSION

DASHBOARD

An example of the main dashboard that links you to the various features of the HyLife platform.
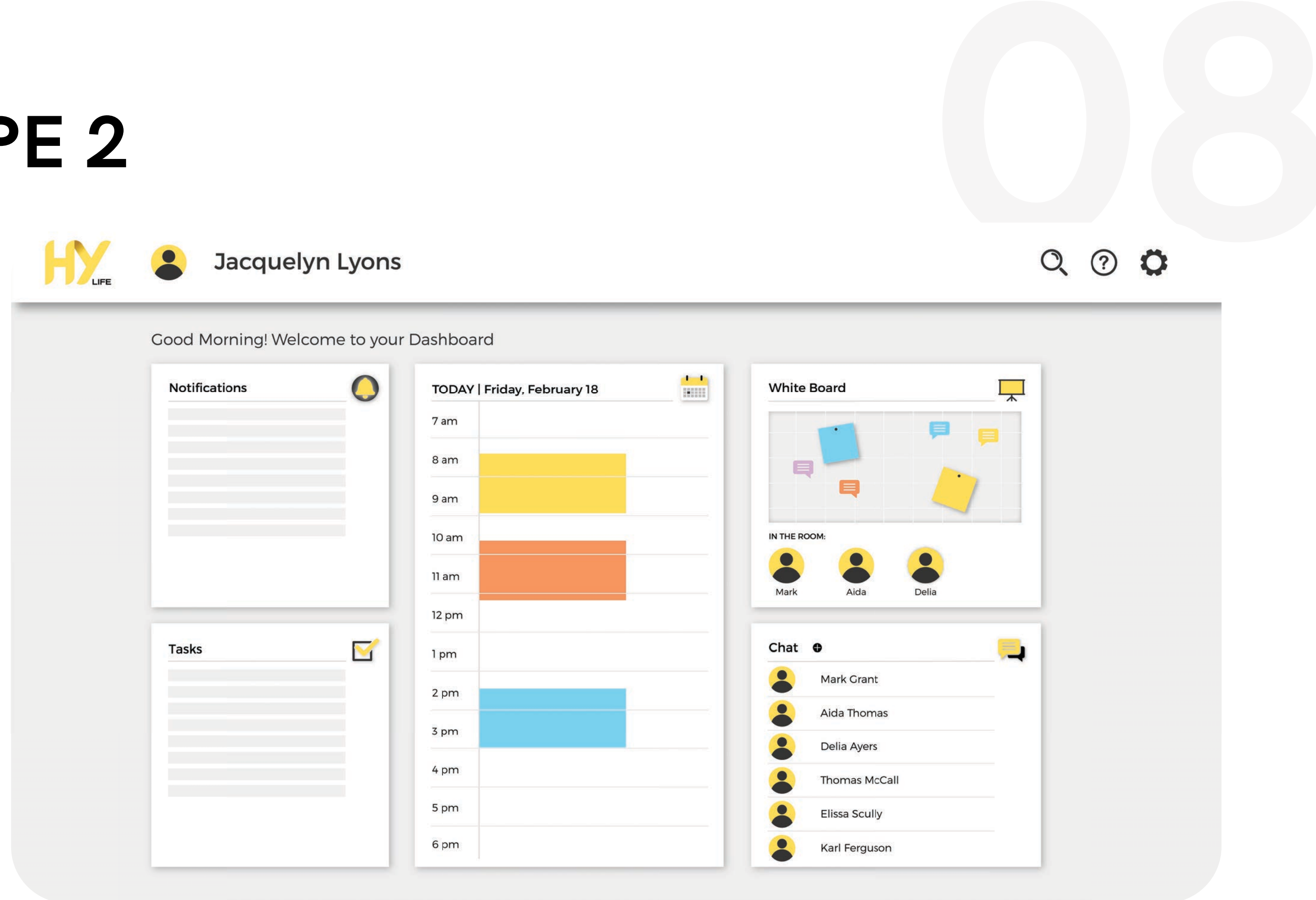
PROTOTYPE 2
MOBILE VERSION

DASHBOARD

This shows how the dashboard shows up on a mobile device.

PROTOTYPE 3
MOBILE VERSION

SKETCHES

Primary wireframe
sketches of possible screen
connections and ideas to
include for the mobile app.
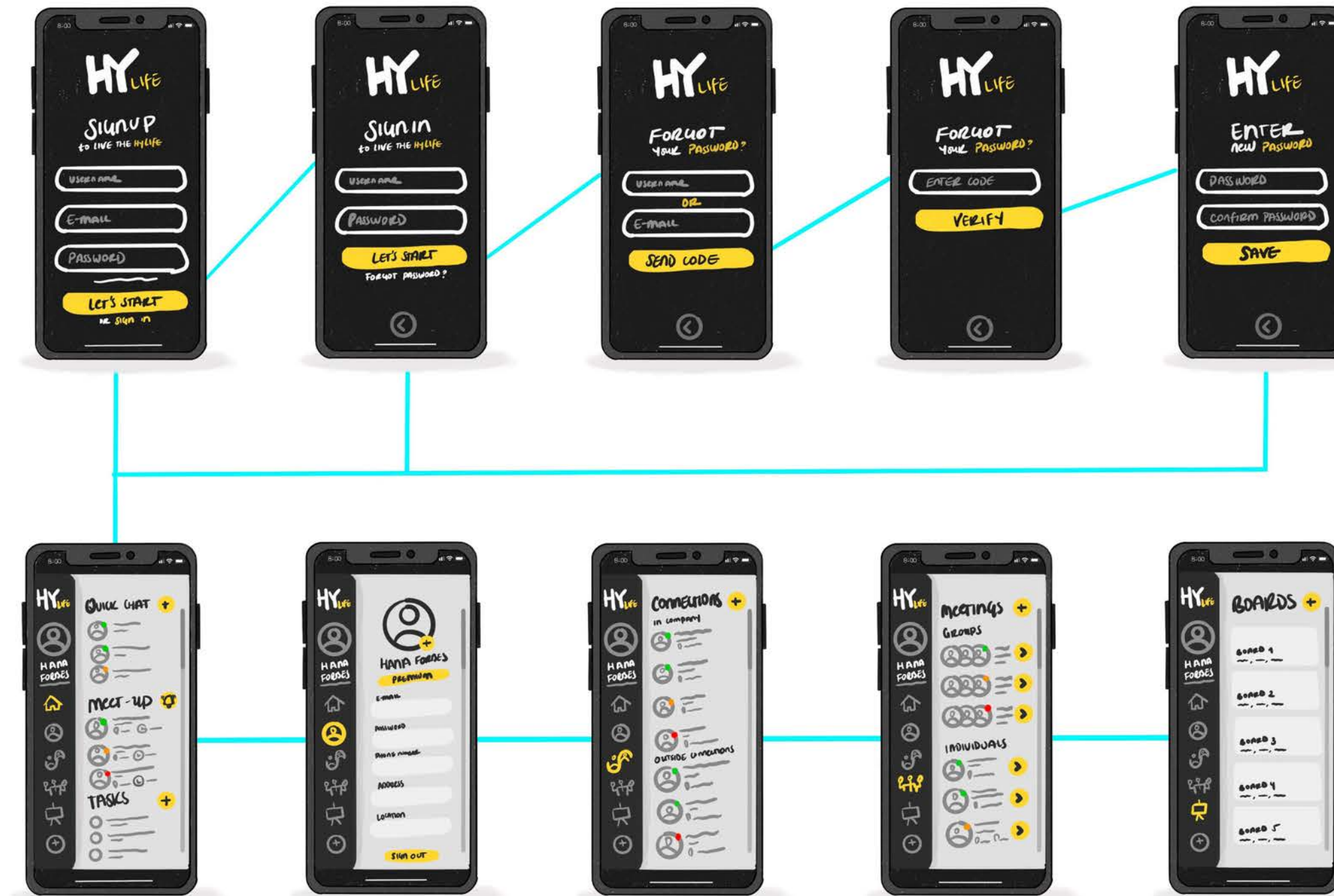
PROTOTYPE 3
MOBILE VERSION

SIGN UP SCREEN

The landing page that allows the user to either sign up (if they are new) or sign in (if they have previously registered) using their mobile devices.

PROTOTYPE 3
DESKTOP VERSION

08

SKETCHES

Primary sketches of possible desktop screens and ideas.
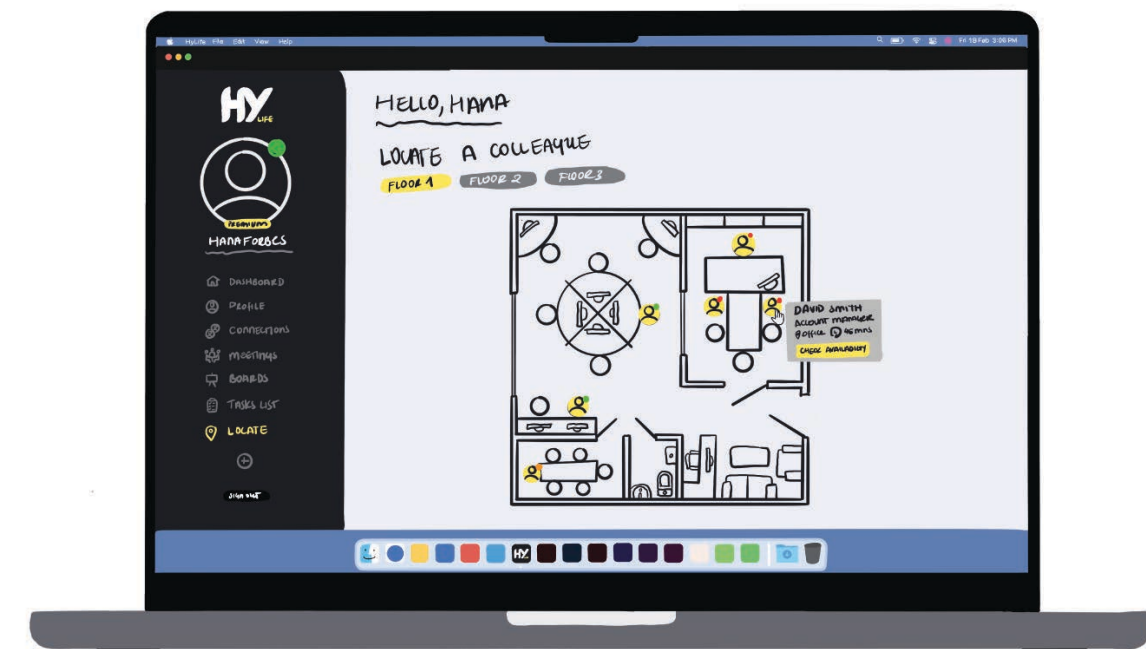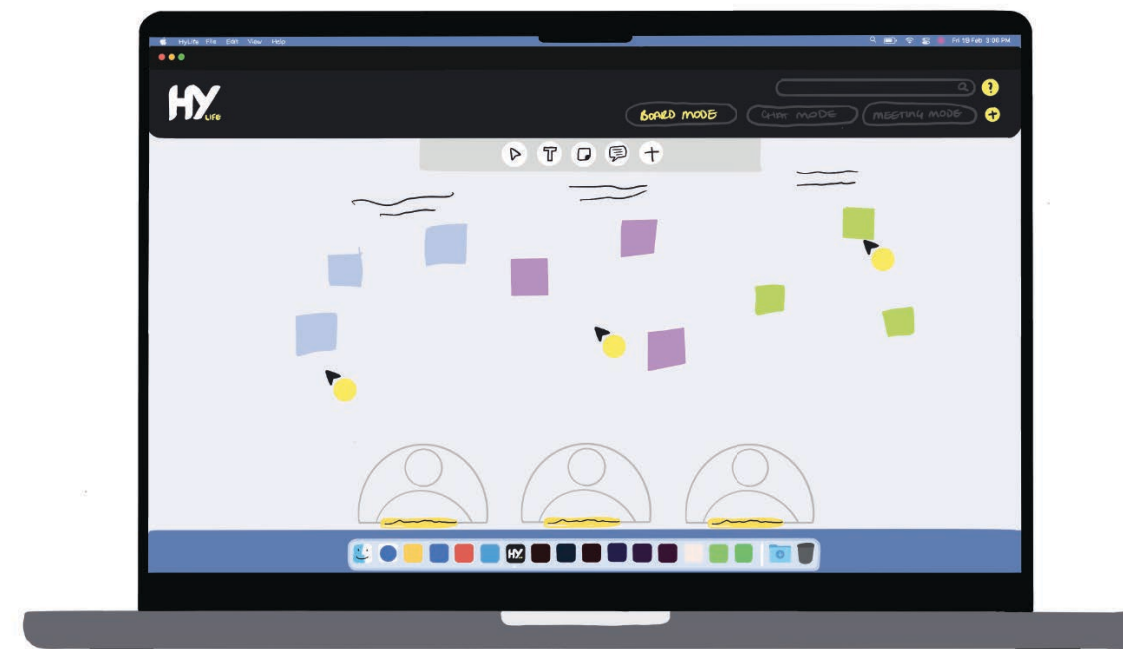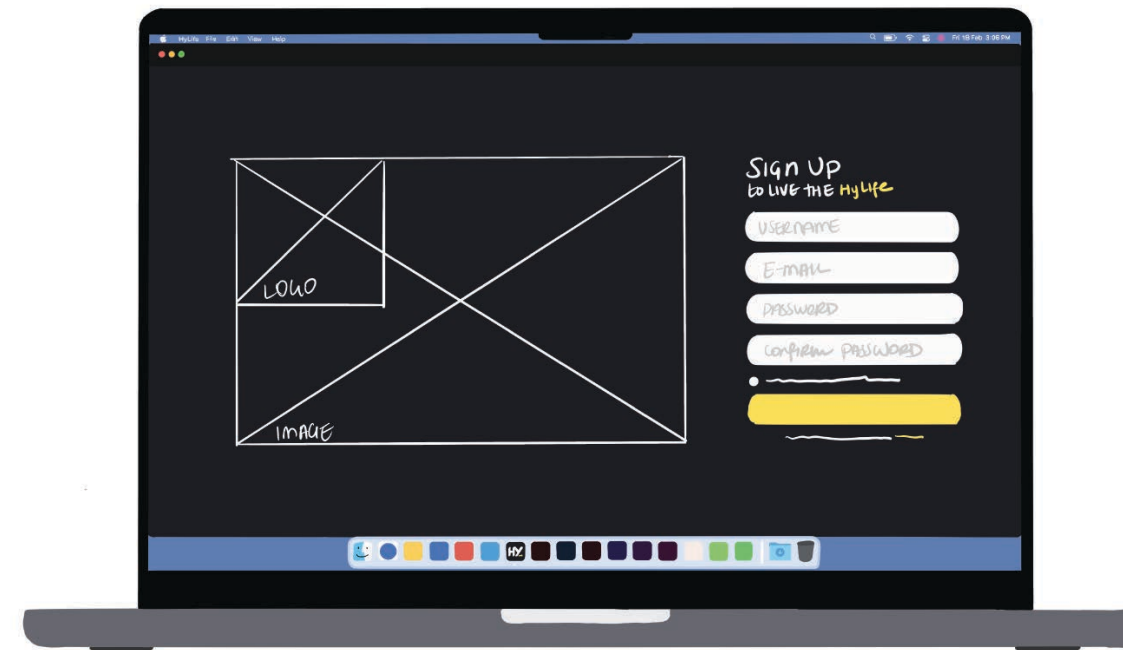
PROTOTYPE 3

DESKTOP VERSION

SIGN UP SCREEN

The landing page that allows the user to either sign up (if they are new) or sign in (if they have previously registered) using their desktop.

PROTOTYPE 3

DESKTOP VERSION

DASHBOARD

Also known as the home page. It is the first screen that will be visible to users as soon as they have signed in or signed up. Users will be able to control and customize several features here.

PROTOTYPE 3
DESKTOP VERSION

08
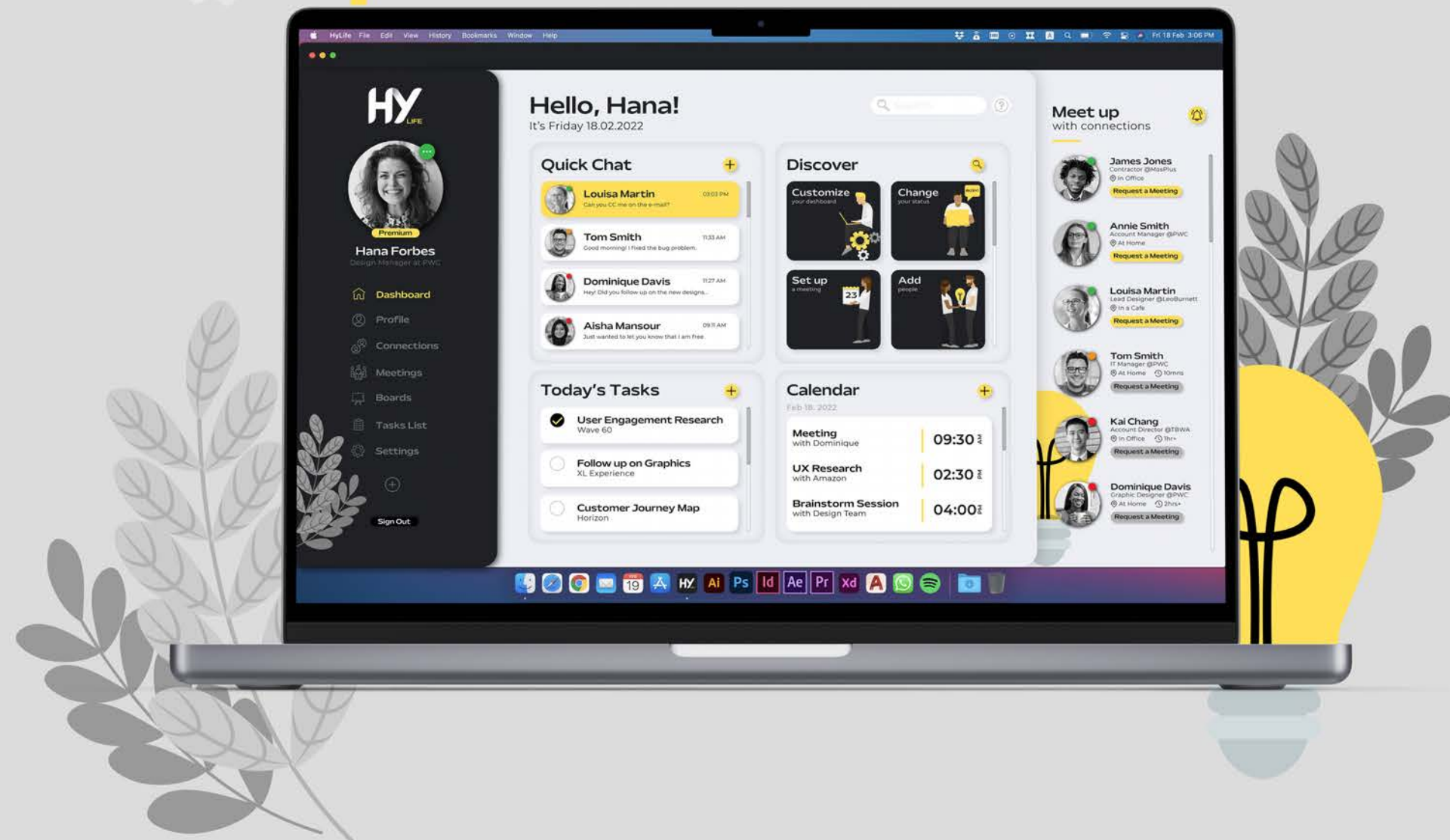
DASHBOARD

If the user is receiving an incoming call the background will be dimmed down and the user has three options to choose from.
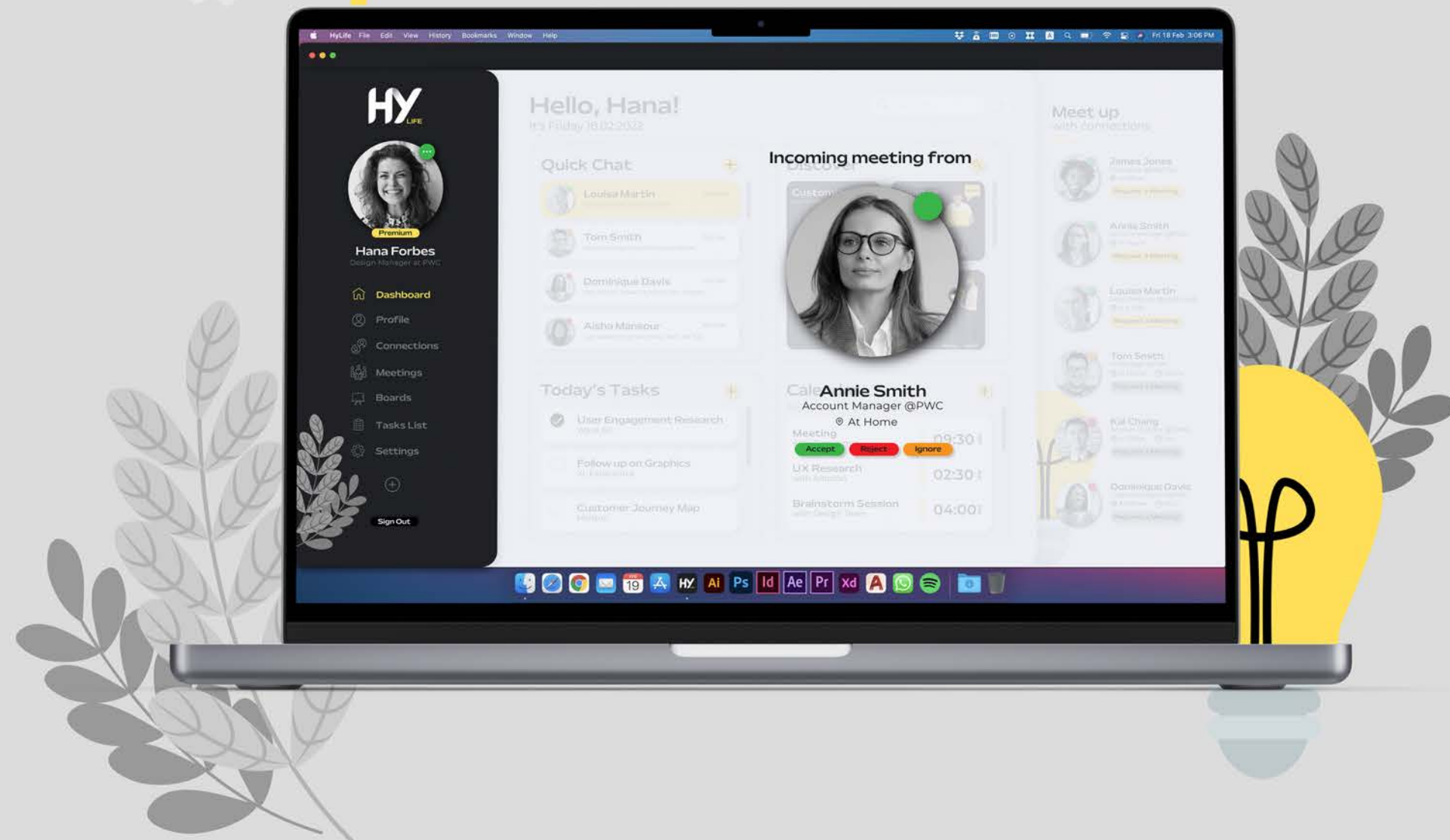
PROTOTYPE 3
DESKTOP VERSION

MEETING AREA

This screen is in Board Mode and it allows users to easily brainstorm, create graphs, and many other features while seeing each other's videos.
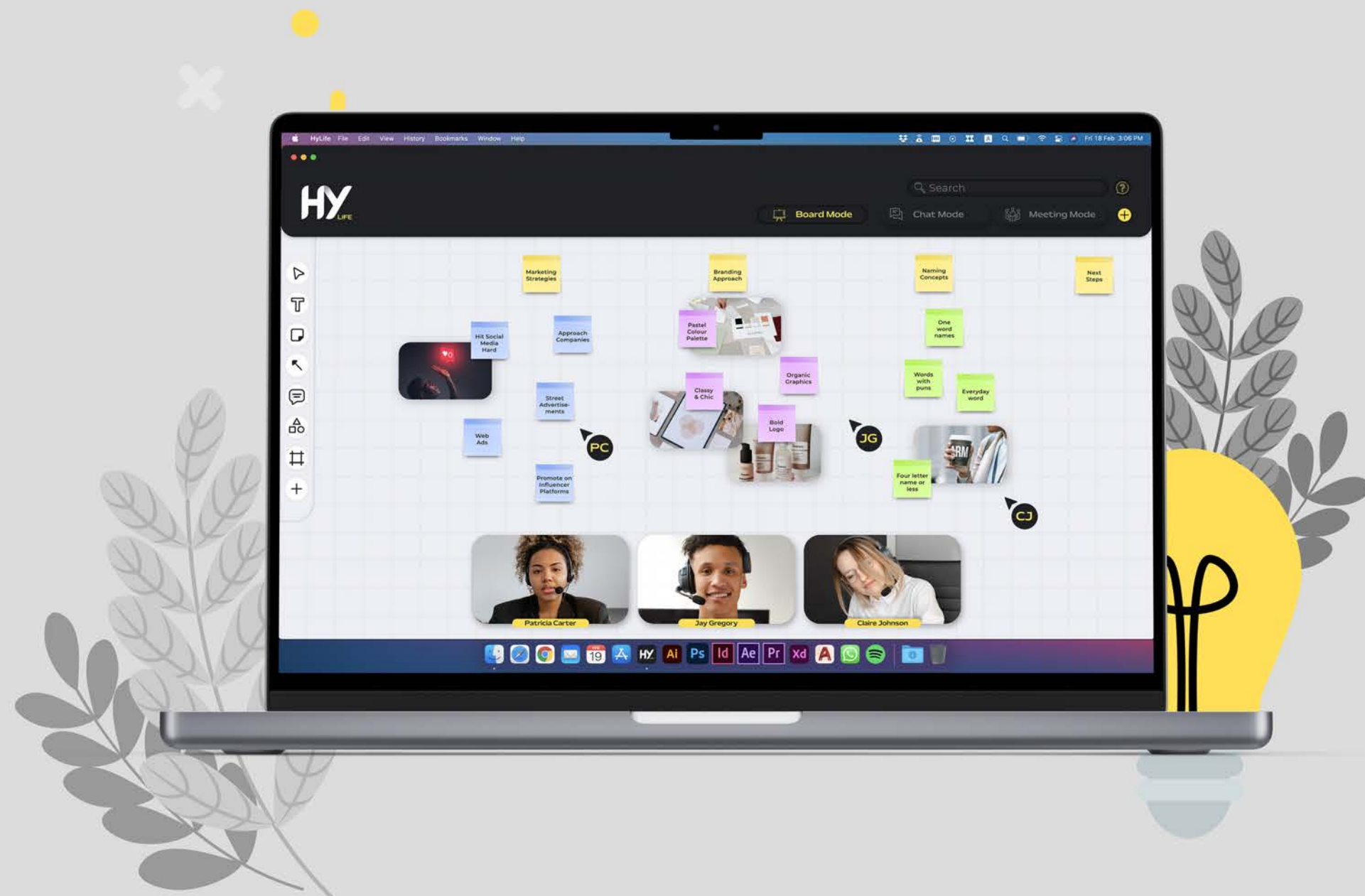
PROTOTYPING & BRAND DEVELOPMENT

DGMT-720 | Prof. Kwela Hermanns | Winter 2022

PROTOTYPE WALK-THROUGH
EARLY DRAFT

OUR BRAND

HyLife is dedicated to forward-looking workplaces that embrace:
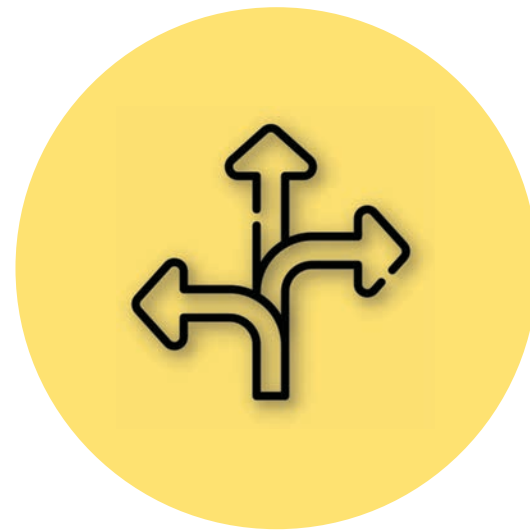
FLEXIBILITY

INNOVATION
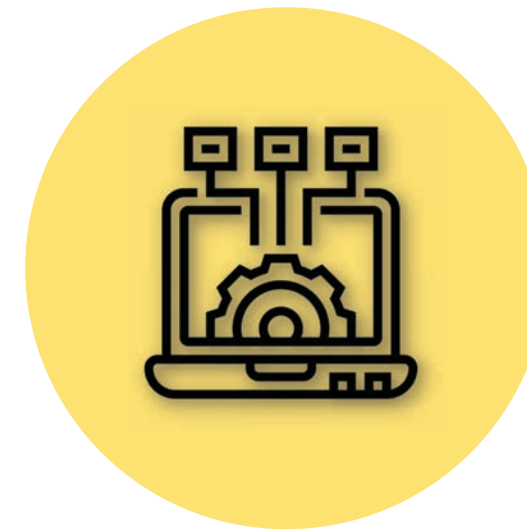
MODERNITY

HyLife is meant for a range of users, from individuals to enterprises. We are inspired by those who look to the future and empower their workforce to live to their full potential.

BUSINESS MODEL CANVAS

HY LIFE

KEY RESOURCES

- Digital platform
- Personalized work status
- Free trial
- Communication and collaboration tools
- Training videos
- Organized communication
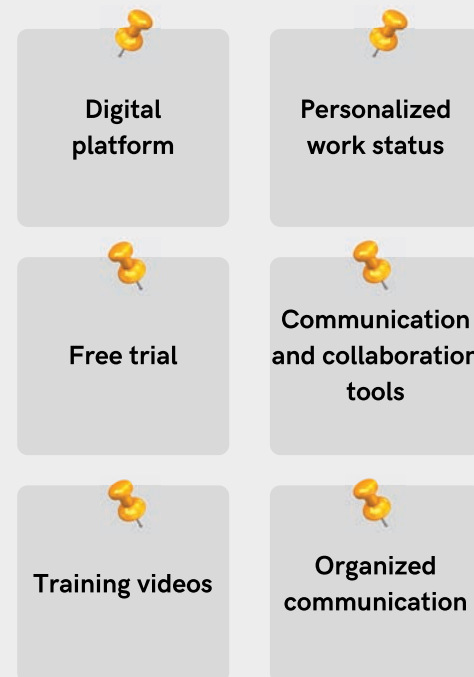
KEY ACTIVITIES

- 🌼 Live location customization
- 🌼 Status updates
- 🌼 Quick meeting requests
- 🌼 Integrated collaboration tools
- 🌼 Virtual engagement

KEY PARTNERS

- 🌼 Leadership of hybrid companies
- 🌼 HR departments
- 🌼 Communication platforms
- 🌼 IT Companies
- 🌼 Software and OS developers

VALUE PROPOSITIONS

A unified and inclusive communication application that hosts new tools and features

An application that improves the real time working experience

Driven by research insights to enhance customer relationships and address their needs
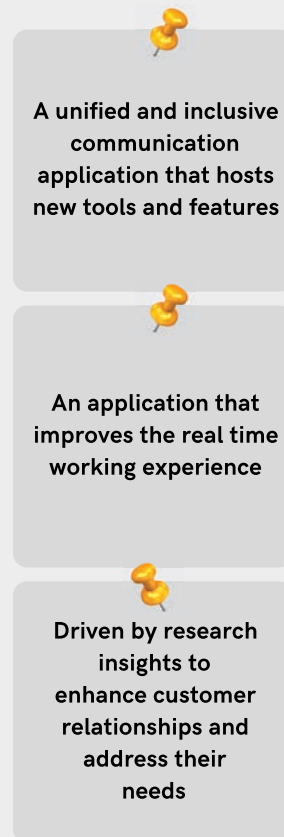
CUSTOMER RELATIONSHIPS

- 🌼 Personalized experience
- 🌼 Communication facilitation
- 🌼 Long-term partnership

CHANNELS

Direct Channels	Application	Social media
Indirect Channels	Referrals	

CUSTOMER SEGMENTS

- Freelancers
- Startups
- Modern companies with existing hybrid work models
- Modern companies that want to set up a hybrid work models

COST STRUCTURES

- Digital infrastructure of platform
- IT development and maintenance
- Research and development
- Advertising, branding, and promotions
- Customer support division
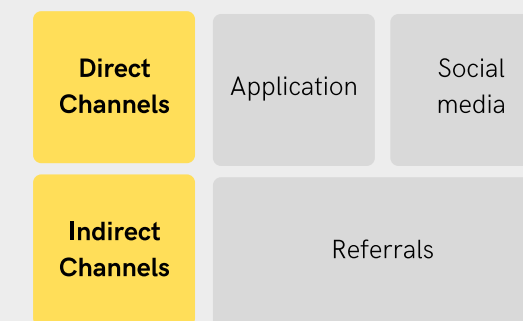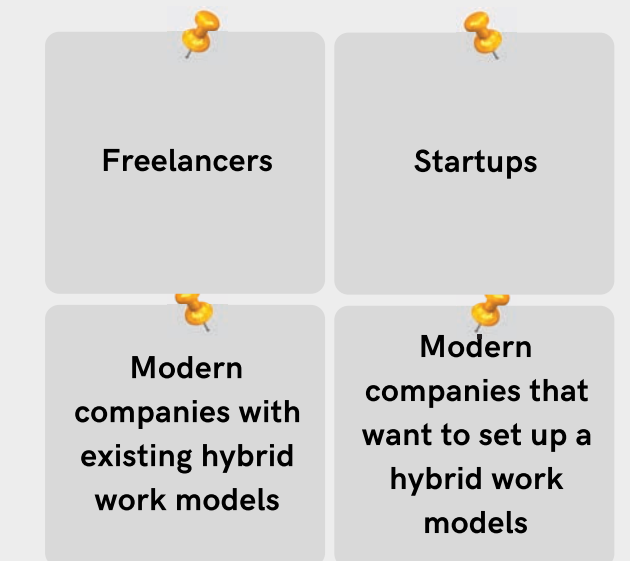
REVENUE STREAMS

- Business and Personal Packages
- Contracts and licensing
- Partner advertising fees

BUSINESS MODEL VIDEO
EARLY DRAFT

PACKAGES

HyLife offers various packages to fit different workplace needs:

SINGLE USER

$50 per month

Appropriate for self-employed users
Ability to invite guests to share certain features via online instance.
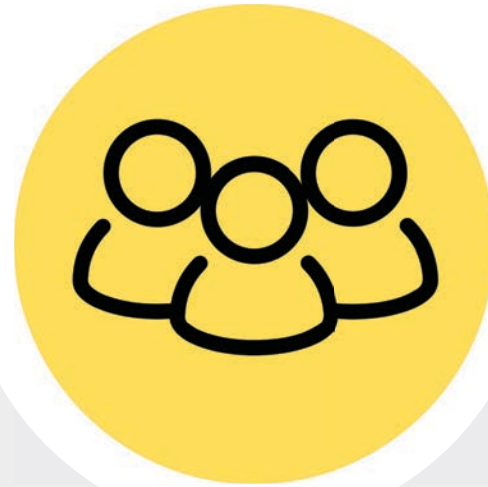
SMALL

$10 per user/month

Up to 50 users
Perfect for a small business or a dedicated team that wants to test out functionality before a larger rollout.

MEDIUM

$15 per user/month

50-250 users
Recommended for medium size companies with the need of implementing a hybrid experience.
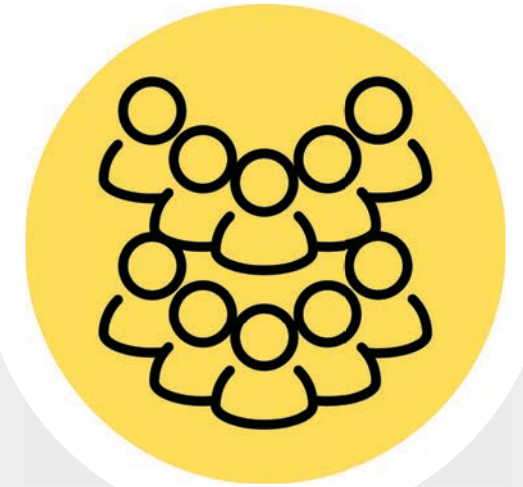
LARGE

$20 per user/month

More than 250 users
Dedicated to large companies with the need of a change in their workforce incorporating a hybrid experience.

STARTUP EXPENSES

According to Forbes, product development is the "biggest investment in a technology startup" (Riani, 2019). Because we're striving to develop a complex and unique digital platform, we anticipate needing a large investment to get us started. The following are estimations of main cost structures for the *first year*:

Product Development

Software Development: $250,000 (Uptech)
IT Maintenance: $25,000 (Fierce Wireless)
Server: $2,400 (ServerMania)

Website

Host and Domain: $160 (GoDaddy)
Web Design: $5,000 (WebsiteBuilderExpert)

Marketing

Digital Marketing: $7,500 (WebFX)
Branding Development: $5,000 (TechCrunch)
Events: $1,000 (SMI Financial Coaching)

Administration & General

Legal and Accounting Consulting: $2,500 (NerdWallet)
Company Registration: $1,000 (USA Corporate Services)
Trademark: $225 (NerdWallet)
Coworking spaces: $45,000 (Corporate Suites)
Travel: $4,800 (Business Wire)
Insurance: $1,200 (NerdWallet)
Office Supplies: $2,400 (Chron)
Equipment: $25,000 (Starter Story)
Salaries: $810,000 (Founders Network)

First Year's Total Expenses

$1,185,185

INVESTOR PITCH

WHAT WE NEED

To set us up for success and cover the expected losses we will experience the first year as we develop software and gain clients, we are asking our investors for:

$1,102,000

WHAT WE WILL RETURN

Our investors will receive a 20% return on investment by the second quarter of our third year:

$1,322,400

HYLIFE BUDGET

HYLIFE	YEAR 1				YEAR 2				YEAR 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Single Users			$7,500	$15,000	$22,500	$37,500	$45,000	$52,500	$60,000	$75,000	$80,000	$90,000
Small			$30,000	$37,500	$60,000	$67,500	$75,000	$80,000	$85,000	$90,000	$95,000	$100,000
Medium			$56,250	$112,500	$168,750	$225,000	$281,250	$337,500	$393,750	$450,000	$506,250	$562,500
Large			$15,000	$30,000	$45,000	$20,000	$35,000	$50,000	$65,000	$80,000	$95,000	$150,000
Total Revenue			$108,750	$195,000	$296,250	$350,000	$436,250	$520,000	$603,750	$695,000	$776,250	$902,500
Product Development												
Software Development	$125,000	$125,000										
IT Maintenance			$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500	$12,500
Server	$600								$600	$600	$600	$600
Website												
Host and Domain	$40								$40	$40	$40	$40
Web Design	$5,000											
Marketing												
Digital Marketing	$1,875								$1,875	$1,875	$1,875	$1,875
Branding Development	$5,000											
Events												$1,000
Administrative & General												
Legal and Accounting Consulting	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625	$625
Company Registration	$1,000											
Trademark	$225											
Coworking Spaces	$10,500	$10,500	$10,500	$10,500	$10,500	$10,500	$10,500	$10,500	$10,500	$10,500	$10,500	$10,500
Travel	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200	$1,200
Insurance	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300
Office Supplies (e.g., paper, pens, etc.)	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600	$600
Equipment	$25,000											
Payroll & Benefits	$202,500	$202,500	$202,500	$202,500	$202,500	$202,500	$202,500	$202,500	$202,500	$202,500	$202,500	$202,500

TAKE A LOOK HERE

INTELLECTUAL PROPERTY

09

We will protect our brand and work by:

- Trademarking our brand name "HyLife" in our respective industry
- Copyrighting our original work through documentation and timestamps
- Licensing music and other outsourced creative assets
- Starting discussions with a lawyer about potential future patents

HYLIFE STATEMENTS

10

MISSION

HyLife's mission is to innovate the hybrid work place and empower employees through virtual connection and the unification of digital tools.

VISION

We believe that every employee has a right to be satisfied and have flexibility while working. HyLife's vision is to meet employee needs in their work life and anticipate changing work culture through qualitative and quantitative user experience research.

LIVE THE HYLIFE

HERO SHOT

HERO SHOT

HERO SHOT
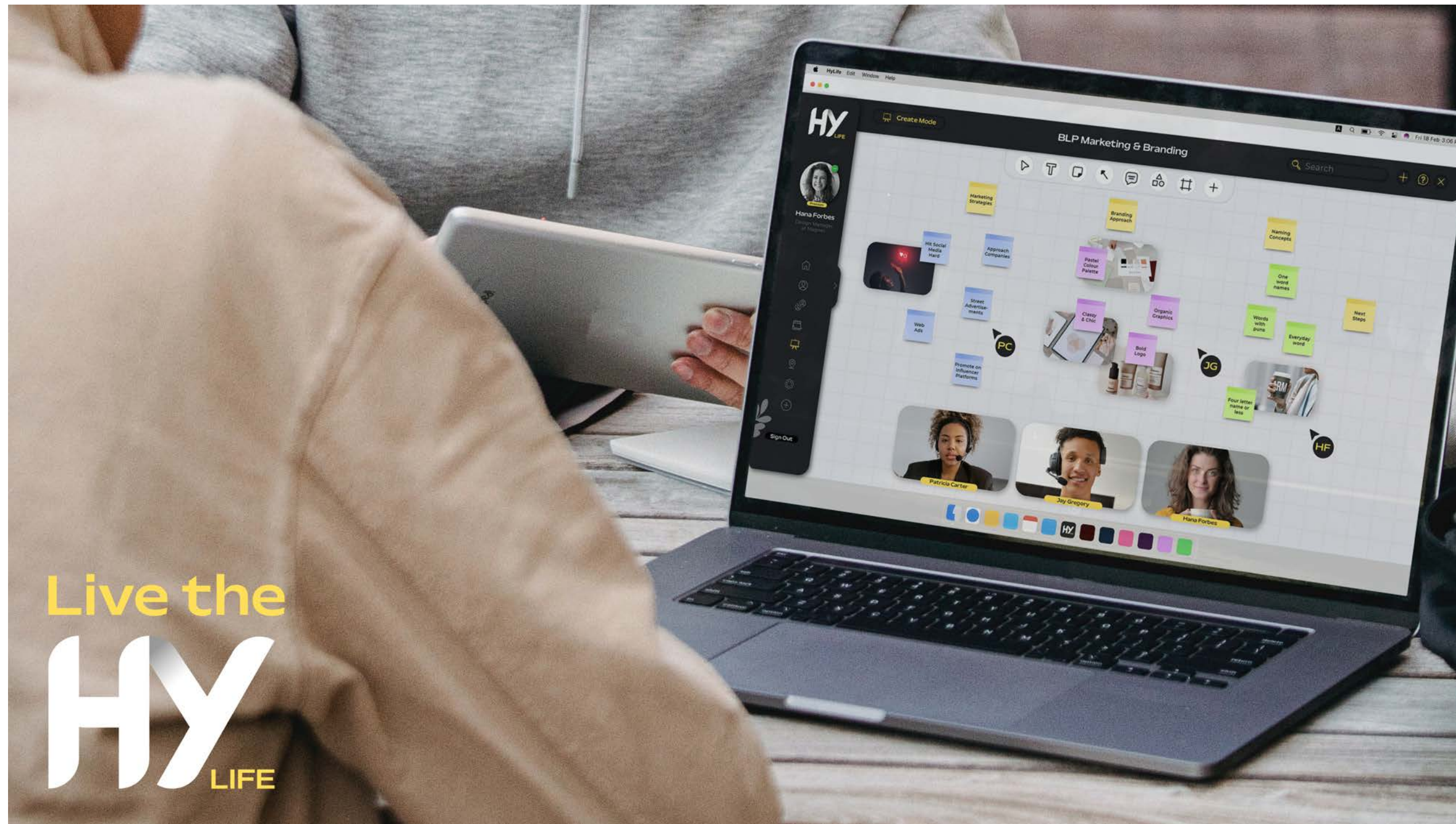
USER TESTING
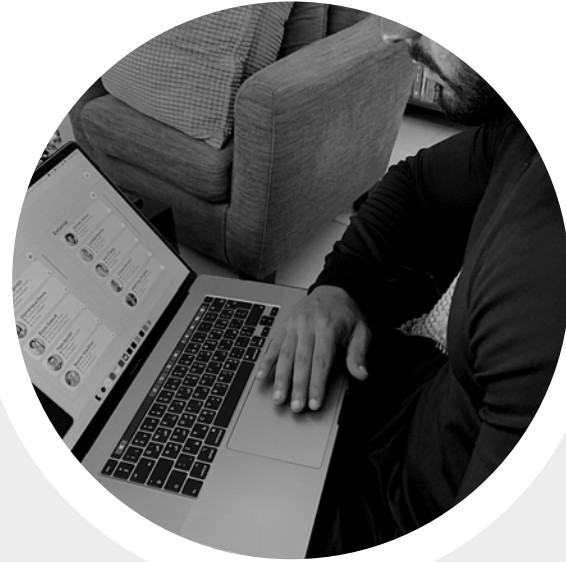
User 1

Male, Content Creator, 24

"I think it's a time saver and boosts your working performance because you will not be contacted on personal social platforms and you can literally manage everything from one space. I also think that the feature of the bot that automatically schedules meetings based on availability is very useful. The fact that I don't have to download any other apps makes it great!"
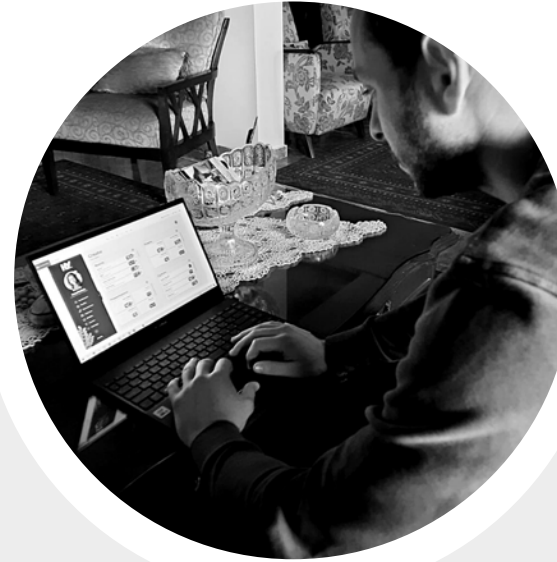
User 2

Male, Purchasing Manager, 28

"It's designed in a smart way and has all the needed information in it to connect, organize and quickly meet. What I like most is that we can locate other people and where they are during their day. The graphics of the app are comfortable to the eyes. So basically you don't need multiple applications to work on a project when you have this app. I like it!"
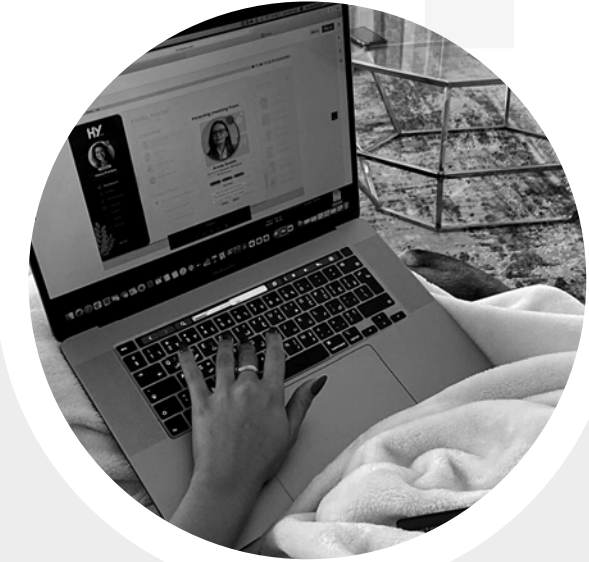
User 3

Female, Media Coordinator, 27

"I think the app looks super complete and organized. I love the quick reply feature, I think it is very smart. I specifically liked the locate feature, I think on the days I would be working from the office this would come in handy. As well as the calendar bot that would help you find a free time between yourself and your colleagues."

USER TESTING
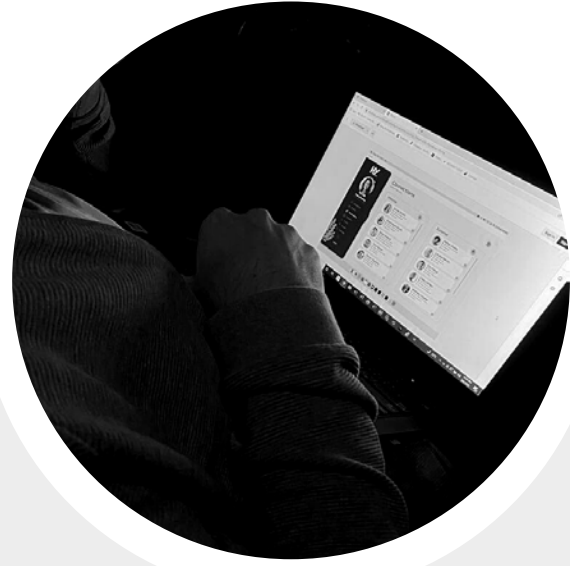
User 4

Male, Content Creator, 30

" I like that you can contact and connect with external people like clients. I think this would create some understanding that these are my working hours and you can reach me here not on my personal apps during my personal time. One thing I would add or maybe the user can customize on their dashboard is having one place to see all the shared files. "

User 5

Female, Animator, 27

" I like the Create feature a lot. Having a white board everyone can write on live during a meeting, that's super creative for meetings, it's great for brain storming. Being able to save boards or notes from meetings like that is also super convenient. Storyboard artists can act out and collaborate space. Draw tool would be incredibly valuable. "

User 6

Male, 3D Modeler, 29

" The ability to adjust the profile settings makes sense, especially when working with partners. When working with external users it's good to know who to reach out to. It would be nice to see who the user's boss is, who they work with or report to. This would be perfect for my company of about 50 workers. "

USER TESTING

User 7

Female, Coordinator, 33

"The overall design looks clean, cute, simple and very friendly. I do like the color scheme. When getting an incoming meeting or call from a coworker, I love the idea of the quick reply. I always feel guilty when rejecting a call. To have automatic replies would be incredibly useful."

User 8

Male, Customer Support, 28

"I do like the simplicity of the interface; the challenge is keeping it simple and easy to understand at a glance. I'd like to be able to click a profile and have everyone's email, phone, different chatting programs usernames all stored in the same place."

User 9

Female, Data Analyst, 29

"I like that you can customize the dashboard. Changing font sizes and color modes is more inclusive. Sometimes when working long hours I'd like to adjust to a darker color mode accordingly."

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APPENDICES
SURVEY QUESTIONNAIRE

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HY SURVEY QUESTIONNAIRE

Hello and thank you for taking this survey! As we begin to see more hybrid options available in the workplace, we want to learn a bit about your experiences with working in-person and remotely. We appreciate your time – this should take you between 5-10 minutes to complete!

This is a research study being conducted by graduate students at Savannah College of Art and Design. Being in this research study is your choice; you do not have to participate. If you decide to take the survey, you can stop at any time and choose not to submit. You should only participate if you want to do so.

1. I voluntarily agree to participate in this anonymous survey performed by students at the Savannah College of Art and Design. I grant permission for my survey responses to be used for analysis of data. I also grant permission for this data to be used in an educational setting.*
   - I agree

2. I understand that any identifiable information in regard to my name will be removed from any material that is made available to those not directly involved in this study.*
   - I understand

3. What gender do you identify with?
   - Male
   - Non-Binary
   - Female
   - Other:

4. Which of the following best describes you?
   - Asian or Pacific Islander
   - Black or African American
   - Hispanic or Latin
   - Native American or Alaskan Native
   - White or Caucasian
   - Multiracial or Biracial
   - Arab
   - A race/ethnicity not listed here

5. What is your age?
   - 20 - 25
   - 26 - 35
   - 36 - 45
   - 46 - 55
   - 56 - 65
   - 66+

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HY SURVEY QUESTIONNAIRE

6. What is the highest level of education you have?
   - High School
   - Bachelor's Degree
   - Master's Degree
   - Ph.D. or Higher
   - Trade School

7. What is your current employment situation?
   - Full-Time Employee
   - Part-Time Employee
   - Contractor
   - Freelancer

8. What type of role do you have?
   - Individual Contributor
   - Team Lead
   - People Manager

9. What industry do you work in?

10. What is the size of the company you work for?
    - Small: 1 to 49 employees
    - Medium: 50 to 249 employees
    - Large: 250 employees or more

11. What is your current work model?
    - In-person
    - Remote
    - Hybrid

12. How long have you been working remotely or hybrid?
    - 0 - 2 years
    - 3 - 5 years
    - 5 + years

13. Describe your transition to remote and/or hybrid work.

14. What issues have you face while working remotely or hybrid?

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HY SURVEY QUESTIONNAIRE

15. Do you want to return to office?
    - Yes
    - No
    - Other

16. Does your company currently have work from home policies?
    - Yes
    - No
    - I don't know

17. What kind of at home office setup do you have? Has your work provided anything or is it your responsibility?

18. Has your organization implemented any new technologies or accomodations? Do you find them helpful? Why?

19. What are some tools you would like for your job that you currently do not have access to?

20. Is there anything missing from your work environment that would be beneficial?

21. Would you be willing to do a one-on-one interview with the researcher? If yes, please fill out your full name and contact details.

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APPENDICES
INTERVIEW SCREENER + CONSENT FORM

APPENDICES
INTERVIEW DISCUSSION GUIDE

HY **DISCUSSION GUIDE**

INTRODUCTION

Hello, thank you for your time and for choosing to take part of this interview. I am a researcher from the Hy Life team. We are gathering information for our research project for our winter course DMGT720 - Design Innovation Development and Marketing Strategies. We are interviewing several hybrid/remote workers to ask them about their work environment. The interview should take around 20-30 minutes. Is it okay if I record the session to be able to review it later and analyze the answers? All of the information will remain confidential, the recording will not be shared and will only be used for research purposes.

WARM UP
Tell me about yourself and where you work.

MAIN QUESTIONS
1. Walk us through a day in a hybrid environment and how do you balance your work/life?
2. What environment do you prefer to work in? Hybrid, remote, in-person? Why?
3. Describe your transition to remote/hybrid. Was it positive or negative? Why?
4. How involved upper management has been with the transition?
5. Describe your experience with team communication in a hybrid model.
6. Describe any new accommodations/ technology you like that your company has provided during the hybrid model.
7. Do you struggle with the completion of your responsibilities? Why and how?
8. Describe what would improve your remote/hybrid experience?
9. How do you feel at the end vs. the beginning of your workday? Why?

CLOSING QUESTIONS
1. If a solution were to be developed, what medium would you think would be the most beneficial for hybrid workers?
2. Is there anything else you would like to add that might be beneficial to this research?

If you have any questions or inquiries please feel free to contact the researchers on:
Anastasia Castro (acastr22@student.scad.edu)   Amari Johnson (ajohns91@student.scad.edu)
Jeni Martin (jmarti63@student.scad.edu)   Joya El Ghaoui (jelgha20@student.scad.edu)
Meglyn Master (mmaste22@student.scad.edu)

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