

 The Break Room 

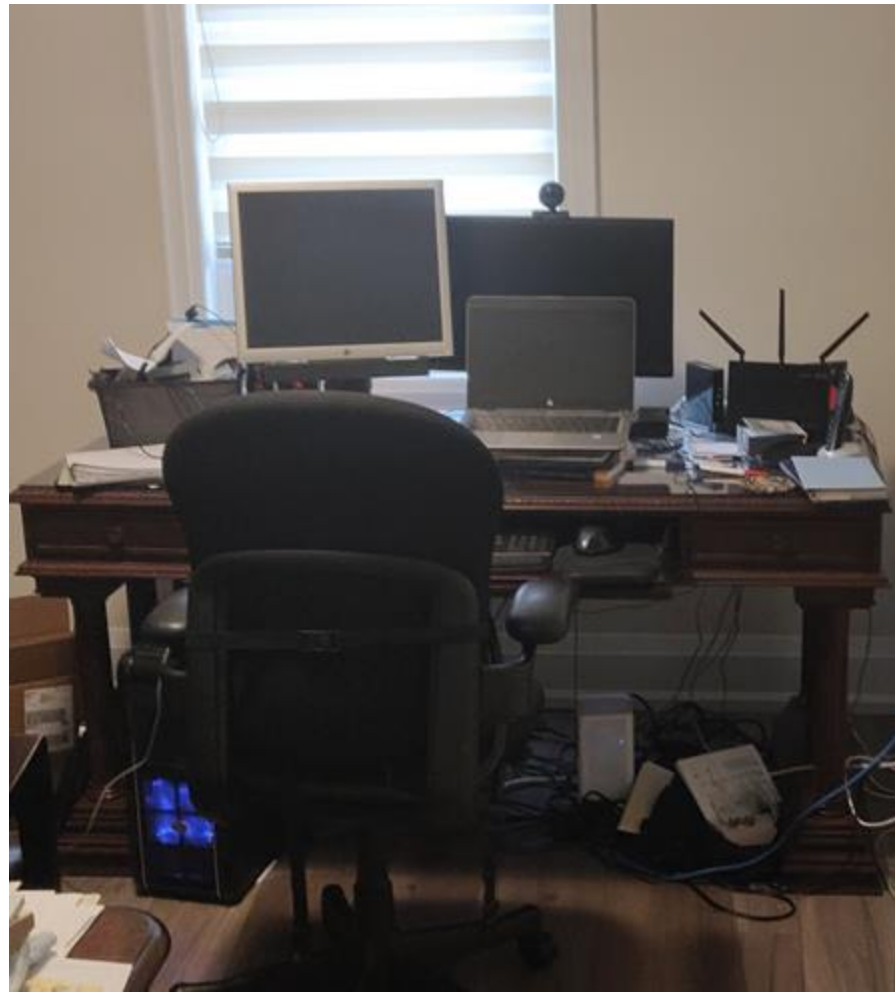
ENDING QUARTERLY SALES/HR PERFORMERS

Arthur	128,800.	
Sam	126,720	
Erin	119,920	
Phyllis	117,615	
Stanley	117,424.	
Meredith	91,720	Cred 89,113.



# Meet Aiden





# Problem

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**Routine**



**Isolation**



**Workaholic**





# Market Validation

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75+



**Working Professionals**

100%



**Social Interaction**

“Working from home makes work **life balance harder** as there isn’t a clear distinction of **lunch break** (for eg).”

“Work sometimes intrudes too much. Even when not working it's **hard to stop thinking about it.**”

# 44%

**of Millennials strongly agree that they look forward to taking a lunch break <sup>1</sup>**

1. Tork Survey, 2019



# 45%

of newly remote workers say that working from home has negatively affected their sense of belonging<sup>2</sup>

2. Slack Report, 2020

Young professionals *need social interactions* with co-workers due to the shift to remote work which has resulted in increased social isolation.



# Our Solution

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*A virtual break room experience for social interactions  
among peers*

**“Office” Environment**



**Social Interaction**



**Gamification**



# User Testing - Discord

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**180 mins**



**Time spent testing**

**5+ users**



**Target Demographic**

# Final Prototype



# Final Prototype

Activity

Chat

Search

Calendar

Call

File

Game

...

Help

Help

Help

+

 **The Break Room** 

Lunch Room #1

2/4 P. LEAVE

Lunch Room #2

3/4 P. JOIN

The potatoes

0/4 P. PING

intern chat!

2/6 P. JOIN

Lunch Room #1 > Games



**CODENAMES**

Send this link to friends: <https://www.hotseat.co.uk/substitute-codesty>


8 - 4 red's turn End red's turn

CAT	KID	BELL	KING	DECK
CHEST	SPY	SINK	TRIANGLE	CLUB
PAN	HAND	FRANCE	CAPITAL	MUG
STRING	SPIDER	UNDERTAKER	VACUUM	GENIUS
CRICKET	LOCK	FILM	PART	POST

 Player Spymaster Next game



Ashly



Michael

Message Lunch Room #2 ...



# Existing Solutions & Competitors

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# Business Model

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Integrations on  
other platforms



Company  
Subscriptions



Partnerships  
with gaming  
companies

# Market Size

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75M+



**Daily Active Users  
on Microsoft Teams**

16M+



**Remote U.S.  
knowledge workers**

# Future Iterations

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User Testing



Backend  
Development

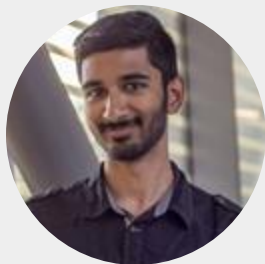


Integration into  
Microsoft Teams

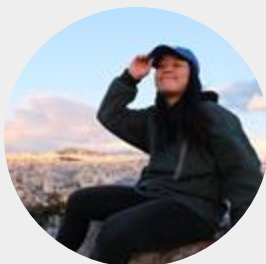


# The Team

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## Mentor

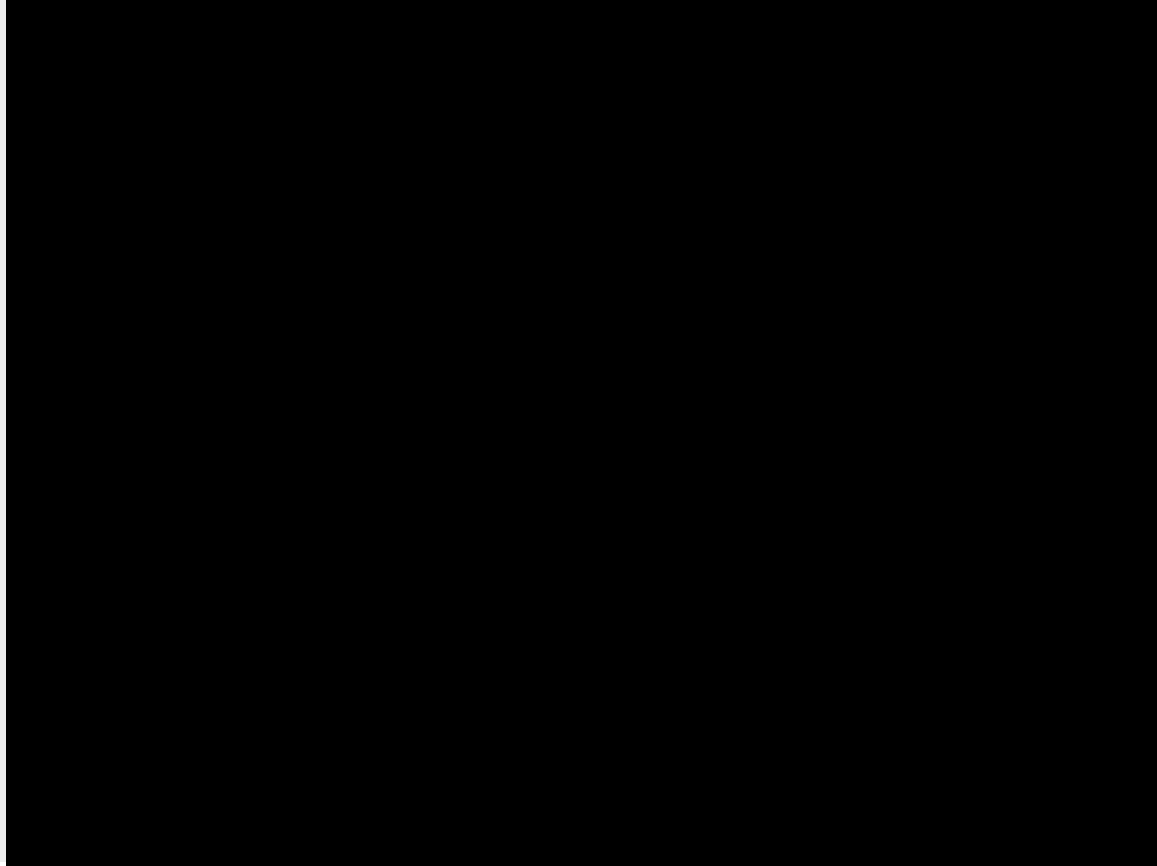


Charlene Wang  
APM @ Google



# Prototype Demo

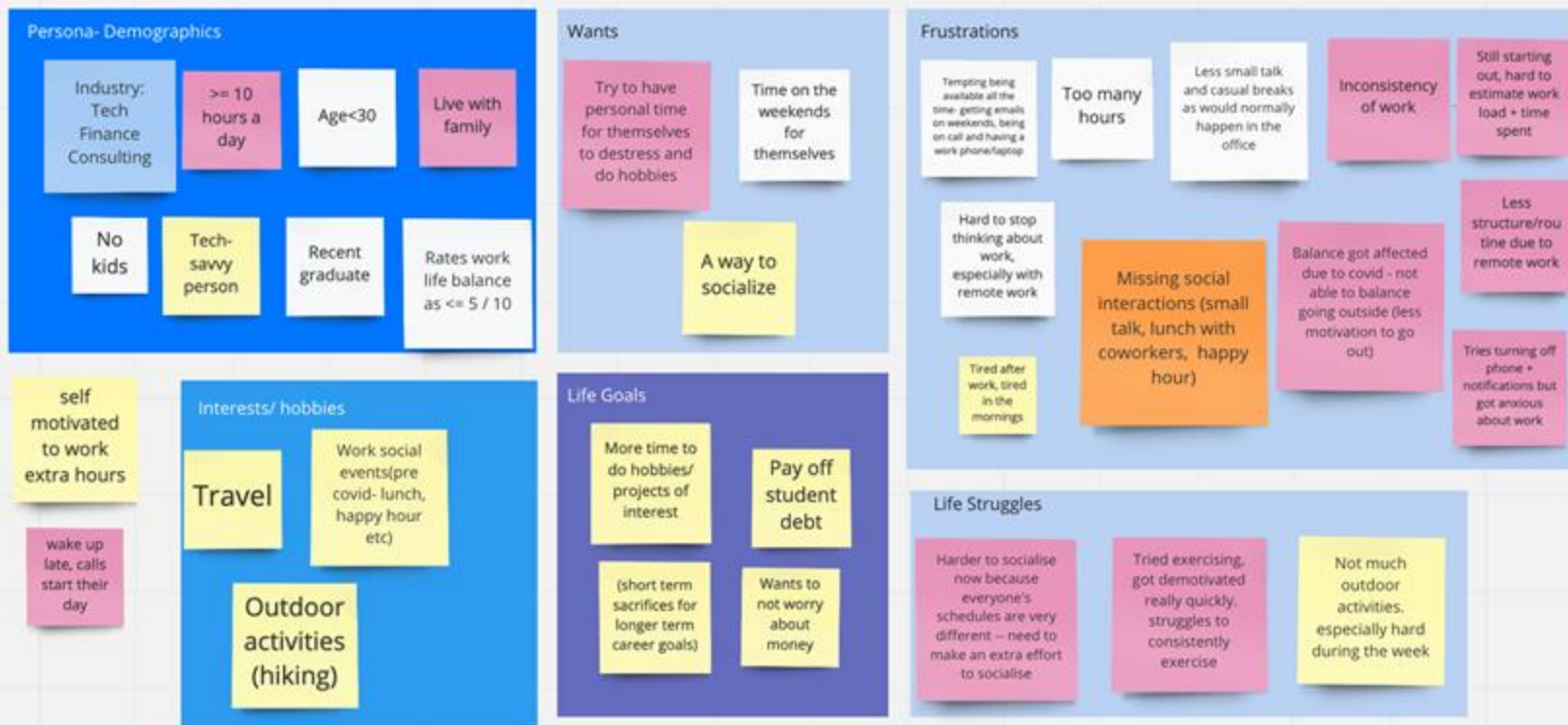
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# Appendix



# User Persona Brainstorm



# User persona



## Demographics

- Tech consultant at BCG, now working remotely
- Lives with her family in SF
- Tech savvy
- Typically works 10 hours a day

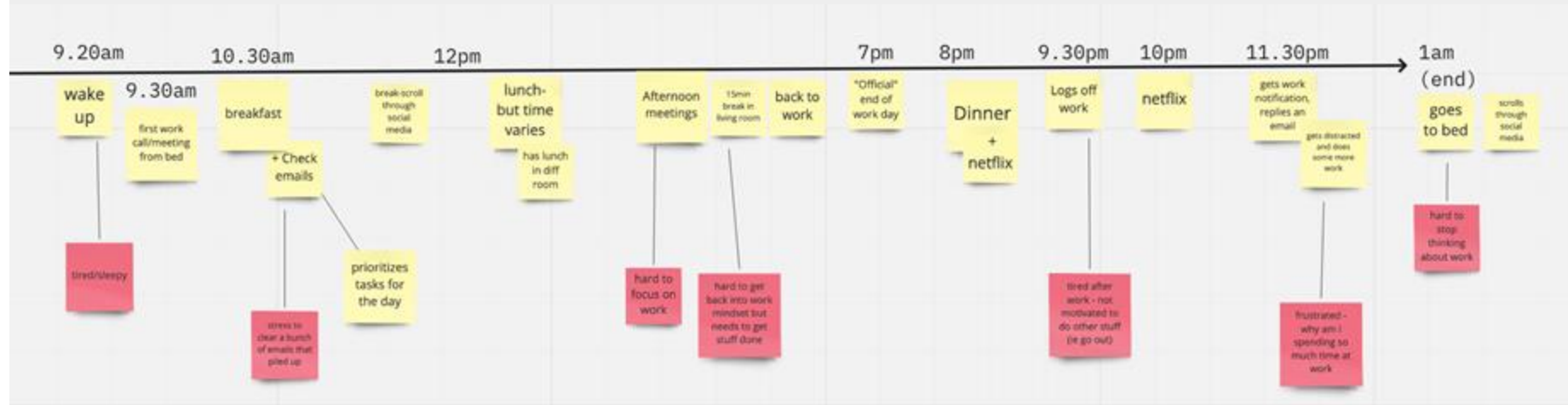
## Frustrations

- Inconsistency of work, especially because she is still starting her career
- Less structure/routine due to remote work
- Thinks about work all the time
- Misses lunch breaks in the office

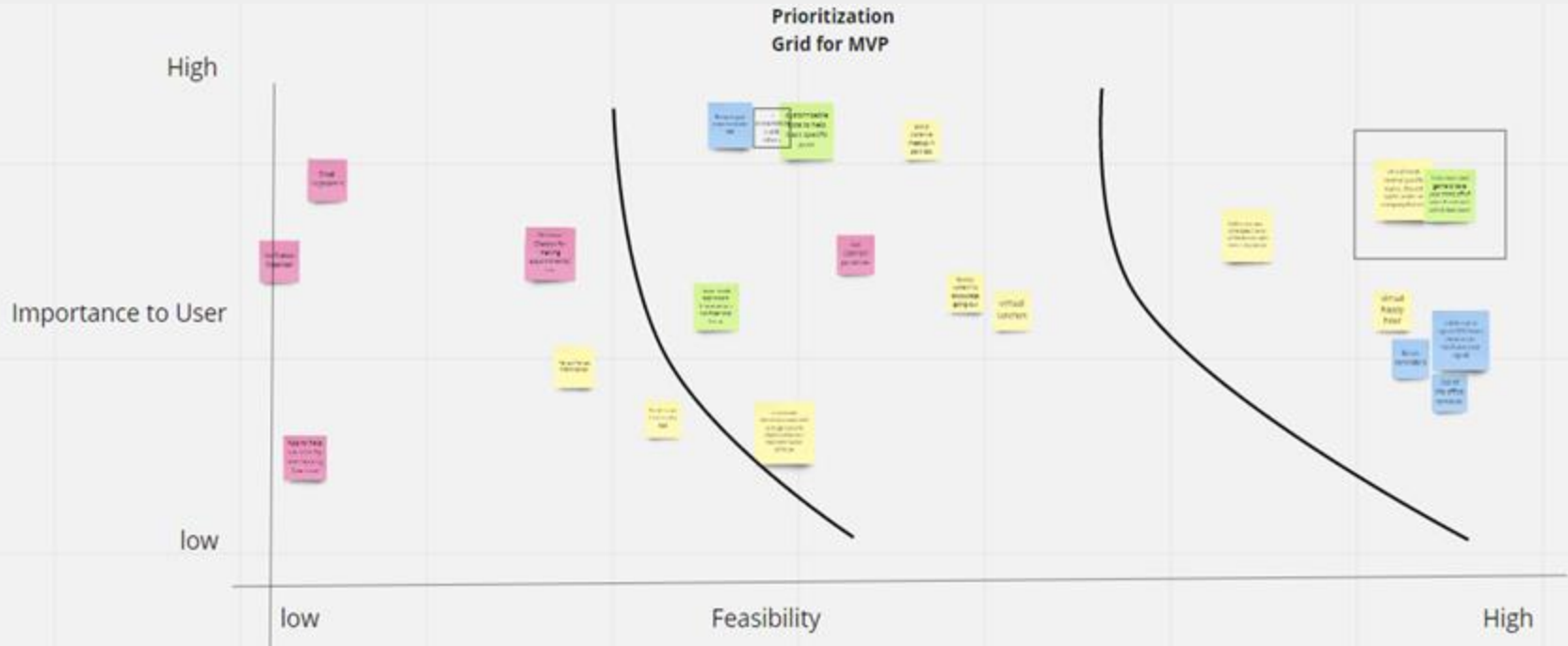
## Wants

- Personal time to destress and do hobbies
- A way to socialise with her friends and coworkers

# User Journey Map



# Design Process- Solution Considerations



	Hallway	Microsoft Teams	Discord
<b>Type (Direct, Indirect)</b>	Direct	Indirect	Indirect
<b>Target audience</b>	Slack Users	Organizations using Microsoft Office	Gaming community
<b>Value Prop</b>	Virtual break rooms with random or pre-set notifications, replicating the office atmosphere	A platform for teams to collaborate	Place to talk and hangout
<b>Key competitive advantage</b>	Integrates with Slack	Video and chat platform built	Ease of switching voice channels, free
<b>Strengths</b>	Single setup process, Ease of use, Can use multiple video chat platforms (zoom, google etc), integrates into slack channels, Mobile and PC versions	Completed back-end, integrated with outlook, has target audience, mobile app and pc app, collab on files, meetings chat & calls	Separate voice channels (video rooms), pop in to talk, create your own servers and channels, free, mobile and pc
<b>Weaknesses</b>	Only Slack users, Cannot see real time users before joining, Tracks user movement, Time limit -10 mins, Need experience with slack bots	Interface isn't user friendly, calls require a phone call, not as accessible, no break rooms	need to download or signup, not integrated with work platforms, voice and text channels are separated, UI can be confusing

# User Testing Results - Discord

## *Likes*

1. Ease of moving from channels
2. No log of entry or exit from voice channels
3. Room size limits

## *Dislikes*

1. Not integrated with an existing platform
2. Too cluttered



# References

1. [https://www.torkusa.com/about/pressroom/take\\_back\\_lunch.aspx](https://www.torkusa.com/about/pressroom/take_back_lunch.aspx)
2. <https://slackhq.com/report-remote-work-during-coronavirus>
3. <https://news.gallup.com/poll/311375/reviewing-remote-work-covid.aspx>