

Ethan Roberts



- CEO of Tech startup
- Want to optimize productivity
- Tech savvy

Scenario

Ethan started his company in a room of an apartment. He and his 5 teammates has been working in it for 3 years, but now they are complaining about their office. Since they got some revenue, they are planning to move to a new office. Ethan want to design the orifice as the best place for productivity.

Expectations / Desired Outcomes

- Higher creativity
- Higher concentration
- Higher happiness

Phase	Before		During			After	
Steps in the User Journey	Unhappy with the creativity and concentrarition	Wanna change something to regain the momentum we had in the Seed phase.	Visited a Google office and was surprised by its great design.	Shocked by the office quality gap between Google his company.	Realized that built environment potentially enhance workers productivity	Using the revenue recently flowed, he decided to build a brand new office for productivity.	Able to see the highly motivated and engaged employees again
User Needs	In need of ways to enhance their productivity	Big trigger to regain the momentum is needed.	I wish we could work here	I'm sorry for the employees for bad office	In need of built-environment improvement to enhance the workers productivity,	We need a brand new office for productivity	Want to do whatever ways to help enhance employees productivity.
Emotional Curve <i>What is user feeling?</i>	<div><div><div><div></div><div></div></div><div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div></div></div>						
Potential Opportunities	Improvement of the employees productivity	Designing a brand new office for productivity.	Collecting best practices in office design from various companies.	Imitation of google office design	Immediately imitable way of office design	Designing a brand new office for productivity.	productivity improvement from various perspectives Using chronotype
IDEAS	Gamification	Color change	Google	Open space	Introducing Yellow and Blue color	Scenery projection	diagnosis, arrange tasks in suitable time slot for each workers
	Efficient project management	Adopting Nature	Apple	Woody	Introducing more plants in the office	Data storage in built-in devices on the desk	Measuring stress level of workers by smart watch
	Built-environment improvement	Layout Change	Huaway	Using natural light	Open the curtain when sunny	Making room for sleep and relax	Using motivating communication methods like peptalk