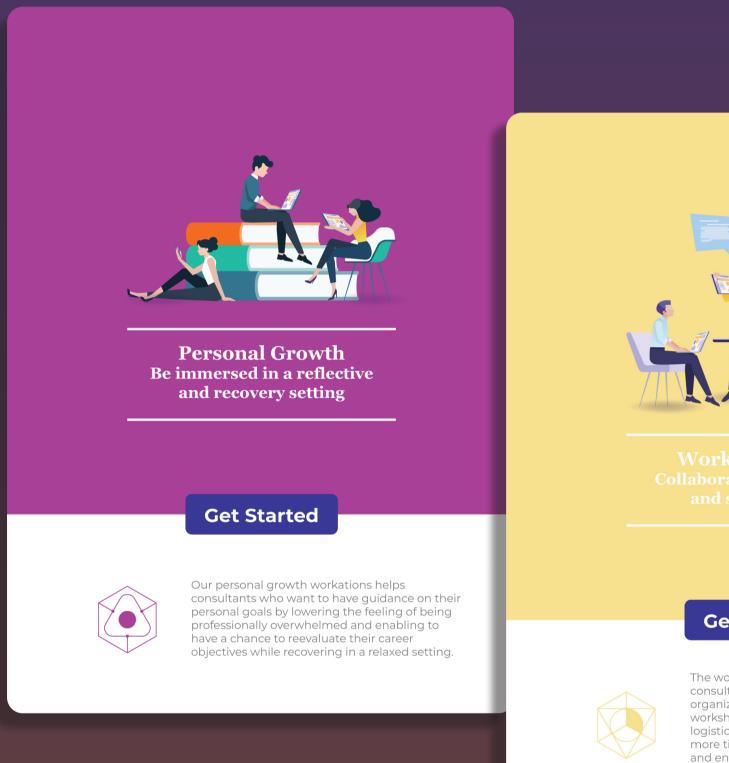
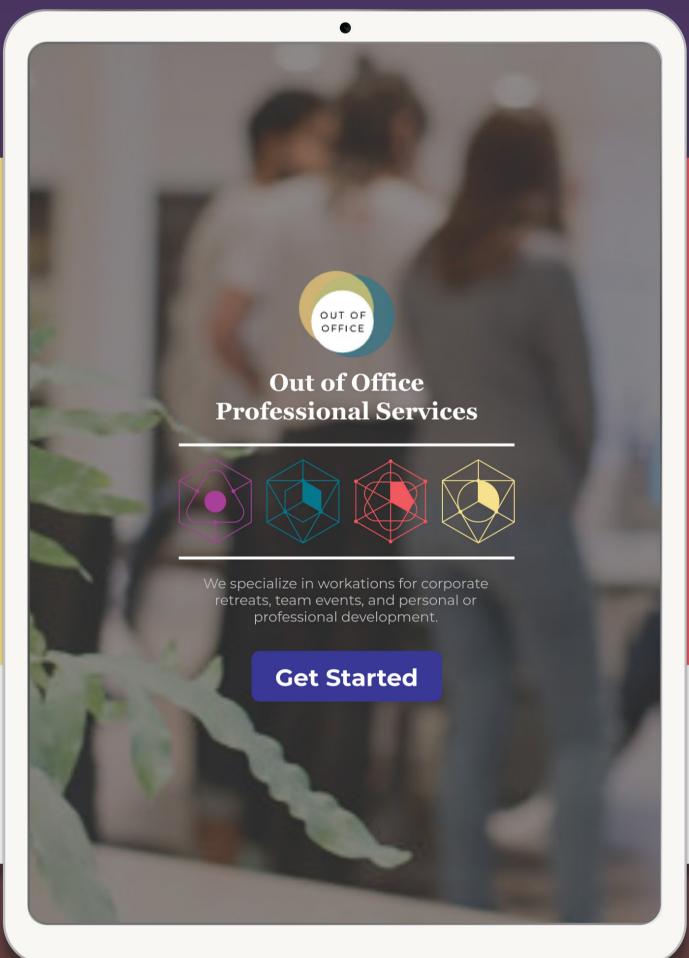
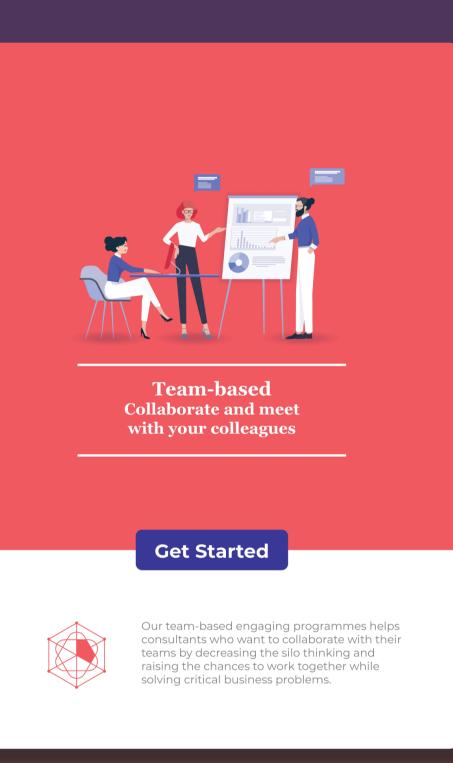
Goal-oriented retreats

An enhanced professional experience based on a service design approach











Out of Office Workations is a Dutch startup that focuses on organizing and planning unique group experiences outside the usual work environment, called workations. This service provides a right balance between work and leisure inspired by the nomad lifestyle which combines their ability to work remotely dominated by an attractive location offering a variety of leisure activities.

While Out of Office Workations primary target is the digital nomad community, this master thesis focuses on identifying different areas of opportunity for a goal-oriented retreat in new potential market segments since their ambition is to become Europe's customercentric, innovative and sustainable retreat solution.

The final solution "Out of Office Professional Services" is a quotation form that offers four value propositions for the new market segment: the consultants. This design solution is created to meet their needs, aspirations and frustrations. The presented solution is intentionally transformed as a quotation form to integrate it into the Out of Office website. This quotation form enables consultants to know what value proposition is suitable for their needs and facilitates the construction of their own workation.

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Goal-Oriented Retreats: an enhanced professional experience based on a service design approach
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Strategic Product Design

Committee

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