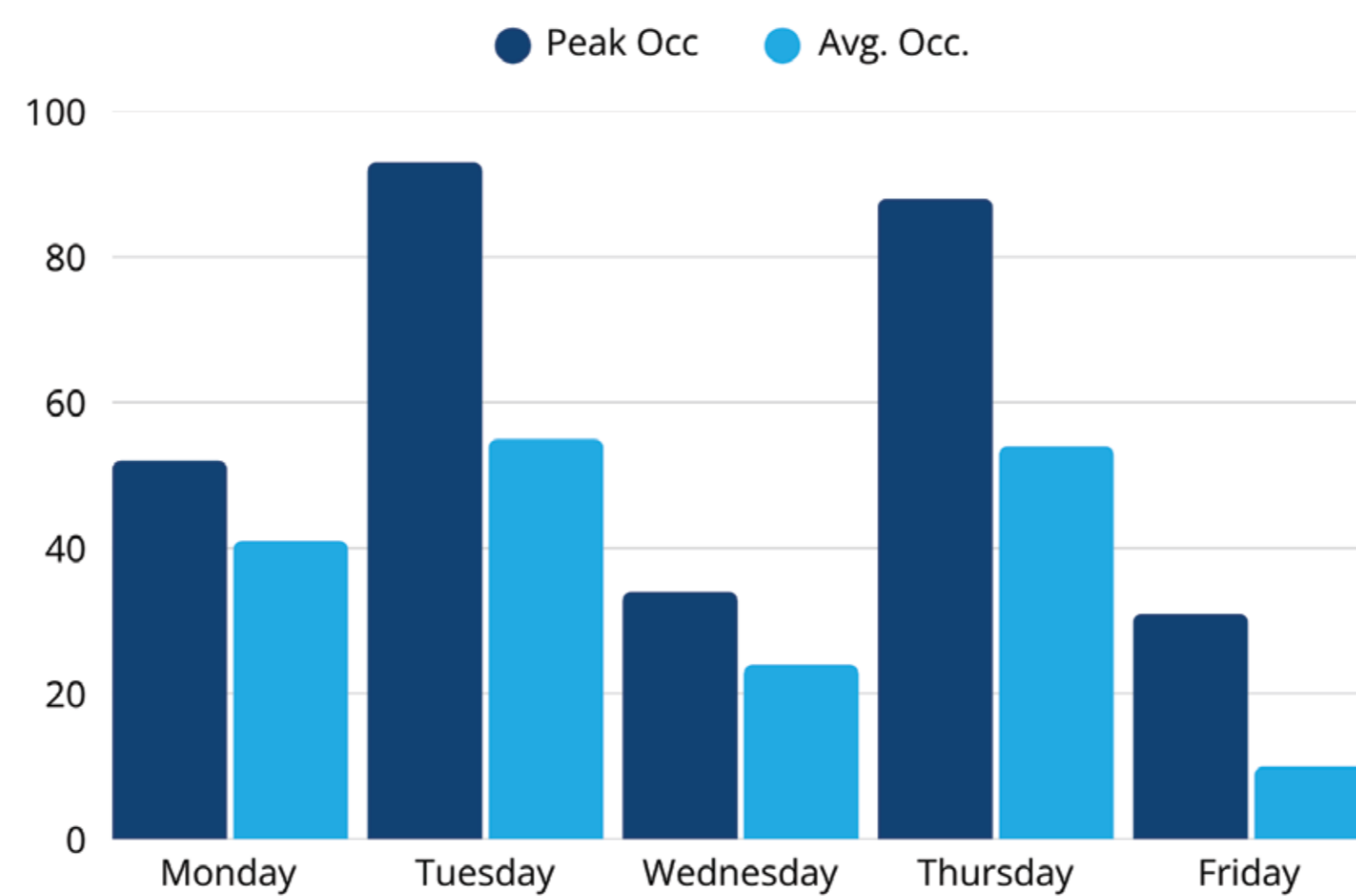


GroupMind.ai

Using AI focus groups to assess workplace design

With hybrid working and hotdesking taking a precedence in today's society, companies and indeed government agencies need to adapt their office spaces to accommodate this new way of working. After the COVID-19 crisis, the Ministry of Justice and Security saw their building to be empty. On busiest days, the building is only 70% occupied. To combat this, they reduced the workplace factor to 0.5, meaning that for every two employees, there is now only one desk.



The numbers measuring people in a building show an average occupation on busy days is between 40 to 70%. If you count their belongings laying on unused desks along with this however, you get way higher numbers with some floors being 95% occupied on busy days. It explains the difference between numbers and lived experience. Every floor has their own specific factors and works cultures that influences these experience. Therefore, a one-size-fits-all solution doesn't work.

An AI focus group that closes the gap between policy and users

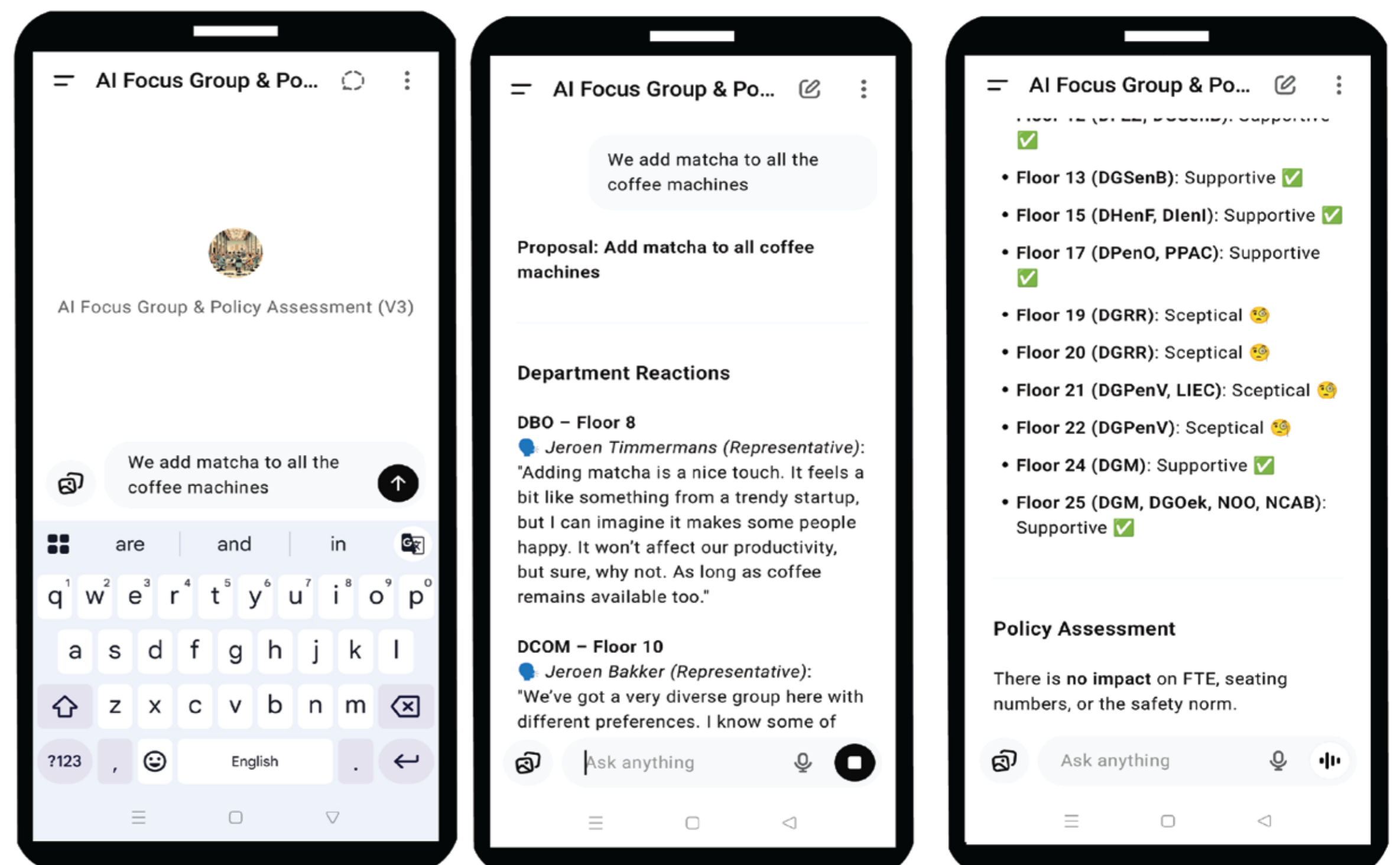
It's difficult to identify what factors influence user experience. Employees at the ministry are hard to reach for the coordinators of the physical workspace (team DFWO). Employees are busy and don't want to be bothered by this. To close this gap, an AI focus group was created for DFWO to test ideas for improving the workspace amongst AI generated stakeholders.

The user puts an idea into GroupMind.ai and the tool responds with a discussion between AI-generated stakeholders, summarized main themes, and gives a verdict per floor or department.

This ensures the physical work environment can be designed more user-centred and with more tailor made solutions per floor or department.

Gathering feedback from an AI-generated focus group is a new way to use AI in design.

Try it in the ChatGPT app:



How to apply AI focus groups in your design process?

Build a custom agent in your favourite AI chatbot using the following steps:

Define use case

Is an AI focus group even needed? Use it to explore ideas, not to validate them.

Characters

Design realistic characters based on researched traits. They shape the group's value.

Add context

Give the AI background info. It sharpens responses. Be clear what characters do and don't know.

Build the Prompt

Write clear instructions, structure the output, and debug with test runs. This ties it all together.

Possible use cases

Inspiration & exploration

Use AI focus groups to explore early ideas, understand perspectives, and spark new directions.

Hard-to-reach personas

Simulate stakeholders who are inaccessible, over-researched, or hypothetical.

Understanding decision logic

Unpack how different personas think, what drives their behavior, and how they might react to changes.

Low-Stakes concept testing

Run early-stage tests on concepts, services, or policies, without needing real participants.