

DROP

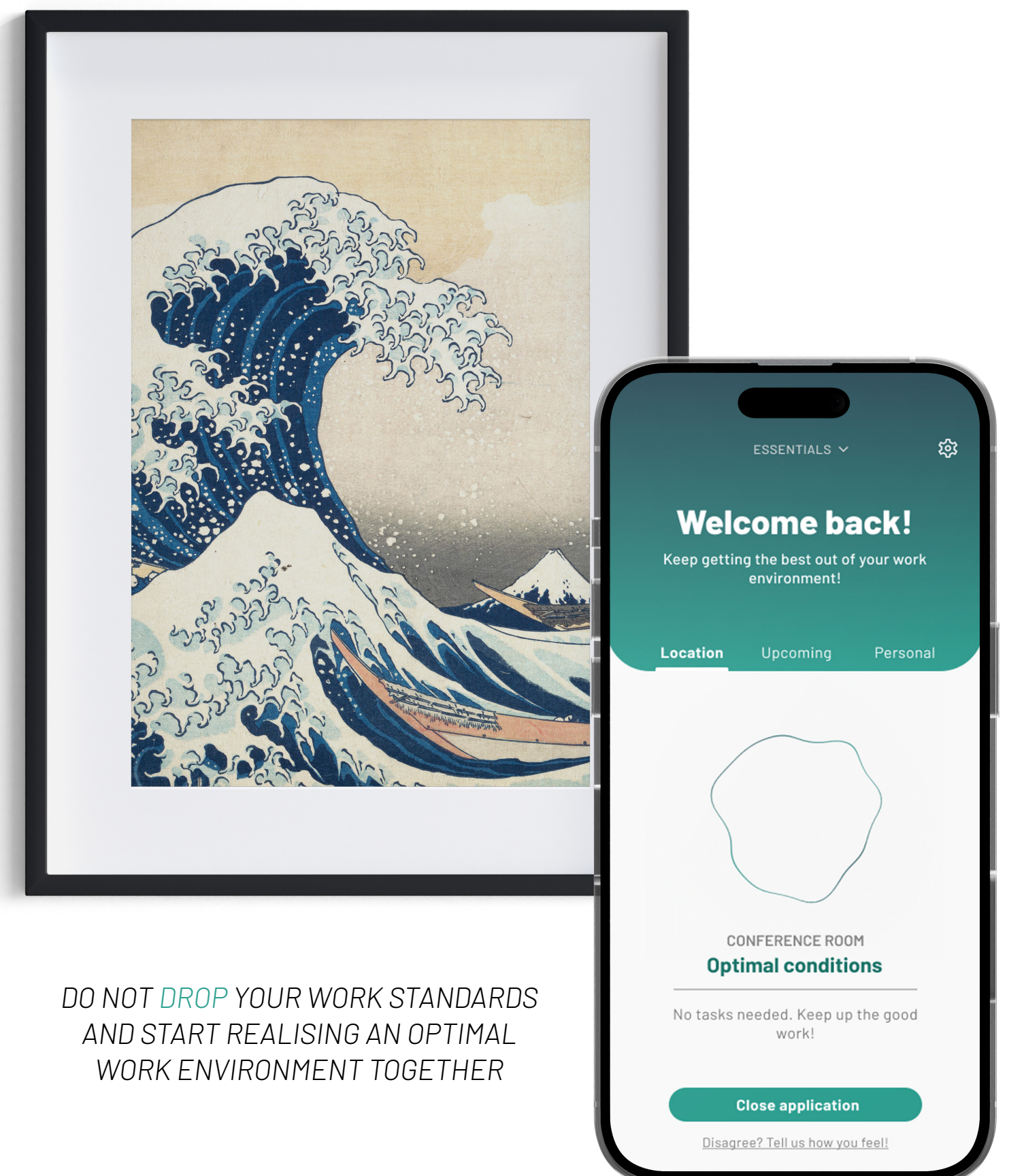
A NON-INTRUSIVE
SENSOR-BASED
PRODUCT THAT
OPTIMISES WORK
EXPERIENCE

CHALLENGE

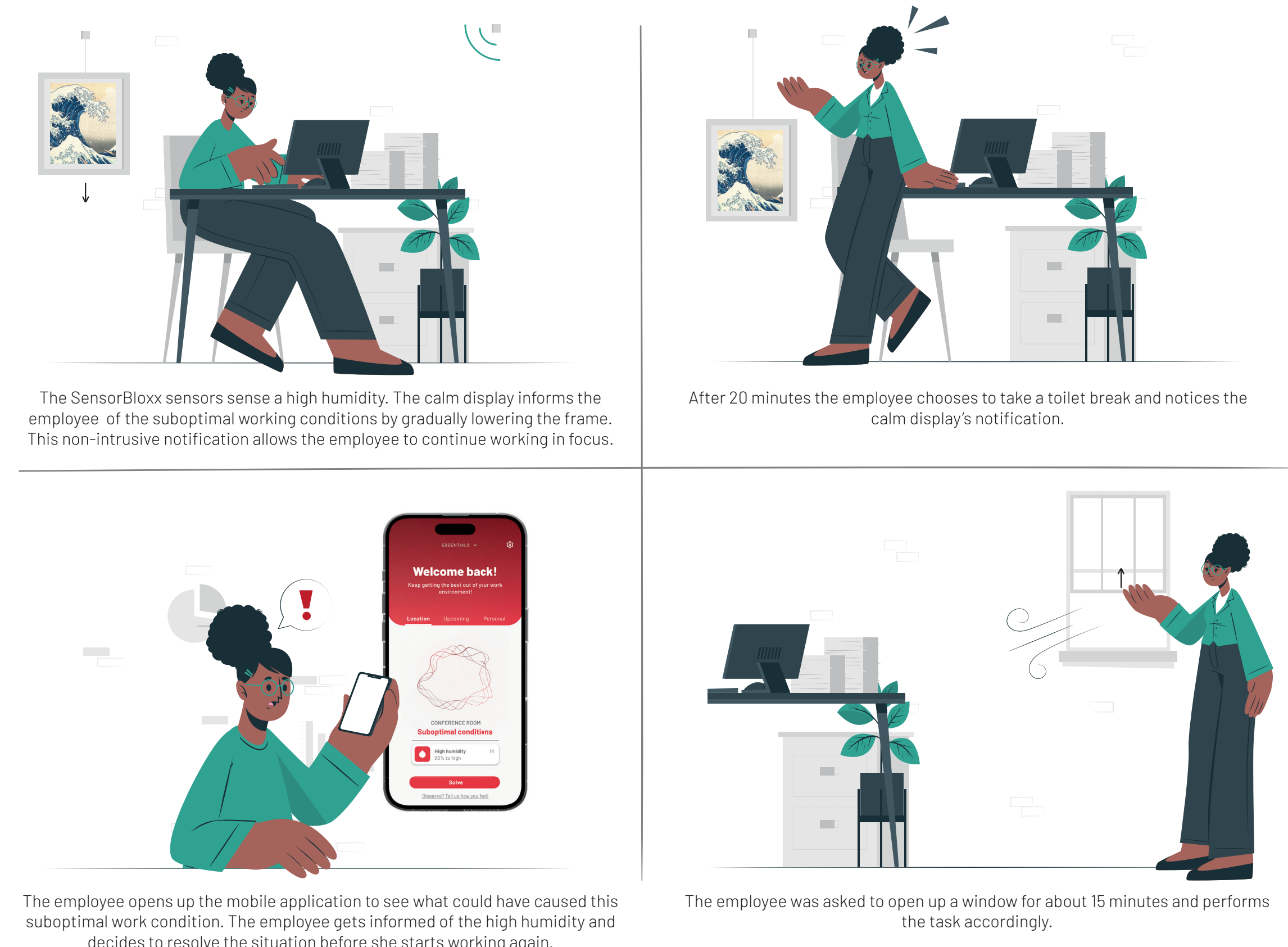
In the last few years the smart building market has grown exponentially and is estimated to be worth around 100 billion by the year 2025. The amount of active competitors, combined with the required time and effort to launch a new sensor-based product, makes it difficult to enter the market and slows innovation. WeAreReasonablePeople (WARP), a Rotterdam-based digital design agency, is trying to broaden its impact by starting a venture under the name SensorBloxx. This venture is building a universally implementable base to simplify the launch of new sensor-based products. WARP wants to design the first 'flagship' product build on SensorBloxx to test this universally implementable base and start encouraging other companies.

USE CASE

The flagship is designed to **improve the work experience of employees working at small businesses in office environments**, based on a metaphorical competitive analysis, a Dutch market analysis and a thorough qualitative user analysis. By targeting small-sized businesses in office environments the flagship product will stand out from the competition and increase its viability since this target audience is barely being targeted. The businesses in the target audience generally grow organically, aim to extrude professionalism, want to become more autonomous, have similar day-to-day responsibilities and are unfamiliar with indoor environment data besides temperature.



DO NOT **DROP** YOUR WORK STANDARDS
AND START REALISING AN OPTIMAL
WORK ENVIRONMENT TOGETHER



SOLUTION

The flagship, DROP, primarily improves the employees' work experience by involving the employees in realising an optimal work environment. The employees' work experience is directly affected by realising optimal working conditions, which generally cannot be blindly trusted by the target audience. The product explicitly involves the employee in this realisation, since this allows them to contribute to make an impact which is a common motive for employees to work at smaller-sized companies. The personalisable character of the calm display indirectly optimises the employees' work experience further since it leads to a personalised homely work atmosphere. Additionally, the employees can provide input to adjust the 'optimality' of the work environment to match their businesses' contexts. Business owners can use this input to make adjustments or initiate conversations, increasing employees' feeling of being heard. Although increasing social cohesion in small businesses can significantly improve the employees' work experience, the flagship should not directly stimulate it. Nevertheless, the honest and transparent character of the product stimulates equality between employees and business owners and affects the businesses' social cohesion indirectly.

Quinten Damy de Koning

A non-intrusive sensor-based product that optimises work experience

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