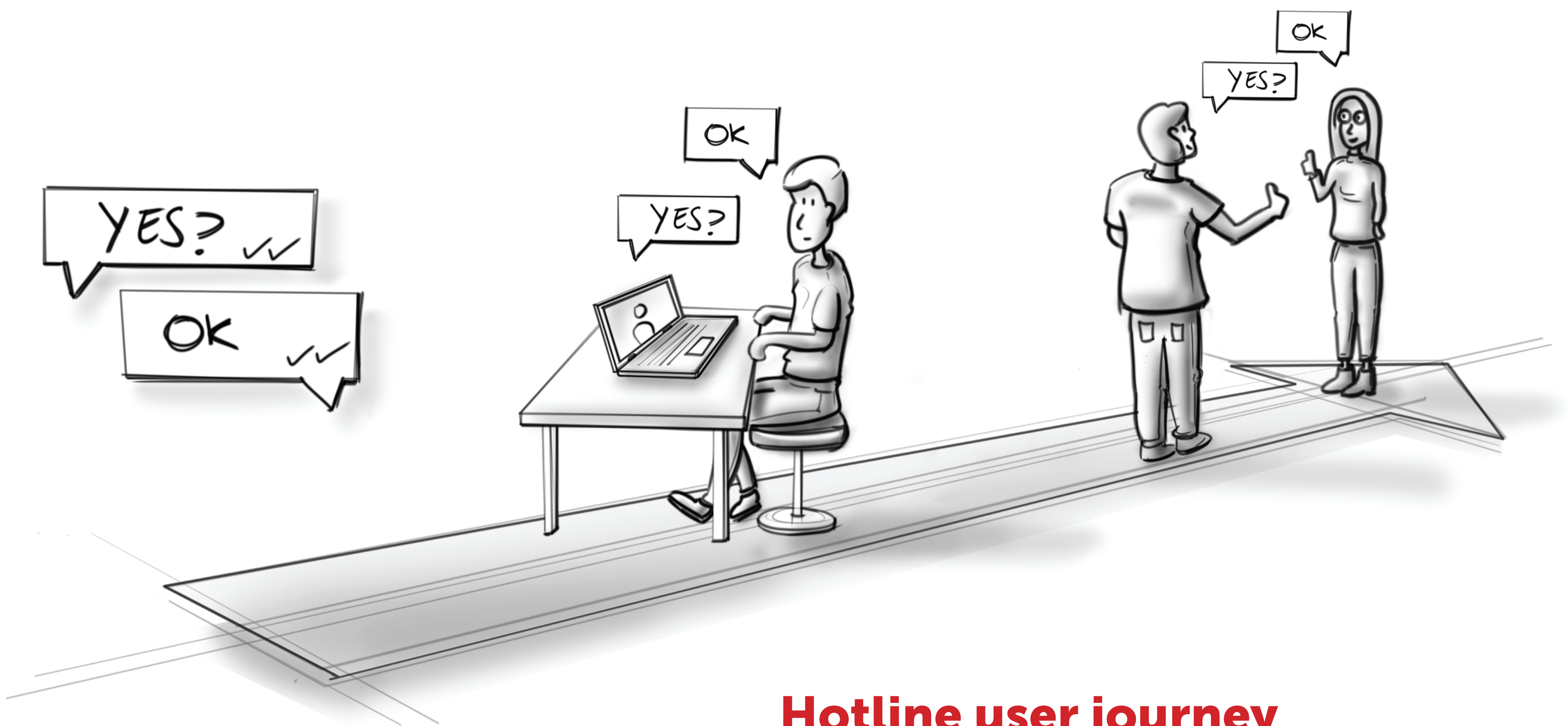


# Towards a more human digital workplace

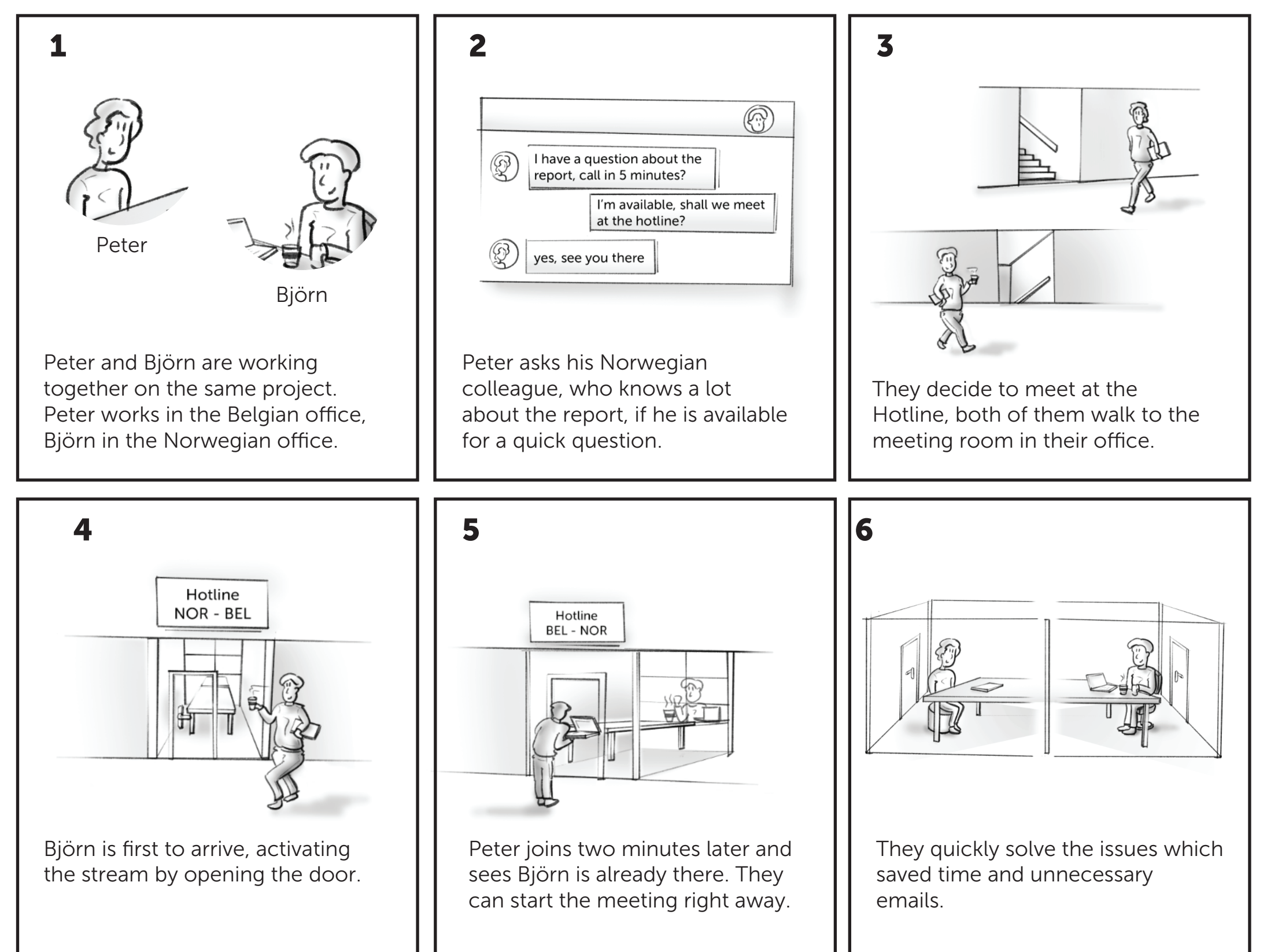
*From idea to user value  
within a technology company*



## Hotline user journey

Telework has tremendous potential benefits that can be the solution to problems as traffic jams, miscommunications and even the environment. But there are still numerous obstacles that need to be overcome. The proposed solution is to develop more 'human' innovations.

This thesis provides an example of how technological innovations can occur through user understanding. This example has taken the form of a concept called The Hotline.



The concept has been validated with end users. In a survey 70% of the respondents wanted the Hotline to stay, 44% was willing to pay over five euros each month for the service.