

COPOWER COLLECTIVE

Breaking down systemic barriers
to an equitable workplace

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DESIGN JOURNEY

We used the double diamond framework to help guide our design process, as it encourages the divergent and convergent thinking needed to tackle the systemic problems underpinning inequitable workplaces

DIVERGE

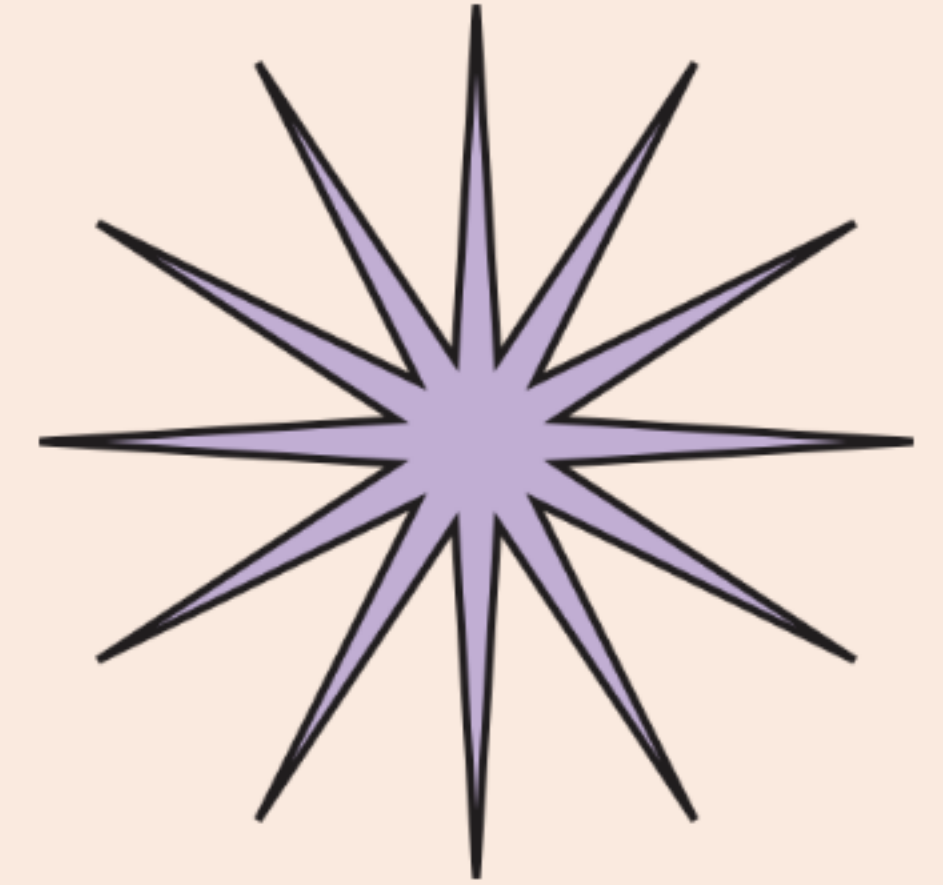
DISCOVER

Use primary and secondary research to empathise with user needs and challenge preliminary assumptions

DEFINE

Define the design problem and the key systemic factors that lead to workplace inequities

CONVERGE



DIVERGE

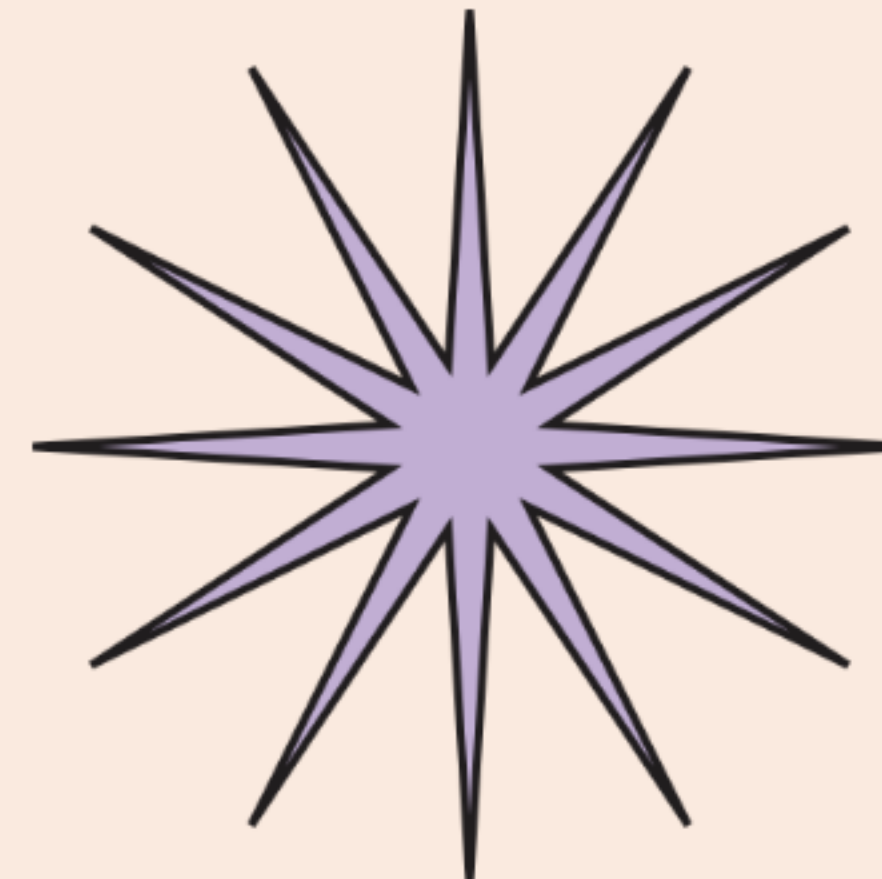
DEVELOP

Iteratively develop design ideas through storyboarding and the decision matrix

DELIVER

Iteratively refine and deliver our solution through an app and video prototype

CONVERGE



RESEARCH

To understand the scope of the design problem and ensure an empathic design response, we used primary research through context-mapping to uncover latent and tacit needs, and then confirmed these findings using secondary research. We found two key insights.

(Visser, Stappers, Lugt, & Sanders, 2005)

01.

FINANCIAL, HOUSING, AND TECHNOLOGY BARRIERS MATTER

Lower income decreases access to proper housing and technology for telework, such as higher noise levels due to small spaces and poor internet access.

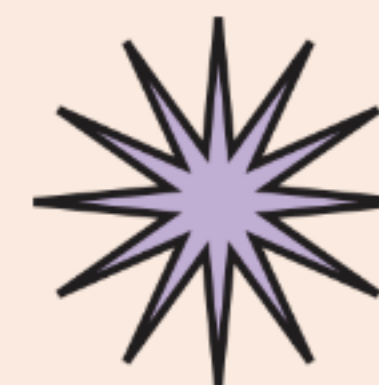


(Francis & Weller, 2021)

02.

LACK OF WORK-LIFE BOUNDARIES

Lower income housing is often smaller, preventing people from physically and mentally compartmentalising work and leisure. Thus, marginalised people are more likely to face a lack of work-life boundaries, decreasing wellbeing.



(Shirmohammadi, Chan Au, & Beige, 2022)

DESIGN BRIEF

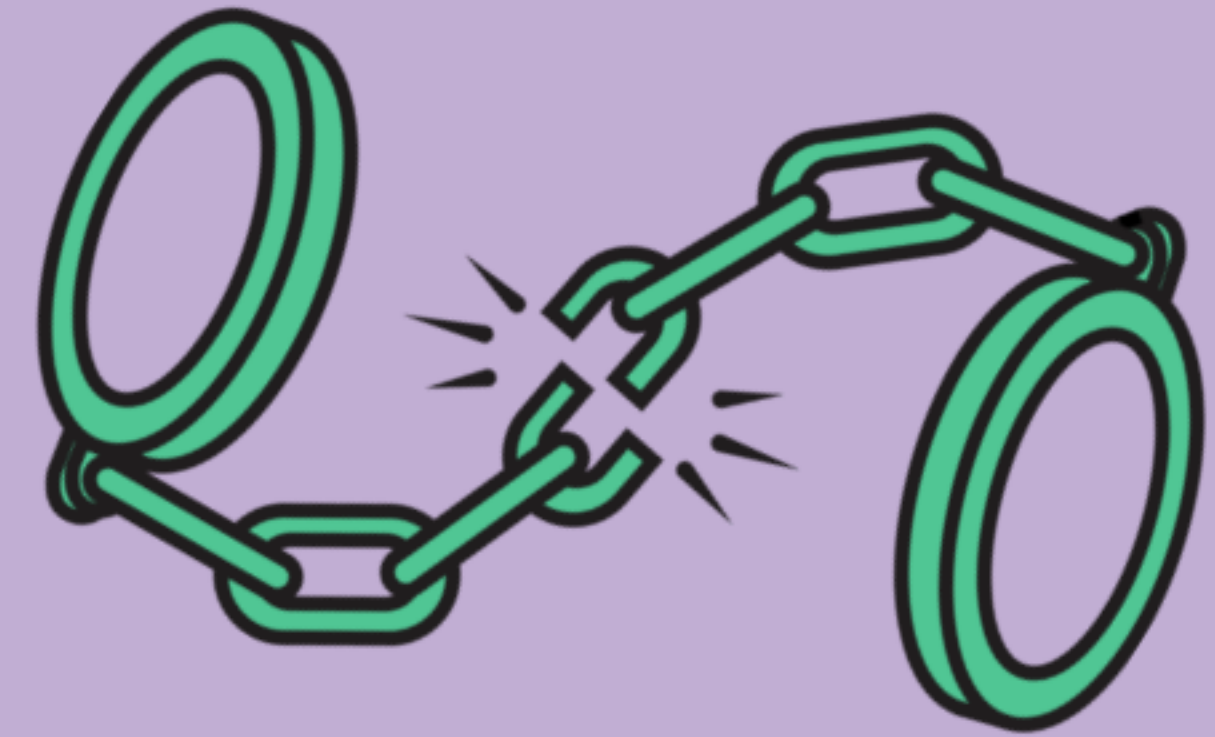


We aim to target low to middle income workers aged 18-30 in Sydney, as they face greater economic pressures such as low wage growth and unaffordable housing

(Wood & Griffiths, 2019)

VISION

Break down systemic, financial, technological, and housing barriers to telework for marginalised people, creating a world where everyone has equitable access to the workplace.



MISSION

- 01 Enforce work-life boundaries
- 02 Define an equitable remote work environment as the home is not designed to be a workplace
- 03 Compensate for financial and technological barriers

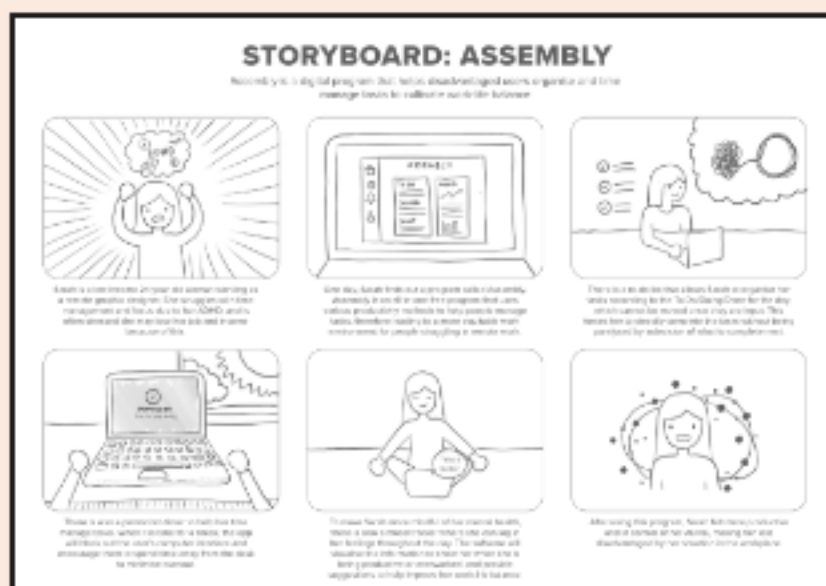
DISCOVER

DEFINE

DEVELOP

DELIVER

IDEATION



TASK ORGANISER APP

Harnesses our intrinsic desire for independence and order to encourage work-life balance. However, the approach is too individualistic rather than systemic

(Reiss, 2004)



WORK VIRTUAL MACHINE

Allows users to run their work desktop on any computer. This increases accessibility of work resources, but it could have more physical touchpoints



DIGITAL PERSONA

Gamifies users prioritising their wellbeing through a digital display of a plant that grows based on the worker's work-life balance. However, again it is too individualistic

(Deterding, Dixon, Khaled, & Nacke, 2011)



COWORK SPACE & ONLINE PLATFORM

Online platform linked to a free 24/7 co-working space with communal computers, kitchen, career resources, and donations



DECISION

Using a decision matrix, we chose to create a coworking space connected to an online platform and virtual machine.

ENGAGING AND FEASIBLE

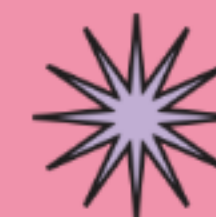
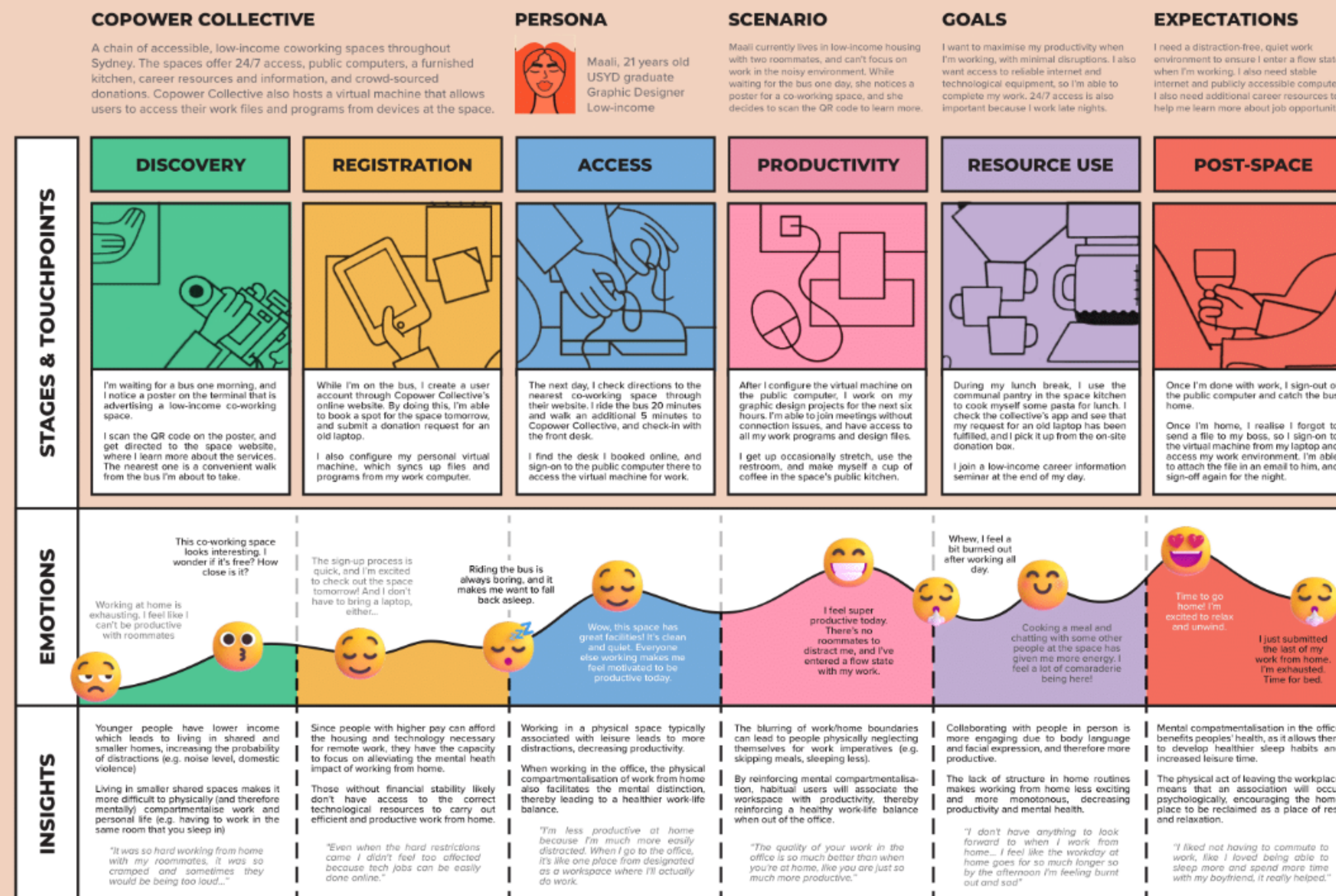
By providing food, housing, and technology, this engages prospective users with Maslow's motivation theory

ACCESSIBLE AND SOCIAL IMPACT

The free dissemination of resources to help those facing systemic inequities has a positive social impact

USER JOURNEY MAP

We created a future user journey map to facilitate empathy towards user needs and pain points. We focused on fostering a state of flow from the platform as the digital touchpoint to physically interacting with the space itself, thereby making users feel a sense of control over their circumstances in the face of systemic inequities.



DISCOVER

DEFINE

DEVELOP

DELIVER

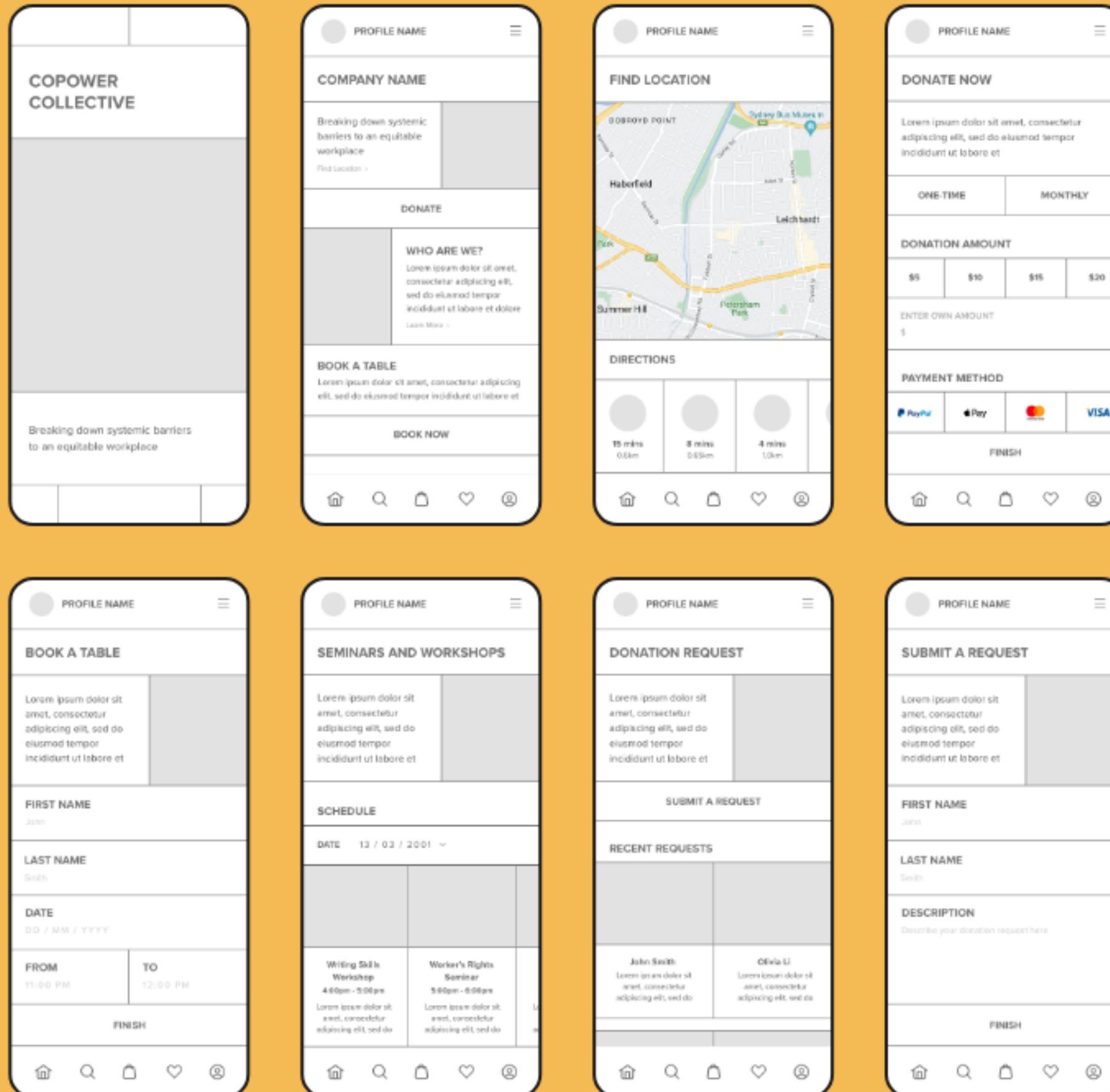
PROTOTYPE

We delivered a solution through an app and video prototype, allowing us to easily communicate the context of product interactions through storytelling



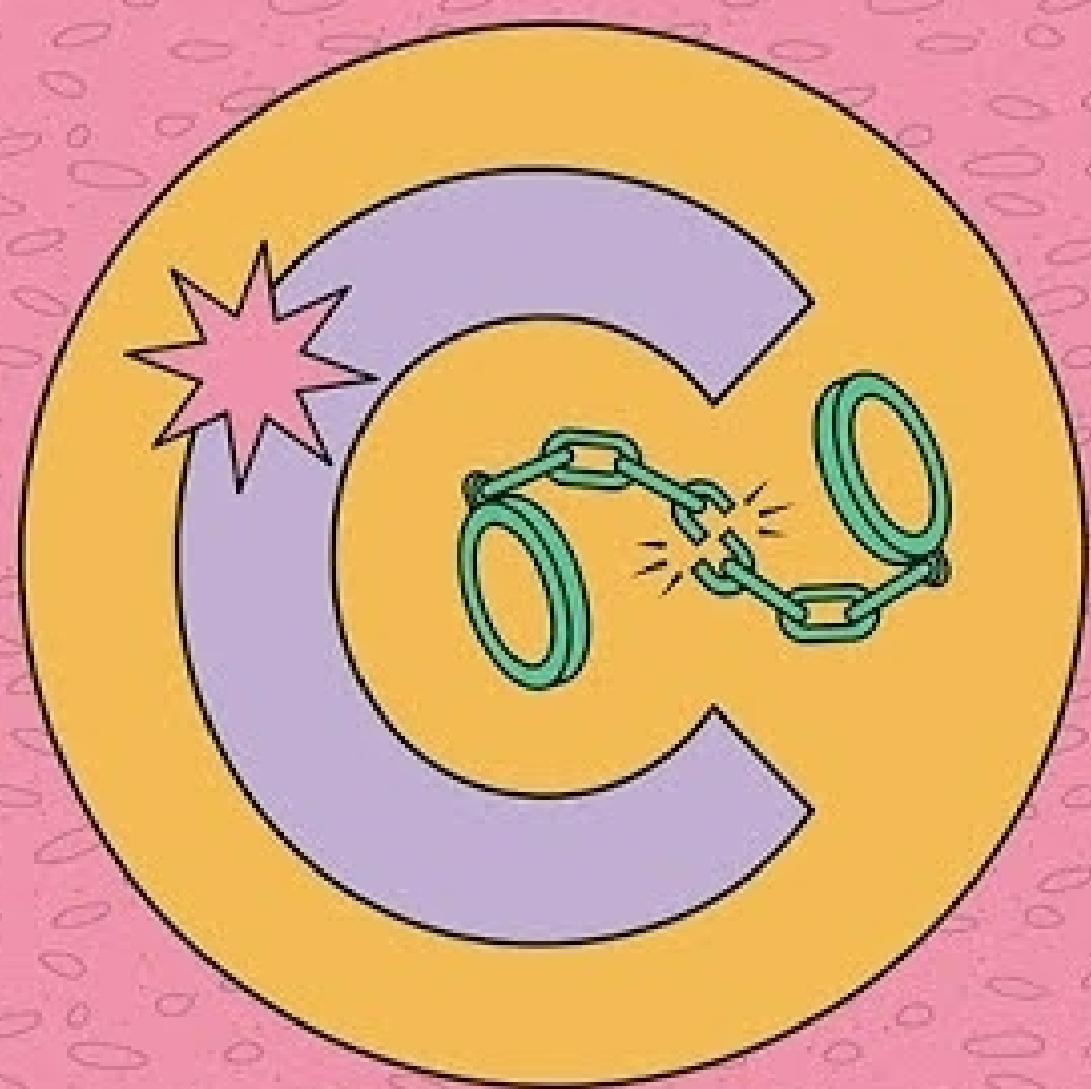
(Markopoulos, 2016)

WIREFRAMES



HIGH FIDELITY





CO-POWER COLLECTIVE

ADDRESSING THE BRIEF



COMBATING FINANCIAL BARRIERS

We aim to provide free material resources for those socioeconomically disadvantaged. This is made feasible by relying on donations and harnessing human altruistic desires, a radical and collective care particularly witnessed during the pandemic with marginalised groups practicing mutual aid when governmental systems failed them.

(Littman et al., 2022)



TECHNOLOGY & HOUSING BARRIERS

We provide disturbance-free space and technology for productive work, reducing the risk of unemployment for already excluded groups unable to do remote work. Our digital touchpoint is also free and easily accessible on any device.



REINFORCING WORK-LIFE BALANCE

Drawing upon Maslow's Theory of Motivation, the fulfilment of people's material needs can allow them to address the psychological impact of a lack of work-life boundaries.

(O'Manique, 1994)



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