

COPOWER COLLECTIVE

Breaking down systemic barriers to an equitable workplace

Yasmine Keong and Neesha Chockalingam

DESIGNEY/

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

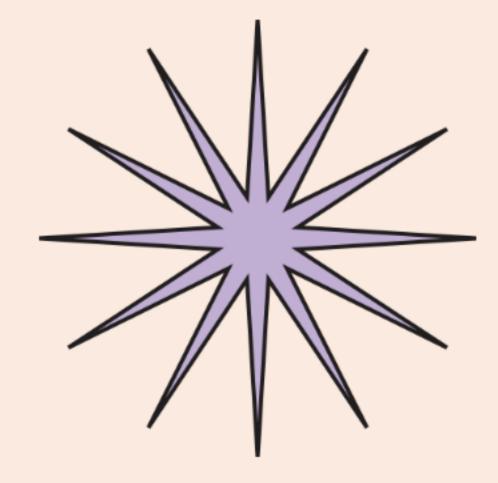
DISCOVER

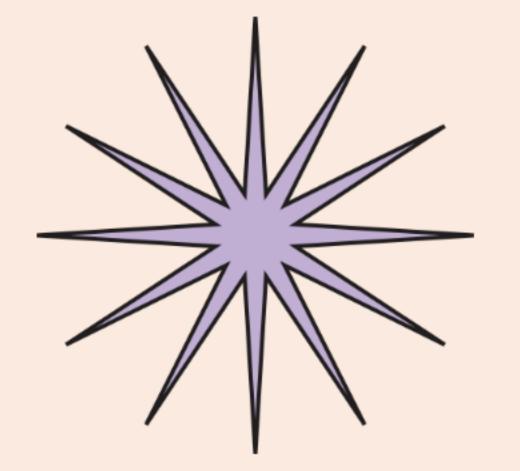
Use primary and secondary research to empathise with user needs and challenge preliminary assumptions

DEFINE

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







VERGE 1

DEVELOP

Iteratively develop design ideas through storyboarding and the decision matrix

DELIVER

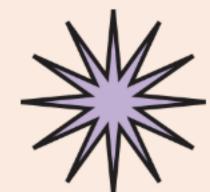
Iteratively refine and deliver our solution through an app and video prototype

DELIVE

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)





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.





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.

(Francis & Weller, 2021)

(Shirmohammadi, Chan Au, & Beige, 2022)

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)

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

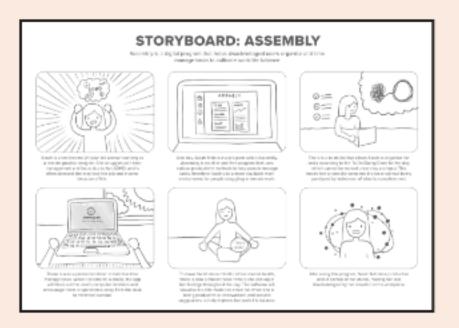




MISSION

- O⁴ Enforce work-life boundaries
- Define an equitable remote work environment as the home is not designed to be a workplace
- © Compensate for financial and technological barriers





TASK ORGANISER APP

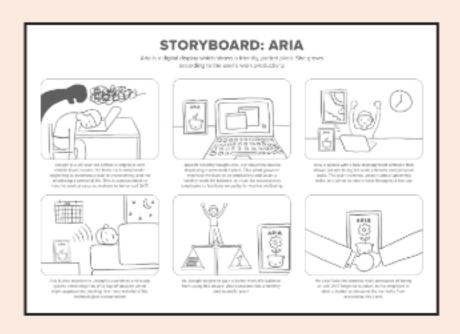
Harnesses our intrinsic desire for independence and order to encourage work-life balance. However, the approach is too individualistic rather than systemic

(Reiss, 2004)



WORK VIRTUAL MACHINE

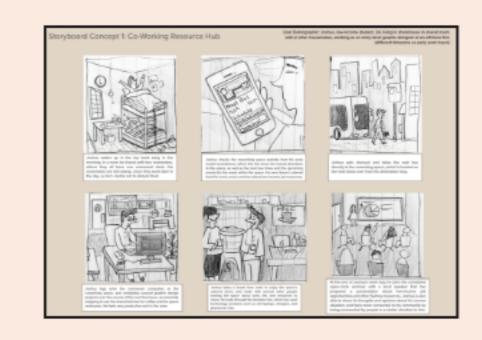
Allows users to run their work desktop on any computer.
This increases accessibility of work resources, but it could have more physical touchpoints



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

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



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.



COPOWER COLLECTIVE

A chain of accessible, low-income coworking spaces throughout Sydney. The spaces offer 24/7 access, public computers, a furnished kitchen, career resources and information, and crowd-sourced donations. Copower Collective also hosts a virtual machine that allows users to access their work files and programs from devices at the space.



PERSONA

Maali, 21 years old USYD graduate Graphic Designer

SCENARIO

Maali currently lives in low-income housing I want to maximise my productivity when with two roommates, and can't focus on I'm working, with minimal disruptions. I also work in the noisy environment. While want access to reliable internet and waiting for the bus one day, she notices a poster for a co-working space, and she complete my work. 24/7 access is also decides to scan the QR code to learn more. important because I work late nights.

GOALS

EXPECTATIONS

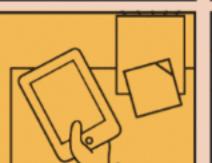
I need a distraction-free, quiet work environment to ensure I enter a flow state when I'm working. I also need stable internet and publicly accessible computer I also need additional career resources to help me learn more about job opportunitie

POST-SPACE

DISCOVERY

'm waiting for a bus one morning, and notice a poster on the terminal that is advertising a low-income co-working

scan the QR code on the poster, and get directed to the space website The nearest one is a convenient walk from the bus I'm about to take.



REGISTRATION

While I'm on the bus, I create a use online website. By doing this, I'm able to book a spot for the space tomorrow and submit a donation request for an

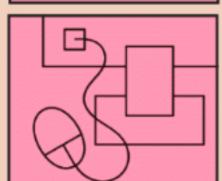
also configure my personal virtual machine, which syncs up files and programs from my work computer



ACCESS

The next day, I check directions to the their website. I ride the bus 20 minutes and walk an additional 5 minutes to Copower Collective, and check-in with the front desk.

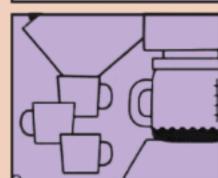
find the desk I booked online, and sign-on to the public computer there to access the virtual machine for work.



PRODUCTIVITY

After I configure the virtual machine on the public computer, I work on my graphic design projects for the next six nours. I'm able to join meetings without onnection issues, and have access to all my work programs and design files.

get up occasionally stretch, use the estroom, and make myself a cup of coffee in the space's public kitchen.



RESOURCE USE

During my lunch break, I use the communal pantry in the space kitchen o cook myself some pasta for lunch. check the collective's app and see that fulfilled, and I pick it up from the on-site

I join a low-income career information seminar at the end of my day.



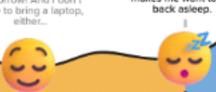
Once I'm done with work, I sign-out o the public computer and catch the bus

send a file to my boss, so I sign-on to the virtual machine from my laptop and to attach the file in an email to him, and sign-off again for the night.

This co-working space wonder if it's free? How

Working at home is xhausting. I feel like I can't be productive





always boring, and it makes me want to fall

Riding the bus is

productive today There's no roommates to distract me, and I've with my work.

Whew, I feel a bit burned out after working all

chatting with some other people at the space has given me more energy. I feel a lot of comaraderi



the last of my

EMOTIONS

TOUCHPOINTS

Younger people have lower income which leads to living in shared and of distractions (e.g. noise level, domestic

Living in smaller shared spaces makes it more difficult to physically (and therefore personal life (e.g. having to work in the same room that you sleep in)

with my roommates, it was so cramped and sometimes they would be being too loud...'

Since people with higher pay can afford the housing and technology necessary for remote work, they have the capacity to focus on alleviating the mental heath impact of working from home.

Those without financial stability likely don't have access to the correct echnological resources to carry out efficient and productive work from home.

> Even when the hard restrictions came I didn't feel too affected because tech jobs can be easily

Working in a physical space typically associated with leisure leads to more distractions, decreasing productivity.

When working in the office, the physical compartmentalisation of work from home also facilitates the mental distinction. thereby leading to a healthier work-life

'Tm less productive at home because I'm much more easily distracted. When I go to the office, it's like one place from designated as a workspace where I'll actually

The blurring of work/home boundaries can lead to people physically neglecting themselves for work imperatives (e.g. skipping meals, sleeping less).

By reinforcing mental compartmentalisation, habitual users will associate the workspace with productivity, thereby reinforcing a healthy work-life balance when out of the office.

"The quality of your work in the office is so much better than when you're at home, like you are just so

Collaborating with people in person is more engaging due to body language

The lack of structure in home routines makes working from home less exciting and more monotonous, decreasing roductivity and mental health.

"I don't have anything to look forward to when I work from home... I feel like the workday at hame goes for so much longer so by the afternoon I'm feeling burnt

benefits peoples' health, as it allows them to develop healthier sleep habits and ncreased leisure time.

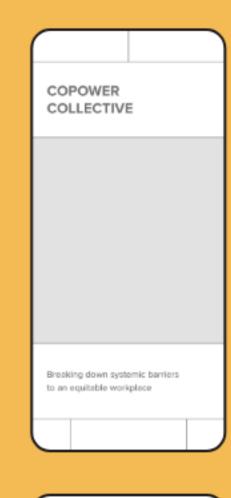
The physical act of leaving the workplace means that an association will occur psychologically, encouraging the home place to be reclaimed as a place of rest and relaxation.

'I liked not having to commute to work, like I loved being able to sleep more and spend more time with my boyfriend, it really helped."



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

(Markopoulos, 2016)



PROFILE NAME

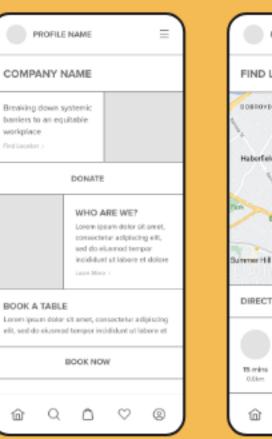
BOOK A TABLE

Lorem ipsum deler sit

adipiscing elit, sed de

incididunt ut labore et.

FIRST NAME



SEMINARS AND WORKSHOPS

Lorem ipsum dolor sit

adipiscing elit, sed do

ncididunt ut labore o

DATE 13 / 03 / 2001

elusmod tempor

SCHEDULE

4:00pm - 5:00pm

5:00pm - 6:00pm







PROFILE NAME DONATE NOW orem ipsum dolor sit amet, consectetur. adipiscing elit, sed do elusmod tempor incididunt ut labore et



COPOWER

COLLECTIVE

REQUESTS

CC aims to provide

material relief to those

a request for anything

community request if you happen to have

what the person needs

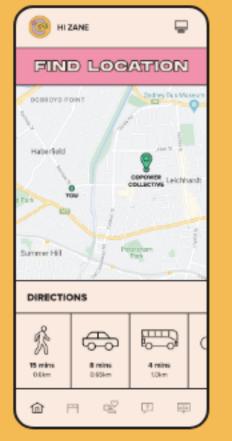
RECENT REQUESTS

disadvantaged, Send us

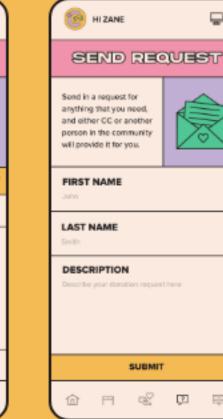
Breaking down systemic barriers

to an equitable workplace

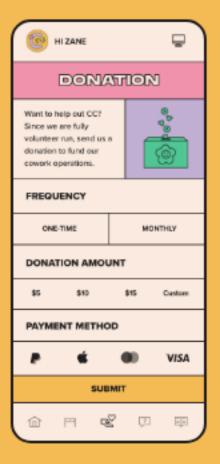














CO-POWER COLLECTIVE

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.



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.

(Littman et al., 2022)

(O'Manique, 1994)



REBERENSES



Abuhamdeh, S. (2020). Investigating the "Flow" Experience: Key Conceptual and Operational Issues. *Frontiers in Psychology, 11.* doi:10.3389/fpsyg.2020.00158

Design Council. (2022). What is the framework for innovation? Design Council's evolved Double Diamond. Retrieved from https://www.designcouncil.org.uk/news-opinion/what-framework-innovation-design-councils-evolved-double-diamond

Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From Game Design Elements to Gamefulness: Defining Gamification. *MindTrek*, 9-14. doi:10.1145/2181037.2181040

Francis, D. V., & Weller, C. E. (2021). Economic Inequality, the Digital Divide, and Remote Learning During COVID-19. *The Review of Black Political Economy, 49*(1), 41-60. doi:10.1177/00346446211017797

Littman, D. M., Boyett, M., Bender, K., Dunbar, A. Z., Santarella, M., Becker-Hafnor, T., Saavedra, K., & Milligan, T. (2022). Values and Beliefs Underlying Mutual Aid:An Exploration of Collective Care Duringthe COVID-19 Pandemic. Journal of the Society for Social Work and Research, *13*(1). doi:10.1086/716884

O'Manique, J. (1994). A Marxian View of the Fundamentals of Political Development. *Political Psychology, 15*(2), 277-305. doi:10.2307/3791740

Reiss, S. (2004). Multifaceted Nature of Intrinsic Motivation The Theory of 16 Basic Desires. Review of General Psychology, 8(3), 179-193. Doi:10.1037/1089-2680.8.3.179

Shirmohammadi, M., Chan Au, W., & Beigi, M. (2021). Remote work and work-life balance: Lessons learned from the covid-19 pandemic and suggestions for HRD practitioners. Human Resource Development International, 25(2), 163-181. doi:10.1080/13678868.2022.2047380

Visser, F.S., Stappers, P. J., van der Lugt, R., & Sanders, E. B-N. (2004). Contextmapping: experiences from practice. International Journal of CoCreation in Design and the Arts, 2(1), 119-149. doi:10.1080/15710880500135987

Wood & Griffiths. (2019). Generation gap: ensuring a fair go for younger Australians. Retrieved from https://grattan.edu.au/report/generation-gap/