

Android Duo

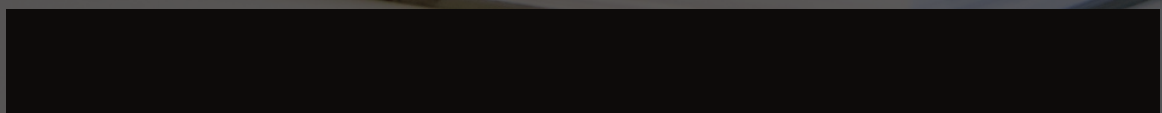
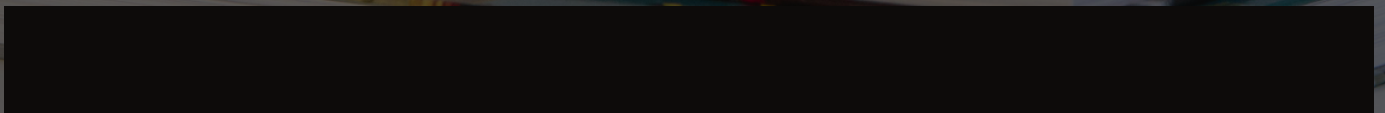
Primary Research

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RED7 NEW HIGHLIGHT IN THE CITY

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ROSEMARIE TROCKEL MODERNA MUSEET



PRIMARY RESEARCH

SURVEY

Link to survey: <https://forms.office.com/e/UUeetLyEXD>

The unmoderated survey conducted aimed to investigate the users' opinions when it comes to remote working, working with colleagues and staying connected with them.

Also we wanted to find out more about our target group, hear their pain points and become more aware of the problems they face as people working from home. We also wanted to read more about their experience and the pros and cons they think working from home has.

The survey was made in Microsoft Forms and distributed among people from various backgrounds. It was part of the quantitative research.

GENERAL INFORMATION

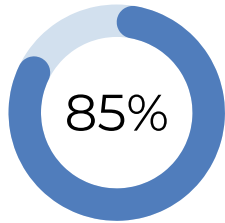
We received ... answers that helped us understand our target group better. We were able to get a better view of their experience and hear about the setbacks they have stumbled upon as remote workers working with others.

The survey is divided into three sections. They are the following:

- **Introductory:** Getting to know our target audience, where they come from, their occupation, and their age. We wanted to know more about their current occupation and work schedule
- **Main questions:** The benefits and challenges they have faced while working remotely, if they prefer working alone or with a team, their experience with colleagues and communication, and if they have participated in bonding activities that can help them get closer
- **Final questions:** Find out if they want help with getting to know their colleagues better, hear their opinion on increasing interaction between co-workers

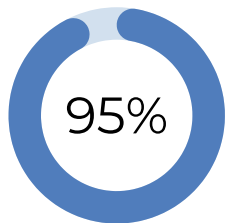
PRIMARY RESEARCH

SURVEY ANALYSIS



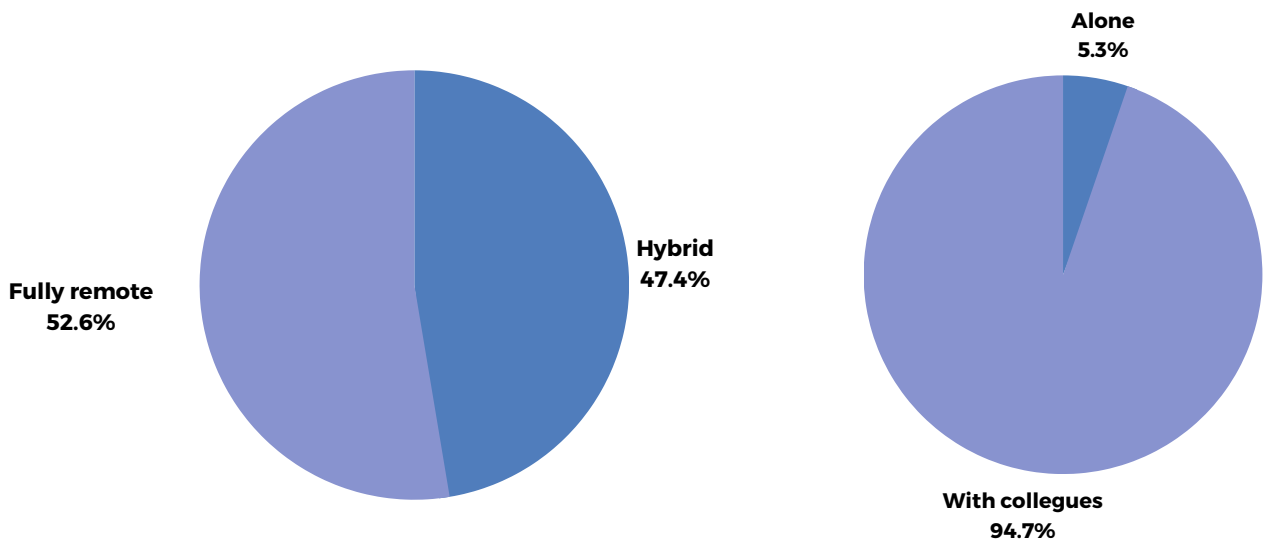
Age group
18-30

When it comes to our target group an astonishing 17 (85%) of the participants are from 18 to 30 years old. Only 3 (15%) are 31-45. This means the survey is mainly done by young adults.



Working

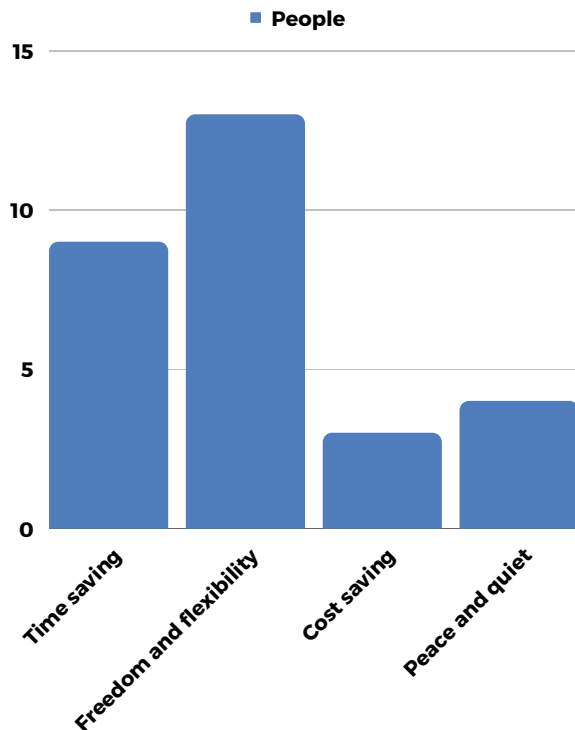
9 (45%) of them are part-time workers (leading), 8 (40%) are working full time (second place) and only 2 have a side job. This helped us a lot because our goal was to see how many of them have a working occupation and busy schedules.



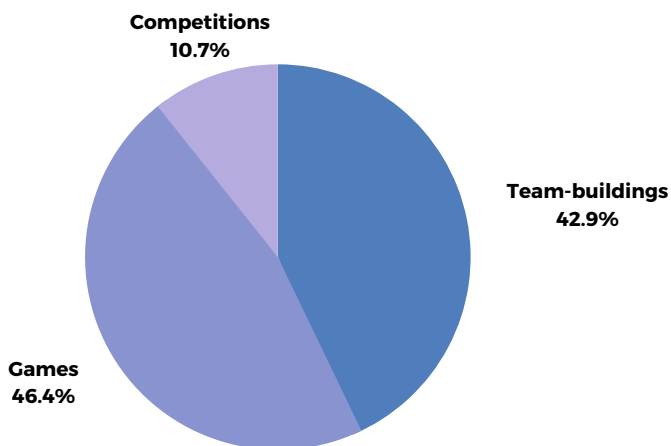
From the pie charts above it can be seen that about half of the participants are fully remote and the other half are doing hybrid work, which means that they are all susceptible to the drawbacks of working from home. What's more is that nearly all off the respondents are required to work with their colleagues, which indicates that there is a possible issue with communication/collaboration at hand,

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SURVEY ANALYSIS



When asked about the benefits of working from home, 13 people like the freedom it comes with as they can be more flexible and manage their time better. They also like the peace and convenience their home has to offer. Along with this, 9 people save more time like this because they do not have to spend time travelling.



Our participants stated that the best way to increase interaction between colleagues is through different games. The second choice were team-buildings but most of the people who are remote cannot attend these activities from home.

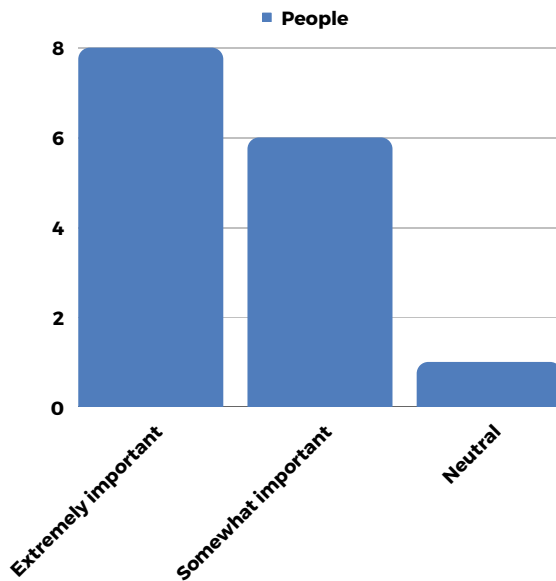


Relations with colleagues.
Average rating 2.33 out of 5

We asked our participants to rate how well they know their colleagues. The rating indicates that the majority of individuals who work remotely have little to no familiarity with their colleagues and have restricted communication with them.

PRIMARY RESEARCH

SURVEY ANALYSIS



The graph depicts that 8 people (53%) of the participants think that it is extremely important to have a good relationship with colleagues which shows that there should be more activities organized to make this happen.

Yes because I see them twice a month and I don't know who I'm working with most of the time

Yes, because I don't get to see them that often and sometimes I feel like there is not enough bonding between us

I think it's hard to maintain a team without good understanding of each other

When we were in place, things were kind of good, though from the point when we got full online, communication has begun to deteriorate and to diminish and the workflow was affected really bad.

When I'm at home it's hard to keep the conversation going

The collaboration is difficult

Opinions on gap between communication with colleagues

Conclusion

Based on the survey we found out there is an underlying issue when it comes to working remotely, namely interacting with your colleagues. Most of the participants indicate that for them it is important to form strong bonds with their colleagues in order to communicate and collaborate better, which in turn increases the quality of work. However, it is hard to do so when working either hybrid or remotely, since there are no actual physical interactions between workers and they do not engage in any teambuilding activities. This leads to the participants in the survey feeling lonely and oppressed, since employees are not forced to engage with each other in any way.

PRIMARY RESEARCH

INTERVIEW 1

Link to interviews: <https://youtu.be/73inYO2DePM>

Introduction

The first interview is conducted with a person who works remotely. He is studying and working at the same time. The conversation was recorded and the participant was asked questions about his daily life as a remote worker, the benefits and challenges this work comes with, and we wanted to know more about his current relationship with his colleagues.

Information Participants

Joan Krastanov

- 21 years old
- Working remotely (part time)
- His workstation is in a different city
- International student
- Prefers working from home
- Finds it difficult to socialise with his colleagues

Analysis Interview

Joan prefers working from home because it gives him more freedom and flexibility. However, he faces some challenges "I find it difficult to concentrate and socialize with my colleagues because I only see them only through a computer screen because I'm in a different city from the office". His way of staying motivated is through list of tasks that he follows during the day. When it comes to his relationship with his colleagues, he noted: "we talk mostly by Teams and we also use email and a WhatsApp group but it's mainly online". He sometimes feels like an outsider because he does not get the chance to interact with the other workers. He feels like there is no focus to bring remote people together and notes "I would really like to socialize more with my colleagues even in a virtual way, to know them a bit better". To achieve this he thinks that the best way is through including everyone in certain activities, to interact more online."

PRIMARY RESEARCH

INTERVIEW 2

Link to interviews: <https://youtu.be/XNBeOKNcAeM>

Introduction

Second interview in our research was conducted online through Discord and recorded, as agreed by the interviewee. He is an IT intern in a company that he did not consent to disclose. So far, the participant's job involves him working from home without the ability to work on-site. The interview revolved around him answering questions about his way of working, how he feels doing so and if anything could possibly be improved in order to make him feel more engaged in the working environment

Information Participants

Tony

- 22 years old
- IT intern
- International
- Working from home
- Extroverted, likes to spend time with people
- Likes collaboration and communication
- Feels bored when home

Analysis Interview

Tony works from home and finds it challenging to spend the entire day home and not interact with his colleagues. As he notes "even in the internet. I don't think that people interact with each other". This proves to be problematic for Tony because his colleagues do not like to socialize and he feels left out. Even though he has the freedom to relax at home, for an extroverted person like him it is "more minuses than pluses". The way he remedies this is communicating with his friends. As far as the company is concerned, they do not push employees to interact with each other. The participant noted that it is possible to increase team collaboration and communication by having an app that involves the work environment in a gamified way - "If there is something that would make them more extroverted and want to communicate, I would be down to try it."

INTERVIEW CONCLUSION

Both interviewees are working from home and face challenges when it comes to communication with their colleagues. Whether they just want to have social interactions or want to be able to strengthen their collaboration.

Forming a tight-knit community between employees is beneficial for both the mental health and quality of work since everything would be more organized with better collaboration and the quality of the work done would increase greatly.

Both of the participants came to the conclusion that it would be great for all of the company's employees to interact and collaborate more through any means.

As recommended by them:

- Social activities would be great to strengthen the bond between workers
- It would be nice to have some kind of app to keep all employees engaged
- It needs to be something different than just social media
- Gamifying it is a great idea - this would break the ice and shorten distance between employees

OBSERVATION

DAY IN LIFE

Introduction

We asked two participants who work part-time in the IT sphere to take notes throughout the day on how they feel, what they are doing and what their plans are. One of the participants works on-site, and the other one is fully remote. This way we can get a better understanding on both of the spectrums and weigh the benefits and drawbacks of both styles of work.

Information Participants

Sali

- 20 years old
- Part-time work
- IT sphere
- On-site work
- Introverted, likes spending time by himself

George

- 23 years old
- Works part-time
- IT sphere
- Fully remote
- Working from home

Analysis

We can see from the different work days of the participants below that working from home plays out quite different than working on-site. The participant who works in the office has a lot more social interactions, albeit introverted. He enjoys the company of his colleagues and has daily stand ups and team bonding such as social lunch. Overall, working on-site involves quite a lot of social activities and interactions that strengthen the bond between colleagues.

In contrast, the participant who works from home does not meet any of his colleagues physically and gets to just talk to them online. There are not any meaningful opportunities to break the ice between them and strengthen their collaboration. Online interactions are a lot weaker than physical team-bonding activities and this leaves the participant to feel isolated and upset that he does not know his colleagues very well. When something goes wrong he does not feel like he knows anyone well enough in order to express his concern about the situation.

OBSERVATION

DAY IN LIFE - SALI

6:30-7:30

Morning routine, mindfulness, breakfast, no phone. Get's my mood from tired to ready and enthusiastic for the day.

8:00-9:30

Commute to the office (By train). Check my goals for the day, think of some social plans for after work, start working.

9:30-10:00

Daily standup with the team

10:00-13:00

Work. Still eager and willing. Get my first coffee now.

13:00-13:45

Company social lunch. Very positive and inspiring atmosphere. Special coffee now prepared by the colleagues. Has long and complicated prep process

14:00-17:00

14:00 - ~16:00 Work. Starting to get exhausted. Check on social plans

18:00-19:30

Commute back home. Catch up with mundane tasks or finish up some work. More chill as already exhausted and in a pretty dark mood.

19:30-21:00

Workout with friends. Energy levels are high again and the mood is elevated.

21:00-23:00

Catch up with my buddies or enjoy solitude. Have dinner.

23:00-24:00

Pre-bed (almost) routine. Having a hard time going to sleep.

OBSERVATION

DAY IN LIFE - GEORGE

7:300-8:30

Wake up feeling extremely tired, drink coffee to get some energy. Make breakfast and eat

8:30-9:00

Get ready for work Check emails, Check user stories and todo to create a plan of action for the day

9:00-10:00

Online Meetings. Update my team on what is happening with my work but I don't get a chance to talk to them about other things unfortunately

10:00-12:00

Work remotely from home While working I listen to music, read additional articles, sometimes I feel kind of lonely because there is no one to talk to and no one to complain to when something goes wrong

12:00-13:00

Lunch Mostly I eat lunch by myself at home since I don not have time to go somewhere else and eat and my colleagues are at the office.

13:00-17:00

More work, code reviews, documentation By this time in the day I feel extremely tired and lacking of energy because I have not had any interactions with others today

17:00-19:00

Go out to meet some friends After work I cannot wait to go outside and meet with some people since I have not talked properly to anyone today

19:00-21:00

Prepare and eat dinner

21:00-23:00

Watch Netflix. After a long and exhausting day I want to wind down and relax since I know tomorrow will be just as busy and occupying

23:00-24:00

Go to sleep. I try to get at least 8 hours of sleep every day so that I feel as energized as possible in the morning

Findings

PERSONA

Based on our research and analysis we created our persona to better understand the users' needs and develop a more human-centered and empathetic approach toward them. The aim was to build a detailed understanding of the target audience's needs, goals, preferences, and pain points.

By putting the user at the center of the decision-making process, it is easier to guide the development of the product and create something based on their needs and expectations. It was important for us to build a persona that represents the people from our target group - remote workers.

Our persona is a person who struggles with communication with his colleagues and tries to find ways to bond with them no matter that he is working from home. The persona was built mainly from the answers gathered from the interviews and survey.

Josh Keymer



Occupation

Working Remotely



Location

Austria



Age

22



Status

Single

Personality traits

Self-motivation

Time management

Communication

Biography

Josh is currently working remotely for a company outside of his city. He likes the freedom it gives him and the flexible hours but misses the bonding with his colleagues. He likes communicating and collaborating with others, but does not get the chance to do this that often as a remote worker. He is searching for ways to stay connected with his co-workers.

Needs

- To find ways to interact more with his colleagues digitally
- To feel more included in the working environment despite the fact he is working from home
- Have something to push employees become more closer

Pain point

As a remote worker, he finds it difficult to communicate with others and feels left out and alone sometimes. He feels like there is no focus on bringing remote workers together. As he only gets the chance to interact with digitally, he still wants to be included and find ways to stay connected with them.

"Colaboration is a key to success."



Findings

EMPATHY MAP

Empathy Map (remote worker)

