I am a third-year student studying Computer Systems Engineering and Computer Science at the University of Auckland. Two other students and I are entering this year’s Microsoft Imagine Cup, a business case competition based on technology and innovation. Our solution is targeted towards businesses such as yours and so we hope you could give us some advice and feedback.

Or if you feel like there is someone else from your business that can answer these questions better, then we would be grateful if you could provide their email address.

We aim to address productivity in the workplace and methods to improve worker efficiency in a manner that is non-intrusive for employees. Our solution would monitor which computer application is currently being used by each employee, throughout the working day. If this application were to be a web browser, then the website name will also be logged.

This data is uploaded in real time to a mobile/windows application which would allow a supervisor to see in real time what each employee is currently doing, and the time that they have spent on each application over a certain timeframe.

Each application or website can be added to customisable “groups” of applications, each classified as ‘productive’, ‘unproductive’, ‘distracting’ etc. This allows the business to tailor the application to suit its needs. The supervisor would be able to see graphs displaying the percentage of time each employee spends on these groups of applications. Additionally, the supervisor would be able to see trends for the entire company, such as total productivity percentages over long term periods. This would allow them to gain an understanding of things such as which applications are the most time consuming and hence allow them to consider ways of improving the efficiency of the application.

We are not aiming to create an application that enforces productivity through the monitoring of the employee’s computer usage; instead we hope to provide a tool which can be used to boost productivity through encouraging competition between employees. The application ultimately aims to provide a platform through which the supervisor can encourage productivity in a way that is enjoyable, possibly through a built-in rewards system.

To help us better understand the feasibility of this idea If you could reply with partial or full responses to the following questions it would be much appreciated:

* Do you think this solution would be useful to a business such as yours? Why/Why not?
* What improvements do you think would make this solution more useful or desirable?
* Any possible concerns or issues that may arise as the result of the implementation of this idea in a work environment?
* Do you think that this it would be viable to build a startup company around this solution? Why/why not?
* 2degrees, telecommunications - [cory.moran@2degreesmobile.co.nz](mailto:cory.moran@2degreesmobile.co.nz); National Sales Manager
* Spark New Zealand - [joe.mccollum@spark.co.nz](mailto:joe.mccollum@spark.co.nz); group HR Director
* Vodafone New Zealand - [antony.welton@vodafone.com](mailto:antony.welton@vodafone.com); Human Resources Director
* Eurekster, search engines - Closed
* SilverStripe, software - [solutions@silverstripe.com](mailto:solutions@silverstripe.com); general NZ email address for sales
* SLI Systems, eCommerce solutions, search engines - [discovery@sli-systems.com](mailto:discovery@sli-systems.com); general email address
* Snakk Media, advertising software – No email address, email functionality on the page at; <http://www.snakkmedia.com/contactsnakk/#block-7c8ff9e4d55e4f293a5a>
* Vend, retail software – No email submit email on their website at; <https://www.vendhq.com/contact>
* Vista Group, cinema industry software -Not emailing
* Xero, accounting software – [rachael@xero.com](mailto:rachael@xero.com); Chief people officer (Email may not work)
* IAG (New Zealand) Ltd - [martin.hunter@iag.co.nz](mailto:martin.hunter@iag.co.nz); Executive General Manager Strategy, People and Reputation
* KPMG Ltd - <https://home.kpmg.com/nz/en/home/about/offices/auckland-1.html>; Submit email online
* Warehouse group (and financial services) - [Matt.Bartlett@thewarehouse.co.nz](mailto:Matt.Bartlett@thewarehouse.co.nz); Recruitment manager TWG.
* Vero Insurance New Zealand Ltd [-Contact@vero.co.nz](mailto:-Contact@vero.co.nz); try: catherine@vero.co.nz

**Responses:**

Vodafone:

This idea would not support workplace trust, something important to us.  In fact some distractions can be better for overall productivity.  We are more worried about the outcomes that a person produces than how, when or where they do the work.

Not something we would be interested in.

I am a third-year student studying Computer Systems Engineering and Computer Science at the University of Auckland and thus, are also taking Scigen201 this semester. Two other students and I are entering this year’s Microsoft Imagine Cup, a business case competition based on technology and innovation. Our solution is targeted towards businesses who primarily use computers to perform tasks. We hope that you can provide us with some feedback as to the feasibility of this idea.

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• What improvements do you think would make this solution more useful or desirable?

• Any possible concerns or issues that may arise as the result of the implementation of this idea in a work environment?

• Do you think that this it would be viable to build a start-up company around this solution? Why/why not?

Regards,

Adil Bhayani