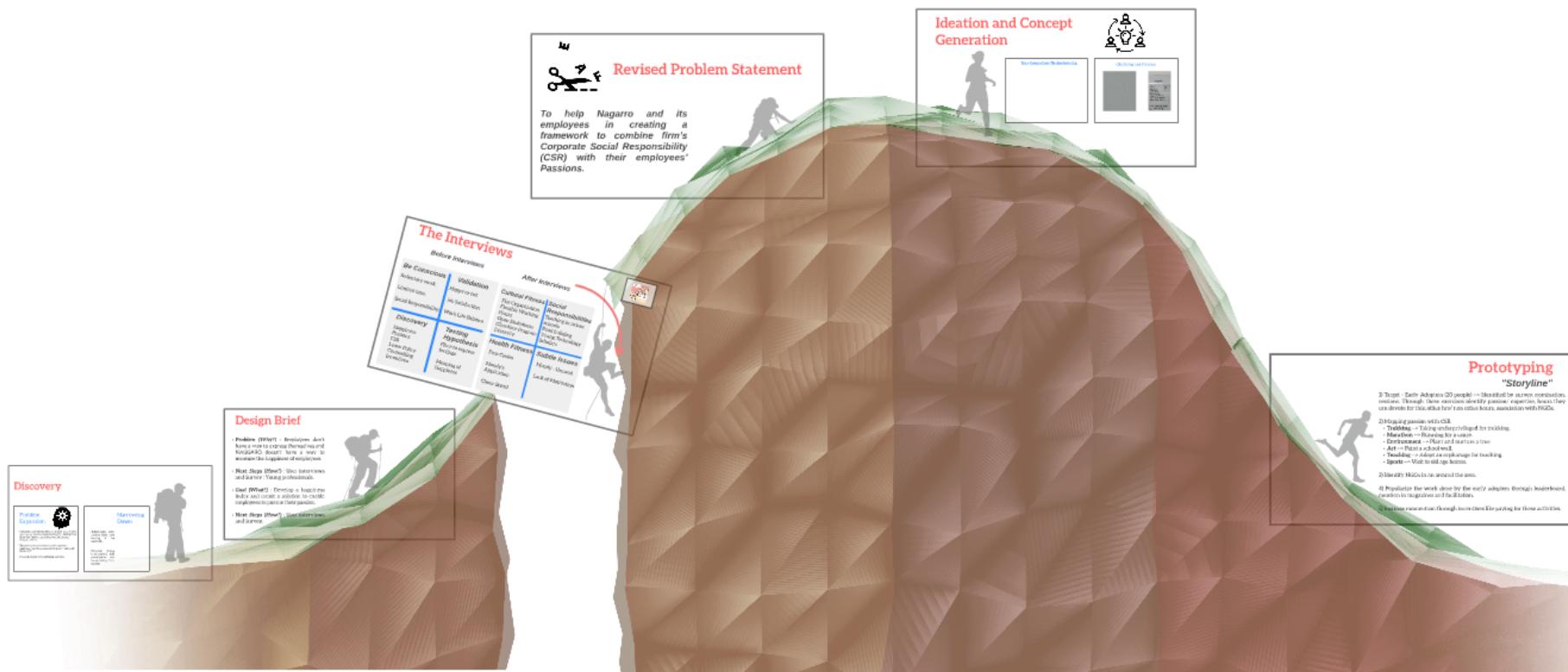


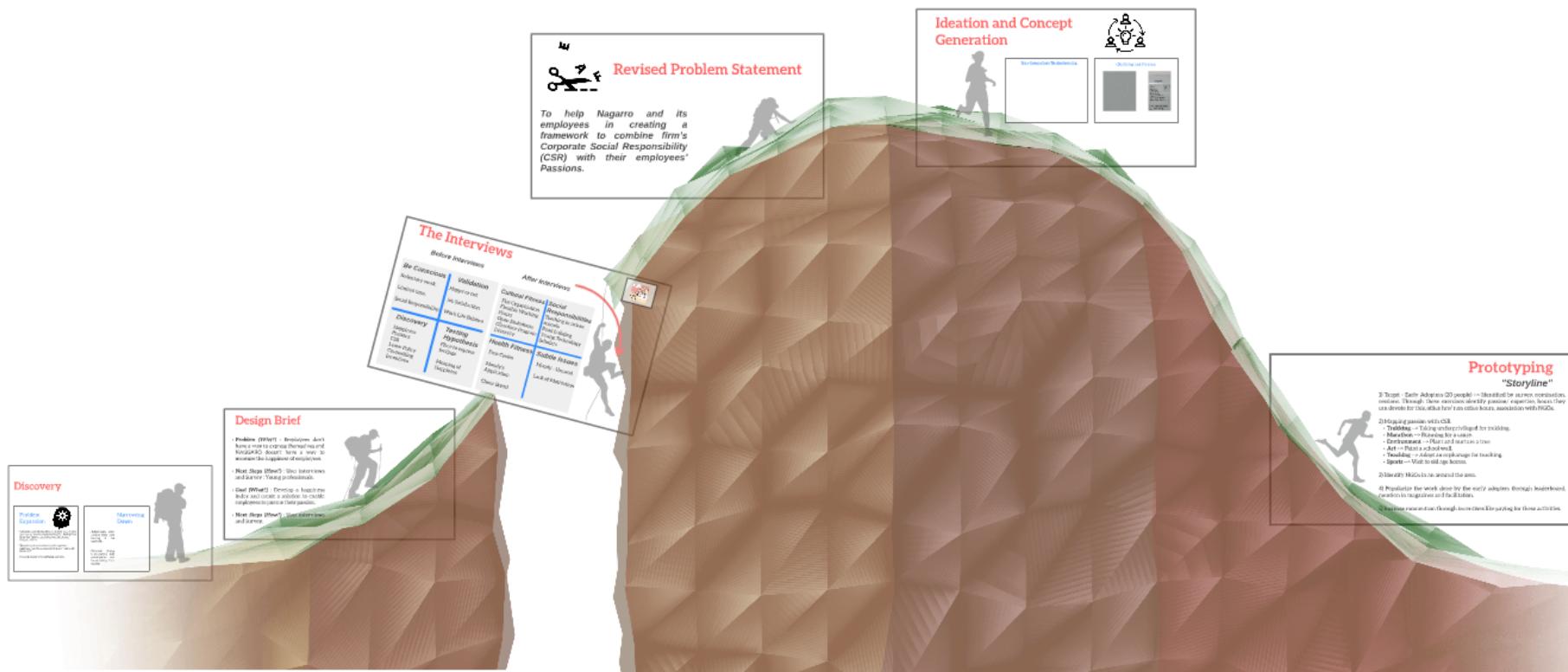
Healthy Nagarro Initiative

Design Thinking



Healthy Nagarro Initiative

Design Thinking

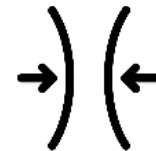


Discovery

Problem Expansion



- "Spending time helping others is another activity that can enhance mood and physical health." - **Giving Time Gives You Time** by Cassie Mogilner, Zoë Chance, Michael I. Norton.
- "Experiences that are shared produce greater happiness than those experienced alone." - Caprariello PA, Reis HT.
- Network formed with **well being** split into -

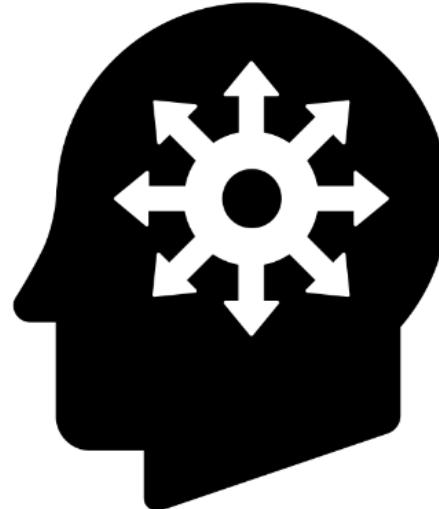


Narrowing Down

- Asked peers - what catches their eyes looking at the network.
- Common theme that emerged - CSR participation and incentivising their passion

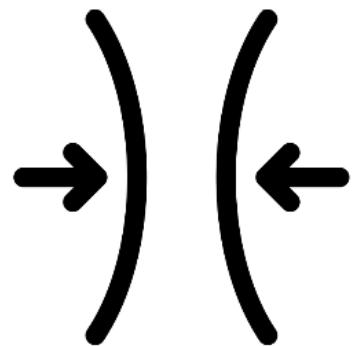


Problem Expansion



- "Spending time helping others is another activity that can enhance mood and physical health." - **Giving Time Gives You Time** by Cassie Mogilner, Zoë Chance, Michael I. Norton.
- "Experiences that are shared produce greater happiness than those experienced alone." - Caprariello PA, Reis HT.
- Network formed with **well being** split into -





Narrowing Down

- Asked peers - what catches their eyes looking at the network.



- Common theme that emerged - CSR participation and incentivising their passion



that
Time

iello

Design Brief

- **Problem (Why?)** : Employees don't have a way to express themselves and NAGGARO doesn't have a way to measure the happiness of employees.
- **Next Steps (How?)** : User interviews and Survey : Young professionals.
- **Goal (What?)** : Develop a happiness index and create a solution to enable employees to pursue their passion.
- **Next Steps (How?)** : User interviews and Survey.



The Interviews

Before Interviews

After Interviews

Be Conscious

Sedentary work.

Limited time.

Social Responsibility.

Validation

Happy or not

Job Satisfaction

Work Life Balance

Discovery

Happiness

Passions

CSR

Leave Policy

Counselling

Incentives

Testing Hypothesis

Place to express feelings

Meaning of Happiness

Cultural Fitness

Flat Organization

Flexible Working

Hours

Open Endedness

Glassdoor Program

Diversity

Social Responsibilities

Teaching in urban schools

Road building

Young Technology Scholars

Health Fitness

Free Cycles

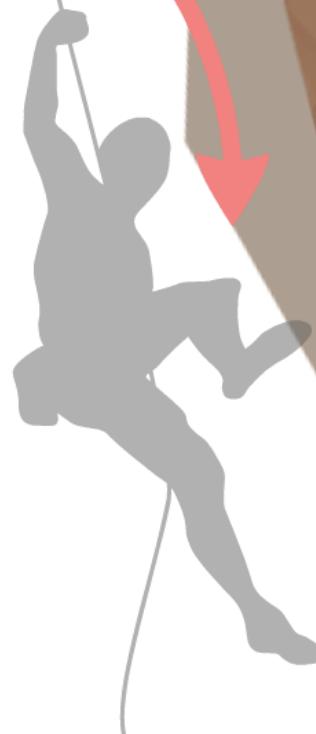
Moody's Application

Cheer Board

Subtle Issues

Moody - Unused

Lack of Motivation





Screw this!
I am outta here.



Just kidding!
I am Tech Leader.

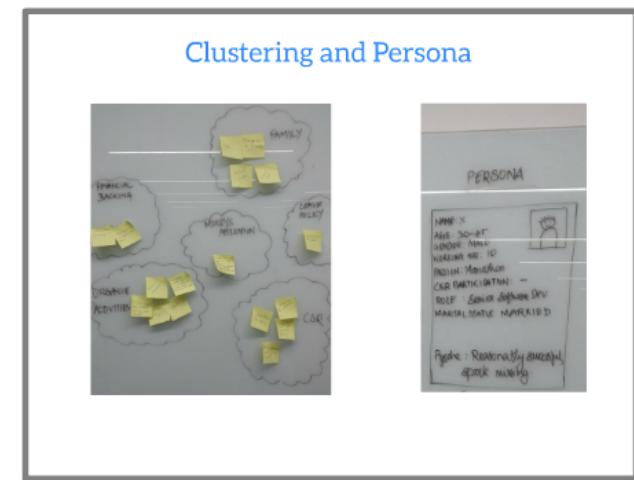
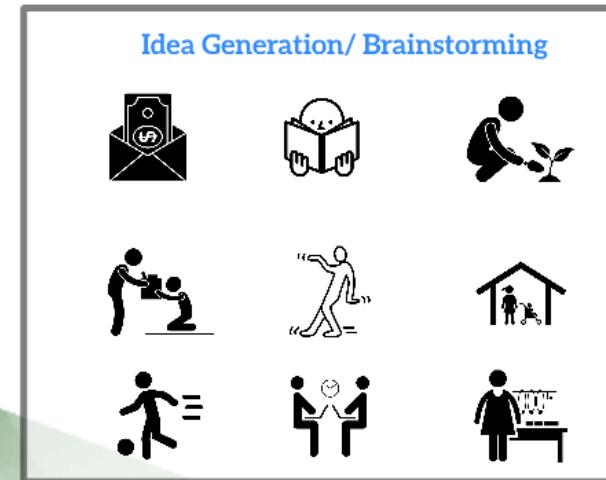


Revised Problem Statement

To help Nagarro and its employees in creating a framework to combine firm's Corporate Social Responsibility (CSR) with their employees' Passions.



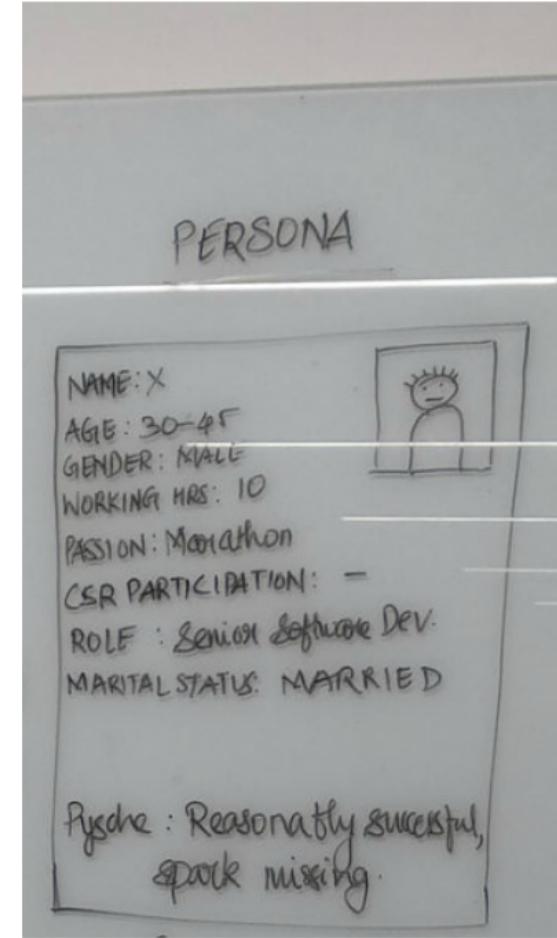
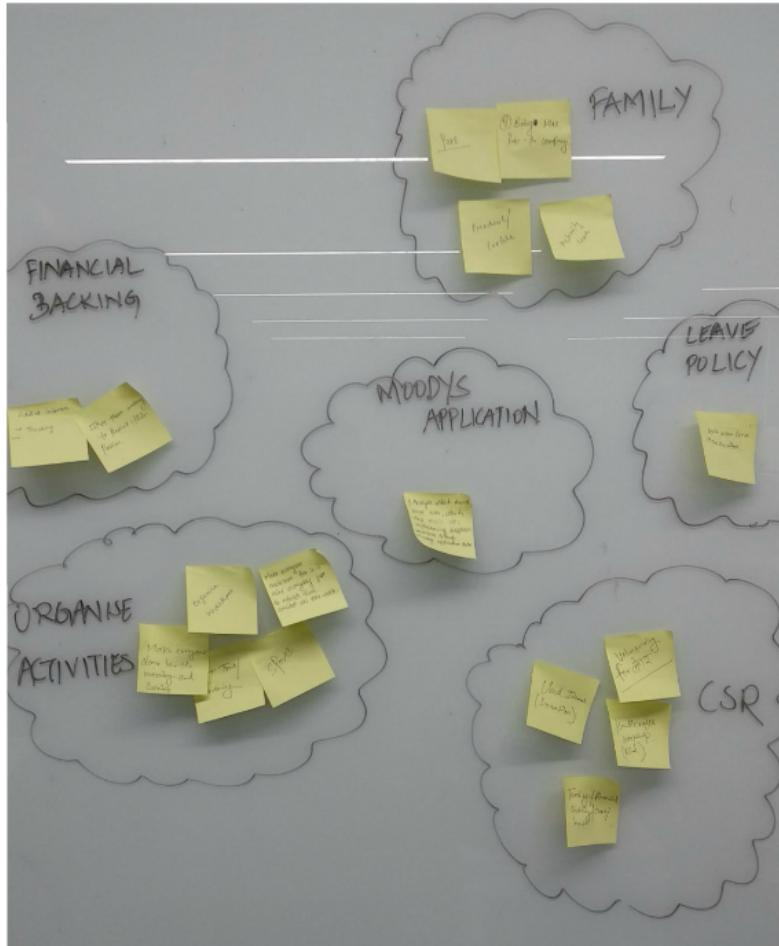
Ideation and Concept Generation



Idea Generation/ Brainstorming



Clustering and Persona



Prototyping

"Storyline"

- 
- 1) Target - Early Adopters (20 people) --> Identified by survey, nomination, sessions. Through these exercises identify passion/ expertise, hours they can devote for this, office hrs/ non office hours, association with NGOs.
 - 2) Mapping passion with CSR
 - **Trekking** --> Taking underprivileged for trekking.
 - **Marathon** --> Running for a cause.
 - **Environment** --> Plant and nurture a tree
 - **Art** --> Paint a school wall.
 - **Teaching** --> Adopt an orphanage for teaching.
 - **Sports** --> Visit to old age homes.
 - 3) Identify NGOs in and around the area.
 - 4) Popularize the work done by the early adopters through leaderboard, mention in magazines and facilitation.
 - 5) Increase momentum through incentives like paying for these activities.

Healthy Nagarro Initiative

Design Thinking

