
Work Hap

YOUR TEAM CONNECTED

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Workplace happenstance can cultivate innovation!

The Problem

- The COVID-19 pandemic and the lockdowns, and self-imposed isolation associated with it has pushed tens of millions around the world to work from home.
 - This situation has broken through cultural and technological barriers that prevented remote work in the past, setting in motion a structural shift in where work takes place.
 - We are now facing the limitations (and potential opportunities) of remote work with many executives indicating in surveys that hybrid models of remote work for employees are here to stay.
 - In this situation, employees working from home are feeling more and more isolated and are on the verge of burning out.
 - Both employers and employees are now desperately searching for solution to adapt and thrive in the era of remote work and we are here to help.
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Proposed Solution

- Our goal is to fight remote work fatigue by helping large teams build meaningful relationships to stay happy, healthy, productive and engaged.
 - The idea is to simulate chance encounters and unplanned interactions between knowledge workers, both inside and outside an organization in the age of remote work.
 - We look for patterns in employee behaviour to identify employees that would benefit from virtually running into other employees by taking into account various parameters such as the employee's backgrounds and interests, their time-zone, preferences, etc.
 - These impromptu interactions can improve the mental health and wellness of employees and cultivate innovative ideas which would help the business and employees.
 - We want to help teams have more meaningful interactions with members that they don't normally get to interact with and build meaningful relationships and potentially come up with interesting ideas while working from home.
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Vision

- Studies show that face-to-face interactions are by far the most important activity in an office. These interactions create chance encounters between knowledge workers, both inside and outside the organization, which improves performance.
 - Business are not always in favor of remote work as it reduces interactions between employees and some of the best decisions and insights come from these random hallway and cafeteria discussions.
 - Our vision is to create a tool that can increase the random interactions that lead to innovation and productivity.
 - We want to enable interactions that favor exploration and engagement and energy to let employees enjoy remote work while allowing businesses to achieve their desired outcomes.
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What Is Work Hap?

- Work Haps is an app that aims to simulate chance encounters in an office environment in the age of remote work.
 - Employees in mid-size companies and large enterprises will create their profile on the app and the app will match them with other team members in virtual one-on-one coffee chats or group discussions of various size.
 - Employees can specify their availability and free time during the week and based on various parameters they would be randomly matched with other team members in different time zones for virtual hangouts.
 - Members can discuss anything (i.e. work or non-work topics) similar to how colleagues run into each other in an office and talk about various topics.
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Logo Design

- The app logo includes a lightbulb symbol which aims to convey that Work Hap is here to make innovation possible through happenstance in the workplace.
- A shade of orange (HEX #F46524) was selected for the background color to channel both an energetic and sophisticated vibe to encourage team members to engage in professional lively discussions.



Product

- An affordable tool for businesses that **fosters** a culture of innovation by increasing teams energy and liveliness and their desire for interactions and exploration through impromptu meetings between employees.

Work Hap

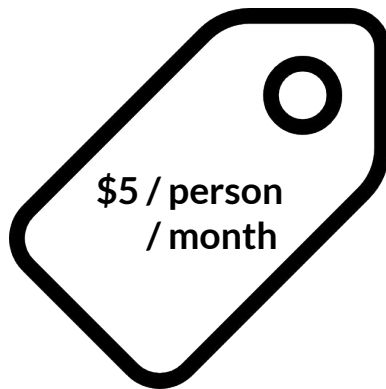
Allow employees to sign up and create a profile on the app

Match employees with each other based on their profile and preferences

Set up random short video calls between two or more employees

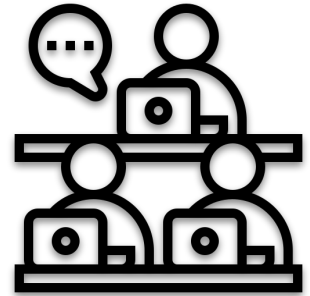
Business Model

- Work Hap will have various price plans in the future based on the features offered.
- Initially we would only offer a standard plan which follows a similar pricing scheme as other services such as Slack.

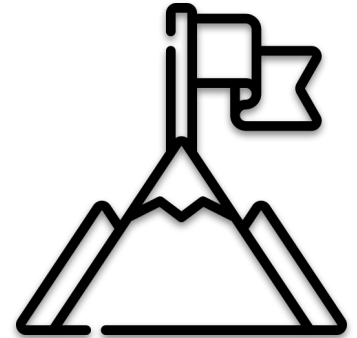
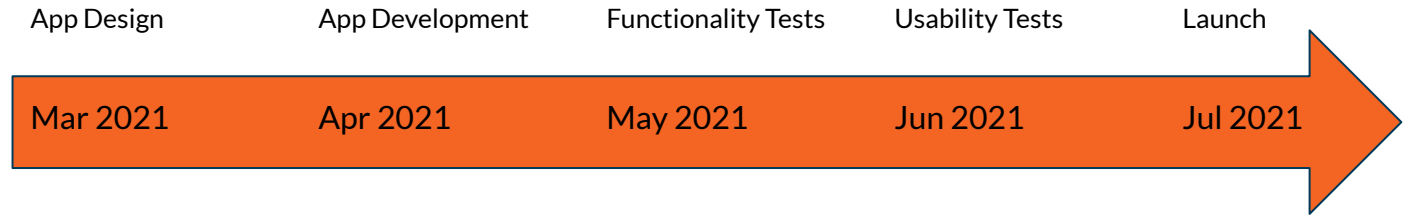


Win-Win for Everyone

- Work Hap is designed to spark both collaboration and innovation that is triggered when people collide.
- These chance encounters will allows employees to enjoy time spent with like-minded colleagues while improving their performance and productivity.
- The impromptu nature of Work Hap interactions removes the friction for coordinating meetings which is similar to how team members would run into each other in an office environment.
- This a win-win scenario for both employers and employees



Important Milestones



Success Metrics

The following performance metrics are considered to track the performance of Work Hap and ensure adjustments (if needed) are made to increase user engagement:

- a. The amount of monthly revenue the app is generating.
 - b. The number of total and new business in North America who have purchased a subscription plan.
 - c. The percentage of employees in each company who use the app and engage with colleagues.
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Summary

- Remote work fatigue can result in low productivity, anxiety, and stress for workers.
 - The pandemic is following us into 2021, and remote work is expected to remain a norm both during and after it.
 - We need solutions that allow employers to ensure their employees' well-being and to take proactive steps to make sure employees stay energetic, happy, and productive.
 - Work Hap is a solution that allows leaders to build better organizations that foster a culture of innovation and healthy relationships.
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Resources

- <https://www.mckinsey.com/featured-insights/future-of-work/whats-next-for-remote-work-an-analysis-of-2000-tasks-800-jobs-and-nine-countries>
 - <https://hbr.org/2014/10/workspaces-that-move-people>
 - <https://app.slack.com/plans/TCS40BU66>
 - <https://www.flaticon.com/>
 - https://www.huffingtonpost.ca/entry/work-from-home-poll-canada_ca_5fc2620bc5b66bb88c6743d8
 - <https://hbr.org/2021/01/help-your-team-beat-wfh-burnout>
 - <https://www.bbc.com/news/business-56237586>
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