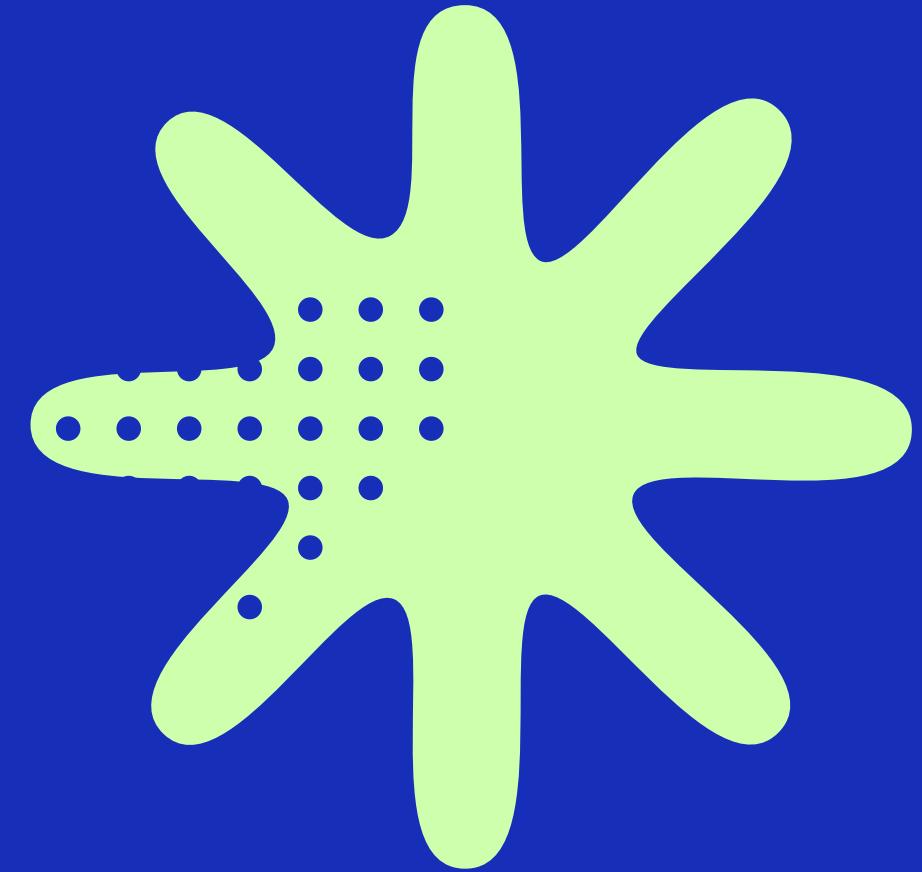


TEAM LEAFLET: VISHALYA, TANISHKA, SNIGDHA, AAMNA

Leaf Link: Reimagining the Workplace

Project Proposal for UX Design-a-thon 2025

Presentation Roadmap



01

Introduction &
Overview

02

Problem
Statement

03

Empathize &
Research

04

Design Process

05

Ideate &
Prototype

06

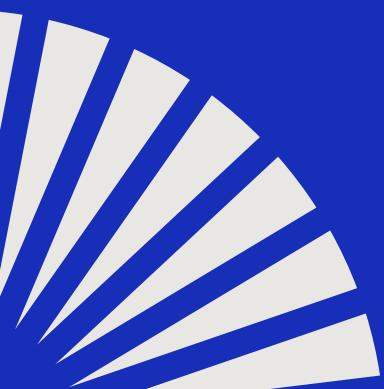
Final Solution &
Implement

07

Impact &
Reflection

08

Conclusion & Q&A



Overview



What: UX design initiative for a modern, engaging workplace website

Goal: Increase employee performance; improve overall workplace environment

Method: Create a unified digital platform to bridge gaps in engagement and communication

Scope: Full redesign of the employee digital experience, from research to high-fidelity prototype.

Deliverable: A validated, user-centered Leaf Link website prototype.



Problem Statement

01

Decreased
Performance &
Productivity

02

Low Morale and
High Turnover Rates

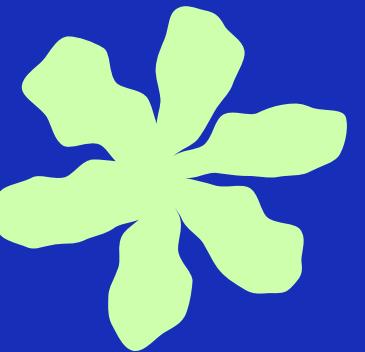
03

Lack of
Collaboration &
Communication



Employees feel **disconnected**, **disengaged**, and **lack clear pathways** to workplace resources, feedback, and social interaction, which leads to....

The Leaf Link Solution



a **connective, engaging** digital platform offering intuitive tools for engagement, recognition, well-being, and community.

Goal: Transform a passive work environment into an active, supportive, and user-driven ecosystem.

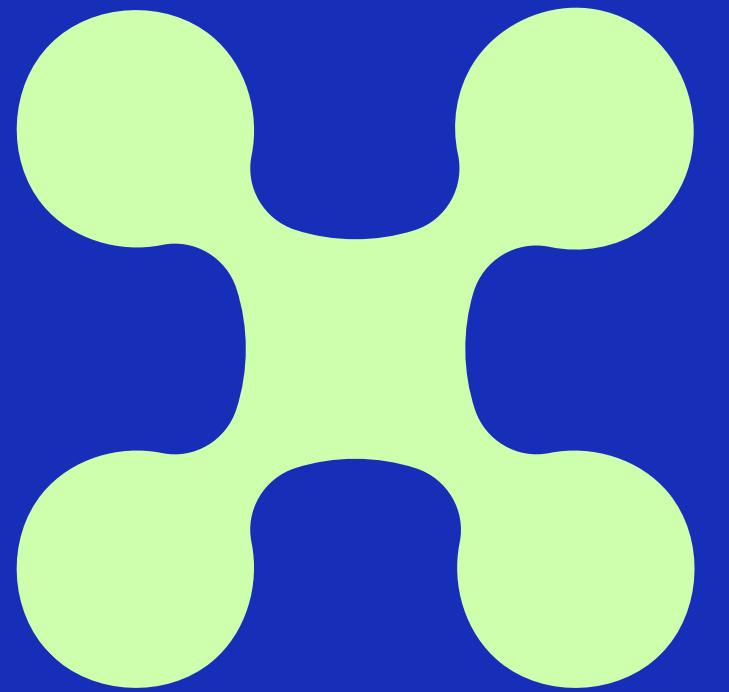


Research Methods

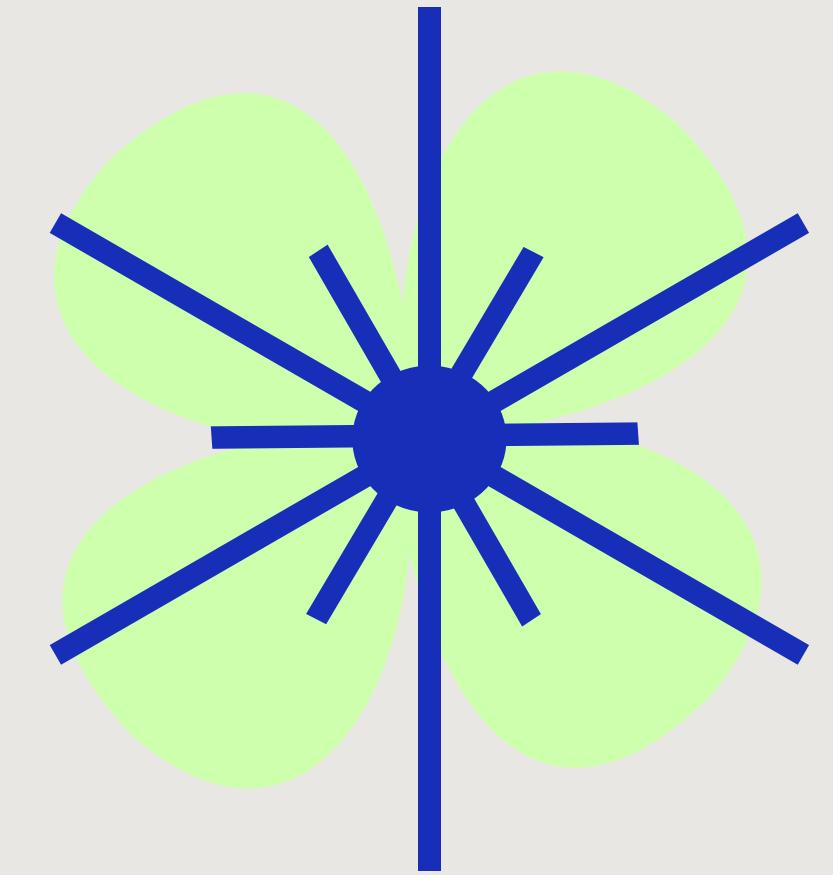
our discovery phase employed a mixed-methods approach to understand user needs and pain points

USER SURVEYS (Quantitative & Qualitative)

finding common frustrations and desired features across 7 diverse roles



Key Research Findings

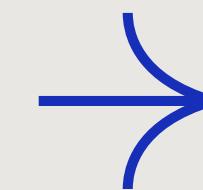


Engagement Gap



- Motivation is high, connection is low
- Missing direct social interaction

Little Recognition



- No appreciation for work
- Recognition too private

Tool Tension

- Frustration with current tools
- Lack of easy team communication

Survey Responses:

What is the single biggest barrier to feeling fully connected and engaged in the workplace today?

7 responses

Physical distance and remote work

Nothing

being mostly remote

Missing direct social interaction

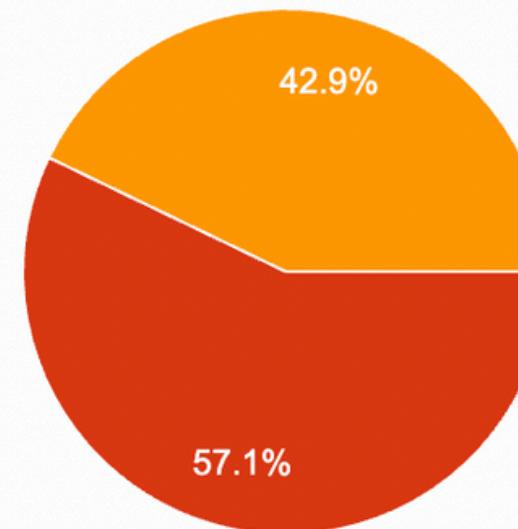
1.too much work with short deadlines 2.lack of personal interactions

Differences in ways of working between different age groups

I think make tool in a way that feels people easy to talk to others

Which best describes your primary work location arrangement?

7 responses



- Fully In-Person
- Hybrid
- Fully Remote

[Survey Link](#)

User Personas

MEET, JACOB FITZGERALD



"I'm trying to stay afloat in the numbers and the noise. Some days, balance feels like a distant dream."

Financial Analyst @ CBRE

Occupation: Financial Analyst @ CBRE

Activities: Liam enjoys quiet, reflective activities that help him unwind, like reading, watching A24 films, and playing music. Recently, he has started learning to play the guitar.

Education: Bachelor's Degree in Finance

Tech Skills: Mid-Tier

Salary: Mid-Tier

Time in Role: 3 years

Years Experience: 6 years

Company Structure: Medium, 6 coworkers, 1 Team Lead

Age: 25 Years Old

MBTI: INFP, 9w1

Traits: Adaptable, Patient, Responsible, Collaborative

Family: Single, Has a Dog

Location: Plano, Texas

RESPONSIBILITIES / TASKS

- Analysis:** Review financial reports and data carefully
- Reporting:** Prepare accurate budgets and forecasts
- Collaborating:** Coordinate with team on tasks and projects
- Problem Solving:** Identify discrepancies and propose solutions

PAIN POINTS

- Stress:** Overwhelmed by workload and tight deadlines
- Time:** Struggles with time management
- Isolation:** Limited social interaction at work
- Change:** Adjusting to post-COVID work impacts

GOALS + NEEDS

- Balance:** Reduce stress while staying productive
- Focus:** Work in clear, organized environments
- Connection:** Build supportive interactions with colleagues
- Growth:** Feel purposeful and find meaning in work

CONTEXT / ENVIRONMENT

- Team:** Small, collaborative finance department
- Work Style:** Hybrid
- Culture:** Supportive but fast-paced
- Focus:** Data-driven tasks with personal impact

KEY DATA & DESIGN DRIVERS

SIMPLICITY

Simple layouts help him stay focused without feeling overwhelmed by details. The goal is to remove distractions and make tasks feel more manageable.

CLARITY

Clear and organized data helps understand information faster and with less stress. The priority is transparency and straightforward presentation.

EMOTIONAL EASE

A calm, balanced design supports his focus and well-being. Soft visuals and gentle pacing reduce anxiety during busy periods.

PERSONAL MEANING

He feels more motivated when his work connects to purpose or growth. The focus is on systems that remind him why his efforts matter.

EXPERIENCE SOLUTIONS

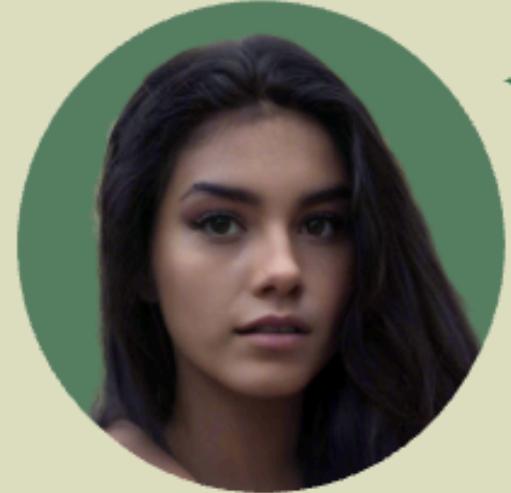
USER SUPPORT

- Onboarding Tutorials
- Mentorship Programs
- Help Center / FAQ
- Training Hub

ENGAGEMENT

- Personalized Dashboards
- Optional Social Sharing
- Quiet Progress Tracking
- Purpose-Oriented Insights

MEET, MEERA KHAN



"I believe in pushing boundaries, but never at the cost of our well-being. Growth is sustainable only when it's shared."

Finance Team Lead, @ CBRE

Occupation: Finance Team Lead @ CBRE

Activities: Meera enjoys traveling and hiking, often traveling for both work and personal recreation. Her recent favorite hiking experience was at the Rocky Mountains in Colorado.

Education: Master's Degree in Business Administration

Tech Skills: Mid-Tier

Salary: High-Tier

Time in Role: 6 years

Years Experience: 10 years

Company Structure: Medium, 7 Direct Team Members

Age: 36 Years Old

MBTI: ENFJ, 2w1

Traits: Ambitious, Adventurous, Empathetic, Detail-Oriented

Family: Married, Has A Cat

Location: Frisco, Texas

RESPONSIBILITIES / TASKS

- Analysis:** Review budgets, forecasts, and financial reports
- Team Management:** Oversee and support finance team operations
- Efficiency:** Ensure accuracy and smooth workflows
- Communication:** Share insights with leadership and teams

PAIN POINTS

- Deadlines:** Tight schedules causing stress
- Clarity:** Unclear roles or responsibilities
- Time Pressure:** Little room for creativity or reflection
- Balance:** Hard to maintain work-life stability

GOALS + NEEDS

- Culture:** Build a supportive, efficient team environment
- Transparency:** Improve workflow visibility and collaboration
- Growth:** Develop systems that scale with the company
- Well-being:** Maintain accuracy while reducing burnout

CONTEXT / ENVIRONMENT

- Company:** Mid-sized, fast paced finance department
- Work-style:** Hybrid setup with frequent collaboration
- Culture:** People-first and team-oriented leadership
- Focus:** Data-driven but centered on well-being

KEY DATA & DESIGN DRIVERS

TIME-EFFICIENCY

Streamlined systems help reduce extra steps and make work faster. The priority is on saving time for what matters most while keeping accuracy high.

TEAM CONNECTIVITY & COLLABORATION

Working closely together keeps the team motivated and aligned. Open communication and shared tools help everyone stay connected and on the same page.

ADAPTABILITY & GROWTH

As the company changes, flexible systems help the team adjust easily. The goal is to build structures that grow with both the people and the business.

ORGANIZATION

Clear structure makes information easy to find and understand. Good organization keeps work smooth and prevents confusion.

EXPERIENCE SOLUTIONS

USER SUPPORT

- Onboarding Tutorials
- Accessibility Features
- Help Center / FAQ
- Resource Library

ENGAGEMENT

- Productivity Tracker
- Social Integration Features
- Community Forums
- Cross-Functional Dashboards

User Stories: Jacob

A circular portrait of a smiling man with short brown hair and a beard, wearing a dark shirt. He is positioned on the left side of the slide.

"

**As a stressed and easily overwhelmed financial analyst
I want to increase social interaction and staying on task
so that I can feel more purposeful and organized at the workplace**

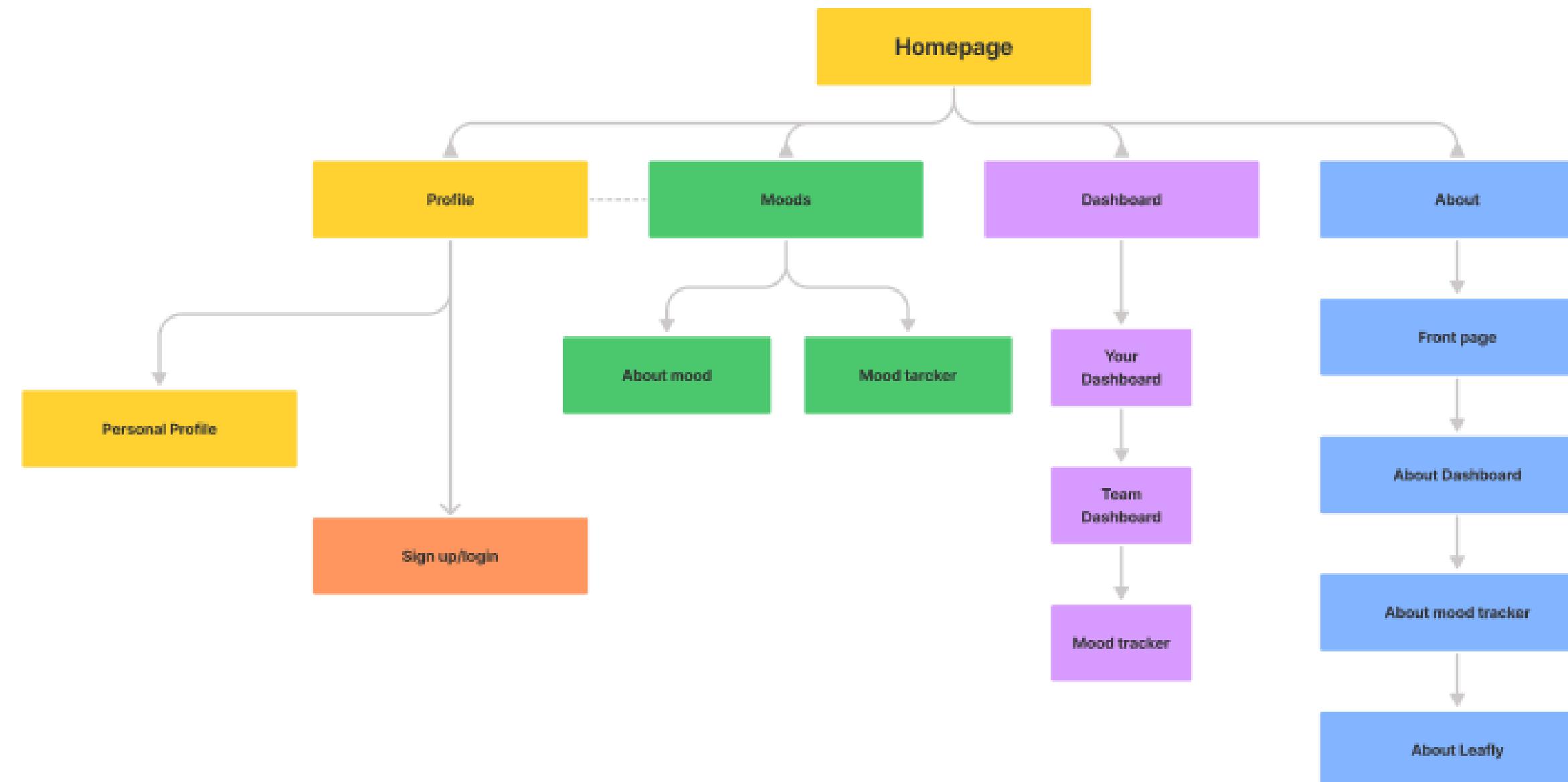
User Stories: Meera



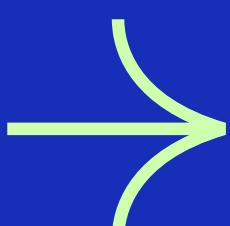
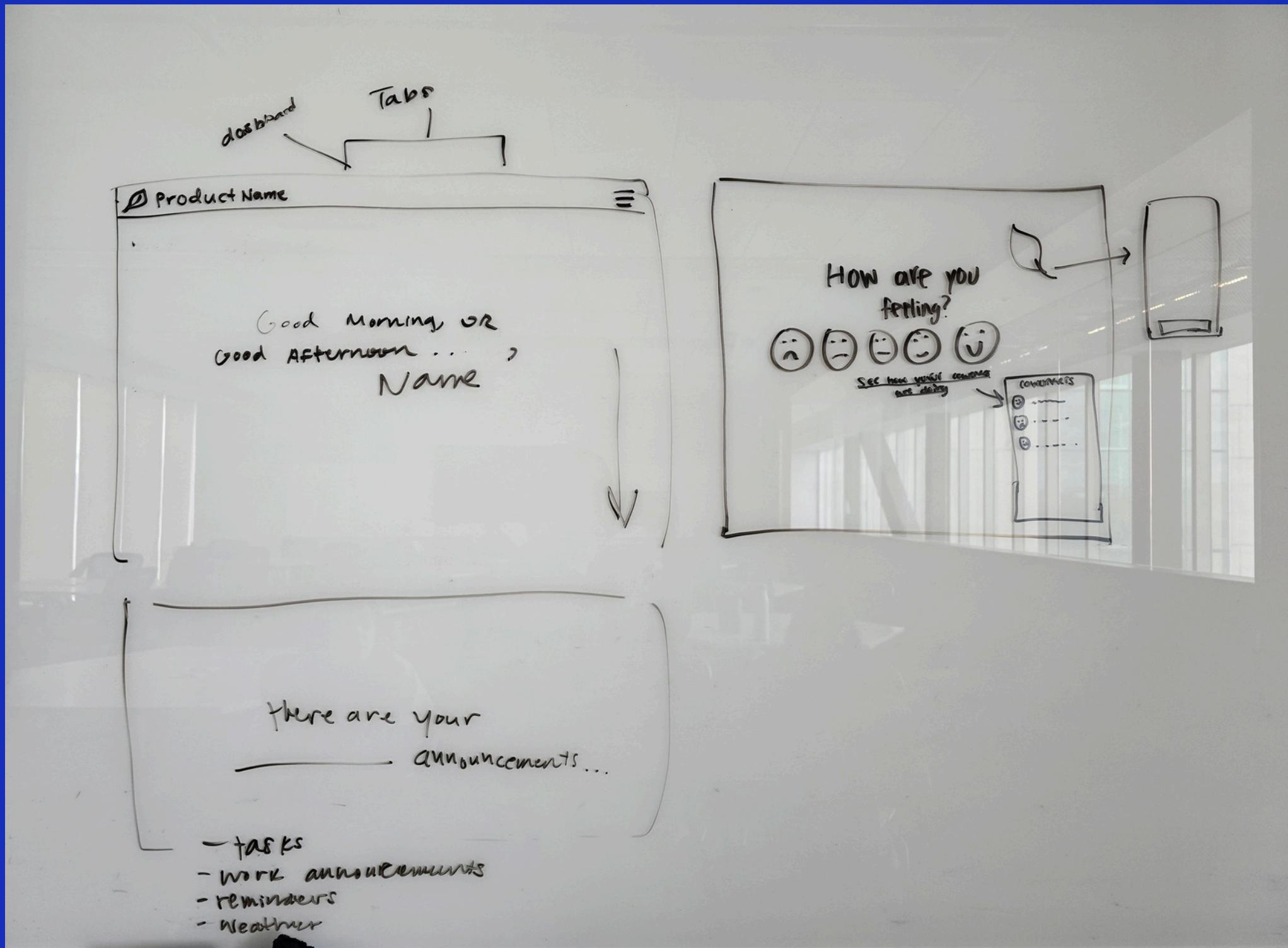
"

As a finance lead for a global commercial real estate services and investment firm,
I want to enhance connection and individual growth within my team
so that I can create a more efficient and productive work environment

Design Process: Information Architecture



Low Fidelity Wireframes



Design Systems

Typography

Leaf Link

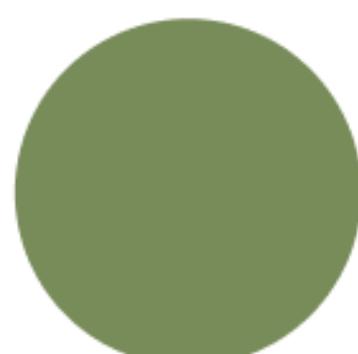
Leaf Link

Instrument Serif
w/ Italics

Leaf Link
Leaf Link

Inter w/ Italics

Colors



Neutral, earthy colors

Icons



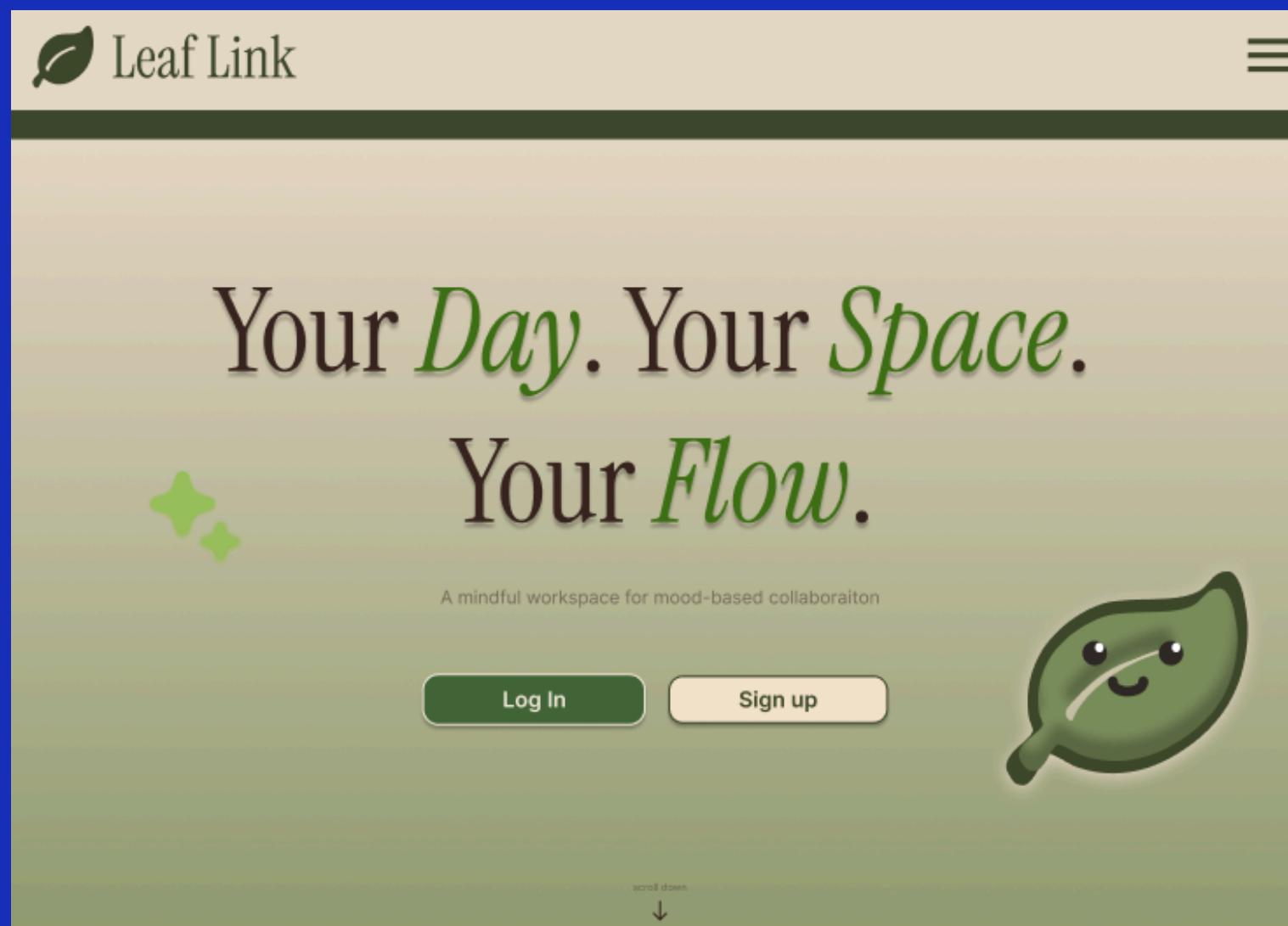
Minimalistic
and simple
icons

Shapes



Soft,
rounded
shapes

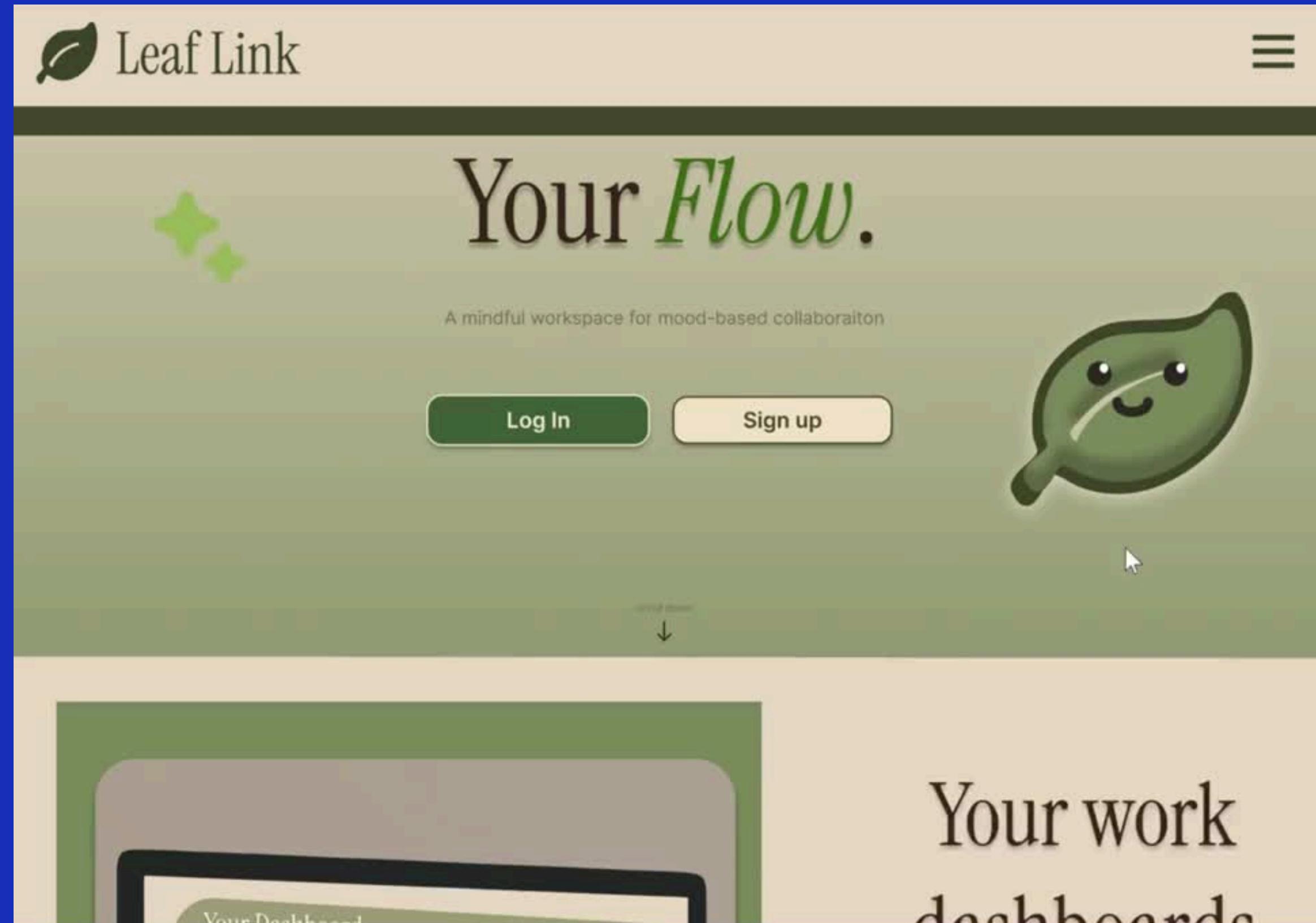
Hi Fidelity Wireframes



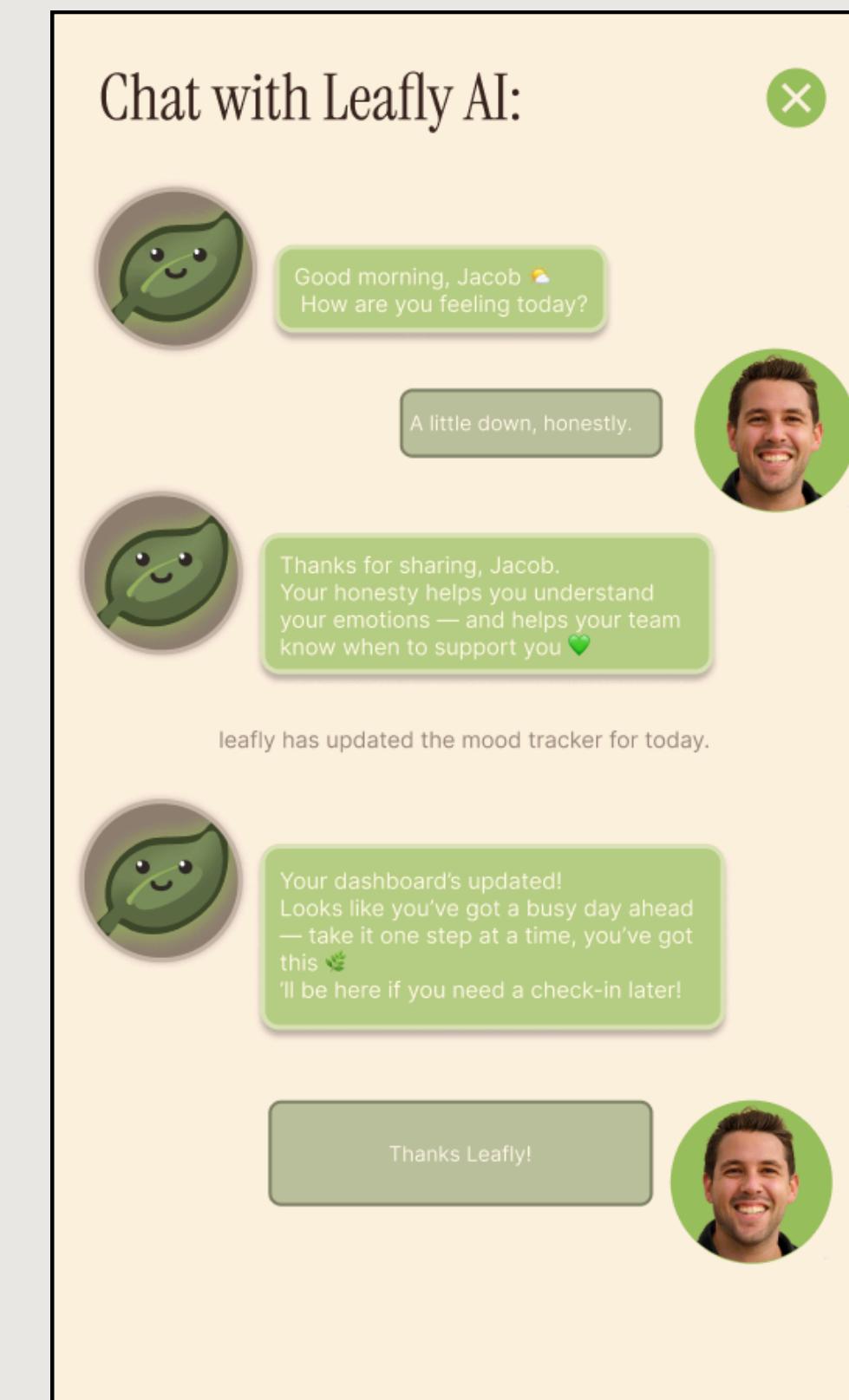
The wireframe for the Leaf Link Mood Tracker and Coworker Moods section. At the top left is the 'Leaf Link' logo. The main title 'Mood Tracker:' is in a large serif font. Below it is a mood selection bar with three circular icons: a green smiley face, a yellow neutral face, and an orange frowny face. A note box contains the text: 'Today was a great day! I was feeling stressed at the beginning but Leafy helped me get back on track!' with a 'Submit' button at the bottom right. A small note at the bottom says 'See how your co-workers are doing >' with a green leaf icon. To the right is a 'Coworker Moods' section with six circular profiles of coworkers: You (smiling), Meera (neutral), John (frowny), Rachel (smiling), Youngjen (frowny), and Samantha (smiling). Each profile has a 'Send encouragement' button below it.



Hi Fi Prototyping



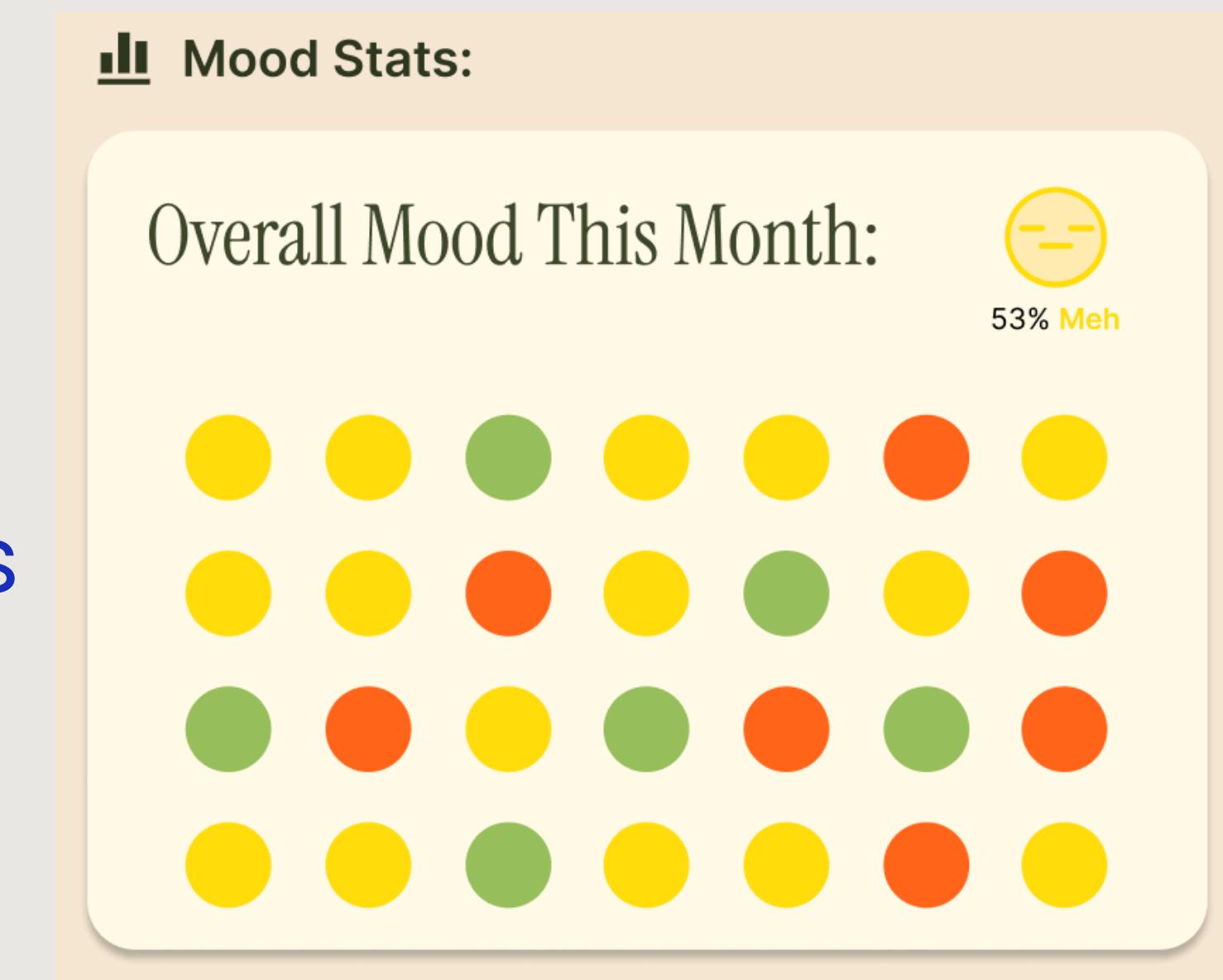
Mockups



Key Feature

#1 →

Mood Tracker:
Tracks moods,
notes, and photos
to encourage
reflection and
connection.



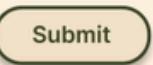
Mood Tracker:

How are you feeling today?

Note: 

Today was a great day! I was feeling stressed at the beginning but Leafy helped me get back on track!

Upload Photo 

Key Feature

#2



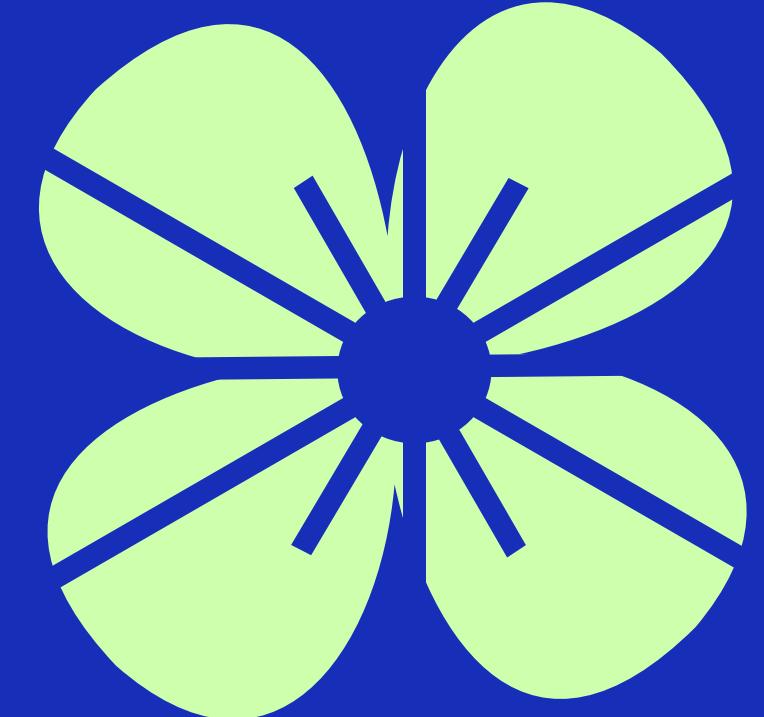
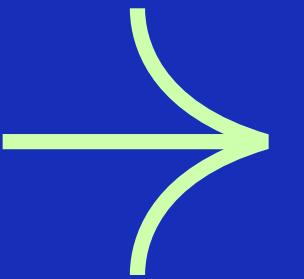
Leafly:

An AI-powered, friendly chatbot that supports your mental well-being and productivity

"This week was hectic,
let's unwind." 🧑‍💬😊



Reflection

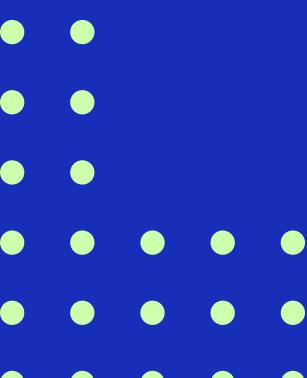


Simplicity is key.

- We must balance management needs with the user's need for low-friction design
- We must reduce administrative burden, not add complexity

Next steps

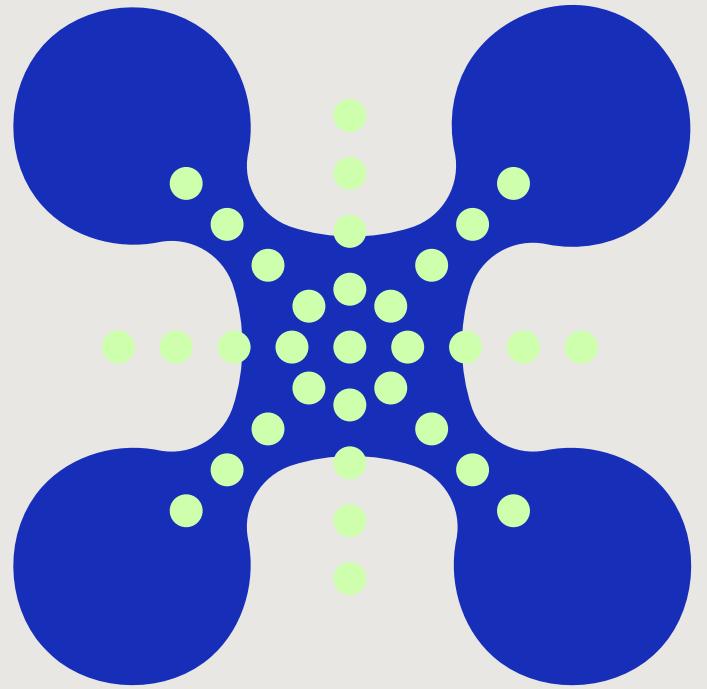
- Integrate systems to make Leaf Link the unified digital platform for all employees
- Develop a web extension or desktop app to support hybrid workforce



Conclusion

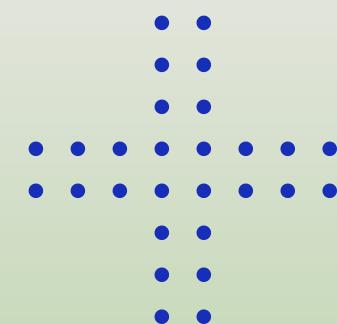
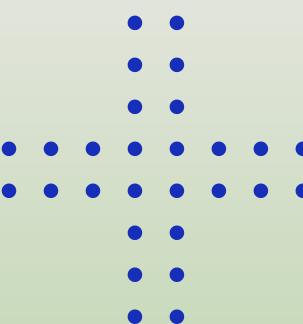
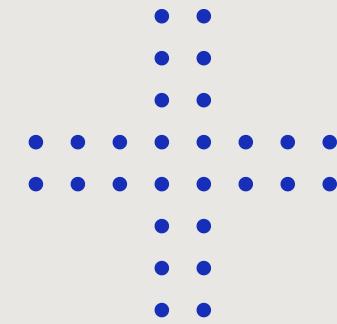
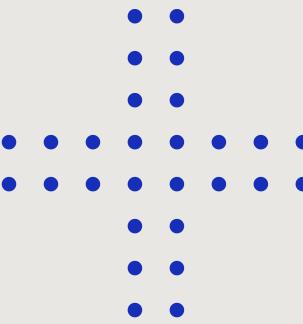
- Leaf Link is the unified platform designed to fix **disconnection** and **fragmented** resources
- The Outcome: A proven design for an **active, engaging workplace** that boosts performance and culture

The strategic tool for the future of work





Q&A



Thank You

