



TEAM LEAFLET: VISHALYA, TANISHKA, SNIGDHA, AAMNA

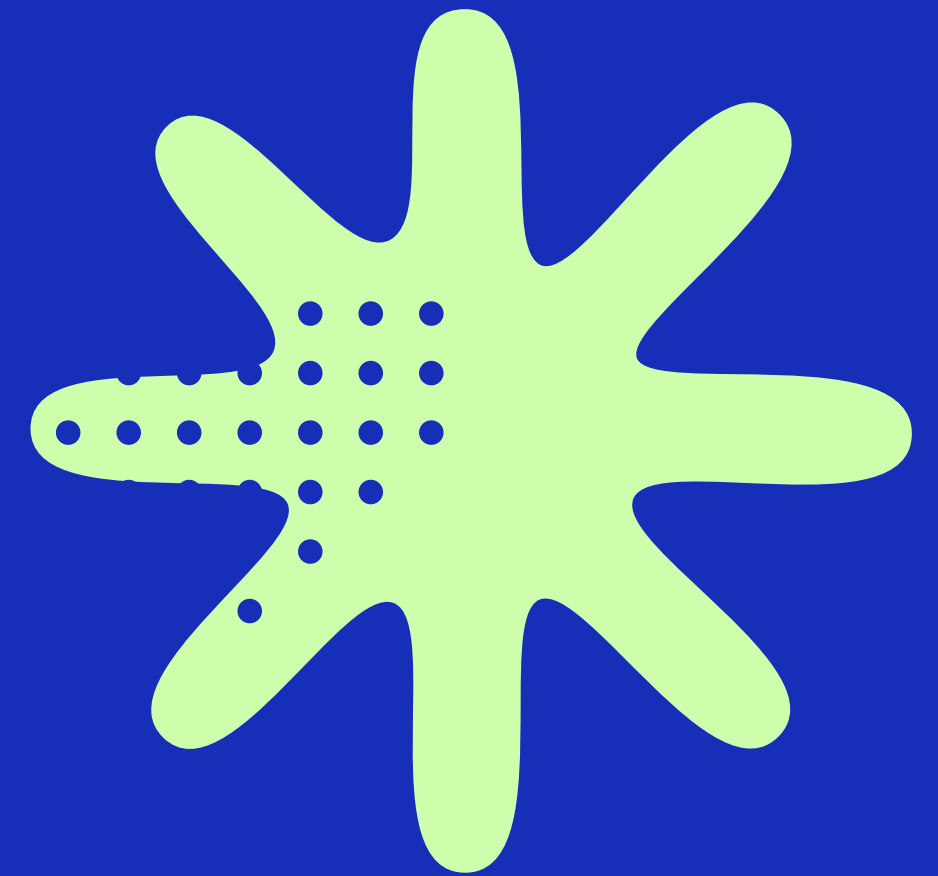


# Leaf Link: Reimagining the Workplace



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**

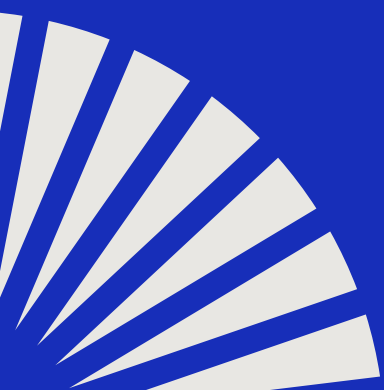
Final Solution &  
Implement

**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

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

01

Decreased  
Performance &  
Productivity

02

Low Morale and  
High Turnover Rates

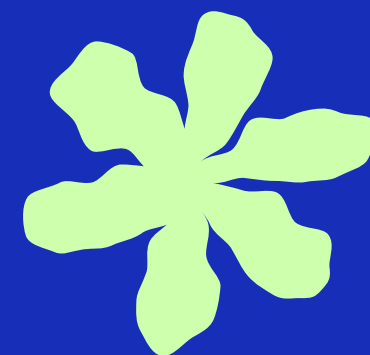
03

Lack of  
Collaboration &  
Communication





# 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.

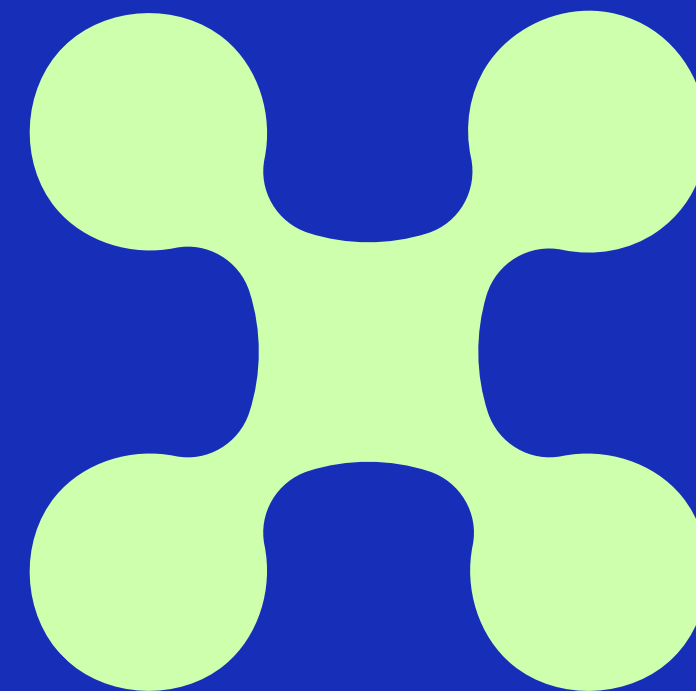


# Research Methods

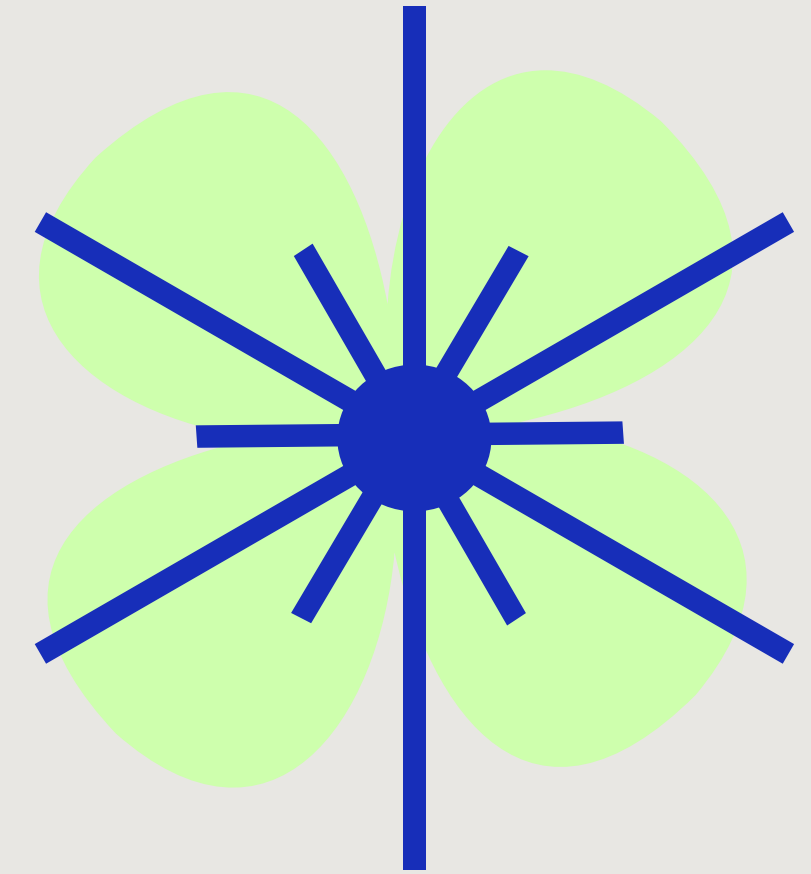
our discovery phase employed a mixed-methods approach to understand user needs and pain points

## **USER SURVEYS** (Quantitative & Qualitative)

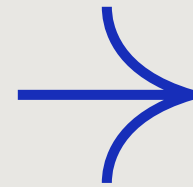
finding common frustrations and desired features across 7 diverse roles



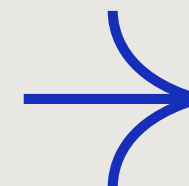
# Key Research Findings



## Engagement Gap



## Little Recognition



## Tool Tension

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

- No appreciation for work
- Recognition too private

- 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

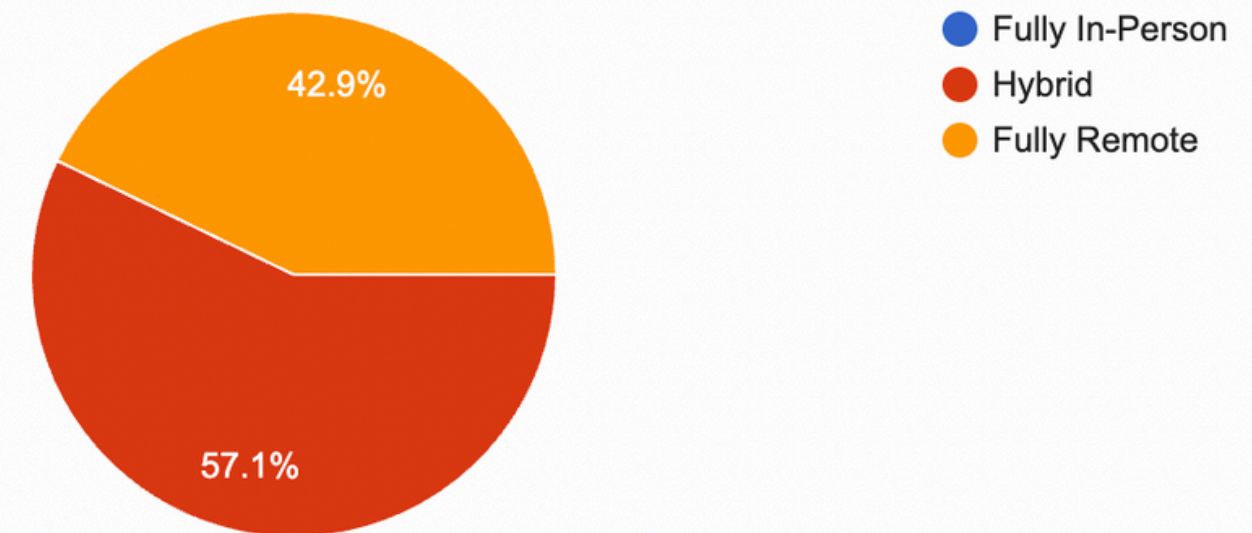
1.too much work with short deadlines 2.lack of personal interactions

Differences in ways of working between different age groups

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

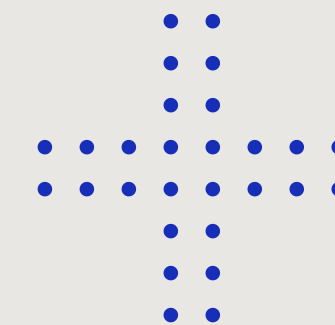
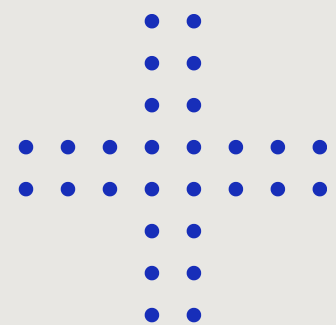
Which best describes your primary work location arrangement?

7 responses

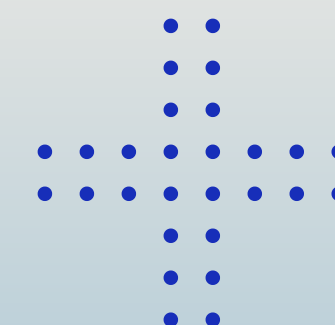
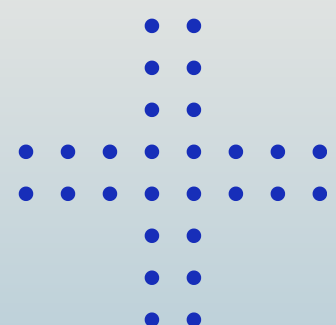


[Survey Link](#)





# 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



**Age:** 36 Years Old  
**MBTI:** ENFJ, 2w1  
**Traits:** Ambitious, Adventurous, Empathetic, Detail-Oriented  
**Family:** Married, Has a Cat  
**Location:** Frisco, Texas

" 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

## 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.

### 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.

### 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.

### 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



“

**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



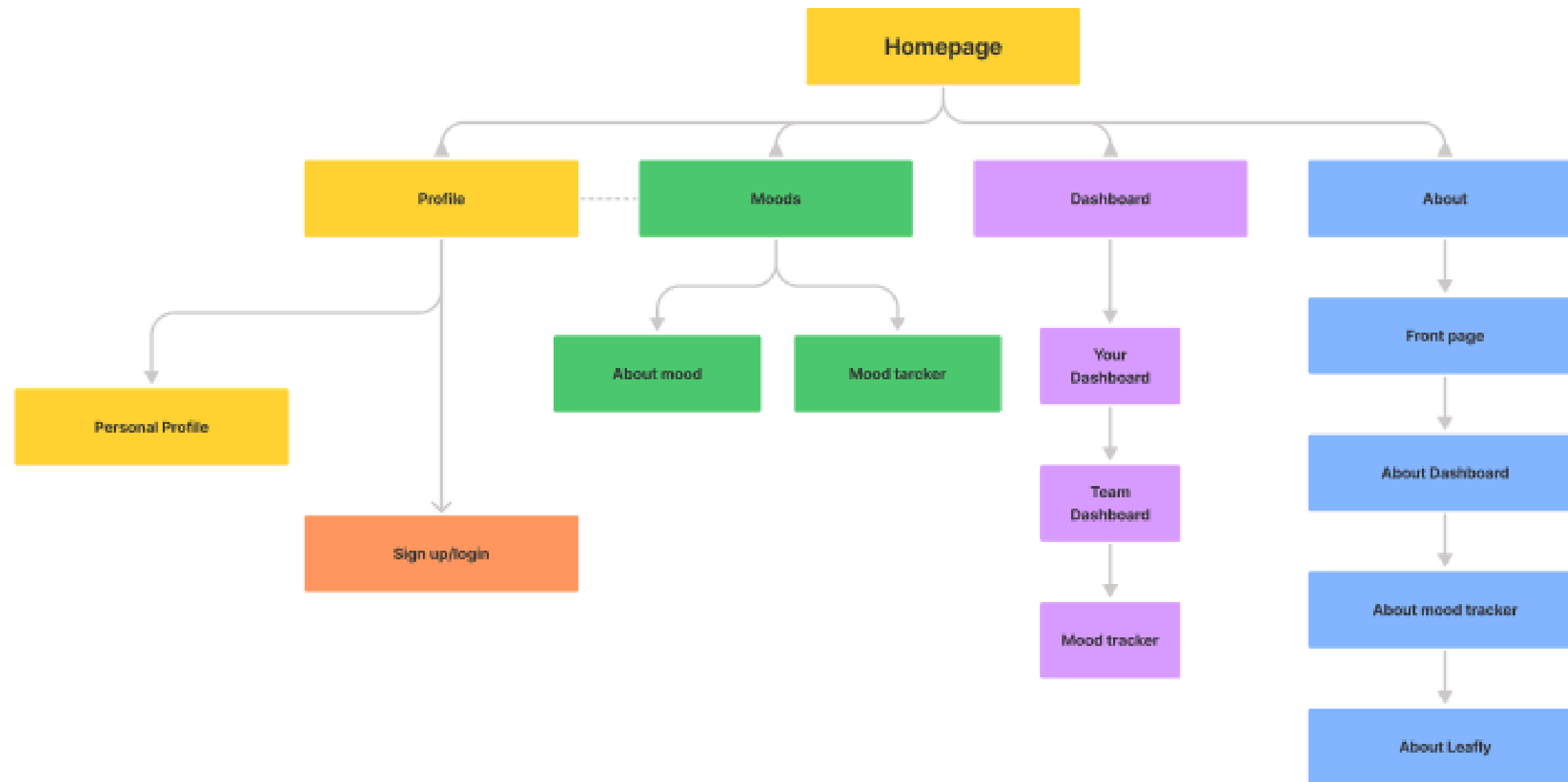
# User Stories: Meera



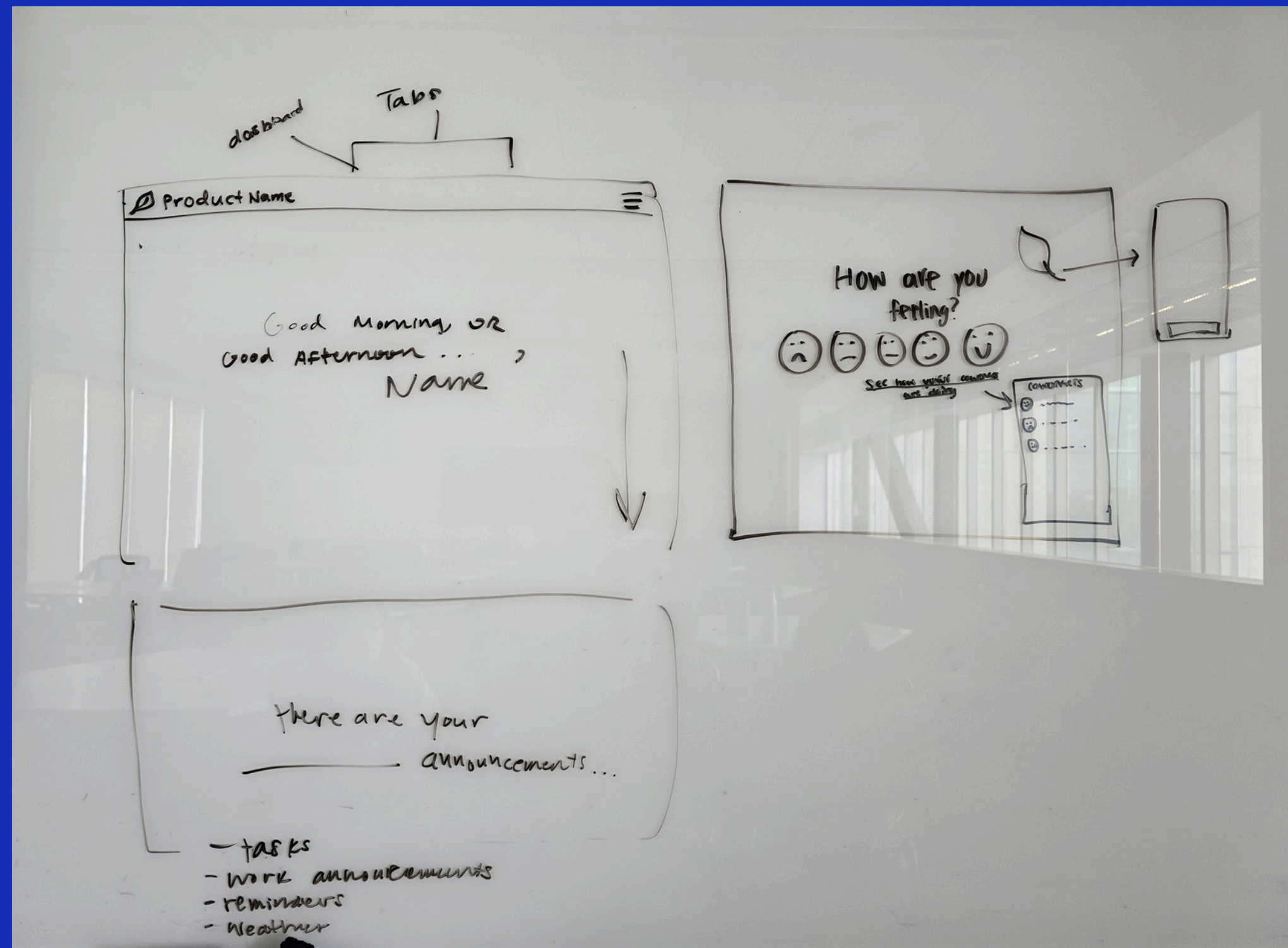
"

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

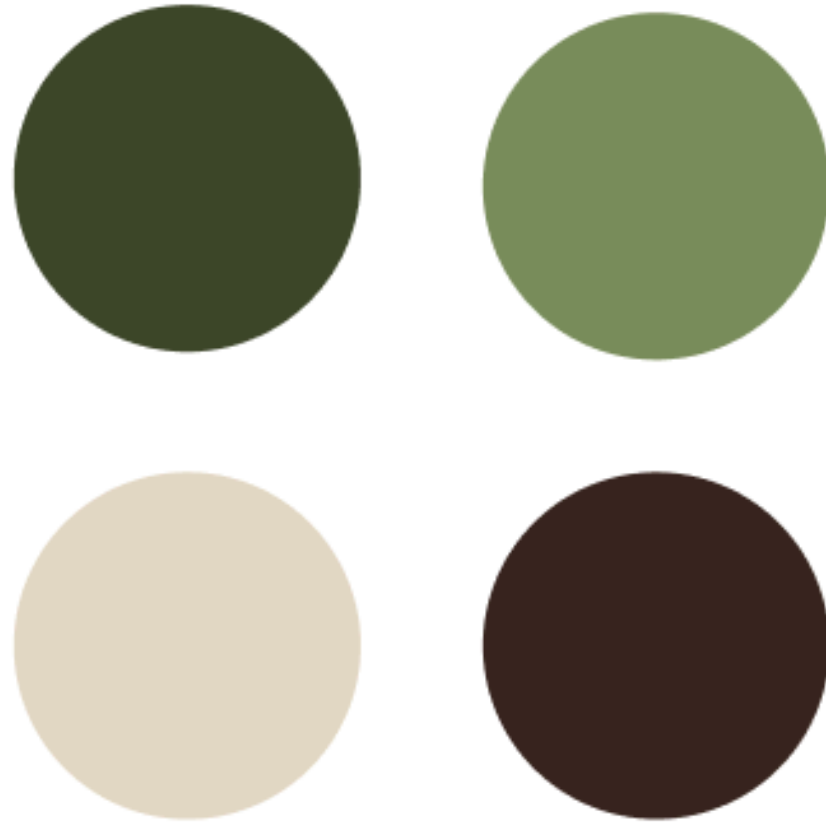
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*Leaf Link*

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w/ Italics

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## Colors



Neutral, earthy colors

## Icons



Minimalistic  
and simple  
icons

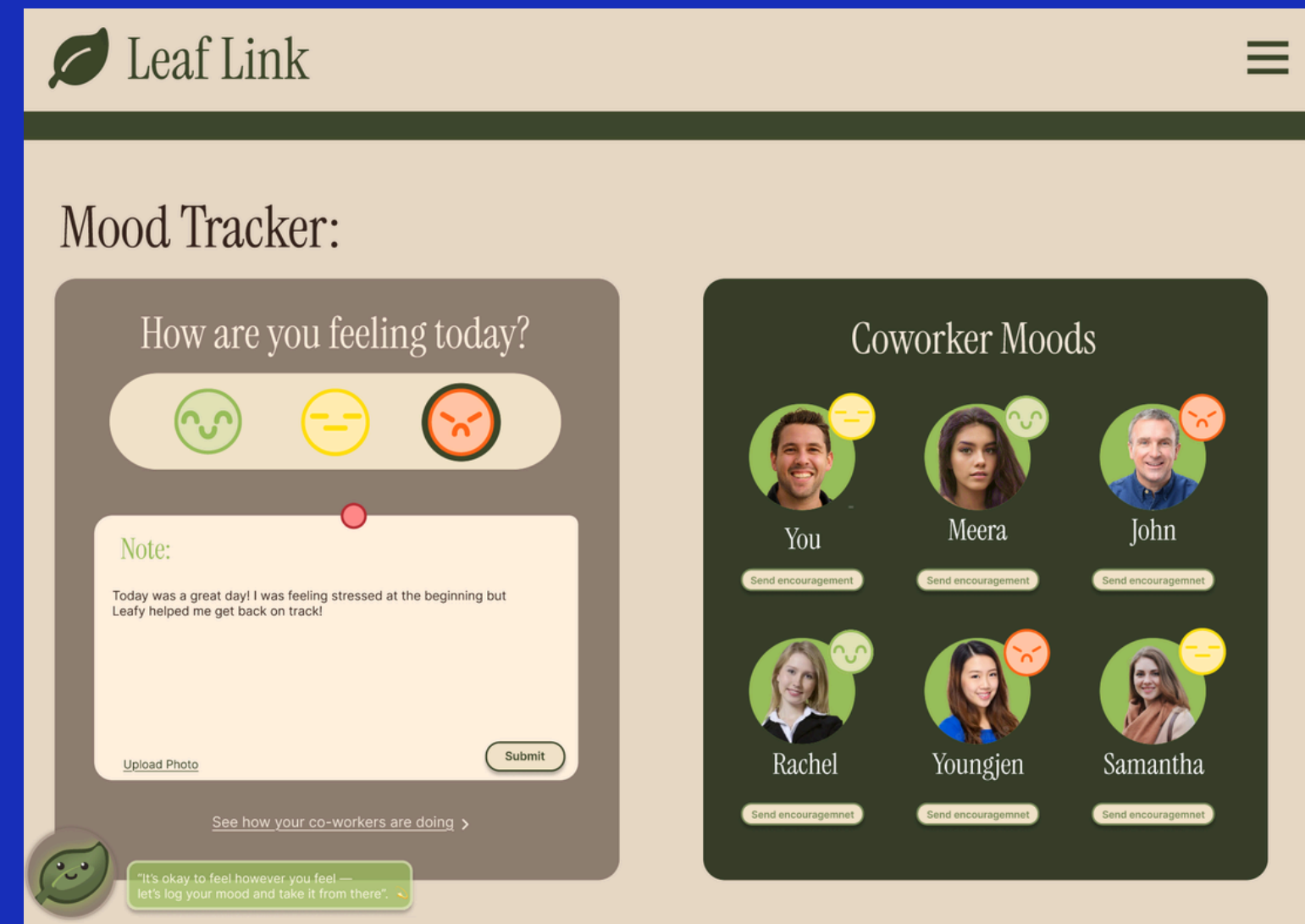
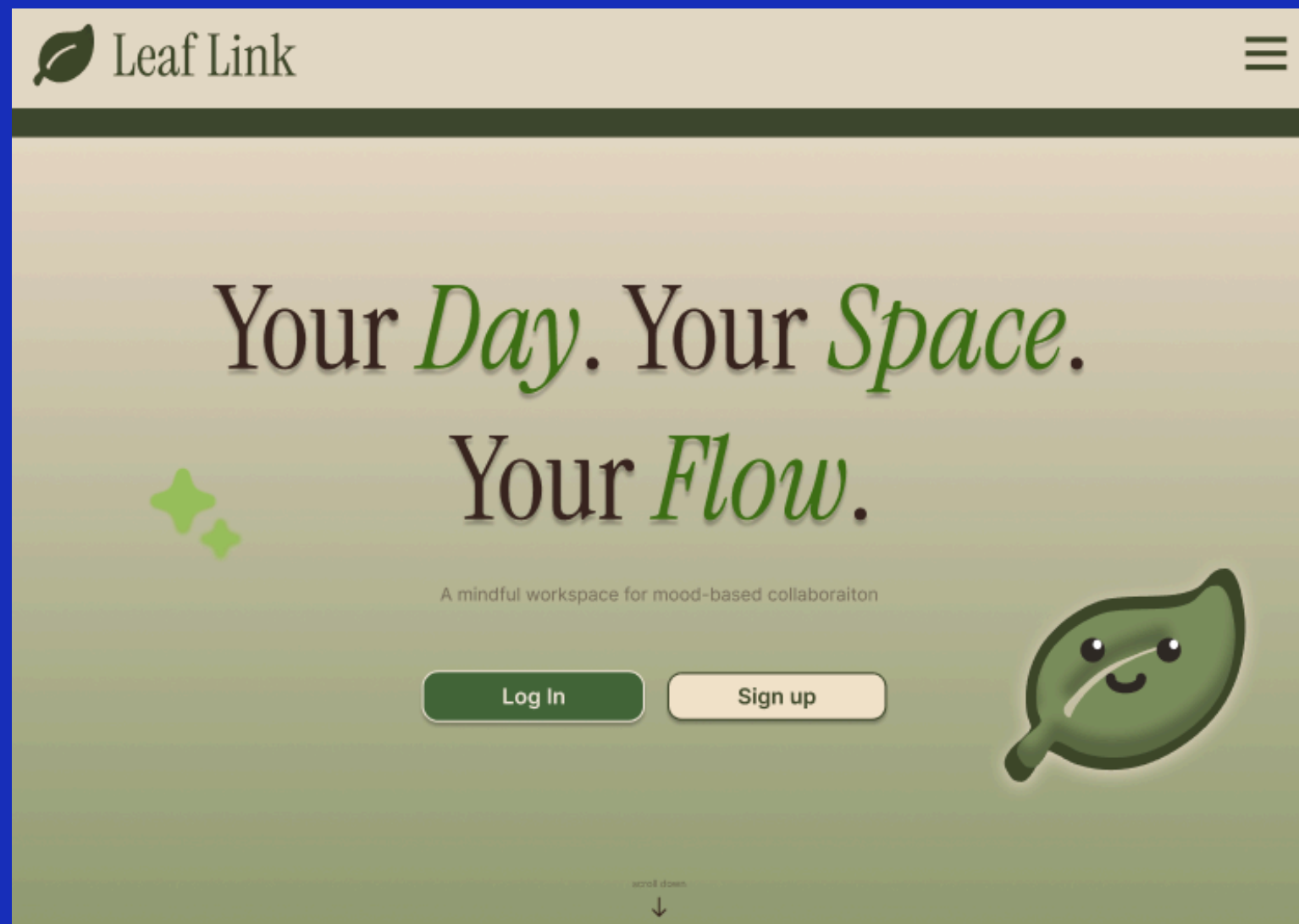
## Shapes



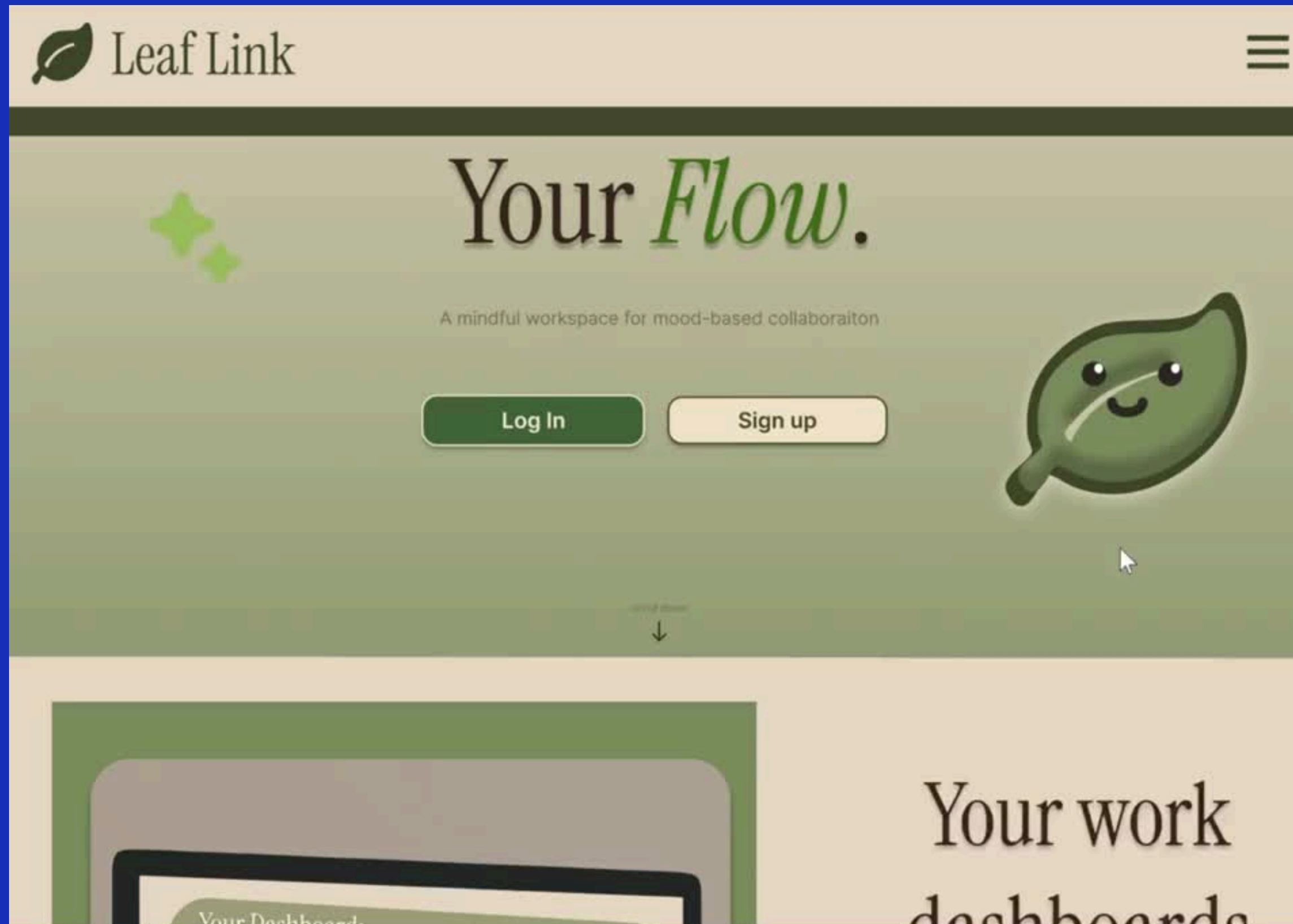
Soft,  
rounded  
shapes



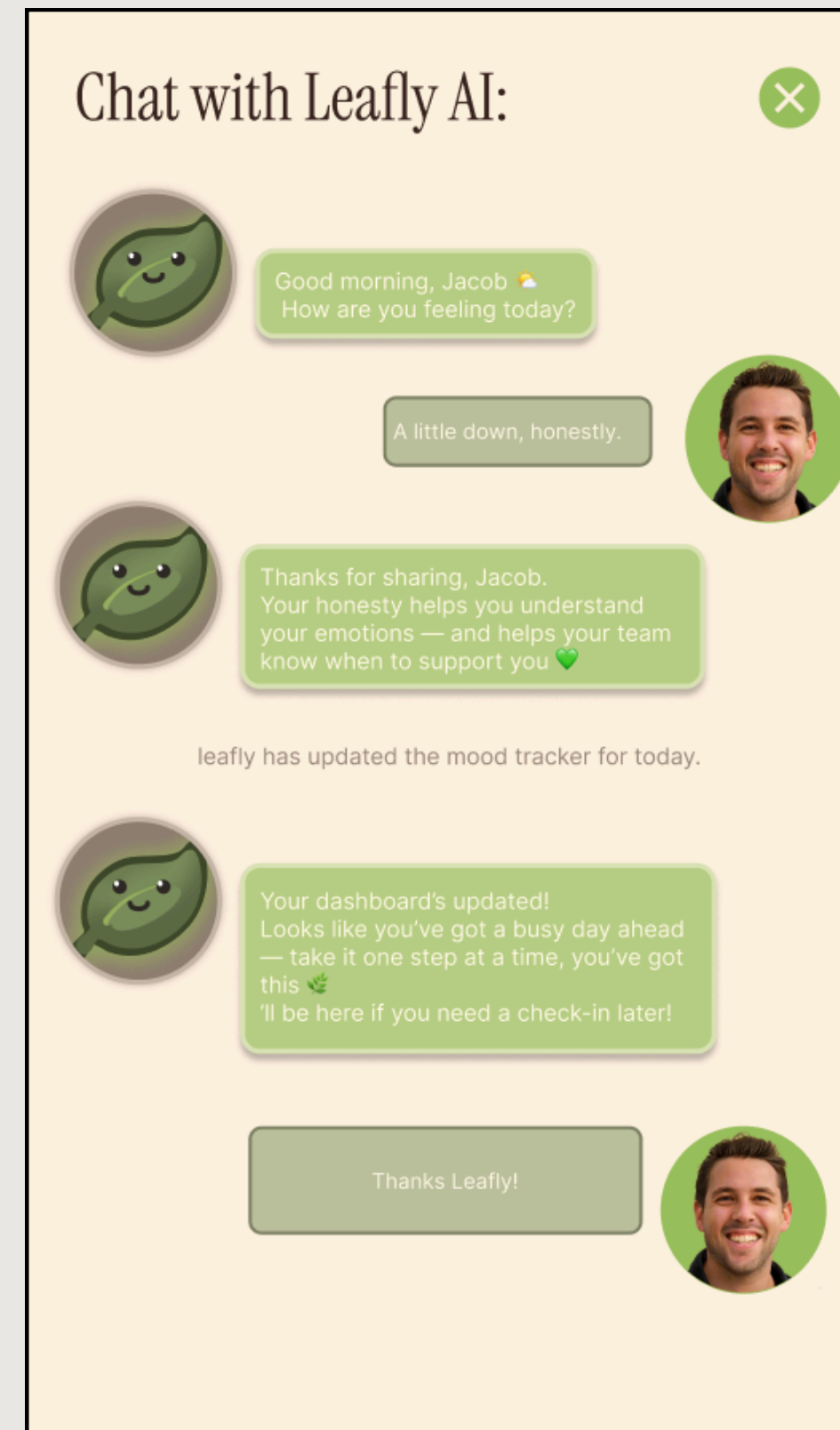
# Hi Fidelity Wireframes



# Hi Fi Prototyping



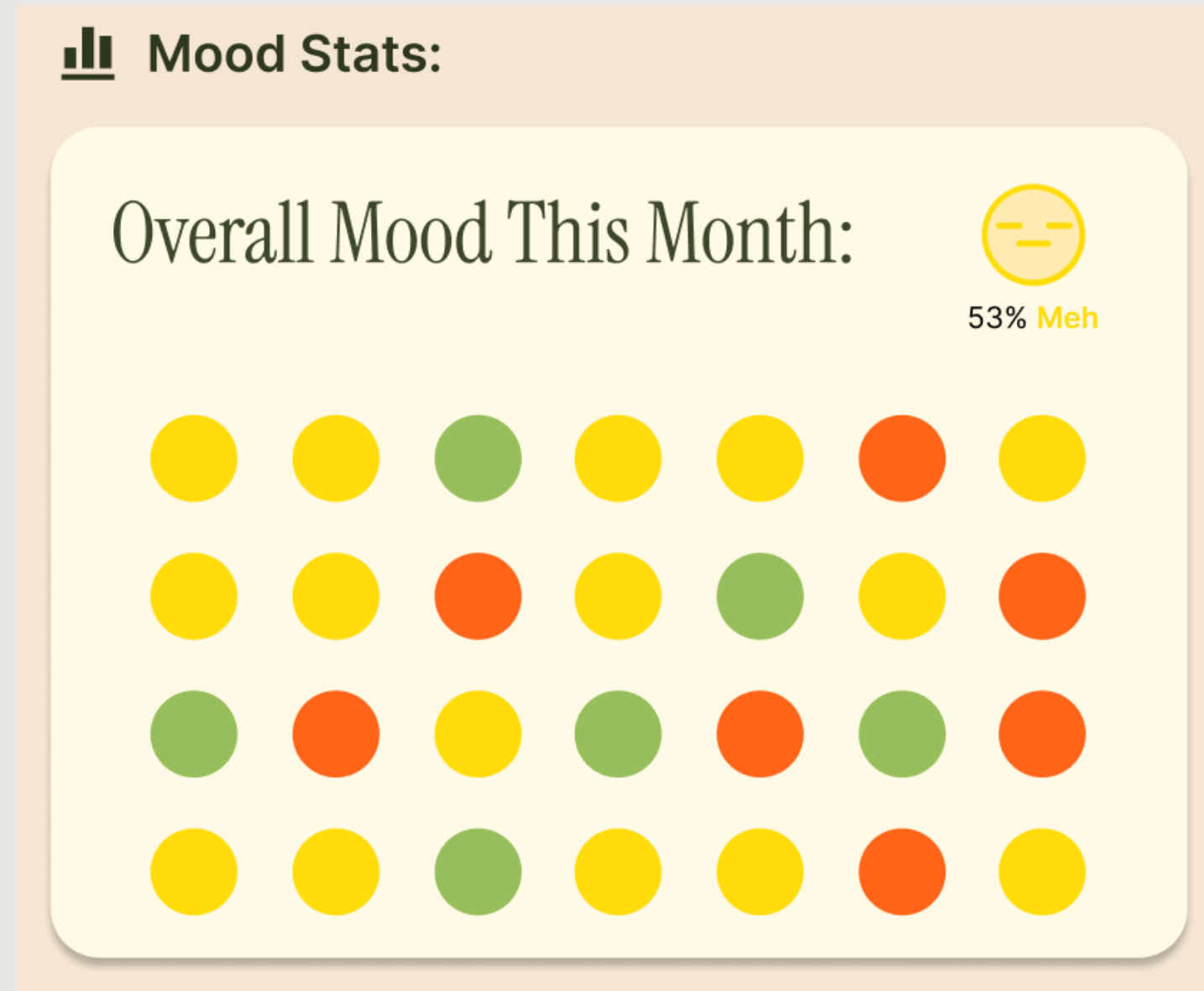
# Mockups



# Key Feature #1 →

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

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Mood Tracker:

How are you feeling today?

Note:

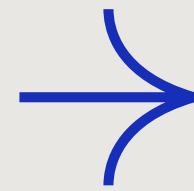
Today was a great day! I was feeling stressed at the beginning but Leafy helped me get back on track!

[Upload Photo](#) [Submit](#)



# Key Feature

## #2



### **Leafly:**

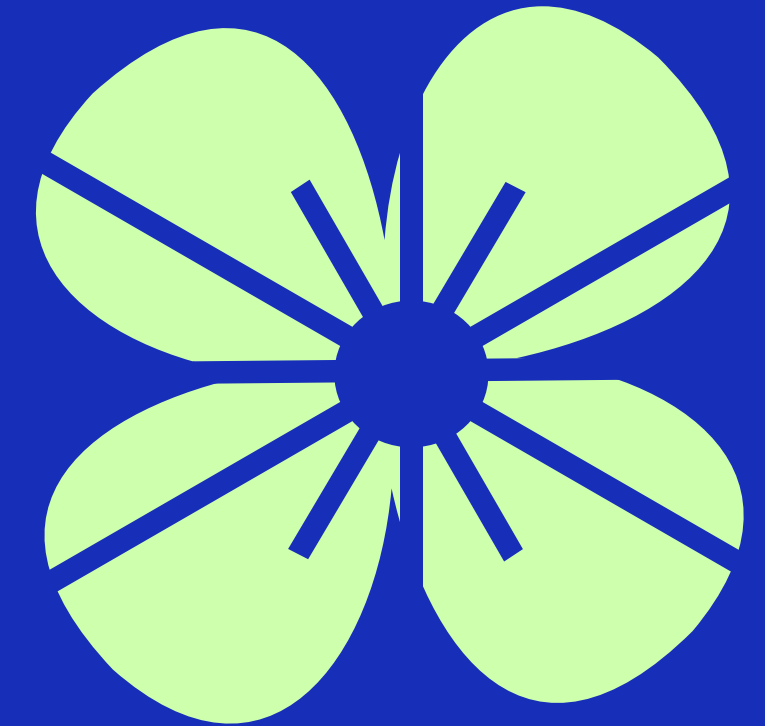
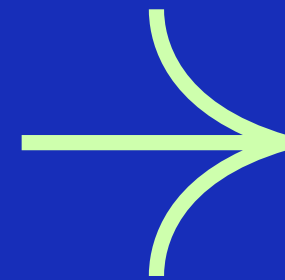
An AI-powered, friendly chatbot that supports your mental well-being and productivity

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"This week was hectic,  
let's unwind." 🧘 🌞



# Reflection

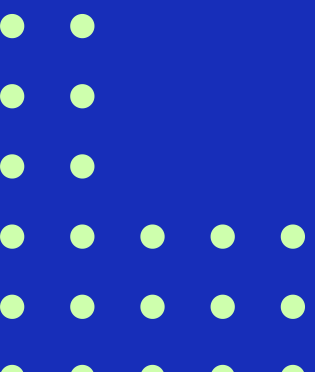


## **Simplicity is key.**

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

## **Next steps**

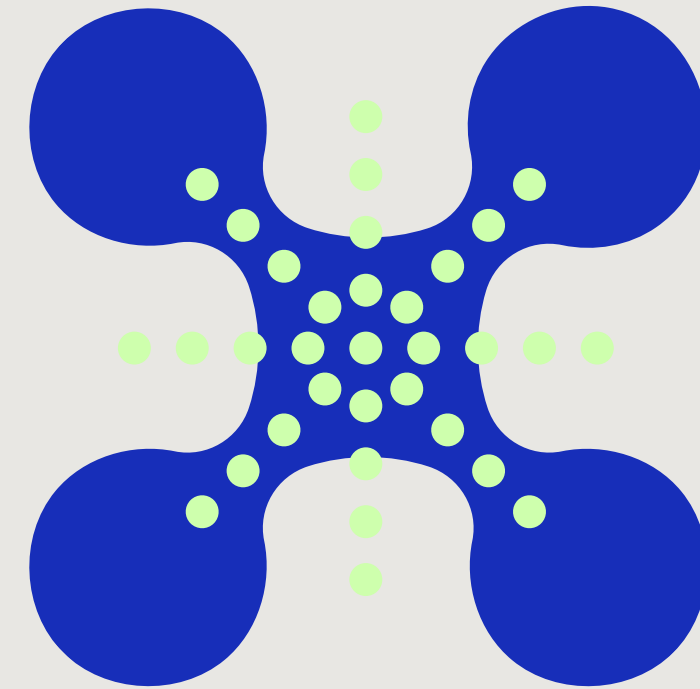
- Integrate systems to make Leaf Link the unified digital platform for all employees
- Develop a web extension or desktop app to support hybrid workforce

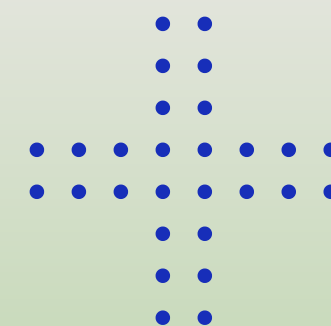
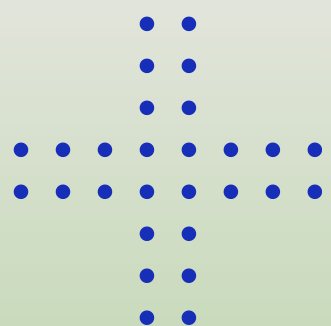
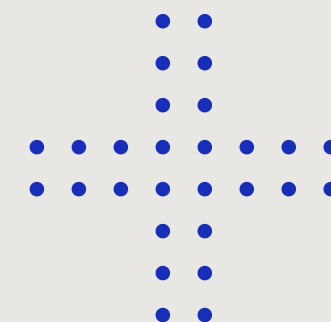
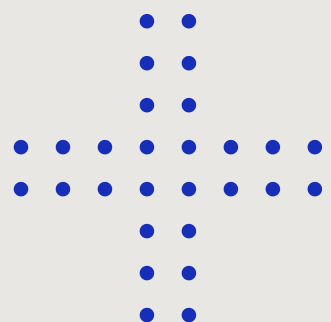


# Conclusion

- 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







Thank  
You

