recess

Process Book

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Initial Ideation

- Crypto currency
- Decentralized blockchains
- Blockchain technologies
- Web 3.0
- Dunbar's number
- DAOs
- Resumes
- Job application process
- Misallocation of financial resources and labour
- Why people work?

Initial Approach

- Nomadic job lifestyle
- Allocating workers to correct jobs based on skills
- Decentralized LinkedIn
- Allowing employees to flow between jobs to find jobs better matched to their skillset and constantly changing to find better allocation
- Using blockchain technologies to build digital track records and portfolios which represent the person and therefore match them to appropriate job opportunities
- Shorter working periods of time

Interview Preparation - Employees

Are you currently employed?

Yes

What is your current job? How long have you been working there? How did you get your job? How was your interview session? Where did you hear your company or what resources did you use to find your company? How do you showcase your skills required for a job? Do you have a resume or portfolio? If you were to represent yourself professionally, How would you do that? When applying for a job, how do you represent yourself as a professional? Do you feel like your portfolio or resume represents you? How many people do you work with? Do you and your team work well together? Do you trust your coworkers? Do you trust your coworkers? Do you feel connected to your coworkers? What makes you feel connected with your coworkers? Do you feel like your coworkers have the skills necessary for the job? Do you feel valued for your contributions at your job? Do you feel like your job utilizes your skills and abilities as much as it could? Describe your ideal coworker. Does your current job affect your lifestyle?How many jobs do you work at the same time? How long would you ideally want to stay at one job?Do you think you will still be working at your current job in two years? What are the reasons you would quit your job? If you resigned tomorrow, why would that be?

No

Are you currently looking for a job? What tools are you using to look for jobs? How do you decide which job is suitable for you? How do you showcase your skills required for a job. Do you have a portfolio or resume? Do you feel like your portfolio or resume represent you? Have you had a job in the past? Why aren't you working there anymore? Could you describe your ideal job?

Interviews - Employees

- 7 interviews of employees within the workforce
- Note taking of the questions and pointing out key aspects of responses and comments which are gaps within the workforce
- Pain points found through the questions made

Secondary Approach

- Connecting individuals around the world through work
- Connecting non-traditionally educated individuals to jobs due to their skills despite not being formally educated
- Finding a way to break international borders for hiring
- Fostering an environment where individuals are judged for their skills, not their former education
- Decentralized workspaces
- Reinvention of the work hierarchy
- Questioning the job interview process

Interview Preparation - Employers/Recruiters

Walk me through the talent acquisition process. What are some factors that differentiate candidates from the crowd? Which is more important, attitude or experience? How do you judge a person's character? Do you consider character to be a major factor when choosing to hire someone? Do transparency and vulnerability matter during the process? If someone doesn't have a formal education, how much and how does that affect the interview process? How much impact do the resume and portfolio have on the final decision of hiring someone? Is it more or less important than the actual interviews and interview experience? Would you consider the job recruitment process to be fair and effective? If you have worked with someone previously in the past, does that bias your decision with hiring? What's the thing that gets people fired the most? Are you familiar with the "decentralized organizational structure? When making business or work networking, How or when can you say you know someone?

Interviews - Employers/Recruiters

- 1 interview of a recruiter from Monster
- Synthesizing answers from the interview to notes
- Using notes from the interview to find gaps and problems within the job interview process
- Finding aspects within the job interview process which should and could be changed

Third Approach

- Reinventing the job application process through decentralized blockchain technologies
- Allowing for non-traditionally educated individuals to build a track record on the blockchain therefore generating trust with recruiters
- Matching people solely based on their skillset
- Skipping interviews and matching based on where they would be better placed through AI and blockchain digital track records of work history

Interview Preparation - Non-Traditionally Educated Individuals

What do you do for a living? How did you acquire the skills to do what you do? How do you find people to work with? Do you think a formal education would of better equipped you with the set of skills you have today? What do you feel about formal education within the professional field? Do you think the way you educated yourself has put obstacles in your life? In what way? How do you feel about collaborating with other creatives? How do you feel about collaborating with other creatives? How do you feel your way of education has affected your job application process

Interviews - Non-Traditionally Educated Individuals

- 2 interviews and 2 surveys completed with insights from non-traditionally educated individuals
- Seeing what were the struggles when joining the workforce for individuals which didn't receive a formal education
- Seeing what their opinions are on being traditionally educated vs non-traditionally educated
- Opinions about the job application process
- Collaborating with others and finding out how they decide who to collaborate with
- What they think about skills acquisition and how they manage to build up a skillset which allows them to do the things they do

Rainbow Spreadsheet

- All of the notes and insights found from the interviews were condensed into the rainbow spreadsheet
- Finding things in common
- Finding areas of higher priority as they seem to be a problem for more people
- Building profiles of the people we interviewed based on who they are and what they said
- Common subjects and replies given by the people interviewed

Affinitization

The observations from the rainbow spreadsheet were grabbed and grouped into similar subjects

- Groups were then assigned different categories:
  - Personal profile, job department, job search paths, professional representation, interviews, job search experience, juggling jobs, how to stand out, work experiences, acquiring skills, work hierarchy, teamwork friction, nomadic tendencies, job spaces, reasons to quit, track record, time vs lifestyle, allocation of potential, work social life, ideal coworkers, team relationships, and interviews
- From these categories, we pulled out insights
  - Resumes and portfolios do not fully reflect the skills & qualities that could be offered. People learn a lot of skills about the job while on the job. Access to jobs isn't bad. Job recruitment process requires effort. Resumes inherently have uninspired structure... don't allow people to express themselves in creative ways. Very wide variety of interview processes which ultimately depend on the company. Diverse methods of discovering jobs. Creatives like a change in the job scene. Most creators have more than one job. Formal education is less significant to employers than factors such as experience and personality. Short periods of time at a job are ideal for younger audiences. Jobs and field are not ideal for the individual. Waste of time in unnecessary formalities such as meetings. Physical work environment plays an important role. Wasted skills and lack of passion. Working in a team seems obligated and cumbersome. Job hunting is an emotional process. Expression and people skills are important to get noticed. Most creators have more than one means of income. Connections through working together lead to further relationships even outside of work. Creative skills don't need to be compartmentalized into set jobs. Minor details irrelevant to job and skills hold people back from getting / holding jobs. No consideration for lifestyle outside of job.

POV Statements

From the several insights, we generated 7 POV statements:

- We met (a worker who found a job easily). We were amazed to realize (That the job found was not what she would rather do or was trained to do). It would change the world if (we could correctly allocate her skills to a job that would utilize them)
- We met (The only associate UX research worker in monster.com who has been working the job for three months). We were amazed to realize (that hierarchy creates friction at lower levels of the company). It would change the world if (we could balance the power dynamic between the levels of a company)
- We met (The only associate UX research worker in monster.com who has been on the job for three months). We were amazed to realize that (The job hunting was an increasingly emotional process) it would change the world if (we could give consistency to the job searching process)
- We met (numerous creators) we were amazed to realize that (Creative skills don't need to be compartmentalized into set jobs) it would change the world if (We could find a way to empower new creatives to explore new fields confidently)
- We met some untraditionally trained creatives and we were amazed to realize that they believed that creativity is not meant to be measured it would change the world if... we created a system to allow these employees to accurately express their capabilities to new recruiters.
- We met (some recruiters and applicants from various fields) we were amazed to realize that (Resumes and portfolios do not fully reflect the skills & qualities that could be offered) it would change the world if we could create a system that is as flexible as the creative's career path
- We met (some employees that regularly work in a team) and we were amazed to realize that (members of a team tend to prioritize one's attitude over skill set) it would change the world if (we could find a way to evaluate a candidate's compatibility with the team without skill based bias)

How Might We Statements

From these 7 POV statements, we went on to create 7 “how might we” statements

- How might we build teams that allot creatives based on their team roles
- How might we encourage equality through decentralization
- How might we create a job application process tailored for creative careers
- How might we normalize cross combining creative careers involving them with one another
- How might we create a system that prioritizes transparency
- How might we create an automated avatar to represent the quality of an individual's job history and character
- How might we find a way to connect creatives on an interest based level

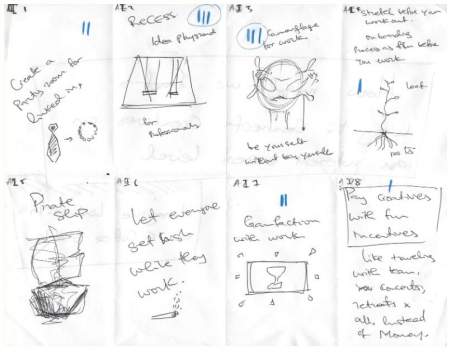
Rapid Ideation

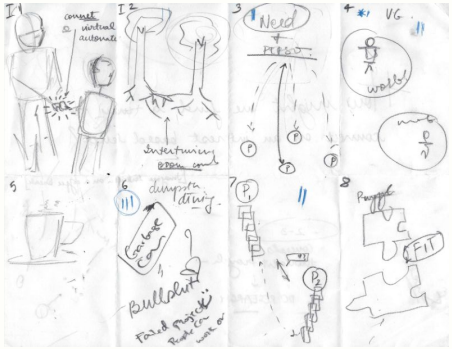
From the 7 “How might we statements”, we chose 2:

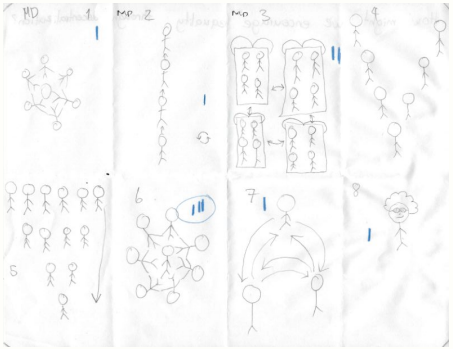
- How might we encourage equality through decentralization
- How might we find a way to connect creatives on an interest based level

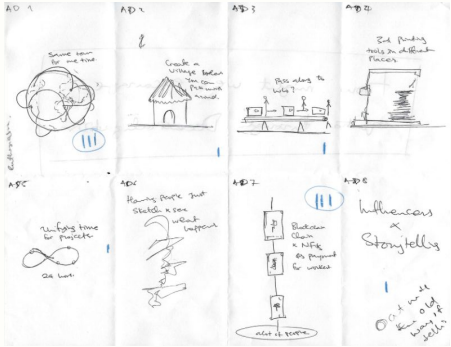
We used those two HMW statements to do a rapid ideation exercise where each member would come up for a solution (represented as a quick illustration) to the HMW in a short time for a total of 8 solutions for each HMW per member:

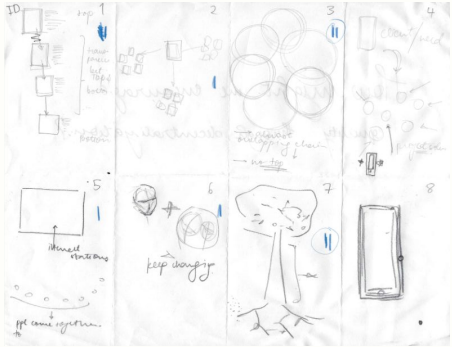
Rapid Ideation Illustrations

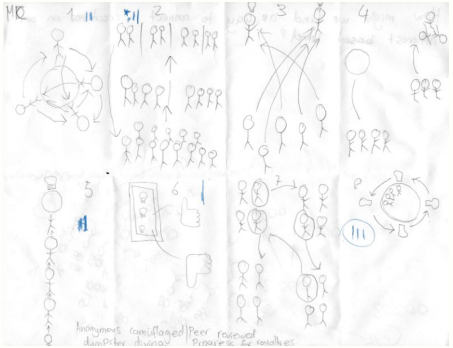












Chosen Solutions HMW Questions

After each member described what each of their illustrations meant and how their ideas worked, we went through a voting process and narrowed it down to the best ideas or each HMW question.

The ones we chose for “How might we encourage equality through decentralization” were:

- Setting up temporary international teams for a single project which would then disperse after the project is done
- Paying workers using the blockchain such as with NFTs
- Individuals can propose ideas which could then be adopted by people interested in that idea so they can work together in a non-hierarchical environment to develop it

The ones we chose for “How might we find a way to connect creatives on an interest based level” were:

- Connecting individuals with same interests anonymously
- Setting up a virtual playground type of space where creative individuals can go and hang out
- Rotating ideas on projects through a network of creatives so they can connect based on their interests
- People can present ideas which they weren’t able to develop further into a sort of dumpster of ideas where people can go and pick them back up if they are interested and feel like the idea has potential

Final Structured Solutions

After seeing the several solutions, we narrowed it down by considering the aspects of each idea and combining them and cross matching compatible ideas until we came up with two:

- Loaf: An open platform which would allow people to pitch ideas, projects, or concepts (which would be filtered by type). Individuals would then be able to contribute to the ones they see have the most potential and ones which require their specific set of skills. Investors interested in the idea could invest in them, own a portion of the idea, and provide funding which would be used as payouts for the contributing individuals and would help the idea develop further. Once the idea is released to the market, investors would get the bigger portion of the earnings, gaining back their investments + profit and contributors would get a small portion of the earnings giving them additional passive income.
- Recess: A platform for companies returning to the workplace which with a series of in person interactive challenges serving as an ice breaker and giving coworkers common ground for interaction. This would further foster a more positive and connected work environment while also serving as a tool for networking in the office.

Loaf

- An open platform which would allow people to pitch ideas, projects, or concepts (which would be filtered by type). Individuals would then be able to contribute to the ones they see have the most potential and ones which require their specific set of skills. Investors interested in the idea could invest in them, own a portion of the idea, and provide funding which would be used as payouts for the contributing individuals and would help the idea develop further. Once the idea is released to the market, investors would get the bigger portion of the earnings, gaining back their investments + profit and contributors would get a small portion of the earnings giving them additional passive income. Individuals can choose to do so anonymously, that way anyone can work on anything they find an interest on but will still be held accountable for what they do in the app. The platform would be built in the blockchain so there is a record at all times on transactions, contributions, and actions by the community and to avoid idea theft or fraud.

Idea main focus:

- For Creative Individuals

  That have difficulties applying their interests in the current job market

  We provide flexibility to work on projects of their own interests, alongside a like minded community

Loaf Non Hierarchical System Research

To understand how to build a system where there is no hierarchical structure while still maintaining workers motivated, we researched into examples of structures which employ this to understand the positive and negative aspects of it:

- Valve:
  - A video game company designed with no hierarchical system where each employee works in whatever they want at any given time with whoever they want
  - There is an owner of the company but he does not interfere with the work as a superior
  - Paychecks are performance based and peer reviewed
  - Anonymous evaluations push each other for improvement
  - The problem comes where there is no explicit hierarchy but there is a pseudo hierarchy as in a high school where there are “popular kids” and “not so popular kids” which still led to some sort of hierarchical structure
  - Another problem was that due to the competitive nature of the company, it sometimes led to some toxic behaviours to get an edge on competition
- Women’s liberation movement
  - Despite it being a very different type of example, it still had a structure where there was no form of hierarchy
  - It allowed for women within the movement to all be heard equally and respected equally
  - They acted according to a consensus ensuring that people agreed with what the movement wanted to do
  - It was also a problem because they struggled being able to do something of great importance unless they formed some sort of smaller group within the movement which had a sort of hierarchy to do so

Loaf Economic Model Research

Due to the complexity of the economic model of Loaf, we had to research similar models to understand how they implemented it successfully to be able to implement it into Loaf.

Spotify Model:

- Biggest contributors to streams get higher pay
- Songwriters get a small percentage, Spotify takes a small percentage, majority goes to the recording owners which are sort of the investors > Recording owners are the equivalent to investors. Take major profits and a higher percentage as they are the ones putting the money down. The songwriters are like the workers which receive a small royalty of the total percentage. > Considering there are several contributors, the royalty portion the song or in our case project gets divided into the different contributors depending on amount and quality contributions

NFT Model

- Each time an NFT is sold, depending on the percentage stated on the contract, the creators all get a percentage of that sale.
- Free to list NFTs in the platform, the only charge is the gas fee for the blockchain which can vary depending on each blockchain and can get to be very low
- The platform where the NFT is listed takes a very small minimal percentage of sales and from there on, all the profits are given to creators and sellers > Same business model with our platform. Creators get royalties on investments, Investors get money out of sales and listing ideas is free, only the gas fee to upload it to the blockchain for proof of stake so there is no idea stealing. The platform makes money off of the very small fee for investments > Allows contributors to build up a passive income. Maybe their earning off a single project are small but as they work on more and more projects, the royalties stack up and they earn more passive income

Recess

- Recess: A platform for companies returning to the workplace which through a series of in person interactive challenges, serve as an ice breaker and give coworkers common ground for interaction. This would further foster a more positive and connected work environment while also serving as a tool for networking in the office.

Idea main focus:

- For companies returning to on ground workspaces

  That have an interest in forming close knit interpersonal relationships within the company

  We provide interactive workspace games aimed at increasing familiarity by reducing friction and making the workspace friendlier.

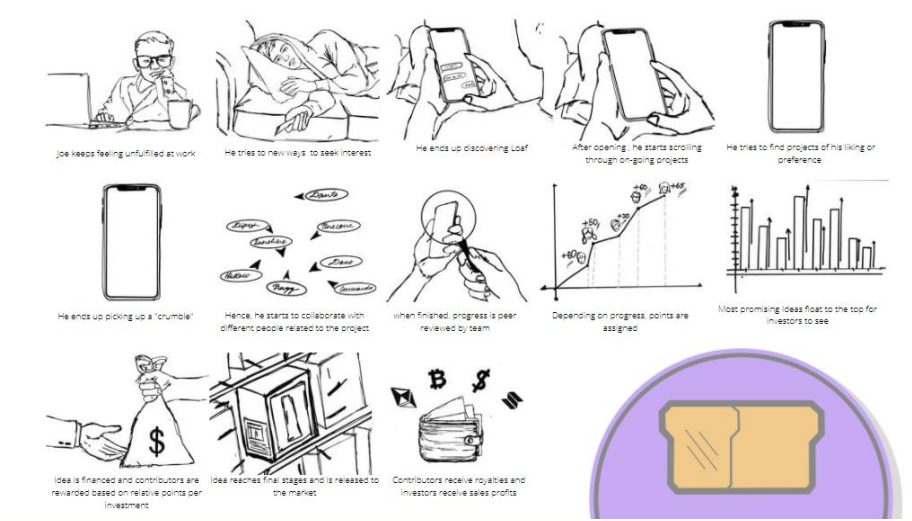
Development of the Ideas

Loaf - Flow of the Process

Development of a flow of how the process would work

While there are contributors, investors, idea generators, and viewers, the flow of the process is set out as a contributor:

- Unfulfilled at job > Seeking interests (hobbies, side jobs, pastimes, other project opportunities) > Finds our service online (through advertising and the people in it already. Can see projects going on but have to sign up to begin working on them, possibly even with a crypto wallet) > look for a project you like > Learn about the project (which in the app would be called loafs) > pick a task to work on (which in the app would be called crumbs) > collaborate with people online > once finished with contribution, progress is peer reviewed by team > depending on progress, points are given to the contributor > Most promising ideas float to the top for investors to see > idea is financed by investors and contributors are rewarded based on relative points per investment (the percentage of the total points gained each time there is an investment) > idea reaches final stages and is released to the market > contributors receive royalties and investors receive sales profits



Loaf Research

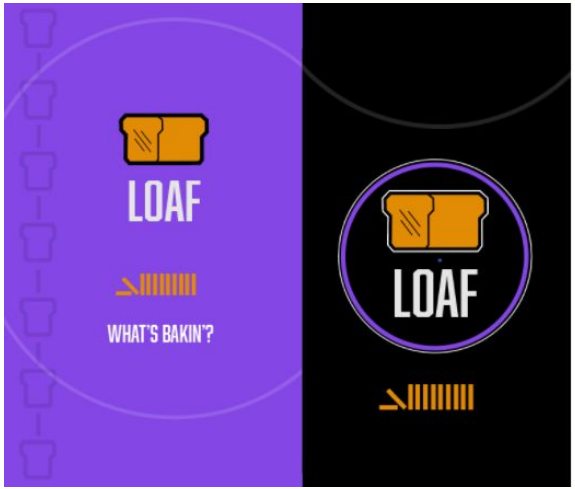
Our interviews greatly connected with what loaf could solve because:

- Many of the interviewed individuals felt like their job wasn't utilizing their skills to the highest level
- Many of them were comfortable having a second job which was more flexible but more focused on what they actually like to do
- Many of them were not working in areas in which they were trained in or studied in
- Some of them felt like they could do more with their skills

Because of this, we went specifically

Loaf - Branding

After deciding how Loaf would function, we began to build the branding and visual aspect of the app:

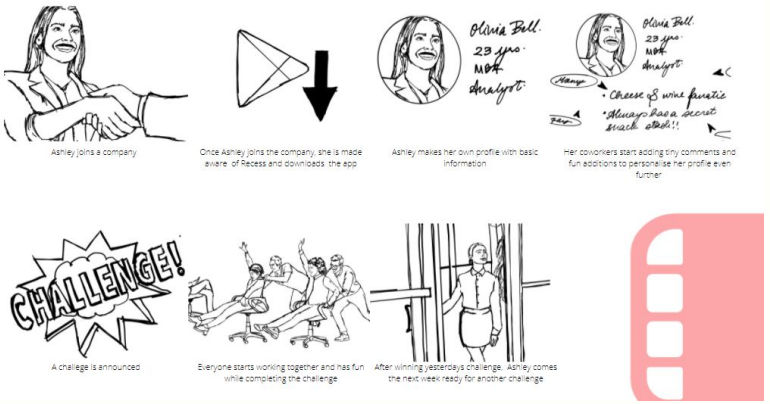


Recess - Flow of the Process

Development of a flow of how the process would work

Viewed in the perspective of Recess already functioning in the work environment and adopted by companies:

- You join the company > once you join the company, you get the app > you make your profile in the app > coworkers within the same company can build upon your profile and make it more descriptive as the add comments or scribbles as they connect > the app releases a challenge > everyone works together and has fun while completing the challenge > the challenge is completed, rewards are given to the people that participate > wait for the next challenge to begin



Recess - Branding

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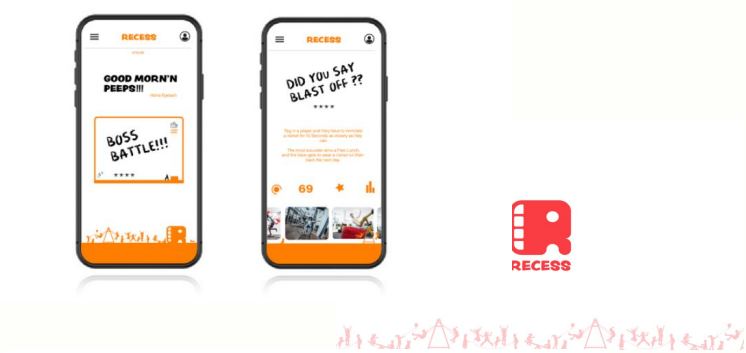
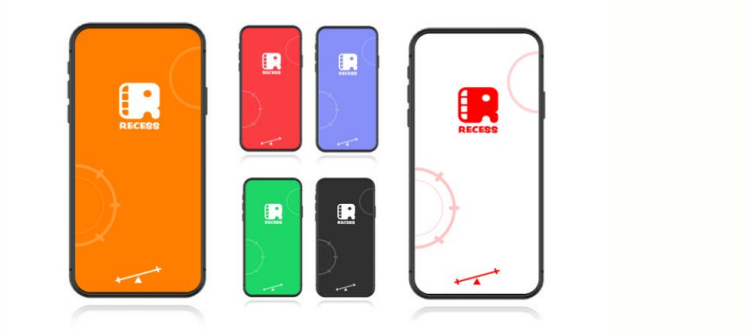




Deciding a Project to Continue With

Although we liked both of the ideas, due to time constraints and the level of complexity of loaf, we decided to go with Recess as our final project. The concept had potential, was relevant to the present situation, and could be developed further to achieve a very successful app.

Developing Recess

Recess Initial Concept

After deciding to carry on with Recess, we had to define exactly what Recess would be:

- Provide challenges which would be tailored for the office setting, both passive challenges and more active ones, which would be focused in getting people to connect and interact
- Companies would be able to add their own challenges as well to have specifically for their work environment
- Individuals would start connecting to each other and interact with each other's profiles by commenting and draw on them as they begin to network with their coworkers
- Some sort of reward system to keep participants engaged and give them an incentive

Recess Rewards Brainstorming

To incentivize people to engage and participate, we had to figure out some sort of reward system for the app which would be both positive and sustainable for the companies.

- Days off
  - By winning any of the challenges, individuals would earn points which could be cashed in as free time. The more points, the more free time they could claim
  - Instead of them earning time off, they start with a set time of days off and the more they do not participate, the more of that time they lose. To ensure they keep that time off, they would have to participate on the challenges
- Monetary rewards
  - As an incentive, create some sort of crypto specific to the app which would gain value as more people begin to play. Participants and winners get rewards based on rankings. Crypto would also incentivize people to spread the app by doing so, the crypto would increase in value as there is more demand for it and as people get into it, the supply also begins to spread
  - Another monetary incentive would be specific company stocks which could be provided in small amounts but through consistent participation, they could build it up
- Tangible objects
  - Another option for rewards would be to agree with the company on objects useful for the person which could be provided by the company in exchange for points earned from the challenges. These could be either free vending machine items, cafeteria meals, or office supplies

Recess Rewards Conclusion

After doing a quick survey about what rewards working individuals would like to have when doing a team exercise at work, we found that the results were very varied:

Because of this and because every company is so different to each other that it is not a system that can be easily generalized, we decided that:

- There will be a points reward system implemented into the challenges
- Each company will be able to decide what the points do and get for their employees
- A series of rewards such as the ones previously mentioned will be offered as predetermined options but each company can decide which of these options they want to adopt, they can add new options, and can modify the amount of points required to purchase each option (even for the predetermined suggestions) according to what they find more fair

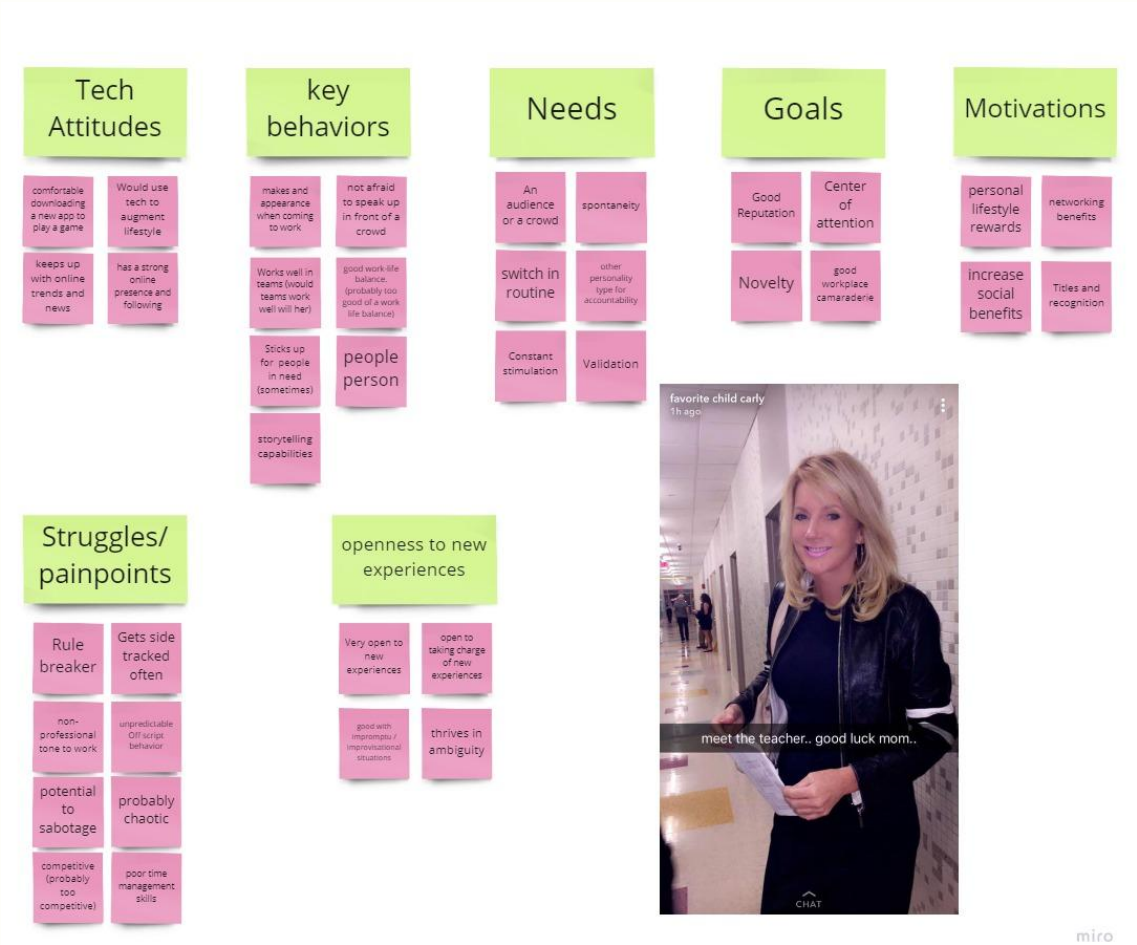
Personas

To be able to solve problems encountered by people within our user demographic, we built personas for general profiles of people and using these personas, we tried figuring out what problems they might face when using the app

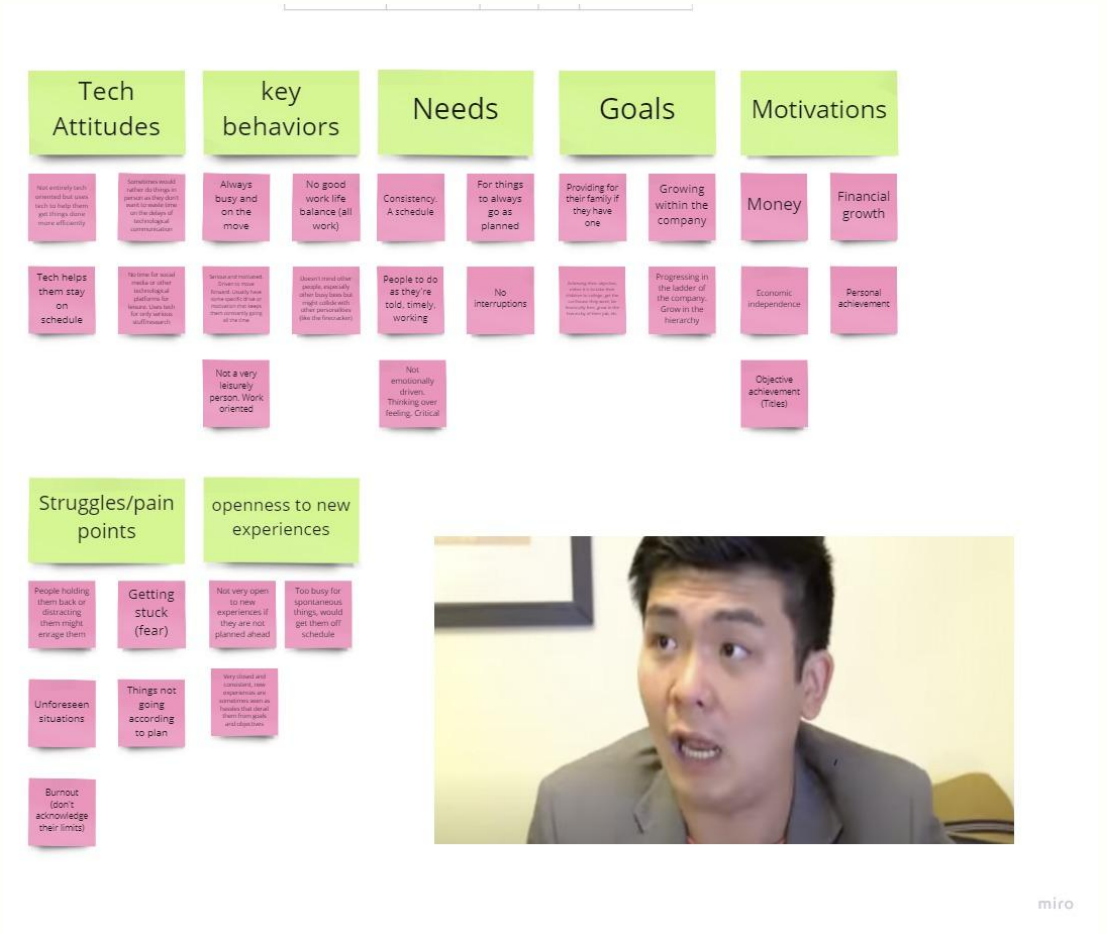
The personas we decided to do were:

- The influencer
- Coffee bean
- Wallflower
- Outlander
- Sergeant major

Persona - Yoga Influencer



Persona - Coffee Bean



Persona - Wallflower

Tech Attitudes

- would prefer books over scrolling through social media
- would rather talk or text over the phone than meet in person
- Consume social media but is not active in it

key behaviors

- Likes to keep to themselves
- doesnt engage too much in team projects but gets everything assigned to them done well.
- good work and personal life balance
- good at personal time management and is organized
- Highly observant and like to stay away from conflict

Needs

- be able to have personal time
- be able to follow their routine
- Not having to engage with peers for every action
- flexibility of workplace options

Goals

- Being able to provide for and maintain themselves and thus work sufficient enough to not loose their job
- Stay at a workplace only if its schedule aligns with their personal routine
- Not having to collaborate with many people and often
- an environment where they can work by themselves
- get job done with minimum attention

Motivations

- Self care / personal time
- Economic independence
- being Able to finish their job and have time for themselves
- being able to find a close knit group of trustworthy friends

Struggles/ painpoints

- Looks for guidance or instructions from others
- doesnt work well in leadership roles
- hard time managing in a team and showing up
- might hate group events or struggles spending time with coworkers outside work
- hard time speaking up or presenting ones ideas
- hard time making small talk

openness to new experiences

- Not always open to new things and experiences
- Having new unknown experiences involving many new people makes them anxious and so they try to avoid it
- open to trying new things by themselves but aligns with their interests

Persona - Outlander

Tech Attitudes

- No strong feelings towards technology
- Risk taking within the tech world
- Doesn't care much about how others view his digital persona
- Reddit
- Might possibly be very active in social media

key behaviors

- Not scared or intimidated by the hierarchy
- Not scared of expressing their opinion
- Likely to stand up for themselves and others
- Trend breaker
- Set on what he wants and likes
- Not shy or embarrased

Needs

- Acknowledgement
- Viewers to acknowledge his bravery and risk taking
- Possibly accomplices
- Freedom
- Understanding

Goals

- Being admired
- Standing up for injussice / staying true to themselves
- Improving lifestyle/work life
- Becoming someone important
- Being able to do things their way

Motivations

- Admiration
- Justice
- Adrenaline
- Thrill

Struggles/ painpoints

- Might bring upon problems for the people that surround him for his problematic actions
- Strong feelings towards something might lead to unpopular actions
- Rules are sometimes there for a reason and them breaking them without consideration for others might be annoying for some
- Can be a hassle working in a team as they might not follow team rules
- Might not connect well with some people which prefers to go by the rules and keep themselves low profile (such as the wallflower)
- Depending on their sense of morality, their actions might lead to problems for their coworkers
- Their sense of bravery / leadership / institutions without consideration for hierarchy might be seen as disrespectful

openness to new experiences

- Always open to new experiences, but in their own way, not by the rules
- Might break trending new experiences if they do not agree with them
- Enjoys new experiences their own way, sometimes even through cheating
- Enjoys new experiences their own way, sometimes even through cheating

Persona - Sergeant Major

Tech Attitudes

- likes tech that makes their life easier and faster
- into new technologies (wants to learn them to be ahead)
- not active on social media or even own it. Only professional social medias
- Cares about work reputation and seeming dominant within his professional reputation

key behaviors

- highly motivated
- very goal oriented and organized
- has a strict schedule and likes to be on track
- good work life balance but work usually takes up all of their time
- doesnt like wasting time in unecessary, useless things
- is critical and always striving for perfection

Needs

- Control
- getting work done, fast at minimal cost
- Obedience
- Dominance
- Superiority

Goals

- Top rank of company
- a name title
- to be able to work over many people
- Have control over what they do and be able to tell people what to do

Motivations

- money
- Having materialistics possesions to flaunt
- Achieving superiority and dominance

Struggles/ painpoints

- like to follow only his own ideas and decisions
- can too overpowering
- can work in a team but only as the role of a leader
- being at a higher position than others hasnt been able to connect/ bond with coworkers
- doesnt listen/ apropiate feedback/criticism
- doesnt understand other peoples needs/ goals and to doesnt consider important

openness to new experiences

- might be open to new experiences only if has any advantages or only if there is something in it for him
- usually is critical of new things

miro

Persona Profiles

After making the personas, we made more specific profiles for 3 individuals:

- A yoga influencer called Chantelle
- A coffee bean called Stephen
- A wallflower called Ananya

This allowed us to dive deeper into the personalities of each persona and set ourselves up for possible interaction scenarios between these individuals and Recess

Chantelle Profile - The Yoga Influencer

Yoga Influencer

"I know what would be good for us! Spa day on the compan budget!!"

Chantelle

Age: 32
Occupation: HR Coordinator
Status: Married
Location: Santa Anna California
Archetype: Yoga Influencer

Bio

Mom of three, Wife of One

Her children are her life, whether at work at home. Professional Mother duck and President of the Company's Engagement Club, Chantelle loves bringing the energy and for her, a day well spent, means smiles well kept.

#gymlife #workparty #Mondayfunday #gamefacespeople

Needs

An Audience or a crowd around her.

Sponteneity and a switch in routine every once in a while.

Good, happy work environment around her

Personality

- Passionate
- Playful
- Energetic
- People person
- Competitive
- Creative
- Personable

Social Media Activity

Goals

Create an awesome work environment with great camaraderie

Uphold a good reputation for herself and the company

Win company awards and competitions.

Manage her team effectively and build lasting relations

Fraustrations

Party poopers

Unruly Employees

Workplace Violence

Missing Deadlines and schedules

Ananya Profile - The Wallflower

Wallflower "Can't talk right now, I gotta find my friend to show her this video of a cat playing the piano"

Chantelle

Age: 27
Occupation: Assistant Accountant
Status: Single
Location: Santa Anna California
Archetype: Wallflower

Bio

Single yet mom of one, her cat skittles
A huge Nicholar Soarks fan and also hosts weekly friday book club with her closest three best friends, which also usually includes only his books.
She has a strickt night routine whcih leads to jher going to bed by 10pm.

#gymlife #workparty #Mondayfunday #gamefacespeople

Needs

She wants to finish work on time in order to be able to go home immediately to her cat and have her personal time to follow her routine
She aims at not having to interact with many people apart from her one favourite coworker during lunch
She like to be appreciated and get validation for her efforts but only if it is shown or told to her personaly without an audience

Personality

Orgainsed | Passinate | Ana | Patient | Reliable

Social Media Activity

Goals

Be able to pay back her student loans
Her goal is to find a stable job that fits her needs and keep working at it for as long as possible
She comes to work with a goal to get her work done and not a goal to socialise.

Fraustrations

Never follows through with plans made with coworkers outside work
Can sometimes become unreachable and so is hard to get in touch with during work emergencies
Ends up relying on others during group projects
Can be frustrating to work with in a group project setting
Doest seem interested in the company many a times for she never interested in connected with the coworkers

Stephen Profile - The Coffee Bean

Coffee Bean

"I'm definitely getting that promotion, all of those early mornings, the boss has to have noticed me by now"

Stephen

Age: 29
Occupation: Resource Manager
Status: Married
Location: Santa Anna California
Archetype: Coffee Bean

Bio

Married young, wants children once financially stable.

Married at a young age of 26, Stephen and his partner really want children but they agreed to only do so once they were completely sure they could give them a good life. Because of this is motivated to work hard and get promoted enough to rise through the higherarchy of his job with almost no work to life balance. This takes a toll on both him and his partner but their objective is solid so they know they are doing it for a reason

Needs

Consistency, to be able to manage his labors.

To be given assignments by his higher ups to be able to do them and show results.

To feel like they are growing within the company

Personality

- Driven
- Serious
- Hard working
- Competitive
- Timely
- Strong willed
- Rigid

Social Media Activity

Goals

Be able to grow financially by climbing the higherarchical ladder of the company

Provide for his present and future family

Being able to form a family without the worry of money

Frustrations

Over energetic people

Distractions in the workplace

Non collaborative coworkers

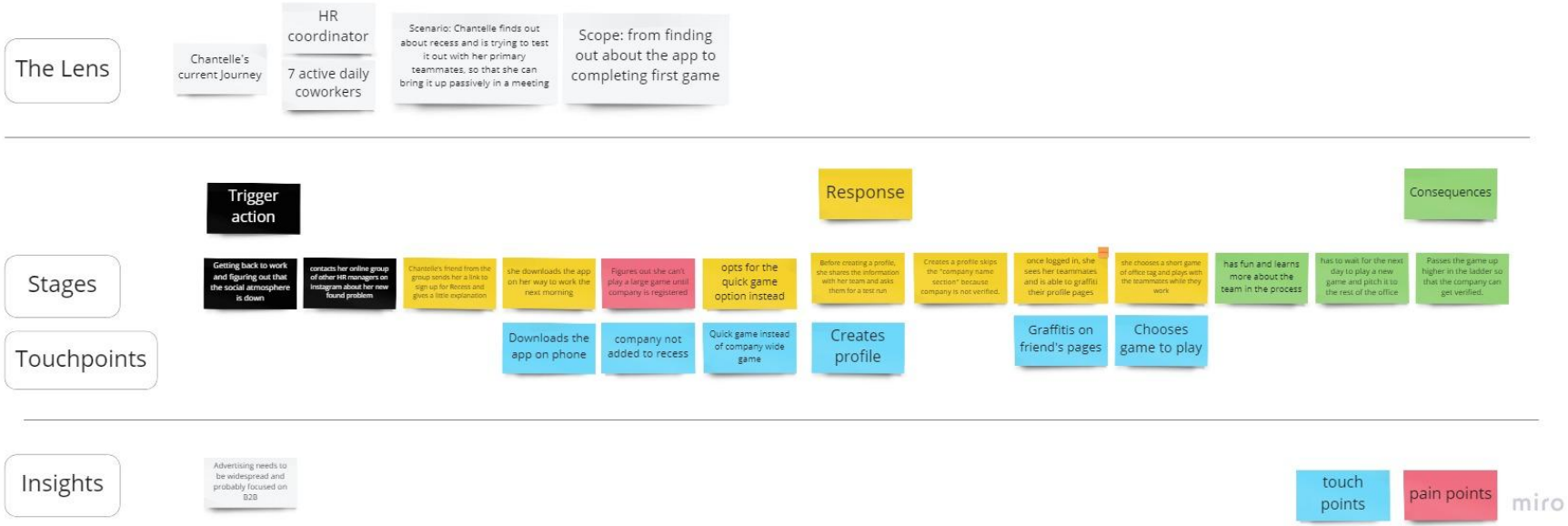
Unforseen situations

Persona Profile Timelines

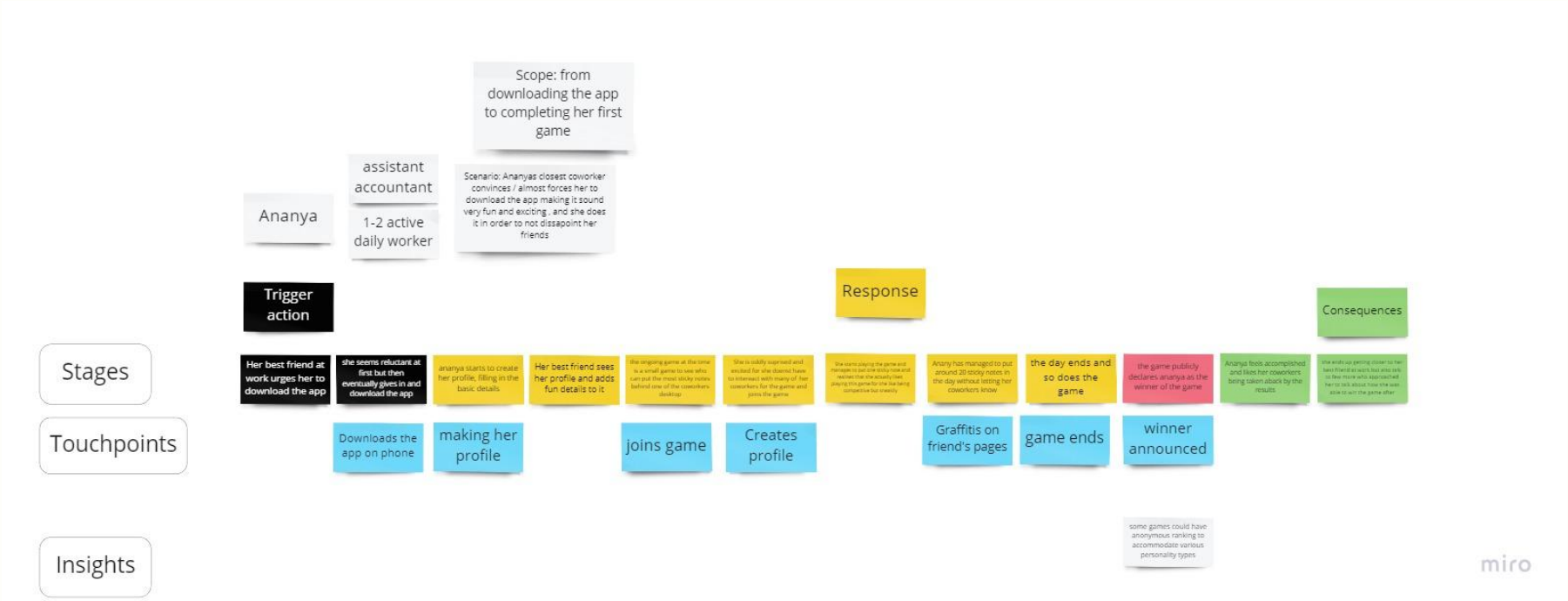
After making the profiles for the individuals representing the personas, we made a timeline showing how each of the individuals would end up interacting with Recess within the work environment

- Each timeline represented a different point of development within the app
  - Chantelle:
    - Scope: from finding out about the app to completing first game
    - Initial stages of the app, adopting it and implementing it in the workplace
  - Ananya:
    - Scope: from downloading the app to completing her first game
    - The app has been implemented but only a few people have begun to engage with it
  - Stephen
    - Scope: from downloading the app to actually enjoying it
    - The app is implemented in the company and it is widely used among the coworkers

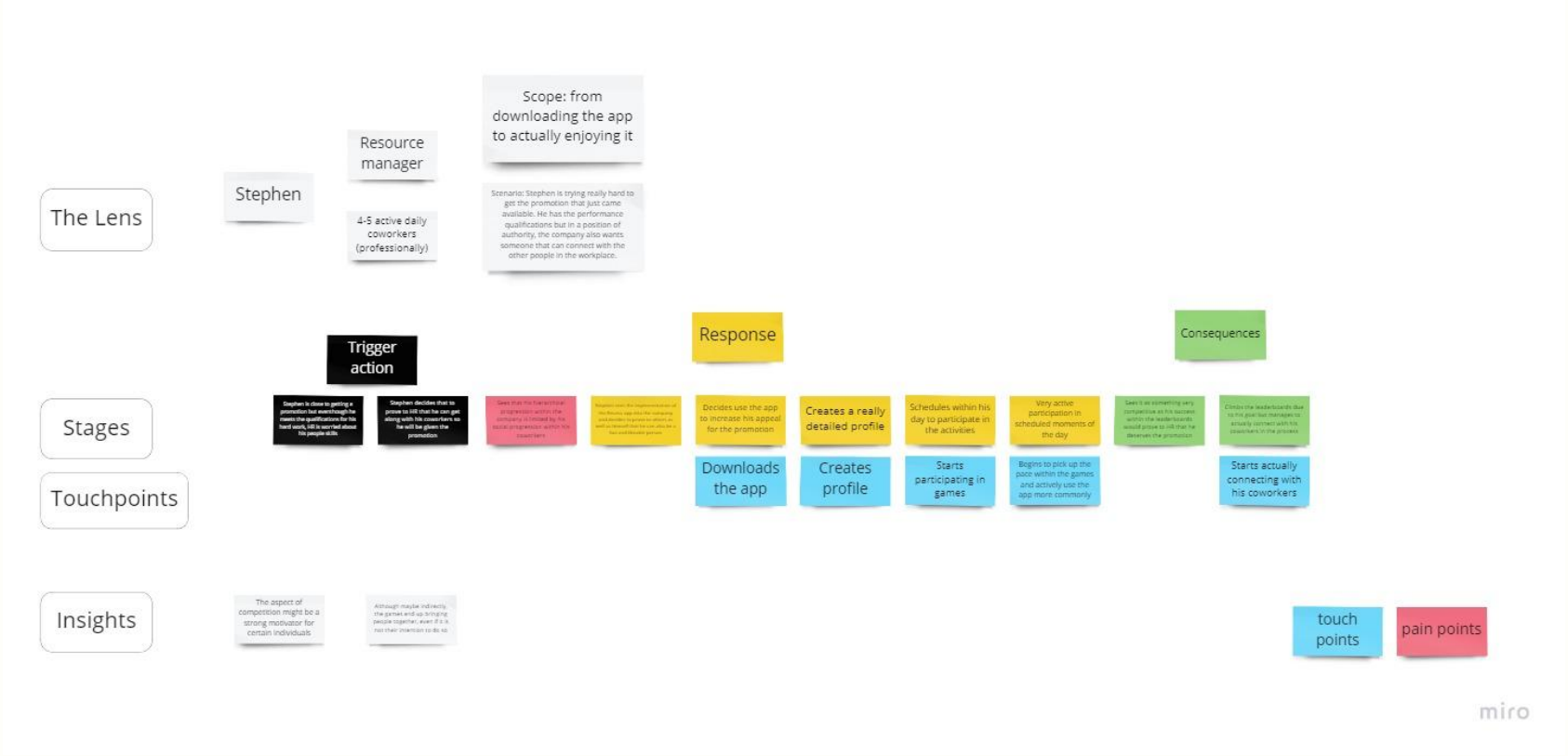
Persona Timeline - Chantelle



Persona Timeline - Ananya



Persona Timeline - Stephen



Further Research

After defining our personas and finding out problems and pain points that these individuals might have when interacting with the app, we went on to do more research on how we could solve these problems and test how big these problems are.

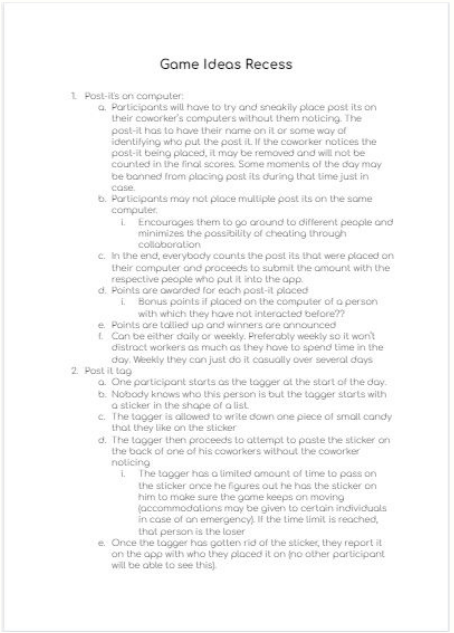
The problems we decided to address were:

- To what level would individuals interact with a game or challenge carried out in a environment where people are working
  - What types of games are appropriate for a workplace
- How would the profiles for the participants function and what type of visual representation would the individuals prefer

Games for a Workplace

As the games/challenges provided by Recess would be performed in a work environment, we had to consider that we could not disrupt the workflow of the people within that environment in a way that would lead to employees not working just because they are completing the challenges. The challenges would have to be implemented in a way in which they would flow passively or actively along with the workflow of the company

For this we did research on several team building games and came up with a list of several possible games which could be done in a work environment without disrupting the workflow



Game Ideas Recess

1. Post-its on computer:
   a. Participants will have to try and sneakily place post its on their coworker's computers without them noticing. The post-it has to have their name on it or some way of identifying who put the post it. If the coworker notices the post-it being placed, it may be removed and will not be counted in the final scores. Some moments of the day may be banned from placing post its during that time just in case.
   b. Participants may not place multiple post its on the same computer.
      i. Encourages them to go around to different people and minimizes the possibility of cheating through collaboration
   c. In the end, everybody counts the post its that were placed on their computer and proceeds to submit the amount with the respective people who put it into the app.
   d. Points are awarded for each post-it placed
      i. Bonus points if placed on the computer of a person with which they have not interacted before??
   e. Points are tallied up and winners are announced
   f. Can be either daily or weekly. Preferably weekly so it won't distract workers as much as they have to spend time in the day. Weekly they can just do it casually over several days
2. Post it tag
   a. One participant starts as the tagger at the start of the day.
   b. Nobody knows who this person is but the tagger starts with a sticker in the shape of a list.
   c. The tagger is allowed to write down one piece of small candy that they like on the sticker
   d. The tagger then proceeds to attempt to paste the sticker on the back of one of his coworkers without the coworker noticing
      i. The tagger has a limited amount of time to pass on the sticker once he figures out he has the sticker on him to make sure the game keeps on moving (accommodations may be given to certain individuals in case of an emergency). If the time limit is reached, that person is the loser
   e. Once the tagger has gotten rid of the sticker, they report it on the app with who they placed it on (no other participant will be able to see this).

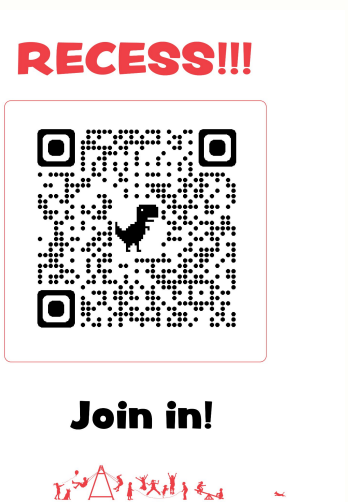
https://docs.google.com/document/d/1EqYv32kUr4-HJPwdcJVc-slip1BqZFIG7JvuTUKSqow/edit?usp=sharing

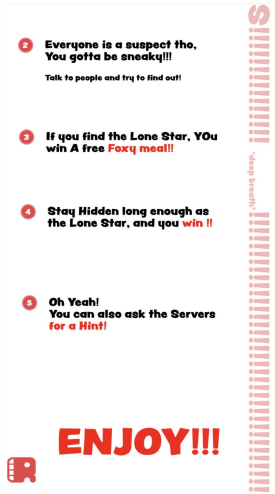
User Testing 1 - Foxy Loxy

- To test out the first of our problems, “To what level would individuals interact with a game or challenge carried out in a environment where people are working?”, we decided to go to Foxy Loxy, o coffee shop where people and in a most part students gather in the afternoons to work and have coffee
- At Foxy Loxy, we decided to set up a challenge which would involve the customers walking into Foxy loxy and with the help of the staff from Foxy Loxy, get them engaged into the challenge
- We decided to implement one of the challenges from the list of challenges in a simplified version which would be called “Lone wolf”
    - Inspired on the popular game “Among us”, there would be a person assigned to be the Lone Wolf
    - This person would be a customer who walked into Foxy Loxy and seemed interested in Recess
    - The Lone Wolf would be assigned by one of the staff of Foxy Loxy secretly
    - The other customers would have to try and figure out who the Lone Wolf is by asking the staff for a hint and asking the other customers until they found the right one
    - Whoever found the lone star would get a reward in the form of a meal from Foxy Loxy

User Testing 1 Assets

For this experiment, we printed out two posters which were placed at the entrance of Foxy Loxy, where everyone lines up to order, and in the hallway. Additionally there were also two QR codes which people could scan to learn the rules of the game and were placed next to the cash register where people would walk up to make their orders and in a table where people go to to get additions to their orders such as sugar, straws, lids, etc.





User Testing 1 Results

After we completed the experimental challenge at Foxy Loxy, there were several factors which led it to be a failure such as:

- People were interested but were not pushed to play
- Try a smaller location
- Too many people in the test area (made it more difficult to encourage interaction)
- Initial instructions are not clear
- Employees were overwhelmed by the amount of customers in store
- Pitch as a B2B idea
- Customers said the idea was awesome and they would love it in their workspace
- People are hesitant to participate in the game if they do not fully understand

User Testing 2 - Jen Library

After completing the first user test we decided that Foxy Loxy was too busy and therefore giving some sort of responsibility to the Foxy Loxy staff, although they were very willing to help, they were too busy to be able to engage properly. Additionally, there was too many people so it demotivated people from trying to find a single person among so many as it seemed sort of impossible.

Because of this, we decided to do our second user test in a smaller more calm environment where we would be the ones in charge of engaging with the audience such as Jen Library, a library where SCAD students would go to work and study. We did this by:

- Having two people in the entrance who would approach students entering the library
- One of the people would pose as a participant in the game and approach people sitting around the library to interact with them and get them engaged in the game too

Some other minor changes that we did to the experiment was:

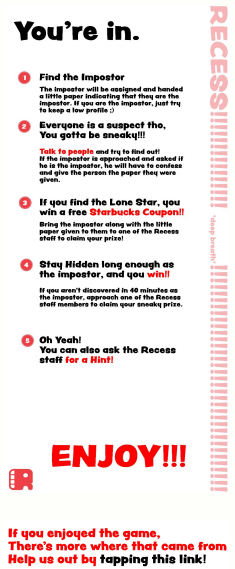
- We set the poster along with the QR code on a table in the entrance where the two would be getting people to participate as well as giving them a profile template for them to make a small quick profile which would symbolize their participation
- We changed the game from the “Lone Star” to the “Impostor” to make it more easily recognizable to the audience as it is similar to Among Us, a game most people within the age group recognize
- We had several impostors at the same time so people felt like finding one was more of a possibility
- We had more tangible prizes for the winners shown in the front table in the form of 4 starbucks coupons

User Testing 2 - Profiles

As people walked in and participated, they made a quick profile:

User Testing 2 Assets

Additionally, given the feedback from the first user test, we noticed that the web page which the QR code led to was not descriptive enough and it confused people a little bit as they were not told exactly what they had to do for the game. Because of this, we changed it for:


You're in.
1 Find the Impostor
The impostor will be assigned and handed a little paper indicating that they are the impostor. If you are the impostor, just try to keep a low profile ;)
2 Everyone is a suspect tho, You gotta be sneaky!!!
Talk to people and try to find out! If the impostor is approached and asked if he is the impostor, he will have to confess and give the person the paper they were given.
3 If you find the Lone Star, you win a free Starbucks Coupon!!
Bring the impostor along with the little paper given to them to one of the Recess staff to claim your prize!
4 Stay Hidden long enough as the impostor, and you win!
If you aren't discovered in 40 minutes as the impostor, approach one of the Recess staff members to claim your sneaky prize.
5 Oh Yeah!
You can also ask the Recess staff for a Hint!
ENJOY!!!
RECESS!!!

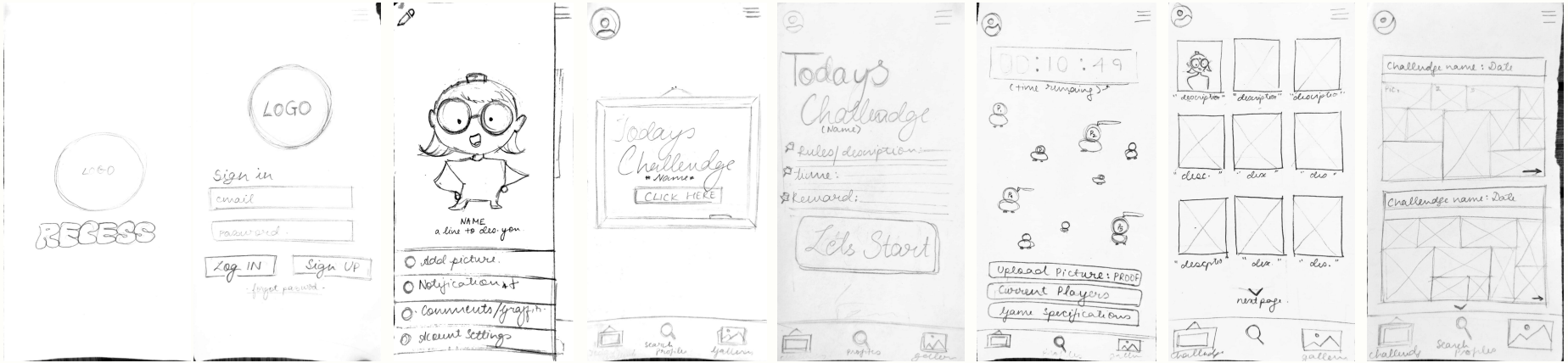
User Testing 2 - Results

The test at jen library was more of a success and we concluded that:

- Some people were really excited and engaged as well as others evaded conversation to learn about and join recess
- People were excited when they joined and wanted to participate
- Once they had joined, although they seemed excited to participate and take action, they had difficulties doing so
- Sign up profile was cool and the fun facts as well as the drawings were sometimes very representing of the people (effort and sarcastic or funny fun facts)
- People sometimes evaded talking about recess at the front desk just to evade conversation. Once told about recess later, they seemed willing to join but were to lazy to go back to the front desk to do so
- Tension around the library was high as it was completely silent so talking seemed difficult as you would be the ONLY person talking
- A lot of people were using headphones so they seemed very unapproachable
- Impostors seemed very excited to be the impostor
- More women than men wanted to play
- 4 people took the time to draw out their profiles
- "This would be a good game for people with anxiety to get out of their comfort zone
- 6 people came back to ask for hints
- "I didn't go up to the people who were wearing headphones, I didn't want to disturb them". A library was a difficult place for interaction
- "I wouldn't do it If SCAD told me to, I would if it was a student thing tho, or a work thing. Workers like to uplift each other". It is better to implement it through the employees more than through the company
- 10 were busy (3 had class) 2 completely ignore. Most actually engaged
- "This really helped me get out of my comfort zone". Good way to get people to socialize
- Majority of the ppl wanted to play and were visibly excited

Lofi Wireframe UI

After having the function of the app sort of decided and knowing what elements need to be included, we developed a lofi representation of sort of how the UI of Recess would look like in order to be able to test it on different users and receive feedback on things they found were effective or difficult to understand



Lofi Wireframe User Testing 1

After the lo fi wireframes were done, while we did the user tests, we went around to ask several people what they thought about the flow of the app

Test 1

- Approve or disapprove pictures for gallery for each individual
- All of the company
- Interest in the gallery (see if the games are cool)
- Among us immediately draws attention (recognizable fun things)
- Personal timer or event timer? (specify event timer)
- Liked the get to know feature (connecting people who haven't connected through games)
- Asked about communicating with people within the app (not a bad idea as not everyone within a company is in the same social media or connected in social media) (collaboration in games made easier)

Test 2

- Gane specifications to another page
- Current players needs another screen
- Games you played or past games
- Coupons as prizes
- Need to understand that the game is in person
- What to do after the screen of the game
- The Lets play, not easy to understand, need more clear instructions on the play screen
- Confusion as to what exactly is happening

Test 3

- First time login and click explanation walkthrough (like a guide)
- Option to join game missing (they could want to see people playing and stuff before joining) an Unjoin button???
- No point of the people screen
- Encourage people to play by telling them what to do
- Little names over the avatars
- Telling people what to do on the let's start screen
- Round the corners of the profiles yearbook page
- Maybe: background a playground for the let's play button and the miis walking around the playground
- Clothes for the avatars

Lofi Wireframe Improvements

After receiving feedback for the first wireframes, we did some improvements:

Lofi Wireframe User Testing 2

After improving the wireframes based on the previous user feedback, we went back to asking users what they think:

Test 4

- App walkthroughs include images along with the text maybe even moving images and moving icons to engage the viewer and help them absorb some of the information even if they do not want to read all of the text
- Likes drawing but still preferred doing the avatar with customizable traits instead of drawing their avatar
- Home screen icon in the bottom seems a little confusing at first as it seems half like a house but not really, so it seems sort of like a home icon but not really. Make it seem more like a chalkboard (Ani: maybe a squiggle or something and smaller the thing to hang the board so it doesn't seem like a roof

Test 5

- Include a title for the gallery like past challenge gallery to make it clearer. With no title it seems a little weird just the images
- Explanation definitely helped with understanding what the app is about but has to be more direct / clear / explicit on what the app is
- Preferred doing the avatar thing instead of the drawing
- 3 2 1 was cool as she felt engaged in like a minigame like Mario kart
- Include home page and icons in the profile screen to be able to get out of the profile screen more easily

Test 6

- The information area of app is too wordy, would skip in an app setting, it is informative but realistically will skip through,
- Would prefer choosing avatar, mainly because doesn't want to waste a lot of time.

Test 7

- Easy to comprehend,
- Can understand what the app is about through the writing but again realistically in an app setting would definitely skip through
- So maybe a video or visual pictures along with type will be better to understand and in a way reduce chances to skip.
- Would prefer choosing through avatar because not very good at drawing, hard to draw on screen, fun to choose avatar and also is easier, can choose many various variations.

Test 8

- "I feel like I had a pretty good understanding of the thing"
- "Yeah, I felt like compelled to click through it and learn about it. And it felt informative. I've been doing these things on like I'm like cryptocurrency. Like walk me through it and like steps like that, like little slides and it felt like those"
- "I'm feeling good about it. It's I like how it's like cleaned off and like pretty minimalist."
- "I probably prefer to draw mine actually."
- "I think that's a pretty unique offering. And that's like, kind of fun because I feel like when I have to make avatars normally I'm like, I don't really like how they look"

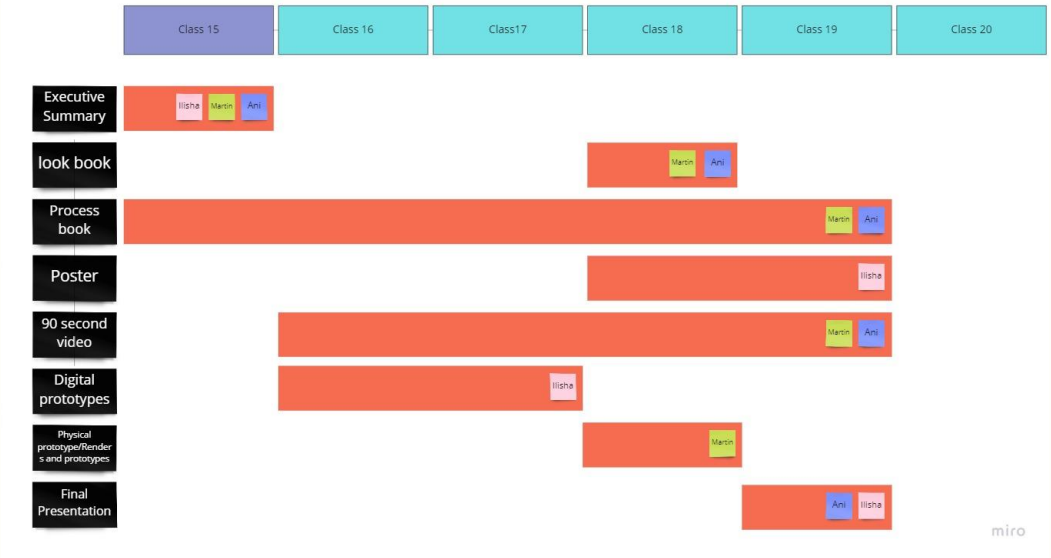
Lofi Wireframe Conclusion

Once we gathered enough data and feedback to know what the users wanted and expected from the Recess app, we compiled all the data and found points of improvement. From these we decided to:

- Have an avatar
- Give a video/image based introduction
- Icons have to be more memorable
- 123, countdown, definitely keep
- No message board, but have small message bubbles pop up next to avatar in game section
- Simplify game process
- Instructions should be clear, concise, and maybe interactive

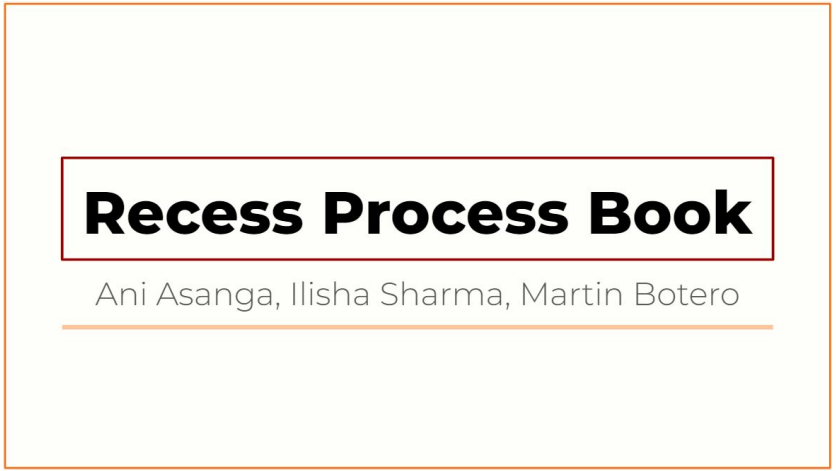
Setting Objectives

Once we had our idea mostly set and we had a vision for our UI, we then made a timeline for the things we needed to do and how we would split them up among team members:



Process Book

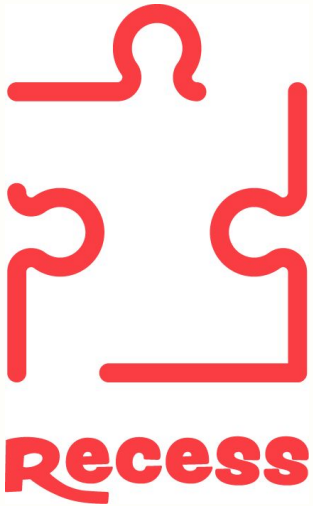
To thoroughly and accurately show the whole process of the development of the idea from start to finish, we made a process book (which is what you are reading right now) which would show in depth every aspect, complication and the complete development from start to finish of the app



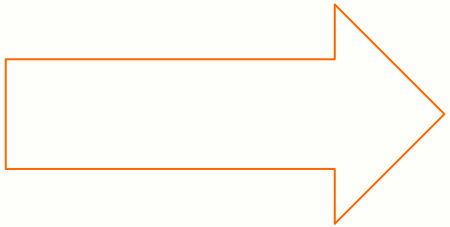
https://docs.google.com/presentation/d/1zR4MeWvzHMozQjqkxGE3XRtPqREtUaZzQCQulOMifEA/edit?usp=sharing

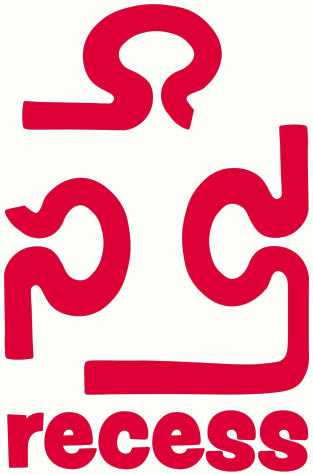
Redesigning the Logo

Based on feedback from users , our logo could be improved so we went ahead to redesign it



Initial idea





Final Logo

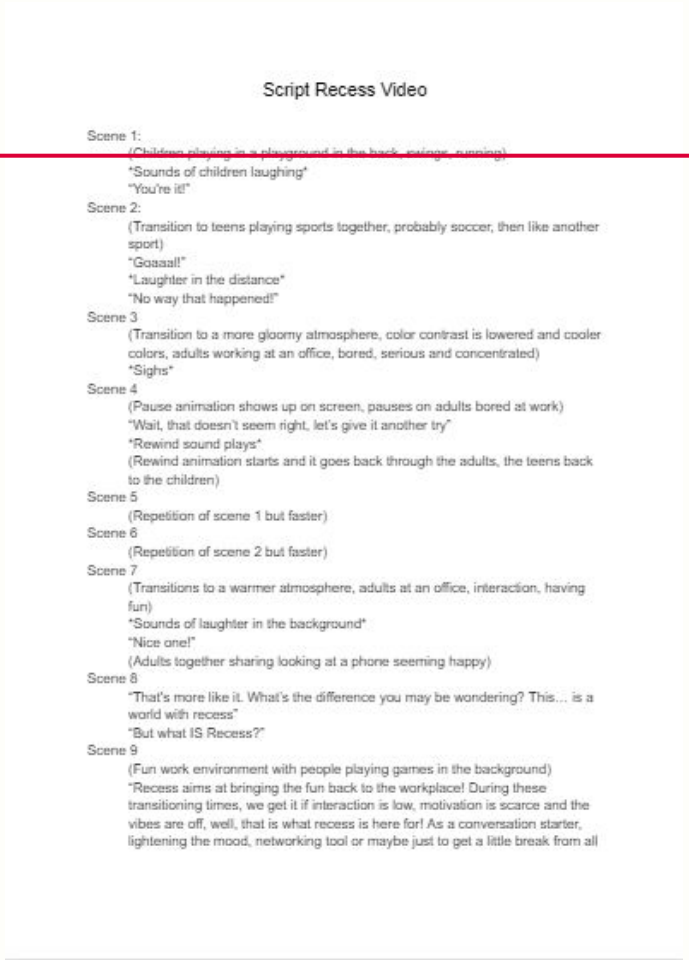
Promotional Video

To visually promote Recess, we made a video showing the vision and benefits of Recess

We first made a script to it:

- https://docs.google.com/document/d/14R67g57BbOmmnPhSDDUWVmy9PNlDHOyrCl0lIH3Pjs/edit?usp=sharing

And then proceeded to build the video from this script

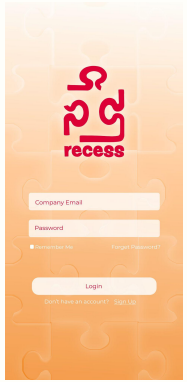


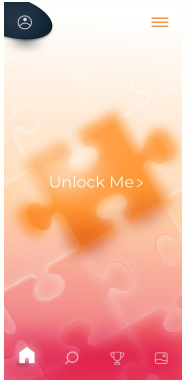
Script Recess Video

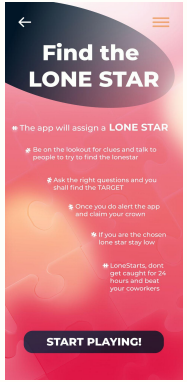
Scene 1:
(Children playing in a playground in the back, swings, running)
Sounds of children laughing
"You're it!"
Scene 2:
(Transition to teens playing sports together, probably soccer, then like another sport)
"Goaaal!"
Laughter in the distance
"No way that happened!"
Scene 3
(Transition to a more gloomy atmosphere, color contrast is lowered and cooler colors, adults working at an office, bored, serious and concentrated)
Sighs
Scene 4
(Pause animation shows up on screen, pauses on adults bored at work)
"Wait, that doesn't seem right, let's give it another try"
Rewind sound plays
(Rewind animation starts and it goes back through the adults, the teens back to the children)
Scene 5
(Repetition of scene 1 but faster)
Scene 6
(Repetition of scene 2 but faster)
Scene 7
(Transitions to a warmer atmosphere, adults at an office, interaction, having fun)
Sounds of laughter in the background
"Nice one!"
(Adults together sharing looking at a phone seeming happy)
Scene 8
"That's more like it. What's the difference you may be wondering? This... is a world with recess"
"But what IS Recess?"
Scene 9
(Fun work environment with people playing games in the background)
"Recess aims at bringing the fun back to the workplace! During these transitioning times, we get it if interaction is low, motivation is scarce and the vibes are off, well, that is what recess is here for! As a conversation starter, lightening the mood, networking tool or maybe just to get a little break from all

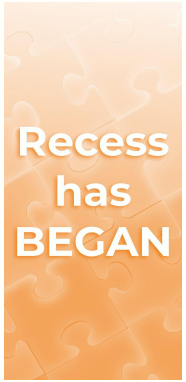
Promotional Video Final

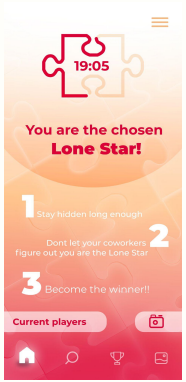
Digital Prototype

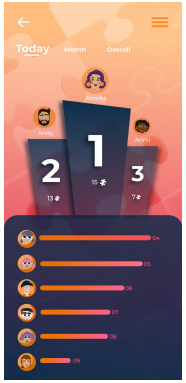








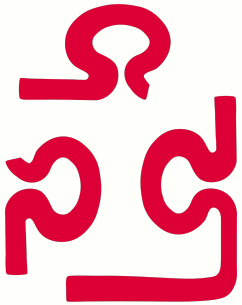




Poster

Recess
Find the LONE STAR
START PLAYING!
Unlock Me
Recess is an application developed for people returning to the workplace. It provieds an ice breaker, a challenge in common, a team exercise, or maybe just a fun moment shared with a coworker, all the while aiming to lighten the work atmosphere, bring interaction back, and take networking to the next level.
"It's about trusting coworkers, but nowthe vibe has changed"
"It's mostly the culture at work that's changed and that's why I might not necessarily feel the same way about my job."
"You have dominant people and then you have more analytical people who are quieter like that. So it'd be nice to do a little more team building to build that connection and have a space where it's, you're not just talking about work."
Solution:
Recess offers individuals, through a series of games and challenges tailored to the workplace environment, a common ground for interaction with coworkers. This includes daily, weekly and even monthly challenges which focuses on interaction, collaboration and fun to succeed and earn rewards.
Find the LONE STAR
START PLAYING!
You are the chosen Lone Star!
Challenges tailored specifically for the work environment
Profiles where you can see participants of Recess, their avatars and interact with their profile as you connect with people
Gallery where you can reminisce on past challenges
Rewards earned in the form of points gained from the challenges which are then cashed into company specific prizes.

Lookbook

recess
Unlock Me
Find the LONE STAR
You are the chosen Lone Star!
Let the work flow
with the workflow

Thank You!