

# HOME NOOK

Rethinking the Remote Workspace

Olivia Larson - Senior Project | Iowa State University | Spring 2021

“ How might we introduce flexible work spaces into the home so that it is better equipped for remote work?



# Introduction

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Since the stay-at-home orders starting in March of 2020, there has been a monumental shift to work from home. In fact, **84% of workers report that they want to continue telecommuting** (at least part-time) even after the pandemic.

With today's advanced technology, companies have been able to largely support this shift while maintaining their operations, some of which, even extending the option to work remotely (at least part-time) post-pandemic.

As we begin to move from the emergency phase of reacting to COVID-19 to longer term planning, **it is worth understanding the employee's remote work environment as it relates to their comfort, performance and satisfaction.**

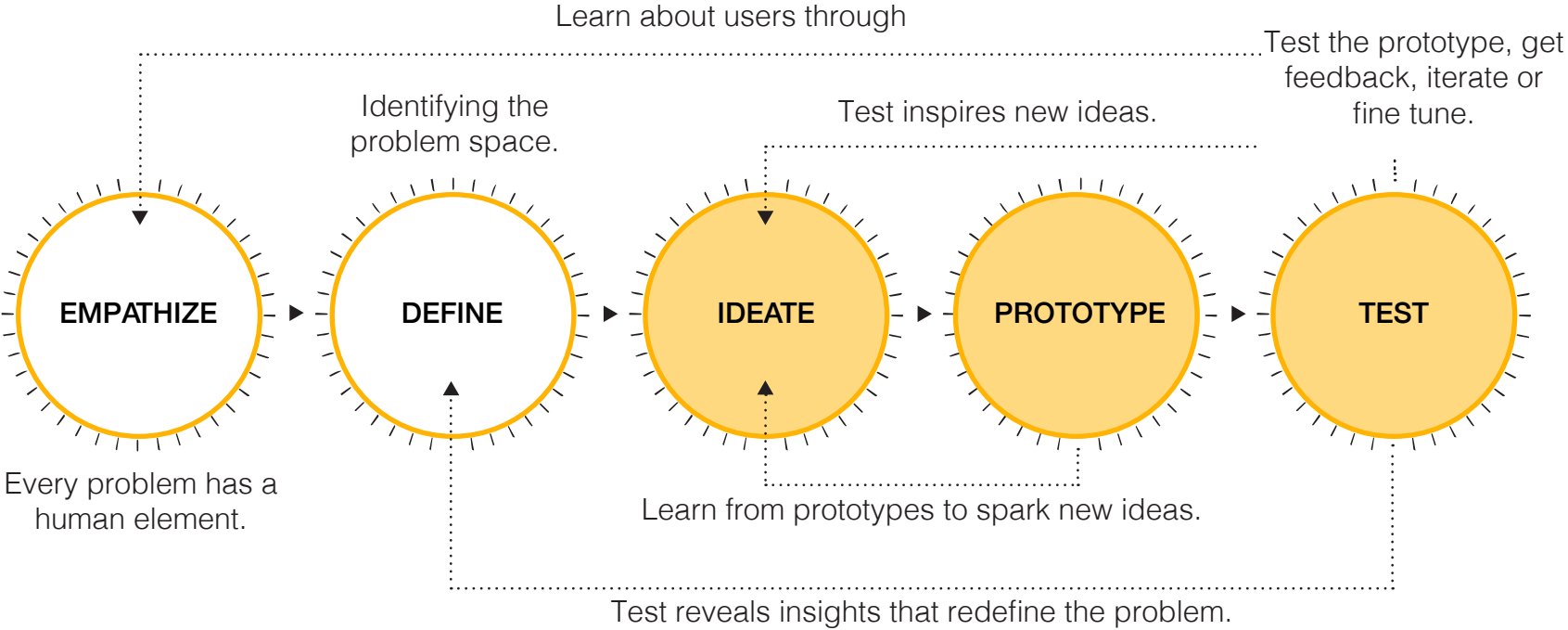
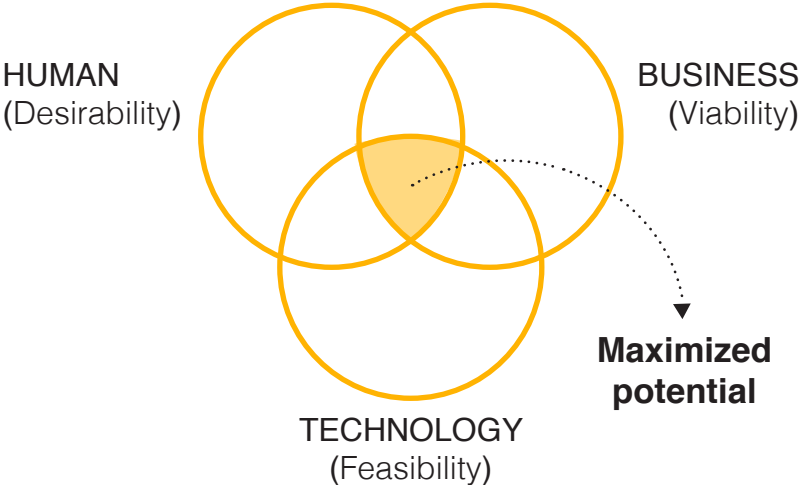
Researchers have learned that “spaces can be designed to produce specific performance outcomes—productivity in one space, say, and increased innovation in another, or both in the same space but at different times” (Workspaces that Move People, Harvard Business Review). This is why so many companies have aimed to redefine the workplace, recognizing that some of the most innovative ideas are not taking place in a cubicle. Think: standing desks, flexible workplaces, and in-office yoga studios.

However, there is **a significant gap between the progress being made within office walls and that of the at-home workplace.** I believe that the research, knowledge, and technology is there, but it has yet to be integrated into the home environment, and it must be affordable (and desirable) to the individual worker in order to succeed.

“ How might we introduce flexible work spaces into the home so that it is better equipped for remote work?

# Project Plan

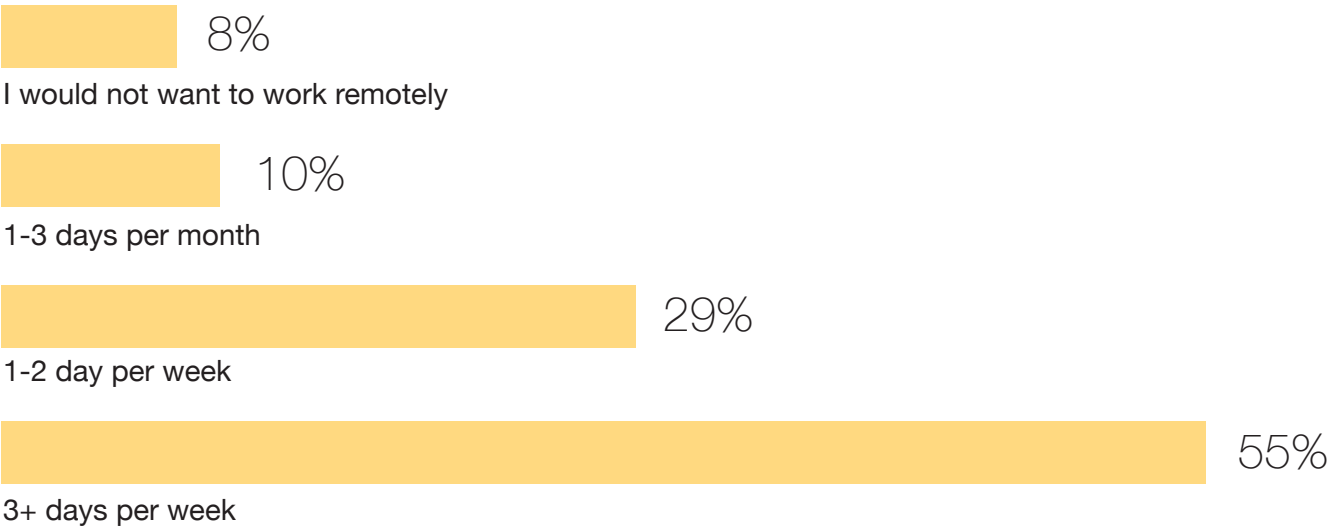
## & The Intersection of Innovation



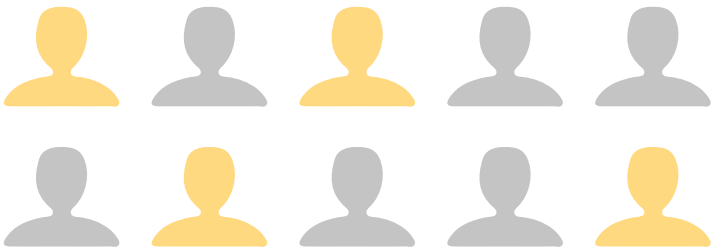
# Significance

Current Situation      Since the beginning of the COVID-19 pandemic, there was a monumental shift to work-from-home. Companies have been able to largely support this shift while maintaining their operations, some of which, extending the option to work remotely (at least part-time) even after the pandemic. **Statistics show that remote work is here to stay.**

## Over half of employees want to work remotely three or more days a week.



Q: If COVID-19 was not a concern, how often do you think a typical employee needs to be in the office, if at all, in order to maintain a distinctive culture for the company? | Totals do not add up to 100% due to rounding.  
Source: PwC US Remote Work Survey | January 12, 2021. Base: 133 US executives



**4 in 10 U.S. workers are now working remotely full-time.**

Source: Review42.com | February 4, 2021



# Mind Map Brainstorm

Exploring the problem space...



The opportunity **How might we introduce \*flexible work spaces into the home so that it is better equipped for remote work?**

\*Flexible work spaces, meaning different types of work environments

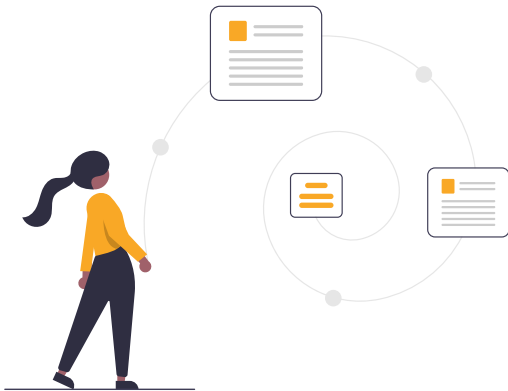
# Questions-Methods Table

Based on the three factors of integrated innovation....

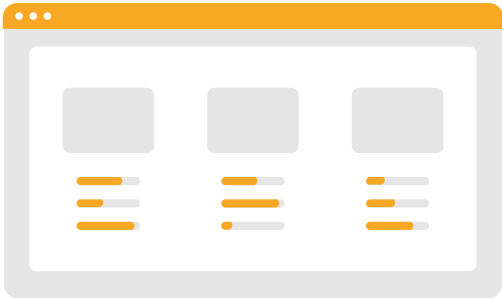
Innovation Factors	Research Questions	Research Methods	Expected Outcomes	Methods for Visualization
What is desirable to the Business?	Who are the main market competitors?	Web search, consumer reports	Product position	Product benchmarking
	What is the primary user demographic?		User Categories	Collect and visualize demographic information.
Users	What are some of the needs and desires of remote workers?	User interviews	Understanding needs, wants, desires... user personas	Personas, empathy map, journey map...
	What do the various environments look like?	User interviews + contextual images	Understanding environmental factors	
Technology	What is the core technology required for this topic?	Literature review, web search	Understanding of current technology used to make these products.	Technology benchmarking

# Secondary Research - Methods

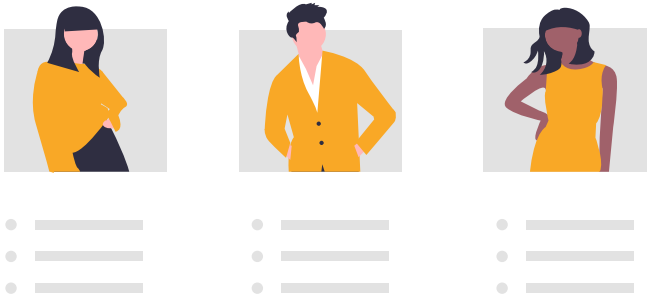
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LITERATURE REVIEW



PRODUCT BENCHMARKING



IDENTIFYING STAKEHOLDERS



## Literature Review - The Four Work Modes

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According to Gensler, there are four modes of activity that take place during work, remote or not.



### FOCUS

Individual work involving concentration and attention devoted to a particular task or project.



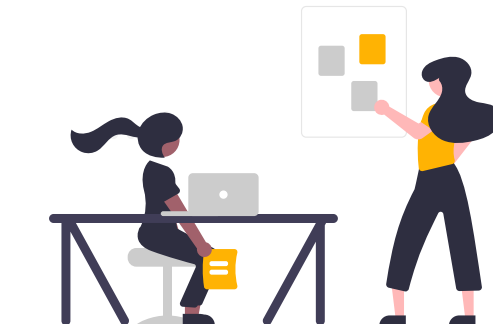
### LEARN

Acquiring knowledge of a subject or skill through education or experience.



### SOCIALIZE

Interactions that create trust, common bonds and values, collective identity, collegiality and productive relationships.



### COLLABORATE

Working with another person or group - in person, via technology or a combination of both - to achieve a goal.



## Literature Review - Steelcase Survey

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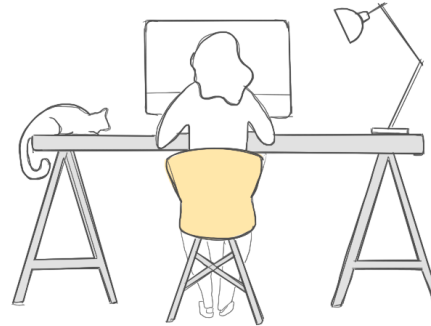
According to Steelcase, most workers do not have an ideal home setup.

**“The sudden nature of the pandemic forced people to make due with what they had — a dining table, the couch, even their bed.” - Kelly**



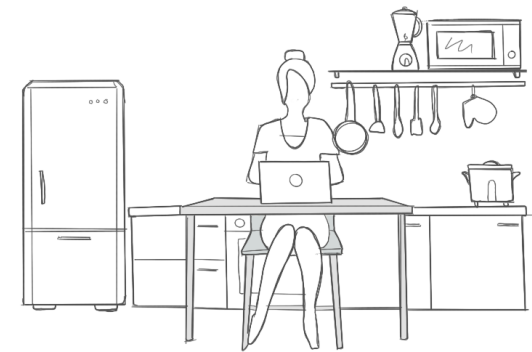
70%

Reported they would not describe their workspace as comfortable.



46%

Individual contributors who work primarily or almost always at a desk. People who live in smaller homes are even less likely to work at a desk.



84%

People who still need a suitable workspace at home



# Product Opportunity Gap Analysis

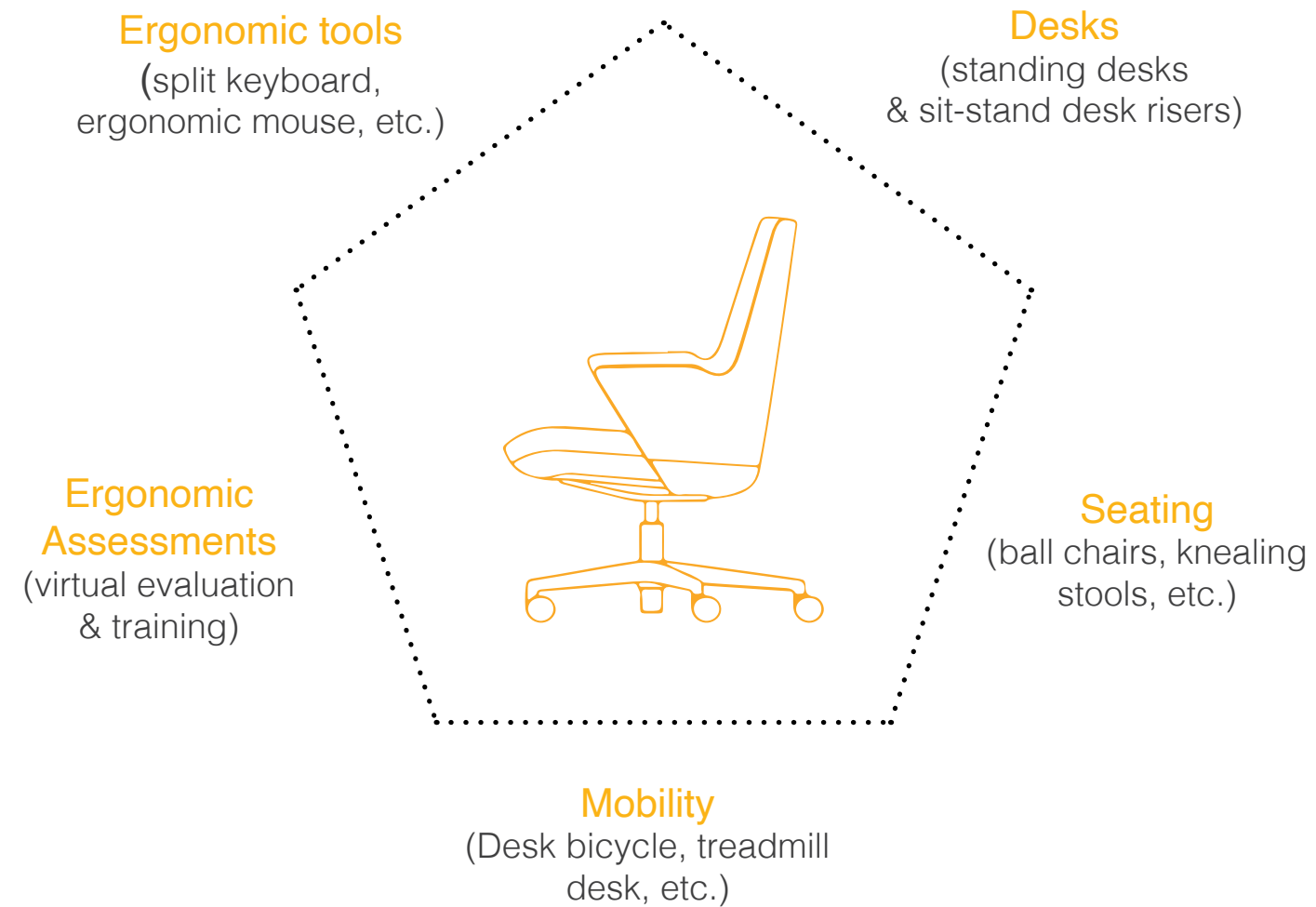
Analyzing products for the at-home workplace



## 5 Ergo Product Trends

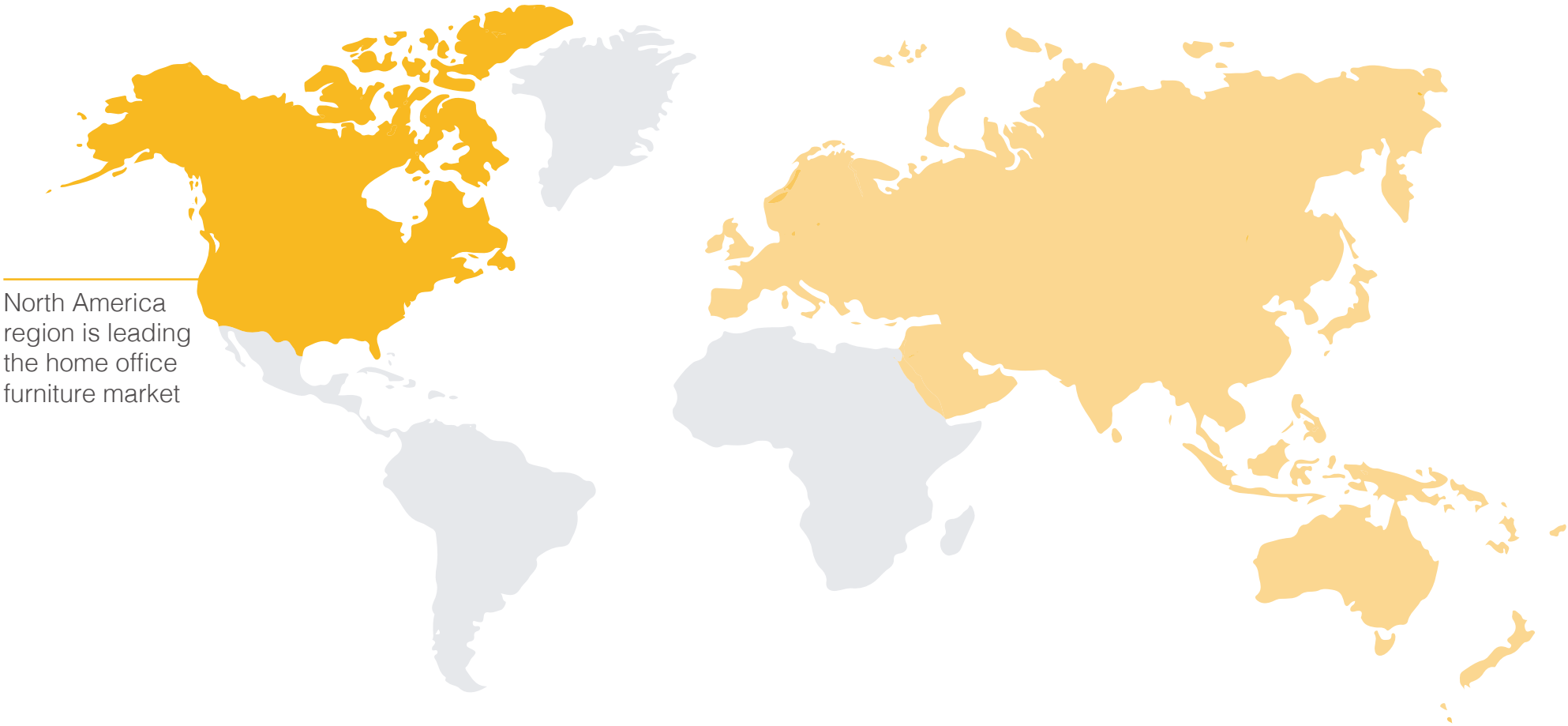
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### 2020-2021 Home Office Trends



# Home Office Furniture Market

“The demand for quality items that provide comfort, along with plenty of room to work, is high.”



## Major Players

- 1 Ashley Furniture
- 2 IKEA
- 3 Steelcase
- 4 Herman Miller
- 5 Sears

## Reginal Growth Rates (2020-2025)

- High
- Medium
- Low



**Research**  
| users

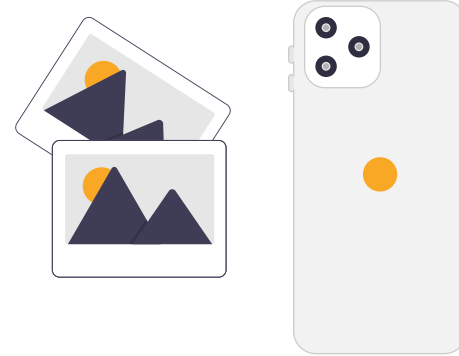


## Primary Research - Methods

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**ZOOM INTERVIEWS**



**CONTEXT PHOTOS**



**PARTICIPATORY CO-DESIGN**

# Recruitment and Interviews

Writing a protocol and navigating a virtual environment

Larson, Olivia G

Rethinking Remote Workspaces - Interview

🕒 1 hr

🗣️ Web conferencing details provided upon confirmation.

Hi! Please schedule a time that works for you from the dates below:

Monday, February 8  
Tuesday, February 9  
Wednesday, February 10  
Thursday, February 11  
Friday, February 11  
Saturday, February 11

If you have any questions or if these times do not work for you, please email [oglarson@iastate.edu](mailto:oglarson@iastate.edu).

Select a Date & Time

February 2021

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

🌐 Central Time - US & Canada (6:26pm) ▼

🔧 Troubleshoot

Rethinking the Home Workspace

Interview Plan - February 2021

In this protocol, the following conventions are used:

- Instructional text is presented in normal font.
- **Text to be read to the participant is presented in bold font.**
- *Data items to be marked / collected are presented in italics.*
- **Items the facilitator is to do while reading the protocol are highlighted.**

INTRODUCTIONS + OVERVIEW

Thank the participant for participating and set the context. Once everything is ready for the interview to begin, read the following introduction:

**Thank you for taking the time to participate in this user interview.** I am an industrial design senior working on a project which aims to introduce flexible working spaces to the at-home workplace. **Research says that 84% of us want to continue telecommuting at least part time even after the pandemic.** My goal with this research is to better understand your work environments (both prior to and during the pandemic) and identify design opportunities within the at-home workplace.

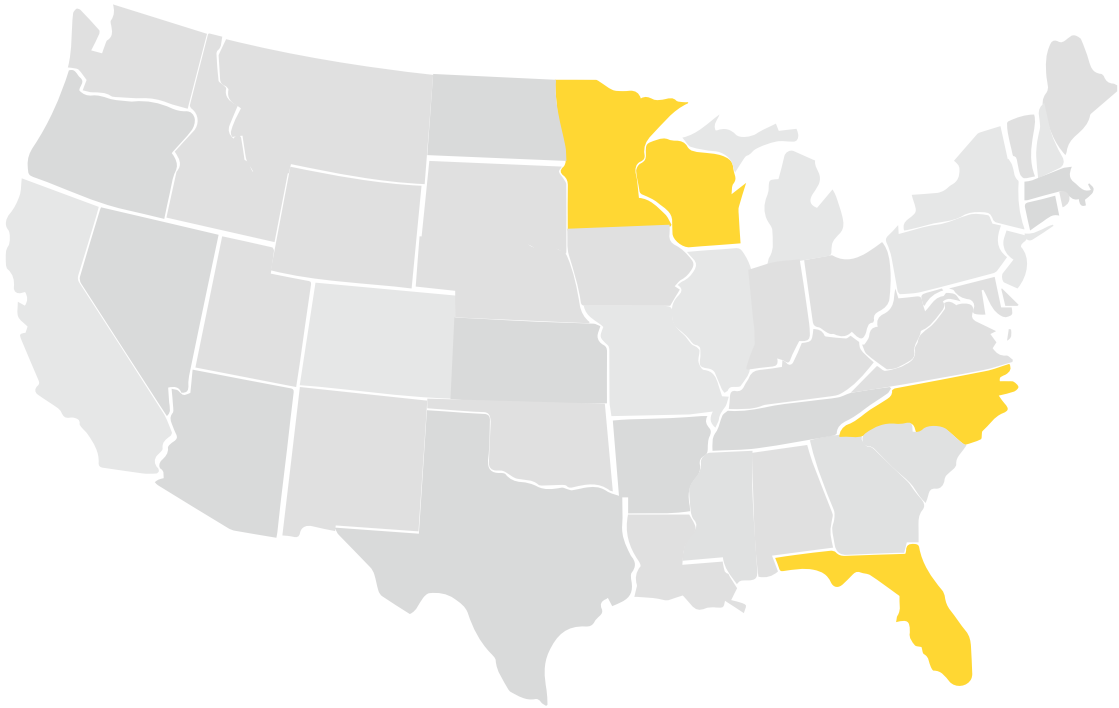
Today, I will ask you a series of questions in effort to better understand your remote and in-office work experiences. There are no right or wrong answers, I am just looking to gain insight into your life and learn how I might add value to the at-home work environment.

Tools Used:



calendly

# 7 Interviews



Minnesota, Wisconsin, Florida,  
North Carolina, & Paris, France

1 Teacher, 2 Designers, 1 Engineer, 1 IT Specialist, 1  
Business Person, 1 Medical Field Staff



**Amber**  
Special Education Teacher  
9 months remote experience  
River Falls, WI



**Linda**  
UX Designer  
7+ years remote experience  
Lake Mary, FL



**Ben**  
Portfolio Manager  
10 months remote experience  
St. Louis Park, MN



**Tyra**  
IT Operations Advisor  
4 years remote experience  
St. Louis Park, MN



**Audrey**  
UX Designer  
11 months remote experience  
Minneapolis, MN



**Michael**  
Training & Education Specialist  
4+ years remote experience  
Charlotte, North Carolina



**Sarah**  
Engineer Manager  
1 year remote experience  
Paris, France

## Contextual Inquiry

Participants were asked to share photos of their various working spaces prior to the interview. Then, we simply talked about them in effort to build empathy and better understand the needs of those I am designing for.



“

I wish I could have another space, a change in scenery... I used to love walking downstairs in the office to the other sitting spaces, especially by the windows... **That's what I miss the most is being able to change my scenery. I am on the same chair for 8 hours or more.** - Audrey



“

I sit on the couch with my bean bag lap desk to do my more relaxed work [checking on students and lesson planning]..I like the lap desk because I can move anywhere with it. But I don't feel like its big enough, and my mouse is constantly sliding off because it's not level. - Amber



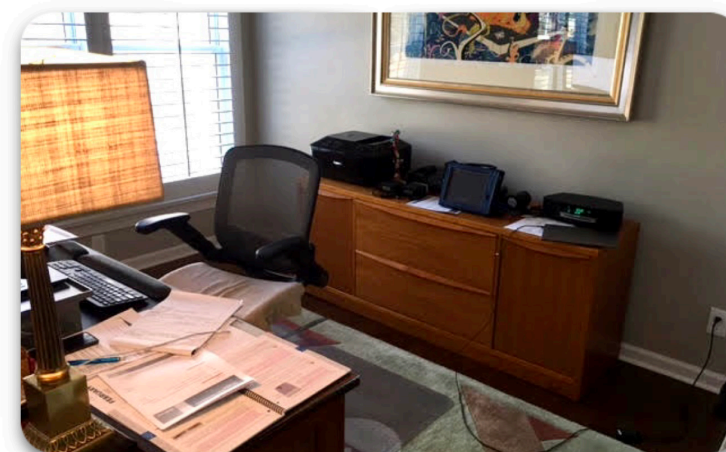
“

My husband I fight over the couch because it is the most comfortable, but, I wish there was more working space. -Sarah



“

This is my only workspace and I don't move anywhere else.. **I wish I could, I just don't have any other spaces where I can be productive.** -Tyra



“

**I used to go into work and see my name plate on my office door... now I have a make-shift office which used to be my dinning room. It's not a space that was carved out for me, now I have to carve it out myself...I wish someone could help me do that.** - Michael



## Personas

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Based on early reasearch and interviews, I created three personas for each user type.



**Audrey (24)**

UX Designer

Audrey has been working from home since the start of the pandemic and would like to continue doing so part-time. Audrey misses the variety that came with working in the office, and her apartment lacks work spaces.

“

**I just get so restless sitting at my same desk. I need a change in scenery.**



**Jeff (42)**

Training Specialist

Jeff has been working remotely part-time for 4+ years and appreciates feeling valued by his employer. Jeff knows he could have a better home-work-life but isn't sure how to do it.

“

**It's not a space that was carved out for me... I have to carve it out myself and I wish someone could help me do that.**



**Shannon (30)**

Engineering Manager

Shannon and her husband have been working from home since the start of the pandemic and desires to continue doing so part-time post-pandemic.

Shannon is interested in better accommodating this new normal for both herself and her employees.

“

**How can I support both my employees and myself in this new remote environment?**

# Building Empathy

Injecting a little bit of humanity into the process...

## WHAT DO THEY SEE?

- Work equipment
- Home mess
- Monitors & smart devices
- Impact of pandemic on life
- Desk, mouse, keyboard, etc.
- Water/coffee/tea
- Clutter everywhere
- Non-aesthetic office equip.

## WHAT DO THEY THINK AND FEEL?

- I wish I could have another space, and a change in scenery.
- How to make my space more ergonomic?
- Maybe I should get a standing desk or knealing chair.
- Restless sitting in the same place.
- Sometimes it is nice working from home.

## WHAT DO THEY HEAR?

- Kids screaming
- Dog barking
- Work chatter
- “Everyone is working from home”
- Emails & notifications
- “This will be over soon”

## WHAT DO THEY SAY AND DO?

- Sit in the same chair for 8+ hours a day
- If only I could put my work away and not have to see it...
- I want to be able to replicate the coffee shop feel in my home.. just another atmosphere to work.
- Difficulty finding things that are practical and aesthetic
- I like working from home, but it’s not perfect

### PAINS

Poor lighting. Limited working spaces. Budgetary constraints. Not knowing what I need. Not wanting an “office look.” Work clutter taking up space (physically & mentally).



### GAINS

Ability to put work away. An additional/flexible space. Some help with the at-home work setup. Better integration of home & work. A more comfortable at-home work environment.





## Understanding the Journey

## SCENARIO

Amber likes the freedom of working from home, but doesn't have a perfect setup to make it comfortable, practical and aesthetic.

## GOALS & EXPECTATIONS

To be productive and comfortable while working from home, with the ability to move around and get a change in scenery.

## WAKE / PREPARE

- Wake up
- Get coffee
- Check & respond to emails
- Plan day
- Finish getting ready for day

## FOCUS

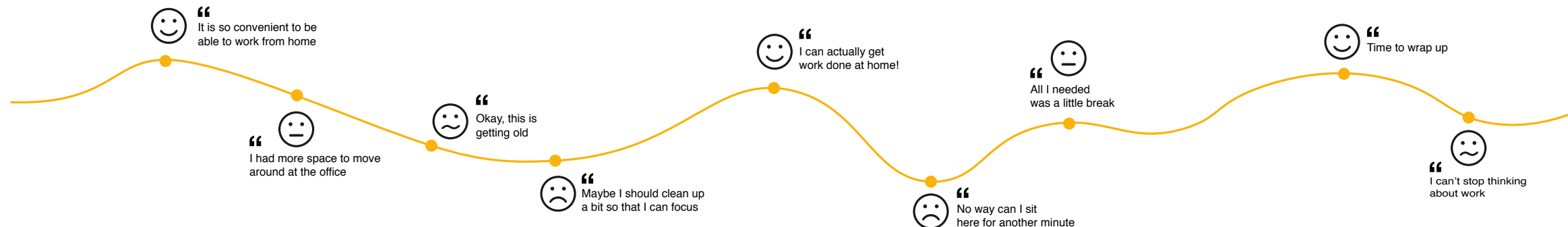
- Preliminary or routine meetings
- Sit at desk
- Check emails
- Ping team members
- Start on tasks

## ENGAGE

- Get into the zone
- Interact with work equipment
- Do project work
- Get up from desk to stretch

## WRAP UP

- Finish last minute to-do's
- Check emails
- Tidy up
- Decompress



### Provide additional work/flex space

**Help with organization or storage of work clutter**

## Add variety to daily work-life and routines

**Support physical work/life  
seperation within the home**

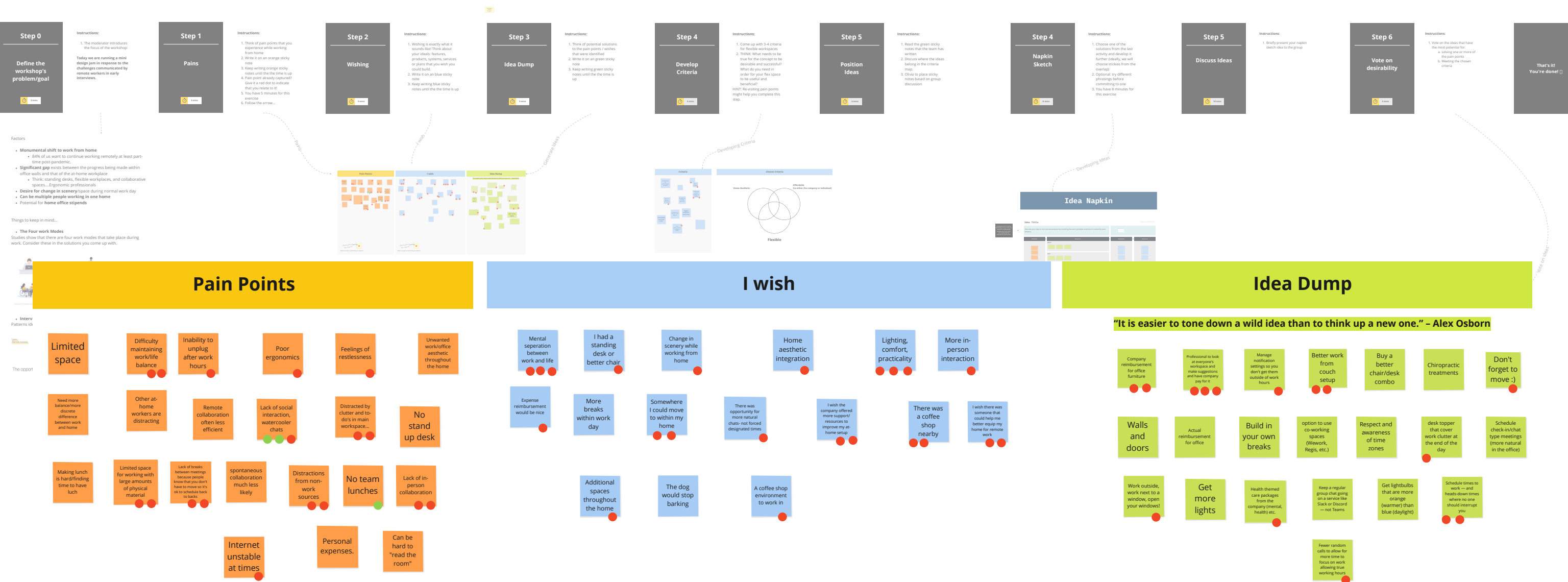
LENS

## EXPERIENCE

## INSIGHTS

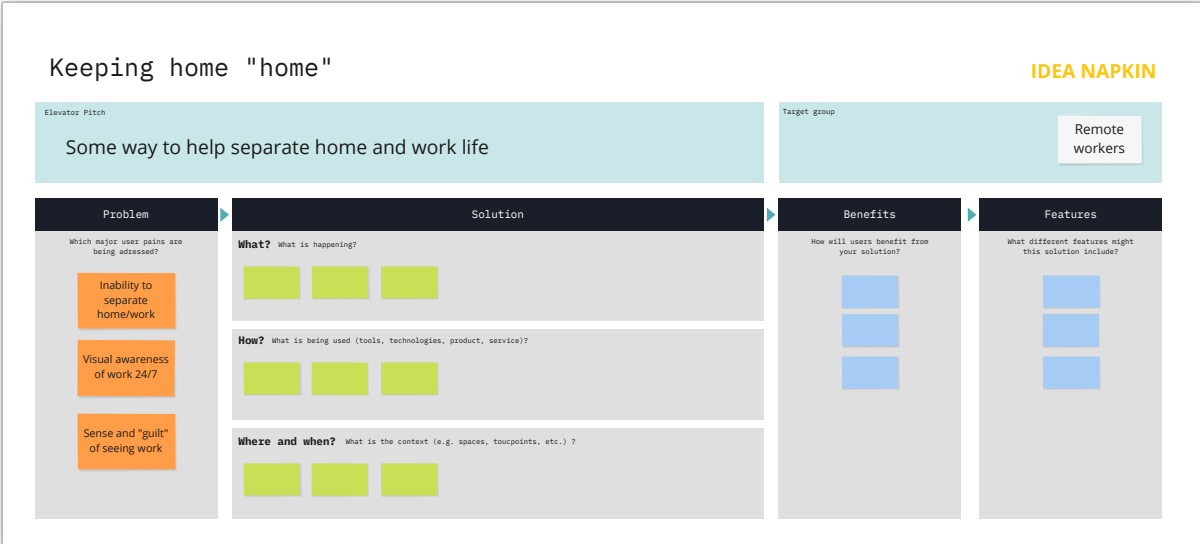
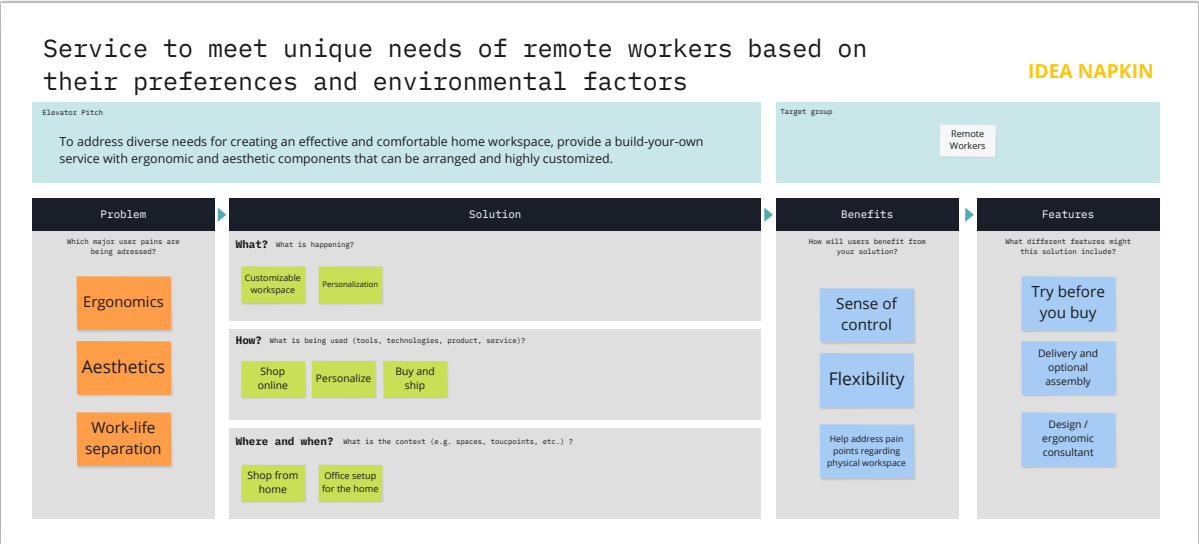
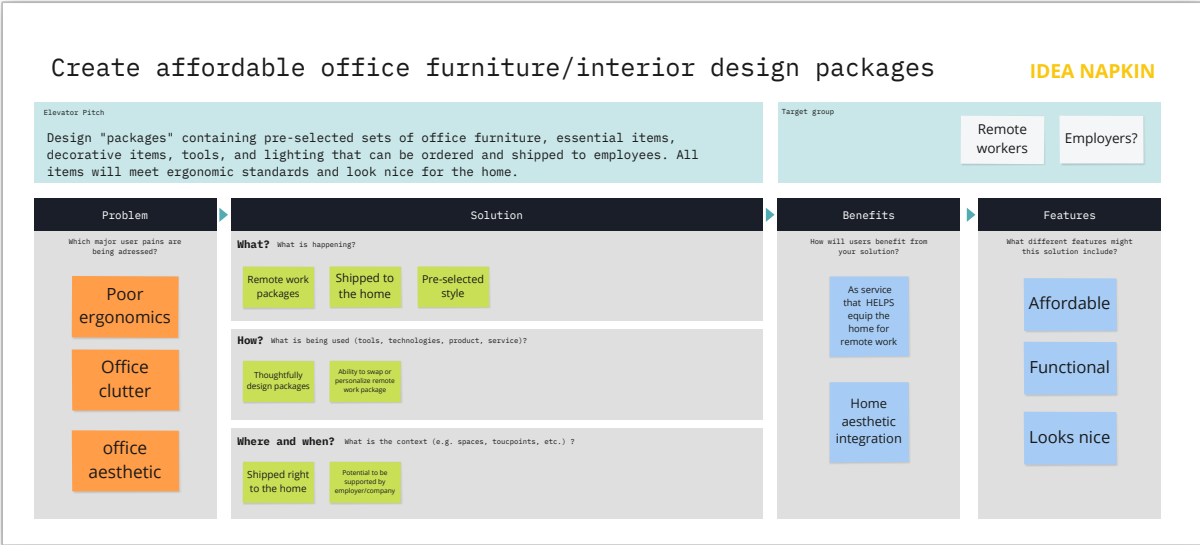
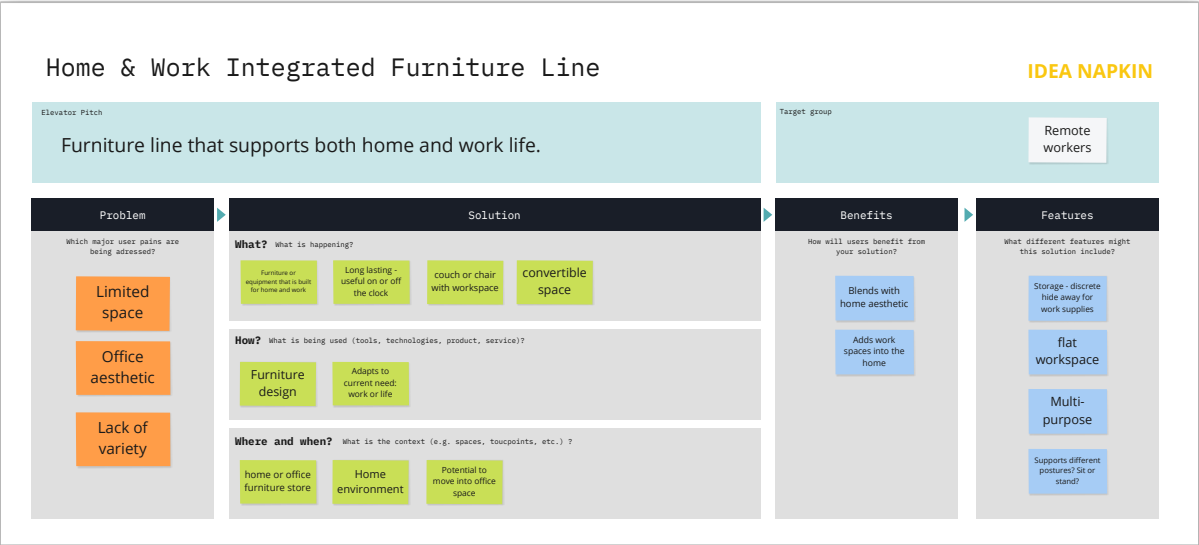
# Running a Remote Mini Design Jam

We started by brainstorming the pains and wishes of remote workers to beter understand the problem and define the focus of the workshop. Then, we began an idea dump in effort to generate potential solutions to the pains and wishes that were



# Framing Key Ideas

Participants were asked to create a “napkin sketch” of one key concept





**Research**  
| insights

# Synthesis Table

Turning findings into insights, which later can be used as design objectives.

	Stressors	Values & Desires	Other Insights
Users (Remote workers)	<ul style="list-style-type: none"><li>• Limited working spaces</li><li>• Difficulty maintaining work/life balance</li><li>• Inability to “unplug” after work hours</li><li>• Poor ergonomics</li></ul>	<ul style="list-style-type: none"><li>• Mental separation between work &amp; life</li><li>• Variety of scenery</li><li>• Lighting, comfort and practicality</li><li>• Home aesthetic integration</li></ul>	<ul style="list-style-type: none"><li>• Companies are looking for ways to support new workstyle habbits and adapting company culture.</li></ul>
Literature	<b>Work Modes</b> <ul style="list-style-type: none"><li>• There are 4 main work modes: Focus, learn, socialize, collaborate.</li></ul>	<b>Pandemic on the Workplace</b> <ul style="list-style-type: none"><li>• Due to the COVID-19 pandemic, research predicts a long term shift to work-from-home.</li><li>• Work-from-home gains acceptance.</li><li>• New freedom to choose own work equipment</li></ul>	<b>Pandemic on Trends</b> <ul style="list-style-type: none"><li>• Shared home offices</li><li>• Focus on health and weallness for workign from home</li><li>• Remote work and travel</li></ul>
Technology	<b>Tech Trends</b> <ul style="list-style-type: none"><li>• Virtual and physical products</li><li>• Lots of stacking, raising/lowering, and extending</li></ul>	<b>Benchmarking</b> <ul style="list-style-type: none"><li>• No practice work furniture that also blends with the aesthetic of the home.</li><li>• Few products that are made for work / home integration.</li><li>• No service offering guidance for an at-home healthy, ergonomic work environment.</li></ul>	<b>Opportunity Gaps</b> <ul style="list-style-type: none"><li>• Work furniture and/or storage with home flow/aesthetic</li><li>• Appropriate integration of home / work products</li><li>• Assistance with at-home workstation setup</li><li>• Modularity, adapt for both on and off work hours</li><li>• Supportive, with employer/ employee support aspect</li></ul>
Business	<b>Work Trends</b> <ul style="list-style-type: none"><li>• Industry is experiencing an increase in demand due to long-term work from home outlook</li><li>• Home office stipends</li></ul>		

# Problem Summary

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## What is the problem (pain points)?

Difficulty disconnecting self from work.  
Restlessness, confined to one workspace.  
Distracted by clutter.

## Who has the problem?

The remote worker.

## What are the relevant contextual factors?

The pandemic's effect on the future workplace.  
The home environment, and limited space.  
The type of work being done.

## What are their goals?

To have more variety and flexibility to work within their home.  
Ability to store work away.  
Guidance or recommendations.  
Employer support.

## What are the side affects?

Frustration and/or dissatisfaction  
with the at-home work setup

## What would they like to avoid?

Another "office look."

## What actions are required?

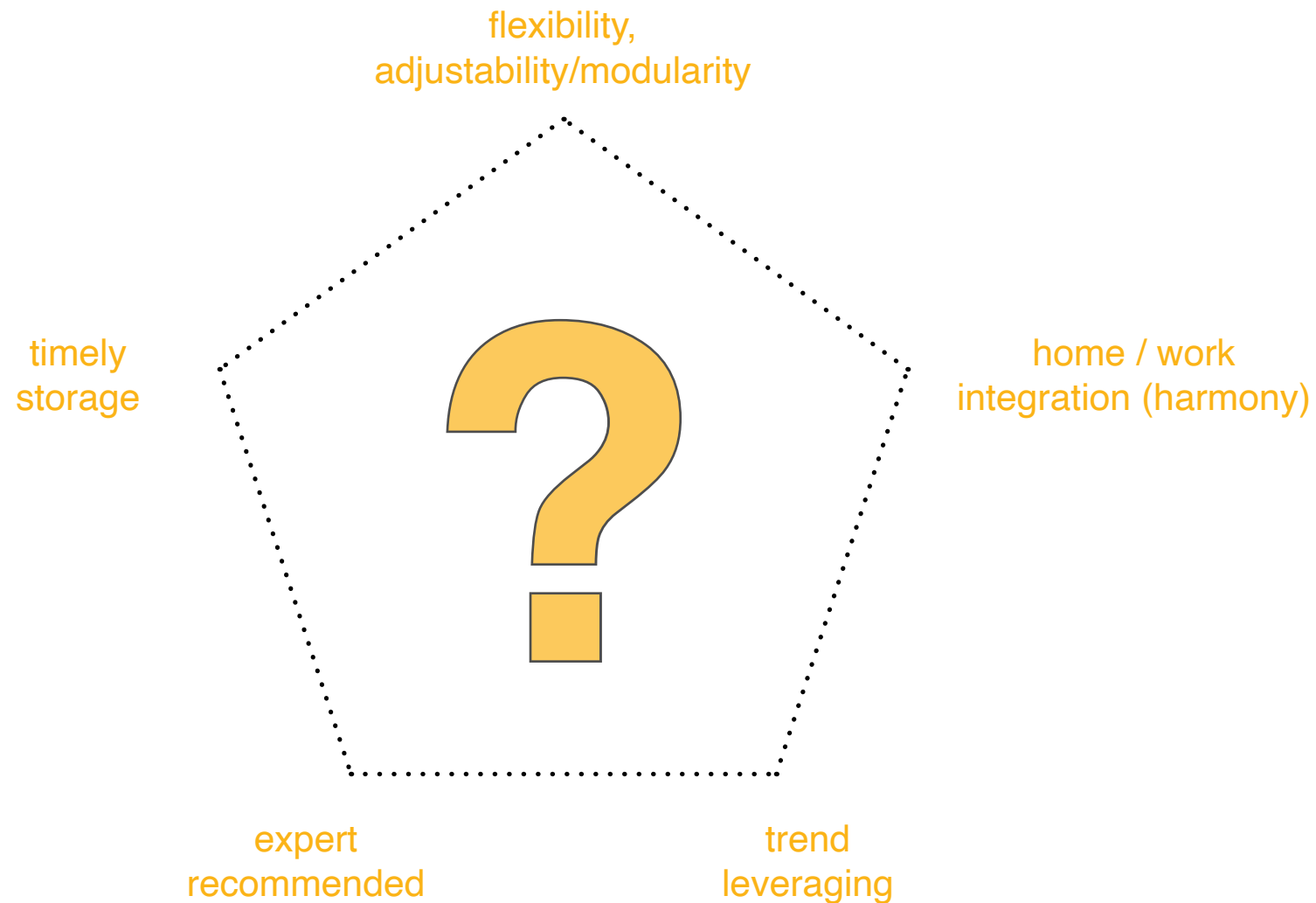
Identifying areas for improvement.  
Creating a home environment better equipped for remote work.  
Learning about the future of remote work.



## Insights to Design Criteria

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Form must-haves.



## How might we

...create a product that provides an **additional workspace**, as well as **storage** to limit the burdens associated with bringing work into the home?

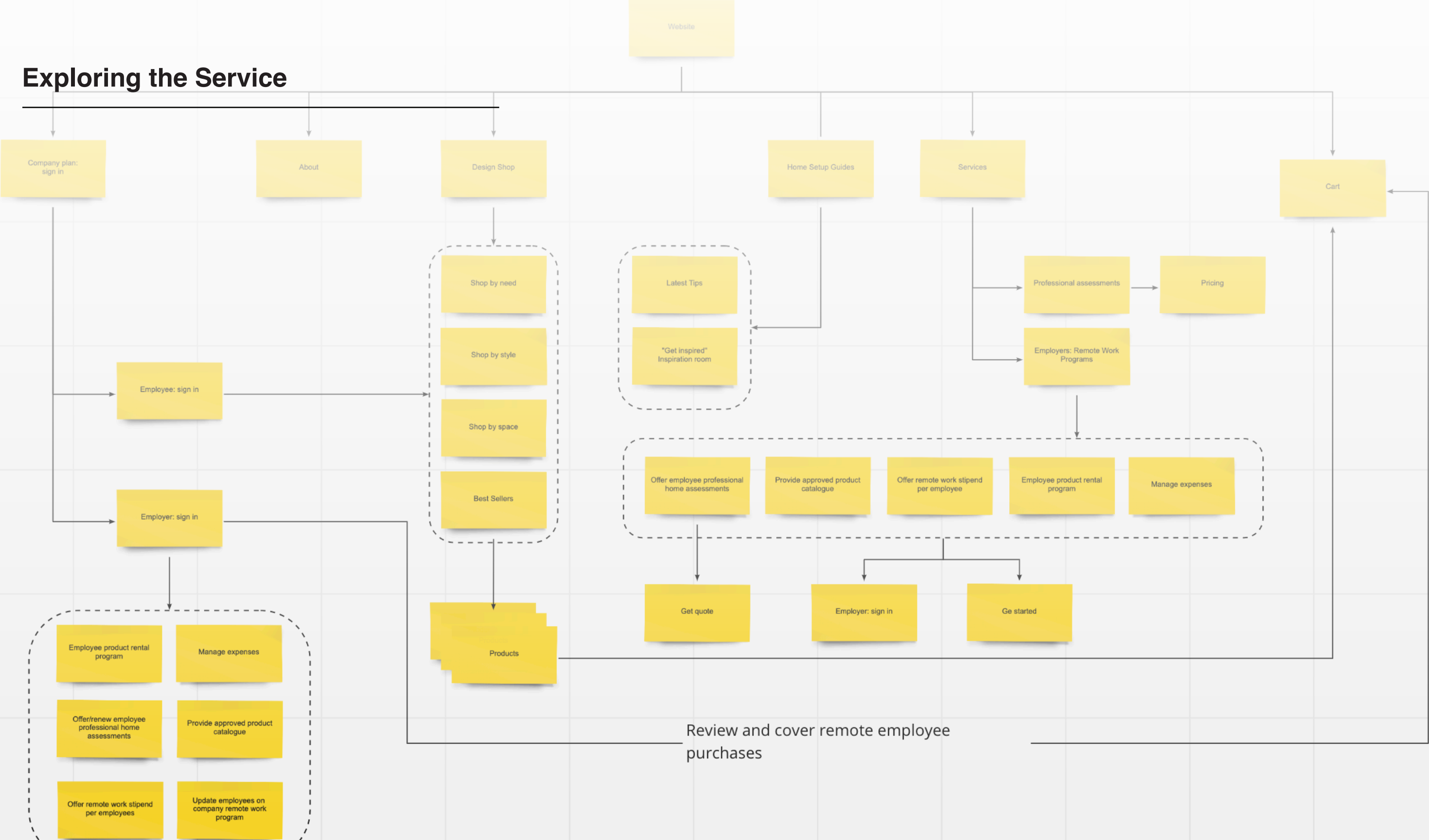
...create a product that **supports both work and life** activities, and **leverages the trends** stimulated by the major shift to work from home?

...create a service that provides **expert recommendations** for equipping the home for remote work, and provides products that can be seamlessly **integrated into the home aesthetic?**

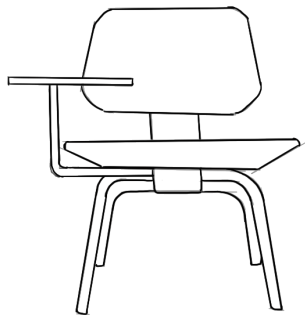


**Ideation**  
| sketching

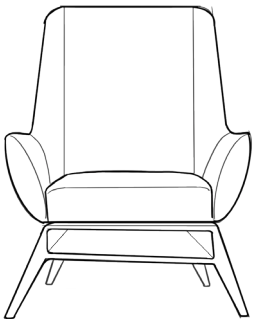
# Exploring the Service



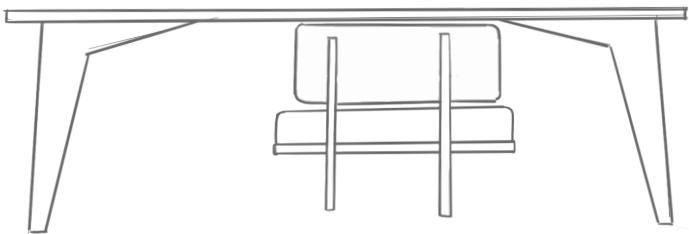
# Exploring the Product



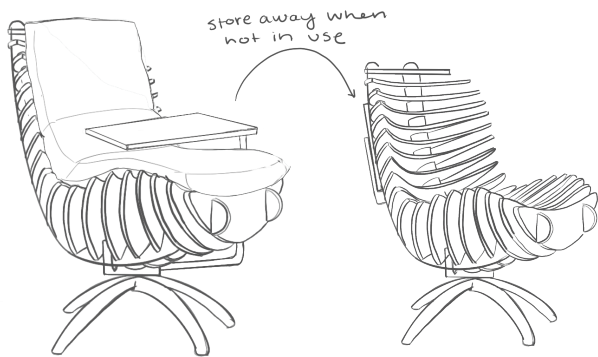
- + Provides additional temporary workspace
- ? Potential to be moved throughout the home
- ? Potential to integrate this with home furniture



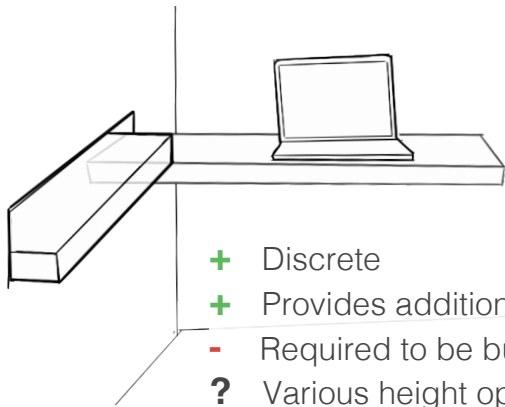
- + Allows items to be stowed away
- No flat workspace
- ? Potential to integrate this with home furniture



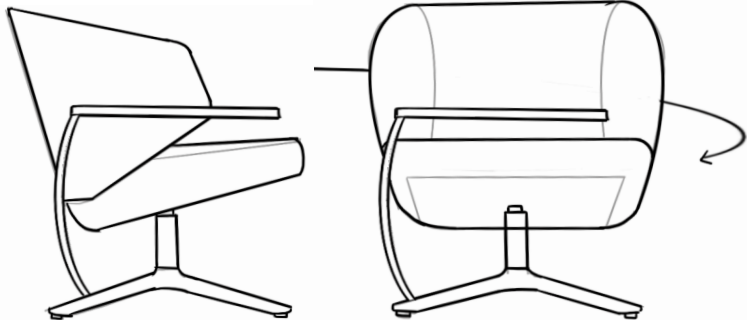
- + Bench that doubles as floor workspace
- + Avoids "office look"
- ? Potential to integrate this into home
- ? Low to floor sitting



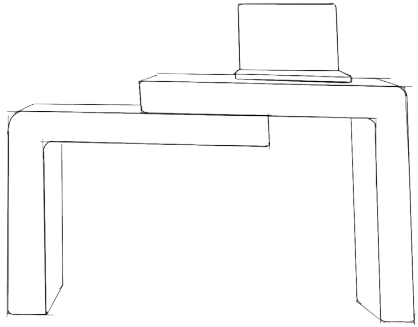
- + Flatpack, ease of distribution
- + Workspace can be stowed away when not in use
- ? Potential to assemble for L/R handedness



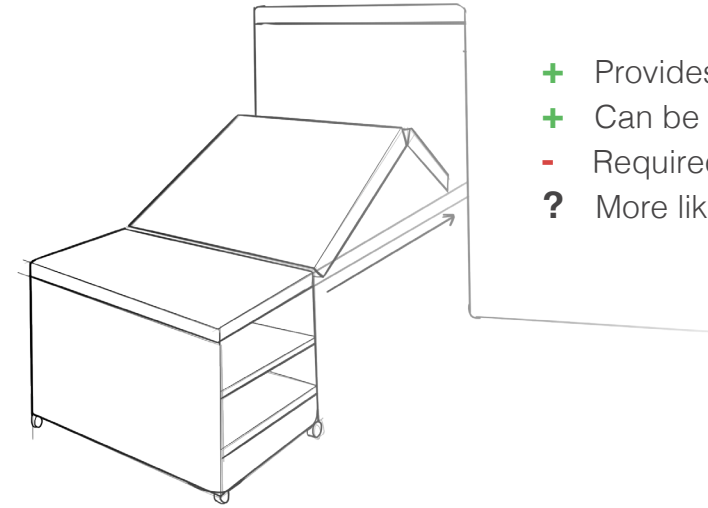
- + Discrete
- + Provides additional temporary workspace
- Required to be built into home
- ? Various height options (sitting or standing space)



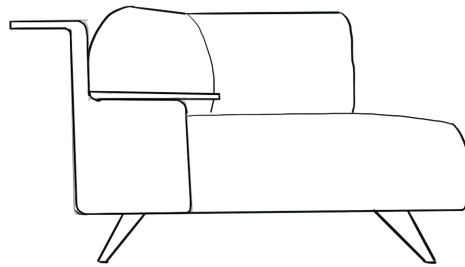
- + End table turns into workspace
- No L/R handedness
- ? Dependent on rotation of chair



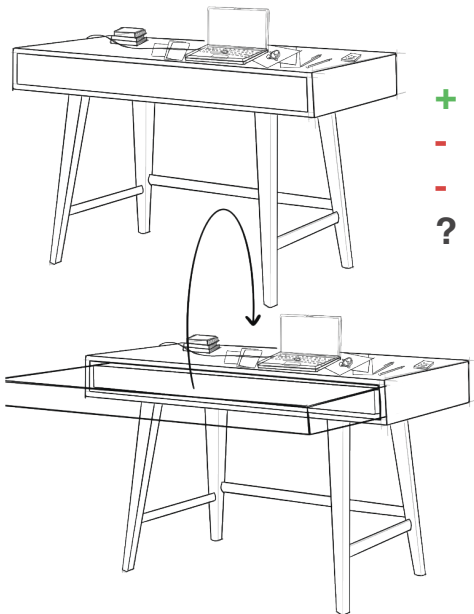
- + Home item that provides additional standing workspace
- Potential to become sacrificial (a place to set things)
- ? Potential to build in discrete storage



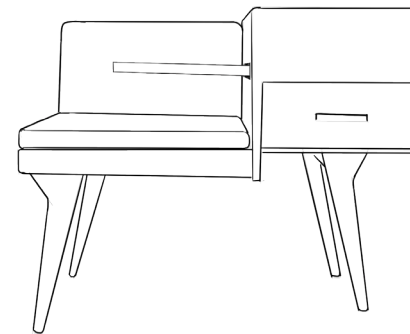
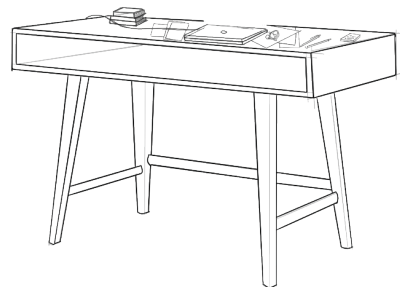
- + Provides storage
- + Can be tucked away
- Required to be built into home
- ? More likely to be used as main workspace



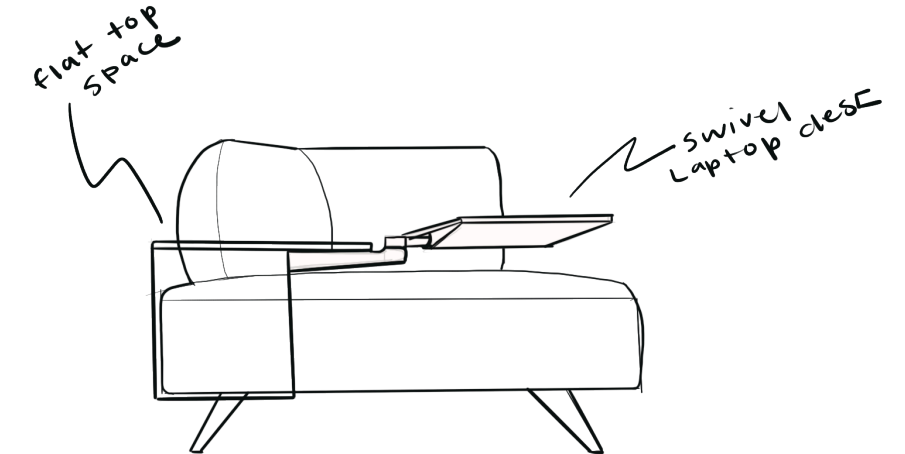
- + Useful on and off the clock
- + Potential to support sitting and standing
- No L/R handedness (for sitting position)
- ? Built in end table and workspace



- + Allows work to be hidden
- Will users want another desk option?
- Likely to be consumed/dominated by one individual
- ? Could allow for side hobby workspace

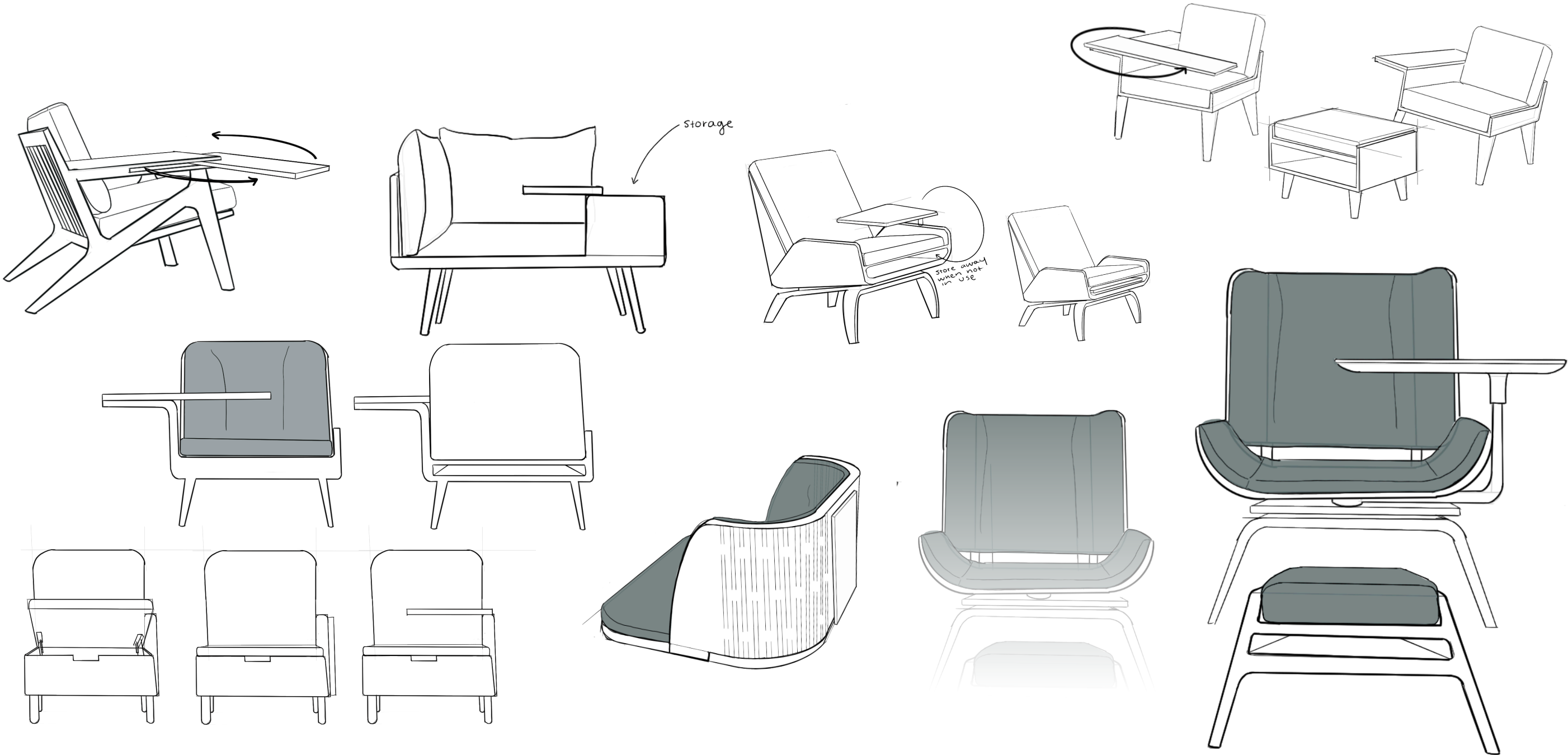


- + Useful on and off the clock
- + Provides storage
- No L/R handedness
- ? Does not infer ownership by any one individual



- + Swivel mechanism allows for better adjustability
- + Can be tucked away
- Swivel table becomes obtrusive when not in use
- ? Built in end table
- ? Does not infer ownership by any one individual in household

Picking a Trajectory...





# Research | case study

## Understanding a Similar Product: Oculus Chair

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The Oculus Chair is a large, enveloping seat made of a down and foam cushion balanced on a thin steel frame for visual lightness (which contrasts with the overall heaviness of the chair). The Oculus chair can be paired with the Wing Ottoman, both of which were designed by Hans J. Wegner in 1960.



## Understanding a Similar Product: Oculus Chair

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### What are lounge chairs?

Lounge chairs are a variety of chair styles designed to allow a person to stretch out in a reclined or lounging position. Lounge chairs are often adjustable and include chaise longues, recliners, easy chairs, and armless backed chairs paired with ottomans.

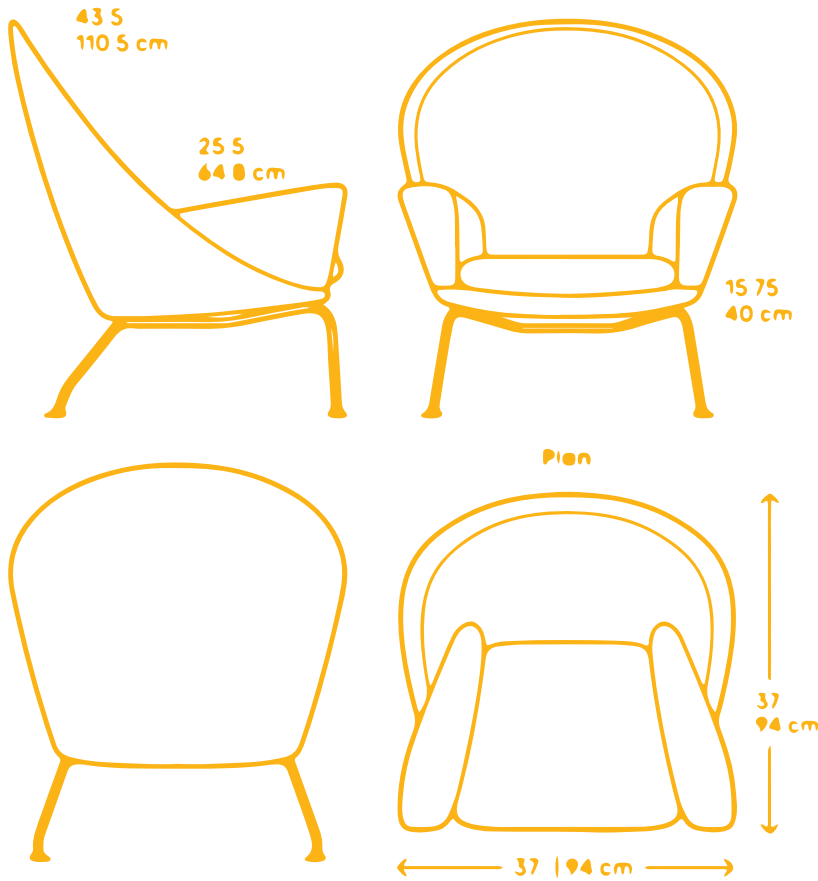
### What is the seat height of a lounge chair?

Lounge chairs are typically designed to be lower and more reclined than other chair types and range in seat heights from 12.5"-17" (32-43 cm).

### Where are lounge chairs used?

Lounge chairs are best used in spaces where relaxing often occurs such as residential living rooms, reading rooms, and bedrooms or as signature accent pieces in high visibility spaces such as lobbies and reception

# Material & Dimensional Analysis



## Human Factors Considerations

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SEAT HEIGHT (5th %)  
SEAT WIDTH (95th %)  
BACKREST-TO-SEAT ANGLE (all users)  
FOAM PAD DENSITY (95th %)  
LUMBAR SUPPORT (all users)

# Product Size Comparison

The Oculus Chair & Ottoman is 12.205 inches smaller thn the Eames Lounge Chair & Ottoman.

## Eames Lounge Chair and Ottoman

**Height:** 31.5”  
**Width:** 32.75”  
**Depth:** 32.75”  
**Seat Height:** 15.0”

## Oculus Chair and Ottoman

**Height:** 43.5”  
**Width:** 37.0”  
**Depth:** 37.0”  
**Seat Height:** 15.0”





**Form**  
| development

# Design Language Table

Design Element	Description
Form	Simple - Curvilinear frame, rectangular base, soft upholstery
Details	Comfortable seating, adjustable workspace, ottoman option, ergonomically correct seating angles/heights
Material	Bent lamination, powdercoated metal, foam seat cushion, upholstery fabric (various)
Color	Primary color: black powdercoated metal, veneer plywood (various) Accent color: upholstery fabric (various )
Texture	Repetitive, soft, subtle/discrete
Personality	Modern, clean, elegant, simple, inviting, calming



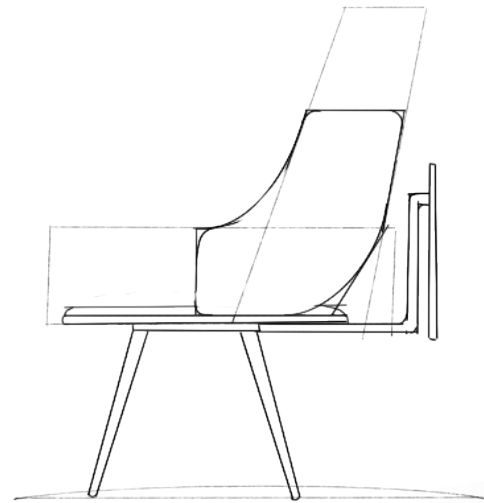
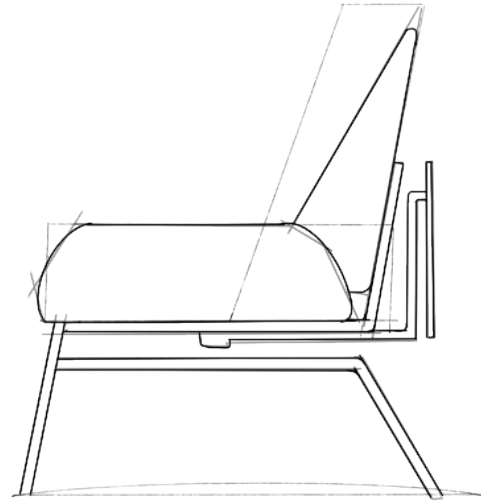
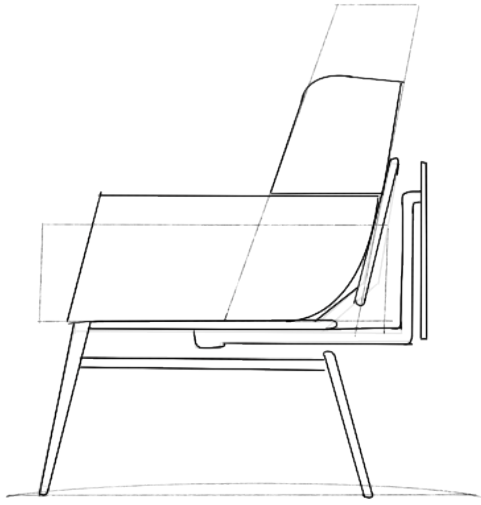
# Scandinavian Meets Mid-Century Modern





## Refining the Form

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# Product | benchmarking



# Product Comparison

low  
medium  
high



Steelcase Node  
Desk Chair



Steelcase Coalesse  
sw-1 Lounge Chair  
with Tablet Arm



Nuvem White Leather  
Office Chair with  
Tablet Arm



Ad-Lib Work Lounge



Nova Guest Chair  
with Tablet



Massaud Work Lounge  
Chair with Tablet



LW Loung Chair



Lounge Workspace Nook  
with Tablet Arm

ergonomics	workspace area	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>
	comfort	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
	ease of use	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
	L/R handedness	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>
technology	smart mechanics	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>
	adjustability	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
aesthetic	visual	<div><div></div></div>	<div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
	material	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
quality	craftsmanship	<div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
	durability	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>
	materiality	<div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div></div>

# Product Comparison (cont.)

low  
medium  
high



Steelcase Lesson Swivel Tablet Chair

Coalesse sw-1 Lounge Chair with Tablet Arm

Nuvem White Leather Office Chair with Tablet Arm

Ad-Lib Work Lounge

Nova Guest Chair with Tablet

Coalesse Massaud Work Lounge Chair with Tablet

Okamura LW Loung Chair

Home Nook Accent Workspace Chair

personality	elegant	●	● ●	●	● ● ●	●	● ●	● ●	● ● ●
	confident	●	● ●	● ●	● ●	●	● ●	● ● ●	● ● ●
	simple	● ●	● ●	●	● ●	● ●	● ●	● ●	● ● ●
	inviting	●	● ●	● ●	● ● ●	●	● ●	● ● ●	● ● ●
identity	minimal	● ●	● ●	●	● ●	●	● ●	● ●	● ● ●
	nuetral	● ●	●	● ●	● ●	● ●	●	● ●	● ● ●
afforability	price	💰	💰 💰 💰	💰 💰 💰	💰 💰	💰	💰 💰 💰	💰 💰 💰	💰 💰

# Biaxial Map Analysis



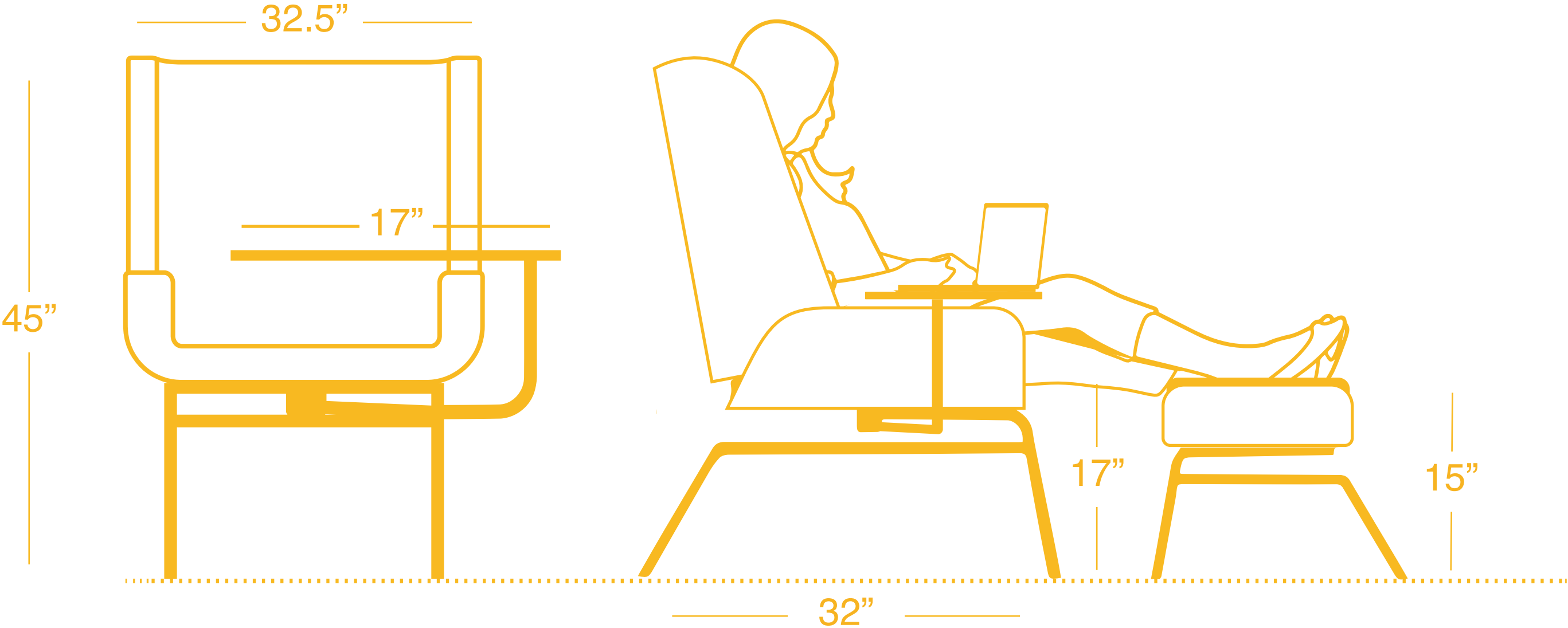
**Biaxial Map Analysis (cont.)**





**Final Concept**  
| product

Dimensional Drawing









Comfort and personalization  
with customizable upholstery.

Durable  
hardwood veneer.

Cubby safely stores laptop  
and other essentials.



Large worksurface is adjustable,  
universal handed, and can easily be  
swiveled out of sight when not in use.

Ottoman option supports  
comfort and variety of postures.



# Revisit of Design Criteria

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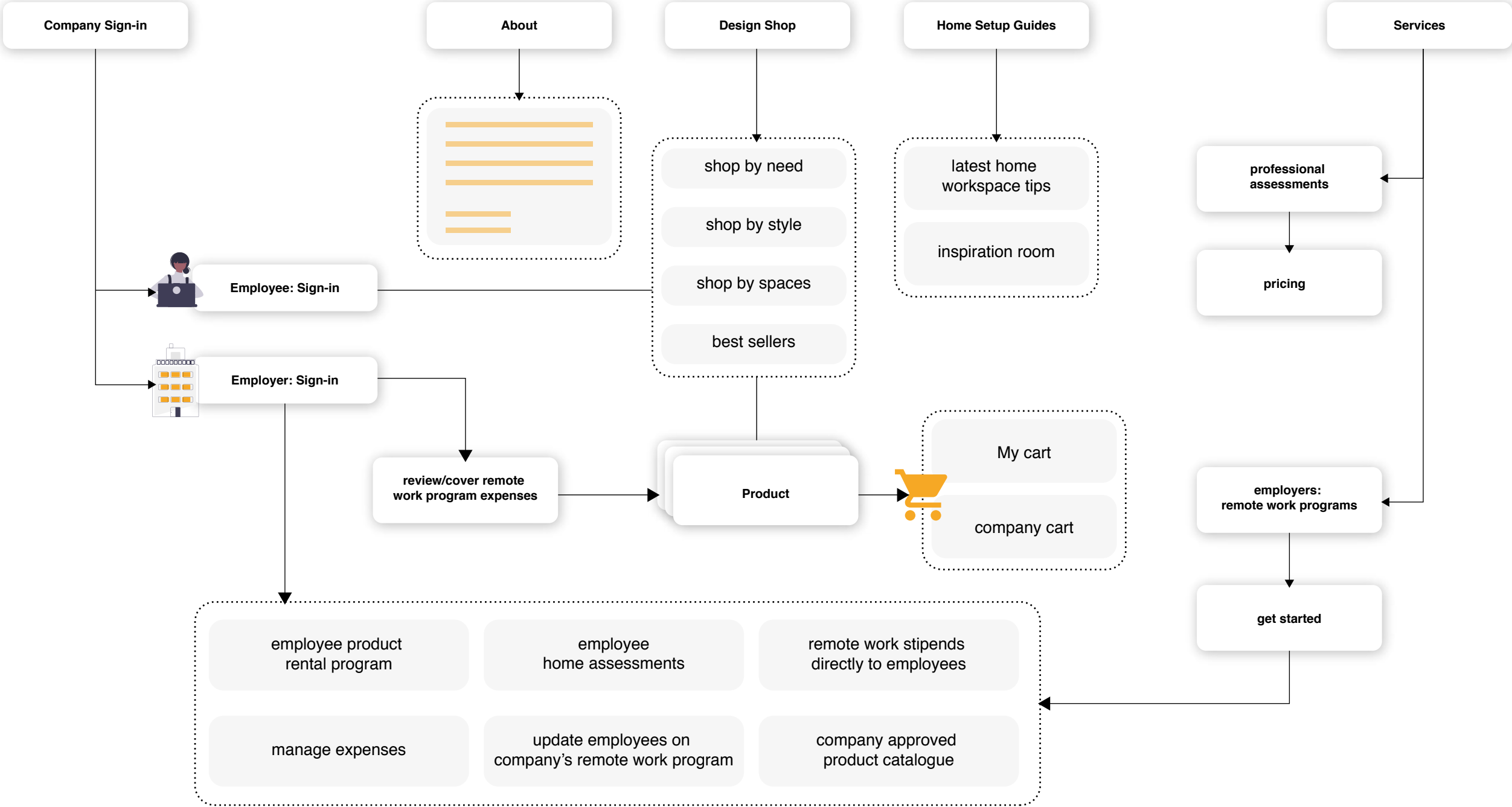




**Final Concept**  
| service

Information Architecture

Web Platform



# Welcome!

**Your company values you.**

Sign in to learn more about your company's work-from-home offerings and all of the ways they are here to support you in your remote work!

## Sign-In

Work Email

Organization/Company

Password

**Login**

[Forgot your password?](#)

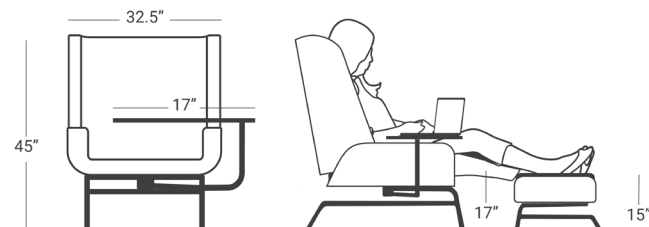
[Sign Up](#)

## Overview

Created with work-from-home in mind, this LIV-in collection was made to introduce more comfortable workspaces into the home without sacrifice to the home aesthetic. It offers a spacious tablet arm, which can be stowed behind when not in use.

## Specifications

- Universal handedness tablet arm
- Stow-away tablet mechanism
- Optional Ottoman w/ storage cubby



## Home Nook

## Home Setup Guide

## Home Setup Tips

### Accommodating the Four Work Modes.



## Home Nook



## LIV-in Lounge Chair with Tablet Arm and Ottoman

Upholstry Color

Italian Leather



Wood

Birch Veneer Plywood



Designed with work and home in mind.

Need help better equipping your home for remote work? No matter where or how you live, we can help you achieve a better at-home work experience.



Three ways we make work-from-home better.

- 1 Ergonomic + interior design home assessments.
- 2 Employee remote work programs.
- 3 Work-from-home product catalogue.

Looking beyond mediocrity.

Raising expectations for the future of remote work.

Read the latest research findings

Design Shop

Price

Need

flexible solutions

Spaces

small spaces



Product Description



Product Description



Product Description

Home Setup Guide

Home Setup Tips

Accomodating the Four Work Modes.



Services

Employee remote work programs

Are you an employer looking for ways to better support your employees in remote work? We can help you develop and distribute a company support plan.

Learn more

Home workspace assessments

No matter where or how you live, we can help you achieve a better at-home work experience.

Learn more

Employee remote work programs

Are you an employer looking for ways to better support your employees in remote work? We can help you develop and distribute a company support plan.

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Learn more

Want to learn more?

Connect with an expert

Name

Email

Company Name

Welcome!

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Sign-In

Work Email

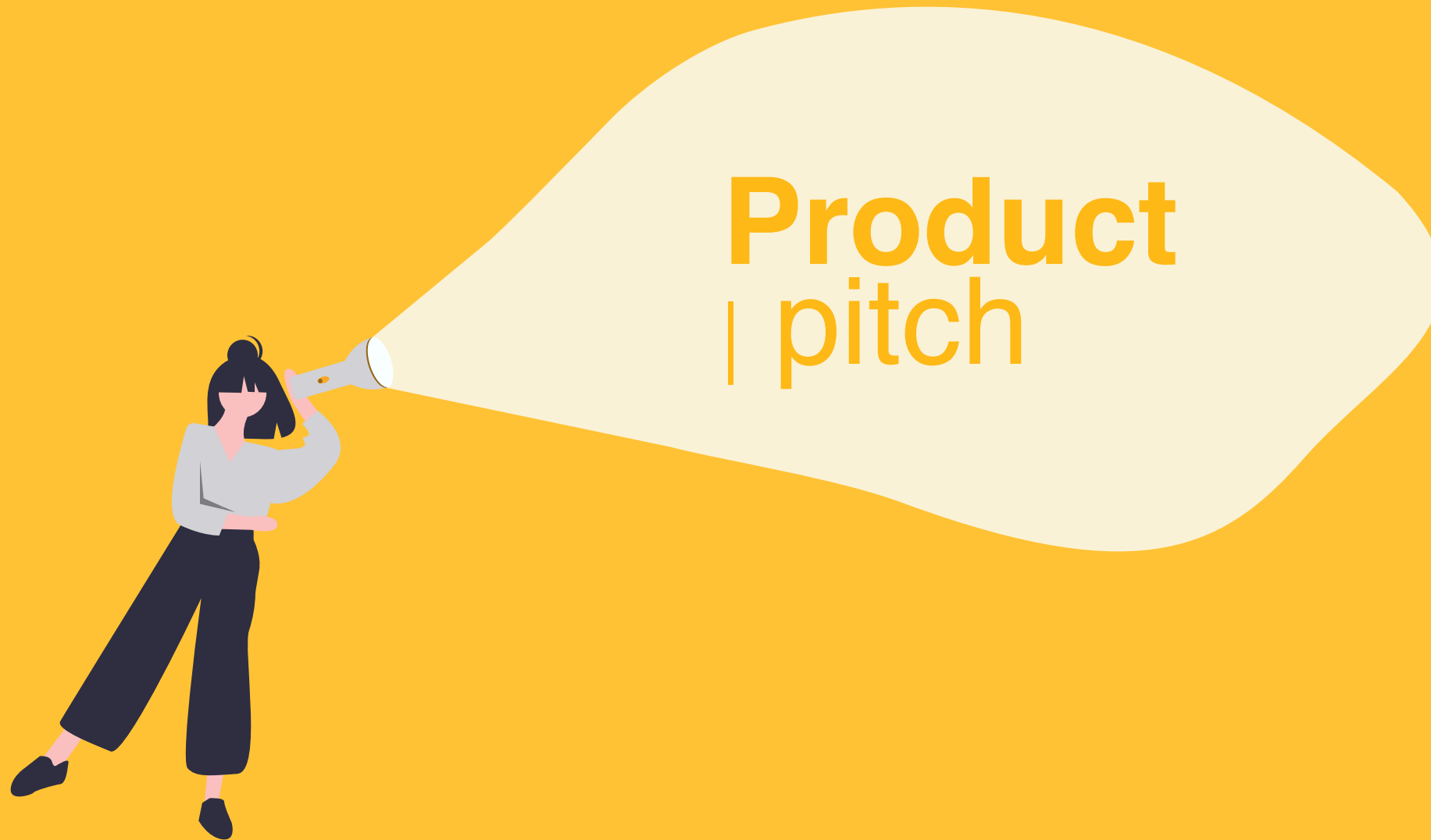
Organization/Company

Password

Login

Forgot your password?

Sign Up



# Product-Service System Pitch

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## Need

Address the gap between the progress being made within office walls and that of the at-home workplace by better equipping the home for remote work.

## Promotional Description

Home Nook offers clients a portfolio of remote workplace services including home interior and ergonomic evaluations, which aim to understand individual needs and explore options for improvement by applying the right product (or non-product) solution without sacrifice to the existing home aesthetic. Additionally, Home Nook offers companies various remote work programs for supporting their individual employees during this monumental shift to work from home (which has been recently stimulated by the COVID-19 pandemic).

## Features/Functions

Home workspace evaluations | Expert recommendations | Employee remote work programs | Home-integrated workspace solutions | Space planning & inspiration | Latest research findings about work from home tips and trends

## Competitors

Steelcase and Herman Miller are leaders in offering workplace services and products, but lack a focus on home integration.

Companies such as Ergobility offer traditional and home office ergonomic evaluations, but primarily provide tech or traditional workplace products, which lack interior design expertise and consideration for various home aesthetics.



## Product-Service System Pitch (Cont.)

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### Target Users

Direct to consumer: Full-time & part-time remote workers  
| Self-employed

Industry approach: Company leaders & managers

### Stakeholders

Design | Manufacturer| Distributor | Marketer | Web developer  
| Ergonomic/HF Expert

### Rationale for Development

To provide home workspace evaluations to understand individual needs and offer solutions that are made to harmonize with existing home aesthetics.

### Primary Product/Service Function

Home workplace evaluations with an equally integrated focus on both interior design and ergonomics

### Secondary Product/Service Function

To provide a portfolio of workspace solutions made for home integration

### Key Technologies

Service: Web platform  
Products: Metal and fabric laser cutting, Welding, Powdercoating, CNC & CNC folding, Etc.

# Business Model Canvas

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Search engines</li><li>• Investors</li><li>• Ecommerce partners &amp; ad agencies</li><li>• Marketing &amp; sales partners</li><li>• Furniture manufacturers</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Platform optimization</li><li>• Marketing to individuals and/or organizations</li><li>• R&amp;D - build new products, improve existing offerings</li></ul> <b>Key Resources</b> <ul style="list-style-type: none"><li>• Technology infrastructure / platform (service)</li><li>• Business relationship</li><li>• Manufacturers (product)</li></ul>	<b>Value Propositions</b> <p><b>Users:</b> Get expert assessments and recommendations, and receive fitting products &amp; equipment that accommodate both work and life.</p> <p><b>Employers:</b> A plan/platform offering for supporting employees evolving needs due to new lifestyle and work environments.</p>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Highly committed experts</li><li>• Co-creation with clients to determine solution for unique individual needs</li><li>• Remote and in-person assessments</li></ul> <b>Channels</b> <ul style="list-style-type: none"><li>• Website</li><li>• Advertisements</li><li>• Referral</li><li>• Company hype</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Large business (that support remote work/ employees)</li><li>• Employed individuals working at least part-time remotely: Established professionals, ranging between 30 - 45 years of age, newly working from home</li></ul>
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Employee/labor salary</li><li>• Platform maintenance</li><li>• Material &amp; manufacturing costs</li><li>• Warehouse management &amp; delivery cost</li><li>• Advertising &amp; business promotional expenses</li></ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Fixed price consulting fees</li><li>• Small scaled consulting</li><li>• Product sales</li></ul>		



## Home Nook

[About Us](#)[Design Shop](#)[Home Setup Guide](#)[Services](#)[Company Sign-In](#)

# Thanks for Visiting!

This project is in memory of a year which transformed every aspect of our world, including the way in which our routines have been disrupted, and our concept of work and life were redefined, for better and for worse.

Olivia Larson - Senior Project | Iowa State University | Spring 2021