

NURTURALLY

AR-based Work-Life Balance System

An AR-based system that transforms your WFH day into a **balanced**, **productive** and **enjoyable** experience. Believing that “Mindful work nurtures bright ideas”, this system aims to help remote workers separate work and life in their home environment to become mindfully focused and inspired at work.

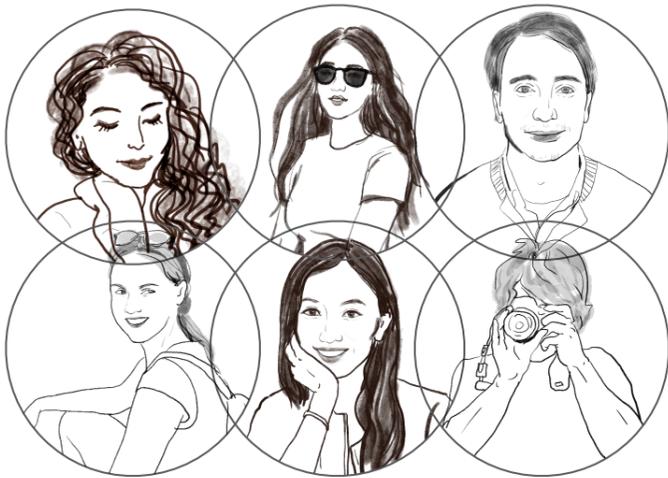
https://www.youtube.com/watch?v=c3Bxe7_fsYY



RESEARCH

What will the future of work be like?

We interviewed **16 ambitious young professionals** who are currently working from home.



Persona & The Problem

The user often **works for too long** and **forgets to disconnect**, which leads to an **unbalanced lifestyle** and **health issues**.

#Creative #Open-minded #Freedom #Flexibility

Inspired by books & podcasts

Alice
27 London

Likes spending time with friends

Gets neck pain

Often forgets to take break

Likes nature

Likes playing games

A calm environment

Likes nature

Irregular time for lunch

STAGE	Stage 1 PREPARE	Stage 2 WORK I	Stage 3 BREAK	Stage 4 WORK II	Stage 5 OFF DUTY
ACTIONS	Get washed, Have breakfast, Morning exercise, Check schedule	Check email, Have meeting, Send message to Colleagues	Have some exercise, Have lunch, Have a nap, Have a cup of tea, Chat with friends	Check email, Have meeting, Send message to Colleagues, Work overtime	Have dinner, Hang out, Go to sleep
COMMENTS	I don't like working days. What will happen today?	Why there are so many new emails? I am tired. Why they can't understand?	I could have a long break soon! I am hungry but I am having a call.	I am working overtime. I am wandering. I feel bored when working alone. Get off work soon!	It is off work! I had a great time! I eat too much and have not exercised.
EMOTIONS	Neutral, Slightly sad	Sad, Frustrated	Happy, Hungry	Stressed, Bored	Happy, Satisfied, Tired
PAINPOINTS	<ul style="list-style-type: none"> Lack of motivation. Unclear schedule. 	<ul style="list-style-type: none"> Adjust timetable caused by new tasks from emails. Hard to communicate ideas online. Can't have break on time. 	<ul style="list-style-type: none"> Irregular diet. 	<ul style="list-style-type: none"> Not productive enough at home. Seldom connect with colleagues. Disturb other's lifestyle. 	<ul style="list-style-type: none"> Lack of exercise. Need a celebration for work ends.

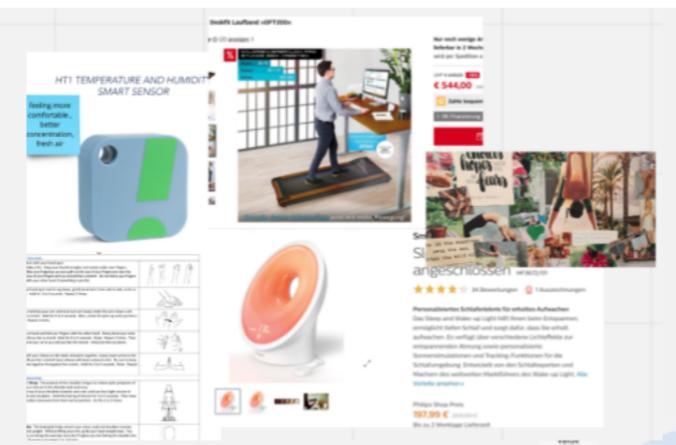
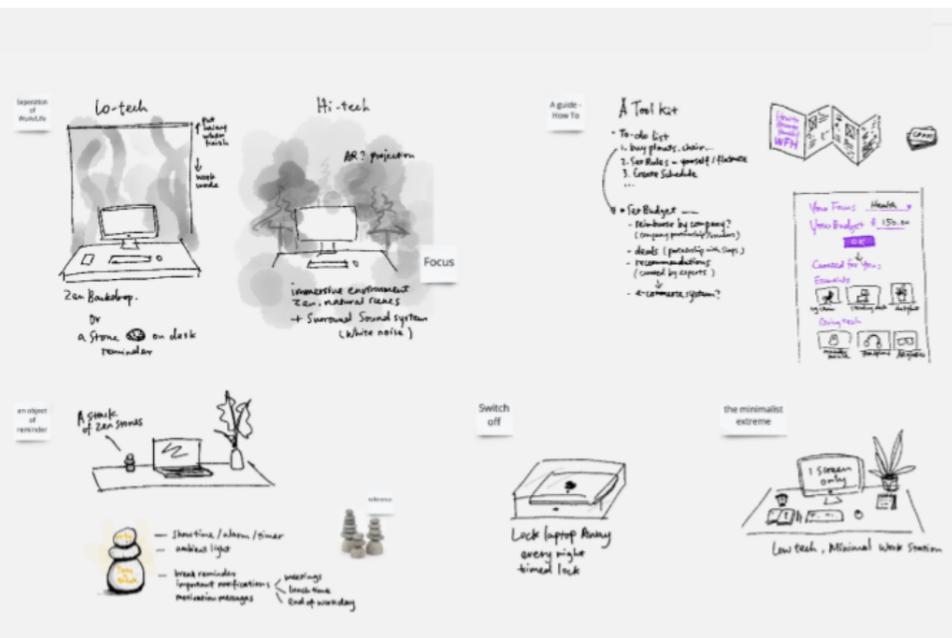
Interviews

- "After working in my living room intensively for a week, I can't stand that area anymore."
- "I seldom move around when WFH and I began to have a serious health crisis!"
- "I want to be better and better every day, stay fit, healthy and happy."

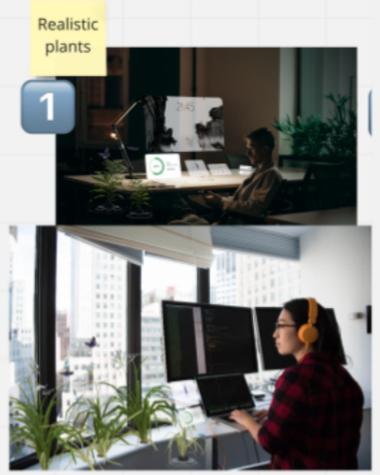
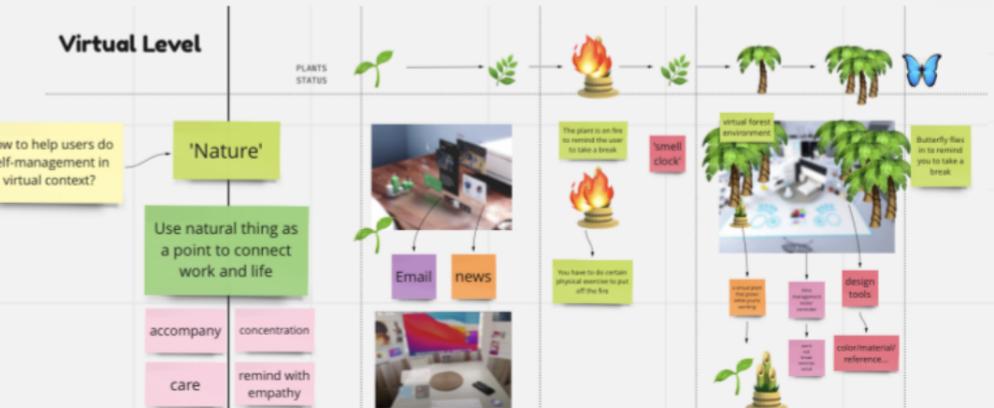
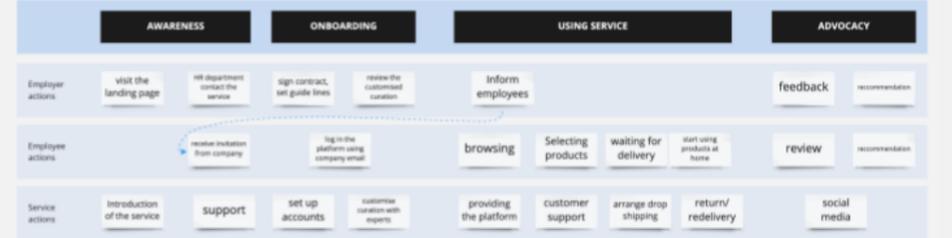
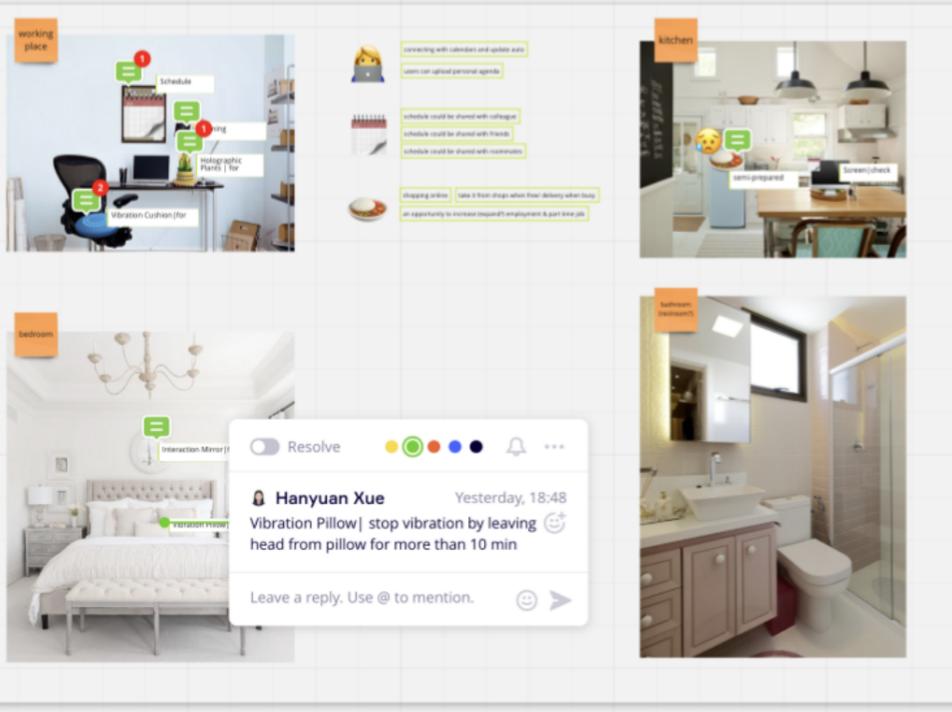
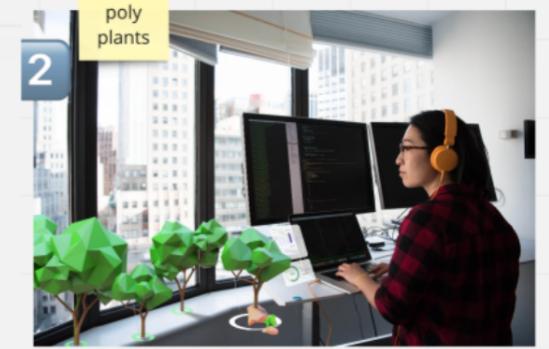
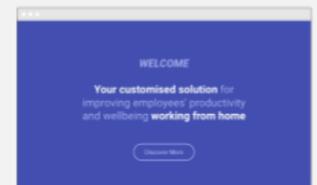
Desk Research

- 85%** of businesses confirm that productivity has increased in their business because of greater flexibility
- 99%** employees would like to continue working from home
- Autonomy, mastery, and purpose** are the main pillars for the employee's motivation

HMW create a service that helps future creative workers to focus mindfully at work?



- wake up light is alarm clock
- help setting daily goals
- work standing up - special tables
- lamp that produces daylight
- differentiate between high cognitive and low cognitive tasks - plan your day right
- exercises/ stretches
- fast/satisfying support for employees
- ergonomic chair



Solution

The Vision

Mindful work nurtures bright ideas.

The Approach

Help remote workers separate work and life in their home environment to become mindfully focused and inspired at work.

We Provide

Inspirational AR workspaces and a wellness system for work.

Terminology of the system



Plant

A virtual plant to accompany your work day and grow when you work

Get pollinated when you take proper breaks



Creatures

Friendly companions that come with your plant

Remind you to take breaks and do reflections



Planet

A virtual planet where all your plants grow in a year

A personalized workspace



Seeds

Gain seeds when taking proper breaks

Reward in real world



Leaves

Gain leaves when finishing tasks on to-do lists

Reward in virtual world

Reflect & prepare for a productive day

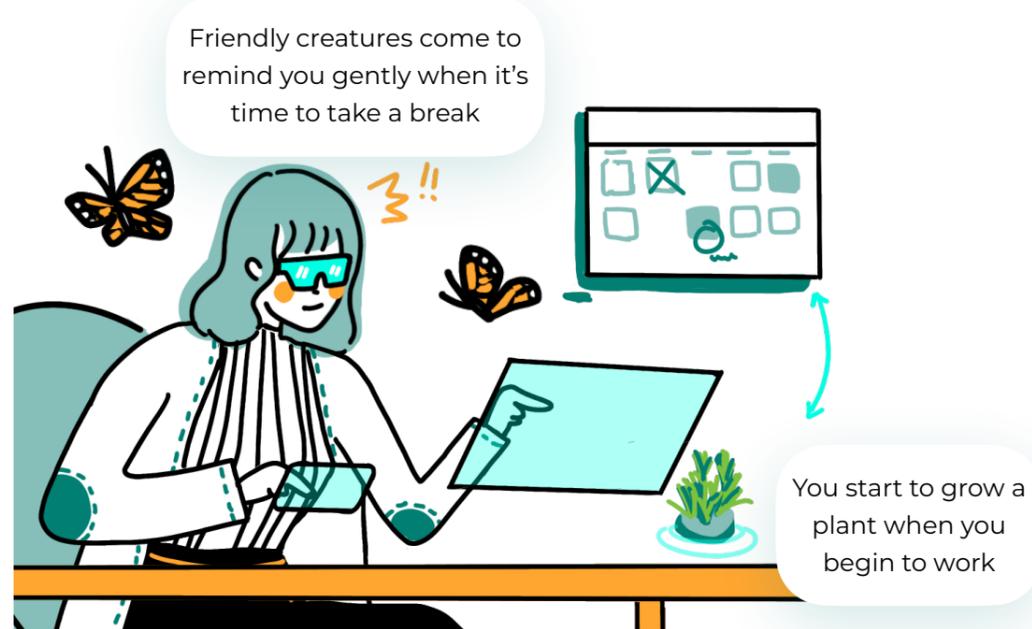


Transform your environment

Help you better separate your work and life in limited space



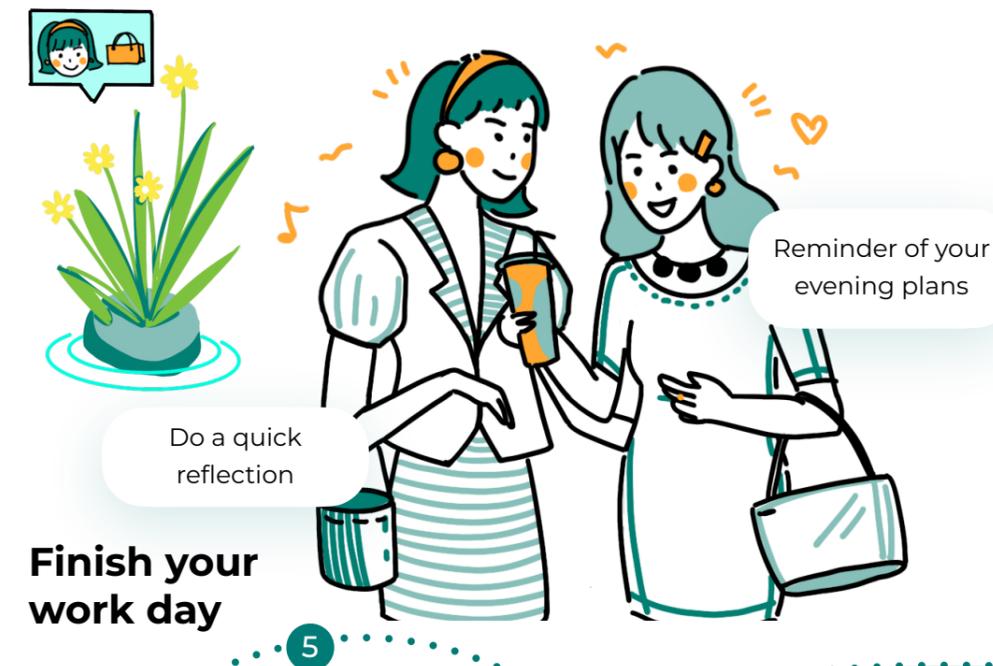
Remember to take breaks



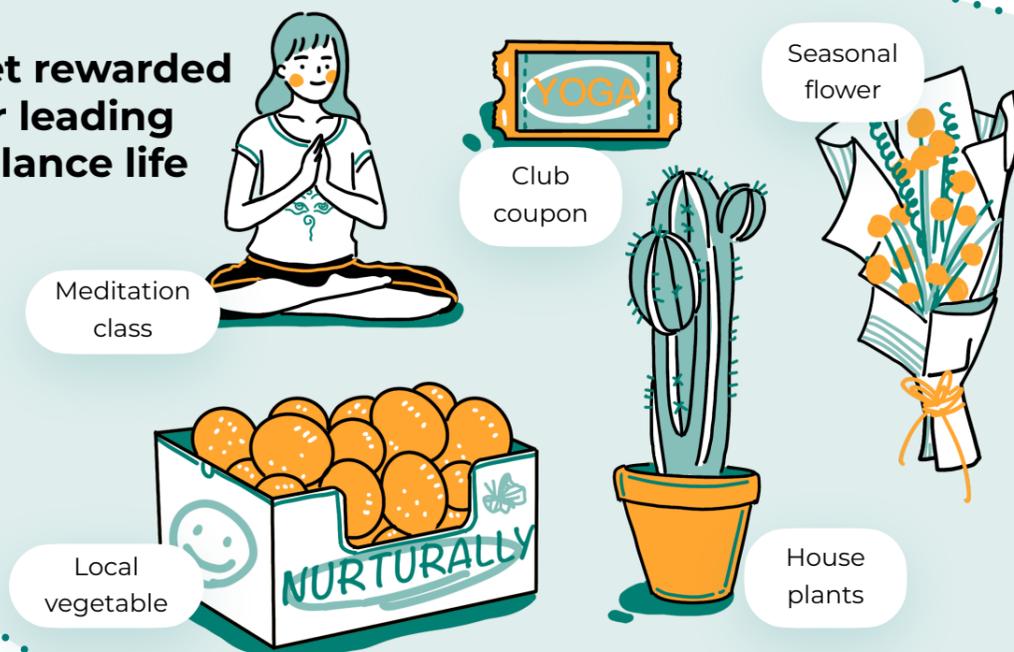
Take proper breaks to nurture your plant

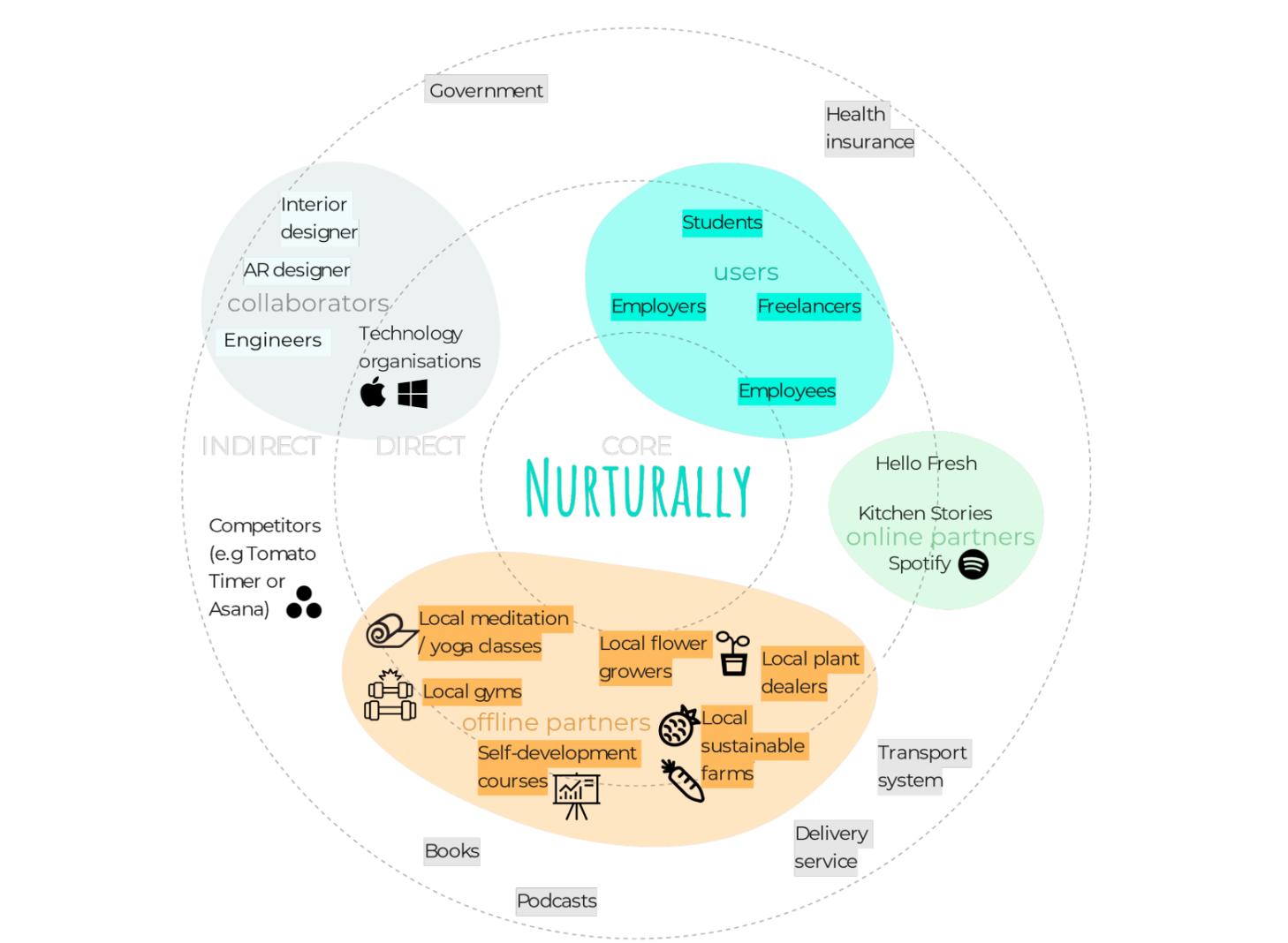
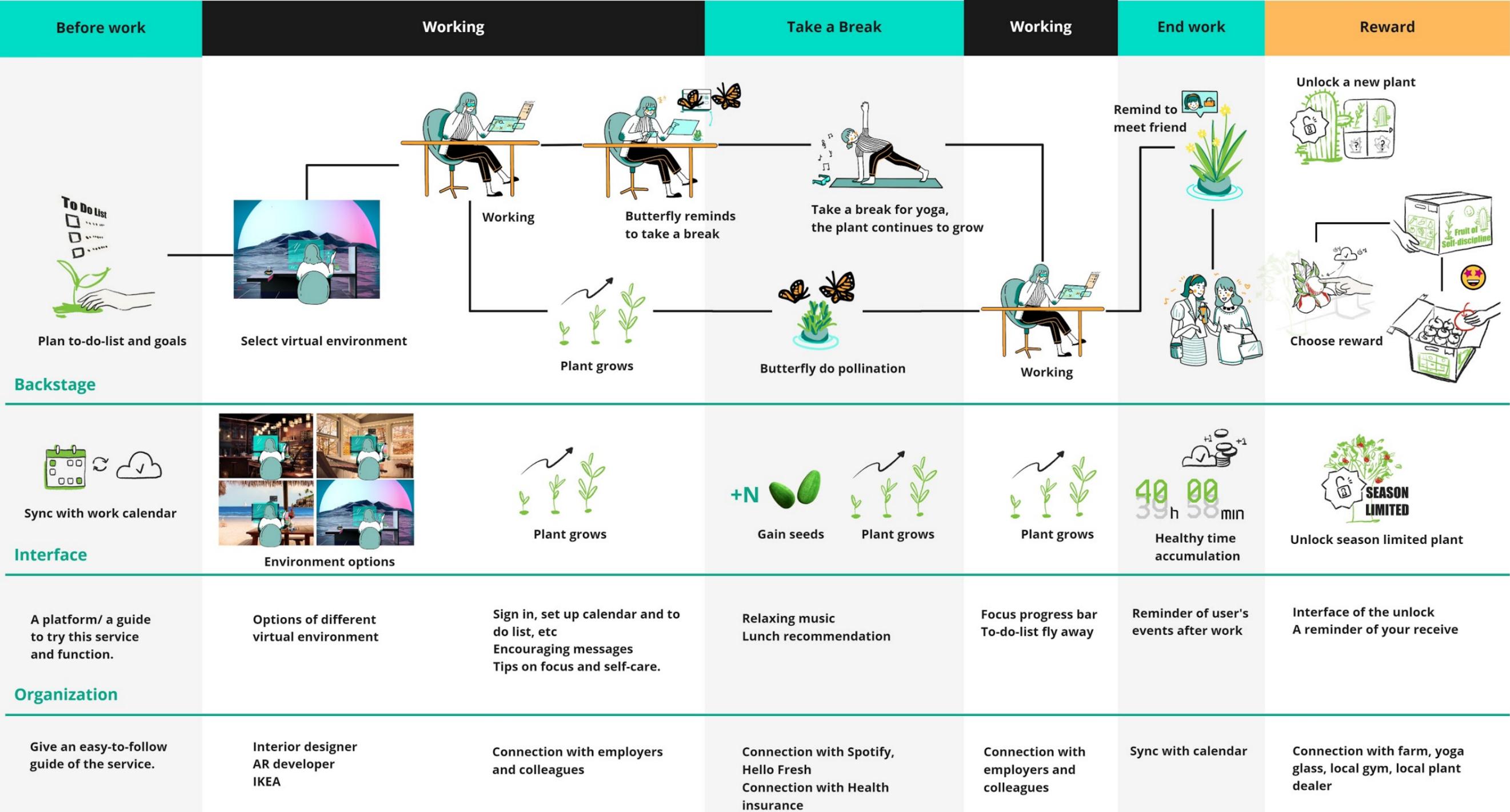


Finish your work day



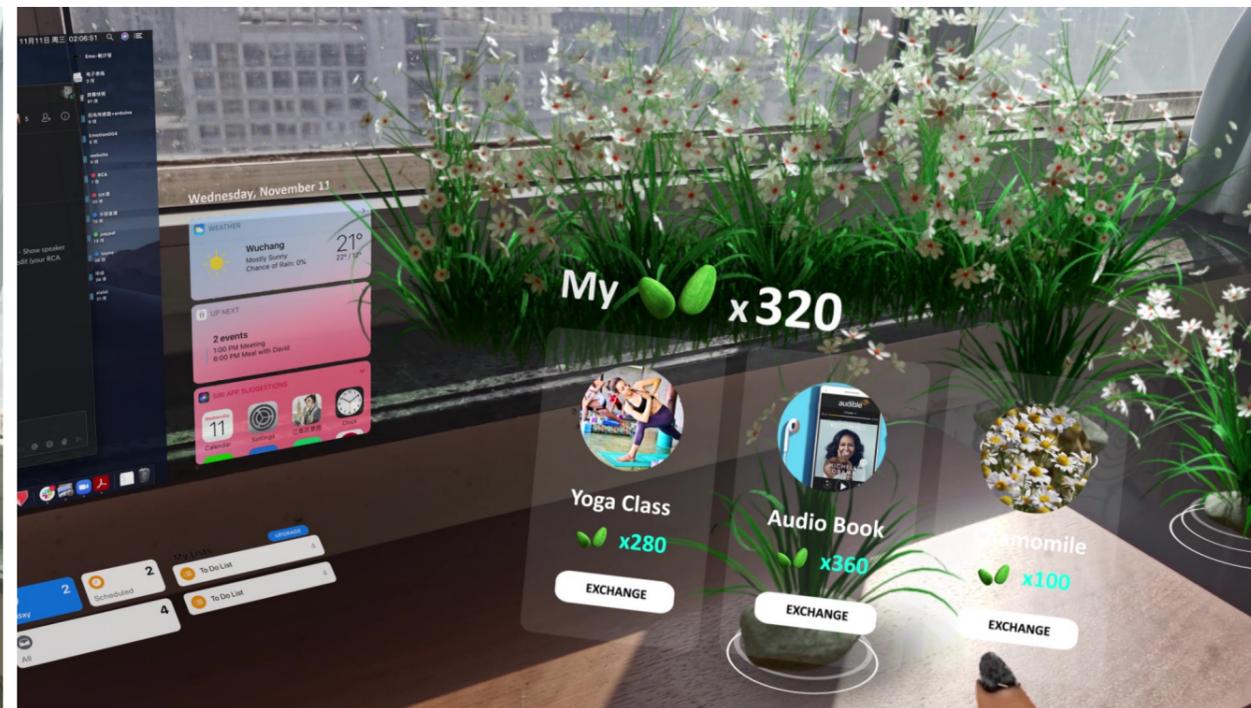
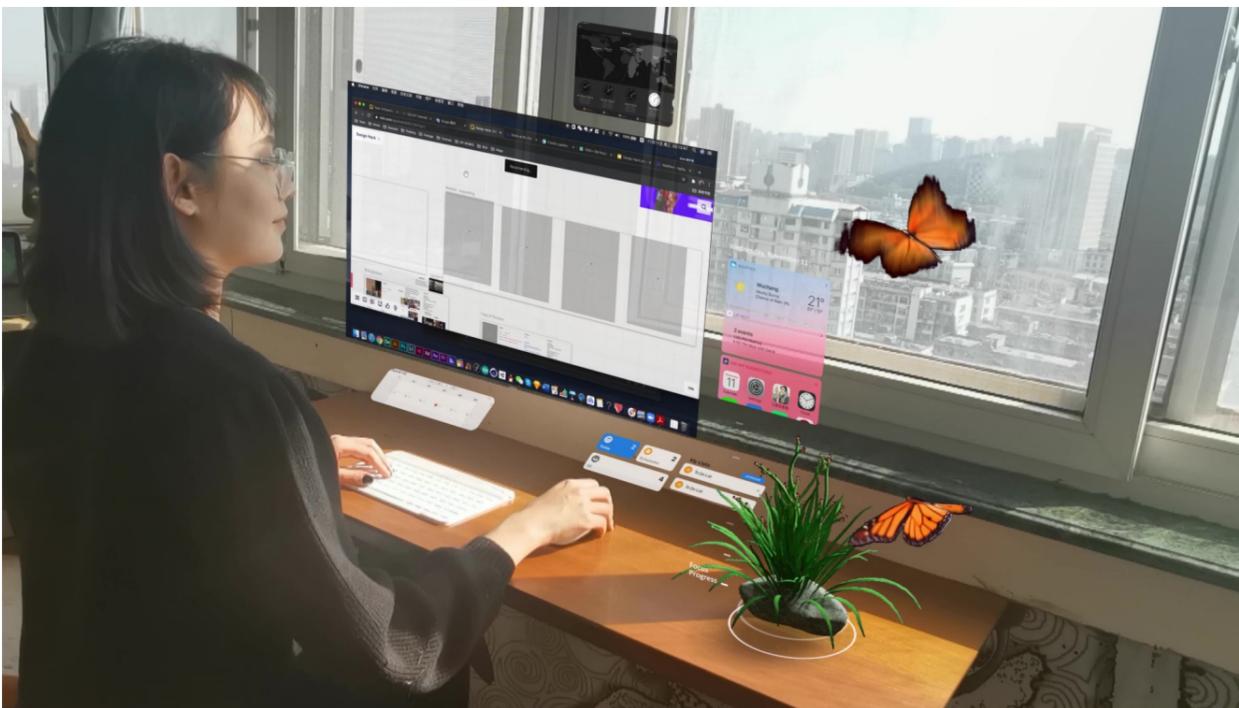
Get rewarded for leading balance life





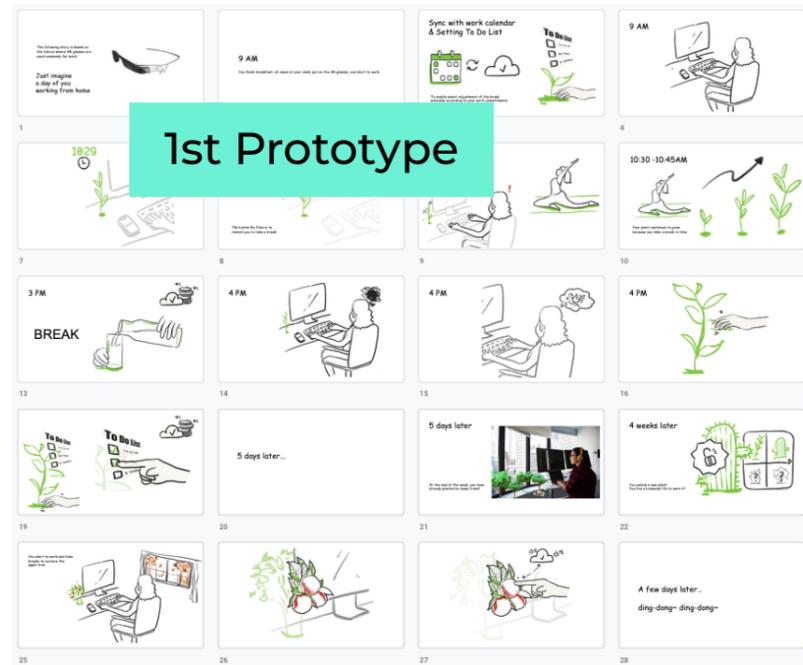
System design & Stakeholder Map

The map shows our direct and indirect stakeholders. As a direct stakeholder we have employers who love to see their employees working more productively and having a more balanced life. Local businesses as offline partners that are part of our reward system who can gain and keep customers.



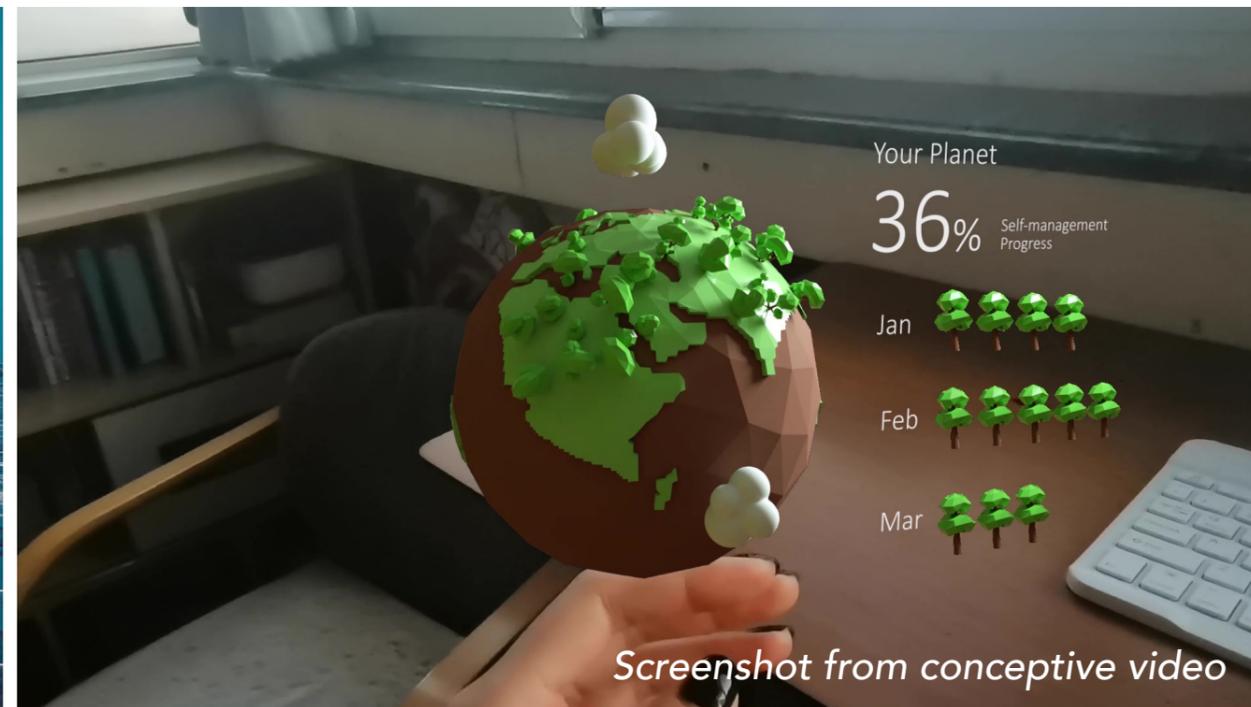
VALIDATION: USER TEST WITH 2 PROTOTYPES

We have validated our idea by **showing the prototypes to our interviewees** and made them answer a questionnaire afterwards. We did it 2 times and received valuable feedback to improve our service, for example, **improving the logic of the reward** in our service or to add some background sounds during work. Eventually 90% of our interviewees assessed the service as **motivating** and **non-distracting**.



VIDEO ADDRESS:

https://www.youtube.com/watch?v=c3Bxe7_fsYY



Screenshot from conceptive video

more than
90%
 interviewees
 show an interest in using this service