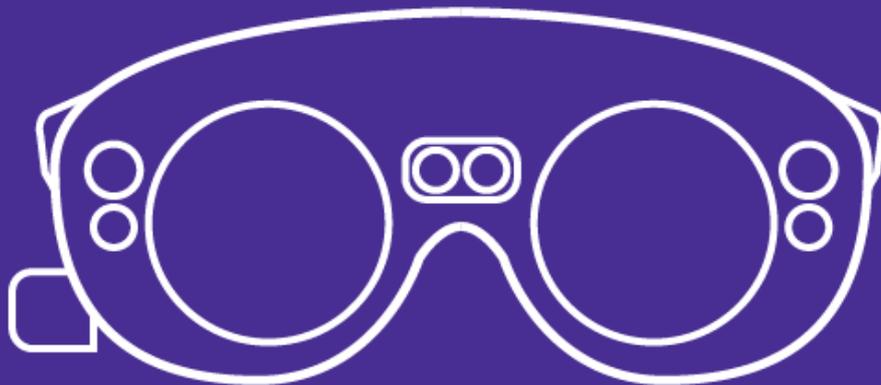


# Greenhouse Future Office

Concept Document



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Company:  
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Version:

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## Table of contents

<u>Problem/Opportunity</u> .....	3
<u>Customer segment</u> .....	3
<u>Value proposition</u> .....	3
<u>Concept</u> .....	4
<u>Description</u> .....	4
<u>User Journey</u> .....	4
<u>Added value</u> .....	6



# Problem/Opportunity

## Customer segment

The customer segment are office workers. This was customer segments was chosen because:

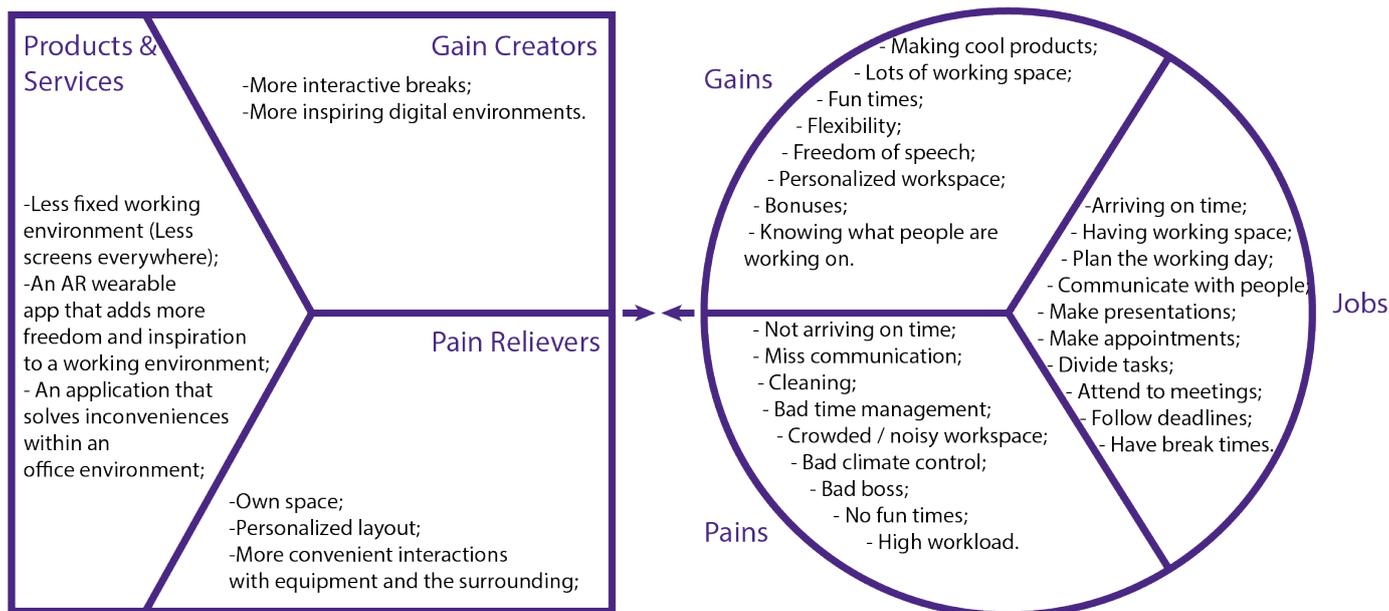
- The people that the project was presented to were mostly office workers themselves, so they could easily identify themselves within the user story as it is something they were familiar with. This would make presenting easier.
- The Magic Leap prototype could be tested more easily, because there was a big pool of potential testers nearby.
- The optimal testing environment of the Magic Leap was inside, because of its technical limitations.

To validate the pains and gains of the customer segment, a survey was conducted. This survey was sent to people inside and outside of Greenhouse. This was done to see if there were problems that were unique to Greenhouse and were pains and gains overlapped. Out of the survey came a couple of interesting results:

- People inside Greenhouse had a lot of problems with noise within the office.
- Booking a room was not a convenient process.
- People take a lot of short breaks.
- Meeting rooms are used for a lot of different purposes.

## Value proposition

Out of the validated pains & gains, a value proposition was made.



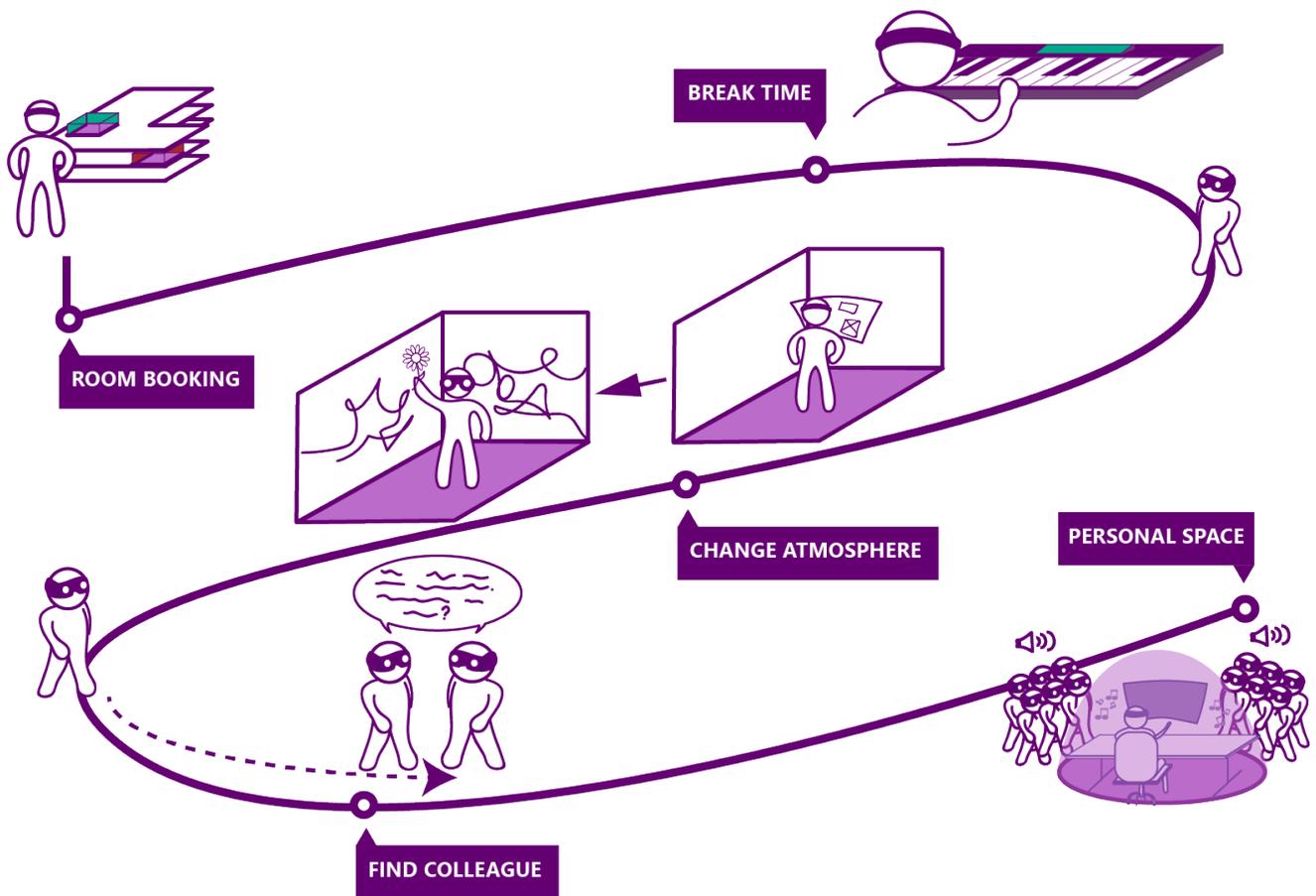
The opportunity the AR wearable can give is to add more freedom to an office environment, while solving inconveniences in the process. A lot of office workers feel that their personalization within the office is getting less and less, because flex workspaces are getting more integrated. The AR wearable can let people create their own portable workspace, without having the need for a fixed real-life working environment. By giving the users tools, the AR wearable can let them experience more freedom in a fun and innovative environment.

# Concept

## Description

In “Greenhouse Future Office”, an AR wearable will be implemented to make processes within the office environment more convenient or fun. This perfectly fits into Greenhouse’s moto: “Innovation, dedication, fun.” Because of the many capabilities the AR wearable has, the concept was divided into 5 parts, these parts will be described in depth in the user journey.

## User Journey



### Step 1: Room booking

The user starts up the magic leap and books a meeting room. He sees a 3d visual of the building in which the available rooms are green. He can click on the room to book it and drag his colleagues in the room from a list.

This part of the journey gives context to the story because booking a meeting room is not a convenient process at the moment. This will give the stakeholders an idea of something they are familiar with, thus making it easier to convey the story.

### Step 2: Break time

The user goes to the meeting room and sees his colleague is not there yet. He starts up a quick and fun activity while waiting. In this case it is a piano.

This part of the journey shows the things the AR wearable can do what normally can not be done inside an office, like playing a piano.

### Step 3: Change atmosphere

The user meets up with the colleague and they want to start a brainstorm. The user starts up the room application from his menu, and they can start doing the brainstorm in AR. This includes making the environment change and writing and drawing everywhere. When they are done the room can be saved and be used the next time.



This part of the journey is the real added value, because the sessions can be saved for another time. It also adds a real “wow” feeling to the concept.

#### **Step 4: Find colleague**

The user wants to talk to another colleague but has no clue where this colleague is. He starts up the colleague-finder application and fills in the name of his colleague. A digital path appears to guide the user to his colleague.

This part of the journey solves another pain that the customer segment endures. By making it easier to find colleagues, a lot of time can be saved.

#### **Step 5: Personal space**

Back at his desk, the user finds the area a bit crowded. There is a lot of noise. The user starts up the personal space application and he is enveloped in his own virtual bubble. The built-in speakers of the wearable play chill music. The user starts working on his project without getting distracted by background noise.

This part of the journey solves a problem that is very present inside Greenhouse. The people working in office have difficulties to concentrate with the background noise distracting them.

## Added value

### **Many tools for inspiration**

One part of the application is to give the user tools to change the environment with. When brainstorming, the user can use objects and tools to visualize their story. Tools like brushes, 3d-painting and physics will give the user a great canvas to release their creativity on.

### **Great for showcasing in 3D**

As AR is becoming bigger in businesses, the 3d artists can showcase their products in a real 3d space instead of having to show it on a screen. This results in more immersion.

### **No more time lost on cleaning room after session, and save and continue whenever needed**



A familiar sight within the office, is that during a brainstorm session, the room becomes a big mess. During brainstorming, the papers can get lost. After the brainstorm session, all papers need to be searched or the get mixed up.

With the AR application, a brainstorm session can be saved as a scene, can be shared and can be loaded back at a later point in time. This will save a lot of time by not having to clean up or going through mixed up notes.

### **Online library available for whole company to load scenes and assets**

As all scenes can be saved, a library of items, scenes or sessions can be made. In this library assets can be prepared for clients to experience or to visualize an idea or story.

### **Fun and quick interactions for quick break**

A quick break can be turned into a fun activity by doing an activity that can normally not be done within an office environment, like throwing a bouncy ball or playing a piano.

### **Better visualization of where next meeting is located**

By having a visualization of the building map while planning a meeting, the process becomes much more convenient. Also, when a meeting is beginning in 5 minutes, a 3d map of the building can give the location and route to the meeting room.