A Growing Trend:
Activity-Based Working

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1 | ABW X
For a Better User Experience

Conventional		ABW
Work efficiency	▶	**Healthy work, immersive work**
Space planning	▶	**Comfortable ambience working environment**
Team productivity	▶	**Creativity, wellbeing**

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2 | **ABW** ^X
Elements For Healthy & Blissful Working Experience

People	Place	Technology
High frequency collaboration	*Staff decide themselves anytime, anywhere, on the move*	*Virtual meeting & cloud data sharing technology*
Cultivate brand, culture & trustable community	*Co-working + Brainstorming + Group social conversation*	*Mobile phone, tablet, computer*
Agile working from myself to my team to my organization		

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Creation

Designer: *How you design?*
(Design thinking)

ABW ^X SOLUTIONS

USER NEEDS & WANTS

Product, service & experience:
What you deliver? **(Problem solving)**

Contentment

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3 | ABW ^X
Maslow Hierarchy of Need

My Organization

My Team

Myself

- Self-Actualization — **Purpose, values, empowerment**
- Esteem — **Trust, respect, autonomy, transparency**
- Belonging — **Social needs, team dynamics, culture, connections**
- Safety — **Ergonomics, privacy, safety, work-life fit**
- Physiological — **Lighting, temperature, food, movement, air quality, noise, health**

3 | ABW X
Maslow Hierarchy of Need

Pyramid levels (top to bottom):

- **My Organization**
  - Self-Actualization
- **My Team**
  - Esteem
  - Belonging
- **Myself**
  - Safety
  - Physiological

- Provide the power of choice and autonomy

- Design spaces to build rapport and trust
- Provide for a range of sensory experiences

- Make it easy for people to connect
- Foster community
- Tell your story

- Provide holistic ergonomics support
- Eliminate dangers and toxins
- Design for personal and information security

- Offer connections to nature
- Ensure physical comfort
- Encourage movement and activity

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4 | ABW X
User Needs

Chair, table, cabinet, sofa, partition, lighting??

Effectiveness, productivity, efficiency, mobility, creativity

Purposeful workspace ◀

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5 | ABW X
Work Mode

Collaboration

Focus

5 Work Modes

Relaxation

Social

Learning

Anytime

Anywhere

On the Move

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5 Work Modes

Collaboration

Relaxation

Focus

Social

Learning

}

5P Working Environment

Performance

Placemaking

People Centered   *Pleasure*

Purposeful

User Needs

}

ABW^X

Product Service Experience

Why?   ←   **How You Design?**   →   **What You Deliver?**

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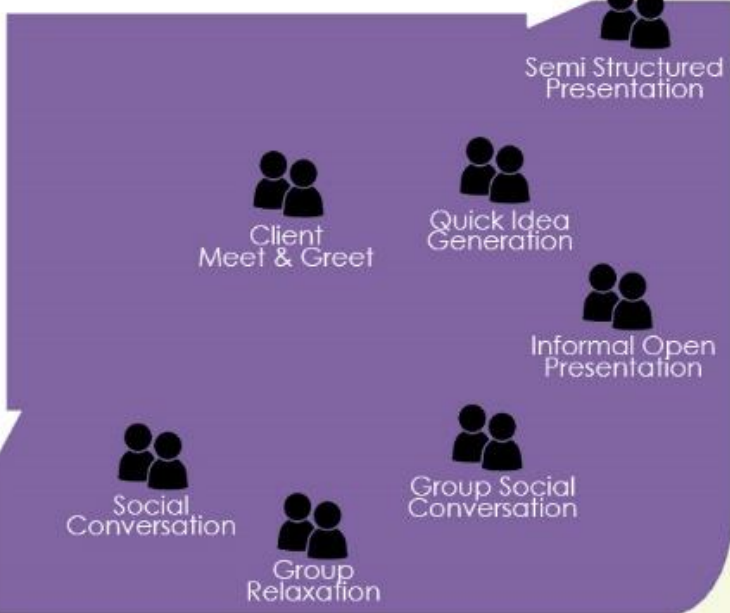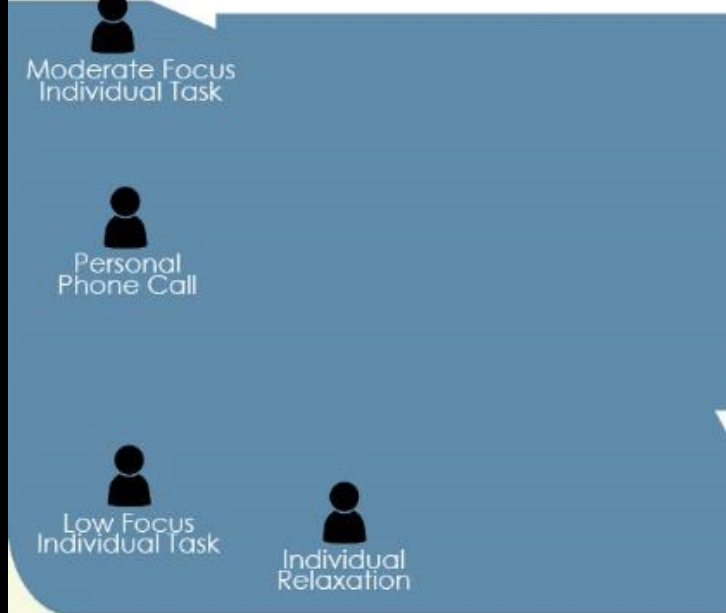
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6 | ABW ^X
Is all about…

Focusing on immersive work experience

+

More flexibility

+

Multi-Work Zone
(for personal, team & organization)

Collaboration

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Collaboration

Collaboration

Collaboration

Focus

Focus

Social

Social

Social

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Learn

Learn

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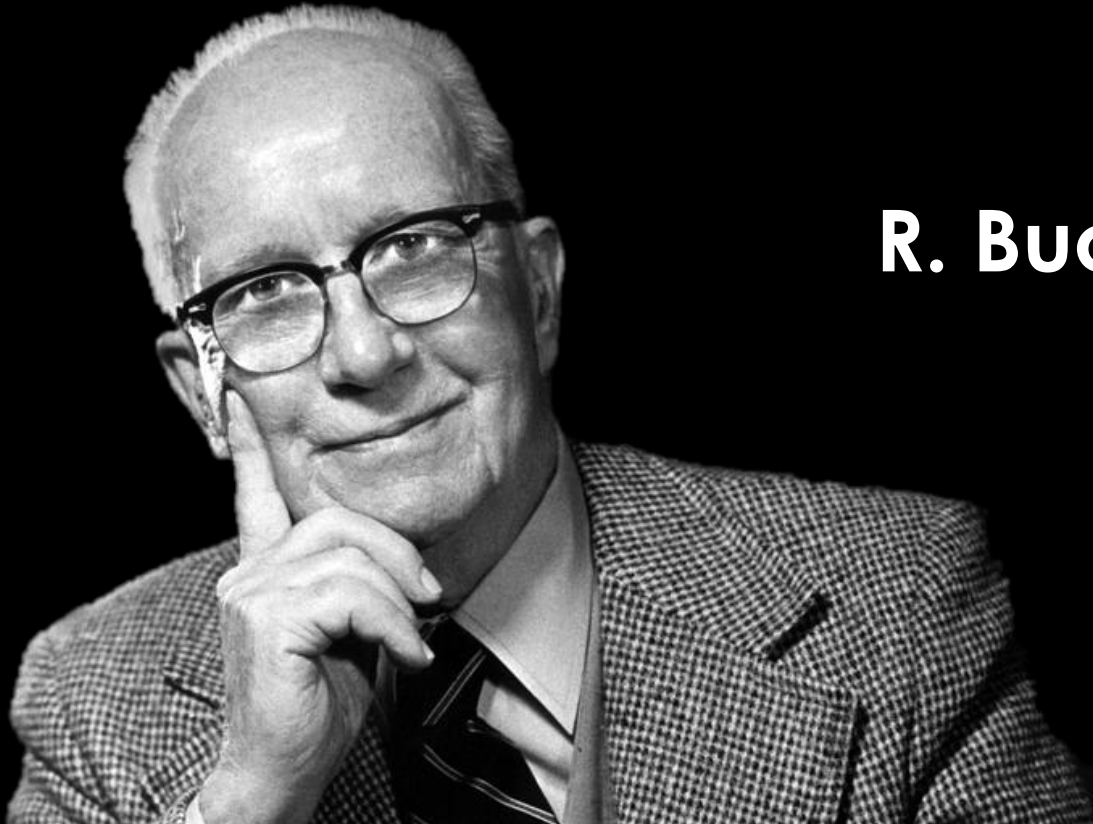Ergonomically designed for health!

Relaxation

Relaxation

7 | ABW^X
True wealth

Organization goal :
Use product, services and user experience
to solve user frustration,
creating value to the users

$$\text{User perceived value} = \frac{\textit{Higher experience gain}}{\textit{Less amount paid}}$$

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Thank You

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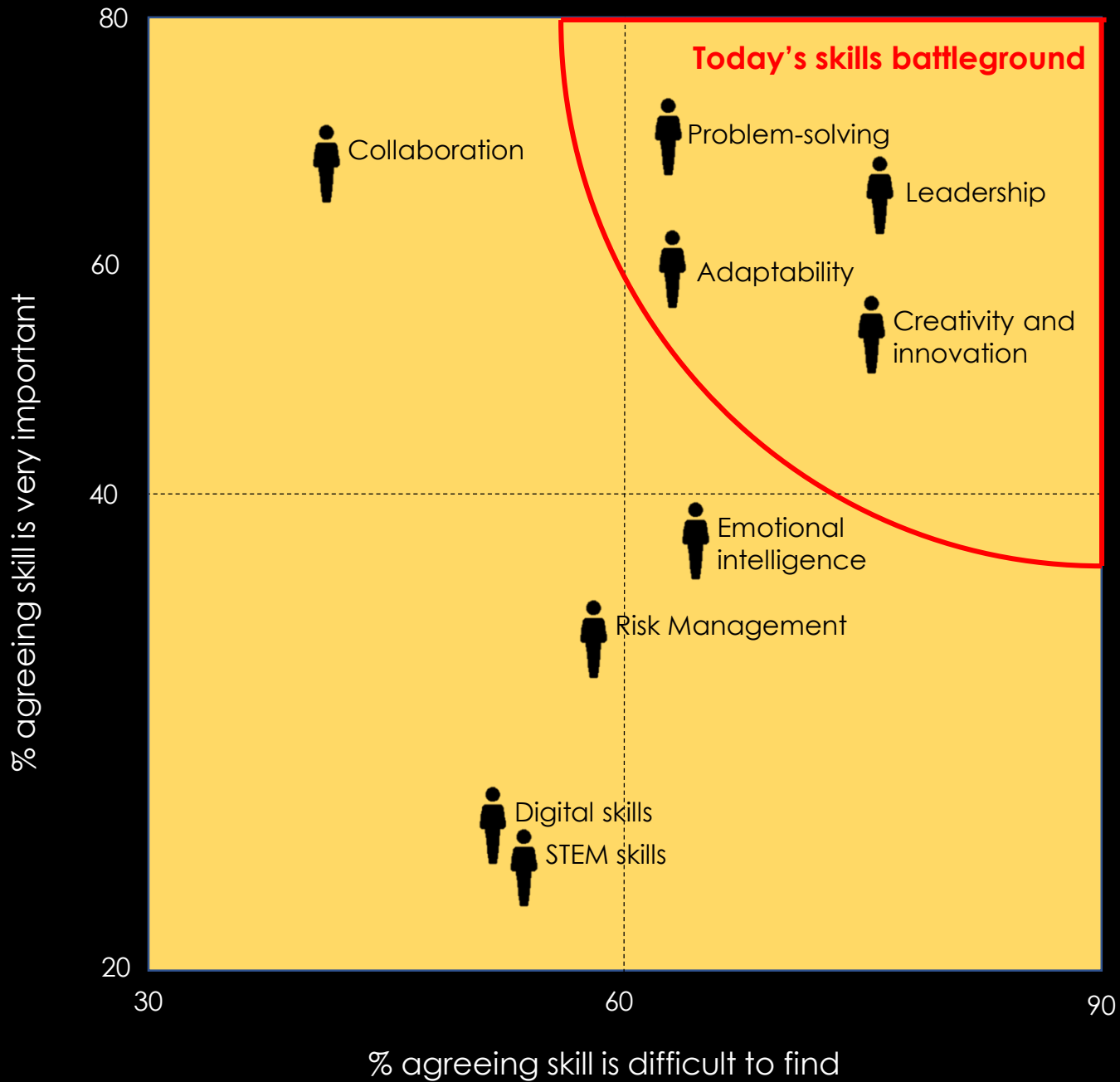
What is the TALENT most needed?
In Design

PWC 2017 Annual CEO Survey

What kind of people you will recruit the most?

Soft Skill is more needed than Hard Skill

Hard skill

Digital skill & STEM skill

S: Science
T: Technology
E: Engineering
M: Mathematics

Probably will be substituted by machine (AI) one day

Soft skill

Problem solving
Creativity & Innovation
Leadership
Adaptability

Can be trained by *Design Thinking*

Design Thinking

THE DESIGN OF EVERYDAY THINGS
Everything is Design

-Human Centered Design

Design is not an art but an act of communication between designer and the user.
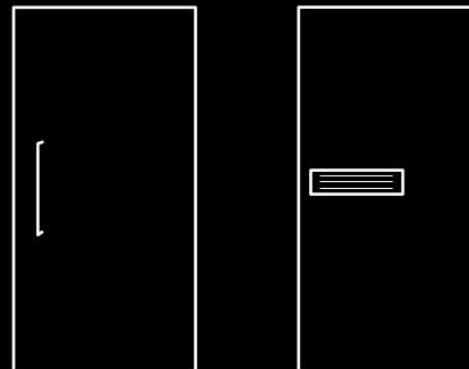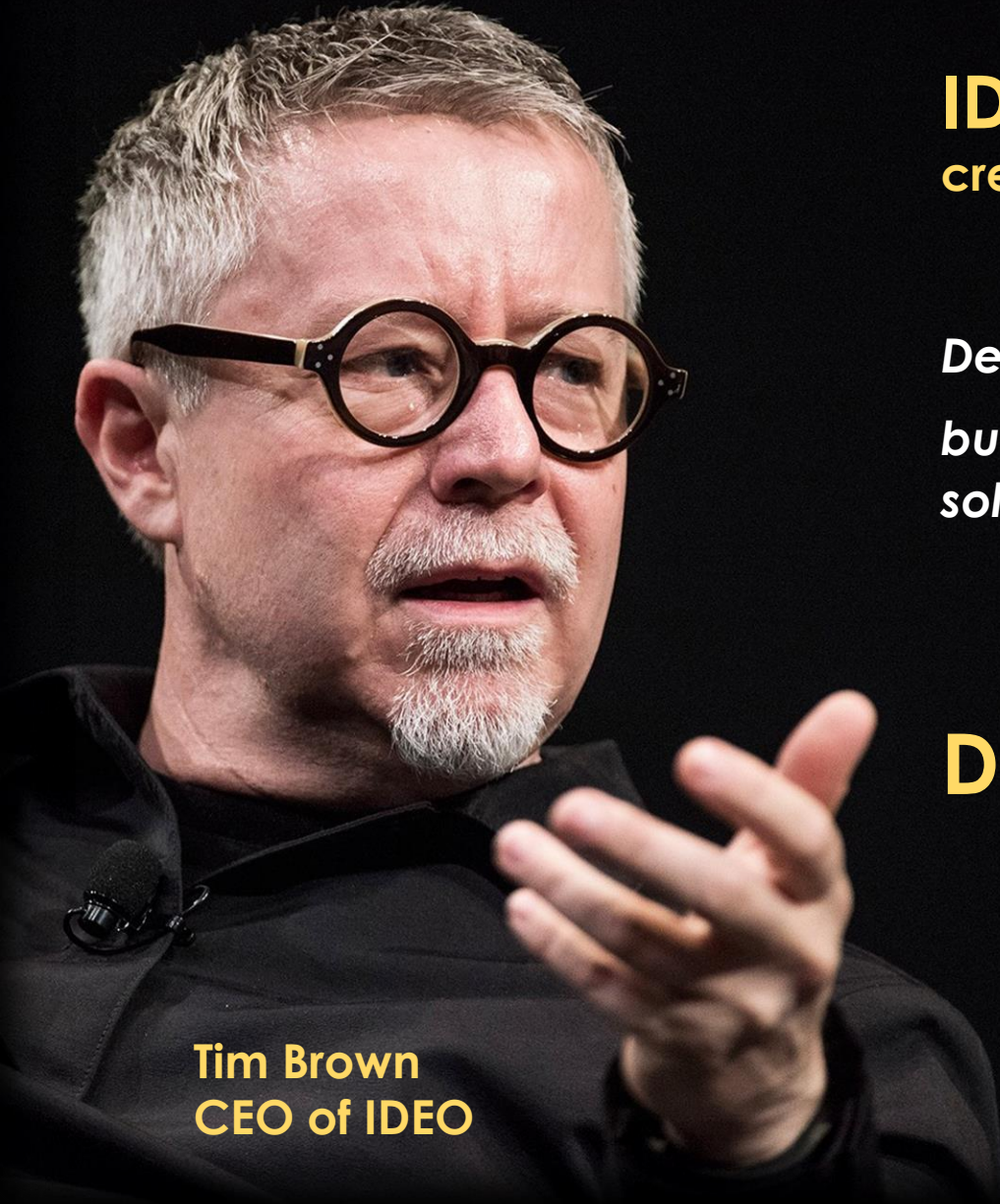
Don Norman
Director of The Design Lab

| 4 Principles in Design

1. Affordance: *The relationship between what something looks like and how it's used*

2. Constraints: *The limits to an interaction*

3. Mapping: *Design as per user behavior*

4. Feedback: *Every action needs a reaction as indication*
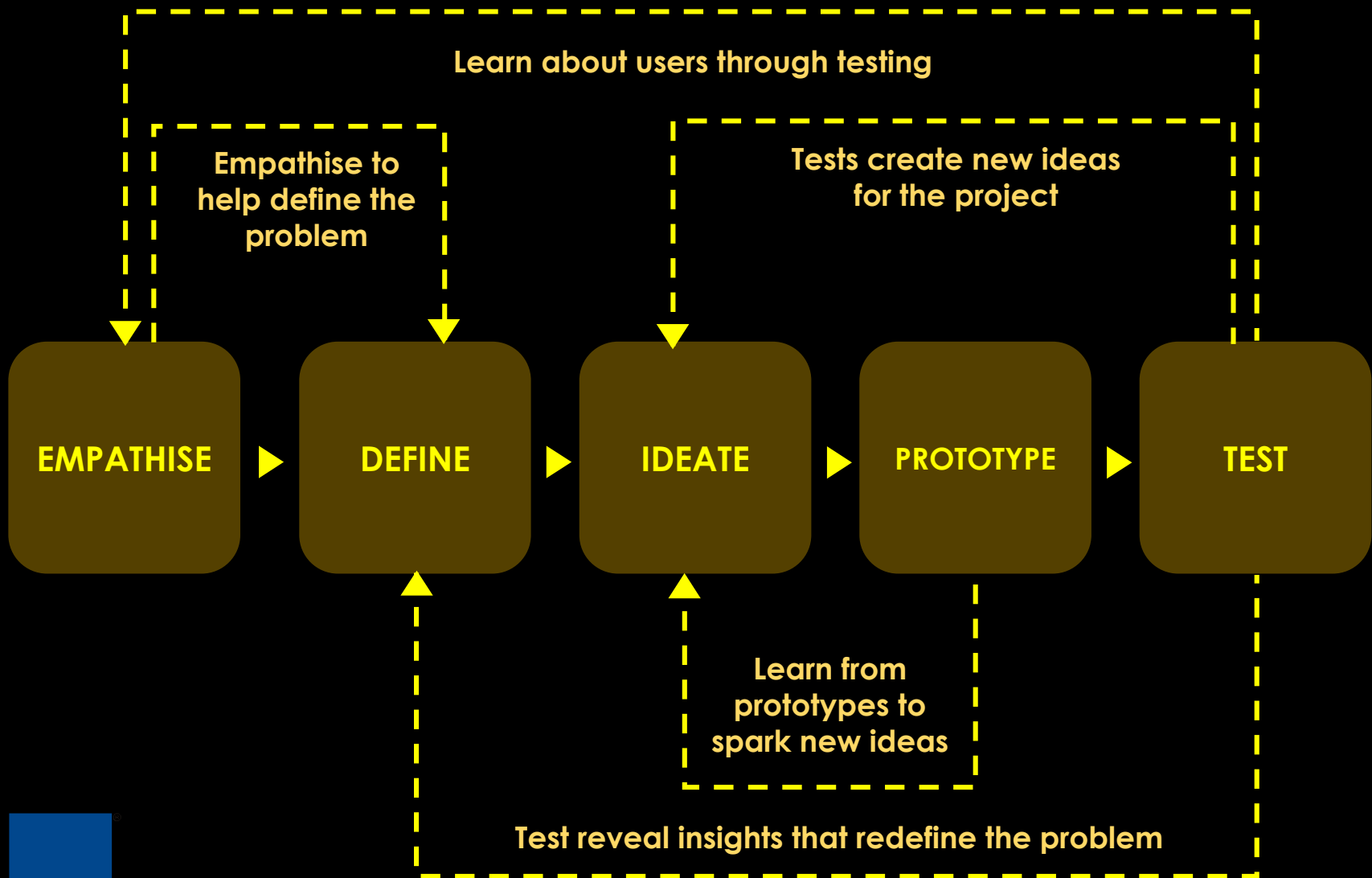
IDEO – probably the most creative company in the world

Design is not just about the product but **design a process** *to solve the problem*

Design = Problem solving

**Tim Brown
CEO of IDEO**

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DESIGN THINKING: A NON-LINEAR PROCESS

Learn about users through testing

Empathise to help define the problem

Tests create new ideas for the project

EMPATHISE ▶ **DEFINE** ▶ **IDEATE** ▶ **PROTOTYPE** ▶ **TEST**

Learn from prototypes to spark new ideas

Test reveal insights that redefine the problem

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Empathise
The ability to feel how others feel

"I know exactly how you feel."

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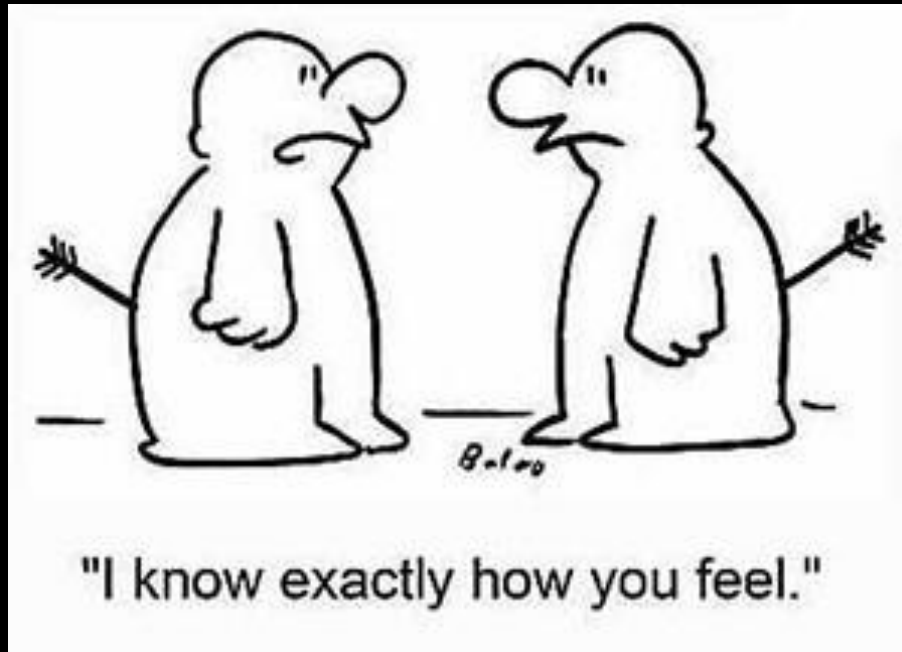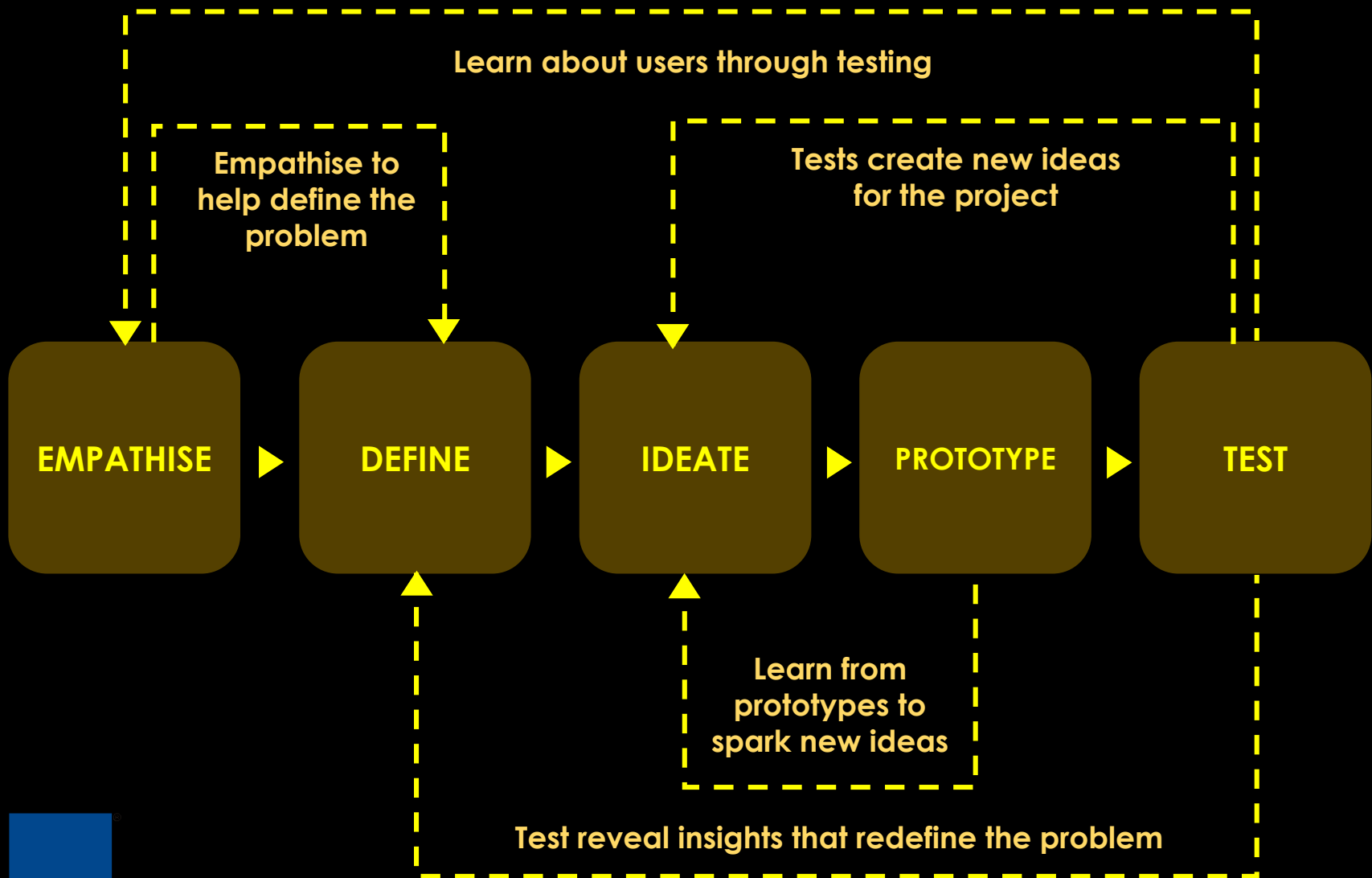
Prototype

Think by hand, not by head

Make prototype as soon as possible

FAIL FAST, FAIL OFTEN

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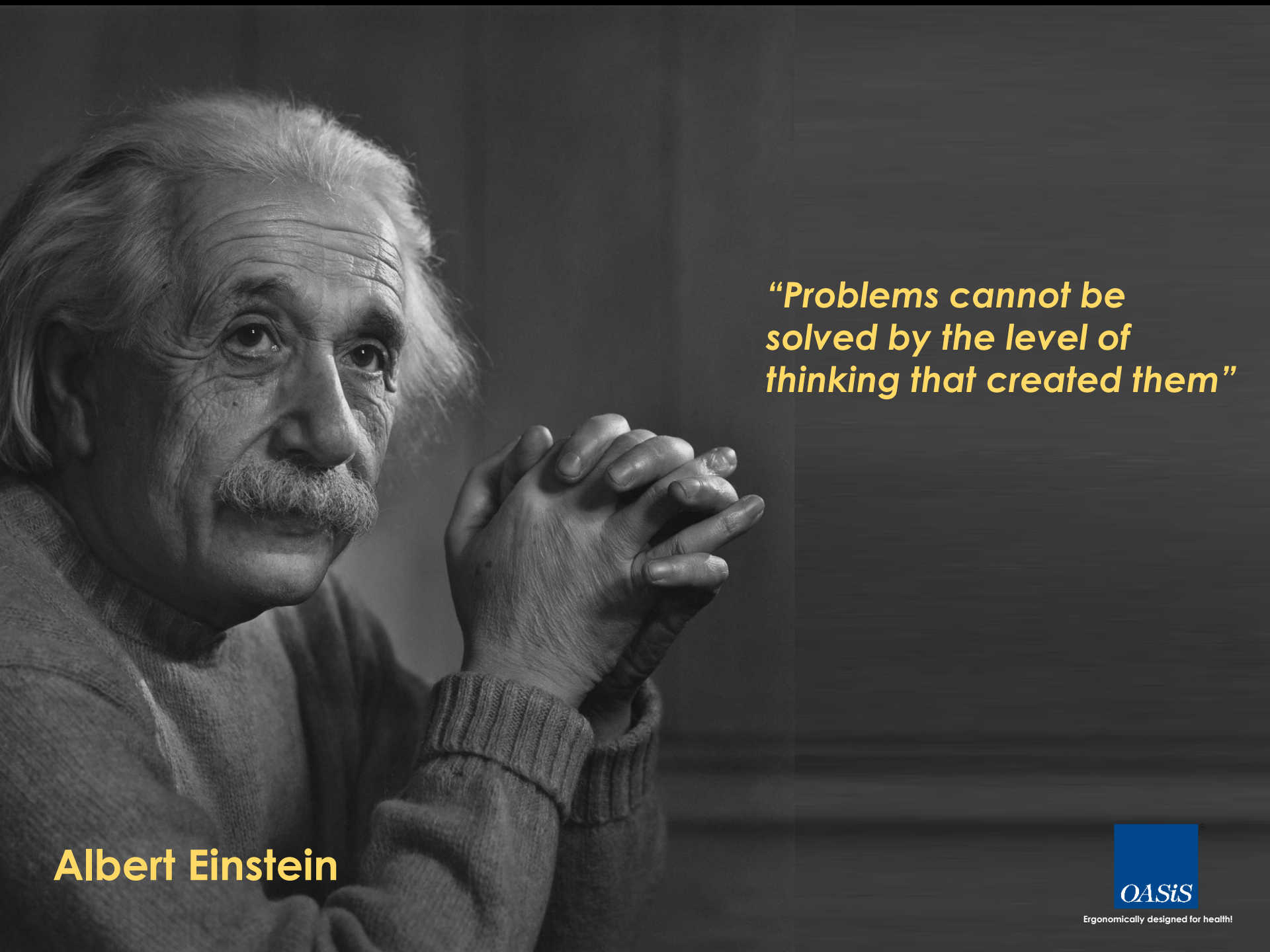Ergonomically designed for health!
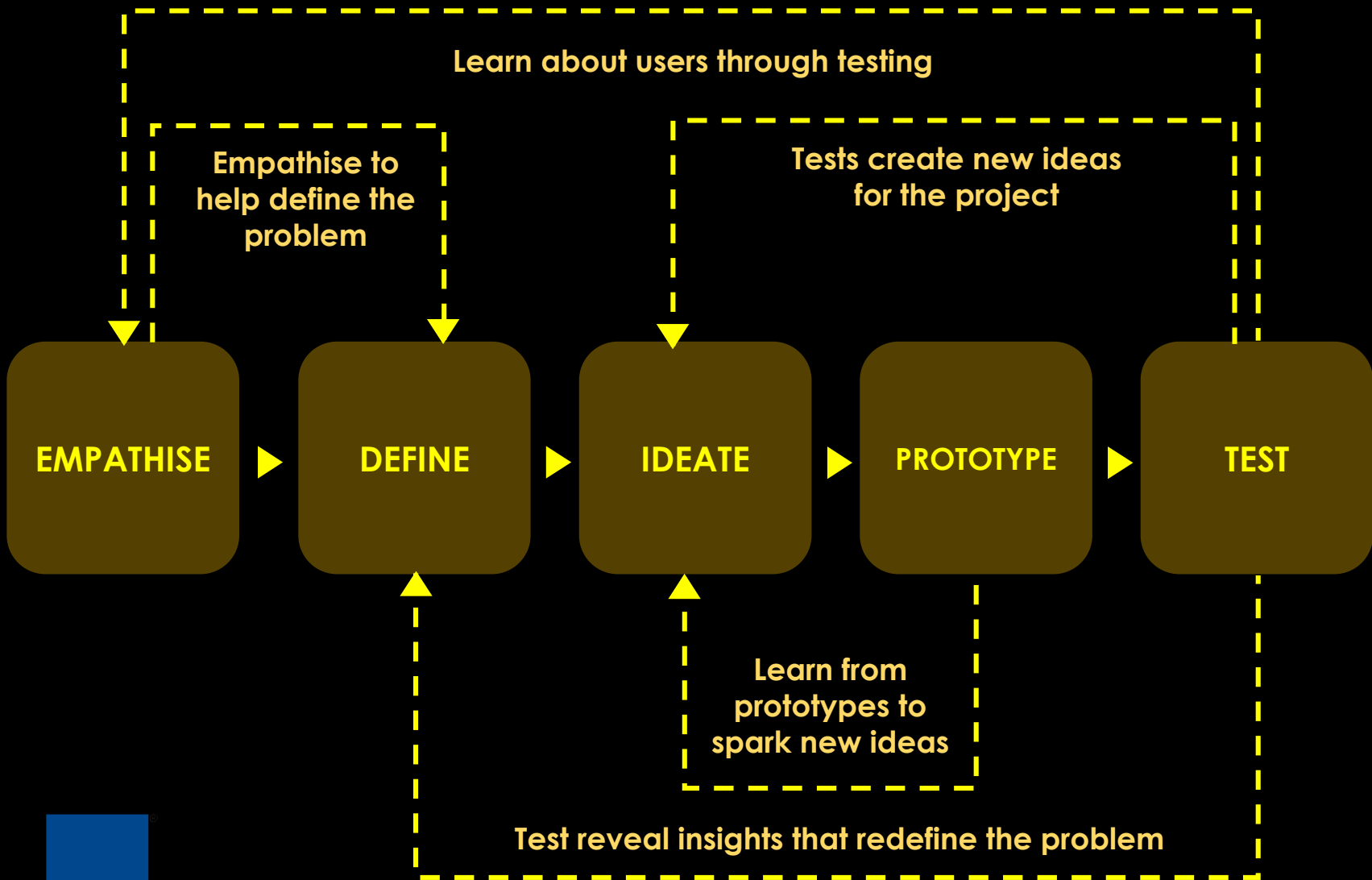
Be a T-Man

'▭' *General knowledge (broad)*
History, economic, psychology, human behavior, etc…

'❘' *Specialized knowledge (deep)*

Cross the border & think out of the box

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"Problems cannot be solved by the level of thinking that created them"

Albert Einstein

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Design is not about choosing the best between the existing stuff, it's about to provide another CHOICE!

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Thank you

"All is One, One is All"

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