

Brief

NACAR SPACE

UX RESEARCH

IED | Masters Interaction Design

Shivani Agarwal



Own Image outside NACAR office



Rafael



Elevator Pitch Document

We were given a brief overview by Nacar's Head of HR, with initial pain points, guidelines, and opportunities.

Based on the briefing, we formed an initial hypothesis

NACAR space needs to be redesigned to improve employee experience at NACAR and assist with internal company communication, documentation and notifications.



We then did a round of user interviews



User Interview on Google Meets



User Interview at NACAR

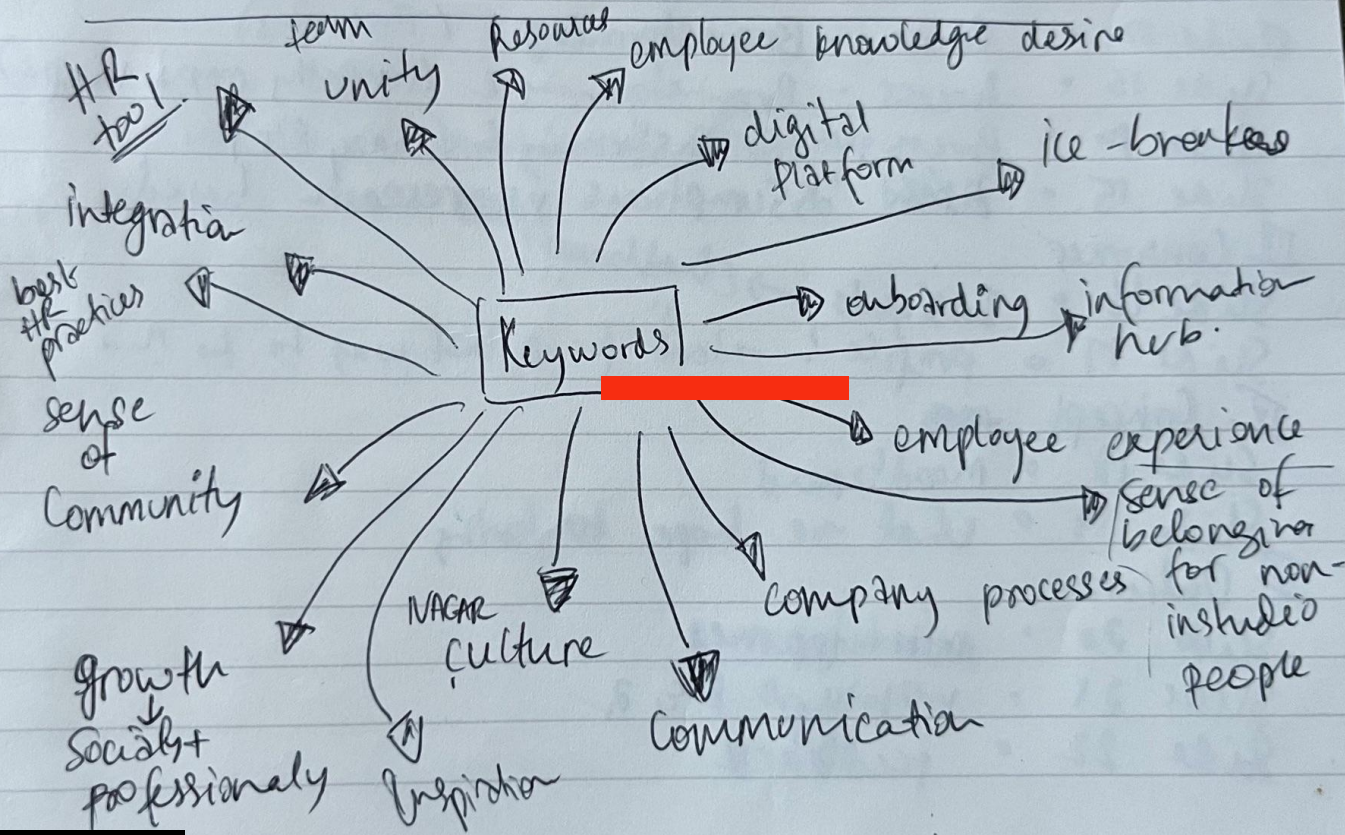
These were our key learnings after the user interviews and briefing

Nacar Space a well designed platform, but it misses the WOW factor.

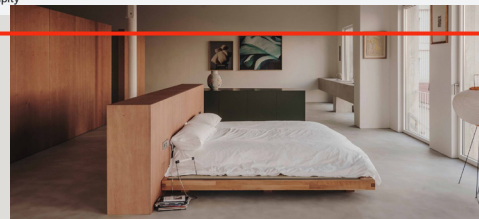
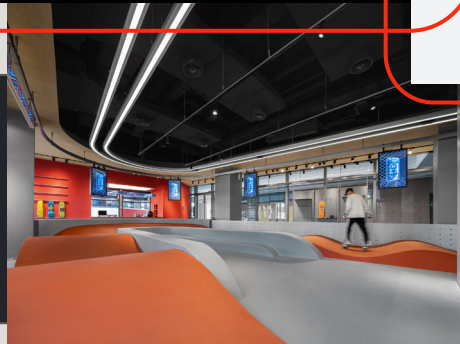
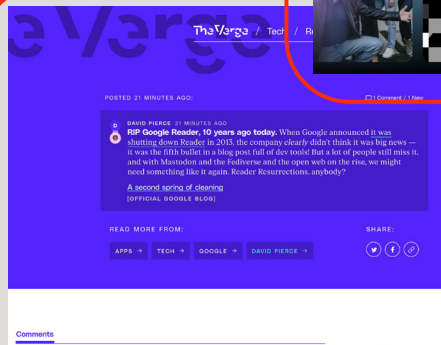
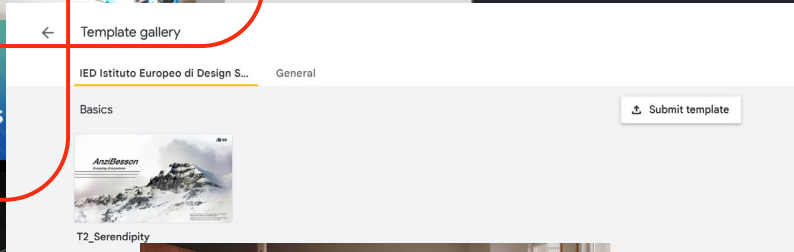
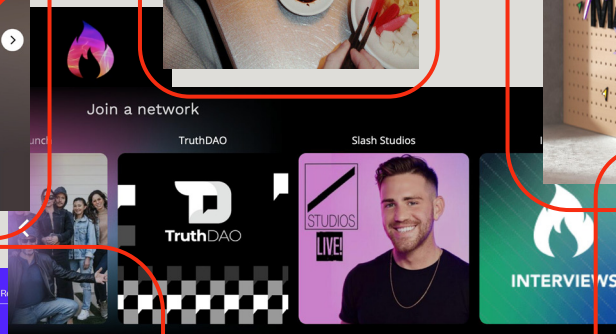
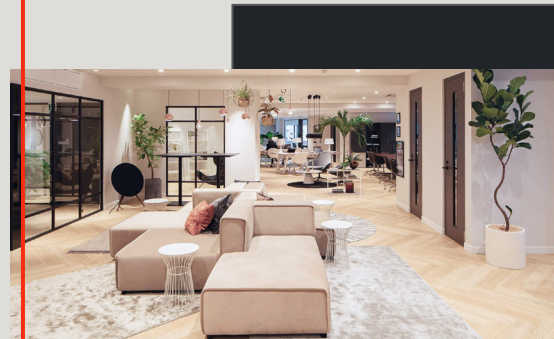
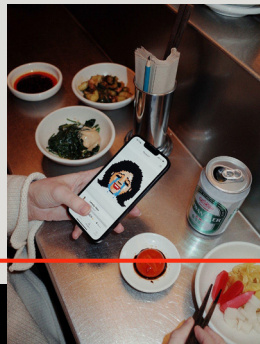
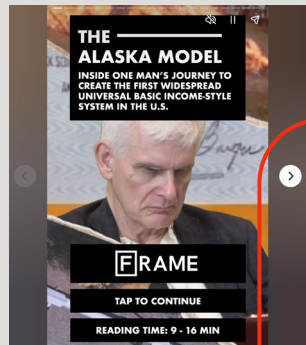
Employees want to increase peer connection and need icebreakers.

It is tricky for HR to get comms messages across to the teams.

Information on peers and knowledge about personal and professional growth are high areas of interest amongst NACARians, but time to do it all is not enough.



Research



- Trying out new formats of communication
- Gamification to tie online and offline experiences together
- Being dubbed as a tech hub by linking rival platforms content on their own page – as to maximize employee's time and create more different content
- Online platforms allowing user interaction, commentary, etc. to enhance the experience (future is interactive)
- Spaces promoting human interaction and community
- Refreshing employee journey's by re engaging employees after 1-2 years
- "Myth of the lone genius": collaboration is the way
- Documenting team growth and peer to peer journey
- A group community service project as "pre-boarding"
- Template Gallery on IED Google Slide with option to upload own.

Expert Interview

"We create a lot of content for our client but not for our teams."

"We use Google Suite in our workspace – slides for leaving static documents somewhere and even google chats to communicate. We also have the Google Calendar and keep it open for each."

Violeta Bendersky
Founder of Hatch EU, Barcelona



Interview venue

These were our key learnings after trend research and analysis

People want to collaborate to build connections that go deeper into areas of interests and growth

Learning is growing and growing is thriving

New formats and platforms of media consumption and digital interactions are emerging that incorporate Web 3.0 philosophies.

"Nacar have loads of different clients so everyone works in different teams. Everyone ends up with a different work environment – this is where the communication difference comes in maybe."

"I would love to see more of the Nacademy videos but I fell short on time "

"I have no idea what other people work at Nacar."

"I wish I could say to someone – Oh there's a carnival, let's go together!!"

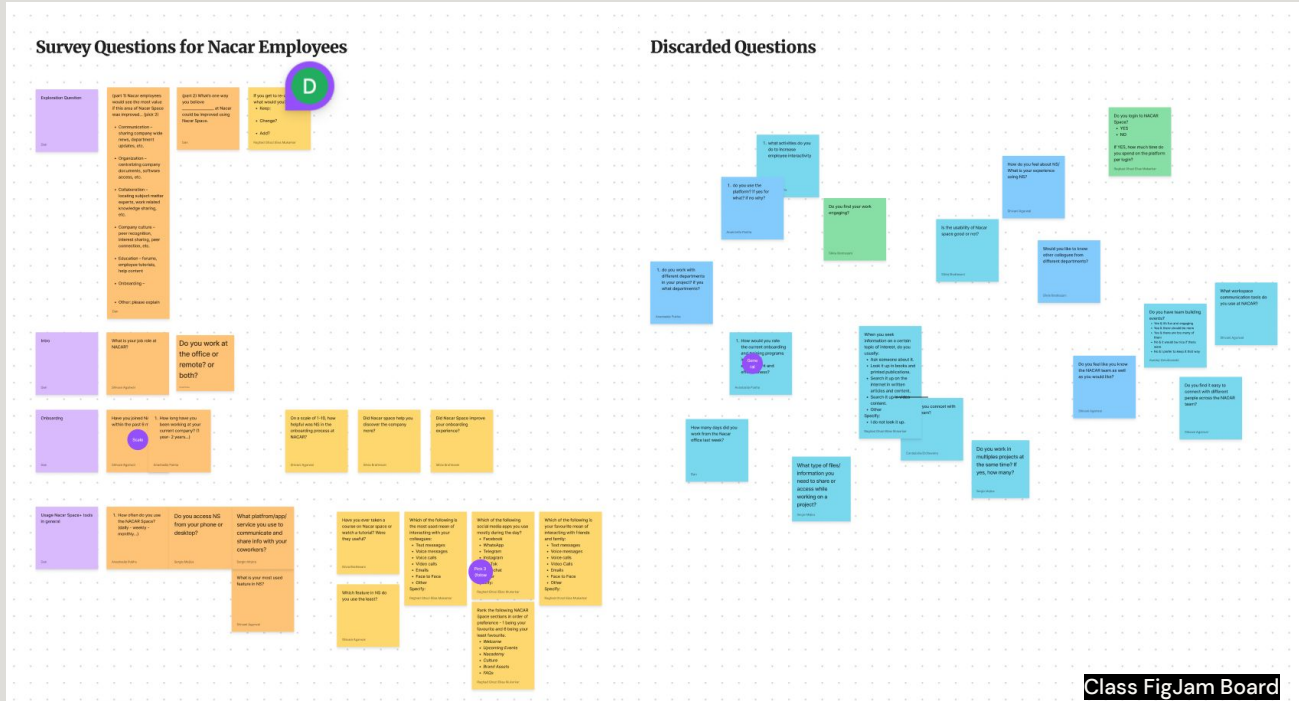
"I would like to find information on other Nacar employees; their names, pictures and what they do at Nacar. I would also like to know how other people from the design field at Nacar work."

How Might We

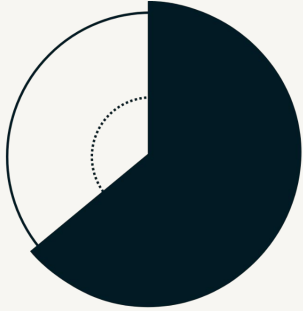
How might we recreate Nacar Space as a digital platform that facilitates community connection, culture, and collaboration, while also preserving it's authenticity as an information hub.



We had also sent out a company wide survey as a class group..



..and analysed the survey results to confirm hypothesis & design decisions



65%

have been working at
NACAR for less than a
year.



65%

picked employee
education as a most
wanted feature in NS.



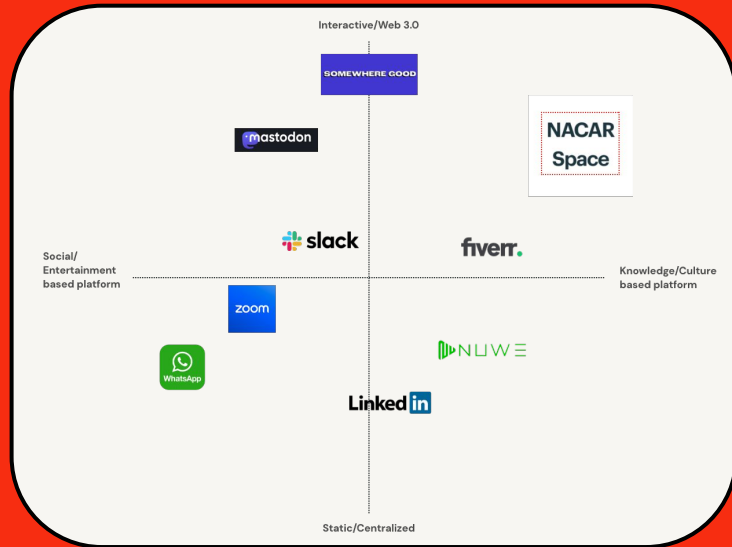
65%

typically use a
Laptop to access NS.



Own Image at NACAR

After more direction from the survey, the next step was deeper market analysis and benchmarking



Benchmarking



Own Images at MWC Barcelona



- While Web 2.0 applications like Whatsapp and LinkedIn are widely in use, as we usher into a newer era of Tech advances, they fall short in the market on new innovative features
- Newer social platforms are more focussed on facilitating human interaction and cultivating connection; a shift from the usual like and follow features (Somewhere Good)
- Gamification of otherwise quite static company procedures will call to the more savvy consumers and best talent (NUWE)
- Enriching consumer experiences by cultivating knowledge is a leading feature platforms are incorporating into their business model (Fiverr)
- Open source platforms appeal to consumers who are aware of data and privacy norms, proving people want to be more in charge of their digital footprint (Mastodon)

These were the final insights after the last round of gathering and analyzing

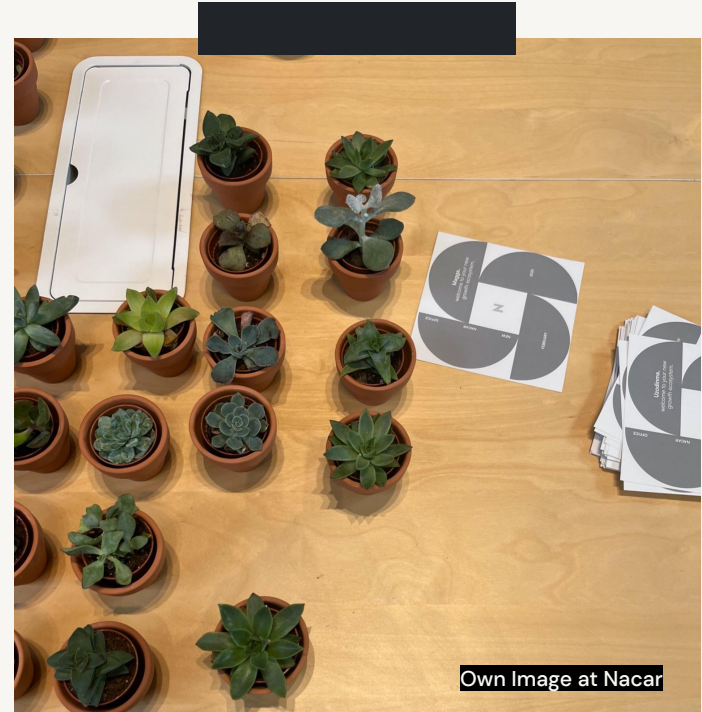
Redefining a “social” profile in the era of Web 3.0

Gamification, Open Sources, and Personalization generates high engagement.

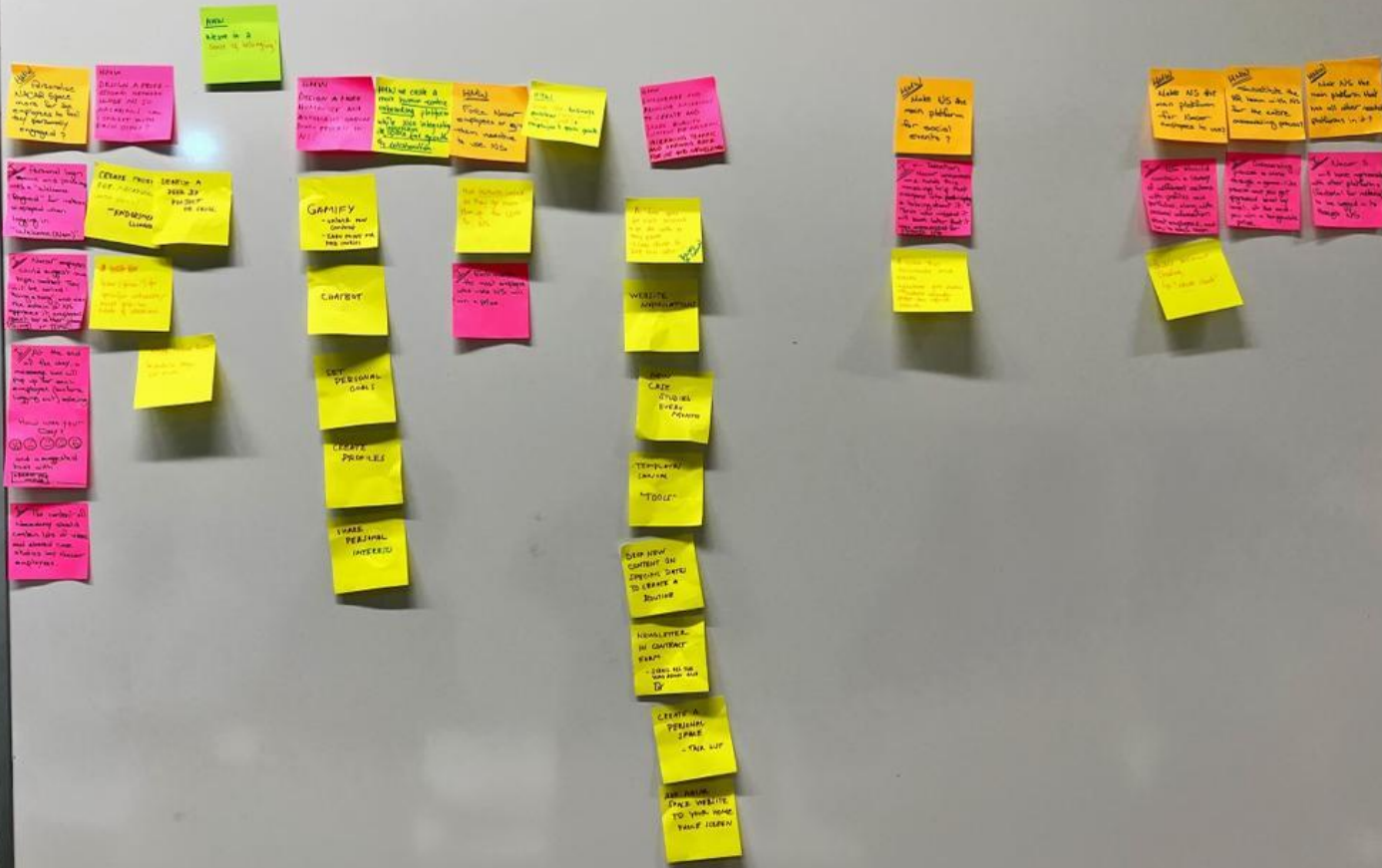
“My phone screen is too crowded” (User Interview) implying that Nacar Space will serve best on desktop

The solution

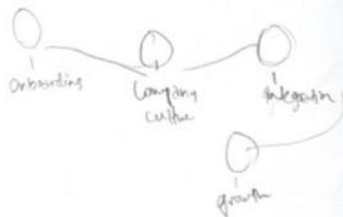
Integrating Nacarians within one interactive platform that meets user insights and incorporates zeitgeist innovation.



Own Image at Nacar



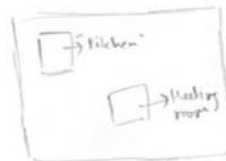
① Employee Journey



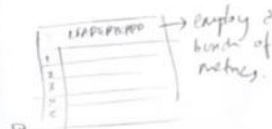
② Better small professional experience



③ Virtual Chats / Spaces - Please lockdown screens again!



④ Gamification - for increasing engagement



⑤ Tool ~~list~~ / Messenger



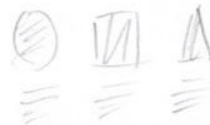
⑥ Course videos!



Can connect
whose videos/playlist
is most used

⑦ Communities building

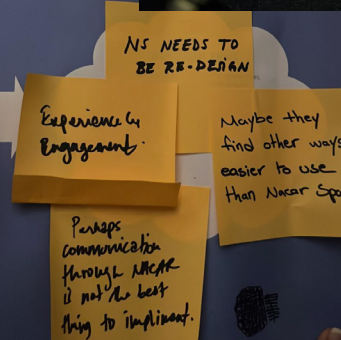
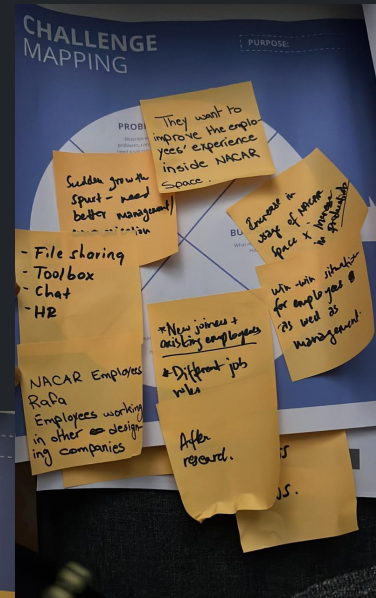
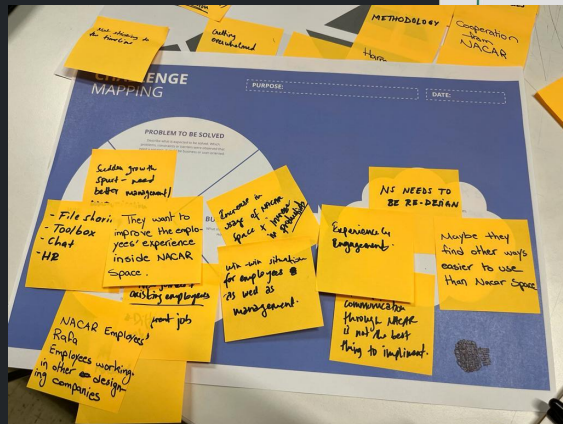
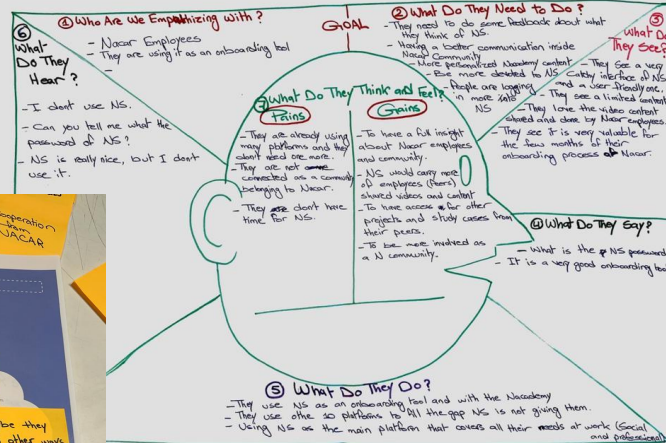
- create groups
- kind of like sections or uni



⑧ Daily Planner

- would they like a tool to record their day to day tasks at night?

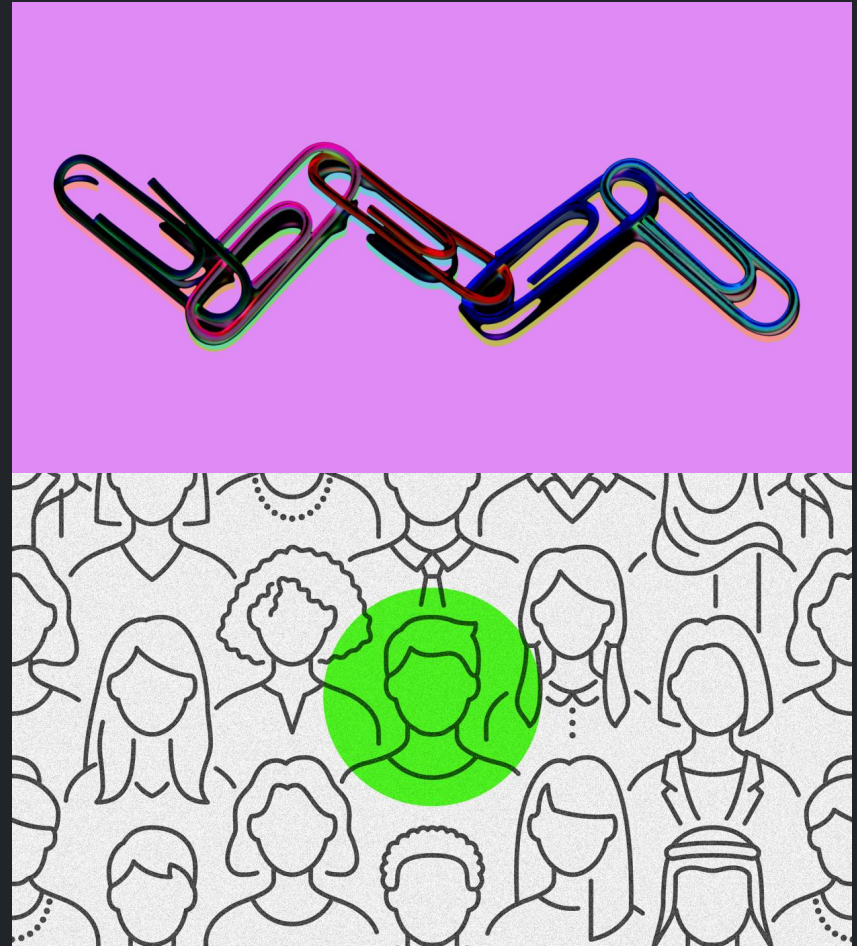




Empathy Map and Challenge Mapping

Concepts

Design a professional network inside Nacar Space so Nacarians can connect with each other.



Concepts

Encourage and promote Nacarians to create and share quick quality content, incentivising them to collaborate.



Brief

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Shivani Agarwal



Own Image at Palo Market Fest