

# How technology can improve workplace UX

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## In today's session we'll cover

- **Understand how to** drive business and real estate value through experience and digital engagement tools
- **How to leverage** UX principles to design and future proof the workplace environment
- **Differentiate** the types of engagement technology that can be used to optimise user experience
- **Highlight the key takeaways**
- **Q&As**

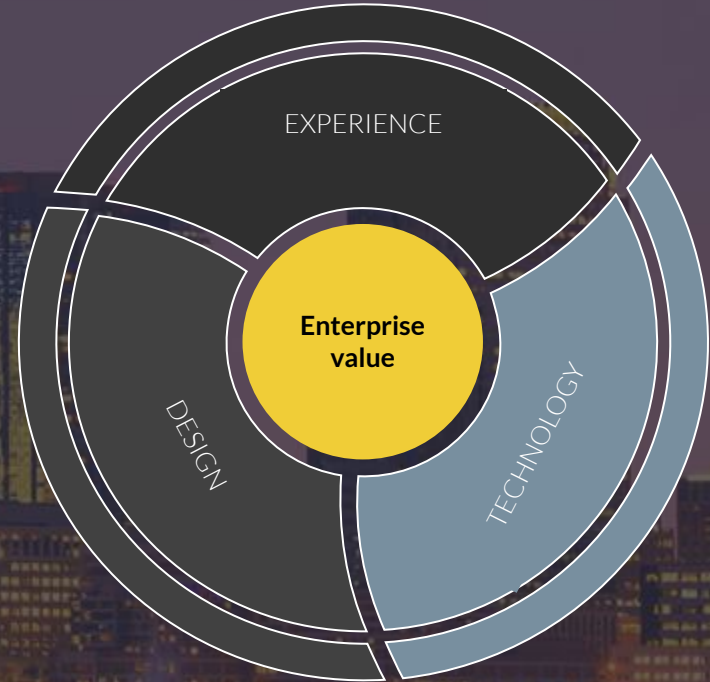


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# Exploring the link between Experience, Technology and Value

1. Unpacking key drivers of growing importance of workplace experience
2. How and when organisations benefit from developing curated engagement and experiences
3. Adapting UX principles for human centric workplace experiences
4. Leveraging workplace technology and analytics



# Key drivers propelling the importance of workplace experience



New demands shape a greater need to understand and provide a dynamic workplace experience

# 6 ways organisations benefit from offering better workplace engagement and experience to employees and visitors



## Why work on engagement and experience?

1. Understand loyalty and value drivers
2. Grow human capital
3. Integrate workplace and business technology
4. Create feedback loops
5. Enable workplace and organisational change
6. Grow asset value through better tenant experience and services (landlords and flexible space operators)

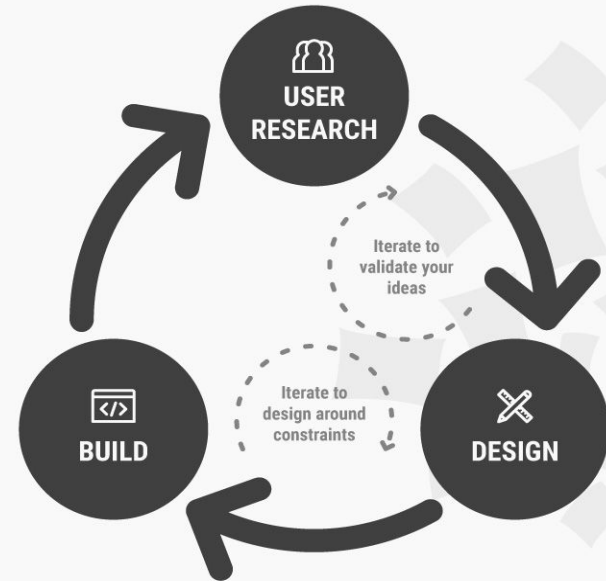


# UX principles and process

The user experience (UX) is all aspects of the end user's perceptions as they interact with a solution or service.

- Focuses on understanding users through human computer interaction
- Promotes improved quality of users' interaction with and perceptions of a product or service
- Pillars are **co-creation and iteration**

## THE ITERATIVE PROCESS OF UX DESIGN

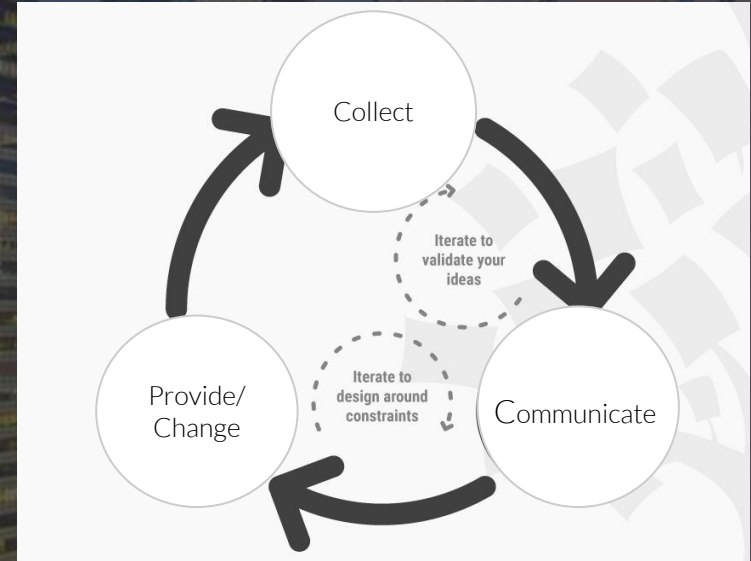
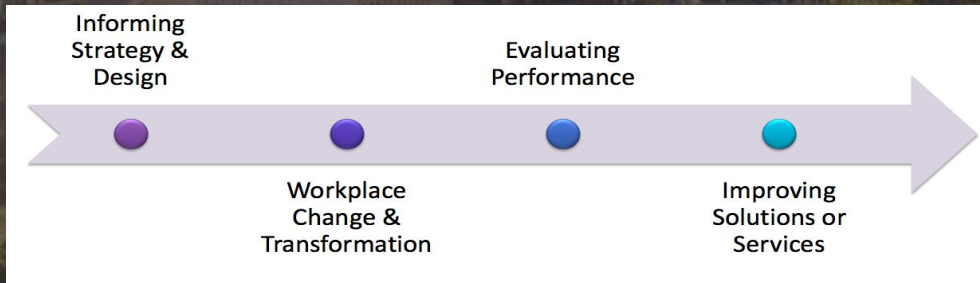


Source: Interaction Design Foundation , usability.gov

# Adopting UX principles for human centric workplace experiences

- Leverage workplace analytics tools to collect user insights
- Create feedback loops: validate and iterate
- Constantly gather and act on the feedback
- Make incremental changes and communicate them

Points in time where UX is particularly valuable for EX



Source: IFMA 2016

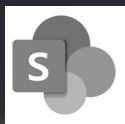
# Leveraging engagement and workplace technology for curated experience: Examples

## Gathering employee experience insights, receiving feedback

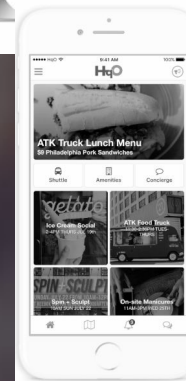
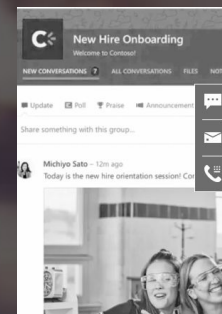
### Leesman Index for employee experience

- Measure
- Monitor
- Benchmark

## Communicating and co-creating: Change, Experience and Culture



- Create and host events – town halls, training
- Create and share communications including video
- Live events create sense of community
- Crowdsourced video by employees, clients and fans

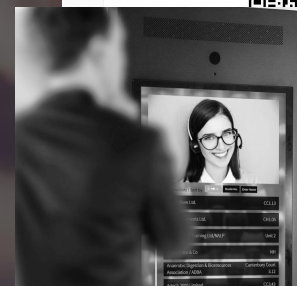
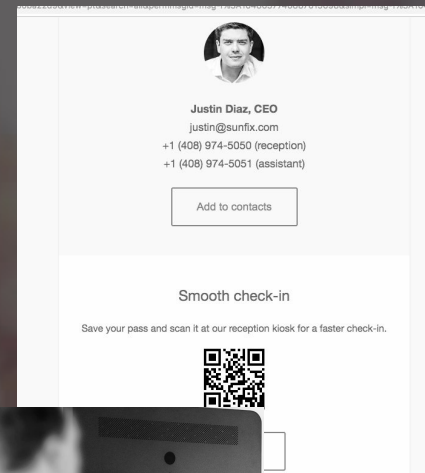
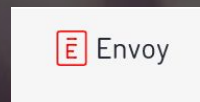




# Leveraging engagement and workplace technology for curated experience: Examples

## Visitor Management: Curated experience of attending and hosting meetings

- Warm and efficient visitor experience creates enterprise value
- Integration with
  - Calendars
  - Wayfinding
  - Meeting room and desk booking
  - Vendor management
  - Security
- Visitor analytics
  - Host teams
  - Frequency
  - Times
  - Size of meetings



# Key takeaways



- New demands across work, culture and space dimensions create a need for curated workplace experience
- Offering curated experience through design, engagement, communication and feedback loops contributes to enterprise value
- UX based workplace experience is created through an iterative cyclical process of user research, communication and iterative changes
- Integrated workplace technology combines user experience and usability with data analysis, and will continue to evolve by offering more integration between workplace and business technology

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