P4.1
TRANSCEND

Team 1.3

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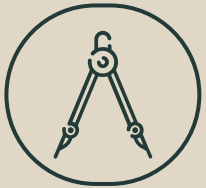
Synthesize Knowledge

The stages of the double diamond design process

Interviews



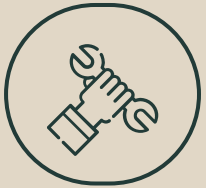
Architect
founded MMA projects

Associate consultant
in deals consulting in PWC

Interior and product designer

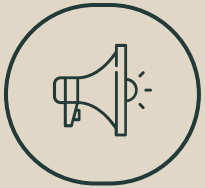
Renewable energy engineer
at DEWA

Senior manager
in strategy and policy in Dubai SME



Renewable Energy Engineer
at Mohd Bin Rashid Solar Park

Interior Designer



General Marketing Manager

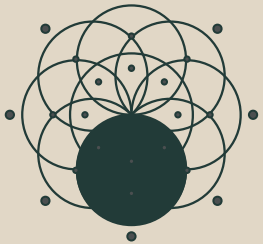
Research analyst
at the government development and future office in the Prime Minister's office

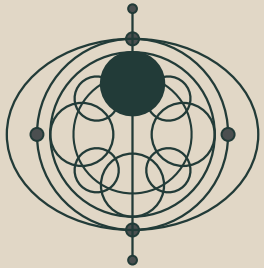
Financial Analyst
at Alfuttaim

Quotes

Research Analyst

“ I found it difficult to stay focused if the house wasn’t as quiet as I needed it to be, and also the lack of proper workstation is not deal”





Renewable Energy Engineer

“ The option to work from any other, not necessarily just home, I would like the option of working from another workspace that isn’t necessarily at my house”

Secondary Research Key Notes

- Feeling lonely can affect the quality of your work.
- Communicate your message clearly in order to not increase employee stress.
- Personal life infringes on employees work life.

What Are Employees Looking For

INTERACTION

More human interaction to avoid loneliness.

INTERCHANGEABLE

Interchangeable workspaces to increase productivity.

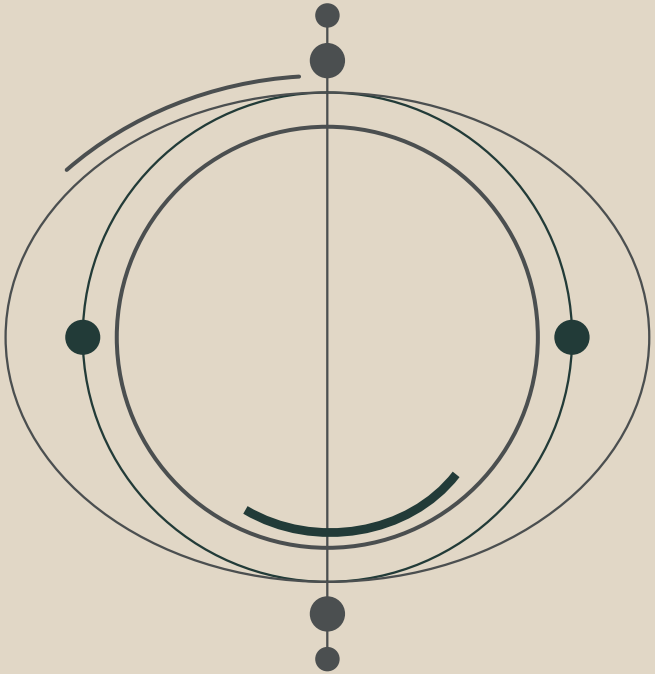
UNCONVENTIONAL

Unconventional workspaces to promote flexible workspaces.

Employees are looking for a human centered workspace that satisfies their needs whilst increasing productivity and challenging the norm of work environments.

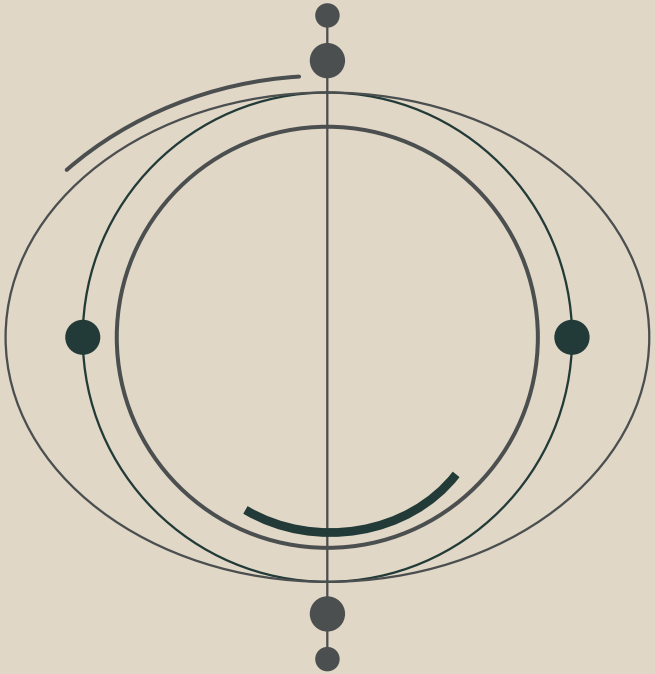
Initial Problem Statement

Future of work : How might we re-imagine workspaces and how they are used?



Re-defined problem Statement

Future of work :How might we connect professionals with innovative flexible workspaces?



Possible Solutions

- Temporary Architecture
- Workspace Metro
- Virtual Reality
- Moving Pod

Case Study

Future of work: How might we re- imagine workspaces and how they are used?

- Future of education
- How might we innovate interchangeable workspaces?
- Future of work: How might we connect professionals with innovative, flexible workspaces?

WHAT IS TRANSCEND?

Explaining our service

Transcend

Transcend is a moving pod that incorporates temporary architecture, it will offer employees a cozy atmosphere where they can discover new places, activities, and connect with employees, as well as, nature.

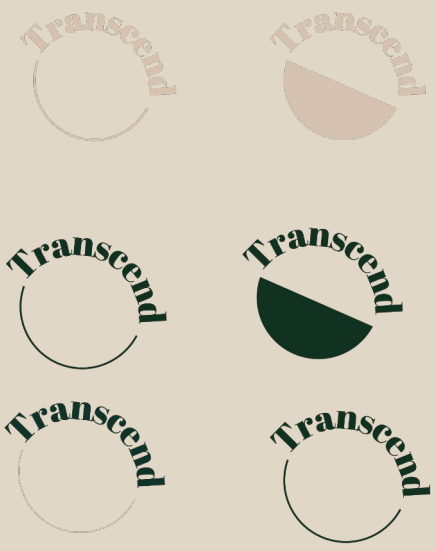
Vision & Mission

To innovate the future of workspaces.

Provide unconventional,interactive, and interchangeable workspaces for young professionals.

Brand guidelines

Logo



Colors

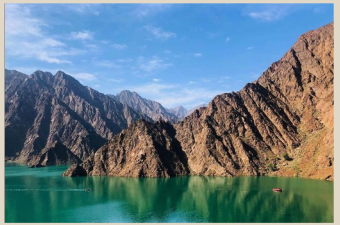
Typography

ABCDEFGH
IJKLMNOP
QRSTUVXY
Z

abcdefghijklmnopqr
stuvxyz

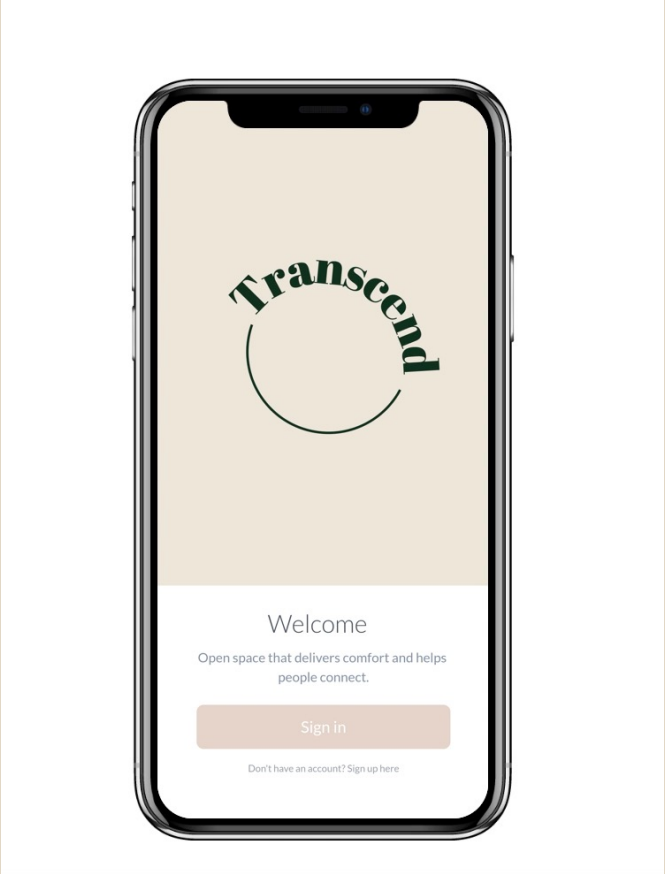
Transcend possible locations

Kite Beach



Hatta

Al qudra Lake


Transcend
Welcome
Open space that delivers comfort and helps people connect.
Sign in
Don't have an account? Sign up here

@Transcend
good game
Yes, had so much fun, lets go back to work
@Transcend
@Transcend
Instagram
Your Story
@mydubai
@rta_dubai
@username
@Transcend
Transcend
@Transcend
@Transcend

Transcend Family

Free trial

Employees can try Transcend for free on their first visit

Memberships

Employees can get weekly,monthly, or yearly memberships

Transcend Stationary | P4.1 | Team 1.3

Reaching out

1

Private Companies

Microsoft, IBM,
Etisalat.....etc.

2

Governmental Sectors

FAHR, RTA, Ambulance,
DHA.....etc.

3

Free-lancers

Designers, marketing,
auditor.....etc.

Process

pre-

Location

Choose where the pod will be located.

Allocate

Move pod to the location chosen

Process

During-

3

Manage

Check arrangement

4

Inform

Inform customers what services are available

5

Service

Customer service, and provide services like : food, drinks...etc

Process

Post-

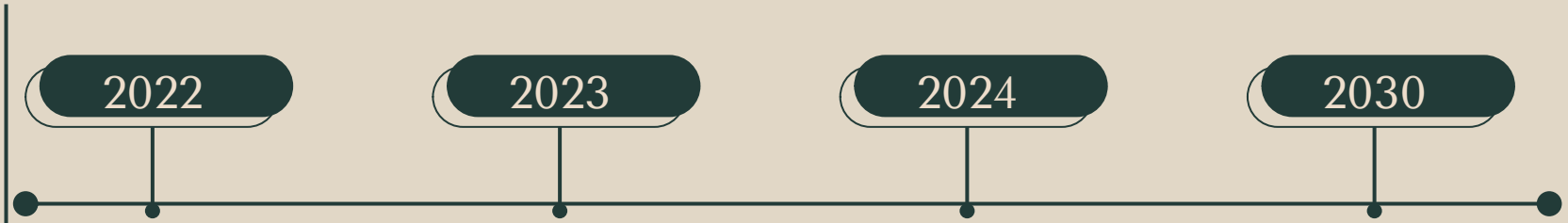
Response

Get feedback from customers

Evaluate

Look at the positives and negatives of the service

TIMELINE



Phase 1

Experimental pop-up in different locations

Phase 2

Based on feedback, provide more locations in UAE

Phase 3

Expand to the Middle East

Phase 4

Expand worldwide

Designed by collaboration with:

MMA STYLE DESIGN ARCH

Masdar CITY

Private companies partners:

KITE BEACH

Uber

Governmental partners:

الهيئة الاتحادية للموارد البشرية الحكومية
Federal Authority For Government Human Resources

RTA

إسعاف Ambulance

مجلس دبي الرياضي
DUBAI SPORTS COUNCIL

04

Experiment

The stages of the double diamond design process

Uncertainty and potential risks

- The uncertainties and potential risks that we could face are :Financial cost, time wasted during re-allocation, weather conditions, Customer loyalty, Company rules, and convenience

Hypothesis

- Will employees always be able to work outside the office?
- Would the environment created boost employees productivity?
- Will the activities distract employees from work?

Design an experiment

Before

Interview managers & conduct surveys

During

1 month trial

After

Mandatory reviews and polls

Expected results

- Boosts productivity
- Employees are excited
- Alternative spaces
- Collaborations

Execute, evaluate, & refine

Analyze data received

More pods

Expand to different location

05

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