

# SELECT WORK



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## CHALLENGE

Citrix wanted to develop an elegant solution that enabled people to work and play from anywhere, at anytime, on any device.

## APPROACH

With Citrix's challenge, we saw that as the lines between work and play blur, people needed a solution to align their priorities with their values to have a better work and life balance.

We focused on what people valued most and how their values manifested and aligned in their daily tasks.

Work and personal life have merged



## INSIGHTS

- People were either regimented (Workaholics & Taskmasters) or flexible (Waywards & Adapters) when it came to their triage system to assess tasks and priorities.
- Gen Y had a disconnection between setting their goals and its alignment to their values.

Tasks + Priorities + Values = Goals

Breaking down the definitions of tasks, priorities, and values are important to understand how people can achieve their goals.

**Tasks** = Regular activities to be completed that may or may not align with values

**Priorities** = Determining the order in which we complete our tasks

**Values** = One's judgment of what is important in life

*When all three are present, it equivalates to tasks that have high value alignment.*

## Personality Matrix

	REGIMENTED		
LOW VALUE ALIGNMENT	<p><u>Workaholic:</u></p> <ul style="list-style-type: none"> <li>• Strong values drive work tasks but are less focused in personal tasks</li> <li>• Expends energy at work where goals are measured</li> <li>• Calendar and list centric with work, less with personal life</li> <li>• Sometimes sacrifices personal goals for work goals</li> <li>• Difficulty prioritizing time to achieve more goals.</li> </ul>	<p><u>Taskmaster:</u></p> <ul style="list-style-type: none"> <li>• Strong values drive work and personal tasks</li> <li>• Expends energy equally at work and in personal life</li> <li>• Calendar and list centric with work and personal life</li> <li>• Balances personal and work goals but keeps them separate</li> <li>• Highly regimented personal routine</li> <li>• Pragmatic about time &amp; relationships</li> </ul>	HIGH VALUE ALIGNMENT
	<p><u>Wayward:</u></p> <ul style="list-style-type: none"> <li>• Tension between strong values and work/ personal tasks</li> <li>• Shifts priorities based on urgency not necessarily importance</li> <li>• Inconsistent use of multiple task management systems .</li> <li>• Likes to unplug, which hinders availability</li> <li>• Overwhelmed when trying to achieve work and personal goals</li> </ul>	<p><u>Adapter:</u></p> <ul style="list-style-type: none"> <li>• Strong values drive work and personal tasks</li> <li>• Flexible to interruptions of high value in work and personal life</li> <li>• Multiple task management systems effectively manage work and personal life</li> <li>• Uses internal triage system to asses emotions when determining priorities and tasks</li> <li>• Balances personal and work goals seamlessly</li> <li>• Values elasticity in others</li> </ul>	
	FLEXIBLE		

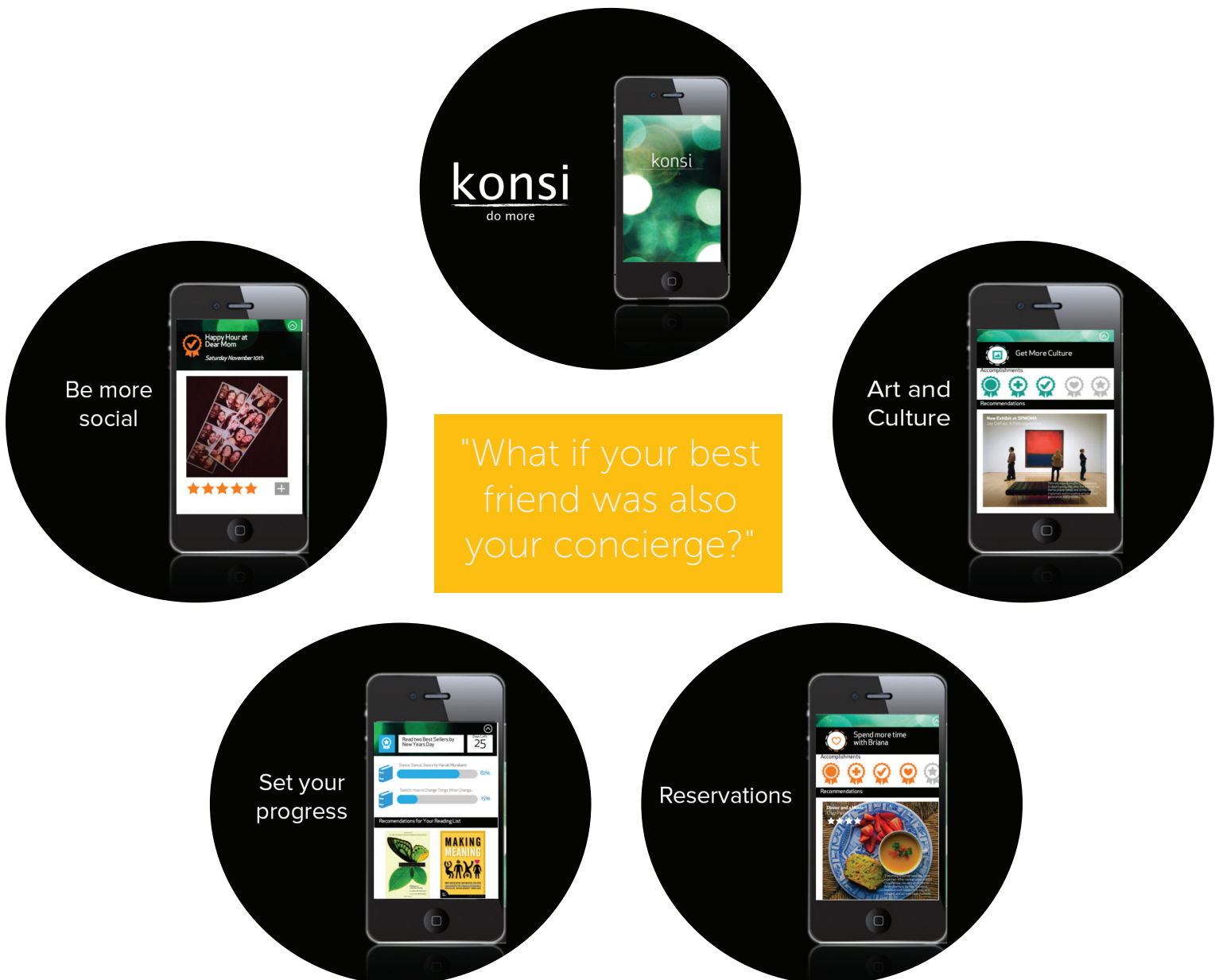
## OUTCOME

*konsi* is a service that allows users to do more of what they love. Our goal is for our users to be able to align what they value most to the tasks that they do.

For the most effective result, we created a technology-based solution to address the following for "Wayward" and "Workaholic" users:

- Reconciling values with regular tasks
- Easing anxiety between work and personal life
- Finding a way to prioritize and be adaptable to maximize time
- Adapt system to customer's task management needs

We empower users to make personal goals like "More Culture", "More Reading", "More Time with Significant Other", etc. and connect them with experiences and brands that can help them achieve these goals. They are able to do more of they want with the people they love, easier.



For a detailed look and demonstration of konsi, go to: [www.vimeo.com/55337938](http://www.vimeo.com/55337938)

# Serenitas

SOCIAL ENTREPRENEURSHIP, SYSTEMS MAPPING

## CHALLENGE

To utilize market forces to curb sex trafficking of young girls in the United States.

## APPROACH

Originally, the goal was to decrease demand for sex trafficked minors in the U.S. by educating "Johns", men who solicit for sex, on the difference between consenting sex workers and coerced, underage sex trafficked minors.

That quickly changed when we dove deep into secondary research into the needs and motivations of Johns.



We discovered that the sexual needs of Johns superseded any other concerns they may have about the girls they solicit.

We also did expert interviews with the FBI, therapists, a sex surrogate, a pimp, and social workers to gain a better understanding of the reality of sex trafficking on the ground.

Armed with our research, we created a systems map to understand the sex trafficking ecosystem with all of the players, their relationships to each other, and the experiences they seek.

## INSIGHTS

The two systems of law enforcement and social services that are serving sexually exploited girls would either force them into incarceration for physical protection or be placed into halfway or foster homes that lacks the long-term psychological care that this population needs.

- Most "Johns" are interested in 'no strings attached' sex for quick satisfaction, convenience, and to feel like a "man" by asserting their power.
- Trafficking girls is a less risky and more profitable alternative to selling drugs.

## PERSONAS



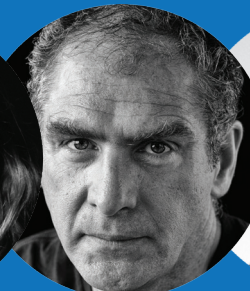
### CRYSTAL

Seeking love, community, & security.



### MARCUS

Seeking freedom, accomplishment, & security.



### JOHNS

Seeking convenience, power, & satisfaction.



# Serenitas

**OUTCOME**

Sexually exploited girls often go through significant amounts of trauma before, during, and after life in the sex industry. They require long-term social support services that are not tied to incarceration.

We are combining the safety and security that law enforcement want for the girls with the love and support that social workers want. Our solution will not set a tone of penalization for the girls by incarceration or send them to halfway homes with no connected social services.

*Serenitas* is a national network of compassionate rehabilitation centers for sexually exploited girls.

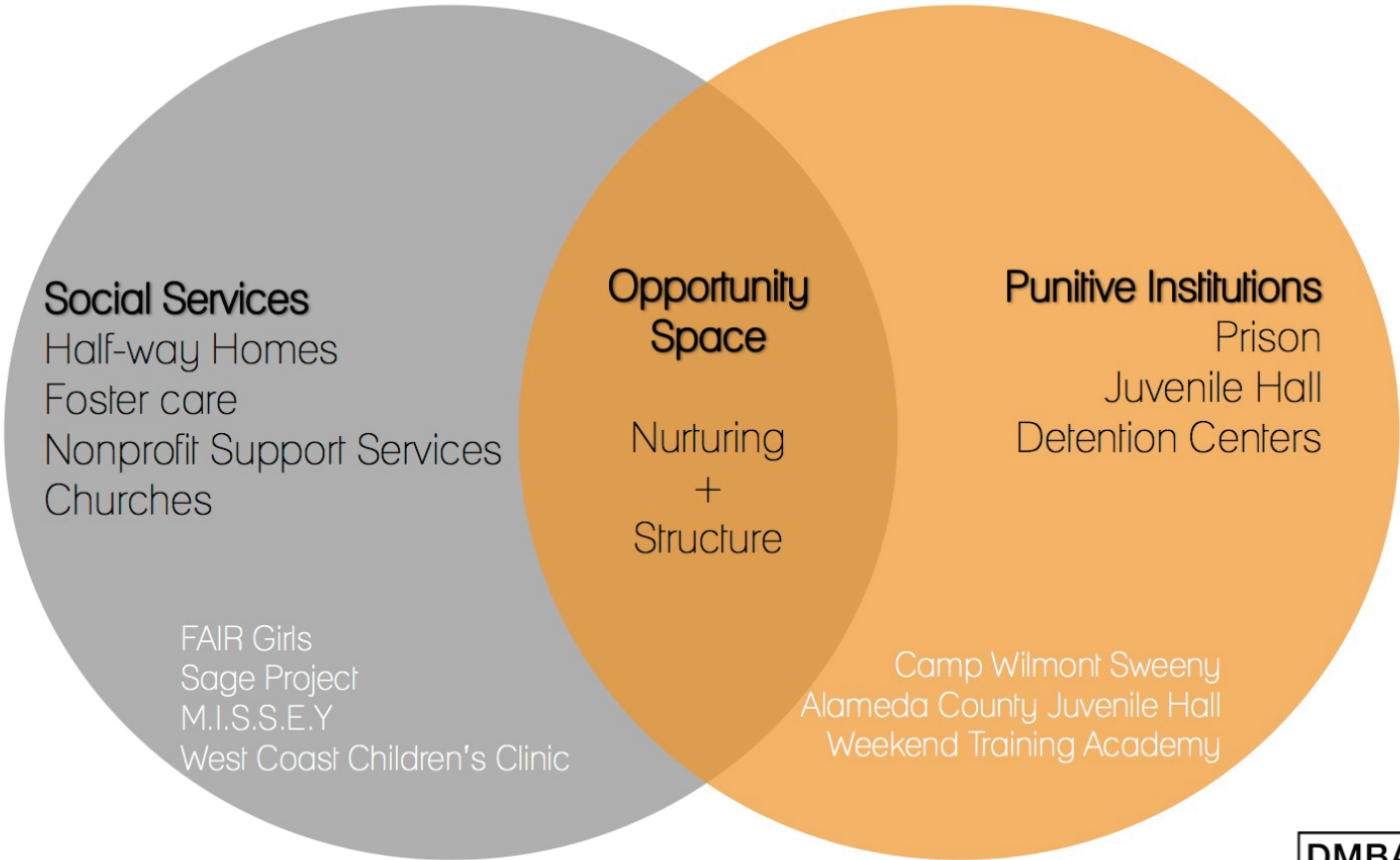
Our goals for *Serenitas*:

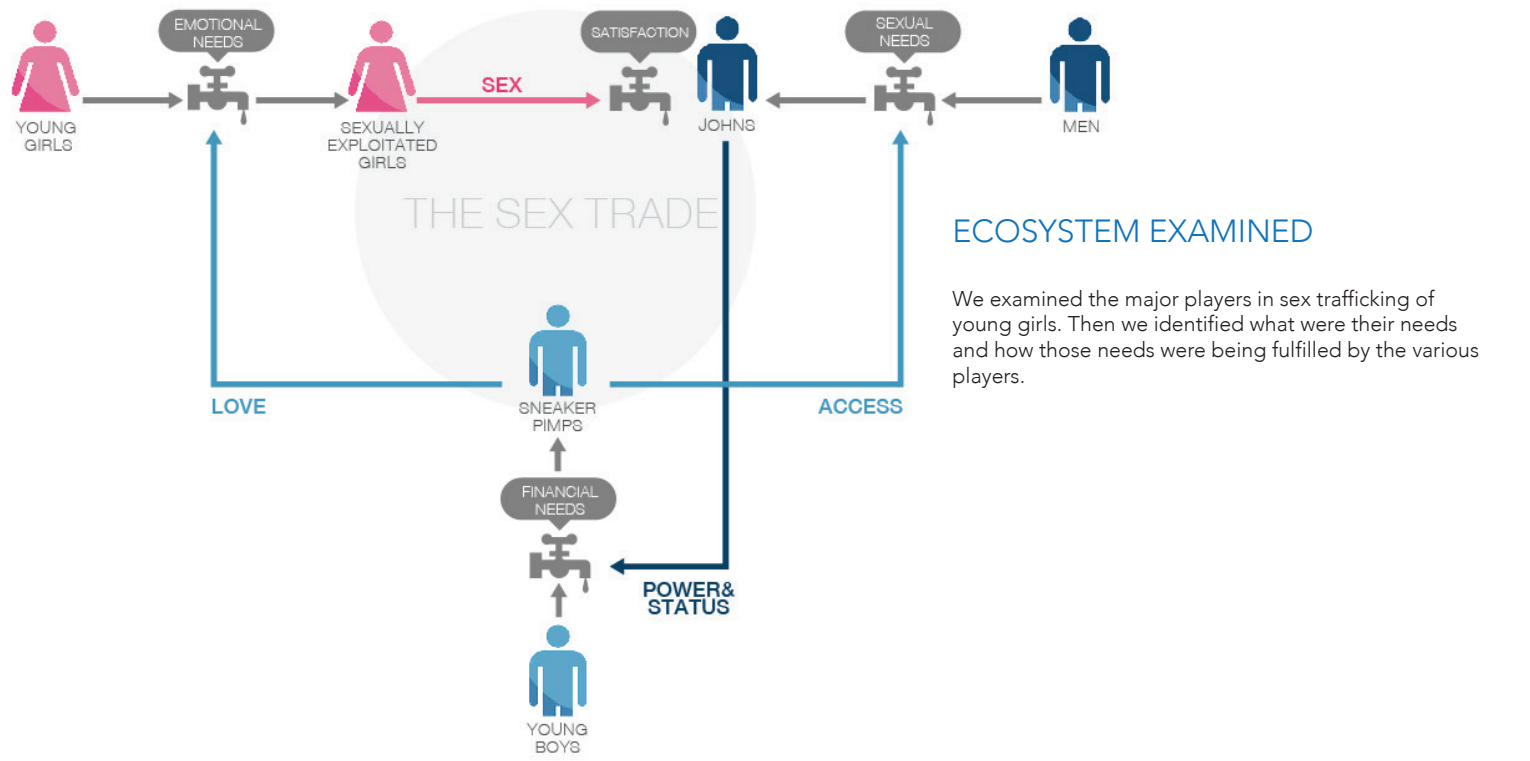
- Increase the morale of sexually exploited girls by giving them the power to change their situation.
- Disrupt the sex trafficking ecosystem by closing the feedback loop of the girls returning to the “life” of prostitution thus destabilizing the supply.
- Bridge the silos between social support services and law enforcement by providing a solution that they both find effective.

By providing a safe, secure, and compassionate rehabilitation center focused solely on sexually exploited girls, Serenitas can significantly disrupt the current ecosystem of continued supply of vulnerable girls on the market for sex work.



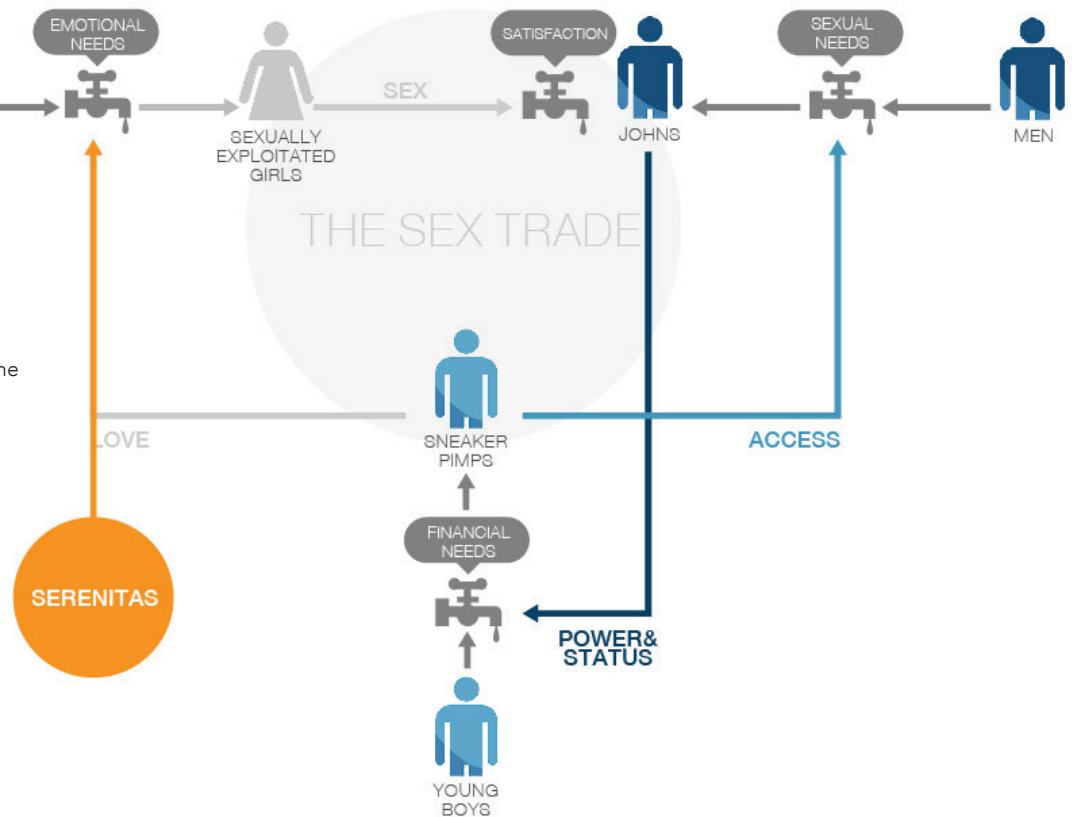
## MARKET OPPORTUNITIES





## ECOSYSTEM DISRUPTED

After our analysis, we saw the highest need in stopping the feedback loop of pimps fulfilling the girls emotional needs and thus continuing the supply of sexually exploited girls.



## CHALLENGE

How can we utilize the concept of mobility to enhance the gaming experience?

## APPROACH

The gaming industry is headed towards more interactive and immersive experiences.

With the challenge of mobility and gaming, we wanted to be able to foster connection between two parties across distance.



Our first prototype, the "Banana Box" game.

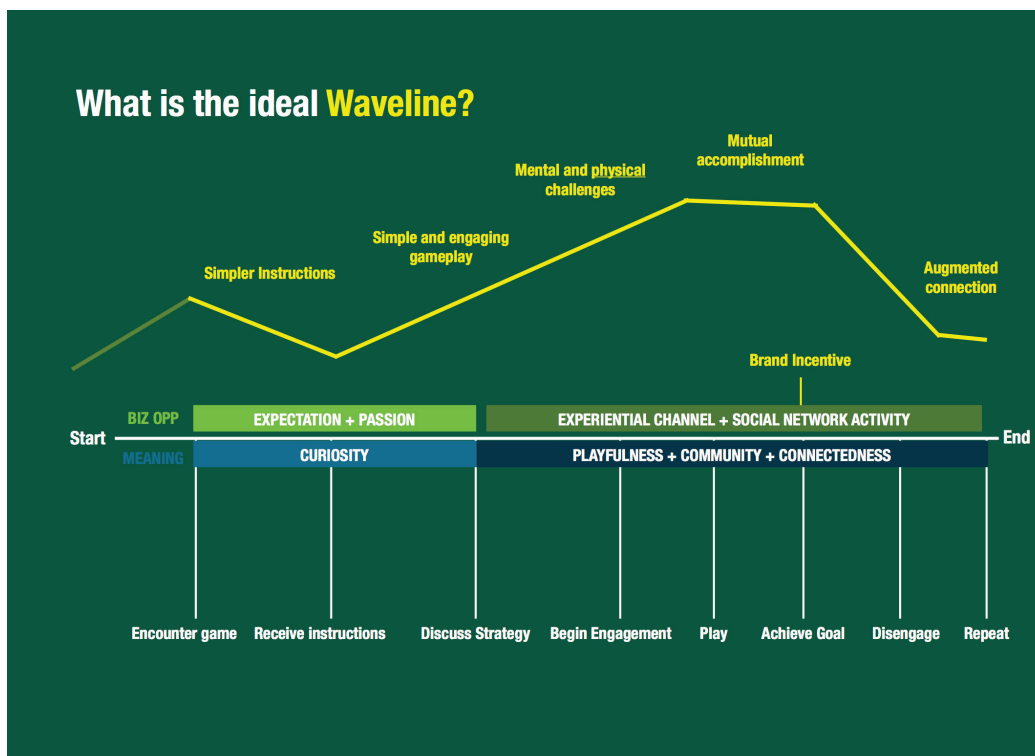
We aimed to accomplish this primarily through the physical space versus the digital one (which exists with current video games). Due to the fact that physical interactions offers opportunity for richer sensorial experiences than virtual ones.

We understood that physical engagements are often impossible due to cultural psychological, physical, and geographical barriers. Through iteration and prototyping, we utilized technology to aid in playful physical engagements to create spontaneous connection between people who share the same interest.

## INSIGHTS

Gamers defined the real value of mobility as forming connection and community.

- Physically aided digital interactions results in more immersive and engaging experiences.
- With our first game prototype, we discovered that the audience played a big contributing factor to a more delightful gaming experience.



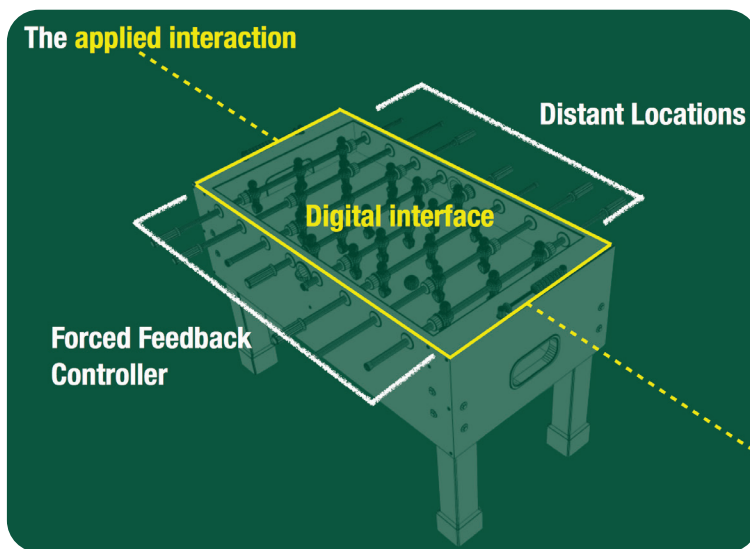
Experience waveline for Zamba

# Zamba

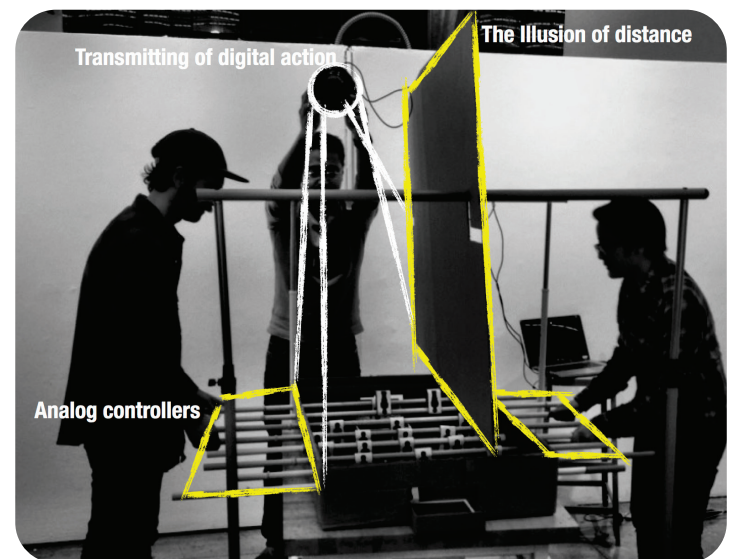
## OUTCOME

*Zamba* is a remote hybrid game that challenges people waiting at different airports around the world to compete in a Foosball tournament, transforming idle time into an opportunity for fun and spontaneous connections between people across the globe.

The 2014 World Cup games in Brazil are expected to draw 600,000 visitors from around the world and we intend to focus on those hundreds of thousands air travelers as our intended customer segment. They will be stuck in an international airports and will have plenty of idle time to kill. We believe that with this combination of sheer numbers, united passions, and collective idle time -- there is a huge opportunity space not only for our offering but also for large scale corporate sponsors to connect with their target market.



The Zamba game station uncovered.



Our second prototype, homemade foosball table with webcams.



For a more detailed look at how Zamba works, check out the video at: [www.vimeo.com/89867090](http://www.vimeo.com/89867090).