Unity Next
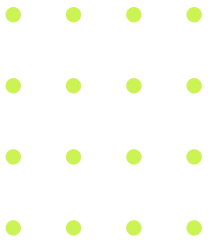
Prototype Testing Report

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Content

Overview

Product Introduction

Unity-Next is a B2B plug-in(SaaS) application that aims to enhance distributed team collaboration and build a stronger team culture in a hybrid/remote work context. We offer a virtual scenario for distributed colleagues to have continuous interaction as they grow themselves, contribute, and harvest in their flourishing company garden.

Original Interface
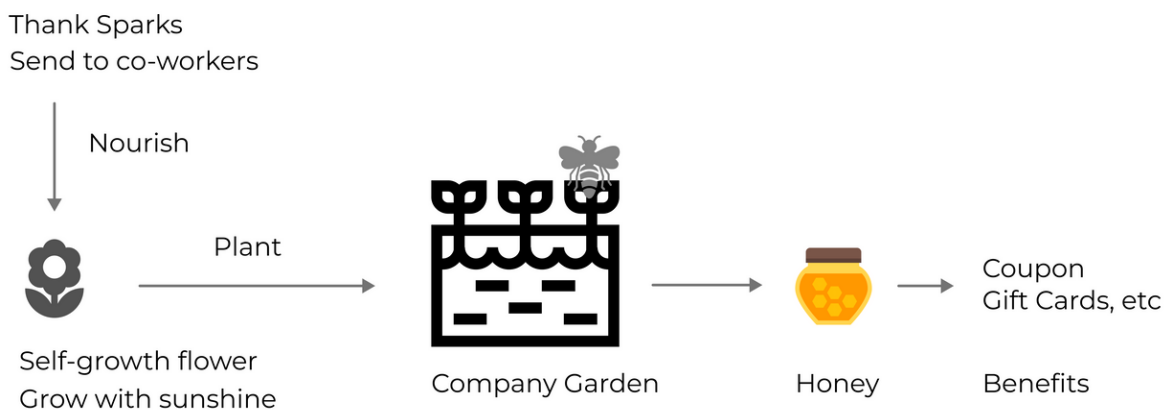
Main Features:

- Internal Coffee Chat Platform
- Company's Team Garden
- Online Team Room
- Work Notes
- Moments
- News
- Calendars
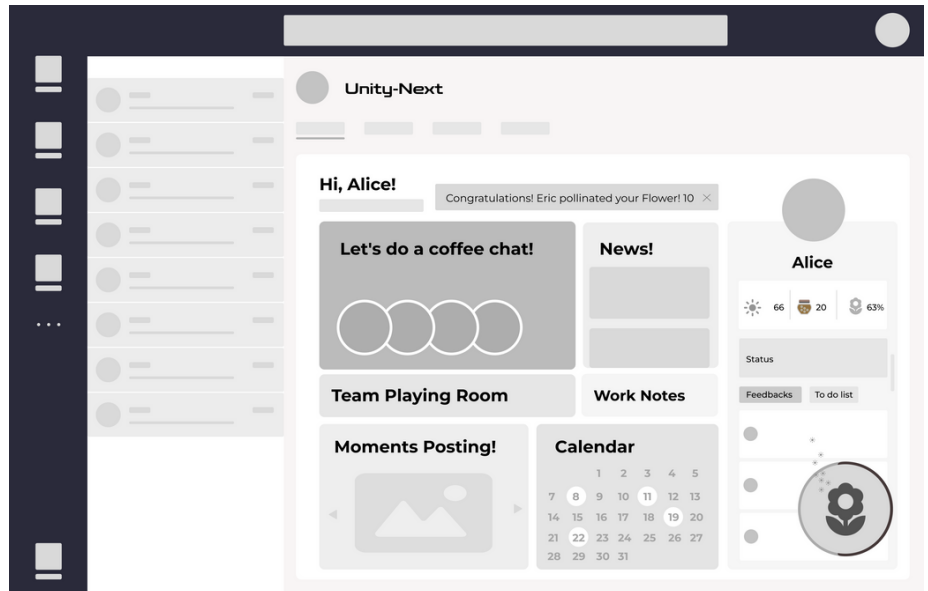
Dashboard Low-fidelity Interface 1.0

Incentive System:
- Employees send digital coin "Sparks" to colleagues to show their appreciation;
- "Sparks" nourish individuals' "Flowers";
- Plan "Flowers" into the corporate's "Garden" to get "Honey";
- Exchange "Honey" to real benefit such as coupons, gift cards, etc..

Thank Sparks
Send to co-workers

Nourish

Plant

Self-growth flower
Grow with sunshine

Company Garden

Honey

Coupon
Gift Cards, etc

Benefits

Testing Objective

Unity-Next has been through four rounds of testing and iteration in total, with the main objectives below:

- Test concept viability and function comprehensiveness
- Test user journey and experience
- Test business model
- Test reward system's rationale and effectiveness

Methodology

- Target company on-site interview and observation of target users
- Concept pitch with feedback survey
- MVP implementation, feedback gathering from social media
- Focus group implementation

MVP Data Collection

We created an official landing page and social media page to test the concept and business model.
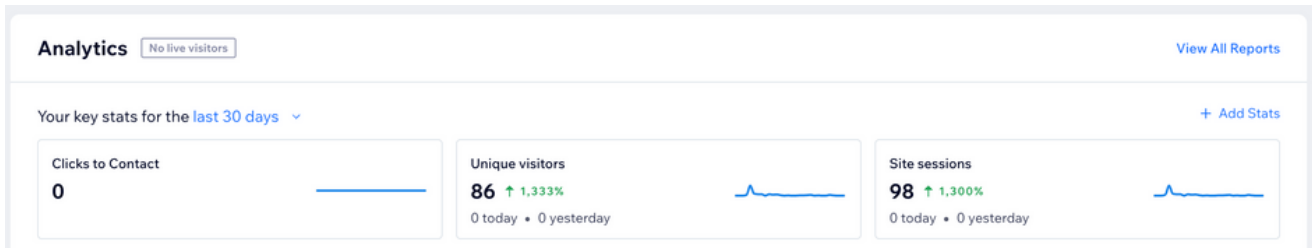
Landing Page Screenshot
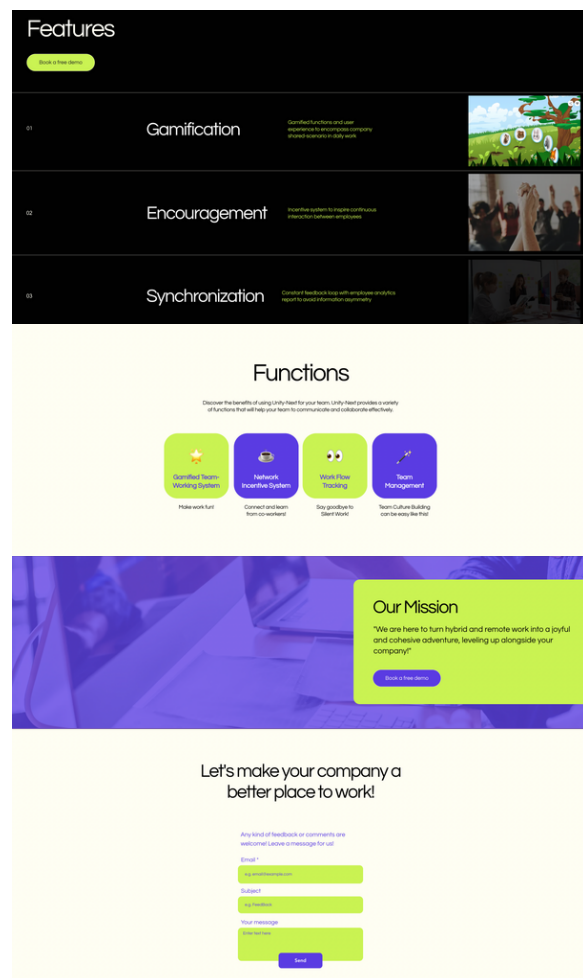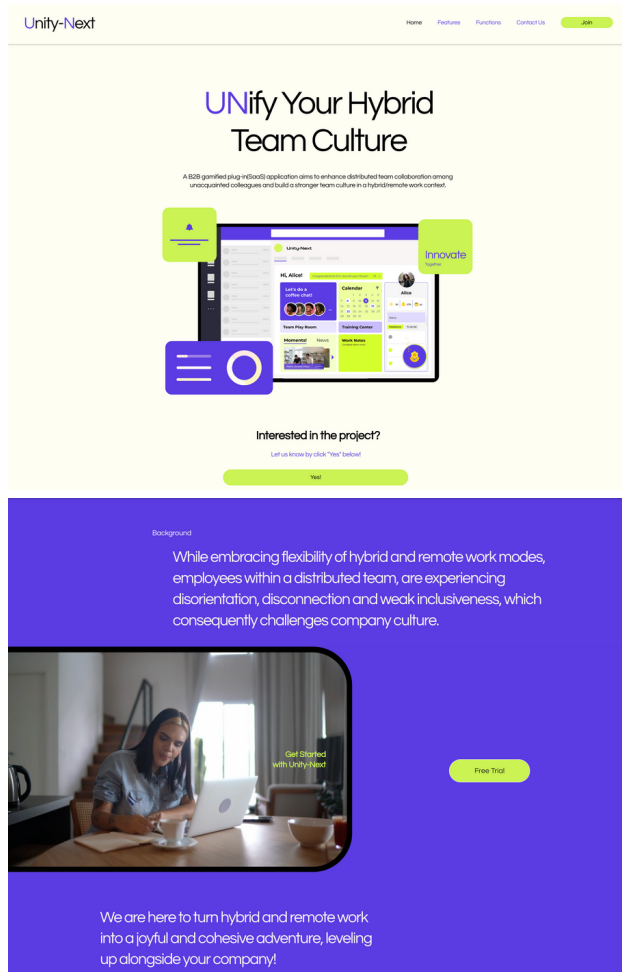
Landing Page Data Analytics

We got 98 organic site visitors in total within one month.

Social Media (LinkedIn Page)

As a B2B product, we chose LinkedIn to have our first social media account.

Social Media (LinkedIn Page) Data Analytics

Starting from Mar 27, we got 71 organic visitors, with a 7.42% engagement rate.
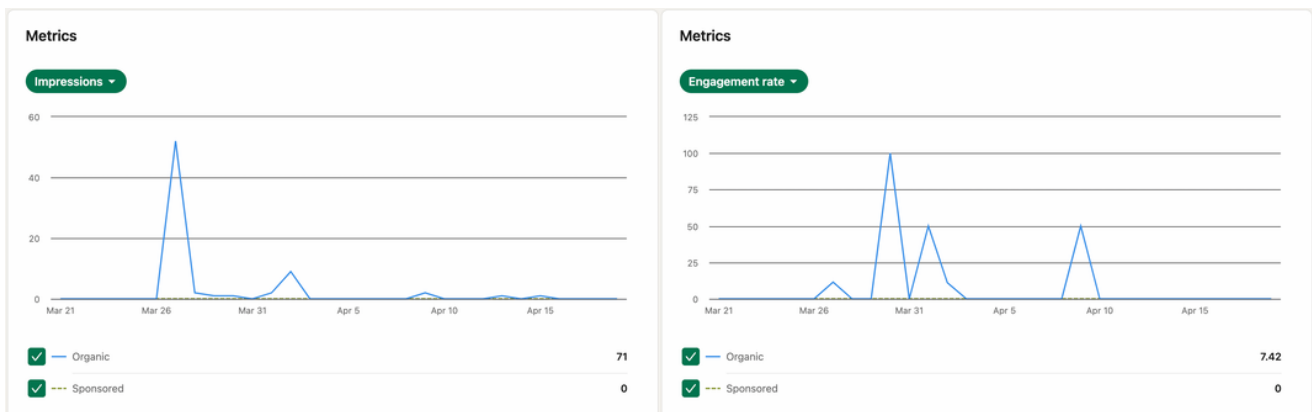
Iteration 1.0

Testing Objective

Test the product concept's viability by understanding target customers' real work situations and presenting prototype designs while explaining product functionality.

Participants

Employees at Sparks&Honey (Business Consulting and Services, 50-200 employees).

HR	Admin	Strategy	Strategy	Design
People & Culture Manager	Executive Assistant	Strategic Director	Culture Strategist	Communication Director

Methodology

User Testing: Slide Pitch, Interview, Observation

Process

On-site Testing in the office of sparks&honey

Takeaways

Feedbacks	Opportunities
"There are too many functions on the dashboard and I am confused about what I should do next."	**Prioritize the main functions.**
"As an HR professional, I want to use your product to track changes in Turnover Rate and Employee Satisfaction."	**Add management pages to show team performance and employee evaluation.**
"I believe offering customization services for gardens and flowers tailored to different companies could enhance the service."	**Add the service of team garden customization.**
"It's difficult to track employees' completion of online onboarding or professional courses, especially with everyone working remotely."	**Add training center as a section.**

Result – Version 1.0

1. Prioritized the main functions and make a high fidelity prototype

- Give "Team Garden" a higher priority in the dashboard;
- Align and move supportive functions including Event Room, Training Center, Work Notes to a lower priority position in the dashboard;
- Color the dashboard and make a high fidelity interface.
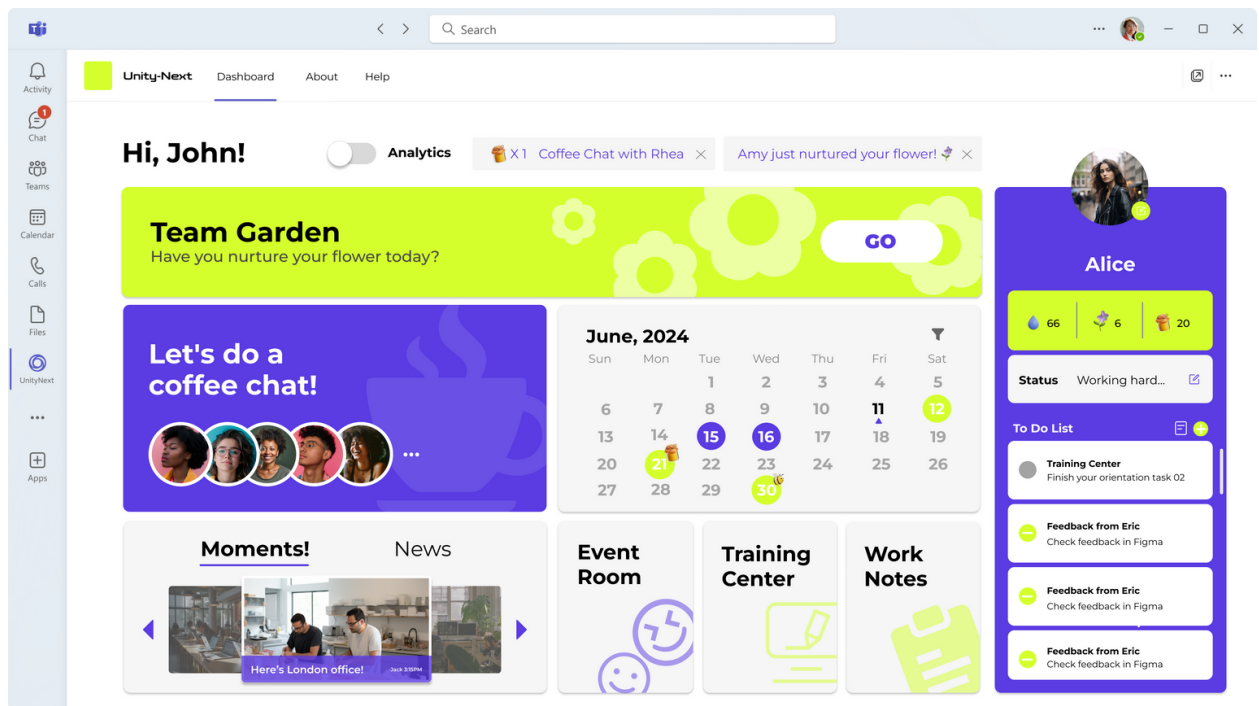
Dashboard 1.0

2. Visualized garden and offered company customized options

- Insert and visualize Project Land concept
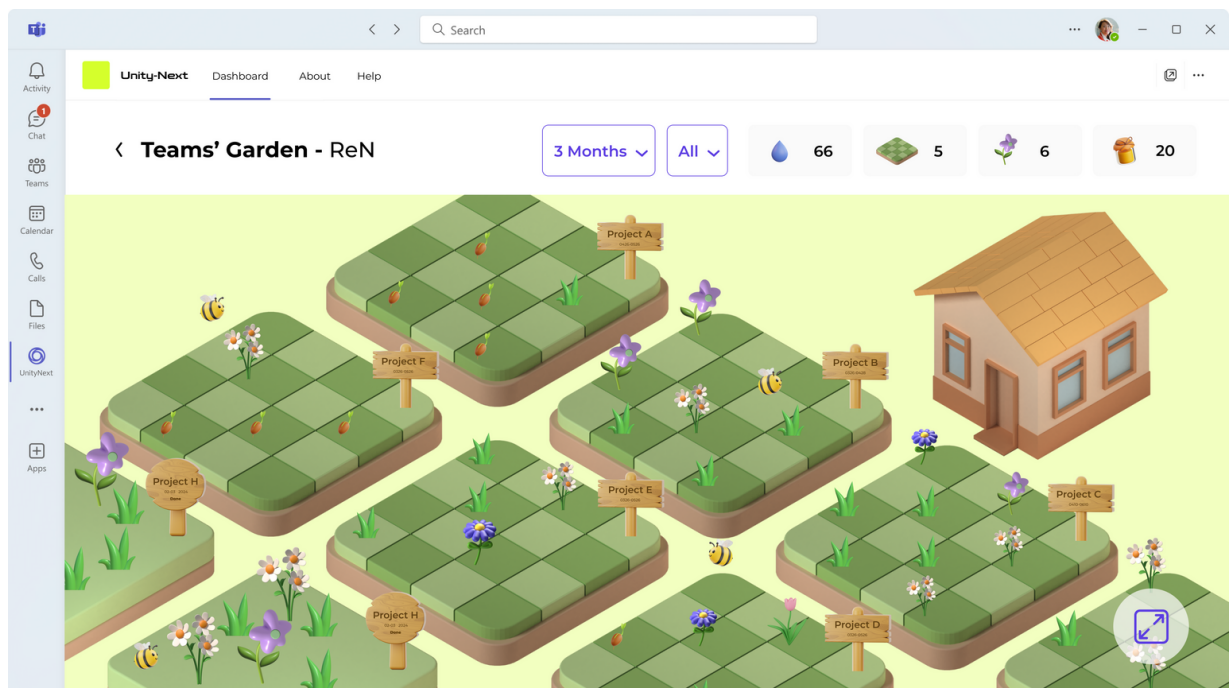
Visualized Garden 1.0

- Customized Garden Options Example
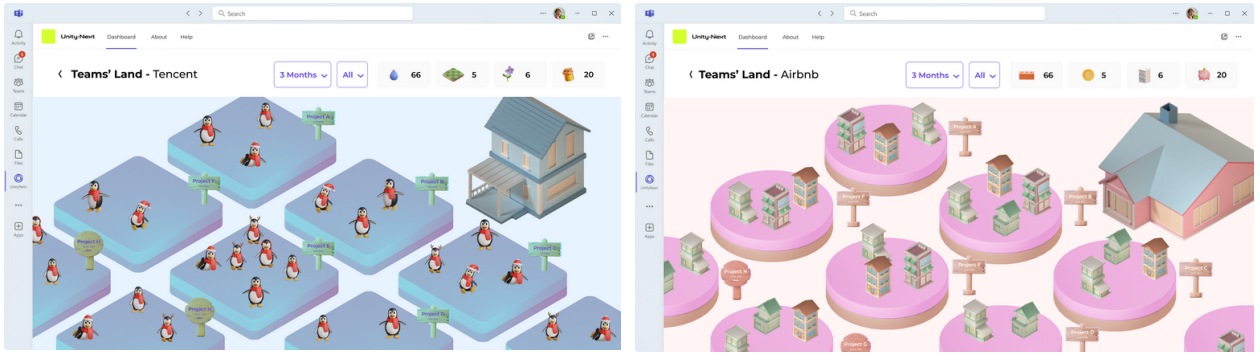
3. Created an Employee Analytic Page

- Switch button for manager to activate management page.
- Weekly or monthly analytics option.
- Team's board to show overall contribution and team relation.
- Details by project.
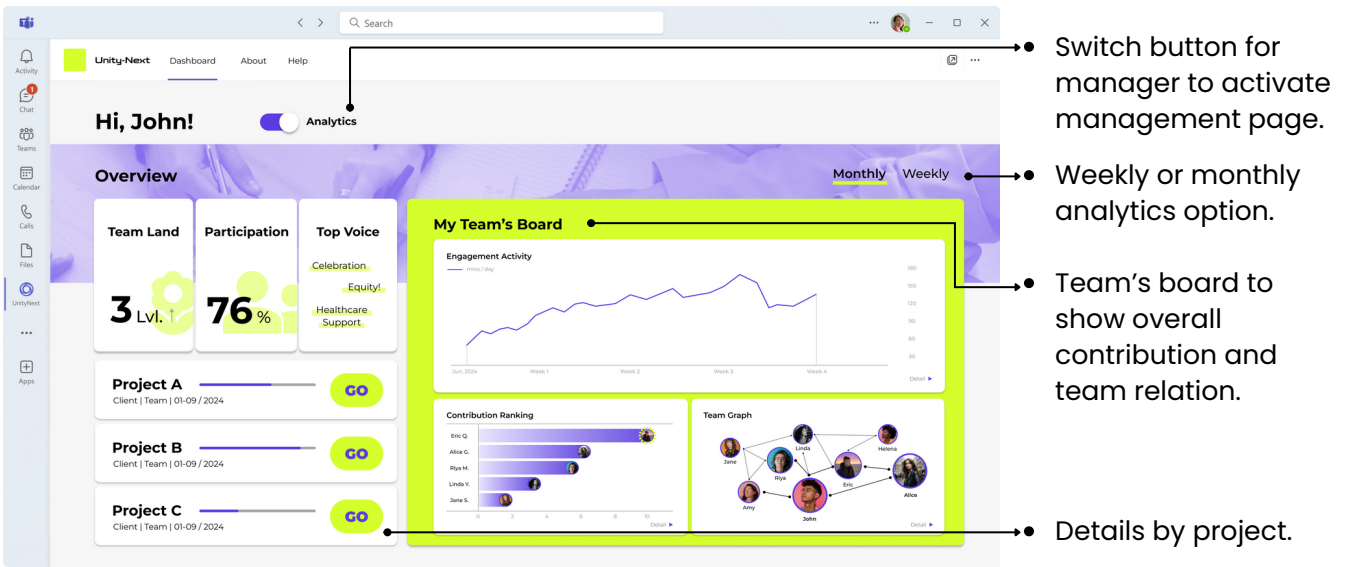
Employee Analytic Page Example

- Detailed project page
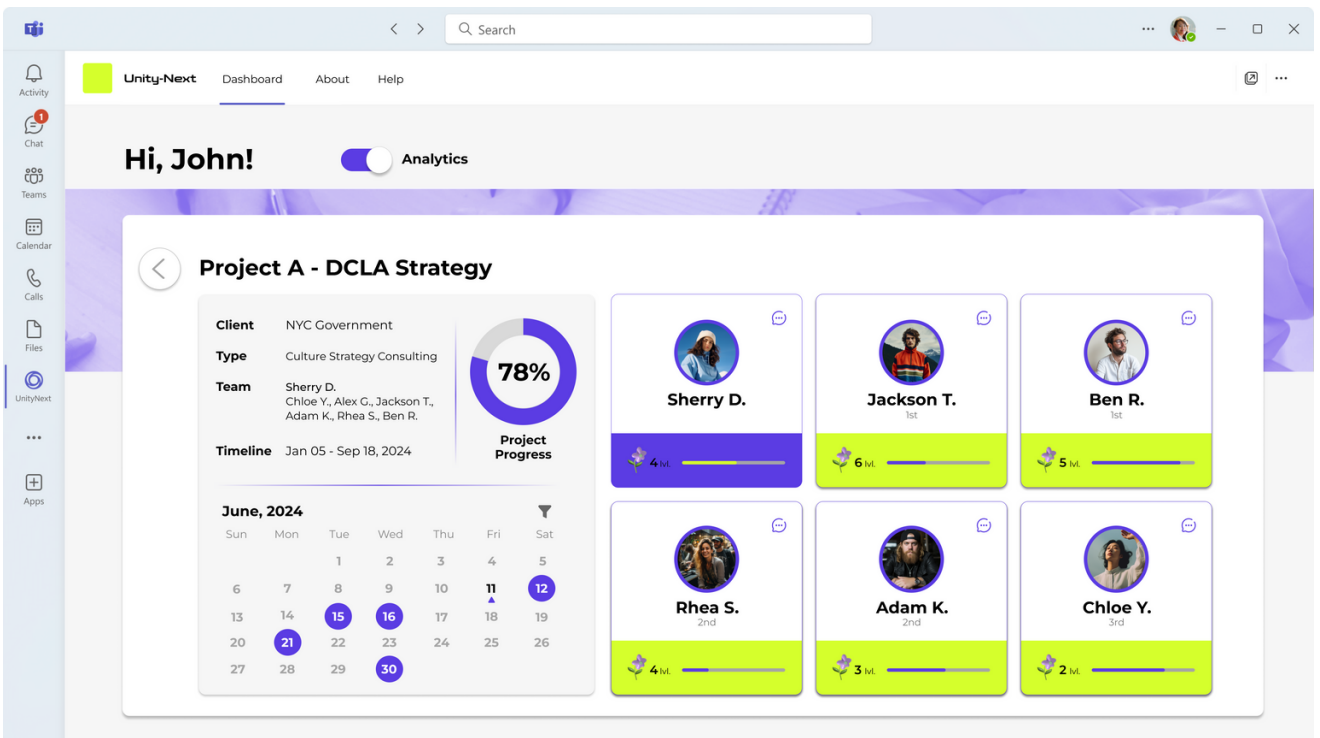
Employee Analytic Page Example

Iteration 2.0

Testing Objective

Test the user journey from both the employee side and management side. Identify possible directions to optimize the user experience.

Participants

10 Employees(including junior, senior and manager level), who work within distributed teams or experience cross-regional collaborations in consulting, design, and tech industry.

Product Manager	**Junior Consultant**	**Junior Strategist**	**Junior Engineer**	**Designer**
NetEase, Top Tech	M&K	P&W, Top Arch	Amazon	Parsons Alumni

Methodology

User Testing: Slide Pitch+Interview

Process

Takeaways

Feedbacks	Opportunities
"I don't think I would remember to click the start button in the garden when I start working on a project." "We already have many internal software to track our time sheet, they already troublesome, so better to make this flow even easier to use."	**Implement automatic synchronization system to avoid extra work**
"I think the test would be even better, and more effective if you show the reward with a clear flow to us."	**Visualize the reward system and clarify the flow**
"As the reward comes out, I think you also need to think about how to prevent employees exploiting the loophole and gaming the system."	**Optimize the reward system logic, set limitations to avoid loophole**

Result - Version 2.0

1. Implemented automatic synchronization system to avoid extra work

- Tight the contribution calculation system with the general worksheet, replace actions of "Create", "Start" and "End" projects with only one "Confirm" button.
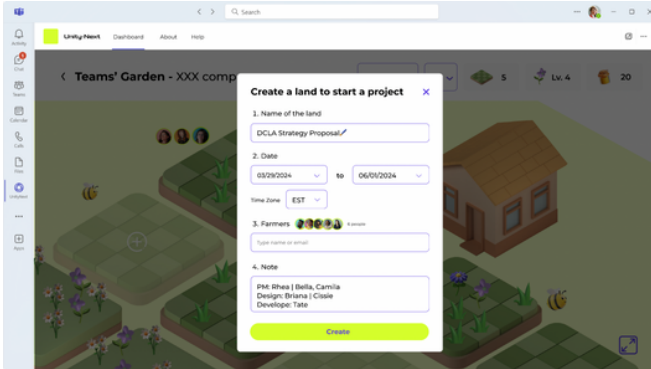
Version 1 - "Create" Action Page
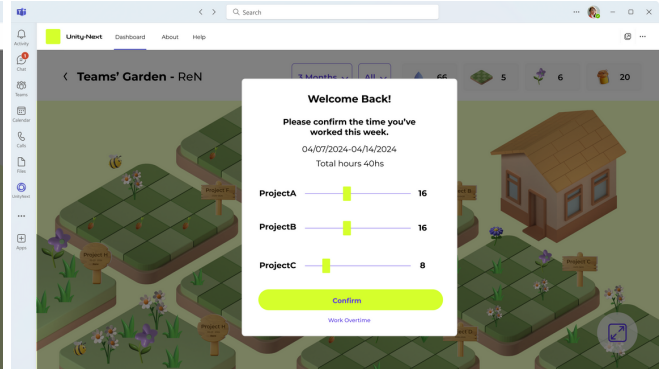
Version 2 - "Confirm" Action Page

2. Visualized the reward system, clarified the flow, and set limitations to avoid loophole

- Visualized the reward system and clarify the flow.
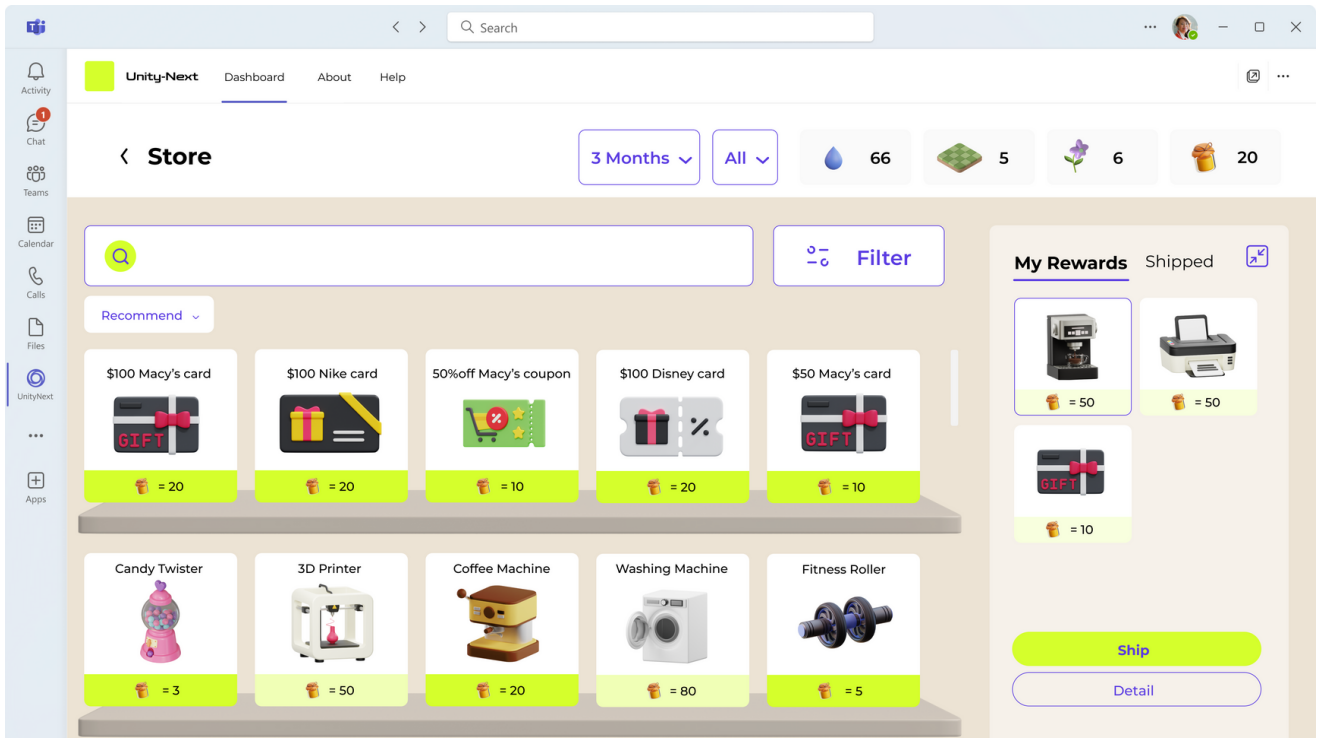
Reward Page Version 1

Iteration 3.0

Testing Objective

Gather a second round of feedback on the product design and user flow of Unity-Next, with a focus on assessing the business model and technical feasibility.

Participants

10 Employees(including junior, senior and manager level), who work within distributed teams or experience cross-regional collaborations in consulting, design, and tech industry.

Tech PM	Tech PM	Developer	Designer	CEO
Tencent Top Tech	NetEase Top Tech	Amazon	Parsons Professors & Students	Consulting and Design Firms

Methodology

User Testing: Prototype Walk-through, Focus Group, User Observation both online and offline

Process
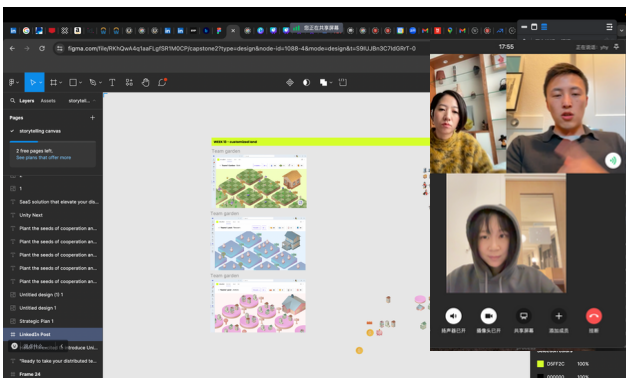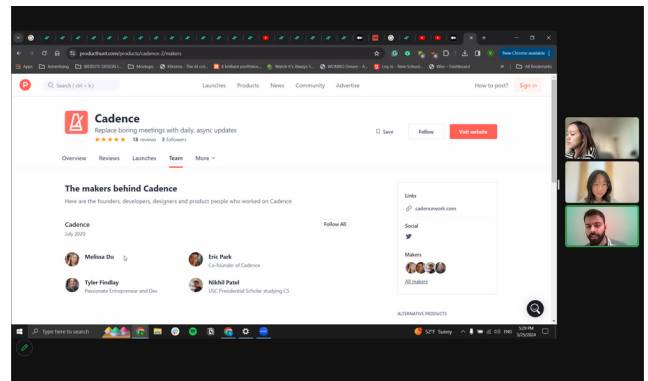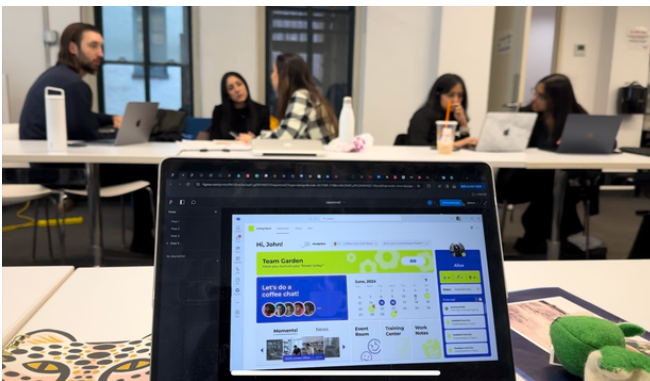
Takeaways

Opportunities

Redesign the rewards with team-building purpose to create a sustainable loop

The reward system also needs to be relevant to the product vision: strengthen distributed team culture and increase continuous interaction among employees, this would make the product loop more sustainable. Design new rewards such as (team events ticket, team meal, etc) to replace the individual benefits.

Craft potential business model

After redesigning the reward system to team-oriented benefits, we can consider partnership as part of our business model. Recommend team activity services from partner businesses to our clients/users, driving traffic to the partner businesses and earning a commission from their profits.

Technical feasibility consideration

Integrating data from communication software like Teams into a plug-in app like Unity-Next is technically feasible, but the development cycle may be relatively lengthy. We need to take the time into consideration in future development.

Result - Version 3.0

1. Revise the rewards from individual benefits(eg. gift cards, coupons, etc) to collective events that benefit team building (eg. tickets of group activities, team dinners)

- Benefits Design: 8 kinds of collective benefits:

🍽 Happy Meals	🏀 Sports	👾 Entertainment	🌱 Professional Growth
Team's Offline Meals	Team Sports	Team Activities	Team Activities
Good Restaurants	Basketball	Team's KTV	Ted Talk Group Tickets
Office Party	Tennis	Shows/Movies	Guest Speakers Invatation
Team's Online Meals	Badminton	Table Card Games	Individual Activities
Food Delivery	Gym	Adventure Games (Escape Room)	Talk to CEO
Online Food Party	(Lessons)		Online Courses

🕐 Seasonal Events	✈ Trip	💜 Wellness	🍪 Workshop
Festivals	Team's Annual Trips	Team Luxury Spa	Workshop for Teams
Black Culture Month	Theme Parks	Team Salon	Bakery Workshop
Asian Cuisine Week	Natural Parks	Teeth Washing	Coffee/Flower/ Food Making
Chinese New Year	Travel abroad	Medical checkup	
K-pop Day	Relocate Plan for Teams		Handicraft/ Artisanal Making
New York Fashion Week			

- Redesign the Rewards page interface
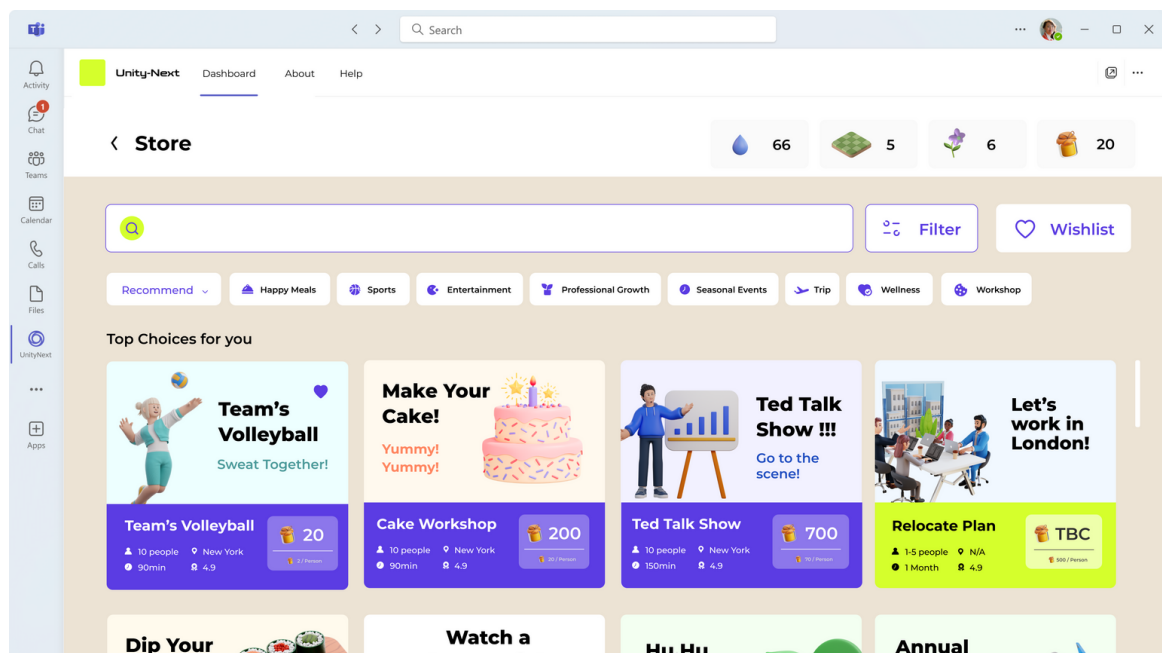
Reward Page Version 2

Iteration 4.0

Testing Objective

Test the rationale and acceptance of the incentive system with employees and managers in person.

Participants

10 Designers(Employee Perspectives) , 10 Managers (Company Perspectives).

Methodology

User Testing: Focus Group+Engagement Workshop+Interview

Process

Set up rules and facilitate questions with visualized materials to gather participants' response.

- **Rules:** 1 honey = 20h of work
- **Question 01:** How many jars of honey would you give to exchange each benefit?
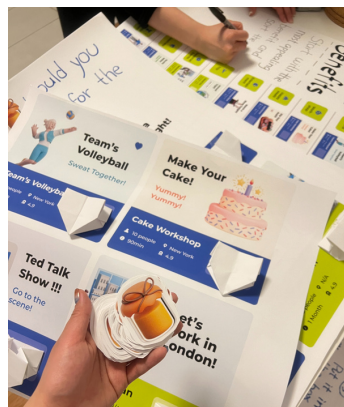- **Question 02:** Which benefit do you want most? Rank them!

Workshop Material:
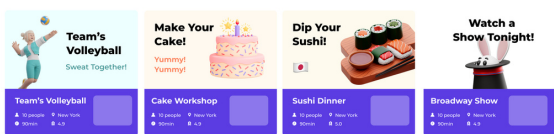- Honey(Digital Coins)
- Rewards Map
- Ranking Form

Detailed Process:

The value of one "Honey" (Digital Coin) is adjusted according to the varied employee benefits budgets of different companies, and we would offer a formula for the calculation. As an example, we initially priced a "honey" based on the annual employee benefits budget of a medium-sized consulting firm in North America. The value of one honey is $10, and two jars are awarded for perfect attendance each week.
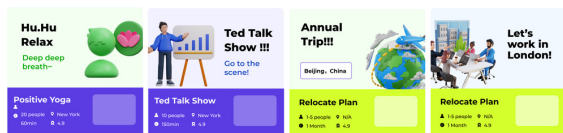
Based on this rule, we've drafted preliminary redemption guidelines for all rewards. **The first activity** aims to **validate whether our redemption rules align with user expectations. The second** aims to **identify which benefits and activities are more appealing to both the company and its employees.** This will help us refine our redemption mechanism and prioritize partnerships more effectively.

Workshop Outcome:

First Activity

Team's Volleyball — Sweat Together! — Team's Volleyball — 10 people · New York · 90min · 4.9

0.25
2
24
0
1
2
1
1-3 honey

Make Your Cake! — Yummy! Yummy! — Cake Workshop — 10 people · New York · 90min · 4.9

0.5
0
2
0.5
4
0.5
1-3 honey ?

Dip Your Sushi! — Sushi Dinner — 10 people · New York · 90min · 5.0

0.5
8-24
2
0
2
6
4
0.2
6
2-5 honey

Watch a Show Tonight! — Broadway Show — 10 people · New York · 90min · 4.9

48
2
7
4
8
12
1
2
10-15 honey

Hu.Hu Relax — Deep deep breath~ — Positive Yoga — 20 people · New York · 60min · 4.9

1
2
1
2
3
1
0
2 honey

Ted Talk Show !!! — Go to the scene! — Ted Talk Show — 10 people · New York · 90min · 4.9

2
0.5
5
1
6
8
8
3
8
8-10

Annual Trip!!! — Beijing, China — Relocate Plan — 1-5 people · N/A · 1 Month · 4.9

96
10
10
8
4
12
192
12
20
20
24
100

Let's work in London! — Relocate Plan — 1-5 people · N/A · 1 Month · 4.9

350
24
10
48
24
32
23
48
208
200

Second Activity

Rank the Benefits

Start with the "most appealing" benefits and sort the activities on the right!

Select a column and fill in the numbers

Most appealing
1
2
3
4
5
6
7
8
Least appealing

		Activity	A	B	C	D	E	F	G	H	I	J	K	L	M
5.6	Sports	Team's Volleyball	5	7	6	8	8	7	8	5	7	3	3	3	6
6.1	Work-shop	Cake Workshop	7	4		6	4	8	7	1	8	8	7	6	5
4.2	Happy Meals	Sushi Dinner	4	3	2	5	5	2	6	2	4	4	6	5	8
4.4	Entertainment	Broadway Show	1	5	1	7	6	3	5	6	3	7	5	7	2
2.2	Trip	Annual Trip	2	2		5	2	1	1	8	1	1	2	1	3
2.8	Seasonal Events	Relocate Plan	8	1		1	2	4	3	3	2	2	1	2	1
5.2	Wellness	Positive Yoga	3	8	3	4	7	5	2	4	5	6	8	4	7
5	Professional Growth	Ted Talk Show	6	6	4	3	6		4	7	6	5	4	8	4

1. Validity of Redemption Rules

The Cake Workshop didn't meet expectations; we valued it at 8 jars of honey, but testers averaged it at only 2 jars. This suggests that the workshop isn't perceived as worth as much by users, indicating a need for adjustment in the activity or its price.

2. Employees' and Company's Value Preferences

Employee： 1. Annual trip 2. Relocate plan 3. Team Meals 4. Entertainment 5. Self-growth 6. Wellness 7. Sport 8. Workshop

Company： 1. Sports 2. Workshop 3. Wellness 4. Professional growth 5. Team Meals 6. Entertainment 7. Annual trip 8. Relocate plan

Takeaways

1. According to preference rankings, **the most appealing benefits to employees are those with larger, more unique one-time expenses** (such as annual trips, relocation opportunities, and self-growth events). **Providing these benefits can increase employee satisfaction and consequently improve work efficiency.**

2. **The benefits that companies prefer to offer are activities that encourage more interaction and communication among employees on a daily basis**, such as sports and wellness initiatives that promote employee health, as well as self-growth programs aimed at enhancing employee skills.

Balancing Employee and Company Needs

On the employee side, making the Annual Travel Plan and Relocation as benefits requiring application to the company involves a relatively complex process. However, when HR introduces this product to employees, such rewards need to be emphasized in promotional materials or product instructions.

On the company side, we suggest featuring more daily or weekly activities on the rewards page to encourage employees to engage in more team activities with colleagues. Additionally, when introducing our product to companies, we could highlight the team activities they prefer to facilitate better collaboration.

Next Step

1. **Continue gathering more feedback:** Send invitations to stakeholders to provide feedback on the current stage of the product (e.g., spark&honey).
2. **Refine and complete the design:** Complete the whole design of Unity Next, including all UI/UX, Branding, etc.
3. **Seek Co-founder:** Invite potential technical developers(software engineers) to join the founder team.
4. **Prepare pitch deck for investment:** Develop a compelling pitch deck aimed at investors, with a clear explanation of the product's goals, concept, design, and business model.
5. **Seek investors:** Apply to accelerator programs like Y Combinator and secure investment to launch the product.

Unity Next