

**“Your People Go First”**  
**Future Scenarios for Companies**

**C3W Contest – Autumn Session 23/24**

**By**

**Alessia Caruso | Ayestka Sánchez González | Camille Espaillat Ricart**

## INTRODUCTION

"The future belongs to those who believe in the beauty of their dreams," Eleanor Roosevelt once said. This vision has found fertile ground in the NABA master's program in Sustainable Innovation Communication, where students have embraced the principles of Futures Studies and Imagination Design. Through these meta-disciplines, they have explored and created possible and preferable future scenarios, touching on crucial themes such as innovation, sustainability, productivity, and well-being in the workplace.

Imagination Design has played a key role in empowering students to open their minds to the unimaginable in order to anticipate potentially adverse future events and develop antifragility skills. It has also expanded their ability to relate to the non-imaginable, enabling them to operate in unexplored areas, thanks to the tools of design imagination such as mental simulation.

For their work, the students also utilized some methodologies of Futures Studies, like Jim Dator's futures archetypes, to explore the possibilities of growth and transformation of possible scenarios, the Technology Roadmap, which is a strategic tool that provides a visual framework for planning and coordinating the evolution of products, technologies, and services over time, and Speculative Design, proposing creative solutions beyond the conventional, designing desirable directions for progress and development.

This educational process not only equips the students to become leaders of change but also confirms the power of imagination and creativity in shaping the future we desire.

Maurizio Goetz and Gloria Puppi

## Abstract

Starting off from the necessity to provide good work conditions for the employees of a company, we analyzed the most common disruptive facts that affect their comfort and productivity. Stress, miscommunication and lack of opportunities can become big enemies that negatively affect human development. We believe in the importance of providing great working conditions for all employees, for this reason, we decided to address our proposal to improve the working experience through technological innovation ideas focused on these areas: **Environment, Nutrition & Health, Relief Area, and Office Accommodations & Facilitations**. Our intention is to provide innovative solutions that can turn into important results in the future, by offering proper work conditions for the most fundamental part of an organization, their people.

From this concern, we developed solutions to cover this issue and provide good work conditions for the employees due to the relationship it holds with the performance, development, and productivity.

## Problem

The concept "Your people go first" emerges with the fundamental belief that the essence of a business is in its employees. We recognize that prioritizing the needs and comfort of personnel is essential for an organization's success. Consequently, we delve into understanding the human body: its functions requirements for enhancing overall health and wellbeing.

## Research

Through our research, we discover that numerous universities have already explored this topic, focusing on improving working conditions for employees. A key insight was the critical role of stress reduction in the workplace, as it significantly impacts employees' mental states and productivity.

Viewing the body as an ecosystem that requires balance, we understand the importance of addressing various elements of a business's structure and facilities. Our aim is to provide both the physical and mental support necessary for employees to maintain health and optimal functionality.

## Scenario

We decided to set our visionary project in 2035, envisioning a future where workplaces integrate technology and innovative design to prioritize employee well-being. In this scenario, workplaces become healthier environments for innovation, incorporating cutting-edge technology and design to elevate employee well-being, setting a new standard for progressive and holistic work environments.

## Proposals

Our four main areas are:

- Environment, with a focus on technological enhancements for office settings.
- Nutrition and health, pertaining to dietary plans and innovations that promote a healthy lifestyle for employees.
- Relief area, involving the creation of new spaces within the building designed to help employees relax.
- Office accommodations and facilitations, centered on introducing new devices and solutions in the workplace. This includes tools that not only enhance work-related tasks but also improve social interactions and the overall work-life experience for employees.

## Environment

The environment segment focuses on enhancing air quality. We envision a workplace where employees breathe purified air continuously, contributing to a more relaxed atmosphere. Typically, office air can become stale and heavy, potentially causing stress and dizziness among employees. By integrating new air ducts stimulated by plants, we aim to ensure proper airflow in all spaces. These ducts will also contribute to the office's aesthetic, serving as artistic installations that add greenery and make the environment more inviting and pleasant.



Enhancement of air quality,  
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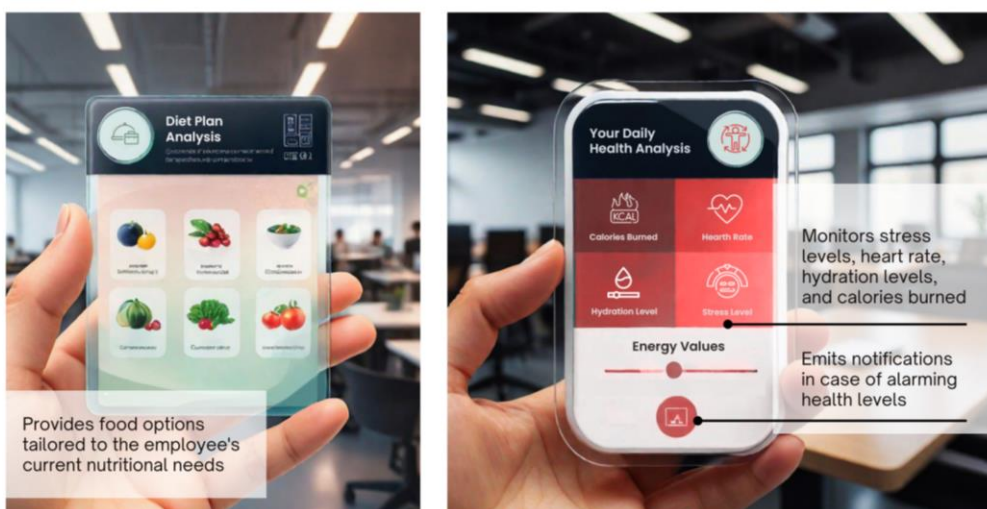
Air ducts serve as artistic  
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## Nutrition and Health

Regarding the nutrition and health segment, new smart AI-powered badges will serve as an innovative replacement for traditional work badges, offering employees numerous benefits. These will store all pertinent information about the employees (previously disclosed) and monitor their health data, including stress levels, heart rate, hydration levels, and calories burned. The badge is designed to emit notifications in case of alarming health levels and recommend diet plans and foods that may be more suitable for the individuals at any given moment. Tracking employees' overall condition will significantly enhance their work lives and productivity.



This innovation aims to simplify employees' decisions concerning their choices in vending machines or cafeteria spaces and provide them with the food their body needs. The badge will identify the most appropriate food options available in these dining areas, tailored to the employee's current nutritional needs, considering proteins, carbohydrates, and fats.



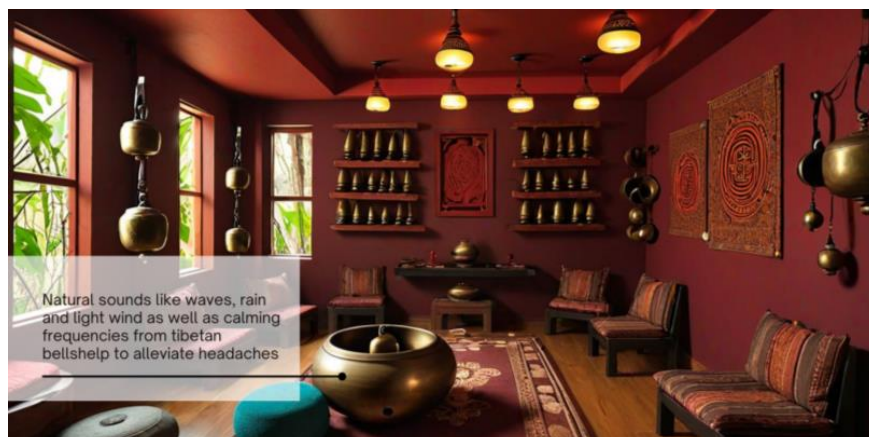
## Relief Area

Furthermore, we contemplated the urgent need for enhanced spaces within agency buildings to facilitate rejuvenating breaks for employees amidst their demanding schedules. Prolonged hours without proper breaks can lead to employee struggles and a profound desire for an escape.

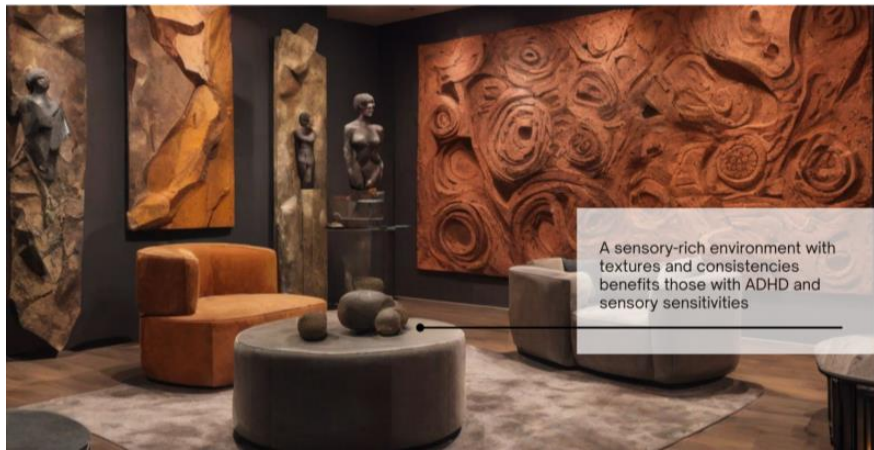
In response, we envisioned an entirely new space dedicated to providing employees with a brief respite from their work lives, immersing them in sensory experiences. Our proposal introduces Sensory Rooms, comprising four distinct spaces tailored for immersive exploration of four senses.

- **Aromatherapy Room:** This space features various areas dedicated to different perfumes and fragrances scientifically curated to enhance relaxation and mental well-being. Flower walls contribute to natural smells, creating a calming atmosphere.
- **Chroma-therapy Room:** Carefully selected colors in this room aim to ease the eyes and restore visual health after prolonged screen exposure.
- **Sound-therapy Room:** Incorporating binaural and isochronic sounds, this room aids in alleviating headaches and rejuvenating the mind. Natural sounds like waves, rain, and light wind, along with optional headphones for relaxing music, enhance the calming effects.
- **Interactive Touch Experience Space:** Designed as a contemporary art installation, this room caters to diverse textures and consistencies, offering a sensory-rich environment, especially beneficial for individuals with ADHD and sensory sensitivities.

These rooms transcend mere relaxation spots; they serve as immersive artistic experiences with carefully curated designs and artistic features, aiming to engage both the body and mind.







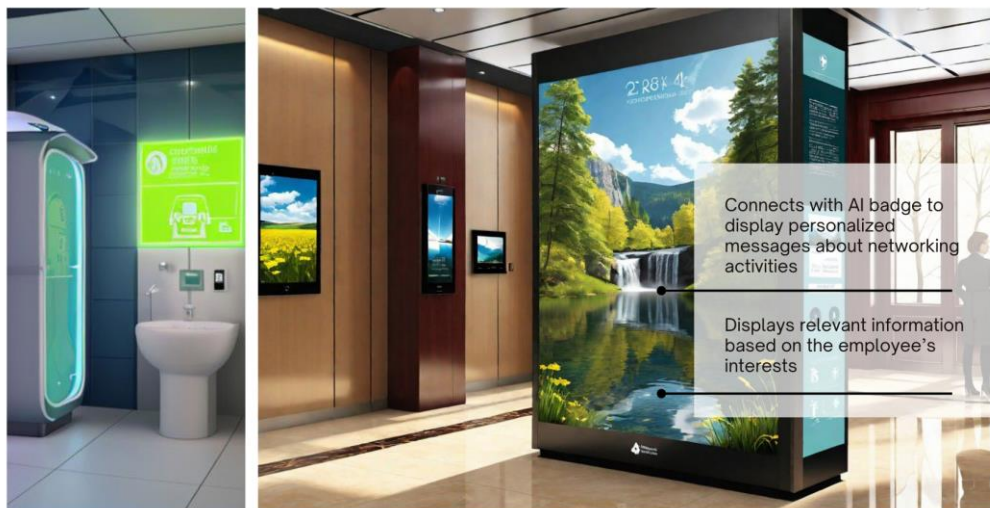
## Office Accommodations and Facilitations

In completing our proposals, we recognized the need to address employees' office and work life accommodation. To tackle the challenge of varying body temperatures between male and female workers, we propose self-regulating chairs capable of adjusting temperature based on individual health levels, ensuring each employee enjoys an ideal working environment.



Addressing the social aspect, we believe employee well-being is incomplete without improvements to social life and human interactions.

Therefore, we propose the implementation of digital AI-powered signages, offering personalized networking activities and informing employees (with consent) about others attending. This facilitates a range of social activities to training, enabling employees to socialize and plan their participation based on the expected attendance.



An integral addition linked to the badge is parking lot detection. The badge, easily connecting to smart cars, identifies nearby available parking spaces and reserves them within a pre-selected timeframe. This ensures employees find convenient parking near the facility, eliminating the struggle of searching for available spaces.





## Conclusion

In conclusion, our concept proposal, "Your people go first," stems from a thorough consideration of prioritizing employees' well-being within the organizational framework. By delving into the intricacies of the human body and workplace dynamics, we've devised innovative solutions aimed at enhancing both physical and mental aspects of employees' lives. From environment-focused technologies to immersive sensory rooms and inclusive office accommodations, our proposal strives to create a holistic approach to employee welfare. We envision not just relaxation spots but immersive experiences that cater to the senses and promote artistic engagement. Our commitment extends to addressing gender-specific workplace challenges, fostering social connections through AI-powered interactions, and easing practical concerns such as parking. This comprehensive approach reflects our dedication to fostering a work environment that not only values its employees but actively contributes to their overall well-being and satisfaction.