



## Relatability

People generally act upon things when they can relate to it, not otherwise.

Human action is the result of these two simple factors, acting at the same time.



## Ease of Use

Things get done when the effort required is relatively less.

The next two pages, extracted from an EasyWork survey report, illustrate how such a survey can guide your decisions before committing to significant investments.

If you are interested in conducting one for your employees, please write to [hello@blend.world](mailto:hello@blend.world)

The 2024 book, "Work Made Easy," co-authored by John Hoffmire, Raj Krishnamurthy, and Parthajeet Sarma, serves as a comprehensive guide for transforming workplaces to adapt to hybrid working models.

It is based on the above truth about human behaviour and lays down an actionable framework for organizational leaders.



You can find the book on Amazon or [click here](#) for buying links

The key to the outlined approach is ensuring that touchpoints in workplace experience journeys are seamless and frictionless. Before engaging consultants for worktech solutions, workplace redesign, or resource upskilling, conducting a simple survey among employees to gauge their EasyWork scores is crucial for making well-informed decisions.

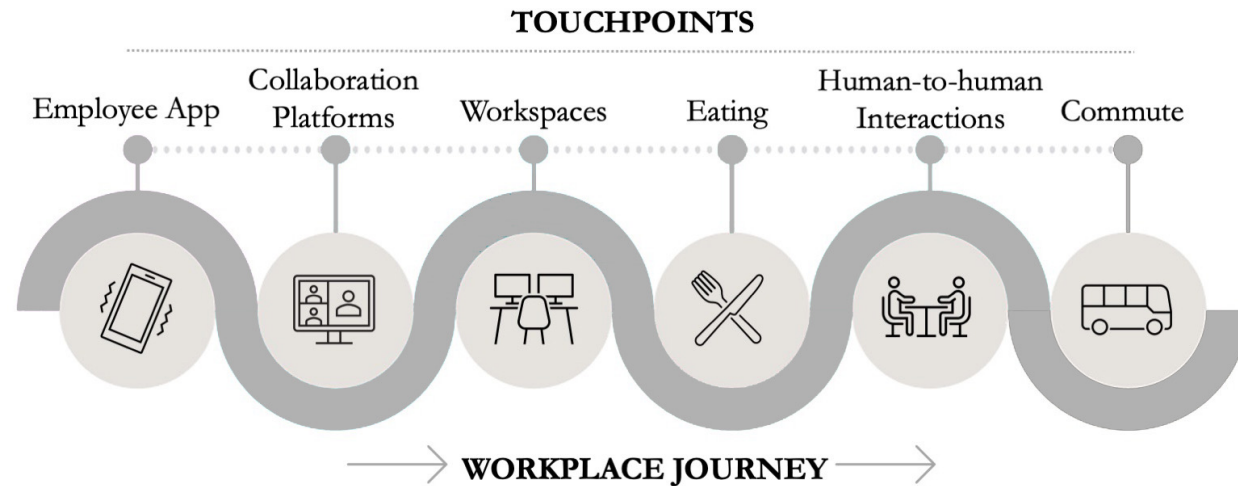
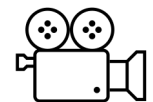


Image extracted from 'Work Made Easy'



[Click here](#) to watch a video on the EasyWork Survey

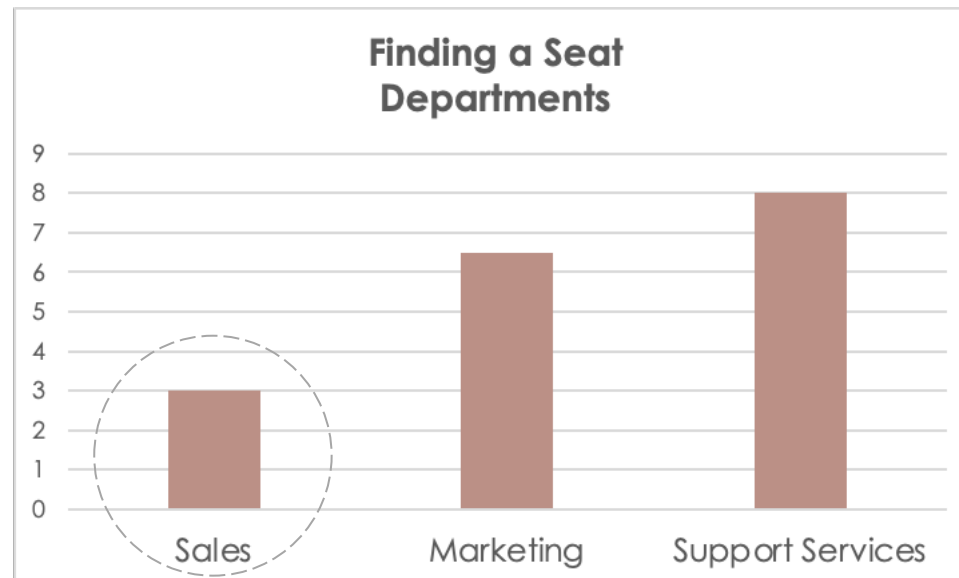
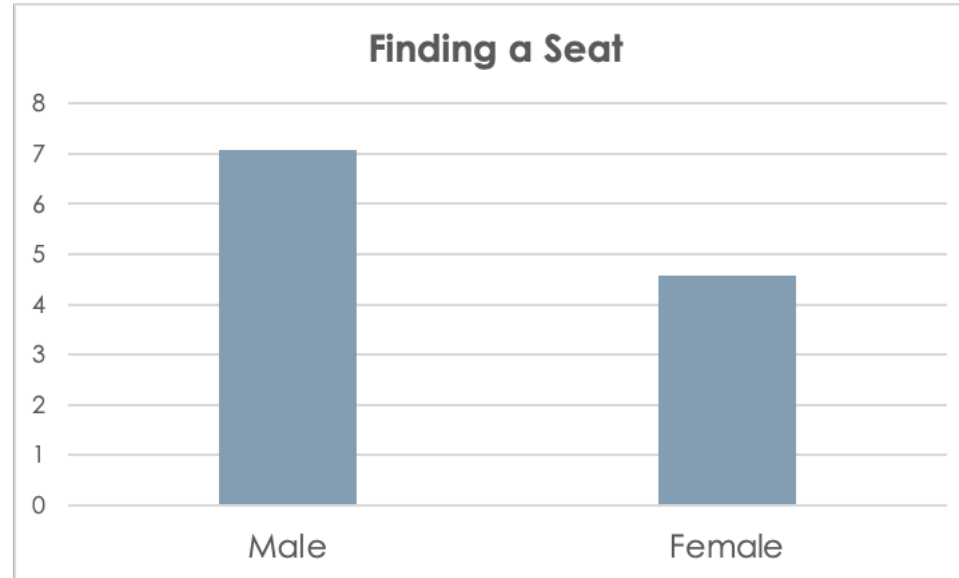
# FINDING A SEAT WHEN WORKING FROM OFFICE

This is sample data collected amongst employees spread across different locations within an organisation, to understand the 'employees' perspective' on how easy they find it to traverse the workplace experience journey.

'Finding a Seat' is one of the touchpoints in such a journey.

Data captured, through an 'all-employee' EasyWork online survey, is analysed across gender and across departments to understand if issues exist and if yes, where. Once this is understood, further investigations (if required) can be taken up to get to the root cause of the issue. This allows the management to co-create solutions for the specific touchpoint (i.e. finding a seat) that will work seamlessly for all employees, at all times, across all departments and geographies.

At times this becomes crucial data before embarking on workplace redesign or deploying tech to help deliver a smooth experience around unassigned seating.



#### FINDING

Unassigned seating does not appear to be working well with ladies. Men seem to be adapting well.

#### HOW DOES THIS PLAY OUT?

For reasons unknown (need to investigate), ladies are not as comfortable with the idea of unassigned seating as their male colleagues are and/or do not find a seat easily.

#### RECOMMENDATION

Conduct a focus group workshop with a group of ladies representing all business groups to understand this difference better, and co-create a solution.

#### FINDING

Those in Sales seem to be struggling with the newly introduced unassigned seating in the office, where they have to book a seat.

#### HOW DOES THIS PLAY OUT?

Sales personnel could be finding it difficult to find a seat at the office when they need (due to late booking or other reasons) and/or they may not find the idea itself relatable (possibly because they do not find any of their colleagues near them when they get a seat)

#### RECOMMENDATION

Look at booking data from the booking app to understand booking behaviours of those from sales (and others). Conduct a focus group with sales and cross findings thereof with data from app dashboards, to understand the real problem.

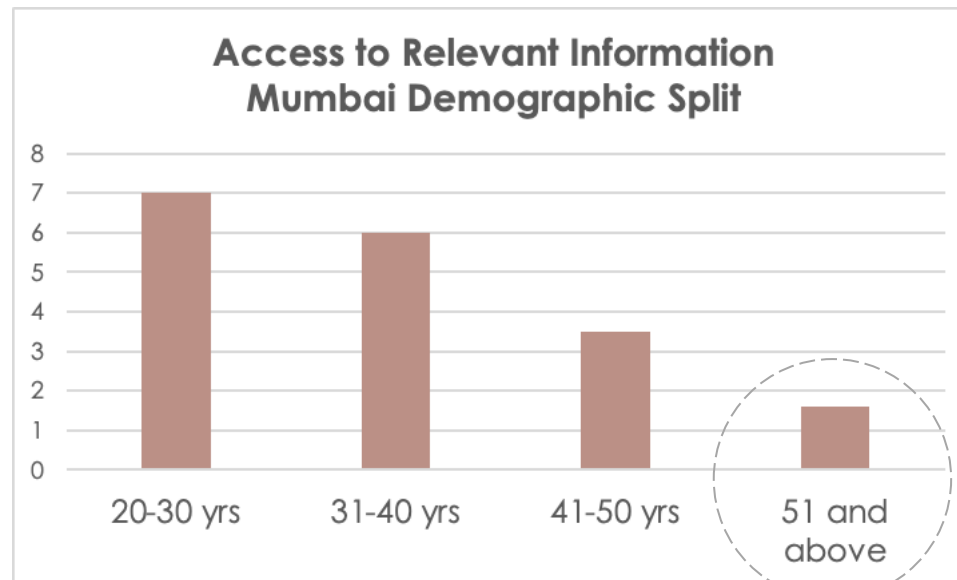
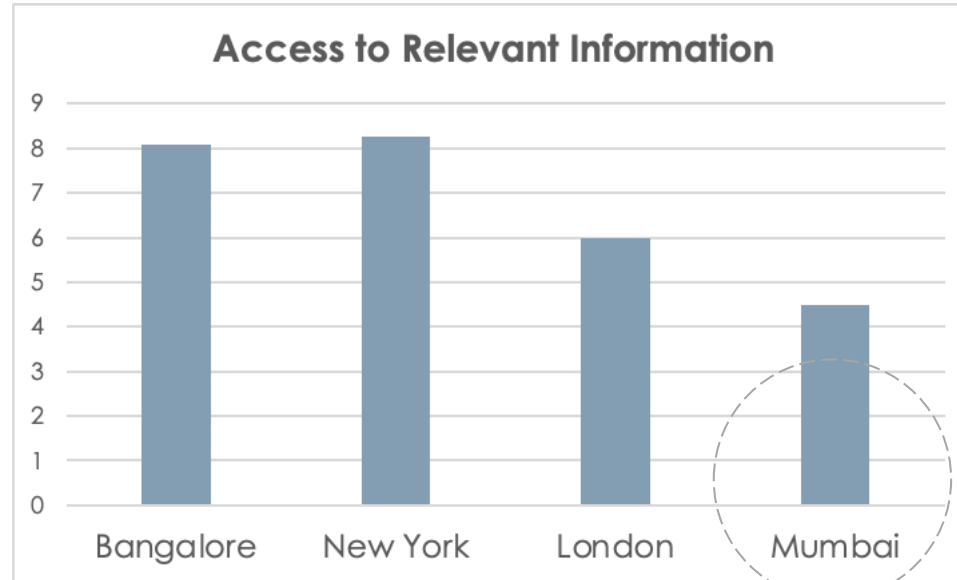
# ACCESS TO RELEVANT INFORMATION WHEN WORKING FROM HOME

This is sample data collected amongst employees spread across different locations within an organisation, to understand the 'employees' perspective' on how easy they find it to traverse the workplace experience journey.

'Access to Relevant Information' is one of the touchpoints in such a journey.

Data captured, through an 'all-employee' EasyWork online survey, is analysed across different office locations. Once a potential problem area is identified ('Mumbai' in this case), further analysis of the data collected shows which age group is affected most. Further investigations (if required) can be taken up to get to the root cause of the issue.

**Cross referencing** data sets is crucial. At times, such an approach help prove or disprove an hypothesis that may emerge from the first stages of data analysis.



#### FINDING

Employees in Mumbai appear to be struggling with accessing information when working from home.

#### HOW DOES THIS PLAY OUT?

Those in Mumbai either cannot get used to the idea of accessing information remotely or find it very difficult to.

#### RECOMMENDATION

Further investigations are recommended as there seems to exist a Mumbai-centric issue. Depending on the type of information, this could be due to a lack of training/awareness or lack of high-speed internet or something else. Focus groups are recommended along with further analysis of data collected from this survey.

#### FINDING

Demographic analysis of the Mumbai data shows that those above 40 years seem to be struggling most.

#### HOW DOES THIS PLAY OUT?

Although further investigation may be required, it is likely that the senior lot may not find the idea of accessing information remotely relatable and/or may not have the technical capability to do so.

#### RECOMMENDATION

Focus groups are suggested with the said groups to understand the root cause; leading to solutions which can be co-created.

#### CROSS REFERENCING DATA SETS

One may discover that those from these age groups rarely work from home; in which case this is not as crucial a problem as it first appeared so. Cross referencing data sets is crucial at all stages of data analysis and synthesis.

