



TEAM HYBRICO

HYBRID COLLABORATION

* INTRO OF TEAM



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STS - Innovation and
Organization
Class of '22



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MS in Computer Science
Dartmouth '21



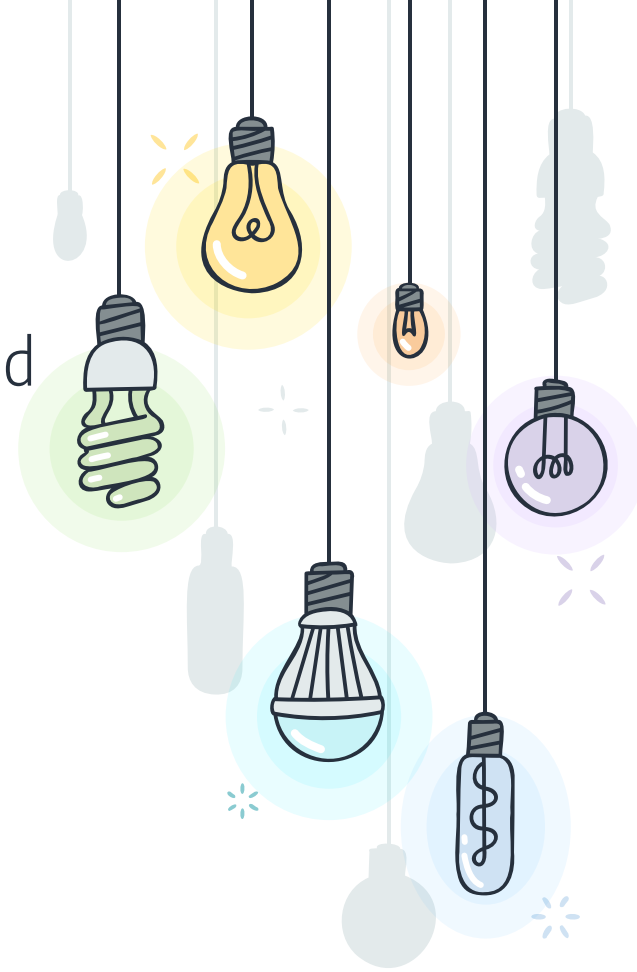
Simge Girgin

PhD in Civil and
Environmental
Engineering



* PROBLEM DOMAIN

- + Everyday-use problems concerning hybrid collaboration tools
- + Productivity in hybrid collaborative work and building social relationships



PARTICIPANTS



"I HATE ZOOM.
IT'S EXHAUSTING."



Stanford Lecturer, Consultant, NGO Board Chair

Rosanne

PARTICIPANTS

"WHILE I AM SOLVING A
PROBLEM ALONE, I TEND TO
LOSE THE TRACK OF TIME."



Machine Learning Consultant
MS in Computer Science, UC San Diego

Berk

PARTICIPANTS

"YOU LOSE THE SPONTANEOUS
CONVERSATIONS WITH COWORKERS
THAT YOU WOULD HAVE IN PERSON"



Chief of Staff at DALI Lab, Master's Student at
Dartmouth College

Mira

* QUESTIONS

Could you walk us through your average day of using hybrid collaboration tools?

How has hybrid collaboration affected your productivity?

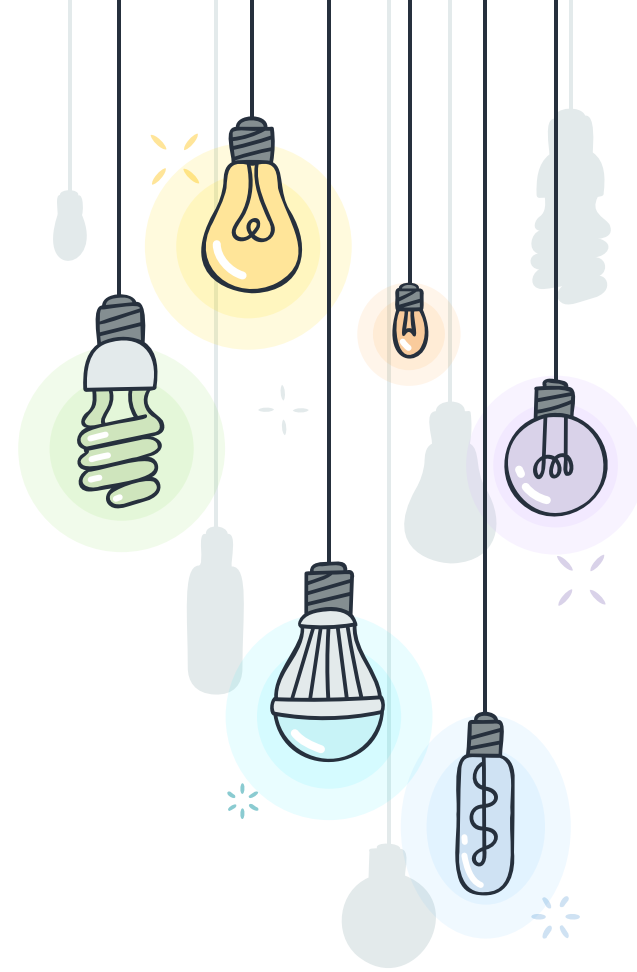
What are your best and worst experiences with using hybrid collaboration tools?

How do you think hybrid collaboration affected your social relationships with coworkers and classmates?

What hybrid collaboration tools have you used if any?

* EXTREME USER - MIRA

- + Uses hybrid collaboration all day, every day
- + Has experience with 8 different hybrid collaboration tools - far more than the average person



SAY

"When the group gets larger than 4, it gets sketchier."

"I would like to shrink the PowerPoint and see at least some people."

"I prefer slack for work because it is more efficient than emailing"

"figma has Figjam now (sticky notes) which is nice because it lives in the figma ecosystem"

"[Zoom] does not feel natural."

"We do not have much social interaction."

"I need to be attentive. I cannot turn off my video and pet my dog. But others are doing that"

"Hybrid is okay when there is only location difference."

"you lose the spontaneous conversations with coworkers that you would have in person"

"I think people work more efficiently together"

Being able to see all faces in a meeting is super important

it is important to be able to read the room during a group meeting

Being able to share content and still see participants' faces is key to productivity

Customizable and Simple UI would make her life much easier as a regular user of Zoom

THINK

Distractions are the biggest cause of disconnect between people in zoom

distracted coworkers decrease the team harmony

Happy hours are forced and not sincere on Zoom.

digital work blends well with remote/asynchronous collaboration

Interaction on Zoom does not form stable social relationships.

4-5 ppl is the best way to have a productive zoom call

people are more productive when physically together

Tries to call on everyone in a call to make sure that all ideas are shared

do want to be able to tell how people feel during high emotion calls (i.e. someone getting fired)

loses the track of time while working alone

tries to get together with teammates every week to work together at a coffee shop

have to use online collaboration because of the profession

DO

Do want to be able to see who is talking easily

focuses on my tasks without thinking of others in meetings

use Zoom because it is what she's used to

lots of time per day on computer using hyco apps

prefer to have camera off for more casual chats

hates the unnatural feel of zoom

hopes to be able to enjoy online collaboration because her profession makes her have to use it

loyal to a "brand" of collaboration platform - reluctant to adopt new ones?

discontent that she can't tell what people are thinking

FEEL

wants an easy way to have meetings online

isolated without the "water-jug" conversations

obliged: to attend scheduled Zoom happy hours.

more motivated: when surrounded by people

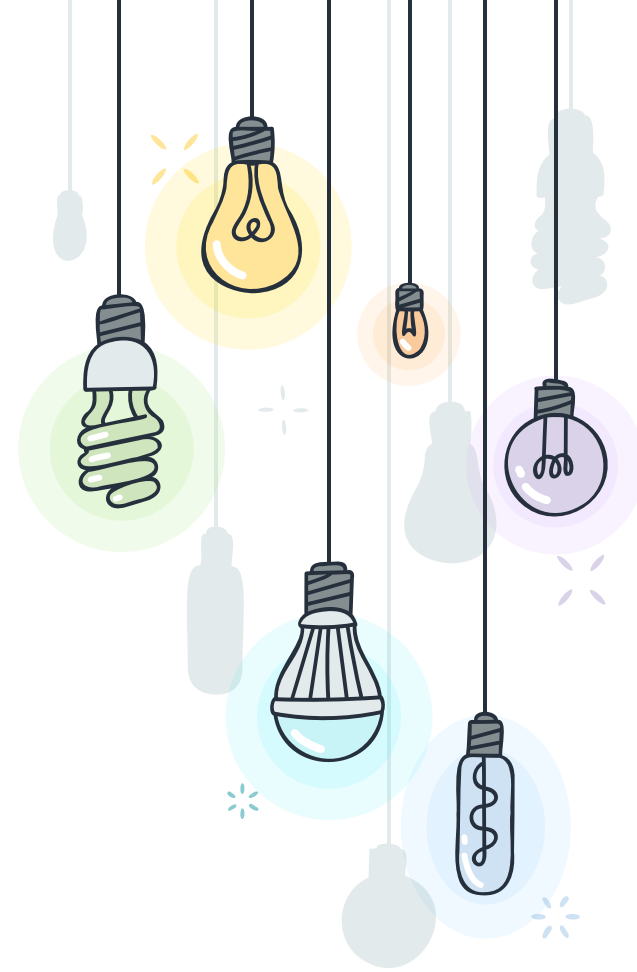
unwilling to chat with people because scheduled calls are not natural.

overwhelmed by collaboration app options

SYNTHESIZED

* TENSIONS, CONTRADICTIONS, AND SURPRISES

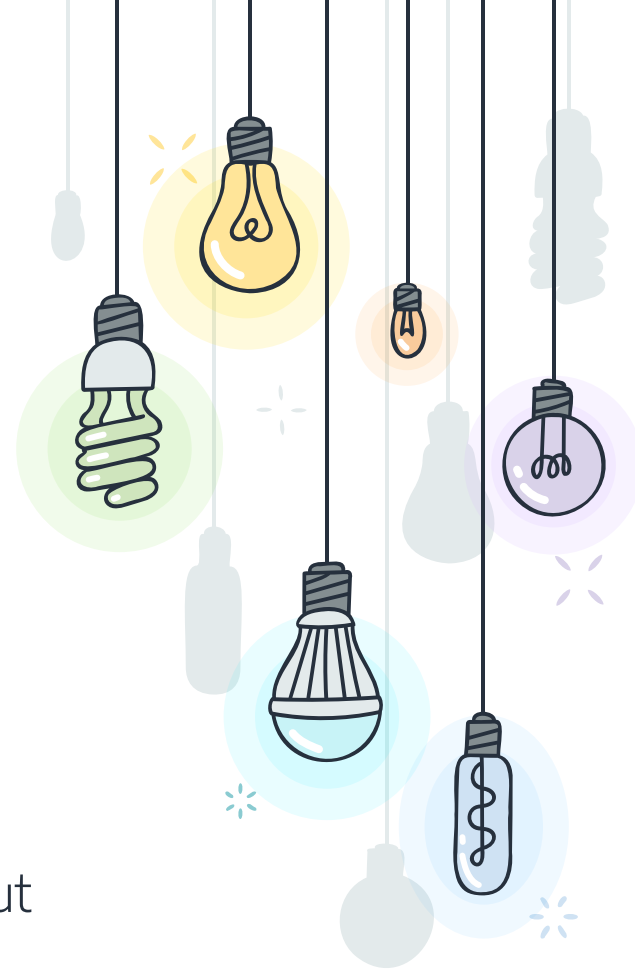
- + wants to be able to **recreate** the typical conference room/ classroom online
- + wants to be able to keep **eye contact** but not have to look at the camera
- + **hates Zoom** despite how much **better** it is than previous platforms she has used
- + productivity is important, but there is value in **spontaneity** and distraction
- + wants to receive immediate response but likes to work remotely at **flexible** hours.




TENSIONS, CONTRADICTIONS, AND SURPRISES - * EXTREME USER

- + Contradiction:
 - × Mira likes Figma because it recently added FigJam, an online sticky note editor
 - ◆ “it’s lightweight and lives in the Figma ecosystem.”
 - × Doesn’t use Figma’s built-in voice calling, preferring Zoom or Discord instead

Insight: Users claim to prefer an all-in-one application, but really might have underlying app loyalties.



NEEDS AND INSIGHTS






Needs

- Flexibility in their work, but structure in collaboration
- Random social interactions during work
- Closer connections over online collaboration
- A way to get context / “read the room” online
- In-person work sessions for people who are more motivated while working with others.

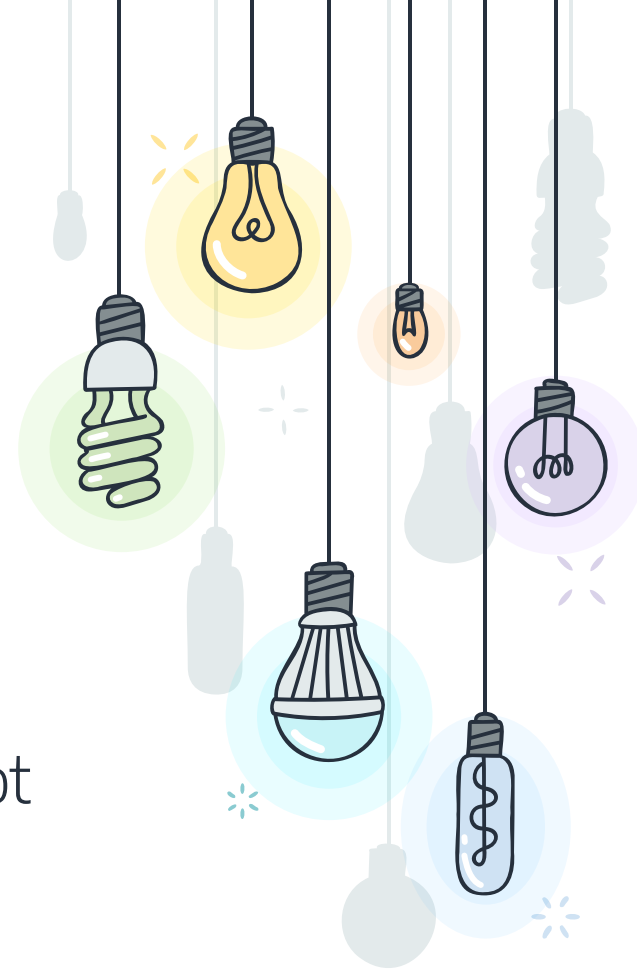


Insights

- There is value in spontaneity and distraction
 - Social connections can increase productivity
 - Screens are barriers to personal connection
 - Smaller groups can help mediate the lack of connection
 - Scheduled social time feels forced when it is online
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* SUMMARY

- + Users are **not very happy** with current hybrid collaboration tools
- + Want the **flexibility** to pick a mixture in-person or online
- + **Spontaneity** is highly-valued
- + Hybrid collaboration feels **forced**, and not **natural**



* FUTURE QUESTIONS

- + How can we weaponize **spontaneity** and distraction for **productivity**?
- + How can our HyCo tools foster **meaningful social relationships**?
- + How can we increase **co-presence** and **togetherness** over distance?
- + How can we balance work **flexibility** and **needed structure**?



"When the group gets larger than 4, it gets sketchier."

"The worst was with 23 people. It is too many for one screen."

"I would like to shrink the PowerPoint and see at least some people."

"[Zoom] does not feel natural."

SAY

"I need to be attentive. I cannot turn off my video and pet my dog. But others are doing that"

Being able to see all faces in a meeting is super important

it is important to be able to read the room during a group meeting

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THINK

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Customizable and Simple UI would make her life much easier as a regular user of Zoom

Tries to call on everyone in a call to make sure that all ideas are shared

do want to be able to tell how people feel during high emotion calls (i.e. someone getting fired)

Do want to be able to see who is talking easily

hates the unnatural feel of zoom

hopes to be able to enjoy online collaboration because her profession makes her have to use it

DO

Prefer in-person because it feels more natural

Have two screens

have to use online collaboration because of the profession

FEEL

discontent that she can't tell what people are thinking

hates online collaboration in general

wants an easy way to have meetings online

"In-person, I see other people coming and going, I'm more aware of the time."

"Since some people have children or pet at home, their mind is not fully in the workspace. It prevents a deeper conversation, they are distracted."

"Working together with some coworkers at coffee shops helped me form much more stable social relationships."

"People are social beings; everybody needs a social bond and approval"

Happy hours are forced and not sincere on Zoom.

lack of social interaction in the company results in lack of motivation.

needs to know all coworkers



being in person results in more efficient work.

Interaction on Zoom does not form stable social relationships.

he is not performing well during overseas collaboration

distracted coworkers decrease the team harmony

"When I need to join meetings at night, I cannot perform well since I'm sleepy."

"I think we should know each other better."



"I don't think it (a happy hour on Zoom) is as sincere as in person."

"Hybrid is okay when there is only location difference."

"I think people work more efficiently together"

"We do not have much social interaction."

takes care of some personal urgent tasks such as car maintenance during the day thanks to flexible work

less motivated: working alone

obliged: to attend scheduled Zoom happy hours.

loses the track of time while working alone

free to arrange his schedule based on what he likes.

more motivated: when surrounded by people

unwilling to chat with people because scheduled calls are not natural.

tries to get together with teammates every week to work together at a coffee shop

focuses on my tasks without thinking other meetings



"I prefer slack for work because it is more efficient than emailing"

"skype is not as robust in terms of features"

"you lose the spontaneous conversations with coworkers that you would have in person"

SAY

"tandem was not very successful for voice-calling because it was out of the way"

"figma for design, and they've added a talking feature so you can actually call people, but I don't really use it. I would prefer to call people on Zoom"

"figma has Figjam now (sticky notes) which is nice because it lives in the figma ecosystem"

tandem had a privacy concern - would show others what software you had open (productivity reason)

there is an emphasis on efficiency when using HyCo tools

THINK

emphasis on lightweight/ streamlined apps

digital work blends well with remote/asynchronous collaboration

people are more productive when physically together

use slack for work, discord calls for more casual stuff, zoom with friends (coworkers only when necessary)

prefer to have camera off for more casual chats

DO

use zoom because it is what she's used to

lots of time per day on computer using hyco apps

scrutinized when using public productivity apps

FEEL

overwhelmed by collaboration app options

loyal to a "brand" of collaboration platform - reluctant to adopt new ones?

isolated without the "water-jug" conversations

MIRA