



TIME

to build a *culture*



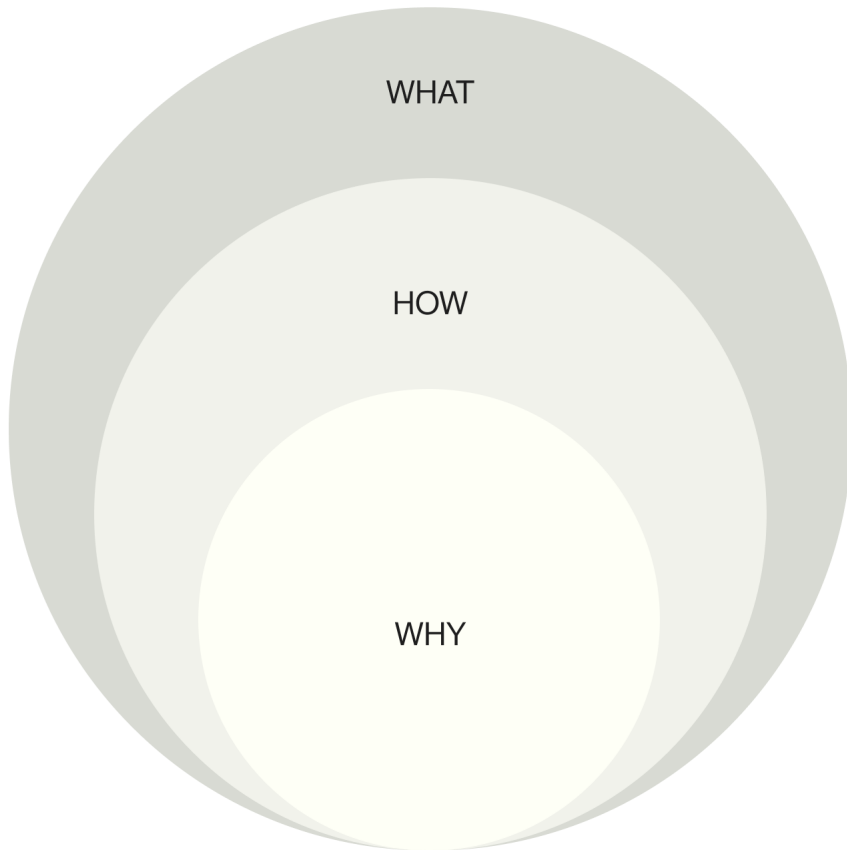
## MISSION

To co-create value-driven inclusive and healthy work cultures for all making everyone feel heard, accepted and valued through collective interactions and engagements.

## VISION

To make social well being an integral part of working cultures in India, providing a sense of ownership and connection for all.

# THE GOLDEN CIRCLE



WHAT

We create system for systems. We provides tools and platform that can be used to co-create work cultures by the people of an organisation. This is done by letting employees create collective engagement for connection and problem-solving collaboratively. This creates/shapes a value-based work culture that increases enjoyment and belongingness, which is mutually beneficial for all.

HOW

The way we make the interpersonal conditions better is by increasing ownership within employees so they feel belonged. The system draws parallel from few principles of families and sports teams to see how they work efficiently despite the ups and downs. Ownership gives one control and pride towards something along with having respect and responsibility. We achieve this by providing personal customised services to co-create meaningful experiences with them.

WHY

It is important that a work culture is healthy because an average person spends one third of their entire lifetime working, shaping their quality of life. People are the core of any work culture making them a predominant subject of interest. Their behaviours, perceptions and interpretations create the culture at large. Their relationship with each other directly affects them. Hence, interpersonal conditions becomes important aspect for the study.

# THE SERVICE BLUEPRINT

# Service blue print for Paid subscription with orientation

EPISODES	DISCOVERY	VISITS WEBSITE
CUSTOMER ACTION	Looks at a campaign creative, friend refers looks at a video about our theme and us. on youtube or whatsapp, sees advertisement. marketing email send by us, reads a post ABOUT US on LinkedIn,	reads more about services and custom packages Reads testimonials Reads vision and mission Downloads sample kit through mail Checks out our social pages Clicks on contact us form
ABOVE GROUND TOUCH POINTS	Website, Email LinkedIn, Ad on Glance Ad on newspaper, Videos Peers, Cold calls	Website free toolkit on mail social media pop for contact us form
BELOW GROUND ACTIONS	Advertising, branding Marketing, Regular posting and tagging Website Building, Media Presence, Analyzing customer behaviors and needs, Coming up with effective customer acquisition and retention strategies, Maintenance and development of online platform, Trainings for staff for effective marketing	website backend Updating testimonials Media presence Website building Branding sales
BELOW GROUND SYSTEMS	target audience optimisation systems referral system SEO optimisation	collecting and uploading the data Prompt follow ups to be done to backend team - Platform maintenance - Catering to technical errors, etc
Longterm for smooth process within the service	Organizing events - Maintaining resource inventory - Organizing, planning and executing events - Tie-ups with professional institutions, etc. - Announcements, updates and notifying on platform	

CONTACTS US

SUBSCRIBES

Emails  
Whatsapp  
Dm on social media  
Fills the form

SCHEDULES A BRIEFING CALL

Connected on a briefing call

Gets an email with final packages, videos and testimonials with case studies.  
Also looks at competitors  
Discusses with employees

Fills in the package form with other details

laptop, phone  
Social media websites  
sales person

form  
phone, laptop  
internet

Zoom  
Google meet  
Normal call

Our email

form  
phone, laptop  
internet

media presence  
message for welcoming  
active sales  
scheduling a call  
Zoho CRM

Making a form for them to fill with relevant details-short and crisp  
Confirm the medium  
get consultation calls booked  
Follow ups if form isnt filled

Send link  
Prepare notes  
Make notes  
Recording the call

A follow up mail after call thanking  
Some incentive for their retention  
Video explainer to the employees  
Sending the quotes  
Finalising on call (If needed again)  
Convincing and negotiating

Making a form for them to fill with relevant details-short and crisp  
Confirm the medium  
get consultation calls booked  
Follow ups if form isnt filled

Defining possible negotiations and strategies while customer and partner acquisition  
automatic reply generation system  
database system  
training for sales

Maintaining database for open slots for consultation  
Coming up with effective customer acquisition and retention strategies  
Background checks and verification  
Assign a sales person for the call  
Automation for sending confirm message system

Defining possible negotiations and strategies while customer and partner acquisition, Understanding needs and requirements  
Understanding what kind of organisation it is  
Preparing data for different kinds of organisation  
Pitching and Convincing  
Understanding what package is best suitable  
Giving budget

Defining possible negotiations and strategies while customer and partner acquisition. Understanding what kind of organisation it is  
.Preparing data for different kinds of organisation .  
Understanding what package is best suitable. Customer support - Partner acquisition

Coming up with effective customer acquisition and retention strategies  
Background checks and verification. Assign a sales person for the call when needed. Automation for sending confirm message system. Identifying unsatisfied customers and giving them incentives and attractive offers

employee acquisition, training and retention

Staff acquisition - Keeping track of usage and generating bills - Updating account of each user as per usage - Initiating salaries, etc of employees - Maintaining database - Generating offers and incentives - Organizational management

Making packages  
Cost structures  
Division of packages based on cost in terms of per person, kind of organisation, mode chosen



EPISODES	PAYEMENT	ON BOARDING	ORIENTATION		
CUSTOMER ACTION	pays	Employer informs the employees about the service Send them the materials Form for collecting phone number (if not there), email id, role and responsibility, interests (checklists)	Orientation dates are announced	Orientation begins (physical or digital) explaining the why and how	Division of groups
ABOVE GROUND TOUCH POINTS	Payment portal Card Bank details phone	Forms. Empolyees can visit website, look at social media. Employees/co workers, Welcome mail and plan ahead, Creatives to forward it to employees	Form Email	laptop, phone, Social media (if they document and post) Company team (depends on the scale) Other people at office	laptop, phone, Social media. workshop materials. Company team (depends on the scale) Other people at office
BELOW GROUND ACTIONS	Trusted portal Maintaining a record Asking for payment	Making the creative. Making plan ahead. Confirming dates for orientation. Sending a link to download app. Form portal for collecting data. Update the database. Initiate cloud space on our app the org. App Cloud storage management Data management. Collecting data. Preparing introduction content. Deciding how many people from out team will be needed for orientation	Finalising dates Mode (depending on the location) Travel plans (boarding and lodging) Planning the orientation in detail	Behavioural understanding Workshop conducting Briefing about the importance of rituals and its history in fun interactive way. Interaction Understanding the culture and characteristics	Behavioural understanding Workshop conducting Managing teams and people Briefing about the importance of rituals and its history in fun interactive way. Interaction Understanding the culture and characteristics Share the timeline of orientatiion
BELOW GROUND SYSTEMS	Accept payments and update database and status Initiate refunds in case Customer and technical support	Cost effectiveness Strategies and plans for physical and online engagement Understanding employees characteristics to make the most out of the orientation	Cost effectiveness Strategies and plans for physical and online engagement Understanding employees characteristics to make the most out of the orientation	Strategies and plans for physical and online engagement Behaviorial charts Understanding employees characteristics to make the most out of the orientation	Strategies and plans for physical and online engagement making strategies to create teams that are mixed Behaviorial charts Understanding employees characteristics to make the most out of the orientation
Longterm for smooth process within the service	Organizing events - Maintaining resource inventory - Organizing, planning and executing events - Tie-ups with professional institutions, etc. - Announcements, updates and notifying on platform	Staff acquisition - Keeping track of usage and generating bills - Updating account of each user as per usage - Initiating salaries, etc of employees - Maintaining database - Generating offers and incentives - Organizational management		employee acquisition, training and retention	

ORIENTATION

APP

Making rituals  
Performing few rituals

Finalisation of ritual

App dashboard

Log in

using features and  
subscription renewal

Workshop materials  
Ritual wireframe  
List of examples of rituals  
Samples Other people at office

Workshop materials  
Ritual wireframe  
List of examples of rituals  
Samples Other people at office

Phone  
App  
people

Phone  
App  
Laptop or computer

Phone or laptop or computer  
Monthly rituals and meetups  
Company dashboard  
CRM. the payment portal  
Mail recieved to remind

Making the wireframe  
Modules  
Examples and samples  
Behaviourial understanding  
Workshop conducting  
Managing teams and people  
Briefing about the importance  
of rituals and its history in fun  
interactive way.  
Interaction  
Understanding the culture  
and characteristics

Modules  
Confirming, guiding, personal  
assistance  
Behaviourial understanding  
Workshop conducting  
Managing teams and people  
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of rituals and its history in fun  
interactive way.  
Interaction  
Understanding the culture  
and characteristics

Making company's  
dashboard accessible to all  
Feeding all the rituals into the  
app  
Adding few pictures of  
orientation  
Tell them how the app works

Bug fixes  
Smooth flow  
customer service  
Helpline  
Any gltiches

Festival greeting to everyone  
Sending them inspirations  
Asking them to send their  
documentation Social  
interaction. Regular checkups  
Sending festive greeting  
Bug fixes. Smooth flow  
customer service. Helpline  
Any gltiches. CRM messages  
Reminder emails for payment

Making rituals and using  
behavioural psychology to  
build examples  
Samples  
Strategies and plans for  
physical and online  
engagement  
making strategies to create  
teams that are mixed  
Behavorial charts  
Understanding employees  
characteristics to make the  
most out of the orientation

Making rituals and using  
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most out of the orientation

Cloud storage  
Data feed in  
Optimisation  
Algorithms  
Giving admin access to the  
employer  
Setting frequency of rituals  
per month

Cloud storage  
Data feed in  
Optimisation  
Bug fix report system  
Technical support team  
customer service team

Cloud storage  
Data feed in  
Optimisation  
Bug fix report system  
Technical support team  
customer service team  
Marketing team  
Customer service  
customer service team  
Marketing team  
Customer service

Making packages  
Cost structures  
Division of packages based on cost in terms of per person,  
kind of organisation, mode chosen

# Service blue print for Paid/free subscription without orientation

EPISODES	DISCOVERY	VISITS WEBSITE
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Also looks at competitors  
Discusses with employees

Fills in the package form with other details

laptop, phone  
Social media  
websites  
sales person

form  
phone, laptop  
internet

Zoom  
Google meet  
Normal call

Our email

form  
phone, laptop  
internet

media presence  
message for welcoming  
active sales  
scheduling a call  
Zoho CRM

Making a form for them to fill with relevant details-short and crisp  
Confirm the medium  
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Follow ups if form isnt filled

Send link  
Prepare notes  
Make notes  
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A follow up mail after call thanking  
Some incentive for their retention  
Video explainer to the employees  
Sending the quotes  
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employee acquisition, training and retention

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Making packages  
Cost structures  
Division of packages based on cost in terms of per person, kind of organisation, mode chosen

subscription without orientation

EPISODES	PAYEMENT (only if paid)	ON BOARDING		App	
CUSTOMER ACTION	pays	Employer informs the employees about the app Send them the materials Form for collecting phone number, email id, role and responsibility, interests	Along with app, explainer videos about the context and how the app works. It is sent via mail one video daily. Final video is about creation of ritual and directs to make one on the app with someone.	App dashboard	Log in
ABOVE GROUND TOUCH POINTS	Payment portal Card Bank details phone	Forms. Empolyees can visit website, look at social media. Employees/co workers, Creatives to forward it to employees	Phone, app and videos	Phone App people	Phone App Laptop or computer
BELOW GROUND ACTIONS	Trusted portal Maintaining a record Asking for payment	Making the creative. Making plan ahead. Sending a link to download app. Form portal for collecting data. Update the database. Initiate cloud space on our app the org. App Cloud storage management Data management. Collecting data. Preparing introduction content.	Making the videos. Sending videos. Sending introduction content. Planning the content flow and sending mode.	Making company's dashboard accessible to all Feeding all the rituals into the app Adding few pictures of orientation Tell them how the app works	Bug fixes Smooth flow customer service Helpline Any glitches
BELOW GROUND SYSTEMS	Accept payments and update database and status Initiate refunds in case Customer and technical support	Cost effectiveness Strategies and plans for physical and online engagement	Cost effectiveness Strategies and plans for making videos effective and interactive. Sending everyone creatives/ videos system	Cloud storage Data feed in Optimisation Algorithms Giving admin access to the employer Setting frequency of rituals per month	Cloud storage Data feed in Optimisation Bug fix report system Technical support team customer service team
Longterm for smooth process within the service	Organizing events - Maintaining resource inventory - Organizing, planning and executing events - Tie-ups with professional institutions, etc. - Announcements, updates and notifying on platform		Staff acquisition - Keeping track of usage and generating bills - Updating account of each user as per usage - Initiating salaries, etc of employees - Maintaining database - Generating offers and incentives - Organizational management		employee acquisition, training and retention

APP

creating ritual

using features and  
subscription renewal

Phone  
App  
Laptop or computer

Phone or laptop or computer  
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Company dashboard  
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Cloud storage  
Data feed in  
Optimisation  
Bug fix report system  
Technical support team  
customer service team

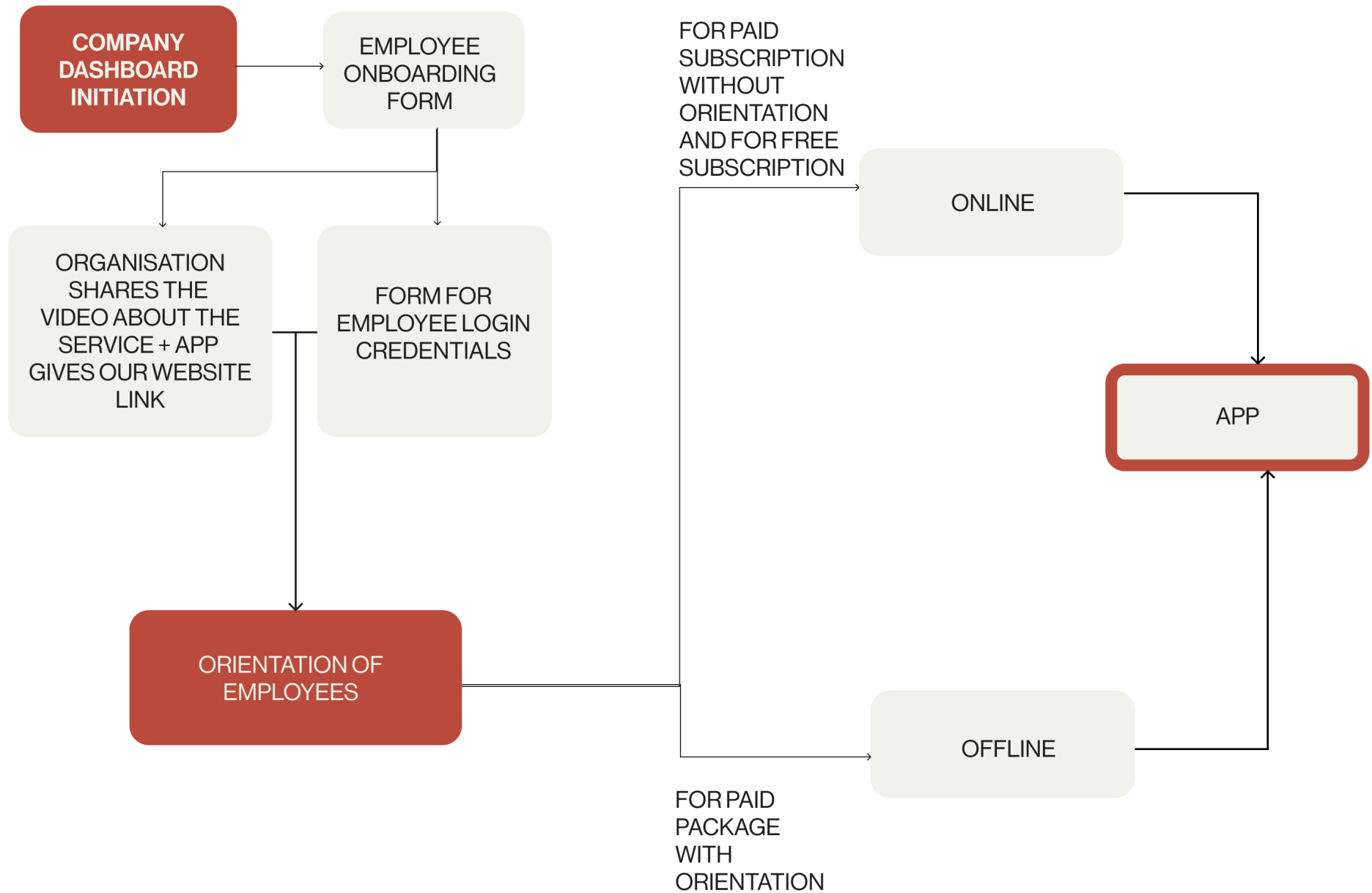
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Technical support team  
customer service team  
Marketing team  
Customer service  
customer service team  
Marketing team  
Customer service

Making packages  
Cost structures  
Division of packages based on cost in terms of per person,  
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# SYSTEM MAP







**ORIENTATION - OFFLINE  
FEW HOURS FOR FEW  
CONSECUTIVE DAYS**

FROM 30-100

**EDUCATION ON  
IMPORTANCE OF -**  
OWNERSHIP  
BELONGING  
INCLUSIVE  
CULTURE  
RESPONSIBLE

WORKSHOPS AND  
GAMIFIED LEARNING.

ACTIVITY BASED LEARNING,  
TEAM WORK

**IMPACT TOOLKITS**  
CO CREATION  
PROBLEM-SOLVING  
IDENTIFICATION

IN GROUPS

DIVERSE GROUP

**MAKING RITUAL**  
CO CREATION  
SAMPLE RITUAL  
PRACTICING

IN GROUPS

DIVERSE GROUP

**APP ONBOARD  
A QUICK OVERVIEW**

LOGIN

**ORIENTATION - ONLINE**

BELOW 30

**EDUCATION ON  
IMPORTANCE**

SHORT VIDEOS AND  
INFORMATIONAL CONTENT

**MAKING RITUAL**  
CO CREATION  
SAMPLE RITUAL  
PRACTICING

**IMPACT TOOLKITS**  
CO CREATION  
PROBLEM-SOLVING  
IDENTIFICATION

**APP ONBOARD  
A QUICK OVERVIEW**

VIDEO | LOGIN

**FOR WHO?**

**DESCRIBE THE CUSTOMER** : people working at office - white collar jobs,  
private sector office, studio-based, no official HR people/no HR activities, Urban Context

**WHAT ARE THEY THINKING AND FEELING?**

Think about Growth and better opportunities  
Better quality of life  
Lack of belongingness at Work, Lack of connection,  
Excluded  
Monotony and lack of motivation at work  
Overwork and burn outs  
Value they put at work and offices  
Gaps in values of the company and behaviours  
Lack of team spirit

Employee retention  
Growth : profits and revenue, productivity rate  
Reputation of the organisation

**WHAT HAVE THEY SEEN?  
WHAT INFORMATION DO THEY HAVE?**

Long office hours  
Elevator silence  
Office celebration  
Co-workers  
Work-life  
Team work  
Gossiping  
Groupism  
Unhealthy competition  
Interactions  
Age gaps  
need of purpose and intention

**WHAT ARE THEY SAYING, HOW ARE THEY ACTING?**

overwork  
motivating (for the juniors)  
engaged  
controlling (seniors)  
attachment with power  
need of control  
work and play are different  
formal  
building relation  
trying to make conversations  
making friends at work  
"horrible culture"  
"need a break"  
"not toxic, but stressful"  
"managers should encourage and not demotivate"

**WHAT HAVE THEY BEEN  
HEARING?**

culture is important  
"do this"  
achieve this  
work work work  
culture is the new thing  
rumours and gossips  
resignations  
how's the weather  
work-life balance  
better performances  
revenue  
incentives and salaries

**WHAT ARE THE MAIN CONCERNS?**

Need of social well-being  
Building a healthy work culture  
Maintaining good relations at office

**WHAT MAKES THEM HAPPY**

Breaks and play between work  
Control and freedom  
Appreciation, recognition and achievements



## ABHIJEET SOLANKI

Age : 29

Occupation : Software engineer  
at a Y combinator start up.

Company Size : 20 people

Mode of work : Hybrid

Status : Engaged

Location : Nagpur

He shifted to Mumbai from his hometown, Raipur for better work opportunity. He never misses any opportunity to learn and grow. He sees his work as contact-building forum and a place to add on career experiences. He is trying to manage work-life balance. He lives alone, hence have subscribed to dabbawala for food.

### MOTIVATIONS

High priority on Achievement  
High priority on Growth  
High Value for money  
Prioritising Relationships and making industrial contacts  
Socially active  
Can compromise on convenience

### GOALS

To grow a strong industry reputation  
To build connections  
To learn and be better  
To have better relationship at office  
To have a work-life balance

### FRUSTRATION

Senior employees targeting and treating badly  
Lack of clear communication  
Office politics and gossip  
Groupism  
Lack of inclusivity  
How to approach co-workers

### PERSONALITY

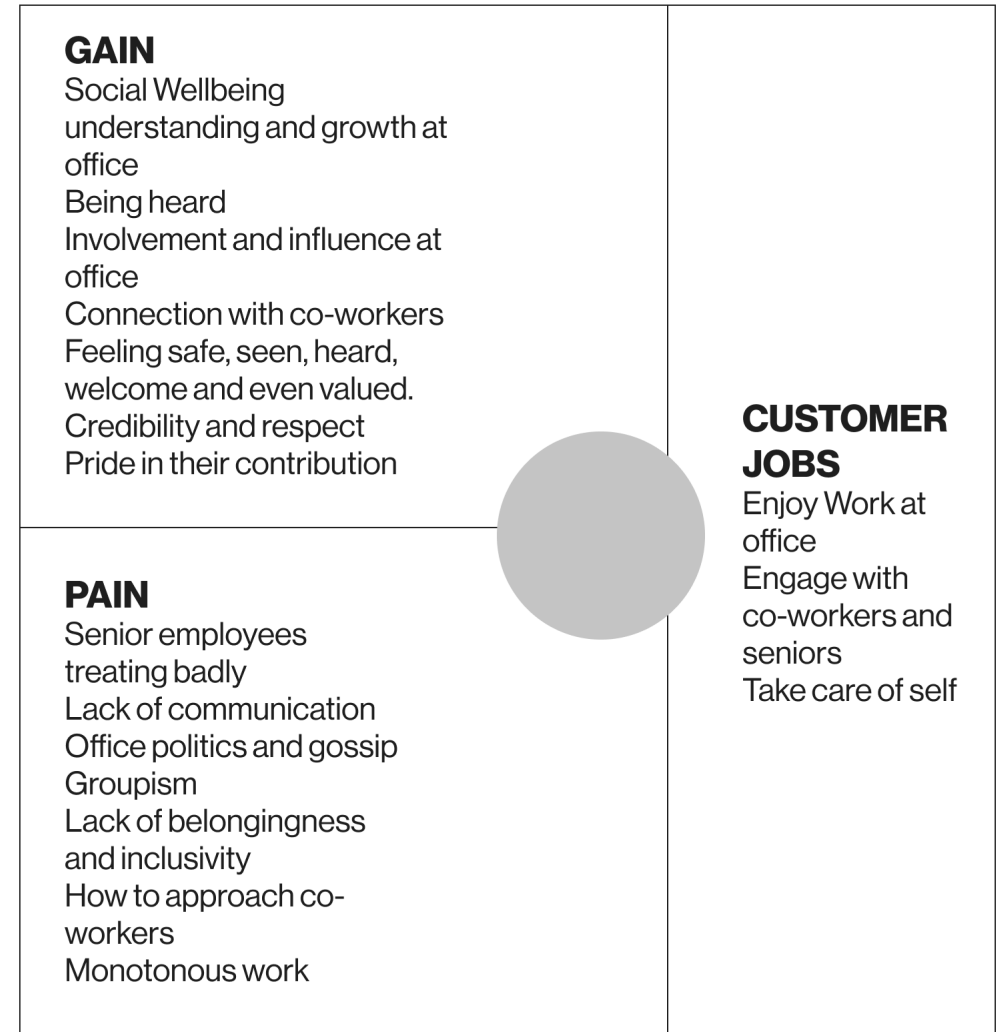
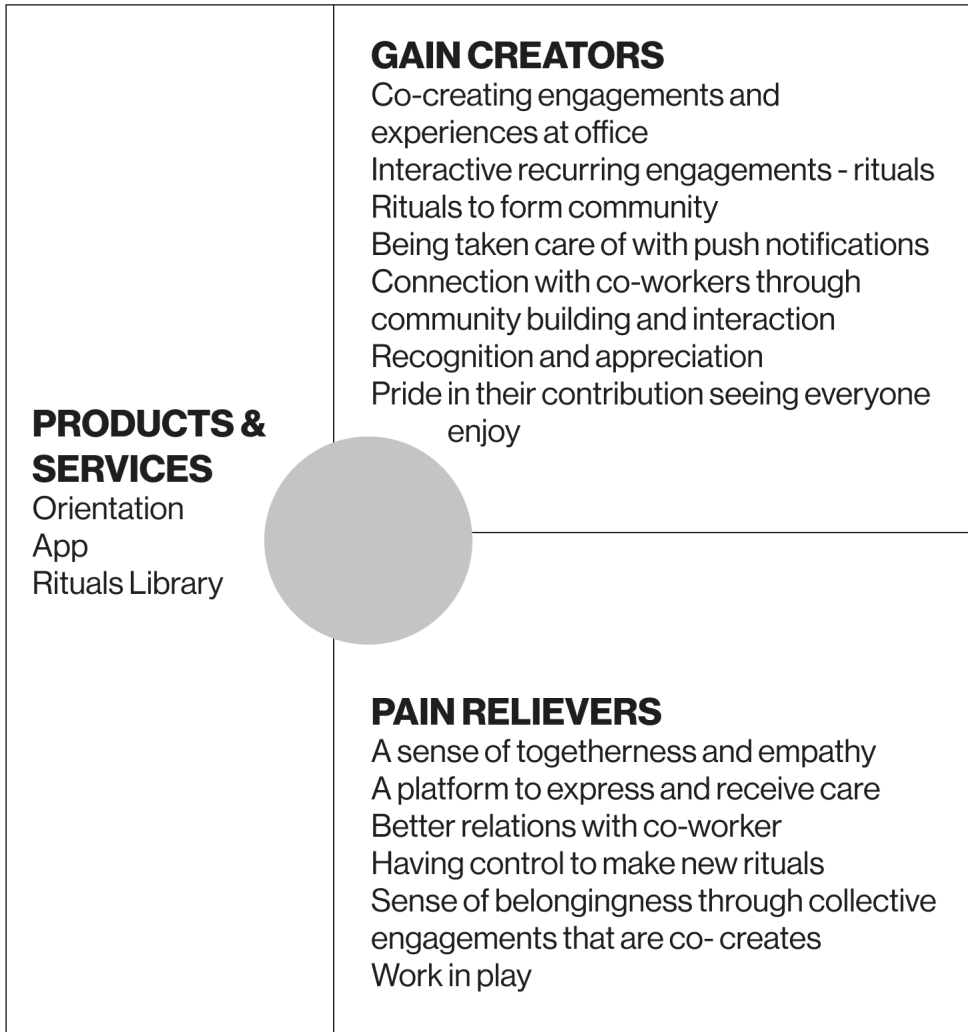
Extroverted  
Feeling > Thinking  
Analytical  
Active

### SOCIAL MEDIA AND TECH

LinkedIn  
Instagram  
Twitter  
Howard Business digest  
Ted talks  
Youtube

# VALUE PROPOSITION

# CUSTOMER PROFILE





## PRADEEP SHAH

Age : 57

Occupation : Department head of Op at a company

Size : 40-50 employees

Mode : On-site

Status : Married, 2 children

Location : Mumbai

He is been working in the same office since 35 years. He does a 9-5 job. Travels by metro and then walks till his office. He has grown along with company. He manages 15 -20 people under him. He appreciates discipline and commitment. He faces challenges to understand the newer ways of running business with fresh young talent joining the team. He wants to work until his retirement and then spend time with his family.

### MOTIVATIONS

High Value for position and power  
High priority on Achievement  
Can compromise on growth and convenience.  
Low priority on Relationship

### PERSONALITY

Ambivert  
Feeling < Thinking  
Analytical  
Active

### GOALS

To run and manage team smoothly  
To have control  
Their subordinates are working well with each other  
To see his team's work being successful

### SOCIAL MEDIA AND TECH

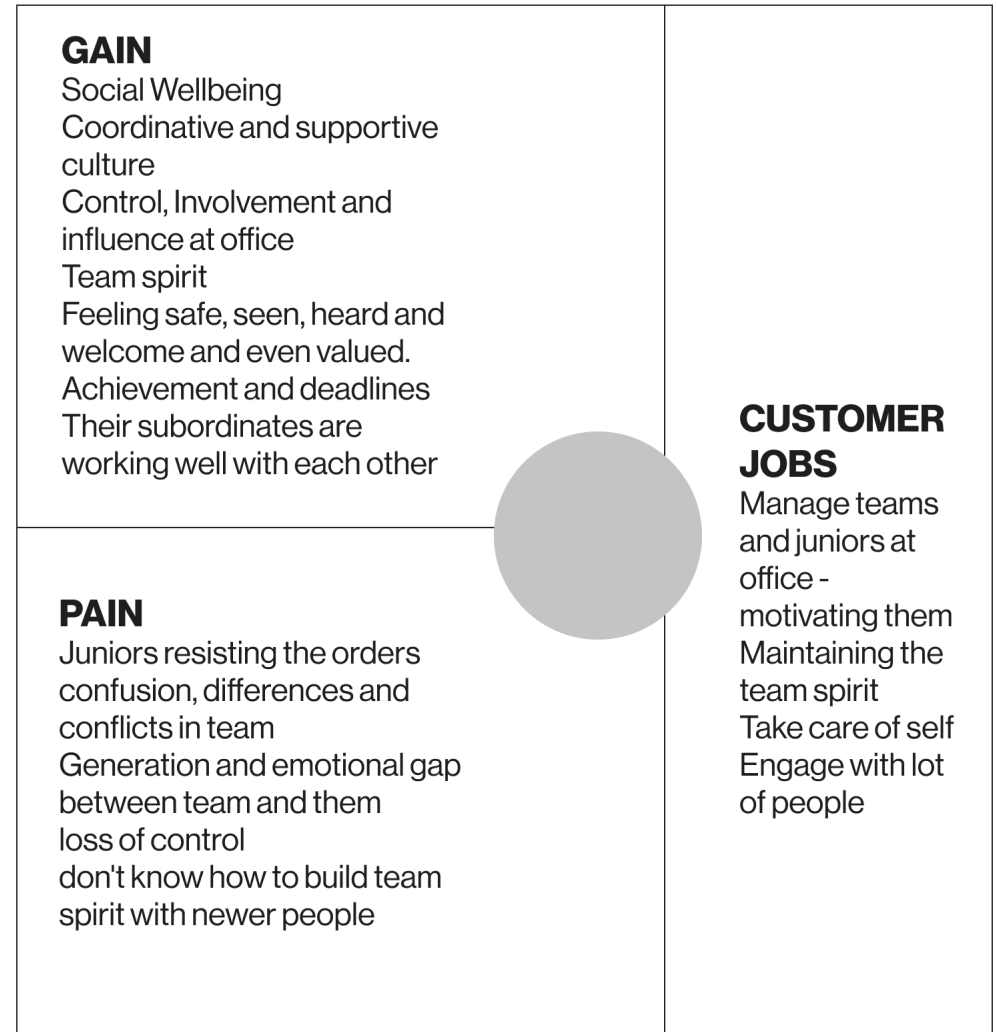
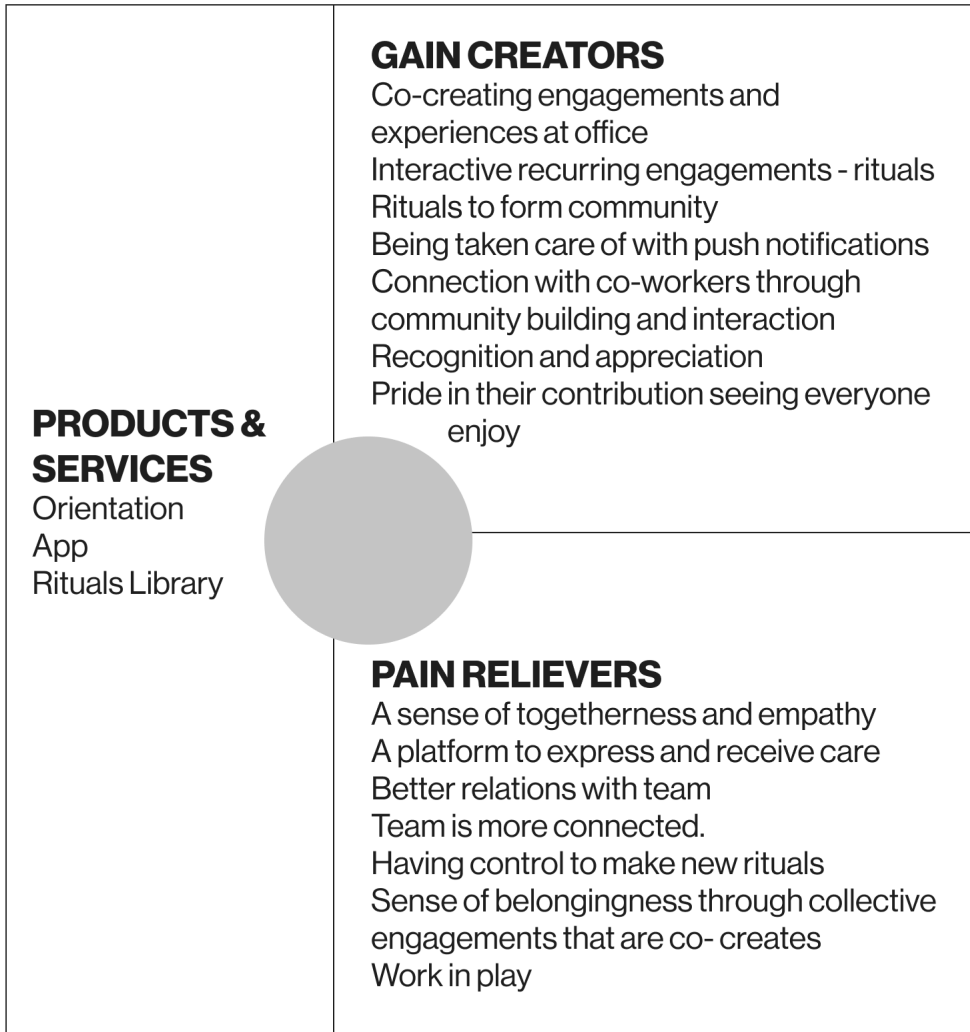
LinkedIn  
Facebook  
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Youtube  
Whatsapp  
Uses Android phone

### FRUSTRATION

juniors not obeying the orders  
confusion in team  
generation gap  
loss of control  
don't know how to build team spirit with newer people  
differences among juniors

# VALUE PROPOSITION

# CUSTOMER PROFILE







## ASMITA KHAN

Age : 45

Occupation : Founder of a fashion brand

Status : Married

Location : Chennai

Started at home, now has her label in multiple branches. She leads multiple teams, believes in delegation of work. Wants to keep upgrading with newer ways of doing things and achieving goals. She cares of her company culture but struggles to maintain across department.

### MOTIVATIONS

High priority on relationship, achievements, growth.

Very active in making social connections.

Can go extra mile for her team.

Always trying things outside comfort zone.

Ready to invest in things that will make her company grow

### GOALS

To grow the business abroad

To create company culture

Have a great company reputation

Have a good employee relationship

To have motivated people working for her company

### FRUSTRATION

Struggles and conflicts between employees

Lack of clear communication

Office politics and gossip

Resistance from changing

Lack of commitment and job-hopping

Lack of tools and services for company culture

### PERSONALITY

Extrovert

Feeling > Thinking

Creative

Active

### SOCIAL MEDIA AND TECH

LinkedIn

Instagram

Twitter

Howard Business digest

Ted talks

Youtube

Instagram

Facebook

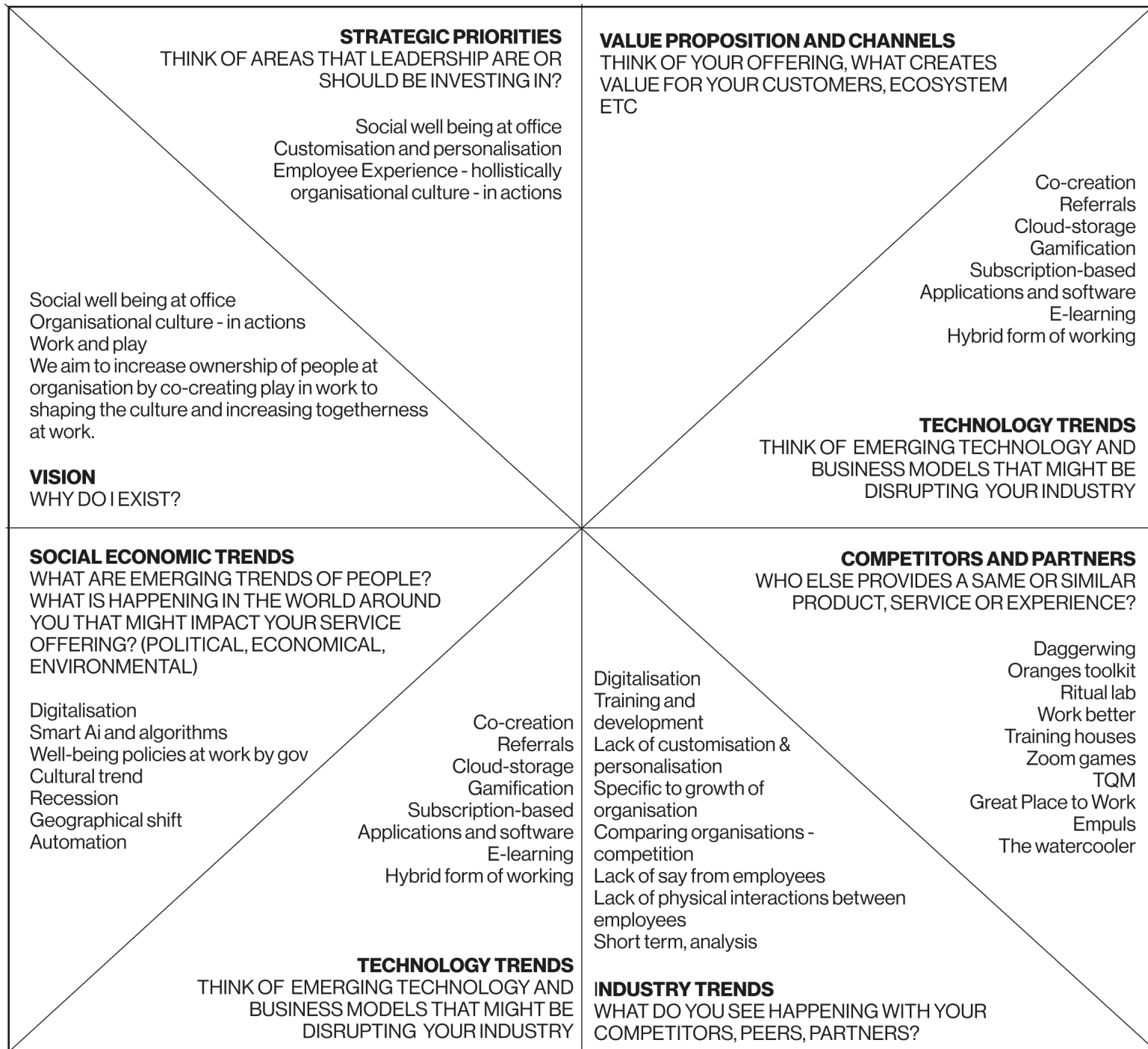
Medium and blogposts

# VALUE PROPOSITION

# CUSTOMER PROFILE


<b>PRODUCTS &amp; SERVICES</b> Orientation App Rituals Library	<b>GAIN CREATORS</b> Co-creating engagements and experiences at office Promoting collaboration Organisation culture and reputation Interactive recurring engagements - rituals Forming company community Connection with co-workers through community building and interaction Recognition and appreciation of the company and themself. Pride in their contribution seeing everyone enjoy
	<b>PAIN RELIEVERS</b> A sense of togetherness and empathy A platform to express and receive care Better relations with team Team is more connected. More motivated, connected and loyal employees. Sense of belongingness through collective engagements that are co- created Work in play







<b>GAIN</b> Social Wellbeing Organisational Culture Control, Involvement and influence at office Team spirit Credibility and respect Their subordinates are working well with each other Social connection Inspire others More productivity	<b>CUSTOMER JOBS</b> To create company culture Have a great company reputation Have a good employee relationship To have motivated and loyal people working for the company
<b>PAIN</b> Struggles and conflicts between employees Lack of clear communication Office politics and gossip Resistance from changing Lack of commitment and job-hopping Lack of tools and services for company culture	













# CUSTOMER JOURNEY

- 1 without our service
- 2 and while using our service

ACTIONS	<p>Get ready for Office</p> <p>Brush/bath, Gym/Exercise/walk, Breakfast/cook/order, Read newspaper/news app, household chores</p>	<p>Enters the office premise</p> <p>Parking Using Lift/ Elevator/ Escalator/ Stairs</p>	<p>Office Work</p> <p>Workspace, Meeting room</p>	<p>Co-worker's birthday</p> <p>Common area</p>	<p>Lunch</p> <p>Cafeteria/ Canteen/ Dabbawalla Watercooler</p>
THINKING	<p>I should get ready for the office. Another usual day What all do I need to complete?</p>	<p>Oh, should I say hello to my colleague, does he even remember me? This elevator silence is so awkward I work with them and don't even know them.</p>	<p>So much work. I need help, should I ask her for help or will I disturb her? Why am I even doing this work?! I feel so out of this place This meeting is so boring. He is so condescending. I wish I could to tell him that I am more than this labour work</p>	<p>Oh, it's her birthday. Another bday, another cake. Should I even go? Will she even care about my existence. I rather just work It's just another boring thing they makes us do</p>	<p>Finally a break. Let's eat wow. How, food in her tiffin looks so yum, I wonder what it is. Should I join them on their table? Will I be able to complete the work</p>
CUSTOMER FEELING	 UNEXCITED DEMOTIVATED	 AWKWARD	 DISSAPOINTED AND SAD	 AWKWARD DETACHED	 DELIGHTED
BACKSTAGE					
NEEDS AND PAIN	<p>Monotonous                  Lack of fun in work                  Lack of Work-life balance                  Need of                  - morning routine                  - Gratitude and meditation                  - Practicing hobby                  Lack of Intention setting</p>	<p>Lack of Ice breakers                  Lack of knowledge about people                  Awkward because of lack of icebreaking                  Lack of belongingness</p>	<p>Social hierarchy                  Lack of open conversations                  Lack of ability to speak openly                  Lack of connection                  Lack of platform to express self                  Lack of awareness</p>	<p>Lack of personalisation and customisation                  Disconnectedness                  Lack of belonging                  Lack of ownership                  Lack of interest                  Lack of ritual with set intention</p>	<p>Lack of ice breakers                  Awkwardness                  Lack of awareness</p>
OPPORTUNITIES	<p>Adding excitement at office with element of fun                  Something that breaks monotony                  Play in work</p>	<p>Increasing Belongingness                  Breaking the ice                  More involvement                  More communication</p>	<p>Increasing Belongingness                  Breaking the ice                  More involvement                  More communication</p>	<p>Making rituals more fun and personal                  Adding ownership                  More connection                  Employees decide what to do</p>	<p>More engaging exercises to connect                  Ice breakers                  More relationship building exercises</p>

<p>Go back to work</p> <p>Workspace, Meeting room</p>	<p>short break</p> <p>Watercooler near Hallway Canteen/ Cafeteria</p>	<p>return to work</p> <p>Hallway Canteen/ Cafeteria</p>	<p>wrap up work and leave the premises</p> <p>Workspace, Meeting room Parking Lift/Elevator/Escalator Stairs</p>	<p>Travel back home</p> <p>Pubic Transport (Bus, local, train, metro, Cityflo) Private Transport (Car, auto, cycle, two-wheeler, walk) Remote - Log in Teams/ meet/ zoom</p>	<p>Home</p> <p>Dinner Tv Relax/Unwind Sleep</p>
<p>Why am I even doing this work? I am so tired and drained out. Wish I could take a break. This meeting is so boring. When will this get over, I will just go have a quick stroll and fill water</p>	<p>Oh someone is there. Haves a small talk.</p>	<p>It felt nice talking to someone It was sweet Now i will just work and get done</p>	<p>Finally done with the work Should I go to him and talk more? I think it will be too much Oh god another elevator silence</p>	<p>Oh god i am so tired I just want that couch and ly down Travelling makes it even more exhausting I will just watch some you tube video or scroll insta</p>	<p>Such a monotonous day. Ughs, same day tomorrow I hope we dont have any meeting and another cake.</p>
<p></p> <p>TIRED</p>	<p></p> <p>DELIGHTED</p>	<p></p> <p>IN A BETTER MOOD</p>	<p></p> <p>TIRED AND DEMOTIVATED</p>	<p></p> <p>REALLY TIRED</p>	<p></p> <p>WEARY AND DEMOTIVATED</p>
<p>Lack of ownership Lack of sense of work's worth Lack of identity Social hierarchy Lack of open conversations Lack of ability to speak openly Lack of connection Lack of platform to express self</p>	<p>Lack of ice breakers Awkwardness Lack of connection Lack of platform to get to know people</p>	<p>The gap between work and play</p>	<p>Lack of ownership Tiredness and lack of enjoyment Lack of sense of work's worth Lack of identity Lack of connection Lack of platform to express self</p>	<p>Wasting time during travel Limited activities in travel Need of a Better transportation Lack of energy boosting activities Lack of content</p>	<p>Monotonous Lack of fun in work Lack of Work-life balance Need of - night routine - Gratitude and meditation - Practicing hobby - refreshment activity Lack of Intention setting</p>
<p>Making rituals more fun and personal Adding ownership More connection</p>	<p>More engaging exercises to connect Ice breakers and More relationship building exercises. A platform to get to know eachother</p>	<p>Transition of work and play. To design play smartly</p>	<p>Connecting Flat structure Channel to talk and engage and Breaking ice to have open conversation</p>	<p>Adding value in travel Integrating meaningful experience Better transport Personalised commutation</p>	<p>Adding excitement at office with element of fun Something that breaks monotony Play in work</p>

ACTIONS	<p>Get ready for Office</p> <p>Brush/bath, Gym/Exercise/walk, Breakfast/cook/order, Read newspaper/news app, household chores</p>	<p>Enters the office premise</p> <p>Parking Using Lift/ Elevator/ Escalator/ Stairs</p>	<p>Office Work</p> <p>Workspace, Meeting room</p>	<p>Co-worker's birthday</p> <p>Common area</p>	<p>Lunch</p> <p>Cafeteria/ Canteen/ Dabbawalla Watercooler</p>
THINKING	<p>I should get ready for the office. Oh, it's xyz bday today. Great, the celebration will be fun What all do I need to complete?</p>	<p>Greets everyone Exchanges smiles</p>	<p>So much work I need help, I will ask for it. I am so happy to contribute. I feel belonged to this place. This meeting is quiet long but atleast I can contribute. I am glad that I can do what I am good at and give contribution</p>	<p>Finally lets celebrate, it's her birthday. I am looking forward to the gathering This is a good refreshment from work</p>	<p>Finally a break. Let's eat. Wow, let me ask her what she is eating People sit together for food. Will I be able to complete the work</p>
CUSTOMER FEELING	 <p>EXCITED AND MOTIVATED</p>	 <p>FRIENDLY</p>	 <p>ENERGISED AND MOTIVATED, OPEN</p>	 <p>CONNECTED AND HAPPY</p>	 <p>DELIGHTED</p>
BACKSTAGE					
TOUCHPOINT	<p>Excitement and fascination is created with play in work + the employees eventually feel that their office is as theirs</p>	<p>With help of rituals, care and digial space to express identity they know each other lil more</p>	<p>more belongingness towards work</p>	<p>More belongingness Connected Ritual that is customised sense of ownership</p>	<p>refreshment healthy break</p>

<p>Go back to work</p> <p>Workspace, Meeting room</p>	<p>short break</p> <p>Watercooler near Hallway Canteen/ Cafeteria</p>	<p>return to work</p> <p>Hallway Canteen/ Cafeteria</p>	<p>wrap up work and leave the premises</p> <p>Workspace, Meeting room Parking Lift/Elevator/Escalator Stairs</p>	<p>Travel back home</p> <p>Pubic Transport (Bus, local, train, metro, Cityflo) Private Transport (Car, auto, cycle, two-wheeler, walk) Remote - Log in Teams/ meet/ zoom</p>	<p>Home</p> <p>Dinner Tv Relax/Unwind Sleep</p>
<p>I have energy to work. I am tired. It has been a productive day without extreme exertion</p>	<p>I am actually thirsty, i will go grab some water. Looks, like someone is also there. Catches up and talks a bit</p>	<p>Wow, we went to the same music class and didnt even know. Glad to have someone from similar interest. Now i will just work and get done.</p>	<p>Got things done. Feels good</p>	<p>Oh god i am tired. what a productive day with fun Reflects on what all happened</p>	<p>Such an eventful day. Tommorow is friday. Wow, we might celebrate our team's goal achievement.</p>
<p></p> <p>TIRED</p>	<p></p> <p>DELIGHTED</p>	<p></p> <p>IN A BETTER MOOD</p>	<p></p> <p>FEELS PRODUCTIVE AND HAPPY</p>	<p></p> <p>TIRED</p>	<p></p> <p>EXCITED</p>
<p>more belongingness towards work Able to enjoy work</p>	<p>refreshment healthy break more connected care</p>	<p>ice breakers More belonging more connected shared identities</p>	<p>Lack of ownership Tiredness and lack of enjoyment Lack of sense of work's worth Lack of identity Lack of connection Lack of platform to express self</p>	<p>Wasting time during travel Limited activities in travel Need of a Better transportation Lack of energy boosting activities Lack of content</p>	<p>Monotonous Lack of fun in work Lack of Work-life balance Need of - night routine - Gratitude and meditation - Practicing hobby - refreshment activity Lack of Intention setting</p>



# **BUSINESS CANVAS MODEL**

## Key Partners

Human Resources  
Psychologist  
Content Writers  
Employees  
at urban offices  
Employers  
at urban offices  
Communities for  
employees, professionals,  
experts etc  
Data analysts  
Newspaper  
Radio Company  
Brand Collaborators

## Key Activities

Spreading brand awareness  
Creating ritual wireframe  
Consultation and  
Assistance  
Customisation  
Communication  
Conducting the orientation  
Advertising and marketing  
Customer acquisition  
Partner acquisition  
Customer support  
Content creation  
Software and tech activities  
Social media presence  
Secondary services and  
products

## Key Resources

Designers  
Intellectual properties  
Ritual wireframe  
Customer helpline  
Human Resources  
Office space for workshop  
Online platforms for advertising  
Physical platforms for advertising  
Funds and capital  
Backend team  
Communities for collaboration  
and co-marketing  
Brands for collaboration and co-  
marketing

## Value Proposition

To increase sense of belonging  
and engagement through rituals  
and ownership for making the  
people in the organisation feel  
more together and connected.  
There is lack of ownership  
because of which there is no  
connection.

A sense of belonging and being  
cared of is missing  
There is lack of commitment  
Office has been considered just  
for work  
There is lack of consistent values  
and culture.  
Lack of culture leads to  
disharmony  
Employees don't feel part of the  
organisation

For employees and employers -  
to create sense of belonging,  
breaking monotony of work and  
deadlines, increase in control  
and engagement - more  
ownership

For organisation - better  
teamwork, culture building,  
employee experience, better  
company reputation

personalised, customised and  
experiential

## Customer Relation

Employees and employers -  
Supportive and educative  
Helping and guidance  
Personal Assistance  
Personalised and  
customised workshops  
Friendly and warm  
Co-creation

Information and educative

## Channel

Customer acquisition and  
retention mediums  
By integrating into spaces  
that relate to the theme of  
rituals.  
Newspaper, radio  
Customer Care and support  
Website  
Blogs and influencer  
marketing  
Communities  
Brand collaboration  
Word of mouth  
Online interactions - social  
media - linkedIn, fb, Insta and  
twitter

## Customer Segment

(mentioned earlier in 'for  
who' section)

## Cost Structure

Marketing and advertising  
Human resources and Collaborations  
Conducting orientation and consultation  
Value driven

## Revenue Streams

Subscription based model  
Referral based incentives and acquisitions  
Scale-based pricing for organisation  
Volume based pricing  
Brand collaboration, influencer endorsements  
Community events and collaboration  
Webinars/events with experts - fixed price ticket

Revenue from Data collected  
Ads on the application

# TOUCHPOINTS

**PERSONAL**

high engagement/ "hand's on"



CUSTOMER SERVICE  
AND BRIEFING CALL



WEBSITE LANDING  
PAGE



A SHORT QUIZ ON  
TOXIC CULTURE,  
INTERPERSONAL  
CONDITIONS

DEFINING RITUAL

SCHEDULING  
MEETUPS

ORIENTATION

(mentioning  
who's section)  
MEETUPS AND  
RITUALS

SUBSCRIBES TO  
OUR SERVICE/  
DOWNLOADS  
THE APP



FREE RITUAL  
TOOLKIT ON  
WEBSITE



SOCIAL MEDIA  
PRESENCE AND  
CAMPAIGNS

REVIEWS AND  
TESTIMONIALS

CAMPAIGN SITE



AWARENESS AND  
INFORMATION ADS

**glance**



ONLINE ADS



GUIDE FOR MAKING  
RITUAL (DIGITAL/  
PHYSICAL BOOK)



NEWSPAPER/  
MAGAZINE  
COLUMN/SECTION

**MASS MARKET**

Awareness/image building

**QUICK INTERACTION**

**MULTIPLE LONGTERM**

**OBJECTS, SPACES AND ENVIRONMENT**

**PEOPLE**

**REALISATION**

Online/ offline ads , calls/emails/messages , word of mouth, outreach events, website. Social media presences

Marketers, support staff, customer support, admin and management, brand strategist

**CHOOSE A PACKAGE**

Form, , website, testimonials, market research, Consultancy call, quotes, pick the package

Sales person, marketing guy

**PAYMENT AND PROCEDURES**

Website, app, form, payment portal, bank details

finance team, admin and management

**ADMISSION**

Form, informational content, app

Sales person, marketing guy, co workers and people at office

**EXPERIENCES AND SERVICES**

Orientation, App

Workshop faculty, co-workers and people at office, Tech department

**ENJOYING OFFERINGS**

app features, newsletter, emails  
free goodies, if we d any brand collaboration

Coworkers, marketing, customer staff

## POTENTIAL TOUCHPOINTS FOR PRE-THESIS

<b>SYSTEM DESIGN</b>	The process from dicoverly of service to customer acquisition and retention	<b>ORIENTATION</b>	Physical - Workshop Design Toolkits for the users and the facilitator Activy based learning, team work Modules and supporting materials Digital - Videos and informational content pieces
<b>WIREFRAME FOR RITUALS</b>	Structures for - Making Rituals Evaluating them Reviewing theM Reading them Ritual booklet	<b>INFORMATIONAL CONTENT</b>	Publication - Communication Collateral Posters for Offices Brochures Magazine and Newspaper Space Digital - Explainer Video and Bite sized Articles
<b>APP</b>	Ux with user testing Ui with user testing	<b>TOOLKITS</b>	Tools for collaborative problem solving
<b>BRANDING</b>	Brand Identity Brand Communication Brand Guidelines	<b>WEBSITE</b>	Ui and Ux Creating an experience of rituals digitally
<b>CAMPAIGN</b>	Print and digital Social media Different Phases of Campaigns Catering to different audiences Brand Collaborations Community Collaboration	<b>OTHER SECONDARY SERVICE OFFERING</b>	Newsletter Organisational Events



