Silen

The service

Silen is a modular silent workspace for modern open office settings, providing a space for individuals and teams to focus without disturbing others. Its modular structure enables to easily increase or decrease the size of the space or move it around according the evolving needs of the office.

The challenge

During the development of a new Silen workspace, the team was looking into ways to improve the Silen product-service customer experience?

The process

The design process started by conducting a Design Audit with the company in which we identified how to deliver value to the company through design methods, what are the key product and service development goals and which priorities to take.   We conducted a user research which revealed valuable insights for product and service development, brand and website development. By integrating the designer early on in the research we were able to transfer the knowledge and insights into the further work with brand, website and service development. We presented revealed insights for product development, some of which were integrated to the development of the new Silen product.

Research, Insights

13 in-depth qualitative interviews and on-site visits were made in total with product end-users, partners and other stakeholders. We used Card Sorting method during the interviews to get users perception on the Silen brand. The interviews revealed various needs and problems regarding the product and service.

Some of the insights that the user research revealed:

– The increasing organizational changes make the transportability and modularity of the product an ever more important decision criteria and user need.

 – Customers were looking for furniture recommendations according to the functional use of the space during the purchase of the product.

– The dedicated installers of the product gave a misleading perception of the product functions.

 – The product info and variety of choice needs to be clearly visualized on the website

– The hassle of installation of the product decreased the perception of the quality of the product

 – The clients needed a supplementary service that helped take the product into use

– Silen were in the need of implementing a systemic feedback gathering from its

partners and clients.

Silen implemented the insights into product, service, brand and website development.

During the development of a new brand, the international customers were involved in the process of choosing the new brand name and design for Silen by testing and asking feedback on three different possible brands. Based on the feedback and together with the client the new brand name and design was chosen.

The new product was designed to minimize the assembly work on location, providing easier transportation and assembly on location.

A new configurator-app was developed for the website, which enables customer to easily assemble their product and get the full selection of the color, size, interior designs and add-ons for the silent space. Silen is also developing an AR app for the customers, which helps to better visualize the product in the office setting and make better purchase and design decisions accordingly.

The full service was reviewed and developed from customer needs point-of-view, providing thorough information, materials and choice of products including choice of furniture to match the functional use of the space. Silen looked through and improved the quality of installment process and provided full instructions for the technical use and everyday use of the product.

The role of design
Throughout the process Silen was able to understand and learn the value of customer-centric approach into the product and service development process by mapping the users' needs and requirements, implementing the insights into the development process and testing the results on users. Following the year-long collaboration the team is able to implement some of the design methods on their own into their daily work.

Client/User feedback
"Design Thinking enables us to provide thoughtful products with better quality for our customers around the world. During the process we have gained new skills in implementing design thinking into our everyday work. Understanding design and the right application of it enables us to improve the value offering of our products to our clients. We export our design globally and are not bound anymore to near-by countries and Scandinavian market."