

Picnic

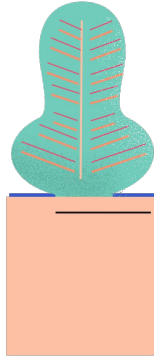
**Bezalel
Academy of
Arts and Design
Jerusalem**



**By: Yisrael Rapps
Mentor: Moran Zarchi
Final Project
M.Des Bezalel**



Purpose



Picnic is a communication tool for remote teams to improve collaboration by sharing what they are working on and where they are working from.



Remote work challenges



Remote work challenges

Communication



Remote work challenges

Communication

Social



Remote work challenges

Communication

Social

Trust

Picnic

Daily experience sharing for remote teams

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2 hours ago

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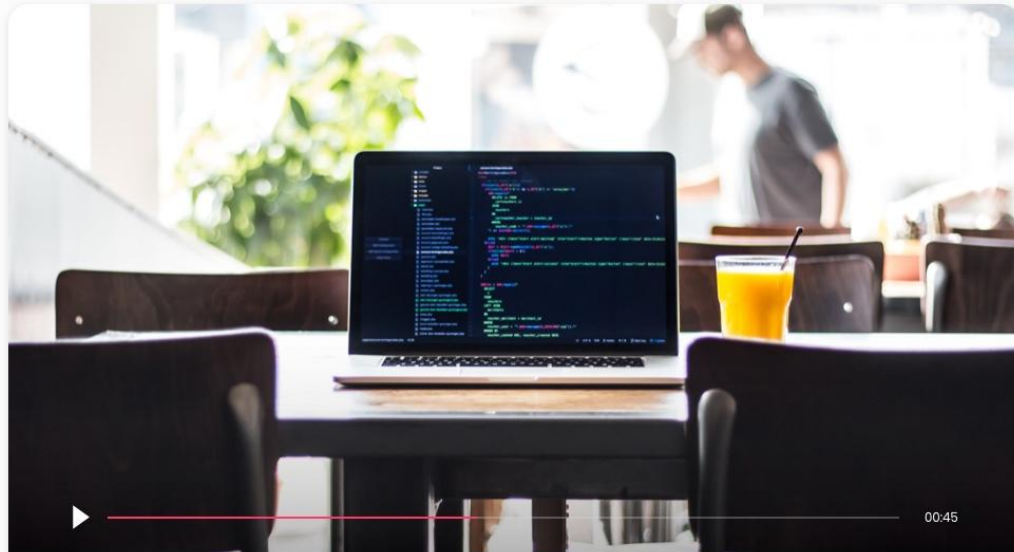
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2 hours ago

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COMMENTS
14



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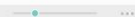
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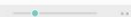
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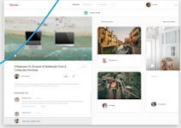
Password Recovery



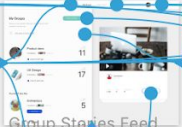
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Group Stories Feed



Group Story to Group



My Group...ch Results



My Group...o Results



Group Sto...eed Copy



My Group...ate Group



My Group...ite users



My Group...ers Copy



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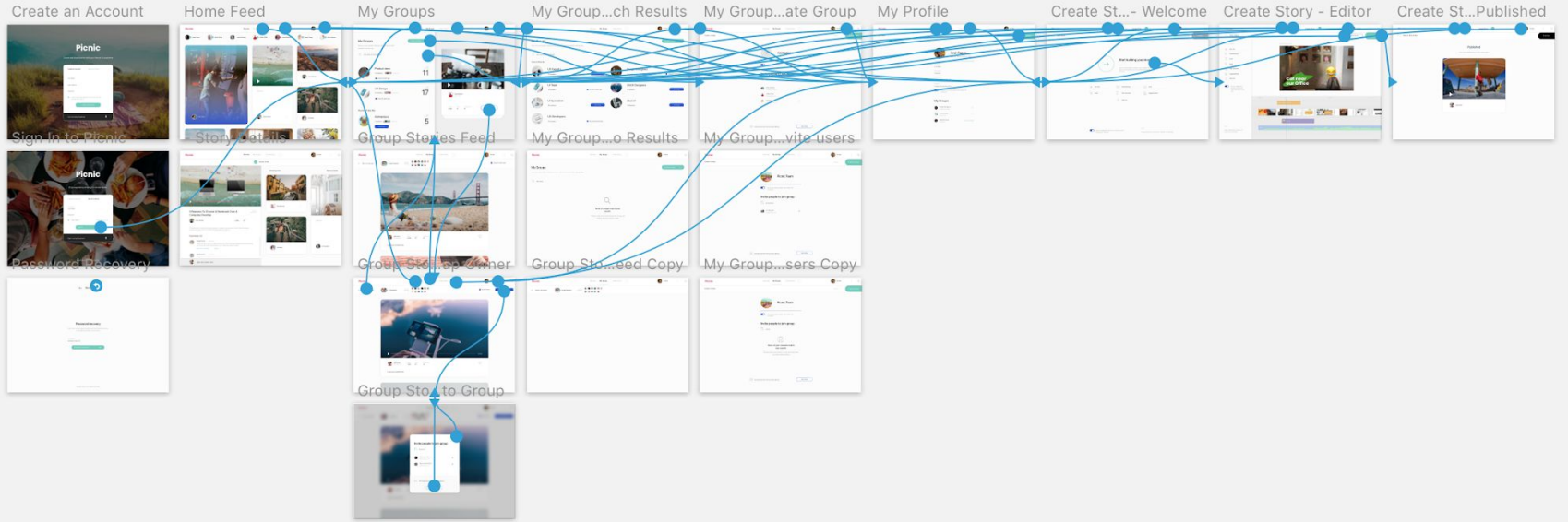
Create St...- Welcome



Create Story - Editor



Create St...Published



Communication

Know who you're talking to

Stories are searchable and useful as documentation

Social

Relate to your teammates and
empathize with them

Trust

Between teammates

Between management & teams

Increases freedom for teams

Productivity

Sharing user testing increases user empathy

Customization of work processes

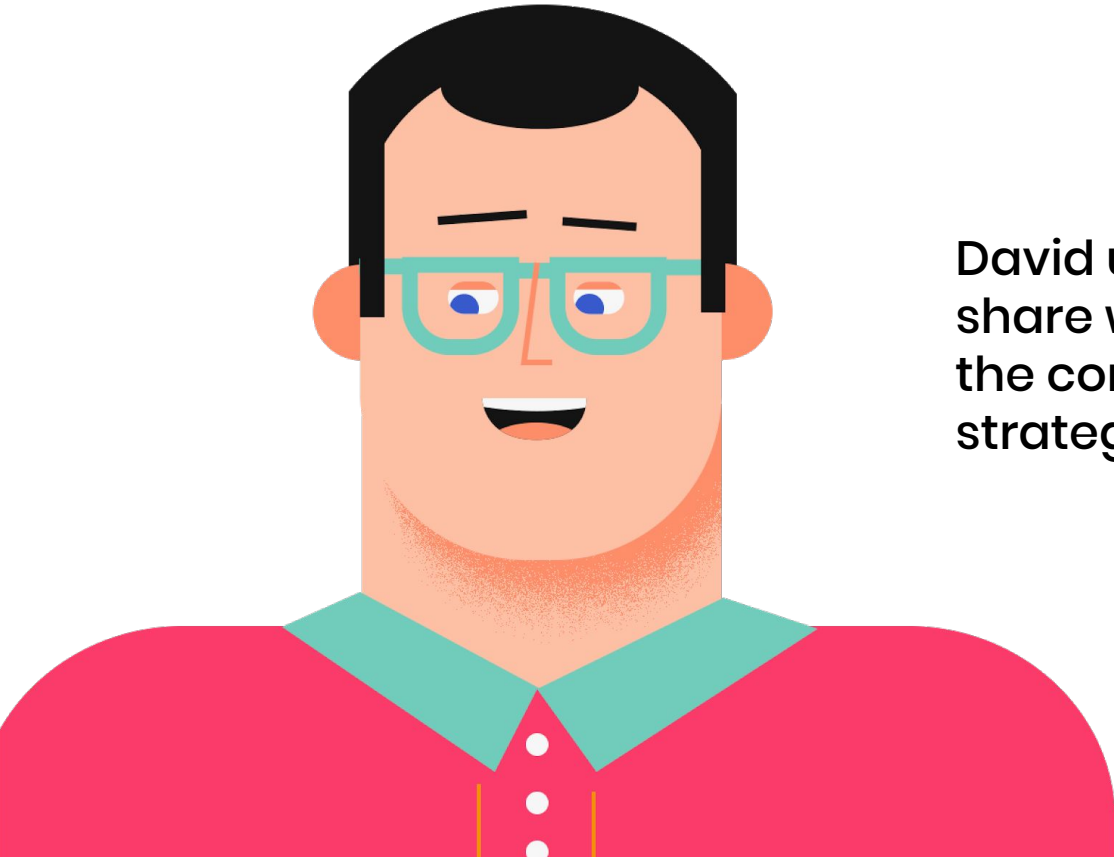
Puts focus on working environment



Maxim enjoys showing his teammates life in Croatia.



Rachel loves seeing the events happening at all the different company locations.



David uses Picnic to share with the rest of the company the strategic efforts.

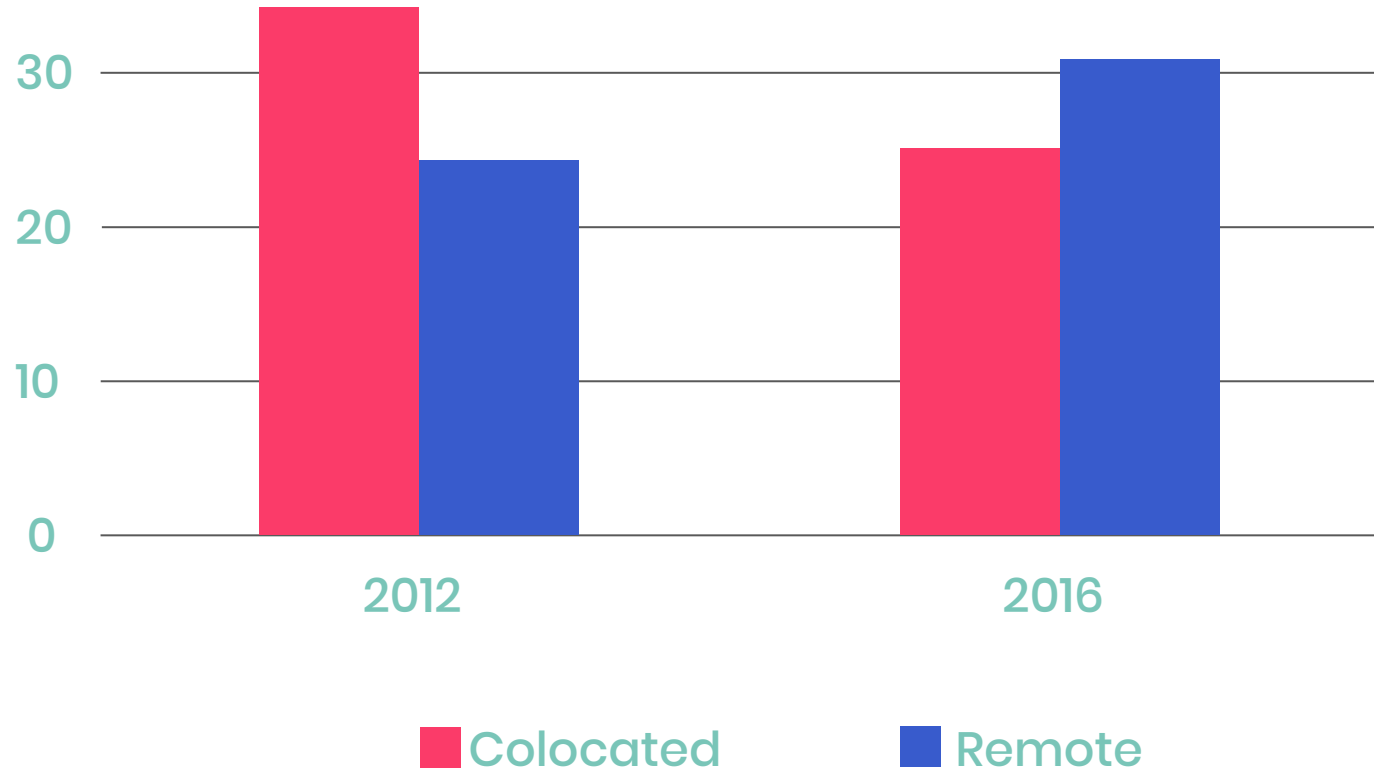
Why now?

In 2016, 43% of Americans worked from home ([gallup](#))

Success of collaboration tools like Slack and Trello

Broadcast yourself culture

% of Americans working colocated vs remotely



Informative

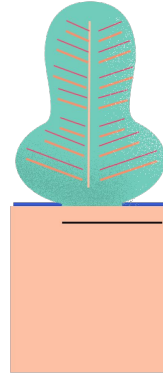
Social



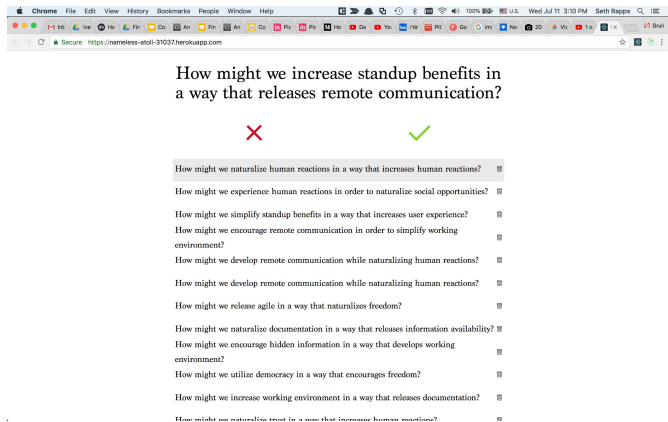
Picnic



Business model



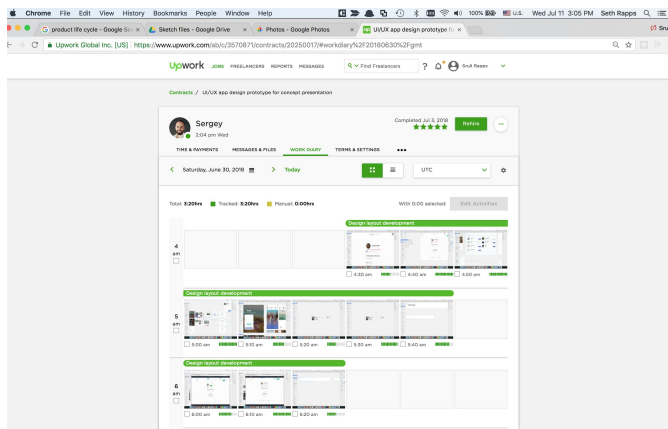
Freemium / Monthly subscription



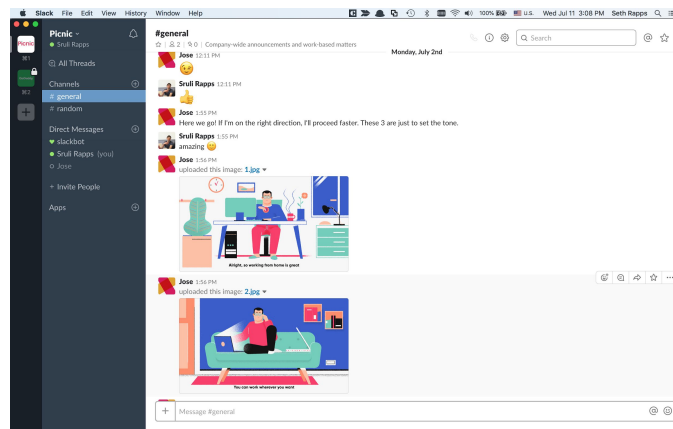
Opportunities Design Tool, March 11



Brainstorming Session May 9



UI/UX Upwork, June 30



Animation Slack, July 2



Special thanks to:

Mentor: Moran Zarchi

UI/UX: Sergey Mistyukevych

Presentation design: Menachem Silberg

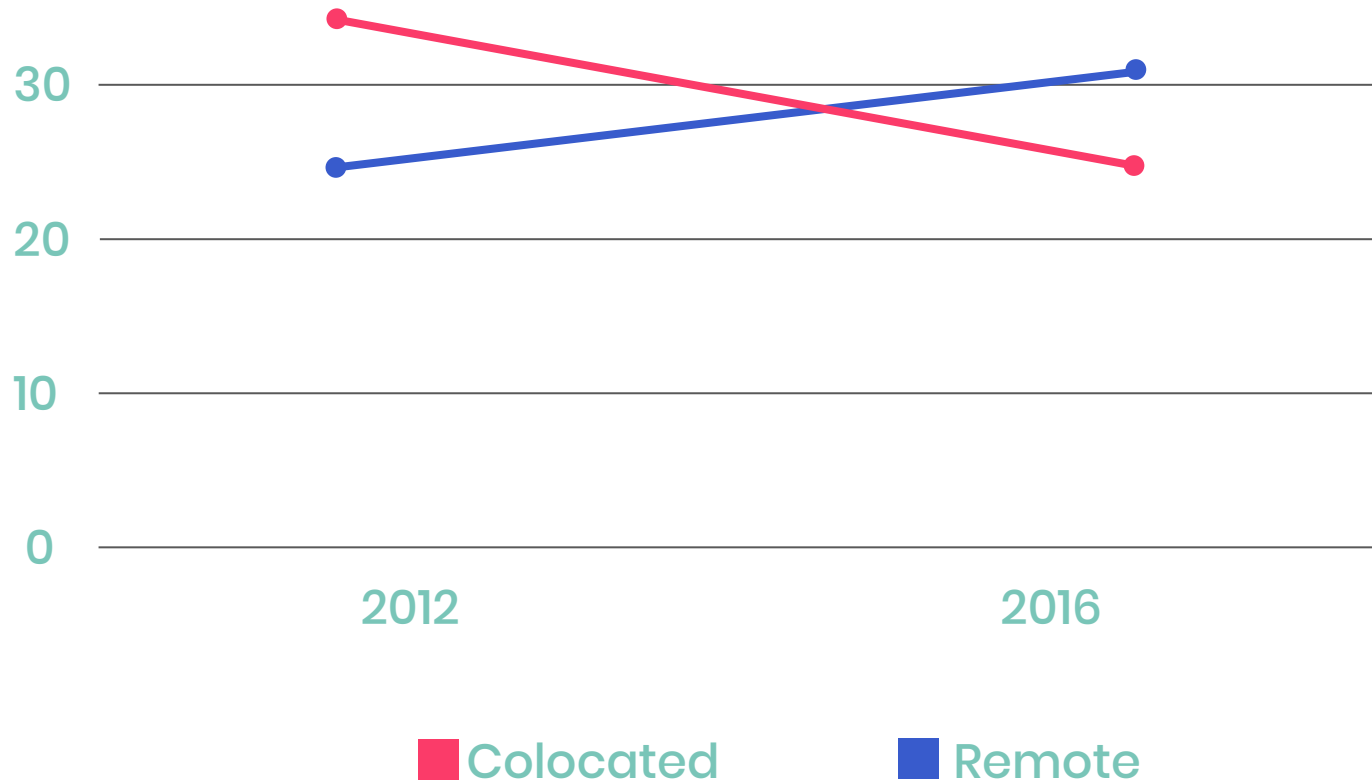
Animation: Jose Luis Escobar

Sources

<https://hbr.org/2017/08/high-performing-teams-need-psychological-safety-heres-how-to-creat-e-it>

<https://news.gallup.com/businessjournal/206033/america-coming-workplace-home-alone.aspx>

% of Americans working colocated vs remotely



Picnic