

Work by Headspace

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We are seeking to improve the current Headspace for Work in-app experience by incorporating more content specific to our growing B2B customer base. This document covers the problems we are trying to solve, which customers we are solving these problems for and a roadmap to show how we will get there.

Opportunity Assessment

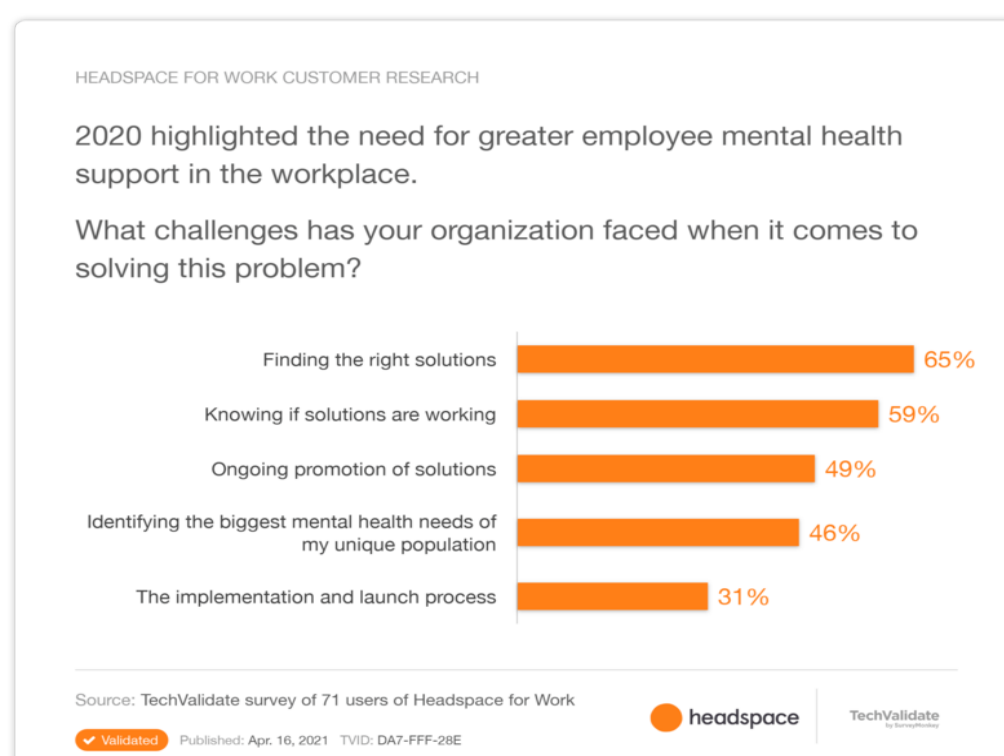
What business objective is this intended to address?

Headspace for Work (H4W) has seen over 500% growth in customer base since March 2020. Following the [recently announced merger with Ginger](#), there is an opportunity to further expand the Headspace for Work offering to over 2700 B2B customers and partners by providing additional content tailored to their needs. This includes:

- videos and meditation exercises (including content from partners) to help employees navigate remote and hybrid work
- embedding ginger.io tools (such as live chat with mental health experts) to provide employees with a more feature-rich experience
- resources to support HR staff as their workforce transitions to a hybrid or office-based working environment

What customer problem are we trying to solve?

When speaking with B2B customers currently using H4W, we learnt that their employees are [suffering from high stress and anxiety](#) and struggling to adjust to the disruptions that have emerged throughout the COVID-19 pandemic. Employees and employers that we surveyed have also highlighted that there is a growing gap in mental health needs and corresponding support. This is leading to [rising threats to retention, engagement and productivity](#).



As a result, our customers are seeking ways to equip their teams with the resources they need to adjust to remote working, hybrid working and the transition back to working in the office. Whilst Headspace for Work has offered some dedicated content in this space, most of what has been provided in-app is more targeted at the B2C audience.

We are seeking the solve the following problems for our customers:

- Mitigating the onset of pandemic fatigue and the impact on workplace culture, engagement and productivity
- Addressing the lack of dedicated content in the Headspace app that is relevant and timely to employees working remotely or transitioning back to the office
- Providing HR teams with the tools to better support their staff and promote good mental and physical health practices

What type of customer are we focused on?

Prospective or existing customers (such as [Verizon](#) and Adobe) seeking more content and resources aligned to the needs of their teams. Within these organisations, there are 3 key customer segments we are targeting:

Persona	Pain Points	Product Value
<p>Erica the Employee</p> <p><i>"As an Employee, I want access to mindfulness resources so that I am able to adjust to the changes to my work routine and environment."</i></p>	<ul style="list-style-type: none"> ● Struggling with remote working and pandemic fatigue ● Content on Headspace app useful but wish it was more relevant 	<ul style="list-style-type: none"> ● Provides a tool to practice mindfulness ● Easily accessible via mobile app ● Content rich (partnerships, variety of resources)
<p>Melissa the Manager</p> <p><i>"As a Manager, I want to provide my team with the resources they need to look after their mental health so that they feel supported during disruptive personal situations in their lives"</i></p>	<ul style="list-style-type: none"> ● Team adapting to remote (or partially remote) work ● Increased risk of staff burnout ● Difficult to keep everyone engaged and delivering a consistent quality of work 	<ul style="list-style-type: none"> ● Provides the team with a way to help navigate the challenges of remote/hybrid work

<p>Harsh the HR Partner</p> <p><i>"As a HR Partner, I want to offer my staff with tailored mindfulness resources so that I can promote employee engagement and encourage constructive mental health practices."</i></p>	<ul style="list-style-type: none"> ● Staff seeking more support from organisation to combat challenges of remote work ● Promoting good mental health practices becoming more important but not always easy to find the right content 	<ul style="list-style-type: none"> ● Existing H4W program helps promote retention, reduce the risk of burnout and encourage higher emotional intelligence (EQ)
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How do we know if we've succeeded?

By customising more of our content to our B2B audience, we believe that we will be able to achieve the following:

- 15% Reduction in employee burnout* after 30 days of completing tailored Headspace for Work beta program across our customer base
- 500 new customers signed up to Headspace for Work before end of Q1 2022

*We believe this is attainable based on similar results of a study we did of healthcare workers in 2020

Requirements Gathering & Discovery

Assumption Mapping

There are several assumptions that we have made that will need to be validated during conceptual testing with customers.

Assumption	Questions
Users want access to more mental health resources	Can you tell me how you currently practice mindfulness (if at all)?
More content tailored to B2B customers would be beneficial	What resources are you looking for when you open up the Headspace app?
Employees expect to be back into the office eventually	Where will you be working from in 12 months time?
Employees will need additional support when adapting back to working in the office	Can you walk me through what the adjustment back to working in the office looks like? What support would you need?

HR/People Managers are looking for more tools to help support their teams	Can you describe how you currently encourage mental health awareness in your teams? How could it be improved?
HR Partners want control around the content their staff see in app	How could Headspace for Work offer more tailored content for your teams?

Technical Considerations

We have identified several key areas that require further discussion and investigation during technical feasibility and solution design:

- How will we integrate H4W with the existing Headspace platform to surface more B2B-specific content?
- Are there any dependencies currently where we are relying on the Headspace app infrastructure to support Headspace for Work?
- How will we manage B2B content in parallel with the Headspace B2C app experience?
- How will we need to optimise the structure of user permission sets, hierarchy and segments?
- Which endpoints will we be dependent on to introduce tailored content into the Headspace app for our B2B customers?
- How will other technical initiatives in flight that relate to the enterprise architecture impact the work we are setting out to achieve?
- Are we able to surface/embed Headspace content in learning management systems (LMS) that are being used by our B2B customers?
- What challenges will we encounter when working with integrating with ginger.io?

Experience Hierarchy

The content of the user stories may be subject to change once some assumptions are tested with users. This is to ensure we are delivering a solution that solves the heartfelt customer problem.

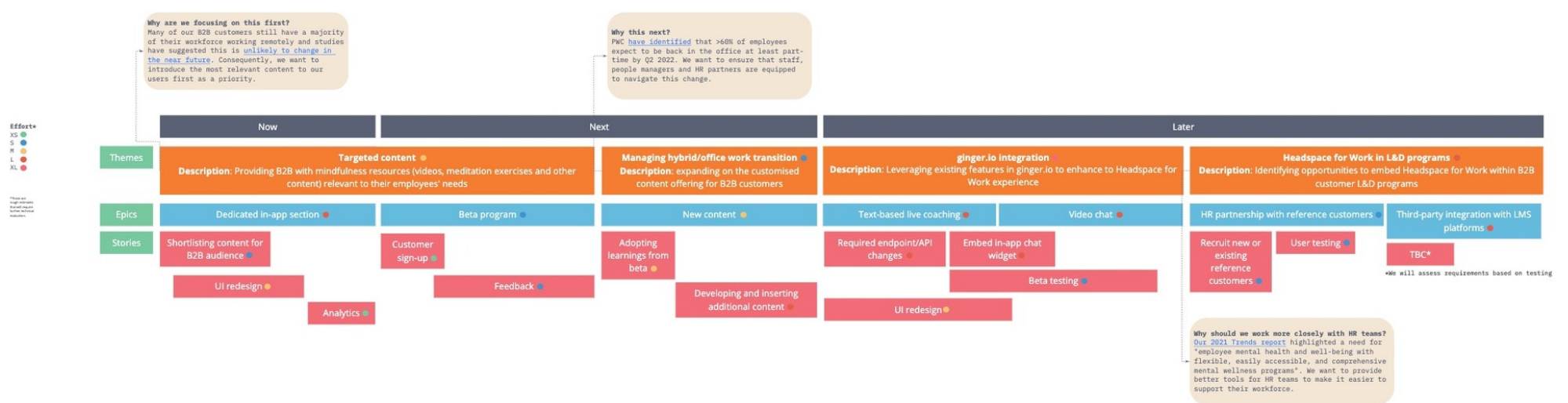
User Stories

User Story	Priority
As an Employee , I want access to relevant resources so that I can navigate the stresses and challenges of working remotely.	High
As a People Manager , I want my team to have resources to look after their mental health so that they remain productive and engaged.	High

As an Employee , I want easily accessible ‘hybrid work’ content so that I can adapt back to working in the office and the challenges that come with it.	Medium
As an HR Partner , I want control over what content is provided in the Headspace app so that I can ensure what is being shared with my teams is relevant and timely.	Medium
As a HR Partner , I want more mindfulness content included in my company’s L&D programs so that I can increase retention and emotional intelligence.	Low

Roadmap

We have devised a roadmap to help solve the core customer needs highlighted in this document. An interactive, more easily readable version of the roadmap for this piece of work can be found on [this Miro board](#).



Supporting Documents

<https://www.headspace.com/work/2021-trends-report>

<https://www.businesswire.com/news/home/20210825005262/en/Ginger-and-Headspace-Will-Merge-to-Meet-Escalating-Global-Demand-for-Mental-Health-Support>

<https://www.techvalidate.com/product-research/headspace/case-studies/14D-331-D84>

<https://www.pwc.com/us/en/library/covid-19/us-remote-work-survey.html>