

# Passing the Impact Hub Test

## Introduction

In this study, we put our key products to the test, enlisting some of the most demanding professionals in the workforce: the flexi-working, BYOD-supporting, start-up employees at Impact Hub Westminster. Afterwards, we had the participants of the study complete a brief survey based on their experience. Overall, the results suggest that our products, which seek to make workplaces smart, safe and simple, are solving important problems in the modern office.

## The Impact Hub Test

Impact Hub Westminster is one of the largest of a global network of locally owned collaborative working spaces. Our interest in this study, and in Impact Hub Westminster in particular, has to do with a broader question we at Kensington deal with on a daily basis, which is how can we improve productivity, while making offices better for employees?

We tested Kensington products in three separate product categories, productivity, security and ergonomics, with seven of the most visionary start-ups in business today, including one in higher education, one in music production and licensing, two in video production and marketing, one in IT services, one online marketplace, and finally, another Impact Hub.

## The Survey Results

### Productivity

The results of the survey suggest that by expanding the number of devices that can be used at any one time, our line of hubs and adapters increases productivity for professionals working in a wide range of fields. Since many of these hard-hitting participants use multiple hard drives and devices to transfer large amounts of music, video and data on a daily basis, the ability to overcome the limitation of a single USB-C port, for example, was a real time saver. In particular, the [USB 3.0 Ethernet adapter and 3-port hub](#) was universally appreciated for providing significantly faster connection speeds than wireless internet.

For those who need to give presentations in team meetings or in lectures, which included nearly everyone, the Mini DisplayPort adapter and the Red Laser Presenter with Memory were reported to be easy to use and helpful. The [Expert Mouse Wireless Trackball](#) was considered to be more comfortable and more accurate than a regular mouse. However, some noted that it does take some getting used to and was too big for their hand. It's

also worth noting that the mouse earned the highest score, out of all of the products tested, for becoming a vital asset to their workstations.

### Security

In the co-working space, a number of the participants said that they already 'feel safe' and 'don't use locks on their belongings'. However, despite the collegial atmosphere and high level of trust within the group, most still reported feeling more secure using the Microsaver Retractable and Combination Locks.

The 'really wonderful' [SecureTrek Laptop Backpack](#), with its anti-theft security system, durable Poly Twill material and anti-puncture zipper, was mostly noted for its 'soft handles', 'comfortable' back and 'light weight'. Evidently, security isn't top of the mind with this group of highly collaborative social and environmental impact makers. However, when asked whether this product had become vital to their workstation, the backpack was still coveted by many, receiving some of the highest scores.

### Ergonomics

The two products in the ergonomics category, the Conform Wrist Rest and the Conform Back Rest, were noted for being 'comfy' and 'really easy to use'. One participant put it best, using the [Conform Back Rest](#) 'makes all those hours spent sitting behind the computer bearable'. Considering the particularly important role of health on employee productivity and well-being, as well as the relatively short duration of this study, the most important results may be yet to come.

### Conclusion

This study, while relatively informal and brief, shines a sympathetic light onto the productivity concerns of today's workers. In terms of connectivity, we discovered that productivity tools benefit everyone from educational professionals to hardcore technology users. It was somewhat surprising that the need for simpler and more intuitive presentation tools was not exclusive to a single group. Evidently, impact makers in every field need to get their message out.

Security was universally appreciated, despite the inclusive and open environment in which we tested these products. And while everyone who uses computers for any significant period of time could benefit from better ergonomics, our study might have been too brief to capture the significance of these results.

Perhaps the most encouraging result from this survey is the fact that out of all 13 products that we tested, among 7 different companies, there were no reports of any productivity or ergonomics products that did not produce a noticeable difference in the workday and no reports of a security device that did not make users feel safer.

If there's a general conclusion, it's that improving productivity doesn't require dealing with more nebulous problems, such as organizational structure or employee motivation—which, at any rate, our group has no need for! Instead, by developing products that improve office security, ergonomics and connectivity, we can address

employee well-being and productivity at the same time. It's a simpler solution, but one that is poised to make an impact.