



RxWell by RXR

A design case study

We reimagined the experience for commercial office buildings in Manhattan, as employees return to the workplace and learn how to coexist with COVID-19

About the app

RxWell is a tool for employees that leverages cutting-edge technology and insights to fuel peace of mind as they re-office. RxWell's holistic ecosystem is driven by seamlessly connecting all elements of the workplace experience – both physical and digital. Using a host of cutting-edge tools – including thermal cameras to track temperature, capacity and density sensors, and computer vision algorithms to monitor social distancing and mask compliance in aggregate – we are able to **merge physical and digital spaces** to drive safe environments for re-officing.

Features like the Wellness Pulse, Social Distancing Pulse, and Bathroom Status help guide frequent in-office decisions such as – “When should I go to the bathroom?”, “Is it safe to leave my desk?”, “When was this space last cleaned?”, “Is the lobby over-crowded right now?” The RxWell workplace app ultimately provide a seamless, all-encompassing safe workplace experience for all employees.



RxWell by RXR 4+

RXR Urban Workplaces LLC

RXR Urban Workplaces LLC

★★★★★ 4.6 • 55 Ratings

Free

[View in Mac App Store](#)

iPhone Screenshots



A user-driven design process

Our design team conducted many rounds of research to fully understand the concerns and needs of employees returning to work in a post-COVID world. From deep generative research at the outset to weekly user testing, we took learning about user needs to heart in an iterative fashion.

The team also remotely conducted ethnography research to understand how property managers could better optimize their building operations, ultimately creating a better experience for the end user (the employee).

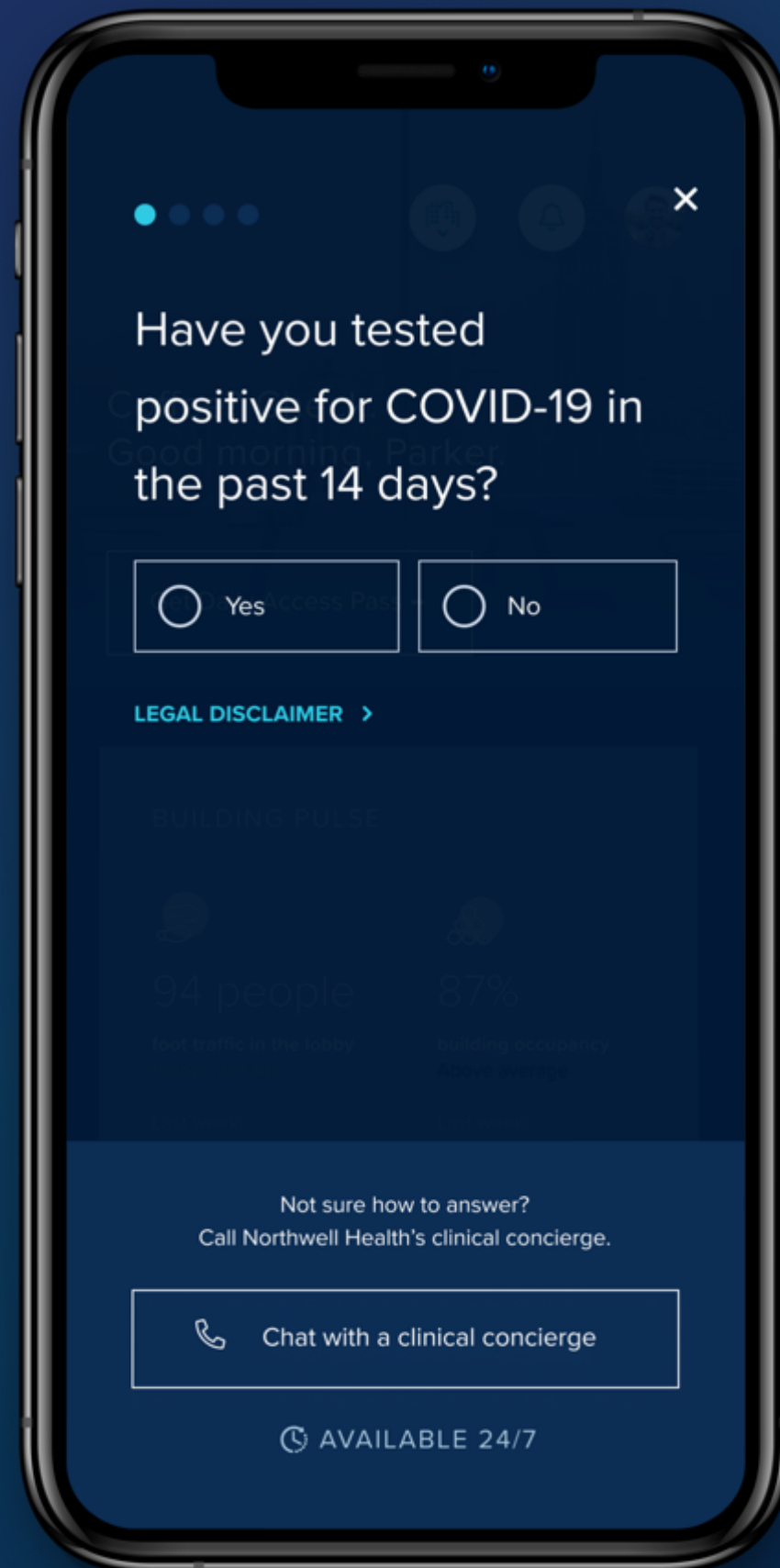
Through a disciplined weekly user testing cadence, we quickly understood that the RxWell app had to instill a sense of comfort to all users, by providing transparency into the data that was personally relevant to them. Backed by a robust set of building IoT sensor and open-source region data, we were able to achieve a sophisticated workplace app that helped thousands of employees feel safe when returning to the office. The key was not to bog users down with data, but to provide the opinionated insights and dashboards necessary to quickly empower them.

The core of the RxWell app design strategy is bringing together a strong, trusted brand identity through a dark color palette to maximize accessibility for all users.

Building Access Pass & Clinical Concierge

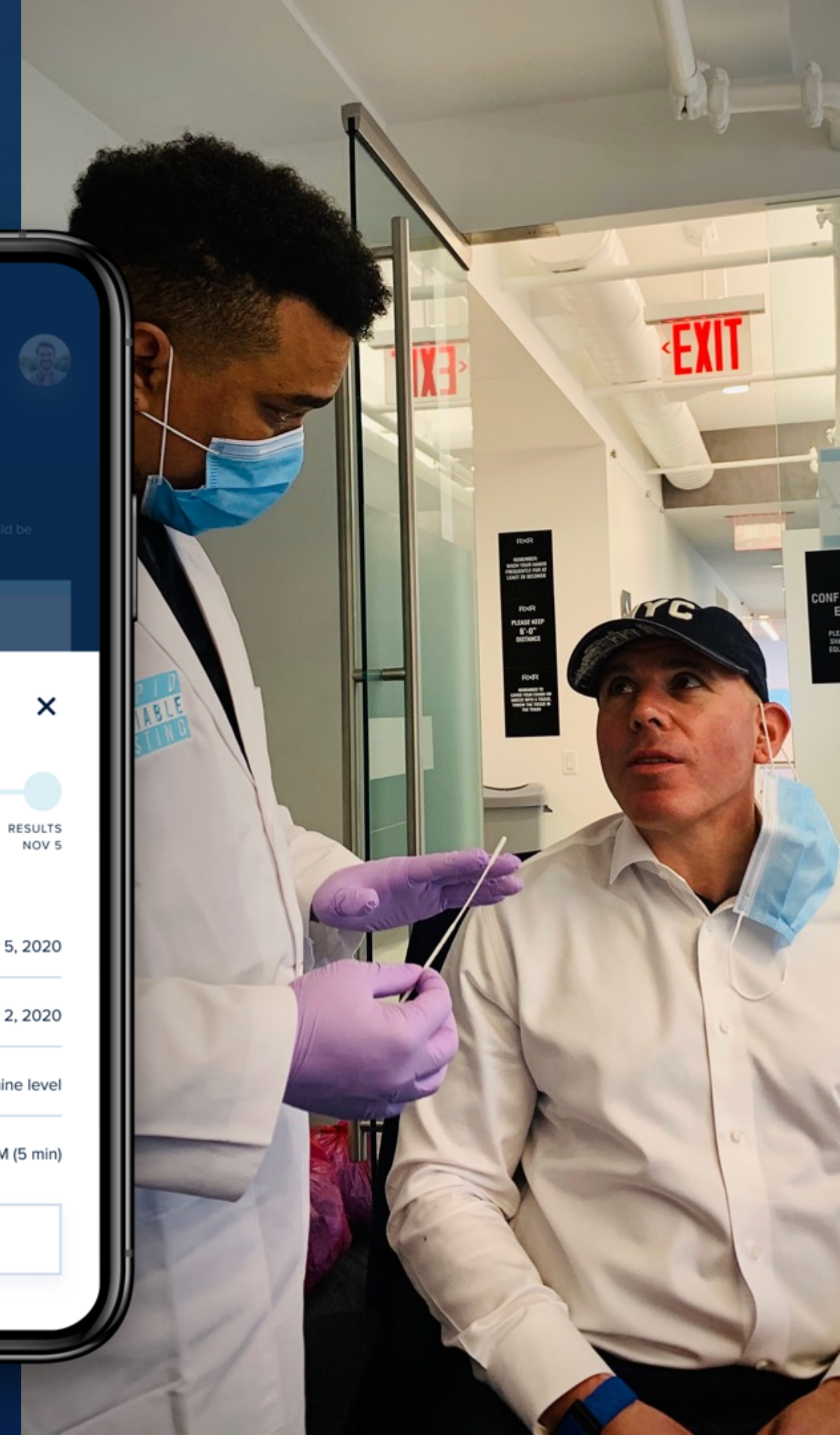
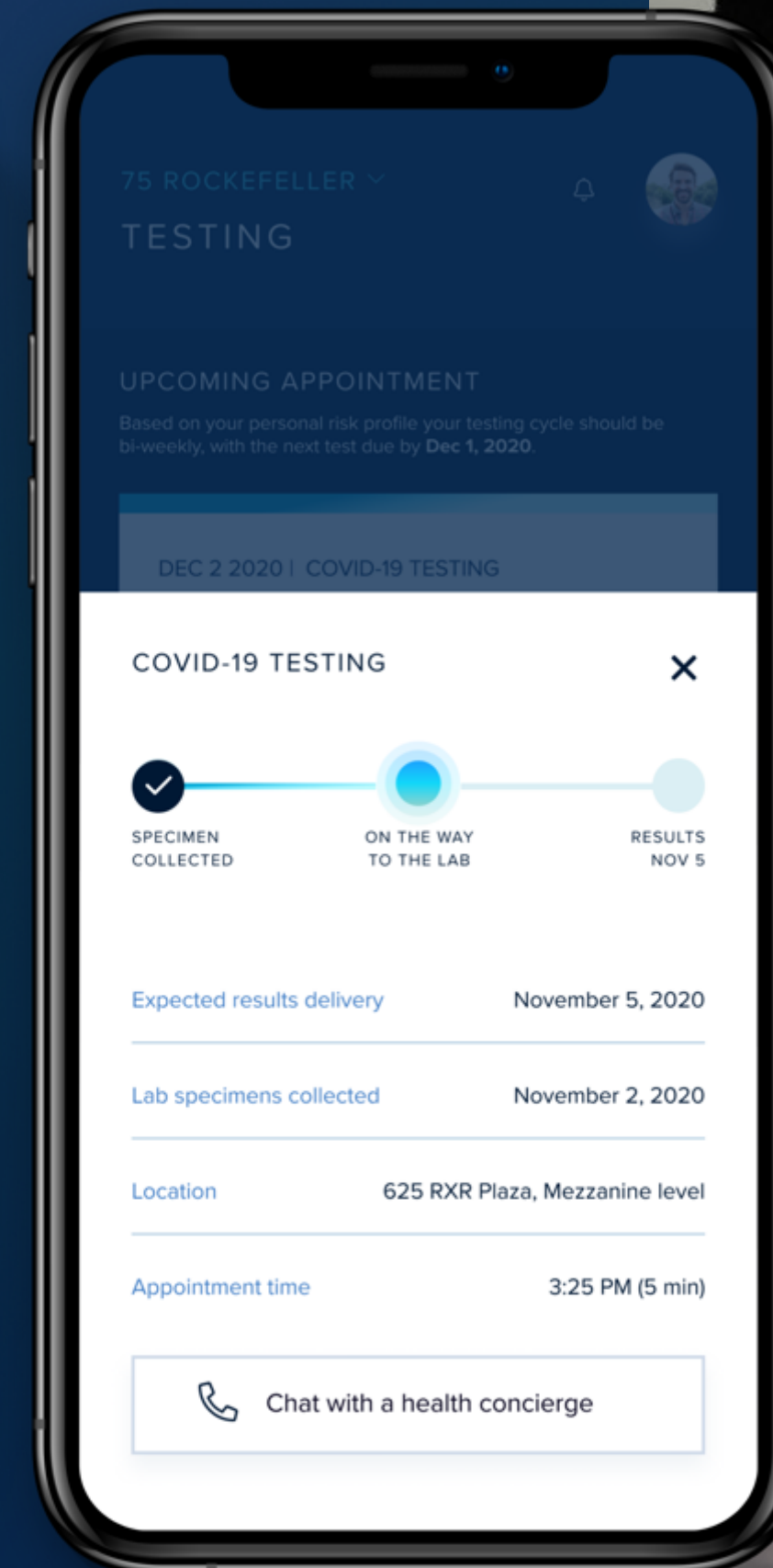
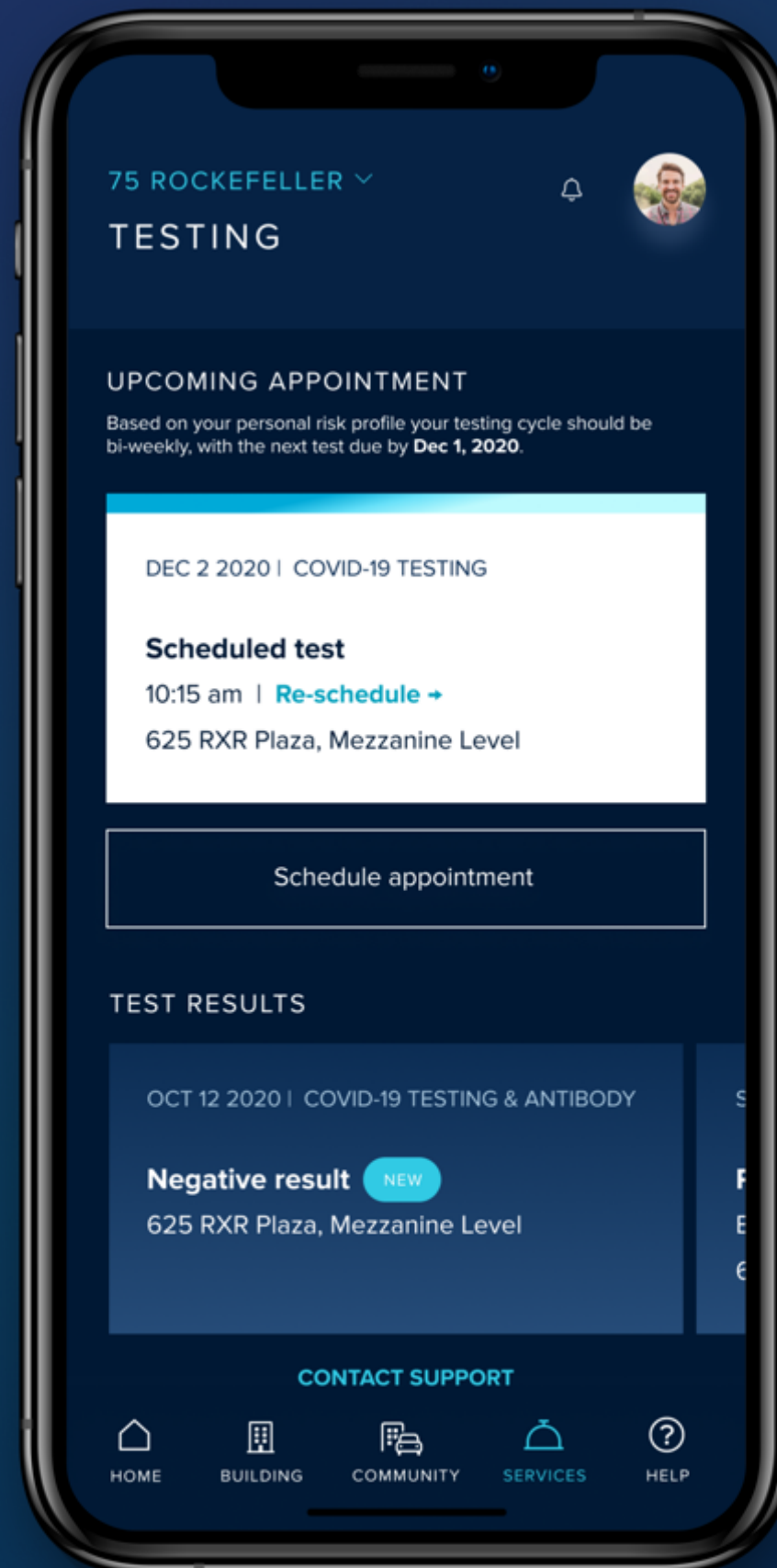
Every individual will be required to answer a set of COVID-related questions before entering the building. The RxWell™ App includes the **Building Access Questionnaire** with a **Building Access Pass** to simplify the process. Those who pass will be given a green digital pass that they can present to the security teams at our buildings to enter.

As we roll out contactless access to our buildings, this **pass will be integrated into our access controls**. Additionally, we are integrating with **Northwell Health** to add in **virtual care** (i.e., setup a virtual consult with a healthcare professional if you have symptoms) as well **testing results** (e.g., serologic screening for antibodies) and **clinical support**.



Onsite COVID-19 Testing

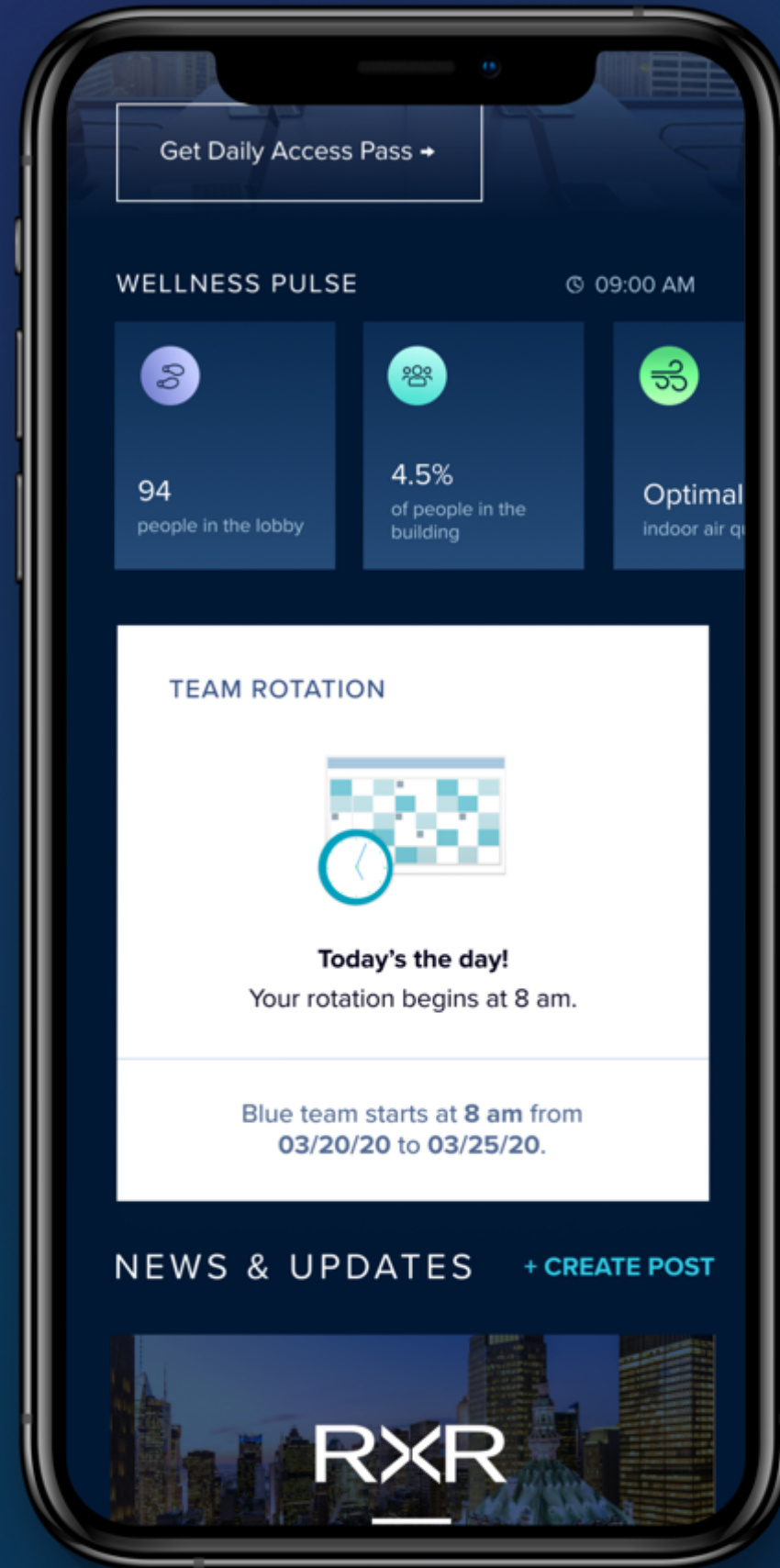
Developed in partnership with **Northwell Health** and **Ambulnz**, this feature is a non-invasive, accurate, **COVID-19 PCR testing program** that is uniquely designed to create peace of mind for employees returning to their office spaces. It is conveniently run **on-site at offices** and can be **affordable** – typically costing **50%+ below market comps** due to dynamic data and pooling.



Team Rotations

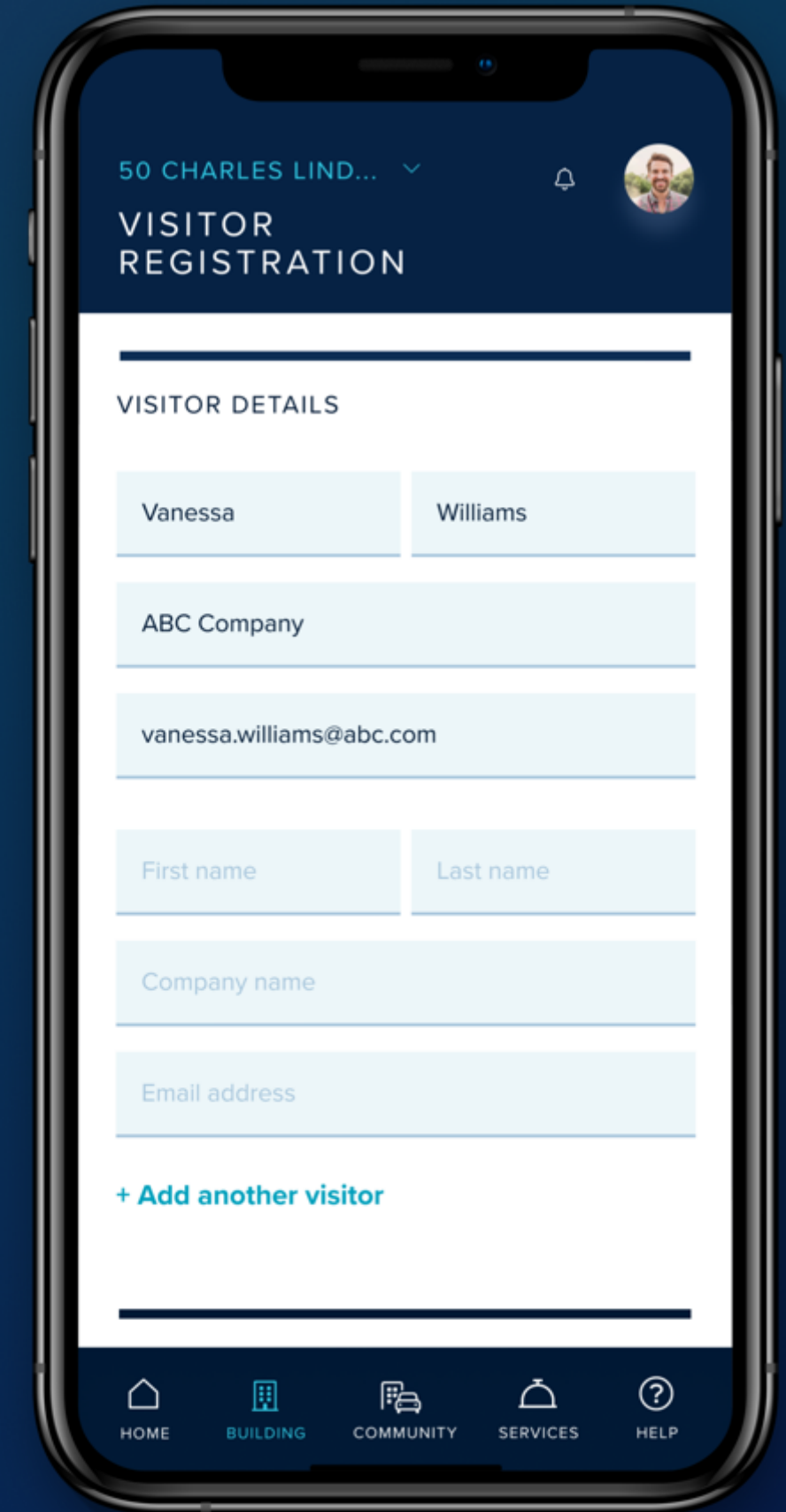
As part of re-officing, most companies are putting employees on staggered rotations to reduce office density. Our platform has tools to easily invite employees by email, assign them to groups, set those groups to different rotations, and give them staggered start and end times.

Employees see rotation assignments on the app homepage. When they come to the office, the app checks them in anonymously, allowing tenants to monitor aggregate team compliance.



Visitor Management

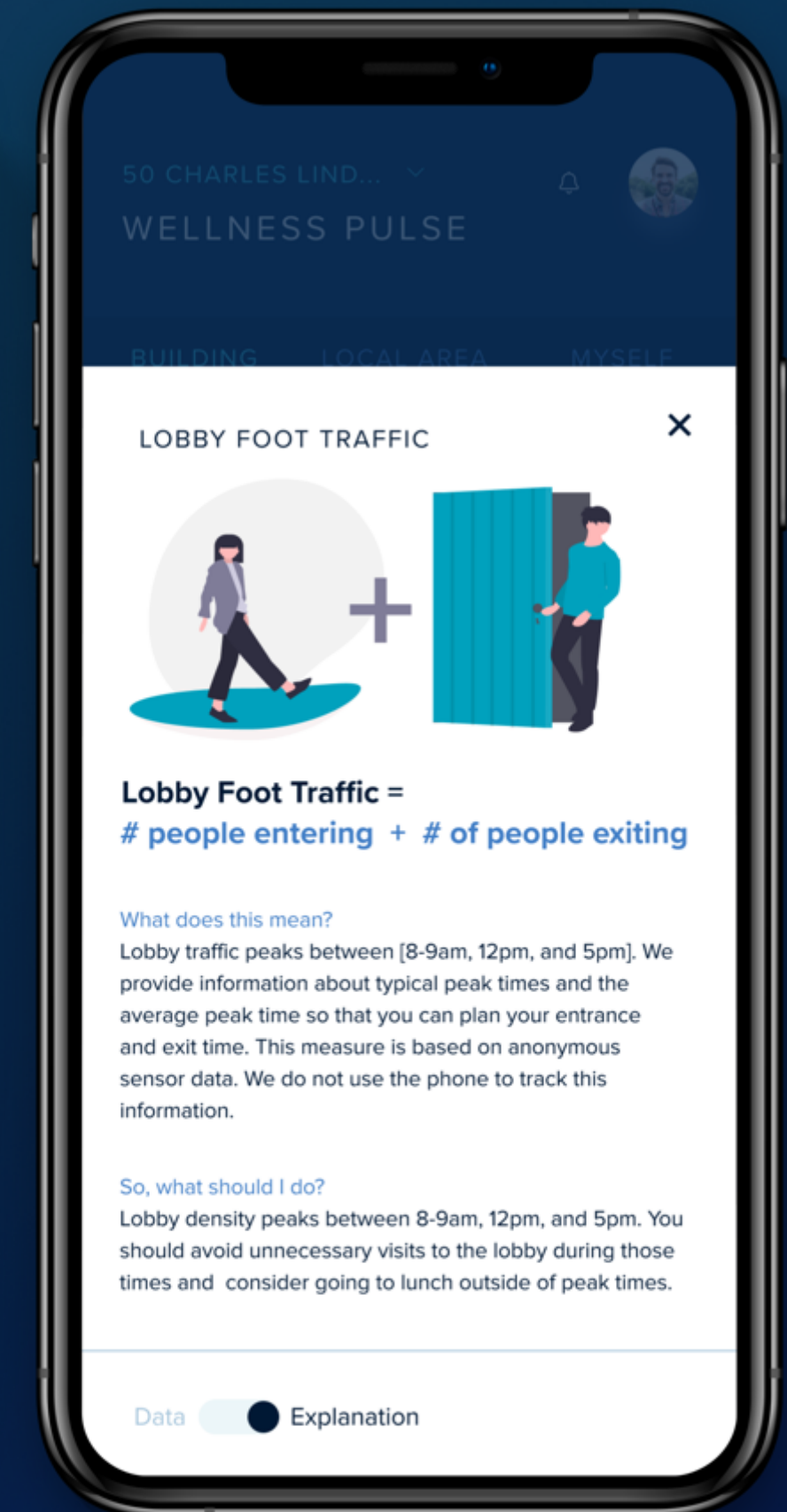
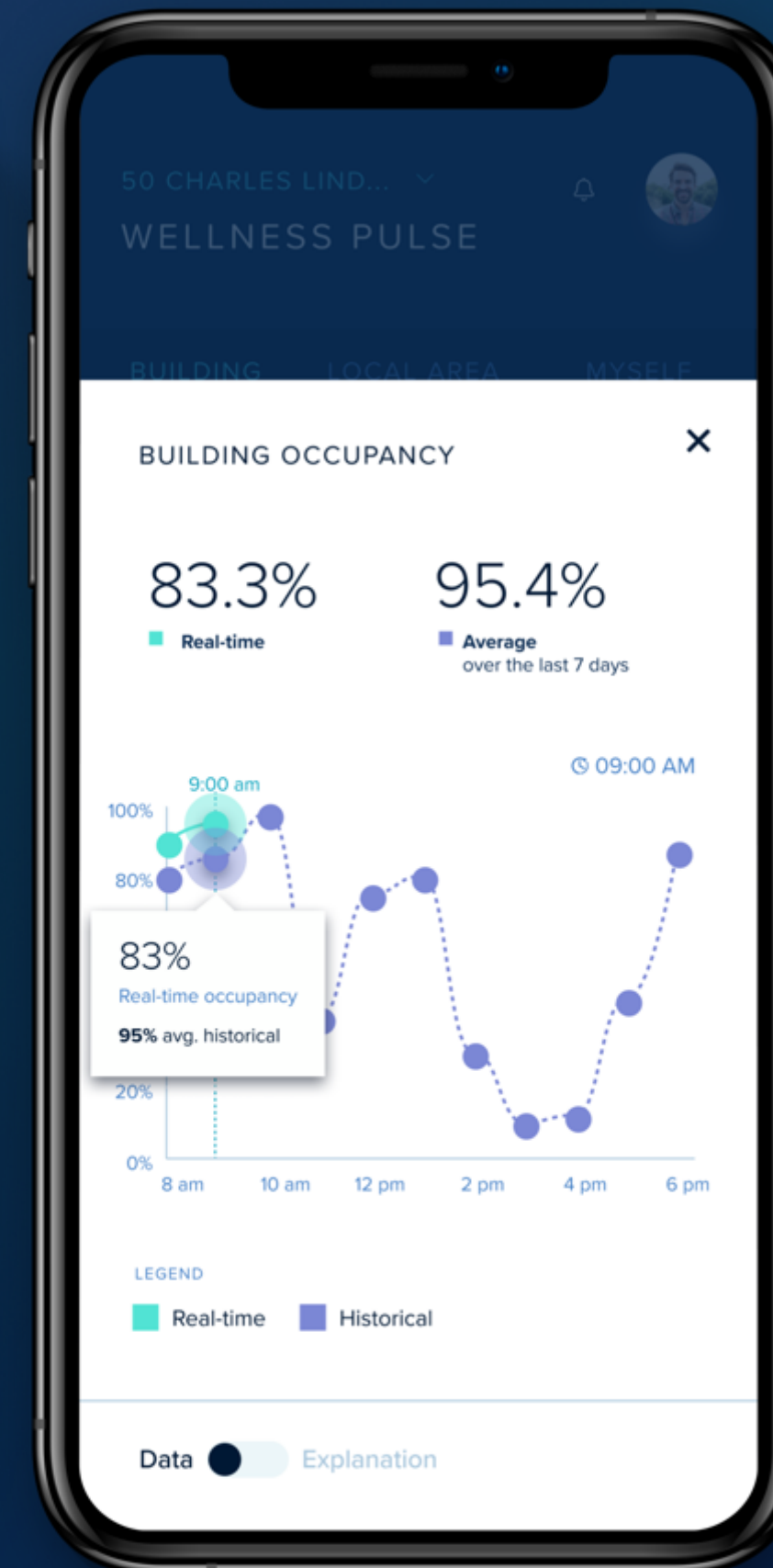
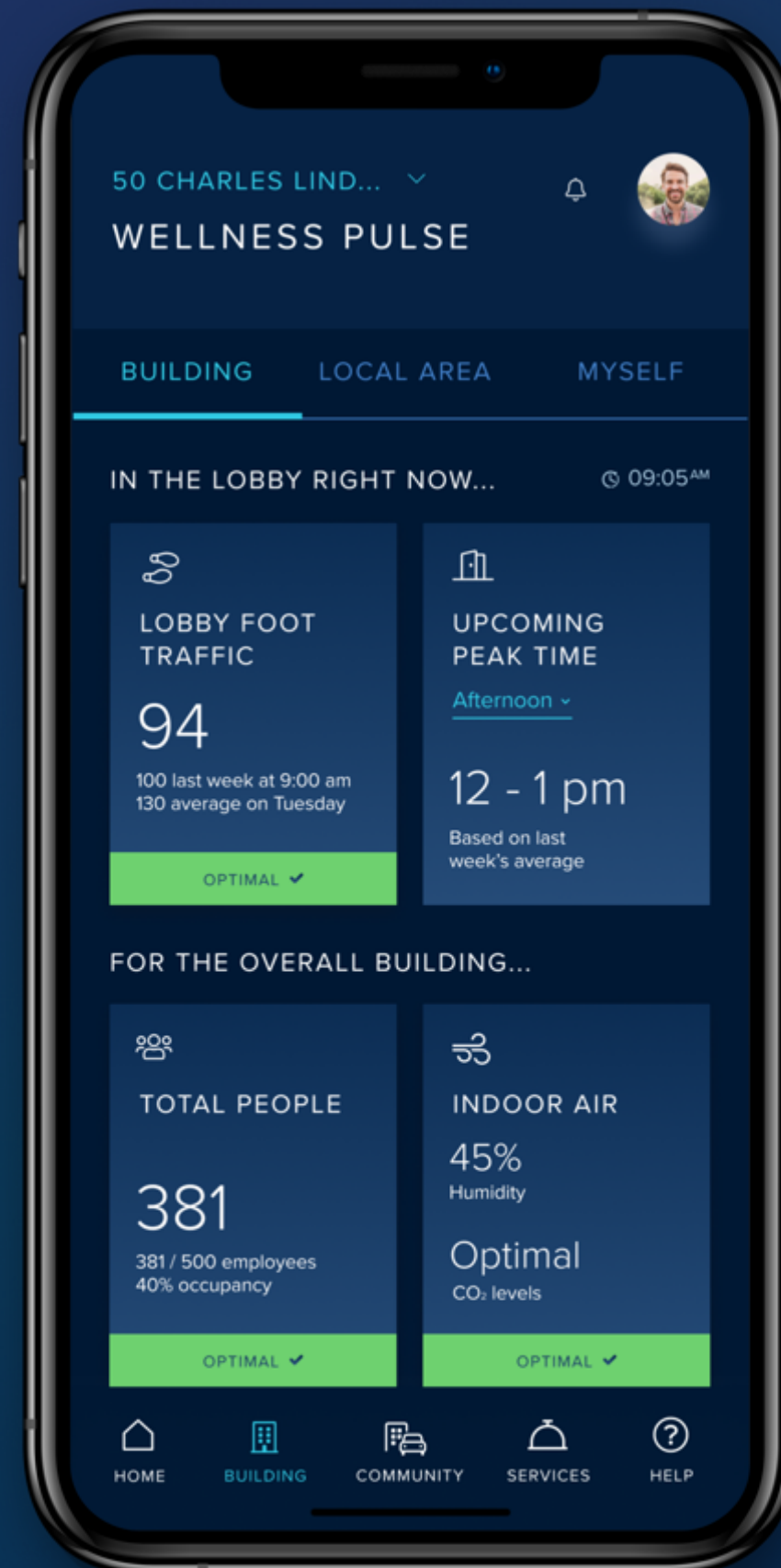
Users can easily register visitors for access within the RxWell App. Registered users are automatically added to our visitor management system to expedite check in and entrance.



The RxWell app showcases an elegant data visualization design strategy, which we termed “[opinionated](#)” [dashboards](#) – that empowers users to coexist with COVID-19 in a safe way, through translating complex data visualization into tactical actions.

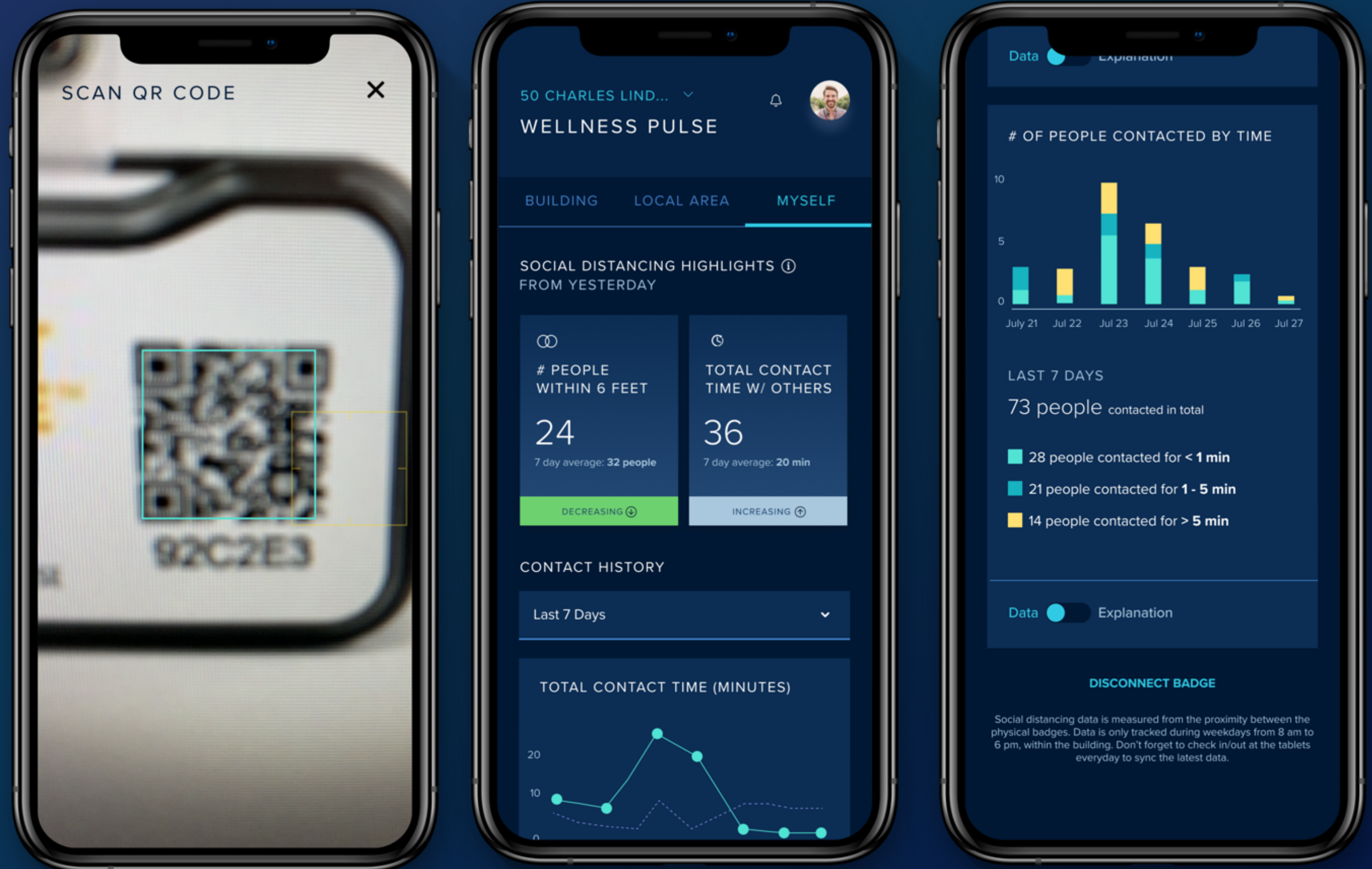
Building Wellness Pulse

The Wellness Pulse is a real-time snapshot of the building environment and associated wellness-related conditions. The BWP shares insights on factors such as occupant density throughout the day, live air quality metrics, density heatmapping, and overall population health through reported illnesses and temperature scan data. The BWP is an important indicator for occupants to make informed decisions and learn about the proactive actions the building is taking to promote building wellness.



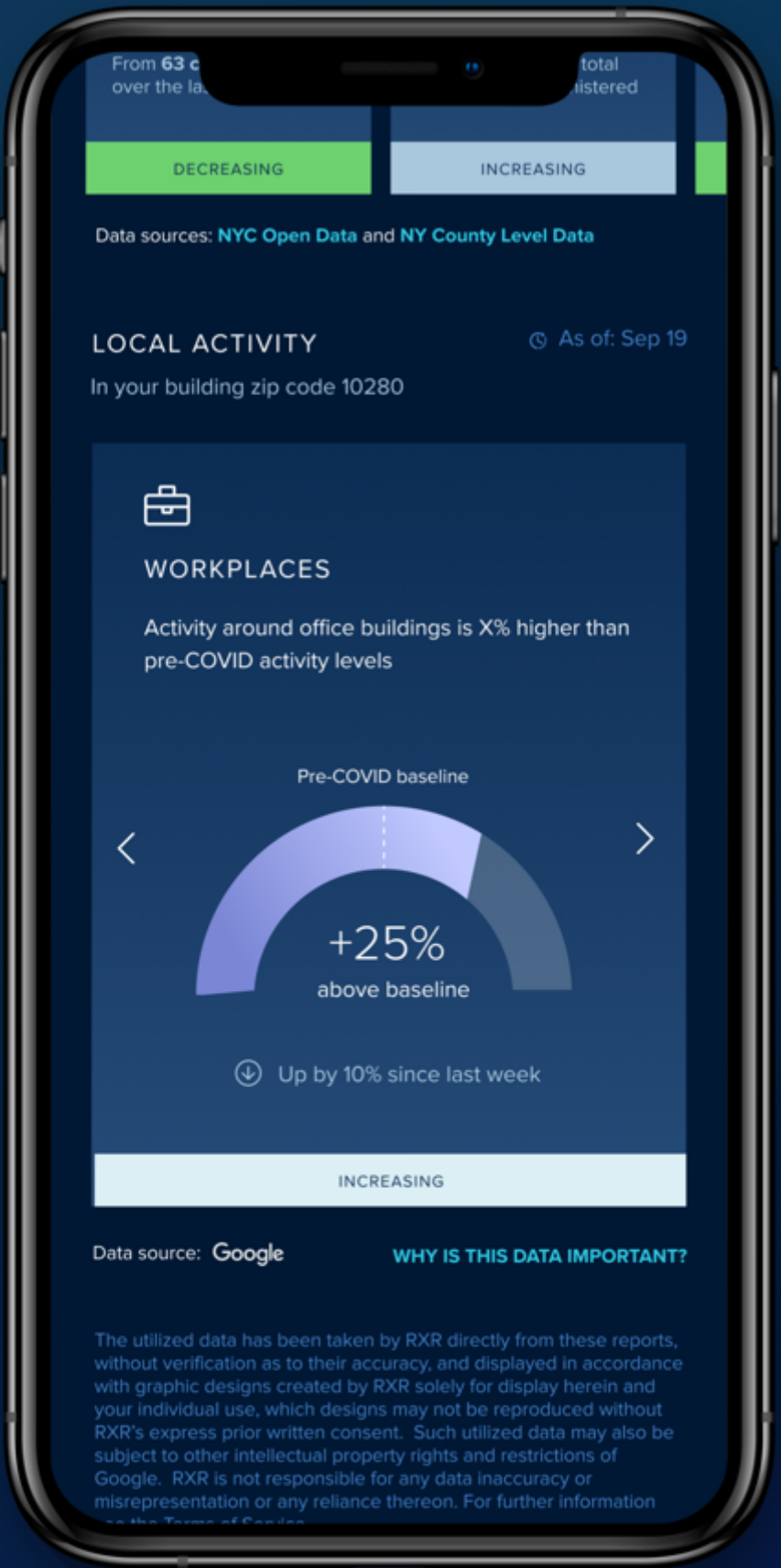
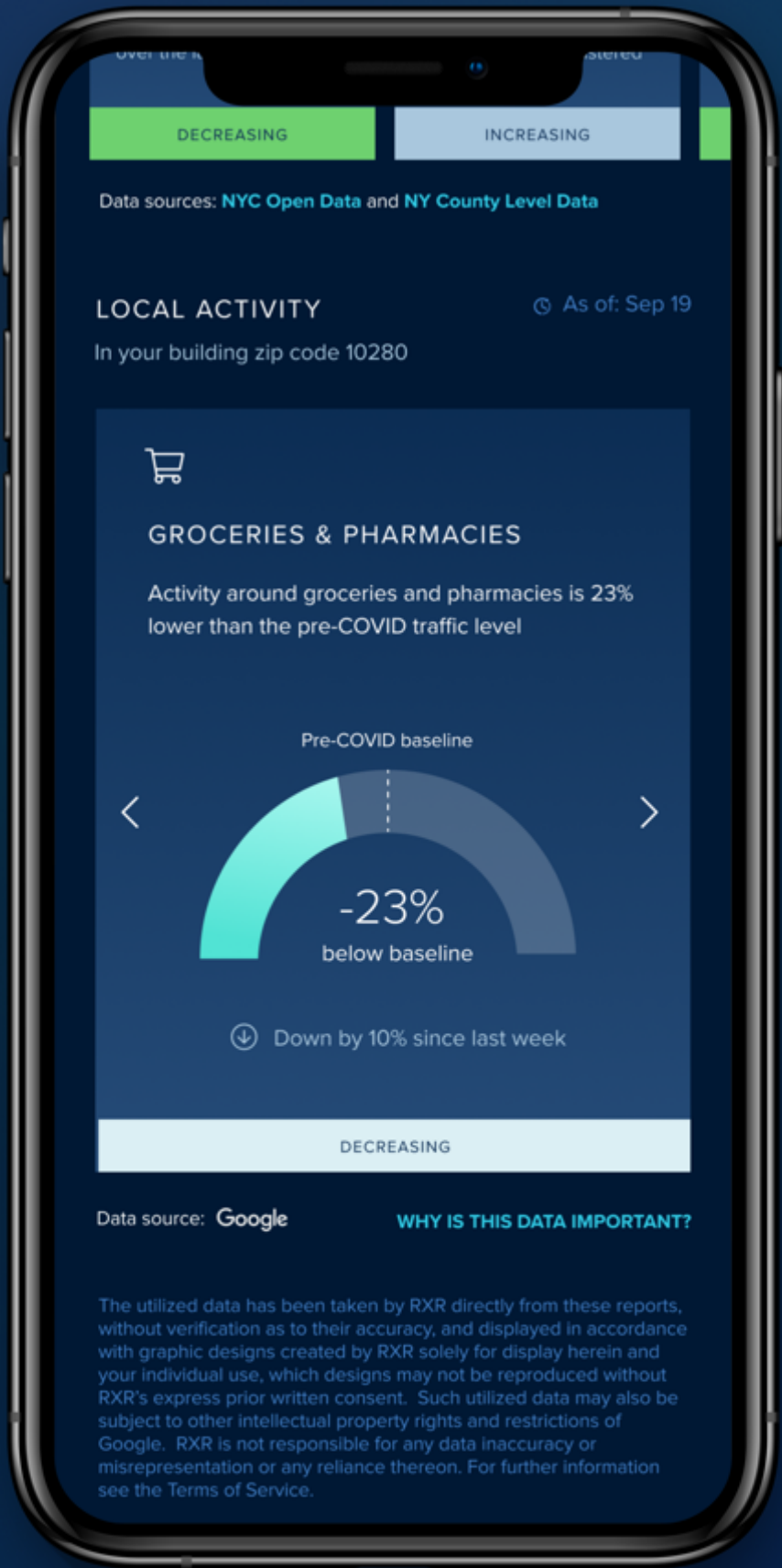
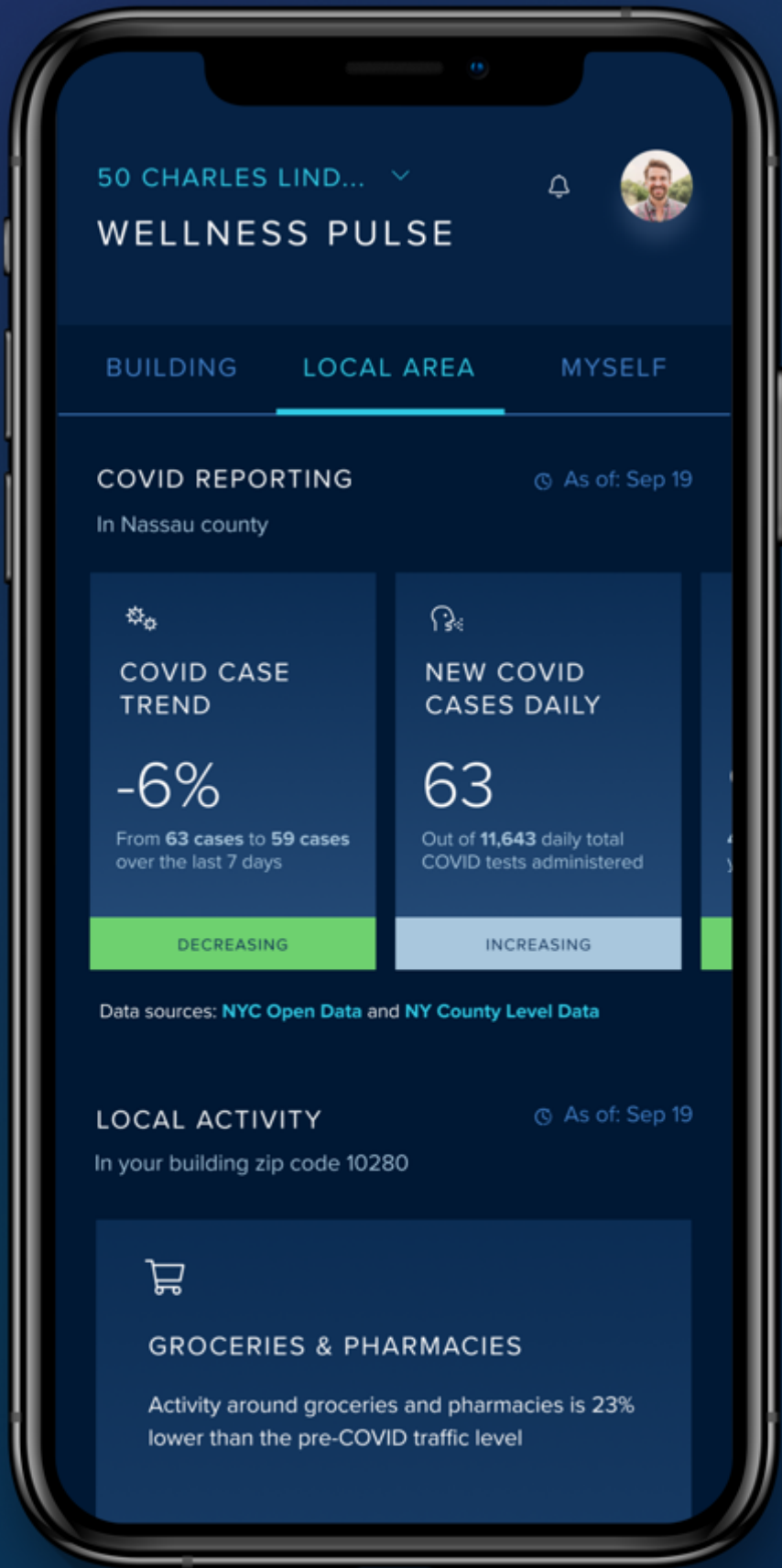
Social Distancing Pulse

Leveraging **social distancing badges** that **vibrate and light up** when users are within 6 feet of other badge, RxWell **promotes and reinforces better social distancing behaviors**. Data is collected and aggregated to create **personal and community social distancing compliance scores**.



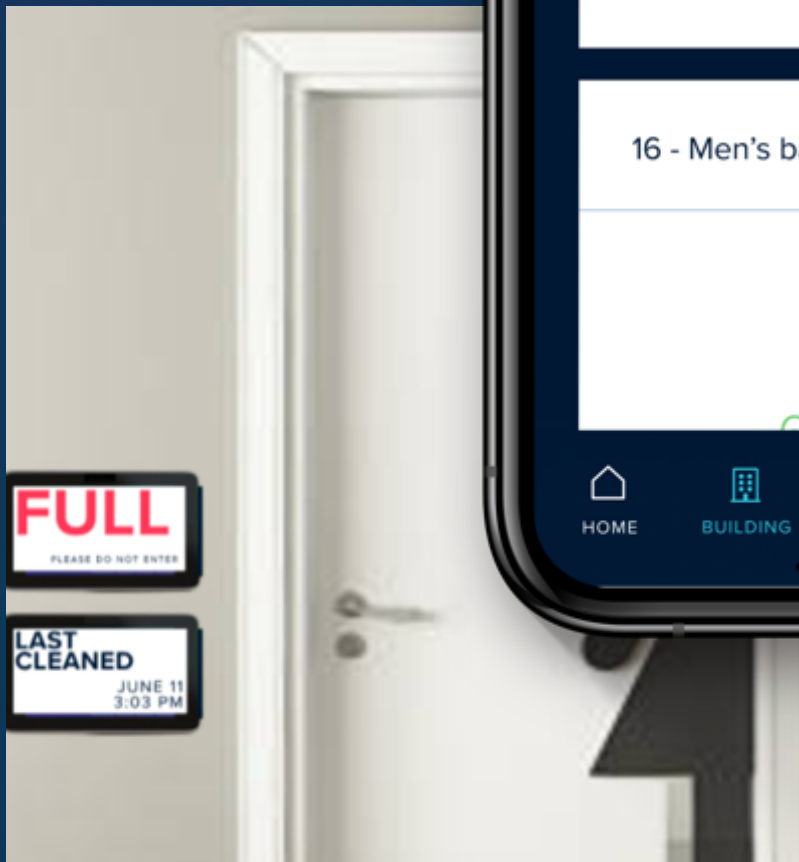
Local Area Pulse

RxWell leverages community traffic and hospitalization data to provide visibility into wellness stats in the surrounding area.



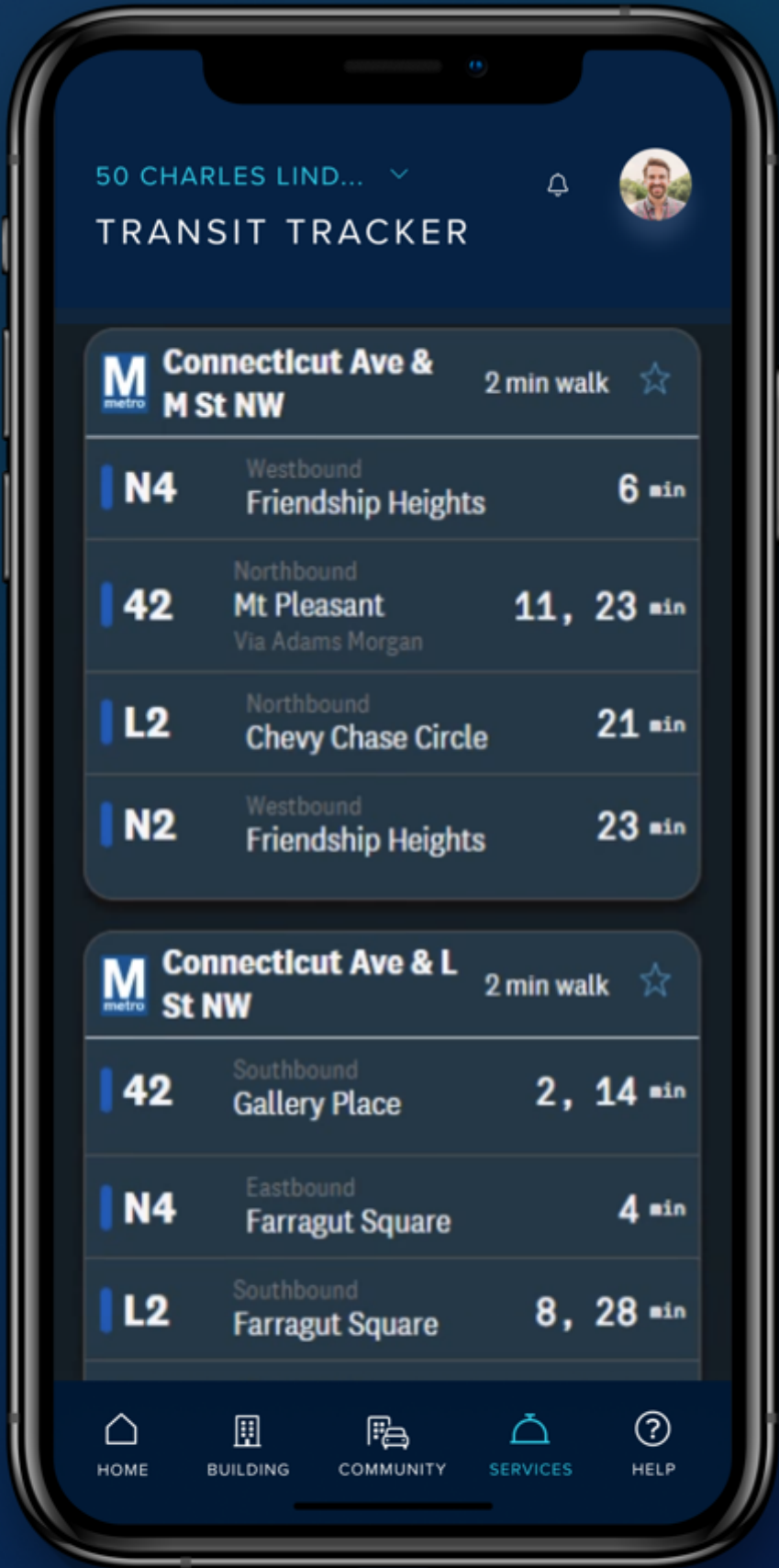
Bathroom Status

RxWell also provides transparency into real-time bathroom usage and tracking of cleaners to ensure a thorough job is done.



Transit Tracker

Not only does RxWell help users make decisions in the office, but also provides real-time commute information to/from the office.

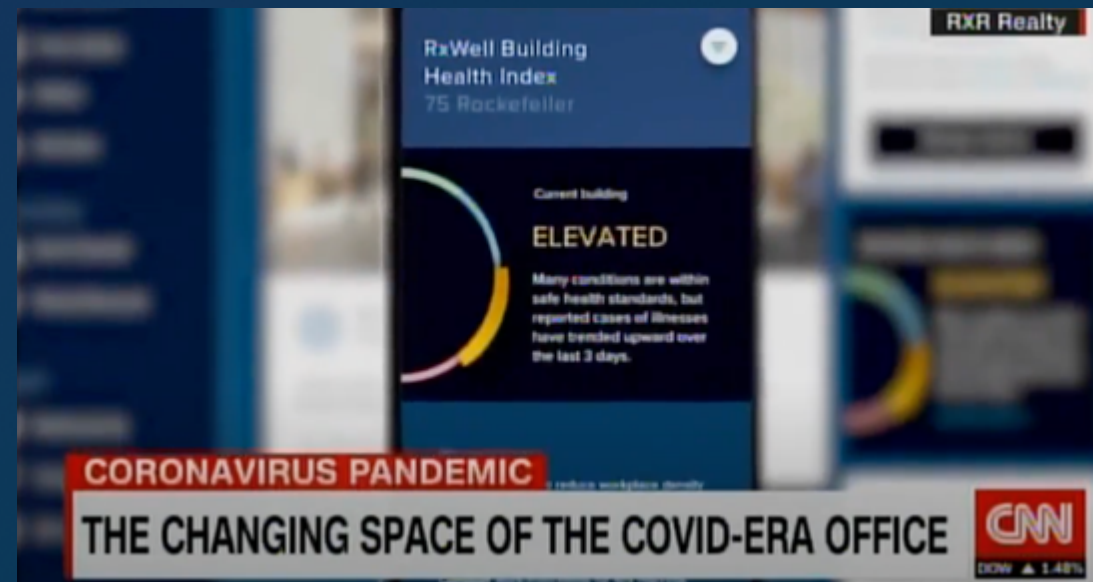


In the press

THE WALL STREET JOURNAL.

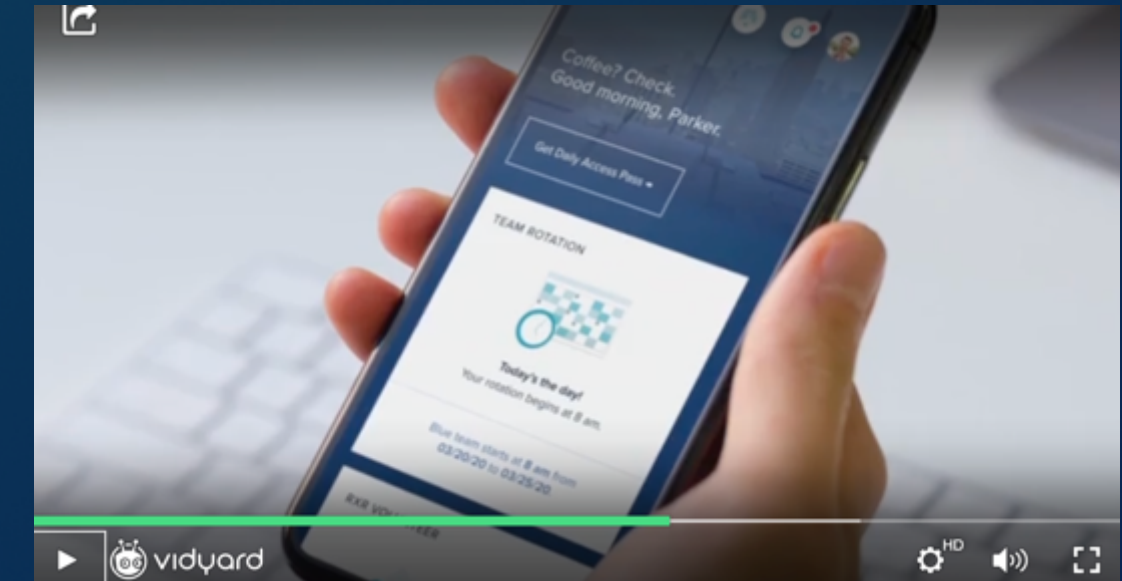


Wall Street Journal | July 2020
The Office Redesign Has Only Just Begun



CNN International | July 2020
The Changing Space of the COVID-Era Office

Microsoft Ignite



Microsoft Ignite Keynote | September 2020
RXR Realty reopens for business using Azure IoT and the intelligent edge to empower tenant safety

The Digital Lab behind RxWell

Founded in 2019 RXR's Digital Lab is a technology company inside of a fully integrated real estate owner-operator, allowing us to combine the agility of a start-up with the expertise of hundreds of real estate property managers, asset managers and operational staff.

We have over 50 team members developing state-of-the-art technology, cutting-edge data capabilities, and pioneering strategic partnerships to better serve the changing ways we live, work, play and stay in urban environments.

