

# The State of Virtual Meetings 2023

Report by Jugo

Enhancing Virtual Meetings through Human-Centric Design, AI, and Mixed Reality.

Insight into how professionals interact with virtual meetings today.

**JUGO**





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# Introduction

**Our survey reveals that virtual meetings have become an integral part of the professional landscape, with a staggering 96.2% of respondents taking part in them every week. They play a critical role in today's professional landscape and, importantly, highlight the need for innovative solutions that boost engagement, productivity, and team connection.**

We learned that a considerable number of participants found virtual meetings productive due to increased focus, and the convenience of accommodating more meetings in a day.

However, the limitations of current video conferencing tools reveals a creeping problem. Team disconnection, a lost sense of human connection, and frequent distractions were all highlighted as complaints that plague traditional 2D video calls. Common complaints included inappropriate behaviors from other participants, lack of eye contact, and uncertainty about speaking turns.

Emerging from this data is a clear desire for immersive, human-centric design and intuitive platforms that mimic in-person interactions. The potential of 3D virtual environments and spatial awareness features to enhance virtual meetings is significant. They can provide solutions to the primary distractions faced during virtual meetings, boosting productivity and engagement.

This report will present insights into combating digital fatigue, increasing productivity, and strengthening coworker relationships through innovative platform design and feature prioritization to transform our virtual spaces from being merely functional to being truly engaging and rewarding.

# 96.2%

OF RESPONDENTS





# Summary

## 1. Productivity in Virtual Meetings

Productivity in virtual meetings is generally seen positively, with nearly half of the respondents attributing increased focus as a key factor. A substantial number also find that the possibility of having more meetings contributes to their productivity. However, the impact on team dynamics paints a different picture. Almost half of the respondents feel disconnected from their teams due to virtual meetings.

## 2. Attention Challenges and the Need for Innovation

Main distractions during virtual meetings include other participants' behaviors, lack of eye contact, and confusion about speaking turns. These actions can reduce a team's effectiveness when collaborating and limit results. These challenges highlight the need for more immersive and intuitive platforms.

## 3. The Potential of Human-Centric Design and Immersive 3D Virtual Environments

In addressing these challenges, innovative solutions such as human-centric design, 3D virtual environments, and spatial awareness can play a crucial role. These can help mimic in-person interactions, offering a more intuitive way to engage, reducing confusion about who has the floor, and creating an environment less prone to distractions.

## 4. Openness to New Platforms

There's strong interest among respondents in platforms designed for more robust two-way engagement. The majority are also open to incorporating AI features such as note-taking, language translation, and audio enhancement. These features can further improve the efficiency and inclusivity of virtual meetings.

## 5. Desire for Deeper Connections

Respondents expressed a desire for stronger connections with coworkers, highlighting the need for platforms that foster closer relationships. There's a clear yearning for an environment that encourages authenticity and meaningful interactions, without the fear of judgment.

## 6. Conclusions and Recommendations

Respondents express a clear desire for a meeting platform that combats digital fatigue, boosts productivity and attention, and strengthens connections with coworkers. To meet this demand, the focus should be on developing solutions that offer human-centric design. 3D virtual environments, and spatial awareness can make virtual meetings not just a necessary part of work, but a rewarding and enjoyable one.



# 1. Virtual Meetings

## Hours Spent in Virtual Meetings.

The majority of respondents reported spending between 0-10 hours in virtual meetings weekly (63.2%). Only 3.8% spend more than 30 hours per week in virtual meetings, suggesting a balance between virtual and non-virtual tasks.

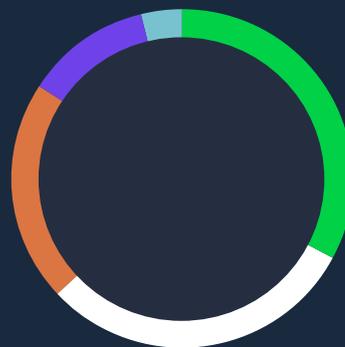
Furthermore, an additional 21.1% spend 11 to 20 hours, and 12% spend between 20 to 30 hours on virtual meetings. This means that a noteworthy 33.1%

of respondents are dedicating over a quarter of a standard 40-hour work week to these virtual interactions.

Overall, these insights reveal that a significant 96.2% of professionals are engaged in virtual meetings on a weekly basis, pointing to the critical role these meetings play in today's professional landscape.

## How many **hours** do you generally spend on virtual meetings in a standard week?

0 - 5 Hours	32.9%
6 - 10 Hours	30.3%
11 - 20 Hours	21.1%
20 - 30 Hours	12%
30+ Hours	3.8%



# Productivity in Virtual Meetings.

44.4% of respondents believe virtual meetings are more productive because participants are more focused, while 36.5% attribute this productivity to the ability to commit to more

meetings. Notably, 19.1% feel team members are more open to expressing their ideas or brainstorming during virtual meetings.

## Why is a virtual meeting more productive for your work environment?

- 44.4%** Participants are more focused
- 36.5%** We can commit to more virtual meetings, which makes us more productive
- 19.1%** Team members feel more comfortable speaking their minds or brainstorming

## Preference for Virtual Meetings.

Respondents prefer virtual meetings primarily due to productivity concerns (46.4%) and commuting concerns (35.2%). A smaller portion (18.4%) chooses virtual meetings due to childcare and family needs.



Childcare and family needs



Commuting concerns



Productivity concerns

## Why are virtual meetings your primary preference?

## 2. The Human Connection Team Spirit and Camaraderie

Almost half (45.5%) of respondents felt a considerable disconnect within their teams due to virtual meetings. However, 39% perceived a minor impact, believing their

coworker relationships could be stronger but did not impact company productivity and success. Only 15.5% felt no difference in team closeness due to virtual meetings.

Do you feel your team spirit and camaraderie have been impacted by your use of virtual meetings?

**45.5%**

**Absolutely**, my team/company has a large disconnect due to our use of virtual meetings

**39%**

**Somewhat**, I think our co-worker relationships would be stronger, but it doesn't impact our company's productivity and success

**15.5%**

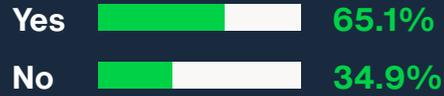
**Not at all**, our team is just as close as we would have been doing more in-person work



## Feeling Connected.

A substantial 65.1% of respondents felt that their workplaces lost some sense of human connection compared to the pre-work-from-home (WFH) era, with the remaining 34.9% feeling no loss of human connection.

Overall, do you feel your workplace has lost a sense of human connection compared to the pre-WFH era?

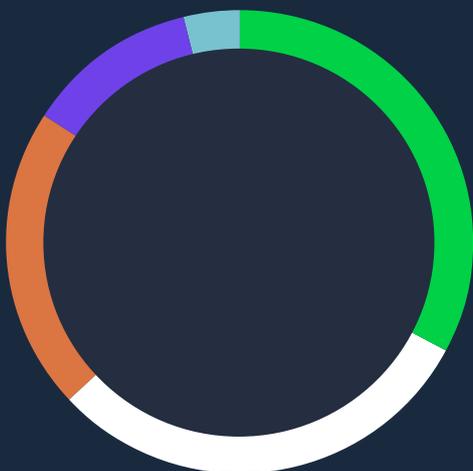


## Attention Challenges.

The main challenges to maintaining attention during virtual meetings included distracting behavior from other participants (34.2%), lack of eye contact (26.7%), and confusion about who should speak next (19.6%).

What is the main reason you find it difficult to pay attention during virtual meetings?

Lack of eye contact	26.7%
Can't tell who has the floor to speak	19.6%
People doing distracting things	34.2%
Too many tabs open	10.2%
Not sure where to look	9.2%



## 2. Interest in New Video Conferencing Platforms

The survey showed a strong interest (71.6%) in transitioning to a new video conferencing platform designed for stronger two-way engagement. The main reasons for this interest included the desire to feel more engaged and passionate about daily work (69.7%) and wanting to know coworkers better due to loneliness and the need for human connection (39.5%).

Would you be interested in transitioning to a new video conferencing platform that is designed to have a stronger two-way engagement component?

Yes  71.6% No  28.4%

Why are you interested in heightened engagement during virtual meetings?  
Select all that apply.

**69.7%**

I want to feel more engaged/  
passionate about my day-to-  
day work

**39.5%**

I want to know my co-workers  
more because I am lonely and  
crave human connection

**57.8%**

I want to feel more comfortable  
with my team to brainstorm/  
speak up in meetings

**17.6%**

I want to feel more comfortable  
with my team so I can vent/  
complain about work

## 4. Interest in New Video Conferencing Platforms

There was a high interest in AI features for virtual meetings, with 72.3% open to AI assistance. The most preferred features included note-taking and summarizing the meeting (58.8%), language translation audio and captioning (48.5%), and enhanced audio (48%), and enhanced video (35.5%).

Would you be interested in an AI feature embedded in your virtual meetings that could do the following? Select all that apply.



Note-taking and summarizing the meeting



Language translation audio and captioning



Enhanced Audio



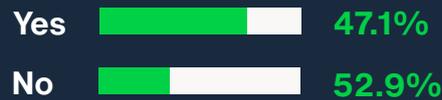
Enhanced Video

### Identity in Virtual Meetings

About half (47.1%) of respondents have a headshot loaded on their video platforms. Of these, the majority feel their headshot still represents them well (71.9%). Additionally, 78.2% of respondents bring their authentic selves to virtual meetings,

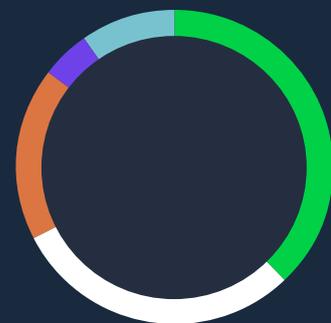
though some cite barriers such as fear of poor reception (28%), reluctance to create deeper relationships with colleagues (28.4%), and uncertainty about how to be authentic in a virtual setting (33%).

Do you have a headshot loaded onto your video platform for times you are off-camera?

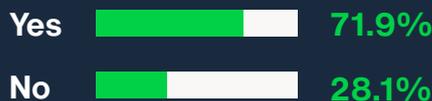


How old is your headshot?

Less than a year old	37.9%
One to three years old	29.6%
Three to five years old	17.8%
Five to ten years old	5.1%
More than ten years old	9.6%



Do you feel you still look like your headshot?





Do you bring your real-self (i.e. authentic, honest self) in virtual meetings?



What are the reasons you don't do so?  
Select all that apply.

**26.6%**

I don't want my co-workers to understand me on a deeper level

**28.4%**

I don't want to put in the effort to create a real relationship with my colleagues

**28%**

I am afraid that when I am my authentic self, I will come across poorly

**22.5%**

My colleagues don't show up authentically, so I do not

**33%**

I am unsure of how to be my authentic self within a virtual setting

# Conclusion

## The Future is Immersive

The survey data illustrates that while virtual meetings offer flexibility and increased productivity, there is room for improving the sense of connection and engagement.

Our data indicates a strong preference among professionals for platforms that facilitate better two-way engagement. An impressive 71.6% of respondents expressed openness to transitioning to a new, more effective conferencing platform.

Data analysis showed there is a marked preference for immersive platforms that prioritize human-centric design and successfully recreate in-person interactions and shared experiences. Immersive and interactive experiences can help to create a sense of presence, and allow people to interact with each other in a more natural way – fostering relationships in a shared space and shared experience.

The possibility of using 3D virtual environments, gaming technology, and spatial AI features can help curb the primary distractions in virtual meetings with a significant potential for increasing both productivity and engagement. A focus on promoting authenticity and openness in these meetings could also enhance team dynamics and alleviate feelings of disconnect. Addressing the demand for tools that alleviate digital fatigue, enhance productivity and attention, and foster stronger connections with colleagues is paramount to driving business in today's digital landscape.

Organizations need to prioritize human-centric design, 3D virtual environments, and spatial awareness features to transform virtual meetings from a compulsory aspect of work into an engaging and productive experience.

## Here are some specific recommendations for how to make virtual meetings more engaging:

- Use 3D virtual environments to create a more immersive experience.
- Implement spatial awareness features to help people track each other's movements.
- Use AI to provide real-time translation, note-taking, and audio enhancement.
- Encourage people to turn on their cameras and participate actively.
- Set clear expectations for behavior and participation.

The future of virtual meetings is bright. As technology continues to evolve, we can expect to see even more innovation to help to bridge the gap between virtual and in-person interactions making virtual meetings more productive, engaging, and rewarding for everyone involved.