

UX UI Project

Get A Room

Creation of a room booking service on desktop.

Barbara works at "Coworking Square", which is a coworking place in Amsterdam. She needs help to manage bookings. Among the 50 spots that are in the working space, 35 can be rented by month or by week, and 15 are hot spots that can be booked for one day.

For now, she manages everything with paper calendars but that's not really efficient.

"I wish my clients could book spots weekly, monthly or daily online and pay everything upfront so I don't have to deal with billing above all."

She called you to design a website that could solve her problem!

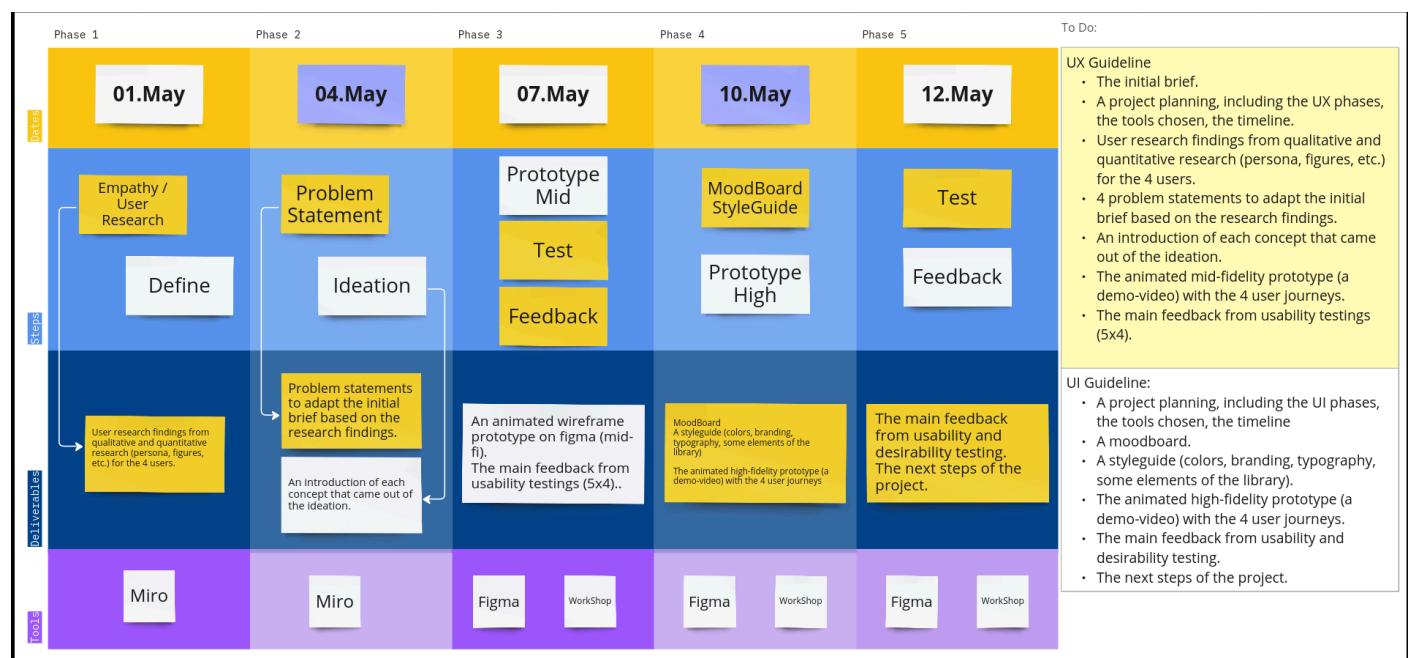
You'll have two phases for this project. We'll explain below. The presentation of your work will take place in two weeks where you'll show a tested high-fidelity prototype.

Estimated time: 2 weeks

UX

Project Timeline:

https://drive.google.com/file/d/1LR05Zxkz8GJpBZk4dVRtf7TuLJpGUxdk/view?usp=drive_link



Get a room! User Interview Script

Hello, my name is Alp, and I am a UX designer tasked with developing an efficient online booking system for a client. We aim to simplify the booking process for their clients who wish to rent spaces either weekly, monthly, or daily. Your insights as a potential user are invaluable to us, and I'd appreciate just 15 minutes of your time to discuss your experiences and expectations regarding coworking spaces. Your feedback will directly influence how we design a solution that meets your needs."

Screening Questions (Demographics):

1. How old are you?
2. Could I get your name?
3. What is your occupation?
4. How often do you use coworking spaces?
5. What is your primary reason for using coworking spaces?

Hypotheses:

1. Users prefer an online booking system that allows them to see availability in real-time and book immediately.
2. Users are more likely to use the coworking space if the payment process is integrated into the booking system, making transactions seamless.
3. Users value flexibility in booking options (daily, weekly, monthly) tailored to different needs and schedules.

Main Topics:

1. **Current Booking Experiences:** Discuss your past experiences booking coworking spaces. What did you like or dislike about the processes used?
2. **Expectations for Online Booking:** What features do you expect from an online booking system for a coworking space?
3. **Payment Preferences:** How important is it for you to handle payments online when booking a space?
4. **Usage Patterns:** Describe how often and for how long you typically book coworking spaces.
5. **Flexibility Needs:** How important is flexibility (like choosing between daily, weekly, monthly bookings) to you?

Open-ended Questions:

1. Can you walk me through how you usually find and book a coworking space?
2. What challenges have you faced with existing booking systems?
3. What are the must-have features you would like to see in a new online booking system?
4. How do you feel about the ability to book spots in real-time online?
5. What are your thoughts on integrating payment options directly into the booking process?
6. How often would you change your booking durations (e.g., from daily to monthly)?
7. Would you prefer a mobile-friendly website or a desktop-only site for booking?
8. What security features do you expect when making online transactions?
9. What additional services or information would make the booking experience more valuable for you?

10. Can you describe a perfect booking experience you would like to have at Coworking Square?

Conclusion:

"Thank you so much for sharing your thoughts with us today. Your input is crucial in helping us build a user-friendly, efficient booking system for Coworking Square. We are considering further research and potentially a follow-up interview to refine our system. Would you be interested in participating in future studies or testing our prototype once it's ready? Again, thank you for your time and valuable insights!"

5 User Interviews Summaries

Profile 1: Alice, Freelance Graphic Designer

- **Age:** 29
- **Frequency of using coworking spaces:** 3-4 days a week
- **Key Insights:**
 - Prefers flexible booking options to match changing project needs.
 - Needs a visual calendar interface to see available spots easily.
 - Desires a simple, quick checkout process with immediate confirmation.

Profile 2: Dany, Tech Startup Founder

- **Age:** 34
- **Frequency of using coworking spaces:** Daily
- **Key Insights:**
 - Requires the ability to book meeting rooms and desks simultaneously.
 - Values the integration of additional services like printing and coffee on the booking platform.
 - Suggests a loyalty program or discounts for frequent users.

Profile 3: Artiom, Consultant

- **Age:** 41
- **Frequency of using coworking spaces:** Twice a week
- **Key Insights:**
 - Needs high flexibility in booking durations due to client-driven schedule changes.
 - Wants a robust notification system for booking confirmations, reminders, and changes.
 - Interested in a feature that allows for booking adjustments or cancellations online.

Profile 4: Oleg, Digital Nomad

- **Age:** 26
- **Frequency of using coworking spaces:** Varies, often month-to-month
- **Key Insights:**
 - Looks for coworking spaces in different cities; needs an easy-to-use global platform.
 - Prefers a user-friendly mobile interface for bookings on the go.
 - Emphasizes the importance of secure online payment methods.

Profile 5: Barbara, Researcher

- **Age:** 38
- **Frequency of using coworking spaces:** Weekly
- **Key Insights:**
 - Requires quiet, private areas that can be booked for intensive work sessions.
 - Interested in a feature that provides information about the facilities of each coworking space (e.g., libraries, labs).
 - Suggests integrating a real-time chat service for immediate assistance or inquiries.

Common Themes and User Needs

From the interviews, several common themes emerged that are crucial for the design of the booking system:

- **Flexibility:** Users from various professions need flexible booking options that can adapt to their varying schedules.
- **Ease of Use:** A clear, intuitive interface is essential, particularly one that works well on both desktop and mobile devices.
- **Integrated Services:** Users appreciate having the option to book additional services like meeting rooms or on-site facilities alongside their workspace.
- **Security:** Strong, reliable security measures for processing payments are a must-have for all users.
- **Communication:** Efficient communication tools, including confirmation emails, reminders, and real-time assistance, are valued.

A Persona from 5 users interview:

https://drive.google.com/file/d/1WW6xAOie0_7dfo4T6fKET4585rM9YsZA/view?usp=drive_link

Oliver Sepp



Brief description

Age: 30
Male
Tallinn
Married
Lives with his family
Consultant
Medium income

"I need a workspace that adapts to my schedule, not the other way around." "When I'm in a city for a client, finding a quiet, professional place to work at short notice is crucial."

Habits

Early Riser: Starts the day early to plan ahead and prepare for client meetings.

Pre-planner: Regularly uses apps to schedule and adjust his bookings.

Networker: Frequently engages with new professionals in coworking spaces.

Health-conscious: Prefers locations with options for healthy living, including gyms or wellness areas.

Drivers/Needs

Reliability: Needs a booking system that is always up-to-date and accurate.

Flexibility: Requires the ability to easily modify or cancel bookings.

Convenience: Prefers to manage all aspects of bookings through a single platform.

Support: Values quick customer service for any issues or questions.

Personality

Detail-Oriented: Prefers environments that are well-organized and well-managed.

Efficient: Values quick, streamlined processes that save time and avoid hassle.

Adaptive: Comfortable adjusting to new situations and environments quickly.

Professional: Maintains a high standard of professionalism in all aspects of work.

Current Feelings

Stressed: Often under pressure from tight client deadlines.

Overwhelmed: Juggling multiple client demands and travel can be exhausting.

Determined: Highly focused on delivering results and maintaining client satisfaction.

Optimistic: Enthusiastic about using technology to enhance work efficiency.

Common Trends

Use of Technology: Relies on digital tools for scheduling and communications.

Frequent Traveler: Often in different cities for work.

High Usage of Coworking Spaces: Regularly books spaces for varying durations.

Quality Seeker: Looks for coworking spaces that offer high-quality amenities.

Fears/ Frustrations

Inefficiency: Wastes no time on slow or buggy booking systems.

Poor Workspace Quality: Frustrated by coworking spaces that don't meet his professional standards.

Lack of Privacy: Concerned about spaces that do not offer private areas for confidential discussions.

Overbooking: Anxious about arriving at a space and finding no available spots despite having a booking.

Jobs To Be Done / Problem Statement:



When trying to book a workspace:

Secure a coworking space.

Users need to quickly find and reserve a workspace that suits their needs in terms of location, availability, and amenities.

In this situation:

Users need to quickly find and reserve a workspace that suits their needs in terms of location, availability, and amenities.

Define Outcomes:

People struggle to find suitable workspaces:

Efficiently identify available spaces that meet specific criteria (location, privacy, amenities).

What makes getting this job done in this situation inefficient?:

- Existing platforms may not offer real-time availability, causing delays and uncertainties.
- Lack of detailed information about the amenities and environment of the coworking spaces.
- Cumbersome payment and booking confirmation processes.

Define Emotional Jobs:

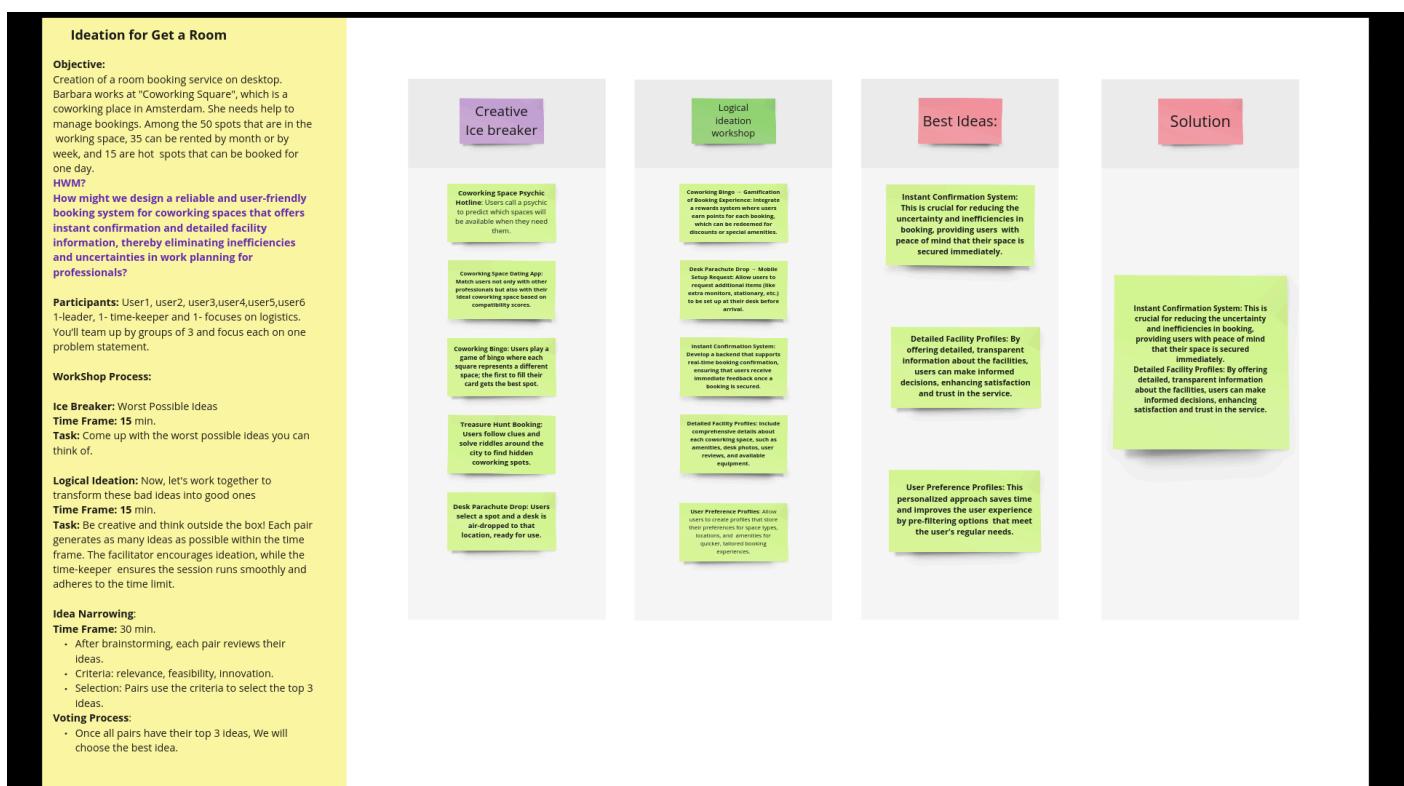
- Users want to feel confident and in control when securing a workspace.
- Users want to avoid the frustration and embarrassment of arriving at a coworking space that does not meet their expectations or, worse, finding there is no booking in place.
- They desire to be perceived as efficient and competent by their peers and clients.

Problem Statements

- Coworking Space Accessibility Problem Statement:** "Coworking space users like Oliver need a way to efficiently identify and book spaces that meet specific requirements, such as location and amenities, because they face difficulties with platforms that do not update in real-time or provide sufficient details, leading to potential professional embarrassment and stress."
- Reliable Booking System Problem Statement:** "Professionals using coworking spaces require a reliable and user-friendly booking system that confirms spaces instantly and provides comprehensive details about the facilities, because current systems often lack immediacy and detail, causing inefficiency and uncertainty in their work planning."
- Integrated Service Experience Problem Statement:** "Users of coworking spaces need a seamless booking experience that integrates real-time availability, detailed descriptions, and immediate payment processing, because the lack of these features makes booking time-consuming and stressful, impacting their productivity and professional image."
- Flexible Workspace Booking Problem Statement:** "Dynamic professionals require a flexible and adaptive booking system for coworking spaces that allows for easy modifications and cancellations, because they often encounter unpredictable changes in their schedules which current platforms do not accommodate efficiently, leading to lost time and frustration."

Ideation:

https://drive.google.com/file/d/1OEIqjZJTCFVUpzLACCLb84-qWeX-EVj/view?usp=drive_link



Solution:

Creating Instant Confirmation System: This is crucial for reducing the uncertainty and inefficiencies in booking, providing users with peace of mind that their space is secured immediately.

Detailed Facility Profiles: By offering detailed, transparent information about the facilities, users can make informed decisions, enhancing satisfaction and trust in the service.

Prototype Mid-Fidelity Demo:

midfieldModel.mkv

Test Protocol for Usability Testing of Coworking Space Booking Platform

Scope of the Test:

This usability testing focuses on evaluating the newly developed booking system's effectiveness in providing reliable and user-friendly service. The platform is designed to offer instant booking confirmations, detailed facility profiles, and personalized user preferences management. The test will assess the platform's ability to streamline the booking process, enhance user satisfaction, and reduce inefficiencies in workspace management for professionals.

Objectives:

1. **Instant Booking Confirmation:** Assess the effectiveness of the instant booking confirmation feature in providing immediate feedback to users after booking.
2. **Detailed Facility Information Accessibility:** Evaluate how easily users can access and understand detailed information about coworking spaces.
3. **User Preference Management:** Test the usability of the user preference profile feature and its impact on customizing booking experiences.
4. **Overall User Satisfaction:** Measure user satisfaction with the platform's functionality and interface.

Metrics:

1. **Task Completion Rate:** Percentage of tasks completed successfully by users.
2. **Time on Task:** Time taken by users to complete each task related to the features.
3. **Error Rate:** The number of errors users make while interacting with the platform.
4. **User Satisfaction:** Gathered through post-test surveys to gauge overall satisfaction with each feature and the platform as a whole.

Steps and Instructions:

1. **Introduction and Consent:**

- Briefly explain the test's purpose, emphasizing the importance of user feedback for enhancing the booking system.
- Obtain consent to proceed with the test and record interactions for analysis.

2. Task Assignments:

- Assign users specific tasks such as making a booking using the instant confirmation feature, accessing and reviewing facility information, and setting up a user preference profile.

3. Observation and Note-Taking:

- Observe user interactions with the platform, noting any difficulties, errors, and overall task completion time.
- Pay special attention to how users navigate the interface and access information.

4. Post-Test Survey:

- Administer a detailed survey to collect feedback on their experience, including satisfaction levels and any challenges faced.

5. Debrief:

- Offer an opportunity for users to share additional thoughts or feedback on their experience.

Introduction to Greet the User:

"Welcome, and thank you for participating in our usability testing session today! Your feedback is incredibly valuable as we aim to enhance our coworking space booking platform, making it more user-friendly and efficient for professionals like you. Today, you'll be testing features designed to simplify your booking experience, including instant booking confirmations and detailed space information. Remember, there are no right or wrong responses; we're interested in your genuine experience to help us improve."

Conclusion to Thank the User:

"Thank you immensely for your time and valuable insights today! Your feedback is crucial for us to refine our booking system and provide a better, more efficient workspace management experience. We're dedicated to creating a reliable and user-friendly platform for all professionals, and your contributions today are a significant step towards achieving that goal. Thank you once again, and we hope you'll find our system increasingly useful in managing your workspace needs."

Potential User Feedback and Improvements:

- Enhance Instant Confirmation Feature:** Ensure that the instant confirmation system is fail-safe and even faster, with immediate email or mobile notifications.
- More Detailed Facility Information:** Include virtual tours of spaces, real-time availability status updates, and more comprehensive details about amenities.
- Improve User Preference System:** Allow for more granular control in user preferences, such as specific desk locations or favorite amenities.
- Optimize User Interface:** Ensure that the platform's interface is intuitive, with straightforward navigation and a responsive design suitable for both mobile and desktop devices.
- Expand Customization Options:** Provide more personalized booking options, such as the ability to book additional services directly through the platform (e.g., parking spaces, lockers).

This test protocol outlines a structured approach to evaluating the new coworking space booking platform, aiming to identify areas for improvement and ensure the system meets user expectations and needs effectively.

Usability Testing Report for Coworking Space Booking Platform Improvements

Introduction

Following the initial usability testing of the coworking space booking platform, several key improvements were identified and implemented based on user feedback. This report details the testing process, highlights the improvements made, and provides comparisons between the previous and updated versions of the platform. The key learnings from this iteration are also discussed, offering insights into the continuous enhancement of the user experience.

Improvements Implemented:

1. Instant Booking Confirmation Enhancement:

- **Initial Version:** Users experienced delays and were sometimes unsure if their bookings were confirmed.
- **New Version:** The booking confirmation process was optimized for speed and reliability, with immediate visual and email confirmations now standard.

2. Expanded Facility Information:

- **Initial Version:** Some users felt that the information provided about facilities was insufficient for making an informed decision.
- **New Version:** Detailed facility profiles were enhanced to include virtual tours, user reviews, and real-time updates on available amenities.

3. User Preference Management:

- **Initial Version:** The platform had basic preference settings, which were not sufficiently impactful in refining user searches.
- **New Version:** User preferences now include detailed filters for amenities, location preferences, and frequently used facilities, which can be saved and edited at any time.

4. Optimized User Interface:

- **Initial Version:** Users found the interface to be clunky and not very intuitive, especially on mobile devices.
- **New Version:** The interface was redesigned for simplicity and responsiveness, with an emphasis on ease of navigation and accessibility on both desktop and mobile platforms.

Methodology

A group of participants was selected to interact with the updated coworking space booking platform, performing tasks such as making instant bookings, accessing detailed facility information, and setting user preferences. Their interactions were closely monitored, and feedback was collected through direct observation, task completion rates, error rates, time on task, and post-test surveys.

Conclusions and Comparisons:

- **User Interface and Navigation:**
 - **Old Version:** Users reported difficulties navigating the platform and often required multiple steps to complete a booking.
 - **New Version:** The streamlined interface, with intuitive navigation and fewer clicks needed to complete actions, significantly improved user satisfaction. Task completion rates increased, and error rates decreased.
- **Booking Process:**
 - **Old Version:** The booking process was often slow and lacked immediate confirmation, causing uncertainty.
 - **New Version:** Instant confirmation features and a quicker, more reliable booking process resulted in higher user confidence and satisfaction.
- **Information Accessibility:**
 - **Old Version:** Limited information about coworking spaces led to hesitation and dissatisfaction among users.
 - **New Version:** The addition of detailed facility information, including virtual tours and real-time availability, enhanced the decision-making process for users.
- **Personalization:**
 - **Old Version:** Basic personalization features were not effectively meeting user needs.
 - **New Version:** Enhanced user preference management allows for a more personalized and efficient booking experience, closely aligning with individual user workflows and preferences.

Key Learnings:

1. **User-Centric Design:** Gathering direct feedback and closely observing user behavior are critical for identifying and addressing user needs and pain points effectively.
2. **Importance of Quick Feedback:** Instant feedback, particularly in the form of booking confirmations, is essential for user confidence and satisfaction.
3. **Enhanced Information Provision:** Providing comprehensive, detailed information about facilities significantly aids in the decision-making process.
4. **Adaptive User Interface:** An intuitive, easily navigable user interface is crucial for user engagement and satisfaction, especially on mobile devices.
5. **Personalization as a Priority:** Advanced personalization features are highly valued by users, as they help streamline the booking process and enhance the overall user experience.

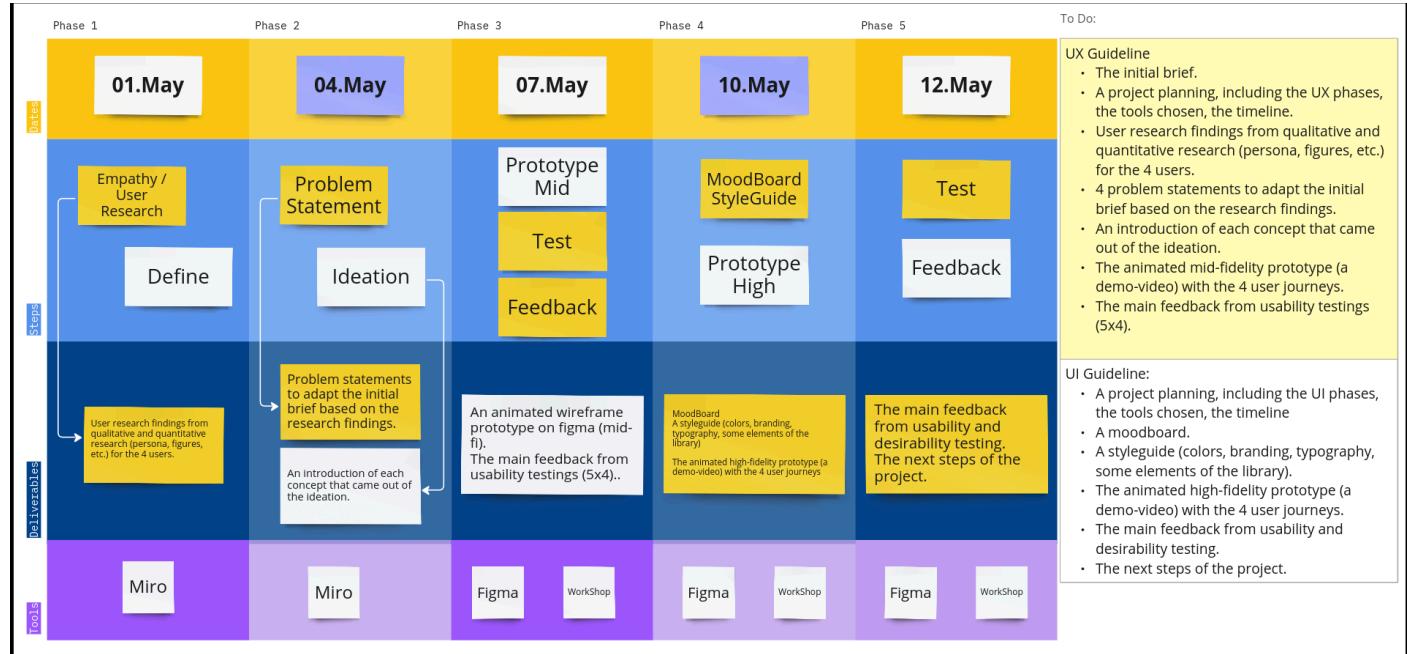
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The iterative approach to testing and refining the coworking space booking platform has led to substantial improvements in user experience, efficiency, and satisfaction. This process underscored the importance of responsive design, user feedback, and the continuous pursuit of improvements. Future developments should continue to focus on personalization, enhancing the accuracy of user preference settings, and expanding the variety of available spaces to cater to an even broader range of professional needs.

UI

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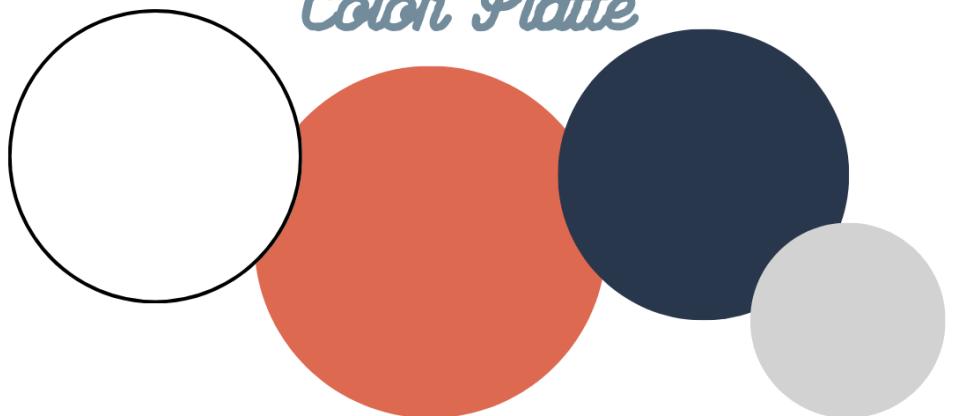
MoodBoard

moodBoard.png

CO-WORKING SQUARE MOODBOARD



Color Plate

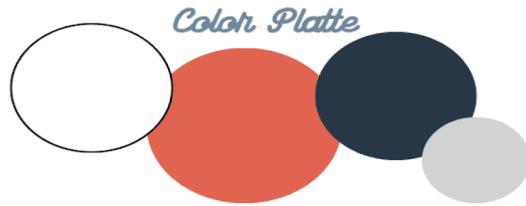


Fonts

HEADING 58 BOLD POPPPINS	DESCRIPTION 50 BOLD Volkov
BODY 20 SEMIBOLD Poppins	BUTTONS 12 SEMIBOLD Poppins

Components:

componenets.png



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1 Month <input checked="" type="checkbox"/>
1 Month <input checked="" type="checkbox"/>
1 Week <input checked="" type="checkbox"/>
Daily <input checked="" type="checkbox"/>
1 Month <input checked="" type="checkbox"/>

1 Month
1 Week
Daily

1 Month
1 Week
Daily

Success Your Booking has been Confirmed
Check your Email for invoice

Get in Touch
Proceed Reservation

Choose your Payment method

Credit Card VISA PayPal

Card Number

1234 5679 6890 5764

CCV

Expiry Date

Month Year



Stay in touch via our newsletter

Your Email

SUBSCRIBE

The Social Hub Amsterdam City
4.4 (3,571) - 4-star hotel

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Featured options Booking.com Easter service. Save with our Easter Deal! €119 >

The Social Hub Amsterdam City Official site €119 >

Agoda €119 >

Phionline Free WiFi €119 >

About Co-Working Square

We believe it takes a community to grow a company! By bringing together a like-minded, unique mix of entrepreneurs who reinforce each other during the challenging entrepreneurial journey of building a successful business.

Contact us

Address: Wibautstraat 129, 1091 GL Amsterdam, Netherlands
Phone: +31 20212324
Email: thesocialhub@socialhub.co



Check-in time: 15:00
Check-out time: 12:00

High Fidelity Prototype:

coworking high.mkv

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