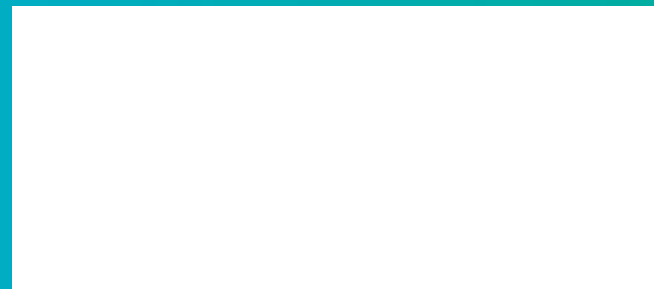


JOSEPH KIM



SPACE

A Work Space Finding App




UX PROCESS BOOK

## Statement

With the digital revolution, now the digital nomad era has arrived. People no longer stay in one place to work or study. People actively seek out the space where they can work efficiently. And go anywhere if there are spaces to work on. According to one study, a cafe-like space provide more creative inspirations than any other spaces. People arounded environment makes people work harder and stirs inspiration. However, information about workspaces is limited. People are having trouble to find suitable workspace for them. Space is a app that provides customized information suitable for the user by comparing prices, environments, etc. from work space rental services to cafes and libraries to small spaces.



# Competitive Analysis

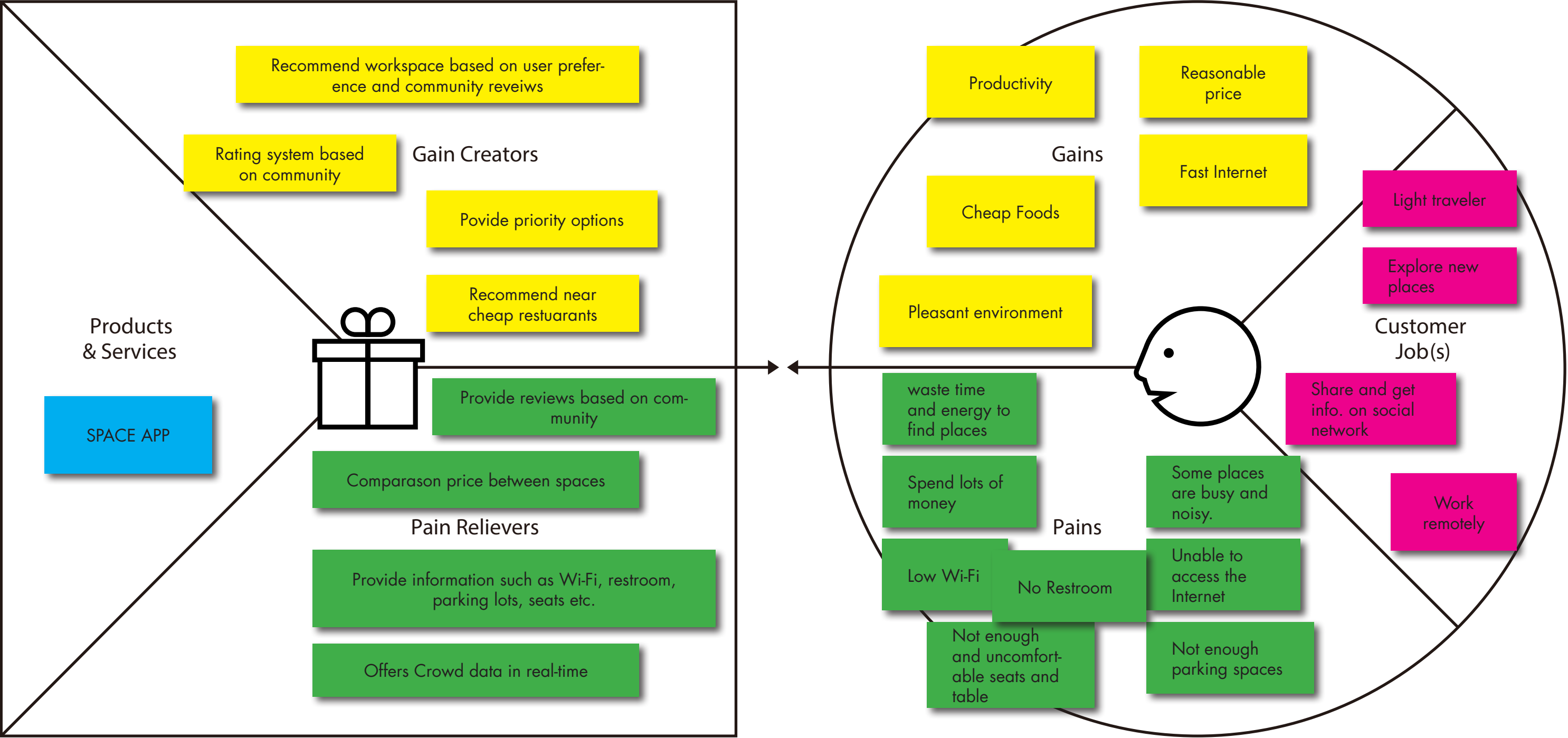
Competitors	URLs	Purpose of App	Primary Categories	Revenue Model	Social	Content	Personalization	Community/UGC Features	Value Added Features	Competitive Advantage, Diffentiator	Analysis
Direct Competitors											
 <b>WORKHARD ANYWHERE</b>	workhardanywhere.com	Finding work spaces when user is on the run or in a foreign city.	Productivity	Non profit.	Review	Offers place to work	User can save and rate favorite places.	Engage by contribute ratings.	User rating system. Discover places by user community. most of spaces are not needed fee.	Not limited only neighborhood libraries and college campus. This app offers every places and user can improve this app by contributing their reviews. This app looks like Waze + Yelp.	WHA is a direct competitor for the community based ‘finding place for working & studying’. WHA provide place information by user contribution. Users rate the Internet speed, the work space size, and more. WHA is a non-profit service. Also, this service doesn’t have any ads. This service right app for students and freelancer.
 <b>breather</b>	breather.com	Finding & Booking Wokrspace on the go	Productivity	Make a profit through commissions		Offers place to work	Local information filtering		User rating system. Hourly or daily pay.	AirBnb style booking system. Lots of places. Becoming a host or a guest.	Breather is similar to AirBnb. This platform is for host who offers space and guest. The pricing is various. Most price is started from \$50/hr. Host offers good quality of amenities. This service target is business people, not for students. Make a profit through commissions
 <b>peerspace</b>	peerspace.com	Booking space for events, meetings and productions.	Productivity	Make a profit through commissions		Offers place to work	Local information filtering		User rating system. Hourly pay.	AirBnb style booking system. Lots of places. Becoming a host or a guest. Places are classified by three types.(Offsite, Event, Production)	Peerspace is also similar to AirBnb. Peerspace is a platform for host and guest. The pricing is various. Most price is started from \$50/hr. Host offers good quality of amenities. This service target is business people, not for students. Places are classified by purposes.(Offsite, Event, Production) Make a profit through commissions

# Value Proposition Canvas

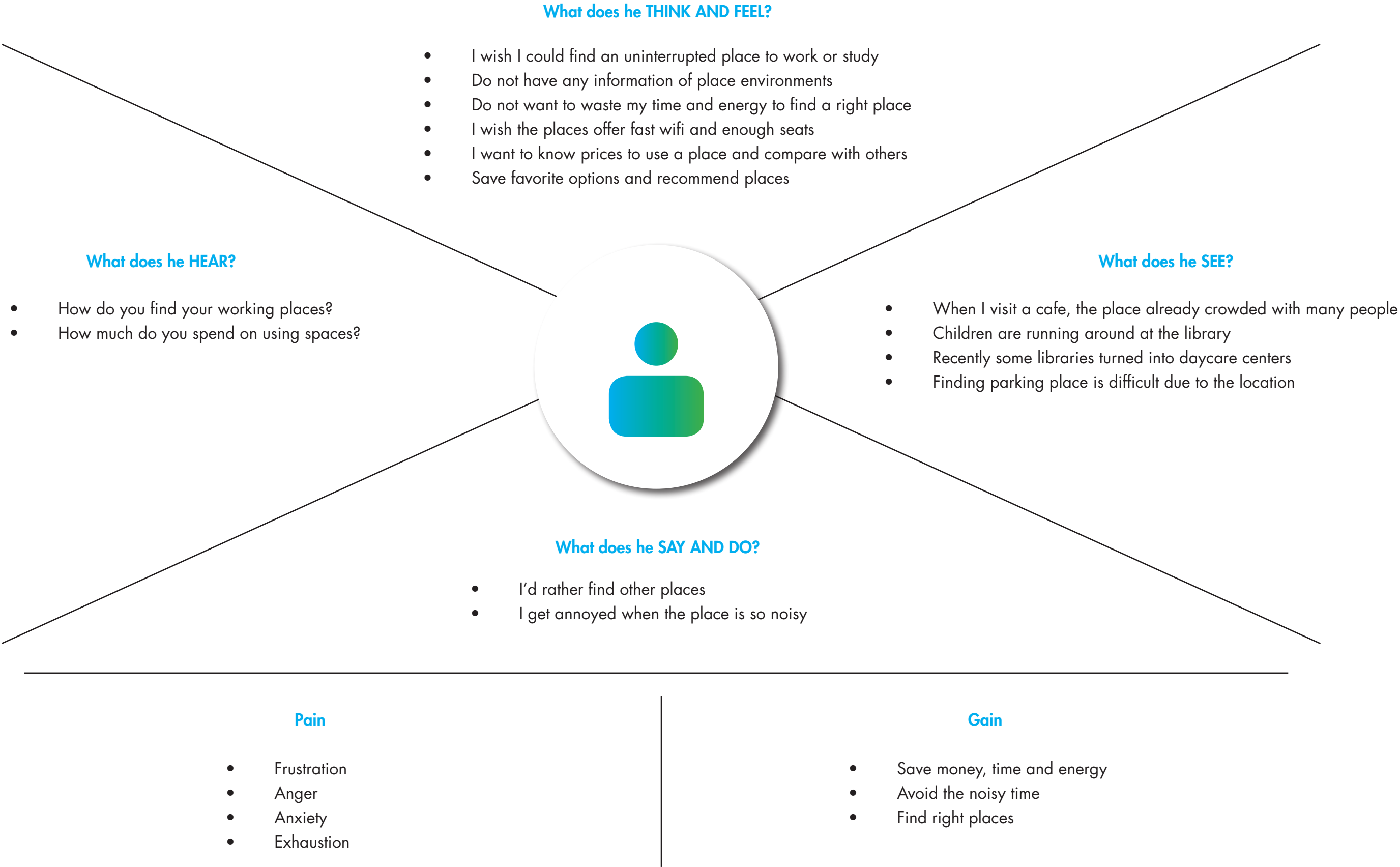
VALUE PROPOSITION

CUSTOMER SEGMENT

20~30's digital nomads



# Empathy Map



# Survey Results

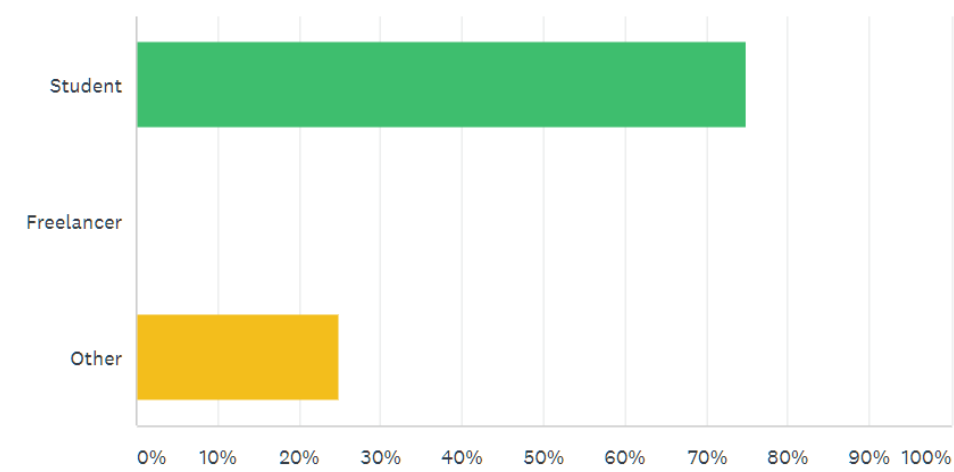
Q1

Are you a student or freelancer?

Answered: 4   Skipped: 0

Customize

Export ▼



ANSWER CHOICES	RESPONSES	
▼ Student	75.00%	3
▼ Freelancer	0.00%	0
▼ Other	25.00%	1
TOTAL		4

Survey Link <https://www.surveymonkey.com/r/2NBMRCB>

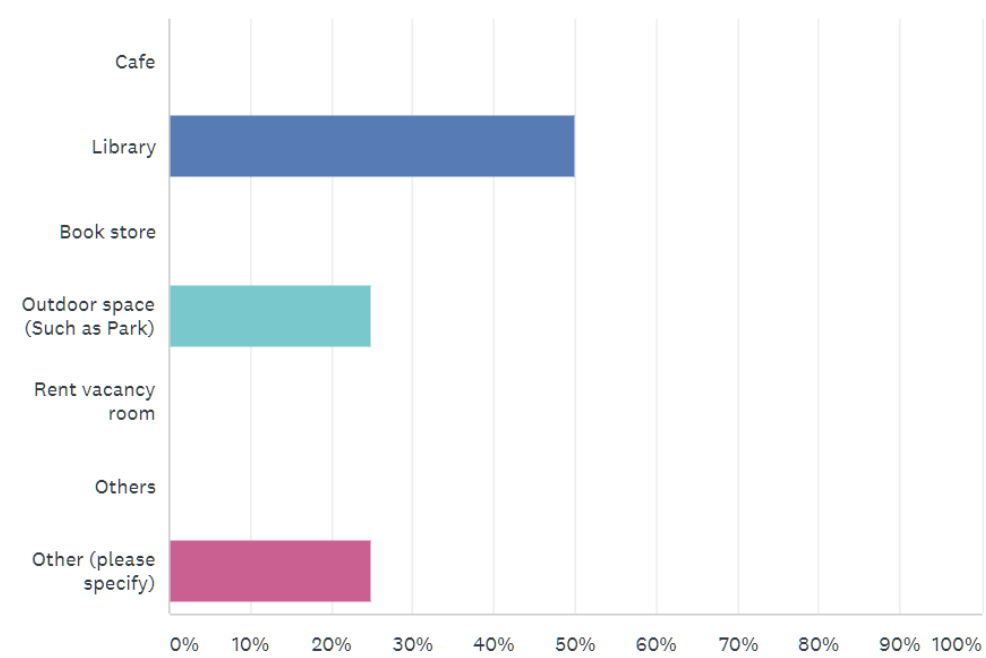
Q2

Where do you visit to use a workspace or studyspace? (Category)

Answered: 4   Skipped: 0

Customize

Export ▼



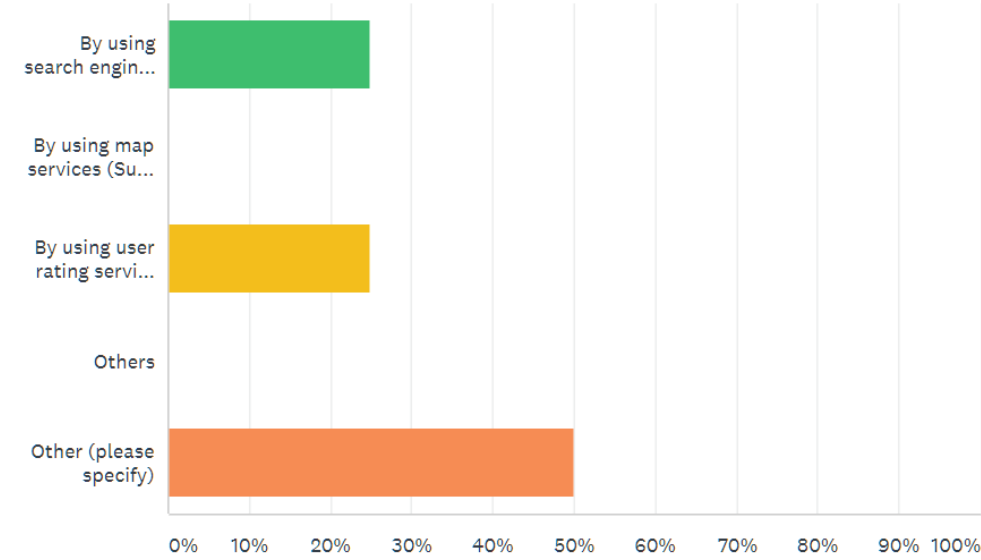
ANSWER CHOICES	RESPONSES	
▼ Cafe	0.00%	0
▼ Library	50.00%	2
▼ Book store	0.00%	0
▼ Outdoor space (Such as Park)	25.00%	1
▼ Rent vacancy room	0.00%	0
▼ Others	0.00%	0
▼ Other (please specify)	<a href="#">Responses</a> 25.00%	1
TOTAL		4

Q3

How do you find your workspace or studyspace?

Answered: 4   Skipped: 0

Customize   Export ▼



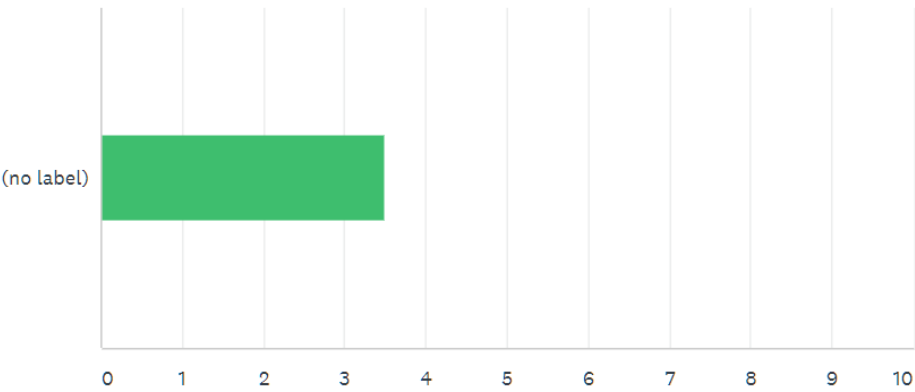
ANSWER CHOICES	RESPONSES	
▼ By using search engine (Such as Google Search)	25.00%	1
▼ By using map services (Such as Google Map)	0.00%	0
▼ By using user rating services (Such as Yelp)	25.00%	1
▼ Others	0.00%	0
▼ Other (please specify)	Responses 50.00%	2
TOTAL	4	

Q4

Did you satisfied with the place?

Answered: 4   Skipped: 0

Customize   Export ▼



	DISSATISFIED	NEUTRAL	SATISFIED	TOTAL	WEIGHTED AVERAGE
▼ (no label)	0.00% 0	75.00% 3	25.00% 1	4	3.50

Q5

Export ▼

If you dissatisfied with the place please explain why.

Answered: 1   Skipped: 3

RESPONSES (1)   TEXT ANALYSIS   MY CATEGORIES

Categorize as... ▼

Filter by Category ▼

Search responses



Showing 1 response

not always able to get a place to sit down

11/4/2017 1:18 PM

[View respondent's answers](#)

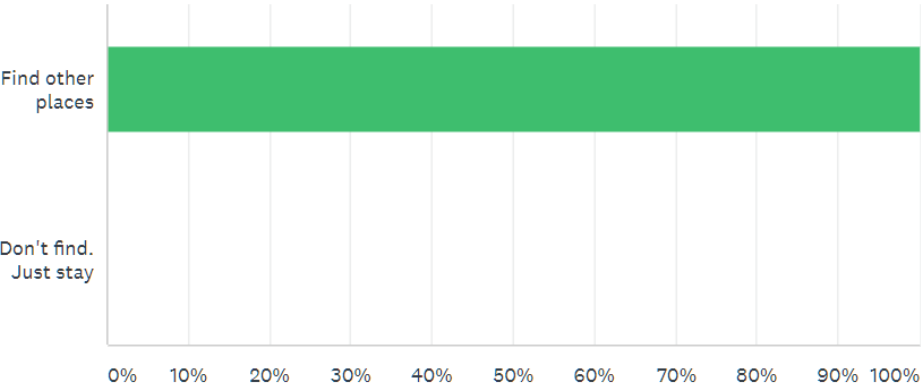
Q6

Customize

Export ▼

If you dissatisfied, how do you solve the problem?

Answered: 3   Skipped: 1



ANSWER CHOICES	RESPONSES
Find other places	100.00% 3
Don't find. Just stay	0.00% 0
TOTAL	3

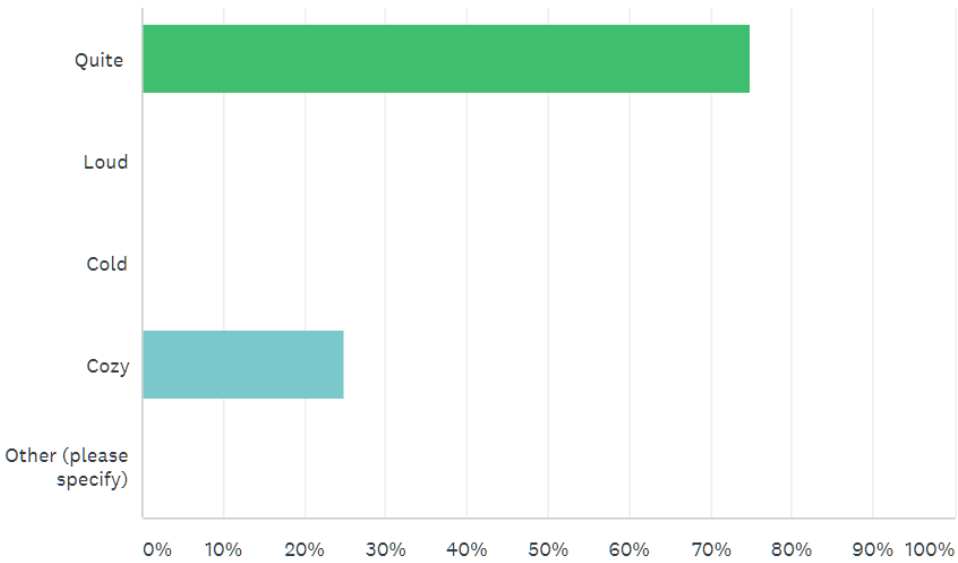


Q7

Customize Export

What environment do you prefer when you work or study?

Answered: 4 Skipped: 0



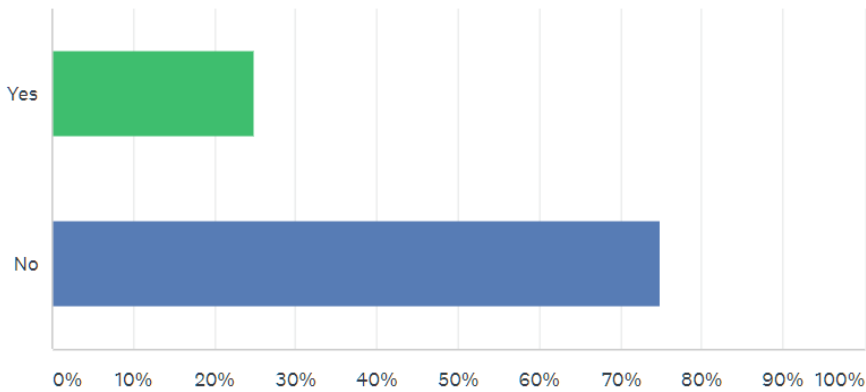
ANSWER CHOICES	RESPONSES	
▼ Quite	75.00%	3
▼ Loud	0.00%	0
▼ Cold	0.00%	0
▼ Cozy	25.00%	1
▼ Other (please specify)	Responses 0.00%	0
TOTAL		4

Q8

Customize Export

Have you ever paid for using the space?

Answered: 4 Skipped: 0



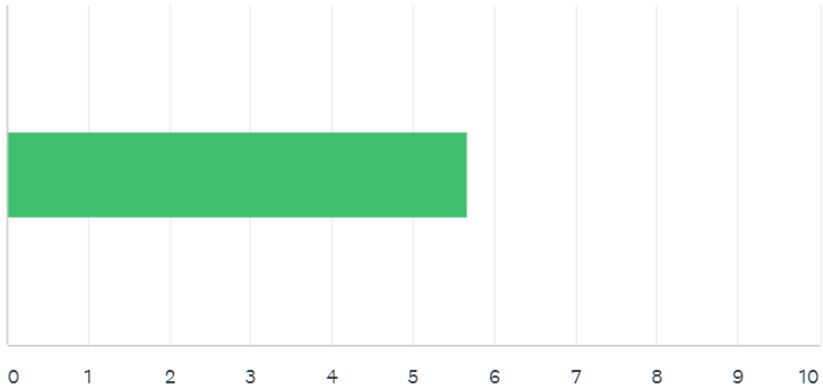
ANSWER CHOICES	RESPONSES	
▼ Yes	25.00%	1
▼ No	75.00%	3
TOTAL		4

Q9

Customize Export

How much do you usually pay per day? or Will you pay?

Answered: 3 Skipped: 1



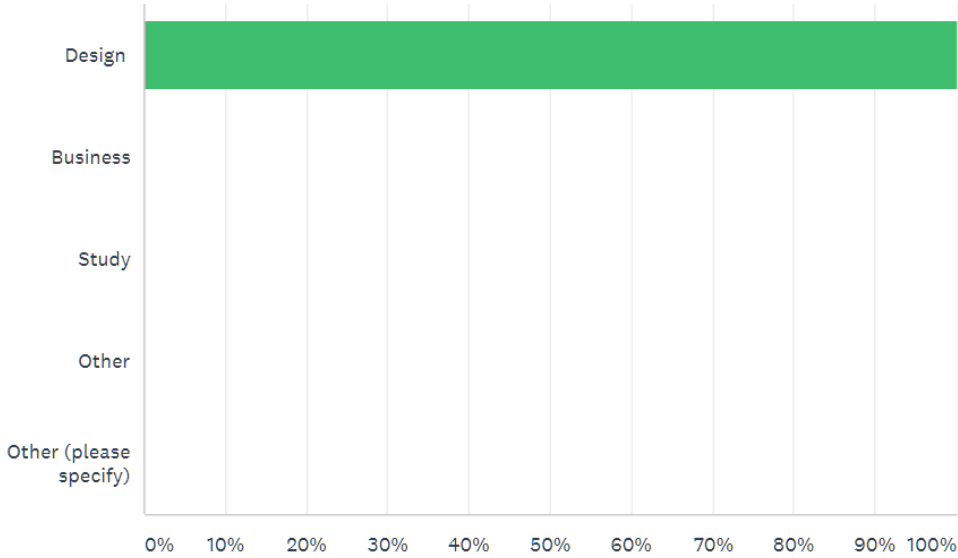
ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Responses	6	17	3
Total Respondents: 3			

Q10

Customize Export

What kind of work do you usually do in the workspace?

Answered: 4 Skipped: 0



ANSWER CHOICES	RESPONSES
Design	100.00% 4
Business	0.00% 0
Study	0.00% 0
Other	0.00% 0
Other (please specify)	0.00% 0
TOTAL	4

# Interview

**Joon** Joon is a freelance concept artist in his late 20s. Usually he works at home. When he wants to work outside, carrying a small tablet and a laptop, he always goes to restaurants and cafe. Sometimes he goes to libraries. In that place, He collaborates with fellow designers. He uses products such as Google Map or Yelp to see reviews, but he doesn't know whether it is the right place to work. Some place he visited was disappointed. The place didn't offer Wi-Fi. Also, lighting was bad, and there was even no power outlet. He said he would like to use a product that shows amenity options of places and can recommend places suitable for him. His work hours outside is about two hours, but he gets some inspirations during outdoor work. He knew services that rent workspaces. He wants to use the services if he given chance. He thinks it would be reasonable to pay around 10 to 20 dollars a day. As a coffee enthusiast, Joon hope rental services offer coffee.

**Timothy** Timothy is a student in his early 20s whose major is media design. He, always carrying a laptop, goes to a cafe when he needs to do design class assignment. He likes café a lot because the atmosphere of the cafe helps him to get more inspiration than study at the library or at home. He spends about two to three hours a day, three times a week, and have a cup of coffee and a simple dinner together at a cafe. His worst experience at the café is that chairs are uncomfortable to stay for a long time, and crowds of people distracted him when the café is busy. He wants to avoid busy hours. In spite of those experiences, he visits the café for getting creative ideas and said best thing study at cafe is that meals are provided in one place and the mood makes him more productive than doing at home. He sometimes has a difficult time finding a suitable place for studying. He didn't know there are space rental services. He said he wants to use the services, if those spaces are close to the school and service fee is reasonable.

**Jessica** Jessica works in the marketing department of the company and goes to school on the weekend. She works at office and studies at home, but she has never work and study outside her office and home because of privacy issues. If the privacy issue is resolved, she wants to work in outside places. She goes on a business trip to another country sometimes. She said it would be difficult to find a work space due to language problems and limited information. She preferred to meet people in cafes, but when people are too crowded she wants to find another place. She said it would be nice if there is a app provides information of the place in real-time.

**Do-young** Do-young is a pet product designer in his mid-30's. He often goes business trips and stay at a hotel. Most hotel amenities are good. He said hotel has a good Wi-Fi and a pleasant environment. He think working at a hotel is better option than any other place. He never thought of going to another space to work. Even if he goes out to find workspace, he doesn't know where to go. There is no information about workspace. When he thought about a space rental service, he thought of Airbnb. He had used Airbnb for his vacation and he was quite satisfied with the service. His best experience was price and simple process. He has heard of workspace rental services. He think \$15 a day is ideal for the service price, but he think most services are expensive. He think those services are appropriate to a self-employed or a freelance designer. He said he may don't want to stay there all day. He think it would be better to use a cheaper café or library. He likes hotels more because business hotels have everything. When he need to find a ideal hotel, he looks at on-line community reviews. He suggested workspace finding services must have recommendation options according to user's preferences.

Persona

Emilia Clarke

AGE

OCCUPATION

STATUS

LOCATION

ARCHETYPE

29

Freelance Designer

Single

Los Angeles, CA

Digital Nomad



“For productivity I’d like to find pleasant workspaces”

Motivation



Goals

- Find suitable workspaces
- Save money

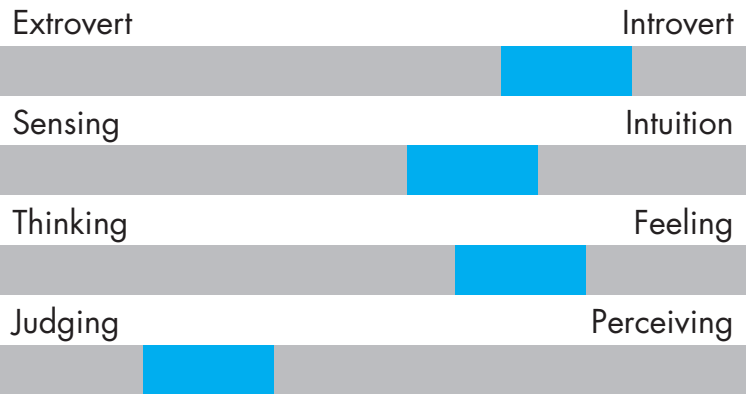
Frustrations

- Waste time and energy to find workspace
- Some places are busy and noisy
- Not enough and uncomfortable seats and tables
- Spend lots of money

Bio

Clarke is freelance designer. She’s been worked

Personality



Technology



Brands

