

CoworkClub

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*Final project for the subject of **System Analysis**, class **P6**.*

Team

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1 - Introduction

Remote working is an up-and-coming trend, pushed by a global pandemic that forced workers to distance themselves from other workers. Although many workers prefer to work from home, there is a growing trend in attending coworking spaces. This can be because workers grew tired of staying at home, but it is a fact that workplaces have advantages in relation to a home environment, this can be of a material nature (like office paraphernalia) or immaterial nature (like socialization with other workers). But how can a worker find a coworking space that suits his/her needs? That is where **CoworkClub** comes in.

1.1 - Executive Summary

This report presents the results of the Inception phase, which adopts the method from OpenUP, which is characterized by the concept of the development product.

In this study case, the development of the new information system was asked by **CoworkClub** in response to the surge of new rental spaces adapted to remote work needs.

CoworkClub, which works in the online services sector, intends with the new system to act as a mediator between clients and space managers. As such, the enterprise identified the necessity to develop a new information system, with adequate capacities for the new business positioning, including Online Listing + Filtering of available spaces.

For the development of this report, the project group researched the available spaces individually listed online gathering data such as pricing, resources provided, and scheduling.

1.2 - Version Control

Date	Editor	Changes
28/04/2022	David Araújo	Main report (Intro, Positioning, Overview, Stakeholder Descriptions)
04/05/2022	Filipe Costa	Executive Summary, Version Control, Restructuring To Template I
09/05/2022	Daniel Capitão & Samuel Teixeira	Restructuring to Template II, Review, Logo, Organization Renaming

1.3 - References & Supplementary Resources

For this project, the main inspiration came from platforms like **Airbnb** and **Booking**, which offer similar services but focus on leisure activities. From these platforms, we took inspiration from how service providers create new entries, are scored, and what type of information they must provide. From the client side we explored how one searches for providers, how can one filter this information, and how one selects a date and books a visit.

We also found various references on how remote work is growing and its effects on worker's life and productivity. For this, we visited **flexjobs.com** which provides all kinds of information about these subjects.

2 - Business Context & Opportunities

2.1 - Organization & Actuation Areas

CorworkClub is a start-up that found a necessity in the market for a centralized information system that allows clients to find coworking spaces, availability of these, and easy booking with these spaces. These necessities arrive from a growing remote work practice among **workers** and **companies** and a business opportunity for third-party companies to offer spaces that meet workers' needs.

We envision a **global market**, since this is an online platform that serves as an intermediary between coworking spaces and possible clients, and these two entities exist globally, our platform does not face obstacles imposed by geographical limitations.

2.2 - Impulse to Change

The impulse for the birth of this platform is evident, with a global pandemic that forced, more than ever, a physical distancing between workers, we stand in the optimal time to push forward and improve the experience of working remotely. There is also a will, created by two years of confinement, of leaving home and traveling to different places while still being able to work and remain productive. Here at **CoworkClub** we intend to encourage this trend by simplifying the process of finding and booking places where people feel comfortable working while traveling.

2.3 - Digitalization & Revenue Generation

For digitalization **CoworkClub** intends to develop a site in the style of a marketplace where owners of remote workspaces can list their business, plus contacts and specifications of resources provided to their clients. While regular users in need of a place for remote work can search through the available listings and choose the one that meets their requirements. Potentially pre-scheduling and paying the rental of said place. This allows for more efficient use of time for the individual user or the enterprise the user belongs to who can also rent in the name of its employees.

In terms of revenue, there are various typologies to be taken described in the following table:

Typology	Description
Google Ads	No registered/paying users are free to use the site but are presented with active ads.
Premium Membership	Paying users can use this service to see their product in prominent placing (front page, rotating mist others atop the regular listing.)
Remote Services	Product providers can pay to have CoworkClub do some of their logistical work, such as pre-scheduling, payment, and data analyses.
Commissions	Commission-based model, charging per-booking.

2.4 - Main Goals

There are **three** main goals for this platform:

1. **Centralized information:** At the moment of the proposal of this project, there is no centralized place where to find all the existing coworking spaces, a worker that intends to visit one must search online, site by site, with unfiltered information, for a place that meets his/her needs or requirements. **CoworkClub** could provide a library of all of this space's information, where a worker could easily filter and search for a place that satisfies him/her.
2. **Quality-based selection:** How can a worker, in search of a space, know if this space meets his/her needs in a suitable manner? One must rely on the biased information of this space management, which can be misleading. **CoworkClub** could easily solve this problem with a review and score system, based on the opinion of previous and current users of each space.
3. **Simplified and universal booking:** Today's diverse and proprietary solutions of each service provider pose a difficulty in adaptability by the user who, from provider to provider, must learn and comprehend a new booking and interaction system. Having a single platform that simplifies and standardizes these processes can ease the interaction of the user with multiple providers.

Limitation	Objective
The search for spaces is done site-by-site, which is time-consuming	Reduce the search time for spaces.
Comparing spaces is difficult since not all websites provide the same information.	Standardize the set of information provided to the customer.
Difficulty with managing booking and availability	Standardize the booking process among providers, as well as publicly announcing vacancies and availabilities.
Difficulty in reaching target audiences	With the platform, customers and providers know exactly what services to search for and what is provided.

3 - Product Overview

3.1 - Product Positioning

How can **CoworkClub** help? The main problem we can point out in the brief introduction of this project is the difficulty in **finding, selecting, and connecting** with **coworking spaces**. This **affects** not only **workers** (in the multitude of their formats) but also **employers** who require that employees have a minimum level of working conditions that promote each worker's productivity, and finally the **coworking spaces** themselves that can definitely take advantage of a more broad reach over the market.

The cumbersome task of looking for these spaces and choosing one that meets all the requirements of each worker set a challenge for everyone involved. Firstly, the search is **time-consuming**, and the poor choice of space due to the lack of information can severely **impact the productivity of the employee**, which will obviously affect the employer too. For the coworking spaces, the **lack of visibility and exposure** to the market can have devastating effects, but also the lack of a source of structured **feedback** relative to the service being provided can prove to be a **difficulty** when trying to **improve the quality** of this service.

To these problems, **CoworkClub** presents a solution whose benefits have been time-tested in other similar products. We will list some of the key aspects in the next section when we expose what are the main goals for this product, but the benefits of this kind of solution are self-evident, if we look at platforms like Airbnb, Amazon, Booking, and others alike, we can point out that **exposure, ease of communication** between the **service provider and client**, direct **competition** between providers, are all results of having a single point of contact between providers and clients in a way only a **service aggregator** can provide.

3.2 Main Functionalities

1. Search by name, location, and booking date;
2. Filtering of the result by:
 - a. Distance;
 - b. Space;
 - c. Booking duration;
 - d. Physical Size;
 - e. Team size;
3. Compare two or more spaces;
4. Create a user profile with preferences in spaces shown to the user;
5. Booking capability with the service provider;
6. Request additional information or special requests for the space;
7. A service provider can advertise multiple spaces.
8. A service provider can communicate (via IM) with booked clients.
9. CoworkClub can function as an intermediate in payment so as to assure quality services are provided.

3.3 Basis & Subsequent Increments

Need	Features	Priority	Planned Release
Search	Search by <ul style="list-style-type: none"> • Name; • Location. 	High	First Iteration
Provider access	Provider enunciates services and creates a profile.	High	First Iteration
Remote worker access	The person in need creates a profile	High	First Iteration
Coworker space subscription	Provider of the coworking space subscribes the place to the system, in order to provide regular access to certain workers.	High	First Iteration

Need	Features	Priority	Planned Release
Filtering	<p>The remote worker can filter the search according to certain aspects, such as</p> <ul style="list-style-type: none"> • Geographical Location • Price • Specific features, ... 	High	First Iteration
Book for a specific date	A space needs to declare a calendar or it vacancies	High	First Iteration
Check the status of a booking	A worker must be able to revisit the data about a booking, and a history of all the previous interactions with other providers	High	First Iteration
Reopen vacancies	If a worker cancels his/hers booking, that time frame must be made available for new workers	High	First Iteration
A worker can't book different spaces for same time frame	Since the use is personal, every time a worker books for a space, the time frame associated is also associated with the worker, disabling him/her from booking other spaces in colliding time frames	High	First Iteration

Need	Features	Priority	Planned Release
One provider can have multiples spaces, and one space can have multiples rooms	The provider must be able to create multiples instances of spaces, and in each space, multiple rooms, independent from each other and with different specifications.	High	Second Iteration
Make space unavailable for a certain period of time	A provider must have the capability to not accept booking requests for a defined time frame	Medium	Second Iteration
Do I know what I need? Do the providers?	Spaces can be categorized by professional area, for this they must meet criteria specific to the needs of this profession	Medium	Second Iteration
	A user can now search spaces specific to the type of work he/she intends to perform	Medium	Second Iteration

3.4 Stakeholders' Profile

Name	Motivation
Remote worker	Easier process of searching, filtering and booking a space to work. The remote worker can now ensure that the space it book meets his/her criteria and needs to be productive. Add a layer of trust with a mutually trusted intermediary in the payment process. Ease of management with multiple bookings.
Coworking Space	Return in revenue with a bigger turn out in the spaces. More information relative to the type of clients and their specificities. Ease of interaction with the clients. Easier management of bookings. Remote services can be a great help for new businesses with little starting funds.
CoworkClub	Service provider. Maintains a business model as the moderator and intermediary between end customers as service providers. Return in revenue from advertisement and premium subscription plans. Commission-based model, charging per-booking.

3.5 Limits & Exclusions

This report does not contemplate the conversion of this product into a mobile app.

This report does not consider the possibility of technical filtering of spaces adapted to specific uses: Office, Online Streaming, Video Editing, etc.

This report is not included the potentiality of a product listing per needs, in which a customer list his needs so he can be contacted by a potential provider that meets them.

CoworkClub does not have into consideration the possibility of helping the Space Providers on anything related to the quality, maintenance, and overall state of any space they own.