

# Redesign of Space App

- UI/UX Intern

Jun - Aug, 2021



# Project Summary

The project comprised of redesigning of Space app which will allow Stylework and it's partner spaces to get uninterrupted and smoother experience of accessing workspaces along with having real time access to daily usage reports.



# About Company

- Stylework is a technology enabled co-working aggregator serving both B2C and B2B segments.
- They are focused on empowering businesses of any size and seamlessly help them to build their own personalised space to maximise productivity fostering collaboration

# Our team



**Rounak Ghosh**

Design Head



**Chirag Badhal**

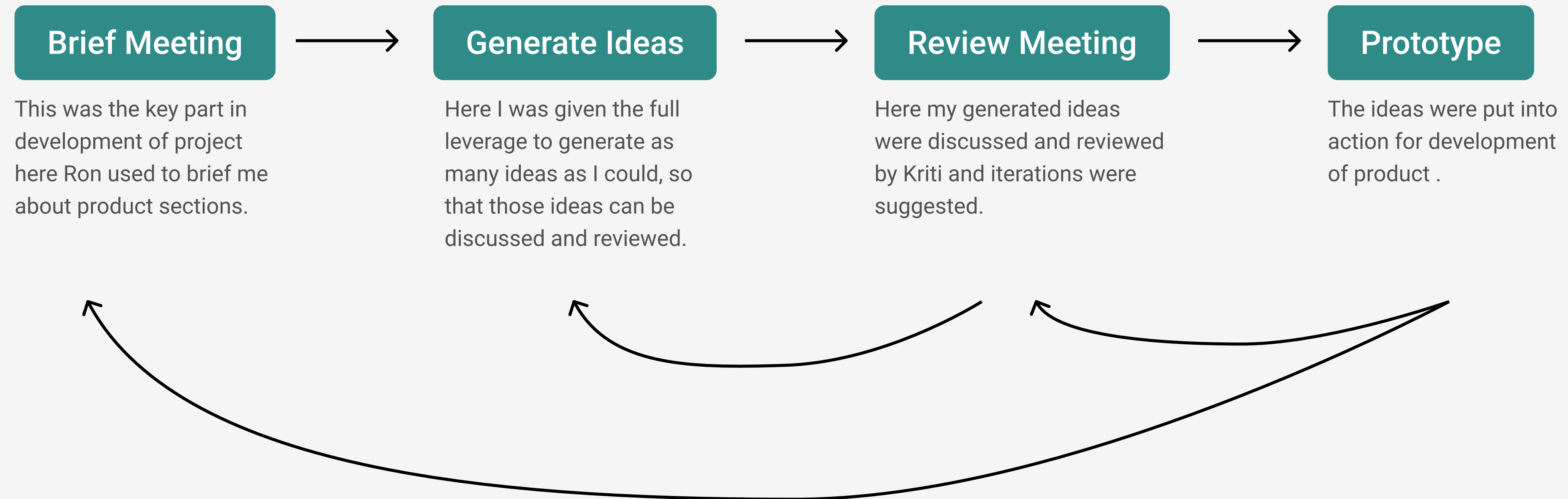
UI/UX Intern



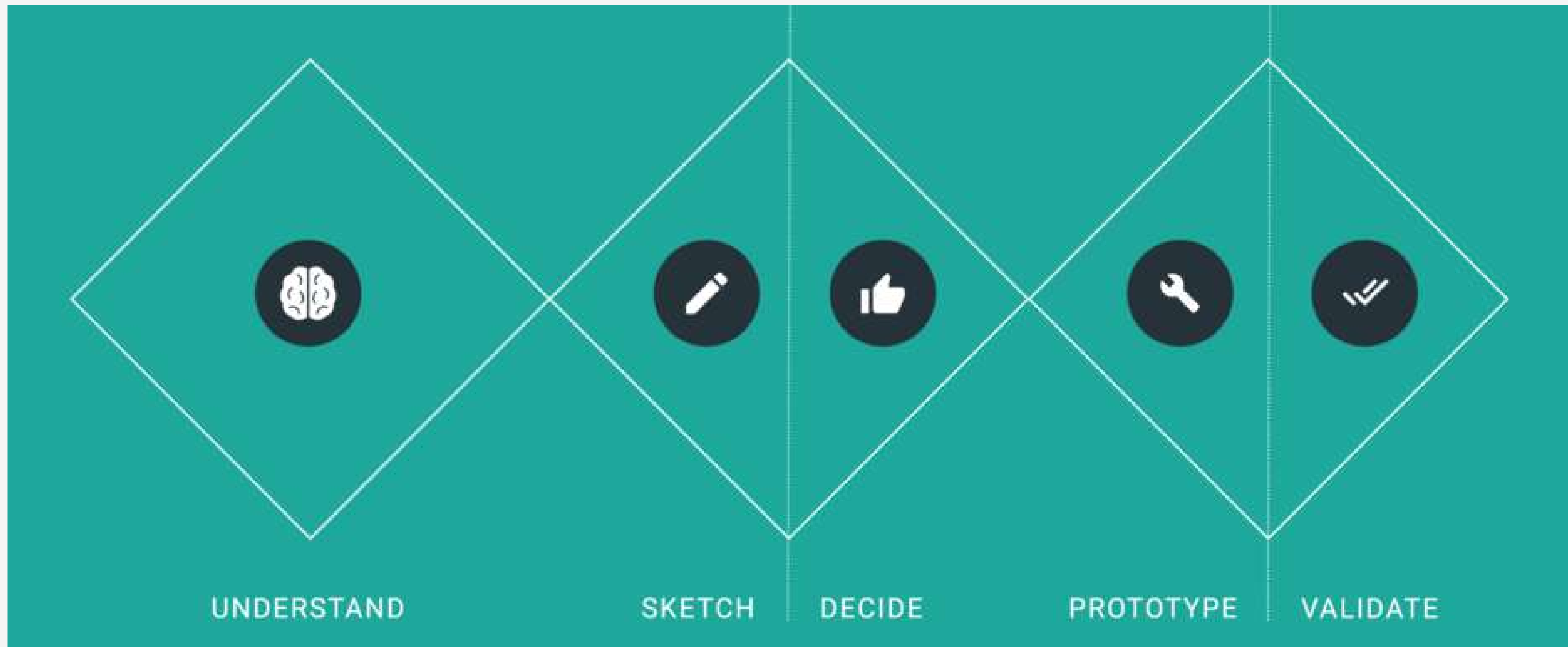
**Kriti Singh**

UI/UX Designer

# Work-Flow



# Design Process




# User Persona & Key Insights

Qualitative Research



# Persona

In order to understand the target audience’s mindsets, motivations, and behaviors, the data was collected through research and user interviews and futher the data was used to analyse and generate user personas (to understand and empathise our users)



Shruti Singh

Receptionist


Female, 32 yrs old


Language Proficiency (Hindi)


Language Proficiency (English)


Tech Savviness


Most Freqent apps used


 Facebook

 Whatsapp

 Messenger

 Youtube

 Multiplayer Games (Candy Crush, etc.)

 Telegram

Community Interaction

Whatsapp groups

Physical meetings

Facebook Groups

Phone Calls

Bio

Shruti is a receptionist for Co-offiz, situated at Magnum towers, Gurugram. Born and brought up in Delhi, Shruti has an array of client/consumer facing experiences. She has a vast experience at the front desk of office spaces.

Being a recent mother, Shruti has a keen task of checking on her kid even during work hours. She’s socially connected and prefer talking to her friends through social media apps. She feels weekdays are the busiest around 10-11 A.M and 6-7 P.M when the offices begin and end. But, she feels the lack of certain processes that can make her job easier.

Pain Points

- Usual multi-tasker, divided attention while checking in clients as she performs both visual and digital verification.
- Technical behaviours associated with social media apps like Facebook, WhatsApp, Messenger, Youtube. Lesser technical savviness in understanding complex products..
- Difficulties in understanding the differences between different types of bookings (for e.g., Day Pass, Membership Corporate & Personal), Concrete bookings , etc.
- Difficulties in concerned awareness among different states while using an app (not sure whether certain things take time to load, etc.).
- Difficulties in understanding the differences between bookings through Stylework and other companies/direct bookings.

Motivations

- To enable seamless check-ins of clients with minimum physical interaction
- To manage time effectively so that managing spaces as well as interaction with clients isn't a hassle
- To enable seamless QR scanning with minimum time lag to avoid unnecessary queues at the reception
- To solve user queries and maintain a good performance to climb career ladder.
- To work effectively and support her family.

Needs

- An unified, easy-to-use system to verify identity and allow check-ins
- To easily understand the differences between different bookings easily and check-in users accordingly
- Similar interactions of QR-scanning as of apps used daily like Paytm, PhonePe,etc.
- To help interact with clients checked-in through digital interface to reduce physical interactions (especially important post COVID19)
- To be aware of all states of actions, and a product that aids divided attention



# Key Insights

- 01** Most receptionists are fluent in hindi, can understand english & are decently educated.
- 02** Usually they are inhibit **multi-tasking abilities** along with **divided attention** while checking in clients as they performs both visual and digital verification.
- 03** They inhibit difficulties in **understanding** the differences between different **types of bookings** (for e.g., Day Pass, Membership, Concrete bookings , etc.)
- 04** Receptionists tend to be **less tech savvy** and their technical behaviours are associated with social media apps like Facebook, WhatsApp, Messenger, Youtube.

# Product Objective

To design a unified digital product that is **easy-to-use** and allows **seamless work flow** for front desk jobs at Stylework and it's partner spaces.

# Product goals

## Goal

To enable seamless check-ins and check-outs of clients with minimum physical interaction.

## Goal

To enable seamless QR scanning with minimum time lag to avoid unnecessary queues at the reception.

## Goal

To make categorical differences between bookings, so that bookings can be understood easily.

# Ideations & Wireframes

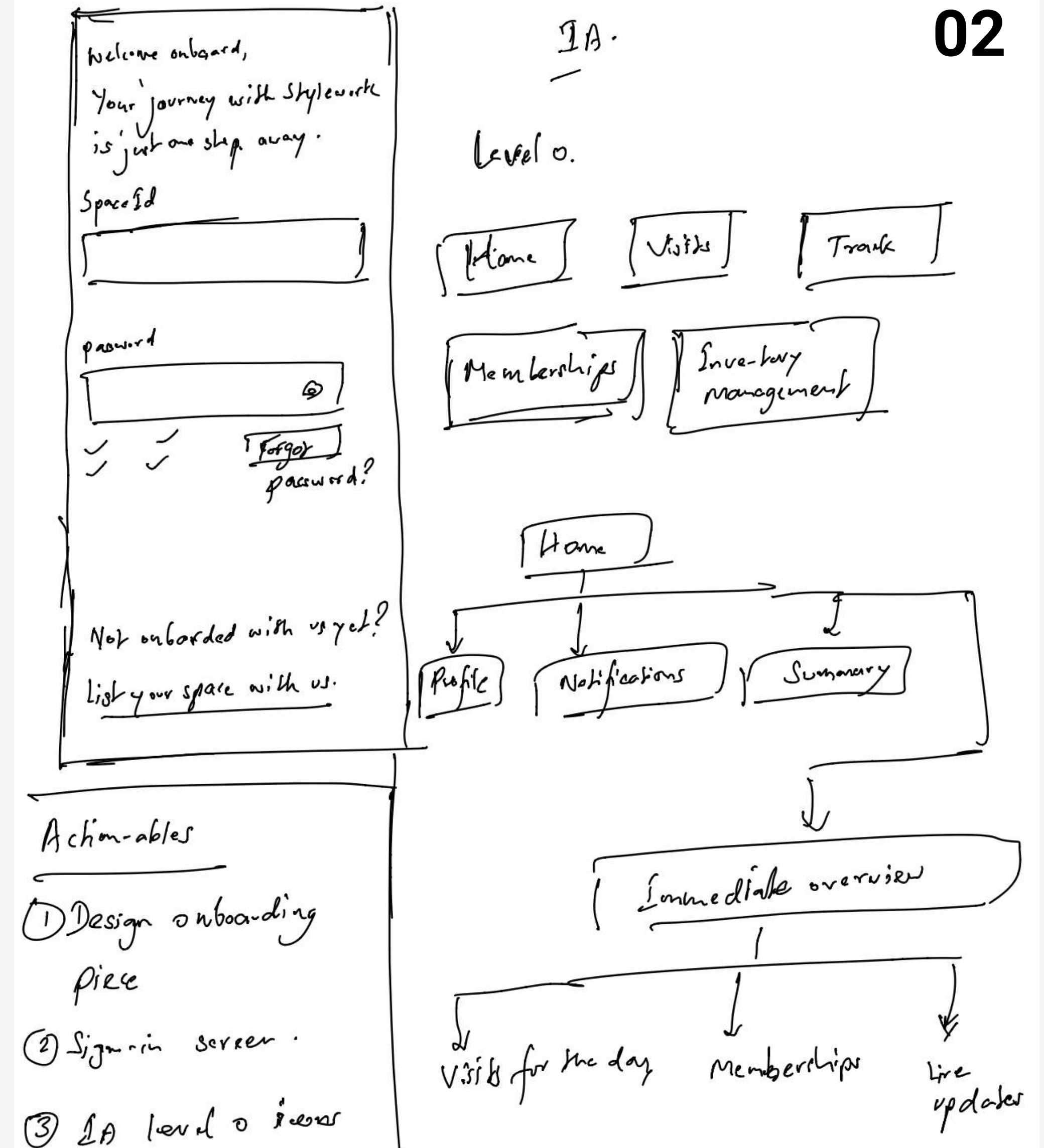
## Case Study

Onboarding piece.

SPACE APP.

01

- Expand your clientele  
Start expanding your business and get more clients by listing your space with us.
- Seamless check-in and check-out  
With our advanced QR based login check-in and check out had never been easier and faster.
- Track your workspace usage.  
Our easy-to-understand analytics helps you to track your usage, generate reports and even more.
- You've got all the control  
As you're the workspace provider, you've got the key to everything. Communicate live updates to your clients, update amenities, share information, host events and create your own community.





Case Study

User app.

03

Check-in

Enjoy a seamless check-in to your workspace by displaying the QR code to the space operator or your booking id.

Generate QR code

Manual check-in.

Check-in at

Space Name

Address, locational preferences

Amenities

Contact operator

Get directions

Outlined.

04

Scan your QR

Ask the operator to scan this QR for check-in.

Having trouble scanning?

Check-in manually instead

Booking Id

Show this to the operator to allow workspace access

4 2 3 5 0 6 0

For a faster check-in

Generate a QR code instead.

# **Information Architecture**

Case Study

# Information Architecture

Level 0 - Home, Bookings, (Scan as a middle highlighter), Usage, Inventory

Home

Booking Section

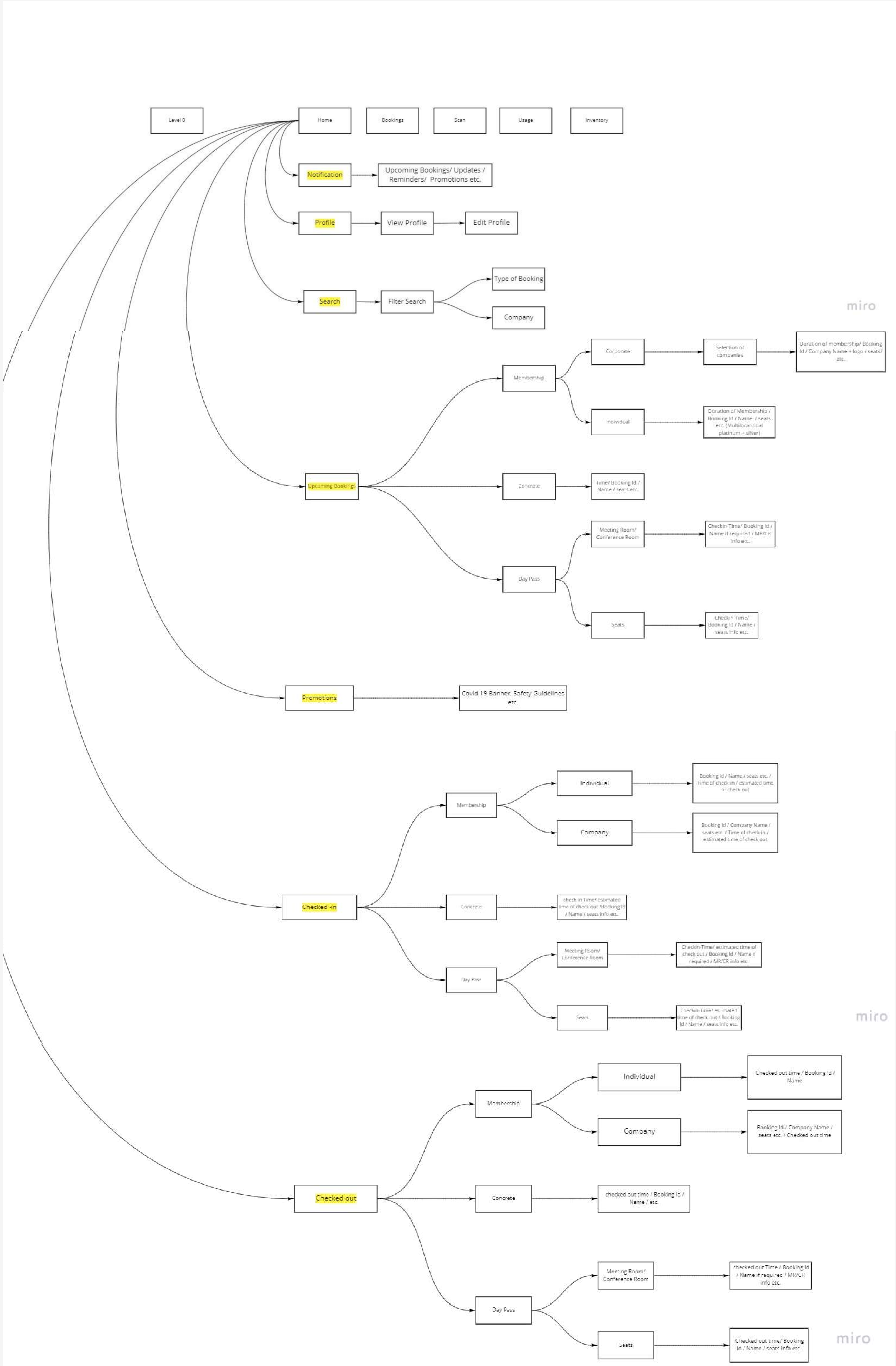
Scan

Usage

Inventory Details

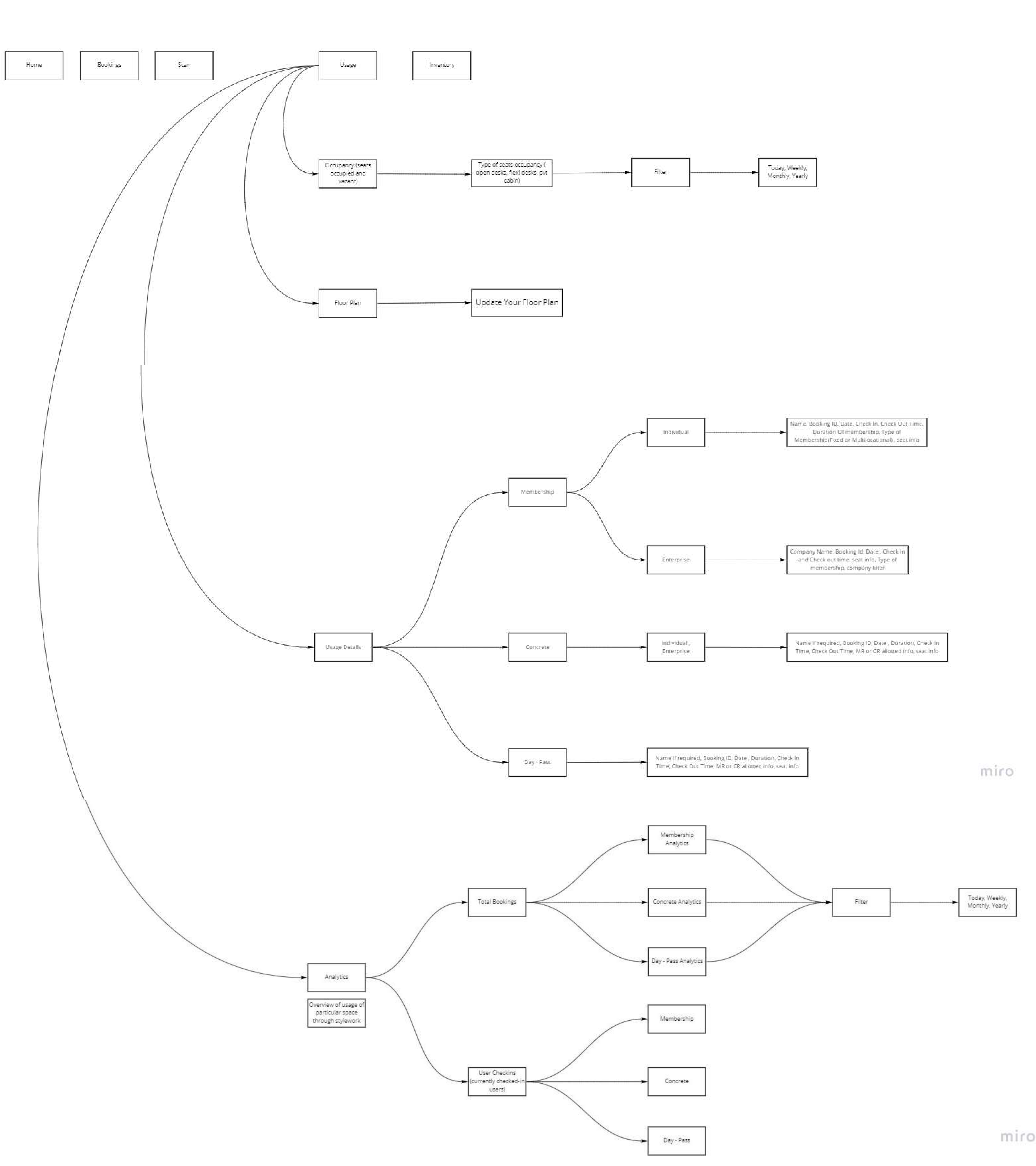
# Information Architecture

Home



# Information Architecture

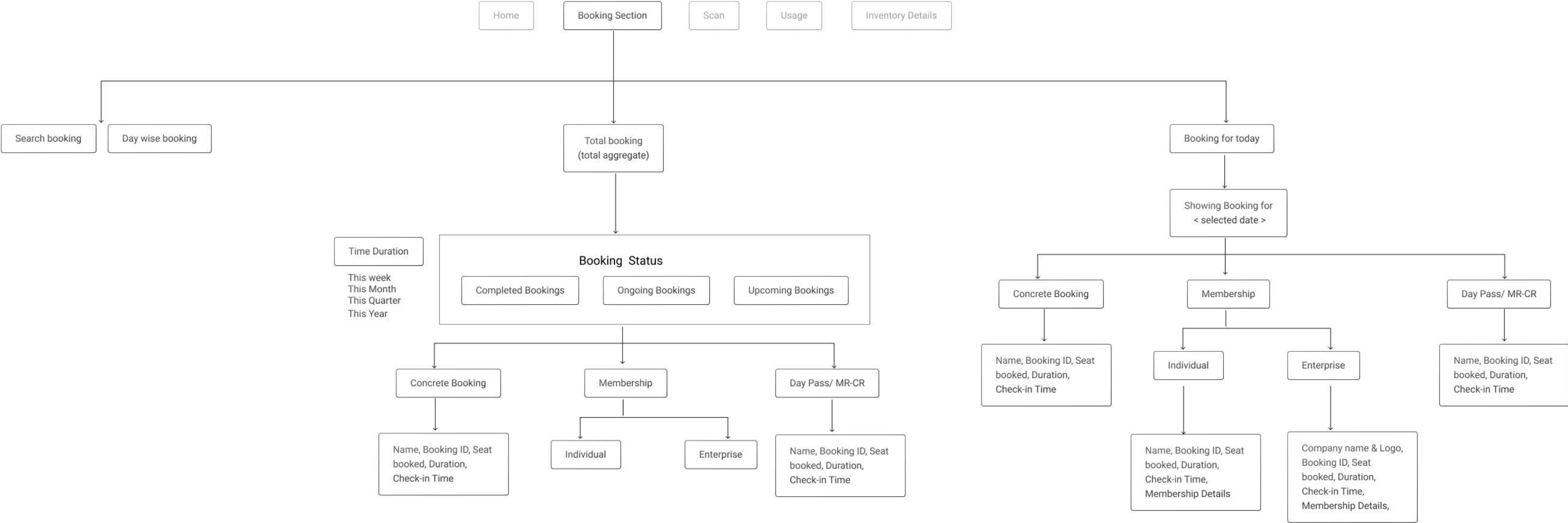
## Usage





# Information Architecture

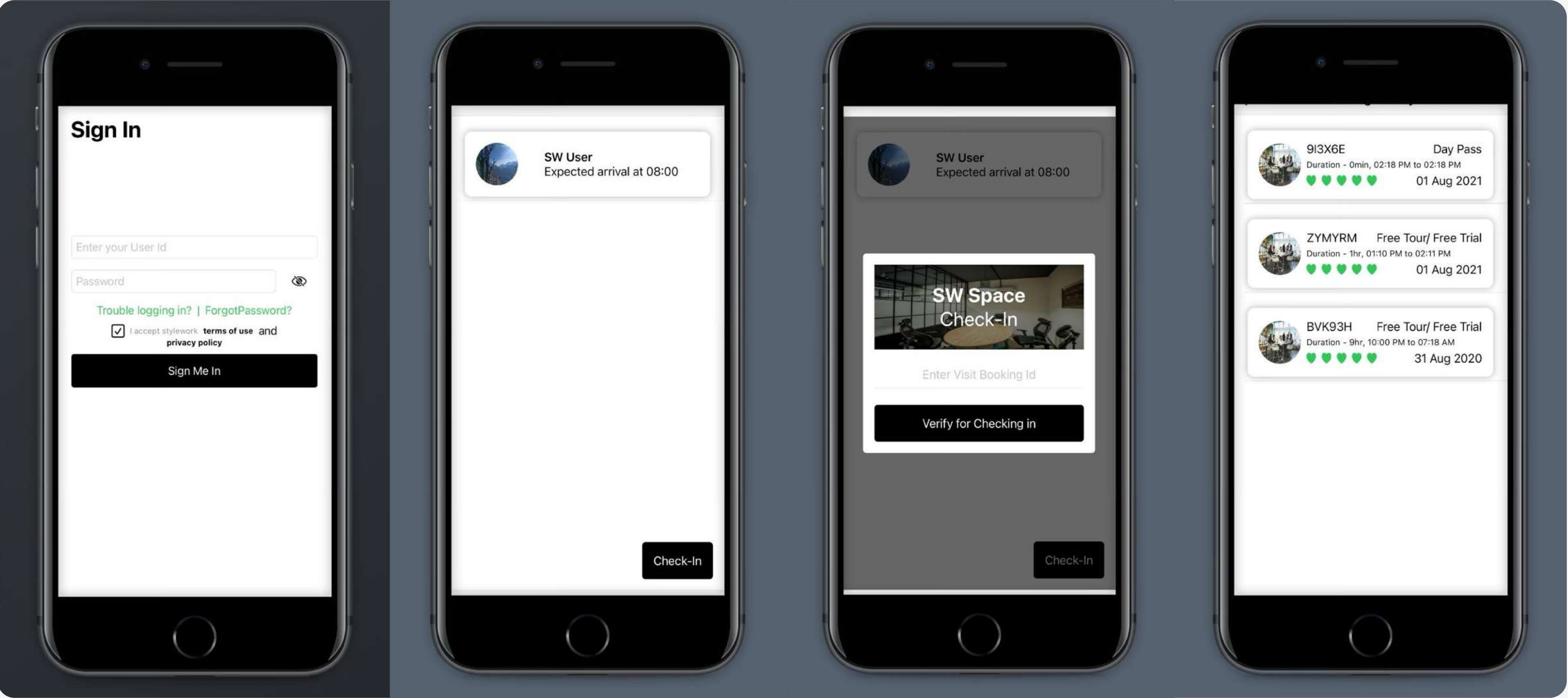
## Bookings



# Designs

After 100+ meetings, 1000+ iterations,  
Final product was designed

# Earlier Space App Designs

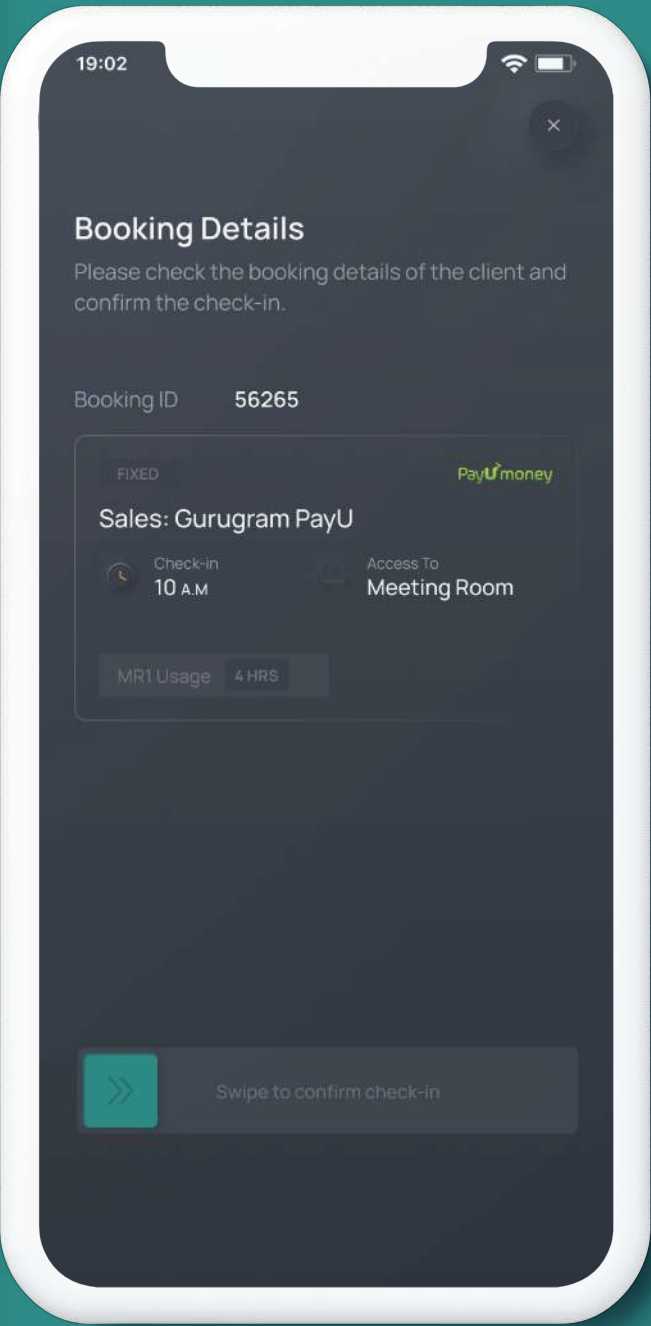
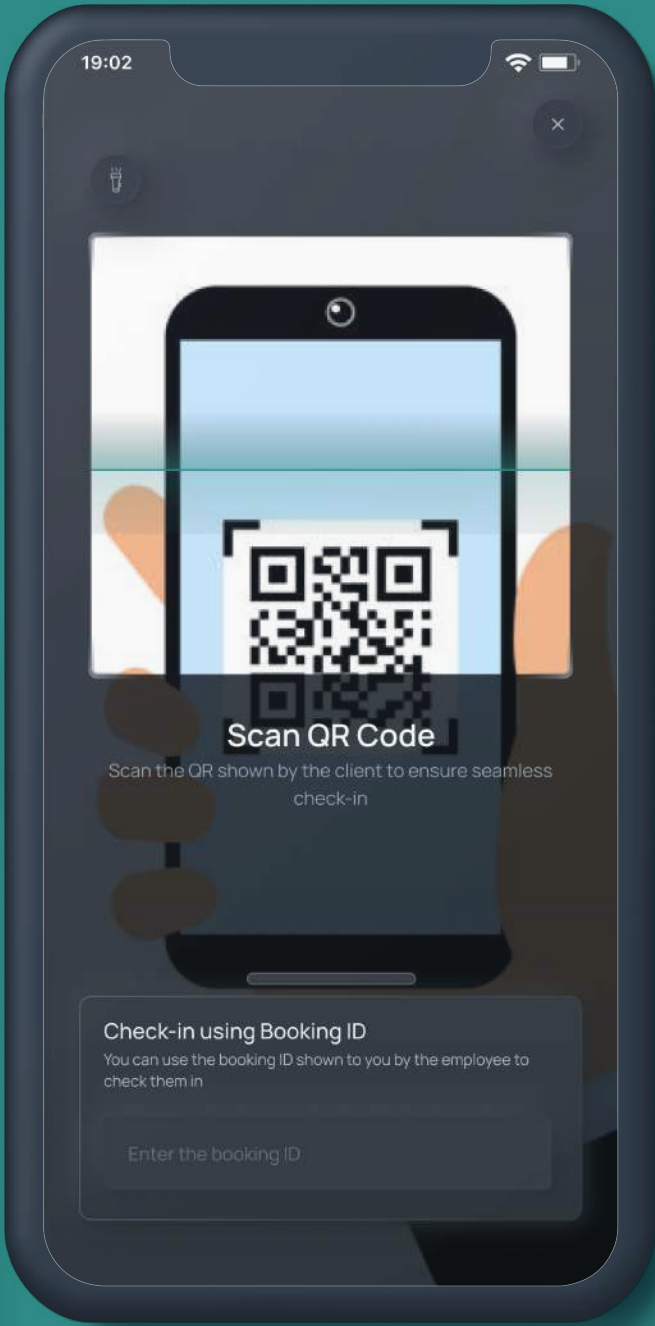
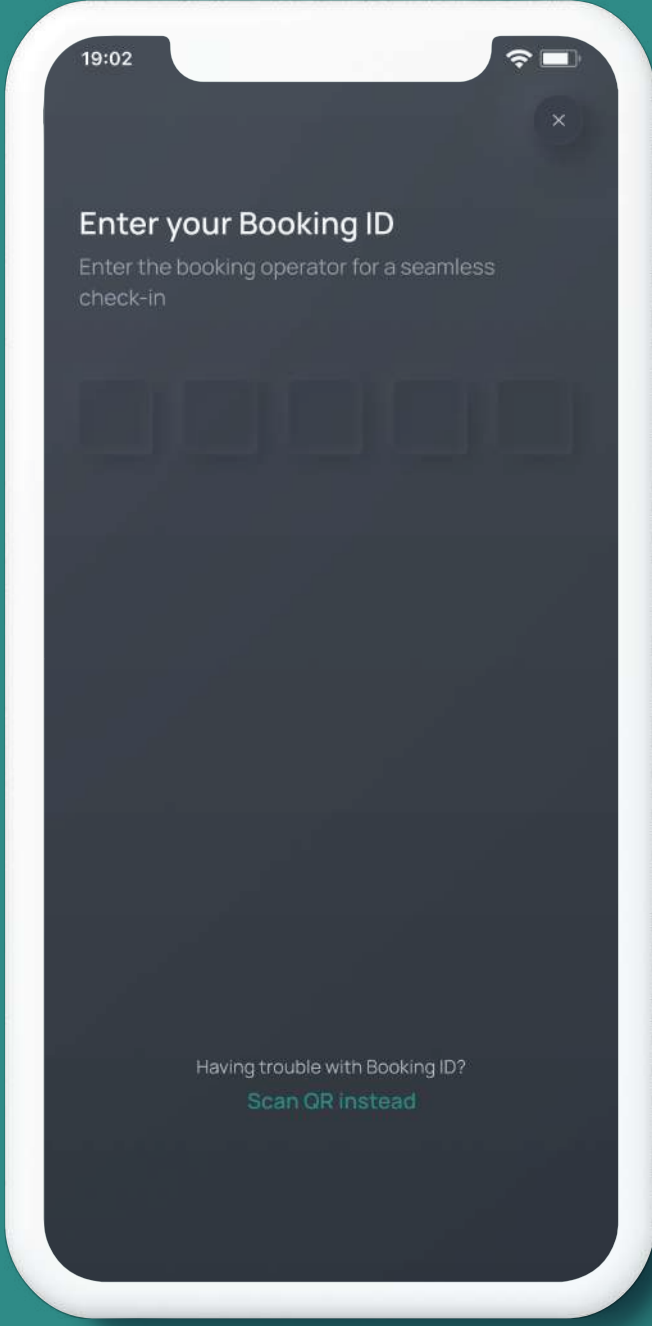
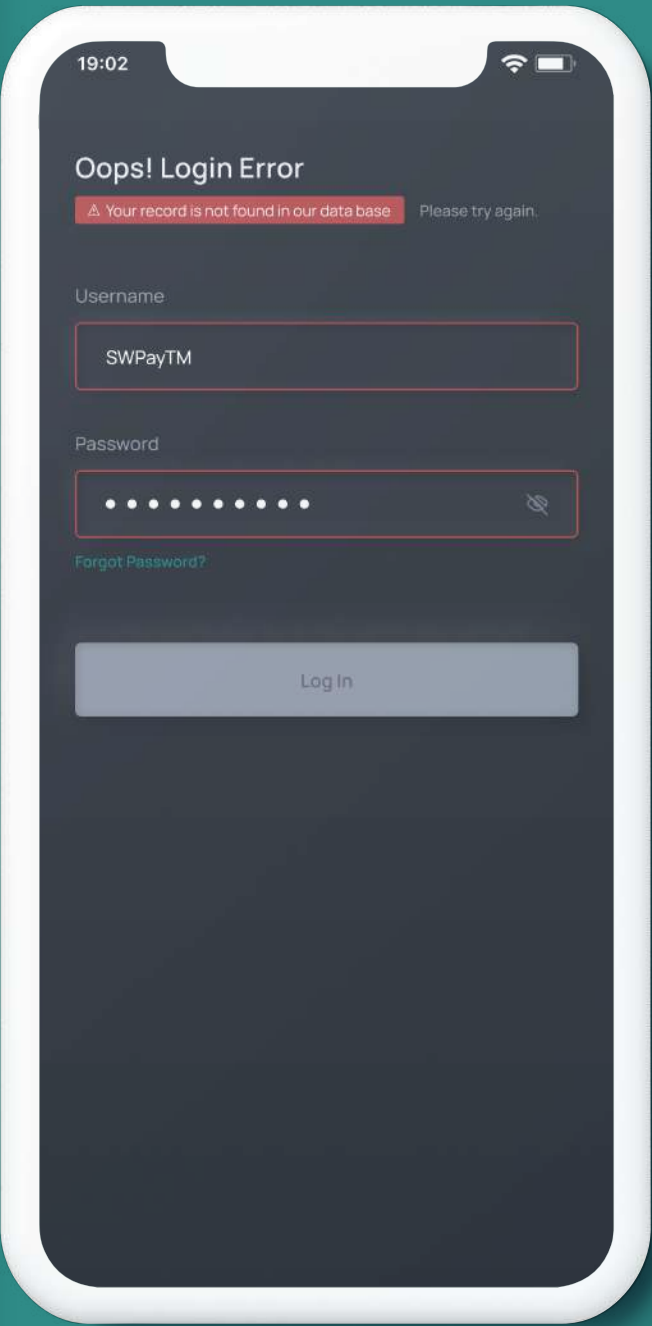
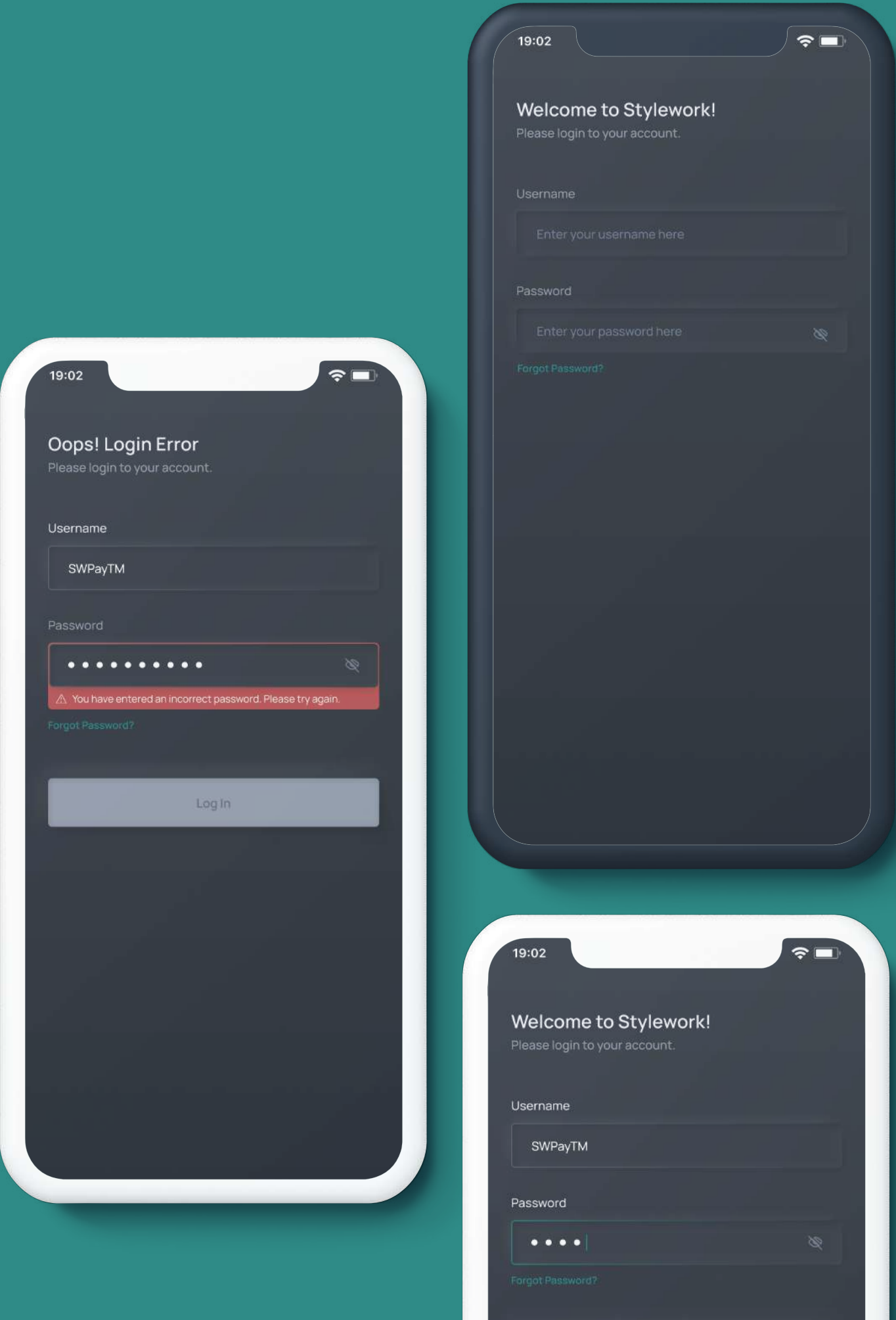


Source: App Store

Case Study

# Revamped Space App

Login Screens



QR-Scan Screen



## Case Study

# Revamped Space App



To Check-Out Complete Project :

<https://www.figma.com/file/GsgCafmxCGRjopuCzn4phg/Stylework-Intern?node-id=0%3A1>



# Behind The Scenes

Case Study



n number of Iterations:



Finalized product:

Case Study



# Thank You

Hope You Liked It!