

Space App

[Case Study]

- UI/UX Intern

Jun - Aug, 2021



Case Study

Project Summary

Space app allows Stylework and its 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

Case Study

Our team



Rounak Ghosh
Design Head



Kriti Singh
UI/UX Designer



Chirag Badhal
Ui/Ux Intern

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Work-Flow

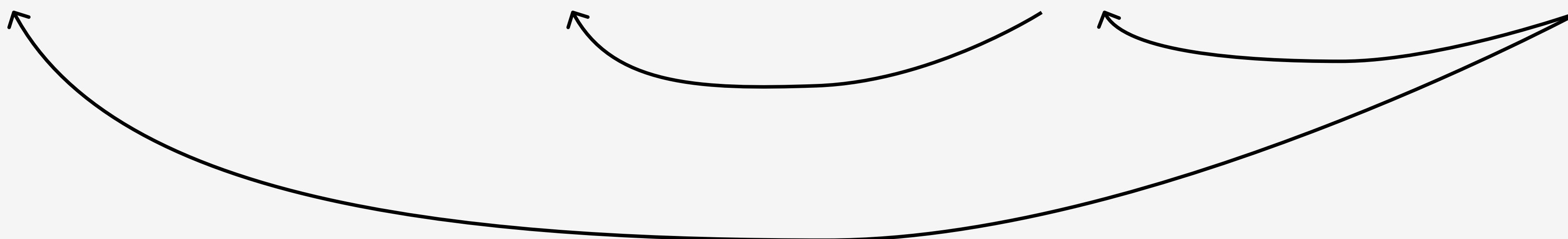


This was the key part in development of project here Ron used to brief me about product sections.

Here I was given the full leverage to generate as many ideas as I could, so that those ideas can be discussed and reviewed.

Here my generated ideas were discussed and reviewed by Kriti and iterations were suggested.

The ideas were put into action for development of product .



User Persona & Key Insights

Qualitative Research

Case Study



Shruti Singh
Receptionist
Female, 32 yrs old

Language Proficiency (Hindi)
Language Proficiency (English)
Tech Savviness

Most Frequent 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 prefers 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

Persona

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

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.

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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.

Information Architecture

Case Study

Information Architecture

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

Home

Booking Section

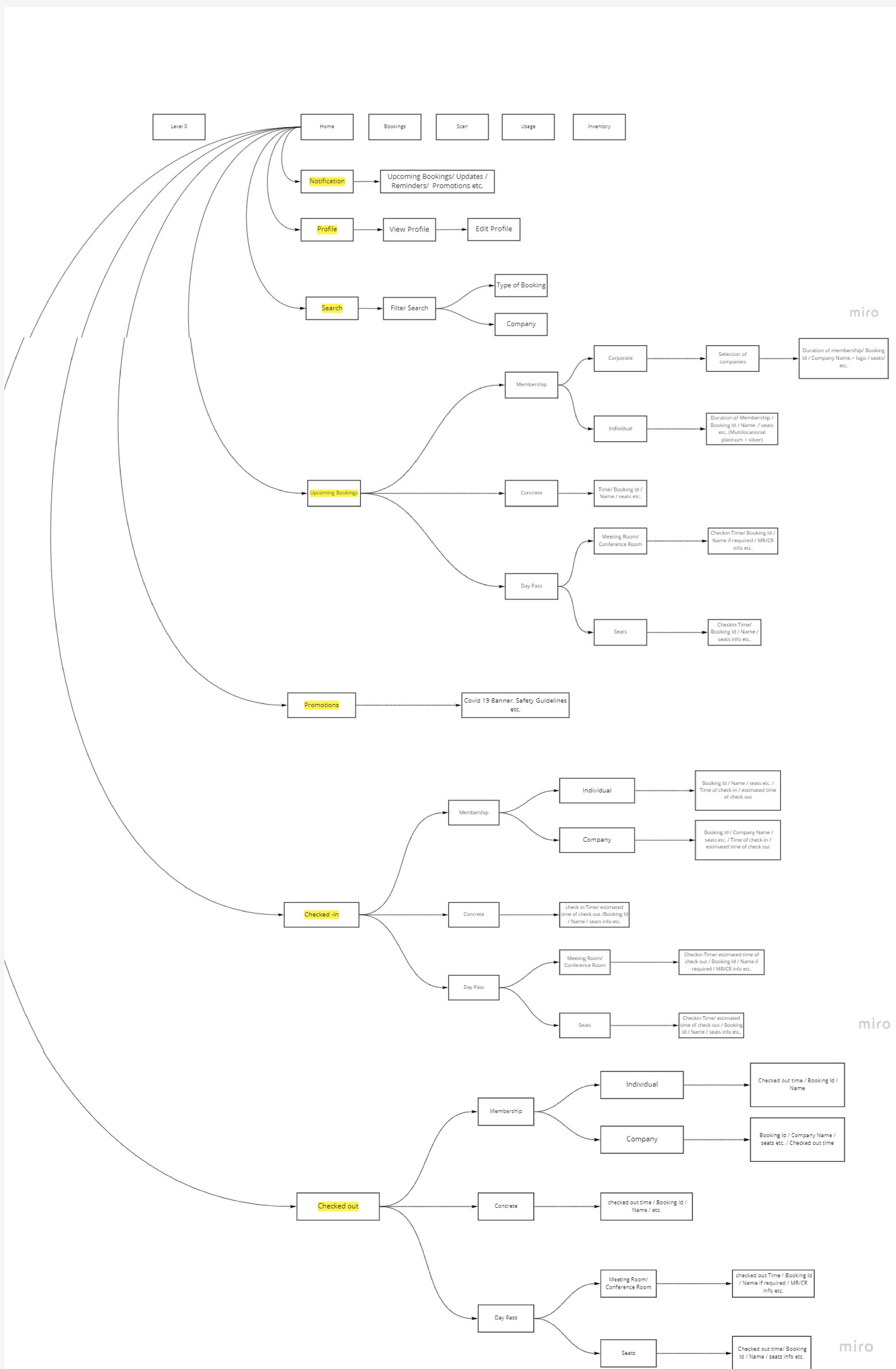
Scan

Usage

Inventory Details

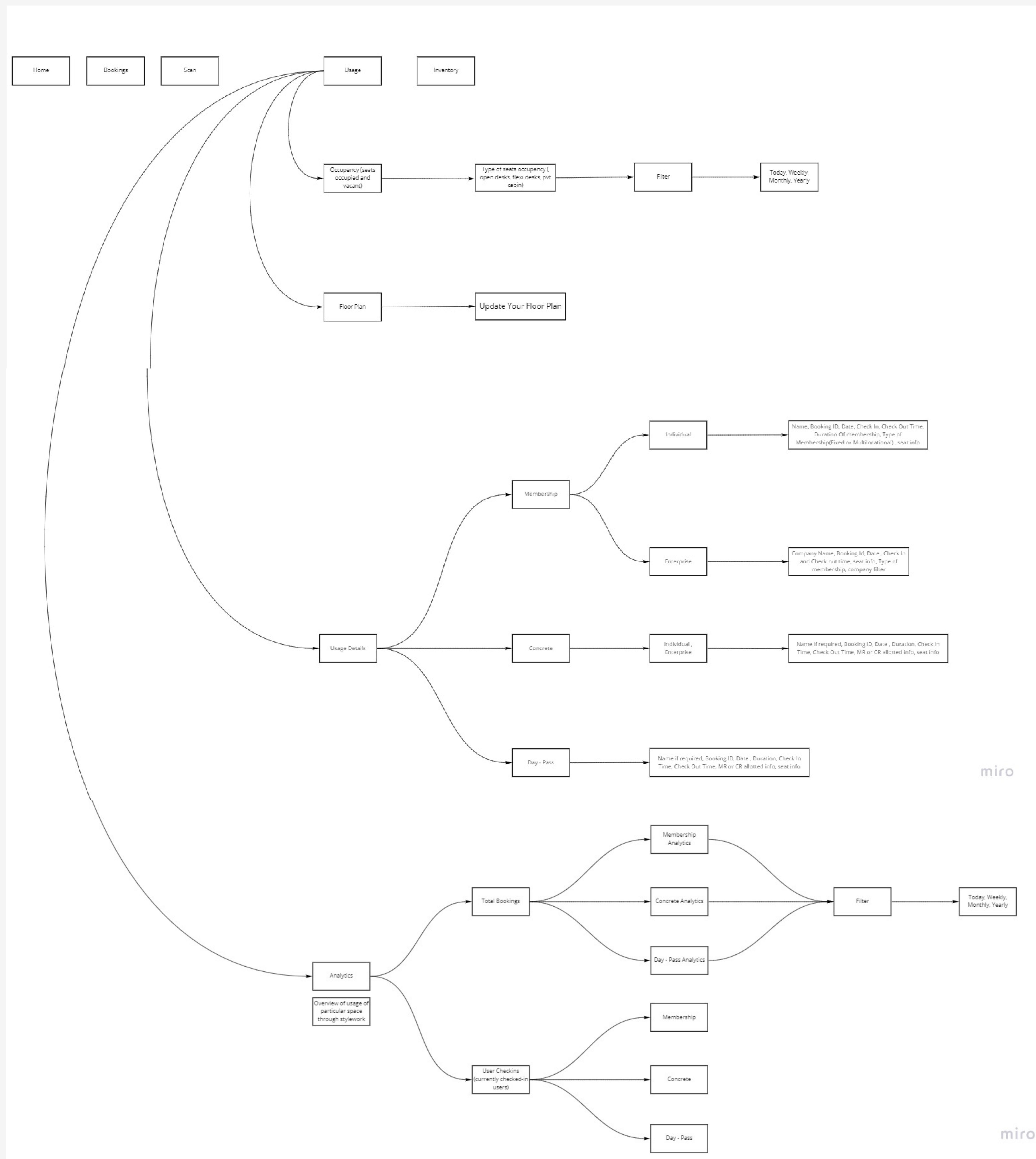
Information Architecture

Home



Information Architecture

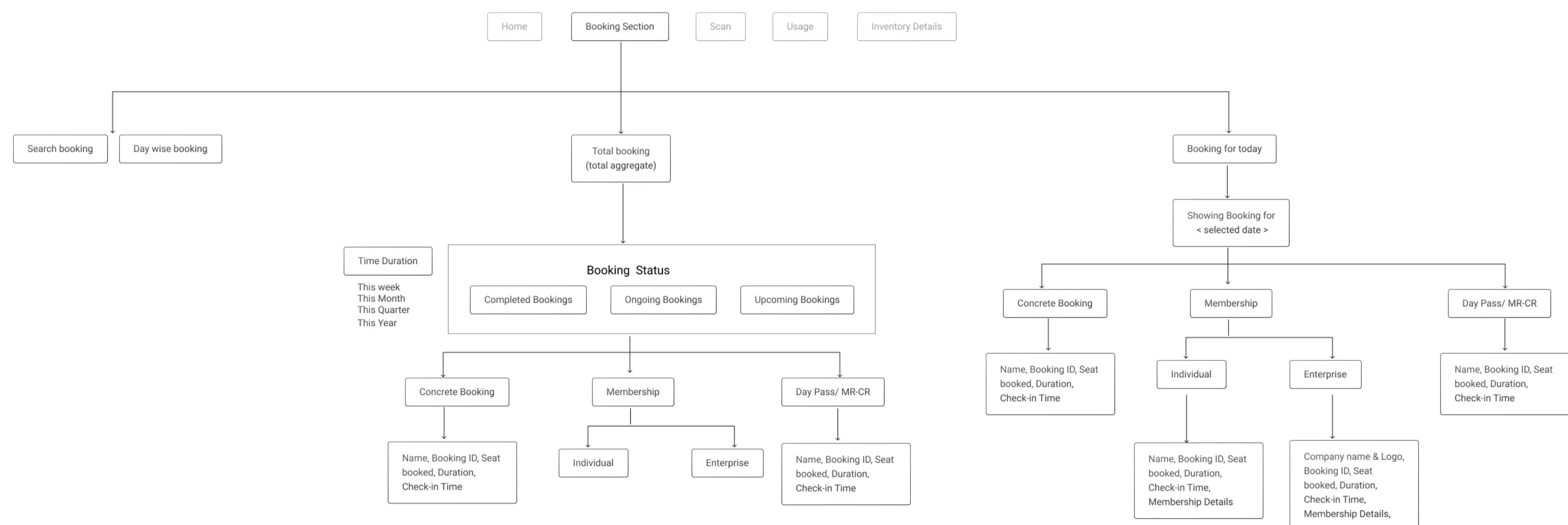
Usage



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Information Architecture

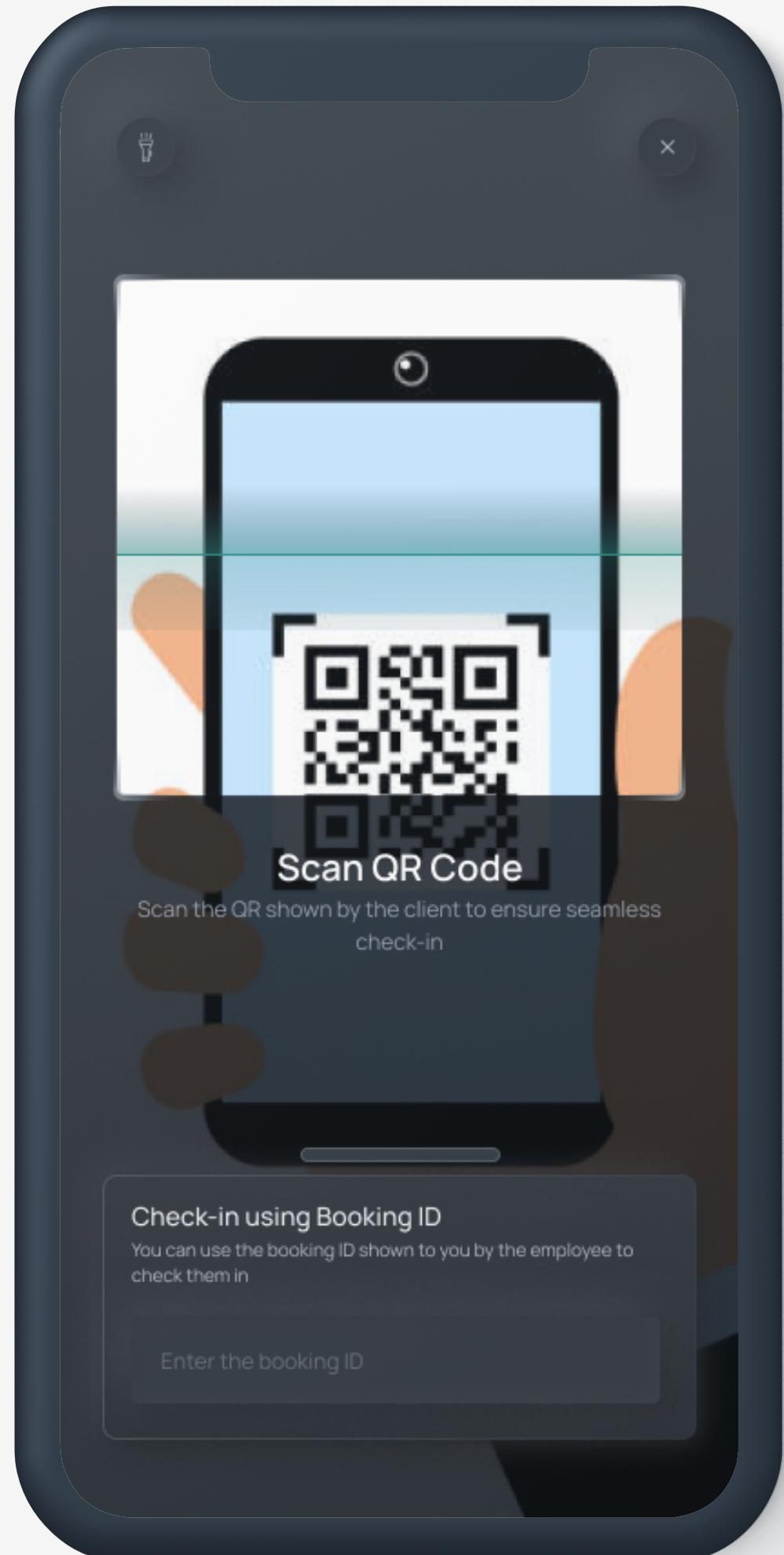
Bookings



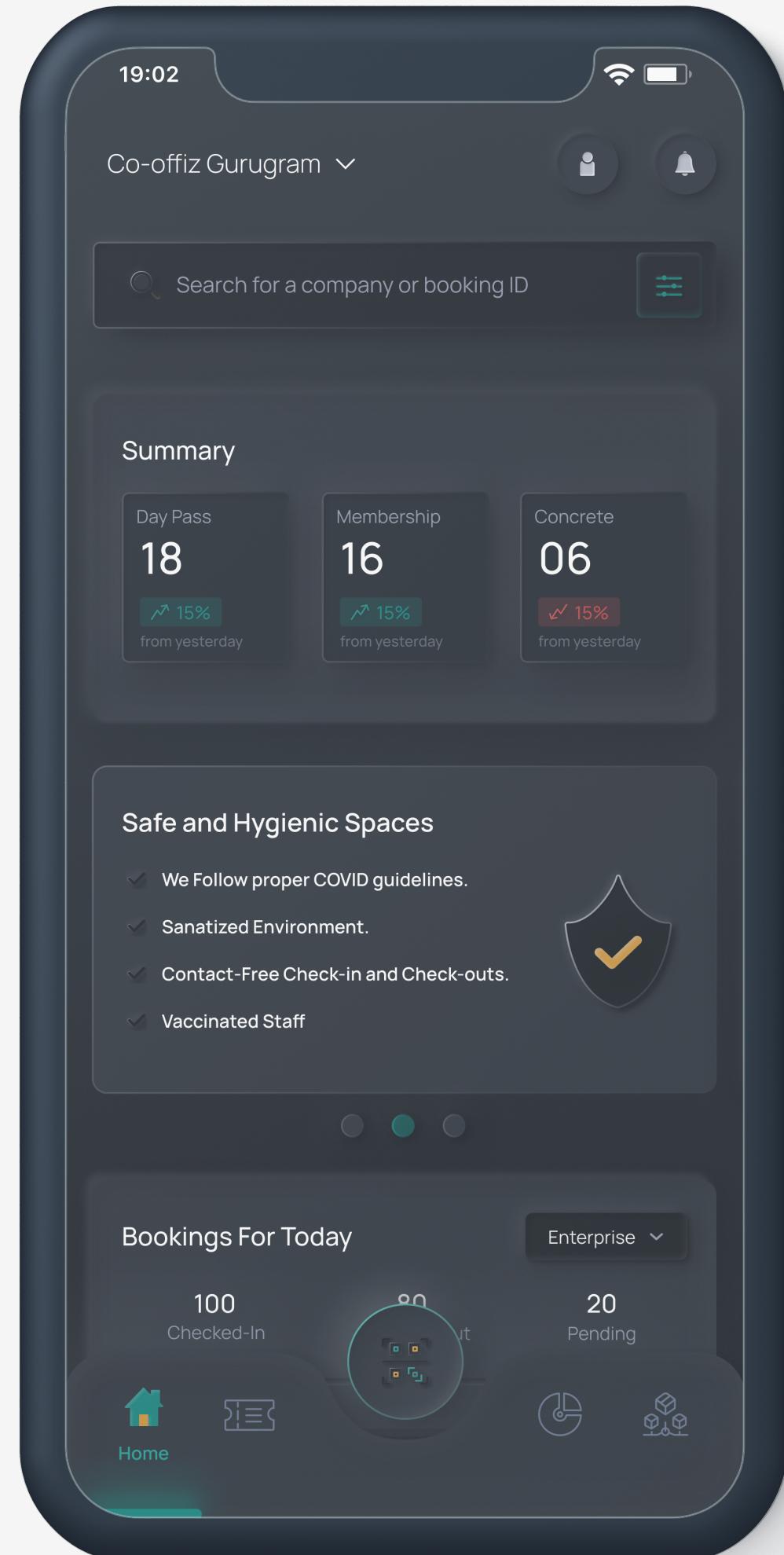
Designs

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

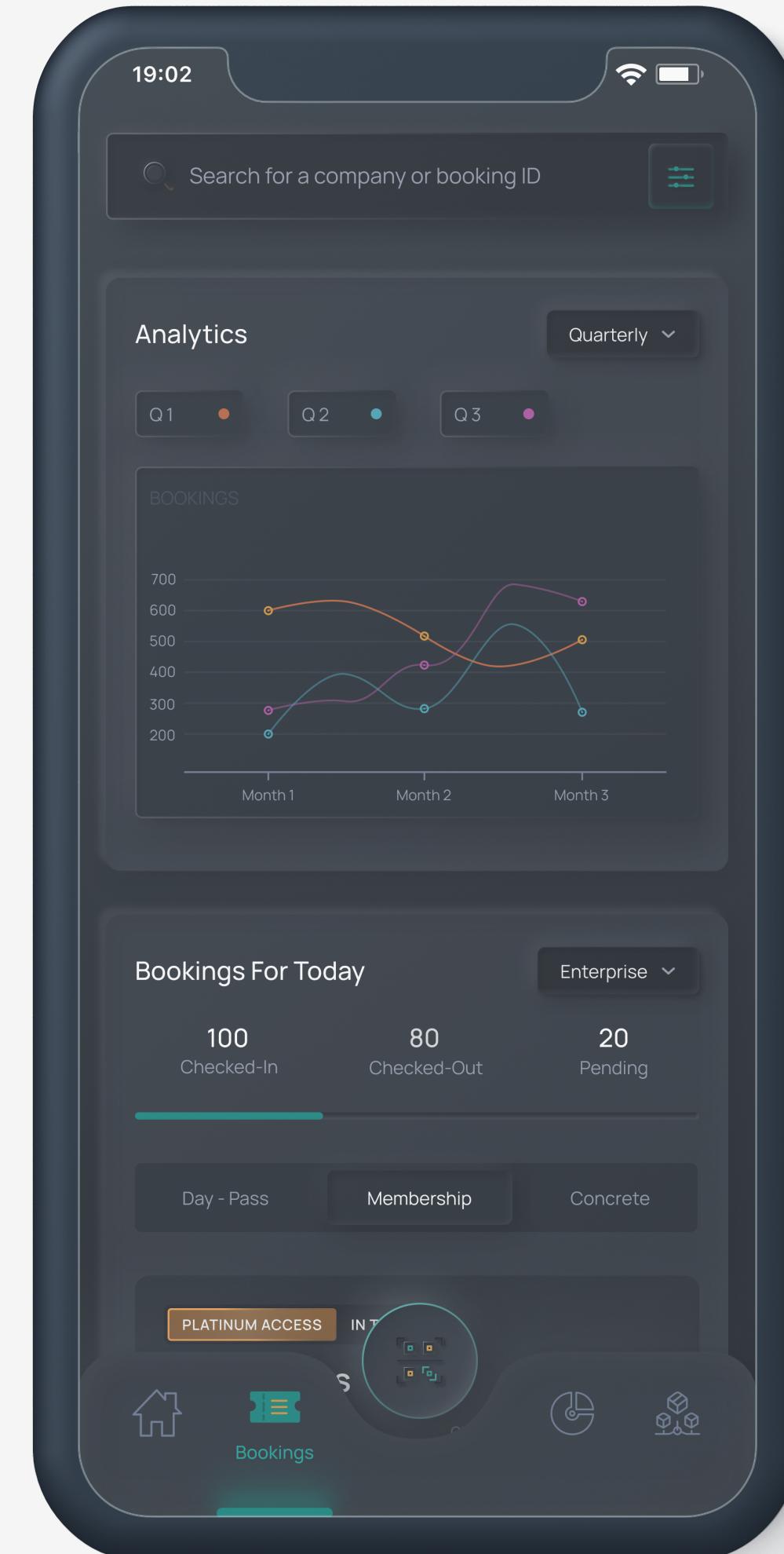
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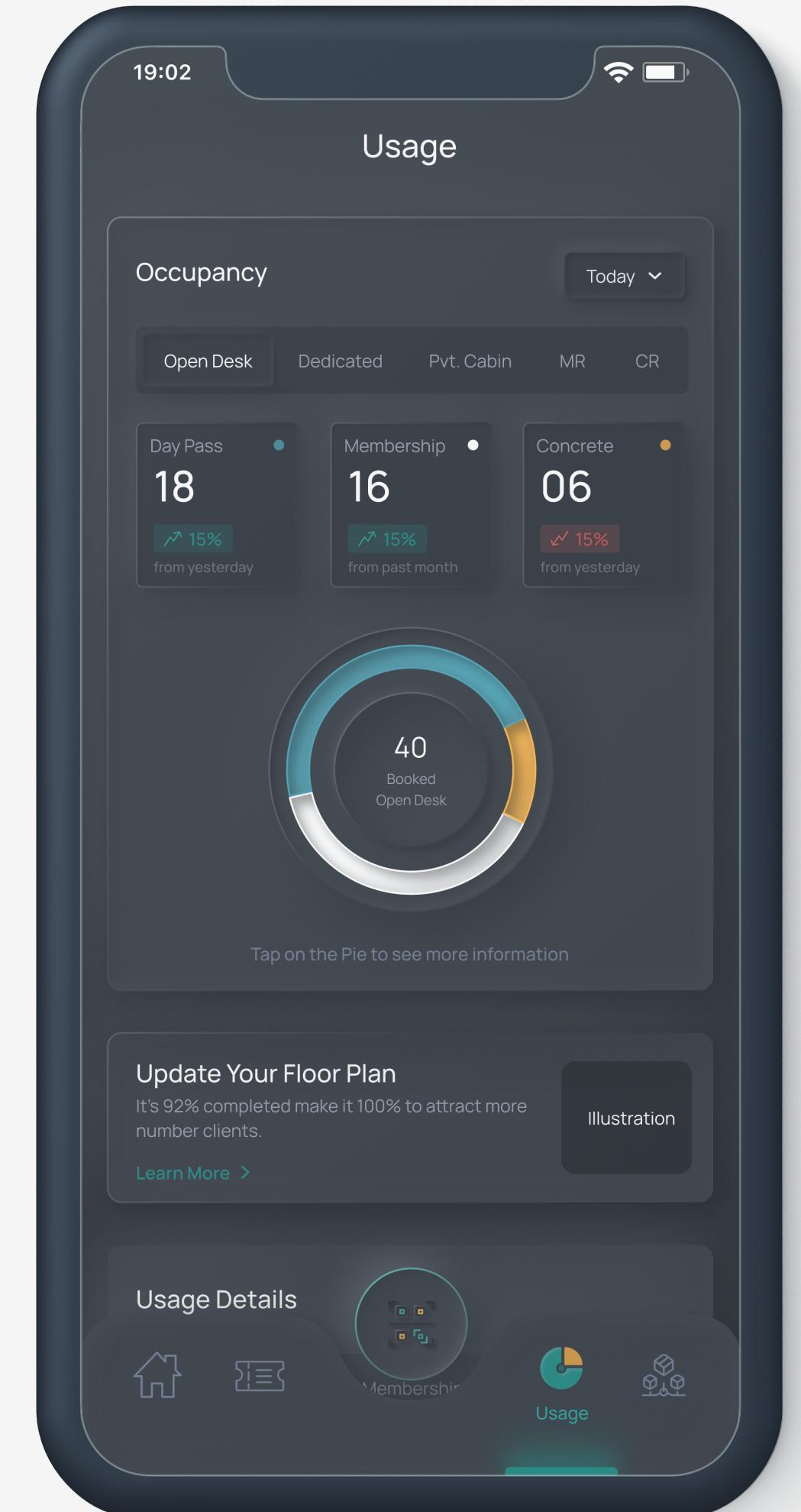
Scan Screen



Home Screen



Bookings Screen



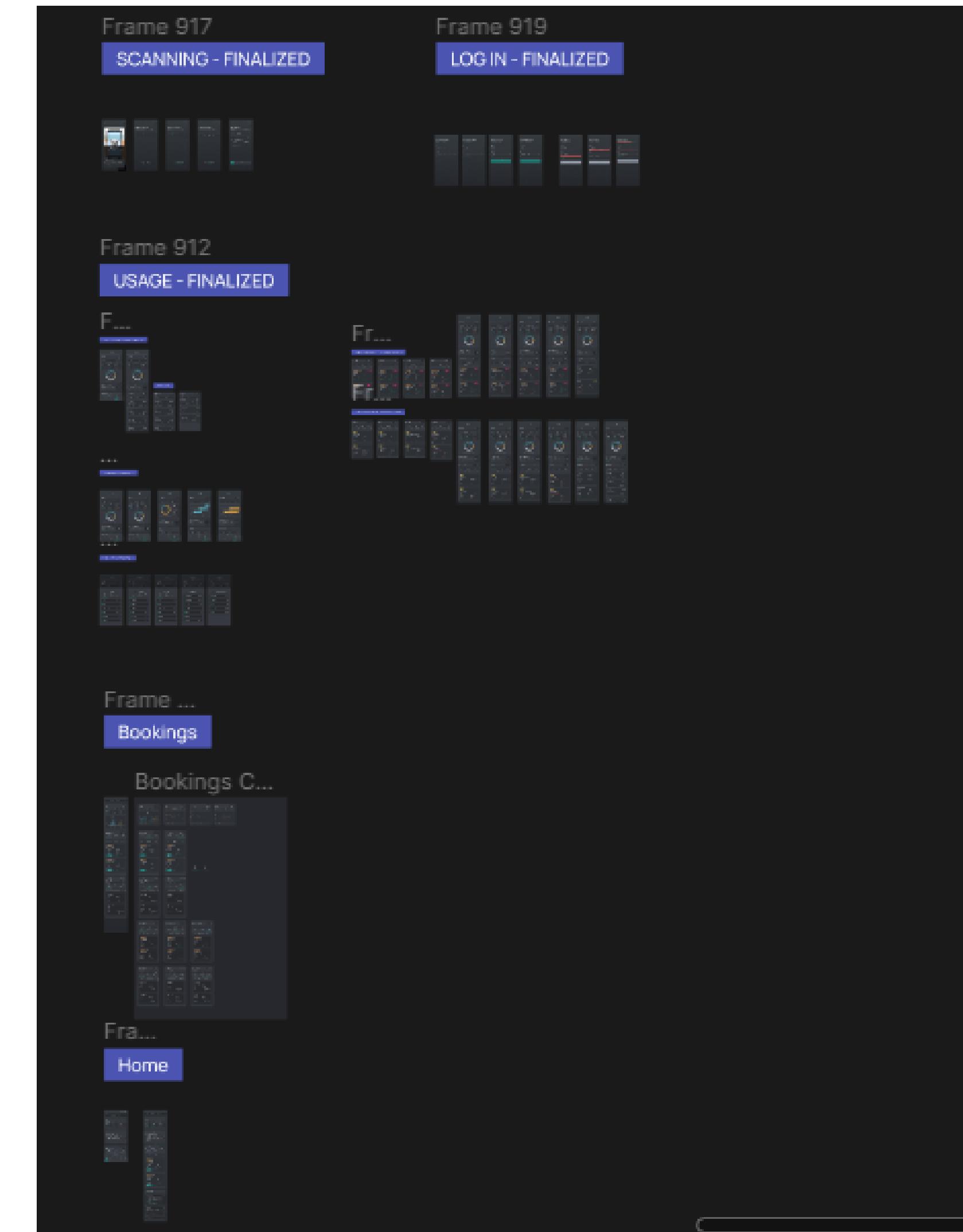
Usage Screen

Behind The Scenes

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n number of Iterations:



Finalized product: