

# DAZZLE SALAZAR

UX / UI DESIGNER

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DESIGN PREPARED FOR



# PART 1: RESEARCH

# UI/UX DESIGNER

INDUSTRIOUS  
PART 1: RESEARCH

**Looking through the homepage, what stands out to me as pain-points that could cause friction for users are the following:**

1. Central messaging didn't give much information (the user needs to read the sub-copy to see what the site does)
2. The city map is hard to navigate
3. Selection form location and team size did not show up right away
4. Locations tab on the navigation takes up the whole page (above the fold) and hard to exit

# UI/UX DESIGNER

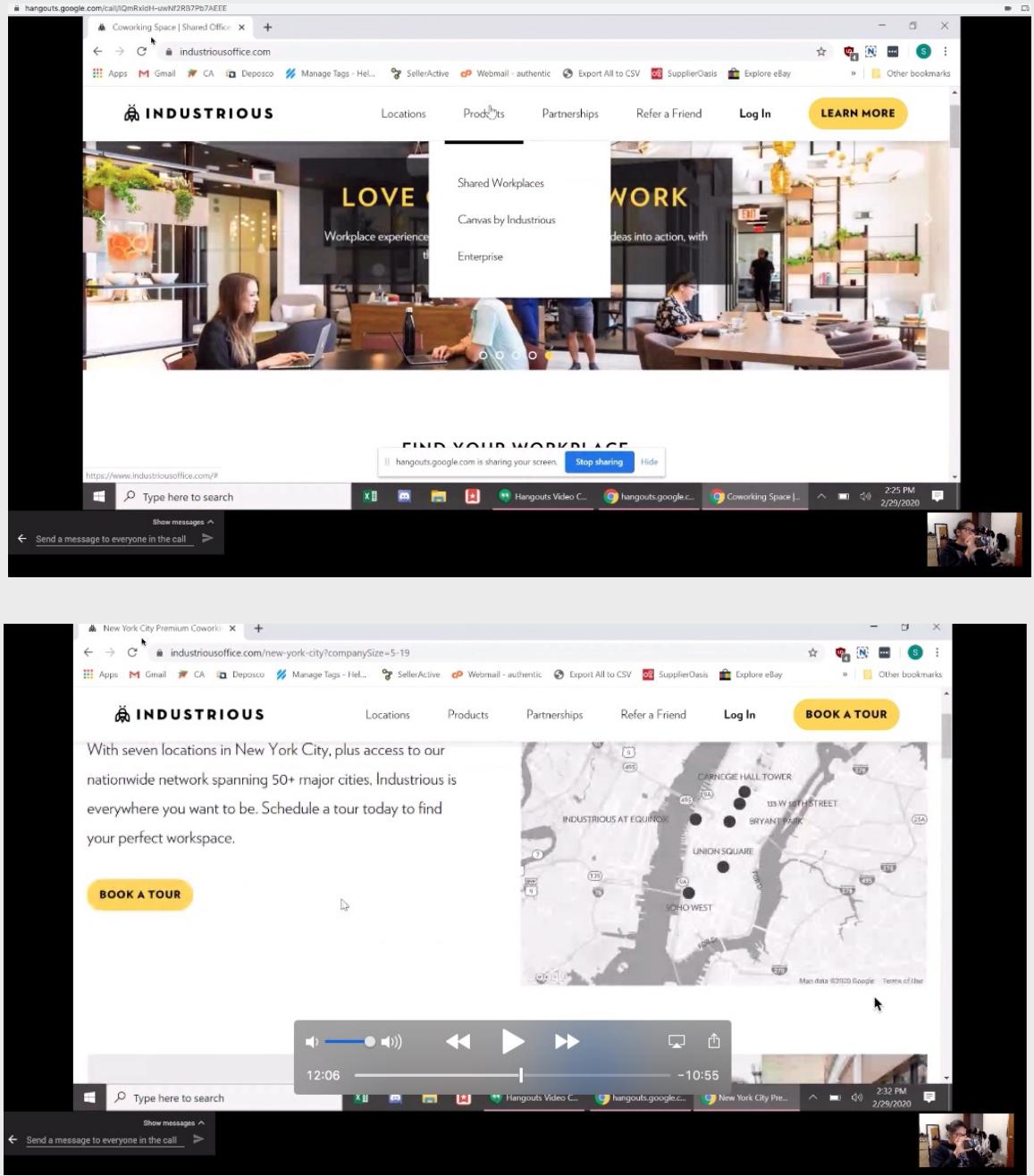
INDUSTRIOUS

PART 1: RESEARCH

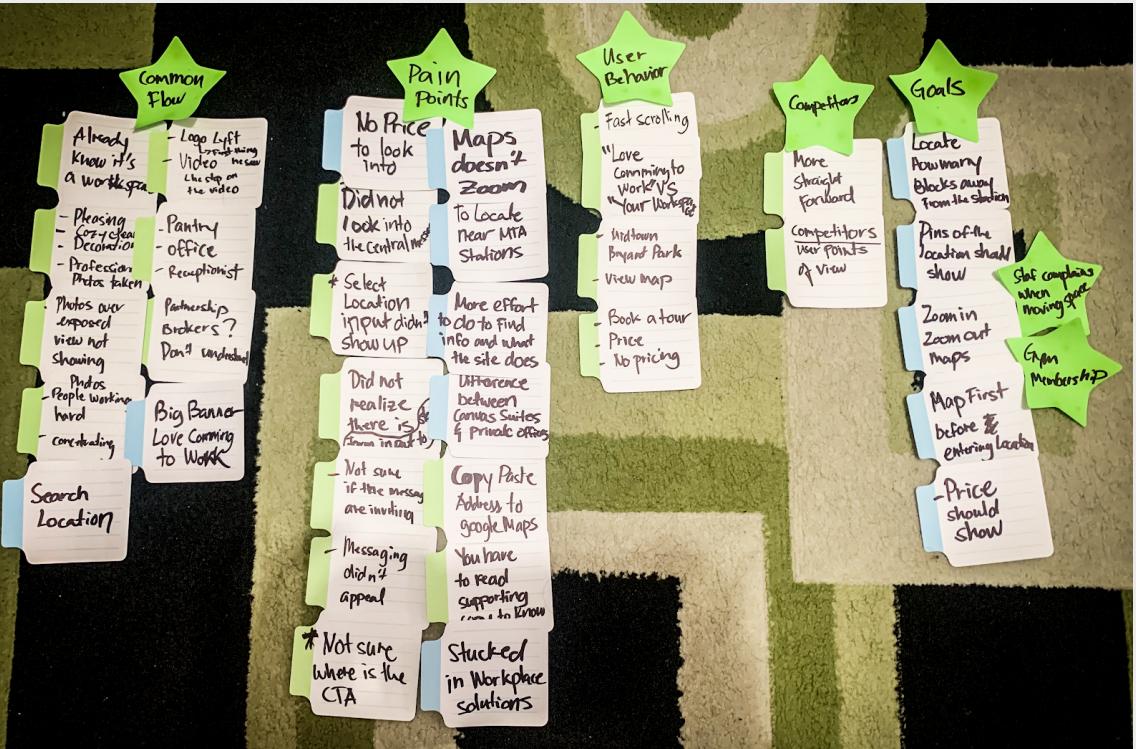
**Research techniques to validate my assumptions. Confirming that I'm solving for a real user pain-point or conversion blocker.**

To validate my assumptions I went ahead and did qualitative research and did a **usability testing** to 4 individuals who some of them were experienced working on co-working space and had also looked for a potential space in Manhattan for a team of 7-10. I've also interviewed freelance photographer who works with other freelance editors that has potential on getting working space for his freelancer team.

Another research technique I used for usability test is the **blink test**, where I showed them the homepage in 5 secs to see which one stands out for them, whether it's the icons, colors, messaging, images, CTA or logos.



Screenshots of screen recording



Empathy mapping got from the users.

# USABILITY TEST

By facilitating usability tests, I saw some common pain-points while they were looking at the home page and as I was rewinding the recorded screen sharing, I've seen some behaviors of our users.

Below are some of my insights and observations during the tests:

1. I noticed that they were scrolling the website way too fast and was trying to find more information about it.
2. The hero title didn't say much about that it's a working space or a co-working space they need to dig deeper and read the sub-copy before they noticed that it's a workplace and what the site is trying to sell.
3. The messaging wasn't that straight forward on one glance.
4. They've copy address location and paste to google maps to locate where the location is at.
5. The locations tab on the navigation takes up the whole page and hard for them to exit the dropdown sub-menu.
6. It took them 4 steps to locate the "view map" inside the site.
7. Didn't noticed that there's a clickable location on the maps
8. I also noticed that they didn't see the "FIND YOUR WORKPLACE" section right away to locate what city, location and team size they would like to search.
9. Some got stuck on "Workplace Solutions" sections, they were trying to click somewhere to get more information and the difference between the products like Canvas suites and Private offices.

# UI/UX DESIGNER

INDUSTRIOUS  
PART 1: RESEARCH

The following solutions were made to order to focus on the user on achieving their goals and solve real user pain-points and conversion blockers from the information I got from the usability test.

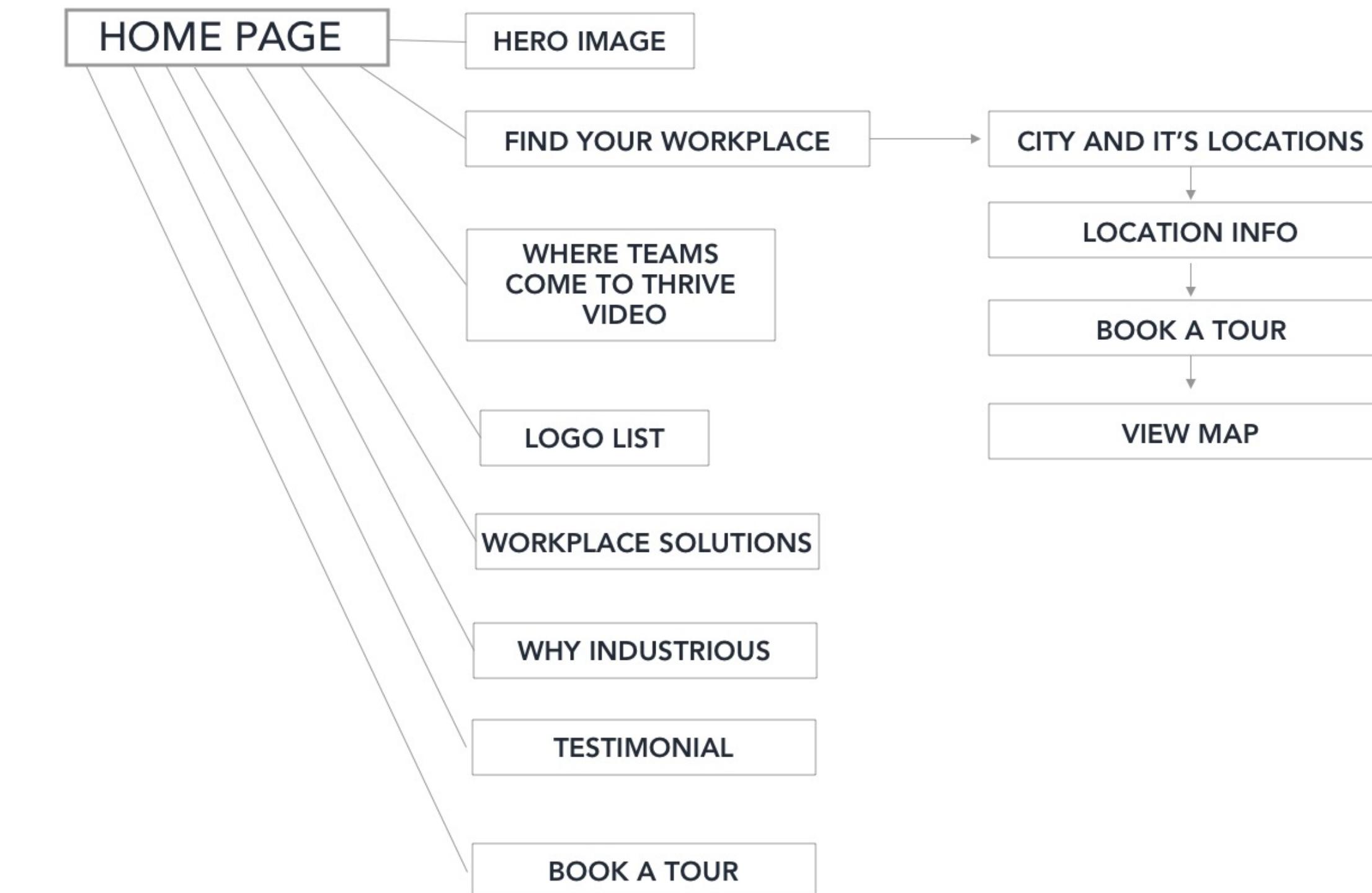
1. The hero image/banner should have a location search right away.
2. The central messaging should be clear with a call to action.
3. Easy access to map to show the specific location with zoom in and out button
4. Showing that the location pins are clickable to view the location's page
5. The map should have a train station icon where the nearest public transit is to show how many blocks from the station.
6. Add CTA for more information about the “workplace solutions” section.

# UI/UX DESIGNER

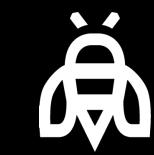


## PART 1: RESEARCH - FLOW

The common flow I saw on the home page is that they have so many sections and it shows a lot of additional steps to get into the location's map and location's info page. The website is showcasing images of stunning office spaces, coziness, beautiful interiors, comfort, and a vibrant and inspiring professional community, it is very inviting but it was lacking out of some information and call to action. The website's functionality didn't show much of the searching tool, product information, prices, info/read more buttons and why it standouts from the other competitors.

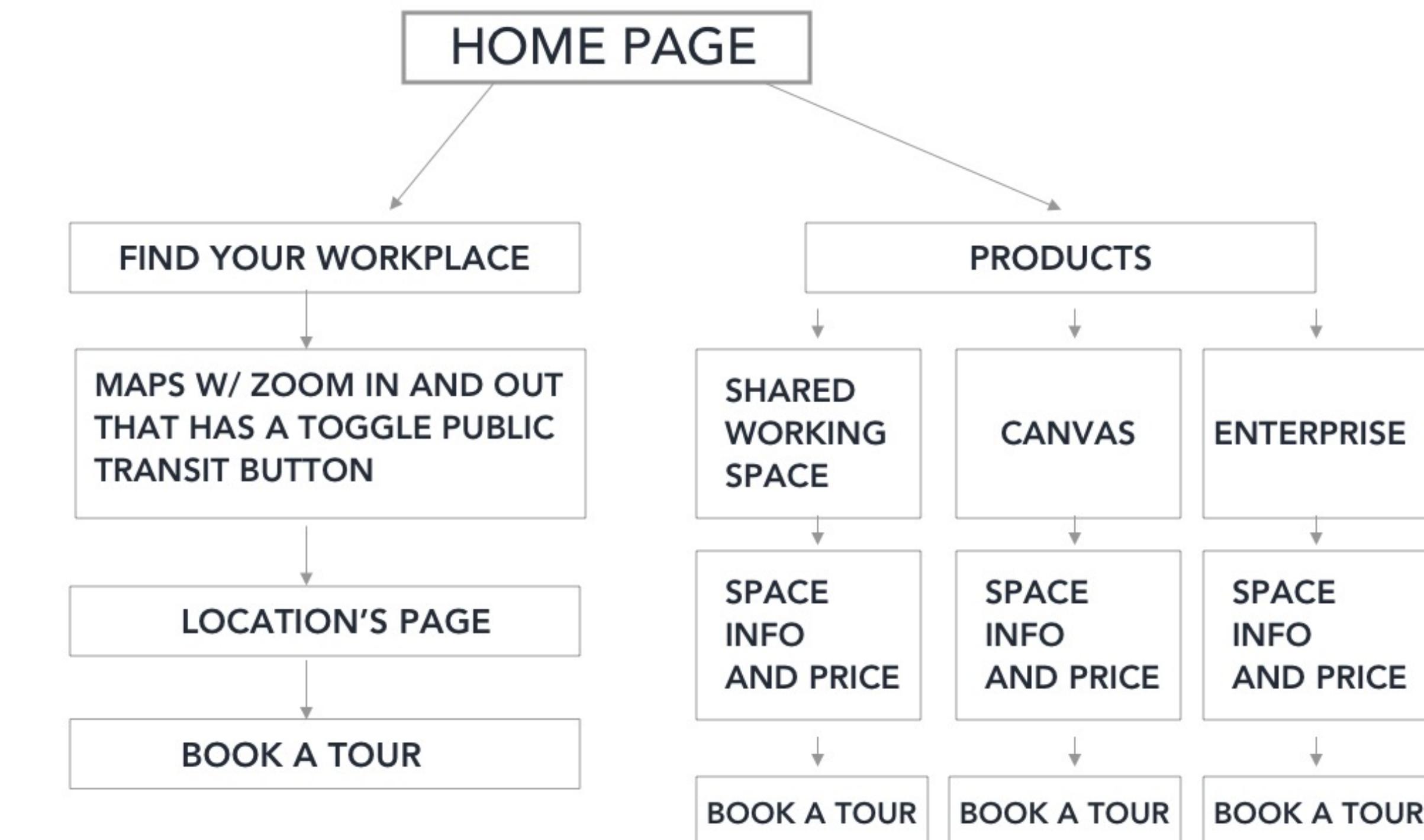


# UI/UX DESIGNER



## PART 1: RESEARCH - FLOW

My ideal flow is to remove the unnecessary and additional steps to go straight where they want to look into. The flow below is going straight to the locations map then the location's page and immediately book the tour. If the users like to see the premium amenities of the location, products section should be straight forward and has a CTA to showcase it right away.



# PART 2: SOLUTION

# WIREFRAMING AND SKETCHING

Thinking back to the pain points I had described after the usability test, I decided to work on the experience of the map location and removing additional steps to provide enough value and enticed to book a tour. During the testing, I saw that it took them 3-4 steps to locate the “view map” as well as copy-pasting the address on google maps to find where the location is.

# GOALS & TASK

## User goals:

- To be able to find the location of the workplace right away.
- Find the nearest and convenient public transportation of the workplace
- Enough information for them to book a tour right away

## My Tasks:

- To remove additional steps to locate the area
- Adding some functionality of the map such as zoom in and zoom out toggle button for public transit.
- Adding pin icons with a hover functionality to show areas and pop up a thumbnail of the location.

# UI/UX DESIGNER



## PART 2: SOLUTION - FLOW

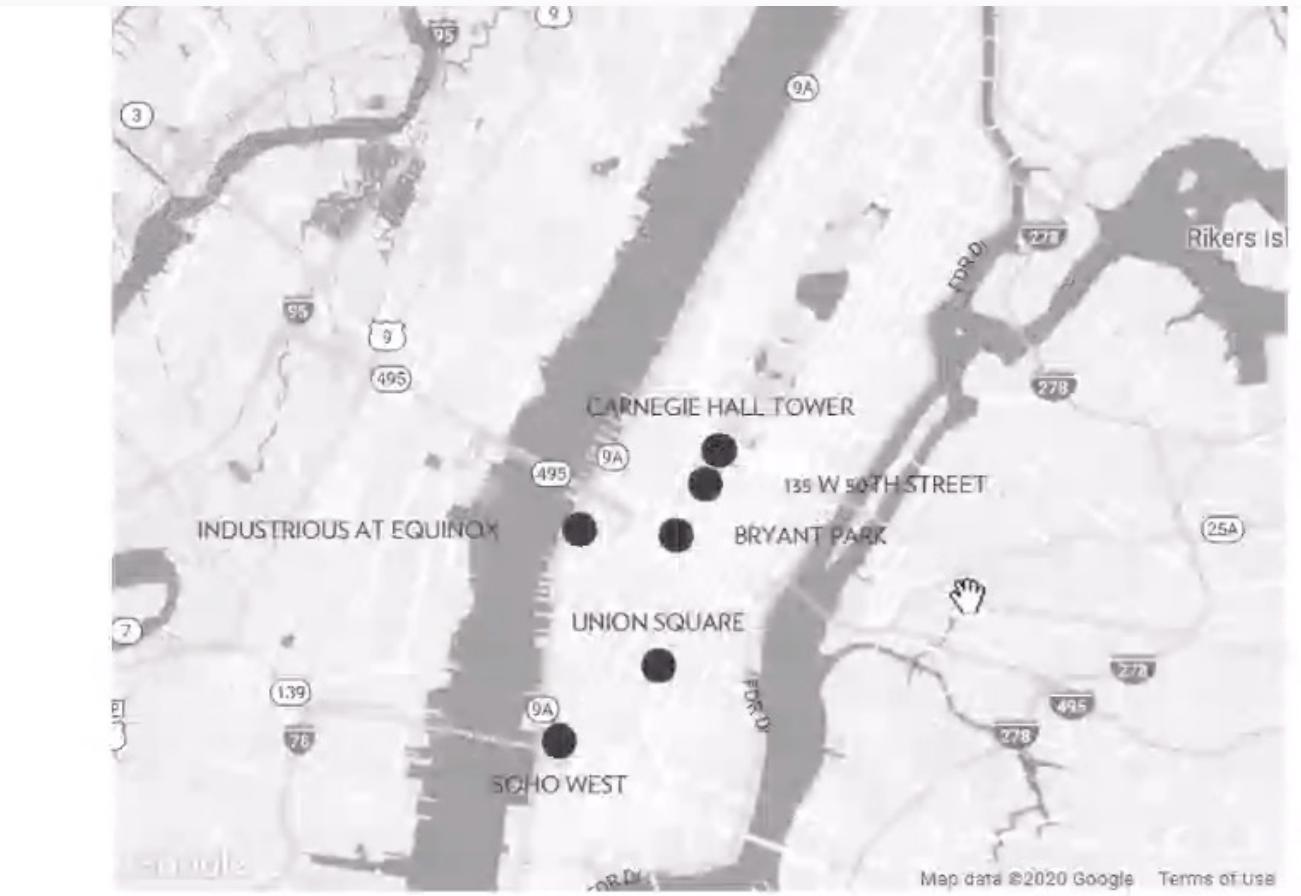
I've worked on the ideal user flow of the site but I decided to stick first on the maps functionality. Seeing them having a hard time navigating the map gives me an idea to add zooming features from google maps and the display public transit button.

The current map has a small circled icon to locate the area but it's not obvious that it is clickable, so I decided to create a pin icon to be noticeable and for them to hover or click. They grayed texts are the lists of the features I want to implement on the city page.

### NEW YORK CITY

With seven locations in New York City, plus access to our nationwide network spanning 50+ major cities, Industrious is everywhere you want to be. Schedule a tour today to find your perfect workspace.

[BOOK A TOUR](#)



Current map

# UI/UX DESIGNER

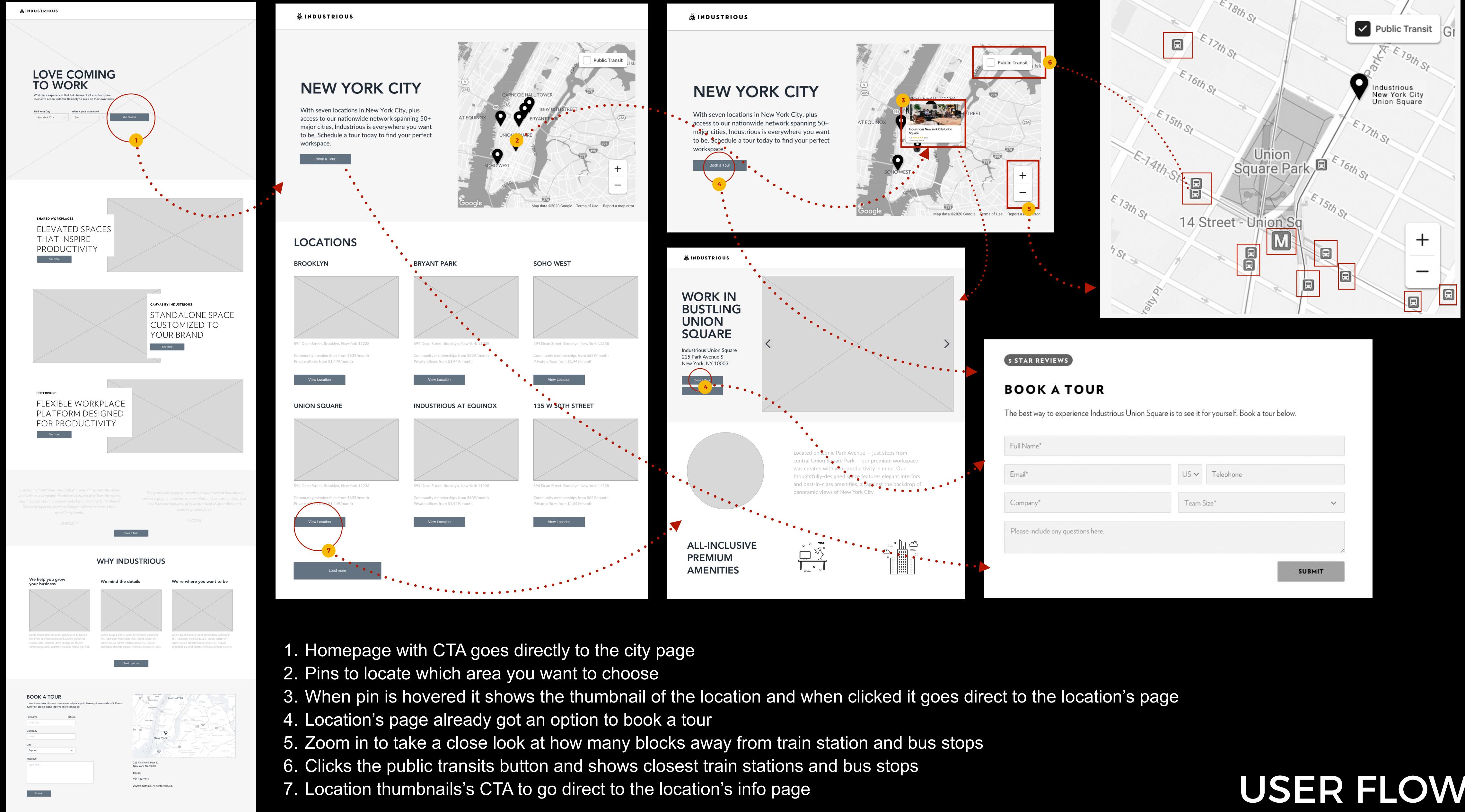


## PART 2: SOLUTION - FLOW

Map and Location's page ideal flow is to remove additional steps to locate the area and to go straight where they want to look into. The flow below is going straight to the locations map and then the location's page and immediately book the tour.



USER FLOW

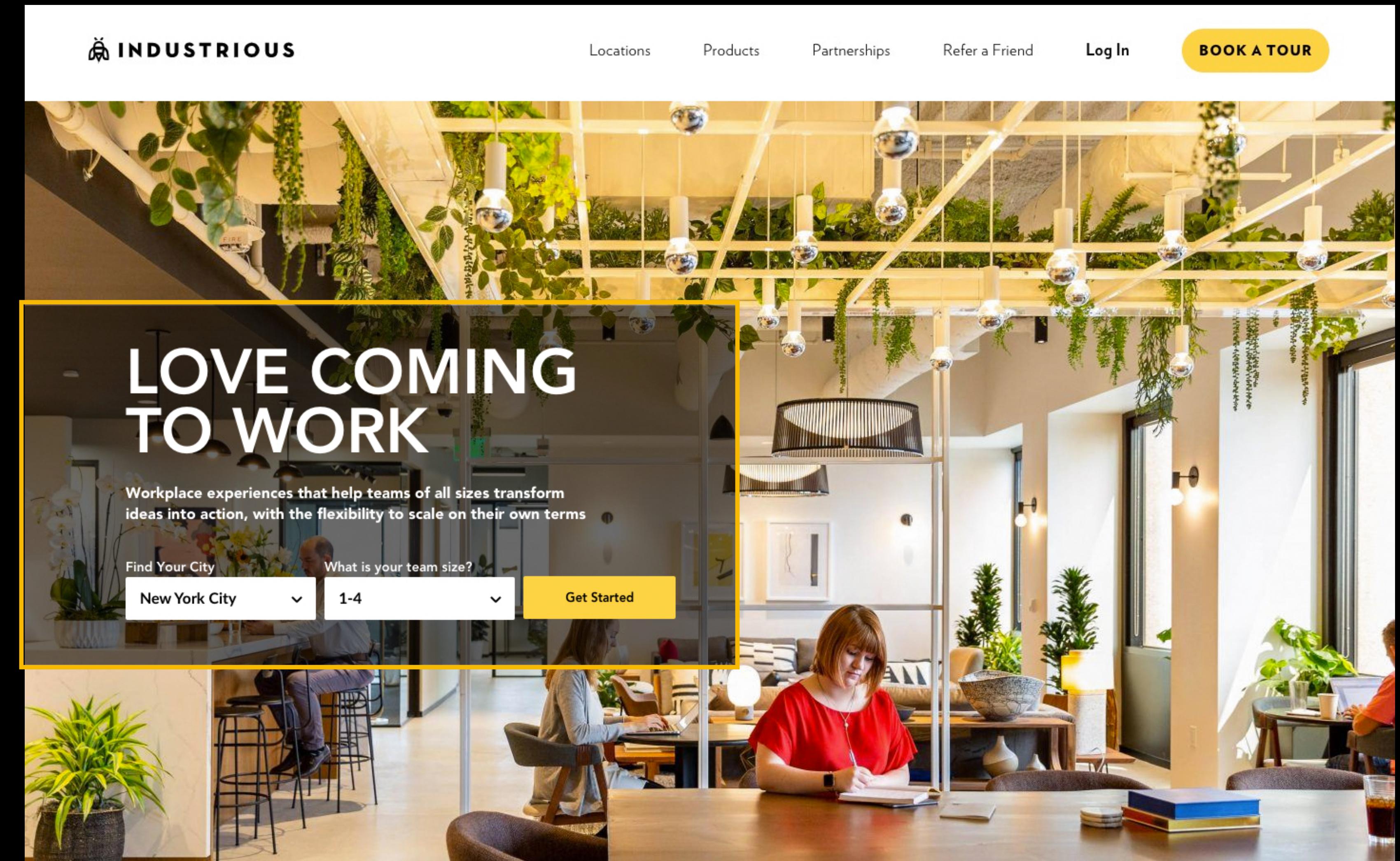
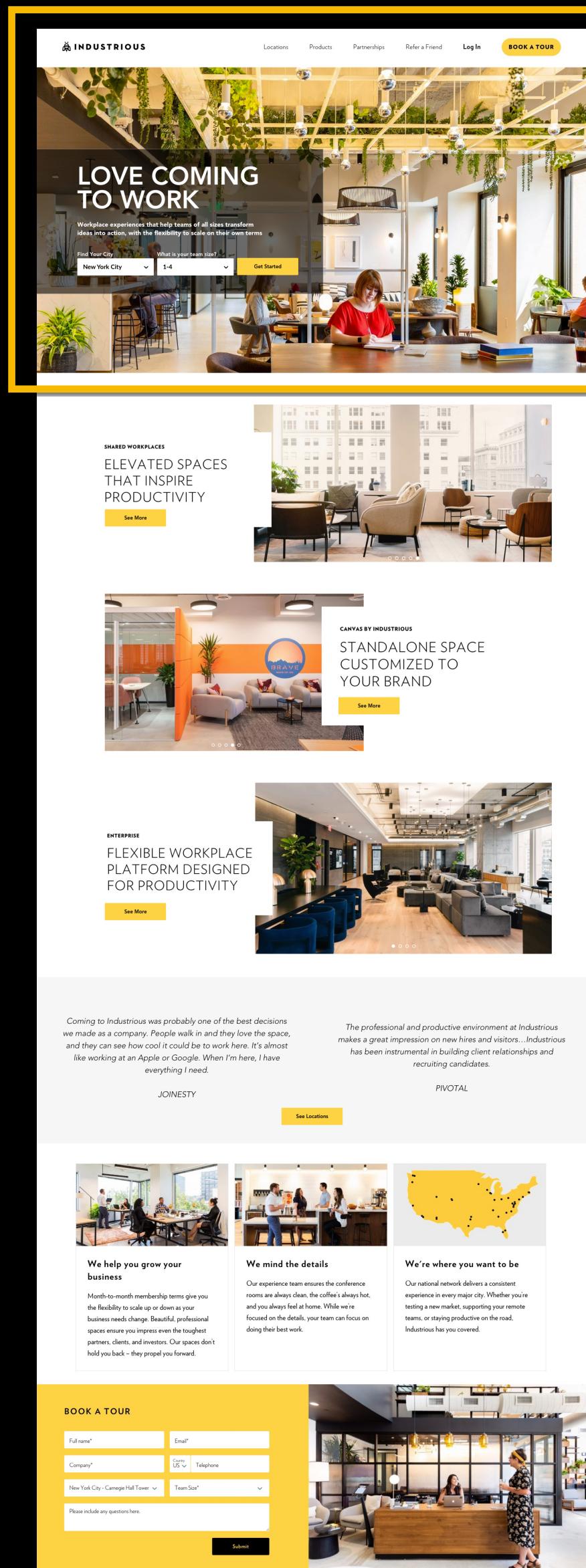


1. Homepage with CTA goes directly to the city page
2. Pins to locate which area you want to choose
3. When pin is hovered it shows the thumbnail of the location and when clicked it goes direct to the location's page
4. Location's page already got an option to book a tour
5. Zoom in to take a close look at how many blocks away from train station and bus stops
6. Clicks the public transits button and shows closest train stations and bus stops
7. Location thumbnails's CTA to go direct to the location's info page

# USER FLOW

# PROTOTYPE

## Homepage Content



Provide focus to click at the location and team sizes to get stared

\* This homepage re-design is based from my ideal flow from the research in Part 1

## Map Experience

**LOVE COMING TO WORK**

Workplace experiences that help teams of all sizes transform ideas into action, with the flexibility to scale on their own terms

Find Your City: New York City | What is your team size? 1-4 | Get Started A

SHARED WORKPLACES  
ELEVATED SPACES THAT INSPIRE PRODUCTIVITY  
[See More](#)

CANVAS BY INDUSTRIOS  
STANDALONE SPACE CUSTOMIZED TO YOUR BRAND  
[See More](#)

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Map data ©2020 Google Terms of Use Report a map error

## LOCATIONS

Location	Address	Membership Options	Action
BROOKLYN	594 Dean Street, Brooklyn, New York 11238	Community memberships from \$639/month Private offices from \$1,449/month	<a href="#">View Location</a>
BRYANT PARK	1411 Broadway, New York, New York 10018	Private offices from \$1,580/month	<a href="#">View Location</a>
UNION SQUARE	215 Park Avenue S, New York, New York 10003	Private offices from \$2,021/month	<a href="#">View Location</a>
INDUSTRIOS AT EQUINOX	31 Hudson Yards, New York, New York 10001	Community memberships from \$918/month Private offices from \$2,768/month	<a href="#">View Location</a>
	135 W 50TH STREET, NEW YORK, NEW YORK 10020	Opening Fall 2020	<a href="#">View Location</a>

A - Hero image with CTA goes directly to the locations page

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**Industrious New York City Union Square**  
4.9 ★★★★ (31) Coworking space [View Location](#)

B - When user hovers the pin the location will pop-up and its clickable to the location's page

## Map Experience

The screenshot shows the Industrious website's map experience. At the top, there is a navigation bar with links for Locations, Products, Partnerships, Refer a Friend, Log In, and a yellow 'BOOK A TOUR' button. Below the navigation bar is a map of New York City with several yellow location pins. A callout box labeled 'A' highlights a yellow-bordered 'Public Transit' button. Another callout box labeled 'B' highlights a yellow-bordered zoom control with '+' and '-' buttons. A red dotted arrow points from the 'Public Transit' button towards the zoom control.

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**LOCATIONS**

**BROOKLYN**

594 Dean Street, Brooklyn, New York 11238  
Community memberships from \$639/month  
Private offices from \$1,449/month

[View Location](#)

**BRYANT PARK**

1411 Broadway, New York, New York 10018  
Private offices from \$1,580/month

[View Location](#)

**SOHO WEST**

325 Hudson Street, New York, New York 10013  
Private offices from \$1,800/month

[View Location](#)

A - Public transit button to show nearest stations and bus stops

The screenshot shows a zoomed-in view of the Union Square area in New York City. A callout box labeled 'B' highlights a yellow-bordered 'Public Transit' button with a checked checkbox. A red dotted arrow points from the 'Public Transit' button towards the map. The map shows several blue icons representing subway stations and bus stops, which are highlighted with yellow borders. A red dotted arrow also points from the zoom control towards these icons.

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[Book a Tour](#)

B - When public transit is on, the icons of the stations and bus tops appears

C - When its zoomed, it will show a closer look at how many blocks away from the stations and bus stops

# Map Experience

**INDUSTRIOS** Locations Products Partnerships Refer a Friend Log In BOOK A TOUR

## NEW YORK CITY

With seven locations in New York City, plus access to our nationwide network spanning 50+ major cities, Industrious is everywhere you want to be. Schedule a tour today to find your perfect workspace.

[Book a Tour](#)

A map of New York City with several yellow location pins. One pin is highlighted with a yellow box and shows a thumbnail image of a workspace. Labels on the map include AT EQUINOX, UNION SQUARE, SOHO WEST, CARNegie HALL TOWER, and 135 W 50TH STREET. A 'Public Transit' button is in the top right corner. Below the map is a 'Book a Tour' button.

## LOCATIONS

BROOKLYN	BRYANT PARK	SOHO WEST
594 Dean Street, Brooklyn, New York 11238 Community memberships from \$639/month Private offices from \$1,449/month <a href="#">View Location</a>	1411 Broadway, New York, New York 10018 Private offices from \$1,580/month <a href="#">View Location</a>	325 Hudson Street, New York, New York 10013 Private offices from \$1,800/month <a href="#">View Location</a>

UNION SQUARE	INDUSTRIOS AT EQUINOX	135 W 50TH STREET
215 Park Avenue S, New York, New York 10003 Private offices from \$2,021/month <a href="#">View Location</a>	31 Hudson Yards, New York, New York 10001 Community memberships from \$918/month Private offices from \$2,768/month <a href="#">View Location</a>	135 W 50th Street, New York, New York 10020 Opening Fall 2020 <a href="#">View Location</a>

**INDUSTRIOS** Locations Products Partnerships Refer a Friend Log In BOOK A TOUR

### 5 STAR REVIEWS

## WORK IN BUSTLING UNION SQUARE

Industrious Union Square  
215 Park Avenue S  
New York, NY 10003

[BOOK A TOUR](#) [VIEW MAP](#)

Located on iconic Park Avenue — just steps from central Union Square Park — our premium workspace was created with your productivity in mind. Our thoughtfully-designed space features elegant interiors and best-in-class amenities, all against the backdrop of panoramic views of New York City.

[SUITES](#) [OFFICES](#) [SEE DETAILS](#)

### ALL-INCLUSIVE PREMIUM AMENITIES

**WORKPLACE AMENITIES**

- Craft Coffee and Beverages
- On-Site Staff
- Conference Rooms
- Mail and Packaging
- Networking Events
- Phone Booths

[VIEW MORE](#)

**BUILDING AMENITIES**

- Renovated Lobby
- Retail

**BOOK A TOUR**

Full name\*  Email\*   
Company\*  Country  Telephone   
New York City - Carnegie Hall Tower  Team Size\*   
Please include any questions here.  
  
**Submit**

Simple steps from locate a workplace location to book a tour

# THANK YOU

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DESIGN EXERCISE PREPARED FOR

