



Bringing the
world's creators
together.

The Problem:

Small business owners have a hard time finding a physical space to work in or to sell their products in. These spaces are often too: expensive, large, or difficult to navigate as a single leasor.

Our Solution:

Provide creators with a means of finding other creators to come together, enabling them to lease spaces cheaply, efficiently, and with artists that share their creative vision.

Task Flows



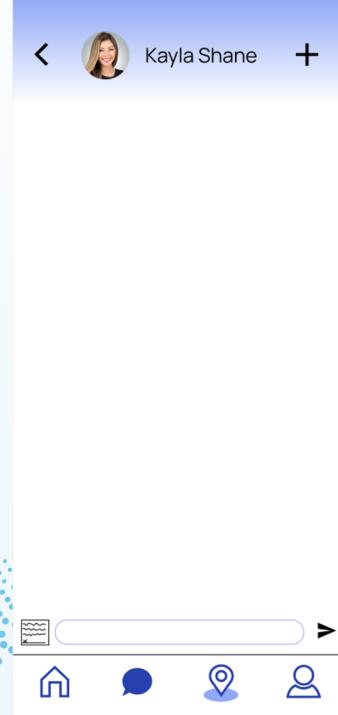
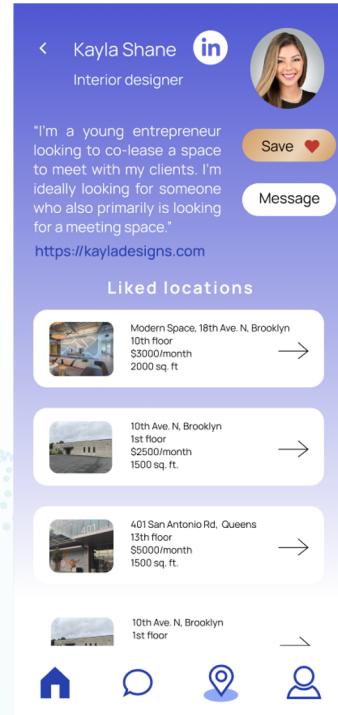
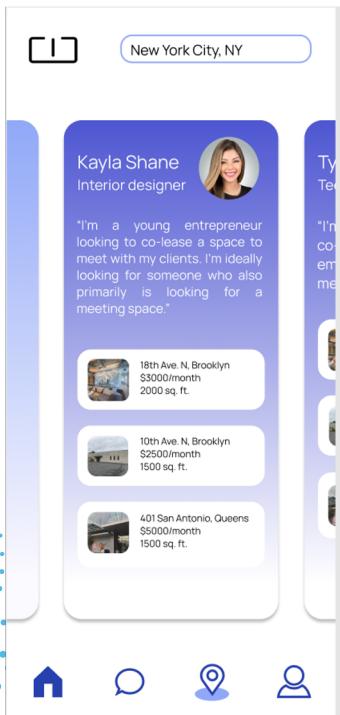
Tasks Overview:

Simple task: Find a person (or more!) you would like to coalease with based on their artistic style, profile and liked spaces

Moderate task: Find a place to lease with one (or more!) coaleasors found in the simple task

Complex task: Sign a lease agreement with your fellow coaleasors (remains the same)

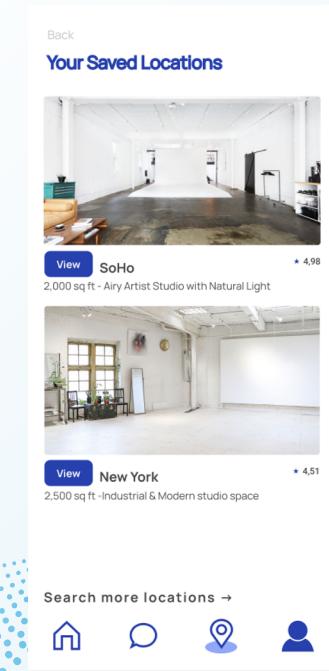
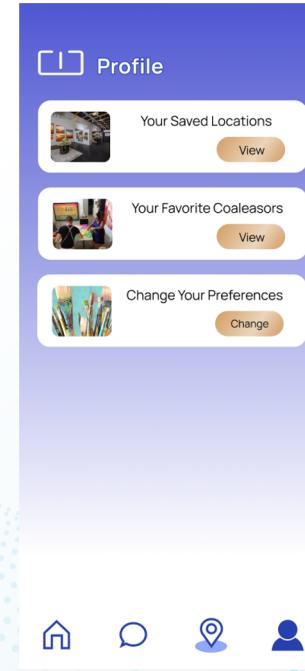
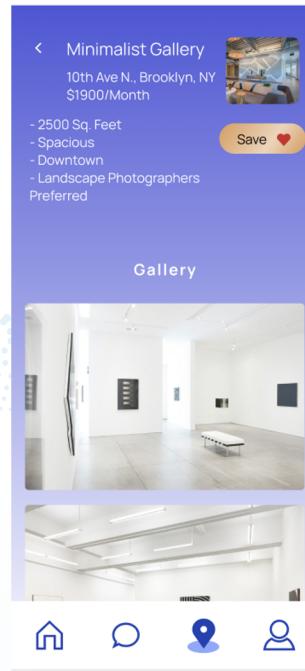
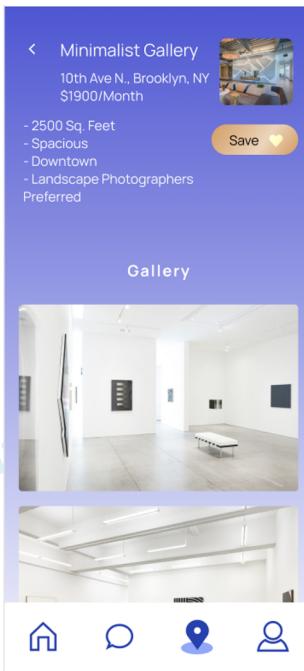
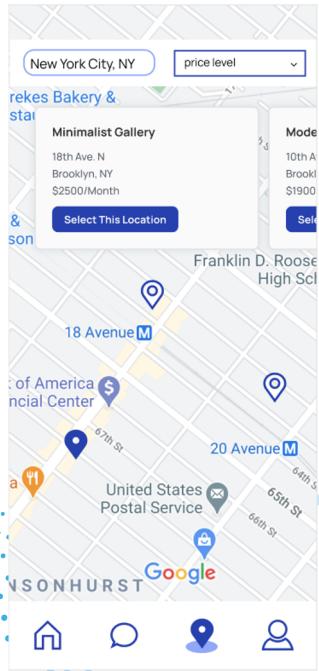
Simple Task:



Simple Task:

- User first navigates to homepage to scroll through other potential coaleasors
- User taps on a profile they're interested in to see more detail about the other creator
- User “likes” the other creator to add them to their list of “liked” creators
- User presses the “message” button to open a chat window with the other coaleasor to start a conversation

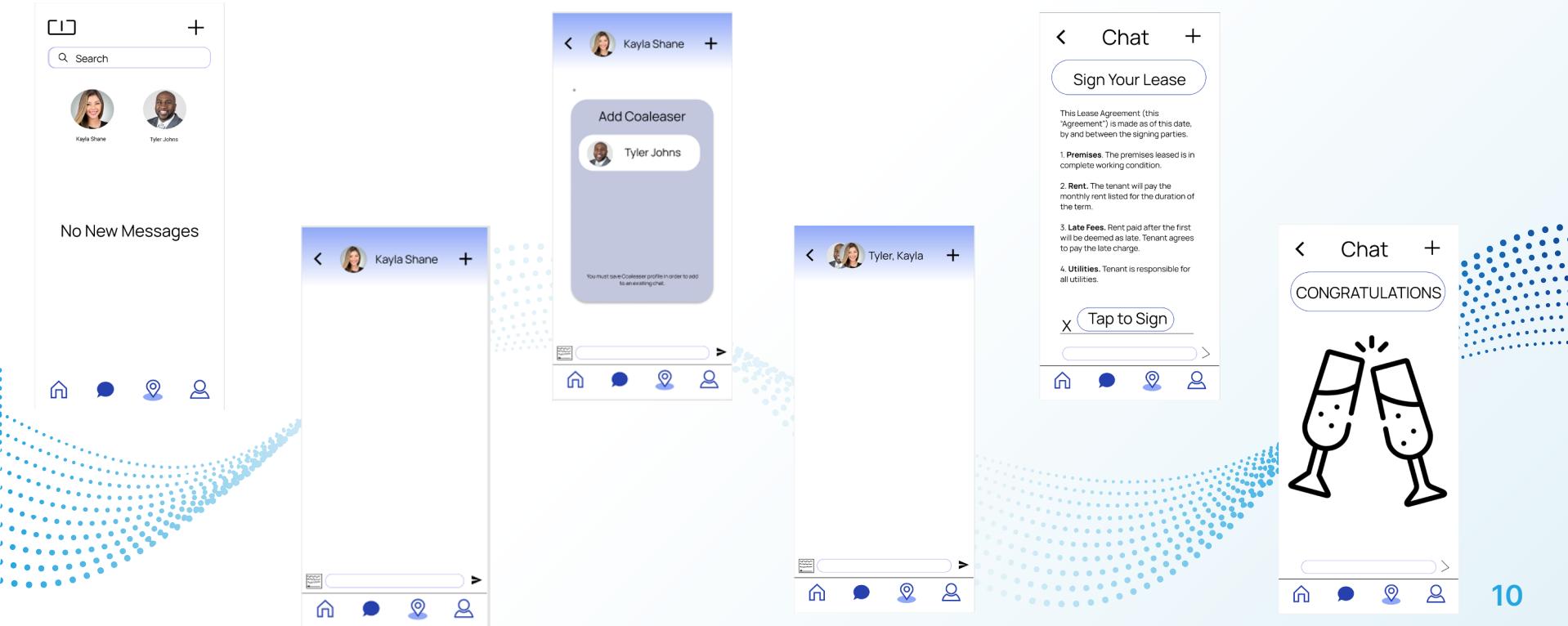
Moderate Task:



Moderate Task:

- User navigates to the map page to browse potential locations through a list on the top and a map on the screen (with filters at the top too)
- User clicks on a location they're interested in to see details
- User can “like” the location to save it to their profile in their list of saved locations
- User can then explore said list to determine which place they'd like to lease by comparing places against one another

Complex Task:



Complex Task:

- User navigates to the chat screen to begin a chat with one of the coaleasors they've "liked"
- Once they begin the chat, they can add other coaleasors to the chat to coalease with multiple people
- They can propose a location to the other coaleasors in the conversation
- Once it's been proposed, they read over the agreement and sign the lease
- They live happily ever after in their new lease!

UI/Design Updates

Updates Overview:

Updated Homepage-
no longer Tinder-
style swiping on
people but rather a
scrolling feed of
profiles, enabling
users to come back
to profiles they
skipped earlier

Updated Profile
Page- now contains
folders for “liked”
places and
coaleasors as well as
a place to update
your preferences for
spaces to search for

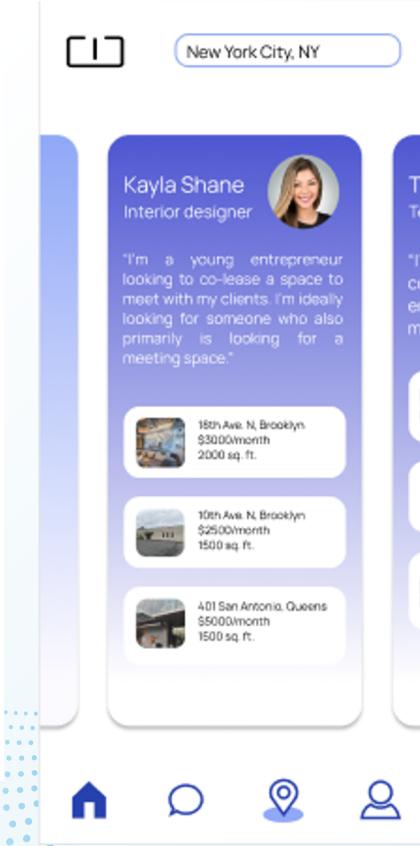
Added functionality
for adding multiple
coaleasors to a chat-
feedback that we
couldn’t facilitate
multiple-person
coaleases

“

The person is far more
important in my leasing
decision than the place is. -
Jesse Myers (low-fi prototype
tester)

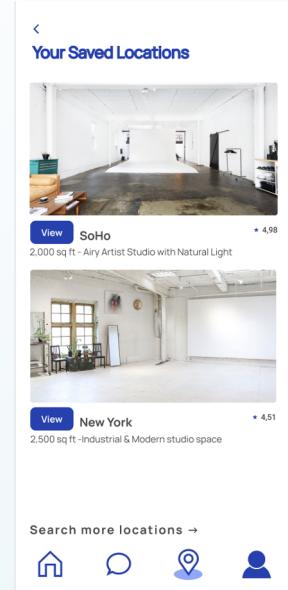
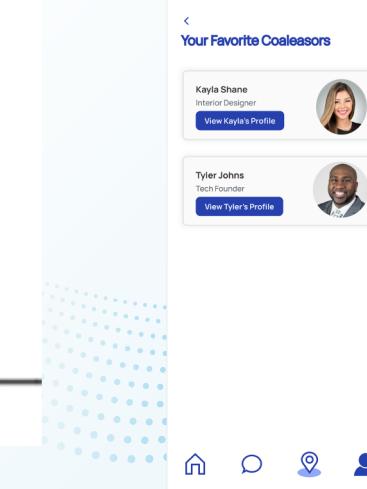
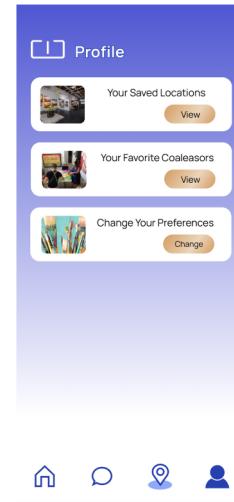
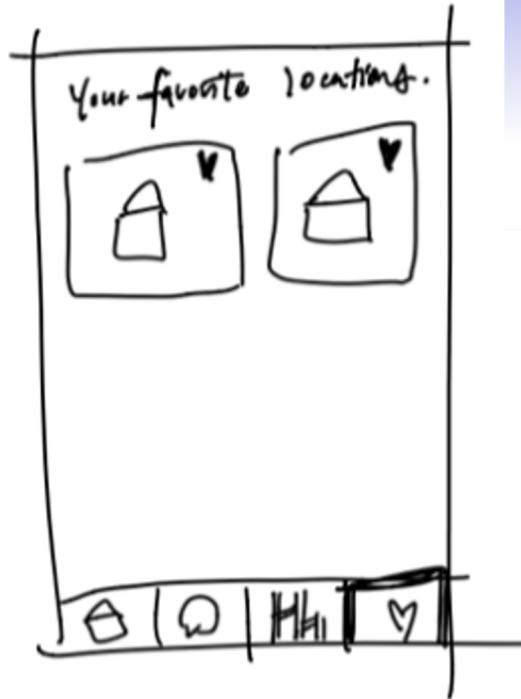
Homepage

Infinite carousel now allows for people not initially “liked” to remain on the homepage in case you want to come back to them later, no longer Tinder-style swiping



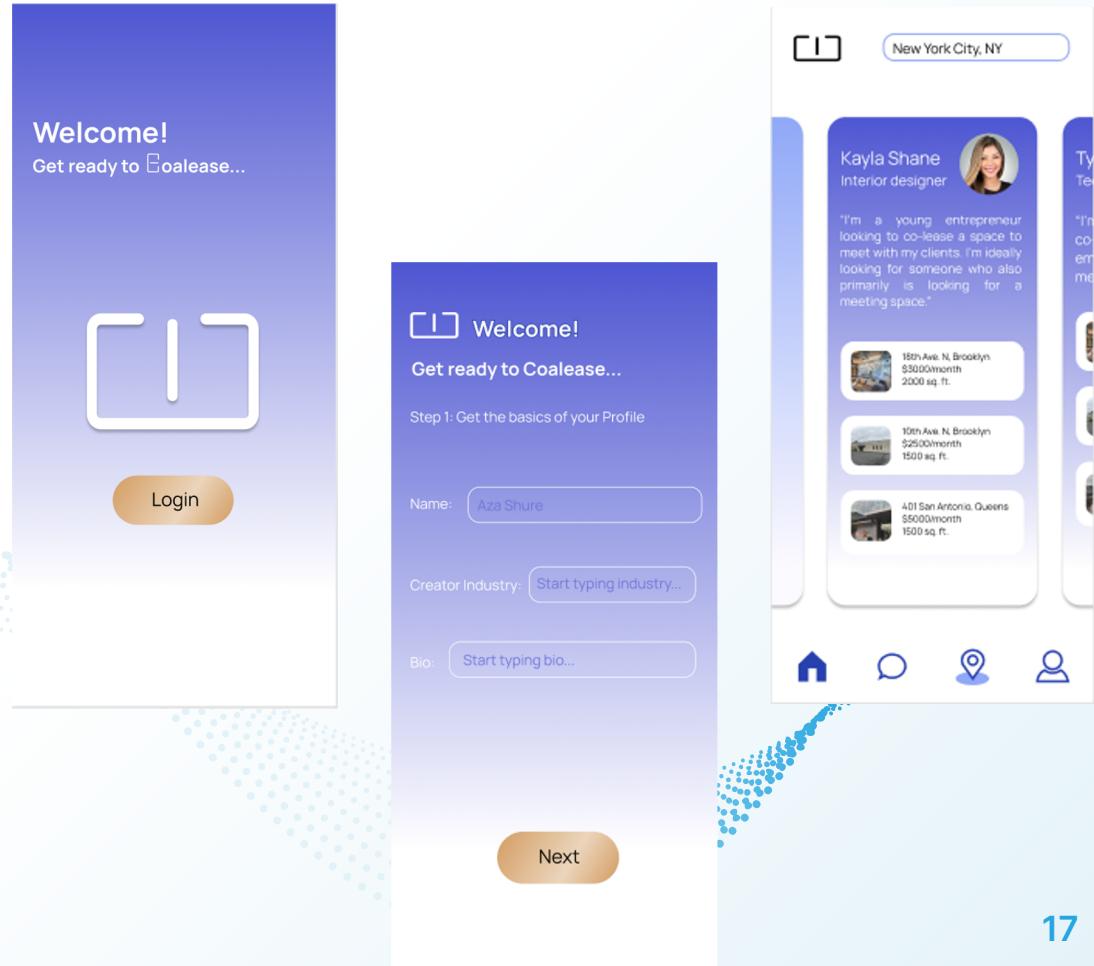
More Robust Profile

Profile now allows access to liked coaleasors, places, and information updates- far more functionality than our last iteration allowed which was just liked places



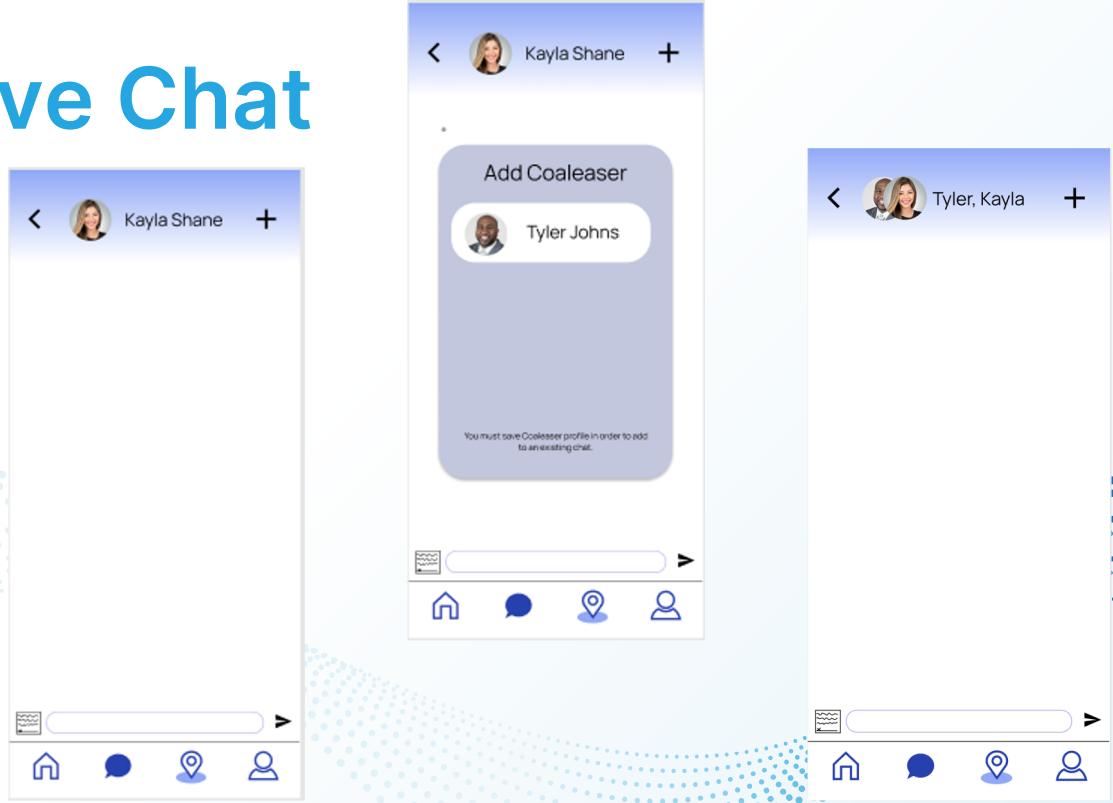
Signup Flow

Signup now takes you from profile to homepage where other coaleasors are in a carousel as opposed to navigation, which was the old flow



More Intuitive Chat

Allows for easier addition of multiple coaleasors to one conversation- press the button in the top right corner to add another coaleasor to the conversation!



Simplified Profile Pages

Feedback that putting work on website would be a better means of showcasing style than trying to condense to a profile page here, so we added attaching personal website functionality



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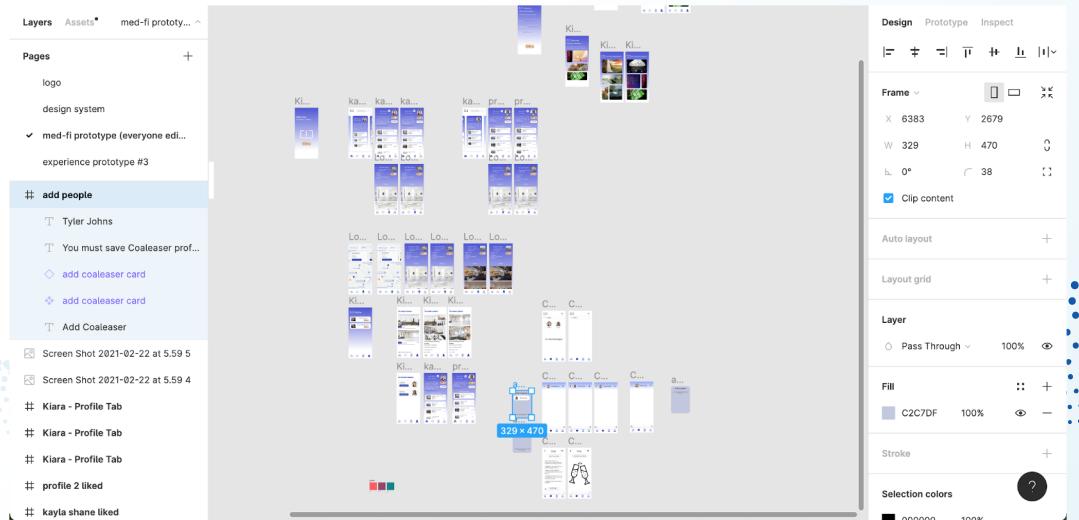


Design Tools



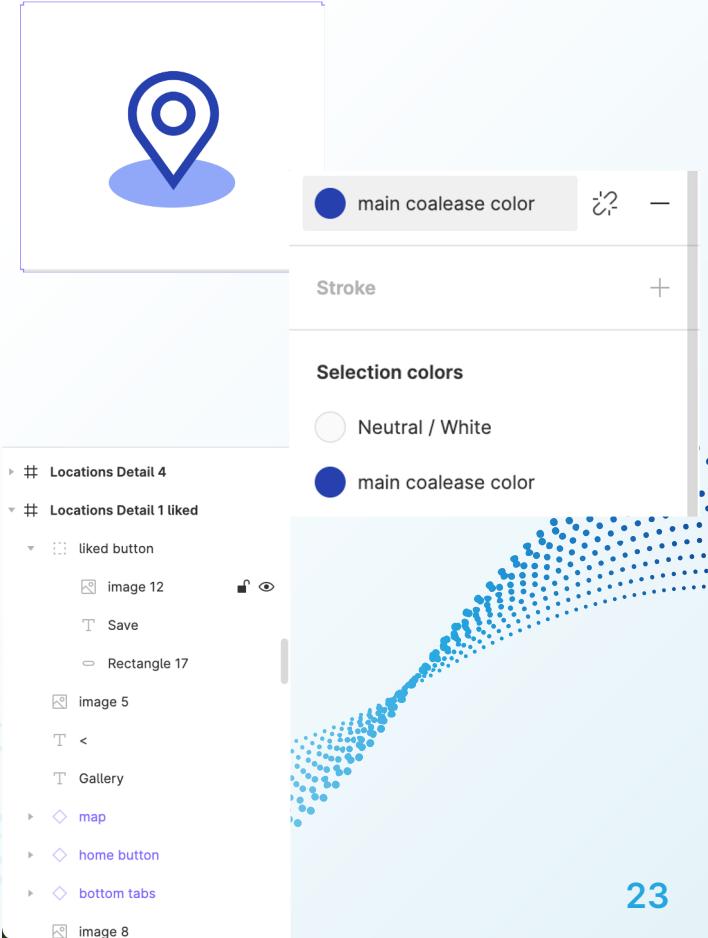
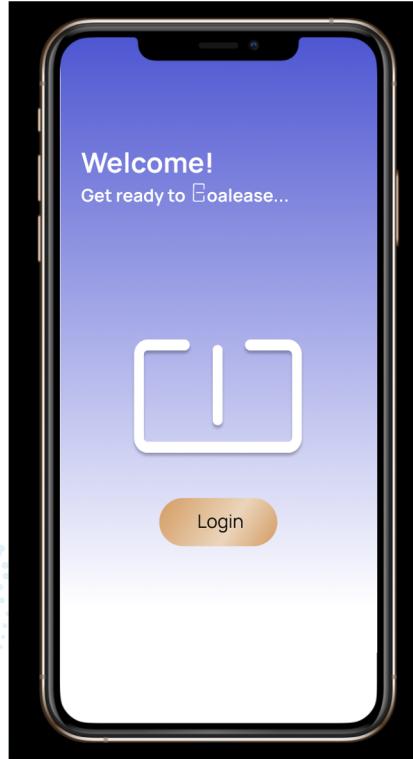
Figma

We used Figma to design our medium-fi prototype as one of our groupmembers was already relatively well-versed in its functionality



Benefits

- Familiarity
- Wiring
- Components
- Intuitive Sidebar Interface
- Common color themes



Drawbacks/Limitations

- No map functionality- ideally the user would be able to interact with the map screen by dragging around, but that is infeasible in anything but the google maps API

- No chat functionality- infeasible again to have screens for everything someone would potentially type (solution for next time, autosuggested messages?)

- Can get scattered-named components can get confusing and you can end up editing pieces of other screens unintentionally

Additional Screenshots

Welcome!

Almost done...

Step 2: Get the important portfolio links

Website:

LinkedIn:

Done!

Update Profile

Make Coalease Changes...

Choose a Monthly Budget

\$0-\$499

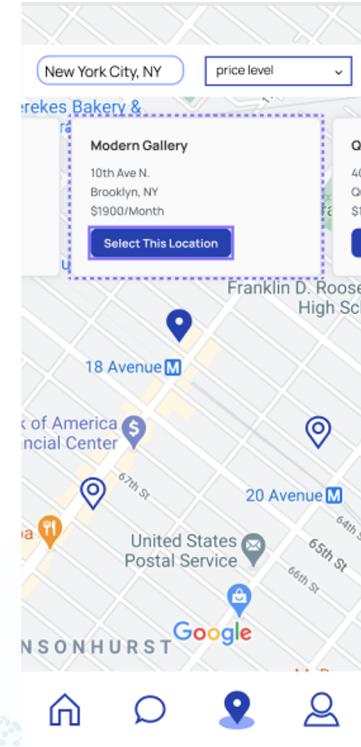
\$500-\$699

\$700-\$899

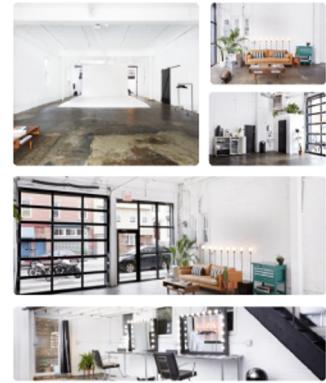
\$900-\$1999

\$1200-\$1399

\$1400+



Your Saved Locations



Full-Service Studio in Williamsburg

Information

Space Type: Photo / Filming Studio

Floor/Access: Ground floor street

Rental Capacity: Entire

Size: 2.000 sq ft



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Discarded Moodboard Screenshots

