



Find a [workspace](#) that works

Jaspreet Singh · Kamaljit Kaur
Reetu Reetu · Sayena Einafshar
Sumeet Kumar · Victor Jianto · Wez Ireland

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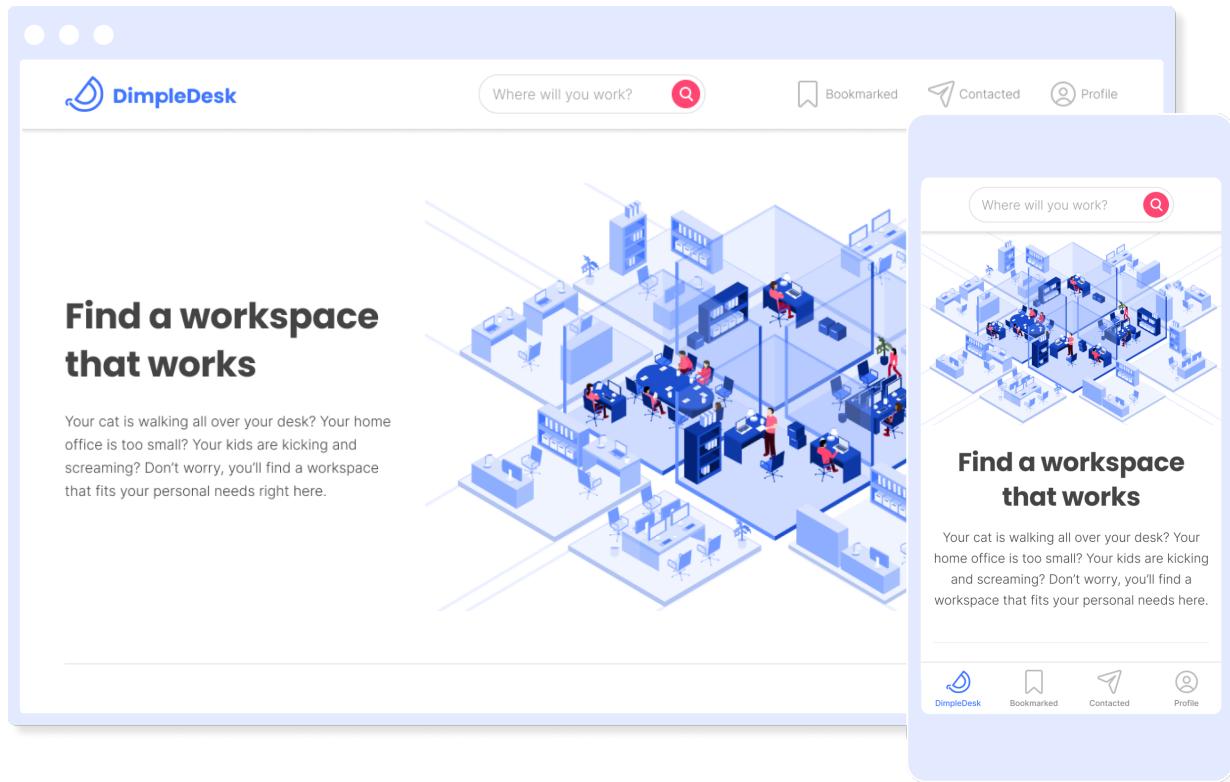
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About DimpleDesk



Project Overview



Problem

We will be solving two main problems: First, people want to rent out extra workspace in their homes during business hours for additional income. This enables privacy during non-working hours. Secondly, people want a dedicated workspace away from home when their workspace at home does not meet their needs.

Solution

We will be solving these two problems by creating a web platform that enables hosts to list workspaces and tenants to find and rent workspaces that suit their needs easily. We will be focusing on designing and developing the tenant-side of the platform for the MVP.

Project Main Features



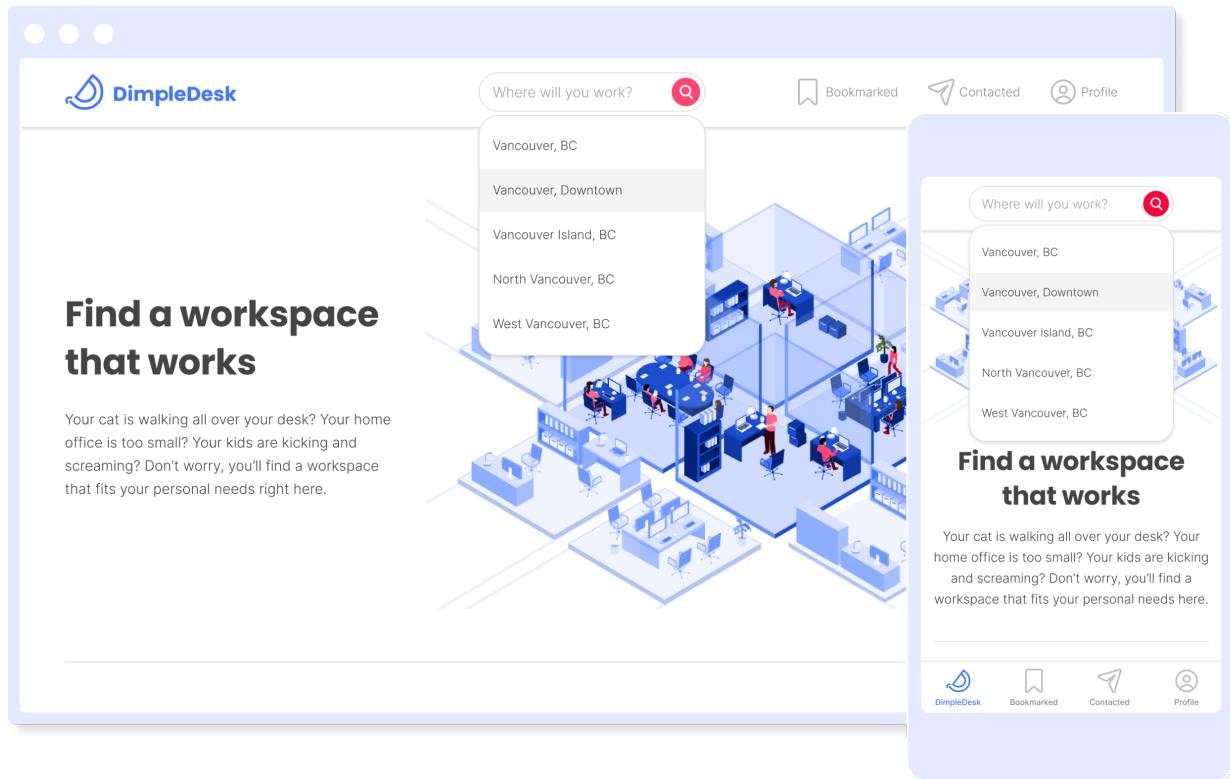
1. **Search Listing:** Our extensive collection of listings enables users to search and view workspaces from almost anywhere in the world.



3. **Contact Host:** As a call-to-action, users may contact hosts directly from a given listing's details page.

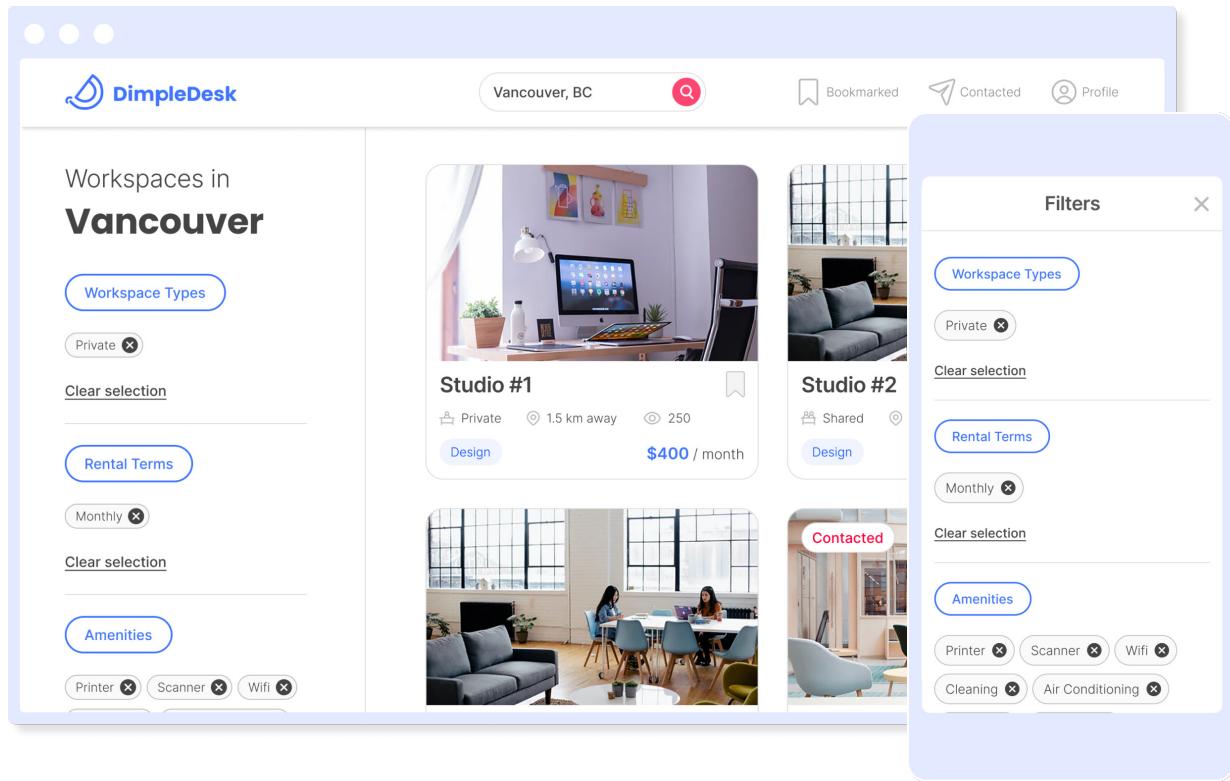


2. **Workspace Listing Filtering:** We make it easy for users to find workspaces and filter based on desirable amenities.



Search Listing

This feature provides people without ideal workspaces a way to find personal workspaces for rent and homeowners to showcase their extra home workspaces. For tenants, this solves their problem of not having ideal workspaces at home by providing affordable alternatives. The listings will be created by homeowners who have underutilized workspaces at home. Listing creation is scoped out of the MVP version of the platform.



Workspace Listing Filtering

This feature allows potential tenants to quickly browse through and find listings that meet their needs. Potential tenants will be able to search through listings by filtering down the options by workspace type (private or shared), rental terms (daily / weekly / monthly), amenities, and professional interests. This solves the potential tenants' problem of not being able to find workspace listings that meet their needs quickly.

The screenshot displays a workspace listing for "Atelier Esther Studio #2" on the DimpleDesk platform. The listing includes the following details:

- Contact Information:** "Contact host" button.
- Rental Dates:** "Select Start Date" field.
- Rental Duration:** "Rental Duration" field.
- Price:** "\$300 / month".
- Location:** "Vancouver, BC".
- Features:** "Design" (indicated by a blue icon).
- Distance:** "250" (likely square feet).
- Amenities:** "1.5 km away".
- Visuals:** Three images showing the workspace setup, including a desk, chair, and computer monitor.
- Private Workspace:** "You will have a private desk." (with an icon).
- Workspace Size:** "10ft (W) x 16ft (L) x 16ft (H)" (with a 3D cube diagram labeled "WIDTH", "DEPTH", and "HEIGHT").
- Availability:** "Availability" button.
- Storage:** "Storage" button.

Contact Host

This feature provides a method for potential tenants to contact the host of a workspace listing. When a potential tenant contacts the host, the system will send out an email to the host (tenant's profile information, interested listing, and interested dates) and another email to the potential tenant (confirmation, interested listing, and interested dates). Potential tenants will be able to see contacted listings on the "contacted" page to keep track of which workspace listings they have contacted the host for.

Competitive Analysis

	 DimpleDesk dimpledesk.com	 wework wework.com	 Regus regus.com	 iQ OFFICES iqoffices.com	 SPACES spacesworks.com
Industry Specific Workspace	✓	-	-	-	-
Workspace Dimensions	✓	-	-	-	-
Transparent Pricing	✓	-	-	-	-
Bookmark Listings	✓	✓	-	-	✓
Many Locations	✓	✓	✓	-	-
Display Detailed Amenities	✓	✓	-	✓	✓
Display Workspace Photos	✓	✓	✓	✓	✓

Project Schedule

Design Schedule

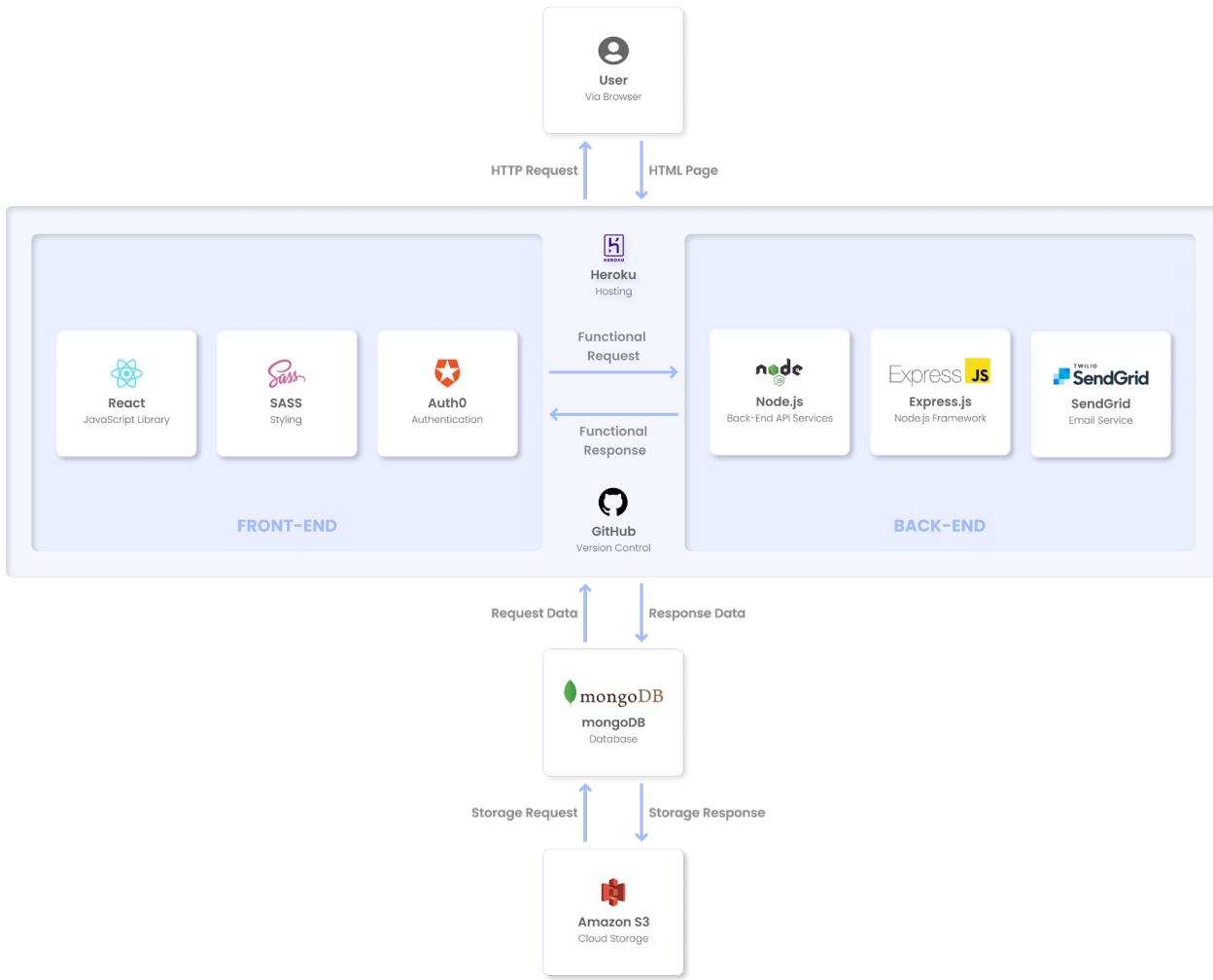
Week 01	Project Overview Research Concept Ideation Planning
Week 02	Market Research Feature Planning Scope UI Research UX Blueprint
Week 03	User Personas User Flow Feature Lockdown
Week 04	Logo Concept UI Direction Lockdown Wireframing (1st Iteration)
Week 05	Wireframing (1st Iteration) Branding (Logo, Typeface, Color) Usability Test
Week 06	Wireframing (2nd Iteration)
Week 07	Illustrations Icons Mockups
Week 08	Illustrations Icons Mockups
Week 09	Proposal Document Promotional Materials
Week 10	Presentation Content Proposal Document Promotional Materials
Week 11	Presentation Slides Print Ready Promotional Materials
Week 12	Presentation

Development Schedule

Week 01	Project Overview Research Concept Ideation Planning
Week 02	Research Tech Stack Research Data Structure Determine Tech Stack Determine File Structure & Naming Conventions
Week 03	Set Up Dev. Environment Create Data Structure Spreadsheet
Week 04	Affinity Diagram Data Modelling Create Sample Data System Architecture Dev Work Breakdown Structure Setup Tech Stack
Week 05	Start Front-End Dev. Start Populating Database With Sample Data Set Up APIs To Communicate With Back-End Upload Listing Images To AWS S3
Week 06	Front-End Dev. (Home Page, Profile Page) Back-End Dev. (Google Map API)
Week 07	Front-End Dev. (Listing Page, Contacted Page) Back-End Dev. Testing
Week 08	Front-End Dev. (Single Listing Page, Bookmarked Page) Back-End Dev. Testing
Week 09	Testing Bug Fixes
Week 10	Testing Bug Fixes
Week 11	Testing Bug Fixes Code Freeze
Week 12	Practice Demo

Technology Usage

System Architecture



Our front-end (including React and SASS) and back-end (including NodeJS and ExpressJS) repositories are posted on Github and we are hosting both on Heroku. We are using MongoDB for database and Amazon S3 for image storage. We are using SendGrid for emails and Auth0 for authentication.

We chose this tech stack so that we could focus on building upon the best tools for our MVP

Data Driven Feature

Interactive Interface

Users can manipulate their profile information, which directly impacts data sent to a host upon a booking request.

Sources

Our users collection is made up of dummy data with names and emails generated by Mockaroo, images sourced from Pexels, and remaining attributes created by the team and randomized across the dataset. Our listings collection is made up of attributes generated by the team and randomized across the dataset. Images were sourced from within the team and Pinterest.

User Engagement

Users may search for listings by inputting a city, postal code, or specific address. They can then filter upon the results, bookmark a set of listings, and contact the host from within each listing. As the user takes these actions (bookmark and contact), listings are attached to their profile in the database for later retrieval.

Relevant Information

Listing locations are accurate to their searched criteria (to the nearest city). Listings that are closest to the searched location will be displayed first in the search results.

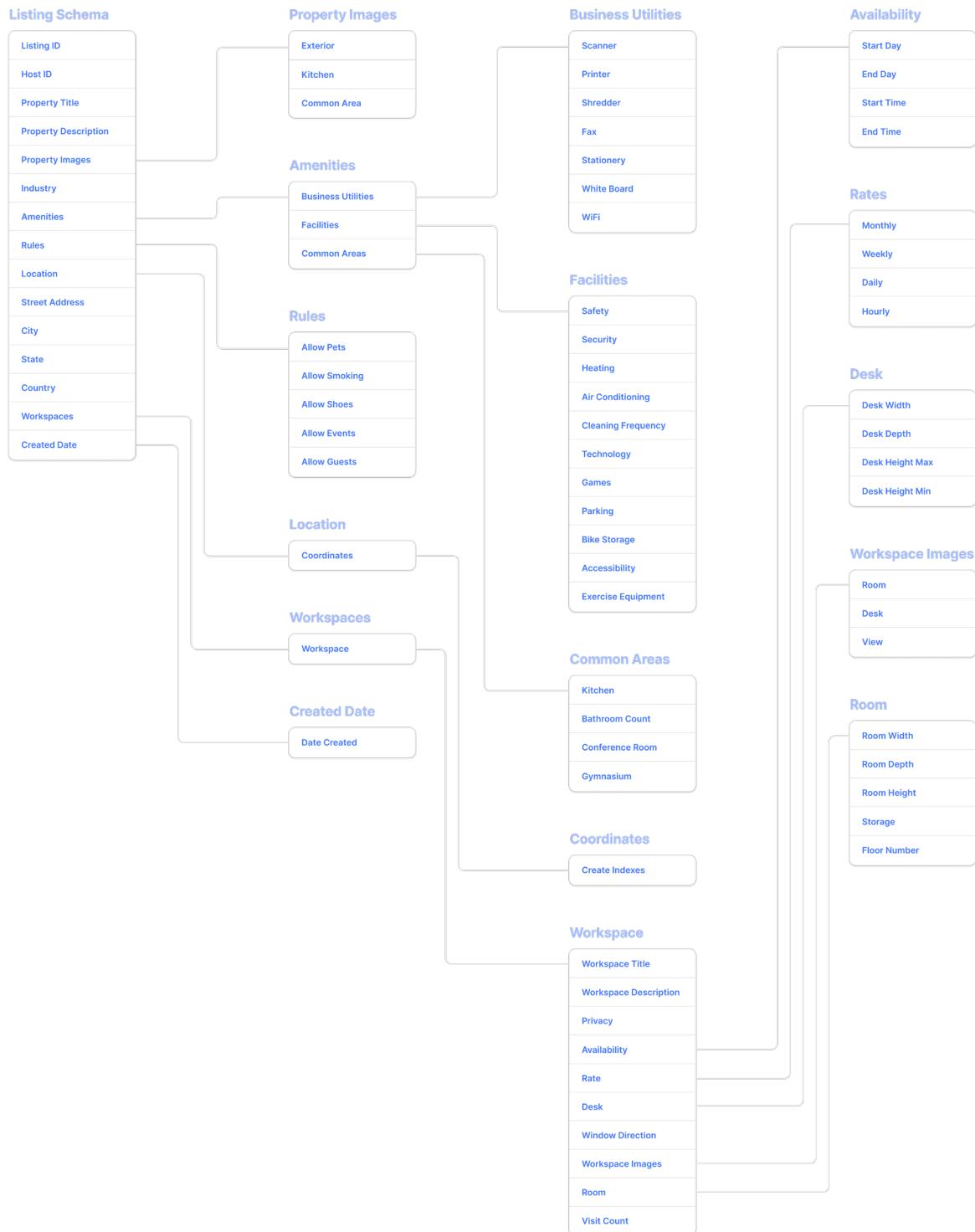
Data Visualization

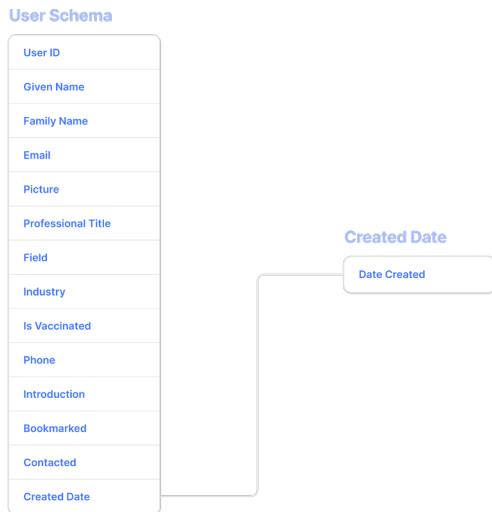
User Profile: Data is visible and editable by the user.

Listings: Data is rendered based on location search. The returned data is sorted by workspace listings that are nearest to the searched location.

Email: Emails sent to hosts include interested rental dates and tenant's profile information. Emails sent to tenants include host's name and a link to the original listing.

Database Structure





Our Database

We created two databases, one for the users collection (shown in the diagram on page 17) and the other for the listings collection (shown in the diagram on current page).

User Collection

Our users collection includes attributes of users (dummy and real) that have profiles within DimpleDesk (hosts and tenants). User attributes from login (retrieved from Auth0): given_name, family_name, email, imageURL. User attributes provided by user (editable by user on the platform UI): title, field, industry, isVaccinated, phone, intro.

Listings Collection

Our listings collection includes data specific to a given property and its workspaces. Each listing is tied to a user (the host), and data between the two are intersected with a listing is rendered, and a user contacts a host. Listing attributes: Property Title, Listing Title, Rate per term, Amenities, Business utilities, Shared spaces, Rules.

Design Technology



Asana

Task Management



Figma

UX/UI Iterations



Illustrator

Illustrations



Photoshop

Graphic Assets



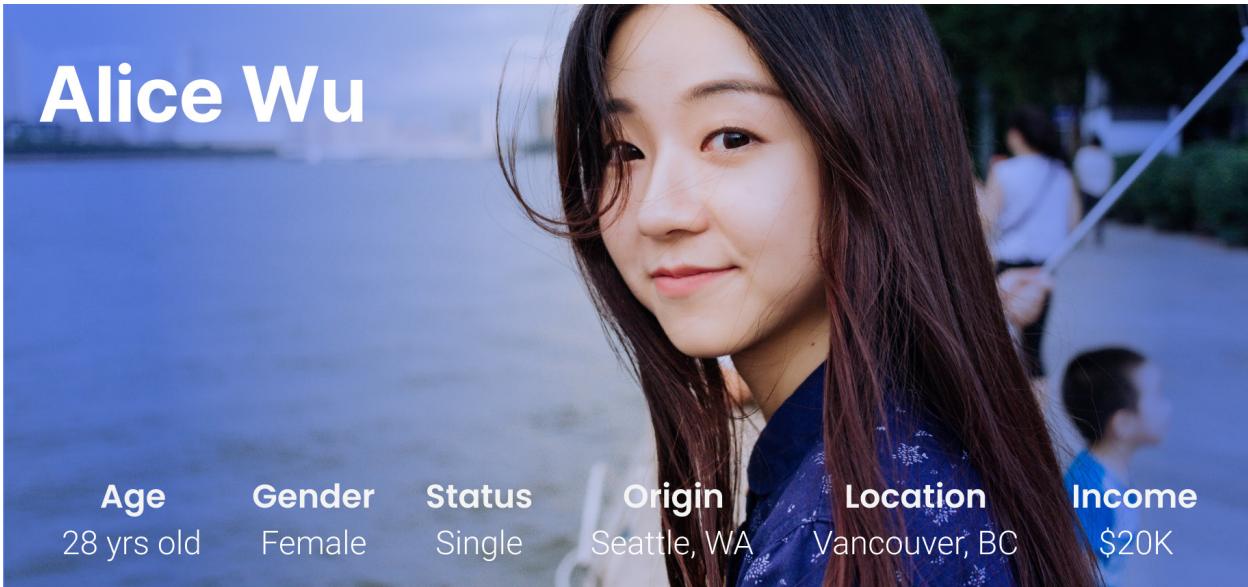
InDesign

Proposal

We used Asana to keep track of work packages and deliverables, Figma to collaborate on UI and UX design tasks (information architecture, user flow, wireframes, mockups), Adobe Illustrator and Photoshop to create UI assets, and Adobe Indesign to draft the project proposal.

Design Process

Alice Wu



Age	Gender	Status	Origin	Location	Income
28 yrs old	Female	Single	Seattle, WA	Vancouver, BC	\$20K

Description

Alice is the co-founder and CTO of a startup in Seattle. Her company is growing fast and she is setting up a branch office in Vancouver. The AirBnB she is staying at does not have a workspace that suits her needs. She needs to find a temporary workspace in Vancouver for one to two months before the Vancouver office is fully set up.

Profession	Startup Co-Founder, CTO
Brands	Apple, AMD, Nike, UNIQLO
Used Apps	Asana, UberEats, AirBnB

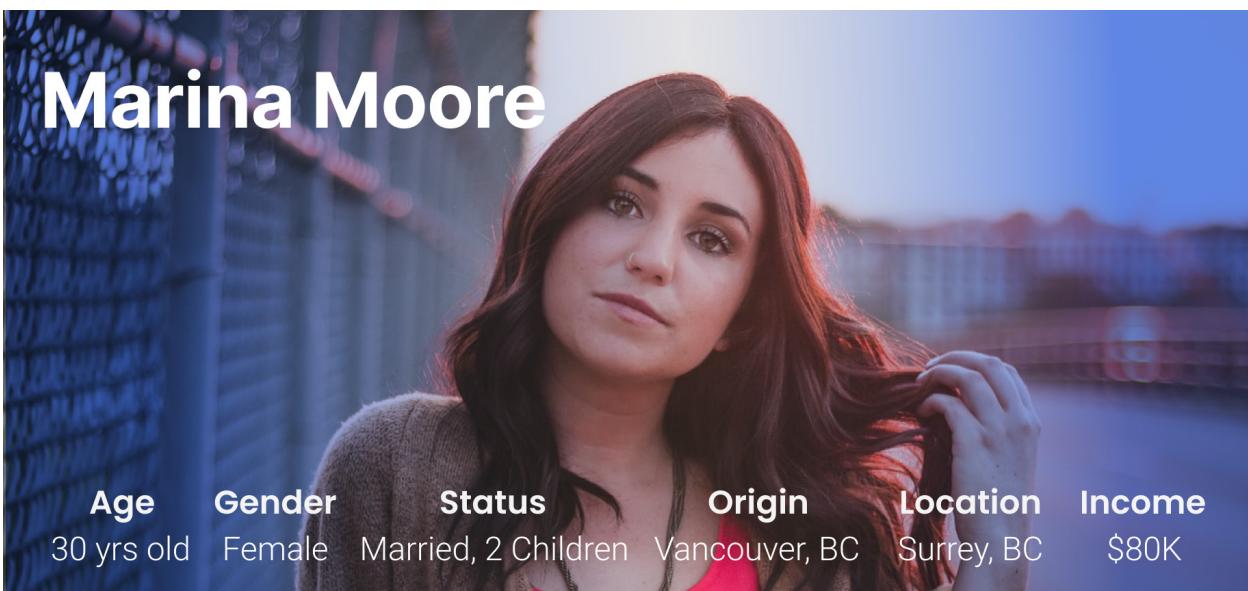


Frustrations

- Unable to find affordable private workspace nearby
- Unable to know pricing when viewing listings
- Unable to book workspace instantly

Goals

- Rent a personal workspace in Vancouver area
- Minimize costs to keep the business lean and efficient
- Book a workspace quickly



Description

Marina is a professional fashion designer. She needs extra and quiet space for her work because her daughters always create disturbance when she is working. She spends long hours designing patterns, cutting and sewing. She has been working hard on her seasonal collections and can benefit from a dedicated space near home.

Profession	Fashion Designer
Brands	Apple, Google, Zoom
Used Apps	Shopify, YouTube



Frustrations

- Poor internet connection at home
- Limited space at home
- Distractions from her children
- Showcasing collections at home has failed due to lack of dedicated space

Goals

- Become a famous designer
- Ability to display her work virtually in a quiet and big workspace
- Prefers to keep the messy progress of fashion design away from home

Information Architecture



User Flow



Feature UX

The wireframes illustrate the user interface for the DimpleDesk platform, showing the search results page and a listing detail page.

Search Results Page (Top Left):

- Header:** DimpleDesk logo, Vancouver, BC, search icon, Bookmarked, Contacted, Profile.
- Title:** Workspaces in **Vancouver**.
- Filters:**
 - Workspace Types: Private (selected).
 - Rental Terms: Monthly (selected).
 - Amenities: Printer (selected), Scanner (selected), WiFi (selected).
- Listings:**
 - Studio #1:** Private, 1.5 km away, 250 sq ft, Design, \$400 / month.
 - Studio #2:** Shared, 1.5 km away, 250 sq ft, Design, \$300 / month.
 - Contacted:** Studio #2 (highlighted with a blue border).

Listing Detail Page (Top Right):

- Header:** Vancouver, BC, search icon, Bookmarked, Contacted, Profile.
- Title:** Workspaces in **Vancouver**.
- Listing:**
 - Studio #1:** Private, 1.5 km away, 250 sq ft, Design, \$400 / month.
- Footer:** DimpleDesk, Bookmarked, Contacted, Profile.

Listing Detail Page (Bottom Left):

- Header:** Vancouver, BC, search icon, Bookmarked, Contacted, Profile.
- Title:** Reetu's Farmhouse **Studio #2**.
- Form Fields:**
 - Select Start Date: Select the start date of the listing rental.
 - Rental Duration: Let the host know how long will you be renting the workspace.
- Price:** \$300 / month.
- Buttons:** Contact host.
- Information:**
 - Private Workspace:** Your personal desk will be in a private workspace separated from other tenants.
 - Availability:** Studio #2 is available.
 - Storage:** Studio #2 has 16 ft of storage.
 - Desk Size:** Desk Height: 4 ft, Desk Width: 4 ft, Desk Length: 50 ft.
 - Floor Number:** Studio #2 is on the 2nd floor.

The wireframe for search results page with active filters is shown above and the listing detail page is shown below.

UI Kit

Color Palette



Disabled Primary Button

#F0F4FF

RGB: 240, 244, 255



Disabled CTA Button

#FFF4F7

RGB: 255, 244, 247



Disabled Primary Button

#A0BBFF

RGB: 160, 187, 255



Disabled CTA Button

#FFA3B9

RGB: 255, 163, 185



Enabled Primary Button

#4176FF

RGB: 65, 118, 255



Enabled CTA Button

#FF4672

RGB: 255, 70, 114



Clicked Primary Button

#0047FF

RGB: 0, 71, 255



Clicked CTA Button

#FF003D

RGB: 255, 0, 61



Filter Button Background Color
#FFFFFF
RGB: 255,255,255



DropShadow
#BBBBBB
RGB: 187,187,187



Filter Button Background Color
#FAFAFA
RGB: 250,250,250



Body Text, Filter Button Outline
#888888
RGB: 136,136,136



Filter Button Background Color
#F4F4F4
RGB: 244,244,244



Body Text
#444444
RGB: 68,68,68



Filter Button Background Color
#DDDDDD
RGB: 221,221,221



Body Text
#000000
RGB: 0,0,0

Typography

Poppins TypeFace	Font Weight	Font Size	Letter Spacing	Line Height
------------------	-------------	-----------	----------------	-------------

Heading 1	Bold	40pt	-1%	135%
-----------	------	------	-----	------

Heading 2	Bold	32pt	-1%	135%
-----------	------	------	-----	------

Inter TypeFace	Font Weight	Font Size	Letter Spacing	Line Height
----------------	-------------	-----------	----------------	-------------

Heading 3	Bold	28pt	-1%	135%
-----------	------	------	-----	------

Heading 3 [Thin]	Thin	28pt	-1%	Auto
------------------	------	------	-----	------

Heading 4	Semi Bold	24pt	-2%	Auto
-----------	-----------	------	-----	------

Heading 5	Semi Bold	18pt	0%	150%
-----------	-----------	------	----	------

<u>Button Text [Underlined]</u>	Medium	16pt	0%	160%
---------------------------------	--------	------	----	------

Button Text	Medium	16pt	0%	160%
-------------	--------	------	----	------

Body Text	Light	16pt	0%	160%
-----------	-------	------	----	------

Small Text [Bold]	Medium	14pt	0%	150%
-------------------	--------	------	----	------

Small Text	Light	14pt	0%	145%
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Navbar Item Text [Mobile]	Medium	10pt	0%	Auto
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Iconography

System Icons



Listing Page



Amenities



House Rules



Statuses



Logos



Buttons

	CTA	Primary Button	Secondary Button
Disabled	Contact Host	Submit The Form	Submit the form
Enabled	Contact Host	Submit The Form	Submit the form
Hover	Contact Host	Submit The Form	Submit the form
Clicked	Contact Host	Submit The Form	Submit the form
Active	-----	-----	-----
Inactive	-----	-----	-----
Focus	-----	-----	-----
Error	-----	-----	-----

	Filter Button	Filter Tag	Search bar
Disabled			
Enabled			
Hover			
Clicked			
Active			
Inactive			
Focus			
Error			

	Filter Button	Date Selection Button	Close Button	Back Button
Disabled				
Enabled				
Hover				
Clicked				
Active				
Inactive				
Focus				
Error				

	Bookmark	Toggle Button	Checkbox	Social media Icons
Disabled				
Enabled				
Hover				
Clicked				
Active				
Inactive				
Focus				
Error				

	Bookmarked	Contacted	Profile
Disabled	_____	_____	_____
Enabled	_____	_____	_____
Hover	 Bookmarked	 Contacted	 Profile
Clicked	_____	_____	_____
Active	 Bookmarked	 Contacted	 Profile
Inactive	 Bookmarked	 Contacted	 Profile
Focus	_____	_____	_____
Error	_____	_____	_____

	Filter tags	Tertiary	Input Components
Disabled			
Enabled			
Hover		<u>Clear selection</u>	
Clicked		<u>Clear selection</u>	
Active			
Inactive		<u>Clear selection</u>	
Focus			
Error			

Components

Amenities Card



Amenities Card

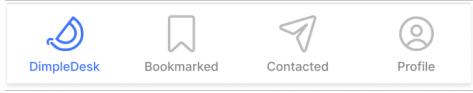


Amenities Filter

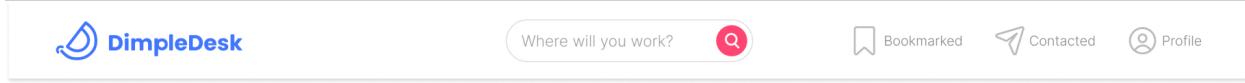


Amenities Filter (Selected)

Navigation Menu



Mobile



Desktop

Contact Us Form

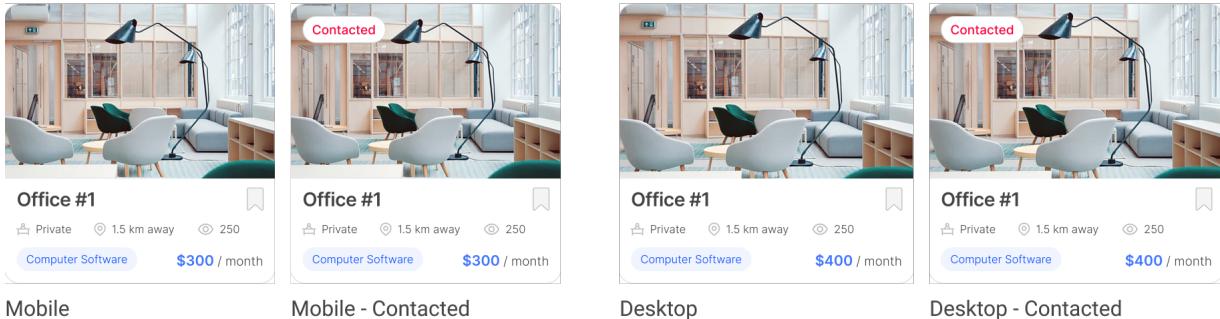
Your full name
Your email
What's the subject?
Give us the details

Mobile

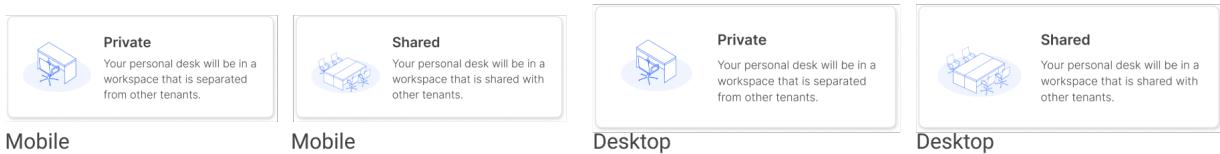
Your full name
Your email
What's the subject?
Give us the details

Desktop

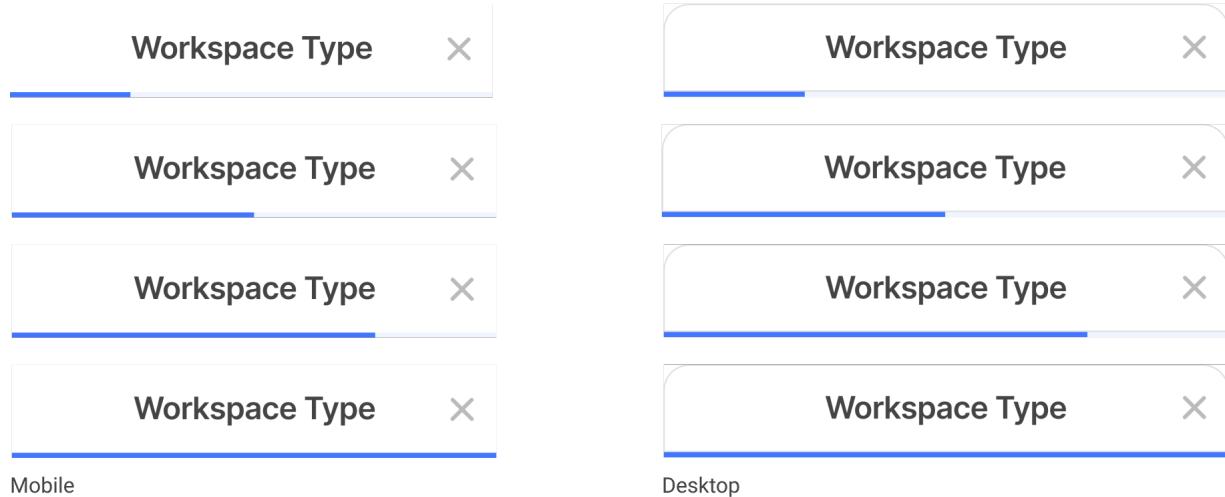
Listing Cards



Workspace Cards



Form Status Bar



Mockup

The top section shows the DimpleDesk search results page for 'Vancouver, BC'. It displays two workspace listings: 'Studio #1' and 'Studio #2', both described as 'Design' spaces. Studio #1 is private, while Studio #2 is shared. A sidebar on the left contains filter buttons for 'Workspace Types' (Private), 'Rental Terms' (Monthly), and 'Amenities' (Printer, Scanner, WiFi). A separate 'Filters' panel on the right shows selected filters: 'Private', 'Monthly', and amenities like 'Printer', 'Scanner', 'WiFi', 'Cleaning', and 'Air Conditioning'.

The bottom section shows the listing detail page for 'Atelier Esther Studio #2'. The listing includes a photo of the workspace, a 'Contacted' status indicator, and a summary: 'Atelier Esther Studio #2', 'Private Workspace', '\$300 / month', and a 'Contact host' button. To the right, there's a larger image of the studio, a calendar icon for availability, a storage icon, and a floor plan icon for desk dimensions.

The mockup for search results page with active filters is shown above and the listing detail page is shown below.

Business Model

Business Strategy



Monetization

We will be monetizing the platform by collecting a 10% transaction fee at the time of each booking at the expense of the host.



Business Model

Our current business model will be focusing on C2C with hosts creating workspace listings on our platform and tenants renting the workspaces through our platform.

Marketing Strategy



Referral Program

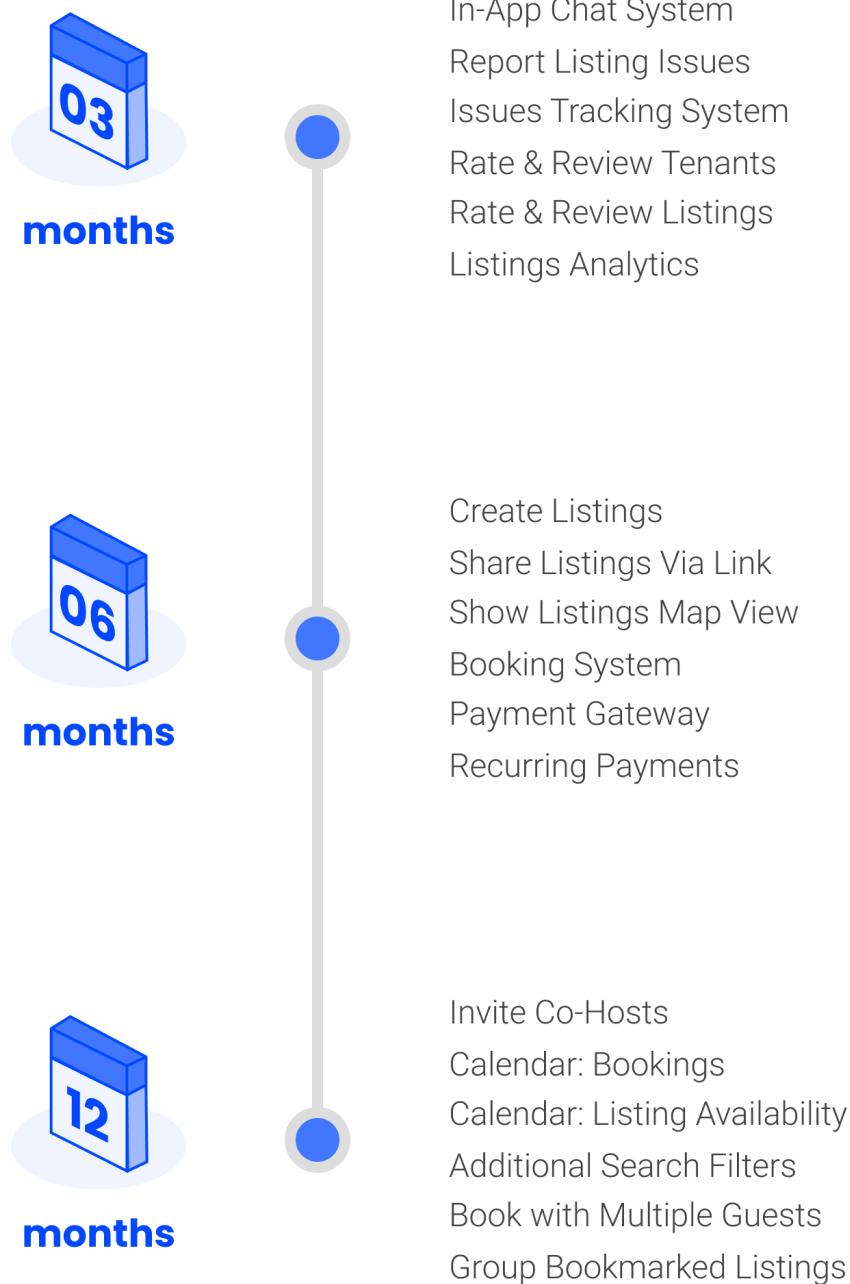
Our referral program entitles the referee \$25 toward their first monthly booking, and the referrer receives \$25 toward their next monthly booking upon the referee's booking.



Affiliate Partner Program

Our affiliate program entitles partners to 0.2% of each transaction tracked and executed via their channels.

Future Roadmap



The Team



Sayena Einafshar

UI / UX Lead

Sayena has been in the Graphic and Product Design industry since 2013, both academically and professionally. As the Lead Designer, she is responsible for the quality and creativity of the project, as well as meeting deadlines accordingly.

 [/einafshar](#)

 [/einafshar](#)



Victor Jianto

PM / Product Designer

Victor started his design career in the architecture industry in 2016 and pivoted to design in the tech industry in 2019. He is interested in design systems, efficient workflows, and product thinking. Victor is responsible for ensuring that the project is on track.

 [/victor-jianto](#)

 [/victorjianto](#)



Reetu Reetu

Graphic Designer

Reetu obtained her bachelor's degree in computer applications in 2020. She has an interest in graphic design and is currently working as a graphic designer in the team.

 [/reetu-chaudhary](#)

 [/reetureetu1](#)



Sumeet Kumar

Development Lead

Sumeet is a Computer Science and Engineering graduate working as a Web Developer focusing on Front-End development since Oct 2019. He is responsible for managing development tasks and report to the PM.

[/skrispyb](#)

[/skrispyb](#)



Jaspreet Singh

Back End Developer

Jaspreet's college degree influenced him to start his career in web development and is currently learning mobile development. He is currently responsible for back-end development tasks for this project.

[/jaspreetlangara](#)

[/jaspreetsingh0428](#)



Kamaljit Kaur

Full Stack Developer

Kamal worked as a system engineer and handled the application operations of a telecommunication related project since 2015. She is responsible for developing the front end and back end of the platform.

[/-kamaljitkaur](#)

[/Kamaljitwq](#)



Wez Ireland

Product Engineer

Wez has worked at various tech start-ups since 2012, growing breadth in IT, Security, and Compliance stack. He is responsible for back-end and database related development tasks.

[/wezireland](#)

[/wezireland](#)

