

UX Case Study: Aggregator for co-working spaces.

To create an unified experience for individuals who are in need of a co-working space around them.

Personal project

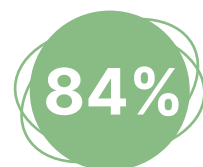
Feb, 2020



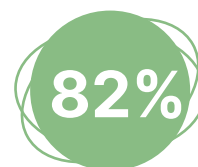
Opportunities

Response for the co-working spaces all around the world is overwhelming, for instance Bengaluru, the IT hub of India has seen a rise of 4x of such spaces in last couple of years. These places are thronged by people of various walks... freelancers, small group of entrepreneur's, start-ups, employees of companies who work remotely etc..

A survey among co-working users conducted by Global Coworking Unconference Community (GCUC) and Emergent Research (King & Ockels, 2015) survey revealed...



Feel engaged & motivated



Expanded professional network



Improved skills by collaborating

The gap..?

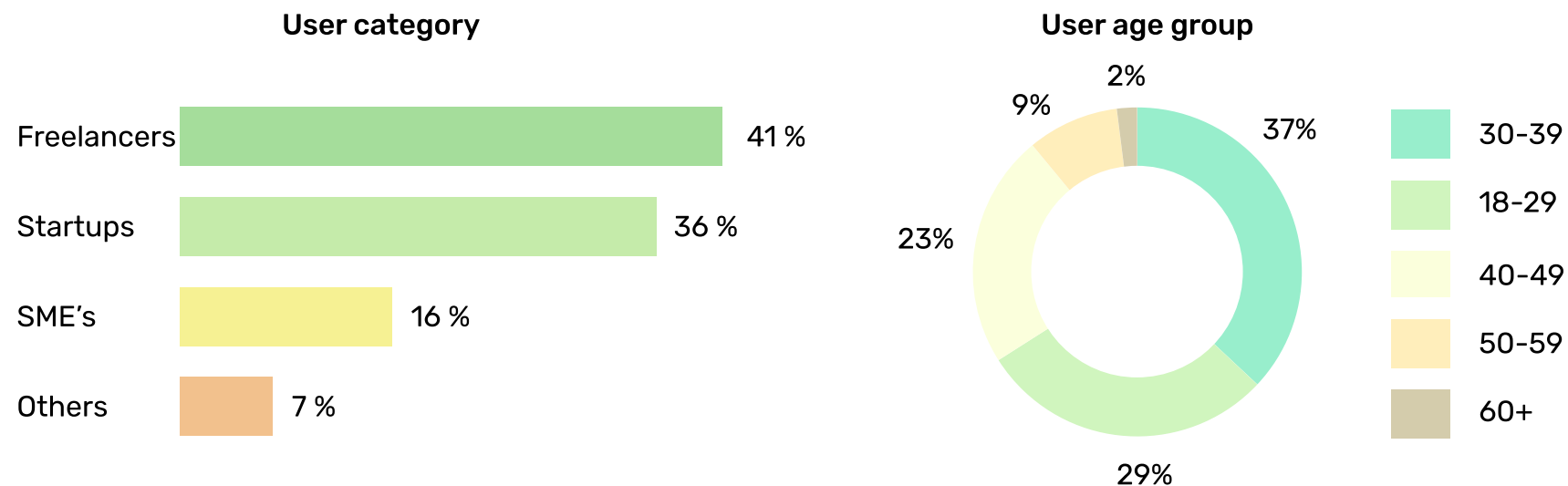


A friend of mine Krish, works for a start-up which has little less than 60 employees. Until Q3 2019 most of them were working remotely based out in Chennai & Bengaluru. The company had decided no more work from home policy and had obliged the employees to use co-working spaces, choosing it is left out to the individual employees based on their respective cities of residence & locality of convenience and the expenses shall be reimbursed. Krish is a hustler between both the cities for his personal reasons found many problems while choosing a co-working space of his choice, it isn't as easy as he thought.

Identifying what's the right place for him is a task in itself.. all the providers operate individual platform silos. No transparent pricing, overwhelming amenities or some cases availability is not clear. No good metric to gauge the place and most importantly they aren't flexible in managing the bookings.

And the numbers...

Demography (Bengaluru / Chennai): as of Oct 2019 study by Thompson Reuters. [Expected to grow at 2x every year.](#)

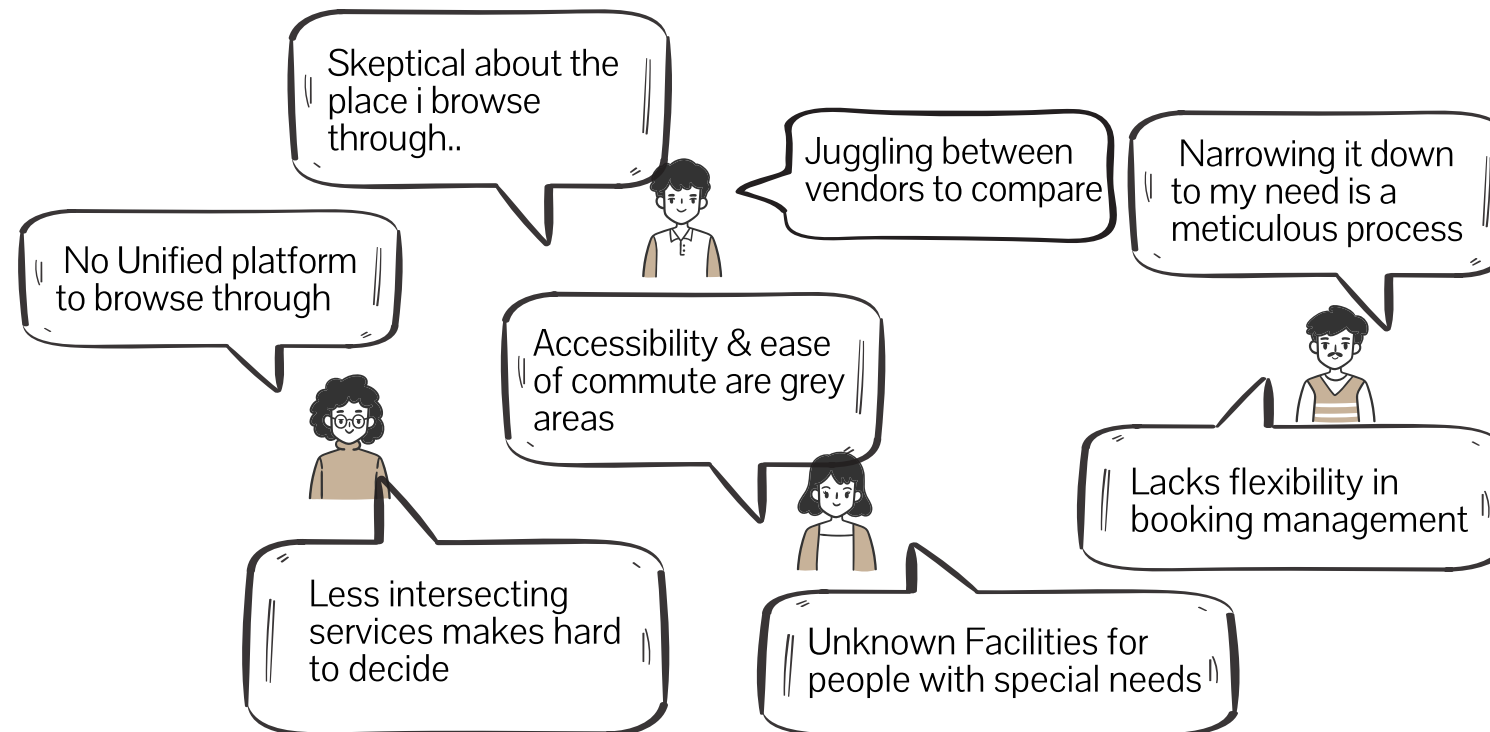


Qualitative Analysis

Krish, helped to reach out to some of his folks with a questionnaire to get to know their process and other pain points through it which would help me empathize with the sentiments.. **below are the questions & what could be measured with it....**

1. How frequently do you utilize co-working spaces?	Get to know familiarity levels
2. What factors are most important when selecting a co-working space?	Insights on key considerations
3. What challenges do you typically encounter when searching ?	Open-ended question
4. How do you usually find your co-working spaces?	Find what they rely on to discover
5. On a scale of 1 to 5, how informed are you about your co-working spaces?	Quantitative measure of users
6. What informations do you wish available when browsing co-working spaces?	Uncover any gaps in the information
7. Describe major difficulties in booking ?	Capture pain points encountered
8. How important is adhoc managing of your booking?	Importance of flexible booking
9. What improvements would you like in the booking process?	Open-ended question
10. On a scale of 1 to 5, Rate current booking platform ?	Figure satisfaction index

What they said...



Pain-points



No single platform to browse all the service providers
Narrowing to a workspace to our need is not quite easy
Many providers are with less intersecting services

What you see is not what you get
Inadequate / non-functional office amenities
Many grey areas like accessibility / Commuting



Desired Goals



An unified application as aggregator of the services
Hassle-free identification & booking their desired spaces
Help returning user quickly narrow search

Add a sign of Trustworthiness for the workspaces
Bring a sense of social validation to service providers
Making key / relevant informations easily available

Competitors comparison

Feature	 WeWork	 MyHQ	 COWRKS	 COFYND
Multiple providers		●		●
Relevant Amenities / Services	●		●	
Transparent Pricing		●		●
Ratings / Reviews / Testimonials	●		●	
Try out / Tour premise		●		●
Events Calendar	●		●	
Ease of use / Quick Book		●		●
Social login	●		●	

My Proto-Persona

On the stories, stats, demographics, and experiences from the people, I created proto-persona **Arvind Raj** – an mix of focus groups most common traits.



Arvind Raj
Male, 31
Freelancer, Creative Professional

- Traits:**

 - Curious
 - Creative
 - Enthusiastic
 - Explorer
- Motivations:**

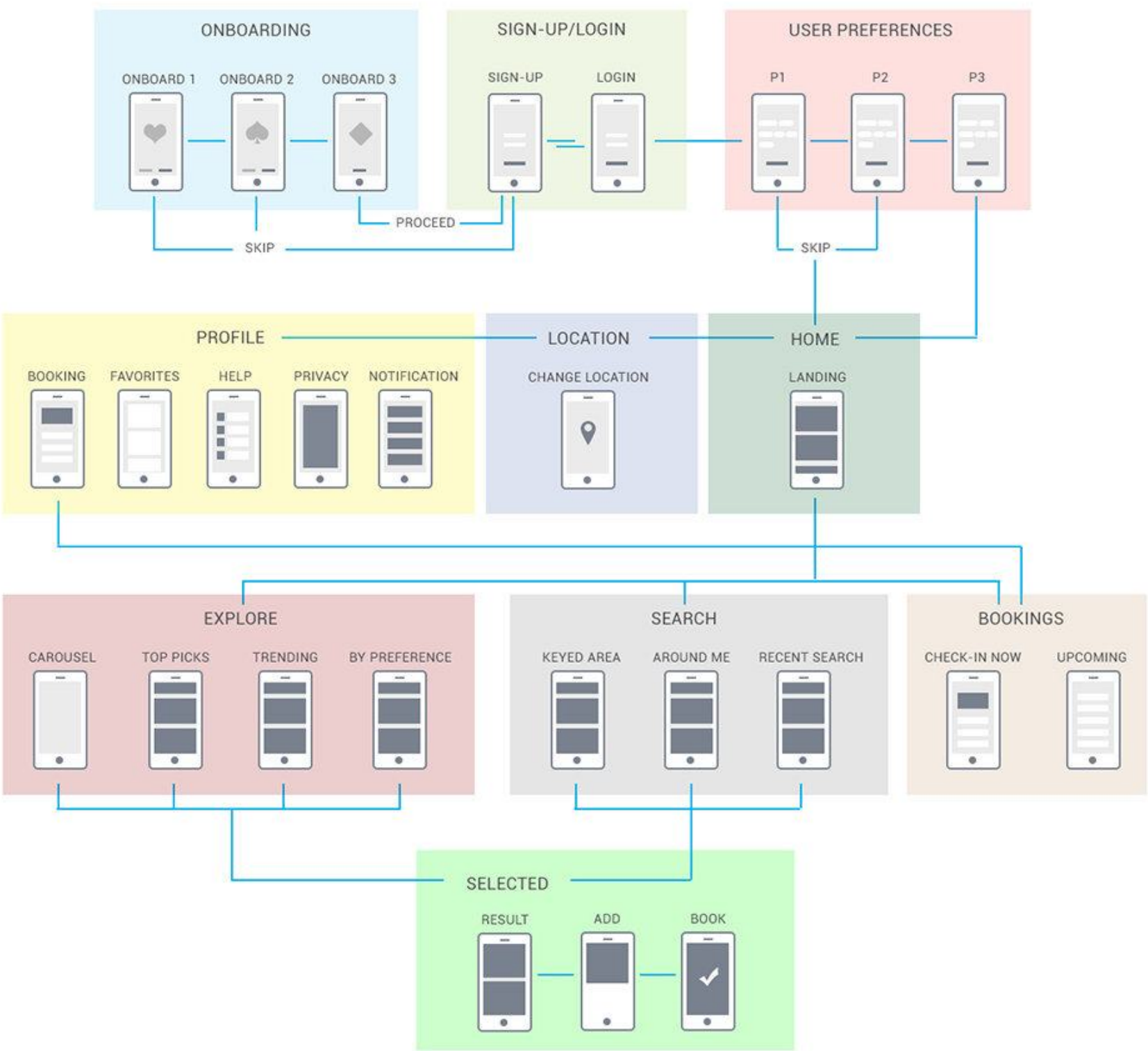
 - Community
 - Art & Culture
 - People & Technology
 - Self-care
- Frustrations:**

 - Peak hour travel
 - Lack of people to connect
 - Distracted easily
 - Lazy at times

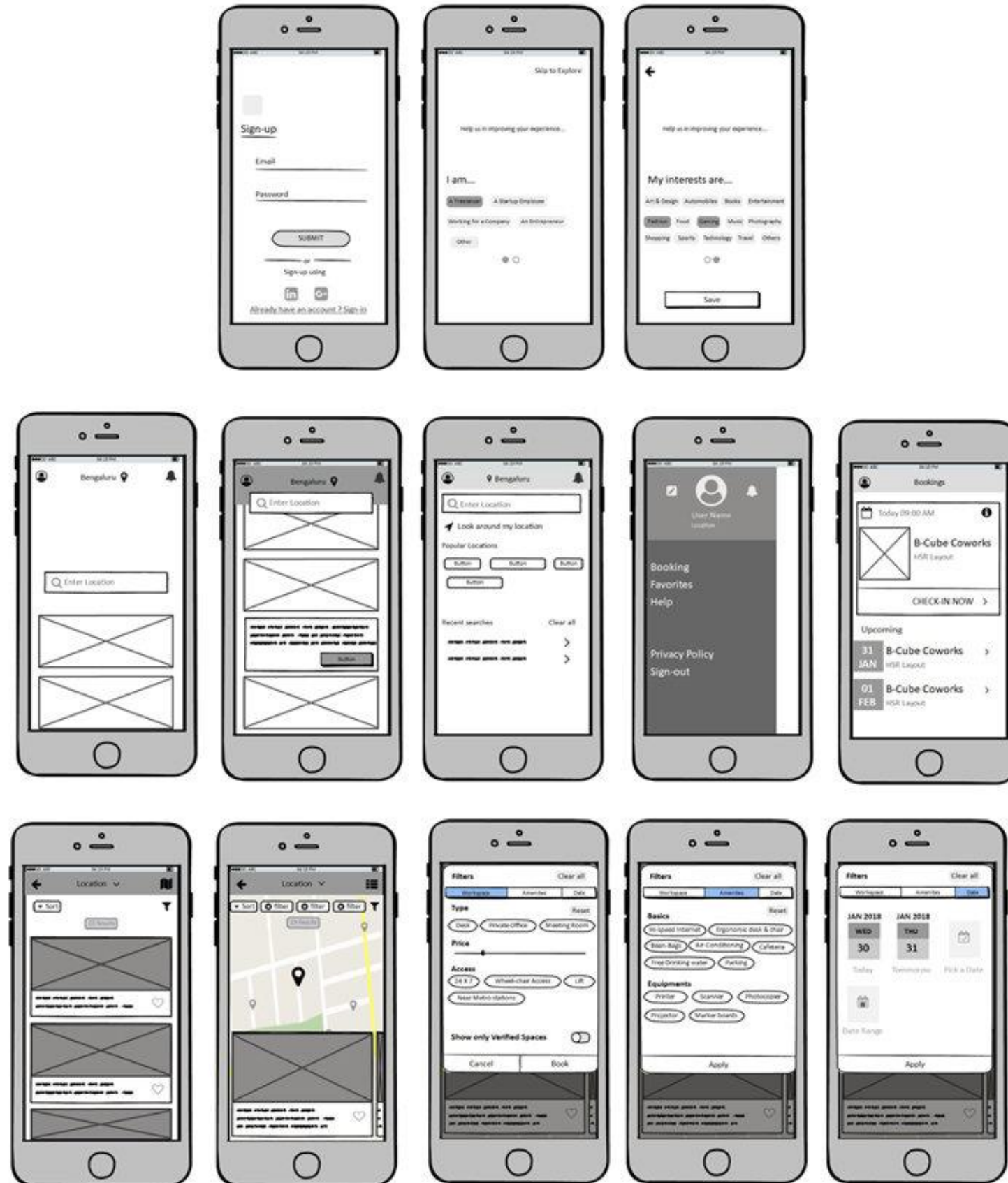
Expectations: I always look for a place thats aesthetically good, spacious and easily commutable. A workspace that give a vibe of happening place.

Goal: Seamlessly deliver projects to clients & be professionally connected as well.


Brief User Flow



Low-Fidelity Wireframes



Few Shots of Visual designs...



PODZZ

Email

Password

Forgot Password ?

LOGIN

or Login Using

in

Create an Account



SETUP

Skip

Help us in improving your experience.

1 of 2

I Am a...

Freelancer

Startup Worker

Corporate Employee

Remote Worker

Business Owner

Others

Next >

SETUP

Skip

Help us in improving your experience.

2 of 2

My interests are...

Art & Design

Automobiles

Books

Fashion

Food

Gaming

Music

Movies

Photography

Shopping

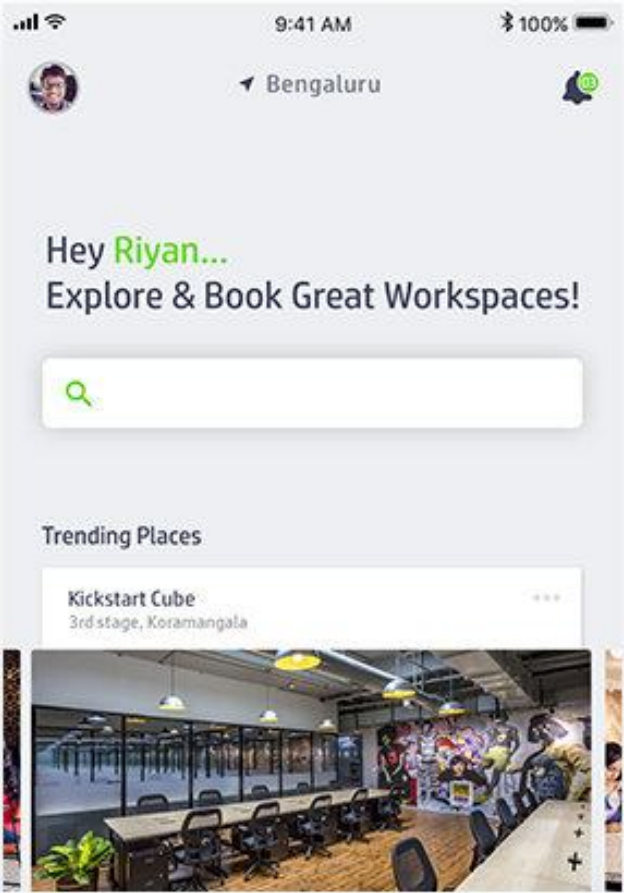
Sports

Tech

Travel

Others

SAVE



Work in Progress...