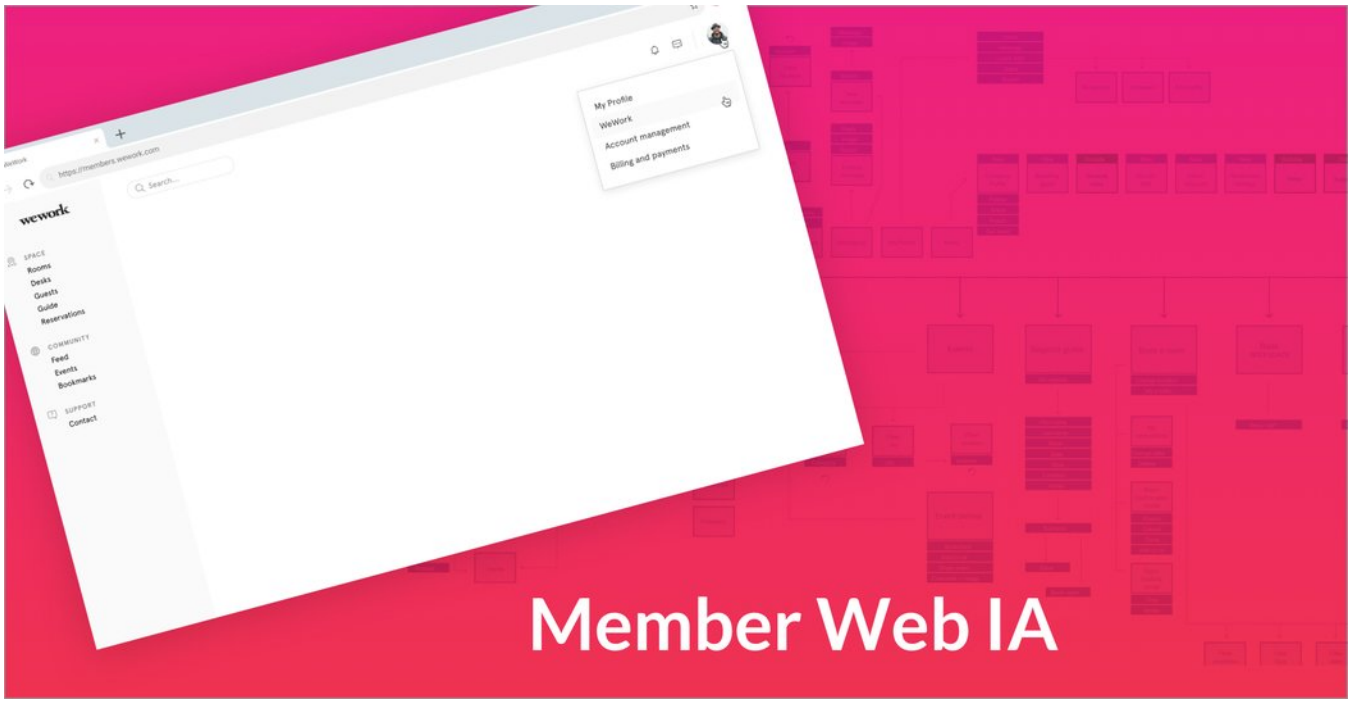
IA (WeWork)

Information Architecture (IA) is the blueprint for a design.

Role - Lead Designer / Platform - Web / Partner - Taxonomist



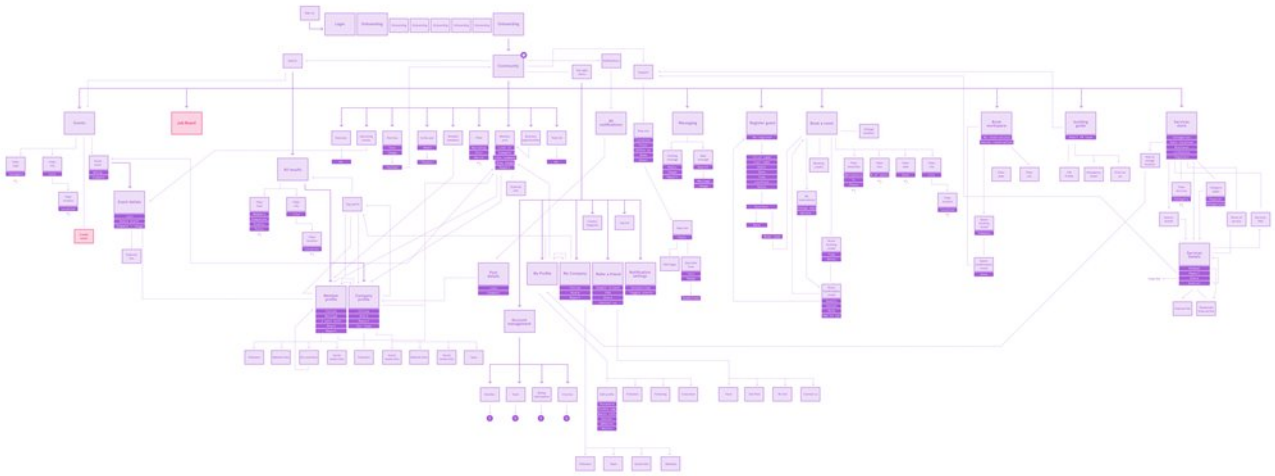
Overhauling the Member Web IA

In 2018, when WeWork decided to overhaul the iOS and Android app, their Web app was soon to follow. I was charged with overhauling the navigation and information architecture of the whole Member Web site. What is Member Web, you might ask? So, users at WeWork use their app to book workspaces, connect with one another, and use it to communicate with their community teams. It’s what binds them to the space.

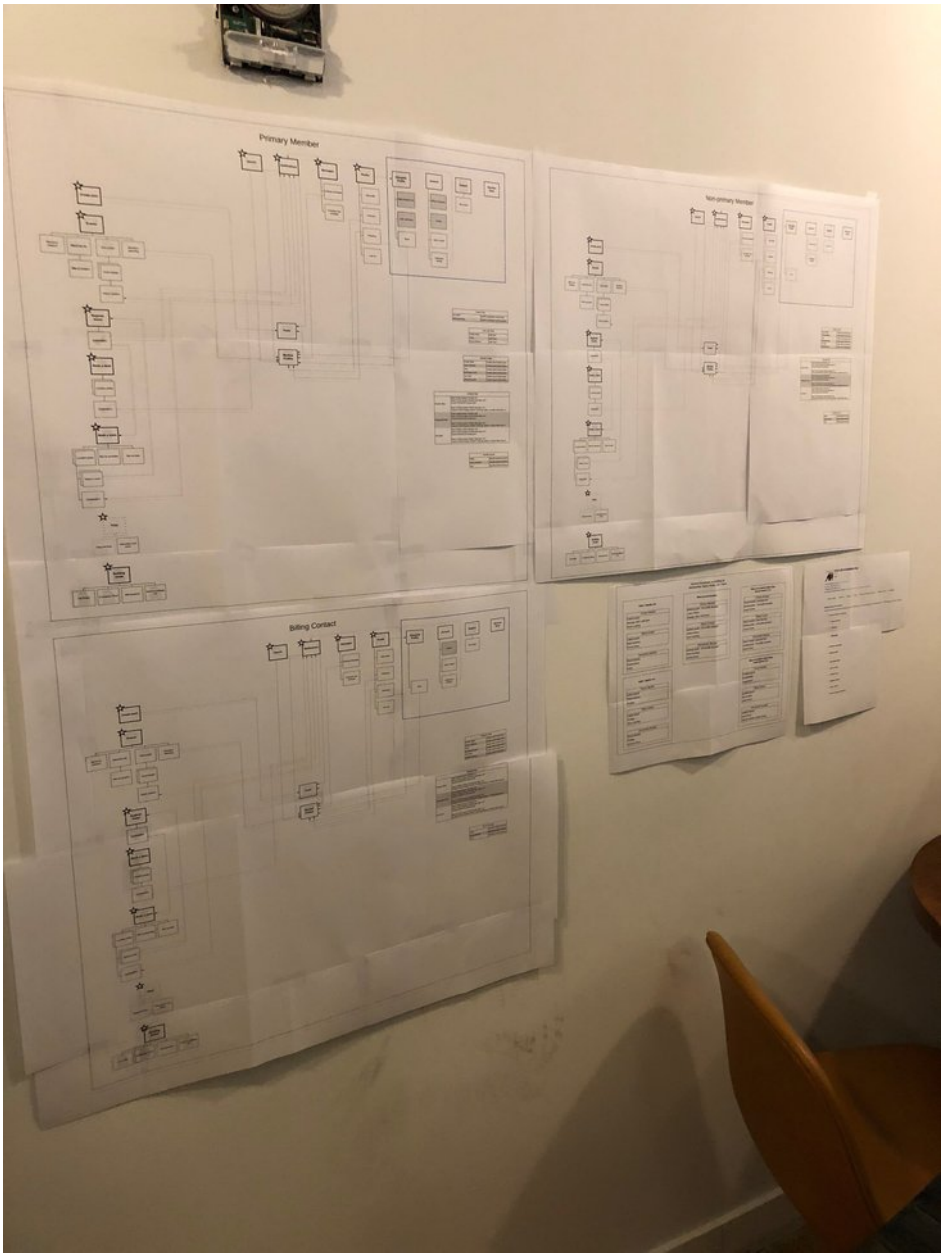
I pulled in Emily Lazio, a self-proclaimed master of taxonomies (if you’re curious what that is,look here) who is, without a doubt, a mighty wizard at digesting, categorizing, and making the complex simple. Her background in the science of library categorizations certainly adapted well to this project. Together, we embarked on tackling this problem.

Step one – the audit

The current Member Web product had not had a significant change to its core navigational conventions in maybe 4 years. It’s fair to say anything in tech that’s around that long without updates or majors changes has not aged that well.Spoiler alert, it didn’t. The product was like a gravity well for all the new features we wanted to test and try out over those 4 years, and so you can imagine it like a child’s macaroni piece. As you can see below, we mapped it out based on experiences and pages, andnotthe flows associated with them, so we can have that 30,000ft view of the product.

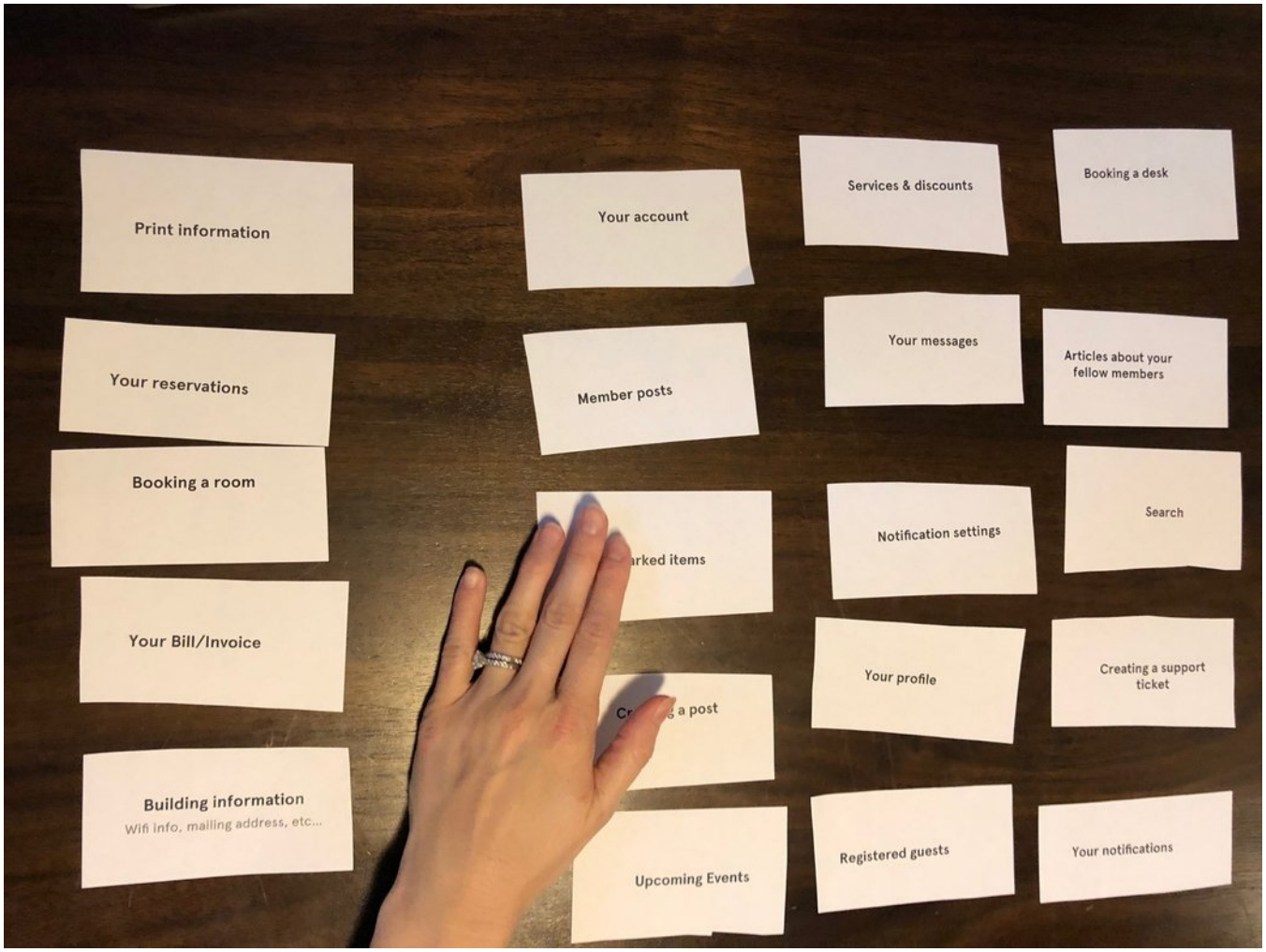


We also mapped out our experience based on user types. There are specific users at WeWork that see different experiences. This is where Emily’s expertise came into play. There are over 12+ user types at WeWork (and growing) and each of them see something slightly different.

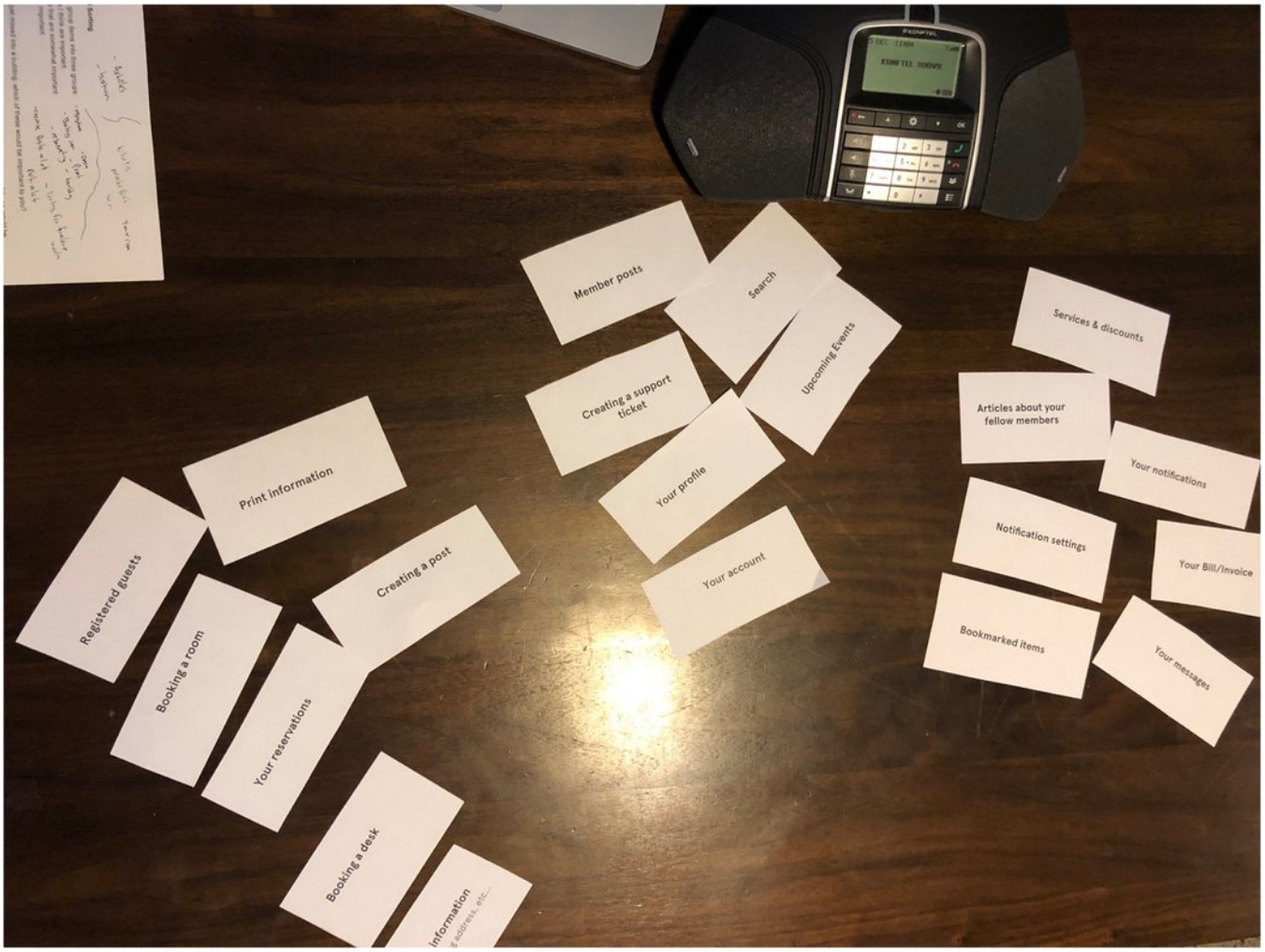


Testing

The next step was to then identify what is the ideal architecture for a user to access all of their features. Mixed with real quantitative data, we wanted user feedback through interviews and card sorting. I organized 10+ card sorting exercises with users to get an idea of how our users, and more importantly, all our user types, see and view our product.

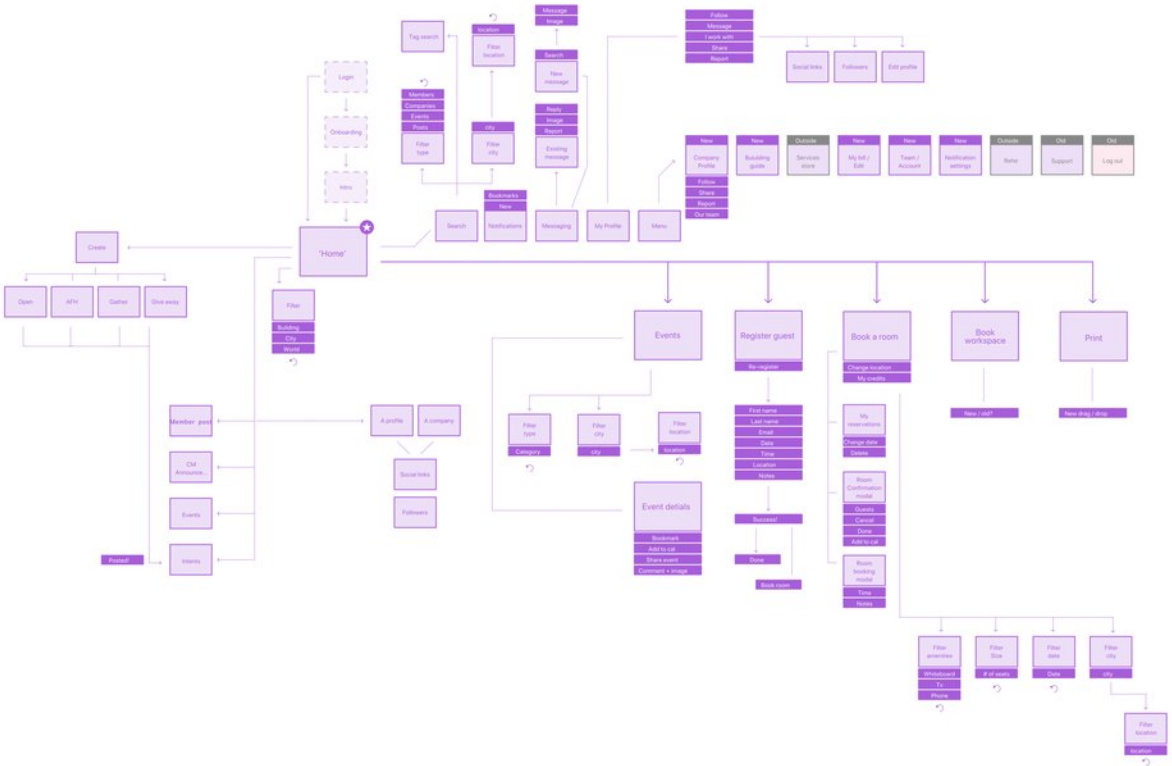


Users were asked to make several groupings, including one based on familiarity and another on importance.



After testing

Once we finished testing, we started playing with several rearrangements of the features based on data showing their usage and how members view the products. One new addition, which served as a cornerstone to the product, was a new ‘Home’ page that would serve up recommendations for the user. That helped us come to a less complicated navigation that we wanted to assess with stakeholders and get buy-in. To get buy-in, we also completed a competitive analysis of similar products to show patterns and trends in the industry.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Onboarding
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All hi
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Filter
Building
City
World
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Companies
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Posts
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Notifications
Message
Image
New message
Reply
Image
Report
Existing message
Messaging
My Profile
Menu
Follow
Message
Work with
Share
Report
Social links
Followers
Edit profile
New
Company Profile
Follow
Share
Report
Our team
New
Building guide
Outside
Services store
New
My bill / Edit
New
Team / Account
New
Notification settings
Outside
Refer
Old
Support
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Member post
CM Announce
Events
Interns
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A profile
A company
Social links
Followers
Events
Filter type
Category
Filter city
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Filter location
location
Event details
Bookmark
Add to cal
Share event
Comment + image
Register guest
Re-register
First name
Last name
Email
Date
Time
Location
Notes
Success!
Done
Book room
Book a room
Change location
My credits
My reservations
Change date
Delete
Room Confirmation modal
Guests
Cancel
Done
Add to cal
Room booking modal
Time
Notes
Book workspace
New / old?
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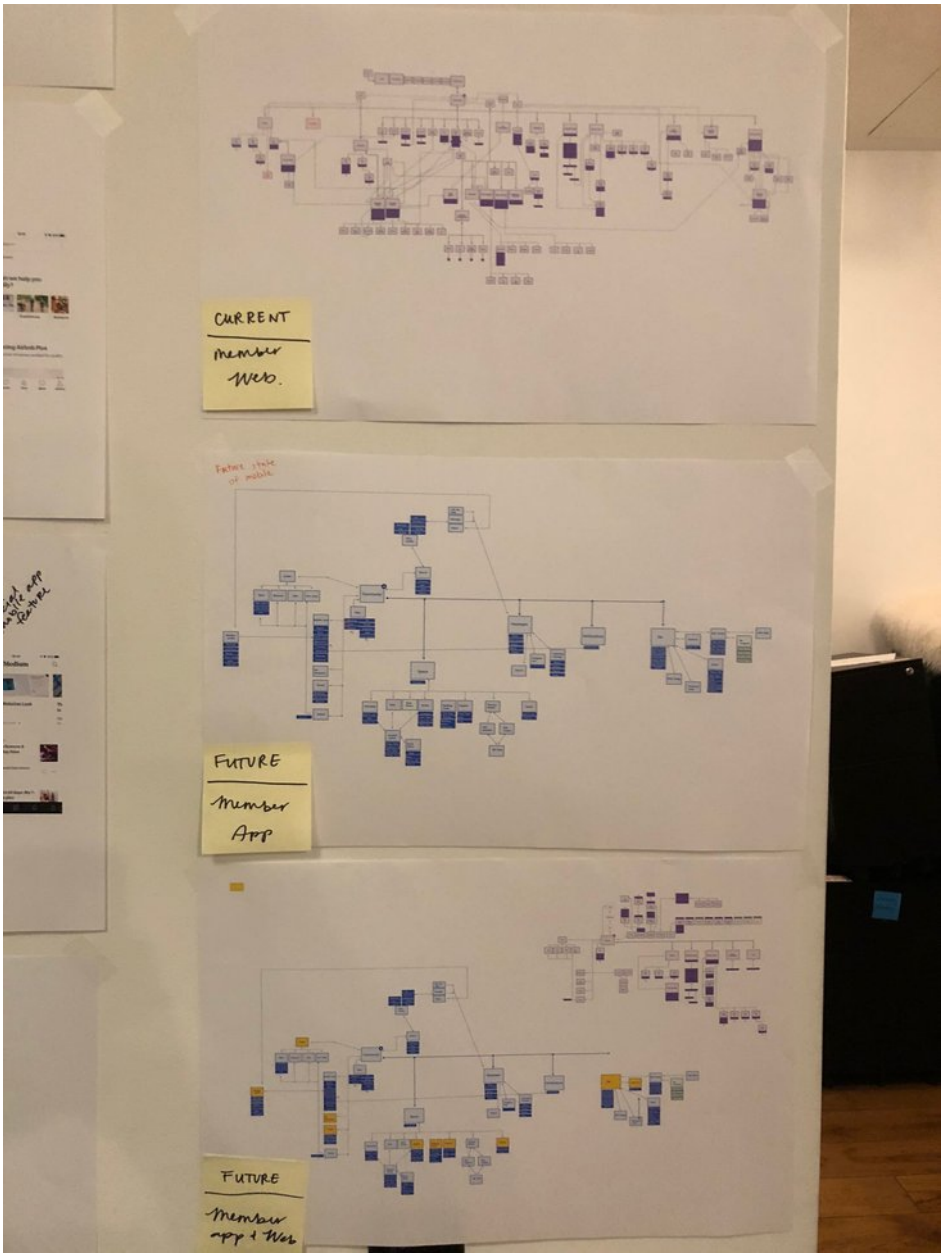
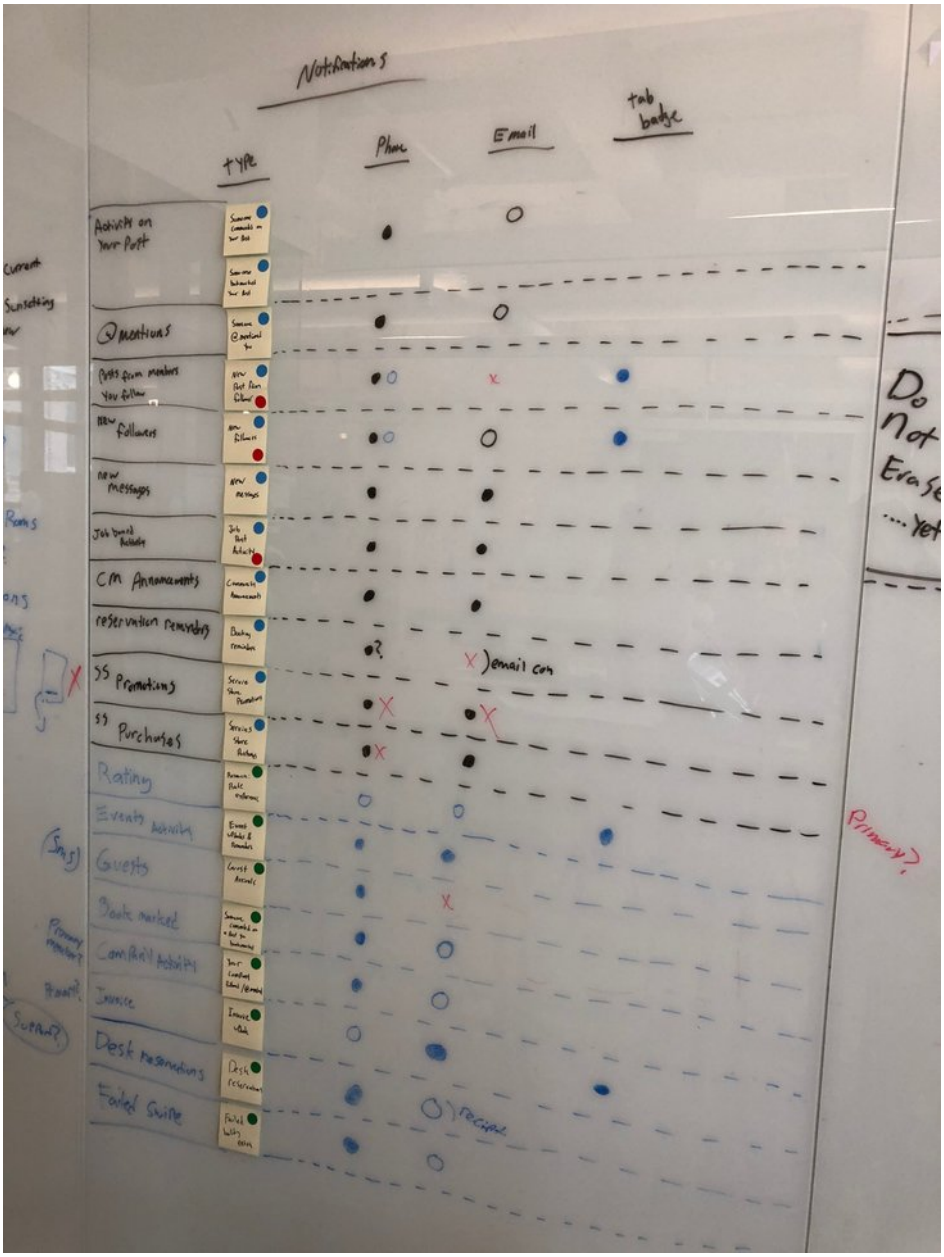

CURRENT
member
Web.
FUTURE
Member
App
FUTURE

We used the competitor breakdown to help justify decisions.

Notifications

A side project of this bigger project was to map out the notifications our users receive. Surprisingly, there was no doc anywhere detailing all the notifications being sent out to users ■. That wall is scary to think about because spamming our users is frightening to think about. Most notifications are on mobile, but there was a question on how that would affect desktop notifications.

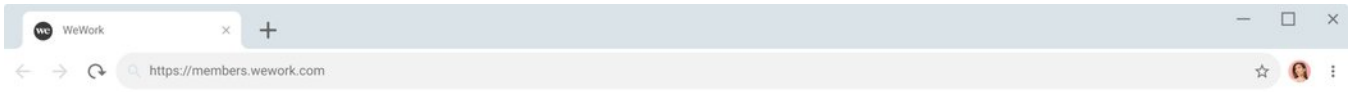


Wires, grids, and guidelines

This project evolved into the actualization of the product as well. So I began to create wires of the entire site. This would help us and the stakeholders picture this new IA – and for the designers, give us an audit of ui elements that would need to be overhauled to the new styles our iOS and Android apps had evolved to. Below is an image of just the navigation (with grid logic).

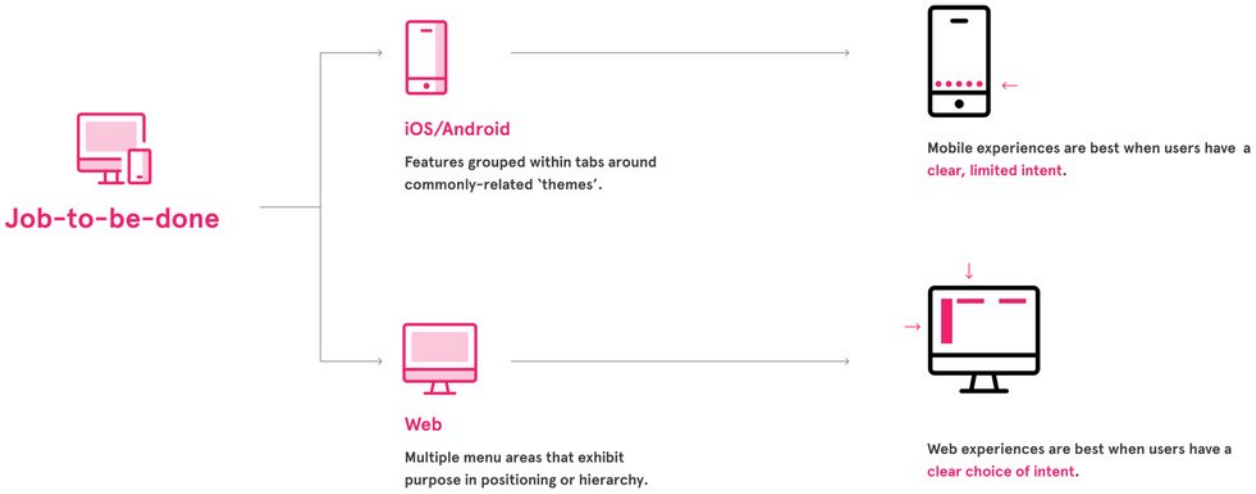
It might look simple (which is a good thing!), but we've found a way to combine features in a way that members find clear to navigate. We then engaged in more user testing to validate the wires. From that came a few updates and moving things around. But the early signs were that we have been heading down the right path.

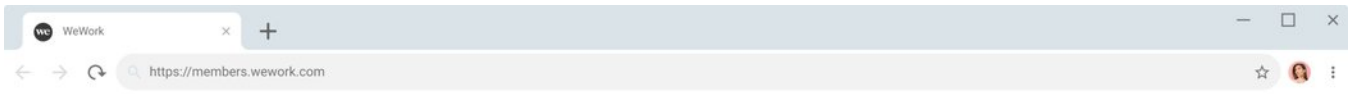
So I started assembling some guidelines concerning design methodology that would help set expectations for the teams who would take on some of this work. Along with that, teaching the teams who will focus on these features what is changing because of this project. I can't legally show my slides, but two snapshots are below.



Design methodology

Patterns of information architecture





What's different?

From mobile to desktop

The focus of our exploration:

Most used on web

- Book a room
- Search (Split social/space)
- Guide (Print & mailing)
- Acct Manager (Primary Member)
- Member Feed
- Events

Updated visual language and UX that will be shareable to other teams.

Space to recommend anything and everything.

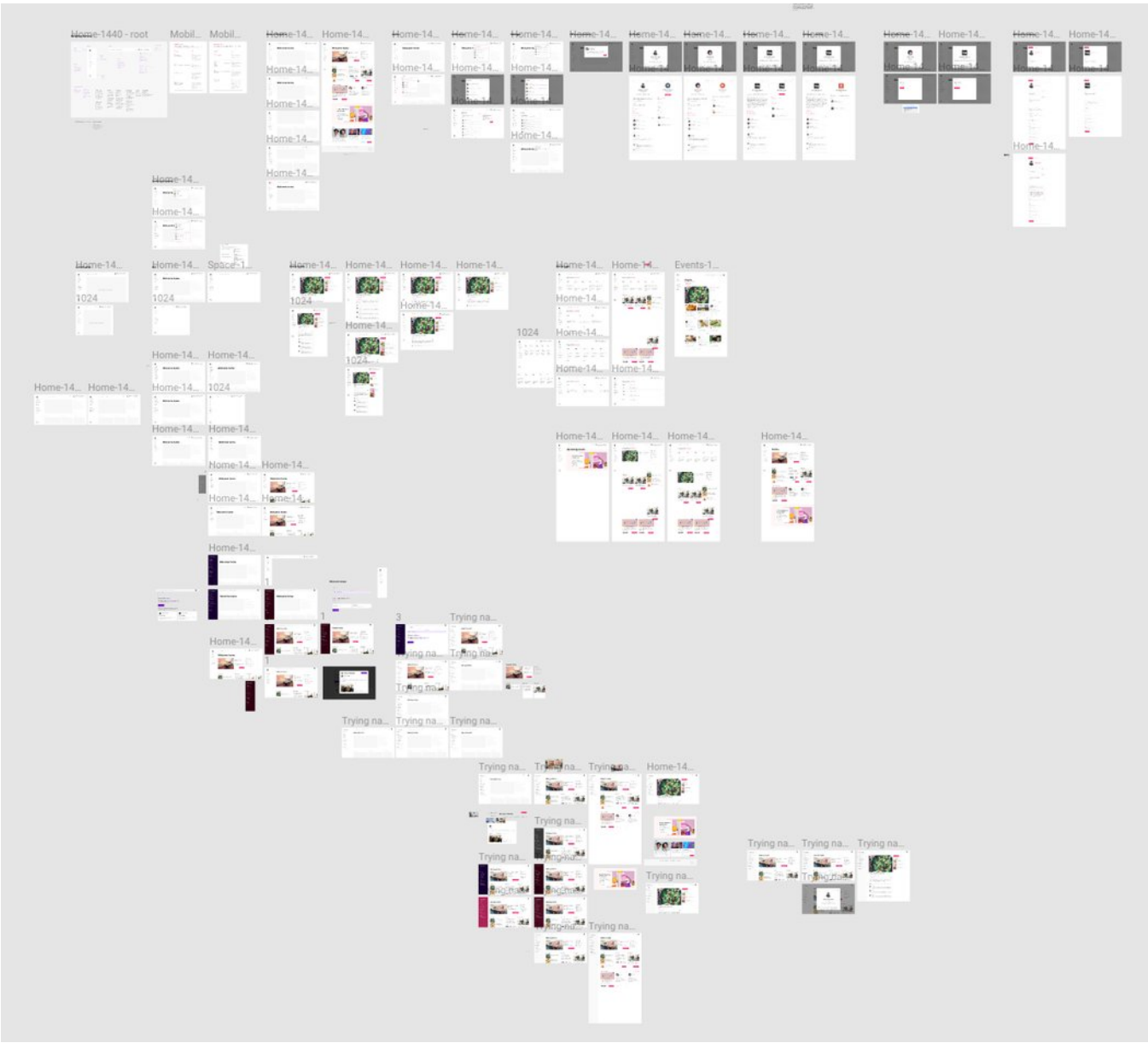
Updates based on user findings.

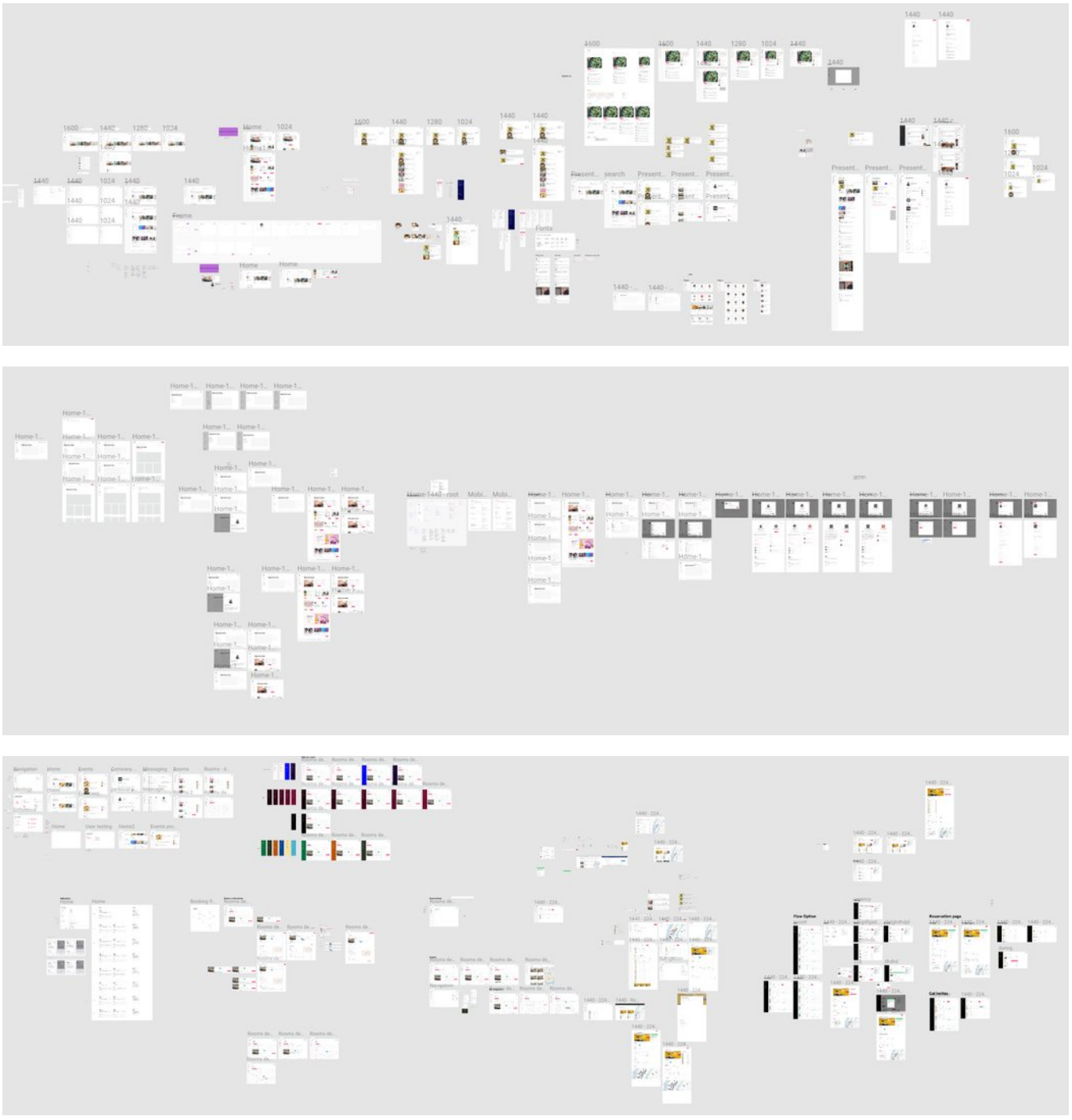
Events, reservations, etc...

Mocks and mocks and mocks…

Part of my goal was to map out the entire Member Web with low-to-mid-fidelity wires. Each team that focuses on their own corner of Member Web would make final decisions and likely change what I've done. But the point of my work wasn't ever to redesign the entire site – that would be insane. Handing off these wires would help each team start on the same footing, speed the process up, and allow for this massive overhaul/audit get approval from the highest people in the company so it can be launched holistically instead of piecemeal.

These next screenshots arejust snapshots, only to show the scope of exploration being done.

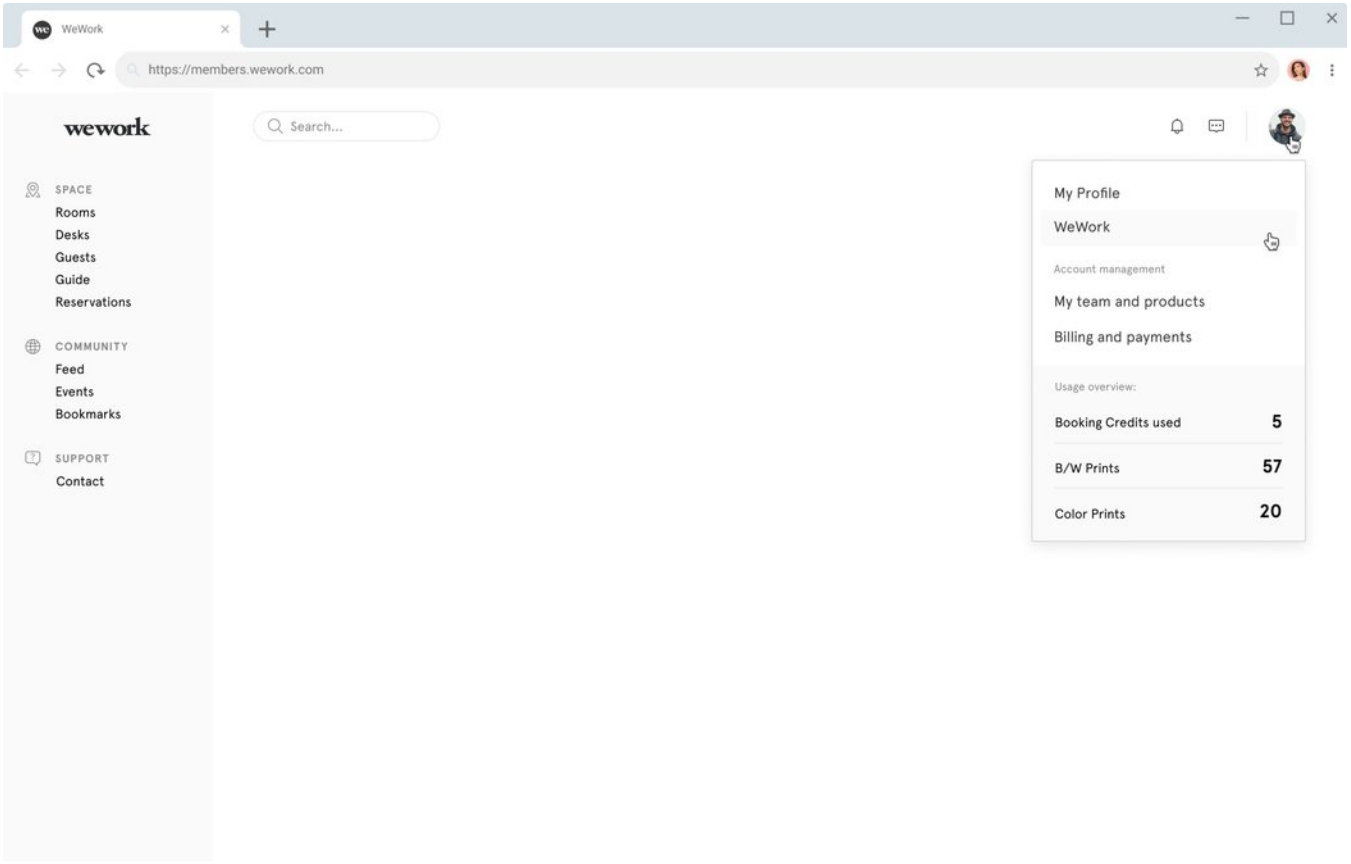


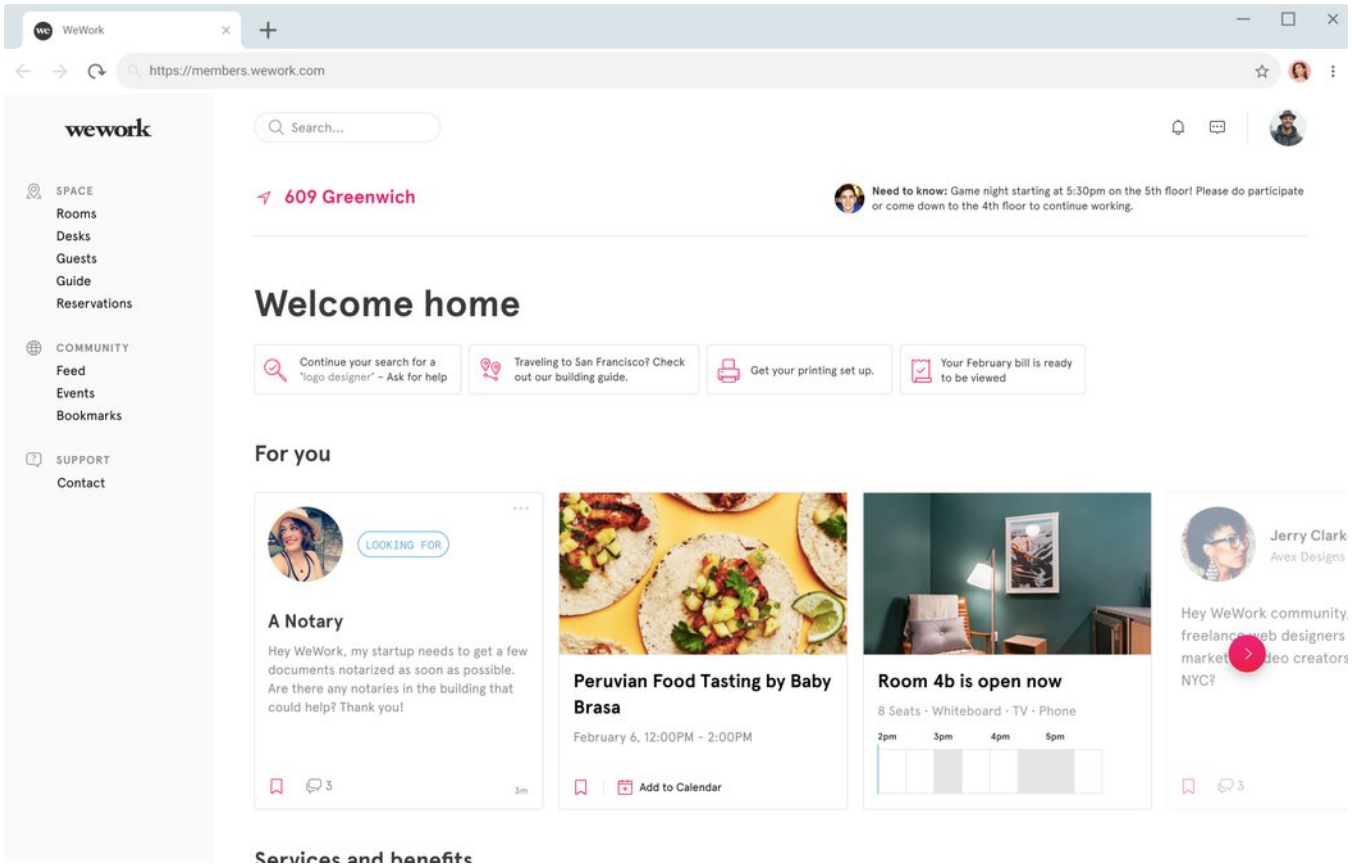


When my design process moves away from research and sketches to Sketch/Figma, I have a knack for, what a past coworker joked and called,scorched earth design. Essentially, design as much as you can as fast as you can. Cover ground fast. Make a hundred screens in a day or two. Think of it as a HIIT workout. For short bursts, you jam on your design, and then take a breather, review it, and get feedback–talk to your devs and designers. Most of the time, the majority of your screens are justehhh …but this quick-paced process does me well in not only design but writing, too.(Ask me about that time in college when I wrote 14,933 words of a story on a single, caffeine-rich Saturday)

Hand-off

This project is likely still going on. A big part of my job was onboarding other teams onto their features like a seamless hand-off at a relay race. I'll add a few screens below that represents a few of the different flows I worked on. (remember, final output wasn't a polished design)




WeWork
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Search...
SPACE
Rooms
Desks
Guests
Guide
Reservations
COMMUNITY
Feed
Events
Bookmarks
SUPPORT
Contact
609 Greenwich
Need to know: Game night starting at 5:30pm on the 5th floor! Please do participate or come down to the 4th floor to continue working.
Welcome home
Continue your search for a 'logo designer' – Ask for help
Traveling to San Francisco? Check out our building guide.
Get your printing set up.
Your February bill is ready to be viewed
For you
LOOKING FOR
A Notary
Hey WeWork, my startup needs to get a few documents notarized as soon as possible. Are there any notaries in the building that could help? Thank you!
3
3m
Peruvian Food Tasting by Baby Brasa
February 6, 12:00PM - 2:00PM
Add to Calendar
Room 4b is open now
8 Seats · Whiteboard · TV · Phone
2pm
3pm
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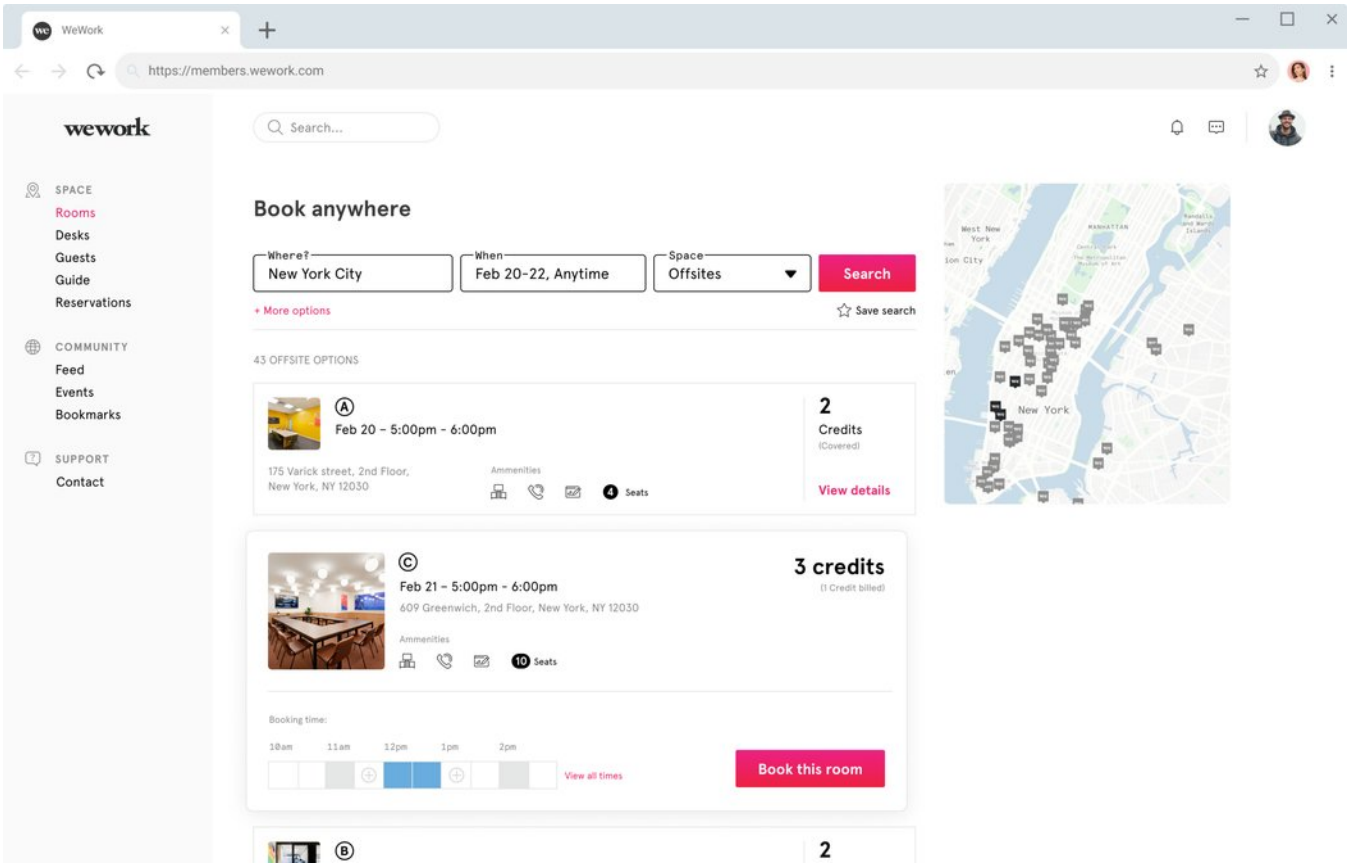
Jerry Clark
Avex Designs
Hey WeWork community,
NYC?
3
Services and benefits


Grid – 8 columns
Grid – 8 columns
Grid – 8 columns


WeWork
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Rooms
Desks
Guests
Guide
Reservations
COMMUNITY
Feed
Events
Bookmarks
SUPPORT
Contact
Book anywhere
Where?
New York City
When
Feb 20-22, Anytime
Space
Offsites
Search
+ More options
Save search
43 OFFSITE OPTIONS
A
Feb 20 – 5:00pm - 6:00pm
175 Varick street, 2nd Floor,
New York, NY 12030
Ammenities
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2
Credits
(Covered)
View details
C
Feb 21 – 5:00pm - 6:00pm
609 Greenwich, 2nd Floor, New York, NY 12030
Ammenities
10 Seats
3 credits
(1 Credit billed)
Booking time:
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12pm
1pm
2pm
View all times
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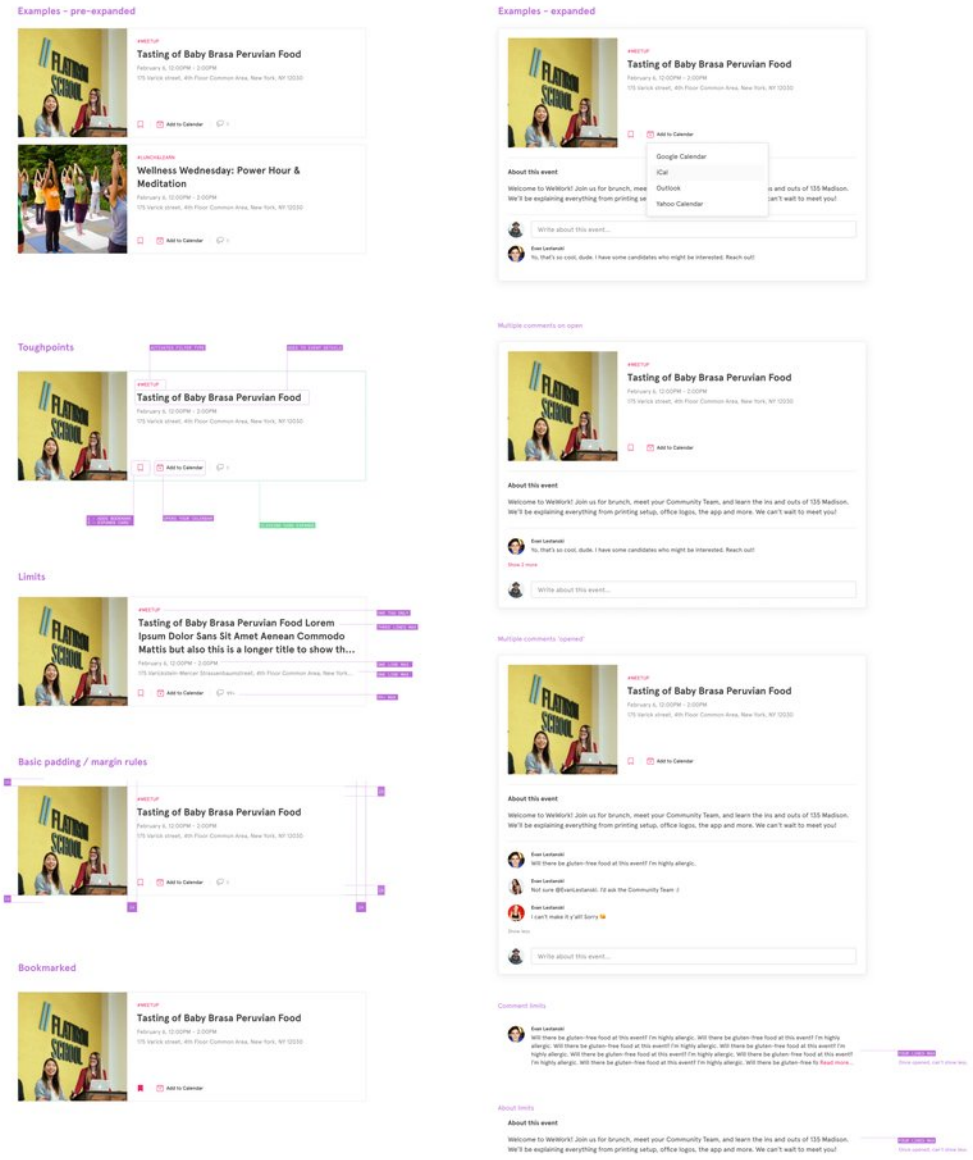
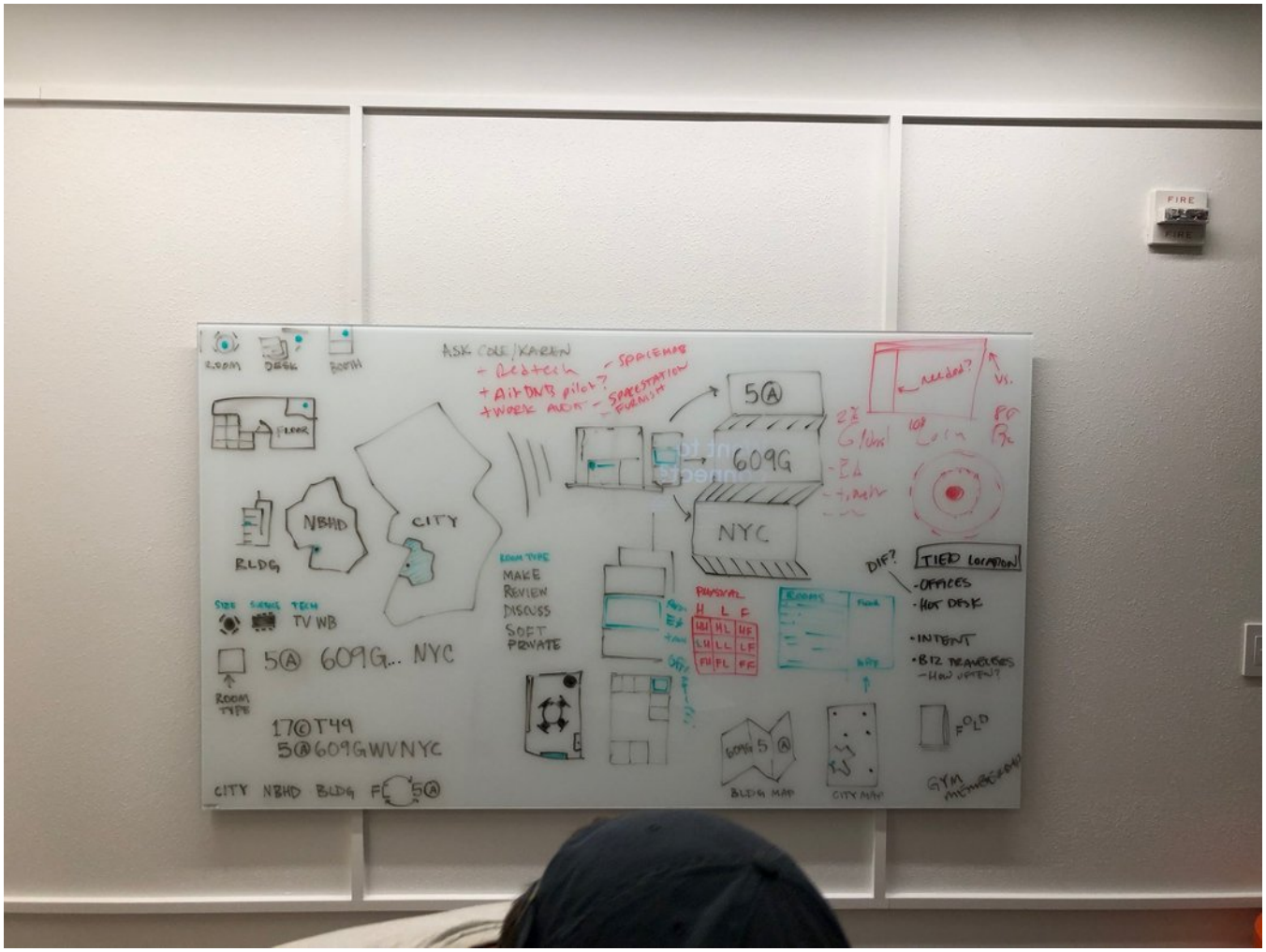


For each ui component, I mapped out their forms and constraints. This is an example of the Events card.

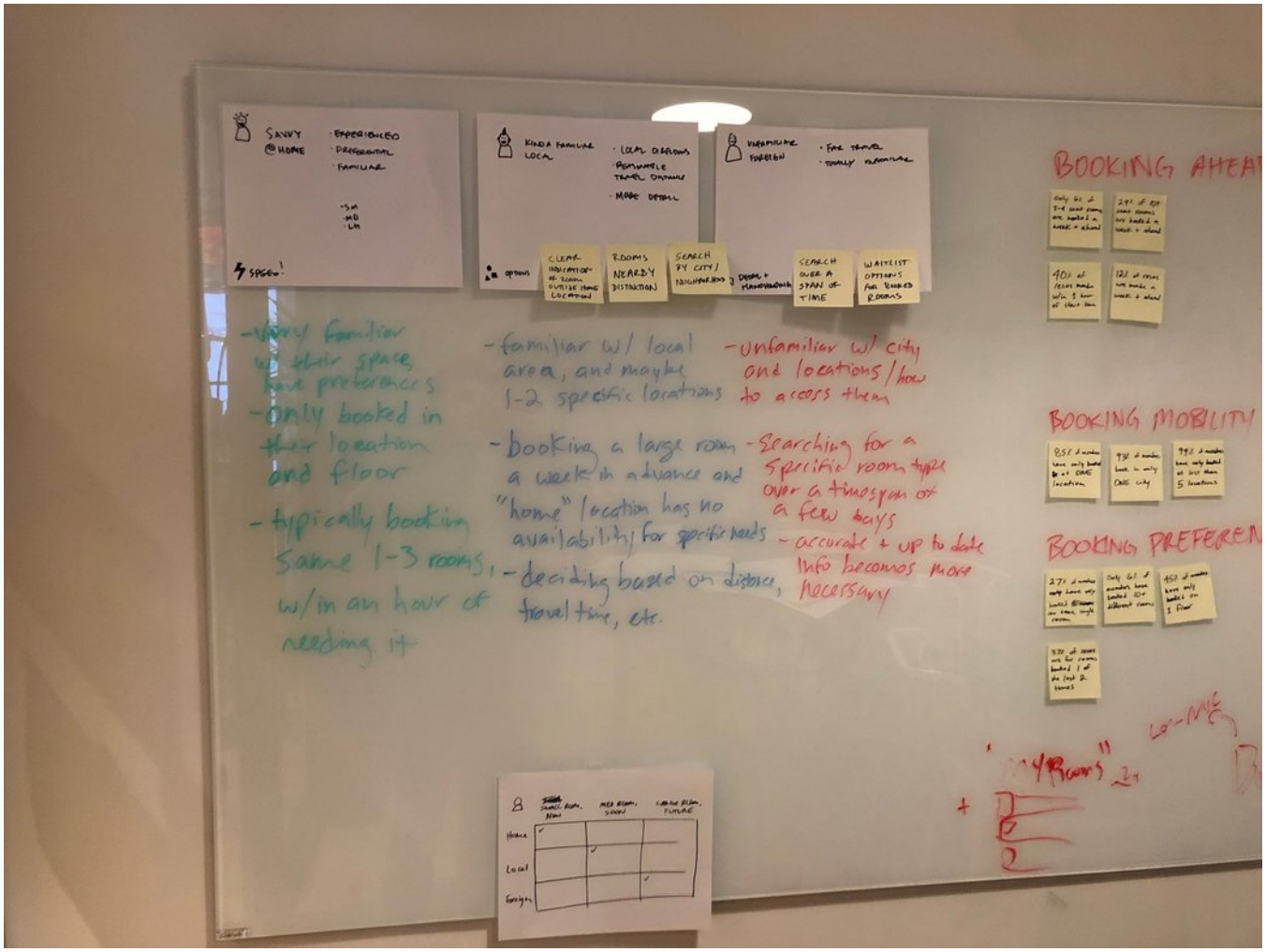
Hand-off design sprint

For our room booking feature, I created the basic architecture and positioning for it in the app. However, it was prioritized as the first feature to go a level deeper. Meaning, of all the teams I handed pieces of this project off to, our Intelligent Spaces team was first to start their design sprint–which I was a part of with two other designers.

Below are images from the two-day sprint I participated in alongside two other designers.

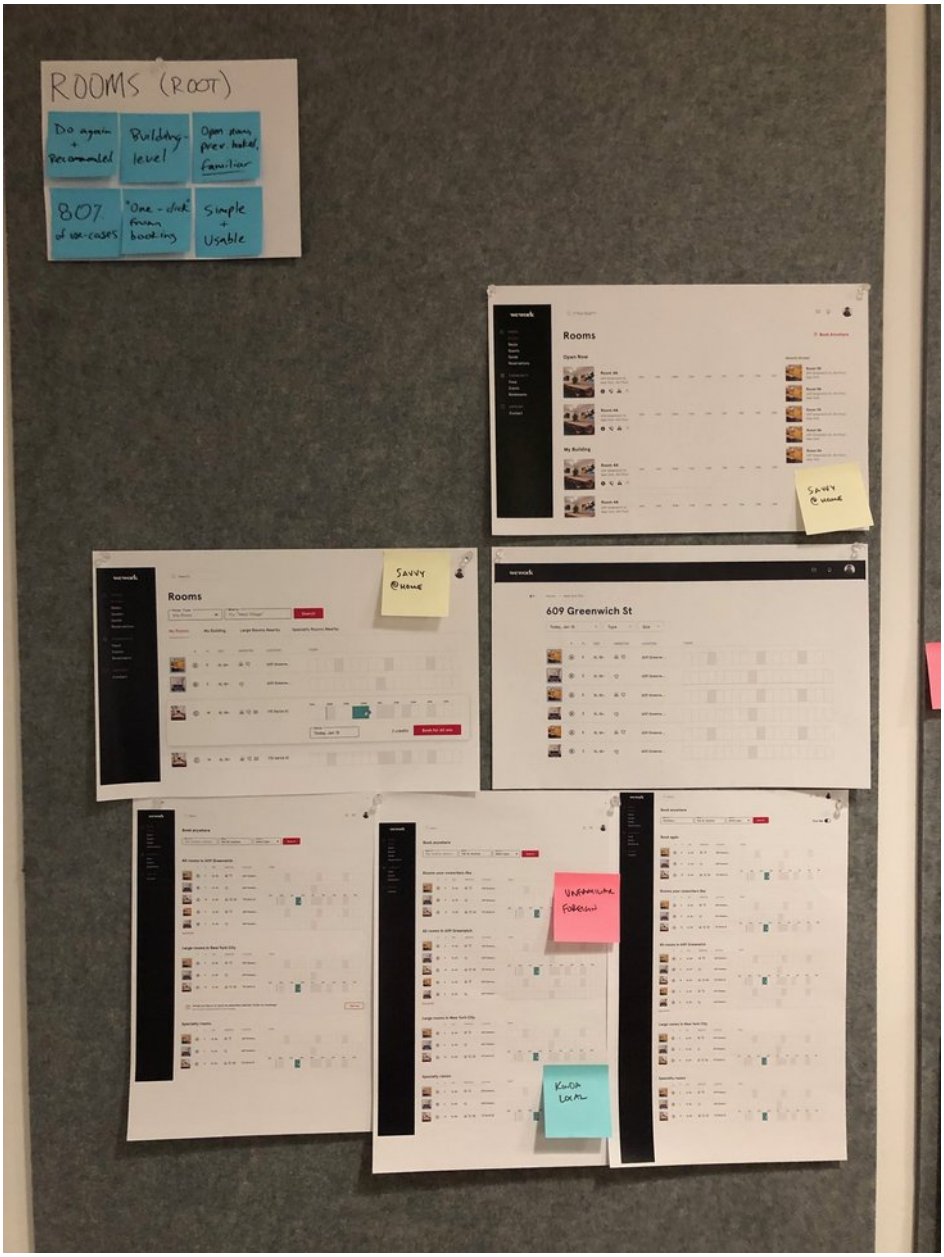


Our initial pre-sprint brainstorm. We discussed how we think about location as it radiates outwards for the user.

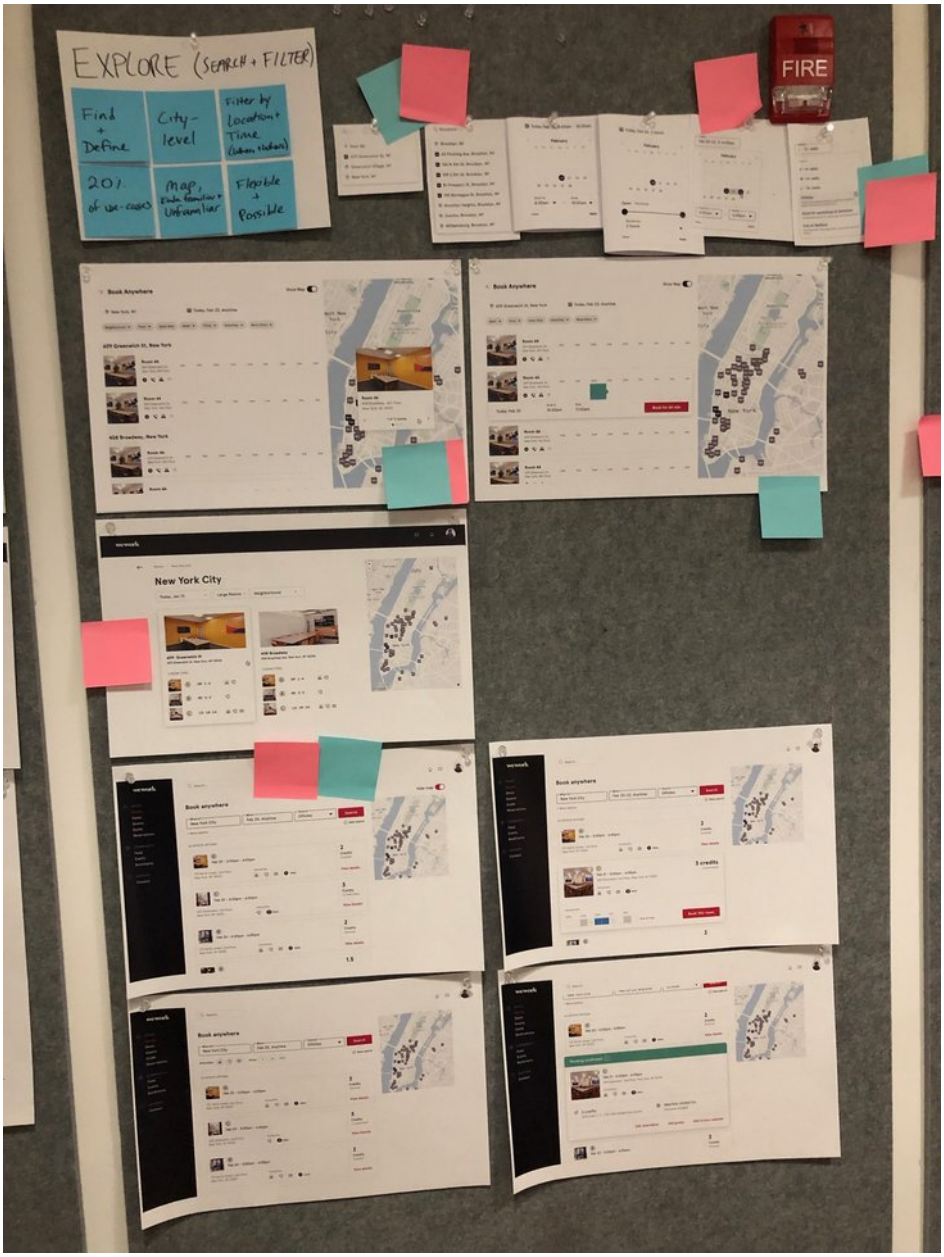


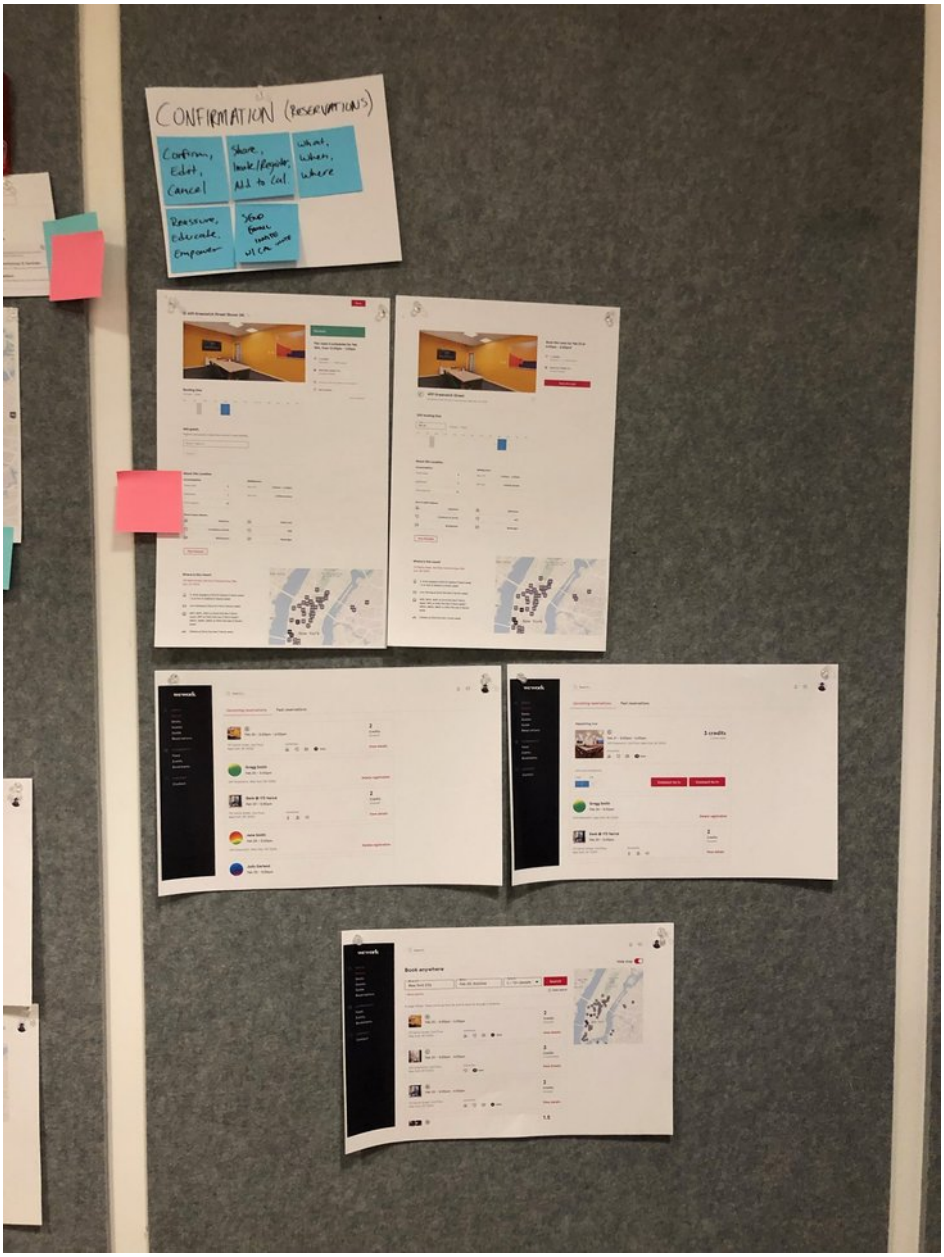
We identified 3 separate 'archetypes' for room booking. The Savvy - someone who, according to data, only books on their floor, and usually the same room. The Local - Someone who normally books the same rooms, but sometimes books within their city. A…

After our first sessions of the day where we were presented data, findings, and insights, we did something similar to crazy 8s (drawing eight concepts in eight minutes).



On day two, we used existing components to flush out concepts for our stakeholders who were coming in that afternoon.


EXPLORE (SEARCH + FILTER)
Find + Define
City-level
Filter by Location + Time (when visiting)
20% of use-cases
Map, Find location + Unfamiliar
Flexible + Possible
FIRE
Book Anywhere
New York City
Book anywhere


CONFIRMATION (RESERVATIONS)
Confirm, Edit, Cancel
Share, Invite/Register, Add to Cal.
What, When, Where
Reassure, Educate, Empower
Book anywhere