WORKiFY

UI / UX Case Study

About

The application makes it easy for students, and remote workers to find and book workspaces wherever they need them. Whether they need a quiet spot for focused work or a collaborative space for meetings, and can provide them with the distinguished services in workspaces such as wi-fi places and rooms equipped with all needs to work easily and comfortably .Our app also offers a variety of options with real-time availability and instant booking. Enjoy flexibility, convenience, and a productive work environment—all in one app.

Problem Statement

Many professionals, freelancers, and remote workers struggle to find a suitable workspace that meets their needs. Cafés and public spaces can be noisy and unreliable, while traditional office spaces lack flexibility. This uncertainty leads to distractions, reduced productivity, and difficulty in planning workdays effectively.

Solution

Our app offers an efficient solution for everyone looking for the perfect workspace. Instead of wasting time searching for a quiet and reliable place to work, users can browse a curated list of available workspaces in their area, complete with real-time availability and detailed descriptions. With just a few taps, users can instantly book a workspace that suits their needs whether it's a private office for deep focus, a coworking space for networking, or a meeting room for team collaboration. The app provides flexible booking options, from hourly to daily reservations, ensuring users have full control over their work environment. Additionally, the platform offers filters to help users find spaces with specific amenities, such as high-speed Wi-Fi, conference facilities, or quiet zones.

Project Overview

6 Weeks	60+		IOS
Timeline	Screens	Tools	Project

Design Process

01 Discover
User Interviews
User Research
Competitive Analysis

02 Define
Persona
Empathy Map

03 Ideat
Journey Map
Information Architecture

04 Design
Wireframe
Visual Design

05 Test
Usability Testing

01 Discover Phase

Qualitative Research

Our qualitative research aims to understand the behaviors, needs, and pain points of users when searching for workspaces. Through in-depth interviews, user observations, and feedback sessions, we explore how users currently find and book workspaces, the challenges they face, and their expectations for a seamless experience.

Key Insights Derived From The Interviews

Many users struggle to find quiet spaces suitable for focused work. Users prefer flexible booking options that allow them to reserve workspaces for just a few hours or the entire day, based on their needs. There is also a significant demand for spaces with specific amenities, such as high-speed Wi-Fi and comfortable seating.

How often do you find all the details you need in workspace booking apps?

How often do you use workspaces in a month?

How often do you use workspaces in a month?

Key Insights Derived From The Servey

Our quantitative research aimed to understand the preferences and behaviors of users when booking workspaces. Users expressed a strong preference for flexible booking options, allowing them to book workspaces for varying durations, from a few hours to a full day. They also prioritize high-speed Wi-Fi and comfortable seating, which are essential for a productive environment. An easy-to-use platform is crucial, with users seeking a seamless booking process with minimal steps. Finally, users are willing to pay extra for workspaces offering additional features like meeting rooms and creative environments, which promote collaboration and productivity. These insights are shaping the development of our app to better meet user needs with flexibility, reliability, and an intuitive design.

Competitive Analysis

	Hotdesk	Regus	WeWork	LiquidSpace	Letswork	Workify
Upcoming Events	✕	✕	✕	✓	✓	✓
Membership	✓	✓	✓	✕	✓	✓
Language changeable	✕	✓	✓	✕	✓	✓
Favorites	✓	✓	✕	✓	✓	✓
Reviews	✓	✕	✕	✓	✓	✓
Free credits	✕	✕	✕	✕	✓	✓
Community	✕	✓	✓	✕	✓	✓
Voice Search	✕	✕	✕	✕	✕	✓

02 Define Phase

Persona

Empathy Map

03 Ideat Phase

Information Architecture

Journey Map

04 Design Phase

High Fidelity Wireframes

Design System

TYPOGRAPHY

Aa

Poppins

A B C D E F G H I J K L M N O P Q R S, T, U, V, W, X, Y, Z.

a b c d e f g h i j k l m n o p q r s, t, u, v, w, x, y, z.

Thin Light Regular Medium *Medium Italic* **Semibold** **Bold**

COLORS

#824AE3 #C2A7F1 #290E58 #F0E9FC

ICONS

Illustrations

Getting Started (+60 Screen)

ONBOARDING

REGISTRATION

HOME

COMMUNITY

BOOKING

Other Screens

Dark Mode