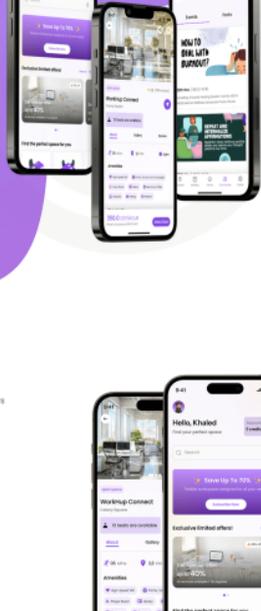




# WORKIFY UI / UX Case Study



## About

The application makes it easy for students, and remote workers to find and book workspaces whenever 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. Coffee 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** Timeline      **60+** Screens      **Tools** (Figma, Adobe XD, Sketch)      **IOS** Project

## Design Process



## 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.



## Key Insights Derived From The Survey

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

	Husthub	Repry	WwWork	LiquidSpace	Letnetwork	Workify
Upcoming Events	✗	✗	✗	✓	✓	✓
Membership	✓	✓	✓	✗	✓	✓
Language/properties	✗	✓	✓	✗	✓	✓
Favorites	✓	✓	✗	✓	✓	✓
Reviews	✓	✗	✗	✓	✓	✓
Free credits	✗	✗	✗	✗	✓	✓
Community	✗	✓	✓	✗	✓	✓
Voice Search	✗	✗	✗	✗	✗	✓

## 02 Define Phase

### Persona

**Sara Ahmed**

**ABOUT**  
Sara Ahmed uses workspace apps to find affordable, well-equipped spaces with fast internet and a collaborative environment to boost productivity. She values detailed reviews and modern facilities for a seamless work experience.

**GOALS**

- Highly affordable options with the flexibility of monthly payments.
- Efficiently find and book workspaces that fit her needs without spending too much time.
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**Motivations**

- A well-organized, quiet, and professional setting helps her focus better.
- Productivity increases in shared workspaces compared to working from home or public places.
- Access to colleagues or individuals in similar fields provides opportunities for collaboration and assistance.

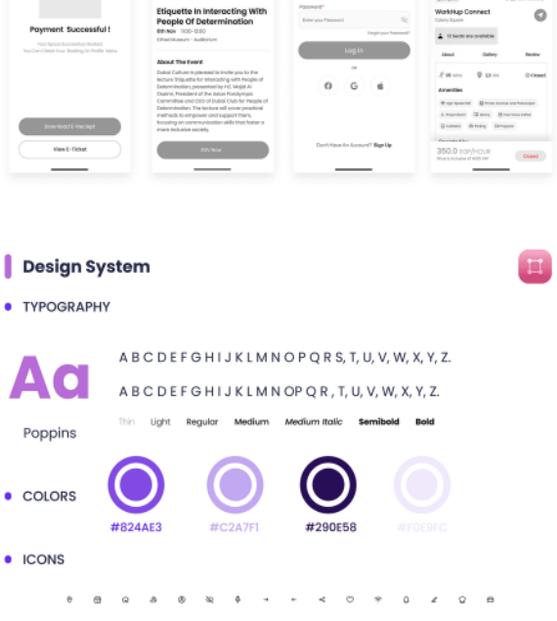
**PAIN POINTS**

- Searches doesn't always match the photos shown in apps.
- Limited information on workspace amenities and conditions.
- Overcrowding and insufficient equipment in some workspaces.
- Lack of detailed reviews and accurate user feedback about workspaces.

**Needs**

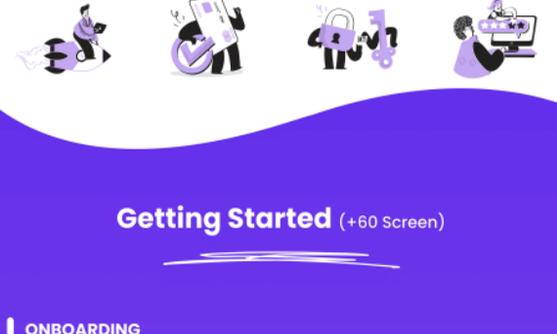
- High-speed internet and comfortable furniture are top priorities.
- Spacious and quiet areas for long hours and the option to bring food from home.
- Prefers private rooms for studying and spaces with modern facilities like meeting rooms and relaxation areas.

### Empathy Map



## 03 Ideate Phase

### Information Architecture



### Journey Map

**USER JOURNEY MAP:**

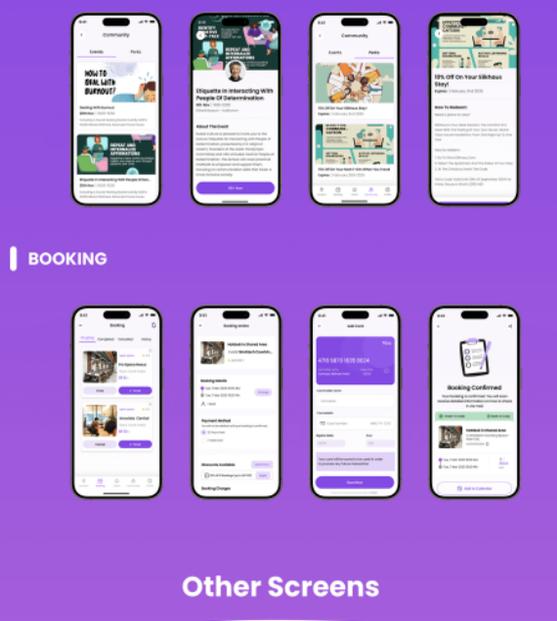
**Scenario:** The user is searching for focused work time, and needs to book up a workspace that are good looking and low noise and cost and are without a long line.

**Expectations:** Detailed Information about Workspaces, Secure and Trusted Payment Options, Know about Workspace Events, Flexible Booking Options.

	Registration	Home	Location	Booking	Payment
<b>ACTIVITIES</b>	Register in the application with his email and number	Get access to all features and know about the app	Searching for a perfect workspace	Press the details about each workspace	Safe and easy payment method for booking
<b>STEPS</b>	Email, Payment, Confirmation	Get info about offers and hot sales, and have discounting codes	Filtering workspaces, Sorting Available, Search User and Capacity	Check the ongoing workspace, Select the suitable date, Confirm my booking	Check my booking details, Double the available time for payment (Credit or Debit card), Confirm Payment, Select the update
<b>PAIN POINTS</b>	There is too many steps in registration and it's app adding about many information	Not user flow that makes a bad experience, a unclear advertisement	Difficultly finding the right workspace, Inaccurate Search Results	Lump and complicated booking forms	Paying Issues
<b>FEELING</b>	😞	😊	😟	😟	😊
<b>OPPORTUNITIES</b>	Makes easy registration with few steps	Makes every feature clear	Voice search	Easy booking and reservation step and navigation	Safe and easy payment method of each payment

## 04 Design Phase

### High Fidelity Wireframes



## Design System

### TYPOGRAPHY

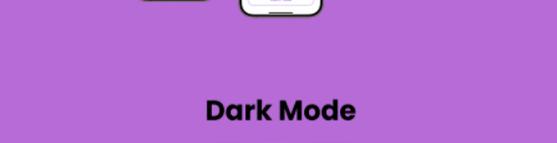
**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ, T, U, V, W, X, Y, Z.  
A B C D E F G H I J K L M N O P Q R, T, U, V, W, X, Y, Z.

Poppins Thin light Regular Medium Medium italic Semibold Bold

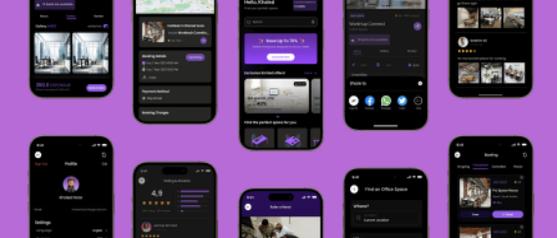
### COLORS

#824AE3 #C2A7F1 #290E58 #F0E8FC

### ICONS



### Illustrations



## Getting Started (+60 Screen)

### ONBOARDING



### REGISTRATION



### HOME



### COMMUNITY



### BOOKING



## Other Screens



## Dark Mode

