

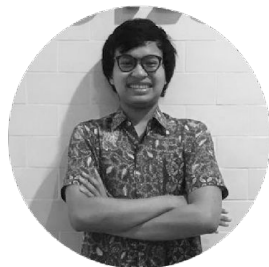


workwell

work fast. work smart. work well.



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Project Manager



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UX Manager



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Presentation Manager



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User Testing Manager

THE PROBLEM

THE PROBLEM

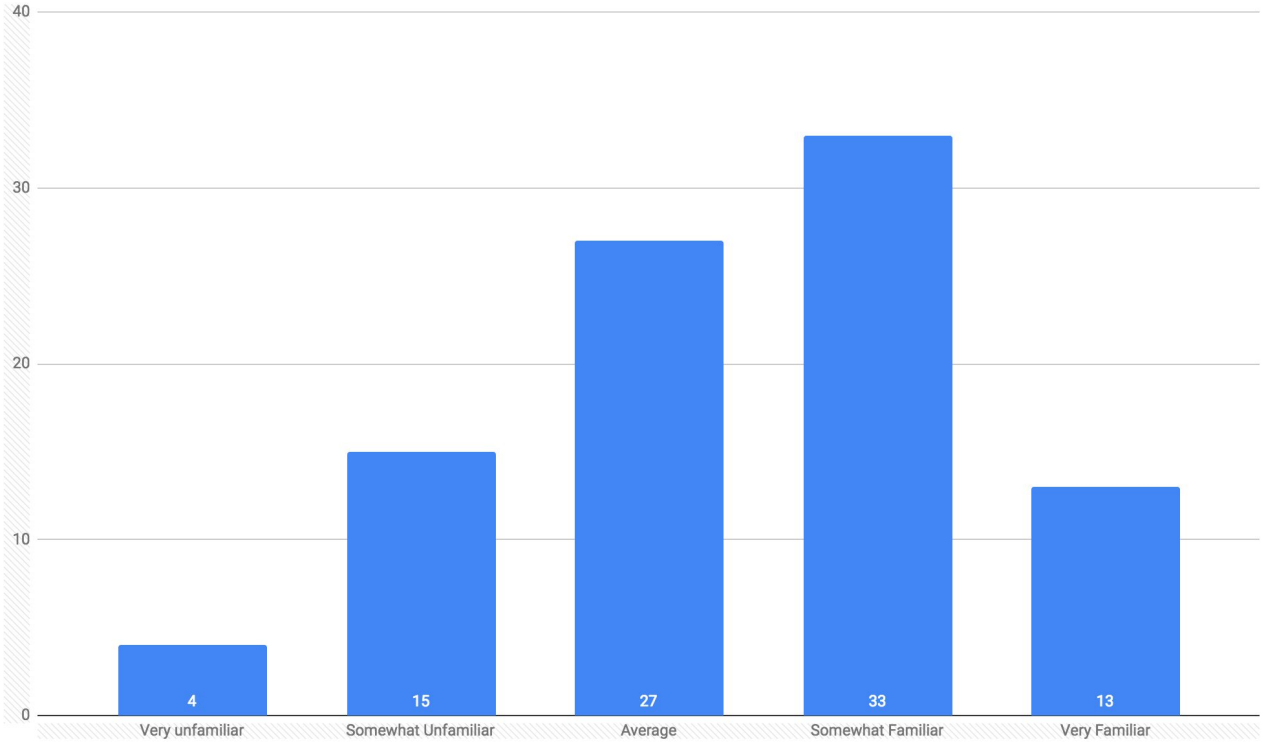
It can be hard to find the perfect place to get work done. There are endless options for different places to work but there's no easy way to tell if any given place will work for you.

PROPOSAL

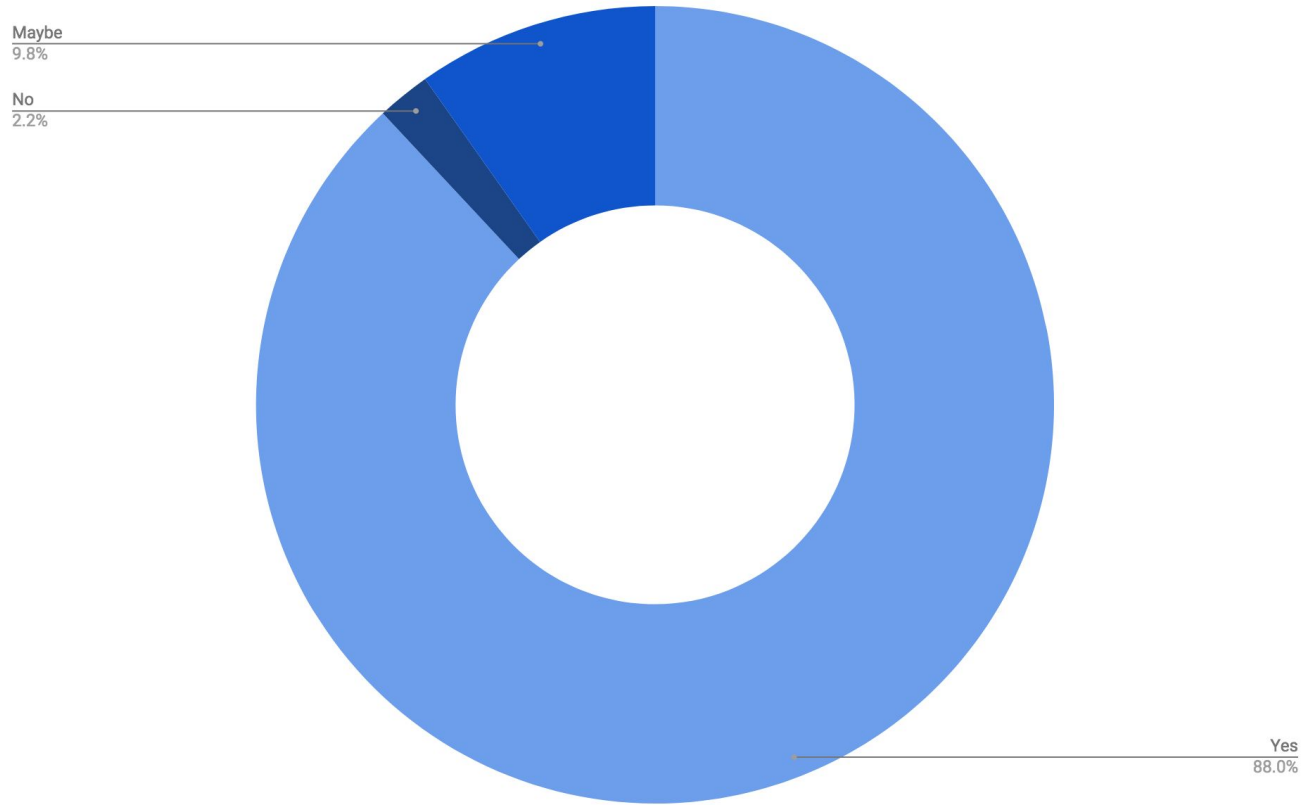
A platform that finds you the best places to study or work in your city, based on your unique working style and preferences.

INITIAL SURVEY

We surveyed 92 college students and young professionals about how they find new places to work and study.



How familiar are you with the city you currently live in?



Would you like to discover new places in your city?

What apps do you use to discover new places to eat or get work done?



Google Maps
(35.1%)



Yelp
(26.6%)



Instagram
(19.5%)



Google Maps

(35.1%)

- Overwhelming options
- Busyness levels aren't featured in immediate visuals
- Includes closed locations
- Mostly food based



Yelp
(26.6%)

- Inconsistent visuals
- Overwhelming amounts of information
- Frequent prompts to create Yelp account



Instagram
(19.5%)

- Lack of filtering content
- Only introduced through posts found on your feed or discover page
- No ratings
- Could include an inaccurate or broad location

Age

People 18 to 28 years old, specifically college students and young professionals.

Lifestyle

People who frequently work on the go and are looking for new places to work and study either while traveling or in their own home town.

Interests

- Being productive and focused
- Exploring their city
- Trying new places

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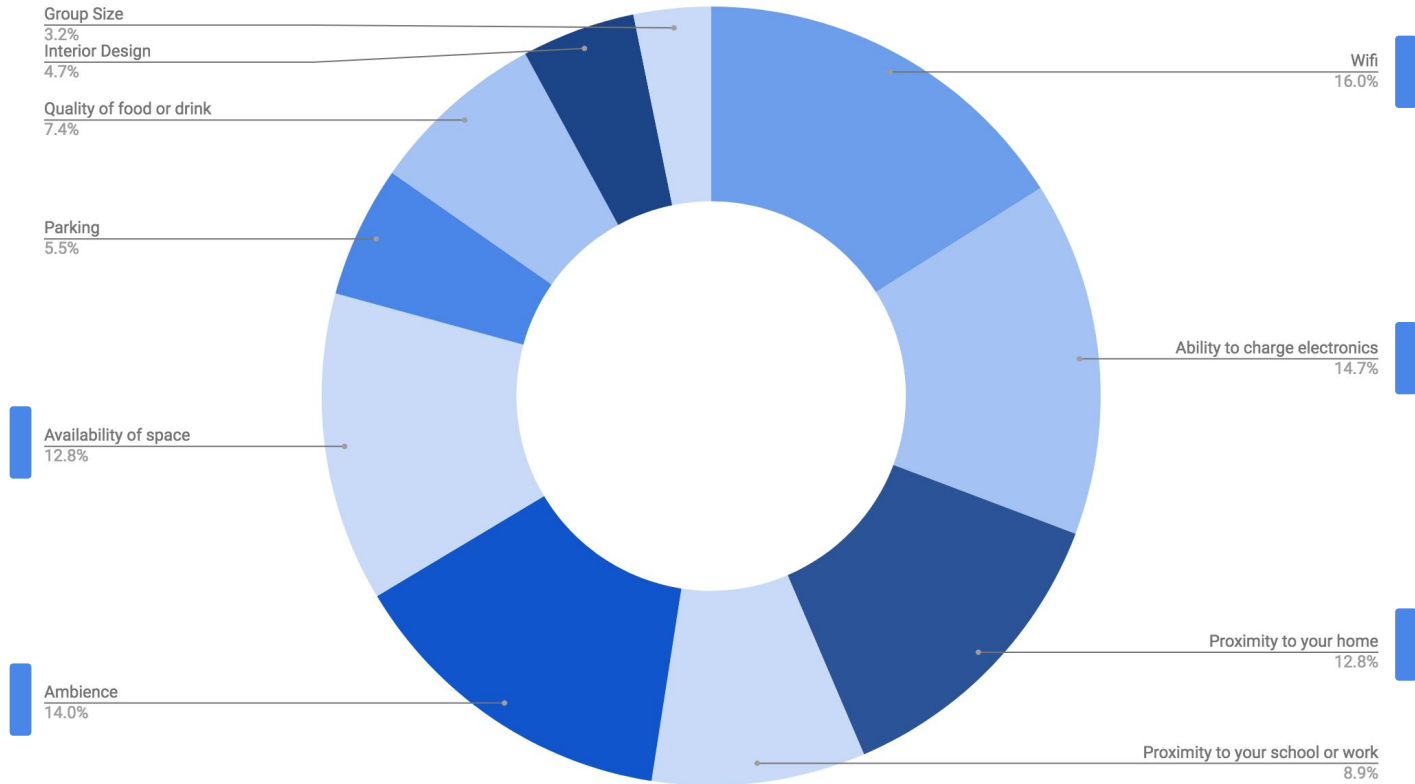
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What factors do you consider when choosing a place to study or work?

What factors do you consider when choosing a place to study or work?

Wifi (16%)

Ability to charge electronics (14.7%)

Ambience (14%)

Proximity to your home (12.8%)

Availability of space (12.8%)

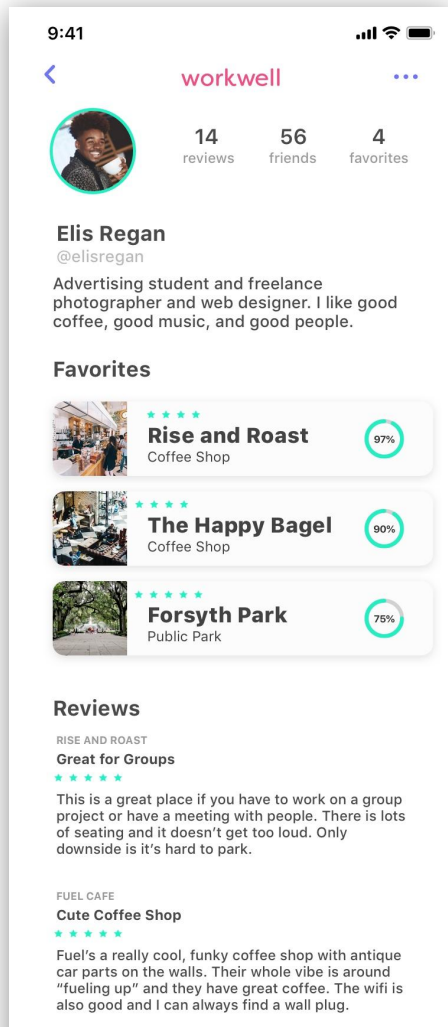
INSIGHTS

- People find new places through **word of mouth** and **popular apps**
- People consider **many different things** when selecting a place to work
- Current apps **do not** allow searches & filters specifically for **places to do work**

“I want to meet with my team members more easily without the strain of figuring out the distance from each other.”

INTERFACE ELIS

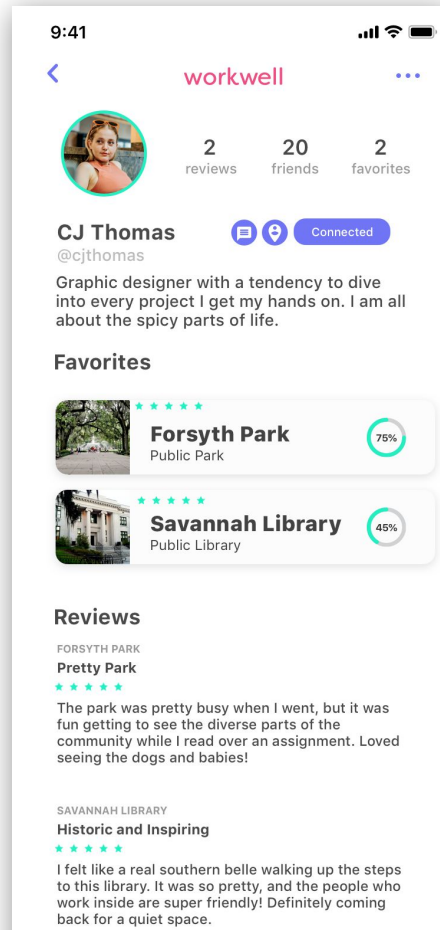
- Still in school; freelance photographer and web designer
- Has to work on a lot of group projects
- Loves coffee and trying new places



“I’m sick of working in my apartment with my cat who walks all over my keyboard. I want to see more of Savannah, and find good places to meet clients.”

STATE-OF-THE-ART CJ

- Recent graduate; works as a freelance designer
- Needs places where she can meet her clients
- Is new to Savannah and wants to see more of the area



THE SOLUTION

STRATEGY

- Allow for **precise customization** based on user's working style
- Make it **social**, allow users to find friends
- Incorporate brief, **to-the-point reviews**

OUR PROMISE

We will find you the best place to get work done in your city based on your unique working style and preferences.

KEY PARTNERS

**App users and
local businesses**

KEY RESOURCES

Local businesses,
technological integration,
crowdsourced user reviews

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USERS

VALUE PROPOSITION

- **Find new places** in their cities that meet their working preferences and needs
- Users can review their favorite spots to study and **share with friends**
- Users can connect with their friends and groups and **find common meeting spaces**

LOCATIONS

VALUE PROPOSITION

- Businesses can **gain exposure** to a new market
- Businesses can capitalize on people who want to study or work by **offering unique deals or promotions**

COST STRUCTURE

- Technological setup & running costs
- Salaries to permanent employees
- App promotion & advertisements
- Incentivise business to offer discounts

REVENUE STREAMS

- Allow businesses to promote their locations on our map
- Allow businesses see which users were matched with their location, allows for targeted advertising

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THE APP

exploratory

motivating

friendly

efficient

happy

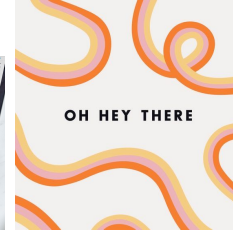
clean

productive

easy

smooth

COOL!



YES!





workwell

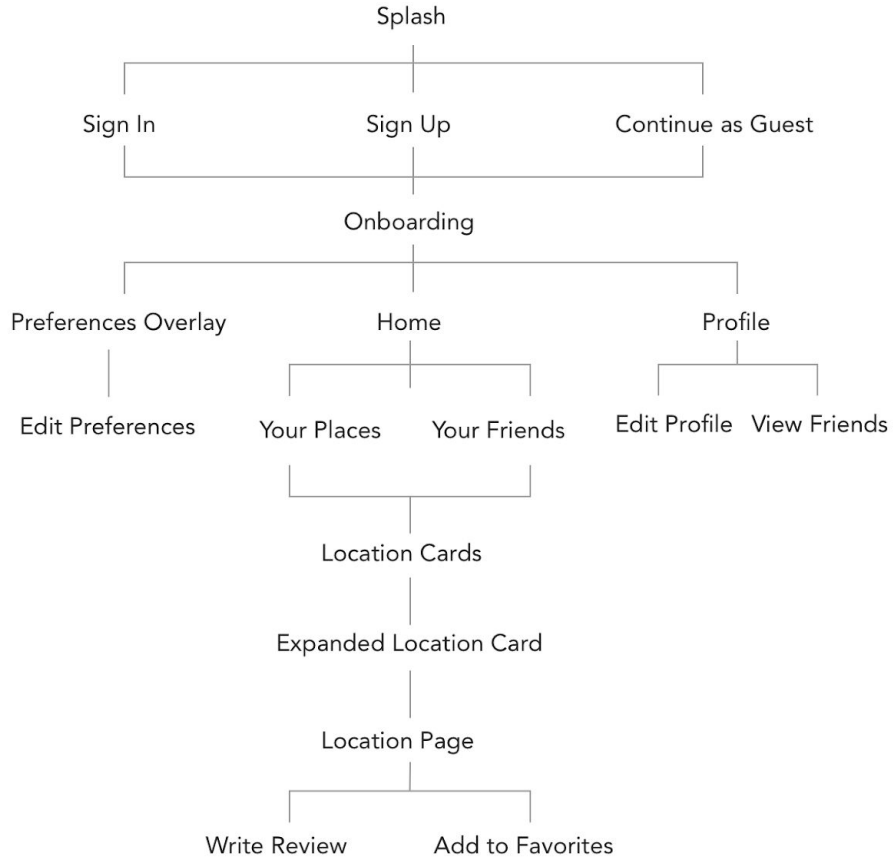
work fast. work smart. work well.

KEY FEATURES

- **Custom matches** based on preferences (percentage match)
- Yelp & Google integration for **reviews, photos, and data**
- Social aspect to **find your friends**
- **Search feature** to narrow in results further

STRUCTURE

- **Preferences** – Select tags and edit sliders for your specific needs
- **Home** – View map and your matches, can also view where your friends are
- **Profile** – Contains your favorite places and your reviews
- **Search** – Search by tags, places, or people



PAGE DETAILS

Home

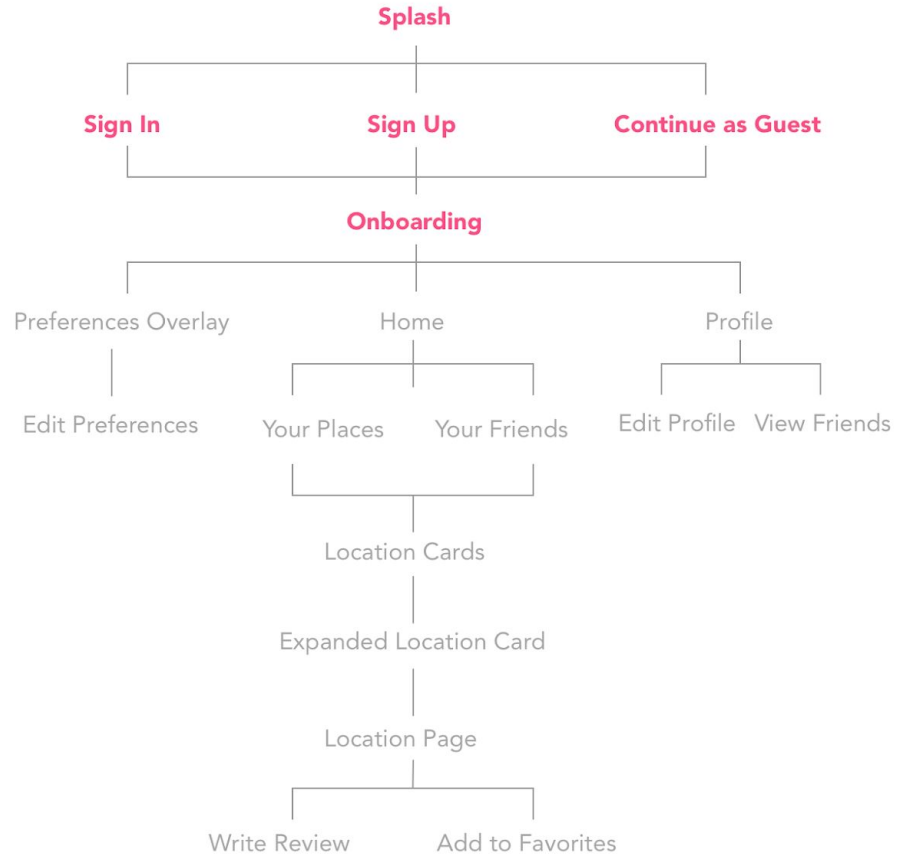
- Map
- Search bar
- Preferences Overlay (on open)
- Your Places
- Your Friends
- Location Cards

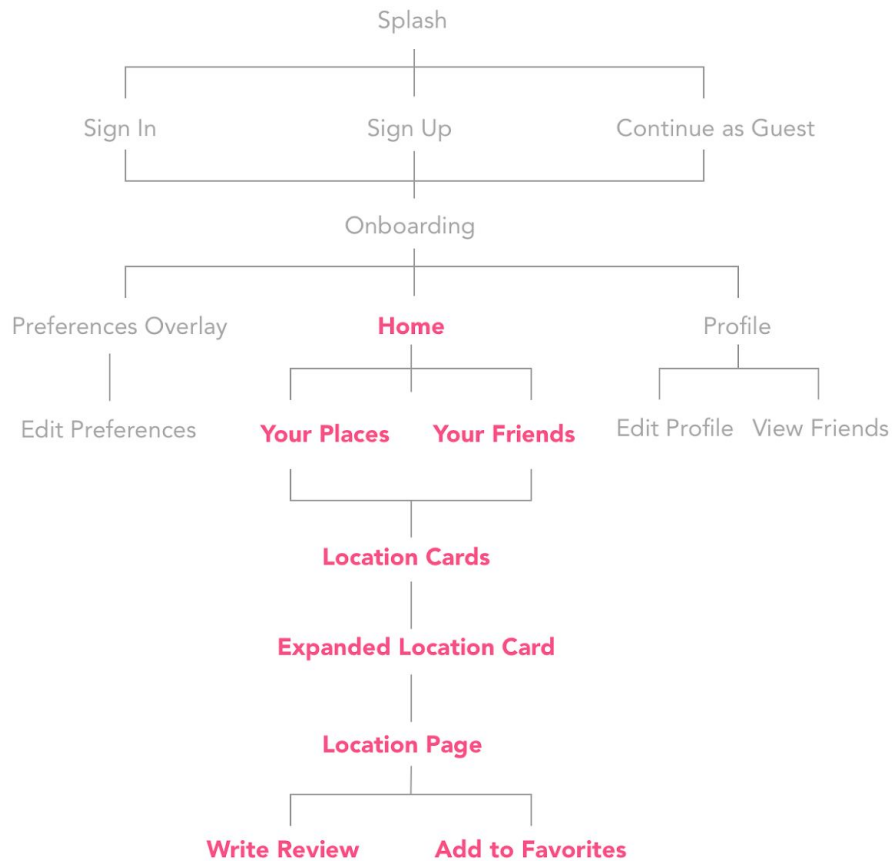
Profile

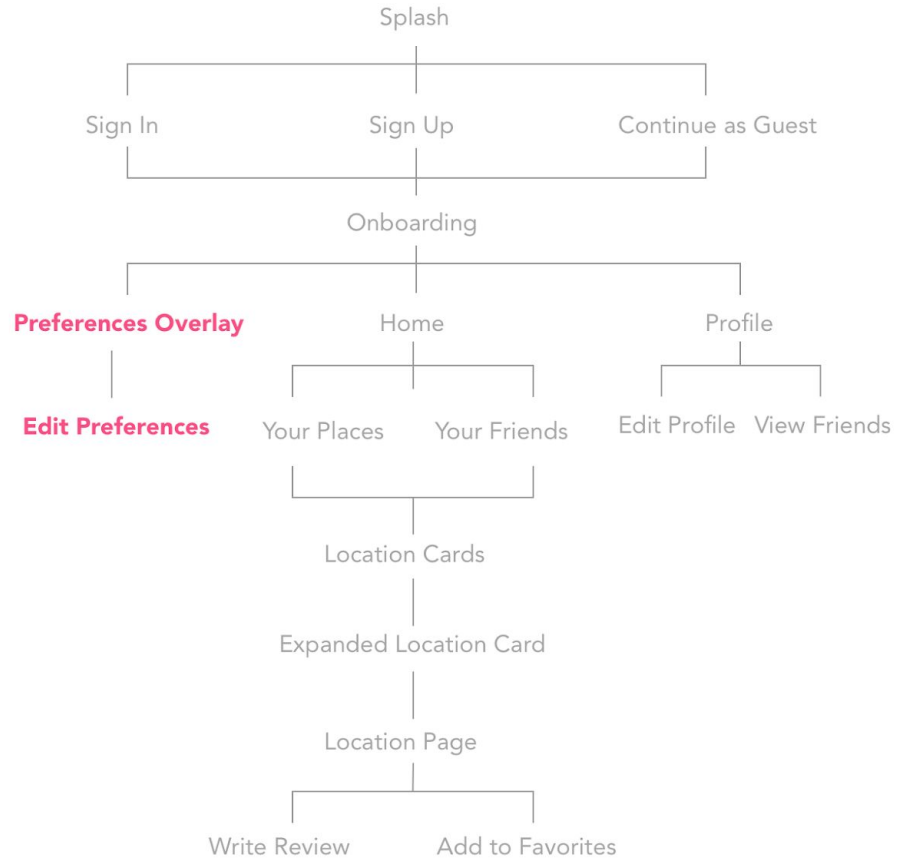
- Name, photo, bio
- Friends list
- Favorites
- Reviews

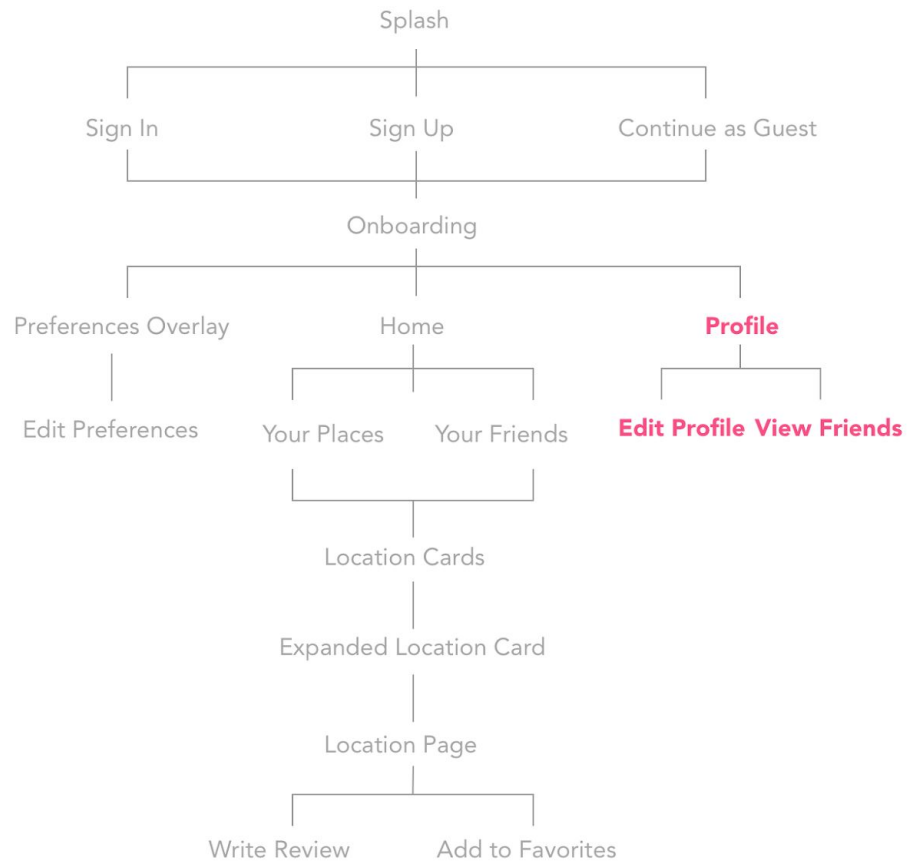
Location

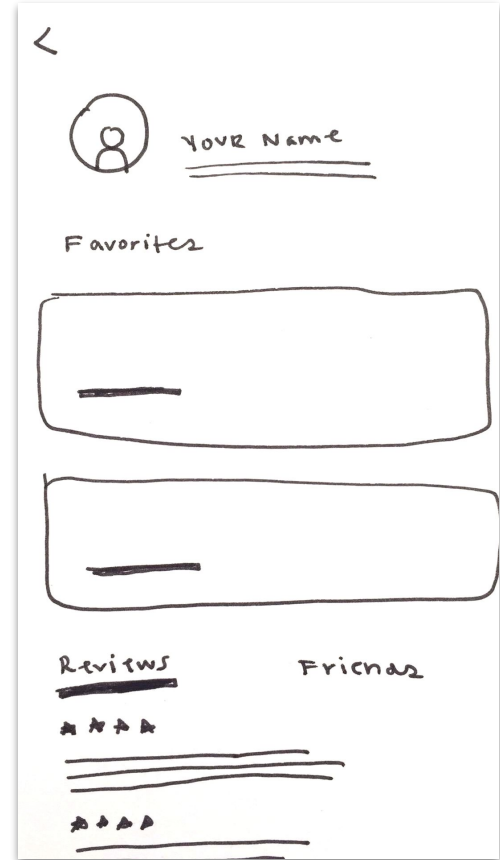
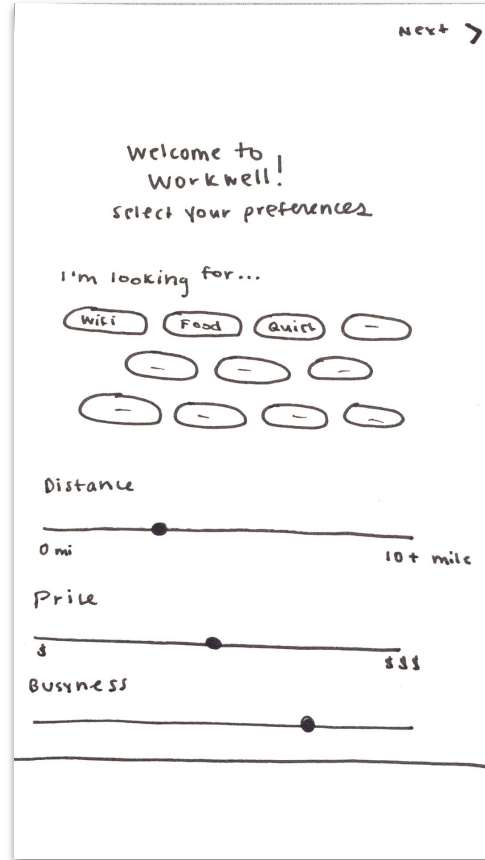
- Name, rating, open, match %
- Map, distance from you
- Tags
- Missing tags

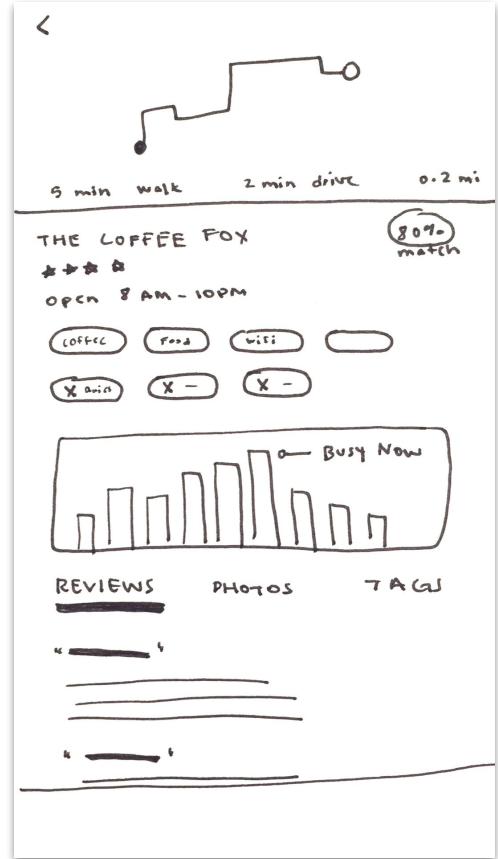
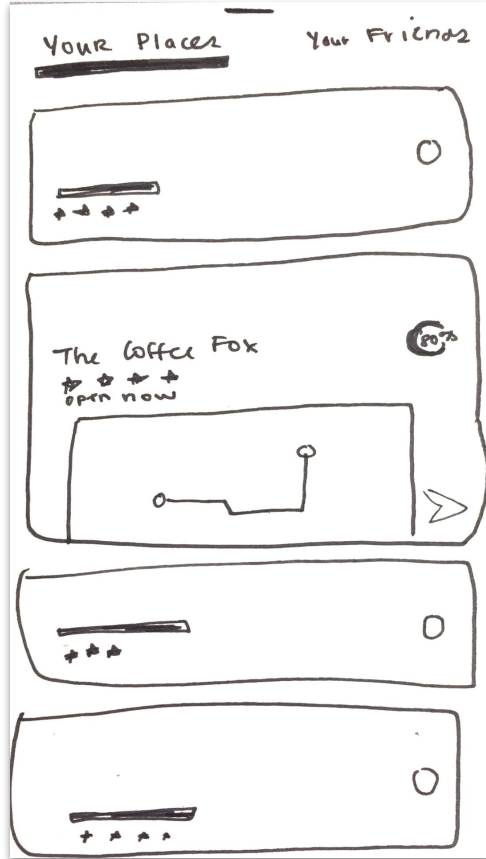
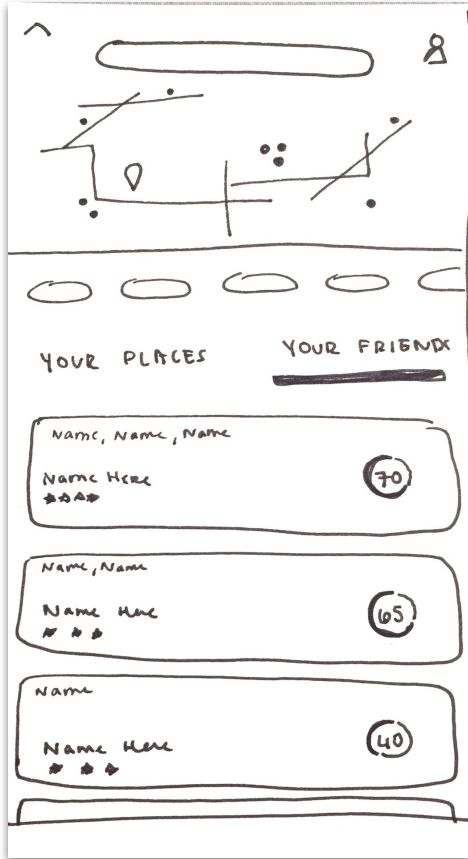






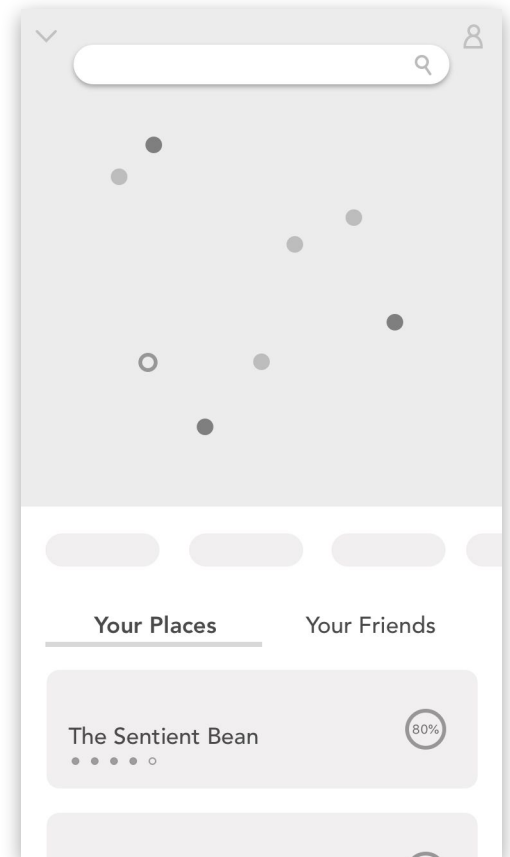
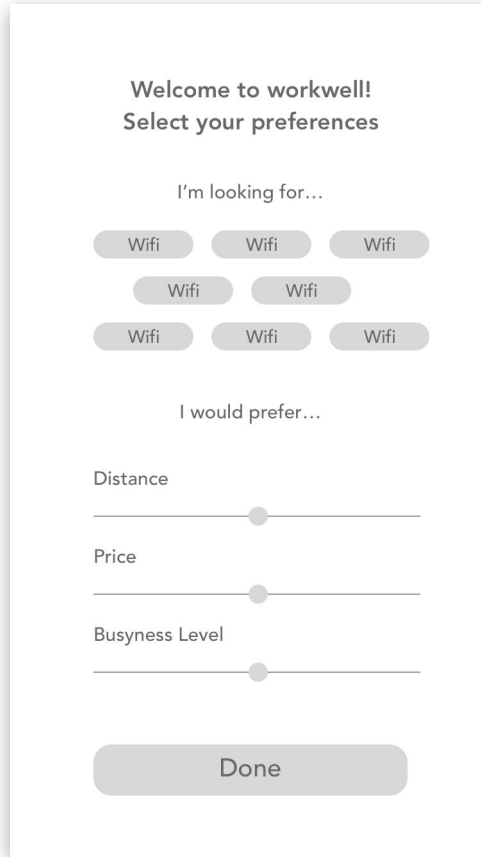
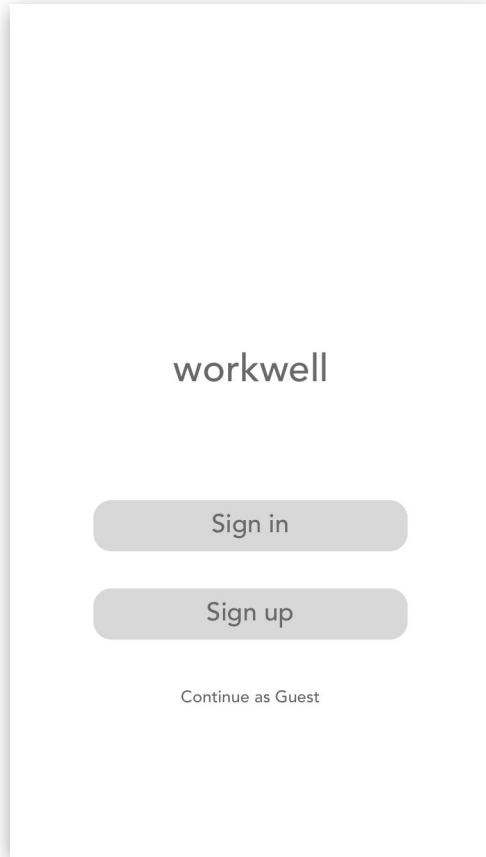






FEEDBACK FROM USERS

- Users were able to understand the app's purpose and functionality
- We need to use **more consistent navigational elements**
- Users liked they could see their friends



Horizontal scroll bar

Your Places Your Friends

The Sentient Bean 80%
● ● ● ● ○

Savannah Coffee Roasters 80%
● ● ● ● ○

The Coffee Fox 80%
● ● ● ● ○

Mirabelle Cafe 80%
● ● ● ● ○

Mirabelle Cafe 80%
● ● ● ● ○

<

Map showing route

14 min walk 8 min drive 0.9 miles

Savannah Coffee Roasters 80%
● ● ● ● ○
Open 8 AM – 10 PM

Horizontal scroll bar

x x

Bar chart

Reviews Photos

Great for Groups
● ● ● ● ○

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean dapibus sagittis cursus. Mauris id efficitur purus. Mauris pulvinar orci enim, at volutpat massa iaculis sit amet. Etiam tincidunt nisl eget tellus iaculis, venenatis tincidunt felis tincidunt. Duis id nibh in purus posuere molestie. Pellentesque cursus felis sollicitudin pharetra volutpat.

<

Profile picture

14 reviews 56 friends 22 lorem

EDIT PROFILE

Lorem Ipsum
Short bio can go here, lorem ipsum dolor sit amet consectetur dolor ipsum sit amet

Favorites

Mirabelle Cafe ● ● ● ● ○ The Coffee Fox ● ● ● ● ○ Ser ● ●

Reviews

THE SENTIENT BEAN
Great for Groups
● ● ● ● ○

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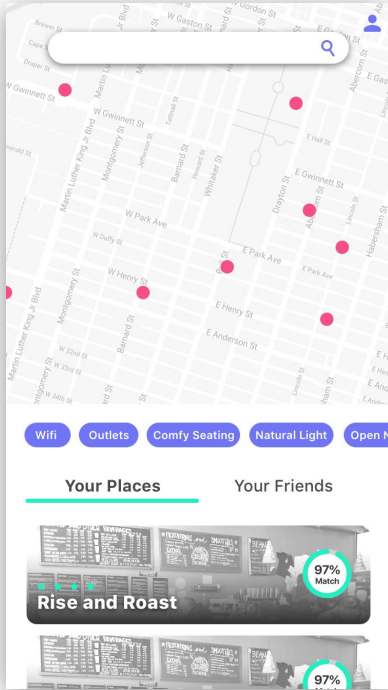
FOXY LOXY
Cute Coffee Shop
● ● ● ● ○

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean dapibus sagittis cursus. Mauris id efficitur purus. Mauris pulvinar

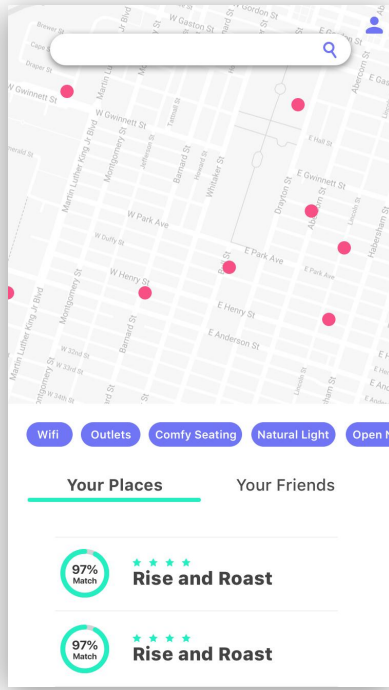
FEEDBACK FROM USERS

- Our **interaction patterns** need to be consistent
- Use **clearer language** on our onboarding quiz
- Consider **adding a walkthrough** at the beginning for new users
- Do not make users sign up first thing, **encourage sign up later**

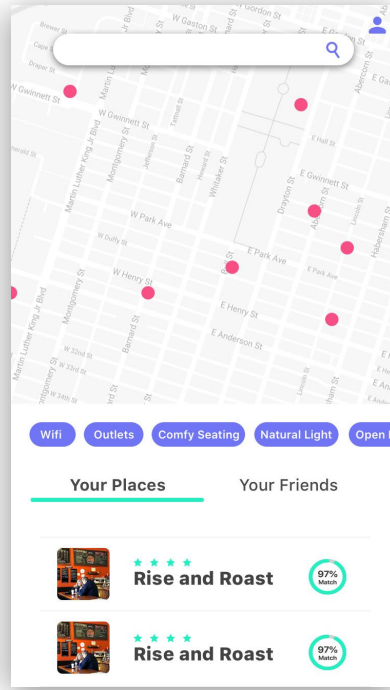
HOME SCREEN ITERATIONS



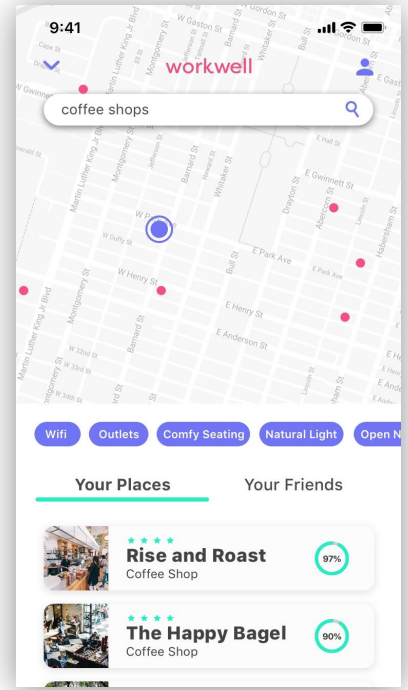
VERSION ONE



VERSION TWO

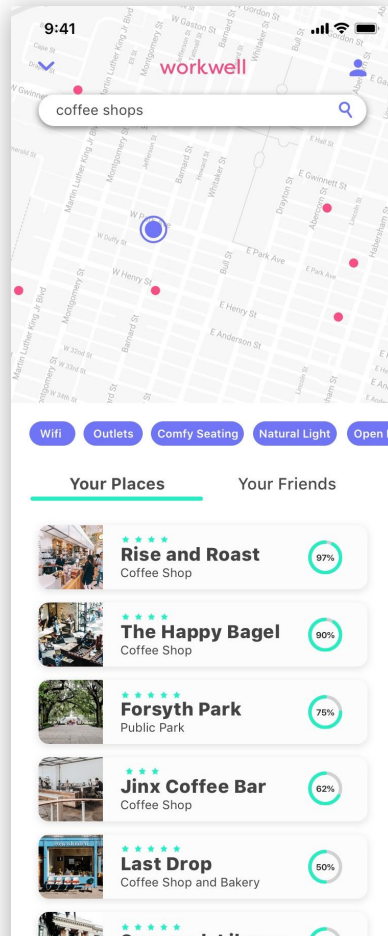


VERSION THREE



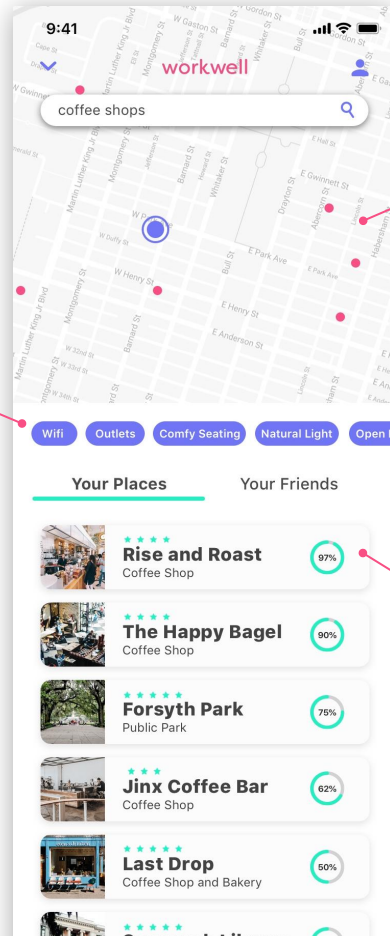
VERSION FOUR

FINAL HOME SCREEN



FINAL HOME SCREEN

Users can view their tags



Points on the map shift if you select “Your Places” or “Your Friends”

Percentage match tells users if the location is a good fit



Find Places That Work For You

Tell us about your working style and preferences and we'll deliver custom-made suggestions



Next

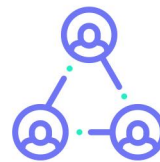


Uncover Hidden Gems

We'll help you uncover hidden gems and local favorites, wherever you are.



Next

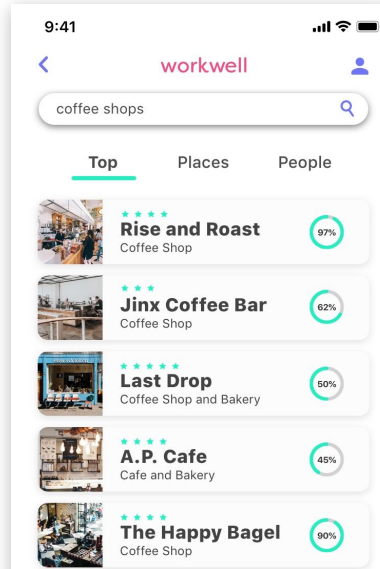
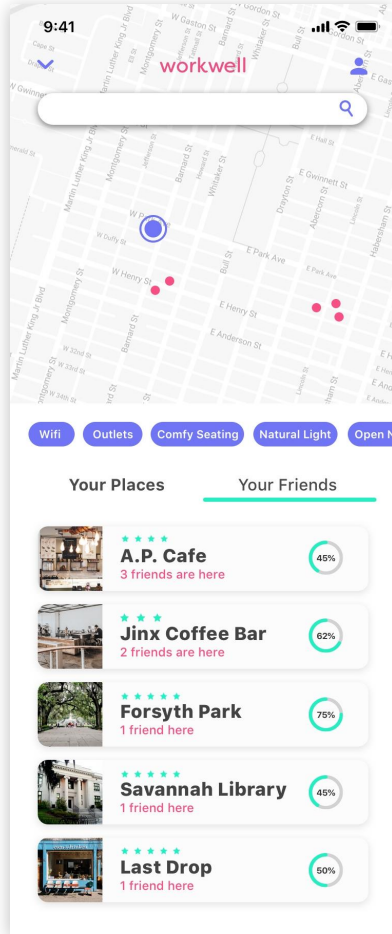
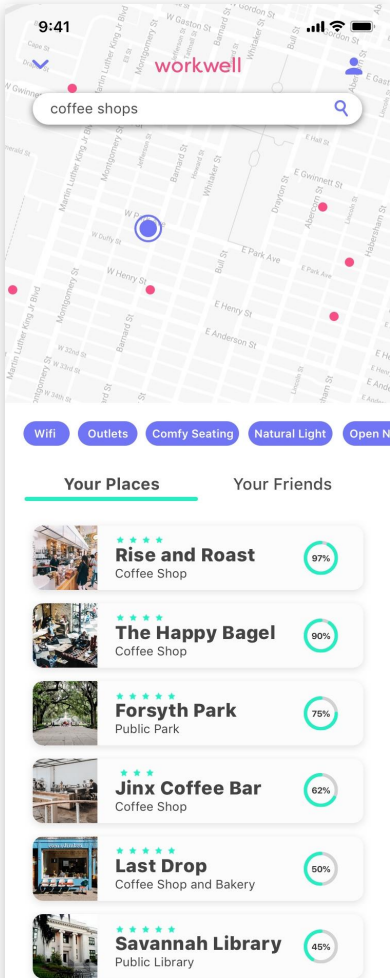


Connect With Friends




Find where your friends work, and see if those locations are a good match for you.

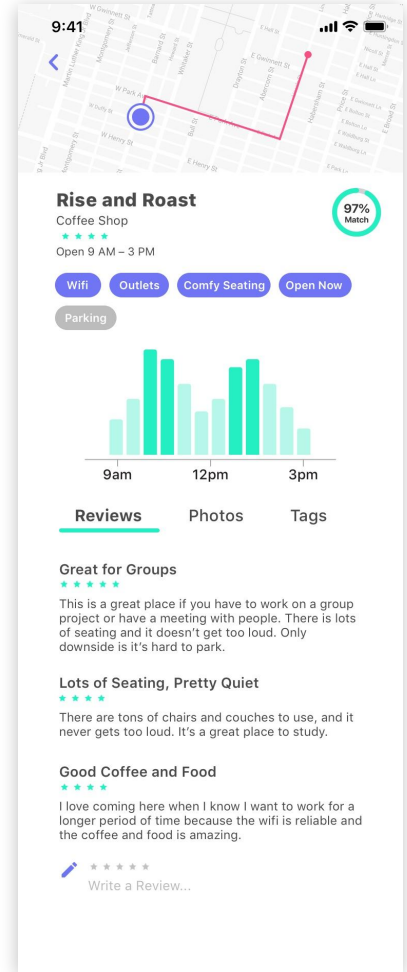


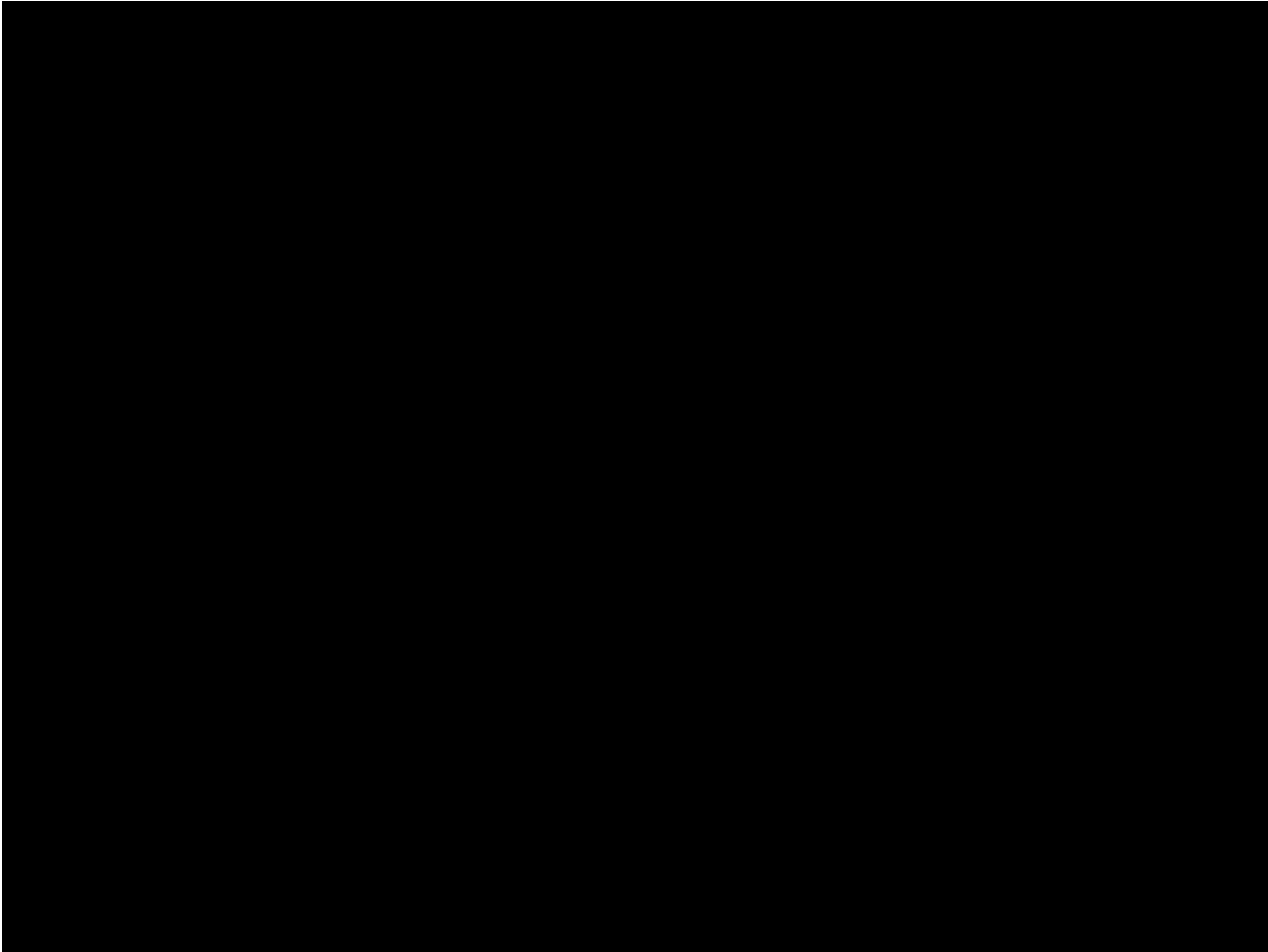
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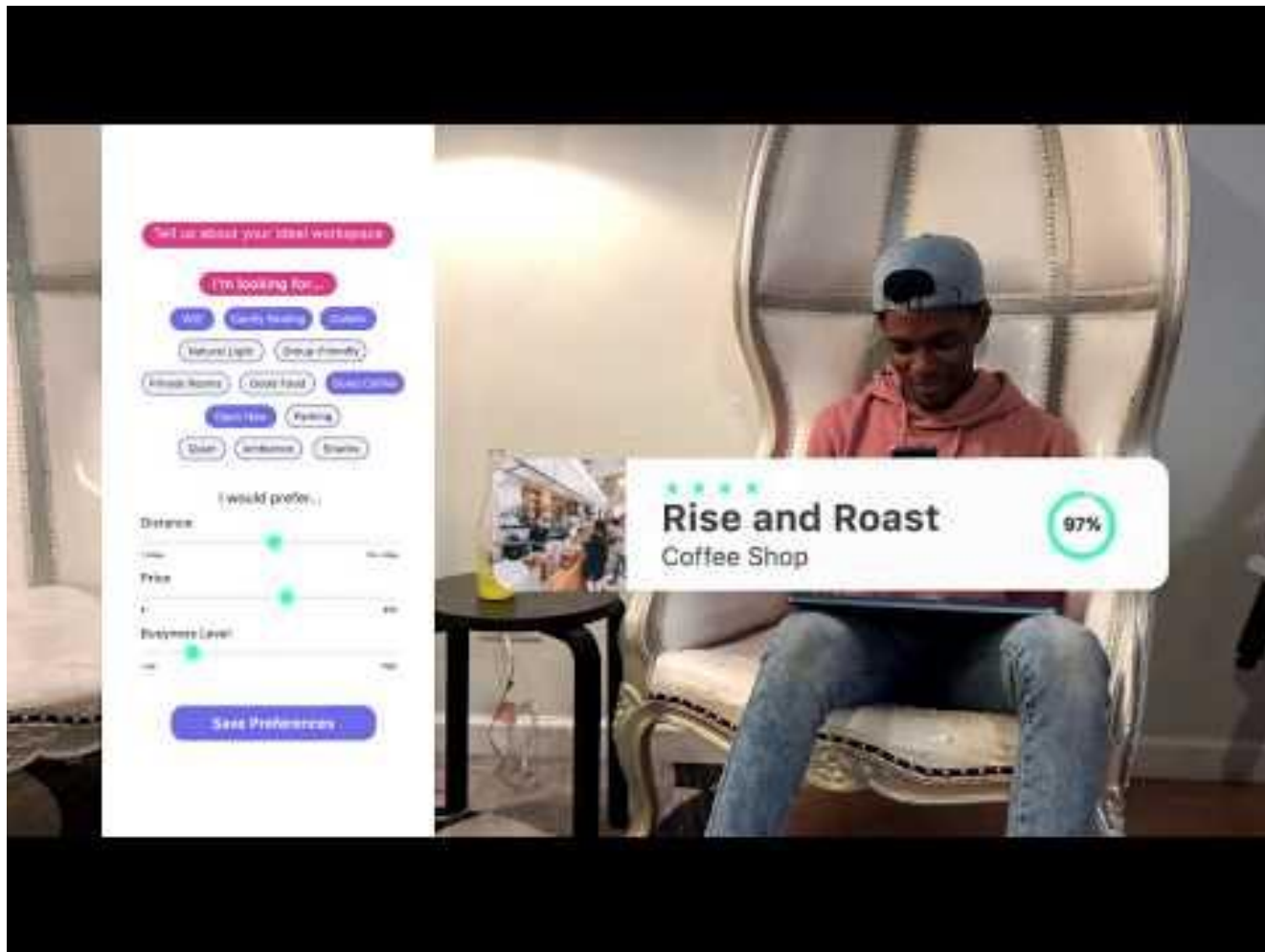


Your Friends at Coffee Shops

-  @jaimeking
At A.P. Cafe
-  @noelfranco
At A.P. Cafe
-  @anthonywill
At A.P. Cafe
-  @cjthomas
At Last Drop







Tell us about your ideal workspace

I'm looking for...

WiFi Quiet Working Cafe

Natural Light Dog-friendly

Pet-friendly Good Food Good Coffee

Cheap Price Parking

Quiet Ambiance Brands

I would prefer...

Distance

Price

Business Level

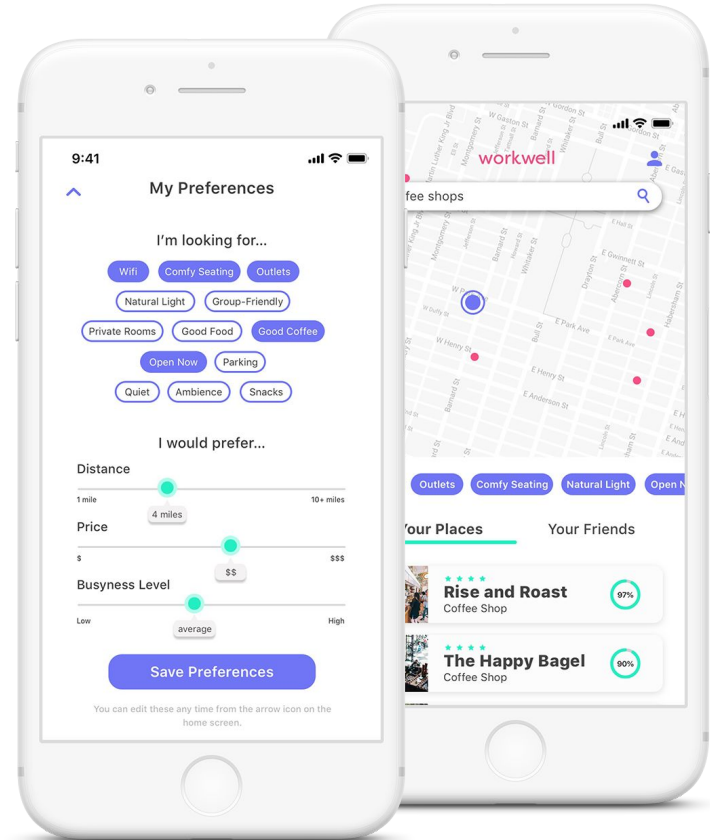
Save Preferences

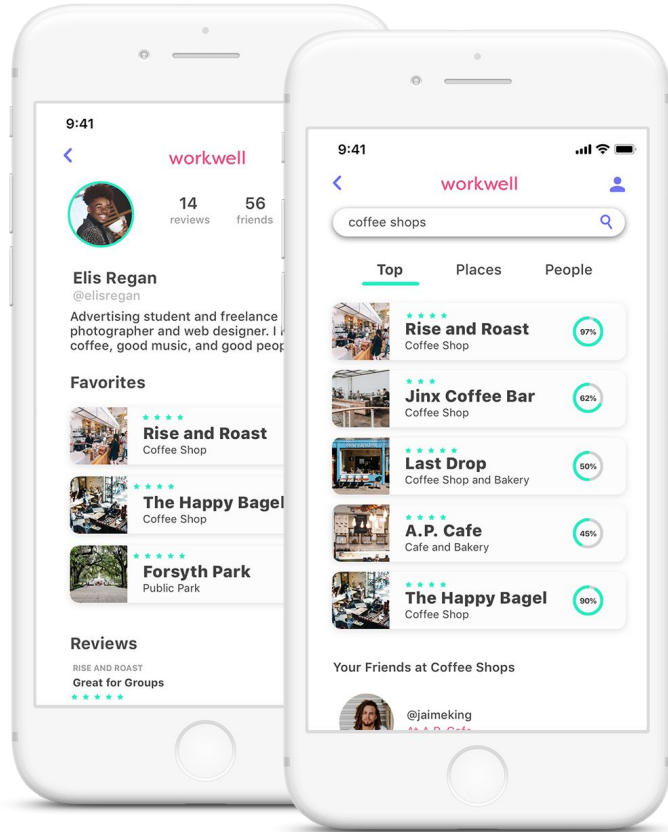
Rise and Roast
Coffee Shop

97%

Custom suggestions, made for you.

Cut through the noise and find your perfect place to work well by filtering with tags and sliders and viewing your percentage matches.



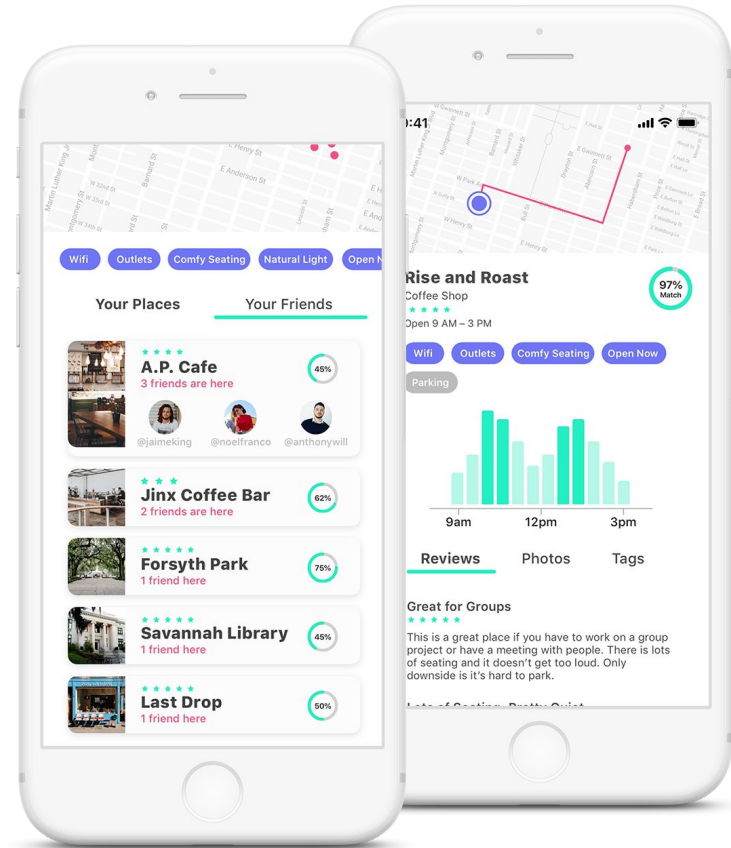


Save old favorites and find new hidden gems.

Explore new matches custom picked for you, or view your compatibility with your friends' favorite work spaces.

Make studying social.

Find your friends and meet up to work together. Use the percentage match tool to find an ideal workspace that meets all of your groups' needs.



Find the **best places to get work done** in your city, based on your unique working style and preferences.

Work Smart. Work Fast. Work Well.

Thank you.