

# DAZZLE SALAZAR

UX / UI DESIGNER

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DESIGN PREPARED FOR

 **INDUSTRIOUS**

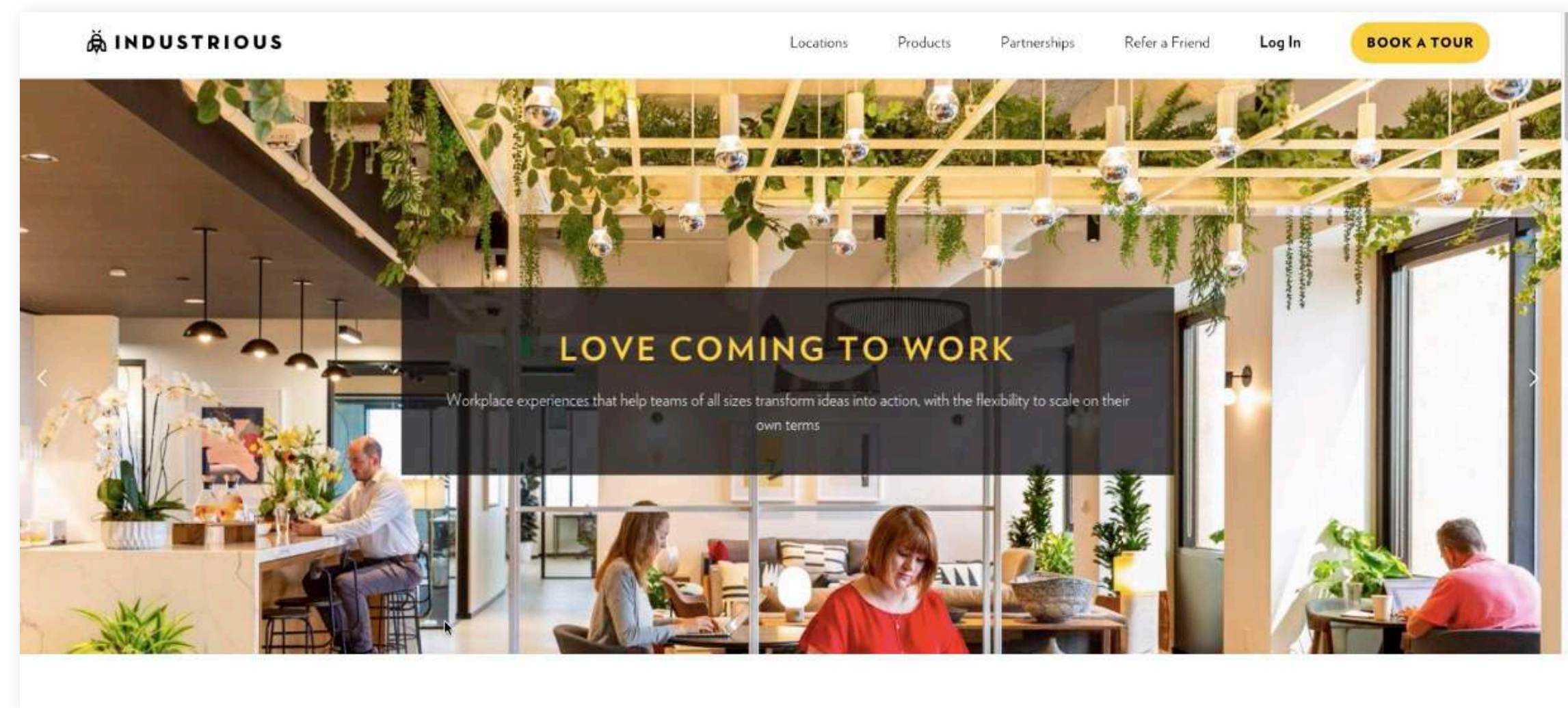
# PART 1: RESEARCH

# UI/UX DESIGNER

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PART 1: RESEARCH

Looking through the homepage, what stands out to me as pain-points that could cause friction for users are the following:

1. Central messaging didn't give much information (the user needs to read the sub-copy to see what the site does)
2. The city map is hard to navigate
3. Selection form location and team size did not show up right away
4. Locations tab on the navigation takes up the whole page (above the fold) and hard to exit



*Current homepage*

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PART 1: RESEARCH

**Research techniques to validate my assumptions. Confirming that I'm solving for a real user pain-point or conversion blocker.**

To validate my assumptions I went ahead and did qualitative research and did a **usability testing** to 10 individuals who some of them were experienced working on co-working space and had also looked for a potential space in Manhattan for a team of 7-10. I've also interviewed freelance photographer who works with other freelance editors that has potential on getting working space for his freelancer team.

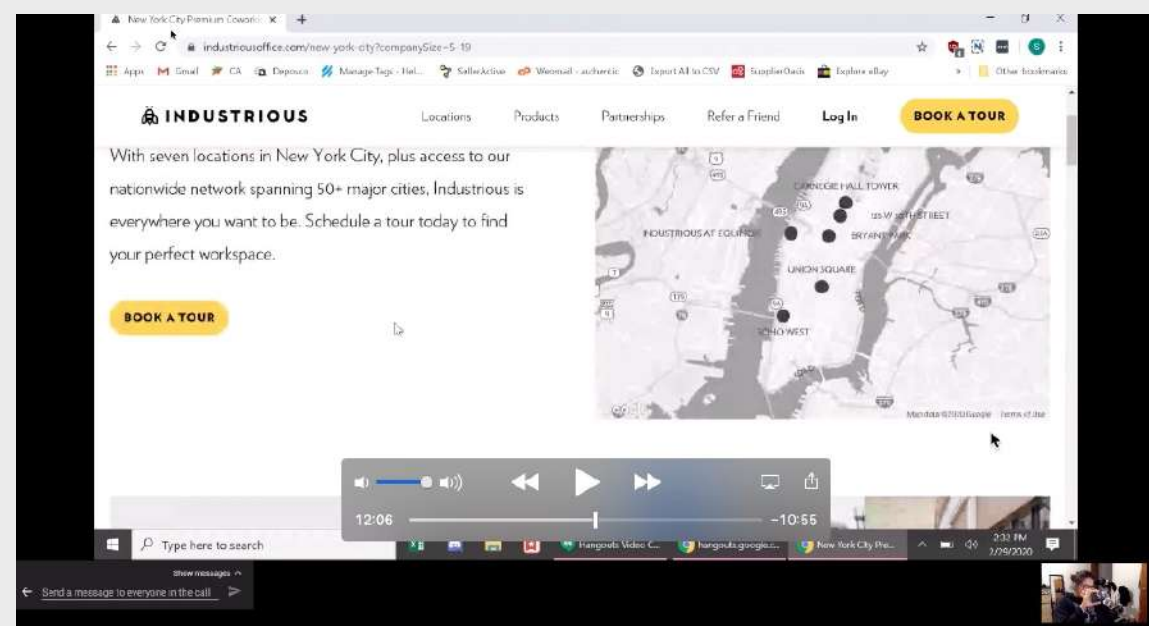
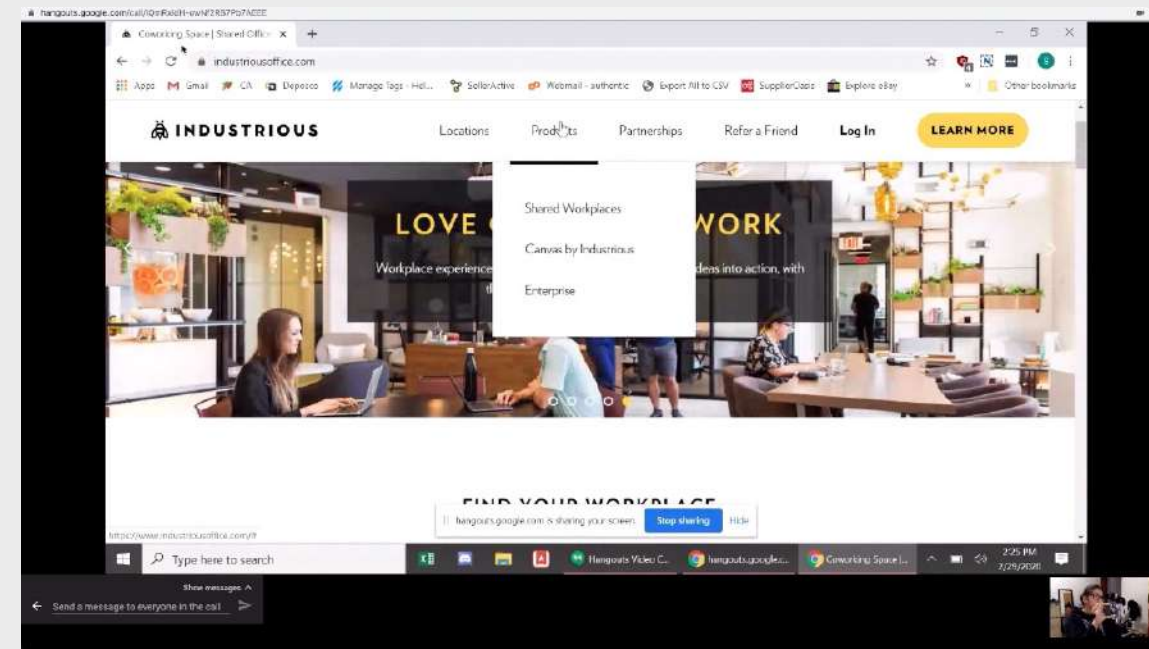
Another research technique I used for usability test is the **blink test**, where I showed them the homepage in 5 secs to see which one stands out for them, whether it's the icons, colors, messaging, images, CTA or logos.

# USABILITY TEST

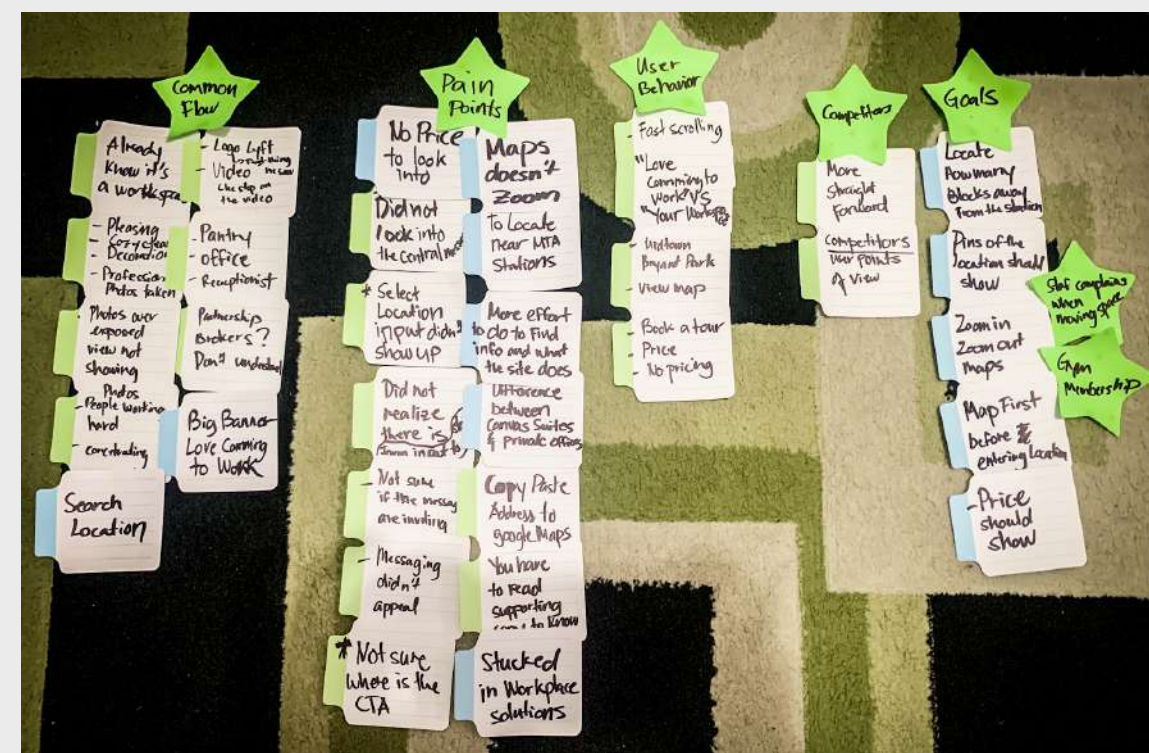
By facilitating usability tests, I saw some common pain-points while they were looking at the home page and as I was rewinding the recorded screen sharing, I've seen some behaviors of our users.

Below are some of my insights and observations during the tests:

1. I noticed that they were scrolling the website way too fast and was trying to find more information about it.
2. The hero title didn't say much about that it's a working space or a co-working space they need to dig deeper and read the sub-copy before they noticed that it's a workplace and what the site is trying to sell.
3. The messaging wasn't that straight forward on one glance.
4. They've copy address location and paste to google maps to locate where the location is at.
5. The locations tab on the navigation takes up the whole page and hard for them to exit the dropdown sub-menu.
6. It took them 4 steps to locate the "view map" inside the site.
7. Didn't noticed that there's a clickable location on the maps
8. I also noticed that they didn't see the "FIND YOUR WORKPLACE" section right away to locate what city, location and team size they would like to search.
9. Some got stuck on "Workplace Solutions" sections, they were trying to click somewhere to get more information and the difference between the products like Canvas suites and Private offices.



Screenshots of screen recording



Empathy mapping got from the users.

# UI/UX DESIGNER



## PART 1: RESEARCH

**The following solutions were made to order to focus on the user on achieving their goals and solve real user pain-points and conversion blockers from the information I got from the usability test.**

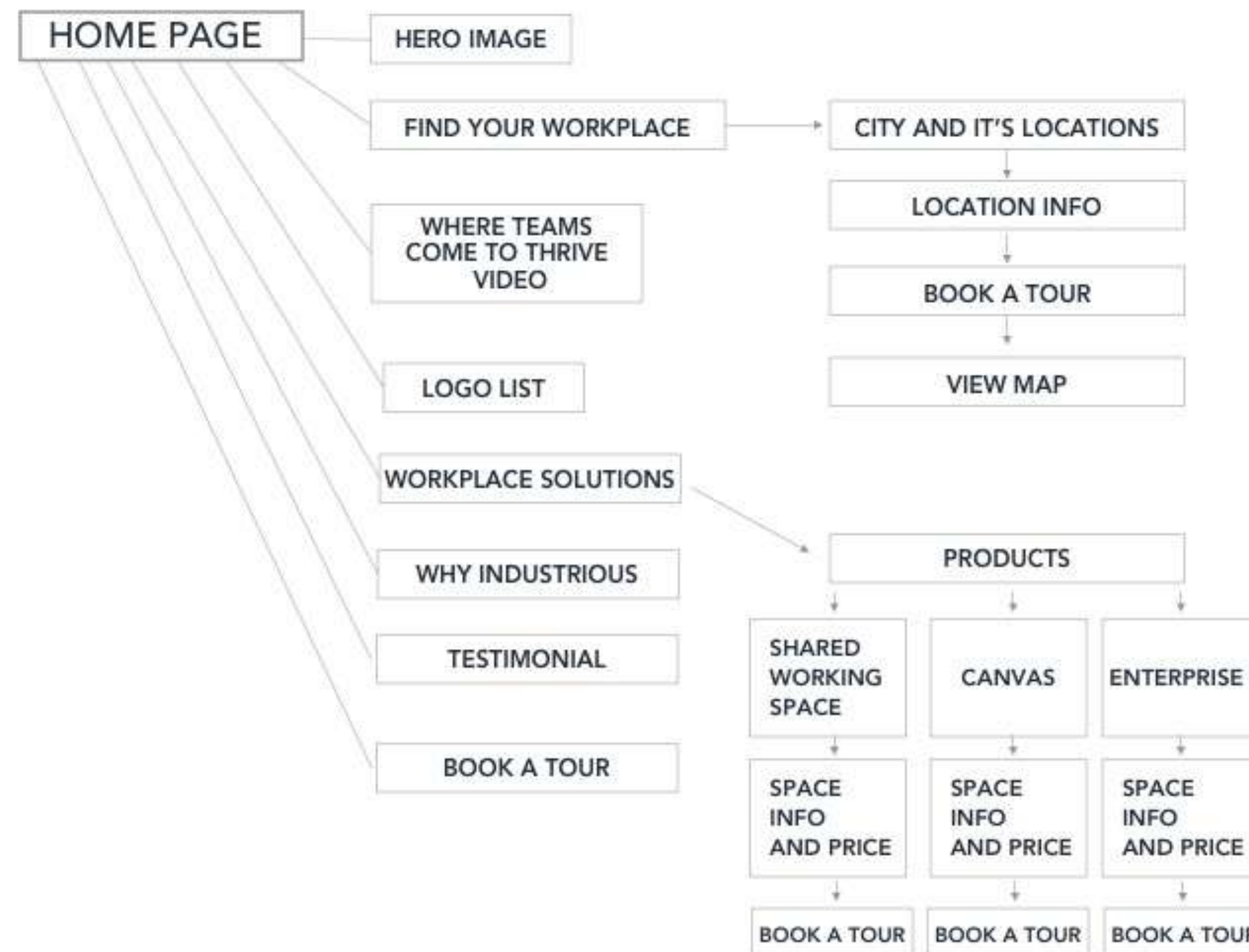
1. The hero image/banner should have a location search right away.
2. The central messaging should be clear with a call to action.
3. Easy access to map to show the specific location with zoom in and out button
4. Showing that the location pins are clickable to view the location's page
5. The map should have a train station icon where the nearest public transit is to show how many blocks from the station.
6. Add CTA for more information about the “workplace solutions” section.

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## PART 1: RESEARCH - FLOW

**The common flow** I saw on the home page is that they have so many sections and it shows a lot of additional steps to get into the location's map and location's info page. The website is showcasing images of stunning office spaces, coziness, beautiful interiors, comfort, and a vibrant and inspiring professional community, it is very inviting but it was lacking out of some information and call to action. The website's functionality didn't show much of the searching tool, product information, prices, info/read more buttons and why it standouts from the other competitors.

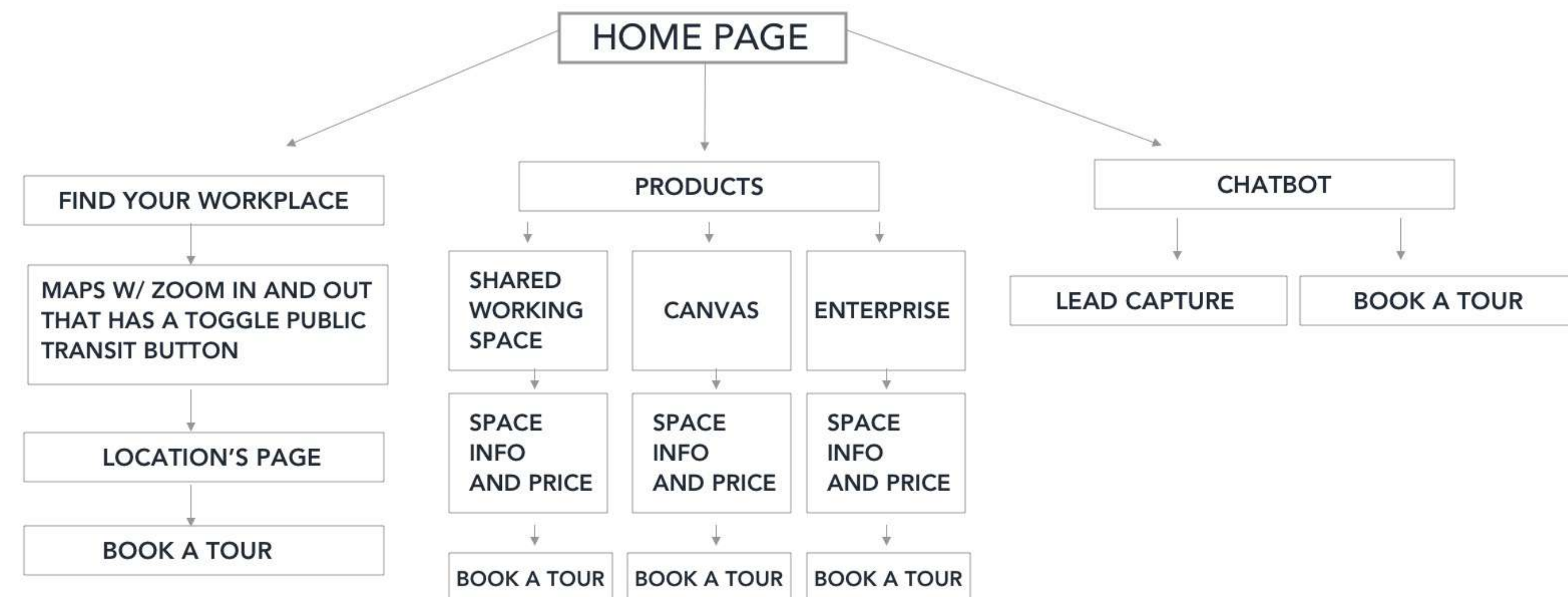


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PART 1: RESEARCH - FLOW

**My ideal flow** is to remove the unnecessary and additional steps to go straight where they want to look into. The flow below is going straight to the locations map then the location's page and immediately book the tour. If the users like to see the premium amenities of the location, products section should be straight forward and has a CTA to showcase it right away.





# PART 2: SOLUTION

# WIREFRAMING AND SKETCHING

Thinking back to the pain points I had described after the usability test, I decided to work on the experience of the map location and removing additional steps to provide enough value and enticed to book a tour. During the testing, I saw that it took them 3-4 steps to locate the “view map” as well as copy-pasting the address on google maps to find where the location is.

# GOALS & TASK

## User goals:

- To be able to find the location of the workplace right away.
- Find the nearest and convenient public transportation of the workplace
- Enough information for them to book a tour right away

## My Tasks:

- To remove additional steps to locate the area
- Adding some functionality of the map such as zoom in and zoom out toggle button for public transit.
- Adding pin icons with a hover functionality to show areas and pop up a thumbnail of the location.

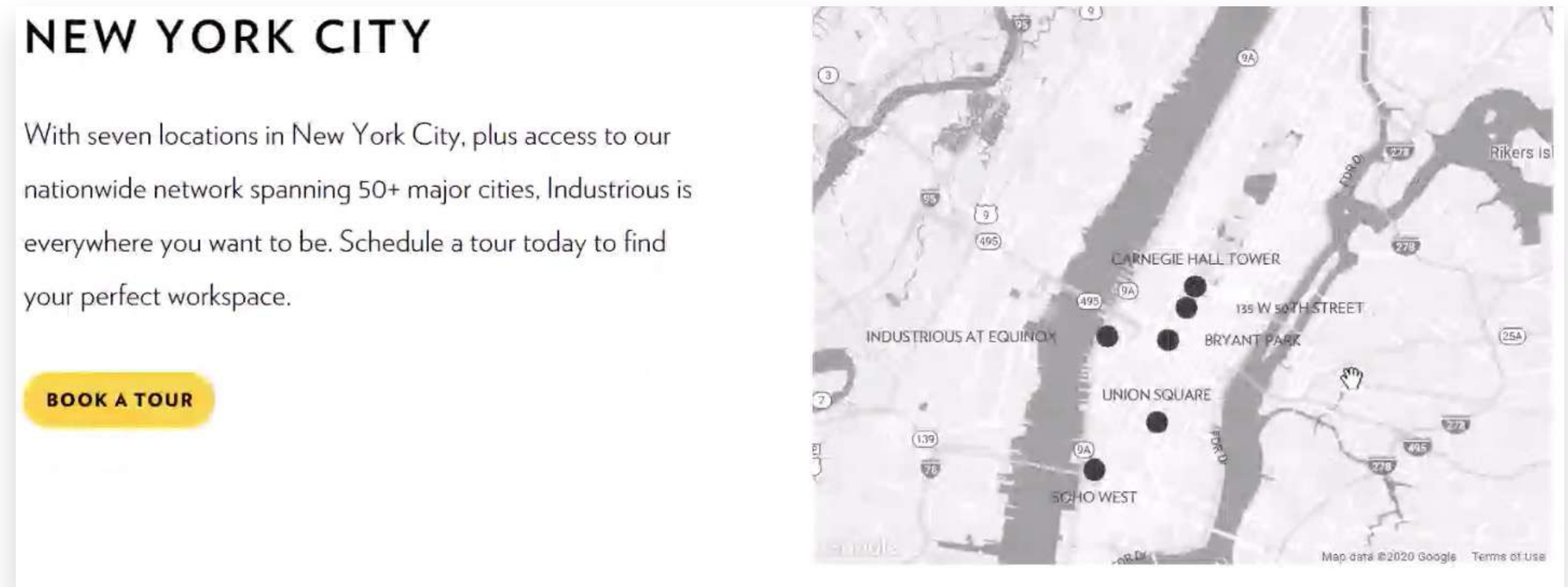
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PART 2: SOLUTION - FLOW

I've worked on the ideal user flow of the site but I decided to stick first on the maps functionality. Seeing them having a hard time navigating the map gives me an idea to add zooming features from google maps and the display public transit button.

The current map has a small circled icon to locate the area but it's not obvious that it is clickable, so I decided to create a pin icon to be noticeable and for them to hover or click. They grayed texts are the lists of the features I want to implement on the city page.



*Current map*

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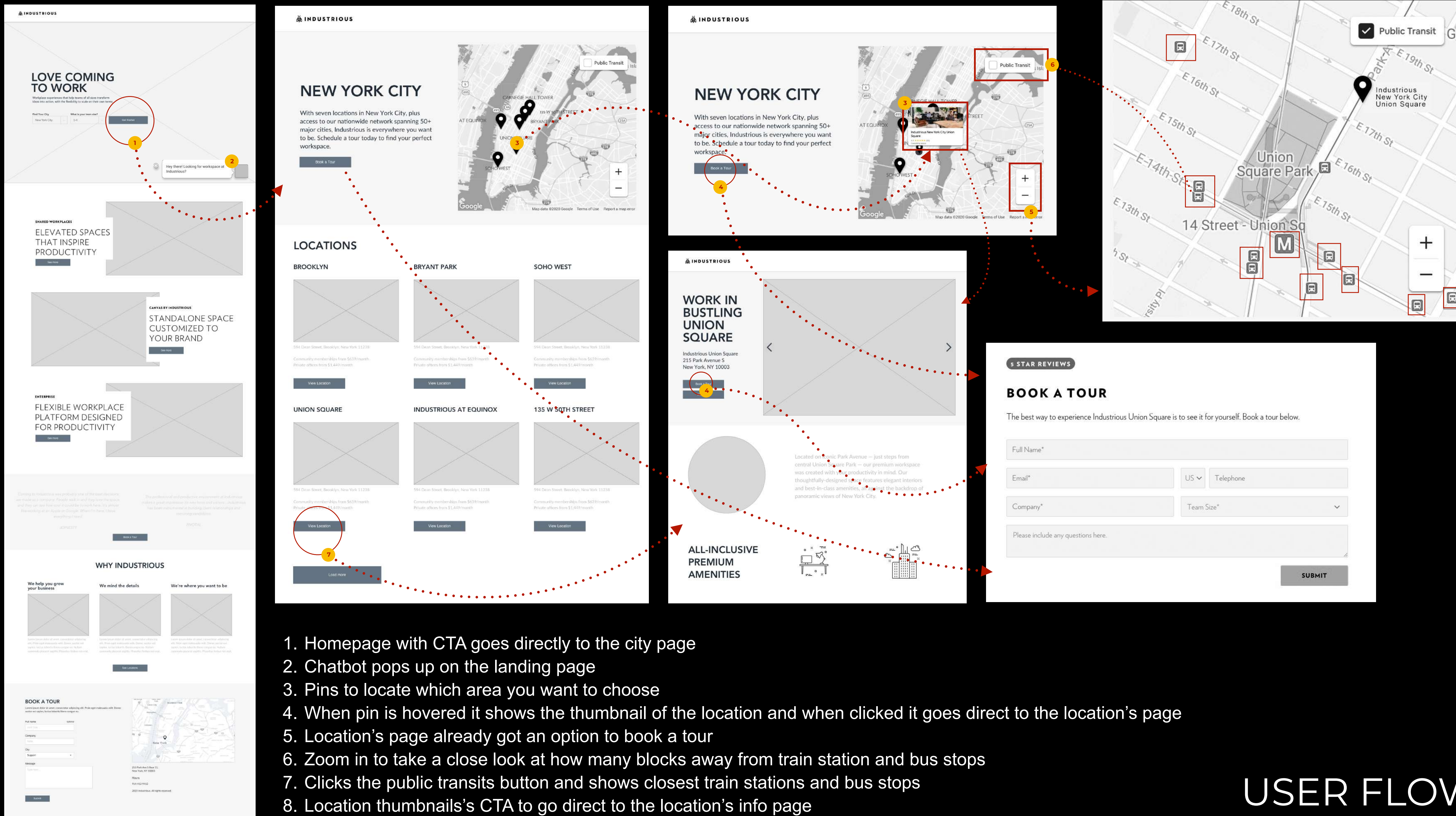


## PART 2: SOLUTION - FLOW

Map and Location's page ideal flow is to remove additional steps to locate the area and to go straight where they want to look into. The flow below is going straight to the locations map and then the location's page and immediately book the tour.



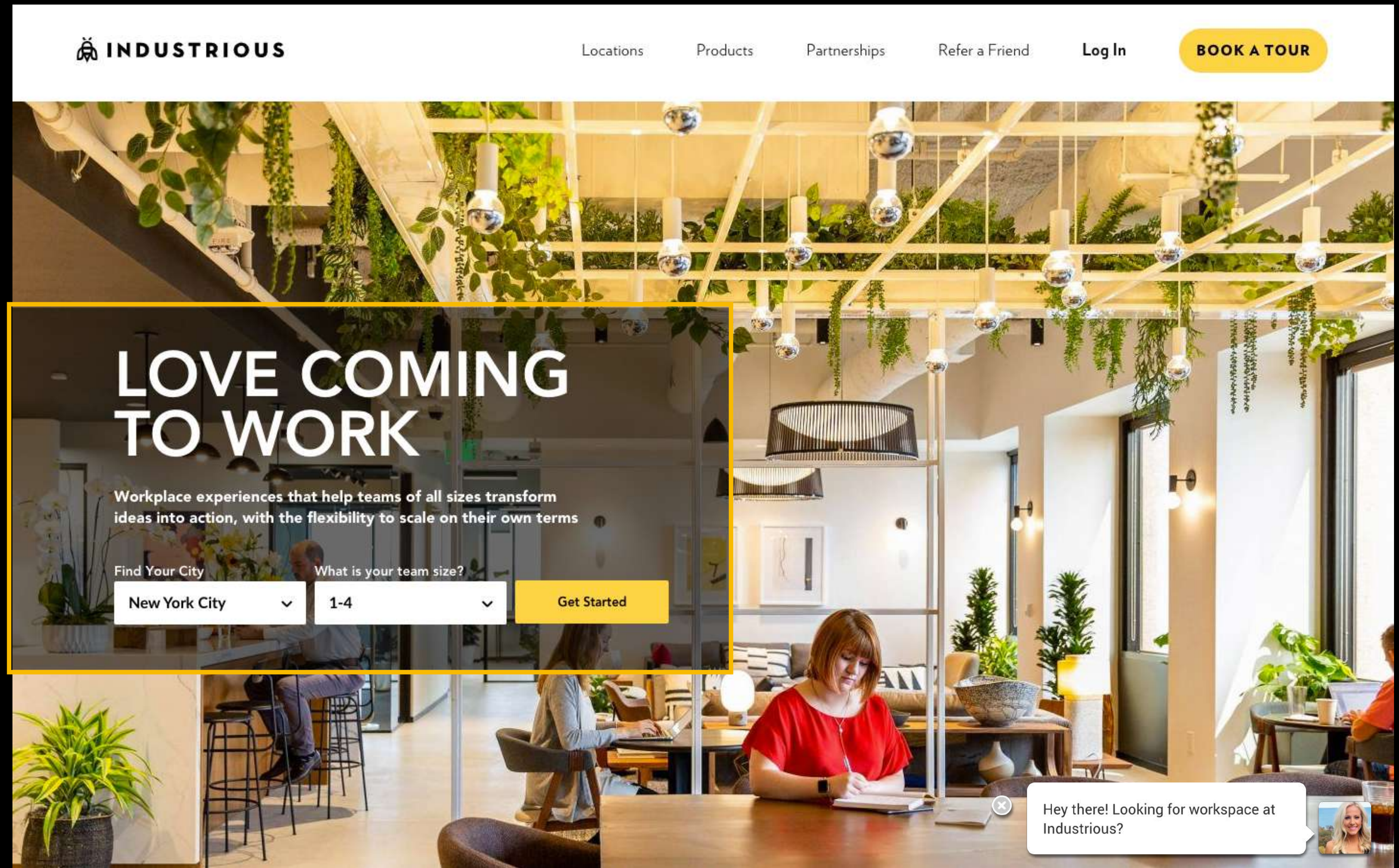
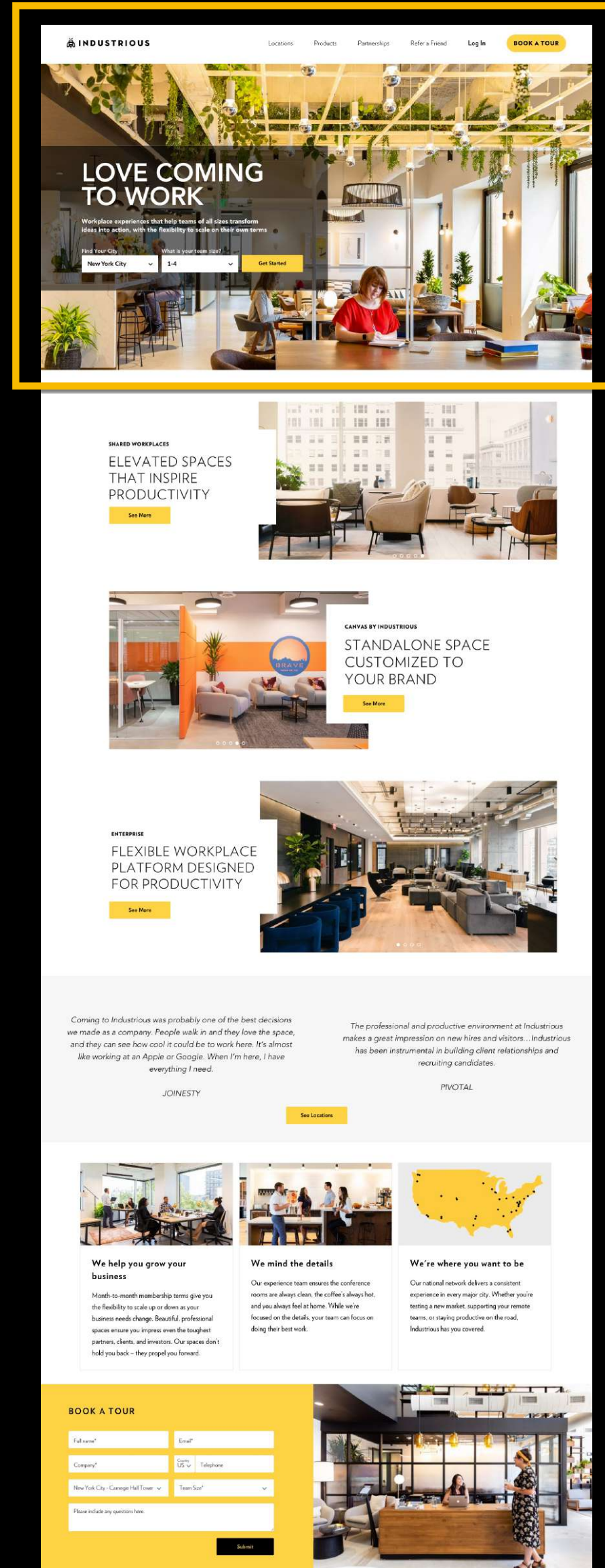
USER FLOW



# USER FLOW

PROTOTYPE

# Homepage Content

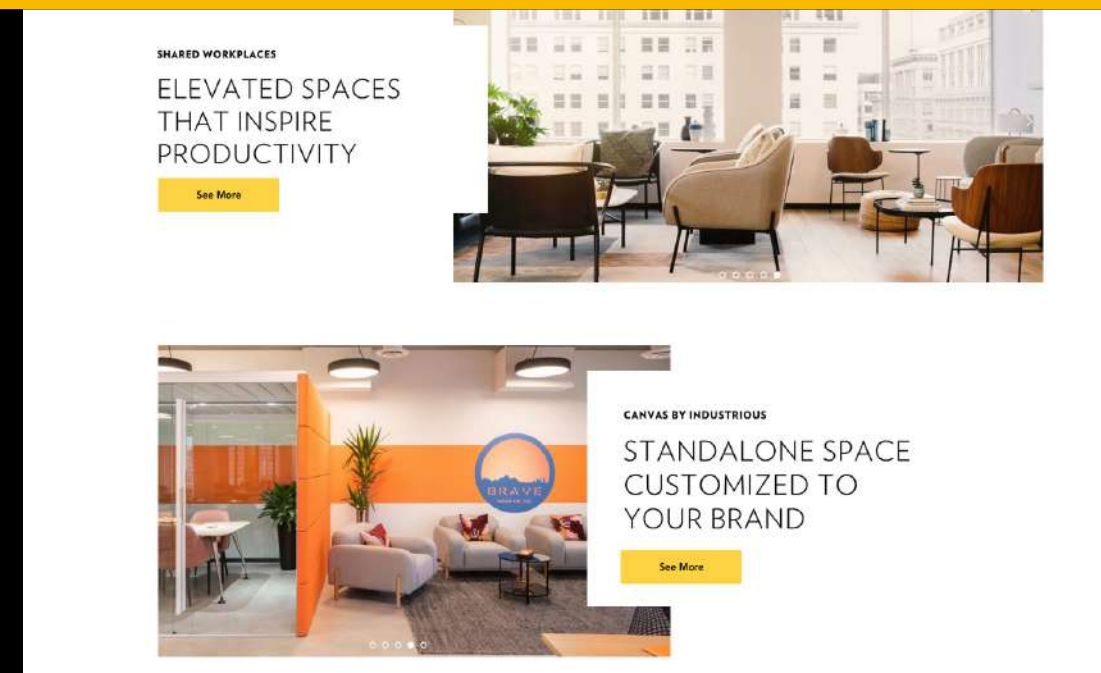
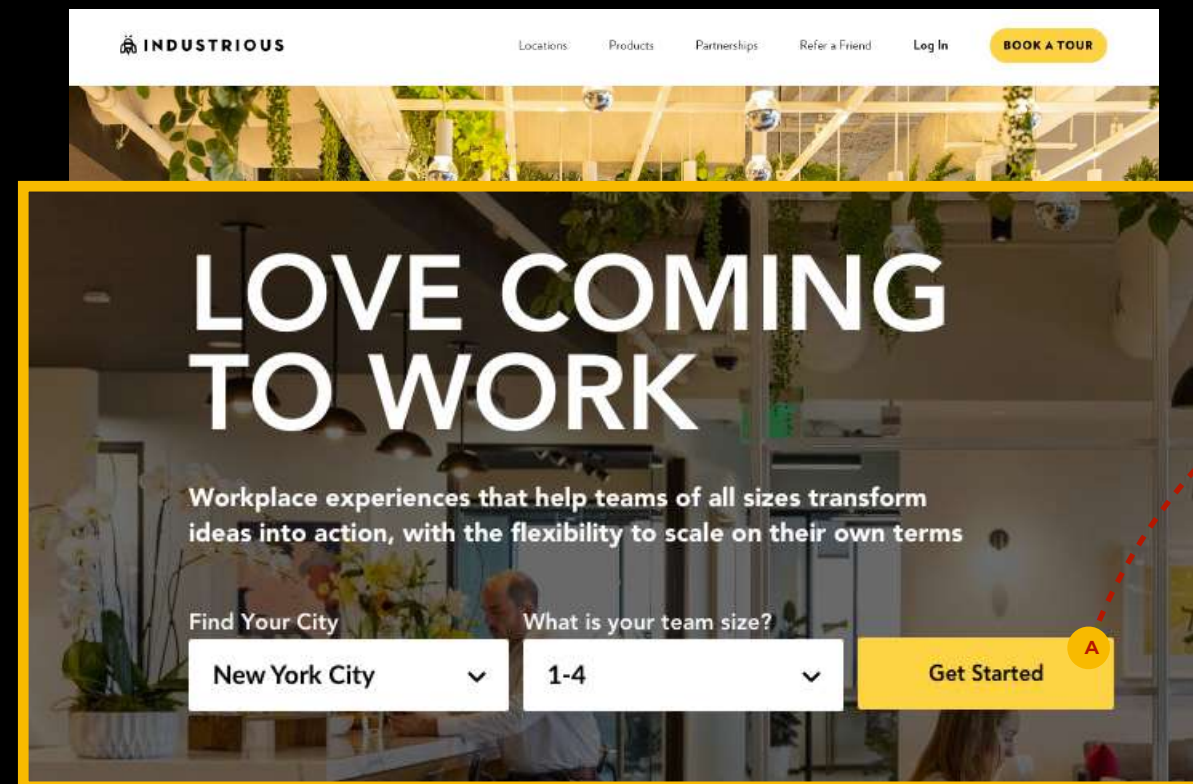


Provide focus to click at the location and team sizes to get started

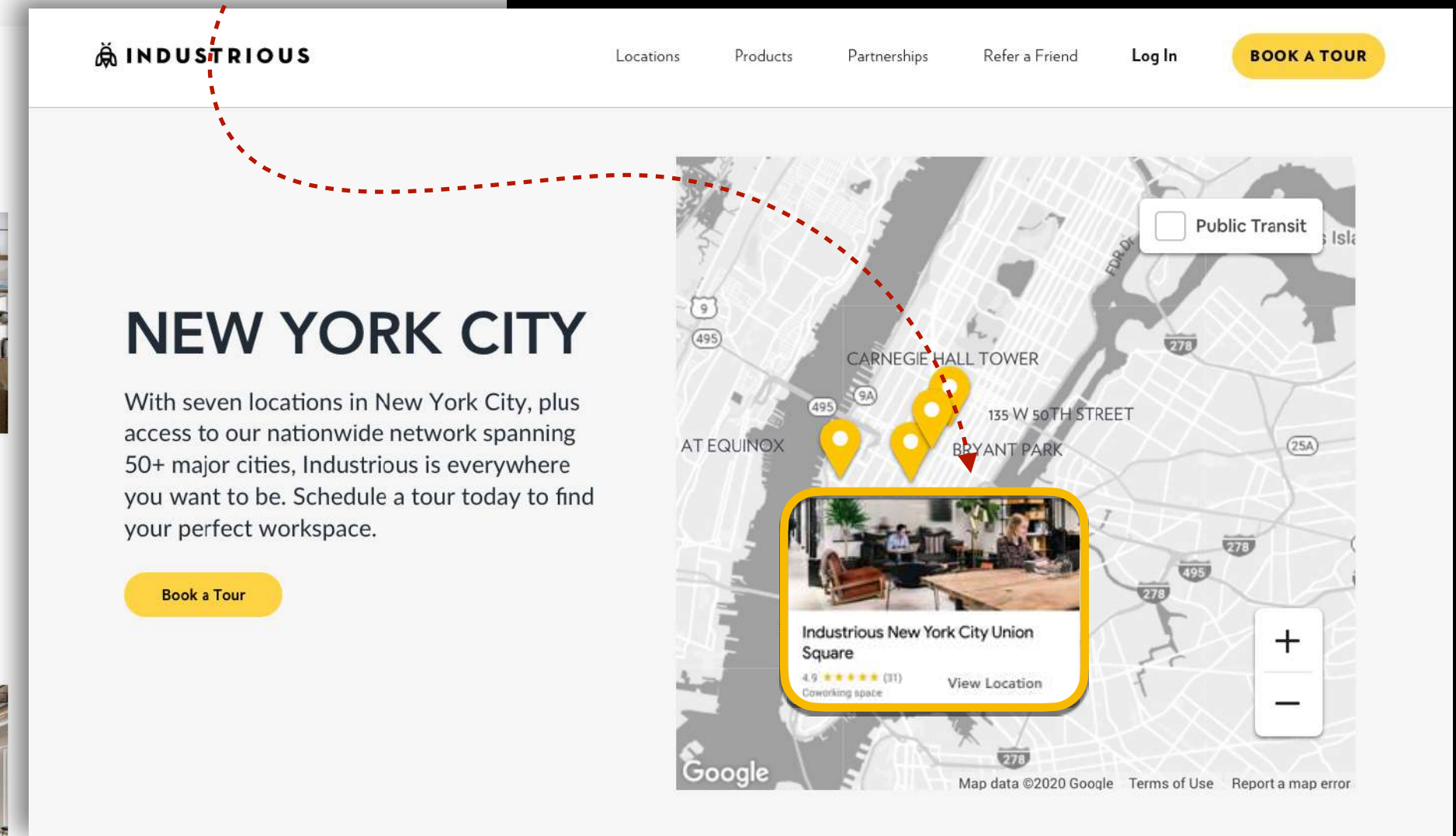
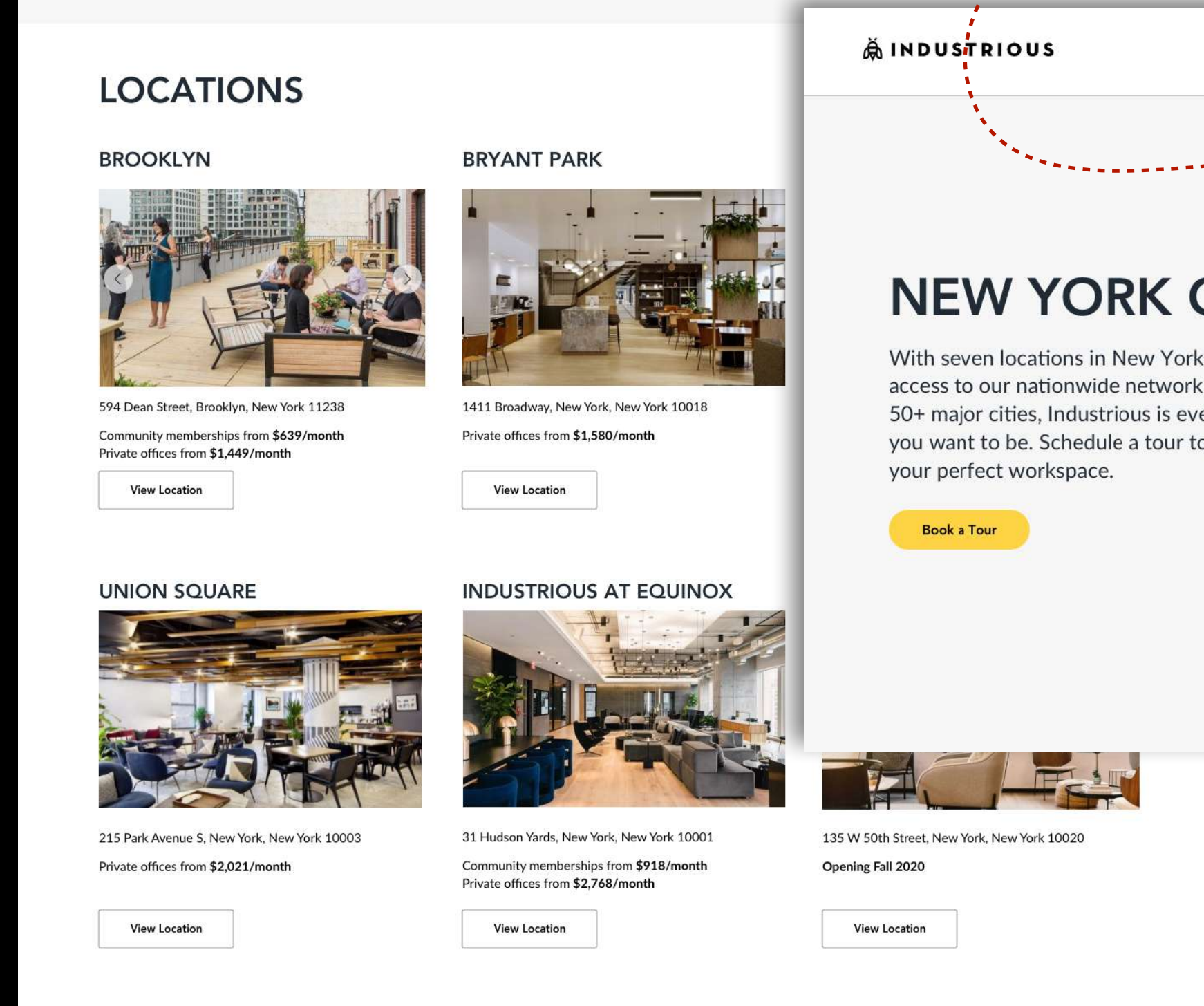
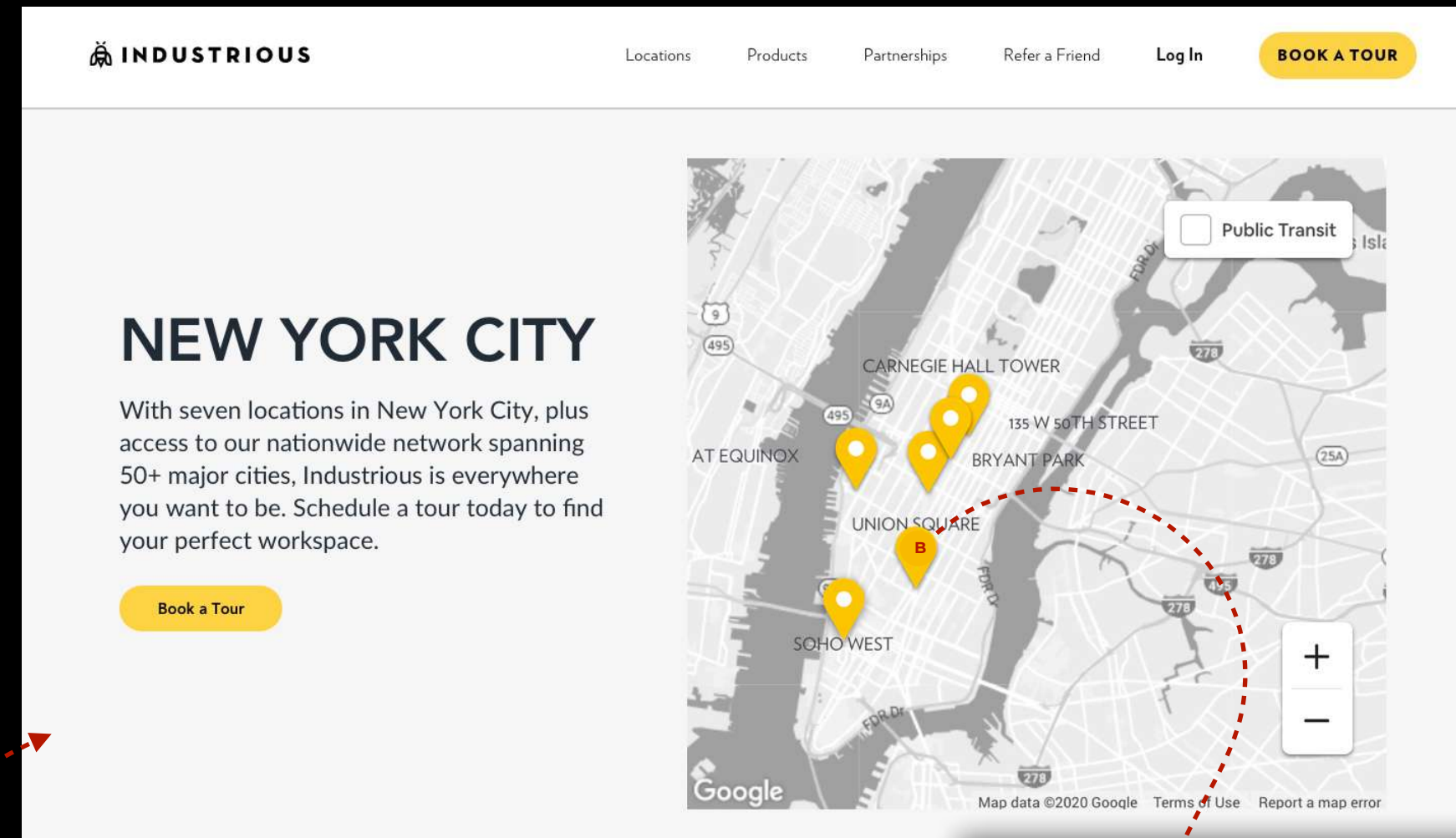
\* This homepage re-design is based from my ideal flow from the research in Part 1



# Map Experience

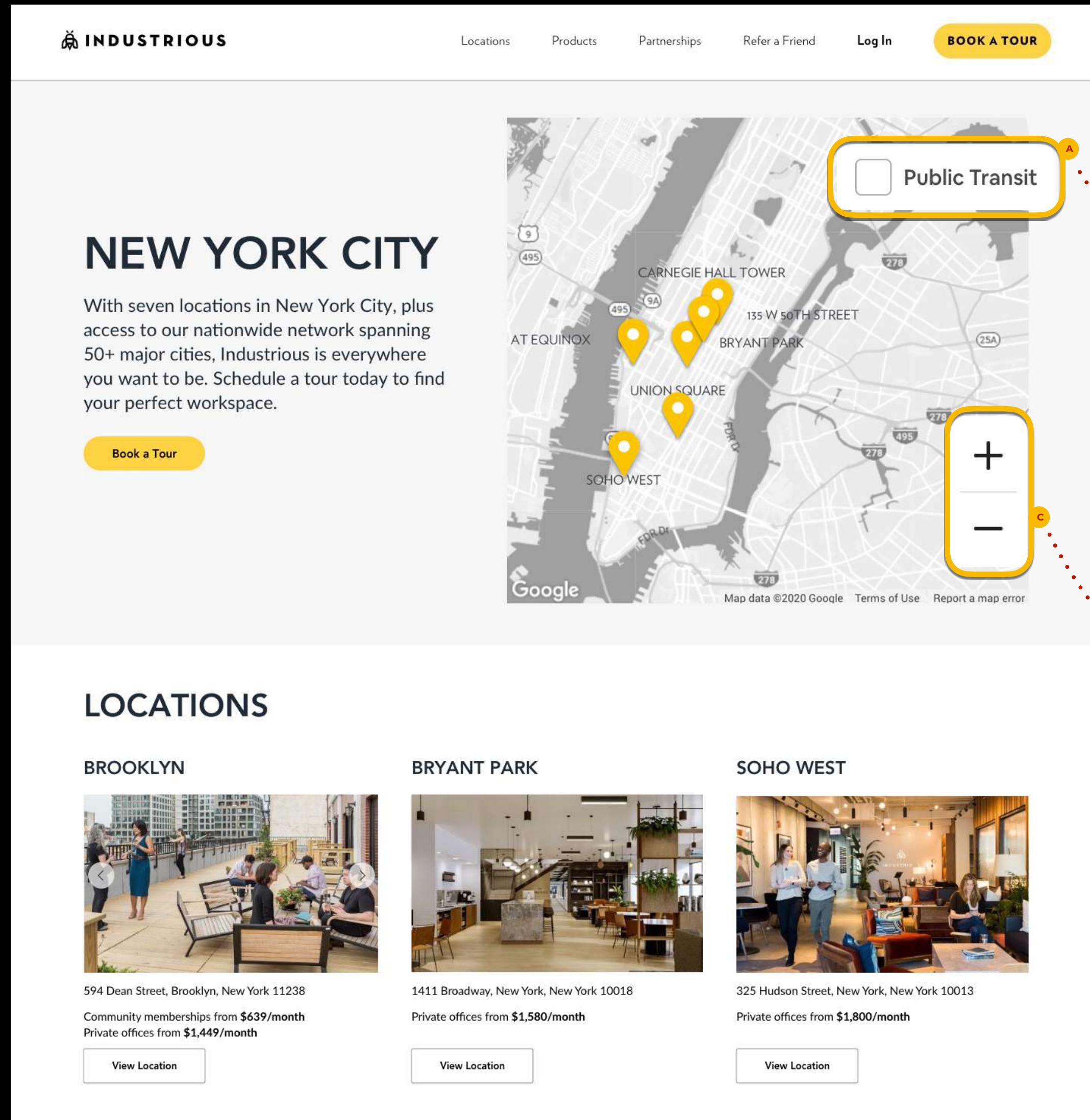


A - Hero image with CTA goes directly to the locations page

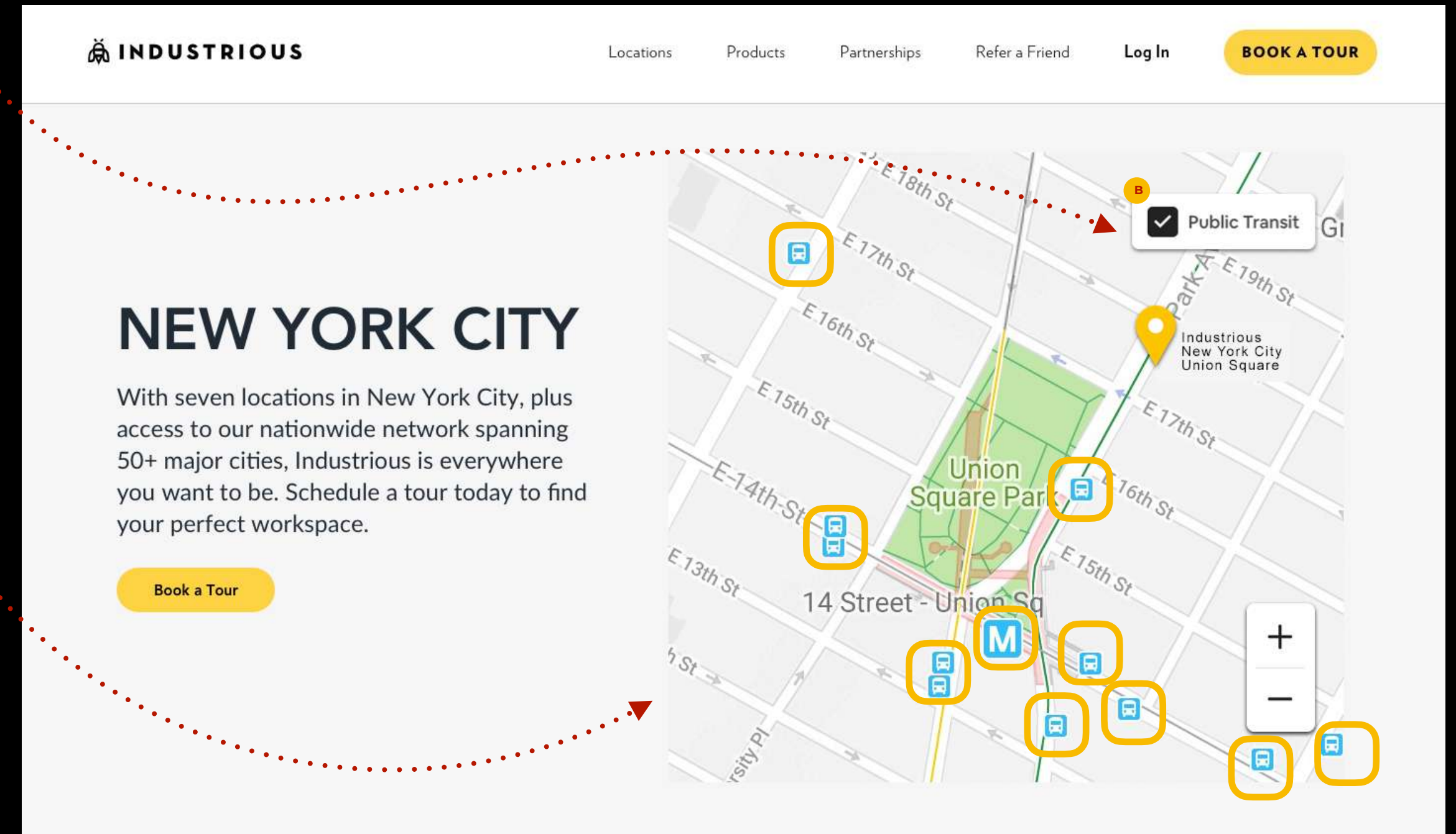


B - When user hovers the pin the location will pop-up and its clickable to the location's page

# Map Experience



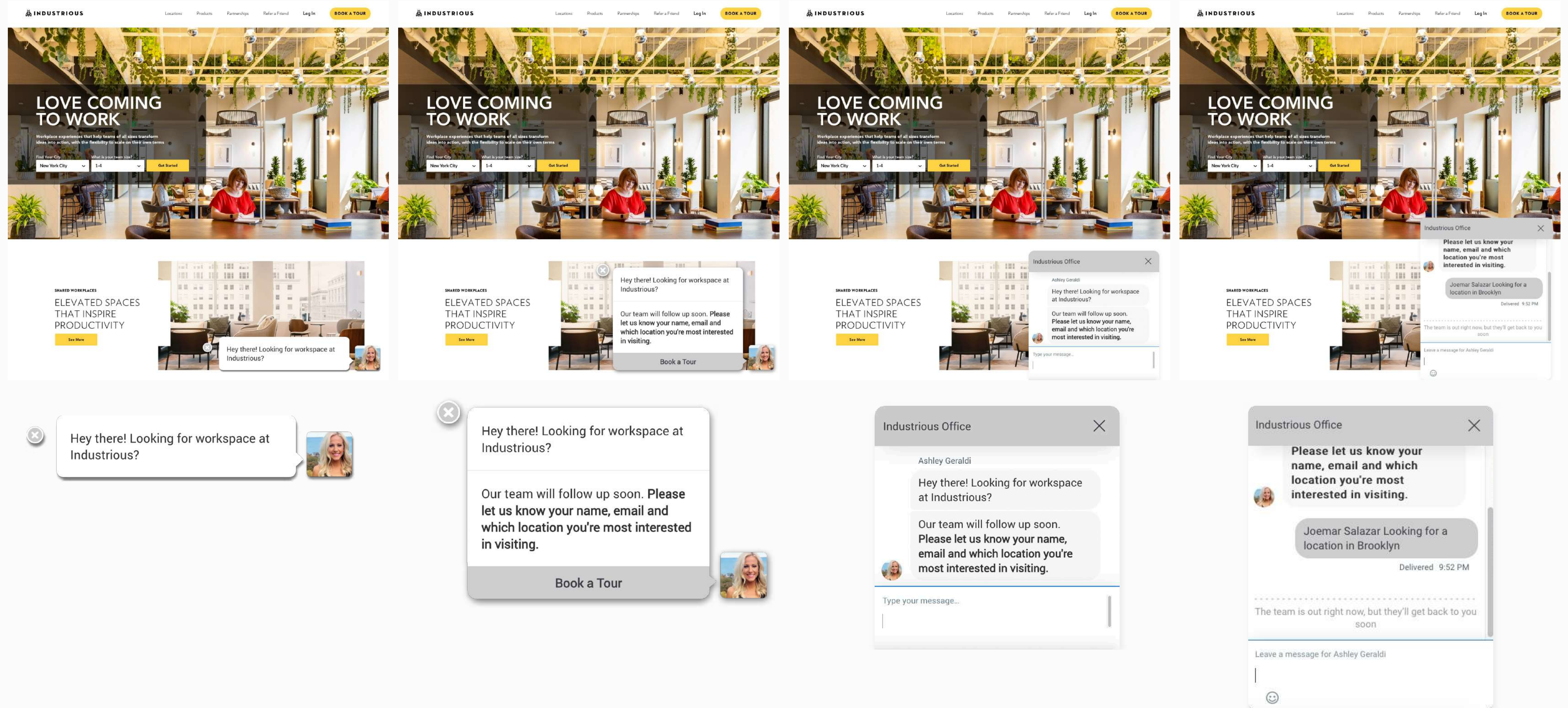
A - Public transit button to show nearest stations and bus stops



B - When public transit is on, the icons of the stations and bus tops appears

C - When its zoomed, it will show a closer look at how many blocks away from the stations and bus stops

# Book a tour



Added a chatbot for customer service and getting leads while team is out.

# Book a tour

**INDUSTRIOUS** Locations Products Partnerships Refer a Friend Log In **BOOK A TOUR**

## NEW YORK CITY

With seven locations in New York City, plus access to our nationwide network spanning 50+ major cities, Industrious is everywhere you want to be. Schedule a tour today to find your perfect workspace.

**Book a Tour**

### LOCATIONS

BROOKLYN	BRYANT PARK	SOHO WEST
<p>594 Dean Street, Brooklyn, New York 11238 Community memberships from <b>\$639/month</b> Private offices from <b>\$1,449/month</b></p> <p><b>View Location</b></p>	<p>1411 Broadway, New York, New York 10018 Private offices from <b>\$1,580/month</b></p> <p><b>View Location</b></p>	<p>325 Hudson Street, New York, New York 10013 Private offices from <b>\$1,800/month</b></p> <p><b>View Location</b></p>
UNION SQUARE	INDUSTRIOUS AT EQUINOX	135 W 50TH STREET
<p>215 Park Avenue S, New York, New York 10003 Private offices from <b>\$2,021/month</b></p> <p><b>View Location</b></p>	<p>31 Hudson Yards, New York, New York 10001 Community memberships from <b>\$918/month</b> Private offices from <b>\$2,768/month</b></p> <p><b>View Location</b></p>	<p>135 W 50th Street, New York, New York 10020 Opening Fall 2020</p> <p><b>View Location</b></p>

**INDUSTRIOUS** Locations Products Partnerships Refer a Friend Log In **BOOK A TOUR**

## WORK IN BUSTLING UNION SQUARE

**4.9 STAR REVIEWS**

**Industrious Union Square**  
215 Park Avenue S  
New York, NY 10003

**BOOK A TOUR** **VIEW MAP**

Located on iconic Park Avenue — just steps from central Union Square Park — our premium workspace was created with your productivity in mind. Our thoughtfully-designed space features elegant interiors and best-in-class amenities, all against the backdrop of panoramic views of New York City.

**SUITES | OFFICES | SEE DETAILS**

### ALL-INCLUSIVE PREMIUM AMENITIES

WORKPLACE AMENITIES	BUILDING AMENITIES
<ul style="list-style-type: none"><li>Craft Coffee and Beverages</li><li>On-Site Staff</li><li>Conference Rooms</li><li>Mail and Packaging</li><li>Networking Events</li><li>Phone Booths</li></ul> <p><b>VIEW MORE</b> ▾</p>	<ul style="list-style-type: none"><li>Renovated Lobby</li><li>Retail</li></ul>

### BOOK A TOUR

Full name*	Email*
Company*	Country: US Telephone
New York City - Carnegie Hall Tower	Team Size*
Please include any questions here.	
<b>Submit</b>	

Simple steps from locate a workplace location to book a tour

THANK YOU

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