

Flexi Seat

Case Study



Problem Statement

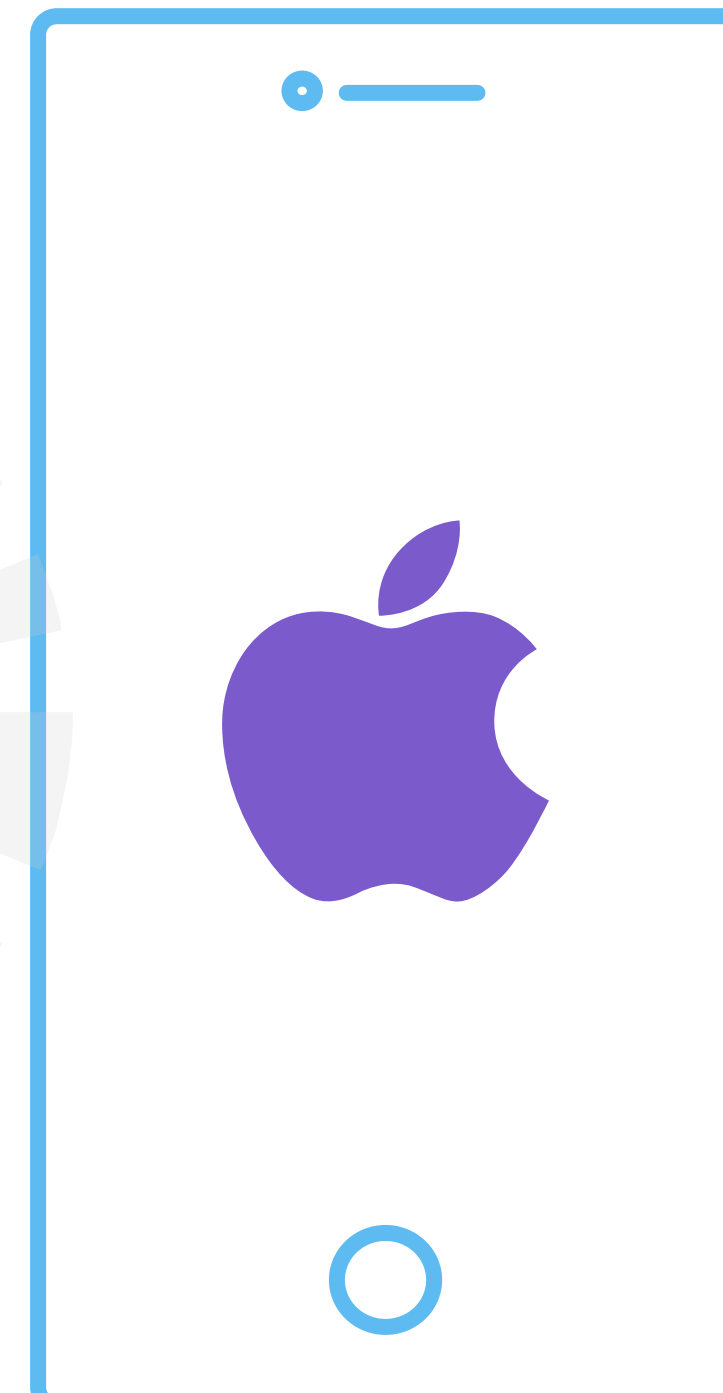
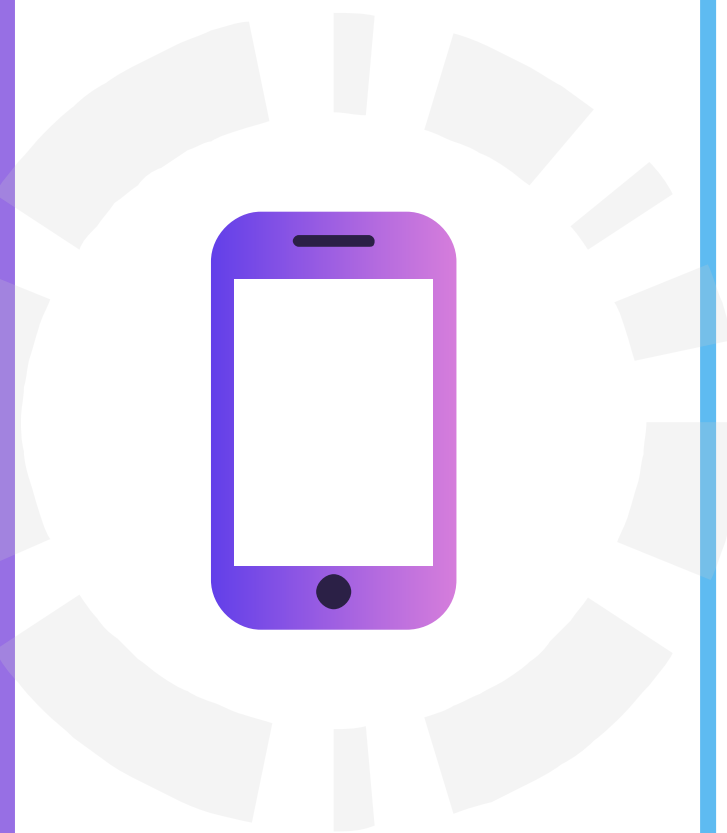
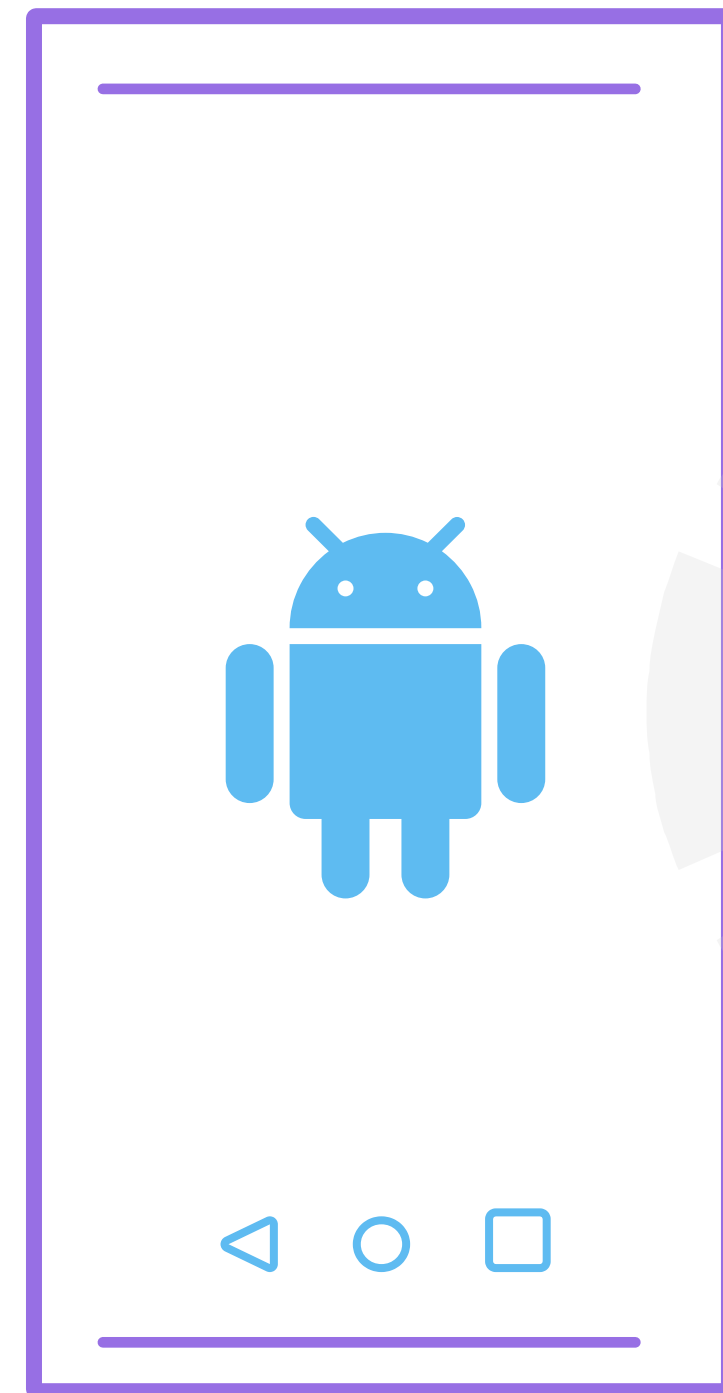
- 1 Companies typically overspend on their real estate.
- 2 The typical office utilization rate is just 45%. But Companies usually end up renting more real estate than required.
- 3 Some offices have too much space.



- 4 Some have too little.
- 5 Gaining an accurate insight is very important on how your space is being used.
- 6 This lets a company manage their real estate efficiently and also optimize real and energy cost.

Platform

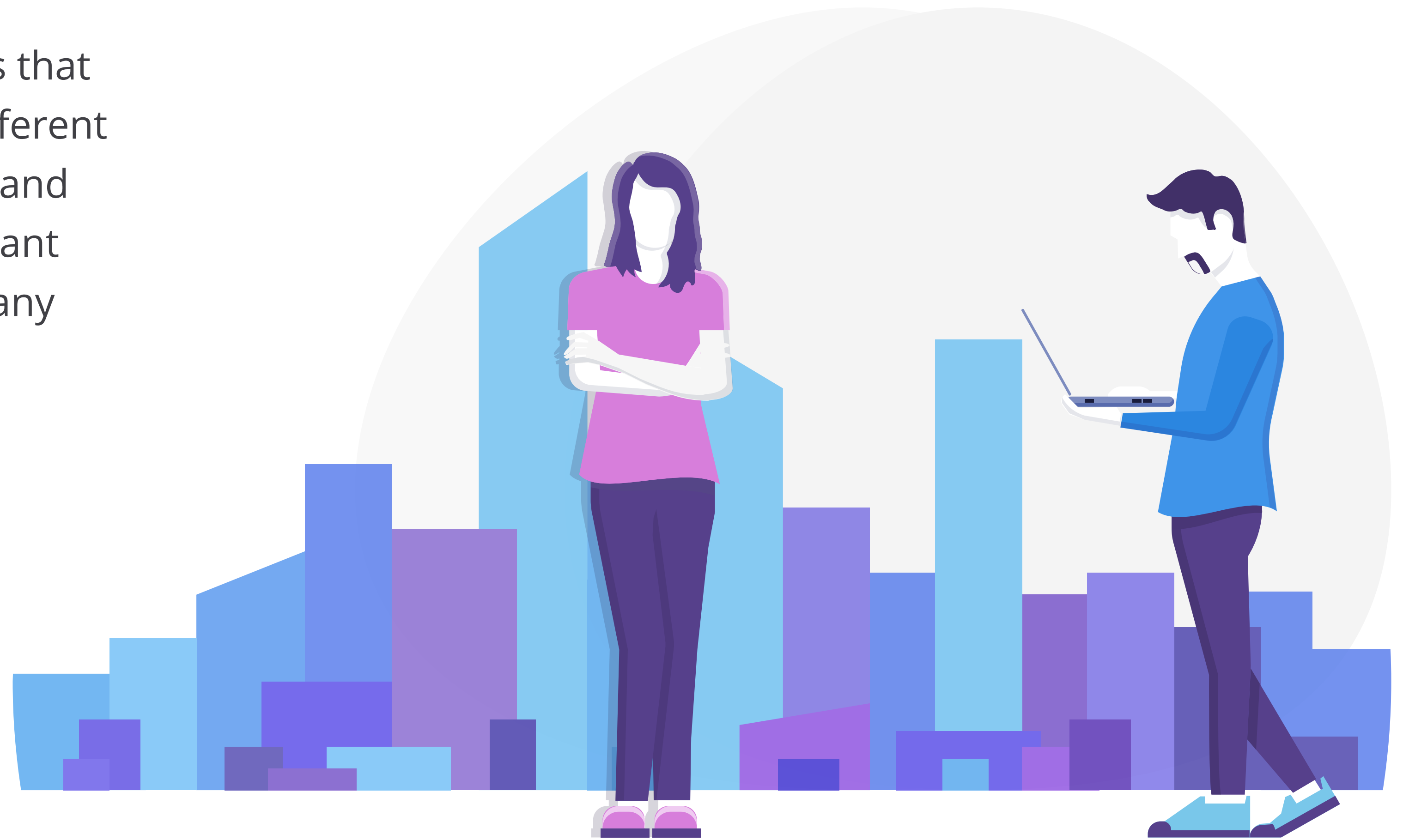
Android



iOS

Challenge

To understand various business cases that are involved around companies of different sizes, employees with different roles and nature of their job that involves constant travel, issues related to cost to company while renting real estate.



What We Did

- Identity Design
- Setting goals and objectives
- Stakeholder interviews
- Establishing key audiences
- Building persona's
- Creating scenarios
- Creating site maps
- Conducting competitive research
- Low- fidelity prototypes
- Creating wireframes
- High- fidelity design & guidelines
- Usability testing



What is the Application all about

Work patterns are changing. Companies are offering more flexibility to their workforce.

Workers now spend less time at their desks and more time moving between meetings, collaborative breakout spaces and video conferencing suites.

Occupancy sensing helps you understand your workers varying work patterns, respond quickly to their changing needs and adjust your strategy to reduce real estate costs.

Flexi Seat

- Measure your real estate
- Intelligent data analysis
- Helps you optimize real estate and cost



Research & Analysis

After asking the first set of open-ended questions to our users, we switched to a more structured, organized and planned research to bring more clarity to the product and process. We focused not only on the need/goals of users but also created empathy maps and emotional requirements of users.

Interviews, forms/surveys, one-to-one interaction with users and domain experts were our main source of gathering information about our users. Once we had that, we also focused on industry trends, our competitors (both globally and locally), business dynamics etc.



Business Goal, Design Goal & User Goal

Design Goal

To ensure any user can quickly book a seat at a location, day and time of his / her preference and keep the ui simple enough for the user which doesnt require any training, ensuring the design is sefl explanatory.



Business Goal

To reduce cost on real estate.



User Goal

Quickly book a seat and manage the booking without having to spend a lot of time on the same. with constant change in schedules, user should be able to manage the booking efficiently.



Brand Attributes

It was very important to understand the brand attributes portray a company's brand characteristics. They signify the basic nature of brand. Brand attributes are a bundle of features that highlight the physical and personality aspects of the brand. Attributes are developed through images, actions, or presumptions. Brand attributes help in creating brand identity.



Who are the users

The end users could be

- Visitors
- Employees who are constantly on the move
- Contractors
- Consultants
- Employees from different geo visiting
- a member from the investment firm



User Interviews / Profiling

Interviews provide me with a qualitative method of gathering evidence, data and information about the project that I'm working on. At the heart of the qualitative research is the desire to expose the human part of a story.

Interviewing the stakeholders has helped me identify the right audience for the product and characteristics of study participants. As with every product or service, the best offering comes from carefully identifying the target audience, their needs and their wants. I synthesized my personas from observations, research and stakeholder interviews.

To create a thorough user profile (persona) I normally include social and demographic characteristics, needs, desires, goals, habits, expertise, cultural background and motivations.



User Stories

I use scenarios to describe the stories and context behind why a specific user or user group comes to the site. They note the goals and questions to be achieved and sometimes define the possibilities of how the user(s) can achieve them on the site.

There are **5** key areas of focus:

- 1** Awareness
- 2** Engagement
- 3** Retention
- 4** Referral
- 5** Revenue



Prioritize Goals

Prioritising goals allows me to focus on the most important aspects of the business initially and create a strategic plan going forward.

This is great for key stakeholders to see as it allows them to create a strategic plan of action across key areas such as;

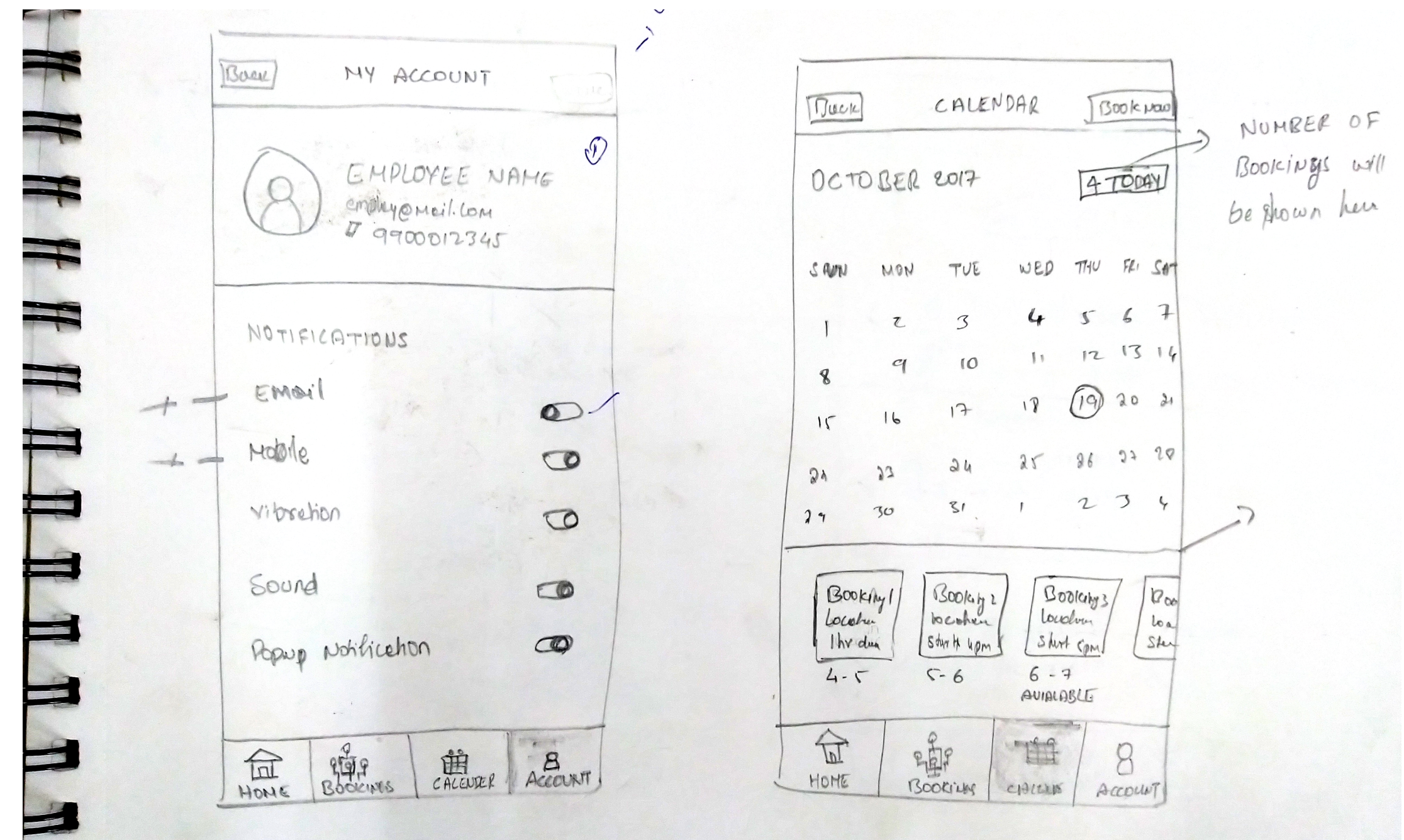
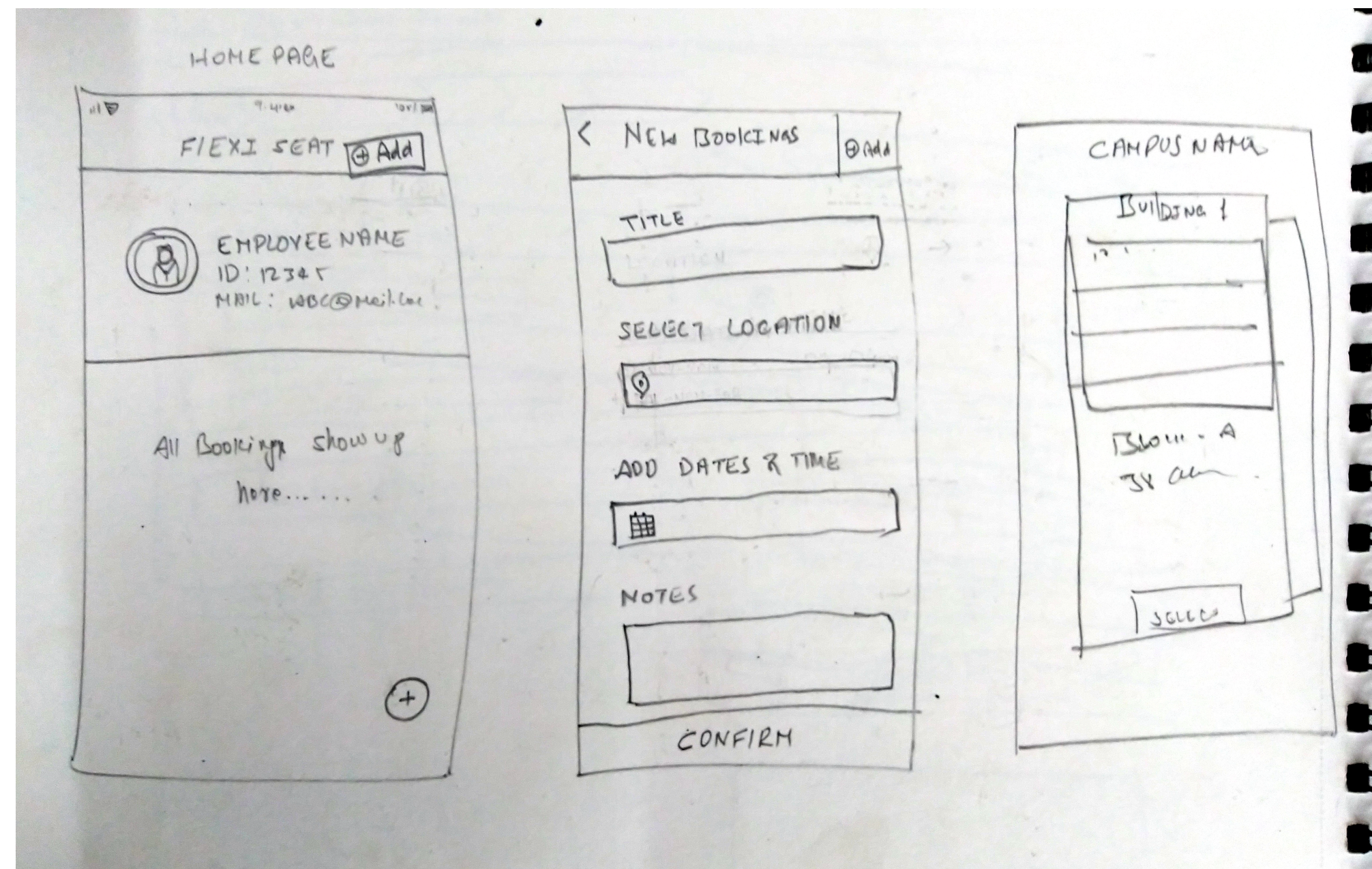


White Board Sessions

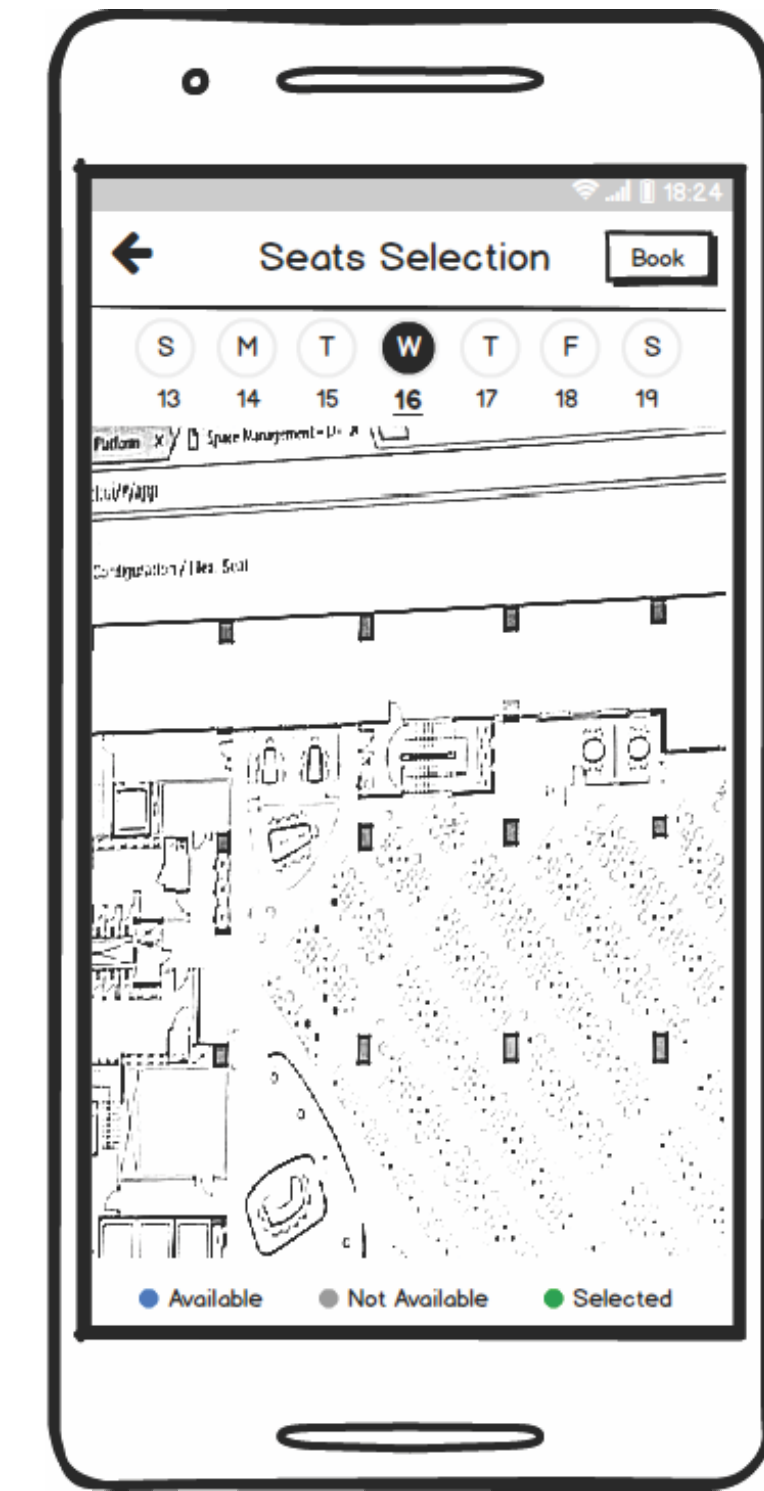
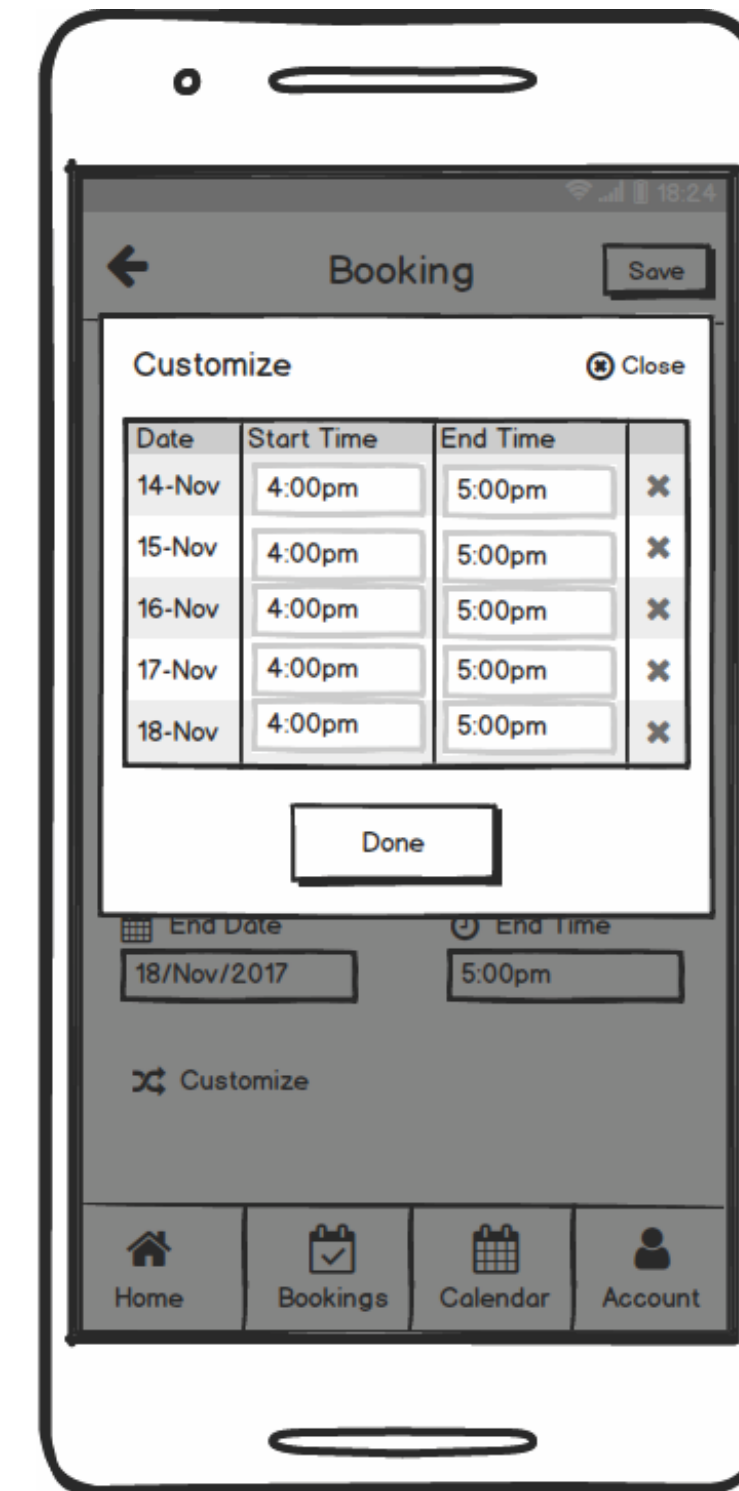
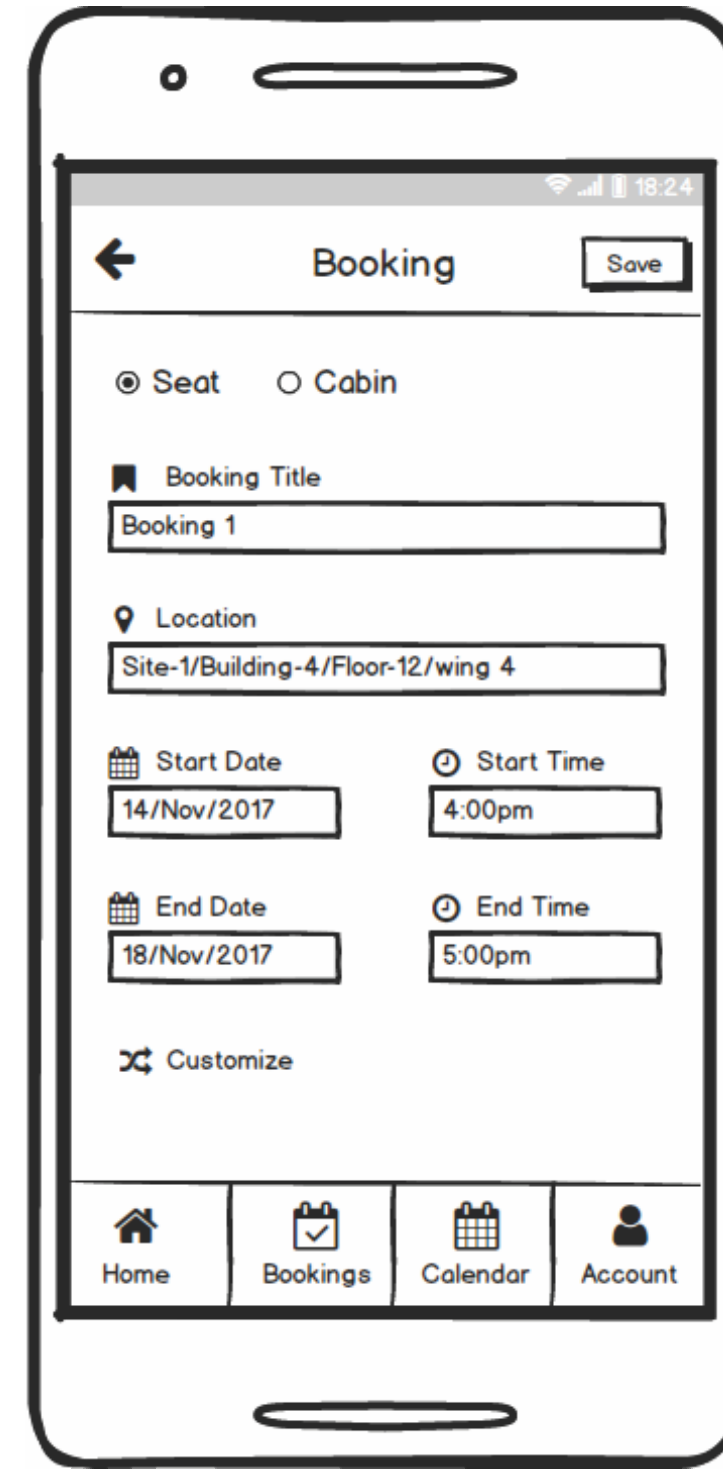
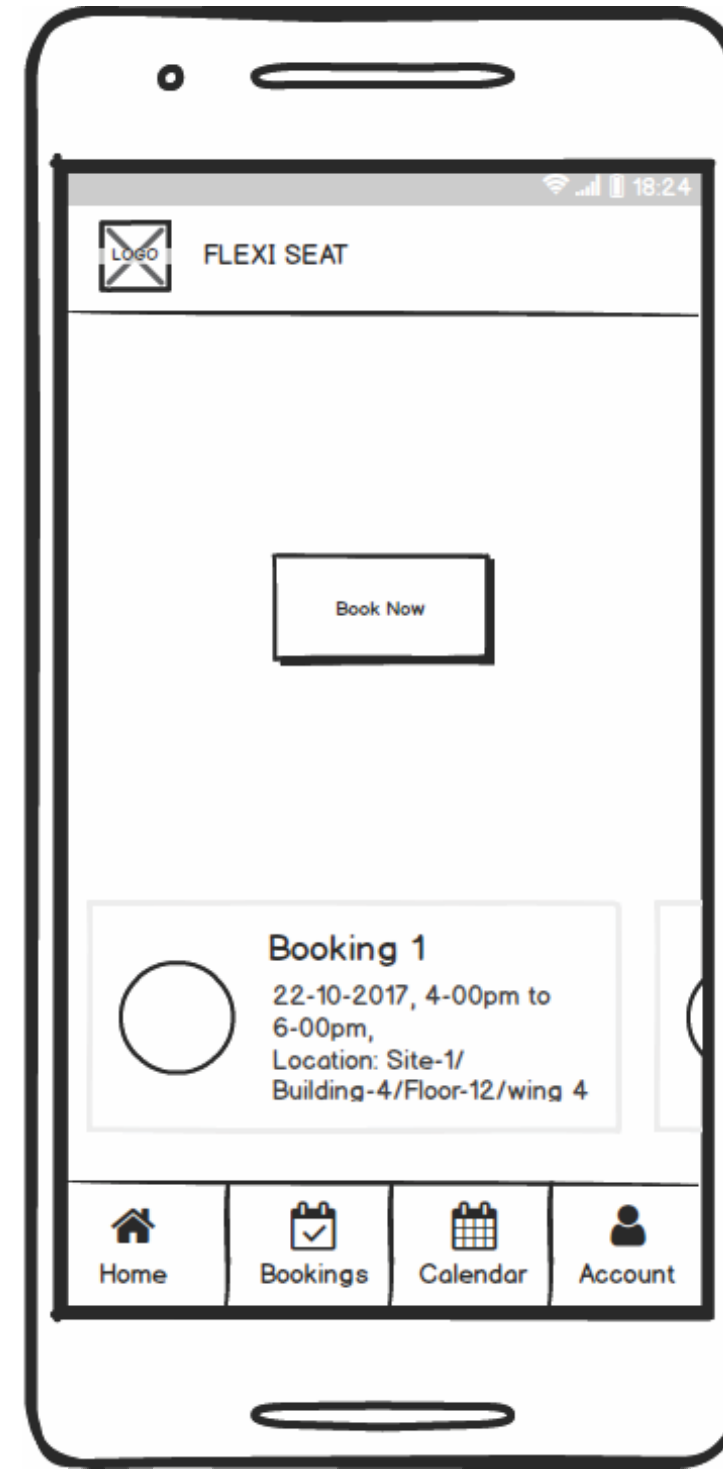
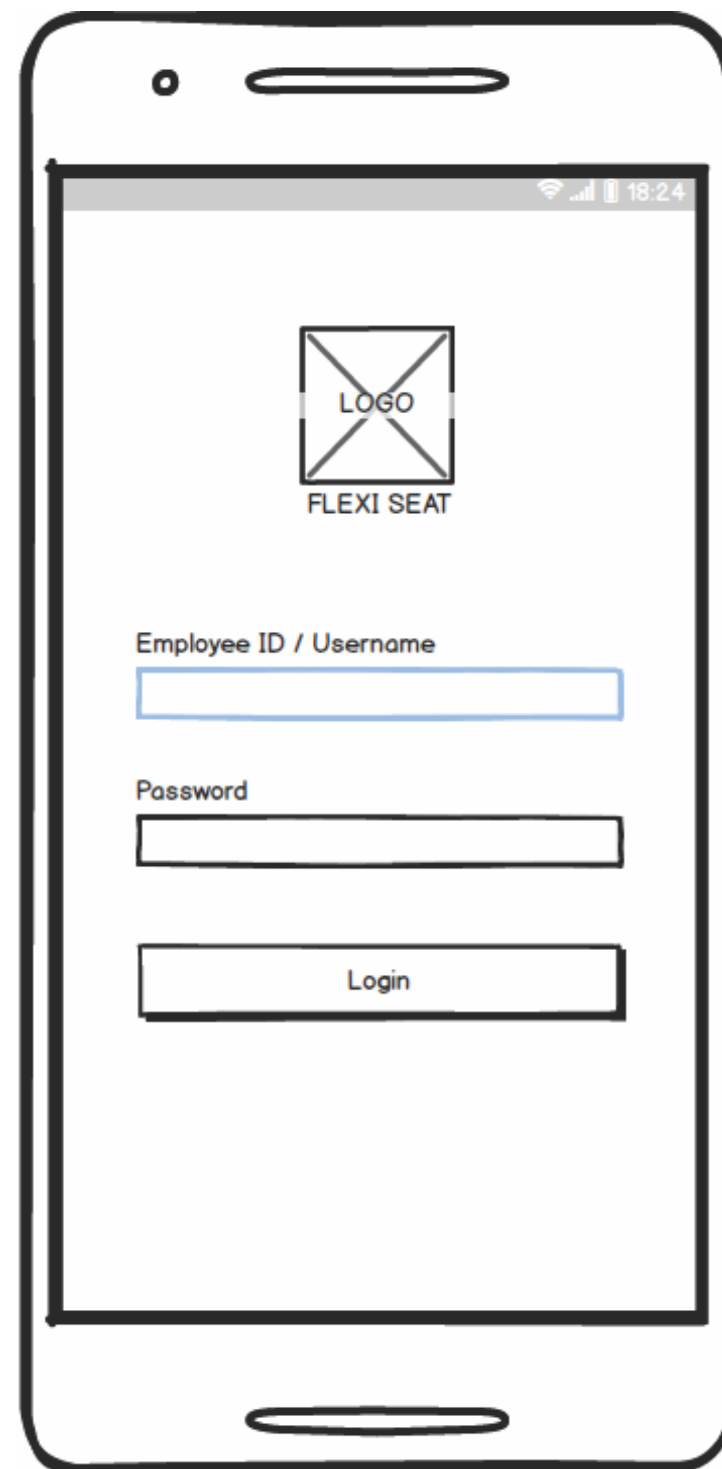


Paper Sketches

I use low-fidelity prototypes in order to have an early validation of the product saving time and making sure I'm not producing wasteful design work. I can easily and efficiently make changes while including users feedback based on their reactions.



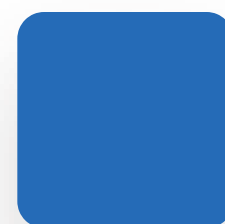
Wireframes + Clickable Prototypes



Style Scape

The beauty of using the stylescape allows me to translate the brand attributes into a visual language going forward. I bring the client into this stage of the design process and agree of a visual direction going forward. This allows me to reduce the time exploring designs and cut down client revisions.

Color Palette & Typography



256bb7
R 37 G 107 B 183



0b306b
R 11 G 48 B 107



36cad7
R 54 G 202 B 215

Aa

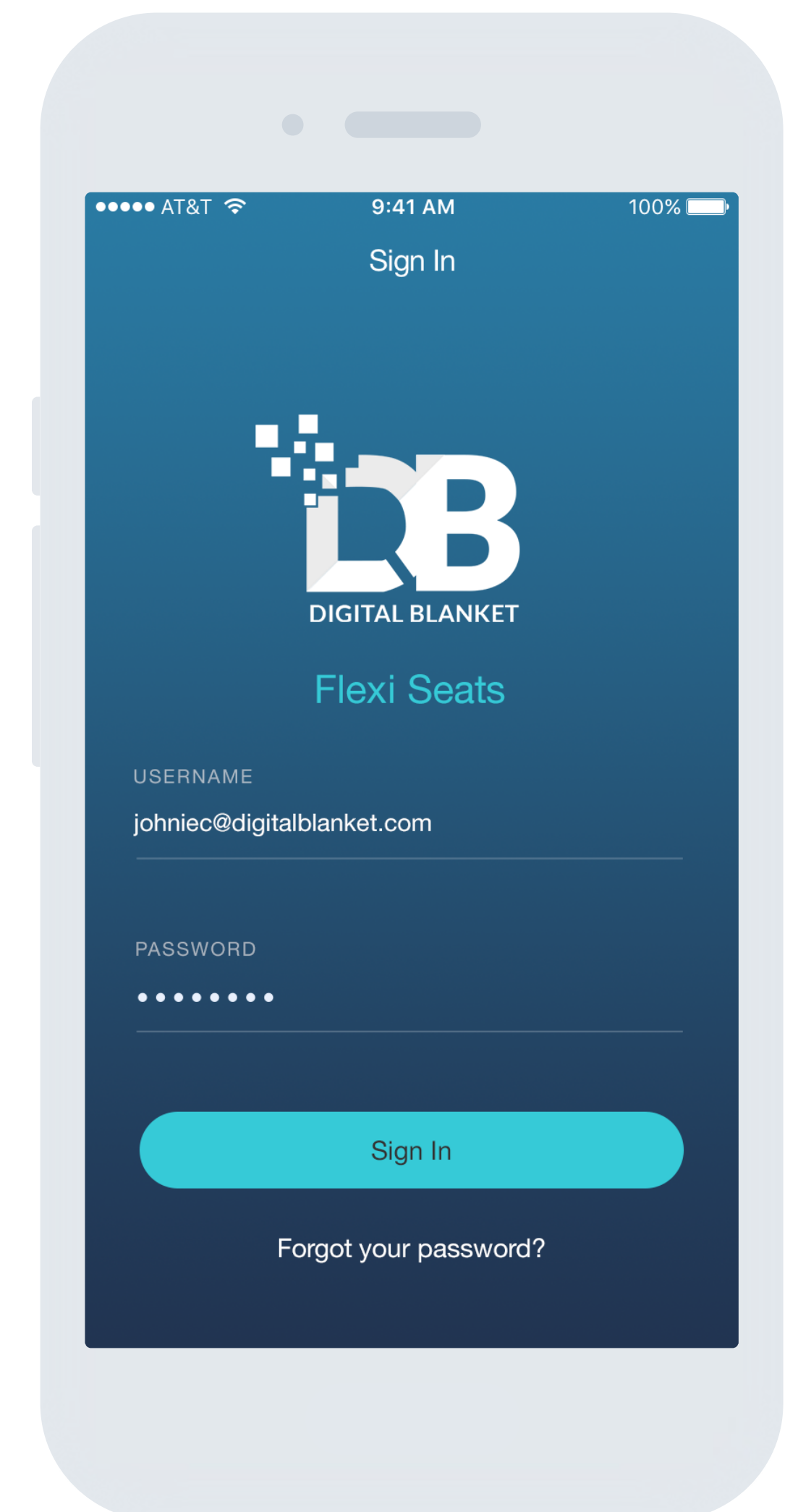
Roboto Regular

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy

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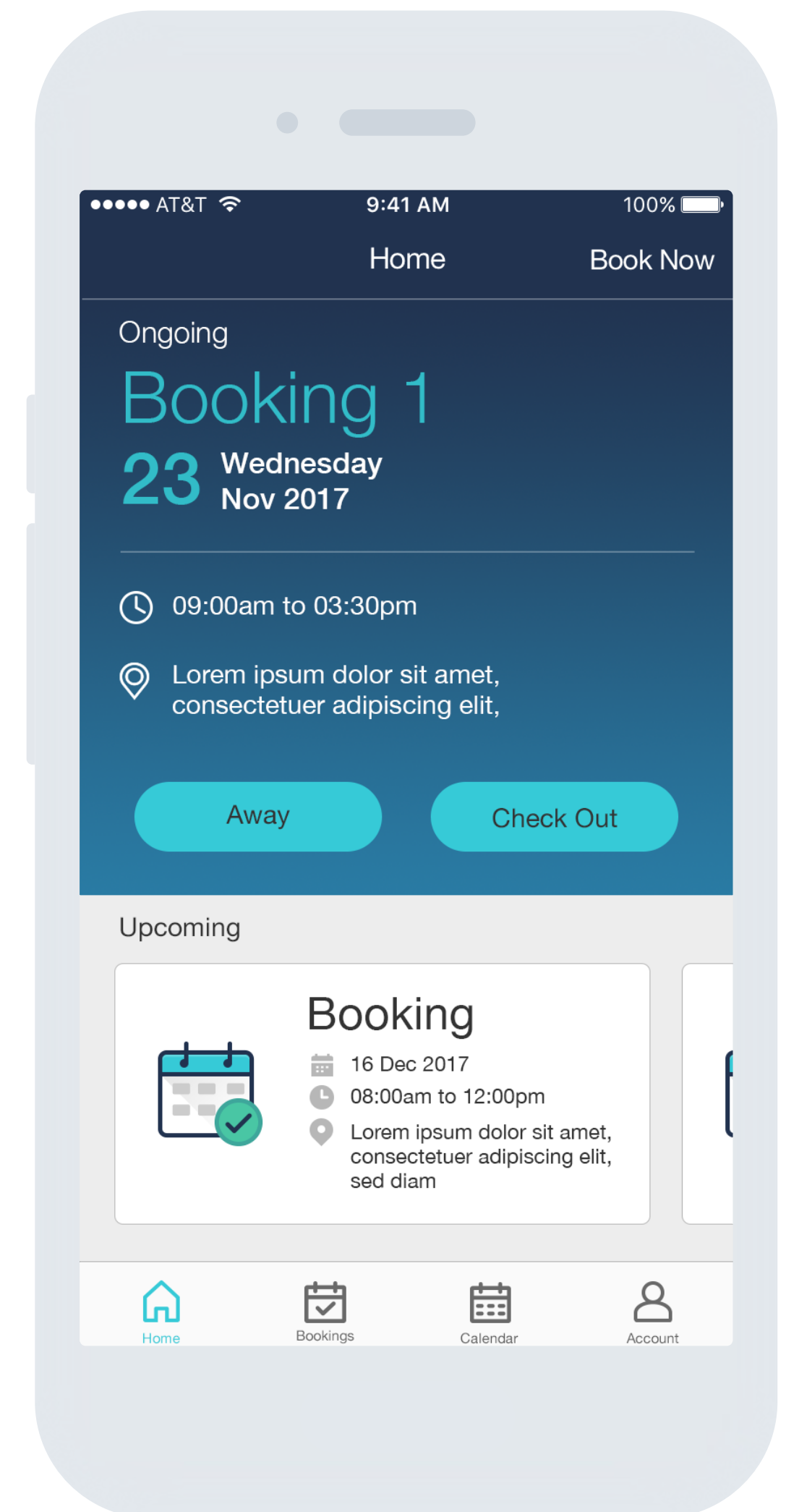
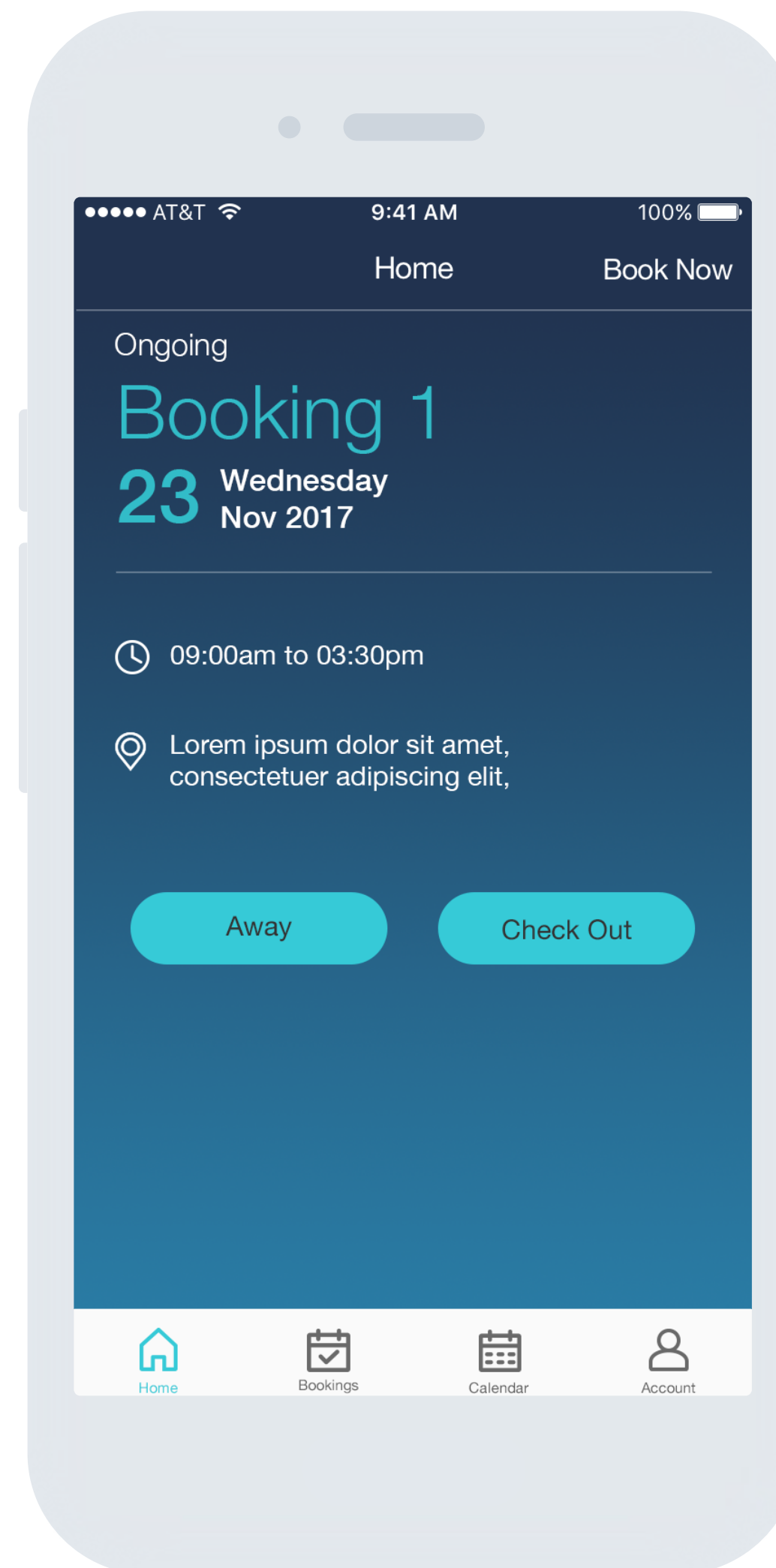
Roboto Light

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Hi-Fi Prototypes

I build high fidelity wireframes and fully annotated diagrams, having a basis to begin creating screens; I also use them for user testing and as a reference point for functional specifications and communicating the functionality I am going to build with stakeholders.



Project Outcome

