

## POSTUP

The world is your office.

### TEAM

Solo

### ROLE

Lead UX Designer

### DURATION

1 Week

### Project Brief

PostUp is an existing startup where freelancers and remote workers share tips and advice.

### THE PROBLEM

PostUp has an active community of users and recently they have seen a lot of discussions around people having a hard time finding good public places to work from.

### THE GOAL

PostUp wants to design a mobile app that will make finding a good pre-existing public workplace easier for remote workers. The goal is to make the process of finding the workplace simple, easy, and fast, so people can save time on searching and spend more time getting their work done.

### DAY 1: UNDERSTANDING AND MAPPING

The design sprint kicked off by reviewing available research data including user interview highlights, multiple personas, and a video clip of a user interview regarding the current state of PostUp and the userbase's challenges when finding public places to work remotely. This helped me gain an understanding about the users needs.

"Wi-Fi is definitely the most important thing for me... if I don't have to buy something to get a password, that's even better."

— Maria

"I usually look at pictures of the place before I go, just to make sure there's enough room for me and my coworker to take a table without feeling guilty."

— Adam

"I definitely look for places that aren't too crowded, especially if I'm trying to get a lot of work done in a short amount of time"

— Steven

### PAIN POINTS

Photos are helpful but are mostly of items the venue offers. Hard to get a good idea of space

Very time consuming to delve through information already available.

Other amenity info not readily available i.e outlets, bathrooms, etc.

Operation times, busy times listed solely on people using table space

Photos to get a good idea of the space

All reviews are geared towards finding restaurant or bar, not for remote working.

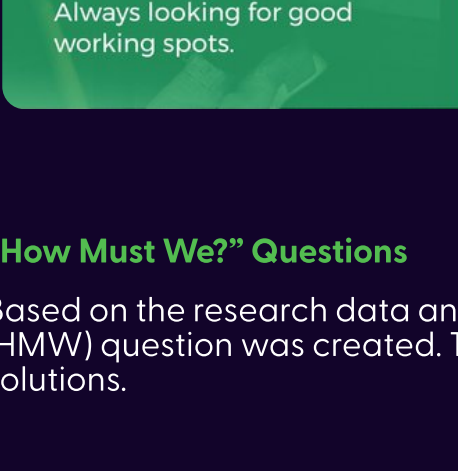
Hard to tell how many seats are open for when you would arrive.

Amenities including wifi, outlets, bathrooms, etc.c

Map to visualize where things are in relation to location (distance is important)

### Personas

Based on the insights from the interviews and the multiple personas provided, a consolidated persona was developed:



**Matt**  
29, Freelance iOS Developer.  
San Francisco, CA  
Always looking for good working spots.

### Work spot essentials

- **Amenities:** Good wifi, Outlets, Bathroom, Good Coffee & Food (not as essential but is a bonus)
- **Work-friendly place:** No need to worry about getting kicked out.
- **Not too crowded:** Good for in-person / video / phone meetings.

### Goals

- Wants to be able to find a quick working spot for him as quickly as possible
- Wants to get work-related information about the potential workplace as much as possible.

### Scenario

Matt is a freelance iOS developer in the Bay area. He works with a lot of clients and with different teams. He has his "work station" at home but sometimes he has multiple in person meetings, and he always looks for a coffeshop to work during the time in between his meetings. The problem is that finding the right spot is such a struggle. He uses Google maps AND Yelp to try to dig through all the reviews to make sure the coffeshop has good wifi, restroom, outlet...etc. because they don't list them out clearly on PostUp. He finds this process really time consuming and stressful. He spent 30 minutes trying to find a right spot today only to spend an hour he had between meetings working before he ended up just giving up.

### Frustrations

- Time consuming to find the right information about the potential working spots. No consolidated information, so he has to dig through bunch of different apps.
- Most of the reviews about the place is not relevant to working.
- Not enough information about amenities at the potential working spot.
- Even when a place is found, there are some problems (unstable wifi, no restrooms, no outlets, etc.) that make him not be able to stay there longer than he anticipated.

### "How Must We?" Questions

Based on the research data and the consolidated persona, an overarching "How Must We" (HMW) question was created. Then, more specific HMWs were created to scope out specific solutions.

HOW MUST WE: Make searching for a place to work remote easy and fast.

HMW: Help user to get exact info they need

HMW: Help user find a place in an area they're unfamiliar with

HMW: Help users avoid crowded work areas

HMW: Help users find favorite areas to work

HMW: Display info about the workplace in the most concise way

HMW: Bring the community aspect to the product

### Customer Journey

Day 1 of the design sprint finished through the creation of the customer journey. This would be the end-to-end experience of the user.

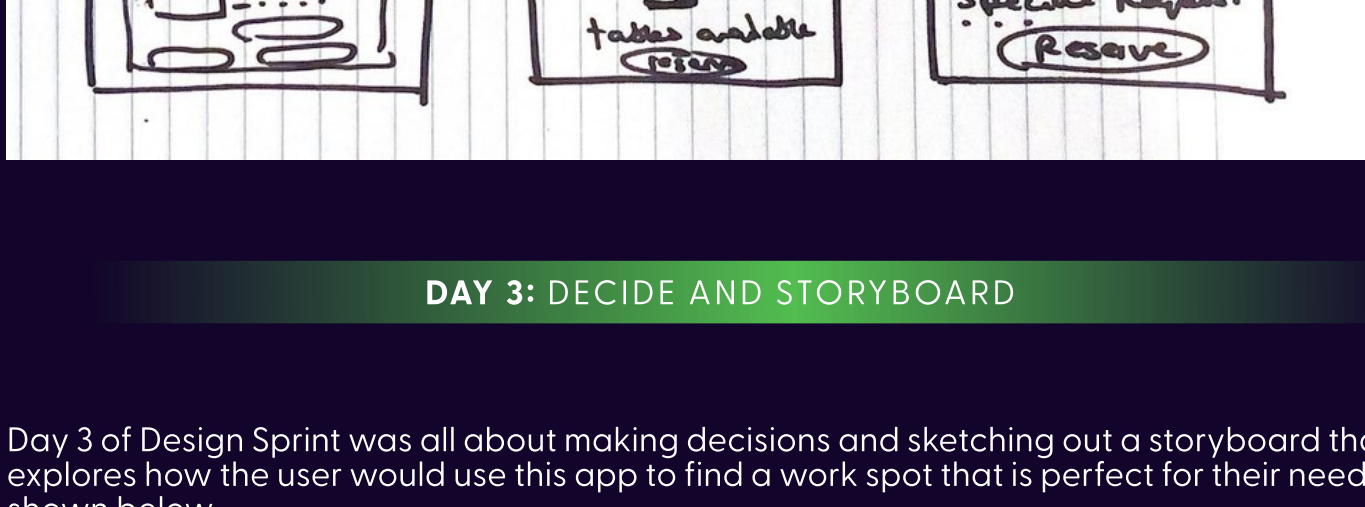


### DAY 2: SKETCHING SOLUTIONS

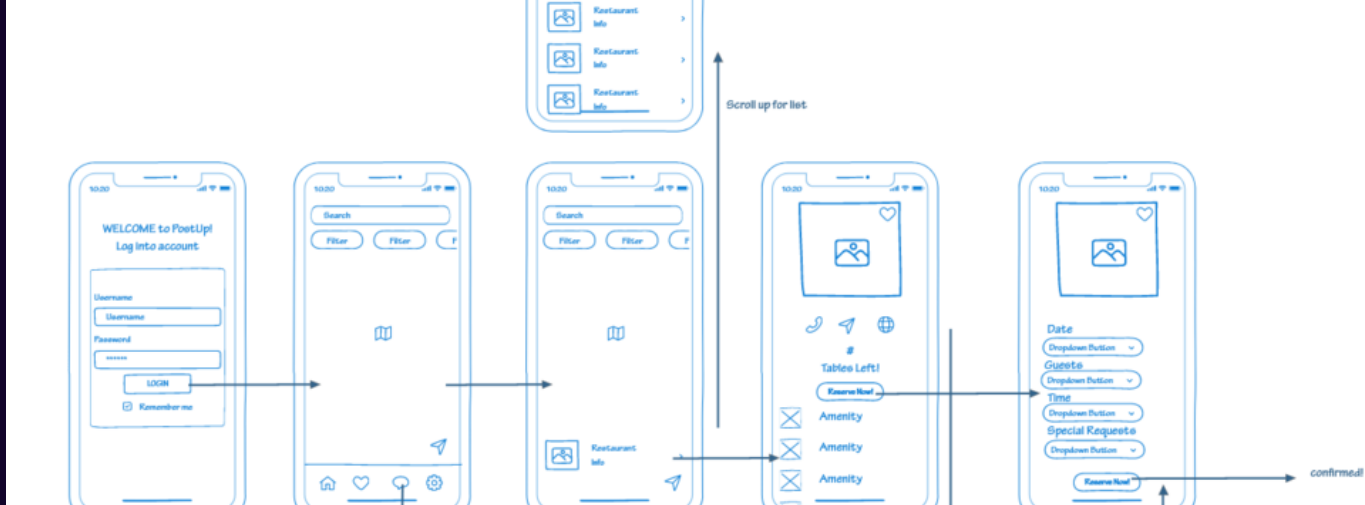
Day 2 started by conducting "Lightning Demos". Inspiration was gained by looking through apps with similar solutions such as Google Maps and Yelp to see how their search and filter functions worked and how we could improve it. This ended up being the foundation for the prototype sketches.

### Crazy 8s Exercise

I chose the main landing page as the most important screen and used the Crazy 8s strategy and quickly sketched out 8 design ideas in 8 minutes.

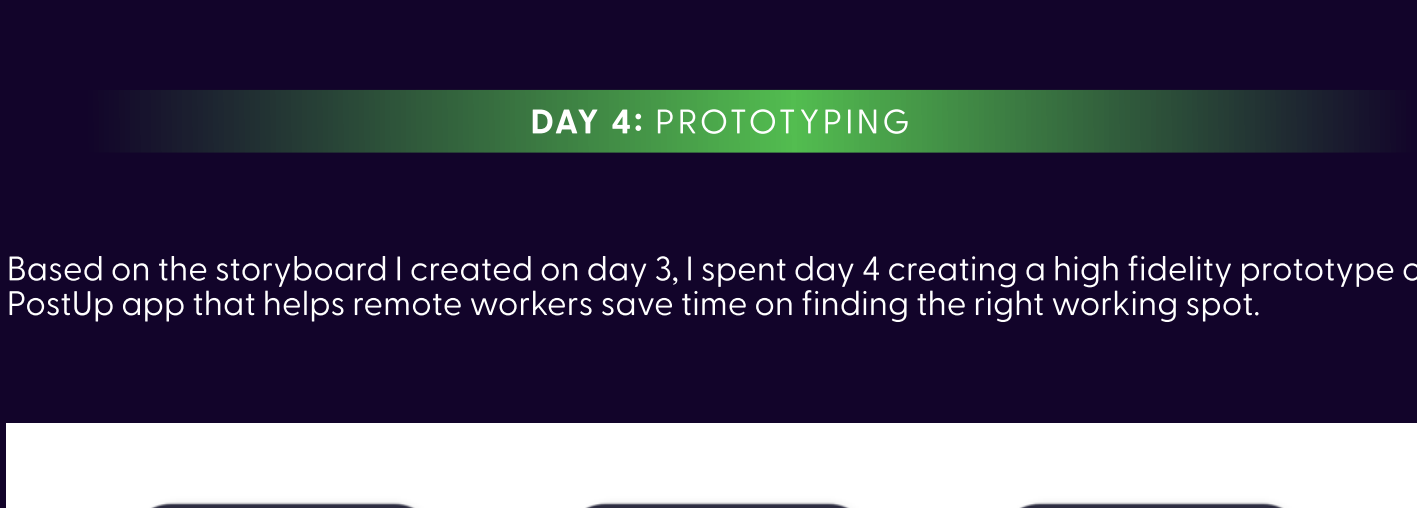


After choosing the solution screen from the Crazy 8s exercise, I sketched out the key screens to prototype as shown below.



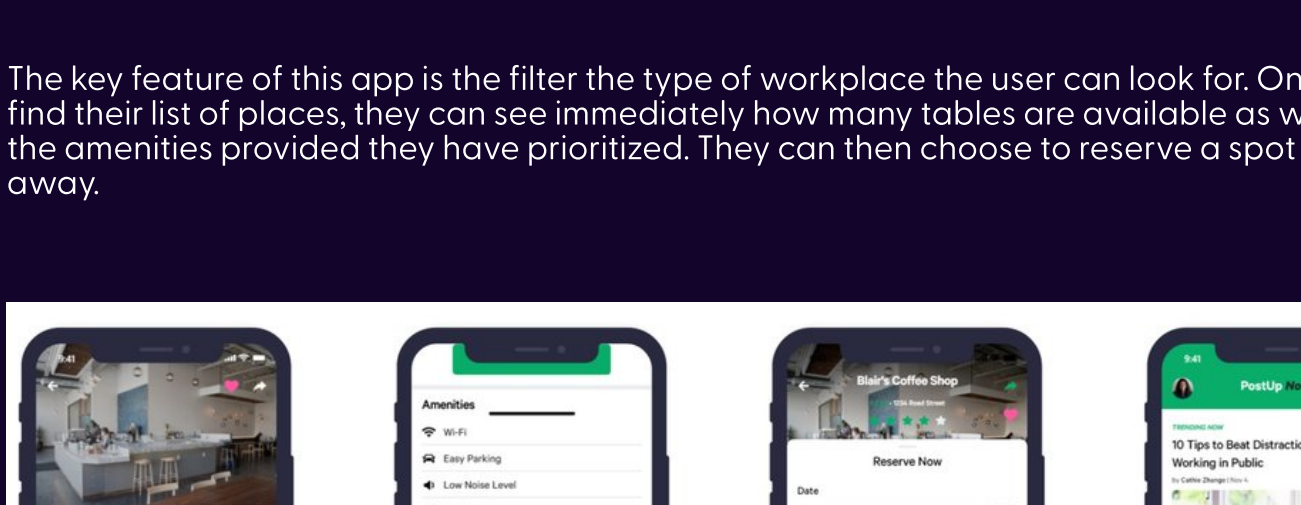
### DAY 3: DECIDE AND STORYBOARD

Day 3 of Design Sprint was all about making decisions and sketching out a storyboard that explores how the user would use this app to find a work spot that is perfect for their needs, as shown below.

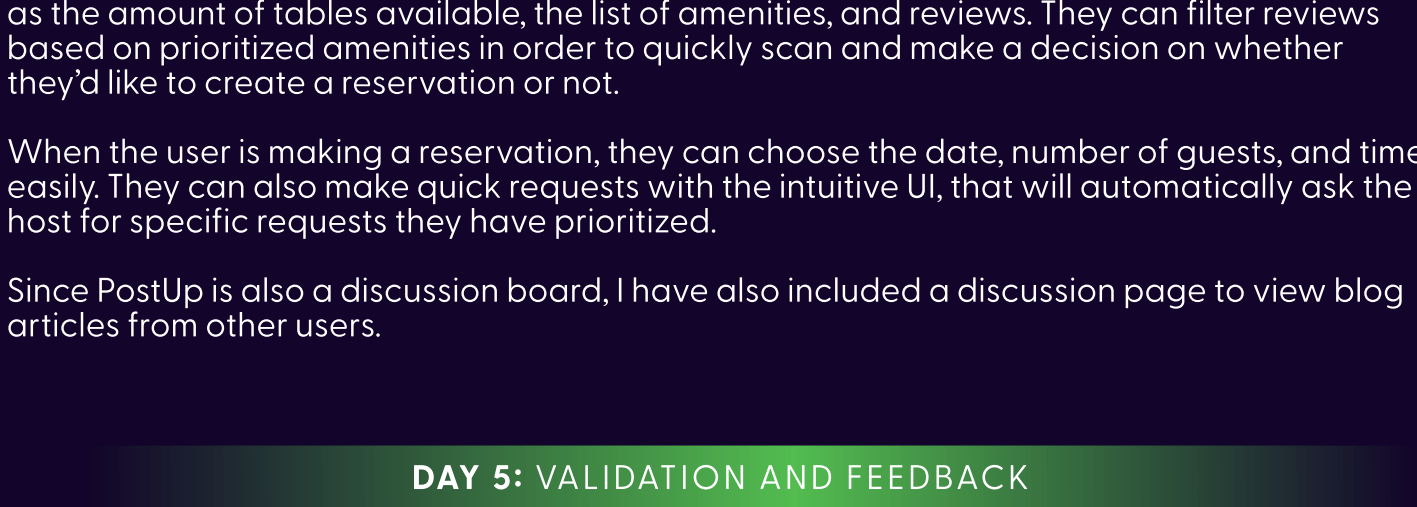


### DAY 4: PROTOTYPING

Based on the storyboard I created on day 3, I spent day 4 creating a high fidelity prototype of PostUp app that helps remote workers save time on finding the right working spot.



The key feature of this app is the filter the type of workplace the user can look for. Once they find their list of places, they can see immediately how many tables are available as well as the amenities provided they have prioritized. They can then choose to reserve a spot right away.



When the user taps on the working spot, it gives communication or commute options as well as the amount of tables available, the list of amenities, and reviews. They can filter reviews based on prioritized amenities in order to quickly scan and make a decision on whether they'd like to create a reservation or not.

When the user is making a reservation, they can choose the date, number of guests, and time easily. They can also make quick requests with the intuitive UI, that will automatically ask the host for specific requests they have prioritized.

Since PostUp is also a discussion board, I have also included a discussion page to view blog articles from other users.

### DAY 5: VALIDATION AND FEEDBACK

For usability testing, I conducted 5 remote moderated tests. The participants were all either remote workers or students.

By watching them using the app, I got the validation that the app solved the main problems it initially set out to solve. All of them thought the overall user experience was very intuitive and clear, and it took them less than 5 minutes to finish the task of finding the new workplace which was a good indicator that the app accomplished its goal.

The users only had minor feedback and suggestions for version 2.0.

"For favorites, it would be cool to make specific lists for myself based on what type of atmosphere I'd like for that specific day."

— TEST USER 1

"I would like to see the full route easily from my location before confirming a reservation."

— TEST USER 2

"I'd like a scoring system based on how closely the location matches my preferences. This would make scanning for optimal places catered to me much easier."

— TEST USER 3

## REFLECTING

Conducting this design sprint was a great experience to test my UX knowledge and create a project in a fast-paced environment with a tight deadline.