wework
Collection of design projects

wework

WeWork is a global company that provides flexible shared workspace solutions for entrepreneurs, freelancers, startups, and established businesses, with the aim of creating a collaborative and innovative environment for its members.

WeWork India is a subsidiary of WeWork that specifically caters to the Indian market. It operates in major cities across the country, providing flexible office spaces and services to a diverse range of businesses.

My role:

I worked as a designer on multiple(high, medium & low level) projects for WeWork India. With that I'm also mentoring junior designer in the same project. As of now I have completed **15+ projects** for B2B, B2C and in-house platforms.

Some of my work is under an NDA and few are already live on website, so please reach out to me personally if you have any questions.

WeWork solutions/products

Private office solutions

- Private office solutions
- Managed Office

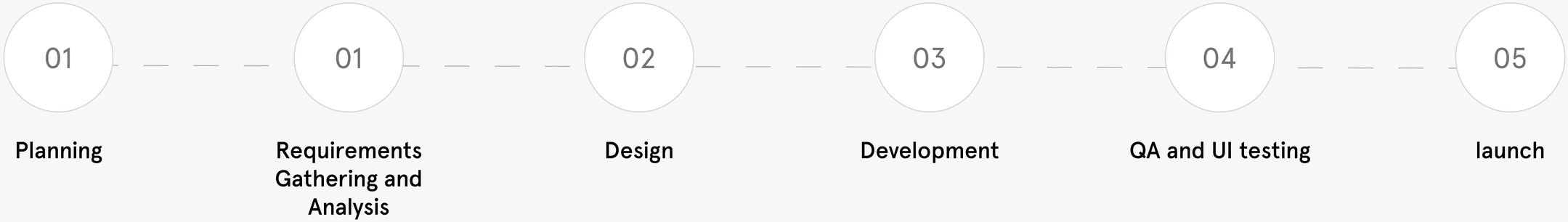
Co working solutions

- On Demand day pass
- On Demand conference rooms
- On Demand for Business
- All Access Plus
- WeWork Labs

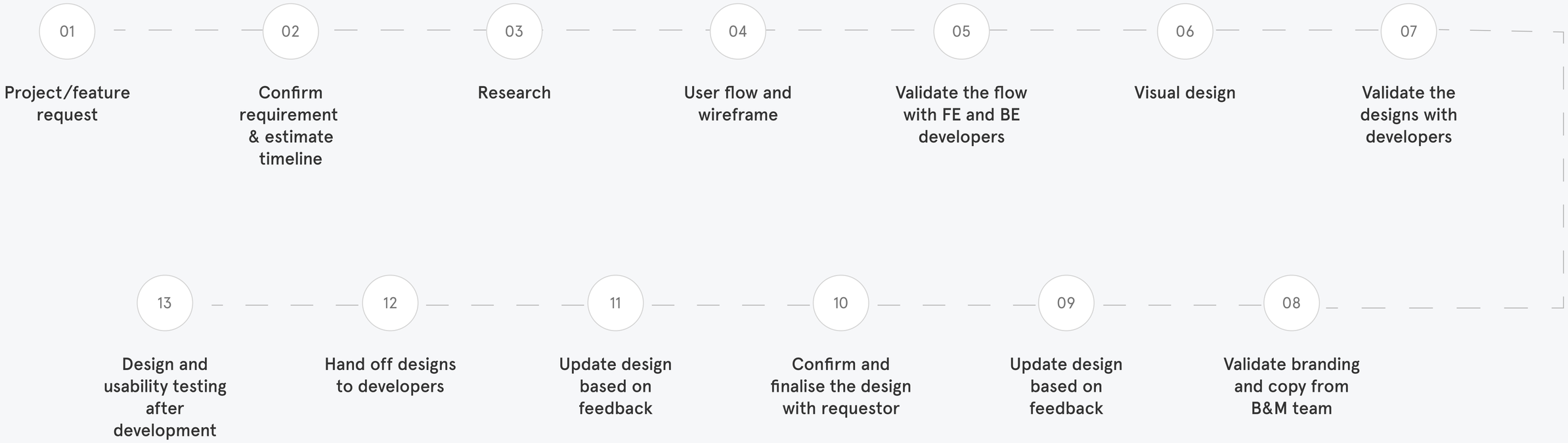
Other solutions

- Virtual Office by WeWork
- Event and shoots
- Advertisement
- Studio
- WeWork Business Solutions

Process


01
Planning
01
Requirements Gathering and Analysis
02
Design
03
Development
04
QA and UI testing
05
launch

Design Process



wework

B2C projects

B2C project

Virtual Office by WeWork

Give your business a premium address, without the overhead cost of a physical space. Choose from our Virtual Office solutions - Business address plan, GST registration plan and Business registration plan. Whether you're looking to establish your business or grow your operations to a new city, our Virtual Office solutions cater to everyone from freelancers, start-ups to large companies.

Virtual office

Best selling product

B2C project

Pain points

- Low conversion rate
- Outdated UI
- Confusing interface
- Integration of new plans in the existing journey

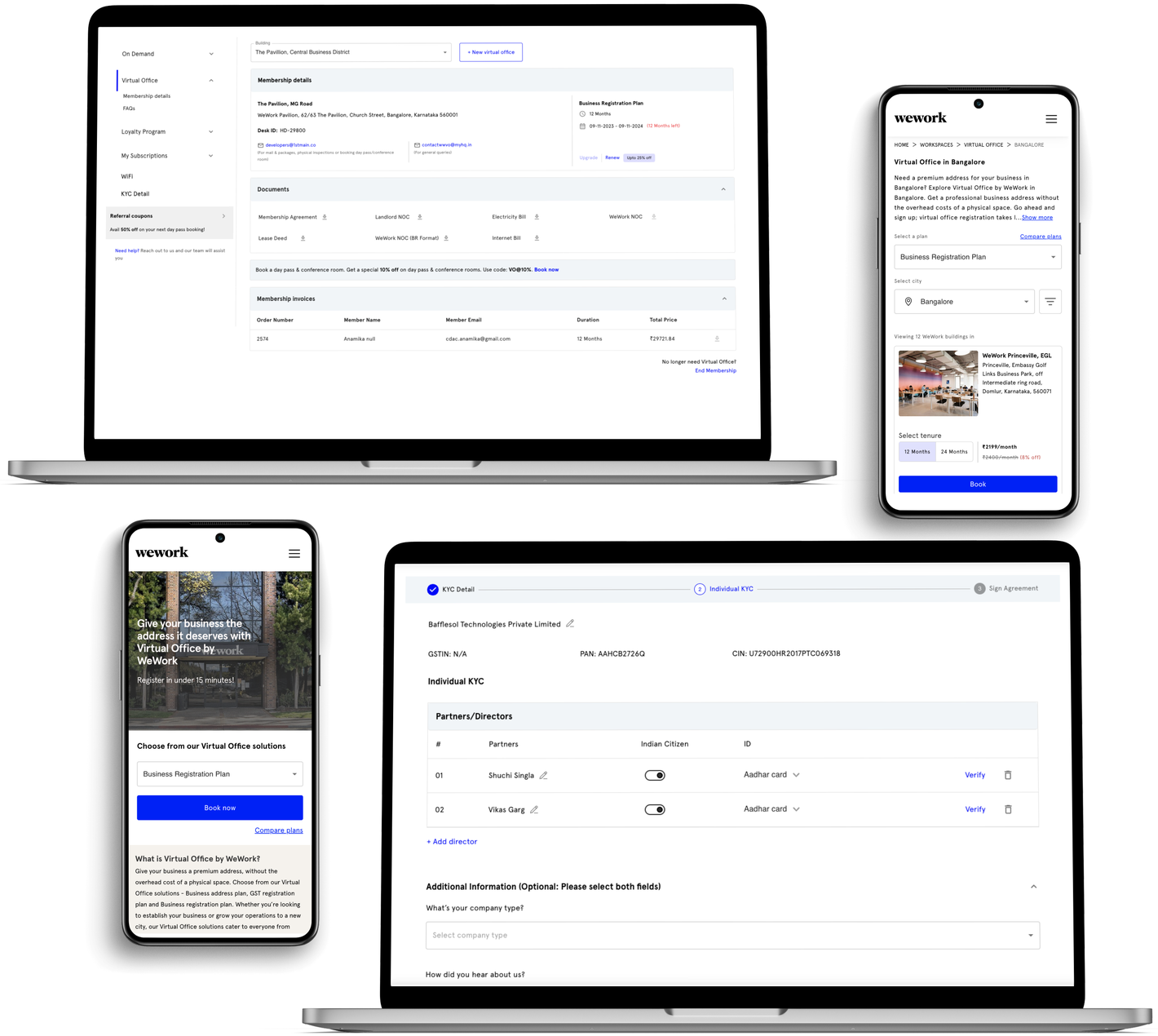
Solution

Revamped the design for both desktop and mobile responsive device.

- Elevated user experience through simplified and convenient navigation.
- Enhanced security through KYC implementation.
- Account section now compiles comprehensive purchase details where user can renew or change the plan as well

Project status

Live on website : Link here



B2C project

Private Office Space

The fully-furnished and move-in-ready offices are designed to accommodate growing teams, providing a productive and professional environment.

Private Office Space

B2C project

Pain points

- Inconsistency in user journey
- Missing building information
- Incomplete user experience compared to other products

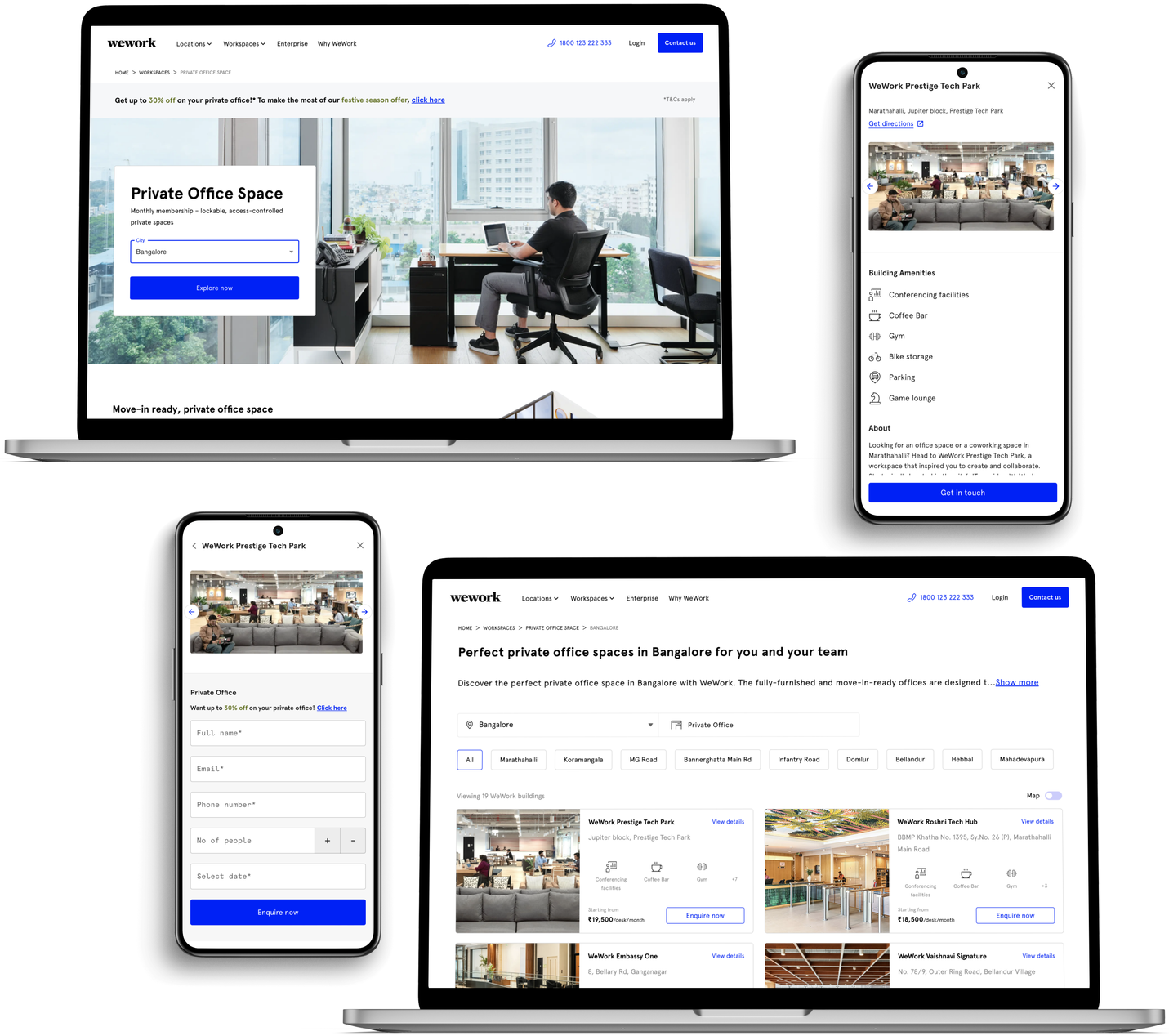
Solution

Enhanced the user journey for both desktop and mobile responsive device.

- Removed unwanted steps
- Added an additional step for users to check details of buildings
- Implemented a lead generation form to capture valuable information.

Project status

Live on website : Link here



B2C project

World of WeWork

World of WeWork aka loyalty program is a marketing strategy that rewards customers for their repeat business or engagement with a brand. Customers earn points, discounts, or other benefits, encouraging them to stay loyal to the company and continue making purchases or using its services.

World of WeWork

B2C project

Pain points

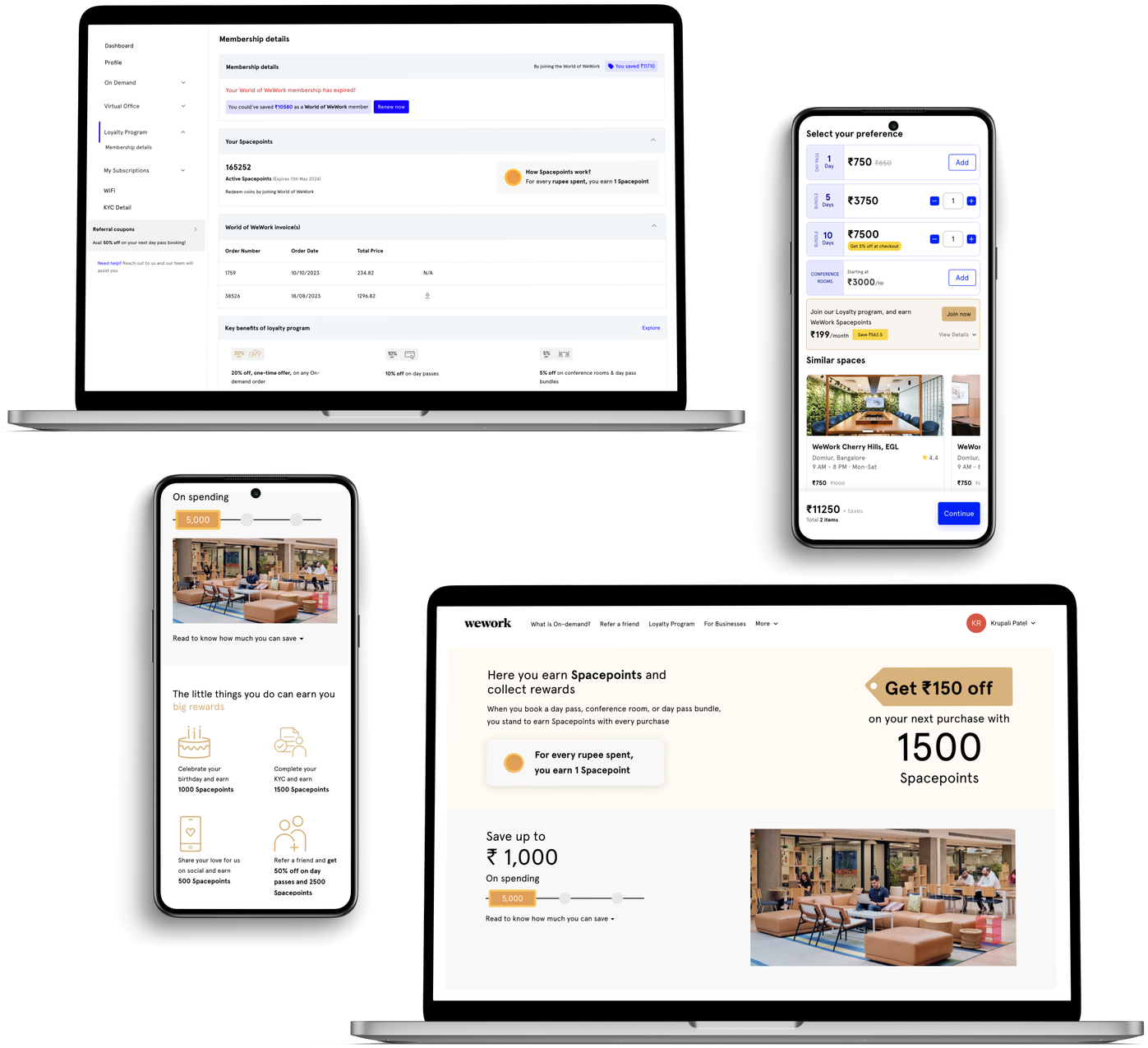
- Integration of new feature called loyalty program in the current journey of On demand product
- Cross-marketing without conversion impact

Solution

- Integrated a loyalty program seamlessly into the current on-demand user journey for both desktop and mobile
- Added a new tab called Loyalty program which would have all of the user's membership data. This tab will contain information regarding membership if the user is not subscribed.

Project status

Live on website : Link here



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B2B projects

B2B project

WeWork On-demand for Business

Teams can connect and collaborate by booking a day pass or even a conference room with no upfront costs

On-demand for Business

B2B project

Requirement

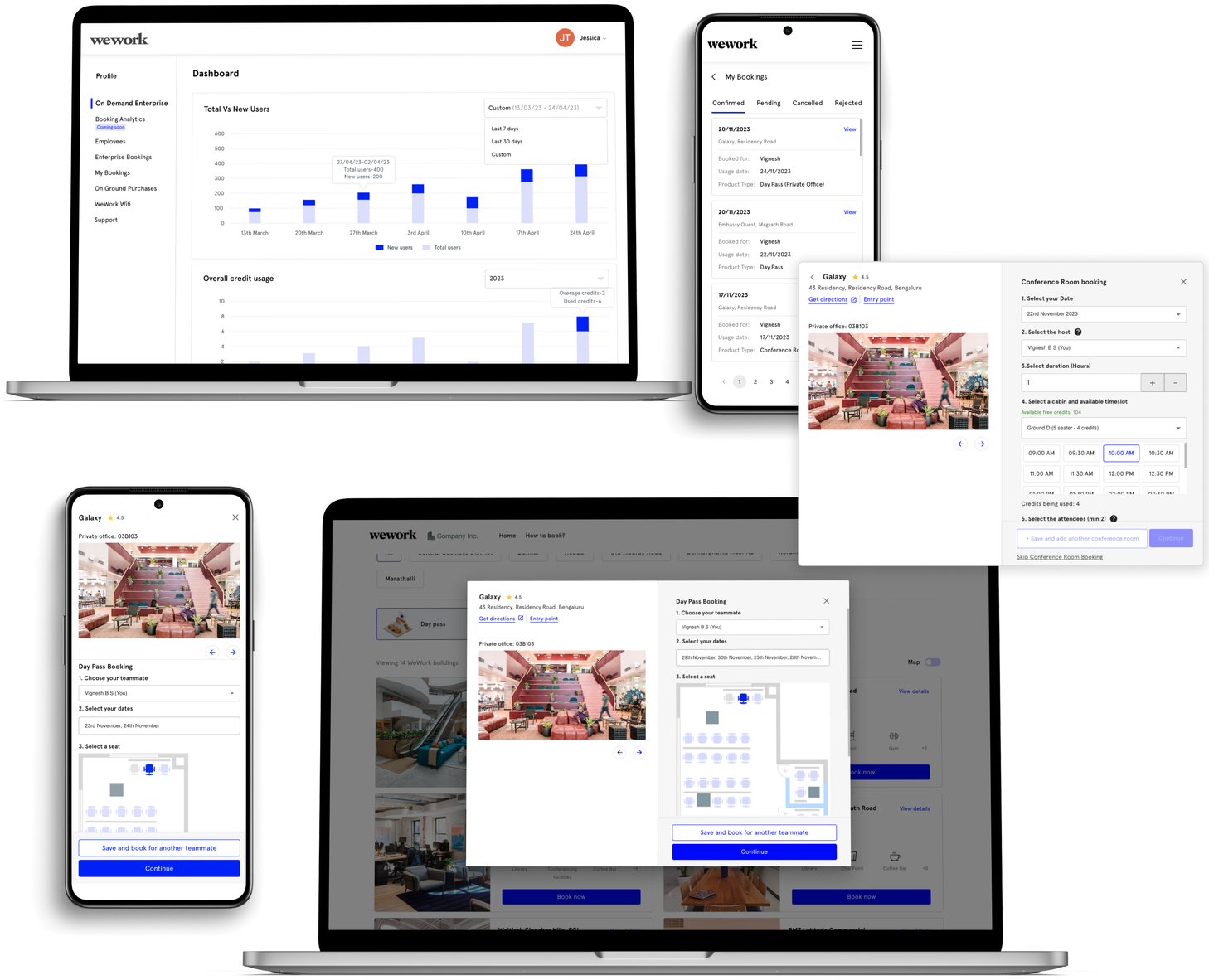
- Integration of new feature called seat management

Solution

- Included 3 flows:
  a. Shared Space Bookings (Public General Space) -> Main web-app
  b. Private Office Bookings without floor map (Private Space) -> Main web-app: Inventory Separation (if exhausts, then booking happens in shared space)
  c. Private Office Bookings with floor map (Private Space) -> Main web-app: Inventory Separation (if exhausts, then booking happens in shared space)
  d. Conference Rooms
- There are currently four distinct roles assigned to ODB users, each with specific permissions and responsibilities: Admin, Manager, Delegate, Employee
- Account section will have all the details regarding the booking. User can reschedule the booking as well.
- Credit system is applicable for conference room for few enterprises

Project status

Live on website : Link here (Testing credential needed to check out the entire flow)



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Other in-house/lead-gen projects

Blogs

Pain points

- Outdated UI
- SEO related pages were not implemented

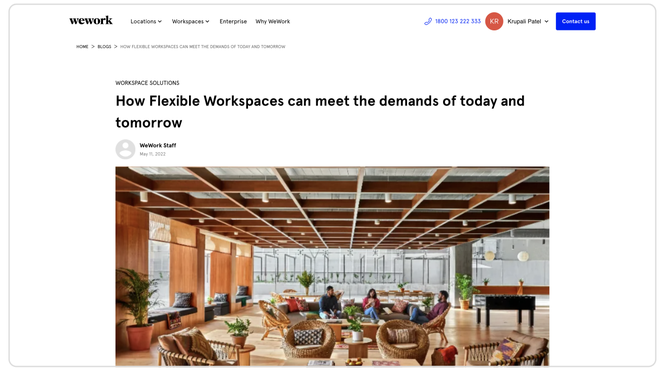
Solution

- Designed the blog pages from scratch
- Included SEO related content, pages and strategies

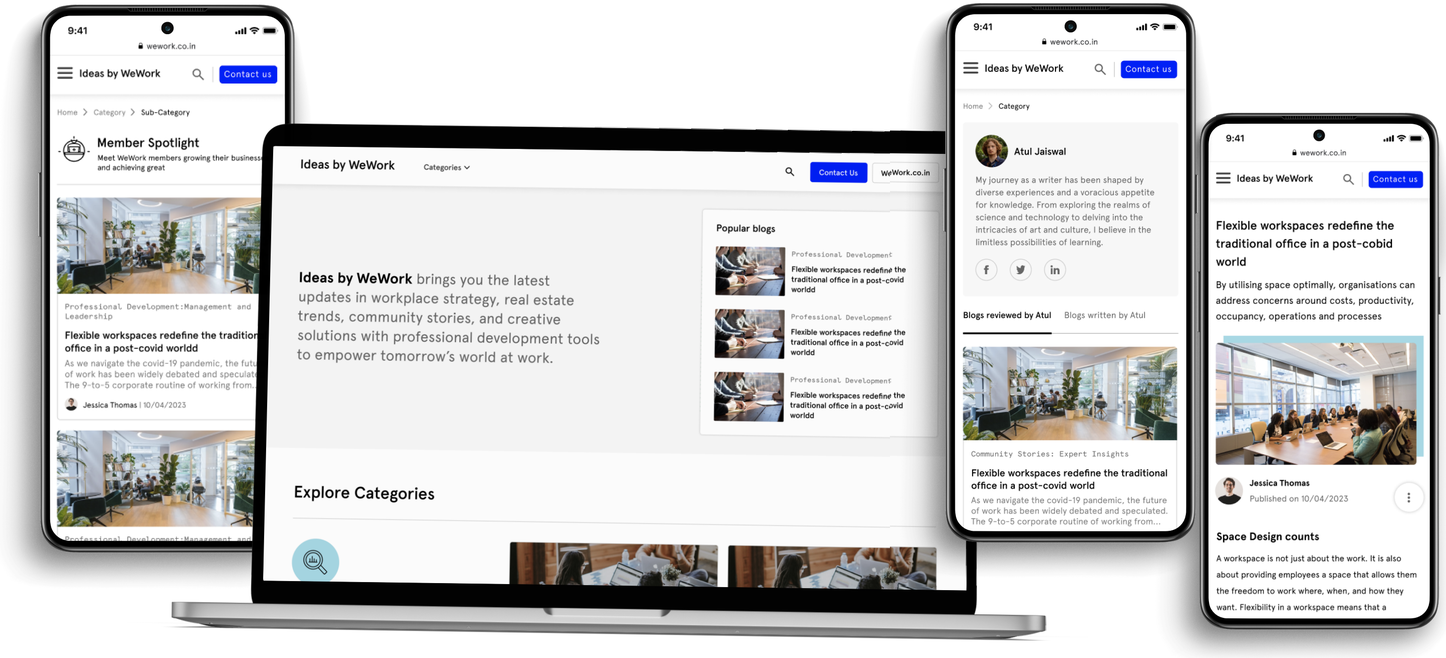
Project status

Design is done but development is on hold due to urgent tasks

Old designs



New designs



Impact page

Pain points

- Outdated UI
- Old content and not relevant right now

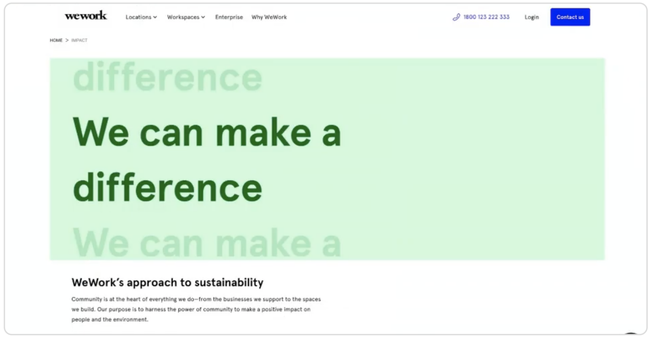
Solution

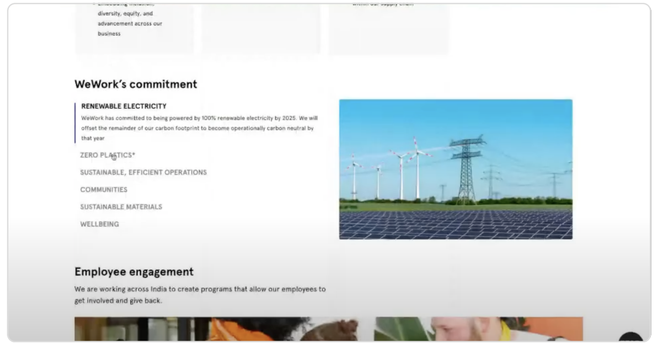
- Redesigned the page
- Included SEO related content and strategies

Project status

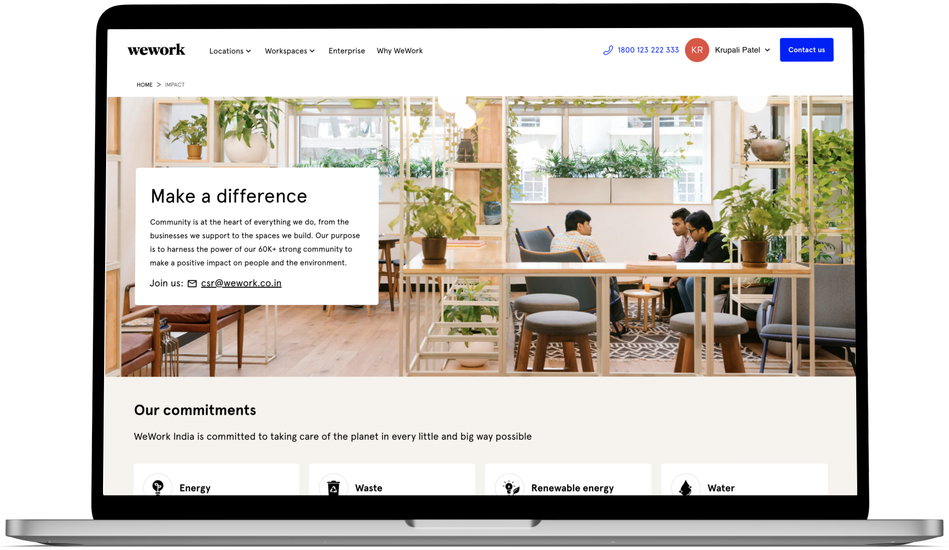
Live on website : Link here

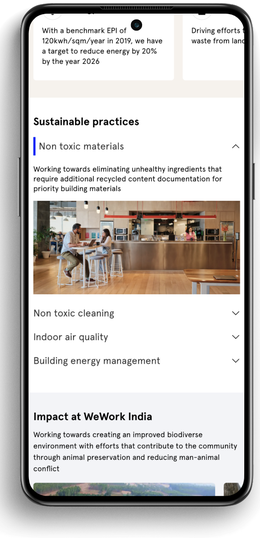
Old designs





New designs





Sustainability summit page

Pain points

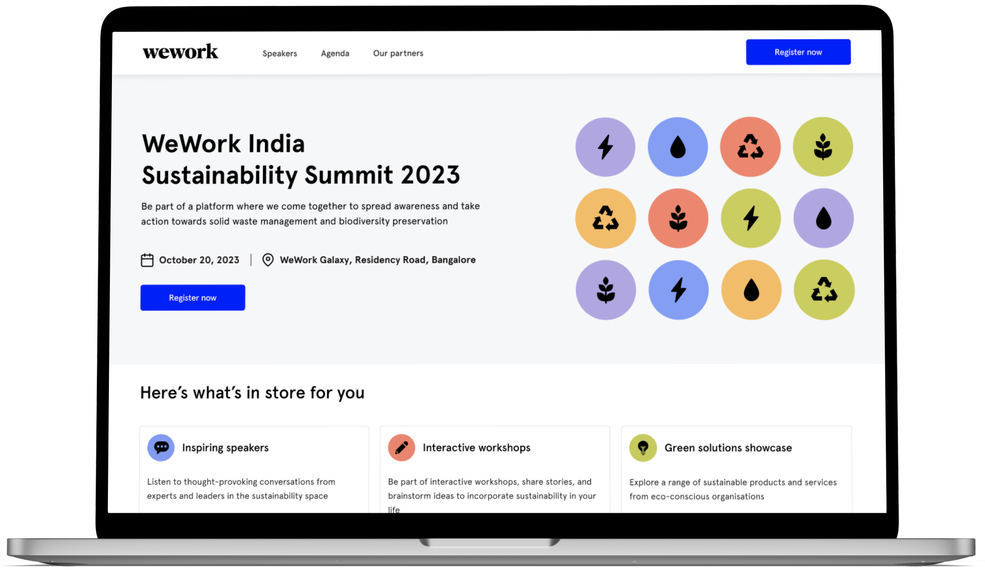
- Team wanted to create a page for Sustainability summit 2023 event which happened on 20th October.
- They wanted to do marketing and get registration through this page.

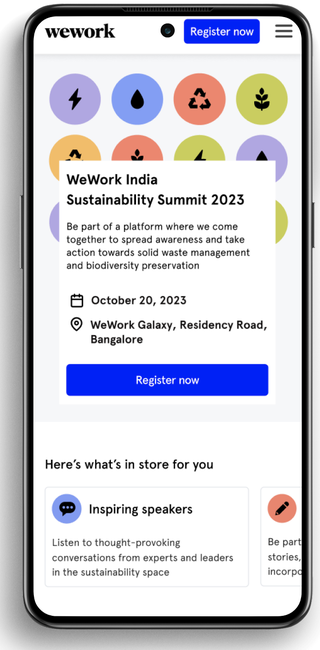
Solution

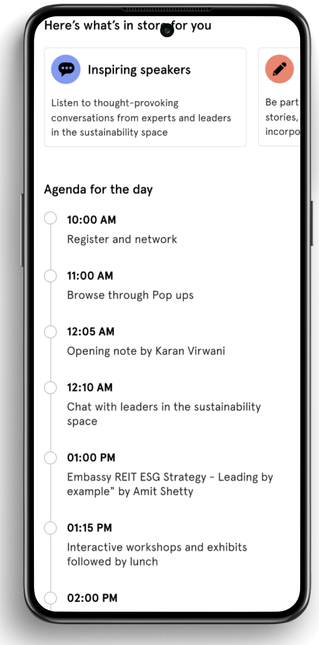
- Redesigned the page
- The theme for the event page was decided by the brand team.
- Implemented a lead generation form to capture valuable information.

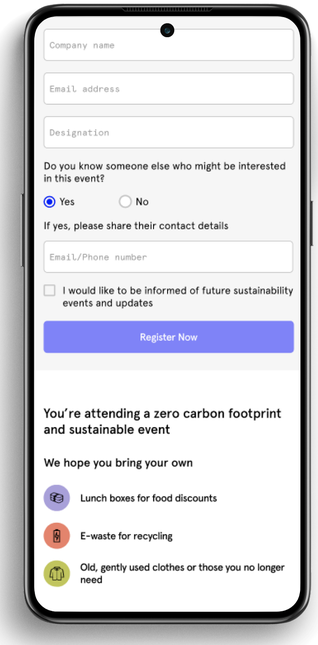
Project status

- The event has concluded, and the content is not currently available on the website.









WeWork Business Solutions

Pain points

- Outdated UI
- Old content and not relevant right now

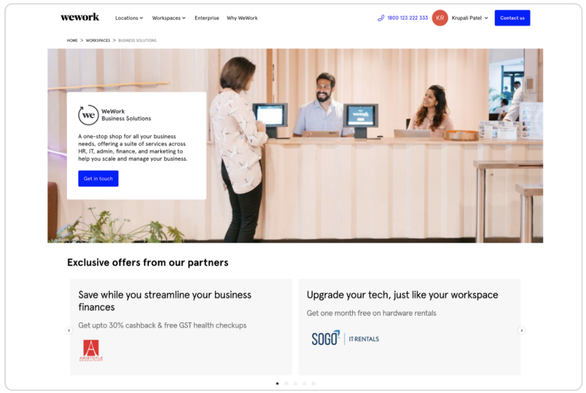
Solution

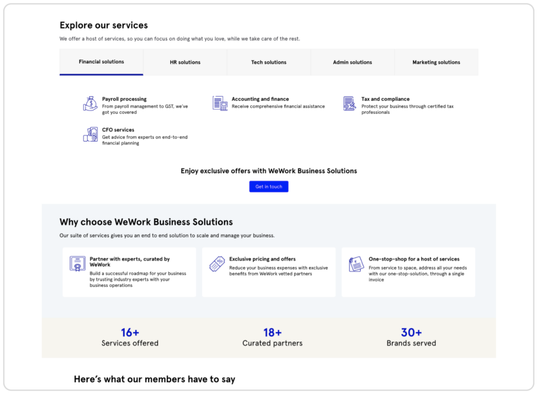
- Redesigned the page
- Updated solutions based on business requirement
- Implemented a lead generation form to capture valuable information.

Project status

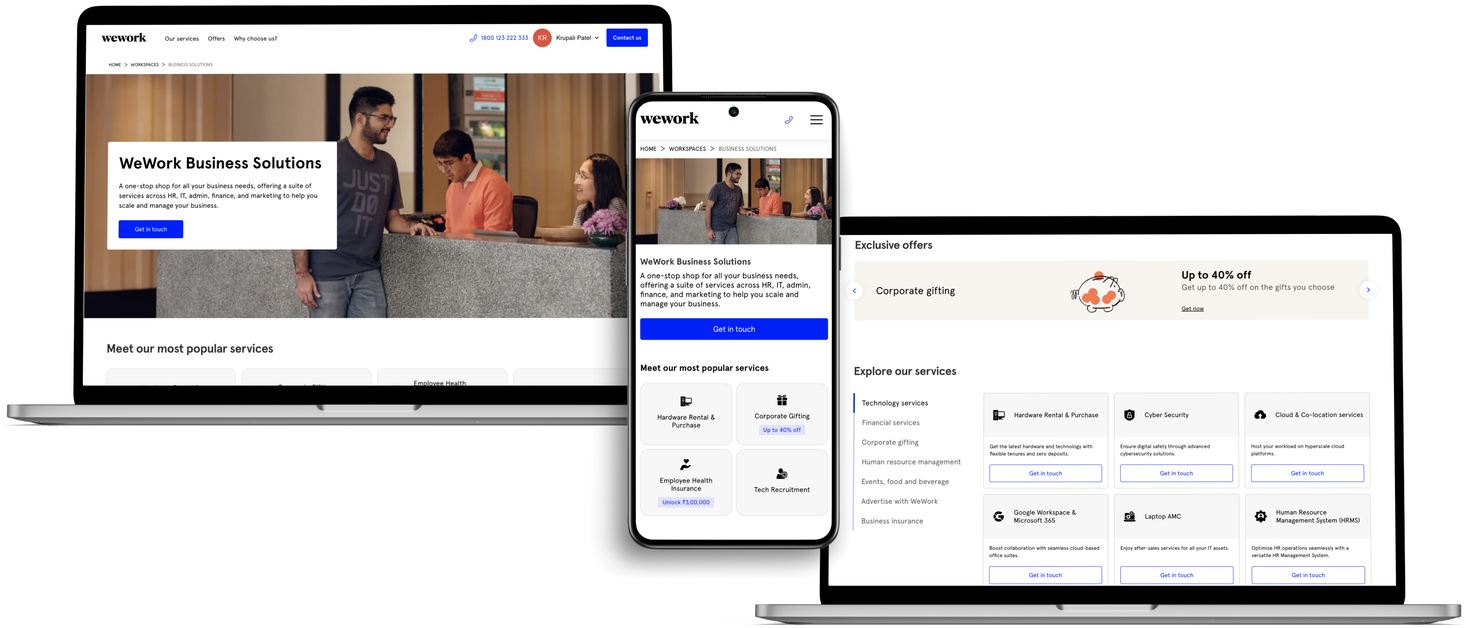
Live on website : Link here

Old designs





New designs



Broker page

Requirement

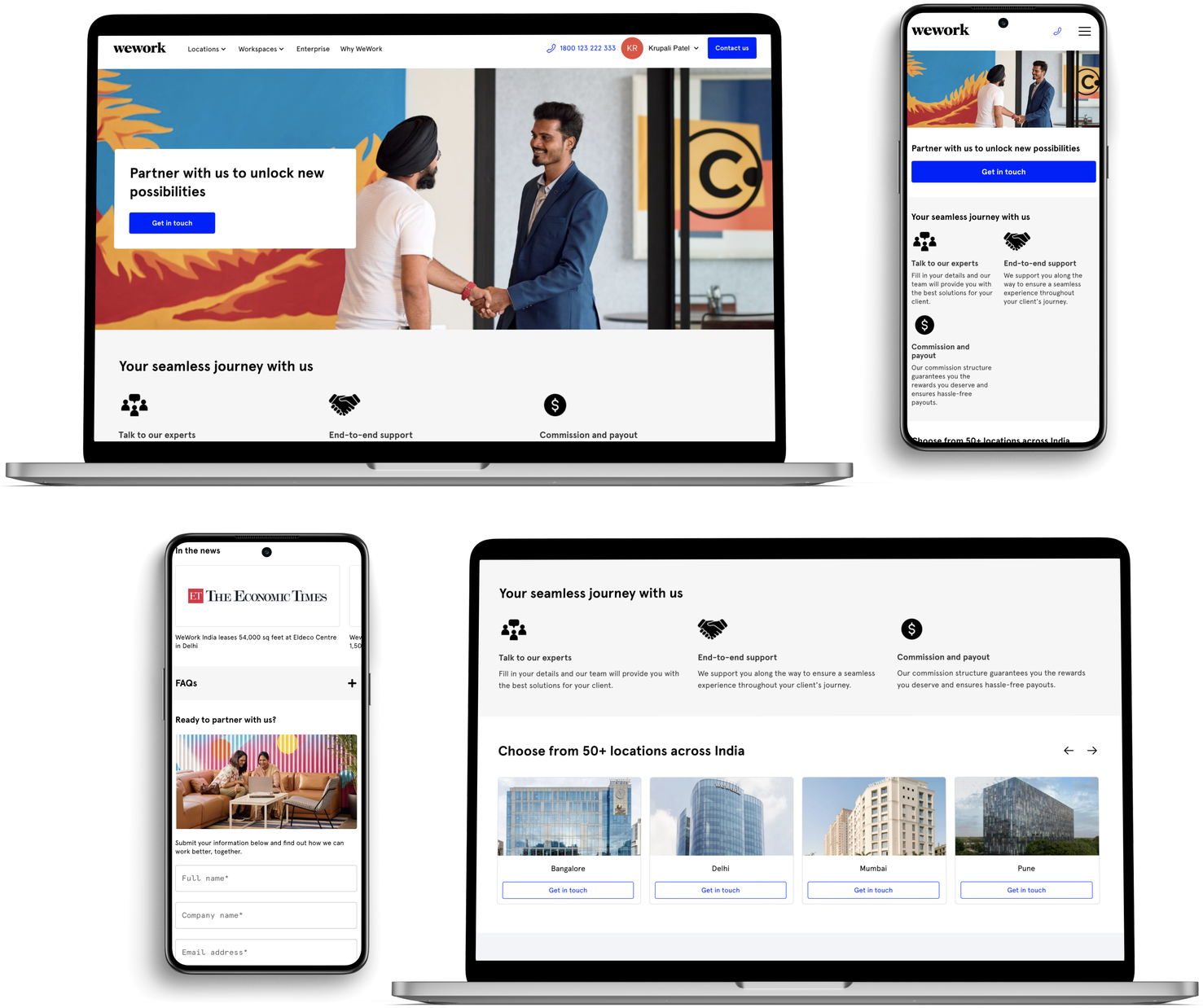
- The page was not included in the website and internal team was manually targeting leads

Solution

- Designed the page from scratch
- Implemented a lead generation form to capture valuable information.

Project status

Live on website : Link here



Career page

Pain points

- Team wanted to make the page accessible as they want everyone to apply for relevant opportunity

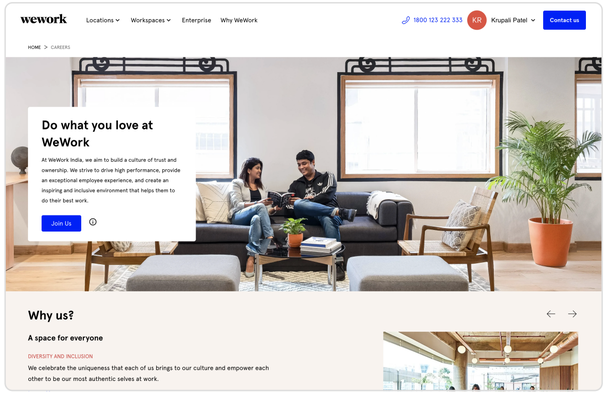
Solution

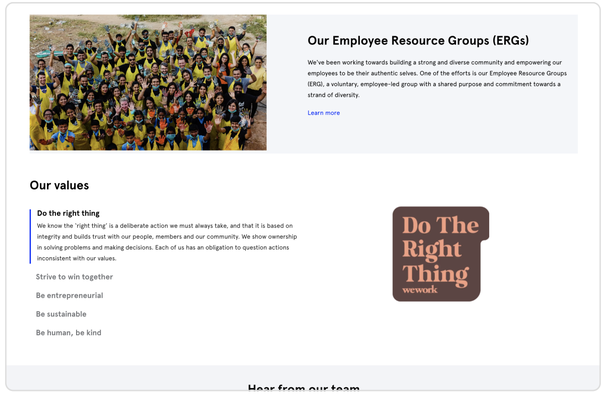
- Updated design considering 4 types of disability:
  a. Vision - Improved visual contrast for enhanced readability
  b. Motor - Introduced keyboard navigation for improved accessibility
  c. Auditory - Added useful alternative text for images and non-text content
  d. Cognitive - Incorporated a visual focus indicator for better user orientation

Project status

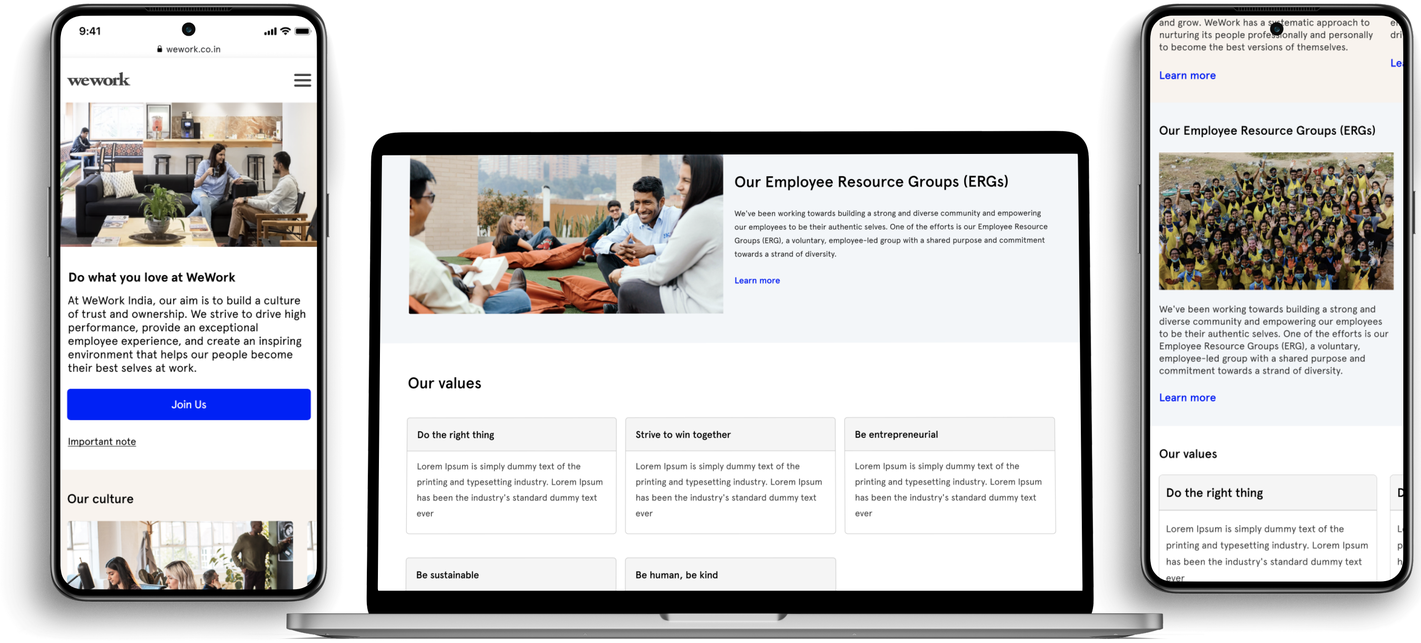
Design is done but development is work in progress

Old designs





New designs



Jumpstart

Requirement

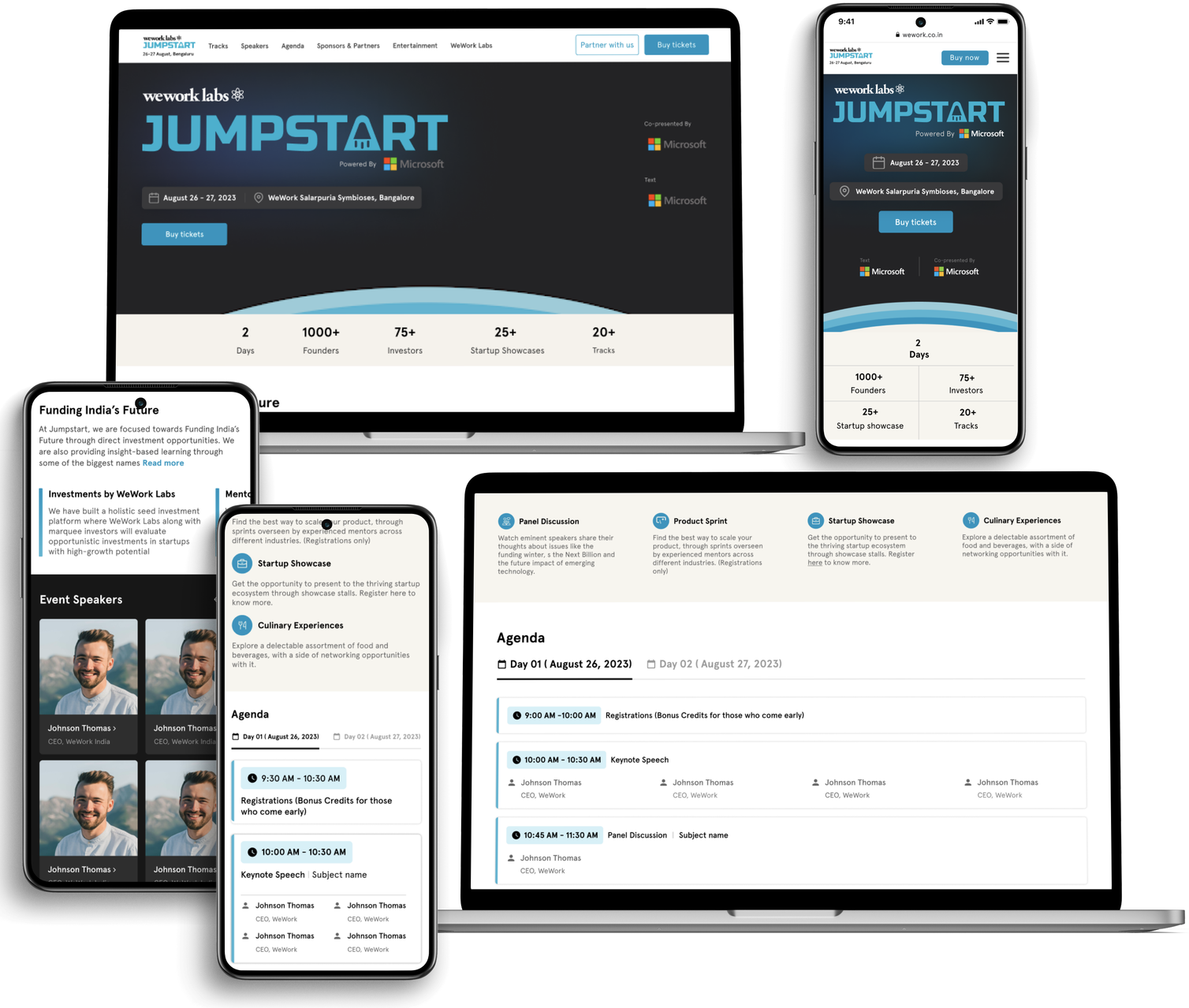
- Team wanted to create a page for Bangalore’s biggest startup event called Jumpstart

Solution

- Created an even page from scratch according to new branding suggested ny B&M team

Project status

Live on website : Link here



Extra hours

Consultancy

Research

Qualitative and quantitative data collection plan for WeWork On-demand (post live)
By Krupali Patel

Google analytics will help to get quantitative data but user interviews will help to understand the users, their needs and their interaction with products. It plays a crucial role in designing and improving user-centric solutions.

- **User Experience (UX) research process for On-demand**
- **Goals for user interviews**
- **General questions regardless of the type of users**
- **1. Questionnaires for existing user**
- **2. Questionnaires for new user**
- **Loyalty program questions regardless of the type of users**
- **Additional (Quantitative data collection)**
- **Questions For WW team**

Design system

OD - UI Audit

wework

OD - Audit

By GeskyAnts

Lessons learned along the way

- Incorporating feedback from various teams (SEO, brand, content, marketing, FE and BE, and product) into my designs.
- Successfully handling solo design tasks with full ownership and responsibility.
- Collaborating effectively with 5+ stakeholders.
- Launching a B2C product, considering technical constraints, marketing strategies, and user flows.
- Communicating design ideas clearly to diverse audiences simultaneously.
- Early discussions with developers for a smoother visual design process.

Thank You!