

Delta

Bookable Documentation Co-Working Space

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1 Executive Summary

Our team was approached by Focus21 with the challenge of creating a co-working experience for their client, Europro. The client indicated fundamental points which should be addressed in the solution to be designed. These fundamentals included a seamless tenant experience, clear, concise, and easy payments, communication, and a focus on clear legal information. Through initial research of co-working spaces and the industry as a whole as well as interviews with stakeholders, our team created a taxonomy of co-working spaces in order to understand the high points, low points, and overall structure. We researched and classified the types of co-working spaces into 2 main categories.

Accelerator/startup incubator and rent by the day/month. With the taxonomy complete, our team was able to address the challenge with a solidified direction. We learned that a solution that combined the high points of the co-working industry as well as addressed the low points would create an ideal solution for Focus21's client, Europro. Following this, we designed low fidelity prototypes which address the major fundamentals as well as solved the low points of the current industry methods. These prototypes were tested in a usability test among co-working space tenants and potential tenants in order to validate design decisions. We learned about some general design concerns as well as specific points to address. Finally, with the research and testing complete, our team created a final solution that is validated and evidence based.

2 What is a Co-working space

“Coworking is the new way of working and sharing. Coworking spaces are designed to provide a productive and collaborative environment for their dynamic inhabitants, and created without corporate constraints on what is perceived to be an “office” environment offering flexible memberships to suit most needs.” (Coworker, 2018)

Coworking spaces give companies or freelancers low set-up costs as a benefit of shared infrastructure, a community to network with and shared expertise within the space.

It is typically used for small businesses and freelancers to allow for increased flexibility and reduced upfront costs. Large corporations, however,

3 Types of Co-working spaces

4.1 Accelerator / Startup Incubator

1. **Value Proposition:** Communitech - beyond just being a shared workspace/accelerator/etc. they have a lot of community involvement, including: hosting events, workshops, courses, peer to peer groups, etc. which has really made them a central part of the local tech community. This is a core part of their brand and really elevates them beyond being just a coworking space (Filip)
2. **Targeted Users:** Small startups, established companies with an innovation department focus, students, & local community.
3. **Revenue Model:** Communitech has a three-tier pricing model which categorizes companies into small, medium, and large enterprises. Communitech also gets a

certain amount of funds from the government. Companies can receive tailored mentorship and guidance from community members and professional Communitech representatives while working in the space.

Startup companies that are below 21 employees in size are eligible for free access to the co-working space and connections for up to three years. These startups must report to an assigned Communitech advisor to report progress and achievements and to plan next steps. Companies who are startups generally stay between 3-4 years at the hub, with some companies (specifically in the medtech sector) possibly staying longer due to extended time required to fulfil FDA requirements, government input and/or development. While startups receive benefits such as free working space and mentorship, larger enterprise companies must pay large lease style payments to secure their space in the innovation centre. They receive the value of attracting young, new, and innovative talent and have access to the amenities that Communitech and Velocity deliver.

4. Amenities Offered:

- Free Wifi
- Free Utilities
- Directly focuses on work.
- The community (Big part for the employees)
- Gives a sense of home (With personalization of workspaces)
- Fun activities (Treat Thursdays, host pizza with the president, CEOs giving advice, host networking events)
- A possible 3 year free membership with proof of progression along the startup (larger companies have fees in less time)
- Outdoor space (gym, basketball court, ping pong table)
- Allowing smaller companies a cheap option to attract more people to their project within a 3 year period

5. **Accessibility:** Visitors need to get a pass to enter, and only members of the co-working space can rent conference rooms / spaces

6. **Perks/Benefits offered:** Ability to work with and get advice from other teams in the building. Larger enterprises and companies looking for new talent receive the value of attracting young, new, and innovative talent and have access to the amenities that Communitech and Velocity deliver. They also have access to the strategic growth startup program

Strategic growth startup program:

- Startups apply for free and if accepted, they receive access to many communitech services and community programs aiming to help grow the startup. After the application process, startups can have access to cheap or free co-working space. NOTE: company must be under 21 employees.
 - STEPS 1) Input details regarding personal info of applicant. 2) company profile (including business registration and other related information). 3) Business model (competitive advantage, competitors, total employees, intellectual property, etc). 4) Team profile 5) Previous involvement
 - After the applications, teams wait for communitech to contact them about membership acceptance
7. **Value Proposition:** Provides space for innovation and growth for small startup companies at little to no cost. Heavy government aid and third party funding afford free startup coworking spaces. A community and mentor ship based environment.
 8. **Pain Points:** The application process is lengthy and due to its high value, only a few startups receive admission, leaving many without a place of work. Meeting rooms are difficult to book and use.

4.2 Rent by the day / month:

Rent by the day/month Co-working space:

1. **Targeted Users:** Freelancers, Startups, Big corporate clients

2. **Revenue Model:** Users pay by the space they use: Hot desks, dedicated desks, private offices. All the users have access to the the amenities, and pay relatively high prices for the amount of space they are actually using. For example, with Wework, users would pay \$500 a month for access to a desk in a common area and \$770 for their own desk. The space can afford to provide a large amount of amenities and services without additional costs because many users are sharing the common spaces. These services would add up for users individually, but by combining all of the users and sharing the spaces, the spaces become cost effective for smaller companies or freelancers.
3. **Amenities Offered:** Verk and Wework offer a Dedicated front desk, Boardroom access and a fully furnished and customizable space, Free Wifi, Free Utilities, daily cleaning
4. **Accessibility:** Verk offers drop-in pricing where non-members can pay to rent a desk or a boardroom. Wework offers an on-demand option where users pay a membership fee and can then book spaces as they need them throughout the month.
5. **Perks/Benefits offered:** Verk users get discounts at local restaurants. Wework users get discounts on restaurants, gyms, activities and shopping.
6. **Application / Booking Process:** Verk offers 4 different options depending on what the user is looking for: a mailing address, a hot desk, a dedicated desk, a private office. Users can choose a different service based on their needs and the spaces are booked on a month to month basis.
7. **Value Proposition:** Provides a space for startups and freelancers to work, have meetings, and enjoy the amenities associated with a co-working space without having to spend a fortune or sign a long rental contract for an office.

“We think the space makes a great impression on clients. Aside from the décor, things are immaculately maintained, with spotless bathrooms and daily trash/box hauling. The coffee is by La Colombe and includes a rad espresso machine. Our particular location is generous with hosted and sponsored parties (read: free food) and perks. This sometimes-raucous atmosphere is a bit of a double-edge sword—

read on.” (Jean Tang, 2016)

8. **Pain Points:** Wework initially had a lot of community events, but they are less common and the emphasis on community seems to have taken a back seat. (Peter Abraham, 2018)

Another problem is when appliances in the kitchen break such as a microwave. It can take 3-4 weeks for it to be replaced because of slow corporate policy. (Peter Abraham, 2018)

Noisy Spaces, and lack of privacy: “The most common—and biggest—is that the walls are, as you’ve probably heard, thin. Ours include a single dry wall and seven sides of glass.” If WeWork does make sense for you, I’d advise paying a little extra for an office with a wall, a view of the outdoors or both. The wall gives you a way to make it yours (and provides a little insulation from sound intrusion); the view mitigates the hamster-like feel. (Jean Tang, 2016)

“Because we opted for two offices next to the main lounge, the location’s frequent breakfasts, trivia hours and networking parties send us fleeing. Most egregious is Thursday’s 5 p.m. happy hour, complete with thundering hip-hop DJ, partying fellow tenants, a cocktail bar and tap beer.” (Jean Tang, 2016)

“There’s no buffer time between conference room bookings, which results in a few awkward situations: you pretty much need to pause mid-sentence, get up and clear out your stuff, since the next group is already lurking. (Jean Tang, 2016)

“While the bathrooms are spotless, they’re also strangely filled with thumping nightclub music playing in an endless loop.” (Jean Tang, 2016)

4 Our Solution

Positive aspects we found:

- Wework and Communitel’s emphasis on a great work community by hosting events and creating liveable shared spaces (i.e. Kitchen, cafeteria, front lounge, etc)

- All co-working spaces provided amenities such as a front desk, free utilities, a fully furnished space, daily cleaning
- All co-working spaces provide a desk, a lamp, a chair and a monitor if needed
- Ability to book a conference room for meetings
- Communitech had a private space at the back of all of the spaces. Wework similarly offers the ability to rent private offices
- Verk and Wework allows for daily/monthly rentals, allows for companies without long-term plan or freelancers to have a work space
- The amenities offered and shared infrastructure provide a great value proposition for freelancers and small businesses
- Perks/Benefits: Tenants of Verk and Wework have access to discounts at restaurants and other services. Wework also offers a discount on postal services
- Front desk handles packages and check-in for guests. Also handles security for the space
- Wework offers a mailing address as a service. The front desk handles the packages

Struggles we found

- The process of being accepted into Communitech in particular was long and difficult
- Companies who applied got denied entrance, leaving them with no space for their business
- Reliant on government funding
- Co-working spaces can create visibility problems for companies, they have to decide which projects they can display/can't display as other companies can generally see into their workspaces
- Can take a long time to move in, contract was signed in June, official starting was August (due to construction they ended up opening in October) [Thomson Reuters moving into Communitech]
- Meeting rooms at Communitech are sometimes difficult to book and use (people have to send an email in advance)

- In the case of Wework, emphasis on community has taken a back seat
- Think walls in the case of Wework
- Appliance maintenance, at Communitel people weren't cleaning their dishes

5.1 Hybrid Co-working space model

Our Model:

Targeted Users: Small businesses, freelancers, start-ups

Revenue Model: Users pay by the space they use: Hot desks, dedicated desks, private offices. All the users have access to the amenities, and pay low costs related to the value they are being provided. The space can afford to provide a large amount of amenities and services without additional costs because many users are sharing the common spaces and infrastructure. These services would add up for users individually, but by combining all of the users and sharing the spaces, the spaces become cost effective for smaller companies or freelancers.

Value Proposition (for client): An affordable low-maintenance/low-involvement system that addresses booking, payments, legal information, and the booked tenant experience. Addresses the revenue model of monthly automatic payment from tenants in hot desks, private desks, private offices, and conference rooms. This model delivers a high margin per square foot rented and simplified rental experience for the landlord.

Amenities Offered:

A front desk for checking-in guests and handling parcels / mail, High speed Wireless / Wired internet access, a fully furnished kitchen with free coffee, tea and milk, a fully furnished workspace with a customizable desk and a monitor if requested, daily cleaning of all spaces, boardroom access

Booking Process: The space can be booked in 3 ways.

- Individuals interested in short term rentals can book hot desks on a day-to-day basis and can also rent conference rooms.
- Individuals interested in short term rentals on a more regular basis can pay a monthly fee in order to have a discount on hot desk rentals and conference rooms.
- Traditional rentals will be offered on a month-to-month basis with 4 options: Mailing address, hot desks, private desks, or private offices. The hot desks will be designated work desks that can be used on a first come first serve basis. The private desks are customizable desks that come with a lamp, monitor, trash bin and other personalizable options.

5.2 Features of the space

- Front desk with an employee (Handles packages, mail)
- Hot desks, private desks and private offices,
- Varying sizes/rearrangeable to accommodate different group sizes
- Kitchen unit/eating area (included in price or optional?)
- Lounge/sitting area
- Ability to enter space with a keypass

Customer Application

- Listed below are the experiences we are designing for the app
- Creating an Account (email, phone number)
- Booking a space

- It should be split into 3 options: membership, daily rental, monthly rental
- After booking a membership, daily rental prices will be lower (the savings should be shown to customers)
- While booking a private desk or private office, a customization menu appears to choose if you want a monitor, and what spaces are available
- Auto pay/easy payment method
- When making the first payment, a prompt to add payment information to your account will be displayed.
- Booking a conference room: Be able to select how many people you are bringing, to ensure everyone has enough seats

Tailored tenant experience

- Add extra 30 minutes / x amount of time
- Seamless payment system
- Inform in a beautiful/easy way the legal info

5 Administration Application

- Tenants should be able to inform administration of any problems through a ticket support system. Administration will have an easy way to see these problems and address the requirements, scheduling and respective status of the problem.
- Regular and preventative maintenance schedule and status presentation to support workers and maintenance teams.
- Access to a schedule to see when certain spaces are open/in use
- Overall registration sheet and locations of groups/people (a map maybe?)
- Customer service extension to help with booking complications (if any)

The Goals:

- a. Design an easy to use payment interaction (auto-pay)
- b. Be able to select how many people you are bringing, to ensure everyone has enough seats (Hot desks, Conference rooms)
- c. Seamless experience from discovering, booking, and paying for the space
- d. Tailored tenant experience
- e. Wifi check in
- f. Use phone as key-card, perhaps without actually having to take phone out
- g. Book for different reasons:
 - Daily/weekly/monthly rental
 - For team and solo workers
 - Office, meeting room, one desk
- h. Add extra 30 min / x amount of time between bookings of same space
- i. Inform the legal info in a beautiful/easy way