



UXUI Course
Scope: The City Hub, Co-Working Space
Client: Misk Foundation
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Team

Name	Role
Mayan Bashehab	POC, UX Researcher, UX Designer, Tester
Norah Almannea	UX Researcher, UX Designer, Tester, UI Designer
Hind Albeayez	UX Researcher, UX Writer, Tester, UI Designer
Manar AlGhamdi	UX Researcher, UI Designer, UX Designer, Tester
Ashjan Alfaidi	POC, UX Researcher, UX Designer

Supervised by
Rahaf Abunijem, Nouf Alghamdi

Abstract

This project is for reflecting the physical City Hub co-working space in the website and make it easier to access the services it provides

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1.Introduction

Misk City Hub is a physical co working space where **Misk Foundation beneficiaries** can meet in person to collaborate, learn, and motivate one another to achieve greater success. The City Hub, in keeping with the Foundation's ideals, provides a venue for showcasing work through events and exhibitions. Throughout the year, it will feature a variety of activities, workshops, and speaker sessions. It will allow participants to benefit from training sessions by learning and improving. The City Hub is a location where participants and talents can uncover their creativity and kindle the spark that exists inside them.

1.1 Objective

This research aims to review and analyze the usability of the Misk City Hub web page and to research user needs and business needs in order to find a UX solution that will cover both needs accordingly. The primary objective will be focusing on how to improve the user's experience when visiting the Misk City hub web page and learning about it.

The goals of this research are as follows:

- Evaluate the business needs for this space and how it relates to Misk Hub
- Research a design that reflects the existing experience.
- Research a way to Inform users of the benefits of the City hub

1.2 Methodologies

Methodologies used in this research is as follows:

- Contextual Inquiry
- User Interviews
- User Persona
- C&C Analysis
- Lemurs Heuristics Evaluation
- User Flow & Task Flow
- Wireframes

2. The Generative Research

In order to better comprehend the services, vision, and mission of the City hub, a general understanding of co-working spaces is necessary. Coworking is a business services provision model that involves individuals working independently or collaboratively in shared office space.

What are coworking spaces?

A coworking space is a desk or a pod of desks within a shared office facility such as a coworking center or serviced office center.

Who uses coworking spaces?

- Remote workers.
- Students.
- Freelancers.
- People Who Work in Conventional Offices.
- Entrepreneurs.

Why do people go there?

Coworking is about community, it's about people, it's about growth and doing better with others, and about supporting each other to learn and be more productive in an environment that is open, accessible, sustainable, collaborative and community.

What do they do there, and how do they use co working spaces?

Co-working spaces provide small businesses, independent contractors and other workers a space to get work done, network and participate in their local business community.

How do these spaces impact society?

Community centers, collaboration hubs, and social spaces where workers from different backgrounds can come together to share expertise and explore new ideas.

What are some of their services?

- Meeting rooms and conference rooms.
- Private working nooks.
- High-speed internet.
- Office equipment and accessories.
- Front desk service.

- Seminars, workshops, and mentorship events.

We then developed an understanding of Misk City hub, its services, and target users. **During this research, Misk City hub was under ideation, and its finalized services, and target users were not yet initiated.** However, an understanding of the current phase of the city hub was developed accordingly.

What is Misk City Hub?

A physical co-working space for Misk Foundation beneficiaries to convene in person, collaborate, learn together, and inspire one another to reach new heights.

Who goes there?

Misk beneficiaries, entrepreneurs, and individuals who are interested in the Misk community

Who can use this space?

Misk beneficiaries and individuals who got a membership after attending the experience at the city hub event. As well as users who are interested in attending events in the city hub.

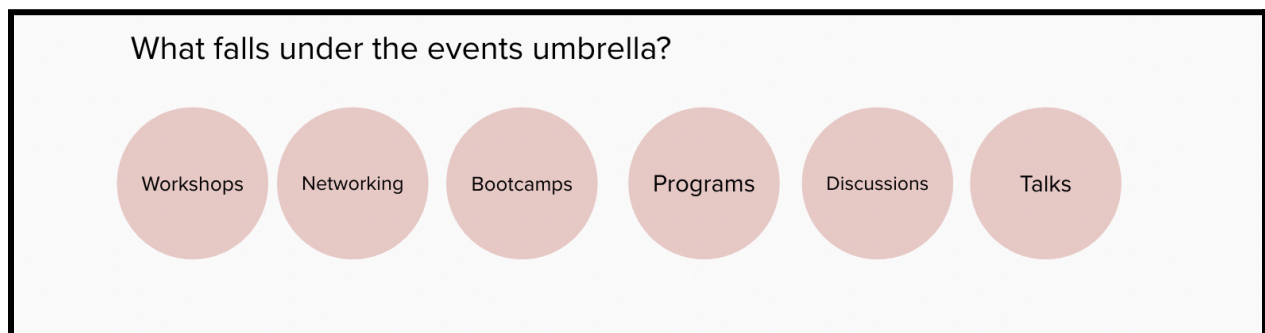
Why do people go there?

To work, learn and communicate. And to attend events happening at the city hub.

What does the city hub offer?

Events, and co-working spaces.

The following diagram provides an understanding of the events that occur in the city hub.



2.1 Contextual Inquiry

A contextual inquiry was conducted to help get a better understanding of the city hub from the inside, as well as its services, goals, and experience.

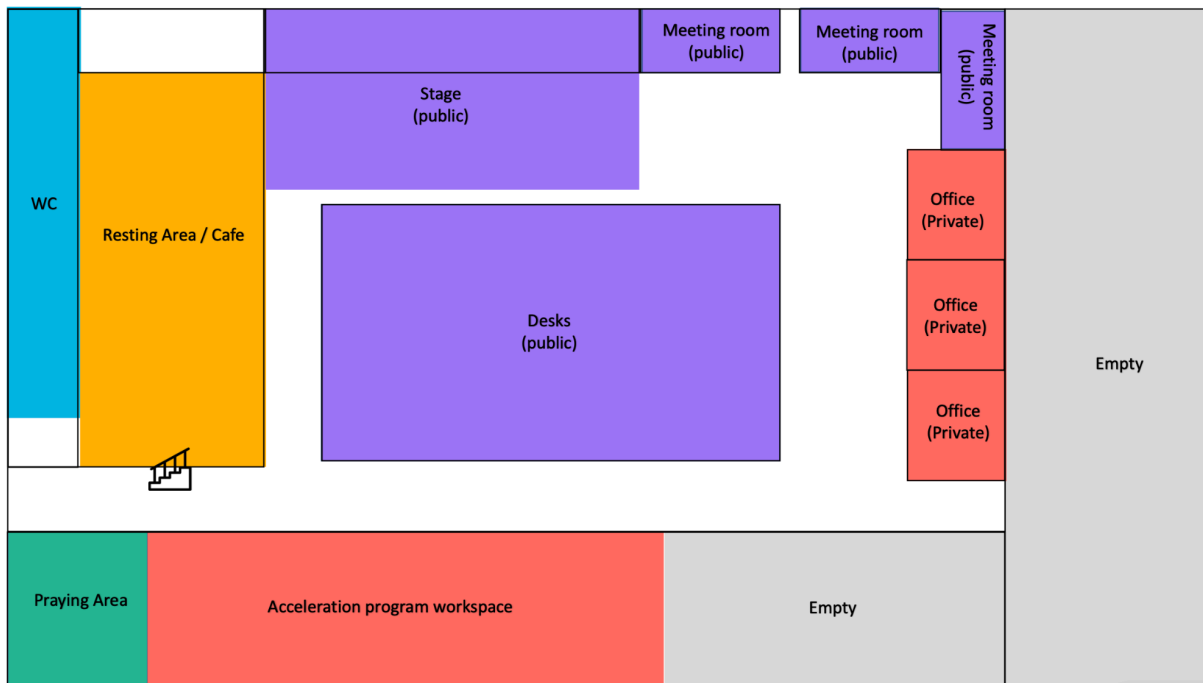
General Findings of the contextual inquiry were as follows:

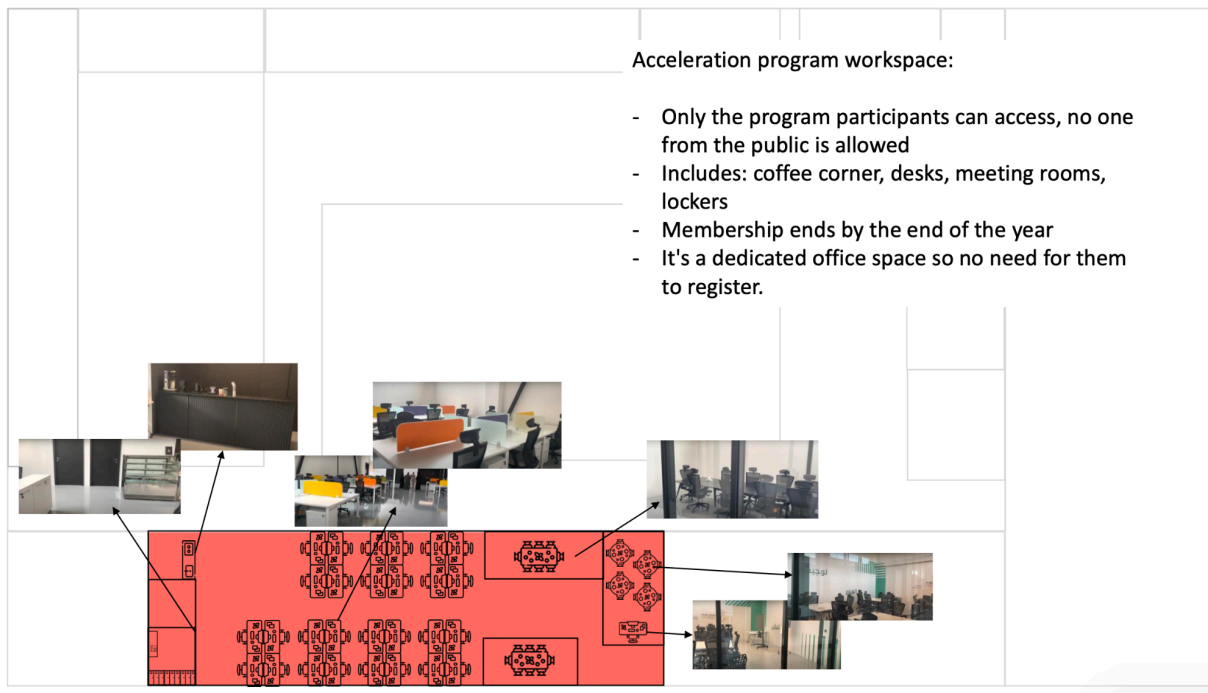
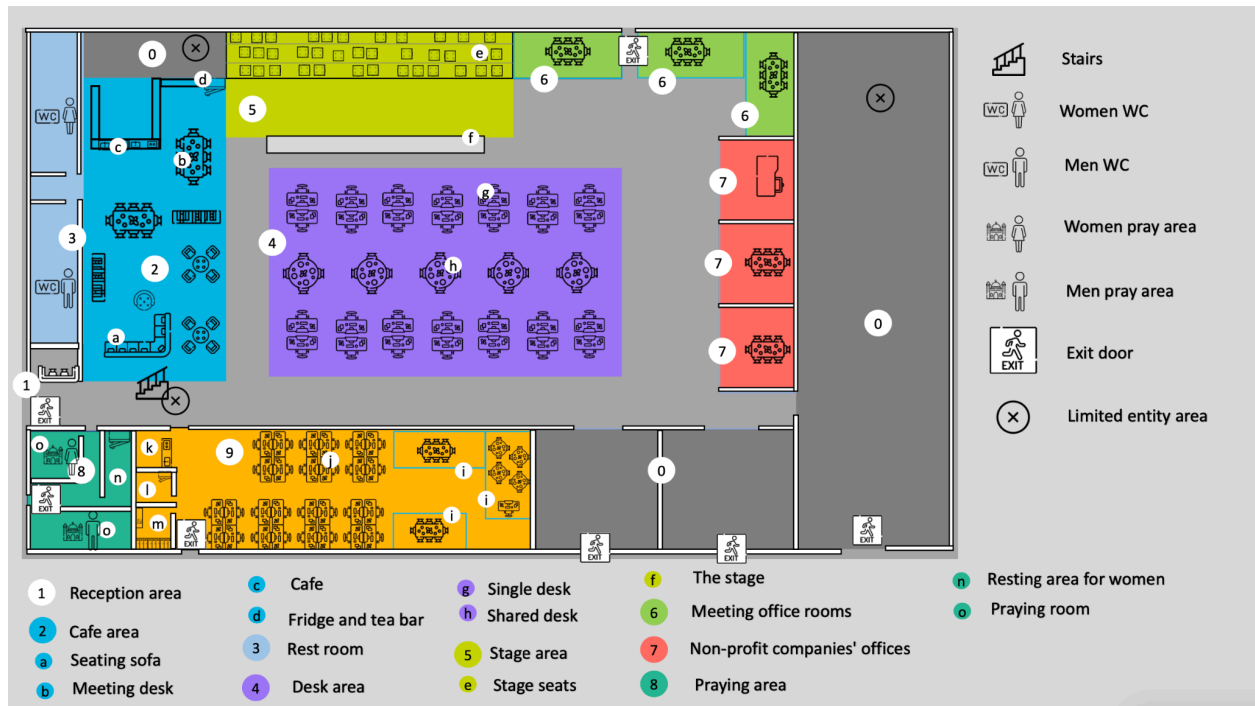
- Experience at the city hub was the first event.
- The Public is not allowed currently to book the space, it is something that the Misk team is thinking about.
- Public events are accessible to the public (Misk Users) but they have to register and so they will be included in the journey.
- Accelerator program can utilize the whole space except for Wednesday.
- The public who attended the experience event for now can book for desks Wednesday for 6 months.
- There is wifi, printers each person will have a credit to use printers, screens, (pens and papers are not in the plan)
- Some of the programs have physical classes in the city hub.
- The City hub hosts events for the 4 tracks.

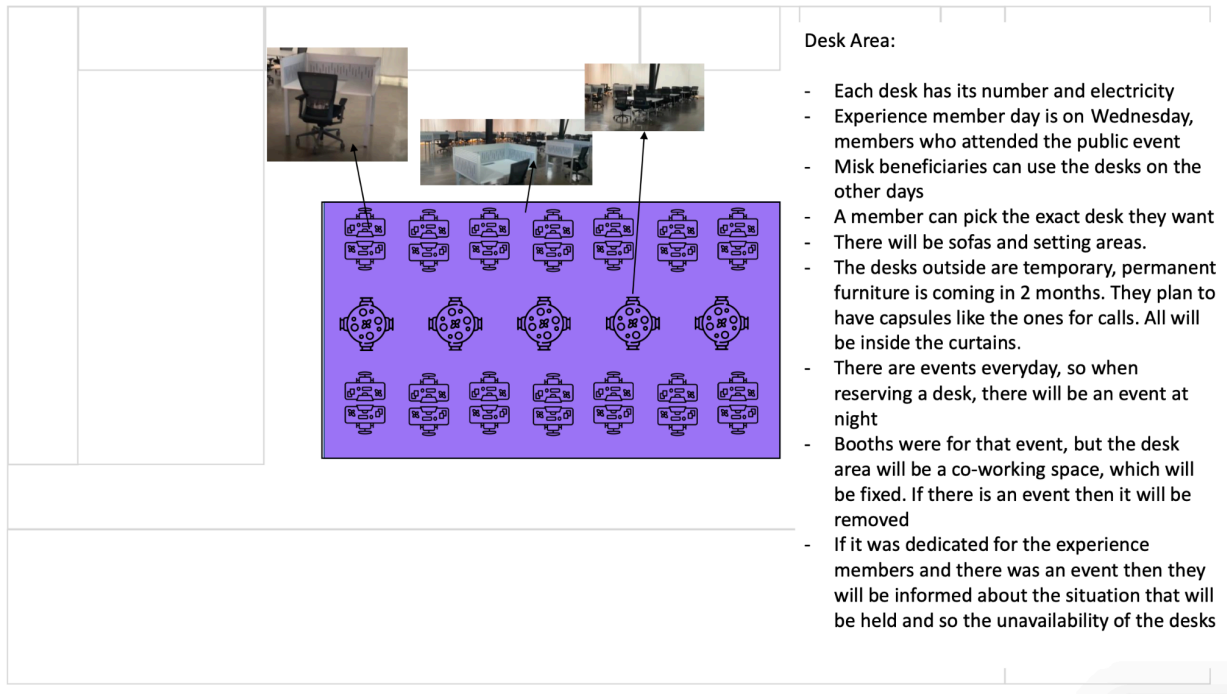
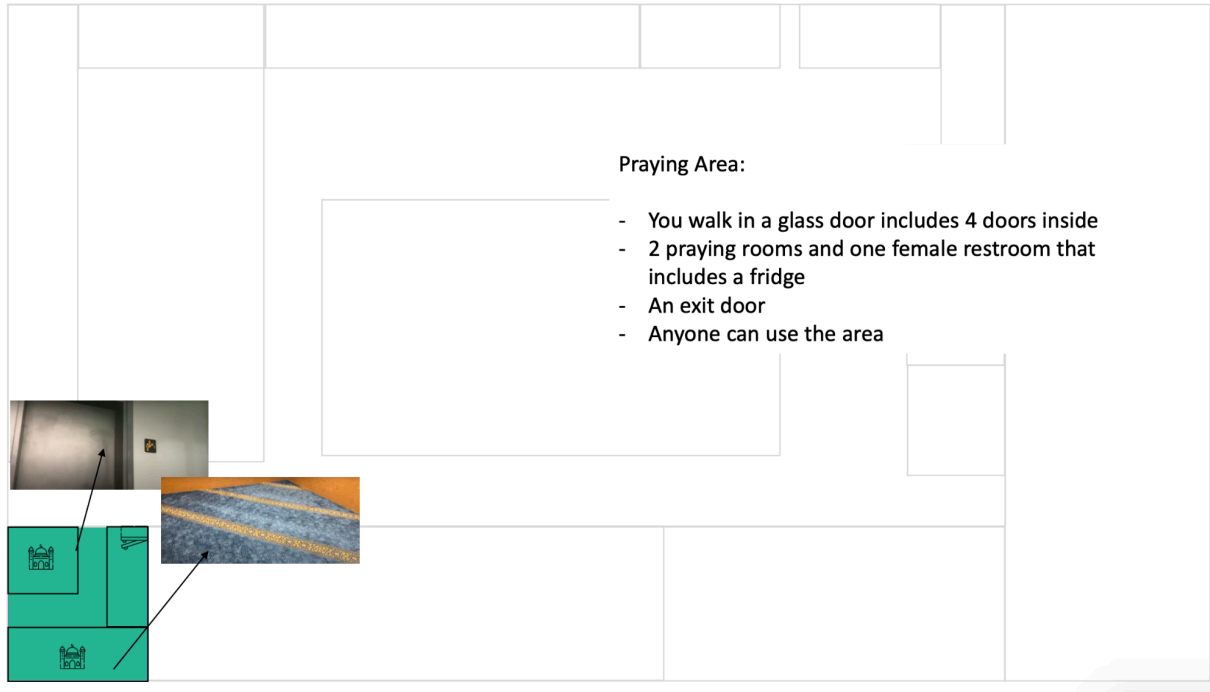
Detailed Findings of the contextual inquiry, including a map layout of the space and insights about the physical experience is shown in the following figures:

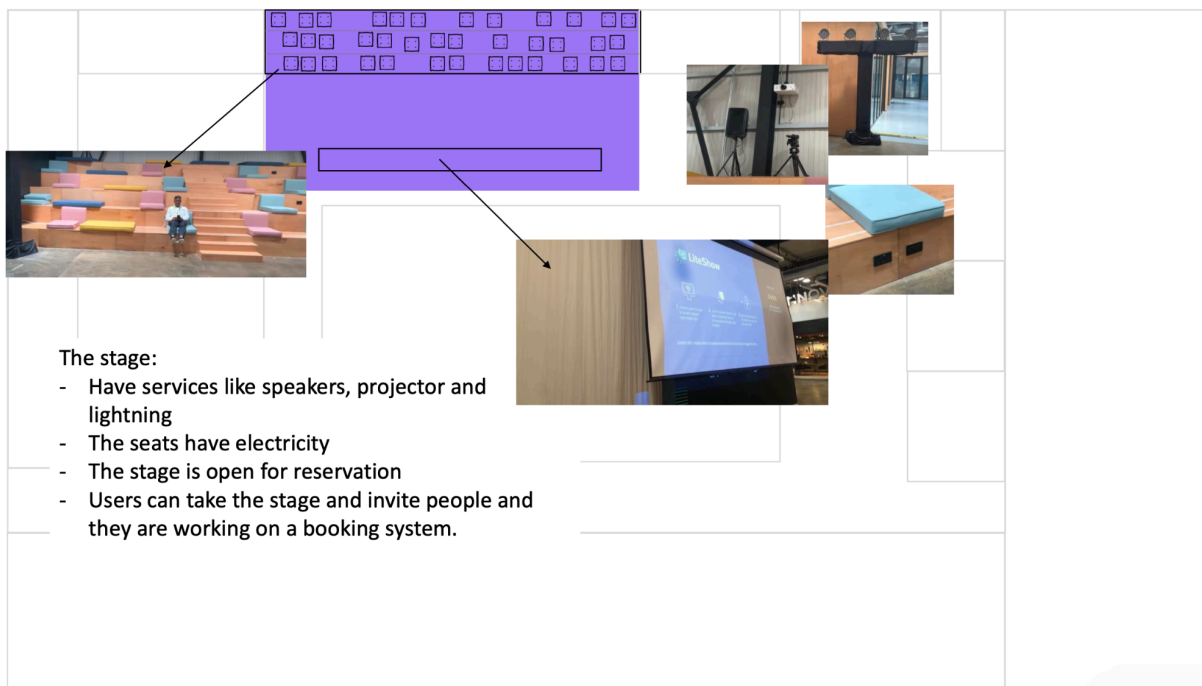
Misk City Hub

floor layout map





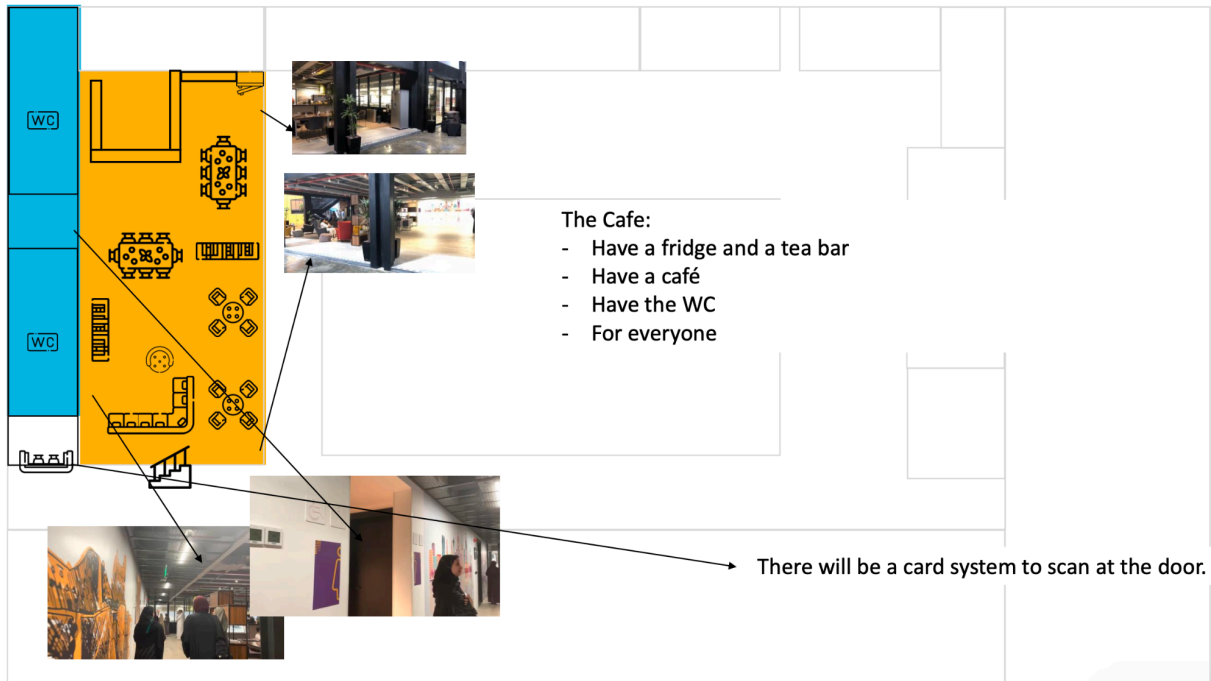






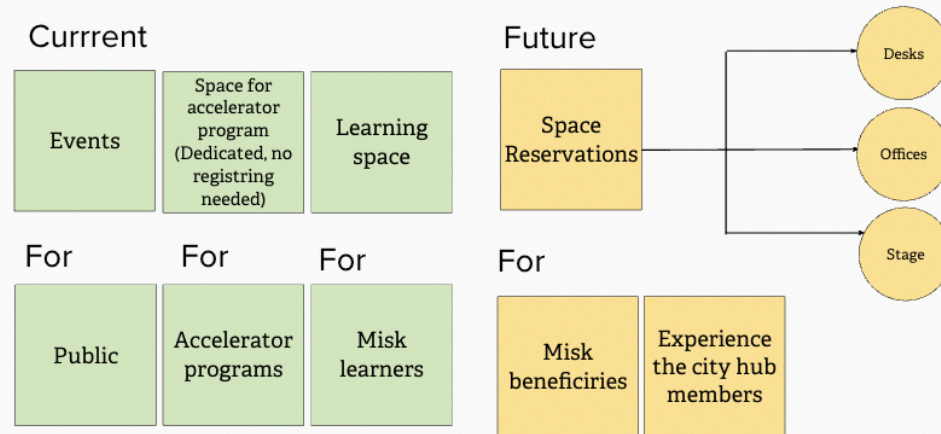
The Underbuilding areas:

- Planning to make it a fashion area and include more desks
- The two rooms are empty



Demographic for the current target users, services, and amenities of the city hub:

Services of the city hub



Amenities (For everyone)



Facilities (For everyone)



3. The Business Research

In order to shape and enhance the user experience in the Misk City hub web page, an understanding of the business was necessary. After all, business and the users are complementary in UX. Finding out where the city hub's webpage is in relation to the competitors is a crucial step for improving its user experience. Competitor analysis is an important step in the UX process because it allows businesses to better understand the market, recognize the benefits and drawbacks of their user journeys, and establish a solid outcome. Following a search for similar businesses and services, we gathered all the possible competitors that we found through our research. Competitors of the City Hub's competitors were determined to be as follows:

1- Jeddah Initiative Hub JHUB - Local

Services of LHUB include hosting events, space reservations, activities, coffee shops, and a gym.

2- CODE (indirect) - Local

The Center of Digital Entrepreneurship Headquarter (HQ) aims to promote digital entrepreneurship and the culture surrounding. Services of CODE include events and programs, including services that connect clients with expert-level engineers and technicians, the Center assists in bridging the gap between the provided services and the digital innovation labs network.

3- Az workspace - Local

Services of AZ workspace include space reservation including a co-working space, private offices, and meeting rooms.

4- Bamboo - Global

Services of Bamboo include space reservation including co-working, offices, as well as hosting events.

5- Al Mashtal - Local

Services of Al Mashral include space reservation including a co-working space, private offices, and meeting rooms, and hosting events.

3.1 C&C Feature Analysis

The competition in the market was analyzed using a competitive and comparative and comparative feature analysis.

	code	az workspace	JHUB	al mashtal	bamboo
type of competitor (direct-indirect)	Indirect/local	Direct/local	Direct/local	Direct/local	Direct/Global
Packages	No	Yes There are different packages by the hour, by the day, or by the month.	Yes there are different monthly packages. Spaces can also be booked by month. Users can also book specific places for a duration of time	Users can visit for an hours or a whole day	Users can visit for a day, a week, rent spaces monthly, or get membership(Packages) access
Reserve a space	No	There are many types of spaces to reserve	There are many types of spaces to reserve	There are many types of spaces to reserve	There are many types of spaces to reserve
Images elaborating on space facilities	Yes, there are multiple Images	Yes There are a few images of the co-working space and images from another website that aren't related to it!!	Yes, there are images showcasing each room/spaces from inside	There is one picture showing each room/spaces from the inside	Yes, there are images explaining each rentable space at bamboo
Introductory Video	No	Yes there is icon for the video but it doesn't work	Yes, there is a video showcasing a tour for the place	No	No
Information about services of the space from inside (Offices-events -open space)	Yes There is information about the sections of the center, but it is little and there are not enough images	Yes there is information about workplace like types of offices-office space	Yes, details about each space and its services is very well described	Yes there is information about workplace like types of offices-office space	Yes, there is information about each working spaces as well as available services
Events (Upcoming -public or members only)	There is a section for upcoming events, but it is not specified if it is for the public or for	yes There is a section for upcoming events but it's new.	Yes, there's a section for upcoming events and workshops but its empty	there is a whole page of the upcoming events but it is not specified if it is for the public or for membership,	Yes, there are public events, users register by entering name and emails + number of attendees

	membership, but each program or event has special conditions for registration				
Center Services (consulting-business support-training)	provided services:-Mentorship -Funding Support -Digital Perks	No	No	No	No
the amenities provided (Printer-WiFi-Projector-Screen)	No Not well explained	Yes they are provide WiFi, lockers, smoking room, office equipment, Hospitality Corner	Yes, there is a section quickly explaining amenities with icons	each room offers its own services that are slightly different from the other	Yes, there's a section briefly explaining amenities for each branch
General information (Opening hours-location)	There is information about the locations of the branches, but no information about opening hours	Yes there is information about opening hours-There is a written description of the location	No information about opening hours or location	No information about opening hours or location	Yes, there are information about the locations of the branches, but not the opening hours
Memberships	There are no memberships	There are no memberships	Yes, membership cards are available (In terms of getting updates)	There are no memberships	Yes, there are multiple membership options to suit users lifestyles(in terms of booking)
Book a tour	No This service does not exist.	No This service does not exist.	Yes, users can book for a tour by filling a form	Yes, users can book for a tour by filling a form	Yes, there's a section for tour booking which can be easily done via calendly forms
Networks (A section for partners)	Yes there is a section for partners	No	Yes, there is a section showcasing business partners	No	No space in the website is located for partner acknowledgements
Calendar	Yes Awesome calendar view	No This feature doesn't exist	Yes, there's an event calendar but it's empty	Yes, there's an event calendar but it's empty	No, this feature does not exist

Languages English-Arabic	Yes, English and Arabic available	No, English only	Yes, English and Arabic available	Yes, English and Arabic available	English only
Reviews section	No This feature doesn't exist	yes There is a section of what their visitors said and review	No section for user reviews or testimonies	No section for user reviews	Yes. a section at the end of the home page was dedicated for user reviews and testimonies
Duration of (time plan) for the event	Yes There is a time plan that includes date, month, days, hours and content	No	No events are currently available, but there is information about the dates of past events	Yes, events information are well describes with descriptions, titles, time and date	Yes, events information are well describes with descriptions, titles, time and date
Search bar	No This feature doesn't exist	Yes	No	No	No
contact info	No The method of contact them is by filling out the form and sending it	Yes There are several contact information, phone, e-mail, and social media	Users can contact the business via instagram or filling a form	Yes users can contact the business via social media	Yes, users can contact the business via filling a form, or social media
About us	Yes There is a whole page about it	A little bit of information and it disappears quickly, and it's also in the footer section	Yes, there's a brief section dedicated for "About us", and a whole page for the vision, mission, and values	A little bit of information	Bamboo's goals. values are explained throughout the home page but there is no direct section dedicated for "About is"
chatbot	No	No	No	No	No
FAQ	Yes on each page of the events or programs, there are questions related to the topic of the program	No	No	No	Yes, there is a section dedicated for frequently asked questions
Account	Yes	Yes	Yes	Yes	Yes

3.1.1 C&C Findings

- Competitors are including multiple package options to ensure flexibility and accommodation of different visitor needs.
- Competitors are elaborating on spaces to reserve with pictures, description of the space, and via filling a form.
- Competitors include images and pictures describing the place from inside to give visitors visualization of the space.
- Videos explaining the space from inside are sometimes present, but competitors are neglecting them, not giving them much importance (Doesn't work-Unavailable-present at the end of the page).
- Information about the spaces from inside as well as services is very important to add and elaborate on.
- Events are well described (title, description, date, time) amongst competitors, and their registration process is via filling a form.
- Center services (Consulting, business audition) is not a point of focus within direct competitors.
- Direct competitors are including a section quickly and briefly mentioning services (White boards-wifi-coffee) using simple icon visuals.
- Direct competitors are including a section quickly and briefly mentioning services (White boards-wifi-coffee) using simple icon visuals.
- Memberships are defined differently amongst competitors, with some being the opt in system , and others being monthly packages.
- Most direct competitors include a service for booking a tour visit.
- Most competitors are dedicating a section for partner acknowledgements, where they briefly showcase names and logos of their partners.
- Competitors whose spaces are focused mainly for events are showcasing excellent, easy to read and use events calendars.

- Bit is best practice to support both English and Arabic languages.
- Most competitors are including a small section for user reviews (What our visitors say or testimonials) at the end of the home page.
- Events are well described.
- Competitors are not including a search bar for their websites.
- Competitors include multiple contact us options, with the main method being filling a form to send a message.
- An about us section, explaining and elaborating on the business goals, values, services is always available and is an important addition amongst all competitors.
- Chatbots are not utilized by competitors.
- Local/direct competitors are not including a section for frequently asked questions.
- Competitors include a feature for user accounts.
- Filtering and sorting options are not utilized by competitors.

3.2 Lemrs Heuristic evaluation:

The Lemers heuristic evaluation helped us to determine the usability issues in the user interface (UI) design of competitors' user experiences. The primary purpose of heuristic evaluations is to uncover any issues with user interface design and to help us optimize usability by minimizing design deficiencies. The evaluation was key in evaluating what exists, and determining what to do and what to avoid. As a result, it assisted us in ensuring the effectiveness of the digital device's interface. We performed a heuristic evaluation on competitors of the City Hub as follows:

CODE

About

CODE is a 501(c)(3) non-profit organization that is dedicated to providing a world-class digital experience for its members and the public. CODE is a leading organization in the field of digital experience and is committed to providing a world-class digital experience for its members and the public.

Important information are stated in the home screen.

Objectives

- 1. Increase the number of members who are active in the organization.
- 2. Increase the number of members who are active in the organization.
- 3. Increase the number of members who are active in the organization.
- 4. Increase the number of members who are active in the organization.
- 5. Increase the number of members who are active in the organization.

Targeted Audience

- 1. Members
- 2. Staff
- 3. Volunteers

No information about services (while boards with coffee) is provided.

1	2	3	4
Submitting the request	Reviewing the request	Confirming the request	Processing the request

FAQs

What is the purpose of the organization?	1
What are the requirements of the members?	2
What are the requirements of the members?	3

FAQ section holds the aim to save time for the users.

Provide information about the services they offer in the center

Thank you for your submission! We will contact you within 24 hours to discuss your submission.

Provide calendar view to know the events/activities available in a specific month, and an easy booking process.

Provide information about each sections in the center

Errors are not handled very well

System keep return error about what action they are taking through program for when they register for an event/activities.

Log in

Don't have an account? [Sign up here](#)

- 1. Email is required
- 2. Password is required
- 3. Multi question is required

Log in

Email

Password

Remember me

Log in

Forgot your password?

Sign up

does not provide instant input validation

az workspace

Shared Offices

The website is obvious. Important information are stated in the home screen.

270m² total working space

Coworking Subscriptions

When you click on the Get Workspace button, it does not open a page but rather reloads the home page.

Booking a workspace or events is unclear.

Upcoming events

When you click on any button, it does not open a page but rather reloads the home page.

Space for Freelancers and Creative People

They specify who is the beneficiary of the services on the home page of this center.

Meet our hub space

Open space

We care about visitors

Provide information about the services they offer in this center

Car Parking

Smoking Room

Office Equipment

Meetings Room

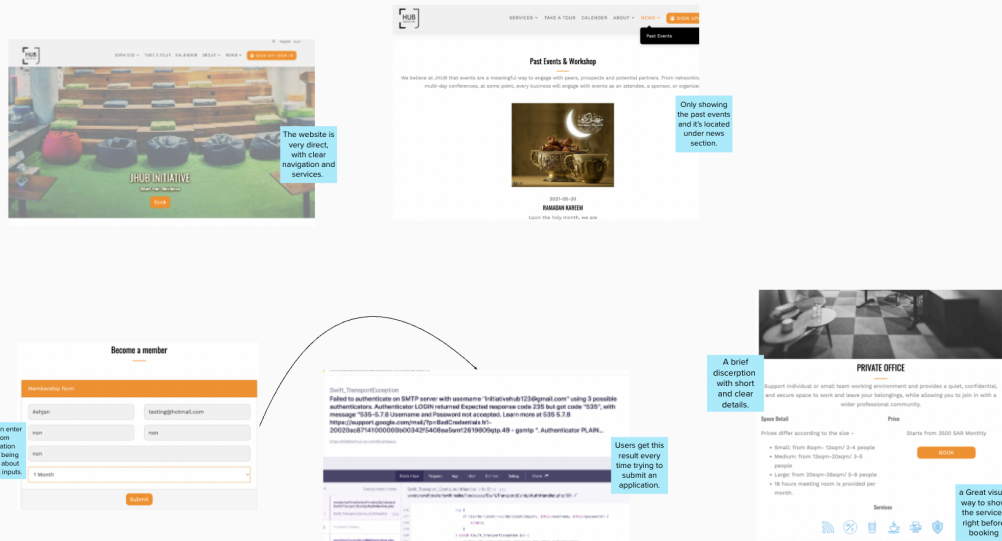
My account

Login

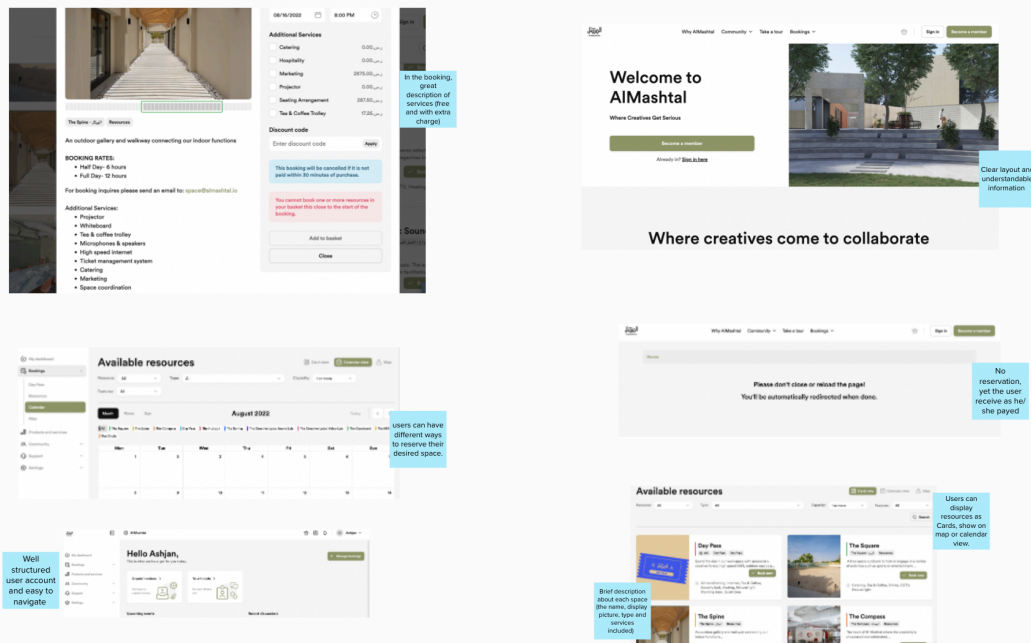
does not provide instant input validation

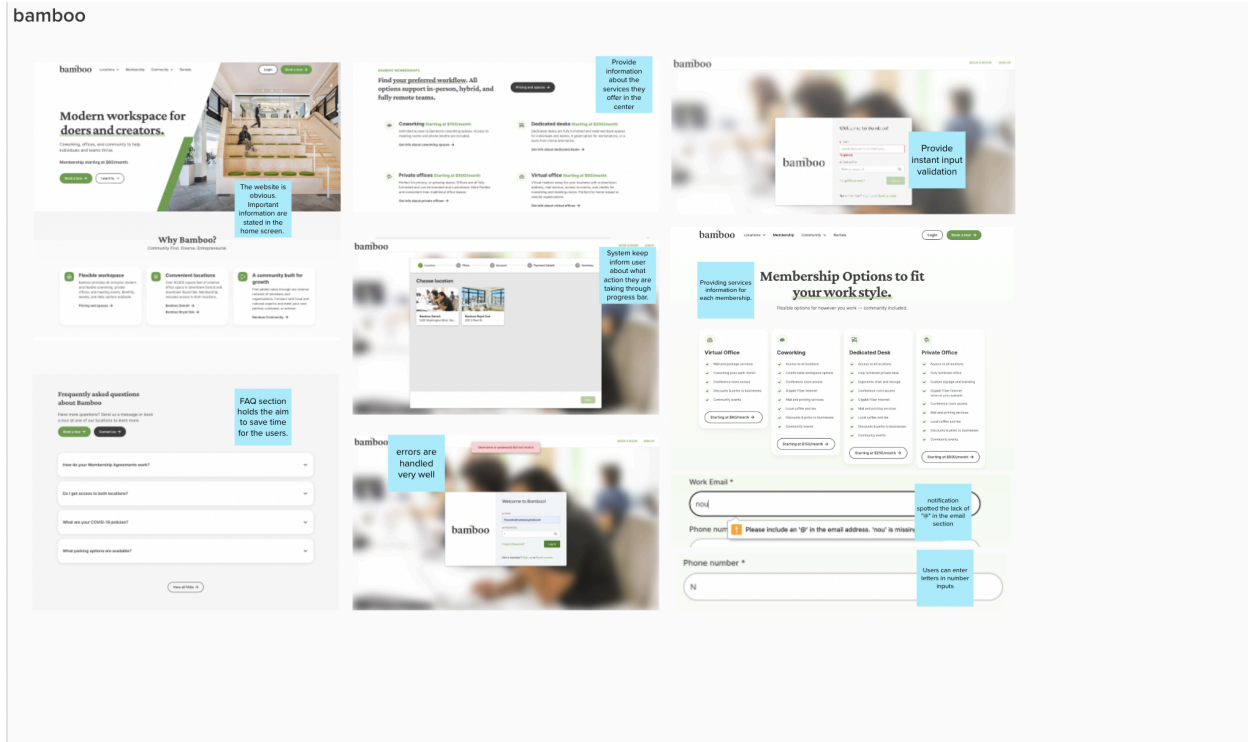
No option to create an account

JHUB



Almashtal





3.2.1 Lemrs Heuristic evaluation Findings:

	code	az workspace	JHUB	al mashtal	bamboo
Learnability	5	5	5	5	5
Efficiency	2	1	3	3	4
Memorability	5	4	5	4	5
Error Management	2	1	1	2	1
Satisfaction	2	1	3	3	4

- Include important information such as services, targeted audience, Programs & Events, in the home page.
- Ensure that all information is easy to reach.
- Include contact information, make the user feel connected.
- Include auto replies for forms.
- Provide users with a clear booking process.
- Setting clear and accurate subscription plans is part of an honest subscription strategy.

- Include good error management, especially when sending forms. Poor error management with forms that depend on the business to contact the user can lead to consequences of the business never contacting the user due to false information.
- If users can perform multiple tasks in the website, then make sure they are equal in efficiency and quality.
- Back to Top button in the lower right side of the page. (When users get at the bottom of a really long page, they often will need to get back to the top).
- Simple comprehensive UI makes the website simple and easy to use.
- If there are multiple tasks (booking events, renting, memberships), adopt good IA for users to not get mixed up with tasks.
- The calendar makes it easy for users to know the events/workshops available in a specific month, and an easy booking process.
- FAQs are a crucial point of communication with site's users.
- System should keep informed users about what action they are taking through the progress bar when they register for an event/ workshop.
- Information about the location of the space should not be missed.
- Avoid "No going back" or "dead end" pages.

3. The User Research

To be able to understand our users regarding their motivations, concerns, and behaviors, we conducted user research on our target audience.

Target audience:

- Individuals living in Riyadh or willing to go to Riyadh 18 or above, a student/graduate in one or more misk programs or related to misk in any form needs or prefers a physical space for studying/workshops.
- Individuals who are interested in going to the City hub, or have visited the City hub.

Gender : Male & Female

Goals :

- Understand their motivation and goal.
- Understand the need for physical community.
- Understand their frustrations when visiting co working spaces web page.
- get to know their personality and interests.
- understand the current user journey to the city hub.
- find direct and indirect competitors.

20 questions were asked to 25 interviewees in order to extract qualitative data from our targeted users while not directing them to a specific answer. Questions asked are as follows:

- 1- Tell me more about yourself [Warm-up Question]
- 2- Do you prefer to study/work and do tasks at home or outside? Why?
- 3- If you're working in a group. Have you ever felt the need to meet with your groups in person?
- 4- Do you struggle to find a quiet space to work on your projects and assignments for Misk?
- 5- As an entrepreneur, would you like to take your team to gather
- 6- Have you ever visited or attended any events in hubs? a co-working space?
-Tell us about your experience

- What motivates you to use and go to co-working space?
 - What kind of services do you need?
- 7- Have you ever rented/reserved a work space before?
 - What did you like and hate about it?
 - What difficulties or challenges did you encounter in finding suitable co-working spaces?
 - Why did you rent it/go there?
 - When booking a space how will your process go?
 - Do you take a tour before renting the place? read more about it? How long before you decide?
 - 8- If Misk had a physical space where their community can collaborate, learn together, and inspire one another, how would you imagine this place?
 - 9- What do you know about the city hub?
 - 10- How did you know about the city hub?
 - 11- Did you need to know more information? If yes, how did you get the information?
 - 12- What did you need to know about the city hub?
 - 13- Why did you go to the city hub?
 - 14- What got you excited and motivated to visit the city hub?
 - 15- Before you went there, what did you expect to find there?
 - 16- If you visited an event in the city hub, How was your event booking process?
 - 17- Describe your experience/process in Misk city hub?
 - What annoyed you the most?
 - What did you enjoy the most?
 - 18- How did you benefit from the services (offerings) of Misk city hub?
 - 19- Give your feedback regarding your experience?
 - 20- Would you go again? Explain

Each of the 25 interviewees provided excellent insightful responses as follows:

After sorting and categorizing their inputs under different themes, we documented all the results on one board and started thinking about affinity mapping. 24 areas of user insights were found, and the following affinity map was created:



3.1 User Insights

- Users are finding the booking experience to the city to be easy and direct.
- Users are very interested to visit the city hub due to the great image of Misk.
- Users who visited the city hub were impressed and are excited to visit again.
- Users were confused at entry to the city hub.
- Users are young, fresh comers to the work field who are aware about Misk programs.
- Users are not finding enough descriptive information that help them visualize the feel of the city hub in the Misk hub website.
- Users need general and specific information about the city hub, including its services, and facilities.
- Users are imagining the city hub to be a place of making connections with people, where they can do things and talk about their similar interests.
- Users are motivated to go to the city hub to expand their knowledge and communicate with the community.
- Users need convenient services like stationary, printers, projectors, wifi, coffee, multiple spaces.
- Users understand the city hub as a place for connecting with the community through events.
- Users were aware about the City hub from social media and from the programs they were enrolled in in Misk.
- Users are finding group meetings outside to be more interactive and effective in elevating the team's energy.
- Users are frustrated about the city hub's crowdedness, noise, and organization.

- Users prefer going to co-working spaces to seek motivation and feel productive through the positive ambience of the space.
- Users who work from home do not like the distractions and noise in co-working spaces.
- Users are motivated and attracted to attend events in different co-working spaces to learn and expand their knowledge.
- Users do not like co working spaces that lack convenient services, are crowded, noisy, and full of distraction.
- Users are looking for quiet coworking spaces.
- Users are quickly searching about the services in the co-working space and go in short notice.
- Users prefer to be clearly informed and guided about the facilities of the place before booking and appreciate when co-working space facilities are clearly self-explanatory.
- Users are loving the amount of information and resources present in the events on the city hub.
- Users are making use of the people and the community of the city hub to expand their community.

3.2 The Persona

Our research gave us a lot of insights to take into consideration and with our user interviews, we came up with the persona. Yasmeena the learning entrepreneur.



Yasmeena is a 25-year-old learning entrepreneur. She is a fresh graduate who holds a Bachelor's degree in information technology, she works as a technology solutions designer and has a dream of being an entrepreneur. She wishes to expand her knowledge further to evolve and grow her idea and become an entrepreneur one day. She loves being in enriching environments where she can grow, learn, and spread motivation to gain innovation.

3.2.1 Personality:

Extrovert - Loves networking - likes to kick start conversations - does not like being interrupted - loves attending events - loves learning - appreciates working quietly - does not not like crowded places - needs to be informed and guided - gets attracted to places of youth - searches for information quickly - plans in short notice.

3.2.2 Yasmeena's Motivations:

- Get attracted to spaces of youth.
- Loves to learn and hear from other people's experiences.

- Loves the freedom of having multiple things happening at the same time.
- Loves being around people like her, who work and communicate to enhance their careers and connect and benefit other people.
- Wants to learn and keep learning and expand her knowledge.

3.2.3 Yasmeena's pain points:

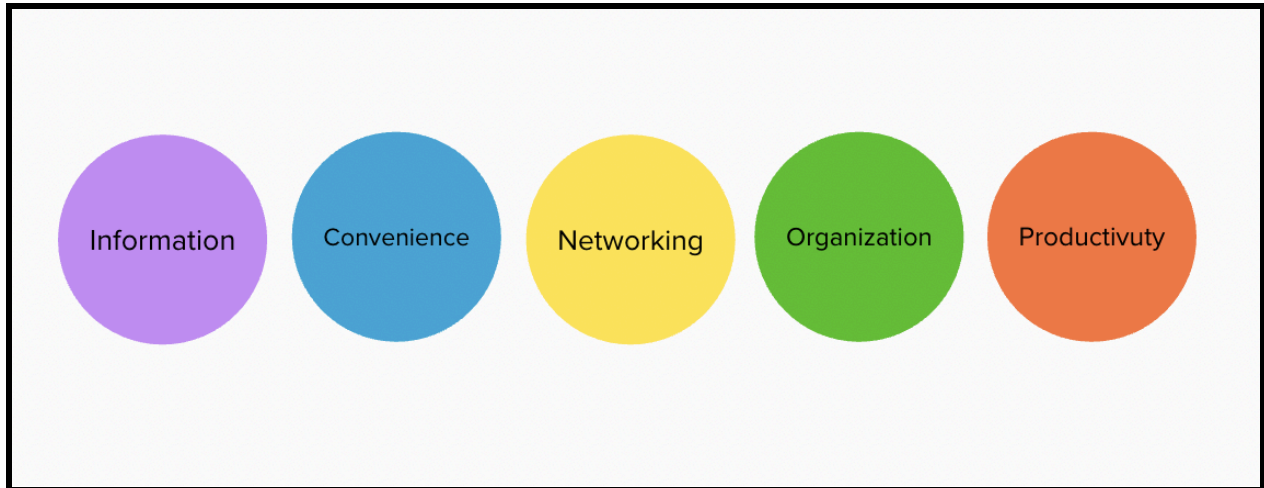
- Get frustrated from unclear, unorganized processes.
- Does not like crowded and overpopulated spaces.
- Gets interrupted when she's working and having someone talk to her.
- Does not like loud noises.
- Does not like to feel awkward/unwelcomed.

3.2.4 Yasmeena's needs:

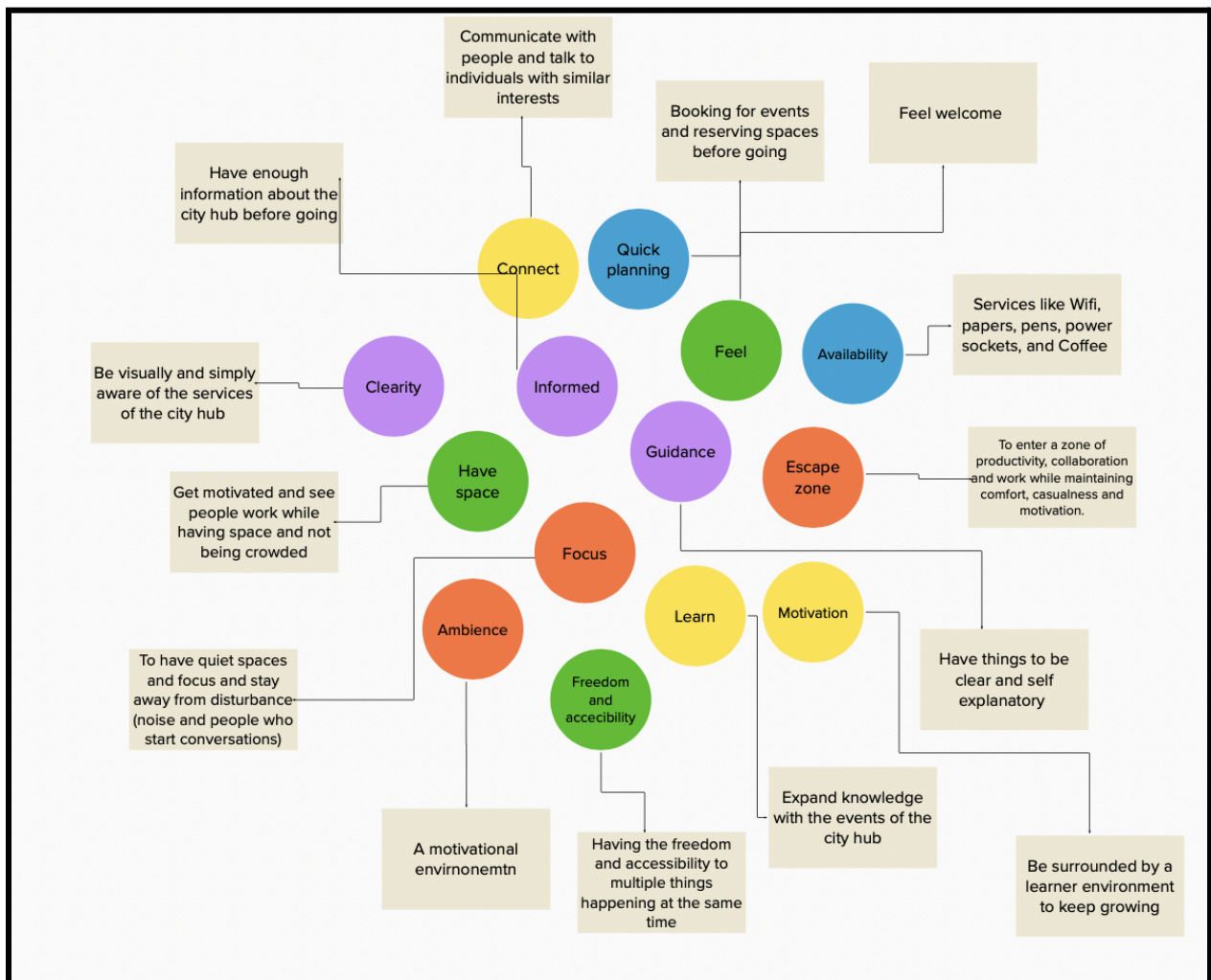
- Needs enough information and guidance and appreciates when things are self-explanatory.
- Needs things to be quick, convenient, easy, and smooth (services).
- Needs to meet new people who share her similar interests to learn, connect and expand her resources.
- Needs an organized environment.
- Needs to be productive and focused, working in a motivational comfortable environment.

Yasmeena's Needs can be Simplified in the following five categories:

After capturing the problem and understanding Yasmeena, we narrowed down Yasmeena's needs.



The following diagram further elaborates on Yasmeena's Needs:



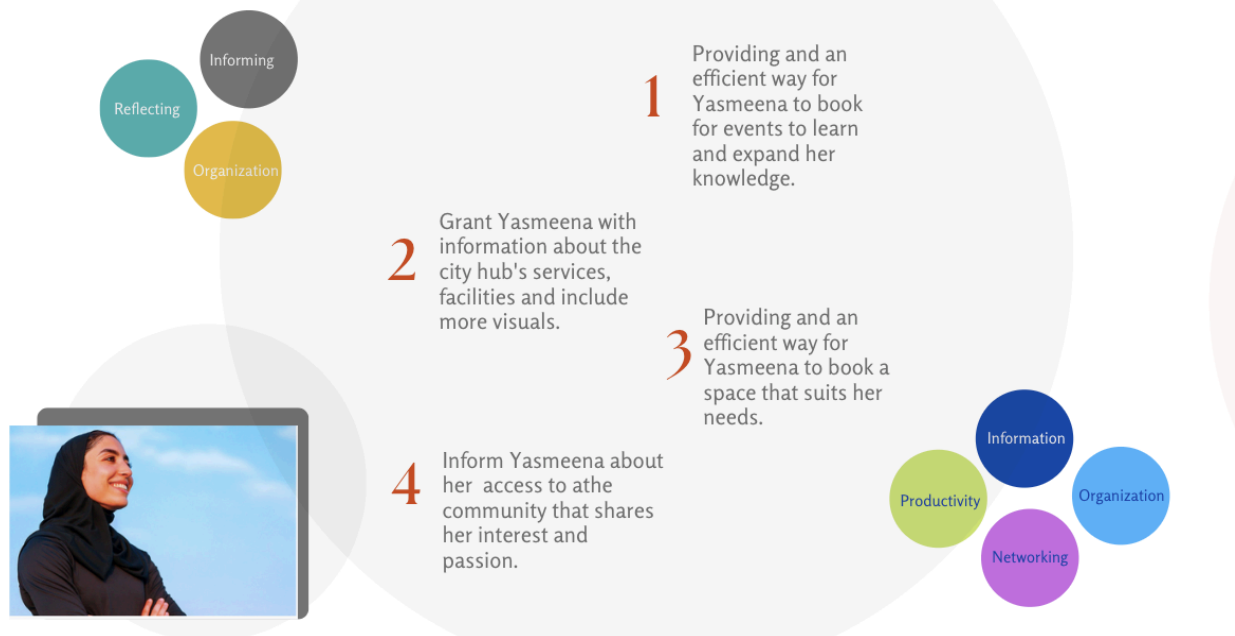
3.3 Problem statement

Misk beneficiaries who are searching for a place to learn, work and connect are not well informed about the city hub's services when they want to visit it. Our solution should provide a way for them to get informed about the City hub and be able to utilize its services by reserving events and spaces conveniently.

3.4 Solution Statement

Provide Yasmeena with information that reflects the feel of the city hub through the website:

Our Solution to Yasmeena



- **Information:** Grant Yasmeena with enough information about the city hub's services, and facilities.
- **Visuals:** Give Yasmeena more visuals and images about the space to help her get a feel of the city hub's ambience and scope before even going.

- **Book Events:** Providing an efficient way for Yasmeena to book for events to learn and expand her knowledge.
- **Reserve Spaces:** Providing an efficient way for Yasmeena to book a space that suits her needs.
- **Communicate:** Give Yasmeena an access to a community that shares her interest and passion.

3.5 Business Needs vs User Needs

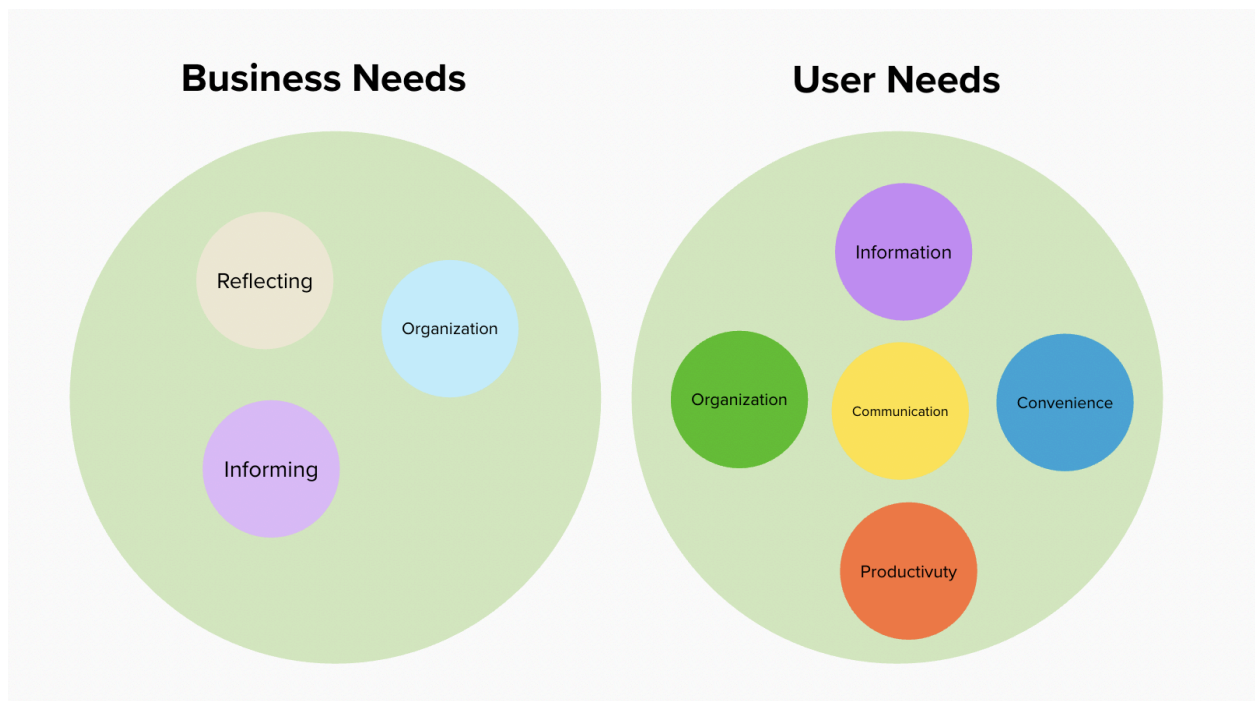
An effective UX solution requires balancing business and user demands in a product. When a product meets the demands of its consumers, the needs of the business benefit as well. In the graphic below, we analyze the effect of UX in creating a balance between business and user expectations.

3.5.1 The Business Needs:

- Reflect the experience of the city hub in its web page and in the city hub website.
- Organize an easy process for users to reserve spaces and events conveniently.
- Inform users about the city hub.

3.5.2 The Users Needs:

- Needs enough information and guidance and appreciates when things are self-explanatory.
- Needs things to be quick, convenient, easy, and smooth.
- Needs to meet new people who share her similar interests to learn, connect and expand resources.
- Needs an organized environment.
- Needs to be productive and focused, and to work in a motivational comfortable environment.



3.6 Feature Ideation

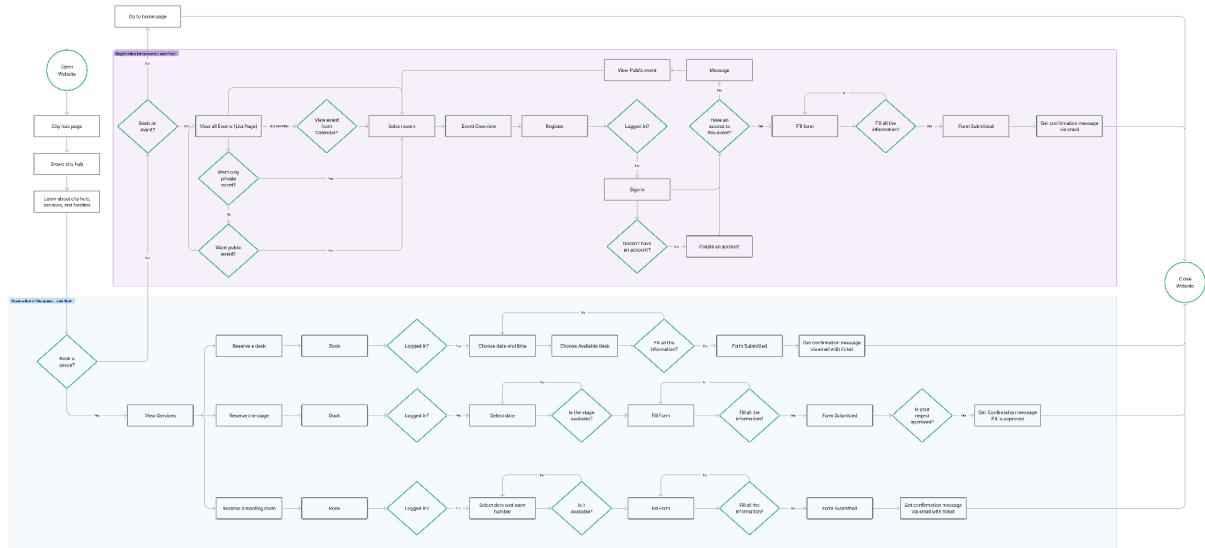
Now that we have a bird eye view on the business and the users. We developed the solution that fulfills the needs of both the business and the users. Features that will deliver the solution to Yasmeena were developed to ensure and cover both her needs and the business's needs. After



4. Design

4.1 User Flow

Design the user flow, where we wanted to properly guide the user throughout the website.

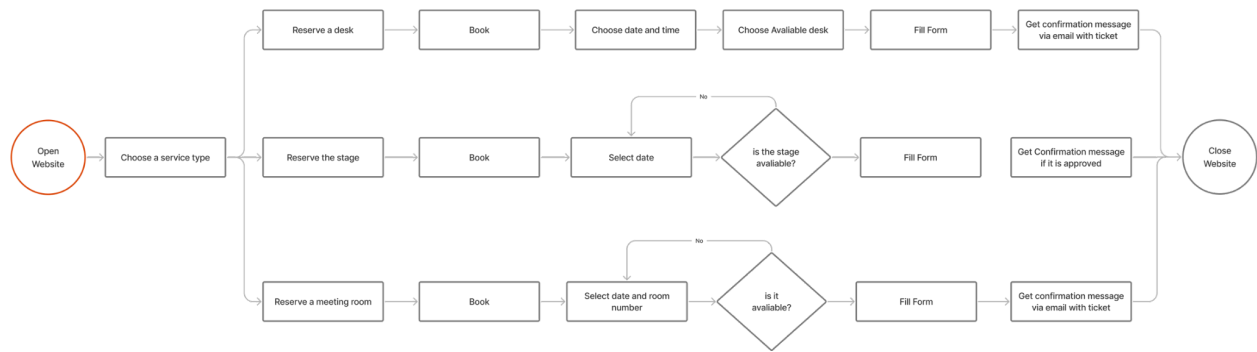


4.2 Task Flow

4.2.1 Event Registration Task Flow

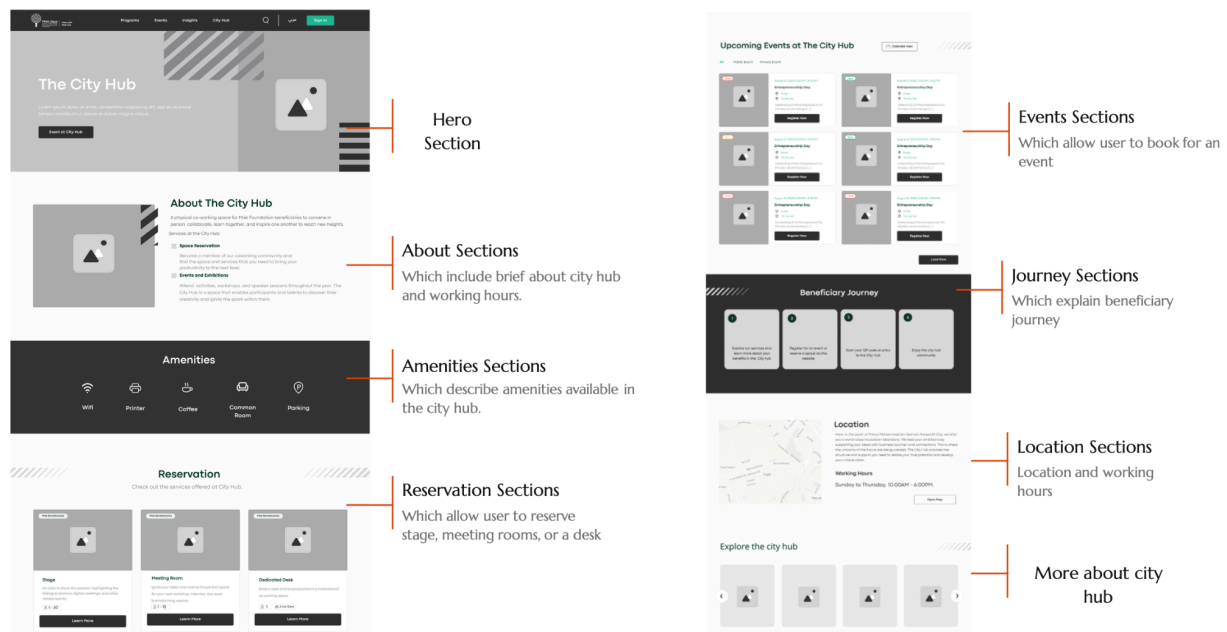


4.2.2 Services Reservation Task Flow

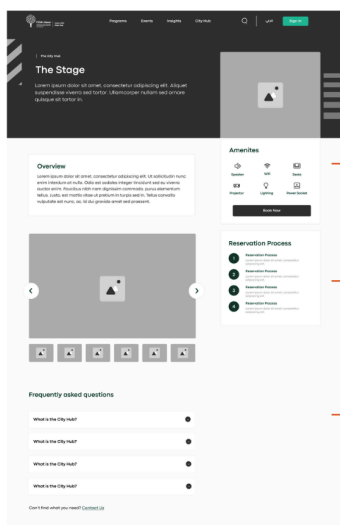


4.3 The Mid-Fidelity wireframes

City Hub Home Page:



4.3.1 Stage Reservation Page:



The Stage

Overview

Amenities

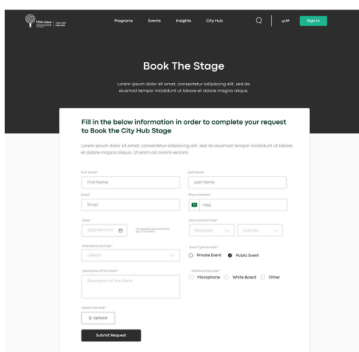
Reservation Process

Frequently asked questions

Stage Overview & amenities

Process
Which describe process to reserve the stage

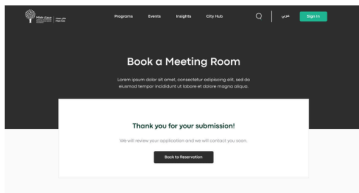
FAQ's
To answer frequently asked questions about stage reservations



Book The Stage

Fill in the below information in order to complete your request to Book the City Hub Stage

Book Stage Form
which allow user to send request to book the stage

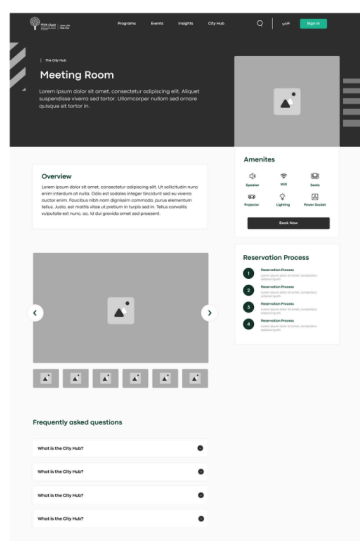


Book a Meeting Room

Thank you for your submission!

Confirmation Message

4.3.2 Meeting room Reservation Page:



Meeting Room

Overview

Amenities

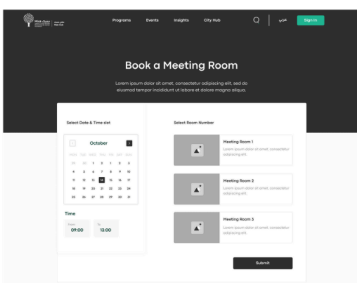
Reservation Process

Frequently asked questions

Meeting room Overview & amenities

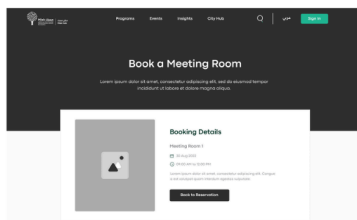
Process
Which describe process to reserve the room

FAQ's
To answer frequently asked questions about meeting room reservations



Book a Meeting Room

Meeting room booking
which allow user to book a meeting room

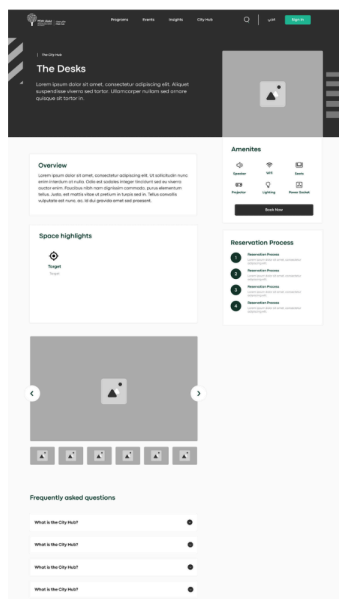


Book a Meeting Room

Booking Details

Confirmation Message

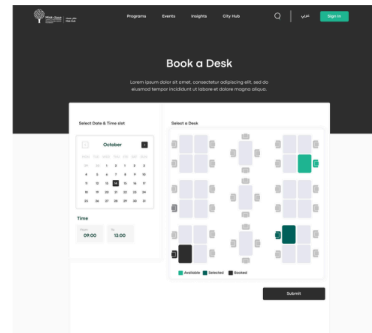
4.3.3 Desk Reservation Page:



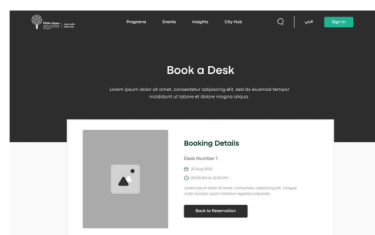
Desks Overview & amenities

Process
Which describe process to book a desk

FAQ's
To answer frequently asked questions about meeting room reservations

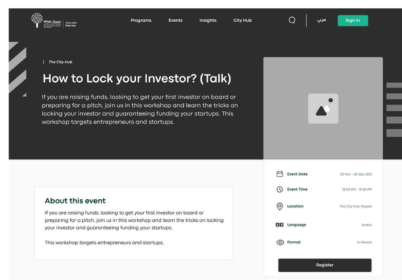


Desk booking
which allow user to book a desk.

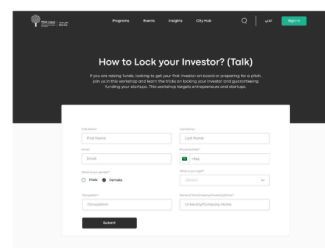


Confirmation Message

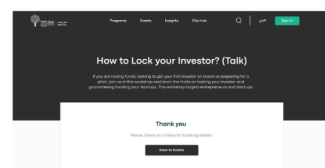
4.3.4 Event Page:



Event Overview & event details



Event Form



Confirmation Message

5. User Testing

5.1 Test goals:

1. Identify the pain points of users when interacting with the prototype.
2. Identify areas of improvement in navigation, content, design, and usability for creating better interactions.

Total number of participants: 20 Participants.

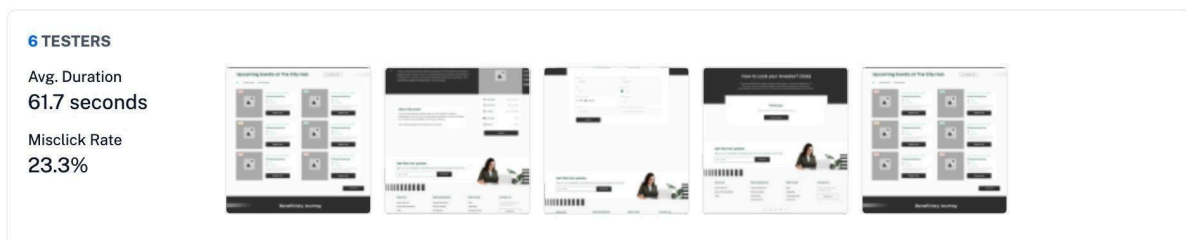
5.2 The testing Result:

Task1: Register for an event:

Direct Success Testers who completed the mission via the expected path(s). 66.7% 6 TESTERS	Indirect Success Testers who completed the mission via unexpected paths. 33.3% 3 TESTERS	Give-up / Bounce Testers who left or gave up the mission. 0% 0 TESTERS
---	---	---

Aggregated paths

Click to see the heatmaps for each path



Task2: Reserve a Meeting Room:

Direct Success Testers who completed the mission via the expected path(s). 88.9% 8 TESTERS	Indirect Success Testers who completed the mission via unexpected paths. 11.1% 1 TESTERS	Give-up / Bounce Testers who left or gave up the mission. 0% 0 TESTERS
---	---	---

Aggregated paths

Click to see the heatmaps for each path

8 TESTERS
Avg. Duration
61.9 seconds
Misclick Rate
15%



Task3: Reserve a Desk:

Direct Success Testers who completed the mission via the expected path(s). 100% 9 TESTERS	Indirect Success Testers who completed the mission via unexpected paths. 0% 0 TESTERS	Give-up / Bounce Testers who left or gave up the mission. 0% 0 TESTERS
--	--	---

Aggregated paths

Click to see the heatmaps for each path

9 TESTERS
Avg. Duration
56.8 seconds
Misclick Rate
19.4%



Task4: Reserve The Stage:

Direct Success Testers who completed the mission via the expected path(s). 88.9% 8 TESTERS	Indirect Success Testers who completed the mission via unexpected paths. 11.1% 1 TESTERS	Give-up / Bounce Testers who left or gave up the mission. 0% 0 TESTERS
--	--	--

Aggregated paths

Click to see the heatmaps for each path

8 TESTERS

Avg. Duration

54.0 seconds

Misclick Rate

7.5%



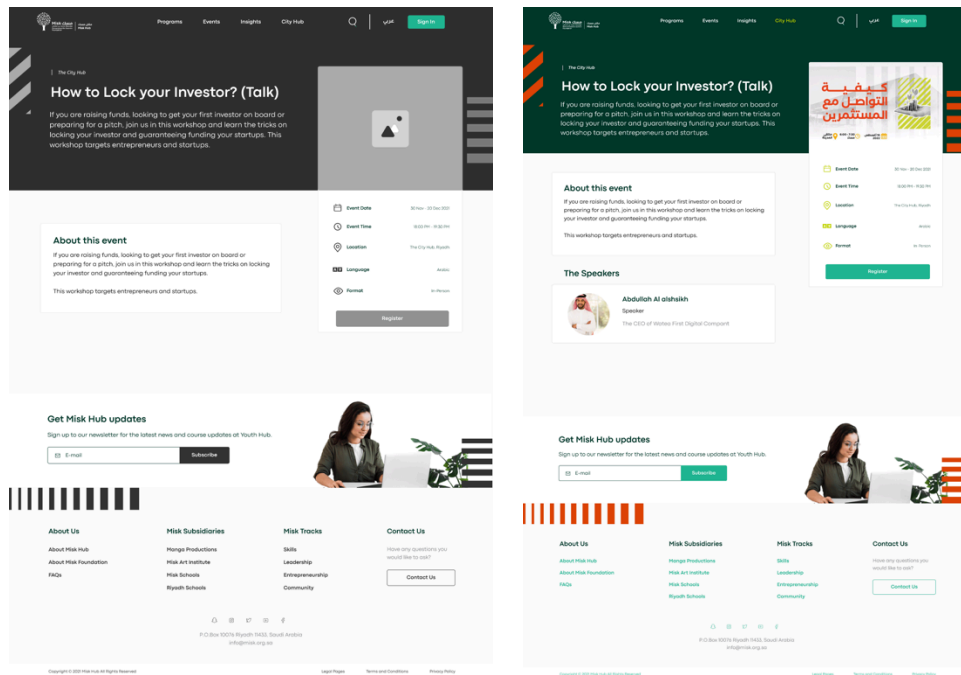
5.3 The UT Insights:

★	Quote	Tested
★	عدة نقاط 1- وجود صور توضيحية لكل مكان 2- بيان التفاصيل من تاريخ- وقتو- 3- بعد ارفاق الطلب الرسالة النهائية موضحة التفاصيل- وهل كل حجز سيوضح له الخدمات بالمكان من طعام وقهوة وغيره لدي تساؤل بالنسبة للالوان هل ستكون ملونة كثر - المستهدف MVP تشكرو فعلا على هذه التفاصيل والوصول الى ابدا ع نتطلع له ,, ونتطلع لوجود ملتقى مدينة او اماكن مثل هذه في باقي المملكة "	Tester #108925798 August 23rd 2022, 5:17:06 pm
★	"Amazing job, simple and clean design, the home page contain sufficient information, but 1-when i reserve the stage i want to know if there is any fees, is the public event has a fees? 2-difference between three meeting room 3-in desk booking page i suggest the booked desk to be in red. Good luck"	Tester #108925407 August 23rd 2022, 5:14:04 pm
★	"Wow its Amazing Design, I've some suggestions First in selected event page (talks) does not clear. Second after book an event I prefer to have booking detail rather than check my email. Third in Stage booking form, upload slide is not clear, is it the content that I'll present? Fourth in meeting room, what's the difference between them? Last thing is in home page I prefer to have (more about city hub after about section because I want to read about the place and see the images, and journey section is better if it was after the about, and location is the last. that's it, great job Mashaallah "	Tester #108904596 August 23rd 2022, 3:19:53 pm
★	"Very clear and clean design! i love it, but too much scrolling, another things is i can't find the difference between room 1, 2, and 3. Good job guys!"	Tester #108881482 August 23rd 2022, 2:11:23 pm
★	"."	Tester #70391538 August 23rd 2022, 1:39:21 pm
★	"The City Hub's homepage was designed perfectly. It has truly exceeded my expectations. I personally liked how unbelievably easy the process was! Everything is made simple and direct, including detailed information about events, meeting rooms, and desks that are easy to find and are rightly placed. I believe users won't face any difficulty in making a reservation on the City Hub's website. Well done!"	Tester #108844867 August 23rd 2022, 11:35:40 am
★	"Enough information - font size need to be change"	Tester #47254169 August 23rd 2022, 10:43:31 am
★	"."	Tester #108798189 August 23rd 2022, 8:15:50 am

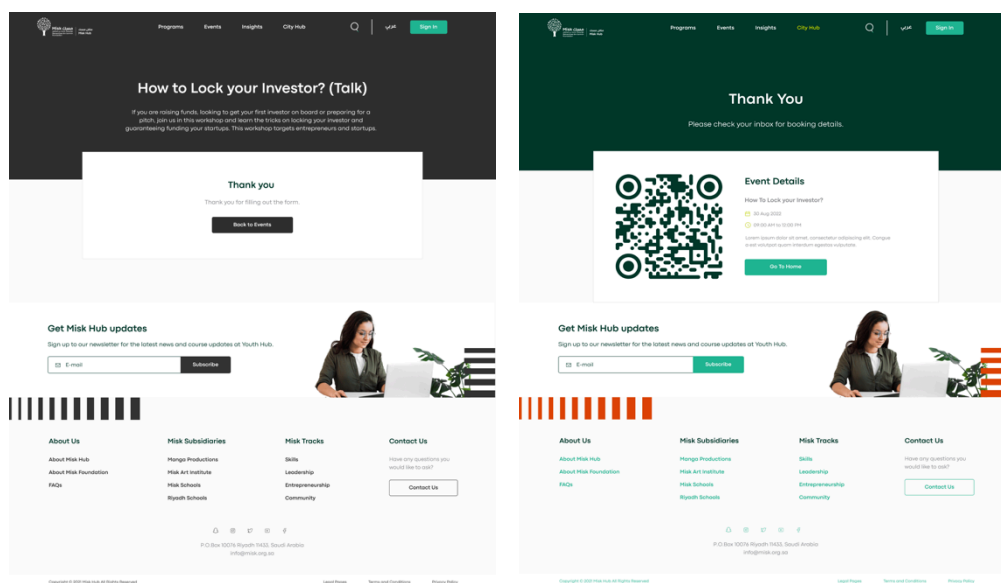
5.4 Feedback changes:

After the testing, we changed the following:

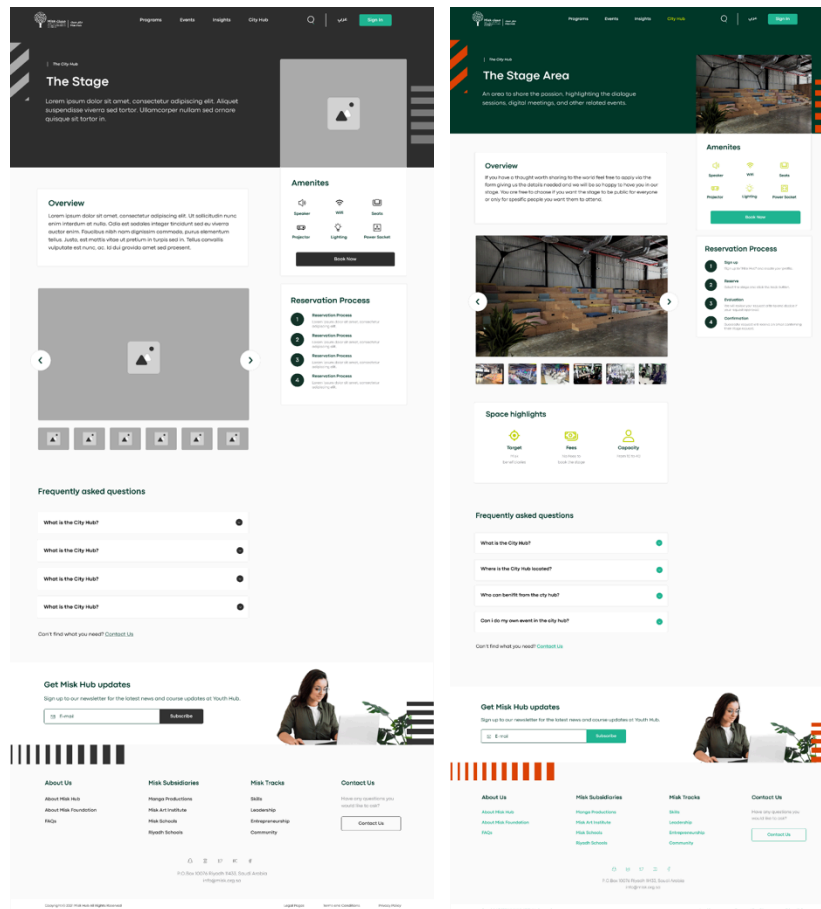
1. in the event page, we added the speaker's information.



2. after the user registers for any event, instead of a thank you message, we added the event details.



- in a reservation page, either a stage, meeting room, or desk, we added a section, to clarify target, fees, and the capacity of the space.



6. Next step

- Add a section for 360 views of the space.
- Connection to Misk community.

7. Suggested Solutions to the City Hub, small additions, big changes.

Through the research, an excellent understanding of the user needs, experiences and behaviors was developed. We developed some suggested solutions to the users physical experience in the City hub, that will indeed serve their needs and further enhance their journey inside the hub.

1- Stationery

Upon our research, we found that there was a pattern, and an area where users agreed that having stationary, such as sticky notes, papers, and pens is indeed a need, and having it around enhances their experience and adds to their productivity and convenience.

2- Do not disturb cards

Users were found to be motivated by connecting and meeting new people in order to gain and learn from their experiences, but they were also individuals who are looking for a place to focus and be as productive as possible, and so having do not disturb card that they can wear in order to inform other creative members of the city hub to not kick a conversation will enhance the experience exponentially. The card may be flipped to showcase a “Talk to me” side, where visitors of the city hub can kick start a conversation and break the ice of wanting to talk to a new individual.

3- Challenge, meet 5 people and find 1 that shares your interest.

To help and motivate users to make connections in the community of the city hub, having challenges that motivate users in meeting new people will help them expand their community and learn from the creative members around them. The idea of the challenge is to give creative members of the city hub a card, where they can write their name, interest, and a fun fact about themselves, and so they can look around the City hub, looking for other creative members and making connections in a fun, genuine way.

4- Table Discussions

A table, a paper! Users are going to co working spaces to make connections with people who share similar interests, and so having different table with each one having one subject printed on a paper, where users can come and sit and talk about the subject they like will elevate the community and will engage creative members of the city hub of other peers who share similar interests

8. Conclusion

In conclusion, Misk City Hub is a physical co working space where **Misk Foundation beneficiaries** can meet in person to collaborate, learn, and motivate one another to achieve greater success. This research evaluated the business needs for this space and how it relates to Misk Hub, and resulted in a design that reflects the existing experience of the City hub in an informative way for users. Results have indeed shown that users were well informed about the services of the City hub after utilizing our solution, in comparison to the current webpage of the City hub.