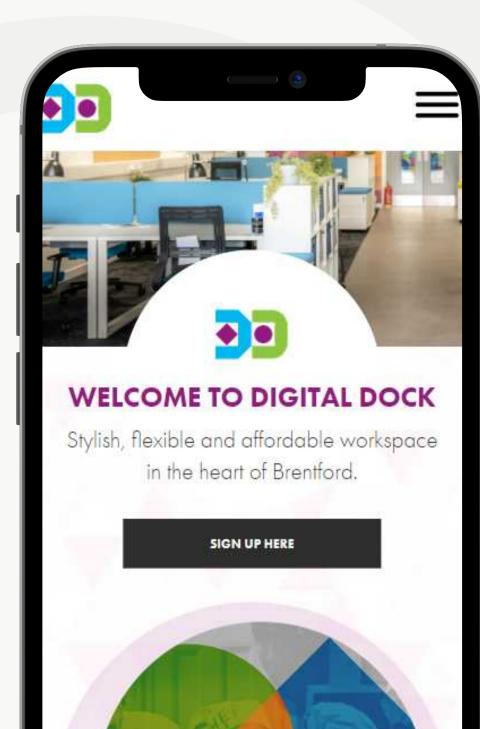
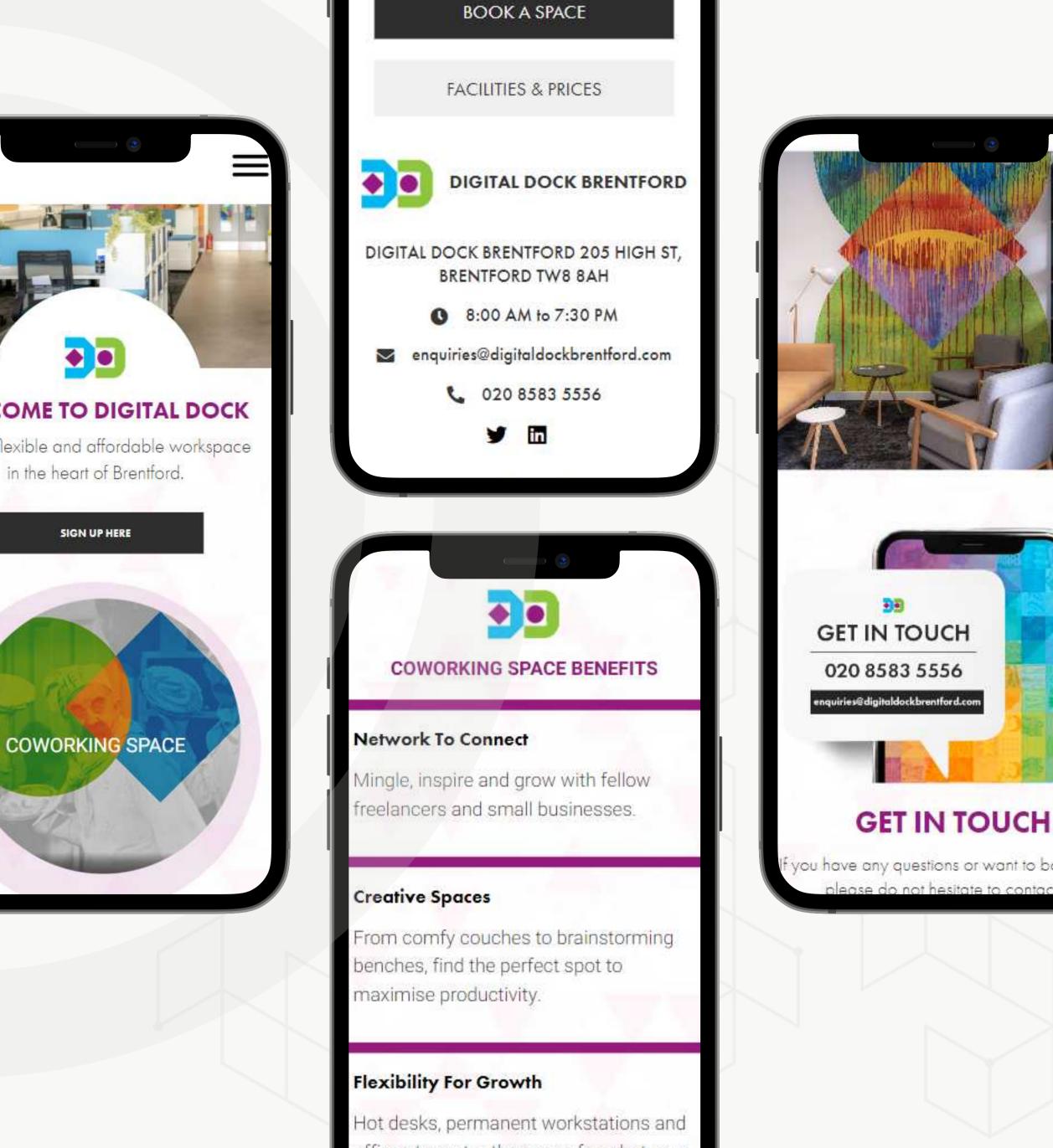
# **Digital Dock**

Digital Dock is Hounslow Council's first-ever affordable co-working space in Brentford, supporting small businesses, freelancers, and homeworkers. It provides facilities for media and digital tech players and integrates with Nexudus for automated operations. The project goal was to change the website design and integrate Nexudus.



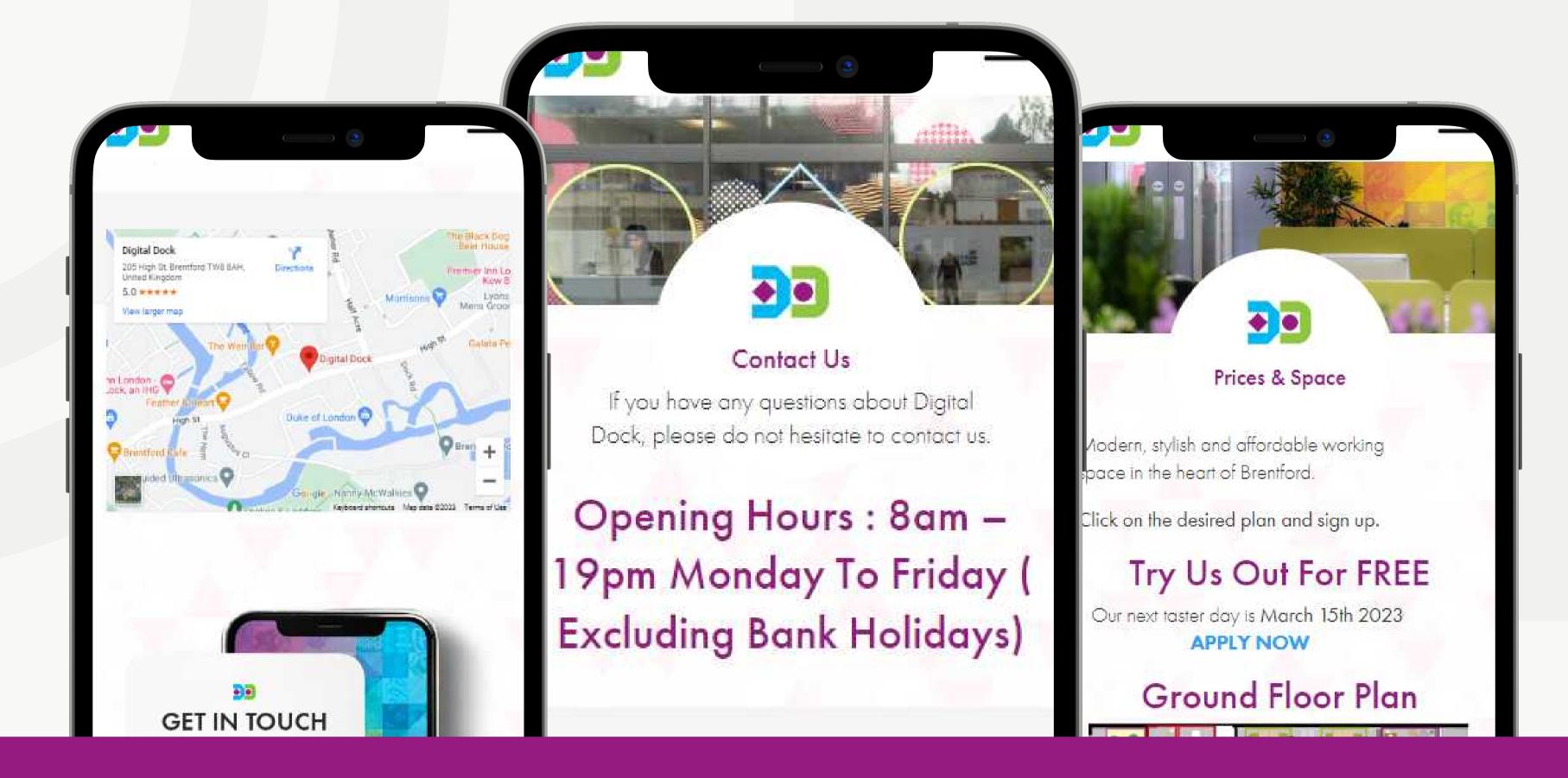


# **The Problem**

The primary challenge faced during the project was to seamlessly integrate Nexudus with the website to provide a better environment for the users. Nexudus was an essential tool for managing the bookings and meeting rooms, which were the main purpose of Digital Dock. The challenge was to ensure that the integration was done without any disruption in services or user experience.

# The Goal

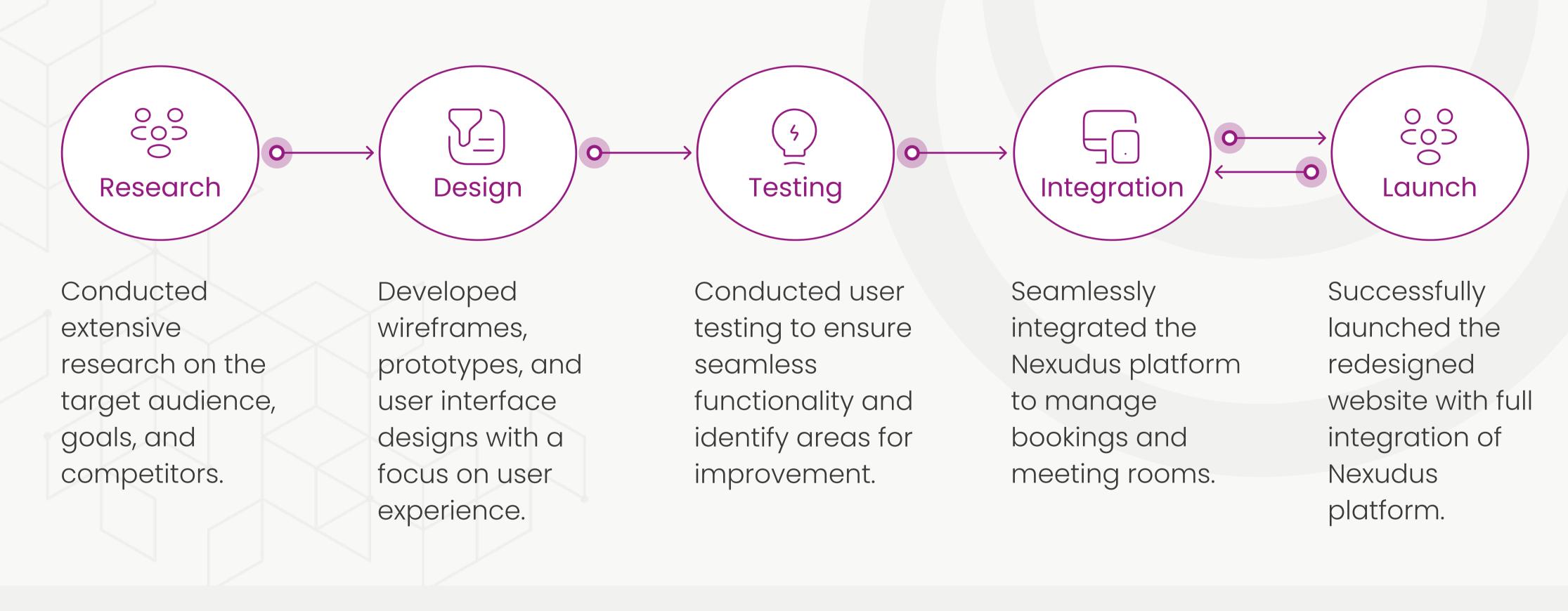
The primary goal of the project was to redesign the website to provide a more modern, visually appealing and intuitive user interface. The website was also to be integrated with Nexudus to allow for automated invoicing and payment processing, resource booking, and lead tracking via the CRM. The overarching goal of the project was to create an affordable co-working space that met the needs of freelancers and small businesses in Brentford while providing a platform for networking and collaboration



# Design Process

The design process for Digital Dock involved close collaboration between our team and Hounslow Council to create a website that not only looked great, but also streamlined the booking process for users. We began by empathizing with the needs of small businesses, freelancers, and homeworkers in Brentford, identifying pain points and opportunities for improvement. From there, we defined the scope of the project and ideated possible solutions. We created wireframes and prototypes to test the user experience and gather feedback, ultimately producing a design that integrated seamlessly with Nexudus. Our goal was to create a visually appealing and user-friendly website that makes it easy for

visitors to book meeting rooms and other resources, while providing information about the affordable co-working space and its amenities.



## Results

The integration of Nexudus allowed Digital Dock to maximise their resources and automate their operations. Members could now book resources and check availability online, making the process more efficient and convenient for them. The integration also allowed for automated invoicing and payment processing, and lead tracking via the CRM. The implementation of the new website design gave it a fresh and modern look that was in line with the innovative and creative environment of Digital Dock.



2

### **Improved User** Experience

With the redesign, the website was made more user-friendly, making it easier for visitors to navigate and find the information they needed.



The integration of Nexudus allowed for bookings and meeting room management to be automated, which increased the efficiency of the operation.



### **Enhanced Brand** Image

The new design gave Digital Dock a more modern and professional look, which helped to enhance the brand image and credibility.



### **Improved Customer** Retention

The added functionality of Nexudus made it easier for customers to use Digital Dock's services, which helped to improve customer retention.

## **User Personas**



Digital Dock's flexible workspace helps me focus on work and stay productive.

#### Bio

John is a 28-year-old freelance graphic designer based in London. He is passionate about digital technology and is always looking for new tools to improve his workflow. John often works from home but likes to have the option to work in a co-working space for a change of scenery. He values affordability and flexibility in his work environment.

### **G** Goals

- Expand his professional network
- Improve his skills and knowledge
- Increase his client base

## ි Frustrations

- Lack of face-to-face interactions with other professionals in his field
- Feeling isolated working from home all the time

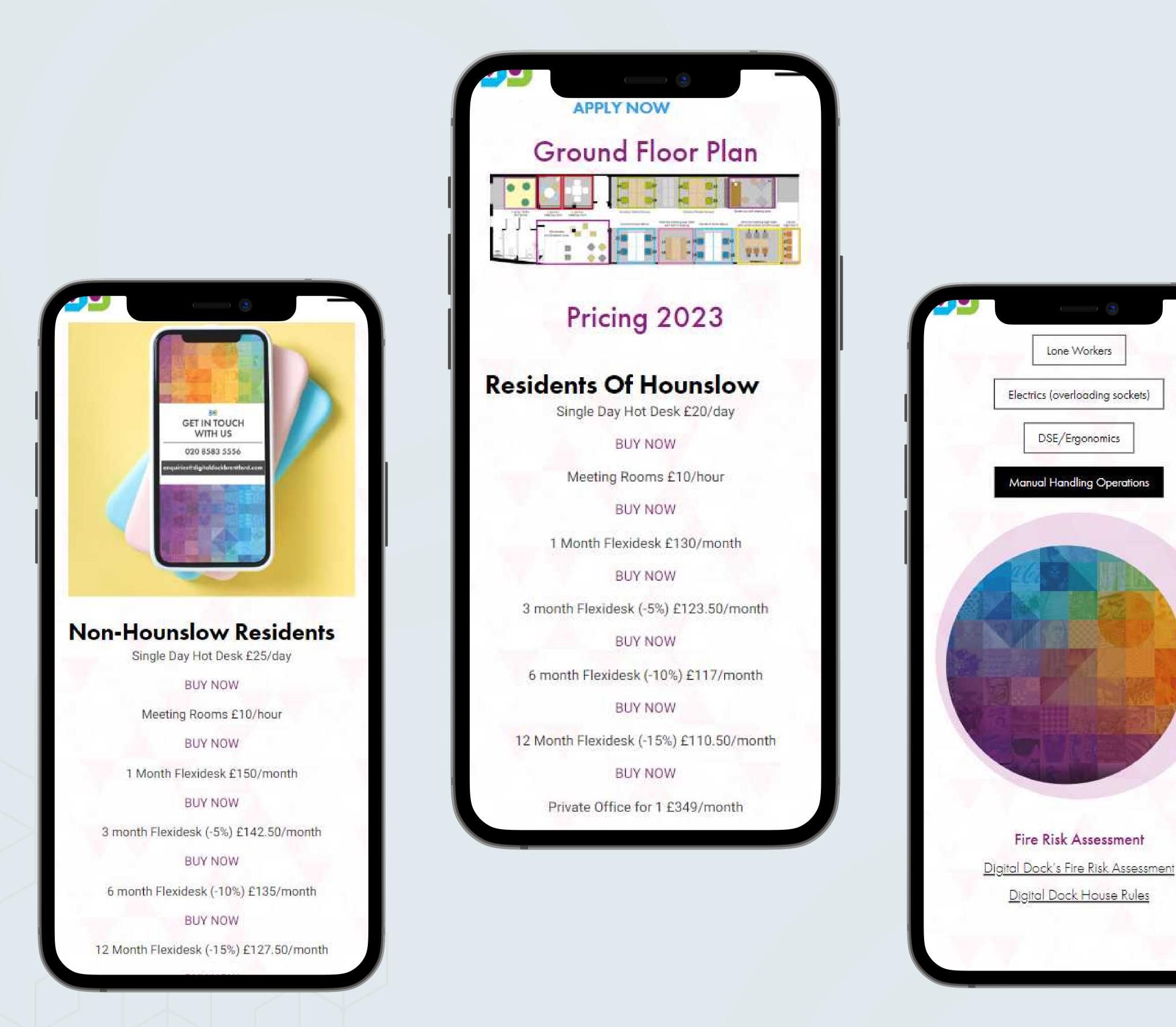
Observations	
Ease	
Price	
Speed	
Comfort	
Flexibility	

**EDUCATION:** Computer Science from the University of Warwick **OCCUPATION:** Freelance Web Designer

Phone Computer

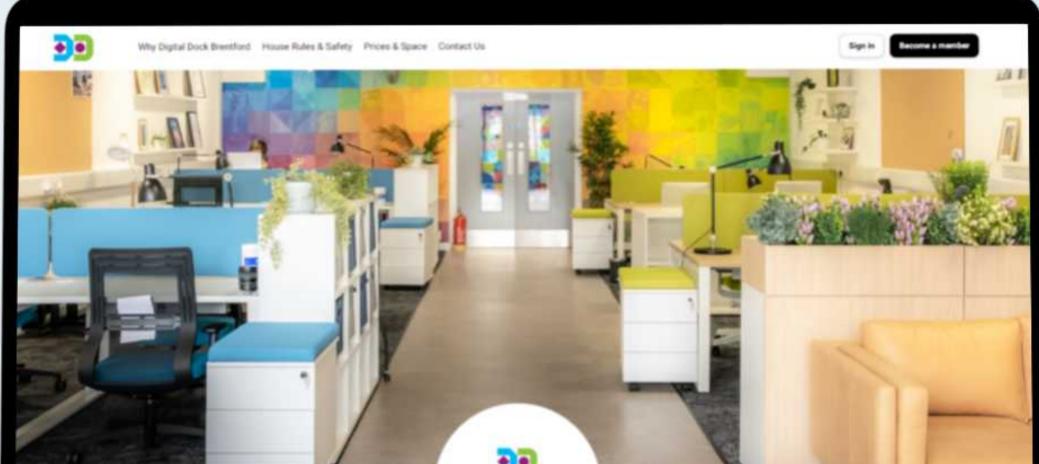
## Hifi Mockups

### **Apple Devices**



**Other Devices** 





# **Style Guide**



## Conclussion

### Conclussion

Our design team worked closely with our client to develop a unique and engaging web design that accurately reflected the brand's values. We incorporated bright and bold colours, modern typography, and high-quality imagery to create an exciting and engaging experience for the user. Our team also implemented features like free valuations, car insurance, car finance, and car history check, making it easy for buyers to access all the information they need to make an informed decision.

- The redesigned website has helped One Woman Owner establish itself as a unique, female-focused car marketplace.
- The improved user experience and integration of key features have contributed to increased engagement and sales.

# Let's Connect

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