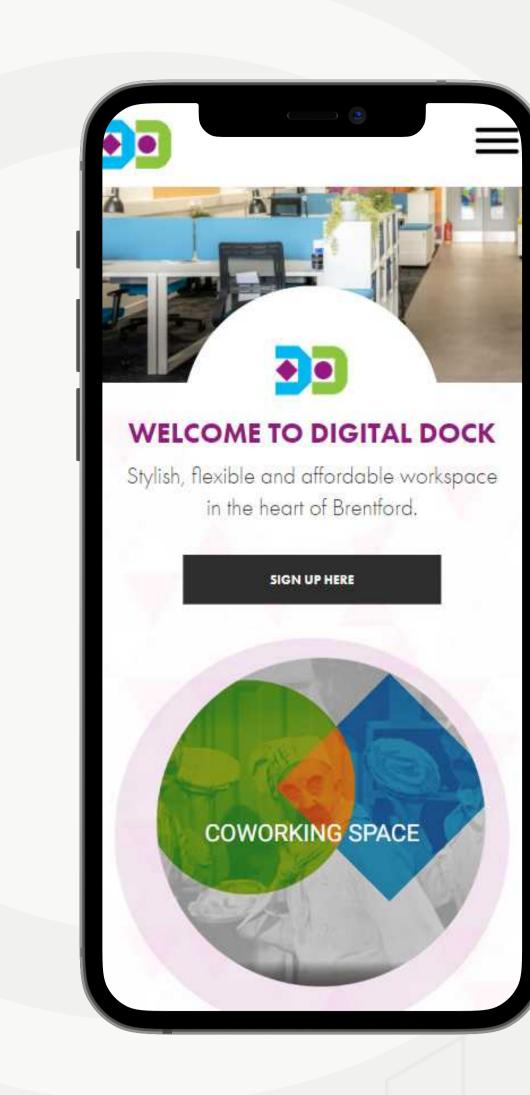
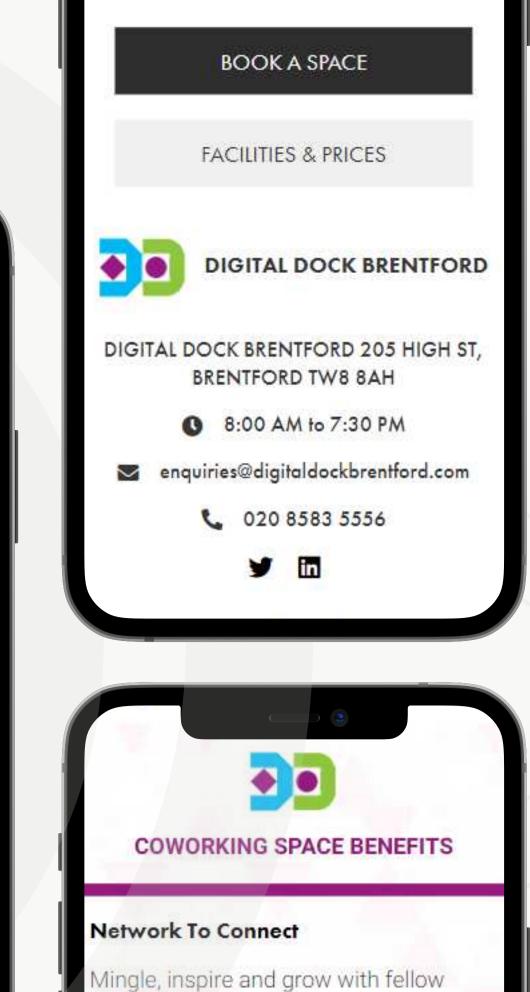
### Digital Dock

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.





freelancers and small businesses.

From comfy couches to brainstorming

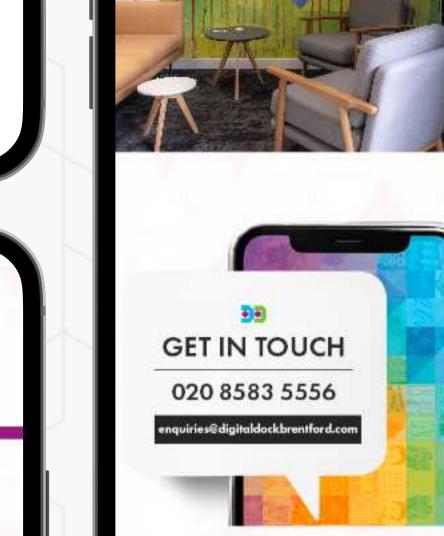
benches, find the perfect spot to

**Creative Spaces** 

maximise productivity.

Flexibility For Growth





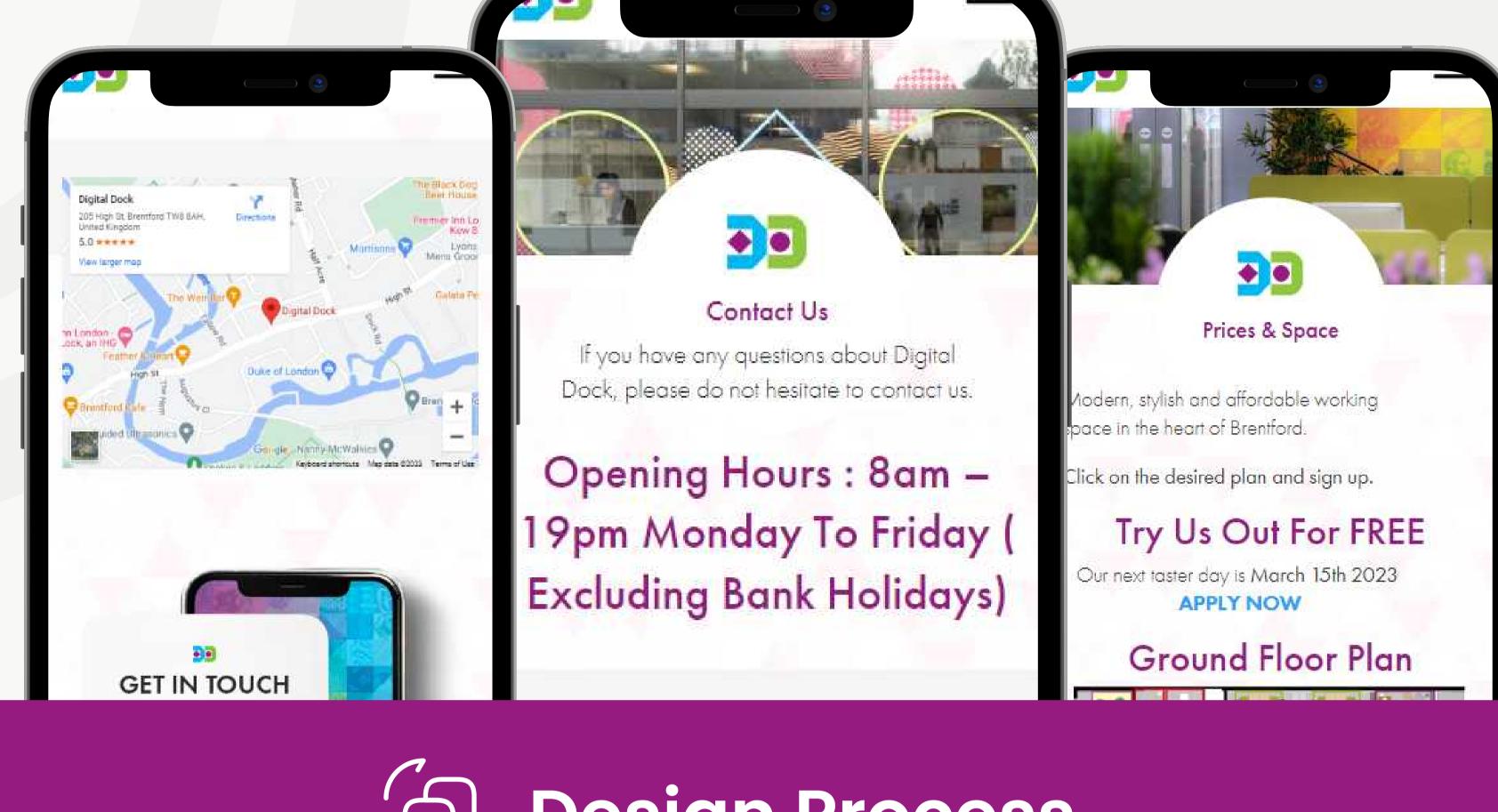
**GET IN TOUCH** 

### 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.



Conducted extensive research on the target audience, goals, and competitors.

Developed wireframes, prototypes, and user interface designs with a focus on user experience.

testing to ensure seamless functionality and identify areas for improvement.

Conducted user

integrated the Nexudus platform to manage bookings and meeting rooms.

Seamlessly

launched the redesigned website with full integration of Nexudus platform.

Successfully

Results

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.

The integration of Nexudus allowed Digital Dock to maximise their resources and automate their operations. Members could now

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.



Efficiency The integration of

room management to be automated, which increased the efficiency of the operation. User Personas

Bio

Nexudus allowed for

bookings and meeting



### The new design gave Digital Dock a more

modern and professional look, which helped to enhance the brand image and credibility.



### Retention The added functionality of

customers to use Digital Dock's services, which retention.

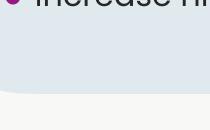


**Age:** 28 **LOCATION:** London **EDUCATION:** Computer Science from the University of

**OCCUPATION:** Freelance Web

Warwick

Designer



environment.

**Goals** 

### Nexudus made it easier for

helped to improve customer

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

affordability and flexibility in his work

change of scenery. He values

John is a 28-year-old freelance



Increase his client base

Expand his professional network

Improve his skills and knowledge

- Ease Price

ි Frustrations

all the time

• Lack of face-to-face interactions with

Feeling isolated working from home

other professionals in his field

- (3) Motivations
- Speed Comfort Flexibility

Preferred Medium

Computer

Phone

APPLY NOW

Ground Floor Plan

Hifi Mockups

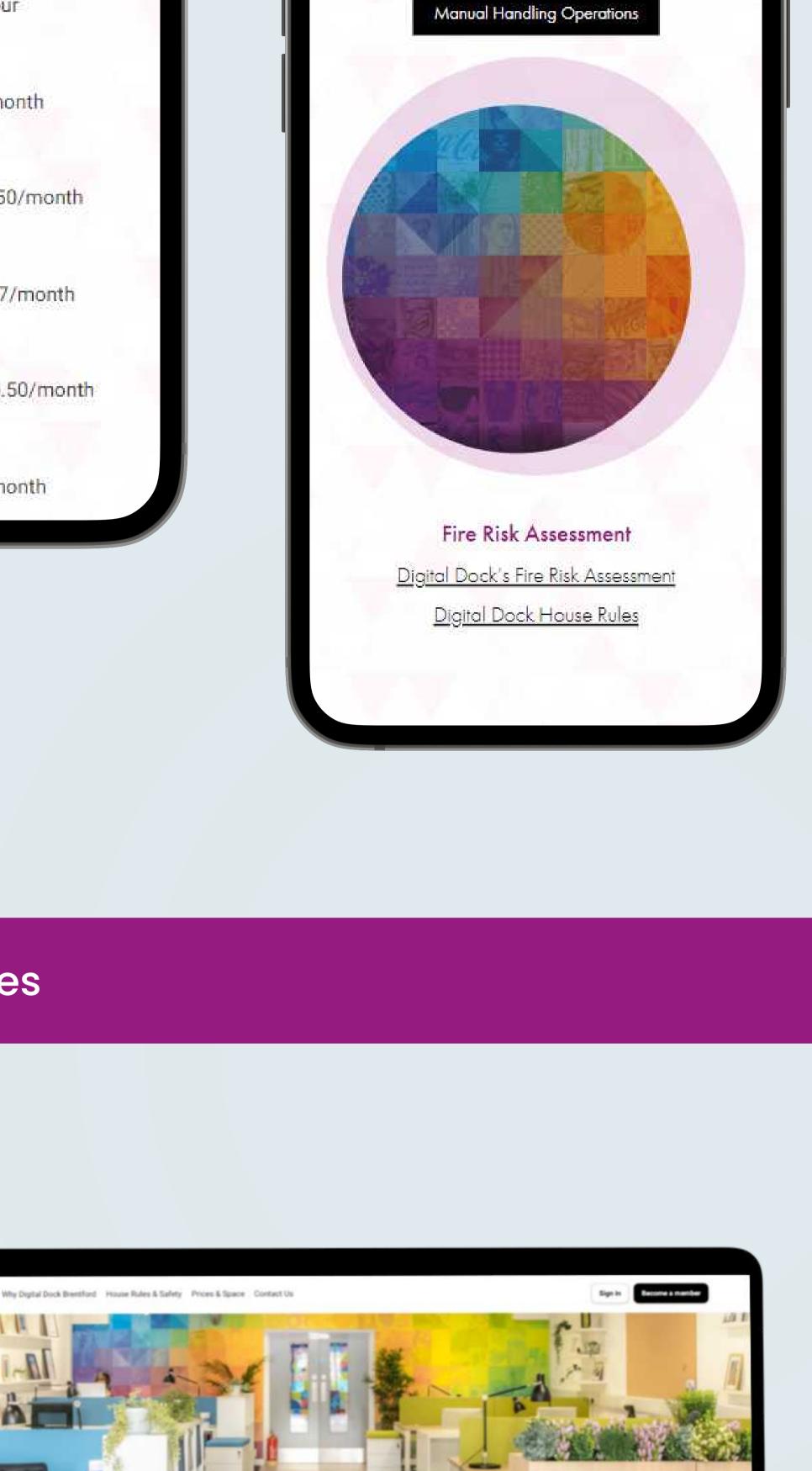
**Apple Devices** 



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Pricing 2023 Residents Of Hounslow Single Day Hot Desk £20/day **BUY NOW** Meeting Rooms £10/hour **BUY NOW** 1 Month Flexidesk £130/month BUY NOW 3 month Flexidesk (-5%) £123.50/month **BUY NOW** 6 month Flexidesk (-10%) £117/month BUY NOW 12 Month Flexidesk (-15%) £110.50/month BUY NOW Private Office for 1 £349/month Other Devices

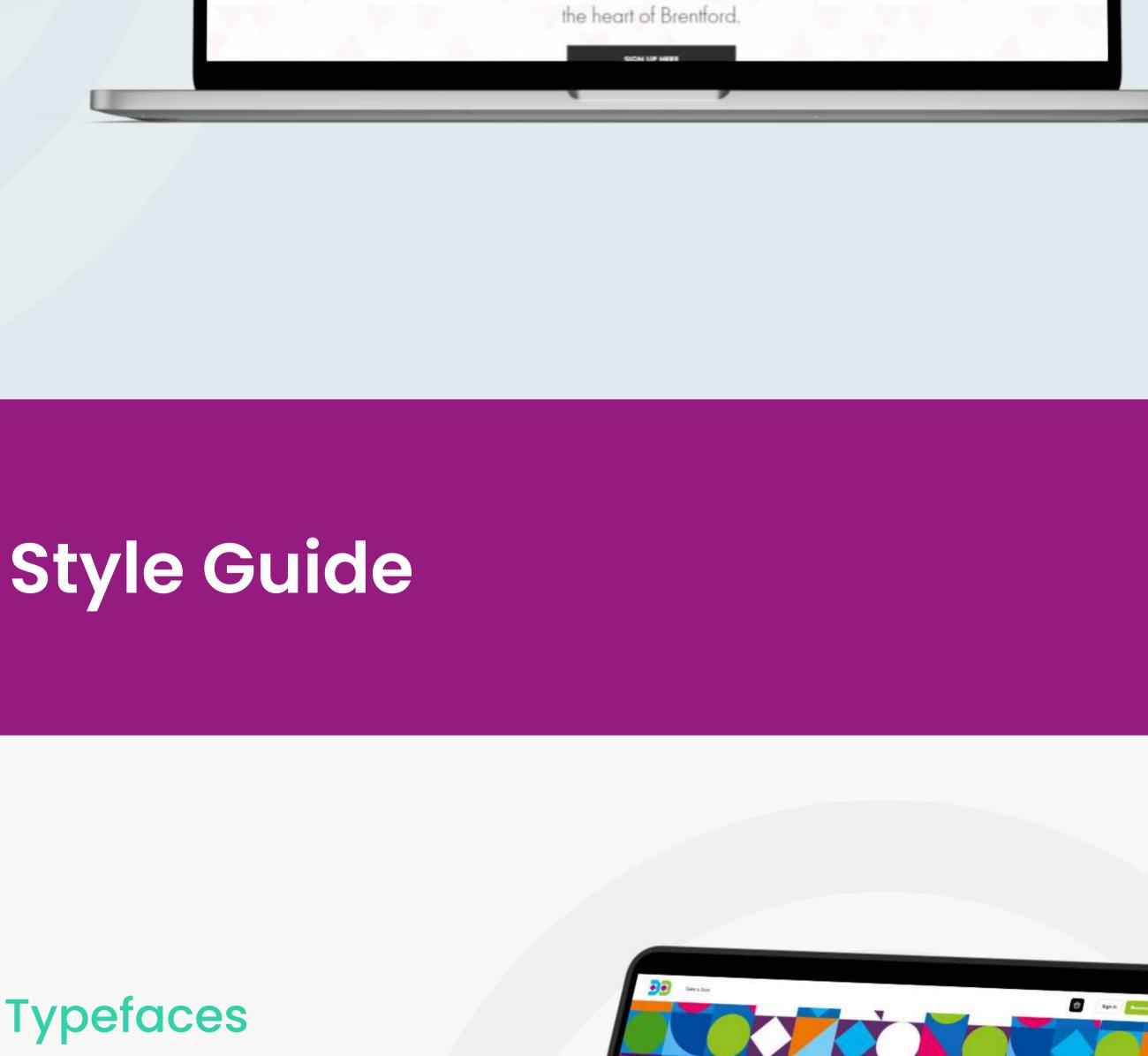


Lone Workers

Electrics (overloading sockets)

DSE/Ergonomics





Our services

WELCOME TO DIGITAL DOCK

Stylish, flexible and affordable workspace in

Headings: Aa



951B81

**Colour Palette** 



94C11E

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.

Conclussion

• 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

Email: consult@moiotso.com

Contact: 020 3974 2122