



Hi!

This is a brief introduction to this project.

This is an example of my work as a UX Researcher.

The final client:

"Bailiwick is a free and open digital platform for connecting with the people you live near. Geographic spaces become human places by defining them on the map. To get started, look for a pre-existing "bailiwick" or make your own."
<https://www.bailiwick.com/>

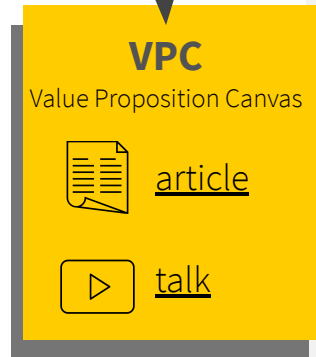
Why I was hired:

When I got to the project they were running a pilot inside Blankspaces, a coworking space Santa Monica, California. About that time their goal was to find ways for people in the coworking space to use the platform more often.

Project Timeline

This was a two-week project with the following steps:

1. 30 minutes for a briefing meeting
2. 1.5-hour meeting with Bailiwick's owner to get his perspective and apply the a **Value Proposition Canvas** with him. (you can read my article and talk about how to use VPC)
3. Quantitative Research: 2 days for data analysis. Even though they don't have a huge database my goal was to look for patterns and understand better how people were really using or not the platform. (Sorry, but I'm not allowed to show this part of the report)
4. Selecting the user's profile for the interviews
5. Preparing the interview script
6. Scheduling the interviews
7. 30 to 50 minutes interview with 8 stakeholders in 4 different profiles.
8. Interview synthesis
9. Market research (desktop research)
10. Analogous research
11. Final Report
12. 3-hour meeting to present and discuss the final report and help the UX team to translate those insights into tactical ideas.





research report



Interviews



**How to make people at Blankspaces
Santa Monica, interact daily in Bailiwick?**

- One on one interviews
- Approx. 30 minutes
- Open questions
- 2 staff members at Santa Monica Blankspaces
- 1 owner of the Blankspaces
- 1 super user at Bailiwick
- 4 members at Santa Monica Blankspaces

- Discover patterns in their routines to see how Bailiwick could be part of it;
- Learn how they use social media;
- Understand “what is Bailiwick?” from their perspective;
- Find out what drives them to create connections at Blankspaces;
- Understand the relationship between the coworking space and their members.

A wide-angle photograph of a sandy path leading through a field of dry, golden-brown grass. The path is light-colored and textured, winding slightly towards the horizon. The grass is tall and dense on both sides of the path. The sky is a clear, pale blue with a few wispy clouds near the horizon. The overall scene is bright and open, suggesting a vast, natural landscape.

research goal:

~~✗ find the right answer~~

✓ get a clear view of the possibilities

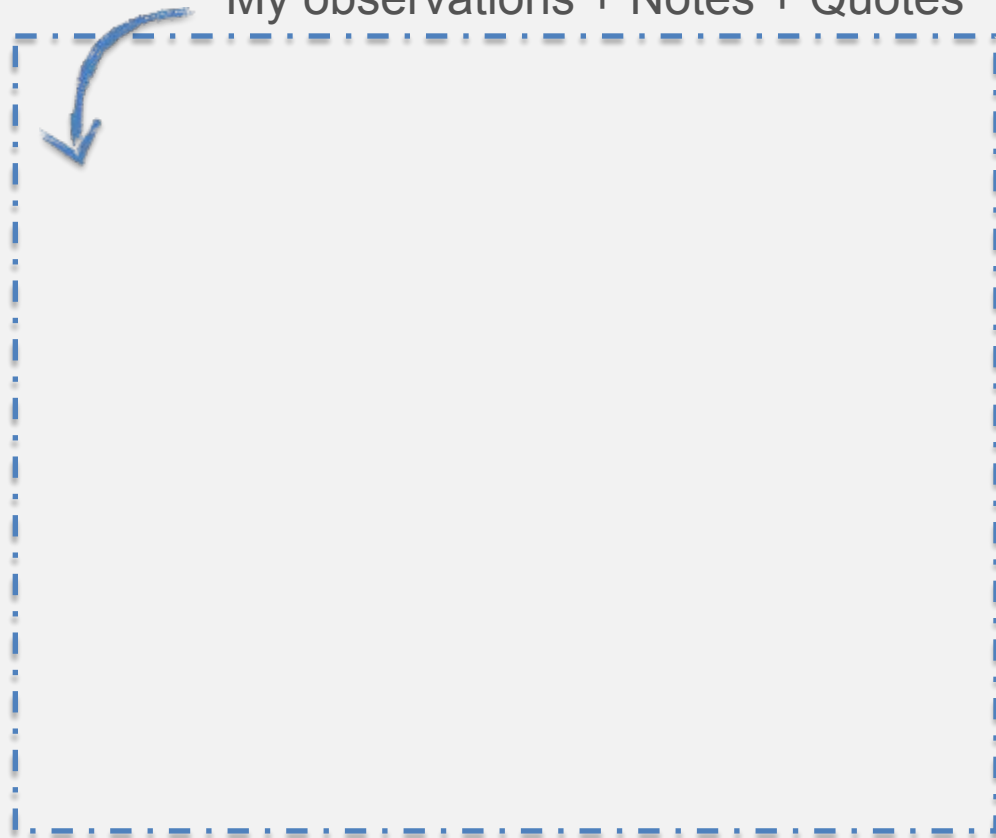
A night cityscape viewed through a telescope, with a yellow geometric overlay on the left. The telescope's lens is in the foreground, and the city lights are visible through it. The text "Insights research goals" is overlaid on the right side.

Insights

research goals

TOPIC

My observations + Notes + Quotes



 **neochrome**

Based on that,
what Bailiwick could do?



The background of the image shows a modern building with a light-colored, vertically-ribbed facade. A prominent white architectural element, consisting of a series of overlapping, curved, tiered sections, spirals upwards. A large, semi-transparent yellow graphic, composed of several overlapping triangles, is positioned on the left side of the image, partially covering the building's facade and the white architectural feature.

**Discover patterns in their routines
to see how Bailiwick could be part of it.**

- No routine.
"the only routine that I really have is... I walk in the office have... I check the email, and my tasks (highrise) and see what I supposed to do and I do"
- [Highrise](#) CRM is the most used tool at the front desk.
- Inside Highrise - at the right side the screen - all users can see a list of tasks for them and for the group

What if we create something like [IFTTT](#), so every time they post something on Highrise with a tag it's automatically post on Bailiwick?

What if "post on Bailiwick" was something on that "to do" daily?

Mornings at the general communal area:

- they are all wearing headphones (I'm not sure if they are listening to music)
- quiet environment (so quiet that the noise of the air conditioning bothers me)

- someone's routine

"I get here at 9:30 or 10, have coffee and usually write my critical task... do what I can until 5 or 6 (pm)"

If mornings are busy for work. What if, create a routine after lunch to increase their participation?

Maybe, coffee after lunch looks like a good moment to create connections

A lot of people who work in a coworking spaces have clients in other states. The time zone is huge in the US. Los angeles is one of the last places on Earth to wake up. Due to that, they have the habit to check emails a lot in morning. Mornings are especially busy for them. Social Media channels are accessed more during afternoons.

Learn how they use social media.



Most Cited Social Media

- **Facebook** *the primarily social media, friends, family, but too crowded*
- **Instagram** *for fun, but they feel pressured to take photos*
- **LinkedIn** *professional reasons*
- **Twitter** *they are all in, but just reading...*
- **Meetup** *to meet new people when you are new in town*

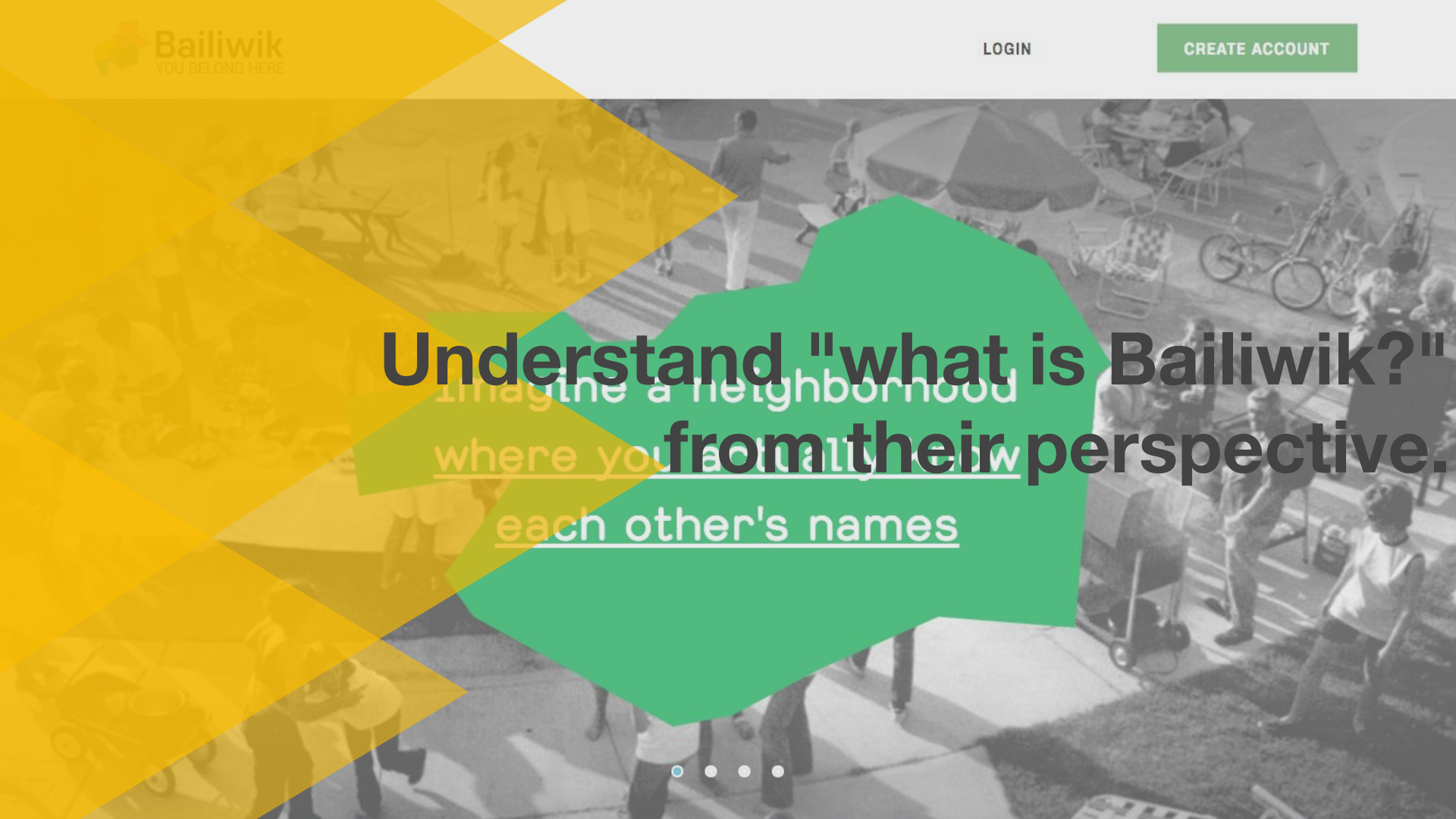
As they prefer to access social media by phone.

Maybe, a mobile icon to quick access will increase the mobile access.

- **Bailiwick** no one, spontaneously, has considered Bailiwick as a social media on the first answer, but some of them said when I questioned again as the last option.
- *"The challenge is, I can't be in every social platform, so for me the primary one is Facebook... it will better if it was integrated"*
- *"by the end of the day people are just overwhelmed with a lot of social media channels"*

All of them have Facebook and LinkedIn.

What if the profile was based on information already posted on one of those social media?



Understand "what is Bailiwick?"
Imagine a neighborhood
where you actually know
each other's names
from their perspective.

- *"the name suggest what it's... used in the politics with a C... (bailiwick)... we want to create a community around... conversations that are relevant **to a local population**...if you force, it won't work"*
- *"It's social media for people that are **in the same area in a work environment**... it's not for people who live in this area, **you have to belong to a business in this particular area**... you can inform people about a restaurant... is it cool (be)cause it is local, if someone in Sherman Oaks post about a restaurant, I'm not going to Sherman Oaks ... If have something to promote I will be promoting on Bailiwick"
"**... it is definitely business oriented**"
"I saw it as a way to publicize a services...It's a way to advertise myself... it can be improved..."*

- *"It's a social media network **specific for this area... the bailiwick that I use is specific for this office**, every one who's on this bailiwick (they) work in this office, they have their own profile, you can learn more about them. They post about restaurants, happy hour..."*
- *"It's a **location based social network**, right?"*
"who's around you... with work interest... so you can meetup with them... to help each other at work.."
"If it's work based I'm interested, if it's social I'm not"

- *"Bailiwick - it's a **niche version of Facebook** for niche communities"*
- *"Basically is a **hyper local community page**, it can be physical, geographic, and that is the primary purpose. It can be completely virtual my goal is use that in a way to connect our community members here wit the neighborhood that surround us retailers because a pro business relationship it's a ways to educate a member who gets in the community where to find where" "a digital platform to help locate a physical community"*

Bailiwick is...

- *to a local population*
- *in the same area*
- *specific for this area*
- *location based social network*
- *the Bailiwick that I use is specific for this office*
- *you have to belong to a business in this particular area*
- *work environment*
- *it is definitely business oriented*

- They struggled to answer it.

- Geolocation is the principal characteristic acknowledged by the interviewees. However, mostly relate it to Blankspaces, not with the mapped area in the 2nd street Bailiwick.

- Professional and Personal life are associated with different social media channels.

The interviewees classify Bailiwick as a professional channel.

A photograph of two men sitting at a desk in front of a red brick wall. The man on the left is wearing a grey hoodie and has earbuds in, looking down at a device. The man on the right is wearing a dark blue long-sleeved shirt and glasses, typing on a laptop. A large yellow geometric shape, consisting of two overlapping triangles, is overlaid on the left side of the image.

**Find out what drives them create
connections at Blankspaces.**

Asking for Help

- *"I see them here"*
know a person in real life makes difference when that person gives you an opinion
(Steve story about asking for help for new tires. He told it was easier with Bailiwick)
- *"every single person in this room here is an expert in at least one thing. If we are all able to share what we are good at, we could offer, maybe we could help each other out in a way"*

What if the one of the main activity would be 'ask for help' 'ask for an advice' 'ask for a budget/estimative' 'ask for recommendation' 'can you borrow me...'

What if it help to build a reputation for the person the offer the help

One pillar of a strong community are members that support each other. In a community, people are comfortable asking each other for help.

Also they are available to help some from their community because they have a feeling the other will be there for they too. (e.g.: Jewish, Freemasons). I need to do more research for *tribes*, not *communities*!

Asking for Help

- "if could have some kind of a board where you can post 'what are you working on' or 'you need help with', 'does anybody know some who do that'. Literally like a board, like Facebook board and it could be tag by topic or help the user tag that by topic... to facilitate... I will be potentially interested to talk to someone about one"
- "it would be strange if a programmer across the street answer..."

We have a board on half of the screen. But all we can find there is what people are doing, not what are they special abilities.

"You can't force"

- *"a lot of people don't know what other people do"*
- *"people have to want to, you can force people to do it"*
- *"If you want to be social you have to get up and introduce yourself to your neighbors"*

But

- *"entrepreneurs, even when they are introverts, they want to connect"*

We all know that, but a lot of people reinforce that during the interview.

Some incentive is good, but do the same thing over and over might get the wrong impression.

We don't need to create direct business, but we need to help them to see who might be a relevant connection.

A photograph of a busy coworking space. In the foreground, a long white table is cluttered with water bottles, papers, and bags. Several people are seated at the table, some looking at laptops. In the background, more people are standing and talking in a well-lit room with large windows and exposed brick walls. A large yellow geometric graphic, consisting of several overlapping triangles, is overlaid on the left side of the image.

**Understanding the relationship between
the coworking space and their members.**

Why do people work in Blankspaces (Cowork)?

- **better than work at home**

"I can't work from my house... I can focus better at the office"

- **location**

"convenience, because it's close to home"

- **price**

"this is the most affordable in that area"

- **vibe**

"(in a coworking space) I feel less isolated"
"other people around, there is a connection... you can help each other, maybe there is people who go to lunch with, you bounce off ideas"

Connections are important, but it is the last one in the list.

Not everybody has the same point of view, but people who wants to be more social, they might look for a spot in a place like We Work.

"2008 there was no coworking spaces in LA... the idea was very simple, just wanted to share a space ... and convert this expenses into a revenue"

explain what is a coworking to a kid:
"a place where people work together"

Why do think people decide to work in a coworking space?

"if you work from home, you are usually not productive... you can work in a cafe .. that's the original target audience. People who work form home, from a cafe, from libraries and get them to work in a coworking space, because the cafe doesn't have a printer, home doesn't have neighbors, library is to quite, a coworking space is a little of each with a vibe that get's you **productive**"

Blankspaces point of view

- "people come here to get their work done..."
- "**people get more productive here**, focused on productivity"
- "we need to be better is on customer service,... things that need to be repaired should have done quickly, ...but this is more money and more people"

Before 2008 he had never worked inside a coworking space.

He is very pragmatic and objective.

During our chat he not mention spontaneously anything related with building a community spirit.

Blankspaces point of view

"they expect to be cheap, as in any store... some are lazy... some think this are their space, want it to be quiet when they want, loud when they want, but they **forget** they are sharing a space"

speech to sell to a coworking:
Bailiwick is also a tool to remind people that they are sharing a space and they are members of a community.

- Do you think the coworking is responsible to help people to connect? "It's part of my job"
- How Blankspaces is doing that?
"we are more hands off, like, we might introduce someone to someone else, but we don't force them. Because people are paying to get their work done"
"I wish we can get more engagement, but I'm not sure how we get there, you can not force an entire community of people to react in one way..."
"some people are like in Facebook, they watch but don't like to interact"
- *"I expect Bailiwick to be a bridge between the real and virtual world"*

Create good connections is part of the expectation of the members, but a difficult task for a medium and small coworking space.

Bailiwick could be the responsible for that and charge the coworking for this service.

Challenge: How we deal with people who leave the coworking space?

Competitors

We Work:

- build a community sense increase profit for the members (business relationship)
- startups and big companies together
- front desk + community team to make those connections
- office hours (not all spaces have it)

ROC

"Blankspaces is doing fine, but ROC used to send every week an email about a new company in the area, for heads up"
most introverted person in this group

We Work has two facilities in Santa Monica. Both are full.

Blankspaces isn't as full.

Office Hours

They try at Blankspaces, but it did not work

people say they want but they never use
the expert is in the coworking with no customer...

Bailiwick will be the perfect
place for it.

The expert could answer
online questions on Bailiwick.



Analogue

Work out at the gym

- became a member (\$)
- make relevant connection
(to connect with people with the same lifestyle)
- get access to a specialist
(the right instructions to achieve a goal)

This subject has potential for deeper research:

- What can we learn with the gyms?
- Is there any digital product that complement the gym experience?

Interview Script

staff

Small talk:

- Tell me a little bit about you... what do you like to do while you are not working? (identity)
- What are your favorite things in life? How do you define yourself? (interests/passion)
- In general, do you consider yourself an extrovert or an introvert type of person? (behavior)
- When you are among your friends, what do you like to do? (behavior/social real life)

Behavior at work:

- Tell me a little about your routine - one regular work day in your life (behavior)
- Can you be more specific about your routine at the Blankspaces?(behavior)
- What is thing that you most like about your job here? (objectives)
- From yours perspective, why do you think people decide to work here?
- How do you interact with them?
- Which channels do you use and for what reason? (objectives)
- Do people stop here to talk to you during the day ? What do they want?

Social Media: (see if Bailiwick appears here spontaneously)

- Do you use any social media? Which ones? What do you usually post in each one?
- Which is your favorite? Why?

Bailiwick:

- Are you using Bailiwick? For how long?
- I'm trying to figure out what is it for... I don't understand... can you explain it to me?
- When you use it?
- What are posting on it?
- Have you already recommended this platform for some one? Who? For what?

members

Small talk:

- Tell me a little bit about you... what do you like to do while you are not working? (identity)
- What are your favorite things in life? How do you define yourself? (interests/passion)
- In general, do you consider yourself an extrovert or an introvert type of person? (behavior)
- When you are among your friends, what do you like to do? (behavior/social real life)

Behavior at work:

- Tell me a little about your routine - one regular work day in your life (behavior)
- Can you be more specific about your routine at the coworking?(behavior)
- What were you looking for when you decided to work here?
- Did you achieve that? (objectives)
- What is the best thing about working in here?
- What is the worst thing?
- Imagine that you are working in the best coworking in the universe. What it looks like? What do they offer to you/company? Can you describe it?
- Usually do you interact with other people in here? How does it happen?

Social Media: (see if Bailiwick appears here spontaneously)

- Do you use any social media? Which ones? What do you usually post in each one?
- Which is your favorite? Why?

Bailiwick:

- Are you using Bailiwick? For how long?
- I'm trying to figure out what is it for... I don't understand... can you explain it to me?
- When you use it?
- What are posting on it?
- Have you already recommended this platform for some one? Who? For what?

owner

Small talk:

- Tell me a little bit about you... what do you like to do while you are not working? (identity)
- What are your favorite things in life? How do you define yourself? (interests/passion)
- When you are among your friends, what do you like to do? (behavior/social real life)

Social Media: (see if Bailiwick appears here spontaneously)

- Do you use any social media? Which ones? What do you usually post in each one?
- Which is your favorite? Why?

Coworking spaces:

- When was the first time you heard about a coworking space?
- Tell me about your first experience in a coworking space?
- Imagine that you are talking with a 10 years-old kid, how do you explain what is a coworking space?
- Have you ever worked in a coworking space? How was it?
- in general, why do you think people decide to work in a coworking space?
- What do you think people expect from a coworking space?

Blankspaces:

- Why did you decided to open Blankspaces?
- What do you want to achieve with this coworking?
- Who's your competitors?
- Why do think people decide to stay here rather than to your competitors?
- In which points Blankspaces is better than the competitors?
- Which points Blankspaces has to improve?
- Is the coworking responsible to help people to connect with each other?
- What is the Blankspaces doing to help people to achieve that?

Bailiwick:

- Are you using Bailiwick? For how long?
- I'm trying to figure out what is it for... I don't understand... can you explain it to me?
- When you use it? - What are posting on it?
- Have you already recommended this platform for some one? Who? For what?

A photograph of a dirt path winding through a dense forest with tall trees and lush green undergrowth. The left side of the image is partially covered by a series of overlapping, semi-transparent yellow triangles that create a geometric pattern.

Next Steps

Based on this research, some possible viable business models for Bailiwick below

Going International

WeWork is the biggest coworking network in the world. One of the benefits for members is being part of their proprietary online platform used all around the world.

What if Bailiwick was this kind of platform? A platform to connect small and medium coworking spaces members across the globe? A service to be offered to independent small/medium coworking spaces in order to help their members meet other “co-workers” around the world.

Community Connections

What if Bailiwick connects members of a coworking based on what they need?

What if one of the main activities would be 'ask for help', 'ask for an advice', 'ask for a budget/estimate', 'ask for recommendation' or 'can you let me borrow xyz?'

Also what if the platform helps build and track the reputation of both “help” seekers and givers?

Be More Productive

Blankspaces doesn't compete directly against WeWork; WeWork positions itself as super social space versus Blankspaces positions itself as a space for people to get more productive.

What if Bailiwick was a platform to help members of coworking spaces to be more productive? If they could realize that it may increase member's loyalty to the coworking venue.

These pivots can all be done on Bailiwick, but we cannot plan and execute on all of them at once. Which one is the one path that we should start on?



research report