



HAMED SATTARIAN

PRODUCT DESIGNER

Designing a complex and multifaceted workspace management system product for use by individuals, organizations, and brokers requires a precise and systematic process.

In the following, I will describe the process I have implemented in Orangery.



MY PRODUCT DESIGNER'S JOURNEY IN ORANGERY OS

(Saas Product for Coworking Space Management)

Description

The role of a product designer is multidimensional, involving strategic thinking, problem solving, team leadership, and collaboration. Over my 1.5-year cooperation period, I have demonstrated not only my ability to create innovative design solutions but also to lead and collaborate effectively with various teams.

The product I am proud to present is not just a service, but an elaborate solution that enhances operational efficiency, and fosters a more conducive working environment. As the product designer of this Software as a Service (SaaS) for managing shared workspaces, I am thrilled to take you through the thoughtful and meticulous design process that led to the creation of this comprehensive tool.

1 Holistic Approach

From the get-go, I realized the need for a platform that could manage various aspects of a shared workspace. The design incorporates management of rooms, floors, tables, doors, people, deliveries, meeting rooms, and parking lots, each component as essential as the next. This holistic view ensures that all the employer's needs are met in a one-stop solution.

4 Streamlining Processes

We designed the system to automate various routine tasks, such as room bookings, delivery management, and parking allocations. This reduces manual efforts and mitigates the scope for errors.

2 Focus on User Experience

We spent a considerable amount of time researching and understanding the needs and preferences of our users. We factored in the input of everyone, from top-level management to the employees who would use our product daily. This resulted in a highly intuitive and easy-to-use interface, thus reducing learning time and enhancing productivity.

5 Team Leadership, Collaboration and Impact:

My pivotal role as a product designer has involved steering the design team, fostering collaboration, and developing user-centric solutions. Beyond the volume and quality of my work over 1.5 years, the enduring impact lies in the systems and designs I've created, delivering ongoing value to users and supporting the organization's growth. This affirms the sustained significance of my role in shaping the product's success.

3 Adaptability and Scalability

The design of the product ensures that it can adapt and scale according to the user's needs. It can efficiently manage both small and large workspaces and evolve as the organization grows.

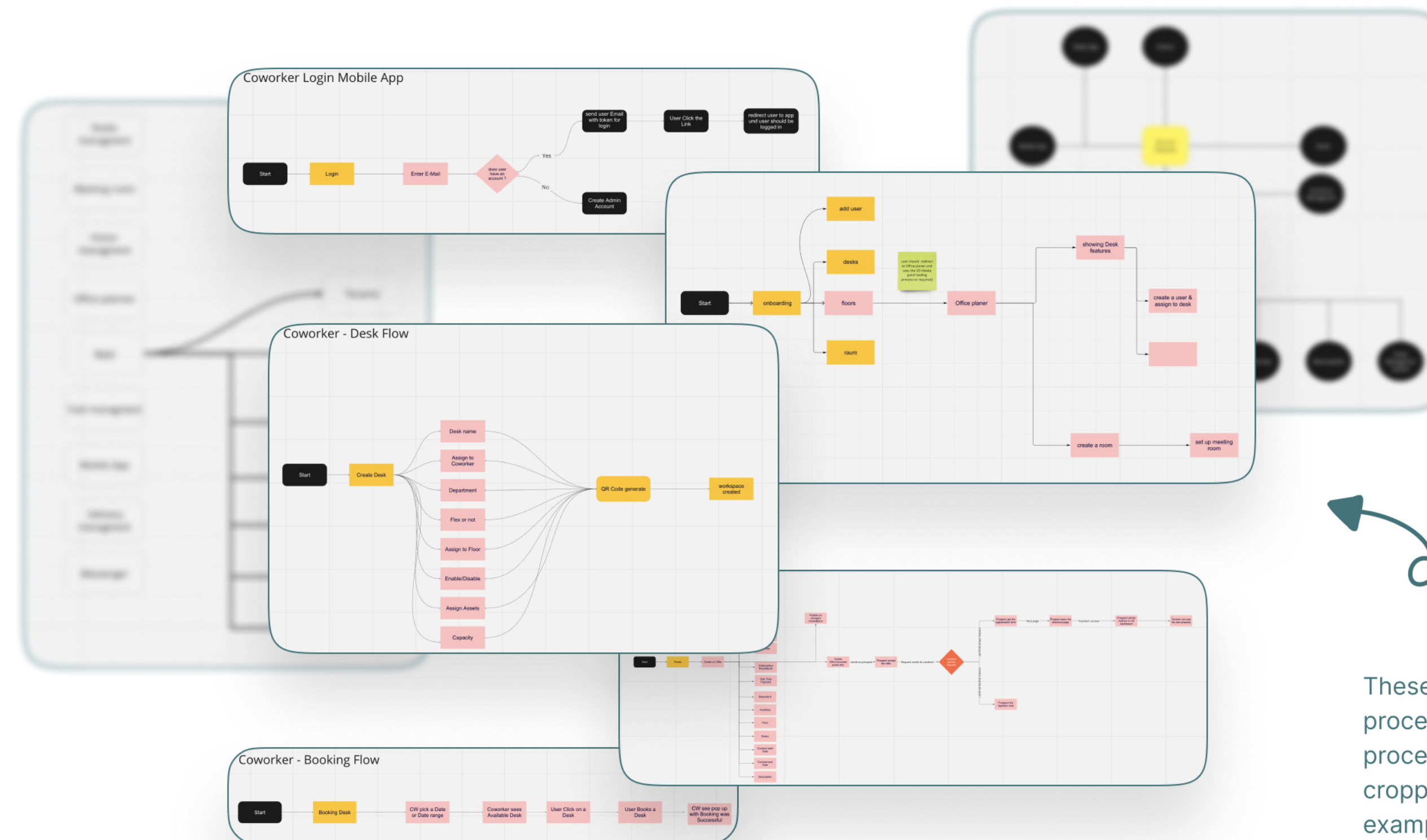


EXAMINING HOW I WORK IN A LARGE TEAM

Many of you may already be familiar with the steps of the design process (Discovery, Define, Ideation, etc.). In the interest of time, and to keep our discussion dynamic and concise, I'll swiftly navigate through this process using a few illustrative slides. This will provide insights into my collaborative skills and effectiveness within a large team.

1 Designing Success: Integrating Miro Workflow with Sprint Collaboration

In my role as a product designer, I leverage Miro to visualize and refine workflows in collaboration with the management team and product manager. After aligning these with our strategic goals, the focus shifts to the design sprint. In cooperation with the design team, we translate the mapped ideas into tangible designs, ensuring meticulous execution and adaptability for changes. This methodical process fosters efficient collaboration, streamlining our work and facilitating the creation of an exceptional product.



These are some sections of the processes I made in Miro App (these processes were many and I just cropped some images of them for example and brought them here)



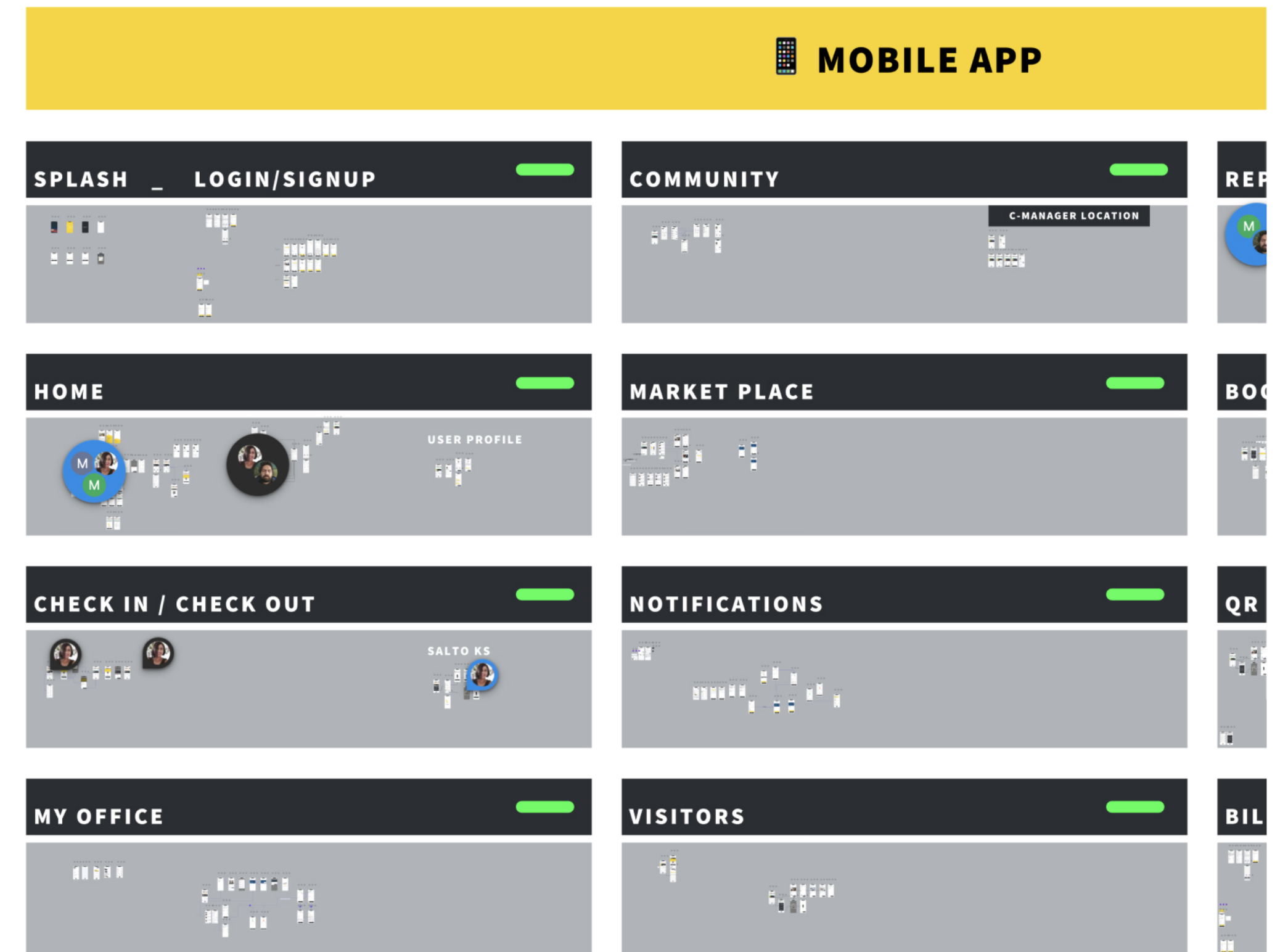
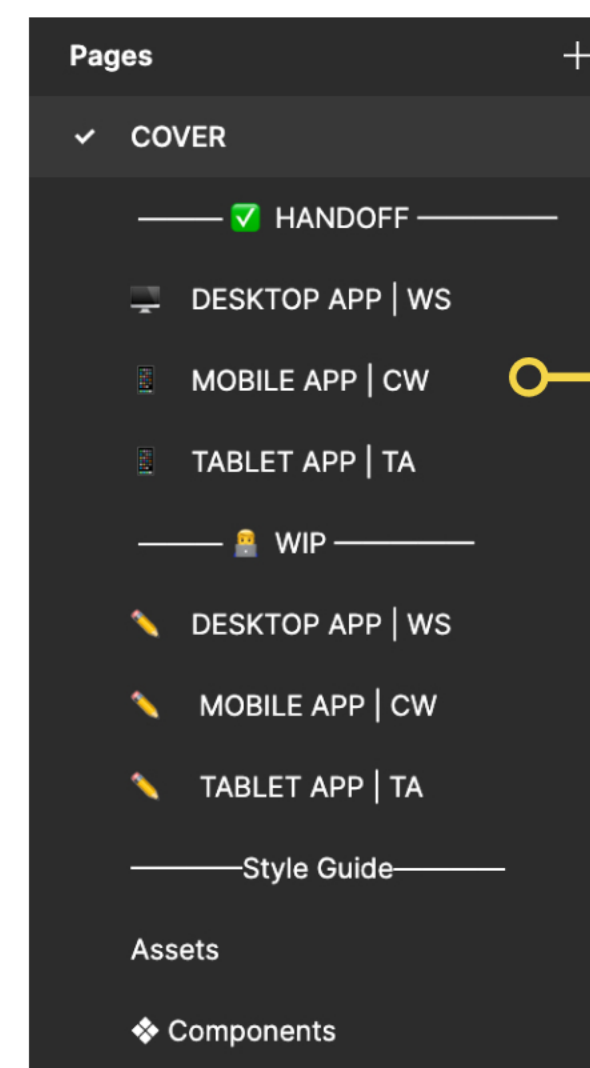
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2 Effective File Organization and Team Collaboration in Figma

I have organized all files in Figma on separate pages. Using this method, the final files are situated in the 'HANDOFF' section, ready for the implementation team. In the 'WIP' section, I am actively involved in designing the content for the sprint. Ideas reside within this section and have yet to be delivered. and Tools, requirements, and components are displayed on distinct pages.

The project is divided into three working sections (Desktop/Mobile/ Tablet), each corresponding to a specific scope. Each section has its dedicated team.



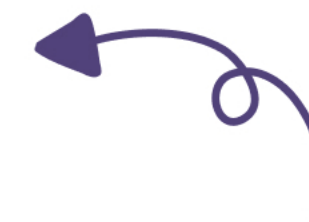
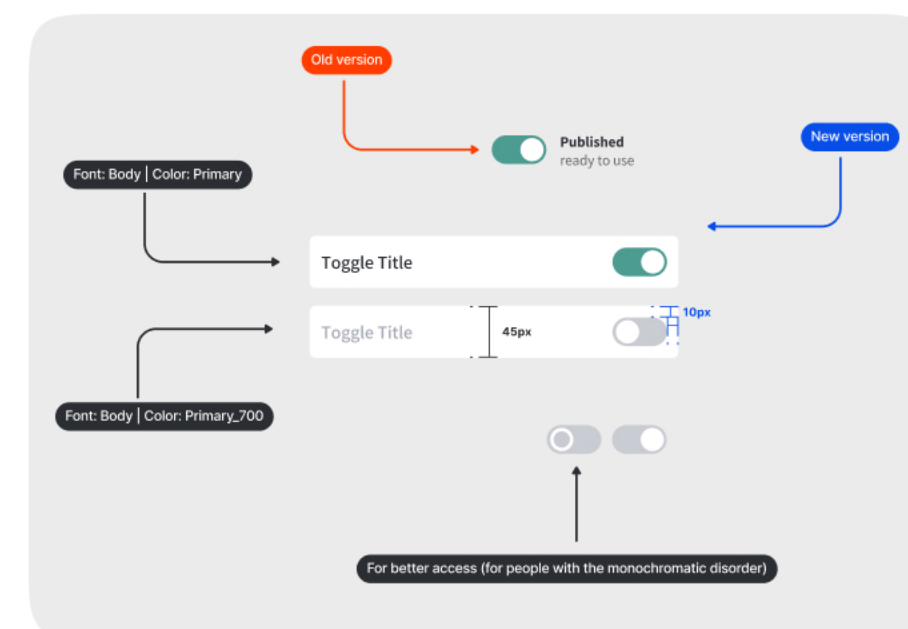
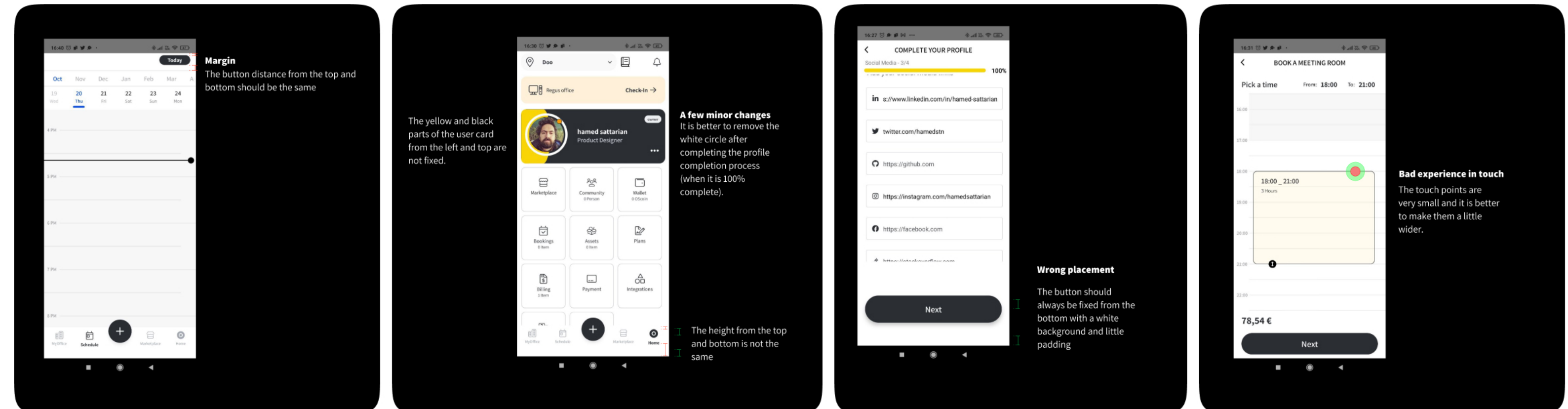


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3 Sprint Wrap-up: Quality Assurance and Feedback Generation

In the aftermath of each sprint, once the final implementation is complete, I collaborate with the Quality Assurance (QA) specialist. Our joint effort is to identify and rectify any errors or issues in the implementation. Following this, we produce constructive feedback for the Doloop team, ensuring continuous improvement and refinement of our processes.



Sometimes I found it necessary to explain a component in the most detailed way possible for a better implementation.

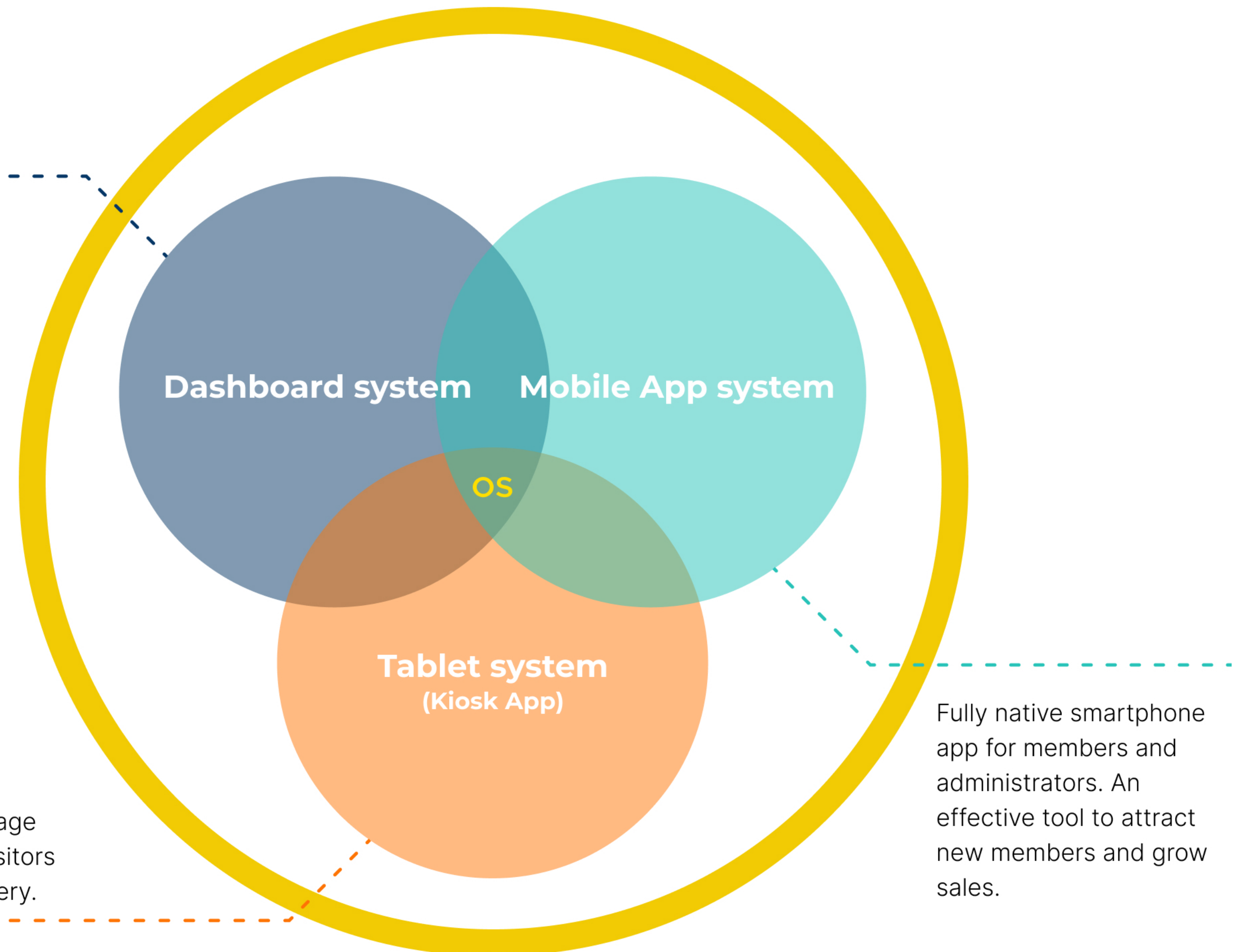


FEATURE-RICH PLATFORM

As the product designer, my role has been pivotal in the creation of these features. I've been intimately involved in every phase, from conceptualization to the final design. I've worked collaboratively with the product and development teams to ensure the features align with user needs and business objectives. Through rigorous design processes and extensive user testing, I've ensured that each feature, whether on the dashboard, application, or tablet, delivers a seamless, intuitive, and engaging user experience. This holistic approach underscores my commitment to creating a feature-rich, user-centred platform.

Office management software for hybrid organizations and Coworking Spaces. booking processes, reservations and accounting.

Tablet app to manage meeting rooms, Visitors and package delivery.



Fully native smartphone app for members and administrators. An effective tool to attract new members and grow sales.



FEATURE-RICH PLATFORM

Dashboard system

3D Office Planning

Visualization and planning office buildings. Management of resources in buildings.

Tenant System

Rental of free space for better resource utilization and additional revenue. Management of tenants and their contracts.

Desk Booking

Simple process to manage tables. Allow users hot desk booking.

Room Booking

Room booking made simple. Management of meeting rooms. Easy checkin process through Meeting Room Display App.

Inventory System

Simple management and capturing of the entire inventory. Additionally extension can be used as a Shop system.

OS Coin

Corporate and coworkers can rent office or book marketplace resources with OSCoin.

integrations System

Integration to popular solutions like Stripe, Google Workspace, Slack and Teams and the possibility to develop apps on our system.

Mobile App system

Community

Curate your community's culture with networking tools.

Marketplace

Providing resources in marketplace for booking.

Access System

SALTO KS integration allows flexible office tenants to open doors with our orangeryOS App.

Booking System

the possibility to book tables and rooms and invite other coworkers to work together.

Tablet system

Check in/Check out

Overview of all people entering the building.

Meeting Rooms

Meeting room screen for better reservation overview. Easy booking on site.

Package Delivery

Avoid package chaos in your building with simple delivery solution. Notify the recipient with one click.

Visitor Registration

Hassle-free visitor management visitors and provide unique visitor journey.



DESIGN SYSTEM: CRAFTING A COHESIVE, SCALABLE SYSTEM

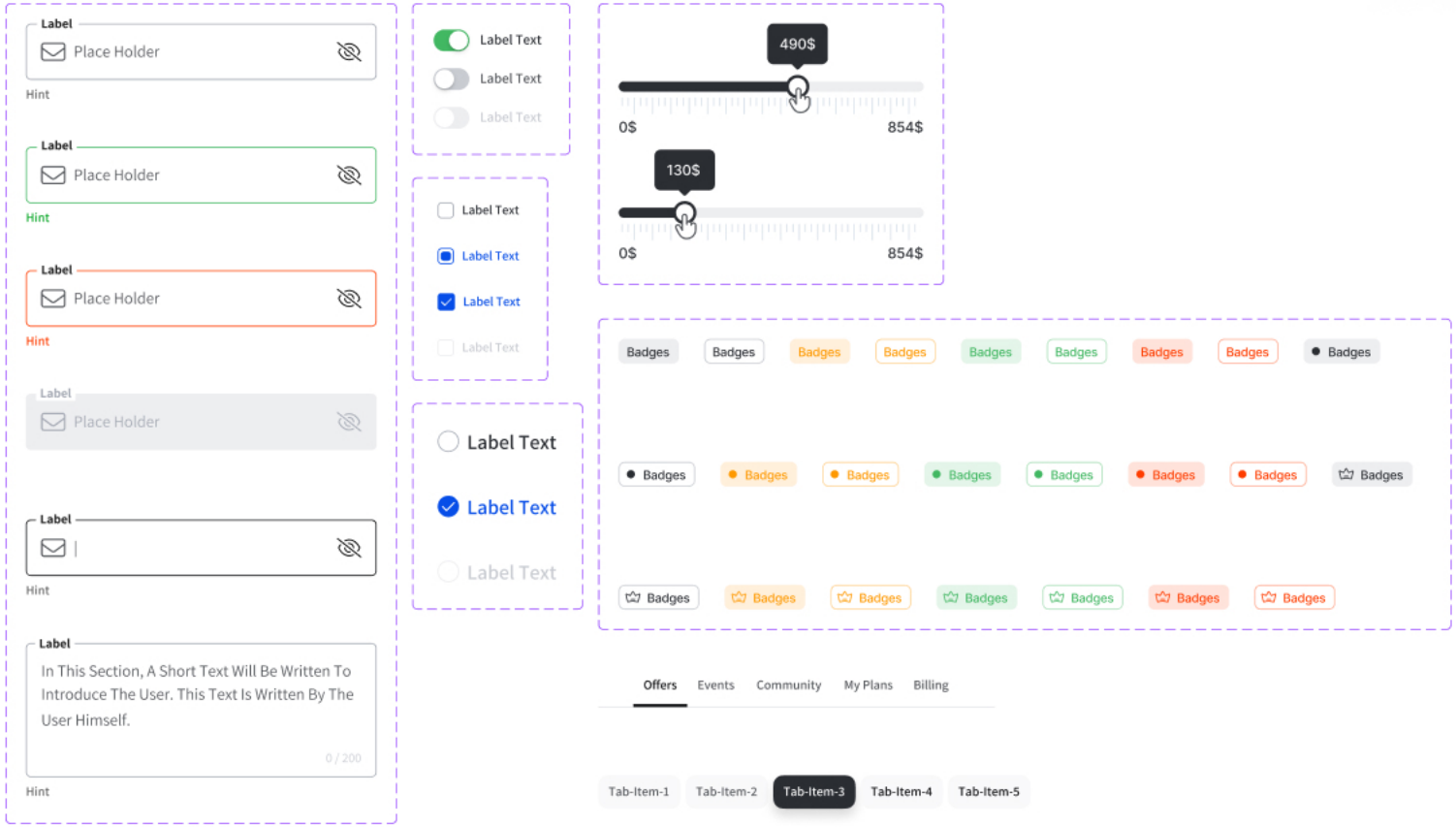
As a product designer integral to the entire design of this platform from its inception, I was entrusted with the creation of a unified system design that echoed the brand's identity. My responsibilities encompassed the implementation of all elements, from buttons and alerts to modals and components for the dashboard and mobile interfaces. The emphasis was on a harmonious, integrated structure that held the potential for future expansion. A significant and critical part of my work revolved around the articulation of an accurate and scalable style guide. Undertaking this comprehensive task served as an enriching test of my abilities, and I am gratified to have risen to the challenge.

Typography

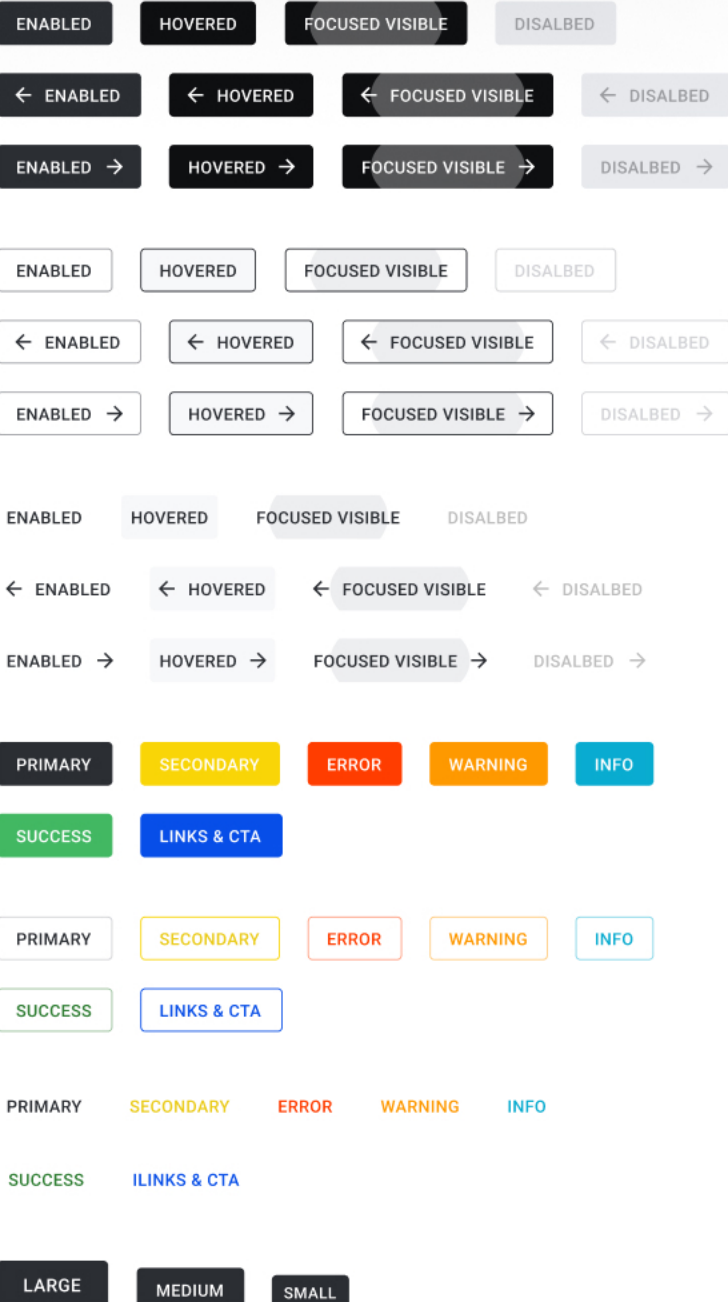
H1. Heading	2.441em ~ 39.6px
H2. Heading	1.953em ~ 31.25px
H3. Heading	1.563em ~ 25px
H4. Heading	1.25em ~ 20px
H5. Heading	20PX - 32LH
H6. Heading	0.8em ~ 12.8px
Subtitle, List Titles, Subtitles, Captions, Text Inputs	0.8em ~ 12.8px
Body. Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit. Quos Blanditiis Tenetur Unde Suscipit, Quam Beatae Rerum Inventore Consectetur, Neque Doloribus, Cupiditate Numquam Dignissimos Laborum Fugiat Deleniti? Eum Quasi Quidem Quibusdam.	1em ~ 16px
BUTTON TEXT	1.25em ~ 20px
caption Text	0.8em ~ 12.8px

Color

Primary #2B3333	Primary-900 #003333	Primary-700 #005566	Primary-500 #007788	Primary-300 #009999	Primary-100 #00B3D9
Secondary #FFD700	Secondary-900 #FF8C00	Secondary-700 #FF6600	Secondary-500 #FF4400	Secondary-300 #FF2200	Secondary-100 #FF0000
Color-Info #00AEEF	Color-Info-light #00C8E8	Color-Info-lighten #AEEFEE			
Color-warning #FF9900	Color-warning-light #FFCC66	Color-warning-lighten #FFCC99			
Color-Success #008000	Color-Success-light #00CC66	Color-Success-lighten #00FF99			
Color-Error #CC0000	Color-Error-light #FF6666	Color-Error-lighten #FF9999			



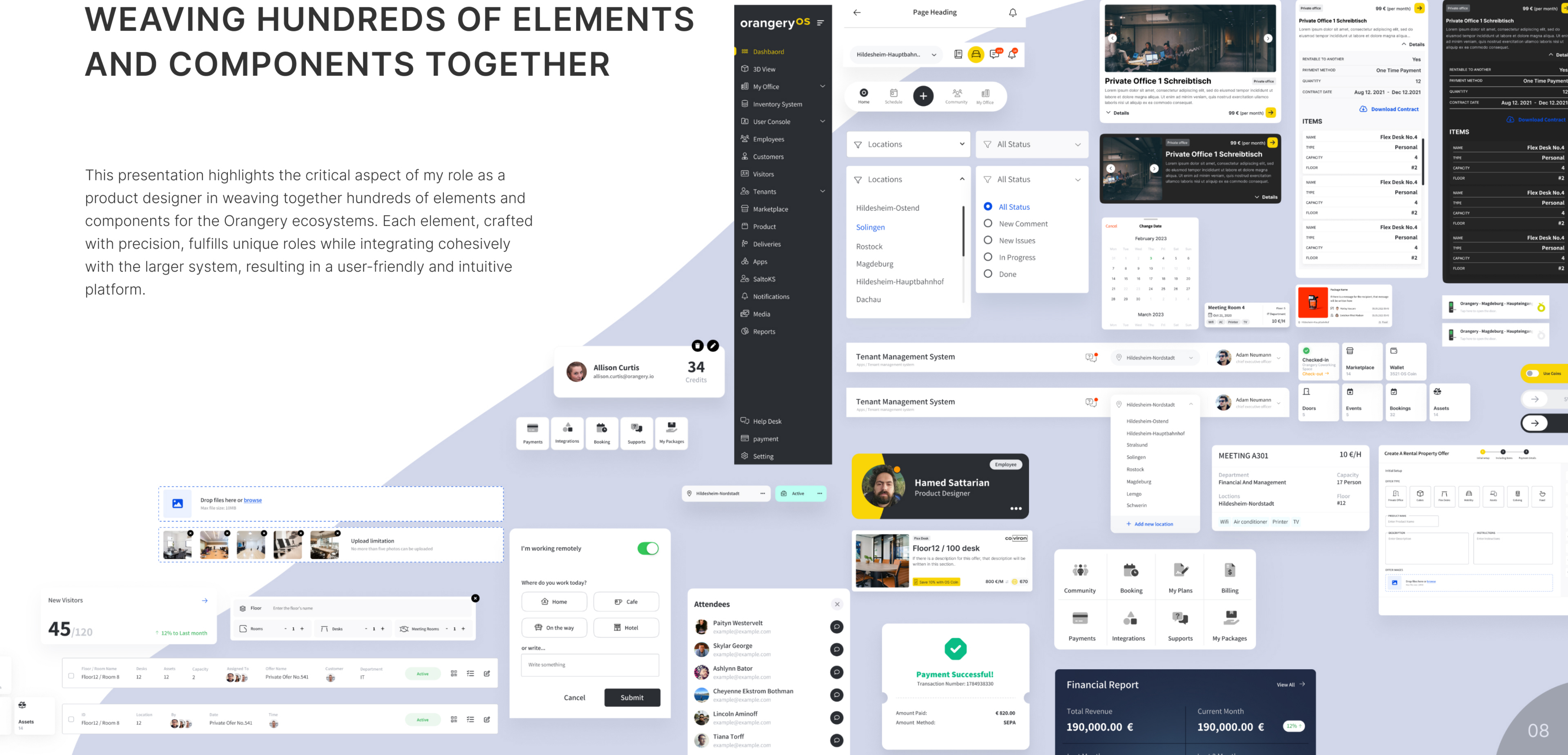
Buttons





WEAVING HUNDREDS OF ELEMENTS AND COMPONENTS TOGETHER

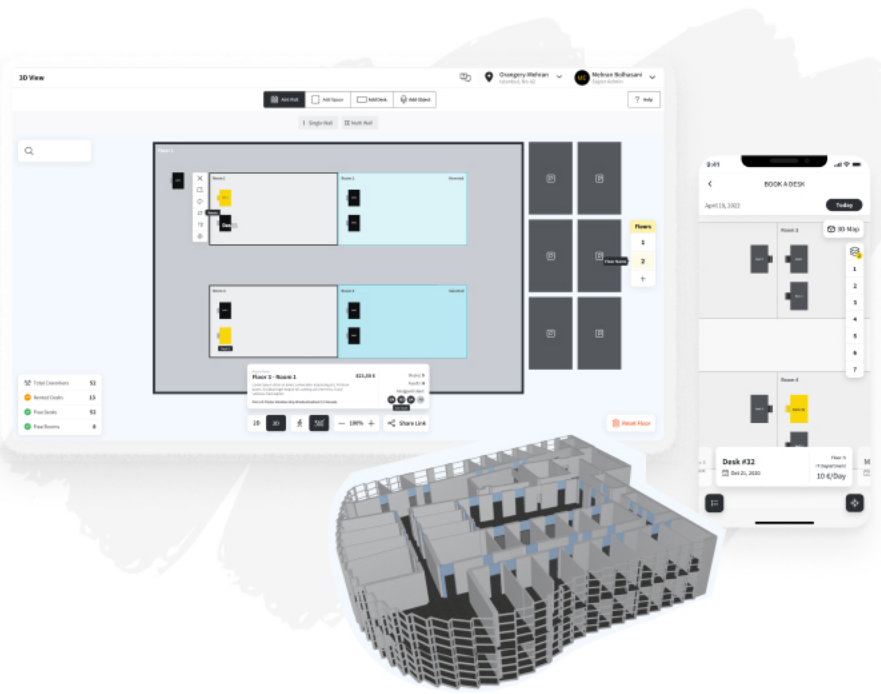
This presentation highlights the critical aspect of my role as a product designer in weaving together hundreds of elements and components for the Orangery ecosystems. Each element, crafted with precision, fulfills unique roles while integrating cohesively with the larger system, resulting in a user-friendly and intuitive platform.



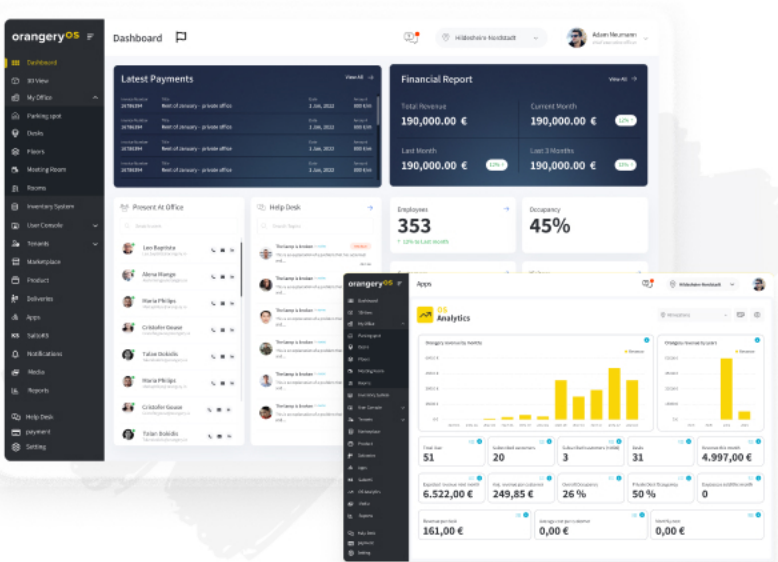


A JOURNEY INTO TAILORED COWORKING SOLUTIONS

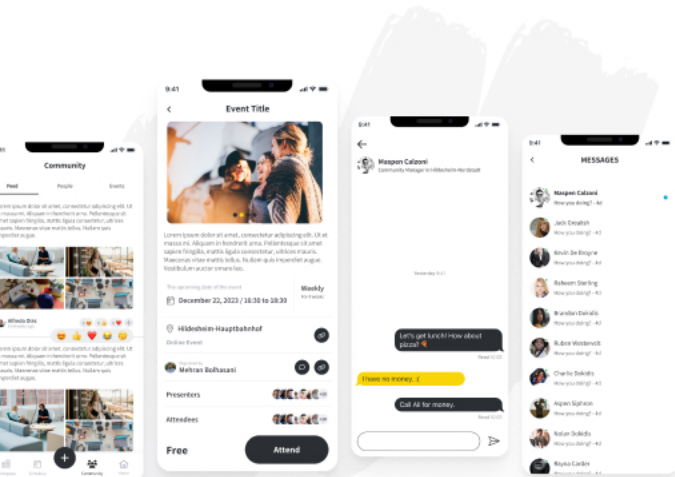
OS Engine



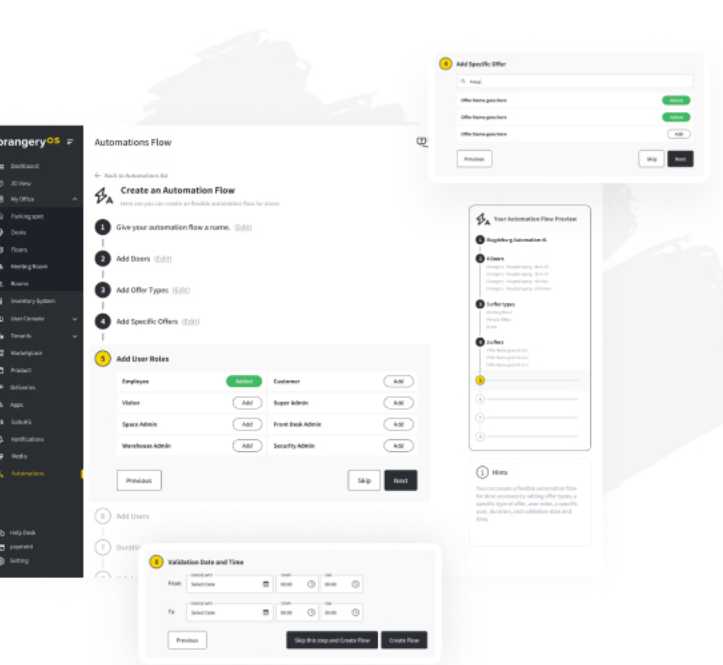
BI Dashboard



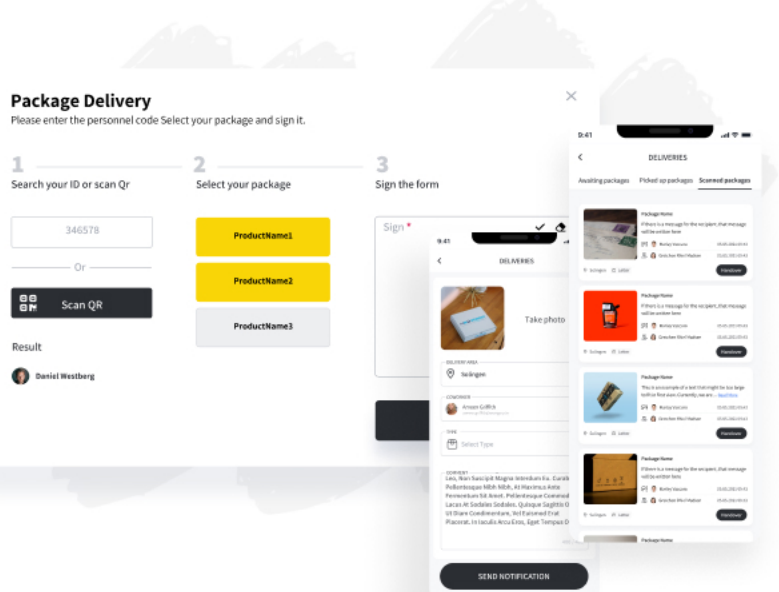
Build up Engagement



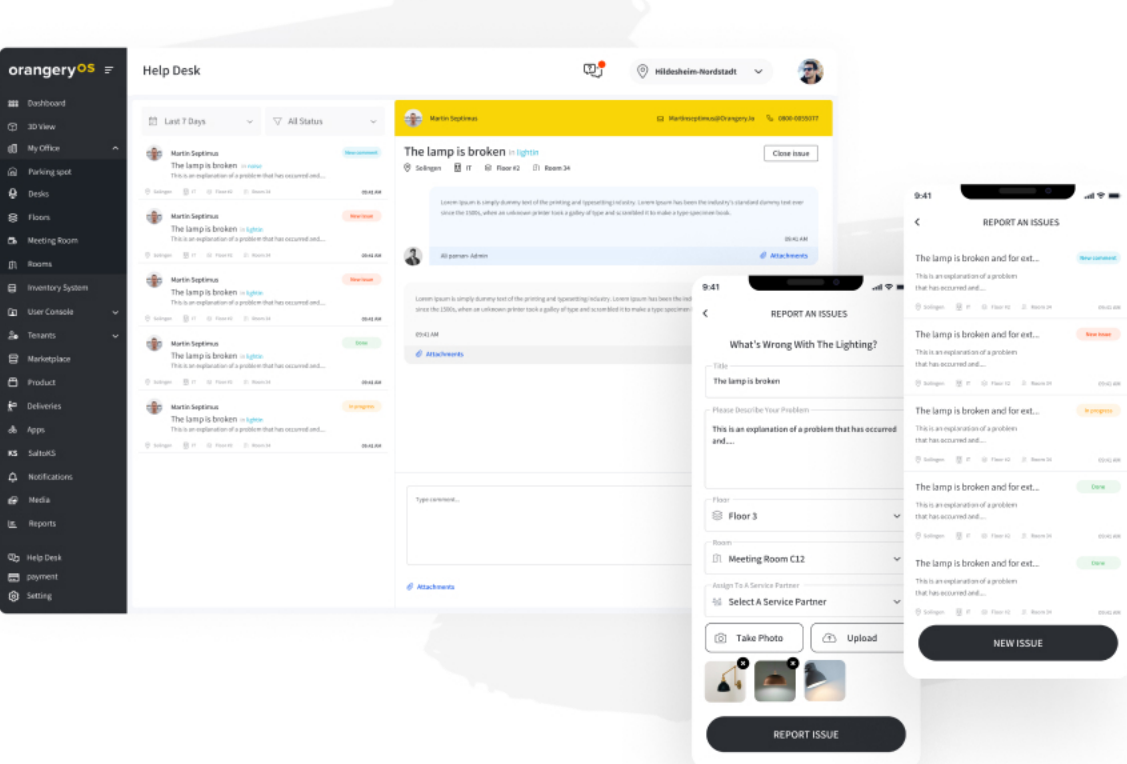
Automation Flow



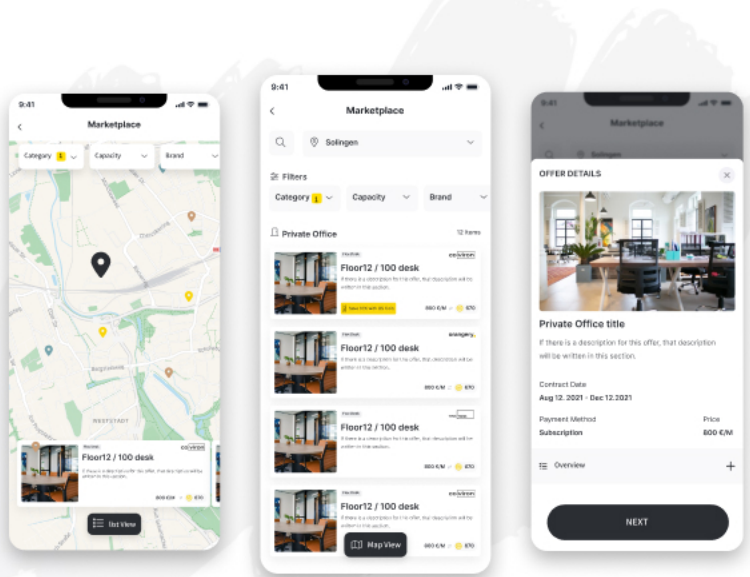
Delivery System



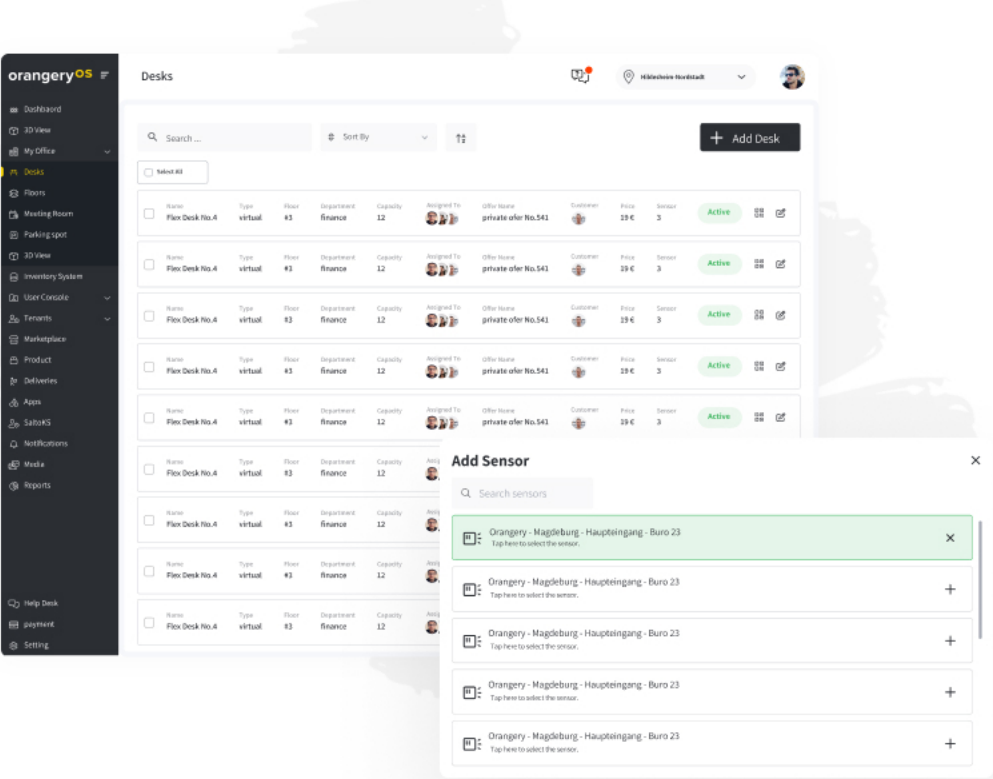
Report issue



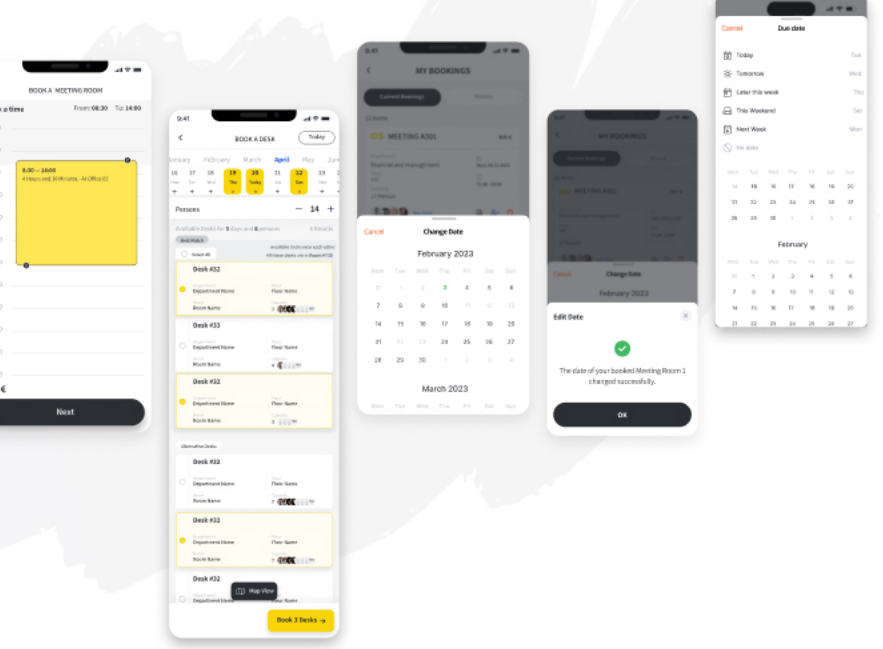
Marketplace



Desks - Sensor

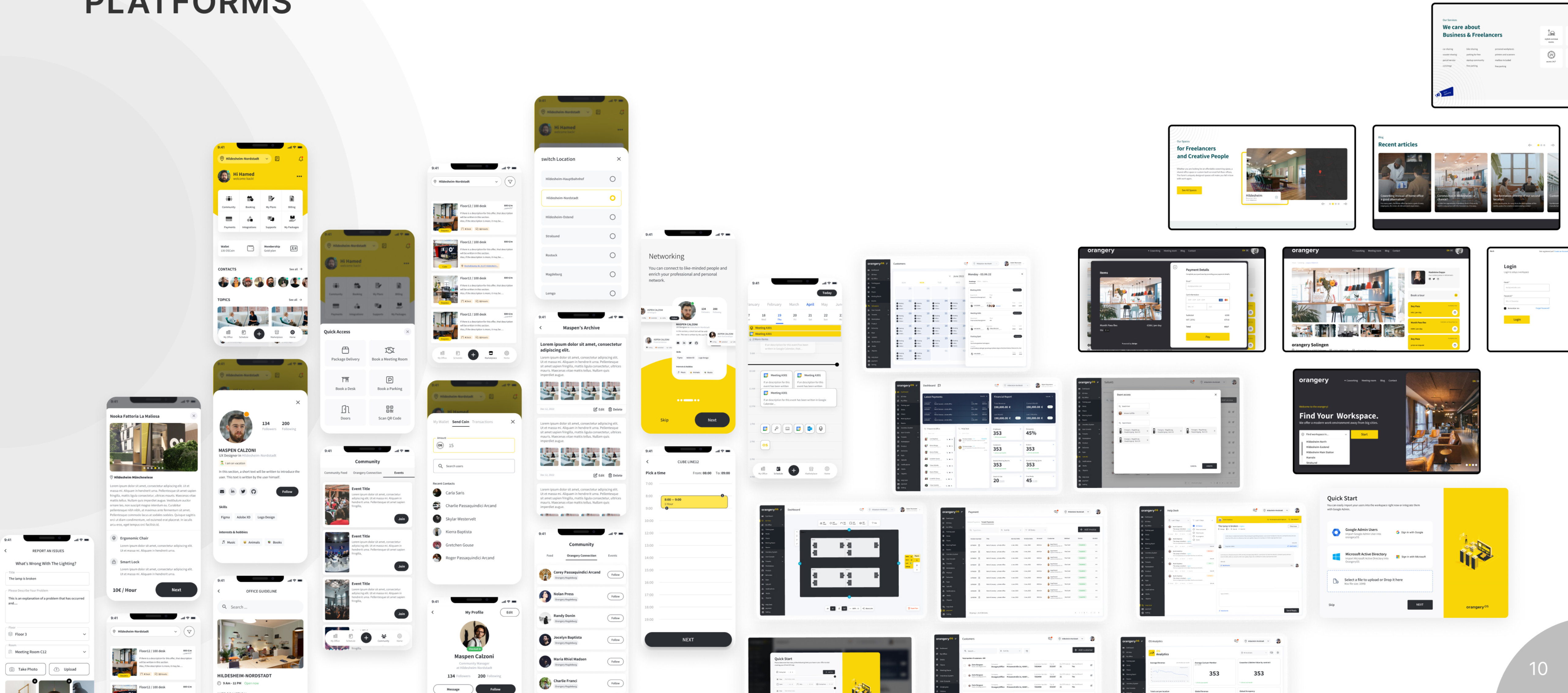


Booking flows





HUNDREDS OF PAGES ON THREE PLATFORMS





PRIORITIZING COMMUNICATION OVER TOOLS: THE ESSENCE OF EFFECTIVE DESIGN

As we conclude this presentation, it is crucial to underscore the importance of effective and constructive communication in shaping the products we design. In the world of product design, our core mission is to create solutions that ultimately serve people. Behind the multitude of elements and components, pages, and intricate designs, the significance of healthy human communication cannot be overstated. These tools are but a medium to augment the pure experiences of our coexistence, enabling seamless interactions and collaborations.

My journey with Orangery has offered me the opportunity to delve into this symbiosis between design and human experience. Amidst the challenge of designing intricate features and components, the essence of our work has always been about facilitating and enhancing human connections. I'm gratified to have had the experience of fostering this quality of togetherness in Orangery. This journey has not only been about creating a robust and intuitive platform but also about enabling people to interact and collaborate more effectively.

Thank you!