

CHAPTER I INTRODUCTION

1.1 Background

The current trend of flexible working and study creates a variety of preferences among students and workers. Most of them prefer to work or study at cafes or co-working spaces where they can work more efficiently with less constraining effects on creativity. These facilities provide Wi-Fi, comfortable seating, power outlets, and an ambiance conducive to focus and creativity. The coworking market in Indonesia has been gaining popularity particularly in Jakarta where business and commercial activities are highly concentrated. Savills World Research Indonesia estimates that there are currently more than 200 coworking spaces spread across the country as of June 2020, with Jakarta shared the highest contribution nearly 90% of the total stock (Savills World Research, 2020).

There were 2,950 coffee shops in Indonesia as of August 2019, over three times as many as there were in 2016 (franchised coffee shops in major cities). According to estimates, the annual market value of coffee shops is above Rp4.8 trillion, and 40% of customers choose coffee shops that offer takeout. According to BrandPartner Groups's survey, "63.91% of 169 respondents prefer to visit coffee shops over bakery cafes or co-working spaces".

According to the report done by IPB University that involves 259 respondents, women made up 56% of the respondents who rented co-working space, and the most productive tenants were between the ages of 15 and 25 (47.5%), followed by those between the ages of 26 and 35 (37.5%). Furthermore, at the education level, the majority of tenants (52.9%) have a bachelor's degree with no married status (68.7%) and the highest employment status is private employees (35.9%) and students (32.4%). The greatest location in terms of domicile is in Jakarta, and the largest tenant earns less than Rp 5,000,000 per month.

However, finding that ideal cozy cafe or co-working space can be quite a task, considering all of these factors: location, availability, price range, or facilities. While online maps and general reviews are available, many either do not offer narrow criteria or lack the right viewpoint regarding students and workers. It has recently become a hotspot with the remote working and study boom. Demand is increasing for a very efficient and user-friendly application that would identify perfect workplaces.

1.2 Problem Identification

Infrastructure Problems:

- Lack of Detailed Information – Existing platforms do not provide essential details such as Wi-Fi speed, power outlets, noise levels, or seating availability.
- Limited Search Customization – Users cannot filter spaces based on budget, location, or aesthetics, making it difficult to find an ideal workspace.
- No Real-Time Data – There is no live tracking of space occupancy or conditions, leading to users arriving at overfilled or poorly equipped locations.

1.3 Problem Formulation

- What kind of application design that will be appealing to students and nomad workers, and how to make them efficient and simple to use?
- How can NomadNest as a personalized app centralize information, eliminating the need for people to find reviews on different platforms?

1.4 Scope of Research

1.4.1 What?

Workcation is a phenomenon when workers decided to work outside of office, such as a cafe or a working space, this phenomenon increased when workers are facing WFH or Work From Home during the Covid 19 era.

1.4.2 When?

The research will be conducted from February to June 2025.

1.4.3 Where?

The focus is mainly on co working spaces and cafes around bandung.

1.4.4 Who?

Workers and students at the of 20 - 25 where they are still active and want to explore places.

1.4.5 Why?

Because there is no information regarding places to work outside office like a co working space or cafe. Workcation also increases productivity and help workers to feel more relaxed and calmer.

1.4.6 How?

By developing an application where workers can use to find references of places to work and where workers can also book co working spaces.

1.5 Design Goals

The goal of this study is to give informations about co working spaces or places where workers that wants to work outside of office, by creating an app where workers can get suggestions or book their desired place to work, and for offices to rent buildings when they want to bring a lot of workers to work outside of town, and help small businesses grew, and boost tourism in small cities, while relaxing and still getting the job done.

1.6 Benefit

- **For Workers**
Finding their preferred place to work, benefiting from those places, staying relaxed and becoming more productive.
- **For Students**
Finding their preferred place to study and doing tasks.
- **For Cafes and Co-working space**
Getting new costumers, finding out new information about what does the customer wants, improving their place.

1.7 Design Method

The design approach will use the User Centred Design (UCD), which will focus on the user, it will consider their story, emotions, and the insights that will be gathered. UCD will have 4 steps.

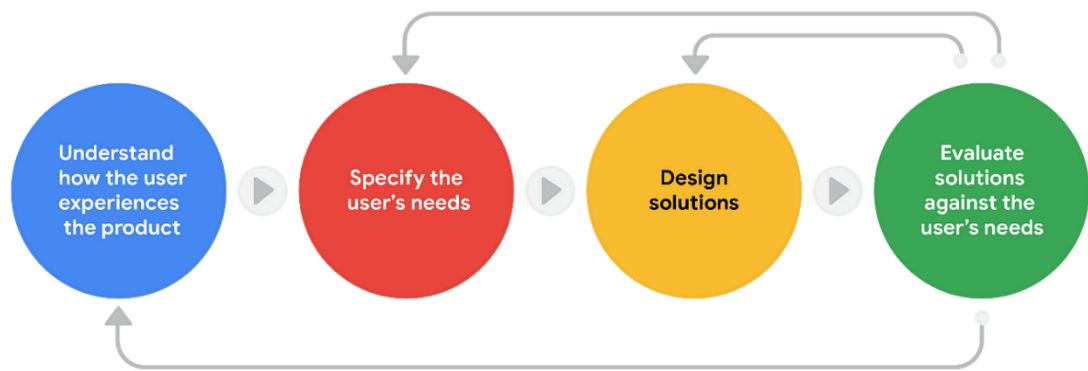


Figure 1.1 User Central Design Framework

(Source: medium.com, 2021)

1.8 Design Method

- **Observation:** Using observation to observe which age groups likes to spend more time working outside of their home and what kind of cafes or co working space that attract people within that age groups.
- **Literature Study:** Using Articles, Journals, And Research, from the past, to guide my research and the author project, giving beneficial information for the author, making sure the author stay true to the facts and can create something beneficial.
- **Questionnaire:** A questionnaire is used to get insights about the costumer behaviour, the questions are organized to get information about the customer preferences, making sure each customer find their preferred place.
- **Interview:** An Interview is conducted to gather informations and understand the perspectives of people.

1.9 Data Analysis

SPATIAL Data

Spatial data refers to information that describes the location and characteristics of features on the Earth's surface, essentially indicating "where" something is situated geographically, often represented using coordinates like latitude and longitude, and commonly used in applications like mapping and GIS systems; it's also known as geospatial data.

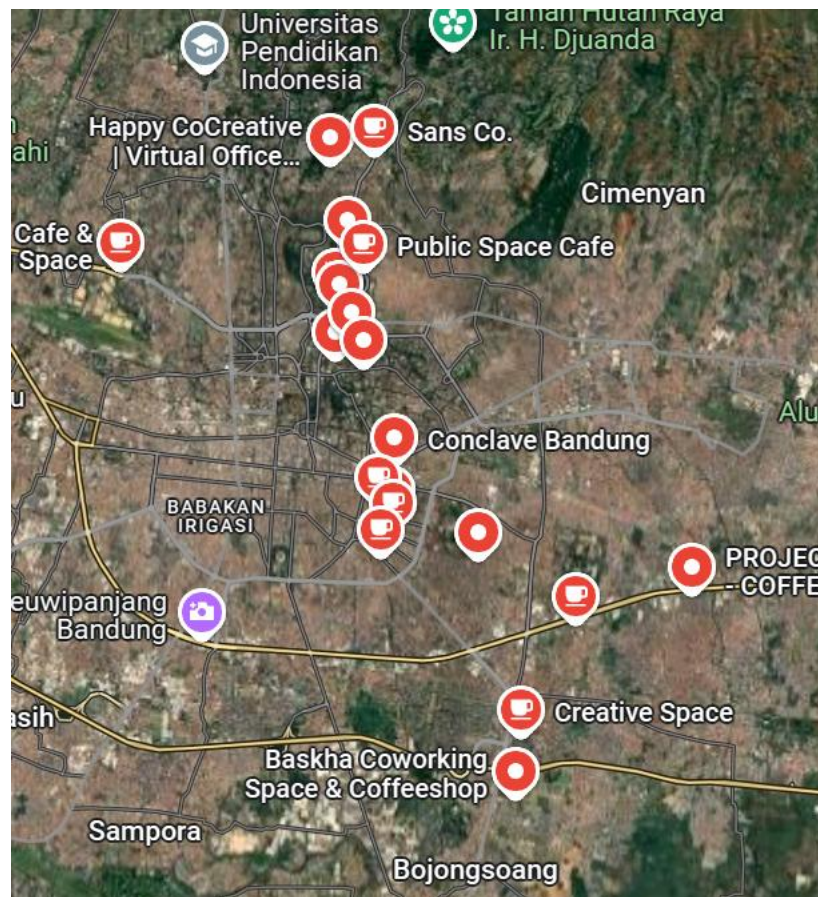


Figure 1.2 Cafes and Co-working spaces in Bandung
(Source Google Maps, 2024)

Based on the picture shown above there is a lot of cafes and co-working spaces that is located in Bandung, and they are close to each other, and from the data shown above it will be confusing for customers on which one should they choose, because there is no detailed information on those places.

1.10 Design Framework

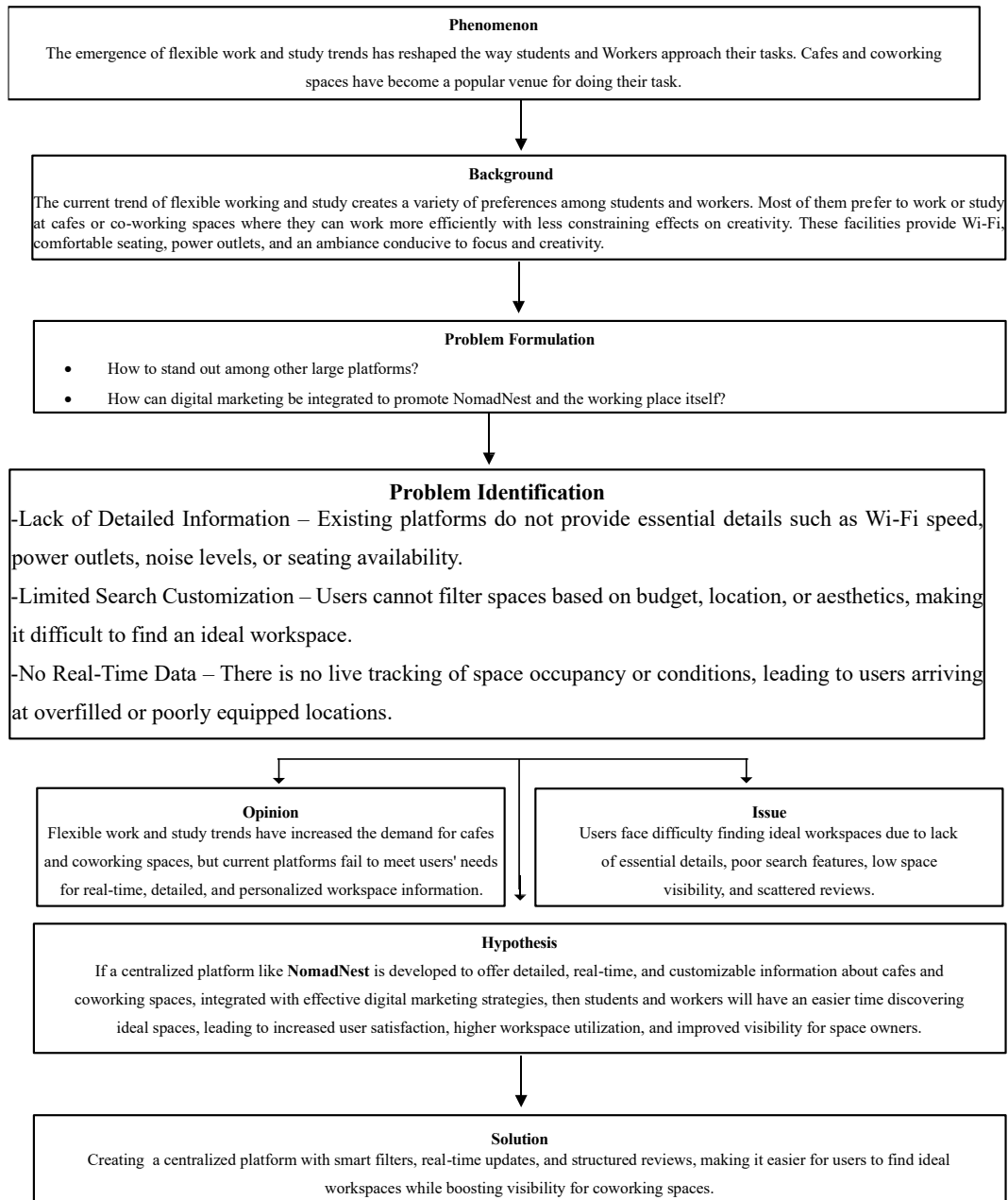


Figure 1.3 Research Framework

(Source: Personal Data)

1.9 Writing Systematic

CHAPTER I : Introduction

Discussing the Background, Problem Identification, Problem Formulation, Scope of Research, Design Goals, Benefits, Research Method, Data Collection Method, Data Analysis Method, Research Framework, and Writing Systematic.

CHAPTER II :THEORITICAL FOUNDATION

Discussing the Theories related to the phenomenon, Media, Audience, Jobdesk, and Method used.

CHAPTER III : DATA AND ANALYSIS

Discussing Detailed information of the data as well as detailing the information from the results of method of research.

CHAPTER IV : DESIGN CONCEPT AND RESULTS

Discussing detailed information of the data concept, their visuals, their process and the result.

CHAPTER V : CONCLUSION AND SUGGESTION

Discussing the conclusion from the research and suggestion for the next research.