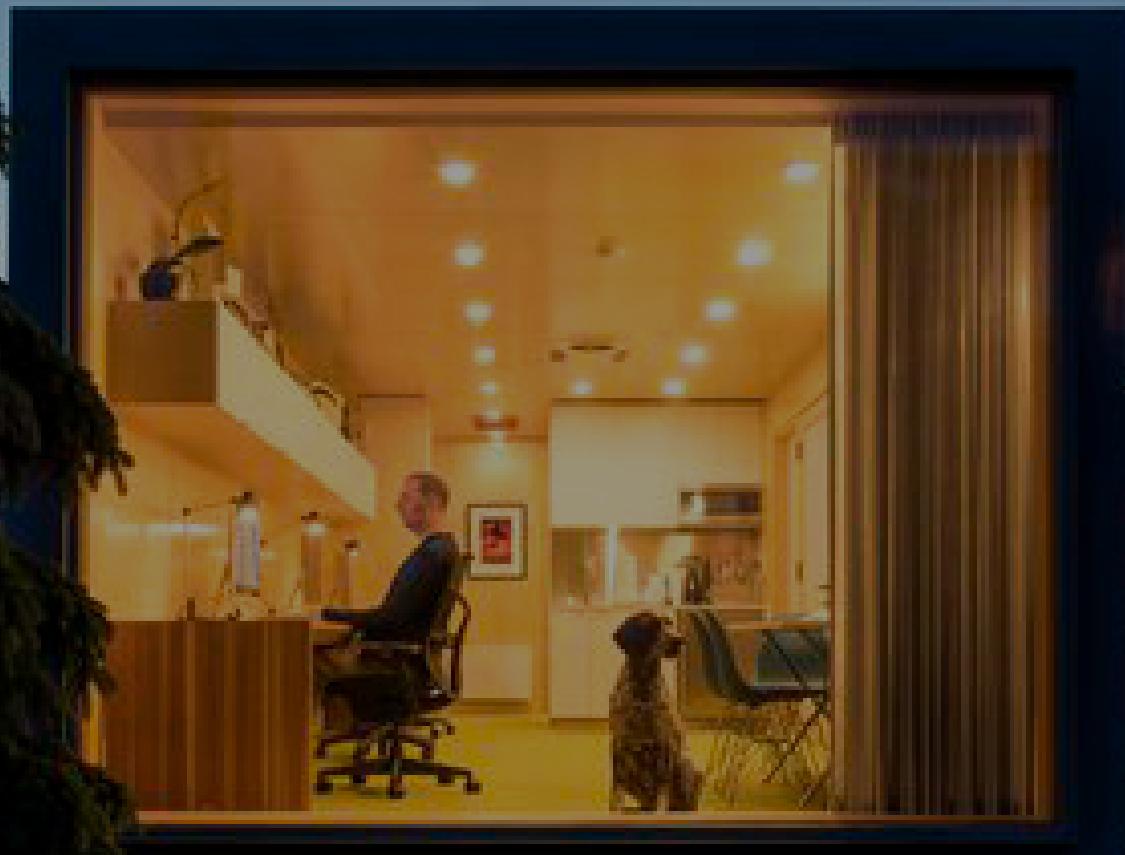


REPLUG

# The Future Office Report





# Table of contents

## Creating A Future workplace

Our original intention	4
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## Our approach

Our Solution	7
Replug Marketing Strategy	8
Business model	9
Place	11
Promotion	12
Attract investment	16

## How we make this happen

User Interface Design of Mobile Application	19
User Journey Map	20
User Journey Map of Individual Mode	21
User Journey Map of Business Mode	22
User Experience Concept and Explanation	24

## Behind Design

Re Plug LOGO Design	28
Logo Design Elements	29
Font we use	31
Practical Applications	32
Store design	35

## Appendix

List of Figure	37
Member of Futurama	38

# Creating A Future workplaces



## The future of work

### Working better together ever

#### Our original intention

From drip travel, to bicycle sharing, to car sharing, the sharing economy is infiltrating every aspect of our lives. And now, in the commercial office sector, co-working space is becoming another new trend of sharing. Co-working refers to an office model where individuals from different companies work together in a co-working space in order to reduce office rental costs; at the same time, office workers can share information knowledge, skills, ideas and widen their social circle with other teams.

In the early days of shared office development, companies were doing things around space, but as the scale of shared office development gradually grew, the thinking behind shared office development began to change. How to bring more services to companies and how to use them to increase revenue has also become a difficult part of shared office development. Shared offices must be able to provide a value-added service platform for companies in order for its business model to be more comprehensive and for the future revenue business risks to be reduced.

In order to expand new revenue business, in addition to companies to try multiple angles, in fact, the whole market development environment is also very important. WeWork in the United States, its profit is diversification, but this largely comes from the global layout to create a strong platform and scale of operation.

At present, shared office companies are focusing on services as a way to increase revenue, although the percentage is not yet high, the industry believes that it is a long revenue, any space can go through services to generate some affiliation or share. The reason why shared offices want to expand their service revenue is, firstly, because the current office investment is in a cold state and the market is entering the era of stock; secondly, the



shared office market is highly competitive and the homogenization of space is serious, so they need to rely on services to win; thirdly, it is related to the decrease in the number of enterprises, and the decrease in the number will naturally make shared office occupancy decline.

Once shared offices have taken the lead in the service sector, they will naturally attract more companies to accept the services they provide, and the subsequent economic value is naturally immeasurable. Now the head players of shared office are doing related services one after another, for example, luckin coffee is stationed in Youkobo, shared office space WeWork and Sesame Credit reached cooperation, in the future there will certainly be more shared office enterprises in the field of scene services upgrade, who can get more brand supporting service providers cooperation, naturally can improve the scene services.

In the future, the competition in shared offices will no longer be limited to space, but service will be the key to competition.

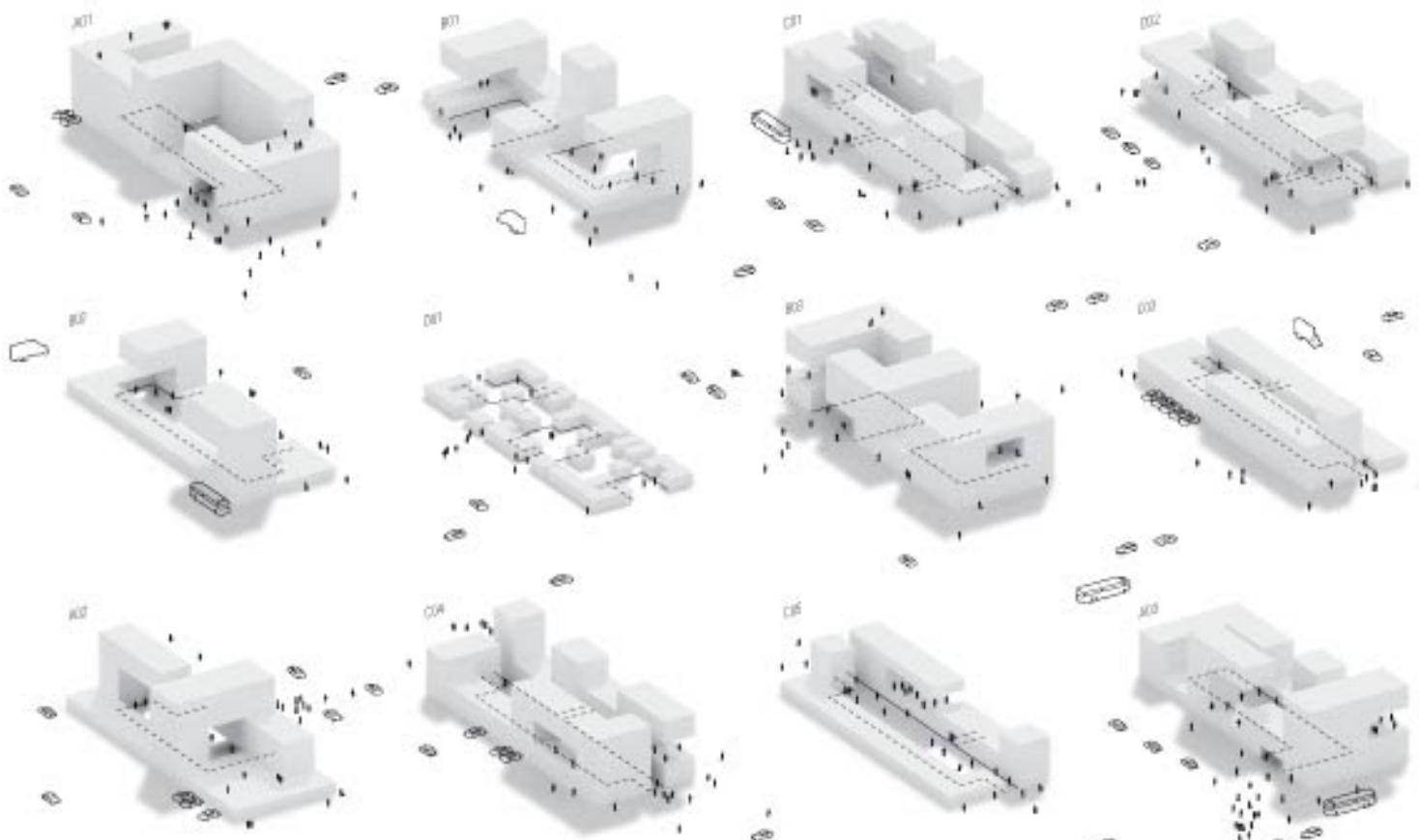
# Our approach

# Our Solution

According to the pain point of consumers, that is, there is no comfortable and alternative office space on Sunday and there is no good atmosphere suitable for young people to start a business. The solution we provide is re-plug 24-hour business office space, which uses recycled containers, buses and ships for reuse. Build a comfortable and low-cost office suitable for youth, students and office staff.

RE-PLUG brand reorganizes the spatial structure of waste materials such as buses, containers, ships and trains, and refits them into target buildings for office and activities. Its forms can have a variety of combinations. We use technology to refit the edge of its waste materials, so that the materials can be spliced and combined freely, which is similar to the products of toy brand LEGO. At the same time, there will be some supporting beautification buildings, such as decorative roofs, etc.

## The Replug Container idea



# Replug Marketing Strategy

The market strategy of RE-PLUG (Figure 2) is generally divided into six parts: (1) Recycling waste materials; (2) Office stores; (3) Sales model; (4) Place; (5) Promotion; (6) Attract investment.

From the initial recycling of waste materials, i.e., containers, trains, buses, etc. to the construction of shops. RE-PLUG brand realizes O2O environmental protection business model. The brand aims to provide more personalized sales services and office space for young entrepreneurs and students. Shops have a wide layout, which can be more convenient for staff to work quickly. The brand carries out online and offline promotion, and faces global investment at the same time.

Figure 1

RE-PLUG MARKETING STRATEGY; SOURCE: OWN FIGURE



# Business model

The sales mode of RE-PLUG adopts subscription membership system to provide more personalized customized package services for consumers with different needs. The subscription membership system is generally divided into team members and individual members. For aspiring young entrepreneurs, the customized package includes an independent office floor, which provides a good office environment and atmosphere, with complete office equipment and conference equipment. Enjoy 24-hour business service and free beverage service. At the same time, the Office package suitable for the team can be selected according to the number of team members. Enjoy personalized team customization services. RE-PLUG also launched a personal package of shared desk, which is open 24 hours a day, so that consumers can free their time and place of office. Shared desk also has complete office equipment and comfortable office environment. And students have preferential prices.

Figure 2

THE SALES MODEL OF RE-PLUG; SOURCE: OWN FIGURE

Standard Office	Office suite	Share desk	Day Office
<b>1294 €/month</b> <b>Long term</b>  <b>994 €/month</b> <b>Public share</b> Practical space for teams of all sizes. Suitable for a team of 2-3 people. Complete office equipment. Open 24 hours a day, Drink service	<b>1794 €/month</b> <b>Long term</b>  <b>1494 €/month</b> <b>Long term</b> Team space with integrated meeting area. Suitable for a team of 5-6 people. Complete office equipment. Open 24 hours a day. Drink service	<b>1794 €/month</b> <b>VIP</b>  <b>1794 €/month</b> <b>Student</b> Comfortable independent desk Complete office equipment Open 24 hours a day Drink service	<b>1794 €/month</b> <b>VIP</b> Comfortable independent desk Complete office equipment Open 24 hours a day Drink service



In addition to personalized member customized package services, RE-PLUG also provides convenient payment services such as printing and delivery, making it easier for consumers to work.

According to the < At a Grace Q4 2021 Office market Hamburg > office space market report, from Figure 4 As can be seen from the above, the maximum office rent in Hamburg City Center is 33 € / m<sup>2</sup>, the maximum office rent in the port area is 24 € - 29 € / m<sup>2</sup>, and that in the suburbs is 20 € - 24 € / m<sup>2</sup>. From this, we can conclude that the average rent of the highest office space in Hamburg is between 24 € - 26 € / m<sup>2</sup>. However, since re-plug has no house and place restrictions, we set the price at 15 € / m<sup>2</sup>, which is relatively low. At the same time, the price of member package will be more favorable on this basis. As shown in Figure 3 The team determines the selling product price after fine adjustment.

Figure 3

AT A GLANCE Q4 2021 OFFICE MARKET HAMBURG; SOURCE: BNP PARIBAS REAL ESTATE, 2021

Submarkets	Top rent (€/m <sup>2</sup> ) From to
1. City Centre	1
1.1 City Centre	33.00
1.2 Eastern Harbour Fringe	25.50
1.3 HafenCity	29.00
1.4 Western City Fringe St. Pauli	24.00
2. Centre Fringe	20.00 - 24.00
3. Subcentres	13.00 - 19.50
Total	



## Place

At present, we plan the trial operation points of offline shops of RE-PLUG in Hamburg Dammtor, Altona and Elbgaustraße. They are business district, near school and residential area. The offline operation of brands placed in the commercial field can attract the attention of more merchants and entrepreneurs. The brand will place trial outlets in two areas of Altona. The store is mainly planned for students' Entrepreneurship and learning. It is built near the school and can absorb more individual members. Shops in residential areas can meet consumers' needs for home office and provide a good office environment.

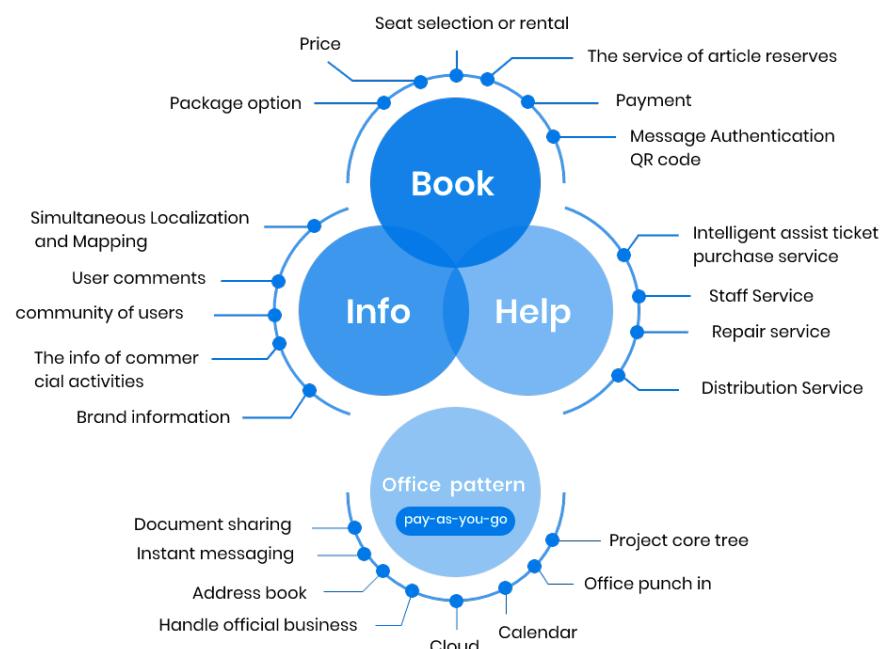
# Promotion

RE-PLUG implements online and offline promotion. Online brands have independent apps and official websites, and carry out media publicity on major network platforms. Offline customer experience system and other commercial consumer experience activities are adopted.

RE-PLUG app can purchase tickets quickly and issue tickets immediately through app. At the same time, it supports artificial intelligence virtual robot assisted ticket purchase. If there is any problem that needs to be repaired during the use of our products, we can remind relevant personnel to make adjustment through app. Follow Figure 5. we also provide fast delivery of letters, documents and items.

Users can learn the latest RE-PLUG activity information and participate in community discussions through the app. At the same time, RE-PLUG also provides a convenient and fast office mode for young entrepreneurs. Combined with RE-PLUG rental package, it makes office easier.

**Figure 4**  
**RE-PLUG MARKETING STRATEGY; SOURCE: OWN FIGURE**



By analyzing the promotion mode of similar competitive products, we can get more effective promotion channels. Therefore, the team selected two library brands Staatsbibliothek Hamburg and Bücherhallen Hamburg to analyze the online promotion mode.

Staatsbibliothek Hamburg carries out brand promotion through the official website, Google map, Hamburg City official website, etc. Publish notices, news, etc. on the brand's official website, and reserve library places. Google map is mostly promoted by customers through post purchase. Staatsbibliothek will update some tweets about the brand and post them on Hamburg's official website as a tourist destination promotion

The promotion of micro media is basically focused on INS, Facebook and twitter, and the news release frequency is very frequent. They stopped updating YouTube eight years ago. Bücherhallen Hamburg adopts the same marketing strategy





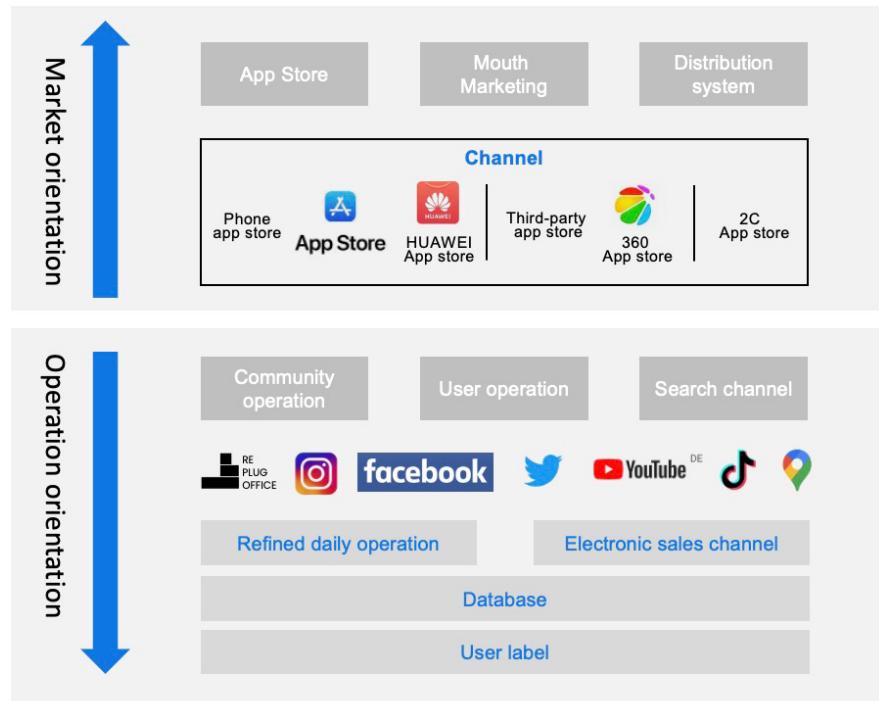
as Staatsbibliothek Hamburg. It will publish news on the official website and carry out word-of-mouth marketing through Google map to promote the brand on the official website of Hamburg. In addition, Bücherhallen Hamburg will publish brand related information on the website of 360 ° new city culture fund and academic forum websites such as mediennetz Hamburg to attract academic, technical and expert personnel. Bücherhallen Hamburg will also put information about the brand on Mercado, a website similar to the travel guide, which will help increase user familiarity

At the same time, Bücherhallen Hamburg is very diligent in promoting micro media, and several major social media are operating.

In terms of market orientation, 2C products can be settled in app stores, including mobile app stores such as iPhone app store and Huawei app store. In addition, users can download re-plug app through a third-party software store, which makes it convenient for many types of mobile phones to download app. At the same time, we need to carry out the construction of omni-channel mouth marketing. The user feedback of search channel has a great impact on the credibility of the brand. We will also build a distribution system and carry out regional management to ensure the controllability of brand products and sales.

In terms of operation orientation, RE-PLUG enterprises will establish a database to store and analyze customer behavior data and transaction data, label and classify customers, and carry out targeted operation schemes and strategies for customers at different levels, such as establishing a membership system, so as to tap customer pain points and provide solutions.

**Figure 5  
RE-PLUG MARKETING STRATEGY; SOURCE: OWN FIGURE**



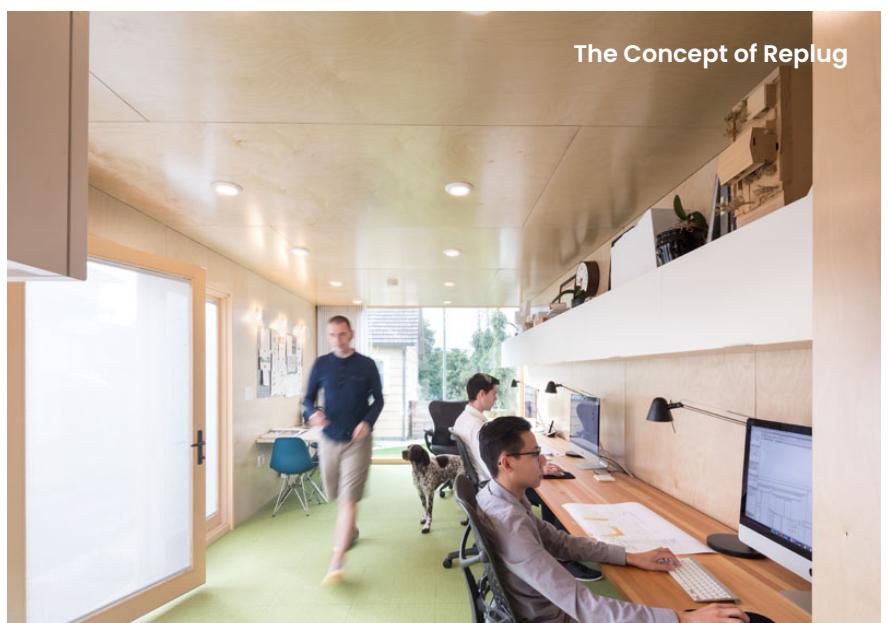
According to the analysis of the media promotion of competitive products, considering the media exposure and other issues, we will also carry out daily fine operation in social media and other places. At the same time, RE-PLUG app also has a professional user community, which can attract more academic, technical and entrepreneurial people, so as to improve customer loyalty. At the same time, the brand will also publish brand related information on more professional websites such as Mediennetz Hamburg to enhance the brand image and expand the volume of RE-PLUG community.

## Attract investment

At present, there are outdoor advertising spaces for containers, buses and hulls. As the offline stores of RE-PLUG are built in business districts, school campuses and residential areas with large traffic, outdoor investment attraction is the advantage of our brand, which is more conducive to brand financing

The investment promotion advertising space can also be presented through the facilities and supplies in the store. Repeated appearance can increase brand familiarity.

At the same time, we also attract investment for various styles of automatic vending machines, such as Bento vending machines, beverage vending machines, toy vending machines, etc.



# Replug's profit model is therefore focused on three main areas

1. rental income from office space
2. the provision of ancillary services to the companies that occupy the premises. For example, the provision of legal assistance, etc.
3. lifestyle services. For example, providing leisure areas, including cafes, libraries, small gyms, etc.

Replug provides value to its clients through.

its competitive and flexible pricing model, the company offers its clients workspace and larger office space at competitive monthly rates, offering renewable and flexible leases.

the quality of its facilities and the availability of amenities, the company operates high quality, modern office premises with a range of complementary facilities such as free internet, free refreshments, office equipment

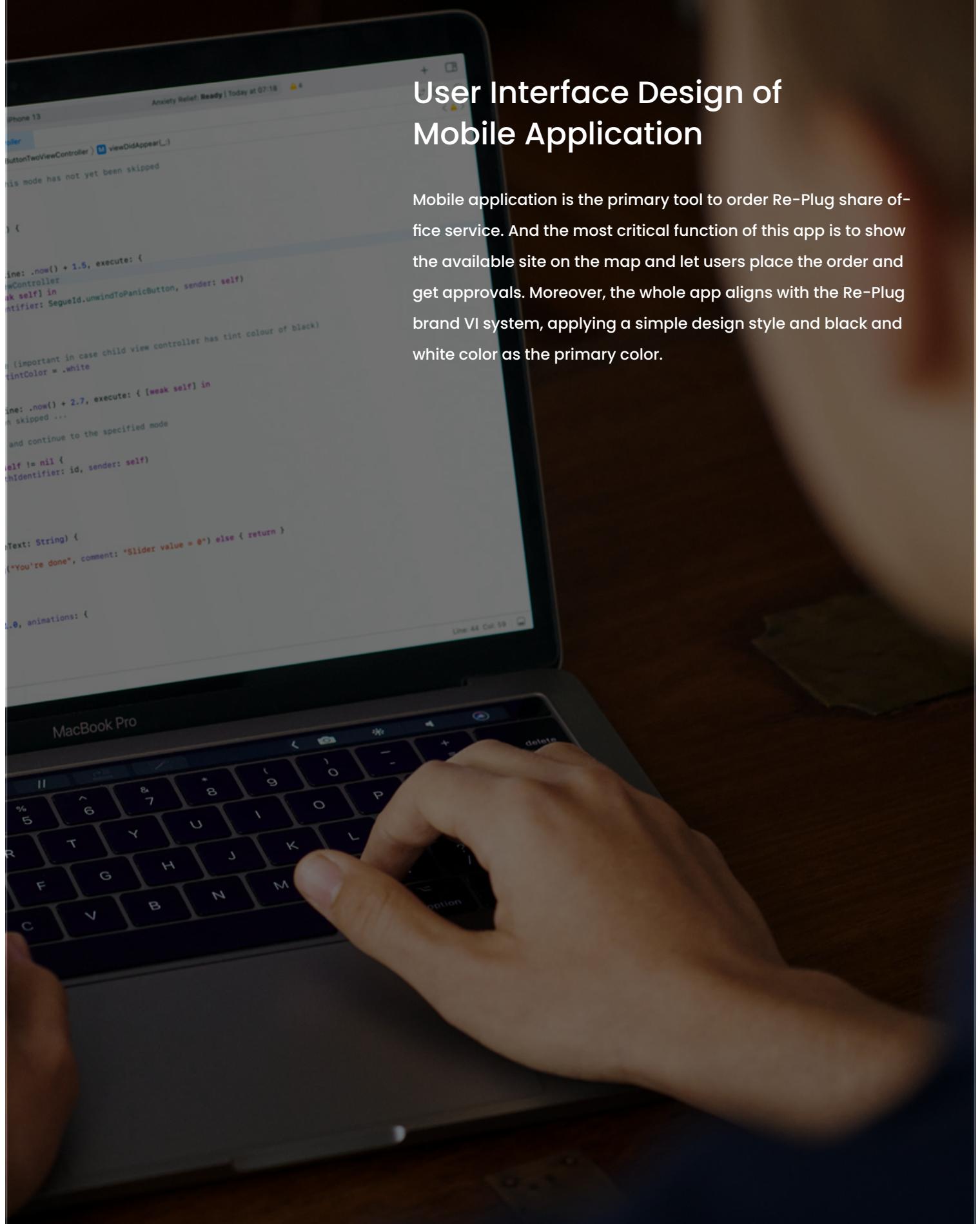
its community atmosphere, with the company's office locations creating a community atmosphere and organising social events to enable clients to interact with each other, provide feedback and share ideas; and

its service partnerships, where the company offers its clients a variety of discounted services through its network of partners, including reduced costs for healthcare and human resources solutions, payment processing services and transportation and distribution solutions.

# How we make this happen

# User Interface Design of Mobile Application

Mobile application is the primary tool to order Re-Plug share office service. And the most critical function of this app is to show the available site on the map and let users place the order and get approvals. Moreover, the whole app aligns with the Re-Plug brand VI system, applying a simple design style and black and white color as the primary color.



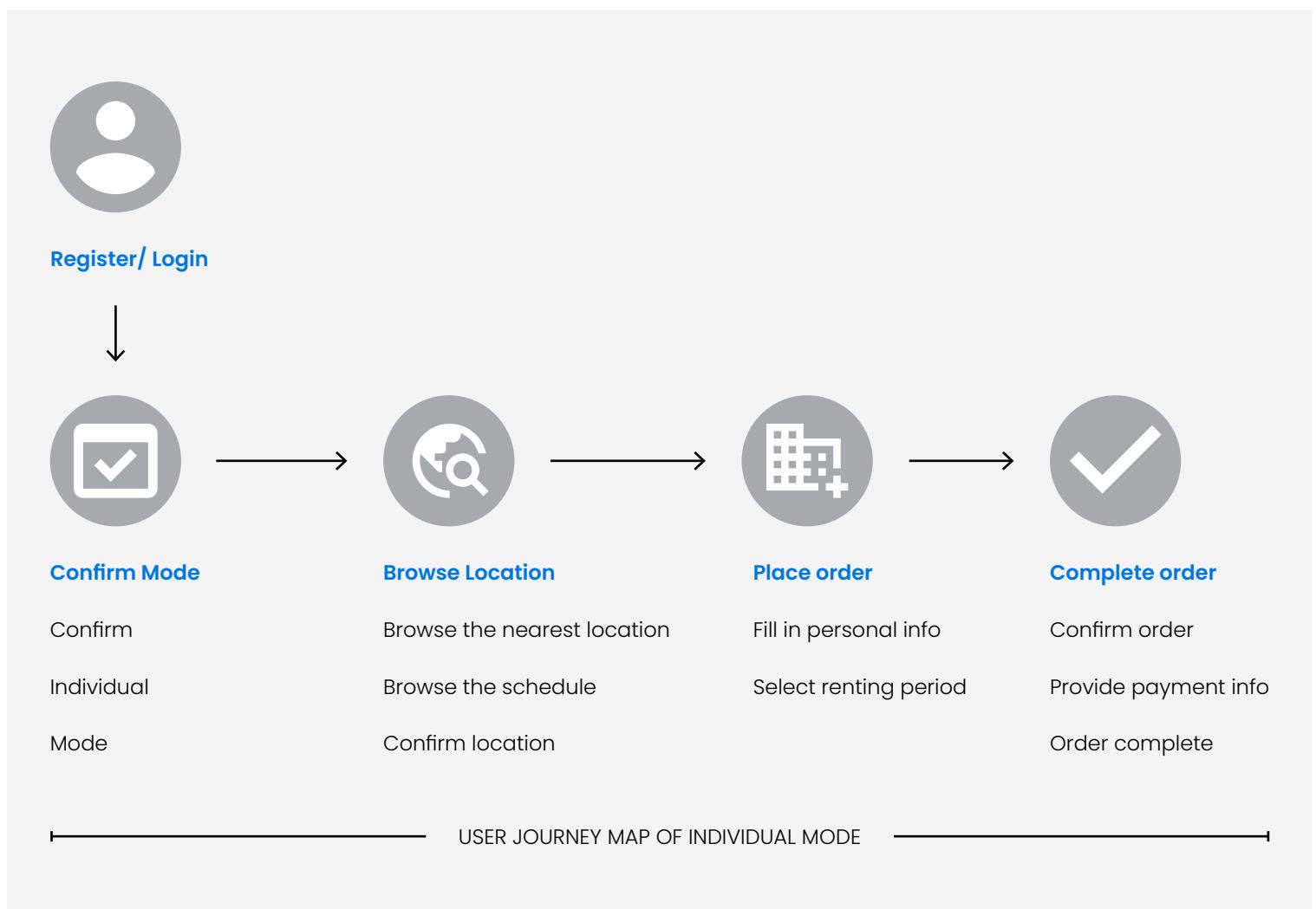
# User Journey Map

In this part, the user journey map would give the theoretical steps to formula how user undergo the whole process and achieve the goal in the app. Technically, there will be two user journey maps, they are respective individual mode and business mode. The individual mode serves for the people who needs individual working spot for temporary. The business mode provides renting service for the companies.

These two user journey maps show the steps of user from open the app, start ordering to complete the order.

Figure 6

USER JOURNEY MAP OF INDIVIDUAL MODE



# User Journey Map of Individual Mode

Firstly, when users open the application, they need to login or register their new account to connect with cloud system. After users login the account, the main page is the order page and users need to select individual mode (default mode). When the individual mode was confirmed, users can directly view the available sites in the list bar at the bottom of screen and browser the available location on visual map at the top of screen. After users confirm the site and click button 'GO', it would automatically shift to the specific details page. In this page, users are able to view the specific information (images, fundamental facilities, price, location and map, policy ect.) of the renting site. Equally important, users are able to view how many seats left in this site. In the following step is placing the order, users need to fill in their personal information (name, phone number, email address). Up next, users need to select and confirm the time schedule. After everything is filling in, confirm and double check, users are able to shift to check out page and provide payment methods (support various payment methods). The renting fee would deduct from this step. Lastly, when renting fee successfully possessing, it would shift to Complete Order phase, the page would remind users the order is completed and a QR Code would be shown.

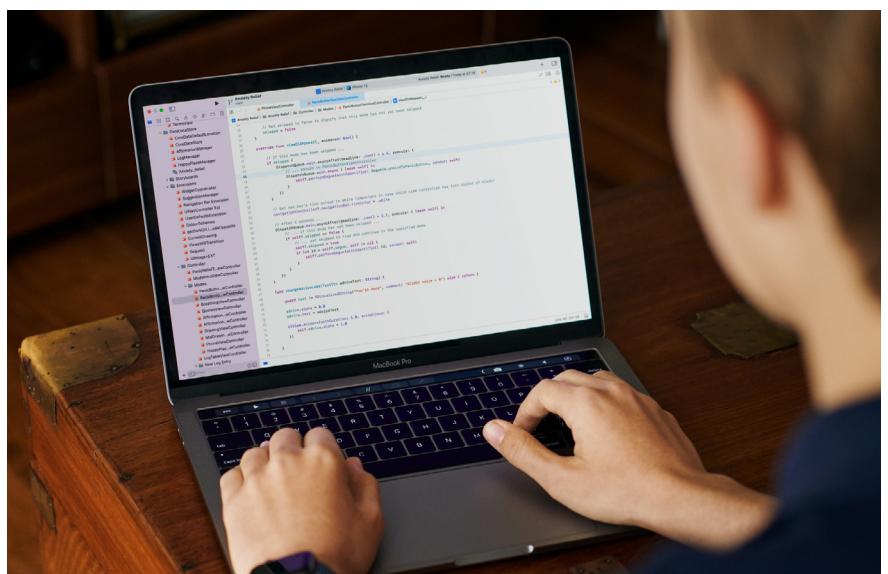
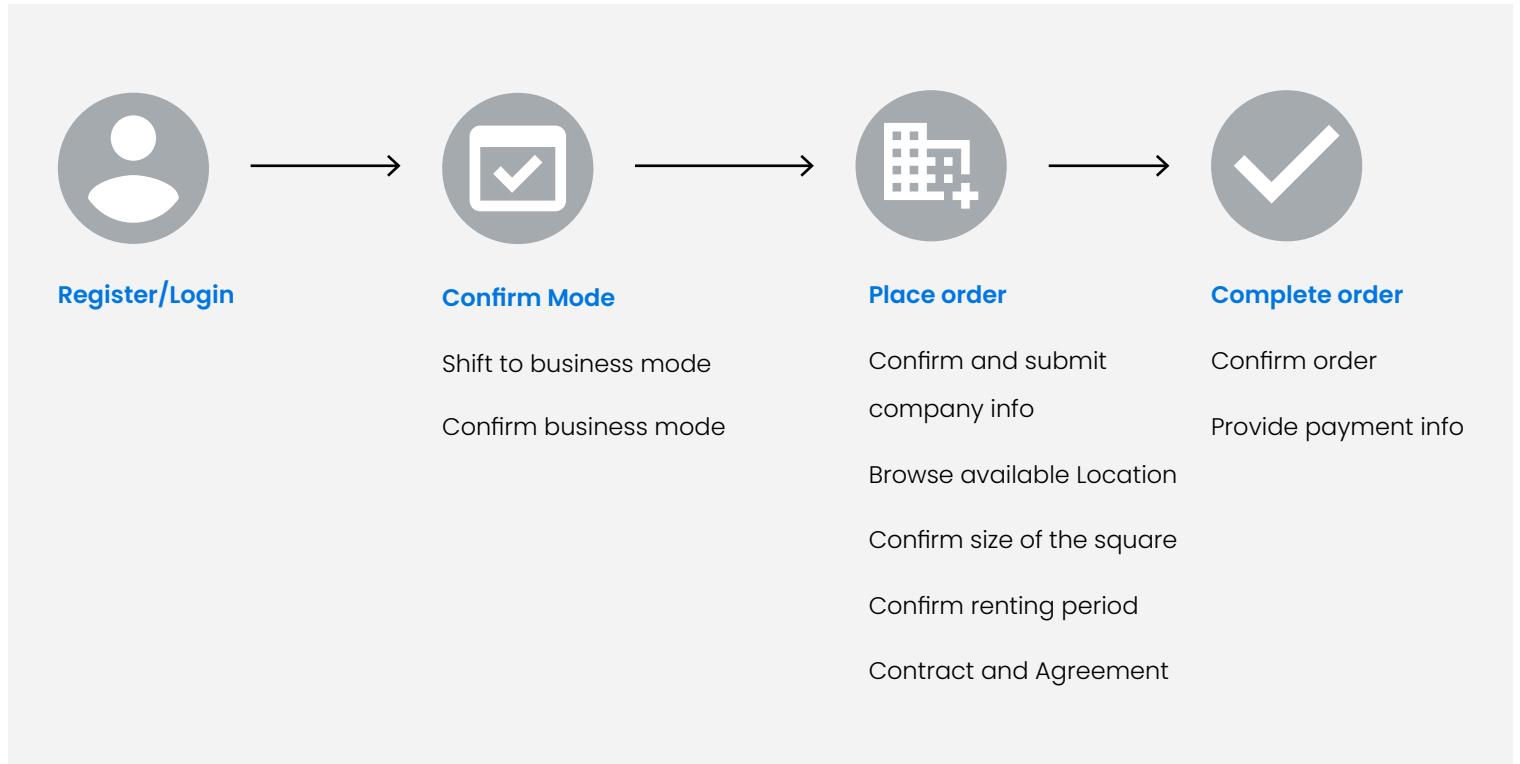


Figure 7

### USER JOURNEY MAP OF BUSINESS MODE



## User Journey Map of Business Mode

The business mode is similar with individual mode, just few step is different. Initially, when users open the application, they need to login or register their new account to connect with cloud system. After users login the account, the main page is the order page and users need to change to business mode (individual mode is default mode). The same step with what mentioned above, after business mode was confirmed, users can directly view the available sites in the list bar at the bottom of screen and browser the available location on visual map at the top of screen. After users confirm the site and click button 'GO', it would automatically shift to the specific details page. In this page, users are able to view the specific information (images, fundamental facilities, price, location and map, policy ect.) of the renting site. One thing is different with individual mode, business mode would not show information of how many seats are currently



available, but it would show the maximum accommodated people number of different rooms or whole site. In the following step is placing the order, users need to fill in the company information (company name, company legal person, contact methods, company tax number). Following next, users need to select the time period of renting (usually need select at least one year), and select the office size (available for whole site or rooms).

Users will have an overview price after selecting time and size. After everything is filling in, confirm and double check, users are able to shift to check out page and provide payment methods (unfortunately unsupportable various payment methods but only support company bank account in business mode). The renting fee would deduct from this step. Lastly, when renting fee successfully possessing, it would shift to Complete Order phase, the page would remind users the order request is completed and need to wait for couple of weeks until receiving message to inform users order office is ready.

The main differences between individual mode and business mode is: individuals need to select the available time schedule (count in hours), provide flexible payment methods and get individual QR code approvals at the end, but companies in business mode need to place this order in advance to make sure system can arrange time and spot, time period is counting as year, and company need to full fill company information.

# User Experience Concept and Explanation

The user journey maps are the structure of the whole app, in the following part, the concept and explanation relating to user experience design would be given.

The Figure here shows the direct vision of the main page in app. In this main page, a search engine for city searching. Considering some users are the first time to uses Re-Plug app, probably some of them are not familiar with mobile phone. Under this user-centre consideration, the direct design would apply in and listed the available sites and visualise the location in the map, it straightforwardly and simultaneously shows the information of where they are, where you are, how close you are, and what sites are currently available.

While the individual order complete, users are able to see this vision attached with a QR code. Technically, this QR code is the approvals and key to open the door of office. Users need to use given QR code to be scanned in the scanning machine ached the door before they enter the office. Up next, a map and location would attached at the bottom, it shows the location of the ordered office and tapping the map can trigger mechanism of navigation of map app and lead users there.

**Figure 8**  
**UI OF MAIN PAGE & UI OF COMPLETE ORDER**

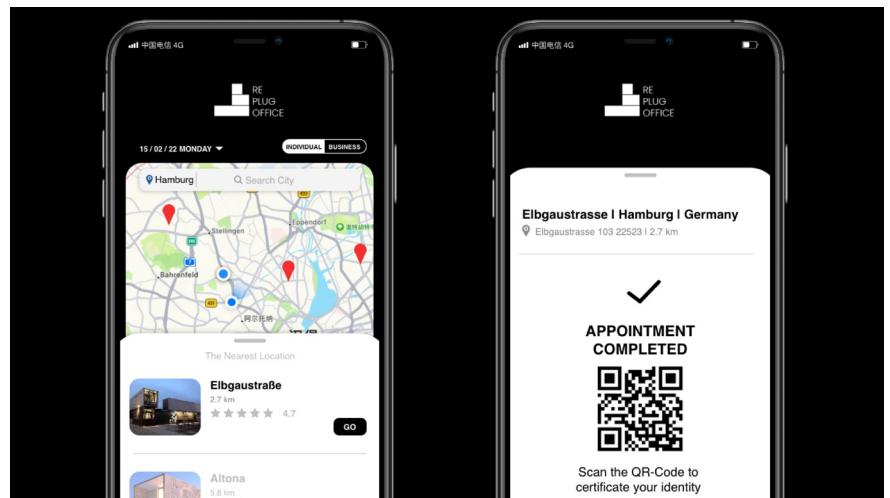
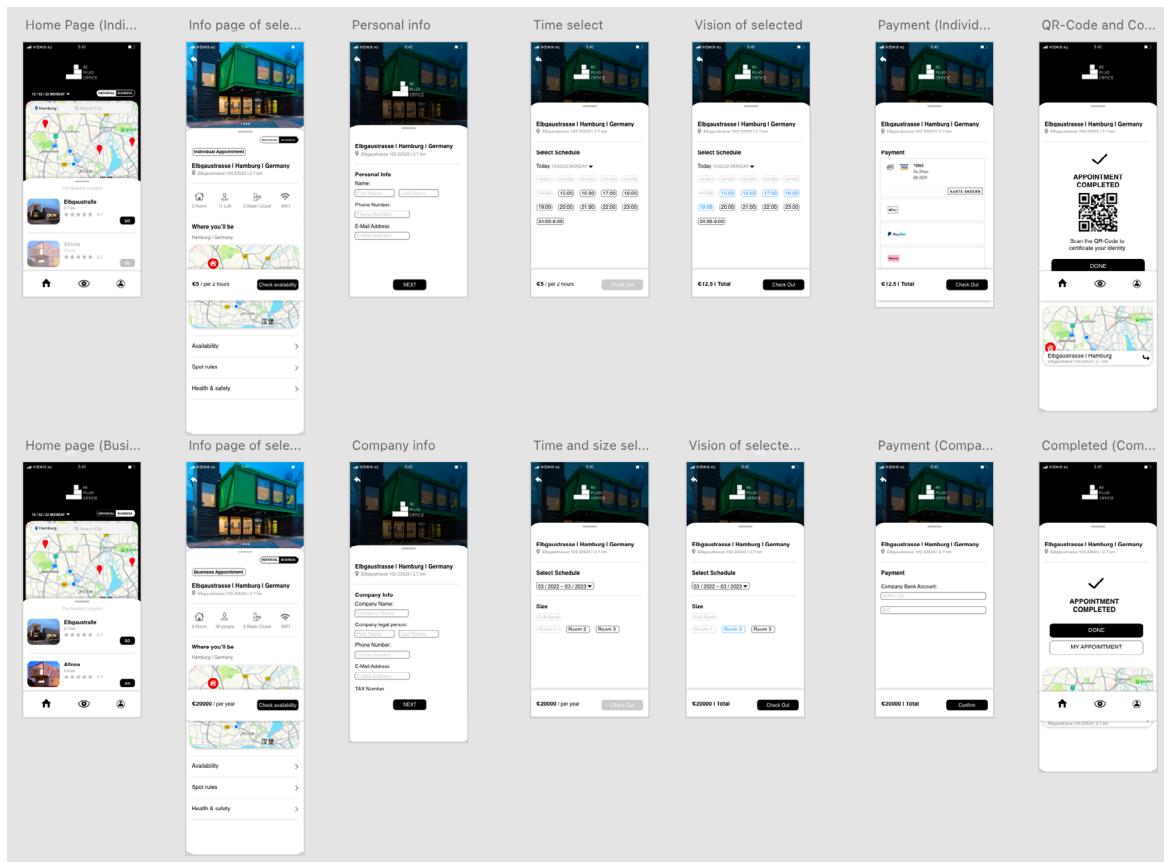


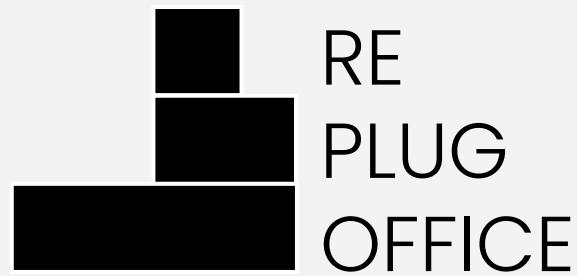
Figure 9

## HIGH-FIDELITY PROTOTYPE AND MECHANISM



# Behind Design





# Re Plug LOGO Design

RE-PLUG is a company that creates more office and learning spaces for cities. Lego blocks gave me a lot of inspiration when designing this logo. Since our name is RE-PLUG, elements with a sense of patchwork are essential. So we chose three rectangles of different sizes to be pieced together. These three rectangles are like three different sizes of building blocks, which also represent the three different sides of our main product, the container, fully giving enough room for the imagination of customers viewing this logo.

The design of the visual identity adheres to elegance and minimalism. A simple logo composition is more likely to deepen the impression of the viewer. The core principle of minimalism is basically to elegantly keep the key parts that catch the viewer's attention. All elements such as lines, shapes, colors, white space, and composition are effectively organized

The design takes full account of the versatility, recognition and communication of the RE-PLUG brand application. We can randomly combine these squares and make them into various different images of architecture. This is our most creative and iconic feature. We can make different logos in different areas according to the placement characteristics of the containers. this can add more freshness and sense of belonging to the viewer whose first reaction is the RE-PLUG brand.

**Figure 10**  
**HAMBURG REPLUG OFFICE**

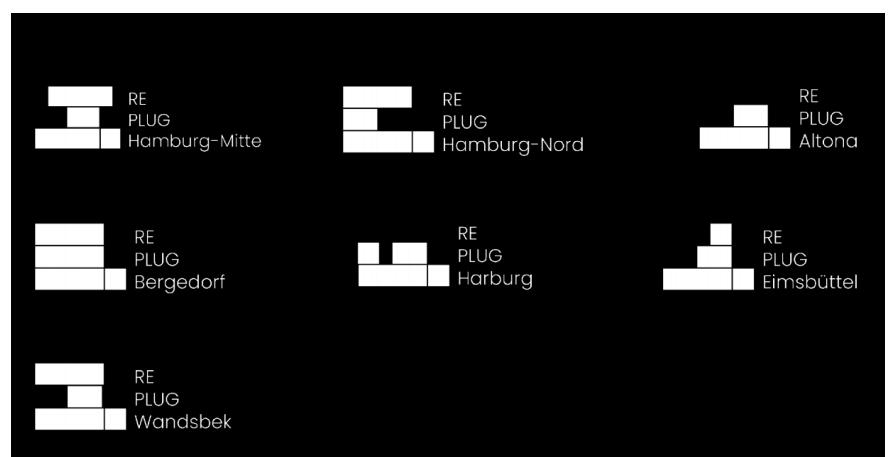
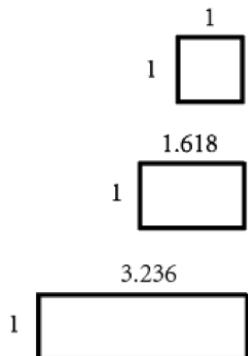


Figure 11  
LOGO DESIGN ELEMENTS



## Logo Design Elements

Our three rectangles are designed according to strict proportions. This reflects not only the rigorous attitude of our brand, but also our determination to create more office and learning spaces for the city.

The first rectangle is a square with a length to width ratio of 1:1. the second rectangle has a ratio of 1:1.618. the third rectangle has a ratio of 1:3.236. the most representative one is the second rectangle, which I used the golden rule of division to create.

Why do I need the golden rule? First of all, the golden ratio and the golden rectangle can bring beauty and pleasure to the picture. It can be found in many artworks and in nature, a good example is the Parthenon in Athens, Greece. The Mona Lisa's face conforms to the golden rectangle, and the same proportional layout is applied.

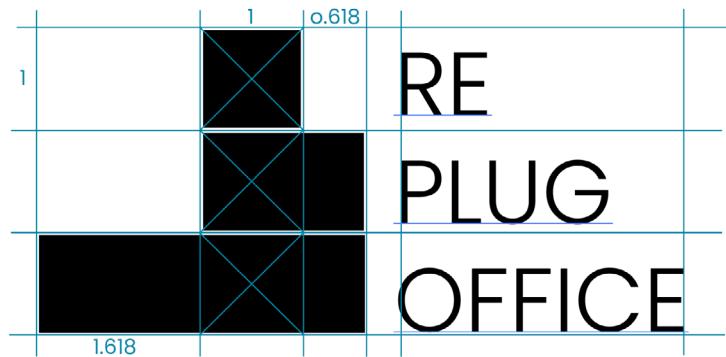
It was discovered by the ancient Greek mathematician Pythagoras in the sixth century B.C., and later the ancient Greek aesthete Plato called it the golden section. This is actually a numerical proportional relationship, that is, the division of a line into two parts, when the ratio of the long segment to the short segment is exactly equal to the ratio of the whole line to the long segment, with a numerical ratio of 1.618:1 or 1:0.618, which means that the square of the long segment is equal to the product of the full length and the short segment. 0.618, with strict proportionality, artistry and harmony, contains a wealth of aesthetic value.

Why do people instinctively feel the presence of beauty with such a ratio? In fact, it is closely related to the evolution of human beings and the normal development of the human body. According to research, during the evolution from apes to humans, the skull and leg bones changed the most in terms of skeleton, and the torso shape changed the least due to the approximate golden rectangle, and there are many proportional relationships in the human body structure close to 0.618, thus making the beauty of the human body fixed in hundreds of

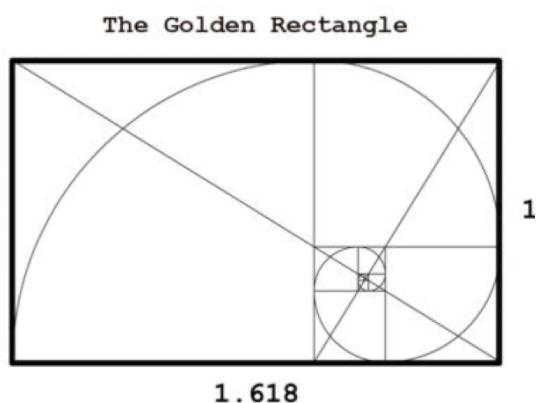
thousands of years of historical accumulation. Humans are most familiar with themselves, and are bound to take the beauty of the human body as the highest aesthetic standard, from people and things, from things and people, and by extension, any object similar to the human body will like it and find it beautiful. So the golden rule of division, as an important form of beauty law, has become a classic law of aesthetics passed down from generation to generation, and has not failed.

In recent years, through a+ aesthetic law research found that there are 14 "golden points" in the human body structure (the ratio of the short section to the long section of the object is 0.618), 12 "golden rectangles" (width to length ratio of 0.618 rectangle) and 2 "golden index" (the ratio between two objects with 0.618).

**Figure 12**  
**REPLUG LOGO**



**Figure 13**  
**THE GOLDEN RECTANGLE**



# Poppins

A B C D E F G H I J K L M -  
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m -  
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ~ ! @ # \$ % ^ & \*  
( ) \_ + { } | : " < > ? =

## Font we use

We chose Poppins, a sans serif typeface designed by Jonny Pinhorn and Ninad Kale, which has a technical and rational quality.

# Colors

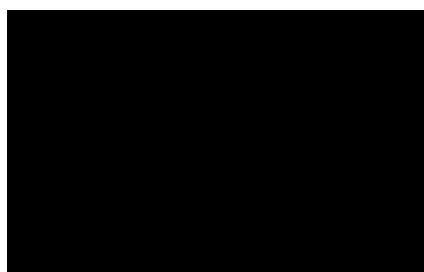
In the color of the logo we considered the background color of the scene we might use, and finally chose black and white.

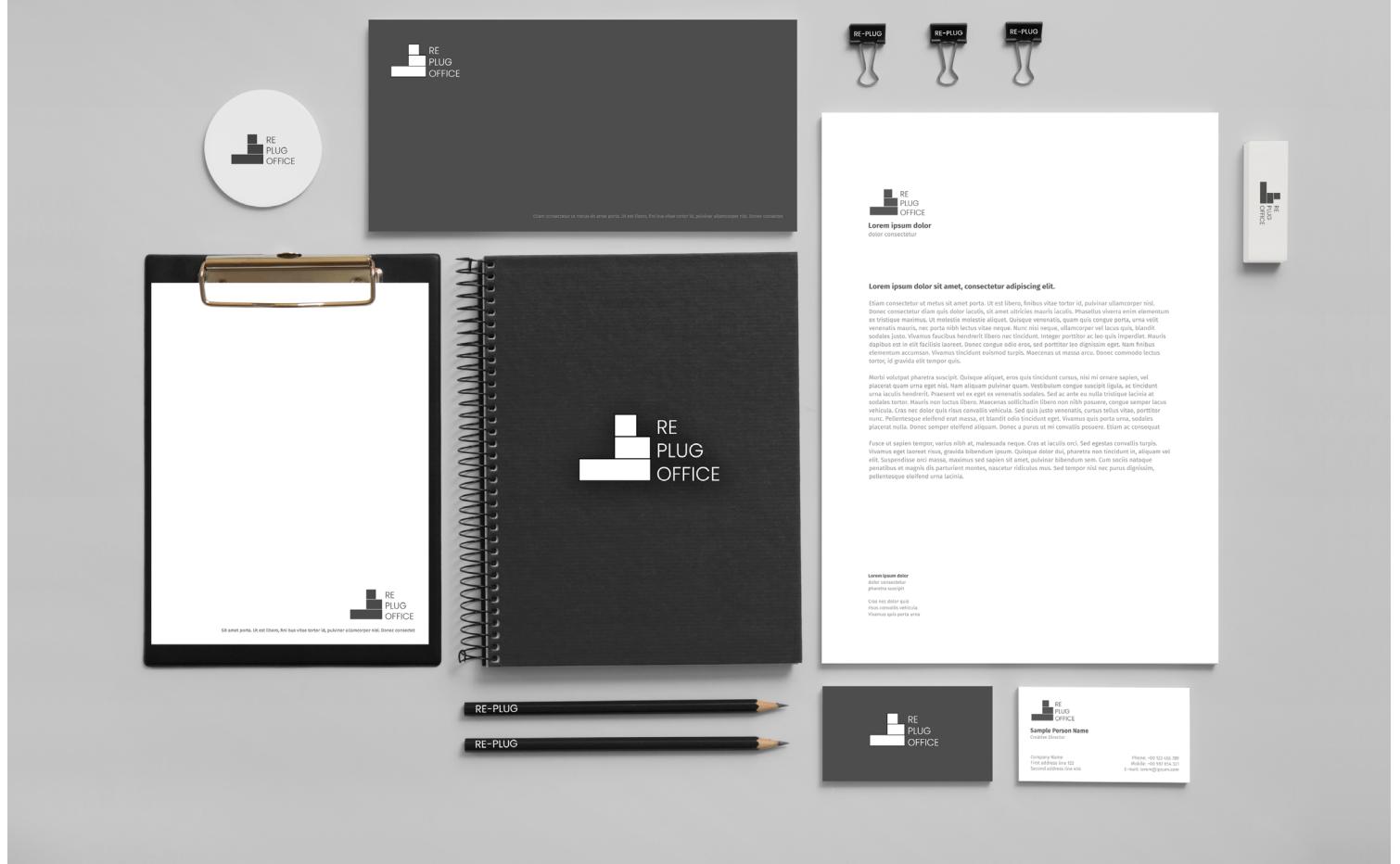
Black has a noble, stable, technological imagery, many technology products such as sports cars, cameras, instruments mostly use black color. In other aspects, black is a symbol of solemnity, but also commonly used in the design of space for some special occasions, household goods and clothing design mostly use black to create a noble image, but also a major color is always popular, suitable and many colors to match. So, what is the meaning of black? Since black is similar to iron, people often use black to symbolize the meaning of "straightness, perseverance, sternness and selflessness".

At the same time, black can express the reverence and aspiration for the universe, with the dream of transcending reality and infinite spirit, the existence of black itself shows its own power, which has established the status of black in the whole world.

Black is the deepest color, mysterious and with a sense of power. It is dignified and elegant, the most powerful of almost all colors. It also accentuates the sense of space that our brand emphasizes.

White has a high class, technological imagery and is usually used in combination with other colors. White is the main color that is always popular and can be matched with any color. White is an even mixture of all visible light, called panchromatic light, and is the symbolic color of light. White is bright, clean, smooth, simple, elegant and chaste. It can also reflect the infinite sense of space.

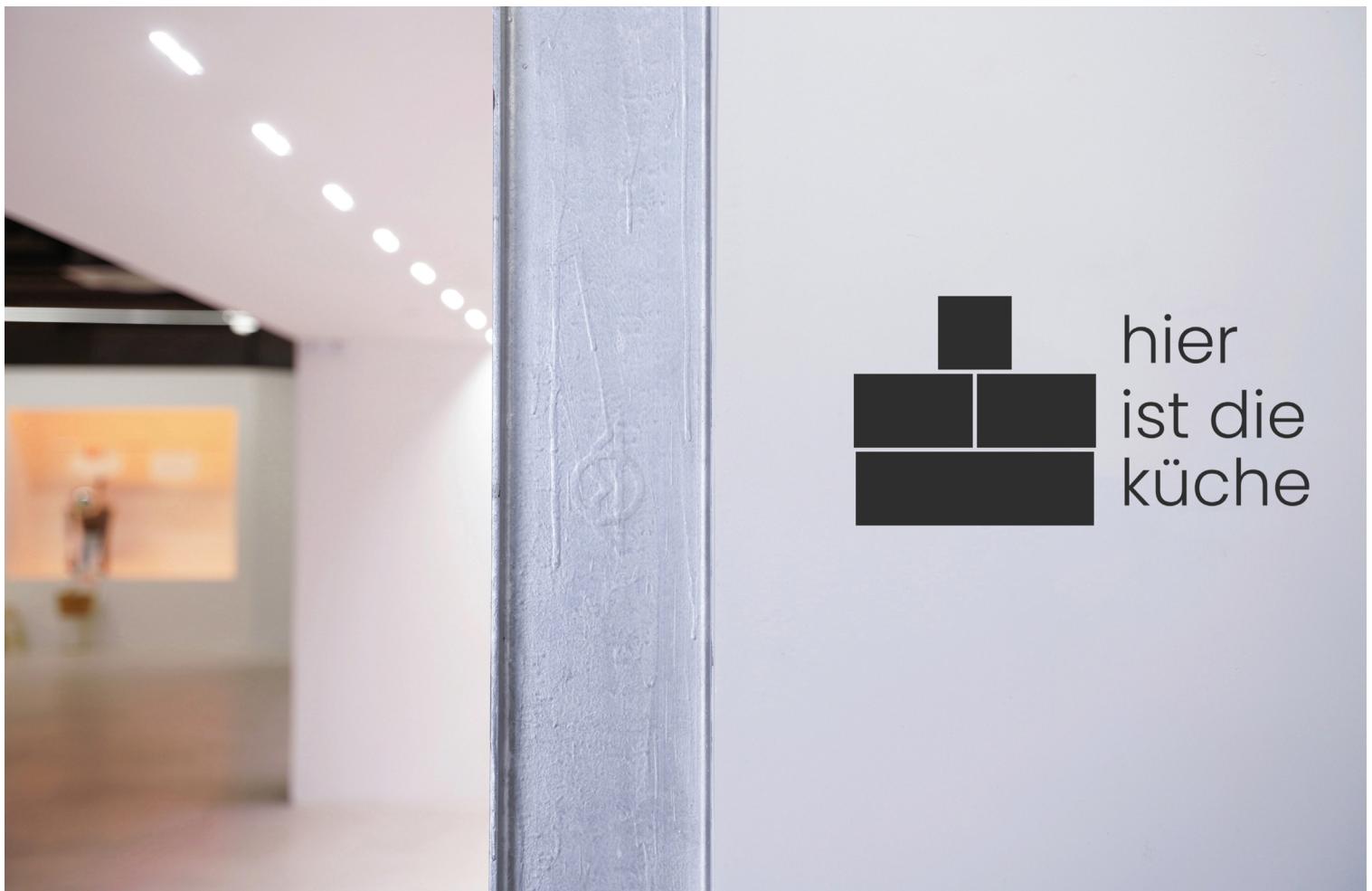




## Practical Applications

This section is about the practical application of the logo. I put it on office supplies, umbrellas, cups, etc., so that we can see more visually how our logo looks like on the real thing.





# Store design

Because the purpose of our brand is the city to create more office and learning space. So how to create more space?

As we all know, Hamburg is a large city and port in northern Germany, located at the mouth of the Elbe, Alster and Bühler rivers. Hamburg is the world's largest port and is known as "Germany's gateway to the world". Its logistics industry is very hairy, every day there will be large and small containers to the city, there will also be a lot of abandoned containers. Therefore, we thought that the containers could not only be used as space, but also represent the symbol of Hamburg.

Therefore, our brand intends to transform the abandoned containers and use them as a space for citizens to work and study.

In fact, there have been many similar cases in real life, such as: container hotels, PUMA's container offline stores, container bars, etc.. They not only do not make the city look bad, but are very creative.

Figure 14

## STORE DESIGN



# Appendix

## List of Figure

Figure 1 RE-PLUG marketing strategy; Source: own figure

Figure 2 The sales model of RE-PLUG; Source: own figure

Figure 3 At a Glance Q4 2021 Office market Hamburg;  
Source: Bnp Paribas Real Estate, 2021

Figure 4 RE-PLUG marketing strategy; Source: own figure

Figure 5 RE-PLUG marketing strategy; Source: own figure

Figure 6 User Journey Map of Individual Mode

Figure 7 User Journey Map of Business Mode

Figure 8 UI of main page & UI of complete order

Figure 9 High-Fidelity Prototype and mechanism

Figure 10 Hamburg Replug office

Figure 11 Logo design elements

Figure 12 Replug Logo

Figure 13 The golden rectangle

Figure 14 Store Design

# Member of Futurama

Guo Jialiang

Ou Zihao

Huang Xinbei

Chu Tianyi

Xie Rongkang

You Jiawei

Shu Xueke