

REDESIGNING THE INTERIOR OF POINT LAB COWORKING SPACE JAKARTA WITH A BRAND IDENTITY APPROACH

ABSTRACT

Point Lab Co-Working Space Jakarta faces challenges such as lack of brand implementation, inadequate capacity, limited facilities, and lack of flexibility in activities in the space. This research aims to address these issues by redesigning the co-working space using a brand identity approach. This research will include brand analysis, increasing workspace capacity, expanding facilities, and increasing flexibility. The methods used in this research include field observation, user interviews, competitor analysis, and customer satisfaction evaluation. The results of the analysis will be implemented in a redesign plan, including updating the brand implementation of the space, increasing workspace capacity, adding relevant facilities, and increasing user flexibility. The goal of the redesign is to create an environment that matches the brand identity, meets the capacity needs of users, provides more facilities, and offers flexibility in the working environment.

Keywords : *brand identity, user needs, facilities, capacity, flexibility.*