Students Rethink the Office of the Registrar’s Space to Enhance Collaboration, Creativity, and Engagement

Monday, July 13, 2015
3:45pm – 5:00pm
Room: 222
Session ID: 3968
What is DESIGN THINKING?

HCD
Human Centered Design

Feasibility
Desirability
Viability
What is DESIGN THINKING?

- **Empathize**: Listen, Ask, Observe
- **Define**: What is your design challenge?
- **Ideate**: Ideas! Ideas! Ideas!
- **Prototype**: Build! Build! Build!
- **Test**: What did the end user think?

Gather feedback and repeat!

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May 26 – June 15 – The Magic Happens
Students started out the design sprint by observing employees in their work spaces. These observations led to interview questions for the next day.

Quick look at some interview questions
- What does a normal day for you look like?
- What about the space do you think works/does not work?
- What kind of work do you do at the office?
- How often do you collaborate and with whom?
- How do you feel when you’re in your space?
- What would you like to see happen with the space?

Major themes found throughout the office
- Impromptu meetings taking place in small cubicles due to lack of collaboration areas
- Limited collaboration technology
- Bare and uninspiring aesthetic
- Very quiet atmosphere which makes personal or private phone calls difficult
- A mixture of introverted and extroverted employees
- Visual communication boards are highly valued

Students conducted 3 different interviews to gather as much feedback as possible.

Interview 1: ONLY one employee
Interview 2: Group of 3-4 employees
Interview 3: Executives

The feedback from these interviews was then used to DEFINE a design challenge:

HOW MIGHT WE create a space that provides a sense of community, encourages collaboration at all levels, is flexible, and multipurpose?
Students spent the day brainstorming and roughly prototyping innovative design solutions in an attempt to solve their design challenge.

**Examples of design solutions**

- Drop down work stations
- Whiteboard ceiling track
- Multifunctional tables
- Madison’s Backyard Tree
- Destination Meeting rooms
- BuzziHood

Rough prototype of a tree created with acoustical panels around a structural column with outdoor patio furniture

Students spent the morning presenting (testing) their designs to the employees of the Office of the Registrar.

The students took the feedback the employees provided and repeated the design thinking process with the feedback in mind.

This allowed the students to cater their designs more towards the client’s needs.
The entire office was invited to another testing presentation where groups presented their final designs for the space and again, gathered feedback.

Examples of proposed design solutions

**THE MIRACLE WORKERS**

*HOW MIGHT WE* create a space that provides a sense of community, encourages collaboration at all levels, is flexible, and multipurpose?
Floor Plan

Before

After

Entrance

Featuring:
- Logo Feature Wall
- Plant Life
- BuzziHood
**Flexible Work Cluster**

Featuring:
- Whiteboard Track System
- Flexible Work Cluster
- Enclosed Meeting Space

**Work Room (Lounge)**

Featuring:
- Branding
- Various Writable Surfaces
- Functional Lounge Furniture
Work Room ( Formal )

Before

After

Featuring:
- Branding
- Sit/Stand Work Table
- Lisa Frank Photography

Drop Down Tables

Before

After

Featuring:
- Branding
- Various Writable Surfaces
- Whiteboard Track System
- Lisa Frank Photography
Glass Meeting Rooms

Featuring:
- Accent Barn Doors
- Enclosed Meeting Rooms

Lounge Area

Featuring:
- Plant Life
- Power Capable Tables
- Informal Work Area
Tree Lounge Area

Featuring:
- Nature Theme
- Custom Tree Column
- Functional Outdoor Furniture

Coffee Bar

Featuring:
- Chalkboard Column
- Sit/Stand Work Station
- Coffee Bar
Flexible Seating

Featuring:
- Flexible, Modular Tables
- Lightweight, Stackable Chairs

A View From The Tree...
Lessons Learned

• 3 weeks is INTENSE!
• Supported campus initiative
• Lots of opportunities across campus
• Collaborative work produces great results
• Feedback is EXTREMELY important