

# Universal Changerooms:

## Improving Patron Experience with Universal Changerooms at the UBC Aquatic Centre

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### PURPOSE

The purpose of this study is to review and examine the implementation of a **universal changeroom**. The facility in focus was the University of British Columbia (UBC) Aquatic Centre. By using data collected from users, we intend to **identify 3 main areas of improvement** and then **develop strategies** and **provide suggestions** to improve user experience and furthermore promote the use of the pool for physical activity.

### WHAT IS A UNIVERSAL CHANGEROOM?

Universal change rooms provide an **alternative changing space** for many individuals who may want **added privacy** or **do not identify** with the binary gender change rooms.

### METHODS

#### Sample:

Data was collected from a sample population of 45 UBC Aquatic Centre users.

#### Recruitment:

Participants were recruited using a purposive sampling method. The exclusion criteria was that they must be of legal age and a user of the UBC Aquatic Centre

#### Data Collection & Analysis:

Once informed consent was given by each participant, data was collected through a survey that would provide both quantitative and qualitative data. Quantitative data was analyzed using descriptive statistics while qualitative data was analyzed using a thematic approach.

### 3 AREAS FOR IMPROVEMENT

30 of the participants in the survey answered 'yes' when asked if they had used the universal changerooms before. Collectively they identified 3 areas for improvement:

#### 1. Safety

- **General concern** arising from **females** who made up over half of the participants
- **Parents feeling uncomfortable** letting children use the universal changeroom alone (specifically daughters).

#### 2. Maintenance & Accessibility

- Participants expressed that the changeroom was **constantly dirty** causing it to be a **discomfort to use**
- **Accessibility buttons** are often broken and **lockers** out of order

#### 3. Lack of Participation from Marginalized Groups

- Participants claimed that **knowledge** of universal changerooms would **affect their physical activity**
- Many of these participants are part of the **non-cis gendered community**



### RECOMMENDATIONS

#### 1. Improvement of Safety Protocols

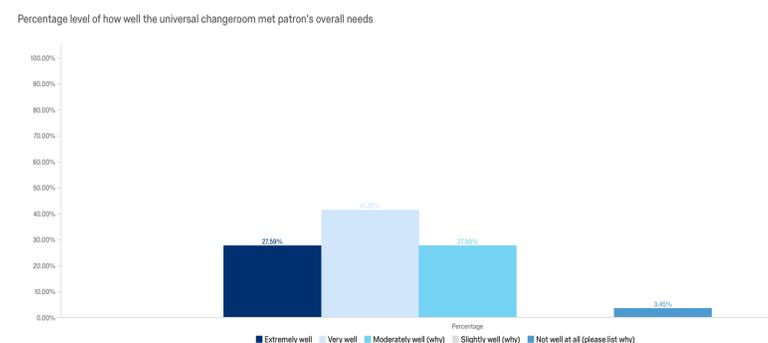
- Develop a **code of conduct** that is **specific** to the universal changeroom
- **Move benches** outside the windows of changeroom so patrons who choose to sit aren't able to look directly into space
- Implement a protocol to ensure there are **no loiterers** outside the changeroom

#### 2. Continuous Upkeep of the Facility

- Spaces should be **constantly monitored**
- Patrons may be encouraged to use space if it is **continually operative**
- Ensure accessibility features are operational

#### 3. Target Audience Marketing of the Universal Changeroom

- Use **deliberate promotion strategies** to **target specific populations**
- Enact the '**snowball technique**' where individuals from a specific community use their network to recruit similar participants

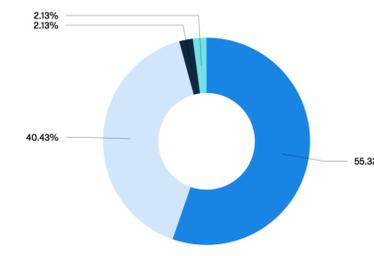


### LIMITATIONS

A major limitation of this study was the **lack of diversity** among participants. There was an absence of transgender and non-conforming participants in the study. Therefore we cannot conclude how **inclusive** the universal changeroom is for patrons with different backgrounds and needs. An additional limitation was that the majority of the sample belonged to the age group of 18-29 years old. The results displayed **contained bias** because the sample size was not big enough to represent the population of users of the UBC Aquatic Centre.

Future research should aim to **recruit a larger sample size** with a **wider diversity** of the population in order to represent more accurate results.

Participant Gender Identity



Participant Age Groups

