

Roll Up The Science Design Solution Proposal

Arman Mazhari, Christine Simone, Dillon Higa, Ee Faye Ong, Katiana Shahbahrami

University of British Columbia

COMM 388

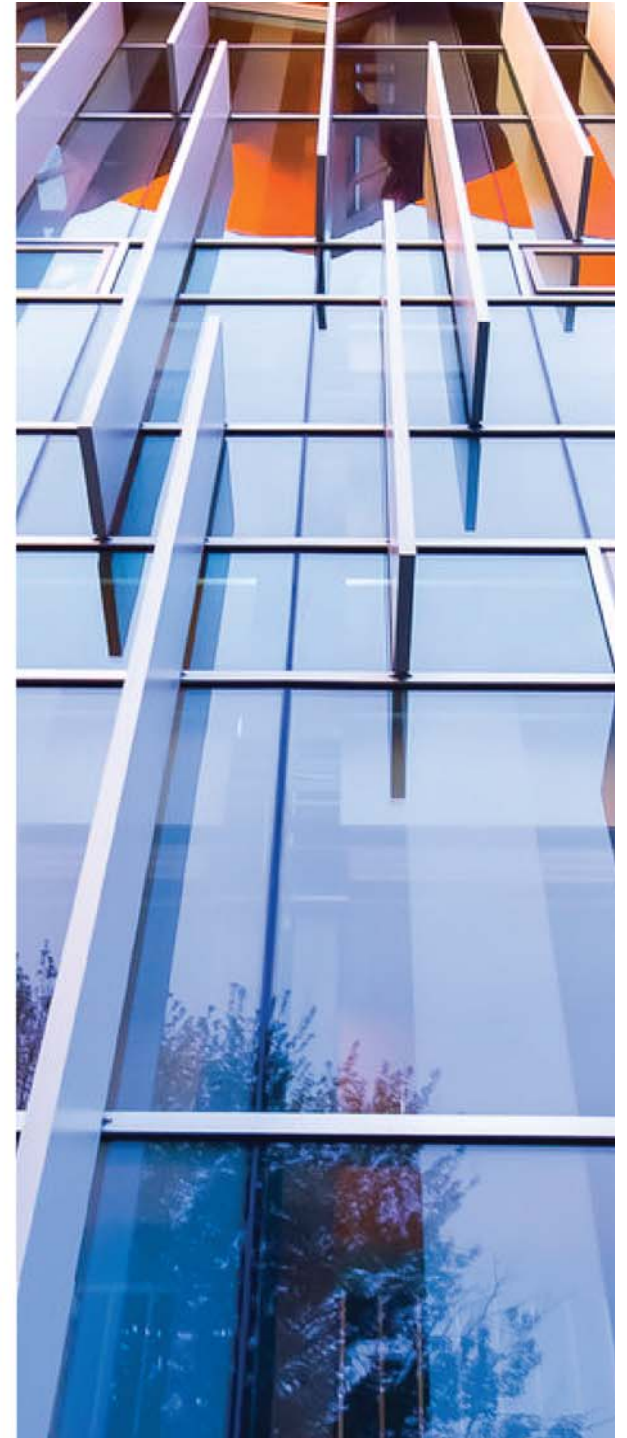
April 04, 2017

Disclaimer: "UBC SEEDS Program provides students with the opportunity to share the findings of their studies, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this is a student project/report and is not an official document of UBC. Furthermore readers should bear in mind that these reports may not reflect the current status of activities at UBC. We urge you to contact the research persons mentioned in a report or a SEEDS team representative about the current status of the subject matter of a project/report".

COMM 388



Roll Up the Science
Design Solution Proposal



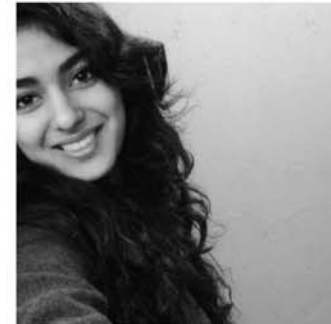
TEAM Group: 4



ARMAN - THE MONEY MAKER
success measures,
target audience



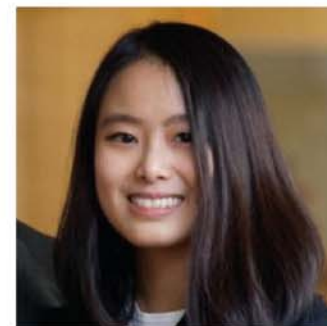
DILLON - THE DESIGNER
presentation slides &
graphics, problem &
opportunity statement,
solution



KATIANA - THE INTERVIEWER
design methods, expert
interviews, secondary
research



CHRISTINE - THE IDEATOR
primary research,
design method, solution



FAYE - THE RESEARCHER
survey, design method,
solution

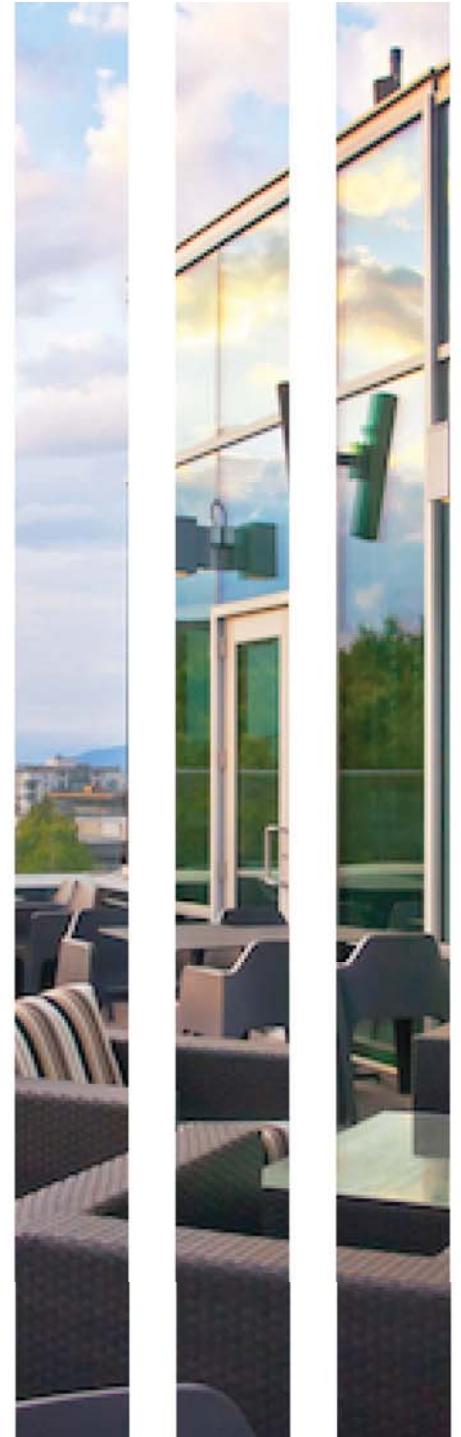
TABLE OF CONTENTS

PRESENTATION

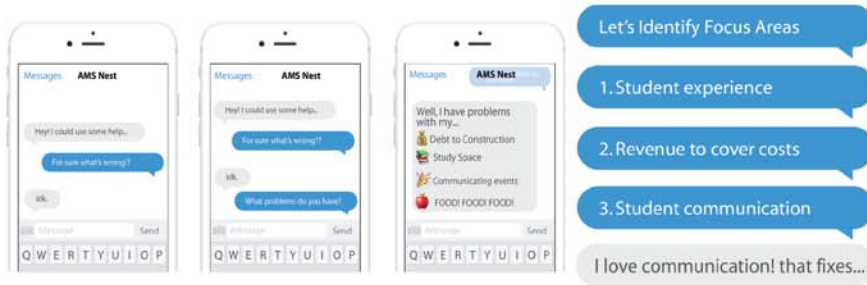
- 1.Process I
- 2.Process II
- 3.Proposed Solution
- 4.Target Audience
- 5.Success Measures
- 6.Evidence of Need
- 7.Method:Insight Sorting
- 8.Method:Value Hypothesis
- 9.Method:Solution road map
- 10.Proposition - Strategy

APPENDICES

- i.Appendix I
- ii.Appendix II
- iii.Appendix III



PROCESS I



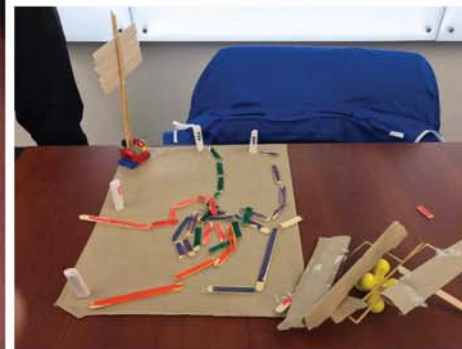
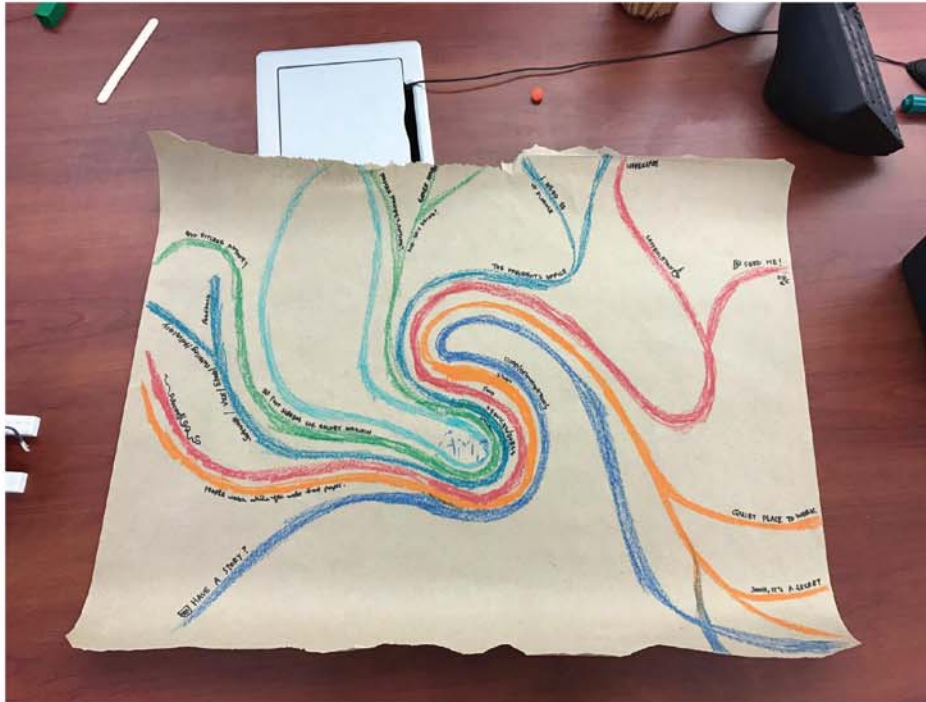
How can we best communicate the offerings at the AMS, Spaces, Services, Information, etc. within the Nest to students already inside



PROCESS II



Prototype



PROBLEM STATEMENT



Students feel like the Nest does not represent them, as a result they feel like visitors in their own building.



OPPORTUNITY STATEMENT



To make a space in the Nest that
represents the students and
makes them feel more
comfortable.



PROPOSED SOLUTION



To revamp the location above the egg in order to create a student focused space where people feel more welcome.



TARGET AUDIENCE



Commuter Student



First Year Student



Campus Rat



SUCCESS MEASURES



1. Key Metrics:

student awareness
student engagement
student satisfaction

2. Surveying students online and in person

3. Conversations with employees & volunteers

4. Perceived busyness

EVIDENCE OF NEED



Best College Reviews:
Top Student Unions



75% of people wish there was more lounge space in the Nest

Student Surveys

AMS Lounge Survey

We would love to hear your thoughts on the lounge in the AMS nest :)
- you will have our eternal gratitude

* Required

What year are you in? *

1st year

2nd year

3rd year

76.1% of people were satisfied with the original egg lounge.

METHOD Insight sorting 4.2



Inclusive to all

"A space that focuses on allowing any student to feel comfortable in their student union building"

- Feeling of belonging comes from the people, not the space
- An area whose faculty, staff and students and community members can interact with no barriers
- Student focused space where everyone is welcome
- Accommodate a large amount of students.

provides service

"The space must be free so that any student can access it but also sustainable in its offerings"

- Clearly communicates offerings that are happening on weekly/monthly basis
- Students would like low-cost features in spaces that serve function purposes in acting as a space away from home (kettles, microwaves)
- By the students for the students cafe's connected to student body more intimately

fun /wellbeing

"The space would provide stationary entertainment for students to engage in as a form of unwinding and relaxation between classes and other commitments"

- Must provide an escape from school and stressors and serve as a "fun" space
- Provides de-stress activities like pool table, gaming consoles, air hockey tables, bowling alley
- Bean bags and other forms of comfortable seating accommodation

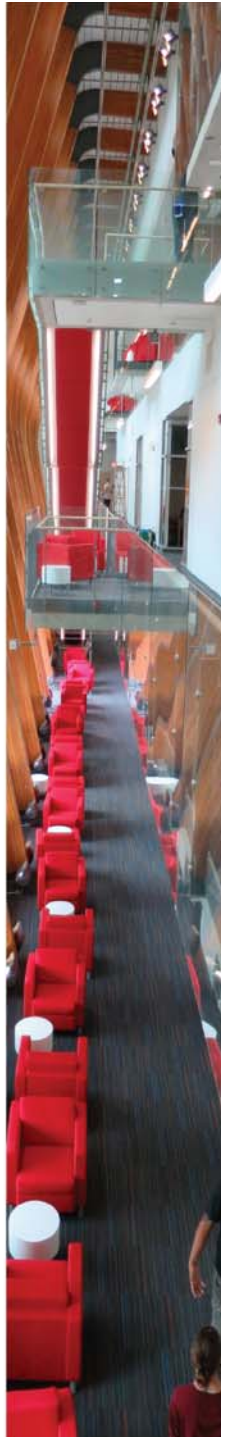
Molding of space

"Students must have a chance to imprint on the character of their building in order to make it feel like it truly represents them"

- The brand new architecture leaves little room for culture and student imprintation
- Students want more spaces that are lounge-like in the Nest

METHOD_{Value Hypothesis 5.3}

USER	NEEDS	OFFERINGS	BENEFITS	COMPETITORS
Commuters First years Campus Rats	Lounge Space Non-professional space	Improved lounge space Variety of amenities	For the Students Social and relaxing environment	Why will users choose PIT and Gallery come with cost



METHOD solution Road map 6.11

<p>>12 - - - - -</p> <p>Expansion to other areas in Nest</p>	<p>Small initiatives within the student lounge (more responsibility/functions)</p>	<p>-Play CINTR openly -New Furniture to help build group atmosphere</p>
<p>6-12 - - - - -</p> <p>-Foosball table -Piano -Pool table</p>	<p>Have a contest for students to paint a mural/artwork in the nest</p>	<p>-Furniture Rearrangement to foster community</p>
<p>0-6 - - - - -</p> <p>-Couches -Bean bags -Speakers -Vending machine -TV/Gaming Console</p>	<p>-Get artwork from students -Identify places where students are able to express their art (murals etc)</p>	<p>-More club events/awareness (eg performances with dance/singing clubs) -Update current school events -Flags from every country we have students from</p>
<p>STUDENT LOUNGE</p>	<p>ARTISTIC FREEDOM</p>	<p>ATRIUM EVENTS</p>



PROPOSITION_{Strategy}

We will begin by implementing an improved lounge space on top of the egg. Our plan is to gradually introduce amenities such as couches, stationary entertainment, etc.

These revisions will provoke an overall positive change in student culture and Nest engagement.



APPENDICES I



SURVEY QUESTIONS: SURVEY

- lounge space: aware?
- have you ever visited it?
- happy with visit
- what you wish to see?
- what of these would make you use it more? eg piano, TV, speakers, Xbox, vending machine
- have you visited other student union buildings and been more impressed?
- what lounges have you been impressed with?
what were they like?
- would you wish there were more student lounge space?

APPENDICES II



Best College Reviews: Top Student Unions

School	Cost	Cinema	Climbing wall	Bowling Alley	Pool Tables/Game Room	TVs + gaming consoles	Wine & Coffee bar	Bookstore	auditorium	stun
UBC SUB		X		X	X		X	X/2		X
UBC NEST	106 M		X				X			
U of Wisconsin	94.8 M	X	X	X	X	X	X			
U of Florida	50.4 M				X			X	X	
Boston U				X		X			X	
Angelo State U					X	X		X		
Cornell U		X				X				
Oregon State U	750k							X		X
Brigham Young U				X				X		
Columbia U		X								X
U of Arkansas										
Purdue U				X						
U of Pittsbu	7.9 M									
Kansas Stat	42 M	X			X			X		
Cal Poly										
Illinois Institute of Tech										
U of Penn									X	
U of Maryland		X		X	X	X			X	
U of Colorado										
UCSD	64 M	X						X		
U of Michigan										
U of Penn		X			X			X		
U of Florida		X		X	X				X	
Eastern Mid	40.5 M					X				
Ohil State U		X								
West Virginia U		X		X	X					X

Design Method 6.1: Solution Road map

6.11

Solution/time	0-6 months	6-12 month	Long term > 12months
Student lounge	<ul style="list-style-type: none"> Couches Bean bags Speakers Kettle Vending machine TV Xbox Microwave 	<ul style="list-style-type: none"> Foosball table Piano/silent piano Pool table 	<ul style="list-style-type: none"> 'Movie' theatre Student run café Expand to cover the whole floor
Artistic freedom	<ul style="list-style-type: none"> Get artwork from students Identify places where students are able to express their art (murals etc) 	<ul style="list-style-type: none"> Have a contest for students to paint a mural/artwork in the nest 	<ul style="list-style-type: none"> Allow for more student personalization Small initiatives within the student lounge (more responsibility/functions)
Atrium events	<ul style="list-style-type: none"> More club events/awareness (eg performances with dance/singing clubs) Update current school events flags from every country we have students from 	<ul style="list-style-type: none"> Rearranging layouts (tables and chairs) like long tables to foster community feeling Showcases Project things on the floor 	<ul style="list-style-type: none"> Have free student concerts? Permanent box office for school events

6.11: Solution Roadmap. An overview of what could be the possible course of action feasible through a timeline method of different solutions and their potentials. In order to create a sense of familiarity and belonging to the nest, it is essential to attract students with an environment that is both functional and serves their social needs. This aligns with the AMS's goal of serving the student population. The solutions take into consideration the priority needs of students and time required to plan and execute some of these events. Thus, actions that are easily executed fall within the short term goal (0-6 months) while what we eventually hope to see in the nest falls in the long term goals.

APPENDICES III



Cost Feasibility

Design Method 4.2: Insight sorting

Table 1. Approximate cost required to invest in a student lounge

	Item	Cost
1.	Bean bag chairs	\$60 x 4 = \$240
2.	TV (~52 inch)	\$1000
3.	PS4 + Games	\$350 + \$200 = \$550
4.	Couches	2 x \$500 = \$1000
5.	Kettle	\$15
6.	Speakers	\$40
7.	Miscellaneous	\$300
		Total: \$3,145

Mode 4.2: Insights Sorting

Insight Statements, Clusters, Defined Clusters

Inclusive to all

"A space that focuses on allowing any student to feel comfortable in their student union building"

- Feeling of belonging comes from the people, not the space
- An area whose faculty, staff and students and community members can interact with no barriers
- Student focused space where everyone is welcome
- Comfortable and plentiful seating space, able to accommodate a large amount of students

Fun/well-being

"The space would provide stationary entertainment for students to engage in as a form of unwinding and relaxation between classes and other commitments"

- Must provide an escape from school and stressors and serve as a "fun" space
- Provides de-stress activities like pool table, gaming consoles, air hockey tables, bowling alley
- Bean bags and other forms of comfortable seating accommodation

Provides a service

"The space must be free so that any student can access it but also sustainable in its offerings"

- Addressing issues such as this text from friend: "Do you know what was happening in the nest today? There was like fencing and video games?"
- Clearly communicates offerings that are happening on weekly/monthly basis
- Students would like low-cost features in spaces that serve function purposes in acting as a space away from home (kettles, microwaves)
- By the students for the students cafe's connected to student body more intimately

Molding of the space

"Students must have a chance to imprint on the character of their building in order to make it feel like it truly represents them"

- The building is so new it's lacking character, unlike what the old Sub had lots of
- The pretentious, brand new architecture leaves little room for culture and student imprintation
- Students want more spaces that are lounge-like in the Nest

QUESTIONS
