

CAMPUS REIMAGINED



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PROBLEM STATEMENT

Northeastern students
need a way to
voice their opinions and ideate
about the spaces on campus
so that they can
experience student-driven changes
that make campus a better place for
their wants and needs

RESEARCH METHODS

01

Ethnography

02

Analogous Solutions

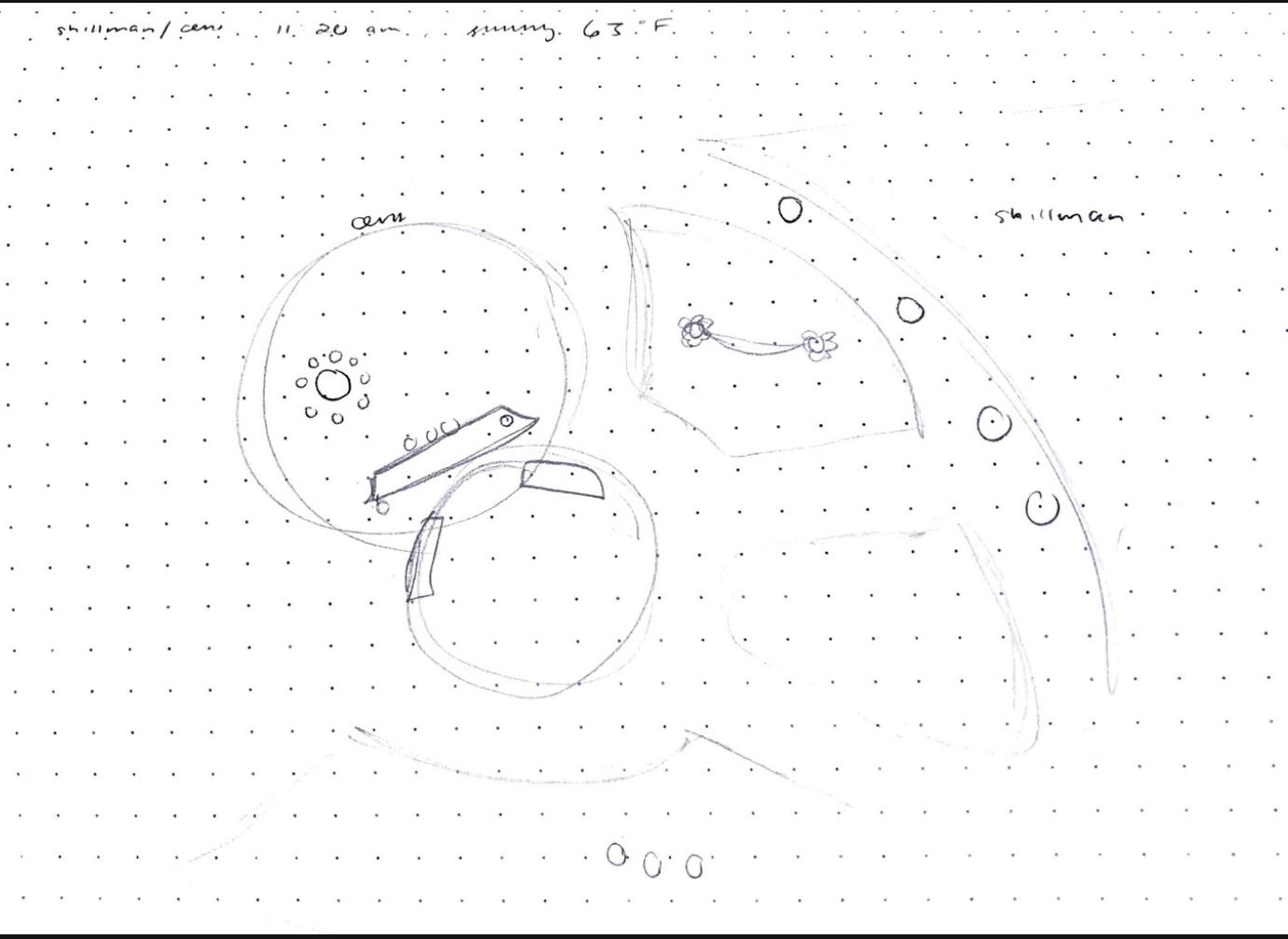
03

Survey

04

Interviews

ETHNOGRAPHY



monday afternoon, sunny, 80° F

- tables outside smell = full
- chairs outside smell = mostly empty
- space behind smell engineering pretty full, fullest around firepits & tables next to heat lamps.

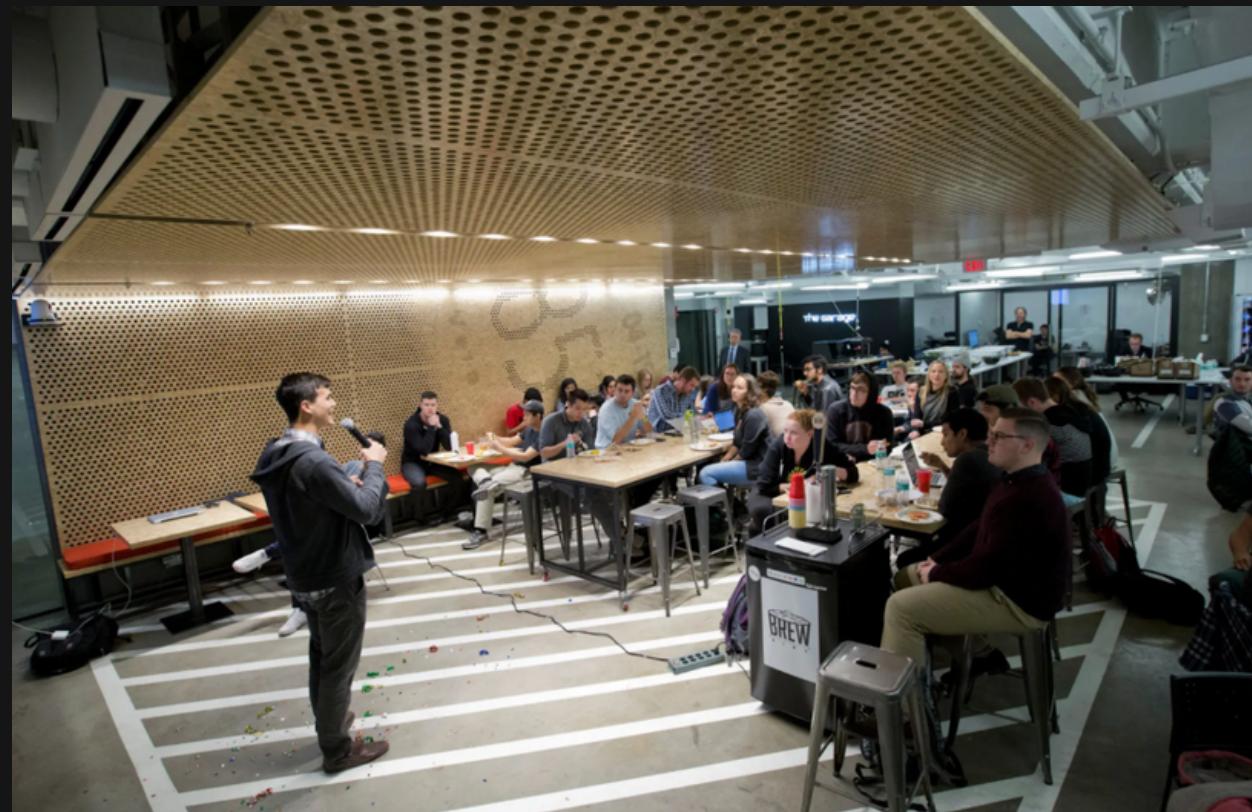
A U T O . E T H N O G R A P H Y .

- chairs lean back too much
- benches are uncomfortable to work on
- chairs are unstable to move. esp. w/ one hand

-
- people sitting w/o at tables in front of skillman
 - hammock tied between trees
 - someone sitting on ground w/ back on stone thing on cent, someone else sitting on top of curved part
 - people in chairs sitting cross legged (on a rock) to form table platform
 - benches fill top last
 - people put drinks or laptop on arm of chair
 - after 11:30 class ends, 3 more people sit on ground on other side of stone thing
 - people on benches or curved things off in front of stone thing, or on benches seem more skewed to eating or waiting

ANALOGOUS SOLUTIONS

immediate, micro solutions



what makes a good workspace?

"Personal control of storage, lighting levels, and temperature allows employees to optimize their comfort levels. According to research from Purdue University and JLL, having individual control of your workspace improves workplace productivity and engagement."

ANALOGOUS SOLUTIONS

long-term, systematic solutions



pb.cambridgema.gov

City of Cambridge Participatory Budgeting

The City of Cambridge has launched the 8 th Cycle of Participatory Budgeting (PB8) and collected 1,070 ideas from the Cambridge community between June and July about how to spend \$1 million on one-time capital projects to improve Cambridge.



envision.cambridgema.gov

Envision Cambridge

An integral part of the Envision Cambridge engagement process involves on-the-ground activities led by our Street Team. These strategies aim to gather the feedback of community members in an interactive and hands-on manner. These activities include: The...

SURVEY

How satisfied are you with the outdoor spaces on Northeastern's campus? (e.g. tents, Centennial, quads (freshmen, Snell), Curry terrace, Tatte seating, etc.)

If you could take any of the outdoor spaces on campus and reinvent it for Northeastern students, what space(s) would you change and what would you do with it?

"More than just Adirondack chairs"

"Add power outlets or charging stations"

"It'd be cool to have more stuff like Curry Terrace"

INTERVIEWS

experiential, hyperlocal

what triggered the individual's experience?

what actions did they take?

what did they feel at different points in time?

almost participatory probe

what would you do if you could improve campus, just short of moving/demolishing buildings?

what spaces are underutilized or used inefficiently?

testing wording of question and how to evoke creativity

Creativity Exercises: One + One = One

Combining from the first look unrelated ideas and coming up with something new. In this exercise, participants will have to let their minds free to wonder and create yet undiscovered ideas.

Ideation Technique

Another popular ideation technique is reverse thinking. Flip the problem on its head and ask your ideators to solve this new, “upside down” challenge. The original question “How might we encourage teenagers to go to the gym?” could be flipped to “How can we make the gym as unappealing as possible for teenagers?”

PROTOTYPE TESTING

identifying underutilized or inefficiently-used spaces on campus

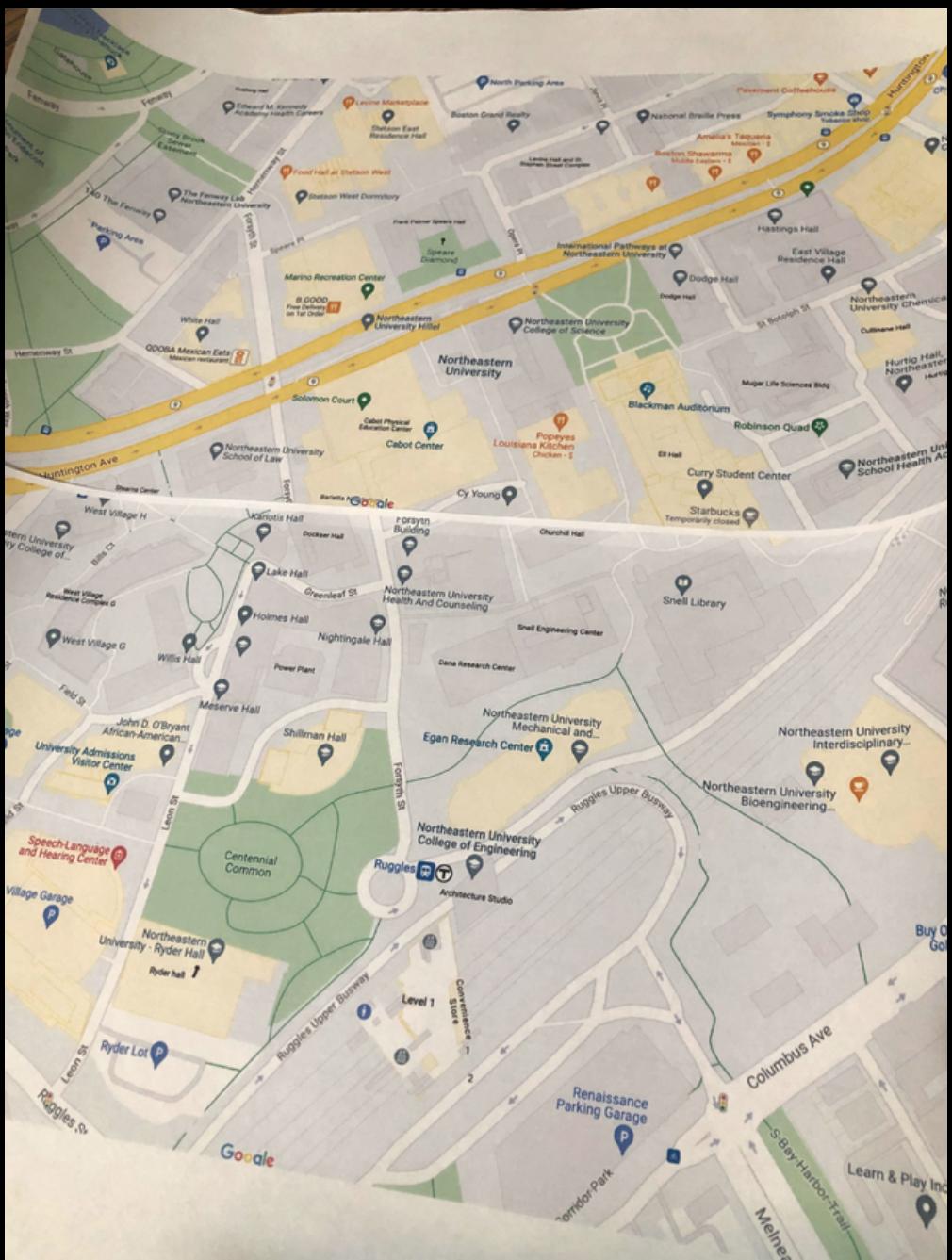
gave participants 10 minutes to go around building and surrounding area to take photos of spaces they identified, could submit ideas



PROTOTYPE TESTING

ideating on what could be done to campus

printed paper map of campus, had participants mark the area they want to change and submit their idea through a form



Reimagine

Enter the number associated with your pin and describe your idea as best as possible! You can also upload any sketches you think will help explain.

* Required

Name *

Your answer

School Email (@northeastern.edu) *

Your answer

Pin # *

Your answer

Your idea! *

Your answer

"replace speare diamond tent and replace with a mini outdoor amphitheater"

"put a curvy terrace-like area on top of Ryder"

"expand and build new green spaces, allows for more people to be outside at any one time"

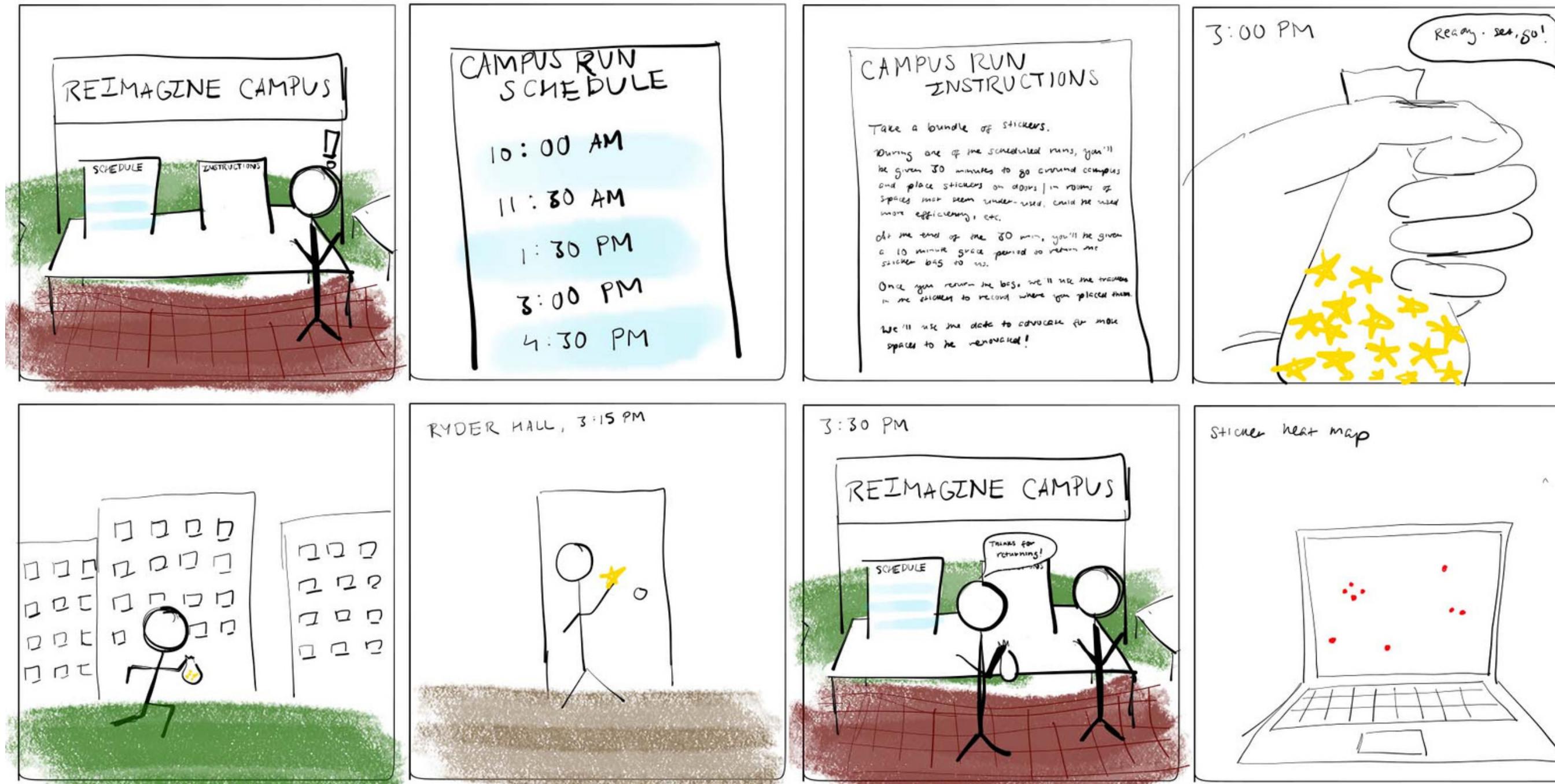
"remove the speare diamond and willis tents to open up more field space for outdoor activities"

THE PROPOSAL

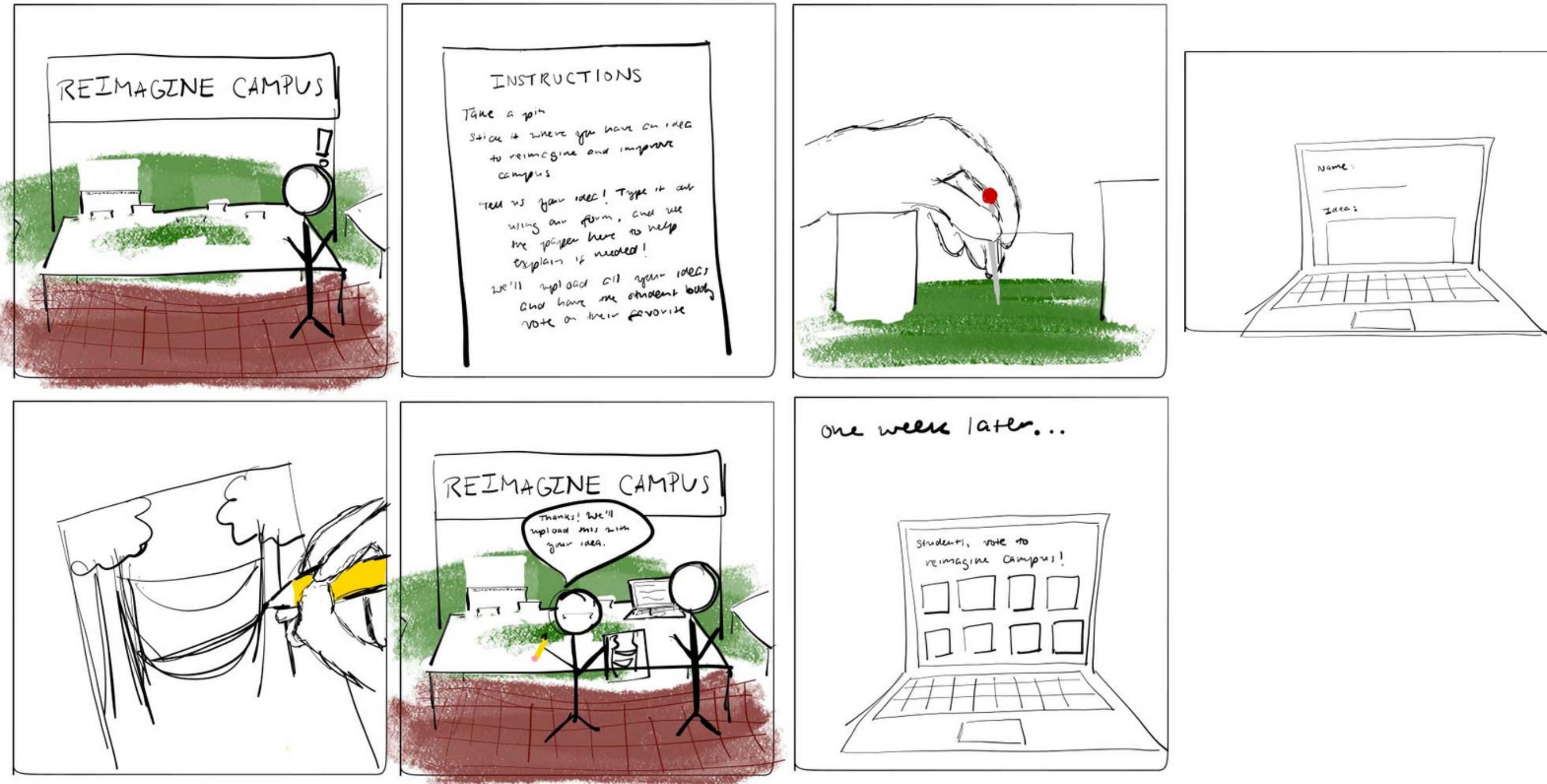
CAMPUS RUNS

REIMAGINE

STORYBOARDS



STORYBOARDS



THE INTENDED AUDIENCE

1: The Thinker

2: Likes Games and Moving

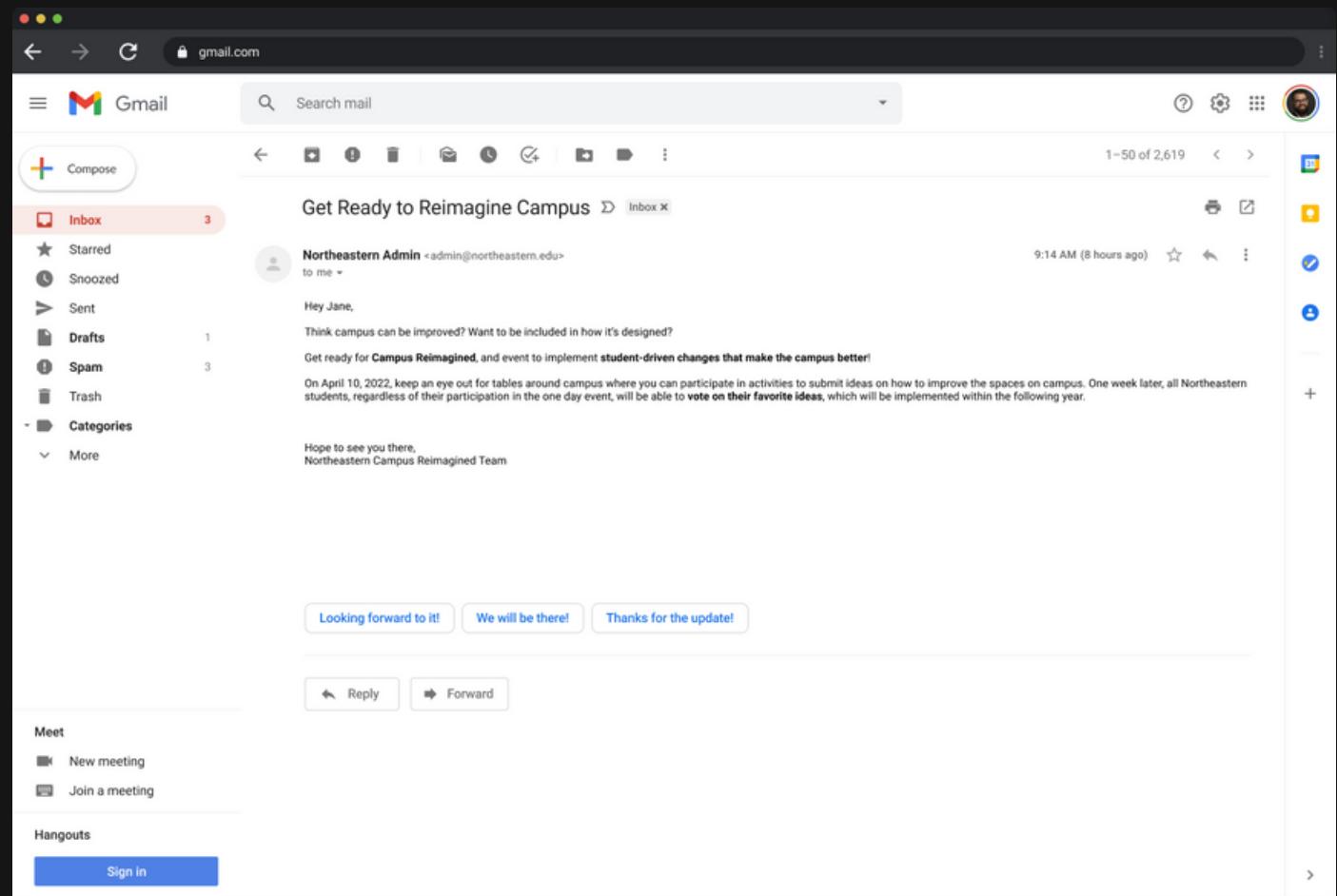
3: "Along for the Ride"

someone **creative** and/or **practical**,
will think and likes to think about the
possibilities given the constraints

someone who **likes "games," physical**
activity, and/or **exploration**

someone who will join for the **social**
aspect of it (if they see other people,
especially their **friends**, participate)

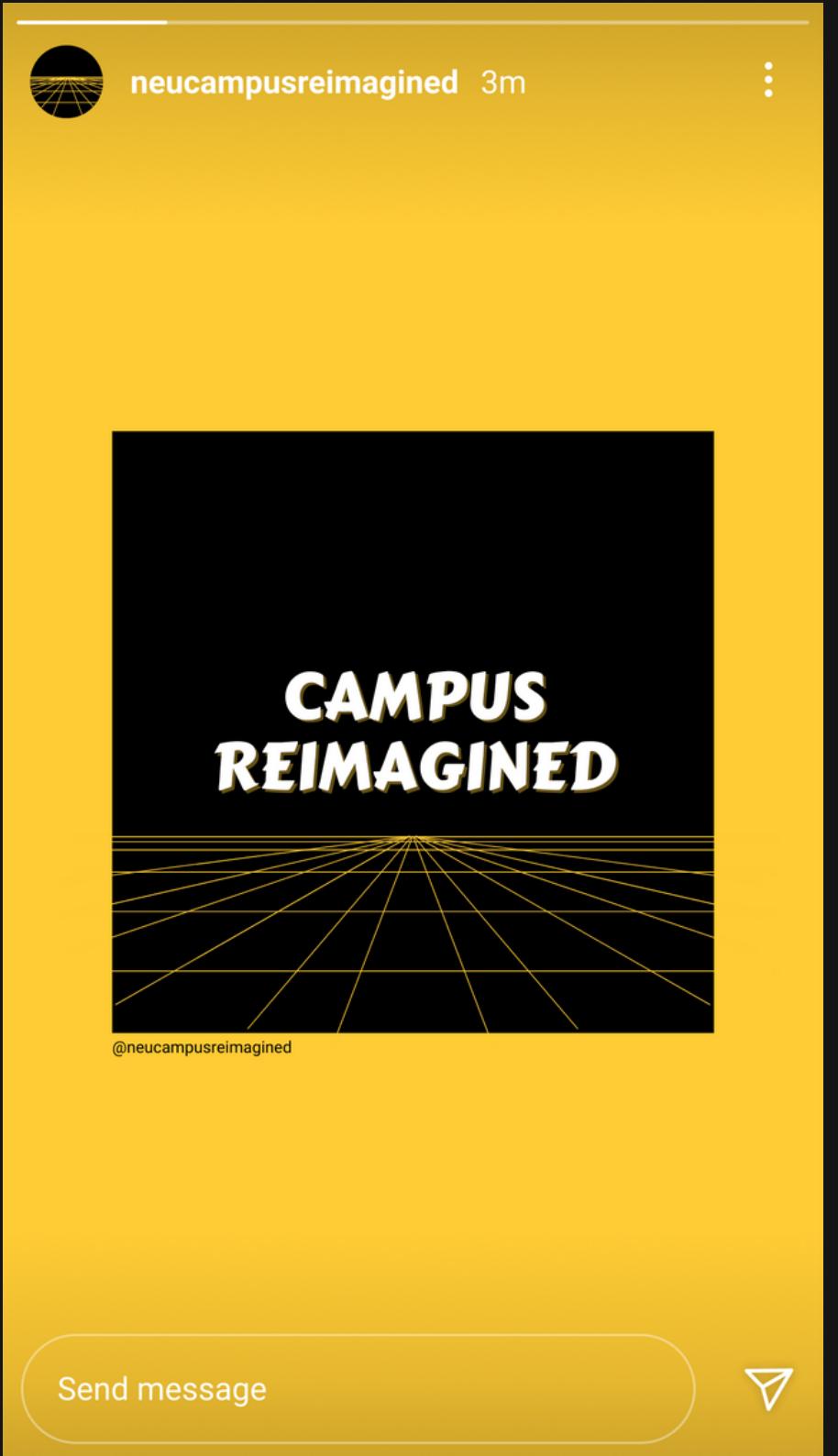
BEFORE THE EVENT

A screenshot of a Gmail inbox. The email subject is "Get Ready to Reimagine Campus". The message is from "Northeastern Admin <admin@northeastern.edu> to me". The body of the email reads:

Hey Jane,
Think campus can be improved? Want to be included in how it's designed?
Get ready for **Campus Reimagined**, an event to implement student-driven changes that make the campus better!
On April 10, 2022, keep an eye out for tables around campus where you can participate in activities to submit ideas on how to improve the spaces on campus. One week later, all Northeastern students, regardless of their participation in the one day event, will be able to **vote on their favorite ideas**, which will be implemented within the following year.

Hope to see you there,
Northeastern Campus Reimagined Team

At the bottom of the email are three buttons: "Looking forward to it!", "We will be there!", and "Thanks for the update!". Below the email are sections for "Meet" (New meeting, Join a meeting) and "Hangouts" (Sign in).



DAY-OF TABLING



CAMPUS RUN

Who

You

What

A way to find the under or inefficiently used spaces on campus

Where

Anywhere on campus. It's all fair game.

When

Today only, during a scheduled campus run

Why

We want to better use the limited space on campus, and let students decide what could be more efficiently used



REIMAGINE

Who

You

What

A way to reimagine the spaces on campus

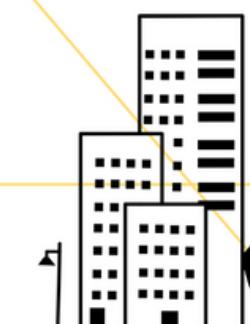
Where

Here at this table

When

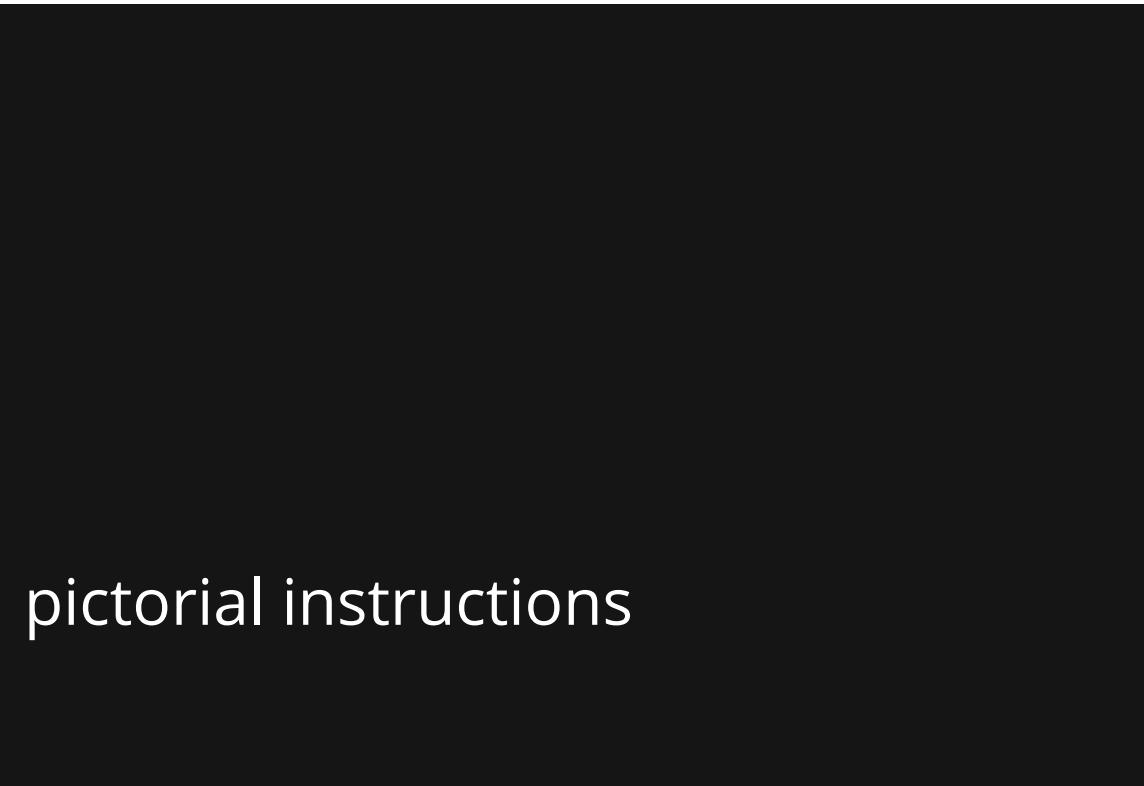
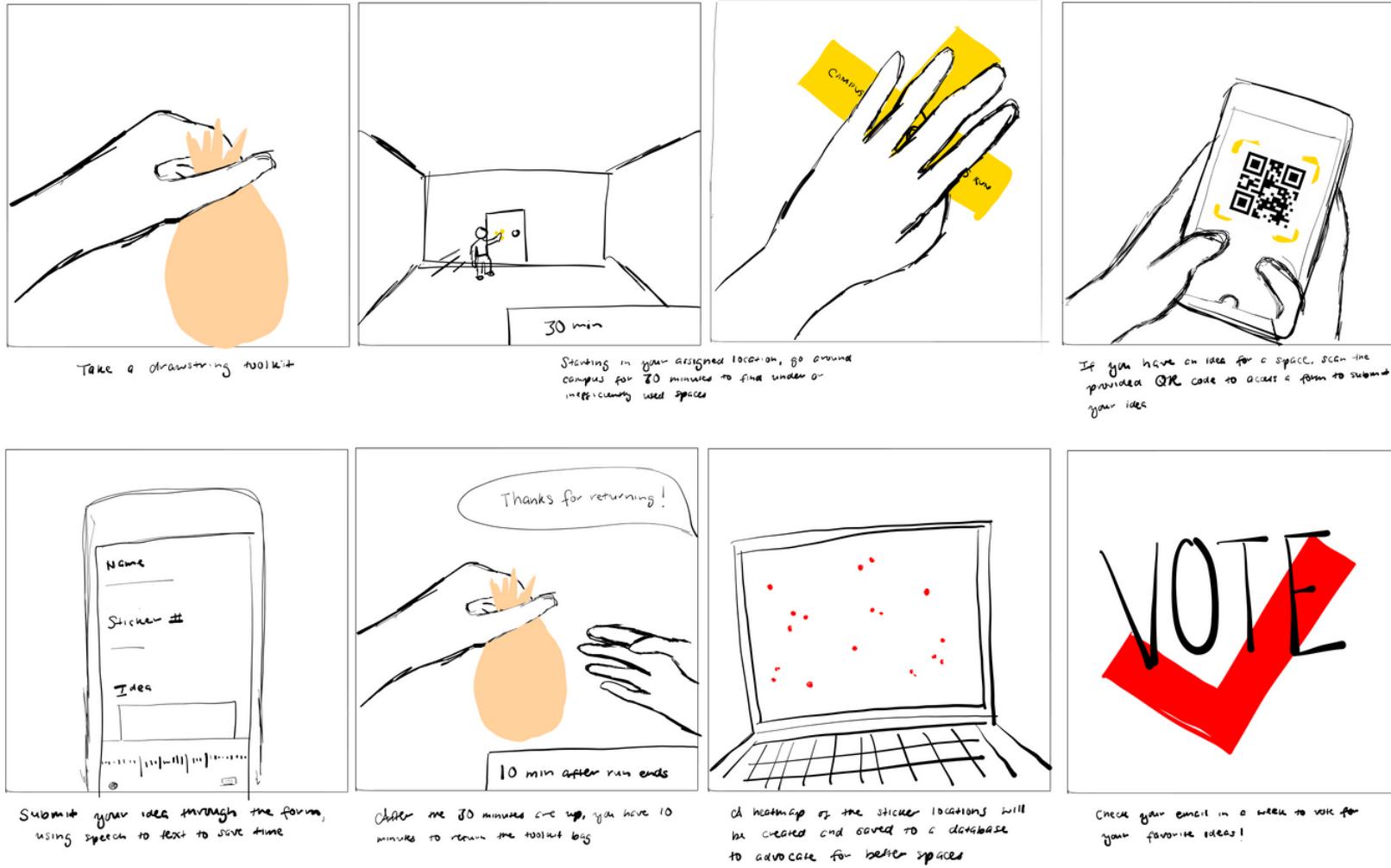
Today only

QR Code for Form

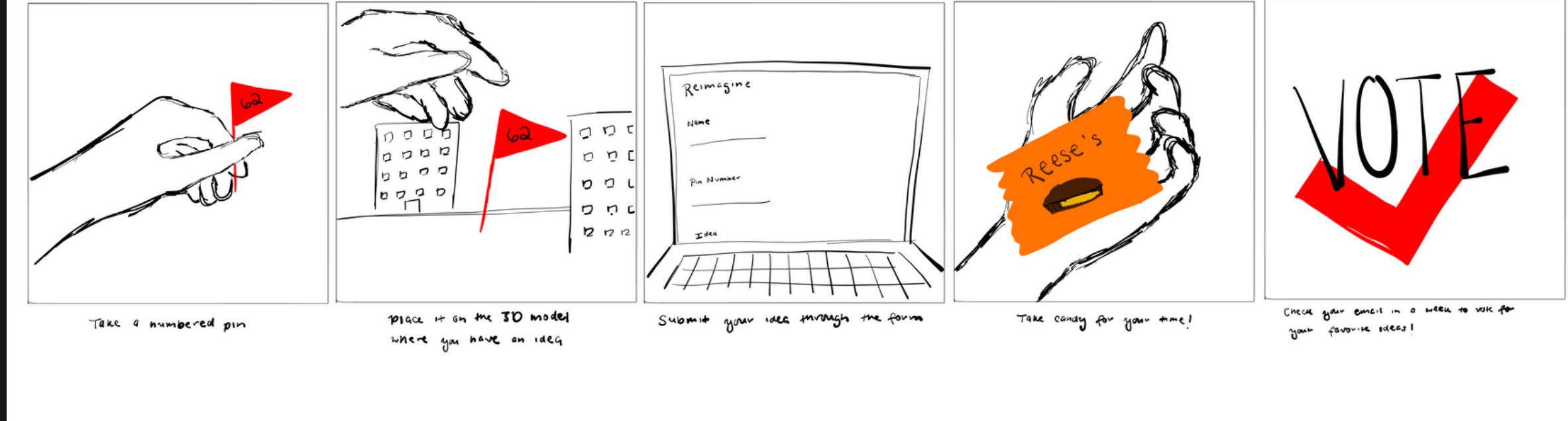


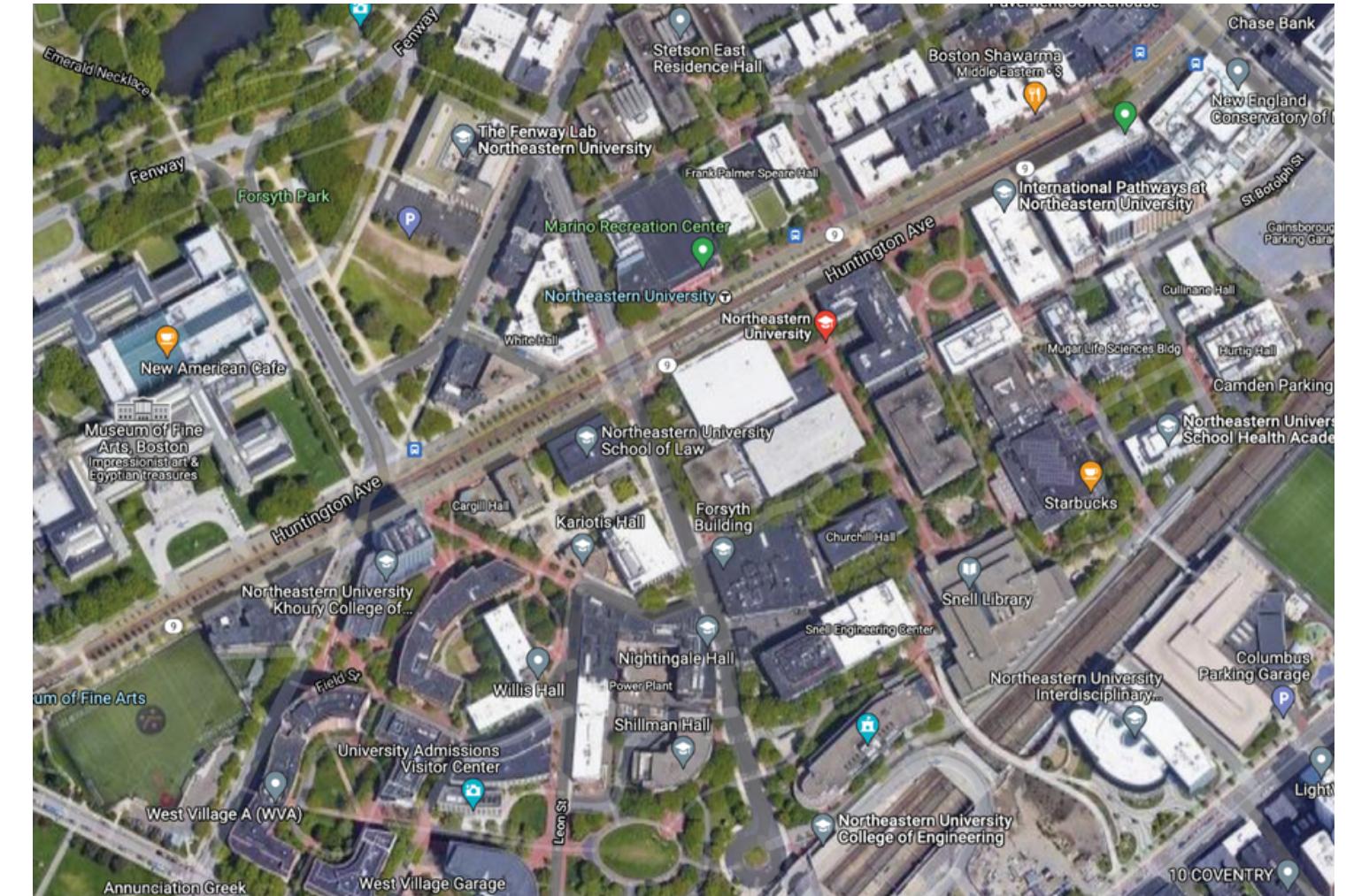
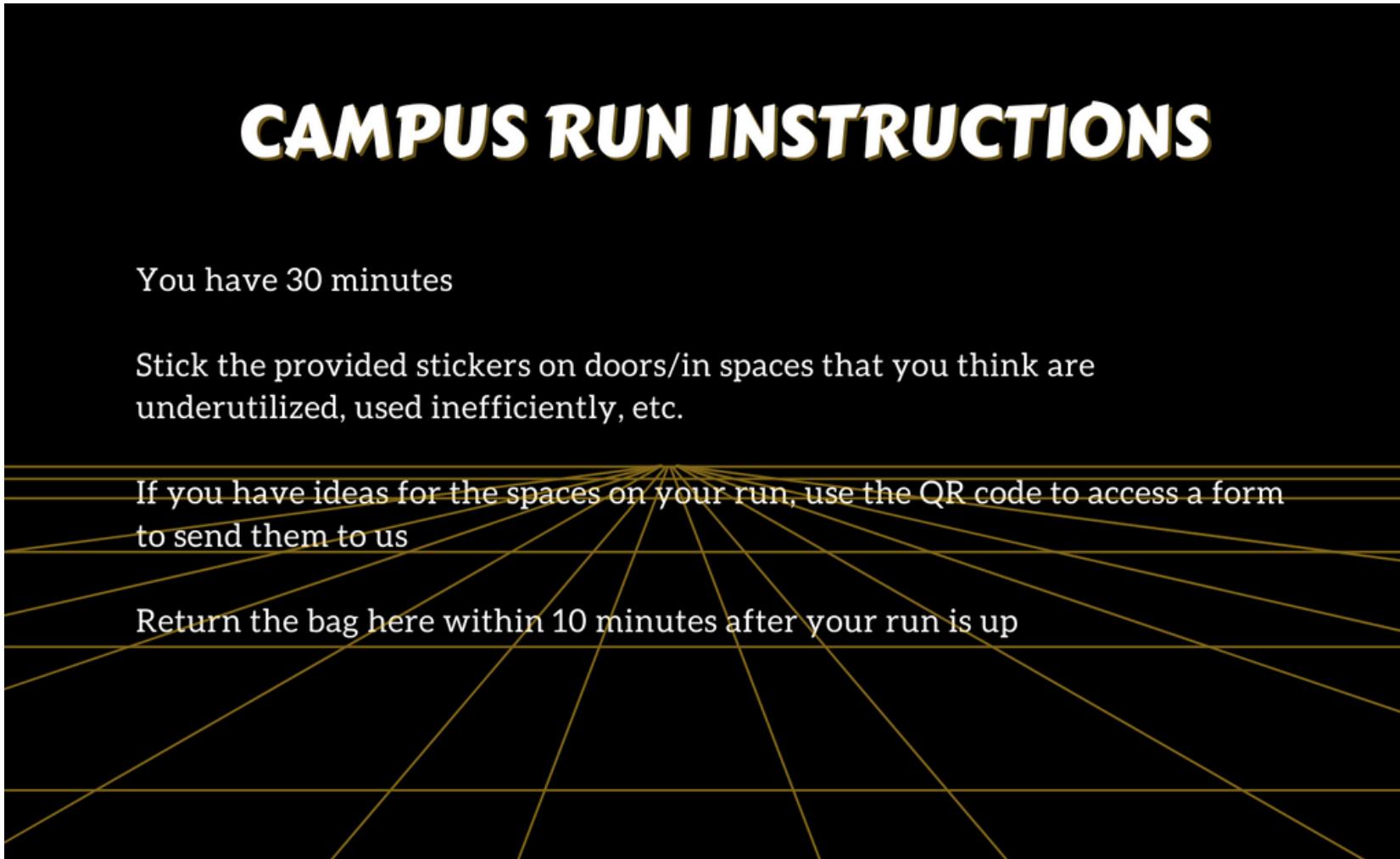
explanation

CAMPUS RUN INSTRUCTIONS



REIMAGINE INSTRUCTIONS





campus run "toolkit" assets

**POST EVENT EMAIL
AND VOTING SITE**

A screenshot of a Gmail inbox page. The main area shows an email from "Northeastern Admin <admin@northeastern.edu>" with the subject "Vote to Reimagine Campus". The email body contains a message to "Jane" about voting for ideas to reimagine campus, with a link to www.neucampusreimagined.com. It also includes a note that multiple votes are allowed but only the top idea will be implemented next year, and a mention of the Northeastern Campus Reimagined Team.

The sidebar on the left shows the navigation menu with "Inbox" selected, and other options like Starred, Snoozed, Sent, Drafts, Spam, Trash, Categories, and More.

At the bottom of the email view, there are three buttons: "Looking forward to it!", "We will be there!", and "Thanks for the update!". Below these are "Reply" and "Forward" buttons. At the very bottom of the sidebar, there are "Meet" and "Hangouts" sections with "Sign in" buttons.

Campus Reimagined

Vote for the ideas you want to see come to life! You can vote for multiple, but keep in mind the one with the most votes will be implemented for next year

Speare Mini Amphitheater

Replace the Speare tent with a mini outdoor amphitheater



Ryder Terrace

Put a curly terrace-like area on top of Ryder (the roof area) where people could chill and look out into Centennial



Flatten the Greenspace

Flatten the mounds in the quads



Power Outlets

Add outlet towers everywhere



Student Work

Put more student work on display throughout the quads and main campus



Smart Lockers for Mail

Place lockers around campus like the Boost lockers except it's for packages to reduce wait time for picking up deliveries



Seating Variety

More unique seating, benches, tables, etc



Student Garden

A garden where students could relax, or have their own plots of land to maintain



Outdoor Basketball Courts

Replace a tent with a basketball court

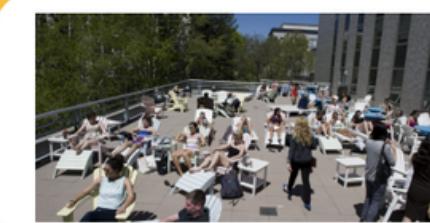


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ITERATIONS



CAMPUS RUN INSTRUCTIONS

Who
You

What
A way to find the under or inefficiently used spaces on campus

Where
Anywhere on campus. It's all fair game.

When
Today only, during a scheduled campus run

How
Meet here during a scheduled campus run
Take a bundle of stickers
Go around campus for 30 minutes, sticking the stickers on doors/in spaces that you think are underutilized, used inefficiently, etc.
If you have ideas for the spaces on your run, use the QR code to access a form to send them to us
Return the bag here within 10 minutes after your run is up
We'll record where you place the stickers and use that data to advocate for those spaces to be renovated

Why
We want to better use the limited space on campus, and let students decide what could be more efficiently used



REIMAGINE

Who
You

What
A way to reimagine the spaces on campus

Where
Anywhere on campus. It's all fair game.

When
Today only

How
Take a numbered pin
Place it on the 3D model where you have an idea to reimagine the space
Fill out the form using the QR code below:



In a week, check your email for a link to vote for your favorite ideas. The one with the most votes will be brought to life next year!

Why
We want to better use the limited space on campus, and let students reimagine what those spaces could look like

"gamefied" feel

ITERATIONS

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A diagram showing a grid of yellow lines radiating from the top right corner of the slide. These lines connect to various text elements in the central column, such as 'Who You', 'What A way to find the under or inefficiently used spaces on campus', and 'Where Anywhere on campus. It's all fair game.'

REIMAGINE INSTRUCTIONS

Who
You

What
A way to reimagine the spaces on campus

Where
Here at this table

When
Today only

How
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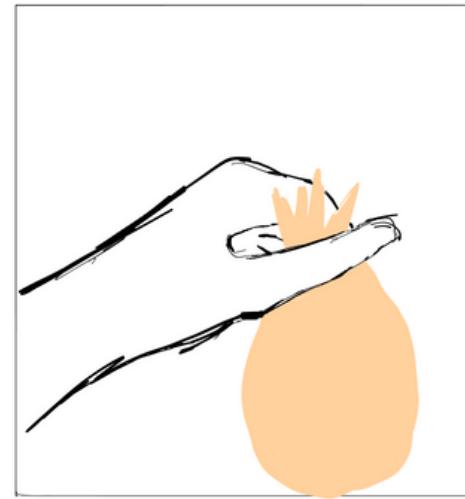


A diagram showing a grid of yellow lines radiating from the top right corner of the slide. These lines connect to various text elements in the central column, such as 'Who You', 'What A way to reimagine the spaces on campus', and 'Where Here at this table'.

imagery focusing on "space"

ITERATIONS

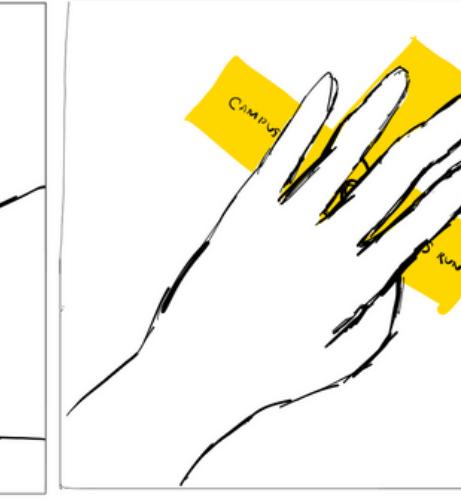
CAMPUS RUN INSTRUCTIONS



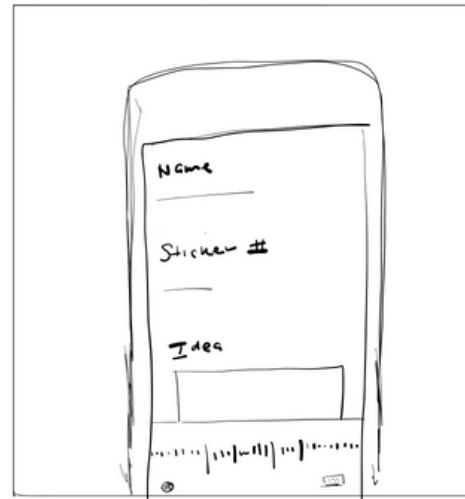
Take a drawingstring toolkit



Starting in your assigned location, go around campus for 30 minutes to find under or inefficiently used spaces



If you have an idea for a space, scan the provided QR code to access a form to submit your idea



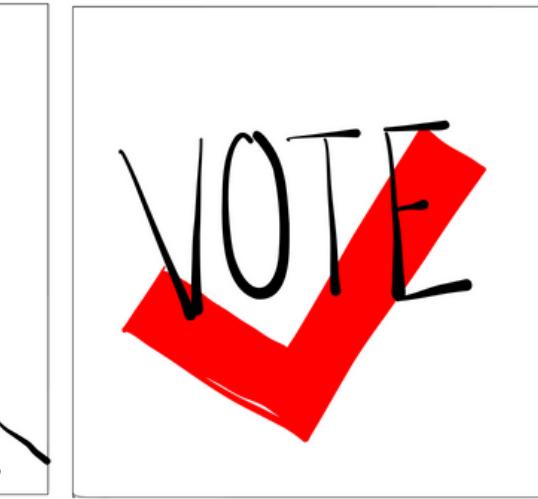
Submit your idea through the form, using speech to text to save time



After the 30 minutes are up, you have 10 minutes to return the toolkit bag



A heatmap of the sticker locations will be created and saved to a database to advocate for better spaces

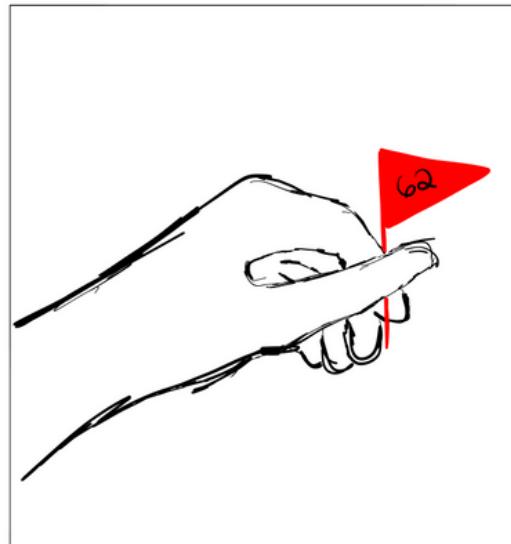


Check your email in a week to vote for your favorite ideas!

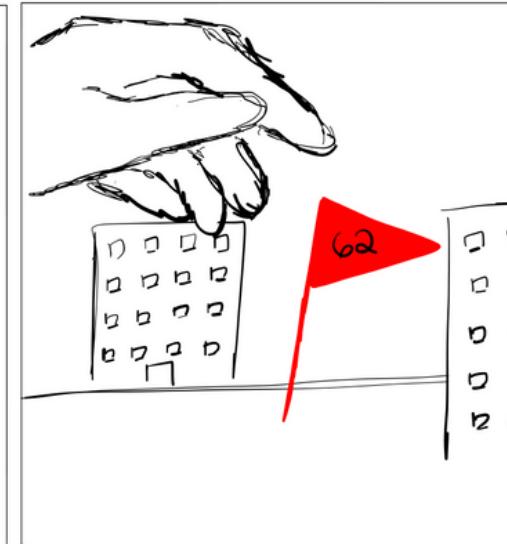
pictorial instructions

ITERATIONS

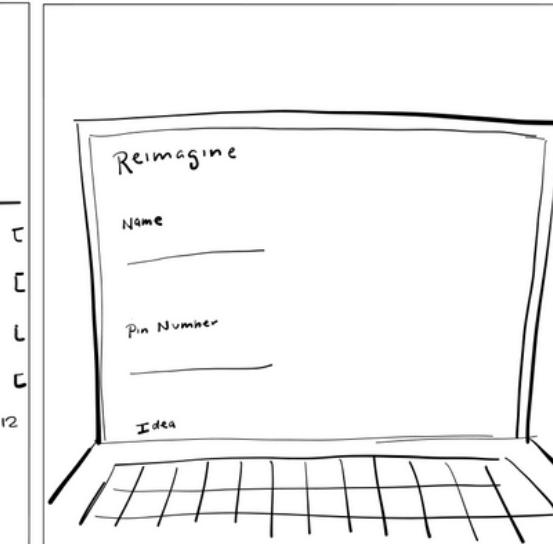
REIMAGINE INSTRUCTIONS



Take a numbered pin



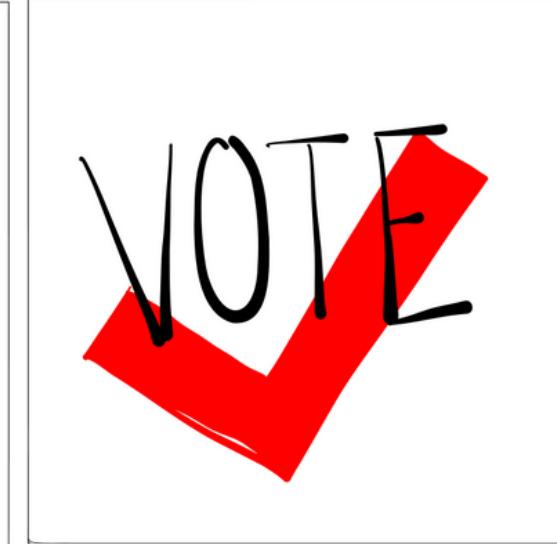
Place it on the 3D model
where you have an idea



Submit your idea through the form



Take candy for your time!



Check your email in a week to vote for
your favorite ideas!

pictorial instructions

**THANK
YOU!**