

## ASSIGNMENT 07: NEW YORK CITIES



Proximity jammer provides digital serenity, Office for Hypothetical Futures, Chris Woebken and Daniel Goddemeier

“Designers... are forever bound to treat as real that which exists only in an imagined *future* and have to specify ways in which the foreseen thing can be made to exist.” - John Chris Jones, *Design Methods*, 1992.

Design, as a discipline, is concerned with identifying and envisioning changes to the present state, to give rise to the future. Beyond impacting the physical, design has the capacity to impact our social scenarios and interactions. Many of these interactions arise from informal circumstances, but are often formalized through corporate or governmental structures. Human-centered research often provides inspiration, guidance and/or support for these formalized structures, as well as allowing designers to explore potential implications of future proposals.

In a group of 3, develop a proposal for a new agency for New York City that responds to an emerging or possible future need. Use appropriate research methods to arrive at and support your proposal for a new city agency.

Week 11 (04/21):

**Identify a context:** Where or with whom will you start your inquiry?

**Conduct secondary research:** What is the current state of your context? What research has already been done on this context? How could these findings direct possible future scenarios?

**Conduct primary research:** Conduct 6-9 primary research investigations (2-3 per group member) that could inform your context. This could include interviews with experts or residents, visits to spaces, participation with groups, etc.

**Define the challenges:** What are the challenges, tensions, or problems that you'll try to address with your new city agency?

**Develop and deploy a co-creative process:** Develop a hybrid or modified co-creative process you can use to imagine future NYC agencies and their services in collaboration with stakeholders associated with your context. You should aim to generate numerous ideas for possible agencies with your stakeholders. Film your group's interactions and outcomes as documentation of your process.

Week 12 (04/28):

**Distill and prototype:** Using previously discussed analysis methods, identify the critical insights from your work. With

your research as support, decide what innovative future city government agency you'll propose to New York City? How could your imagined future agency be translated into actionable design for the city? Be sure that your agency doesn't already exist in New York or elsewhere.

Create a simulation, prototype or demonstration of the service you envision, and engage with stakeholders to test your prototype. The Prototype might include a mock-up of a physical device, a series of interactions, an app, dialog or other service touch points.

What can you learn from your respondents' interactions and reactions to your prototype? How can you change your agency proposal based on their interactions? Film your group's interactions as documentation of your process.

Week 13 (05/05):

Name your agency, and design an agency brand and logo.

**Written documentation:** Create a PDF pitch presentation addressed to mayor de Blasio, supporting your proposed future NYC agency, with research evidence supporting its creation as you see it. Use photographs and diagrams to support your proposal. Be sure to note the strengths, weaknesses, and potential for this new department to impact the context you've identified.

Edit your group's documentation footage into a (less than 3 minute) film that shows your group's research process and prototype.

Week 14 (05/12):

**New York Cities Presentations.** Present your group's future department, and show your group's support video. Before the start of class, submit your pitch presentation PDF via email, and upload your video to Vimeo.com with a link in your presentation.

Grading - Your presentation, PDF, and video will be graded on the following criteria:

20 POINTS – Timeline of execution - each of the project steps listed above were completed and on time. (5 points each)

11 POINTS – Research process shows innovation and thoughtful experimentation that is relevant to the context.

7 POINTS - Final PDF document exhibits clear communication and support for your ideas, reasoning, decisions and evaluation.

7 POINTS – Final film is clear, communicative and highlights the outcomes.

5 POINTS - Aesthetic of presentation - the visual quality of the final presentation is polished and refined