

DECEMBER 4TH, 2019

# GBDA 210: ECOSYSTEM ANALYSIS

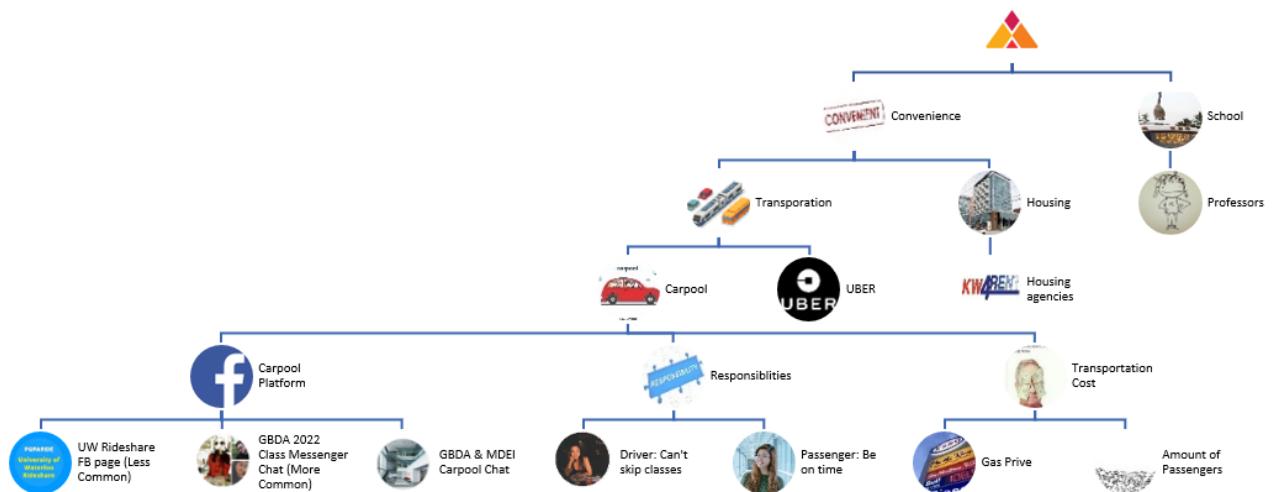
KRYSTLE TANG



# WHO ARE THE PEOPLE IN THE ECOSYSTEM?

The main group of ecosystem consists of all undergraduate and graduate students at the Stratford school of Interaction Design and Business. In the provided ecosystem diagram, students can be divided into teacher assistants (TAs), peer mentors, and alumni while other groups in the ecosystem include professors, supporting staffs such as academic advisors and media service technicians, and the Stratford community. Landlords who provide accommodation to students or local businesses are examples of the Stratford community.

*"Mainly the expensive housing and lack of part-time job opportunities, I need to make enough money to pay for my rent + food + monthly bills + necessities, that isn't really feasible in Stratford"* - Teegan Tran, 3rd year GBDA



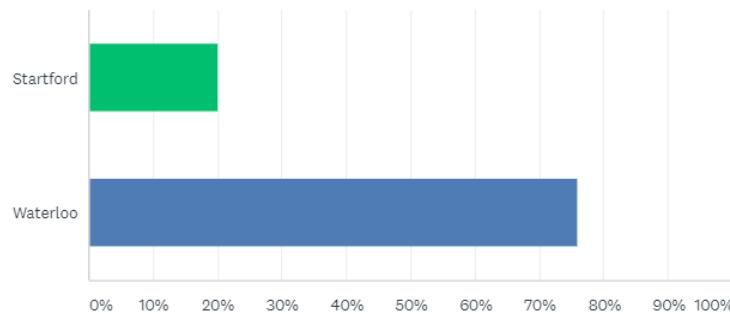
# THE PROBLEM

According to a survey conducted in the GBDA student group chat, the majority voted for commuting to the Stratford campus by carpool instead of driving. The results also suggested most of GBDA students live at Waterloo instead of Stratford. Many factors such as accessibility to entertainment, leisure, retail, and housing influence students' decision to opt for the carpool option.

In other words, there is more available and affordable off-campus housing in Waterloo whereas there are limited housing options in Stratford. Many students living at Stratford share the same house with their landlords while the off-campus housing in Waterloo provides an entire unit exclusively to students. Additionally, there are many four-month or eight-month sublet groups on Facebook that provide flexibility to students who are looking for short-term housing.

Where do you live?

Answered: 25 Skipped: 0



It is important to note many students prefer to live in Waterloo and commute to Stratford because of the larger community and student population. This allows them to stay connected to their peers and friends, instead of feeling isolated.

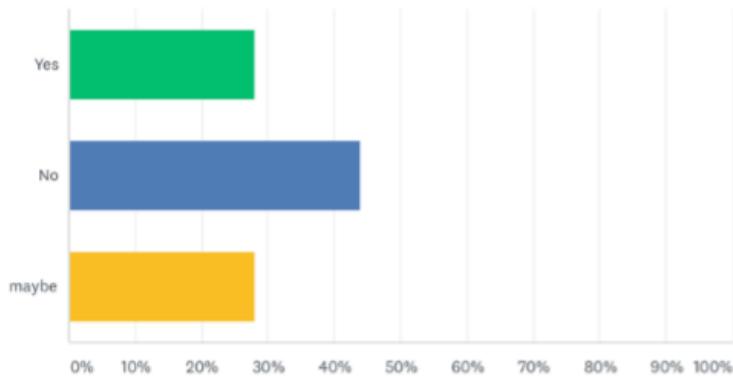
(Survey conducted on SurveyMonkey on September 23, 2019)

Housing options in Stratford are considerably limited whereas there are various choices in Waterloo. From housing agencies such as KW4RENT, to landlords, apartments to townhouses, and WUSA's latest legal service department to protect students, living at Waterloo campus is not only convenient, but also safe.

Another factor that should be mentioned is first years usually live on campus, yet Stratford doesn't provide on campus-housing.

Would be willing to pay more in tuition if you it meant there would be transportation provided between both campuses?

Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Yes	28.00%
▼ No	44.00%
▼ maybe	28.00%
<b>TOTAL</b>	<b>25</b>

(Survey conducted on SurveyMonkey on September 23, 2019)

Many who do not own a car argue they are willing to spend a little extra more to maintain their social life and living quality. For the only participant who is interested in moving to Stratford, his/her reason is because he/she believes Stratford housing is more affordable compare to Waterloo.

# BRIDGE WATERLOO ARCHITECTURE

*"Founded in 2012, BRIDGE Waterloo Architecture is an organization that engages the students of the University of Waterloo School of Architecture, the University of Waterloo itself, and the community of Cambridge..."*

As a similar example to Stratford School of Interaction Design and Business, the Waterloo Architecture is located in Cambridge, Ontario. Experiencing isolation from the main campus, the School of Architecture founded *BRIDGE* Waterloo Architecture.

The organization engages Cambridge students with others at the main campus. The *BRIDGE* Waterloo Architecture is an example of how building an online community allows students to connect with main campus students or professors.

Sources: <http://waterlooarchitecture.com/bridge/about/>

## HOW DO OTHER UNIVERSITIES ATTRACT STUDENTS TO LIVE ON CAMPUS?

Niagara University listed 10 reasons why students should live on campus. This marketing strategy demonstrates an effective solution to resolve the problem which GBDA students are facing.

Sources: <https://www.niagara.edu/reasons-to-live-on-campus/>

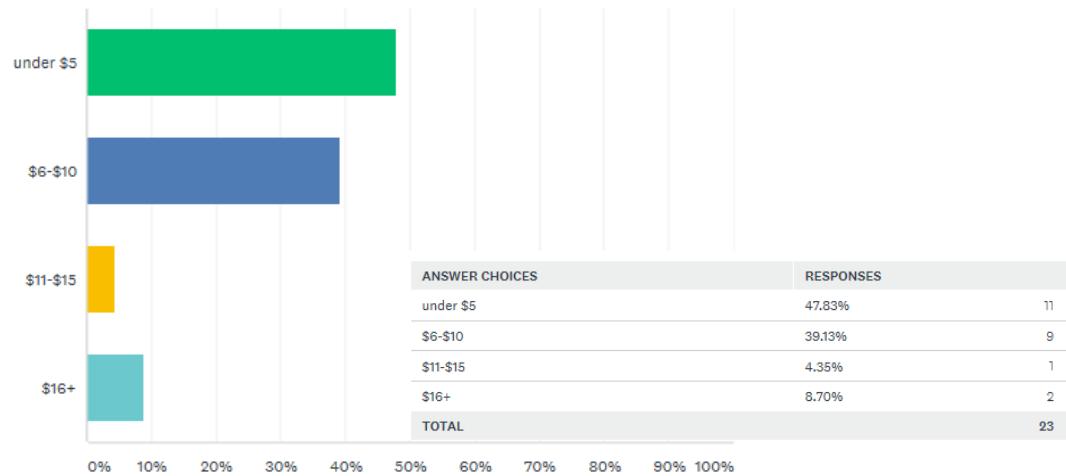
# CHALLENGES

1

## RIDEShare COST

What is the average you pay per round trip?

Answered: 23 Skipped: 2



(Survey conducted on SurveyMonkey on September 23, 2019)

As shown on the survey, there is no FIXED price to ridshares. The charge of rideshare heavily depends on carpool drivers.

2

## LACK OF INVOLVEMENT

Due to carpooling, many students living on campus returns home immediately after class. There is no incentive for them to be involved in the Stratford community. As a result, many opportunities such as joining GBDA society or optimizing the School of Stratford services are being missed.

**Reddit post:**

[https://www.reddit.com/r/uwaterloo/comments/d0qfy0/why\\_not\\_to\\_live\\_in\\_stratford\\_a\\_message\\_to\\_current/](https://www.reddit.com/r/uwaterloo/comments/d0qfy0/why_not_to_live_in_stratford_a_message_to_current/)

Problems encountered while living at Stratford:

- Night life is nonexistent and stores close at 11 pm
- Significant age gap with the Stratford residence
- Impossible to join extra-curricular since there are no Stratford based clubs or sports teams
- Feeling missed out on an important part of university experience
- No public transportation between Waterloo and Stratford besides Ubering
- Stratford Transit system is underdeveloped, which means it takes around 45 minutes to 1 hours to go anywhere
- Rent is considerably more expensive in Stratford

## FINAL THOUGHTS

Overall, the rideshare ecosystem consists a variety of components such as housing, transportation, financial cost, and sense of community. With the main issue transportation being solved, students will have more incentive to move to Stratford. It is important to bring light to this issue to build a better future for students at the Stratford School of Interaction design and Business.