



Window to the Neighborhood

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CONTEXT AND MOTIVATION

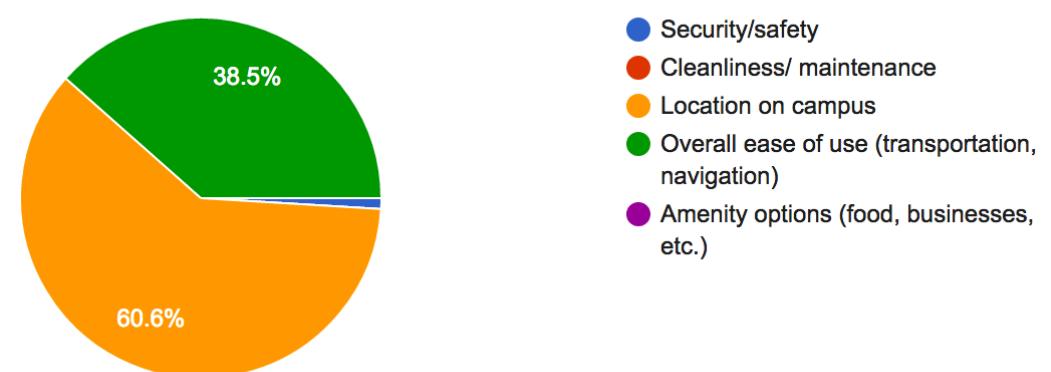
Ruggles Station is known for being a main transfer point for suburban commuters working at the hospitals, colleges, and museums in the Longwood Medical Area and Back Bay because it provides access to the orange line T, bus, and commuter rail. Ruggles Station is also a stop for the MASCO (Medical Academic and Scientific Community Organization) shuttle services, which takes passengers to the Longwood Medical Area. It is also used heavily (whether for transportation or just in passing) by Northeastern students and high school students from local schools.

When the map is zoomed out (as seen on the right), Ruggles Station's proximity to so many neighborhoods is immediately clear-- it is accessible from Roxbury, Mission Hill, Fenway, Longwood, and the South End. In our survey of Northeastern students, 61% of respondents said that its location on campus is Ruggles' best attribute.



A Google Maps screenshot of the area surrounding Ruggles (approx. 2 mi. radius)

What is the best attribute of Ruggles Station? (104 responses)





(ABOVE) A panorama of the Ruggles station entrance, facing Northeastern's campus. The building extends beyond what is depicted in this photo, acting as a physical barrier to the other side of campus



The newly opened ISEC building, which is located on Columbus Ave.

Ruggles is located on Northeastern's campus, and it bridges "main campus" from the more recent campus expansions along Columbus and Tremont, which include residence halls and the multi-million dollar Interdisciplinary Science and Engineering Center (pictured). However, despite Northeastern's push to expand development into the Roxbury side of campus, students still generally feel alienated from the Roxbury neighborhood.

Ruggles is both a physical and symbolic divider, but it is also a bridge between communities. We uncovered many high-level social issues through our research, including issues of gentrification and socioeconomic disparity.

"The higher the level of a problem's formulation, the broader and more general it becomes: and the more difficult it becomes to do something about it. On the other hand, one should not try to cure symptoms: and therefore one should try to settle the problem on as high a level as possible."

-Horst W.J. Webber and Melvin M. Webber
"Dilemmas in a General Theory of Planning"

So, when deciding the scope of my design intervention, I wanted to make sure that it wasn't too high-level, while still concentrating on bringing together these neighboring communities and breaking down this perceived division between them. I wanted to take the notion of Ruggles as a 'barrier' and change it into a connection spot... a *window to the neighborhood*.

THE STORY

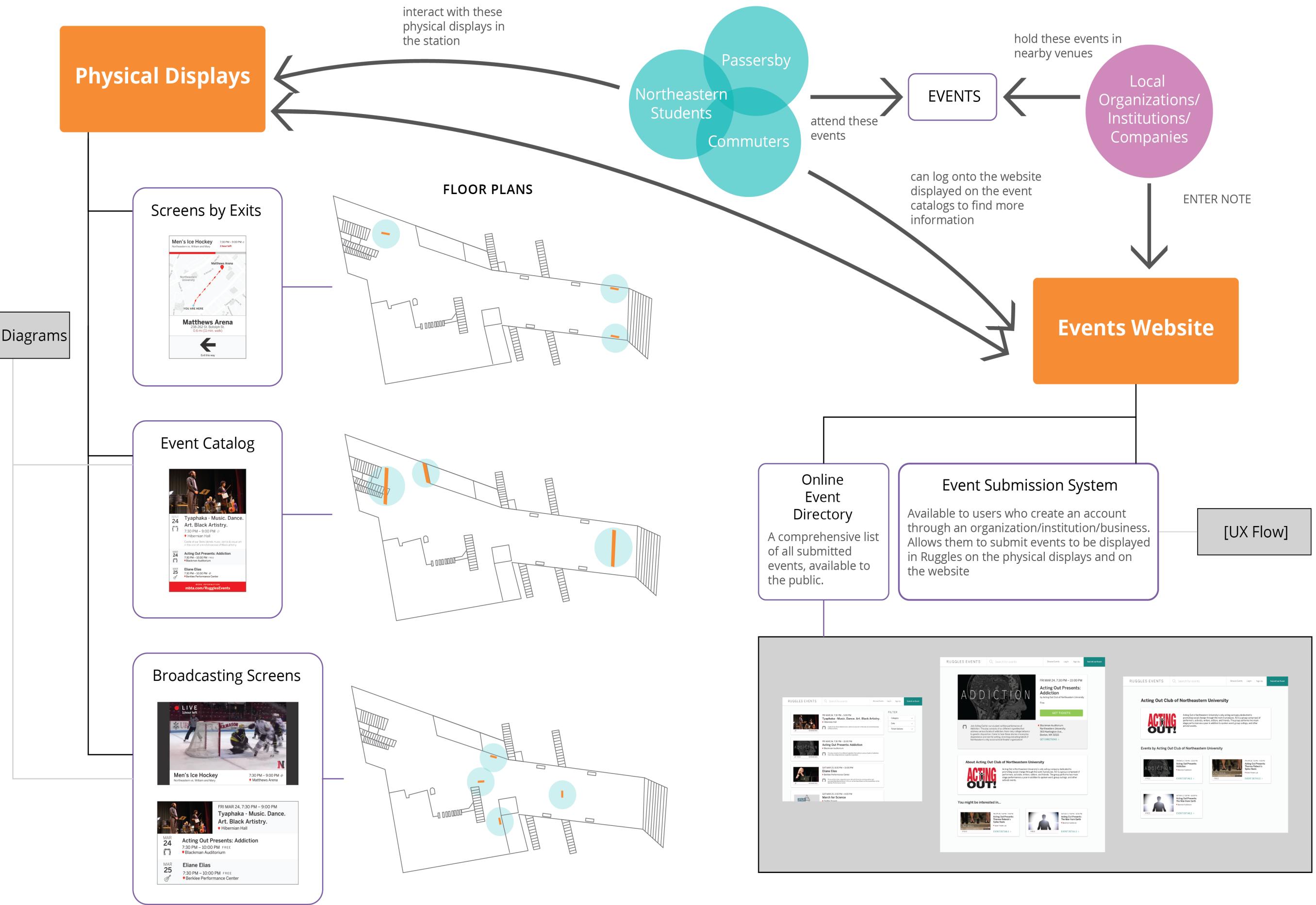
It can be hard to find out what's going on locally, especially if you don't frequent the neighborhood. There are a variety of community members, whether these are students, commuters, or local residents, who would be interested in participating in local events, but are merely unaware of their existence. My design intervention focuses on making Ruggles station a resource for finding and viewing local events in the neighborhood. It is a reinvention of the static

historical panels that are in the station now—instead of displaying the neighborhood's past, my intervention would display what is happening now. This encourages different communities to engage with each other and overcome the perception of alienation and division. It gives people opportunities to familiarize themselves with the local area and its thriving culture, whether this is through remotely experiencing an event or attending one in-person.

Divider ▶ Connection

Barrier ▶ Window

Past ▶ Present



(PREVIOUS PAGE) An annotated map of the different components in my design intervention. The state diagrams and the UX Flow are part of this map, but are too complex to fit within the constraints of the page. They can be found starting on page 8 and page 20, respectively.

THE ORCHESTRA SCORE

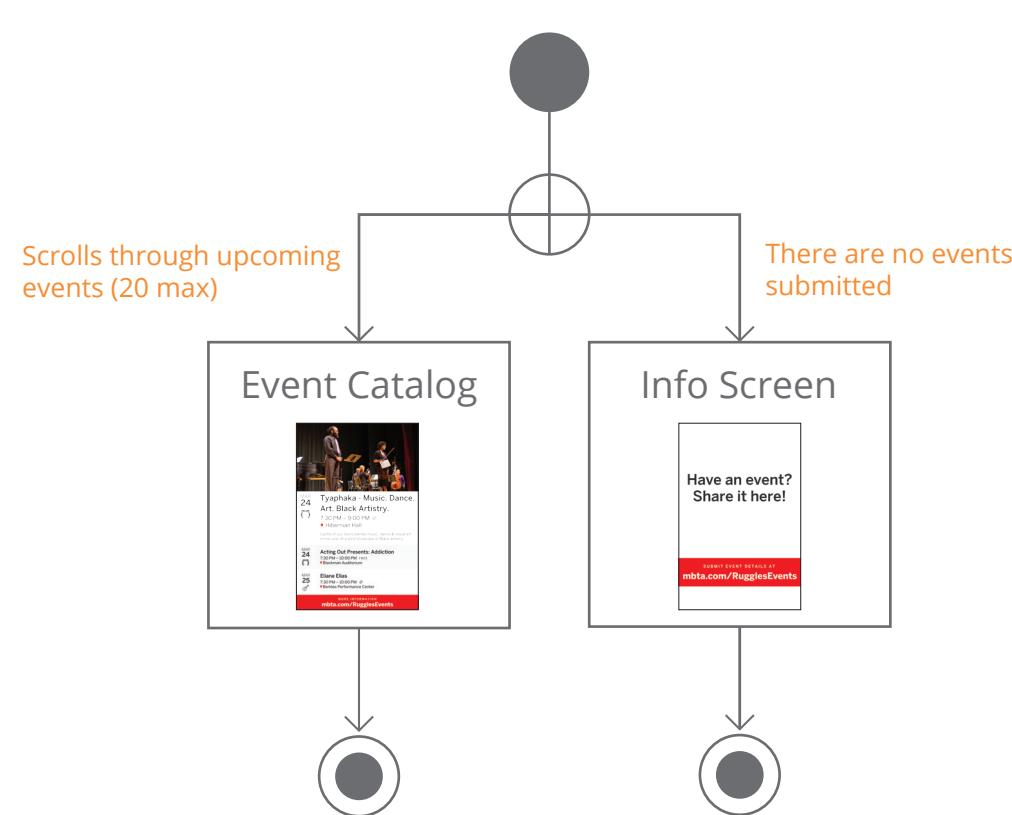
My intervention comes in two main parts: the physical displays, and the curation system behind these displays, which is hosted on a web platform.

There are three types of displays:

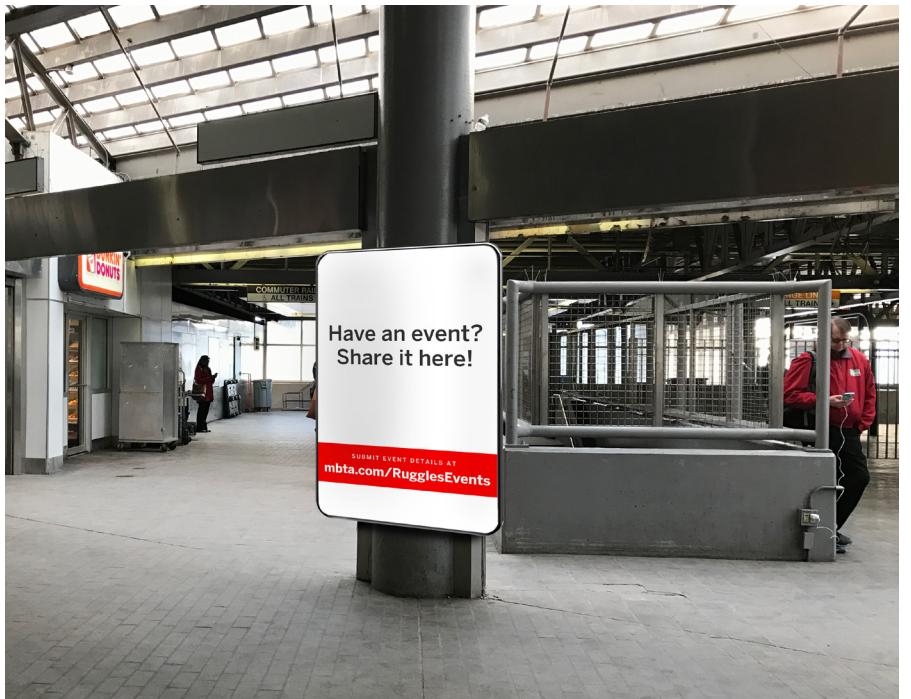
1. Event Catalog Screens
2. Broadcast Screens
3. Screens by Exits

In the next few pages, I will cover each of these displays. I will include a floorplan of where these screens will be located within the station, a mockup of the displays, and a state diagram that explains the multiple states each display can occupy.

Event Catalog

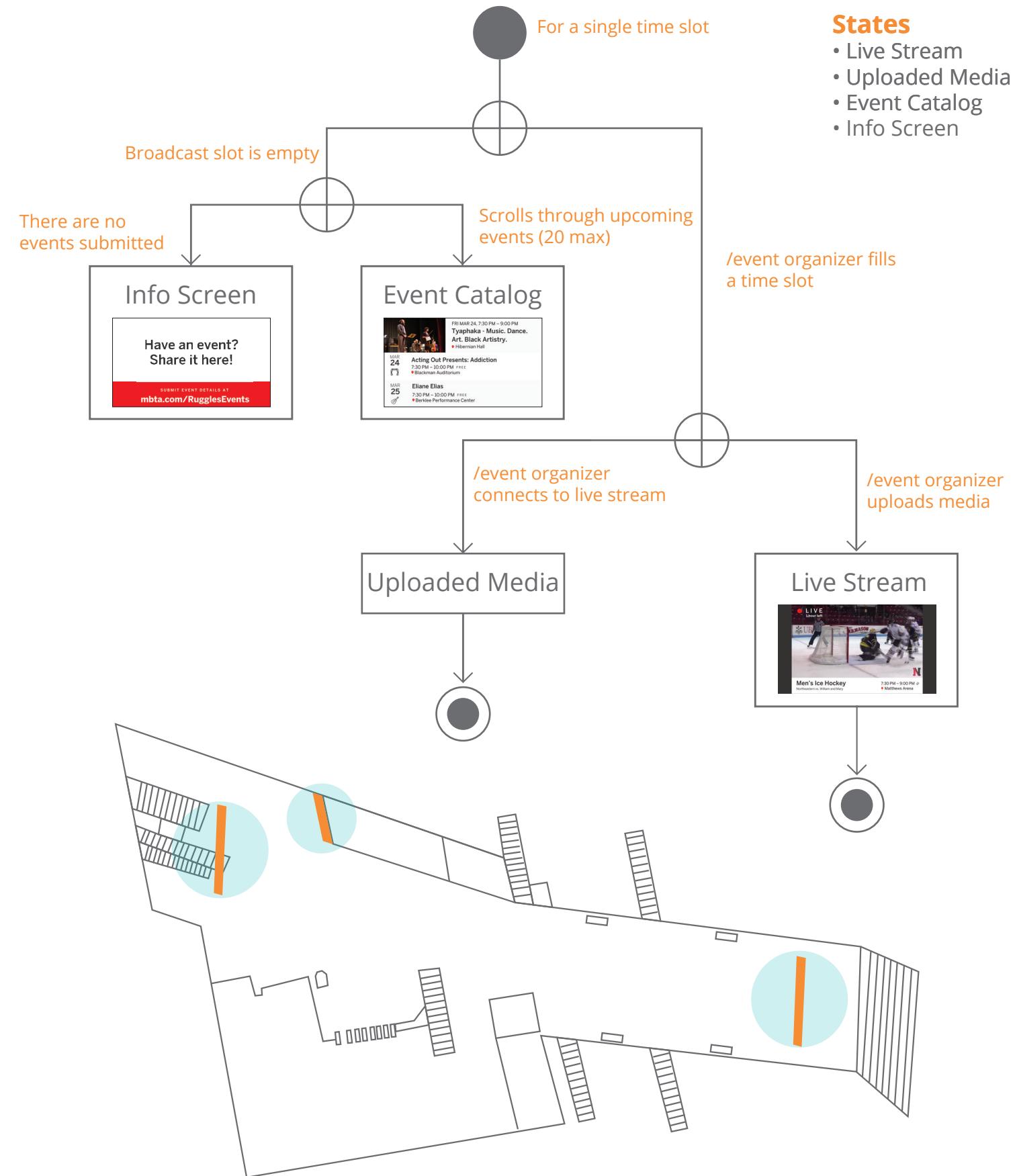


Broadcasting Screens



(ABOVE) The event catalog is dynamic and constantly scrolls through the next two days' upcoming events. These are stills of the scroll animation.

(LEFT) If no one has submitted an event yet, these screens will help to raise awareness of this platform.



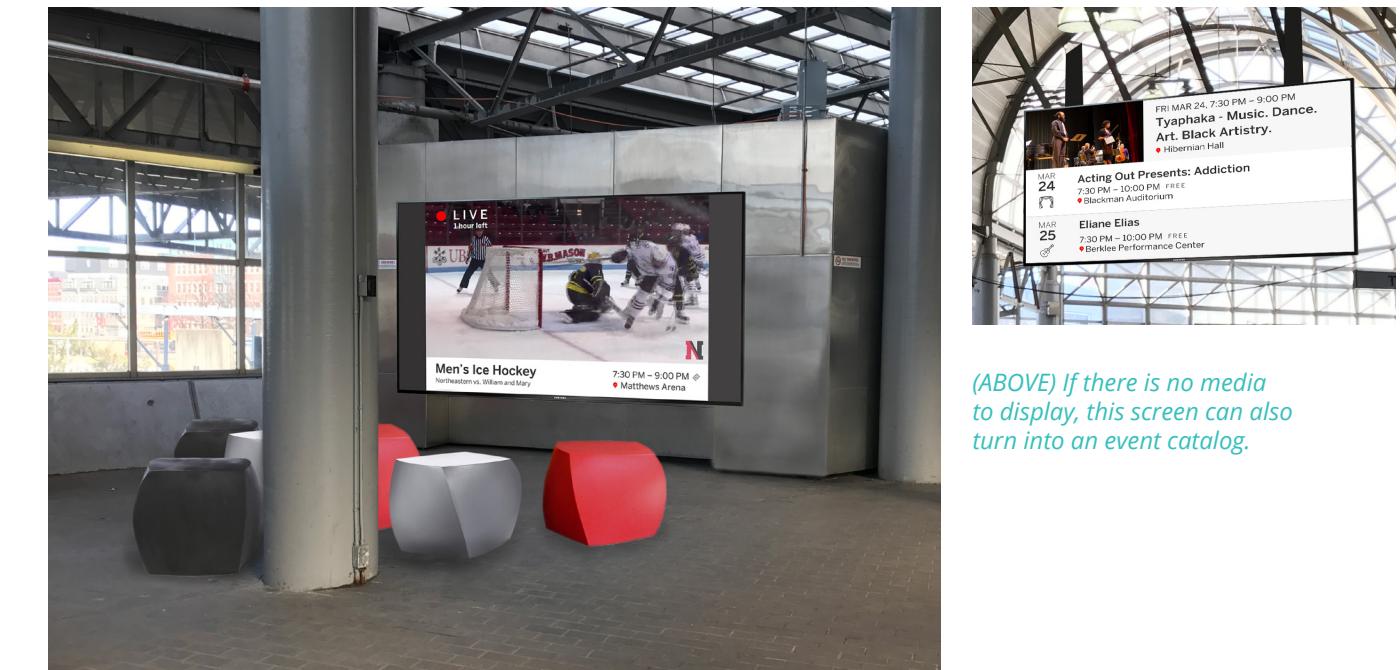


(ABOVE) One of three broadcasting screens, suspended from the ceiling.

These screens can show live broadcasts of events happening nearby or previews of upcoming events. It livens up the space and offers entertainment for people waiting around in the station. The interface also states if it is a live broadcast, so that people are aware that if there is enough time left, they can go catch part of the event.

As seen in the floor plan, the screens for broadcasts are hung on either side of the corridor from the ceiling. There is also one located in the nook beside the police booth and the ATM.

The screens on either end of the corridor accommodate the passersby and those who can't stop to watch the screen for too long. They are highly visible from most areas of the station.

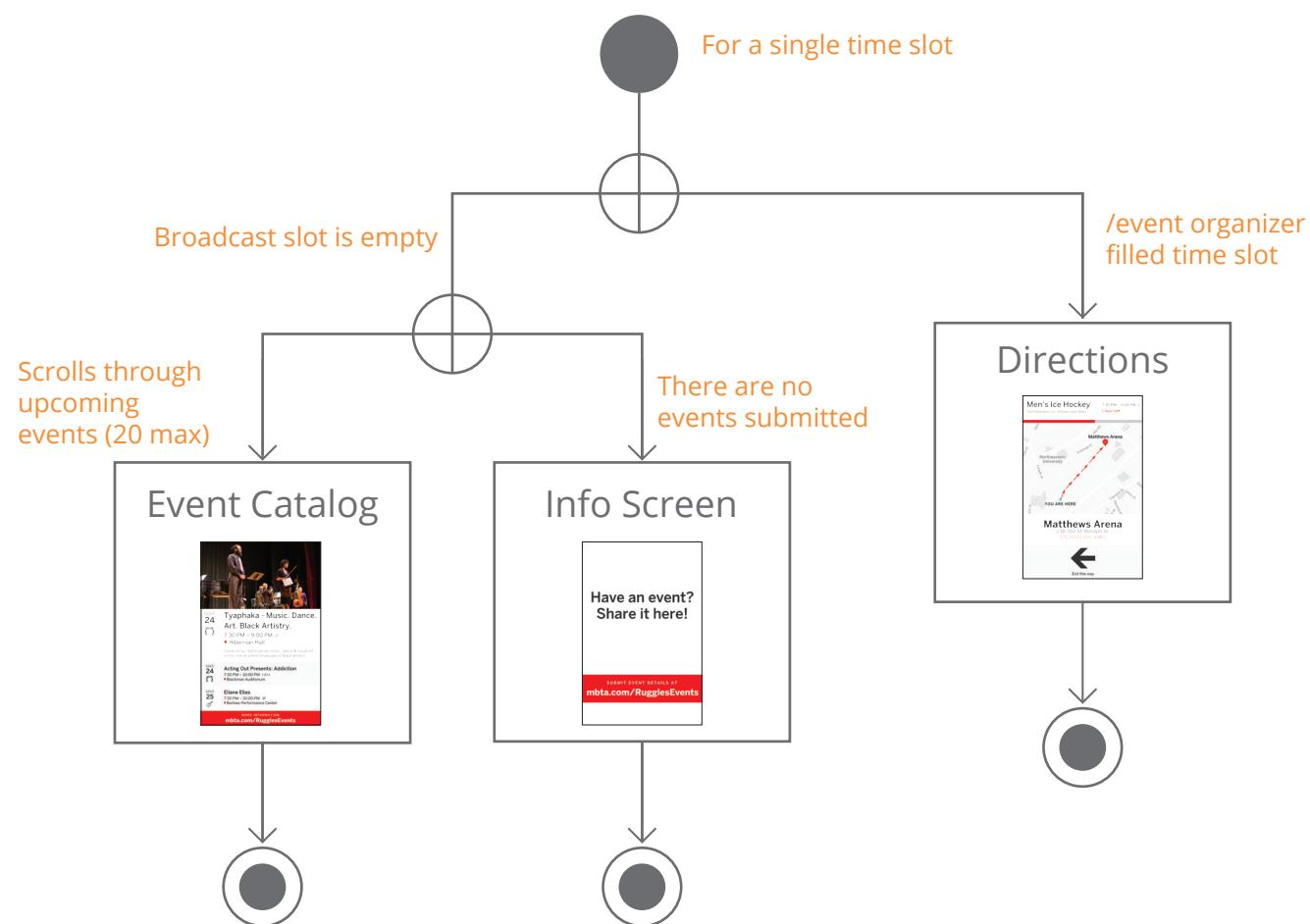


(ABOVE) The broadcast screen displaying a live broadcast of the Men's Ice Hockey game in Matthew's Arena.

The third screen is for those who are interested in prolonged viewing. It includes a seating area with moveable cube seats for flexibility. This area would be particularly beneficial for commuters who wait for their train for up to 40 minutes a day (according to my peers' research). It offers seating, which Ruggles is highly lacking, and it provides entertainment.

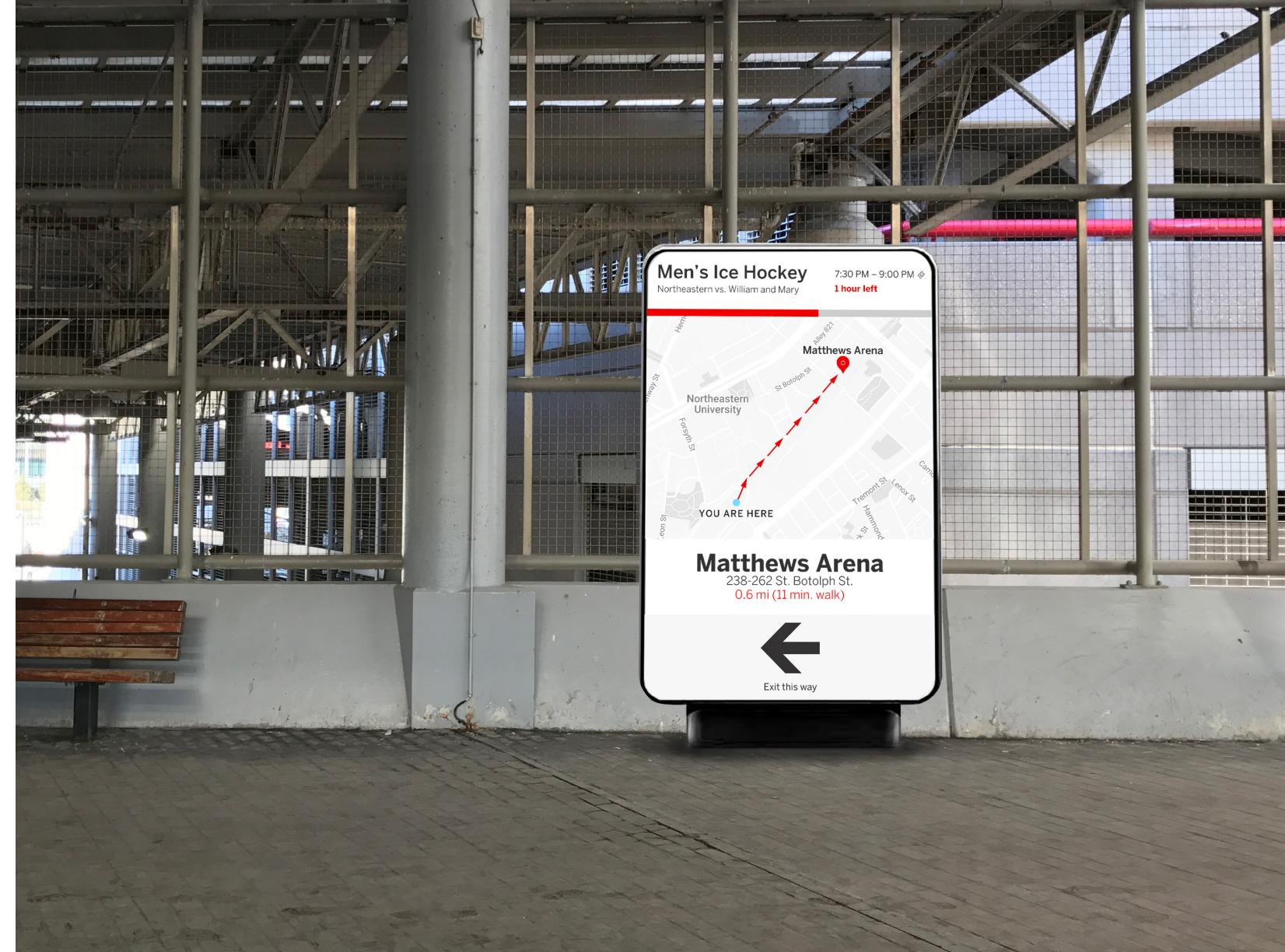
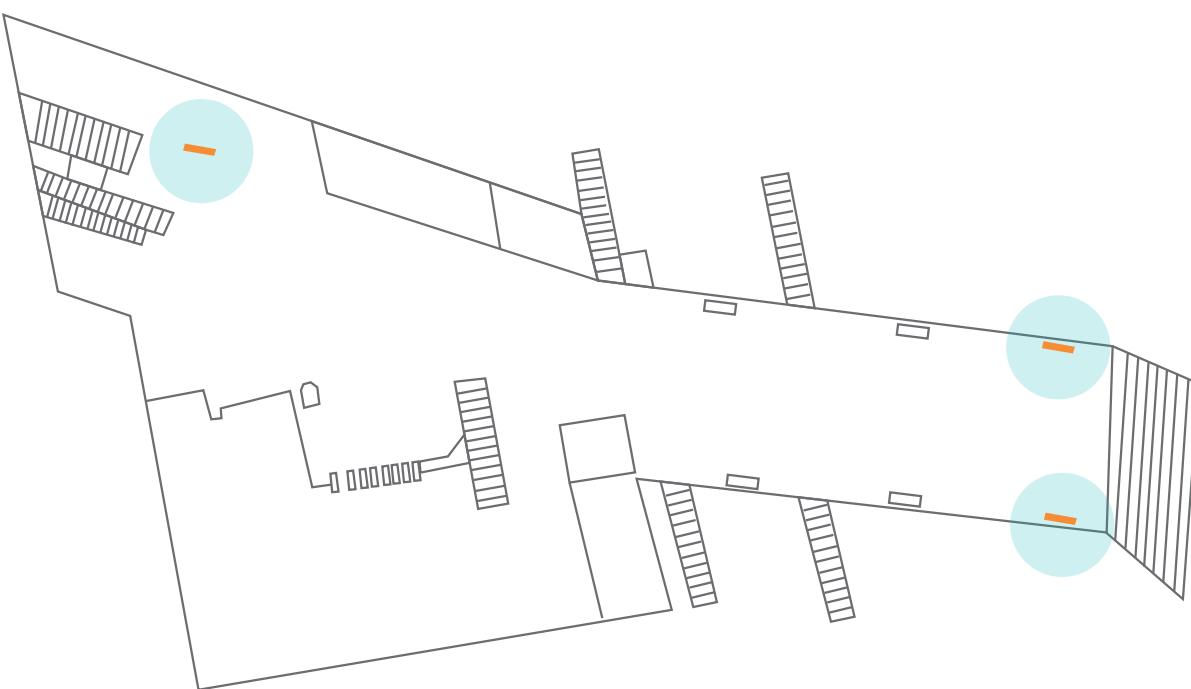
Right now, this space is very under-utilized, so this would bring traffic flow into this otherwise unused space. The police booth and the ATM would be moved to give more space to this seating area.

Screens By Exits



States

- Directions
- Event Catalog
- Info Screen



These screens correspond with the large broadcasting screens to display directions to the event that is currently being broadcasted.

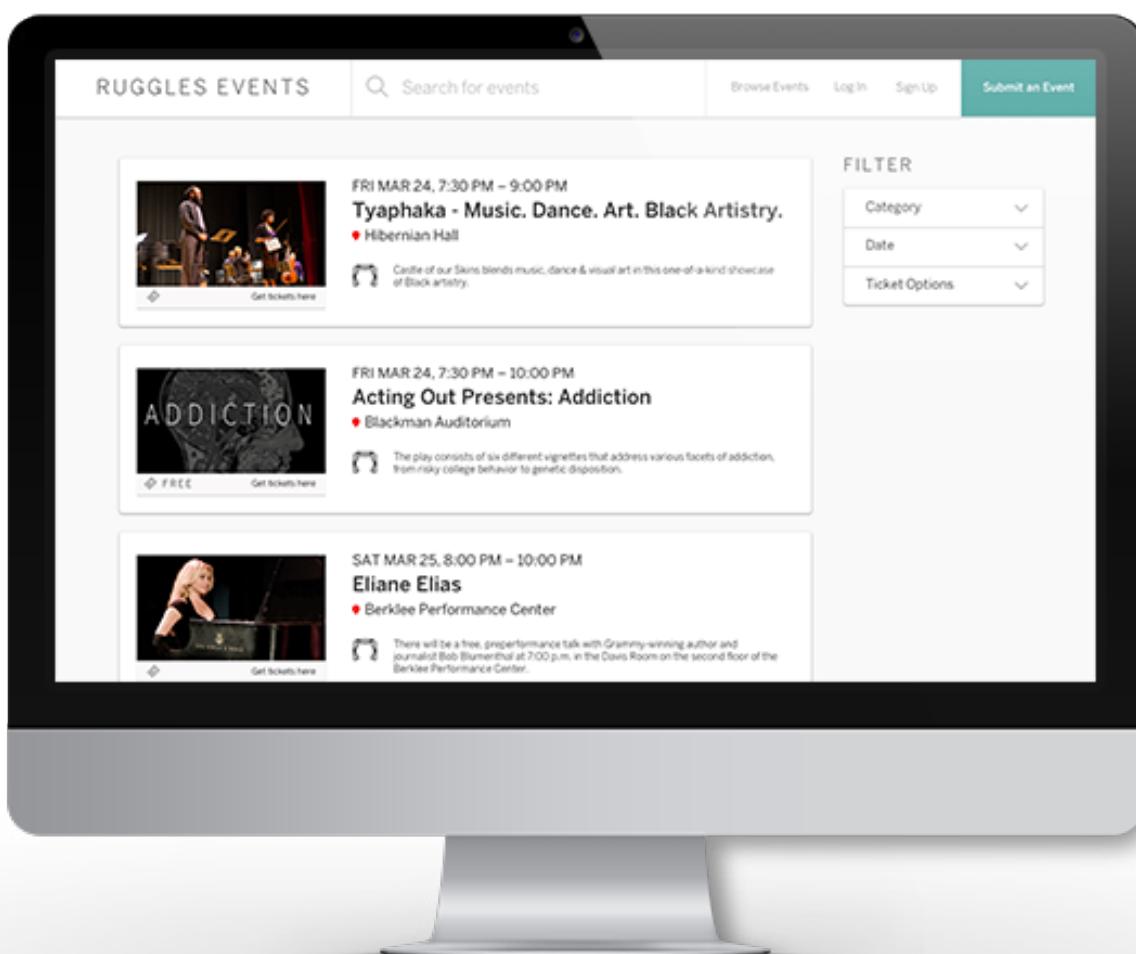
Certain design elements, such as the progress bar and red text for the estimate walking time, emphasize the fact that these events are nearby and easily accessible by foot. Additionally, they help to create urgency by showing exactly how much time is left. Essentially, these screens are saying that you can be there *right now*.

As shown in the floorplan to the left, these screens are located near the exits and point to which exit should be used in order to get to the destination the quickest. If there is nothing playing on the broadcast screen, these will display the event catalog.

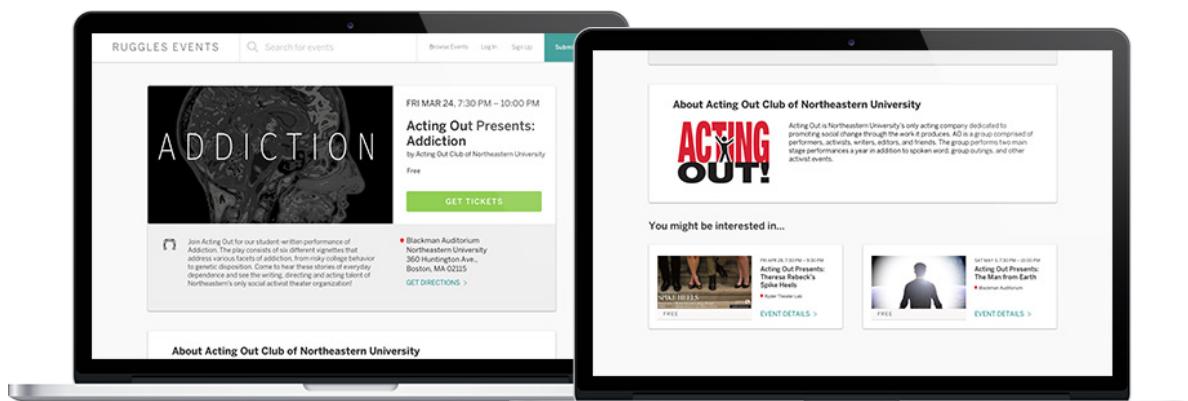
(ABOVE) One of these screens, located on the end of the corridor nearest Columbus Ave.

EVENT WEBSITE

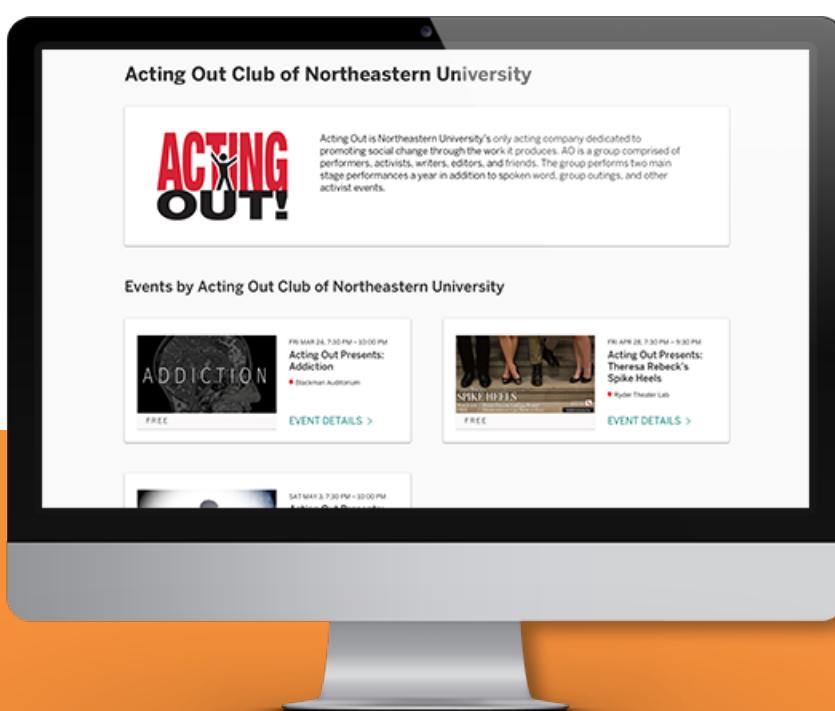
For anybody who wants more information on the events being displayed inside Ruggles, they can go to this website and find a comprehensive directory of all of the events.



(ABOVE) The website mockup for the events homepage. Here, people can search, filter, and scroll through events.



(ABOVE) The event page shows an event description, location, date and time, a link to tickets, a description of the event organizer, and suggested events.



(LEFT) The profile page allows the user to learn more about the event organizer and their mission. It also lists the other events that they are holding.

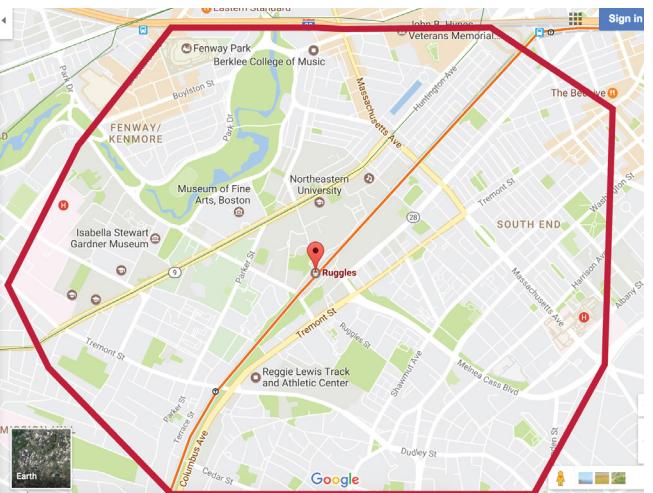
THE CURATION SYSTEM

Broadcast Scheduling

- Each event is given 20 credits to use the large broadcasting screens.
- There are 200 slots (each slot is 5 minutes) from 6am - 11pm everyday.
- During night hours, broadcasts are repeated at random.
- The 'price' (paid with credits) of each slot is dynamic and constantly updates based on past data. Data includes station traffic (according to MBTA data) and past demand for broadcast slots.
- 'Prime time' will cost more credits, while the low-peak hours will cost less. This will serve as incentive to fill up all of the slots

Authorization

- Users can report inappropriate event postings, as according to the community guidelines (see next page), by clicking the "Report" button on the event listing page.
- When an event is reported, the rest of the community is notified to agree or disagree with the report. If 3 people agree with the report, the event is taken down from the site.
- After two events by one organization are taken down, that organization is banned from posting new events.



To ensure that we keep these events local and at a walkable distance, all events must fall under the pre-determined radius that is programmed into the system. (Maximum radius is about 1.5 miles or a 25 minute walk.)

Event Guidelines

If the content you're posting is hateful, dangerous, explicit, or illegal in nature, it will be removed from the site and from all station displays. Failure to comply to these guidelines will lead to the disabling of accounts and removal of event submissions.

ILLEGAL ACTIVITY

Ruggles Events may not be used to facilitate criminal activity of any kind. Organizations that participate in or support criminal activity are not allowed on Ruggles Events.

COPYRIGHT AND TRADEMARK

You may only use content that you have created yourself or have explicit authorization to use, including the images, logos, videos, and text used in your event details or broadcasted on the station screens.

RESELLING AND PHYSICAL GOODS

This platform is not to be used for reselling tickets, selling physical goods, or otherwise facilitating the sale of anything other than a ticket for your own event.

HATEFUL/DANGEROUS CONTENT AND ORGANIZATIONS

Events that encourage hate, violence, or harassment towards others, specifically based on race, religion, age, gender, sexual orientation, disability, or religion, will not be permitted on our site.

EXPLICIT CONTENT

No pornographic, violent, or graphic content is permitted, in all event content, including images, descriptions, and videos.

UX FLOW

This is a map of the wireframes for the event organizer's 'portal' (turned sideways for space optimization and text legibility). It depicts how to navigate between each of the screens. It also describes each wireframe's functionality.

There are two key features: submitting an event and scheduling a broadcast. The next section will go more in depth with each wireframe.



USER STORIES

What are user stories?

The user story describes the type of user, what they want and why. A user story helps to create a simplified description of a requirement. It loosely follows the format:

As a ___, I want to ___ so that ___.

This is a more detailed explanation of the **event organizers** referred to in the user stories.

Local Institutions/Organizations/Businesses

- Employees
 - Ex. Events/Marketing Director at Scout
 - Ex. Assistant to the Director of Marketing at the MFA
- Volunteers

I have matched the wireframes with the user stories to show how each requirement informed the UX design.

A Web Page

Create an Account for Your Organization

Upload a Photo

Name of Organization

Email to use during log in

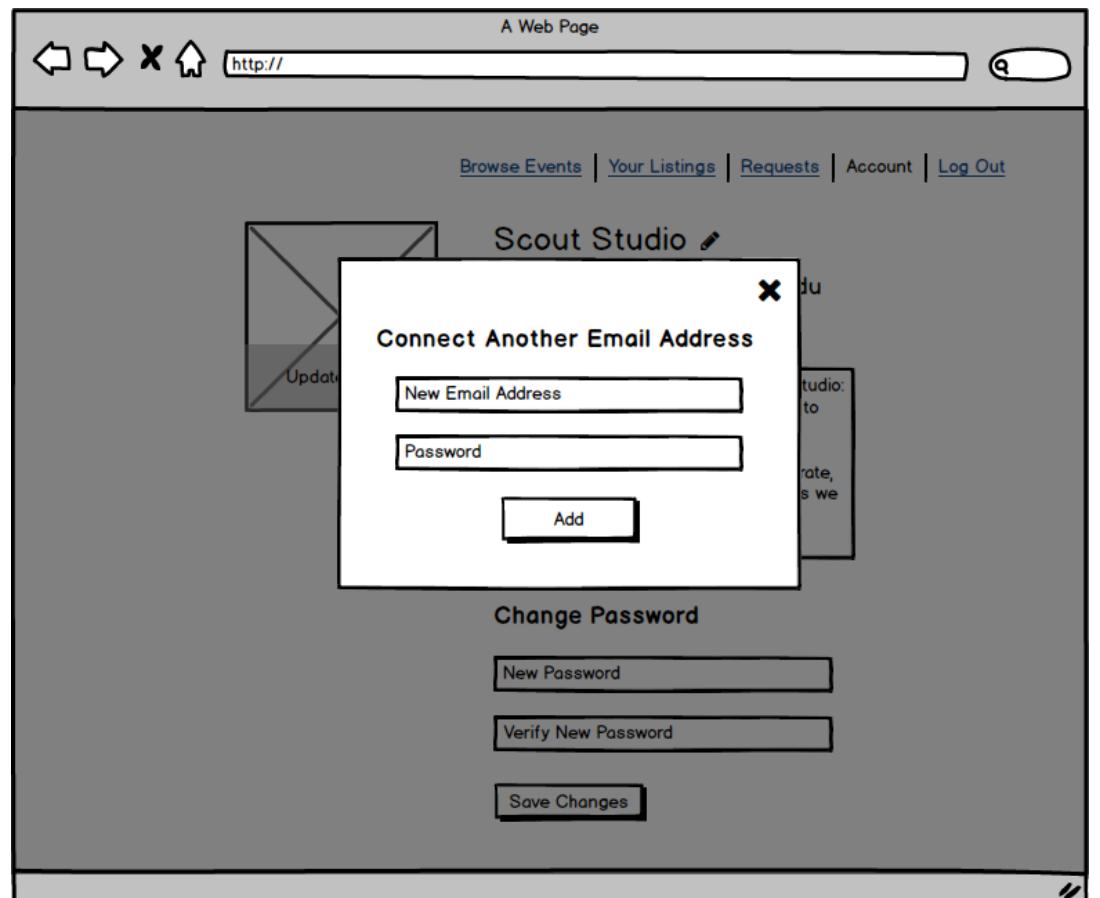
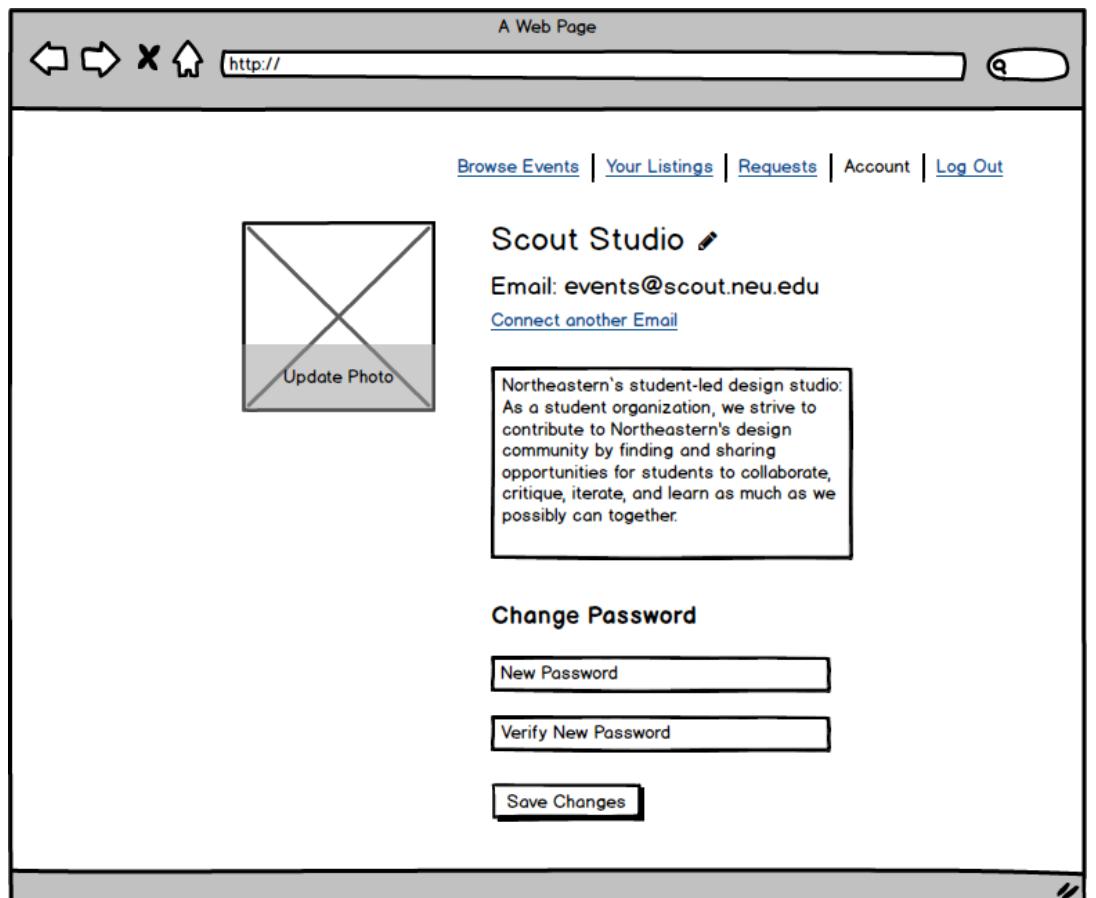
Password

Description

Create Account

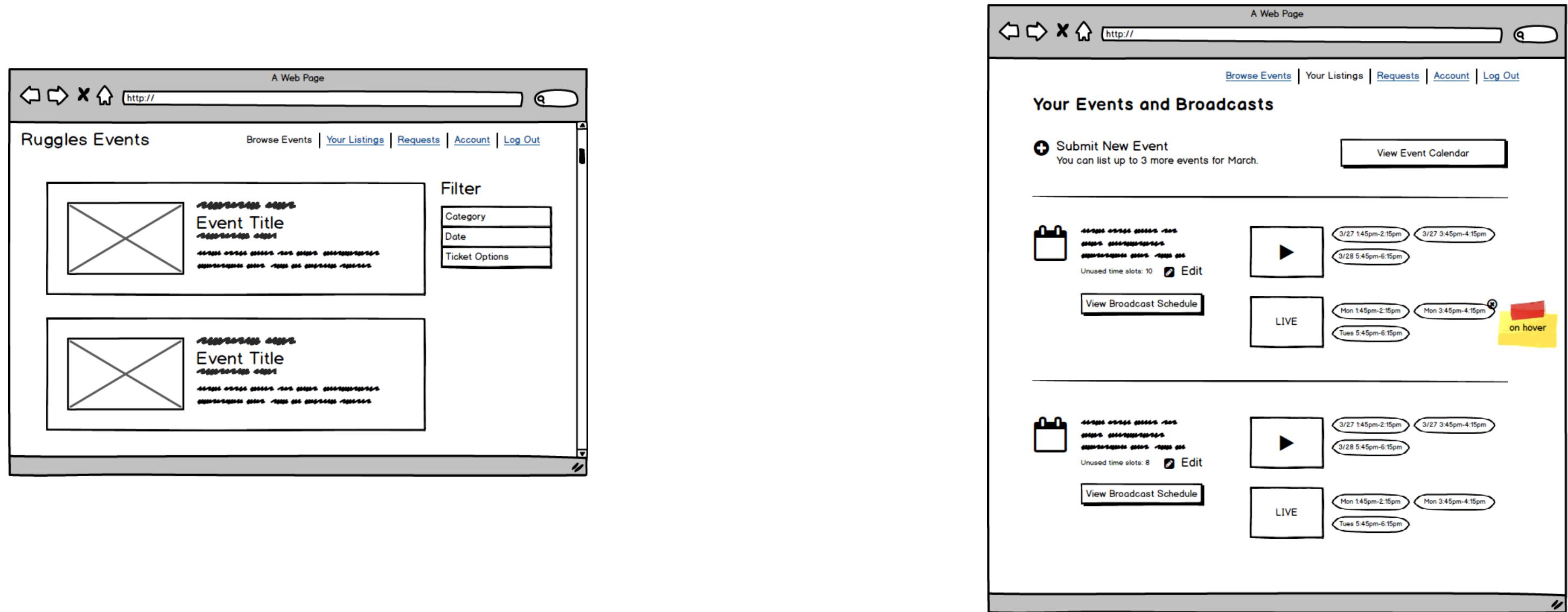
As an event organizer, I want to...

- create an account for my institution/org/business so that my information can be saved and edited.

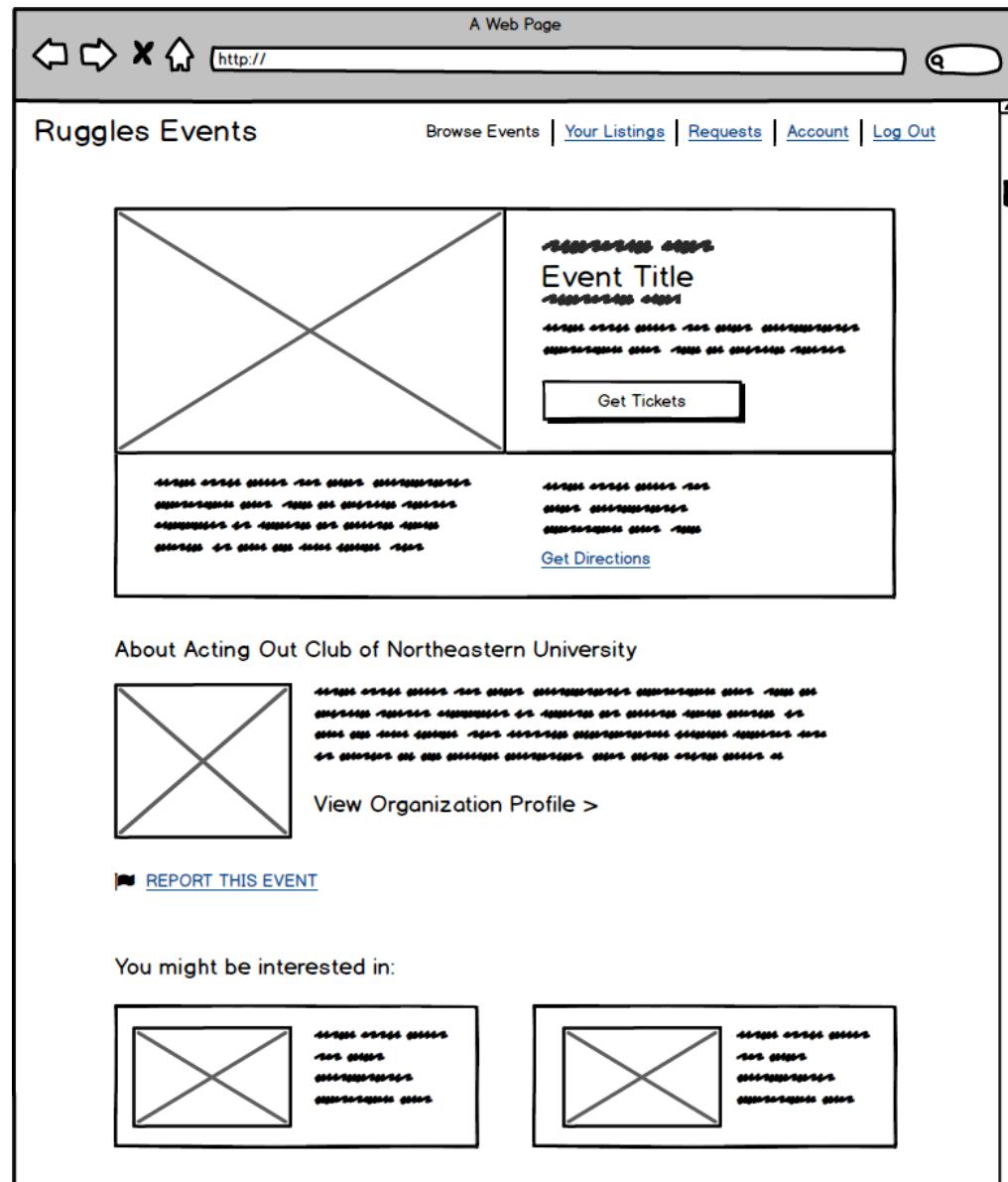


- change my password so my account stays secure.
- change the organization name, profile photo, or description.
- log out so that my account stays secure. [accessible from primary navigation]

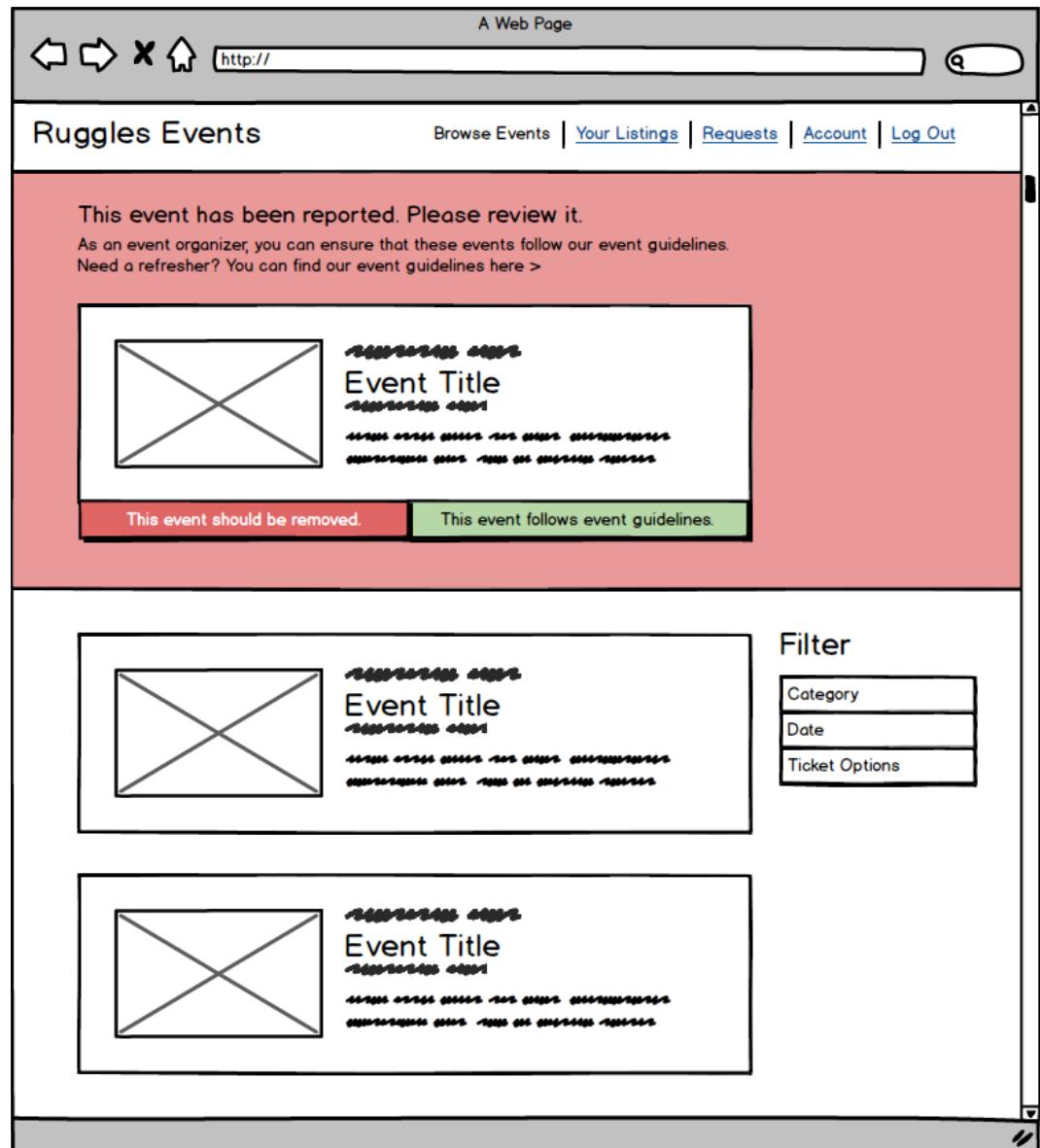
- connect another email address so that multiple people can access the organization's account.



- browse a list of events so that I can see which other events are going on.
- check how many more credits I have left to use for broadcasting so that I can plan what content I want to display.
- check how many more events I can publicize this month so that I can plan which ones I want to submit.



- report an event that doesn't follow event guidelines so that I can keep these events appropriate.
- view the details of an event.



- confirm or deny that a reported event follows event guidelines so that I can help ensure that these events are appropriate

A Web Page

Ruggles Events [Browse Events](#) [Your Listings](#) [Requests](#) [Account](#) [Log Out](#)

Event Guidelines

Radius
To ensure that we keep these events local and at a walkable distance, all events must fall under the pre-determined radius that is programmed into the system.

If the content you're posting is hateful, dangerous, explicit, or illegal in nature, it will be removed from the site and from all station displays. Failure to comply to these guidelines will lead to the disabling of accounts and removal of event submissions.

Illegal Activity
Ruggles Events may not be used to facilitate criminal activity of any kind. Organizations that participate in or support criminal activity are not allowed on Ruggles Events.

Copyright and Trademark
You may only use content that you have created yourself or have explicit authorization to use, including the images, logos, videos, and text used in your event details or broadcasted on the station screens.

Reselling and Physical goods
This platform is not to be used for reselling tickets, selling physical goods, or otherwise facilitating the sale of anything other than a ticket for your own event.

Hateful/Dangerous Content and Organizations
Events that encourage hate, violence, or harassment towards others, specifically based on race, religion, age, gender, sexual orientation, disability, or religion, will not be permitted on our site.

EXPLICIT CONTENT
No pornographic, violent, or graphic content is permitted, in all event content, including images, descriptions, and videos.

A Web Page

Edit Event Details

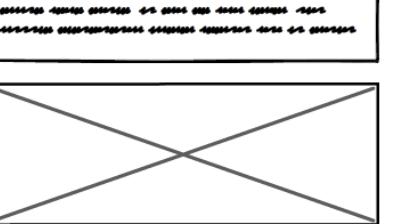
Design Thinking Workshop

May 9, 2017 [Select a New Date](#)
7:00PM to 9:00PM

Richards Hall Room 211

FREE
 Requires Ticket upon Entry

Link to tickets



Select a Category

Sports	Music	Art	Films	Performance
Outdoor Rec	Nightlife	Lecture	Market	Fitness

[Delete Event](#)

[Cancel](#) [Save Changes](#)

- read the event guidelines so I can make sure my event follows all of the rules that are set.
- read the event guidelines so I can confirm or deny that a reported event follows event guidelines.

- edit event details to make sure all the information is accurate.
- delete my cancelled or fully-booked event from the system to curb demand.

A Web Page

[http://](#)

Submit New Event
You can list up to 3 more events for March.

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

April 4

Continue

A Web Page

[http://](#)

Select the day of your event. Days that are grayed out have reached maximum event capacity.

S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

April 4

Continue

A Web Page

[http://](#)

Submit Event Details

Event Name

May 9, 2017
7:00PM 9:00PM

Location

FREE
 Requires Ticket upon Entry

Link to tickets

Description (Max 250 Characters)

Upload a Photo

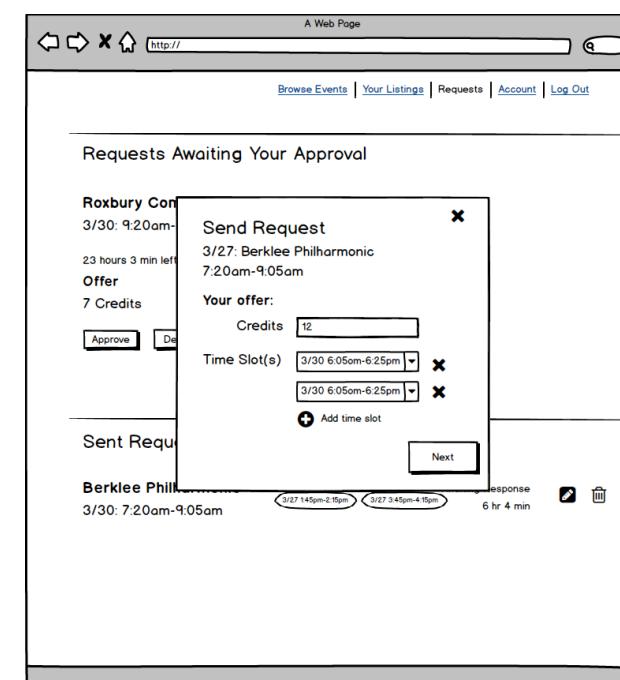
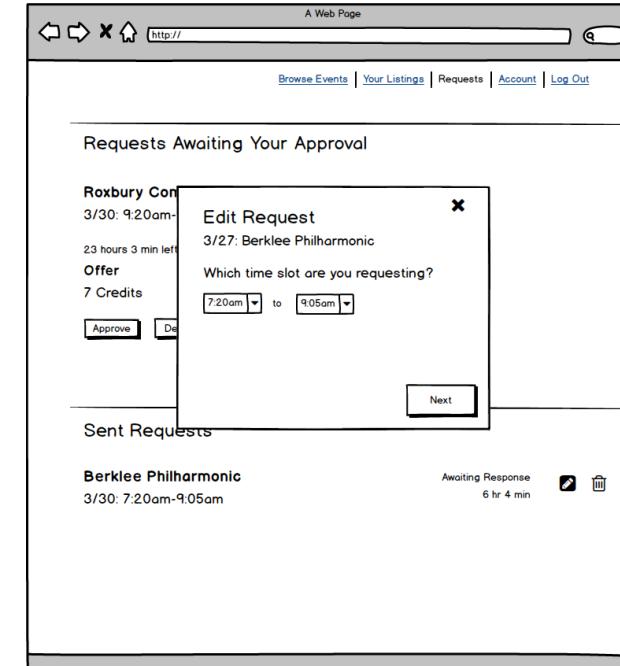
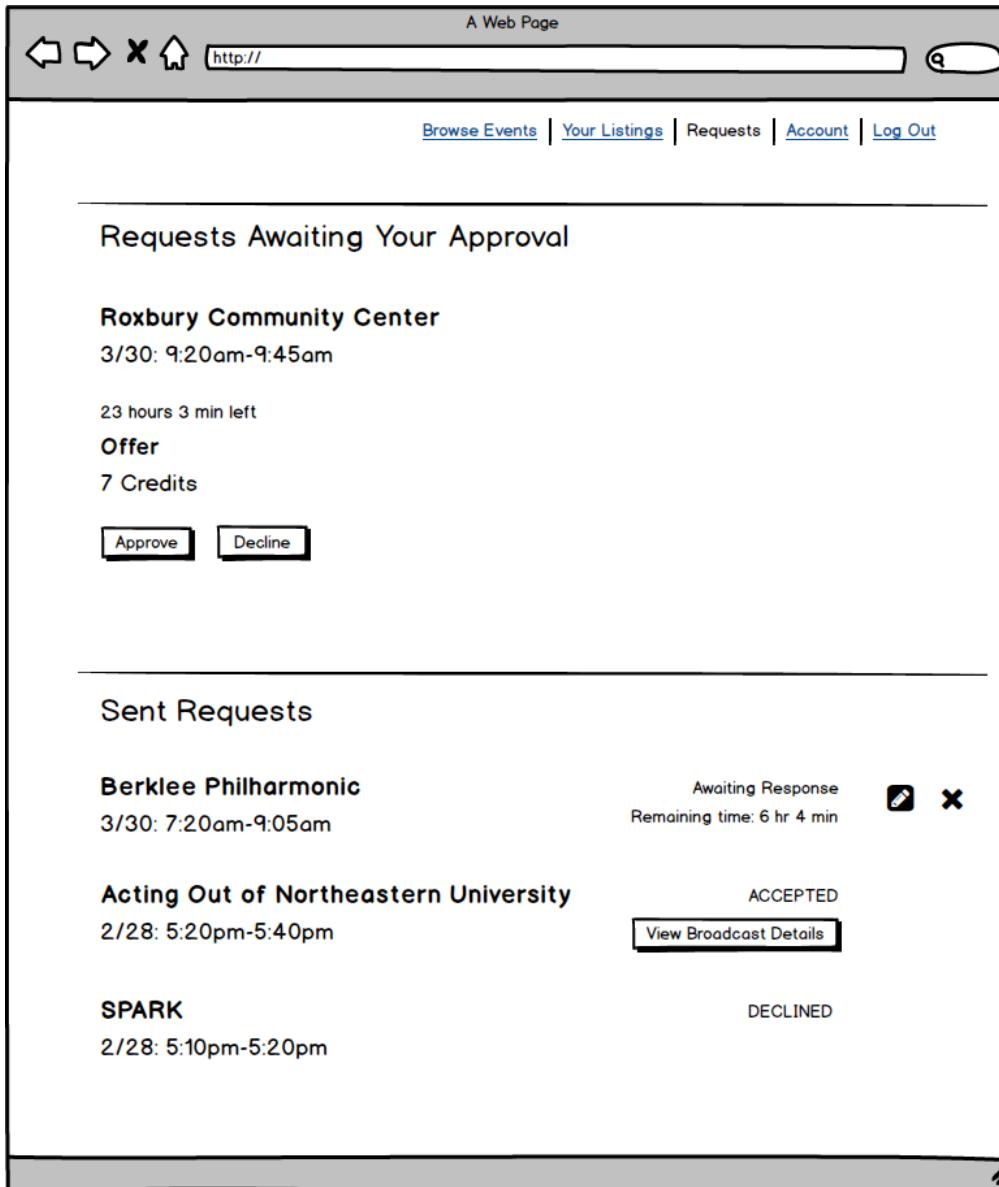
Select a Category

Outdoor Rec	Nightlife	Lecture	Market	Fitness

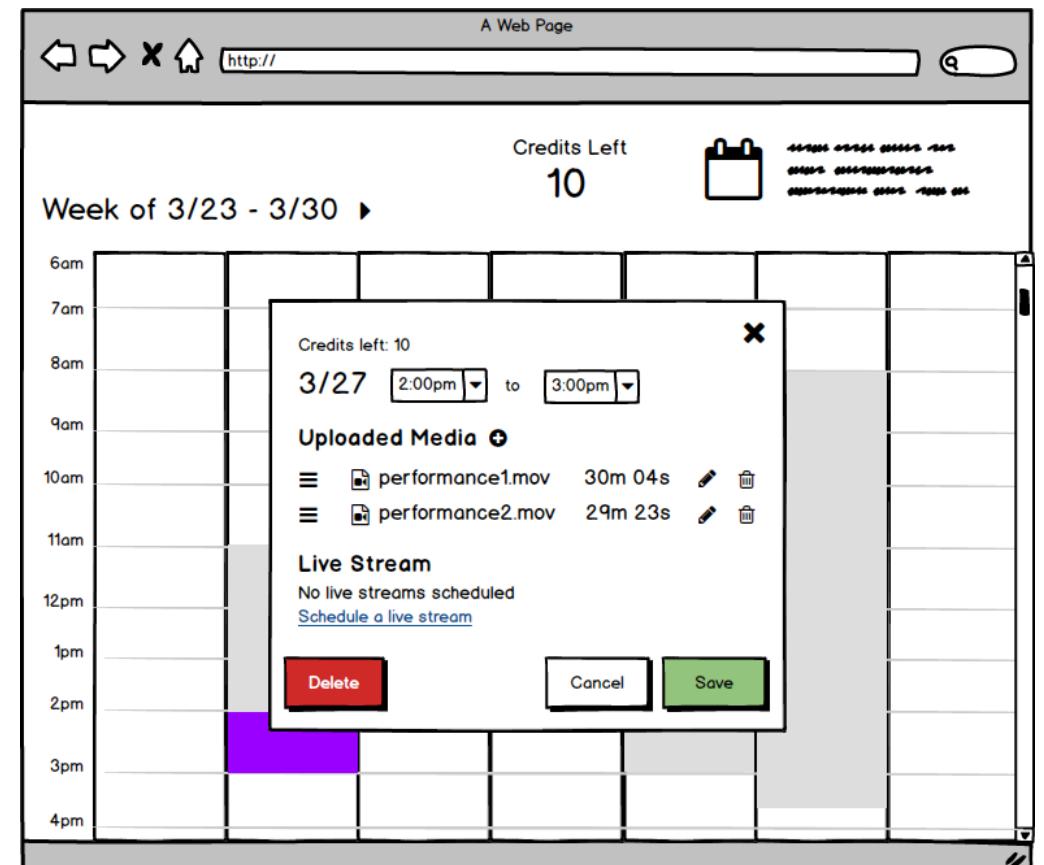
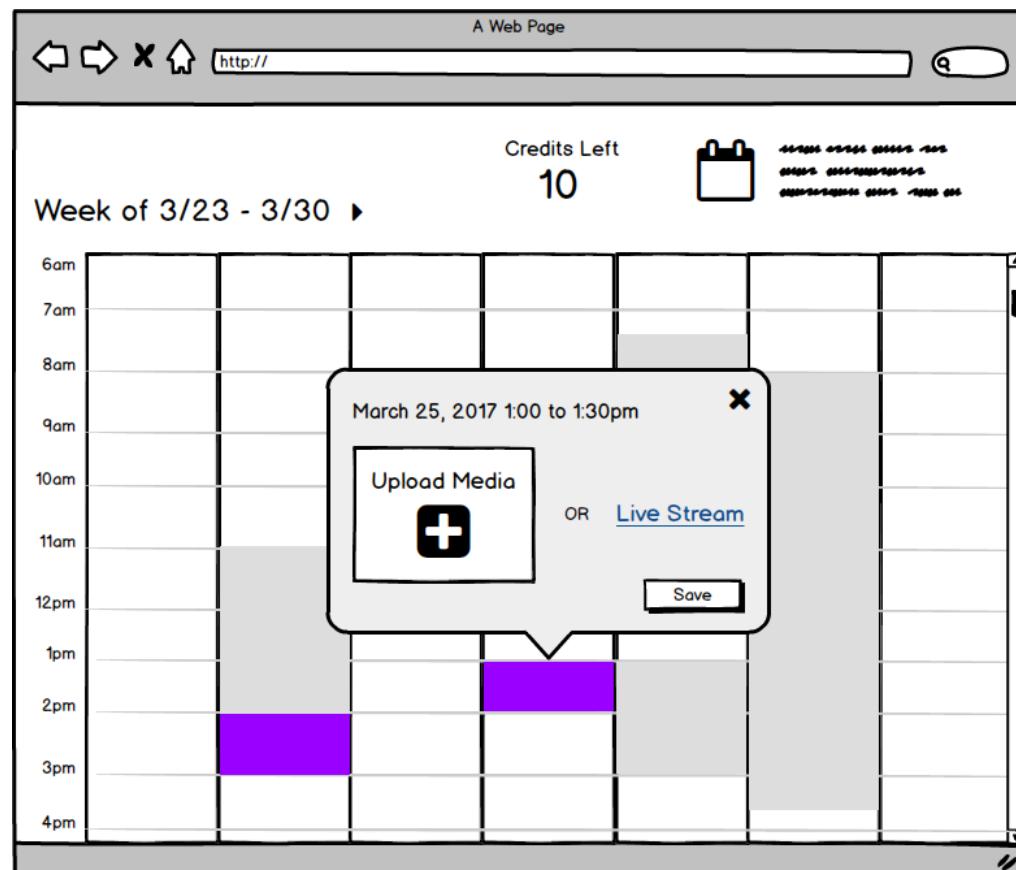
Cancel Submit

- view calendar of events so that I can see which events have been submitted.
- view the calendar of events so that I can see which days still have slots open for more events.

- submit event details to show on the event catalog so that more people will attend.

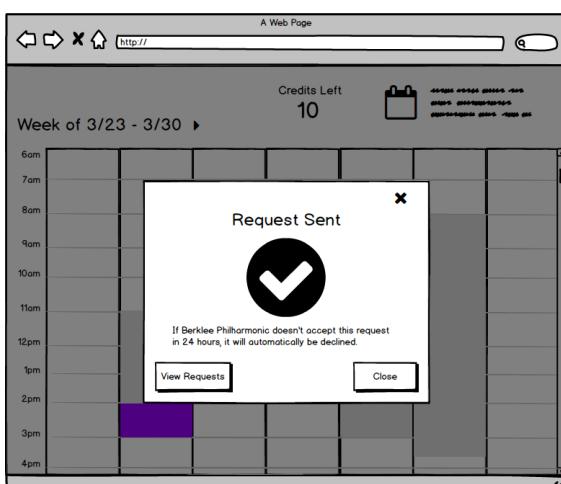
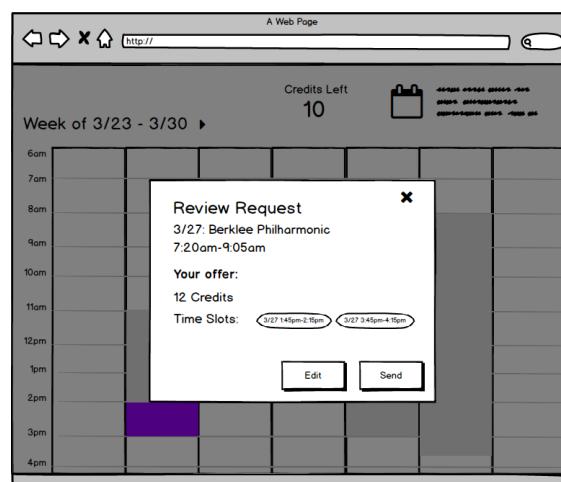
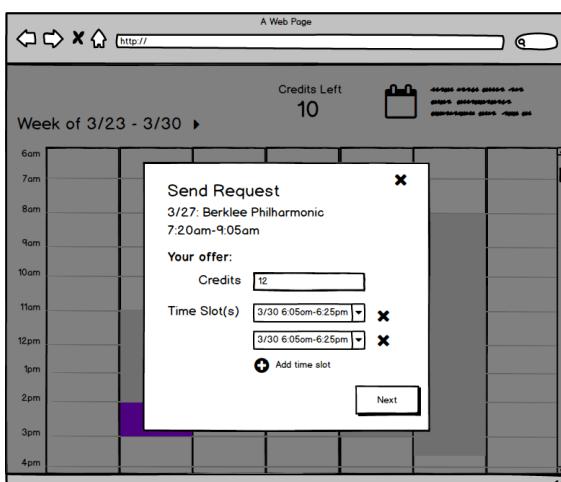
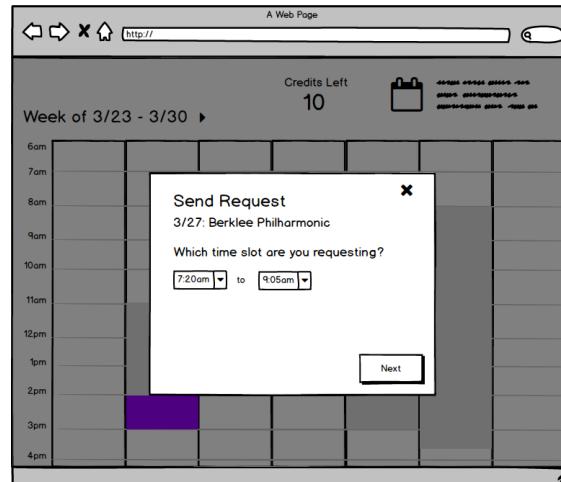
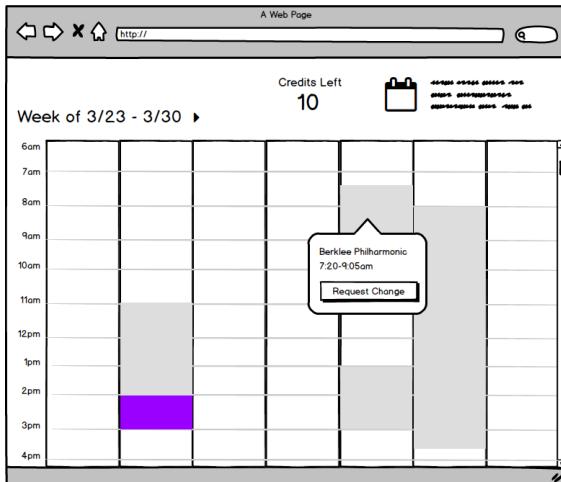


- accept or decline a request from another organization for a change in the broadcasting schedule.
- delete a request that I have already because I no longer want the requested slot.
- check on the status of a request that I have sent so I know whether or not it has been accepted and how much more time remains for the organization to respond.
- edit a request that I have already sent.



- broadcast my event live to raise awareness of my organization/event and attract visitors.
- play a preview of my event to raise awareness of the event and attract visitors.
- schedule a time to broadcast so that I can choose a time that is most beneficial for publicizing the event.
- see how much credit each slot costs so that I can figure out the best time to schedule my broadcasts.

- change the media for a broadcast so that I can use my best material.
- delete a broadcast time slot.



- request to switch time slots for broadcasting with another event organizer so that I can display my content at an ideal time for me.

EXPERIENCE MAPS

The first Experience Map depicts the Community Engagement Director at Haitian American Business Expo submitting his event for a Haitian food tasting in Roxbury Crossing. This map shows how this system empowers smaller institutions by providing them with an equal platform to share their events. Unlike paid advertising, it is not about who has the highest marketing budget. Instead, Ruggles Station becomes a dynamic, cultural hub where anybody in the community can share their events.

"We walk into a situation, identify its features, and match our actions to it."

-Lucy Suchman, "Situated Action"

My design intervention really complements this understanding of human behavior. In many ways, it is a decision making tool, whether you're using it as a starting point for a night out or trying to find something to do in between classes.

That is exactly the experience I mapped out in this second Experience Map. In this specific scenario, Owen has about a two hour break in between classes. He doesn't feel like it's worth it to walk home and back to campus, so he heads over to Ruggles to see what's going on. He finds out that there is a jazz performance happening locally, and decides to walk to the venue to check it out.

Posting an event through the Ruggles Events Website

Publicizing the upcoming event that my company is hosting called "Taste of Haiti"



Derrick, 38, Community Engagement Director at Haitian American Business Expo, Inc.

Derrick wants to bring more attention to the upcoming Haitian food-tasting event happening near Ruggles that is being hosted by his company. A colleague told him about the Ruggles Events page, and he decided to use it to share his event.

STAGES

Going on Website

Onboarding

Submit Event

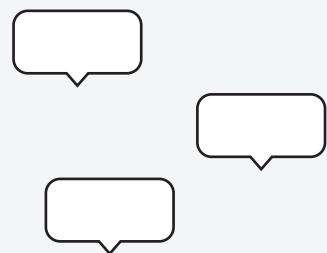
Scheduling a Broadcast

DOING

Log onto the Ruggles Events Website

Create an account for Haitian American Business Expo, Inc.

Go through onboarding to see how everything works.



Submit event details for "Taste of Haiti". See it on "My Listings" page.

Select a time to broadcast a preview for the event.

Upload a footage from last year's tasting event to broadcast.

THINKING

- There's a lot of events going on around here.
- I just have to get this event submitted

- Will they send me unnecessary emails?
- Which photo should I use?
- This website doesn't seem too hard to use. I think I'll be able to figure it out.

- I wonder how long it will take for this to show up on the site.
- Is this all I need to do?

- How much time do I need?
- When should I schedule this to reach the most people? Should I use all my credits now?
- There are a lot of slots already filled

FEELING

- Surprised to see all these things going on in this area that I didn't know about
- Excited to display our event on this site

- Somewhat impatient, just wanna get through this beginning stuff
- Glad that this website is well-designed, modern, and easy to use

- Relieved that this was very simple.
- Happy to see it posted

- A little worried that all the good slots are filled
- Glad that I still managed to get a good amount of slots with the credits I had and really excited to see this broadcasting in the station!

EXPERIENCE

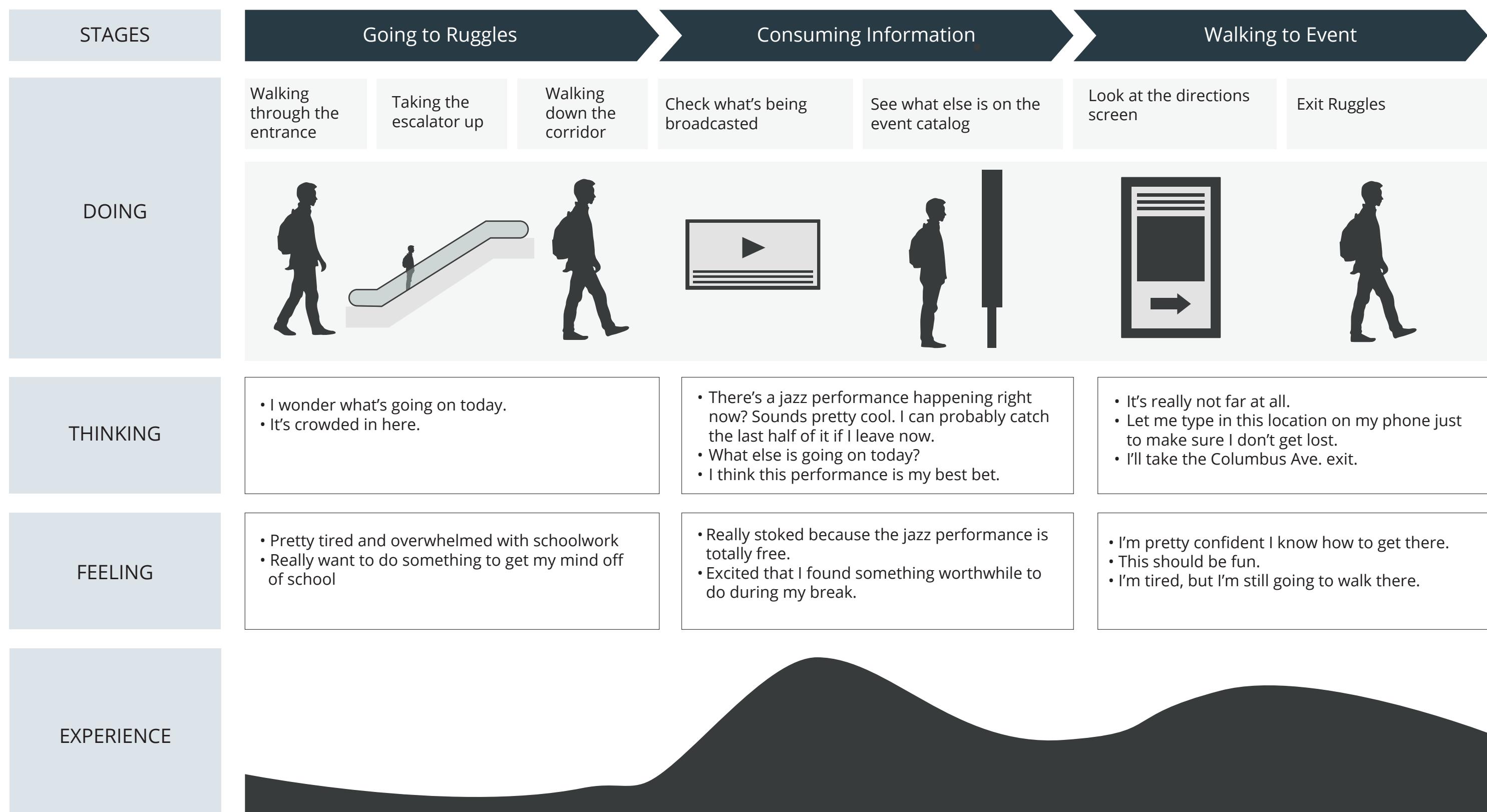
Finding something to do between classes

Walking through Ruggles to see if there are any events I can check out during my break between classes



Owen, 20, Third-Year Engineering Student at Northeastern University

Owen just finished his first class of the day, but he has about 2 hours before his next class. He lives off-campus, so it's not really worth it to go back home. He decides that he wants to find something to do during his break.



The experience on the previous page shows how this design intervention encourages people to engage with other communities and expand their comfort zones. It makes Ruggles the starting point for a connection and brings different communities together through this sharing of information.

An important part of my design intervention was that the events stayed hyper-local to Ruggles Station. This created a close, almost exclusive community feeling that I can only describe as cozy. This design was not meant to be a replacement of other event websites. Rather, I imagine it as these local organizations extending a neighborly invitation to the passersby and commuters of Ruggles Station. The live streams and constantly refreshing event catalog are a reminder of the lively activity happening around Ruggles.

This intervention really takes advantage of the plethora of event venues that exist directly around Ruggles and encourages people to become more familiar with the diverse area around them. As a result, this concept can easily be replicated in other public spaces.