

# The 42 Community Projects Wall

"Design a concept for the attractiveness and quality of stay of the 42 for the citizens of Kaiserslautern in the best possible way, to entice them to stay and come back."

by team V1be



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# The Solution

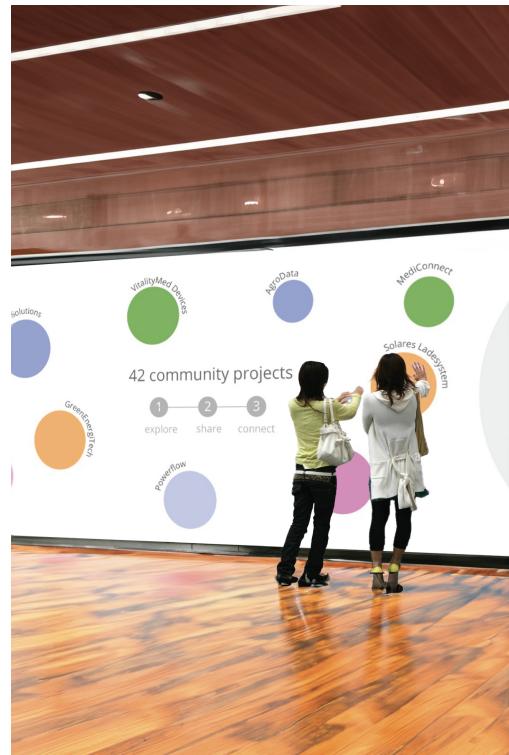
## Prototype Pitch

Imagine a city where citizens, academia and business are in dialogue. In the space 42<sup>1</sup>, the *Science and Innovation Alliance Kaiserslautern (SIAK)* strives to make this vision a reality. In collaboration with 42 and SIAK, we present our solution, the *42 Community Projects Wall (The Wall)* that guides visitors and people that would like to connect to others along the four phases of visit, explore, share and connect.

42 is a bright and spacious place with flexible areas and a cozy café, right in the middle of Kaiserslautern. The initiator SIAK is striving for a multifaceted community of citizens and science community in which the scientific potential of Kaiserslautern can be presented and experienced, and in which the citizens can take over step by step. So far, there is no such place of exchange in the city center. Now the space is there, and our challenge is to create a lively community.

The *42 Community Projects Wall* focuses on addressing individuals by providing information about what is happening inside the *SIAK-community* and motivating them to contribute to a lively space in Kaiserslautern.

Our solution aims at fulfilling basic psychological needs of users - **we address needs such as autonomy, competence and connectedness.**



IMG 1: the final prototype

<sup>1</sup> 42 is a space in the city center of Kaiserslautern that aims to facilitate a dialogue between citizens and the science community in Kaiserslautern.

Our solution provides an **interactive entry point** into the 42 exhibition space and its innovative projects and installations by depicting all projects in space 42 with the goal to spark interest. In addition, our focus on the local community attracts like-minded users, enables them to collaborate and encourages interdisciplinary connections within different fields of research, business and association projects.

In particular, the *42 Community Project Wall* is designed to give a constant overview of the current projects in a very inclusive and appealing way with calls to actions. It gives students who are well connected inspiration and ideas on how they can activate their own network to join in. By tapping into an even bigger network through personal referrals, SIAK will have access to an even greater community in Kaiserslautern, who wants to shape a vibrant future for the city. We want to **empower students to claim their future** by connecting their peers to the ongoing scientific and technological development of the city.

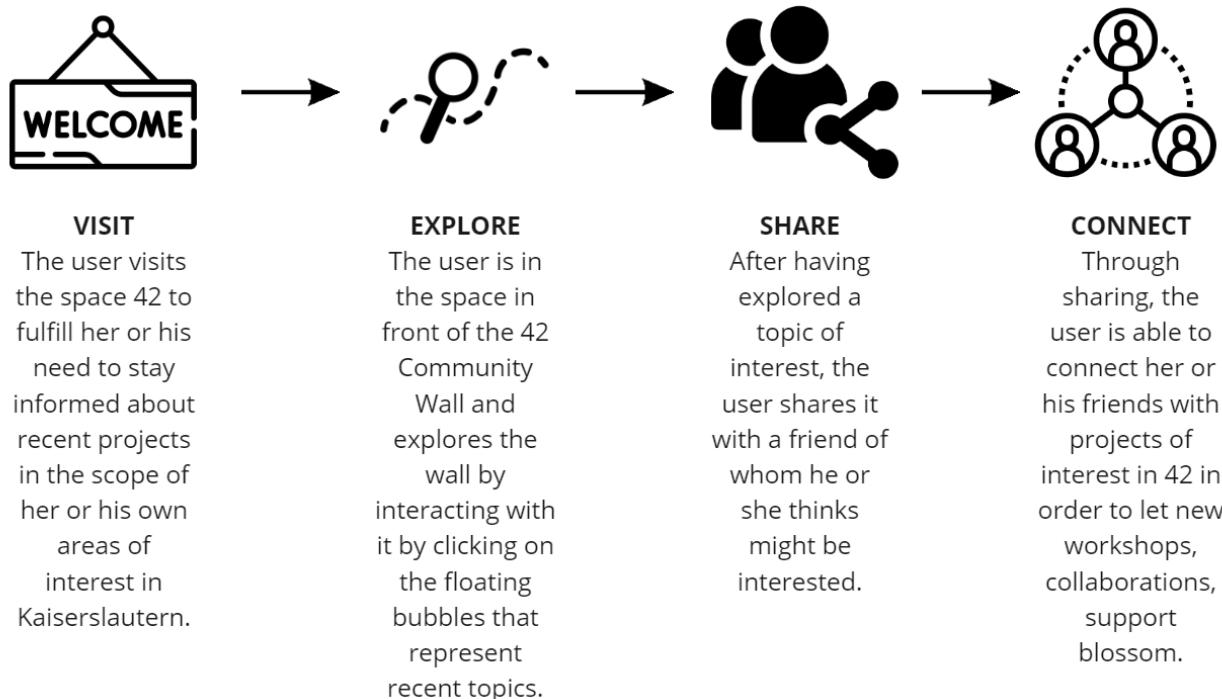
## THE CHALLENGE

The complexity of scientific and technological issues require not only interdisciplinary approaches, but also a low-threshold communicative strategy to inform and engage citizens, especially students. The innovative potential of the city of Kaiserslautern has not yet reached the population. The reasons for this are the geographical location of companies on the outskirts of the city and the difficulty of communicating complex, innovative issues to the general public. The challenge is to involve the population more in the city's innovative potential and to succeed in student retention.

## THE SOLUTION

The *42 Community Projects Wall* is an immersive and visually captivating platform that showcases the city's sustainable and technology-driven initiatives and projects. It breaks down complex scientific projects in visually appealing and interactive ways that allow visitors of 42 to easily engage, explore and contribute. Furthermore, its pleasant design invites visitors to share and connect with others to foster community building and cross-sharing of experiences and

competencies. We can take the user on a four step journey to **visit**, **explore**, **share** and **connect**:



IMG 2: four step user journey

## Potential use case



To better understand our solution, let us experience it. Therefore, imagine Anna, a 26 year old student, who is well connected and trusted, loves to make new connections and bring people together. She always wants to be up to date with the latest trends and developments in science in Kaiserslautern to be in her power of being a networking person. Here is an example of the user journey for her:



## VISIT

Anna arrives at 42. As she walks in, she immediately notices a huge screen hanging close to the entrance. She feels welcomed and as if the barrier of entry is lower as she instantly gets a glimpse of what is happening at SIAK.

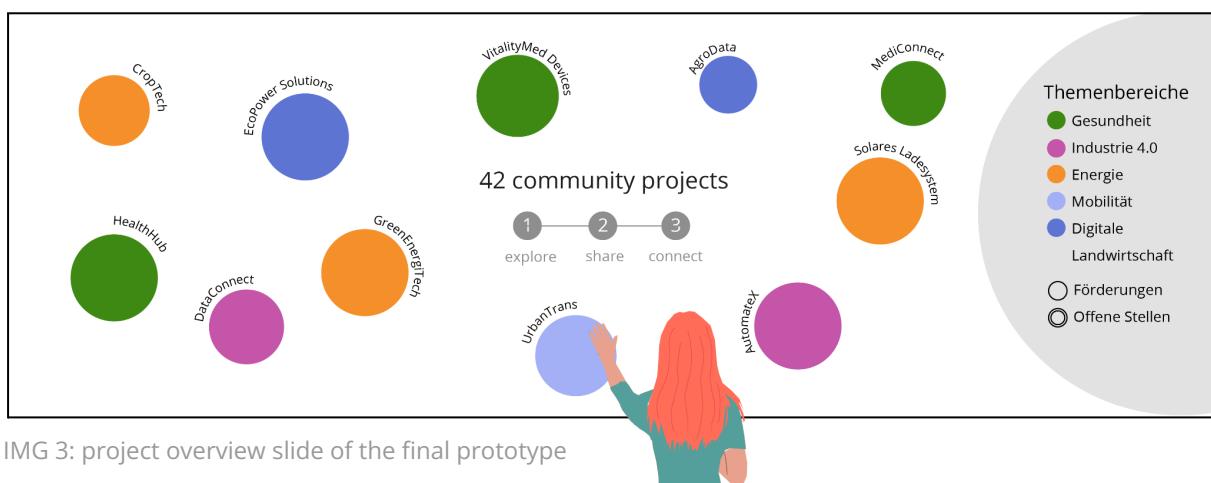


IMG 1: the final prototype



## EXPLORE

As Anna walks across the screen she is faced by an intuitive and immersive navigation system - several moving *bubbles* catch her attention and the three phases at the center of the screen pique her curiosity: explore, share, connect. This curiosity stems from her interest in keeping up to date with the latest developments in science and her passion for connecting people.



IMG 3: project overview slide of the final prototype

She reads the different topics around the *bubbles* and decides to click on the *bubble* called "UrbanTrans".

The appearance of *The Wall* changes and turns into a new window.

A project description including an interactive timeline, a team video and a space plan pop up and she clicks on the video because it seems quite interesting to her to learn about this project and its initiators. After watching the video, she sees an open call for participants for an ideation workshop. She clicks on it to find out more about the call:

The image shows a project detail slide for "UrbanTrans; Energize the future". The slide is divided into several sections:

- Project: UrbanTrans; Energize the future** (in a blue header)
- Our purpose**: A detailed paragraph describing the project's mission to drive the transition towards renewable energy sources, reduce reliance on fossil fuels, and mitigate climate change. It aims to develop and deploy innovative technologies that maximize energy efficiency and harness clean, renewable resources.
- Image**: A photograph of two workers in safety gear standing among rows of solar panels, with a play button icon overlaid.
- How to Support us**: Information about a workshop on 22.07. from 14-17 Uhr at 42 Flexspace.
- Call for participants, ideation workshop**: A button labeled "currently".
- Call for makers and shapers**: A button.
- FIND US HERE**: A link to the project's location.
- Scan to share in your network**: A QR code with a blue circular border.
- Illustration**: A woman with red hair holding a smartphone, pointing it towards the QR code.

IMG 4: project detail slide of the final prototype



## SHARE

She is taken to a page with more information about the workshop. Even though she is not the kind of person who goes to workshops like this, it might be interesting for her friend Tom, who is writing his master's thesis on renewable energy. She takes out her phone and scans the QR code.



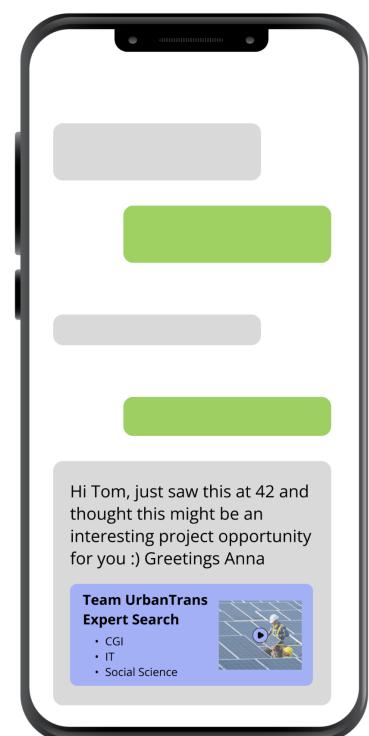
IMG 5: share slide of the final prototype



## CONNECT

After scanning the QR code, a pop-up window opens on her phone with a prepared message to send to a friend. She selects her friend Tom as the recipient and edits the text box.

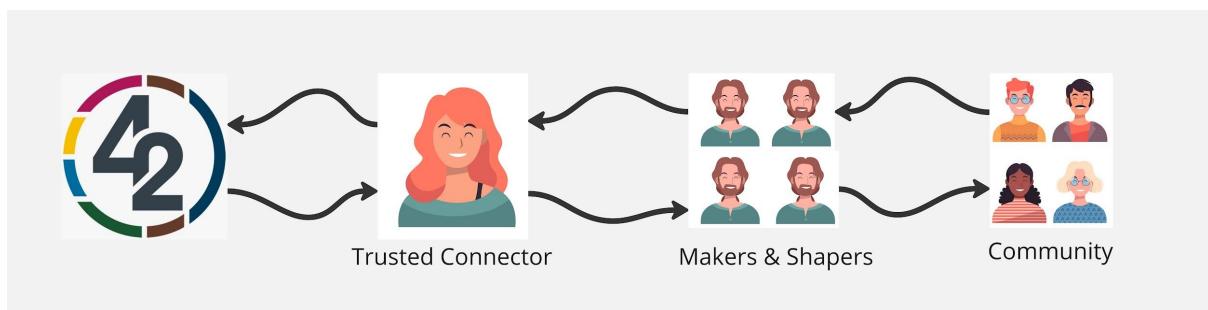
Then she clicks send and Tom receives all the information he needs to attend the workshop.



IMG 6: sharing preview of the final prototype

# Purpose

Kaiserslautern has been one of Germany's leading industrial locations and is transforming more and more into a science city, but needs its citizens to accomplish this vision. In order to bring business, science and citizens closer together we reframed the challenge for us as a team: to **design an engaging environment at 42 for the citizens of Kaiserslautern to engage them and become an active part of the future of the city.**



IMG 7: picturing how we plan to reach our real target group via intermediates (introducing the 42-logo on the left)

Reaching and engaging the general public and especially students in 42 is generally a difficult endeavor as the city's science centers currently mostly touch people that already are in this "bubble". Finding multipliers who can bring their peers into the space is therefore crucial. Here we identified some local people who were actively involved in their projects close to 42, such as an art exhibition space and a cooperatively-led bar - we called these citizens our **Makers and Shapers of Kaiserslautern** (*M&S*). We saw that for most of them 42 had something to offer to support their endeavors, be it space, a new community or an engaging atmosphere. So we imagined that by working with these few leaders in the beginning, we could get their whole community involved in 42.

We had to realize that many of the *M&S* had a really strict idealistic value basis and skepticism towards the 42 project from past experiences (only naming the redesign of the "Pfaff-Gelände" as an example where the investors preferences overruled the citizens will for a mixed usage despite our interviewees<sup>2</sup>) - thus they would never get in contact with the space on their own. Nevertheless we encountered many citizens who were very curious and open-minded towards

<sup>2</sup> despite <https://www.pfaff-quartier.de/index.php/de/quartier/planung> still a lively quarter is planned but what counts here is the impression of the citizens that "money rules"

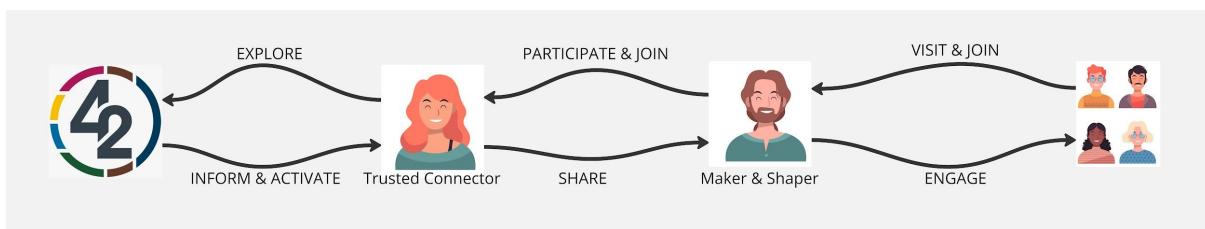
the emerging space during our field research. We found them to be motivated to initiate projects of any kind but rather by bringing people from their network together than becoming active themselves. We framed them as **Trusted Connectors (TCs)** who would have the potential to reduce the **M&S**' prejudice and build bridges between **M&S** and **42** to make joint projects come to life. Consequently, although **M&S** and their communities are our **target group** and the people we really need to make **42** a success, **TCs** are the **primary users** that we center our solution around.

We would build upon their **needs** to...

- **stay informed** about what is going on in Kaiserslautern and therefore **42**.
- **be part** of many projects but rather as a catalyst than a full-time participant.

Consequently, *The Wall* has to fulfill the following critical functions...

- A. make current projects **relatable** to and their participants **transparent** to **TCs**.
- B. hook **TCs** by being **tailored** to their interests and spark their imagination by making explicit how they could help the project.
- C. **activate TCs' network** and make them spread the word.
- D. **engage** everyone to build up on what is already there.



IMG 8: actions performed at handover between intermediates

# Function

## KEY FEATURES

After several testings and iteration rounds, we identified the following key features to be crucial to fulfill the critical functions introduced above (identify them by the letters):

- **A -> Project Visualization:** We gather and present initiatives from ongoing projects in Kaiserslautern connected to 42, helping citizens understand the impact of their collective efforts. Initially, these may only be projects shown in the regular exhibitions initiated by SIAK/42, but as more citizens get involved, they may have brilliant ideas for their own project that uses 42 resources in some way - we imagine these will also be added to *The Wall*.
- **B -> Interactive Elements:** The *42 Community Projects Wall* invites visitors to take an active part in the learning process. Touchscreens and interactive displays allow users to explore a range of sustainability issues, solutions and challenges.
- **B -> Engaging Multimedia Content:** We use video, animation, infographics and compelling storytelling to communicate complex ideas in an accessible and entertaining way.
- **C -> Intuitive Sharing:** If we could spark the inspiration of the TC there is a seamless way to share the project with their peers via the communication tools they use every day.
- **D -> Community Involvement:** The *42 Community Projects Wall* serves as a platform for residents and local organizations to share their sustainable initiatives, fostering a sense of community and collective responsibility.

# Aesthetics & Touchpoints

Beyond the aspects described and illustrated in [Potential use case](#), the *42 Community Projects Wall* is designed to inspire exploration and networking. Users enter the captivating space of *42* and find themselves immersed in an extraordinary digital environment that celebrates curiosity and fosters meaningful connections across diverse disciplines with a common goal: innovation.

The centerpiece of *42* is the stunning interactive *42 Community Projects Wall*, which spans an entire wall at 4x2 meters and is suspended in such a way that most people can interact with any part of the display. *The Wall* is embedded in a contemporary design with a touch of futurism. The space is adorned with a seamless combination of minimalist architecture, vibrant colors and symbolic motifs inspired by various scientific disciplines. The interplay of warm and inviting lighting adds to the ambience, creating a sense of comfort and wonder. This digital project gallery serves as a gateway to an ever-growing repository of projects from across the *42 ecosystem*.

# Alternate Implementation Guide

During our process we came up with a number of alternatives beyond the above described glamorous wall display that might be easier to implement due to possible time, cost or feasibility constraints. In any case the frontend could somehow look like above and there should be a content management system (CMS) backing the solution that is easy to use for any *42 employee* that also provides an interface for project owners to regularly update and initially create their project page.

- ***The Table - implement cheap***

As price constraints may be an issue in this project, we have been referred to less expensive and more common **display tables** (as seen in similar spaces and museums such as *Futurium*). We would approve of this as a suitable alternative, and it could be argued that such a display, which is not visible to everyone in the room at once (only to those standing directly

beside it), encourages intimate interaction as it creates a more private environment, but on the other hand is less likely to attract attention.

- ***The Tablets - implement quick***

This should be quick and cheap to implement (perhaps even for further testing before implementing any of the above). The core idea here is to separate the *project bubbles* from the main screen and place them on **separate tablets** in the room next to where the project (its exhibit) is/ will take place. There should be a dedicated space where all the tablets representing projects that are not physically connected to the room can be displayed. This would take away some of the discovery function (users would have to explore the whole room rather than just *The Wall*), but would allow *TCs* even more to immerse themselves in the projects and make connections.

- ***The Online Wall - implement anywhere***

Finally, we want to discuss whether there should be an **online twin of *The Wall*** (e.g. on a *42 website*). Once our core users (*TCs*) are aware of the existence of this project board, it will be much more convenient for them to visit it in their daily online lives. This would not interfere with any of our critical functions, as we do not count on *TCs* as frequent visitors, but rather on their ability to direct even more people to *42* in their role as multipliers, so we rely on providing them with the information they value, anytime, anywhere. To quote one of our interviewees, it is important to make sure that the on-site and online versions are really the same solution and are always in sync.

# The Design Thinking Path

## Research & Findings

### UNDERSTAND

Before the kick-off meeting with our project partner, we did a keyword analysis of the original challenge to come up with first thoughts and personal impressions of what we think the challenge is about and what major points might be relevant:



IMG 9: keyword analysis of the challenge provided by our project partner

Furthermore, we did desktop research, where we mainly focused on gaining insights into the work of SIAK and into the structure of the city of Kaiserslautern to get a better feeling for the city and the project partners' background. We learned:

- Kaiserslautern in general has a population of approximately 100,000 people.<sup>3</sup>
- Historically known for its rich military presence due to the presence of U.S. military bases, Kaiserslautern has experienced an influx of

<sup>3</sup>[https://www.kaiserslautern.de/arbeit\\_bildung\\_wissenschaft/standort/statistik/bevoelkerung/index.html.de](https://www.kaiserslautern.de/arbeit_bildung_wissenschaft/standort/statistik/bevoelkerung/index.html.de)

international residents, contributing to its cultural diversity.<sup>4</sup>

- The city is also home to a university, attracting students from various regions.<sup>5</sup>
- Additionally, Kaiserslautern's economy revolves around industries like information technology, automotive, and research.<sup>6</sup>
- The Science and Innovation Alliance Kaiserslautern (*SIAK*) is an organization that serves as a catalyst for scientific and technological advancements in the region. Committed to fostering collaboration between academia, industry, and the community, *SIAK* plays an important role in driving innovation and sustainable development in Kaiserslautern. By connecting research institutions, businesses, and local stakeholders, *SIAK* promotes interdisciplinary projects, knowledge exchange, and technology transfer.<sup>7</sup>

To get an initial understanding of who we needed to work with on this challenge, we identified a number of stakeholders and grouped them on a network map according to our sense of their relevance to 42 (see map below). This exercise showed us that we were tackling a highly complex multi-stakeholder challenge where it would be difficult to please everyone - instead we needed to identify who we wanted to focus on in developing the solution in order to have maximum impact.

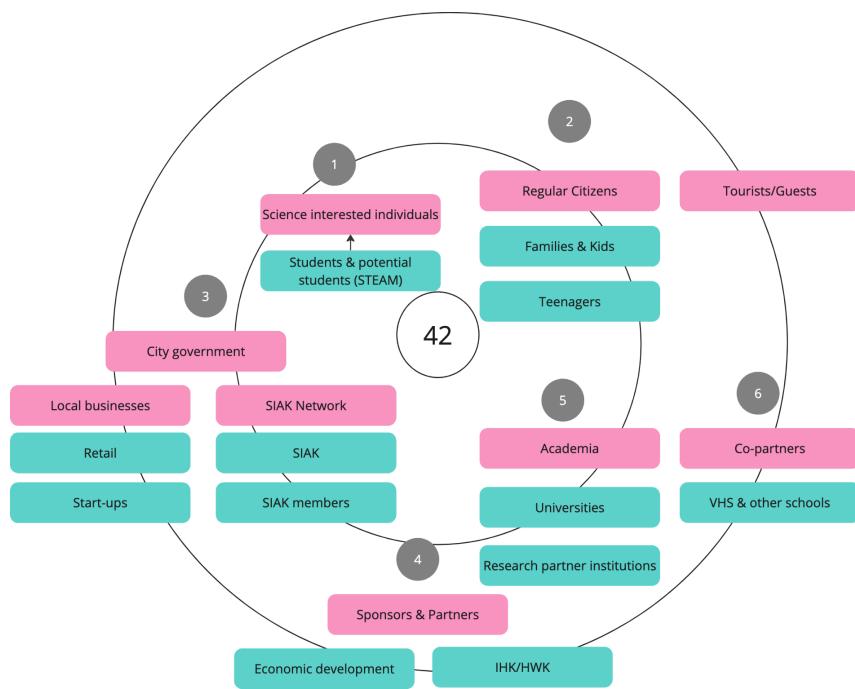
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<sup>4</sup><https://www.swr.de/swraktuell/rheinland-pfalz/kaiserslautern/ramstein-die-air-base-ramstein-der-wichtigste-stuetzpunkt-ausserhalb-der-usa-dossier-100.html>

<sup>5</sup> <https://rptu.de/>

<sup>6</sup> <https://die-deutsche-wirtschaft.de/standort/kaiserslautern/>

<sup>7</sup> <https://www.sia-k.com/>



IMG 10:: stakeholder map & prioritization for the project challenge; stakeholders closer to the center are identified as more relevant to the challenge

As we identified six possible stakeholder groups in total, we wanted to gain more empathy for all of them - but especially for particular citizens as the space would not work without them - to grasp their unique perspective with regard to 42. Therefore, we applied a tool called "charrette" to the identified groups in order to collect their pains and gains as well as their topics of interest. For students, for example, the strongest gains we identified were that they want to secure their future, want to be inspired and want to be informed about job opportunities. On the other hand, their pains are that they have the impression they can't stay in the city after they have graduated, that science is very complex and overwhelming or that female students don't feel explicitly addressed. The topic of interest we identified for students is networking.

From the stakeholder analysis and desk research we could see that Kaiserslautern is a really unique environment that is why we cannot just copy-paste a solution and we urgently had to get in contact with locals - like our project partner.

With all these thoughts and insights in mind, we entered the kick-off meeting with our project partner from *SIAK*. It helped us to get a common understanding of the challenge and the underlying problem in Kaiserslautern. As a guideline,

we had these questions in mind:

- What do they (SIAK/project partner) think?
- What do we (as a team) think?
- What can really be done?

Through the meeting, we learned that our stakeholder analysis was in line with our project partner, but also that active stakeholder management will be one of the main tasks for our partner during the establishment of 42.

**The core learnings we took away from the meeting and guided us through our further process are the following:**

- "Everything we do is an experiment." (quote project partner)
- The opening is planned for late summer 2024. There is a temporary subsidy phase, but after five years the concept is expected to be self-sustaining.
- 42 is intended to become a central meeting place for business, science and the general public.
- There is a conflict of goals between the presentation of companies and research topics in the 42 on the one hand and the interests of the population on the other.
- There is a big gap between what happens in Kaiserslautern science- and innovation-wise and what the population is aware of.
- The people of Kaiserslautern should "take over" the space.

The public appearance of 42 shows that the citizens' perspective is really wanted and should be given enough space. This is evident, for example, in the public participation platform where citizens can communicate their interests. The challenge to us as a team was to identify and focus on the most central target group, and which solution can actually add value for this target group. For this we used a data triangulation of observation, immersion and interviews.

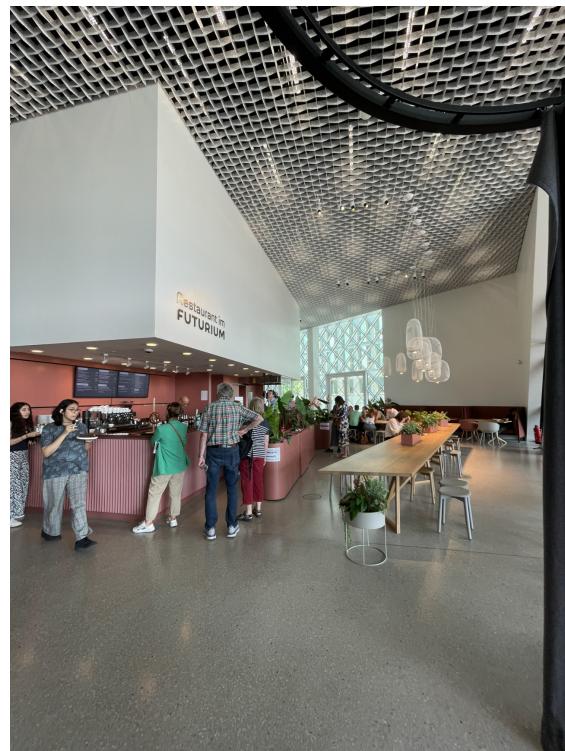
## OBSERVE

During the second phase of the design thinking process, we as a team carried out both immersion and observation. On the other hand, we interviewed many users and stakeholders in Kaiserslautern, as well as experts in Berlin who might have valuable insights regarding our challenge. For the immersion, we put ourselves in a visitor's position to experience how potential users of the 42 would feel. So we went to a place in Berlin that is very similar to what the 42 is designed to be - the *Futurium*. We also observed visitors there. For us as a team, the *Futurium* was not just an inspiration. It was also very enlightening because we learned and understood so much about our challenge.

These insights are presented below. In addition, this triangulation of data allowed us to look at the challenge in a new way, and could increase the validity and reliability of our data, as we used different ways of accessing the issues related to the challenge. In the following we describe in detail the different steps of the above mentioned immersion, observation and interviews that we carried out as a team.

### IMMERSION

During this observation phase, we as a team wanted to put ourselves in the shoes of a potential visitor to the 42, as we believe that it is crucial to the challenge of designing a concept for a space to learn more about the needs and feelings of visitors to such spaces. To do this, we looked for a similar institution and identified the *Futurium* Berlin as such. According to their website, *Futurium* Berlin aims to address the question of how we want to live in the future and provides information on the latest scientific research. In its exhibition, visitors can discover possible futures and try out their own ideas in its future laboratory.



IMG 11: café area

The *Futurium* can therefore be seen as a similar space to 42 and is therefore an ideal place to gain further insight into the challenge.



During the immersion, we first sat down in the public café area in front of the museum (IMG11). We then went through the different areas, such as the exhibition area and the future lab (IMG 14). We looked at the exhibits, read the instructions and tried out some of them if we could (IMG 12). We also sat down in the seating area of the future lab (IMG 13).

IMG 12: exhibits at Futurium

### Our core learnings during the immersion were:

- As visitors, we were drawn to explore the whole building, finding it organic and not feeling disturbed by others.
- The dark colors of the museum created a calming atmosphere.
- The open layout of the museum allowed the exhibits to be more accessible and helped us engage with them.
- The staff was friendly and helpful, and QR codes were used for additional information.
- The comfortable couches created a sense of exclusivity within the large space.
- The presence of interesting books and supporting texts added to the educational yet enjoyable experience.



## OBSERVATION

As well as immersing ourselves in the role of an ordinary visitor to the *Futurium*, we also conducted a general observation of other visitors and their behavior, with the aim of better understanding the core needs of visitors to spaces like the *Futurium*, or later 42. We believe that these insights are crucial to the success of a concept for space 42. We have therefore observed how visitors behave in the café area, at the entrance and in the future laboratory space.

IMG 13: seating area

### **Our core learnings of the observation were:**

- The museum has an open and welcoming atmosphere at the entrance.
- The café is a popular attraction point within the museum.
- The café is not just for refreshment; people really spend their time there.
- The atmosphere throughout the museum is educational.
- A diverse group of people of all ages were present, including international visitors speaking different languages, children, young adults, students, and seniors.
- Also many school groups visit the museum.
- Visitors take their time and actively engage with the exhibits.
- Visitors interact with each other and discuss the exhibits.
- Presentations are given in the sofa area, attracting visitors.
- Upcoming exhibits are announced within the space.
- Gamification is a key element of the exhibits.
- The museum's corporate identity (CI) is evident throughout the space.



IMG 14: future lab

## EXPERT INTERVIEWS

In order to come up with a concept for the *42 space*, we identified a number of experts who had experience of creating such spaces, as well as citizens of Kaiserslautern who might have valuable insights for us as a team. We conducted 10 interviews.

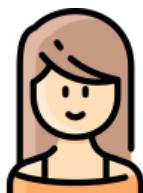
During the interviews we asked the following questions:

1. Please introduce yourself and the project/institution you work for.
2. What experiences have you had in your journey (in relation to our challenge) to create a space like 42, or have you had while living in Kaiserslautern?
3. What key messages can you give us for designing a concept for 42?

Citizens of Kaiserslautern were mainly stakeholders that have a profound view on the city and its needs concerning the challenge-related topics like sciences or

economics and their connection to 42. For example, we conducted interviews with Franz-Josef Pfreundt (Chief Strategy Officer High Performance Computing at Fraunhofer), Pascal Saudane (Administrative Director at Leibniz-Institut für Verbundwerkstoffe GmbH) and Michael Schaum (Chamber of Industry and Commerce Pfalz). A key learning out of these interviews was that though the interviewees had interesting insights concerning our challenge but were not the users we actually intend to tackle.

We further felt that three interviews were very relevant to the challenge. Therefore, these three interviews are summarized below. At the end of each of these three interviews, we refer to a list of the interviewees' key messages and quotes for 42 that we gained from these interviews. These core messages were later used to develop a viewpoint.



### **Interview 1 - Anna Laesser (Co-Founder of Impact Hub Berlin)**

The Impact Hub is a community built around shared values, with a focus on diversity and circularity. The main goal of the Impact Hub is to connect social enterprises and innovators working together to make a positive impact on the world. New members are expected to subscribe to these values. Events such as 'Sexy Salad Day' are organized to bring members together and foster a sense of unity and collaboration. Regardless of their position, everyone participates in tasks such as chopping vegetables, promoting a culture of sharing.

The community focuses on supporting start-ups and aims to connect like-minded people who share common values and a similar spirit. The physical space consists of different areas such as the Focus Area, Silent Area, Productivity Desk, Hide Out Areas, Clean Desks and an Event Space.

They proudly display their history to showcase their achievements and influence. A community wall acts as an analogue Facebook, showcasing all members and encouraging interaction and networking during events. To facilitate communication, there are internal and external newsletters to keep members, partners and others informed. Start Up Safaris serve as events to connect members with stakeholders and networks, fostering collaboration.



## Key insights and quotes of the interview for 42 were:

- "Prioritize community integration from the beginning."
- "Involve the community in decision-making and space needs."
- Utilize events for onboarding and defining values.
- A Community Manager is crucial for networking and cohesion.
- Stick to your concept and label items for user independence.
- "Be mindful of hidden agendas and engage with locals."
- "Ensure basics like technical equipment work well; don't underestimate the user's needs."



### **Interview 2 - David Weigend (Head of Education and Participation at *Futurium*)**

The *Futurium* uses games and gamification to effectively communicate complex topics within its 9000 m<sup>2</sup> space. The lab uses design thinking methods for continuous progress. As a playful house, self-explanatory games and consistent processes are essential. The museum comprises exhibition, forum and lab areas and develops its own open source educational material.

Visitors are involved in testing and iterating to create exhibits. Collaboration with designers and scientists helps to actively develop the museum's exhibits. The *Futurium* gained popularity through workshops and participation in events prior to its opening. Collaboration with the local community was prioritized for user-centredness.

Most visitors are Berliners, including tourists, students and professionals. Multipliers such as the elderly, neighborhood initiatives and student councils were involved in outreach activities. The target group is everyone.

The *Futurium* is also developing a digital presence and has a scientific communication department. Collaboration with universities is a close and ongoing process.

Consumer electronics are used to make the exhibits accessible, taking into account their cost-effectiveness.



## Key insights and quotes of the interview for 42 were:

- "Adapt existing concepts, utilize open-source tools, and emphasize cooperation with others."
- Offer free services to encourage collaboration and tool usage.
- "Attract initiatives and people to your space rather than creating new initiatives."
- "Success relies on people and partnerships, not just fancy places."
- Understand constraints as a public institution, focus on long-term orientation.



### Interview 3 - Former citizen of Kaiserslautern

Kaiserslautern is an international yet provincial city, facing a clash between high-flying researchers and locals who don't know them.

There are successful companies, but no prominent brands. The revitalisation of the city center is a huge challenge, as companies are located in the industrial area, cut off from the city. Some streets are empty, with no shops left. Even attractive places like *Milch & Zucker* have closed. Places like Twenty One are successful places for networking, but there is a disconnect between people. The scientific institutes and companies, for example, have international visitors without the locals knowing. The Firenze restaurant is also a popular networking spot. The city center has changed with the construction of a large shopping center, and the local newspaper, *Die Rheinpfalz*, is the main source of information.



## Key Insights and Quotes of the interview for 42 were:

- "Create a low entry barrier for the space."
- "Integrate people into the concept and involve the community from the beginning."
- "Attracting people to return is the biggest challenge; focus on creating a WOW effect."

- Ensure easy and robust equipment, prioritize acoustic atmosphere, and include coworking in the concept.
- Pay attention to the rooftop terrace and the area surrounding the location.
- "The café plays a crucial role - gather inspiration from successful places like Soho House and Google in Berlin."

These three expert interviews were very enlightening for us as a team. Not only did they help us understand more about what it takes to design a space like 42. We also understood that whether a space like 42 is successful or not depends largely on the users themselves. This was a common theme in all the interviews, but David Weigend's quote in particular supports this, as he said that you can build a fancy space anywhere without success if the users are not involved and listened to. Having learnt this lesson, we decided to really focus on the users of 42 and their needs - the people of Kaiserslautern. To this end, we conducted a large number of user interviews, which are described below.

## USER INTERVIEWS

To really understand the potential visitors to the 42 and their needs, we decided as a team to travel to Kaiserslautern to interview local people. In total, we conducted 13 interviews with potential 42 visitors and users from different stakeholder groups. We talked to two students, two pupils, three artists in a gallery near 42, a co-founder of a cooperative that runs a bar near 42, and several local residents and people with academic backgrounds.



IMG 15: the team visiting the 42 construction site

To get a better understanding of the users during the interviews we kick-started it with the following questions and dove deeper into the aspects that made the current interviewee unique based on Why-questions:

1. Please introduce yourself a bit and tell us about your favorite place in Kaiserslautern.
2. Have you heard of the 42?
3. What is your opinion of the 42 and what would you like to see in there?

Below are brief summaries of some of the most valuable interviews. Such interviews support the team in reaching a common understanding of the challenge and the issues relevant to our challenge in a user-centered way. They are also the basis for the work that follows to gain empathy with the audiences and user groups relevant to our challenge. We therefore provide direct quotes from the people we interviewed as key messages, as these are the most useful insights to gain user-centricity for the possible solution in the next chapter.



### **Interview 1 - Co-Founder of a cooperative/father/bar owner**

The interviewee is 55 years old and has a 14 year-old daughter. He lives in Kaiserslautern. He is a co-founder of a cooperative that runs a bar near 42 in an area which is called *Musikerkiez*. He knows about the ongoing construction of 42.



### **Key messages:**

- “KL is a social hotspot”

- "The area around here is violent."
- "People in KL are not intelligent despite of the science environment in the city"
- Concerning 42: "It's always the same people doing the same things".
- "These projects are always planned too optimistically and then there is a vacancy."
- "Look at the Pfaff area, there could have been much cooler projects realized."
- "In the end everything will be conducted as the investors imagine it anyway"
- "My daughter must leave KL, maybe to Freiburg/Berlin where it is cooler."



### **Interview 2 - Family in Kaiserslautern**

The interviewed family works in academics as an engineer and as university teaching staff.



#### **Key messages:**

- "Knowledge Transfer is good as it is."
- "We have never been to the Pfalzgalerie."
- "We live in our bubble. It is okay."
- "Actually we are happy with the situation in Kaiserslautern."
- "42 might be a good idea but the topics like math are too difficult. People would feel bored quickly."
- "When we want to spend time as a family, we leave Kaiserslautern."



### **Interview 3 - Architectural student**

Anna is an architecture student in Kaiserslautern where she also lives. She is quite well informed about her city.



#### **Key messages:**

- "There is a lack of consumption-free space"

- "University should be a pioneer"
- "In the city I am only in the cinema or at the swimming pool"
- "Topics of the Frauenhofer are very abstract, it would be better with direct application reference"
- "I get info mainly via Instagram."
- "I don't like to ride my bike through the city in the evening, you are often harassed by young people hanging out in front of the mall"



#### **Interview 4 - Socio-informatics student**

She studies socio informatics in Kaiserslautern. The socio informatic program is quite unique. She has been living in Kaiserslautern for 11 years. She enjoys being outside in nature.



#### **Key messages:**

- "In the summer, my favorite place to visit is a friend's garden where we can hang out without having to consume anything"
- "There are two worlds in Kaiserslautern: campus life & city and both are not really inter-connected."
- "In case I need something, I try to get or make it on my own"
- "I've lived here for 11 years but don't feel like I've arrived"
- "The city center is a place where I never go".



#### **Interview 5 - Pupils at the City Center of Kaiserslautern**

Two pupils in the 10th grade were interviewed at the city center of Kaiserslautern. They did not know the 42.



#### **Key messages:**

- "Kaiserslautern is dirty and boring in terms of shopping."
- "We wish for a place where people of our age can spend time."
- "We want our ideas and wishes to be taken seriously."
- "We wish for more public places where we can sit, there are not enough

benches."



### **Interview 6 - Woman with a dog/house owner**

She owns a house and has been living in Kaiserslautern for quite a long time. She has a dog and she likes the nature around Kaiserslautern.



### **Key messages:**

- "I like the status quo, everything should stay as it is."
- "Graffiti pollutes the city."
- "Shopping facilities are missing."
- "What I like most about the city center is to meet people and drink coffee there."
- "In general I am interested in art and the future of the city. But I did not know there was a vernissage taking place close by."
- "A topic that would also catch my interest is energy and the future for house owners."



### **Interview 7 - Member of a local art collective**

This interviewee is a member of a local art collective which is located almost at the opposite of the 42.



### **Key messages:**

- "I want to bring art into society, but I can't do it alone."
- "Our collective has a regular audience."
- "We need social media to attract more people but it is not successful."
- "The Eisenbahnstraße is slowly dying out. More and more stores closed. It was a sort of domino effect."
- "If they open the 42 it must be a place where everybody is welcome to visit and participate."

We have gathered a lot of data and insights from all these valuable interviews. As mentioned above, the interviewees' quotes in particular are essential to all further steps in our process. In order to make use of all the data, we fully unpacked it and looked for patterns. This is described in more detail in the following chapter.

# Synthesis & Sensemaking

## DEFINE POINT OF VIEW

At the end of the problem analysis phase, our aim was to unpack, consolidate and make sense of the data we had collected during the research phase. To do this, we defined a team position in the form of an actionable problem statement that outlines a user persona, their need and an insight that we can leverage. This helps us to focus on a user problem that we want to solve, add value to the user group and ensure the success of the project. In addition, a clear *point of view* (POV) serves as a starting point for our solution at a later stage in the process.

We therefore summarized, clustered, discussed and evaluated the findings from the interviews by using various methods such as *storytelling*, *nugget framing*, POV and "How might we ..." (HMW) as a questioning technique to support this process.

The following chapter leads through our findings and insights to the development of the Point of View statement as a starting point for the solution space in the *Design Thinking* process.

## UNPACKING THE DATA & ELABORATING USER INSIGHTS

To develop user insights, we needed to identify patterns between relevant potential users that were critical to the success of project 42. In total, we unpacked 10 user interviews with citizens of Kaiserslautern using the storytelling technique as a first step. Storytelling allowed us to systematically build empathy with the potential users within the team and filter the interviews to the core. This allowed us to combine multiple perspectives into one persona and formulate the POV to outline two user personas and their needs derived from the particular

insight that stood out to us. We focused on unexpected aspects, powerful quotes and created a common understanding of the personas.

However, in line with our challenge, we decided to focus on exploring the needs of citizens rather than the stakeholders or industry partners of the 42 as potential users. We did this because we believe that building a community of citizens around the 42 is the most important basis for the long-term success of the project and for meeting the needs and expectations of SIAK's stakeholders. The following sections provide an overview of the key user insights from the citizens of Kaiserslautern.

### **CONSOLIDATION OF THE DATA & FORMULATION OF POINT OF VIEW**

We have had the opportunity to talk to a wide range of people in Kaiserslautern and to identify different user groups and their individual needs. However, we cannot develop a solution for everyone. Following the credo "Designing for everybody is designing for nobody", we wanted to identify a user group that would inspire us as a team, that it would make sense to design for them because of their problem or special need, and that would be a game changer to address for the 42 project. So we used the Nugget Framing method.

### **Nugget Framing**

Nugget Framing is a technique that allows us to highlight aspects from large amounts of data. By literally framing certain aspects of the data with "This is really... inspiring/interesting/amazing" and backing it up with more questions, it helped us to reduce complexity and provide direction in terms of user groups and user needs to focus on in the next steps.

Using the nugget framing technique, we identified common themes, topics of interest, aspects that stood out from the interviews and were meaningful to our potential users. In this way, we were able to categorize the citizens of Kaiserslautern we interviewed into the following groups: **Families, Teens, Homeowners, Arts and Culture Creators, Former Citizens and Students.**

The unpacking revealed three main insights about the citizens of Kaiserslautern:

- **Lack of perspectives:** People living in Kaiserslautern notice the changes,

e.g. empty stores in the city center etc. which increases the perception of a less lively city and its prospects.

- **Missing quality meeting places:** There is a clear need for more quality spaces that can be used as meeting points for the citizens, such as privately owned cafés, but also public spaces such as playgrounds, places to sit in the city center such as benches and green spaces.
- **Unconnected community bubbles:** There are different communities in the city of Kaiserslautern, which are characterized by a political but also thematic focus, e.g. a libertarian information space or an art collective, and so on. These communities are highly engaged and care about the city, but they are characterized by a communication gap between each other. This hinders a common approach, exchange and realization of new ideas and therefore successful projects in Kaiserslautern.

From the pool of potential user groups, we identified two groups as the most relevant for the 42 challenge.

We believe that *Students* and *Arts and Culture Creators* are a) critical for the success of the project, b) have an impact on the cities' development and c) that meeting the needs of these target groups would be a game changer in the context of the challenge for 42.

The following highlights the most interesting “nuggets” of this target groups:

- Students
  - **Amazing** is that students are an important user group for the success of the challenge as they are the connectors between science and business, but also represent the future professionals
  - **Surprisingly**, they have a need for a consumption-free space in Kaiserslautern & that they are focused on a meeting space instead of input
- Arts and Culture Creators
  - **Amazing** is how well this user group knows Kaiserslautern
  - **Inspiring** is how engaged each individual is and successful within

their community

- **Notable** is that this user group has a tension towards investors and a pessimistic attitude towards new projects and communities in Kaiserslautern because they think that all projects are initiated by the same people and often fail

We decided to continue with the following potential user groups: *Students* and *Arts and Culture Creators* that we named as the *Anna* and the *Maker and Shaper*-persona (*M&S*). Both have a truly hands-on mentality and care about the development of the city. They initiate projects, search for networking opportunities and create an impact in Kaiserslautern to shape the future of the city as "Science City" that the stakeholders of this project aspire to.

We identified those potential user groups as the most critical for the success of the *42 project*. Both personas and our point of view as a team will be introduced in the next section and linked to a HMW-question that helps us to focus on specific aspects in the ideation phase.

## POV- STATEMENT & HMW-QUESTION



perspectives.

The ***Maker & Shaper*** is a committed citizen and a successful social initiator. Though he is frustrated about certain developments in Kaiserslautern, **he needs** to be actively involved in the project 42 and therefore the future of Kaiserslautern **because we infer** that he feels excluded and wants his daughter to stay in a common-good-oriented and vibrant Kaiserslautern instead of moving away due to lack of

## HOW MIGHT WE enable the *Makers & Shapers* to do their magic?



**Anna** is a 26-year-old architecture student who lives near the city center of Kaiserslautern and spends a lot of time at university as well as at home and that is working aside. **She needs** to feel self-effective in her life and beyond **because we infer** that she does not feel supported in her progressive mindset at uni and does not have a place to bring her ideas

to life and to create impact around her. Furthermore, she is well-connected and has trustful relations within different communities.

## **HOW MIGHT WE create an environment where Anna feels safe and comfortable to hang out?**

### **LEARNINGS**

The complexity of this project was revealed in the research phase and expanded its scope in the synthesis. Understanding the needs of a wide range of stakeholders in this project required an enormous amount of empathy and analytical thinking at the same time. However, the complexity of the project meant that decisions had to be made and a clear focus had to be set on the key stakeholders. As a team, we identified relevant potential users for 42 and mapped out their needs to build on in the solution phase.

## From Ideas to Prototype

In the *Solution Phase* of our *Design Thinking* challenge, we embarked on the exciting journey of devising solutions for the problems we had identified earlier. The main objective was to define multiple solutions for each of the two POVs and ultimately select one idea to carry forward to the next step.

To ensure our ideas were not limited to specific individuals, we intentionally broadened the scope of our brainstorming. To generate a quantity and wild ideas, we used different brainstorming activities. But still on every point within this process we kept the *HMW<sup>8</sup> Questions* separated from each other to be able to focus on one problem each.

During the ideation phase, we engaged in several silent brainstorming iterations where each team member contributed possible solutions to the questions in order to tap into the whole idea spectrum and potential of the group without biasing each other.

To further encourage creative thinking, we experimented with two specific ideation methods: the *Superhero method* and the *3-5-3 method*.

With the Superhero method, we playfully explored absurd and unconventional approaches by envisioning how some else would tackle the challenge. For example, a superhero. This allowed us to break free from conventional thinking and explore wild and imaginative ideas.

Similarly, the 3-5-3 method facilitated rapid idea generation and building upon each other's concepts. As ideas were shared in quick succession, they quickly evolved into daring and innovative directions, resulting in a room filled with wildly creative notions.

The combination of these ideation methods provided a dynamic and vibrant brainstorming session, where thinking outside the box led to fresh and exciting concepts for the challenges at hand.

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<sup>8</sup> A HMW question is an open-ended question that opens up the exploration space to a range of possibilities

While reading and discussing the ideas within the team, we clustered the ideas we felt connected to the **M&S** as follows.:

- **Feedback**
  - monthly meetings
  - poll urn
  - online poll platform
- **Community building**
  - community wall
  - online platform about happenings in 42/KL
- **Events & challenges hosted by them**
  - periodical company challenges
  - built X and win X challenges
  - bobby car races
  - competition about using the space
  - free beer competitions
- **Enable the M&S to create their own formats**
  - *maker's toolkit* to host workshops easily
  - flexspace in 42
  - idea box
  - 42 makers club
- **Values of 42**
  - hang values we defined in the entrance area
  - active listening walks in 42
  - define usage rules
- **Money funding**
  - Money funding events to investors

The ideas related to **Anna** were clustered as follows:

- **Atmosphere**

- chill area made from beanbags
- green plants
- mobile swimming pool
- warm inviting color concept

- **Social activities:**

- meditation events
- dream rooms
- pop-up sport events
- urban gardening

- **Security enhancements:**

- build lockers
- wardrobes

- **Establishing a food area:**

- service robots
- “mini tech mensa” (like a conveyor belt sushi)
- cozy seats
- coffee matches
- empowering tea bags

## IDEA SELECTION

After reviewing all the ideas and implementation methods, we moved on to the idea selection process. We evaluated all the ideas with a method called the *How-Wow-Ciao-Now Matrix*. This method is a concise idea selection approach that involves evaluating ideas based on their feasibility, uniqueness, current relevance, and eliminating unsuitable ones.

After the evaluation, we found that six ideas stood out from the rest as the most promising candidates for further development.

## M&S

1. The *maker's toolkit* idea
2. The *42 values*
3. Built X and win X challenges

## Anna

4. mini tech mensa
5. chill area made from beanbags
6. urban gardening

## CHOOSING ONE OF THE POVs

Before evaluating the 6 selected ideas we noticed that we should decide on one POV to continue with.

This was a hard task to do because both POVs had potential to continue working with. To make a decision we decided to go for a closed eye voting within the team that revealed each member's interest and enabled us to discuss more openly. After the voting we were able to reason why it would be more powerful to continue with Anna.

While the *Makers & Shapers* POV is important for the evolution of the city, Anna's POV takes priority in this context due to specific reasons. The challenge focuses on engaging the population, particularly students, to tap into the city's innovative potential and improve student retention. Anna, as a 26-year-old architecture student, represents the main target demographic for this objective. Addressing her needs and aspirations directly aligns with the project's goal of creating a communicative strategy and meeting place for students, businesses, and the community. By designing for Anna's POV, we can effectively target the key demographic and have a more significant impact on the project's success in fostering innovation and community engagement.

But we were still trying to be aware of the *M&S* because they would work as a multiplier to reach more people in KL. Additionally we still considered the *M&S ideas* in the further process as we could not neglect that Anna also has a *M&S-mindset*. With this we can also see Anna as a *M&S* in a broader sense.

## THE MAKER'S TOOLKIT AS FINAL IDEA

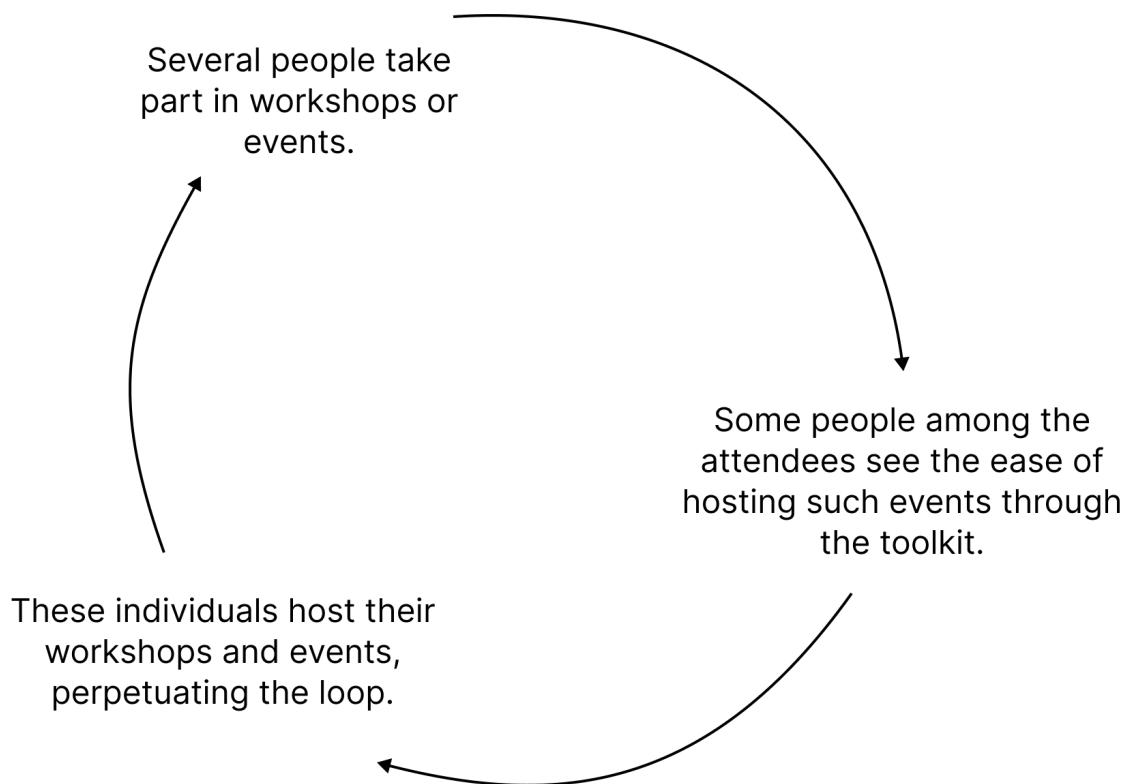
It's important to remember that the idea we choose is probably not the final solution; it's a starting point to gain reactions and gather information about the persona in focus.

In order to move forward with prototyping and testing an idea, we conducted an idea funnel (a funnel with defined criteria to throw ideas into) within the team on the topics of "best for user," "most radical," and "personally promising."

After the funnel, the ***Maker's toolkit*** became the primary idea to work with, initially intended for the *M&S* POV. However, it was found that the toolkit also addressed Anna's need for **self-efficacy**. We were drawn to the concept of an ongoing cycle enabled by the toolkit, allowing Anna and others to shape the space independently. While we could design a solution for them, we believed empowering Anna with the means to enable herself was the most impactful approach.

### Critical Function

That is why the *maker's toolkit* idea goes beyond providing a flexible space within 42; It focuses on the critical function of people wanting to share their ideas to find like-minded people. This approach fosters an autonomous loop in which:



IMG 16: flywheel concept illustration of the user flow inside 42 with the maker's toolkit

To fulfill this function, the *maker's toolkit* needed to be made out of two parts.

1. The ***Maker's Space***, a dedicated flexible space with moveable interior inside of the 42 to host and prepare the workshop/events.
2. The ***Makers' Toolbox*** to easen the barrier of hosting workshops or events.

Resisting of:

- A. *Floorplan* - A floorplan map of the flexspace in 42 and movable interior bricks, allowing users to plan how to use the interior of their next workshop or event.
- B. *Maker's advice* - A guideline on how to rent the space and the necessary rules to follow.
- C. *Inspiration Deck* - Example projects and workshops for inspiration and insights.
- D. *Network Wall* - making transparent who is involved in 42 and their network and what their expertise are



IMG 17,18,19,20: the essential ingredients of the maker's toolkit top-left) network wall top-right) floorplan bottom-left) maker's advice bottom-right) inspiration deck

## LEARNINGS

In the "Solution Phase," we learned that our challenge could be approached from multiple angles to meet the needs of both M&S and Anna. By broadening the focus and involving a larger audience, we discovered more innovative and diverse solutions. The iterative nature of *Design Thinking* allowed us to select the most promising idea, the *maker's toolkit*, while recognizing that it was a starting point for further development and refinement and for learning more about the users and their needs through testing.

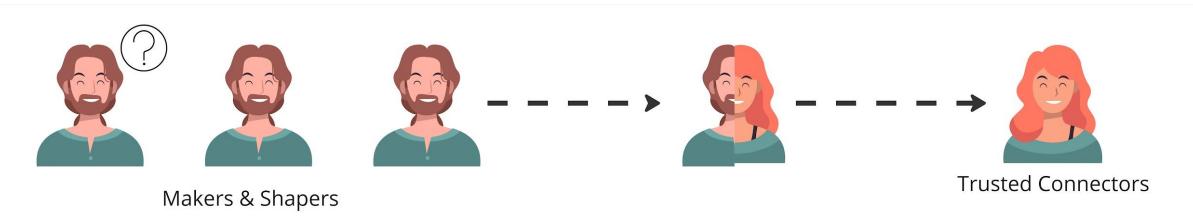
## TESTING THE MAKER'S TOOLKIT

The *maker's toolkit* was not designed for everyone, but with a clear vision of what the ambitious people who are already active around 42 would need to occupy

the space consequently we dedicated a full day of extensive testing on-site in Kaiserslautern.

Our aim was to find out whether "*Annas*" and other *M&S-like persons* would resonate with the *kit* in a way that it would help them to tackle their projects with the help of and in 42. From there we wanted to refine the prototype.

We tried to create an immersive experience for our testees by conducting these tests in a space that could have been 42 and to show them where our prototype would come into play if we were in a finished 42. In retrospect, we were able to



IMG 21: How we got to know our users better

divide our testers into *M&S* and another group that we were only just discovering at this point in our journey: ***Trusted Connectors (TCs)***. It was eye-opening to see that most of the *M&S* who were a little skeptical about 42 actually reached us through their more receptive *TC friends*, and that some people we initially identified as *M&S* were actually more interested in connecting others to make a difference than putting all their energy into a single project.

<p><b>M&amp;S</b></p> <p>"I already have a <b>space</b>. What can they <b>offer to me</b>?"</p> <p>"I want companies with <b>societal impact</b> and like-minded people with political <b>principles</b>."</p> <p>"I want to implement a lot of projects, but we lack the <b>time, money</b> and <b>experts</b> who can coordinate our endeavor."</p>	<p><b>TCs</b></p> <p>"I do <b>not</b> have the <b>ambition</b> to start something on my own I'd rather <b>support</b> the others. I do <b>not</b> want the <b>obligation</b>."</p> <p>"I do <b>not</b> feel like I have <b>enough knowledge</b> for this."</p> <p>"I don't want to search for what is happening there - I want to <b>stumble across</b> it. But I also want to have <b>reliably scheduled events</b>."</p>
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Beyond that it became evident to us that our prototype was not self-explanatory at all and too packed as we were often forced to explain our true intentions during the unpacking of the box and that anything but the ***Network Wall*** inside it

seemed to be of interest for people who strive to bring their projects to life as they dug right into it.

- “What does that person offer? What attitude does she have? What does he demand?”
- “Where and how can this person support me? How can I contact them?”

Instead of inspecting the *floor plan* and *Maker's advice* they told us what they really need and where they see themselves come into play.

- “I see myself as a side event at a hackathon for the participants to relax.”
- “I have ideas for the space, but there has to be a team of professionals for the implementation.”
- “I can give a workshop but I need certain tools and working students to support me.”

So we concluded that a crucial goal for the success of 42 would be to bring together the right people who could support each other, and to **bridge the gap** between its initiators and the *M&S*. On the other hand, we now had the *TCs* - if we focused on supporting them in their efforts to bring the right people together, we could achieve the first goal immediately.

Because of our method of inviting people to our test sessions in advance, we had more testers than we could possibly talk to, which gave us the opportunity to learn along the way that there were many people who were eager to learn about 42 but were not sufficiently informed at the time, and most of them shared the pain point of accessible and affordable space in the city center

Overall we learned that the ***maker's toolkit was not able to fulfill our intended user's most pressing needs*** - to reach out to other fellow *M&S* to work on projects together - and that from the perspective of 42 we first had to overcome their skepticism. In terms of process, this phase was really tough as although we tried to tweak the prototype (e.g. rearranging/ taking out some of the ingredients) during the limited time in Kaiserslautern we did not get any more promising feedback on it. We needed time to step back and reflect.

## REVISION AND ITERATION - 42 COMMUNITY PROJECTS WALL

We realized that *M&S* were unlikely to be persuaded to take over 42 by a box (we also assumed that they would already have a first contact with the space which we could not take for granted) but rather by **creating trust** (reduced skepticism) - trust that could only be developed over human connections. This meant that the *M&S* still remained our target group but we revealed that it is actually a *TC* who is eager to discover the possibilities of 42 on their own who in turn has the potential to onboard *M&S* to get involved in the space's ecosystem. This meant to create the desired impact we had to **put TCs at the center of our solution.**

Turning Anna from a *M&S* into a *TCs* as we were also able to understand one of the real people behind our persona better during our second stay in Kaiserslautern, we defined our core persona and her POV as follows:



### (The Real) Anna

Anna is a 26 year old architecture student who lives near the city center of Kaiserslautern and spends a lot of time at university as well as at home, working on the side.

She is always up-to-date about latest developments in the city and has an influence on and standing amongst *M&S*.

While she does not want to initiate projects herself she still wants to be part of them but with minimum responsibilities as the next project is just around the corner.

**We infer that** she needs to feel autonomous, related to her social network, competent and valued.

Thus **it would be a real game changer** if she could identify herself with the values, people, content and projects of 42.

This led to our challenge to design a journey for Anna that starts beyond 42, leads her there and results in her activating her network to connect her peers with initiatives and people from 42.

For this we took inspiration from the 5 E's of a visitor's experience: **Entice, Enter,**

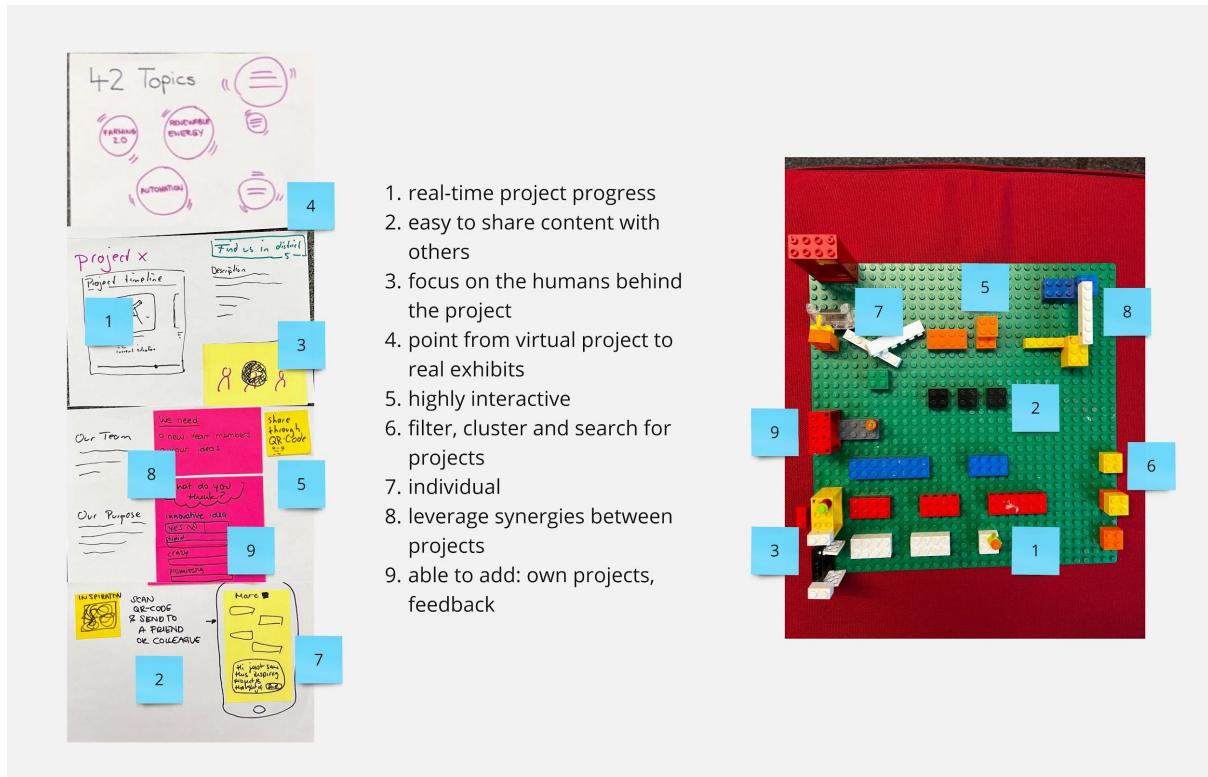
**Engage, Exit, Extend.**<sup>9</sup> We could easily imagine a marketing campaign that would first draw her into the space and figure that the most important thing is to *Engage* her to activate her network, not only to satisfy us, but also to *Extend* our relationship with her when she sees the impact she had by bringing those people together.

So we knew that our solution had to somehow make the network of people and projects in 42 more transparent, and we could draw on a part of the *maker's toolkit* that M&S had also identified as being most helpful in making a project happen - the **Network Wall** (as we called it in the first iteration)

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<sup>9</sup> <https://www.studio-s2.com.au/all/the-5es-of-visitor-experience/>

We asked ourselves **how we could design such a Wall that would keep Anna up-to-date and informed, but also activate her**, and put the following key components into some initial prototypes:



IMG 22: functions of first prototypes. left) paper prototype showing multiple pages on a screen; right) rough LEGO prototype focussing on user interaction

Going into the first round of testing with the **paper prototype** we were confident that the means of discovering projects and people in the *42 community* would be valuable and desirable to *TCs*, as we had learned from feedback on the *Network Wall* in the *maker's toolkit*. So this phase was mostly about fine-tuning our solution, focusing on the most important features among many, and discovering what would help them most in achieving their goals and what might block them. Fortunately, *TCs* can be found anywhere, so we were able to conduct interviews with fellow track classmates and coaches instead of Kaiserslautern locals.

With the feedback from these tests, we were able to modify the prototypes slightly to achieve some quick wins that led to our final version of a prototype<sup>10</sup>:

<sup>10</sup> see [Potential use case](#)

<b>What we thought of...</b>	<b>Interviewees' response...</b>	<b>Revised version...</b>
personalized view of the board via login/ signup to make discovering projects and people that suit your field of interest best easier & get in contact with others via your 42 profile	signup at such a huge "device" is inconvenient and there were some concerns about putting potential private data into such a quite public system	<b>color-coding and quick filtering of projects</b> on the main screen depending on your interest & making it convenient for the <i>TC</i> to point their friends towards a project/person via QR-Code & intuitive Whatsapp message - there is no primary need for the <i>TC</i> to be connected to anyone on our platform
state topics on the board to reflect projects that are currently pursued in the context of 42	could not see the connection of topics to real projects and their affiliation to 42	put a stronger focus on it in our wording and <b>introduce it as the 42 Community Projects Wall</b> & embed the projects into the <i>42 environment</i> by pointing towards them in the space (if applicable) using a floor map
detailed and up-to-date timeline and content of a project are most important and should be the eye-catcher	if you truly want to collaborate fruitfully it is about people, their purpose in life and the purpose of their project	on the project page, put the <b>people</b> behind it <b>and "The Why" first</b> - build up on this if this sparks your interest
when learning about a project a <i>TC</i> immediately has the intention to point people from their network towards it	we should trigger the <i>TCs</i> more explicitly to let them know that the person they might know is a 100% fit	let project owners create a <b>up-to-date "How to support us"-list</b> to clearly state where Anna and her peers can currently come in to support

## OUTLOOK

Beyond our solution and beyond its initial purpose, 42 has the ability to accommodate the ambitious and inspiring people of Kaiserslautern and their joint projects. By building a close relationship and focussing on *Trusted Connectors* we lay a crucial foundation for a space that is taken over by *Makers and Shapers* and following regular visitors. By encouraging citizens to work with and in projects of Kaiserslautern institutions and their peers, strong and lasting relationships are at the core of our solution that have the ability to sustainably embed 42 into the local community.

By setting up the *42 Community Projects Wall* already at the very opening of the space and having it in mind at the beginning of every *42 project* one can aim for a high acceptance and spark ideas in the community on how to use it in favor of every single endeavor. We have already outlined different ways of implementation - each with its own strengths. Keeping up the *Design Thinking* spirit and constantly iterating on our solution as well as integrating it into the present space concept and the ideas of your valued co-team will be truly fruitful not only for the space but also for the city.

# Idea Spectrum

Outlining further ideas that popped up during the process and are worth mentioning.

## Manifesto

Another idea that we developed after leaving the *maker's toolkit* behind was that all people at 42 including visitors, regular users and also *42 team members* should align to a common set of rules/values. As we have learned during the expert interviews from other spaces like 42 this is not only crucial as rules of conduct but also to gain a common understanding of what the space and its users stand for.

We therefore made a research of common rules of spaces like 42 and developed our own prototype manifesto of rules ("Rules of 42") including points like "Keep the space clean.", "Respect property and resources." or "No loud disturbances like talking.". We tested these rules with several fellow students.

The testees did not like these rules at all: Firstly, the testees would not enter such a space because though they understand the necessity of such rules, at the same time they felt over regulated. And secondly, they associated the space with a school rather than an innovative place. As a feedback we also received answers like the cooperation of users that we actually want to create in 42 would not take place as the testees feel hindered in their mindset.

We then iterated the manifesto and concentrated more on values for the space instead of rules. Therefore, we designed the “Ways of 42” including motivating statements, for example “Share innovative ideas”, “Learn from failure” or “Embrace diverse opinions and support one another.”. As a following step, we again tested these statements with fellow students and gained an overall positive feedback. Testees answered that they share those values and would like if such a space would be granting this kind of mindset. But at the same time it is hard for them to imagine these values when the overall concept of the space is yet not authentically set.

Taking this feedback into account, we decided as a team not to focus on this idea any further, as it would be more appropriate at a later stage of the user journey 42.



IMG 23, 24: prototype prints for testing the manifesto idea.

# Debrief

We went through a rollercoaster ride of a *Design Thinking* journey. We feel grateful for experiencing this - there were moments that gave us a lot of energy like...

- Traveling to Kaiserslautern and having the chance "to get the vibe", speak with citizens and get a better understanding of the challenge, but also its real context. This was for us as a team an insightful experience. Especially the testing was a revealing and truthful moment for us, when we understood that our idea doesn't match the users needs. It was quite hard, but at the same time encouraging. Because of that, we dug deeper and "killed our darling". This phrase was repeated by our coaches a few times, I think this was the moment when we really understood its meaning.
- Agreeing on one POV when finally everything made sense for everyone was a magical moment for us as a team, we really felt the flow. We had the feeling of moving together in a very good direction - great moment!

We could not appreciate those without the challenges we had to overcome...

- Bringing the *Maker's Toolkit* to Kaiserslautern and not being loved for it was hard and felt like we failed until that stage. To bring our mute up and in this case guarantee a fresh start with a fresh mind, strong symbols help us - we just threw our prototype in a bin in Kaiserslautern.
- It was tough to choose an angle/ user perspective from which we wanted to tackle the challenge as every single interviewee's opinion felt valuable to us and they deserved to be heard. Eventually it was eye-opening to us that we could still build a space for everyone but we had to define a first user group we want to welcome in 42 and build up everything else on their strong backs.
- We had one day when one of our coaches came to our check-in and the first thing she said was "What happened to your vibe, team V1BE?" - This day felt really tricky then because we lacked energy to move forward. What helped was the attitude of "Ok, these days are also valid" and great coaching and pushing us further.

# Team page & acknowledgements

It's team V1BE! We are solving every challenge



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IMG 25: team V1Be at its best

## Acknowledgements

Together we went on a journey to explore *Design Thinking*, its possibilities but also limits to create impact in our environment. We experienced not only a methodology that allowed us to design new products, but also had an influence on our mindset as individuals and as a team. We empathized not only with our interviewees but also with each team member. This allowed us to create a

strong bond and pursue a projects' vision that addresses real needs and creates real impact.

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