Students Rethink the Office of the Registrar’s Space to Enhance Collaboration, Creativity, and Engagement

Monday, July 13, 2015
3:45pm – 5:00pm
Room: 222
Session ID: 3968
Introductions

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Founded 1848
Ranked #4 Nationally in Research Expenditures
Total Students: 43,193
  Undergraduate (29,302)
  Graduate (9,203)
  Clinical Doctorate (2,701)
  Specials (1,987)
Number of Schools and Colleges: 13
Number of Degrees Awarded Annually: 10,000+
Outline

- Background
  - Historical timeline
  - Rationale and need
- Description of the project
- What is Design Thinking
- The Miracle Workers
- The Rising Stars
- The Master Minds
- Next Steps
- Lessons Learned
Background
2008-2014 – A Time of Evolution and Change
2013-2014 – Office of the Registrar
Reorganization
Fall 2014 – Spring 2015 – Solidified the Course and the Desired Outcomes
Summer 2014 – Design Thinking Idea
Pitched to Design Studies Department
What is DESIGN THINKING?

Human Centered Design

HCD

Feasibility
Desirability
Viability
Cheetah Prosthetic - Van Phillips

OXO Good Grips - Sam Farber
What is DESIGN THINKING?

- **Empathize**
  - LISTEN
  - ASK
  - OBSERVE

- **Define**
  - WHAT IS YOUR DESIGN CHALLENGE?

- **Ideate**
  - IDEAS!
  - IDEAS!
  - IDEAS!

- **Prototype**
  - BUILD!
  - BUILD!
  - BUILD!

- **Test**
  - WHAT DID THE END USER THINK?

GATHER FEEDBACK AND REPEAT!
May 26 – June 15 – The Magic Happens
Students started out the design sprint by observing employees in their work spaces.

These observations led to interview questions for the next day.

Quick look at some interview questions

What does a normal day for you look like?

What about the space do you think works/does not work?

What kind of work do you do at the office?

How often do you collaborate and with whom?

How do you feel when you’re in your space?

What would you like to see happen with the space?
WEDNESDAY

Major themes found throughout the office

Impromptu meetings taking place in small cubicles due to lack of collaboration areas

Limited collaboration technology

Bare and uninspiring aesthetic

Very quiet atmosphere which makes personal or private phone calls difficult

A mixture of introverted and extroverted employees

Visual communication boards are highly valued

Students conducted 3 different interviews to gather as much feedback as possible.

Interview 1: ONLY one employee
Interview 2: Group of 3-4 employees
Interview 3: Executives

The feedback from these interviews was then used to DEFINE a design challenge:

HOW MIGHT WE create a space that provides a sense of community, encourages collaboration at all levels, is flexible, and multipurpose?
Students spent the day brainstorming and roughly prototyping innovative design solutions in an attempt to solve their design challenge.

Examples of design solutions

- Drop down work stations
- Whiteboard ceiling track
- Multifunctional tables
- Madison’s Backyard Tree
- Destination Meeting rooms
- BuzziHood

Rough prototype of a tree created with acoustical panels around a structural column with outdoor patio furniture
Students spent the morning presenting (testing) their designs to the employees of the Office of the Registrar.

The students took the feedback the employees provided and repeated the design thinking process with the feedback in mind.

This allowed the students to cater their designs more towards the client’s needs.
The entire office was invited to another testing presentation where groups presented their final designs for the space and again, gathered feedback.

Examples of proposed design solutions
THE MIRACLE WORKERS

HOW MIGHT WE create a space that provides a sense of community, encourages collaboration at all levels, is flexible, and multipurpose?
Floor Plan

Before

After
Entrance

Featuring:
- Logo Feature Wall
- Plant Life
- BuzziHood
Flexible Work Cluster

Featuring:
- Whiteboard Track System
- Flexible Work Cluster
- Enclosed Meeting Space
Work Room (Lounge)

Featuring:
- Branding
- Various Writable Surfaces
- Functional Lounge Furniture
Work Room (Formal)

Featuring:

- Branding
- Sit/Stand Work Table
- Lisa Frank Photography
Drop Down Tables

Featuring:
- Branding
- Various Writable Surfaces
- Whiteboard Track System
- Lisa Frank Photography
Glass Meeting Rooms

Featuring:
- Accent Barn Doors
- Enclosed Meeting Rooms
Lounge Area

Featuring:
- Plant Life
- Power Capable Tables
- Informal Work Area
Tree Lounge Area

Featuring:
- Nature Theme
- Custom Tree Column
- Functional Outdoor Furniture
Coffee Bar

Featuring:
- Chalkboard Column
- Sit/Stand Work Station
- Coffee Bar
Flexible Seating

Featuring:

- Flexible, Modular Tables
- Lightweight, Stackable Chairs
A View From The Tree...
Entire Space
THE RISING STARS

Functional Art

Students designed and prototyped a cabinetry set inspired by a textile from UW Madison’s Helen Louise Allen Textile Collection.
The Rising Stars

Wire Sculpture

Students designed and prototyped a wire sculpture inspired by their favorite childhood memory.
THE RISING STARS

Cardboard Chair

Students worked with a real client to design and build a cardboard chair made to fit their measurements and style.
THE MASTER MINDS

Students fulfilled corporate design requirements by redesigning the cubicle office space of the 10th and 11th floor of the Office of the Registrar.
Next Steps

- Seeing staff use the space even in makeshift form
- Implementation of Miracle Worker recommendation
- Internship opportunity
- Partnership in other School of Human Ecology departments
Lessons Learned

- 3 weeks is INTENSE!
- Supported campus initiative
- Lots of opportunities across campus
- Collaborative work produces great results
- Feedback is EXTREMELY important
Thank You!

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