TEAM 7

REDEFINING MEDIA CENTERS

STRATEGIC PRODUCT MANAGEMENT

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MEDIA CENTER

An area that serves to satisfy technology needs and facilitate learning

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The NRG Productivity Center

The MOD Labs

STAKEHOLDERS

STUDENTS	FACULTY	ADMINISTRATORS
Studying **Group work** **Learning**	**Teaching** **Lecture**	**Purchasing** **Updating facilities** **Satisfying needs of other stakeholders**

STAKEHOLDERS

STUDENTS	FACULTY	ADMINISTRATORS
Primary Users **Receive the most benefit**		

DATA COLLECTION

DISCOVERING NEEDS

OVERARCHING ISSUES:

Current customer media center usage

Other areas customer use

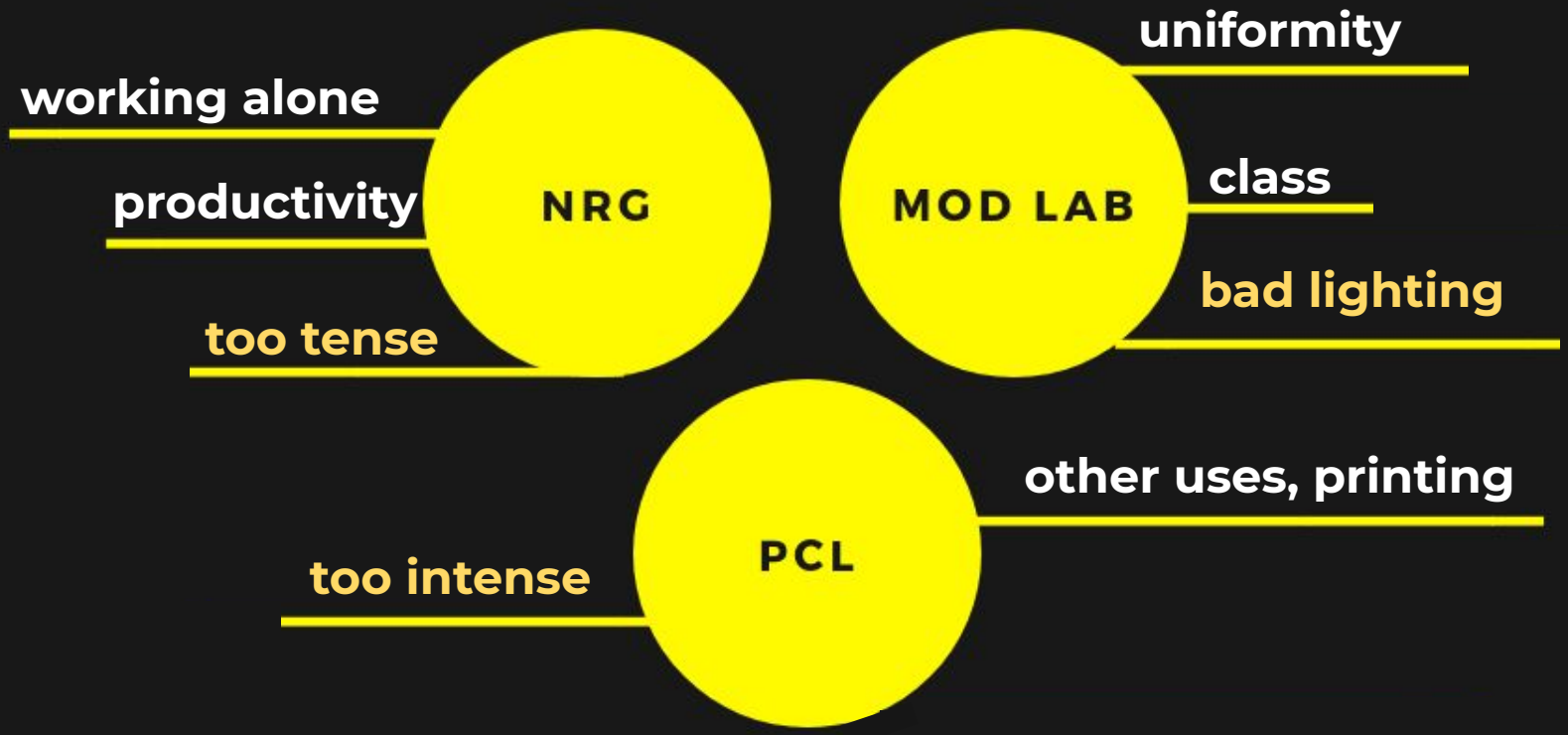
What media centers lack

METHODS:

20 Interviews -
18 Students
2 Professors

109 Survey respondents

MOTIVATIONS

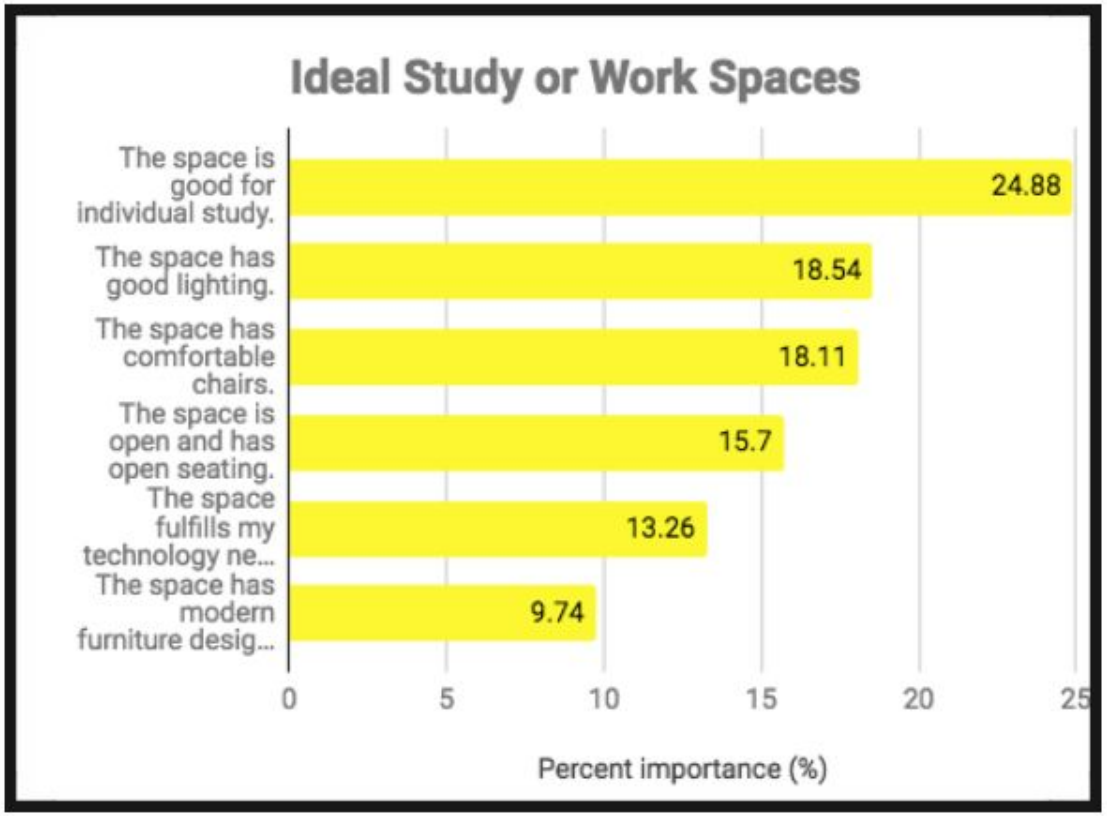


INTERVIEW & SURVEY RESULTS

BASED ON INTERVIEWS:

- Too quiet → tense atmosphere
- Can't collaborate
- Technology is not reliable
- Chairs were uncomfortable, not enough desk space

BASED ON SURVEYS



PRIORITIZING NEEDS

CATEGORY	ATTRIBUTE
MUST HAVES	"The space is good for individual study" (24.88%) "The space has good lighting" (18.54%)
LINEAR SATISFIERS	"The space has comfortable chairs" (18.11%) "The space is open and has open seating" (15.7%)
DELIGHTERS	"The space fulfills my technological needs" (13.26%) "The space has modern furniture design" (9.74%)

CONCEPT GENERATION

NARROWING OUR SCOPE

Focus on the NRG

Direct learning is constantly changing

L

Individual study is more stable

More people use the NRG

More people were dissatisfied with NRG than MOD Lab

CONCEPT

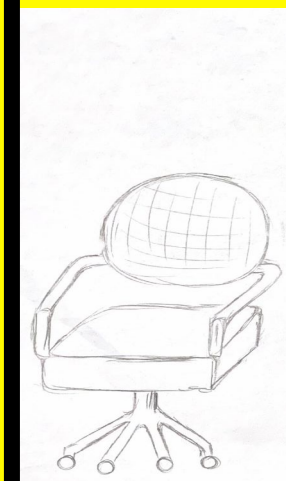
CONCEPT #1 INSPIRATION

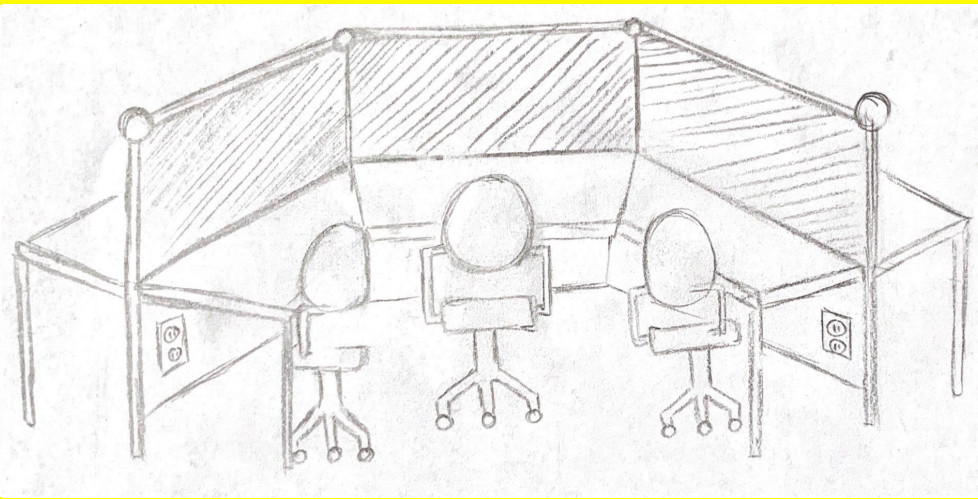
Top Image: *Steelcase's Brody Desk*

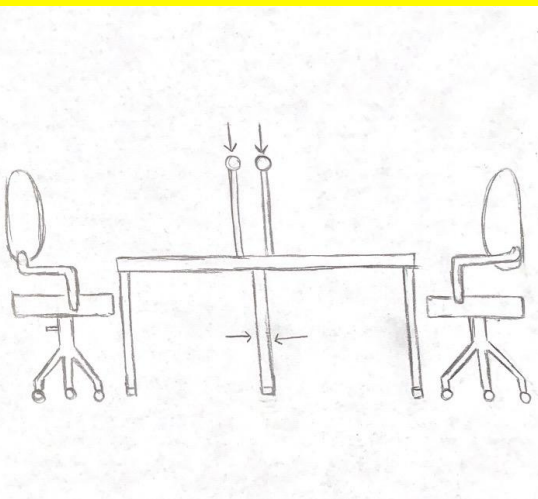
- **Private Working in High-Traffic Settings**

Bottom Image: *Teknion's IE*

- **More open workspaces**







CONCEPT #1:
THE MODERN CUBICLE

The Modern Cubicle looks to enhance the workspace by improving natural lighting with translucent barriers without sacrificing the privacy and functionality of a cubicle.

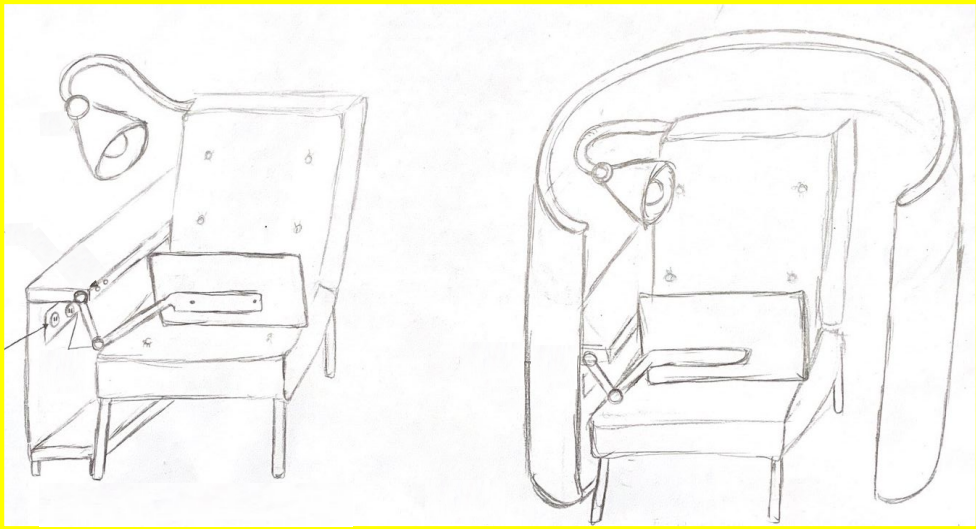
CONCEPT #2 INSPIRATION

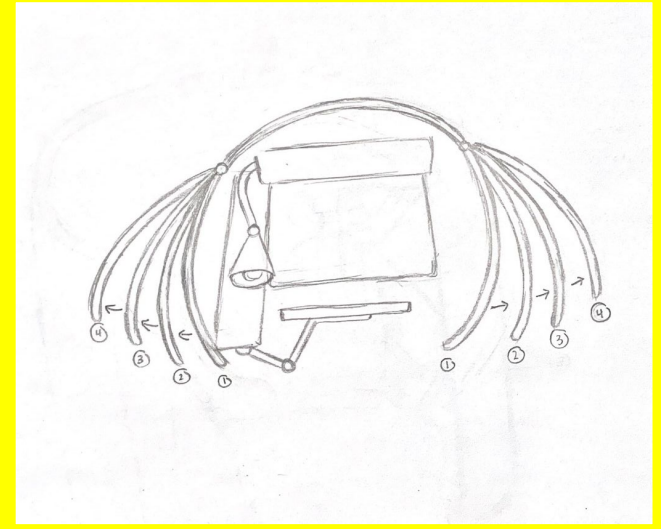
Both Images: *Steelcase's Brody Worklounge*

- Individual study
  - Comfort
  - Lighting
- Modern & Aesthetics

CONCEPT #2:
THE MALLEABLE WALL CUBICLE

The Malleable Wall Cubicle focused on eliminating distractions with adjustable, soundproof walls, providing the user with an optimal isolated workspace.





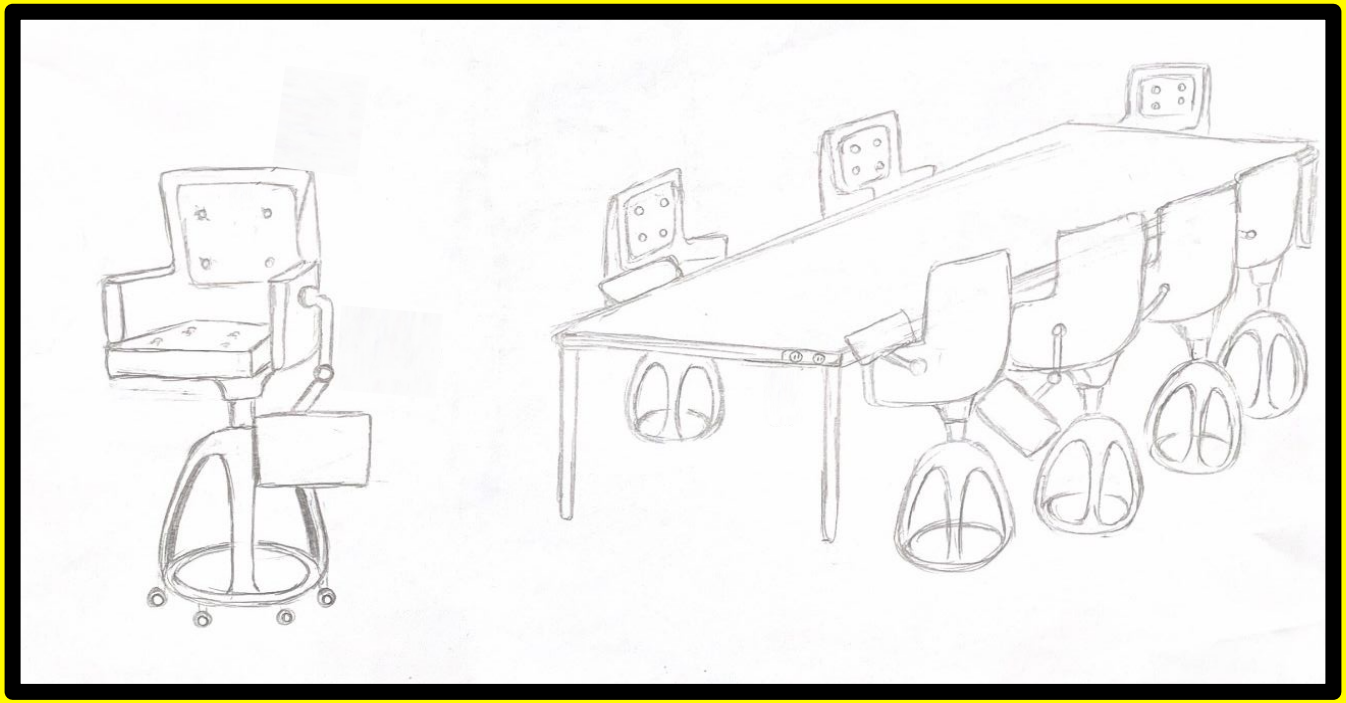
CONCEPT #3 INSPIRATION

Top Image: *Steelcase's Shortcut With Tripod Base Table-top Attached*

- Turnable tables for individual study

Bottom Image: *Steelcase's Shortcut With Tripod Base*

- Group Study



CONCEPT #3:
NO CUBICLES BIG TABLES

The Big Table focused on open seating, allowing users to choose how to arrange themselves in the room, whether it is along the table or separate from the table altogether.

CONCEPT TESTING

AFFIRMING ISSUES:

GOALS:

Measure Satisfaction of Concepts

Identify Users Preferences on Concepts

Evaluate concept concerns

METHODS:

10 Interviews - 10 Students

48 Survey respondents

INTERVIEW FINDINGS

Concept 1

+ PRIVACY
+ NATURAL LIGHTING

- INEFFICIENT USE OF SPACE
- LESS SPACE

Concept 2

+ PRIVACY
+ NOISE CANCELLATION

- LACK OF PRODUCTIVITY
- SMALL SPACE
- NOISE CANCELLATION
- LIGHT FIXTURE PLACEMENT

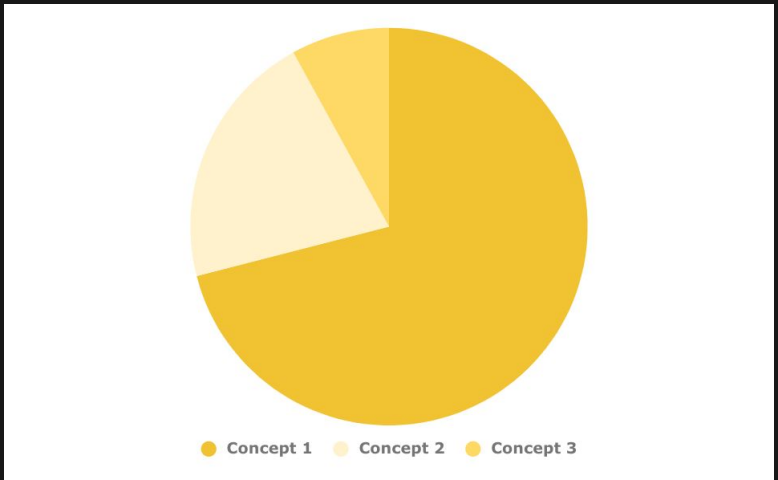
Concept 3

+ ALLOW GROUP WORK

- LESS AVAILABILITY
- LOSS OF PERSONAL SPACE
- ATTACHED TABLE

Concept Testing Insights

Results



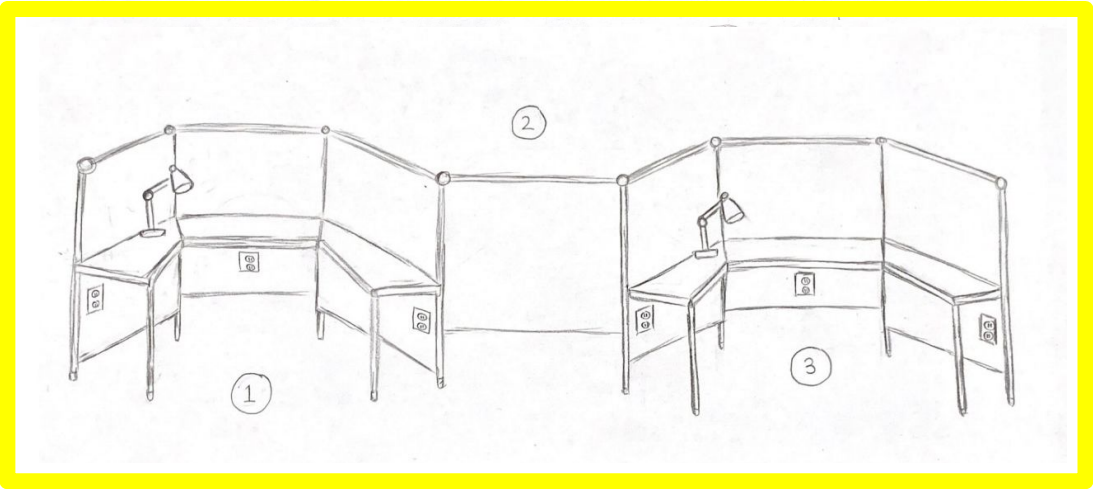
Satisfying Needs

	Individual study	Comfort	Furniture Design	Open Seating	Lighting	Tech Needs
Concept 1	51.85%	27.59%	64.52%	32.14%	53.57%	45.71%
Concept 2	48.15%	58.62%	25.81%	14.29%	28.57%	28.57%
Concept 3	0%	13.79%	9.68%	53.57%	17.86%	25.71%

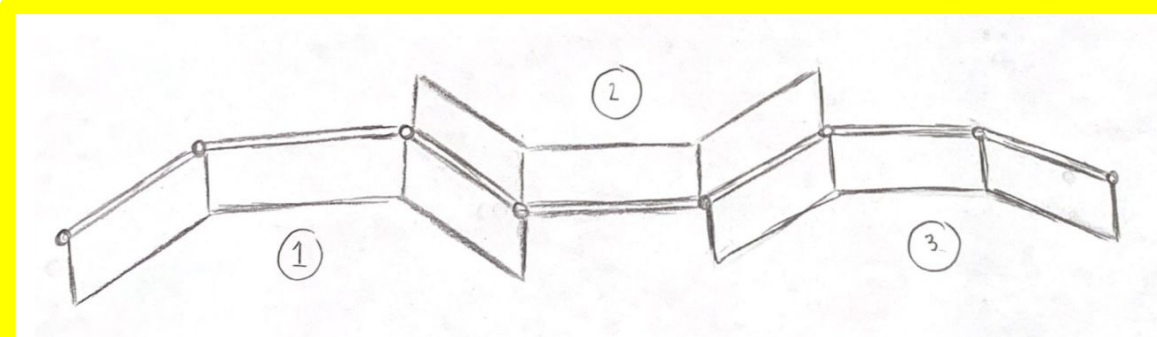
RECOMMENDATIONS

THE MODERN CUBICLE

REVISED



- Personal Light Fixtures
- Set Wall Translucency
- Alternating Work Spaces
- Identical Chairs



QUESTIONS?