

Design Studio for Business + Water Cooler at Pegasus Park
Final Presentation
Spring 2023

INSPIRING COLLABORATION THROUGH SERVICES



Our Team

Hippocrene Design takes inspiration from a spring on Mt. Helicon that formed when Pegasus struck his hoof into the ground. Hippocrene translates as "Spring of the Horse", and the water had the virtue of conferring poetic inspiration on those who drank it.



Martha Fernandez



Kenedy Kundysek



Chloe Lee



Harrison Tassopoulos



Agenda



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Design Challenge & Context

How might **services** help establish an environment of collaboration for the Water Cooler tenants within Pegasus Park?



Design Challenge & Context

“ Collaboration moves at the speed of trust.

Margaret Black, Lyda Hill Philanthropies
Client Brief / January 25, 2023

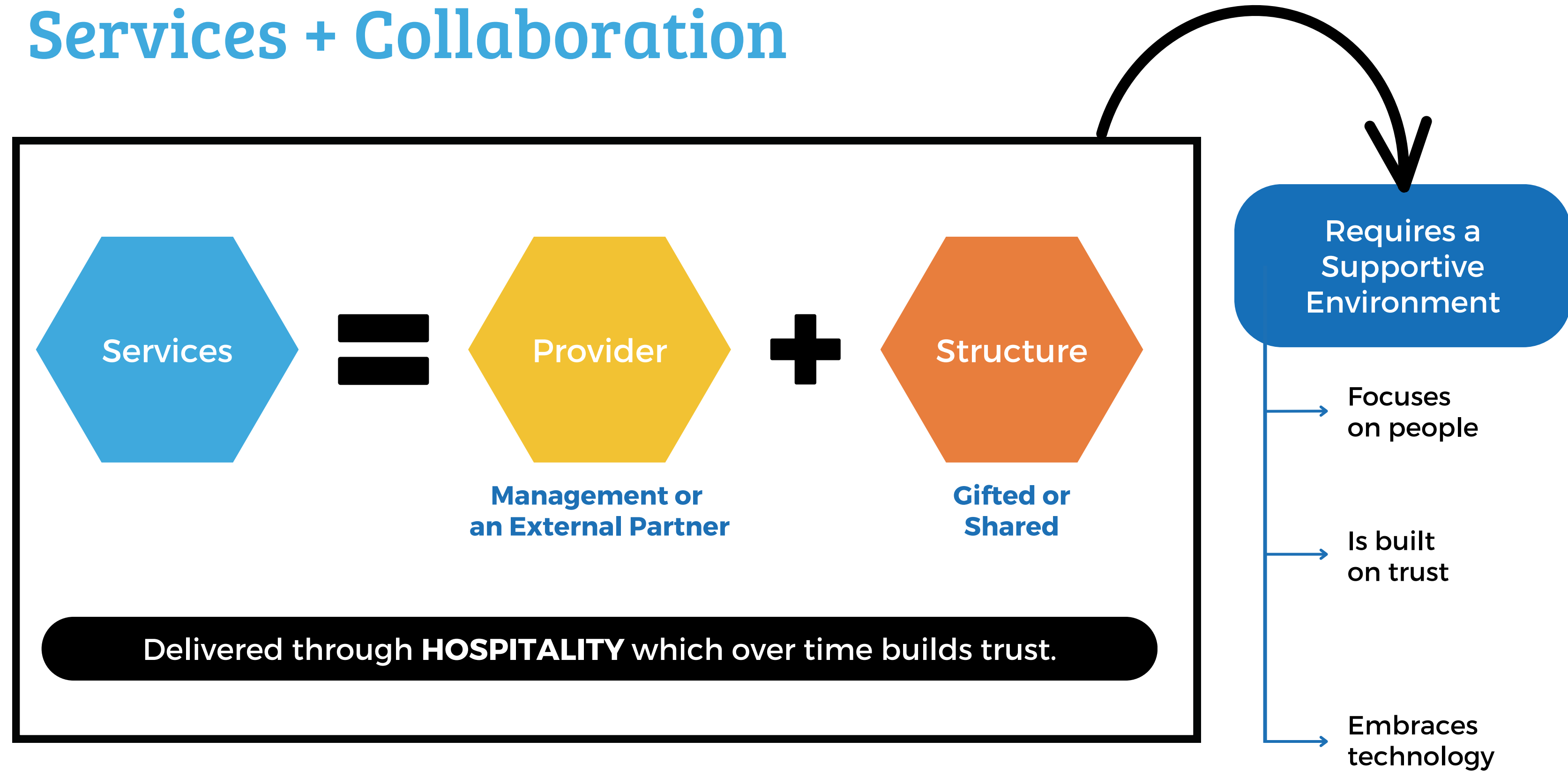


Services



Delivered through **HOSPITALITY** which over time builds trust.

Services + Collaboration



Guiding Research Questions



How are community members accessing existing services?



How are community members using current services to collaborate?



What new services might help community members collaborate?



What is Water Cooler management's role in delivering services?



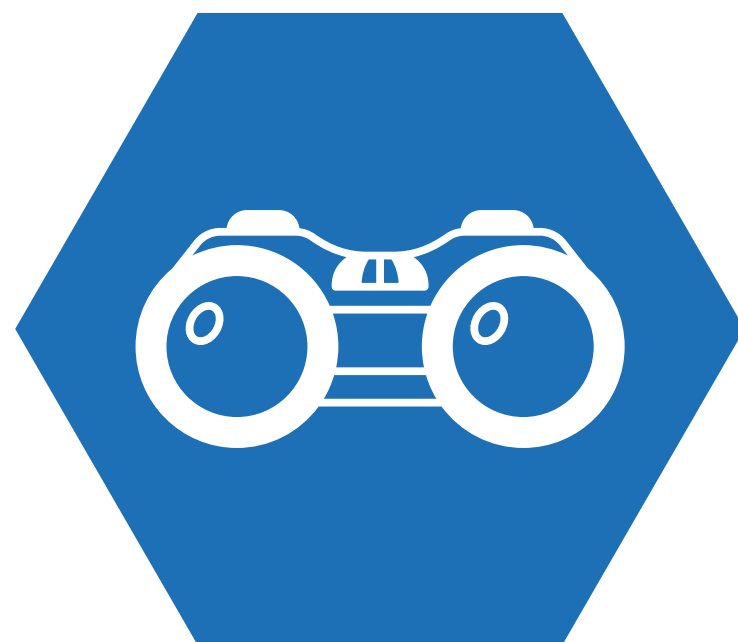
Design Research

ENGAGING THE WATER COOLER COMMUNITY



Engaging the Water Cooler Community

We engaged a diverse set of community members through three design research methods.



Observation



Expert & Leadership
Interviews



Water Cooler
Community Survey



Design Research

Observation

Goal: To understand the design, space use, and overall experience of the Water Cooler offices.



Observation

February 15
3 hours
United to Learn
Dallas Foundation



February 24
1.5 hours
Uplift Education



Design Research

Expert and Leadership Interviews

Goal: To understand best practices in social sector real estate and talent development and how Water Cooler tenant leadership experiences collaboration, services, and trust.



Expert & Leadership Interviews



Mariam Matin
Co-Founder
February 20, 2023



Sally Morrow
Consulting Manager
February 21, 2023



Elizabeth O'Brien
Membership and Events
Coordinator
February 21, 2023



Angela Tristan
Senior Director of
Campus Support
March, 2023



Annette Leslie
Founder
February 27, 2023



T.J. Griffin
Senior Director
of Communications
February 27, 2023



Amy McCloskey
Senior Director
of Events
February 27, 2023



Seth Block
Director of
Collective Impact
March 3, 2023



THE NONPROFIT CENTERS | NETWORK



uplifteducation



helping kids fight cancer



GRANT HALLIBURTON
FOUNDATION

Themes: Expectation, Structure, Proximity

“Part of being in the Water Cooler is you do these things...what is compulsory, what is not?”

Mariam Matin, Second Day
Interview / February 20, 2023



“You have to force people to do things sometimes!”

Annette Leslie, Carson Leslie Foundation
Interview / February 27, 2023



“When you are able to reduce proximity, you make collaboration a lot easier.”

Seth Block, SVP Dallas
Interview / March 3, 2023





Design Research

Water Cooler Community Survey

Goal: To understand the current experience and future desires around services and collaboration from a broad group of Water Cooler community members.



Community Survey

We distributed a community survey to more than 200 Water Cooler community members.

41 individual responses

15 organizations represented

3.6 years of average tenure

51% of respondents said they collaborate in their role



**WE
WANT
TO
LEARN
FROM
YOU**

Hi there! We are graduate students in the SMU Master of Arts in Design and Innovation (MADI) program. This spring, we are partnering with the Water Cooler to explore our design challenge:

How we might establish an environment of collaboration for Water Cooler tenants

To begin our research, we designed a short survey to help us better understand your experience. We are looking forward to learning from you!



Sincerely,

Kenedy Kundysek, Martha Fernandez,
Chloe Lee & Harrison Tassopoulos



If you have any questions, or would like to share more information, feel free to email our team at hippocrenedesign@gmail.com



Community Survey

Q: How would you describe your experience in accessing current amenities and services and connecting with fellow Water Cooler staff non-profits?

I am able to easily access the amenities and services provided by the Water Cooler.

68%

Agree or Strongly Agree

I am able to easily build relationships with other Water Cooler employees.

40%

Disagree or Strongly Disagree

I understand the mission of other Water Cooler non-profits.

43%

Disagree or Strongly Disagree



Community Survey

Q: What specific communications-related functions would help you better collaborate with other Water Cooler staff and non-profits?

Most Frequent Selections



Shared Bulletin Board
(36 selections)



Water Cooler Calendar
(32 selections)



Employee/Organization Profiles
(32 selections)



Content Sharing
(30 selections)

Themes: Awareness, Expectation, Connection



I'm not sure who to contact, what their roles are or what their work entails to identify opportunities to collaborate.



How do you institutionalize some of these practices as being part of the Water Cooler community? There is a fine line between everything is opt-in versus part of being in the Water Cooler is you do these things.



It's an amazing space, but since we have our own office area, we do tend to stay in our silo.

Water Cooler Community Members
Survey / February 2023



Design Research

So what did we learn from all of our
community research?



We learned that community members...

- 1 don't know who is here or what they do
- 2 are interested in new connections
- 3 have a desire for clear structures



Design Considerations



Be mindful to not overcrowd the current menu of services



Consider the process of how services are accessed



Benefit all community members, especially in-office and hybrid staff



Design Prototype

WATER COOLER COMMUNITY LINKEDIN GROUP



If we design a digital community, will...

- 1 people **join**?
- 2 it serve a baseline need to **share information**?
- 3 people use it to **create new connections in person** without nudges or facilitation?



Phase 1 - Digital



Launch Water Cooler Community LinkedIn Group



Test if people will join



Test if LinkedIn fulfills the baseline need of sharing information

Phase 2 - In-Person



Test if we can motivate in-person action through nudging or facilitation



Phase 1 - Digital

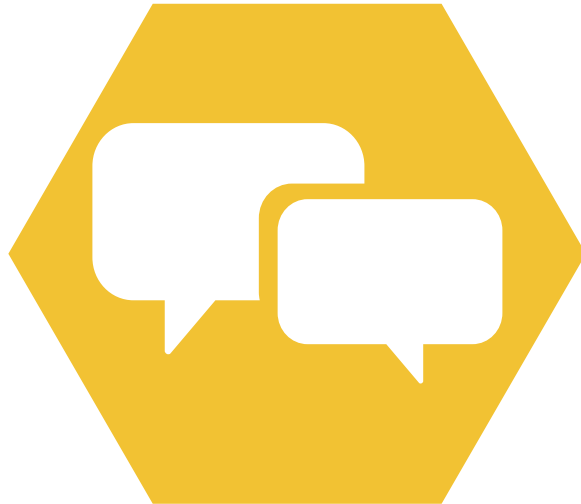
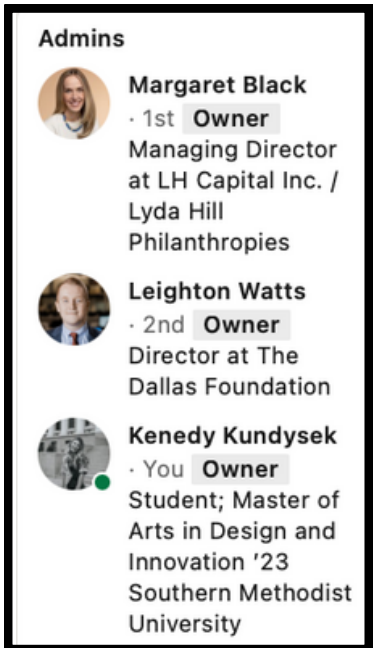
Prototype Elements



Invitation



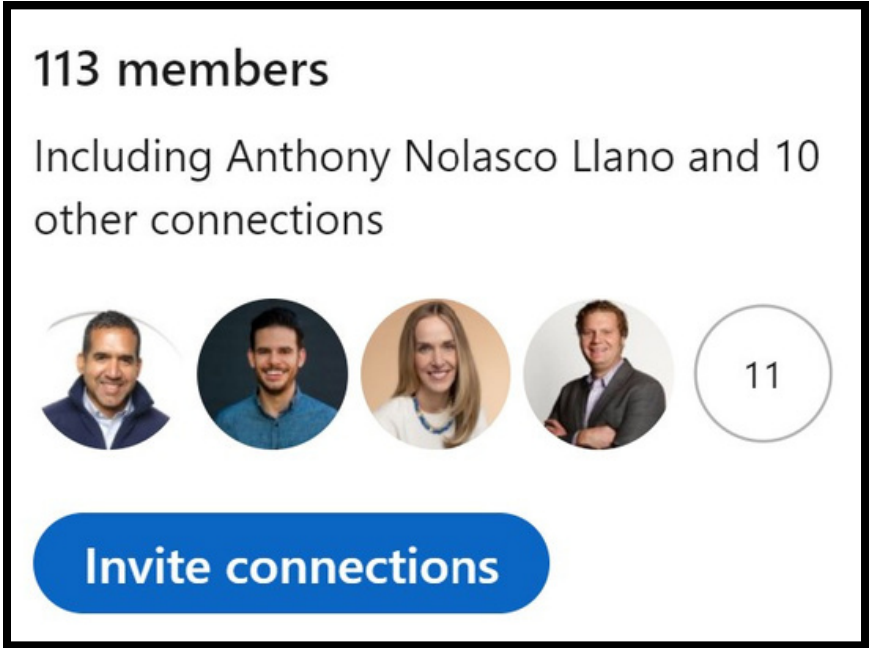
Host



Content



Digital Community





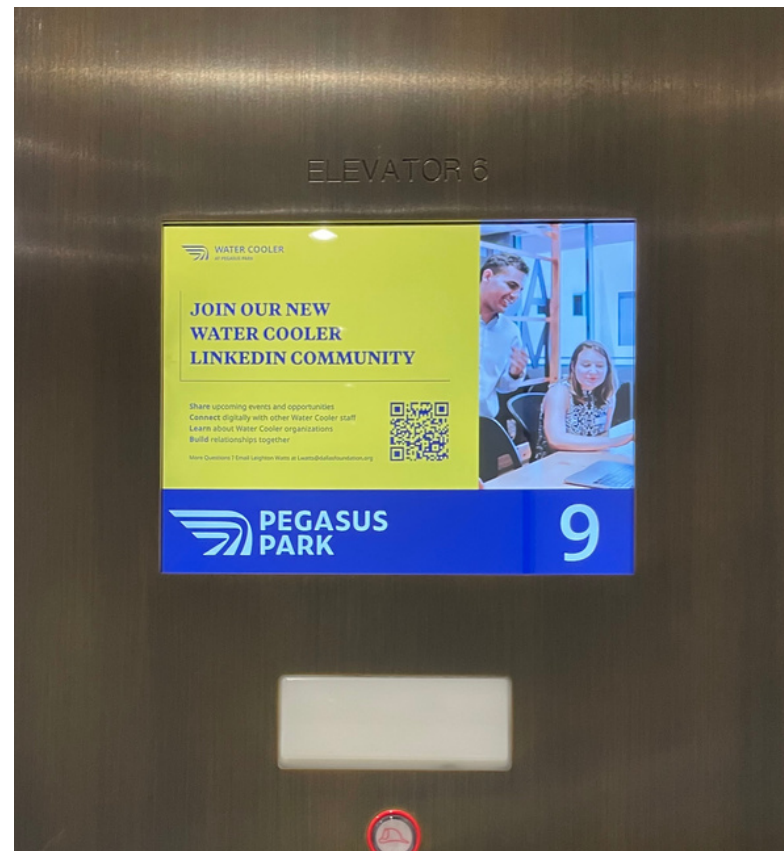
Prototype Question 1

Will people **join**?

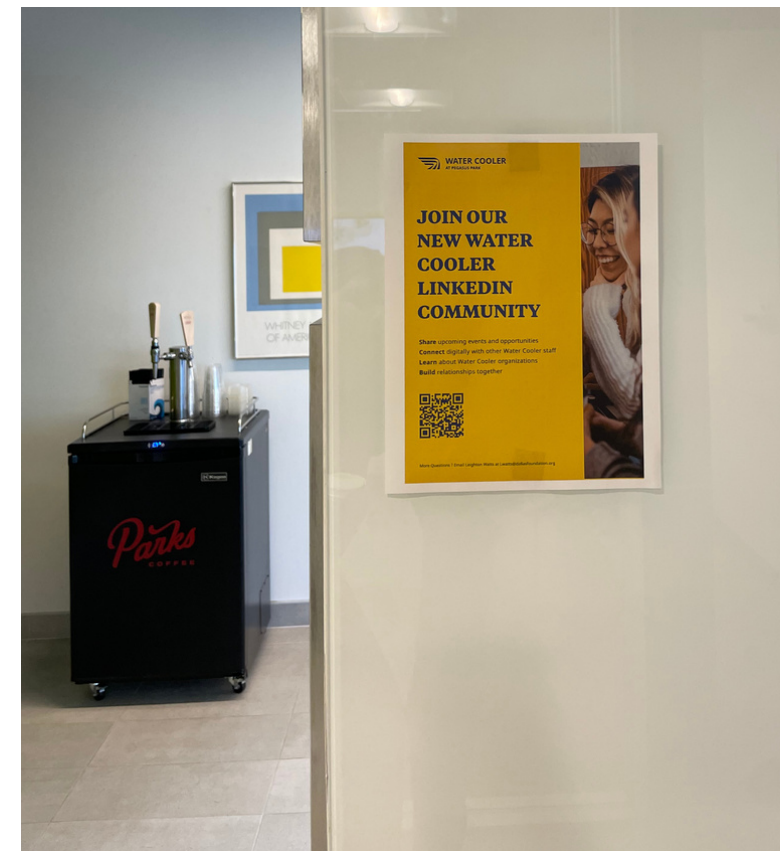
Phase 1 - Digital

Invitation

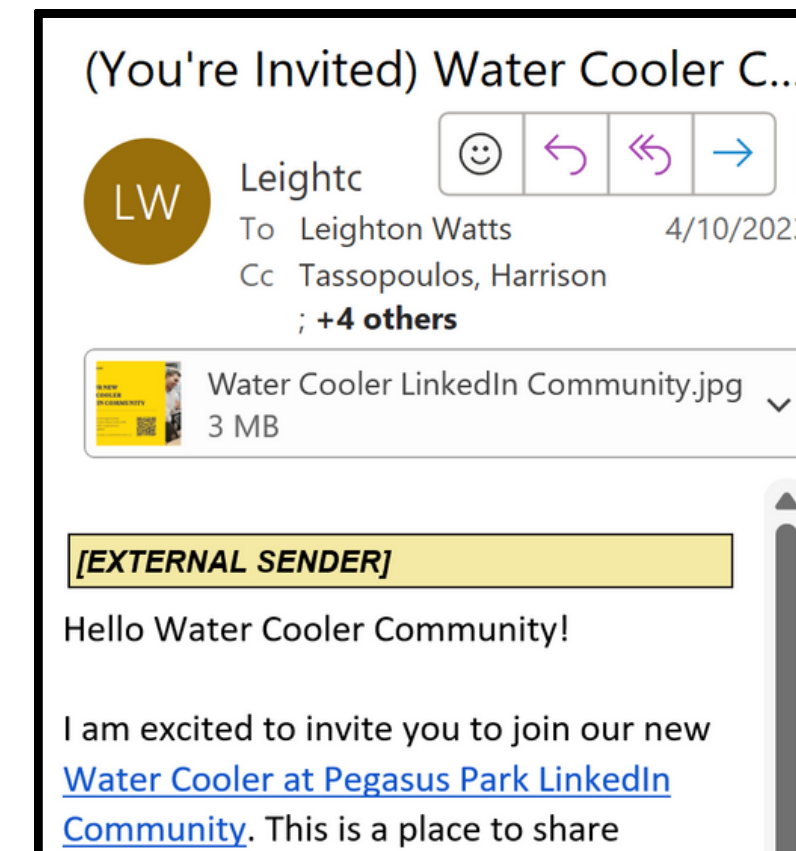
We promoted the group across multiple communication channels.



Digital Flyers



Print Flyers



Targeted Email Outreach



Community Member Metrics

61 sign-ups
within
24 hours

105+ Water Cooler
community
members

28 organizations
represented

25% community
member
participation

Member List Snapshot



Drexell Owusu · 2nd
Senior leader, focused on improving lives/outcomes in my community



Sonya Parker Goode · 2nd
Grant Halliburton Foundation Director of Outreach and Education



Parijat (Kitty) Surve · 2nd
Respect the past enough to change the present and redefine the future.



Abby Mayer · 2nd
Managing Director of Philanthropic Investments at The Commit Partnership - Innovative problem solver. Systems and solution builder. People empowerer.



Sarahi F. · 2nd
Advancement Coordinator at United to Learn | MBA Candidate



Community Member Metrics

Most Frequent Job Titles



Director

24 members



Manager

22 members



**CEO /
Executive
Director**

12 members



**Senior
Director**

10 members



Prototype Question 2

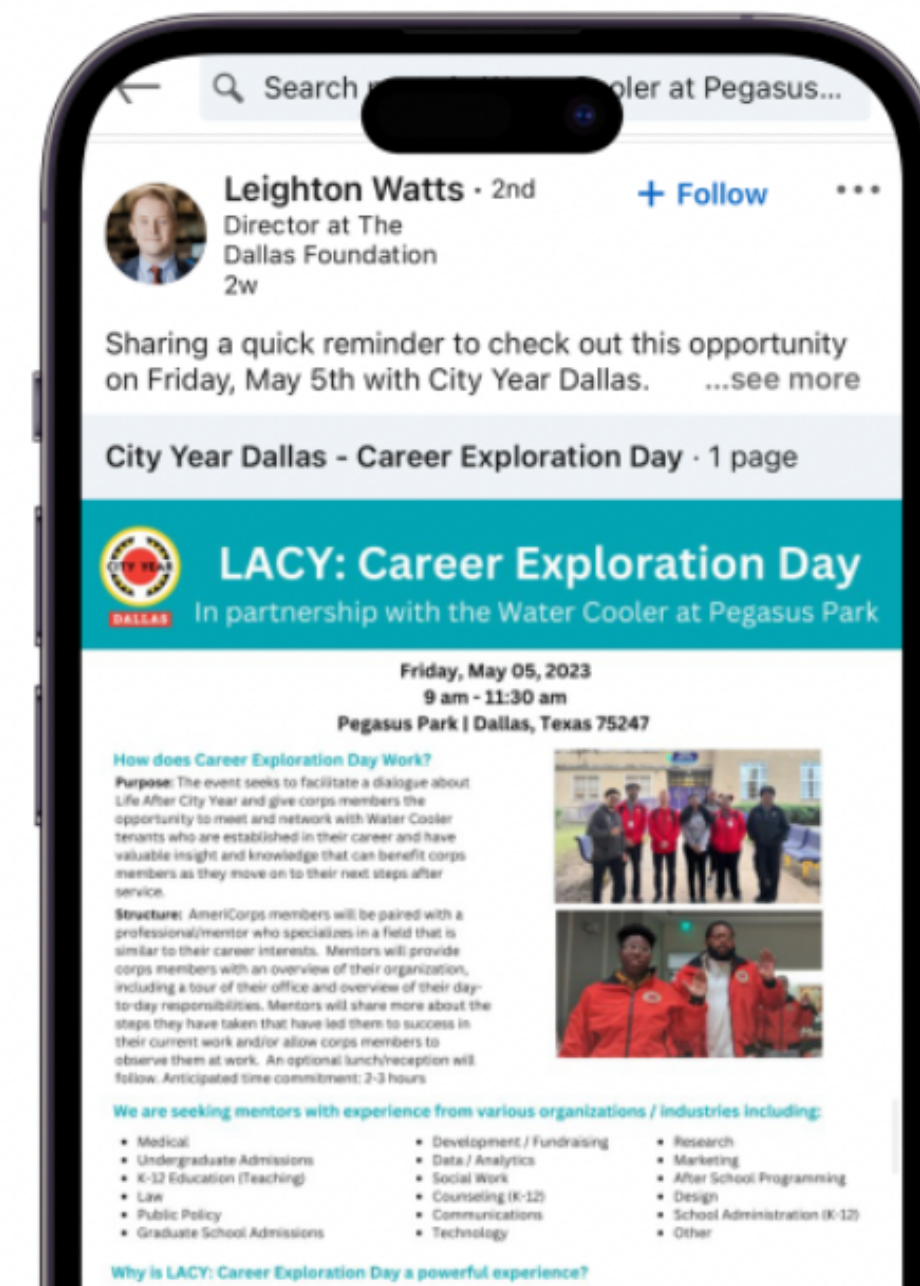
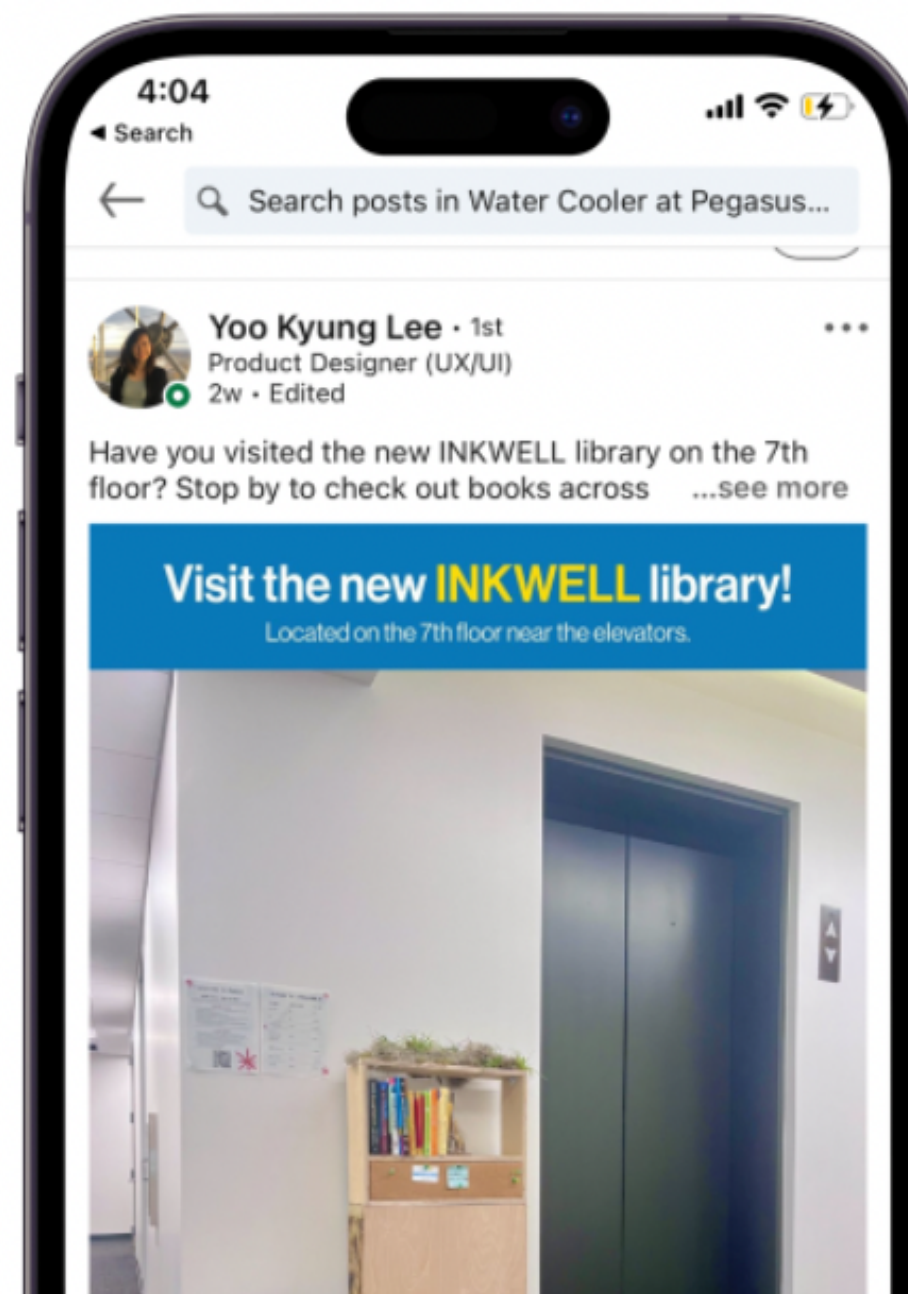
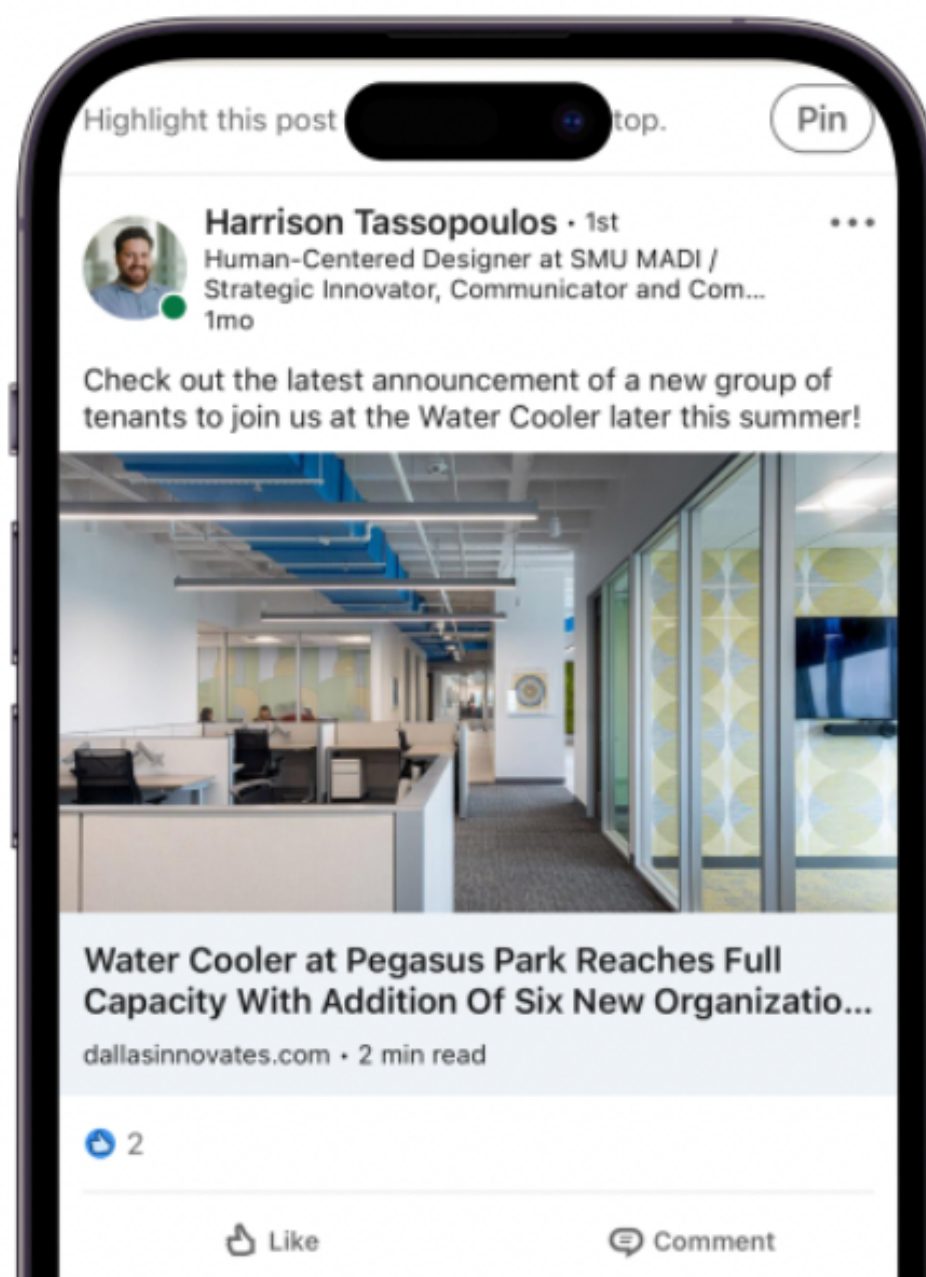
**Will a digital community
fill a baseline need
to share information?**



Phase 1 - Digital

Testing Digital Content

We designed and posted content that aligned with what we heard in our community survey.

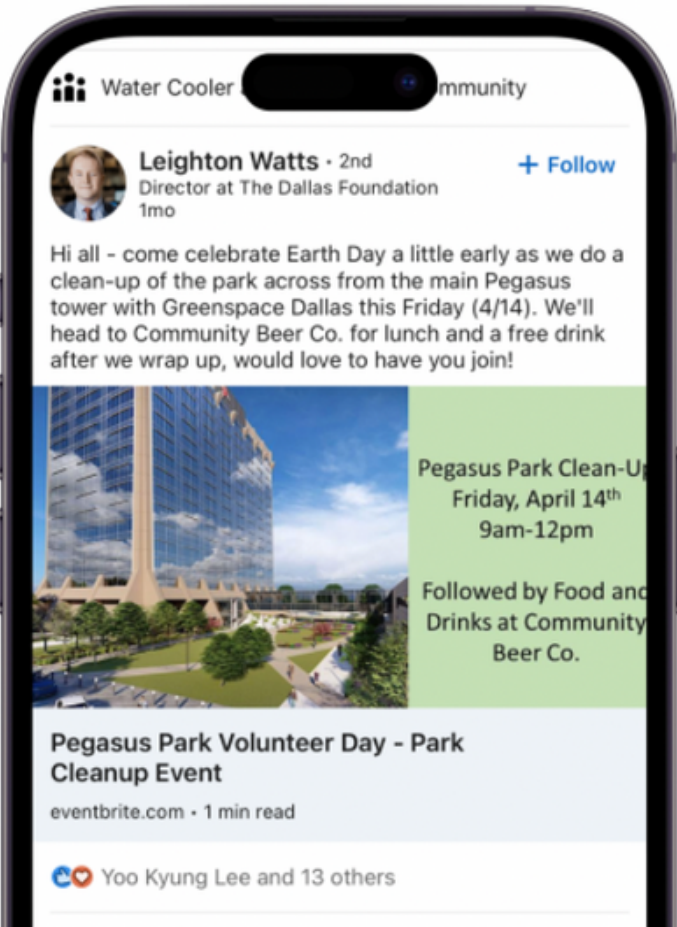




Phase 1 - Digital

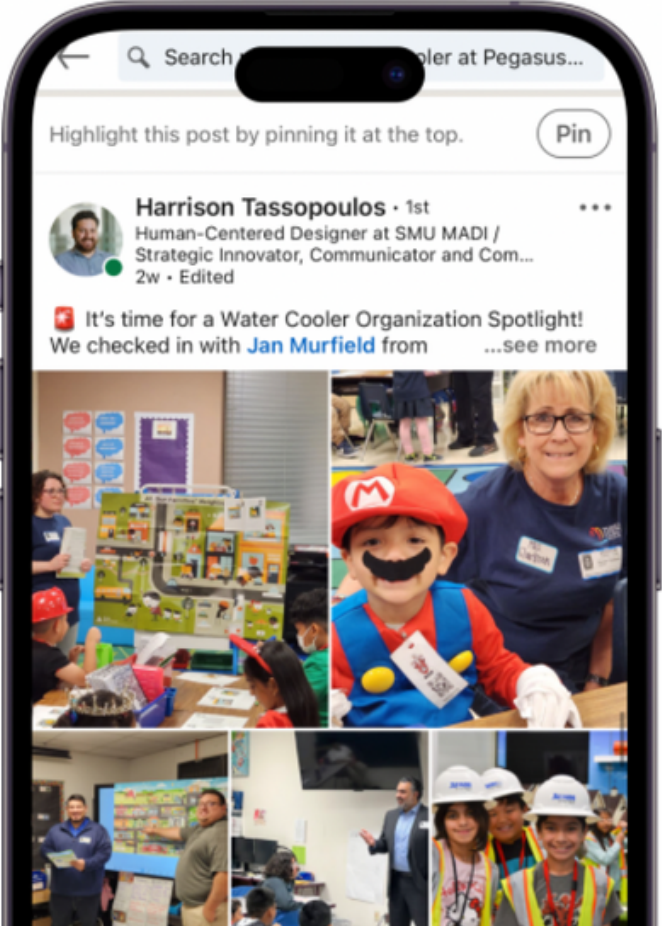
Digital Content Response

Water Cooler & Community Events



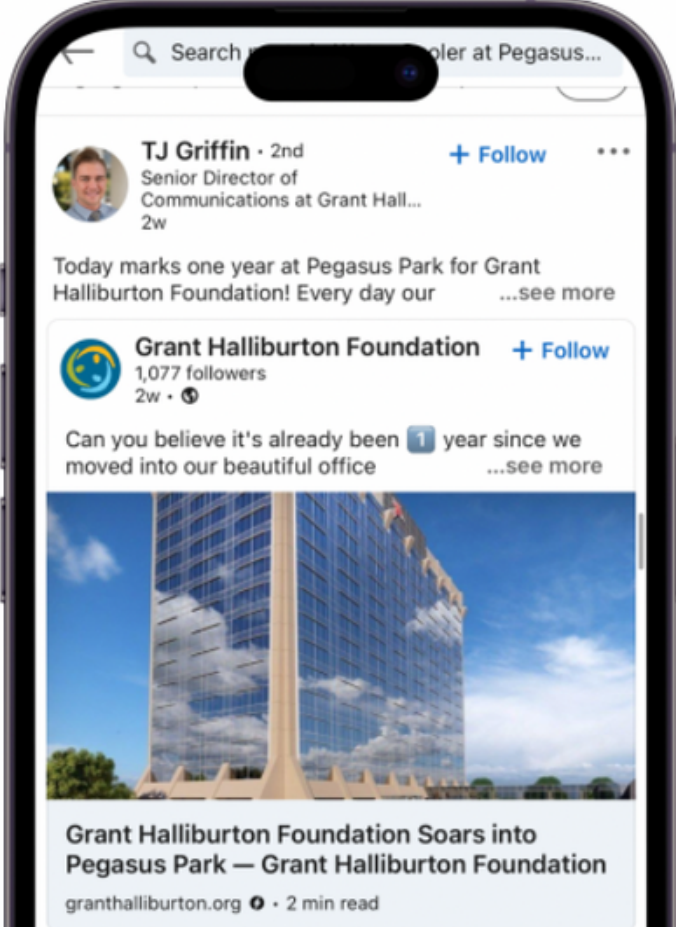
Impressions: 482
Likes: 12

Organization Spotlights



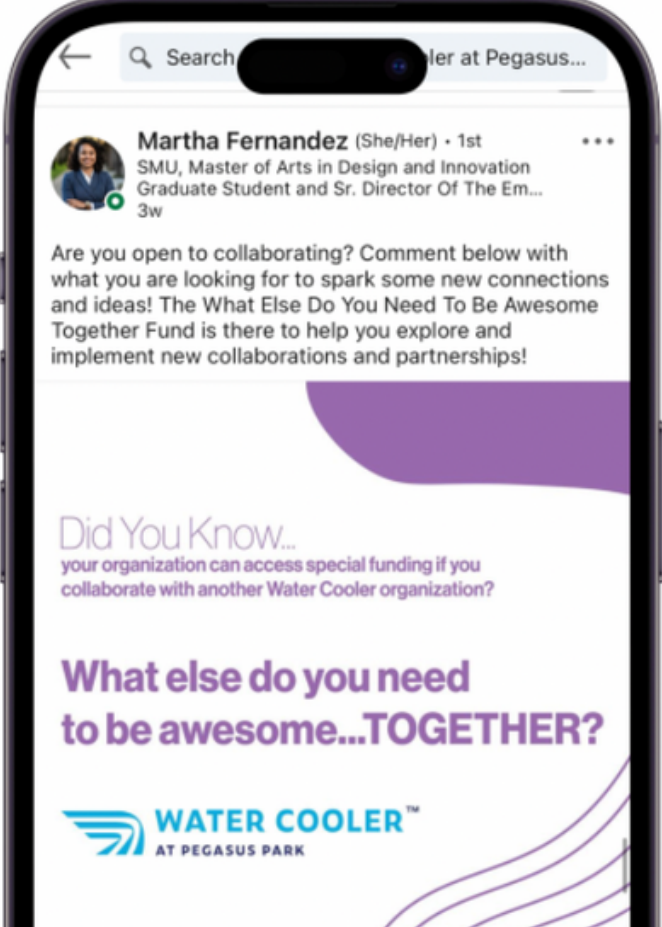
Impressions: 193
Likes: 7

Company & Industry News



Impressions: 217
Likes: 8

Water Cooler Amenities & Services



Impressions: 283
Likes: 3

Phase 1 - Digital



Launch Water Cooler Community LinkedIn Group



Test if people will join



Test if LinkedIn fulfills the baseline need of sharing information

Phase 2 - In-Person



Test if we can motivate in-person action through nudging or facilitation



Prototype Question 3

Will people **create new connections in person without nudges or facilitation?**





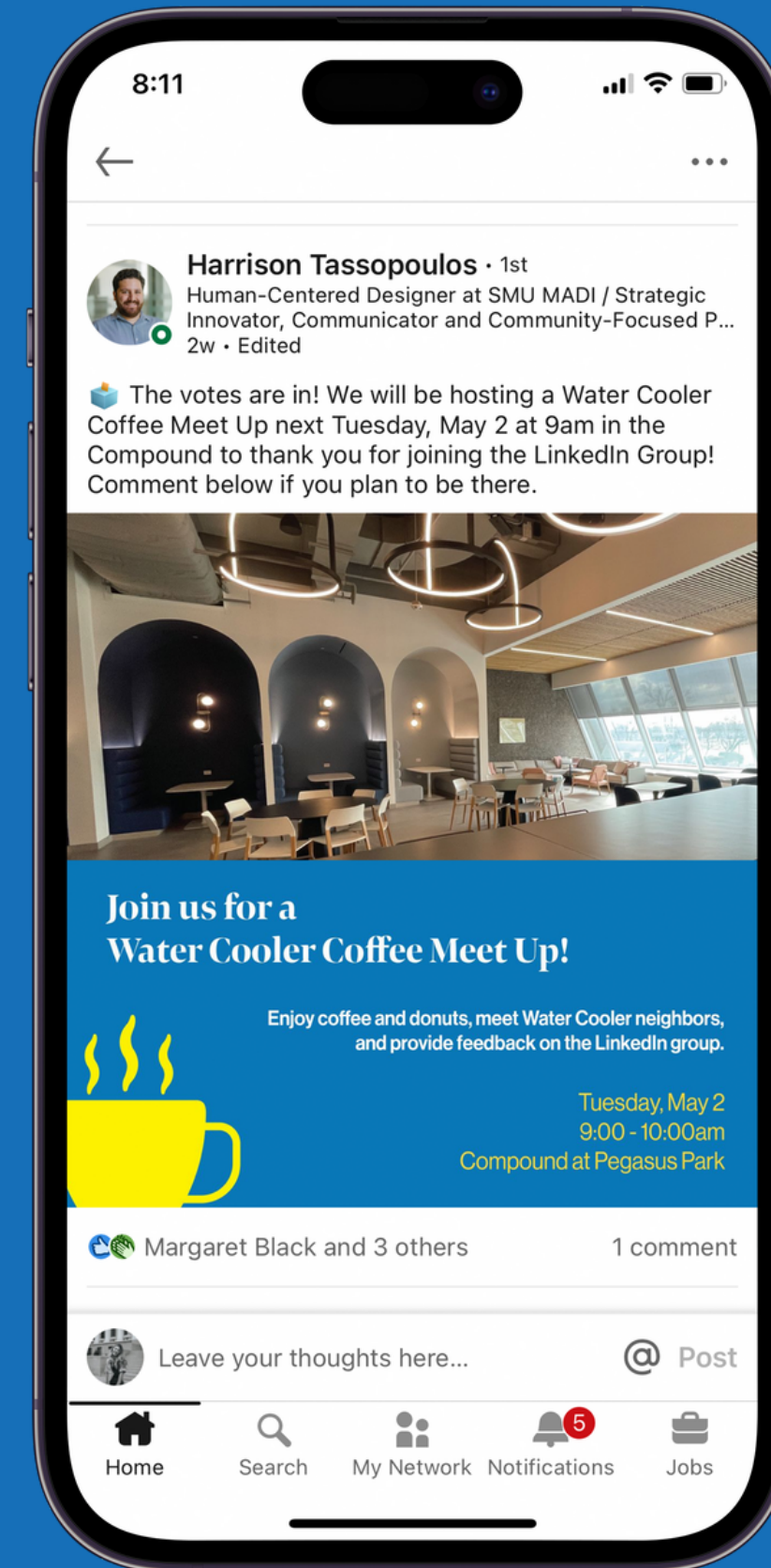
We had provided a digital community, invited members to join, and promoted content...

BUT we were still curious how a digital experience might motivate in-person behavior.



Phase 2 - In-Person

So we added to our prototype
by hosting an **in-person**
Water Cooler Coffee Meet Up!



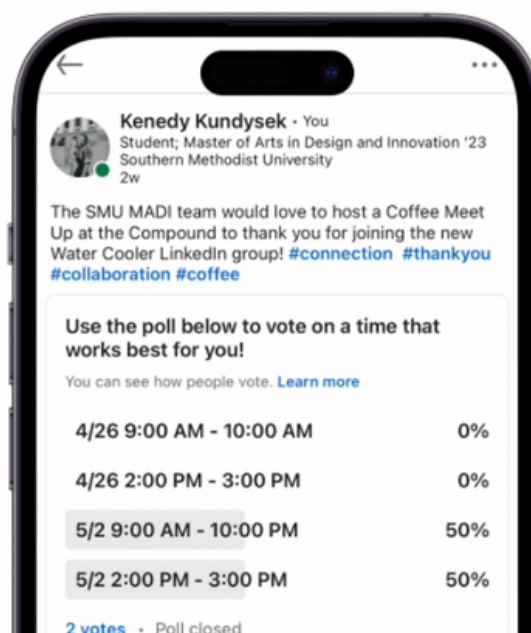


Phase 2 - In-Person

Prototype Elements



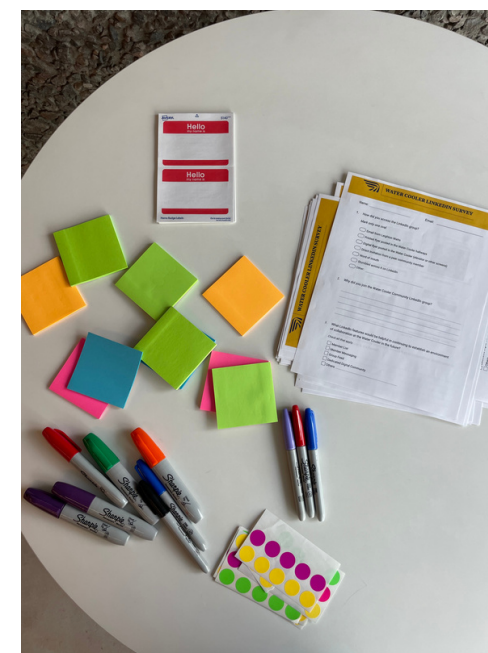
Invitation



Host



Content



Coffee Meet Up

9am-10am
Tuesday, May 2
The Compound



0 attendees

We know there are factors to still consider...

- 1 Day of week
- 2 Time of day
- 3 Water Cooler programming expectations





Design Prototype

Post-Prototype Survey



Post-Prototype Survey

Q: What LinkedIn features would be helpful in continuing to establish an environment of collaboration?



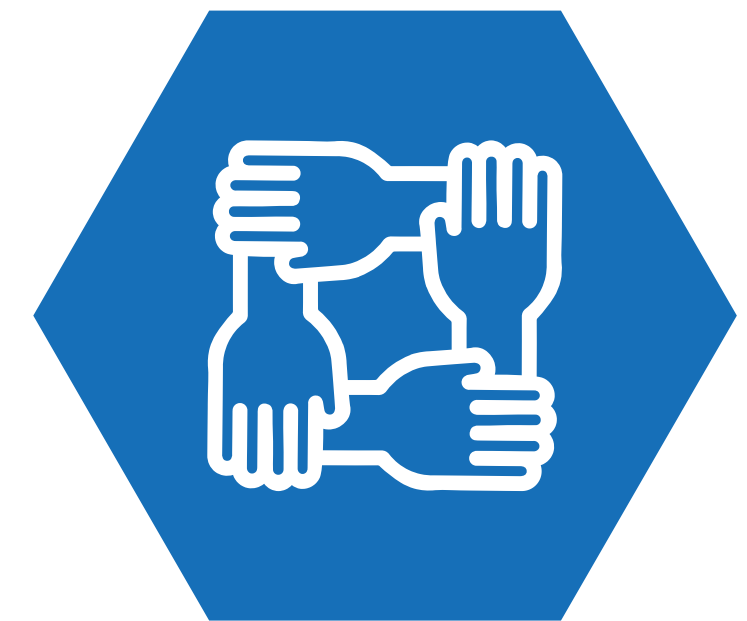
Member List
9 selections



Group Feed
6 selections



Member Messaging
3 selections



**A Dedicated
Digital Community**
3 selections



Post-Prototype Survey

Q: Did you add any new LinkedIn connections after joining the group?

30% of respondents
added new LinkedIn
connections

Q: What actions did you take after joining the group?



1 person made a post in the group



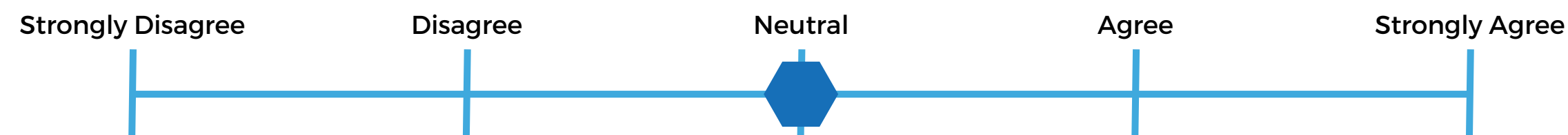
1 person reached out to a new LinkedIn connection via LinkedIn messaging



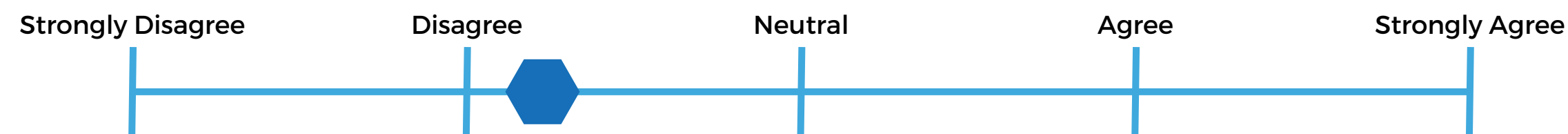
Post-Prototype Survey

Q: Please indicate your level of agreement with the following statements based on your experience being a part of the LinkedIn group.

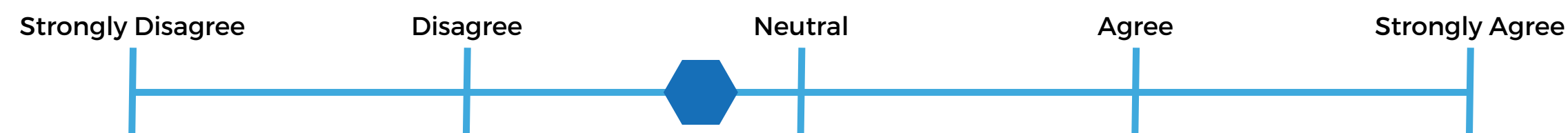
I know who offices at the Water Cooler.



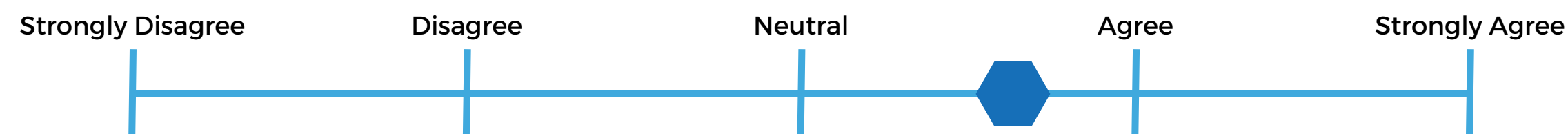
I know what my fellow community members do in their job.



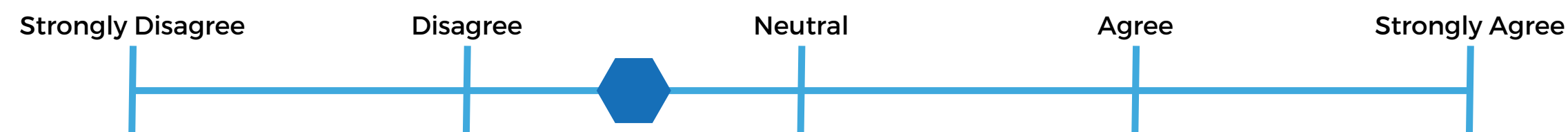
I know how to contact my fellow community members.



I am able to build new relationships with other employees.



I understand the missions of other organizations.



We designed a digital community, and...

- 1 people joined.
- 2 it served a baseline need to share information.
- 3 need further testing to determine if people will use it to create new in-person connections.





DESIGN PRINCIPLES & RECOMMENDATIONS



Design Principles

- 1** Invest in a Digital Community
- 2** Leverage Digital to Complement In-Person
- 3** Provide a Consistency of Hospitality



Design Principle 1 of 3

Invest in a Digital Community

Investing in a digital community would provide Water Cooler organizations and community members with increased access to needed information to build new relationships together.



Design Principle 1 of 3

“ LinkedIn is the perfect digital tool.

Water Cooler Community Member
Post-Prototype Survey / May 2023





Design Principle 1 of 3

Invest in a Digital Community

Recommendations



Champion the Water Cooler Community LinkedIn Group as the platform to share information in a digital environment.



Dedicate staff time to curate community content.



Design Principle 2 of 3

Leverage Digital to Complement In-Person

Leveraging digital to complement in-person programs and spaces would add to a holistic experience and set clear structures for community participation.

Design Principle 2 of 3

“Honestly, I think community is built in-person through experiences, not virtually.”

Water Cooler Community Member
Post-Prototype Survey / May 2023





Design Principle 2 of 3

Leverage Digital to Complement In-Person

Recommendations



Add screens near elevators and restrooms to increase digital real estate to mirror the content being shared in LinkedIn.



Test new ways to increase engagement and motivate in-person relationship building through gamification or rewards.



Design Principle 3 of 3

Provide a Consistency of Hospitality

Providing a consistency of hospitality over time will deepen trust between management and community members and increase adoption of services.



Design Principle 3 of 3

“ I'll be able to answer better in a few months.

Water Cooler Community Member
Post-Prototype Survey / May 2023





Design Principle 3 of 3

Provide a Consistency of Hospitality

Recommendations



Maintain a consistent content calendar that prioritizes sharing community events and organization spotlights.



Assess and hire internal human capital needed to manage a comprehensive events and communications plan.



Design Principles Summary

Design principles to guide future decisions around services and a digital experience at the Water Cooler.

1

Investing in a digital experience would provide Water Cooler organizations and community members with increased access to needed information to build new relationships together.

2

Leveraging digital to complement in-person programs and spaces would add to a holistic community experience and set clear structures for participation.

3

Providing a consistency of hospitality over time will deepen trust between management and community members and increase adoption of services.

Answering our Design Challenge

How might **services** help establish an environment of collaboration for the Water Cooler tenants within Pegasus Park?



Answering our Design Challenge

By embracing a digital-forward experience that...



increases access to organizational and community member information needed to build new relationships,



complements in-person programs and spaces, and



is delivered consistently over time through a high level of hospitality.

THANK YOU!

hippocrene
MADI

