Overview

The Yesler Terrace Community became Seattle's first publicly subsidized housing community in 1940. As Yesler is currently undergoing redevelopment, increasing from 561 units to 1,100 units, the Seattle Housing Authority (SHA) became concerned with the current and future communication within the community.

Methods

1. Literature Review
2. Competitive Analysis
3. Field Studies
   - Interviews
4. Focus Group
5. Usability Testing
6. Guerrilla Study
7. WoZ Testing

Limitations

- Unreliable Access to Wi-Fi & Technology
- Language Barriers
- Restricted Access to Buildings

Findings

Interactivity

Residents displayed caution when interacting, this may be attributed to fear of breaking the technology.

Content & Organization

Residents value information presented in images, categories, and real time.

Concept Outcome

Our design concept effectively facilitated communication of events and programs to residents.

Community Identity

High value is placed on identity from both residents and service providers.

Platform & Maintenance

A small screen can be less visible and subject to damage or stolen as expressed by residents.

Recommendations

- Layered Interaction
  - Designing informative displays with an optional secondary level of interaction.
- Engaging Content
  - Using lucid media that pertains to the intended audience.
- Value for Users
  - Ensuring that the content contains useful relevant information.