



The Riveter: Collecting Member Feedback

TEAM

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PROCESS



FIELD RESEARCH

8 sessions in 2 Riveter locations



INTERVIEWS

10+ key stakeholder & member interviews



ONLINE SURVEY

35 member responses in 2 weeks



ANALYSIS & IDEATION

2 analysis workshops & initial design sketches



PROTOTYPING

2 iterations of a digital interactive prototype



USABILITY TESTING

Tested with over 10 users, leading to final iteration



PROBLEM STATEMENT

Helping The Riveter, a female-forward coworking space, track the needs, motivations, and goals of members on a digital interface to help better understand and serve their community.

DATA COLLECTION PROCESS

● Our Recommendations

FOR MEMBERS

FOR THE RIVETER

INITIAL ONLINE EXPOSURE

Potential members learn **the values** of The Riveter and **basic information** such as hours, locations, and events offered.

The Riveter learns **basic information** about potential members such as their name, email, and phone number.

VISITING THE SPACE FOR THE FIRST TIME

When visiting, potential members learn about **membership types** and the **amenities** available and are introduced to **feel of the community**.

The Riveter learns more about their lead's **business and position**, their business needs, and their **need for a coworking space**.

NEW MEMBER ORIENTATION

New members learn about **the norms** of the space, the internal **online communities**, and are introduced to the **member feedback system**.

The Riveter learns the **immediate concerns** of new members such as **their support needs, desired events, and preferred community introduction**.

DAY-TO-DAY INTERACTIONS & EVENTS

Members **grow connections** with the community and learn **reasonings behind events** offered and **updates based on member feedback**.

The Riveter learns about the **daily interactions** of members, then **records feedback on events and daily experiences with the feedback system**.

REGULAR CHECK-INS & FEEDBACK SURVEYS

Members learn of **new updates** and events. They receive **responses to past feedback** and **recognition for their community impact**.

The Riveter receives **general feedback** plus **quantitative ratings** of experiences and **qualitative responses** about members' frustrations and joys.