

TEAM

Lauren Beehler Zena Getachew Yvonna Skrinnik Brynn Tweeddale

PROCESS



FIELD RESEARCH 8 sessions in 2 Riveter locations



10+ key stakeholder & member interviews



ONLINE SURVEY 35 member responses in 2 weeks



ANALYSIS & IDEATION

2 analysis workshops & initial design sketches



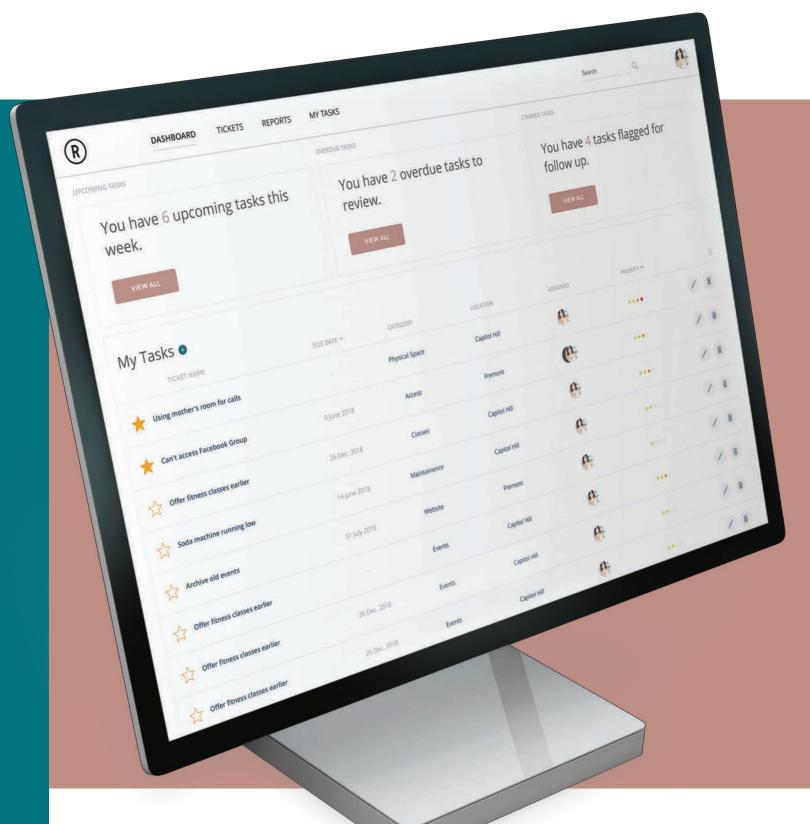
PROTOTYPING

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

INTIAL 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' frustruations and joys.