

VICKY HSU
ELLEN LERNER



Dsc 501
APRIL 25, 2012

ARIZONA STATE UNIVERSITY

THE FARMER EDUCATION
BUILDING COURTYARD

RESEARCH REPORT



INTRODUCTION

“I wish to foster a university that is a function of its contemporary environment, rather than the replication of an entity that was derived in another setting and in another time.”

—ASU President Michael Crow; The New American University

The Farmer Education Building Courtyard

AT THE HEART OF ASU'S TEACHERS COLLEGE LIES THE FARMER EDUCATION BUILDING COURTYARD.

A UNIQUE INDOOR-OUTDOOR SPACE, THE POPULAR COURTYARD HAS PROVIDED REST AND RENEWAL TO TEACHERS-IN-TRAINING, PROFESSORS, PARENTS AND THEIR PRESCHOOLERS SINCE 1960.

NOW SHOWING SIGNS OF WEAR AND TEAR, IT RISKS PRESENTING AN IMAGE COUNTER TO THE COLLEGE'S STATED MISSION OF ATTRACTING AND RETAINING STUDENTS AND TEACHERS TO "THE NEW AMERICAN UNIVERSITY."

11th St

Farmer Education Bldg. ★

Forest Ave



DESCRIPTION, FOCUS & PURPOSE



The Farmer
Education Building
Courtyard

DESCRIPTION:

THIS PROJECT INVOLVED OBSERVATION OF THE FARMER BUILDING COURTYARD AND INTERVIEWS WITH ITS USERS TO EXPLORE THEIR EXPERIENCE. DATA ANALYSIS WAS CONDUCTED TO IDENTIFY PATTERNS AND RELATIONSHIPS BETWEEN THE ENVIRONMENT AND ITS USERS IN ORDER TO IMPROVE THE COURTYARD.

Focus:

THIS RESEARCH FOCUSES ON THE FARMER BUILDING COURTYARD.

PURPOSE:

THE PURPOSE OF THE RESEARCH IS TO DEVELOP INNOVATIVE DESIGN SOLUTIONS TO IMPROVE THE COURTYARD USER EXPERIENCE.



SIGNIFICANCE

“We must embrace our cultural ... and physical setting ... I envision a university that is deeply and intimately connected with its surrounding community.”

— President Michael Crow



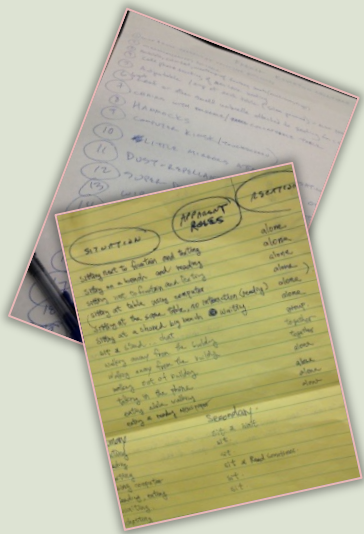
The Farmer
Education Building
Courtyard

BY PROVIDING DESIGN SOLUTIONS THAT IMPROVE THE ATMOSPHERE AND COMFORT OF THE COURTYARD, THIS RESEARCH SUPPORTS THE CRITICAL GOALS OF **ATTRACTING, RECRUITING AND RETAINING** STUDENTS AND FACULTY TO THE TEACHER SCHOOL.

BY PROVIDING INNOVATIVE DESIGN IMPROVEMENTS THAT REFLECT LOCAL COMMUNITIES AND PHYSICAL SETTINGS, THE PROJECT SUPPORTS THE CHARGE TO THE EDUCATION DEPARTMENT CHAIR BY PRESIDENT MICHAEL CROW, AND TO ALL STAKEHOLDERS INVESTED IN **SECURING ASU'S REPUTATION** , TO CREATE A **“NEW AMERICAN UNIVERSITY.”**



RESEARCH TOPICS & QUESTIONS, STRATEGY & METHODS



The Farmer
Education Building
Courtyard

TOPIC 1:

THE ATMOSPHERE OF THE COURTYARD.

QUESTION 1: HOW DOES ATMOSPHERE AFFECT THE USER EXPERIENCE AT THE COURTYARD?

TOPIC 2:

THE COMFORT OF THE COURTYARD.

QUESTION 2: HOW DOES COMFORT AFFECT THE USER EXPERIENCE AT THE COURTYARD?

RESEARCH STRATEGY: THIS STUDY USES A FLEXIBLE RESEARCH STRATEGY COMBINING A CASE STUDY WITH ETHNOGRAPHIC RESEARCH. IT INCLUDES: PLANNING, A PILOT VISIT, DATA COLLECTION, DATA ANALYSIS & DESIGN CONCEPTS

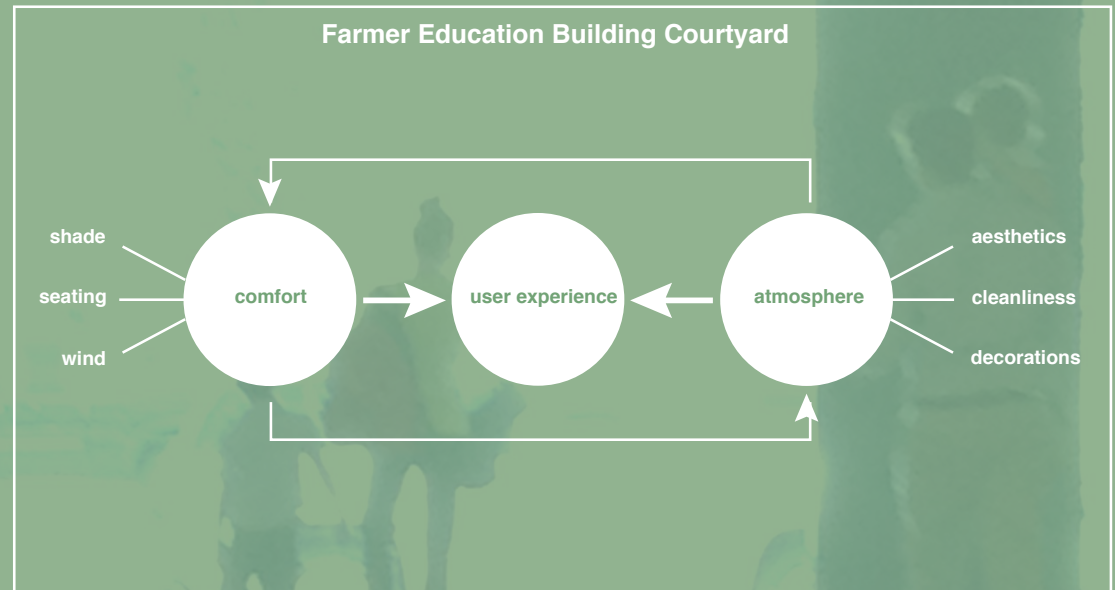
RESEARCH METHODS: DIRECT OBSERVATION AND IN-PERSON INTERVIEWING.



CONCEPTUAL FRAMEWORK



The Farmer
Education Building
Courtyard



RESEARCH DESIGN:

RESEARCH SITE & PARTICIPANTS



The Farmer
Education Building
Courtyard

RESEARCH SITE:

THE RESEARCH WAS CONDUCTED AT THE ASU FARMER BUILDING COURTYARD.

PILOT VISIT: MARCH 16, 2012; 11:00A – 2:00P

OBSERVATIONS & INTERVIEWS:

APRIL 4, 2012; 11:00A – 5:00P

ADDITIONAL OBSERVATION & PHOTOGRAPHY:

APRIL 5, 2012; 12:00P -1:00P

PARTICIPANTS: DIRECT OBSERVATION WAS CONDUCTED OF ALL PEOPLE USING THE COURTYARD WITHIN THE OBSERVATION PERIODS.

IN ADDITION, 12 COURTYARD USERS WERE INTERVIEWED AND RECORDED WITH PERMISSION. VARIANCE WAS OBTAINED THROUGH VISUAL CONFIRMATION OF GENDER AND AGE DIVERSITY:



DATA ANALYSIS: ARTIFACT TYPOLOGIES



The Farmer
Education Building
Courtyard

STUDIERS

laptop
folder
book

ENTERTAINERS

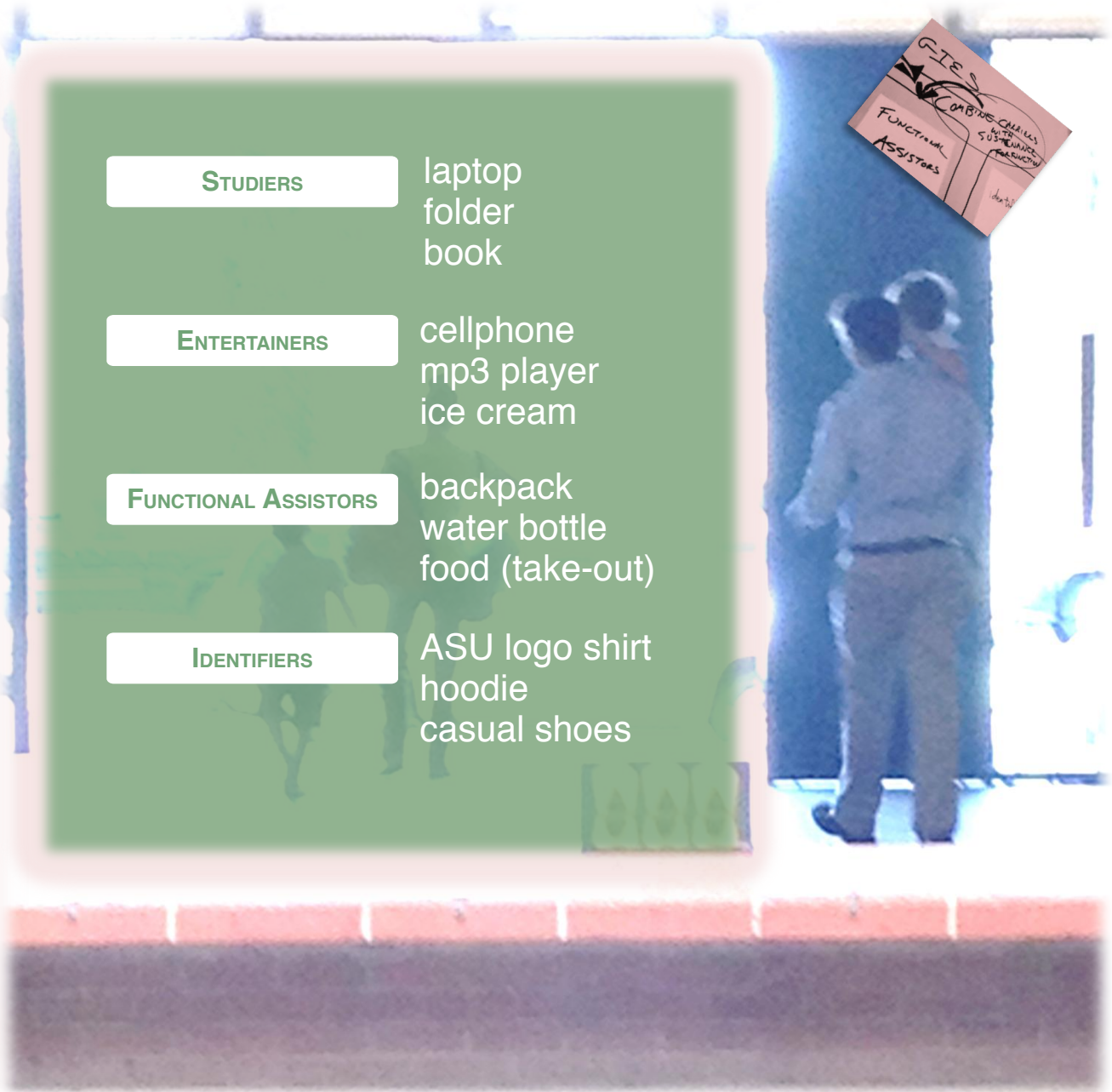
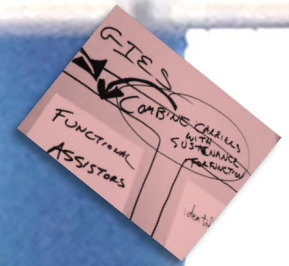
cellphone
mp3 player
ice cream

FUNCTIONAL ASSISTORS

backpack
water bottle
food (take-out)

IDENTIFIERS

ASU logo shirt
hoodie
casual shoes



DATA ANALYSIS: INTERVIEWS

DSC 501- EXERCISE 2.2

INTERVIEW GUIDE

Introduction

Hello, we are graduate students from ASU's design school. We are here to evaluate its design. This research will only be used for our class. We would like to know your thoughts on the courtyard. We would like to know if you if it is O.K. with you. Can we have your permission to record your name, and your interview information will remain anonymous.

Warm-up questions

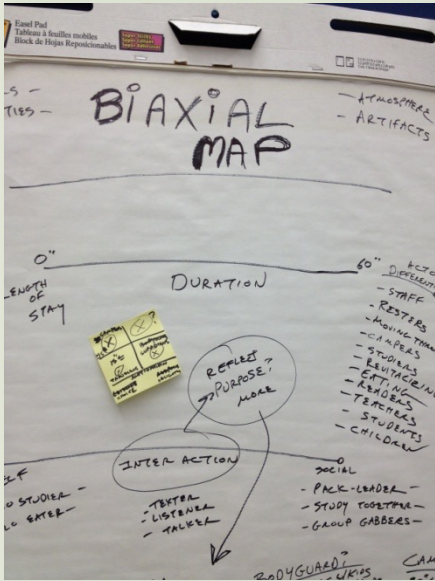
1. What is your role here at the Farmer Education Building?
2. How do you usually use the courtyard?
3. How often are you in the courtyard?
4. How long do you usually spend in the courtyard?

Primary questions:

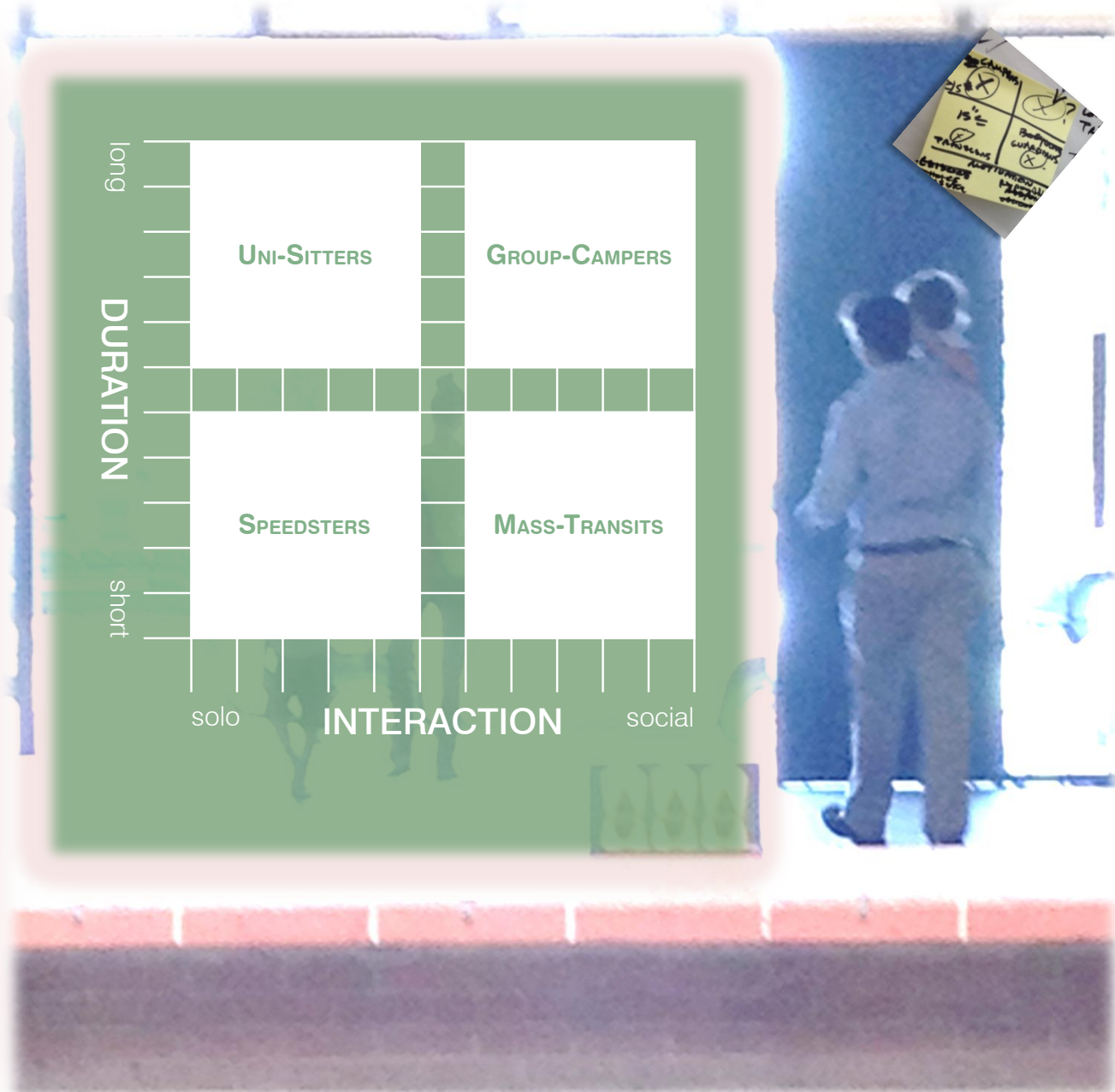
DATA ANALYSIS: INTERVIEWS					
IMPROVEMENTS: USER QUOTES					
COMFORT	Seating	Tables	Signage	Wind	Lighting
Get rid of tables		X			
More welcoming furniture		X			
Block wind				X	
Location indicator (bathroom)			X		
More seating	X				
Lighting is dim					X
Softer seating	X				
Signs to tell where I'm going			X		
The wind just blows				X	
Don't crowd courtyard so tables & chairs can go out for events		X			
ATMOSPHERE	Plants	Wear & Tear	Cleanliness	Decor	Educational
More flowers/color	X			X	
More aesthetically pleasing				X	
Building shows wear & tear		X			
Spruce up building		X			
Floor has gum and cracks		X			
Vegetation more spread out	X				
Put plants next to fountain	X				
Have vines grow on railing	X				
Just concrete and brick looks plain				X	
Paint it – put some decoration on it				X	
Hide vending machines					
Keep it cleaner – wind blows			X		
More educational things for kids, like the signs that explain plants					X

The Farmer
Education Building
Courtyard

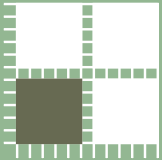
FINDINGS: BIAXIAL MAP



The Farmer Education Building Courtyard



FINDINGS:
AX4 SNAPSHOTS –
SPEEDSTERS:
SPEEDSTERS ARE SOLO
INDIVIDUALS WHO PASS
THROUGH THE COURTYARD
WITHOUT STOPPING, SUCH AS
TEACHERS, EMPLOYEES AND
STUDENTS ON THEIR WAY TO
CLASS.



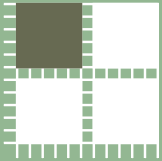
The Farmer
Education Building
Courtyard



INDEPENDENT, FAST, SELF-DIRECTED, MOVING, GOAL-ORIENTED

**FINDINGS:
AX4 SNAPSHOTS –
UNI-SITTERS**

UNI-SITTERS ARE SOLO
INDIVIDUALS WHO STAY IN
THE COURTYARD UP TO 30
MINUTES OR MORE, SUCH AS
STUDENTS AND TEACHERS
READING, TYPING, EATING
AND WAITING.

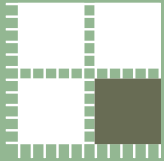


The Farmer
Education Building
Courtyard



STILL, SOLO, LEISURELY, STUDIOUS, WAITING

FINDINGS:
AX4 SNAPSHOTS –
MASS-TRANSITS:
MASS-TRANSITS ARE
SOCIALLY-ORIENTED
INDIVIDUALS WHO PASS
THROUGH THE COURTYARD
WITHOUT STOPPING OR
STOPPING BRIEFLY, SUCH AS
TEACHERS GUIDING CHILDREN
OR WORK TEAMS.

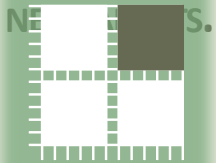


The Farmer
Education Building
Courtyard



GROUPERS, ENERGIZED, FOCUSED, PURPOSEFUL,
FOLLOWERS

FINDINGS:
AX4 SNAPSOTS –
GROUP-
CAMPERS:
GROUP-CAMPERS ARE
SOCIALLY-ORIENTED
INDIVIDUALS WHO STAY IN
THE COURTYARD UP TO 30
MINUTES OR MORE, SUCH AS
STUDENTS TALKING OR EATING
TOGETHER, OR CHILDREN
PLAYING IN THE FOUNTAIN



The Farmer
Education Building
Courtyard



SOCIALIZERS, STATIONARY, TOGETHER, HANGING-OUT, RECREATORS

INSIGHTS AND CONCLUSIONS — UNI-SITTERS:

THE UNI-SITTERS NEED:
ATMOSPHERE:

PLANTS

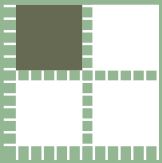
COLOR

PLEASANT SOUNDS

COMFORT:

LIGHTING

SINGLE SEATING



The Farmer
Education Building
Courtyard



STILL, SOLO, LEISURELY, STUDIOUS, WAITING

INSIGHTS AND CONCLUSIONS – GROUP-

CAMPERS:

THE GROUP-CAMPERS NEED:

ATMOSPHERE:

PLANTS

ART

EDUCATION/FUN FOR

KIDS

COMFORT:



PROTECTION

The Farmer
Education Building
Courtyard



SOCIALIZERS, STATIONARY, TOGETHER, HANGING-OUT, RECREATORS

INSIGHTS AND CONCLUSIONS – GROUP-

CAMPERS:

THE GROUP-CAMPERS NEED:

ATMOSPHERE:

PLANTS

ART

EDUCATION/FUN FOR

KIDS

COMFORT:



PROTECTION

The Farmer
Education Building
Courtyard



SOCIALIZERS, STATIONARY, TOGETHER, HANGING-OUT,
RECREATORS

INSIGHTS AND CONCLUSIONS —

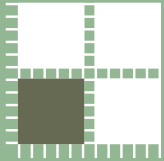
SPEEDSTERS:

SPEEDSTERS:

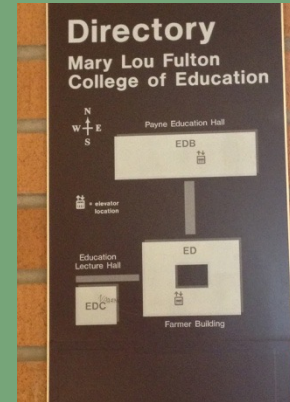
THE SPEEDSTERS NEED:

COMFORT:

NAVIGATION
CLOCK

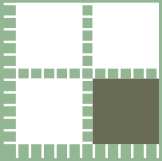


The Farmer
Education Building
Courtyard



INDEPENDENT, FAST, SELF-DIRECTED, MOVING, GOAL-ORIENTED

**INSIGHTS AND
CONCLUSIONS –
MASS-TRANSITS:
THE MASS-TRANSITS
NEED:
COMFORT:
DRINKING FOUNTAIN
CLOCK**



The Farmer
Education Building
Courtyard



**GROUPERS, ENERGIZED, FOCUSED, PURPOSEFUL,
FOLLOWERS**

RECOMMENDATIONS



The Farmer Education Building Courtyard

THE FARMER BUILDING COURTYARD IS A MUCH-APPRECIATED ASSET OF THE ASU TEACHERS COLLEGE. MANY USERS ENJOY ITS COOLNESS IN THE SUMMER, THE SOUND OF THE FOUNTAIN, THE LARGE GREEN PLANTS AND THE RELAXING ATMOSPHERE OF THE PICNIC TABLES.

NEVERTHELESS, WITHOUT APPROPRIATE DESIGN CHANGES SUCH AS THOSE DISCUSSED IN THIS REPORT, THIS SPACE NOT ONLY BECOMES AN EYESORE DUE TO POOR MAINTENANCE, IT RISKS ERRONEOUSLY COMMUNICATING THE MESSAGE THAT ASU LACKS CREATIVITY, COMMITMENT TO ITS ENVIRONMENT AND STUDENTS AND AN INABILITY TO DELIVER ON ITS PROMISE OF REFLECTING LOCAL COMMUNITY, CULTURE AND THE VALUES OF A NEW AMERICAN UNIVERSITY.





The Farmer
Education Building
Courtyard



THANK YOU

