

NEW YORK UNIVERSITY LAGUARDIA TECH SPACES

New York University’s Instructional Technology group engaged brightspot to help plan two state-of-the-art maker spaces. Both facilities are in “storefront” locations on LaGuardia Place, a main thoroughfare on the Greenwich Village campus. In reconsidering the spaces and services offered in each facility, brightspot recognized an opportunity to brand each space with a unique role and specific identity.

After extensive user research and in collaboration with NYU staff and architecture firm Gensler, brightspot developed a vision, service strategy, and identity for the two facilities, and mapped out the experiences—physical and digital—available to students, faculty, and staff in each one. Both spaces opened in 2015 have been big hits since.

One space, the LaGuardia Co-op, is now a place for students to “connect and create”—to collaborate, learn, and interact with technology and with each other in new ways. The second space, the LaGuardia Studio, is a state-of-the-art facility for the NYU community to “form and fabricate” 2D and 3D objects through 3d printing and scanning.

In a post-occupancy evaluation of the Co-op, brightspot found that over 93% of students reported they were satisfied or very satisfied with the technology, 89% were satisfied with the space, and 72% were satisfied or very satisfied with staff.

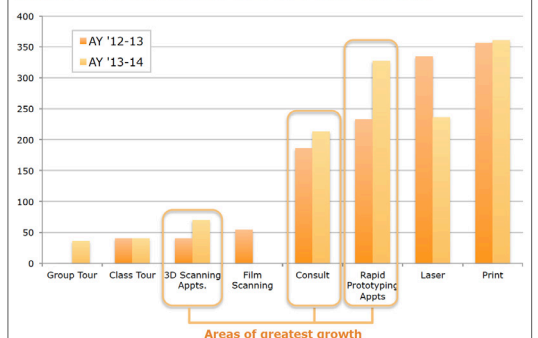


FLOORPLAY ACTIVITY

1. AMS demand

Faculty and Students are increasingly interested in leveraging tech, subsequently are placing increasing demand on the AMS staff and resources. **Need: Staff need additional support / resources, or alternate increasing demands of users while maintaining their high**

Usage of AMS services from AY 2012-2013 to AY 2013-2014*



USER NEEDS FINDINGS

Key Stats

- 91% satisfied or very satisfied with overall atmosphere
- 31% more satisfied with overall atmosphere, 46% more satisfied with availability of spaces, and 42% more satisfied with variety of spaces than previous ATC
- 92% satisfied or very satisfied with general technology
- 12% more satisfied with general technology, and 73% more satisfied with specialized technology than ATC
- 81% satisfied or very satisfied with staff courtesy
- 29% more satisfied with staff courtesy, 23% more satisfied with staff knowledge, and 27% more satisfied with staff helpdesk than previous ATC
- 56% don't use specialized technology

POST OCCUPANCY EVALUATION