

Team Blue

Office for Public Imagination



Project Brief

- Residents are losing their sense of belonging.
- Users are not respecting the neighborhood
- Residents believing they are powerless for change

Findings

Office for Public Imagination

To provide an outward facing platform for residents and government to generate and share their ideas for the community - through making

To provide a process in which the ideas are selected according to community feedback

To help cultivate the best ideas by providing the necessary resources, training and support

To provide a physical space for project development, feedback, prototyping and incubation.

To enable a community of cooperation, self-creation and creativity, and allow people to be stewards of their own lives and communities.

Goals

What We Want



Table Lab

Table Lab is a semi-governmental entity within the Mayor's Office. As an innovative platform, the office will help residents to collect, discuss and prototype their ideas about what the neighborhoods could become, while helping the government to select and fund ideas as well. It will provide residents and public servants with skills, tools and space to facilitate their imaginations

Concept

What we Are

- Physical Space

Room

Human Resources

- 1 full time facilitator**
- Volunteers**

Financial

Funds to cover activities

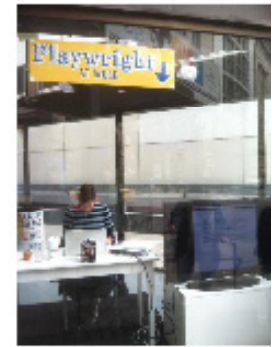
Resources

Table Lab celebrates the design vernacular of New York City neighborhoods — the bodegas, the diners, the groceries, the subway stations. It's functional, egalitarian, and honest. It's a little in touch with the past but updated for the present. It's comforting and familiar. It reminds you of hot dogs at the ballpark, Sunday dinner with your abuela, picnics in the park, that Italian meat market that's been here forever. It's welcoming. It's fun. It's where the community comes together and gets things.

Table Lab is NYC.

Brand Strategy

Table Lab



Brand Mood

Table Lab



TABLE LAB
PUT YOUR IDEAS ON THE TABLE



ABCD
efghij

ABCDEFGHIJ
KLMNOPQRS



TODAY'S
MENU

YOUR IDEAS

SUNDAY
10/20

TABLE LAB



Poster / Handbills

Table Lab

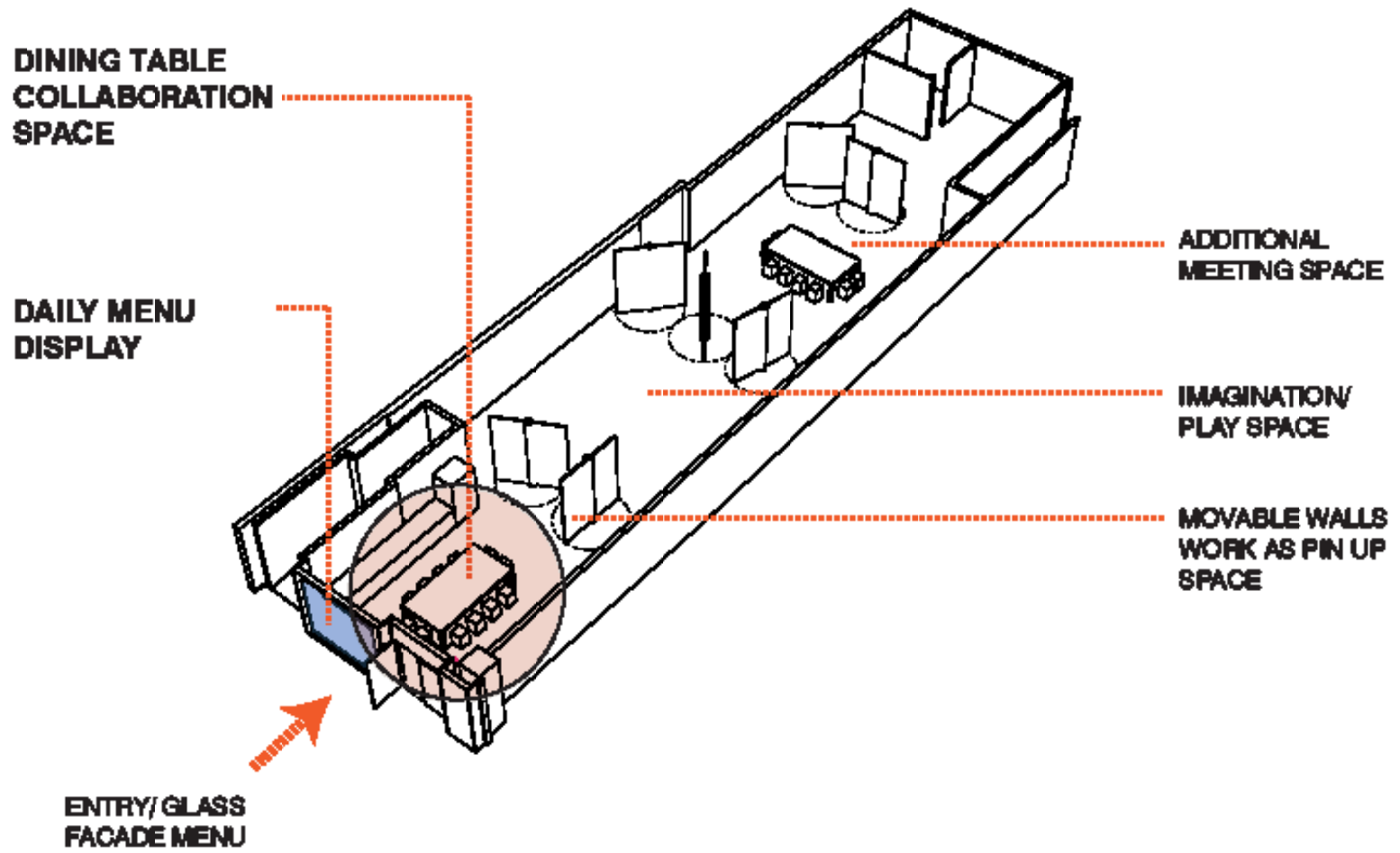
ART TRASH FOOD RENT FAMILY

PUT YOUR IDEAS ON THE TABLE

TABLE LAB



Public Engagement Strategy



Permanent Space



Storefront

invite. engage. collaborate.

brainstorming walls

media wall



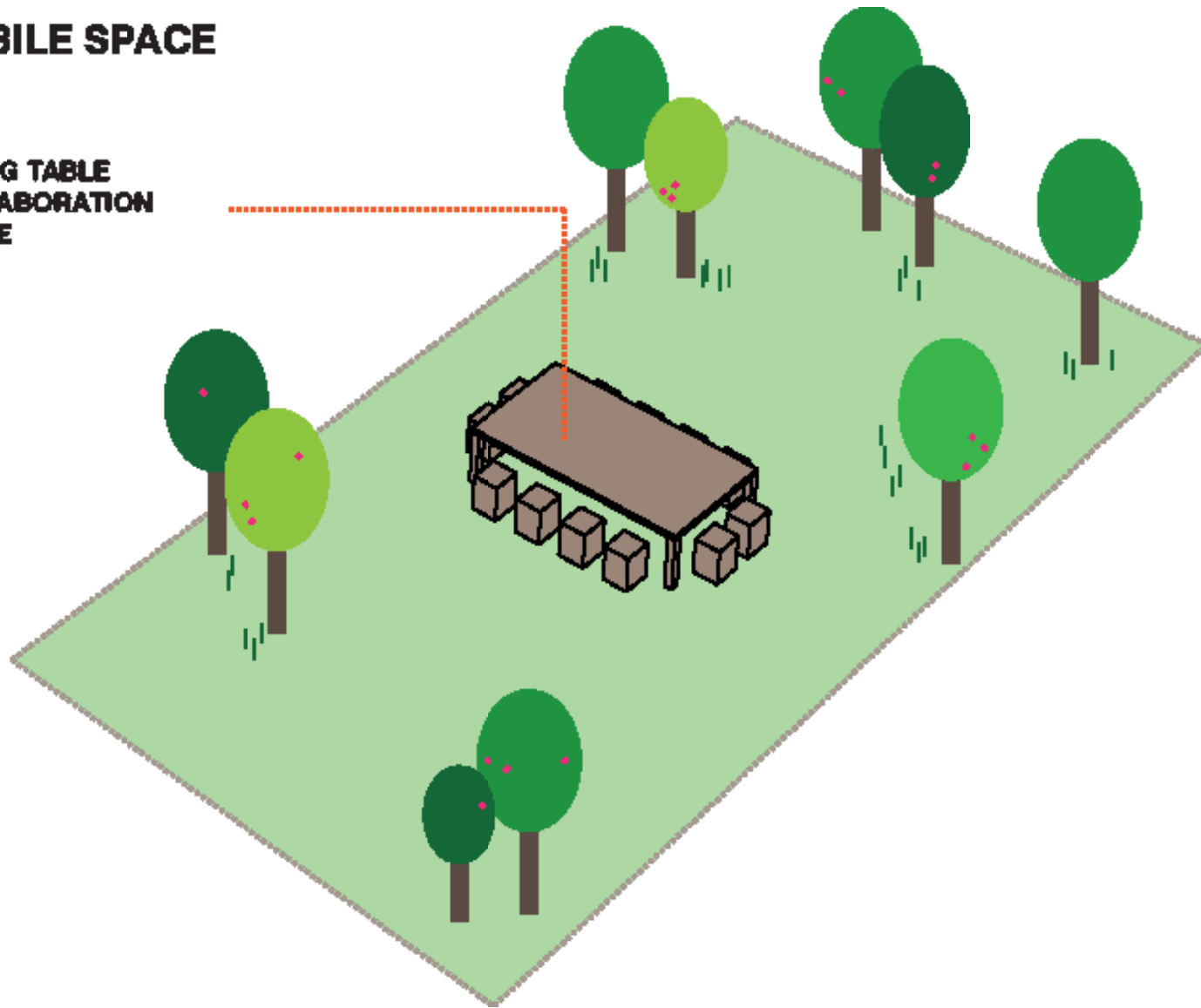
exhibitions

interactive learning

Playspace
imagine. learn. create.

MOBILE SPACE

DINING TABLE
COLLABORATION
SPACE



Community Garden
mobile. flexible. outreach.

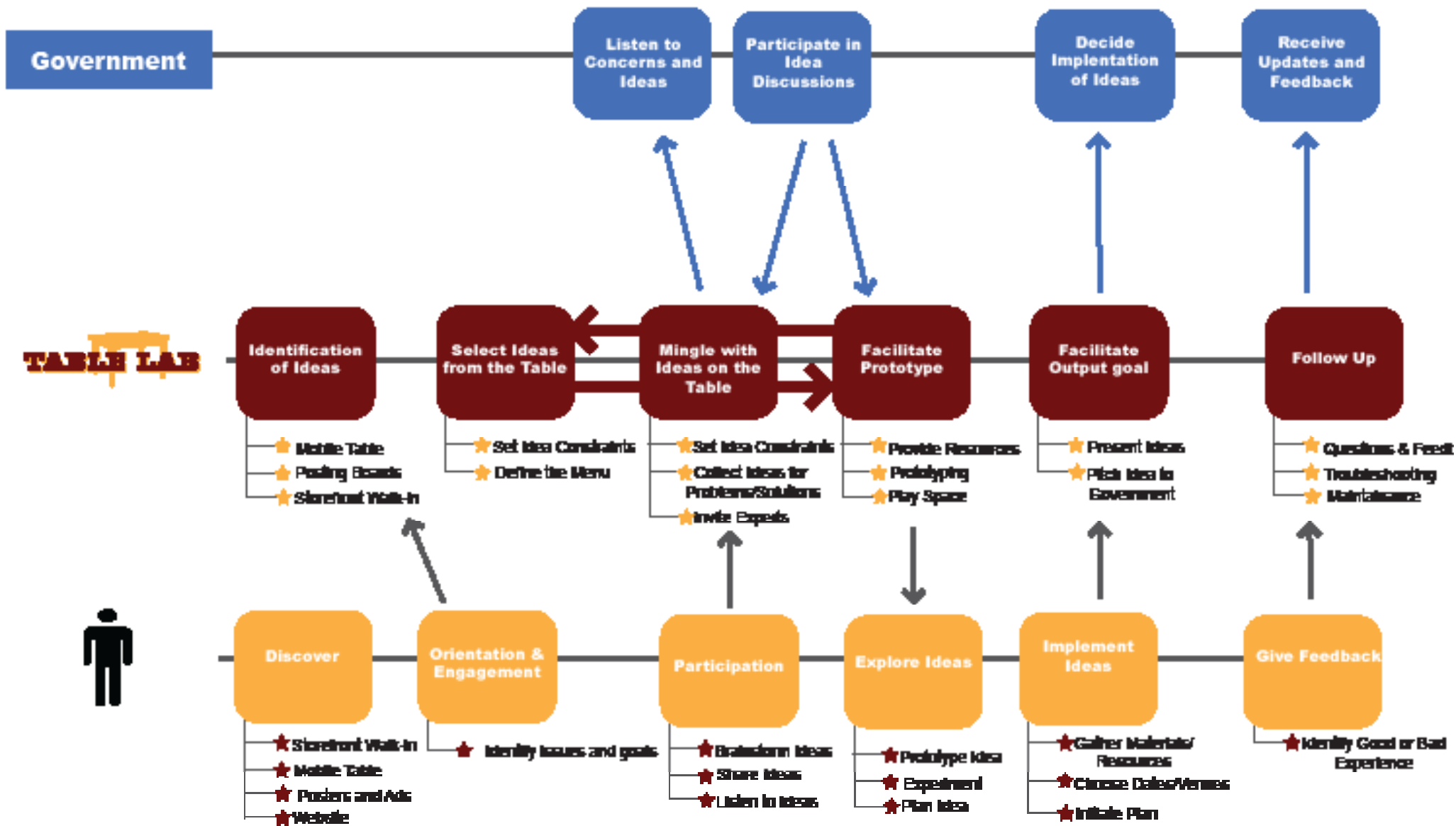


Community Garden

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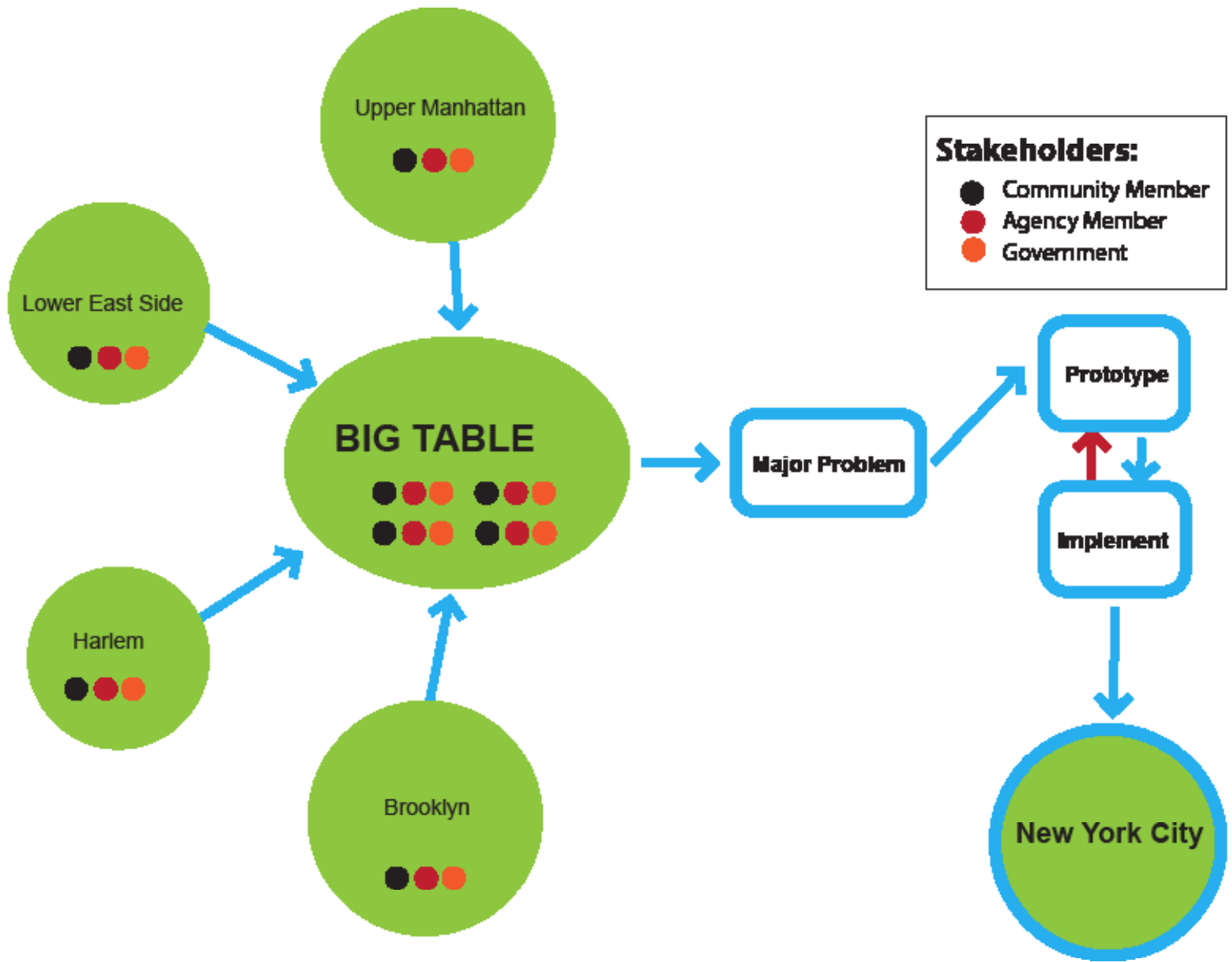


Service Maps



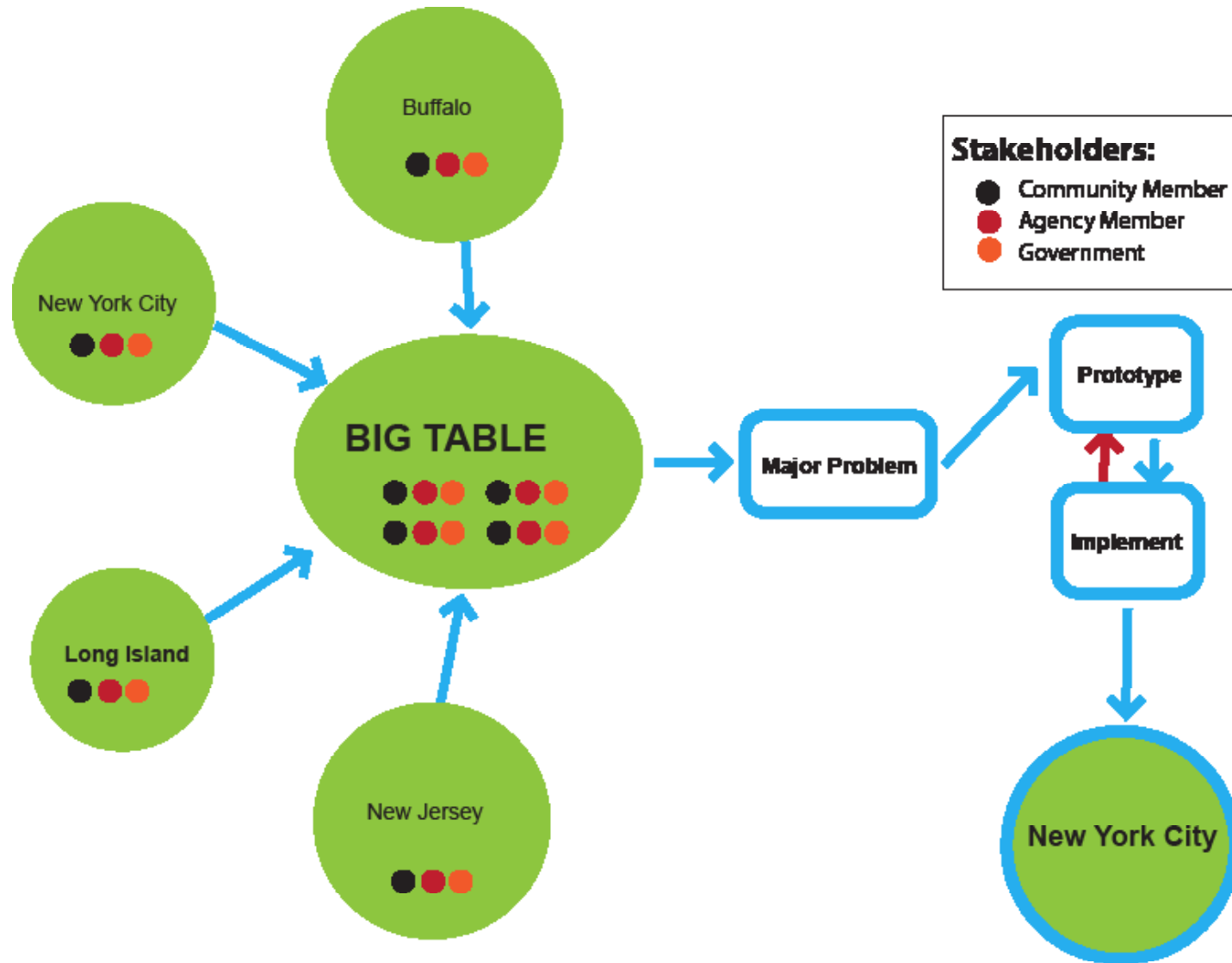
Neighbourhood Service Map

How it Works



Municipal Service Map

How it Works



Regional Service Map

How it Works



Personas, User Scenarios

User Experience

PERSONA & EXPERIENCE SCENARIO 1



SONG

- 25, female
- Table Lab staff
- Lives in LES for 2 years
- Not single

“I want to help people in LES make their imagination into action.”

COLLECT



1 - She moves the table to a garden with her colleague



2 - People come to the table and write their imagination on LES



3 - Residence vote on the issue they care most: "Pedestrian Street"

DISCUSSION



4 - Table Lab posts menu: Pedestrian Street in LES on the window of storefront



5 - She leads the conversation during dinner and gathers ideas

PROTOTYPE



6 - She contact the resources from Gov. legal experts, funding, DMV...



7 - The experts support the project in the workshop.



8 - Table provide workspace for the project.

PERSONA & EXPERIENCE SCENARIO 2



JENNIFER

- 35, female
- Nurse
- Lives in LES for 15 years with her mother(57)
- Single mother with 2 kids(boy 5, girl 7)
- Low income

"I hope my kids can receive good education in LES."

COLLECT



- She took her son to the playground at the weekend and saw Table Lab.



- Table Lab staff came to her and invite her to the table to share story about LES.



- Staff took note of the issue she cared and

DISCUSSION



- Table Lab called to invite her for the dinner with the menu of "Children Education".



- She came and hosted the dinner conversation and gathered many Ideas.

PROTOTYPE



- In the workshop, Table Lab provided toolkits and guidelines for the parents and resources to implement the project.

PERSONA & EXPERIENCE SCENARIO 3



FRANK

- 52, male
- Investor
- Lives in UES
- Married, has 1 child(boy, 20)
- High income

“LES is a place with potential and opportunities.”

DISCUSSION



- He passed by Table Lab and was attracted by “today’s menu”. He visited the storefront.



- He joined the dinner conversation and shared his view from out side of LES and learn from other’s ideas.

PROTOTYPE



- He made the plan together with the people who are all into the idea. He also came up with investing the project by his company.



Video



Measures of Success

1 - Neighborhood metrics

Do you feel connected to each other (as residents of LES) and to government?

Do you think you have/are building the skills to imagine/create a better neighborhood?

Do you think you are addressing the right questions/issues for your neighborhood (economic/environmental/societal)?

Do you think you are able to create meaningful change in your neighborhood?

2 - NYC Office Public Imagination specific metrics-

Awareness

Trial and Re-trial (Participation)

Effectiveness

- Reliability
- Assurance
- Tangibles
- Empathy
- Responsiveness

Measurement Planning

THANK YOU