**Project Title: Navigating Marylebone Campus**

**Research Team:**

Lily Zhao and Harry Charrington

**School of Architecture and Cities**

**Academic Year 2018-2019**

Students as Co-Creators Research Project Evaluation Guidelines

Your report should consist of the following sections:

1. Executive Summary
2. Background and Aims
3. Methods
4. Results
5. Discussion
6. Conclusion and Recommendations
7. Dissemination
8. Research Team Reflection

|  |
| --- |
| Section 1. Executive Summary |
| My project is to improve the navigation around the University (especially the Marylebone Campus) by designing a clear map of the school through the form of a leaflet for everyone.  As a recently graduated Masters student at the Marylebone Campus, it is still a problem for me to find specific rooms around the school for lectures etc. Of course, room numbers are noted on the main doors or near staircases however they do not state where the rooms are, ‘Do I go left here?’ ‘Do I keep walking down?’, ‘Am I going the correct way?’ or even ‘Where am I?’, these are just some of the doubts I have experienced. Instead of these vague signs, I felt it was important to design something much more accurate and informative for the user.  The main purpose of this outcome is to provide easy access across all campuses for University of Westminster and bring a pleasant experience for everyone. |

|  |
| --- |
| Section 2. Background and Aims |
| The pursuit of this research project originated from a problem I had when I began my studies at the University of Westminster (Marylebone Campus). For the majority of the time, it was difficult for me to find classrooms that I was required to attend as I found the navigation of the school confusing and vague. Nearly two years later, I still have the same problem and thought: “Why not just improve the overall navigation of the school through a visual map for the sake of everyone?”  Hence I decided to participate in the Co-creators project to start and develop this idea into reality.  The aim was to improve the overall circulation around the campus for every individual, whether that was teachers, students or visitors, it is important that no one should have any difficulties getting around the campus. I have had numerous international students at the campus asking me in their native tongue where some of the rooms are, and embarrassingly I could not answer their questions as I do not know where it is myself.  Moreover, my course (Architecture) holds many events such as exhibitions throughout the year, and it is especially difficult for visitors who have never been to the school to find their way to these exhibition spaces. Over the years we had to hire students from other courses to set up stands near the reception to direct people. If we had a clear form of signage in the first place, then there would be no need to waste money on hiring staffs and this works out in the long run.  My initial solution to this project was to create a visual mapping of the school and circulate this information around the University. This would be in the form of either leaflets or navigation podiums.  As mentioned previously, the main stakeholders of the project are the fellows and students currently present in the Marylebone building however, this research actually affects everyone who is new to the school. |



|  |
| --- |
| Section 3. Methods |
| I have decided to start with the easiest form of visualisation such as floor plans of the university and will develop this representation further if the product is well received by the public.  The plans I utilised were based off an old existing template and I tried to simplify the information for the eyes of the user. I also had disability users in mind whilst designing and highlighted areas that I felt was important for them such as lifts or ramps.  I will be asking questions and getting feedbacks from the current and new students using the Marylebone Campus and collect this data through questionnaires.  I then analysed the data on my laptop through softwares such as excel and viewed them through graphical representations such as pie charts. |

|  |
| --- |
| Section 4. Results |
| Although as of currently, I do not hold any final results but I have circulated the draft mapping around my course and have received positive feedback from students and teachers. |

|  |
| --- |
| Section 5. Discussion |
| In general, I felt this particular research was quite different to the submission made by everyone else who participated in the Co-creators project and therefore it was difficult to follow such steps like filling out questionnaires and analysing the data. The aim was not just for the sake of myself but for everyone else, and to be able to help even one person is more than enough for me.  I looked into mainly shopping centres for inspirations as their infographics are simple, clear and easily understood by everyone and this is why I decided to design my maps in a similar way. |



|  |
| --- |
| Section 6. Conclusions and Recommendations |
| The feedback from my draft mapping was very positive and some suggested this should be expanded into other campuses if successful. Other future explorations can be going digital and become interactive on the University website or have the maps through other forms of information such as posters.  Due to current circumstances, I was not able to complete the podium part of this project however this can definitely be explored in the future. |

|  |
| --- |
| Section 7. Dissemination |
| The idea is to reach as many people relating to the University as possible and therefore it might be a good idea to circulate this through emails with mainly teachers and course representatives so they can help to spread the word to other people.  I hope to place some of these maps at the reception desk so it is easily accessible to everyone who enters the University. |

|  |
| --- |
| Section 8. Reflection |
| Looking back, there were numerous problems that arose from this project, the main one being ‘time’. Due to the hectic, long-extended structure of my course, I could not begin the project until the summer holidays so everything were very rushed towards the deadline period. If I were to turn back in time and change this, I would of have started the project when we all met up for the first time at the Co-creators meeting as this was the least stressful period at the time.  There were also complications with my other team member as one decided to leave during the research period which meant that I was by myself for the rest of the project. Despite this unfortunate event, it was interesting to see how I resolved the situation on my own and still aiming to finish the project.  Regarding the visualisations, it was very difficult to get hold of the University floor plans as the estate officer was constantly away for holiday and other employees were busy for most of the time but thankfully with the help of my academic tutor, I was able to find them and continue with the project. |