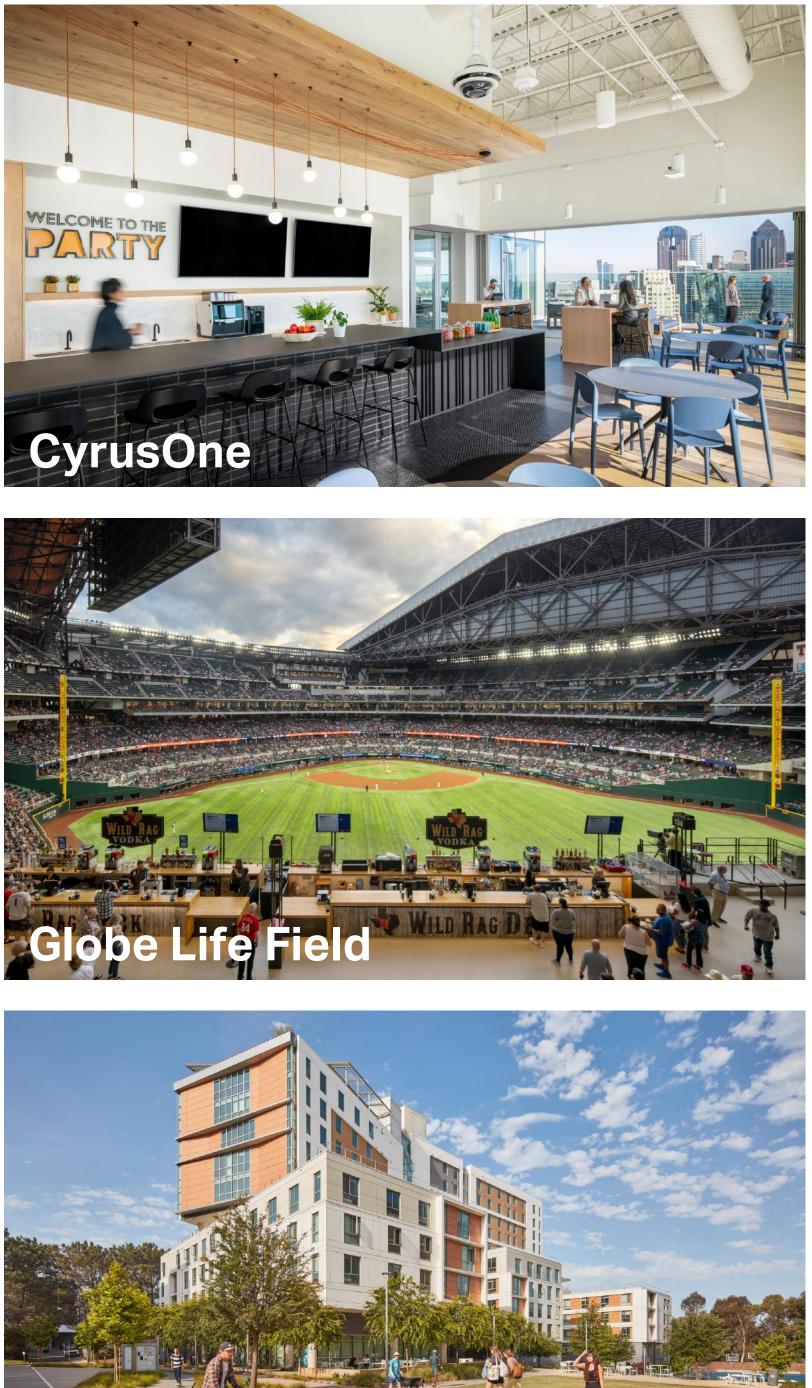
Design Anthropology

Angela Ramer

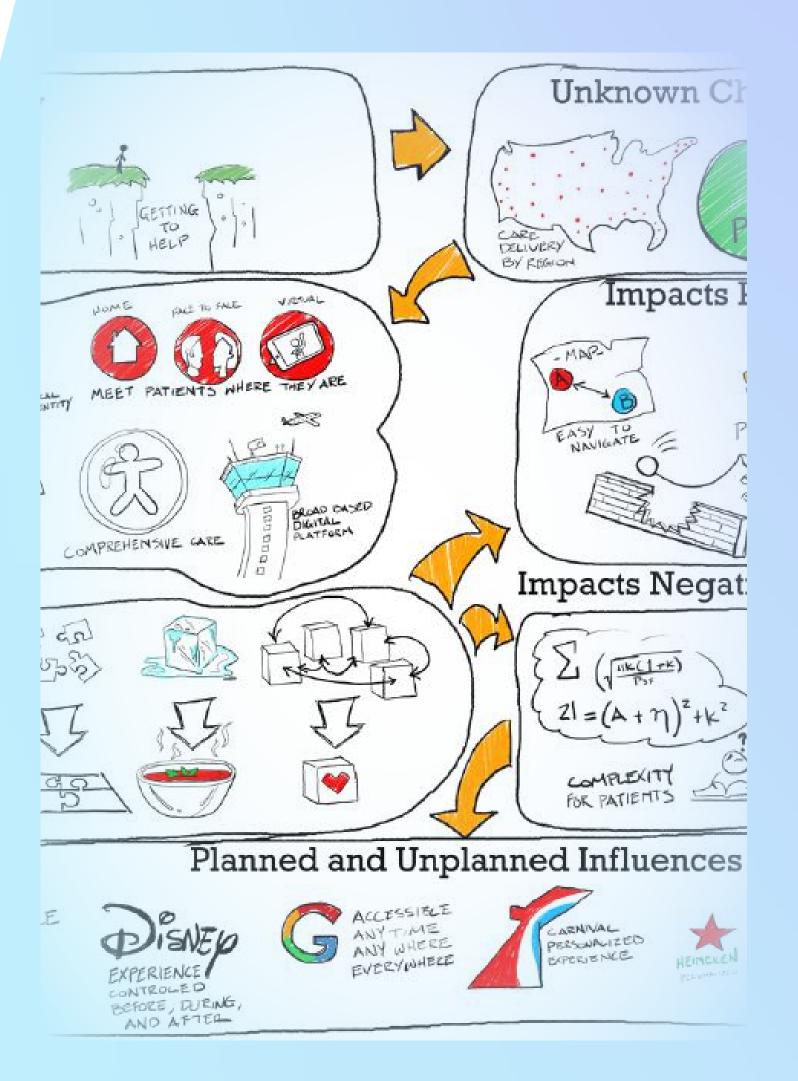
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The A&D industry provides fast-paced and timely project opportunities across sectors (e.g., healthcare, hospitality, entertainment, education, sports, workplace) focused on enhancing the human experience within the built environment.

I help project teams 'slow down to speed up'- bringing end user considerations to light and balancing them with organizational and business priorities.



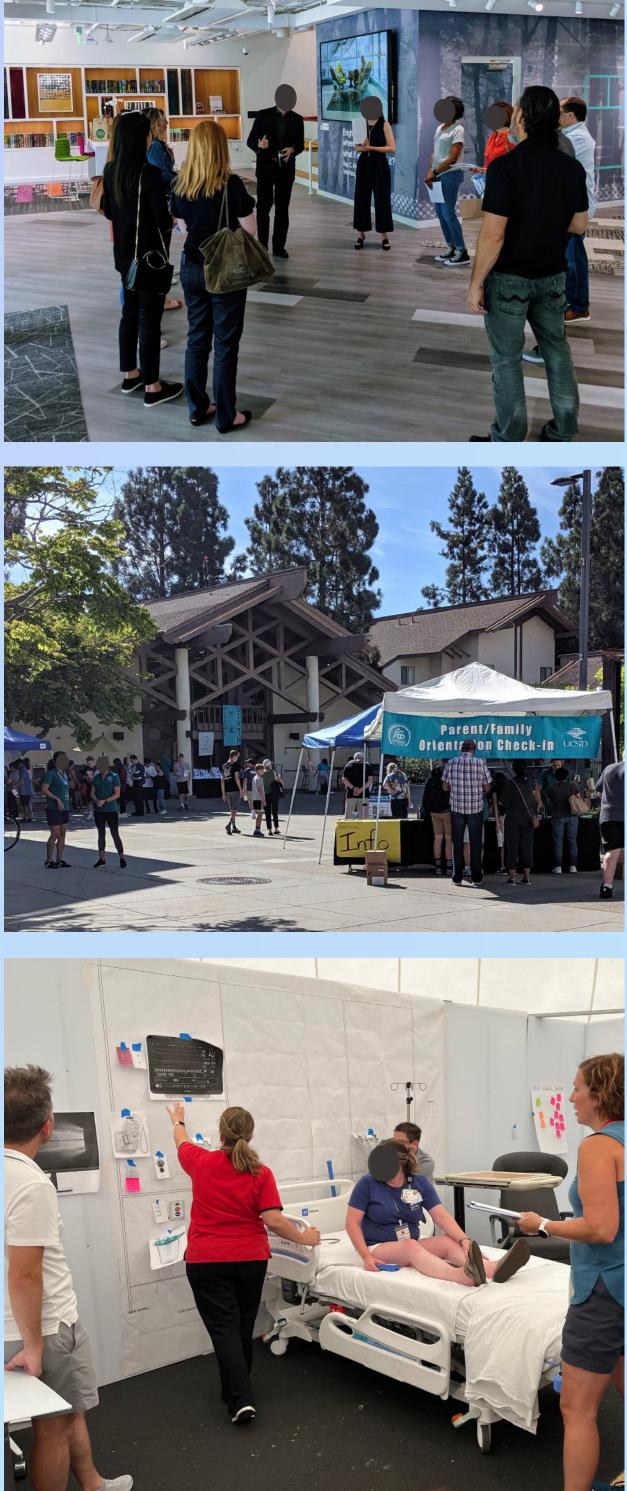




Question to understand.

- (Re)frame the ask or opportunity
- Review organizational structure, mission & vision statement, business goals, existing data
- Project approach, strategic planning, engagement roadmap

Health & Wellness Retailer (USA) • Executive HQ Relocation (USA) • **Border Crossing Facility (USA)**







Build trust with end users.

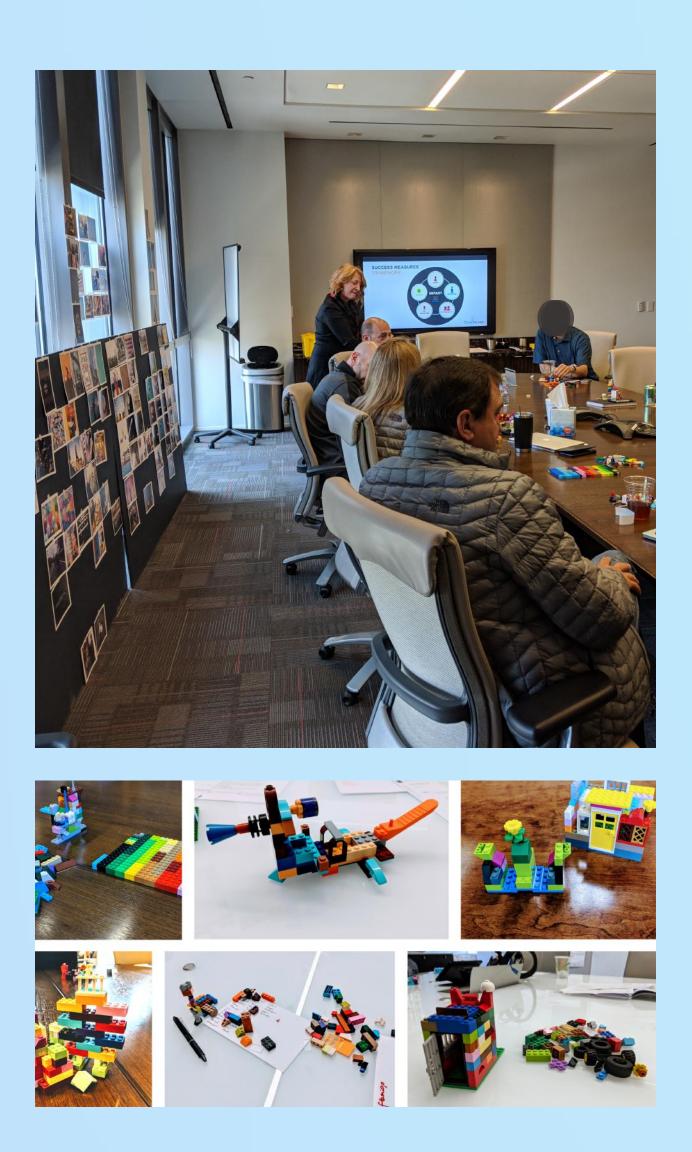
Arctic Tourism (RUS) • Glamping (UAE) • Labor & **Delivery Unit (USA) • F&B Merger into New HQ (USA)**

Anthropology that matters. What does applied work in architecture & design look like?

• Engage & advocate for a range of perspectives

• Social listening, mock-ups, focus groups, interviews, observation, shadowing, site tours, surveys

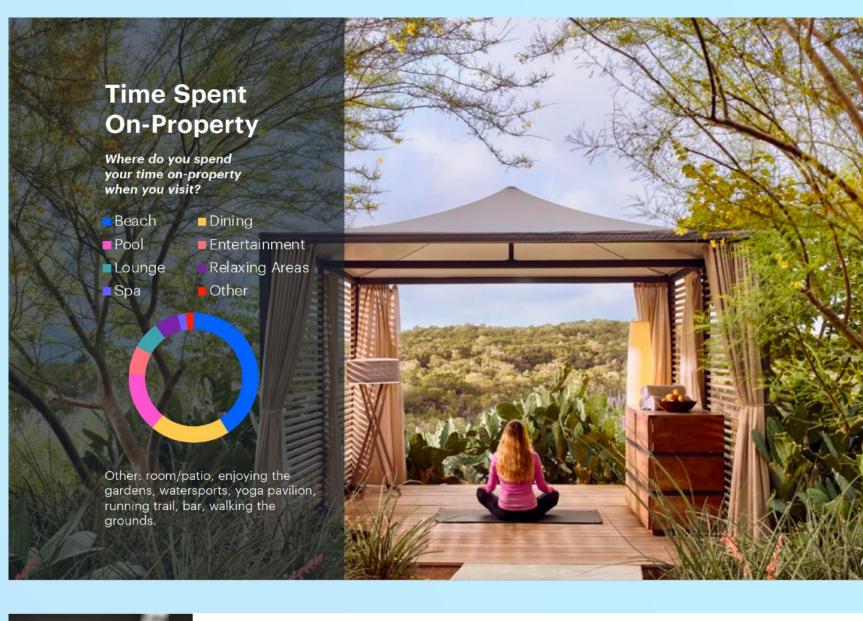
• Market segments, target audience profiles/personas



Facilitate (tough) conversations.

- Align senior leadership/ stakeholders around shared VISION
- Workshop facilitation, prioritization activities, review of key data insights
- Project priorities & KPIs (Key Performance Indicators)

Fortune 50 Think Tank (USA) • **Financial Institution Future of** Work (USA) • Higher Education Living Learning Housing (USA)



1		Journey Models NICU Nurse		 Digital patient board pulling in patient profile preferences and care updates
		 Competitive pay structure Reimbursable educational opportunities that support career development (e.g. certifications, licenser) Mentorship program that pairs employees based on similarities in career trajectory and attributes 	 Food & beverage in close proximity to staff entry for grab and go before shift Accessible parking with embedded sensors showing space availability Command center that automatically sends updates regarding team assignments and patient status prior to shift 	 Mobile app to support increased communication between staff Patient room alarms triggered to Command Center and/or staff technology to remove from rooms Ability to provide immediate access to patient/family resources (e.g., cuddle cot) Shared governance regarding care delivery processes
-	Touchpoint	Selection (Choosing an Employer)	Preparation (Pre-Shift)	Care Encounter (In-person, Virtual, At Home)
¢	Joy Point: Operations	•	•	•
÷	Joy Point: Technology	 Unclear trajectory for career growth Non-competitive pay as compared to 	 Long distance from employee parking to entrance Limited information 	 Unnecessary challenges to patient care High accountability for patient needs with limited authority
٠	Joy Point: Space	industry standard	regarding team availability and patient status prior to shift	 Work areas are unable to accommodate full care team
•	Pain Point		Ĵ	doominodate fair care team

Translate insights to optimize impact.

- Communicate the human experience within the context of strategy & design
- Data translation workshops, summary documents, change management coaching
- Journey mapping, scenario planning, space program, test fits, design recommendations

Food Retailer Regional HQ (USA) NFL Stadium Renovation (USA) **Island Resort Renovation (LCA)**

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