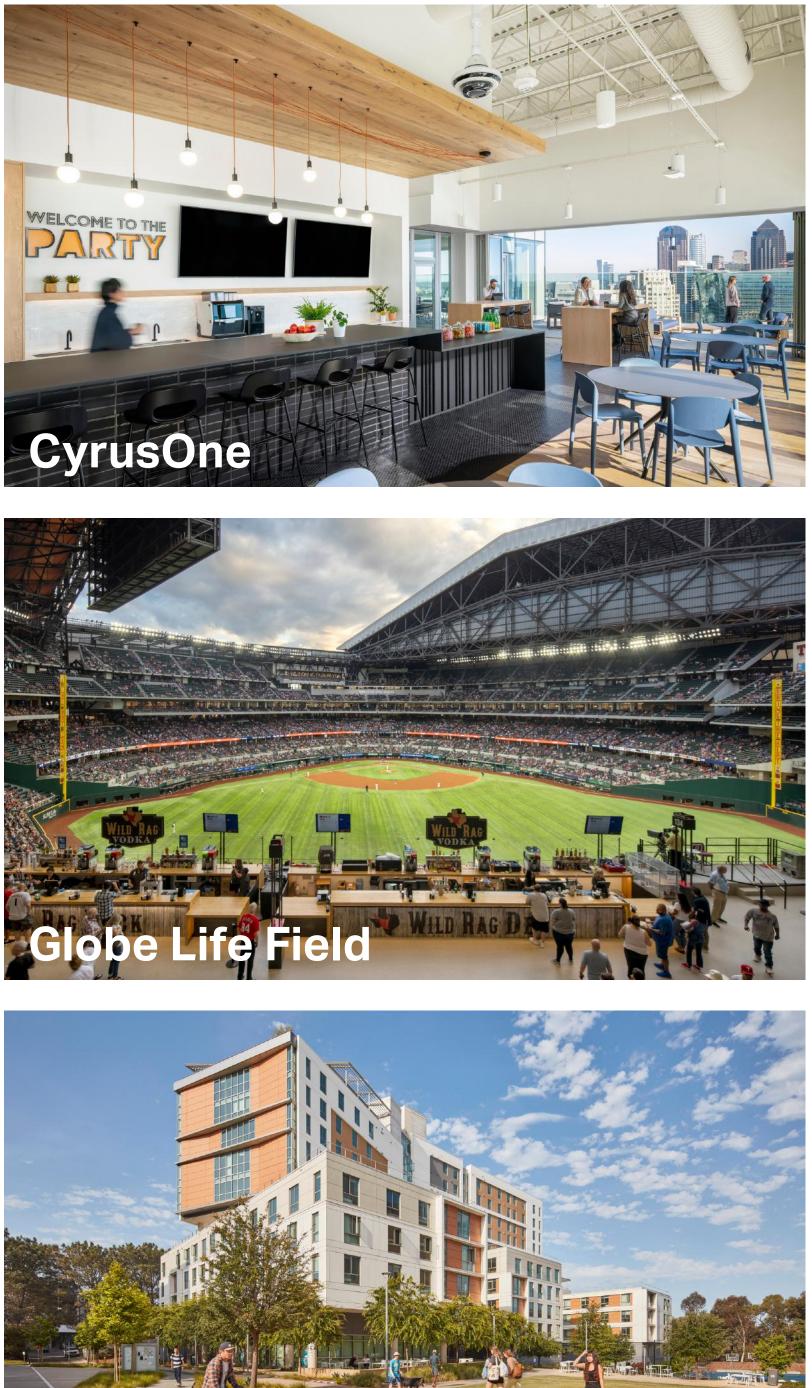
## Design Anthropology

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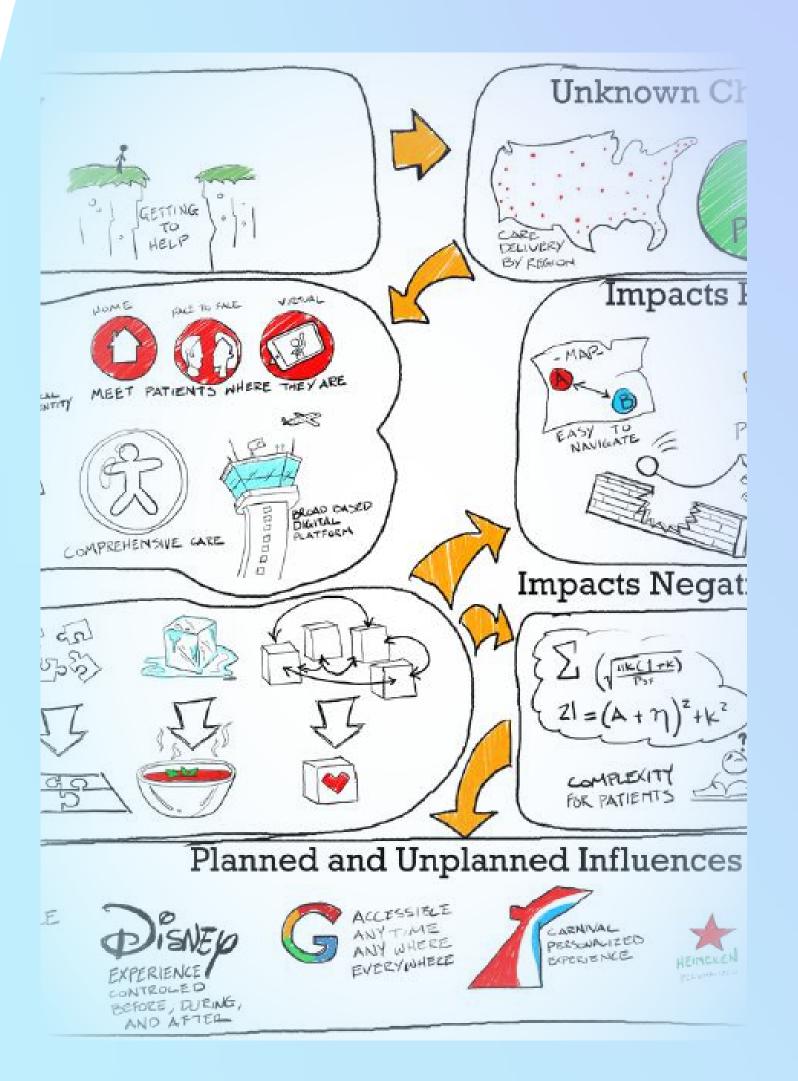
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The A&D industry provides fast-paced and timely project opportunities across sectors (e.g., healthcare, hospitality, entertainment, education, sports, workplace) focused on enhancing the human experience within the built environment.

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.

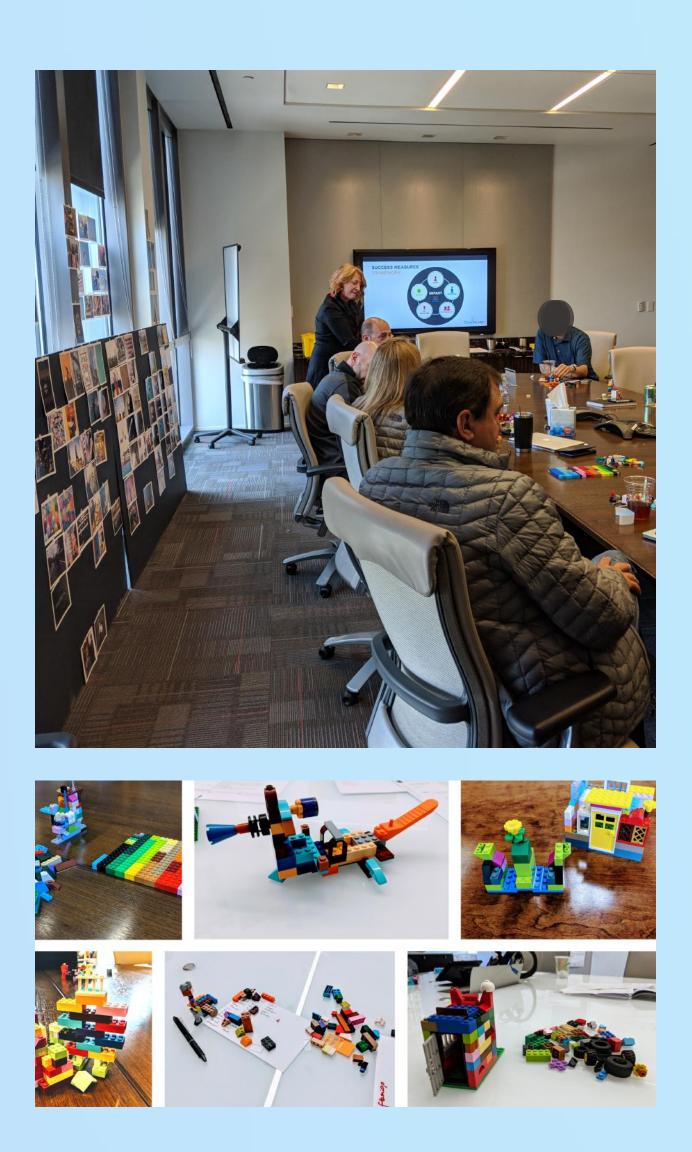
Arctic Tourism (RUS) • Glamping (UAE) • Labor & **Delivery Unit (USA) • F&B Merger into New HQ (USA)** 

# 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

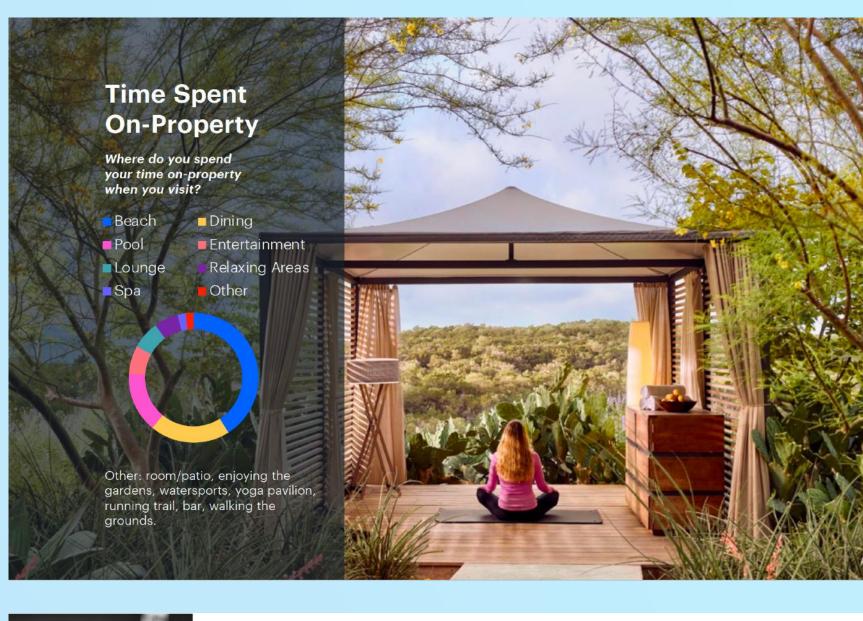
• Market segments, target audience profiles/personas



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