Clough Commons Research Study: Student Use Modes at the Clough Commons

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Planning and Implementation

1. **Demonstrate**, through research-based planning and implementation, the connection between the institutional visions of what 21st century students should be and do upon graduation and the spaces that transform their learning experiences.

2. **Incorporate** an iterative plan for assessing spaces as part of the integrated planning process, providing a road map for determining what works and what doesn’t work in the evolution of learning spaces.

3. **Develop** both quantitative and qualitative assessments, research methodologies, and protocols that meet the criteria for institutional research boards by designing a robust research plan.

4. **Identify** actionable findings and best practices that lead to a process of continuous improvement in campus planning as a whole and learning space design in particular.
G. Wayne Clough Undergraduate Learning Commons

Opened in August 2011

Purpose

Prototyping

Usage
Introduction

**Clough Commons—Academic Support**

Communications Center
WOVEN (Written, Oral, Verbal, Electronic, Non-Verbal)

Presentation Rehearsal Studios

Center for Academic Enrichment
Undergraduate Research
Fellowships Office
Specialized Advising
First Year Programs (ex. Common Reading Program)

Center for Academic Support
Tutoring
Peer-Leed Undergraduate Study
Academic Coaching
Reboot Program

Core Information Desk
Physically connected to/managed by Library

Technology Support Center
Integrated Sciences
Introduction

**Clough Commons—Space**

700+ Commons Seating
Wide variety of furniture styles and layout
Mix of mobile and fixed layouts

Variety of Classroom Styles
SCALE-UP Classroom

24/7 Reserveable Group Study rooms

Exhibits Space

Roof Garden

First Year Science Labs
Introduction

Clough Commons—Usage

2011 - 2012

Gate Count: 2,271,631 Visits
44,451 hours of tutoring
828 Courses met for 33,447 instructional hours
Utilization of Group Study Rooms: 68.3% (10am-11:30pm during fall and spring semesters)
83 Special Events

2012 - 2013

198 Special Events
Objectives

1. To evaluate spaces within the G. Wayne Clough Undergraduate Learning Commons in order to determine what is working and not working related to enhancement of the student learning experience.

2. Uncover opportunities for continuous improvement related to how the environment serves student engagement and interaction for better learning experiences.

3. Create best practices or a list of design elements to be considered while thinking of space design for learning environments.
Research Questions

1. What’s working and not working in terms of the enhancing the student learning experience (getting the students to interact and engage).

2. Where they are spending their time, how are they navigating, how long are they there, what is the reason for why they came there, and how frequently?

3. What kinds of settings are the students coming into? Are they working in groups or independently focused (alone together), or are they working as individuals?

4. What are the struggles and pain points? What are the workarounds that they do to have space adapt to their needs.
Research Overview

Research Methods

- Observations
- Mobile Research
- Occupancy Maps
- Desk Research
Purpose of Institutional Research Board (IRB): safeguarding the rights and welfare of human subjects (students and faculty).

Research Overview

Digital Ethnography

36
Scouts

781
Snippets
Research Overview

Observations

62
Hours of Observation

39
Intercept Interviews
A notable and exciting evolution in undergraduate culture is the level of scholarly activity occurring in Clough Commons on Friday evenings.

Georgia Tech Fall, 2011 Report
Research Overview

Social Media

@4 Feb
You know you have a problem when people simply text you where are you in the [Clough Commons], before even asking if you’re there. #CloughCommonsLife

@28 Mar
Roof of the [Clough Commons], best place ever, no people, no distractions, no problems

@27 Feb
perfect day to catch a quick nap on the [Clough Commons] rooftop between studying and work #springiscoming #naptimeatlast pic.twitter.com/bgx6vj6spu

@11 Feb
Love seeing all the student art showcased in the [Clough Commons]. The talent people have never ceases to amaze me. #inspired

@26 Mar
im in the [Clough Commons] bout to get my learn on, and i FORGOT MY HEADPHONES. nooooooo!

@26 Mar
Finding a table in the [Clough Commons] for the win
Analysis

**Develop Themes**

Looking for...
Attending...
Transient
Before and after class
By myself...
Waiting for...
Hanging out
Meeting...
Getting help
Studying
Analysis

Look for Activities

- Transient
- Passing by
- Bathrooms
- Vending machine
- Detox from earlier class
- Library
- Listening to music
- Intersecting with faculty
- Talking to professor
- Intersecting
- Meeting with professor for office hours
- Talking to professor
- Intersecting with technology
- Playing with technology
--Vending machine
- Using the bathroom
- Leaving campus for the day through cafe. It's a bit chilly outside.
- Leaving through of clough
- Leaving clough
- Walking to the second floor of clough
- 1 hour study break
- A cool breeze and a chair to take thoughts off of a busy mind
- Walking in on my computer being connected into the university
- Sitting down to learn new software skills for fun
- Checking email
- Recycle
- I see friends
- I hang out
- I talk
- Library
- Music
Analysis

Co-Analysis Workshop
<table>
<thead>
<tr>
<th>Use Modes</th>
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<tbody>
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<tr>
<td>Escape</td>
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Use Modes

**Alone Together**

“3rd Floor: still find it easier to focus in the library but the energy in the commons keeps me awake!”
Use Modes

Escape

“You can find your nook without distractions. you can ‘plug in’ and forget the world”
Use Modes

**Hack and Settle**

“The long, tall tables on the third floor are great for late night studying and napping because of the extra room.”
User Modes

Meet Up

“2nd Floor: Waiting to meet up with fellow classmates to work on a group project.”
Use Modes

**Transient**

“In between classes my friends and I sit on the 1st floor to check our email and do homework”
Use Modes

Grab and Go

“Waiting to ask the help desk about visitors in the Clough Commons.”
User Modes

**Trespass**

“On MWF I walk through the Clough Commons and use the elevator so I don’t have to walk up so many steps to get from howey to skiles.”
Use Modes

**Wait and Anticipate**

“Getting to lab early allows me to talk to my friends and have a little down time.”
Use Modes

Discover

“deciding to register for Ted. this is extremely exciting! I watch Ted talks all the time.”
Use Modes

Seek

“No seats on the 3rd Floor.”
Use Modes

Explore

“Immediate Alerts to Keep You in the Loop.”
**Short 10 Minute Exercise**

How would you design for these “Use Modes” on your campus?

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Distillation

User Research Study
Design Elements
Design Elements

Initiate the New and Different

Use Mode: Discover

Opportunity Modes: Wait and Anticipate, Trespassing, Grab-n-Go
Design Elements

Create Anchor Points That Serve As Hubs

*Use Mode:* Meet Up, Hack and Settle, Alone Together

*Opportunity Modes:* Transient, Grab-n-Go, Wait and Anticipate
Design Elements

**Build in Recess**

**Use Mode:** Escape, Discover-Surprise, Seek, Explore

**Opportunity Modes:** Meet Up, Hack and Settle, Alone Together
Design Elements

Plan for User Control of Proximities

Use Mode: Hack and Settle, Meet Up, Alone Together
Design Elements

Support Multiple Configurations Between People, Objects & Environment

Use Mode: Meet Up, Alone Together, Wait and Anticipate
Opportunity Modes: Hack and Settle
Design Elements

Design Guided Experiences

Use Mode: Wait and Anticipate, Seek, Explore
Opportunity Modes: Trespassing, Grab-n-Go, Escape, Transient
Design Elements

Design Cues to Help Users Navigate and Interact

Use Mode: Seek, Explore

Opportunity Modes: Hack and Settle, Alone Together, Grab-n-Go
Design Elements

Encourage Improvisation When in a Group

Use Mode: Hack and Settle, Meet Up
Design Elements

Support Real Time Needs and Resources of Students

Use Mode: Hack and Settle, Alone Together, Meet Up
Opportunity Modes: Escape, Discover, Seek, Explore
Design Elements Based on the Use Modes

Initiate the new and different
Create anchor points that serve as hubs
Build in recess
Plan for user control of proximities
Support multiple configurations between people, objects, and environment
Design guided experiences
Design cues to help users navigate and interact
Encourage improvisation when in a group
Support real time needs and resources of students
Question and Answer

What can we do to further enhance the student experience?