



Team G6

DES 166: Human-Centered Design



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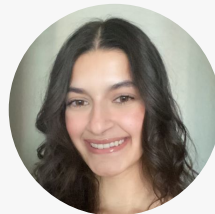


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Our Takeaways



As we explored the idea of adding an arch to G-street, it was crucial to think about different viewpoints. That's why we used **design thinking**—a method that focuses on **understanding people's needs through empathy, collaboration, and ideation.**



Empathize - Interviews

We conducted a total of **6 interviews**, 2 community members, 1 professors, and 3 students



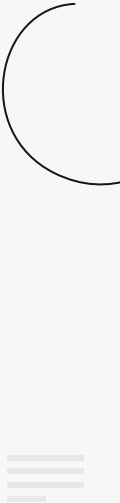
Jason

- 4th year student at UC Davis
- Non-drinker
- Disinterested in what G Street has to offer

“Stores there (G Street) are dead”

“There’s no sense of place”

“(G Street) is sad and gloomy”

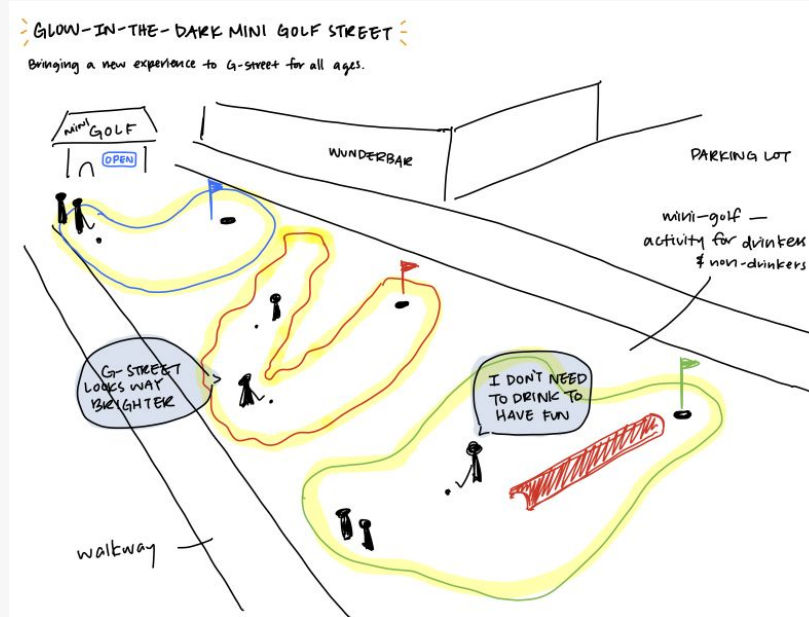




**We believe it's essential to focus on making
G-street more active and attractive for
non-drinkers and families.**



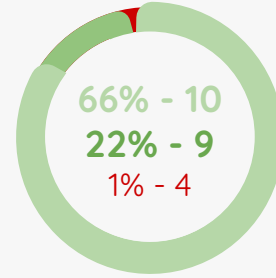
Ideate - Solutions



Prototype testing - survey

Ages
18-51

We received answers from
individuals aged 18-51+



88% interest in mini
golf on G-Street

“Seems like a **cool idea and fun outing**”

“**I don’t have to go all the way to sac** to do something fun”

“**I enjoy mini golfing** with my bf.”

Prototype testing


We conducted a total of **10 tests** with a variety of ages and occupations.





Findings






- **01 Engagement Exploration:** Engaged with diverse individuals showing interest.
 - 02 Feedback Synthesis:** Identified absence of non-drinking activities as core issue.
 - 03 Mini-Golf Potential:** Recognized mini-golf's interactive potential, though safety concerns remain.
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Where would we go from here?

- **Main goal:** Activate G Street, especially for non-drinkers
 - **Future project direction:** Addressing next steps
 - Considering safety issues, suggesting testing of digital multiplayer games for engagement and safety
 - **Proposal:** Implement multiplayer games on G Street fostering interaction without alcohol requirement
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Thank you!

Any questions?

