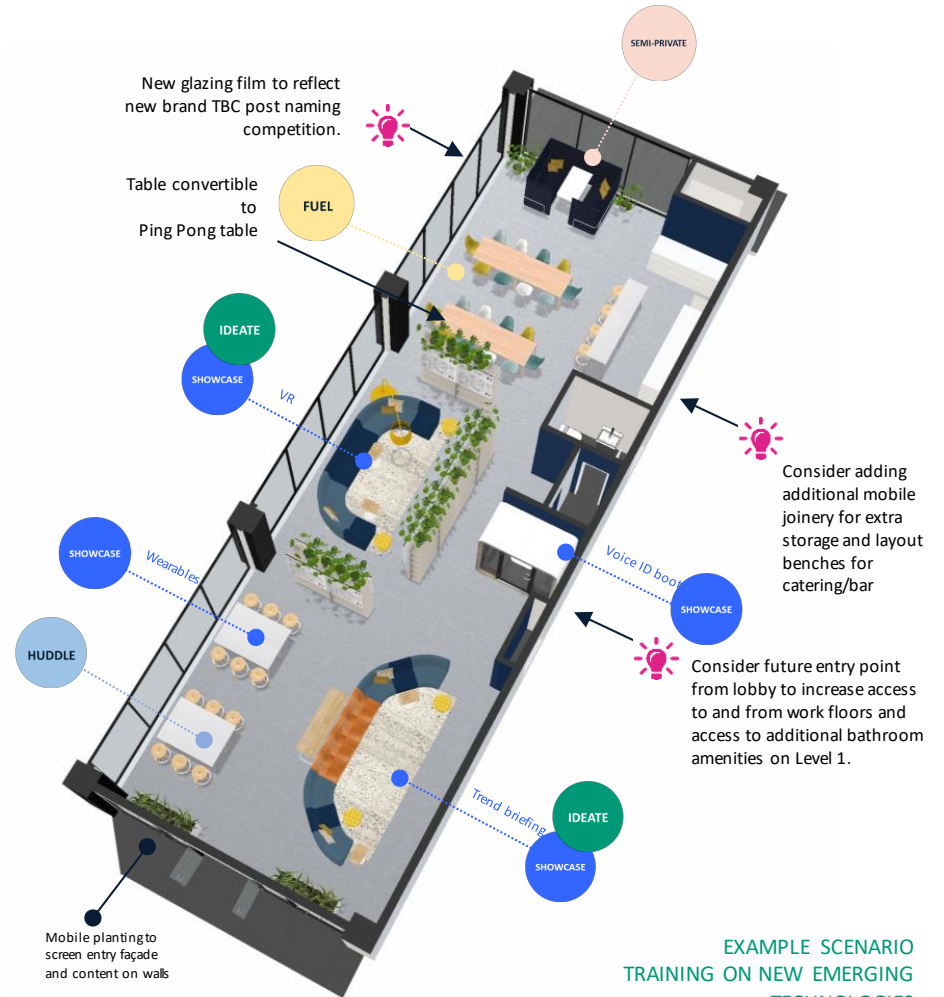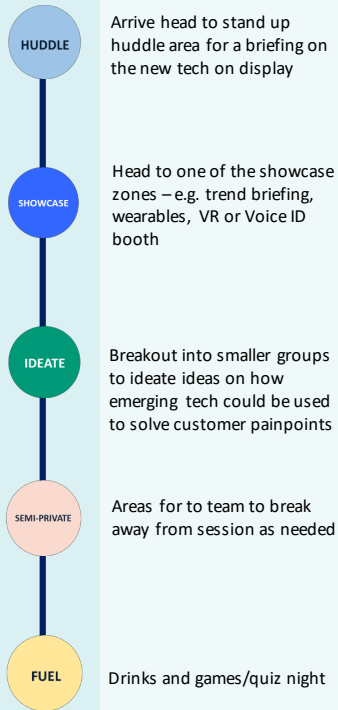# Space type **#1** : Ideation in-house

IDEAS FROM CLEARPOINT TEAMS

- "Knowledge sharing and educational workshops - passing on information to the team and learnings from working on-site with clients. On-site consultants get together or via video-conferencing."

- "Strategy days."

- "Ideation sessions – practice design-led thinking."

- "Social events, friendly drinks, quiz nights, games nights and lunches with the wider team."

- "Scrum meetings and stand ups."

- "Showcases and retrospectives. Showcase recently tried Dev solutions."

- "Trend forecasting briefings."

- "Training/learning on new emerging technologies."

- "Prayer space. Meditation. Foosball, yoga, exercise and wellbeing activities."

- "Snooze corner. Chill out area."

- "Demonstrate latest gadgets and wearables, VR."

- "Pet projects."

HUDDLE — Arrive head to stand up huddle area for a briefing on the new tech on display

SHOWCASE — Head to one of the showcase zones – e.g. trend briefing, wearables, VR or Voice ID booth

IDEATE — Breakout into smaller groups to ideate ideas on how emerging tech could be used to solve customer painpoints

SEMI-PRIVATE — Areas for to team to break away from session as needed

FUEL — Drinks and games/quiz night

New glazing film to reflect new brand TBC post naming competition.

Table convertible to Ping Pong table

Consider adding additional mobile joinery for extra storage and layout benches for catering/bar

Consider future entry point from lobby to increase access to and from work floors and access to additional bathroom amenities on Level 1.

Mobile planting to screen entry façade and content on walls

EXAMPLE SCENARIO
TRAINING ON NEW EMERGING TECHNOLOGIES

CO.DISCOVER SUMMARY

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Space type #2 : Ideation with customers

IDEAS FROM CLEARPOINT TEAMS

- "Hot desking spaces available to key clients."

- "Co-working day where clients and industry professionals are invited to use hot spot desks. Build informal relationship with clients by allowing them to work from our CBD location."

- "Client coffee meetings."

- "Co-joint development with clients."

FUEL — Arrive in the morning – meet and greet coffee cart positioned closer to main entry

SHOWCASE — Gather in showcase area for presentation of content and Q&A panel. Variety of seating options at different heights. Portable projector and video conference enabled.

IDEATE — Breakout into smaller groups to ideate ideas

SEMI-PRIVATE — Areas for customers to break away from sessions if needed

PRIVATE — Areas for customers to break away from sessions if needed that is acoustically private

SHOWCASE — Gather in showcase to present ideas and determine next steps action plan

EXAMPLE SCENARIO: MORNING IDEATION SESSION WITH CLIENT

CO.DISCOVER SUMMARY

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DESIGN TO WORK

clearpoint

Space type #2 : Ideation customers with customers

IDEAS FROM CLEARPOINT TEAMS

- "Pop Up UX testing facility – ASB's pick for scenario of most value to them."

- "Accessibility testing."

- "Mobile testing Lab."

- "Deus/test sessions with clients."

FUEL — Arrive in the morning – meet and greet coffee cart positioned closer to main entry with waiting areas near front entry. Customer opportunity to brand entry frameworks.

SHOWCASE — Gather in showcase area for briefing on how usability testing session will run.

TEST& LEARN — Breakout interview zones – hi fi clickable prototypes A/B testing. Mix of open and enclosed spaces. Testing session complete.
Wall space available for analysis and ideation.

IDEATE — Using projections and sound – simulate different customer environments i.e. in a bar, on a bus etc.

IDEATE — Post testing analyse session. Observation team join testing team and Clearpoint customer to map out feature priorities. Lo-fi paper prototyping area for Clearpoint teams to map out revised wireframes with customer.

FUEL — Ubereats pizza delivery!

Live fee to observation room located on workfloors or back at client site.

IDEATE

TEST& LEARN

TEST& LEARN

TEST& LEARN

IDEATE

FUEL

SHOWCASE
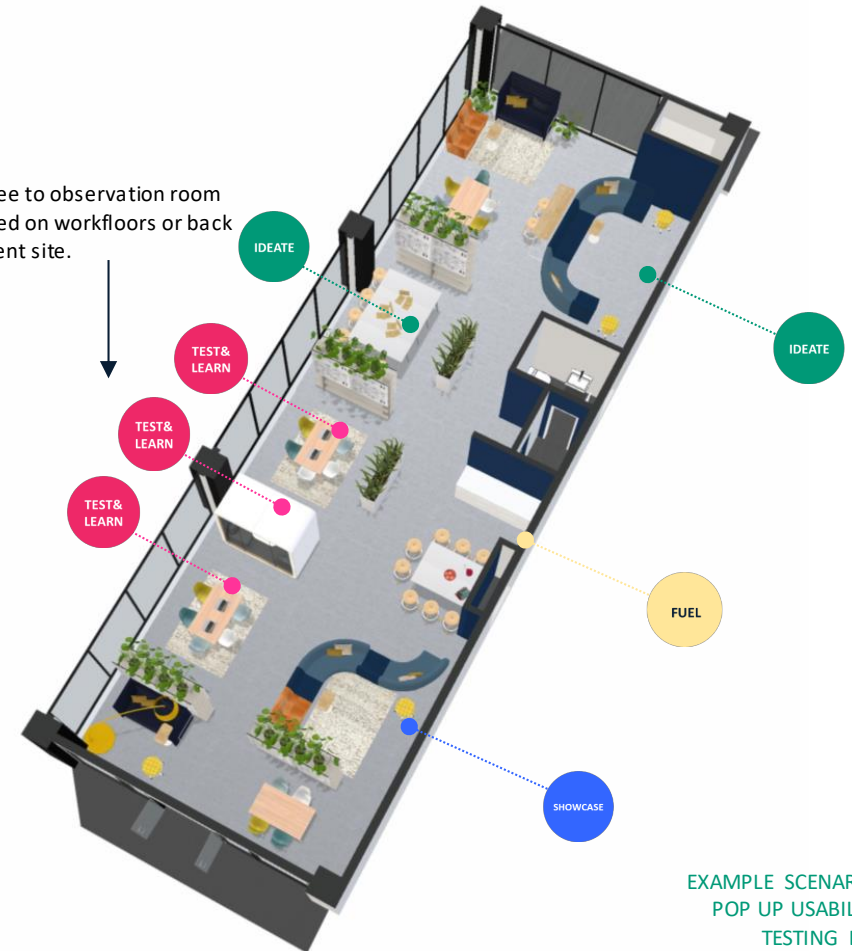
EXAMPLE SCENARIO:
POP UP USABILITY
TESTING LAB

CO. DISCOVER SUMMARY

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JONIK
DESIGN TO WORK

Space type #3 : Connection to wider community

IDEAS FROM CLEARPOINT TEAMS

- "Meet Ups for customers where customers can learn from other industries tackling similar problems. Organise networking events for our clients to facilitate cross-pollination of industries" – GDT's pick for scenario of most value to them.

  - "Hackathons."

  - "Host Meet Ups for tech and non tech talks."

  - "Organise indoor and outdoor events. Utilise carpark for events i.e. container food trucks – something that is surprising and unexpected."

  - "Organise women oriented activities and events to encourage female participation in the tech industry."

SHOWCASE — Arrive for meet up and be seated for presentations. Waiter service for pre-session drinks.

SEMI-PRIVATE — Areas for guests to break away from sessions and have quieter conversations as required.

PRIVATE — Areas for guests to break away from sessions to have private conversations in acoustic pod.

FUEL — Post Meet Up drinks with a variety of seating options. Space activated as bar.

SEMI-PRIVATE

PRIVATE

FUEL

Industry banners and collateral

SHOWCASE

EXAMPLE SCENARIO: CUSTOMER MIXED INDUSTRY MEET UP

CO.DISCOVER SUMMARY

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Space type #3 : Connection to wider community

IDEAS FROM CLEARPOINT TEAMS

- "Teaching kids to code" – Team idea pick.

- "Run a community blog of upcoming events. Make the space available to charity events."

- "Become more involved in community projects."

- "Become an incubator for grads."

SHOWCASE — Children arrive and are signed in by parents. Children watch presentation on coding robots.

IDEATE — Children form small teams and design and code their robots supported by tutors.

FUEL — Break for lunch – catered lunch is served on communal table.

SHOWCASE — Children then race robots on track (vinyl graphics temporarily adhered to concrete floor). Panel of judges.

EXAMPLE SCENARIO:
SCHOOL HOLIDAYS TEACH KIDS TO CODE DAY

CO.DISCOVER SUMMARY

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