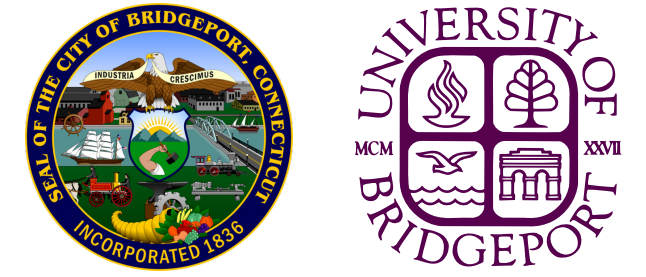


DESIGN THINKING FOR BETTER COMMUNITY IN THE CITY OF BRIDGEPORT



ABSTRACT

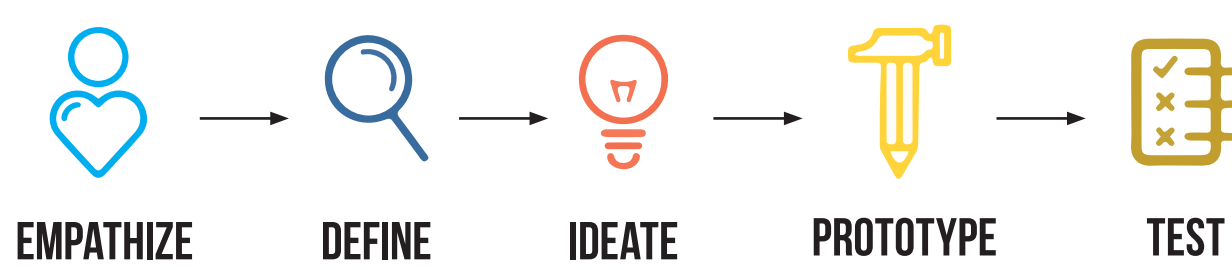
ABOUT THE CITY OF BRIDGEPORT

Founded in 1821, the city of Bridgeport is not only the largest city in Connecticut, but one of the most diverse communities as well, with over 20 countries represented in a city of over 150,000 citizens. The goal for this project was to focus on revitalization, waste management and bringing the waterfront scene back to life. As Design Management student, we explored this problem through the lens of design thinking. Using the design thinking process, while considering profitability, sustainability and social responsibility, we developed a series of proposals which activate the existing key resources in order to bring more attention which will benefit the city.

INSIGHTS

THE DESIGN THINKING PROCESS

The design thinking process combines empathy to enable deep understanding and re-framing of a problem, creativity to generate insights and solutions, and rationality to analyze and fit solutions to the context.



Empathize: Through primary and secondary research, we assessed the company's promotional strategy in order to develop specialized solutions.

Define: The main problem the city of Bridgeport faces is the unsafe conditions and unclear image, which in turn decreases the value of the property, as well as desire to live here. The reason being the lack of effective communication about the value of the organization.

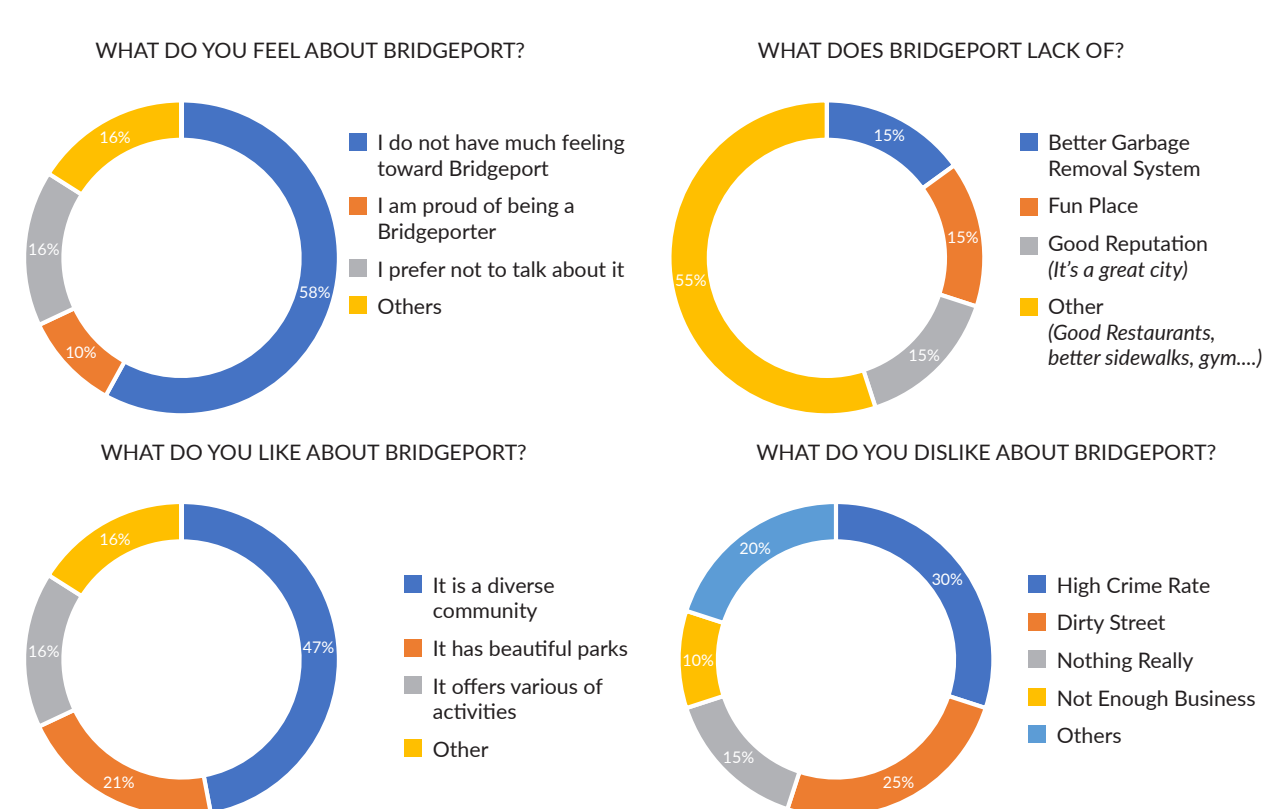
Ideate: We produced a variety of unique solutions for each identified weakness.

Prototype: We designed the solutions to address the client's problem areas.

Test: Through presenting these solutions to the client, we were then able to take a comparatively generalized approach, and proceed further in developing the cost and process of implementation.

THE KEY PROBLEMS

By empathizing with the client through the first design thinking stage, it was evident that there were three main areas of concern: a lack of safety, an overabundance of waste and the underutilization of pre-existing resources. By addressing these areas of concern, we can revitalize the image of this seaside city.



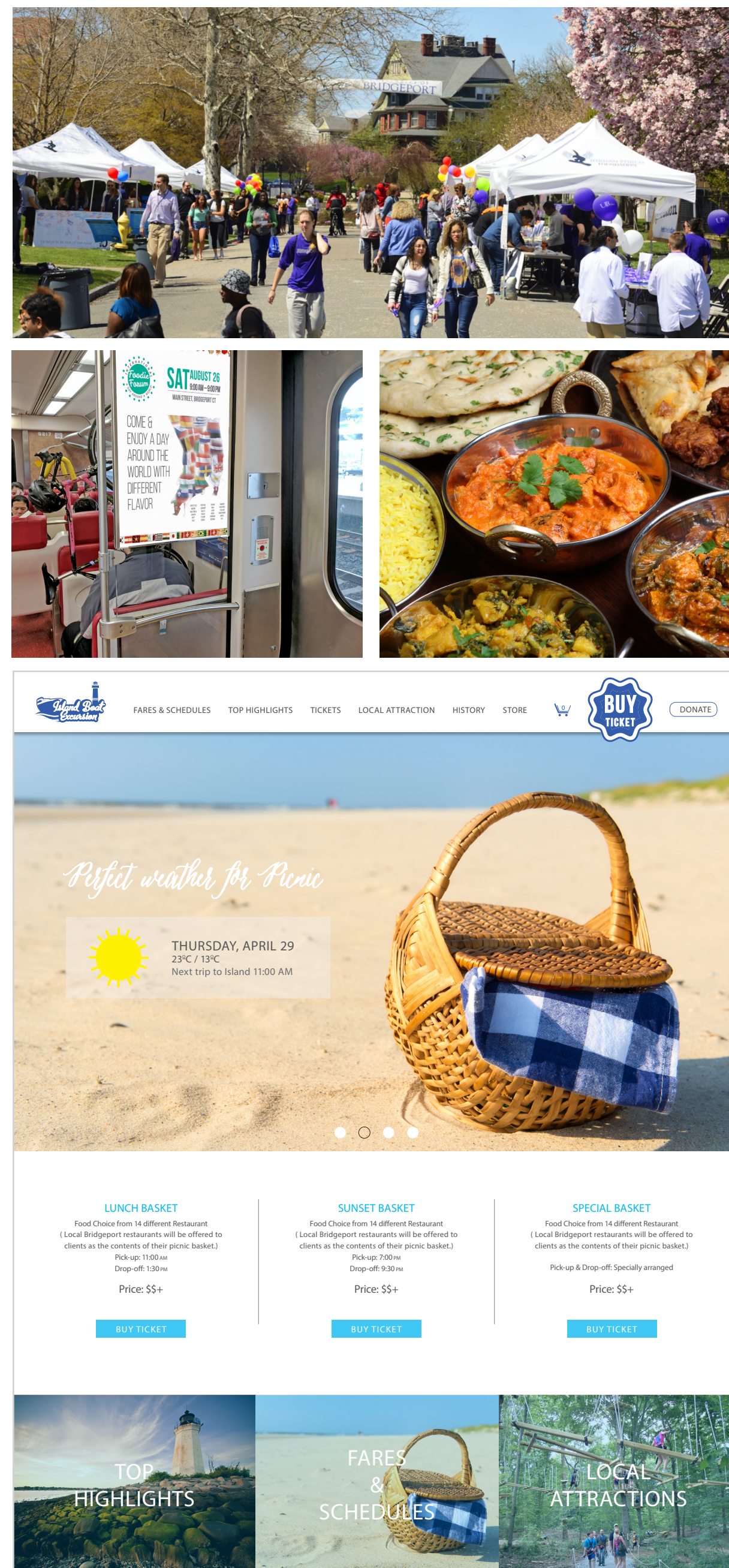
MAIN SOLUTION

COMMUNITY ENGAGEMENT

Since the start of this project, the greatest concern has been the safety of the residents. Therefore we explored various ways to promote community engagement that fosters a safe and welcoming atmosphere.

SOLUTION: FOODIE FORUM

The Foodie Forum is designed to bring groups of different backgrounds to share their cultures, and of course delicious native cuisine. By recognizing the rich diversity throughout the city of Bridgeport, our objective was to turn diversity into unity. The Foodie Forum is a celebration of the different cultural foods that each nationality will be able to share, and bring everyone closer together.



ACTIVATING EXISTING KEY RESOURCES

The city of Bridgeport has many profitable resources that can be better utilized. Numerous opportunities await to be reactivated, and with a proper cost-benefit analysis, the benefit from its potential revenue will become evident. Using this resource, there is an opportunity for financial growth.

SOLUTION: PROPOSAL FOR BOAT & PICNIC EXCURSION

Therefore: Pleasure Beach is one of Bridgeport's great attractions, however, its best days still remain to be seen. In order to rejuvenate this asset, we designed a picnic service by connecting the existing taxi boat service, consumers, and local restaurants. A dedicated website will make the operation more subtle yet efficient, and it will also attract visitors to the different attractions in Bridgeport.

WASTE MANAGEMENT

Illegal dumping is one of the biggest issues of Bridgeport. According to our surveys, people from Bridgeport responded that the dirty street discourages them to keep the street clean. They responded that if there are more receptacles, they would be more motivated to dispose of trash in the trash receptacle.

SOLUTION: UNDERGROUND TRASHCAN

One way to solve this problem is through changing the trash disposal system. Bridgeport has narrow streets. Thus, it is difficult to set up more waste cans on the streets. By implementing trash receptacles that have a larger, below ground storage area, Bridgeport can have a greater volume of trash disposal space



on the street without having to overcrowd the sidewalks with exponentially more above ground cans. This is how numerous European countries have been dealt with trash disposal issues.

SOLUTION: CLEAN UP DAY

The government-owned waste management company couldn't collect all the waste that was generated and collected after the clean-up event, therefore the government collaborated with private companies to help with the collection of rubbish, in return for flexible packages and tax reduction. The government was able to acquire company partnerships to participate in the clean-up campaign. This is an opportunity Bridgeport can also benefit from by collaborating with local waste management companies, schools and other organizations in the city to either help or be partners of the Bridgeport clean-up campaign.

CONCLUSION

IT IS ALL ABOUT COMMUNITY COLLABORATION

Design Management can be described either as the business side of design or the design side of business. Either way, it is a method of creatively solving complex problems. For this project, we used our tool to revitalize our neighborhood and to create a better community through engaging activities, creating a clean and welcoming environment and reactivating more key resources where people can spend valuable time. For the City of Bridgeport, we applied this methodology to develop solutions for the triple bottom line: people, planet, and profit.