



A Rocha

CULTURAL PROBE + ANALYSIS

1 / DAYS IN BROOKSDALE

PURPOSE

Location. Show highest human interaction areas at Brooksdale, which places facilitate A Rocha's preferred communication (face-to-face). "Where am I most?"

ANALYSIS

Due to the large scale of A Rocha's work environment, members of the organization **require great effort to share information reliably** unless they're from the same department.

2 / STICKER EXCHANGE

PURPOSE

Quantity. See the frequency and variety of contact with a given member of A Rocha within a week. "Who do I often meet?"

ANALYSIS

Meet-ups during the week are low between any given Brooksdale community; this could be due to an **inefficiency in communication from relying on face to face meetings.**

3 / SNAPSHOTS

PURPOSE

Quality. Insight into experience as well as affirm A Rocha values. "What defines my experience at Brooksdale?"

ANALYSIS

People from A Rocha **perceive highly of their relationship or communal experience** with the others. They spend **a lot of their time** at Brooksdale and most of the memorable moments do not involve technology.

4 / SOUL SEEDS

PURPOSE

Alignment. Affirm cohesiveness of values, personal growth areas and design focus. "What do I think of myself?"

ANALYSIS

Participants are mainly concerned with ensuring that there is enough **team discussion** and **decision making.**

5 / DEAR TEAMMATES,

PURPOSE

Community. Insight on human connection, interpersonal relationships at Brooksdale. "What do I think of others?"

ANALYSIS

Participants are part of a tight-knit group, as they support and care for one another. Some participants offer some suggestions on **work-related interactions**, while others were **less about team dynamics** and **more about personal concerns.**

6 / RECALL THE DAY

PURPOSE

Efficiency. Data on current use and results of archiving, as well as the nature of the experience. "What can I find out about an event from last year?"

ANALYSIS

Recalling usefully detailed and accurate information involving past events was **inefficient and unreliable.** No tools were used other than the memories of involved staff. In the scenario of a phone call, A Rocha would have trouble recalling and informing others about an event for future plans.



Design Focus

How might we provide an efficient way to store and relay information about past events to improve workflow and communication with Brooksdale partners?

