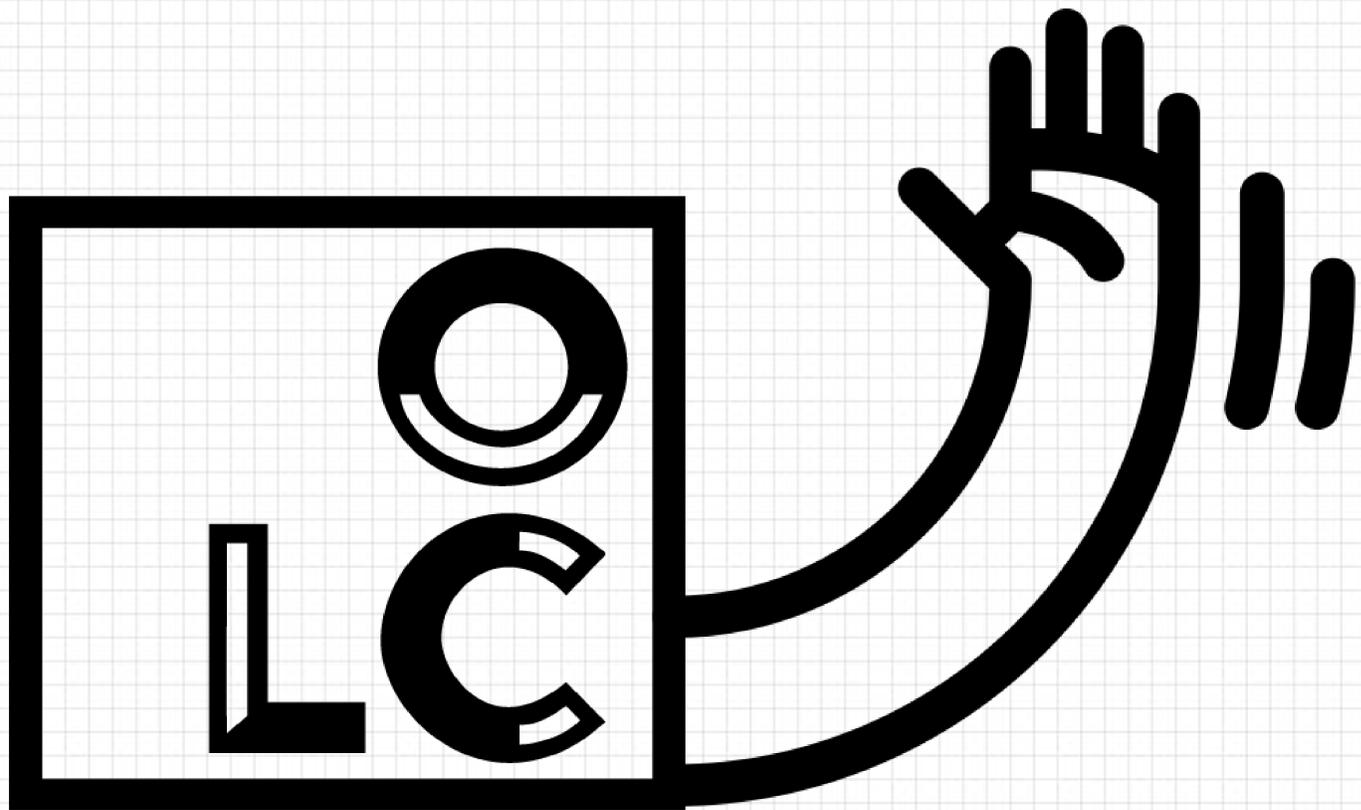


**LUCY OBUS | SELECTED  
DESIGN RESEARCH PORTFOLIO**



# PROJECT:

2017 Impact Report and Tracking | Georgetown Women's Alliance

# APPROACH:

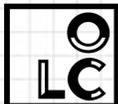
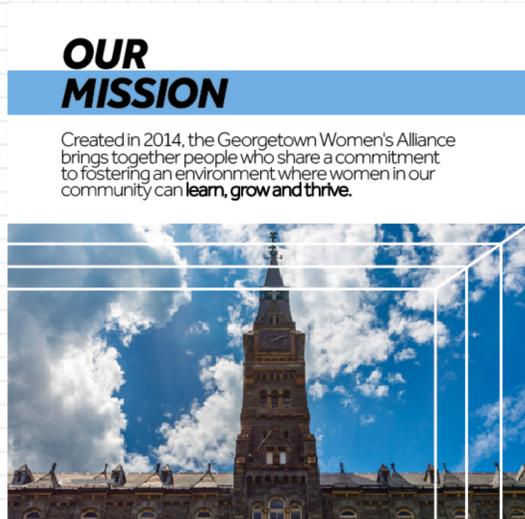
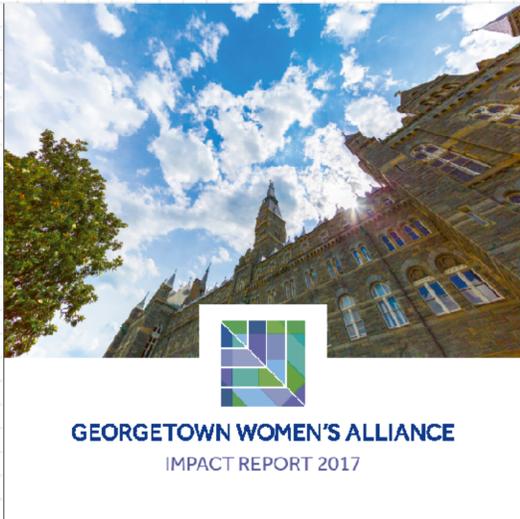
Listen, Aggregate, Synthesize, and Show Off!

# MEDIUM:

Digital and Print Collateral

# INSIGHTS INTO ACTION:

The Georgetown Women's Alliance is the University's only cross-network hub, financed by the office of the President to bolster an environment where women in the community can learn, grow and thrive. Despite extensive funding and strategic leadership, the Alliance needed more effective communication channels to show proof of concept and strengthen the burgeoning network. As lead on this project, I developed a scope that would include interviews with key partners of each affiliate organization, the crunching of previously disorganized data on grants and programming, the gathering of visual identity and collateral, and observation sessions with steering committee leadership. These insights highlighted a lack of impact awareness and tracking, driving the creation of an inaugural impact report and subsequent impact tracking architecture. I drafted the complete content and design, which will be disseminated to funders, partners, and alliance members in print and digital channels to share benchmark impact and communicate value. Internally, this project also led to the embedding of organization tracking devices to help measure impact at each future turning point.



# PROJECT:

Soft Diplomacy Opportunities Leveraging the Tokyo 2020 Olympics | Japanese Embassy

# APPROACH:

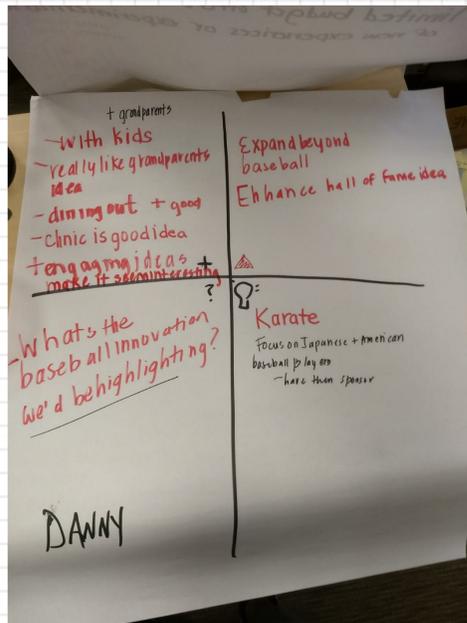
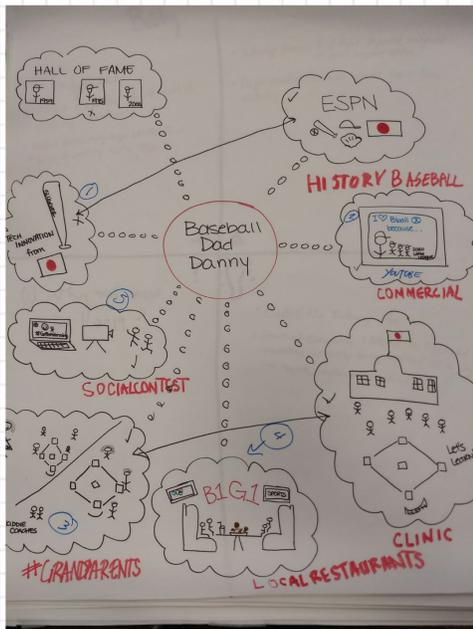
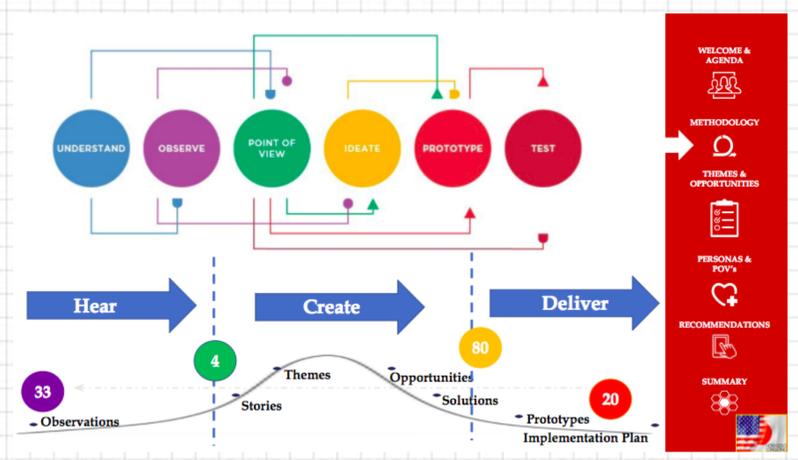
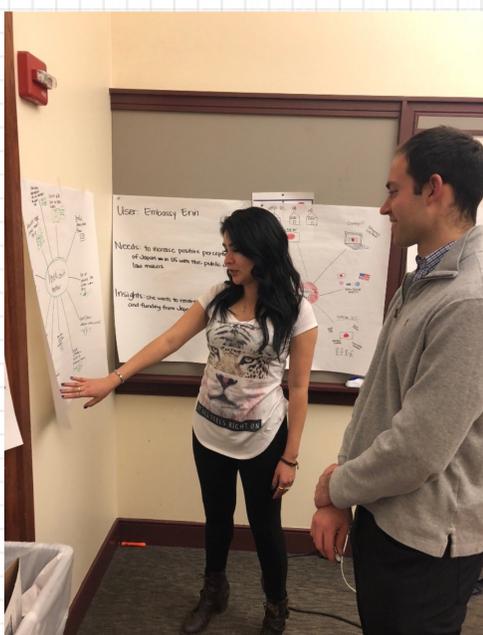
Design Thinking for Olympic Gold!

# MEDIUM:

Client Pitch and Working Session

# INSIGHTS INTO ACTION:

Driven by the client's interest in an engagement plan that "maximizes the opportunity for human connection before and during the Olympics," my team implemented a two-month design thinking initiative to develop experiential prototypes that celebrate and sustain interest in Japanese-American relationships. As lead designer and "chief fun theory officer," I was responsible for engaging extreme users and facilitating brainstorming sessions. I spoke with xenophobes skeptical about Japan, World War II buffs, video game devotees, and school children. Our process included three site visits, 33 interviews, too many crazy ideas to count, and the convergence of five prototyped ideas for four distinct personas. Our pitch to officers of the Japanese Embassy is just the beginning of what will be a fruitful partnership, as we work to translate these ideas to reality.

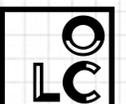



**DAD DANNY**

*"I need to find ways to develop values in my children through sports."*

**RECOMMENDATION:**

**Athlete Digital Shorts**



# PROJECT:

Pedagogical Escape Room Puzzle | Gelardin New Media Center

# APPROACH:

Semiotics, Systems Mapping, and Software

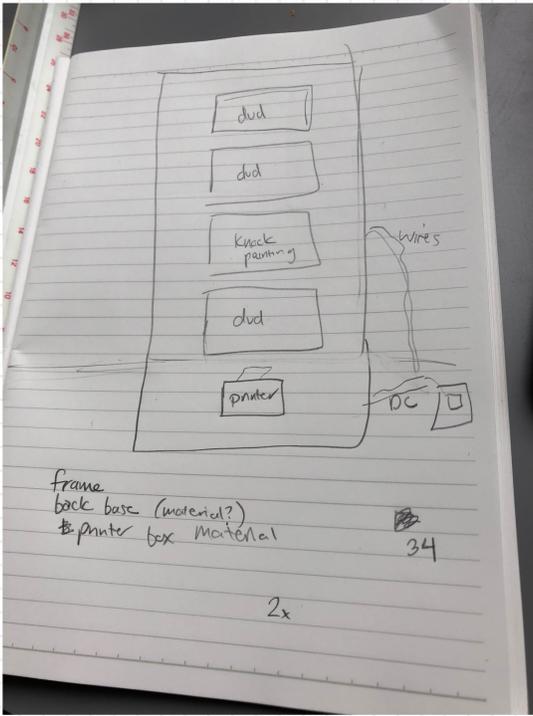


# MEDIUM:

Interactive Installation, Arduino, and Sensor Circuitry

# INSIGHTS INTO ACTION:

I had the opportunity to design a puzzle for Georgetown University's first-of-its-kind education escape room. Escape rooms dance the intersection of technology and critical thinking, and are elevated by feedback, teamwork, and the ever-slipping turns of time. They succeed by operating within the confines of a system: objects, attributes, internal relationships, and environment. The puzzle required a core technical component that could be adjusted to any given theme the room might take on. I studied the semiotics of spatial discovery, team dynamics, and puzzle theory, and learned circuitry, Arduino coding, and basic woodworking/laser cutting. This design lived or died by its systems strategy, storytelling, and sleek presentation. The project was a wonderful opportunity to combine dual interests in experiential learning and human-computer interaction. The complete puzzle will be installed in Georgetown University's in-house escape room, for future educational use.



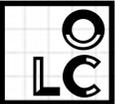
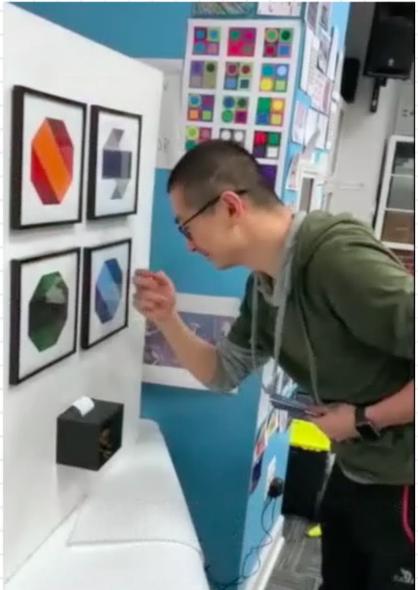
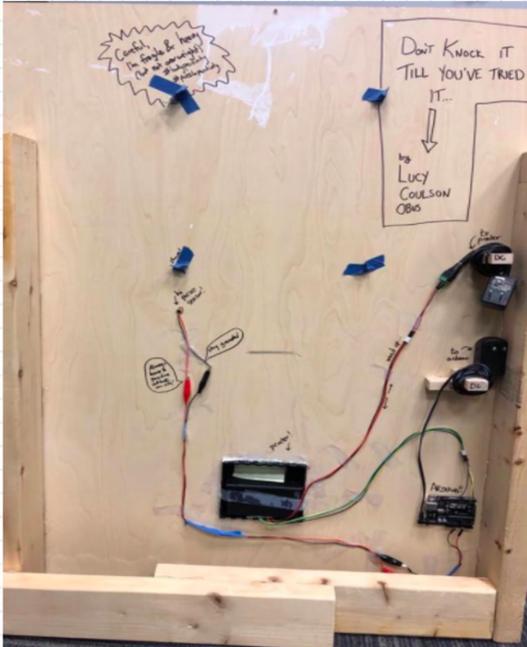
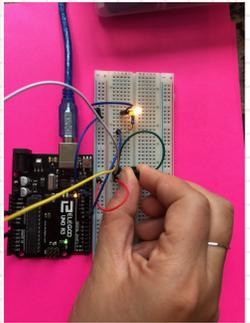
```
ks06_DontKnockIt_ArduinoCode
const int ledPin = 13; // LED connected to digital pin 13
const int knockSensor = A0; // the piezo is connected to analog pin 0
const int threshold = 50; // threshold value to decide when the detected sound is a knock or not
int numberOfKnocks = 0; // how many valid knocks you've received

// these variables will change:
int sensorReading = 0; // variable to store the value read from the sensor pin
int ledState = LOW; // variable used to store the last LED status, to toggle the light

#include "Adafruit_Thermal.h"

// Here's the new syntax when using SoftwareSerial (e.g. Arduino Uno) ----
// If using hardware serial instead, comment out or remove these lines:
#include "SoftwareSerial.h"
#define TX_PIN 6 // Arduino transmit YELLOW WIRE labeled RX on printer
#define RX_PIN 5 // Arduino receive GREEN WIRE labeled TX on printer
SoftwareSerial mySerial(RX_PIN, TX_PIN); // Declare SoftwareSerial obj first
Adafruit_Thermal printer(mySerial);

void setup() {
  pinMode(ledPin, OUTPUT); // declare the ledPin as as OUTPUT
  Serial.begin(9600); // use the serial port
  // This line is for compatibility with the Adafruit IotP project pack,
  // which uses pin 7 as a spare grounding point. You only need this if
  // wired up the same way (w/3-pin header into pins 5/6/7):
}
```



# PROJECT:

Branding Analytics | Sweetgreen

# APPROACH:

Code across platforms to pressure test hypothesis

# MEDIUM:

Digital and Print Collateral

# INSIGHTS INTO ACTION:

Sweetgreen, the decade-old fast casual salad chain, is expanding its retail locations by 30%, and exploring new markets outside of major city hubs. One of the largest hurdles to successful scaling is quality assurance and brand loyalty, which proves especially difficult for a company that sets itself apart with its mission to “source local and organic ingredients from farmers we know and partners we trust, support communities and create meaningful relationships.” This report squared market research with evaluation of Sweetgreen’s strategic communications platforms, using multiple coding and sentiment analysis techniques. The insights affirmed Sweetgreen’s cohesive organizational voice, active digital customer service, and ties to social mission. The report outlined actionable improvements to engage new local communities with the national brand. While originally scoped for graduate course work, the report was delivered to Sweetgreen upon request, and the company made branding decisions following the provided insights.



**industry spotlight** fast casual and farm-to-table

**FAST CASUAL** (noun)  
a style of fast food involving healthier, fresher, and more varied dishes than traditional fast food, served in attractive surroundings.

**FARM-TO-TABLE** (noun)  
a social movement which promotes serving local food at restaurants and school cafeterias, preferably through direct acquisition from the producer.

Sweetgreen sits at the intersection of these burgeoning gastronomic subsectors. While fast casual only holds 8% of the food service's \$780 billion annual sales, it is outperforming percentage growth over full service and fast food.<sup>1</sup> Sweetgreen originated as farm-to-table, with the founders stocking the first store with Dupont Farmer's market produce and local dairy and protein purveyors. Restaurant Industry Forecast reported that 70% of fast casual consumers prefer locally sourced ingredients.<sup>2</sup> These trends all speak well for Sweetgreen, and the company has done remarkably as an agile startup. Fast Casual and Farm-to-Table is difficult to maintain with location expansion, as building supply chains with local farmers in new cities is a far more arduous process than traditional distance supply chains.

<sup>1</sup>How the Fast Casual Segment is Gaining Market Share in the Restaurant Industry | Forbes Magazine, 23 June 2014. <sup>2</sup>Restaurant Industry Forecast 2014, www.restaurant.org/DownloadPDFs/News+Research/Research/RestaurantIndustryForecast2014.pdf

**key challenge** scale with mission intact

visit our locations

**our core values**

- **Think locally** - source ingredients from local farmers and purveyors
- **Keep it real** - use fresh, seasonal ingredients
- **Make an impact** - support local communities and the environment
- **Be it yourself** - create a unique, authentic experience

Sweetgreen currently operates 64 stores, focusing on urban hubs like NYC, Boston, Chicago and San Francisco. The company has grown RAPIDLY, opening 20 new stores in 2016, with no intention on stopping. They face an expansion challenge, hoping to successfully scale while maintaining their core values.

In 2016 Sweetgreen demonstrated two important streamlining measures: eliminating frozen yogurt from the menu and discontinuing the production of their annual Sweetlife Music Festival. Both actions may be attributed to a focus on nimble expansion, cutting the costly equipment of a “fad” dessert and a successful but time-intensive and hyper-local event. By eliminating these assets, Sweetgreen can focus on prolific expansion, establishing local roots in each market region. Sweetgreen hopes social media will help sell their sleek-yet-wholesome aesthetic and set them apart from national and local competitors.

**coding questions** for facebook and instagram analysis

Data was gathered February 15 - April 8, 2017 for Instagram and January 5-April 8, 2017 for Facebook. The google form can be found below. Notes were also taken on commenting and average likes.

Enter media location (geotag)  
Your answer

Video or still shot?  
 Video  
 Still Image  
 Text Only

The Visual Shows:  
 Bird's Eye View  
 A Food Product  
 An agricultural/farming partner  
 A nonprofit/community partner  
 Individual customer  
 shot of store architecture  
 employee  
 store opening party  
 Sweetlife Festival  
 PR Event  
 Other

The text speaks to:  
 A New Menu Item  
 Menu spotlight  
 Agricultural/farming partnership  
 Community partnership  
 Corporate partnership  
 Event  
 Social Good(giving)/philanthropy  
 Sale  
 Personal Story highlight  
 mentions FOUNDERs  
 Other

References purpose and culture or food?  
 Purpose/culture  
 Food  
 Both

Put social media text here:  
Your answer

**instagram data** With the largest amount of followers, Sweetgreen focuses its social media efforts on Instagram to geotag sleek attractive imagery that play to product and mission.

**FREQUENCY** 53 posts over 52 days  
Enough to keep users engaged without overwhelming them

**SHOT** All stills, no videos  
Great for the millennial attention span

**REFERENCES** Food and Purpose  
Food pairs with selling the product first

**LOCALE** Geotags VIP for expanding brand  
DC, NYC, BOSTON, and LA win out, but posts are vigorous in spreading the love

**VISUAL** Food and Store  
Foodporn and still architecture attract views

**TEXTUAL** Include community and partnerships  
leads allow for various engagements: sales, openings, customer stories, etc.

**instagram trends** foodporn / partnerships / store

Sweetgreen posts to Instagram multiple times per day, averaging 1k likes and 20 comments per image. Though the social media team runs out of NYC, the majority of posts are geotagged, subtly selling location expansion. Prolific hashtags align images with company values like #authentic, #healthyliving, and #eatlocal. The imagery is sleek and professional, crediting but never “regramming” customer images. The platform is output-centric, focused on three main sectors:

**Foodporn**, a glamorized presentation of product that treats food as art, is easy on the eye and prime for reposting. High quality visuals encourage groundswell participation. Sweetgreen prefers the “birds eye view” POV, using the opportunity to spotlight menu items.

**Partnerships** align brand with community organizations while promoting an elevated look. Corporate partners like Goo, Soulycicle, and Bon Appetit offer giveaways, while public partners with schools and farms promote company ethos and preach farm-to-table tenets.

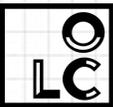
**Store** architecture and employee shots play to the fast casual “attractive” look and personalize the brand. Architectural visuals differentiate from market competitors, and often feature the iconic neon seasons wall art. Employee spotlights promote company culture and personal stories.

**theoretical implications** communication frameworks in practice

**MULTICOMMUNICATION PRESENCE**  
Recognizing the multiple channels of possible feedback for the modern user, presence theory offers four discrete options for audience and engager: Competitive (enticing attention), Budgeted (balancing attention), Entitled (demanding attention), and Invitational (open attention). Sweetgreen effectively employs competitive and invitational presence in their visuals and text. They never demand or push, but rather invite audience through use of questions, colloquialisms, new menu spotlights, and partner giveaways. Their voice is calm and cool, purporting confidence.

**ROGERS' DIFFUSION OF INNOVATION THEORY**  
Rogers' theory seeks to explain how, why, and at what rate new ideas and technologies are adopted, arguing that diffusion disseminates innovation through communication over time among participants in a social system. Participants are tagged by time and power (innovators, early adopters, early majority, late majority, and laggards.) Sweetgreen positions its social media to promote early adoption of new stores and seasonal menu items, hoping to command groundswell viral advertising. Sweetgreen also rides the wave of concurrent diffusion streams by partnering with corporate brands to cross promote product. Seasonal menu cycles allow users repeated opportunity to be an early adopter by trying the next new salad, and Sweetgreen markets this opportunity as farm-to-table healthy eating.

**MEDIA RICHNESS**  
Sweetgreen's original success was built on media richness, a communication medium's ability to reproduce the information sent over it. Social media attempts to reconcile the verbal and social cues of face-to-face interaction. As a small chain, Sweetgreen set itself apart using direct engagement with local farmers, live music festivals, and a loyal customer base. As they expand the chain, their external communication platforms attempt to extend media richness through storytelling that elevates company values and community engagement (personal customer stories, touring produce partner farms, spotlights on employees, photos from retreats). Whether Sweetgreen has succeeded in this endeavor will be a key determinant in their holistic growth viability.



# PROJECT:

Donor Engagement Study | Lincoln Center for the Performing Arts

# APPROACH:

Data Analytics, Market Research, Qualitative Interview



# MEDIUM:

Report, Presentation, Working Session

# INSIGHTS INTO ACTION:

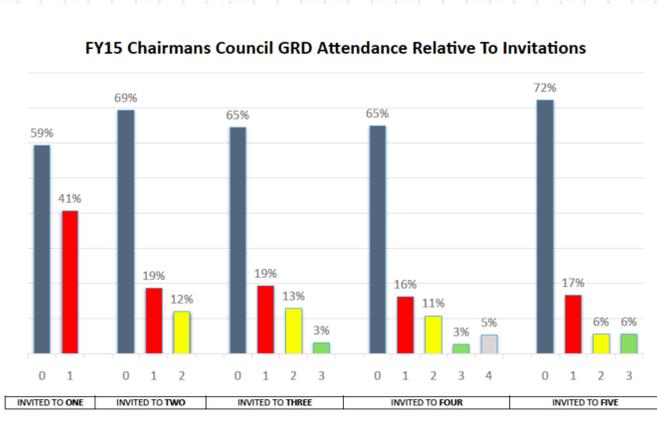
During my tenure as event and fundraising strategist, I noticed the high cost and low retention of Lincoln Center's iconic donor Green Room Dinner series. I also knew there was a wealth of un-mined data and new strategies on engaging donors. Culling through ancient databases (hooray non-profits!), I reviewed per person costs relative to performance genre and venue, correlated with attendance and membership renewal rates, and assessed competing organizations' benefit programming. I interviewed development teams to understand what incentivized membership and spoke directly with a cross-section of donors. Finally, I worked with vendors across campus to design unique, lower-cost, higher-engagement experiences. In my formal presentation to Vice President of Development, I recommending cost efficiency measures, strategic date alignment with membership renewal cycles, and a redesigned interactive experience. The implemented plan reduced costs by 25% and supported increases in donor retention across all giving levels.

**INQUIRIES**

What did we ask?

1. How often do donors attend dinners to which they are invited?
2. Are dinners effective incentives for donor cultivation/ retention?
3. Are dinners as cost efficient as they possible?
4. How can we innovate to create more engaging experiences?

Prepared for Lincoln Center for the Performing Arts Development Department | Fiscal Year: 2017



**RESEARCH**

What did we do?

1. Analyze attendance correlative to donor level and renewal cycle
2. Interview development teams to better understand their needs
3. Review cost per person correlative to venue & performance
4. Researched competitors, spoke with vendors, brainstormed

Prepared for Lincoln Center for the Performing Arts Development Department | Fiscal Year: 2017



**FUTURE**

What will these changes do for us?

**REDUCE EVENT COSTS**

**INCREASE ATTENDANCE & GIVING**

**BETTER ENGAGE DONOR WITH DEV TEAM**

**CELEBRATE LCPA IN NEW WAYS**

Prepared for Lincoln Center for the Performing Arts Development Department | Fiscal Year: 2017

