WOODHILL HOMES
EXPERIENCE DESIGN PROJECT

PRESENTED TO:
Housing and Urban Development (HUD)

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2019

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WOODHILL HOMES
EXPERIENCE DESIGN TEAM

Woodhill History

The History of Woodhill Homes

Woodhill Homes is a public housing facility that was built in the late 1930s. The first people to have resided at Woodhill consisted of mostly white immigrants. Over nearly two decades the demographic shifted to primarily African American residents. This change was due to a few factors such as redlining, white flight, construction, and more. The demographic wasn't the only shift that Woodhill saw, "shifts in the financing structure of public housing led to increasingly deteriorated living conditions and decreased safety in CMHA properties" (HUD Needs Assessment). In the 1960s, Woodhill went through a period of riots, segregation, and

white supremacy causing tensions to be high and dangerous. Today's residents continue to harbor resentment towards each other and especially law enforcement.

Woodhill has been stuck in its deteriorated state for decades. A few changes have been made but nothing of significance has greatly improved the quality of life for Woodhill residents.

Woodhill Community

Place to live for low income families

Adequate shelter throughout the year

Historic neighborhood

Located near major city

Many families

Support for elderly

Low sense of community

Low levels of trust and support

Strained relationship with police

High crime rates

Low education attainment, school attendance and proficiency

Low participation in early learning programs

High unemployment

Health conditions and challenges

RESEARCH
DEMOGRAPHICS & FACTS

Research **Demograhpics**

Major Demographics

91%   Black or African-American

76.4%   Female
21.6%   Male

40%   26–39 years old
42%   40–64 years old

21.6%   Have a disability and are unable to work
(majority 40–64 years old)

Research Facts and Statistics

Meeting Attendance

88% Reported being notified of meetings

41% Attended

85.71% 18–25 years old attendance

39.42% 40–64 years old attendance

53.7% Disabled and unable to attend

Residents and Community

16.4% Feel they can trust other residents

34.8% Expect to be a part of Woodhill Homes
for a long time

38% Feel that neighbors at Woodhill Homes
support each other

Research Demographic Needs

Children Under 5

Safety

Sense of community

Positive environment

Early learning

Day/Evening care

Child development books and games

25–34 Year Olds

Job opportunities, fairs and workshops

Resume help

Interview preparedness

Workshops

Parking lot cleanup

46–64 Year Olds

Community revitalization

Community events and awareness

Education

Self-sufficiency

Better outdoor lighting

Health care

Physical & mental health awareness

SOLUTIONS
OVERVIEW & PERSONAS

THINKS

She would like to get her G.E.D.

Unsure of what to do if she did try and go back to school and find a career

Thinks her car is slowly falling apart

LYNDA JORDAN

AGE 30

FEELS

Confused about how to get a better job

Overwhelmed by being a single parent

She can't trust the police in her neighborhood

Takes care of her 4 year old

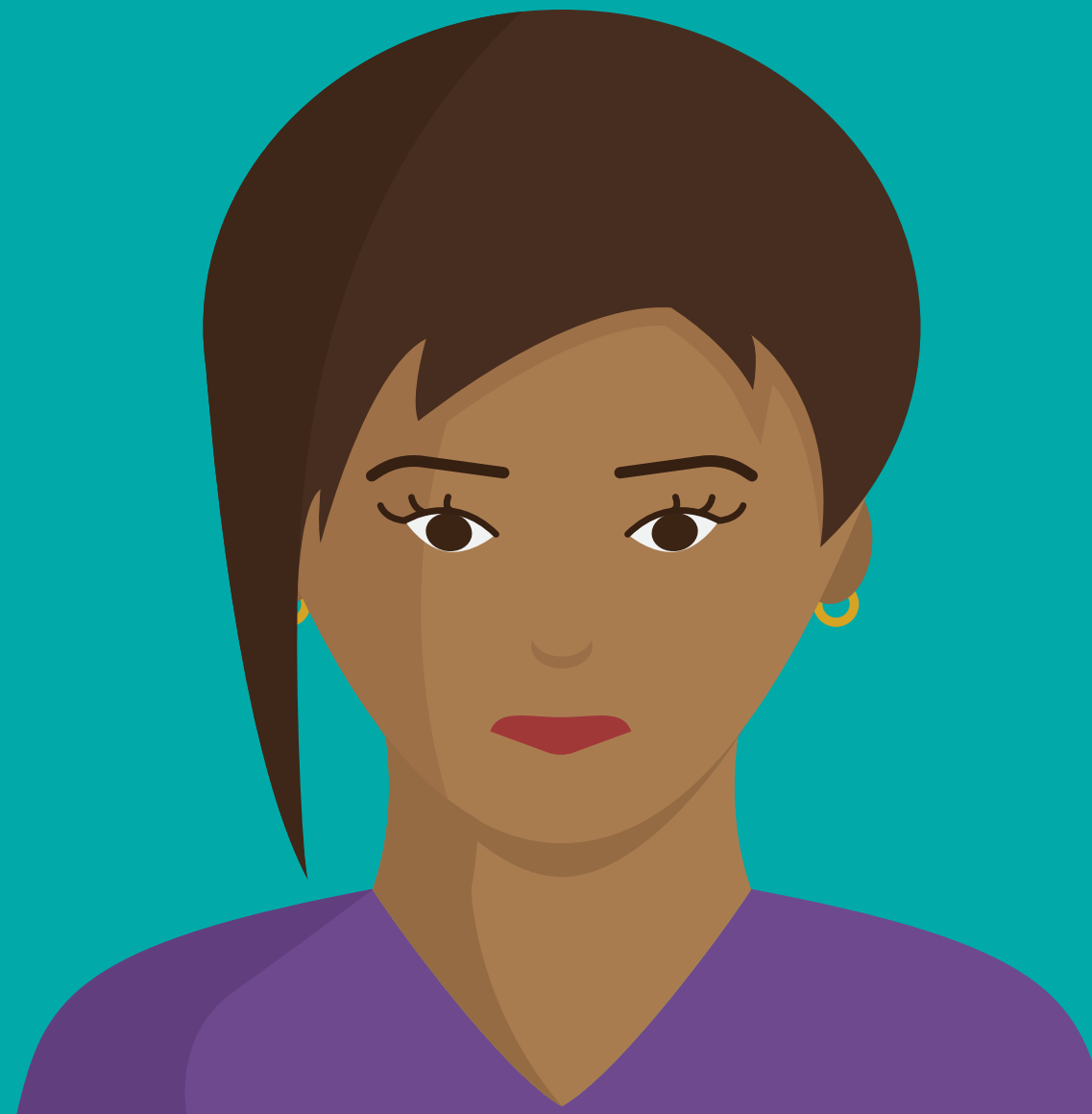Eats at fast food restaurants nearby becuase she has no time to cook

Works part-time at family dollar

DOES

I'm tired of having no day care for my children

I wish people would throw away the trash so the complex would be a bit cleaner

SAYS

THINKS

It's a shame the neighborhood is so violent

A hobby would be good for her

It's too hard for her to get her prescriptions

PATTY JOHNSON

AGE 68

FEELS

Lonely becuase she lives alone

Suspicious of maintenance

Angry and nervous about the gunshots

Also sits indoors alot and watches price is right

Sits outside on her porch for a large part of the day

DOES

The young kids next door are very loud

I want to live somewhere nicer

SAYS

THINKS

Wants Shawn to have good education

Community is unsafe

Her daughter works really hard

GRANDMA TURNER

AGE 50

FEELS

Unsafe at night

Bored during day

Happy to spend time with Shawn

Loves her family

Takes care of Shawn

Calls her old gal friends to chat

Cooks and cleans

Gardens in the morning

DOES

Shawn be careful

Come help Geegee

Don't touch that

I love you

SAYS

THINKS

Safety of child

Preparing Shawn for kindergarten is very important

Wants to further her own education

How to make ends meet

FEELS

Loves Shawn and her mom

Tired because of long work shifts

Scared of the neighborhood violence

Responsible to help her family

Wants to find a father figure for Shawn

TAHARA TURNER

AGE 24

DOES

Works overtime

Complains over maintenance

Attends residence meetings

SAYS

I'm doing this for us

Family is everything

This place [Woodhill] needs help

I heard 7 gunshots last night

THINKS

He likes cars and dinosaurs

Wants to be famous when he grows up

Wants a big house for his mom and grandma

SHAWN TURNER

AGE 3

FEELS

Excited when mom comes home

Bored at home

Scared at night

Excited to start school

DOES

Draws and plays using his imagination

Saves up coins to help his mom

Watches Jeopardy with his grandma

SAYS

Rawr

Geegee I'm hungry

But why?

I love you Geegee

Solutions Overview

Addressing Our Personas

As a team, we have come up with two distinct solutions that address the needs of Woodhill residents.

Solution A addresses the needs of adult and elderly residents, whereas Solution B addresses the needs of children under 5 and parents.

SOLUTION A
COMMUNITY BRANDING

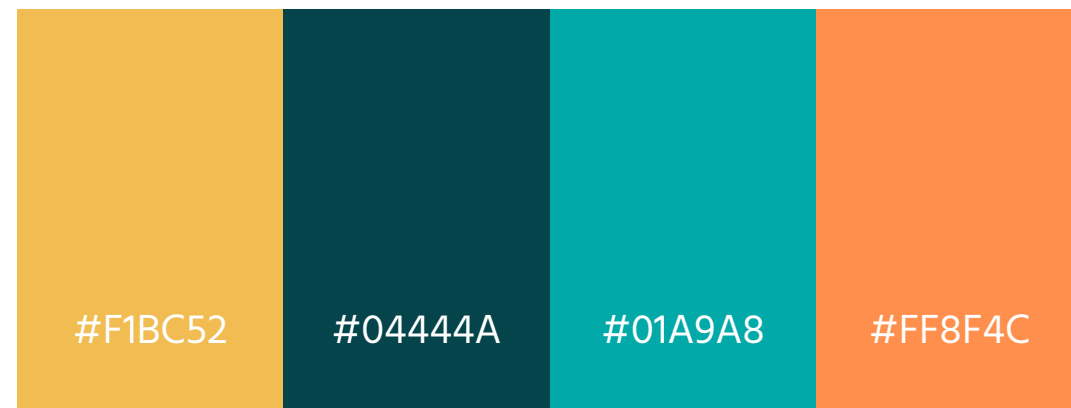# Branding Palette and Type

WOODHILL

WOODHILL

WOODHILL

WOODHILL

#F1BC52	#04444A	#01A9A8	#FF8F4C

Vibrant and Visible

The colors were chosen because they convey a feeling of energy and warmth. Combinations of some of these colors create high contrast, which aids in legibility.

Hind by Indian Type Foundry has simple but well-defined letterforms that are easy for both children and older residents to read, even from afar.

The branding system also incorporates a hill motif, a literal interpretation of the name of the community.

Signage   Street Sign

"Morris Black"

Nearly half of the residents refer to the community as "Morris Black," which is the previous name of the community and also the name of its adjacent street. In an effort to maintain some sense of the community's identity, the street sign was incorporated into the rebrand solutions.

Signage   Bench Bulletin Board

Community and Awareness

While Woodhill Homes has resident meetings, many do not or are unable to attend. The property also lacks seating areas outdoors.

This bench addresses both concerns, providing places for residents to sit, chat or hang out. Because each bench will have different information, strategic placement of the benches encourages exploration of the community.

Roof protects users from sun and rain.

WOODHILL HOMES

WOODHILL HOMES

The bench is designed to for 3–5 people to sit comfortably (image not to scale).

Users can place belongings behind the bench.

WEEKLY EVENTS

S M T W T F S

COMMUNITY
BARBEQUE

COOKING
WORKSHOP

E-MAIL
CLASS

GARDENING
101

RESUME
CLASS

E-MAIL
CLASS

COOKING
WORKSHOP

COOKING
FOR TEENS

COMMUNITY
MEETING

COOKING
FOR TEENS

JOB
FAIR

COMMUNITY SURVEY

MEET THE OFFICERS

Officer
Chris Davis

Officer
Dan Wilson

Officer
Amy Miller

WEEKLY EVENTS

S	M	T	W	T	F	S
COMMUNITY BARBEQUE **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim	**COOKING WORKSHOP** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim	**E-MAIL CLASS** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim	**GARDENING 101** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim	**RESUME CLASS** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim	**E-MAIL CLASS** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim	**COOKING WORKSHOP** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim
		COOKING FOR TEENS **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim	**COMMUNITY MEETING** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim	**COOKING FOR TEENS** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim		**JOB FAIR** **6PM – 8PM** **Community Center** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpot. Ut wisi enim

Weekly Calendar

One bench might have a calendar that cleanly and clearly lays out events and workshops, keeping residents informed.

Other calendars on other benches could be monthly or feature reccurring events.

JOB FAIR

6PM – 8PM
Community Center

Come find a new job at the community center. We will have employers here ready to speak to you and give you more information about current openings.

COOKING WORKSHOP

6PM – 8PM
Community Center

Join us to learn how to cook simple meals with healthy ingredients. No need to bring anything. The meals will be large enough to

Examples of events

MEET THE
OFFICERS

**Officer
Chris Davis**

Officer Davis has been serving cleveland area for over twenty years. He enjoys fishing with his son as well as attending rock shows. His favorite color is green.

**Officer
Dan Wilson**

Officer Davis has been serving cleveland area for over twenty years. He enjoys fishing with his son as well as attending rock shows. His favorite color is green.

**Officer
Amy Miller**

Officer Davis has been serving cleveland area for over twenty years. He enjoys fishing with his son as well as attending rock shows. His favorite color is green.

Officer Introductions

Another bench might have features that help facilitate communication between property management and police officers and the residents of Woodhill.

This approach is less face-to-face but it may be a more comfortable way to establish trust between parties.

COMMUNITY SURVEY

MEET THE OFFICERS

MAINTAINENCE
LAST VISITED ME...

THIS WEEK

THIS MONTH

2-6 MONTHS AGO

THIS YEAR

Put a dot in the box
that best fits you!

Survey

Furthermore, an anonymous survey or series of surveys that change periodically could give management better insights on the needs of Woodhill residents

This design features magnetic boards that can be swapped as needed. Answers are marked with round magnets.

Signage   Expansion

Addressing Other Needs

The branding system could be used to further bring attention to neglected areas of the community. A dumpster with more eye-catching visuals could encourage trash cleanup.

Garden   Food Cards

Nutrituous and Affordable

With consideration to the distance between the residence and the nearest grocery store we propose a community garden as a potential solution. This would not only provide fresh whole foods to the community but would also create a space for residents to come together.

ROMA TOMATO

PINTO BEANS

ZUCCHINI

POTATO
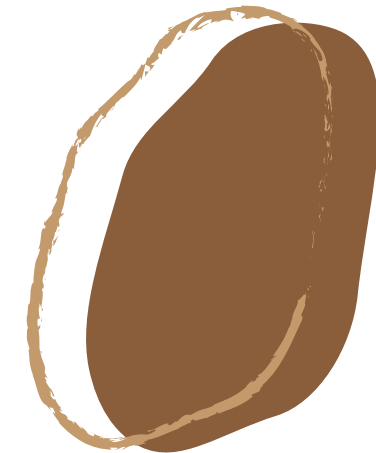
TOMATO & BASIL PASTA

Serving size: 3-4

- Olive oil
- Pasta
- Basil
- Roma tomatoes
- Garlic
Estimated total = $8.97 - $10

Start by boiling the pasta, & then chop the tomatoes, basil & garlic. Add the tomatoes, basil & garlic in a seperate bowl. Add some salt & pepper & parsley flake seasoning (optional) to the bowl with the other ingredients. Once the pasta is done cooking, drain the water & add the mixture to the pasta. Transfer to a plate & you're done!
Garnish parmesan cheese on top (optional).

PINTO BEAN & RICE TACOS

Serving size: 4-5

- White rice 2lbs
- Pinto beans
- Shredded cheese 16oz
- Roma tomatoes
- Tortillas 20cnt
- Salsa 16oz (opitional)
Estimated total = $7 - $8

In a skillet, heat the oil over medium heat. Add the oil & beans to cook until soft for about four minutes. Once the rice is done cooking, add the rice into the bowl. On top, add beans, tomatoes, cheese & salsa (optional). You could enjoy this meal as a rice bowl with a torilla on the side or load all the ingredients inside the tortilla for a taco style.

LEMON GARLIC ZUCCHINI

Serving size: 3-4

- Butter 2 sticks
- Minced garlic 8oz
- Italian seasoning .77oz
- Salt & pepper
- Parlsey leaves
- Lemon
Estimated total = $8.81 - $9

In a small bowl, whisk together butter, garlic, Italian seasoning & lemon juice; season with salt & pepper, for taste. Brush zucchini slices with butter mixture. Then, heat a grill pan over medium high heat. Add zucchini in a single layer & grill until charred on both sides & just beginning to soften, about 2 minutes per side. Serve immediately, garnished with parsley, if desired.

POTATO HASH

Serving size: 4

- Potatoes
- Red bell pepper
- Onion
- Bacon
- Olive oil
- Salt & pepper
- Fried egg 18cnt
Estimated total = $10 - $11

Dice the potatoes, onions, red bell peppers & bacon. Boil the potatoes for approximately 5-10 minutes in a pot of boiling water. You'll know they're ready when they can be easily pierced with a knife or fork. Drain them from the water and set them aside.Crisp the bacon over medium-high heat. Add olive oil to the pan, & add the onions & red bell peppers to the pan. Season with a pinch of salt & pepper, then add potatoes once the onions & peppers begin to brown. Once everything looks crispy, garnish with a fried egg.

SOLUTION B
EDUCATIONAL GAME

Long Term Goal

Target the lack of kindergarten readiness in the community by creating an educational tool that was personalized to the needs and challenges that these families face.

Research **Problem and Solution**

27.6% of the 250 survey respondents, reported having children who were not yet enrolled in kindergarten

92.1% of children entering kindergarten are not equipped with the skills they will need to be ready to succeed in kindergarten

45.5% children ages 0–5 are registered in early learning programs

16.7% of all children ages 0–4 participated in a high quality early learning program

48% were interested literacy development programs

In order to prepare the young minds of the Woodhill community for Kindergarten, we researched the Ohio education standards and requirements that Pre-Kindergarteners need to know by the time they enter Kindergarten.

While there are many tools out on the market that do this, we wanted to cater to the challenges and difficulties this community faces with obtaining proper early childhood education.

THINKS

Wants Shawn to have good education

Community is unsafe

Her daughter works really hard

GRANDMA TURNER

AGE 50

FEELS

Unsafe at night

Bored during day

Happy to spend time with Shawn

Loves her family

DOES

Takes care of Shawn

Calls her old gal friends to chat

Cooks and cleans

Gardens in the morning

SAYS

Shawn be careful

Come help Geegee

Don't touch that

I love you

THINKS

Safety of child

Preparing Shawn for kindergarten is very important

Wants to further her own education

How to make ends meet

FEELS

Loves Shawn and her mom

Tired because of long work shifts

Scared of the neighborhood violence

Responsible to help her family

Wants to find a father figure for Shawn

TAHARA TURNER

AGE 24

I'm doing this for us

Family is everything

This place [Woodhill] needs help

I heard 7 gunshots last night

DOES

Works overtime

Complains over maintenance

Attends residence meetings

SAYS

THINKS

He likes cars and dinosaurs

Wants to be famous when he grows up

Wants a big house for his mom and grandma

SHAWN TURNER

AGE 3

FEELS

Excited when mom comes home

Bored at home

Scared at night

Excited to start school

Draws and plays using his imagination

Saves up coins to help his mom

Watches Jeopardy with his grandma

DOES

Rawr

Geegee I'm hungry

But why?

I love you Geegee

SAYS
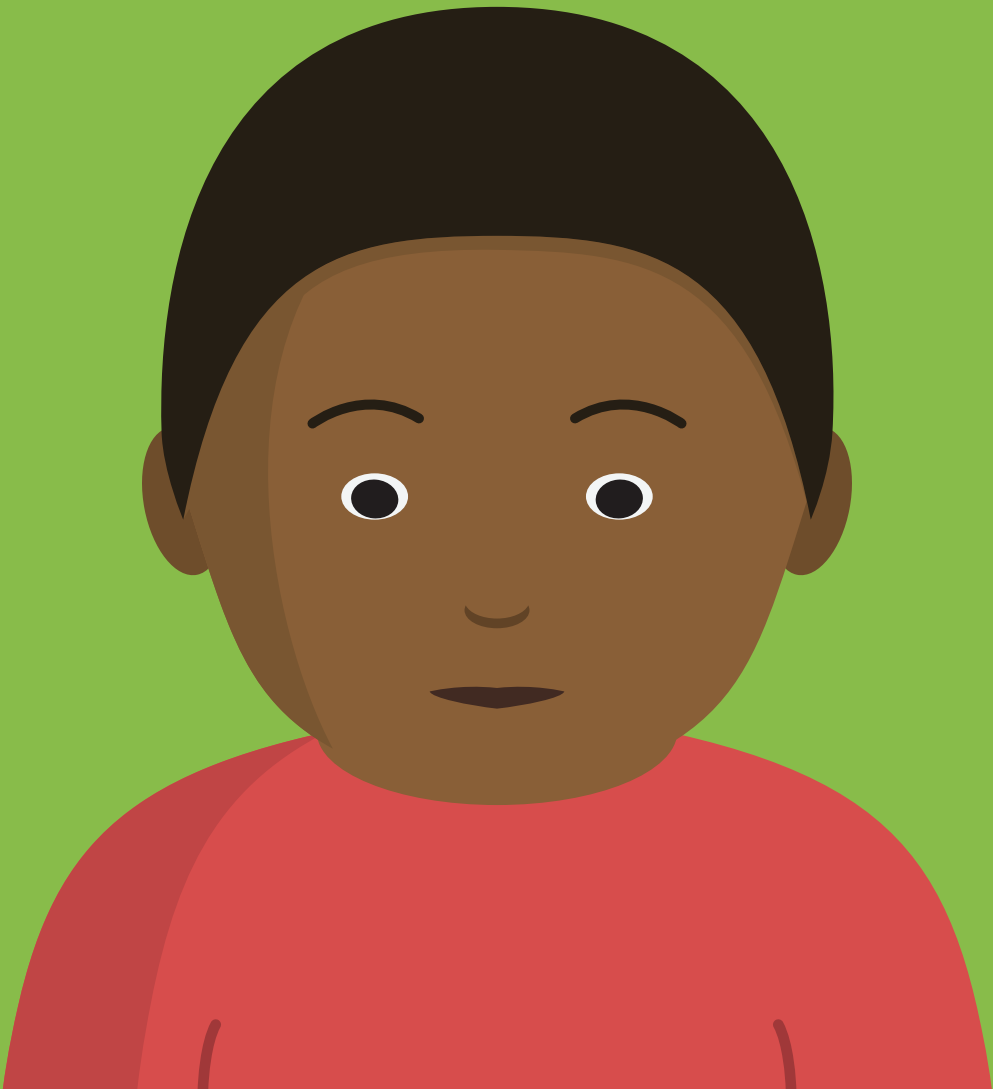
Research **Approach**

Considerations

Single parent households

Limited family time

Lack of Internet access

Low-income households

Strategy

Creating an inexpensive game that not only pushes collaboration and engagement with families, but also encourages self-fulfillment among young children. All in an effort to increase education and boost morale.
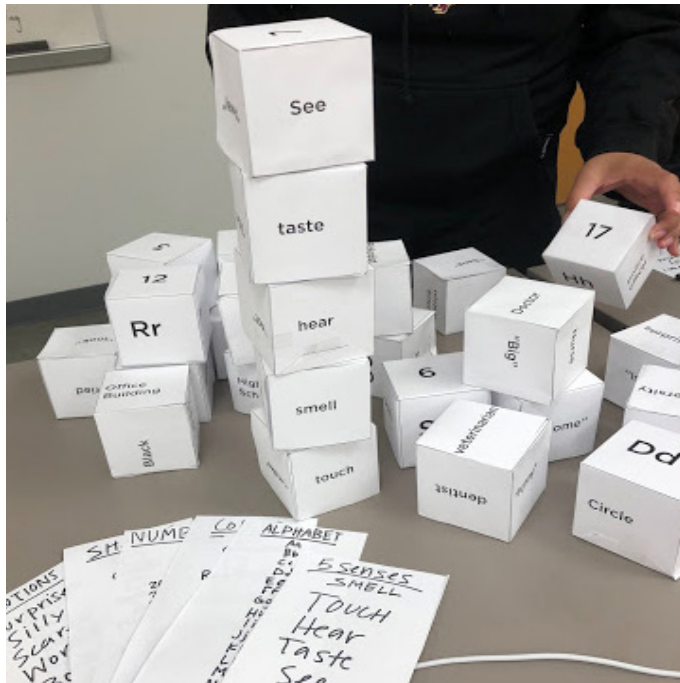
Curriculum

Shapes	Social Skills
Colors	Storytelling
Numbers	Emotions
Alphabet	Fine motor skills
Sight words	Animals

Process
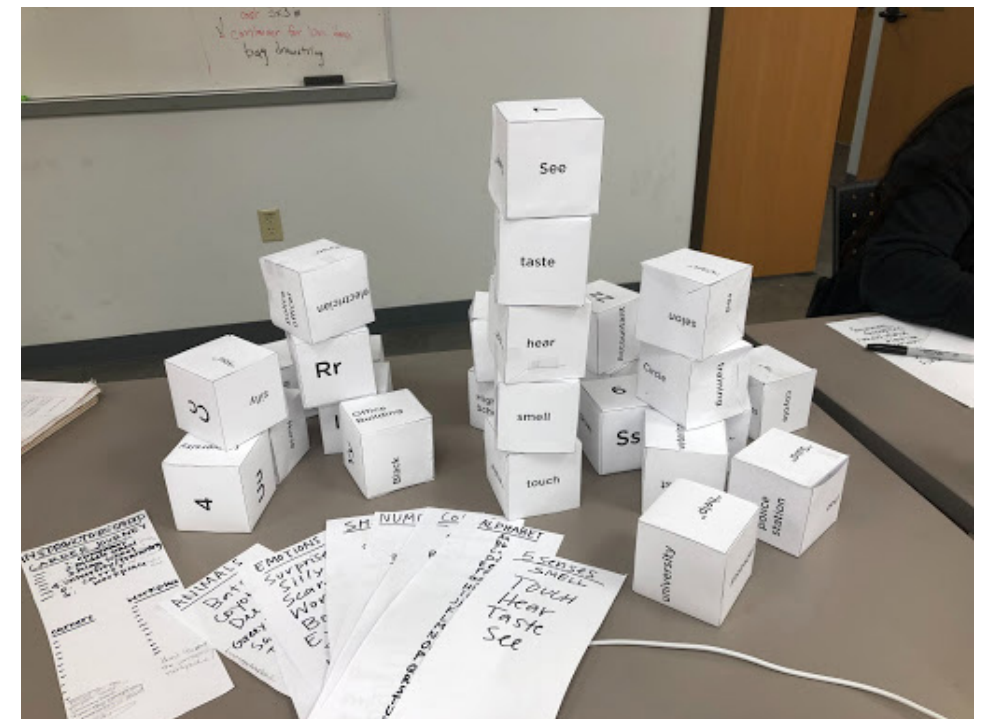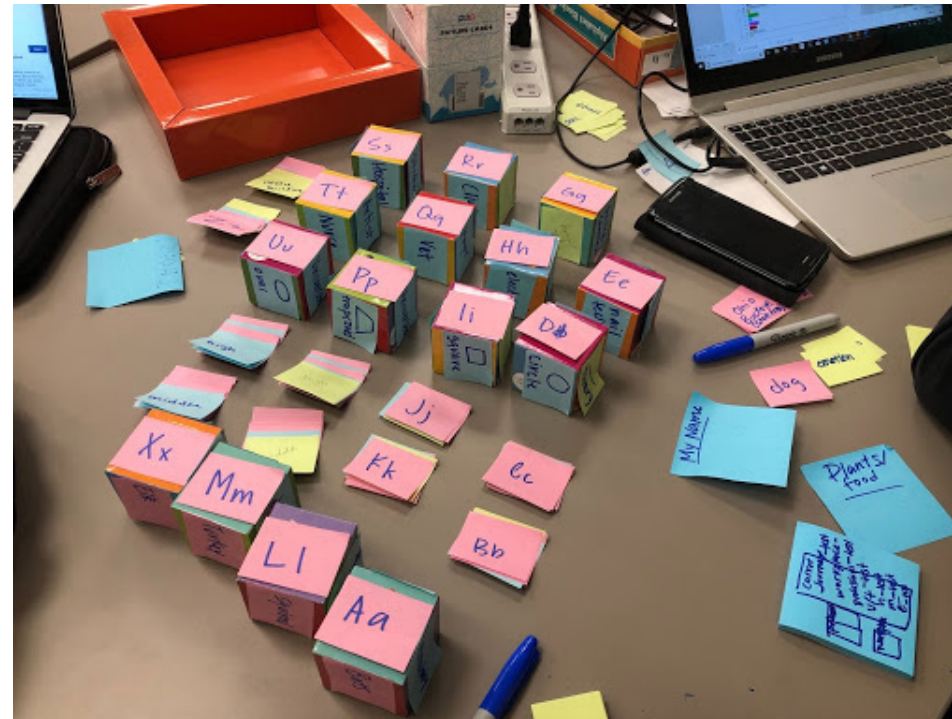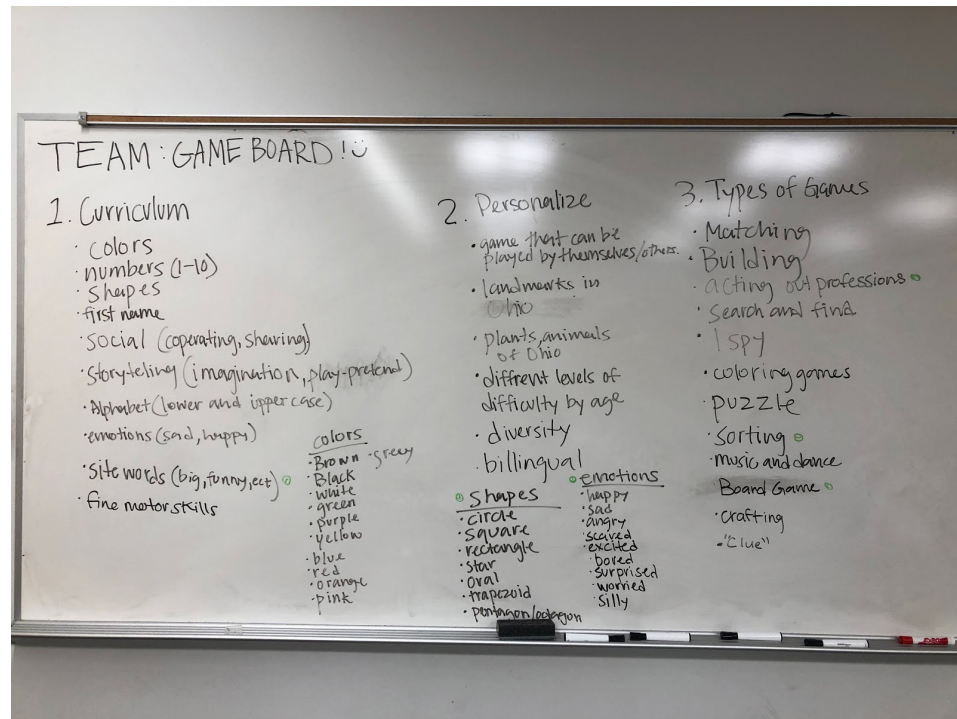
User Testing

Along the way we created prototypes in order to assess the functionality of the game and thus how applicable it would be to Shawn and his family, as well as other families in the community.

Discoveries

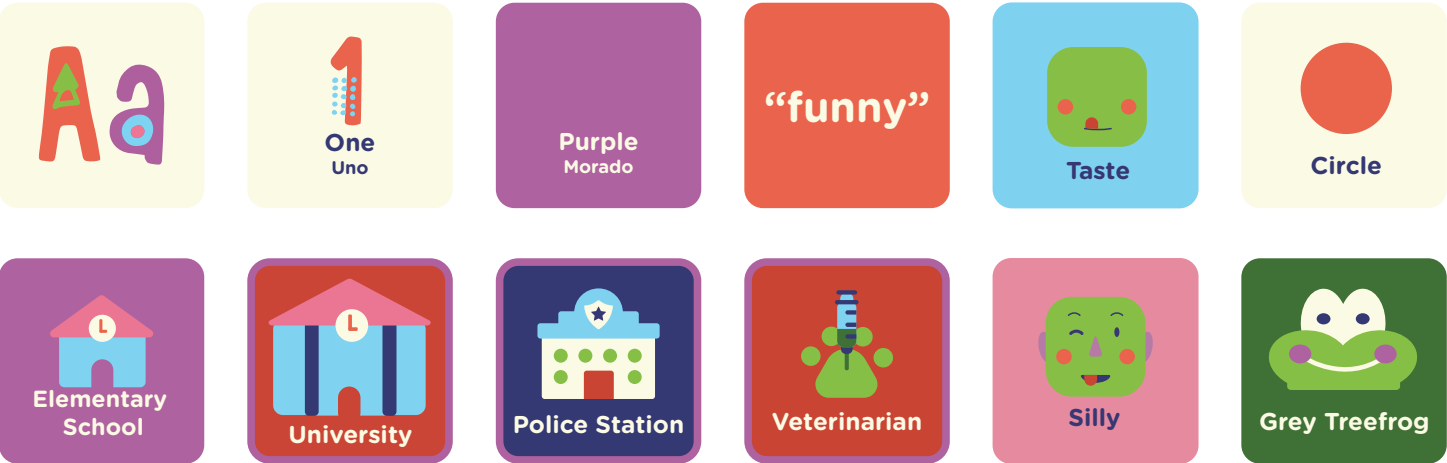**Alteration of blocks** so they would not be to heavy for little Shawn to carry.

Concise instructions for Tahara and Grandma Geegee to read through effortlessly.

Branding Palette, Type and Style

Aa Bb Cc
Aa Bb Cc

#EB7695	#E9634D	#C94435	#AE619D	#373873	#80D2EF	#88BE45	#3F6F2D

Aa

One
Uno

Purple
Morado

"funny"

Taste

Circle

Elementary
School

University

Police Station

Veterinarian

Silly

Grey Treefrog

Playful and Engaging

The display font for the *Off the Block* logo is a hand-rendered type specimen based off of the font *Childish Reverie,* chosen for its inviting, playful and youthful style.

The primary font and secondary fonts, Gotham Rounded Bold and Proxima Nova, were selected based on their legibility and rounded playfulness.

The colors chosen were a combination of warm and cool vibrant tones that engage the user.

The illustration style of geometric shapes used to build the graphics keep objects consistent and clean while maintaining a playful style.

Solution
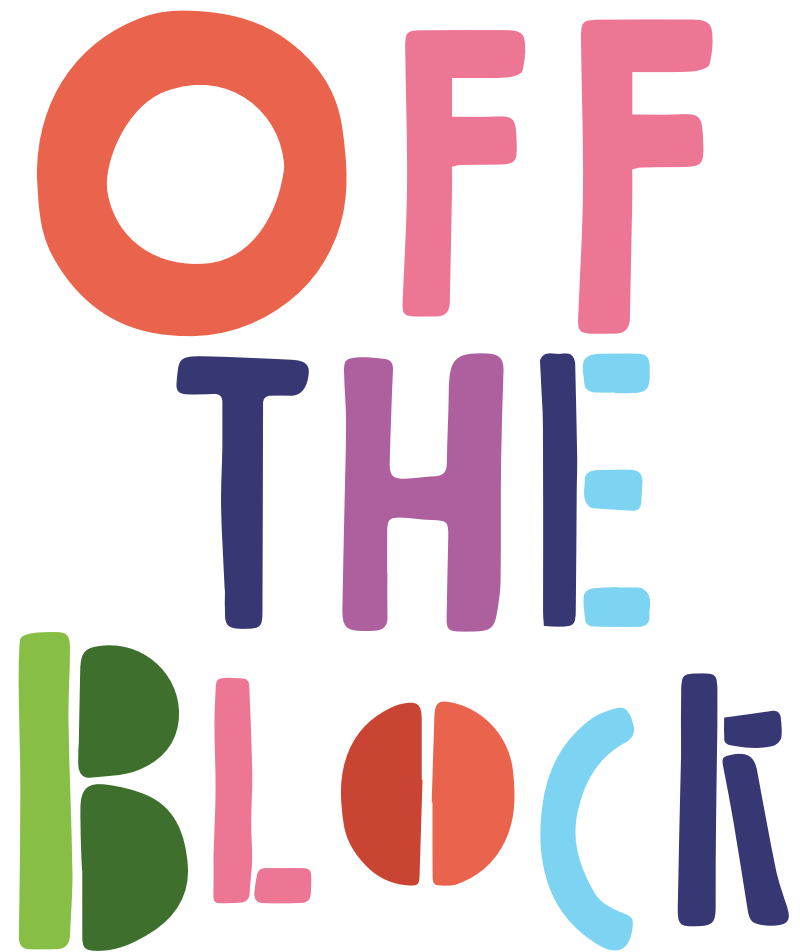
OFF THE BLOCK

How it works

It allows Shawn to play by himself or be tested by his Momma Tahara or by his Grandma Geegee.
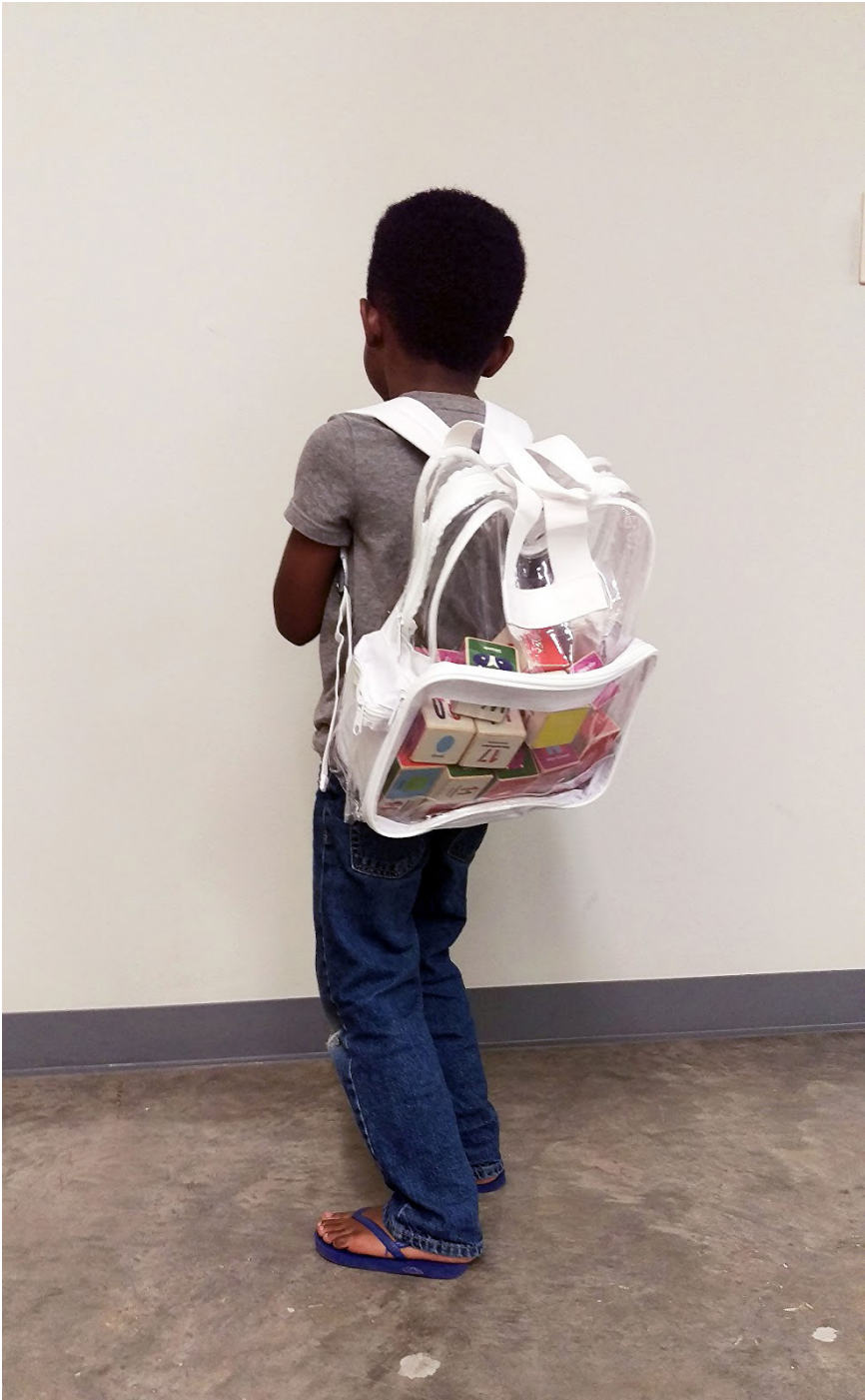
How to play

Match the block sides according to the playing card.

What Shawn learns

Pre-Kindergarten curriculum

Different career paths he can take in the future.

Results   Portable, Multi-functional, and Kindergarten Ready

THANK YOU
WOODHILL COMMUNITY