

Ours

Community and  
Culture-Driven Space  
*for all and by all*

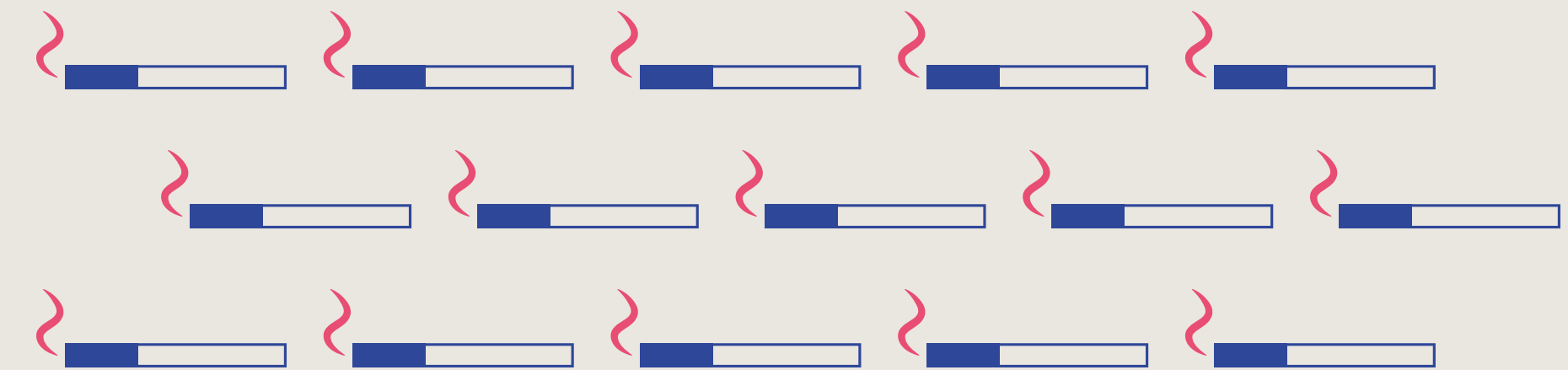
01  
Background

My thesis studies the *loneliness epidemic* and how it is intensified in the city to propose a reimagined community space *encouraging exchange* in the local neighborhoods.

# Loneliness has the same impact on mortality as smoking 15 cigarettes a day.

Loneliness contributes to the symptoms of alcoholism, depression, suicidal thoughts, anxiety, and more.

However, it is rarely brought to the public's attention as a serious health issue, but rather a private feeling one deals alone internally.



Perhaps being surrounded by 8 million people is the worst kind of loneliness.

**Urban loneliness** describes lonely individuals living in cities; an intersection between a mental state with the built environment.

**52%** of the residents reported that New York City can feel like a lonely place in a pre-pandemic study.



How is Loneliness Intensified in the City?

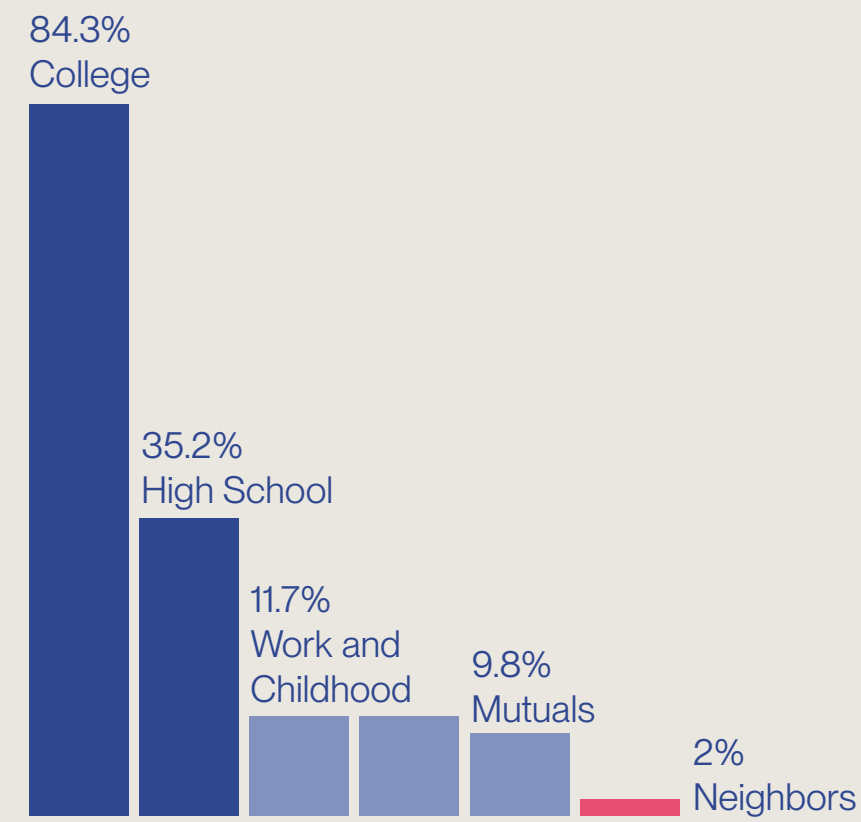
*Transient* Population ————— Less Community Engagement  
Career-driven *City Culture* ————— Social Intimacy is not Prioritized  
Desire for Protection & Privacy ————— *Hesitation* to Intervene Others' Space  
Social Stigma ————— Toxic *Comparison*

02  
Research

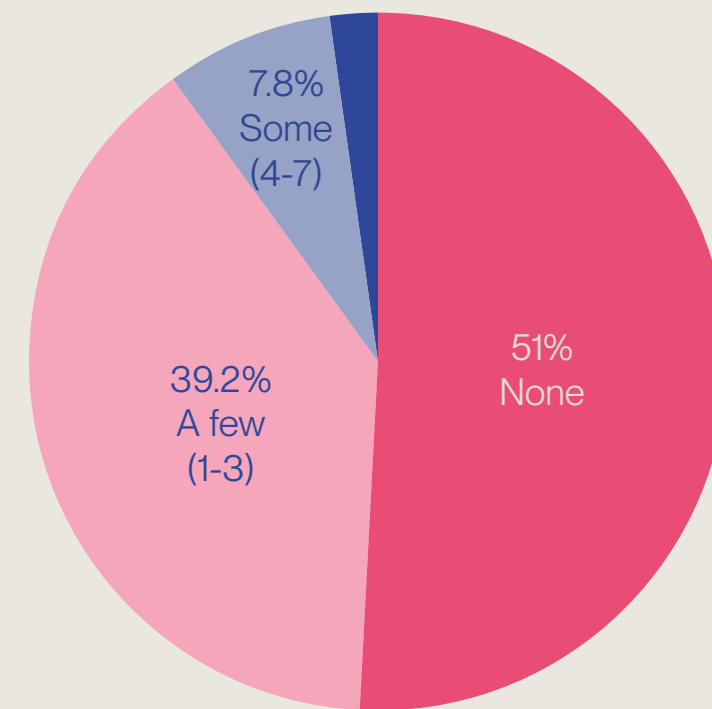
I examined existing community spaces,  
dived into the city culture of New York,  
and conducted survey and interviews for  
audience insight.

Survey insights are based on 51 recipients  
Ages 21-35 living in NYC  
44% In a Relationship, 48% Single  
40% Extroverts, 60% Introverts  
33.3% Recently moved to the city.

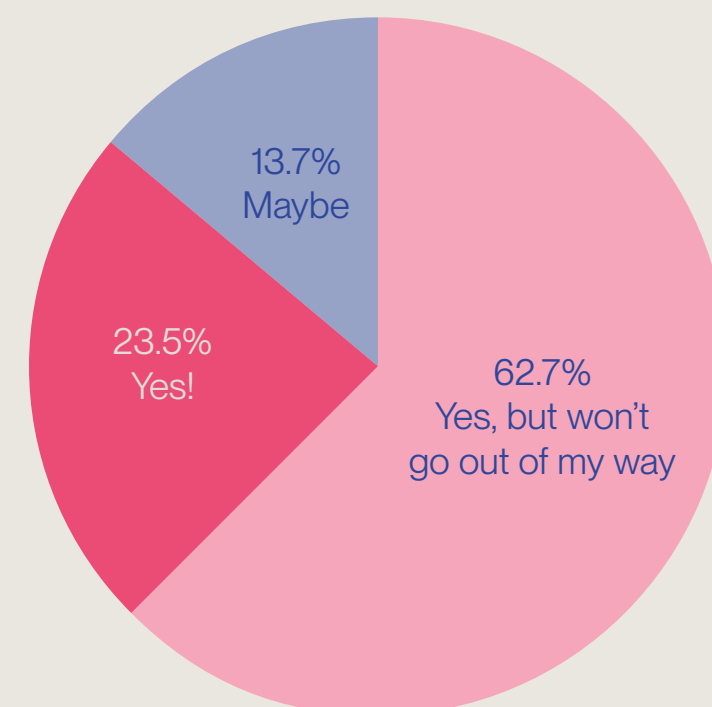
When/Where are most of your friends from?



Do you know your neighbors or local storeowners?



Are you looking to expand your social circle and meeting new friends?



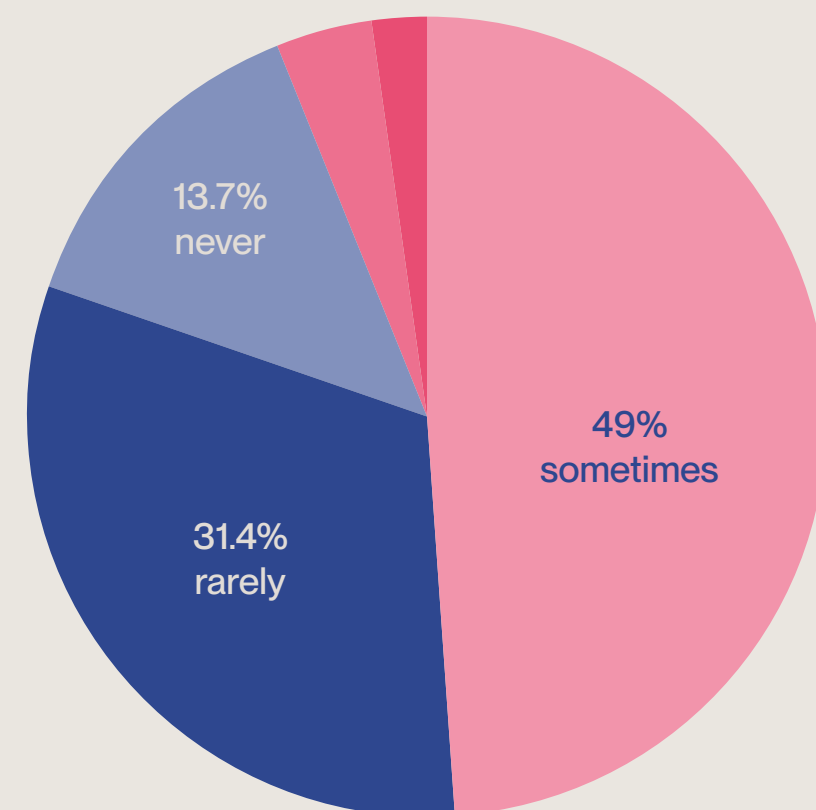
86.2% are looking to expand their social circle, but most of them won't "go out of their way"

How easy is it for you to make new friends?



Design non-verbal social cues and engaging prompts to encourage interaction

Do you make Small Talks?  
What do you feel about them?



Natural (18)  
Neutral (9)  
Depends (6)

"It's a **nice feeling** that you are able to connect with a stranger for like 5min."

"It's a matter of **cultural difference** for me. I don't mind it but at the same time I wouldn't initiate it."

"I would enjoy if there is **certain topic** to talk about —like dogs or design"

Somewhat Uncomfortable (5)  
Scared, Anxious (3)

"**Difficult to initiate**, Don't know where to start" (2)

"**Stay on guard**" (3)

"**Waste of time**", "As long as it doesn't drag" (2)



## for City Dwellers



The primary target audience are young professionals (22-35 y/o) who seeks to be heard and make friends.

**Pain Points:**

Highly transient population

Everyone has their own priorities.

Limited and divided living space.

Wariness of strangers.

04  
The Big Idea

An accessible space in your local neighborhood that breaks the barrier of the isolating urban housing.

Qualities of Home:  
Familiar  
Safe  
Pleasant

An Extension of Home  
for City Dwellers

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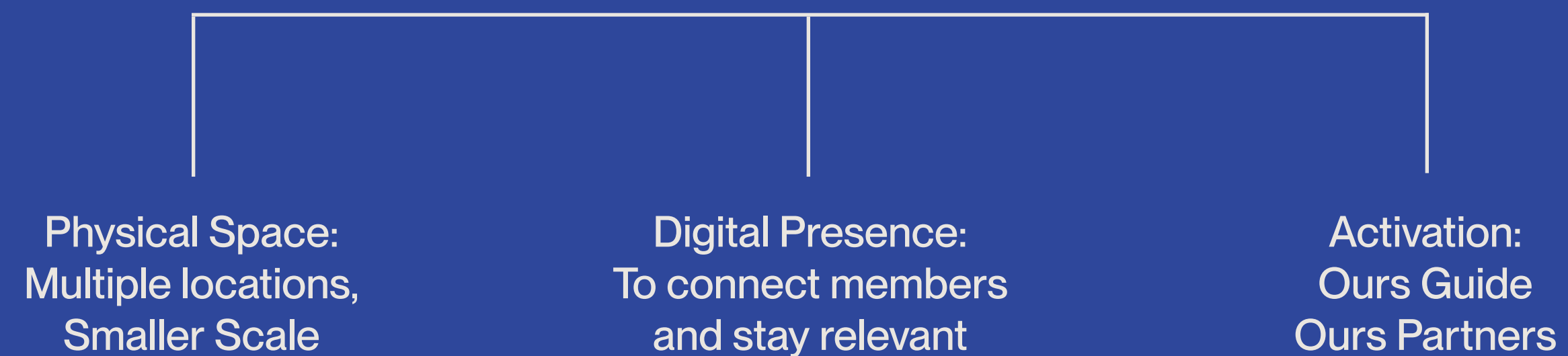
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04

The Big Idea  
Brand Mission

The Space builds a *sense of community*  
on a smaller scale as a relief from the  
overwhelming *sensory experience* of a large  
and unfamiliar city.

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Meet Me at

 **ours**

05  
Brand Identity

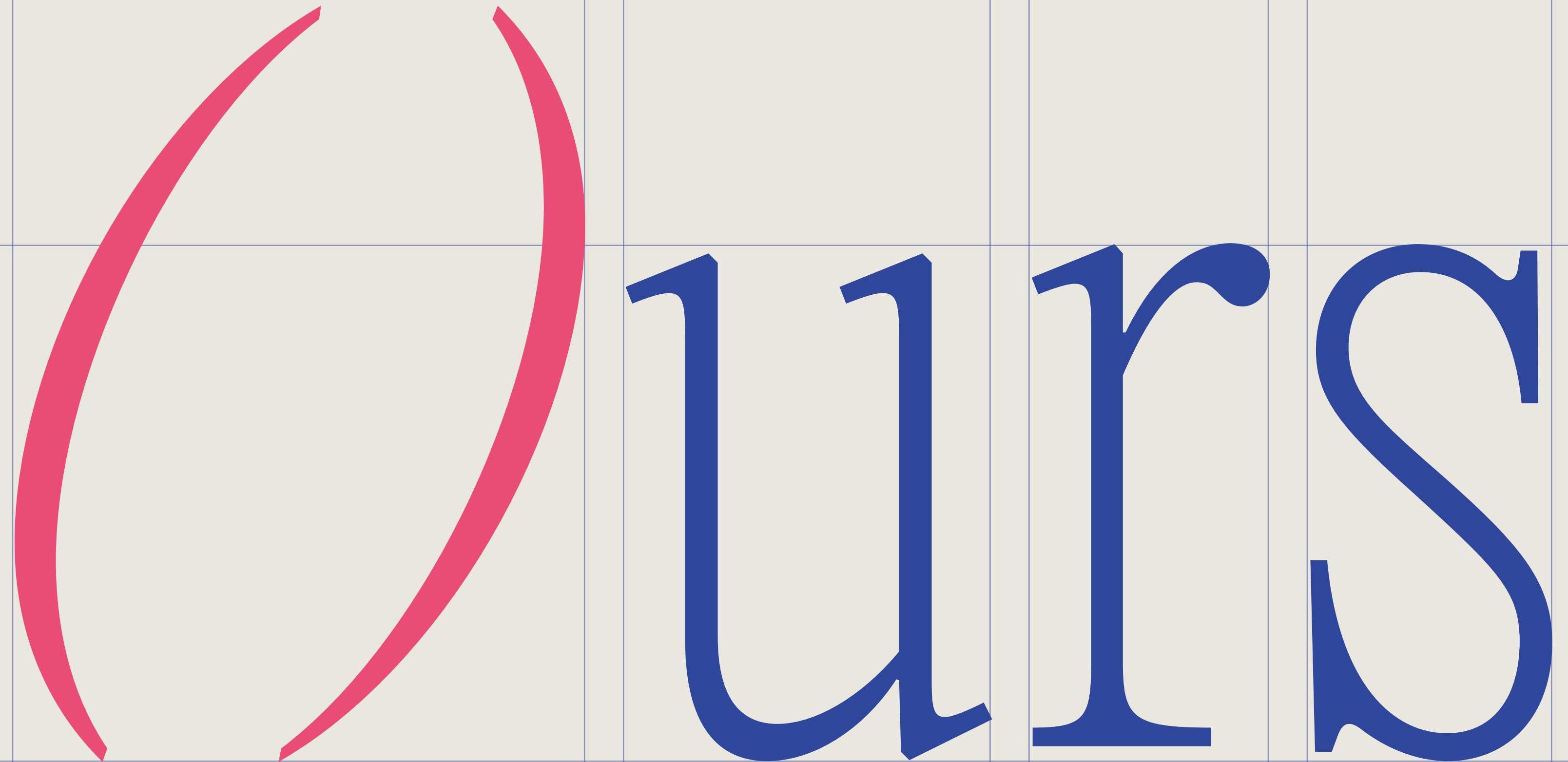
Ours to refer to something that *belongs* both to yourself and to one or more other people.

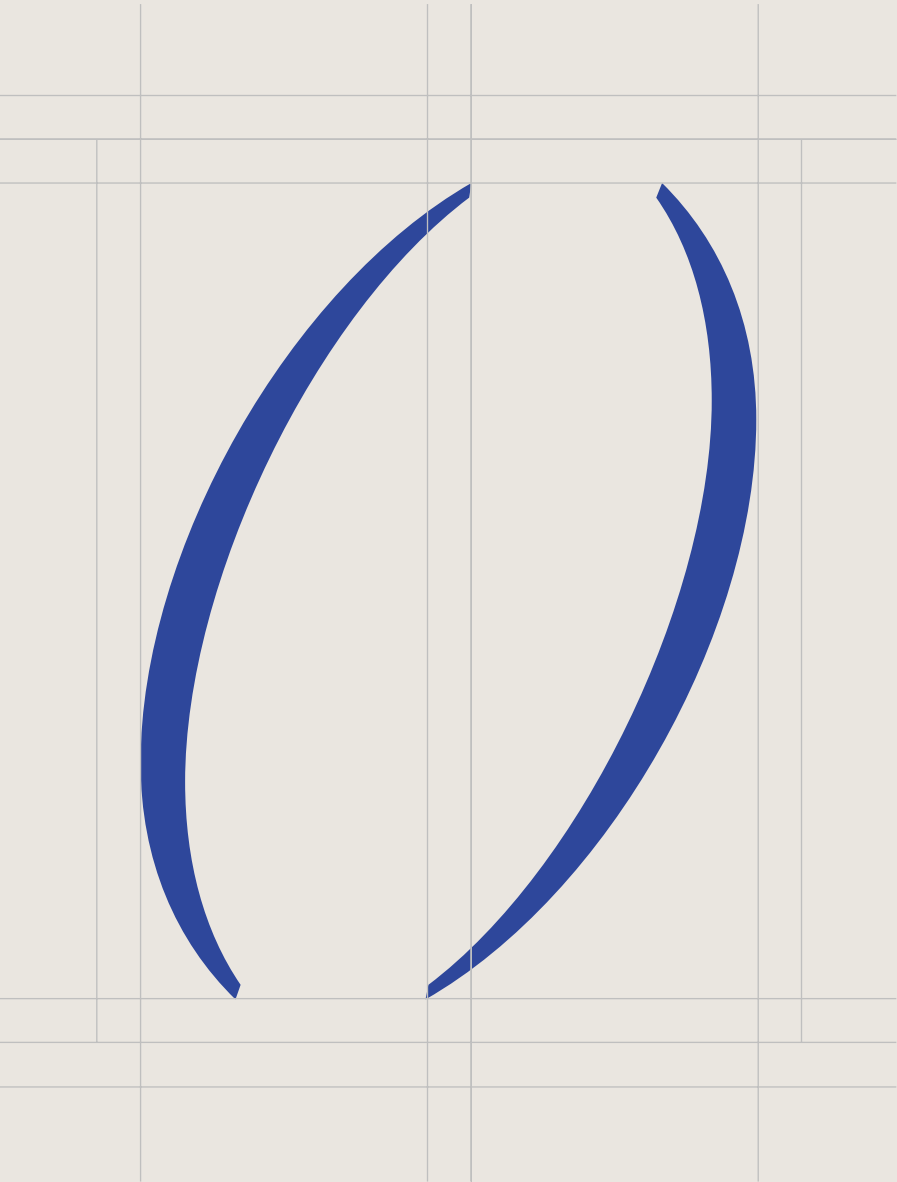
Ours

05

## The Parentheses O

The logomark derives from a pair of parentheses symbolizing inclusivity as everyone is welcomed and wanted at Ours.







Primary Color

## Warm Beige

*ebe6e0*

R	235	C	7
G	230	M	7
B	224	Y	9
		K	0

Serves as a blank canvas with a touch of warmth.

Brand Color

## Cerulean Blue

*2e479b*

R	46	C	94
G	71	M	84
B	154	Y	3
		K	0

Soothing color evoking the sense of peace and confidence.

Accent Color

## Cerise Pink

*e94c74*

R	233	C	2
G	76	M	86
B	116	Y	34
		K	0

Fun, exciting, pop of color.

# Meet Me at *Ours*

Serving *Coffee* and *Community*

Mon-Fri 8:00A.M. - 8:00P.M.  
Sat-Sun 10:00A.M. - 10:00 P.M.

The brand identity is designed to be malleable in order to shift and mold to each unique community. Since each space is built collectively by all members of its community, each space would develop its own unique conversations and exchanges.

Sample

Header/ Body

# PP Neue Montreal

**Bold**

Medium

Light

**This is Header 1**

**This is Header 2**

This is Body Type

**abcdefghijklmn**

**opqrstuvwxyz**

1234567890!@#\$#%()

Logo/ Accent

# PP Editorial New

Thin

*Thin Italics\**

*Ultralight Italics*

This is for "urs"

*This is for emphasis*

*This is for ()*

abcdefghijklmn

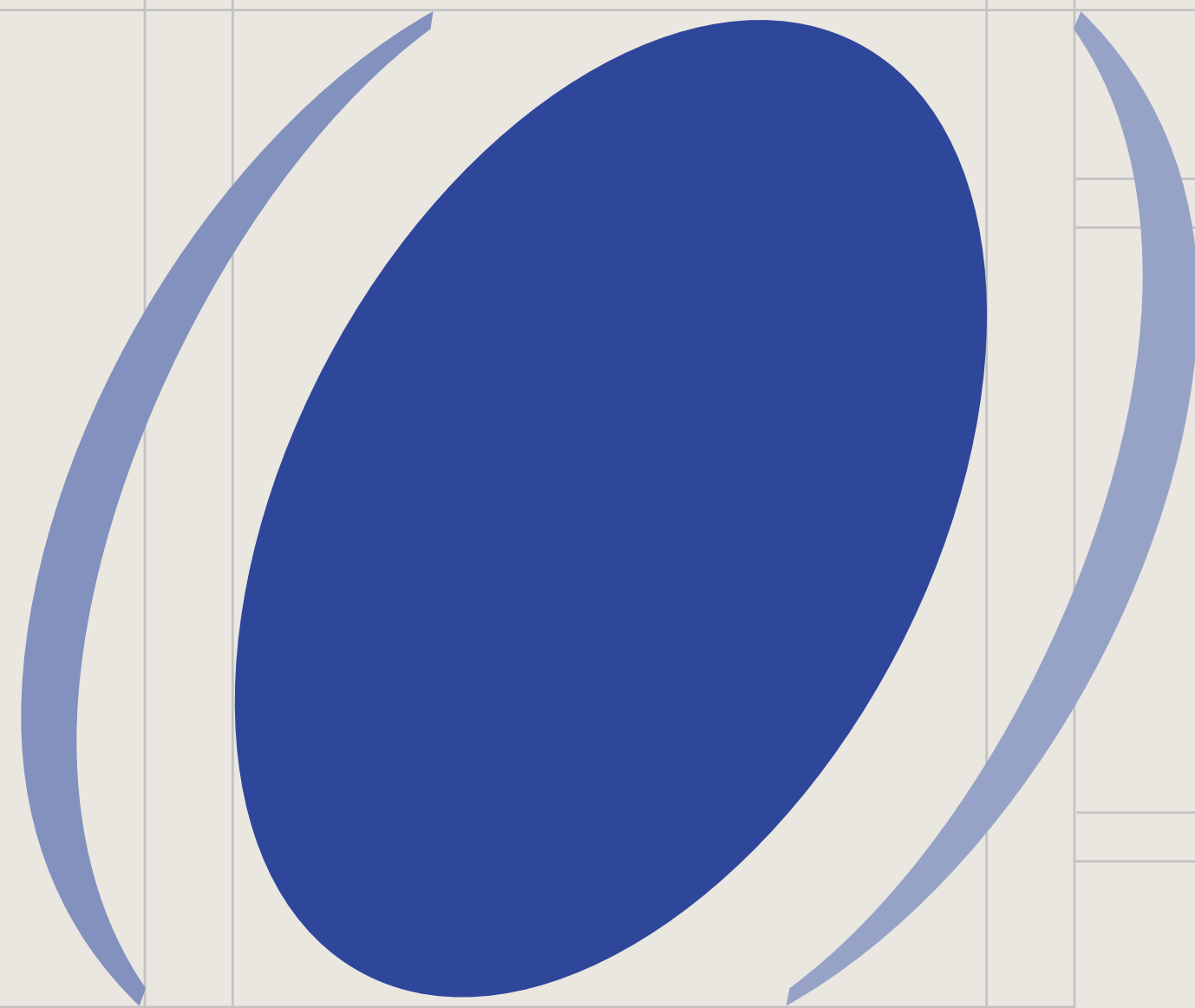
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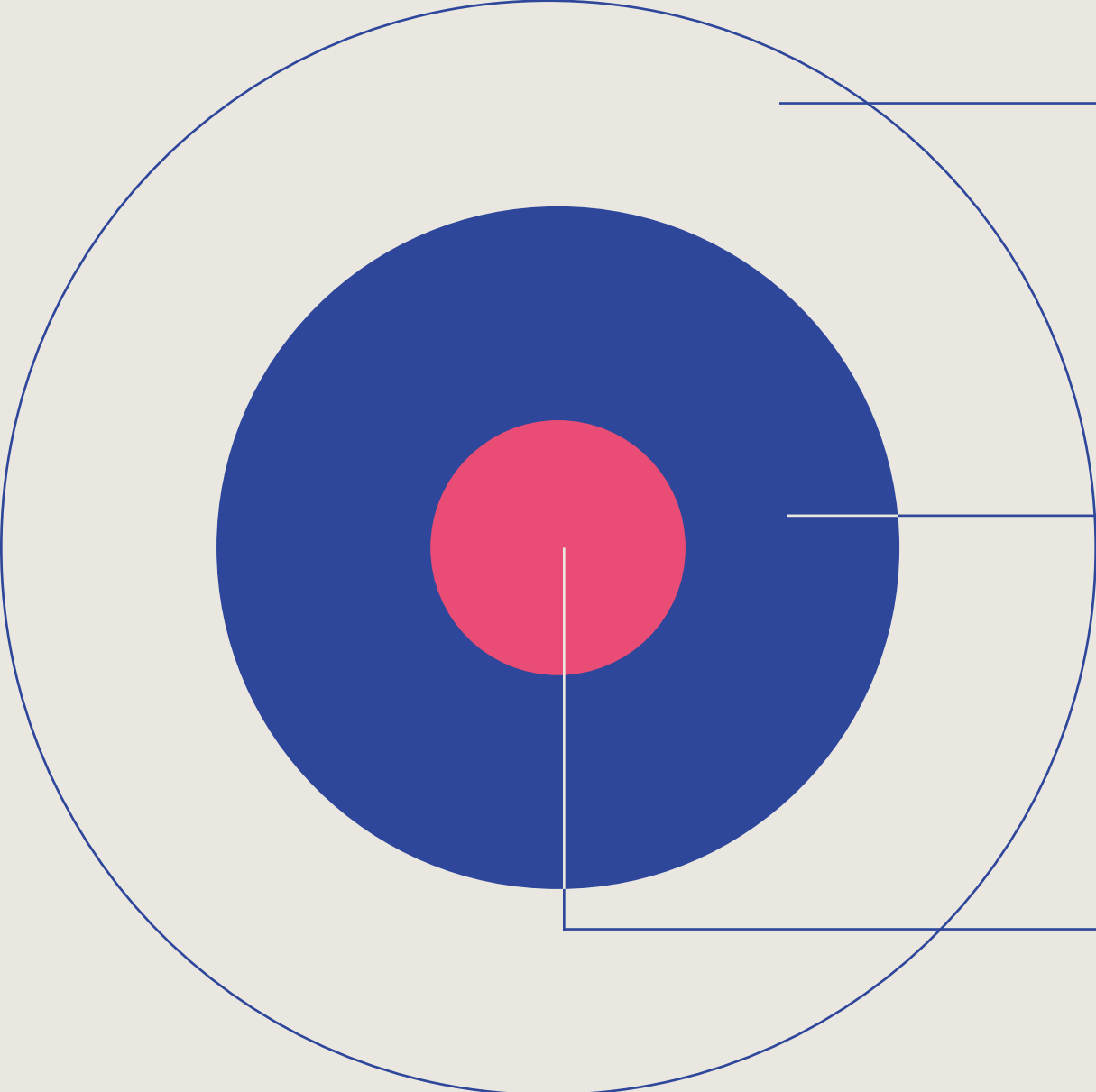
*1234567890!@#\$#%()*

# Oval

Scale	Horizontal	50%
	Vertical	100%
Rotate	Clockwise	-28°

Design element for brand recognition;  
Use for Masking or Co-Branding Purposes.





**Inclusivity,**

Ours is designed for every individual in the neighborhood. We are set to build a sense of belonging.

**Authenticity,**

We are about building genuine and real relationships with open minds and inspiring exchanges.

**& Community**

It is our mission to connect members of the community and we are passionate about supporting local culture and small businesses.

# Inspiring,

Ours should inspire members and lead them to step out of their comfort zone and experience exciting, new opportunities.

# Friendly,

Members should feel like home in the space; Ours uses fresh, simple language that isn't difficult or burdensome.

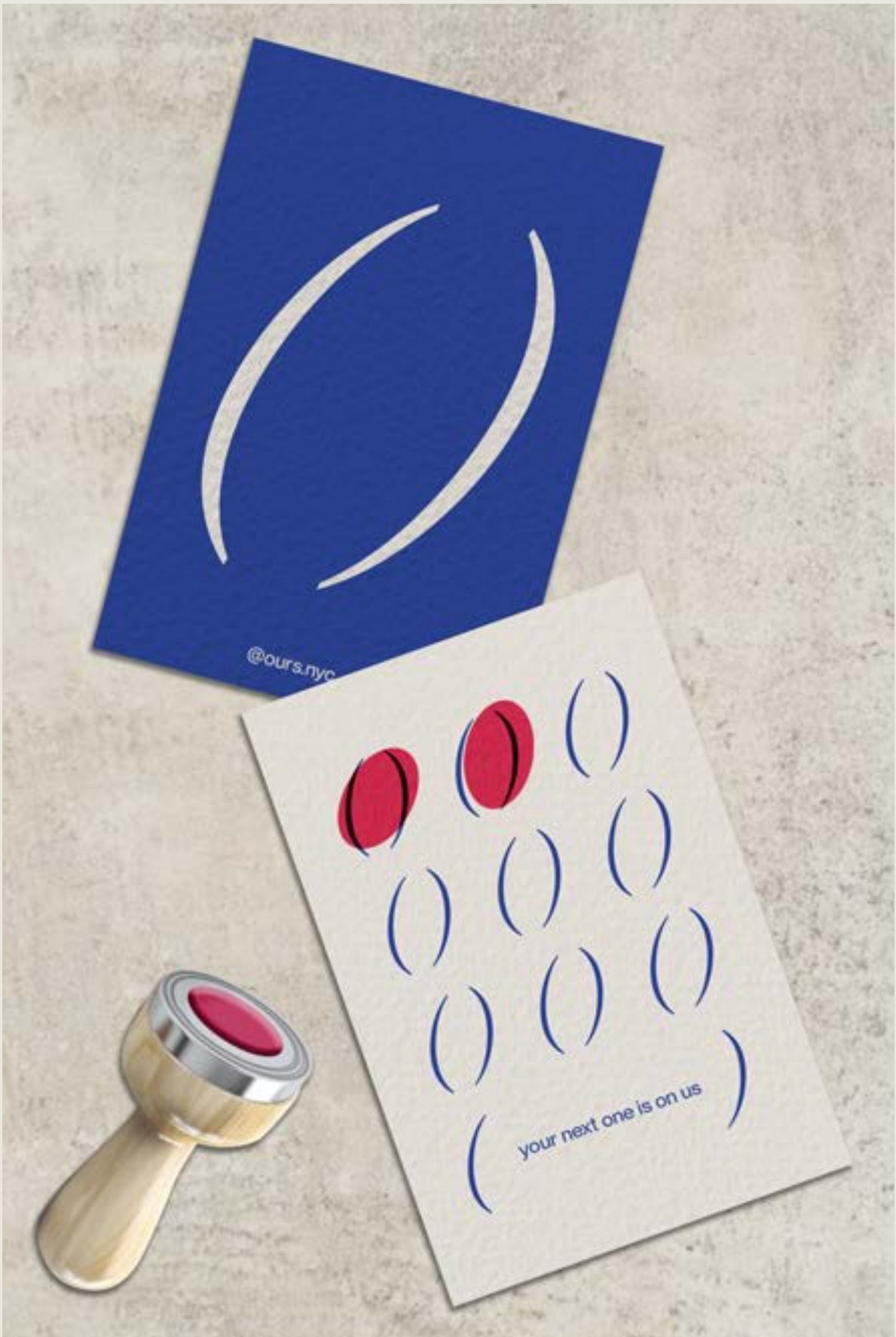
# & Engaging

Ours is all about giving the community voice, we are open-minded and curious about what everyone has to say.





Brand Delivery







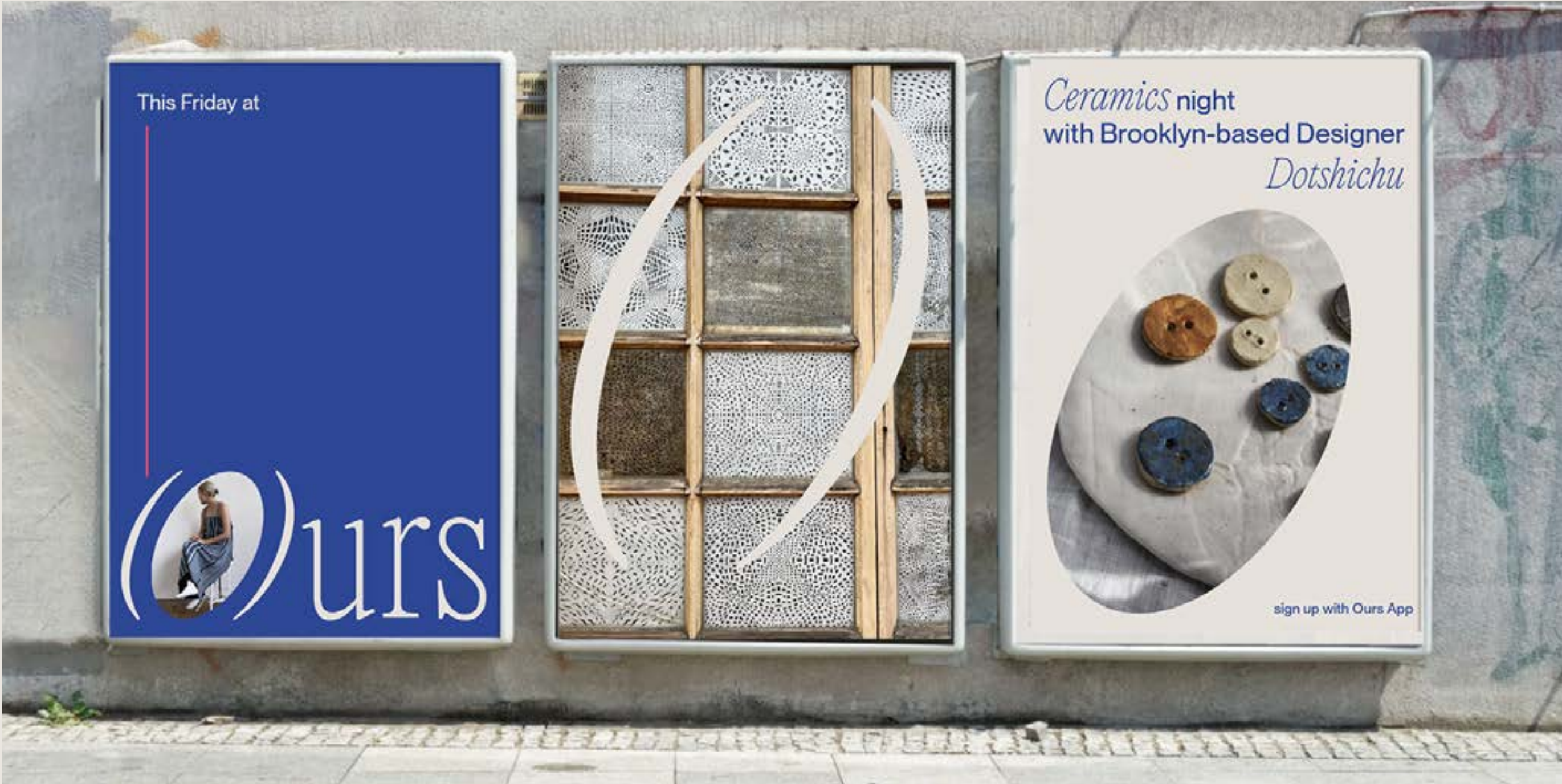
# Seasonal Collab with Local Businesses

e.g. Win Son Bakery in Williamsburg to bring Taiwanese flavors to more members of the community.



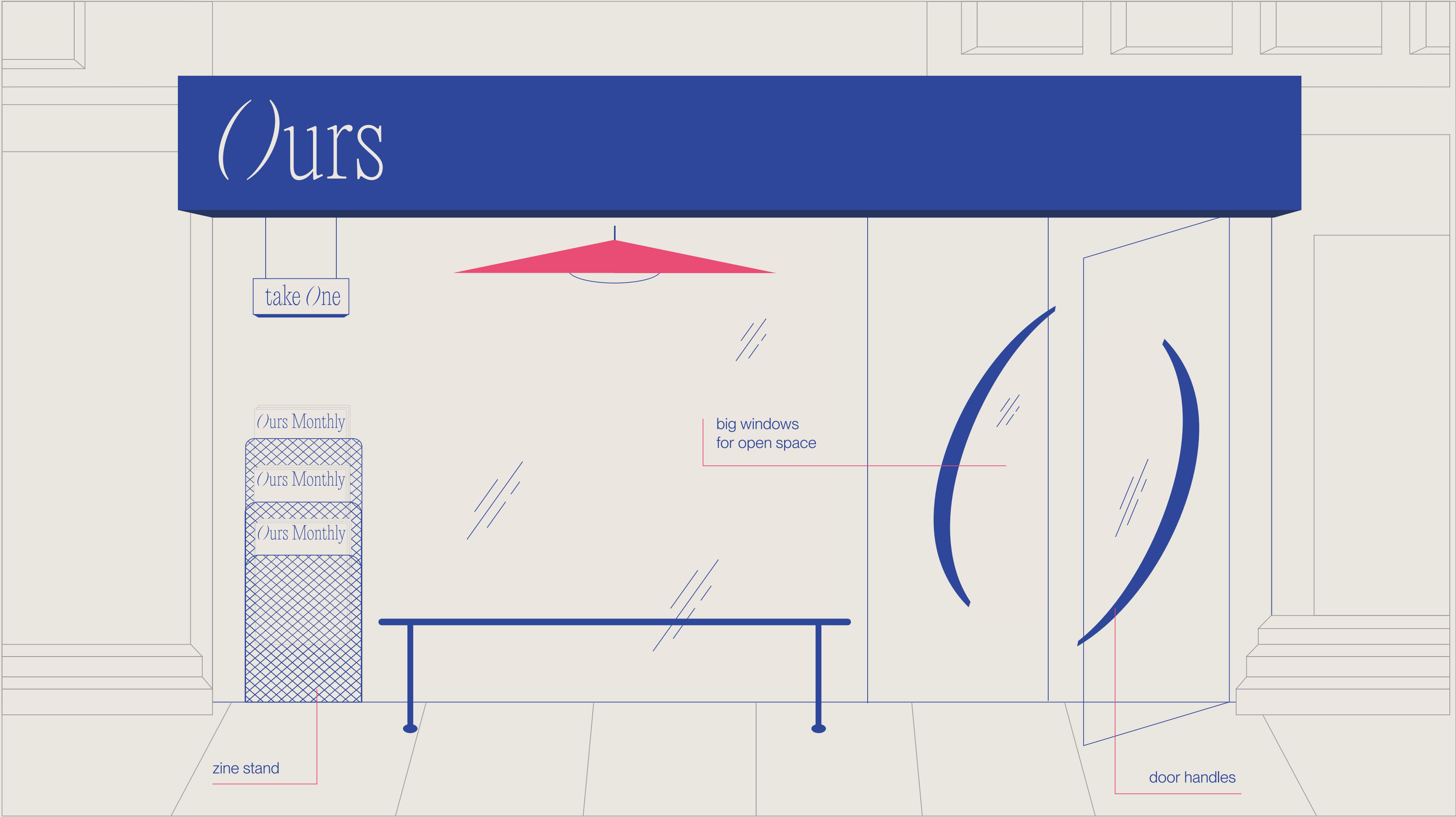
# Local Artists *Spotlight* and *Events*

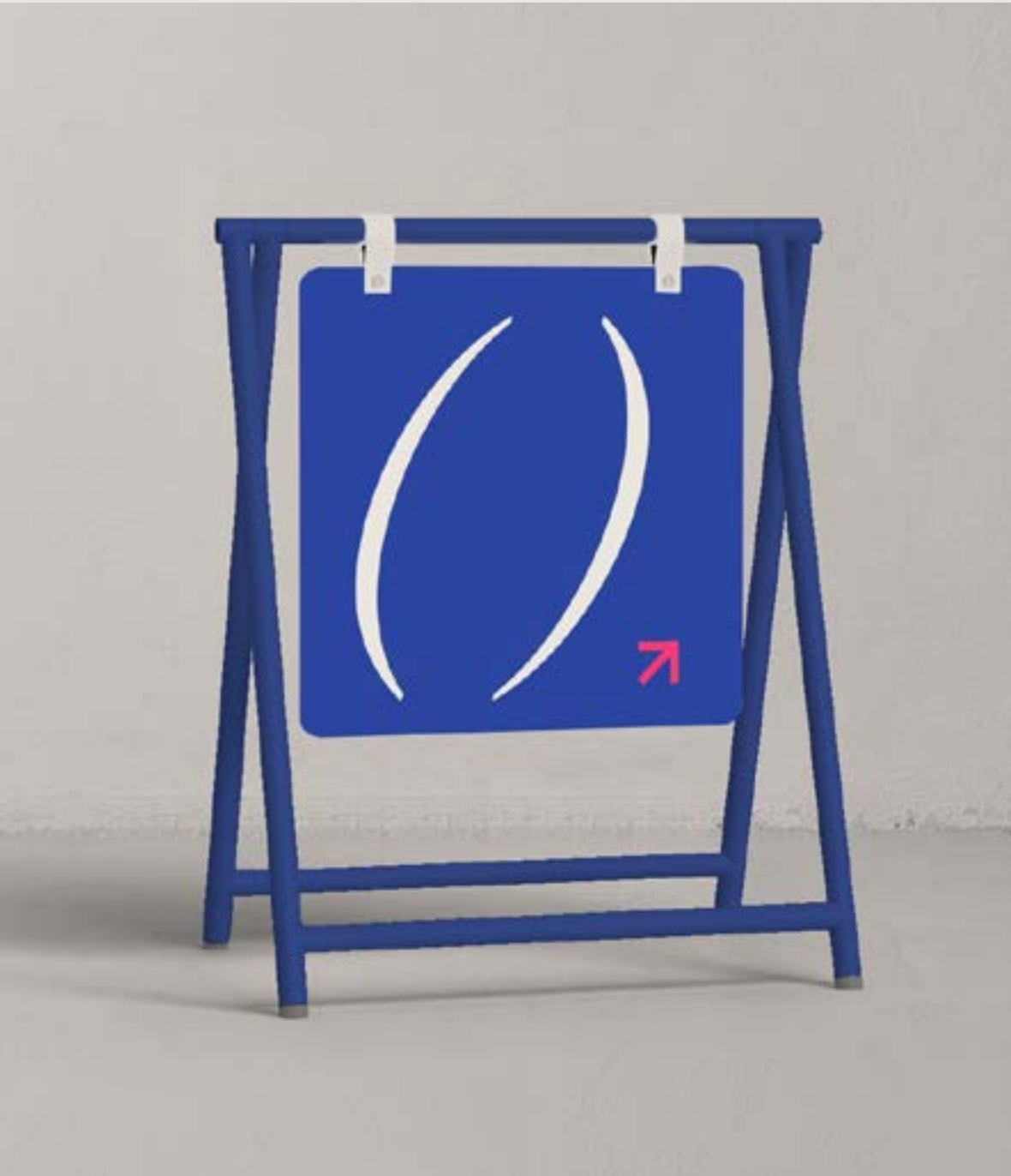
e.g. Promoting ceramics workshop with brooklyn-based one-woman brand Shichuchi



06  
Space Design

# Storefronts Interior Design & Interactive Prompts







Integrate the storefront design rules to local neighborhoods.  
See: 253 Wythe Avenue, *Williamsburg, Brooklyn*

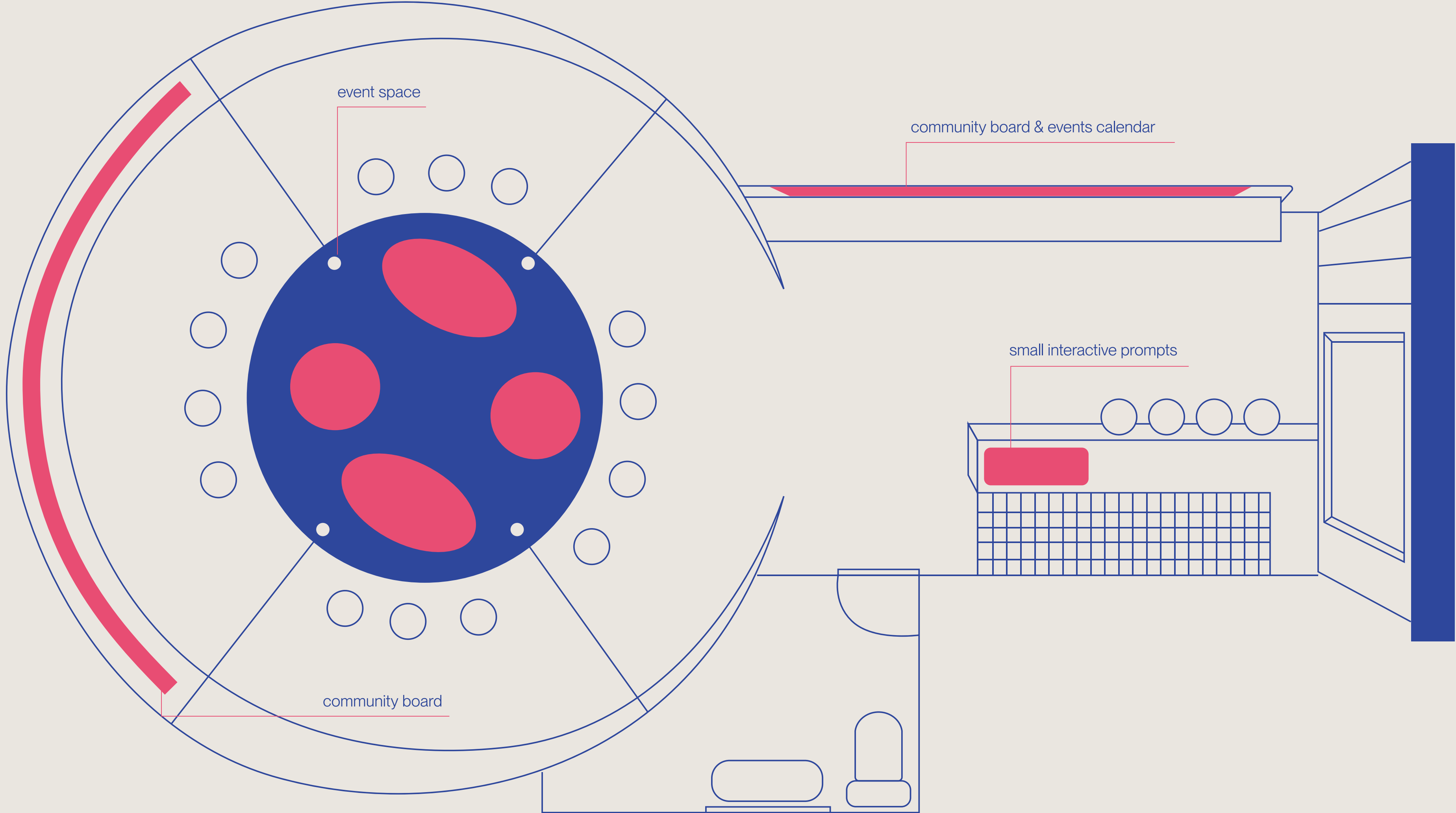




Integrate the storefront design rules to local neighborhoods.  
See: 888 Madison Avenue, *UES, Manhattan*







Opportunity for Interaction 01

# While You're Waiting for Your Order



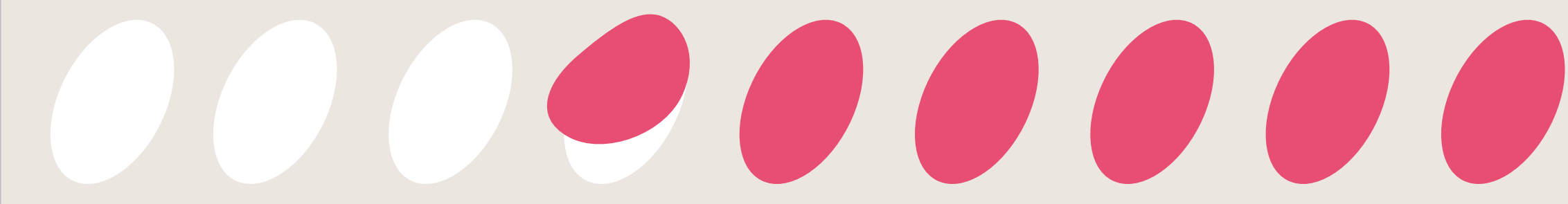
Found at Sweetleaf in LIC -  
Barely noticeable and who do I discuss with?



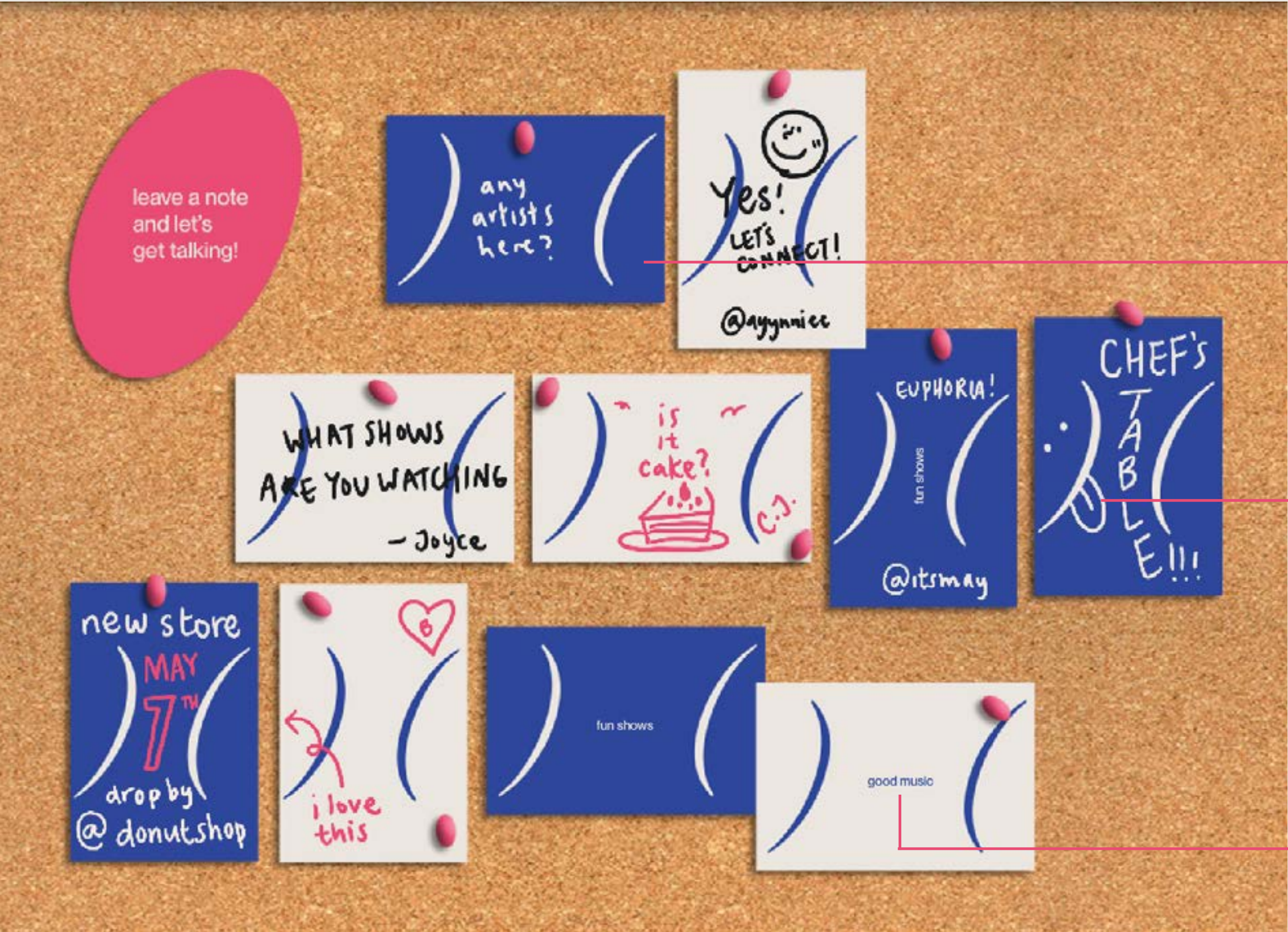
# Simply Voice with a Sticker

Voting with a sticker is a simple gesture and a fun nudge for participation to get you interacting with the space.

The Ours Team should stay on top of trending topics and switch out prompts weekly.



# Collaborative Community Board



Note pads are designed to be puzzled together to encourage members to add on to the board.

Adds a personal touch and draws the members back to the space to see what's been added.

Some of them come with prompts to kickstart a conversation. (e.g. good music!)

# Collaborative Community Board (Virtual)



This is a screenshot of a virtual collaborative community board. The interface has a light blue background with a subtle grid pattern. At the top, there is a navigation bar with 'Home' and 'Ours Williamsburg' (with a blue square icon). On the right side of the top bar, there are icons for mobile view, help, search, notifications, and settings, along with buttons for 'Share', 'Export', and 'Zoom out'. A '0 Unsorted' indicator is visible in the top right corner. On the left side, there is a vertical toolbar with icons for 'Note', 'Link', 'To-do', 'Line', 'Board', 'Column', 'Comment', 'Add image', 'Upload', 'Draw', and 'Trash'. The main workspace contains several rectangular cards in two colors: blue and beige. Each card features the 'Ours Williamsburg' logo. The cards are arranged in a non-linear, overlapping fashion, representing a collaborative workspace.

Opportunity for Interaction 02

# Let Them Know You're Open to Conversations *(or not)*



# Pick Your Cup Sleeves

Utilize the self service station every cafe has to provide the option of signaling whether or not you're open to conversation today.

This ensures that members are not burdened into socializing everytime they visit.





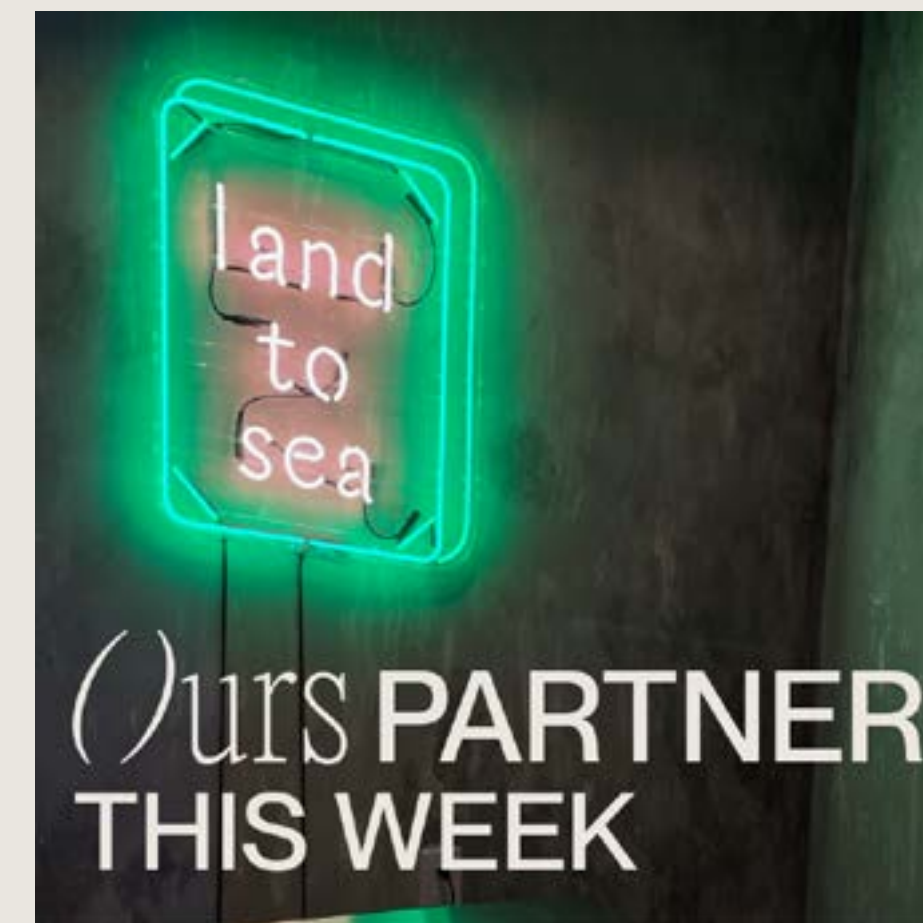
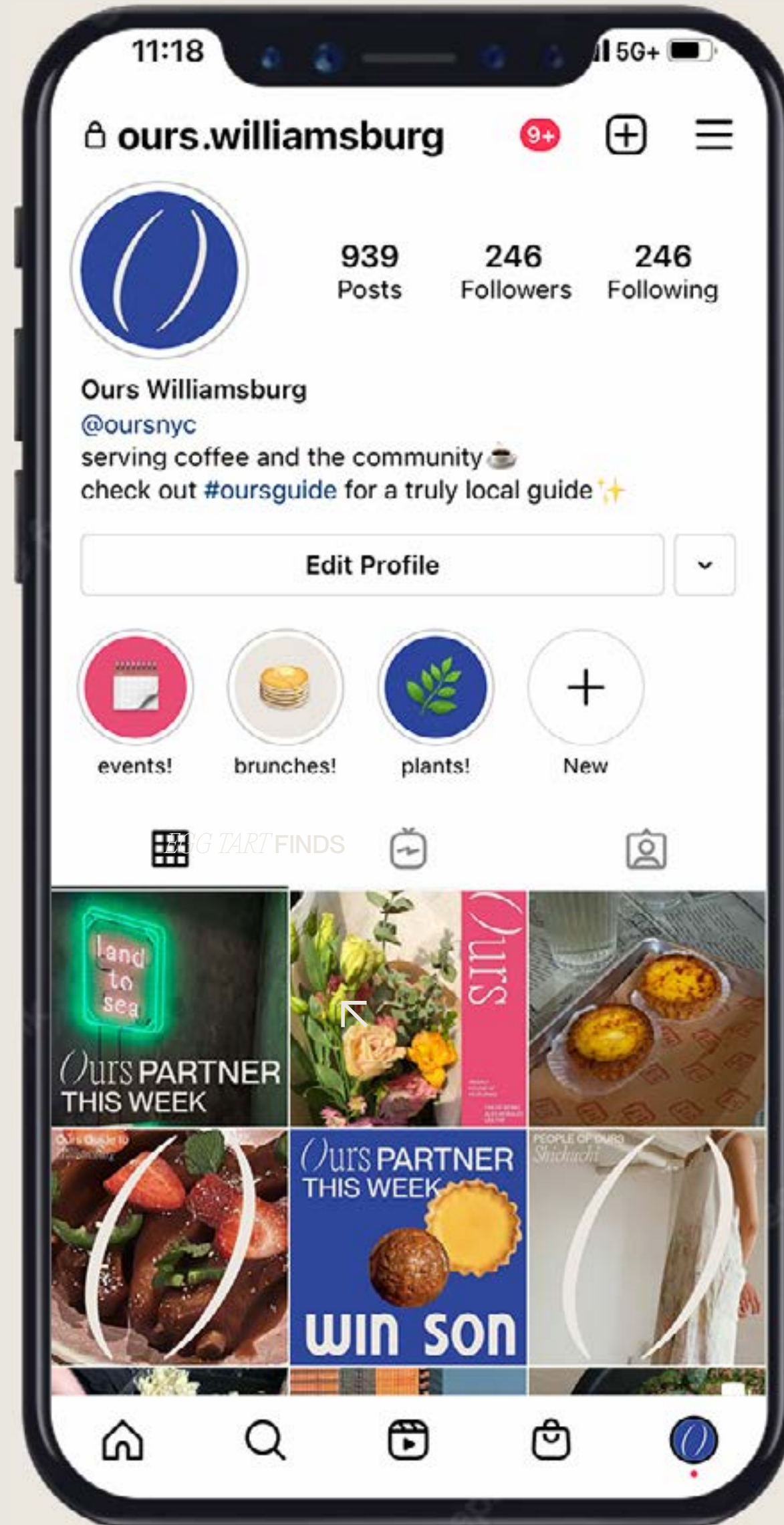
07  
Social Activation

@ours. \_\_\_\_\_  
INSERT NEIGHBORHOOD

*#OursPartners #OursGuide*

# Instagram

A Platform We Express Ourselves with  
Identify Members with Similar Interests  
Easier to Reach and Make Connections

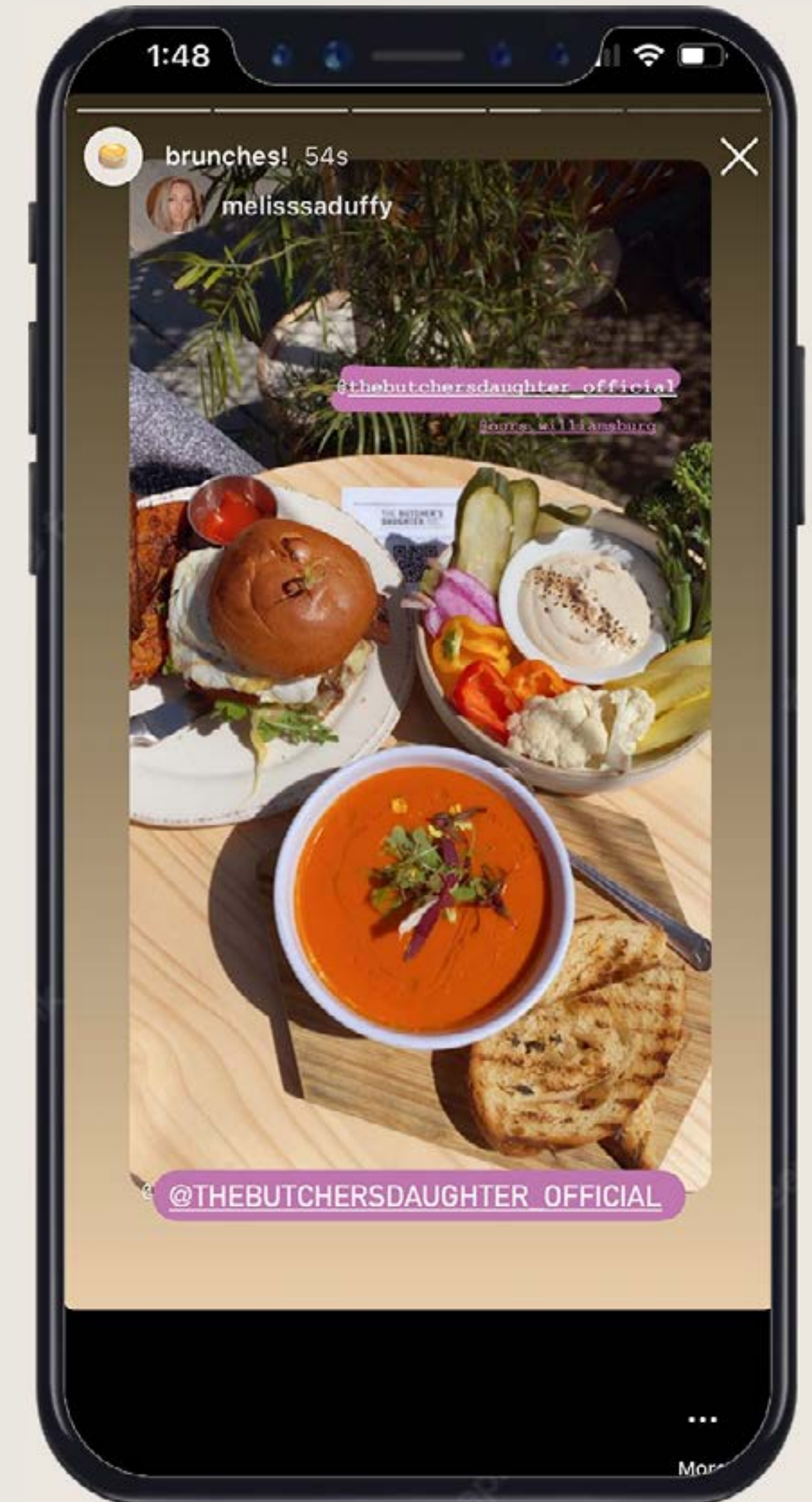
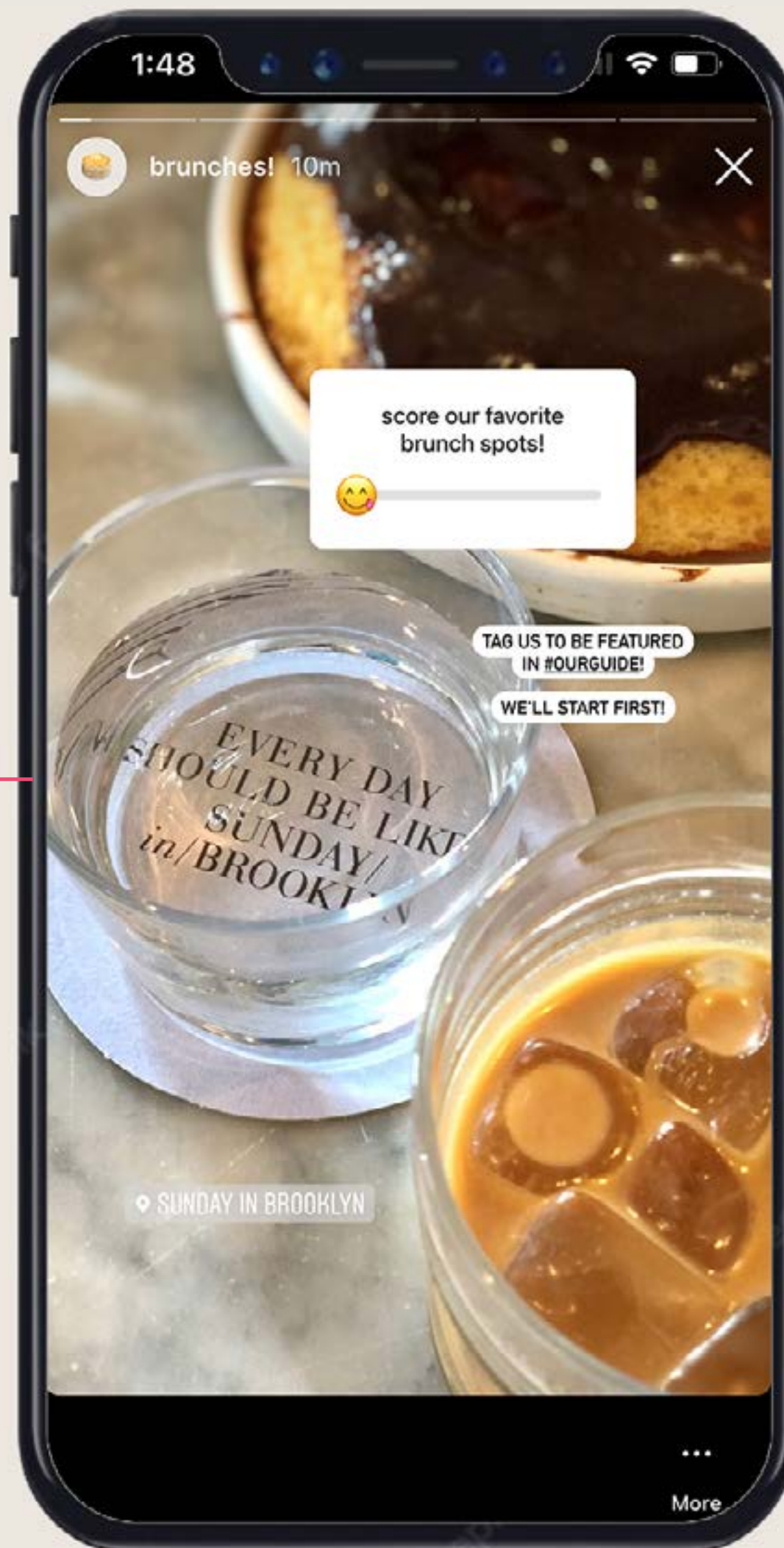


Call for Submissions

# #OursGuide Curated by Us

Encourage members to tag us so we can repost and curate guides on different topics on our profile.

This allows them to see members in the community who shares similar interests!

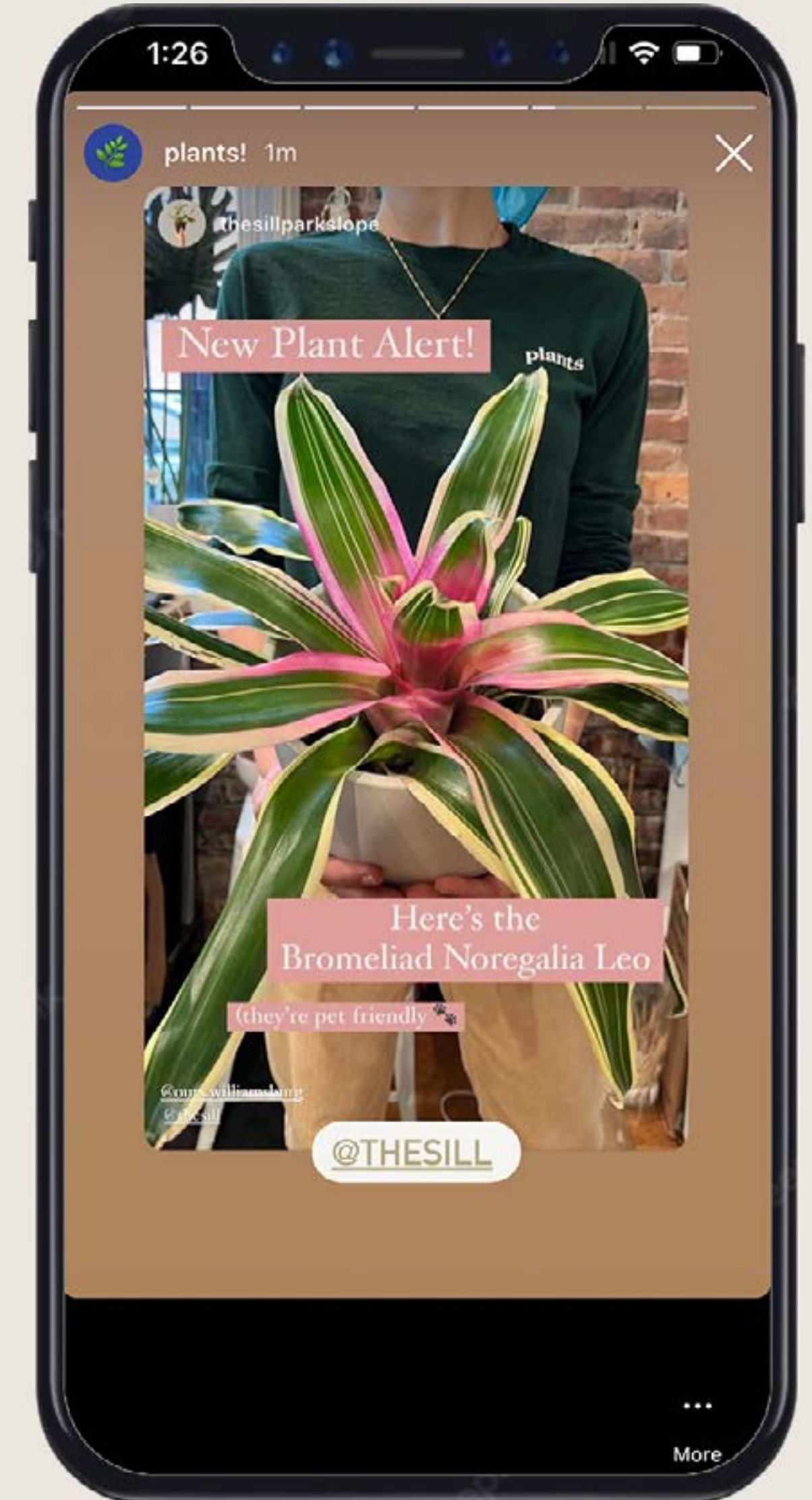
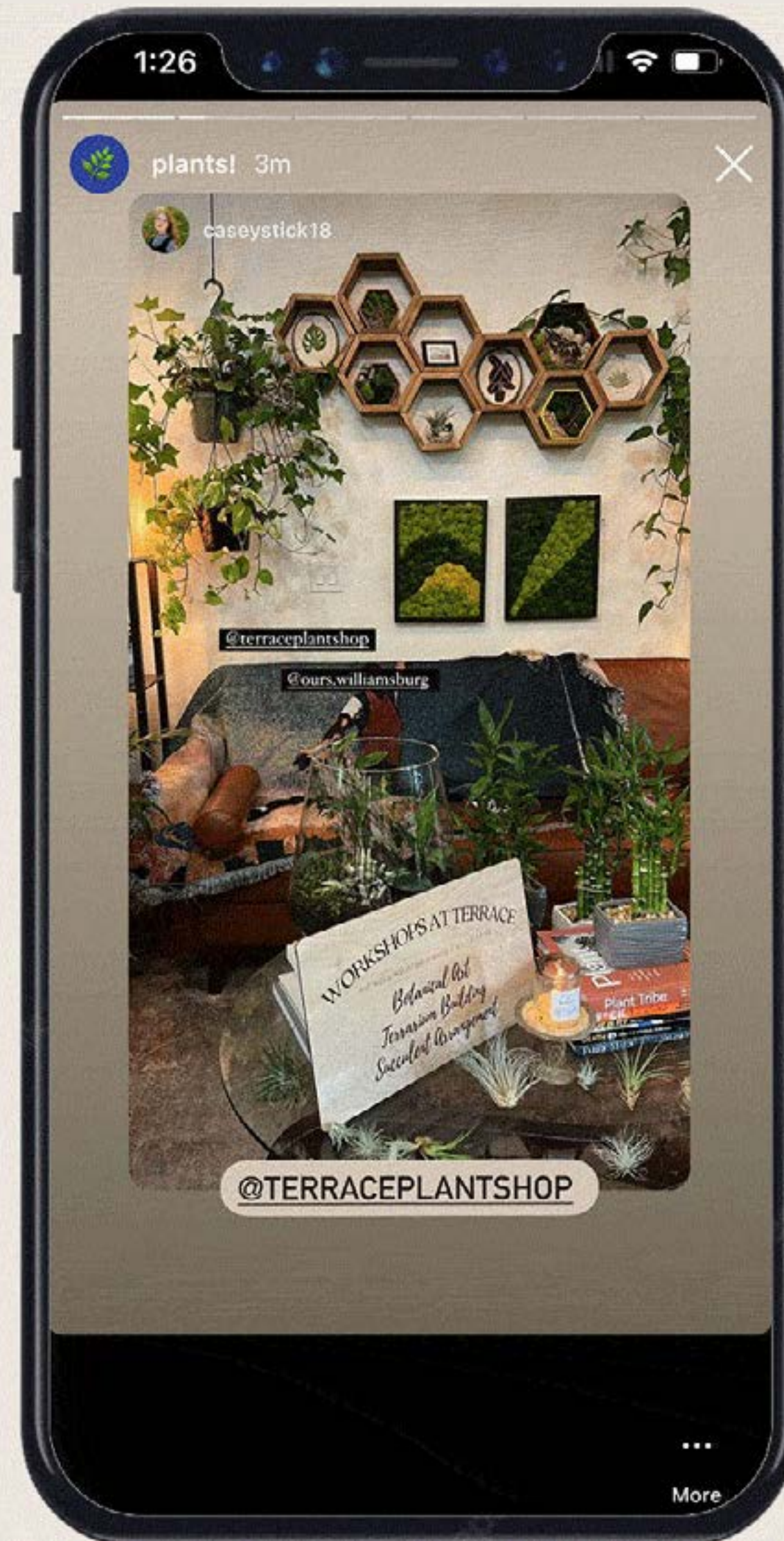
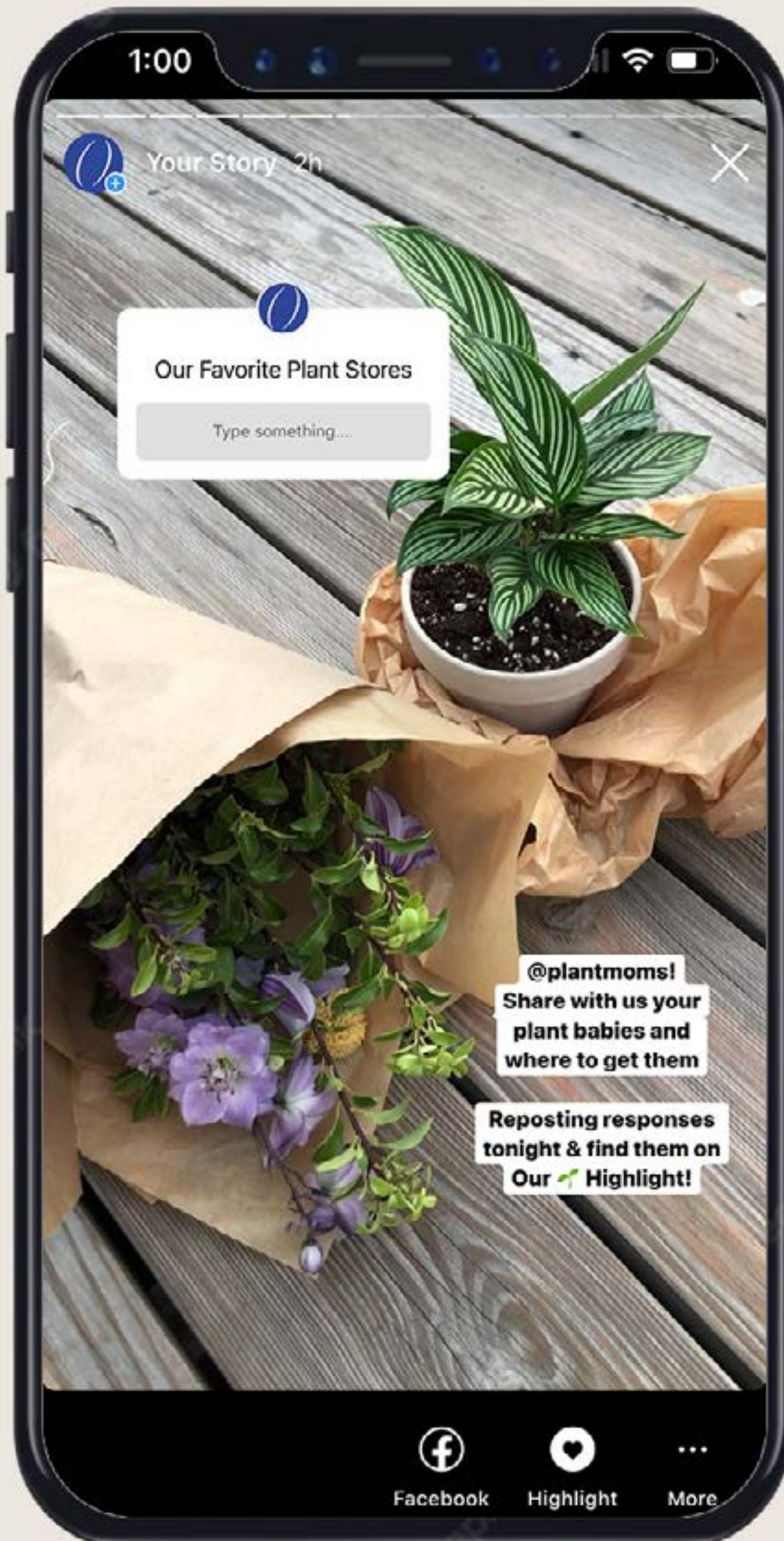


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09  
Recap

Ours



Thank you!

How I Landed on this Topic:

Graduating soon

I won't see my friends at school anymore

Where will be my next *"First Place"* \_\_\_\_\_ Home

Missing a *"Second Place"* \_\_\_\_\_ School/ Office

Seeking a *"Third Place"* \_\_\_\_\_ Other places in between  
allowing locals to mix socially

Where can we meet new friends?

How can we make new friends?