Capstone Projects

Spring 4-2023

Inclusive/Exclusive

Sophia Shettler

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INCLUSIVE/EXCLUSIVE
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Throughout history, inclusivity and exclusivity were both common in all areas of society. Inclusive civilizations like Mesopotamia laid the groundwork for an inclusive society where women and men were nearly equal, getting to own land, file for divorce, and own their own businesses¹. However, the societies within Mesopotamia soon broke off into smaller communities; the previous equality dwindled as civilizations formed across the world. As time went on, inclusiveness was revived. In the United States specifically, slavery was abolished², women were granted the right to vote³, same-sex marriage was legalized⁴, and so much improved. Yet, with all the inclusive changes in our history, interiors and organizations are behind on how to properly develop an inclusive environment.

Historically exclusivity and exclusion have largely been seen as either negative or financially unattainable. The hierarchy of first-class plane seats, the rejection of women in the workplace, segregation, and so much more have been the reason for this negative outlook on exclusions. Exclusivity in space design and use, however, can be positive. For example, gay clubs and LGBTQ+ cafes create a safe place for people in that community to come together and share experiences. The same applies to women-only spaces where women can safely walk alone at night without their keys between their fingers⁵.

Throughout this body of research, inclusive and exclusive spaces will be compared and examined on five levels: safety, access, escape, community, and identity. This results in the identification of where inclusive design falls short in serving people who use space, and how exclusive design strategies can be used to better advance the design of inclusive spaces. Once this is identified, three exclusive spaces are designed to showcase exclusive attributes that can be utilized and studied by any designer, business owner, or anyone wanting to create an inclusive space.

The spaces showcased are an LGBTQ+ Cafe, a Plus-Size Cafe, and a Women’s Cafe.


Abstract

Throughout history, inclusivity and exclusivity were both common in all areas of society. Inclusive civilizations like Mesopotamia laid the groundwork for an inclusive society where women and men were nearly equal, getting to own land, file for divorce, and own their own businesses. However, the societies within Mesopotamia soon broke off into smaller communities; the previous equality dwindled as civilizations formed across the world. As time went on, inclusiveness was revived. In the United States specifically, slavery was abolished, women were granted the right to vote, same-sex marriage was legalized, and so much improved. Yet, with all the inclusive changes in our history, interiors and organizations are behind on how to properly develop an inclusive environment.

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Throughout this body of research, inclusive and exclusive spaces will be compared and examined on five levels: safety, access, escape, community, and identity. This results in the identification of where inclusive design falls short in serving people who use space, and how exclusive design strategies can be used to better advance the design of inclusive spaces. Once this is identified, three exclusive spaces are designed to showcase exclusive attributes that can be utilized and studied by any designer, business owner, or anyone wanting to create an inclusive space.

The spaces showcased are an LGBTQ+ Cafe, a Plus-Size Cafe, and a Women’s Cafe.

Research Introduction

Inclusive/Exclusive Capstone Dossier

Sophia Shettler

Inclusive/Exclusive Capstone Dossier

Sophia Shettler

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Thesis Statement

Exclusive design focuses on smaller subsections of society allowing for a deeper understanding of its users and how to design for them. It is possible to utilize social, emotional, mental, psychological, and political design methods in addition to physical considerations to enhance user experience. This narrowed-in design can have unparalleled benefits for understanding the users and how they experience the space.

By applying exclusive design strategies, designers can better understand how to truly design for inclusion.

FIG. 1 INTERCONNECTION: Despite everyone on Earth having unique identities, humans are interconnected. The connections may be seen or unseen and contribute to our personal and societal interconnectedness. Exclusive spaces can be opportunities to engage with collaborations.

Sophia Shettler

Sophia Shettler
Throughout history, inclusivity and exclusivity were both common. When most people hear exclusive they either look back on negative exclusion like slavery or unequal rights, while others may think of “cool” exclusive spaces like popular clubs or court seats at an NBA game.

This timeline is examining mostly positive exclusion, that is exclusive spaces or situations that enabled different groups to find their place in society, feel safe, and/or create culture.

This timeline also examines some important inclusive spaces or situations throughout history. This allows one to look at both sides of history and how inclusion and exclusion may have worked together.

Precedent studies and relevant historical case studies are examined.
10,000 BCE - Mesopotamia

The Agrarian society of Mesopotamia was one of the world's first documented civilizations. Though people in this society were often ostracized, they were usually by their religious affiliations and their promotion of women's roles. Women had rights to land, divorce, businesses, and trade contracts.

20 BCE - Roman Bath Houses

When Roman Bath Houses were created, women and men had separate areas to utilize. Women's areas were reserved for the lower classes, yet the separation made the women who used the space feel safe and at ease while partaking in baths.

776 BCE - The First Stadium

The world's first stadium was built in ancient Olympia and would later be home to the first Olympic games. This stadium was not used by men and women at the same time, but there were different track lanes for specific events. There was also much racial discrimination. Though this stadium was exclusive, it created a culture and a sense of belonging among those participating and watching.

1920s CE - Original Schvitz Building is Converted to a Bathhouse

When this Jewish community center was converted to a bathhouse in the 20s, it stuck. The Schvitz, an inclusive bathhouse. There are certain days for men, for women, and for shared days. Though, once all-male space is now, The Schvitz, an inclusive bathhouse. There are certain days for men, for women, and for shared days. Though, once all-male space is now, The Schvitz, an inclusive bathhouse.

1930s CE - US’s First Gay Bars

Starting as a merchant marine bar, The Double Header became a hot spot for drag shows. Later it became the official gay bar and meeting place for the LGBTQ+ community before inclusive spaces were common.

2016 CE - MSU Women’s Lounge is Converted to a Quiet Study Lounge

When this Jewish community center was converted to a bathhouse in the 20s, it stuck. The Schvitz, an inclusive bathhouse. There are certain days for men, for women, and for shared days. Though, once all-male space is now, The Schvitz, an inclusive bathhouse.

2022 CE - Midwest Movement Opens

The White horse Inn, now called the Dry Bar, is the second oldest gay bar in the nation, and it is still operating. The California Gay and Lesbian bar called the White Horse Bar, is the second oldest gay bar in the nation, and it is still operating. The California Gay and Lesbian bar called the White Horse Bar, is the second oldest gay bar in the nation, and it is still operating.
Throughout this section the five layers of exclusive design will be discussed. The five layers are: safety, access, escape, community, and identity. These layers of design were determined through design-based research methods including observation, interviews, ethnographic studies, and the evaluation of contextual inquiries through qualitative and quantitative measures. Each layer is unique and will serve as a component of successful exclusive spaces. Specifics on why these layers support exclusive design are explored in this section as well. Each layer has branching off sub-topics that are all connected but specific connections are signified via dashed lines.

The five layers will serve as an examination tool when exploring precedent studies.
Inclusive/Exclusive Capstone Dossier

Sophia Shettler

The Five Layers

LAYER 1: SAFETY

1. Safety

Doors/Locks: Doors and locks are an example of physical safety. When you are in a hotel room your door locks, when you use the restroom there is a lockable partition door, the list can go on and on. Although items of physical safety like doors, locks, and cameras are used to protect, they may also create a poor reputation for the establishment with these precautions.

Sightlines: Physical sightlines can mean curved walls, windows, open-concept, and more. They enable one to know what is going on around them. Sightlines need to be used wisely as too much openness can lead to negative exposure.

Cameras: Though cameras are similar to doors and locks, they are less common. Cameras can make people feel unsafe or make one feel exposed/watched.

Lights: A place with a lot of people could be overwhelming while a place with little to no people may evoke fear. It is also important who you are surrounded by. Through ethnographic studies, exclusive spaces where one is surrounded by like-minded individuals promotes personal well-being.

Warmth: Desired temperature of a space is subjective, though, warmth is most often associated with positive feelings. A hug, being curled up in a blanket, etc.

Visibility: Visibility can refer to many things. It can be about being seen in a space or even about blending in and not being seen (negative exposure). Visibility can refer to your place in society as a whole or be on the smallest level of hearing your name in an outside conversation.

2. Physical Safety

Doors and locks are an example of physical safety. When you are in a hotel room your door locks, when you use the restroom there is a lockable partition door, the list can go on and on.

Although items of physical safety like doors, locks, and cameras are used to protect, they may also create a poor reputation for the establishment with these precautions.

Physical sightlines can mean curved walls, windows, open-concept, and more. They enable one to know what is going on around them. Sightlines need to be used wisely as too much openness can lead to negative exposure.

Cameras can make people feel more safe or make one feel exposed/watched.

Desired temperature of a space is subjective, though, warmth is most often associated with positive feelings. A hug, being curled up in a blanket, etc.

Streetlights, emergency call boxes, and everyday lights not only are essential to design but also contribute to safety.

Lights directly connect with the concept of visibility which then connects back to the physical element of sight lines. This could create interesting design relationships.

Reputations are a huge aspect of safety that are often forgotten. Location, crime, employee personalities, and more can impact reputation. When was the last time that a Google review stopped you from going to a restaurant or business that reviewed it as unsafe to travel to?
LAYER 2: ACCESS

Examples of Physical Access:
- Automatic Doors
- Barrier-Free
- Men’s/Women’s Restrooms
- Signage
- Auditory Signals
- Level Floors
- Elevators/Ramps
- Anything and Everything ADA
- Gender-Neutral Restrooms
- 5'-0" Turn Radius
- Accessible Parking

Factors Connected to Access:
- Marketing and Promotion
- Transportation
- Income and Status

These are all examples of physical access that impact specific groups of people. Exclusive design supports specific groups.
LAYER 3: ESCAPE

ESCAPE

Physical Circumvention

ESCAPE

Psychological Get Away

- Getting Away From a Bad Situation
- Physical Circumvention
- Psychological Get Away

LAYER 3: ESCAPE

- Escaping a Search
- Finding Others to Help
- Enjoyable Conversations
- Enjoyable Conversations
- Reading a Book

ESCAPE

- Physical Circumvention
- Psychological Get Away
- Getting Away from a Bad Situation
- Navigating to Safety
- The Ability to Isolate
- Finding Others to Help
- The Ability to Isolate
- Enjoyable Conversations
- Enjoyable Conversations
- Music and White Noise
- Movies/TV Shows

The Five Layers

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Inclusive/Exclusive Capstone Dossier

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Layer 4: Community

Location-Based Community

This is your physical community, meaning your city, town, or village. This is where you live, your neighbors, and the surrounding population.

Demographic/Culture-Based Community

Example: A demographic community could be a racial group. A cultural community could be a religious group.

Chosen/Niche Community

Example: A niche community could be a group of people who all play the same video game. A chosen community could be a group of people with similar personalities.
LAYER 5: IDENTITY

The Five Layers

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IDENTITY

Personal Identity

Identity

Gender

Values

Political Beliefs

Sexuality

Signs/Labels

Culture

Demographics

Space Type

Aesthetics

Throughout this section each precedent study will be examined. These precedent studies are categorized as either inclusive or exclusive and are meant to be compared to each other. Based on the evidence and research displayed for each, one can come to an individual conclusion about each space, but the precedent conclusion hinted at is that exclusive spaces have a place in society.

Within the individual precedent studies, the five layers of exclusive design are addressed, spatial observations are documented, and personal interviews have been implemented to show context.
Many female students would use the Women’s Lounge as a place to nap between classes. Even though technically anyone could use the Women’s Lounge, the labeling made them feel safe. Seating was arranged in a comfortable and conversational manner with multiple different areas to use. This promoted community and camaraderie. Students would utilize the Women’s Lounge for getting away from distractions. For example, many women in the regular study areas of the Student Union would constantly get approached by men hitting on them or chatting, they used the Women’s Lounge as an escape from this.

Access: Nursing mothers would use the mothers lounge to nurse with little to no worry. They did not need permission and had few sidetrack paths. This was marketed as a "re-branding", they called it the “Quiet Study Lounge”, renovated the existing space, added two nursing rooms, and condensed the space as a whole. Most evidence of the Women’s Study Lounge is buried deep, hence the less than stellar amount of photo evidence presented on this spread.

Identity: Anyone could use the space but it was primarily used by those identifying as women. This gave them a space where they could express themselves amongst others like them.

Community: Seating was arranged in a comfortable and conversational manner with multiple different areas to use. This promoted community and camaraderie.

Safety: Many female students would use the Women’s Lounge as a place to nap between classes. Even though technically anyone could use the Women’s Lounge, the labeling made them feel safe.
Women used to wait for rides or for other women to walk with them to their cars in the Women's Lounge. Now, safety in the new space is not as guaranteed and the University is recognizing this.

**ACCESS**

The goal for this renovation was to create more inclusion, yet they keep the nursing rooms locked. This makes nursing mothers have to go around the lounge to get into the nursing rooms, which is in stark contrast of the last path of travel diagram. This plan also exposes nursing mothers, putting them at higher risk.

**IDENTITY:**

The former women's lounge is now a quiet study lounge. The space has lost its physical identity but upon visitation it appeared that only women use the space. Is this because of the space's past identity or current identity?

**ESCAPE**

It appears that women may still be using this space for physical escape from distractions but the psychological side of escape is no longer supported.

**FIG. 16**

NEW LOUNGE INTERIOR 2: The former MSU Women's Lounge today.

**FIG. 17**

NEW LOUNGE ATTEMPT TO CORRECT: Sign outside the Quiet Study Lounge.

**FIG. 19**

POST-2016 UNION FLOOR PLAN: The MSU Student Union floor plan after the 2016 "re-branding".
Lotus Brew is a coffee shop in northern Grand Rapids located below a massage and yoga studio. The cafe is marketed as a coffee and tea shop as well as a gay dry bar. Their mission is to be a safe space for people in the LGBTQ+ community. They also do a lot for the local community, which you will see on the next page.

**Business Bio**

Lotus Brew is a coffee shop in northern Grand Rapids located below a massage and yoga studio. The café is marketed as a coffee and tea shop as well as a gay dry bar. Their mission is to be a safe space for people in the LGBTQ+ community.

They also do a lot for the local community, which you will see on the next page.

**Spatial Observations**

- Automatic Door
- ADA Height Counter
- Safety/Identity
  - ADA Gender Neutral Restrooms

**Weekly Events**

- LGBTQ+ CAFE
- Community
- Art
- Identity
- Pride Flag Decor

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- Safety/Identity
  - ADA Gender Neutral Restrooms

**Weekly Events**

- LGBTQ+ CAFE
- Community
- Art
- Identity
- Pride Flag Decor
Table of Contents Cafe is a coffee shop in Kalamazoo located inside of an independent bookstore. The cafe and bookstore are marketed as “a strong supporter of, and meaningful participant in, creative and intellectual community within and beyond Kalamazoo.” The social media has many indications of support for LGBTQ+ people, women, and more, but the space doesn’t reflect this.

Similar to Lotus Breeze, Table of Contents supports community events. Unlike Lotus Breeze, the events are more open and varied and do not support a general purpose. Though they do support fun and community.

Private Events
Live Music
Trivia
Niche Events

One of the events that Table of Contents does host is an open mic night that is usually every Thursday. This allows people to escape everyday life and participate in a community event.
Business Bio

Midwest Movement Collective is a movement studio that is meant to be completely inclusive teaching movement to anyone and everyone. They provide a safe space to move and express themselves. They supply their guests with Community Agreements rather than rules. These agreements are ever evolving and are determined by the community.

Clases

AERIAL DANCE  BALLET  JAZZ DANCE  IMPROV DANCE
LYRICAL DANCE  TAP DANCE  BODY WORK  LIQUID MOTION
CARDIO CHOREO  CONTEMP DANCE  HIP-HOP DANCE  CONTEMP CHOREO
YOGA  POLE DANCE  PARTNER DANCE  SENSUAL CHOREO

While discussing Midwest Movement Collective with one of the co-owners, we discussed the concept of affinity classes being implemented into the inclusive studio. Affinity classes are classes that would be directed toward a certain demographic. For example, they are considering making a class specifically for those identifying as fat. They could also have classes for African American women, transgender people, or anything they desire. The business sees a need for these classes because of the low diversity that they are currently seeing attend classes. Even though they advertise their studio as completely inclusive, limited demographics are showing up. Affinity classes would mean implementing exclusive aspects into an inclusive atmosphere, this exclusive design strategy would create an expanded community for the business.

Precedent Studies


Sophia Shettler
Precedent Studies
LECTURE HALLS

Negative Exclusive Lecture Hall Seating

An example of negative exclusive lecture hall seating are lecture hall chairs that are fixed to the floor with fold out desks and arms that are not well spaced apart or protruding armrests. At Western Michigan University’s (WMU) Schneider Hall lecture room 200, there is an example of this (top picture). I have had classes in there and I am unable to fully fold down the lap desk. This not only creates an uncomfortable situation, but it also impairs my ability to fully focus on my education in the space.

Positive Exclusive Lecture Hall Seating

I wasn’t able to find an actual example of this on WMU’s campus but there are some lecture halls that include a few rows of seats that are wider specifically for those who need it. This would allow for exclusive seating that creates room for people with larger bodies to feel included. If I were not able to fit in a lecture hall seat at WMU I would have to go through disability services, file lots of paperwork, and eventually they would provide me with a chair that would have to be separate from everyone else in the class. Alternatively, removing armrests is an easy way to guarantee larger bodies can fit in seats (middle image).

Inclusive Lecture Hall Seating

Seating like this lecture hall in Sangren Hall (bottom image) is a great example of inclusive seating. In a perfect world, this would be the ultimate goal, but this isn’t a perfect world and positive exclusive elements should be leveraged. These seats are non-fixed, comfortable (flexible plastic and chair cushion), wider, and more versatile. This lecture hall also fits 75 people which is not as much as a typical lecture hall but class sizes are getting smaller and smaller so more intentional conversations/education can happen. Though I label this space as “inclusive” it is important to identify that some of the inclusive features in the space stem from exclusive design strategies.

Although there are many examples of inclusive and non-inclusive seating at WMU, I chose to focus on this space. This was a small-scale renovation that involved removing the platform and flooring, changing the lighting, adding carpeting, and adding new tables and chairs. By doing this it created a more versatile and inclusive classroom environment while not decreasing the amount of seats available.

Sophia Shettler
Sophia Shettler

Precedent Studies
Inclusive/Exclusive Capstone Dossier

Precedent Studies
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Stalled!
A huge inspiration for the continued evolution of this project was Joel Sander’s “Stalled!” Project. This project is a gender-neutral restroom that removes the wall between a men’s restroom and a women’s restroom and creates a shared restroom experience.
They utilized exclusive and inclusive design principles by designing for individual groups and then putting it all together.

Nursing Room •
Shared Sinks •
ADA Stall •
Enclosed Stalls •
Full Sightline Entrance •
Full Sightline Shared Hallway •
Lounge Space to Tie Space Together •
ADA Gender-Neutral Individual Bathroom •

Prove that exclusive spaces have a place in society.

Illustrate the safety and inclusivity that can be created by studying exclusive spaces.

Utilize human-based research and historical context of exclusive spaces to inform the design of inclusive spaces.

Promote the use of social, emotional, mental, psychological, and political design methods in conjunction with the physical environment to create more holistic and inclusive experiences in space.

Create a comprehensive resource that designers can use to design inclusively when they do not have ample time to research.

Design so that the five observed levels of exclusive design (safety, inclusion, escape, community, and identity) are met.

Properly represent each group within space.
**Project Topic Selection**

By creating spaces specifically for small subsections of society, we can better understand how to design for everyone.

I have selected to design cafes exclusively for LGBTQ+ individuals, plus-size individuals, and women. These cafes will showcase social, emotional, mental, and functional design methods and address research in addition to physical considerations to enhance user experience.

Each cafe will feature 20+ design attributes that will fall under the five levels of exclusive design: safety, access, escape, community, and identity.

These designs will be documented in this dossier and a condensed inclusive design guide.
The location presented over the next section will be the hypothetical location for each coffee shop. This location serves as an example of how to dissect demographics and community attributes in order to prepare for design.

In addition to the location, this section also explores the site, the existing building (this building was not previously existing, it was designed by myself as a base for each cafe), the building floor plans and sections, Kalamazoo demographics, and the lack of individual representation throughout the community in depth. These also serve as templates for how to dissect demographics and community attributes.
Western Michigan University is a very important part of the public university system in our state. New student's experience is very diverse located in a mix culture environment.

This map will include houses, rentals, restaurants, businesses. This location is between downtown Kalamazoo and Portage.

Westnedge Hill includes houses, rentals, restaurants, and businesses. This location is between downtown Kalamazoo and Portage.

Downtown is the heart of Kalamazoo. Along with businesses and restaurants there are many centers and resources that offer unique cultural experiences.

The Vine neighborhood has been growing in popularity year by year. It has a mix of college students but also single professionals and families. For this reason, it is my chosen location.

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The Vine neighborhood has been growing in popularity year by year. It has a mix of college students but also single professionals and families. For this reason, it is my chosen location.
This site map indicates everything that is EXISTING on the selected lot. The building, parking lot, landscaping, and lot size are existing but can be added on or edited. The typography of the site is already flat so there will not need to be any leveling.

**SITE MAP**

**Kalamazoo, MI**

**LOCATION**

- **Kalamazoo** - No. 2 largest LGBTQ+ Population in Michigan
- **View Neighborhood**
  - Vine (US Census RP10023 2010 Census)
- **View Resident Median Income**
  - $22,359/year
- **View Largest Age Population**
  - 60% 20-35 years old

**Codes Information**

- **OCCUPANCY CLASSIFICATION**: A-2
- **TYPE OF CONSTRUCTION**: NS Type V B
- **OCCUPANT LOAD**: 130

**Demographic Information**

- **Kalamazoo County Is No. 2 in State in Percentage of Same-Sex Households**: See our Database
- **Vine Neighborhood**: A Haven for Families, Students, Retirees, Millennials, and Nicknames
- **Vine Resident Median Income**: $22,359/year
- **Vine Largest Age Population**: 60% 20-35 years old

**SQUARE FOOTAGE**: 1,947 sqft

**WATER CLOSETS REQUIRED**: 2

**Type of Construction**: NS Type V B

**Location**


Existing Building

FIG. 68 FLOOR PLAN - LEVEL 1
Scale: 1/8" = 1'0"

FIG. 69 FLOOR PLAN - MEZZANINE
Scale: 1/8" = 1'0"

FIG. 70 LONGITUDINAL SECTION - NORTH
Scale: 1/8" = 1'0"

FIG. 71 LONGITUDINAL SECTION - SOUTH
Scale: 1/8" = 1'0"

FIG. 72 TRANSVERSE SECTION - EAST
Scale: 1/8" = 1'0"

FIG. 73 TRANSVERSE SECTION - WEST
Scale: 1/8" = 1'0"
### Lack of Representation: Coffee Shops in Kalamazoo

#### Table of Contents

<table>
<thead>
<tr>
<th>NAME</th>
<th>LOCATION</th>
<th>LABEL</th>
<th>LGBTQ+ Attributes</th>
<th>Plus-Size Friendly?</th>
<th>Support for Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cafe Casa</td>
<td>128 S Kalamazoo Mall, Kalamazoo, MI 49007</td>
<td>Relaxed, eco-friendly</td>
<td>None</td>
<td>No. Extremely cramped, restrictive seating, and limited parking.</td>
<td>None</td>
</tr>
<tr>
<td>Fourth Coast Cafe</td>
<td>816 S Westnedge Ave, Kalamazoo, MI 49008 (Below Crow’s Nest)</td>
<td>A small family-owned coffee company. Everyone Deserves Good Coffee.</td>
<td>None</td>
<td>No. Restrictive seating sizes, limited parking, creaky floor could result in fat shaming.</td>
<td>None</td>
</tr>
<tr>
<td>Someone's Brewing</td>
<td>120 W South St, Kalamazoo, MI 49007</td>
<td>Women and family owned</td>
<td>None</td>
<td>None.</td>
<td>None</td>
</tr>
<tr>
<td>Water Street Coffee</td>
<td>315 E. Water St., Kalamazoo, MI 49007 AND 3037 Oakland Dr., Kalamazoo, MI 49008</td>
<td>Specialty coffee and hand-made food is both science and art. We tinker until it’s perfect.</td>
<td>Private non-cramped bathroom stalls with changing table (some locations)</td>
<td>No. Extremely cramped, restrictive seating, and limited parking.</td>
<td>None</td>
</tr>
<tr>
<td>Walnut and Park Cafe</td>
<td>322 Walnut St, Kalamazoo, MI 49007</td>
<td>There is more to Walnut &amp; Park than the coffee, it’s about a service to our community.</td>
<td>None</td>
<td>None.</td>
<td>None</td>
</tr>
</tbody>
</table>

### Lack of Representation: Coffee Shops in Kalamazoo - Continued

<table>
<thead>
<tr>
<th>NAME</th>
<th>LOCATION</th>
<th>LABEL</th>
<th>LGBTQ+ Attributes</th>
<th>Plus-Size Friendly?</th>
<th>Support for Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matchhead Coffee</td>
<td>209 S Kalamazoo Mall, Kalamazoo, MI 49007</td>
<td>A small family-owned coffee shop offering espresso, baked goods &amp; coffee that tastes like heaven.</td>
<td>Marketed “LGBTQ+ Friendly” on Google</td>
<td>No. Extremely cramped, restrictive seating, and limited parking.</td>
<td>None</td>
</tr>
<tr>
<td>Five Lakes Coffee</td>
<td>2026 W Main St, Kalamazoo, MI 49006</td>
<td>A small family-owned coffee company. Everyone Loves Good Coffee.</td>
<td>No.</td>
<td>No. Restrictive seating sizes, limited parking, creaky floor could result in fat shaming.</td>
<td>None</td>
</tr>
<tr>
<td>Something's Brewing</td>
<td>620 W. Michigan Ave, Kalamazoo, MI 49007</td>
<td>Local family-owned coffee shop offering espresso, baked goods &amp; coffee that tastes like heaven.</td>
<td>Rainbow “Coffee” sign</td>
<td>No. Extremely cramped, restrictive seating, and limited parking.</td>
<td>Women and family owned</td>
</tr>
</tbody>
</table>

### Plus-Size Friendly?

- Yes - Accommodates larger bodies
- No - Does not accommodate larger bodies

### Support for Women

- Yes - Accommodates women
- No - Does not accommodate women

### LGBTQ+ Attributes

- None
- Support for Women
- Plus-Size Friendly
- Private non-cramped bathroom stalls
- Easy access to changing areas
- Easy access to bathrooms
- Easy access to outdoor seating
- Easy access to outdoor restrooms
- Easy access to outdoor parking

### Plan a Meeting

- Openly Anti-LGBTQ+ Coffee Shops in Kzoo

- Matchhead Coffee (209 S Kalamazoo Mall, Kalamazoo, MI 49007)
- Five Lakes Coffee (2026 W Main St, Kalamazoo, MI 49006)
THE CAFES
LGBTQ+ CAFE PROGRAMMING

Introduction

LGBTQ+ individuals have been excluded from laws, marriage, conversations, spaces, and more for a very long time. Only recently, in 2015, was same-sex marriage legalized in all 50 states. The LGBTQ+ community has been excluded for so long that design strategies specific to their subsection of society are not readily available.

Based on research and personal experiences I will design a cafe specifically for LGBTQ+ people.
The LGBTQ+ community is vast. L stands for Lesbian, G stands for Gay, B stands for Bi-Sexual, T stands for Transgender, Q stands for Queer, and the plus sign stands for every other label in the community. The first flag is the collective flag for the community, next is pansexual, asexual, neutrois, demisexual, non-binary, polysexual, genderqueer, gender-fluid, agender, demigender, androgyne, and the ally flag. There are even more gender and sexual identities that are part of this community, but this project is concerned with the community as a whole.

Every member of the LGBTQ+ community has a different personal identity, but we all share a commonality with each other. It unifies and unites us.

The LGBTQ+ community is often the target of hate crimes, assaults, and more. Because of this, the exterior of the LGBTQ+ coffee shop will be more understated as to not draw attention from the wrong people. While the interior will be anything but understated.

Cafe Attributes - Understanding the Users and the Community

WHO ARE THE L G B T Q +

Cafe Attributes - Plain Exterior with Colorful Interior
LGBTQ+ Cafe Attributes - Categorized Within "The Five Layers Of Exclusivity"

**SAFETY**
- Gender Neutral Restrooms
- Parking Lot Adjacent to Cafe
- Clear Division of Spaces
- Clear Way-finding
- Entrance Vestibule
- Security Cameras on the Interior and Exterior
- Lit Parking Lot with a Police Call Box

**ACCESS**
- Gender Neutral Restroom
- Parking Lot Adjacent to Cafe
- Access to Resources
- Food Pantry
- Home Goods
- Hygiene Products
- Discounts for Students, Teachers, and Nurses

**ESCAPE**
- Colorful, Euphoric, Interiors
- Separation between Public and Private Spaces
- Ability to Reserve Event Space with Minimal Notice

**COMMUNITY**
- Community Resource Room
- Designated Event Space
- Weekly Community Events/Workshops
- Connection to LGBTQ+ Organizations
  - OutFront: Kalamazoo
  - OUT Spoken: Western Michigan University
  - Arcus Center: K College

**IDENTITY**
- LGBTQ+ Representation and Understanding the Community
  - Art
  - Decor
  - Branding

The mood board highlights some of the LGBTQ+ Cafe attributes listed to the left.

Fig. 78: LGBTQ+ Mood Board with Important Attributes

Mood Board Key
- **AUDIENCE EXAMPLE**
- **COLORFUL INTERIOR DECOR**
- **VISUAL SEPARATION OF SPACE AND WAYFINDING**
- **RECLAIMED ELEMENTS**
- **GENDER NEUTRALITY**

Sophia Shettler
Access to the service counter is normally a primary adjacency in any cafe but, for the LGBTQ+ cafe, safety is the number one priority. The entrance vestibule acts as a safety barrier. This vestibule will include security cameras and will be equipped with lock-down measures. After exiting the vestibule, the goal is to make the space feel welcoming and community-driven, hence the adjacency of the lounge. The waiting area will have lockable storage for personal items (more on this in the Women’s Lounge section). All other necessary and normal cafe spaces will be located on this floor so that there is room for the community resource room, hence the need for the elevator to be accessible from the additional exit.

The community resource room is the only room on the mezzanine. This space will house items that are free to the community and will need to have a primary adjacency to the elevator. Heavy items will need to be transported up and down the elevator frequently.
Blocking Diagram - Floor 1

- Entrance Vestibule
- Service Counter
- Community Lounge Seating
- Waiting Area
- Gender Neutral Restroom
- Event Space Additional Seating

Blocking Diagram - Mezzanine

- Community Resource Room

Bubble Diagram Legend

- PUBLIC
- SEMI-PRIVATE
- PRIVATE
Using the research and programming previously developed, I have designed an LGBTQ+ cafe using the base building shell established previously.
BLACK AND WHITE 3D RENDERINGS
FIG. 91  ADJACENCY ISOMETRIC - NORTH
Scale: N/A

FIG. 92  ADJACENCY ISOMETRIC - SOUTH
Scale: N/A

PUBLIC VS PRIVATE
PUBLIC
SEMI-PRIVATE
PRIVATE

PUBLIC VS PRIVATE
PUBLIC
SEMI-PRIVATE
PRIVATE
PERSPECTIVES

DESIGN ATTRIBUTES

Division of Space, Wayfinding, Security

The entrance vestibule, architectural design elements, flooring changes, and furniture pieces help with the above items.

LGBTQ+ Decor

The use of arches throughout the design are a parallel to the pride flag. There will also be a PRIDE mural painted on the wall indicated.

Audience

This cafe is specifically designed for people in the LGBTQ+ community. The design attributes above were developed based on research and personal experience.

Access to Community Resources

Many LGBTQ+ youth are in need of resources such as food, hygiene products, and clothing, these will be provided on the mezzanine and are easily accessible via elevator or stair.

Seating Options

Different seating options allow for different experiences in the space. Just picking up coffee, sit at a barstool, staying and studying, sit under the mezzanine.

The use of arches throughout the design are a parallel to the pride flag. There will also be a PRIDE mural painted on the wall indicated.

This cafe is specifically designed for people in the LGBTQ+ community. The design attributes above were developed based on research and personal experience.

Many LGBTQ+ youth are in need of resources such as food, hygiene products, and clothing, these will be provided on the mezzanine and are easily accessible via elevator or stair.

Different seating options allow for different experiences in the space. Just picking up coffee, sit at a barstool, staying and studying, sit under the mezzanine.

Inclusive/Exclusive Capstone Dossier

Sophia Shettler
PHOTO REALISTIC COLOR
3D RENDERINGS
Euphoric colors and textures used throughout.

Entrance vestibule for extra safety + security.

Locally painted murals.

More euphoric colors, textures, and materials.
**COLOR + MATERIALITY**

Fig. 107: LGBTQ+ Color and Materiality

Fig. 108: Entrance vestibule

Fig. 109: View from stair landing

Fig. 110: Seating under mezzanine and restrooms

Fig. 111: Community lounge seating and waiting area

Fig. 112: View under the mezzanine

Fig. 113: View under the mezzanine

Fig. 114: View from the mezzanine

Fig. 115: Community resource space

Fig. 116: Community resource space

Fig. 117: View of the stairs and separating wall

Fig. 118: More secluded community seating

Fig. 119: View up to the mezzanine

Fig. 120: Community lounge seating and waiting area
The plus-size movement has grown in popularity over the past few years. This movement is about creating visibility for a group of people who have been ignored, looked down upon, and neglected for centuries. Your size does not determine if you are worthy of love, space, or kindness.

This cafe will be designed exclusively with plus-size individuals in mind and will incorporate attributes that cater towards plus-size bodies.
Cafe Attribute - Design Based on Plus-Size Anthropometrics

Plus-Size Men’s Anthropometrics
- Chest: 42” - 66”
- Waist: 61” - 72”
- Hip: 43” - 78”

Plus-Size Women’s Anthropometrics
- Bust: 43” - 81”
- Waist: 38” - 76”
- Hip: 47” - 85”

FIG. 120
- This showcases the typical range of anthropometrics for men and women in the plus-size community.

FIG. 121
- The plus-size cafe seeks to create a supportive and tailored environment for plus-size individuals. ADA will be considered and enhanced.

FIG. 122
- This showcases that by reducing the height of a chair, you allow for less struggle sitting on the chair.

FIG. 123
- The plus-size cafe aims to create a supportive and tailored environment for plus-size individuals. ADA will be considered and enhanced.

Inclusive/Exclusive Capstone Dossier
Sophia Shettler
Programming
Plus Size Cafe Attributes - Categorized Within “The Five Layers Of Exclusivity”

SAFETY
- Safe, inclusive (size-inclusive)
- Comfortable (size-inclusive)
- Limited things that could be knocked over
- Solid construction

ACCESS
- Design Based on Plus-Size Anthropometrics (See Previous Page)
- Inclusive Seating (See Previous Page)
- benching
- Benching
- Hard and Soft Surface Seating
- Design Based on Plus-Size Anthropometrics (See Previous Page)
- Design Based on Plus-Size Anthropometrics (See Previous Page)
- Design Based on Plus-Size Anthropometrics (See Previous Page)

SIGHTS
- Trendy design which is typical for a place designed for straight-size individuals, not plus-size patrons
- Trendy design which is typical for a place designed for straight-size individuals, not plus-size patrons
- Trendy design which is typical for a place designed for straight-size individuals, not plus-size patrons
- Trendy design which is typical for a place designed for straight-size individuals, not plus-size patrons
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- Trendy design which is typical for a place designed for straight-size individuals, not plus-size patrons
- Trendy design which is typical for a place designed for straight-size individuals, not plus-size patrons

COMMUNITY
- Employees are part of the plus-size
- Designed for plus-size
- Designed for plus-size
- Designed for plus-size
- Designed for plus-size
- Designed for plus-size
- Designed for plus-size
- Designed for plus-size

IDENTITY
- Plus-Size Representation
- Core
- Branding

Mood Board Key
- AUDIENCE EXAMPLE
- TRENDS DRIVING OPPORTUNITIES
- ELEMENTS OF NATURE
- ACCESS + EXISTING VOTING
- COMMUNITY

The mood board highlights some of the LGBTQ+ Cafe attributes listed to the left.
Inclusive/Exclusive Capstone Dossier

**Spatial Needs**

**Bubble Diagram - Floor 1**

Access to the service counter is a primary adjacency due to its desire for quick ordering and easy wayfinding. The waiting area is directly adjacent to the service counter so limited travel is needed. All normal and necessary spaces are located on the first floor for this same reason, as well as the gender-neutral restroom having secondary adjacency to the service counter.

**Bubble Diagram Legend**

- **Public**
- **Semi-Private**
- **Private**
- **Existing**

**Bubble Diagram - Mezzanine**

On the mezzanine is the event/meeting space. This space is semi-private as it can be rented or reserved. It is the only space not on the primary level to promote ease of access.

**Bubble Diagram Legend**

- **Public**
- **Semi-Private**
- **Private**
- **Existing**
Introduction

Using the research and programming previously developed, I have designed a plus-size cafe using the base building shell established previously.
BLACK AND WHITE 3D RENDERINGS
FIG. 137  ADJACENCY ISOMETRIC - NORTH
Scale 1/10

FIG. 138  ADJACENCY ISOMETRIC - SOUTH
Scale 1/10

PUBLIC VS PRIVATE
PUBLIC
Semi-Private
Private
**DESIGN ATTRIBUTES**

- **Bold Color and Texture**
  
  Fashion and plus-size specific furniture has a history of being dull and colorless. This cafe will ensure a trendy and bold atmosphere.

- **Wide Walkways**
  
  The cafe has 4'-0" wide walkways throughout both levels of the cafe. This is also depicted on the plans on page 94.

- **Trendy Architecture**
  
  Curves are very trendy right now, and, as we know, plus-size products typically are not on trend. This space will change with the trends when possible.

- **Plus-Size Representation In Art**
  
  Portraits, photography, murals, and mirrors in the space will all be used as a way to show plus-size representation in art and in the cafe.

- **Seating Options**
  
  This cafe is specifically designed for plus-size individuals. The design attributes above were developed based on research and personal experience.

---

**Wide Walkways**

The cafe has 4'-0" wide walkways throughout both levels of the cafe. This is also depicted on the plans on page 94.

**Trendy Architecture**

Curves are very trendy right now, and, as we know, plus-size products typically are not on trend. This space will change with the trends when possible.

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Portraits, photography, murals, and mirrors in the space will all be used as a way to show plus-size representation in art and in the cafe.

**Seating Options**

This cafe is specifically designed for plus-size individuals. The design attributes above were developed based on research and personal experience.
PHOTO REALISTIC COLOR
3D RENDERINGS
Inclusive/Exclusive Capstone Dossier
Sophia Shettler

Design Response

“Love Yourself” photo station to empower everyone to love themselves.

Empowering wallpaper on the interior and exterior of restrooms.

Durable flooring with a transition that acts as wayfinding.

Mirrors with optional shades in the event space.

Durable upholsteries and fabrics used throughout.

Huge gallery wall featuring plus-size people represented in art.

Software with a transition that acts as wayfinding.
COLOR + MATERIALITY

Fig. 153: Plus-size color and materiality

Fig. 154: Plus-size Plus-Size seating and relaxation

Fig. 155: Booth seating and reading corner

Fig. 156: Additional seating and relaxation

Fig. 157: Entrance view/front of the service counter

Fig. 158: Behind the service counter

Fig. 159: "Love Yourself" Photo Op Spot

Fig. 160: Event space on the mezzanine

Fig. 161: Seating and gallery wall

Fig. 162: Event space on the mezzanine

Fig. 163: View under the mezzanine

Fig. 164: Waiting area seating

Fig. 165: View of seating and under the mezzanine

Fig. 166: "Love Yourself" Photo Op Spot

Fig. 167: Event space on the mezzanine
WOMEN’S CAFE PROGRAMMING

Introduction

“1 in 3 (33%) of women worldwide have been subjected to either physical and/or sexual intimate partner violence or non-partner sexual violence in their lifetime” (26).

Women need spaces where they can feel safe and seen simultaneously. By designing a space specifically for women, we can provide a space that fits those criteria.

A woman or girl is killed in their own home every 11 minutes.

This Women’s Cafe will act as a safe space and a physical escape for those identifying as women and girls. An attribute of the cafe will be the police call box, which will help to protect against gender-based violence. The cafe itself will also act as a physical escape destination. This space can be used as temporary shelter to get away from an abusive family member or be used to meet with friends and enjoy a drink or meal without any sense of judgment. The women who visit the space will create a unique escape for themselves while they are here.

Cafe Attributes - Conversation-Focused Lounge Seating Configurations
**Women’s Cafe Attributes - Categorized Within “The Five Layers Of Exclusivity”**

**SAFETY**
- Lockable Doors
- Respite Room
- Restrooms
- Nursing Room
- Private Spaces on Second Floor
- Not Required to Use Nursing Room to Nurse
- Lock-down Safety Measures
- Lit Parking Lot with Police Call Boxes

**ACCESS**
- Exit Gate Adjacent to Cafe
- Exit Gate

**SPACE**
- Provides Physical Escape
- Space can also be used as Temporary Domestic Violence Space
- Connection to Nature
- Windows
- Biophilia
- Neutral, Nature-Inspired, Color Scheme

**COMMUNITY**
- Conversation-Focused Lounge Seating Configurations
- Ability to Reserve Cafe for Women’s Group Meetings/Events for Free
- More Secluded Lounge for Meetings/Events
- Free Events and Resources for Women and Girls

**IDENTITY**
- Women Represented Visually
- Art
- Decor
- Branding
- Mural By Local Women Artists

**Mood Board Legend**
- AUDIENCE EXAMPLE
- WOMEN-CENTERED \n  BRANDING/ART
- CONVERSATION-FOCUSED \n  SEATING
- CONNECTION TO \n  NATURE
- WHOLE IDENTITY
- UNIQUE DESIGN \n  ELEMENTS

The mood board highlights some of the LGBTQ+ Cafe attributes listed to the left.

**Universe of Inclusive/Exclusive Capstone Dossier**

Sophia Shettler

Programming

Inclusive/Exclusive Capstone Dossier
FIG. 170 WOMEN’S BUBBLE DIAGRAM - FLOOR 1: Access to the service counter is a primary adjacency in any café. It allows for quick ordering and easy wayfinding. The waiting area has secondary adjacency to the service counter and primary adjacency to the entrance so one can easily set their personal items down, wait for their order, retrieve their order, pick their stuff up, and leave. The waiting space will have secure storage for possessions so leaving items does not weigh heavily on the mind. Users of the community lounge seating can also utilize this. Additional lounge seating can be rented out or used as public seating. The enclosed respite room allows for women to completely escape from their worries and be alone and the secondary adjacency to the exit is a way to create even more ease of mind for the women using the space. Access to the stairs and elevator is also important, as the restroom and nursing room is on the mezzanine.

FIG. 171 WOMEN’S BUBBLE DIAGRAM - MEZZANINE: The women’s café has an emphasis on safety, because of this, private areas like the gender-neutral restroom and the nursing room are a part of the mezzanine bubble diagram. Additionally, the unenclosed respite space creates a barrier between public and private spaces because it is a semi-private space.

Bubble Diagram Legend

<table>
<thead>
<tr>
<th>PUBLIC</th>
<th>SEMI-PRIVATE</th>
<th>PRIVATE</th>
<th>EXISTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE</td>
<td>LIGHT GREEN</td>
<td>PINK</td>
<td>LIGHT BROWN</td>
</tr>
</tbody>
</table>

ADJACENCIES (Overlapping bubbles indicate primary adjacency if no arrow)
**SPATIAL NEEDS**

**Blocking Diagram - Floor 1**

- Service Counter
- Community Lounge Seating
- Waiting Area
- Enclosed Respite Space
- Gender-Neutral Restroom

**Blocking Diagram - Mezzanine**

- Enclosed Respite Room
- Additional Lounge Seating

**Bubble Diagram Legend**

- PUBLIC
- SEMI-PRIVATE
- PRIVATE
Introduction

Using the research and programming previously developed, I have designed a women’s cafe using the base building shell established previously.
BLACK AND WHITE 3D RENDERINGS
PERSPECTIVES

DESIGN ATTRIBUTES

Connection to Nature

Connection to nature is important for everyone, especially women. It enhances productivity, makes people happy, and is visually pleasing.

Respite

Respite spaces are provided as a way for psychological and physical escape as well as rejuvenation and general respite.

Unique Design Separation

The unique design separation elements in this space set it apart from other cafes. It creates individual spaces with typical walls.

Conversation-Focused Seating

Women are a community, they need spaces where they can gather and join in on conversations, this cafe provides multiple options.

Audience

This cafe is specifically designed for women. The design attributes above were developed based on research and personal experience.

RESpite spaces are provided as a way for psychological and physical escape as well as rejuvenation and general respite.

The unique design separation elements in this space set it apart from other cafes. It creates individual spaces with typical walls.

Women are a community, they need spaces where they can gather and join in on conversations, this cafe provides multiple options.

This cafe is specifically designed for women. The design attributes above were developed based on research and personal experience.

Fig. 187: View of Seating and Under Mezzanine

Fig. 188: View on top of the Mezzanine

Fig. 189: View of the Respite Room

Fig. 192: View from the Mezzanine

Fig. 191: Waiting Space and Community Lounge Seating

Fig. 190: Cafe Counter

Fig. 195: View Under the Mezzanine

Fig. 194: View on top of the Mezzanine

Fig. 193: View Under the Mezzanine

Fig. 184: Cafe Counter

Fig. 185: View from Stair Landing

Fig. 186: View from the Mezzanine

Fig. 183: View from the Mezzanine

Fig. 182: View of Seating and Under Mezzanine

Fig. 181: View on top of the Mezzanine
PHOTO REALISTIC COLOR
3D RENDERINGS
Moments of respite throughout the space, both enclosed and unenclosed. Separation of space via unique custom architectural elements.
COLOR + MATERIALITY

Fig. 198: Women's Color and Materiality

Inclusive/Exclusive Capstone Dossier
Sophia Shettler

Design Response 136

Fig. 199: Cafe Counter

Fig. 200: View from Stair Landing

Fig. 201: View from the Mezzanine

Fig. 202: View of Seating and Under Mezzanine

Fig. 203: View on top of the Mezzanine

Fig. 204: View of the Respite Room

Fig. 205: Cafe Counter

Fig. 206: Waiting Space and Community Lounge Seating

Fig. 207: View from the Mezzanine

Fig. 208: View Under the Mezzanine

Fig. 209: View Under the Mezzanine

Fig. 210: View Under the Mezzanine

Fig. 201: View from the Mezzanine

Fig. 202: View of Seating and Under Mezzanine

Fig. 203: View on top of the Mezzanine

Fig. 204: View of the Respite Room

Fig. 205: Cafe Counter

Fig. 206: Waiting Space and Community Lounge Seating

Fig. 207: View from the Mezzanine

Fig. 208: View Under the Mezzanine

Fig. 209: View Under the Mezzanine

Fig. 210: View Under the Mezzanine
This year has given me an amazing opportunity to dedicate two full semesters of my time at Western Michigan University toward a singular project. At the beginning of the fall semester, my original thesis topic was devoted to exploring Multi-Functional Stadiums. I was able to deep dive into historical research, ethnographic studies, thorough examination of regional and global precedents, examine personal experiences, as well as conduct various interviews which all led me to the topic of Inclusion and Exclusion. I then developed a system where any exclusive design strategy can fall within one of five categories, these are titled “The Five Layers of Exclusive Design”. Afterward, I went back and reevaluated each of my precedent studies on these five levels: safety, access, escape, community, and identity. This led me to the conclusion that exclusive design strategies can benefit the built environment when inclusive design strategies fall short. My finalized thesis statement reads, “Exclusive design focuses on smaller subsections of society allowing for a deeper understanding of its users and how to design for them. It is possible to utilize social, emotional, mental, psychological, and political design methods in addition to physical considerations to enhance user experience. This narrowed in design can have unparalleled benefits for understanding the users and how they experience the space.” By applying exclusive design strategies, designers can better understand how to truly design for inclusivity.

After acquiring the knowledge to set a new precedent for implementing exclusive design strategies within inclusive spaces, the spring semester began. I then established a finalized capstone project to go along with my thesis. It included the design of three exclusive cafes: an LGBTQ+ cafe, a plus-size cafe, and a women’s cafe. Each cafe’s design utilized exclusive attributes that reflected back to my research and “The Five Layers of Exclusive Design”. These attributes were highlighted and documented within this book, allowing for easy reference for designers, students, business owners, and more.

The end product, this dossier, serves as a starting point for the study of exclusive spaces and their attributes. As this is my bachelor's level thesis/capstone, I DO have the opportunity to continue the development of this project in graduate school. I foresee myself diving deeper into research on existing exclusive spaces as well as inclusive spaces that could be improved by implementing exclusive design strategies. I also envision myself expanding upon the “The Five Layers of Exclusive Design” by digging deeper into the nuances of each layer. The culmination would be made into a comprehensive guide for designing inclusively by using exclusive design strategies.

In closing, I would like to thank everyone that helped me along the way. Briana J Alvarado, Brooke Slater, Joslyn Velich, Katie Rutan, Kara Bartlett, Nancy Munoz, Nina Rozeman, Dustin Aitcheson, Eleonora Philopoulos, Kim Buchholz, and all my friends and family who encouraged me even when I was in the studio nearly every day, till at least midnight, for four weeks in a row.
APPENDIX

APPENDIX A

Interviews and Precedent Location Observations

Included in appendix A are all of the written notes, observations, and synthesis of the precedent studies showcased in the package. All of these notes were integrated into the final package but by providing them in this appendix the quantity of outside research included in this package is better illustrated.

A-1: Michigan State University - Former Women's Lounge
   - A-1.1: Interview Notes: Apryl E. Pooley Ph.D.
   - A-1.2: Spatial Observations and Interview/Observation Synthesis

A-2: Western Michigan University - Lecture Hall Seating
   - A-2.1: Interview Notes: Eleonora Philopoulos, Interview Synthesis

A-3: Midwest Movement Collective - Inclusive Dance Studio
   - A-3.1: Interview/Observation Notes: Hannah Mico, Interview Synthesis

A-4: Lotus Brew Cafe
   - A-4.1: Spatial Observations

A-5: Table of Contents Cafe
   - A-5.1: Spatial Observations

A-6: Curves
   - A-6.1: Interviews
Meeting with Apryl Pooley, Ph.D.: Director of Training and Technical Assistance at Michigan Victim Advocacy Network (MiVAN)

• YOUR PERSONAL EXPERIENCES WITH THE MSU WOMEN’S STUDENT LOUNGE
  o Atmosphere vs Physical Environment
     What physical qualities about the lounge made women feel safe?
     How did the space impact mental safety, identity, and culture?
  o Student Experience vs Faculty Experience
     Did faculty use this space?
  o Inclusive/Exclusive
     Would you define the space as “exclusive”, if not what would be the word to describe it?
     Why was the exclusivity of Lounge positive?
     Why was the exclusivity of Lounge negative?
     Would you say this space is actually inclusive because of its impact on those who are more disadvantaged?

• A CAMPUS WITHOUT THE WOMEN’S LOUNGE
  o Were there any supplemental programs put into place when the Women’s Lounge closed?
  o Has MSU changed the way they handle crimes against women?
  o Is there still a need for the Women’s Lounge?
     The FAQ is very helpful for understanding Title IX, could something like the FAQ be created to justify a legal case to supply another Women’s Lounge?

• Should Title IX be updated?

• DO YOU THINK IT IS POSSIBLE TO CREATE A SPACE THAT IS AVAILABLE TO EVERYONE BUT STILL MAKES WOMEN FEEL SAFE?
  o What would be in the space?
  o How could the space be monitored/should it be monitored?

Dr. Apryl Pooley is the Director of Training and Technical Assistance for the Michigan Victim Advocacy Network. She is also a trauma-informed scientist, author, artist, and yoga instructor. Pooley received her PhD in Neuroscience from Michigan State University researching the effects of trauma on the brain and body and published research using neurofeedback therapy with survivors of domestic violence during her postdoctoral fellowship in neuroscience. Dr. Pooley's work is driven by her belief that healing from trauma happens at both an individual and a community-level. The effects of trauma are not only contained within individuals but ripple throughout time and space, and as such, the solutions to responding to trauma must also include a trauma-informed community.

Apryl E. Pooley Ph.D.

• LET'S TALK TRAUMA
  o How can space impact a person’s experience with trauma?
  o Can one design a space that is non-triggering for everyone? It that even possible?
   How does trauma impact women physically?
   How does trauma impact men physically?
   How does trauma impact people in the LGBTQ+ community?
   How does trauma impact different cultures?

• HOW DO DIFFERENT EXCLUSIVE SPACES DIFFER FROM THIS ONE
  o DOMESTIC VIOLENCE CENTERS, WOMEN’S SHELTERS, AND OTHER WOMEN’S SPACES
  o LGBTQ+ SPACES
     While I reached out based on your experience with the Women’s Only Lounge I am researching other spaces, do you have an opinion on LGBTQ+ exclusive spaces?

  o Business vs Spatial Experience
  o PHYSICALLY ACCESSIBLE SPACES
     People with physical disabilities
     People of varying sizes
  o CULTURALLY EXCLUSIVE SPACES
  o SPIRITUALLY EXCLUSIVE SPACES
Eleonora Philopoulos is the Director of Architecture and Design within the Facilities Management department at Western Michigan University. Eleonora Philopoulos also has been an adjunct professor teaching design courses at WMU for over 13 years.

Hannah Mico is the founder of Midwest Movement. She and her co-founder saw a need in the community for an inclusive dance studio and the idea blossomed from there. Hannah is also involved in the River Network as a Community Organizing Associate and is a GVSU alum.
**Observations**

You get a lot of perspective on a space by just sitting and observing the happenings: People come and go, conversations rise and fall, and it’s all documented in the little notes we take down. Many of the spaces I visit are queer-specific, or have queer representation in some way. In many ways, these spaces are more than just coffee shops or yoga studios; they are safe havens for individuals who need a place to feel accepted and supported.

*Not many pictures of the interior of either the coffee shop or the massage studio online. I have found them on the internet.*

- **Seating**
  - Single (male presenting) - Sits by window and works on laptop
  - Single (female presenting) - Blue hair, orders a pumpkin spice latte and leaves after
  - Single male - Friend of owner, they discuss layout changes, he orders a coffee for a friend and leaves
  - A girl and her dog enter - They order coffee and wait outside (most likely a pet-free space), then leave
  - Single male - MSU sweatshirt, floral vans, works with children, leaves once she gets her drink
  - Another person enters (female presenting) - Backpack, mask, functional tennis shoes, striped long-sleeve with a t-shirt over top: appears to be a student, sits in the comfy area (by the window) and reads a book
  
- **Decor**
  - String lights - actually lower than the ceiling
  - Trans Flag
  - Painted windows
  - Live plants (lots)
  - Candles by a local maker
  - Art prize entry: Paige Rochefort

- **Items for Sale**
  - Community Library and Pantry
  - Not much room to sit next to windows
  - Sounds: Coffee Maker, Grinding Beans, Customers chatting, Board game pieces clattering

- **Outside**
  - Bus stop right in front of shop

- **Tidbits**
  - Signed posters on walls by your favorite indie rocker
  - Candles by a local maker

- **Music**
  - The coffee shop is clearly a music lover’s haven. The music is loud and upbeat, and it really sets the tone for the space. Here are some of the songs I heard:
    - Days: The Drums
    - Without U: Sweatcult
    - Goodbye L.A.: Blah Blah Blah
    - It's Late: A Beacon School
    - Pepsi/Coke Suicide: Elvis Depressedly
  
- **Conversations**
  - A couple/two friends/relatives - Not sure if they are going to stay or go decide to stay
  - Two women and a toddler - They order coffee and sit in the comfy section of the coffee shop to wait for their drinks, after they get their drink they head out
  - Single (female presenting) - Iced coffee with oat milk, great shirt (black cat cult), seemed to give a nod to the gay community in her appearance
  - An older woman enters - She is wearing a long-sleeve with a t-shirt over top: appears to be a student, sits in the comfy area (by the window) and reads a book
  
- **Other**
  - A brief history lesson on the drinkable beverage

The entire point of Lotus Brew Coffee and Dry Bar* is to create a place where folks feel accepted, loved and welcome. It’s also a meeting place for people to come together and share stories of their lives. It’s a place where people can come and go as they please, and feel comfortable expressing themselves.

*Started as an area for the massage/yoga studio but has turned into a thriving business of its own. But is still acts as a waiting area of sorts for the massage/yoga business.*

Quotes

“Lotus Brew. “It’s a way for us to make a place where folks feel accepted, loved and welcome. It’s also a meeting place for people to come together and share stories of their lives. It’s a place where people can come and go as they please, and feel comfortable expressing themselves.”

Max Freeman, Lotus Brew Coffee and Dry Bar* Owner

“Leaf, please. A sense of community with people, this place is the perfect spot.”

Sophia Shettler, Inclusive/Exclusive Capstone Dossier

* Lotus Brew Coffee and Dry Bar* is located at 689 Ionia Ave, Grand Rapids, MI 49503. The shop is open from 9:00 AM to 9:00 PM, Monday through Thursday, and from 9:00 AM to 10:00 PM on Friday and Saturday. It is closed on Sunday.

**Inclusive/Exclusive Capstone Dossier**

Sophia Shettler
Questions For the Corporate Office

Where did the idea for Curves come from?

Over 30-years ago, Curves was created to provide an environment where women could work out and feel intimidated by, or feel unnecessary weightlifting or hand weights that many women find intimidating and/or don’t know how to use properly).

What do clients get out of their experience within the space?

Over 30 years ago, Curves changed women’s diets by delivering studio fitness without the premium price. While workouts are only 30 minutes, you feel the benefits long after. Unlike traditional gyms, a Curves membership gives you the tools and support you need to reach your goals and set the stage for a healthier, more active future. Here is a breakdown as can be found on https://www.curves.com/about/why-curves:

Do you feel the Curves environment makes women feel more included and safer?

Yes.

Do you have a standard protocol for turning away people from Curves?

Curves North America/Oceania does not discriminate. Our services are available to all members of the public regardless of race, gender or sexual orientation.

Is Curves accepting of trans women within the all-women’s gym atmosphere?

Curves North America/Oceania does not discriminate. Our services are available to all members of the public regardless of race, gender or sexual orientation.

Do I have permission to use these responses in my Western Michigan University capstone/thesis project?

Yes.

Questions For the Franchisees

Why did you decide to open a Curves gym?

Curves owners enjoy being their own boss and setting their own hours. They’re dynamic, enthusiastic, and highly motivated. They’re filled with desire and the right personal qualities to help women reach their goals. Many are fitness enthusiasts that just need help setting up a business. They’re determined to succeed and fully committed to a cause they believe in.

What do clients get out of their experience within the space?

The Curves Circuit is in the middle of the gym. At Curves, we do not have different rooms. We offer boutique-style fitness, which is unlike traditional gyms.

Curves offers our 30-minute workouts (with a workout of the week) and specialty classes (which include Cardio, Boxing, Balance, and Body Basics), with coaching. Members also may enjoy our Nutrition & Weight Management Program, at-home MyCurves on Demand program, Health & Wellness Education, Heart Rate Technology, and Body Composition Scanning.

What is your favorite thing about the Curves community?

Most of our members share that they enjoy the camaraderie; the friendships, bonds, and trust they’ve built within their local Curves’ community. They also know that they get a sweaty, #CurvesStrong workout— and they love that it only takes 30 minutes! We encourage you to review our “Community” page on our national Facebook page to see for yourself!

https://www.facebook.com/Curves/

How do you handle turning people away from Curves?

Curves North America/Oceania does not discriminate. Our services are available to all members of the public regardless of race, gender or sexual orientation.

Do I have permission to use these responses in my Western Michigan University capstone/thesis project?

Yes.
Why do people think the women's study lounge is discriminatory?

Do women on MSU's campus still really need a safe place?

Purpose. At that time, women used the lounge not only to study, but to safely wait for rides home from social events. Today, the lounge serves a similar purpose of providing a place of safety from harassment. Simply put, the women's lounge remained because of last year's federal Office of Civil Rights investigation at MSU concluded:

Given that women on MSU's campus are more than four times as likely to experience sexual violence compared to men and that MSU was found to respond inappropriately and inadequately to said violence, it seems highly reasonable that a women-only space on campus exists for another amenity.

Laura Kamienski, Kicks Martial Arts for Women director:

"Taking into account all of the evidence gathered during the investigation, OCR determined that a sexually hostile environment..."
APPENDIX C

Emotions Presentation

Included in appendix C is a presentation from October 3, 2022, where I was able to discuss my progress with this package. The progress was broken down via a timeline and included not only research exploration but also documentation of my emotions during different periods.

C-1: Emotions Presentation
End of Spring 2022 Semester BIG IDEA

Post-First Summer Meeting Confidence

Uncertainty and Self-Doubt Set In
New Idea with Big Potential is Formed

New Idea is Fully Realized and Passion is Ignited

Having spaces available that cater to individual groups of people can actually be more inclusive and safe.

Thesis Statement

Balancing exclusive and inclusive design to create safety and connection for underrepresented groups.

TITLE - Option 1

A SPACE FOR EVERYONE

TITLE - Option 2

INCLUSION/EXCLUSION
APPENDIX D

Research and Programming Ideation Scratch

Included in appendix D are any and all ideation scratch. This includes drawings, lists, compare and contrast sheets, quick sketches, and random ideas that were jotted down.

D-1: Lists
D-2: Sketches
D-3: Miscellaneous
Appendix

Inclusive/Exclusive Concept Dossier

Sophia Shettler

Appendix
Inclusive/Exclusive Capstone Dossier

Sophia Shettler

Appendix
APPENDIX E

Design Methodology Continued

E-1: Introduction
E-2: Rendering Styles
E-3: Chosen Style
E-4: VR Exploration

Introduction

For the Design Methodology section of this capstone my main goal is to explore visual styles and virtual reality options for my project. Three different visual styles will be explored: a black and white draft style, a gray scale realistic style, and a realistic full-color style. I also took the time to explore options to showcase my project in virtual reality, and this will be documented in this section.
STYLE AND EXECUTION DESCRIPTION

Black and White

- Line drawing style
- No shadows or highlights

- Spaces and furniture shown as translucent color coordinated boxes (image to the left is an example, colors do not indicate anything at the moment)

- Stereo (3D) effect

- Experience the space via Stereo Panoramas

- Colored translucent boxes will later be shown in panoramas with accompanying text and other visual elements

- Some areas may be fully rendered separately if the color of the space is important. These renderings will communicate with the black and white panorama through poster design and possible digital elements

- Example: a digital poster could be created and some colored boxes will be able to be clicked on to show a color realistic rendering
STYLE AND EXECUTION DESCRIPTION

- Shades of White and Grey
- No Outlining, More Realistic
- Limited Shadows or Highlights
- Full Sunlight
- Spaces and furniture shown as opaque color coordinated boxes [image to the left is an EXAMPLE, colors do not indicate anything at the moment, the boxes would also be more realistic]
- Done in Revit and Enscape
- Experience the Space via Stereo Panoramas
  - Colored opaque boxes with spaces/shapes shown in panoramas with accompanying text and other visual elements
  - Some areas may be fully rendered separately if the color of the space is important. These renderings will communicate with the black and white panoramas designed and possible digital elements
- See previous style for an example of this.
STYLE AND EXECUTION DESCRIPTION

- Full Color
- Realistic
- Shadows and highlights
- Full Sunlight
- Spaces and furniture shown as such
- Experience the space via stereo panoramas and possible virtual reality
- All areas will be fully rendered and fully designed
A combination of style 1 and 3 will be utilized for the INCLUSIVE/EXCLUSIVE project. Use of a black and white base building with selectable fully rendered images.

E-3

Lines to indicate paths of travel with accompanying text/info like measurements, materiality, etc.

Fully rendered perspective images will be taken of important elements and spaces within each cafe. These renderings will be shown like they are on this page, connected to the black and white isometric. They will also be displayed by clicking the appropriate colored boxes. I am hoping to do this through VR but may need to switch to a different format based on the VR studies on the next pages.

VR navigation will happen through this base black and white space. Using this for all three designs will emphasize that the building is not as important as the space planning and interior design. Using this shell will also show that you can make any building inclusive or exclusive depending on the design strategies implemented.
VIRTUAL REALITY EXPLORATION JOURNEY SO FAR...

- Installed Epic Games on my laptop
- Installed Unreal Engine on my laptop
- Installed Datasmith on my laptop
- Opened a Revit file in Unreal Engine only to discover that it would not work on my laptop
- Asked if Unreal was on the school computers - it is not and is not guaranteed to be for possibly 2 months
- Decided to pursue Enscape as a path for VR
- Set up the class VR set
  - Created a group account we all could use
  - Created a “play” space in the studio with boundary lines
  - Had trouble with the school WIFI but eventually got it connected (it still does not connect seamless-
      ly)
- Moved my base Revit building into Enscape
- Experimented with different styles
- Experimented with the Enscape stereo panoramic feature
  - At first this did not work, it took me multiple days of experimenting just to get the QR code from the
    Enscape stereo panoramics
  - I created 6, each of which took about an hour to upload and would slow my computer so much I
    could not do anything else while uploading
  - Created a Revit stereo panoramic as a back-up (ended up not needing it)
- Downloaded the Oculus app on my phone and laptop
- Attempted to connect the Oculus to my laptop - unsuccessful
- Attempted to upload my Enscape file to the Oculus - unsuccessful
- Explored possible ways for my laptop to be able to connect to the Oculus - I am fairly certain my laptop

STILL TO BE DONE...

I worked very hard during this phase but I was still unable to get everything done that I wanted to with the exploration of VR. Below are things that I would still like to explore while simultaneously working on the next phase, Design Response.

- Get an adapter for the school computers so we can plug the Oculus in there and/or
  - Test out the Oculus on one of my peers laptops
- Get updates on if the towers will be coming in, if so when?
  - If this happens in time we can install Unreal on them and I can start learning it
  - If nothing else, explore the option of creating an animation of each cafe and viewing THAT in virtual reality

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- Get updates on if the towers will be coming in, if so when?
  - If this happens in time we can install Unreal on them and I can start learning it
  - If nothing else, explore the option of creating an animation of each cafe and viewing THAT in virtual reality
Scan the QR code above to view my website which includes my virtual resume, portfolio, contact information, and this capstone project.