

# Construction Sites Ethnographic Research

INFO 697

Practical Ethnography

UX 22' Fall  
Professor Pamela Pavliscak



# Construction Site Ethnographers



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# Agenda

**Research Goals &  
Methods**

**Recommendations**

**01**

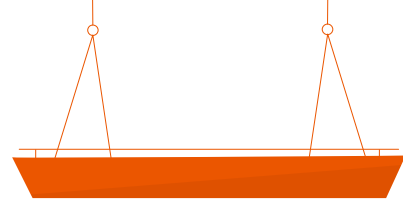
**02**

**03**

**04**

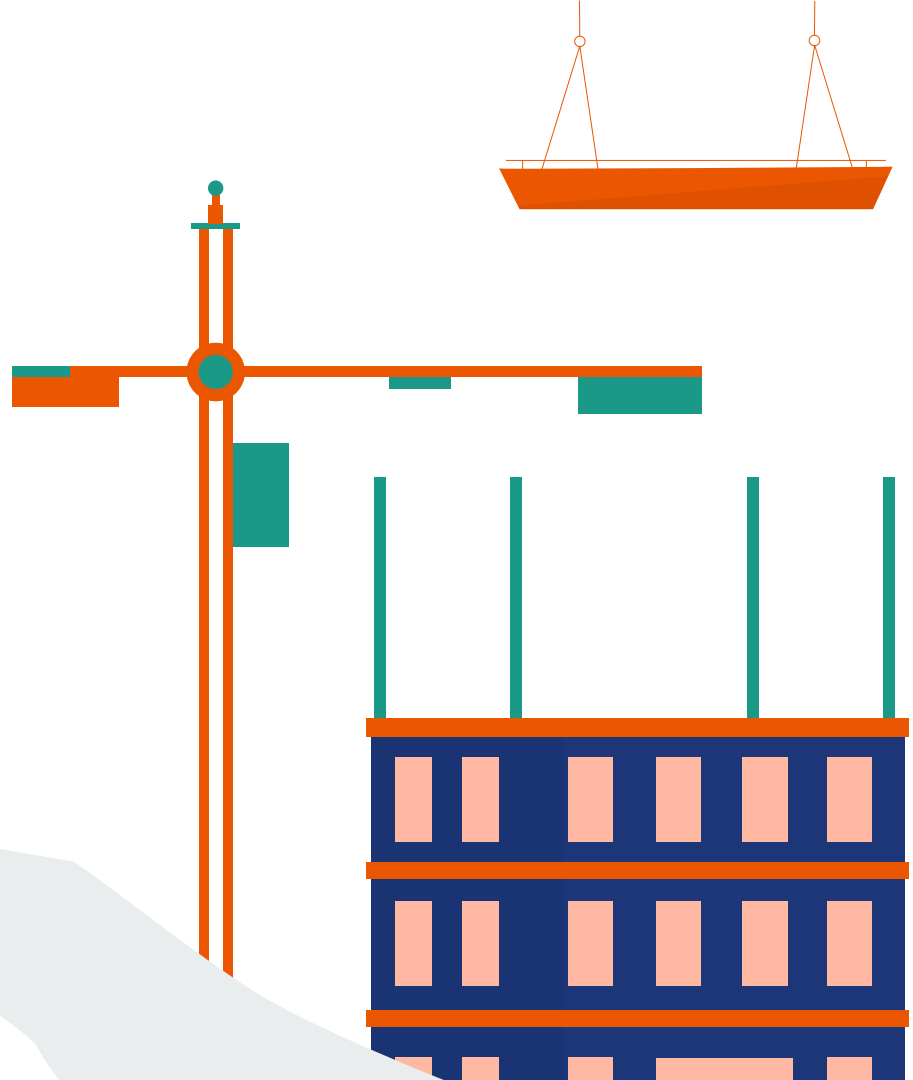
**Big Ideas**

**Conclusion &  
Next Steps**



**01**

# Research Goals & Methods





## Research Goals



### **Goal #1**

The purpose of this study is to learn about commuters' behaviors, thoughts, and emotions while commuting.



### **Goal #2**

Facilitate the relationship and connectivity between people with a construction site.



### **Goal #3**

Test what information is essential for commuters, and if existing information systems can satisfy their needs and how it works.

# Research Methods



## Observation

We went into the field in person to observe the people and the context.



## In-depth Interview

We went in-situ of construction sites to interview people nearby.



## Diary Studies

We grouped similar findings into an affinity map with designated categories.

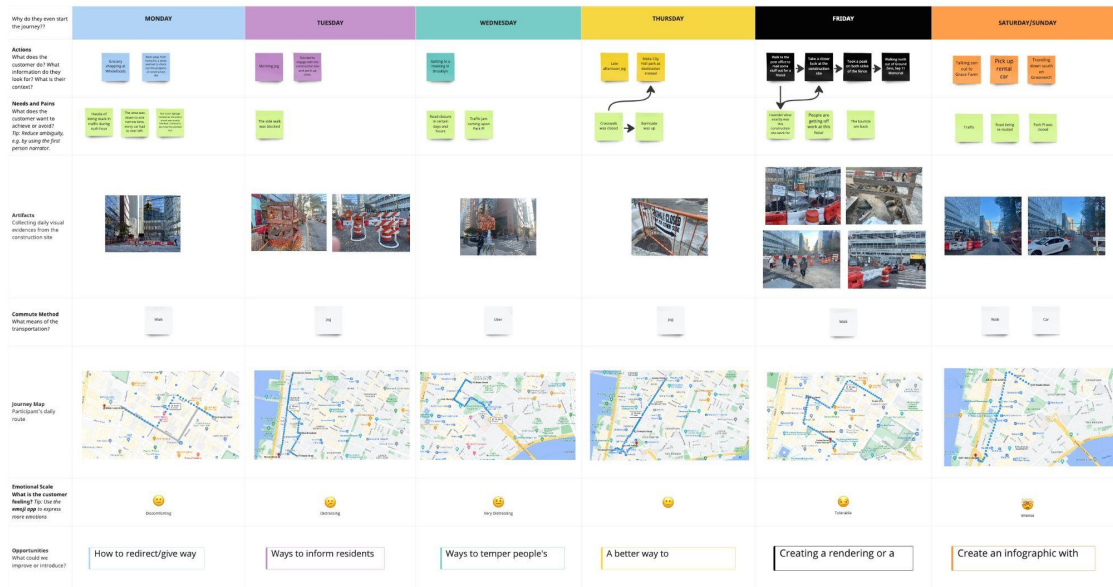
## What We Learned

[illegible]

# Journey Maps

## What We Learned

Commuters are generally tired of facing delays and setback when commuting. Although they are frustrated, they understand that this is NYC.

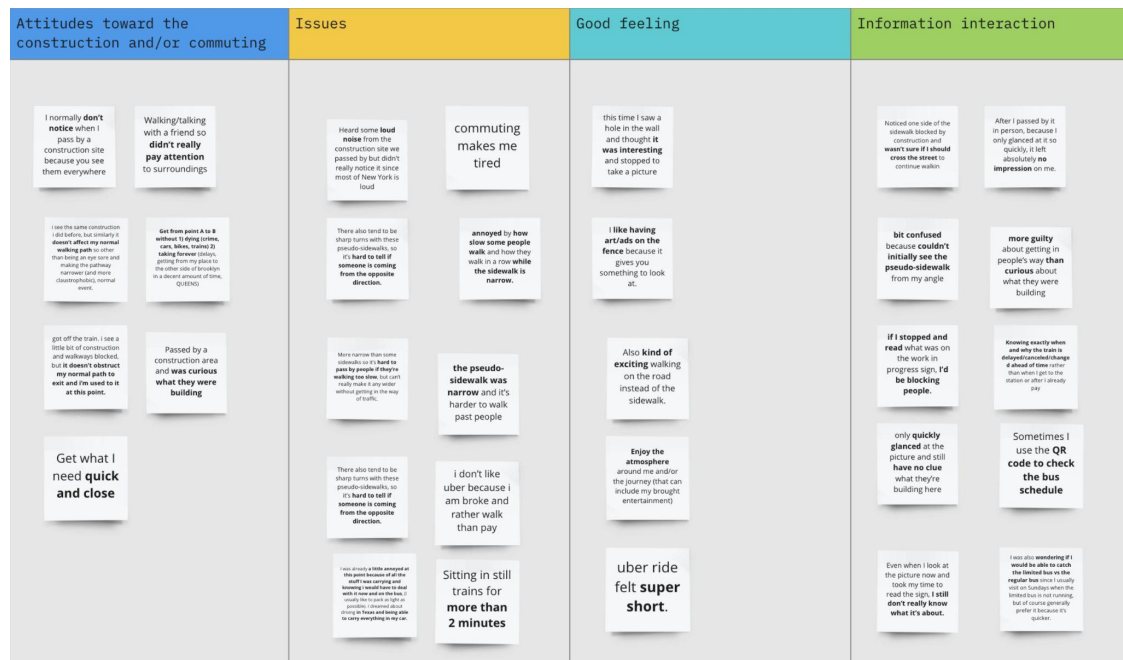




# Affinity Map

## What We Learned

Usually, people notice nothing while passing by construction sites. Interesting designs help catch their attention, but if they stop to explore more, they will block other people.



A stylized illustration of a city skyline on the left side of the slide. It features several blue buildings with white windows, some with arched windows, and a grey building in the background. The buildings are set on a black brick base. A grey, hand-like shape is visible at the bottom left, pointing towards the central text area.

02

A stylized illustration of a city skyline on the right side of the slide. It features several blue buildings with white windows, some with arched windows, and a grey building in the background. The buildings are set on a black brick base. A green, cloud-like shape is visible at the bottom right.

## Big Ideas



**How do we communicate to  
the people impacted the  
most by construction sites?**

# Communication


## **People most affected have the strongest emotions.**

- “I want to know exactly when and why the train is delayed/canceled/changed ahead of time rather than when I get to the station or after I already pay.”

## **Consider the variety of people impacted.**

- “I noticed one side of the sidewalk blocked by construction and wasn’t sure if I should cross the street to continue walking.”





**How do we make the  
construction site accessible  
to people both physically  
and emotionally?**

# Accessibility



## Physically

“It’s a hassle being stuck in traffic during rush hour.”

“Because the pseudo-sidewalk was narrow, if I stopped and read what was on the work in progress sign, I’d be blocking people.”



## Mentally

“The construction site makes the whole area of the world trade center mentally less accessible.”- Construction sites affect people’s emotions.



**How do we utilize the space  
around a construction site?**

# Alternative use



## People adapted to the environment

People were leaning against the construction barriers to rest, and holding onto the fences for support.



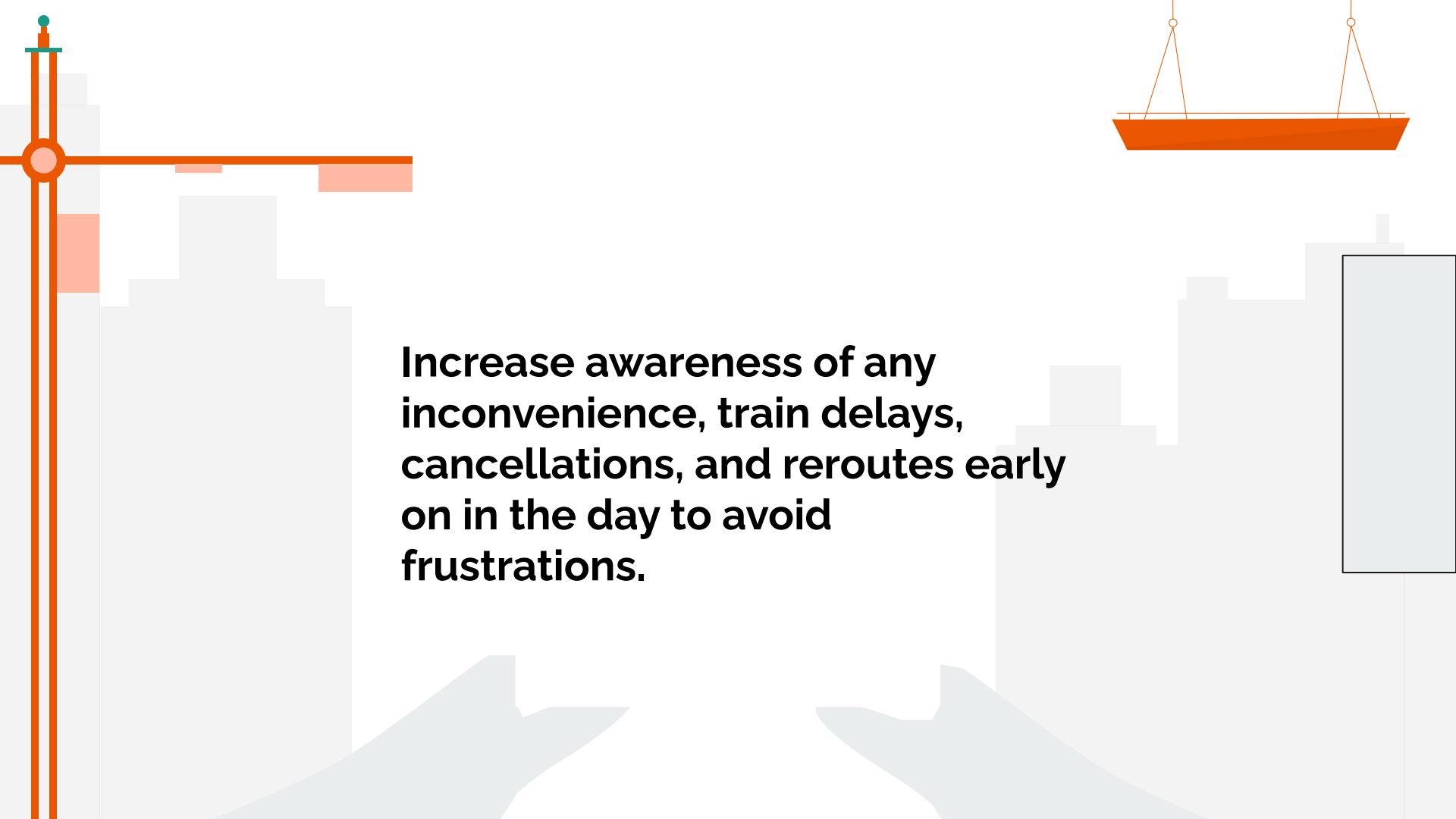
The background features a stylized city skyline. On the left, a building is under construction, shown with a grid of orange lines. In the center, a large orange number '03' is displayed within a white square. Below the number, the word 'Recommendations' is written in bold black text within a white rectangle. On the right, a tall orange crane is lifting a large orange rectangular block. The foreground consists of dark grey brick walls and light blue clouds.

03

## Recommendations

The background features a stylized cityscape with grey buildings of varying heights. On the left, an orange crane structure is visible, consisting of a vertical pole with a horizontal beam and a small teal circle at the top. On the right, an orange ship is depicted with two masts. The text is centered in the middle of the image.

**Information could be curated  
through various touch  
points(tangible and digital).**



**Increase awareness of any inconvenience, train delays, cancellations, and reroutes early on in the day to avoid frustrations.**



**Consider accessibility for people  
who have different ranges of  
mobility.**

04

## Conclusions & Next Steps



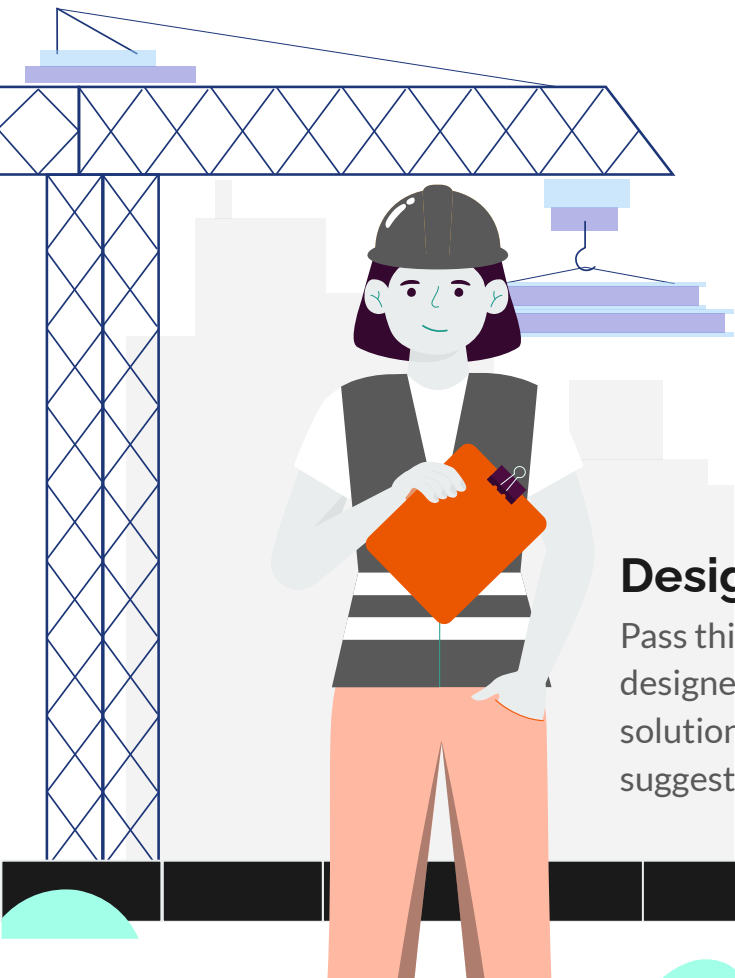
# What's Next

## Workshops

Workshops are a great way to help inform New Yorkers on the information around construction sites. Host a workshop to engage with New Yorkers.

## Design Opportunities

Pass this on to another team of designers to brainstorm a digital solution for the recommendations suggested.





# Resources

Observation Results:

[Infographic](#)

[Fieldwork Walkthrough Video](#)

Our team

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Thank you!

