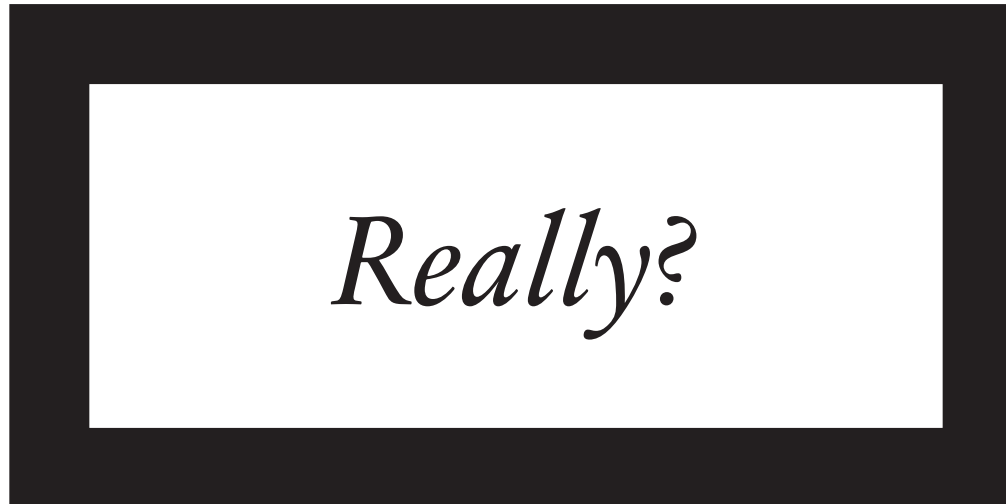


The Trend:

People tend to take the elevator up to the second floor, and the stairs down.

The Intervention:

Three incentives to change stair behavior



The “Really? Sign:

I began by installing small framed signs that read “really?” next to the button that leads to the second floor.

These signs were stolen within fifteen minutes of installation, regardless of how much super glue I used.

Intervention 1:

Make the stairs more noticeable in a humorous way with the **Drive Through Stairs sign**



stairs!

Install a sign on the first floor to:

Call attention to the fact that there is a staircase

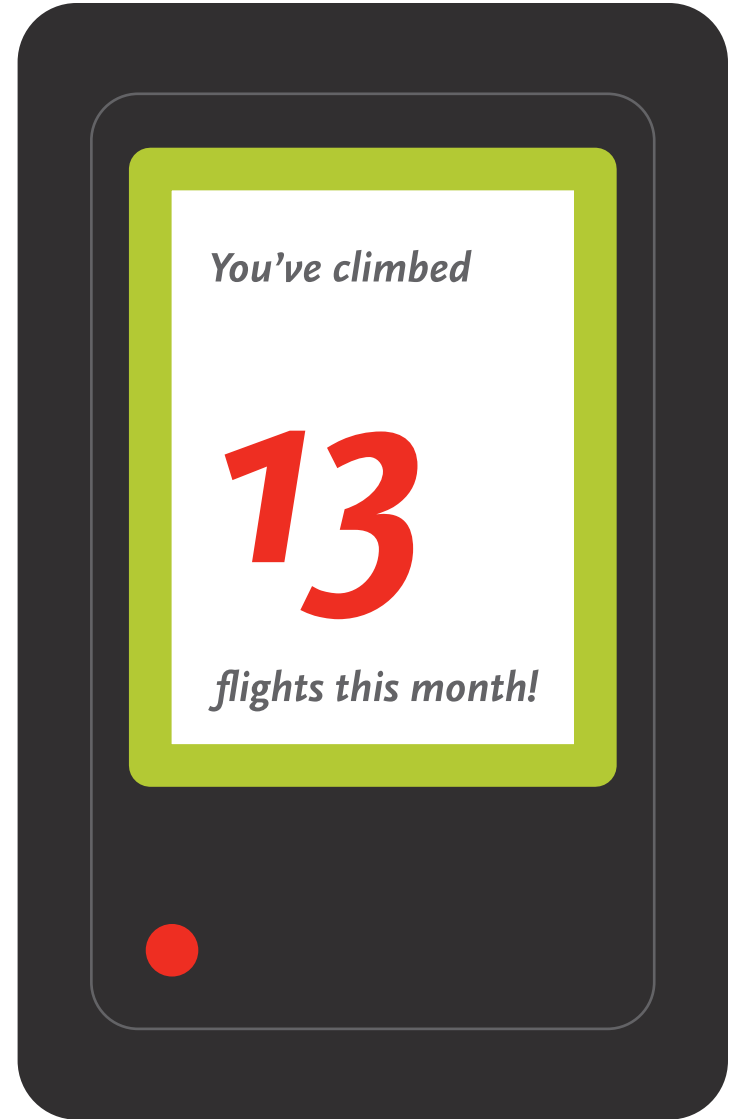
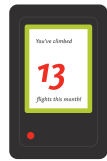
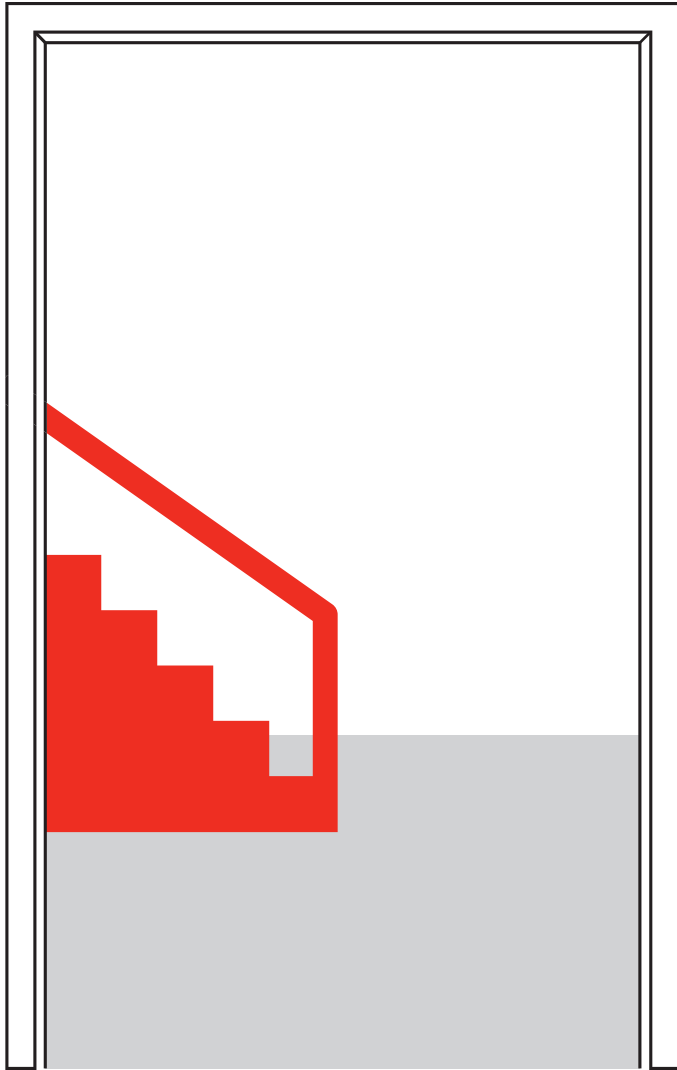
Gently poke fun at people who don't use the stairs

Giant sign sticks out like a sore thumb in context

Efficacy: Since the problem is that primarily people view the stairs as a means of going down instead of going up, installing signage on the first floor highlights that the stairs also go up.

Intervention 2:

Create an incentive to use the stairs by integrating the tapping function on our student IDs to **display concrete usage evidence**



Install card readers beside the doors to the stairwell

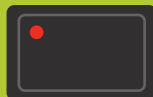
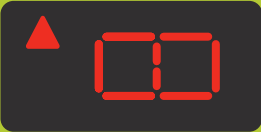
Students could opt to “tap into” stairwells and use the card readers to track their stair usage, particularly with regards to climbing upwards

Tapping the ID at both entry and exit would prevent fraud

Efficacy: By being more aware of just how often they move about the design center, people might be more inclined to take the stairs up more often. A concrete number is more pragmatic than just the nebulous guilty feeling of needing to take the stairs more often.

Intervention 3:

Eliminate the “2” button on the elevator panel, just as many elevators currently lack the “13” button



Eliminate the option of taking the elevator to the second floor

Allow mobility-impaired students and people riding downwards to use the ID card reader to access the second floor via elevator

Makes traveling up to the second floor via elevator impossible

Button removal creates forced awareness

Efficacy: This is a disincentive to use the elevator; if people know that taking it up to the second floor means stealing the ID card of a mobility impaired student or hacking the card reader, they are more likely to take 20 seconds and climb up the stairs

Thanks!

