

CAMPUS VISIT & LOOKING IN

A TIGHT-KNIT COMMUNITY UNITED BY FIERY PASSION

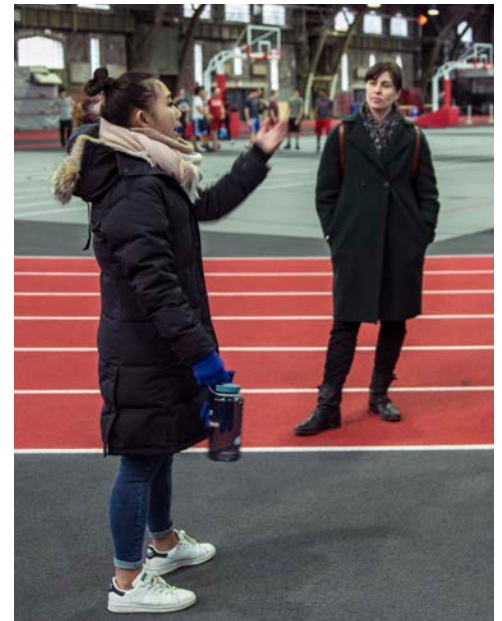
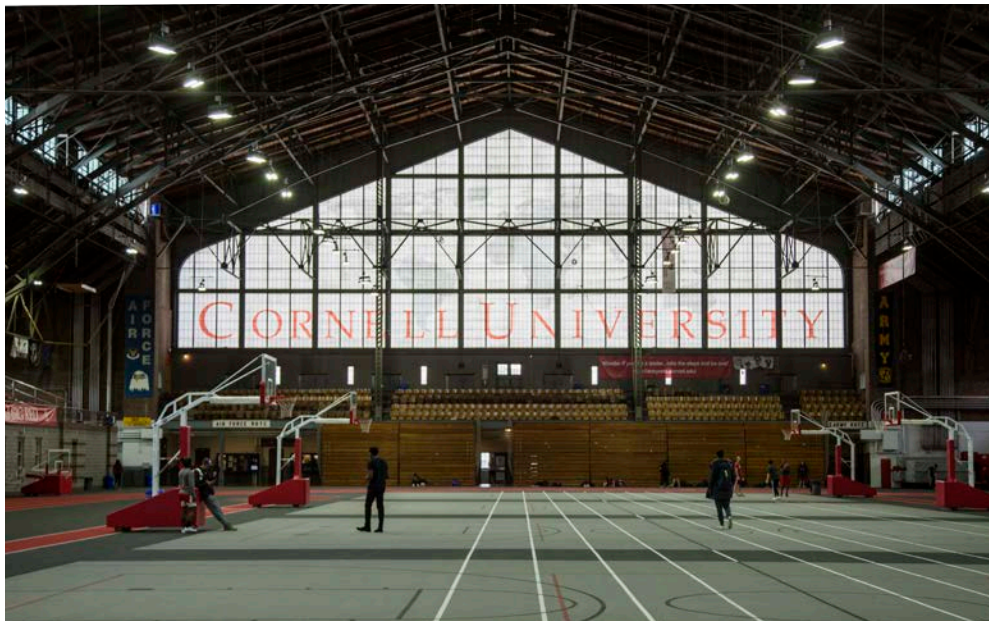
The quest to tell ILR's core story

This week the IDEO team arrived in snowy Ithaca to learn what makes ILR such an extraordinary place. Despite a wintry snowscape, they encountered a community united by fiery passions—for worker well-being, for social justice, and for the brilliant students who come here.



The team sat down with six members of faculty and staff for in-depth conversations. This marked the beginning of their "Looking In" research, a critical part of IDEO's process of practicing human-centered design.

They also took a campus tour and sat in on Louis Hyman's lecture on the rise of the five and dime, a.k.a. the "poor man's department store."



COMING UP NEXT:



A rousing project kickoff



Open house: who will drop in?