



OUR  SPACE

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OurSpace aims to alleviate social isolation and
reunite the lost bonds of community through the
sharing of neighborhood spaces.

OUR MISSION

STATEMENT

abstract

Similar to how multicellular organisms require communication between cells for survival, such as a neural network, a healthy community involves strong relationships among its residents. Not only are many Parisians isolated in terms of their respective neighborhoods, but it is difficult to find space for the community events that help build these relationships. Though both “official” and “unofficial” community centers exist, these centers do not exist in every arrondissement and are limited in range of activities. Similar to programs like 596 acres, Neighbourday, Nextdoor, and Meetup.com, OurSpace will facilitate community interaction, however, in a more activity-oriented method inspired by the transport of ions across membranes and affinity trapping in the nucleus. With this platform, residents can host events, open up space for other activities, search for available spaces, or simply attend events that are advertised on the websites. Through the analysis of user activity and data, OurSpace will adapt to build community in the best way possible and alleviate social isolation.

History & Background

ONE

HISTORY AND BACKGROUND

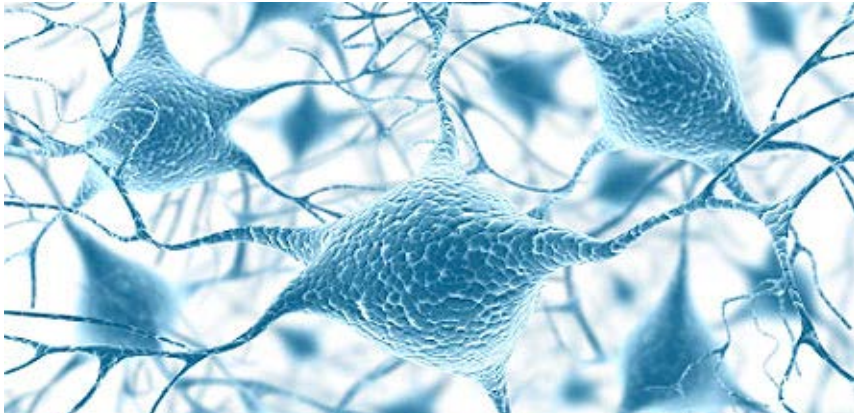
“The best thing to hold onto in life is each other.”
– Audrey Hepburn

As social creatures, human-to-human contact and relationships – communities – are integral to life. Yet, what defines a community? Is it a “group of people who live in the same area” as Merriam-Webster¹ suggests or is it something deeper? What even brings people together to feel this sense of “community”? Perhaps, there is no one answer. After all, social networks have dramatically evolved throughout history, especially in the past century. Industrialization coupled with urbanization has drastically affected the development of cities, whether it be physically or socially. Despite the growing online platforms designed for “social interaction”, families grow apart, neighborhoods become fragmented, and cities feel empty. Instead of creating communities, these platforms make it harder for socially isolated individuals to fit in.

Multicellular organisms require cells in communication in order to survive and function. After all, organ systems need different organs to work together in order to function, organs need tissues, and tissues need cells. If a cell fails to



Above: Artistic rendition of neurons. This shows the interconnectivity and the communication between neurons, which is essential to the proper functioning of the brain.



Above: These two illustrations show the social mimicry of biological networks. The top illustration is the neural network and the bottom is a social network.

communicate, the entire system can derail. Take for example, the neuron. Neurons form a highly connected network of signaling so that the rest of the body can function properly. If a neuron is severed from other cells, and thus fails to communicate with them, it will die due to a lack of neurotropic factors released by the connected cells. Through this connection, neurons receive factors, such as NGF, that ensure the survival². Likewise, social isolation does not only harm the isolated individual but can also be detrimental to his/her community as a whole.

Social isolation is an interesting concept to consider as it is almost ironic that a person can feel incredibly alone in a place that is teeming with people. Cornwell and Waite suggested two forms of social isolation: social disconnectedness and perceived isolation. Social disconnectedness is the absence or near-absence of contact with other beings often indicated by little interaction and participation in social activities. Perceived isolation is the perceived, and thus subjective, lack of companionship and community³. OurSpace hopes to address both aspects of social isolation by transforming the way local communities interact through creating an online infrastructure that redefines the community center.

HISTORY AND BACKGROUND

HISTORY AND BACKGROUND

Many city dwellers have their pre-existing social networks, whether they are from school or work. Oftentimes, residents do not interact with other neighbors beyond a simple cursory greeting or a polite conversation about the weather. Perhaps, building a healthy, local community requires more meaningful interactions. Though not every person will necessarily participate, we believe that providing a chance for local communities to grow through OurSpace can benefit both individuals and entire neighborhoods.

"I don't feel attracted by [the community center's] activities"

~ Claude Danese

Social isolation is not simply some abstract theory that psychologists debate, but it is a real issue that Parisians encounter. For instance, Jeanne, a local student originally from the south of France, said that her friends are exclusively from school and sports. She claims to have no relationship with her neighbors despite living near them for almost a year⁴. Claude, a father living in the tenth arrondissement, has a slightly different experience. He has a few friends in his



Above: Claude Danese, a father in the 10th arrondissement, who does not frequent the community center. He claims that he would utilize OurSpace for activities like pétanque, wine tasting and ping-pong.



Above: The top photo is the exterior of a community center in the 10th Arrondissement. The bottom photo is one of people making movies as part of a special club during the holidays.

neighborhood through his wife and children. Though, it is important to note that Claude has lived in his neighborhood for ten years and that his family members played a significant role in helping him form relationships with neighbors⁵. This implies that single, fairly new residents may feel the effects of social isolation more strongly than more established families do. As seen through the interviews, it may be more difficult for single residents to integrate themselves in their neighborhoods in comparison to more established families.

A community center does not need to be a multi-story building. In fact, it does not have to be a building at all.

Inspired by the biological principles of channel proteins and affinity trapping, OurSpace was conceived. OurSpace aims to redefine the concept of a community center from the physical to the temporal. A community center does not need to be a multi-story building. In fact, it does not have to be a building at all. Through an online platform, neighborhood spaces,

HISTORY AND BACKGROUND

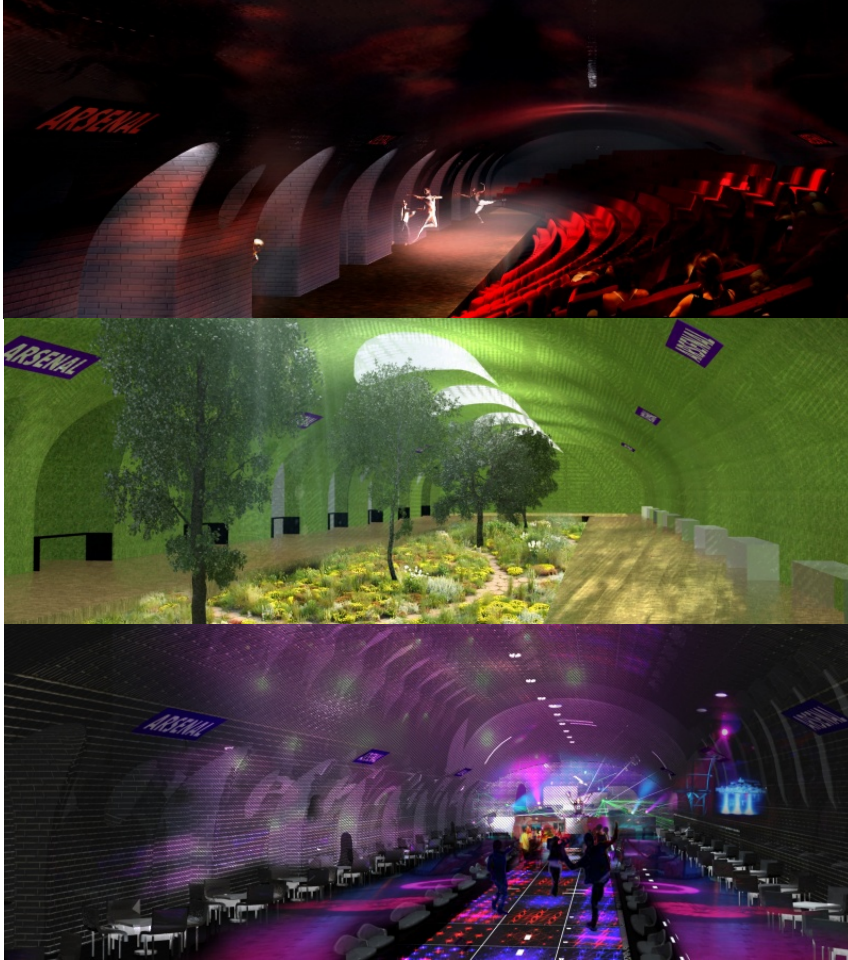
HISTORY AND BACKGROUND

whether they be a vacant lot or a private garden, can be utilized for local gatherings and neighborhood bonding. This ameliorates the pressure of locating resources and available space to create fixed centers that ultimately cannot fulfill everyone's specific needs.

Part of the problem compounding this isolation is the lack of space and awareness of space for community events that can help build relationships within neighborhoods. Jeanne expressed great interest in participating in community events but did not know what types of activities are available to her or even where her community center is located⁴. Although Claude knows where his community center is, he has only attended two or three events over all ten years he has spent in his neighborhood. This is due to his busy lifestyle and the fact that Claude is not aware of activities that can fit his hectic schedule⁵. Given this, it is clear that the current system of community centers is not sufficient and that there should be more flexible activities that are publicized more effectively.



Above: Jeanne Dubocage is originally from Montauban, which is in the south of France. She is currently residing in the 5th Arrondissement of Paris to study speech therapy at Paris Descartes university.



Above: Redesigns of the subway station Arsenal by the candidate Monzet with the help of architects and urban planners.

The idea of supplementing traditional community centers is not new. In fact, past mayoral candidate Kosciusko-Morizet focused on repurposing metro stations. With the help of architects, she created stunning designs of possible renovations revolving around the abandoned station Arsenal. These designs include an art gallery, swimming pool, theater, nightclub, and restaurant. Unfortunately, these projects were never realized⁶.

Due to the difficulty of creating such sweeping, permanent changes, OurSpace instead seeks to take an approach more consistent with tactical urbanism, which is the temporary, community-driven approach in changing environments, by allowing residents and organizations to create temporary community spaces with their property.

HISTORY AND BACKGROUND

OURSPACE COMPARISON

Standard Community Center

OurSpace

Size/Capacity	Fixed. Since a standard community center is a building, there is a fixed size and capacity due to safety concerns.	Variable. The beauty of OurSpace is the flexibility of spaces and venues that can be utilized for events. Thus, size and capacity will adapt to venue and activity.
Usage	Top-down approach: The community center governs the type of activities offered, which varies by center.	Bottom-up Approach: Residents decide on activities. Theoretically, anything can be done as long as it is legal.
Staff	Paris's 33 official community centers' staff include 2092 volunteers and 464 employees. There are 371 associations hosted, 396 inhabitants of the neighborhood invested in the administration of the centers, and a budget 17.9 M € ⁷ .	Requires only a core team of individuals to maintain the functionality and security of the website, act as a liaison between the government and OurSpace.



“Mes seules interactions avec mes voisins sont des
« Bonjour » quand je les croise dans les couloirs.”

*“My interaction with my neighbor is really limited, only « Bonjour »
when I meet them in corridors.”*

Jeanne Dubocage

student residing in 5th arrondissement

Context & Audience

TWO

CONTEXT AND AUDIENCE

“Not for ourselves alone are we born.” – Cicero



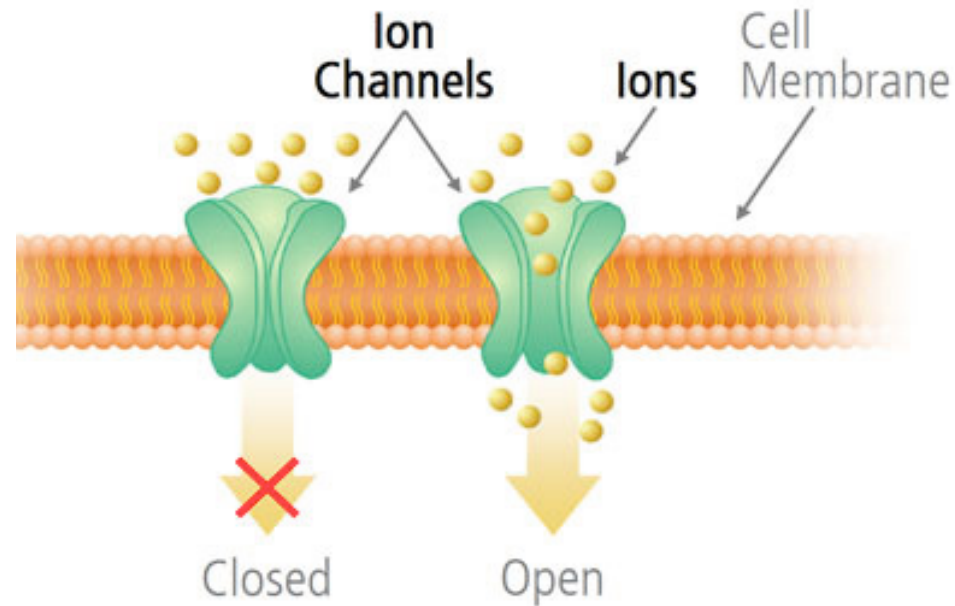
Above: Map of the locations of community centers, which are depicted as blue dots. Taken from Paris Centres Sociaux

Though there are thirty-three official community centers run by the arrondissement governments, they are distributed unevenly, favoring the less wealthy and immigrant-heavy areas of Paris as only eleven of the city's twenty arrondissements have such centers⁸. Though larger, In New York, there are 129 community centers within the NYC Housing Authority developments⁹. There are 101 government-run community centers in Hong Kong¹⁰.

To supplement this, there are multiple unofficial community centers such as the Centquatre in the nineteenth arrondissement¹¹ and the Gaîté Lyrique in the third¹². Unfortunately, it is difficult to locate these spaces, as there is no site listing all of their locations. Also, while these centers are quite inventive in their style, they allow for a limited range of activities and thus only target small sub-populations within their respective communities. For instance, the Centquatre promotes a lot of performing arts; however, locals who want to participate in a cooking class would not be able to do so in this facility.

This is similar to a cell environment surrounded by many ions, such as Na^+ , Cl^- , and K^+ , that only contains cells with Na^+ channels. This does not necessarily mean that there is no space for the other ions but simply that there is nothing for them to enter through. Similarly, there may actually be space in the city for individuals of other interests to use, but there is nothing connecting them to such space. Because of this, new channels must be created to allow all members of the population to find areas to build community through their interests.

Although Paris does not have a vast wealth of community centers, the city is not lacking in green space as it contains more than 400 parks and gardens¹³. The problem with these spaces, however, is that they do not necessarily alleviate senses of social isolation. Although these parks are open to anyone and essentially bring many different people to one location, they do not necessarily bring these people together. While there may be hundreds of people in a park, they may only spend time in the groups of people with whom they came. In other words, these public spaces. In other words, these public spaces are not bringing different people together to form new connections as much as they may be allowing people to further cultivate previously formed



Above: Diagram of a closed and open ion channel that displays the inability and ability of ions to move into the cell.

CONTEXT AND AUDIENCE

CONTEXT AND AUDIENCE



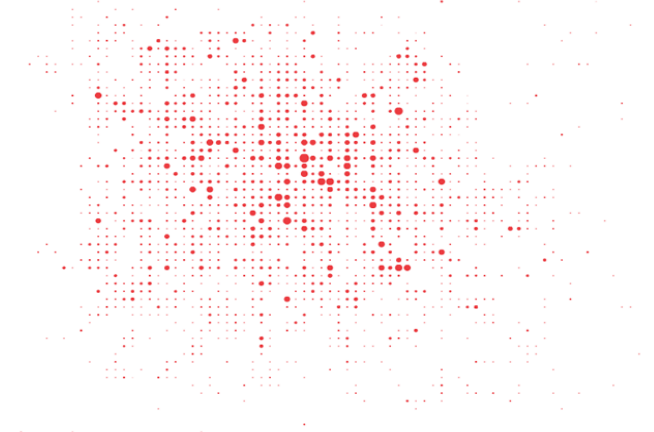
Above: Tuileries Garden

relationships (an objective that is nonetheless valid but not the goal sought here). This is especially detrimental to those who already feel disconnected from the population, as they do not have pre-existing relationships to strengthen. Furthermore, many parks are not even conducive to the connection of people. Some of the most famous gardens in Paris, such as the Jardin du Luxembourg and the Tuileries, have a more aesthetic purpose that attracts tourists rather than allow for a comfortable environment to bring Parisians together¹⁴.

In some ways, these parks have sought to bring residents together such as with concerts in Parc des Buttes-Chaumont¹⁵, multidisciplinary festivals in Parc de la Villette, And festivals for children in Parc Floral¹⁶. However, these events are rather large-scale meaning that new connections between people are not as likely. When individuals attend a major concert, they are more likely to attend with a friend group than meet new people in a large, loud crowd of fans. This is similar to nuclei that lack affinity-trapping mechanisms for imported molecules. In this scenario, molecules can enter the nucleus but also leave just as easily. In the same way, residents may go to a park for a concert but are not necessarily likely to return,

as the attractive force is no longer present after the concert is over. Furthermore, as shown by the map of social activity by venue to the [left, right, etc.] most activity is concentrated towards the center of Paris where these large, “non-trapping” events are occurring. In contrast, the map of population density shows that just as many (if not even sometimes more) Parisians live farther from the center. Given this, small, resident-created events such as block parties and book clubs within more residential areas can help Parisians better establish themselves in their neighborhoods. This will also act as a more effective trapping mechanism, since the attractive forces are the newly-formed relationships with people who will return to these events multiple times (in contrast with a one-time event in Luxembourg).

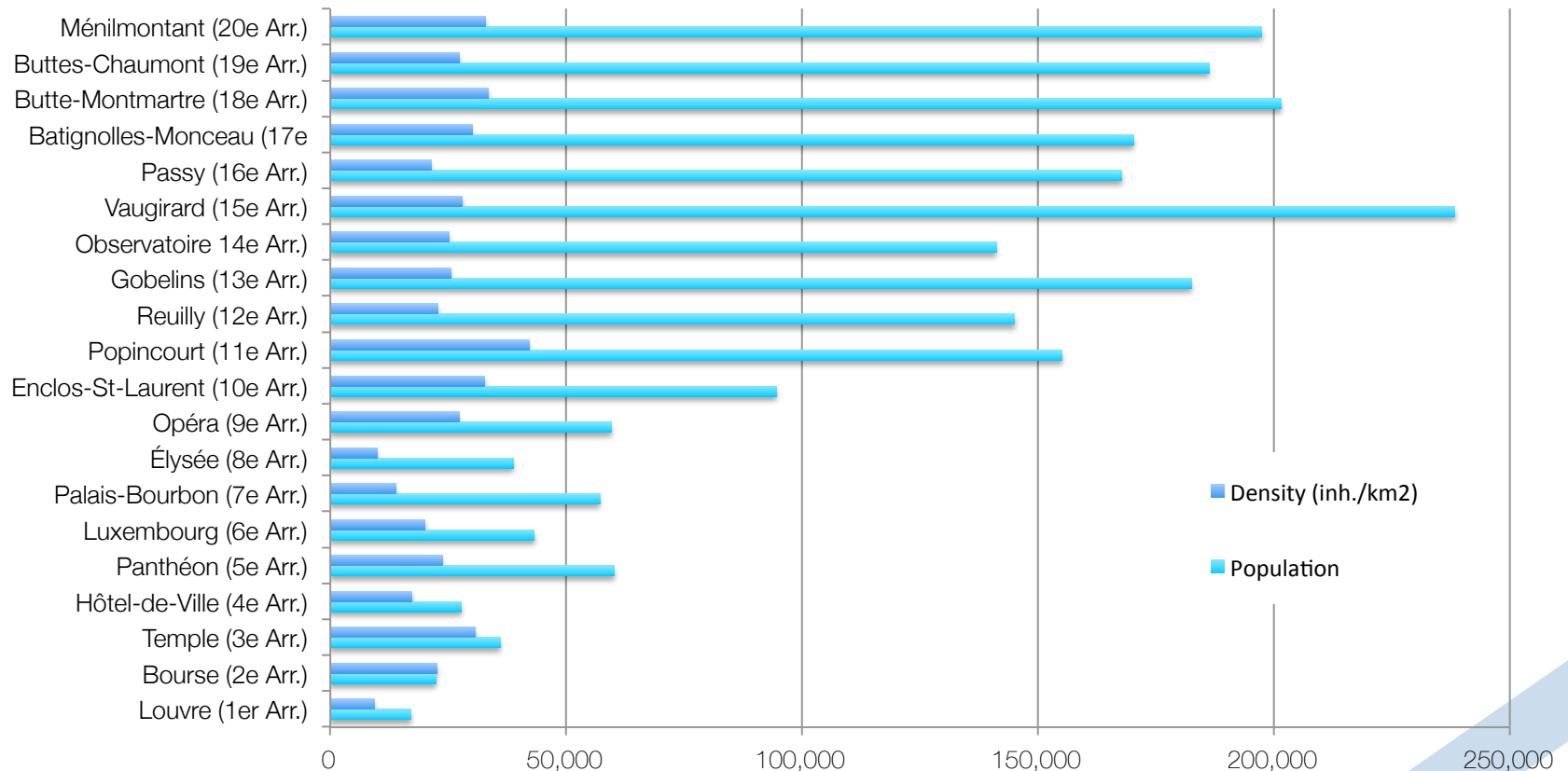
OurSpace seeks to enrich all of the communities in Paris through neighborhood interaction. This program will benefit those who are looking for a community such as an immigrant or someone who is looking for a group beyond work and school. As seen through the interviews, it can be hard for young single residents to integrate themselves in their neighborhoods, especially in comparison to more established families. OurSpace aims to alleviate and help the younger, single population. OurSpace will also serve those whose hobbies are constrained by lack of available space and necessity of other participants, while promoting camaraderie and facilitating the sharing of inspiration and the arts.



CONTEXT AND AUDIENCE

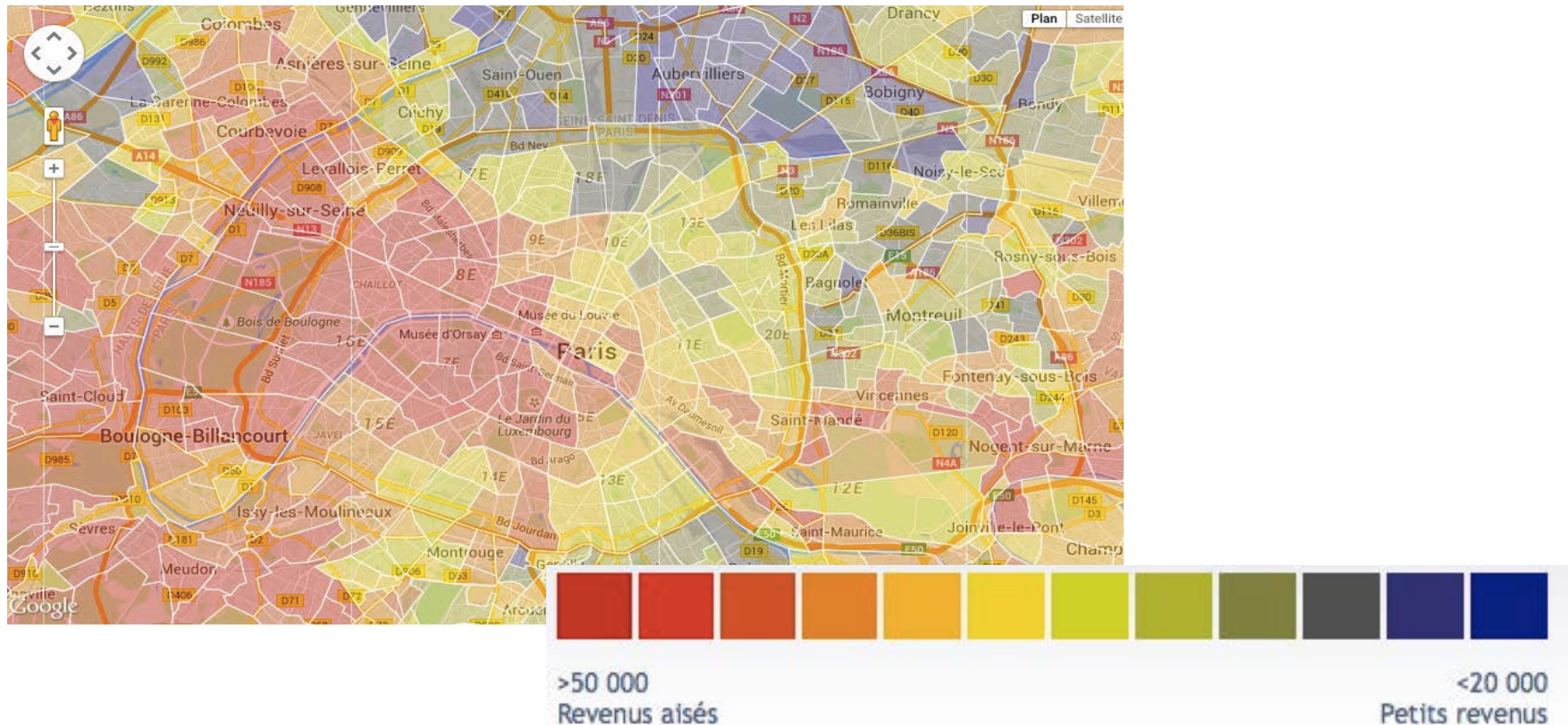
DEMOGRAPHICS

Population and Density of the 20 Arrondissements in 2012



This graph shows that the 15th Arrondissement has the highest population and 11th Arrondissement with the highest density, which is measured by the number of inhabitants over square kilometer.¹⁷ Population and density are important factors to consider as more community centers may exist in certain arrondissements because they are less “touristy” and more residential.

DEMOGRAPHICS



In Paris, the average incomes are highly variable depending of the neighborhood. In the South-West of Paris, the large majority of the population is rich and a small minority is very poor. This area of Paris has less diversity of social classes than other area in Paris. In North-East of Paris, despite the gentrification, the diversity of people and incomes is more important. Consequently, the average incomes in Paris are really variable and social challenges are different depending of your neighborhood.¹⁸ Income is interesting to consider since it seems as if the preexisting community centers are clustered towards the east side of Paris, where the average income tends to be lower.

Previous Approaches

THREE

PREVIOUS APPROACHES



Both in Paris and elsewhere around the globe, multiple attempts have been made to solve this issue of social isolation. One such example is Nextdoor, which is used in the United States. Similar to OurSpace, Nextdoor is an online platform that connects people based on location. This site allows people to share reviews on local services, make security announcements, hand down unused objects, and perform other actions that would be characteristic of a close-knit neighborhood. The purpose and use of Nextdoor is relatively general. Neighbors can comment on a post, alert each other, ask questions, and create events, but where OurSpace differs is how it focuses on a specific aspect of this in more detail. By choosing to solely act as a platform for sharing spaces, OurSpace allows users to more effectively find availability for space rather than having to wait for an event post in a platform like Nextdoor¹⁹.





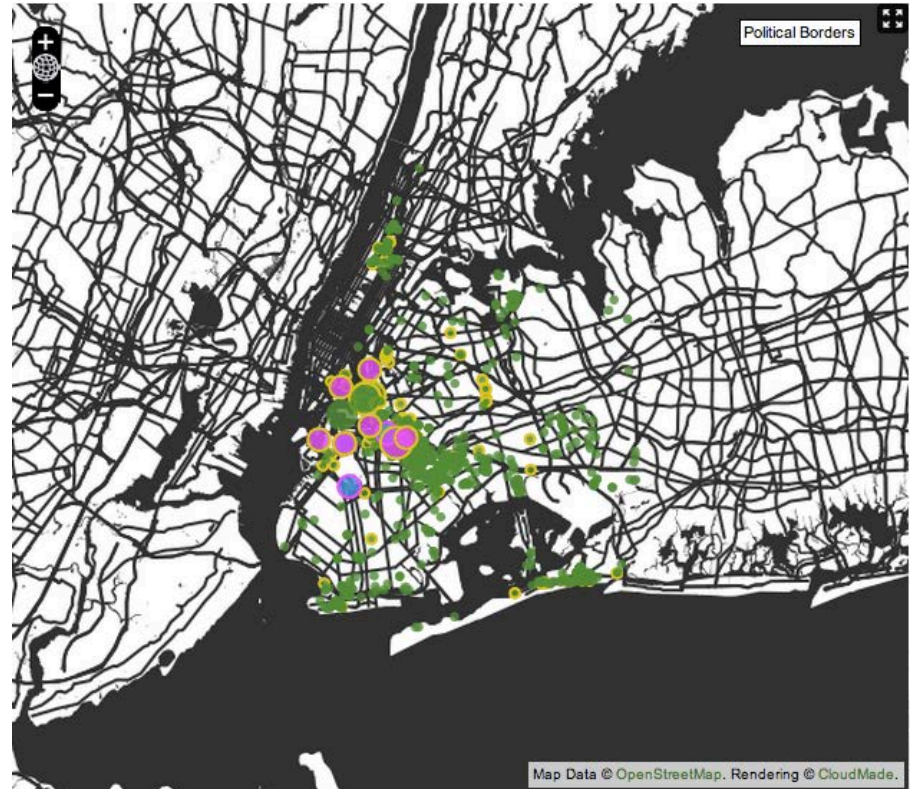
A global example is Neighborday. Neighborday is one day of the year when residents are encouraged to generally be more “neighborly.” In addition to this general inspiration, this website gives participants different ideas ranging from communal garage sales to revitalizing vacant lots. Although the examples provided take place almost exclusively in California, the site intends to engage neighborhoods across the globe. Additionally, many other Neighborday concepts exist in other countries (such as Neighbour Day Australia). This is an effective example of tactical urbanism by allowing for temporary community-building activity. One major way in which OurSpace seeks to go beyond this is to be more permanent by still encouraging similar pop-up events but doing so throughout the entire year rather than just on one day²⁰.

PREVIOUS APPROACHES

PREVIOUS APPROACHES

596 ACRES

Another example of an existing initiative is 596 acres. New York City is very familiar with problem of limited space, and this group sought to address this issue in the borough of Brooklyn by locating abandoned lots (which are especially abundant in neighborhoods that otherwise lack sufficient community space) and publicizing them in an online map. Residents can then look at this map and are encouraged to join with their neighbors to improve nearby lots to use for community events²¹. This is a prime example of a program that both allows residents to find space and engages them to improve it while building community. This is similar to the function of OurSpace of opening up publicly owned land but our platform differs in focusing on already usable space so that residents can more readily create events while 596 acres relies on residents spending the time to improve space before it can be used.





Meetup.com is a site that really emphasizes the importance of resident-inspired activities²². It is also very successful as it exists in 180 countries and currently has over 22 million members. Through the site, individuals can organize whatever group they'd like or browse existing groups to join. Groups can include anything from expat meetups in a country like France to public speaking workshops. This is very similar to OurSpace in how it encourages residents to create their own activities (rather than rely on a community center or something similar) and gives individuals the opportunity to search through upcoming events so that previously isolated individuals can become integrated in their neighborhoods. What we want to emphasize in OurSpace beyond this, however, is the sharing of private spaces for these events. While creating groups is helpful for bringing together neighbors, we believe that bringing residents together in someone's private space helps create an even more intimate atmosphere helping individuals connect even more effectively.

PREVIOUS APPROACHES

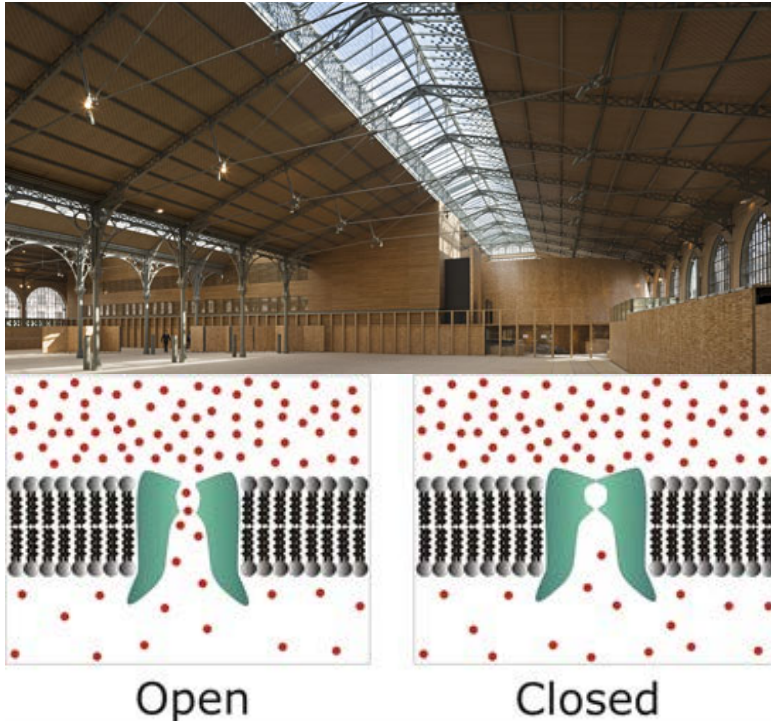
Execution Plan

FOUR

EXECUTION PLAN

“Imagination means nothing without doing.”
– Charles Chaplin

Below: Photo of an empty Carreau du Temple (a community center)

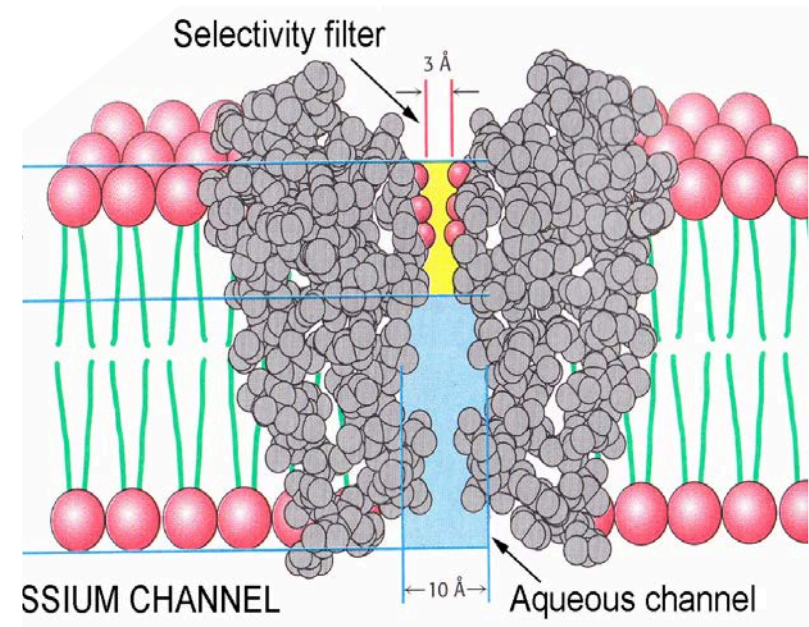


Above: Open vs. Closed ion channel diagram

The previous approaches described all help foster community in some way. However, none of them connect groups and activities that need space with available space in the neighborhood. This concept of connecting groups and spaces is similar to the biological model of ion movement across membranes. Although the transport is passive, the movement of ions across a cell membrane, even if down their concentration gradient, requires the usage of transmembrane ion channels. Because of this, it is possible for a cell to be relatively “empty” of a specific ion even if the surrounding space is abundant with this ion²³. The same can be said regarding spaces and people. Whether it is a home space during the workday, an office space during the evening, or simply an unused lot, there is open space in the city that can be treated like the aforementioned “empty” cell. However, there are also individuals and groups of people who are searching for a space and could easily utilize such unused space. These people can be seen as ions suspended in extracellular space. Simply applying the concept of a concentration gradient to this scenario, it would only make sense for these individuals (in a high concentration outside of usable space) to naturally go into and begin using the empty space (which has a lower concentration of people). However, these individuals must be

connected to those in charge of the empty spaces in order for this diffusion to occur. This connection is the ion channel, and our urban analog is OurSpace.

OurSpace is a website that connects people searching for activities in spaces to those activities and spaces that are available in their neighborhoods. Like the concept of an ion channel, OurSpace allows for the movement of individuals and activities into a space with a low concentration of people and events. Furthermore, this site relates to an ion channel in its specificity. When an organization looks for a space, its members can search under different categories such as gardens, single room, sport-friendly, etc. in order to find a space that most precisely fits their needs. On the other end of this exchange, those who offer up space must approve of the proposed usage of the space before an organization can come use it. In this way, spaces are matched with organizations in specific ways much like the way in which only a specific ion type can enter through a specific ion channel. Another important aspect of this analogy is the fact that ion channels facilitate passive, rather than active, transport and therefore do not require energy. While some amount of energy is required to post, view, and request spaces, the service is completely free (thus money is acting as the analog to energy in a biological system).

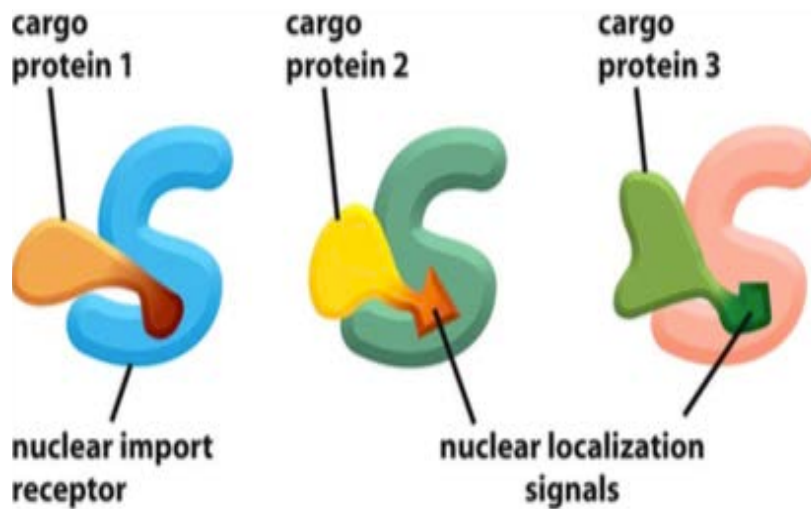


Above: Potassium ion channel

EXECUTION PLAN

EXECUTION PLAN

"When there is a will, there is a way."
- Old English Proverb



Above: Importin-cargo complex.

With this plan, users can effectively find spaces for community-building activities, but another crucial aspect to address is encouraging individuals to continue participating in these events and sharing spaces after they have done so once. This correlates well with the concept of trapping within the nucleus. Cargo is imported into the nucleus as part of an importin-cargo complex. After this complex has entered the nucleus, Ran GTP induces the dissociation of cargo from the importin so that the cargo can no longer exit the nucleus²⁴. Similarly, OurSpace seeks to become a system that individuals will not want to leave after a single use. Current events in public spaces discussed earlier (such as concerts and temporary amusement rides) focus on the one-time engagement of the public. In contrast, the events on OurSpace focus on the building of relationships between people in the community so that users will be more likely to create and participate in more events in the future as though they are benevolently “trapped” in the community-building system.

USER EXPERIENCE

Host an Event

Any verified OurSpace user can host an event in their own space as long as it is legal. The host can determine the capacity and whether the event is neighborhood-only.

Incentive: For the individual, partaking in a hobby with someone is generally a pleasant feeling. For the business, especially for a local one, a neighborhood event is great publicity and advertisement.

Provide Space

Users can open up their spaces for use by a different organization.

Incentive: A user may have a hobby or interest that the user wants to share on OurSpace, but may not have the time to plan an event.

Search for Space

Organizations without an available space can seek available space for their specific activities. This can either be space opened up by residents and other organizations or already open public spaces (which will also be advertised on the website).

Incentive: A user may want to host an event, but not have the space to do so.

Attend Event

Residents can simply browse events that are already scheduled and RSVP to attend them. They can search via key words, times, and locations.

Incentive: A user may have a hobby or a strong passion and may want to meet new people.

Enjoy Event

Review Event

WHY OURSPACE?




Unlike other platforms that involve sharing spaces such as Airbnb, OurSpace does not involve any direct financial incentives. This is intentional not only because OurSpace will not have the funding necessary to support this, but also because this space-sharing activity is intended to be motivated by efforts to build community rather than money. However, since it is unlikely that many residents will immediately open up their homes for their neighbors, we predict that much of the initial activity will be from local businesses. We do project that as OurSpace gains popularity that private homes will open up because of successes of programs like couchsurfing, which shows that people are willing to spend time with strangers.

Below: Elies, a bartender in the 10th arrondissement



While neither OurSpace nor other organizations will be paying businesses for their space, businesses can advertise their products (food/drink) through opening up space for community activities while also creating a more neighborhood-friendly image of themselves. In this way, businesses can indirectly have a financial incentive to open up their space. We hope that this will act as a jumpstart and subsequently encourage residents and other organizations to begin opening up their space. To test this theory, we interviewed Elies, a bartender by Gare de l'Est for the past 3 years. All of his “regulars” live near the bar in a tightly-knit community. He tried to organize a free wine-tasting but at first had difficulty getting customers to commit. However, once more people began attending, Elies saw that his business was receiving a great deal of positive publicity while he was also fostering community engagement²⁵.

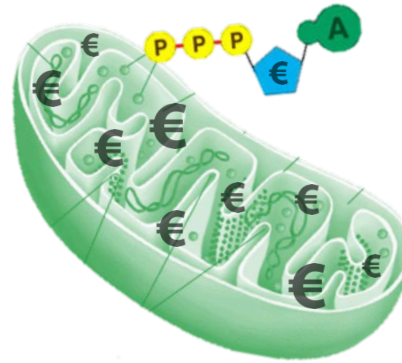
OURSPACE SPACE PROJECTION

Type of Space	Capacity	Activities	Potential Challenges	Images
Private Residences	~ 30 people	Knitting, cooking, scrapbooking, board games, painting, wine-tasting, etc.	Safety and Security	
Local Businesses (cafes, bars, sports/art facilities, bars)	~ 100 people	Pizza-making class, bowling, yoga class, hip hop class, wine-tasting, etc	Temptation to Monetize	
Public Facilities (Parks, Vacant lots, Community Center buildings)	Widely Varied. Can hold up to 10,000	Soccer, frisbee, pétanque, barbeque (with appropriate permission), flash mobs, silent disco, gardening, etc	Risk of Privatization of Public Space	

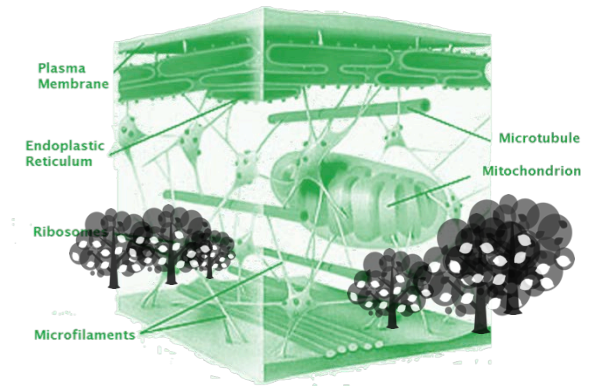
EXECUTION PLAN



Golgi complex (depicted above in green) is a complex of compartments in the cell that processes larger molecules like protein²⁶. Each fold (cisternae) of the Golgi is like a private residence, walled off to the rest of the world without the right key. OurSpace will function as transport vesicles to permeabilize the private Golgi folds to the public.



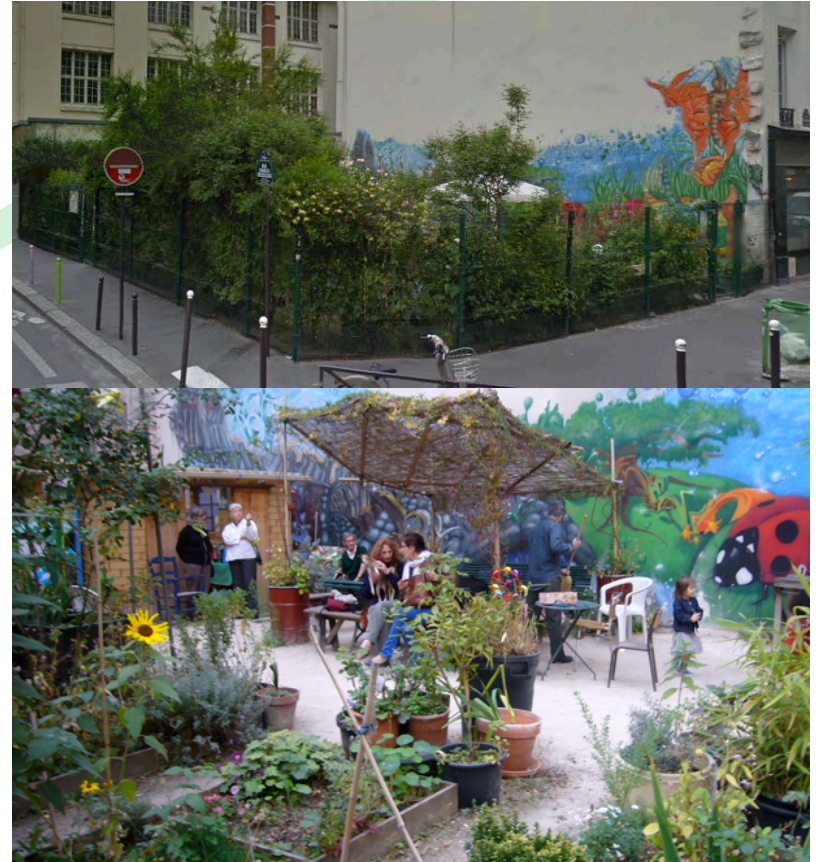
Mitochondria (depicted above in green) is often referred to as the powerhouse of the cell as it produces a molecule called ATP, which humans use for energy. Similarly, local businesses are the powerhouse of the Parisian economy. Paris has about 60,000 local businesses²⁷ – potential that OurSpace aims to utilize. In this particular case, OurSpace will act like mitochondrial translocons, which form pores (openings in the membrane) to facilitate the import of proteins²⁸.



Cytosol is the liquid in the cell in which the rest of the organelles are bathed in. Like public facilities, the cytosol is “open” to the rest of the cell. However, even though these facilities, such as parks, are open that does not necessarily mean there is community interaction. OurSpace will act like the cytoskeleton, which provides a structure for the rest of the cell and is linked to the network of signaling proteins²⁹.

PUBLIC SPACES

While much of OurSpace's newness involves the sharing of private spaces, it does not limit itself to them. In order to really engage the community and efficiently use space, we must take into account the already available public spaces. We will do this through having featured public spaces each week while also providing a list of all available public spaces and any necessary information regarding how to utilize them. While parks and other popular public spaces will be available on our list, we will feature lesser-known public spaces to help raise community awareness about just how many public spaces are available to them. One example of this is the reception rooms in Hôtel de Ville³³. Reserving these rooms is free for non-profit events, and while they are much larger and fancier than what the typical OurSpace event will require, we see them as potential appropriate for larger OurSpace events after the site has grown. Another unusual source of public space is vacant lots. A prime example of how this type of space has been used is the Jardin Nomade³⁴, which is a resident-created garden on a previously vacant lot in the 11th Arrondissement. We will feature both repurposed lots like these as well as other vacant ones that could be improved. A third example is the Seine quaysides³⁵. These areas along the Seine are available for rent by organizations fitting perfectly into the OurSpace model. In addition to showing users that they can use these spaces for their own events, we will also direct them to the quayside events calendar as it is OurSpace's goal to support, rather than compete with, other community events. These are just some examples of the multitude of public spaces that OurSpace will connect residents with in addition to all of the private space sharing.



Above: Photos of Jardin Nomade from a street view and from inside.

Upcoming Events

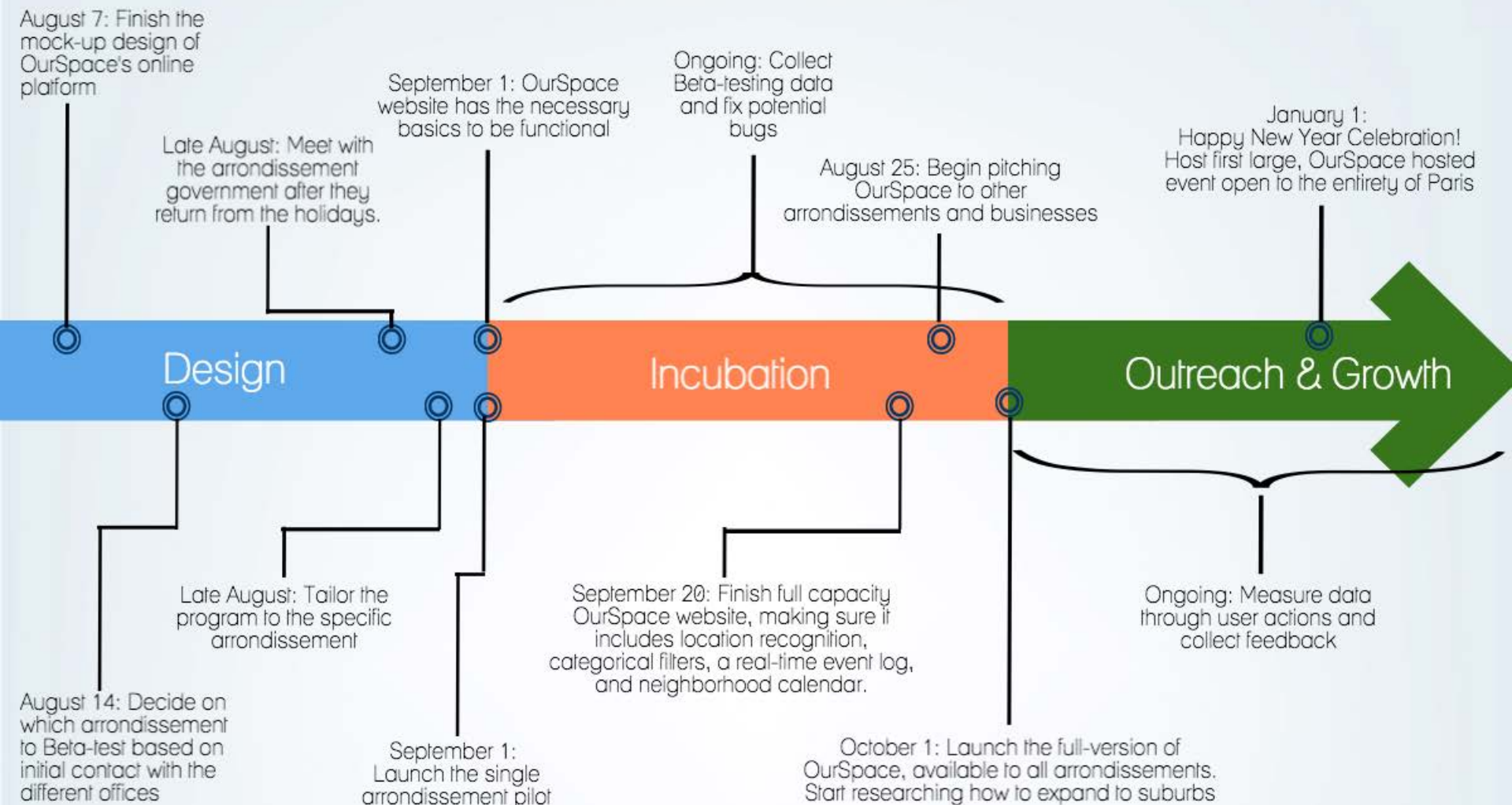
- Yvette's Knitting Club
- Pizza30 Pizza-making class
- Garden Party: Everyone plant a tree!
- Jean's Scrapbooking Club
- Claude's Ping Pong Tournament

15^e arrondissement

Projection of Map Interface

OurSpace's 3 Month

Timeline Projection



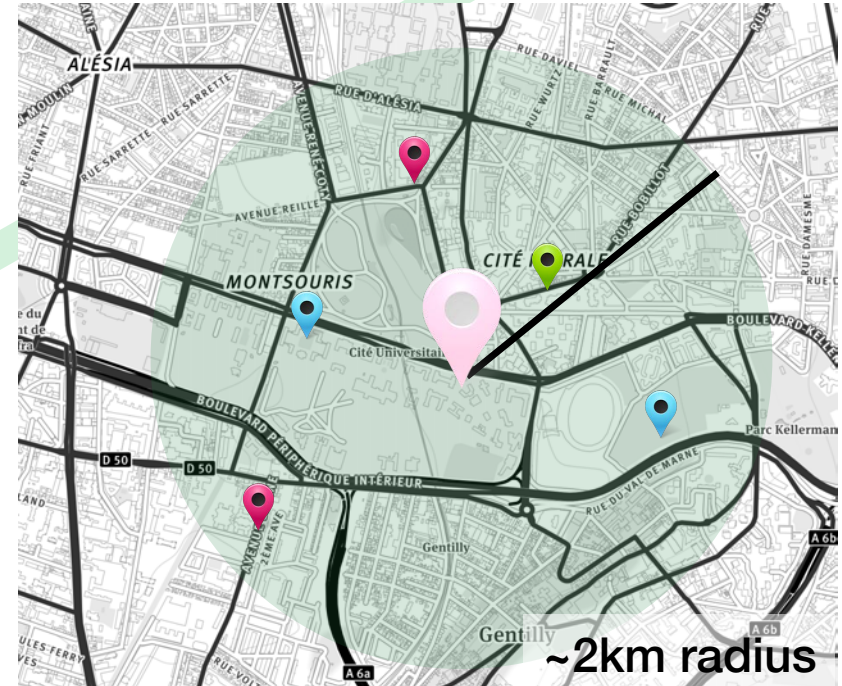
OURSPACE BUDGET PROJECTION

Cost Item	Description & Analysis	Cost per Year
BlueHost web-hosting (comes along with free domain for a year)	BlueHost offers a deal that provides a free domain when signing up for a web-host package. The package is approximately 4€/month ³⁰ . Thus, we calculated the price to be 4*12 per year	48€
IT Backup	When the website launches to the general public, an IT backup team is crucial to the maintenance of the website and servers. If there is a website crash or bug, they will be the ones to fix it. Thus, it is required that there be one available at all times. They tend to be paid around 20€/hour, so if there is always 1 IT worker on shift at 20€/hour, then the cost will be 20*24 per day and thus, 20*24*365 per year.	172,000€
Programmers	The range of a website's creation cost is huge as it can range from five to thousands of euros. We project that it will be approximately 16,000€ ³¹	16,000€
Government Coordination Group	The government coordination worker will receive about 1,457€ per month ³² . Thus, 12*1457 gives us 17,484 per year.	17,484€
Total:		205,532 €

LOGISTICS

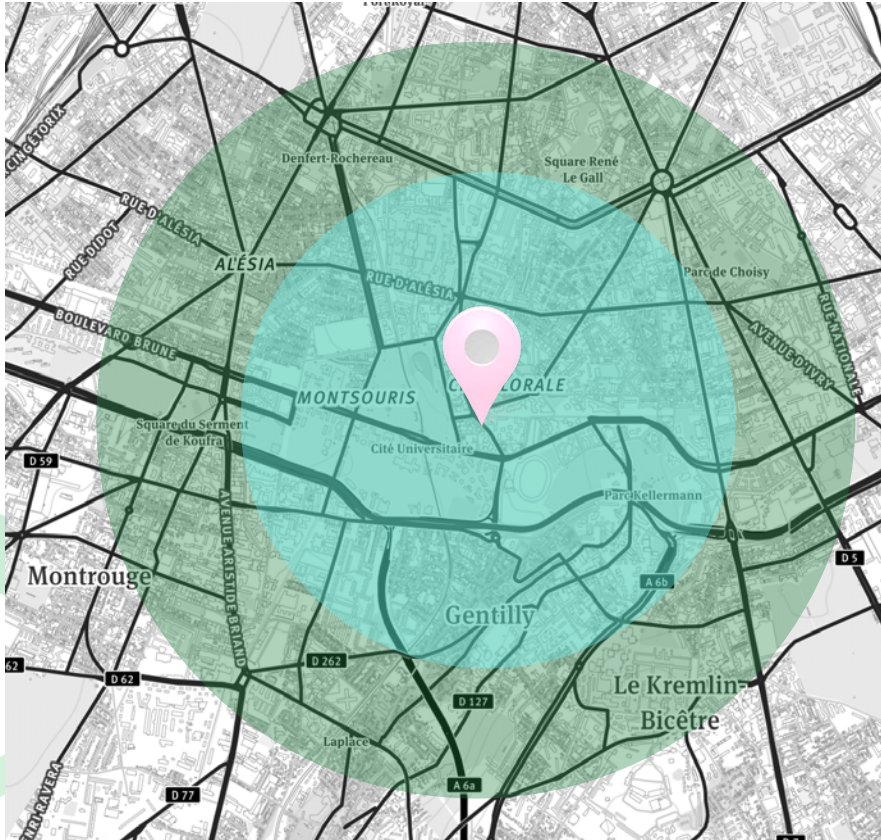
OurSpace strongly believes in the privacy and safety of the users. OurSpace will not share users' private information with non-affiliated parties. Users will be able to control the privacy settings on their profile page. A rating system will exist to partially be able to give feedback but also to control the potential spam and trolls of the system. There will be several guidelines put into place. Users will have to agree to such guidelines in the terms & conditions before being able to register. Users are expected to adhere to local and national laws. The guidelines include being respectful: not using slurs or profanity, not spamming, following the host's wishes, being inclusive: not creating events that are exclusionary based on race, politics, and/or religion. For the hosts privacy, the exact location will not be released until the attendees RSVP and confirm their reservation (although a general area will be publicized when users search for an event or space).

In the pilot website, there will be few restrictions regarding the size of a neighborhood. Because the pilot will only involve one arrondissement, and we expect few residents to use the site at first, there would be too few events and open spaces if the neighborhood was considered any smaller than the arrondissement at large. However, if users are not willing to attend events across the arrondissement, there will be an option for users to arrange events by the distance from their home (if they choose to provide OurSpace with their location).



Above: Diagram of a potential “neighborhood” which is shaded in green. The center is at Cite Universitaire and extends about 2 km. Though it is possible to see approximately where the potential events locations are along with the approximate commute time and distance, the exact location will not be disclosed. Diagram produced by Harvard Summer School.

LOGISTICS



Above: Diagram depicting the different geographic distance filters. The user would get priority access to events occurring in the inner circle before the outer circle and beyond.

During the incubation phase, we hope to achieve a user base of at least 5% of the population. When selecting the arrondissement for incubation phase, many demographic factors will be considered as well as the government's enthusiasm to partner with OurSpace such as density, number of preexisting centers, income levels as explored in previous sections as the ideal arrondissement is mostly residential with a need for more community centers. As OurSpace opens up to the rest of the public, we rely on government and business promotion and especially on word-of-mouth for publicity and awareness. By the start of the new year we hope to achieve a user base of 10% of the areas in Paris using this platform including businesses and organizations.

Since arrondissements are all of variable size with fictional boundaries and composed of different neighborhoods, as OurSpace grows and moves beyond the initial incubation phase, different neighborhood breakdowns will have to be considered. Furthermore, OurSpace does not want to inhibit city-wide communities. The host of an event will be able to decide if an event is limited to a certain kilometer range or neighborhood. For many events, there will be a preference given to residents who live in the area. Those residents will be able to access and RSVP to an event earlier than those who live further away. However, 3 days before every event (that is not strictly marked as a certain radius only), the event will become public for all to see.

For few years now, Antoine, a resident of the tenth arrondissement, has been organizing soccer games for kids on Sunday mornings. Each week, Antoine goes to a public garden in his neighborhood with his son joined by other children and occasionally other dads. Unfortunately, there are times when many children show up late or even neglect to show up at all. Also, parents are not always aware of when the game will finish, who is supervising, and how to contact the supervising parent. With OurSpace, Antoine could register his soccer games to clearly publicize information about the times and supervising parents for each game. Additionally, parents of participating children could register to receive alerts about this information, get the contact of the parents attending the game, and RSVP so that Antoine knows who will attend each game. In this way, OurSpace can make Antoine's soccer games more efficient and most importantly, much safer.



Above: Antoine Fontaine, a resident of the 10th arrondissement.

Case Study: Antoine

Assessment Plan

FIVE

ASSESSMENT PLAN

"Never confuse movement with action" – Ernest Hemingway

OurSpace's success can be measured through the data that the website and users inherently provide. Since OurSpace's mission is to promote community within neighborhoods, success is when the neighborhood communities start interacting in ways more than a cursory greeting. Since each "transaction" is stored in a MySQL database, user data is easily exportable. In this case, success will be measured through the user count and "transaction" count per neighborhood. This method assumes that the more "transactions" there are, the more engaged and happier the community. However, since we cannot be sure, we can also measure satisfaction levels through the use of an online survey. Furthermore, we can also analyze users' reviews on activities to gauge satisfaction such as the sample shown on the right.

Yvette's Knitting Club



Adele D.



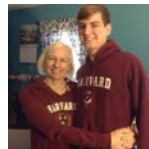
"Tellement cool ! Je ne savais pas du tout que tricoter c'était aussi sympa. Vivement la semaine prochaine !!"



Jean G.



My girlfriend brought me here 3 days ago. I had about as much fun as a 32 year old male would. Yvette seemed very nice though.



Daniel O.



A relaxing way to spend a nice Sunday afternoon. A great activity to do with my mom.

OURSPACE LOGIC MODEL

Achievement

Outcome

Measurement

Alleviation of social isolation

Provide a platform for disconnected residents to attend community events. This mainly includes users participating in various OurSpace events to connect with other residents within their neighborhood and the city of Paris at large.

Measure how often users are participating in different events via OurSpace.

Utilization of under utilized spaces

Encourage community members to open up their spaces for events.

Assess how many spaces are offered for use and how often they are actually used for community events. Compare how the different public facilities usage has changed since before and after OurSpace and throughout.

Build community within neighborhoods

Advertise events occurring within close proximity to users.

Monitor how often users interact with other residents in their neighborhoods (either by attending events together or connecting via Facebook)

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