GENERATION Z PREFERENCES AND STUDENT EXPERIENCE DESIGN IMPLICATIONS

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Student Experience Design:

- Trends and vision
- De-centralized experiences
- Built for social and student connection
- Every student, Every need
Industry Trends

Goodbye Traditional Grocers, Hello Home Delivery: Meal kits and meal delivery services are beginning to take the place of traditional grocery stores altogether.

Food Halls Continue to Flourish: By 2020, the U.S. will be home to 200 food halls, which is twice the current number.

Environmental sustainability: More diners are searching for restaurant brands that share their responsible beliefs and values. They want businesses they frequent to recycle, manage their food waste and source locally.

Creating community: Concepts will increasingly be positioned as places for people and communities to connect, give back, recuperate, and foster diversity and inclusivity.

Premium Brands on the Rise: From burgers to coffee and ice cream, premium brands are growing.

Takeout tech: More operators will provide technology such as delivery drones and robots, chatbots and enhanced online ordering to drive off-premise sales.

Video over Text: DMA recently reported that 4 times as many consumers prefer digestible video content over text content.

Hyper-local sourcing: Chefs are putting extra emphasis on the freshness of their produce. For some, that means they’re growing it on the premises.
SPACES OF THE FUTURE

FOOD OFFERINGS
Provide high-end healthy options that promote wellness and sustainability.

UNIVERSITY IDENTITY
Embed the identity of the University and its students into the space.

COLLABORATION
Empower collaboration and encourage interaction with open, fluid, and flexible areas.

NOOKS
Feature semi and fully private areas for students to focus and escape.

NON-WORK AREAS
Allow students to take a break, watch a movie, or catch-up with friends without having to leave the space.

AMBIENCE & MOOD
Let students customize and adjust lighting, music, scent, and texture.

STUDENT INPUT
Give students a say in how the space evolves.

POWER FOR ALL
Supply power and USB ports to all seating areas at full capacity.
DE-CENTRALIZED EXPERIENCES
ALL SURROUNDING LOCAL OFFERINGS

- **FOOD**
- **GROCERY**
- **NIGHTLIFE**
- **ON-CAMPUS STUDENT HOUSING**
- **ADJACENT STUDENT HOUSING**
Built for Social and Student Connection
THE LIBRARY: PLAN
Proposed space and use

INFORMAL SEATING GROUPS
Flexible and expandable seating. Use of digital screens and writable surfaces for collaborative work sessions. Digital charging hubs to plug in to.

FOOD CONCEPT
Simple food concept delivered on demand with indicators.

MEDIA ALLEY
Existing periodicals, magazines, digital screens, electronic vending.

FLEXIBLE PLATFORMS
Flexible and casual tiered seating for the individual or groups.

SMALL GROUP STUDY
A place for 2-4 person gatherings that feels intimate and private.

LARGE GROUP STUDY
A place for 5-8 person gatherings for presentations or large groups.

THE INDIVIDUAL
Preserving an option for the individual that gets away from your typical cubical along the library perimeter.

INTER LIBRARY EXCHANGE COUNTER
An efficient solution to the current space, creating a smaller footprint that is easily accessible to students.
Gen Z top interior design style preference:

“Rustic Warmth”

*Architectural Digest, Design preferences by age. 2017*
Digital Interaction

Connect with other stores

Beacons that recognize guests
EVERY STUDENT
EVERY NEED