ABSTRACT
Spinmaker Real Estate Partners is a company dedicated to acquiring, developing, and managing commercial and residential properties. Based in Fairfield County, Connecticut, they primarily focus on developing mixed use properties and repurposing industrial facilities. Spinmaker is characterized not only for creating a space, but also for creating communities and places of value.

SOLUTIONS

SUSTAINABILITY
Sustainability focuses on features and resources that add value to both residential and commercial tenants. The key objective is to bridge business ideas that make a difference in the environment.

SOLUTION: COLLABORATION WITH CHAINS
IKEA
IKEA is globally known as a sustainable yet affordable furniture company. By collaborating With IKEA, Spinmaker will be benefit by establishing a long-term loyalty partnership for purchasing and renovating their units at reasonable price and aiming to reach their sustainable goals.

JUNKLUGGERS
Junkluggers is an eco-friendly junk removal company. Disposing of the old furniture in an eco-friendly is a way to approach sustainability. Our solution is to create a partnership with Junkluggers for removal or renovation of apartment units.

SOLUTION: WEBSITE
To communicate better with their customers, our solution was to include a menu bar in their website linking a page efforts showing Spinmaker’s commitment to sustainable operations.

THE DESIGN THINKING PROCESS

Empathize: Through open and clear communication, we were able to understand our client and the challenges they faced
Define: The main challenges for our client included: staying relevant in their market, discovering new and innovative amenities, sustainable strategies, and defining the office of the future.
Ideate: Based on primary and secondary research, we designed solutions that would help them tackle these challenges.
Prototype: We were able to develop solutions by considering our client’s current obstacles, and objectives for the future.
Test: Present the ideas to the client.

AMENITIES
Amenities focuses on features and resources that will add value to tenants’ lives and create a connected community. The key objective is to create a space where residents can become a community, a place where they feel cared for and connected in their daily lives.

SOLUTION: SMART HOMES
Our solution for Spinmaker is to gradually automate their units by using Nest WiFi smoke detector, electric car charging pad, and Kwikee door locks. By implementing these smart devices, Spinmaker will help their tenants reduce utility bills, have more control over their apartment safety, and manage their homes from a distance.

OFFICE OF THE FUTURE

The office of the future focuses on the wellbeing of employees in order to find ways and strategies to increase motivation, productivity, and work quality. The primary objective is to create an environment where community and open communication are encouraged, thereby promoting the development of lasting business relationships that make a difference in the world.

SOLUTION: BRAINSTORMING AREAS
We created spaces where teams can meet and develop ideas which is an essential activity for any company as its personnel works on projects. Our proposal includes several varieties of “team rooms” that encourage collaboration and free thinking. Dry erase boards are essential as are comfortable seating and indirect task lighting. Research shows that casual surroundings encourages creativity and productivity.

CONCLUSION

By using the design thinking process, we were able to provide Spinmaker Real Estate Partners with innovative solutions that will help them stay relevant within their market. These solutions will also help Spinmaker Real Estate Partners improve the properties they offer to their customers, and create connected communities in their properties.