Research Findings

NM3226 Tutorial W2 Angel, Gigi, Harvey, Wilson

Background



Sungei Road Free Hawking Zone

Second hand goods, antiques, electronic appliances, books, jewellery, old clothing and shoes, as well as collectibles like coins, stamps currency notes, etc.



Context

Vendors - Looking at their daily routine and activities, interactions with customers.

Market goers -

Allowing the market goers to fully appreciate the cultural and historical significance of the Sungei Road Flea market

Research Methods

	Primary Research	Secondary Research
Vendors	Interview the vendors - Record - Observe - Take Pictures - Conduct the Trade	Readings - Defining Place - Wicked Problems - The Frame of the Game
Students (market goers)	Survey - 15-25 year olds - 35 participants	Readings - The Frame of the Game Others - Gamification in learning

Insights / findings (Primary)

VENDORS:

Interviews & Observations

- Schedule of the vendors (morning,noon,night,weekends)
- Reasons of why they sell in the market (Distance from their home, Rental Price)
- Amount and feature of the customers
- The process of trade

STUDENTS (MARKET GOERS):

Survey

- 41 Responses
- Age 15-25
- Target audience: Students from **Secondary School or Tertiary Institution**
- Although 87.8% of the respondents went on a trail before, only 63.4% enjoyed it.
- 75.6% of them are interested in an AR game heritage trail.

Insights / findings (Secondary)

Secondary research about learning in field trips/learning journeys, accompanied by the use of mobile devices.

- The use of smartphones in narrative-making practices have been shown to be effective in students' learning (Hillman, Weilenmann, Jungseilius & Lindell, 2015)
- Gamification of field trips has also shown to
 - Boost learning (Chen, Liu, Hwang, 2015)
 - And improve learning motivation (Su & Cheng, 2014)

Thank you!



Context

Vendors - Looking at their daily routine and activities, interactions with customers.

Market goers Allowing the market goers to fully appreciate the cultural and historical significance of the Sungei Road Flea market



To create a game trail for secondary students in the perspectives of a vendor V.S. a market goer to show the social and personal layer while providing educational and historical backgrounds.

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Background Research



1930s flea market began as a small trading spot that sprouted along the river

1940s
After the Japanese occupation, it came to be known as the "the Sungei Road Thieves Market due to its growing reputation where stolen goods can be found

1950s
the market grew
to sell second
hand goods.
Many peddlers
were karung guni
men

1960s
British Army
withdrew. The
market became
the place to go to
buy army
merchandise

1970s
Resettlement and urbanisation efforts relocated peddlers into government built markets.

1980s
Many stalls were
pulled down.
Peddlers played
hide and seek
with government
officials

1990s Many stall owners were issued free temporary permits

10 Jul 2017 Sungei Road Flea market was shut down officially

Background Research

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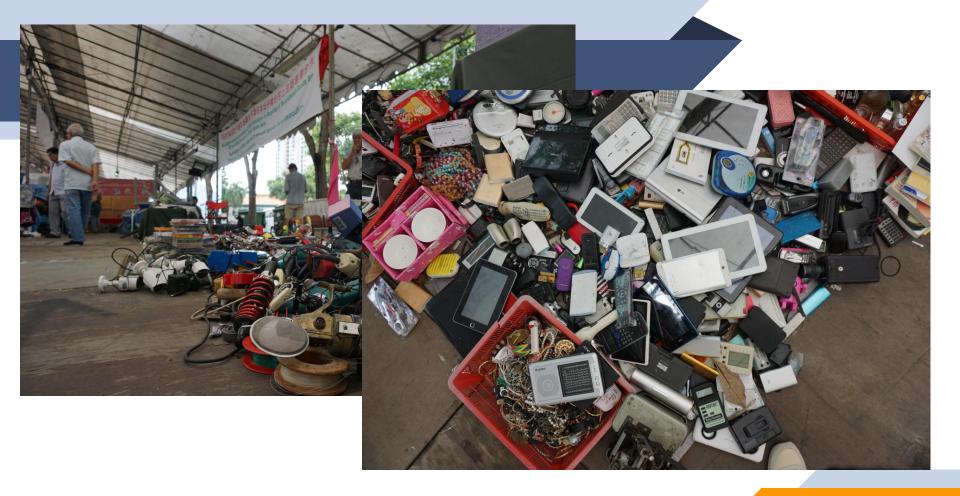
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insights/findings (secondary) - learning

Students

Importance of learning journeys (angel to input links), esp with mobile devices + gamification

Facilitates better learning

Project direction

- Gamifying our trail for students
- Showing both perspectives of vendors and market-goers (social and personal layer)
- Educational
- Risk factor