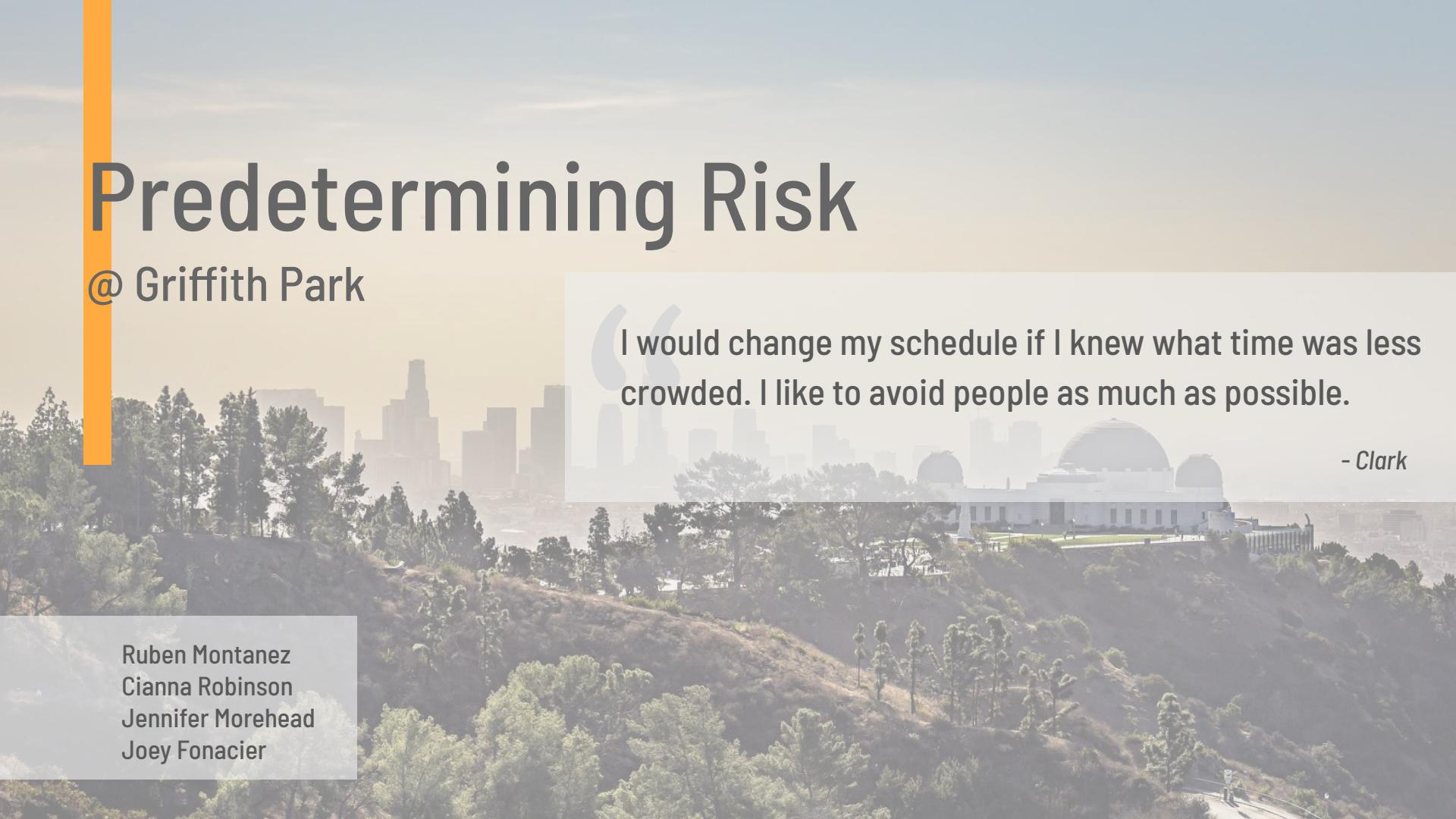


# Predetermining Risk

@ Griffith Park



“I would change my schedule if I knew what time was less crowded. I like to avoid people as much as possible.

- Clark

Ruben Montanez  
Cianna Robinson  
Jennifer Morehead  
Joey Fonacier

The background of the slide features a photograph of a group of people standing on a concrete balcony or terrace. They are looking out over a cityscape under a warm, orange and yellow sunset sky. Some individuals are wearing face masks. The balcony has a metal railing.

01

## KEY INSIGHTS

Derived from on-site observation,  
interviews, surveys, and forums

02

## TARGET AUDIENCE

Personas and journey map  
synthesized from team research

03

## SECONDARY RESEARCH

Comparative and available  
technology research

04

## CONCEPT

Preliminary interactive  
solution offering

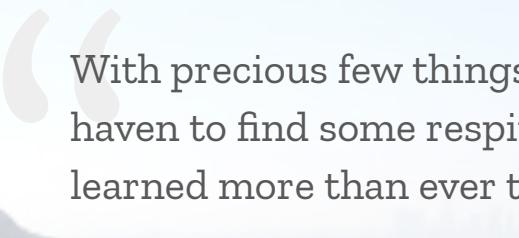
# PROBLEM



We have observed that Griffith Park provides an important outlet for people during COVID-19, but the uncertainty surrounding social distancing and policy is stressful.



How might we help people predetermine COVID-19 risk when visiting Griffith Park to minimize uncertainty and make informed decisions about their visit.



With precious few things open, the parks have been a safe haven to find some respite, health and exercise. We have learned more than ever that parks truly make life better.

-AP DIAZ , Executive Officer, Dept. of Recreation

# INSIGHT 1

People need outdoor spaces like Griffith Park for fitness and mental health but don't know until they arrive how safe they will feel.



You do what you can to be safe but,  
you gotta go outside. You can't just  
be inside all the time.

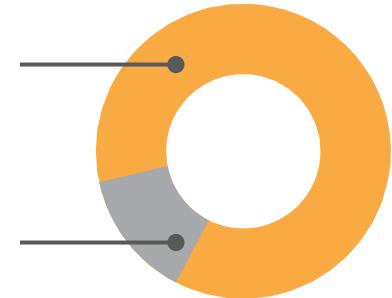
-Brock



Have you ever gone to a public space and felt uncomfortable or unsafe due to Covid-19?

86.7% Yes

13.3% No



*Survey of over 60 Los Angeles Residents*

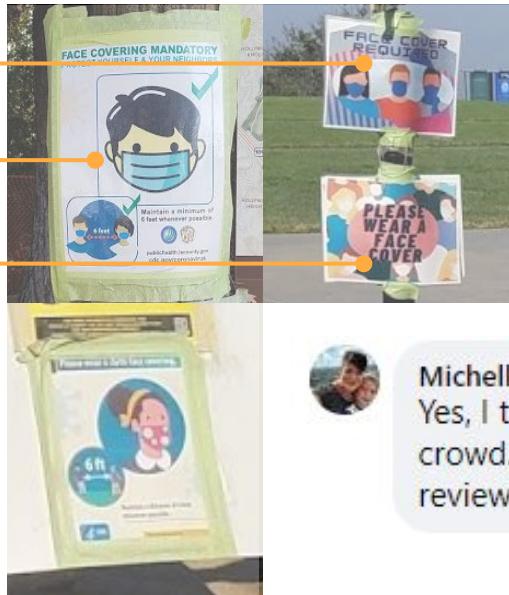
# INSIGHT 2

People use inexact assumptions, strategies, and personal research to determine what outdoor space they will feel safe visiting. *Enforcement of distancing and masks is also inconsistent and inexact.*

REQUIRED

MANDATORY

PLEASE



How will they know if it's too crowded?

They don't really count, they just kind of look -Griffith Employee



Michelle Jones

Yes, I try to time when I go to make sure there's not a crowd. I always do an online search for any recent reviews that might give any indication of that.

FB Pandemic Parents Group Discussion

# INSIGHT 3

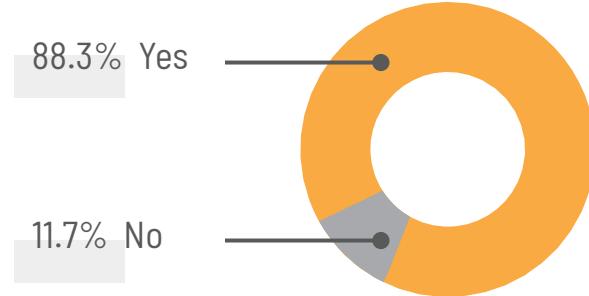
Being safe and feeling safe are different. Choice helps people feel safe. Having information makes people feel comfortable about their choice.

If the survival brain perceives itself to be *helpless, powerless, or lacking control*—the survival brain will likely create traumatic stress



"One way to help regain a sense of feeling safe is to look for choices.  
-sfac.org.uk

Would you be interested in knowing how crowded an area is prior to visiting?



Survey of over 60 Los Angeles Residents

# PERSONA 1

## Brock

**Age:** 26

**Occupation:** Digital Media

**Location:** West Hollywood

**Family:** Single



"I used to go to the gym, but because many were closed, I find myself going outside even more."

Brock tries to be extra safe because he doesn't want his 82 year old grandmother to get sick. He knows it the right thing to do but misses going out to comedy clubs and meeting new people.

### Motivations

Stay fit  
De stress, mental health  
Safe social interaction

### Pain Points

No gyms are open  
Uncertainty of crowds is stressful  
Can't meet new people when social distancing

### Outdoor Activities

Taking Kids to the Park  
Hiking  
Camping

### Covid Comfort



### Frequently Used Apps



Tinder

Tiktok

VSCO

# PERSONA 2

## Monika

**Age:** 42

**Occupation:** Project Manager

**Location:** Burbank

**Family:** Married, two kids



Monika is struggling to juggle full time work and distance learning for her kids. She is sick of being in front of a screen all day and misses meeting up with other families.

### Motivations

Get kids to exercise  
De stress, mental health  
Get out of the house

### Pain Points

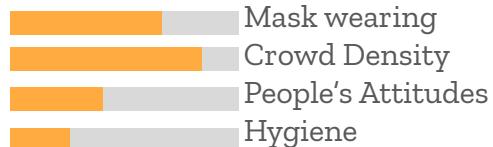
Kids have trouble social distancing  
  
Strategizing safe places to go is time consuming

“We went camping and hiking last weekend.  
.. Nature soothes the quarantine soul.”

### Outdoor Activities

Hiking  
Running  
Camping  
Walking Dog

### Covid Comfort



### Frequently Used Apps

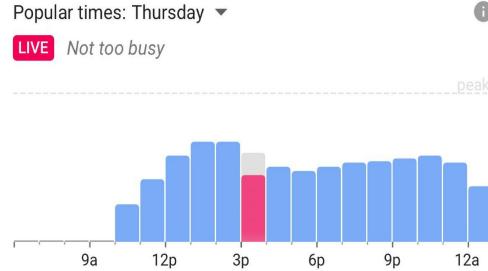


# JOURNEY MAP

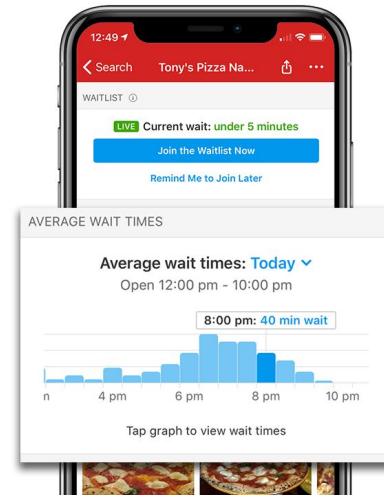
	Motivation	Idea	Fears	Action	Reaction
<b>Experience</b>	<p>After two days spent in doors working from home, both Monika and her two young children begin to feel restless.</p> 	<p>It's a lovely day outside so, Monika decides to take the children out for a hike.</p>	<p>Monika spends an hour getting the kids ready. She fears it will be too crowded to go and that she's wasted a day attempting this trip.</p>	<p>Monika gets to Griffith Park and sees a crowded parking. Her fears come alive. She sees crowds of people with no masks and not social distancing.</p>	<p>Monika turns around and forms a new game plan. The kids are confused and sad over their cancelled plans.</p>
<b>Emotions</b>	 Restless	 Excited	 Stressed	 Annoyed	 Disappointed
<b>Needs</b>	A place to go consistently for outside activity	To know she can safely take her kids on a hike	To know how safe an area is prior to visiting	A way to avoid crowded areas	A backup plan for when a place is too crowded
<b>Ideas for Improvement</b>	Give the ability to find places to go to prevent restlessness	A site to search open and safe hiking trails	Give Monika the ability to see how crowded the place in prior to putting in the effort.	Show an accurate count of how covid safe an area is	Give Monika the ability to quickly change game plans, via information about the site prior to going there

# COMPARATIVE RESEARCH

## Google Popular Times



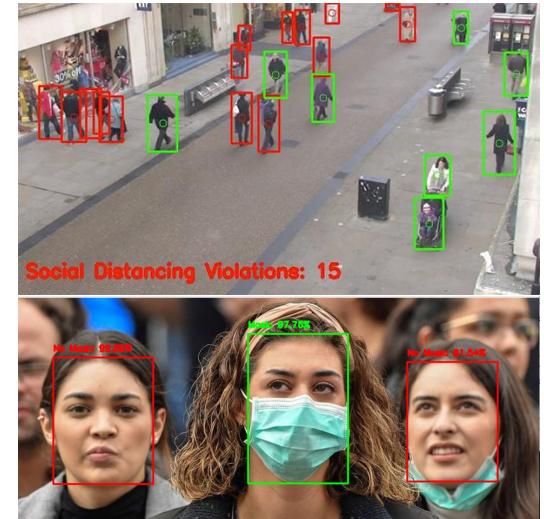
## Yelp Average Wait Times



People want this information

Bar graphs aren't the best visualization of real world density

## Emerging Technology

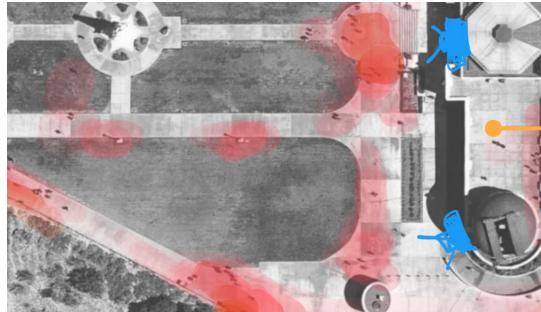


Emerging tech is tackling social distancing solutions

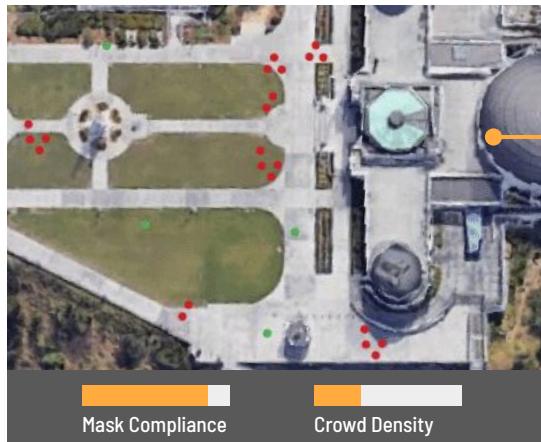
# CONCEPT



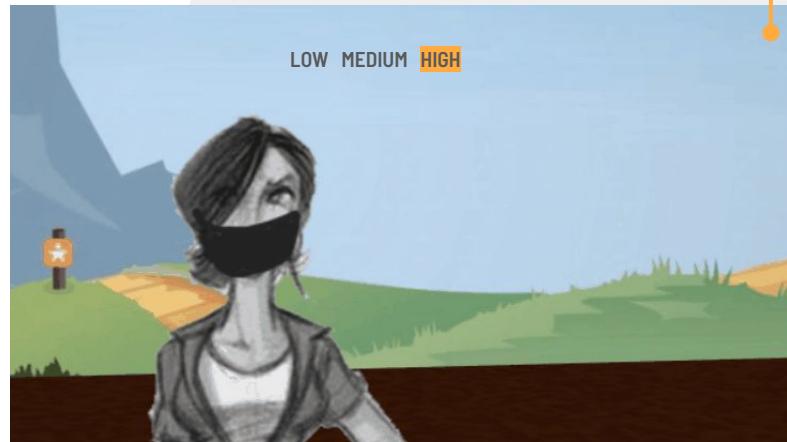
## Metrics *Data Visualization*



real time density  
heatmap

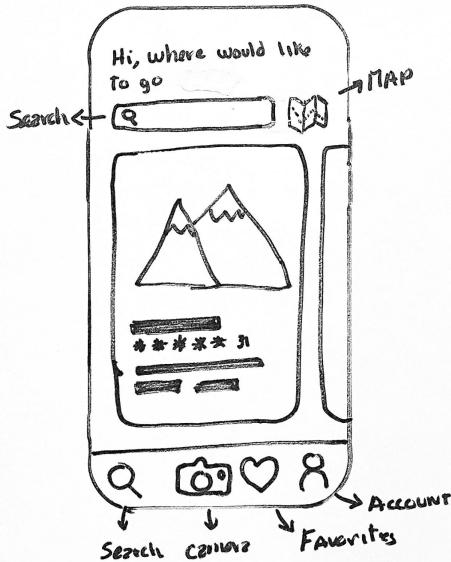


## Feelings *Data Simulation*



# CONCEPT

## Search & Suggest



## Suggested Area

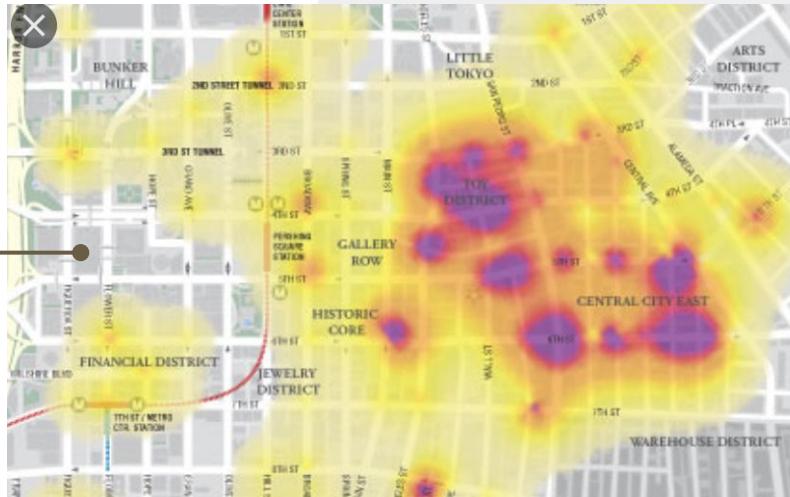
This area is 70% less populated.

## Directions

## **Area Pinned for 1 Hour(s)**

We'll Monitor Activity and Let You Know if Anything Changes!

## Pinned Areas & Notifications



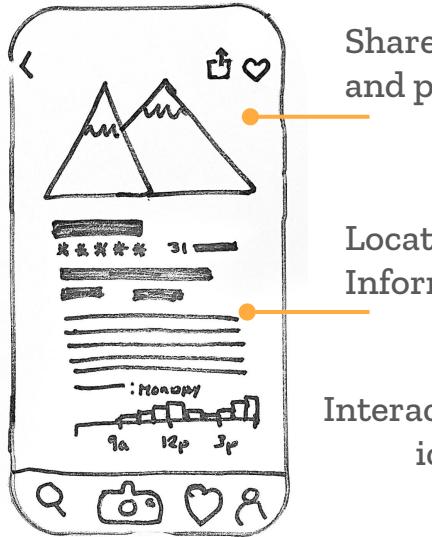
## **Alert!**

Pinned area is now 15% more populated  
Keep Pinned Suggest New Area

# CONCEPT



## Location Info & Sharing



Share experience  
and pictures.

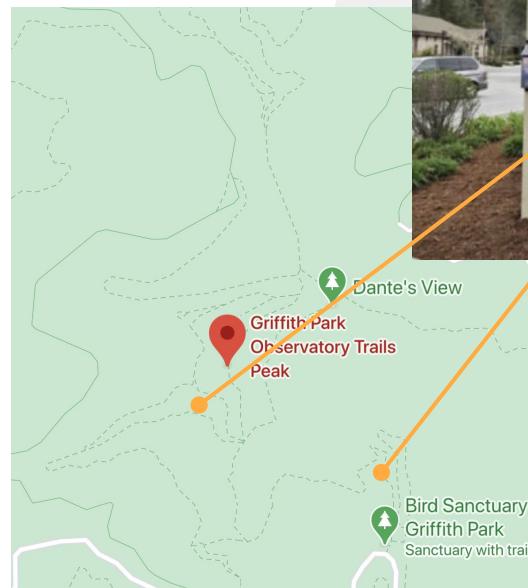
Location  
Information

Interactive  
icons



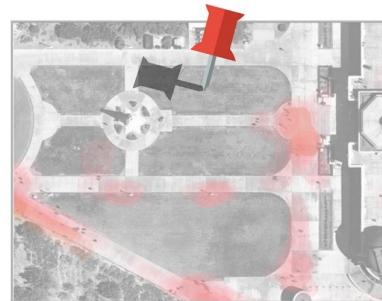
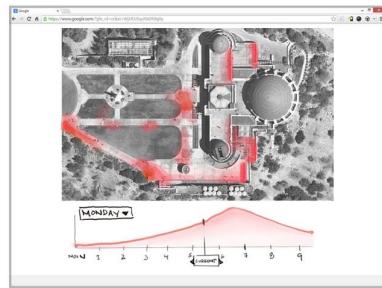
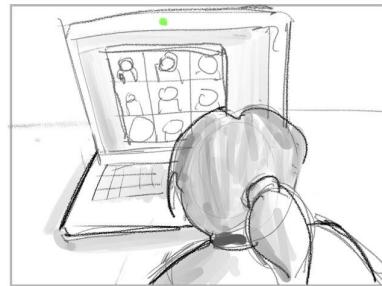
## Kiosk

Majority of parks  
don't have good signals



Information about  
how crowded the  
park is

# STORYFLOW Monika



# STORYFLOW

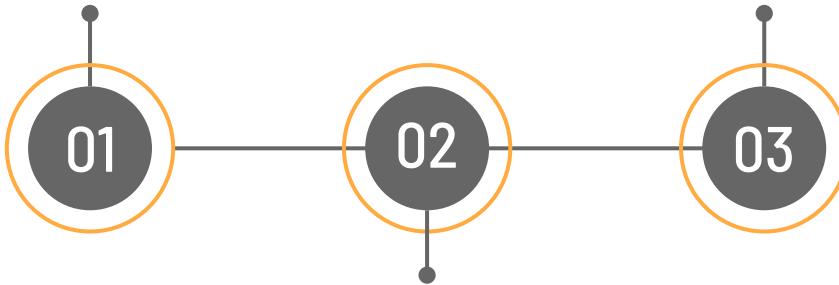
Monika



# NEXT STEPS

## Low Fidelity Prototype

Create interactive digital wires for mobile, web and kiosk simulation



## High Fidelity Prototype

Update prototype fidelity and incorporate insights from testing

## User Testing

Gain insight into the most useful way to deliver and visualize crowd and safety information

# THANK YOU

- ◀ Presentation template by [Slidesgo](#)
- ◀ Icons by [Flaticon](#)
- ◀ Bkgd Image [Freepik](#)

