



Know Before You Go

How Might We...

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



01

Research

Key Insights,
Comparative Analysis,
Stakeholders

02

Ideation

Personas, Journey
Map, Density
Simulation

03

Concept

Feature Overview,
Prototype

KEY INSIGHT

88.3%

Have gone to public space
and felt uncomfortable or
unsafe during during the
COVID-19 pandemic



86.7%

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

Survey of over 60 Los Angeles Residents

KEY INSIGHT



How do you show crowd density?

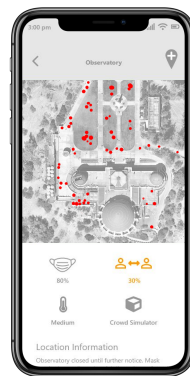
KEY INSIGHT



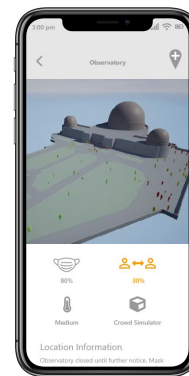
Security Cam Images



Density heat map



Points Data



Interactive 3D Model



AR Simulation 2D

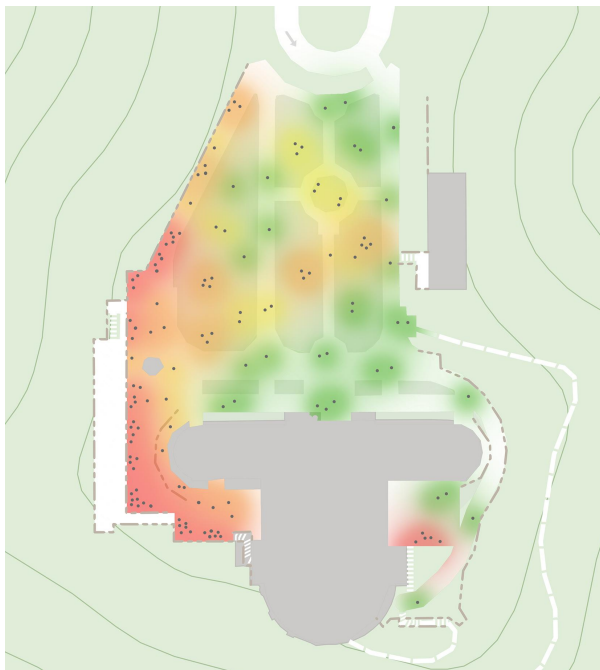


AR Simulation 3D



3D VR Simulation

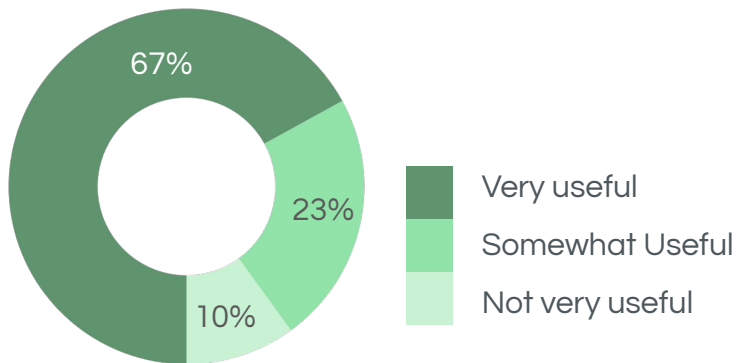
How do you show crowd density?



KEY INSIGHT

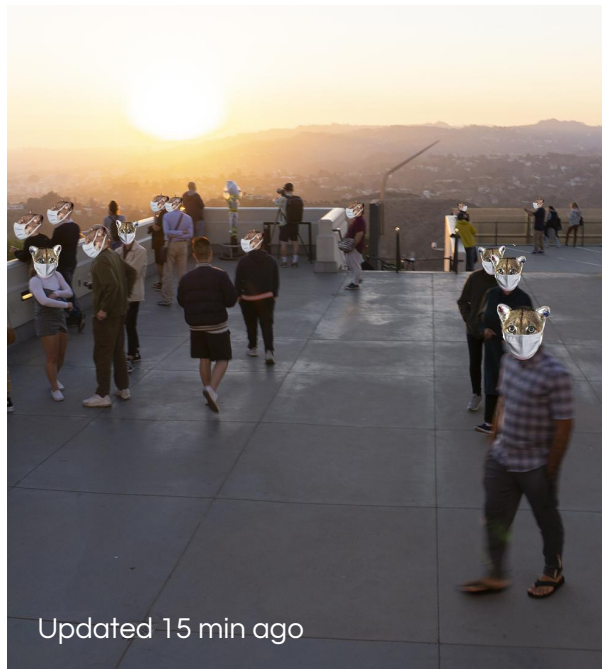
"Shows the distribution of people very clearly and many people already use this design in areas such as transport."

-survey response



Survey of over 60 Los Angeles Residents

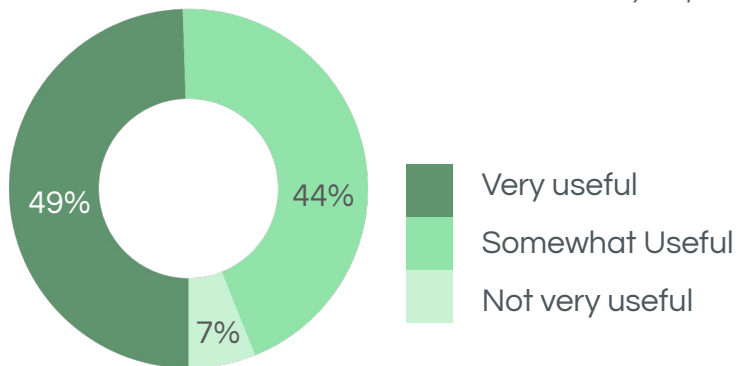
How do you show crowd density?



KEY INSIGHT

"I am used to looking at camera feeds and it is reassuring to know it is real time (or close to real time). Also with video you can see people spaced out"

-survey response



Survey of over 60 Los Angeles Residents

COMPARATIVE ANALYSIS

Online Search & Forums

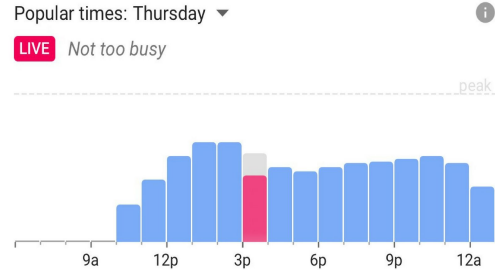


Michelle Jones

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 an indication of that

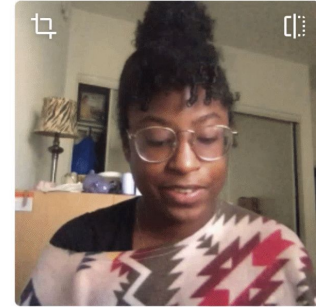
Unreliable and inefficient

Google Popular Times



Typically for business and indoor spaces

AI + Smart Camera



Output



New technology being implemented

STAKEHOLDERS



Department of Parks and Rec

Goal: Keeping parks open
and follow safety standards

Value Proposition: Helping
people self regulate crowd
sizes



Friends of Griffith Park

Goal: Preservation of the
land and educating visitors

Value Proposition: Crowd
regulation helps to keep the
park open for programs



Local LA Residents & Visitors

Goal: Get outside for mental
health and fitness

Value Proposition: Help them
feel comfortable to get
outside safely

Pain Point

uncertainty of crowds is stressful



"Nature soothes the quarantine soul."

MONIKA

Age: 42

Occupation: Project Manager

Location: Burbank

Family: Married, two kids

PERSONAS



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

BROCK

Age: 26

Occupation: Digital Media

Location: West Hollywood

Family: Single

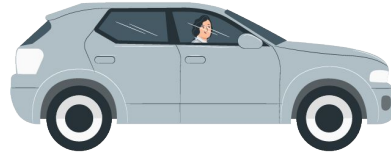
JOURNEY MAP



Stress

After a stressful week, Monika hopes to recharge outside over the weekend

1



Anticipation

The next day she packs some snacks and drives 40 minutes in LA traffic to Griffith Park

2

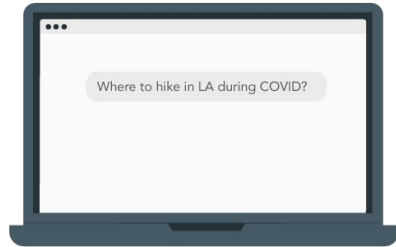
3

4

5

Frustration

Monika turns the car around and heads home, frustrated and disappointed



Curiosity

She looks online for ideas of a safe place to take her family

Fear

She sees the crowds and realizes she doesn't feel safe



Opportunity: Offer crowd metrics for planning outings

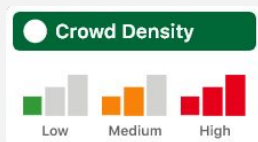
Opportunity: Offer crowd simulator to anticipate feeling

CONCEPT

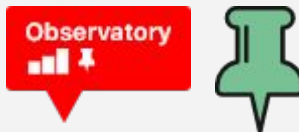
A mobile app that provides crowd density data about areas of Griffith Park and monitors changes at pinned locations.

CONCEPT OVERVIEW

Crowd Density Metrics



Pin & Notify



Trip Planner



Density Simulator



Location Information



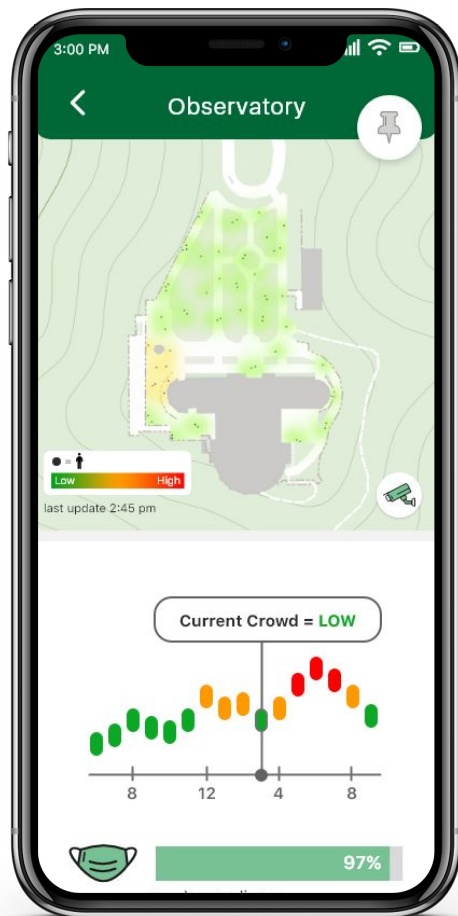
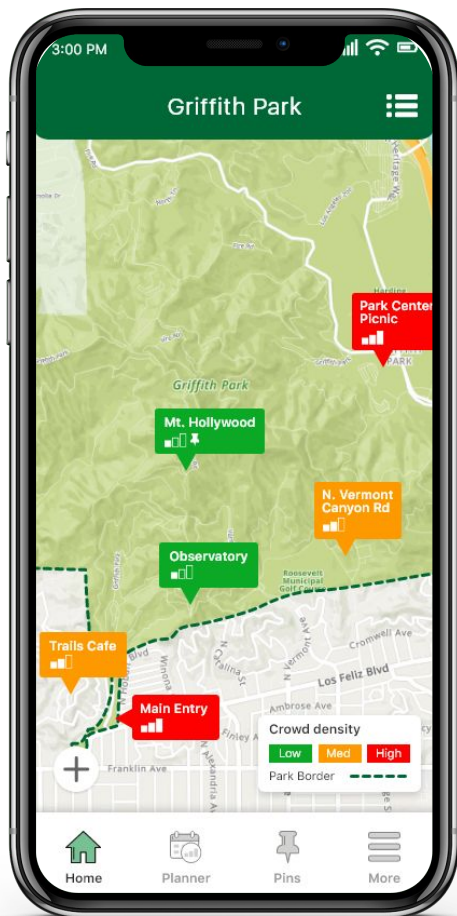
Parking



Rideshare



Bike Racks



PROTOTYPE WALKTHROUGH

[Prototype Link](#)

SUMMARY

- Each person has their own perception of comfortability
- Crowd visualizations help people feel confident to make safe choices
- People would use this app not only for Griffith Park, but for all recreational places





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

Thank You

Jennifer Morehead, Joey Fonacier, Cianna
Robinson, Ruben Montanez

Deck Icons by Slides Go, Illustrations by Storyset.com

