



Make Rembrandtplein a destination for  
**Locals**



Facilitate mutual acceptance between  
**Tourists and Locals**



## PROTOTYPE EVALUATION

### POSITIVES

- > Aesthetically pleasing
- > **Appealing to families and children**
- > Peaked interest of those in the area
- > Started conversations between participants (in some cases)
- > **Provided entertainment - good for people watchers**
- > participants felt it was enjoyable

### IMPORTANT LESSONS FOR STRATEGY

- > Disjointed link between games/data visualization (These serve different user groups)
- > **Invasive and a public nuisance** at times (popping balloons)
- > People didn't realized that it was free a
- > Limited in approaching people, **failed to attract locals, and the majority at the square**
- > No instructions on how to engage with design
- > **Unsuccessful and unclear message of visualization.**

### NEGATIVES