

HOP-

HongKong Park



Design By

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SICLE

Bicycle



HUNT

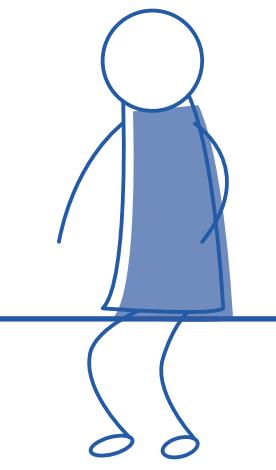
Game



01

Research Recap

methods, sources, insights





Online Research

Observation

Interview

RESEARCH SOURCE

RESEARCH PARTICIPANTS



Come to the park more than once a month;
Do some activities in park, not just pass by;
Be willing to visit the park again.

5 Families

2 Joggers

5 Cyclists

2 Crews in the park

FOCUSED USERS

Fun-loving Flocks: Families (with young kids)

WHY?

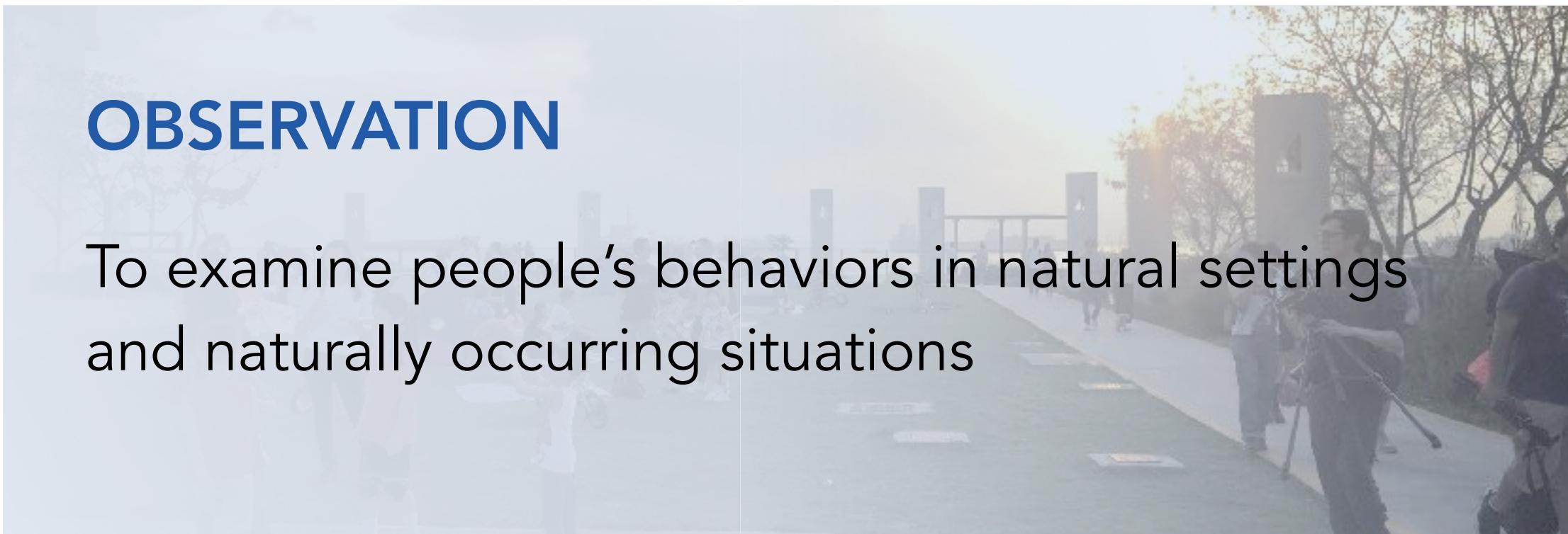
Families have wider variety of needs&concerns in park.

Families have wider interaction with the environment.

RESEARCH METHODS

OBSERVATION

To examine people's behaviors in natural settings and naturally occurring situations



AD-HOC INTERVIEW

To gather specific scenarios, emotions, concerns, processes of cycling & entertainment in parks



DESKTOP RESEARCH

To see how other cities' (NYC, Singapore) efforts in creating bike-friendly environment



IN-DEPTH INTERVIEW

To understand people's feeling&experience with biking, and the meaning and value of biking in HK



01 OBSERVATION

- 📍 Kwun Tong Promenade (potential site for Pilot Project)
- 📍 West Kowloon Cultural District (where biking is allowed and bike rental service is available)
- 🕒 Weekdays & weekends: 9AM-6PM
- 👤 Park users: 'Fitness Regulars' (people who exercise regularly in the park);
'Lovebirds' (couples dating in the park);
'Fun-loving Flocks' (families, groups of friends, and pets)
- ☒ Observe what people actually do in the parks
 - How people interact with other people;
 - How people interact with environment.



02 AD-HOC INTERVIEW



- 📍 Kwun Tong Promenade (potential site for Pilot Project)
- 📍 West Kowloon Cultural District (where biking is allowed and bike rental service is available)

- ▣ Getting to know our “audience”:
 - Their opinions about bikes and sharing space with bikes;
 - Their experience in sharing the space with other users
- ▣ Find their interests, running through some themes/ideas.

- ?] Current situations
 - Opinion on biking
 - Feeling of “share-use” concept
 - Mood board



03 IN-DEPTH INTERVIEW

We held in-depth interview with several bikers who love biking and have biking experience in HK.

- 👤 Have experience of biking

WE INTERVIEWED:

1 cyclist (serious biker)

3 cyclists (leisure biker)

- 🏁 Getting to know people's feeling & experience with biking
Helping us to understand the meaning and value of biking in HK

- 💡 Biking experience

Biking memory

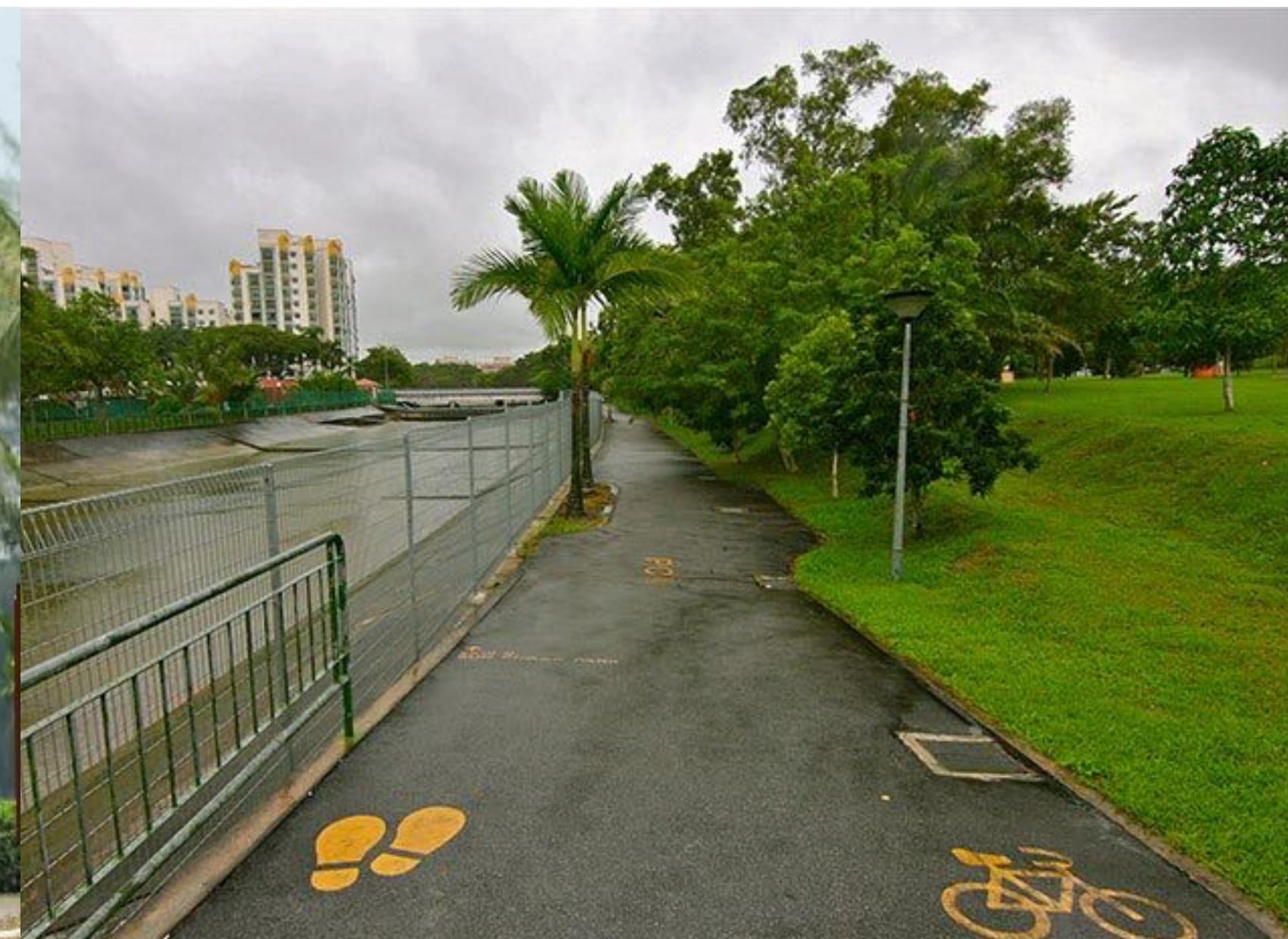
Feeling&opinion of biking

04 DESKTOP RESEARCH

We do case study research to get more inspiration about how to make the “share-use” concept in real life.

📍 Park Connector Network, Singapore

Meandering through the heartlands, the Central Urban Loop gives visitors a glimpse into the urban green spaces in Singapore. This loop connects many iconic regional towns, provides direct access to several popular parks, and serves as a link to the Eastern Coastal Loop and the North Eastern Riverine Loop.



Tips for a safe and enjoyable trip

For all users

- Hydrate before any physical activity.
- Bring along your handphone, in case of emergency.
- Follow all traffic rules and observe the advisory reminders.
- Look out for other cyclists and pedestrians.
- Keep to the left side of the track.
- Clean up after your pets and keep them leashed.

For cyclists

- Wear helmets that fit well.
- Switch on your front and rear lights when it is dark or visibility is poor.
- Keep within the speed limit of 15km/h and give way to pedestrians.
- Dismount and push your bicycle where necessary.
- Practise safe cycling, do not brake or swerve your bicycle suddenly.

INSIGHTS

01

Kids see *more possibilities* in how the space and facilities can be used. They enjoy the park by *customizing* their own experiences.

02

When using a shared facility, people tend to have a "*me against the world*" mentality, lenient to oneself, strict toward others.

03

People go to the park to *escape* their daily routines. They tend to be more open to explore new activities and unique experiences, more communal than individual.

04

There's a nostalgic aspect to biking because biking is a childhood memory shared by many.

05

Kwun Tong Promenade design and location has an underlying theme of *old Hong Kong* memories.

Customize experience

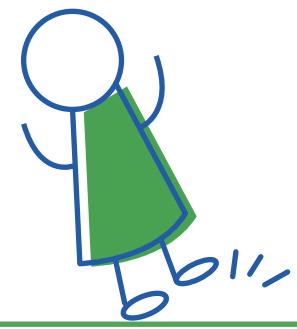
Collaborate activity

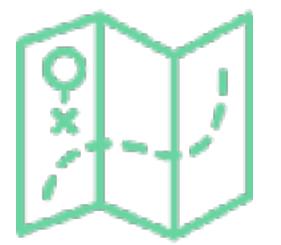
Escape the mundane

Evoke nostalgia

02

Ideation + Testing





Journey Map



Brainstorm



Storyboard

CUSTOMER JOURNEY

Browse online
Find out events



CUSTOMER JOURNEY

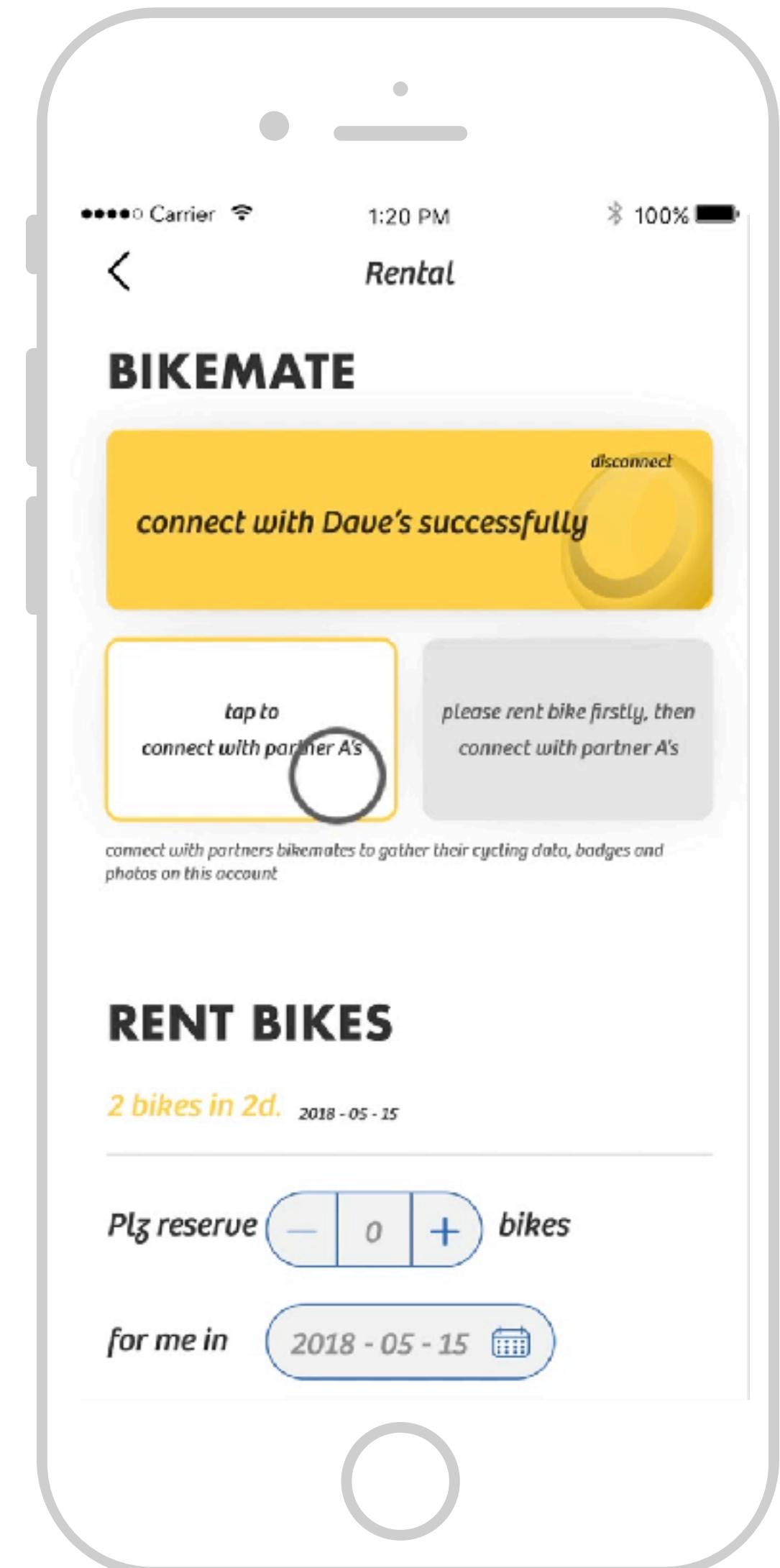
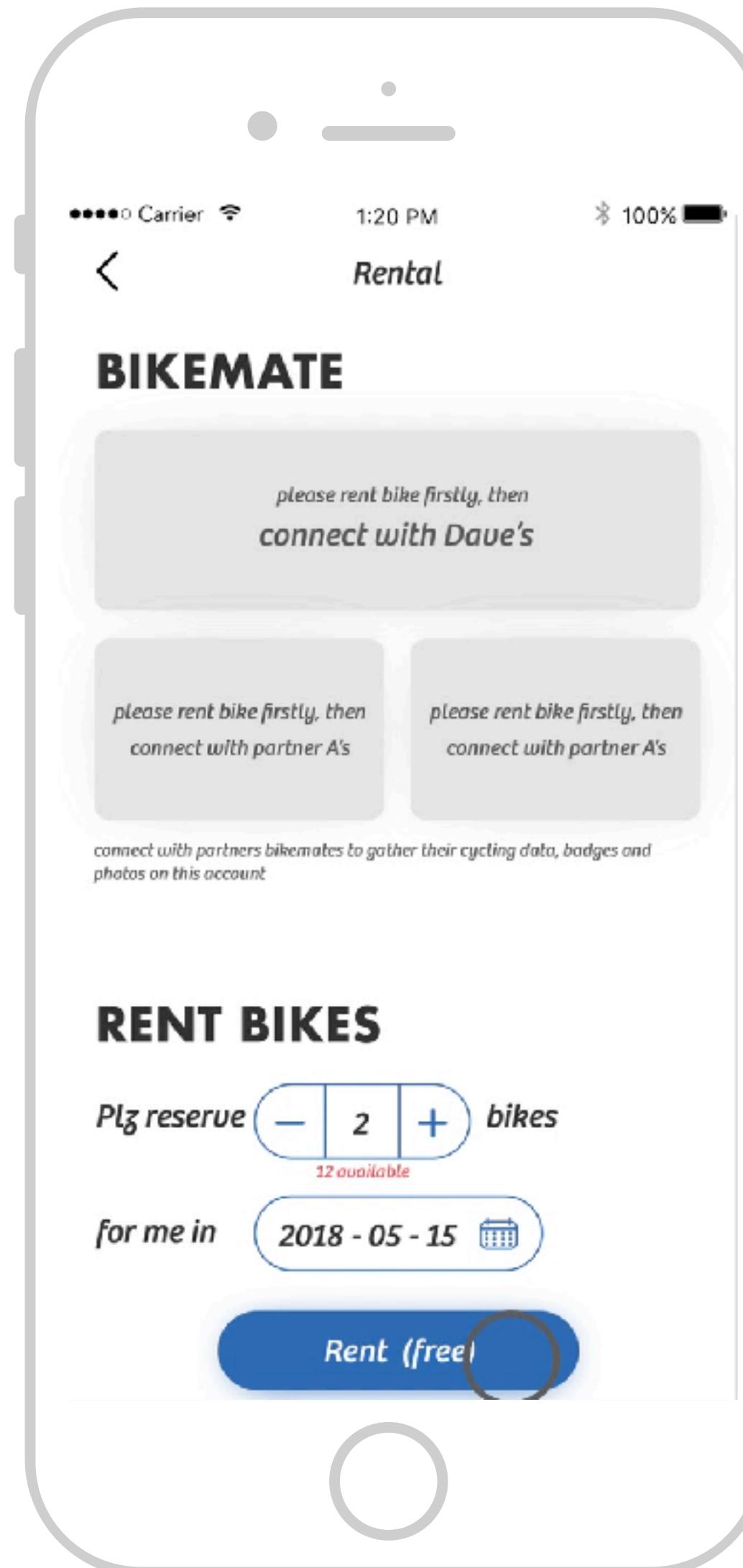
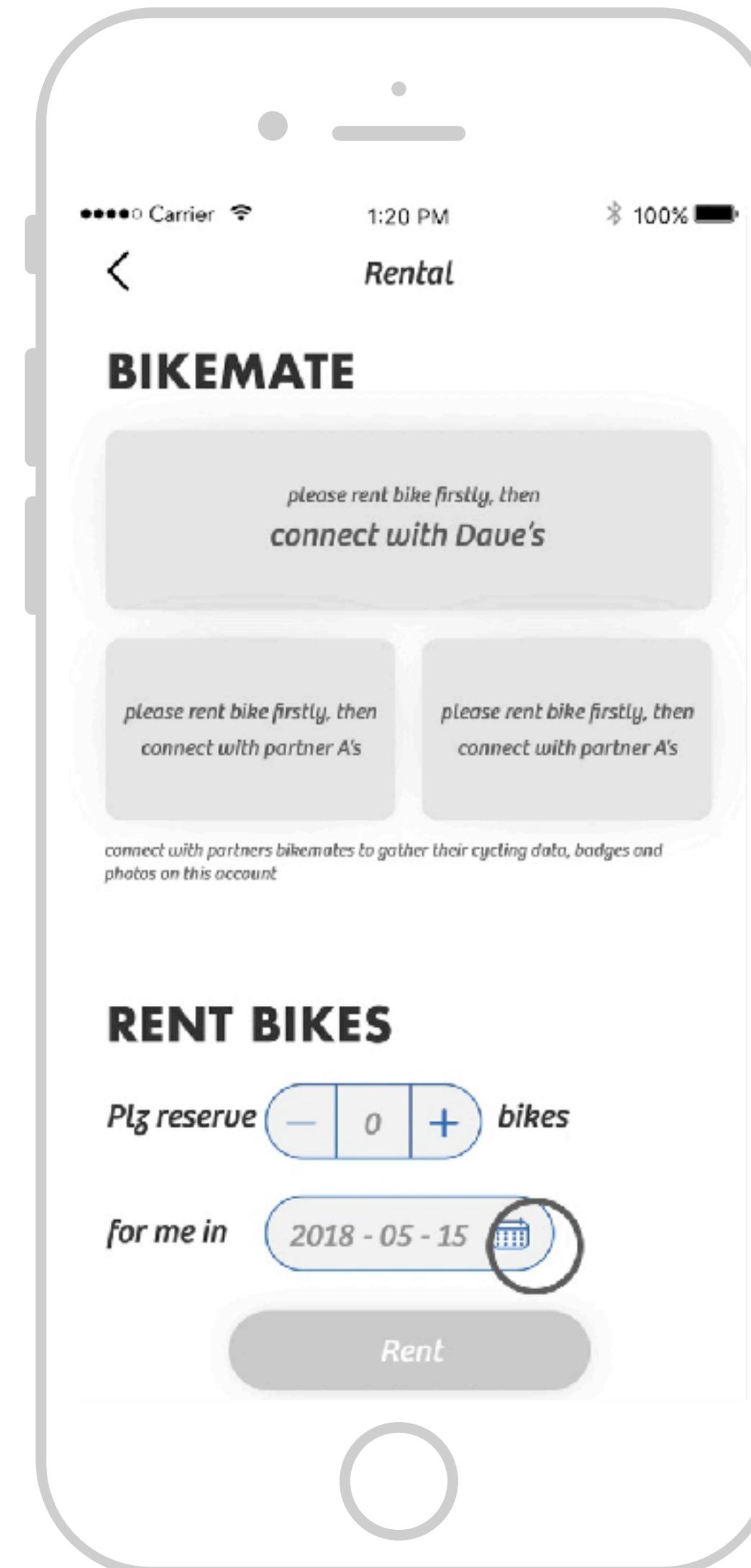
Browse online
Find out events



Booking bikes
on web/APP



Booking bikes on web/APP



CUSTOMER JOURNEY

Browse online
Find out events



Booking bikes
on web/APP



Transport to
bike booth

CUSTOMER JOURNEY

Browse online
Find out events



Booking bikes
on web/APP



Transport to
bike booth



Get/rent bikes

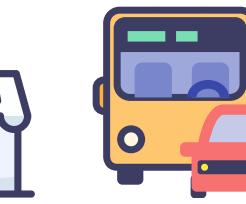


CUSTOMER JOURNEY

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Transport to
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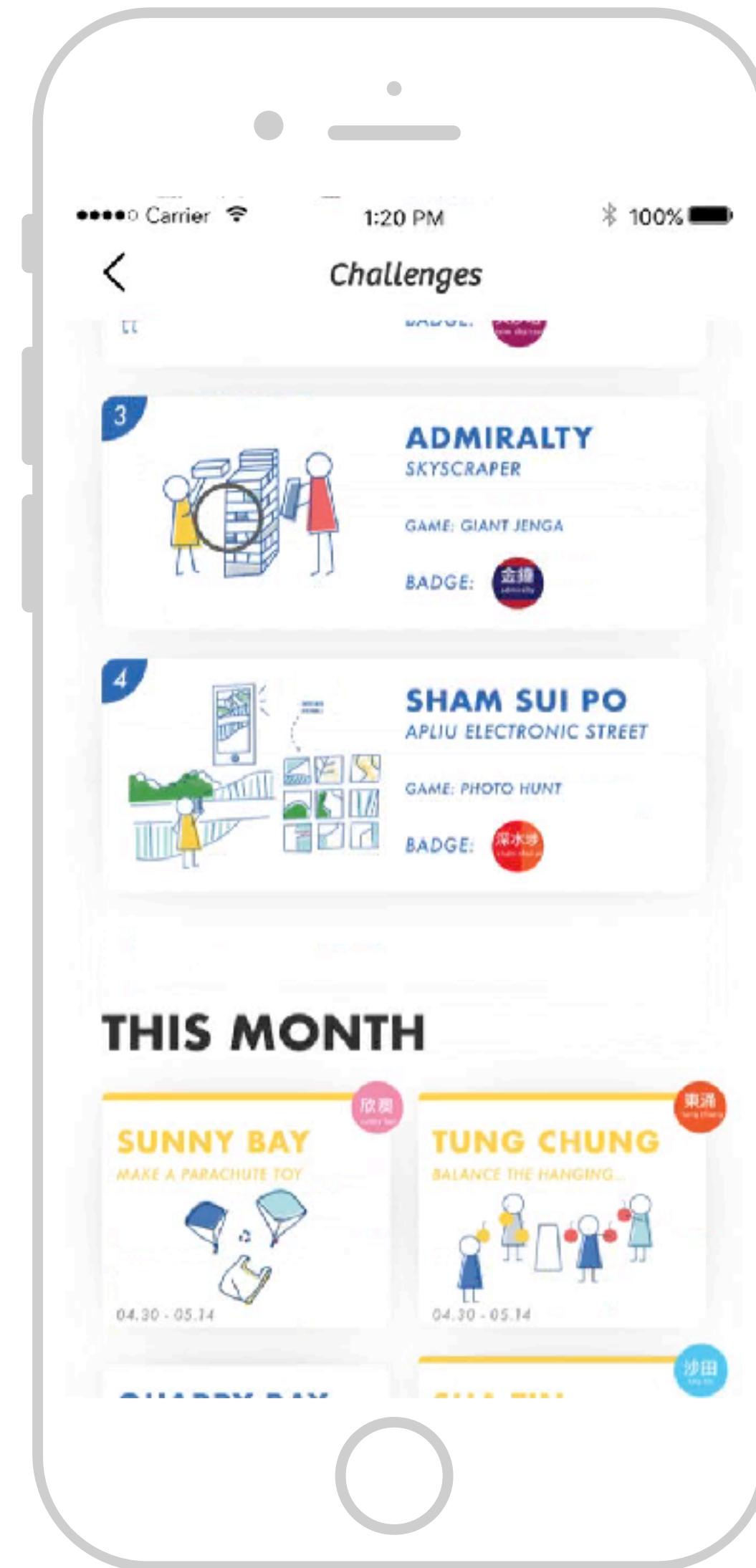
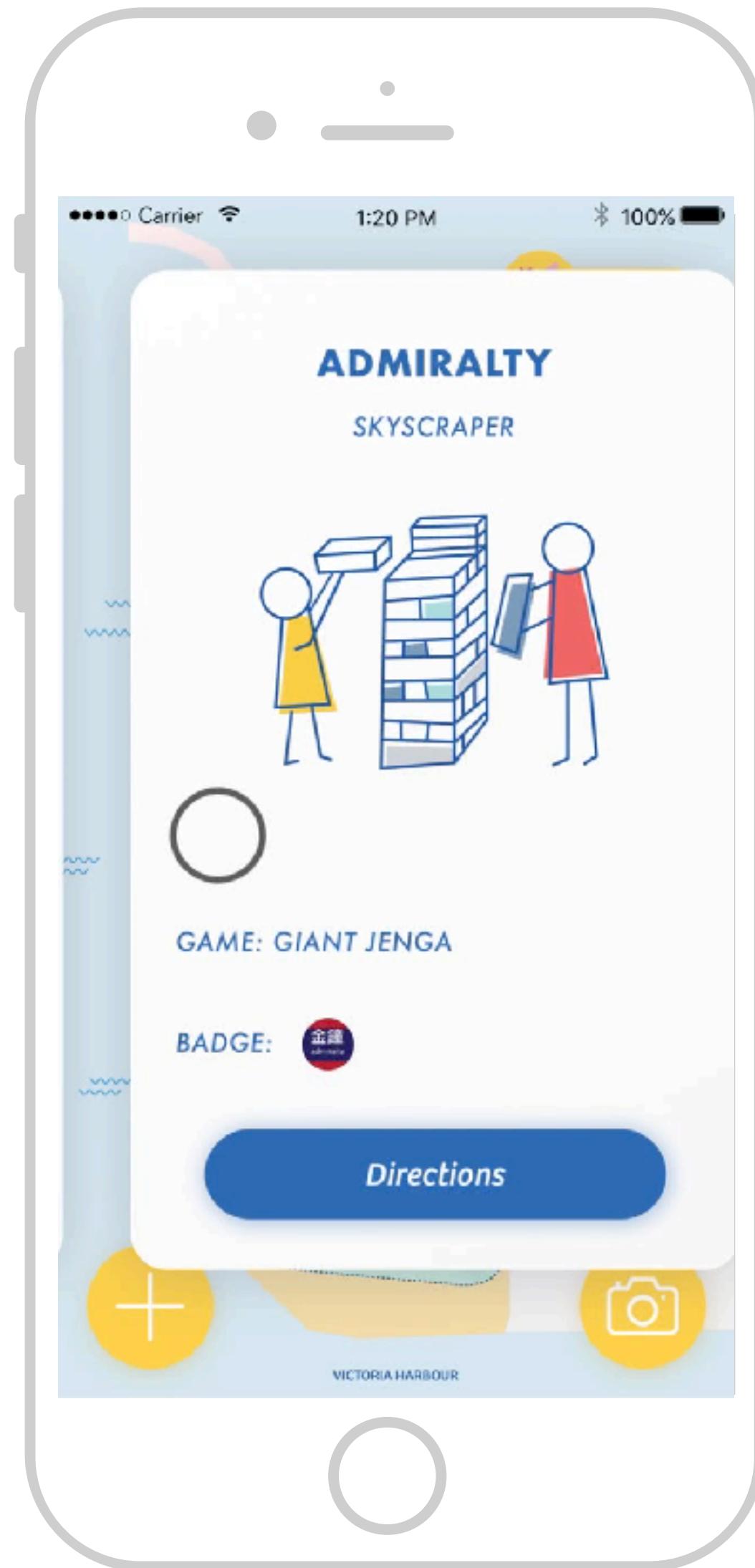
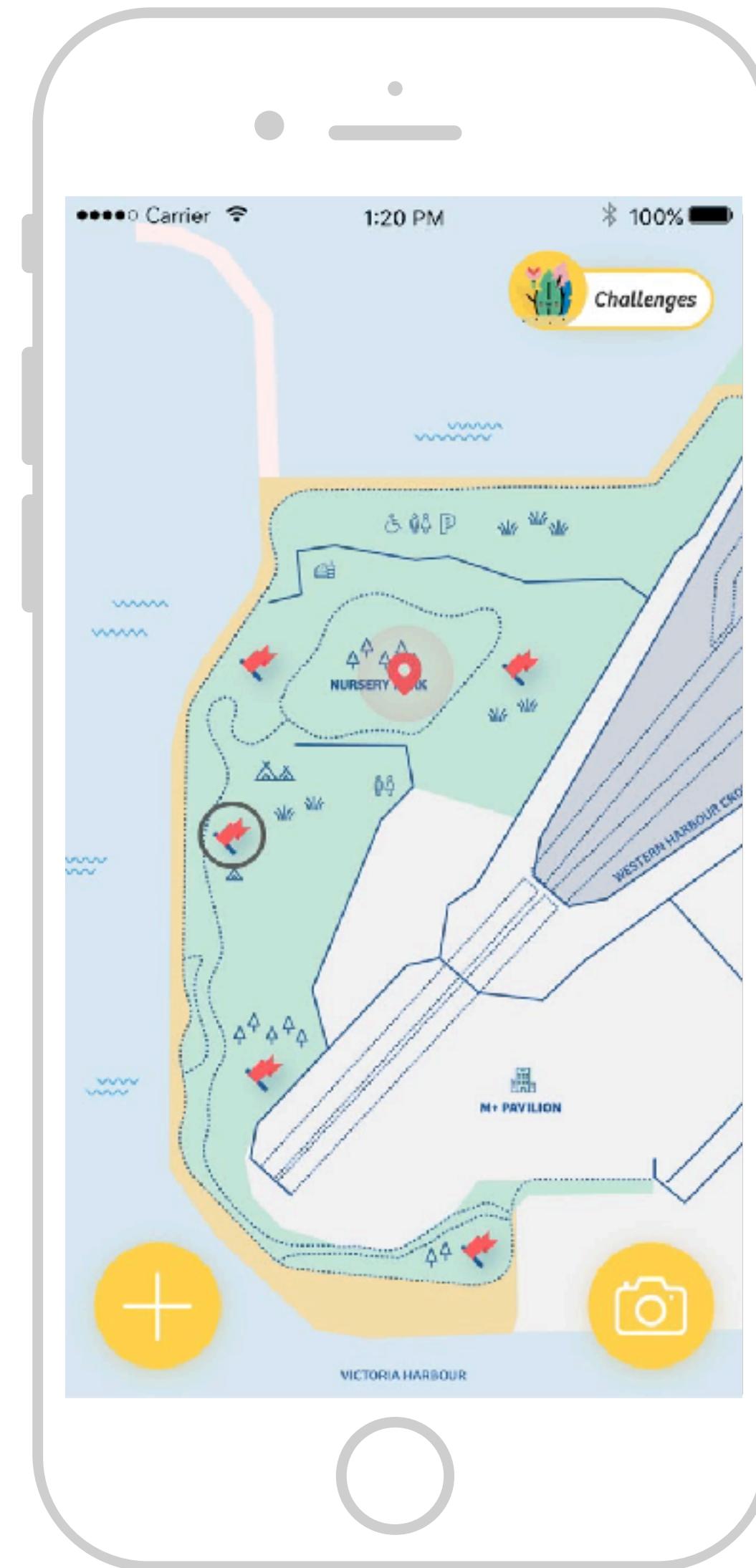
Get/rent bikes



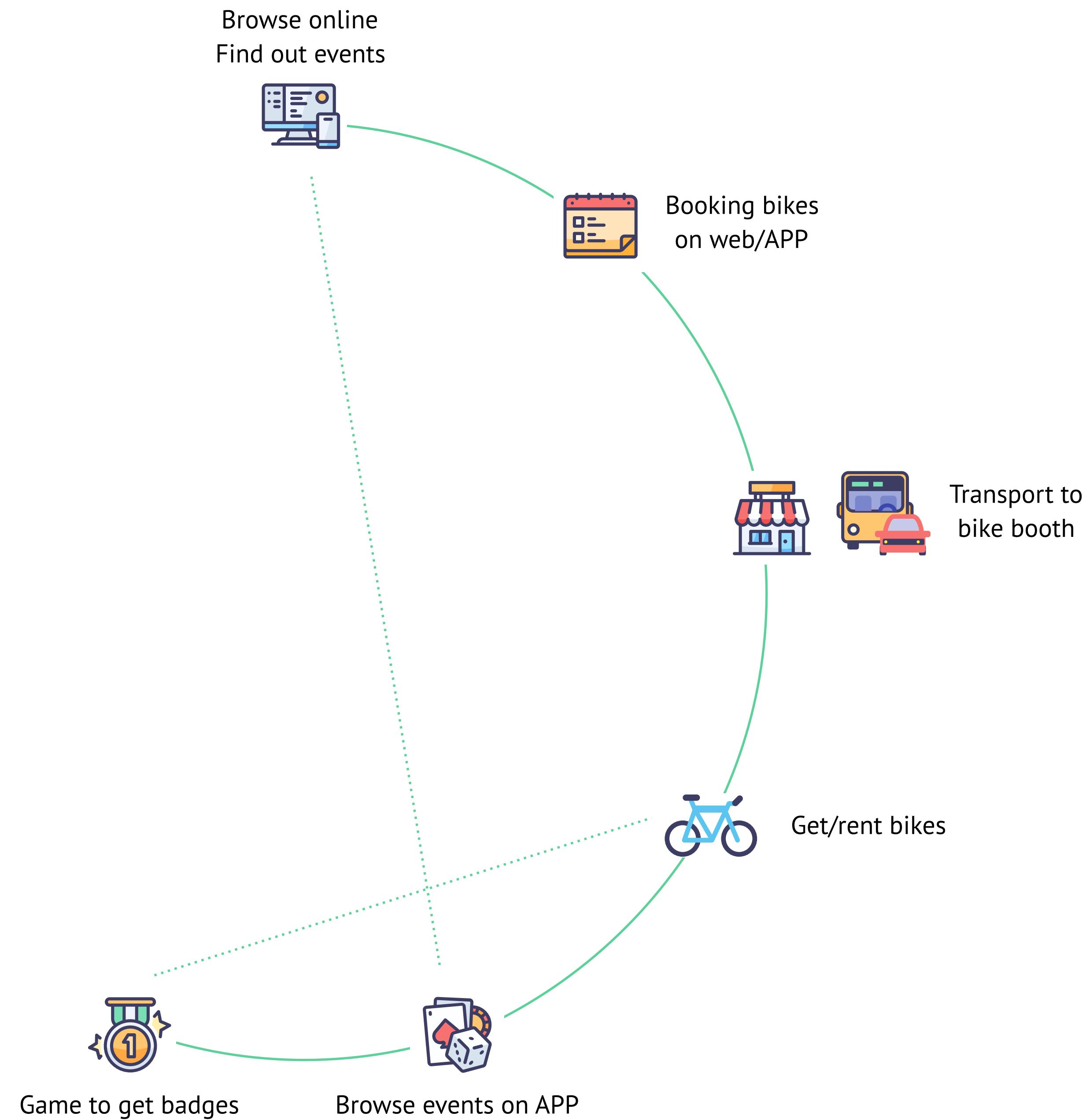
Browse events on APP



Browse events on APP



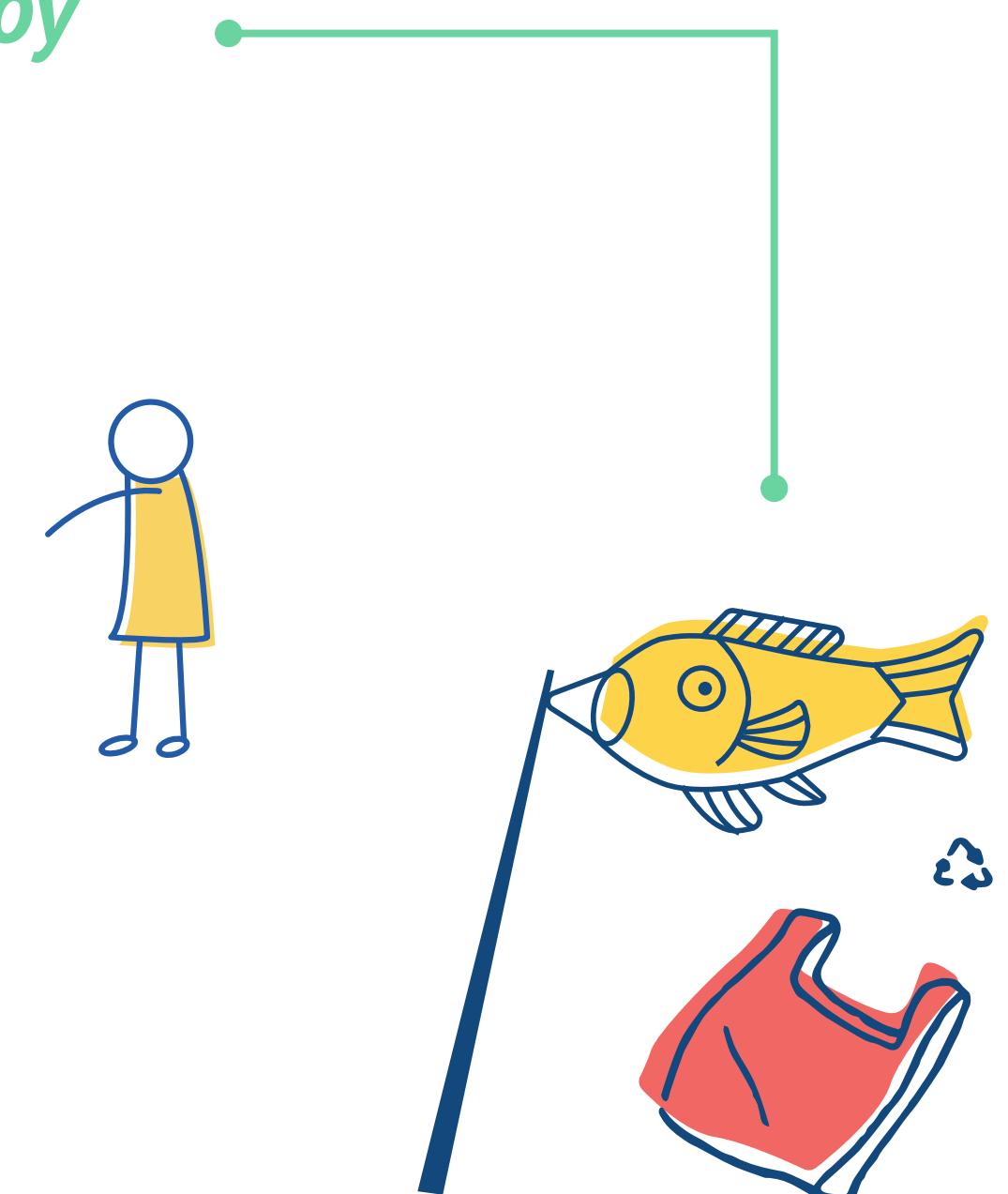
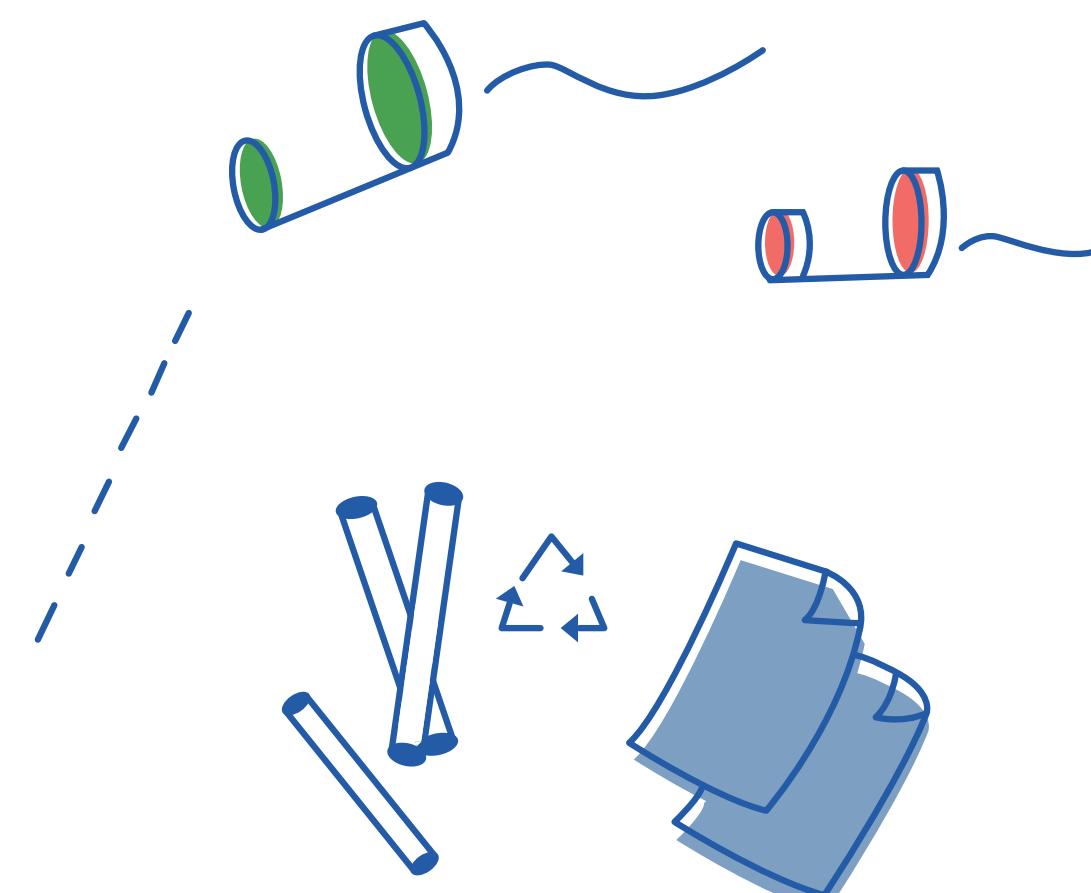
CUSTOMER JOURNEY





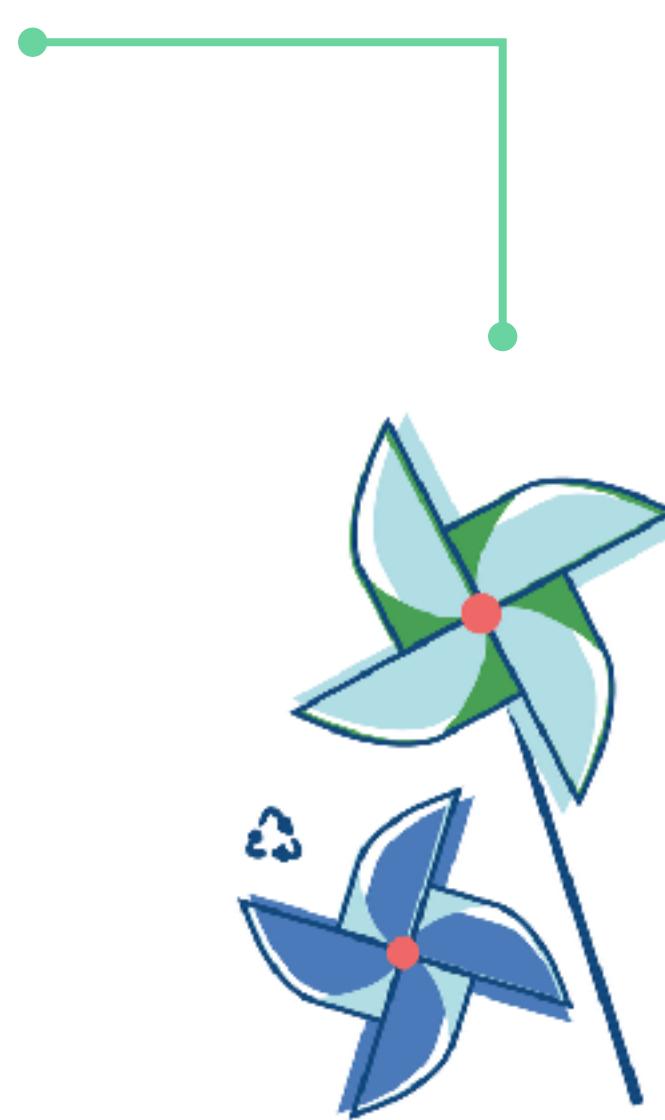
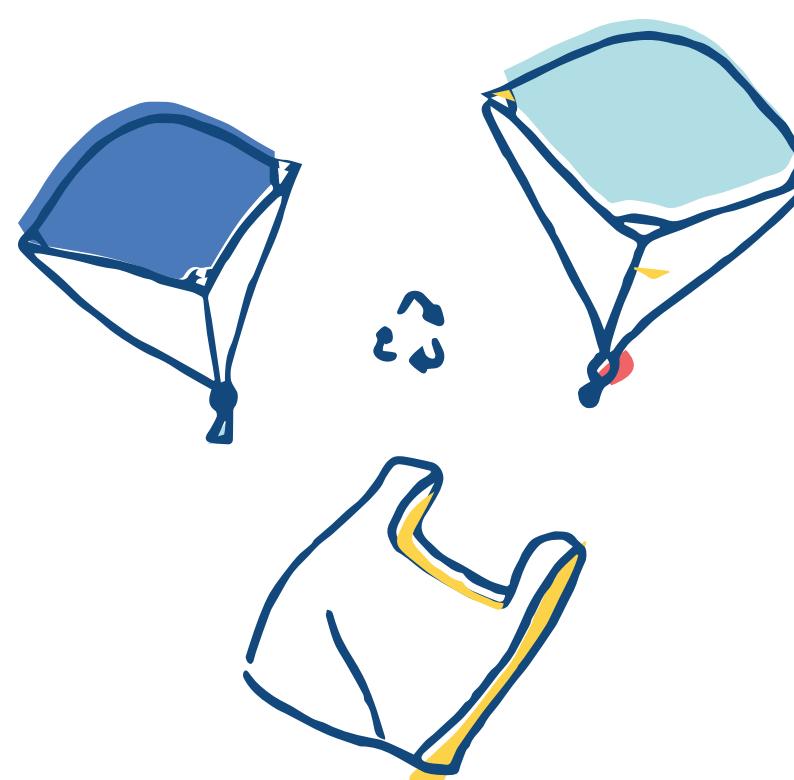
Game to get badges Recycle workshops

01 Make a parachute toy



02 Make a carp kite

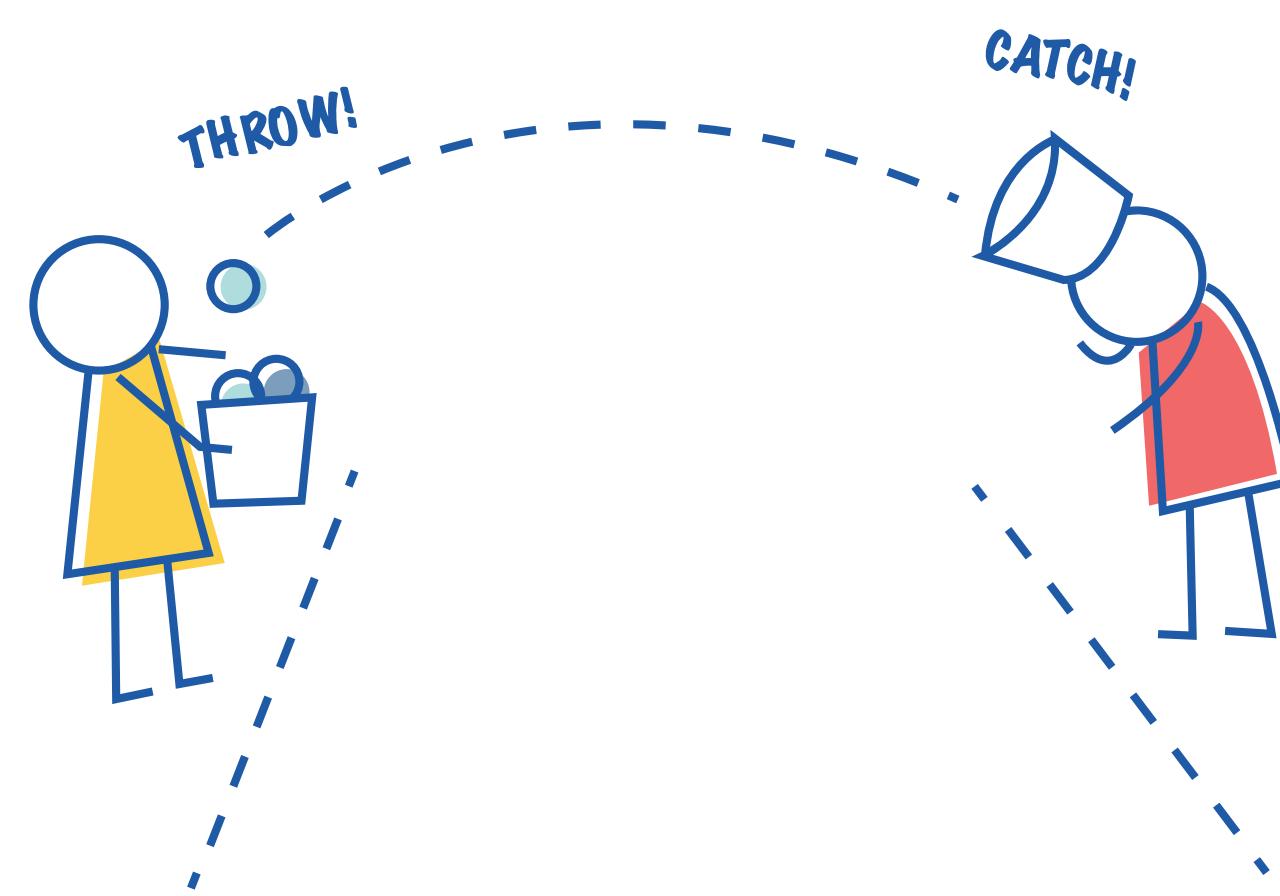
03 Make toy airplane + race



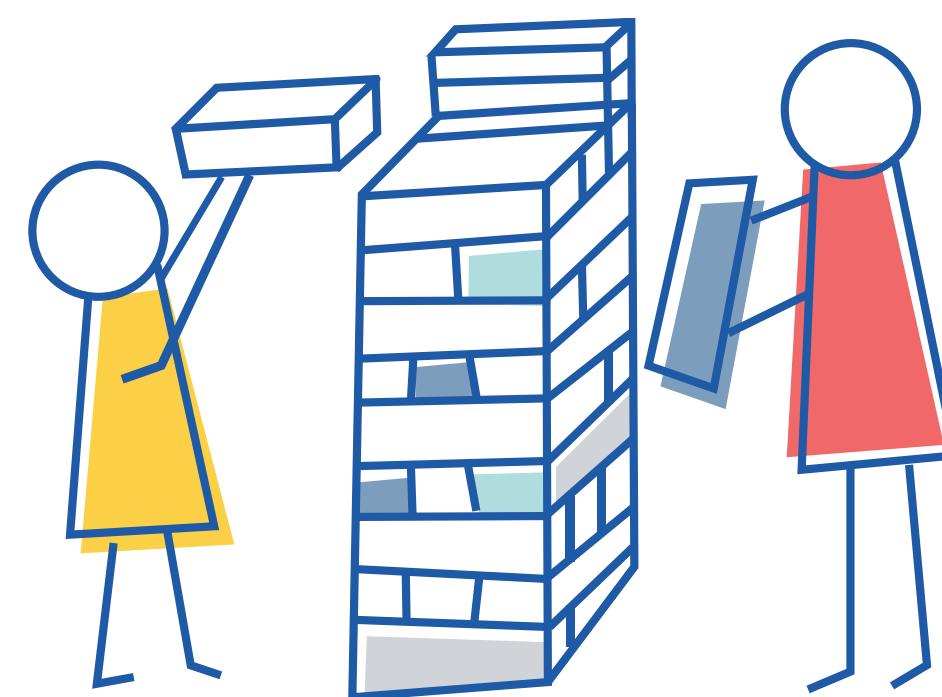
04 Make a pinwheel



Game to get badges Education Games



05 1 portion of fishball



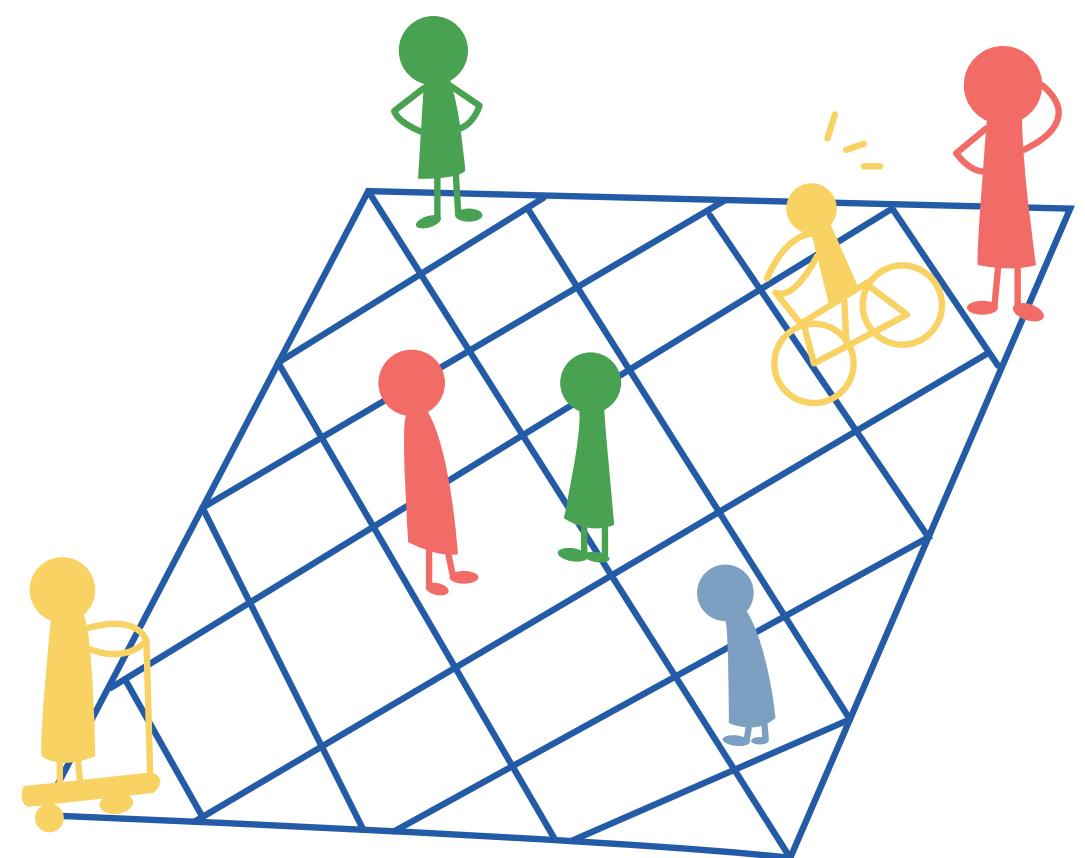
06 Giant Jenga



07 Empty the box by shaking body

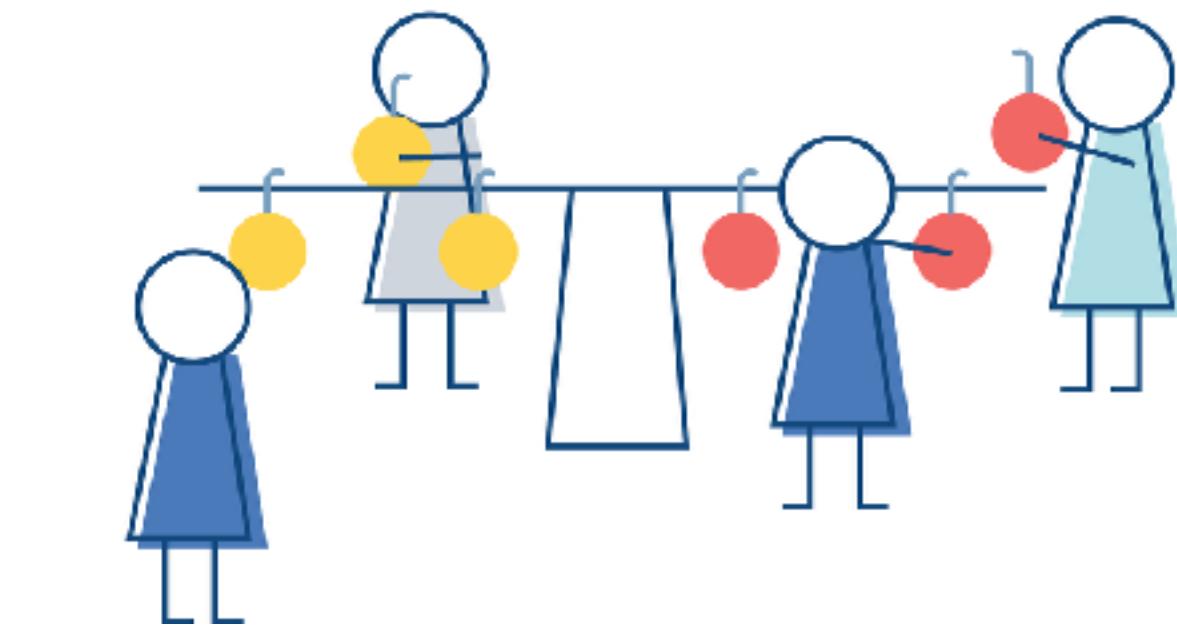


Game to get badges Education Games

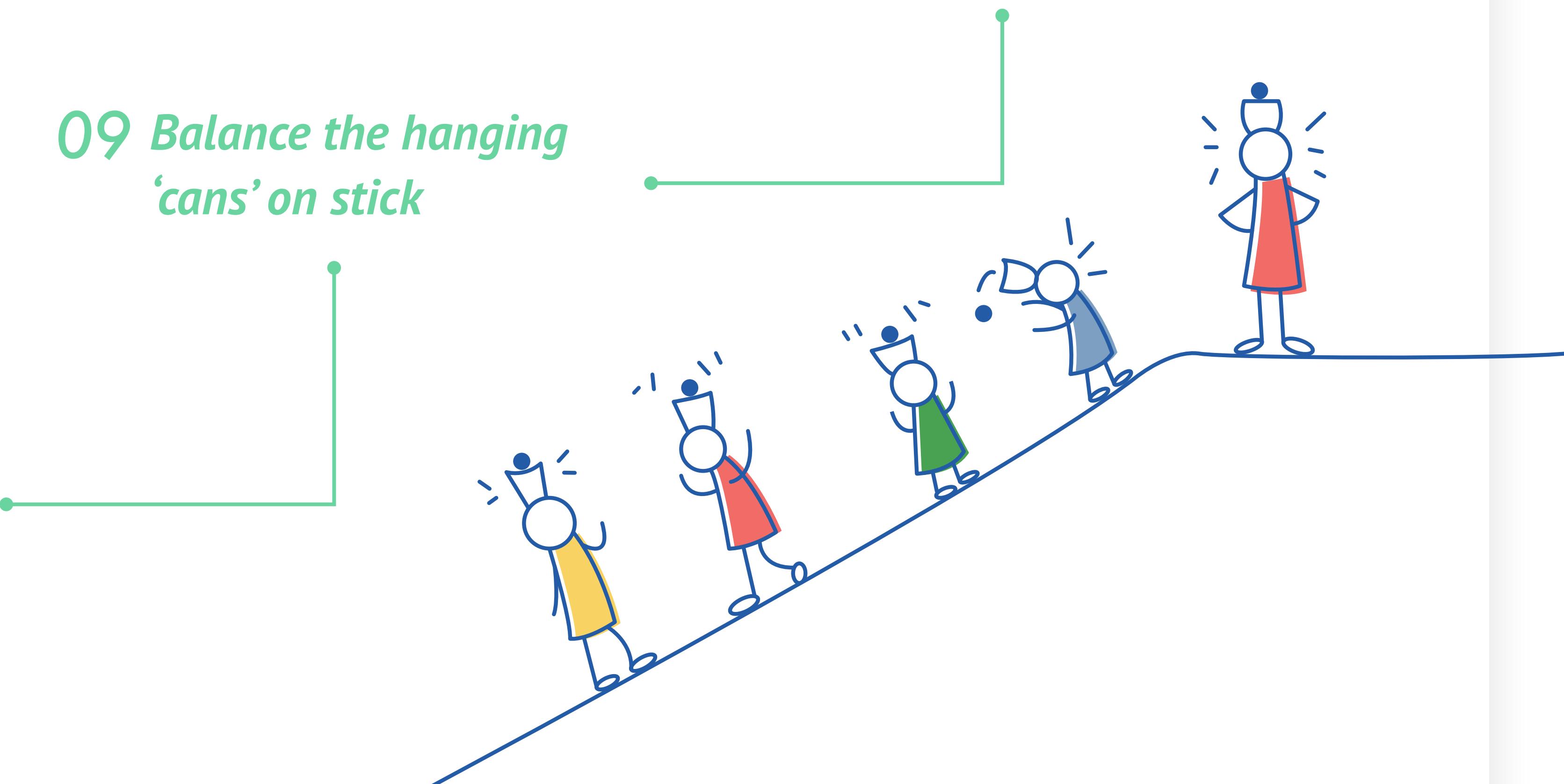


08 Cross without colliding

09 Balance the hanging 'cans' on stick

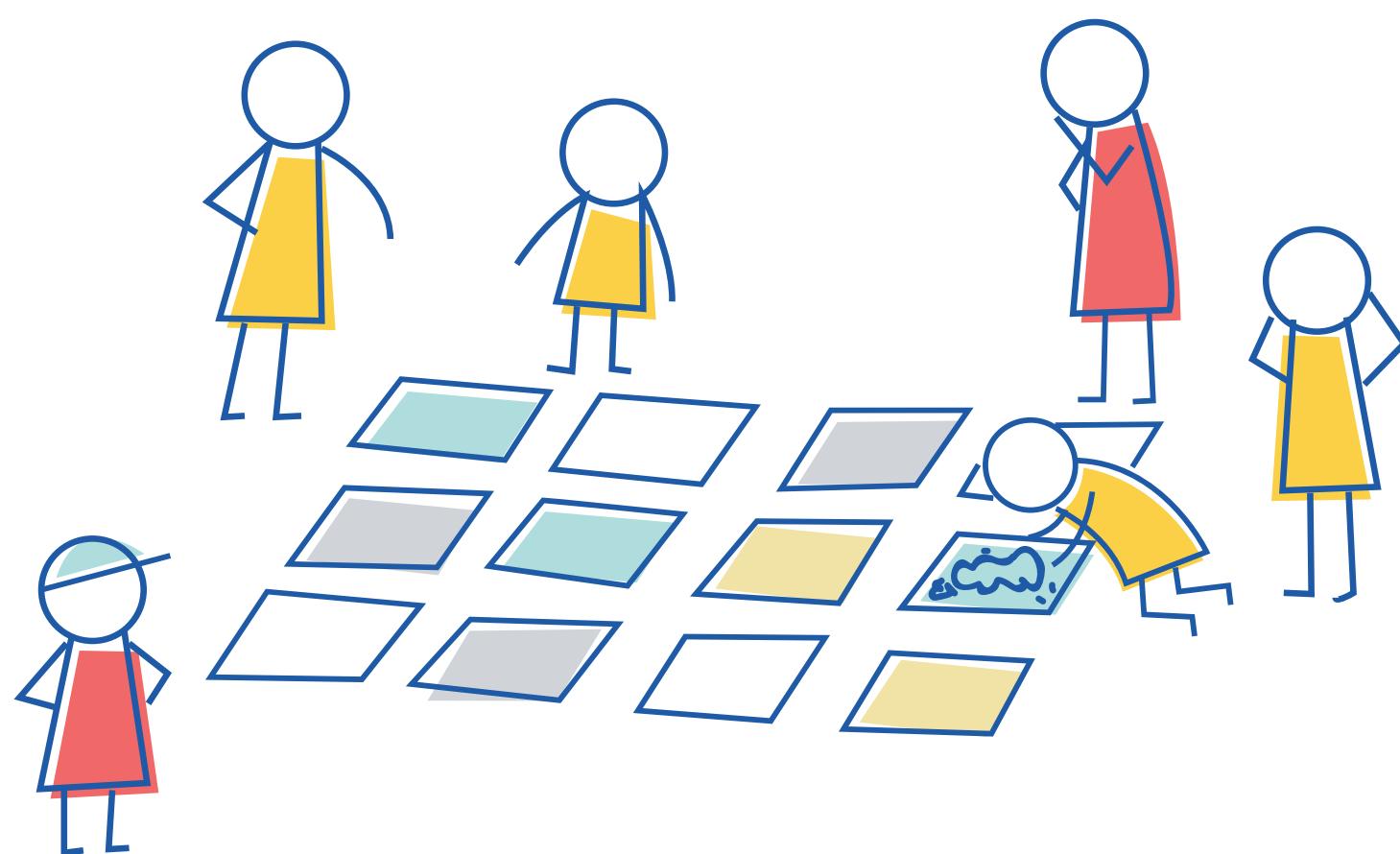


10 Balance ball on head while hiking uphill



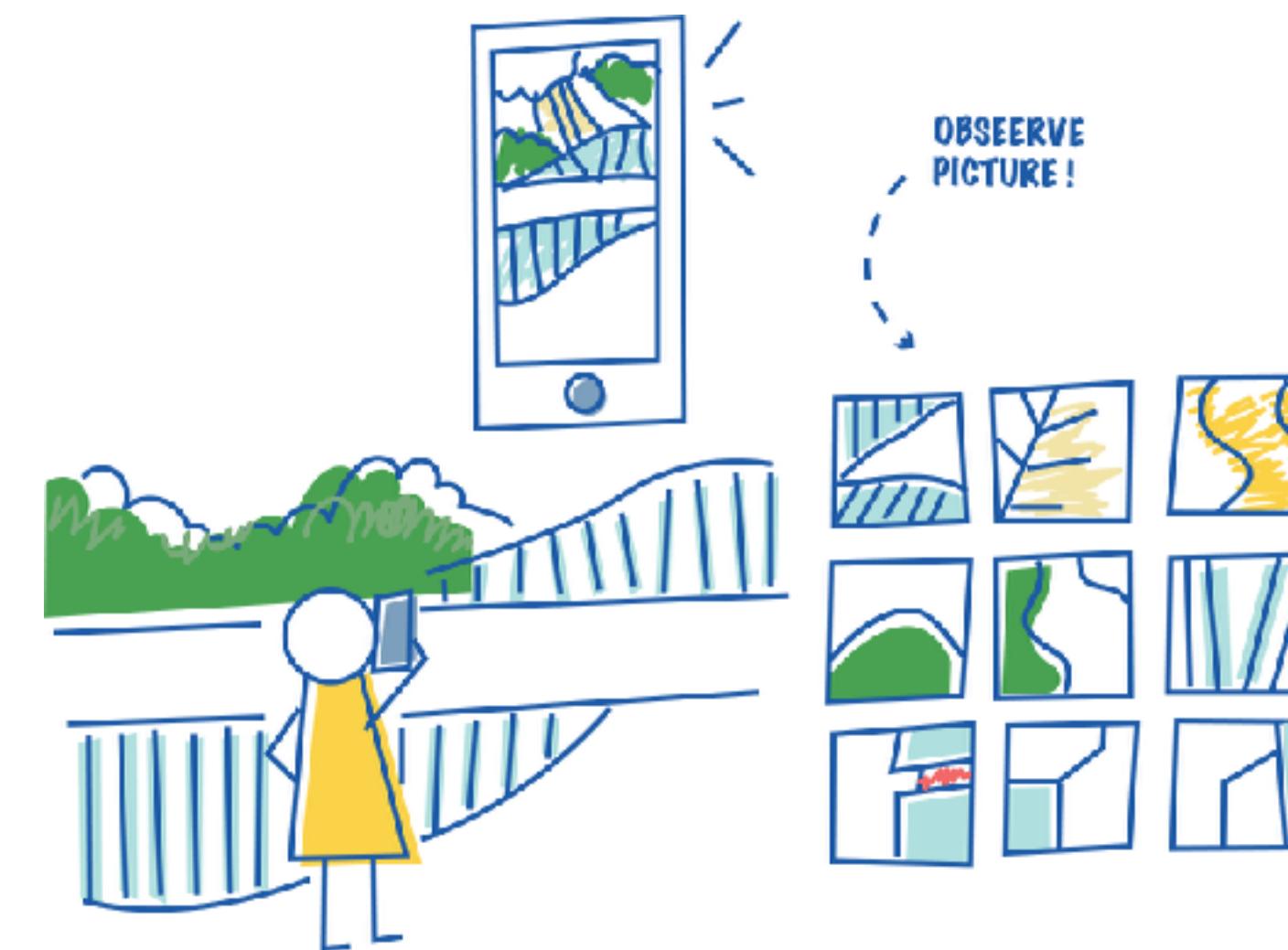


1 Game to get badges Evoke old memories



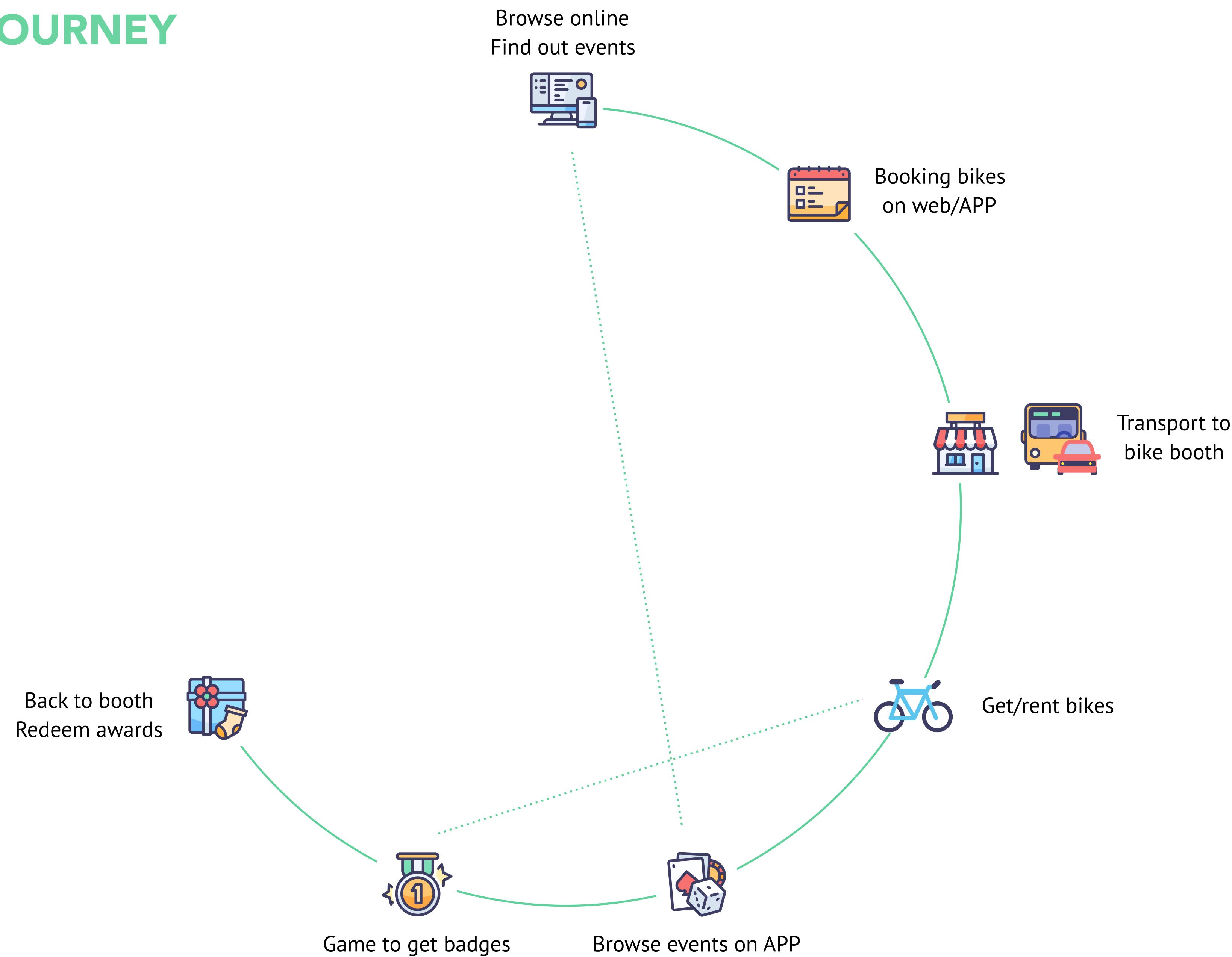
11 Movie posters memory cards

12 Photo hunt



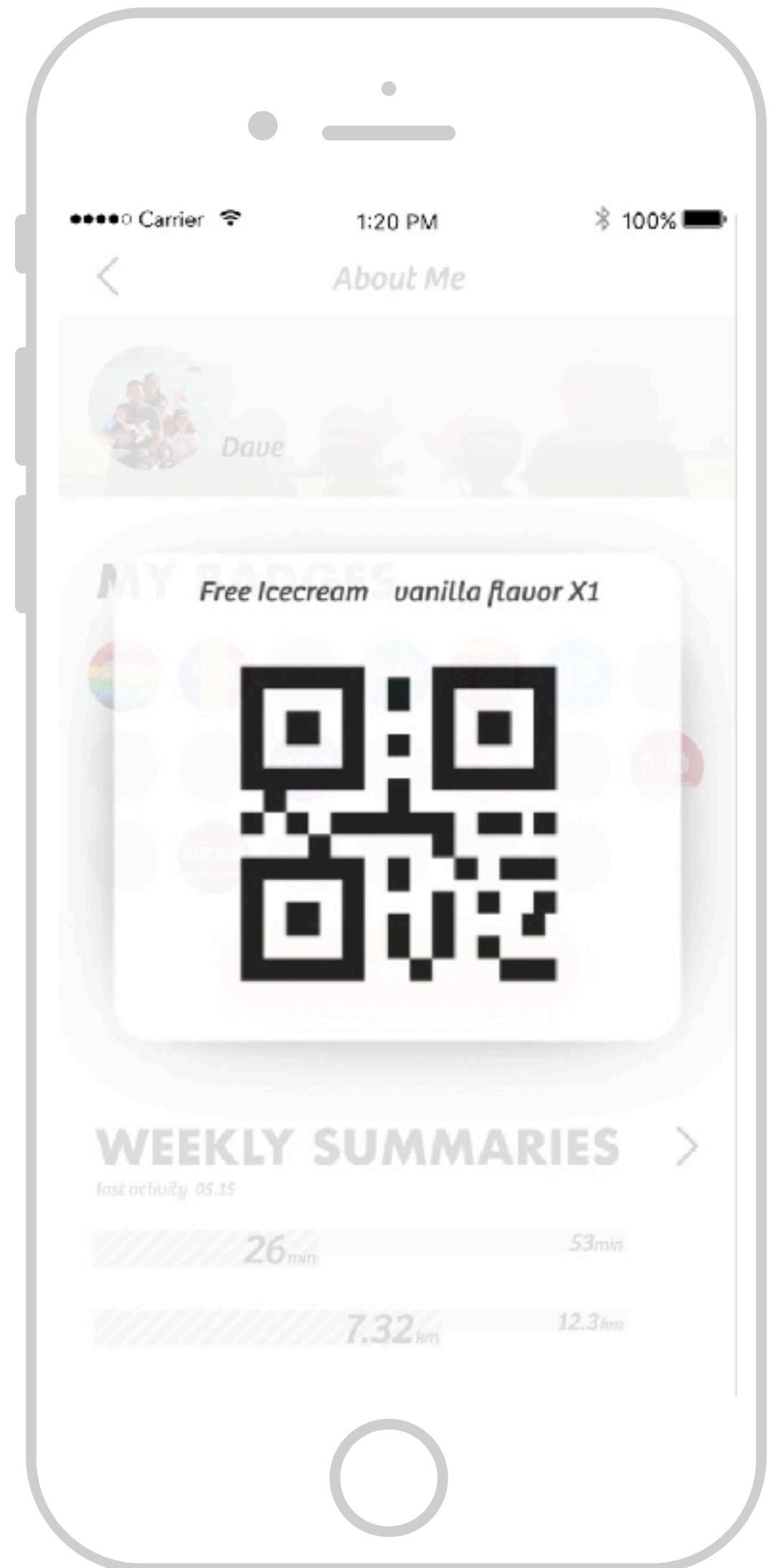
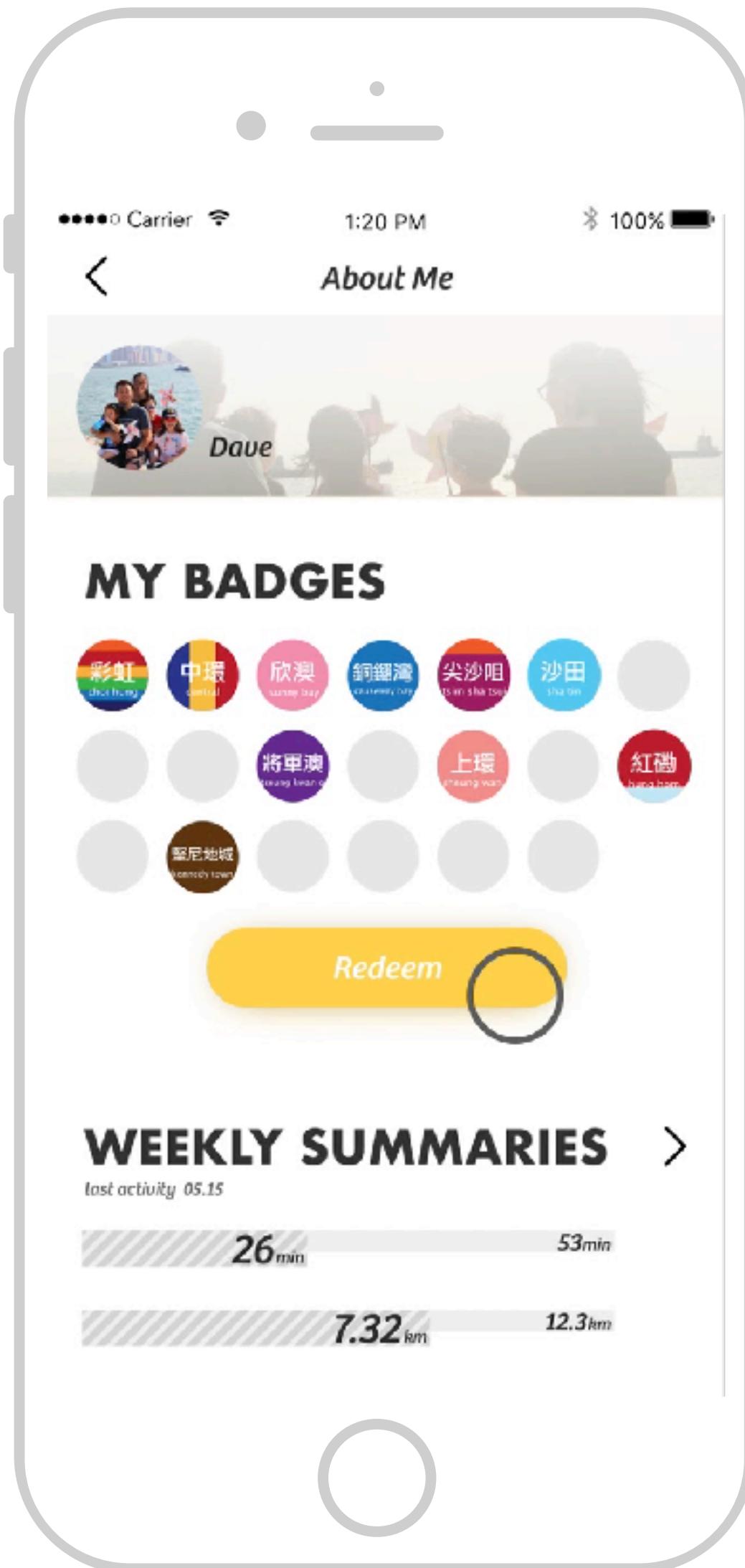
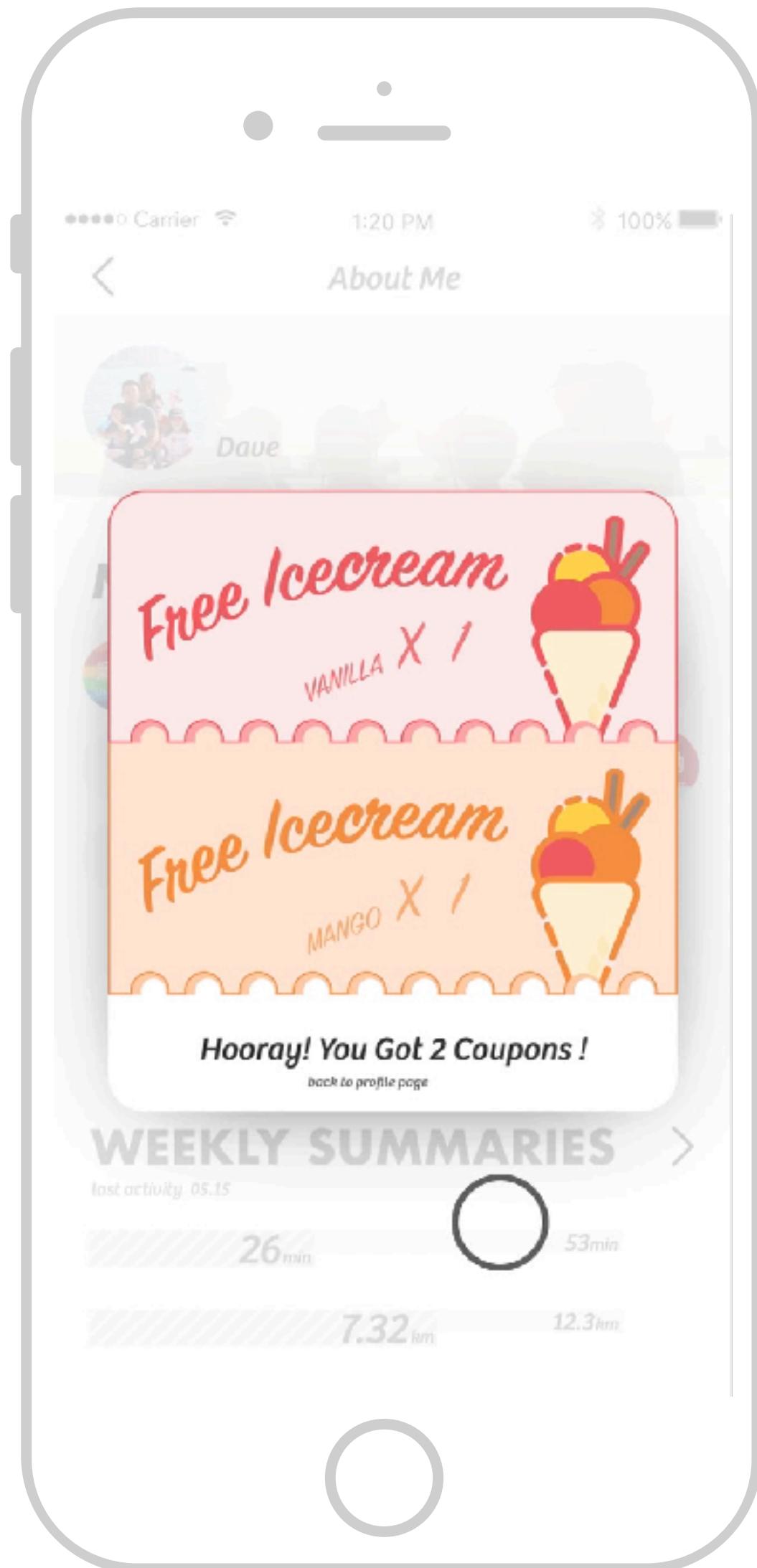
OBSERVE
PICTURE!

CUSTOMER JOURNEY

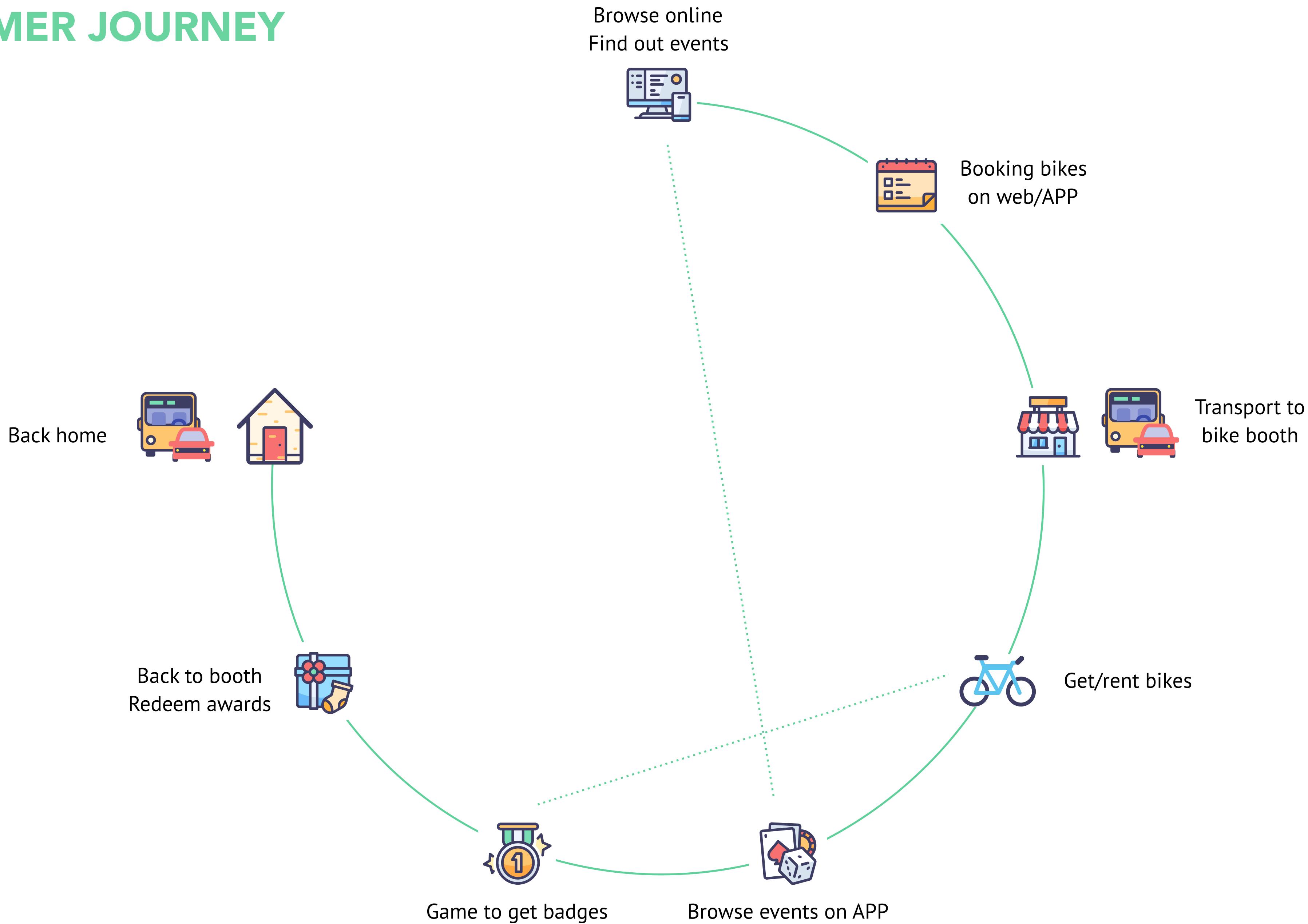




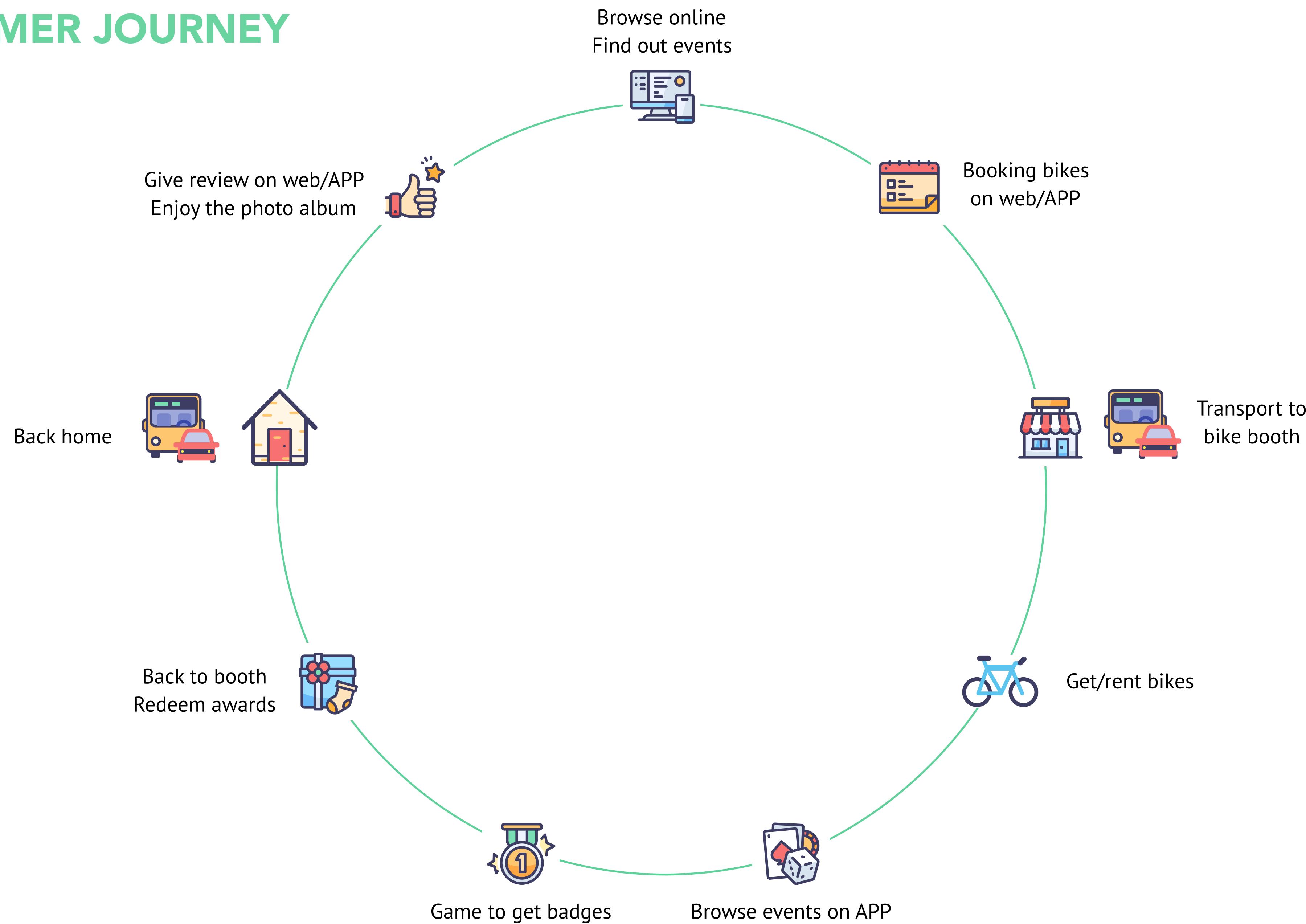
Redeem awards



CUSTOMER JOURNEY

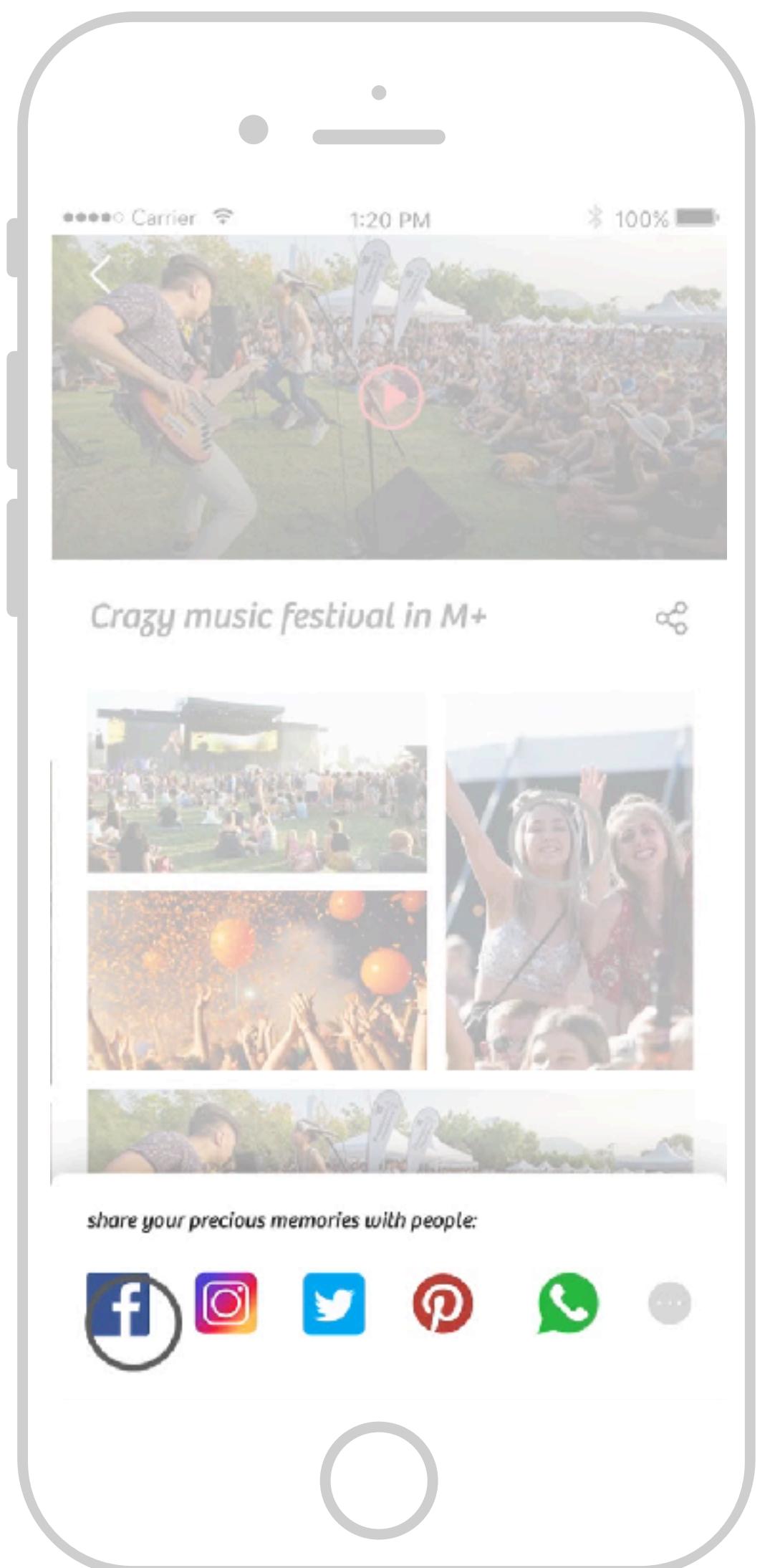
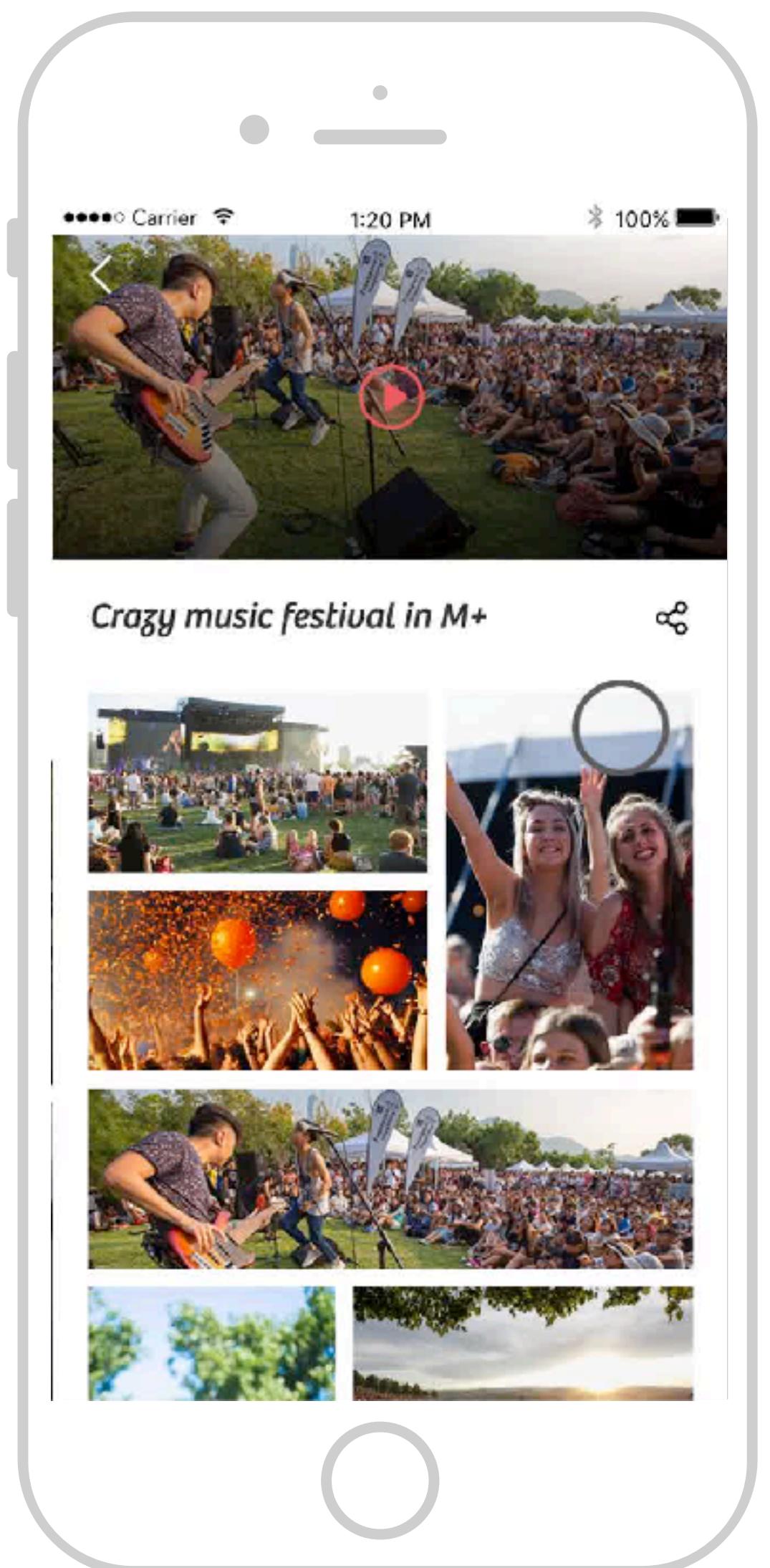
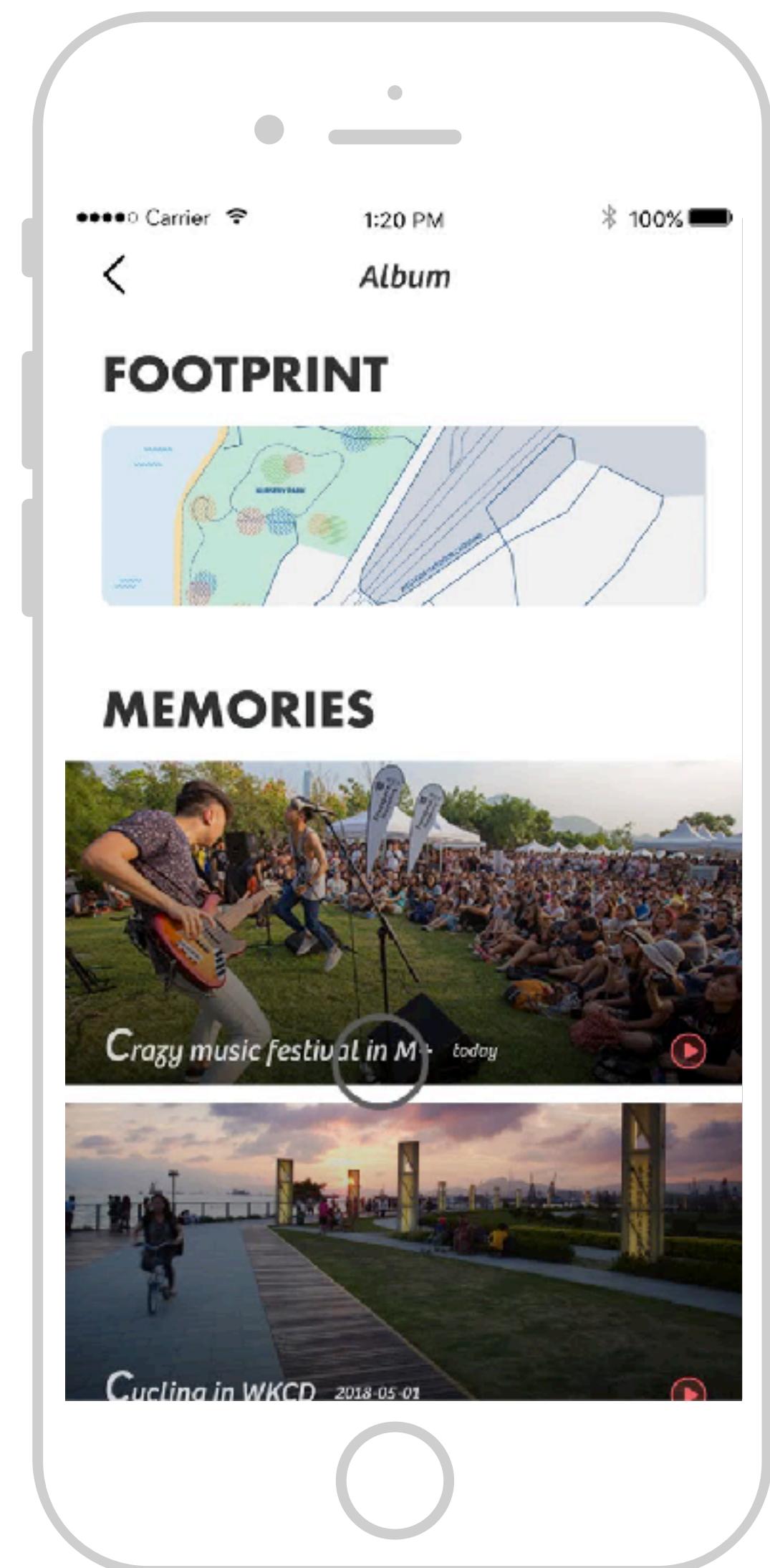


CUSTOMER JOURNEY





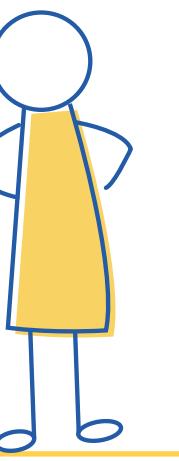
Give review; Enjoy the photos



03

Prototyping

BikeMate, App, testing activities





Lo-Fi App Prototype

Making Pinwheels

User Testing

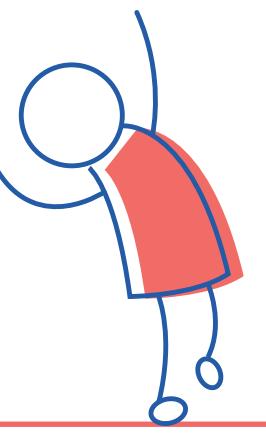


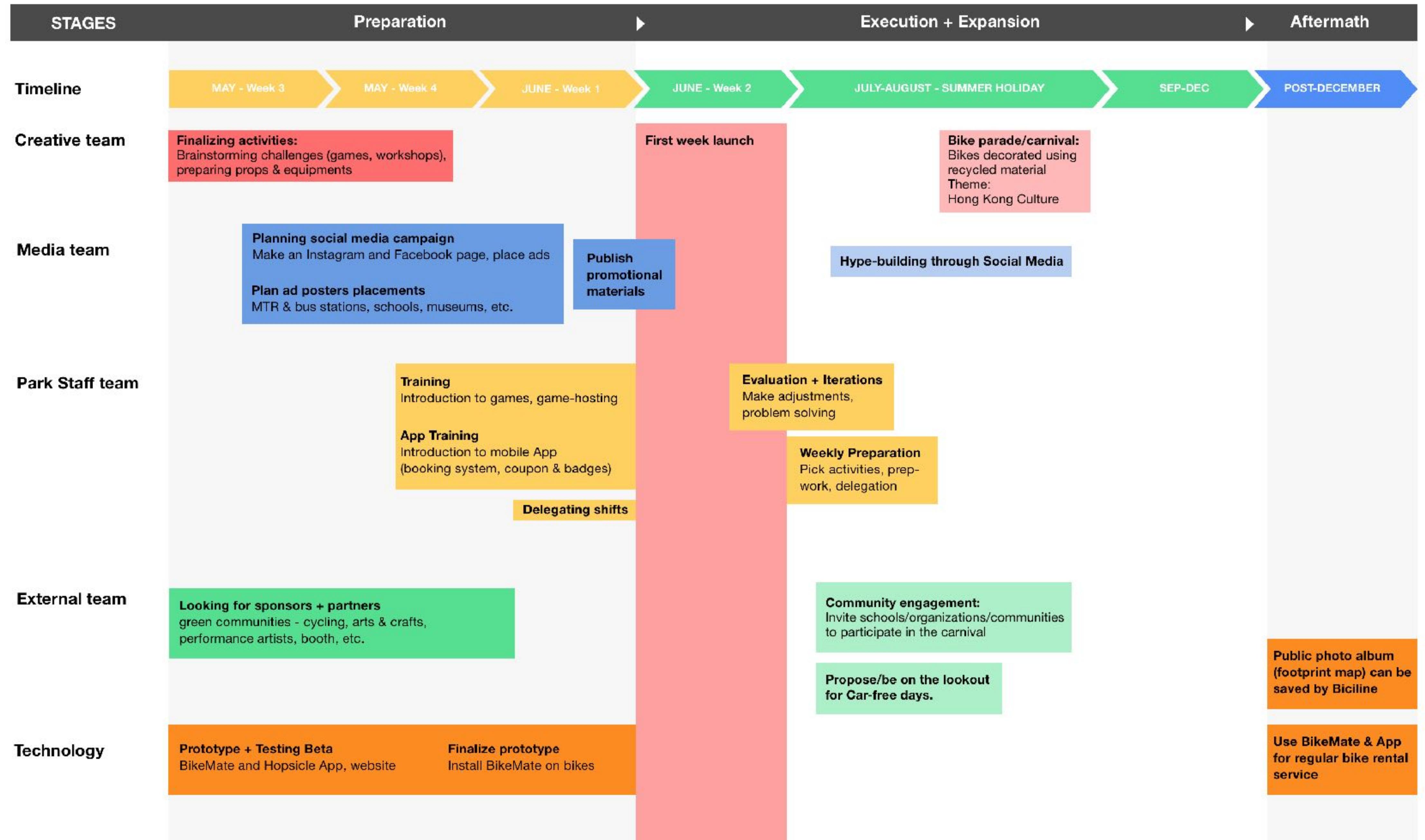
Testing with kids

Prototype Testing Results:

- 1. Parents are interested in having activities to do with their kids (such as workshop and games)**
- 2. Kids love to simply wander around the park on their bikes**
- 3. Be mindful when creating activities so that non-bikers can also have an enjoyable time**
- 4. Challenges have to be available in different levels of difficulties**
- 5. Pinwheels are wind-proven**

04 Roadmap





STAGES	PLAN	PREPARE	TRANSPORT TO PARK	ARRIVE PARK	GET BIKE	SEARCH ACTIVITIES	COMPLETE CHALLENGES	RETURN BIKE	BACK TO HOME	REFLECT
CUSTOMER JOURNEY	 Browse online	 Booking bikes on Web/APP	 Get transportation	 Come to bike booth	 Show booking page	 Browse activities on APP	 Badge collection games	 Back to bike booth	 Get safe back home	 Give review on APP or Web
FRONT STAGE										
EMPLOYEE ACTIONS	Manage social media content	Give help if they need	Greeting	Check & give them bikes	Give instructions	Facilitating challenges	Check & accept bikes	Notice the next activity	Reply to feedbacks	
TECHNOLOGY										
WEB	Web maintenance	Provide booking system	Navigation Info	Live update quantities of bikes				Navigation Info	Review system	
APP	QR code to install APP	Provide booking system	Navigation Info	Live update quantities of bikes	Activities update	Navigation& Statistics& AR game	Live update quantities of bikes	Navigation Info	Generate photo album	
BIKEMATE						Calculating& Reminding& Locating	Time reminder			
BACK STAGE ACTIONS	Uploading	Arrangement& Confirmation		Check system			System working	Calculate time		Response to reviews



THANKS.

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