Artículo 1 : "Pokemon Go reinvents Spatial Planning"

Fuente:

https://www.linkedin.com/pulse/40-geospatial-friday-pok%C3%A9mon-go-reinvents-spatial-planning-conway?trk=hp-feed-article-title-like

1. En breves palabras, en qué consiste el juego Pokemon Go?

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2. Qué tecnologías convergen en la aplicación de Pokemon Go?

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3. Describa brevemente en qué consiste la Realidad Aumentada.

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4. A través de qué tecnología y de qué manera los desarrolladores crean nuevas áreas?

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5. Qué pretende demostrar Pokemon Go con su utilización.

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Pokemon Go reinvents Spatial Planning - By Niall Conway - Linkedin

Like it or not - Pokemon Go is a game changer. Almost a month after it's release, this location-based app has turned the gaming world on it's head and has created a global tribe of urban explorers. This post will concentrate on how and why this colorful, monster-packed game could change the spatial planning field, the spatial planning profession and the built environment. Pokémon Go is a location based gaming app in which users navigate the real world using a representative 3D map in order to search for and capture imaginary creatures called Pokémon. The Pokémon world contains geo-tagged locations known as PokeStops (usually located in public places) where players can battle each other using their mobile phones. When players do encounter Pokémon in various settings the creatures are superimposed onto a real-world backdrop using augmented reality and smartphone camera technology.

From technological perspective, Pokémon Go is particularly impressive because it combines augmented reality, mobile devices and gaming together with global navigation satellite system (GNSS) positioning. From a geospatial perspective it is even more so. It uses maps which are arguably richer than either OpenStreetMap or Google maps combined, makes use of geotagging and geofencing for locations, and provides layers of real-world and made-up geospatial data in order to give spaces a whole new dimension.

So what, you might ask, is the connection between the spatial planner and the Pokémon/GIS developer? Well, the spatial planner plans space - he or she decides what should be built where and when it should be built. When making decisions planners try to ensure that spaces are equitable, healthy, safe, inclusive and liveable and their work has far-reaching and long-lasting implications. In doing so planners also confront (and battle) their very own Pokémon in the shape of engineers, architects, developers, community members and policy-makers.

Like these spatial planners the developers behind Pokemon Go are creating new spaces and places. Instead of doing so through policy, zoning and urban design guidelines they are re-imagining spaces through layers of spatial information which is then used by the Pokémon hunters. They are managing to 'activate' spaces which were previously passive and in doing so they are reinventing the built environment.

If the right steps are taken then Pokémon Go has massive potential for planners and for the spatial planning discipline as a whole. Up until now planners have formulated solutions in the real world - through community engagement, policy changes, development plans, urban design strategies and planning enforcement measures. The arrival of Pokemon Go indicates that the virtual realm is a new battle ground which planners should consider and enter if the discipline is to stay relevant. As well as the potential for creating new urban environments and for revitalizing existing ones, Pokemon Go could provide planners with a new way of engaging with and consulting urban dwellers who may not be involved in standard community consultation processes.

Of key importance is that the new virtual realm will require planners to learn about and engage with the technology and data which was used to create Pokémon Go. With the right skills, tools and a healthy dose of imagination planners could use potentially under-utilized public-domain data to create similar apps which will help reinvent local and wider communities.

What Pokémon Go really demonstrates is that the geospatial world is moving in an exciting new direction and is beginning to converge with a range of other technologies, data and users. Thanks to games like this, users are starting to explore and appreciate the world in an entirely new way.

Just like Pokémon, geospatial professionals and spatial planners come in all shapes, colors and sizes. What's is becoming increasingly apparent is that these distinct groups are likely to interact with each other a lot more in the future.

It will take a closer look at what is involved in planning for spaces which are compatible with the real and virtual worlds and for the people who inhabit them. This post will highlight the types of spatial challenges undertaken by planners as well as some of the geospatial superpowers required to advance to the next level.

Planners are in the business of helping others create jobs and make money. Sustainable economic development is a consideration which underpins planning activity and spatial planners try to ensure that businesses and industries can develop, survive and thrive in a particular location.

So what does this have to do with gaming and augmented reality? Because this technology has the potential to direct people to particular places, there is an opportunity for planners to encourage business development around these new visitors. Planners could, for example, through effective use of geospatial data and tools develop policies which allow seasonal or geographically flexible businesses based on the type and duration of gaming activity taking place.

Protecting and enhancing the identity of neighborhoods is of utmost importance to local community members and spatial planners are responsible for safeguarding these interests. With the arrival of augmented reality games such as Pokemon Go this may involve ensuring that quiet neighborly streets do not become battlegrounds for Pokemon hunters…young and old. It's for this reason that planners should start considering these augmented reality 'realities' the next time they devise land-use zoning categories and divisions.
Spatial Planners are concerned with a range of infrastructure and services including transport networks. These networks are designed to facilitate ease for movement between places and safety is of utmost importance.
Since augmented reality game makers are building another layer of reality ontop of the real world, planners should at least be aware of the safety and disruption risks posed by the existence of this virtual world. This will require more than the development of warnings and disclaimers by game developers. Instead, all parties involved in transport planning will need to have a solid understanding of the mapping datasets and systems which are used to 'augment' the locality.

As mentioned in the section about local economic development, Pokemon Go is bringing people to places that they may otherwise never visit. This is assuming that the places in question are accessible to all people.
Geospatial systems and data can be used by urban designers and developers to ensure that public and private spaces are accessible and allow for un-deterred movement. This may include the recording and mapping of urban design features and assets such as wheelchair ramps, railings and pedestrian crossings. If people take interest and pride in a place then it is more likely to be used and protected. This point is well accepted by spatial planners and it is the reason why vibrant cities and towns contain parks, cultural artifacts and other amenities. Pokémon Go demonstrates how another 'layer of interest' can be used to attract people to places and thereby promote active citizenship and healthy lifestyles. There is massive potential for planners and geospatial developers to make use of public and in-house datasets in order develop even more 'layers of interest' and to thereby create high quality and attractive spaces. Like other fields, spatial planning has changed alot since augmented reality and in particular Pokémon Go came on the scene. To provide some general examples; Tourism has seen more brainstorming sessions than ever before. National and cyber security has been given yet more reasons to remain on guard. Virtual reality has been forced to take a reality check. And parenthood, a field which often struggles to get offspring outside into the fresh air, has been given a reason to rejoice.

For the spatial planning profession, a new dimension has opened up and the industry would benefit greatly from adopting a startup mentality and culture is if it is to engage in the 'augmented' world. This is by no means an impossible task. Planners already possess the integrated mindset required for this new process. They know about a lot about public services, economic development, urban design, natural resource management and a range of other topics. Considerations regarding sustainability, inclusiveness and engagement are never far from their minds and planning skills such as enforcement, regulation and development control are integral to their daily duties. Controlling the Pokemon creatures should be no problem at all… It is the way of thinking about the technology and information which needs to change. The value of straight-forward administrative, infrastructural and environmental datasets needs to be reconsidered and this data needs to be used to inform future augmented reality related decision-making. A starting point would be to explore the in-house and public datasets which are available to them and this will require them to work with GIS and IT departments and other data custodians. It will also require them to ask a lot of questions. "Which data can we use for operational purposes and which ones are license restricted or redundant?"....."Who created this dataset and how accurate is it?"....."Do we have the tools necessary for analyzing the data and how will we integrate it into our decision-making processes?" Now is the time for the spatial planner, the world's lesser-known superhero, to develop their Poke-powers and confront the new geospatial reality. "Once quiet residential area now a battleground?" "I'm on it!"..... "Zoning change required to allow refreshment shop near a PokeGym? Consider it done!"..... "Public space inaccessible to disabled persons? "Not on my watch!"....."Pokemon located near a dangerous road junction? Get me Niantic's contact details!"....."Kids not enjoying amenities in the local park? Let's get a Pokestop in there!" Augmented reality is not, as many people will argue, a bad thing. If looked at the right way it's a great thing. The most important thing to realize though is that different skillsets and toolsets are required to create the right physical and cultural environment for augmented reality - new policies, new guidelines and new ways of engaging and collaborating with gamers, communities and stakeholders. It's going to be an adjustment and it won't be easy. Planners will have to dive into the rabbit hole that is the geospatial world and familiarize themselves with terms

such as geofencing, geodatabases and geotagging. One thing that is certain however is that the effort will be worth it and that planning will be a better discipline as a result. Exciting times ahead.