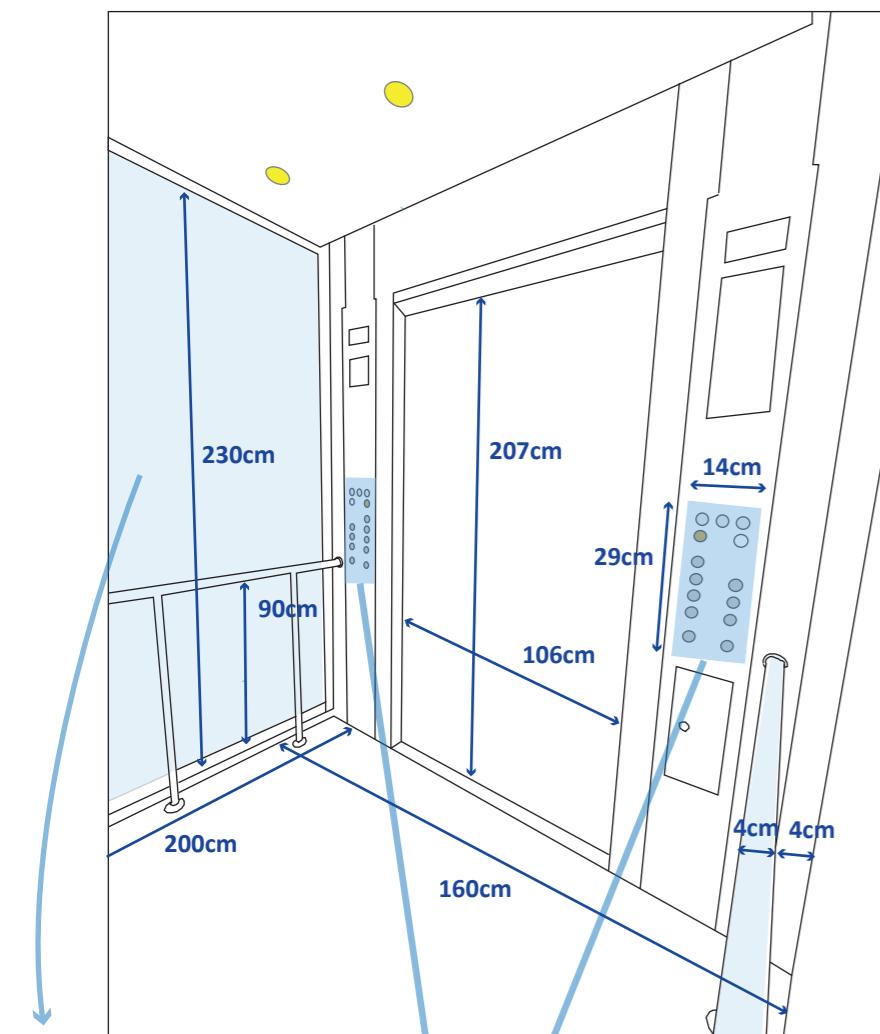


Problem Statement

Lack of communication between strangers impede the flow of people into and out of lifts in **EastPoint Mall**.

How might we reduce awkwardness when taking a lift in a crowded area?

Lift interior



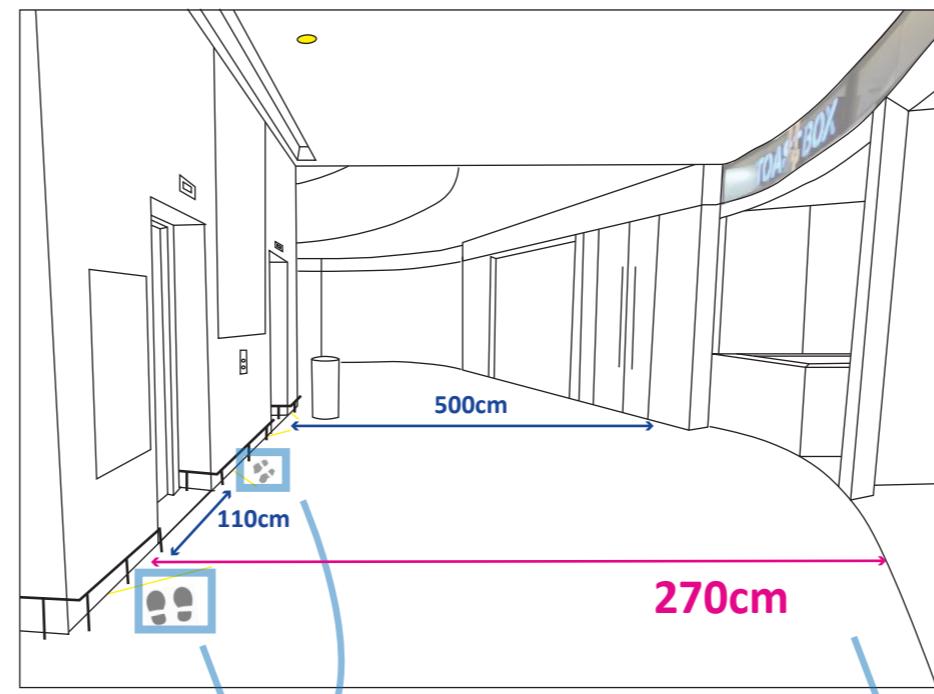
Glass walls
Location: 3 inner walls of lift
+ Allows light in, giving a more spacious feel



- Lift buttons
Location: Front of lift
- Disrupts flow into lift as people stop at entrance to press it

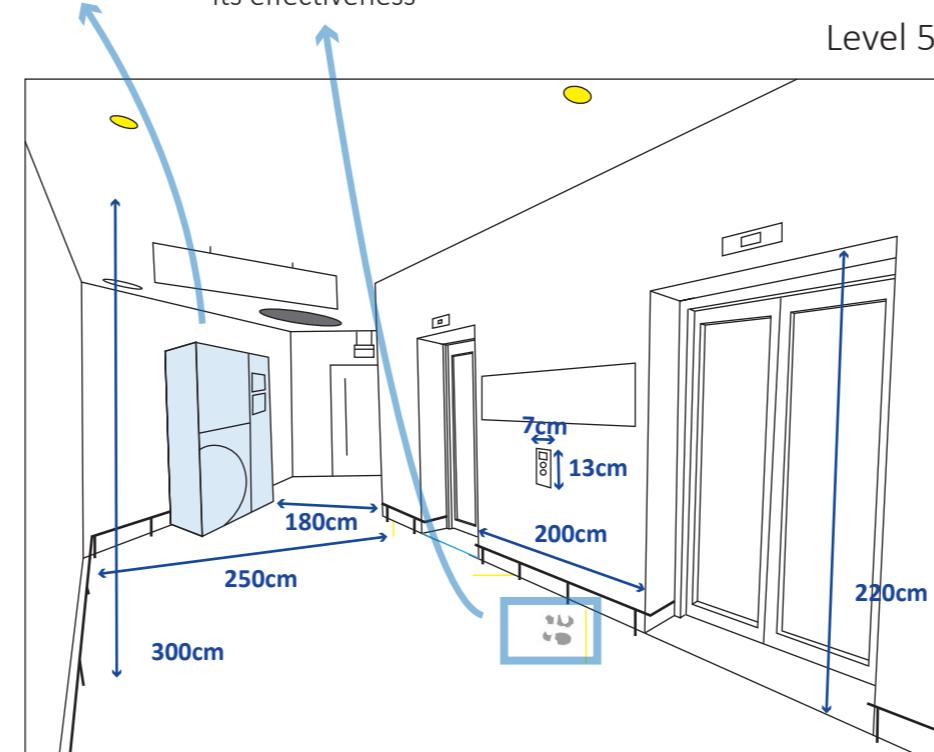
Lift landing

Level 1



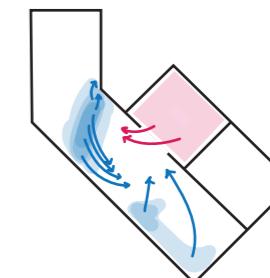
- Vending Machine
Location: Walkway leading to lift landing
 - + Prevents people waiting from standing directly in front of lift doors and blocking it
 - People using vending machine will block pathway towards lift landing

- Lift landing coincides with narrow common pathway that connects mall entrance to stores is often jammed up by people waiting to take the lift

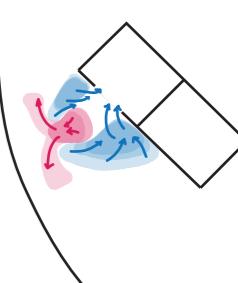
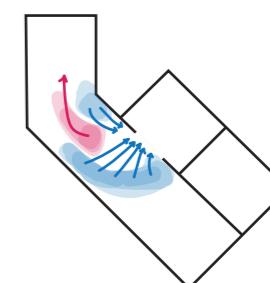
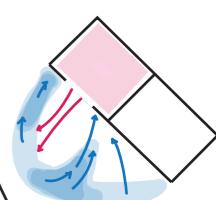


Path diagram

Level 1



Level 5



Legend

- Movement of people exiting lift
→ Movement of people entering lift

Highest density of people

Lowest density of people



Entry



Exit



Enter first

Enter Last

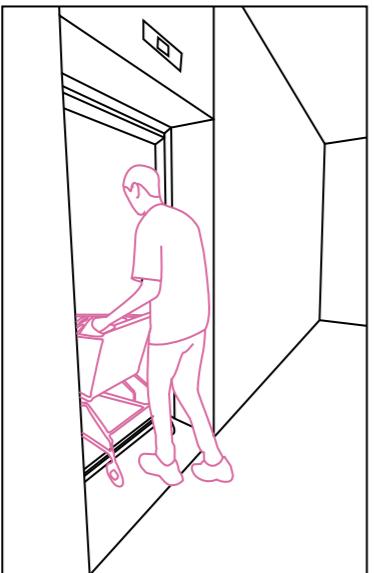
Enter first

Enter Last

Micro AEIOU: Journey Map

Person with trolley

- : Annoyed
- : Entering the lift
- : Level 5 lift lobby near supermarket in one-way narrow corridor
- : Cautiously entering lift due to narrow doorway
- : Trolley and lift buttons



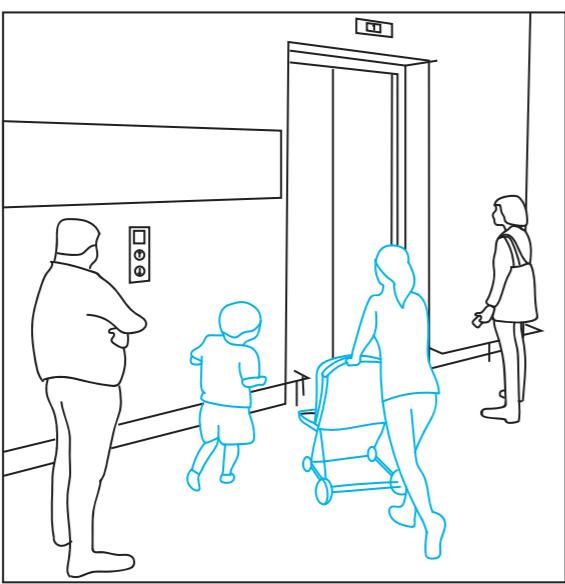
Elderly with walking stick

- : embarrassed
- : Entering the lift
- : Passengers wait as elderly slowly enters and squeeze to give more space
- : Walking stick



Family with stroller

- Parent: Stressed
- Kid: Hyper
- : Kid running around while parents try to handle stroller with baby
- : High-traffic level 1 lift landing near mall entrance
- : Kid running around
- : Stroller

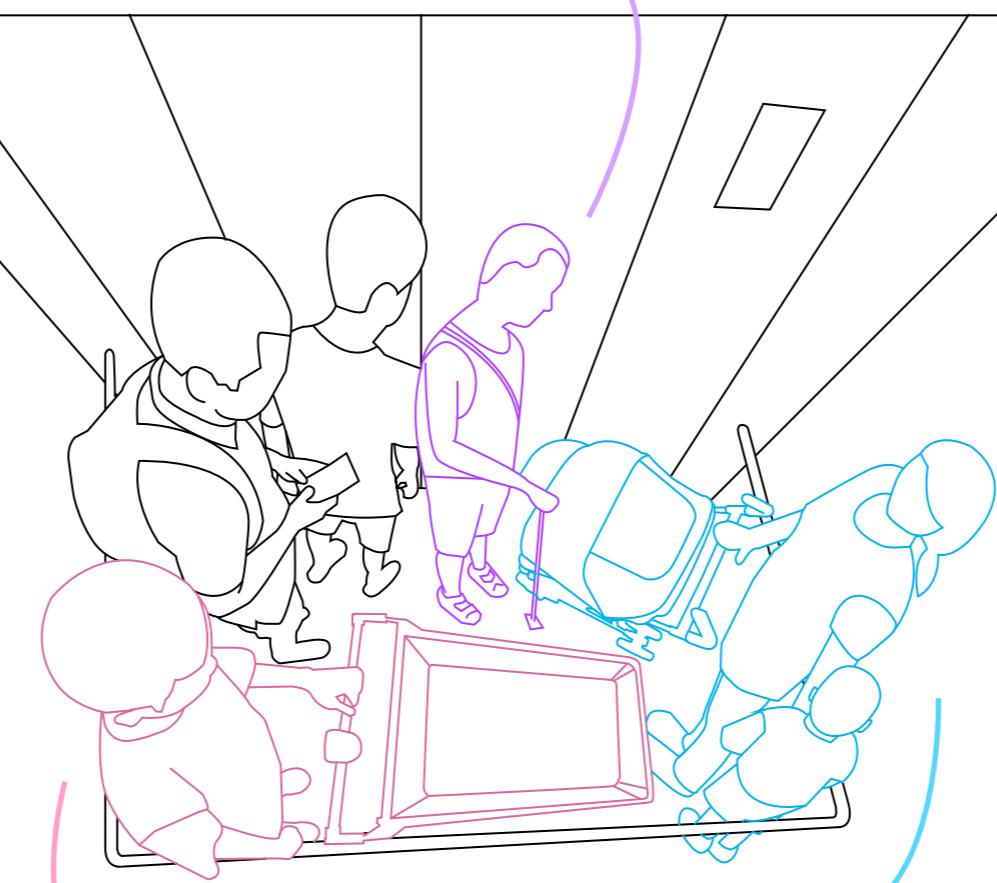


: Waiting in the lift as it travels between levels

: Cramped, confined crowded lift

: Afraid

: Lack of space in crowded lift may affect Elderly's balance in the lift, causing a higher risk of falling



: Angry

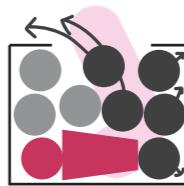
: Stroller and railing

Kid : Bored

Parent: Embarrassed

: Kid causes ruckus, plays with trolley, gets stuck after going under railing

Path diagram
(top view)



- Passenger with trolley trying to exit
- Path taken by exiting passenger
- Unaffected passenger
- Affected passenger
- Movement of affected passenger



: Full lift

: Exiting the lift

: People making way and holding the lift door as users carefully exit

: Trolley, lift door and buttons



: Crowded lift landing

: Exiting the lift

: Family with stroller and elderly squeeze through crowd at lift landing to exit

: Trolley, lift door and buttons

Legend:

: Activity

: Emotion

: Environment

: Interaction

: Object