

# Introduction:

Taking a lift has always been a frequent act by almost all Singaporeans in their daily lives, but is rarely paid attention to, with its significance commonly overlooked. This act, so common and mundane, due to its presence everywhere, in HDB homes, shopping malls, offices, university, etc., that it has gone unappreciated amidst the hustle and bustle of our lives. **But what if we can make this everyday, unnoticed experience into a more memorable one?**

One of the most common places where Singaporeans take the lift is in shopping malls. The importance of lifts in shopping malls is evident from the multitude of practical benefits it brings to shoppers, especially for the ease of transportation for those who may find it hard to navigate between floors such as elderly on wheelchair, or families with strollers. **However, apart from the practical benefits of taking the lift while shopping, what are some other aspects of this activity can we improve on to boost Singaporeans' shopping experience?**

## Design Goal:

Design **interactive, creative and captivating** light installations that will help **create a stress-free and welcoming environment** in shopping mall lift lobbies, as well as inside the lift, **to facilitate friendly social interactions** (hence improving the social aspect of taking the lift) between Singaporeans while taking the lift in shopping malls.

## Why this site?

Changi City Point is also known as **the "mega sale mall"**, as it has many factory outlets selling their products at a marked down price. Also, it is **near Changi Business Park**, where many offices are located.

Hence, I have decided to choose my site of the lift closest to the My Kampung food court, located at level 2 of Changi City Point, as I believe that food courts tend to attract the greatest number of diners, due to the affordable prices and variety of food options, which will in turn, attract a higher number of Singaporeans taking this particular lift. This **high number of visitors to the My Kampung food court in Changi City Point** makes it ideal place for me to observe the various dynamics of Singaporeans taking the lift in a shopping mall.

# Site Analysis of Changi City Point (CCP) Level 2 Lift (Outside My Kampung Food Court)

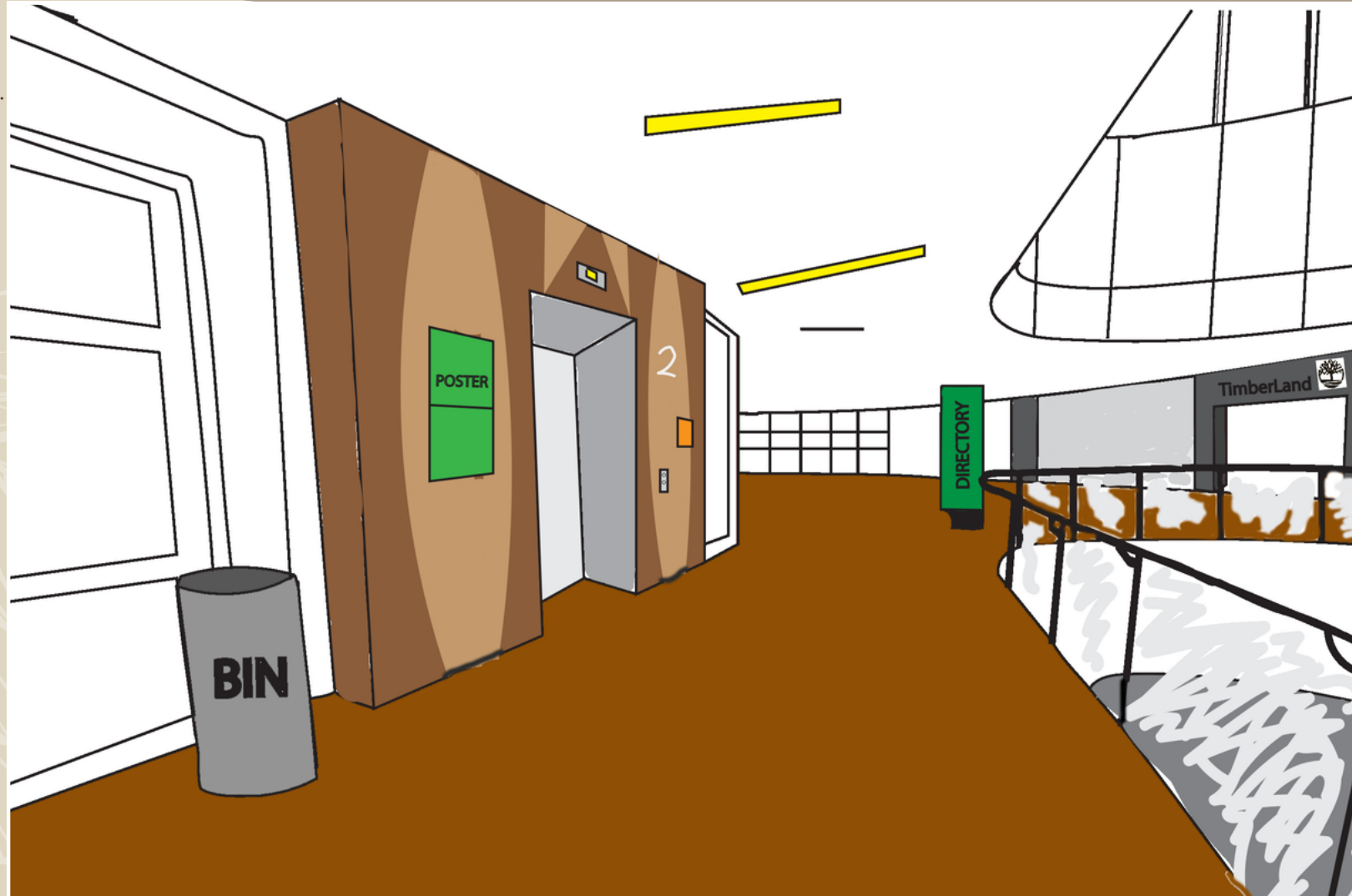


Figure 1: Lift lobby outside the CCP level 2 lift (Outside My Kampung Food Court)

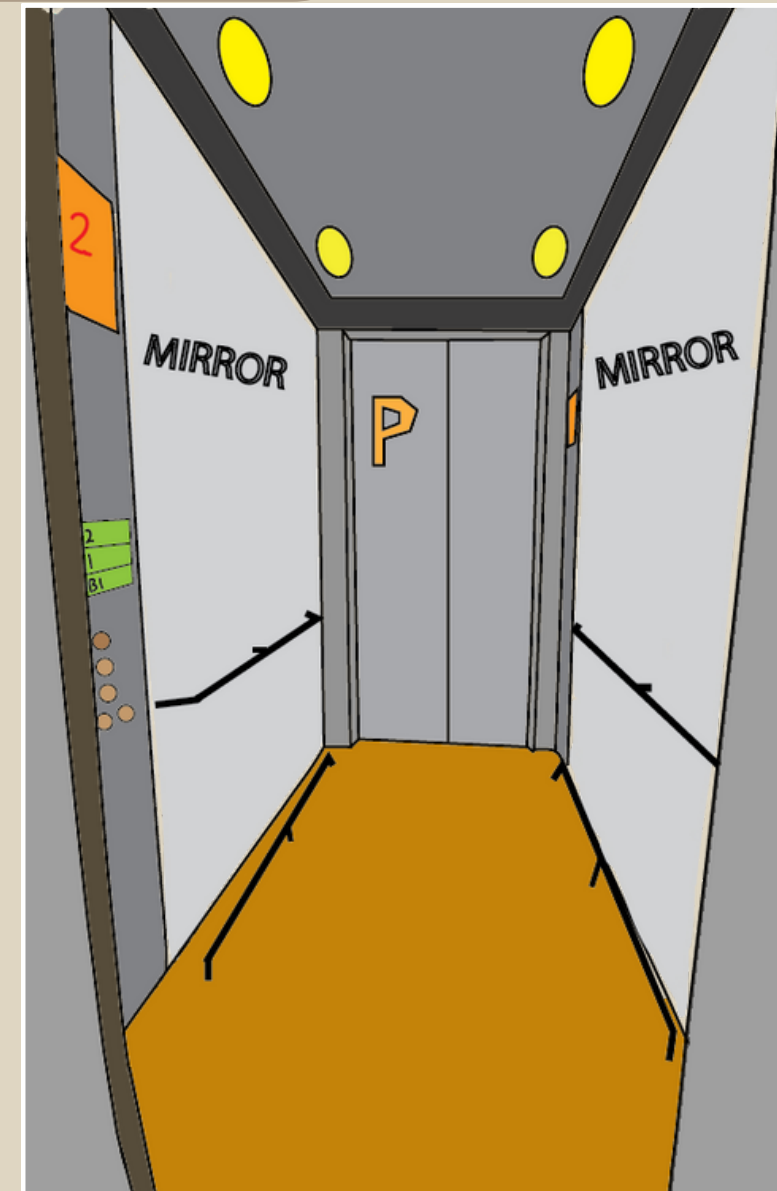


Figure 2: Interior of the CCP level 2 double-sided door lift

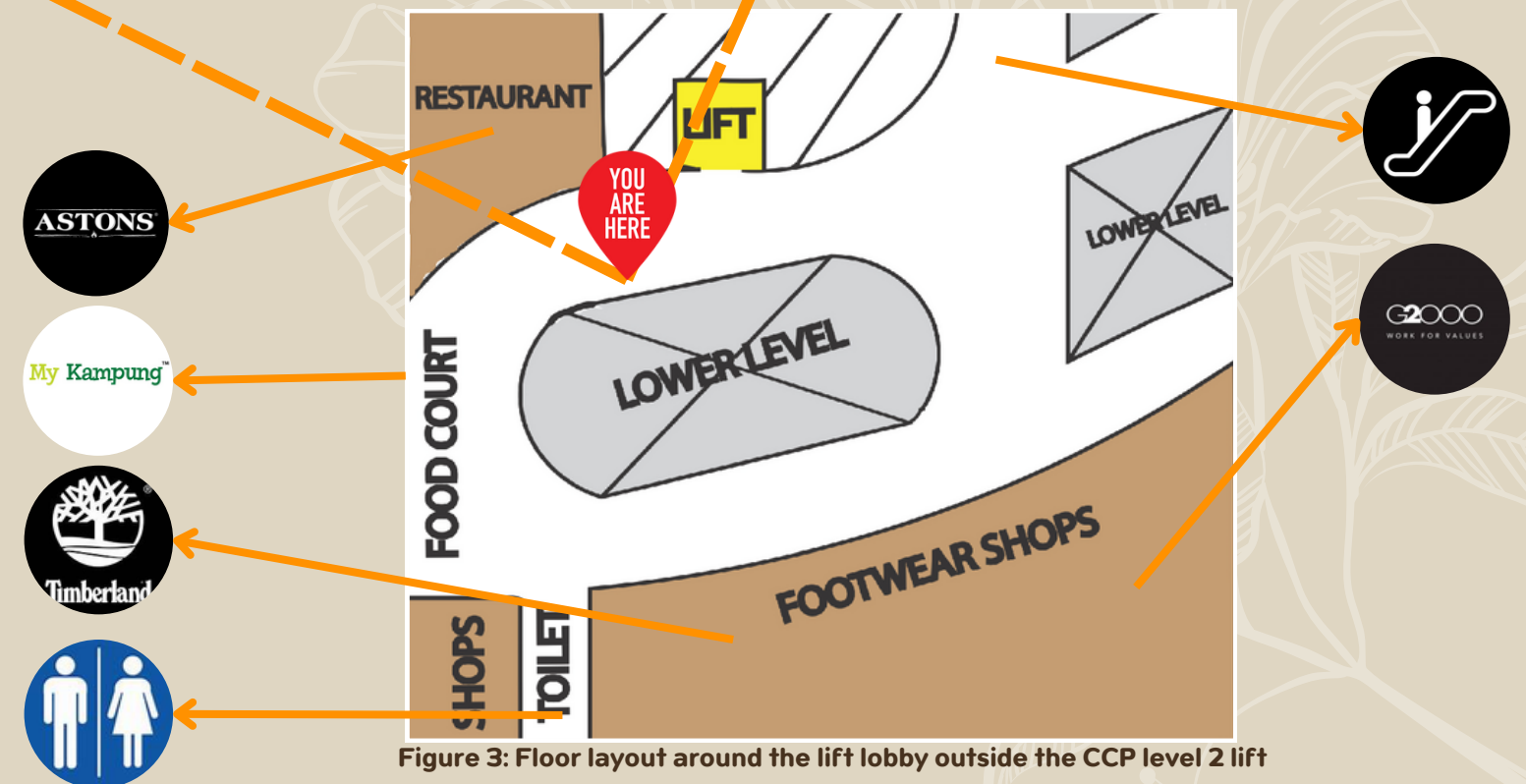


Figure 3: Floor layout around the lift lobby outside the CCP level 2 lift



# Macro AEIOU

## Activities (A)

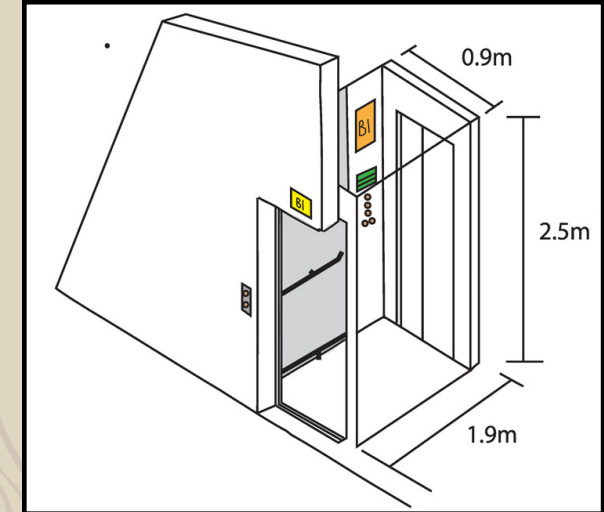
- While people wait for the lift:
  - Have conversations with friends, family, or even strangers waiting together
  - Busy on the phone
  - Looking at the floor directory and digital poster
  - Listening to music
- People shopping at the shops near the lift
- People walk past the lift lobby, because the lift lobby is along the corridor as well

### Around the Lift lobby:

- Waiting area outside the lift is a narrow corridor, with railings and glass panels that guard against people from falling off
- Surrounded with restaurants, footwear shops and a food court lining along and across the lift lobby
- Has good lighting from the multiple ceiling LED strip lights and the reflective floor surface

### In the Lift:

- Has limited space. Based on the lift dimensions, it can fit roughly 8-9 people
- Despite the ventilation systems, it can be a little stuffy when the lift is crowded



## Users (U)

- Parents with strollers/young children
- Office workers from Changi Business Centre
- Food delivery Couriers
- Students
- Parents with young children with strollers
- Elderly on wheelchairs

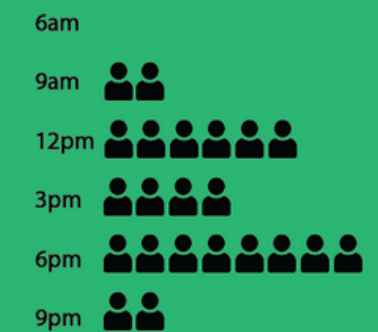


## Interaction (I)

### During peak hours (11am - 1pm, 6pm - 8pm and Weekends):

- Increased foot traffic as more people visit the Changi City Point with their families, friends and colleagues for shopping, dining and other leisure activities. This may result in the lift and lift lobby to be more crowded. The presence of only one operational lift at that lift lobby could also worsen the crowd, and in other lift lobbies of other floors that the lift is operating on.
- Especially for people with more bulky items such as food delivery couriers carrying large bags, elderly on wheelchairs, and families with strollers, they might struggle to find a spot in the lift due to the crowd and the limited space in the lift

### Degree of foot traffic in different times of the day



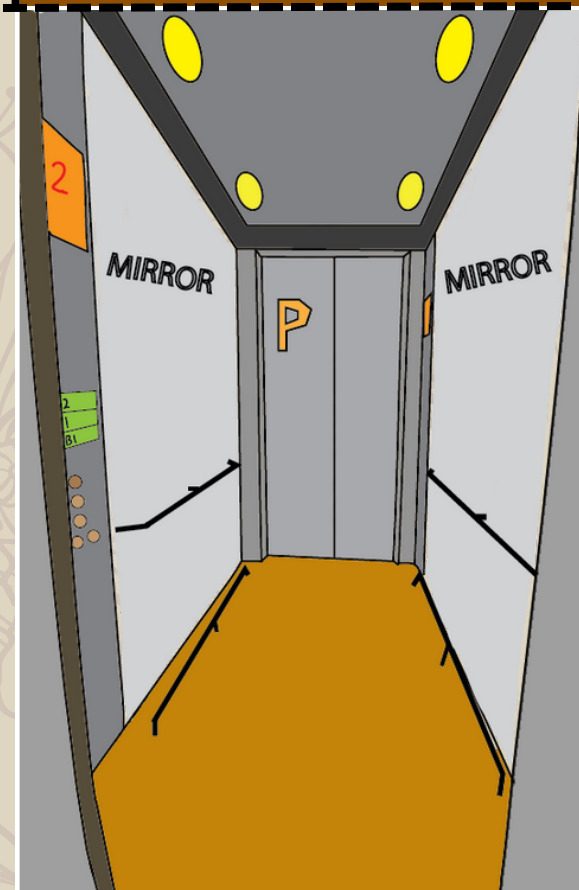
## Objects (O)

### Around the Lift lobby:

- Digital poster
- Bin
- Corridor railing
- Fire escape plan map
- Directory
- Floor hall buttons
- Display panel
- Railings

### In the Lift:

- Lift floor buttons
- Display panel
- Floor description
- Railings



### During non-peak hours:

- Less crowd due to most people being busy at school, work, or at home.
- Lift users can have more relaxed conversations with their friends or have more personal space in the lift
- If people are alone, they tend to look at their phones to kill time or awkwardness if they are with strangers in the lift or the lift lobby

### Not time-specific:

- Young children may misbehave in the lift, such as making loud noises or jumping around in the lift, annoying the other people in the lift and potentially causing some to be anxious, while their parents may find it difficult to control them due to social constraints
- People exercising elevator etiquette such as holding the door for others to enter, or entering passengers standing aside to let those inside the lift or exit first

