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1D Creative Writing

## NYC Public Services Re Branding

**The Project:** Creating an informative space for NYC public services within their existing spaces.

*Department of Transportation (DOT):* Share vital transit related information (positive and negative) in affected neighborhoods in an interactive and accessible way

**Exposition:** Users can learn about features, rules, and related private projects and public/private partnerships as well as avail themselves of services within a well-designed pavilion space.

*Department of Transportation (DOT):* Pop up pavilions in areas about to undergo some sort of change would expose those using the services to proper information.

**Inciting Incident:** Users/Tourists are unsure how to interact with a public space or service, or want help planning time or events in public spaces.

*Department of Transportation (DOT):* Complex changes necessitated by construction or new features need to be introduced to locals and tourists alike so they can be used in an optimal way.

**Rising Action:** Users enter an indoor space and are greeted by digital kiosks and displays, as well as manned booths with various information from related groups.

*Department of Transportation (DOT):* Information can be tailored to the local condition. The visual motif previously designed would be deployed on the exterior and interior of the pavilion, and could be utilized around construction sites and detour routes.

**Crisis:** Users are overwhelmed by the amount of information or perhaps do not speak English as their first language.

*Department of Transportation (DOT):* Presenting local information in locally spoken languages make the most pertinent pieces of information directly accessible - without this users are more likely to miss important information.

**Climax/Resolution:** Information is translated into additional languages based on past user data collected on site and via social media. Visual branding using the previously design motifs provide visual clues and direction inside and outside the pavilion.

*Department of Transportation (DOT):* Users have a better attitude toward public works related to transit because of the increase in accessibility.

**Falling Action:** Users now have a better understanding of the public service and space available to them and can better enjoy their time in the space.

*Department of Transportation (DOT):* More users of public DOT property are able to interact with the agency, which would only serve to improve planning and the like.

**End:** Potentially increased use of related public service as a result of more positive experiences generated by pavilion.

*Department of Transportation (DOT):* Business activity around construction or other public works is less impacted by changes and roll out of new or adjusted services creates less disruption, resulting in better quality of life in the city.

**Current DOT Web Offerings:**

- Public Safety Campaign
- New transit services
- Service announcements
- Construction notices and new asset unveilings
- Reporting on projects in process
- Apply for permits
- Purchase credits/tickets
- Submit feedback
- Attend information sessions/events
- View maps
- Read studies
- Subcontract as a business
- Apply for a job/volunteer

**Other Notes:**

- *There could be a set of pavilions roving around each borough to provide information. Newly branded construction materials and other related items could provide visual clues to the type of work being done and the timeline to complete them using color coding.*
- *Information and long form studies could be made available in each pavilion, as well as the ability to apply for permits.*
- *The pavilions can host community presentations and maps on mobile digital displays. Displays could easily be changed to suit local information*
- *Related enterprises, like Citibike, MTA, NYCT Transit, and the Port Authority could be provided with a space to preset their news alongside the DOT*