



# THE PEDESTRIAN EXPERIENCE

DECO3200

# PRESENTATION OUTLINE

## WHAT WE'LL DISCUSS

Research

Framing the problem

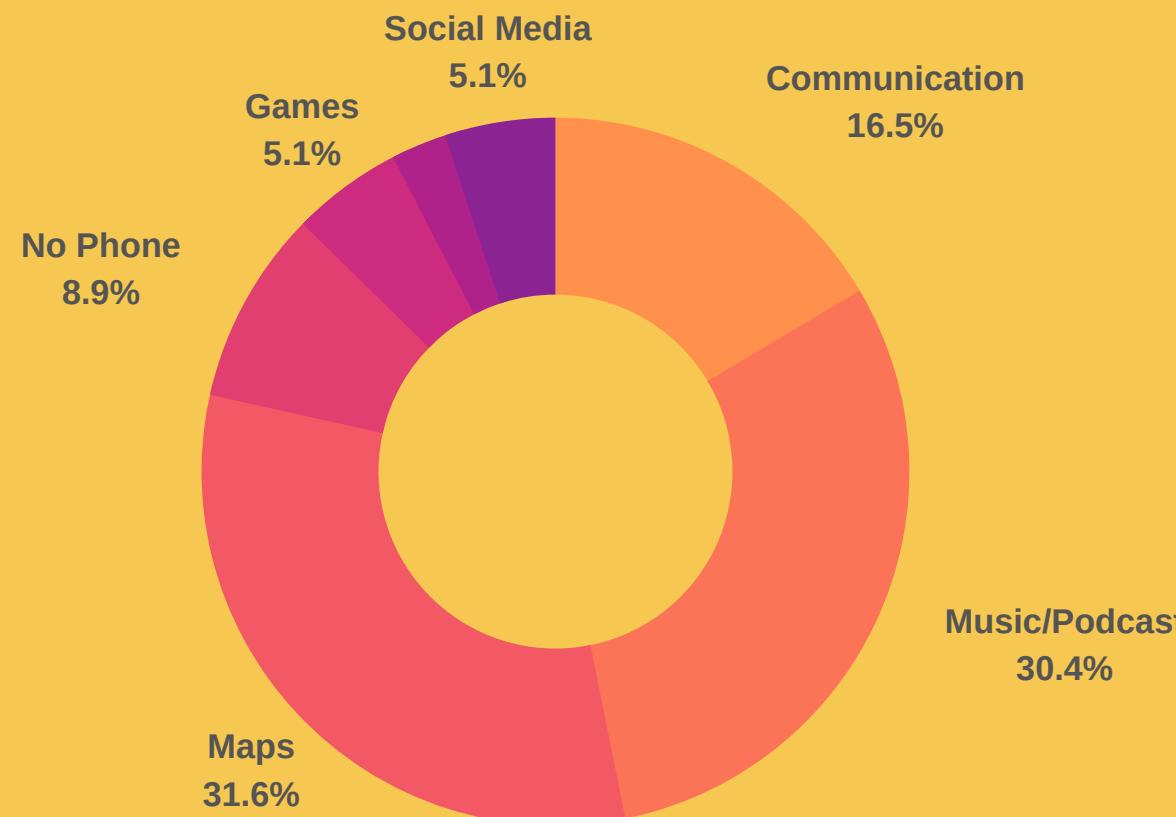
Concept 1 - BioSimulator

Concept 2 - Crossing of Doom

Concept 3 - Interpol

Future Plans

## PHONE USAGE



**"I FEEL NERVOUS WHEN CROSSING AT LIGHTS"**

**"I FIND THE CITY FRUSTRATING AND IRRITATING"**

**"THE CITY IS MORE STRESSFUL AND I FEEL LESS SAFE AT NIGHT"**

## PRIMARY RESEARCH



Contextual observations revealed many pedestrians are unaware of their immediate surroundings.



Survey indicated that most respondents found urban infrastructure "boring", "frustrating" and "tedious"



Pedestrian infrastructure lacking engagement encourages use of phones, leading to lack of spatial awareness

"city specific stress.. is the combination of social density and] social isolation which combines to a city specific social stress" (TEDx Talks, 2013)

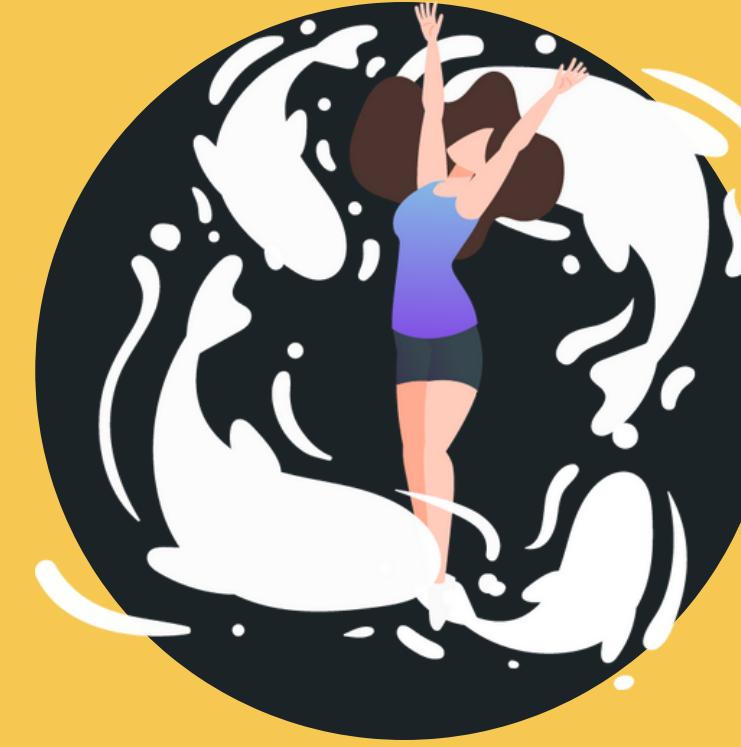
"depression carries a 40% higher risk in cities... anxiety disorders have a 20% higher risk" (TEDx Talks, 2013)

"even brief boring episodes increased levels of cortisol." (Ellard, 2011)

"we are biologically disposed to favour locations defined by complexity, interest, and the passing of messages of one kind or another." (Ellard, 2011)

## SECONDARY RESEARCH

# PROJECT BRIEF



## CAPTIVATING PEDESTRIANS

The system will be seamlessly integrated into the existing urban landscape as to not impede on non-user pedestrians, but will captivate potential users and stimulate their engagement with their social and spatial surroundings.

# PEDESTRIAN DISCONNECT. BOREDOM AS A CRISIS

Being a pedestrian is a forgettable and mundane experience. Current urban infrastructure leads pedestrians to feel bored, frustrated, stressful and anxious.





# BioSimulator



inhale

## CONNECTED

Immersive guided breathing visualisation instructs users to be aware of themselves and their surroundings.

## SEAMLESS

Integrates effortlessly into the environment, and activated by motion sensor.

## ACCESSIBLE

Can be used by anyone, in any busy environment and climate.

“

inhale

"Contact with natural environments offers a relatively effective way of obtaining restoration from stress and mental fatigue compared to ordinary outdoor urban environments"  
(van den Berg, Hartig & Staats, 2007)

”



Crossing of Doom

## **ENGAGING & SOCIAL**

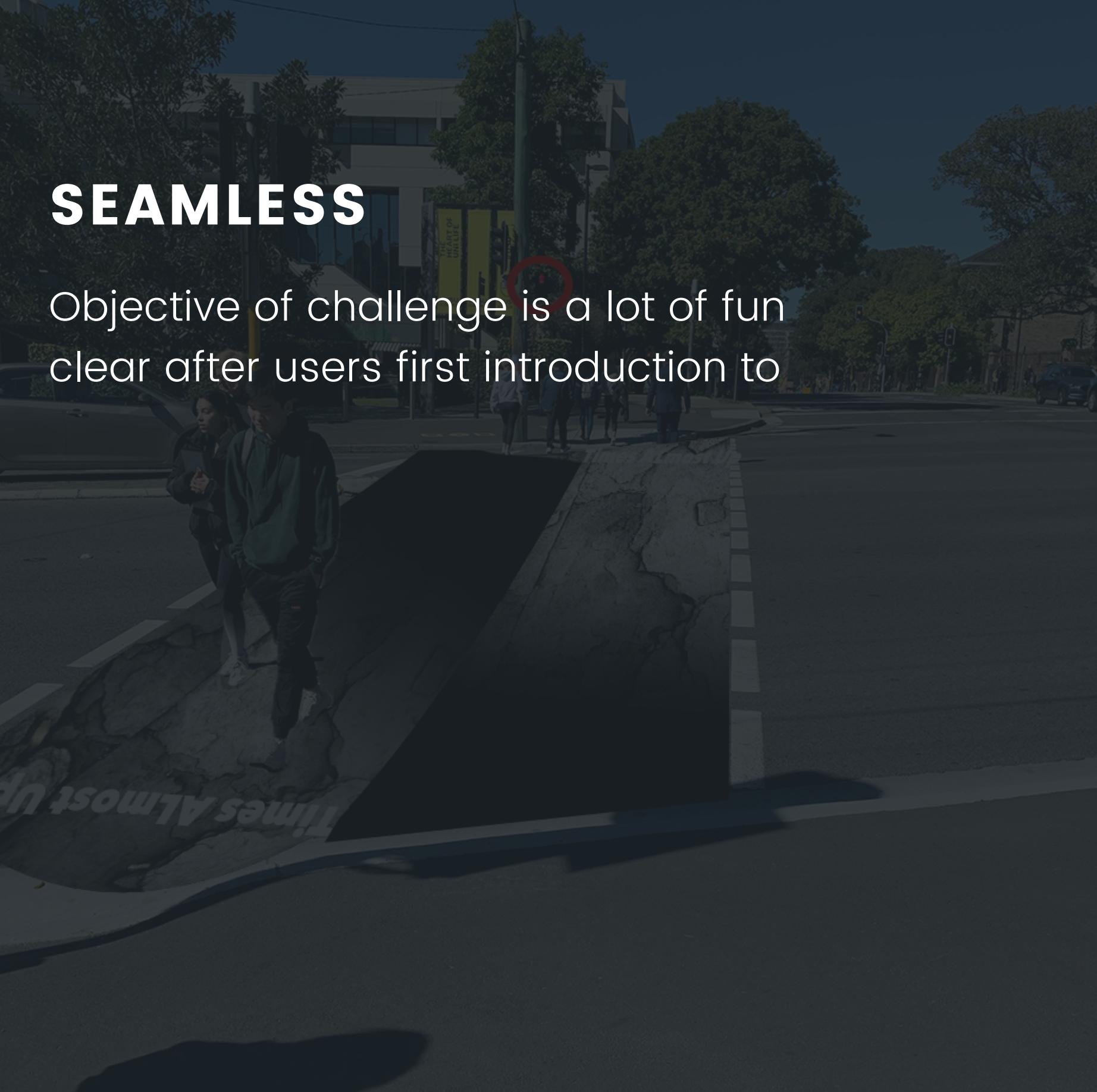
Visual crumbling + sounds encourage collaborative group participation from all pedestrians crossing

## **SAFE**

Turning safe crossing habits into a challenge and social incentive passively demand participation from every person intending to cross

## **SEAMLESS**

Objective of challenge is a lot of fun clear after users first introduction to



interPOLE









NYPD  
POLICE



## **BEYOND**

Whilst waiting, interactive art is slowly revealed on the green section. Other idea is quiz.

## **SEAMLESS**

User friendly and intuitive. It is immediately obvious what should be done.

## **ACCESSIBLE**

Seen at all heights, in the periphery in phone use. From any height, looking in any direction.

Continue Research

Low fidelity  
prototyping of  
concepts

User feedback



# WHAT THIS MEANS FOR US