

## Overall Problem Space Research Findings



Areas of Interest: Transport Stations, Near Shopping Malls, Tourist Attractions/Points of Interest  
 Needs as a pedestrian: Shortest/Fastest Route, Avoiding Large/Multiple Traffic stops,  
 Safe/Familiar  
 Wants as a pedestrian: Less Roads and Construction/Scenic/Interesting View, Area to ease foot traffic

**Overall we are designing for pedestrians to streamline the flow/walking experience in crowded areas where they can feel familiar, safe, and achieve the shortest/fastest route possible to their destination.**

We can design utilising wants such as less roads/construction, scenic or interesting view, or areas to ease foot traffic in mind.

### Personal Reflection:

I've been thinking about Audience Funnel a bit and also want to do a little bit more research in how to connect common personal issues from city-goers with the final design (probably stage 2 of concepts). Audience Funnelling means that people will physically move towards a certain area or in a certain direction (and we saw this with some works last year D18) whilst the actual design can make a correlative identity with the city itself and the pedestrians.