Pump Preservation

02nd October 2017

OVERVIEW

The original BMX pump track covering approximately 7km^2 is a historical landmark in Redditch, England. It was the first of it's kind in the UK and helped usher in the popularity of BMX from America in the early 1980's with several international races. It now lies overgrown and abandoned.

With this brief we are hoping to onboard an individual to explore the potential of locative media technologies within the unique environment of the original pump track. This area is of particular interest to visitors, containing Redditch skate-park along with the new olympic standard BMX race track managed by Redditch Premiers. This could be used to support an application for funding such as the Heritage Lottery Fund (Parks for People) or Sport England for potential site regeneration.

The goals of this brief focus around the creation of an app that should:

GOALS

1. Form part of a local council bid to Heritage Lottery Fund (and potentially Sport England) to invest in the regeneration of the surrounding area (approximately 35km^2) into a "wheeled hub" by proposing sensitive, sustainable solutions for the original pump track and increase community involvement within the area.
2. Inform visitors about the heritage and history behind the original pump track, delivering contextual information directly to the visitor.
3. Allow visitors to interact with the environment using their own mobile devices. This might be through iBeacons or other custom hardware.

SPECIFICATIONS

We need to deliver options for high quality design specifications for regeneration of the pump track, focused on the heritage of the site. There is also the opportunity to continue working on the project after the module with the aim of attaining funding.

MILESTONES

Deliver a formal Proposal.

Create a formal proposal document that is informed by multimodal research taking into consideration: sustainability, users, competitors, technology, trends and site specific details. Synthesise your research into one or two potential ideas for exploration.

Create several feasibility prototype

Using the most appropriate platforms and frameworks, create demo ready prototypes that realise the basic concepts

Test the effectiveness of the prototypes

Carry out usability research to measure the effectiveness of the prototypes.