



Hamza Patel
221000036



For this project, I focused on two main elements: usability and capturing the existing qualities of the precinct.

I conducted research on the look and feel of 44 Stanley through on-site visits as well as through analysis of their website.

The website uses the term “subtle sophistication” to describe the presinct. This was an element that I drew upon throughout the design. From ornate decoration to the subtle colour palette and delicate geometric font.

My approach to a postmodern design combines past art movements such as Art Nouveau and Art Deco, with newer ones such as flat illustration. The ornate decorations pair well with the featureless elements, providing a pleasing contrast.

The decorative aspects capture the personality of the area while the flat style ensures functionality as a wayfinding tool.



PROCESS



I began by making rough sketches using Google maps. I also used other geographic databases such as open street maps to get an idea of foot traffic, which direction most people were coming from etc.

I then visited the precinct to get a more accurate idea of the layout. I asked other visitors what they would like in a map and made note of this. I also made note of existing branding and my impressions of the location. I used this information to refine my draft.

While on site, I met Wiseman from management and requested a copy of the floor plan. The floor plan was from 2017 and required updating. Most of the shops had changed and there had been a number of changes in layout over the years.

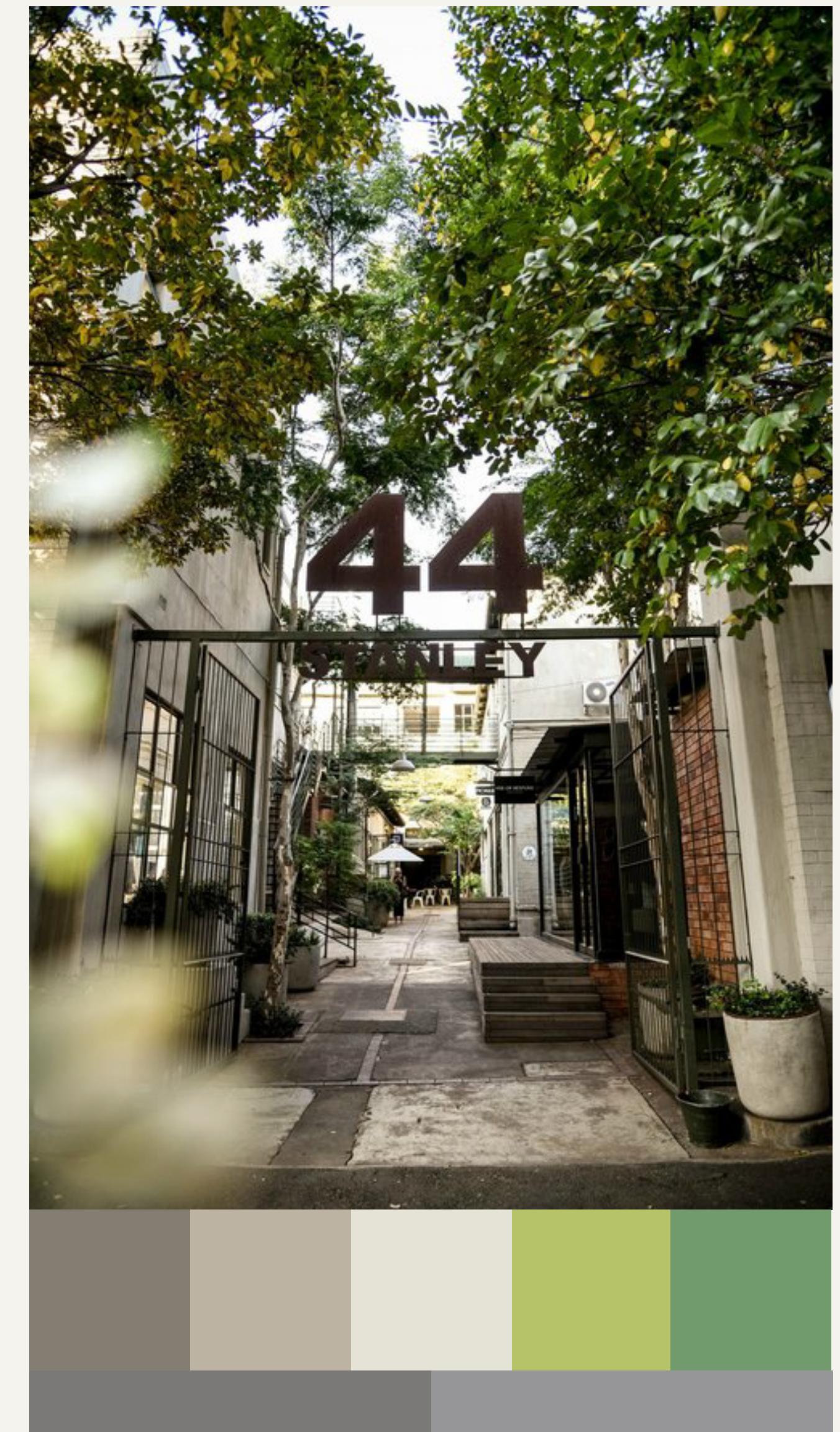
I then did research on effective wayfinding in order to improve functionality. I used the principles of mall planning in designing the pathways. Hussam Raouf (2020) writes that "**consumer circulation is the most important aspect for the planner**". Following this advice, I designed it so that the direction of footprints lead back into the center of the the precinct. Now that the user is familiar with the layout, they are free to go in whichever direction they want. They will likely be hungry after walking and the center is surrounded by food places.

DESIGN ELEMENTS

In terms of colour, my palette draws from the colours I saw on-site. I opted for more muted tones to play into the gentle atmosphere of the location.

- The green tones are meant to capture the greenery that's so prevalent throughout the area.
 - The beige/brown tones are meant capture both the buildings, as well as the various coffee shops that 44 Stanley is known for.
-

I used Futura for the text to maintain consistency with the website and other branded material. It is a font that has a unique blend of timelessness and elegance, which describes 44 Stanley perfectly. Both harken back to the past while looking to the future.



HANDHELD MAP-FRONT



The map uses a number system to avoid visual clutter.

There is a novelty aspect where the user can fold the bottom part of the map and explore by category alone. This adds an adventurous element into the mix as for example they might know it's a hobby shop but won't know anything else until they get there.

HANDHELD MAP-BACK

TENANT LISTING

NAME	DESCRIPTION
ACRE STUDIO	Interior design studio and furniture studio
ACTOR SPACES	Digital publication and acting school
ARTIST ADMIN	Admin support to creative businesses
THE ATELIER	Framing, limited edition fine art prints & books
BEAN THERE COFFEE COMPANY	Fair trade coffee
BED BATH BODY	Locally produced body and homeware products
THE BIOSCOPE	Independent cinema
BRUNCH SHOP (closed)	Limited edition illustration prints, paper goods & stationery
CHOCOLOZA	Handmade chocolates
CO	Locally designed and crafted functional home products
DRUM	DRUM magazine archive
EVEN AFTER ALL	70's inspired diner serving breakfast, lunch and dinner.
LA PERGOLA	Authentic Italian restaurant
L'ELEPHANT TERRIBLE	Collectible bookshop
FIVE8THS	Custom shirtmaker
FOREST GELATO	Seasonal gelato and sorbets
THE GALLERY	Art space for exhibitions, exchanges and publications
GONE OUTDOOR	South Africa's official Patagonia stockist
GUILLOTINE DESIGN	South African, female led contemporary fashion boutique
GLOW THEORY	Korean beauty retailer
HERS HIS HOME	Home and lifestyle-focused store
IFUKU	New and vintage denim and rugged wear

FAQs:

ARE THERE PARKING SPOTS AVAILABLE?

Yes. There is a designated parking area as well as parking spaces around the perimeter.

ARE THERE VEGETARIAN/HALAL FOOD OPTIONS?

Yes. A number of the establishments offer vegetarian/halal meals that are prepared seperately.

WHERE CAN I GO IF I WISH TO LEARN MORE ABOUT JOHANNESBURG?

DRUM (shop 25) offers an extensive look into the history and culture of Johannesburg.

IS IT SAFE?

It is very safe. The area is well protected and there have been no incidences in recent memory.

DOES 44 STANLEY OFFER FREE WIFI?

Certain places such as the Bean There Cafe (shop 15) do offer free wifi.

NAME	DESCRIPTION
JESSICA JANE	Fashion designed by Jessica Molebatsi
JFF PLANT SHOP	Specialist house plant store
KATE OTTEN ARCHITECTS	Local and international award winning architect
KARIBU	Outdoor products made by a social enterprise
KING COBBLER	Menders of leather goods & stockists of leather items
LA PERGOLA	Northern Italian Restaurant
LAND OF KIN	Menswear staples and accessories
LUCKY FISH	Fashion boutique and homewear
LUNAR	South African, slow fashion and lifestyle brand
ME & B	Fun and inclusive local fashion boutique
MOMA	Imported Menswear
MR VINYL	Record store stocking new and second-hand vinyl
MUNGO DESIGN	Locally manufactured textiles
PEACHY	Dine bar
PETAL AND POST	Same-day flower and gifting delivery service
ROWDY BAGS	Locally made leather bags and accessories
SALVATION CAFE	Outdoor cafe serving breakfast and lunch
STORM IN A TEACUP CERAMICS	Locally handmade ceramics and crafts
THE LIBRARY	An interactive audio-visual archive by Kudzanai Chiurai
VOISIN BREAD & WINE	Artisanal sourdough bread, unusual wines & cheeses
WYATT HAIRDRESSING & BARBERING	Award winning hair salon

TIMES VISITED:

SHOP KEY

- FASHION
- SELF CARE
- NOVELTY/SERVICES
- FOOD & DRINK
- HOBBY/ENTERTAINMENT

WEBSITE & CONTACT DETAILS



SURROUNDING AREA

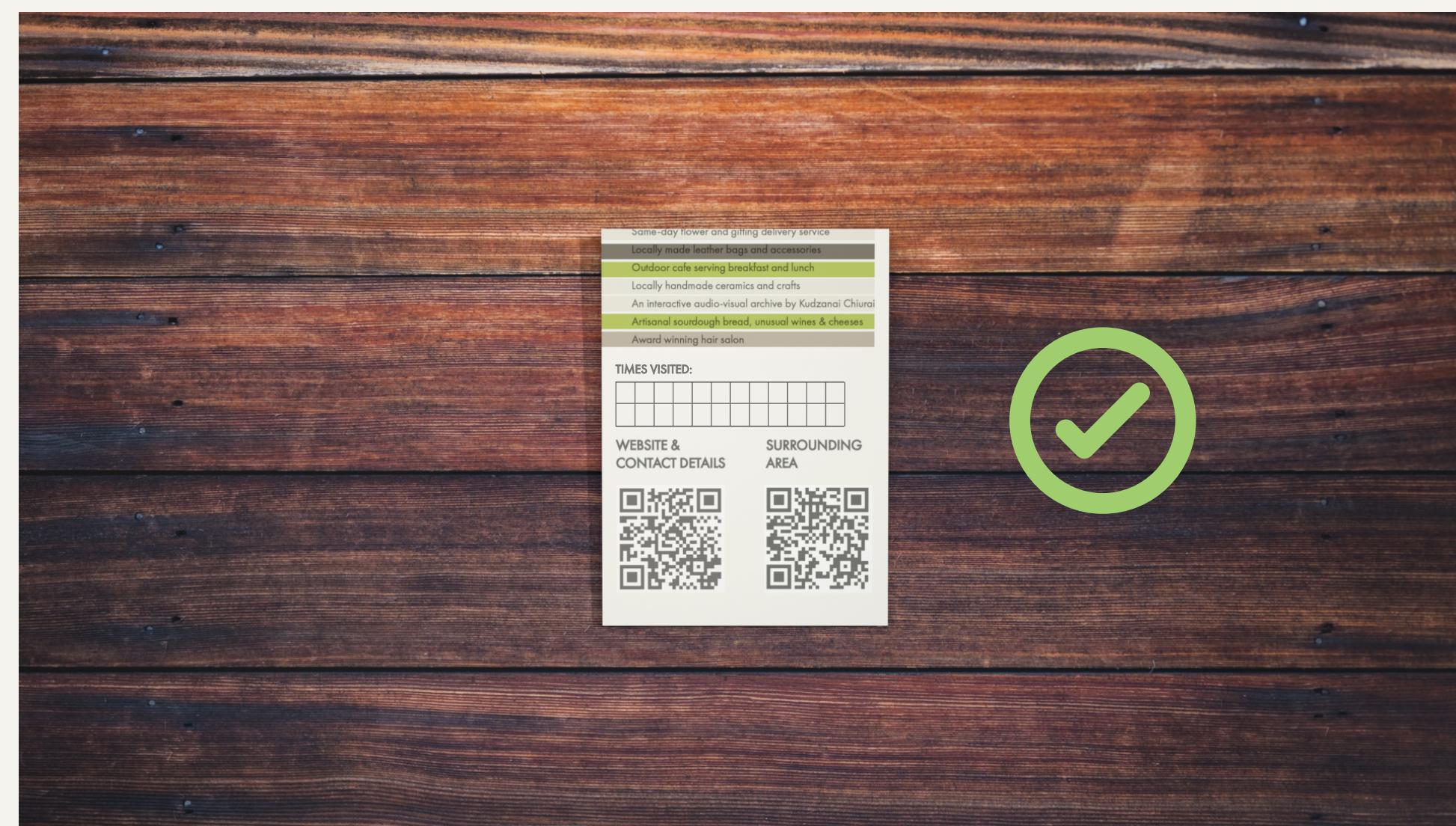
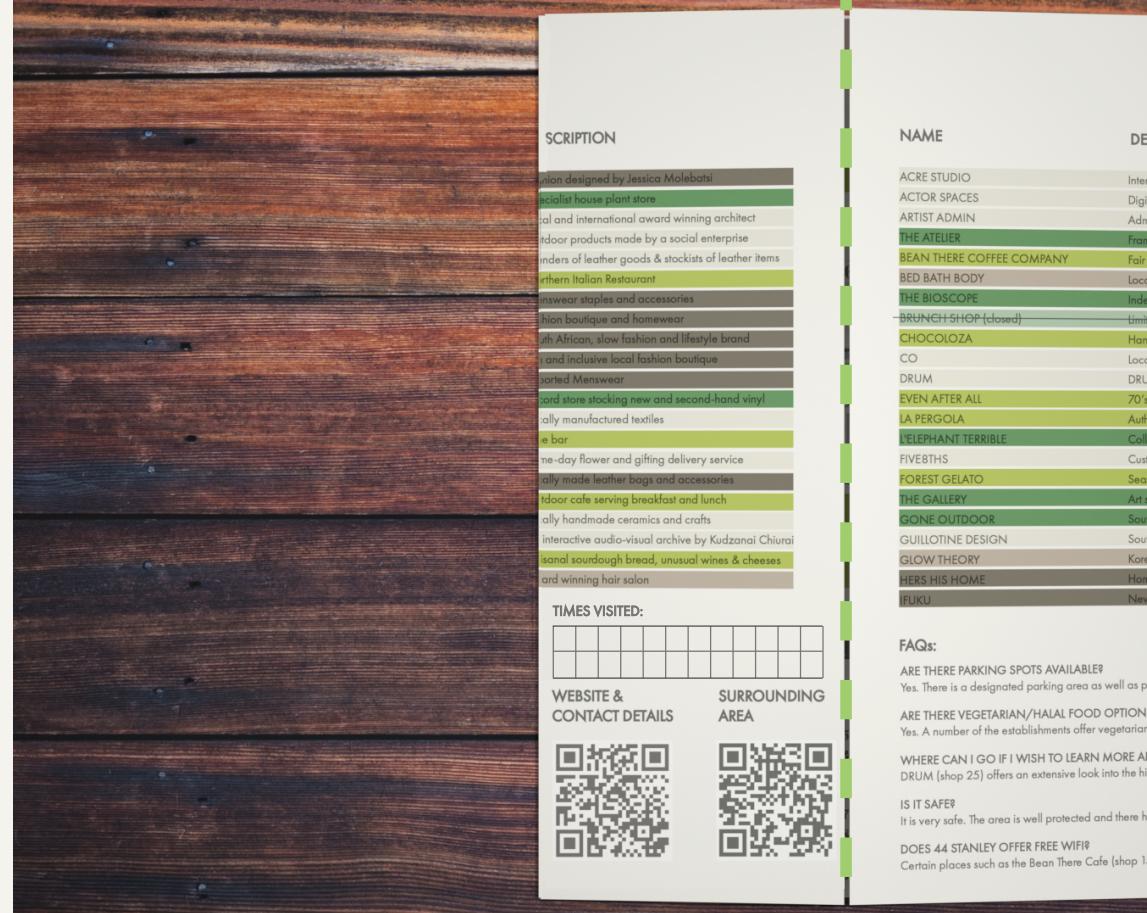
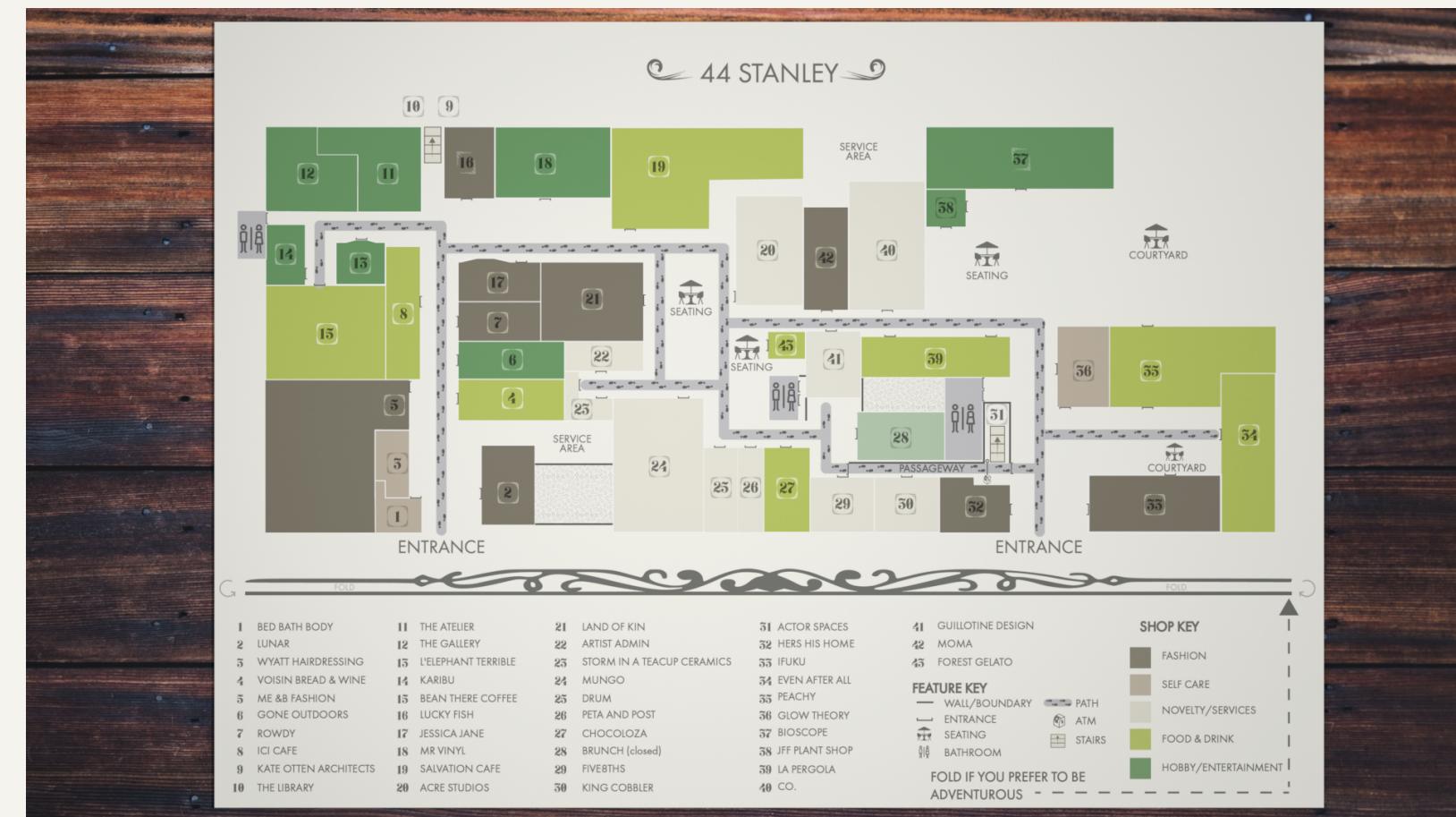


The back of the map provides a full list of shops along with a description of each.

The shops are sorted alphabetically and highlighted according to category.

Other relevant information such as FAQs and a QR code to the website are also made available should the user have further questions.

HANDHELD MAP USAGE



PHYSICAL WAYFINDING



Information/confirmation signboard

This map is located in the center of 44 Stanley.Upon entering, the path directs you towards the seating area and for many newcomers, they are unsure of where to go from here. This is therefore an optimal position for a physical map.

The most noticeable element is the text at the top of the map. This should immediately catch people's attention if they are lost.



Perimeter signage

This sign will be located outside of the parking lot and along the perimeter of the precinct. It will be useful to people who've arrived by car, foot or bicycle.



APP WIREFRAMES



TITLE

MAP

SEARCH

FILTER

SHOP LIST

RANDOM SHOP

SEARCH

MAP

MAP

LIST

RANDOM

SEARCH SORT FILTER

SHOP NAME
📍 Shop # Distance Open days
 Times Open days

SHOP NAME
📍 Shop # Distance Open days
 Times Open days

SHOP NAME
📍 Shop # Distance Open days
 Times Open days

SHOP NAME
📍 Shop # Distance Open days
 Times Open days

SHOP NAME
📍 Shop # Distance Open days
 Times Open days

SHOP NAME
📍 Shop # Distance Open days
 Times Open days

SHOP NAME
📍 Shop # Distance Open days
 Times Open days

MAP LIST RANDOM

BANNER

SHOP NAME
📍 Shop 37 25 Metres
 9:00-18:00 Mon-Sat

INFORMATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

TAKE ME THERE!

MAP LIST RANDOM

INTERACTIVE APP

HOMESCREEN



The homescreen directs to other main pages

MAP



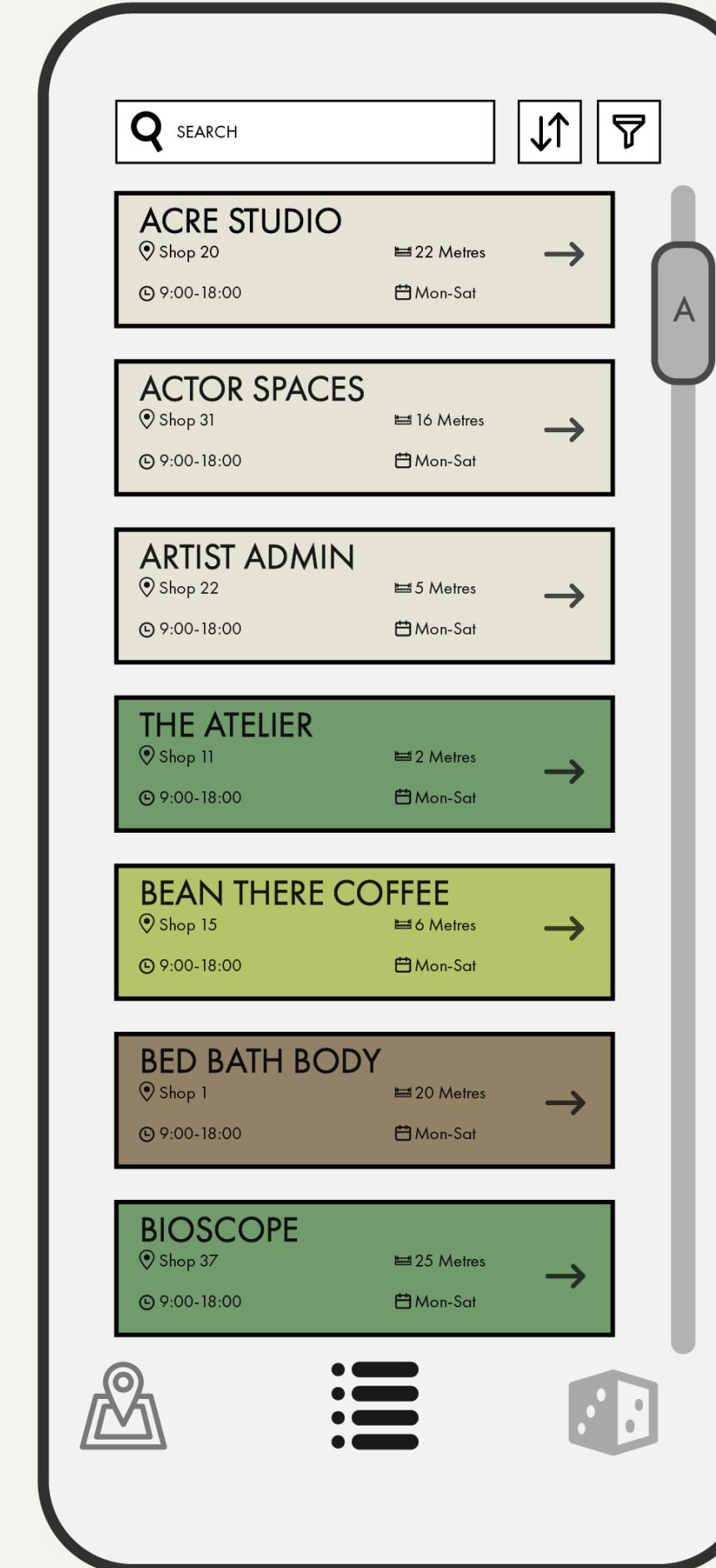
The map allows you to scan the area as well as navigate to a specific shop

MAP FILTERED BY TYPE



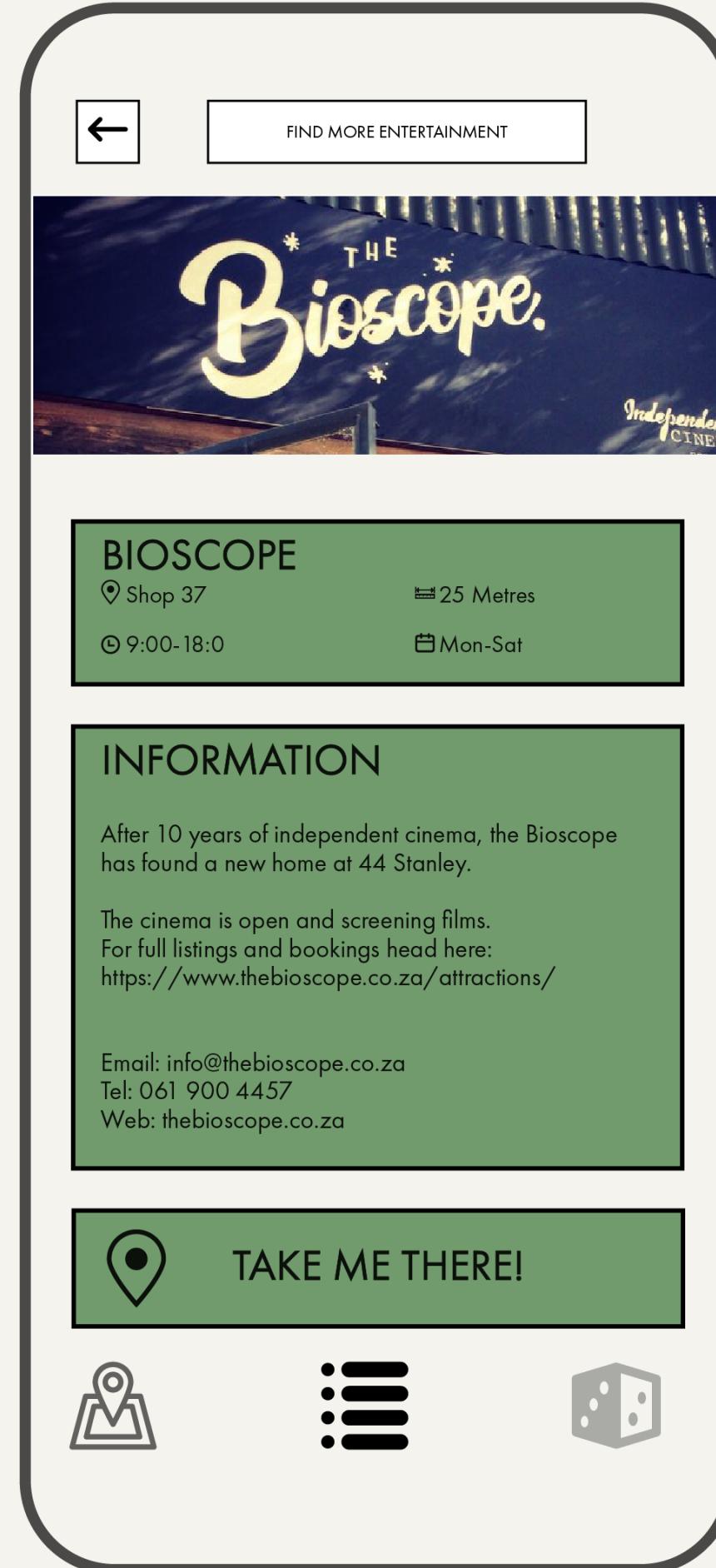
The filtered map highlights shops of a specific type and gives the distance to each

SHOP LIST



The shop list lists shops along with other relevant information

SHOP PAGE



Shop pages cover information relating to a specific shop. From opening times to contact details and directions.

EACH PAGE IS INTERCONNECTED. FOR EXAMPLE ONE CAN VIEW A SHOP PAGE BY SEARCHING, BROWSING THE SHOP LIST OR BY SELECTING IT ON THE MAP. THE SAME GOES FOR ANY OF THE OTHER ACTIONS



SOURCES



Openstreetmap. (n.d.). Results from OpenStreetMap Nominatim. [online] Available at: <https://www.openstreetmap.org/search?query=44%20stanley#map=19/-26.18531/28.01883> [Accessed 15 Oct. 2022].

Raouf, H. (2020). How to Design a Shopping Mall. [online] www.linkedin.com. Available at: https://www.linkedin.com/pulse/how-design-shopping-mall-hussam-raouf?trk=related_artice_How%20to%20Design%20a%20Shopping%20Mall%20_article-card_title [Accessed 1 Nov. 2022].