



DESTINATION HAMILTON



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WICKED PROBLEMS!

DESTINATION
HAMILTON

ILL-DEFINED PROBLEM

There is an unclear problem with different paths to solution and different possible solutions.

WELL-DEFINED PROBLEM

There is a clear problem which could have different paths to solution, but there is usually just one solution

HOW MIGHT WE MAKE HAMILTON'S CENTRAL CITY A DESIRABLE DESTINATION SPACE?

WICKED PROBLEM

The problem is difficult to clearly define, there are interdependencies and multi-causal aspects, proposed measures have unforeseen effects, there is no clear or correct solution, there are multiple stakeholders stretching across multiple organizations.

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EMPATHISE

Develop a deep understanding of the challenge, and learn about the audience/users. The best designs are human-centred.

DEFINE

Construct a point of view that is based on user needs and insights. Clearly articulate and frame the problem you wish to solve.

IDEATE

Brainstorm creative and potential solutions. Good and bad ideas: don't stop at the obvious ones. Select and develop solutions.

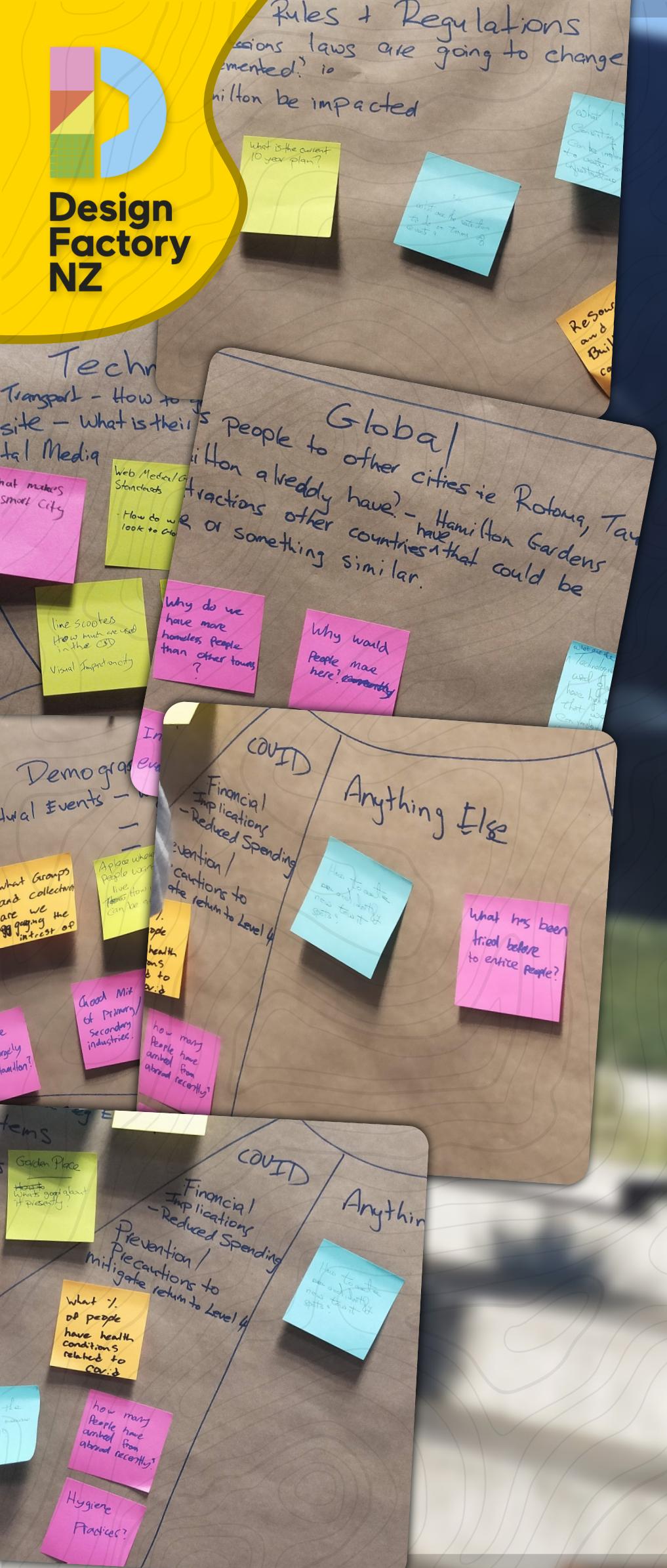
PROTOTYPE

Build a representation of one or more of your ideas to test all or part of your solution. Showing is better than telling.

TESTING

Engage in continuous, shortcycle innovation process to improve your design. User test your ideas to refine.





STAR BURSTING

WHAT IS IT:

Starbursting is a tool that is used to generate questions that help explore a topic.

WHY USE THIS METHOD:

Starbursting method provides a focused, systematic and comprehensive flow of guided thought that provides questions to answer for a concept over a short period of time.



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QUESTIONS!

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WHAT DO YOU LIKE OR DISLIKE ABOUT THE CBD

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OBSERVATIONS & INTERVIEWS

DESTINATION
HAMILTON

HARCOURTS

VICTORIA
ON THE RIVER

HAMILTON
CITY CENTRE

HAMILTON
SHOPPING

HOOD
STREET

DESIGN FACTORY
INDUSTRY BREAKFAST

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INTERVIEWS QUESTIONS

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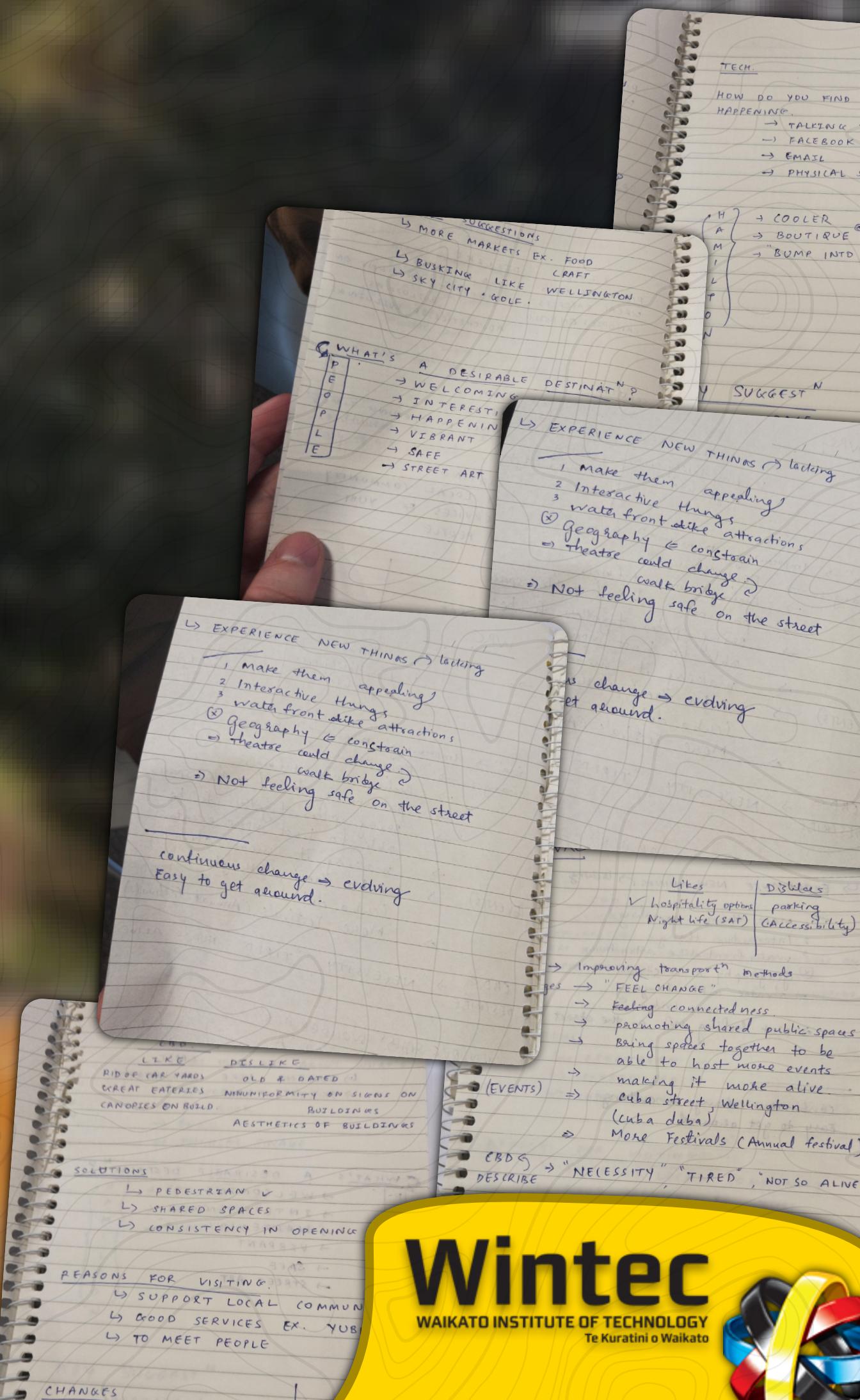
What are a few things that you commonly dislike or like about the CBD?

How would you describe in a few words or emotions your experiences in the CBD?

What are your reasons for visiting or shopping in CBD on an average day?

What changes would you like to see in the CBD?

What attraction or event that another city has would you like to see brought to Hamilton?



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How can we improve the signage and advertisement infrastructure within Hamiltons Central business district to ultimately improve the publics perception of affordability and entertainment within CBD

How might we implement visual infrastructures that would improve the visual representation of he CBD?

How might we alter the CBD to cater towards people of lower income brackets?

How might we improve parking infrastructure in order to reduce traffic build up and increase parking availability



THANK YOU!

YOUR FEEDBACK IS APPRECIATED :)

