

# **PARKING SIGNAGE: RESEARCH AND PROCESS**

Vivian Ho

DES 159: Exercise 2  
Spring 2014

# **RESEARCH**

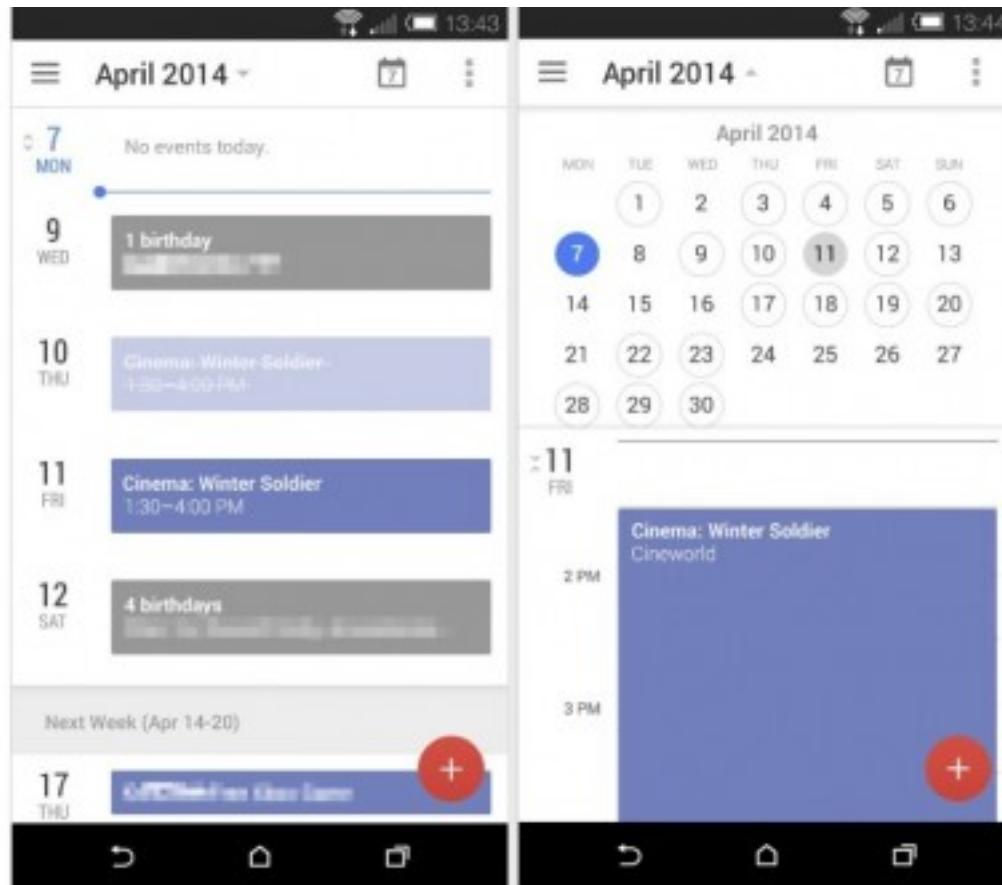


## BACKGROUND INFORMATION

- + only implemented during baseball season
- + prevents commuters or patrons of AT&T park from monopolizing on street parking in Mission Bay
- + encourages parking off street and taking public transit
- + only some sections of Mariposa and Illinois Streets have Game Day Only Tow Away Signs on display

Source:

+ [http://sfspark.org/wp-content/uploads/2012/07/MissionBayParkingStrategy\\_July2012.pdf](http://sfspark.org/wp-content/uploads/2012/07/MissionBayParkingStrategy_July2012.pdf)

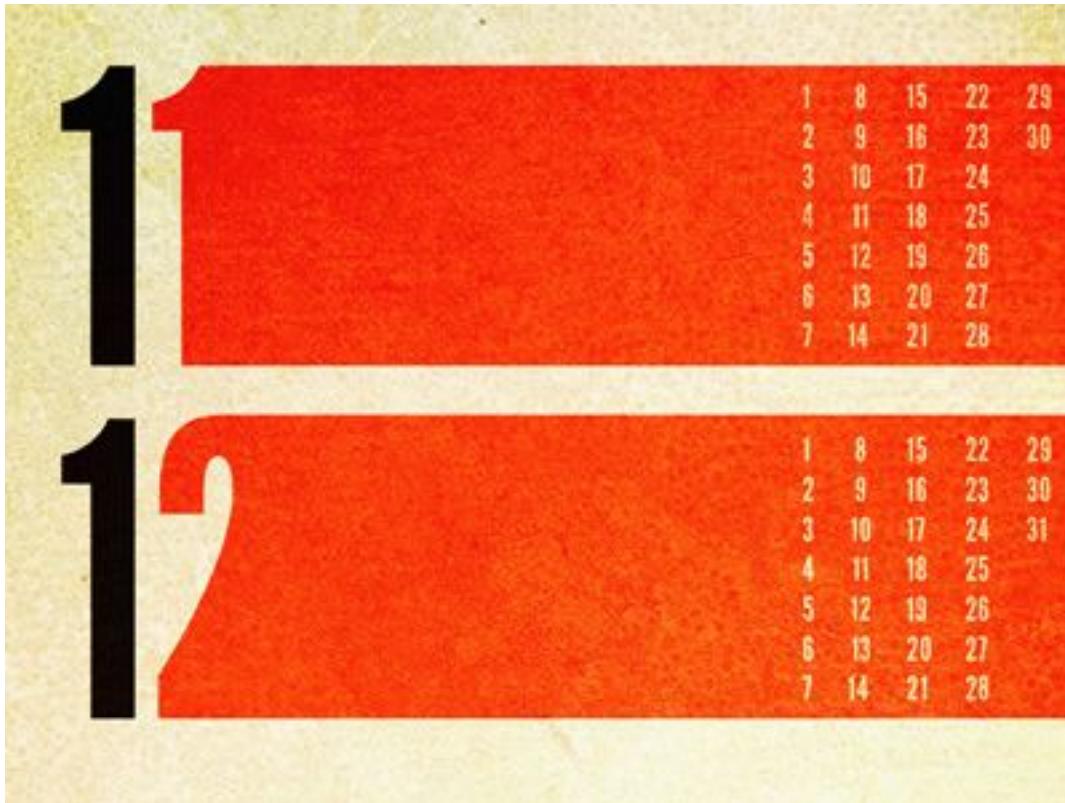


## GOOGLE: REDESIGN OF ANDROID'S CALENDAR APP

- + no grid lines
- + filled circles
- + minimal look, color-blocked.

Source:

- + <http://www.geek.com/android/google-is-testing-new-ui-and-features-for-google-calendar-1590615/>
- + <http://www.theverge.com/2014/4/9/5598390/google-testing-new-design-for-android-calendar-app>



By Simon Foster

- + minimalist notation of months through use of bold colors
- + use of Gestalt principles (continuation)

Source:

+ [http://www.pinterest.com/  
pin/506936501775494451/](http://www.pinterest.com/pin/506936501775494451/)



By Krzysztof Iwanski

- + bold numbers for months
- + numbers for dates arranged in a variety of shapes
- + simple color scheme

Source:

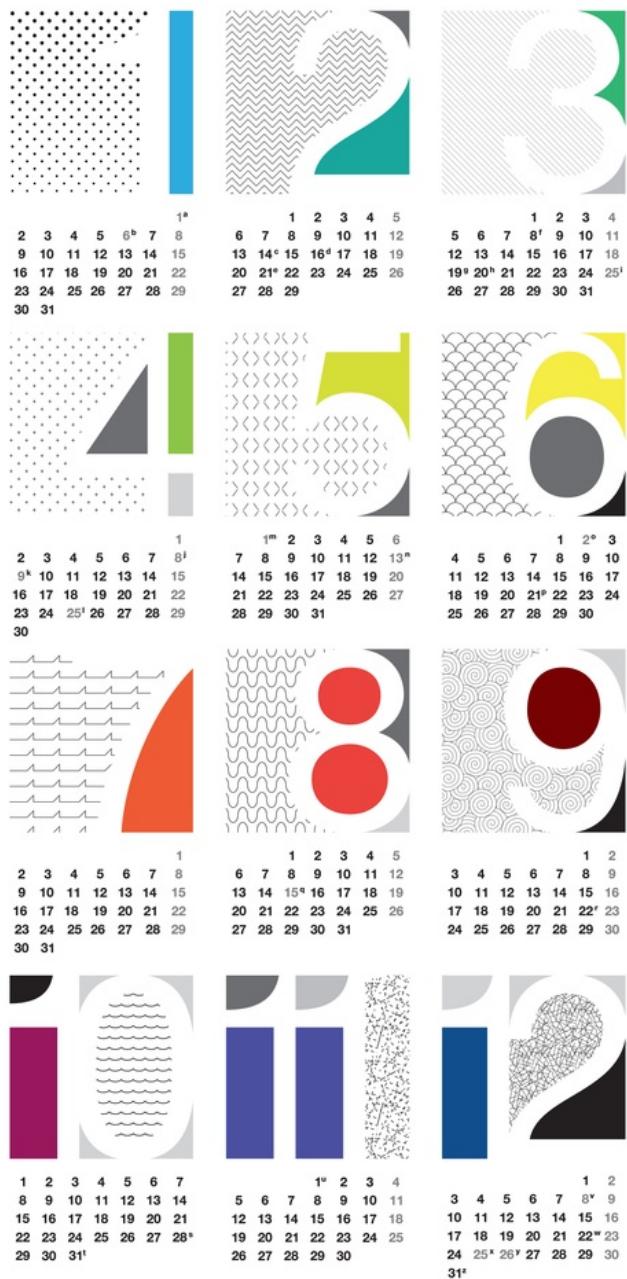
+ [http://www.coroflot.com/ivvanski/  
Calendar](http://www.coroflot.com/ivvanski/Calendar)



- + use of overlap and varied opacity to conserve space
- + numbers for dates are arranged in a block vertically (instead of horizontally, like usual)

Source:

+ <http://blog.uprinting.com/55-creative-unique-calendar-designs/>



# WILL THE WORLD REALLY END?

# 2012

- a capodanno
- b epifania
- c san valentino
- d giovedì grasso
- e venerdì grasso
- f festa della donna
- g festa del papà
- h equinozio di primavera
- i inizio ora legale (-1)
- j pasqua
- k pasquetta
- l liberazione
- m festa del lavoro
- n festa della mamma
- o festa della repubblica
- p solstizio d'estate
- q ferragosto
- r equinozio d'autunno
- s fine ora legale (+1)
- t halloween
- u ogni santi
- v immacolata concezione
- w solstizio d'inverno
- x natale
- y santo stefano
- z san silvestro

- + interaction of negative and positive space with month numbers
- + use of patterns and solids

Source:

+ <http://www.pinterest.com/pin/491385009312406487/>

# DRAFTS

# **TOW - AWAY ZONE NO STOPPING DURING and AFTER AT&T PARK EVENTS**

## No stopping from:

- 1 PM to 6 PM
  - 8 PM to 12 AM (MIDNIGHT)

on the dates below.

For towed vehicles, call 553-1235.

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  - 8 PM to 12 AM (MIDNIGHT)

on the dates below.

APRIL						
Su	M	T	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

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# ROUGH DRAFTS

In my first version (left), I kept most of the information the same. Key differences/improvements include:

- + colored bars at top and bottom
  - + re-wording of time restrictions
  - + use of orange and blue to mark times. I used orange and blue because I was looking for more parking sign neutral colors.

In the second version, I replaced the entire grid with a chart of the entire month. Though this is more legible and easier to read, it would not be approved by the city to be implemented.

Upon further investigation, the use of orange and blue was rather distracting and needed to be reconsidered.

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# REFINED DRAFTS: INITIAL REVISIONS

- + maroon bars at top and bottom change to bright red
  - + split up header to increase visual hierarchy
  - + left aligned everything
  - + changed colors to maroon and dark grey

Issues that are present:

- + grid is overwhelming

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on the dates below.

MAR	APR	MAY	JUN
1	① ② ③ ④ ⑤	① ② ③	1 2 3 4 5 6 7
2 3 4 5 6 7 8	6 7 8 9 10 11 ⑫	4 5 6 7 8 9 10	8 9 10 11 12 13 14
9 10 11 12 13 14 15	⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ⑲	⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰	⑯ ⑰ ⑱ ⑲ ⑳ ㉑
16 17 18 19 20 21 22	㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘	㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘	㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘
23 24 25 26 27 28 29	㉙ ㉚ ㉛ ㉜ ㉖ ㉗ ㉘	㉙ ㉚ ㉛ ㉜ ㉖ ㉗ ㉘	㉙ ㉚ ㉛ ㉜ ㉖ ㉗ ㉘
30 31	㉗ ㉘ ㉙ ㉚	㉗ ㉘ ㉙ ㉚ ㉛ ㉜ ㉖	㉙ ㉚ ㉛ ㉜ ㉖ ㉗ ㉘
JUL	AUG	SEP	OCT
1 ② ③ ④ ⑤	① ②	① ② ③ ④ ⑤ ⑥	1 2 3 4 5
⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫	③ ④ ⑤ ⑥ ⑦ ⑧ ⑨	7 8 9 10 11 12 13	5 6 7 8 9 10 11
13 14 15 16 17 18 19	10 11 12 13 14 15 ⑯	14 15 16 ⑯ ⑰ ⑱ ⑲	12 13 14 15 16 17 18
20 ㉑ ㉒ ㉓ ㉔ ㉕ ㉖	㉗ ㉘ ㉙ ㉚ ㉛ ㉕ ㉖	㉗ ㉘ ㉙ ㉚ ㉛ ㉕ ㉖	㉗ ㉘ ㉙ ㉚ ㉛ ㉕ ㉖
27 ㉘ ㉙ ㉚ ㉛ ㉜ ㉖	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚
31	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚

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on the dates below.

MAR	APR	MAY	JUN
1	① ② ③ ④ ⑤	① ② ③	1 2 3 4 5 6 7
2 3 4 5 6 7 8	6 7 8 9 10 11 ⑫	4 5 6 7 8 9 10	8 9 10 11 12 13 14
9 10 11 12 13 14 15	⑬ ⑭ ⑮ ⑯ ⑰ ⑱ ⑲	⑪ ⑫ ⑬ ⑭ ⑮ ⑯ ⑰	⑯ ⑰ ⑱ ⑲ ⑳ ㉑
16 17 18 19 20 21 22	㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘	㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘	㉒ ㉓ ㉔ ㉕ ㉖ ㉗ ㉘
23 24 25 26 27 28 29	㉙ ㉚ ㉛ ㉜ ㉖ ㉗ ㉘	㉙ ㉚ ㉛ ㉜ ㉖ ㉗ ㉘	㉙ ㉚ ㉛ ㉜ ㉖ ㉗ ㉘
30 31	㉗ ㉘ ㉙ ㉚	㉗ ㉘ ㉙ ㉚ ㉛ ㉜ ㉖	㉙ ㉚ ㉛ ㉜ ㉖ ㉗ ㉘
JUL	AUG	SEP	OCT
1 ② ③ ④ ⑤	① ②	① ② ③ ④ ⑤ ⑥	1 2 3 4 5
⑥ ⑦ ⑧ ⑨ ⑩ ⑪ ⑫	③ ④ ⑤ ⑥ ⑦ ⑧ ⑨	7 8 9 10 11 12 13	5 6 7 8 9 10 11
13 14 15 16 17 18 19	10 11 12 13 14 15 ⑯	14 15 16 ⑯ ⑰ ⑱ ⑲	12 13 14 15 16 17 18
20 ㉑ ㉒ ㉓ ㉔ ㉕ ㉖	㉗ ㉘ ㉙ ㉚ ㉛ ㉕ ㉖	㉗ ㉘ ㉙ ㉚ ㉛ ㉕ ㉖	㉗ ㉘ ㉙ ㉚ ㉛ ㉕ ㉖
27 ㉘ ㉙ ㉚ ㉛ ㉜ ㉖	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚
31	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚	㉛ ㉜ ㉖ ㉗ ㉘ ㉙ ㉚

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## REFINED DRAFTS: CALENDAR VIEW

Inspired by the colored circles in Google's redesign on the Calendar app, I attempted a similar aesthetic with the parking sign. Due to a major increase in content, I increased the size from 11"x17" to 12.5" x 18.5".

I started with just circles and then connected them to reduce "noise" visually.

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MAR	APR	MAY	JUN
	1 2 4 12 13 14 16 17 18 19 11 12 13 14 15 16 15 16 7 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 12 11 12 13 14 15 16 15 16 7 18 19 20 21 22 23 24	
JUL	AUG	SEP	OCT
2 3 4 5 6 7 8 9 10 11 21 22 30 31	3 4 5 6 7 8 16 17 18 20 21 22 31	1 2 3 4 5 17 18 19 21 22 23 24 25 26	

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MAR	APR	MAY	JUN
	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 11 12 13 14 15 16 17 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 12 11 12 13 14 15 16 17 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 8 9 10 11 12 13 14 15 16 17 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JUL	AUG	SEP	OCT
2 3 4 5 6 7 8 9 10 11 21 22 30 31	3 4 5 6 7 8 16 17 18 20 21 22 31	1 2 3 4 5 17 18 19 20 21 22 23 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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2/01 SSC CAC 0F 3M

## REFINED DRAFTS: REDUCE CLUTTER

In a further attempt to reduce clutter and incorporate more negative space, I deleted all numbers of dates that did not have a parking restriction. This resulted in a sign that was awkwardly empty, so I put all the numbers back in a lighter grey.

# **USER TESTING**

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2 3 4 5 6 7 8	6 7 8 9 10 11 12	4 5 6 7 8 9 10	8 9 10 11 12 13 14
9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17	15 16 17 18 19 20 21
16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24	22 23 24 25 26 27 28
23 24 25 26 27 28 29	29 30 31	29 30	
30 31	29 30 31	29 30	

JUL	AUG	SEP	OCT
1 2 3 4 5	1 2	1 2 3 4 5	1 2 3 4
6 7 8 9 10 11 12	3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11
13 14 15 16 17 18 19	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18
20 21 22 23 24 25 26	24 25 26 27 28 29 30	19 20 21 22 23 24 25	26 27 28 29 30 31
27 28 29 30 31	28 29 30	26 27 28 29 30 31	

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2015 SOC CAC 09 09

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9 10 11 12 13 14 15	13 14 15 16 17 18 19	11 12 13 14 15 16 17	15 16 17 18 19 20 21
16 17 18 19 20 21 22	20 21 22 23 24 25 26	18 19 20 21 22 23 24	22 23 24 25 26 27 28
23 24 25 26 27 28 29	29 30 31	29 30	
30 31	29 30 31	29 30	

JUL	AUG	SEP	OCT
1 2 3 4 5	1 2	1 2 3 4 5	1 2 3 4
6 7 8 9 10 11 12	3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11
13 14 15 16 17 18 19	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18
20 21 22 23 24 25 26	24 25 26 27 28 29 30	19 20 21 22 23 24 25	26 27 28 29 30 31
27 28 29 30 31	28 29 30	26 27 28 29 30 31	

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2 3 4 5 6 7 8	13 14 15 16 17 18 19	11 12 13 14 15 16 17	15 16 17 18 19 20 21
9 10 11 12 13 14 15	20 21 22 23 24 25 26	18 19 20 21 22 23 24	22 23 24 25 26 27 28
16 17 18 19 20 21 22	27 28 29 30	25 26 27 28 29 30	
23 24 25 26 27 28 29	31	30	

JUL	AUG	SEP	OCT
1 2 3 4 5	1 2	1 2 3 4 5	1 2 3 4
6 7 8 9 10 11 12	3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11
13 14 15 16 17 18 19	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18
20 21 22 23 24 25 26	21 22 23 24 25 26	19 20 21 22 23 24 25	26 27 28 29 30 31
27 28 29 30 31	31	28 29 30	

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2 3 4 5 6 7 8	13 14 15 16 17 18 19	11 12 13 14 15 16 17	15 16 17 18 19 20 21
9 10 11 12 13 14 15	20 21 22 23 24 25 26	18 19 20 21 22 23 24	22 23 24 25 26 27 28
16 17 18 19 20 21 22	27 28 29 30	25 26 27 28 29 30	
23 24 25 26 27 28 29	31	30	

JUL	AUG	SEP	OCT
1 2 3 4 5	1 2	1 2 3 4 5	1 2 3 4
6 7 8 9 10 11 12	3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11
13 14 15 16 17 18 19	10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18
20 21 22 23 24 25 26	21 22 23 24 25 26	19 20 21 22 23 24 25	26 27 28 29 30 31
27 28 29 30 31	31	28 29 30	

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## THE OPTIONS

I decided to show all four of my refined drafts to my test participants. I wanted people to think about how they would interact with one of these signs if they saw them on the street.

First, I asked my participants to see which of these signs they were most drawn to and why. If they weren't attached to any one in particular, what specific aspects they liked. Second, I asked if the information and restrictions were clear. Third, I asked each participant for suggestions to improve.

Though there was no clear winner of these four editions with my study participants, I gained a lot of valuable insight to my designs. People responded well to the circled and like to see them connect if two circles of the same color are next to each other. However, there was mixed reviews regarding how to present the dates that do not have parking restrictions. Some liked the numbers to be deleted but some found the negative space to be uncomfortable. As for improvements, my study participants struggled with the size of the dates and would have liked to see those bigger somehow.

**FINAL DRAFT**

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APR	MAY	JUN
1 2 4 12 13 14 16 17 18 19 20 21 22 26 27 28 29 30	1 2 11 12 13 14 15 16 25 26 27 28 29 30	15 16 17 18 19 20 21 22 23 24
JUL	AUG	SEP
2 3 4 5 6 7 8 9 10 11 21 22 30 31	1 3 4 5 6 7 8 16 17 18 20 21 22 31	1 2 3 4 5 17 18 19 21 22 23 24 25 26

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Taking the feedback received from my user testing studies into account, I set forth to draft another version of the parking sign.

Revisions include:

- + removing dates with no parking restrictions
- + lining up dates with parking restrictions in chronological order within a neat grid
- + increase size of dates and circles

Another round of brief questioning of my study participants revealed that the final draft had improved in clarity and legibility.