The background of the slide is a scenic view of Griffith Park in Los Angeles. In the foreground, there are lush green trees and a dirt path. In the middle ground, the Griffith Observatory is visible, a large white building with a prominent dome. In the background, the Los Angeles city skyline is visible under a clear blue sky. A vertical orange bar is on the left side of the slide.

Predetermining Risk

@ Griffith Park

“ I would change my schedule if I knew what time was less crowded. I like to avoid people as much as possible.

- Clark

Ruben Montanez
Cianna Robinson
Jennifer Morehead
Joey Fonacier

A group of people is gathered on a rooftop terrace at sunset. The sun is low on the horizon, casting a warm orange glow over the scene. In the foreground, a woman with long dark hair, wearing a white t-shirt with a black floral pattern and black shorts, is seen from behind. To her right, a man in a grey t-shirt and a white mesh baseball cap is also seen from behind. Further back, several other people are visible, some looking out over a cityscape. The background shows a hazy city with buildings and hills under a bright orange sky. The overall atmosphere is relaxed and social.

01

KEY INSIGHTS

Derived from on-site observation, interviews, surveys, and forums

02

TARGET AUDIENCE

Personas and journey map synthesized from team research

03

SECONDARY RESEARCH

Comparative and available technology research

04

CONCEPT

Preliminary interactive solution offering

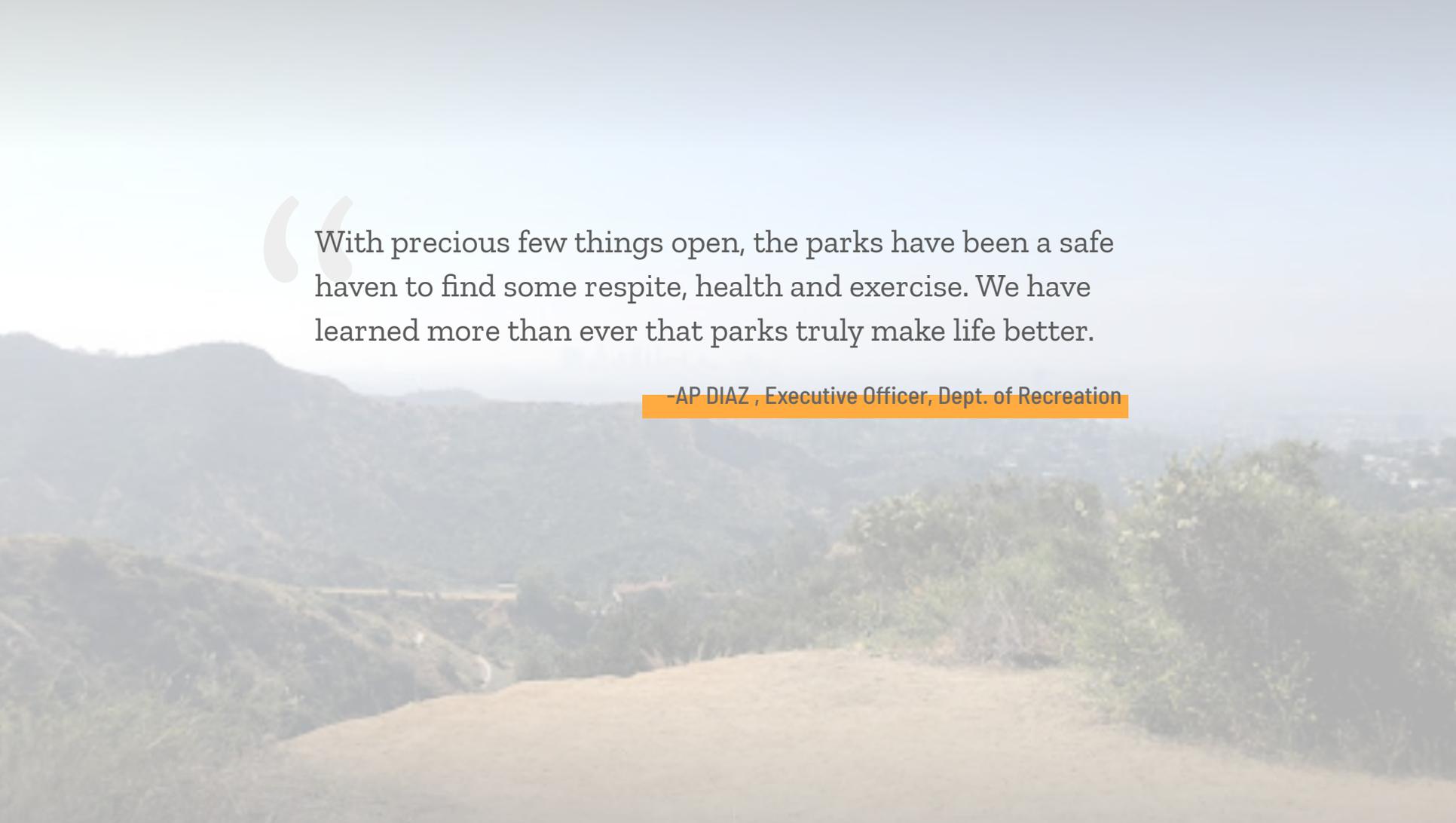
PROBLEM



We have observed that Griffith Park provides an important outlet for people during COVID-19, but the uncertainty surrounding social distancing and policy is stressful.



How might we help people predetermine COVID-19 risk when visiting Griffith Park to minimize uncertainty and make informed decisions about their visit.



“With precious few things open, the parks have been a safe haven to find some respite, health and exercise. We have learned more than ever that parks truly make life better.

-AP DIAZ , Executive Officer, Dept. of Recreation

INSIGHT 1

People need outdoor spaces like Griffith Park for fitness and mental health but don't know until they arrive how safe they will feel. 🌱

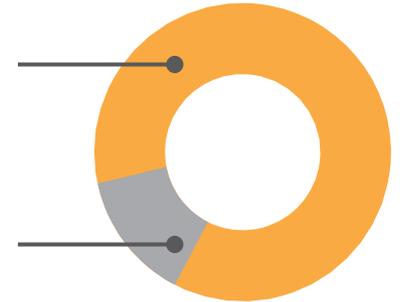
“You do what you can to be safe but, you gotta go outside. You can't just be inside all the time. -Brock



Have you ever gone to a public space and felt uncomfortable or unsafe due to Covid-19?

86.7% Yes

13.3% No



Survey of over 60 Los Angeles Residents

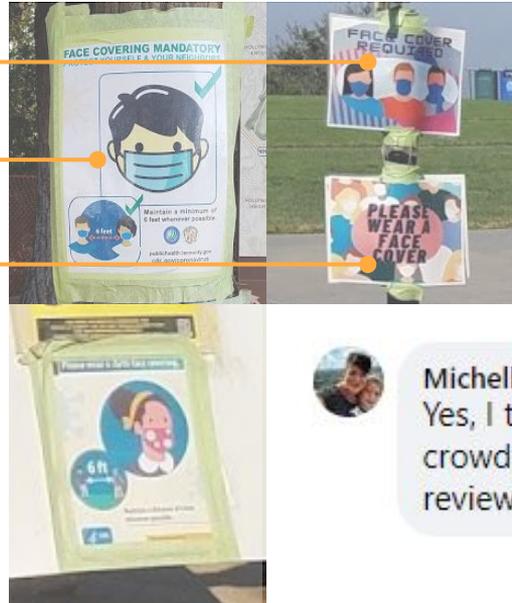
INSIGHT 2

People use inexact assumptions, strategies, and personal research to determine what outdoor space they will feel safe visiting. *Enforcement of distancing and masks is also inconsistent and inexact.*

REQUIRED

MANDATORY

PLEASE



How will they know if it's too crowded?

They don't really count, they just kind of look -Griffith Employee



Michelle Jones

Yes, I try to time when I go to make sure there's not a crowd. I always do an online search for any recent reviews that might give any indication of that.

FB Pandemic Parents Group Discussion

INSIGHT 3

Being safe and feeling safe are different. **Choice** helps people feel safe. Having information makes people feel comfortable about their choice.

If the survival brain perceives itself to be *helpless, powerless, or lacking control*—the survival brain will likely create traumatic stress



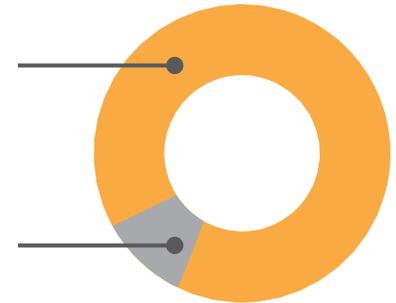
"One way to help regain a sense of feeling safe is to look for choices.

-sfac.org.uk

Would you be interested in knowing how crowded an area is prior to visiting?

88.3% Yes

11.7% No



Survey of over 60 Los Angeles Residents

PERSONA 1

Brock

Age: 26

Occupation: Digital Media

Location: West Hollywood

Family: Single



"I used to go to the gym, but because many were closed, I find myself going outside even more."

Brock tries to be extra safe because he doesn't want his 82 year old grandmother to get sick. He knows it the right thing to do but misses going out to comedy clubs and meeting new people.

Motivations

Stay fit
De stress, mental health
Safe social interaction

Pain Points

No gyms are open
Uncertainty of crowds is stressful
Can't meet new people when social distancing

Outdoor Activities

Taking Kids to the Park
Hiking
Camping

Covid Comfort



Frequently Used Apps



PERSONA 2

Monika

Age: 42

Occupation: Project Manager

Location: Burbank

Family: Married, two kids



“We went camping and hiking last weekend.
.. Nature soothes the quarantine soul.”

Monika is struggling to juggle full time work and distance learning for her kids. She is sick of being in front of a screen all day and misses meeting up with other families.

Motivations

- Get kids to exercise
- De stress, mental health
- Get out of the house

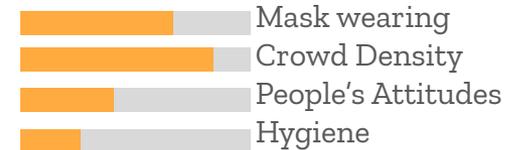
Pain Points

- Kids have trouble social distancing
- Strategizing safe places to go is time consuming

Outdoor Activities

- Hiking
- Running
- Camping
- Walking Dog

Covid Comfort



Frequently Used Apps

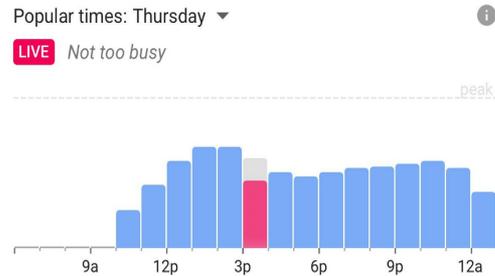


JOURNEY MAP

	Motivation	Idea	Fears	Action	Reaction
Experience 	<p>After two days spent in doors working from home, both Monika and her two young children begin to feel restless.</p>	<p>It's a lovely day outside so, Monika decides to take the children out for a hike.</p>	<p>Monika spends an hour getting the kids ready. She fears it will be too crowded to go and that she's wasted a day attempting this trip.</p>	<p>Monika gets to Griffith Park and sees a crowded parking. Her fears come alive. She sees crowds of people with no masks and not social distancing.</p>	<p>Monika turns around and forms a new game plan. The kids are confused and sad over their cancelled plans.</p>
Emotions	 Restless	 Excited	 Stressed	 Annoyed	 Disappointed
Needs	<p>A place to go consistently for outside activity</p>	<p>To know she can safely take her kids on a hike</p>	<p>To know how safe an area is prior to visiting</p>	<p>A way to avoid crowded areas</p>	<p>A backup plan for when a place is too crowded</p>
Ideas for Improvement	<p>Give the ability to find places to go to prevent restlessness</p>	<p>A site to search open and safe hiking trails</p>	<p>Give Monika the ability to see how crowded the place in prior to putting in the effort.</p>	<p>Show an accurate count of how covid safe an area is</p>	<p>Give Monika the ability to quickly change game plans, via information about the site prior to going there</p>

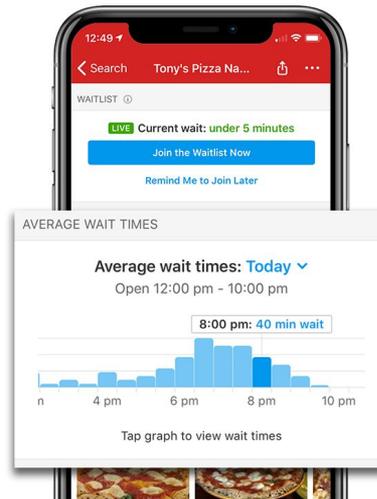
COMPARATIVE RESEARCH

Google Popular Times



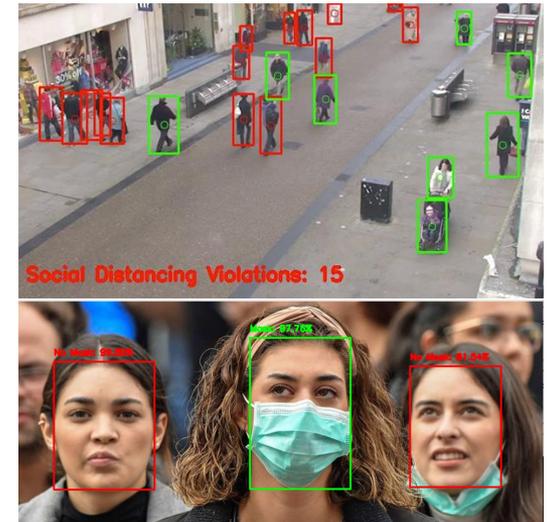
People want this information

Yelp Average Wait Times



Bar graphs aren't the best visualization of real world density

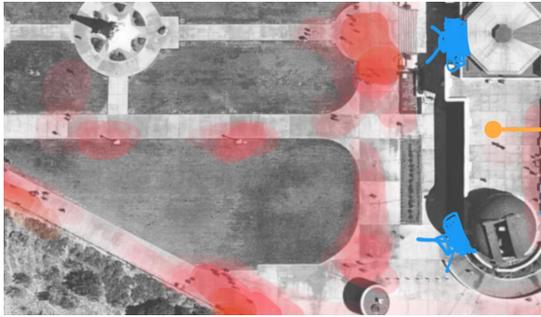
Emerging Technology



Emerging tech is tackling social distancing solutions

CONCEPT

Metrics *Data Visualization*



real time density heatmap



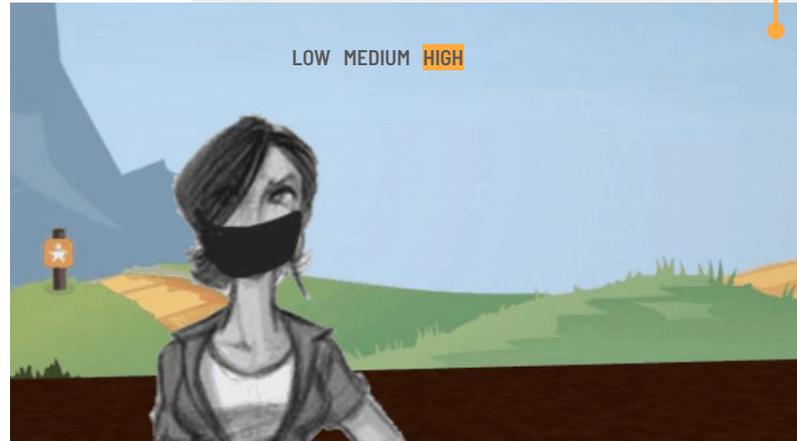
real time density & distancing

Feelings *Data Simulation*



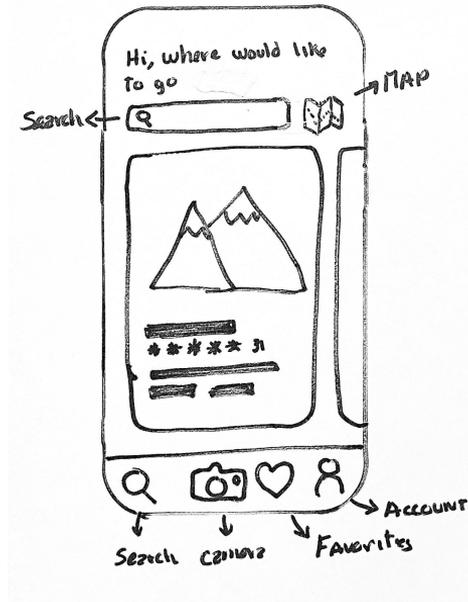
onsite camera images

3D simulation experience

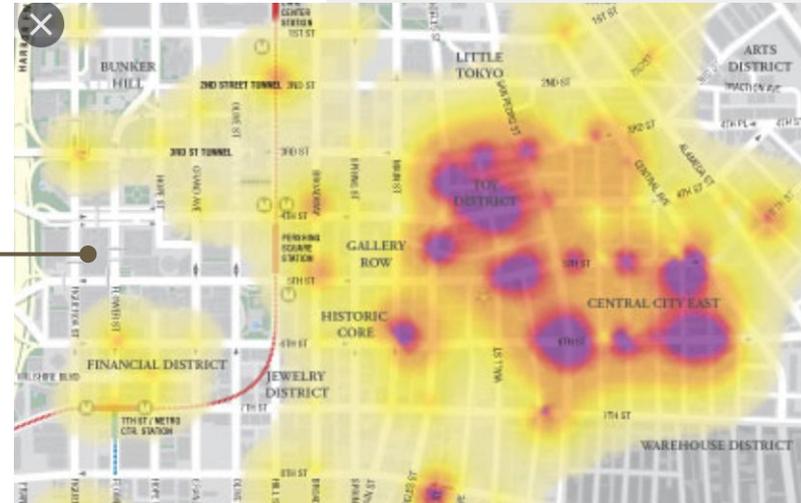


CONCEPT

Search & Suggest



Pinned Areas & Notifications



Suggested Area

This area is 70% less populated.

Directions

Area Pinned for 1 Hour(s)

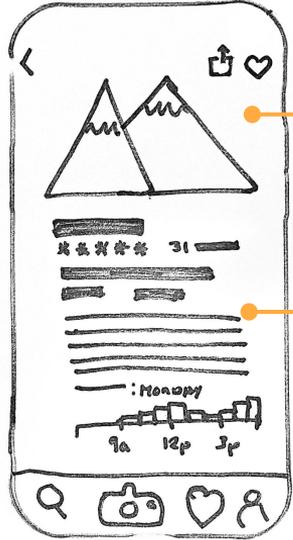
We'll Monitor Activity and Let You Know if Anything Changes!

Alert!

Pinned area is now 15% more populated
Keep Pinned Suggest New Area



Location Info & Sharing



Share experience and pictures.

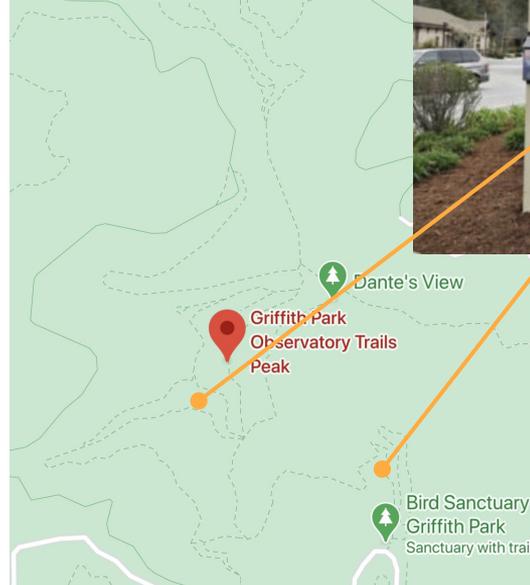
Location Information

Interactive icons



Kiosk

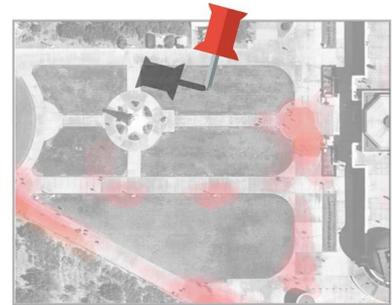
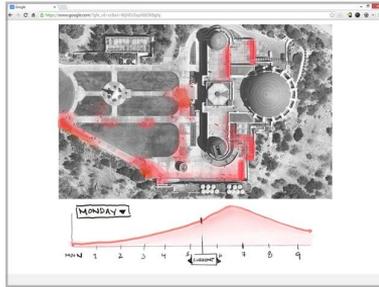
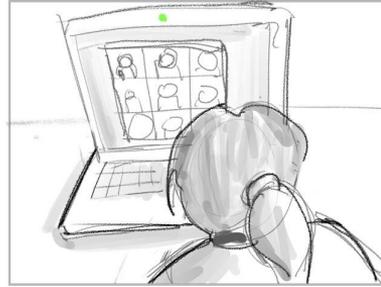
Majority of parks don't have good signals



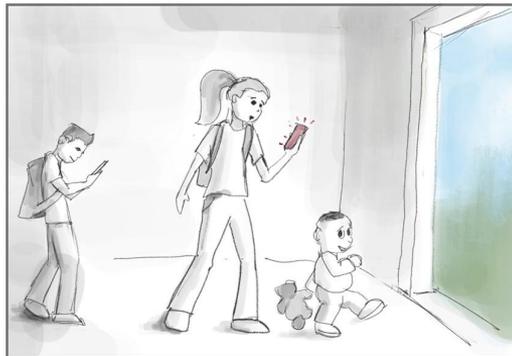
Information about how crowded the park is

CONCEPT

STORYFLOW Monika



STORYFLOW Monika



NEXT STEPS

Low Fidelity Prototype

Create interactive digital wires for mobile, web and kiosk simulation

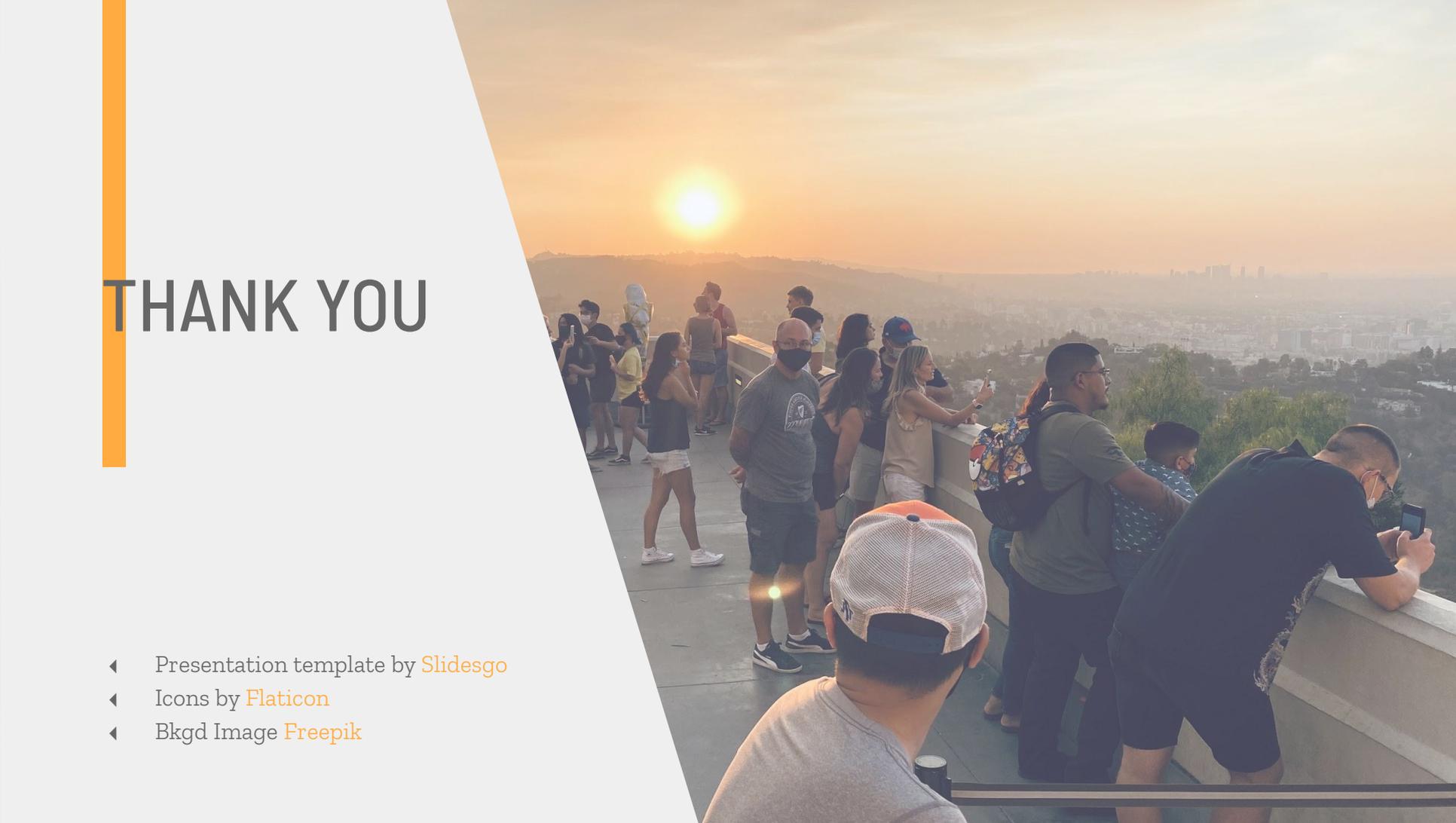
High Fidelity Prototype

Update prototype fidelity and incorporate insights from testing



User Testing

Gain insight into the most useful way to deliver and visualize crowd and safety information

A group of people is gathered on a rooftop terrace during sunset. The sun is low on the horizon, casting a warm orange glow over the city skyline in the background. People are seen taking photos with their smartphones, some leaning on the railing. The scene is lively and captures a popular urban activity.

THANK YOU

- ◀ Presentation template by [Slidesgo](#)
- ◀ Icons by [Flaticon](#)
- ◀ Bkgd Image [Freepik](#)