

“Example City” is famous for being a green city with lots of parks in the city centre. However, recent numbers show that less citizens seem to visit the parks with every year. It’s unclear why that is the case. Your task is to design a digital product to encourage citizens to spend more time outdoors by visiting their local parks.

**Helsinki**

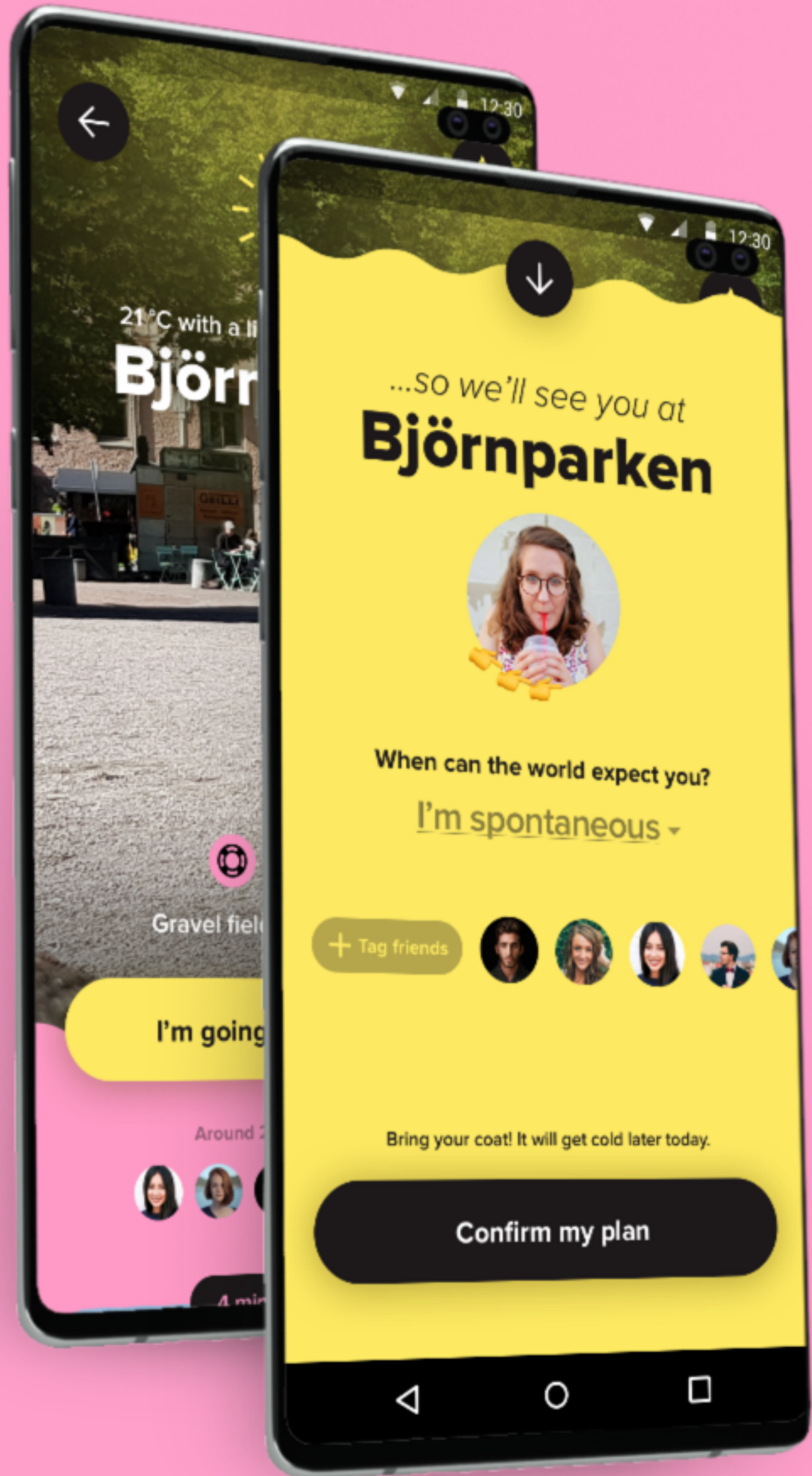
• *live*

# Your city in real-time

Real-time video feeds into public spaces around the city

Live weather, service and event information

Share personal plans with your friends and family



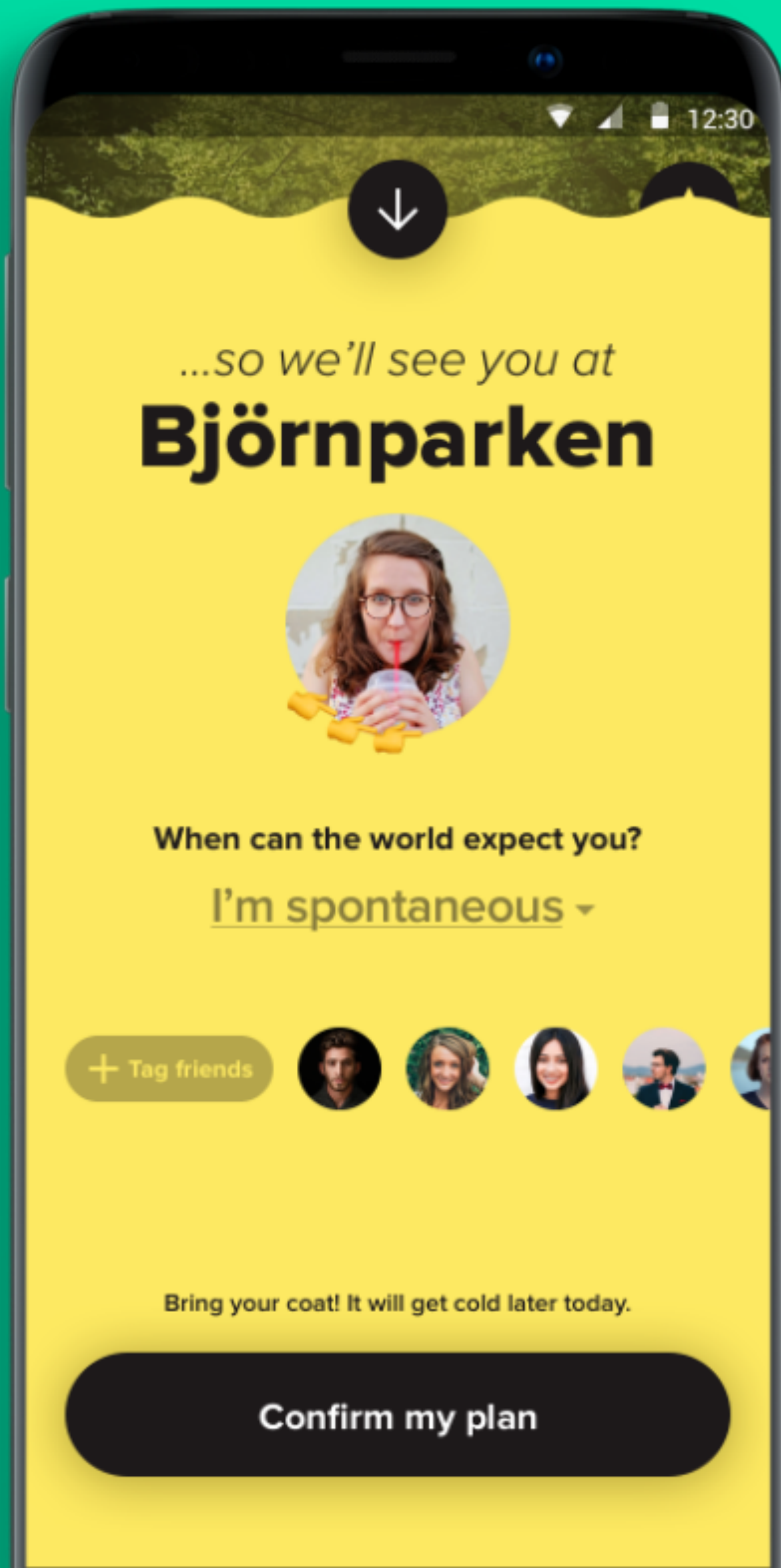
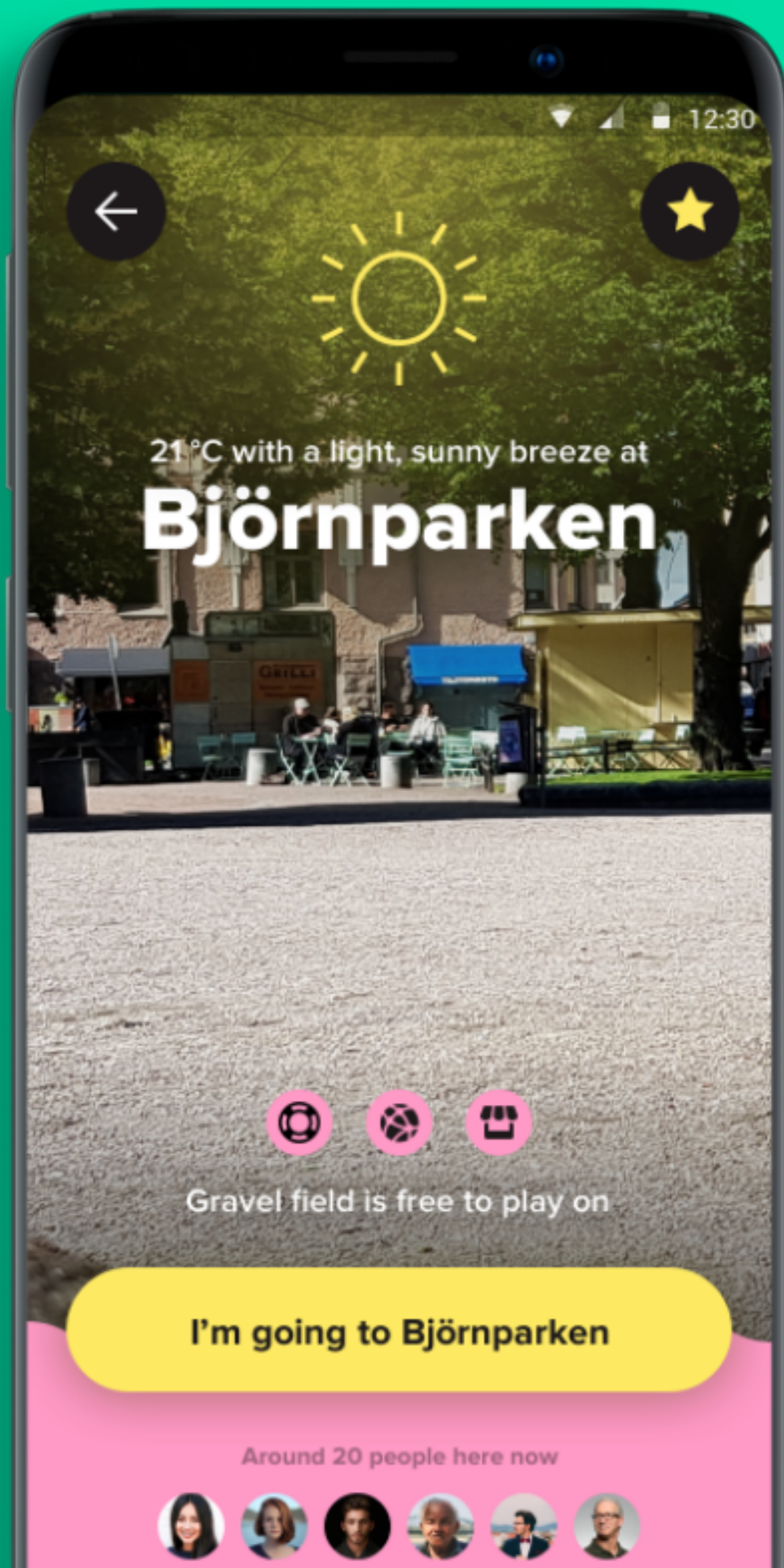
# Your live feed into Helsinki

## See 290 parks and public spaces in real time

Helsinki Live shows who's where, and what's available, in real time. Make plans with your friends and experience new places in your neighborhood, with your neighborhood.



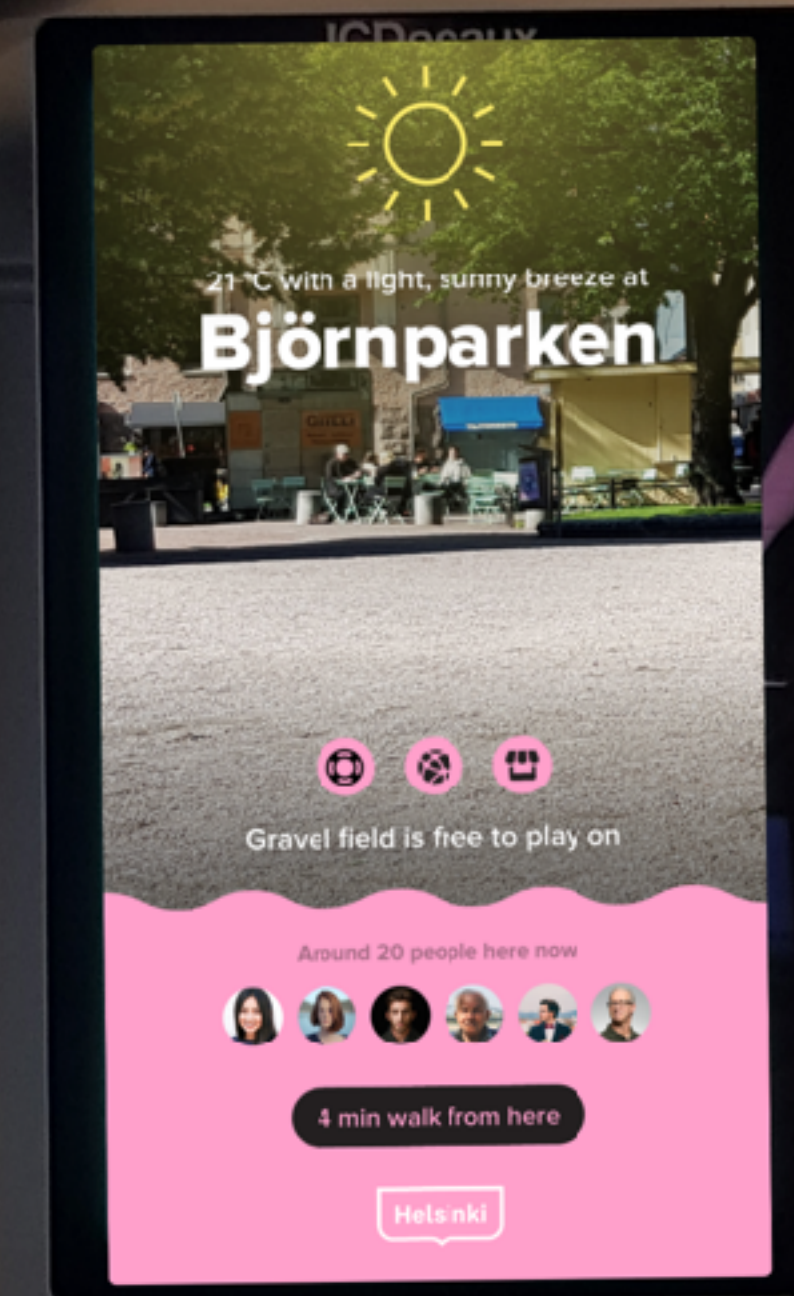






# City-wide experience

Helsinki Live is an open digital service. Use it on your personal devices, or glance at it as you live your life in the city.





**How it works**

# **Live streaming cameras**

There are cameras everywhere (even if we don't know it)

We install and point more of them to public spaces

Machines analyse video feeds for usage and crowd size estimates

We show live streams to users combined with other data

Existing technology is accurate enough for this use case



# Use available data and services

Reservations to sporting areas and other park services

Social live streaming

Image sharing

Events and concerts

Weather forecast

# Planning

Users can use the app to announce their plans

Friends and family can easily be tagged or follow along

Real-life is spontaneous and people often do only loose planning, so  
the planning functionality is very superficial

**Design**

# **It feels like Helsinki**

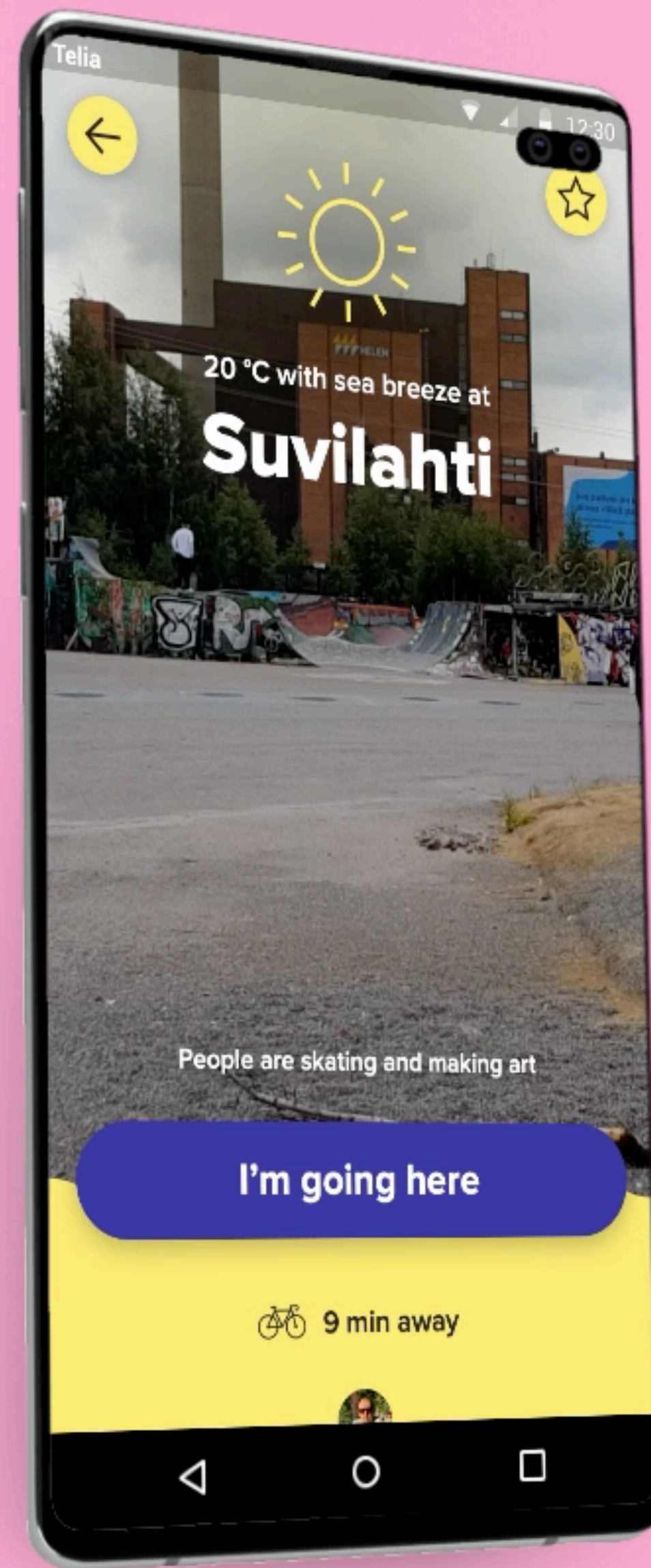
It has to be greenlit as part of the city culture by the people  
There are things that resident has: wallet, phone, the local transit  
app, museum card, and Helsinki Live



Playful, fun, diverse, personal,  
carefree, colourful, soothing, friendly,  
modern

# **City in motion**

A city is never still. A Nordic city is in slow but constant motion. The unmoving architecture with slowly moving nature and people create a unique atmosphere.



# Zero-effort

It has to inspire and offer meaningful content without interaction

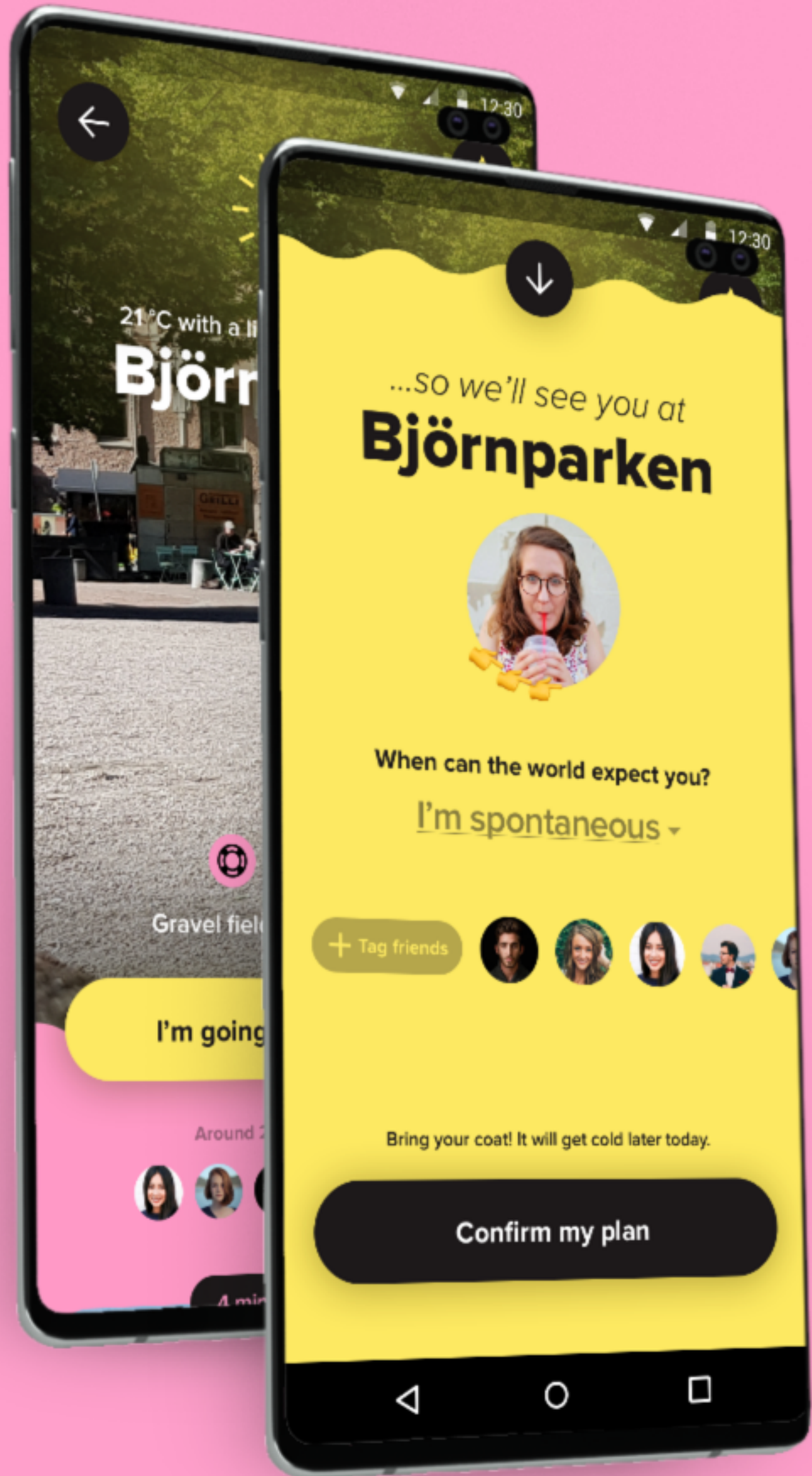
Secondarily, we offer utilities. Like planning.

It has to be easier and better than WhatsApp



# Mobile first

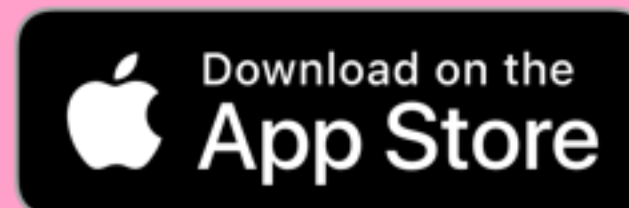
Mobile is used all the time. That's where we reach people.  
We could broaden our platform selection, but you probably wanted to see this first as well.



# Your live feed into Helsinki

## See 290 parks and public spaces in real time

Helsinki Live shows who's where, and what's available, in real time. Make plans with your friends and experience new places in your neighborhood, with your neighborhood.



# The app

How do we make it simple enough?

# Potential use cases

Browse parks

See what the weather is like

See where friends are

Let friends know I'm going somewhere

Let friends know I'm with someone

See what's happening in park now

See events coming up

Know how far a park is

Know how to get to a park

Find parks close to me

Find parks close to where my friends are

Find a park close to the sea

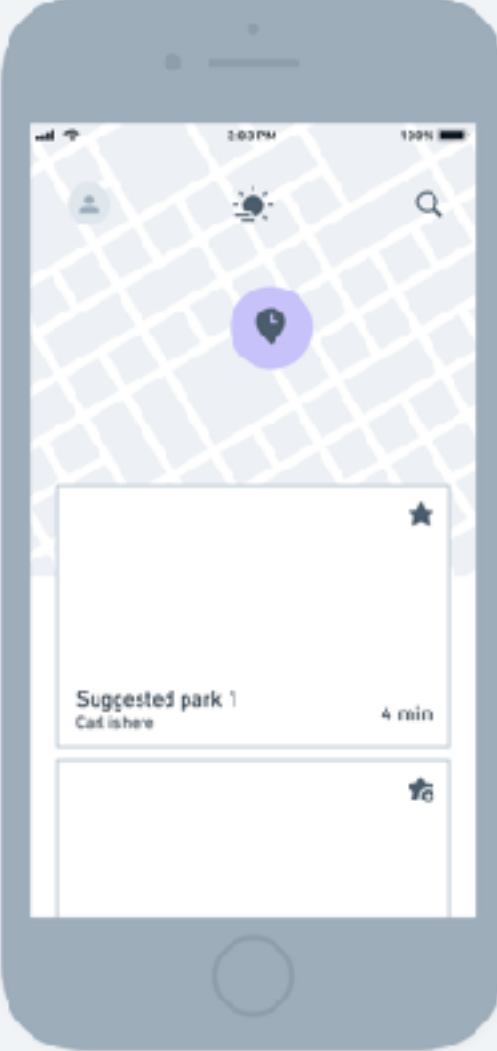
Find that park I can't think the name of

...



Make and announce a plan

more

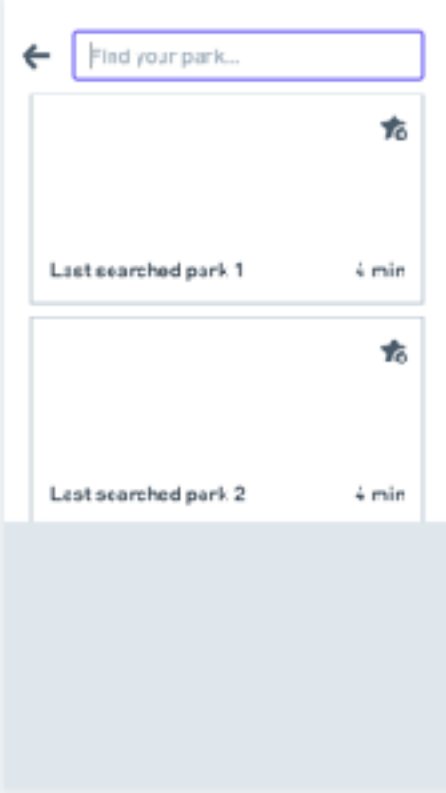


How to suggest

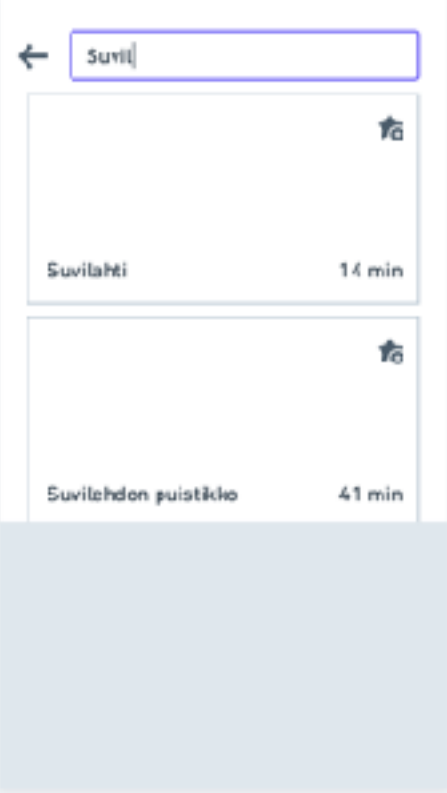
- My favorite places
- Popular with friends
- Supports activities I like to do
- Relevant for current time of day
- Relevant for current time of year
- Relevant for current weather
- Where friends are
- Where a lot of people are
- Where something interesting is happening
- Where events are coming up
- Where I've requested
- ...

How to access friends?

Search suggestions



Search filled



Park page

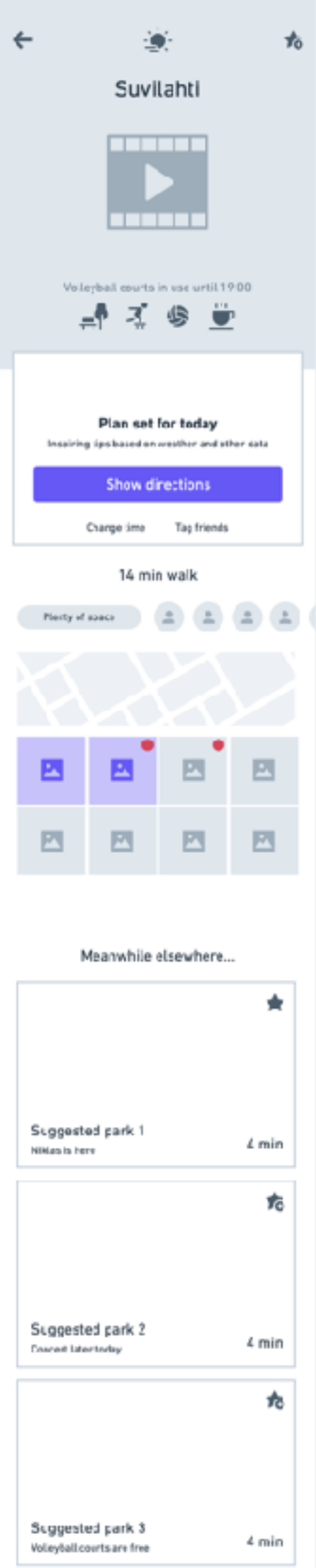


- Back navigation
- Add to favorites
- Make plan
- Show live feed
- Park services
- Weather
- Back navigation
- Other people here
- Estimated crowd level
- You were last here
- Instagram photos from this place
- Live feeds from this place
- Your own content from this place
- Travel time
- Similar parks
- Map of/to park
- Other suggestions
- ...

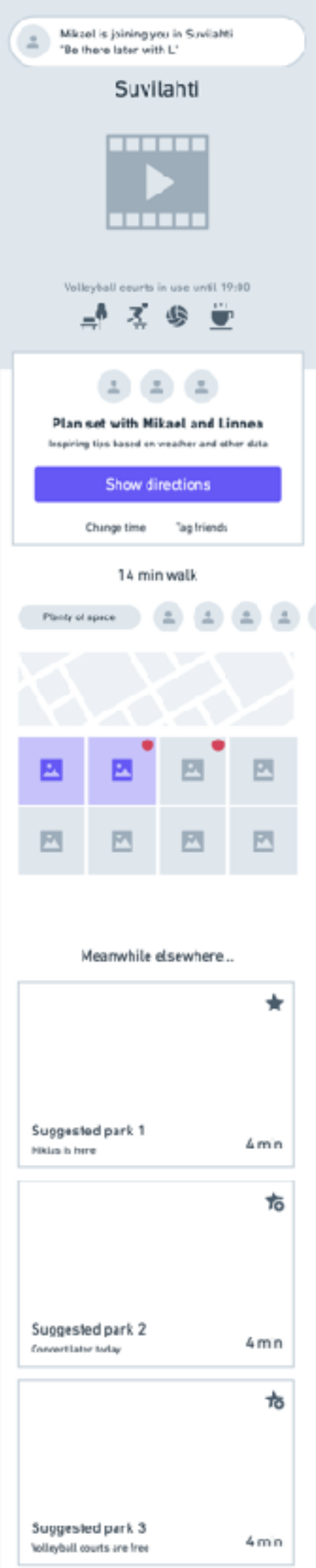
Make a plan



Park page

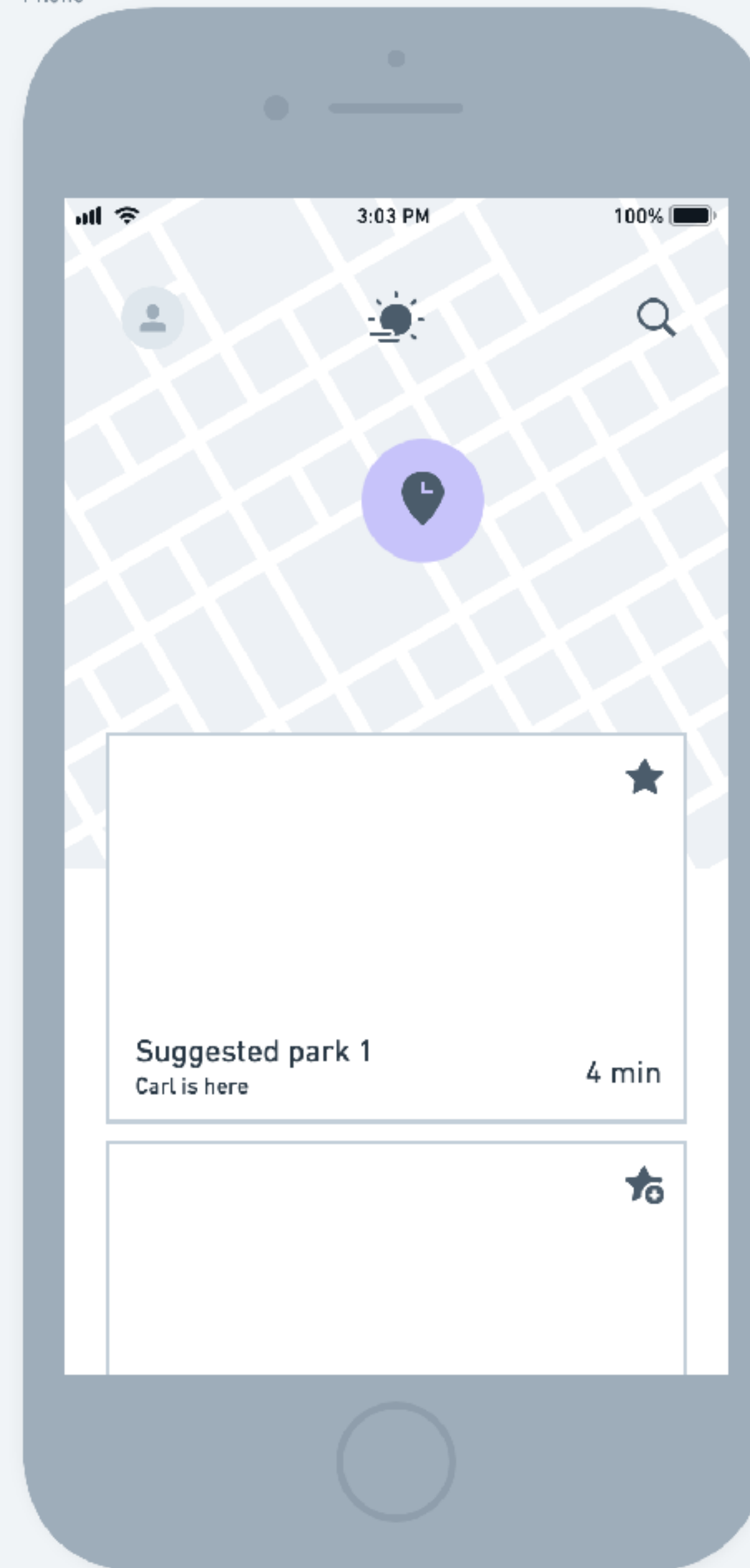


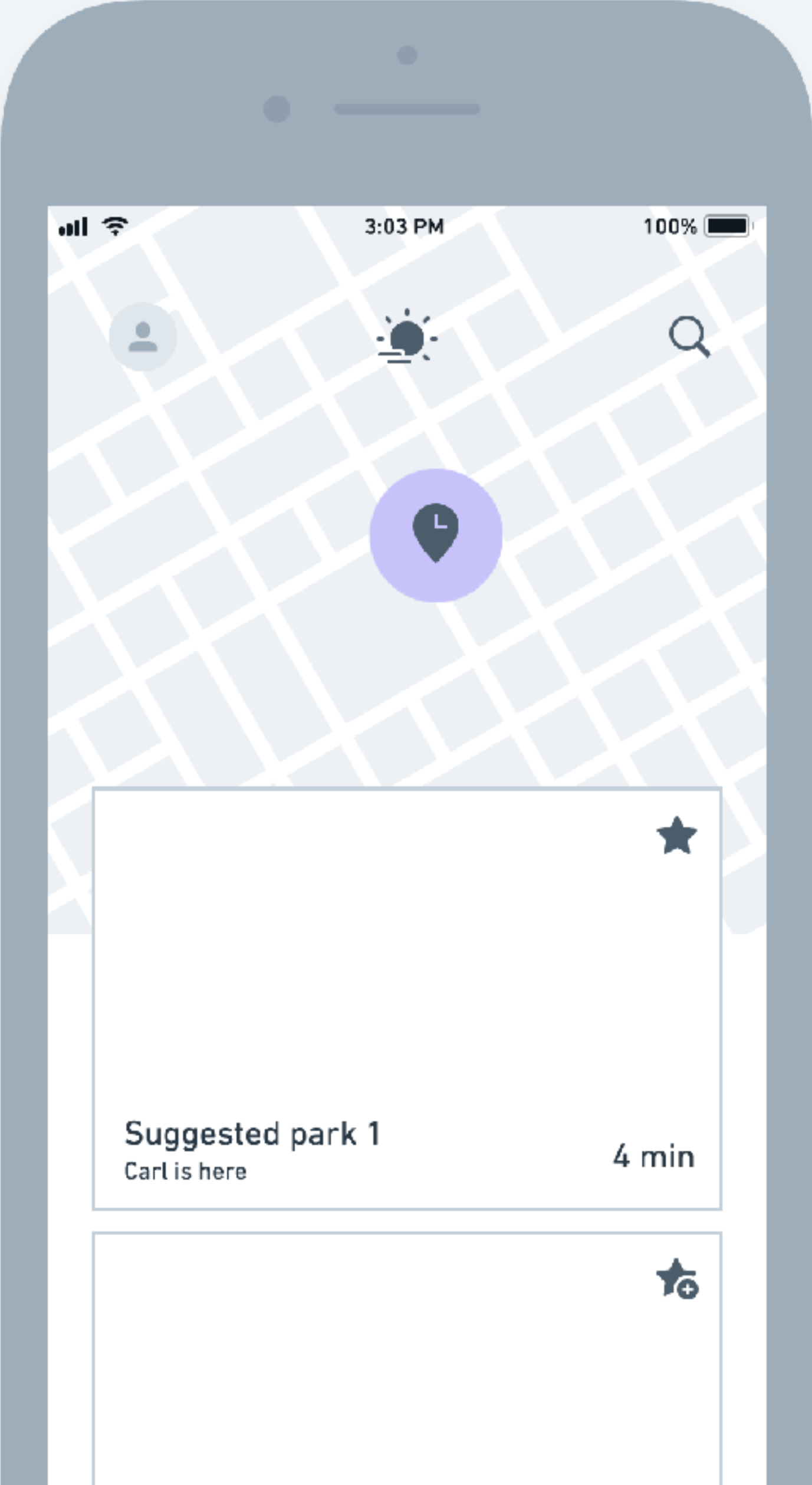
Park page with notification



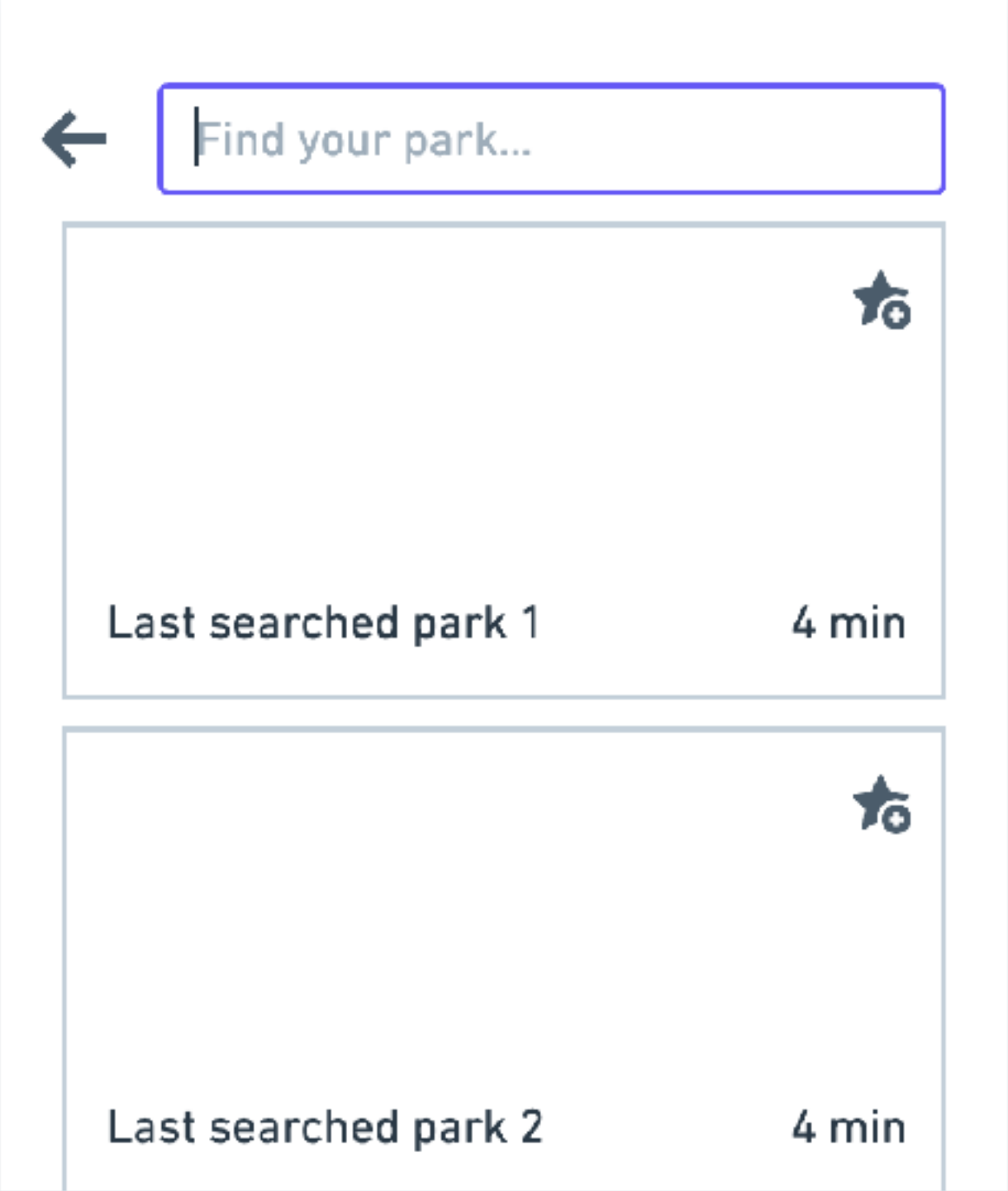
Phone

- How to suggest
  - My favorite places
  - Popular with friends
  - Supports activities I like to do
  - Relevant for current time of day
  - Relevant for current time of year
  - Relevant for current weather
  - Where friends are
  - Where a lot of people are
  - Where something interesting is happening
  - Where events are coming up
  - Where I've frequented
  - ...

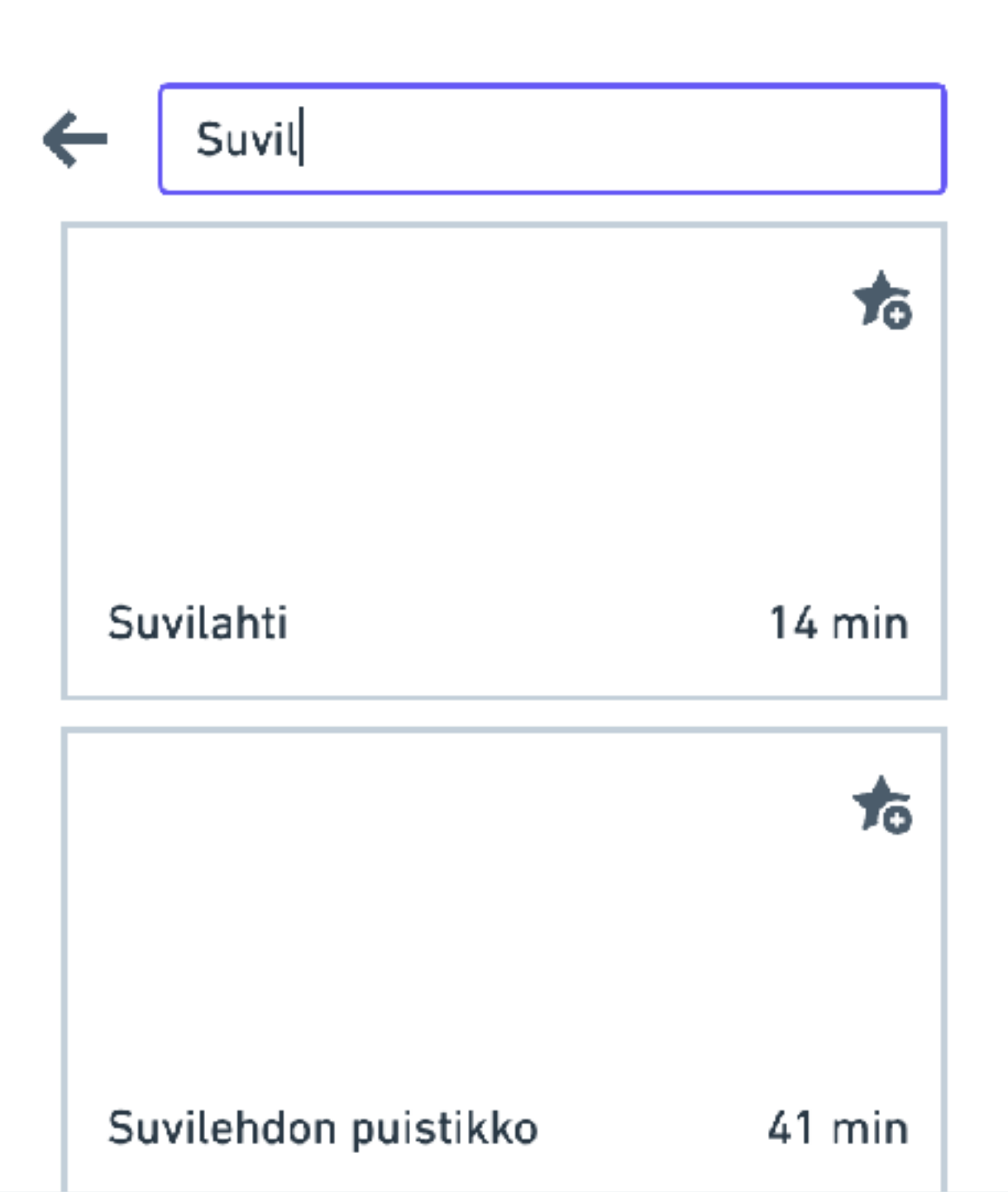


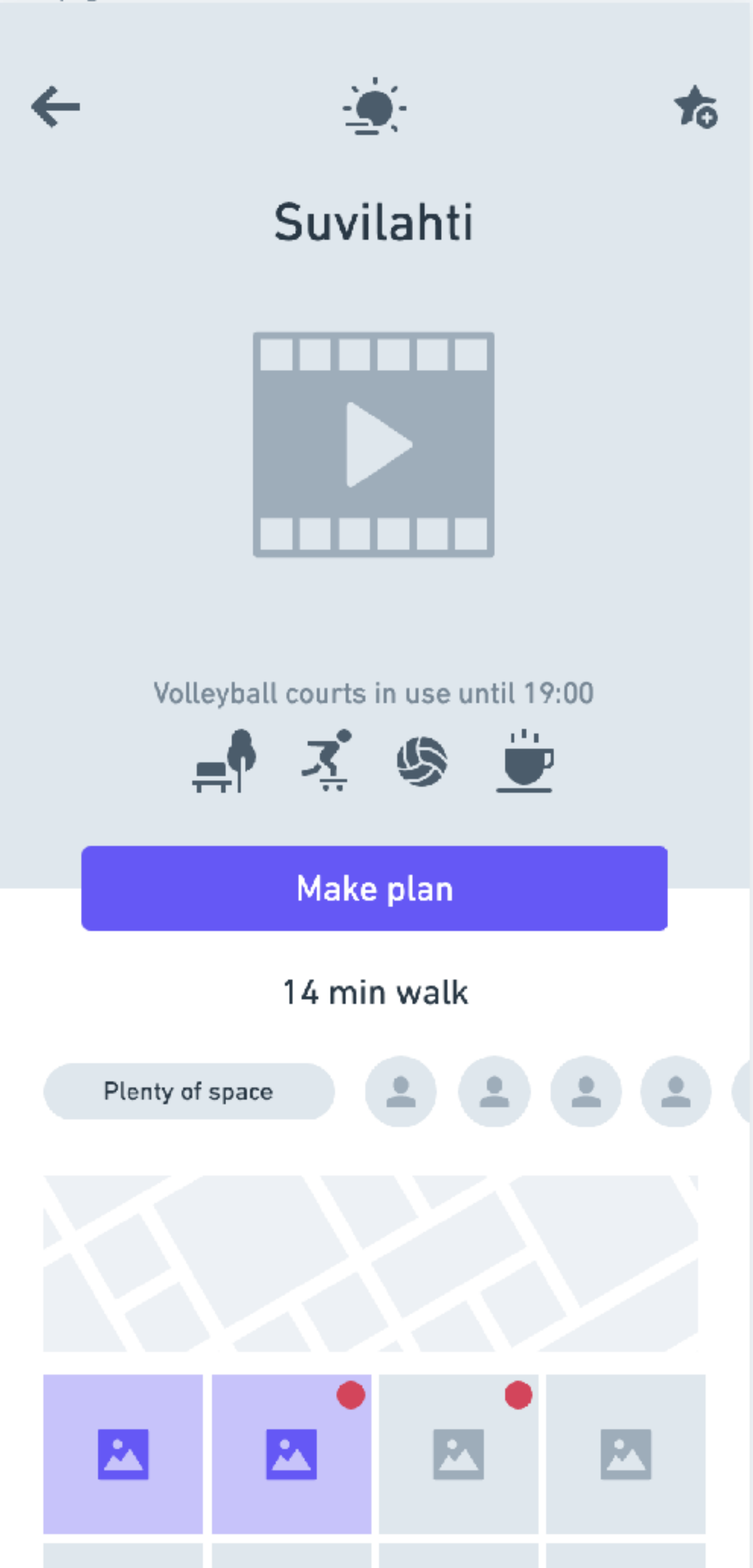


Search suggestions

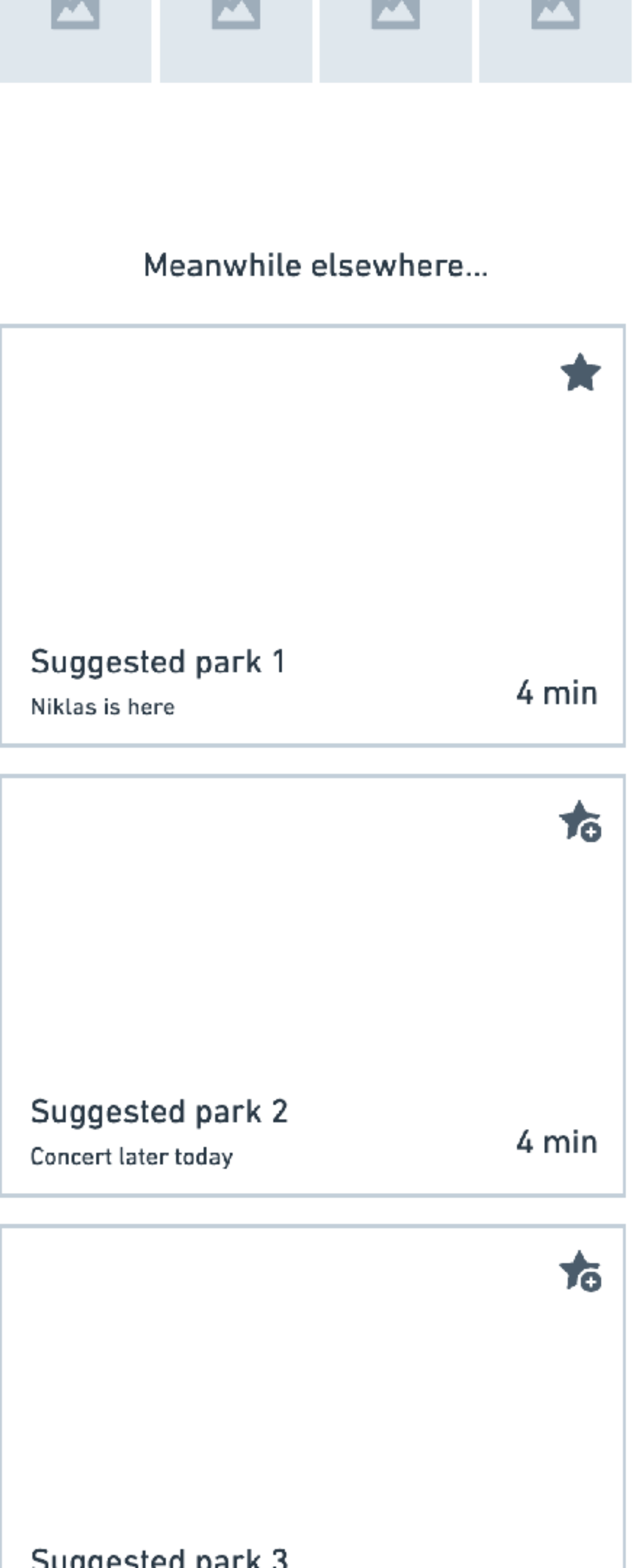





Search filled






- Back navigation
- Add to favorites
- Make plan
- Show live feed
- Park services
- Weather
- Back navigation
- Other people here
- Estimated crowd level
- You were last here
- Instagram photos from this place
- Live feeds from this place
- Your own content from this place
- Transit time
- Similar parks
- Map of/to park
- Other suggestions
- ...





Set your plan to go to  
**Suvilahti**






Optional: set time for later if not going now


Optional: Tag friends to invite or ping so they can add this as their own plan with one tap

**Set plan and ping friends**





Tip based on weather, events etc.



**Suvilahti**



Volleyball courts in use until 19:00








**Plan set for today**  
Inspiring tips based on weather and other data

**Show directions**


Change time Tag friends

14 min walk





Plenty of space 




**Mikael is joining you in Suvilahti**  
"Be there later with L"

**Suvilahti**



Volleyball courts in use until 19:00







**Plan set with Mikael and Linnea**  
Inspiring tips based on weather and other data

**Show directions**

Change time Tag friends

14 min walk

Plenty of space 

**How it was done**

# **Define & research**

Reframe, establish goals, question, root causes

# **Who's our customer?**

Example City does not exist and no one lives there.  
So where are we?



# Target group

~~Families with leisure time~~

~~Workers with time on breaks and after hours~~

Younger adults who go to parks to spend time in groups

~~Tourists (out of scope)~~

Finnish, Swedish or English-speakers

~~Recently moved to the city~~

~~Students~~

# Questions

What should should we try to find out by further research?

What city is this?  
Same people not visiting multiple times?  
Specific user group not visiting?  
No recurring visits?  
No surrounding services?  
What's the definition of a park?  
Weather? Climate? Seasonality?  
Social change?  
New generation not discovering parks?  
People don't drink as much?  
Infrastructure change?  
Who takes care of each park?  
Are the parks unsafe, or dirty, or otherwise something that puts people off?  
Have parks become tourist destinations, not local hangouts?  
Are all the parks the same?  
Would highlighting the parks' unique properties or less-known parks help, or do citizens know the parks?  
What are the city's demographics?  
How is usage drop measured?  
What are the parks used for? Has the usage changed?  
Is the problem exclusive to parks? For example, do people also go to bars less often but use cafes more?  
Why does anyone still go to a park at all?  
Are all areas the same?  
For the user, are parks different from other places?  
What about quantity? There are hundreds of green areas and parks.

# Finding the root causes

Today, we took something we can deliver within the given time frame  
Can we do more research, or should we craft something for the sole  
purpose of getting better information?

E.g. push different information to the users and measure what  
encourages residents to use various services more

# Hypothesis

There's more spaces and services provided by the city, but absolute usage is not increasing – and thus relative usage is dropping. We assume residents do not discover city services, which are not marketed in a meaningful way.

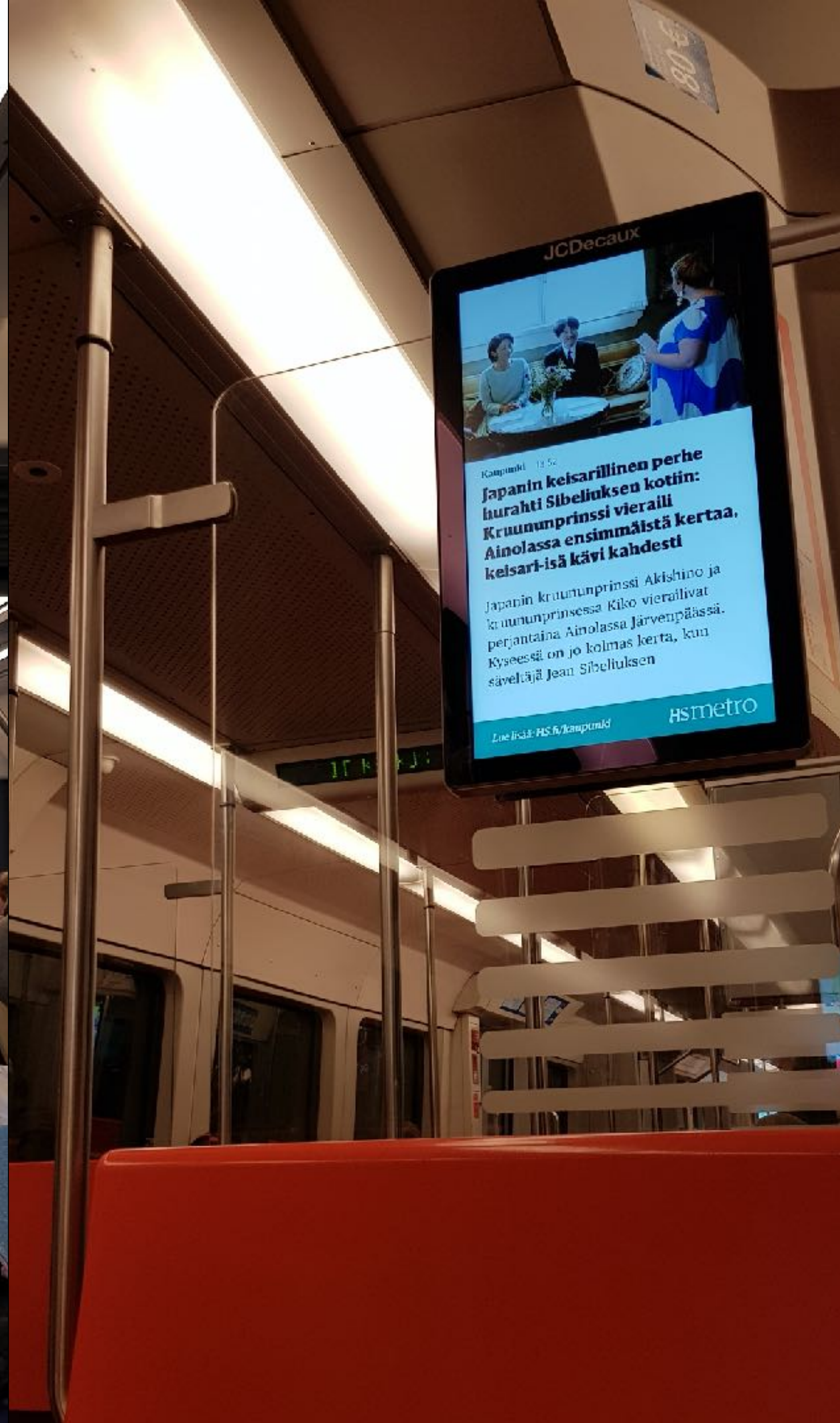
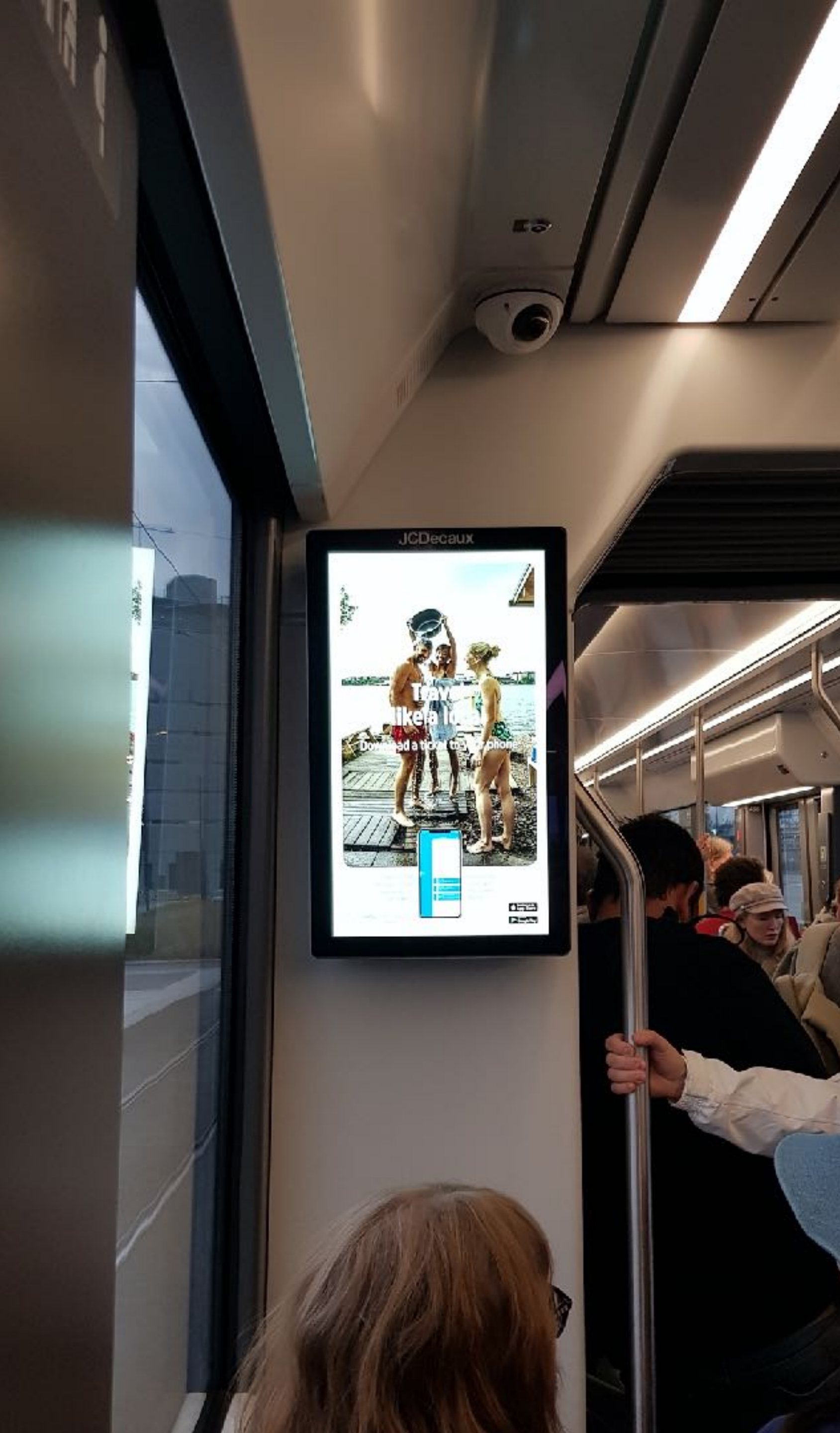
# Hypothesis

It's also hard to make plans, and making plans has no shared experience that would be tied to discovering the opportunities.

# Inspiration

What does the city feel like?







JCDecaux

FANTASTISEN  
HAUSKA  
MAKU



TACO BELL

IT'S TACO  
'CLOCK!



KAUPPAKESKUS ITIS









Hätäpysäytys  
Nödstopp  
Emergency Stop



adidas







# Inspiration

What does Helsinki look like?





[HOME](#) › [SEE & DO](#) › [SIGHTS](#) › [LOVELY PARKS IN HELSINKI](#)

# Lovely parks in Helsinki





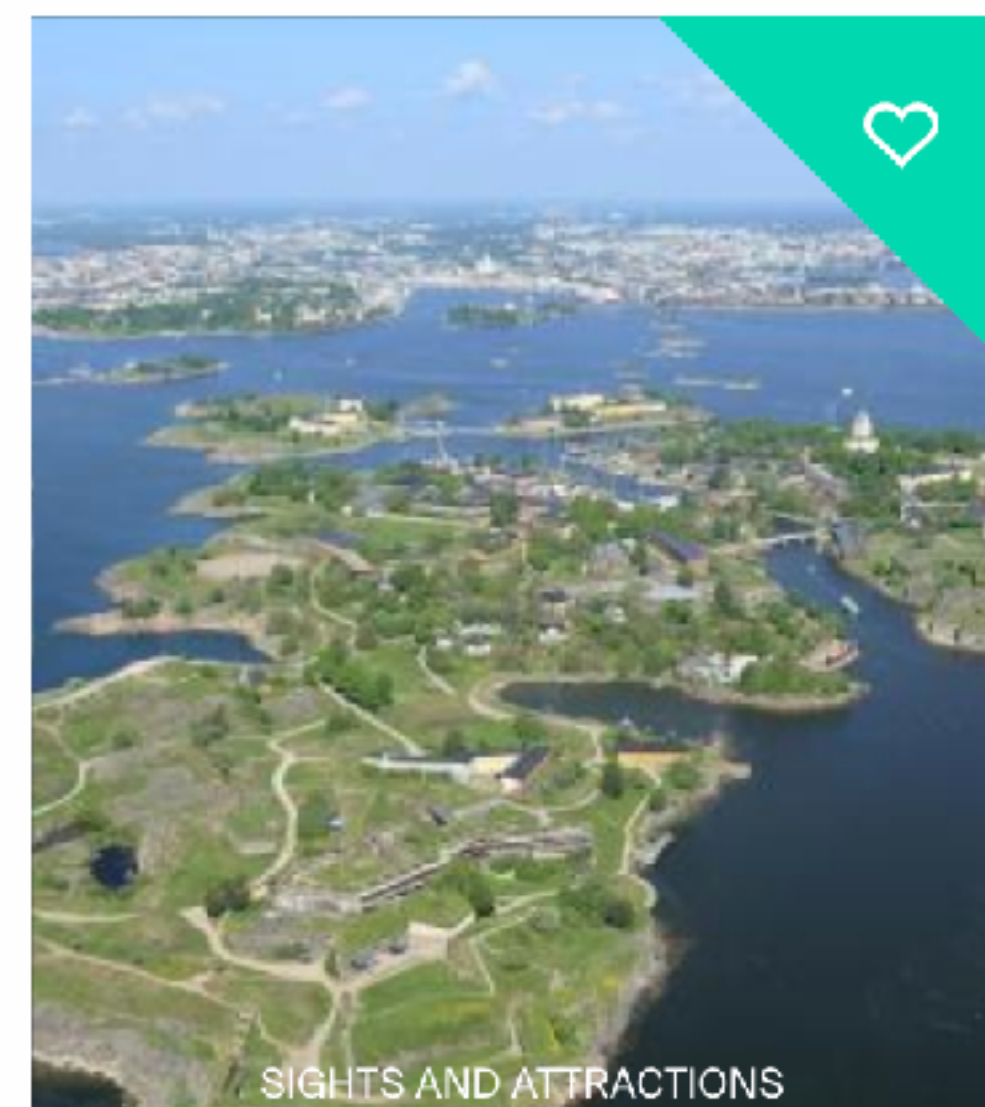
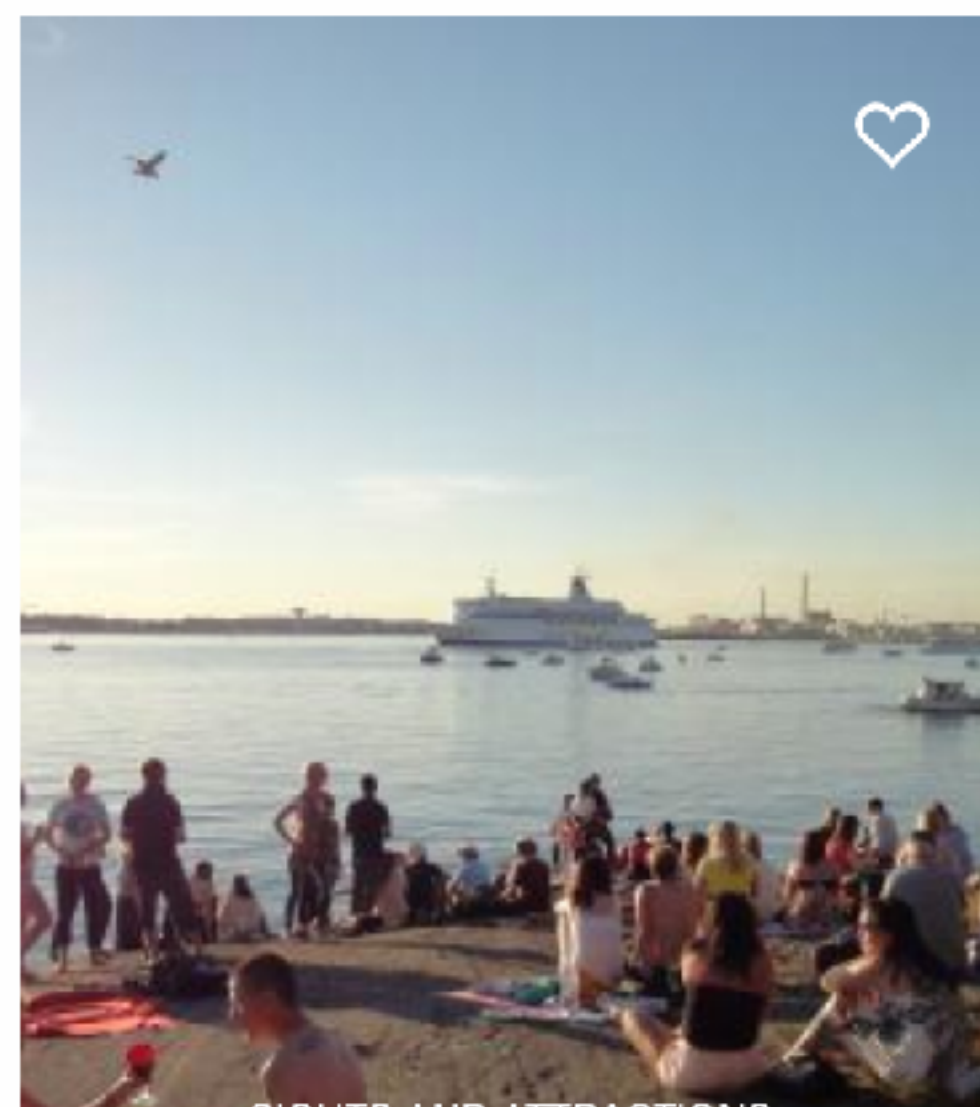
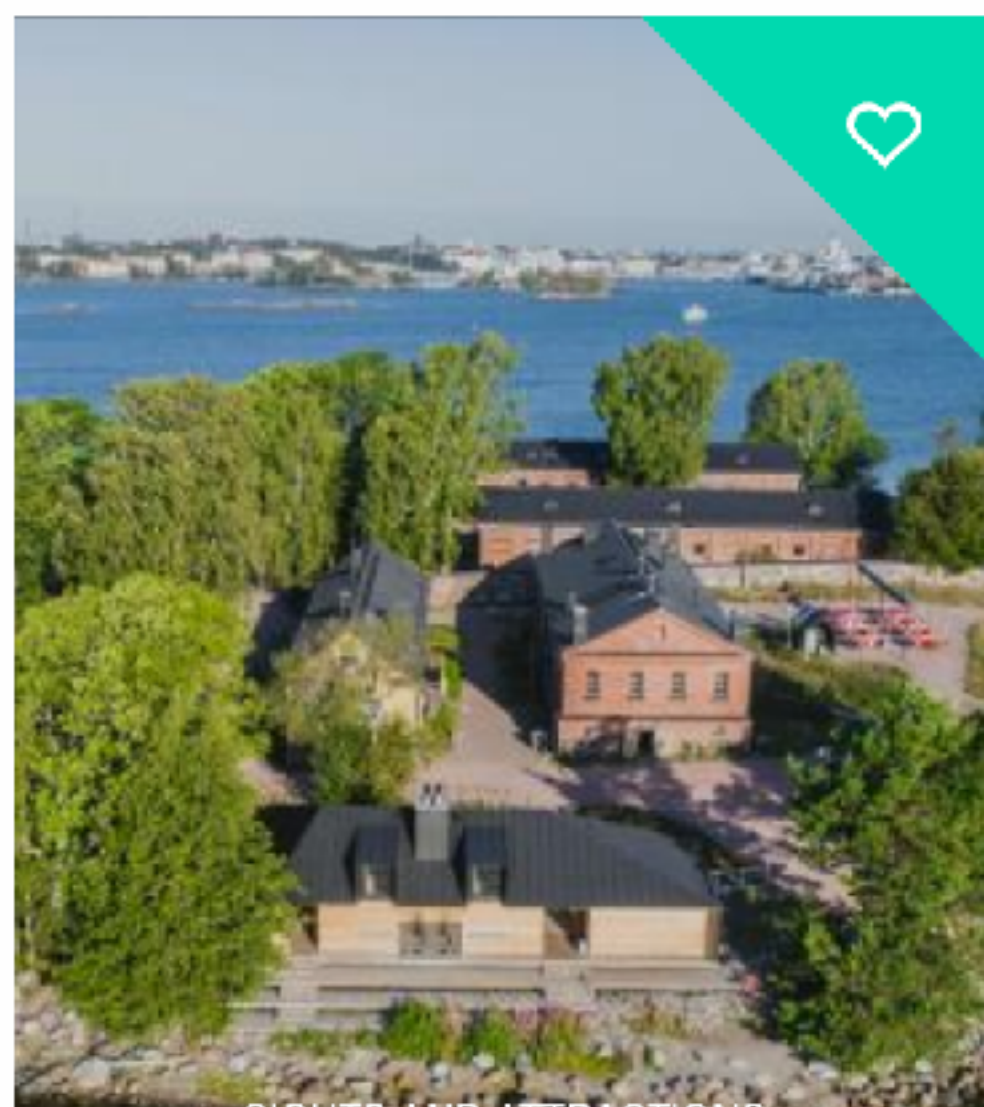
#Park

#nature



# 15 x islands

[See all attractions](#)



SIGHTS AND ATTRACTIONS





13.41

Buy a ticket

Your ticket



SEASON TICKET - Auto-renewin...

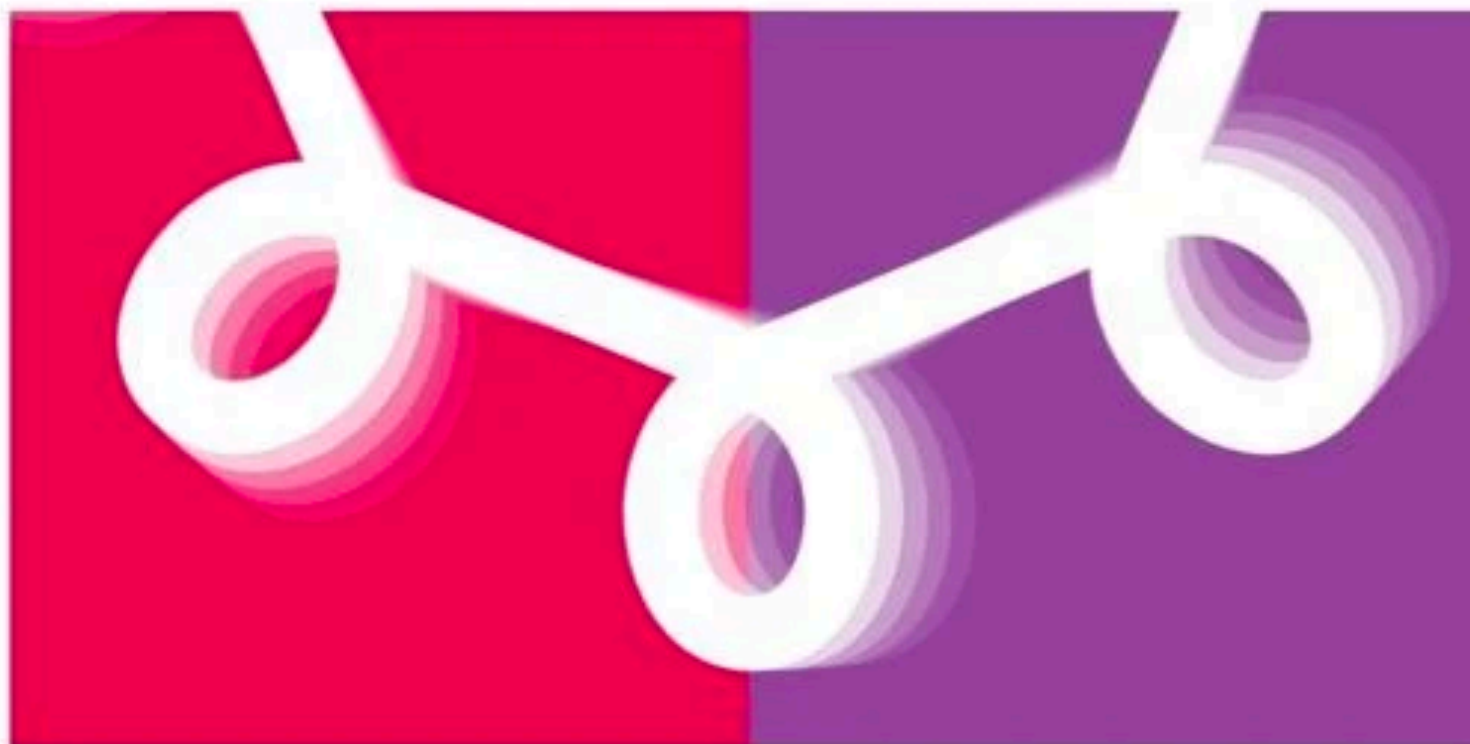
Valid

Customer group

● Until further notice

Adult

AB





Helsinki

Instead  
of owning.  
Borrow.



Helsinki City Library

Kuva: Jonne Räsänen  
2019

Oodi

3 X Pointti -kirjallisuustapahtumat  
**Kirjailijavieraana  
Pajtim Statovci.**

1.8.2019 klo 17.00  
Kirjaitäivas, 3. krs

Oodi Helsingin  
keskustakirjasto

Helsinki

Helsingfors

I stället  
för att äga.  
Låna.



Helsingfors stadsbibliotek

Helsinki

**Kesä-  
päivä**

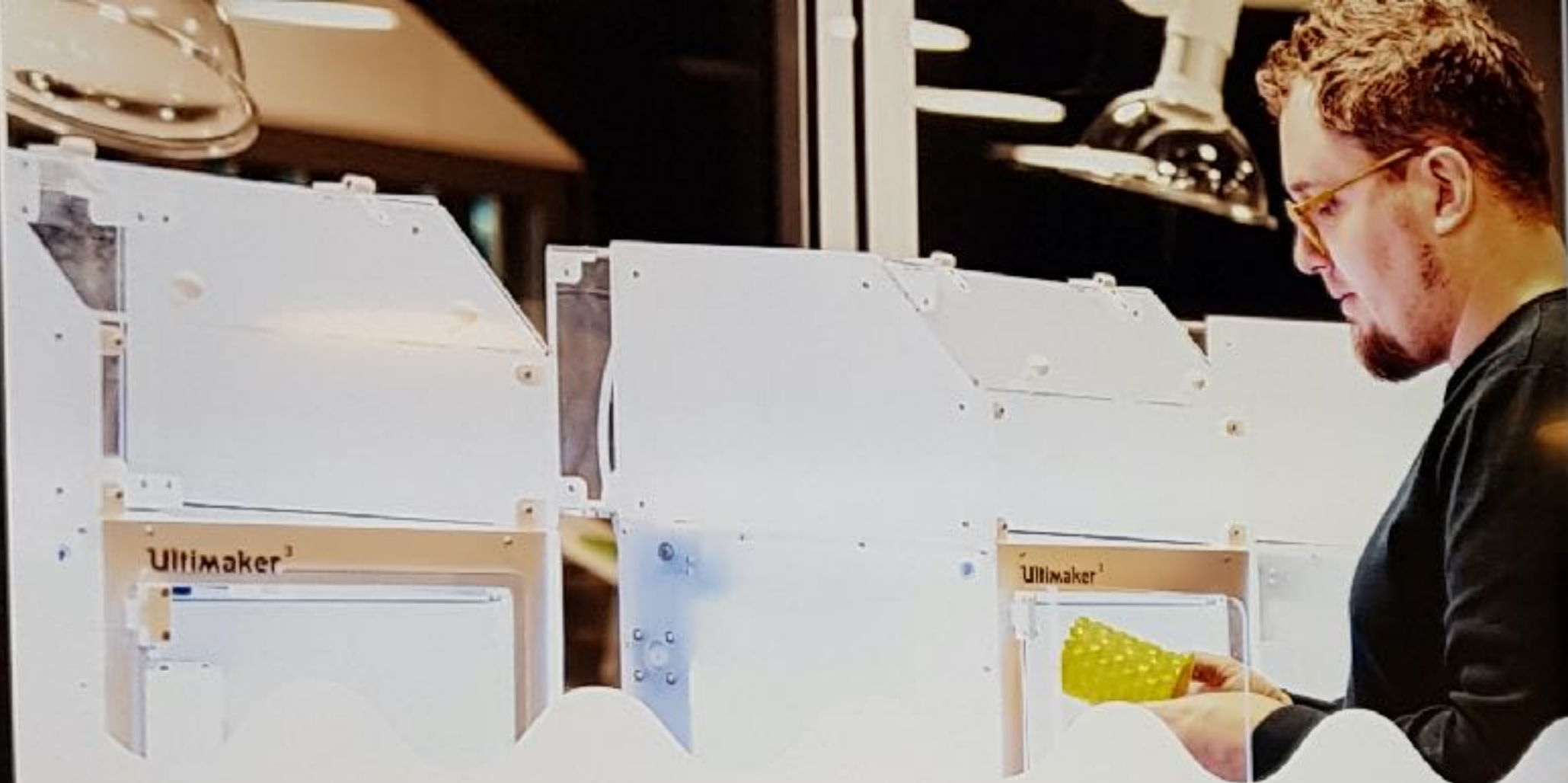
Töölönlahdella  
**8.7.2019**

kesäpäivä.fi



#EU2019FI





## Kaupunkiverstaan aukioloajat

Ma	16 – 21.30
Ti – Pe	11 – 21.30
La – Su	10 – 19.30

## Pelihuone

Ma – Pe	11 – 21.30
La – Su	11 – 19.30

## This is how we do it here

### Non-discrimination

Everyone has the right to be at the library.  
Idle hanging out is allowed, even encouraged.  
Racism and discrimination have no place at the library.  
Remember this when interacting with others.

### Respect

Always take other people into consideration.  
Everyone has the right to visit the library unharassed.  
For any larger gatherings, please reserve  
one of the bookable work facilities.

### Comfort and well-being

Oodi is our common living room.  
Everyone should respect the comfort and well-being  
of others. Behave with this in mind.  
We will take action against any undesired behaviour.

### Promise

Our staff are here for you.  
It is our job to make sure that Oodi is a safe place for  
everyone – tell us if you are worried about something.

Oodi

Helsinki  
Central Library

Helsinki

## Share your dream!

Contribute to Helsinki's  
vision of arts and culture in  
2030!

Helsinki

taidejakulttuurivisio2030.fi



In the  
park  
even  
robots  
eat  
soup.

hel.fi/leikkipuistot  
#HelsinkiOppii



The playgrounds  
of Helsinki  
offer lots of fun  
and free summer  
activities open  
to everyone.  
Come and play!

Helsinki

# Helsinki ilmasto Nyt Bryggassa!

Osallisuustila Brygga: Oodin 1+ kerroksessa  
hel.fi/brygga  
stadinilmasto.fi  
Vapaa pääsy, tervetuloa!

Helsinki

## Helsinki ilmasto Suunnittelija tavattavissa

27.6. klo 16-17  
Kysy kiertotaloudesta

8.8. klo 16-17  
Kävelyn edistämistä Helsingissä

22.8. klo 16-17  
Hiilineutraali Helsinki 2035

5.9. klo 16-17  
Ympäristöjohtaminen ja  
ympäristötietoisuus

19.9. Klo 16-17  
Ihmiset ja Itämeri

Helsinki

Brygga, Oodin 1+ kerros  
Vapaa pääsy, tervetuloa!

Kulkevatko autot  
perunoilla? Tuleeko bussin  
pakoputkesta sateenkaaria?

Suunnittele ja piirrä  
millä menopelillä  
tulevaisuuden  
Helsingissä liikutaan!

Työpaja heinäkuussa  
ti&ke klo 14-16

Brygga, 1+ kerros

Vapaa pääsy, tervetuloa!



# Tervetuloa Brygggaan!

Bryggassa voit tutustua erilaisiin tapoihin kehittää kaupunkiympäristöä.  
Henkilökunta on paikalla arkisin klo 14-18, muutoin tila on itsepalvelukäytössä.  
Tilassa on tallentava kameravalvonta 24/7.

## Välkommen till Brygga!

På Brygga kan du undersöka olika sätt att  
utveckla stadsmiljön. Vår personal betjänar  
vardagar kl. 14-18, för övrigt är Brygga öppet  
för självständigt bruk.  
Utrummet är under kameraövervakning 24/7.

## Welcome to Brygga!

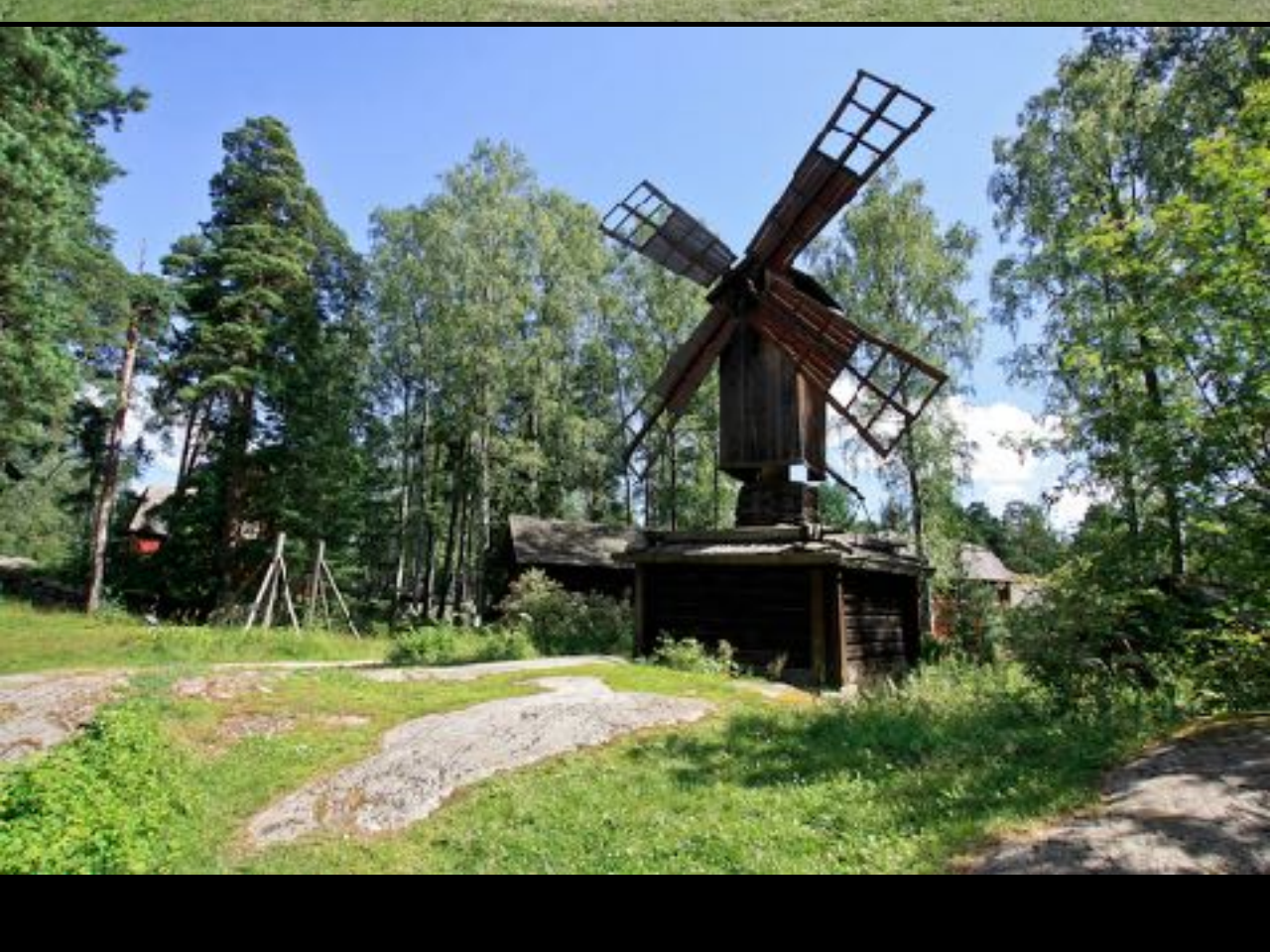
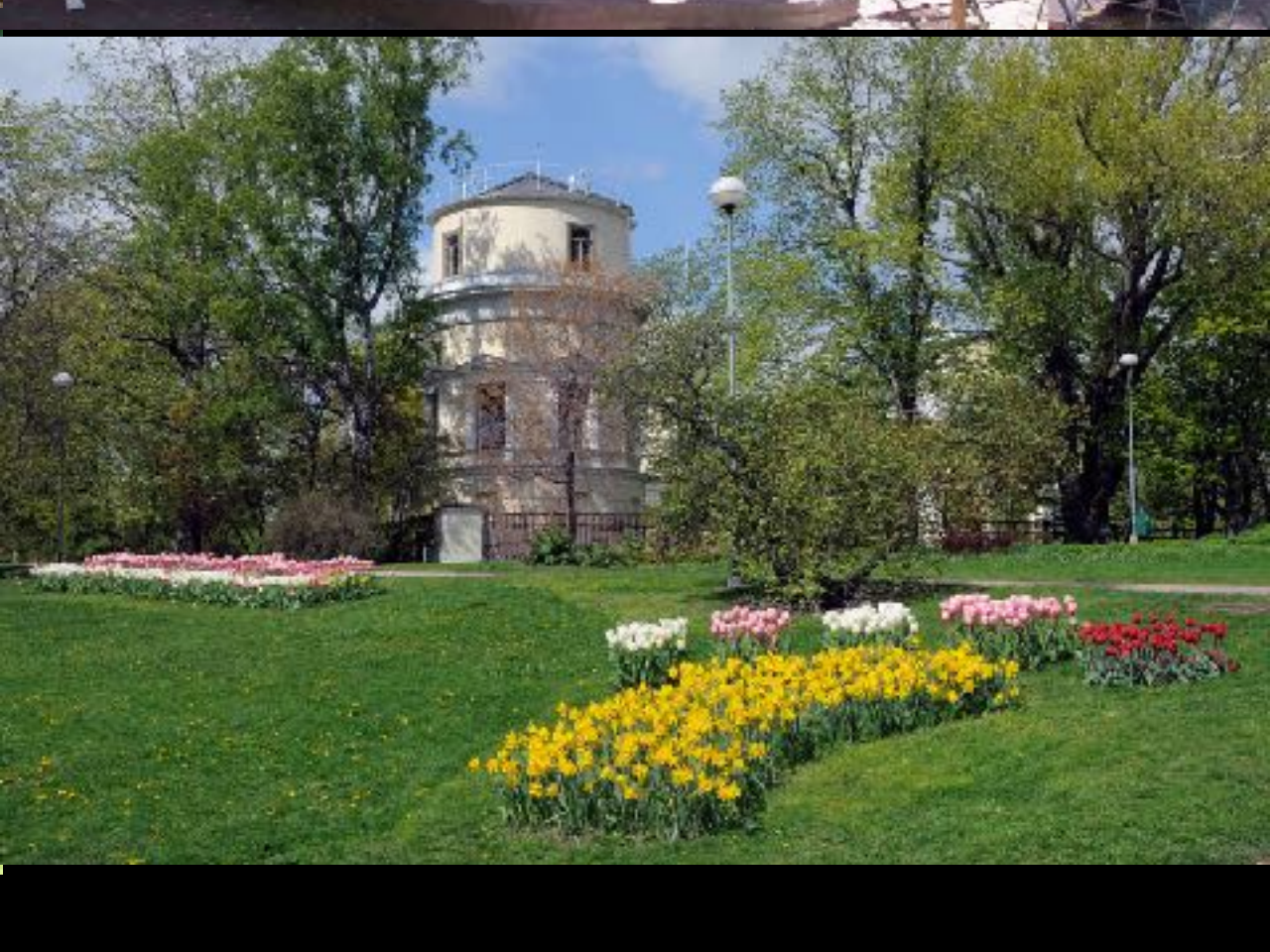
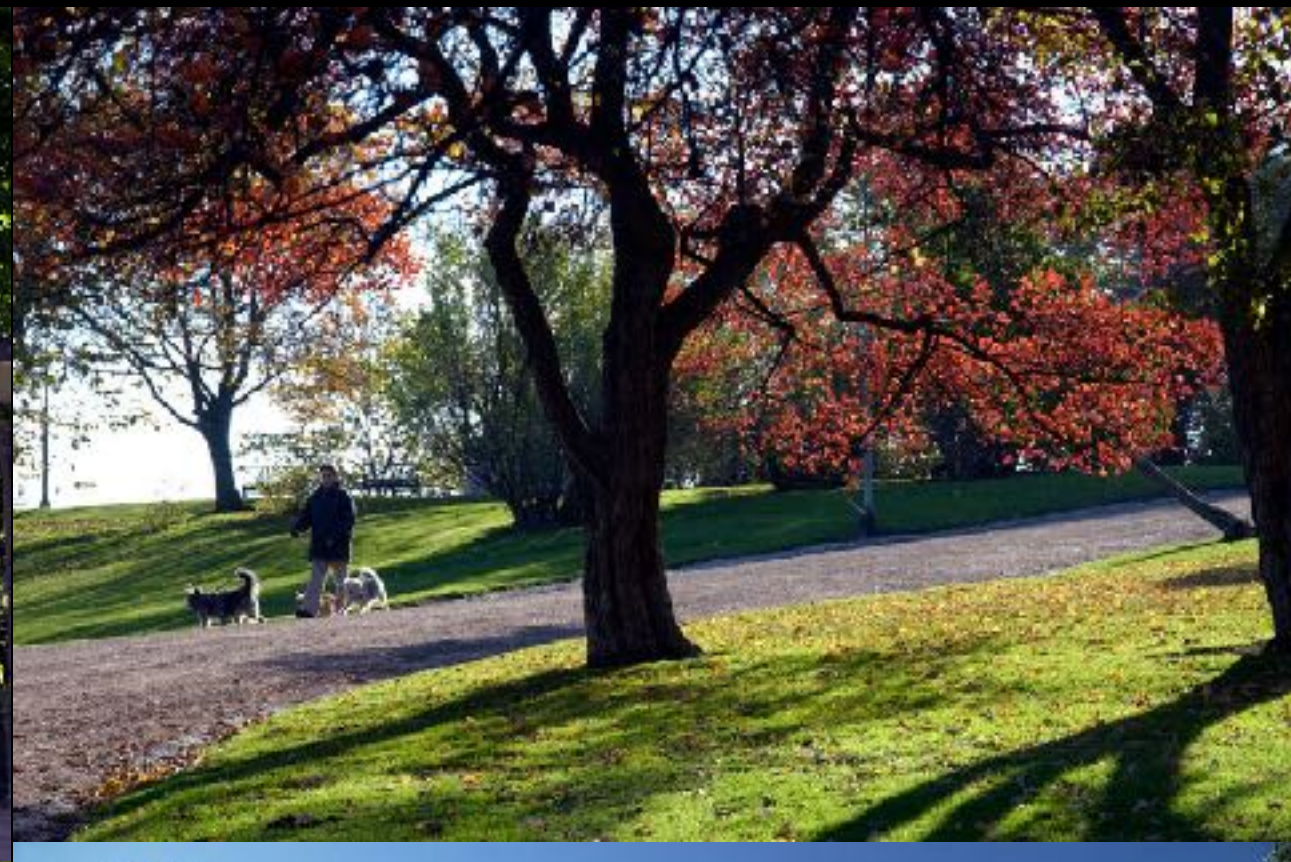
Here you can take part in developing  
Helsinki. Our staff is here for you from Monday  
to Friday from 2PM to 6PM,  
at other time the space is free to use.  
This area is under 24/7 video surveillance.



# Inspiration

What are the parts like?















































# Ideation



Connect to Swarm to find your friends  
Connect to Facebook and Instagram to see your friends live  
Send invite over WhatsApp  
See webcams of parks  
What is something a city can do but a private org cannot?  
See shared footage from parks  
What about seasons?  
See drone footage of parks  
Map with live updates  
Link activities and ideas  
Propose new things to do  
Pull from open data provided by public organisations  
Another one of those things that every local resident has  
Helsinki Parks. Parkkiin. Live in Helsinki.  
Motion inspired in the city. It's slow but alive. Nature and people move constantly and subtly, not abruptly  
Collect park points, go through all parks  
See heat maps of how crowded parks are  
Get crowd data from Google  
Get and display data about events  
Estimate crowd size from webcam footage  
Push recommendations based on weather and analyzed webcam footage  
Personalize recommendations with natural settings/teaching the algorithm  
Every urban dweller has certain things, this is one of them (ref. how Museum Card became a phenomenon)  
See street view of parks  
Be hyperlocal  
Large screens around the city  
Smart watches get notifications of friends  
Show weather and sunset per park  
Onboarding that asks for interests  
Fix parks: let city know about trash and other issues to be fixed to make parks nicer  
Instagram has location tags - pull content based on those  
Deliver city bike/traffic/transit info  
Puistohätäkaljat - meet strangers  
Meet me in park (friends only)



# Observations



# **Parks have services**

Playgrounds, cafes, bars, tennis courts, fields, access to sea



# **Parks are diverse**

From desolate forest plants to concrete jungle



# Weather

Not always so interesting, but always dictates outdoors activities



# Open data

What data is available to craft a natural, inspiring experience that's personalised and useful in everyday life?

Finns value openness and transparency. What new data should we produce and share to the public?



# Connected city

Personal devices are not the only way to deliver digital experiences. Nordic cities are shared environments with high social cohesion and sense of local community.



# Resources

Helsinki has great networking infrastructure.

Data plans are unlimited.

There are plenty of cameras and open data available.

Attitudes are friendly towards better access to open information.

There is no way to see what's happening in the city real-time but this must be the future sooner or later.

Making everyday, informal plans is still done via messaging and is difficult. Taking initiative as an individual is hard.

Android is 3× as popular as iOS



# Design

Helsinki rolled out a new look & feel, alongside their new logo, last year.



# Gut check

How do you behave in everyday life? What are you missing? What are you frequently frustrated about? How do you feel about it? Would you use something like this?



# Delivery

Define deliverables

Write down stories/user actions

Draft

Test

Rework

Storyline and pitch

Package

Learnings



# Demo user journey

1. I have a work day and get off at 5 pm
2. I have no plans. The weather is nice
3. I pick a park
4. I announce to my friends I'm going
5. *Friends get a ping*
6. I see friends are joining
7. *Another friend tags me in their plan*
8. I switch my plans to go join them
9. *My friends get an invite automatically*