

Mobility Challenge: Griffith Park

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Challenge

How might we create an interactive system that solves transportation and mobility issues in the post-Covid Los Angeles?

Research Methods

On site Observation and Interviews

Social Media Forums

Surveys

Secondary Online Research

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.



"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."

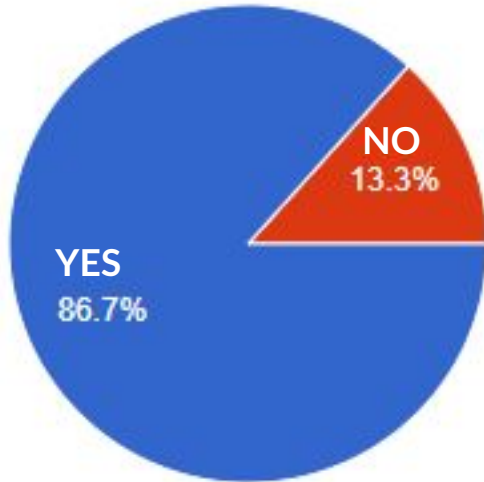
-AP Diaz, Executive Officer, Department of Recreation and Parks

"It's just at that point, I think a lot of people are getting there, where you do what you can to be safe but, you gotta go outside. You can't just be inside all the time"

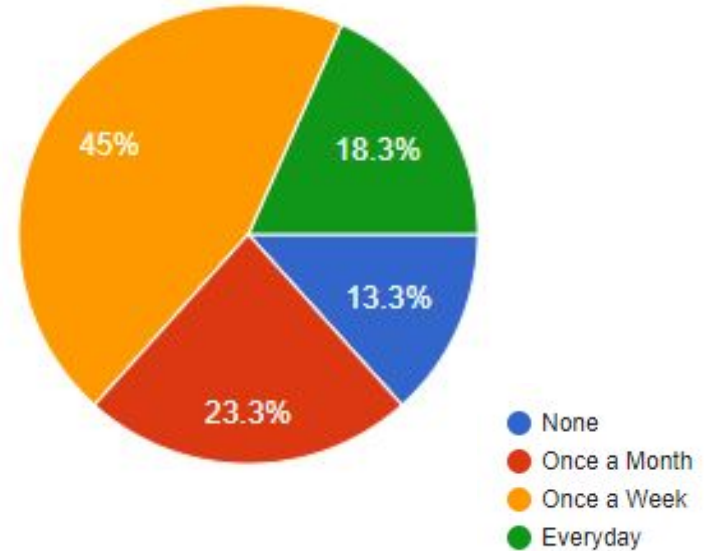
-Brock



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



How much time do you spend outdoors Post Covid-19?



Survey of over 60 Los Angeles Residents

Insight 2

Currently people use inexact assumptions, strategies and personal research to determine what outdoor space they will feel safe visiting.

"Choosing weird times on purpose. I don't think anybody is going to be here on a weekday at 4... hopefully. I wouldn't normally go here at this time so I'll go now."

-Luke

"Tomorrow we're going to the beach. But we're not going to go to like Santa Monica because we know it's going to be crowded."

-Mrs. Maxwell



Joy Soler

We look online at peak usage times and try to avoid those. We find most times if we head out early we get the trails to ourselves. If we see multiple mask less folks we avoid that area/time of day. We also carry hand sanitizer and of course wear masks.

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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.

Insight 2 cont.

Strategies to enforce distancing and mask wearing are also inconsistent and inexact.

“We always keep an eye on how well people are socially distancing, how many people are using a particular area and mask compliance.”

-AP Diaz.

“If it gets too crowded, the city will close it.”

How do they know if it's too crowded? Do they count people?

“No, they don't really count, they just kind of look.”

-Griffith Park employee.

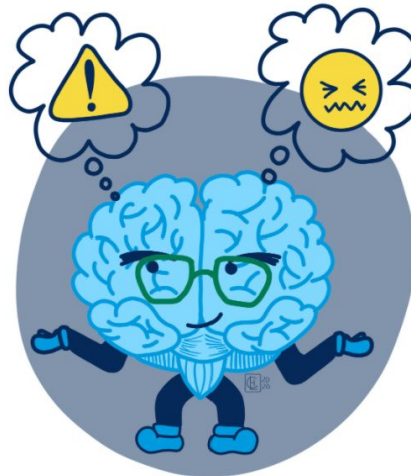


Insight 3

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

“One way to help regain a sense of feeling safe is to look for choices. Often the opportunity to make small choices in a situation where we have little overall control can help”

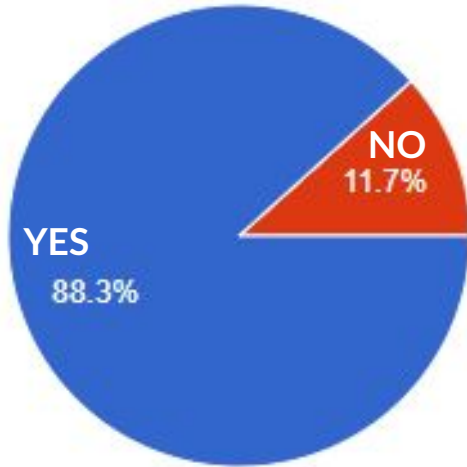
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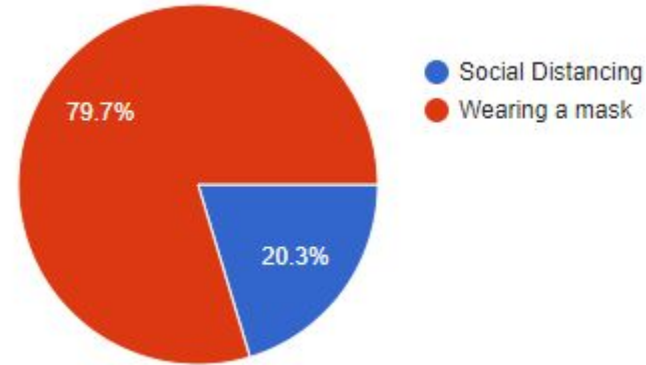
“Not a lot of places give you an indication of how crowded they are. The gym I use at home can check the current number of people at the gym at a time. I find it really helpful because I’ll open the app and if it’s peak time I’ll just wait.”

-visiting tourist

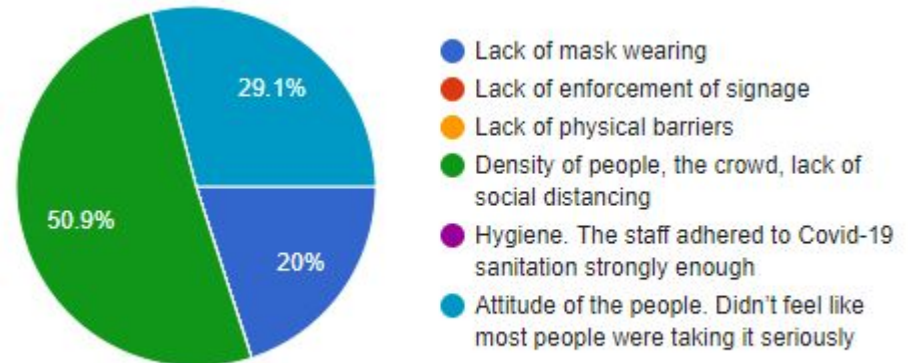
Would you be interested in knowing how crowded an area is prior to visiting?



What's more important to you?



What makes you feel uncomfortable in a public space?



Problem

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

How might we help people feel safe and make informed choices when visiting Griffith Park during the Coronavirus Pandemic and minimize their uncertainty of what to expect when they arrive?

Next Steps

Evaluate which technologies can help
best visualize crowd density in outdoor
spaces

Conceptualize how to translate
visualization data into something
understandable
