

# 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 dark 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 the city. The background shows a cityscape with buildings and hills under a hazy 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

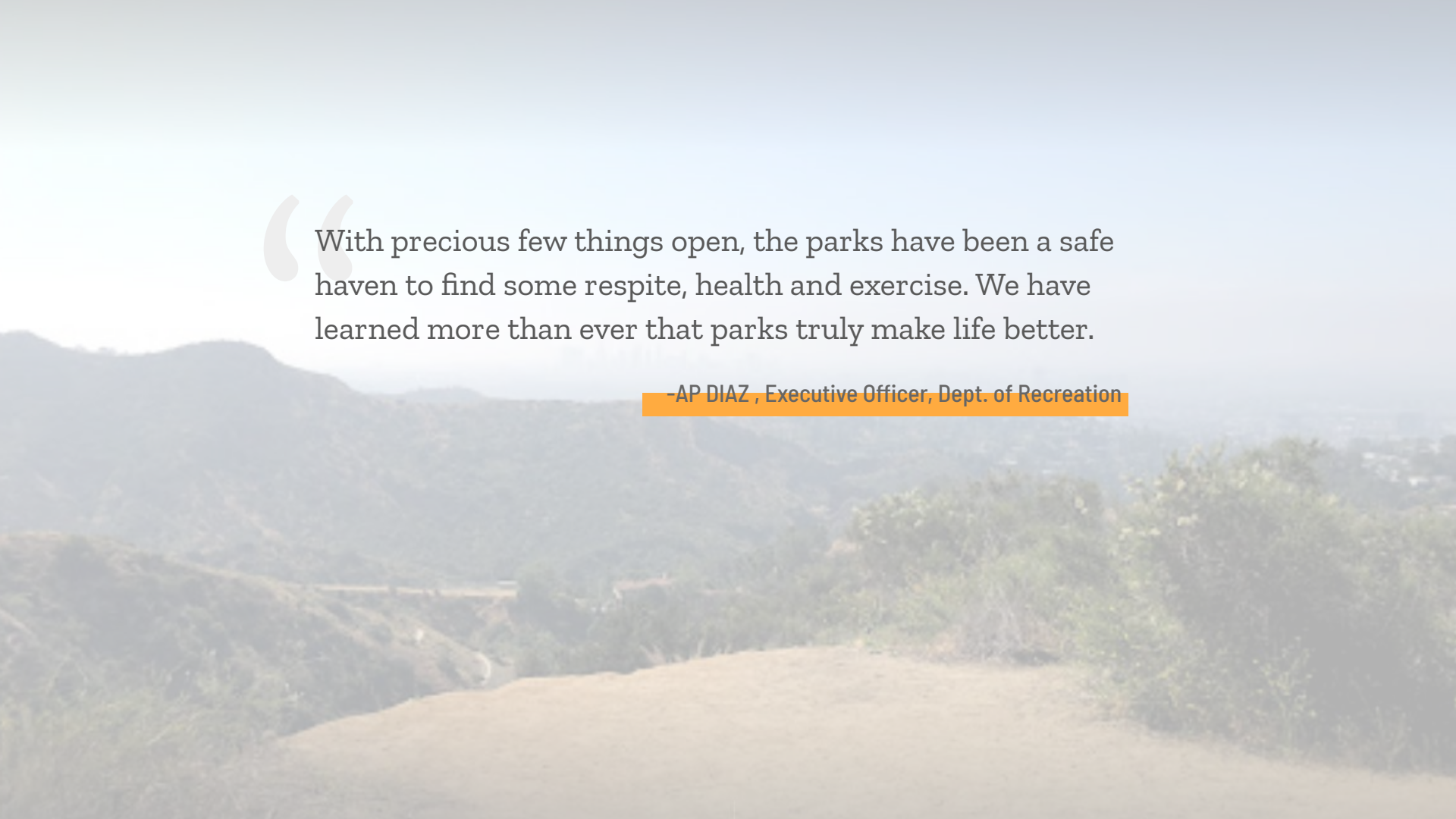
# PROBLEM



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. 🌱

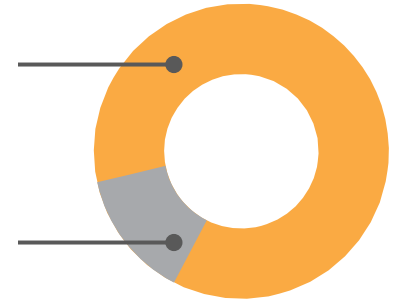
“You do what you can to be safe but, you gotta go outside. You can't just be inside all the time. -Brock



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

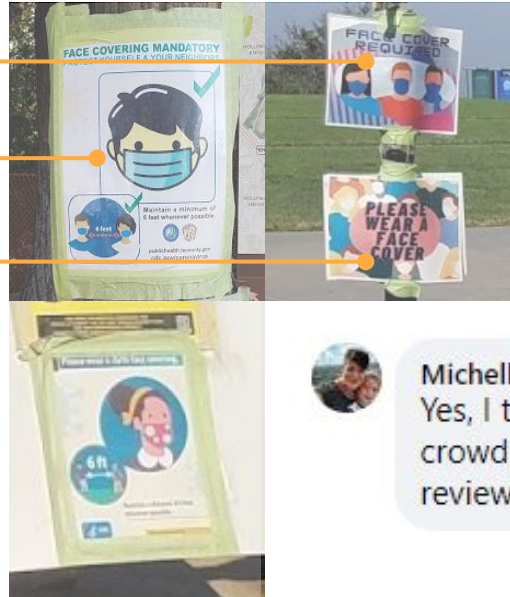
# INSIGHT 2

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



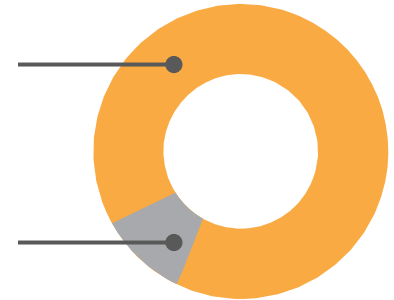
“One way to help regain a sense of feeling safe is to look for choices.

-[sfac.org.uk](http://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



Tinder



TikTok



VSCO



# 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

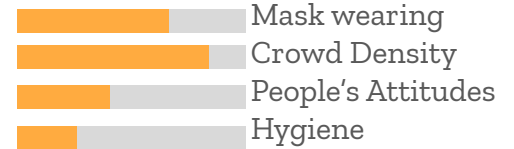
Kids have trouble social distancing

Strategizing safe places to go is time consuming

### Outdoor Activities

Hiking  
Running  
Camping  
Walking Dog







### Covid Comfort



### Frequently Used Apps

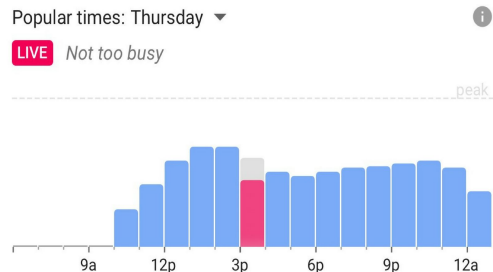


# JOURNEY MAP

	Motivation	Idea	Fears	Action	Reaction
<b>Experience</b> 	<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>
<b>Emotions</b>	 Restless	 Excited	 Stressed	 Annoyed	 Disappointed
<b>Needs</b>	<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>
<b>Ideas for Improvement</b>	<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>

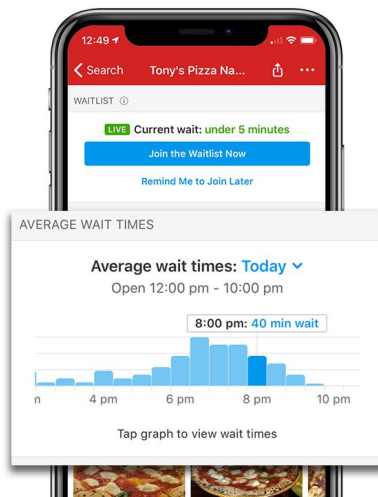
# COMPARATIVE RESEARCH

## Google Popular Times



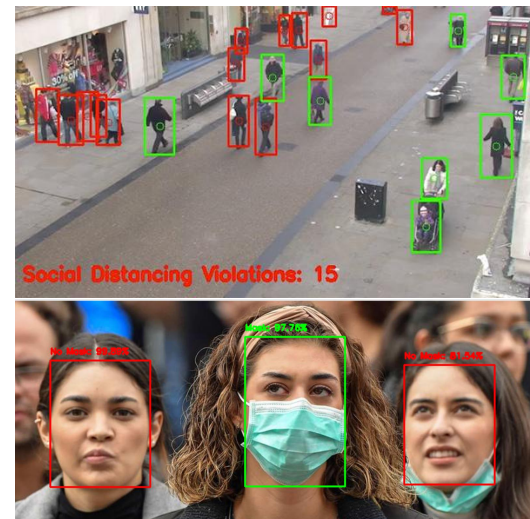
People want this information

## Yelp Average Wait Times



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

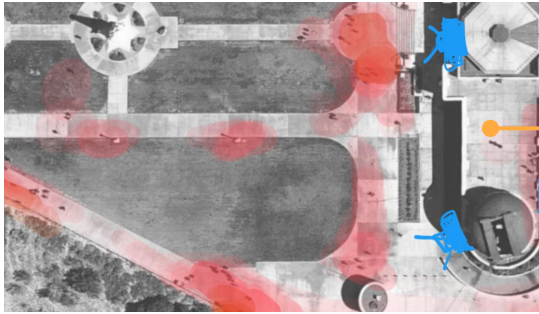
## Emerging Technology



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

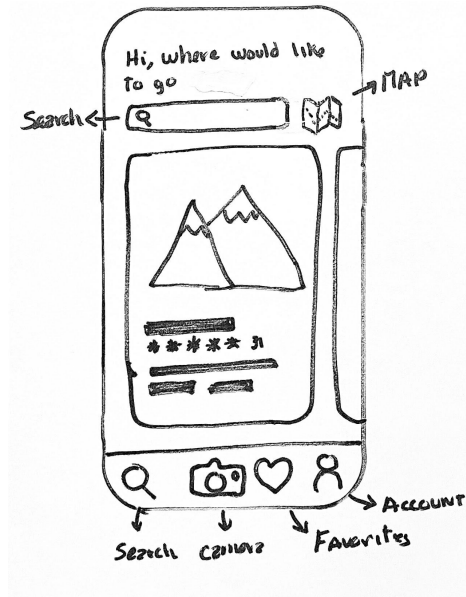


LOW MEDIUM HIGH

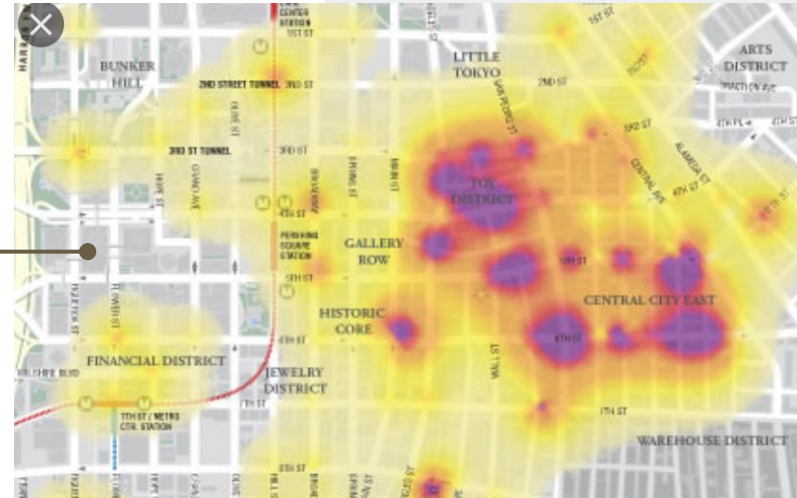


# CONCEPT

## Search & Suggest



## Pinned Areas & Notifications



### Suggested Area

This area is 70% less populated.

Directions

### Area Pinned for 1 Hour(s)

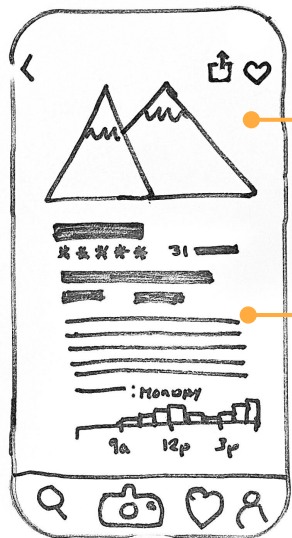
We'll Monitor Activity and Let You Know if Anything Changes!

### Alert!

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



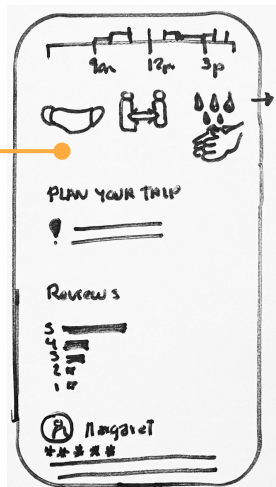
## Location Info & Sharing



Share experience and pictures.

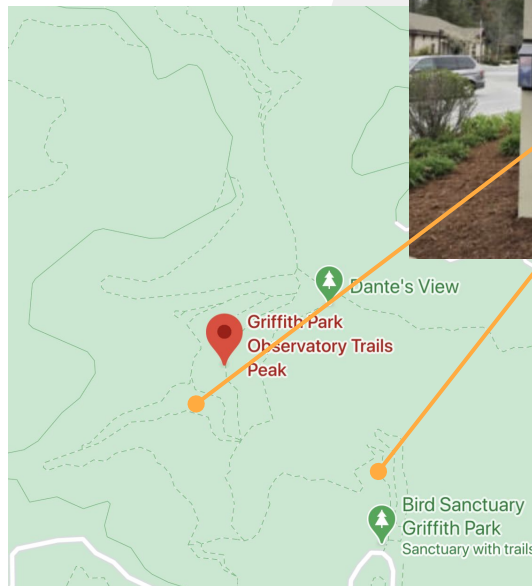
Location Information

Interactive icons



## Kiosk

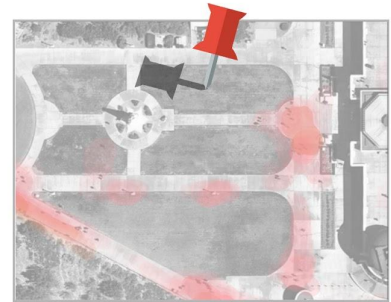
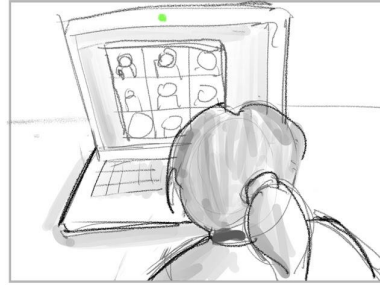
Majority of parks don't have good signals



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 distance. In the foreground, a man wearing a white and orange baseball cap is seen from behind. Other people are standing around a concrete railing, some looking at their phones and others looking out at the view. The scene is filled with a sense of community and shared experience.

# THANK YOU

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