

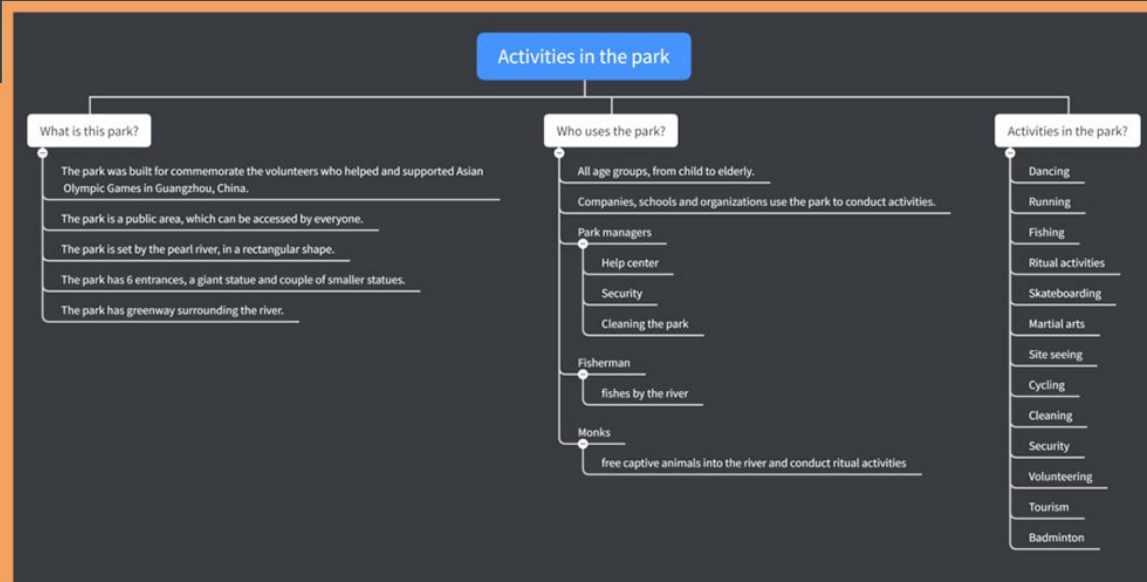
Identify ---- an aspect of everyday life to research

EVERYDAY PEOPLE

Rylan Li

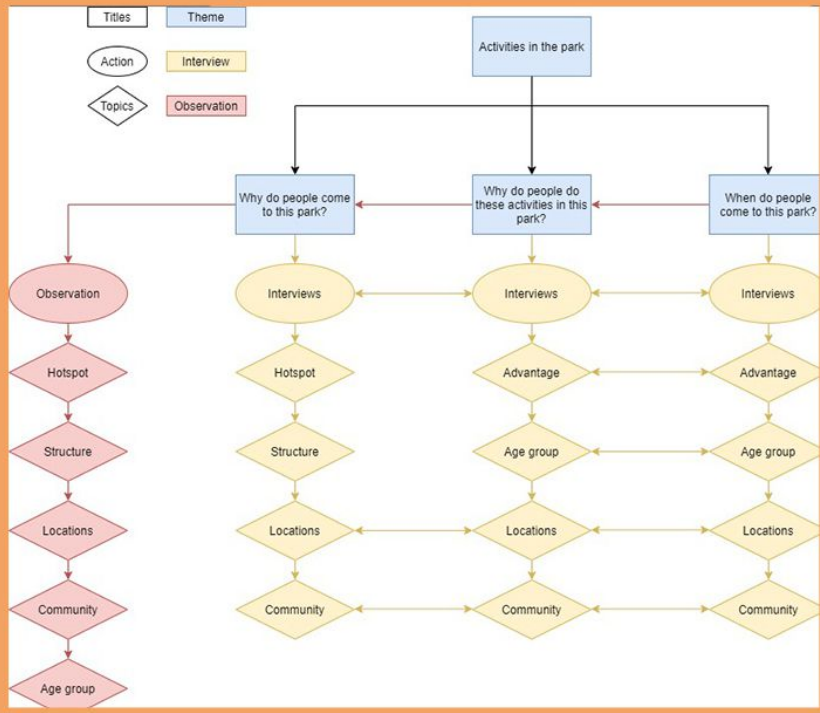
Collect ---- information, using a variety of approaches

Create ---- three different user modelling techniques to clarify

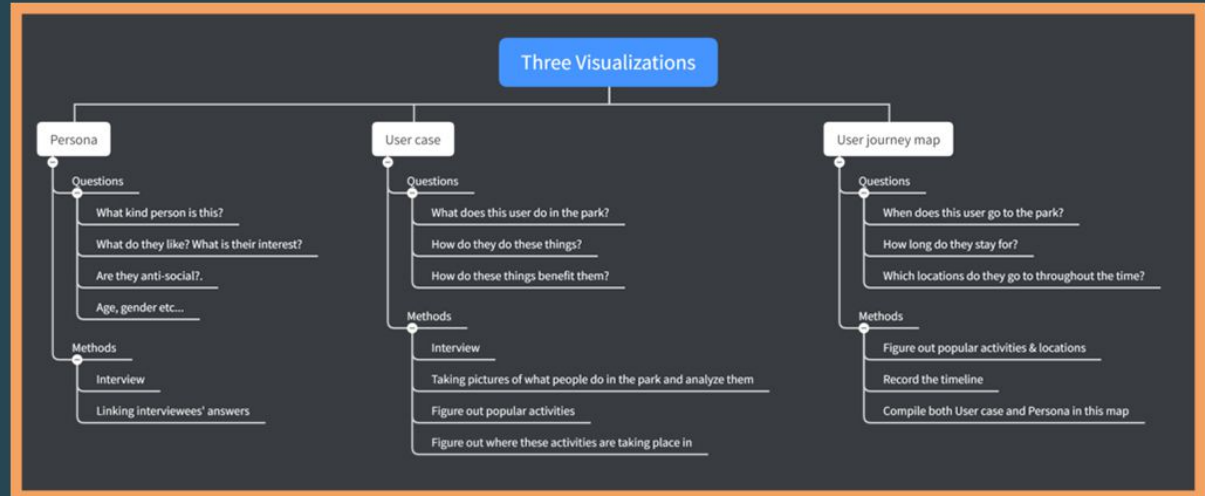


According to the brief, we should be gathering research base on where we stay, and I chose the park nearby where I live in order to collect reasonable data. The title I will be going for is to discover the 'Activities in the park', therefore all research and conclusions will be outcoming base on this theme.

The reason of choosing 'Activities in the park' as my theme is because it happens all the time, from morning to evening and back to morning again, just like a cycle. I have been living next to the park for over 10 years now, but I haven't been paying attention to the activities, community or even the ecosystem in the park until now, therefore I will use this project as an opportunity to discover what is going on in the park.



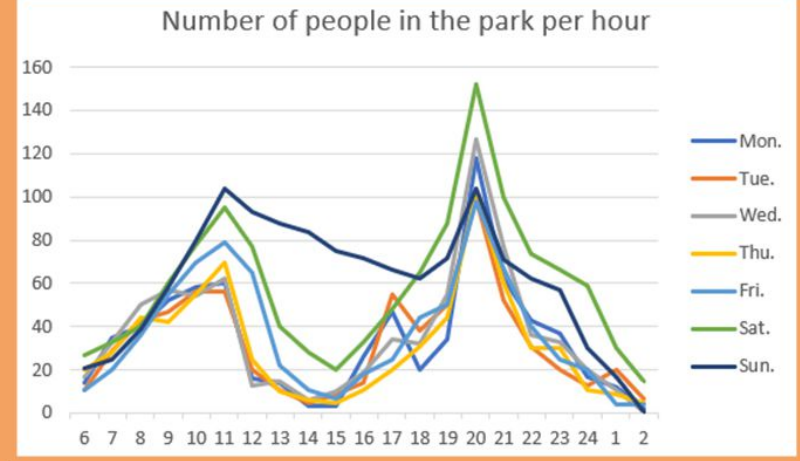
Making a plan helps me to construct what I will be doing and self checking everything I have done. In this plan I created three rectangular tabs which hold the directions that I want to discover. Circular tabs are the actions/methods I use to collect data. Dimond tabs are the specific data I will be collecting. Furthermore, colours also have meanings in this plan: Blue is the theme, yellow is the interview and red is the observation.



In order to come up with clear answers to the three questions above, I decided to use three user experience methods to compile all the data and simulate a person's activity in the park.

	Number of people in the park per hour						
	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
6:00 AM	14	11	17	20	11	27	21
7:00 AM	35	29	33	28	20	33	25
8:00 AM	40	43	50	44	36	40	39
9:00 AM	52	47	57	42	55	60	58
10:00 AM	58	56	54	55	70	78	80
11:00 AM	60	56	62	70	79	95	104
12:00 PM	16	20	13	25	65	77	93
1:00 PM	14	11	15	10	22	40	88
2:00 PM	3	5	6	6	11	28	84
3:00 PM	3	9	10	5	7	20	75
4:00 PM	26	14	19	11	18	33	72
5:00 PM	47	55	34	20	25	48	66
6:00 PM	20	38	32	31	44	65	62
7:00 PM	34	50	55	44	50	88	72
8:00 PM	118	99	127	101	98	152	104
9:00 PM	62	52	77	60	67	100	71
10:00 PM	43	31	36	30	40	74	62
11:00 PM	37	20	33	30	25	66	57
12:00 AM	17	13	20	11	20	59	30
1:00 AM	12	20	11	9	4	30	17
2:00 AM	2	7	1	5	4	15	1

To get things started, I decided to count the total number of people in the park per hour, from 6am to 2am. The reason of doing this is because firstly I will know the active hours (timeline) in the park, and secondly I will be able to see when is the best time to go downstairs and do research.



The line chart visualizes the active hours in the park. According to figure 2, time zones such as 6 – 7am, 2- 4 pm and 2am onwards have the least active moments; In comparison, 11 – 12pm, 8 – 9 pm have the most active moments among all time zones.

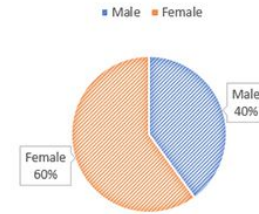
Interviewee	Age	Gender	Occupation	Residential Area
Jiayu	45	Female	Maths teacher	5 minutes walk from park
Qinghua	67	Female	Retired	15 minutes walk from park
Zhengye	33	Male	Gym Coach	5 minutes walk from park
Liuyang	55	Female	Retired	8 minutes walk from park
Hanyi	45	Female	House keeping	10 minutes walk from park
HongHui	62	Male	Retired	15 minutes walk from park
Tianhan	54	Male	Manager	15 minutes walk from park
Zhigang	48	Male	Businessman	10 minutes walk from park
Jiaoli	42	Female	Chinese teacher	5 minutes walk from park
Sihua	66	Female	Cleaner	10 minutes walk from park
Yuwen	82	Female	Retired	5 minutes walk from park
Tingmei	29	Female	Hairdresser	20 minutes walk from park
Xiaomei	70	Female	Retired	10 minutes walk from park
Xiaolei	44	Female	Chef	3 minutes walk from park
Zhiyi	25	Male	Gymnast	5 minutes walk from park
Siyun	73	Female	Retired	10 minutes walk from park
Chunlei	48	Female	Retired	2 minutes walk from park
Haoyi	69	Male	Retired	10 minutes walk from park
Junjie	51	Male	Bus driver	15 minutes walk from park
Shihao	84	Male	Retired	5 minutes walk from park

The first set of questions covers their age, gender, current status and residential area.

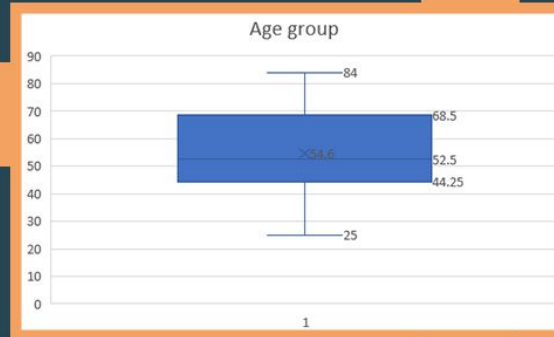
The reason for collecting these data is because I need a rich set of data to support the Persona model I am about to create, which means I need to know what kind of people go to the park.

Here is a pie chart showcases the percentage of male and female from the interview, and it gives me a clear idea when justifying the gender for the user model.

PERCENTAGE OF MALE AND FEMALE FROM THE INTERVIEW

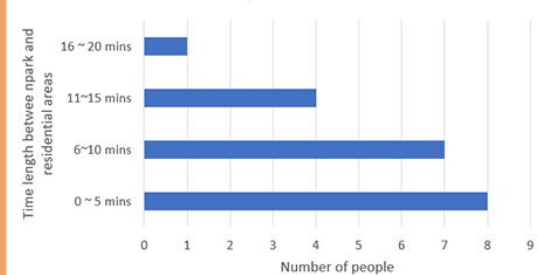


Here is a box plot I created to figure out my interviewees' age group. 84 is the oldest and 25 is the youngest. The range of the age group is around 44 to 68, which means the most of my interviewees are in their middle ages.



I was aiming to find out how far do people live from the park. By knowing this, I will have a clear understanding of why people come to this park to do activities rather than other places. Most of the people are living only 0 – 5 mins away from the park, and only 1 people lives 16 – 20 minutes away from the park.

Distances between park and residential areas



Interviewee	Why do you come to this park?	What activities do you do in this park?	How did you get into the activities in this park?	What do you think is good for you by doing these things?	Which locations do you usually go for the activities in this park?	How long do you usually stay in this park?
Jiayu	There is a dancing club inside the park every evening	Dancing	I heard the music one time when I had a walk in the park	Dancing is good for my health, especially for a teacher who sits in the office and classrooms all day	Large square	1.30 hours
Qinghua	There is a dancing club inside the park every evening	Dancing	My friend introduced me to this club	I can meet up with my friends after dinner, have a bit of exercises	Large square	1.30 hours
Zhengye	There is a dancing club inside the park every evening	Dancing	I saw people dancing in the square and decided to join	I am a gym coach, joining dancing club expands my network and get more students to come to my class	Large square	1.30 hours
Liuyang	Exercise	Jogging	I live in this area and always know there is a park	Doing exercises after dinner helps my digestion	Grove lane A & B & C & Riverside lane	30 minutes
Hanyi	There is an exercise club inside the park every evening	Exercise	My friend introduced me to this club	People in the exercise club were friendly, I knew a lot of friends from the club	Medium square	1.30 hours
HongHui	There is an exercise club inside the park every evening	Exercise	I was in the dancing club before, and I wanted to try the exercise	Exercise is more like a sport compare to dancing, which I think is better for my health	Medium square	1.30 hours
Tianhan	Fishing	Fishing	I met couple of people fishes every evening by the river	I have nothing to do in the evening, fishing is great for making friends	Riverside lane	2 hours
Zhigang	Sport	Badminton	I saw a large space when I walked by	I play badminton with my grandson every evening, isn't it great?	Large square	1 hour
Jiaoli	There is a dancing club inside the park every evening	Dancing	My friend introduced me to this club	I love doing stuffs with other people	Large square	1.30 hours
Sihua	There is a dancing club inside the park every evening	Dancing	My friend introduced me to this club	Dancing is always my hobby, and plus I can meet up with my friends	Large square	1.30 hours
Yuwen	Exercise	Walking	I knew there is a park because it is nearby my home	I love seeing people do things, it feels lively	Pavilion	1 hour
Tingmei	Socializing	Chatting	I met couple of people when I was walking in the park	I can chat to different people and making friends	Grove square B	2 hours
Xiaomei	Exercise	Walking	I live quite close to here	I usually come to the park after dinner, to get some fresh air	Grove lane B & C	1 hour
Xiaolei	Socializing	Chatting	I work in the nearby restaurant, I usually come here to rest	I can chill with my collies and have a break before my shift	Pavilion	1 hour
Zhiyi	Sport	Skateboarding	There is a skateboarding community in this park	I love skateboarding and by practising more I can get better at it	Grove square A & Riverside lane	2 hours
Siyun	Exercise	Taichi	My friend once told me that there is a park downstairs	Practising Tai Chi is good for my health, and also great to let other people know its culture	Medium square	1 hour
Chunlei	Sport	Cycling	I cycled here once and notice that this is a great place to come	I enjoy the moment when wind blows into your air whilst cycling, it feels good	Grove lane A & B & Riverside lane	2 hours
Haoyi	There is an exercise club inside the park every evening	Exercise	I saw a lot of people were exercising in the park	I have a fruit store not far away from here, I sometimes promote it to people in the club	Medium square	1.30 hours
Junjie	Fishing	Fishing	I come here with my friends to fish every day	I like the moment when you sit and chat with friends	Riverside lane	3 hours
Shihao	Exercise	Chest	There is a chest community in the park	For an old man like me, playing chest is great to get my brain working again	Pavilion	1 hour

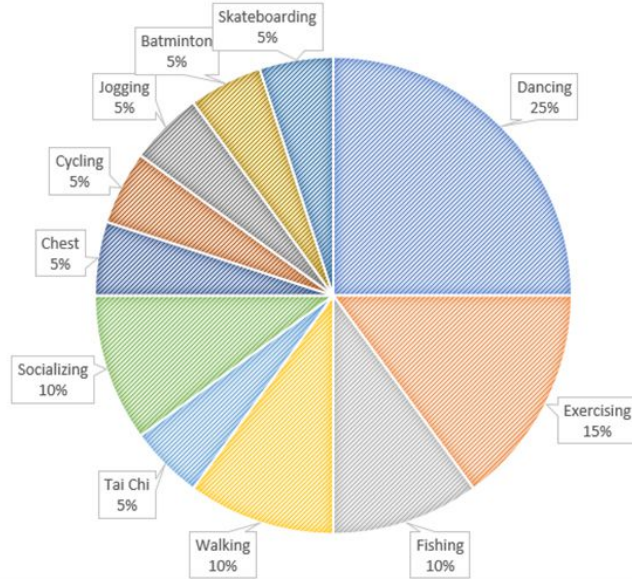
I interviewed the same group of people but with extended questions, see above.



This photograph was taken in the park at 20:00 on Saturday, located in the large square. The reason for showing this image is because I want to present a clear vision of what it looks like during its busiest time. As we can see from the picture, there are a lot of people doing different activities in the park such as exercising, cycling, dancing, walking and socializing. In addition to the activities, the park provides a great lighting system to observe better at night, as well as the huge space for people to do activities.

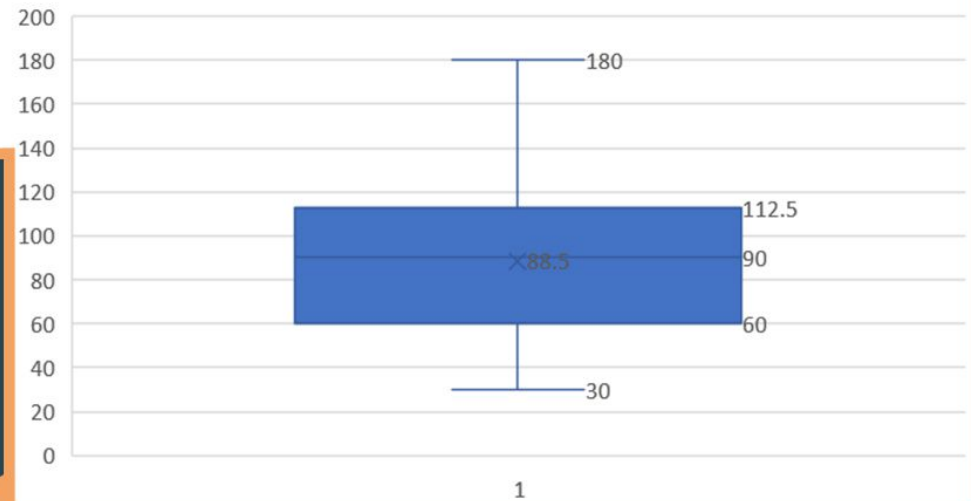
PERCENTAGE OF PEOPLE IN EACH ACTIVITIES

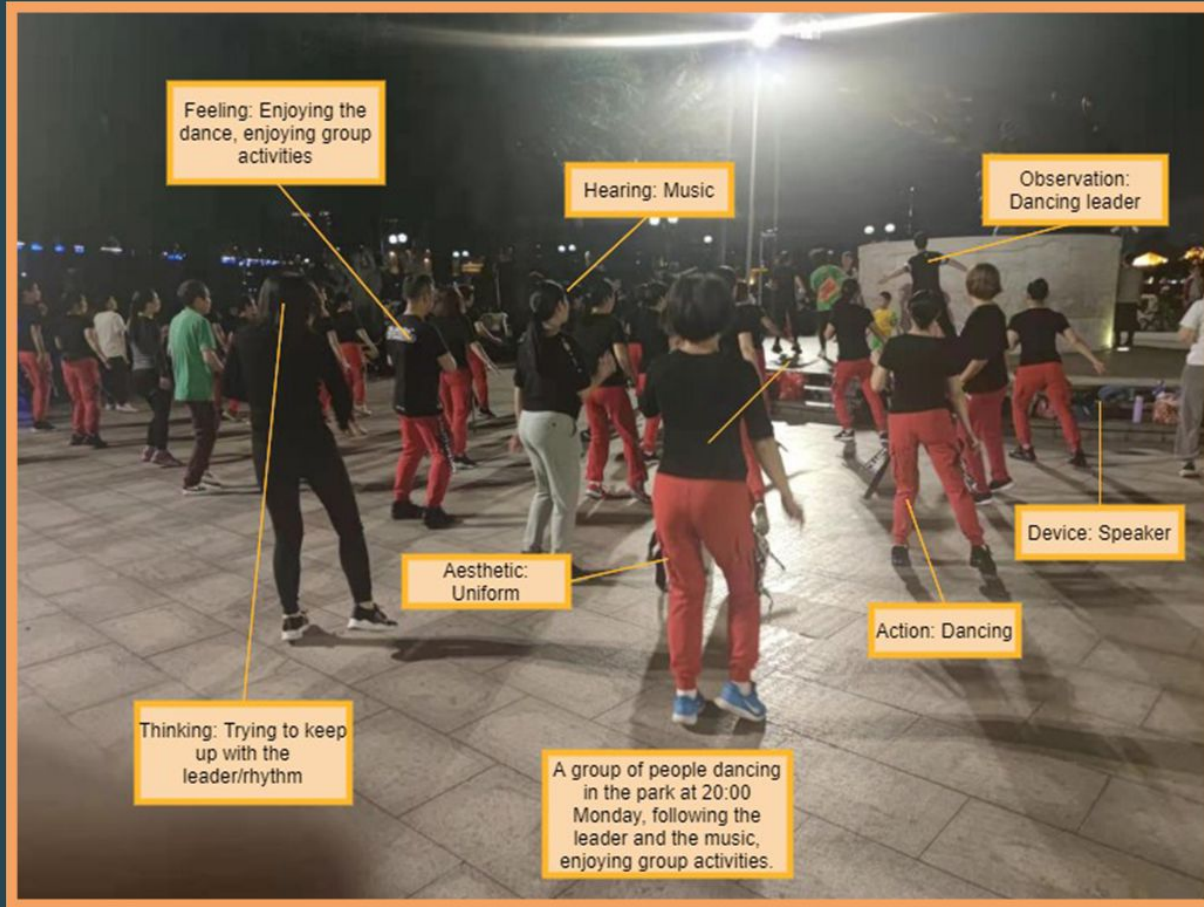
■ Dancing ■ Exercising ■ Fishing ■ Walking ■ Tai Chi ■ Socializing ■ Chest ■ Cycling ■ Jogging ■ Batminton ■ Skateboarding



This is a visualization of the percentage of people in each activity. The aim for making this graph is to find out what are the most popular activities in the park. In this case, they are dancing(25%) and exercising(15%).

According to the box plot, the longest time people stays is 180 minutes, and the shortest time is 30 minutes. The middle number for this range is about 90 minutes long.



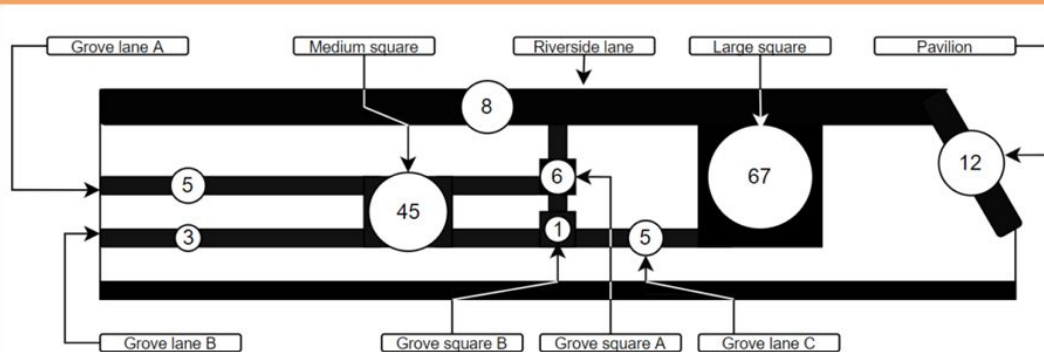
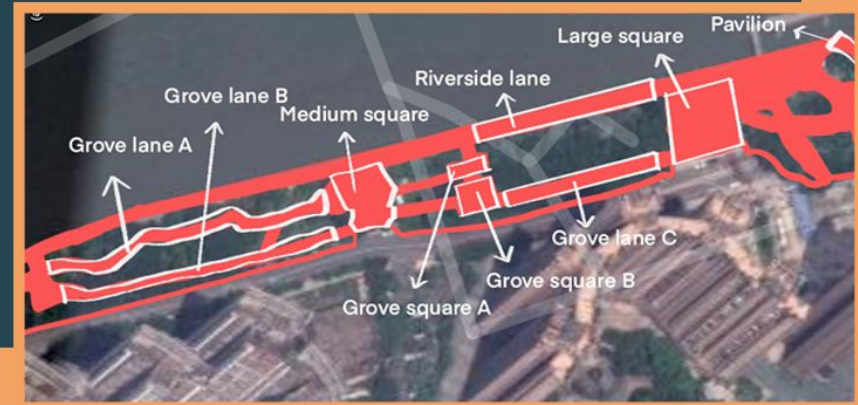


In order to have better understanding of dancing in the park, I made an image analysis shown above:

Locations	Number of people in different locations at 20:00 pm						
	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
Large square	46	43	54	50	51	67	44
Medium square	29	28	30	22	25	45	32
Riverside lane	20	10	6	7	5	8	4
Grove lane A	2	4	4	6	1	5	2
Grove lane B	1	2	7	4	5	3	7
Grove lane C	2	1	4	2	2	5	3
Pavilion	10	6	12	4	5	12	8
Grove square A	5	3	4	3	2	6	2
Grove square B	3	2	6	3	2	1	2

In order to expand the research on counting number of people in the park in each hour, I also counted number of people in each location at 20:00. The reason for choosing this time is because it is the most active moment in the park, which means that it will be easier to collect data.

Here is a basic layout of the park, I captured this image from google map and putting annotations on top. I divided the entire park into 9 locations in order to visually present number of people in each area.



Based on the external research, I drew out an orthography of the park in order to figure out and present to visualize the hottest spots in the park. I used Monday's data as an example.

Jia Li



Friendly Enthusiastic Cooperative

AGE : 53

Gender: Female

Occupation: Retired

Status: Married

Location: Guangzhou, China

Goal

Schedule as many public performances for the fellow dancers as possible.

Be healthy and enthusiastic, keep doing group activities and making friends.

Spend more time with the family, enjoy their accompaniment.

Frustration

Afraid of being ill.

Difficult to keep up with new dances.

Not enough budget for formal public performances.

Bio

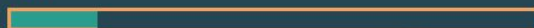
Jia Li is an energetic and conversable woman, who loves holding activities as well as making friends with others in the company. However, retirement oppresses her to step down from both of her interests, forces her to stay at home and gazing at the TV every day. Although she enjoys the easy days with no pressures at home, Jia Li is still dwelling on the reverie of holding events and making new friends. One day, she had a stroll in the park nearby where she lives, and found out that there is a dance community in the large square. She soon joined the community, making new friends and schedule public performances for the fellow dancers. Jia Li goes to the dance community everyday from 7.30 pm to 9.00 pm, with a 10 minutes short break in between, which allows her to socialize with the fellow dancers. "I finally regained my long-gone enthusiasm, thanks to the dance community!" said Jia Li.

Motivation

Incentive



Fear



Growth



Power

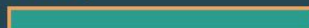


Social



Preferences

Dancing



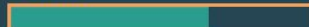
Exercising



Socializing



Jogging



Personality

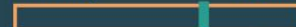
Introvert

Extrovert



Thinking

Feeling



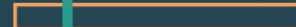
Sensing

Intuition

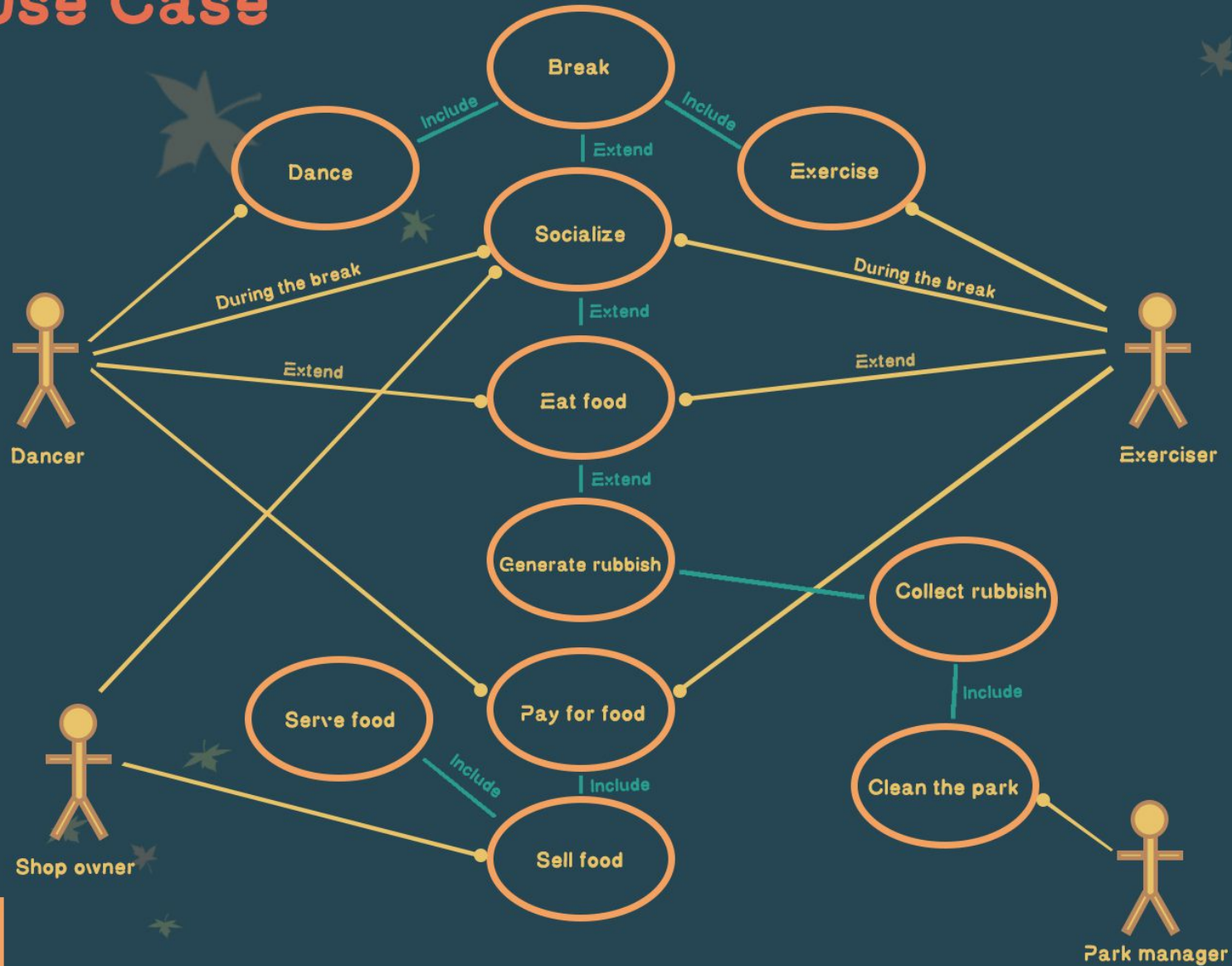


Judging

Perceiving



Use Case



Interactions

Actors

Use cases

Description

This is a use case model for showcasing the interactions between users, seller and estate manager in the park. The model contains actors, use cases and relationships between the users. By observing all given elements, the audiences will have a clear views as well as understandings of the interior system of the park. This is a use case model for showcasing the interactions between users, seller and estate manager in the park. The model contains actors, use cases and relationships between the users. By observing all given elements, the audiences will have a clear views as well as understandings of the interior system of the park.

Stages

Awareness

Research

Decision

Participation

Return

Emotions

Actions

Feelings

Needs



1

2

3

4

5

-Heard the music when strolling in the park.
 -Walked past the large square and saw the dance community.

-Curious about finding out what is happening in that location.

-Discover the event happening in the large square.

-Sit down and observe.
 -Talk to one of the participators.
 -Look for the community on the internet.

-Still curious about what is going on, but with a little bit of excitement.

-Look for more information about the dance community.

-Realizing the music is not great.
 -Knowing that she can make a lot of friends.
 -Realizing people complain about the noises from the dance community.

-Not too happy about the results, but still want to try it out.

-Making decisions about whether joining the community or not.

-Dancing
 -Making friends during the 10 minutes break
 -Joining the discussion of the public performances & promotions.

-Excited, enthusiastic and energetic.

-Figure out if they like the activity or not.

-Return to the dance community on the following days.
 -Making new friends.

-Happy to return to the community, but without the excitement and energy compare to the initial visit.

-Return and pursue as a habit.