

IDEATE

ITERATE

DEMONSTRATE



SAVING MOKUM

EWOUDE KOMEN

**DESIGN GOAL & IV
KEY INSIGHTS
FINAL DESIGN
EVALUATION**

DESIGN GOAL & IV



To bring the **tourist** and the **local resident** of the **Waterloo square neighbourhood** together, by taking away the **negative perception of crowdedness** by both parties.



DESIGN GOAL & IV



CURRENT INTERACTIONS

INTERACTION VISION

distant, cold
hostile, violent

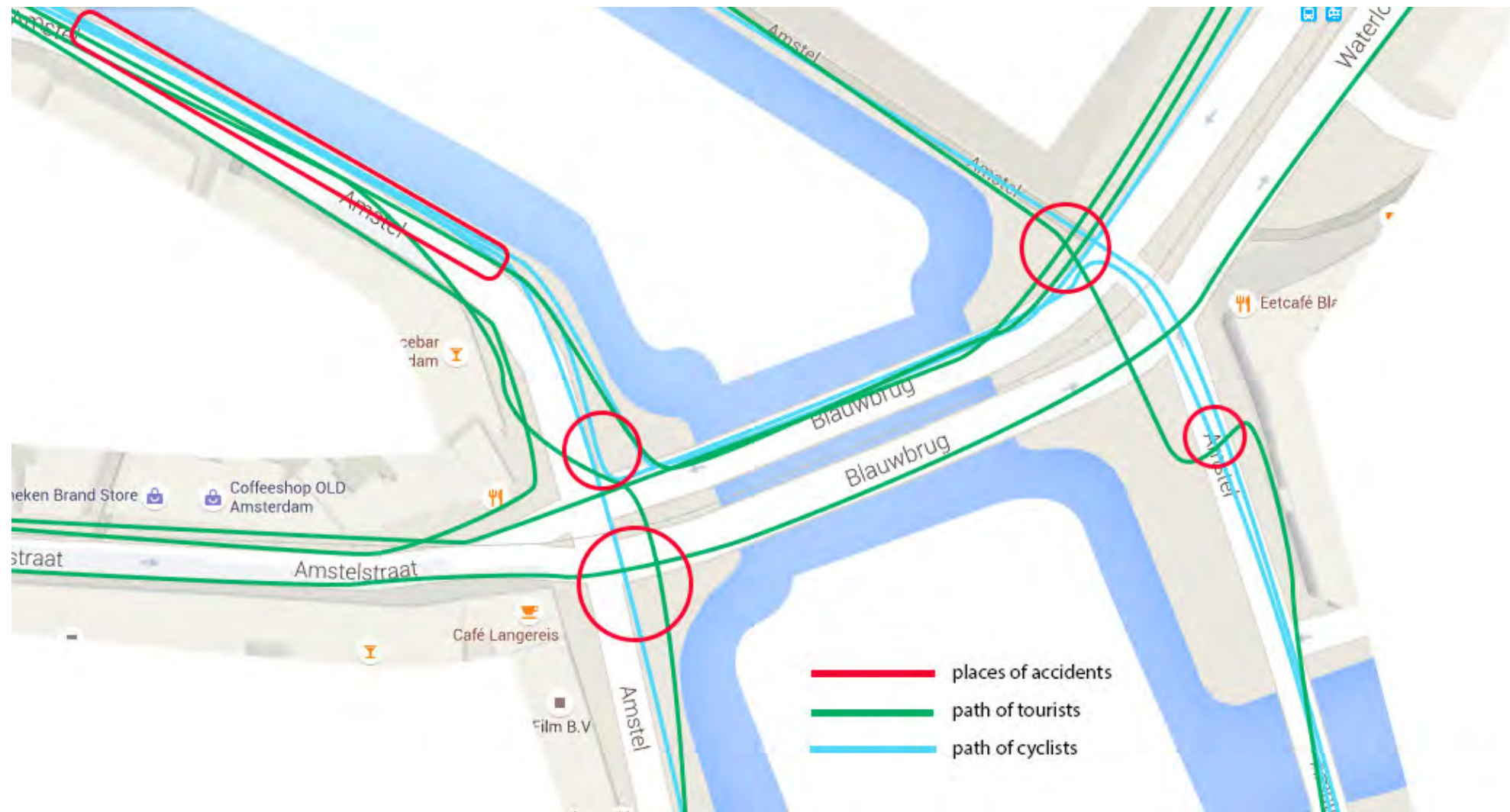
warm, affable
engaging

KEY INSIGHTS

OBSERVATIONS

CONTEXT MAPPING

LITERATURE REVIEW



CYCLING 5.25 HOURS PER WEEK



USE BELL 24x PER WEEK



PROUD OF CULTURE

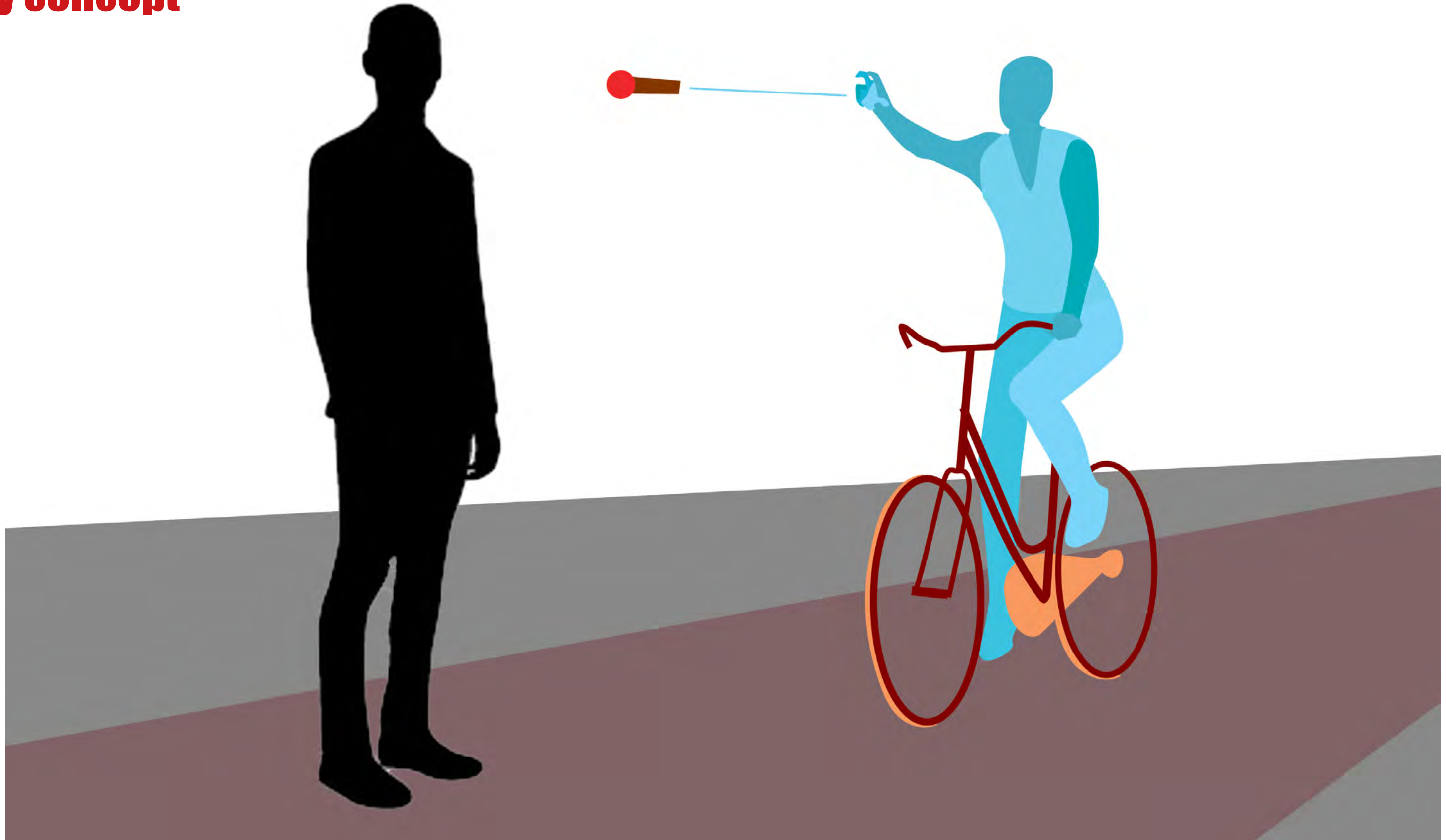


SCOLDING JAYWALKERS IS PREFERRED OVER USING THE BELL



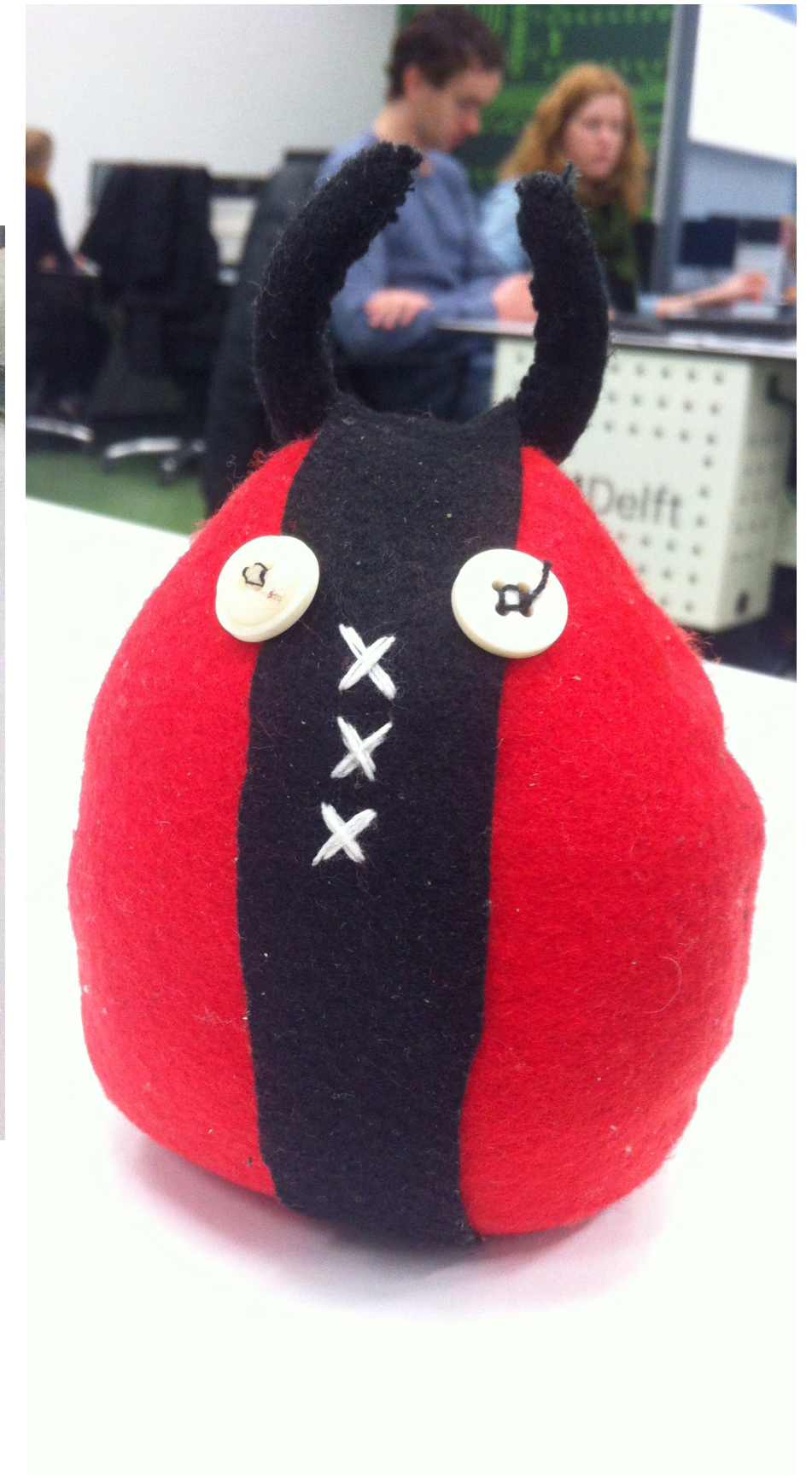
FINAL DESIGN

Early concept

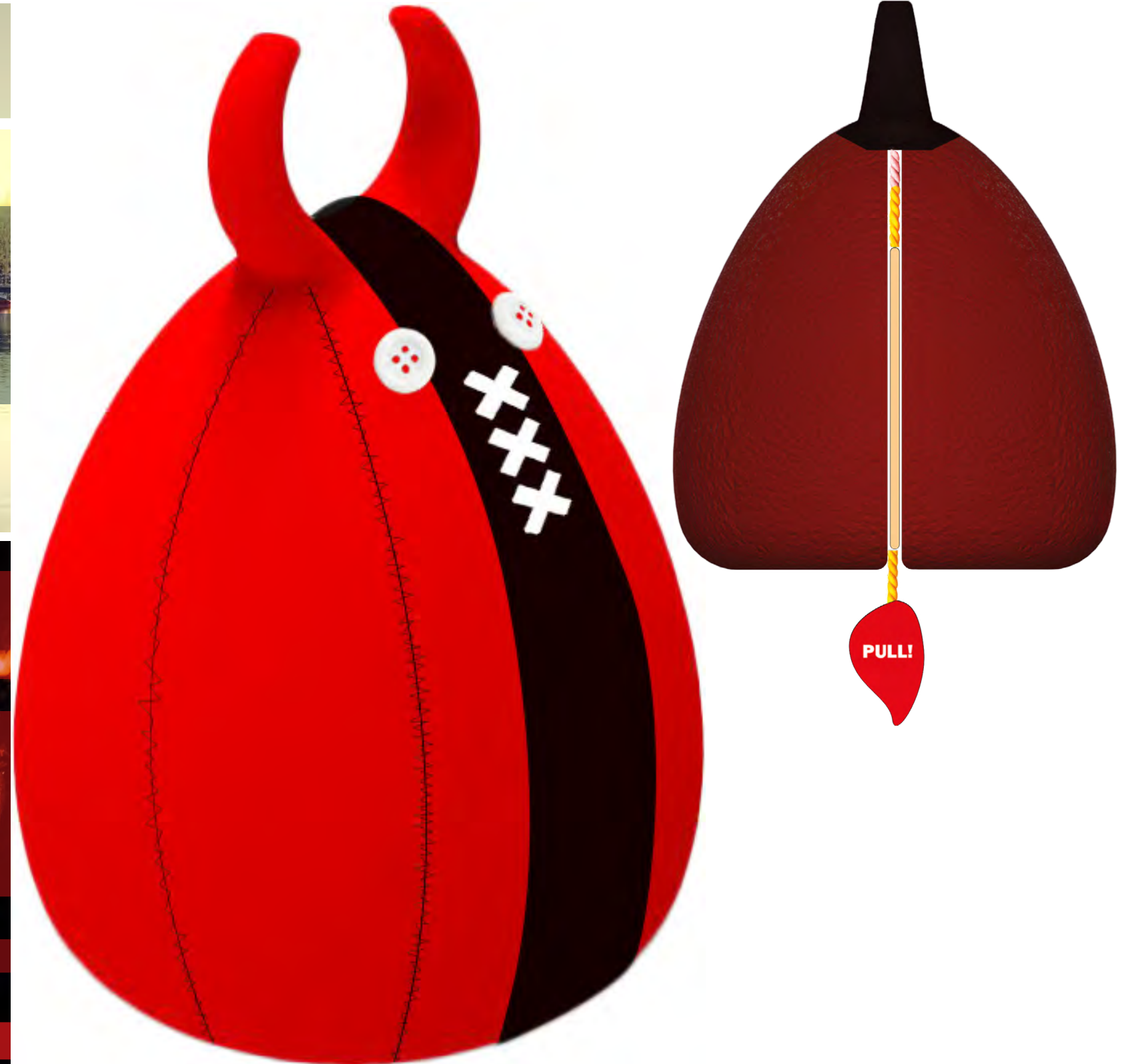
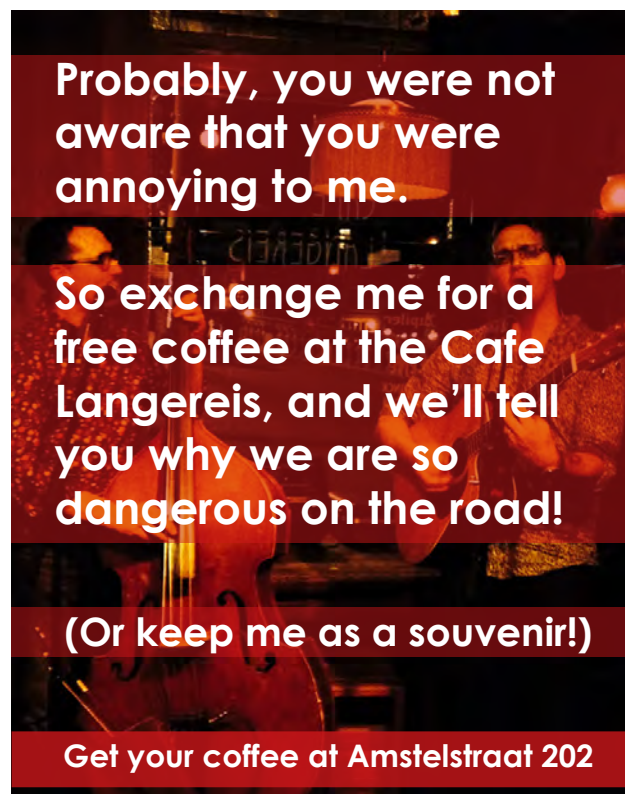
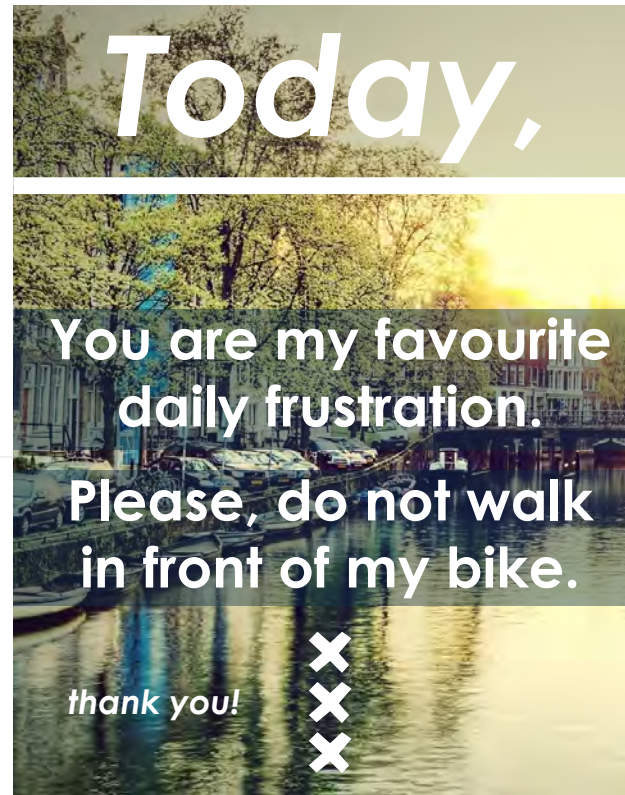
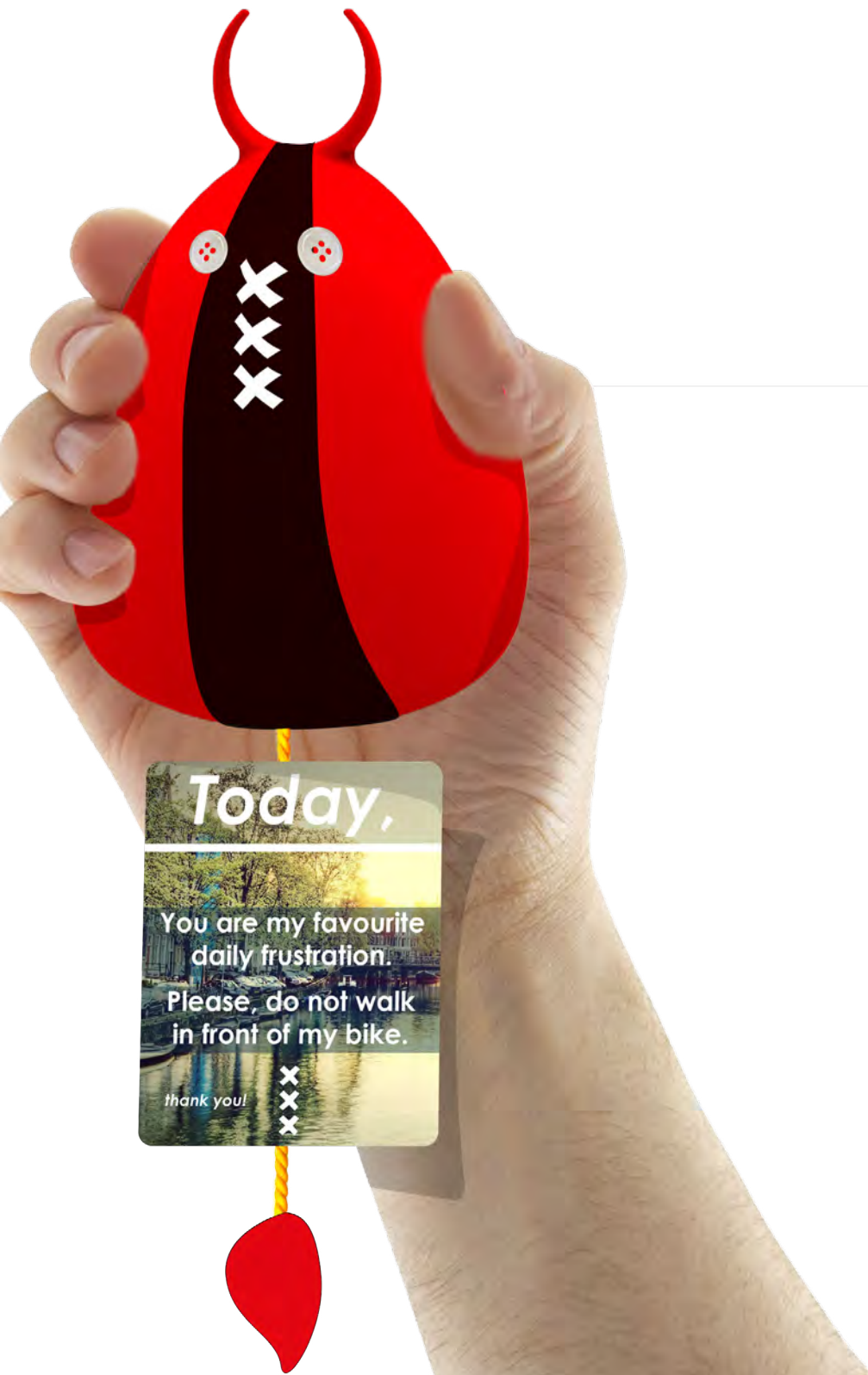


FINAL DESIGN

Iterations & Prototype



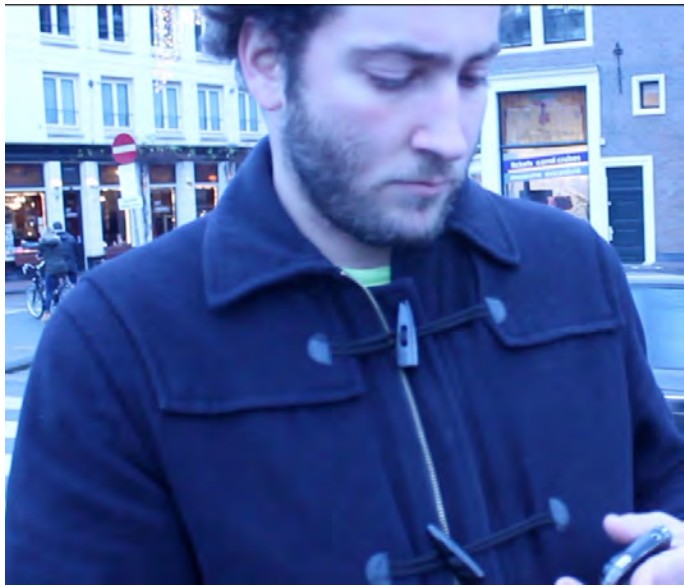
FINAL DESIGN





EVALUATION

Paul, 27, England



Before action

- Focused on cityscape
- Wondering where to eat
- Curious about history
- Relaxed
- Laid back

Initial Reaction

- Momentarily angry
- Confused
- Surprised

After action

- Laughing
- Amused
- Stepped sideways
- Eager about product
- More cautious in traffic

Jeroen, 33, Amsterdam



- Hurried
- Just out of work
- Focused on getting home

- Smiling
- Had to give warning
- Unsure/wavering

- Laughing
- Had to give warning
- Unsure

Thank you for your attention!

Questions?

