

Connecting
People to DTLA

Our Goal

To help tourists and locals get connected to DTLA's hot spots through discovery and gamification.

Research

Why don't people walk?

Convenience

Valuation of Time

Valuation of Exercise

Attitude & Values

Peer Acceptance

Environmental

Infrastructural

Access

Safety

Maintenance

94

Walk Score /100

98

Transit Score /100

72

Bike Score /100

**DTLA has a high walkability
score, but yet people don't walk.**

Target Audience

DTLA Visitors

Age: 23-54

DTLA is frequented more by international visitors than by domestic ones.

Visitors seek adventure and familiarity.



75%
WALKABLE

Precedents



Gamification

Gamification is a powerful tool in encouraging people to walk to new places.



Physical Engagement

Being given ownership of space is an exciting way to incentivize walking.



Instagram

DISCOVERY & CAPTION EDITING

Connecting People

People love to share
what they have
experienced. We are a
people of stories

Stakeholders



Return Visitor



Tourist



Local



Norm

A tourist in DTLA who is fascinated with art and architecture but doesn't know much about LA.

Age: 28

Story w/o



Norm @10:00 am

What am I supposed to learn from this !?

14 min (0.7 mile)



via W 5th St and S Broadway

Use caution - may involve errors or sections not suited for walking

500 South Figueroa Street

Los Angeles, CA 90071

↑ Head northeast on S Flower St

357 ft

➔ Turn right onto W 5th St

0.4 mi

↙ Turn left onto S Broadway

i Destination will be on the right

0.2 mi

Bradbury Building

304 South Broadway, Los Angeles, CA 90013

What am I looking at?!
These directions DO NOT
HELP!

14 min (0.7 mile)

via W 5th St and S Broadway



Use caution - may involve errors or sections not suited for walking

500 South Figueroa Street

Los Angeles, CA 90071

↑ Head northeast on S Flower St

387 ft

↗ Turn right onto W 5th St

0.4 mi

↙ Turn left onto S Broadway

i Destination will be on the right

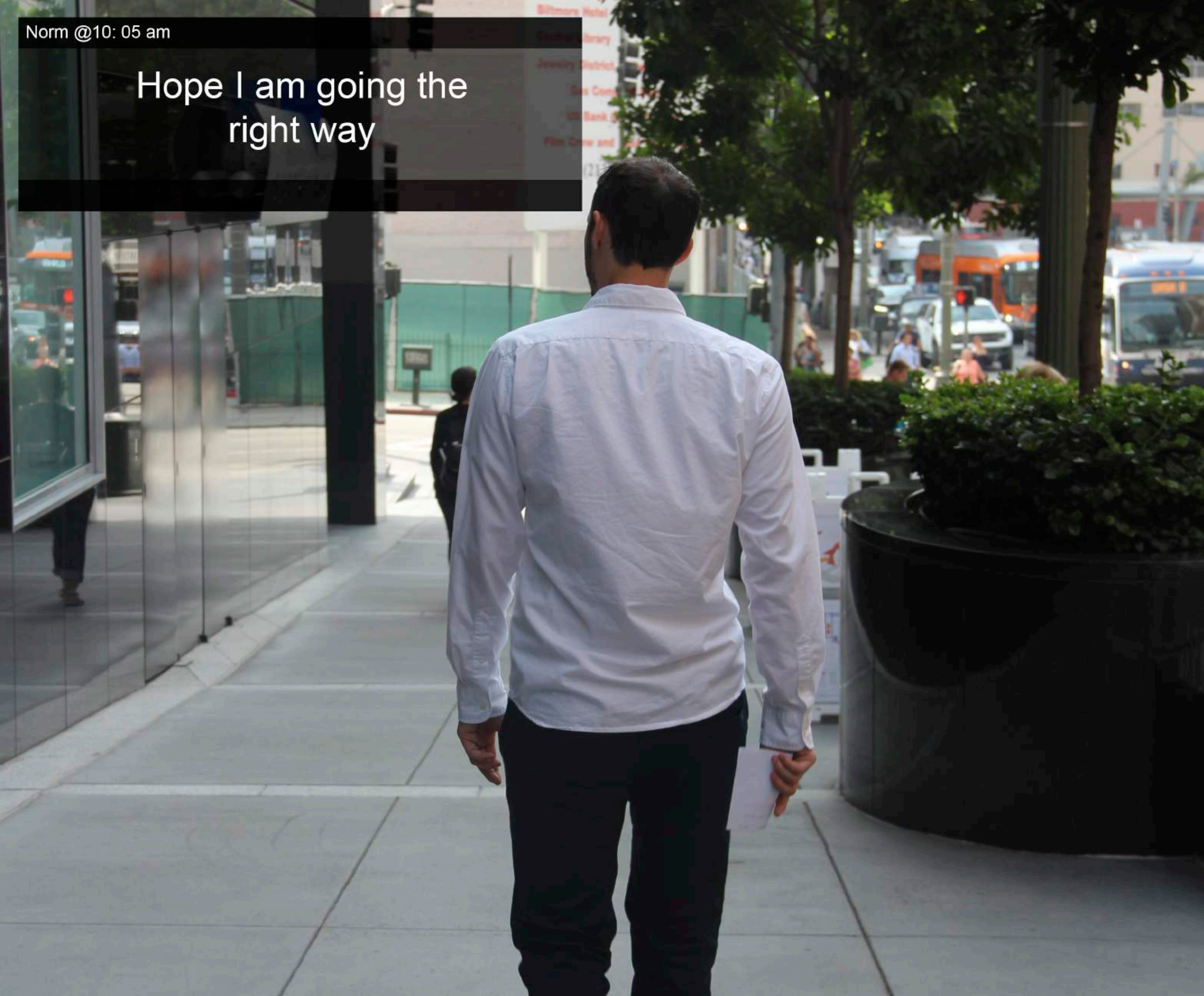
0.2 mi

Bradbury Building

304 South Broadway, Los Angeles, CA 90013

Norm @10: 05 am

Hope I am going the
right way



14 min (0.7 mile)



via W 5th St and S Broadway

Use caution - may involve errors or sections not suited for walking

500 South Figueroa Street

Los Angeles, CA 90071

↑ Head northeast on S Flower St
387 ft

↘ Turn right onto W 5th St
0.4 mi

↙ Turn left onto S Broadway
i Destination will be on the right
0.2 mi

Bradbury Building

304 South Broadway, Los Angeles, CA 90013

Norm @10:15 am

Why does it have to be
closed !? :(

14 min (0.7 mile)

via W 5th St and S Broadway



Use caution - may involve errors or sections not suited for walking

500 South Figueroa Street

Los Angeles, CA 90071

↑ Head northeast on S Flower St

387 ft

↗ Turn right onto W 5th St

0.4 mi

↙ Turn left onto S Broadway

i Destination will be on the right

0.2 mi

Bradbury Building

304 South Broadway, Los Angeles, CA 90013

Norm @10: 30 am

Umm ... OKAY !



14 min (0.7 mile)



via W 5th St and S Broadway

Use caution - may involve errors or sections not suited for walking

500 South Figueroa Street

Los Angeles, CA 90071

↑ Head northeast on S Flower St

387 ft

↗ Turn right onto W 5th St

0.4 mi

↙ Turn left onto S Broadway

i Destination will be on the right

0.2 mi

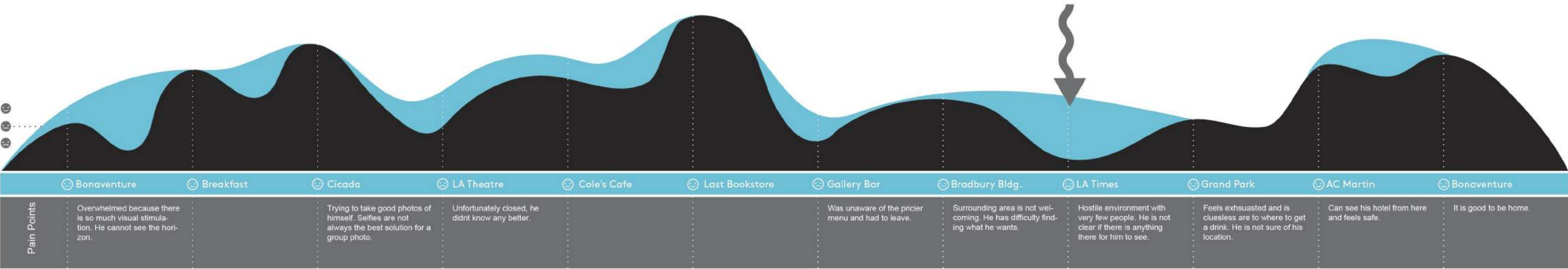
Bradbury Building

304 South Broadway, Los Angeles, CA 90013

■ Norms Journey With Solution

■ Norms Journey Without Solution

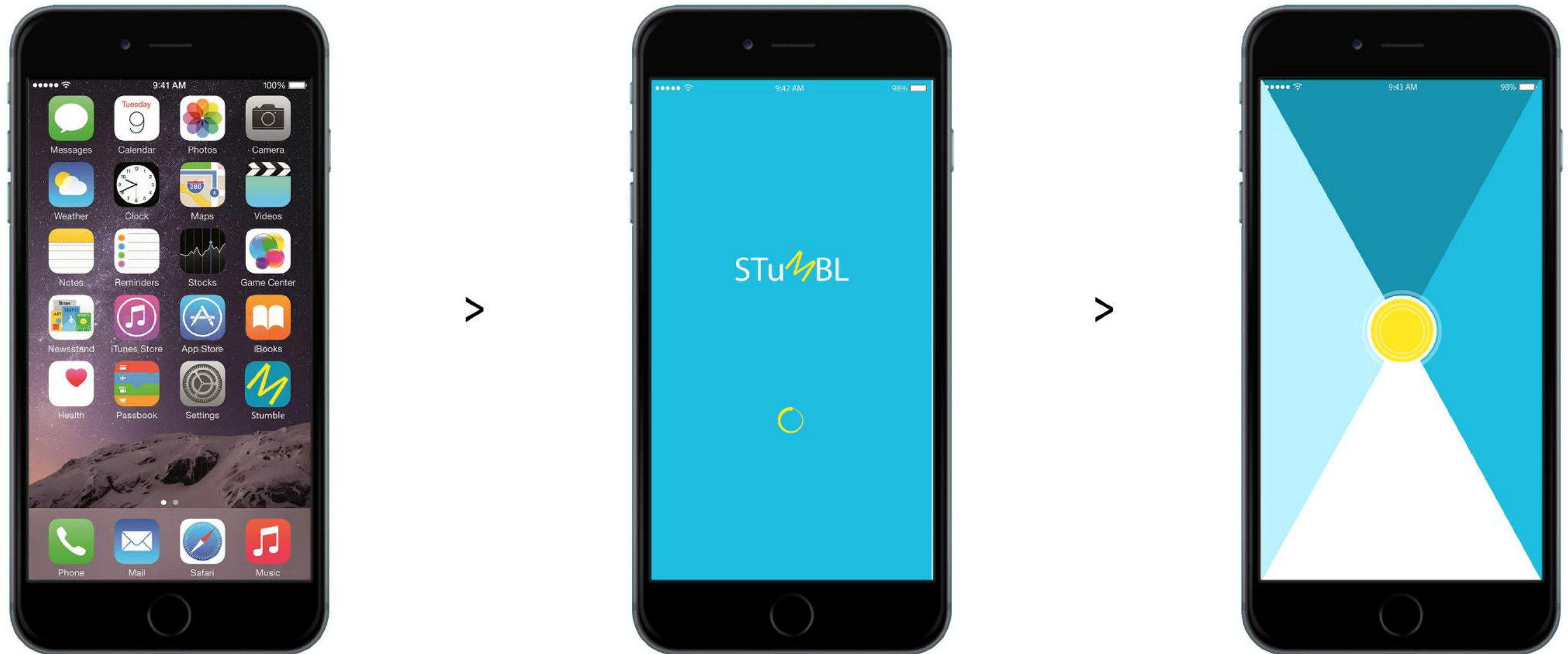
OBJECTIVE: The idea is to take Norm's Journey Map, study his pain-points through the day and convert the low-points into neutral, if not high-points.



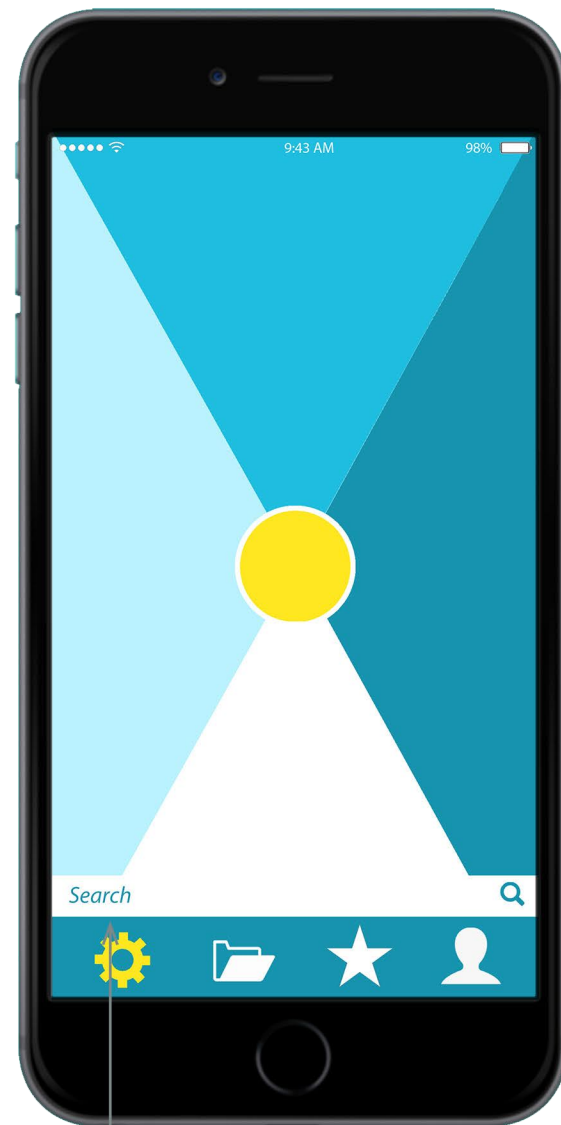
THE JOURNEY MAP

STu  BL

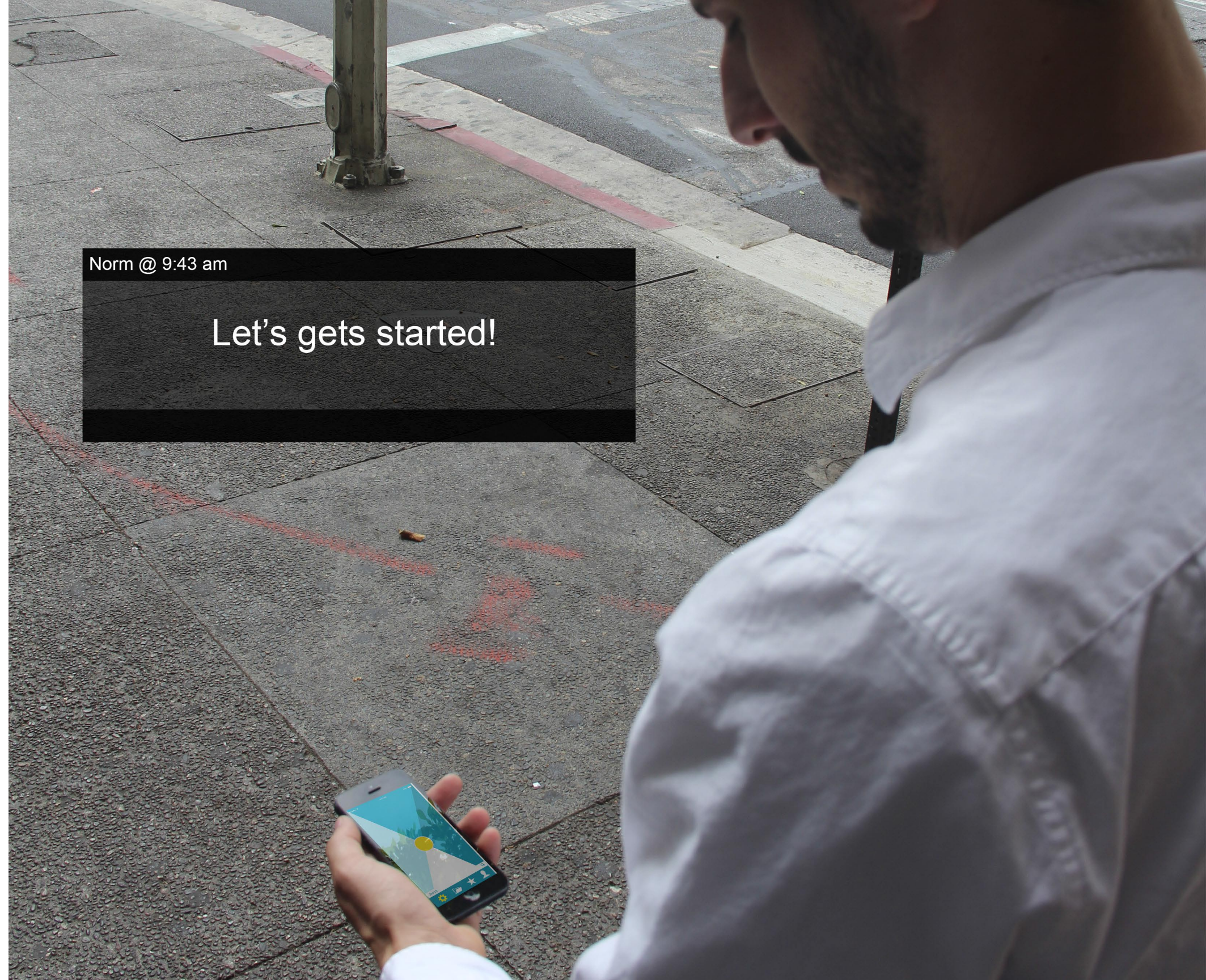
Straying away from the conventional world of “Maps” and “Recommended Hotspots”, STuMBL takes the user through a different journey each time, making Downtown Los Angeles, not just walkable, but exciting.



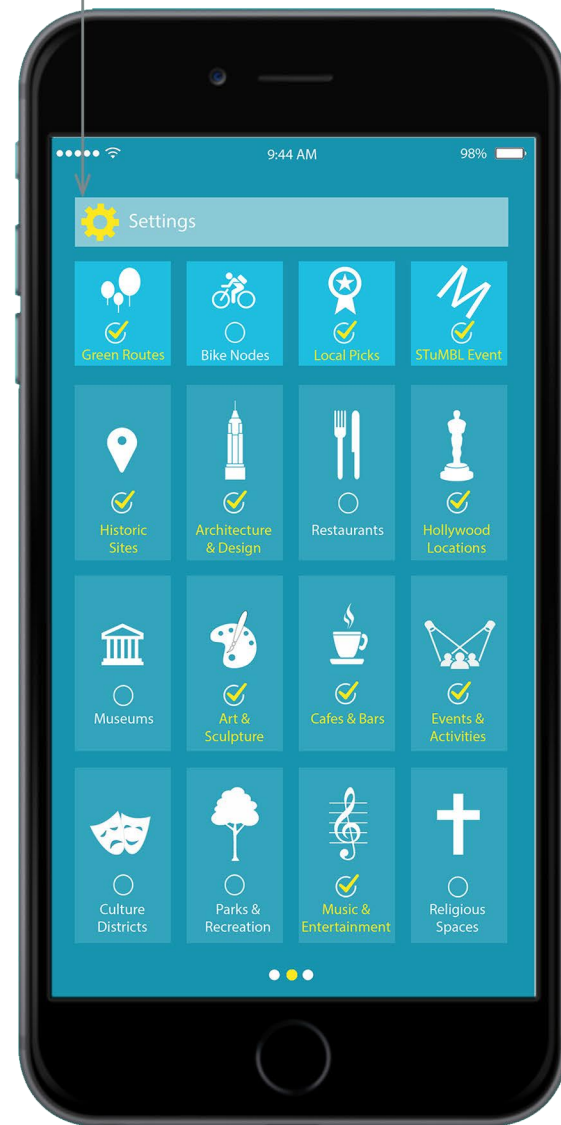
STuMBL does four things for the user. (1) it connects people to places; (2) it nurtures curiosity through the act of discovery; (3) it gathers and safe-keeps the knowledge and memories created, almost like a travel journal; and (4) it connects people to people.



The user will Search for their destination and click on the Cog Icon for Settings.

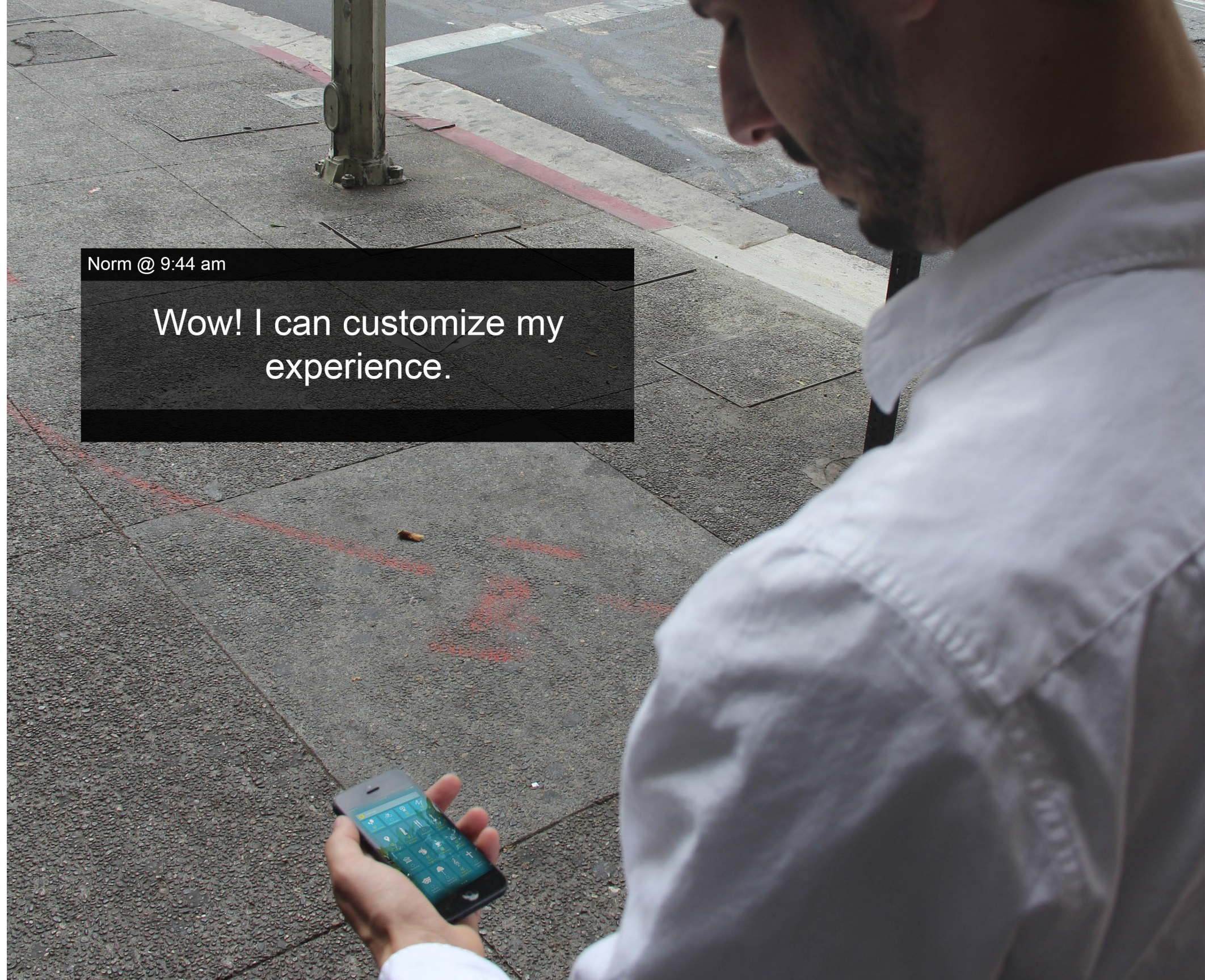


Toggling the various Settings Options will help the user customize the experience. Only the typologies selected will be notified during the journey.

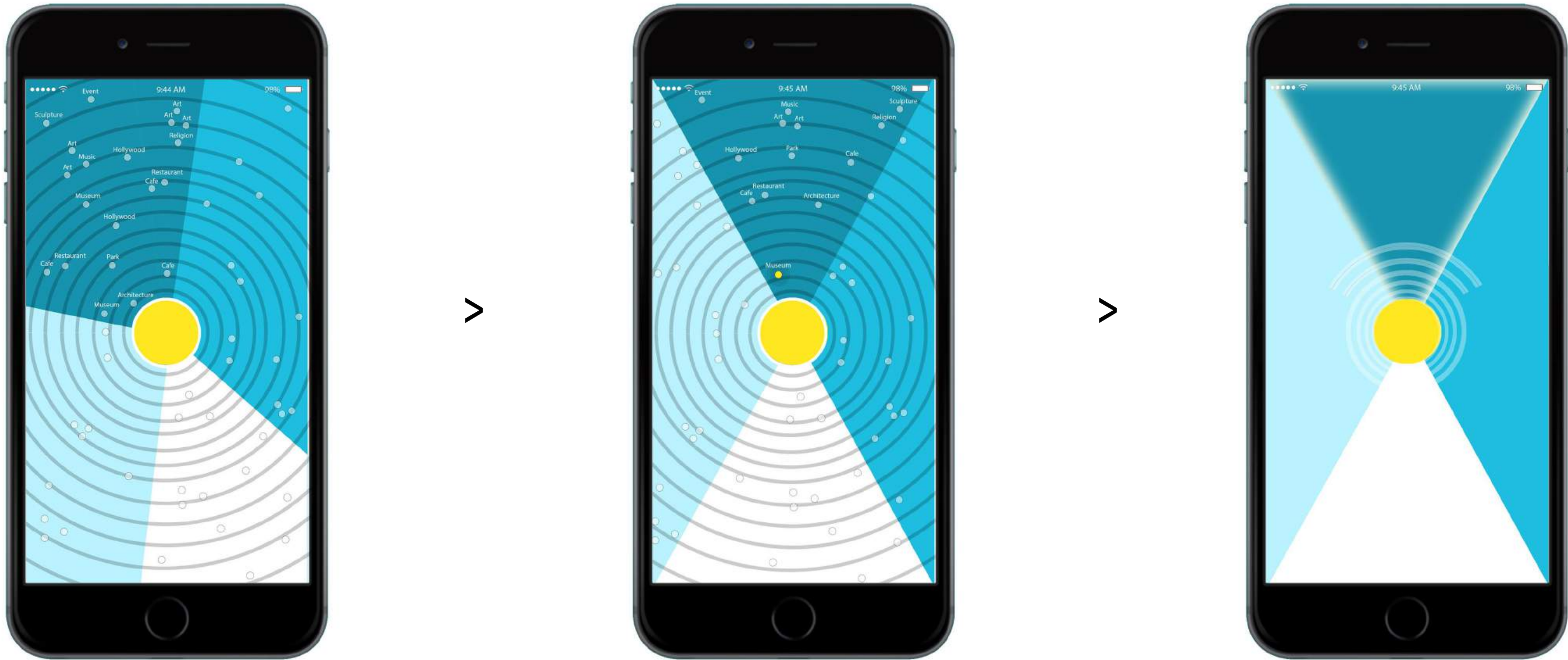


Norm @ 9:44 am

Wow! I can customize my experience.



The Navigation system chooses NOT to be a conventional Map. Instead, it acts almost like a compass with the 4 quadrants indicating the direction to proceed. The selected typologies are indicated on this Radar, and when arrived at, a vibration becomes a form of notification. The STuMBL journey has begun!



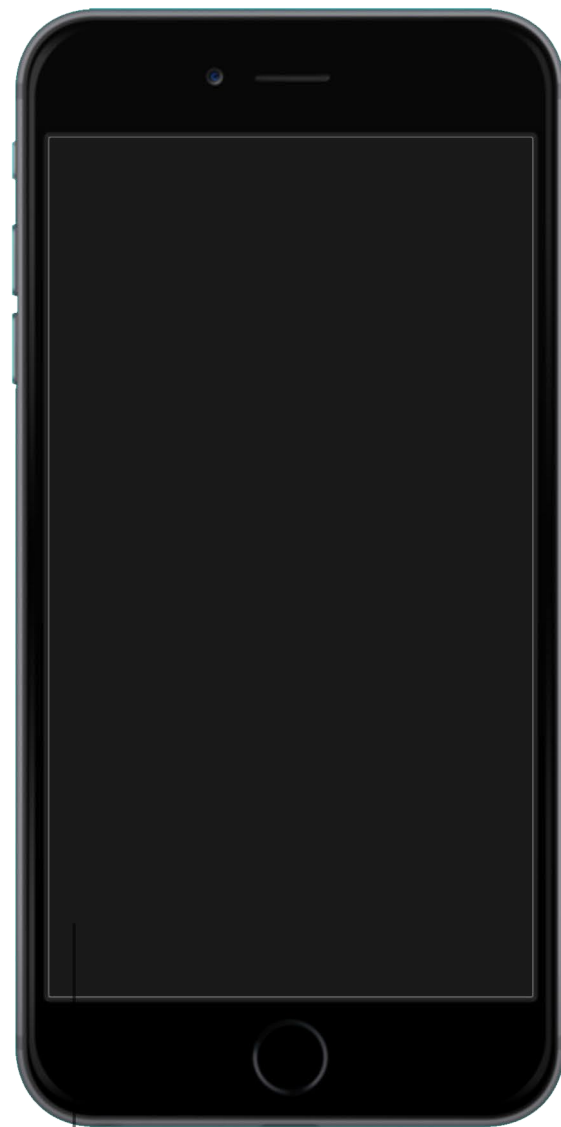
Once at the destination, the Screen will turn into the Camera mode and as one scans the scene, one can capture different achievements based on the Settings.



Norm @ 9:53 am

Stumbling upon Grand Central Market is making a great
BREAKFAST!



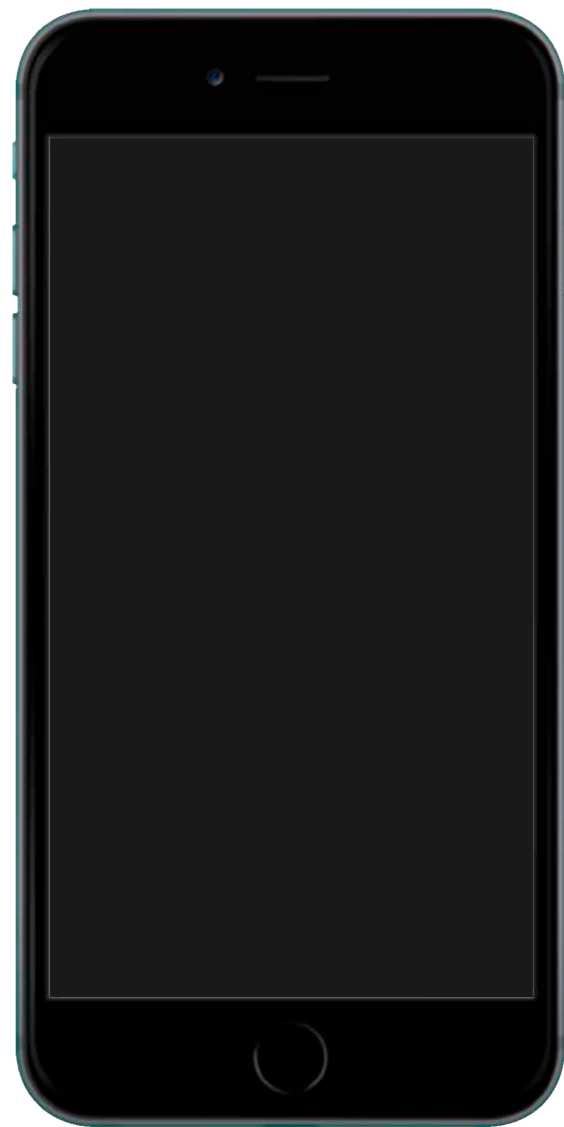


The screen will then convert into a Hibernate mode to allow for a more Real encounter with the destination.

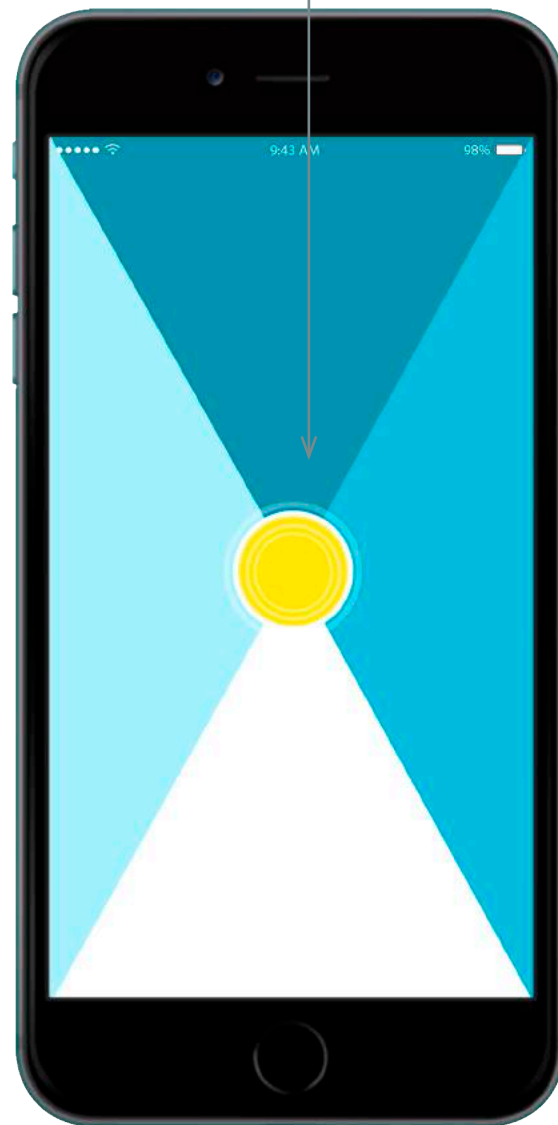
Norm @ 9:55 am

The wall seems to interact with me as I get closer to it.



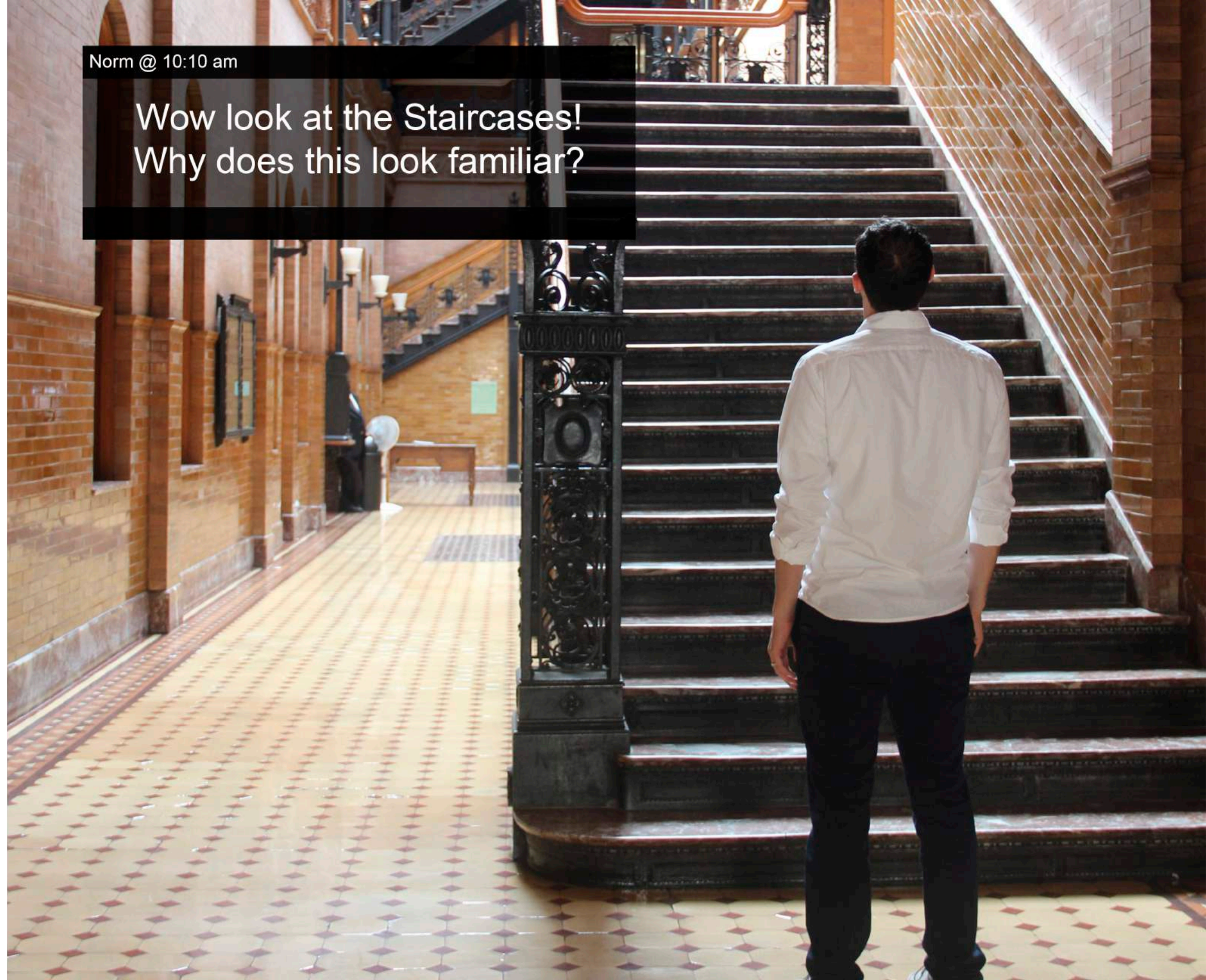


Once at the location, the user must push the yellow button for the capture camera.



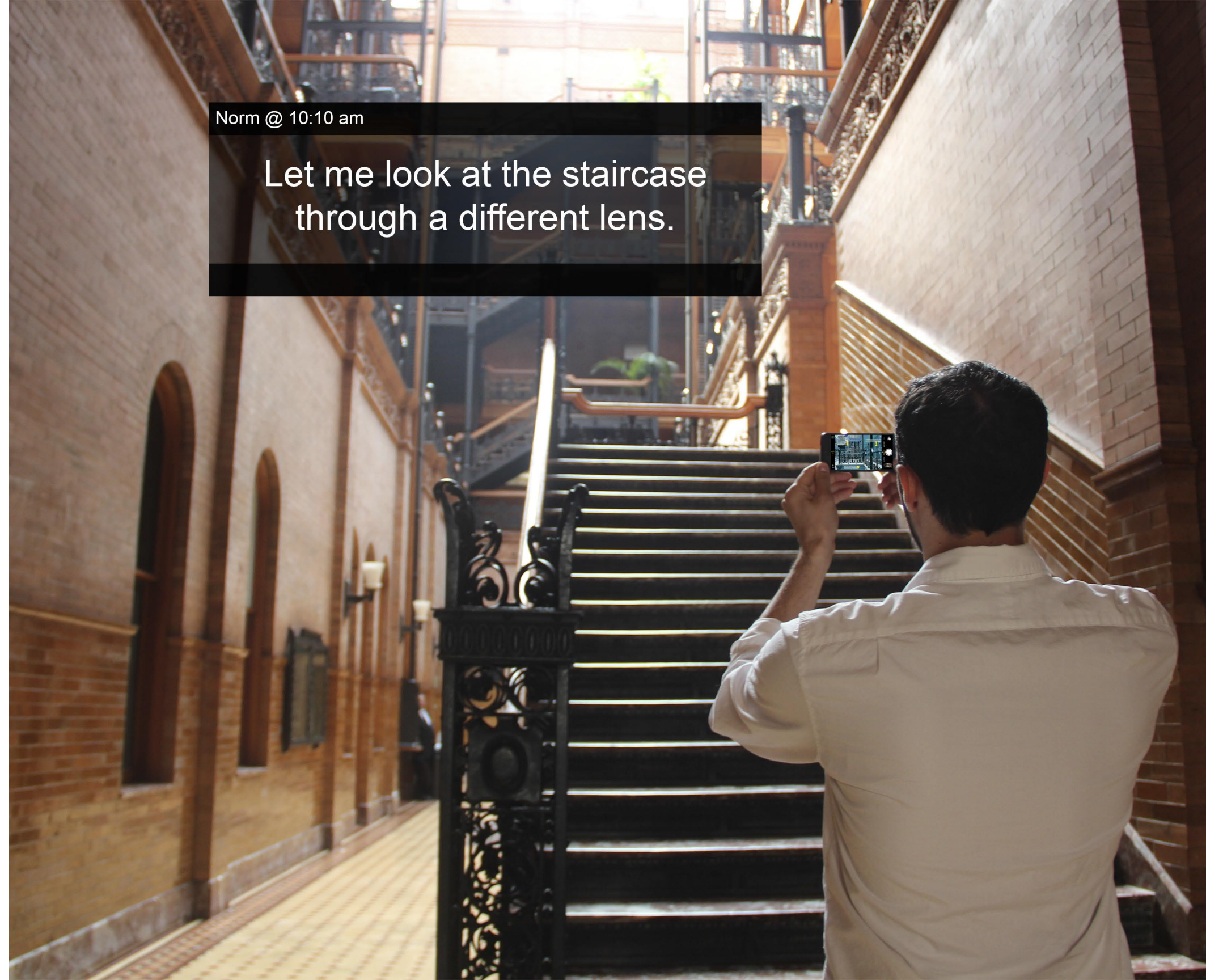
Norm @ 10:10 am

Wow look at the Staircases!
Why does this look familiar?





The user can then use his camera to enter the blue STuMBL interface, and scan the location and acquire the data within.

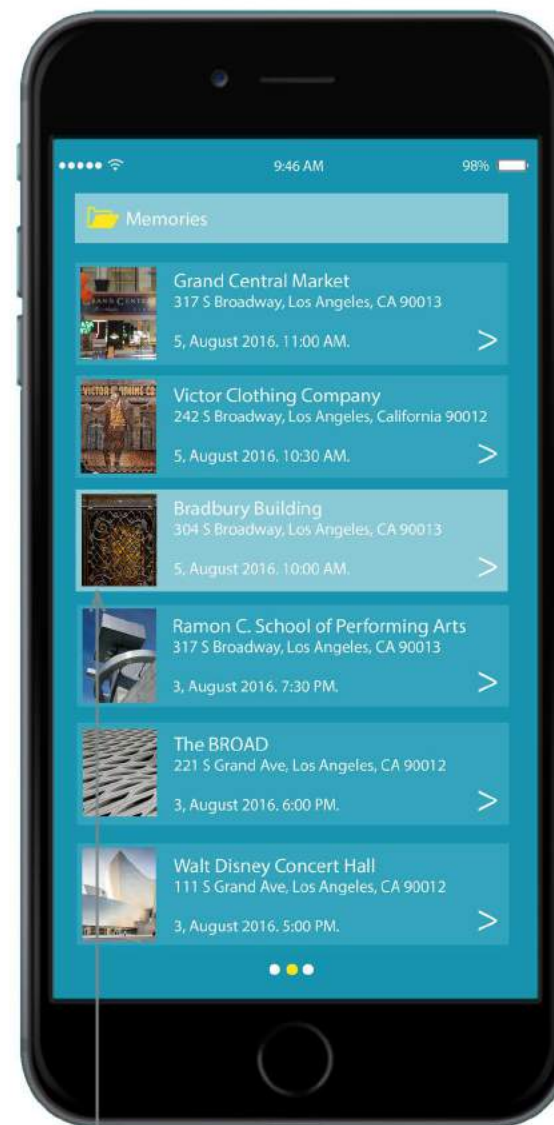


Norm @ 10:10 am

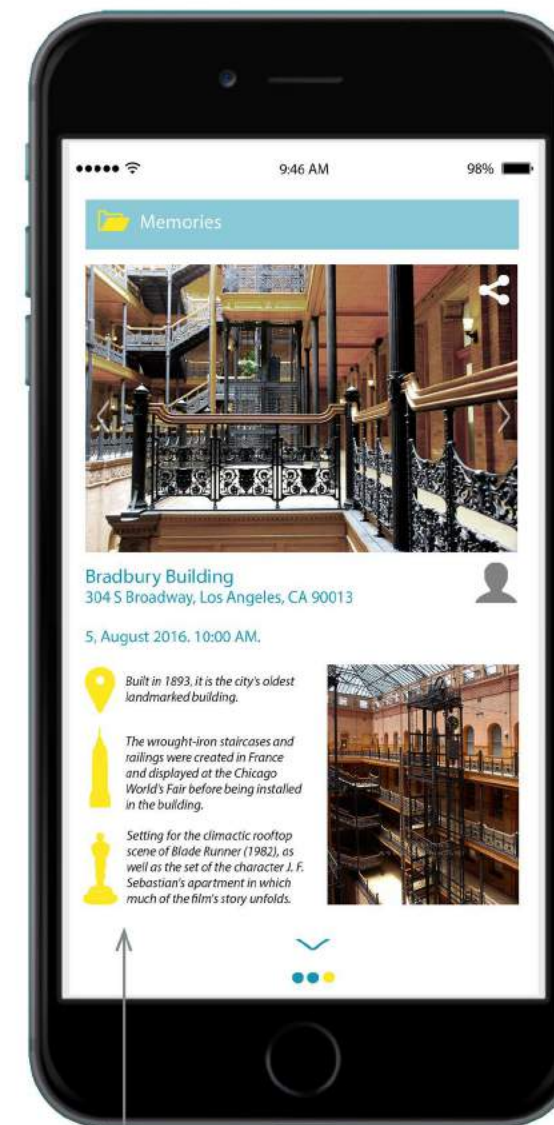
Let me look at the staircase
through a different lens.



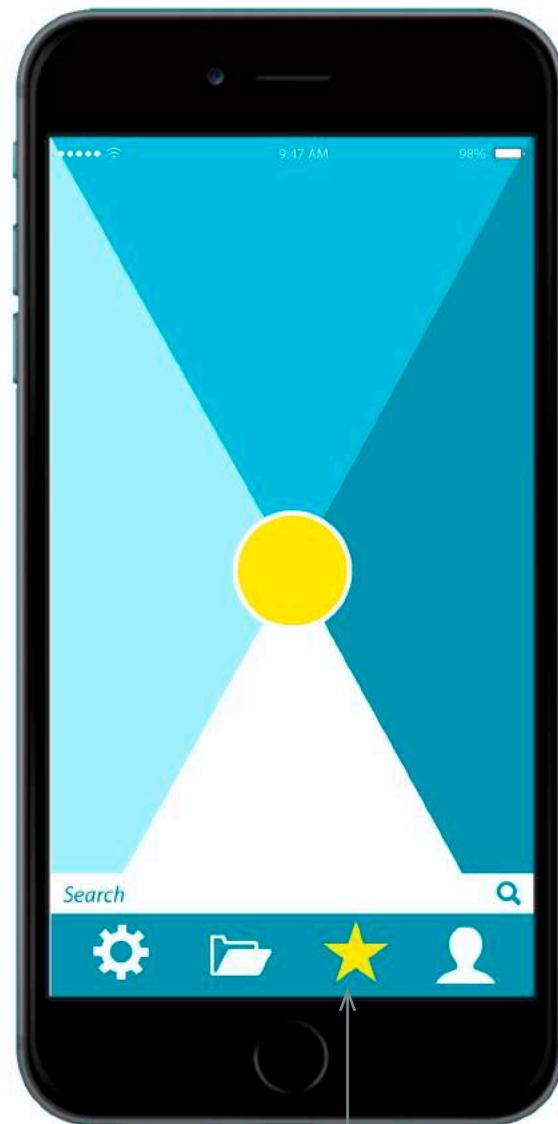
When a user wants to recall a journey, they can click the Memories Icon.



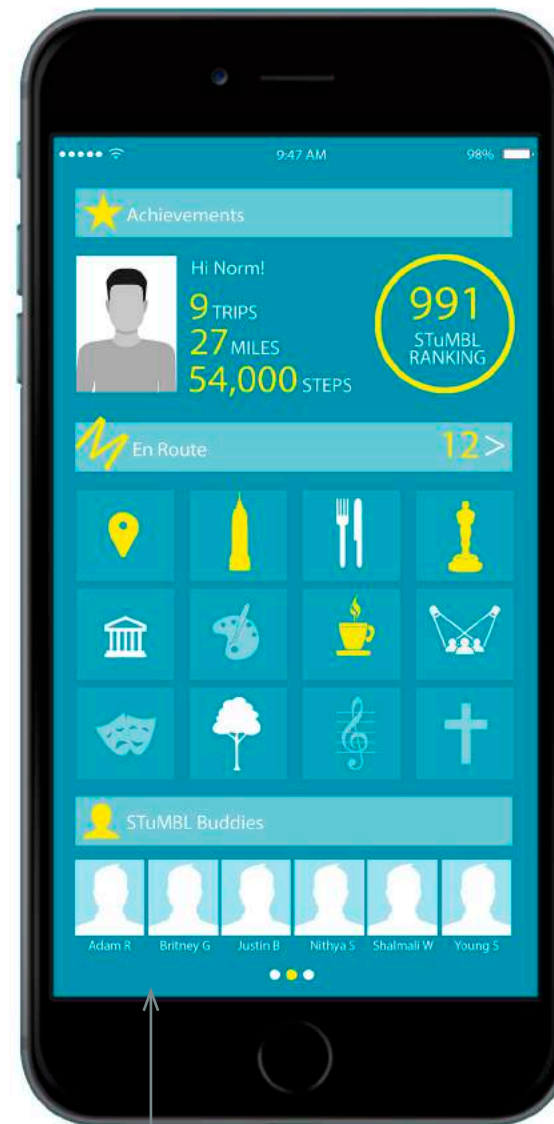
The user can then select between the different memories stored over time.



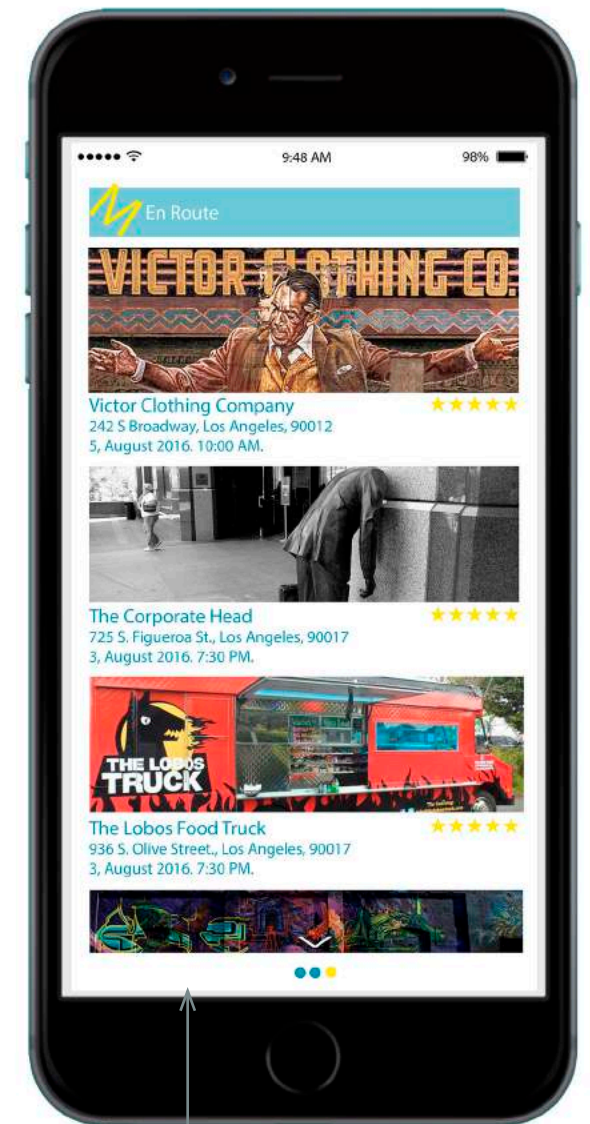
The data gathered and the photos clicked are stored in a travel journal format, ready for viewing or sharing.



The star will indicate achievements that are gathered at visited locations.



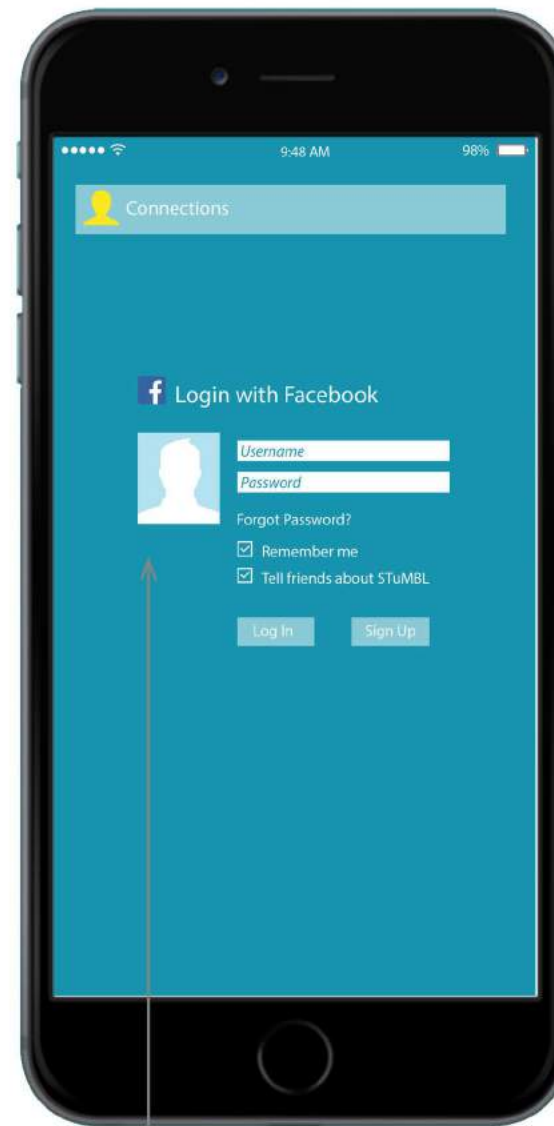
The various destinations visited contribute to the achievements, as do the travelled step-count and created contacts.



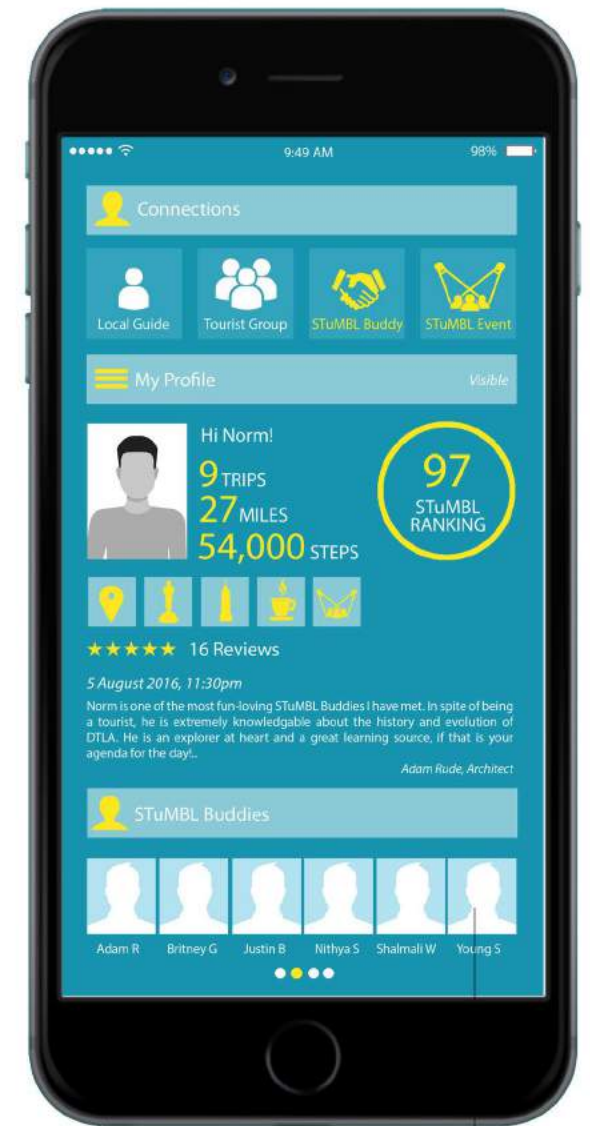
Points of interest along the street form into its own set of achievements.



If the user wants to meet people or request for a guide or join a STuMBL Event, they will select the Connections Icon.

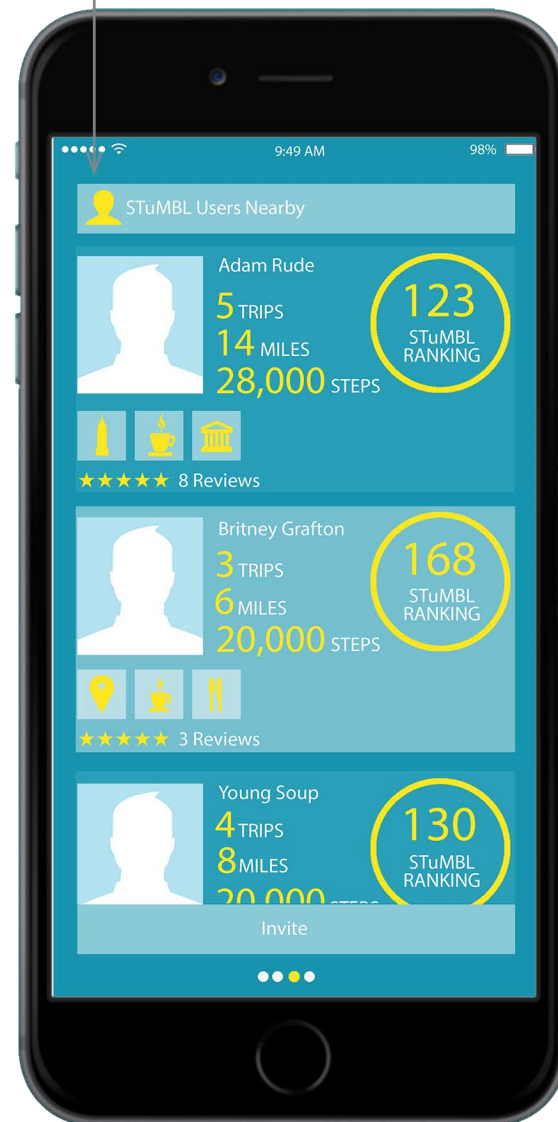


To connect with others, the user will be prompted to Sign-Up or Login via Facebook.



The Profile will store Interests, Achievements, Contacts, Ratings and Reviews to allow better connections and gamify the journeys.

When the People Icon is on, a list of STuMBLE Users in close proximity are indicated. Their previously earned achievements allow them to quickly understand each others interests.

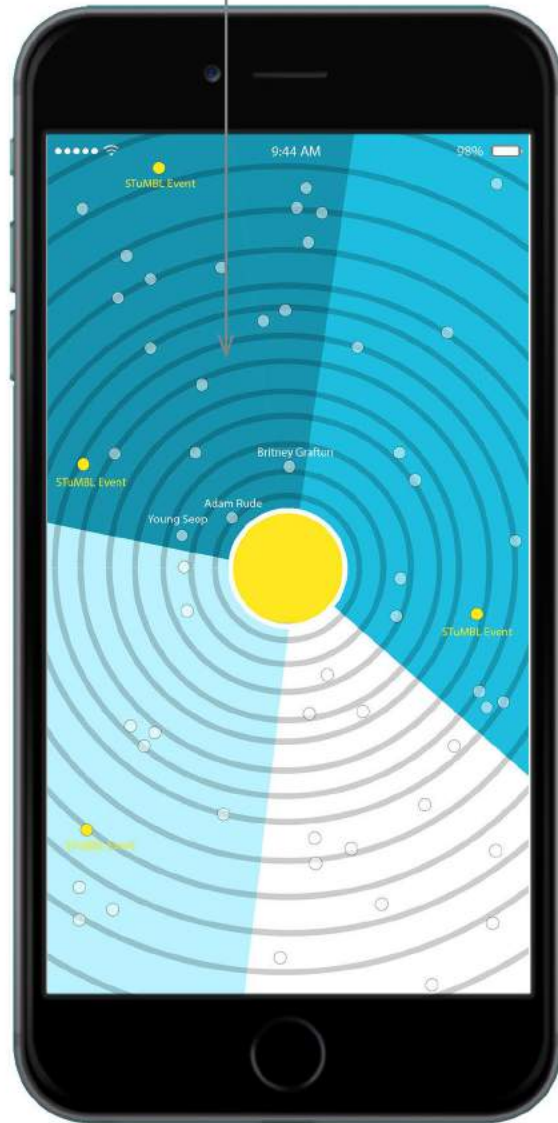


Norm @ 10:30 am

Oh look there are some people
with the same interests as me!

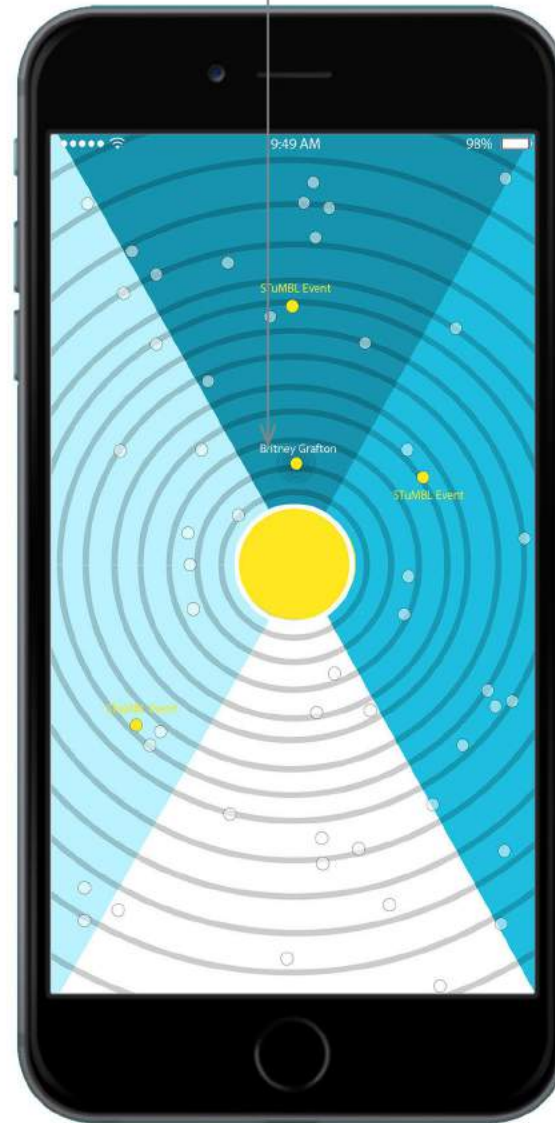


When a Person is selected, the STuMBL screen opens up to direct the user towards them. When the colors do not form 4 equal quadrants, the user is going the wrong way.



>

Once the user directs themselves in the right direction, the Radar notifies of the people he may be encountering on the way.



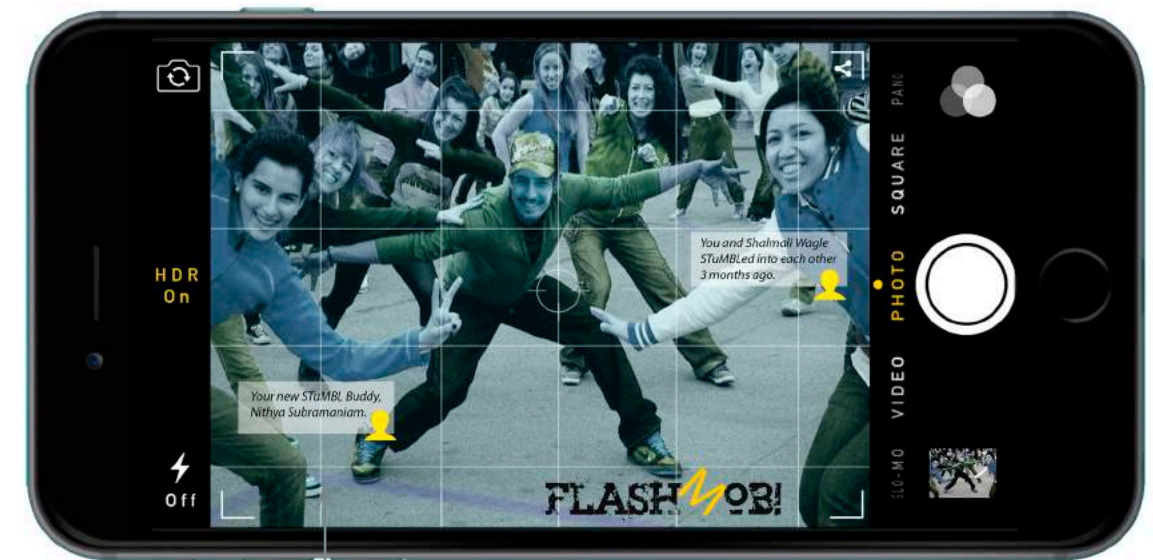
>

Upon arrival, the yellow button vibrates and the alerts the user as to which direction to look in.



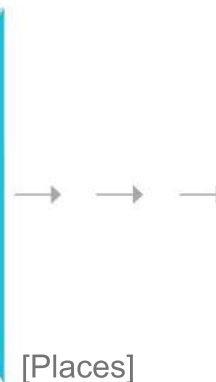
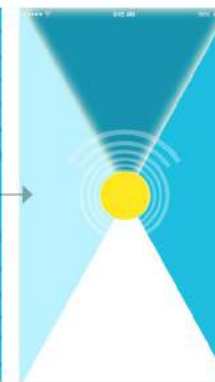
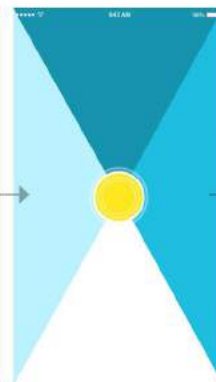


The Users can engage with other users to create long term friendships and explore the city as a community creating a platform for exchange and interaction.



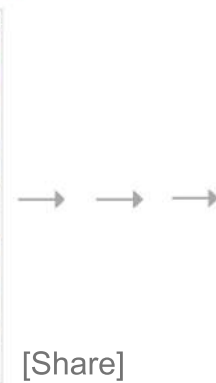
Toggling events to the on position allows the user to be notified of unexpected events that can be attended with other STuMBL Users.

THE WIREFRAME



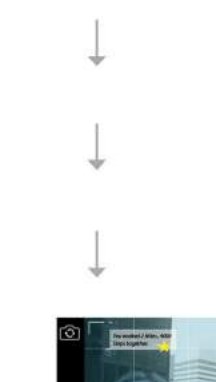
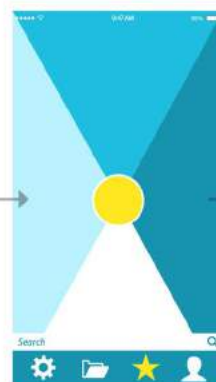
[Load]

[Home]



[Memories]

[Share]



[Achievements]

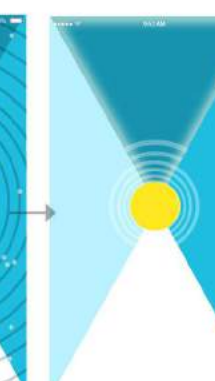
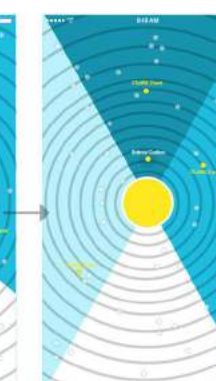
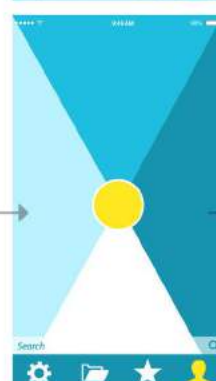
[Discovery]

[Wrong]

[Directing Interface]

[Right]

[Arrived]



[Connections]

[Archive Mode]

[Community]



