



What could be improved about the planning process?

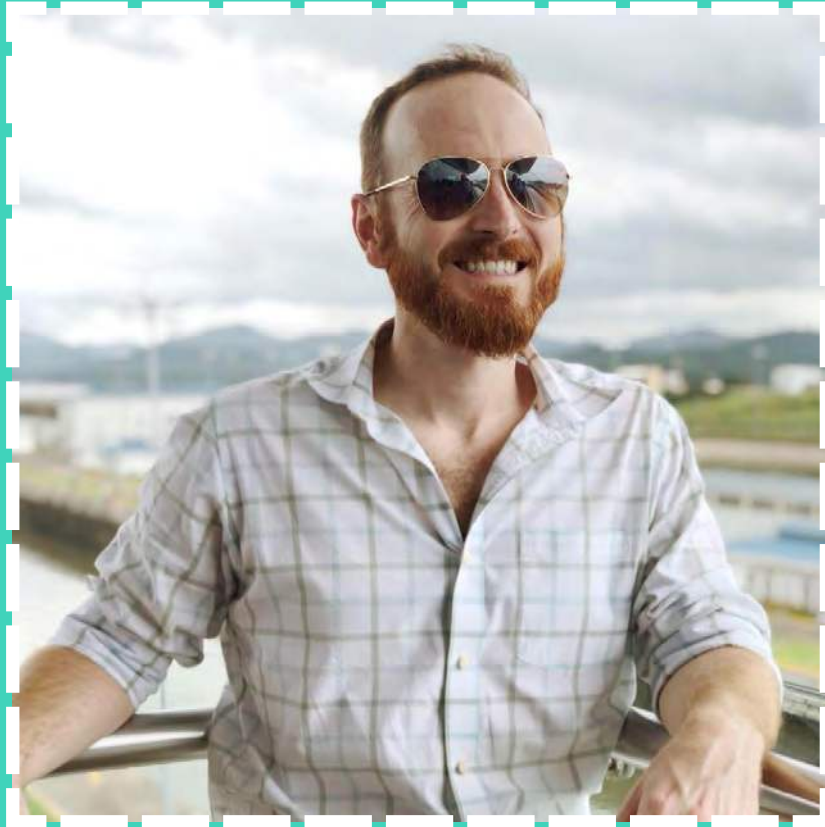
Write your thoughts on the provided sticky note(s)



User Experience (UX) Design

Presented by: Julia Brodsky, Sarah McColley, Matthew Ockwell

Hi! Nice to see you.



Matthew Ockwell
Home Depot
Product Manager

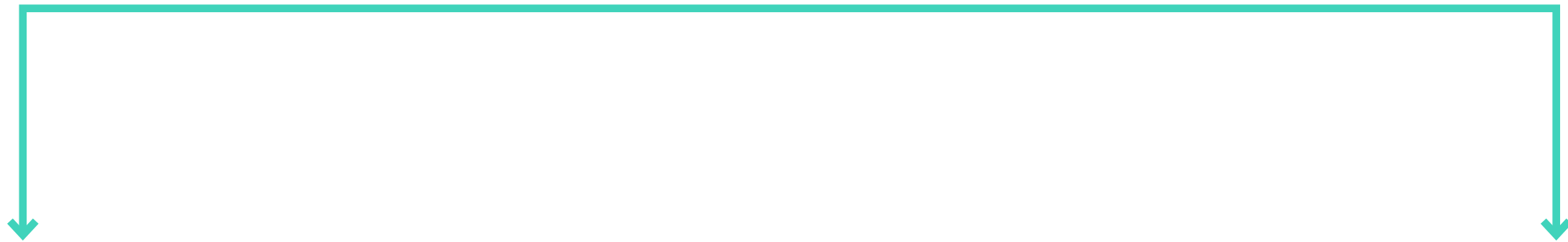


Sarah McColley, AICP
TSW
Urban Designer



Julia Brodsky
TSW
City Planner

City Planning + UX



1

**What is
UX?**

2

**UX
Process**

3

Trends

4

**City
Planning**

5

**UX
Tools**

6

Application

What the &@%\$ is UX?

*And why are we glad you're here
for an hour to learn about it?*



79	 Serbia	105,966
80	 Croatia	104,233

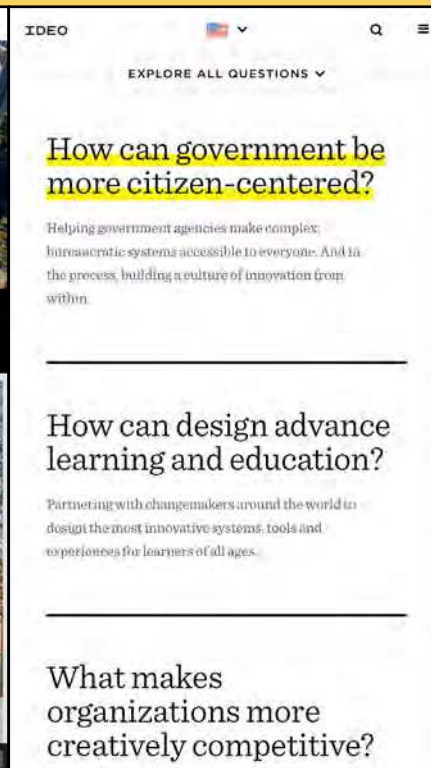
These tech companies, government agencies, and cities all use UX



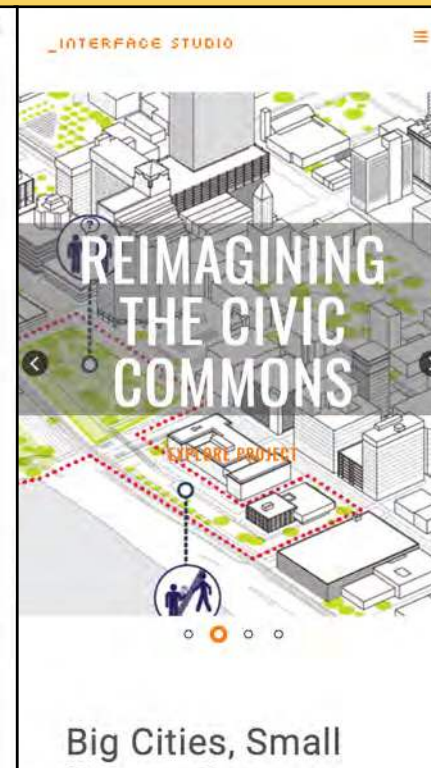
These private design firms (planning/architecture) are using UX



Gensler



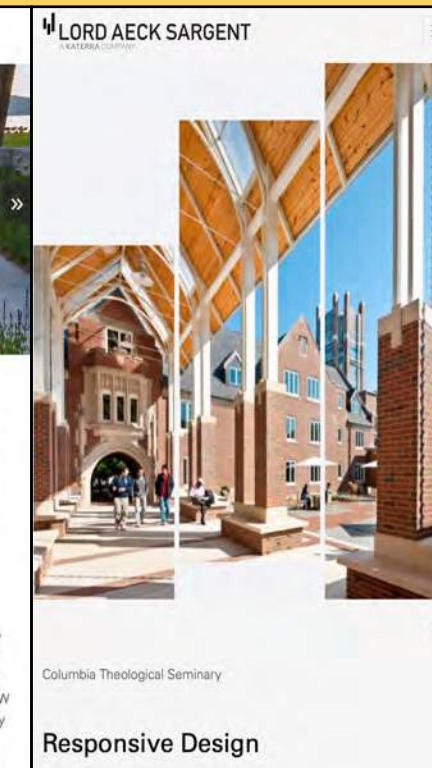
IDEO



Interface Studio



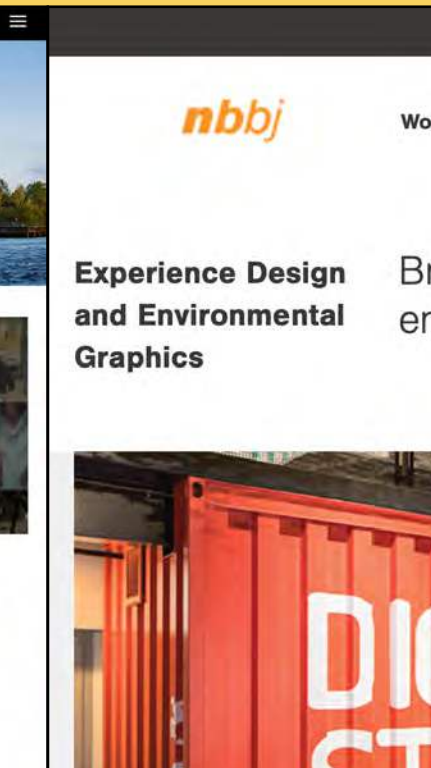
Design Workshop



Lord Aeck Sargent

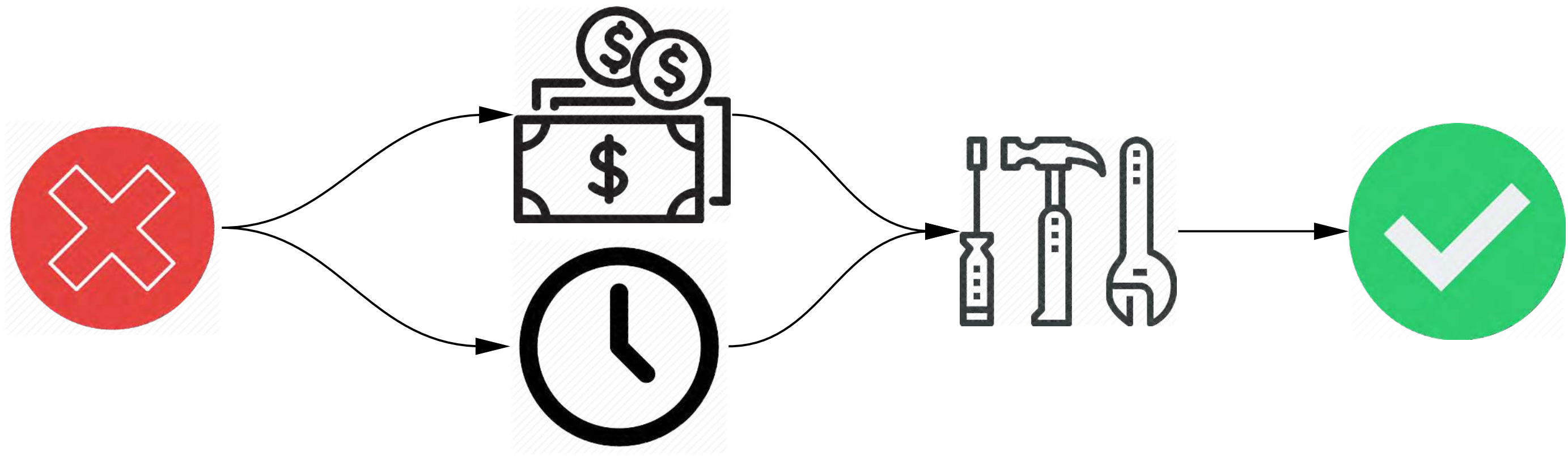


Perkins + Will



NBBJ

UX is a growing phenomenon in the private and public planning industry.

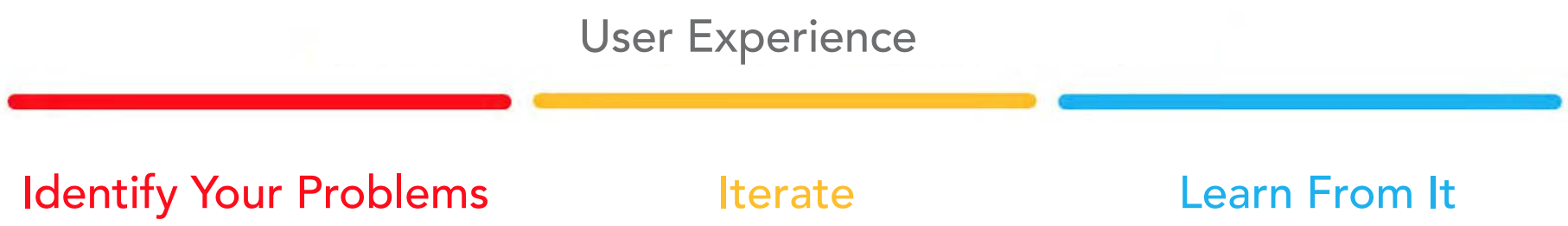
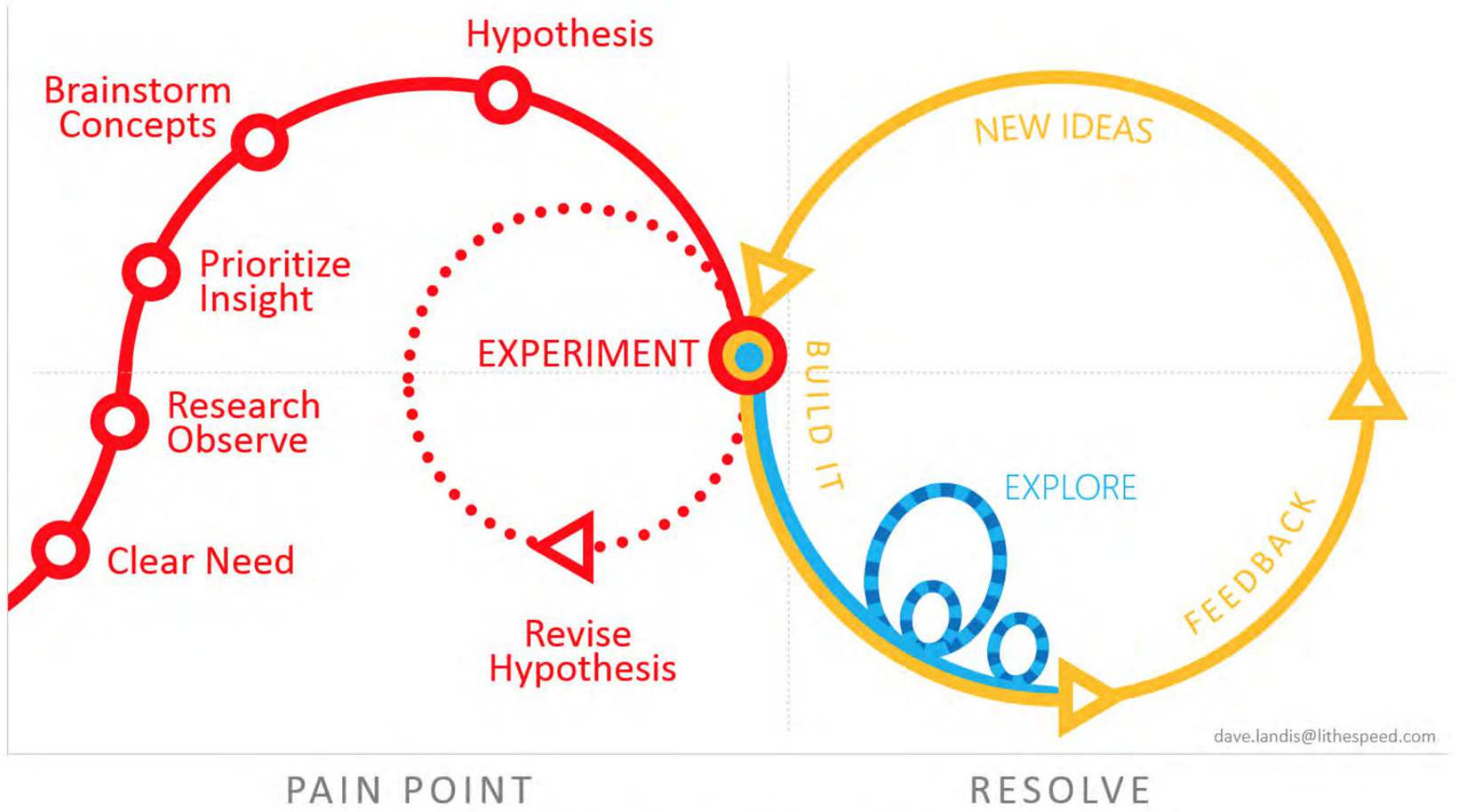




User Experience

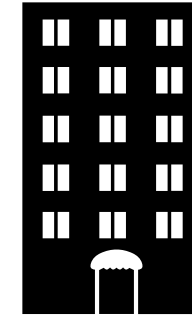
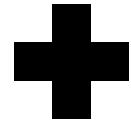
Design

UX is a set of processes and tools that improve the design of anything people experience.



UX designers want their users to reach their goals, or allow users to get what they came for and in the easiest and most pleasurable way possible.

Think - Useful, Usable, & Beautiful

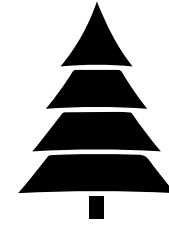
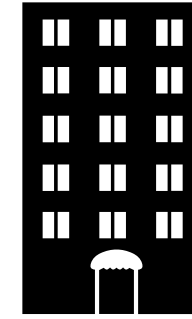




+



=

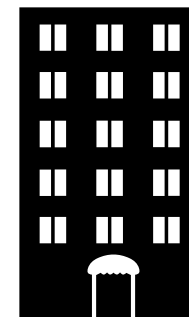




+



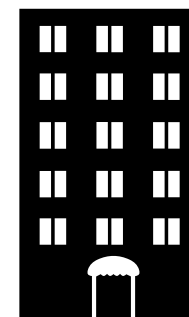
=

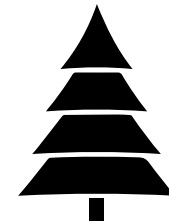
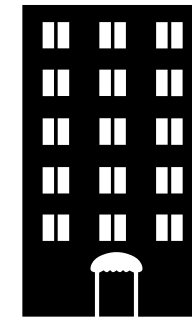
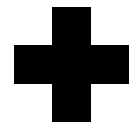
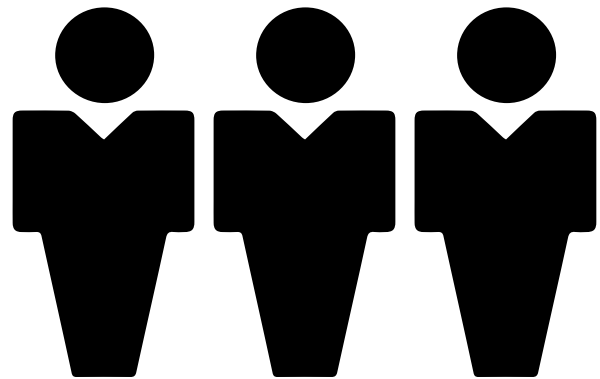
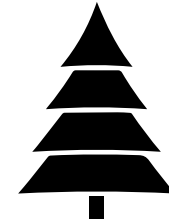
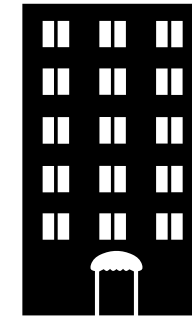
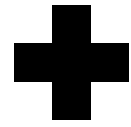
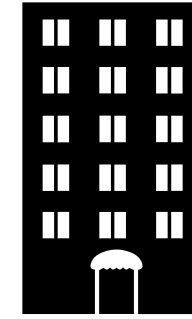
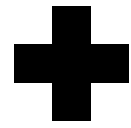


+



=





CLIENT

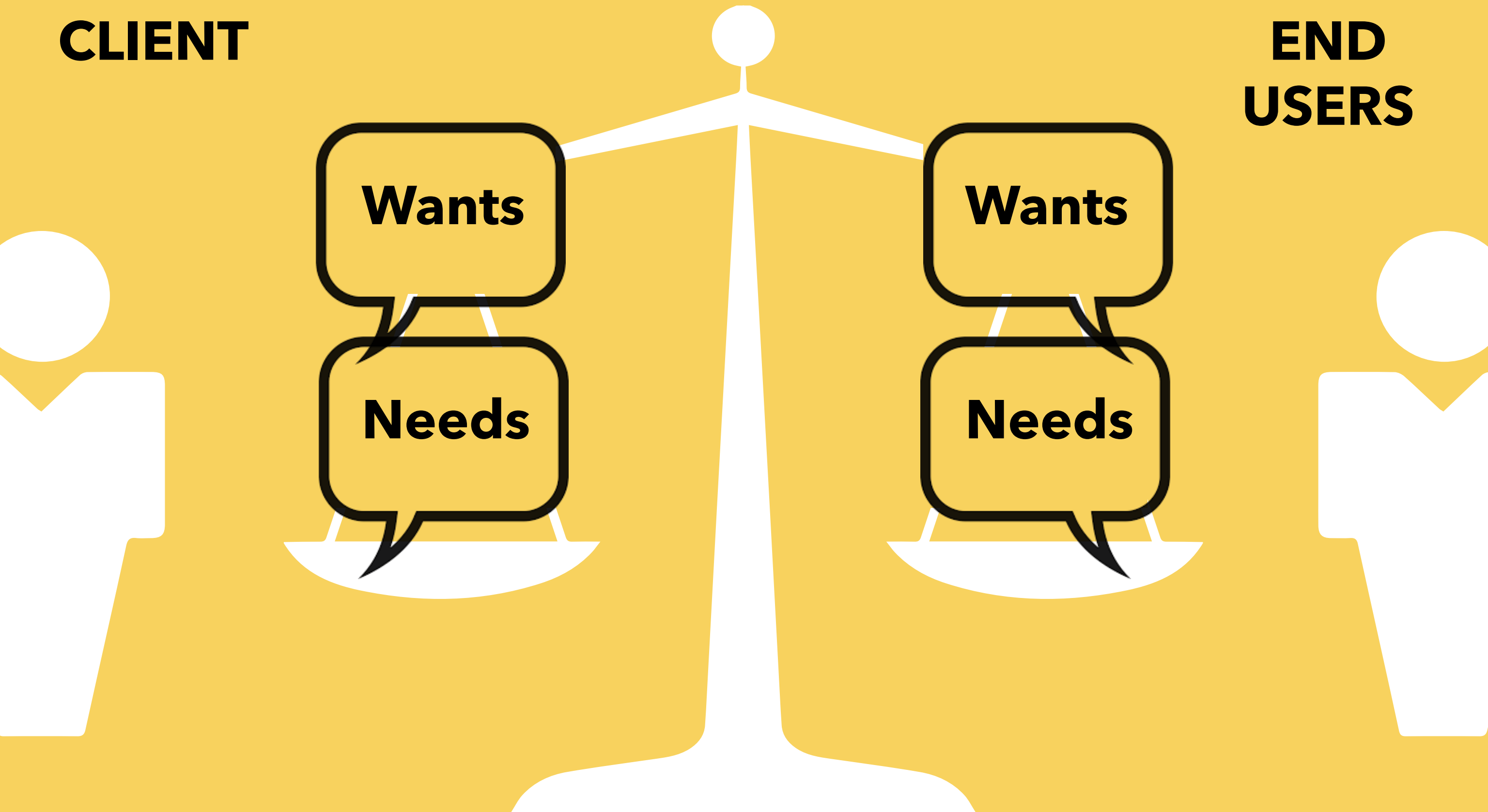


**END
USERS**



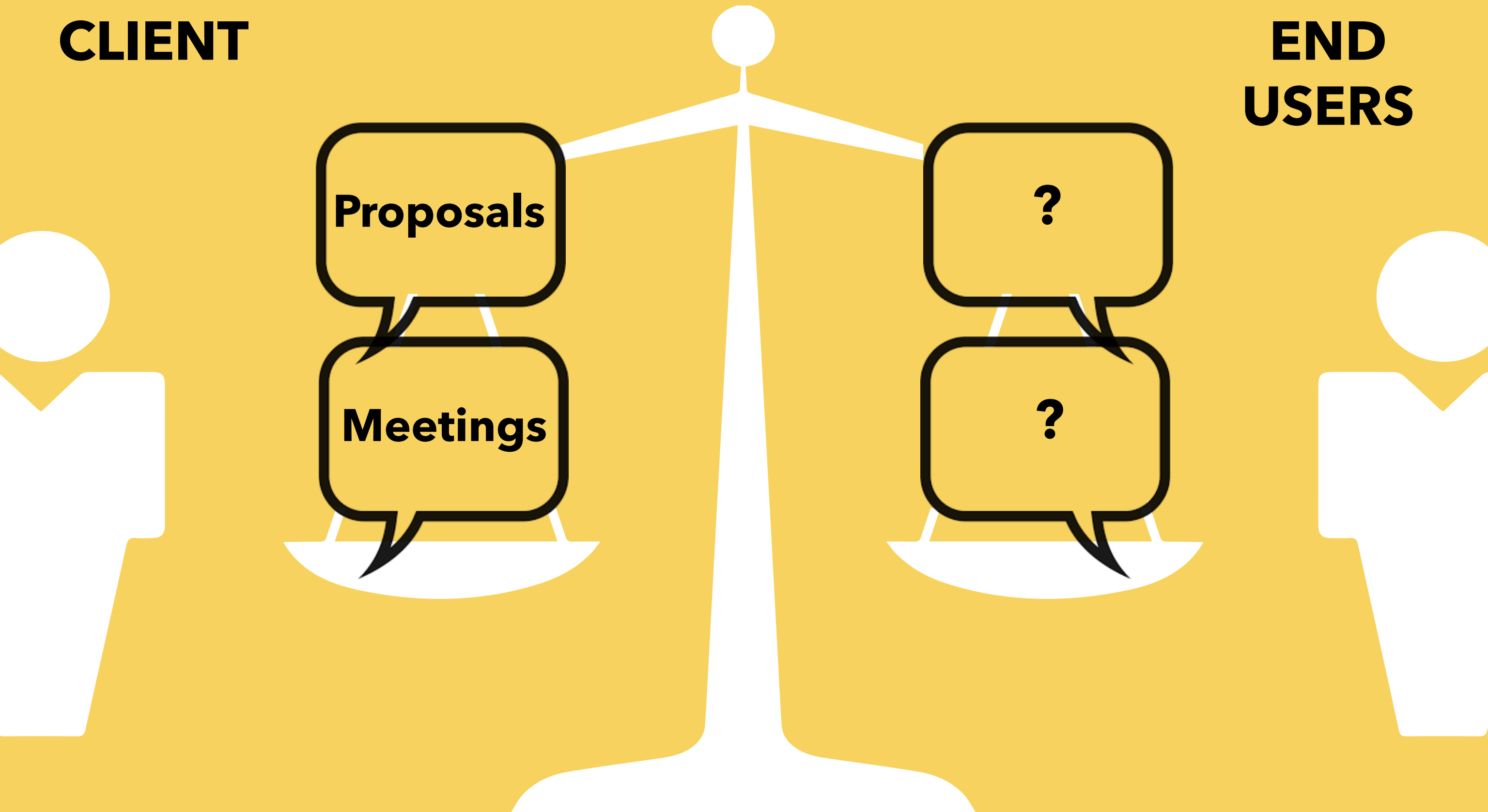
CLIENT

**END
USERS**



CLIENT

**END
USERS**



What could be improved about the planning process?

5-minute exercise: We've summarized your answers.



As planners, we use the general concepts found in UX, but we can make it more successful.

The process + the feedback loop





We still miss the mark.

SHORT-TERM

OUTDOOR SEATING
FOOD TRUCKS
GARDENS
ELEMENTS

Retail

POP-UP KIOSKS
SHIPPING CONTAINER MARKET

Art & Landscape



"Being open-plan allows us to bounce ideas around and communicate more freely as a group."

- Lack of real collaboration results in missed opportunities
- One size fits all approach to planning studies (existing conditions, recommendations, implementation) makes them seem impersonal
- What will work politically vs. what end users want
- Studies have tight deadlines and budgets that don't allow proper iteration

Current Engagement Practices

- Activities don't get to the root of what people want
- The loudest voices or those who have time to attend public hearings often dominate the outcomes
- Visual Preference Surveys have faults
- Requires a lot of advance preparation and material costs

Integrating UX into Engagement

- Level the playing field
- Hear from more people
- Time limits for efficient ideation
- Get more solutions and ideas
- Aren't we all tired of dots anyways?
- Less advanced prep time, fewer material costs

**We have some
questions about
the VPS you
participated in**

3-minute exercise

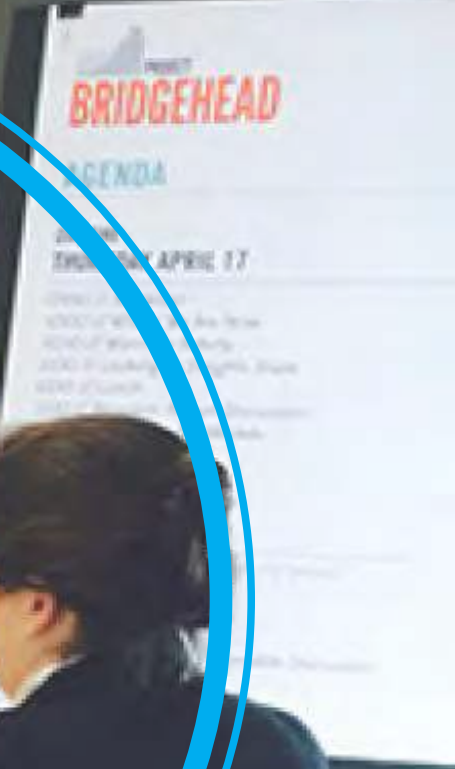


The best solutions come from...



this

**&
this**

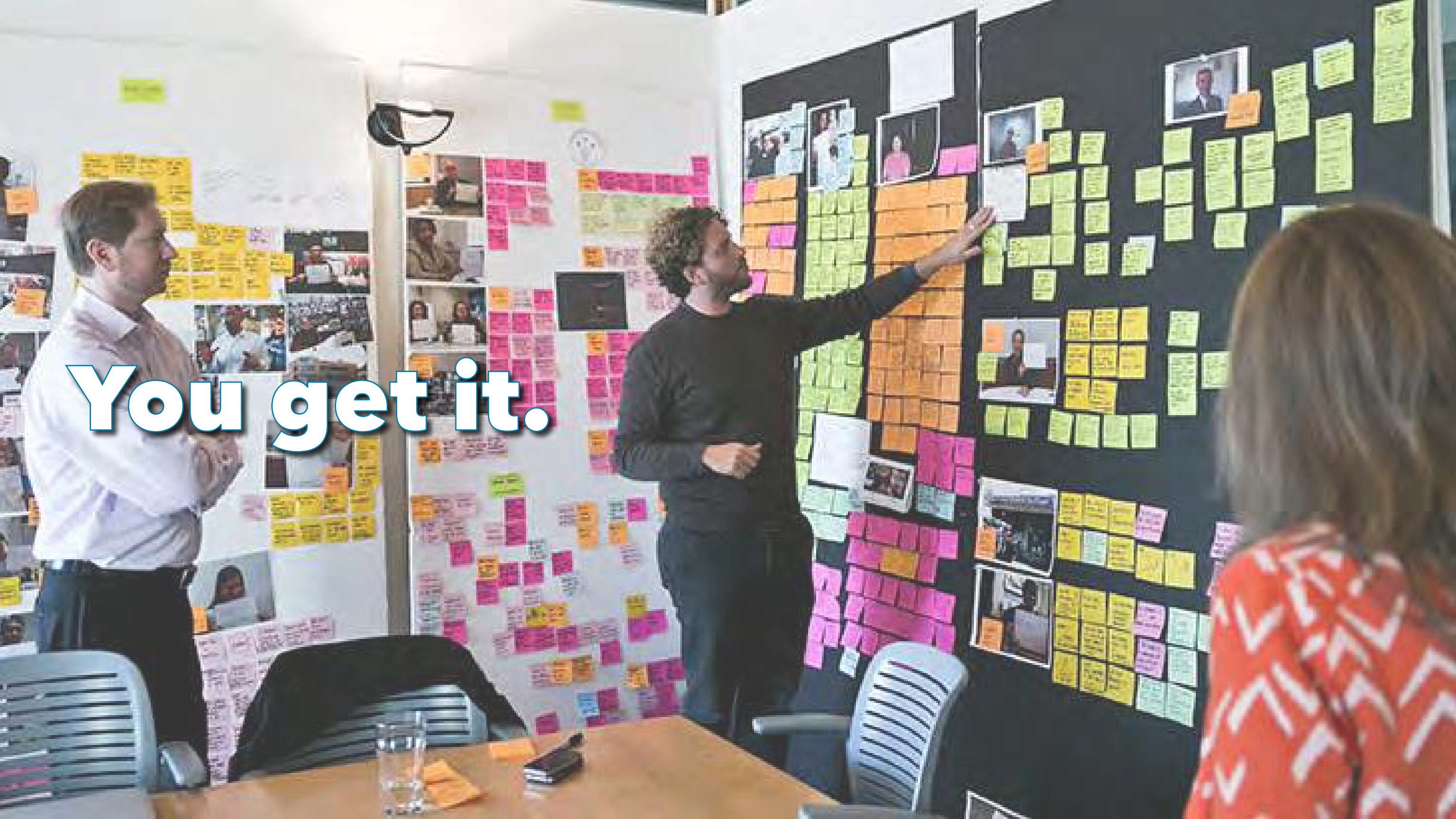




**&
this**

& this





You get it.



How can user-experience design enhance city planning?

"UX for the City"



Fast Company Compass Sign up for our daily email. Enter your email address

10.31.16

How One Florida City Is Reinventing Itself With UX Design

“Like great companies, great cities need to think about user experience.”



The Department of Doing takes many forms including farmer market popups to make it easier for citizens to interact with the City. Sketch by IDEO Design Lead, Scott Paterson, Image courtesy of IDEO.



BY DIANA BUDDS LONG READ

When we think of urban design, it’s often the physical that comes to mind—the parks, infrastructure, neighborhoods, and buildings that compose a city. But look a little closer, and you’ll see that an intangible force is responsible for shaping all of those element—the hulking, opaque political machine. And it’s ready to be redesigned.

Case Study City of Gainesville, Florida

Their problem: “The Brain Drain”

The “aha” moment

Make Gainesville the most citizen-centered city in the United States using the principles of UX Design.



a
one-stop
shop

Department of Doing

- Department of Doing
- Forms
- Land Development Code
- Common Questions
- ePlan Review
- Virtual Inspections
- Business Portal
- First Step Assistance
- Annexation
- Maps
- Planning
- Building
- Staff
- Grow It Yourself Kit

Department of Doing

Yes, the name of our department is different, some might say, unusual. We are okay with that, because the name was given to us by a citizen committee that used design thinking to envision how Planning and Building could really serve the needs of our citizens.

By focusing on the needs of citizens, not staff or regulatory documents, we are making others successful. Our two divisions are re-examining everything we do to create a seamless experience for our citizens. Our team of teams approach facilitates a cooperative approach to helping citizens start or grow a business, build a home, or engage with their community.



- Annexation
- Citizen Access
- Common Questions
- Forms
- Grow It Yourself Kit

Stay informed with topics of interest to you!

- Did you know that you can sign up to receive email alerts on topics that interest you?
- Click here and sign in to add your own keywords on topics that you are interested in.
- Whenever those keywords appear on an agenda, you will receive an email with a direct link to the agenda item.



“I fully believe it’s an approach that most governments will take over time,” Lyons says. “If it helps spread that message, it’s good for all cities. I know people don’t think of Gainesville as an interesting place yet, but I hope this kind of thing changes that.”

-Former City Manager for City of Gainesville

UX can be implemented

IN ALL AREAS of PLANNING

HOW WE DESIGN

HOW WE COLLABORATE AS TEAMS

WEBSITE & MARKETING MATERIALS

MAKE THE ADOPTION PROCESS EASIER FOR EVERYONE INVOLVED

Cost Savings (More Efficient)

Establishing Community Ownership

- Public engagement
- Observation & site visits

- Use meeting spaces as a canvas
- Use of consultant & City time (co-designers)

- How we design meeting materials
- Project websites & surveys

- Increase understanding of how their ideas end up in recommendations
- Reduce backlash at the end



How we can use it

UX Tools

slowly starting
along Valley
to Texedo →
sidewalks =
in spreads

PIEDMONT RD
K5
UGLY !!
PLS BEAUTIFY
AFTER LENOX
(OR BEFORE)

Walkability
on
Piedmont

ELECTRICAL
WIRES
ON PIEDMONT
LIKE ON
BEACH TREE

State Route
we can't do
anything !!!

Suburban
Wood

Inspiration

- Interviewing
- Five Whys
- Frame Your Design Challenge
- Card Sorting
- Affinity Mapping
- Observation (Field Studies)
- Define Your Audience
- Immersion
- User Personas
- The Molecule

Ideation

- Journey Mapping
- Brainstorm in an Ideation Session
- Create Frameworks
- Mash-ups or A/B Testing
- Co-Creation Session
- Gut Check
- Story Telling
- How Might We's
- Rapid Prototyping
- Storyboarding
- Role Playing
- Start Iteration Process
- Business Model Canvas
- Find Themes
- Top Five

Implementation

- MVP or 2X2's
- Live Prototyping
- Keep Iterating
- Qualitative Usability Testing
- Build Partnerships
- Road Mapping
- Pilot Testing (longer term user testing)
- Capabilities Quick-sheet
- Surveys
- Create a Pitch
- Keep Getting Feedback
- Implementation Strategy
- Funding Strategy

- 1 Interviewing
- 2 User Personas
- 3 Card Sorting
- 4 Journey Mapping
- 5 The Molecule
- 6 Ideation Sessions
- 7 2X2 or MVP
- 8 Prototyping

Interviewing Activity

5-minute exercise



**UX TOOL:
Interviewing**

**Chris Farley interviews
Paul McCartney on SNL**

Interviewing DO'S

- *Do* ask open-ended questions.
- *Do* use the five W's: who, what, where, when, and why.
- *Do* focus on specific instances
- *Do* push people to focus
- *Do* use silence
- *Do* ask simple questions
- *Do* ask about a specific occurrence, such as "Tell me about the last time you..."

Interviewing DON'TS

- *Don't* ask leading questions
- *Don't* be too specific
- *Don't* prime people
- *Don't* generalize
- *Don't* assume
- *Don't* solution for others
- *Don't* agree or disagree with interviewees.

**UX TOOL:
Card Sorting
& Journey
Mapping**

What major issues & opportunities are present in the community?

NPU-H + Clayton, GA
Two very different communities + similar activities

FUNNEL ACTIVITY

What major issues are present in the area?

TOP

What major issues & opportunities are present in the community?

FUNNEL ACTIVITY

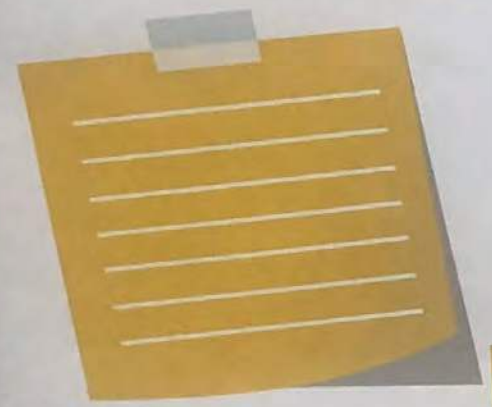
FUNNEL ACTIVITY

What major issues are present in the area?

UX Tool: Card Sorting



TOP 5



What is the Identity

How to attract resident

Great Location for Access

No more fast food, liquor, discount stores

Quality of Life

Streets (Infrastruct.)
Lighting

Cleanliness (esp. businesses)

Inclusive-ness
↳ reach the renters

Redevelop existing vacant structures

Green Space

Pro-Active Health

Fulton Industrial Impacts

Hospitals/Health Centers (wellness, preventive)

Divers. of Businesses

Legis. Benefits

Education (schools)

MLK Corridor Re-design

Accessibility (safe sidewalks)

Traffic Calming

Clean-up Initiatives / Comm. Pride

More City of Atlanta

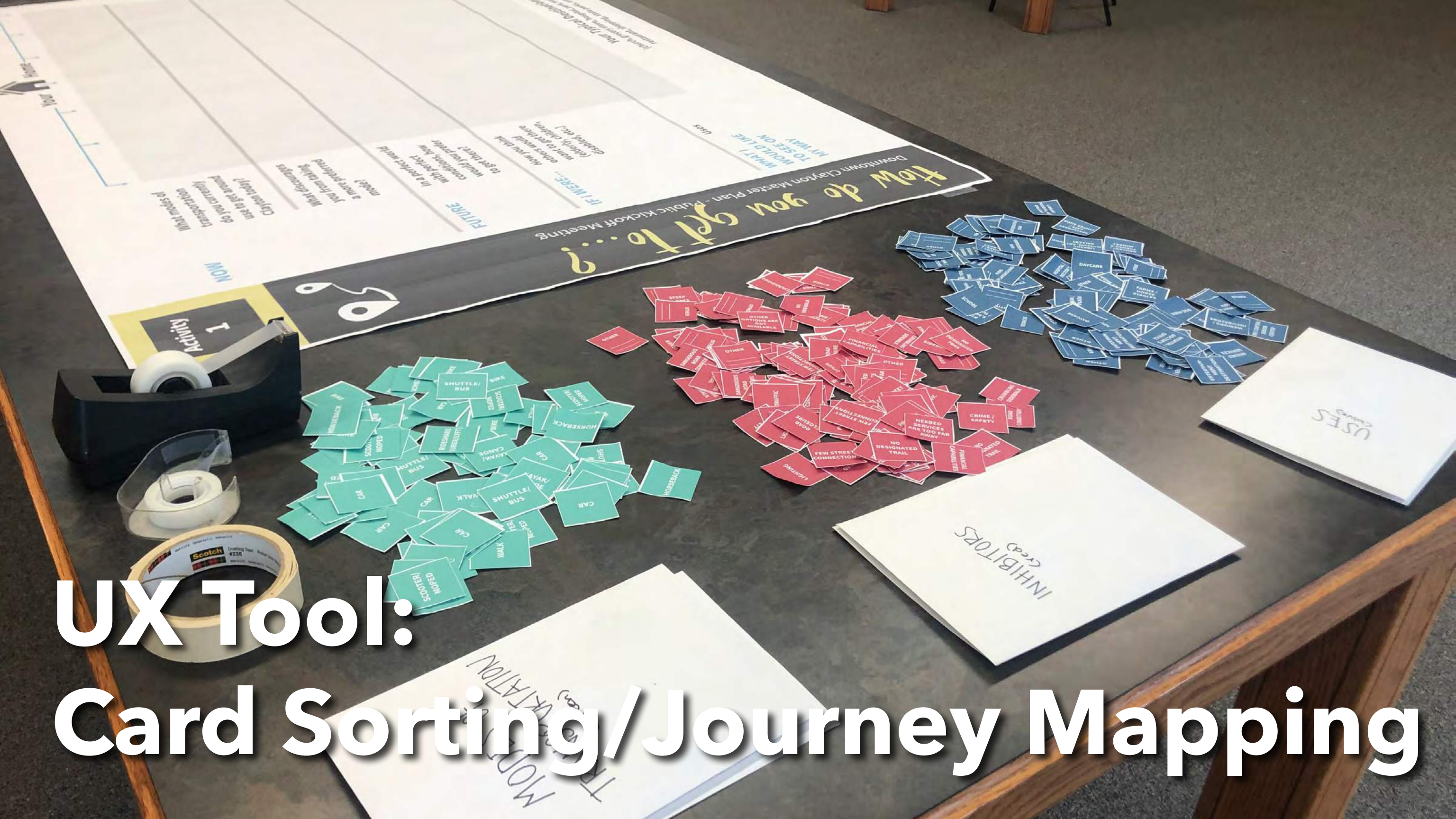
Higher Homeownership

Aging in Place

2^{large} lots on MLK + 1-20

G.A. Tours ~~at~~ School + Fair School properties

Outcome: Top 5 Problems



UX Tool: Card Sorting/Journey Mapping

Activity 1

How do you get to...?

Downtown Clayton Master Plan - Public Kickoff Meeting

NOW

What modes of transportation do you currently use to get around Clayton today?

What discourages you from taking a more preferred mode?

FUTURE

In a perfect world with perfect conditions, how would you prefer to get there?

IF I WERE...

How you think others would want to get there (elderly, children, disabled, etc.)

WHAT I WOULD LIKE TO SEE ON MY WAY

Uses

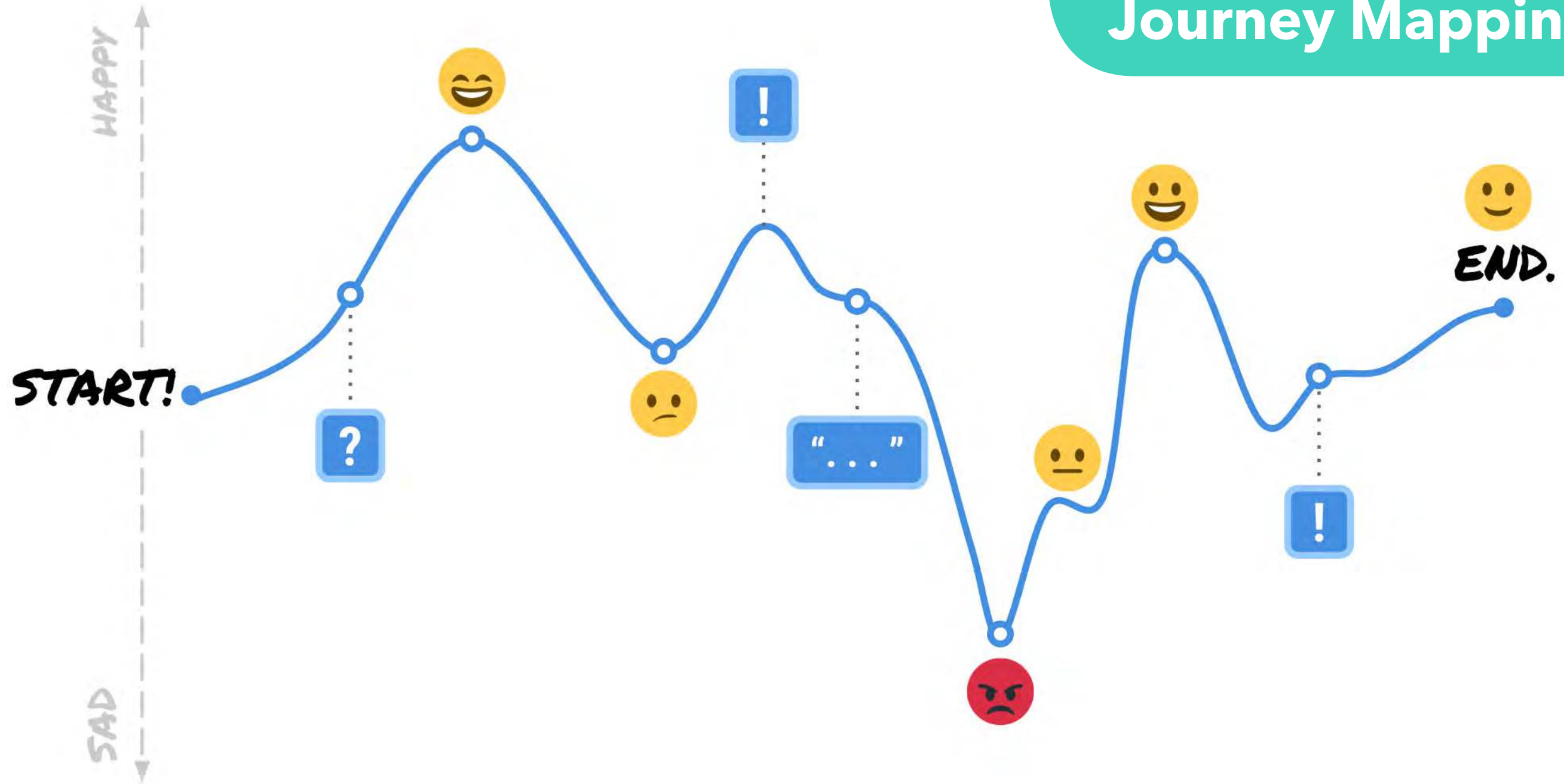
Your Typical Destinations
(church, grocery store, hospital, park, work, school, restaurant, shopping, state parks, errands, etc.)

Your Home



Outcome: Common Trends

UX TOOL: Journey Mapping



UX TOOL: Persona Building

West End Promote a vibrant business center



**UX TOOL:
Persona
Building**



VINNY
THE VENDOR



CAL
THE COMMUTER



SAM
THE SHOP OWNER



MEL
THE MAKER



SASHA
THE STUDENT



DILLON
THE DEVELOPER



CASEY
THE CONSUMER



BLAKE
THE BUILDING OWNER /
PROPERTY OWNER



LUCY
LEGACY RESIDENT

Sam the Shop Owner

Monetary Goals

Make money & have a viable business

Invested in success of neighborhood

Villans/
Problems

Lack of visibility

Safety of themselves & customers

Location Setting (Context)

Stationary

Proximity to MARTA

Individual Solutions

Parking on Street

Identify in Business District

UX TOOL: Persona Building



The "Molecule"

(A way of identifying the vision)

**UX TOOL:
The Molecule**

Behavior
Driver



remember
"Sam the Shop Owner?"



or the
HMW



what's in
our sweet
spot?

Ideation is the process where you generate ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques.

**UX TOOL:
Ideation
Sessions**

Ideation Session at IDEO

**UX TOOL:
2x2 or MVP**

MOST IMPORTANT

This is our
sweet spot

2

1



**HARDER TO
IMPLEMENT**

**EASIER TO
IMPLEMENT**

Get out of
here!

3

LESS IMPORTANT



**UX TOOL:
Prototype**

Moving Forward

Spread The Knowledge

- Staff UX Training Sessions

Make Planning Efficient

- Meetings with project teams
- Steering Committee Meetings

Resources

- IDEO Design Kit: [**http://www.designkit.org/methods**](http://www.designkit.org/methods)

Grow Communities

- Test out new UX tools at public meetings that allow for open-ended responses
- Use visual tools so people can see the final progression of results



Thank you!