What could be improved about the planning process?

Write your thoughts on the provided sticky note(s)
User Experience (UX) Design

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Hi! Nice to see you.

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Product Manager

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TSW  
Urban Designer

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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?
These tech companies, government agencies, and cities all use UX
These private design firms (planning/architecture) are using UX
UX is a growing phenomenon in the private and public planning industry.
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

Wants

Needs

END

USERS

Wants

Needs
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

Concept Plan Development, Implementation Strategy & Recommendations

RESEARCH & ANALYSIS
- Plan Review
- Systems Analysis
- Social Spaces
- Zoning
- Potential for change
- Market Conditions
- Affordable Housing
- Site Visits

PUBLIC ENGAGEMENT TECHNIQUES
- Branding
- On-Site Events
- Surveys
- Focus Groups
- Workshops & Meetings
- Blog Posts
- Website

On-the-ground conditions
- Market Assessment
- Transportation Analysis

COORDINATING W/ PLANNING EFFORTS

IMPLEMENTATION STRATEGIES
- Coordinate w/ Market Study, 5 Project Goals
- Prioritize
- Community Support
- List of short-term and long-term projects
- Preferential Use
- Design & Policy

Outcomes & Methods
- Make recommendations that meet project goals
- Evaluate the recommendations

Outcomes & Methods
- Feedback from public
- Feedback from City + government agencies
- Revisions based on desires of the community

PLANNING APPROVAL

Feedback Loop
- Prioritize projects based on evaluation criteria
- Create a prioritized list of projects and policy and code changes
- Base prioritization on community support and overall positive impact
- Coordinate with client and steering committee for implementation

Month 1
- Put yard signs & posters in community
- Kick-Off Meeting

Month 2
- Intercept
- Steering Committee Meeting #1

Month 3
- Advertising for Next Meeting
- Walking Audit & Design Workshop

Month 4
- Steering Committee Meeting #2

Month 5
- Steering Committee Meeting #3

Month 6
- Final Public Meeting

Month 7
- Council Adoption

Month 8-10
- Project Complete

Online & Paper Survey
- Concept Plan Survey
We still miss the mark.
• 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
this

&

this

&

this
You get it.
How can user-experience design enhance city planning?
“UX for the City”

These cities are hiring design firms that focus on user centered design to solve their complex city problems.
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
“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**
- Public engagement
- Observation & site visits

**HOW WE COLLABORATE AS TEAMS**
- Use meeting spaces as a canvas
- Use of consultant & City time (co-designers)

**WEBSITE & MARKETING MATERIALS**
- How we design meeting materials
- Project websites & surveys

**MAKE THE ADOPTION PROCESS EASIER FOR EVERYONE INVOLVED**
- Increase understanding of how their ideas end up in recommendations
- Reduce backlash at the end

**Cost Savings (More Efficient)**
- Establishing Community Ownership
How we can use it

UX Tools
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
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...”

**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.
NPU-H + Clayton, GA

Two very different communities + similar activities
UX Tool: Card Sorting

What major issues & opportunities are present in the community?

What major issues are present in the area?
Outcome: Top 5 Problems

1. Quality of Life
   - Pro-Active Health
   - Hospitals
   - Hospitals
   - Health Centers
   - Wellness Promotions

2. Streets (Infrastructure)
   - Lighting
   - MLK
   - Corridor Redesign
   - Wides
   - Safe Sidewalks
   - Traffic Calming

3. Cleanliness (esp. Businesses)
   - Clean-up Initiatives
   - Community Pride
   - More City of Atlanta
   - Green Spaces

4. Inclusiveness
   - Reach the Renters
   - Higher Homeownership
   - Aging in Place
   - G.A. Towns
   - School & Fair School Properties
   - Food Forest
   - Art, Parks

5. Pedestrian
   - Existing Vacant Structures
   - Z-Tots on MLK
   - 1-20

What is the identity
How to attract residents
Great Location for Access
No more fast food, liquor, discount stores
UX Tool:
Card Sorting/Journey Mapping
Outcome: Common Trends
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
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
Sam the Shop Owner
The “Molecule”  
(A way of identifying the vision)

Persona

Problem or the HMW

Solution

remember “Sam the Shop Owner?”

UX TOOL: The Molecule

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: 2x2 or MVP

MOST IMPORTANT

This is our sweet spot

HARDER TO IMPLEMENT

Get out of here!

EASIER TO IMPLEMENT

LESS IMPORTANT

1

2

3
Moving Forward

Spread The Knowledge
- Staff UX Training Sessions

Make Planning Efficient
- Meetings with project teams
- Steering Committee Meetings

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

Resources
- IDEO Design Kit: http://www.designkit.org/methods
Thank you!