



Public Space

Concept, Objective, and Business/User Needs

Concept

“Public Space” is an app for mobile phones that gives the location and a brief description of indoor public spaces in New York City. This app will also give some information about the facilities of a particular Public Space. Indoor public spaces are a comfortable and convenient place to get together with other people throughout the city. They also provide a place to rest and relax throughout the day. Unlike a bar or a restaurant you can stay there almost indefinitely without having to purchase an item. Also, they allow you to partake in a broader range of activity than in a business setting like a bar or restaurant. It is not always obvious where these places are located. Also in general most people do not know the location of the public spaces. Furthermore, from time to time people need a meeting place in rather short notice. That's where this app could be helpful.

Objective

The objective of this app would be to allow people to find an indoor public space on short notice if they needed a location to meet someone, engage in a recreational activity, or have a business meeting. For this reason this app would have to work on a Smartphone because there would be a need for portability. It would also be a web app because it would require a lot of functionality. It would probably involve some integration with Google Maps since this is who would be supplying the maps.

Business/User Needs

Many indoor public spaces are privately owned. The companies who own these spaces allow the public to use them in exchange for having the city allow them to increase their square footage beyond current zoning laws. Therefore the logical business partner for this app would be the city since the largest benefit would be to the general public which would benefit the city. Another stakeholder that would also benefit from this app would be the private company that owns the space since this would increase the traffic to their public space.

Personas



Bob

Primary user persona

Demographics

Gender: Male

Ethnicity: Caucasian

Age: 22

Occupation: Grad student

Household Income: \$20,000

Marital Status: single

Level of Education: Working on his Masters in Engineering

Housing: Studio Apartment.

Attitudes towards technology:

- Proficient with technology.
- Owns a smart-phone, tablet and uses quite a few apps.
- Spend a lot of time on Facebook, uses Tweeter.
- Spends time on websites likes that.

Psycho-graphics & Behaviors

- Is involved with technology
- Very self-confident and in control.
- Loves to interact with people on-line and in person but prefers together with other individuals in person as opposed to on-line.
- Spends a lot of time researching various subjects on-line.
- Has an interest with nutrition and health spends a lot of time researching these topics on-line.
- Spend a lot of his spare time involved play games like chess and solving puzzles.
- Working his car on week-ends.
- Likes to put together electronic items
- Comes in the the city a lot and need a place to meet and hangout friends.
- Needs a place to study inbetween classes.

Fears and Frustrations

- Is not very confident in his writing skills.
- Does not have to many fears and frustrations since this is really positive individual.
- Is ambitious and wishes top continued his education.

Personas



Lisa

Primary user persona

Demographics

Gender: Female

Ethnicity: Caucasian

Age: 35

Occupation: Assist Vice President

Household Income: \$125,000

Marital Status: Married

Level of Education: MBA

Housing: House

Attitudes towards technology:

- Proficient with technology.
- Owns a smart-phone, tablet and uses quite a few apps.
- Spend a lot of time on LinkedIn

Psycho-graphics & Behaviors

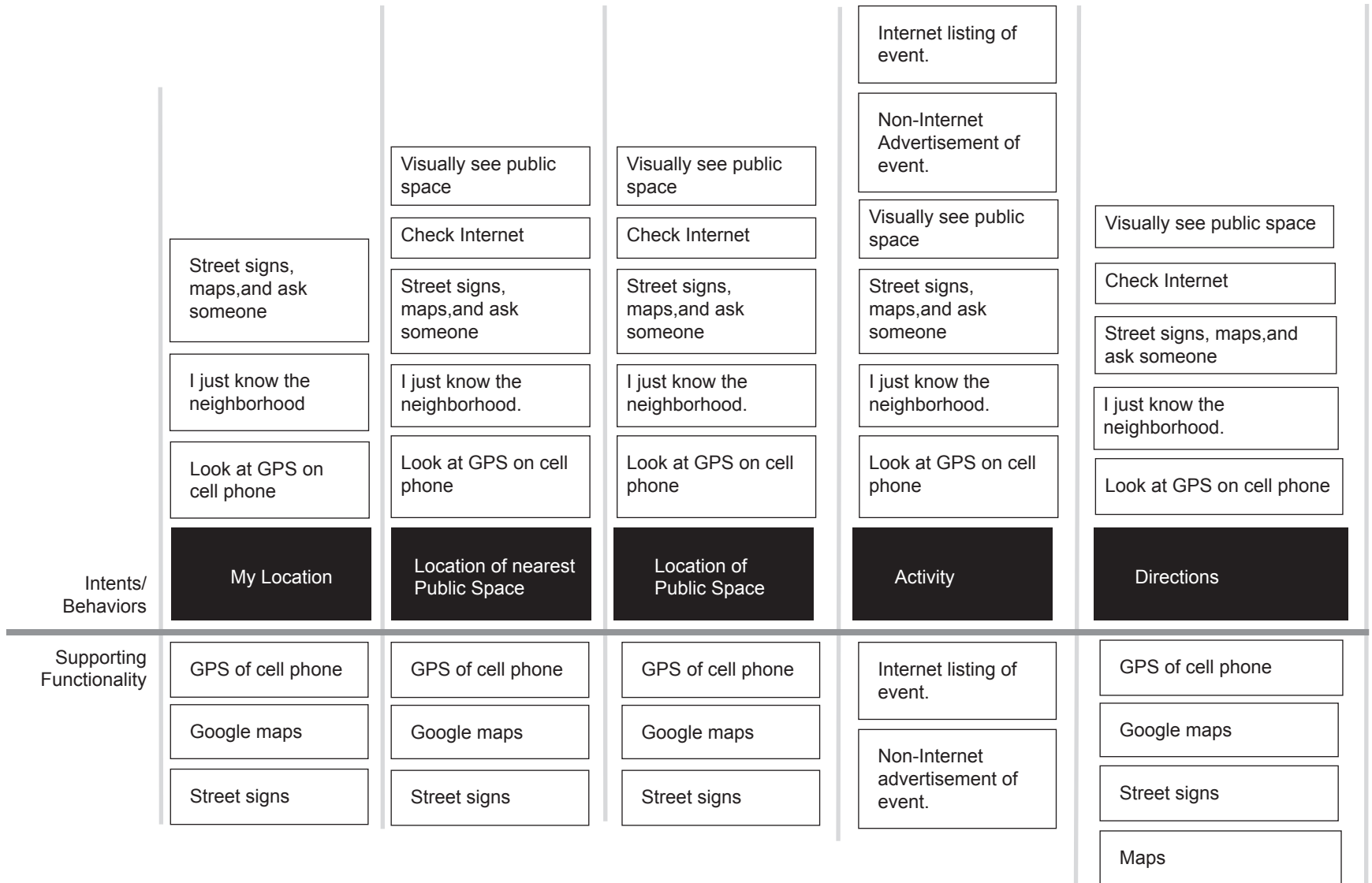
- Is involved with technology
- Very self-confident and in control.
- Is ambitious at work wish is be perceived as having great communication skills.
- Comes in the the city a lot and need a place to meet and hangout friends.

Fears and Frustrations

- Does not have to many fears and frustrations since this is really positive individual.
- Is ambitious and wishes top continued his education.

Public Space

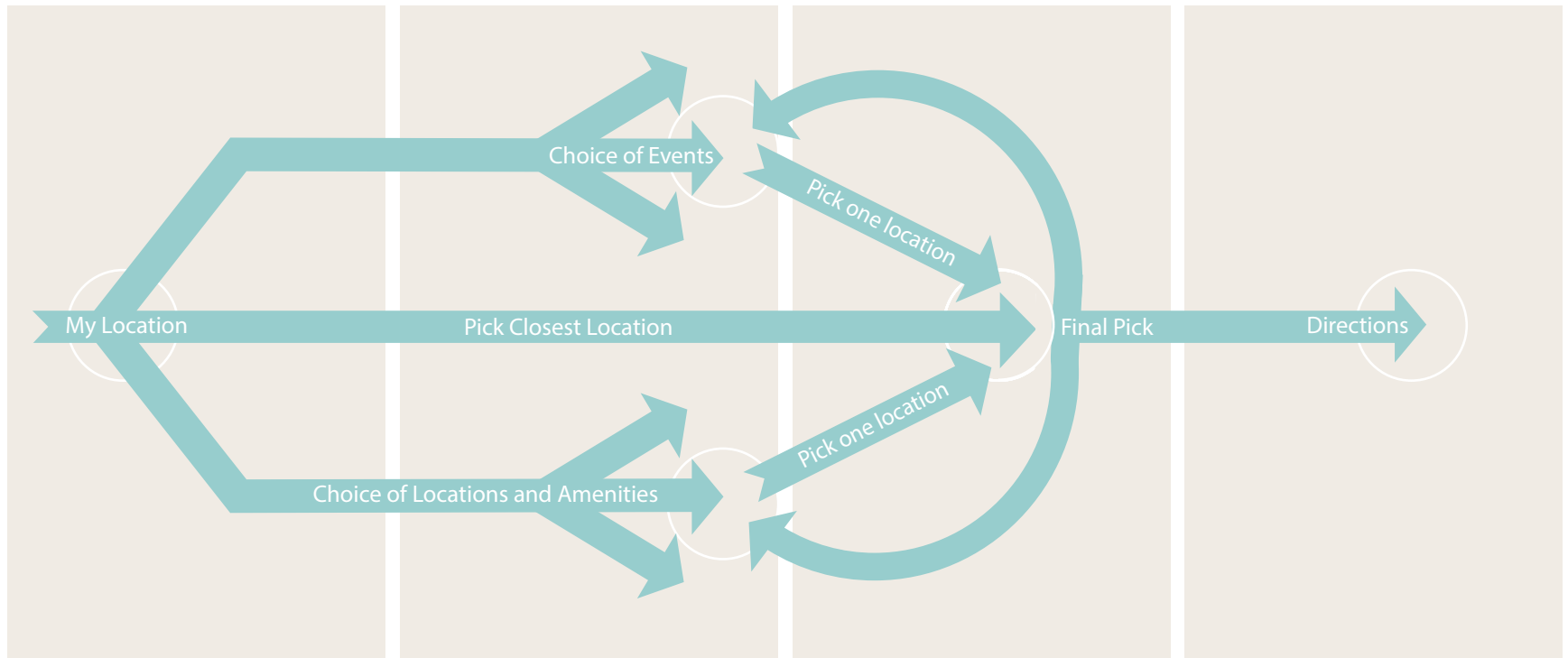
Mental Model



Public Space

User Experience Map

User can filter location based on events.



User enters app which show the users initial location.

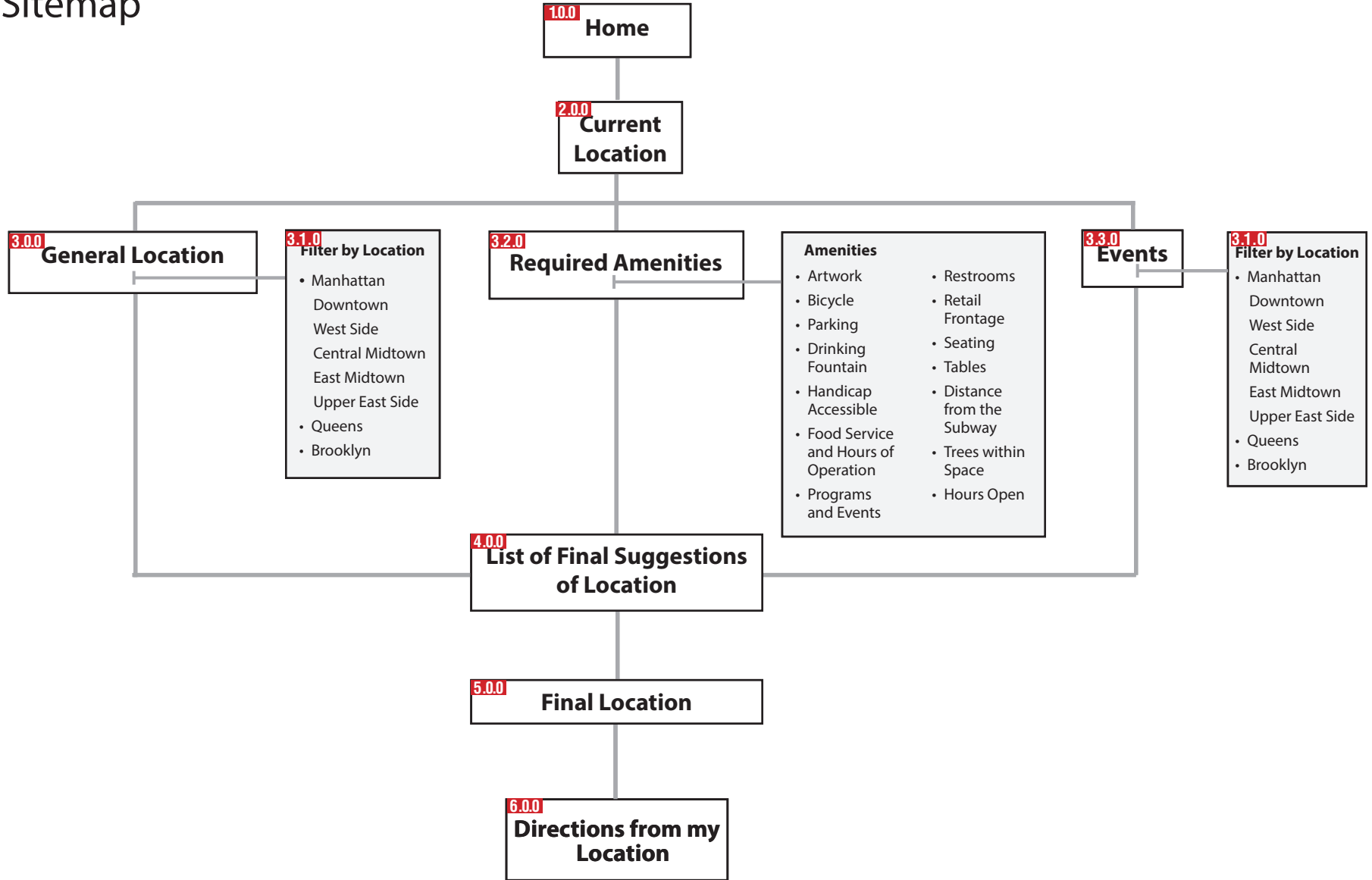
User can filter location based on locatiion and amentiest.

User picks one location and is given a description of that location. If the user is unhappy with the description he can return to his prior sections.

Once the user picks a final location he can then ask for directions.

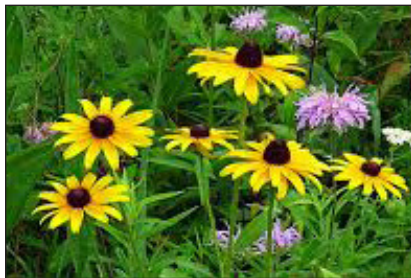
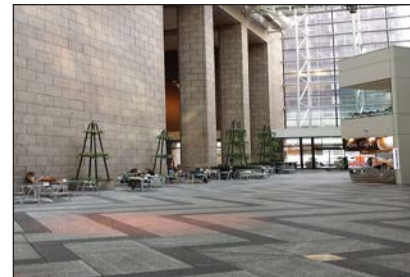
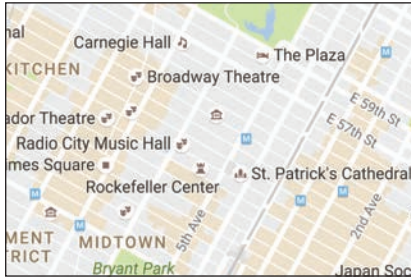
Public Space

Sitemap



Public Space

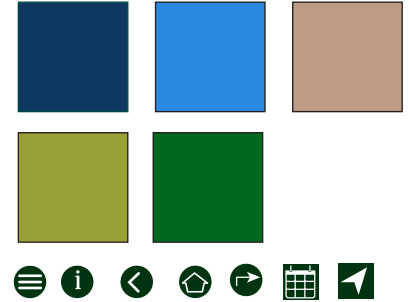
Mood Board



This is an Example of a Header

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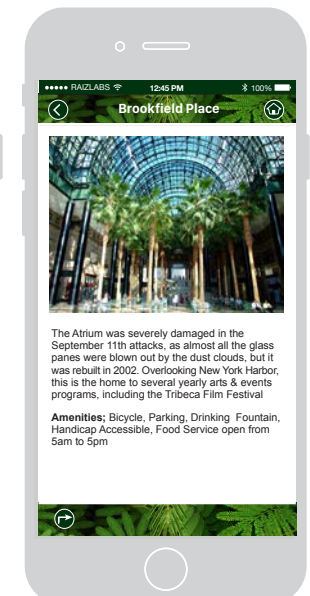
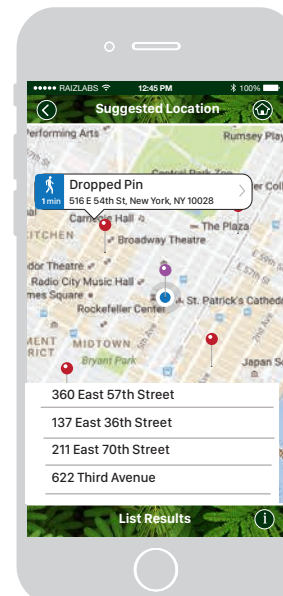
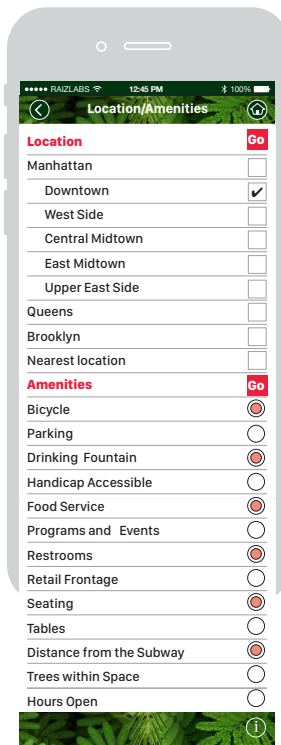
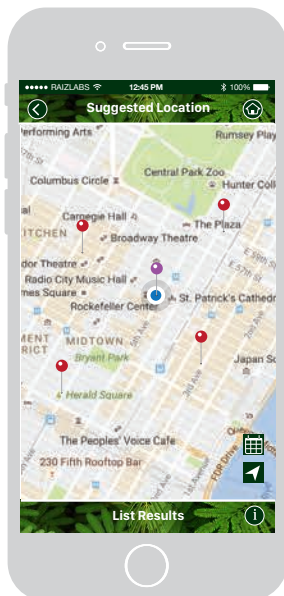
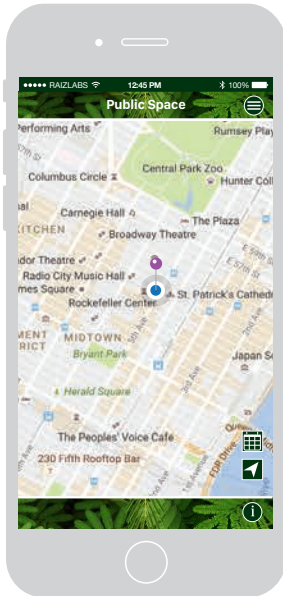
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Fun
Friendly
Welcoming
Warm
Lively
Inviting

Public Space

Wireframes <https://invis.io/SV9KBWMA7>



Standard	Hybrid	Satellite
Drop a Pin		
Show 3D Map		
Report a Problem		
Hide Traffic		

Preferences

Notifications

Terms and Condition

Send Feedback

Privacy Policy

Map views

Public Space

Wireframes continued

