

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 through out 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 then in a business setting like a bar or restaurant. It is not alway obvious where these place are located. Also in general most people do not know the location of the public spaces. Further more, from time to time people need a meeting place in rather short notice. That's were this app could be helpful.

Objective

The objective of this app would be to allow people to find an indoor public spaces 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 Googles 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 there 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 there public space.

Personas



Bob Primary user persona Demographics Gender: Male Ethnicity: Caucasian Age: 22 Occupation: Grad student Household Income: \$20,000 Martial 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 Martial 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

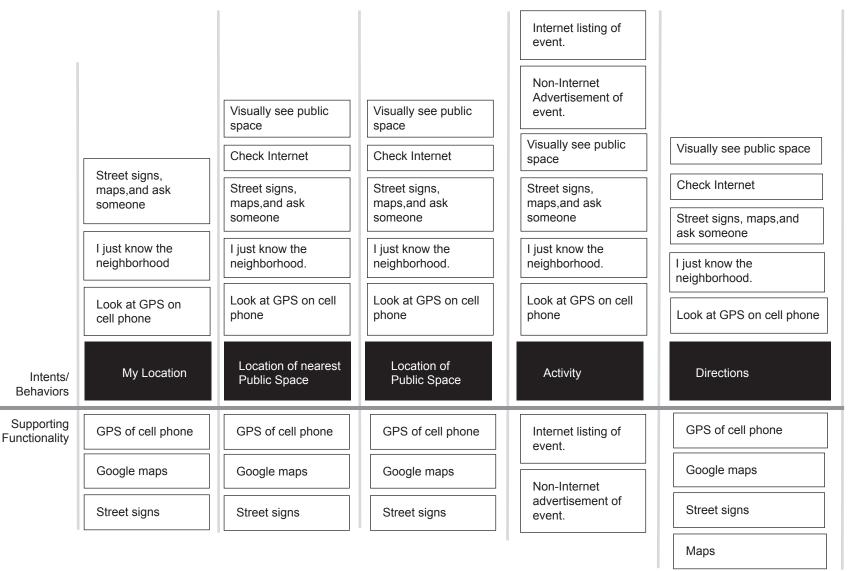
Psycho-graphics & Behaviors

- 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

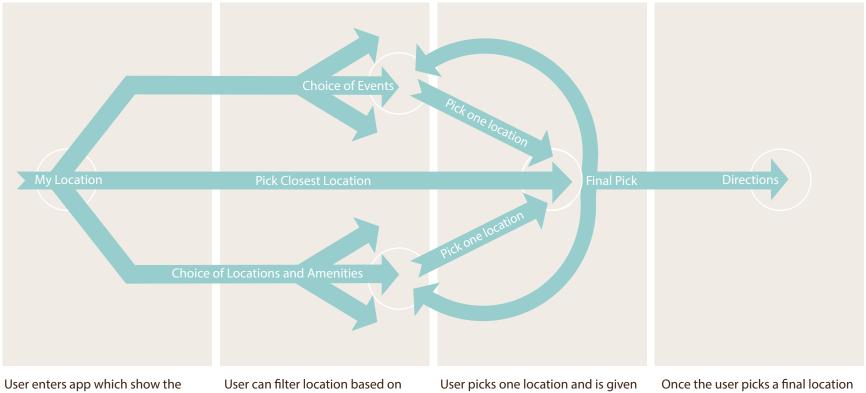
- Does not have to many fears and frustrations since this is really positive individual.
- Is ambitious and wishes top continued his education.

Public Space Mental Model



Public Space User Experience Map

User can filter location based on events.

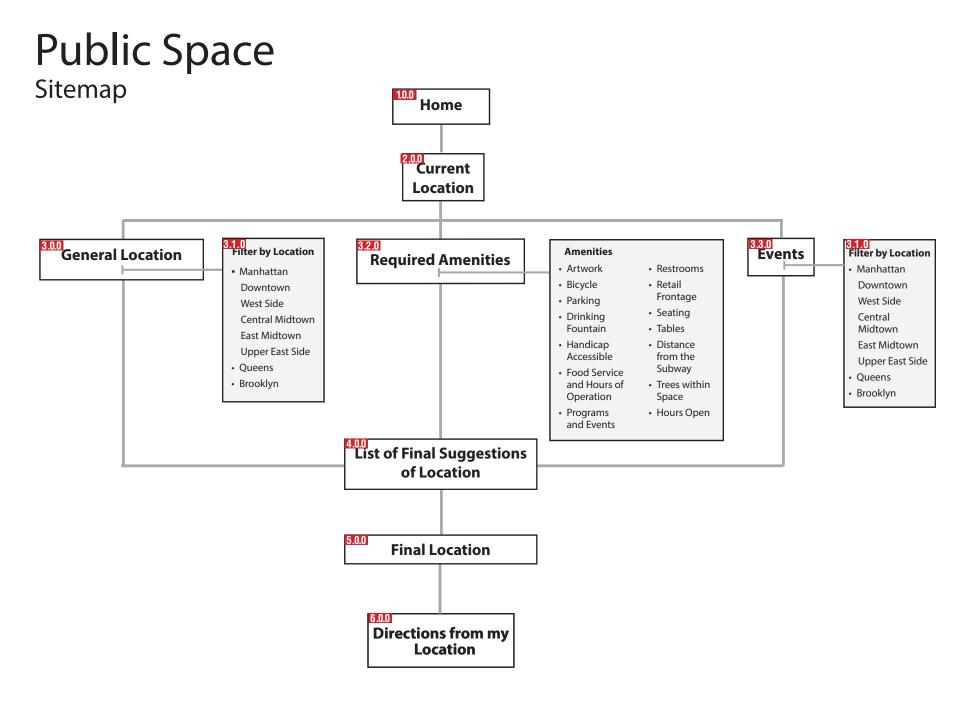


users initial location.

locatiion and amentiest.

a description of that location. If the user is unhappy with the description he can return to his prior sections.

he can then ask for directions.

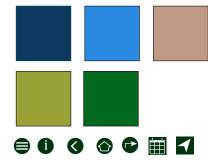


Public Space Mood Board















Fun Friendly Welcoming Warm Lively Inviting





This is an Example of a Header This is an Example of a Header

Sa nat velenectur re, ommo eos con poratiunti corepreium repe audi rerchil laboraes id quid mos volore natum fugia ipsam fuga. Itatquibus.

Public Space Wireframes https://invis.io/SV9KBWMA7





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



Location	GO
Manhattan	
Downtown	V
West Side	
Central Midtown	
East Midtown	
Upper East Side	
Queens	
Brooklyn	
Nearest location	
Amenities	Go
Bicycle	۲
Parking	0
Drinking Fountain	۲
Handicap Accessible	0
Food Service	۲
Programs and Events	0
Restrooms	۲
Retail Frontage	0
Seating	۲
Tables	0
Distance from the Subway	
Trees within Space	0
Hours Open	

12:45 PM

Location/Amenities

 $\langle \rangle$

100%

Go





The Atrium was severely damaged in the September 11th attacks, as almost all the glass panes were blown out by the dust clouds, but it was rebuilt in 2002. Overlooking New York Harbor, this is the home to several yearly arts & events programs, including the Tribeca Film Festival

Amenities; Bicycle, Parking, Drinking Fountain, Handicap Accessible, Food Service open from 5am to 5pm



- Terms and Condition
- Send Feedback
- **Privay Policy**

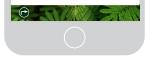
Map views

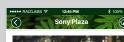
Public Space Wireframes continued



590 Madison Avenue formerly the IBM Building, is a 603 feet tall skyscraper at the corner of 57th street and Madison Avenue in New York City, New York. It was completed in 1983 and has 41 floors. Wikipedia

Amenities; Bicycle, Parking, Drinking Fountain, Handicap Accessible, Food Service open from 5am to 5pm







550 Madison Avenue (formarly known as the Sony Tower or Sony Plaza and before that the ATA's Te Juliding), is an iconic postmodern 647-isol-tail (197-meter), 37-story highrise skyscraper located at 550 Madison Avenue in Manhatan (2) Designed by Phillip Johnson, it was formerly the headquarters of Sony Corporation of America [1] The tower was purchased by Olayan and Chelsfield for 514 Aultion in 2016 [3]

Amenities; Bicycle, Parking, Drinking Fountain, Handicap Accessible, Food Service open from 5am to 5pm

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