



The Hol(le)y Puzzle

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Introduction



- Explore interface as a connector between people in socially mobile contexts
- Observe and record a selected space
- Create an instruction set for strangers (without text) that augments some aspect of interaction you've observed

Public Space

Washington Square Park

- History dates back to 1826
- Undergoing renovations currently
- Draws a diverse crowd



Observations



- Layout of the park **segregates** the **space**
 - Compels people to remain in one place and/or not notice the entire park
- Lack of **social interaction** or park community
 - People are unwilling to break out of their familiar groups
- People coming to take **pictures** of themselves in the park without an awareness of the park itself

Prototyping Location



Holley Plaza

- Central thoroughfare, especially because of renovations
- In-the-round arena layout
- Highly trafficked area
- Mainly local New Yorkers and NYU students (based on user survey results)

Prototyping: sun, oct 25, 2pm

- 70 degrees and sunny
- About 80 people coming through every 5 minutes
- 3 prototypes tested
- Strange faces/ Bubble wrap/ Puzzle



Strange Faces

Goal

- To create more interaction between people by influencing them to sit closer together
- To stimulate conversation by creating a strange situation



Strange Faces

Results

- People didn't really notice the faces
- People didn't avoid sitting on the faces
- It didn't stimulate conversation



Bubble Wrap

Interaction #1: Walkway

Goal

- to create an interactive and fun environment to encourage social interaction




Bubble Wrap

Interaction #1: Walkway

Results

- People didn't understand that they were supposed to walk on it
- People thought it was trash
- People avoided it



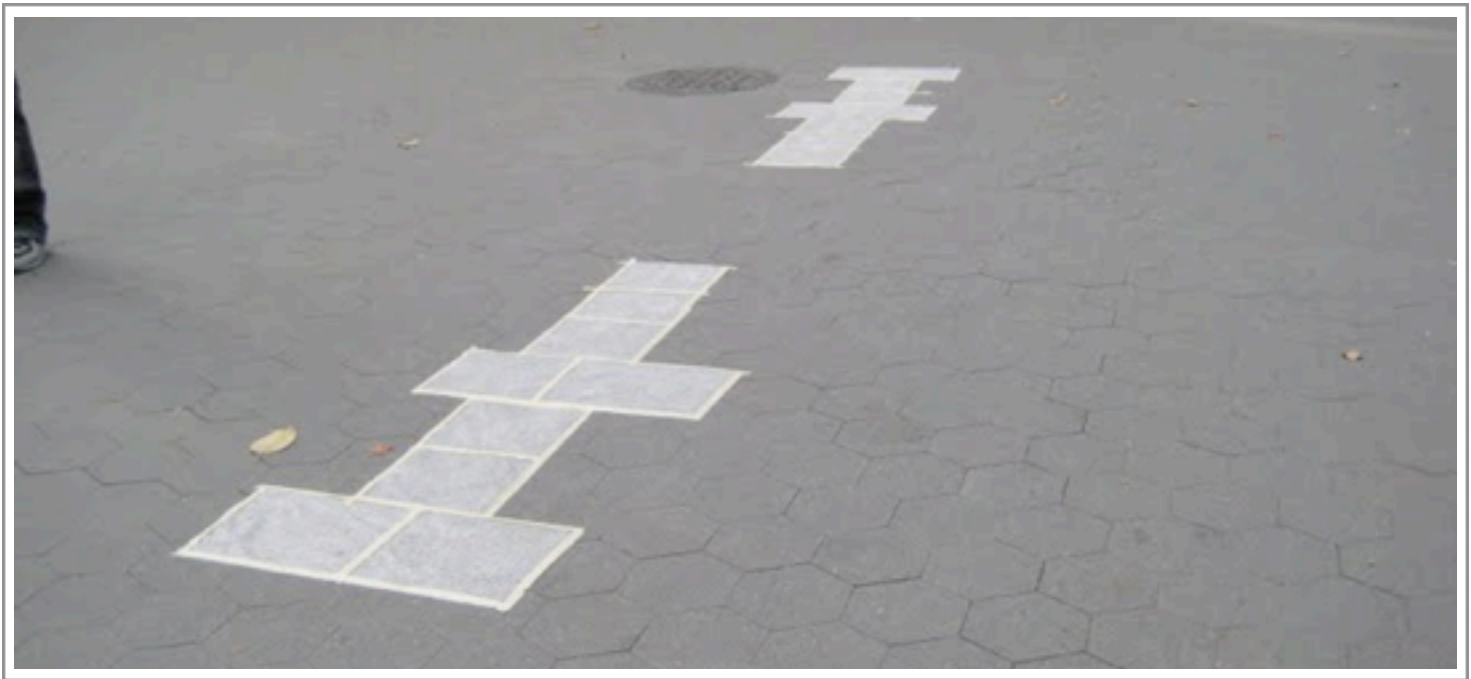


Bubble Wrap

Iteration #1: Hopscotch

Goal

- To use a familiar form to better communicate our intent



Bubble Wrap

Interaction #1: Hopscotch

Results

- People recognized that it was hopscotch
- There was more interaction than the walkway
- It only allowed for individual interaction
- It appealed only to certain demographics (women, young people)



Puzzle: Iteration #1

Goal

- To encourage social interaction with a fun activity in which strangers participate together





Puzzle: Iteration #1

Results

- Lots of people interacting
- The small size of the puzzle made it more of an individual activity
- The size, material, the color, and the placement on the ground made people think it was trash
- People stepped on it or walked past it without even noticing it



Puzzle: Iteration #1

Construction

- 9 pieces out of cardboard
- 36" x 36"
- Photograph of the arch



Prototyping #1: movie



Prototyping: Sun, Nov 1, 3pm

- 55 degrees and partly sunny
- About 10-20 people every 5 minutes
- 1 prototype tested
 - Puzzle





Puzzle: Iteration #2

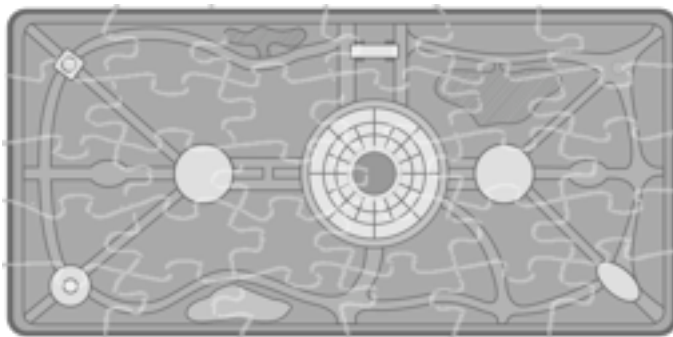
Goal

- To make the puzzle both more apparent and more appealing to passersby
 - Brighter colors
 - Bigger
 - Higher, added a platform
- To make it a group activity
 - More pieces allowed more people to play together
- To help people discover different parts of the park
 - Puzzle was a full map of the park with a path leading to another location within the park

Puzzle: Iteration #2

Construction

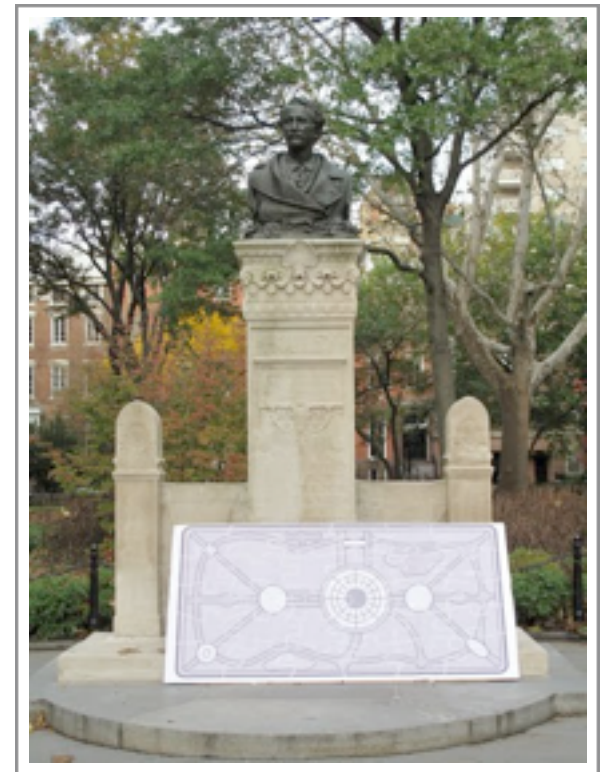
- 30 pieces out of cardboard
- 88" x 42"
- 2 platform boxes, aqua blue, 18" high
- Illustration of park map
- 2 small Mr. Arches by Holley statue



Puzzle: Iteration #2

Results

- People immediately noticed the puzzle
- People recognized the map
- Strangers interacted to complete the puzzle
 - All ages, elderly people and children played together
- Puzzle started conversations about the park
- People noticed Mr. Arch and stopped to read about Holley



Puzzle: Iteration #2

Challenges

- The aqua color and low height of the platform suggested that it was for children
- The cardboard material made it less attractive
- No one understood or cared to follow the path



Prototyping #2: movie



Prototyping: Sun, Nov 8, 4pm

- 65 degrees and partly sunny
- About 10-20 people every 5 minutes
- 1 prototype tested
 - Puzzle



Puzzle: Iteration #3



Goal

- To refine the puzzle using better materials and construction
- To show the transformation of the park after the renovation is complete
- To indicate places of interest throughout the park
 - Arch / Fountain/ Food/ Holley statue/ Dog run/ Game tables/ Playground
- To elevate the puzzle further and attract even more people

Puzzle: Iteration #3

Construction

- 30 lasercut pieces made out of masonite
- 88" x 42"
- 6 platform boxes, black, 24" high
- Illustration of park map
- Foamcore pieces indicating places of interest
- 2 large Mr. Arches by Holley Plaza entrances
- 7 small Mr. Arches by each place of interest



Puzzle: Iteration #3

Results

- 3D arch attracted even more attention to the puzzle
- People completed the puzzle without the guide
- People talked even more about renovation and future park

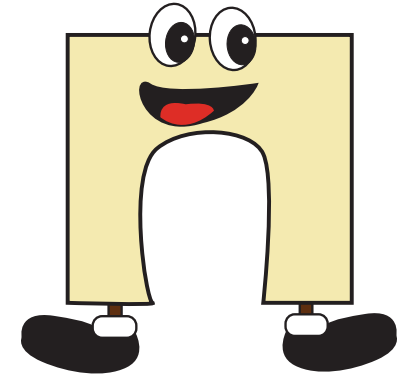


Prototyping #3: movie

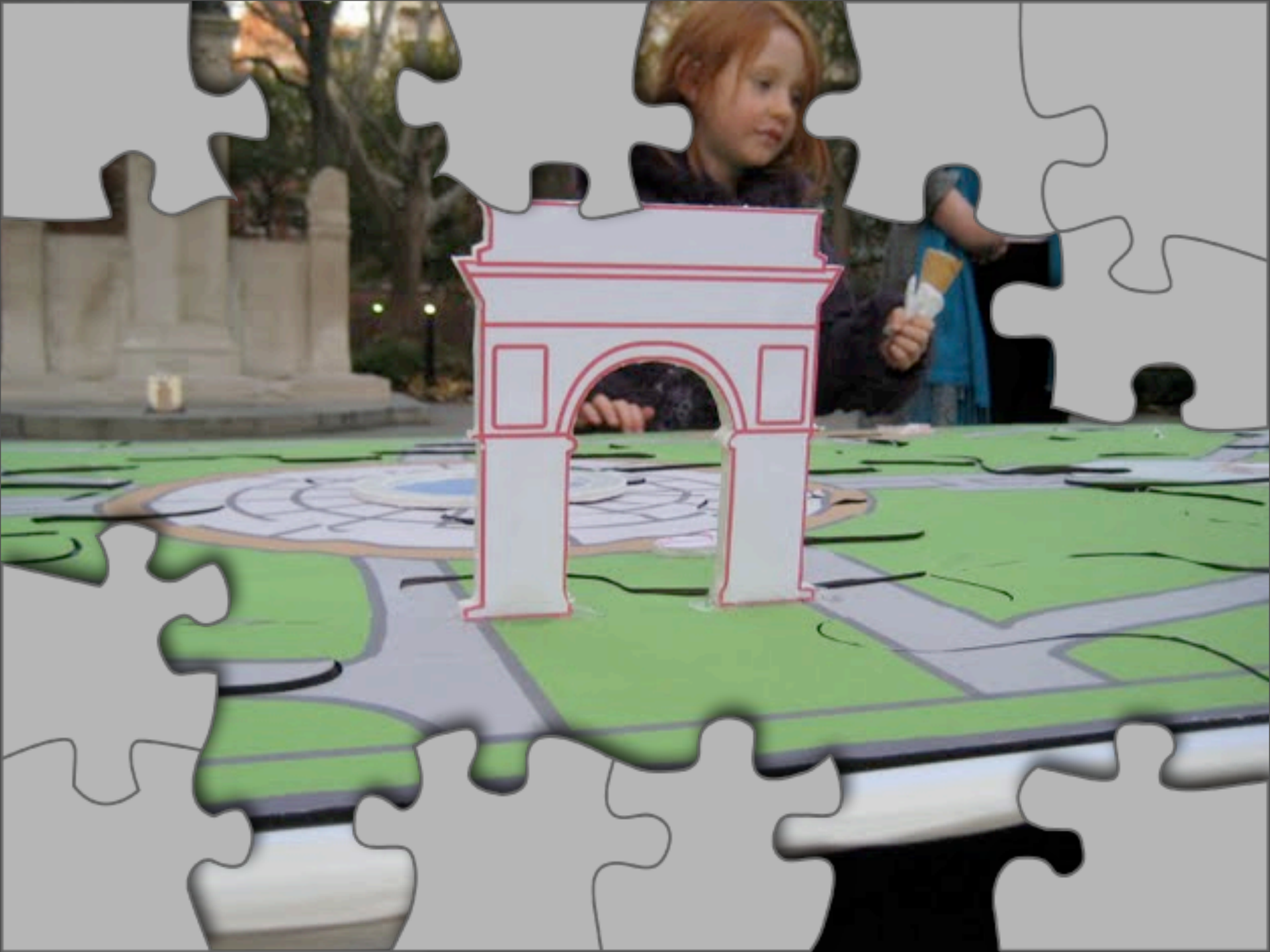




Conclusions



- Using **familiar** visual forms and designing recognizable images to communicate without text
- Outcomes from first iteration were very different from our initial **expectations**
- Our ethnographic observations and iterative prototyping enabled us ultimately to design an **interaction** where the outcome met and exceeded our expectations
- Designing interaction taking into consideration the characteristics of the **space** and audience
- Learning how to construct with different **materials**



Thursday, November 12, 2009

A large, irregular white shape is centered on a gray background. The background is composed of a pattern of interlocking puzzle pieces, with the central area being a solid white space. The text "The End" is centered within this white space.

The End