

Case 9

Guidelines to good traffic manners and practises

Project Plan

Group 9

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Week 35

26.8.

Analyzing the test results and creating the solution

27.8.

Presentation about plan of action + brief

28.8

Benchmarking

Week 36

31.8.

Risk analyze + deciding a target group

2.9.

(SFS lecture) Solution ideas (slogan)

3.9.

Solution ideas (theme)

Week 37

7.9.

Presentation: benchmarking, target group, risks, sketches

9.9.

Moodboards (clarifying the visuality)

10.9.

Creating the Identity

Week 38

14.9.

Creating the Identity

16.9.

Creating the Identity

17.9.

Presentation Solution development : first mock ups and tests

Week 39

- 21.9. Creating the Identity
- 23.9. Creating the Identity
- 24.9. Creating the Identity (*Laura is leaving*)

Week 40

- 28.9 Mapping the situation
- 29.9. Review of everything that has been done, analyzing
- 30.9. Development, finalysing
- 1.10. Development, finalysing

Week 41

- 5.10. Making the final presentation
- 6.10. Making the final presentation
- 7.10. Making the final presentation
- 8.10. Final Presentation

Observating the traffic

Observating the traffic in various spots in Vantaa and Helsinki 25.-26.8.15

Focusing on risks in the current traffic

Comments:

Commuters don't pay attention around them

Bus stops located in inconvenient place

People don't know where is the correct path/way for them

Main problem:

"People are not aware of each other"



Brief

Our group is focusing on finding a positive way to change people's attitudes.

Solution:

Movable observation stop for daily commuters. The observation stop could be located in different places so people may stop and observe the surroundings.

The stop would have different elements to make people come together and encourage them to a better behaviour in traffic.

Design drivers:

