Case 9

Guidelines to good traffic manners and practises

Project Plan

Group 9

Laura Lerkkanen Miika Lehtinen Dayna Reid	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

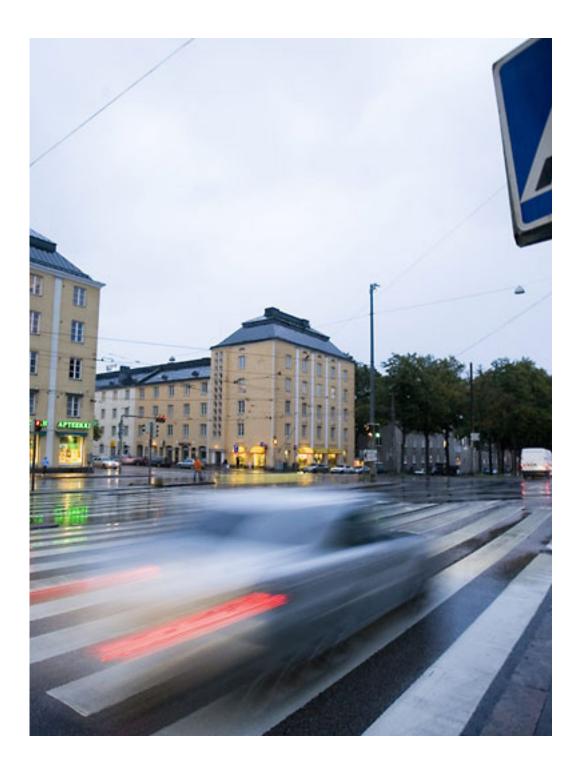
Focusing on risks in the current traffic

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: