The aim of research

Research question

ST model

Figure 1: QCA

Results

Conclusions
USER EXPERIENCE OF CREATIVE CLASS DISTRICT: STUDYING THE PUNAVUORI NEIGHBORHOOD IN HELSINKI

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Sari Tähtinen, architect M.Sc. PhD, Postdoctoral researcher Aalto university / YTK (Land Use Planning and Urban Studies Group)
The aim of research

Presents empirical testing of an experience-based usability framework to study an urban area

Framework: 6T-model of experience of place

The area: Punavuori in Helsinki, Finland
Research question

How can an experience-based usability framework, which was developed by combining service and experience design tools and methods to asses users' experiences, be applied in the research of urban areas?
6T-model

TUNE

TEMPO

TASK

TIE

TALE

THEME

the experience of place
Research data

Secondary data
- Statistical analysis by Alanen
  - Punavuori is preferred by design professionals (creative class)
- Interviews of media entrepreneurs by Karvala
  - Descriptions how media professionals found the Punavuori area

Primary data
- Walkthrough video document
- Interview of local resident activist

Sari Tähtinen, architect M.Sc. PhD, Postdoctoral researcher
Aalto university / YTK (Land Use Planning and Urban Studies Group)
Results

Tempo
- history
- change from slum to design district
- the feel of process

Tale
- rebel area
- diversity
- rough

Task
- possibility to make the place one's own
- not too many regulations

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Results

What works for users in Punavuori?

- Strong identity to be recognised, shared and supported
- The informal atmosphere
- The freedom to adopt and find creative solutions for conducting work tasks
Conclusions

- 6T model helps to identify points of connections in experience of place common to different users and user groups.
- In the case of Punavuori, the lack of any single plan and regulations for the place and following from this – the freedom to make own plans and choices, was seen important for the attraction of the place for "creative class."

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