PEOPLE FLOW
AND EXPERIENCED SAFETY
– USER-CENTRIC METHOD TO
IMPROVE THE PRODUCT

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AGENDA

• Purpose
• Definitions
• Methods
• Results
• Conclusions and Next steps
• The purpose of the paper to find out how users of high office buildings perceive safety as part of their daily journey
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  Next steps
PEOPLE FLOW

• “Enabling people to move smoothly, safely, comfortably, and without waiting in and between buildings” (Kone)
FEELING OF SAFETY

• Often related to perceptions rather than real experiences

• Experience based on individual characteristics: age, sex, personality, background, personal experiences

• Communities: the design of an area can increase a regional sense of community, which enhances feelings of security.
Elevators and experience of safety:

• Colors, music, sound, no awareness of mechanics and height, wind in the elevator and irregular noise caused anxiety
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METHODOLOGY

**Design probes** are an approach of user-centred design for understanding human phenomena and exploring design opportunities.

The data was collected by using service design method probe:

- Organised according to 7-step User Journey from arrival to exit from the building.
- included self reported diaries with self taken photos
SAMPLE AND ANALYSIS

Sample:
Data from 20 users of high rise office buildings

Iterative data analysis by content analysis of pictures and text
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PEOPLE FLOW SAFETY EXPERIENCE THEMES ORGANISED TO THE MATRIX

• The vertical axis represents themes connected to environment and people

• The horizontal axis indicates themes from static to dynamic situations.
## FOUR THEMES

<table>
<thead>
<tr>
<th>People</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>US / THEM</td>
<td>SOLITUDE / COMPANY</td>
</tr>
<tr>
<td>VISIBILITY / OBSTACLE</td>
<td>EXPECTED / UNEXPECTED</td>
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1. US AND THEM

Limited access with key card: safe

Complicated elevator excludes the user: unsafe
2. SOLITUDE / COMPANY

Guards outside, safe

No one in reception, unexpected, unsafe
3. EXPECTED / UNEXPECTED

Taken care of and the same, safe

Not used, dangerous, change, unsafe
4. VISIBILITY / OBSTACLES

Light and horizon, safe

Invisibility behind the corner, unsafe
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CONCLUSIONS

• The functional qualities of the elevator should be developed in order to increase the emotional and symbolic value for the customer.

• The results propose that the important attributes are linked with the possibility to control the environment so that it promotes feelings of safety and security.

• Holistic perspective of people flow experience: Even the elevator is important part of the user journey, the full experience is linked with the user journey steps taken before entering to the elevator itself.

• Elevator is an enabler for a positive safety experience by complementing the other steps of the journey.
FUTURE OPPORTUNITIES

• Research will be used to further enhance the people flow experience.
• Data collection in multiple contexts will be continued.
THANK YOU!

http://www.rolighetsteorin.se/pianotrappan