

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



PURPOSE

- 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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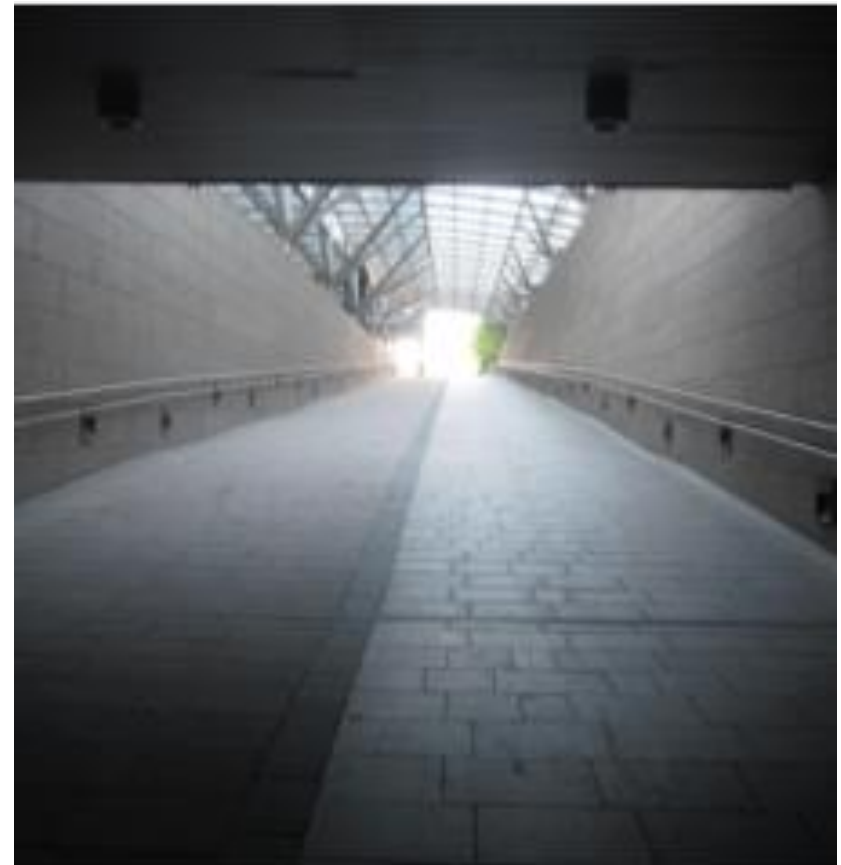


PEOPLE FLOW

- “Enabling people to move smoothly, safely, comfortably, and without waiting in and between buildings” (Kone)

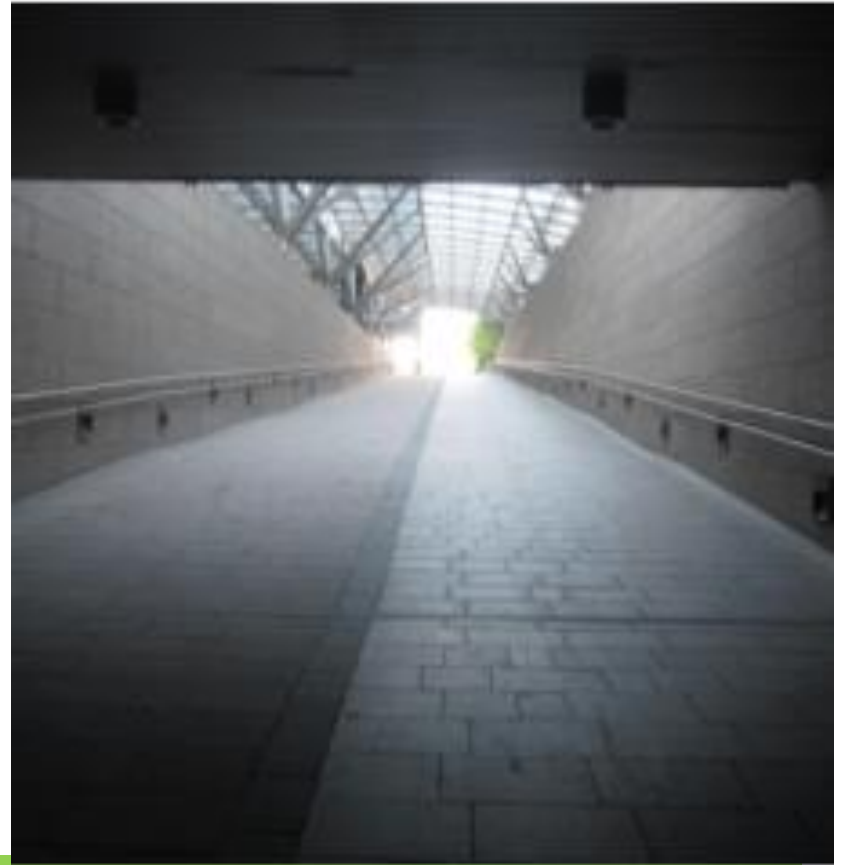
FEELING OF SAFETY

- 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



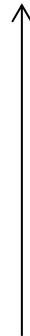
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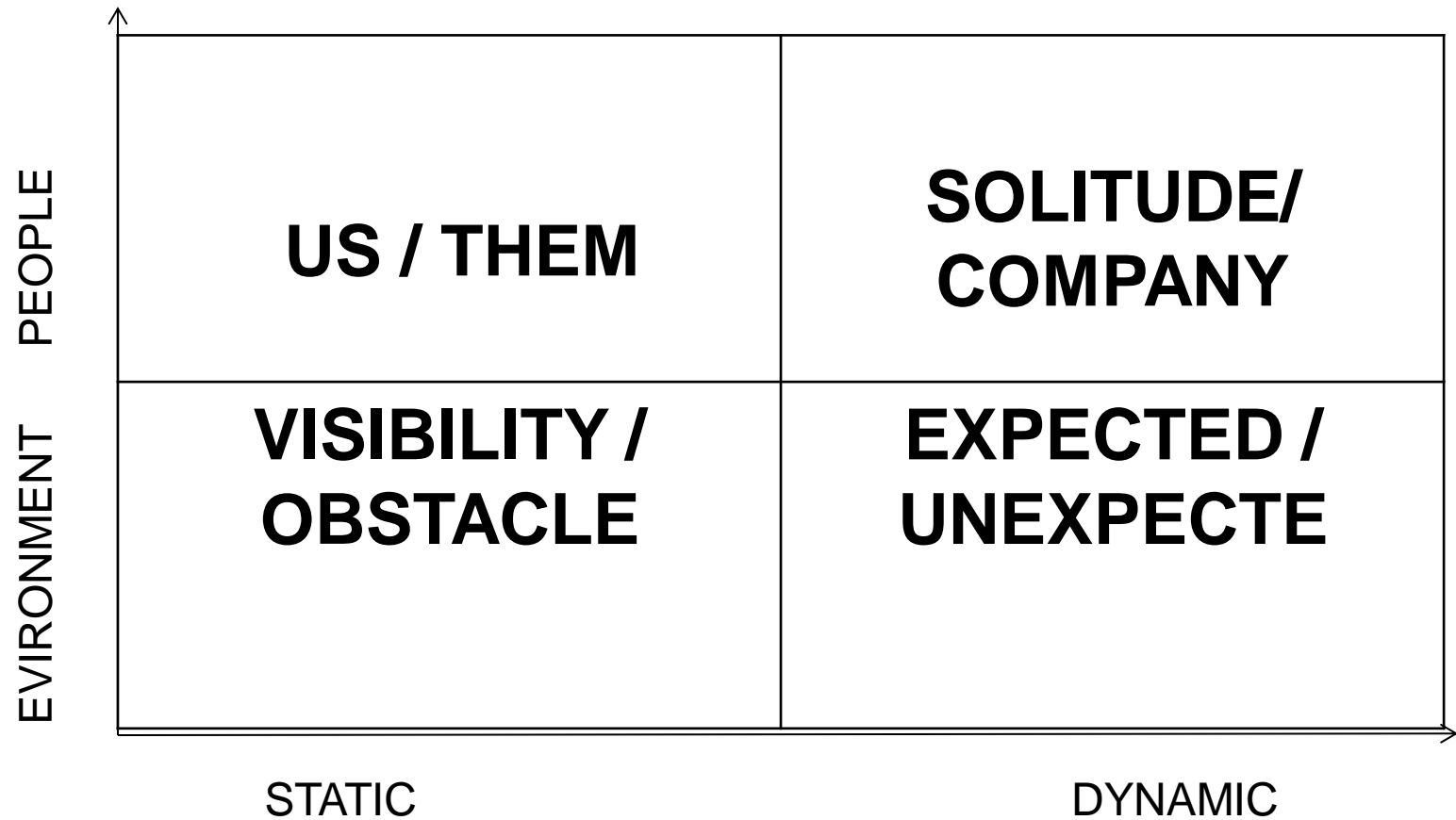


PEOPLE FLOW SAFETY EXPERIENCE THEMES ORGANISED TO THE MATRIX

- The vertical axis represents themes connected to environment and people
- The horizontal axis indicates themes from static to dynamic situations.



FOUR THEMES



1. US AND THEM

US / THEM	SOLITUDE/ COMPANY
VISIBILITY/ OBSTACLE	EXPECTED/ UNEXPECTE

Limited access with key
card: safe



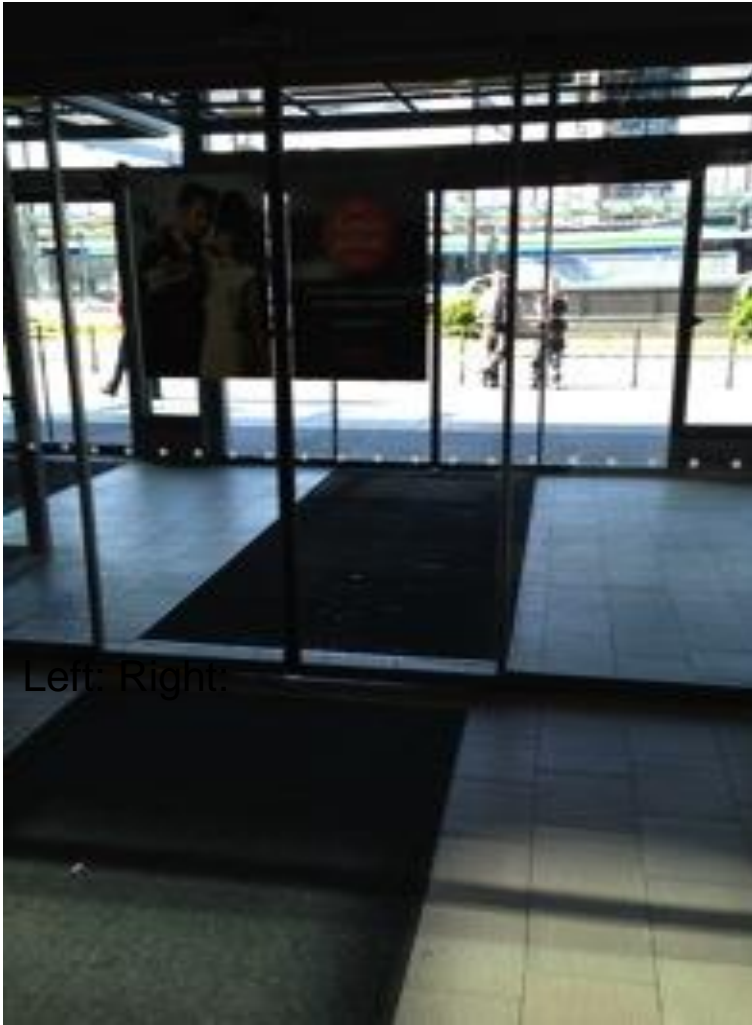
Complicated elevator
excludes the user: unsafe



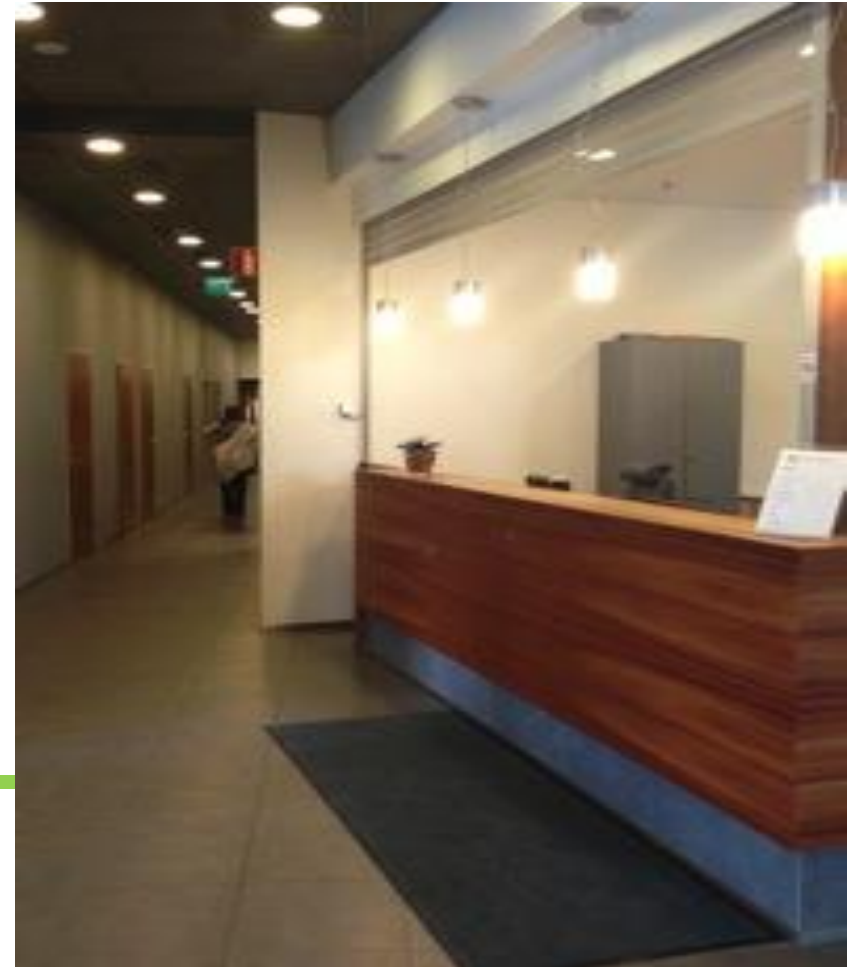
2. SOLITUDE / COMPANY

US / THEM	SOLITUDE/ COMPANY
VISIBILITY/ OBSTACLE	EXPECTED/ UNEXPECTE

Guards outside, safe



No one in reception, unexpected, unsafe



Left: Right:

3. EXPECTED / UNEXPECTED

US / THEM	SOLITUDE/ COMPANY
VISIBILITY/ OBSTACLE	EXPECTED/ UNEXPECTE

Taken care of and the same, safe



Not used, dangerous, change, unsafe



4. VISIBILITY / OBSTACLES

US / THEM	SOLITUDE/ COMPANY
VISIBILITY / OBSTACLE	EXPECTED / UNEXPECTE

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>