



## The aim of research

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

Framework: 6T-model of experience of place

The area: Pinnaukt in Helsinki, Finland



## Research question

How can an experience-based usability framework, which was developed by combining service and experience design tests and methods in users' experiences, be applied in the research of urban areas?



## 6T model



## Research data



## Results

What works for users in Pinnaukt?

- Strong identity to be recognized, shared and supported
- The informal atmosphere
- The freedom to adapt and find creative solutions for connecting with tasks



## Conclusions

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





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

Sari Tähtinen  
Inka Kojo,  
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# The aim of research

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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



**Aalto University**

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# Research question

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How can an experience-based usability framework, which was developed by combining service and experience design tools and methods to assess users' experiences, be applied in the research of urban areas?

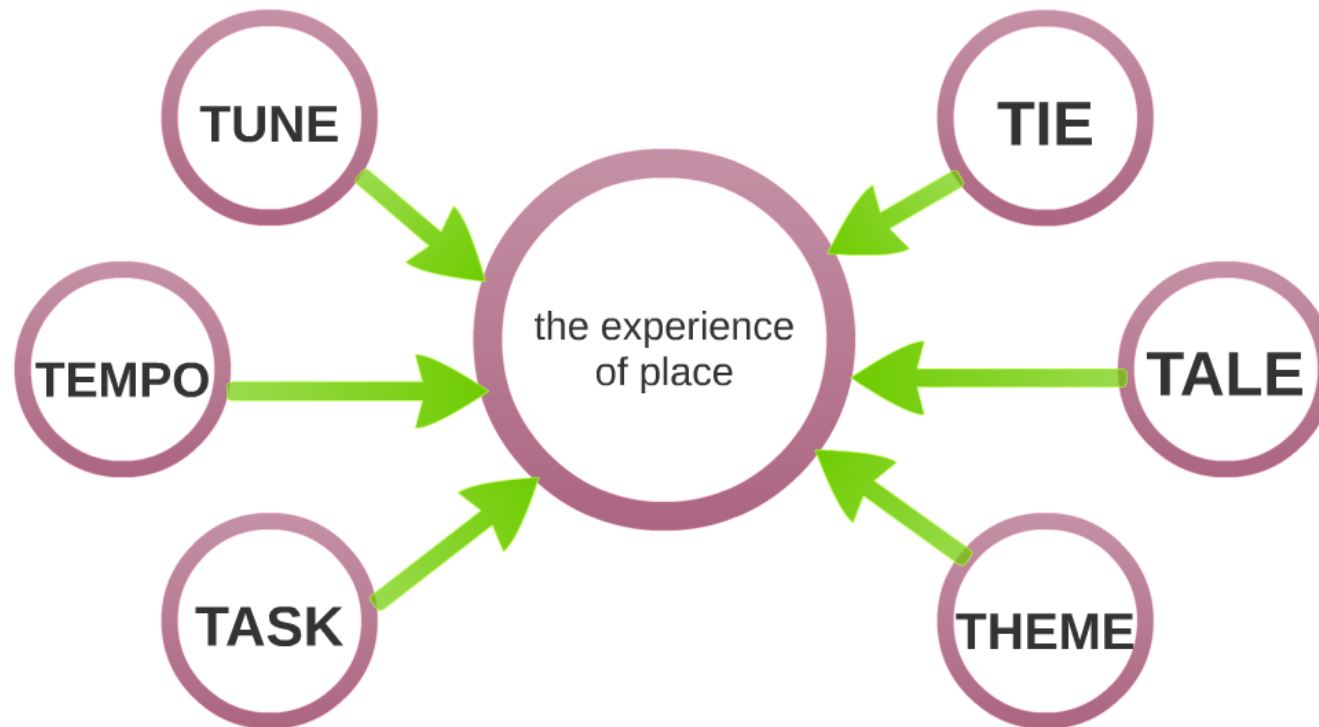


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# 6T-model

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# Research data

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## 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

6T



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# Results

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# Tempo

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

# Task

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

# Tale

- rebel area
- diversity
- rough



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# Results

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- Strong identity to be recognised, shared and supported
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# Conclusions

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- 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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