

IMPROVING QUALITY OF LIFE THROUGH

# PARK VISITS

DMGT FINAL PROJECT

Travis Watkins | Spring 2019 | DMGT 748-OL



# ABSTRACT

With entertainment readily available at our fingertips and work becoming more and more desk oriented, much of the world's population is finding themselves living a more sedentary lifestyle. This is leading to an increase in health issues related to non-communicable diseases, such as obesity, heart disease, and depression. To combat this, health professionals are urging people to make time in their busy days to get outdoors and exercise on a regular basis. Public neighborhood parks seem to be the perfect solution. So why aren't more people utilizing their neighborhood parks? The problem is that public park spaces were designed in a time period when entertainment was not so convenient, homes were not climate controlled, and leisure time was spent taking strolls through neighborhoods instead of socializing through smart phones.

The purpose of this study is to explore concepts for new physical activity experiences using outdoor spaces that will appeal to changing communities whose behaviors are influenced by new technological experiences. Over the course of a 10 week course, design management methods were used to research and design a prototype that presents a unique solution to this problem.

The final design, called Quest Park, is an immersive entertainment experience combined with exercise in the physical world. It consists of a physical park environment with interactive locations and a mobile app that guides the user through the environment using storytelling activators, which engages them in physical activities. This new design supports the user to change and adapt to a new healthy physical activity lifestyle, by embracing their desire for entertainment escape through technology, thus improving their quality of life.

# DESIGN MANAGEMENT

**design management**  
[de▪sign, man▪age▪ment]

: the method for fostering a culture of innovation.  
Design Management bridges the gap between business and design utilizing strategy, planning, and management tools to maintain an efficient business environment that supports a culture of creativity.



Figure 1. DMGT Definition Diagram.  
Travis Watkins' image.

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# PROJECT FRAMING

# PROJECT FRAMING

## SUBJECT OF STUDY

The subject of my study are neighborhood parks and people who infrequently visit them.



## PROBLEM STATEMENT

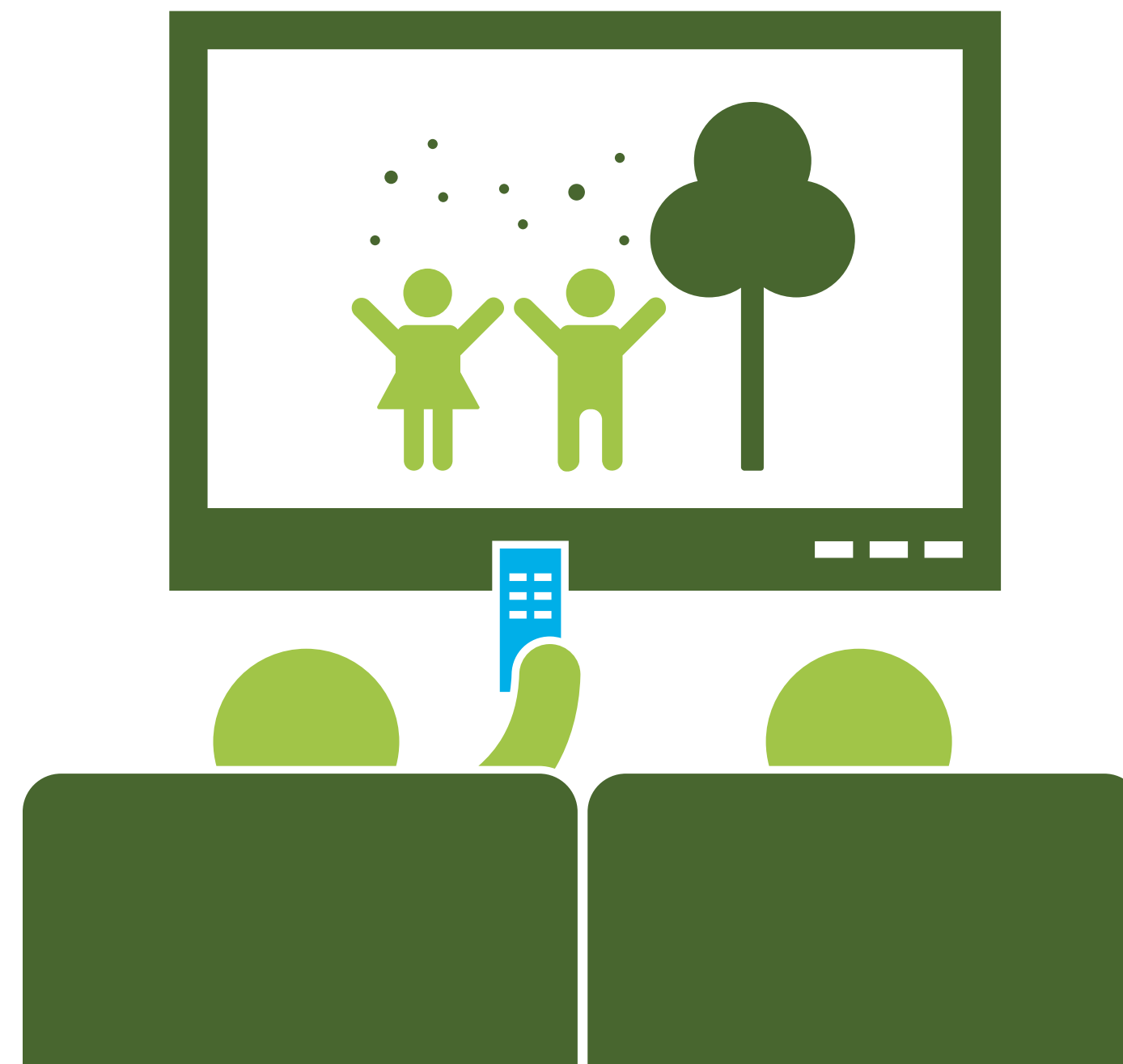
People who engage in regular physical activity receive a wide range of health benefits that include lowering their risk of heart disease, hypertension, diabetes, and various forms of cancer, as well as providing them with positive benefits to their mental health and aiding them in maintaining a healthy weight. Using this strong link between physical activity and the overwhelming health benefits associated with it, the World Health Organization made it one of their goals to reduce insufficient physical activity by 10% in the year 2025 (Guthold, Stevens, Riley, Bull, 2018).

Despite wide awareness of the negative effects of sedentary lifestyles and the known benefits of physical activity, the twin plagues of physical inactivity and obesity continue to thrive (Sherer, 2006). With entertainment readily available at our finger tips, we are spending prolonged amounts of time in front of screens instead of participating in regular physical activities. This low physical activity partnered with prolonged screen time is having negative effects on health-related quality of life for many people (Motamed-Goji, Qorbani, Nikkho, Asadi, Motlagh, Safari, Arefirad, Asayesh, Mohammadi, Mansourian, Kelishadi, 2019).

When people make use of their neighborhood parks, they increase their frequency of physical activity. Studies have also shown that exposure to nature and greenery improves both physical and psychological health. Parks provide visitors with socialization opportunities and engagement with the community (Gies, 2006). All of this makes neighborhood parks the ideal places for people to get out and move their bodies, refresh their brains, and improve their health-related quality of life.

The problem is that most neighborhood parks were designed and created when living spaces were not climate controlled and entertainment experiences required walking out of one's door to see what was happening in the neighborhood. Personal computing was still just a concept, and the general population was performing regular physical activity as part of their daily existence. Thus, many neighborhood park spaces remain relics of another time, with the emphasis placed on leisure rather than health and activity. In addition, neighborhood parks are less appealing to certain demographics, due in part to lack of targeted programs and services and/or perception of safety and cleanliness. It can also be hard for people to ignore the allure of entertainment experiences that take place inside comfortable, climate controlled indoor spaces (Cohen, Han, Nagel, Harnik, McKenzie, Evenson, Marsh, Williamson, Vaughan, Katta, 2016).

# TARGET AUDIENCE



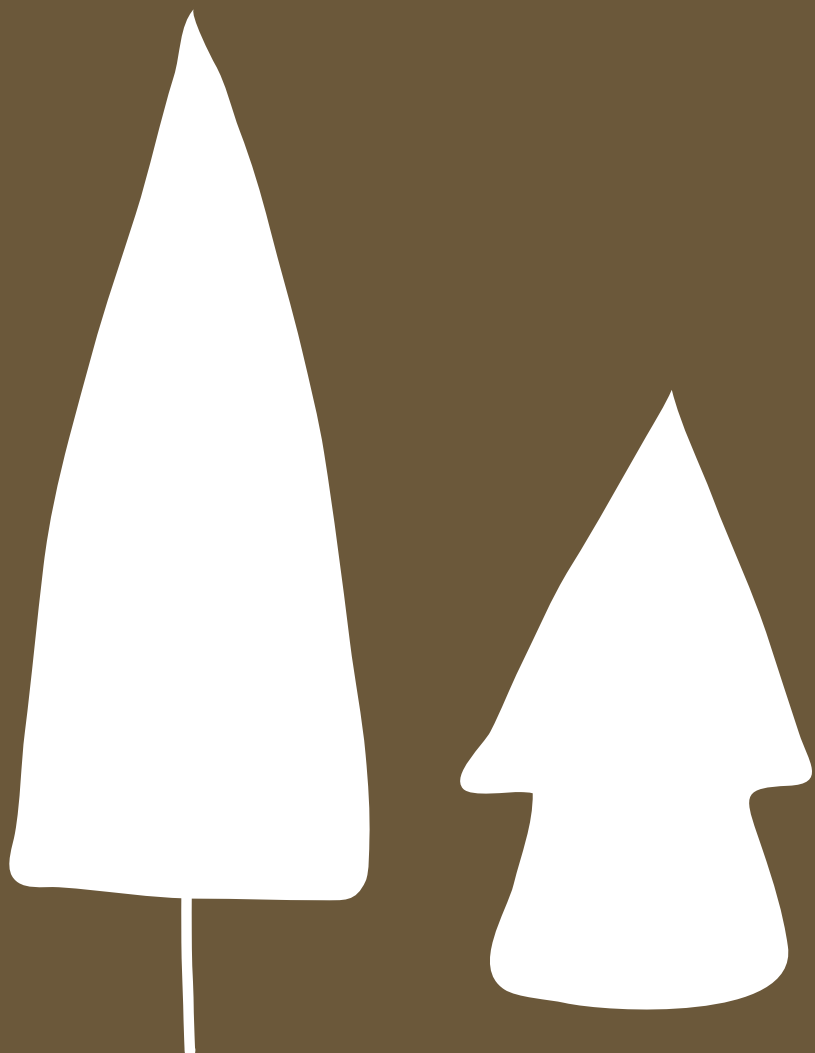
## INFREQUENT PARK VISITORS

The target audience for this project are infrequent park visitors who routinely participate in sedentary leisure and work activities.

# SCOPE OF PROJECT

## PURPOSE OF PROJECT

The purpose of this project is to identify and develop opportunities for attracting infrequent visitors to parks so that they may experience the health, social, and environmental benefits of the park setting.



## CONTEXT

Public neighborhood parks, the people that do and do not visit the parks, the types of activities that interest non-park goers, why these activities interest them and the ways park experiences are created and shared.

## CONTENT

The culture and dynamics of neighborhood parks regarding visitor experience, visitor behaviors, and visitor interests will be studied in order to understand the forces that influence the environment and experience. Insights from park officials as well as themed entertainment professionals will also be included.

## SUBJECTS

Neighborhood Parks, with a focus of the activities within the parks and the influencing factors that motivate people to visit the parks or cause them to be avoided.

## LOCATION

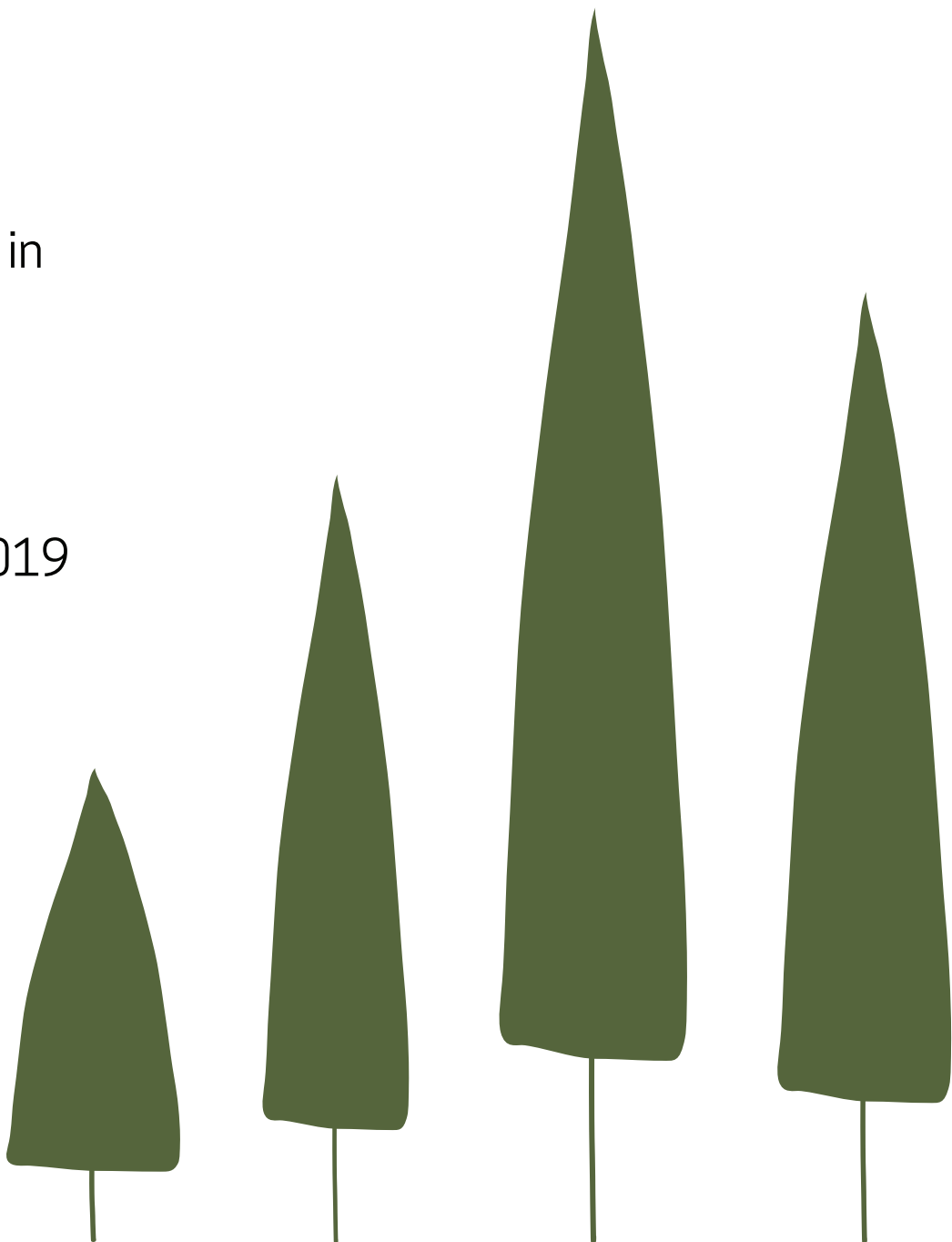
This study will be conducted in Fort Worth, Texas.

## TIMELINE

March 25, 2019 - May 29, 2019

## DELIMITATIONS

This study will not consider financing, budgeting concerns, politics, or issues related to city infrastructure or zoning.





# PROJECT POSITIONING



# OBJECTIVES

Define the **opportunity statement**.

Conduct **analysis of competitors**.

**Summarize insights** from competitor analysis.

# OPPORTUNITY STATEMENT

There is an opportunity to use design management methods to reveal strategies for attracting infrequent park visitors who lead sedentary lifestyles to parks. Increasing park visits has the potential to improve the physical and mental health of visitors.

# COMPETITOR ANALYSIS

## 2X2

For my research into public parks I examined the most popular city parks in the United States. I identified the competition as follows:

- Central Park, New York City
- National Mall & Memorial Park, Washington D.C.
- Lincoln Park, Chicago
- Mission Bay Park, San Diego
- Forest Park, St. Louis
- Golden Gate Park, San Francisco
- Griffith Park, Los Angeles
- Fair Park, Dallas
- Chain of Lakes Regional Park, Minneapolis
- Hermann Park, Houston

Using the 2x2 Axis I was able to identify where the competition stands from a yearly visitation popularity standpoint compared to the population of the city in which it is located. This helps to identify the parks that have a draw beyond the regular park visitors and have appeal more to the irregular park ones.

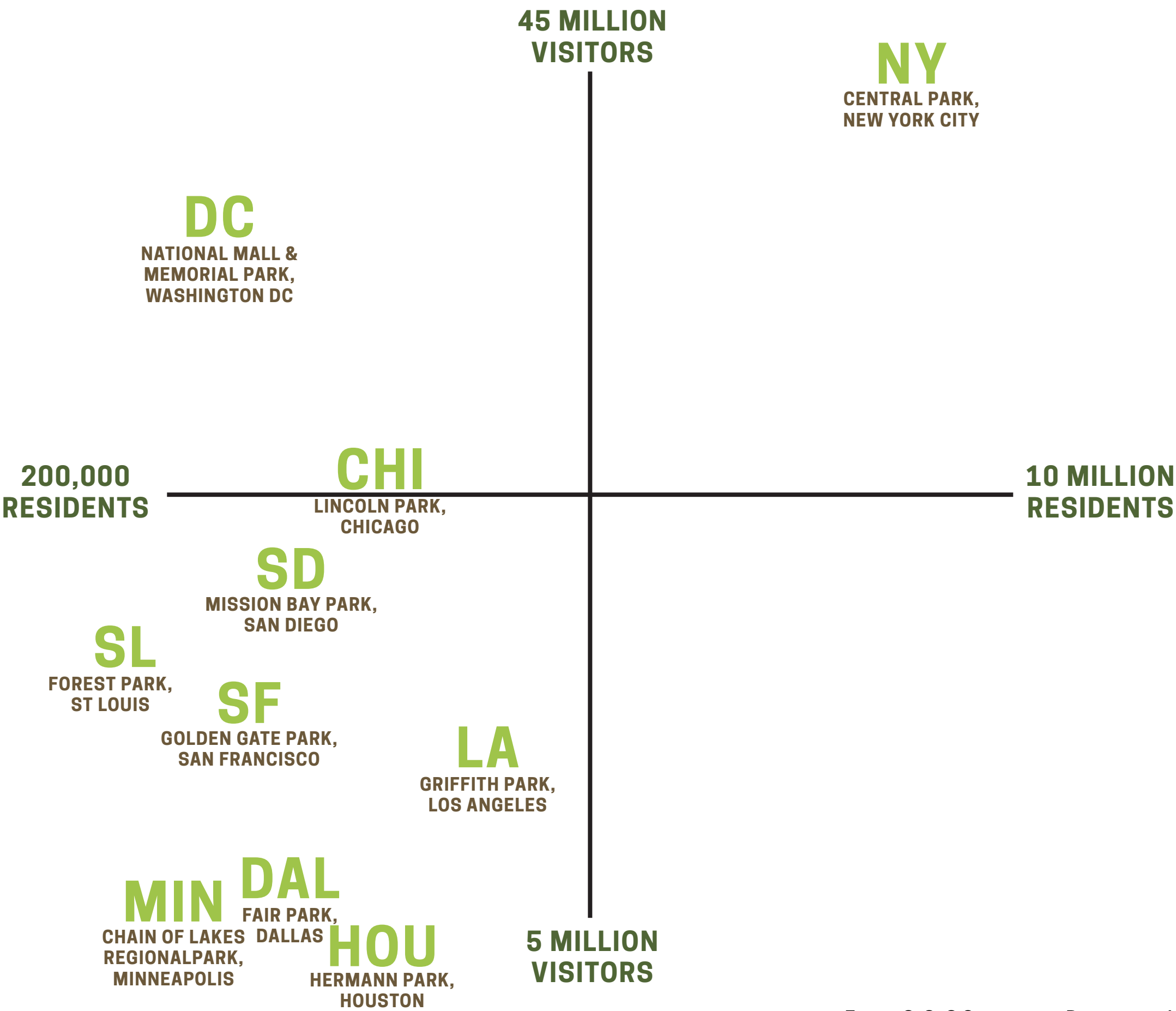


Figure 2. 2x2 Competitor Positioning Map. Travis Watkins' image.



# COMPETITOR ANALYSIS



## DIFFERENT & GOOD

By charting the competition from a Different & Good perspective, I was able to identify the competitors who have been able to differentiate themselves from the other popular parks in the U.S. The judgement criteria was based on location, amenities, regular events and activities, and special events.



Figure 3. Different Good Competitor Map. Travis Watkins' image.



# COMPETITOR ANALYSIS



## ANALYSIS

Park environments mean a great deal to the communities they serve. They provide a place for people to escape from the concrete jungle of the city and connect with nature. They provide places for people to move and play. Studies have shown that parks provide pollution abatement and cooling as well as play a part in reducing crime and strengthen the their surrounding communities (Sherer, 2006). Using SWOT analysis, I examined the park environment through contextual inquiry.

- Strengths** | What are the strength of the parks that make them successful?
- Weaknesses** | What are the characteristics of the parks that place them at a disadvantage?
- Opportunities** | Where are the opportunities for continued success and growth moving forward?
- Threats** | What would threaten the business model of these parks?



Figure 4. SWOT Analysis Competitor Map. Travis Watkins' image.



# PARK RESEARCH FINDINGS

## SUMMARY OF FINDINGS

City parks share a traditional structure that is rooted in European park design. The use of natural surroundings, paths that wander through green spaces, and spaces for active play are all intuitive elements that a person pictures when imagining a park environment. As community changes, so must the parks to meet the needs of those it serves. Parks are operated by the city using funds from taxes, private donations, and special interest groups. Those groups all have a say in the development of the parks, which makes it a challenge to balance all the needs of the various groups. Even though most people visit parks often as children, as people age the tend to visit parks infrequently unless they have a family.

## DETAILED FINDINGS



Most parks follow a **traditional design** of a leisure park setting. This is rooted in European tradition of quietly admiring natural scenery while strolling through gardens and open fields.



As a **community changes**, so must the parks. When a new park is to be built, the city meets with the community to discuss their needs. If a community is mostly young families, the park will mostly cater to young children. As the community ages, many parks need to be updated to meet the needs of a maturing community.



Parks are **operated by the city** and funded through tax payer dollars, private donors, and various interest groups. All of these groups and the communities that a park is located has a say in how a park is functions, the activities that take place in the park, if a park can be changed, and if and event can take place in the park space.



Even though most people visit parks often as children, at some point those that do not have children start to associate parks as being designated **only for families** unless they have a specific activity that brings them in like a festival or a farmers market.





# **RESEARCH ACTIVITIES & SYNTHESIS**

# OBJECTIVES

Establish a **research methodology** for this project.

Establish the **research activities** that will take place during this project.

Provide **insights from the research activities**.

Develop **data maps** from insights and research activities.

Provide a **summary** of the research findings.

# RESEARCH METHODOLOGY

## METHODOLOGY

This study will utilize contextual research methods to collect relevant qualitative data from books, journals, reports, blogs, digital videos, and social media.

Primary research will be conducted through interviews, surveys, and observations in order to collect insights and pain points.

The point of the research is to gather data about neighborhood park environments, activities, trends, and challenges to understand the influencing factors of neighborhood park visits and the surrounding community members who choose whether to visit or not.

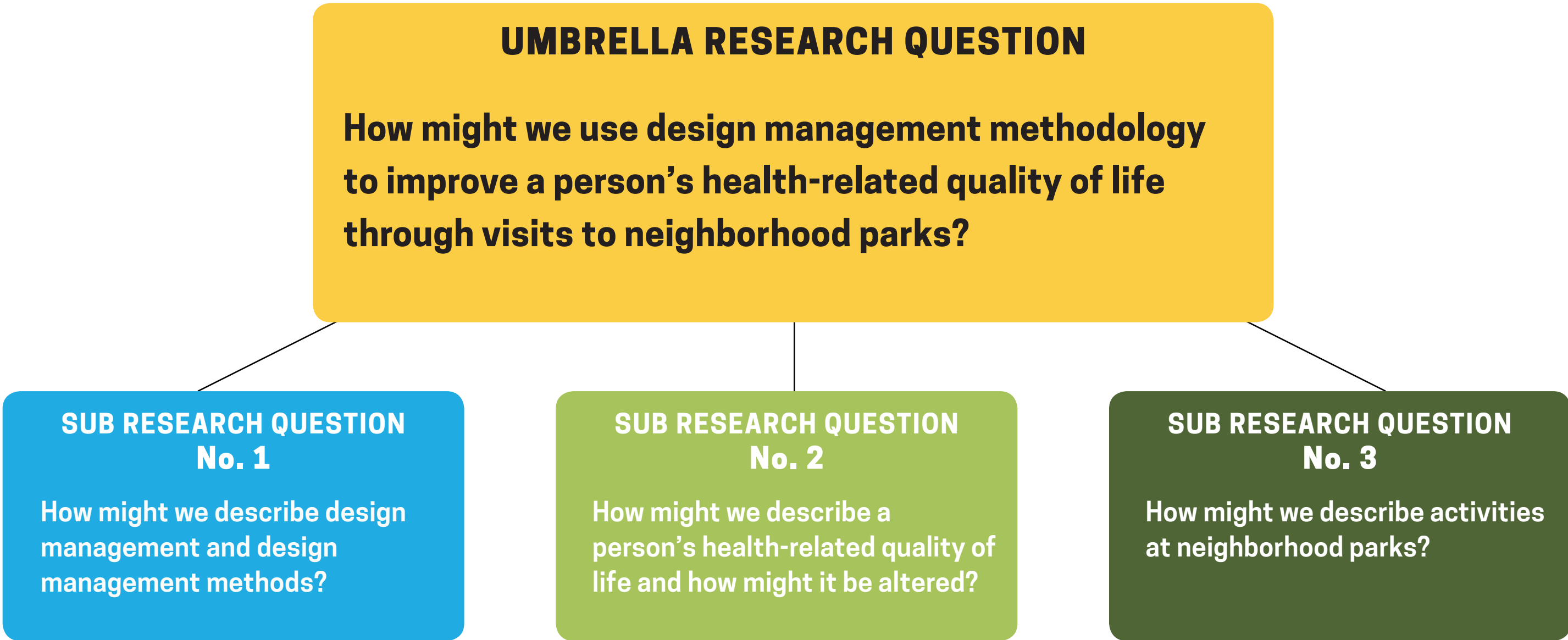
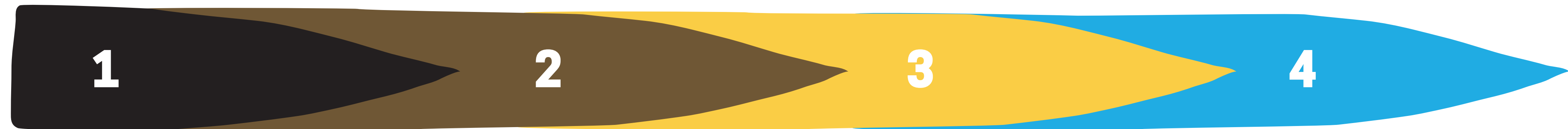


Figure 5. Research Questions.Travis Watkins' image.

# RESEARCH ACTIVITIES



## DATA COLLECTION

Data will be collected using contextual inquiry. Secondary data will be collected from books, studies, reports, journals, and popular media sources.

Primary data will be collected through interviews with park officials, health experts, theme park designers, technology developers, park visitors, and non-park goers.

An online survey will be created and distributed using Google Forms and social networks. This survey will target park visitors and those who avoid parks.

## DATA PROCESSING

Interviews will be transcribed, visual materials will be catalogued, and field notes will be typed up. A working wall will be created out the secondary data and the processed materials from my primary research (Creswell, 2014).

The data will then be read and looked through for a sense of what is there and for reflection on the general meaning. To validate the data and to create a clear picture of the emerging themes I will cross-reference the information using triangulation (Creswell, 2014).

The data will then be processed by coding it into chunks and labeling them with descriptive terms that communicate the themes of the chunks. (Creswell, 2014).

## DATA ANALYSIS

The chunks on the working wall will then be organized and catagorized into clusters in order to identify single instances and occurring patterns. These clusters will help identify meaningful areas to focus on.

The data will then be examined for context, consistancy, contradictions, and underlaying meanings as they relate to this study, and interpreted for insights to aid in the synthesis process.

## DATA SYNTHESIS

The data learned from the analysis will be used to form models such as user personas, empathy maps, journey maps, affinity diagram, creative matrix, and a value proposition canvas. Insights gained from these models will inform the design of a framework for new types of park activities.

The synthesis will tell the story of my research by informing the reader of my process, and discoveries. This will be done through an introduction of the project, explaining what were my data gathering methods, analyzing the data that was collected, discussing what was learned from the data, and finally concluding with what the next steps will be.





## INTERVIEW INSIGHTS

Interviews were conducted with **3 busy adults**, **2 public park professionals**, **2 health care professionals**, and **5 themed entertainment professionals**.

Through these interviews, I was able to gain a better understanding of the park environment, the motivating factors for visiting various types of park environments, and reasons why some might prioritize sedentary entertainment over physical activity. These insights helped to inform the personas, empathy maps, and user journey map.

# INTERVIEW INSIGHTS

## ESCAPE - Quotes from interviews relating to escapism.

**“My favorite thing is dreaming, and my least favorite thing is reality.”**

**“They are just tired. And they are busy and overwhelmed with everything else that it just isn’t up on their priority list.** They choose rest over exercise. People’s jobs, providing for their families, taking care of their kids, other fun things that they like that maybe not as hard and taxing.”

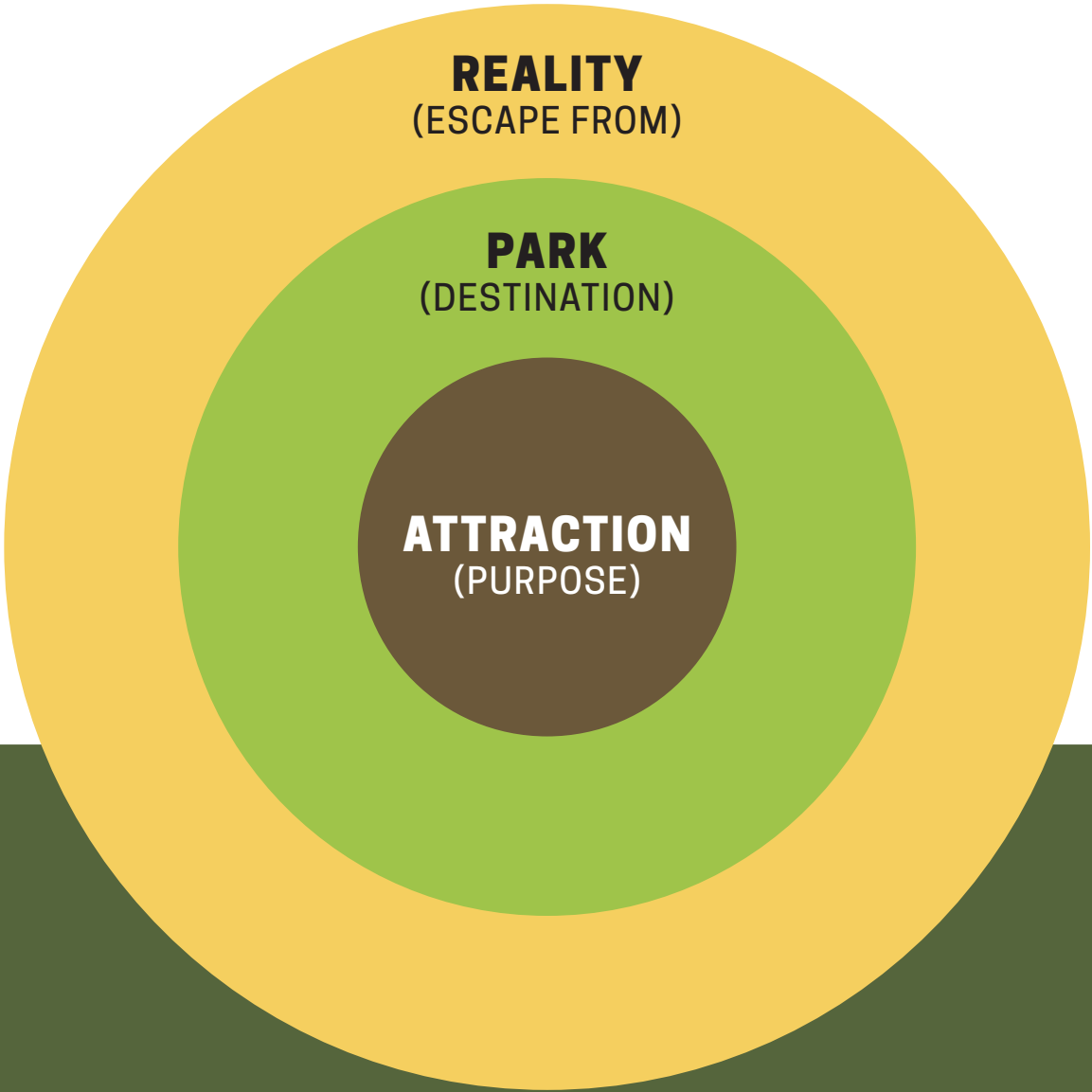
**“I use Reddit, Netflix, and games as distractions from my work.** I may get stressed out from these things. But my stress level from work might come down because I was distracted.”

**“I can go outside and take a walk in the park. Or I can go relax and watch 4 hours of Netflix.”**

**“Its looking for distraction. In situations where they can’t physically get away, distractions will do. Phones provide immediate distraction that is perceived as escape.** But it’s only really distraction. It doesn’t relax me. It doesn’t release me or sustain me. It just distracts me.”

**“Everyone is just trying to make it and make ends meet. I think if you are not doing really well, exercise and being outside is probably lower on your priority list.** If you are really well off and you have a lot of money, then maybe getting a gym membership or a personal trainer and you’re gonna exercise. But I think for the general public, being outside is getting lower and lower on the list.”

**“What draws a lot of people to theme parks is the entertainment and the escapism from their day to day life. Having a purpose to go there to get on a certain ride, or to experience something new and different would be an asset to the park. Having that since of purpose, a reason for being there.”**



**AHA!**

People want to be distracted from their day to day. If they go somewhere, they like to have a purpose and a since of intuitive comfort (familiarity) with what they are doing. Something new could be uncomfortable and stressful, and not enough of an escape from their day to day.

Figure 6. Interview Insights regarding Escape. Travis Watkins’ image.

# INTERVIEW INSIGHTS

## IMMERSION - Quotes from interviews relating to immersion.

**“The experience has to be engaging. You have to tell a good story. Every single attraction should have its own story, but so should the park as a whole.”**

**“If you can make a really immersive environment, and just get in the mindset that this is a storytelling experience. Let the guests take out of it as much as they want to.** Some people are there because they just want to ride the roller coaster and they don’t care about the story. But then there is the other side that I think is much more prevalent, that do care. Its about catering to a wide variety of guests.”

**“Being immersed in a different world than the one you live in, when you do it really well, it’s transformative for people. It really affects their life in ways that are far more powerful than the designers could ever imagine.”**

**“We focus a lot on the scenic aspects of an environment. We focus on all the senses.** We don’t just focus on what you see or hear, we make sure to add scent to experiences. We spray people with liquids or air. If you do it well, they feel like they have stepped into a different world. ”

**“Something that takes a story and takes something that is familiar with all of these people and brings all these people to this place where they can celebrate something that they love in a physical tangible place.** Like Pokemon Go, they may all be strangers from different backgrounds, different social economic levels. But they all are sharing this common goal, this common experience together is something very unique.”

**“A nature park close by my house has a health point trail that has activations along the way that encourages you and explains to you different exercises to do. Good natural parks and theme parks both have those activators or engaging moments throughout and are critical.”**

**“I almost wonder as a culture if we as a people even understand what to do in an open space anymore?** I’m thinking about my own children, if I took them to a park that was just grass. I don’t know if they would know what to do for more than 15 minutes to entertain themselves.”

**“The whole world is a stage now. Let people experience different parts of the story in different places. Let them encounter it one place, then let them take another part home with them so they can digest it on their own terms.”**

**AHA!**

Story is key, it motivates the experience. It helps to immerse the audience and allows for them to escape. Creating activators that engages the audience with the environment is critical to the experience. It helps people understand what they are supposed to do and draws them in.

Figure 7. Interview Insights regarding Immersion.  
Travis Watkins’ image.

# INTERVIEW INSIGHTS

## EXPLORATION - Quotes from interviews relating to exploration.

**“There is a series of things you have to get to and find.** There is a hedge maze and ruins of a castle. And the castle isn’t much of anything, its just some stacked rocks for the most part. **But they are destinations that you can see from miles away, and you have to get to them. Its almost like the actions and discoveries you find along the way is what make it so compelling and cool. It provides focus for the place. It has an organizing principle to it. I think that makes sense to peoples’ brains.** They just intuitively can understand how to navigate it. I think when people don’t know how to navigate things, it’s easier to not go there.”

“My kids like hiking in beautiful places like Sedona, but I can’t get them to go hiking around here.”

“You need things to draw you in. Its that anchor. The best parks, and the ones that people are drawn to have activators. Things that engage you be it physically, mentally, emotionally.”

**“I love the more remote, out of the way parks. Where there is a bigger disconnect from the modern world.** The distance is often very refreshing for me. It's hard to get that distance in city parks. With the proximity and saturation of other people and buildings encroaching on it.”

**“If I had to sum up my favorite park in one sentence it would be... I haven’t found the end of it yet.”**

**“It was all about exploration. At one point the trail just kind of ran out, and the only way you could progress down the park was to jump across these huge rocks that were in the water, and you had to, just, like, jump around in this huge stream.** I don’t really know how it happened, but it was very convenient because there were just enough rocks that you could always just keep progressing forward. But, you eventually got to this huge waterfall system.”

**“Central icons are very prevalent and very effective. It’s a way of grabbing the guests’ attention immediately and having them walk towards it.** They won’t even, really, consciously say: oh, I need to walk towards that thing; they just will.”

**AHA!**

The feeling of journey and exploration is a strong motivator. It contributes to the feeling of escaping the day to day. Having central icons to walk towards and visit are motivating factors for exploration.

Figure 8. Interview Insights regarding Exploration. Travis Watkins’ image.



# INTERVIEW INSIGHTS

## MOTIVATION - Quotes from interviews relating to motivation.

**“Entertainment is often a really strong catalyst for getting people to do something they aren’t used to doing.”**

“Secret of the Medallion Hunt in Minnesota. My brother-in-law does it every year and essentially **the city puts on an interactive treasure hunt. Where there’s clues hidden in the city newspaper, and somewhere in one of the parks is this medallion, and you win a cash prize.** I think you have to pay an entry fee to be a part of it. So the park makes money , it’s super fun, and everybody is just running around like lunatics having a great time.”

**“I think we are so inundated with bad news, that scare tactics don’t work so well on us anymore.** So if we are told that we need to move or else we might have health problems, it doesn’t exactly scare us into action.”

**“People like to congregate with people who share their interests.** If they know that those around them share their interest, then it makes it easy to connect with each other and socialize. They share common interests and goals.”

**“A lot of people have a situation that gets their attention or helps them reevaluate their effort and what they are doing,** so that often would impact that prioritization and where they put being outside and exercising.”

“Cook Children’s offers a program called Vitality Health. **Its offers incentives with the ability to earn points by being active.** You can get gift card rewards with the points, discounts on fitness trackers to keep track of your steps. And you get to play a really cool game which is my favorite part that starts the first of every month.”

“I’ll probably end up going again in a few years when I have kids. I imagine there’s this resurgence. Right now, where I am in my life, I don’t have time. We have so much going on, but when you get older and you have a family of your own, then it comes back. **Because you want to make sure that your kids are spending time outside, and the things that helped you become who you are, you want to try to instill in them.**”

**“To me its about getting out and being a part of something that I couldn’t have if I stayed inside.”**

“Its one thing to sit and watch a movie at home on your couch than to go to a movie theater where there’s other people reacting. Compare that to a live theater where not only is the audience reacting, but the performers are part of that interaction as well. **So having a bigger shared experience can really elevate that experience.”**

**“What about an activator that notifies a person when they are in a vicinity of an encounter. It prompts them into the experience.”**

**AHA!** Entertainment and gaming experiences are strong enablers of escaping reality for awhile. When they are motivated with rewards, it could be used to help create new habits. Children are also a motivating factor. Parents often neglect themselves and put their kids first. What if they could do the activities as a family?

Figure 9. Interview Insights regarding Motivation.  
Travis Watkins’ image.



# INTERVIEW INSIGHTS

## CO-CREATION - Quotes from interviews relating to co-creation.

“The way we are trying to reach out and connect with those on screens and social media is through iNaturalist.org. Its often referred to as Facebook for nature nerds. Its a teaching tool. **People can take photos of things in their environment and post them on this network and people from around the world will help you identify what it is.**”

“**They need to be updated so that they can be a little bit more relevant in terms of technology;** maybe make those plaques interactive or have some games available.”

“**I donated to have the local park resurface the tennis courts. Now there is a brick with my girls’ name on it and I have a personal attachment to it.** Maybe my girls will look at it and think “my father did it for us so we could get out and play in the world.”

“**How does a park compete with a phone when its such a convenient distraction?** Parks are battling convenience.”

“**You don’t know how to appeal to the generation thats coming up now, because you cannot fight their obsession with technology.** Its a losing battle and you’re never going to win it. **You have to figure out a way to use technology to bring to life physical outdoor environments.** Whether they be parks, national monuments, and museums or in-door environments particularly using the technology they hold in their hand to make this relevant to their lives.”

“Apathy. Not on the part of my myself or my staff. But on the part public. Here we sit on the metroplex of about 6 million people, in a 16 county north Texas region. And we have only 60,000 visitors. Part of it is geography and such, and I understand that. **But most of it is apathy. Lack of concern for the natural world.** Which is the type of park we have. Of our 60,000, we do have a lot of people who are very aware of the type of screen and physical activity problems. And visiting our park is a way of combating that.”

AHA!

Emerging technology should be embraced, allowing for people to a part of the creation of their experience and giving them the opportunity to personalize it for themselves. This can create and sense of ownership and investment in the experience, turning passive consumers to cultural participants (Simon, 2010).

Figure 10. Interview Insights regarding Co-Creation. Travis Watkins’ image.

# INTERVIEW INSIGHTS

## VARIETY - Quotes from interviews relating to variety

**“The ideal park has a combination of a passive space and an active space. They need to be easily accessible to the community and meets their needs.** And that can be difficult. When you have communities that are newer, you may have families with smaller kids. So their playground equipment will be more geared to 7-8 year olds, or 10 to 12 year olds. But when they get older they don’t want to play in the playground, they want a basketball court. **So how do you meet the needs of a growing community? What is valid today for that community, in 10 years it may be totally out of date. Because the community has turned over, or the community is very stable and everybody is just aging.”**

**“Look at food and wine in the flower gardens. We went to Epcot, we walked around the World Showcase and ate and drank. That’s all we did, no shows, no rides. Festival mindset is super popular. Food trucks are big draws.”**

**“Park preference depends on your stage of life.** I used to go to a park with my kids with a playground, but now that we have gotten older we go to the more nature parks with trails. Where I can be with nature and have peace and quiet.”

**“A local park near by where I used to live, it was the sad park that a lot of people didn’t visit. But then they started doing events that would draw new guests there. They would do movie nights, have food truck nights. Having a variable offering that has a wide appeal, and may not be something that people haven’t experience a lot. But could grab people who were not just interested in nature, playing on a playground or have physical activity. But they wanted to hear live music, try new foods. They wanted to get together as a community to share an experience.”**

**“My girls pick parks by amenities. They are driven by the experience.** They usually choose between the “little park”, the “big park”, and the “wooden park”. These parks are named this based on the types of playgrounds they have at them. The wooden park is called that because the play structures are made of wood.”

**“Weekly events seem to have a huge impact on attendance. I will say that I’ve been to more parks recently because of something going on...a chili cook-off or a farmer’s market or something.** I’ve been to parks because of that, but not in the same way that I used to go to parks when I was a kid. I wasn’t there to play around, I was there to look at stuff and hang out.”

**AHA!**

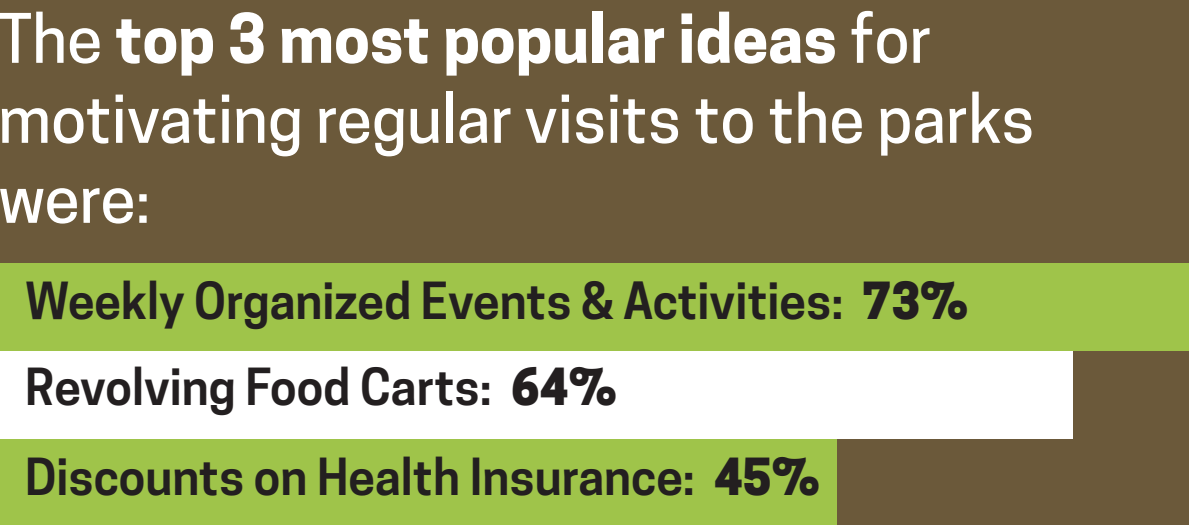
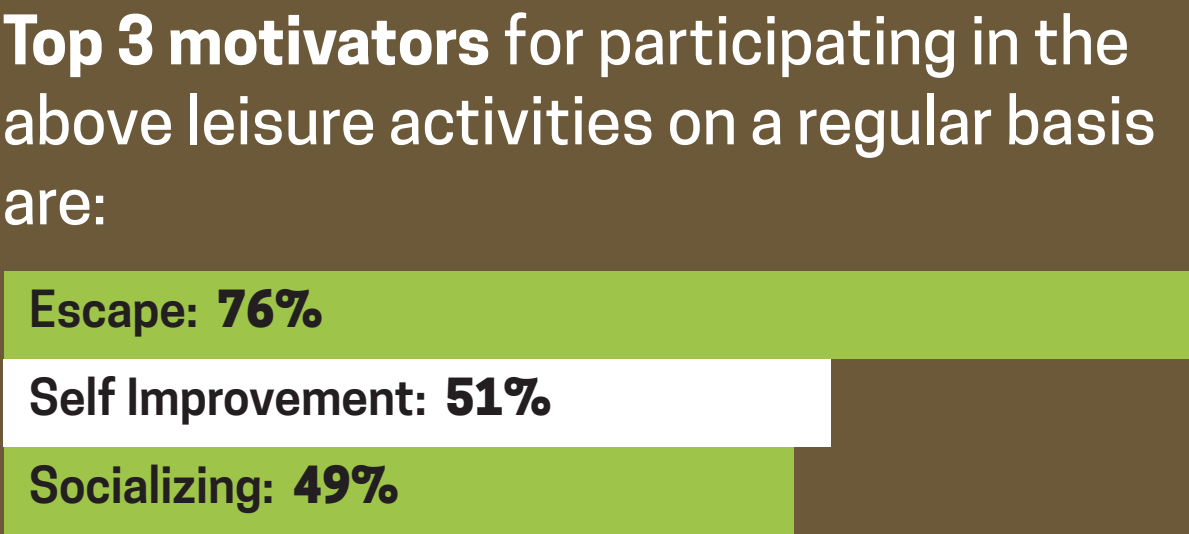
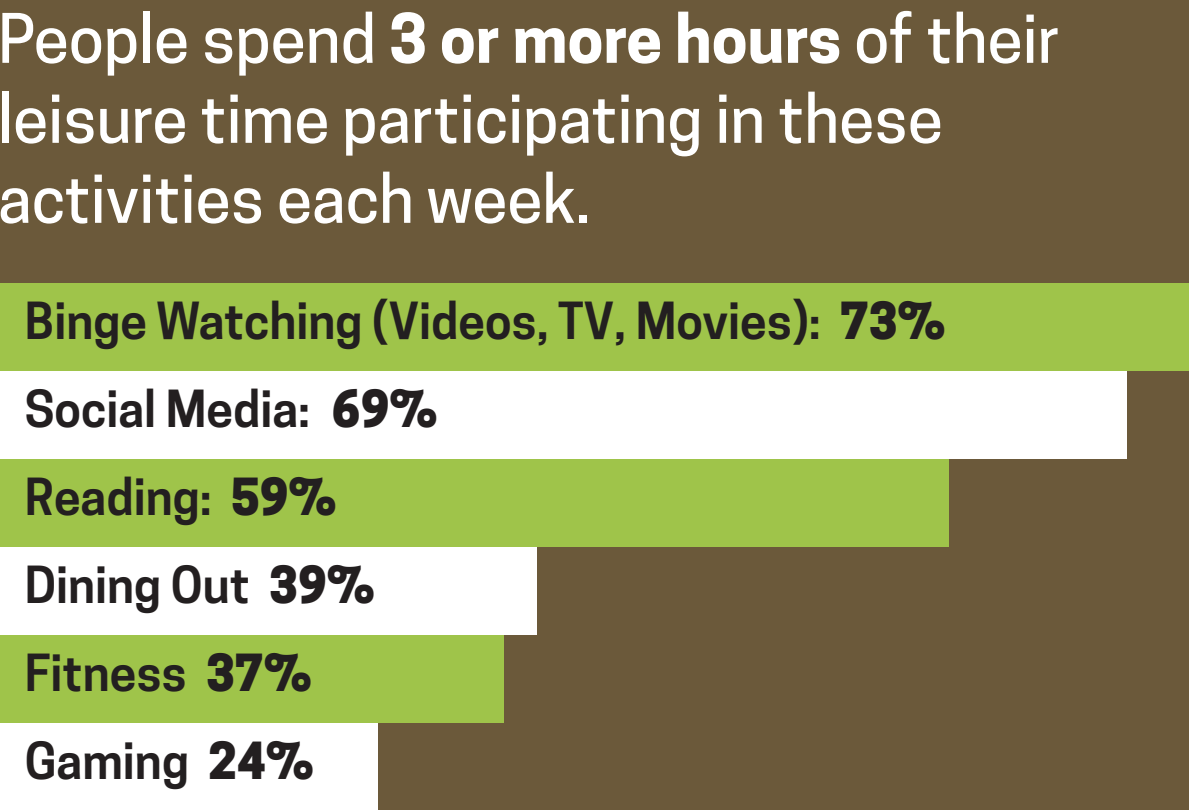
People like variety and choices no matter what age they are. But updates to parks come at a cost. If we were able to refresh a park from time to time in a cost effective way it could increase interest and visitation yet still remain affordable to the city.

Figure 11. Interview Insights regarding Variety.  
Travis Watkins’ image.

# SURVEY INSIGHTS

Extracted from 49 anonymous, online responses

62% of infrequent park visitors selected **X I DO NOT HAVE ENOUGH TIME** as the reason for **not** visiting a park.



## KEY INSIGHT

People say they do to not have enough time to visit a park, yet they spend 3 or more hours a week on sedentary leisure activities. This insight along with **escape** being a more popular motivator than **self improvement** suggests that the ease and convenience of escaping through sedentary leisure activities is a stronger motivator than health concerns. This correlates with the most popular ideas weekly organized events and activities such as performing arts entertainment and revolving food carts being the most popular motivating ideas for increasing regular park visits.

**AHA!** There needs to be a compromise of physical activity and entertainment that has a minimal amount of friction for enabling people to escape into an experience that is not thought of as being physical activity.

Figure 12. Survey Insights. Travis Watkins' image.



# MIND MAP

Generated from intevew observations and research findings

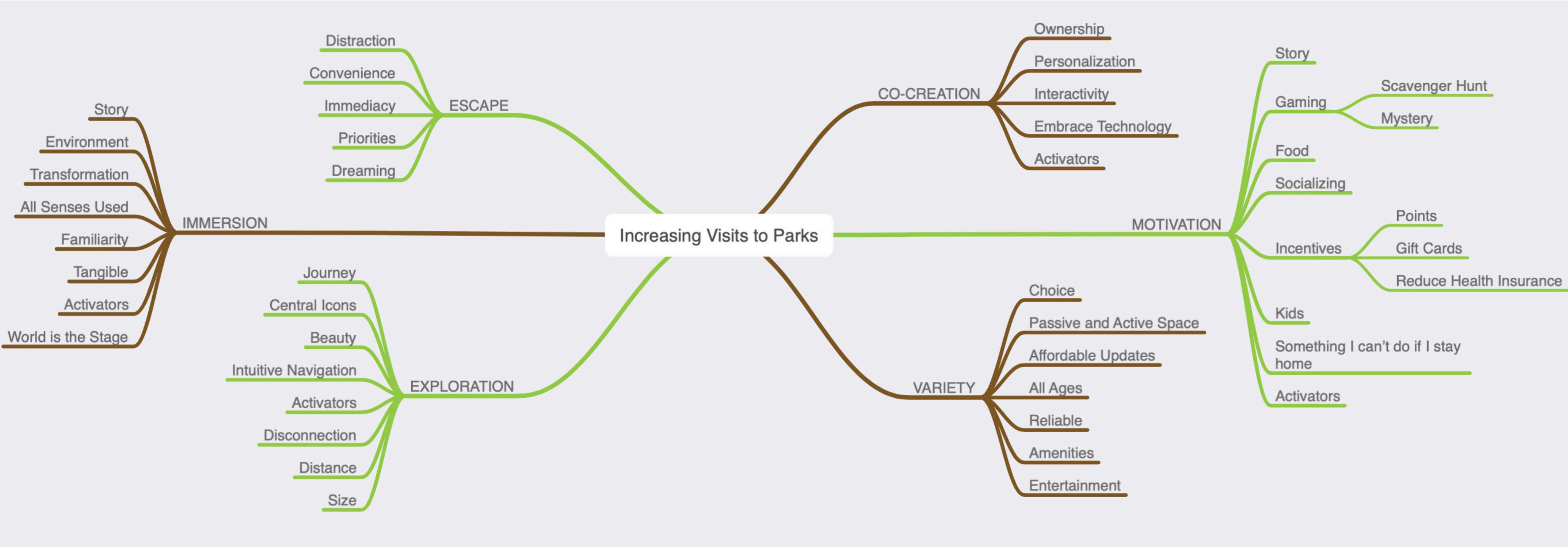


Figure 13. Increasing Visits to Parks Mind Map.  
Travis Watkins' image.



# USER PERSONA | “FAMILY MAN”

Figure 14. User Persona “Family Man”.  
Travis Watkins’ image.

## BIO



### JIM DAWSON

Jim is a hard working software programmer. He drives 30 to 45 minutes to and from work each day. While at the office he spends most of his time sitting at a desk hunched over a key board. During the day he takes short breaks to read Reddit and Twitter. He is forgetful of remembering to drink water, so his wife set up his phone to ring every 45 minutes with a drink water reminder. He thought it was annoying at first, but now embraces it. He has even made a game out of logging how much water he drinks in the day. His only opportunity for physical activity is usually at 5am, and thats if he is able to get out of bed on time. When he gets off of work in the evening he usually arrives home around 5 or 6pm in time to eat dinner with his wife and sons. After dinner he helps out with home work, then usually plays some video games with his two boys before their bed time. Once the kids are in bed, he and his wife usually stream an episode of two of a show on Netflix. He has a family history of heart disease and his doctor has urged him to work on lowering his blood pressure by taking visits to a park and walking a few miles a day.

**AGE:** 41  
**OCCUPATION:** Programmer  
**STATUS:** Married  
**LOCATION:** Austin, TX

## WANTS & NEEDS

- Wants to spend more time with his wife and kids.
- Wants his kids to be more physically active.
- Needs to lower his blood pressure.

## MOTIVATIONS

- His kids.
- Saving for family vacation.
- Story cliffhangers (he always needs to know what happens next)

## PAINS

- Not enough time in the day to do everything he wants to do.
- Spends too much time sitting.
- Sacrifices physical activity opportunity for time spent with family.



# DAY IN THE LIFE | “FAMILY MAN”

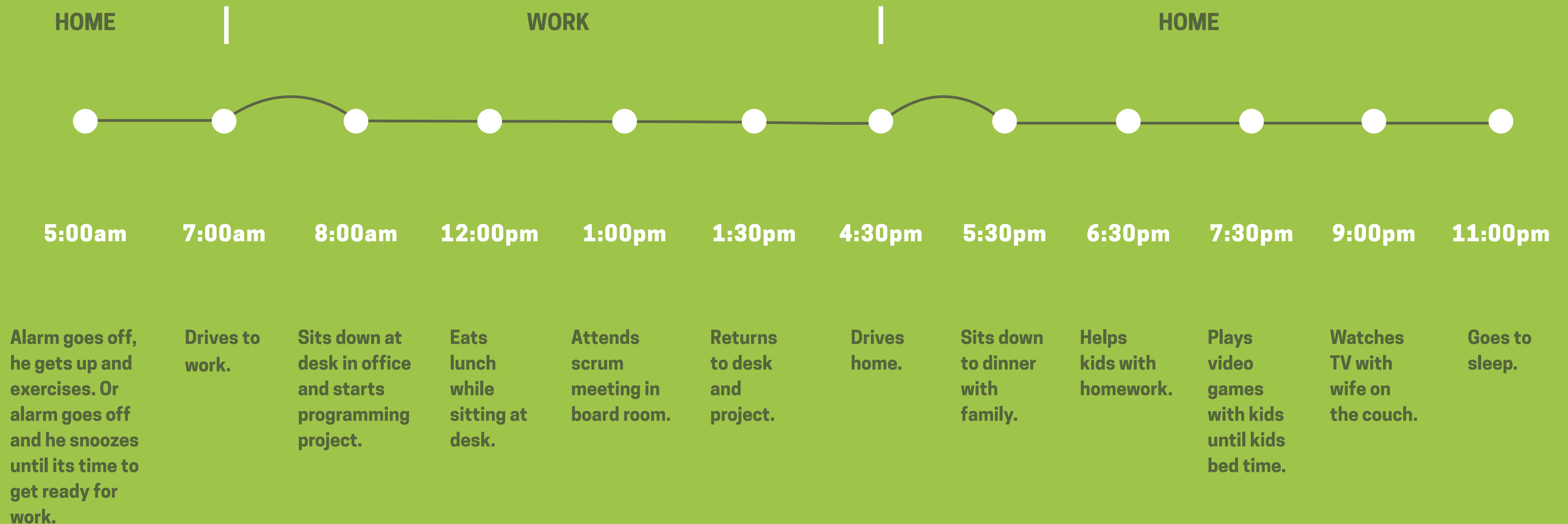


Figure 15. Day in the Life “Family Man”.  
Travis Watkins’ image.



# EMPATHY MAP | “FAMILY MAN”



**PAINS** ▪ Not enough time in the day to do everything he wants to do. ▪ Most of his daily tasks require the use of a computer and travel in a car.

Figure 16. Empathy Map “Family Man”.  
Travis Watkins’ image.

# USER PERSONA | “WORKING PROFESSIONAL”

Figure 17. User Persona “Working Professional”.  
Travis Watkins’ image.

## BIO



### SHERYL FINN

Sheryl works the help desk at Multnomah Community College library. A lot of her time is spent showing people how to find things or fixing that pesky printer again. She often finds escape in her day by browsing social media which causes her more stress than relief. She often messages her friends about their plans after work, which is usually meeting up at a pub for trivia night or catching a show. They often talk about switching things up and doing something thats more active, but that would take more planning and effort than any of them are willing to put in to it.

**AGE:** 27  
**OCCUPATION:** Library Clerk  
**STATUS:** Single  
**LOCATION:** Portland, OR

## WANTS & NEEDS

- Wants to lose a little weight.
- Wants to save money.

## MOTIVATIONS

- Peer pressure
- Fear of missing out
- Knowing all about something

## PAINS

- College loans.
- Eating out too much.
- Likes spending time with her friends, but that time often includes eating out and spending money.





# DAY IN THE LIFE | “WORKING PROFESSIONAL”

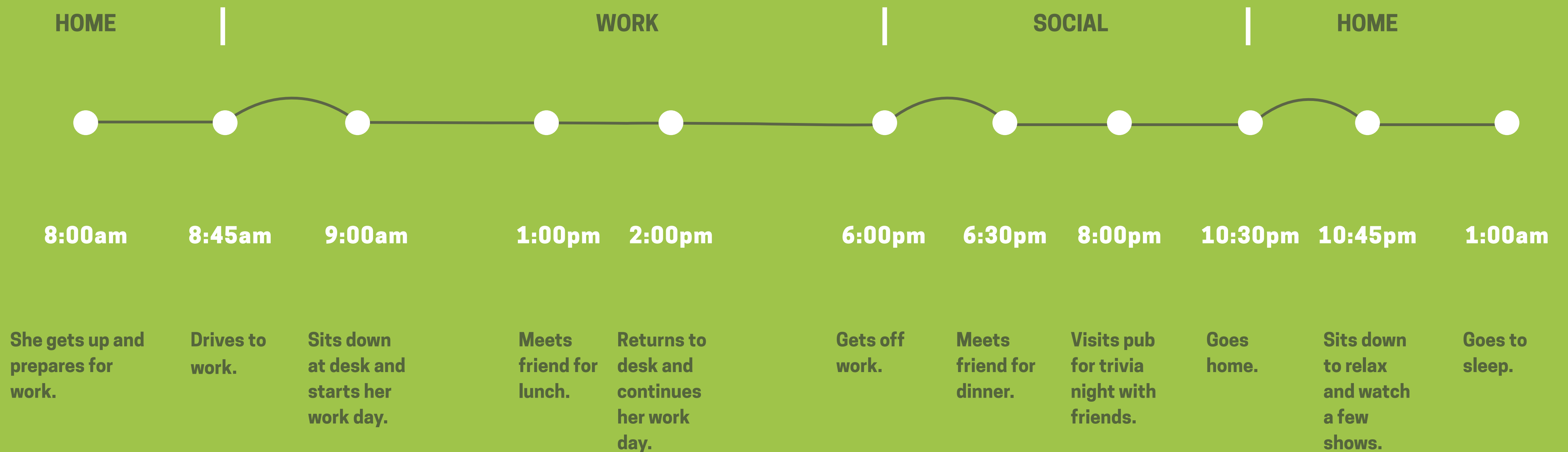


Figure 18. Day in the Life “Working Professional”.  
Travis Watkins’ image.

# EMPATHY MAP | “WORKING PROFESSIONAL”



**PAINS**    ▪ Student loans    ▪ Savings    ▪ Eating out    ▪ Social engagements

Figure 19. Empathy Map “Working Professional”.  
Travis Watkins’ image.

# AFFINITY DIAGRAM

Diagrams created from intevew observations and research findings



Figure 20. Research Findings Affinity Diagram.  
Travis Watkins' image.

# AFFINITY DIAGRAM

Diagram created from interview observations and research findings



Figure 21. Research Findings Affinity Diagram.  
Travis Watkins' image.



# RESEARCH FINDINGS SUMMARY

## ESCAPE

People want to be distracted from their day to day. If they go somewhere, they like to have a purpose and a sense of intuitive comfort (familiarity) with what they are doing. Something new could be uncomfortable and stressful, and not enough of an escape from their day to day.

## IMMERSION

Story is key, it motivates the experience. It helps to immerse the audience and allows for them to escape. Creating activators that engages the audience with the environment is critical. It helps people understand what they are supposed to do and draws them in.

## MOTIVATION

Entertainment and gaming experiences are strong enablers of escaping reality for awhile. When they are motivated with rewards, it could be used to help create new habits. Children are also a motivating factor. Parents often neglect themselves and put their kids first. What if they could do the activities as a family?

## EXPLORATION

The feeling of journey and exploration is a strong motivator. It contributes to the feeling of escaping the day to day. Having central icons to walk towards and visit are motivating factors for exploration.

## VARIETY

People like variety and choices no matter what age they are. But updates to parks come at a cost. If we were able to refresh a park from time to time in a cost effective way it could increase interest and visitation yet still remain affordable to the city.

## CO-CREATION

Emerging technology should be embraced allowing for people to a part of the creation of their experience and giving them the opportunity to personalize it for themselves. This can create a sense of ownership and investment in the experience, turning passive consumers to cultural participants (Simon, 2010).

## COMPROMISE

There needs to be a compromise of physical activity and entertainment that has a minimal amount of friction for enabling people to escape into an experience that is not thought of as being physical activity.

## ACTIVATORS

Activators are key to giving people permission to escape, explore, and participate in the experience.

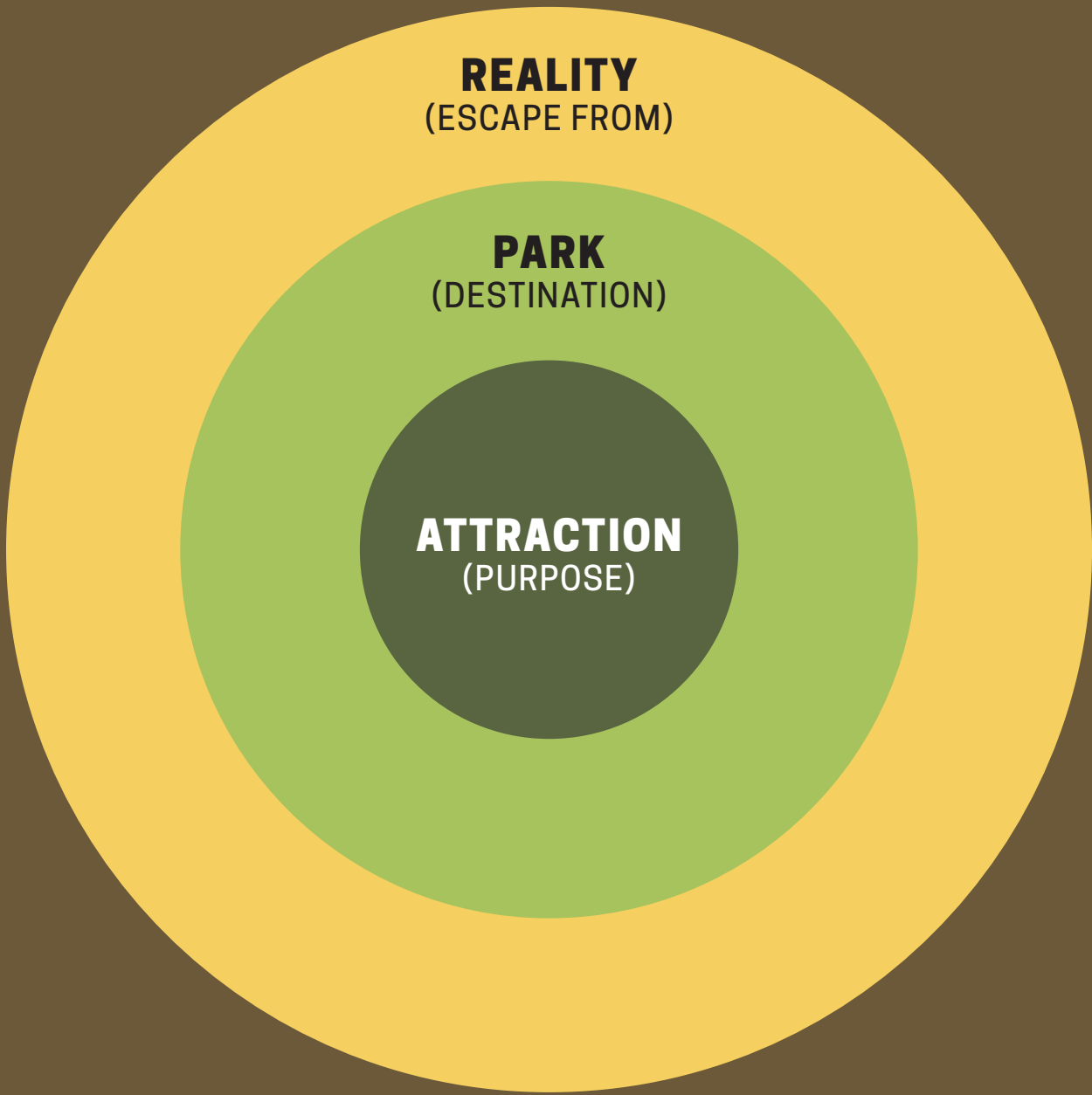


Figure 22. Research Findings Summary.  
Travis Watkins' image.



# **DESIGN OPPORTUNITIES**

# OBJECTIVES

**Identify** opportunities for design from the research findings.

**Reframe** the project using the identified opportunities for design.



# OPPORTUNITIES FOR DESIGN

## ESCAPE

**INSIGHT** People want to be distracted from their day to day. If they go somewhere, they like to have a purpose and a sense of intuitive comfort (familiarity) with what they are doing. Something new could be uncomfortable and stressful, and not enough of an escape from their day to day.

**HOW MIGHT WE** How might we use the park environment as a means of escape for infrequent park visitors?

**OPPORTUNITY** There is an opportunity to familiarize infrequent park visitors with local park environments so that they may feel more comfortable with the setting and use them as a means of escape from their day to day.

## MOTIVATION

**INSIGHT** Entertainment and gaming experiences are strong enablers of escaping reality. A gamification rewards system could be used to help create new habits. Children are also a motivating factor for bringing adults to the parks. Parents often neglect themselves and put their kids first.

**HOW MIGHT WE** How might we use a rewards system to increase infrequent park visitor's physical activity in park environments?

**OPPORTUNITY** There is an opportunity to use gamification methods to increase physical activity in park environments.

Figure 23. Opportunities for Design regarding Escape and Motivation. Travis Watkins' image.

# OPPORTUNITIES FOR DESIGN

## CO-CREATION

<b>INSIGHT</b>	Emerging technology should be embraced allowing for people to a part of the creation of their experience and giving them the opportunity to personalize it for themselves. This can create and sense of ownership and investment in the experience, turning passive consumers into cultural participants (Simon, 2010).
<b>HOW MIGHT WE</b>	How might we enable a sense of ownership and creation of the park experience with infrequent park visitors?
<b>OPPORTUNITY</b>	There is an opportunity to use co-creation experiences to create deeper connections between the park environments and infrequent park visitors.

## IMMERSION

<b>INSIGHT</b>	Story is key; it motivates the experience. It helps to immerse the audience and allows for them to escape. Creating activators that engage the audience with the environment is critical. It helps people understand what they are supposed to do and draws them in.
<b>HOW MIGHT WE</b>	How might we use story to motivate infrequent park visitors to visit parks and participate in physical activities?
<b>OPPORTUNITY</b>	There is an opportunity to motivate infrequent park visitors to visit parks for physical activity using immersive storytelling methods.

Figure 24. Opportunities for Design regarding Co-Creation and Immersion. Travis Watkins' image.

# REFRAMING

## OVERVIEW

**Synthesis of primary and secondary research reveals the root cause for infrequent park visits for physical activity are rooted in the perception of not having a enough time to visit, which is contradicted by the amount of time people report escaping into sedentary leisure activities.**

The desire to escape from ones day to day life is prevalent, with the most popular methods of escape being sedentary entertainment such as binge watching, reading, participating in social media, and playing video games.

Park environments must meet the needs of the community they serve. As the community changes so must the park. Most parks are rooted in traditional non-technology based experiences, but those with a greater variety of amenities and events that occur on a regular basis see a higher rate of attendance. This correlates with the insight of people's connection to technology, desire for exploration, and variety in their experiences but want those experiences to be safe, familiar, and with purpose so that they do not feel stressed or confused.

Storytelling was found to be the main element for immersion into an experience and a common element of escape for people. When the story is supported by motivational activators such as instruction, co-creation experiences, and reward systems the user experiences further immersion and may develop new behaviors and habits.

## REFRAME

The original purpose of this project was to identify and develop opportunities for attracting infrequent visitors to parks so that they may experience the health, social, and environment benefits of the park setting. Research revealed that infrequent park visitors often escape into entertainment through technology that rewards them in various ways for doing so. This insight indicates that in order to attract those users, the traditional unplugged park environment will need to find a compromise that bridges the gap between traditional park experiences and emerging interactive activities that appeal to the changing community.

**Research has revealed an opportunity for increasing the park visits of infrequent park visitors by developing a program that helps the user to escape from their day to day reality through a combination of storytelling, technology, and co-creation experiences in physical park environments.**



# REFRAMING

How might we create an **immersive** experience that will **motivate** infrequent park visitors to **escape** from their day to day realities by participating in physical activity in a physical park environment?

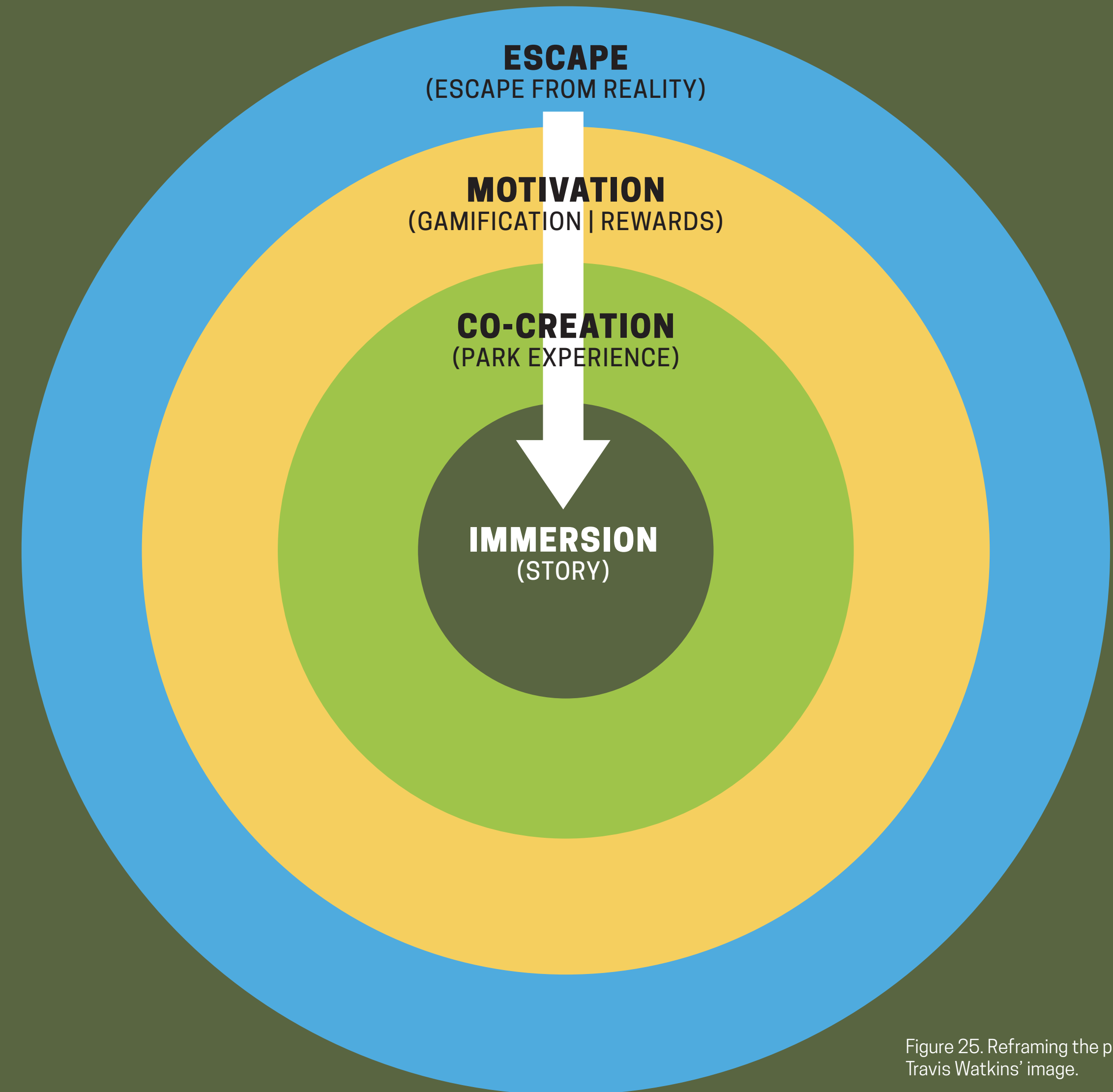


Figure 25. Reframing the problem.  
Travis Watkins' image.



# CONCEPT EXPLORATION

# OBJECTIVES

**Create a design criteria** for developing concepts that will address the reframed problem.

**Develop concepts** that address the reframed problem using the established design criteria.

**Evaluate** each concept through analysis

**Select** a final concept for development.



# DESIGN CRITERIA

- Embrace **escape**, embrace technology.
- Use gamification activators such as story, personalization, instruction, interactivity, and reward systems to **motivate** physical activity in the park.
- Use **co-creation** to enable a sense of ownership and investment.
- Make the experience **immersive** through storytelling that uses all of the senses.

MUST HAVE

ESCAPE

MUST HAVE

IMMERSION

MUST HAVE

EXPLORATION

MUST HAVE

ACTIVATORS

SHOULD HAVE

CO-CREATION

SHOULD HAVE

MOTIVATION

NICE TO HAVE

VARIETY

NICE TO HAVE

COMPROMISE

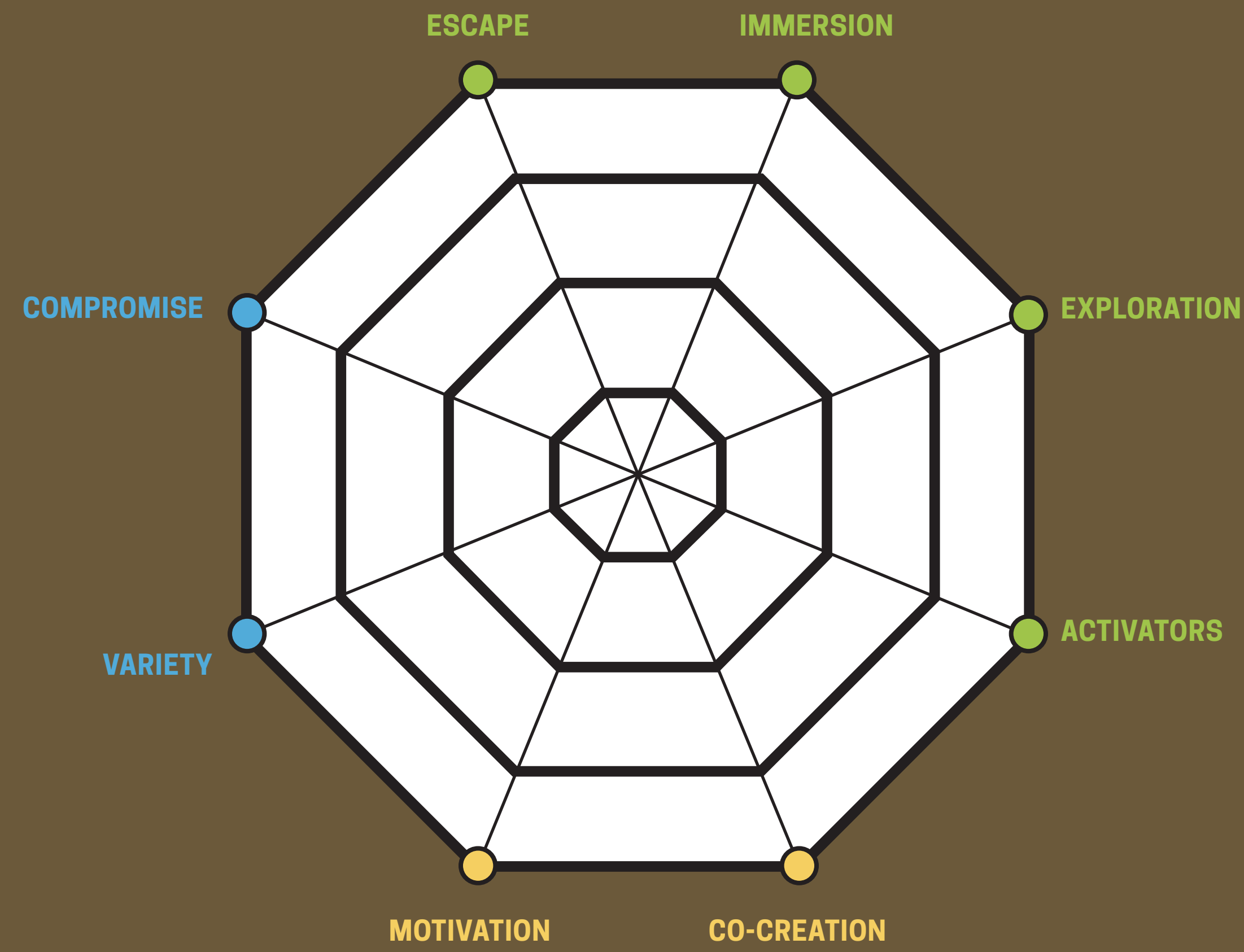
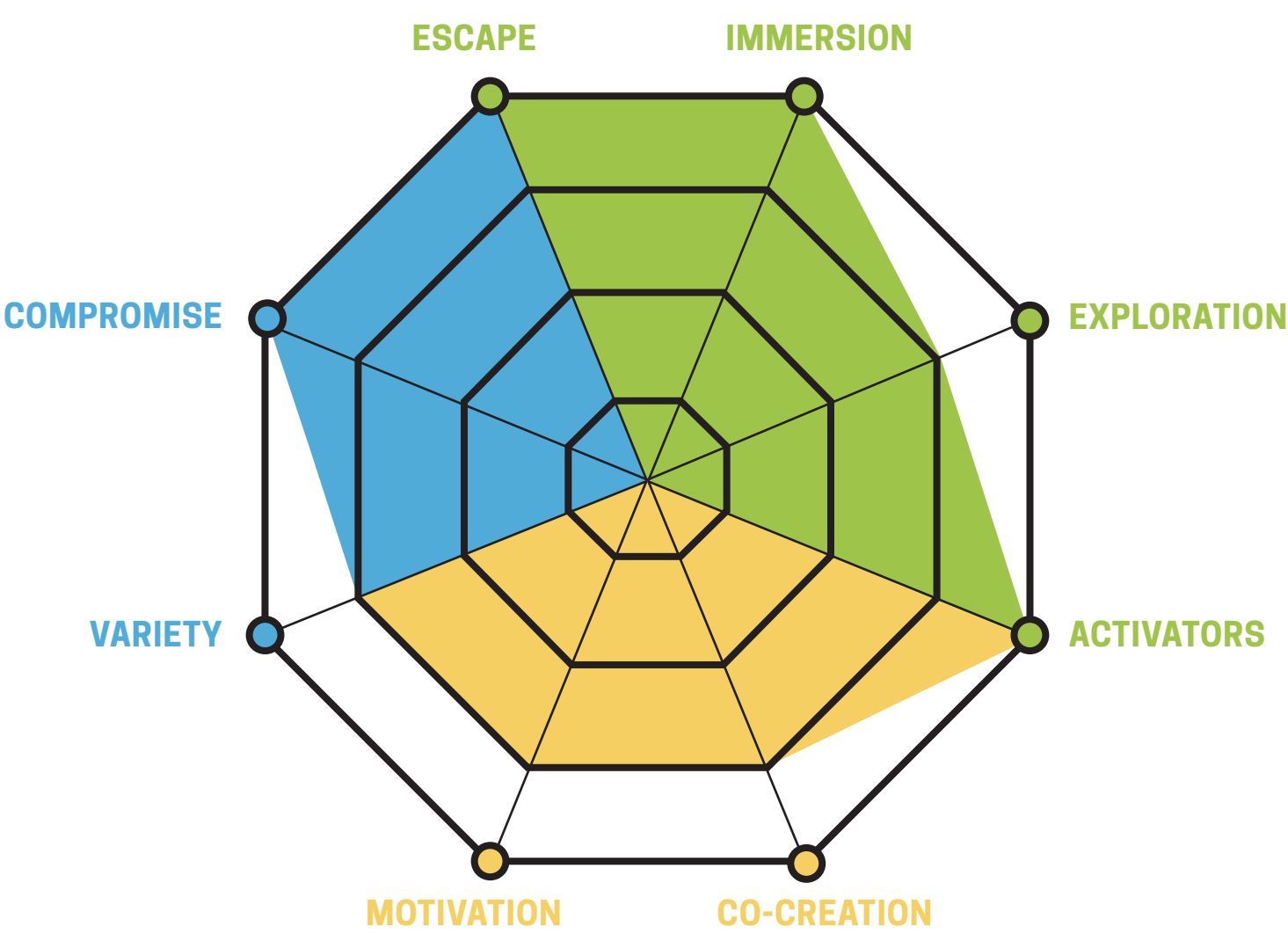


Figure 26. Design Criteria.  
Travis Watkins' image.

# CONCEPT EXPLORATION #1

## QUEST PARK

A membership based park environment that provides a portal through which to escape reality. This environment promotes physical activity through story, puzzles, and activities that are completed from inside the park space. When a user becomes a member of the park, they create an avatar profile. This profile is linked to the user and tracks their progress. The user earns points by completing quests of different types of physical and puzzle solving activities in the park. The user can redeem these points for different types of rewards. As the user collects large amounts of points over time, their avatar will level up which then unlocks new quests and activities for them to participate in.



### INFLUENCERS

- Pop Culture Creators
- Themed Entertainment Creators
- Technology Developers
- Game Creators
- Physical Environment

### INFLUENCES

- Pop Culture
- Co-Creation Experiences
- Technology
- Leisure Activities

### ACTIVITIES

- Physical Fitness
- Puzzle Solving
- Character Creation & Development
- Reward Earnings
- Escape

### COMPETITORS

- Dave & Busters
- Family Entertainment Centers
- Parks & Recreation Centers
- YMCA
- 24 Hour Fitness

Figure 27. Concept Exploration #1.  
Travis Watkins' image.

# CONCEPT EXPLORATION #1

## QUEST PARK - 5W, 1H

### WHY?

People’s lives are spread thin between work, commuting, social engagements, and family. Many sacrifice physical activity opportunities for physically inactive leisure time with friends, family, or for alone time. There’s opportunity to provide escape for these people in a new way that enables them to exercise, while being entertained with friends and family.

### WHAT?

An open world gaming inspired experience that takes place in the physical world.

### WHERE?

In a physical park-like environment.

### WHEN?

It would be available 24 hours a day to cater to all types of schedules.

### WHO?

Pop culture fans, gamers, and families.

### HOW?

Through the park environment and the user’s mobile device they will engage in a story that progresses as they complete tasks and solve puzzles while moving about the park and interacting with the environment and objects.

Figure 28. Concept Exploration #1 5W, 1H. Travis Watkins’ image.



# CONCEPT EXPLORATION #1

## QUEST PARK - SWOT

<b>STRENGTHS</b>  Immersive storytelling  Physical activity  Progression tracking  Motivational insentives  Variety of entertainment & activities	<b>WEAKNESSES</b>  Limited by size of environment  Technical problems  Not an accepted activity yet  High cost of making and maintaining  Safety concerns
<b>OPPORTUNITIES</b>  Partnering with licensed properties, healthcare programs & brands  Mobile apps & AR experiences  Helping people change lifestyles  Events & celebrations	<b>THREATS</b>  Mobile Apps  Budget  Location  Traffic

Figure 29. Concept Exploration #1 SWOT Analysis.  
Travis Watkins' image.

## QUEST PARK - 2x2

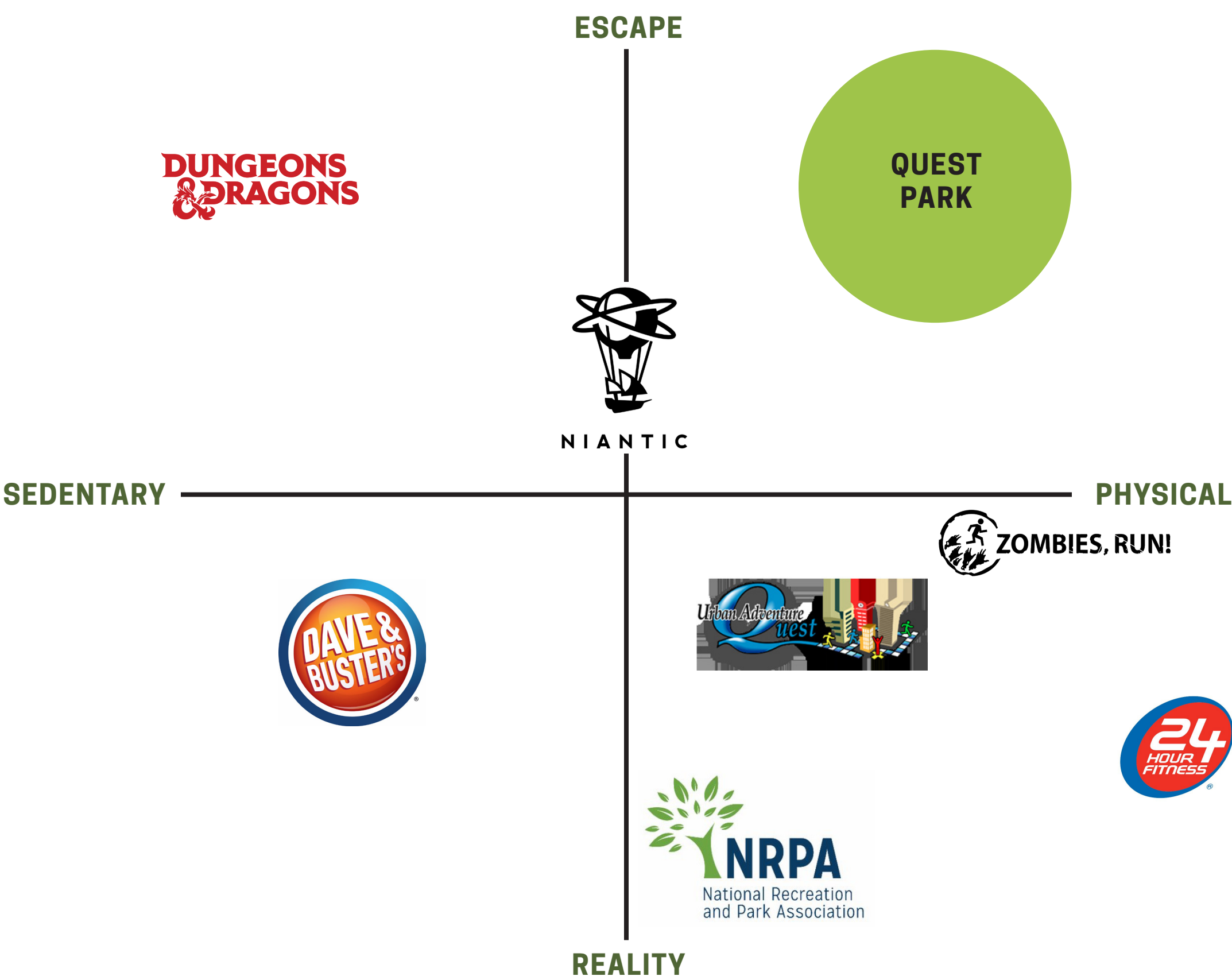
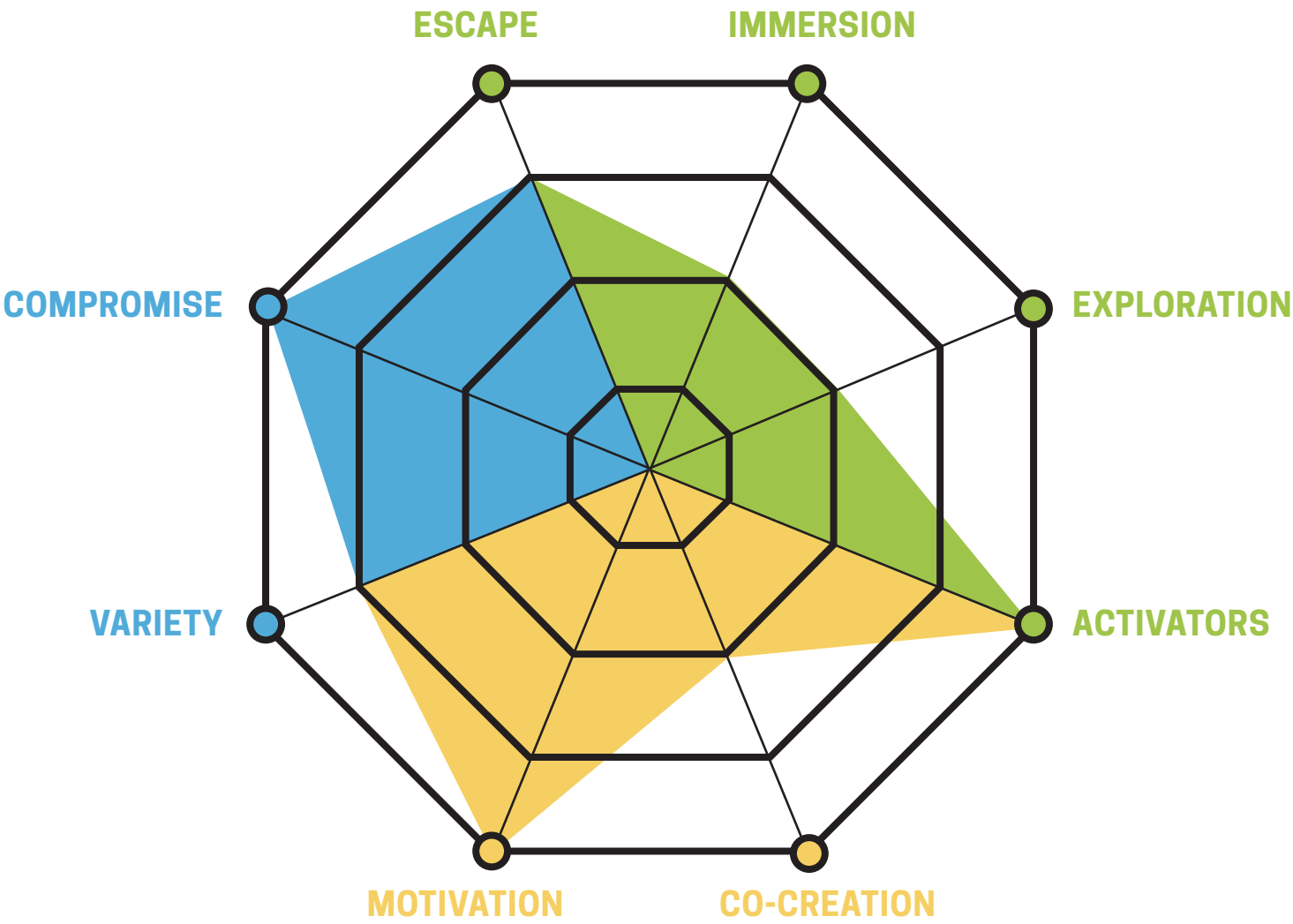


Figure 30. Concept Exploration #1 2X2 Analysis.  
Travis Watkins' image.

# CONCEPT EXPLORATION #2

## QUEST INSURANCE

A new type of health insurance company that helps its customers get healthier by escaping into a interactive story through a mobile device that engages once the user enters a park environment. They earn points for completing various types of challenges tracked through the device, which can be redeemed for rewards. The idea behind this is if we can provide an entertaining way to escape while getting healthier, then perhaps we can also help the users who say they “do not have enough time” adjust their priorities and make time using the rewards as motivators.



### INFLUENCERS

- Insurance Trends
- Themed Entertainment Creators
- Technology Developers
- Game Creators
- Wearable Devices
- Mobile Devices

### INFLUENCES

- Insurance Trends
- Co-Creation Experiences
- Technology
- Physical Fitness

### ACTIVITIES

- Physical Fitness
- Puzzle Solving
- Character Creation & Development
- Reward Earnings
- Escape

### COMPETITORS

- State Farm Insurance
- Oscar Insurance

Figure 31. Concept Exploration #2.  
Travis Watkins' image.

# CONCEPT EXPLORATION #2

## QUEST INSURANCE - 5W, 1H

### WHY?

People are already wearing fitness trackers and using their mobile devices for both entertainment and fitness. There is opportunity to form a new health insurance company based around the concept of incentivizing physical activity through an entertaining mobile gaming experience.

### WHAT?

A mobile gaming experience that progresses through physical activity and rewards the user for their participation with virtual and physical rewards.

### WHERE?

Anywhere the person wants to go, but they are rewarded more when they visit outdoor park spaces.

### WHEN?

It would be available 24 hours a day to cater to all types of schedules.

### WHO?

Life-long gamers, millennials, and families who are being raised on and through technology.

### HOW?

An app on the user's phone tracks the activity. Through the app, different interactive stories unfold that progresses as the user participates in physical activity. The user is awarded points for participating which can then be redeemed for various types of rewards.

Figure 32. Concept Exploration #2 5W, 1H. Travis Watkins' image.



# CONCEPT EXPLORATION #2

## QUEST INSURANCE - SWOT

<b>STRENGTHS</b> Physical activity Progression tracking Motivational insentives Ease of updates to app Instructions throught the app	<b>WEAKNESSES</b> Storytelling limited to mobile device High development cost
<b>OPPORTUNITIES</b> Emerging technologies AR experiences Helping people change lifestyles Events & celebrations Partnering with licensed properties	<b>THREATS</b> Insurance companies Healthcare providers Gyms Social norms

Figure 33. Concept Exploration #2 SWOT Analysis.  
Travis Watkins' image.

## QUEST INSURANCE - 2x2

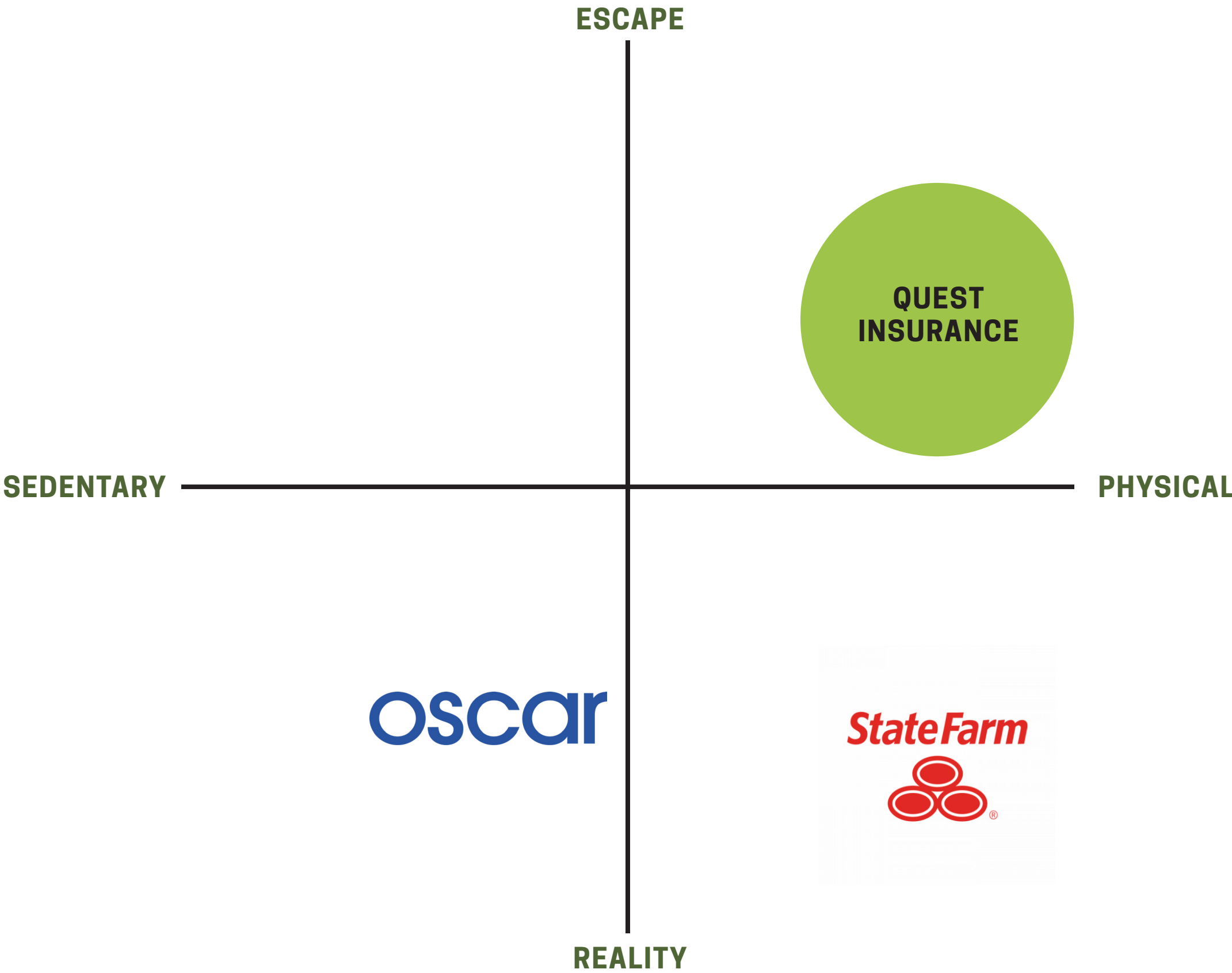
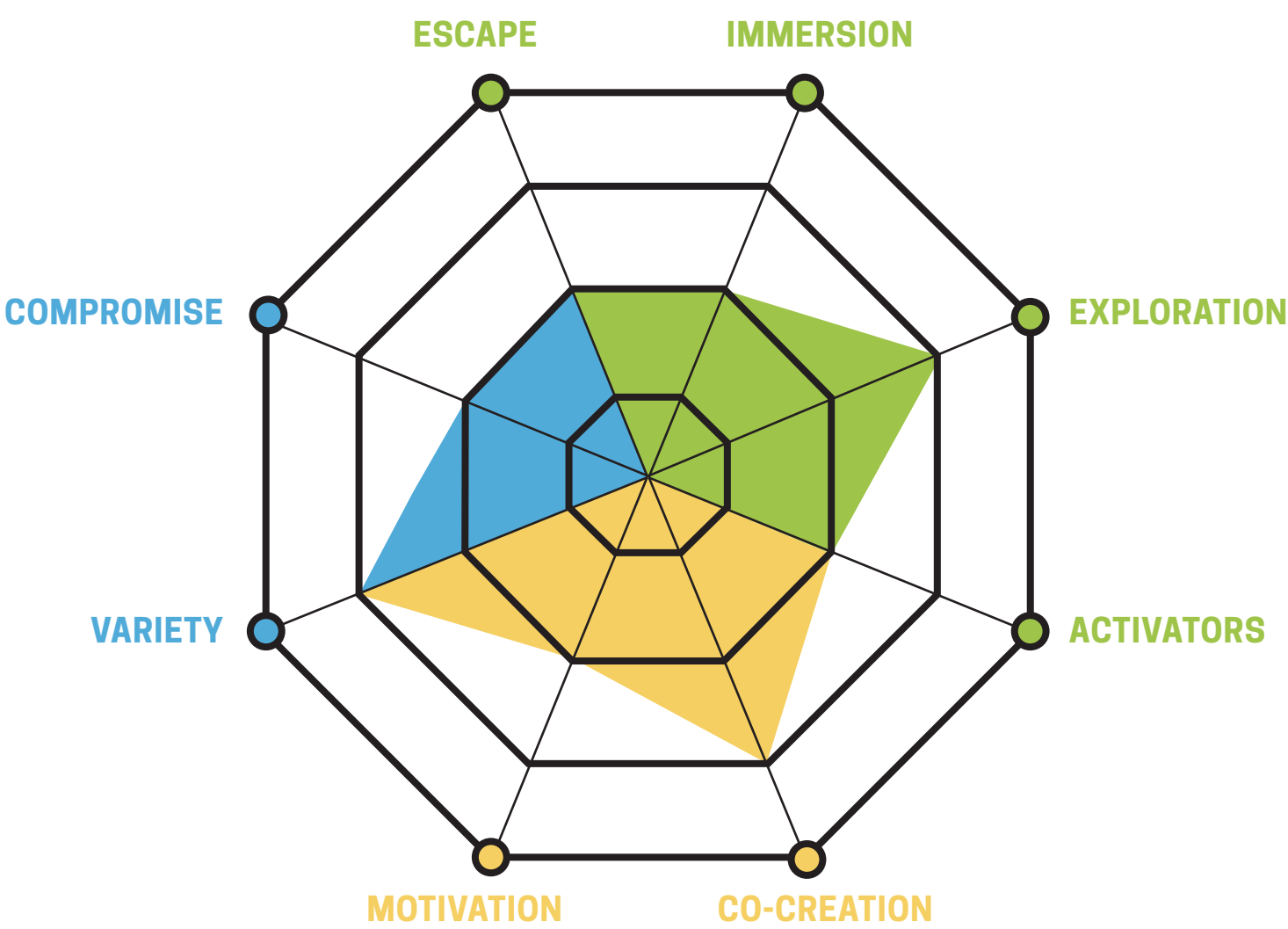


Figure 34. Concept Exploration #2 2X2 Analysis.  
Travis Watkins' image.

# CONCEPT EXPLORATION #3

## CO-CREATION CONSULTING

Taking a page from a trend in museums, this organization works with park professionals and the community to update park environments to have engaging co-creation experiences for visitors. It would also work with the community to organize events and activities to would happen on a regular basis such as a food cart night, art showcase, and an animal interaction experience.



### INFLUENCERS

- Museums
- Technology Developers
- Physical Environment
- Community

### INFLUENCES

- Co-Creation Experiences
- Technology
- Community Interests

### ACTIVITIES

- Walking
- Education
- Creativity

### COMPETITORS

- Museums
- Shopping Centers

Figure 35. Concept Exploration #3.  
Travis Watkins' image.

# CONCEPT EXPLORATION #3

## CO-CREATION CONSULTING - 5W, 1H

### WHY?

Parks are unplugged blank canvases for a community to use however they wish. However the community around the parks are being raised and guided through technology interactions. They are raised to be co-creators of their experiences. The parks need an upgrade that will connect with the changing community and engage them in contemporary ways.

### WHAT?

An organization that assists parks with updating their environments to provide co-creation experiences and organize regular community events.

### WHERE?

In large centralized parks.

### WHEN?

This would be a regular organization with normal business hours.

### WHO?

Parks and Recreation Professionals, City Officials

### HOW?

This concepts creates community engagement touch points that are used to evaluate the current park environment and the events that occur within it. Using those touch points as a base, the team would then work with officials and the community to create co-creation opportunities in the park and plan events that will draw interest and interaction with the location.

Figure 36. Concept Exploration #3 5W, 1H. Travis Watkins' image.



# CONCEPT EXPLORATION #3

## CO-CREATION CONSULTING - SWOT

<b>STRENGTHS</b>  Variety of entertainment & activities  Community Involvement  Catalyst of change for park environments	<b>WEAKNESSES</b>  Budgets  Government  Politics  Constituencies  Slow to make decisions and make things happen
<b>OPPORTUNITIES</b>  Emerging technologies  AR experiences  Helping people change lifestyles  Events & celebrations  Community Involvement  Increased Park Attendance	<b>THREATS</b>  Museums  Family Fun Centers  Shopping Centers  Restaurants  Gyms  Budgets  Politics

Figure 37. Concept Exploration #3 SWOT Analysis.  
Travis Watkins' image.

## CO-CREATION CONSULTING - 2x2

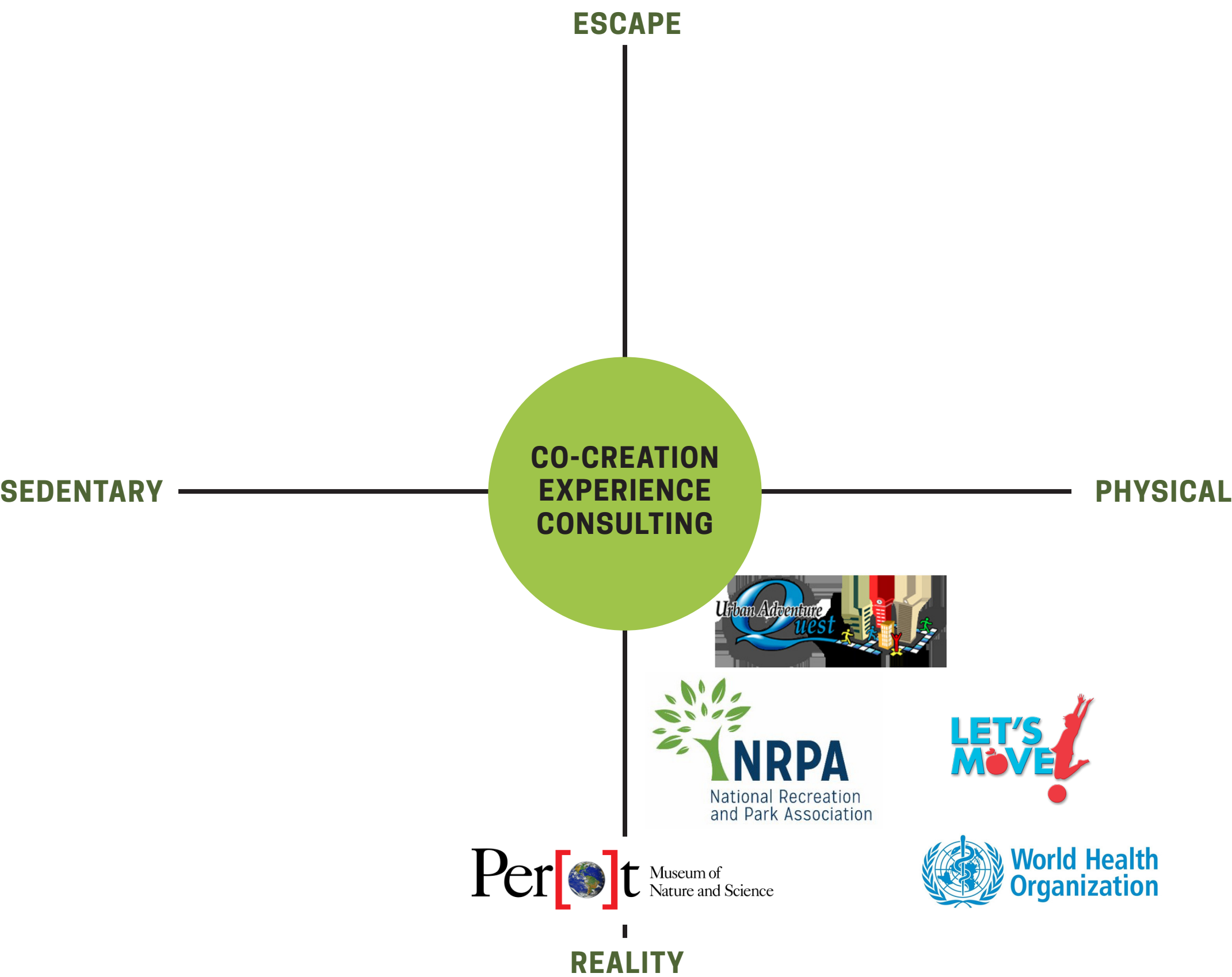


Figure 38. Concept Exploration #3 2X2 Analysis.  
Travis Watkins' image.

# PMI ANALYSIS

## QUEST PARK CONCEPT 1

A membership based park environment that provides a portal through which to escape reality.

PLUS (+)

- Physical activity that friends and family can do together. (+4)
- A new type of physical place that people are motivated to visit on a regular basis. (+3)
- Variety of immersive story/gaming experiences keeps the park fresh and engaging. (+5)

MINUS (-)

- Not an accepted activity yet. (-3)
- Dependant on mobile device usage. (-1)

INTERESTING (+/-)

- A new form of activity and escapism. (+3)
- Partnership and collaboration with healthcare, brands, celebrities, and I.P. creators. (+5)

TOTAL +16

## QUEST INSURANCE CONCEPT 2

A new type of health insurance company that helps its customers get healthier by escaping into a interactive story through a mobile device.

- Friends and family can participate together and motivate each other. (+3)
- Variety of story/gaming experiences keeps the physical activity fresh and engaging. (+5)
- Rewards that have health and financial gains. (+3)
- Rides the corporate health wave. (+3)

- Dependant on mobile device usage. (-1)
- Difficult to seperate the more desireable daily escape from the less than desireable daily physical activity. (-1)
- Health insurance regulation changes. (-3)

- Partnership and collaboration with brands, celebrities, and I.P. creators. (+3)

TOTAL +12

## CO-CREATION CONSULTING CONCEPT 3

An organization that works with park professionals and communities to update park environments to have engaging co-creation experiences.

- Transforms existing park environments. (+3)
- Gives local communities reasons to engage and get involved. (+3)
- Can raise awareness and interest in the park environments. (+3)

- Must work with local government. (-5)
- Older leadership may struggle with concepts that appeal to a younger community. (-3)
- Must work with constituancies to adapt to their needs and concerns. (-3)

- Opportunities to work with local businesses and groups to develop and create new types of experiences for the community. (+3)

TOTAL +1

Figure 39. Concept PMI Analysis.  
Travis Watkins' image.



## FINAL CONCEPT

The concept that presented the most white space for **ESCAPE, MOTIVATION, CO-CREATION, and IMMERSION** is the membership based park environment that provides a portal for escaping reality. This concept provides the most opportunity to give users the daily grind escape they seek while gaining health related benefits from participating in physical activities in a park setting.

This new enterprise will consist of a physical park environment with interactive locations, a mobile app in which the user is guided through the environment using storytelling activators to engage the user in exercise, a game development division that keeps the activities and events fresh and engaging through the app and environment, and a health and nutrition division that supports the user to change and adapt their life-style throughout their journey and act as a physical guide in the park.

# PROTOTYPE DESIGN DIRECTION



Figure 41. Prototype Design Direction Map.  
Travis Watkins' image.





# QUEST PARK

## PROTOTYPE DEVELOPMENT

# OBJECTIVES

Use ZAG's "**17-Step Process**" to answer questions about the Quest Park enterprise.

Create a **value proposition** for the Quest Park enterprise.

Create **user journey map** to gain a better understanding of the customer experience.

Research **potential collaborators and inspiration** for the Quest Park enterprise.

Develop a **prototype** for evaluation.

Review **prototype with primary research participants** and document their feedback.

# FINDING THE “ZAG”

Marty Neumeier, author of *Zag: The Number-One Strategy of High-Performance Brands*, challenges brand developers to evaluate how their business models deviate from the norm to create a “zag” opportunity. His 17-step process helps businesses innovate in a crowded market place of “free, perfect, and now.” Using the “tribes” philosophy I’ve created this zag model to speak to the sedentary lifestyle tribe.



Figure 42. Zag steps 1-8. Travis Watkins’ image.

## 9 WHO'S THE ENEMY?

Stigma that exercise needs to be done a certain way, in a certain type of place, using a certain type of equipment. Stigma that exercise isn't fun or is too hard.

## 10 WHAT DO THEY CALL YOU?

Quest park, a place to escape for an hour or two and get some exercise. Instead of "themed entertainment", its like "themed physical activity."

## 11 HOW DO YOU EXPLAIN YOURSELF?

We're like an open world video game come to life without the creepy West World stuff.

## 12 HOW DO YOU SPREAD THE WORD?

Changing storylines, quests, and events to keep people engaged and talking through social media.

## 13 HOW DO PEOPLE ENGAGE WITH YOU?

Through their mobile devices, their avatars, the physical park environment, the challenges in the storylines, and quests.

## 14 WHAT DO THEY EXPERIENCE?

Escape from reality, physical activity, engaging story, and a sense of accomplishment.

## 15 HOW DO YOU EARN THEIR LOYALTY?

By providing awards for their accomplishments. Having variety at the park.

## 16 HOW DO YOU EXTEND YOUR SUCCESS?

By celebrating the successful lifestyle changes thanks to participation with the park. Providing nutrition consulting.

## 17 HOW DO YOU PROTECT YOUR PORTFOLIO?

Collaborating with developers and brands to make it a name brand by association. Celebration of successes at the park.

Figure 43. Zag steps 9-17. Travis Watkins' image.



# VALUE PROPOSITON CANVAS

Through qualitative feedback and research a list of users’ needs, wants, desires, and fears was created for Quest Park, which were then paired with a list of deliverable benefits, experiences, features, and market differentiators to create a value proposition canvas.

QUEST PARK USER

## NEEDS

- A way to escape from their daily problems.
- A way to participate in physical activity that appeals to them.
- A way to participate in physical activity with family and friends that they can do together.
- A way to spend time outdoors.
- A way to exercise.

## DESIRES

- Variety in entertainment.
- To look good.
- To feel good.
- To forget about daily problems.

## WANTS

- To be entertained.
- To see what their friends and family are doing.
- To be healthier.
- To spend time with friends and family.
- To do something different, but not too different.
- To not think about obligations, problems, and stressors.

## FEARS

- Looking foolish.
- Not having a purpose.
- Not knowing how to do something.
- Getting hurt.
- Being uncomfortable.

QUEST PARK ENTERPRISE

## BENEFITS

- A place to forget about daily problems and jump into another world.
- Personalized avatar that allows the user to become someone else while in the park.
- Software that tracks progress, accomplishments and guides the user through the park, exercises, and story.
- Helps users stay active while being entertained.

## EXPERIENCES

- Quality immersive environment and app integration.
- GPS location tracking.
- Activity tracking.
- Quality story and character development.
- Supportive community.
- Community achievement celebrations.
- Personal achievement awards.

## FEATURES

- Wide variety of stories and quests that are always changing and being updated.
- Environment regularly changed and updated to coorespond with events and activities taking place in the story.
- Can do quests and activites solo or with a group.
- Avatar level up and point system that corresponds with real-world activity achievements.

## MARKET

- Replace the outdated exercise experience.
- Immersive family fun entertainment expereince combined with customized healthy outdoor physical activity.

Figure 44. Quest Park Value Proposition Canvas.  
Travis Watkins' image.

# VALUE PROPOSITION

**For those** with busy schedules **who** find themselves leading sedentary lifestyles and are unable to find the motivation to change their unhealthy habits. **Unlike** other existing physical activity experiences which fight the idea of escaping through technology, we embrace it. **We do this by** empathizing with the user and provide an alternative way of escape from their day to day routines through an immersive storytelling experience in the physical world. Instead of punishing users of technology for escaping into their devices, we will reward them for using the devices while they are actively participating in the experience. The real-world benefits they receive for escaping will be rewards such gift cards, reduced health premiums, and, most importantly, a healthier quality of life.

Figure 45. Quest Park Value Proposition.  
Travis Watkins' image.

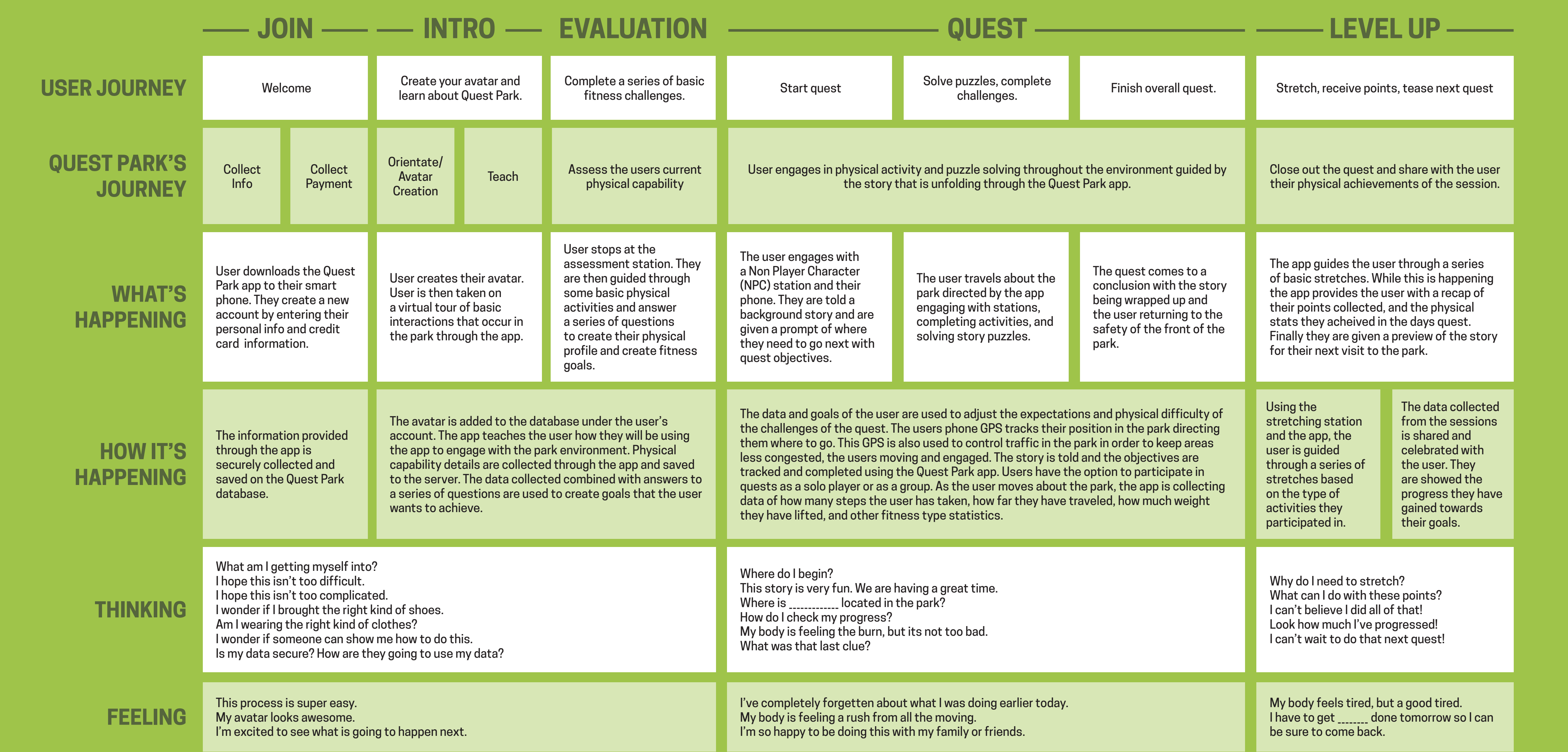
# ONLINESS STATEMENT

- WHAT** The only immersive gaming experience
- HOW** that changes sedentary lifestyles
- WHO** for those who lack motivation to be physically active
- WHERE** in park environments
- WHY** who want to escape their day to day routines
- WHEN** in an technological era of immediacy, distraction, and convenience.

Figure 46. Quest Park Onliness Statement.  
Travis Watkins' image.

# User Journey Map

Figure 47. Quest Park User Journey Map.  
Travis Watkins’ image.





# POTENTIAL COLLABORATORS

## POSITIONING: 2X2

Through my research I discovered these organizations which are attempting to address the sedentary lifestyle dilemma using different perspectives and tactics. They all have great potential to add value to the project.

- Let's Move
- National Recreation and Park Association
- Niantic
- Oscar
- Urban Adventure Quest
- World Health Organization
- Zombies, Run!

Using the 2x2 Axis I was able to identify a space for opportunity that these organizations have yet to take advantage of.

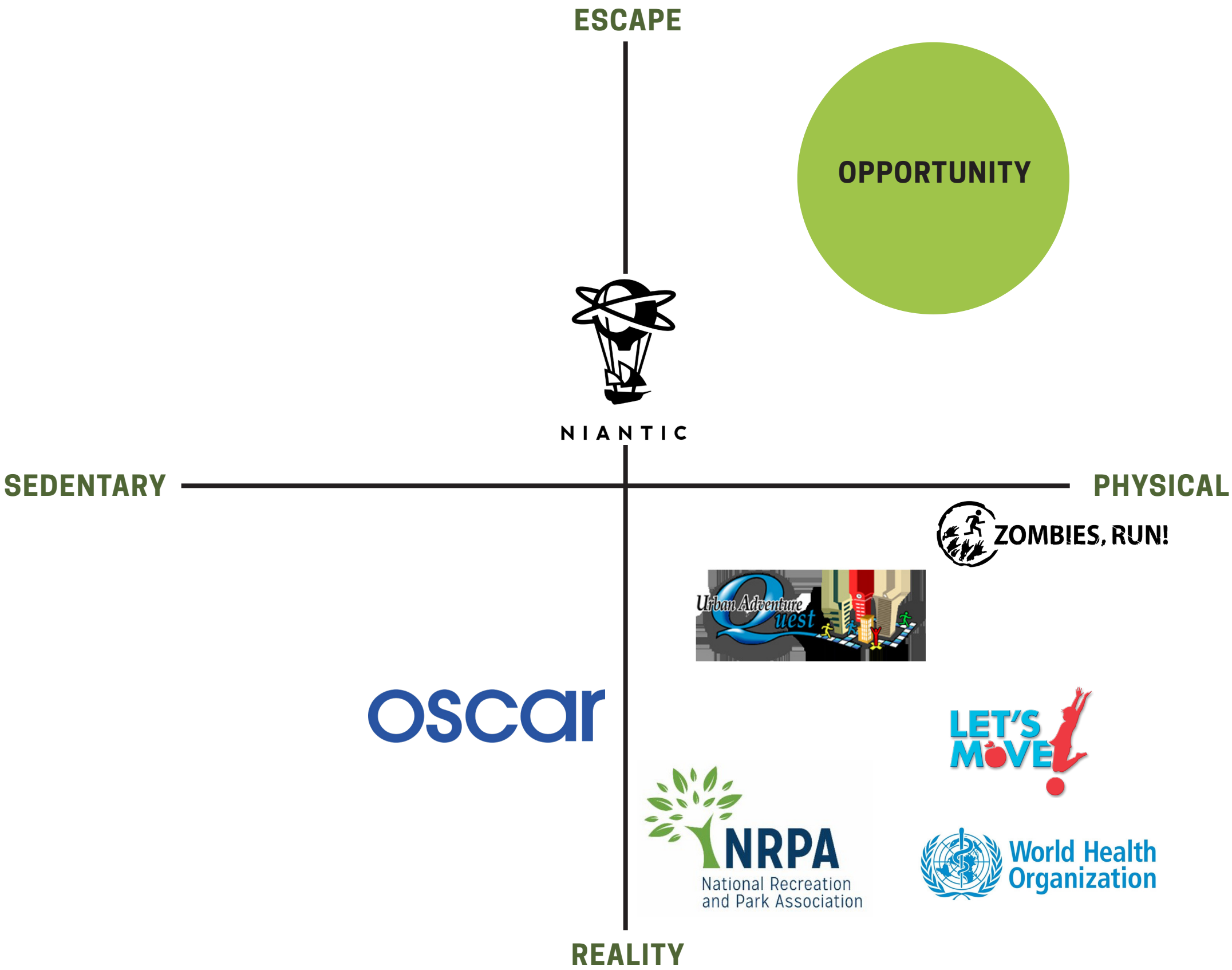


Figure 48. Quest Park Potential Collaborators 2x2 Map.  
Travis Watkins' image.



# POTENTIAL COLLABORATORS



Let's Move! is a comprehensive initiative, launched by the First Lady Michelle Obama, dedicated to solving the problem of obesity within a generation, so that children born today will grow up healthier and able to pursue their dreams.

Combining comprehensive strategies with common sense, Let's Move! is about putting children on the path to a healthy future during their earliest months and years; giving parents helpful information and fostering environments that support healthy choices; providing healthier foods in our schools; ensuring that every family has access to healthy, affordable food; and, helping children become more physically active.

## HOW THEY MIGHT HELP?

Let's Move aligns with our mission for being a catalyst for healthy life-style changes. Their involvement could provide us with a connection to families and help foster the movement that physical activity can be fun and entertaining.

## POTENTIAL COLLABORATION

▪ OUTREACH ▪ EDUCATION

# POTENTIAL COLLABORATORS



National Recreation and Park Association (NRPA) is the leading non-profit organization dedicated to the advancement of public parks, recreation and conservation. Leveraging their role in conservation, health and wellness, and social equity to improve their communities NRPA's members of park and recreation professionals and advocates are 60,000 strong and represent public spaces in urban communities, rural settings and everything in between.

NRPA brings strength to their message by partnering with like-minded organizations including those in the federal government, nonprofits, and commercial enterprises. Funded through dues, grants, registrations, and charitable contributions, NRPA produces research, education and policy initiatives for our members that ultimately enrich the communities they serve.

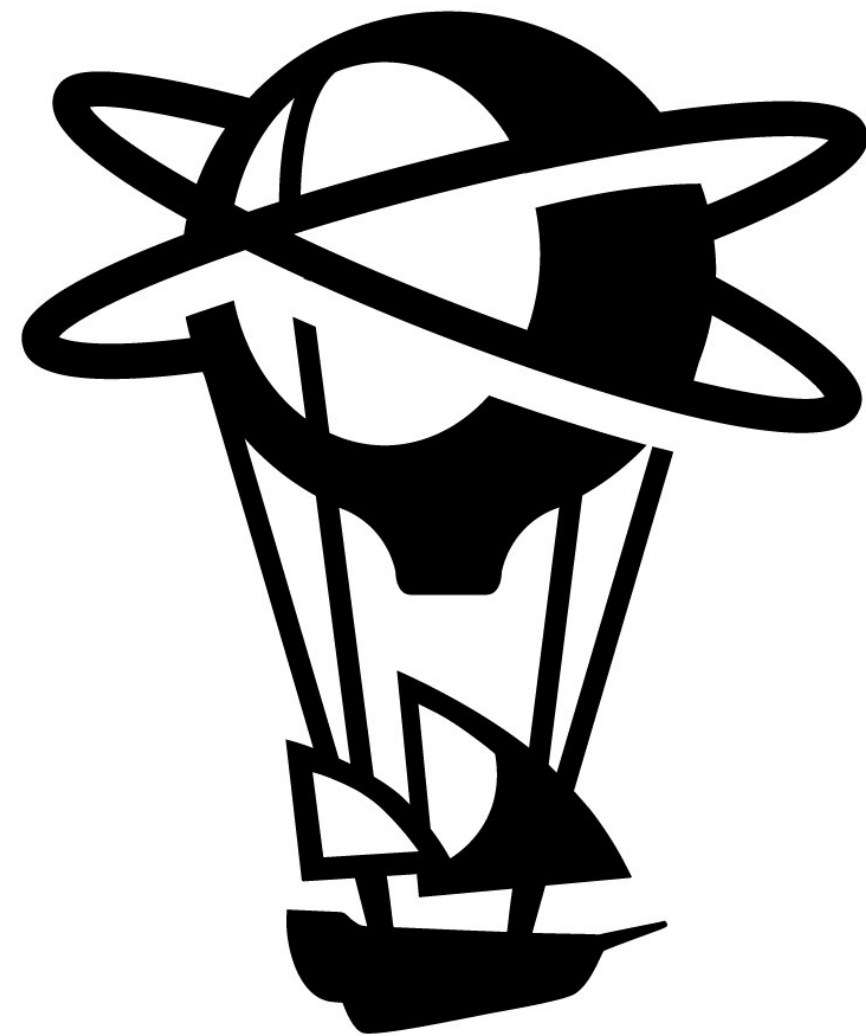
## HOW THEY MIGHT HELP?

The NRPA could provide the project with a voice that aligns with our goal of being a catalyst for healthy life-style change.

## POTENTIAL COLLABORATION

▪ OUTREACH ▪ EDUCATION ▪ RESEARCH

# POTENTIAL COLLABORATORS



**N I A N T I C**

Niantic has a long history of viewing the world differently. They are the world's leading augmented reality company with an initial focus on augmented reality games. They envision a future where our technology paves the way for new entertainment experiences.

They've built the world's only planet-scale augmented reality platform for current and future generations of augmented reality hardware. They view this platform as a global operating system for applications that unite the digital world with the physical world.

They have pioneered real world gaming — adventures on foot with others — which has helped transform the Earth into the new game board.

## HOW THEY MIGHT HELP?

Niantic is at the forefront of mobile-based AR gaming experiences in the physical world. Their expertise and technology could provide a considerable development shortcut to the project.

## POTENTIAL COLLABORATION

- GAMIFICATION IN REAL-WORLD SETTING
- CO-CREATION ▪ DEVELOPMENT

# POTENTIAL COLLABORATORS



Oscar has been focused on one mission – to be a health insurance company centered around the patient, engaging members and guiding them to the right care. Along the way, a team of 700 of the most talented, experienced, and mission-driven individuals from the halls of technology, health care, politics, design, and data have come together in service of the Oscar mission. And 250,000 individuals and businesses now know what it feels like to finally be in charge of their own health care.

Oscar App has a feature that tracks your steps on the app, you'll earn \$1 toward an Amazon® Gift Card for every day that you hit your step goal. To make it hassle-free for you to get rewarded for staying active, the app automatically syncs your steps from Apple Health or Google Health. Earn up to \$240 per year.

## HOW THEY MIGHT HELP?

Oscar has created a insurance platform that is mobile based with a gamified insentive program that gets their customers moving. We could partner with them to offer additional benefits to their customers for those who visit Quest Park are a regular basis.

## POTENTIAL COLLABORATION

- GAMIFICATION IN REAL-WORLD SETTING
- DEVELOPMENT ▪ OUTREACH ▪ EDUCATION



# POTENTIAL COLLABORATORS



The Urban Adventure Quest team runs around the country, and some day... the world, creating interactive scavenger hunt tours in popular urban locales. As fans of the T.V. show, *Amazing Race*, we always wanted to take part in this type of adventure, but couldn't take the time off from our "real jobs" to do so. Wouldn't it be great, we thought, if there was a way to experience the excitement and adventure of the *Amazing Race* in just one day?

While there were many one-day *Amazing Race*-type events happening in cities around the U.S., you had to be in a particular city, on a particular day, or you missed out. There really was nothing that offered the same excitement while providing the flexibility of playing on your schedule.

## HOW THEY MIGHT HELP?

Urban Adventure Quest have successfully developed and launched a real world scavenger hunt experience in multiple cities around the U.S. Their expertise could be invaluable to designing physical gaming experiences as well as localization insights.

## POTENTIAL COLLABORATION

- GAMIFICATION IN REAL-WORLD SETTING
- CO-CREATION

# POTENTIAL COLLABORATORS



The World Health Organization (WHO) has a ACTIVE, policy toolkit to help all governments reduce the alarming levels of physical inactivity and the related health, social and economic consequences.

ACTIVE is based on the WHO Global Action Plan for Physical Activity 2018-2030 and provides countries with specific policy and interventions to help increase participation levels in physical activity.

## HOW THEY MIGHT HELP?

The World Health Organization is motivated to get the world population moving. They could be open to helping do additional research and raising awareness of this new hybrid of entertainment and physical activity.

## POTENTIAL COLLABORATION

▪ RESEARCH ▪ EDUCATION ▪ OUTREACH

# POTENTIAL COLLABORATORS



Run in the Real World. Become a Hero in Another.

Only a few have survived the zombie epidemic. You are a Runner en-route to one of humanity's last remaining outposts. They need your help to gather supplies, rescue survivors, and defend their home.

And you have another mission — one they don't know about...

Zombies, Run! is an ultra-immersive running game and audio adventure for iPhone and Android, created by Six to Start and award-winning novelist Naomi Alderman. Almost three million players worldwide run to the perfect mix of heart-pumping audio drama and pulse-pounding songs from their own playlists.

## HOW THEY MIGHT HELP?

Zombies, Run! have successfully developed and launched a story-based mobile gaming experience that uses the story to motivate its users to go out for a run in the physical world.

## POTENTIAL COLLABORATION

- GAMIFICATION IN REAL-WORLD SETTING
- CO-CREATION



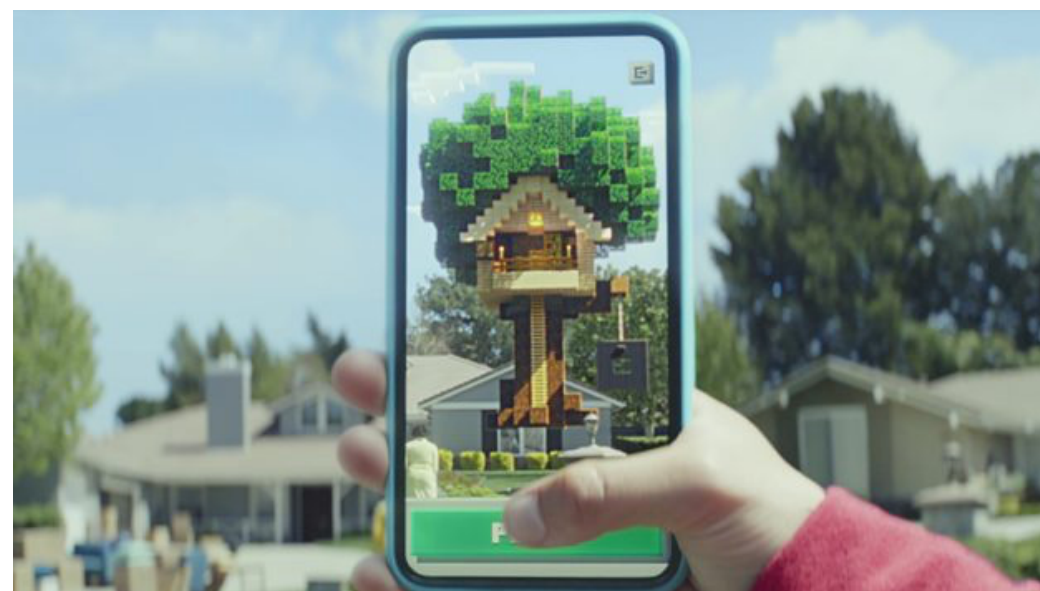
# PROTOTYPE INSPIRATION

## APP INSPIRATION

Examples of AR technology being used in physical spaces for gamified co-creation experiences.



Apps shown:  
Minecraft Earth App  
Pokemon Go! App



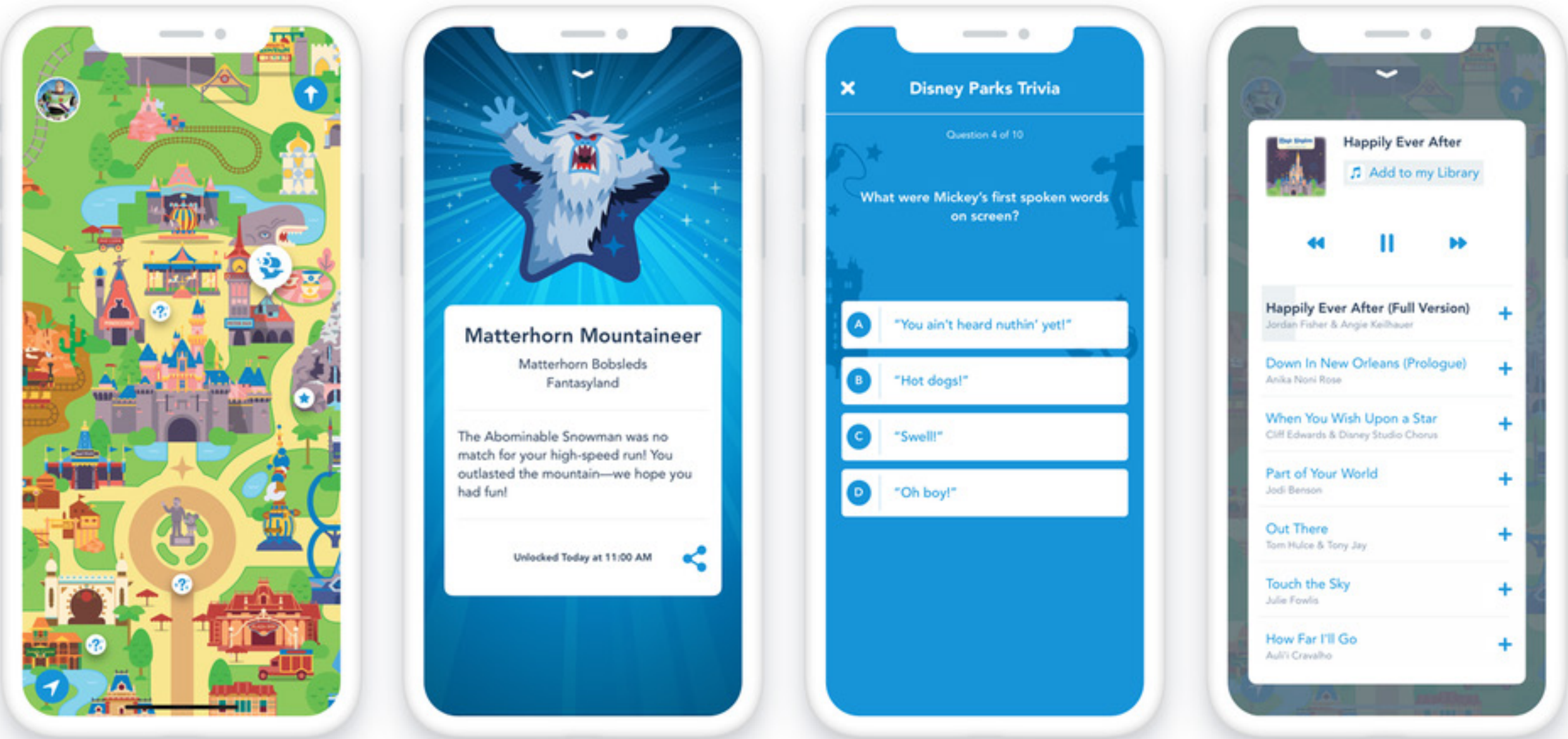
Example of a character progression and creation experience.



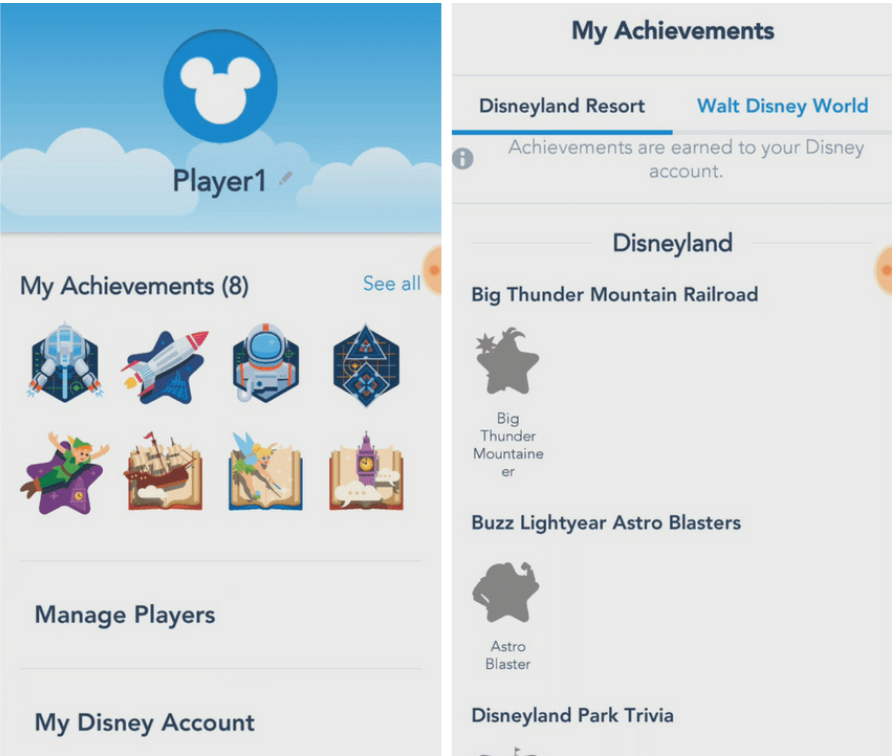
# PROTOTYPE INSPIRATION

## QUEST PARK APP INSPIRATION

Examples of gamified navigation experiences being used in a park setting.



App shown: Disney Play App

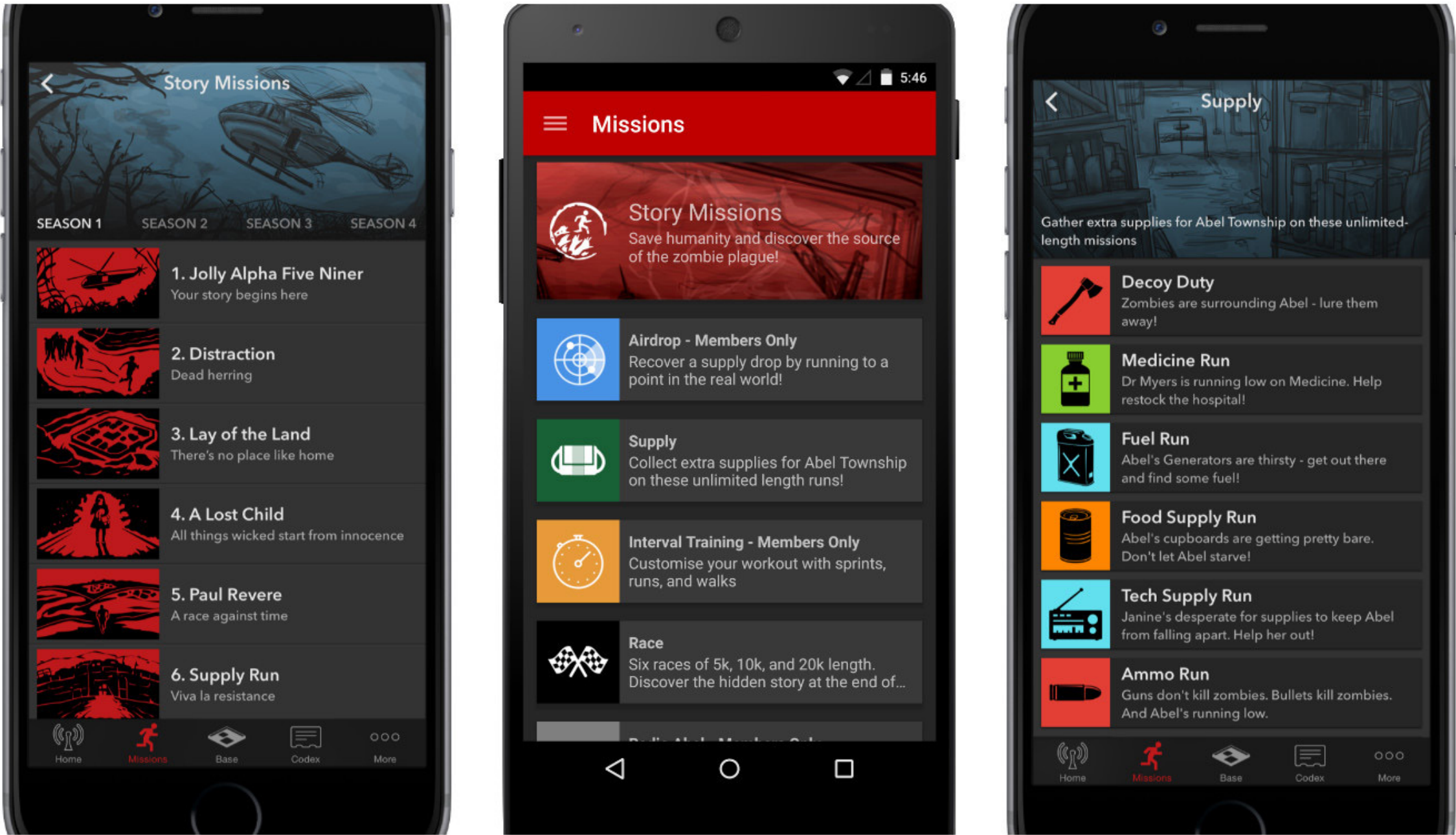




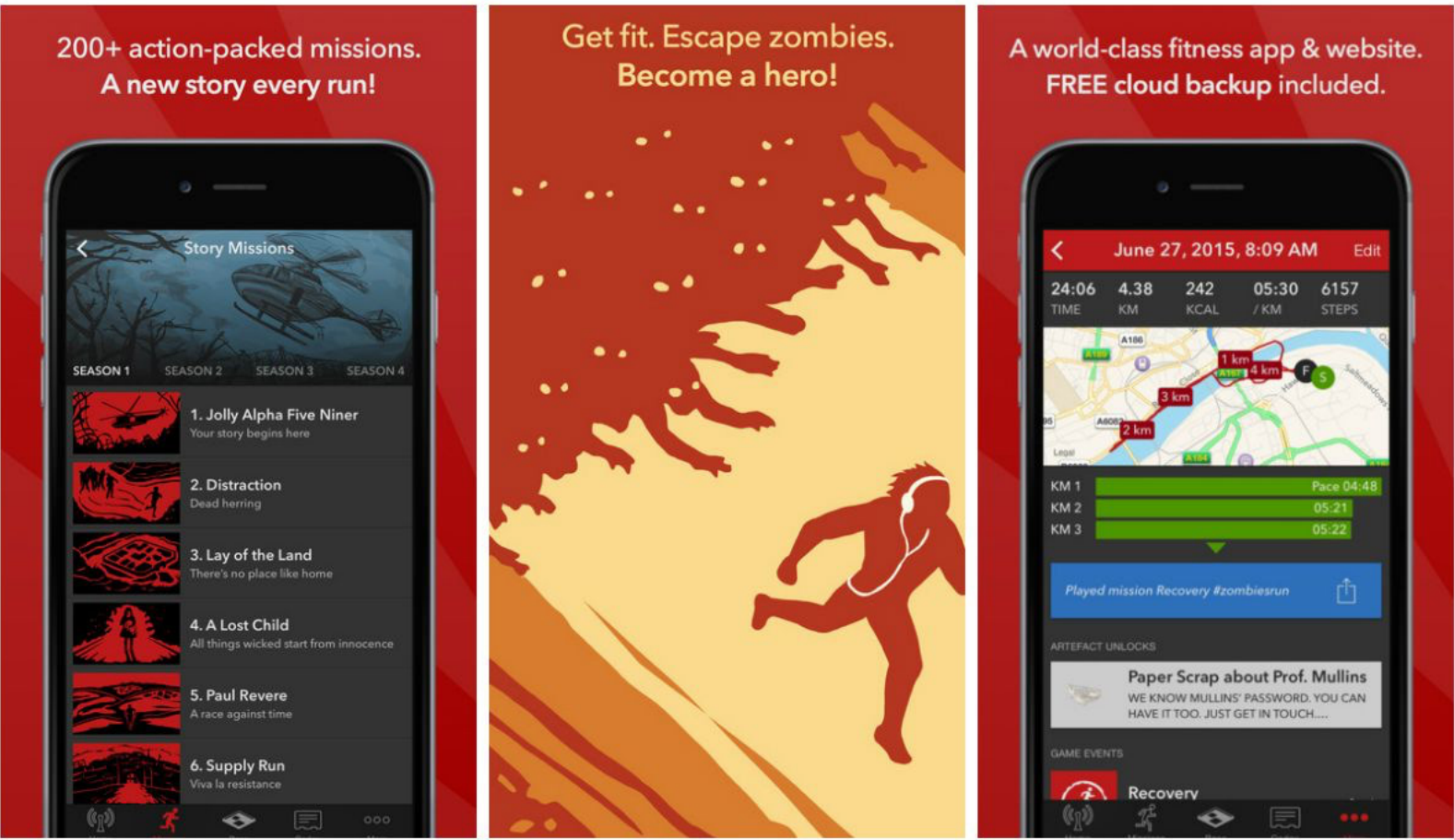
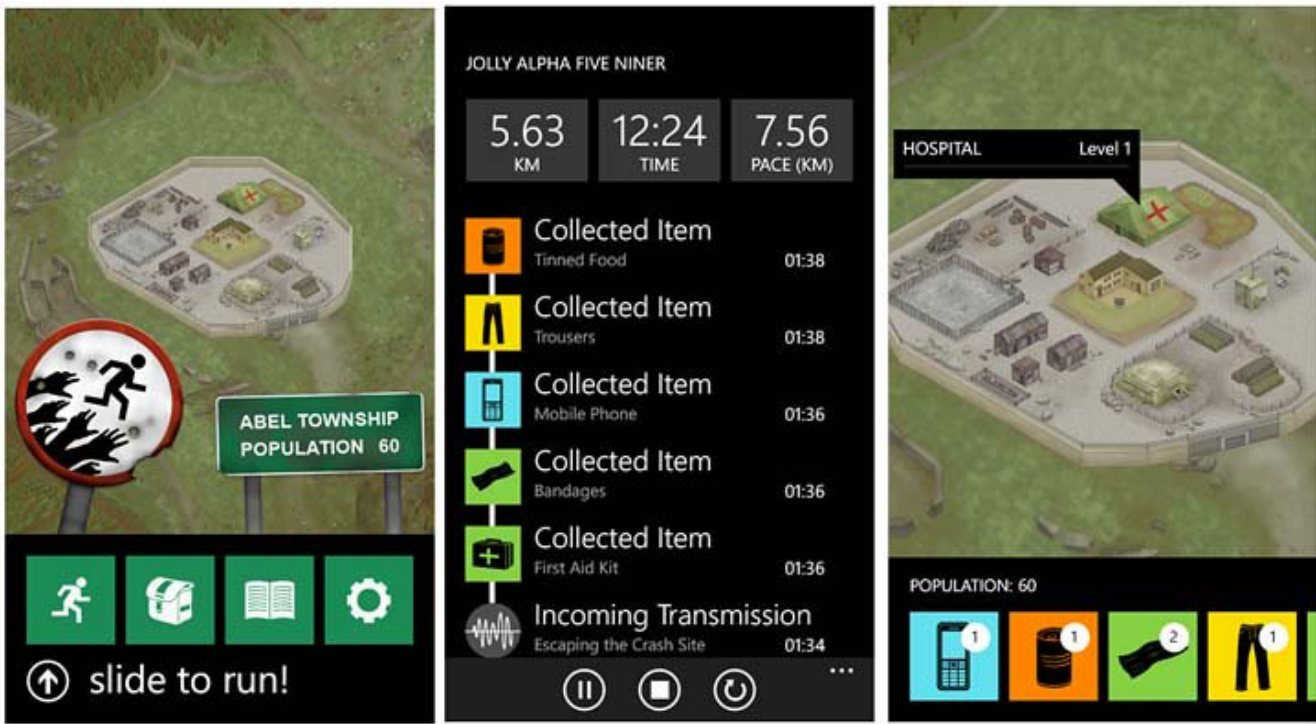
# PROTOTYPE INSPIRATION

## QUEST PARK APP INSPIRATION

Example of mobile game mechanics and systems being used to motivate the user to be physically active in the physical world.



App shown: Zombies Run! App

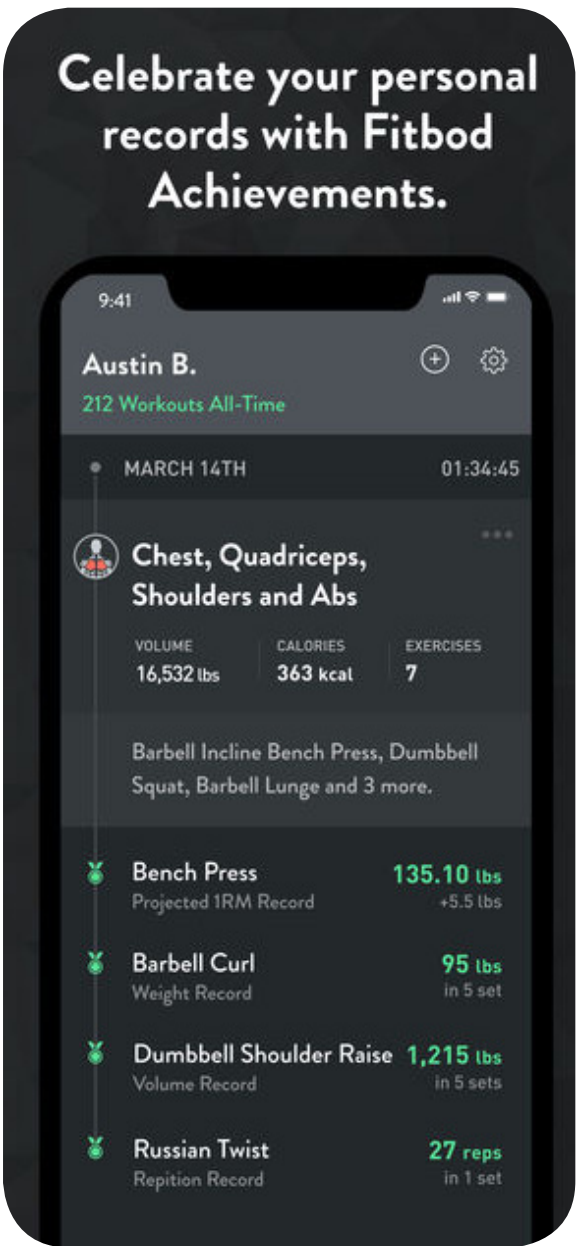
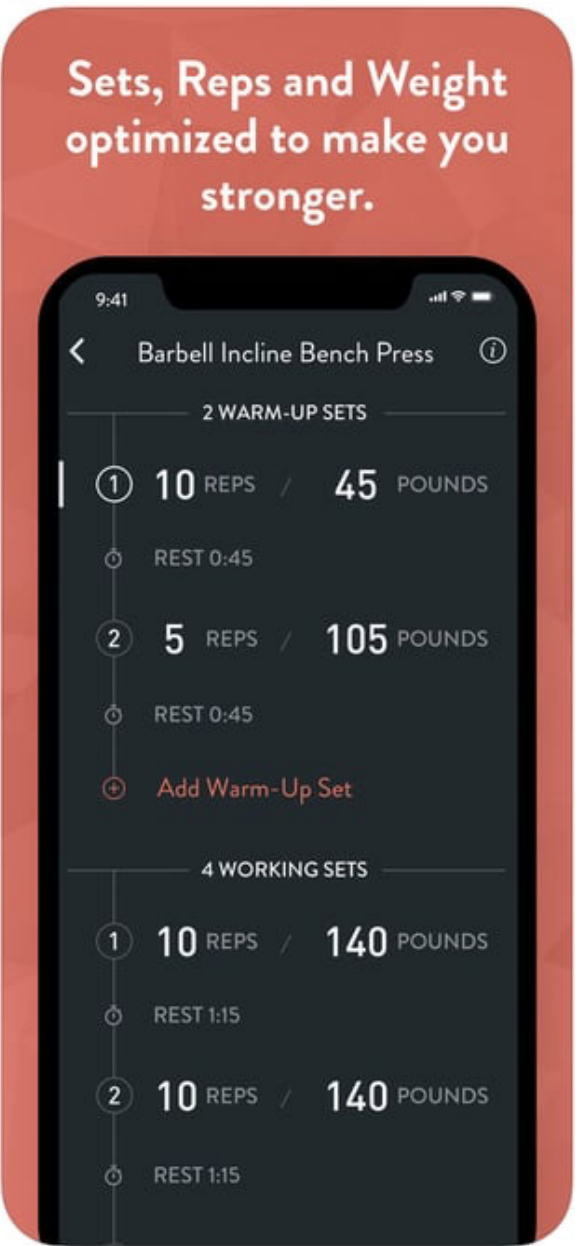
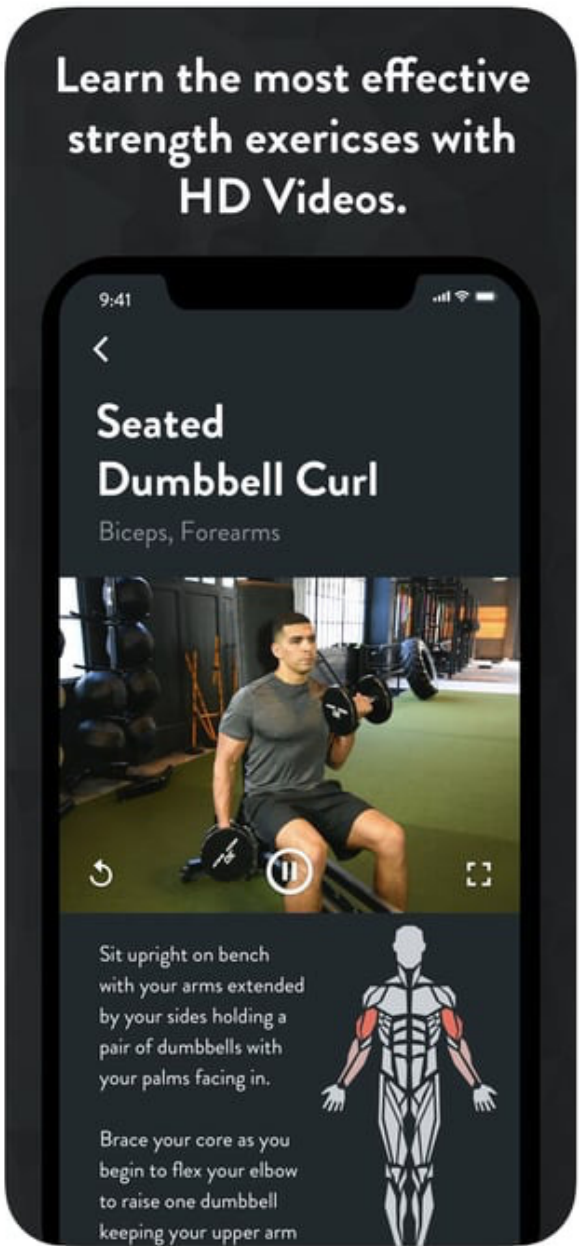
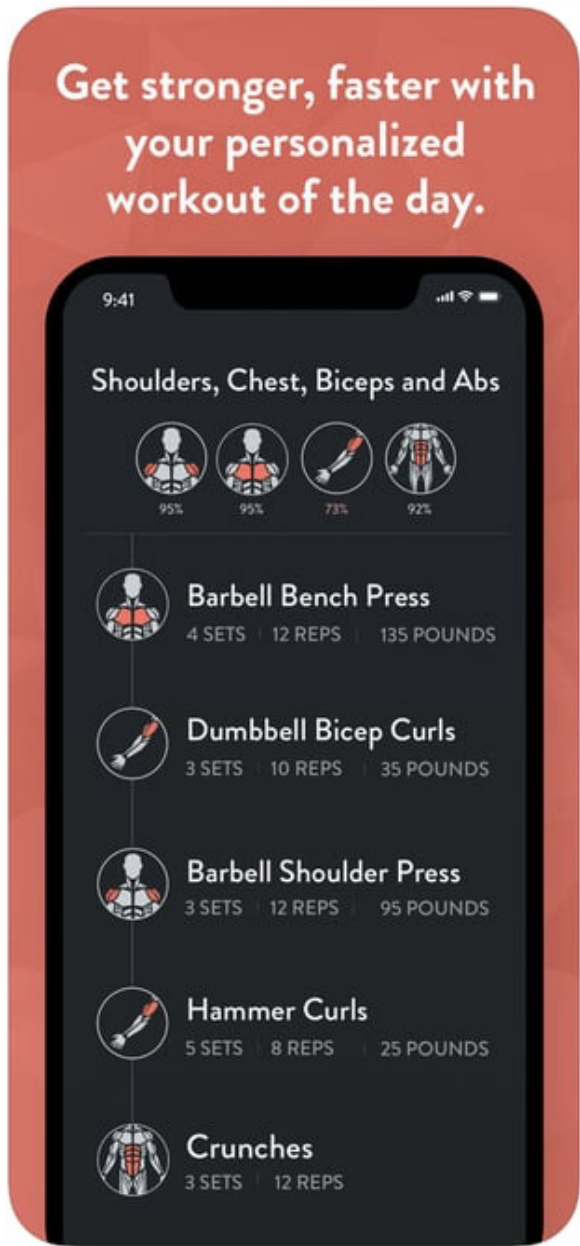
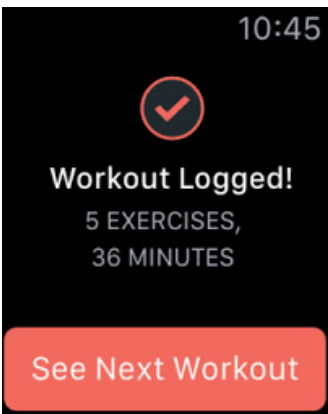




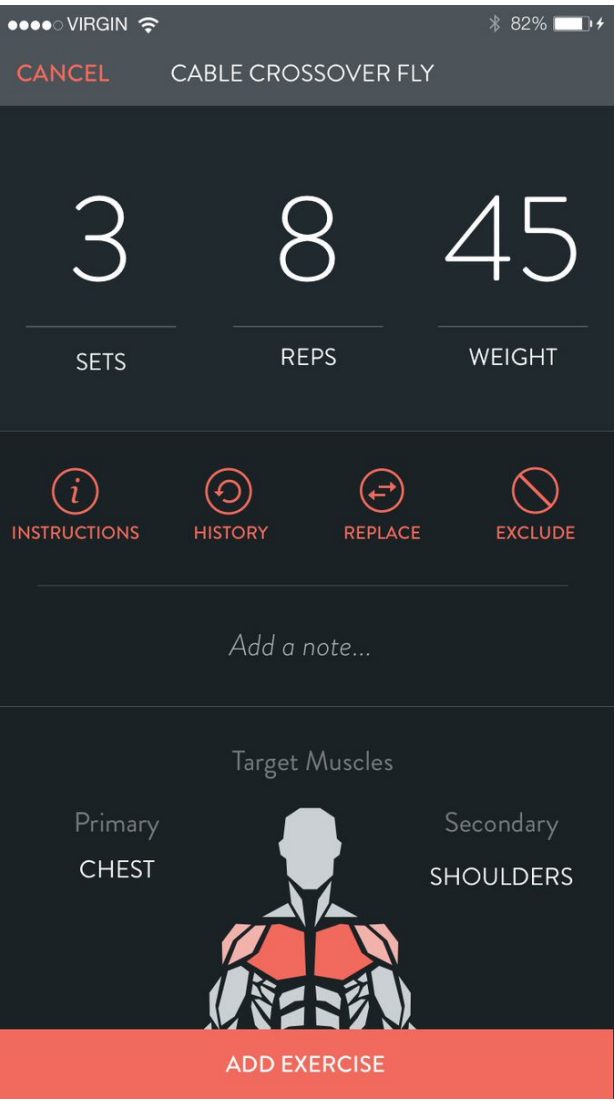
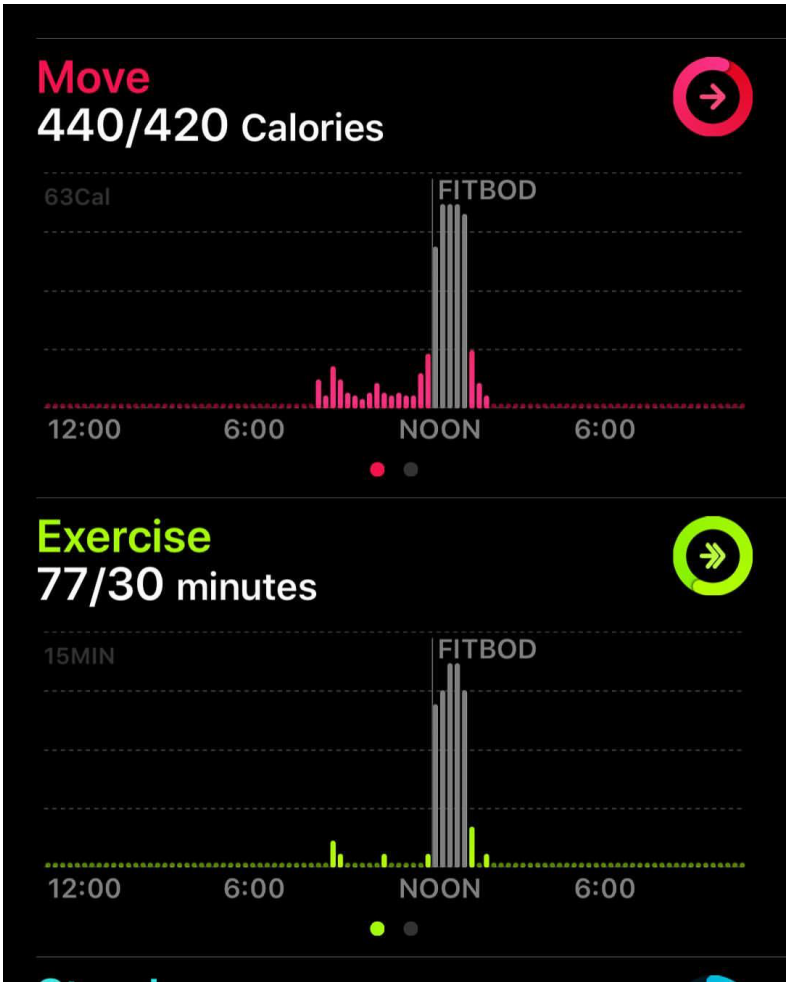
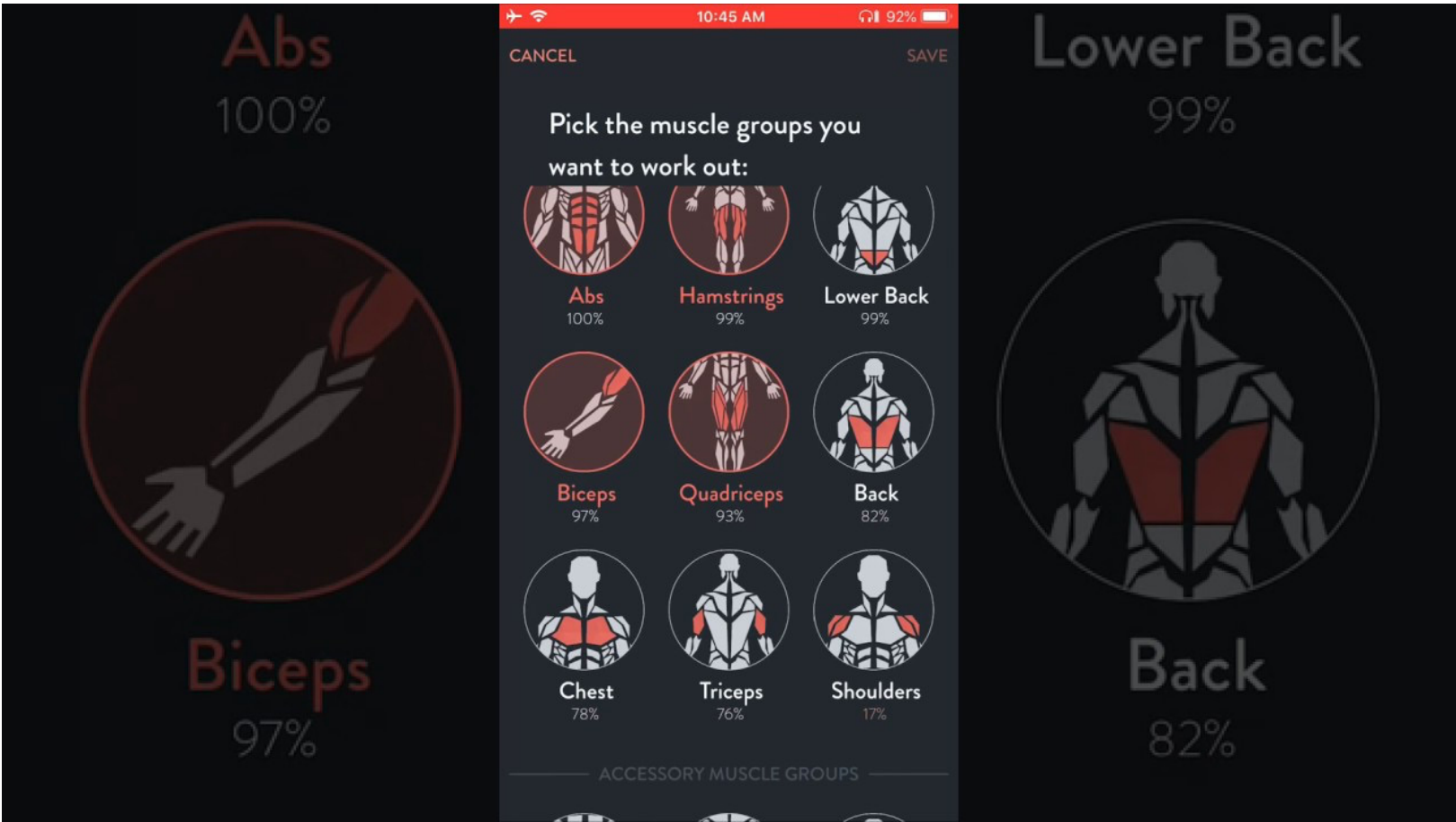
# PROTOTYPE INSPIRATION

## QUEST PARK APP INSPIRATION

Example of a mobile fitness app that helps the user plan and track their exercise sessions while working towards long term goals. This also shows a example of instructional materials that teaches the user proper form for completing the exercise.



App shown: Fitbod App





# PROTOTYPE INSPIRATION

## TRAINING STATION INSPIRATION

Examples of physical activity training stations with equipment. This type of equipment will be stationed throughout the park and the app will direct the user to through the story, then guide them through the interactions with them in the map tracking their physical activity along the way.





# PROTOTYPE DEVELOPMENT

## QUEST PARK EXPERIENCE

The Quest Park experience is structured around the concept of Questing. A Quest is made up of three types of interactions: Story, Travel, and Challenge.



### STORY

The story puts the user at the heart of the action by making them a main character in a story. The story propels the user through the park using quest objectives as activators.



### TRAVEL

Each quest objective will take place at a different location in the park. The user must walk or run to get to the different locations.



### CHALLENGE

Once a user reaches a quest objective location they are met with a challenge that they must complete in order to move on to the next quest objective.

Figure 49. Quest Park Experience Prototype.  
Travis Watkins' image.

# PROTOTYPE DEVELOPMENT



Figure 50. Quest Park Questing Prototype.  
Travis Watkins' image.

## QUESTING

Questing in the park starts with the Story. There are a variety of stories to experience throughout the park, and there will always be more added on a regular basis to keep the experience fresh. Stories in the park are spread out over 6 story points that occur at 6 random locations from inside the park. Each story point takes approximately 10 minutes to encounter and complete. Which keeps each park visit to roughly one hour (the average time of a gym visit or an exercise class).

Through the Quest Park app on the user's smart phone, the story is introduced, which communicates the theme of the story and what is going on in the world. The user is given a little context to why they are being involved and then are given a quest with a call to action that sends them off to somewhere in the park. The user will then follow quest park map through the app and receive notifications as they close in on their destination.

When the user arrives at the destination of the story point, the app will engage them with a challenge they must overcome. The challenges will vary in types. Some will be puzzles that they have to use deduction and detective skills to solve based on things they see in the physical world and clues through their mobile device. Some challenges will be physical and require

physical activity in order to overcome. An example of this could be a family of four are questing together and they encounter a large troll. The app informs the family that in order to defeat the sluggish troll, they will have to tire it out. In the physical area there are jump ropes available. The app informs the family that they must work as a team to keep their heart rate up for 1 minute. The app monitors the group's progress, and after keeping their heart rate up for a minute, they achieve success. The troll is defeated and the family may move on to the next part of the story.

When a story point has been completed, the user is given a new story point and are prompted to move to a new location in the park. This flow of Story, Travel, Challenge repeats until the Quest is completed and the user finds themselves back at the front of the park.

When the Quest is complete, the user is guided through a cool down session and are given a recap of their quest accomplishments, the points their character gained in the park and are given a preview of things to come on their next questing visit.

# PROTOTYPE DEVELOPMENT

## QUEST PARK APP

The Quest Park app is the heart of the experience. It drives the story, the interactions, and is a crucial part of the outreach plan.

The app will allow the user to create an account and add membership payment information. A user profile section where the user can change their information as well as look at their accomplishments, progress, and history. There will be a character creation system that tracks the user's game and exercise data and uses this data to adjust workouts and exercises. There is also a rewards point system that tracks the user's accomplishments from the data and allows for the user to redeem those points for rewards.

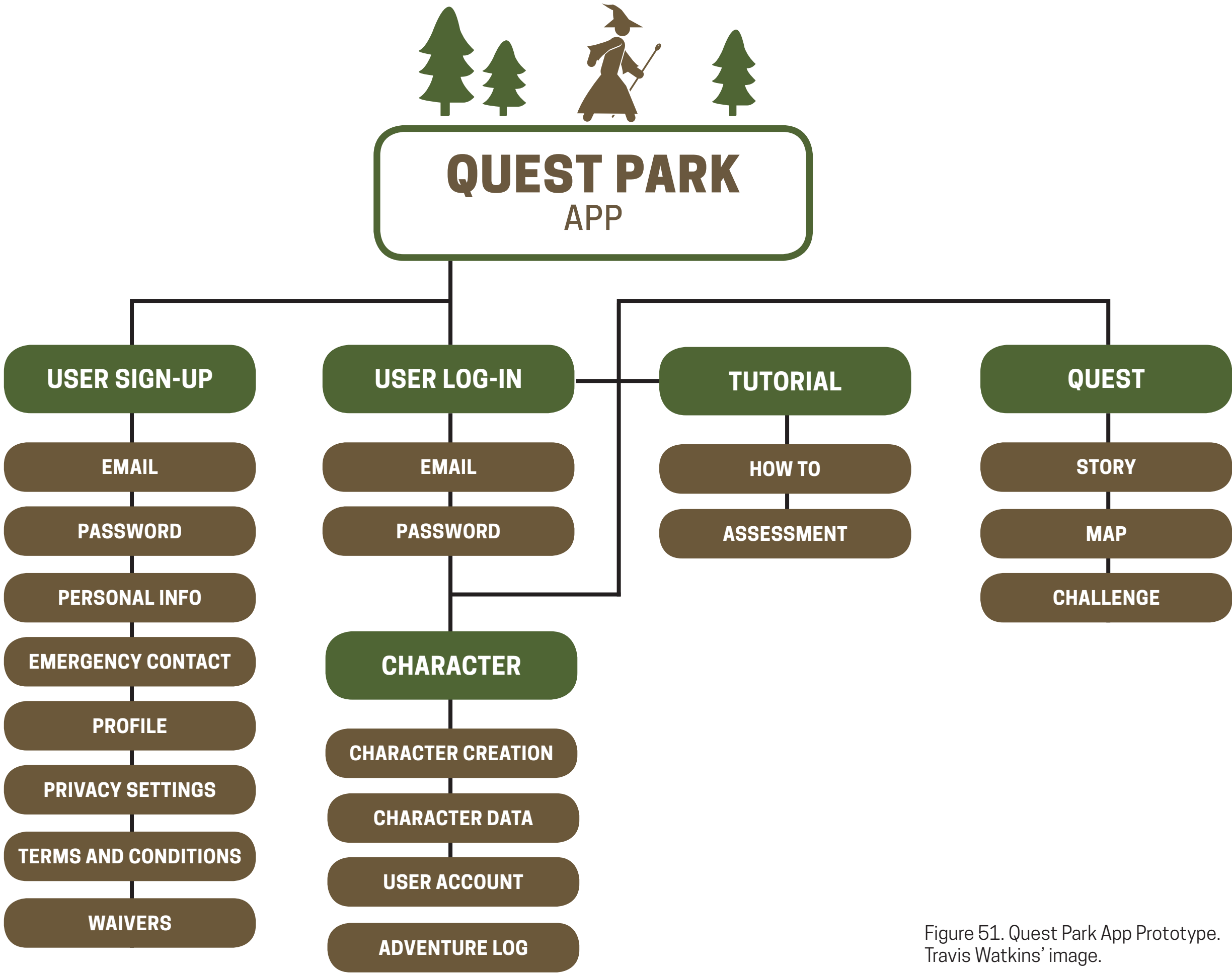


Figure 51. Quest Park App Prototype.  
Travis Watkins' image.

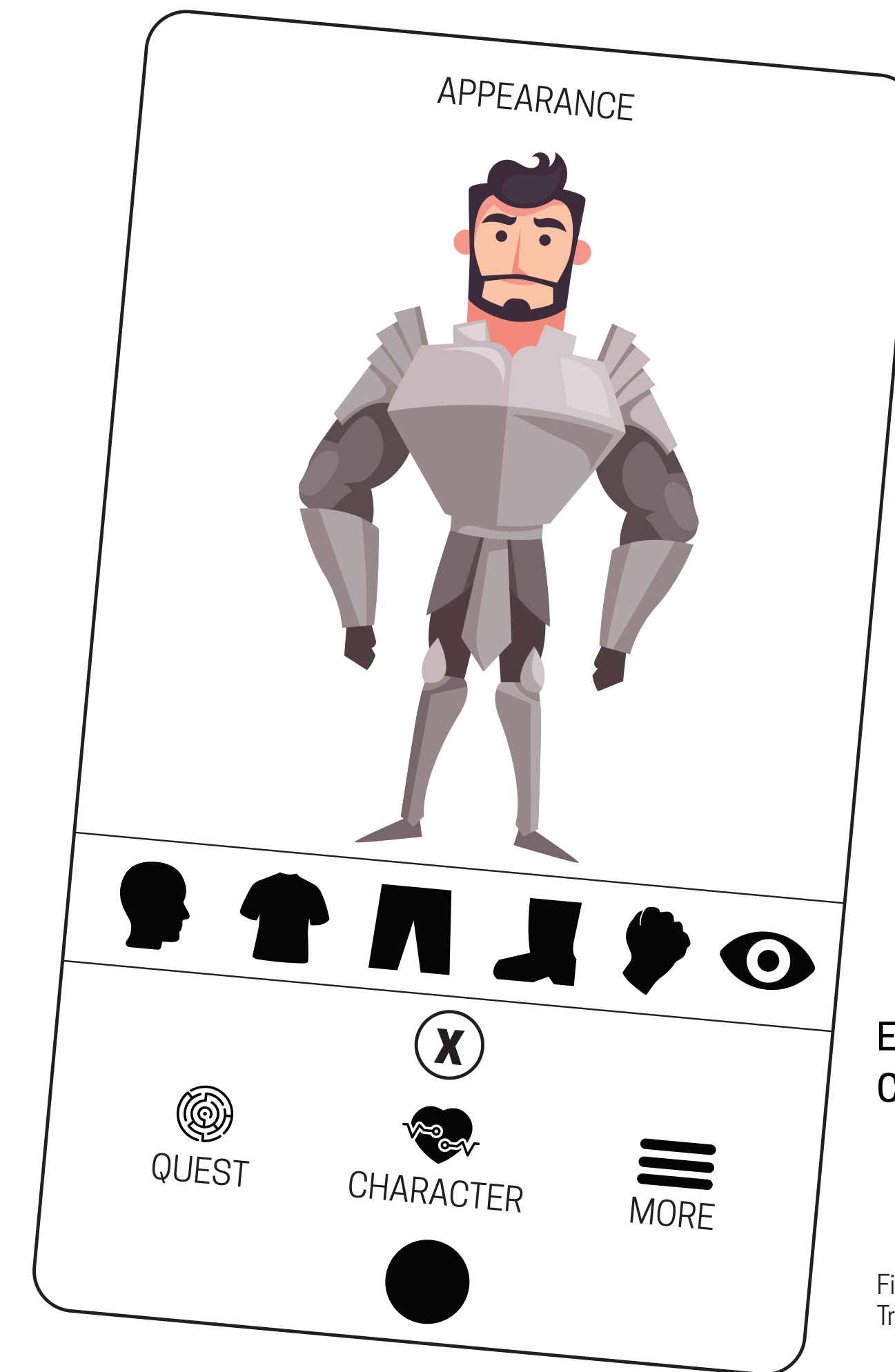


# PROTOTYPE DEVELOPMENT

## QUEST PARK APP

The app is built around a game system. This game system will direct the user about the park using a map system that tracks the user's position, and provides indicators of destinations and opportunities for interactions.

Once the user arrives at a destination they will be prompted with a story point that has a challenge to overcome. Using their smart phone camera and AR technology in the app, the user will point their phone's camera at things in the environment and see things that are not physically there. These things could be puzzles or non player characters to interact with or enemies to defeat. When exercise is part of the challenge, the user will have the option to watch a brief video showing how the exercise is done. The app will also have game prompts that engages the user to do something, tell them a part of the story and give them options for how they could proceed.



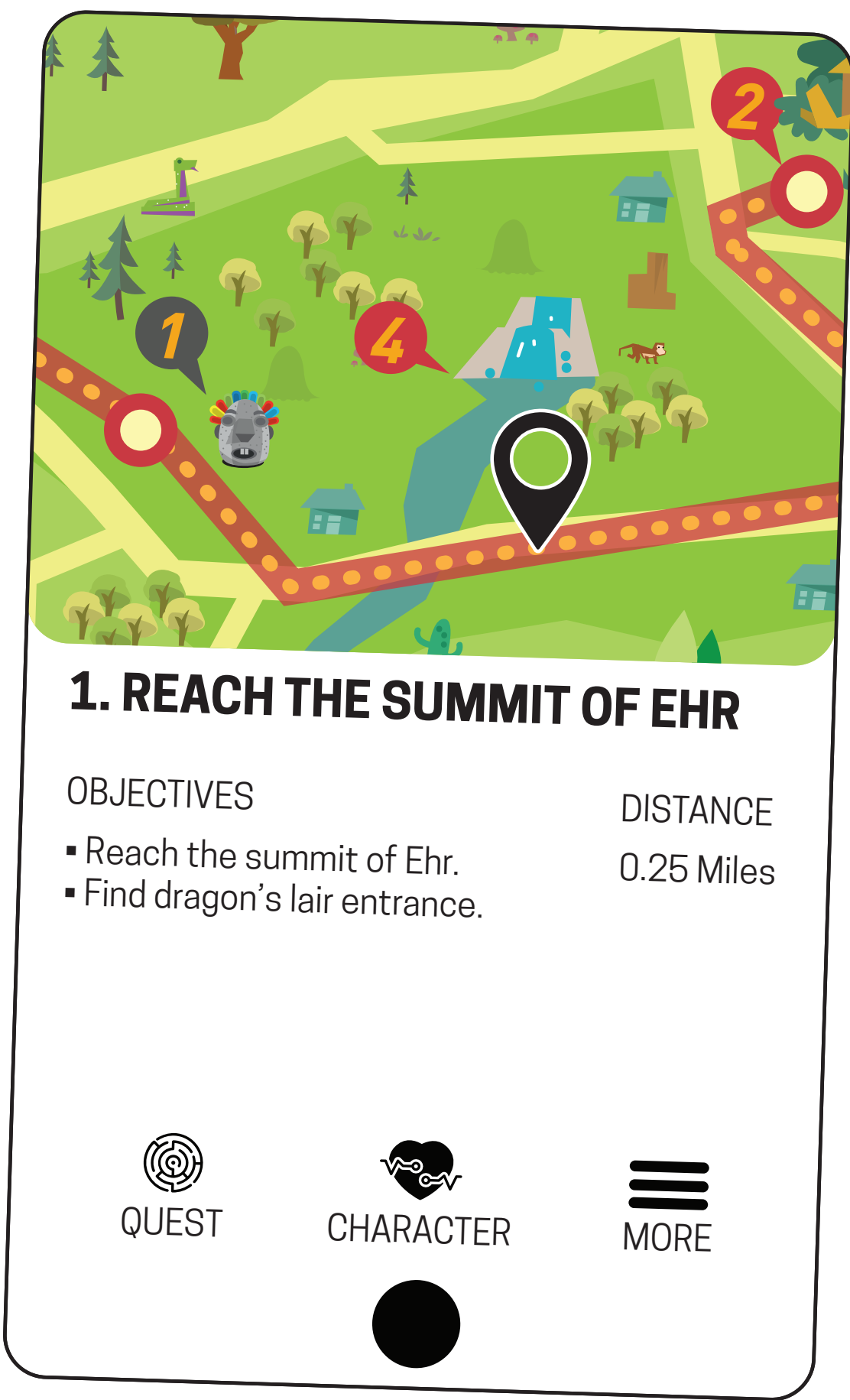
Example Wireframe:  
Character Creation Screen

Figure 52. Quest Park App Prototype.  
Travis Watkins' image.

# PROTOTYPE DEVELOPMENT



Example Wireframe: Quest - Story Screen



Example Wireframe: Quest - Travel Screen



Example Wireframe: Quest - Challenge Screen

Figure 53. Quest Park App Prototype.  
Travis Watkins' image.



# PROTOTYPE DEVELOPMENT



Outdoor Environment example shown: Disney's Animal Kingdom

## QUEST PARK ENVIRONMENT



**WELCOME  
CENTER**



**RESTROOMS,  
REFRESHMENTS,  
& ASSISTANCE**

This map is an example of how the park could be physically arranged along with an example course of how a quest could be structured through the app to get the user moving.

The user would enter the park at the Welcome Center, then be directed by the story through the app to proceed to the different numbered points. When they reach a point, they would interact with things environment while attempting to overcome a challenge. Once they complete a challenge, the story would continue and the user would be directed to move on to the next point. By the end the user will have zig-zagged across the park and eventually find themselves back at the welcome center for a debriefing.



Figure 54. Quest Park Environment Prototype.  
Travis Watkins' image.



# PROTOTYPE FEEDBACK

## COLLABORATOR FEEDBACK - Feedback provided by primary research participants.

**“You have the potential to create differently themed locations that have different types of stories, which could encourage a whole other level or type of exploration.”**

**“It would be good if the user could take the story home with them to go back over later. Since they will be so immersed in the exercise, puzzle solving, and just the setting around them.** Some people might miss part of the story being told in the moment, but will want to go back through it while they are relaxing.”

**“Depending on how popular this is, you might have bandwidth issues.** Before Disney launched their Play App they had to add towers all around the resort to boost the signals.”

**“What if you figured out some kind of new exercise that was done through AR interactions?”**

**“This concept has a lot of potential to utilize AR in new ways. AR could be a way for you to keep content fresh. Like giving the park an upgrade just by doing updates to the app.”**

**“If I were approaching this like one of my projects, I would try to get some sort of celebrity involvement to help with marketing.** Like what if you had The Rock involved? He’s the most followed person on the planet and is all about fitness and game stuff.”

**AHA!**

Mobile technologies will be key in keeping the park updated and fresh, while keeping the cost of immersion down. If the tech is slow or not working, it could spell disaster for the experience. Allowing users to consume the story on their time could help with further immersion and buy in. There may be opportunities for using existing intellectual properties in the park, as well as creating our own intellectual properties in which we can create other types story telling experience with. For example, novels, comic books, and games could be a way to extend the experience outside of the park.

Figure 55. Quest Park Prototype Collaborator Feedback.  
Travis Watkins' image.



# FINAL DESIGN TO MARKET

# OBJECTIVES

Define the **Quest Park enterprise**.

Use the **Business Model Canvas** to define the nine building blocks to create a large-scale business model.

Evaluate the **strengths, weaknesses, opportunities, and threats** of the Quest Park enterprise business model.

Design an **implementation plan** for Quest Park.



# ENTERPRISE STRUCTURE



Figure 56. Quest Park Prototype Enterprise Structure.  
Travis Watkins' image.

# ENTERPRISE STRUCTURE



## PARK DIVISION

The Park Division designs, develops, builds, and maintains all physical spaces of the park. These are the engineers and architects of the enterprise. They work closely with the mobile division to make sure the mobile devices are working with the interactive elements of the park. Plus, they work with the Game Divisions to add any physical updates to the park to correspond with developments of the stories to help with immersion.



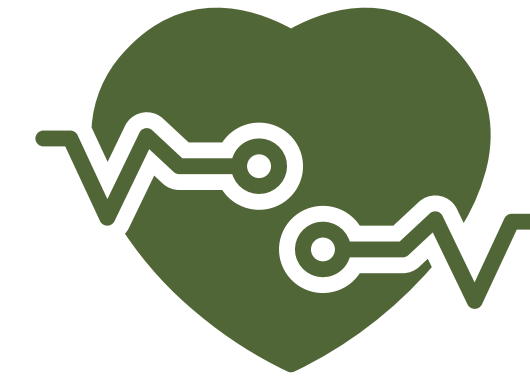
## MOBILE DIVISION

The Mobile Division designs, develops, implements, and maintains all digital aspects of the Quest Park experience. They are in charge of user accounts, billing, and the points and rewards program. They implement any of the game developments to the app and program any of the interactive activities that need to occur between the mobile app and physical park elements.



## GAME DIVISION

The Game Division leads the designs and development of all story, gaming, and activity elements of the Quest Park experience. They work closely with all divisions to insure that the Quest Park experience is entertaining, active, immersive, and something that people are excited to engage in.



## HEALTH DIVISION

The Health Division is in charge of selling the experience to new guests and helping the users through their journey. They help users adjust their exercises so that they are comfortable and not in danger of injuring themselves and are available to answer any questions the guest might have regarding their health, the park, or their quest.

Figure 57. Quest Park Prototype Enterprise Structure.  
Travis Watkins' image.

# OFFERING ACTIVITY CULTURE MAP

With the **offering activity culture map** we can see what activities are taking place inside of the Quest Park environment and gain a better understanding of the Quest Park culture. This will help us to define Quest Park brand going forward.



Figure 58. Quest Park Offering Activity Culture Map. Travis Watkins' image.



# BRAND PYRAMID

Quest Park’s brand pyramid builds off the **offering activity culture map** to create a foundation of attributes and features that benefits the user, and ultimately helps to define Quest Park’s brand personality and essence.

Figure 59. Quest Park Brand Pyramid.  
Travis Watkins’ image.

## ESSENCE

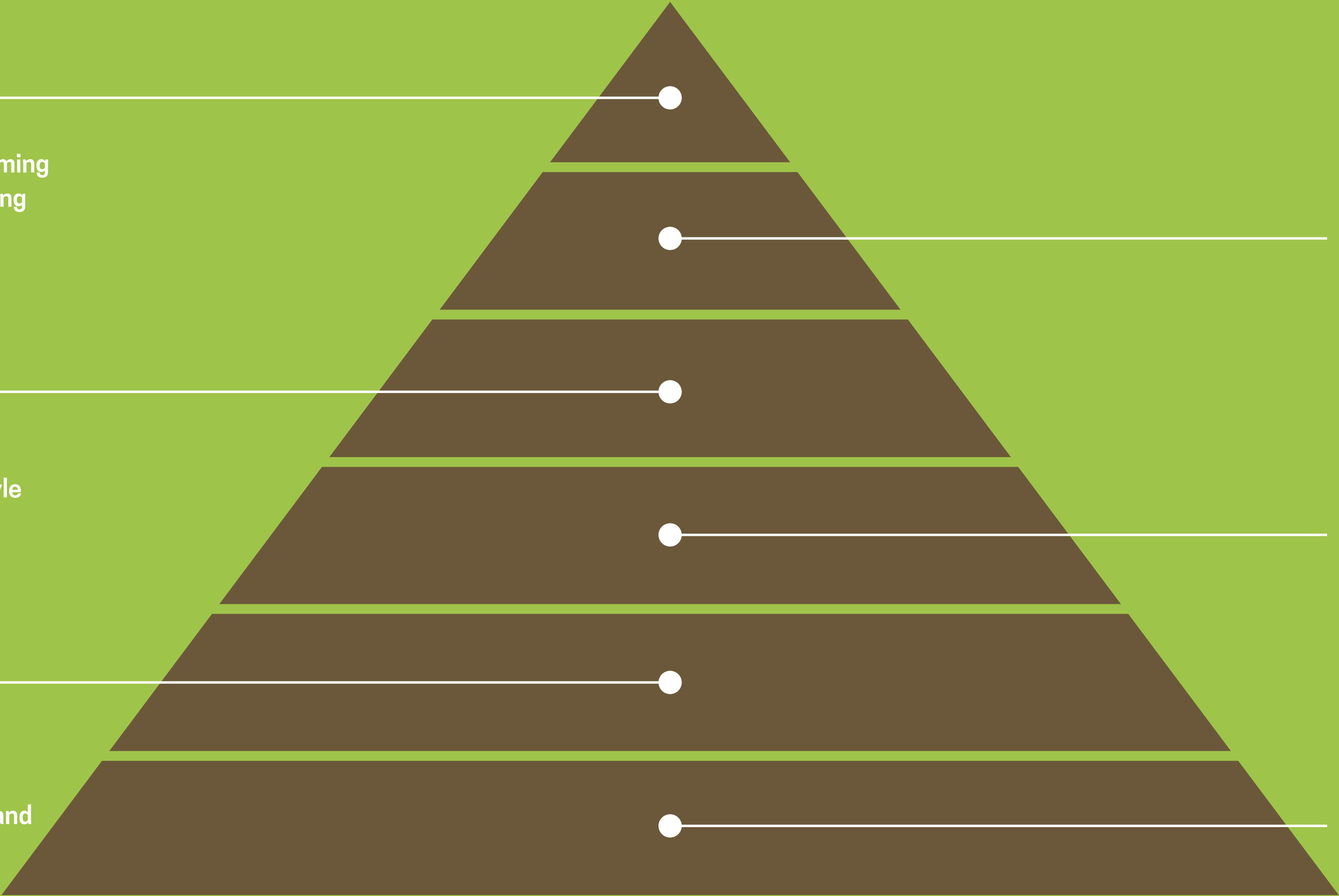
Quest Park is an immersive gaming experience dedicated to keeping people physically active.

## VALUES

- Story Driven
- Catalyst for a healthy lifestyle
- Escape from daily problems
- Immersive Experience

## FUNCTIONAL BENEFITS

- User friendly
- Guided instruction
- Activators that bring you in and get you moving
- Always something new to experience
- Endless exercise variations
- Customizable experience



## PERSONALITY

- Fun
- Inclusive
- Healthy
- Exciting
- Geeky

## EMOTIONAL BENEFITS

- Support and encouragement from the community
- Healthy habit development
- Physical and mental rewards for escaping.

## ATTRIBUTES & FEATURES

- Can participate solo or in a group
- Helpful Staff
- Variety
- Safe Environment
- Engaging Stories
- Entertainment + Exercise

# 5 E'S OF CUSTOMER SERVICE

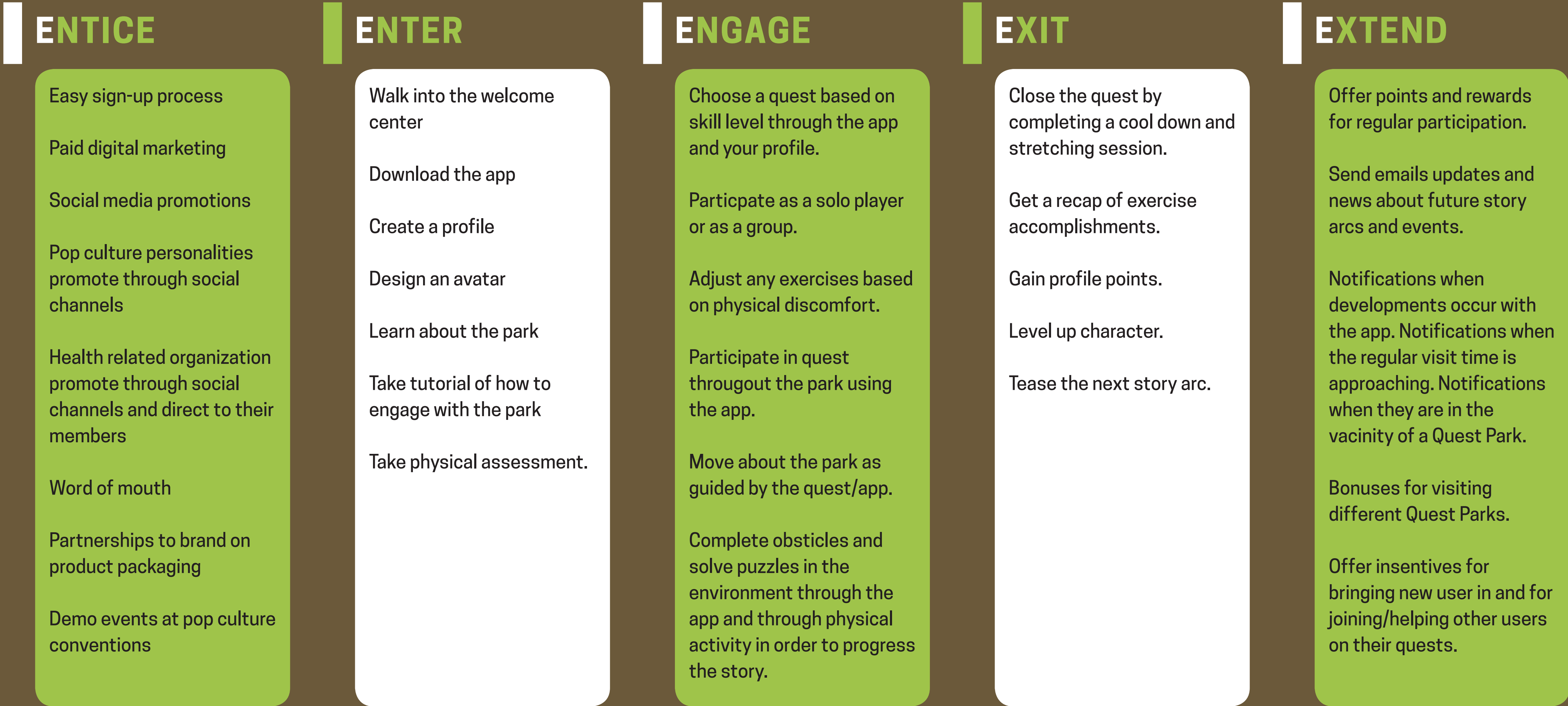


Figure 60. Quest Park 5 E's of Customer Service. Travis Watkins' image.

# BUSINESS MODEL CANVAS | QUEST PARK

Using the 9 Building Blocks outlined in Osterwalder & Pigneur’s *Business Model Generation*, I plotted the Quest Park business model.



Figure 61. Quest Park Business Model Canvas. Travis Watkins’ image.



# BUSINESS MODEL ANALYSIS



Figure 62. Quest Park Business Model SWOT Analysis.  
Travis Watkins' image.

# BUSINESS MODEL ANALYSIS



Figure 63. Quest Park Business Model SWOT Analysis.  
Travis Watkins' image.

# BUSINESS MODEL ANALYSIS



Figure 64. Quest Park Business Model SWOT Analysis.  
Travis Watkins' image.



# STRENGTHENING THE BUSINESS MODEL

Today's entertainment landscape is filled with activities that are distractions from daily problems. Most of them provide opportunities for escape that puts the user in a sedentary position for hours on end while zoned out staring at some type of screen. This often times results in an unhealthy lifestyle that leads to health problems. To stand out from this group, **Quest Park is a hybrid experience of entertainment and exercise** that helps the user escape from their problems through exercise while being entertained through a physical gaming experience. The majority of profits will come from memberships sales to the park. To ensure members continue to engage with the brand we will focus on these three pillars to strengthen the business model.



## ESCAPE

Quest Park is not a distraction from your daily troubles. It's an escape from them. Step into our world and forget about your bills, your work, and your grades. Because in Quest Park you are a hero, and your troubles are much bigger than that. You will need to save the village from Death King one night, and the next you might need to outwit the Star Witch before she curses you for all eternity. We anticipate members returning multiple times a week to protect the Quest Park lands and bringing new heroes with them.



## ADVENTURE

The essence of Quest Park is adventure. And as any good adventurer knows, you need to keep your wits about you and your body ready for anything. That's why the member's time in the park is spent hiking, running, jumping, punching, kicking, and thinking. That's right, Quest Park not only works the body, but the mind as well. So after training in the park, you'll be ready to not only slay the dragon, but answer the riddle of steel as well!



## PARTY

Quest Park is a place for adventure. And adventuring is often more enjoyable when in a group. That's why questing can be done as a party. So bring your friends and family and take down that dreaded dragon together! Our team is there to celebrate and encourage teamwork! If you do not have a party, Quest Park will help you find one. We bring together the concepts of social video gaming and workout classes and create an unforgettable immersive experience!

Figure 65. Strengthening the Quest Park Business Model.  
Travis Watkins' image.

# IMPLEMENTATION PLAN

## OVERVIEW

Implementation is divided into four phases: Quest Development, App Development, Park Development, and Outreach & Sales.

Figure 66. Quest Park Implementation Plan.  
Travis Watkins' image.

### PHASE 1: QUEST DEVELOPMENT

**Duration:** 3 Months  
**Cost:** \$72k

Quest Development will initially require a small team to design the stories and challenges that will propel the activity in the park. These quests will then need to be field tested by the target audience groups using local public park spaces with a person acting as the Quest Guide. The Quest Guide's duties will be to read the story points, guide the travel, and direct the challenges in place of the mobile app. The quest development team will be looking for which types of stories and challenges are popular and how they might improve the experience when implementing Phase 2.

### PHASE 2: APP DEVELOPMENT

**Duration:** 6 Months  
**Cost:** \$500k

With the quests mostly developed, its time for Phase 2 to start. The app development team will be looking to replace the Quest Guide with a mobile device. They will first be working to implement the storytelling elements, the map GPS system, and basic challenges. This phase will eventually require field testing with the target audience using local public park spaces as the park environment. With these systems mostly worked out it will be time to move on to Phase 3. While Phase 3 is in development, the mobile team will continue to develop the other systems of the app.

### PHASE 3: PARK DEVELOPMENT

**Duration:** 12 Months  
**Cost:** \$10 million

Using the quests as inspiration the Park team will work with the Quest and Mobile teams to design park spaces that will aid in immersing the user through additional storytelling using the environment. Interactive elements will be developed that will use the mobile app as a control device. Training stations will be designed to fit with the stories as well to be versatile in equipment so that the stations have a variety of exercise type opportunities that will make them easier to design story and challenges around. Once the Park space has transitioned from a construction site to a safe space, additional testing will be required using the target audience.

### PHASE 4: OUTREACH & SALES

**Duration:** 4 Months  
**Cost:** \$72k

As the park approaches an opening date, the Health team will launch into engagement with the target audience communities. They will attend festivals and pop culture events with a small demo experience that will allow people to see why Quest Park is exercise experience unlike anything else. People demoing the experience will download the app, create an account, and create a character. They will then go on a small quest inside the festival area space that gives the user a taste of what it will be like and let them experience why they need membership to Quest Park.

# IMPLEMENTATION PLAN







# **CONCLUSION & RECOMMENDATIONS**

# CONCLUSION

I began this project with a quest to better understand my own family's behaviors and habits when it came to exercise and leisure activities. We know that being outdoors and visiting parks is healthy for us, yet we rarely go. Using design thinking methods, I was able to learn that my family is not alone in this conundrum, and I gained empathy for individuals who do not regularly get to experience the benefits of park environments.

Through my research it became apparent that there are multiple factors at play that are keeping people indoors and sedentary. Laziness is often contributed to being the problem. However, what I discovered is that most people are anything but lazy. They are working. They are engaging. They are extremely busy. And, maybe most of all, they are easily distracted. So, oftentimes the things that are the most convenient get the most attention.

I learned that traditional parks do not attempt to distract or grab for attention. They are simply there to serve the community by providing tried and true amenities and activities. But, what happens when the community that the park serves changes? I learned that while most understand that exercise improves their quality of life, many think it's difficult, inconvenient, or boring, choosing instead to spend their leisure time doing whatever is currently vying for their attention through methods which are most convenient to them.

Through the design management process I was able to reframe my problem and reveal opportunities for a new enterprise that would get my target audience moving about outdoors using systems that they are familiar and comfortable with. My solution is a new type of park that combines an immersive entertainment experience with physical activity in an outdoor setting. I call it Quest Park. A video game experience come to life, where the visitors are the heroes of their stories!

# RECOMMENDATIONS

Quest Park is an ambitious concept of the grandest scale. It will require additional research, development, and planning before it could be considered a viable option. This study was not meant to provide a complete solution to the problem, but to instead start a conversation about what could be. With unhealthy life-styles on the rise, its time that we adapt our activities and spaces to appeal to the changing communities around the world. It is my recommendation that organizations who are seeking to help communities improve their health-related quality of life further explore experiences that provide **escape**, **motivation**, **co-creation**, and **immersion**.

How might we create an **immersive** experience that will **motivate** infrequent park visitors to **escape** from their day-to-day realities by participating in physical activity in a physical park environment?

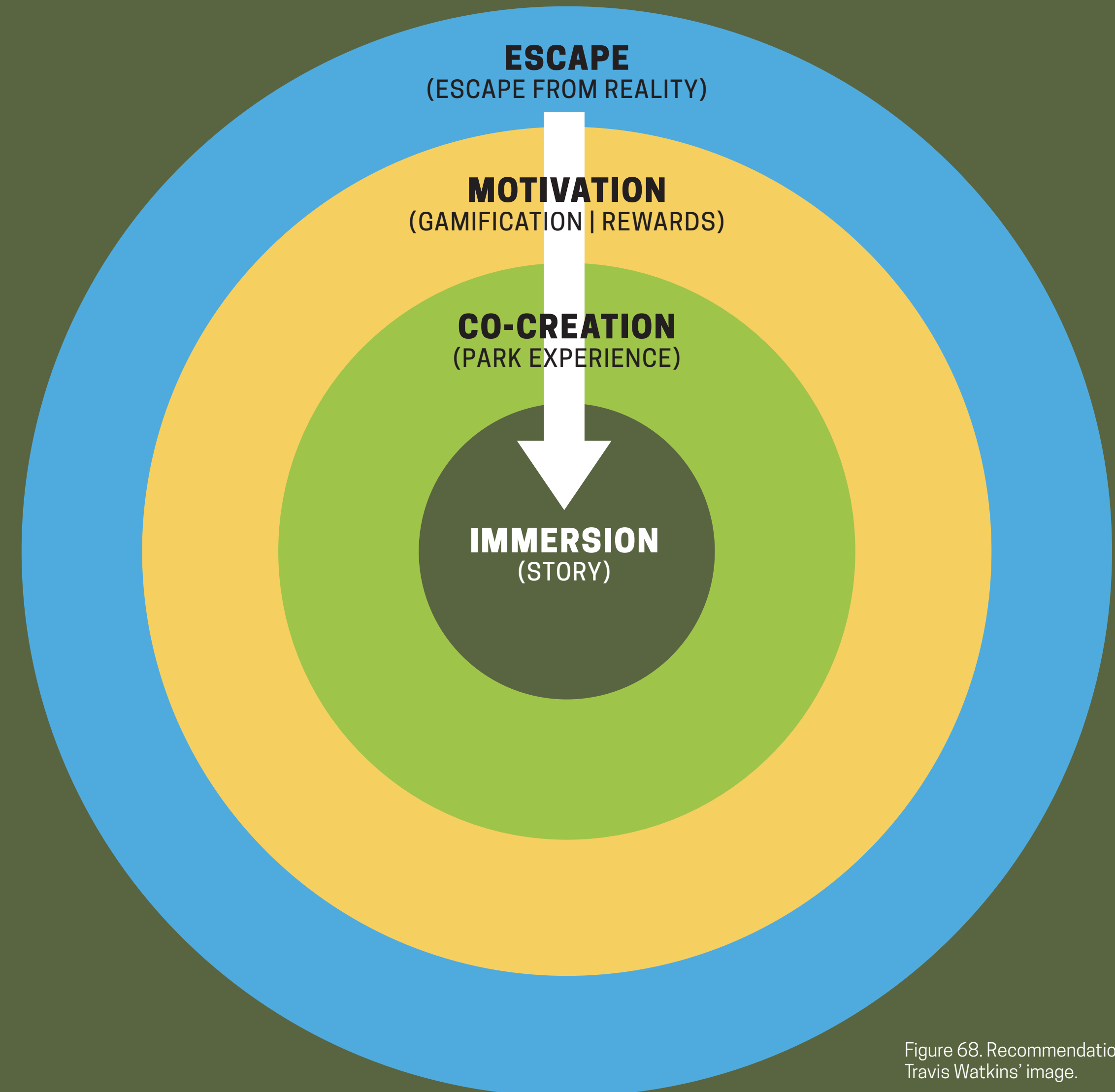


Figure 68. Recommendations.  
Travis Watkins' image.





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# APPENDICIES



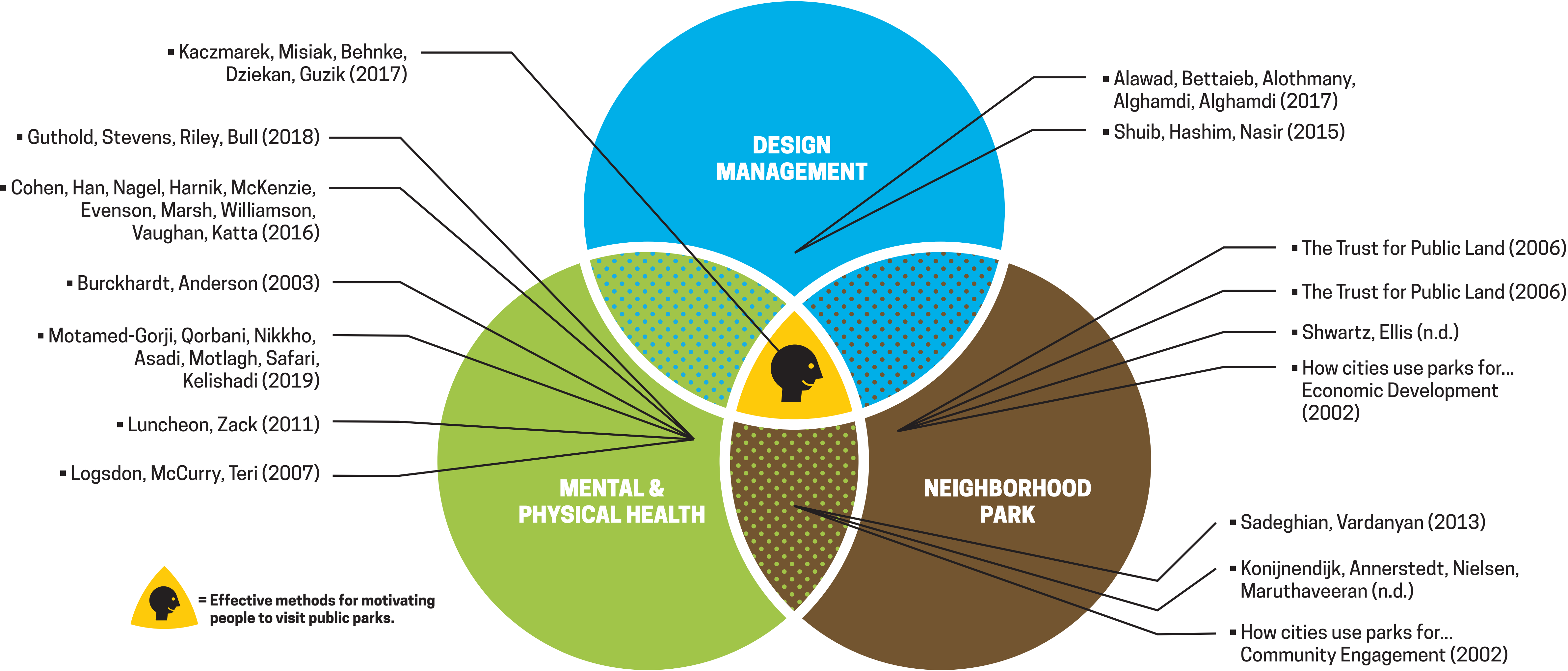
# ACTIVITY TIMELINE

Figure A1. Activity Timeline.  
Travis Watkins’ image.

WEEK ENDING 3.31	WEEK ENDING 4.07	WEEK ENDING 4.14	WEEK ENDING 4.21	WEEK ENDING 4.28	WEEK ENDING 5.05	WEEK ENDING 5.12	WEEK ENDING 5.19	WEEK ENDING 5.26	WEEK ENDING 5.30
PROJECT PLANNING									
<ul style="list-style-type: none"><li>Final Project Proposal Refinement</li><li>Research Protocol Docs</li><li>Process Book Template</li></ul>	CONDUCTING RESEARCH								
	<ul style="list-style-type: none"><li>WORKING WALL UPDATES</li></ul>								
			MARKET ANALYSIS						
				RESEARCH SYNTHESIS					
				<ul style="list-style-type: none"><li>Market Analysis Status</li><li>Project Positioning Status</li><li>Zag Steps 1-6</li><li>Mid-Term Research Presentation*</li></ul>	INITIAL CONCEPT EXPLORATION				
						EXPLORATION & PROTOTYPING			
					ASSESSMENT & VALIDATION PLAN				
			REFINING THE PROTOTYPE						
			<ul style="list-style-type: none"><li>Refined Prototypes</li><li>Prototype Testing Plan</li></ul>						
				BUSINESS PLANNING					
				<ul style="list-style-type: none"><li>Final Prototype</li></ul>	FINAL PRESENTATION				
					<ul style="list-style-type: none"><li>Business Model Canvas</li><li>Final Presentation</li><li>Final Process Book</li><li>Graduation Show Poster</li></ul>				

# RESEARCH SPACE

Figure B1. Research Space.  
Travis Watkins' image.



# RESEARCH METHODOLOGY

Figure C1. Research Questions Matrix.  
Travis Watkins' image.

UMBRELLA RESEARCH QUESTION									
How might we use design management methodology to improve a person's health-related quality of life through activities at neighborhood parks?									
RESEARCH QUESTIONS	WHAT do I need to know?	WHY do I need to know this?	WHAT type of data is needed?	WHERE can I find this data?	WHAT type of data collection methods are needed?	WHO do I contact for collecting this data?	WHEN do I need to get a hold of this data?	WHAT will I be taking away from this data? What will I be learning?	WHAT might I be missing? How might I be wrong?
1: How might we describe design management methodology?									
1a: How might we describe design management?	Design management as a field of academic and professional practice.	To explain the academic lens of this study.	Industry approved definitions of DMGT.	Peer-reviewed publications, Web research, SCAD DMGT Community, DMGT Course Books.	Literature review, self-reporting, curriculum audits, interviews.	DMGT Professors, Research Librarian, LinkedIn, Internet	3/31/2019	How to describe DMGT as my academic field of study and how I may use it to study and improve neighborhood parks.	My understanding of the DMGT field could bias based on my own life experiences.
1b: How might we describe and use design management methods?	What different design management methods there are and how, when, and why they should be use.	To explain how design management works and understand how the most appropriate methods for this study will be applied.	Inventory of methods with instructions for how to use them.	Peer-reviewed publications, Web research, SCAD DMGT Community, DMGT Course Books.	Literature review, self-reporting, curriculum audits, interviews.	DMGT Professors, Research Librarian, LinkedIn, Classmates, Internet.	3/31/2019	A strong understanding of the DMGT process and methods.	My understanding of DMGT methods could incorrect.
1c: What design management methods will be useful for this study?	Which DMGT methods I should use for this study.	So that I choose the appropriate methods for gathering, processing, analyzing, and synthesizing the data for this study.	A narrowed selection of methods for use in my study.	Peer-reviewed publications, Web research, SCAD DMGT Community, DMGT Course Books.	Literature review, self-reporting, curriculum audits, interviews.	DMGT Professors, Research Librarian, LinkedIn, Classmates, Internet.	3/31/2019	A effective process for discovering data.	I could miss out on information that remains hidden to me by limiting my methods and efforts. I could use the research methods and tools incorrectly.



# RESEARCH METHODOLOGY

Figure C2. Research Questions Matrix.  
Travis Watkins' image.

UMBRELLA RESEARCH QUESTION									
How might we use design management methodology to improve a person's health-related quality of life through activities at neighborhood parks?									
RESEARCH QUESTIONS	WHAT do I need to know?	WHY do I need to know this?	WHAT type of data is needed?	WHERE can I find this data?	WHAT type of data collection methods are needed?	WHO do I contact for collecting this data?	WHEN do I need get a hold of this data?	WHAT will I be taking away from this data? What will I be learning?	WHAT might I be missing? How might I be wrong?
2: How might we describe a person's health-related quality of life and how might it be altered?									
2a. What is the medical meaning of a person's health-related quality of life and what factors into it?	The medical definition and meaning of health-related quality of life and the elements that impact it.	So that I understand the health-related quality of life scope.	The category descriptions of all elements that make up a person's health-related quality of life.	Secondary Sources, Local Experts	Literature review, Interviews	Katie Campbell	4/7/2019	I will understand all of the elements involved with a person's quality of life.	Sufficient expert advice.
2b. How is a person effected by their health-related quality of life and how might alter it?	What are the effects on the person? What a person might do to hurt or help their health-related quality of life.	So I understand the effect that it has on a person for better or worse. So that I understand the reasons a person alters their health-related quality of life whether they know they are doing it or not.	Descriptions for how each health-related category effects a person's HR-QOL. Lists and descriptions of how a alters their HR-QOL.	Secondary Research, Primary Research	Literature review, web research, Interview	Katie Campbell	4/7/2019	I will understand what a person may be feeling. I will be gaining empathy. Chart that describes how a person is effected. An understanding of what a person does to change their quality of life. 2x2 Chart	Every person is unique, so what I understand might not be accurate for all cases and will be more of a medical generalization.
2c. How might a person be motivated to alter their quality of life?	What might motive a person to alter their quality of life.	So that I understand what is motivating people to change.	What are the trends that are helping people to improve their quality of life.	Secondary Sources, Local Experts, Survey, Interviews	Literature review, web research, Interview, Survey, Workshop	Katie Campbell	4/7/2019	An understanding of what motivates people to change. 2x2 Chart. Empathy Map	My data could be old and new scientific insights might have been made. Their could be a bias from my sources.
2d. Why might a person resist improving their health-related quality of life?	Reasons a person resists improving their health-related quality of life.	To understand what might hinder a person's participation.	What causes a person to lead a seditary life style.	Secondary Sources, Local Experts	Literature review, web research, Interview	Katie Campbell	4/7/2019	Reasons people fail to help themselves.	Sufficient expert advice. Could be factors involved that we are still studying and trying to understand.

# RESEARCH METHODOLOGY

Figure C3. Research Questions Matrix.  
Travis Watkins’ image.

UMBRELLA RESEARCH QUESTION									
How might we use design management methodology to improve a person’s health-related quality of life through activities at neighborhood parks?									
RESEARCH QUESTIONS	WHAT do I need to know?	WHY do I need to know this?	WHAT type of data is needed?	WHERE can I find this data?	WHAT type of data collection methods are needed?	WHO do I contact for collecting this data?	WHEN do I need get a hold of this data?	WHAT will I be taking away from this data? What will I be learning?	WHAT might I be missing? How might I be wrong?
3: How might we describe a neighborhood park experience?									
3a. How might we describe the purpose of a neighborhood park to a community?	Catagorization of the activities and experience that traditionally occur in a neighborhood park. The reasons for the neighborhood parks in the community.	So that I understand what it is. So that I understand what people do in the parks. So that I understand the affects that the neighborhood park has on the community.	Photos, observations, descriptions, lists of benefits that the parks provide to the community	Case Studies, Interviews with Park Officials and Event Coordinators, Visits to neighborhood parks	Literature review, Web Research, Observations, Interview	Sandra Youngblood	4/7/2019	I will clarify what a neighborhood park is. I will understand why people visit the park. A User Flow chart. An inventory of the benefits and services that neighborhood parks provide to the community displayed in a cultural model.	This will be a generalization and could also be bias based on people feelings towards parks.
3b. What might be reasons for a person to not want to visit a neighborhood park?	What prevents people from visiting a part.	So that I might gain insight to might motivate people to not visit the park.	Reasons that a person is unable to visit, as well as features of a park that a person might find unappealing.	Case Studies, Interviews with Park Officials, Event Coordinators, and Theme Entertainment Professionals, Survey	Literature review, Web Research, Interview, Survey	Sandra Youngblood John Murdy Kevin White Joe Schaefer	4/7/2019	Reasons people avoid the parks.	Sufficient expert advice. Could be factors involved that we are still studying and trying to understand.
3c. What can we learn from theme parks that could be applied to neighborhood parks?	The methods that successful theme parks deploy to get guests into their parks and keep them engaged.	To leverage methods from a related field.	Popular trends from theme park environments.	Case Studies, Interviews with Theme Entertainment Professionals	Interview, Secondary Research	John Murdy Kevin White Joe Schaefer	4/7/2019	Current initiatives with similar missions and goals, and an understanding of their successes and failures.	Sufficient expert advice.
3d. Are there similar inititives already taking place in the parks systems?	What other efforts are being implemented.	To leverage learnings from similar initiatives.	Actions and initiatives that organizations are taking to bring in new park visitors.	Case Studies, Interviews with Park Officials, Health Managers	Literature review, Web Research, Observations, Interview	Sandra Youngblood Katie Campbell	4/7/2019	Current initiatives with similar missions and goals, and an understanding of their successes and failures.	Well-rounded grouping of initiatives.

# RESEARCH PROTOCOL

Figure D1. Research Protocols.  
Travis Watkins' image.

**SCAD**

*Informed Consent Form*

**TITLE OF THE STUDY**

Improving Quality of Life Through Neighborhood Park Visits

**PURPOSE OF THE STUDY**

The purpose of this study is to identify and develop opportunities for attracting non-park goers to neighborhood parks so that they may experience the health, social, and environmental benefits of the park setting.

**RESEARCH QUESTION**

How can we attract non-park goers to neighborhood parks?

**METHODOLOGY**

Data will be collected using contextual research methods such as interviews, surveys, and observations.

**SHARING THE FINDINGS**

All information will be accessible by the Savannah College of Art and Design, to the greater SCAD community, and to those participants who wish to review the project upon its completion.

For additional information contact:

**Travis Watkins**  
**(805) 300-2200**  
**travisjwatkins@gmail.com**

**SCAD**

*Informed Consent Form*

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by **Travis Watkins**, in order to identify opportunities for design.

I understand that the evaluation methods which may involve me include:

- 1. the recorded (audio and/or video) observations of my work
- 2. my completion of an evaluation questionnaire(s) and/or
- 3. my participation in a 30-90 minute interview.

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by **Travis Watkins** for analysis of interview data. I grant permission for the evaluation data generated from the above methods to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

\_\_\_\_\_ Research Participant Name

\_\_\_\_\_ Date

*Informed Consent Form*



# RESEARCH PROTOCOL

Figure D2. Research Protocols.  
Travis Watkins' image.

## PARKS AND REC PROFESSIONAL INTERVIEW QUESTIONS

- What is your role at \_\_\_\_\_, and how long you have been doing this type of work?
- What types of projects do you do in this position?
- What is your biggest challenge?
- In your opinion, what makes a good park?
- What do you think draws people to certain parks over others?
- What is your favorite park in the world and why?
- What is your favorite park that you're involved with and why is it your favorite?
- Finish this sentence. I wish [favorite park name] .....
- If you could change or add anything to [favorite park name] what would it be?
- Are the parks competing against anything for attention?
- Why do you think people do not make it out to the parks?
- Is the current model for neighborhood parks outdated?
- How do you currently try to reach non park goers to get them out into the parks?
- Are there any national or state initiatives for getting people out to the parks?

## THEME PARK PROFESSIONAL INTERVIEW QUESTIONS

- What is your role at \_\_\_\_\_, and how long you have been doing this type of work?
- What types of projects do you do in this position?
- What is your biggest challenge?
- In your opinion, what makes a good theme park visit?
- In your opinion, what makes a good theme park attraction?
- What is your favorite public park in the world and why?
- Do you think the current model for neighborhood parks are outdated?
- If you were in charge of updating a public park space, what sort of things would you try to incorporate into the design to attract and engage new people to get involved with the park?

# RESEARCH PROTOCOL

Figure D4. Research Protocols.  
Travis Watkins' image.

## HEALTH CARE PROFESSIONAL INTERVIEW QUESTIONS

- What is your role at \_\_\_\_\_, and how long you have been doing this type of work?
- What types of projects do you do in this position?
- What is your biggest challenge?
- How do you educate people about the importance of physical activities?
- Why do people not do the minimum recommended weekly amount physical activity when they know they should?
- How do you reach and motivate them before it's too late? Or from your experience, do people need to have something bad happen first before they will act?
- Are there any new methods, technology, programs that you have seen successfully motivate people and keep them engaged in regular physical activity?
- For those that do not like physical activity, are their methods for getting them moving without them realizing they are participating in physical activity?
- Do you think the current model/design of neighborhood parks are outdated?



# RESEARCH PROTOCOL

Figure D5. Research Protocols.  
Travis Watkins' image.

## REGULAR PARK GOER INTERVIEW QUESTIONS

- Tell me about yourself. What typically fills up your week?
- What three things are you most interested in right now?
- What sort of things do you do with your family and friends?
- Can you name a public park?
- If you had to sum up that park in one sentence, how would you do it?
- Why do you visit parks often?
- What would make the park more enjoyable for you?
- Do you think the current model/design of neighborhood parks are outdated?
- How would you currently rate your health in general?
- How often would you say that participate in some form of physical activity?

# RESEARCH PROTOCOL

Figure D6. Research Protocols.  
Travis Watkins' image.

## NON PARK GOER INTERVIEW QUESTIONS

- Tell me about yourself. What typically fills up your week?
- What three things are you most interested in right now?
- What sort of things do you do with your family and friends?
- Can you name a public park?
- If you had to sum up that park in one sentence, how would you do it?
- Why do you think that you rarely visit parks?
- What would make the park more enjoyable for you?
- Can you list any health-related benefits of visiting public parks?
- Do you think the current model/design of neighborhood parks are outdated?
- How would you currently rate your health in general?
- How often would you say that participate in some form of physical activity?

# RESEARCH PROTOCOL

Figure D7. Research Protocols.  
Travis Watkins' image.

## SURVEY INTRODUCTION

### PURPOSE

The survey is conducted in order to understand people’s attitudes, needs, and behaviors as they relate to public neighborhood parks.

### PUBLIC PARK DEFINITION

A public park is an area of natural, semi-natural or planted space set aside for human enjoyment and recreation or for the protection of wildlife or natural habitats. Parks may consist of grassy areas, rocks, soil and trees, but may also contain buildings and other artifacts such as monuments, fountains or playground structures. Many parks have fields for playing sports such as soccer, baseball and football, and paved areas for games such as basketball and tennis. Many parks have trails for walking, biking and other activities. Some parks are built adjacent to bodies of water or watercourses and may comprise a beach or boat dock area. Parks often have benches for sitting and may contain picnic tables and barbecue grills.

## SURVEY ONLINE CONSENT

I voluntarily agree to participate in this survey performed by students at the Savannah College of Art and Design. I understand that this survey is being conducted by T. Watkins in order to identify opportunities for design as part of DMGT 748 M.A. Final Project, Spring 2019.

I grant permission for the evaluation data generated from the above methods to be used in an educational setting. I understand that any identifiable information in regards to my name and/or company name will be removed from any material that is made available to those not directly involved in this study.

The procedure involves filling an online survey that will take approximately 10 minutes. By completing this survey, I agree to participate in the research. Confidentiality will be maintained to the degree permitted by the technology used. My participation in this online survey involves risks similar to a person’s everyday use of the Internet.

### Please select one:

- I agree
- I do not agree



# RESEARCH PROTOCOL

Figure D8. Research Protocols.  
Travis Watkins' image.

## NON PARK GOER SURVEY QUESTIONS

- 1.** What gender do you identify with?

  - Female
  - Male
  - Gender Neutral
  - Prefer Not to Say

**2.** What is your age?

  - 21 or under
  - 22 to 34
  - 45 to 54
  - 55 to 64
  - 65 or older

**3.** Would you say in general that your health is

  - Excellent
  - Very Good
  - Good
  - Fair
  - Poor
  - Do Not Know/Not Sure

**4.** Thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?

  - Write in Number of Days
  - None
  - Don't Know/Not sure
- 5.** Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

  - Write in Number of Days
  - None
  - Don't Know/Not sure

**6.** During the past 30 days, for about how many days did poor physical or mental health keep you from doing your usual activities, such as self-care, work, or recreation?

  - Write in Number of Days
  - None
  - Don't Know/Not sure

**7.** How many times in the past year would you estimate that you visited a park?

  - 12 Times
  - 6 Times
  - 2 - 4 Times
  - 1 Time
  - 0 Times

**8.** If you visited a park in the past year, why did you visit? What did you do? Please provide detail.

  - (Write In)
- 9.** What reasons would you state for not visiting the parks? (Select all that apply)

  - I do not have enough time.
  - Parks are inconvenient for me to get to.
  - Parks are not safe.
  - Parks are for children.
  - Parks are boring.
  - I prefer getting physical activity elsewhere.
  - I do not like being outdoors.
  - No one wants to go with me to the park.

**10.** Which of these do you participate in at least 3 or more times a week? (Select all that apply)

  - Console/Computer Video Games
  - Mobile Games
  - Binge Watching (Videos, TV, Movies)
  - Watching Sports
  - Social Media
  - Dining Out
  - Fitness Activity
  - None of the Above

**11.** How many times a week do you regularly participate in physical activity of 45 minutes or more?

  - 0 times
  - 1-3 times
  - 4-6 times
  - 7 or more
- 12.** Of the things you listed in the previous question, what would you say motivates you for participating in them on a regular basis? (Select all that apply)

  - Fear of Missing Out
  - Socializing
  - Friends and Family
  - Competition
  - Personal Goals
  - Other; please explain (Write In)

**13.** Would any of the ideas below motivate you to visit neighborhood parks regularly?

  - There is a new mystery each week that can only be solved by clues found in the park.
  - Revolving Art Exhibits
  - Revolving Food Carts
  - Charities and Non-Profits benefit from my visit to the park
  - Discounts to local businesses for my frequent visits to the park
  - Other; please provide detail (Write In)

## REGULAR PARK GOER SURVEY QUESTIONS

- 1.** What gender do you identify with?

  - Female
  - Male
  - Gender Neutral
  - Prefer Not to Say

**2.** What is your age?

  - 21 or under
  - 22 to 34
  - 45 to 54
  - 55 to 64
  - 65 or older

**3.** Would you say in general that your health is

  - Excellent
  - Very Good
  - Good
  - Fair
  - Poor
  - Do Not Know/Not Sure

**4.** Thinking about your physical health, which includes physical illness and injury, for how many days during the past 30 days was your physical health not good?

  - Write in Number of Days
  - None
  - Don't Know/Not sure
- 5.** Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?

  - Write in Number of Days
  - None
  - Don't Know/Not sure

**6.** During the past 30 days, for about how many days did poor physical or mental health keep you from doing your usual activities, such as self-care, work, or recreation?

  - Write in Number of Days
  - None
  - Don't Know/Not sure

**7.** How often do you visit a neighborhood park?

  - Daily
  - A few times a week
  - Once a week
  - A few times a month

**8.** How much time on average do you typically spend in the park during your visit?

  - 30 Minutes
  - 1 Hour
  - 2 Hours
  - 3 or More Hours
- 9.** What are your usual reasons for visiting the park? (Select all that apply)

  - Socializing
  - Physical Activity
  - Relaxation
  - Personal Time

**10.** Which park amenities are most important to you? (Select all that apply)

  - Clean playground equipment in good working order
  - Clean restrooms
  - Safety
  - Maintained sporting fields and courts
  - Spaces for events
  - Walk/Run Trail/Tracks
  - Bike Trail
  - A relaxing nature environment
  - A wide selection of organized activities to participate in
  - Convenience of Location

**11.** What motivates you to visit the park? (Select all that apply)

  - My children
  - My significant other
  - My friends and family
  - My pets
  - My need for a break
  - My desire to be healthy
  - My desire to connect with nature

**REGULAR  
PARK GOER**  
SURVEY QUESTIONS CONT.

- 12.** Did you visit neighborhood parks often as a child?

  - Yes
  - No
- 13.** Which of these do you participate in at least 3 or more times a week? (Select all that apply)

  - Console/Computer Video Games
  - Mobile Games
  - Binge Watching (Videos, TV, Movies)
  - Watching Sports
  - Social Media
  - Dining Out
  - Fitness Activity
  - None of the Above
- 14.** Of the things you listed in the previous question, what would you say motivates you for participating in them on a regular basis? (Select all that apply)

  - Fear of Missing Out
  - Socializing
  - Friends and Family
  - Competition
  - Personal Goals

Other; please explain (Write In)
- 15.** How many times a week do you regularly participate in physical activity of 45 minutes or more?

  - 0 times
  - 1-3 times
  - 4-6 times
  - 7 or more
- 16.** How do you learn about events and activities at the parks? (Select all that apply)

  - Word of Mouth
  - Social Media
  - Friends and Family
  - Print Media
  - Advertisements in the Parks
  - None of the Above
- 17.** Do you talk about your park visits on social media?

  - Occasionally
  - Frequently
  - Never



# SIGNED CONSENT FORMS

Figure E1. Signed Consent Forms.  
Travis Watkins' image.

SCAD

Informed Consent Form

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by **Travis Watkins**, in order to identify opportunities for design.

I understand that the evaluation methods which may involve me include:

1. the recorded (audio and/or video) observations of my work

2. my completion of an evaluation questionnaire(s) and/or

3. my participation in a 30-90 minute interview.

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by **Travis Watkins** for analysis of interview data. I grant permission for the evaluation data generated from the above methods to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Adet Bankura

Research Participant Name

4-5-19

Date

Informed Consent Form

SCAD

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Joe Schaefer

Research Participant Name

04/04/2019

Date

Informed Consent Form

SCAD

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Kevin White

Research Participant Name

04/04/2019

Date

Informed Consent Form

Travis Watkins | Spring 2019 | DMGT 565-OL | Final Project

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# SIGNED CONSENT FORMS

Figure E2. Signed Consent Forms.  
Travis Watkins' image.

SCAD

Informed Consent Form

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I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Arielle Russel

Research Participant Name

4-2-19

Date

Informed Consent Form

SCAD

Informed Consent Form

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I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Sandra Youngblood

Research Participant Name

4/3/2019

Date

Informed Consent Form

SCAD

Informed Consent Form

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I understand that the evaluation methods which may involve me include:

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3. my participation in a 30-90 minute interview.

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I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

STEPHEN RICHER

Research Participant Name

5 APRIL 2019

Date

Informed Consent Form

Travis Watkins | Spring 2019 | DMGT 565-OL | Final Project

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# SIGNED CONSENT FORMS

Figure E3. Signed Consent Forms.  
Travis Watkins' image.

**SCAD**  
*Informed Consent Form*

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I understand that the evaluation methods which may involve me include:

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2. my completion of an evaluation questionnaire(s) and/or
3. my participation in a 30-90 minute interview.

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I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Stephen  
\_\_\_\_\_ Research Participant Name

4/2/19 \_\_\_\_\_ Date

*Informed Consent Form*

**SCAD**  
*Informed Consent Form*

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by **Travis Watkins**, in order to identify opportunities for design.

I understand that the evaluation methods which may involve me include:

1. the recorded (audio and/or video) observations of my work
2. my completion of an evaluation questionnaire(s) and/or
3. my participation in a 30-90 minute interview.

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by **Travis Watkins** for analysis of interview data. I grant permission for the evaluation data generated from the above methods to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

[Signature] \_\_\_\_\_ Research Participant Name

4-5-19 \_\_\_\_\_ Date

*Informed Consent Form*

**SCAD**  
*Informed Consent Form*

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by **Travis Watkins**, in order to identify opportunities for design.

I understand that the evaluation methods which may involve me include:

1. the recorded (audio and/or video) observations of my work
2. my completion of an evaluation questionnaire(s) and/or
3. my participation in a 30-90 minute interview.

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by **Travis Watkins** for analysis of interview data. I grant permission for the evaluation data generated from the above methods to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Katie Campbell  
\_\_\_\_\_ Research Participant Name

4/9/19 \_\_\_\_\_ Date

*Informed Consent Form*



# SIGNED CONSENT FORMS

Figure E4. Signed Consent Forms.  
Travis Watkins' image.

**SCAD**

### Informed Consent Form

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I understand that the evaluation methods which may involve me include:

1. the recorded (audio and/or video) observations of my work
2. my completion of an evaluation questionnaire(s) and/or
3. my participation in a 30-90 minute interview.

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by **Travis Watkins** for analysis of interview data. I grant permission for the evaluation data generated from the above methods to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

**Chris Cloud** Research Participant Name *Chris Cloud*

4-22-19 Date

Informed Consent Form

# WORKING WALL IN PROGRESS

Figure F1. Working Wall Space.  
Travis Watkins' image.

# INTERVIEW #1

## Themed Entertainment Professional

I love the more remote, out of the way parks. Where there is a bigger disconnect from the modern world. The distance is often very refreshing for me. It's hard to get that distance in city parks. With the proximity and saturation of other people and buildings encroaching on it.

I think the parks are not quite outdated, but could possibly use a revamp of what the original purpose was. What draws a lot of people to theme parks is the entertainment and the escapism from their day to day life. Having a purpose to go there to ride a certain ride, or to experience something new and different would be an asset to the park. Central Park New York, has activities they have baseball fields, the Delacort Theater for Shakespear in the park, they have long winding trails to get lost for a while. But having that since of purpose, a reason for being there. Entertainment is often a really strong catalyst for getting people to do something they aren't used to doing.

Something that takes a story and takes something that is familiar with all of these people and brings all these people to this place where they can celebrate something that they love in a physical tangible place. And someplace where like Pokemon Go too, they may all be strangers from different backgrounds, different social economic levels. But they all are sharing this common goal, this common experience together is something very unique. That can really be capitalized on.

Its one thing to sit and watch a movie at home on your couch than to go to a movie theater where there's other people reacting. Compare that to a live theater where not only is the audience reacting, but the performers are part of that interaction as well. So having a bigger shared experience can really elevate that experience.

A local park near by where I used to live, it was the sad park that a lot of people didn't visit. But then started doing events that would draw new guests there. They would do movie nights, have food truck nights. Having a variable offering that has a wide appeal, and may not be something that people haven't experience a lot. But could grab people who were not just interested in nature, playing on a playground or have physical activity. But they wanted to hear live music, try new foods. They wanted to get together as a community to share an experience.

After being around people all day, sometimes we just need to escape and often times parks just have more people we want to avoid.

People want to be distracted from their day to day. If they go somewhere, they like to have a purpose and a sense of intuitive comfort (familiarity) with what they are doing. Something new could be uncomfortable and stressful, and not enough of an escape from their day to day.

People like to congregate with people who share their interests. If they know that those around them share their interest, then it makes it easy to connect with each other and socialize. They share common interests and goals.

There is power in a group sharing an experience. It can be motivating. Perhaps this is a link to a social network?

Having variable offerings and events can appeal to more visitors than just typical park visitor.

### Biggest Challenge

Storytelling  
is key

## Motivation

Things  
that draw  
me in

Creative process is inefficient.

# Fun

## Thrills

Distance  
from day to  
day world ▲

## Foodcarts

Shakespear  
in the park

## Journey

## Exploration

## Escape

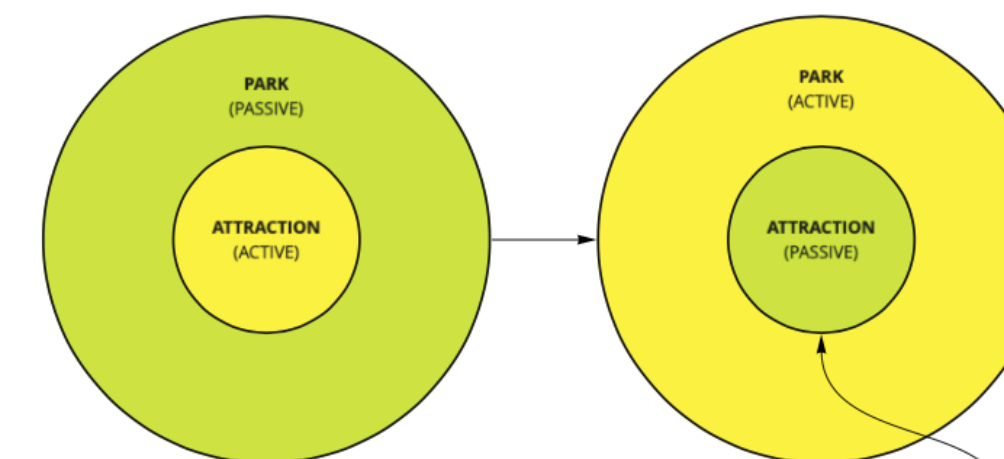
## Shared Experience

## Knotts Berry Farm Old West Interaction Game

Sleep  
No More

## Self Discovery

Out of the norm

Enterta  
inment

WHAT HAPPENS IF  
THESE ARE  
SWITCHED?

## WHAT COULD PASSIVE ATTRACTIONS BE?



# WORKING WALL IN PROGRESS

Figure F2. Working Wall Space.  
Travis Watkins' image.

## INTERVIEW #2

Park Official

Apathy. Not on the part of my myself or my staff. But on the part public. Here we sit on the metroplex of about 6 million people, in a 16 county north Texas region. And we have 60,000 visitors. Part of it is geography and such, and I understand that. But most of it is apathy. Lack of concern for the natural world. Which is the type of park we have. Of our 60,000, we do have a lot of people who are very aware of the type of screen and physical activity problems. And visiting our park is a way of combating that.

The way we are trying to reach out and connect with those on screens and social media is through iNaturalist.org. Its often referred to as Facebook for nature nerds. Its a teaching tool. People can take photos of things in their environment and post them on this network and people from around the world will help you identify what it is. So we are incorporating tech in what we do. There is a slight fear that the technology will take over. So that all people want to come out and do is play on their phones. Rather than actually taking a look around, cause there is a lot of decompression value to the outdoors. A lot of people who are our regular visitors, that is exactly why they come here.

We make use of social media to the best of our abilities. But our staffing is limited. We can't have a dedicated person to it. The person who does it here also has to teach classes. I joined Facebook 3 years ago for the soul purpose of spreading nature center stuff. That was the only reason. I have no desire to manipulate social media. I still believe that the phone is a good way to talk to people and keep up with each other. Or maybe go see them. But I see value in Facebook and Instagram and all that.

Bioblitz is an attempt to identify all the living things on a property.

Our leadership is from an older generation. A lot of us claim to be hip. But we struggle and we can see it. So we have to find some else who can manipulate technology for us.

A good park meets the community's needs.

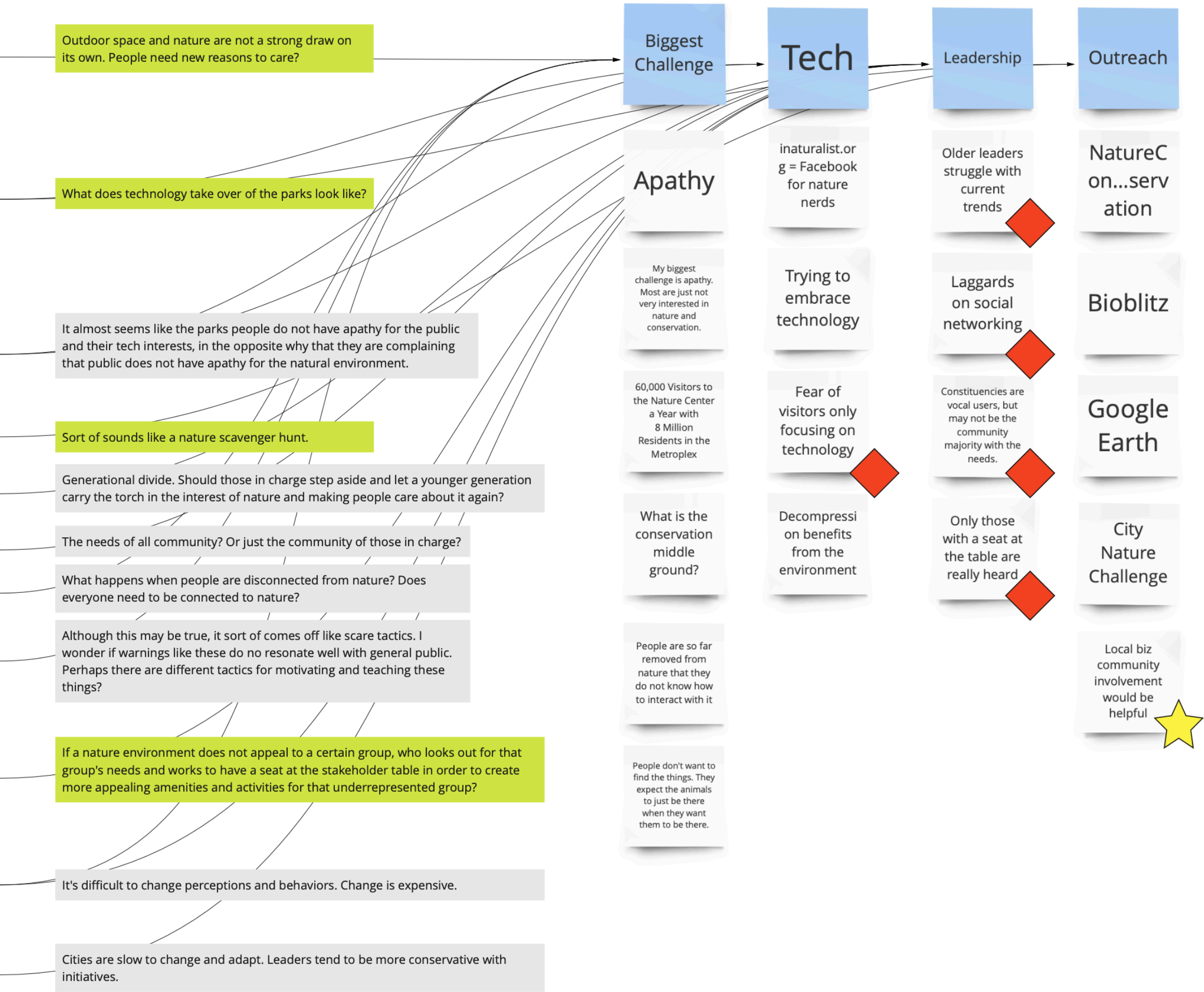
People need a connection to nature because we are still an animal.

Knowing that food does not come from the grocery. Milk does not come from plastic jugs. As we've developed into this more urbanized and segregated from the natural world society, our kids in particular don't have a clue. And thats why the parks with wildlife become more and more important.

The idea of stakeholders and constituency has grown and grown over the years in importance. I just came from a meeting this morning with a city councilman, and parks staff, and the one of our big support groups. And they have a seat at the table to help plan the future of the nature center. And just like any public vote, the loudest, the most active are the ones who are going to push their agenda through. And its going to look like majority rule. But is it really? There isn't any other way for a government entity to act beyond that. So if there is a group their voicing what they want, then thats what's going to happen. Thats were we get into wants versus needs.

Everybody has this social construct of what a park needs to look like and what it needs to have in it. Parks can evolve over time, but there's a cost. Who pays for the updates?

Cities are a bureaucracy. They have a lot of layers to go through to get approval for new ideas and programs. Certain levels of the hierarchy have people with curmdudgeonly attitudes. So you need to find the right community with forward thinking attitudes. Groups who aren't afraid to go with the young blood and their fresh ideas. If something was going to go city wide, then city council would have to approve it.





# WORKING WALL IN PROGRESS

Figure F3. Working Wall Space.  
Travis Watkins' image.

## INTERVIEW #3

## Park Official

Biggest challenge is trying to balance the needs of the different groups we serve. We have to balance the groups that want nature to take over, with those that want the lawns and trees manicured and well kept. We have to keep the playgrounds fairly cookie cutter, because of the limitations of our funding.

Physical spaces need to be somewhat vanilla so they appeal to all and stay affordable.

The ideal park has a combination of a passive space and an active space. They need to be easily accessible to the community and meet their needs. And that can be difficult. When you have communities that are newer, you may have families with smaller kids. So their playground equipment will be more geared to 7-8 year olds, or 10 to 12 year olds. But when they get older they don't want to play in the playground, they want a basketball court. So how do you meet the needs of a growing community? What is valid today for that community, in 10 years it may be totally out of date. Because the community has turned over, or the community is very stable and everybody is just aging.

In a digital age where change and updates are constant, are park environments constantly playing catch up? Could it be possible to use a park environment as a physical space, but use technology to update the park in the digital space for the physical space to feel different?

Our most popular park get heavily used because of the location of it and the size. Easily accessible. Lots of parking, great trail system. Lots of trees. Its by the river. Lots of nature. It doesn't have any athletic fields other than a single basketball court.

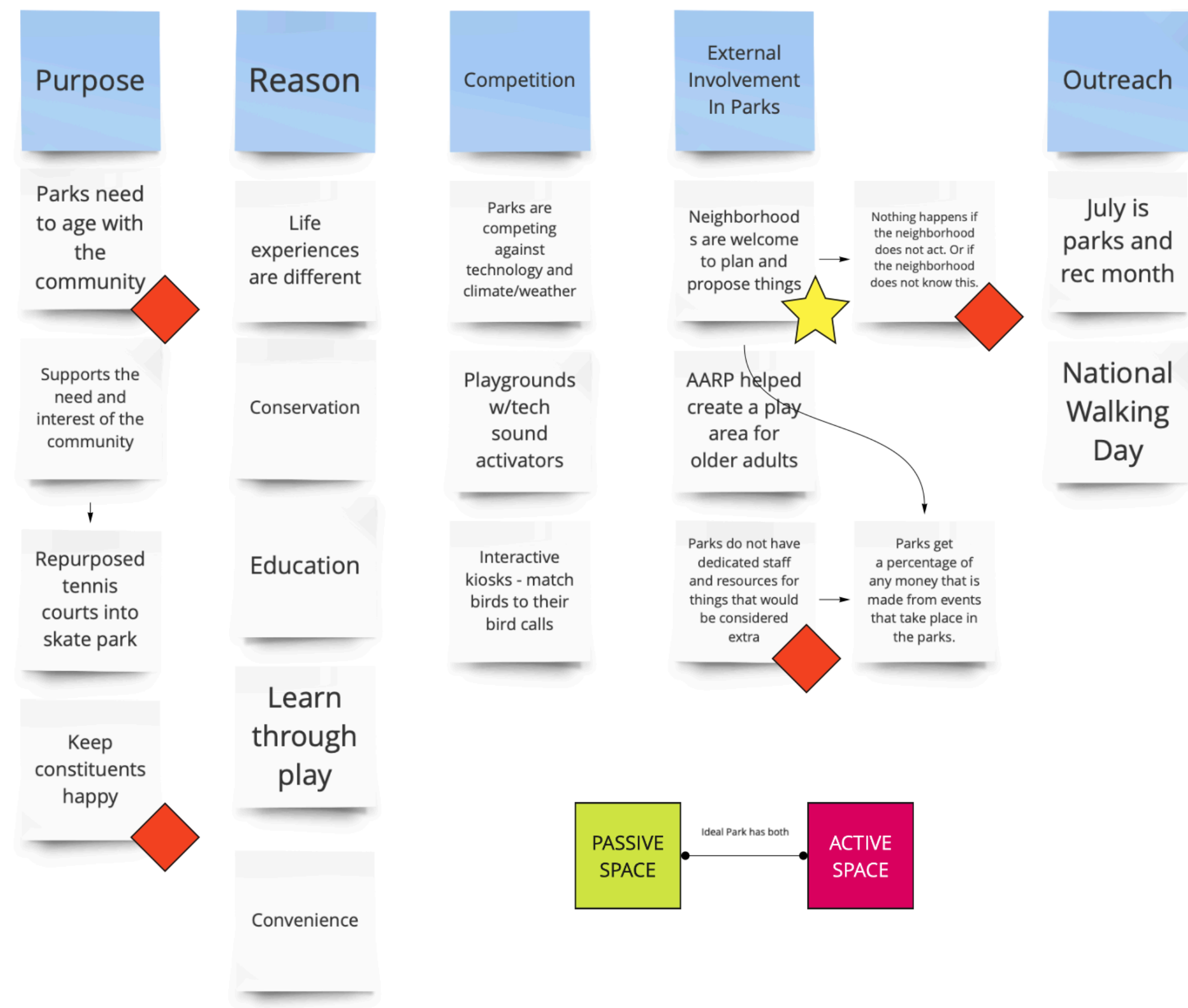
The size makes it feel explorable and adventurous. Its convenient in location as its central to the city. The river, trails, and duck pond provide destinations to seek out, the trails provide orientation and guidance.

Park preference depends on your stage of life. I used to go to a park with my kids with a playground, but now that we have gotten older we go to the more nature parks with trails. Where I can be with nature and have peace and quiet.

Is there an opportunity for a new type of park that appeals to different group of people?  
What would millennial park be like?

We don't do any campaigns that encourage people to come out and play. There are national initiatives like Parks and Rec month and National Walking Day. We rely on the neighborhoods around the parks to plan events that best meet their needs and what they want to do. We are a clean slate, we say here's our park, tell us what you want to do, tell us how we can help.

Parks are there for the people. Its up to the people to use it or work to change it if it doesn't meet their needs. Those in charge and with a seat at the table are insuring it meets their needs.





# WORKING WALL IN PROGRESS

Figure F4. Working Wall Space.  
Travis Watkins' image.

## INTERVIEW #4

### Themed Entertainment Professionals

If you can make a really immersive environment, and just get in the mindset that this is a storytelling experience. You will always have guests who take more out of it than others. Let the guests take out of it as much as they want to. You have to be able to cater to both sides, because some guests don't care. Some people are there because they just want to ride the roller coaster and they don't care about the story. But then there is the other side that I think is much more prevalent, that do care. That if you can build a story within a world I think it is much more successful. Its about catering to a wide variety of guests.

Story motivates the experience. It helps to immerse the audience in the experience.

Cool stuff costs money. A lot of small parks write off the minutia, as no one is going to look at that. And for the most part they are right, if its not there to look at, no one will look at it. But adding that other layer can help in that world building since to produce something that goes beyond the standard experience.

What would go beyond the standard physical activity or nature park experience?

Attractions are unique because you have the guests captive, and you can tell a much more in-depth story to everyone than in the theme park as a whole. Because you don't have people flitting around...oh look at this, oh look at this; the story has to be generalized in an area development, so you can stop anywhere and still get the gist of it. Right, but the attraction is linear. We put guests in the order that we want them to experience the, the ride...or the, the story...versus an area development where someone can go to Knockturn Alley first, and then they can around and go to the F&B, or they can go watch the show; it's not loose like that.

What would go beyond the standard physical activity or nature park experience?

Central icons are very prevalent and very effective. It's a way of grabbing the guests' attention immediately and having them walk towards it. They won't even, really, consciously say: oh, I need to walk towards that thing; they just will.

Central icons can be activators for people, like a pond in a park that everyone walks too and around, or the old giant tree.

I think it's really important because you don't want people to just immediately go in, get their ticket, and then they walk through the gate and see what they need to see. You have to have, kind of, a level of intrigue that, kind of, pulls them in and makes them really want to explore the land. A big draw for me, is when it's something a little bit less conventional, not just, you know, walk up the stairs and go down the aluminum slide

This correlates to the idea of parks being appealing based on their amenities.

I'll probably end up going again in a few years when I have kids. I imagine there's, like, this resurgence because right now, I mean, you know, you hit a certain point...and granted, there are people who thrive being in that environment, outdoors and in parks, but I almost think that, right now, where I am in my life, I don't have time. We have so much going on, but when you, kind of...get older and you have a family of your own, then it kind of...comes back. Because you want to make sure that your kids are spending time outside, and they're, you know, the things that helped you become who you are, you want to try to instill in them.

Current working class doesn't have time for parks? Would they make time if a park was more designed for them?

It was all about exploration. At one point the trail just kind of ran out, and the only way you could progress down the park was to jump across these huge rocks that were in the water, and you had to, just, like, jump around in this huge stream. I don't really know how it happened, but it was very convenient because there were just enough rocks that you could always just keep progressing forward. But, you eventually got to this huge waterfall system.

Exploration - Adventure

They need to be updated so that they can, kind of, be a little bit more relevant in terms of technology; maybe make those plaques interactive or have some games available. But, the reality is, that these are usually, free to enter, how do you as a, as a builder, you're going to invest all this money and there's just no return on it. I know, but you look at, look at parks like Bill Frederick just down the street that charges admission.

Tech comes at a cost. Public already pays taxes. Parks barely have enough money to maintain. Is there opportunity for a new business model for parks that include tech experiences?

Weekly events seem to have a huge impact on attendance. I will say that I've been to more parks recently because of something going on...a chili cook-off or a farmer's market or something. I've been to parks because of that, but not in the same way that I used to go to parks when I was a kid. I wasn't there to play around, I was there to look at stuff and hang out.

Going with a purpose for an experience.

I think there is just a stigma. I feel like if I were to go to a park that has a playground after work or something like that, I would probably be looked at as a weirdo. It's one of those things that is just kind of...and I'm sure that's just the stigma that we are, are stuck with...but it's, they're for kids, and you know, families, you know, to kind of play around. So, I think, truthfully, going to a park after work hasn't even crossed my mind for years, because, it doesn't seem like I'm the target audience.

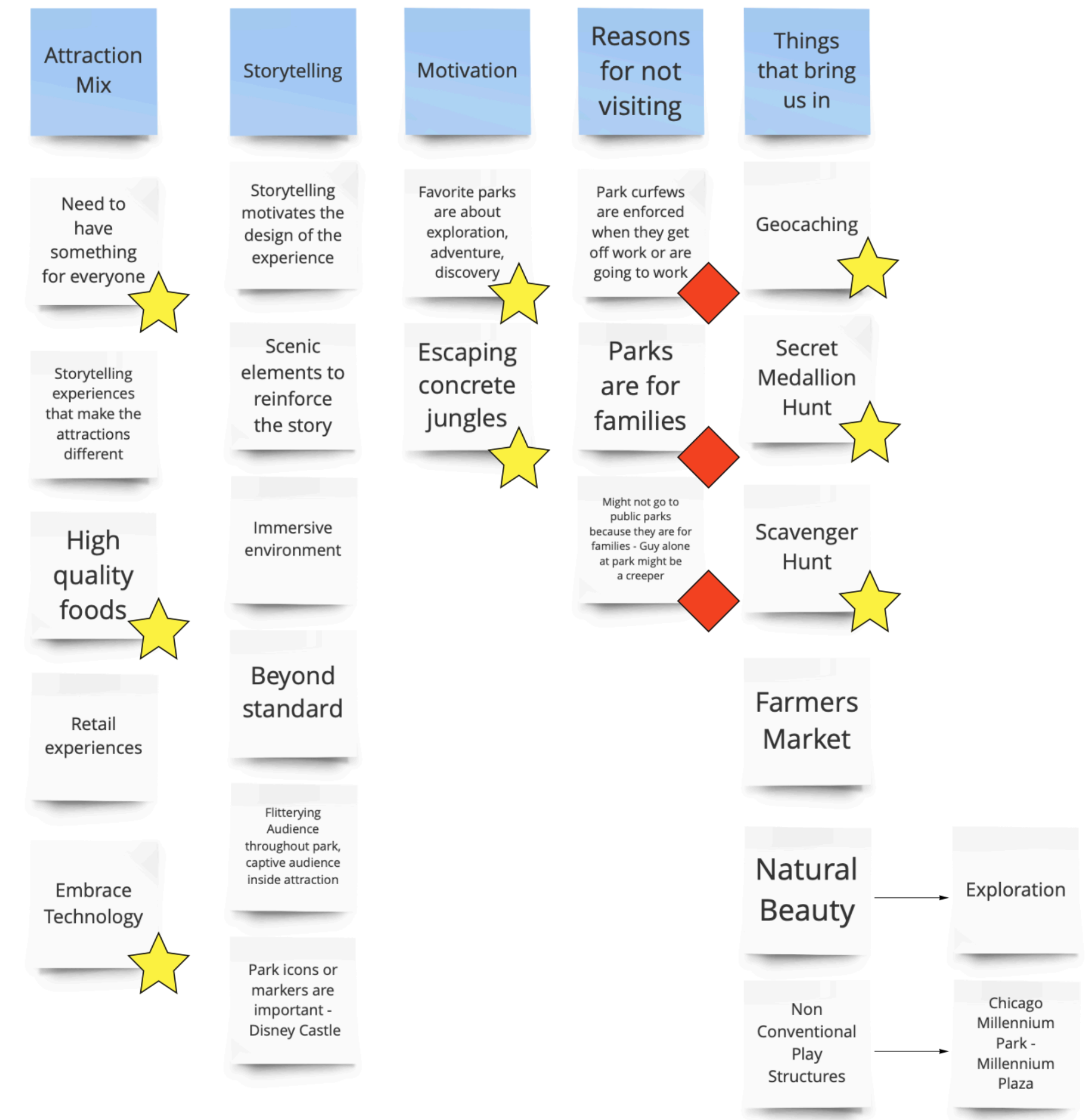
Parks have a stigma that they are for families, kids, and older people.

Most parks are sunrise to sunset, and sometimes, you know, obviously during the winter months, none of that is a possibility for people that work typical 9-5, 9-6 jobs. It's just not possible to attend, unless it's a weekend.

This correlates with another comment that tours of things at parks are only happening during the day, instead of having some happening after typical 9-5 work hours.

Secret of the Medallion Hunt in Minnesota. That's something that the city does that revolves around the parks. My brother-in-law does it every year and essentially the city puts on an interactive treasure hunt. Where there's clues hidden in the city newspaper, and somewhere in one of the parks, the city parks, is this medallion, and you win a cash prize or whatever. I think you have to pay an entry fee to, to be a part of it. So, it's, like, 15 bucks or whatever for everyone to enter, and then the cash prize is, like, a couple thousand dollars, but there's 30,000 people that enter this thing every year trying to find it. So, the park makes money for, for them, it's a fundraising thing, it's super fun, and everybody is just running around like lunatics having a great time.

People are willing to pay for an experience. This is a great example of gamification for physical activity using public space.



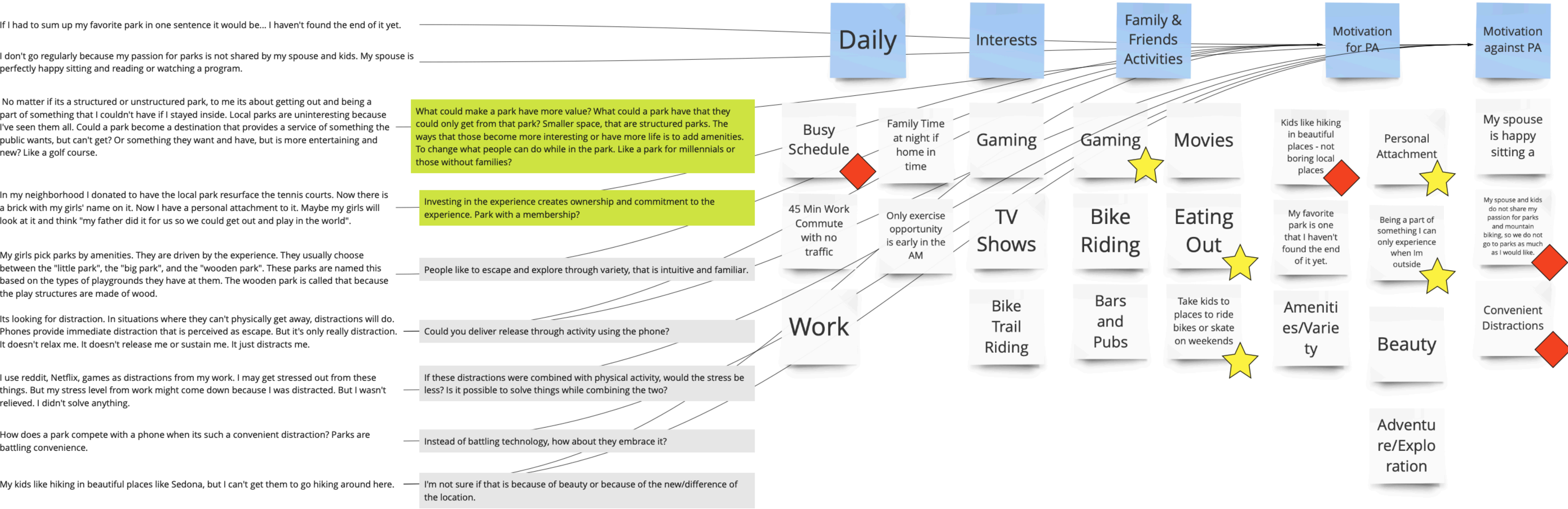


# WORKING WALL IN PROGRESS

Figure F5. Working Wall Space.  
Travis Watkins' image.

## INTERVIEW #5

Park User





# WORKING WALL IN PROGRESS

Figure F6. Working Wall Space.  
Travis Watkins' image.

## INTERVIEW #6 Health Care Professional

Camp provides kids who are ill a chance to be normal. The focus of camp is not about their illness, its about being outside, trying new things, being part of a group, creating community with those around you. I have seen it give kids perspective and change how they are coping and dealing with everything they are experiencing health wise just by spending a week at camp.

We do a really good job of telling the story, and advocating for camp from within the hospital by recruiting the nurses to help. We need to improve telling the story of camps for kids and the experiences and importance of the patient population having these opportunities to go to camp out in the community. But when you do tell the story it is something people can relate to because often they went to camp as kids so they can understand and it ties to their own personal history with being outside and going to camp.

Putting the technology down and talking to those around you. Being aware of the outdoors, and the sounds and the animals, and breathing in clean air. Just relax and be without having to hustle to the next thing.

They are just tired. And they are busy and overwhelmed with everything else that it just isn't up on their priority list. They choose rest over exercise. People's jobs, providing for their families, taking care of their kids, other fun things that they like that maybe not as hard and taxing.

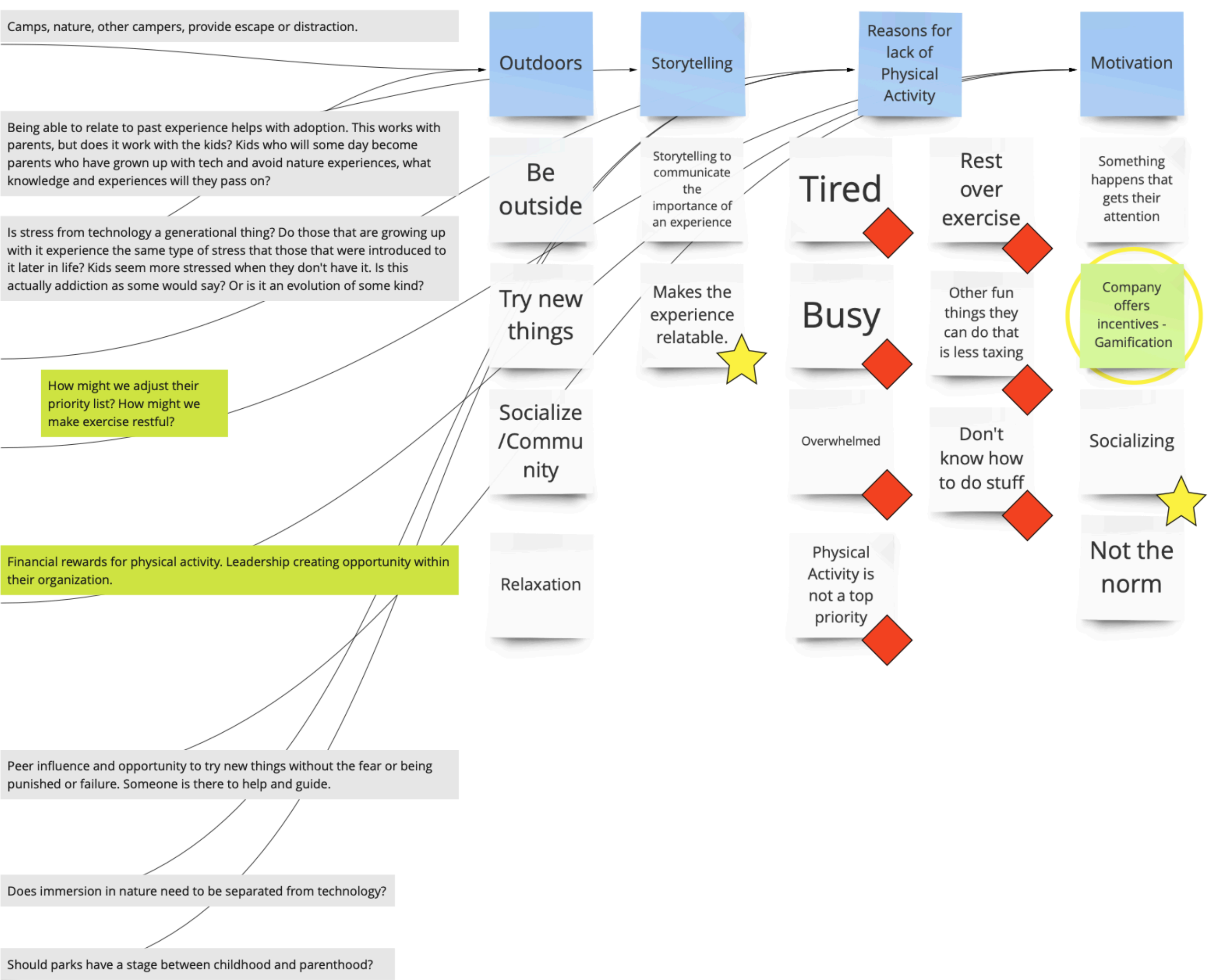
A lot of people have a situation that gets their attention or helps them reevaluate their effort and what they are doing, so that often would impact that prioritization and where they put being outside and exercising.

Cook Children's offers a program called Vitality Health. Its offers incentives. So I think that people like the incentives and the ability to earn points by being active and moving. So I think we as a culture respond to incentives and rewards, I think that probably helps. You can get gift card rewards with the points, discounts on fitness trackers to keep track of your steps. And you get to play a really cool game which is my favorite part that starts the first of every month. It had so much success that it was originally for employees, but then the expanded it to their spouses. The motivation for this was that the hospital raised how much the employees had to contribute towards their health benefits, and so this was a way for staff to earn back the difference. So we are paying more, but by participating in this program if you reach the highest level, then you get money back. Which they see as compensating for the increase rate.

Camp is a huge piece of getting them moving without them thinking about how they don't like physical activity. They are trying new things, and they are moving and being much more active than they would be at home. This is especially true of the asthmatic population. Their parents tend to keep them inside away from the triggers that would cause asthma attacks. And so by getting to go to camp, they are allowed to have experiences that maybe they are not allowed to at home. Because to try to keep them well the parents do kind of push them to a more sedentary lifestyle. Sometimes an in door lifestyle that makes it much more difficult to get the physical activity you want.

I almost wonder as a culture if we as a people group even understand what to do in an open space anymore? I'm thinking about my own children, if I took them to a park that was just grass. I don't know if they would know what to do for more than 15 minutes to entertain themselves.

I remember my children aging out of playgrounds and them not being fun anymore. They felt too big for it.





# WORKING WALL IN PROGRESS

Figure F7. Working Wall Space.  
Travis Watkins' image.

## INTERVIEW #7

Health Care Professional

Working with our population and constantly learning things. Keeping up with the youth. Keeping up with the growing amount of screen time that the youth is participating in. Our camp population age group stays the same. The kids are going to stay the same age, but the world that they are living in is changing dramatically.

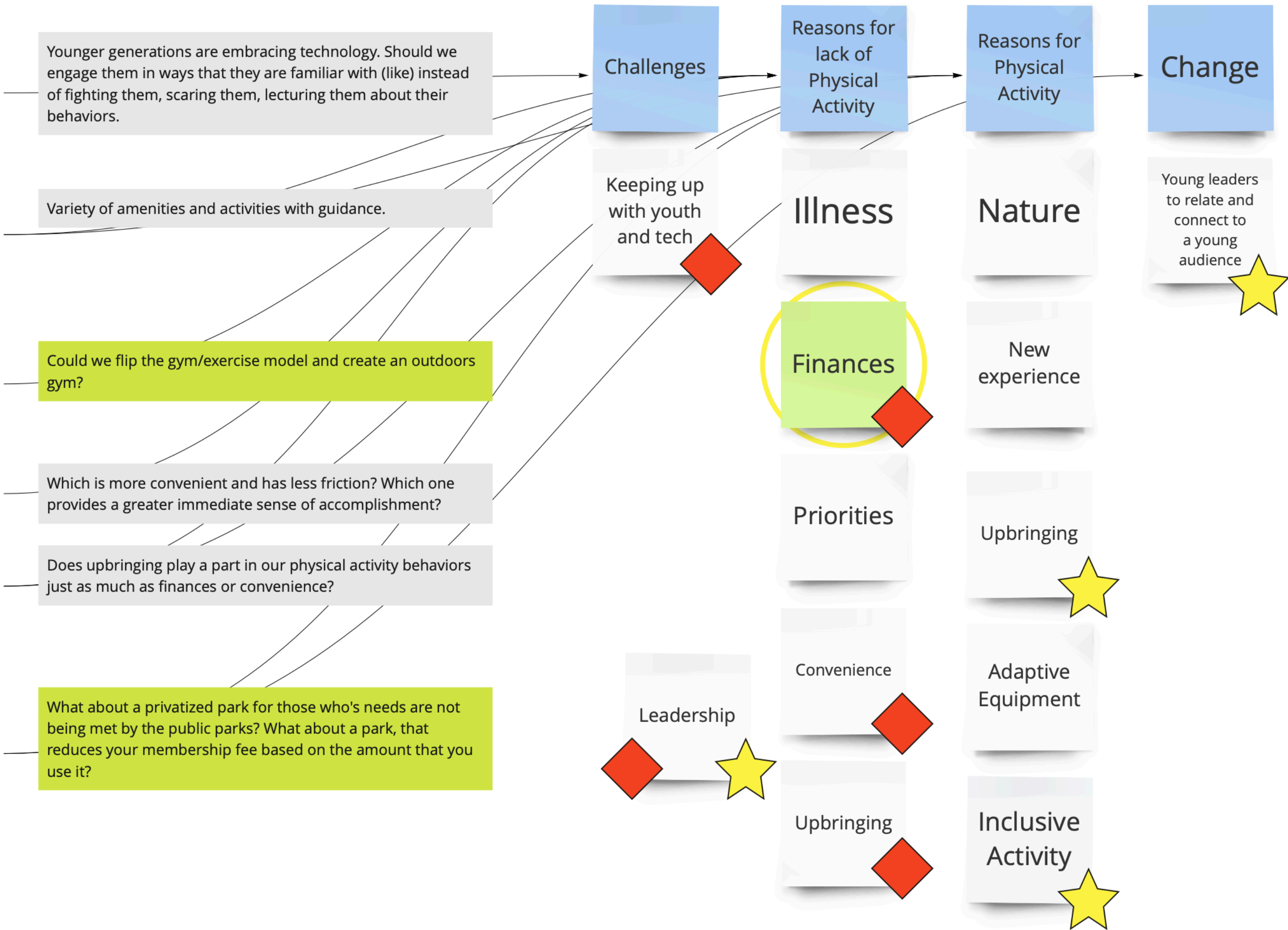
Therapeutic recreation is a basis on being outside and things like that. We're lucky to have a beautiful camp site where we have a natural lake, and a stargazing platform. So its really inviting when the kids come out to camp. Especially kids who are usually sick and in the hospital and usually from a big city. So when they come out they might see a deer for the first time and be a part of nature. So really we don't sell physical activity, it sells itself. We try to run an unplugged environment.

Everyone is just trying to make it and make ends meet. I think if you are not doing really well, exercise and being outside is probably lower on your priority list. If you are really well off and you have a lot of money, then maybe getting a gym membership or a personal trainer and your gonna exercise. But I think for the general public, being outside is getting lower and lower on the list.

I can go outside and take a walk in the park. Or I can go relax and watch 4 hours of Netflix

Nature vs Nurture, basically the environment you group up in will effect the person you grow up to be. If you grow up on a farm, you are less likely to want to move to New York and become a graphic designer.

I think what the recreation industry needs is younger individuals to be in that industry. It tends to be a lot of the city organizations, which is a lot of older individuals that stay in the same job for a long period of time. And all they know is hey I started in parks and recreation in the 70s. And it's really hard. The disconnect gets further and further away. You have a 55 year old person who is programming for 12 and 13 year olds. They are pretty disconnected from that culture whether they realize it or not. It seems like it would be a better fit if they had someone younger who was making that programming at the parks and rec department. But thats another question for city government. Are people holding on to their jobs for too long? Is it effecting other things as they get too comfortable in their jobs?



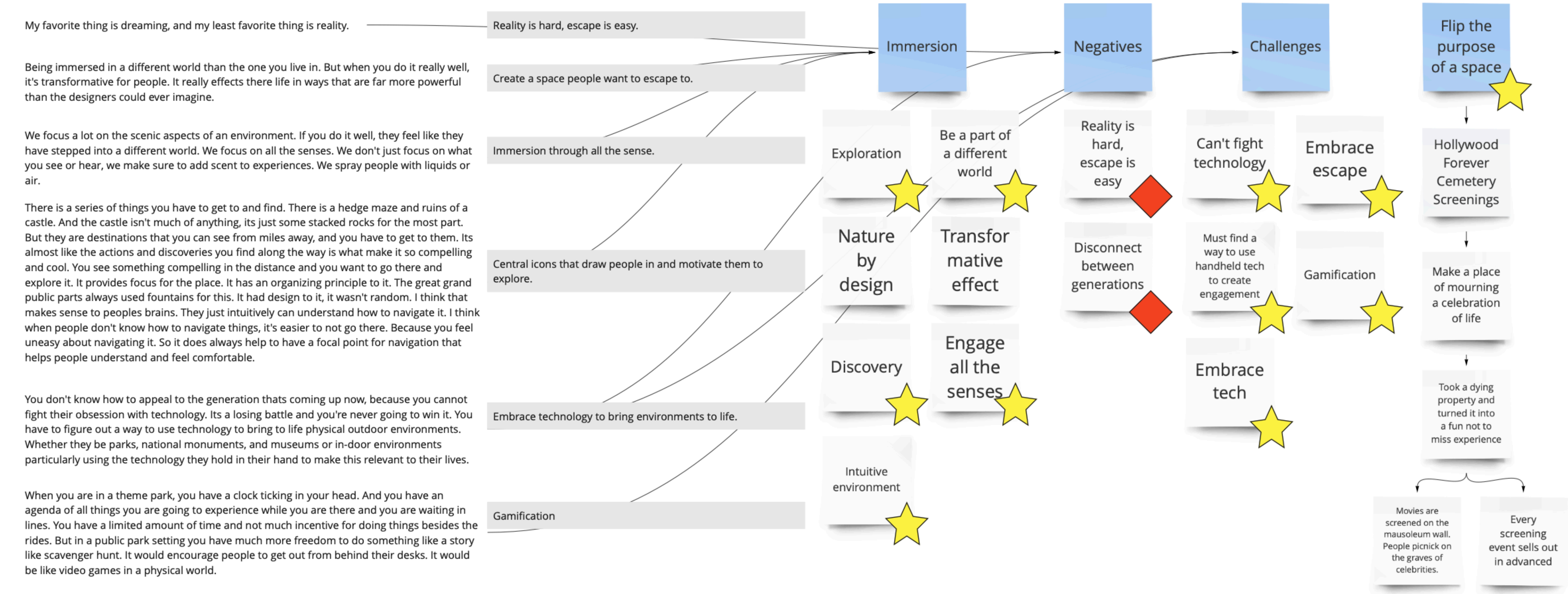


# WORKING WALL IN PROGRESS

Figure F8. Working Wall Space.  
Travis Watkins' image.

## INTERVIEW #8

Theme Park Professional





# WORKING WALL IN PROGRESS

Figure F9. Working Wall Space.  
Travis Watkins' image.

## INTERVIEW #9

Theme Park Professional

The experience has to be engaging. You have to tell a good story. Look at Magic Kingdom. Every single attraction has its own story. Every retail space has its own story, but so does the park as a whole. The stories get significantly simpler as you go up in scale.

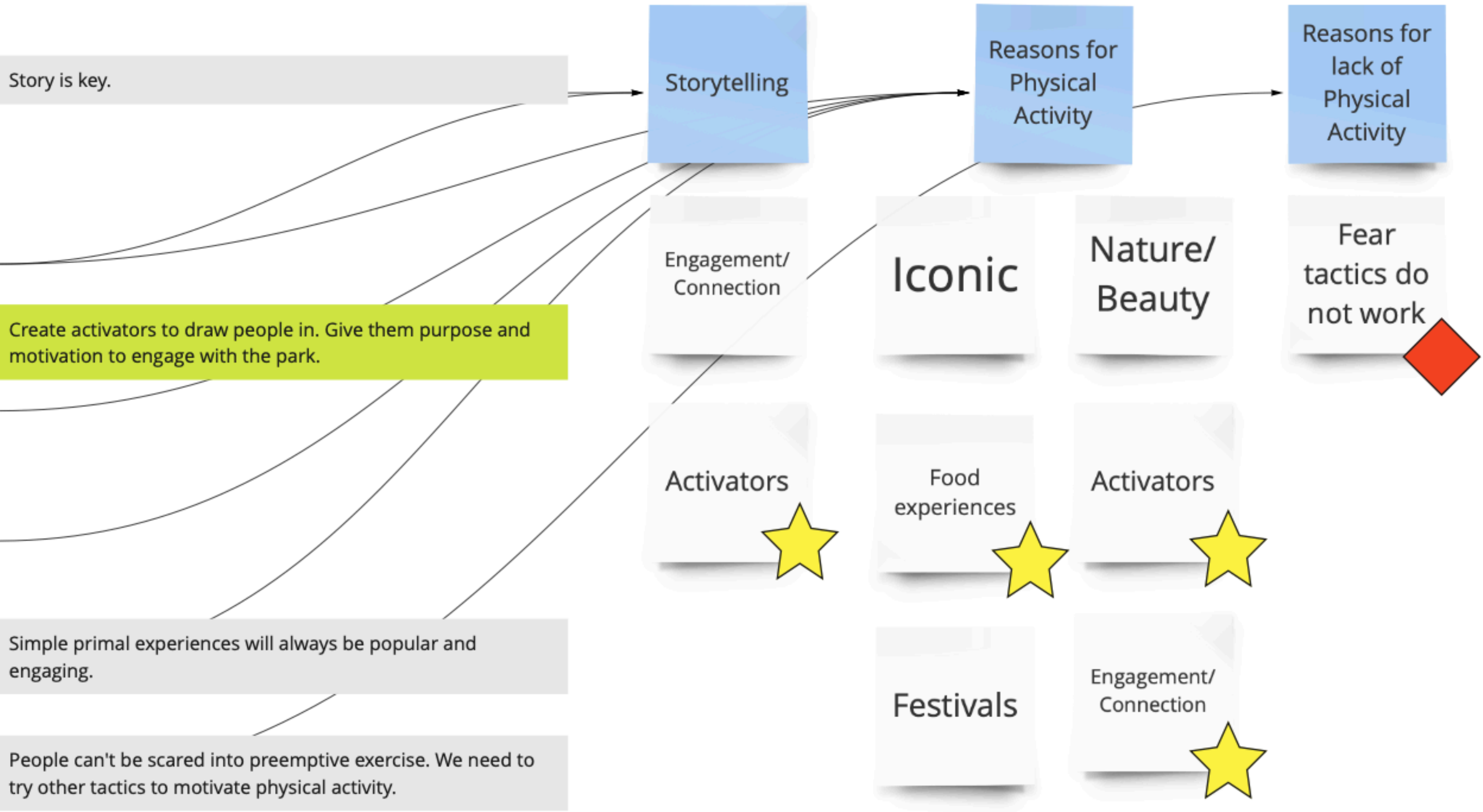
Fredrick Olmstead - Landscape design, making places that are very naturalistic. You need things to draw you in. Its that anchor. The best parks, and the ones that people are drawn to have activators. Things that engage you be it physically, mentally, emotionally. Central park is a great example. Just the paths pull you through the park getting you from point A to point B and they share beautiful vistas along the way.

A nature park close by my house has a health point trail that has activations along the way that encourages you and explains to you different exercises to do. Good natural parks and theme parks both have those activators or engaging moments throughout and are critical.

Central Park will always be popular. It's the green space in the concrete jungle. As evolved as we are to sit inside and look at screens, we are still called to nature on an innate level as a species. As we continue to develop and become more urban, parks are going to be even more valuable.

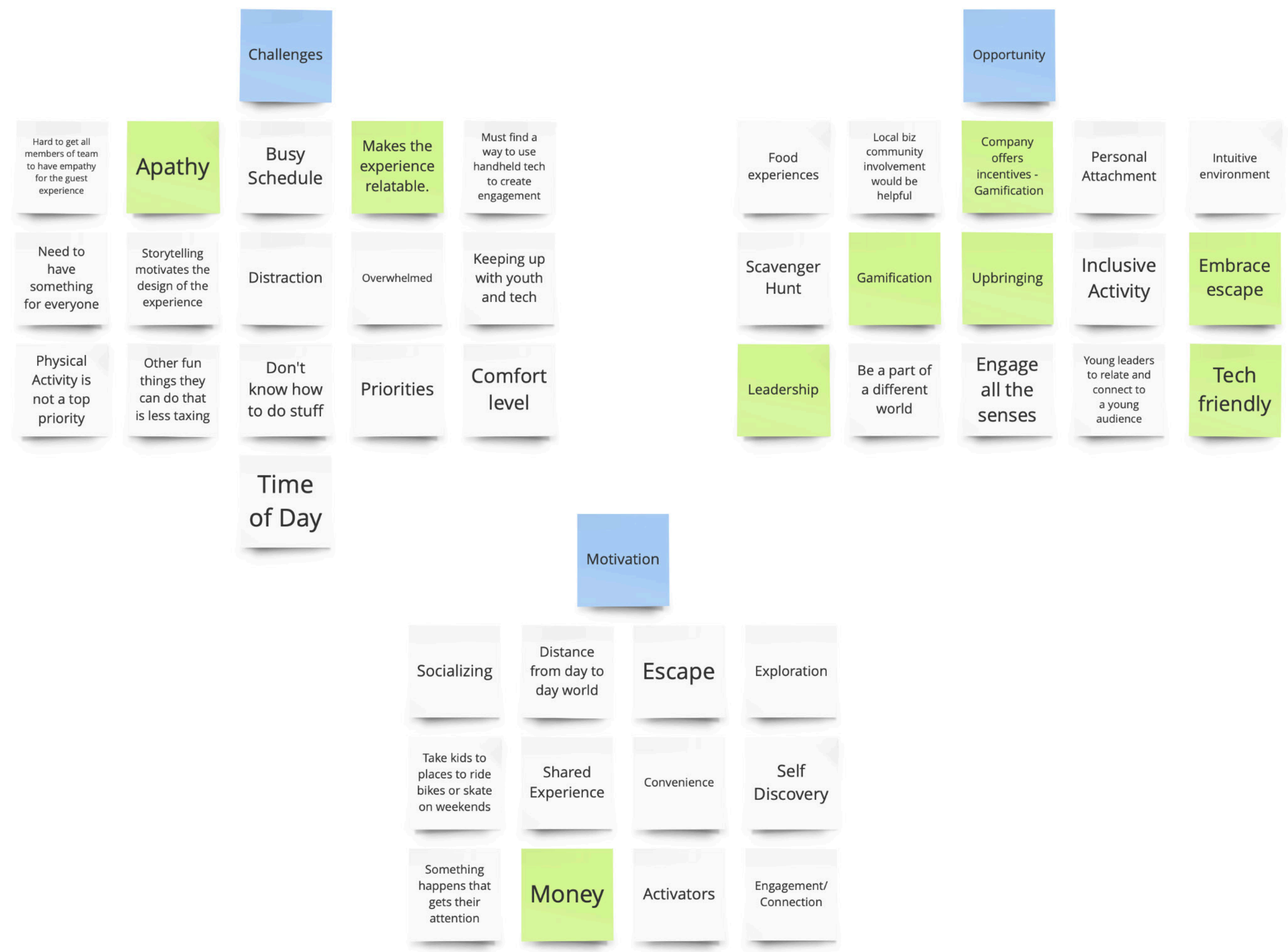
Look at food and wine in the flower gardens. We went to Epcot, we walked around the World Showcase and ate and drank. Thats all we did, no shows, no rides. Festival mindset is super popular. Food trucks are big draws.

I think we are so inundated with bad news, that scare tactics don't work so well on us anymore. So if we are told that we need to move or else we might have health problems, it doesn't exactly scare us into action.



# WORKING WALL IN PROGRESS

Figure F10. Working Wall Space.  
Travis Watkins' image.



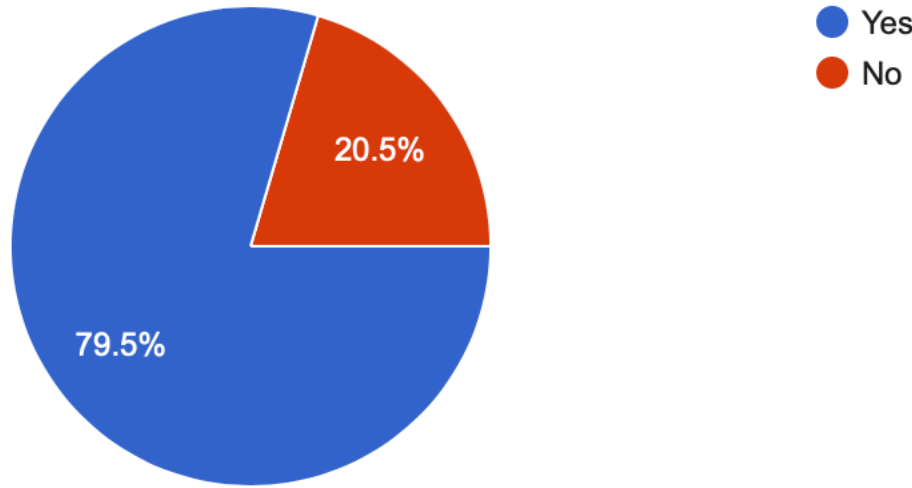
# WORKING WALL IN PROGRESS

Figure F11. Working Wall Space.  
Travis Watkins' image.

## REGULAR PARK GOER SURVEY RESULTS

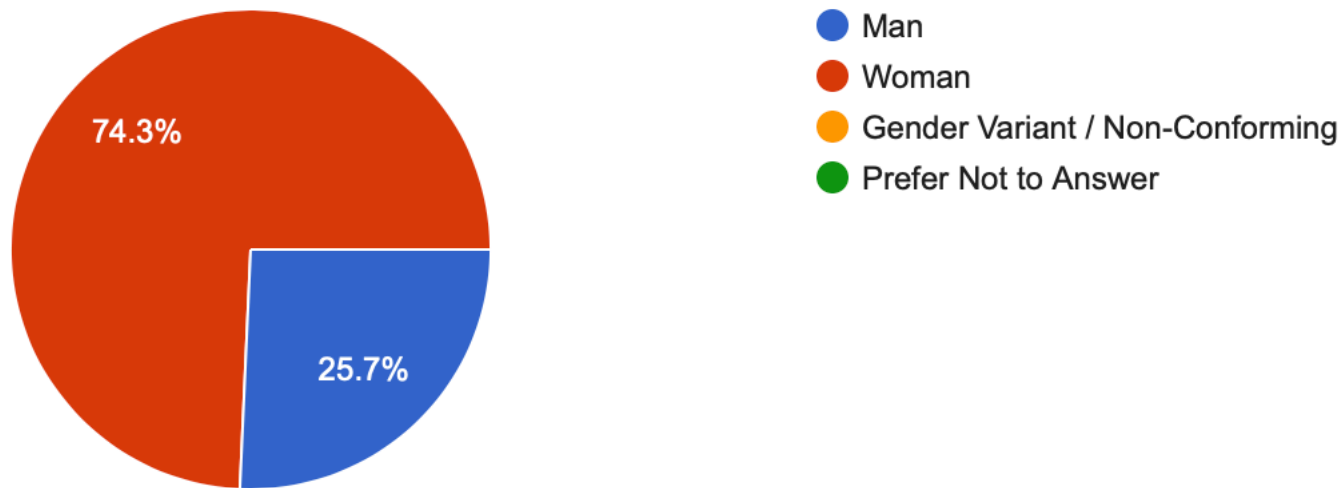
Do you visit public parks in your neighborhood or community regularly (at least once per month)?

44 responses



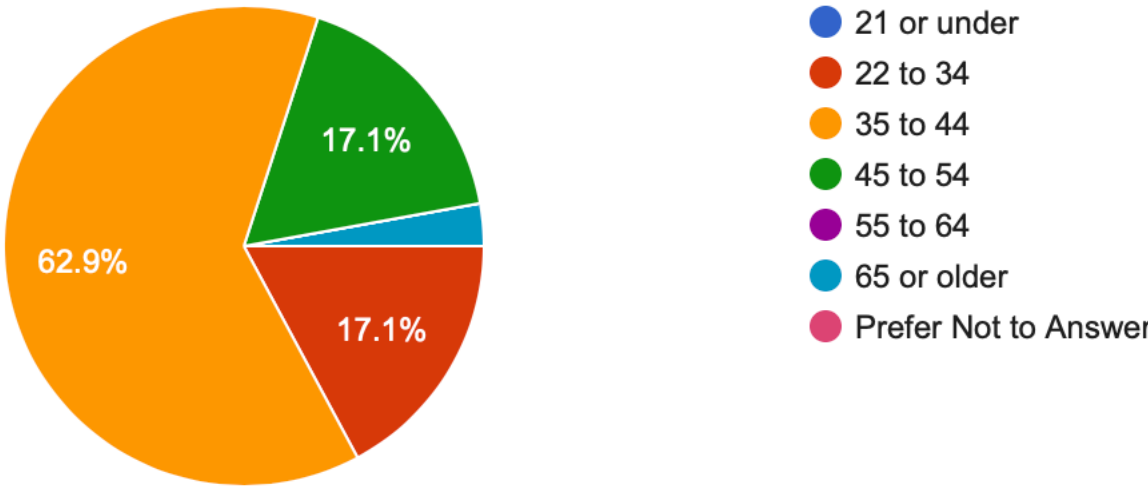
What gender do you most identify with?

35 responses



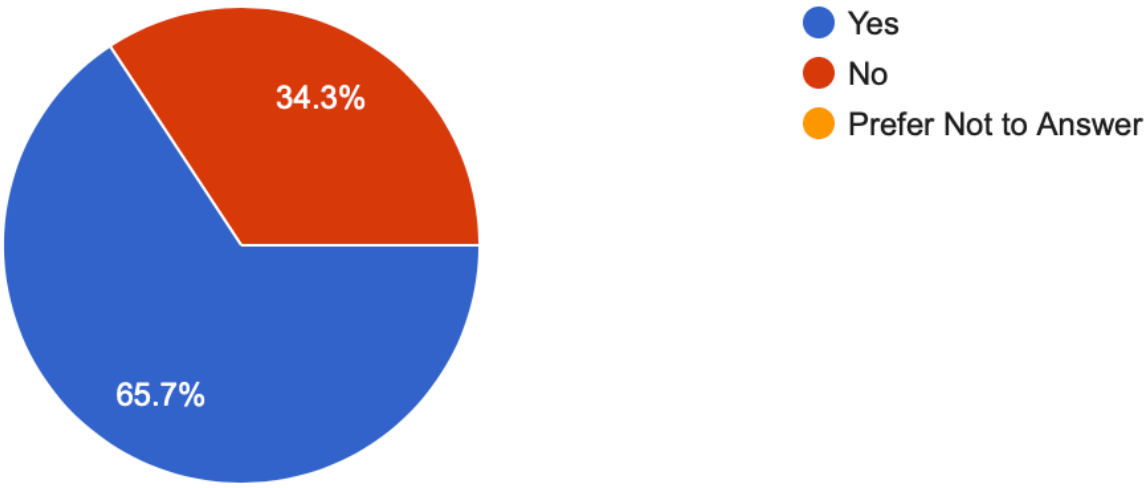
What is your age?

35 responses



Do you have children?

35 responses





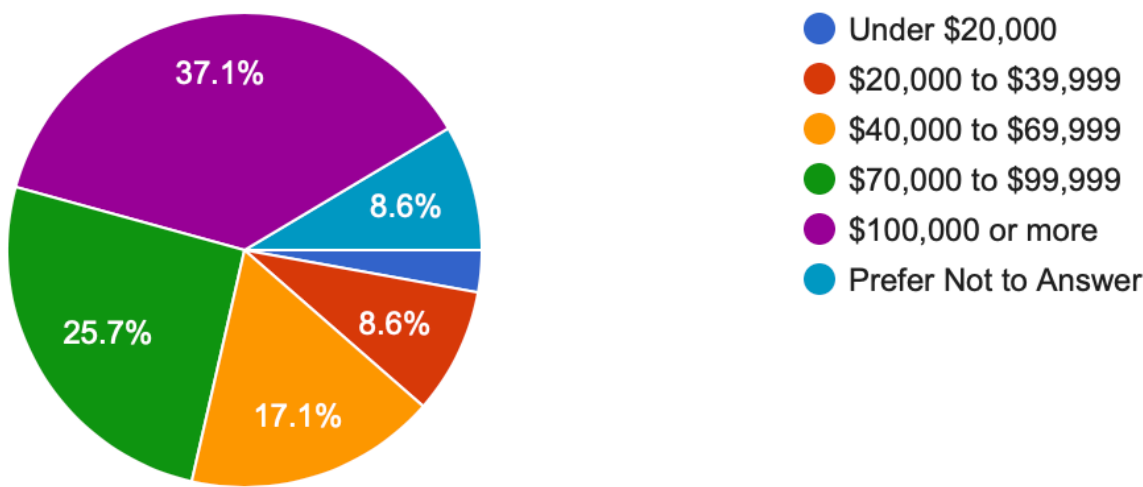
# WORKING WALL IN PROGRESS

Figure F12. Working Wall Space.  
Travis Watkins' image.

## REGULAR PARK GOER SURVEY RESULTS CONT.

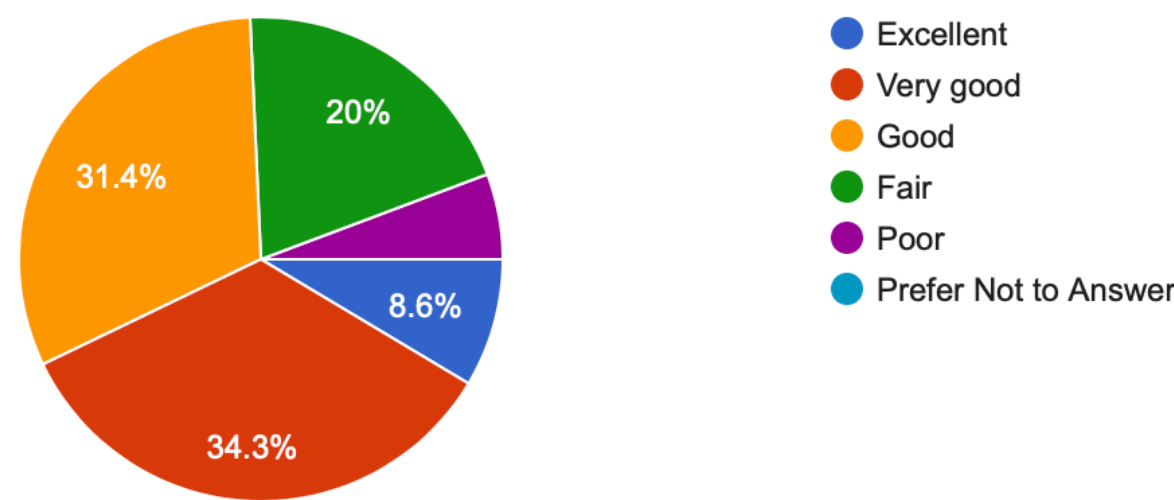
What is your total annual household income?

35 responses



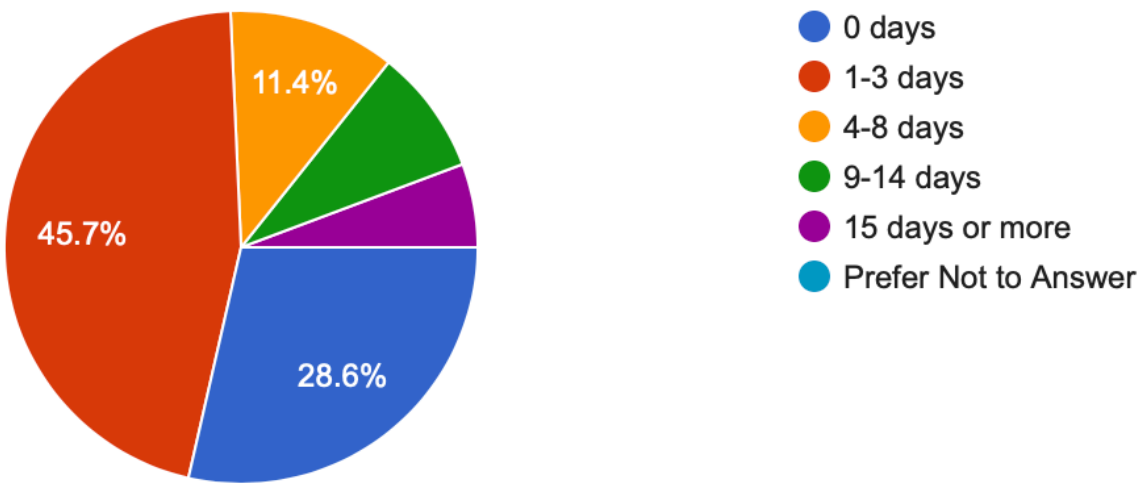
How would you rate your level of overall health (physical and mental)?

35 responses



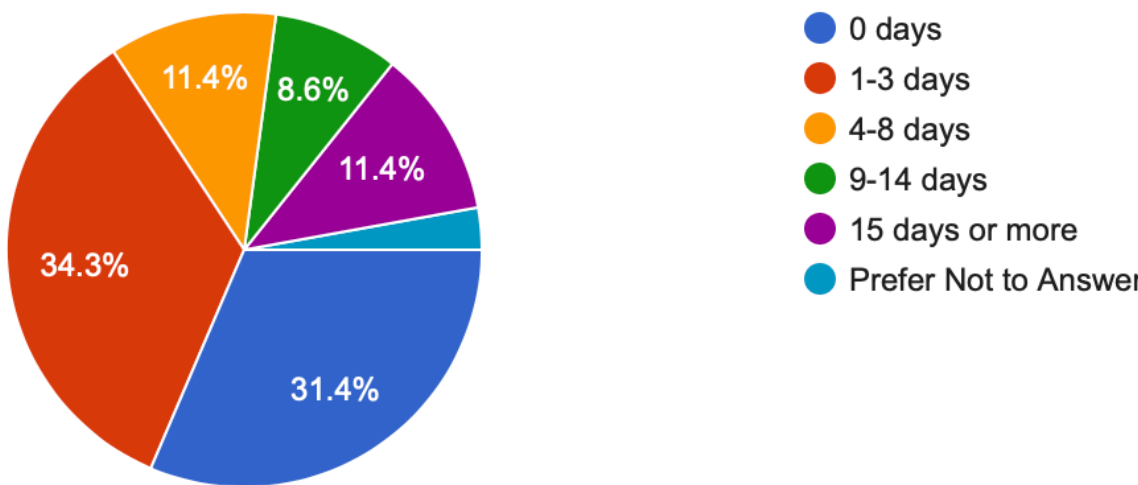
When thinking about your PHYSICAL health, how many days during the past month has your physical health affected you negatively? (This includes physical illness and injury.)

35 responses



When thinking about your MENTAL health, how many days during the past month has your mental health affected you negatively? (This includes stress, depression, and emotional struggles.)

35 responses



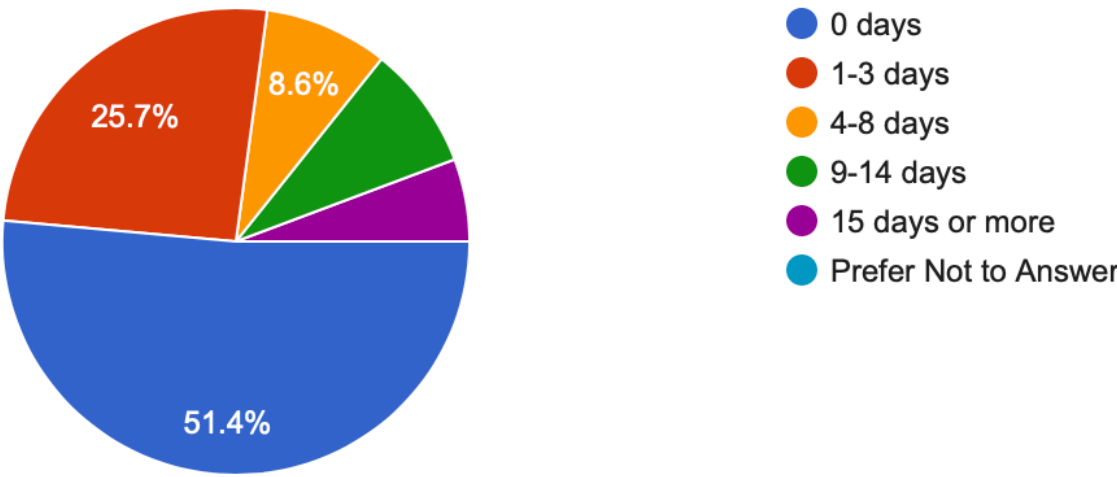
# WORKING WALL IN PROGRESS

Figure F13. Working Wall Space.  
Travis Watkins' image.

## REGULAR PARK GOER SURVEY RESULTS CONT.

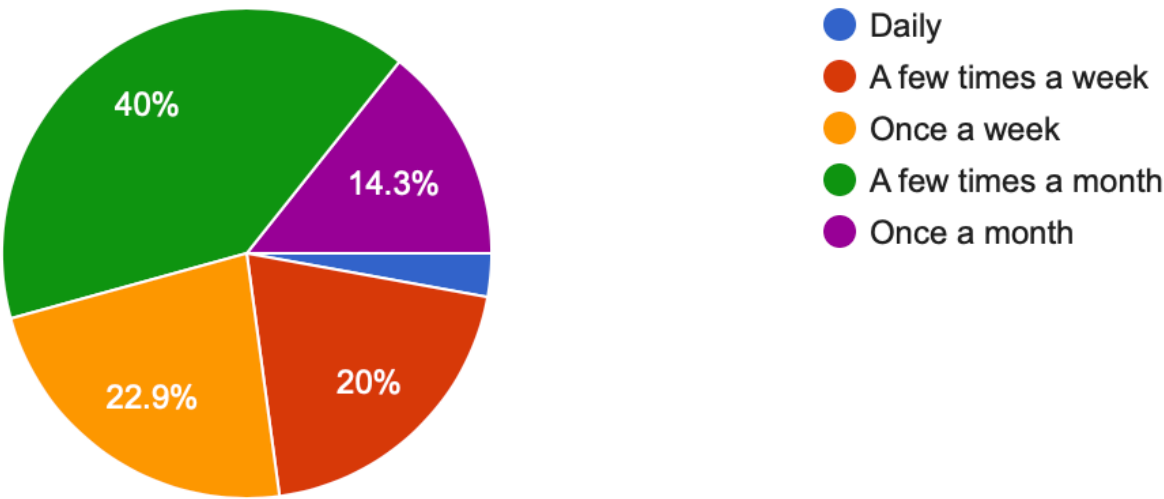
Over the past month, how many days did poor physical or mental health keep you from doing your usual activities, such as work, self-care, or recreation?

35 responses



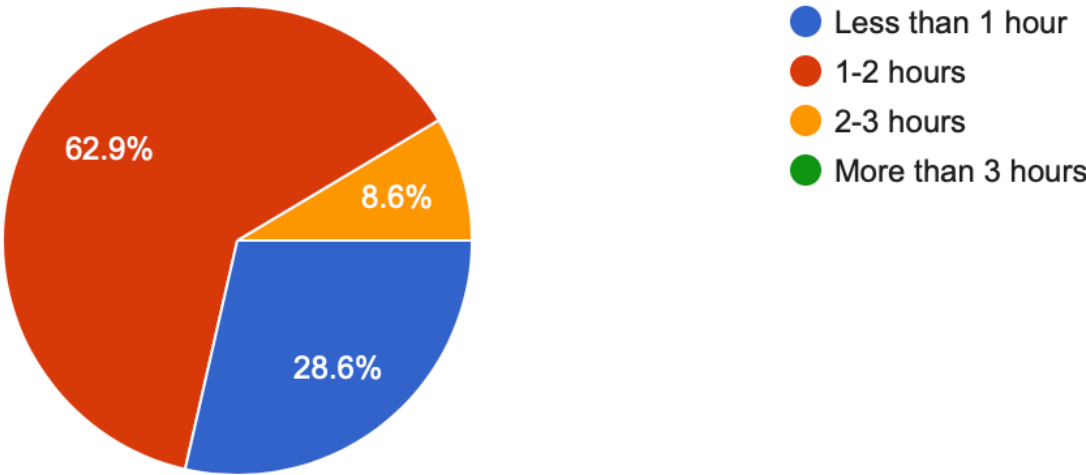
How often do you visit a public park in your neighborhood or community?

35 responses



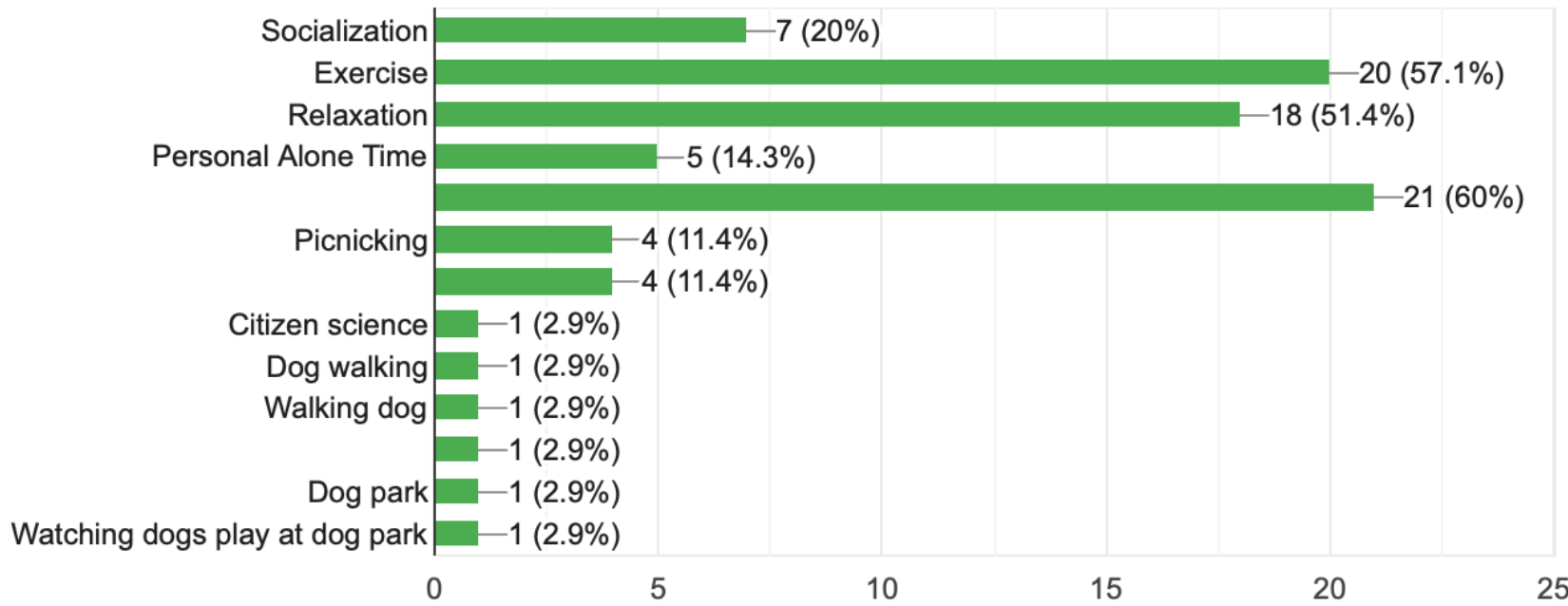
How much time on average do you typically spend in the park during your visit?

35 responses



What are your usual activities when visiting the park? (Select all that apply.)

35 responses



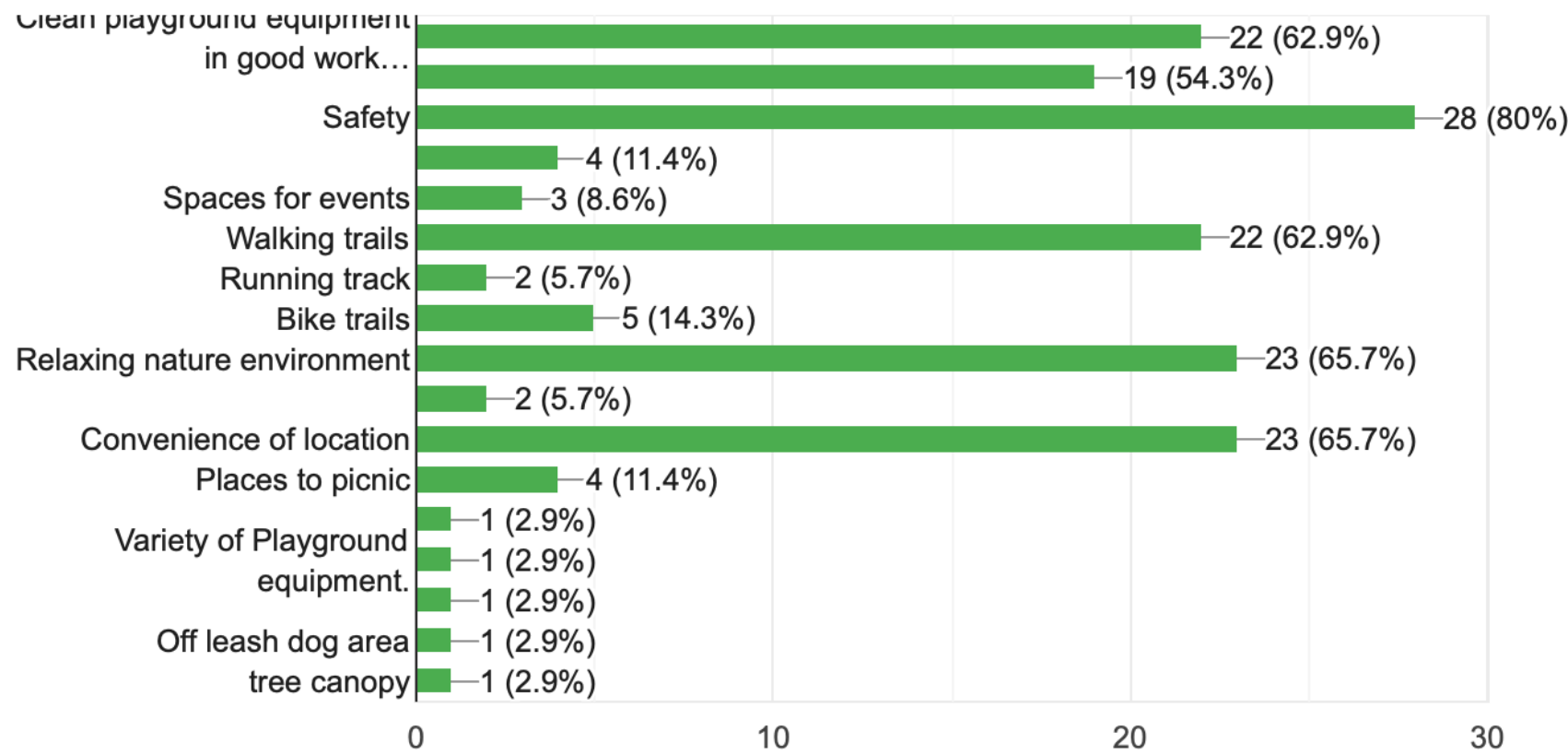
# WORKING WALL IN PROGRESS

Figure F14. Working Wall Space.  
Travis Watkins' image.

## REGULAR PARK GOER SURVEY RESULTS CONT.

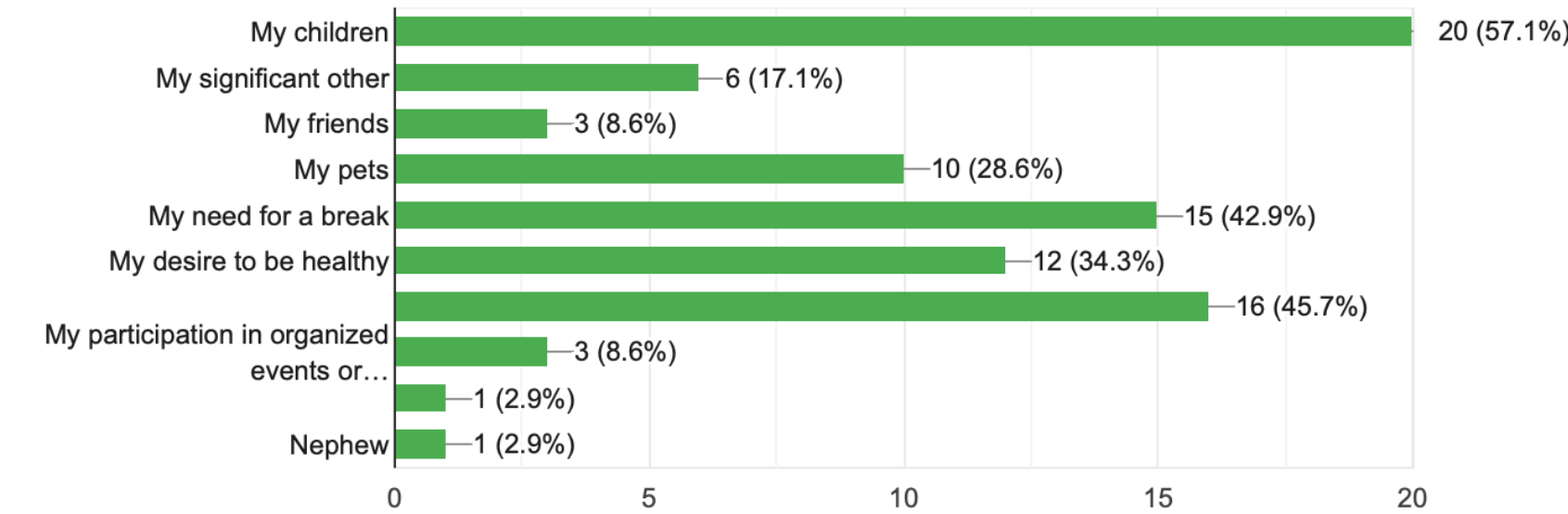
Which park amenities are most important to you? (Select all that apply.)

35 responses



What motivates you to visit the park? (Select all that apply.)

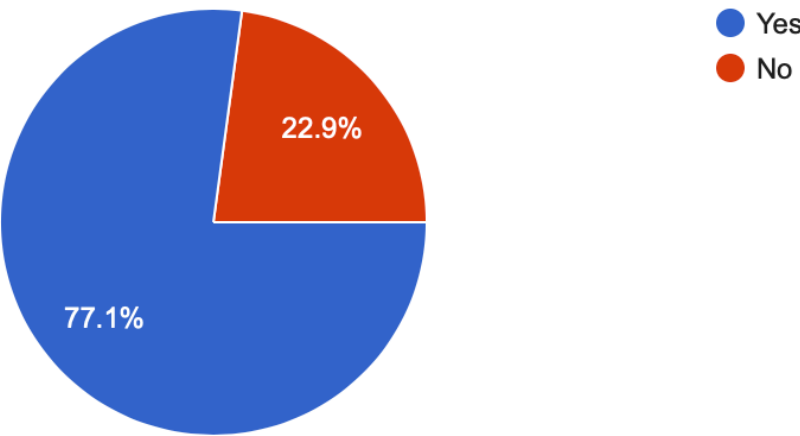
35 responses



Did you visit neighborhood parks regularly (at least once per month) as a child?

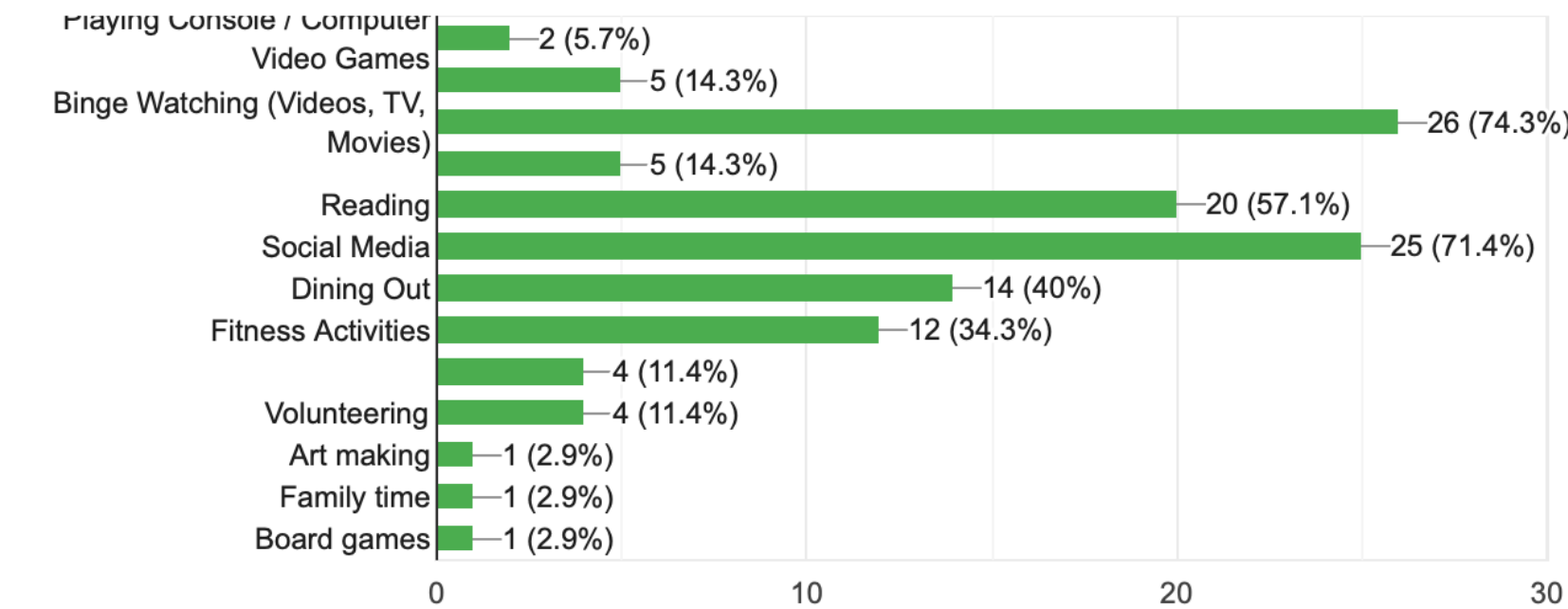


35 responses



Which of these activities do you spend 3 or more hours of your leisure time participating in each week? (Select all that apply.)

35 responses





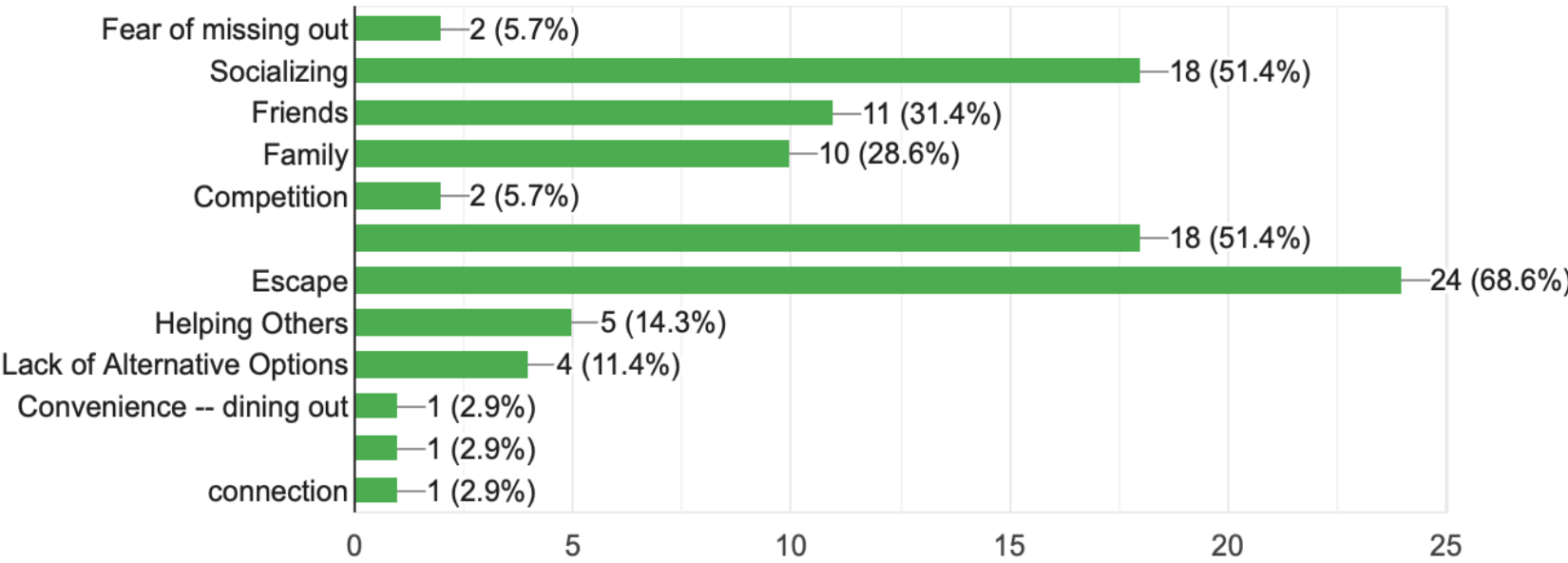
# WORKING WALL IN PROGRESS

Figure F15. Working Wall Space.  
Travis Watkins' image.

## REGULAR PARK GOER SURVEY RESULTS CONT.

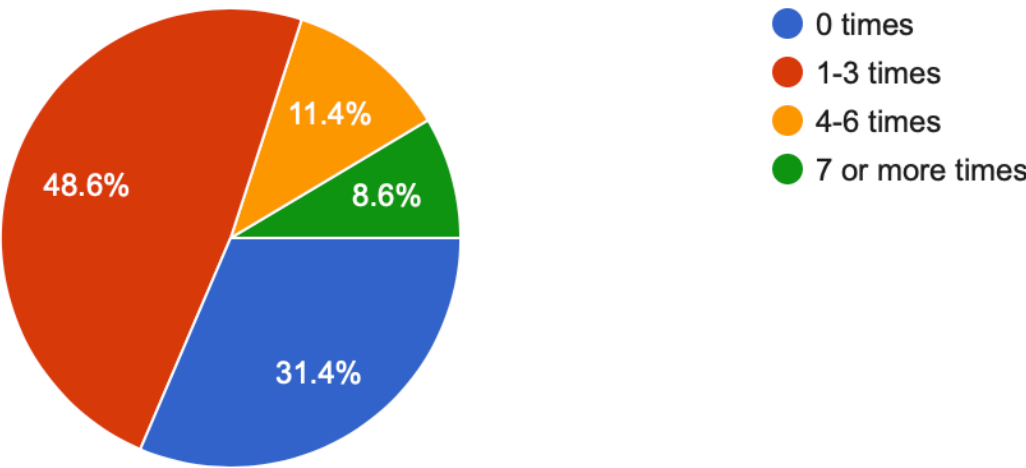
Of the activities you chose for the previous question, what is your motivation for participating in them on a regular basis? (Select all that apply.)

35 responses



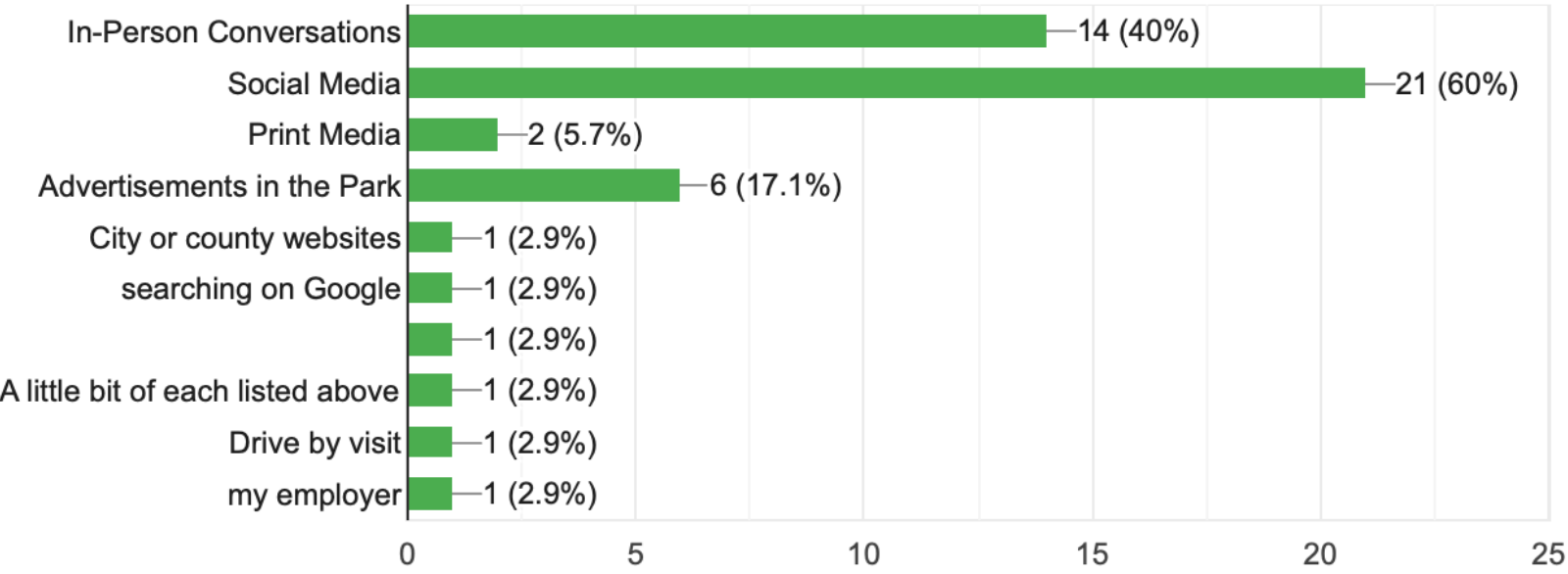
How many times a week do you regularly participate in physical activity of 45 minutes or more?

35 responses



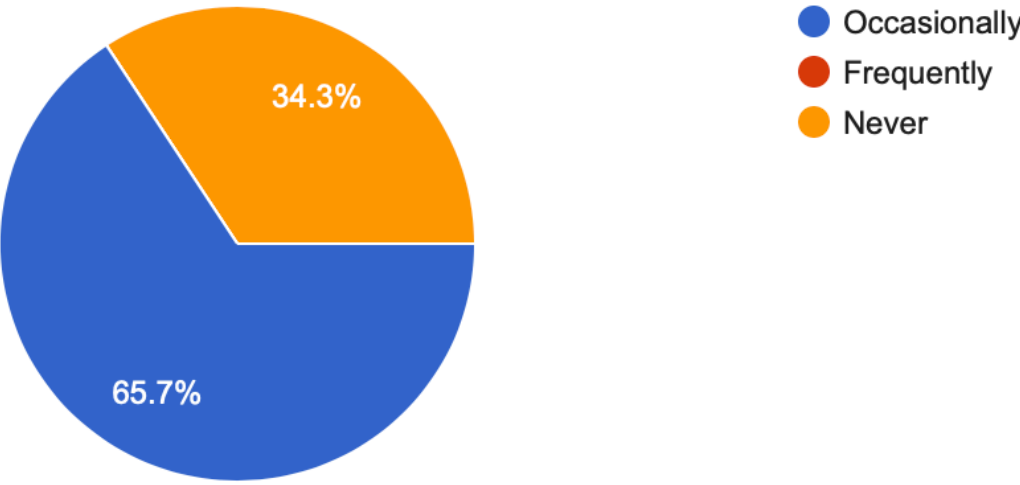
How do you typically learn about the unique attractions at your neighborhood parks? (Select all that apply.)

35 responses



How often do you talk about your park visits on social media?

35 responses



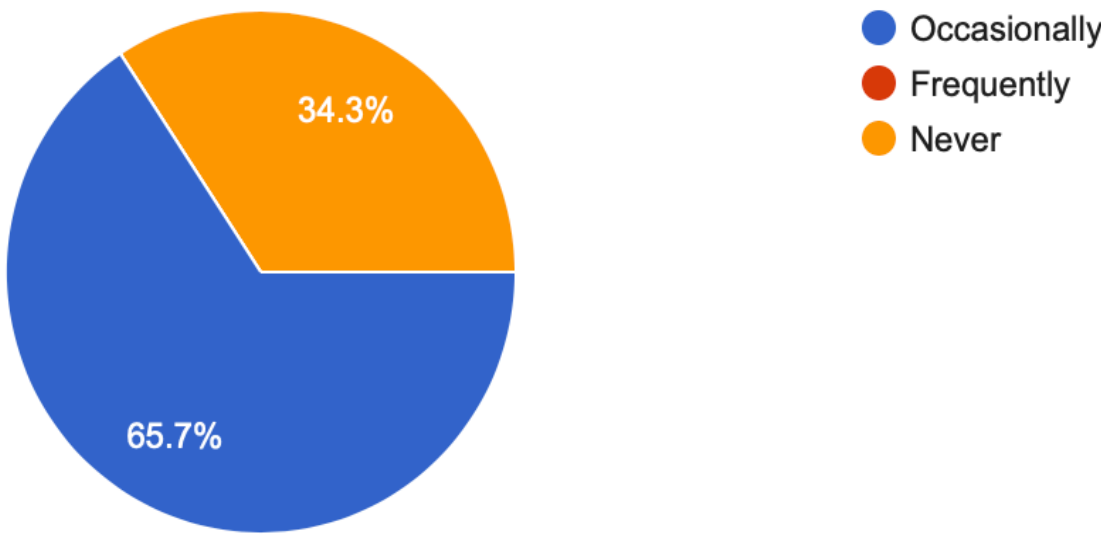
# WORKING WALL IN PROGRESS

Figure F16. Working Wall Space.  
Travis Watkins' image.

## REGULAR PARK GOER SURVEY RESULTS CONT.

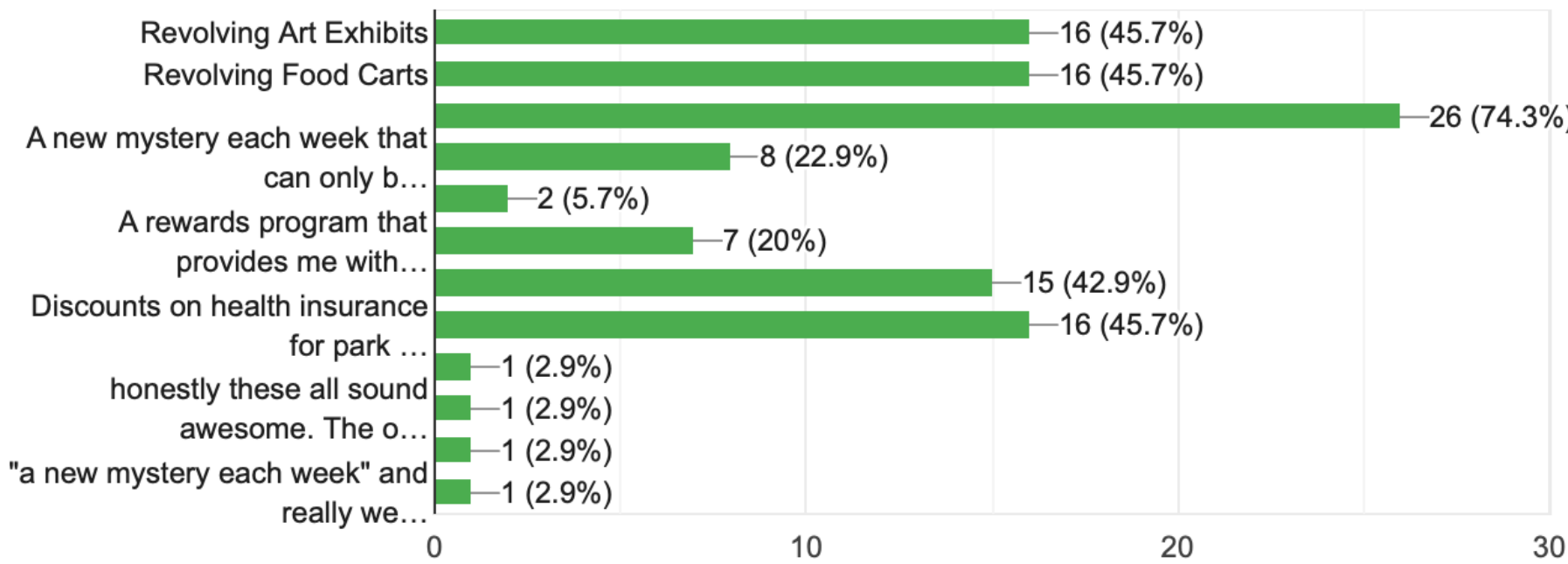
How often do you talk about your park visits on social media?

35 responses



Would any of these ideas motivate you to visit a public park more frequently? (Select all that apply.)

35 responses



If you have any other comments or suggestions about public neighborhood parks, please list them here:

2 responses

I prefer parks in which people actually monitor what their kids are doing and clean up after themselves.

Perhaps, parks can build up/improve mutually beneficial relationships with neighborhood artists, businesses and organizations to work together towards the same goal and helping community to support local businesses and talent while improving everyone's health by encouraging outdoor activities.

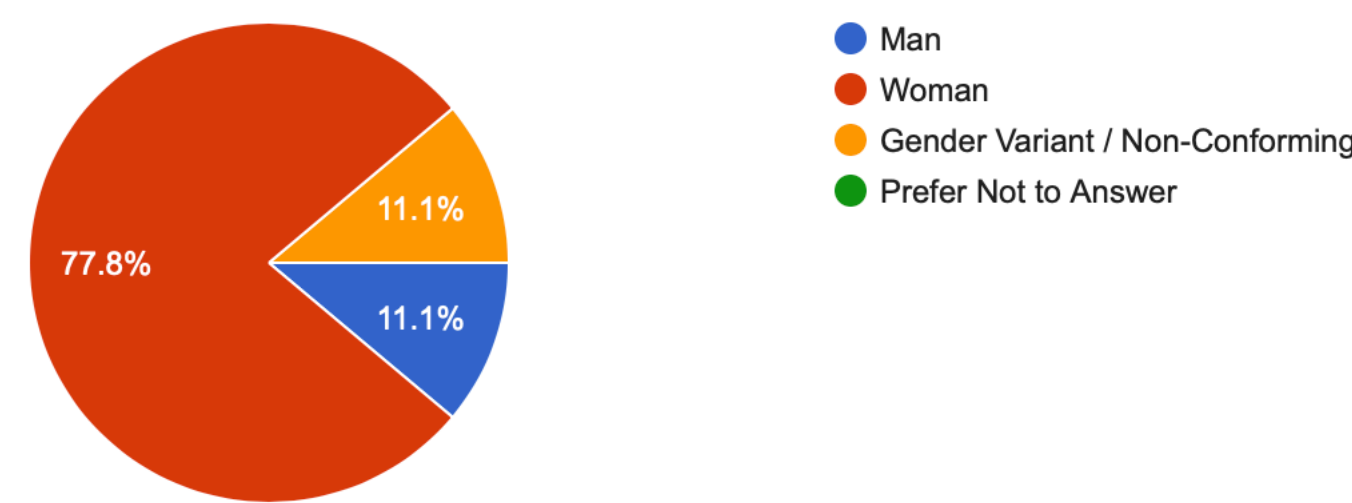
# WORKING WALL IN PROGRESS

Figure F17. Working Wall Space.  
Travis Watkins' image.

## IRREGULAR PARK GOER SURVEY RESULTS

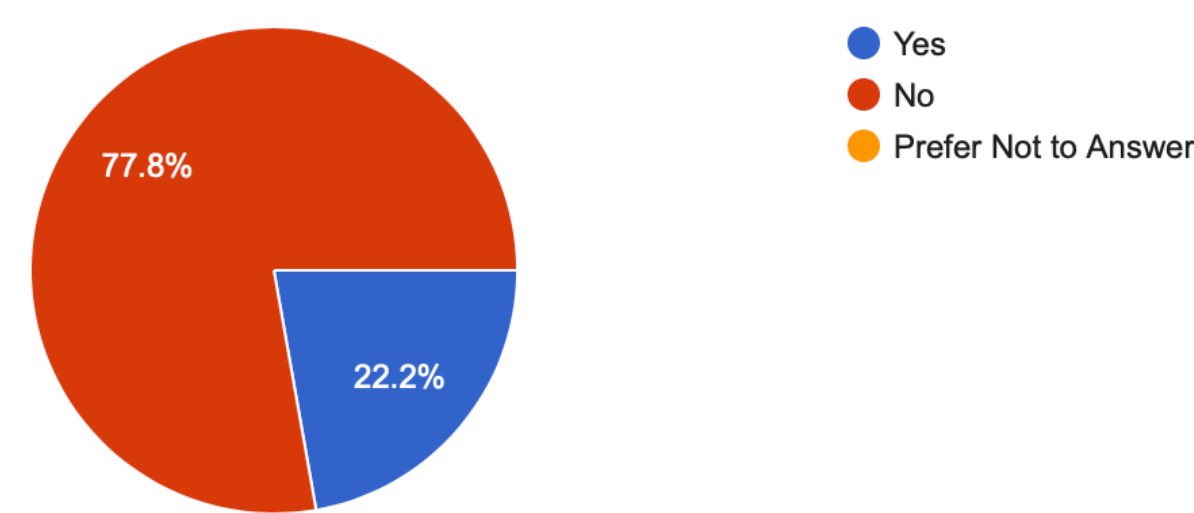
What gender do you most identify with?

9 responses



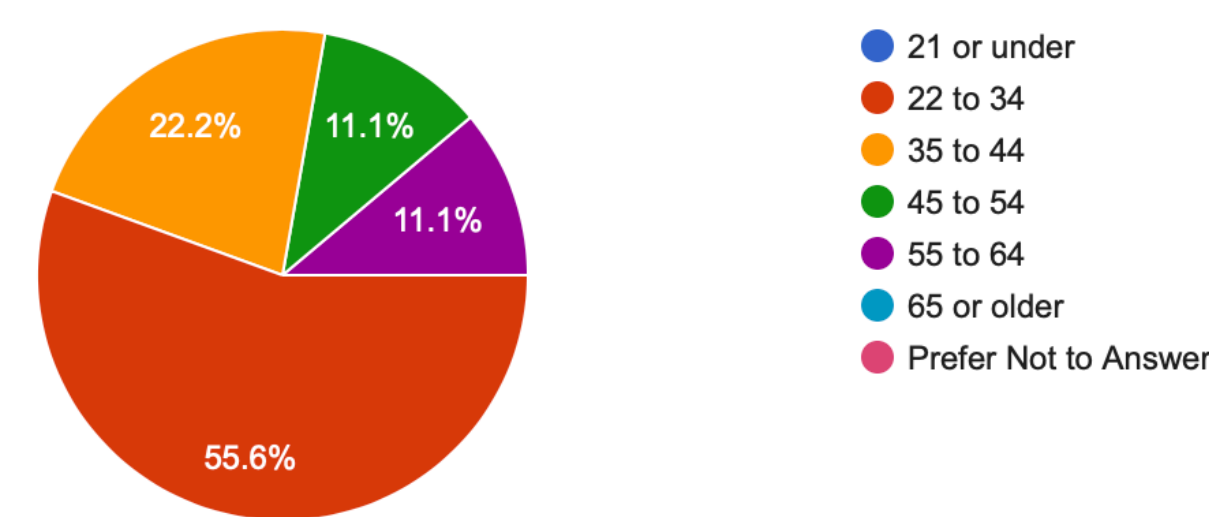
Do you have children?

9 responses



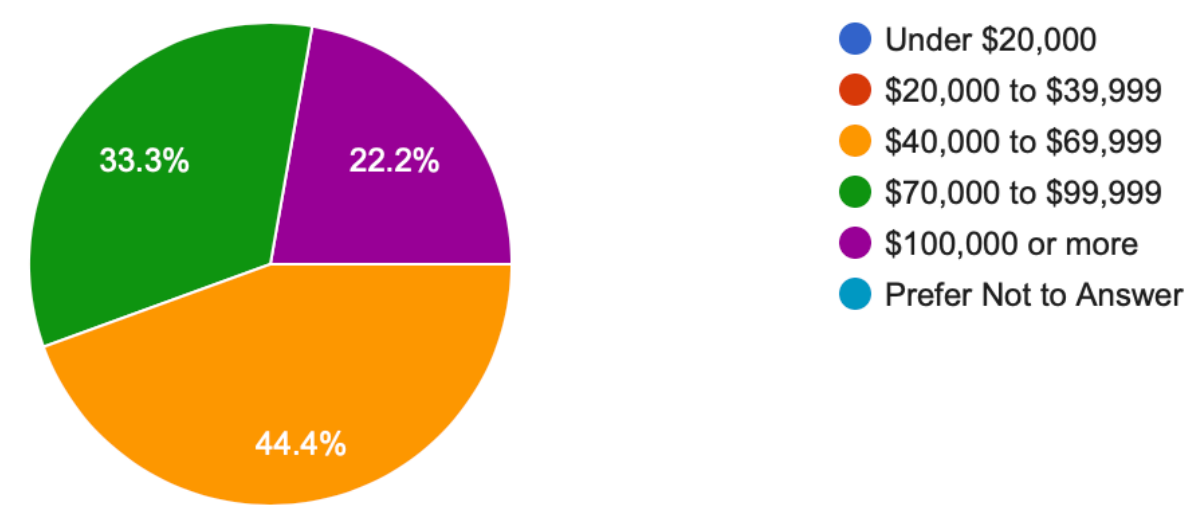
What is your age?

9 responses



What is your total annual household income?

9 responses





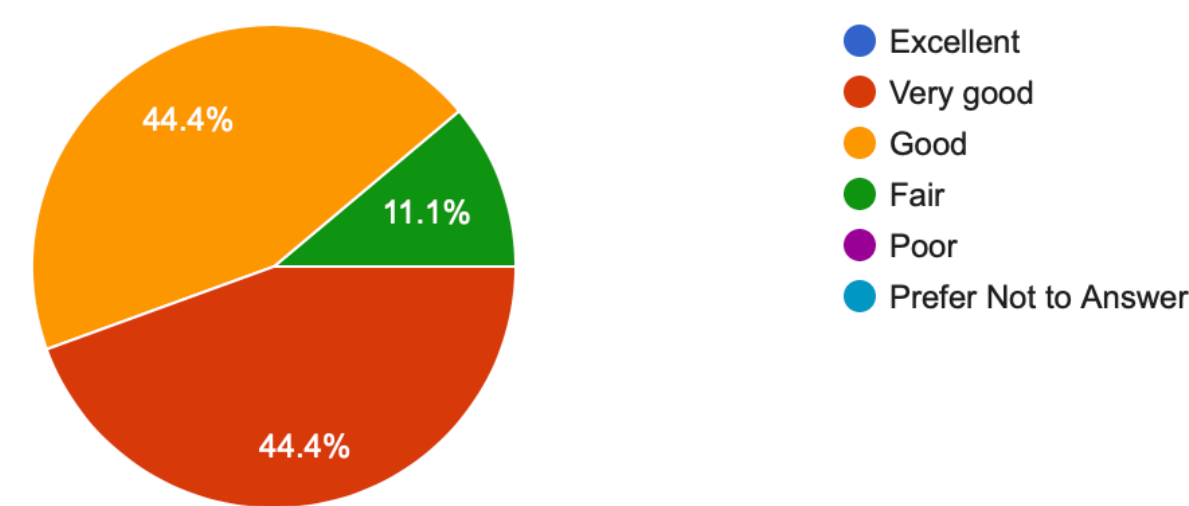
# WORKING WALL IN PROGRESS

Figure F18. Working Wall Space.  
Travis Watkins' image.

## IRREGULAR PARK GOER SURVEY RESULTS CONT.

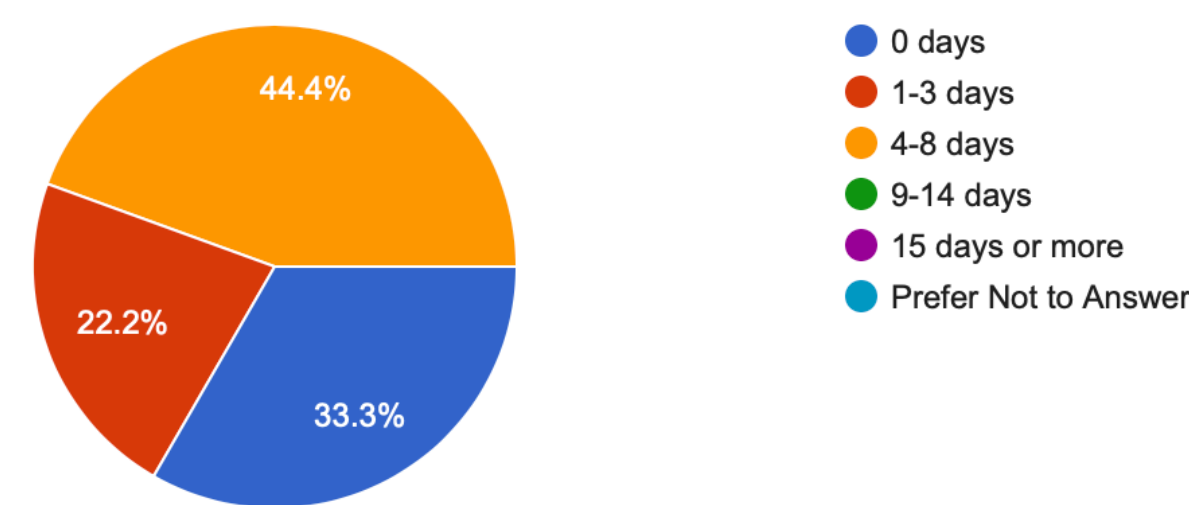
How would you rate your level of overall health (physical and mental)?

9 responses



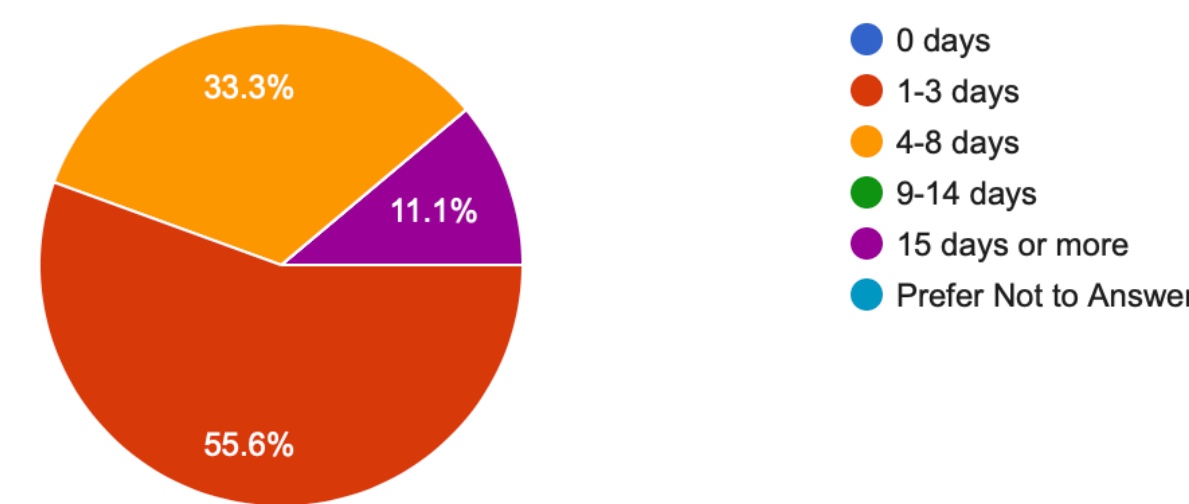
When thinking about your PHYSICAL health, how many days during the past month has your physical health affected you negatively? (This includes physical illness and injury.)

9 responses



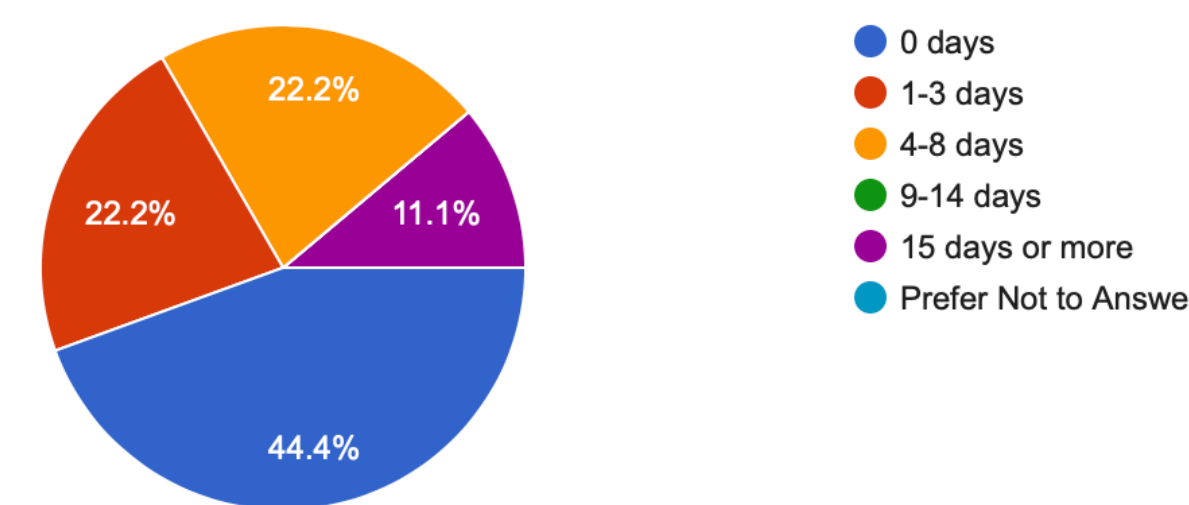
When thinking about your MENTAL health, how many days during the past month has your mental health affected you negatively? (This includes stress, depression, and emotional struggles.)

9 responses



Over the past month, how many days did poor physical or mental health keep you from doing your usual activities, such as work, self-care, or recreation?

9 responses



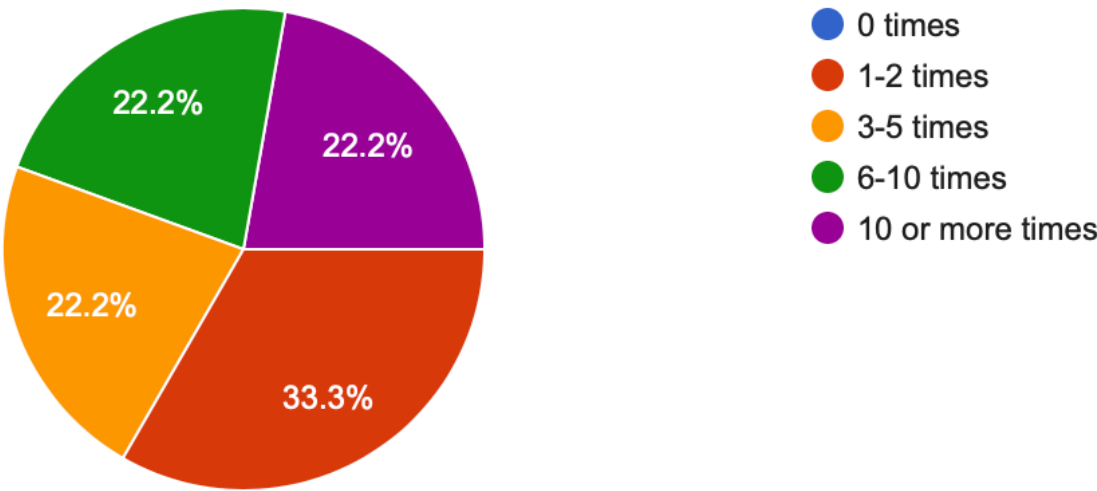
# WORKING WALL IN PROGRESS

Figure F19. Working Wall Space.  
Travis Watkins' image.

## IRREGULAR PARK GOER SURVEY RESULTS CONT.

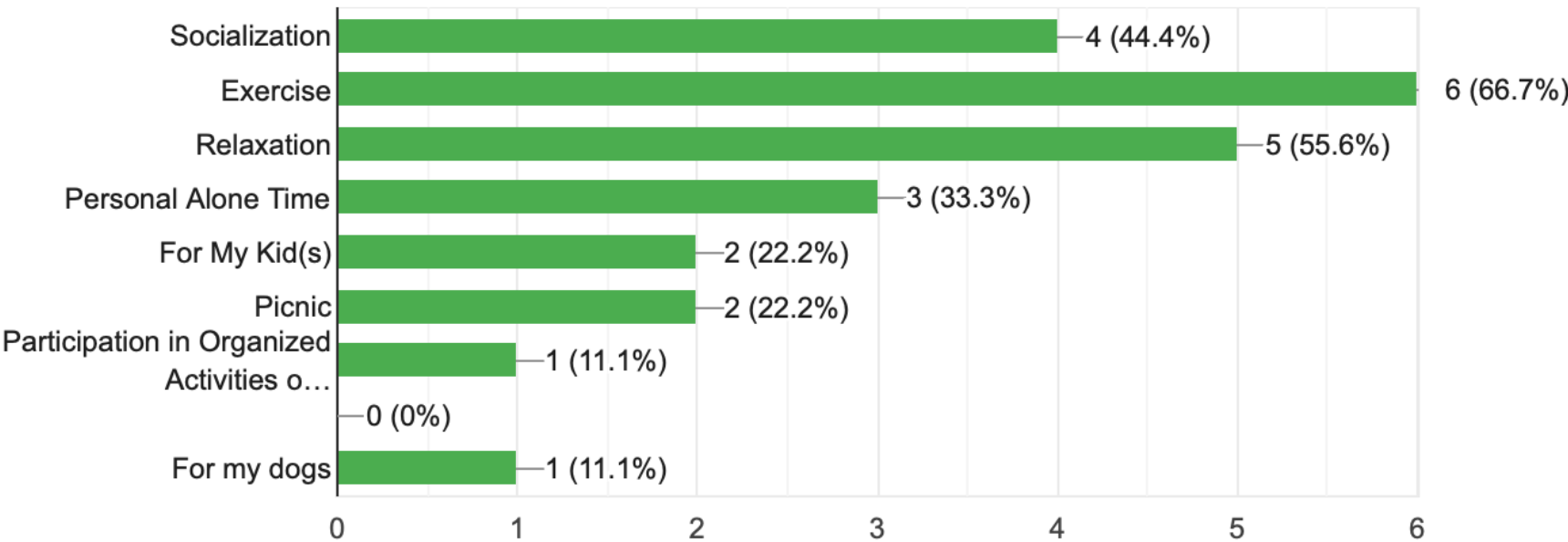
How many times in the past year would you estimate that you visited a park in your neighborhood or community?

9 responses



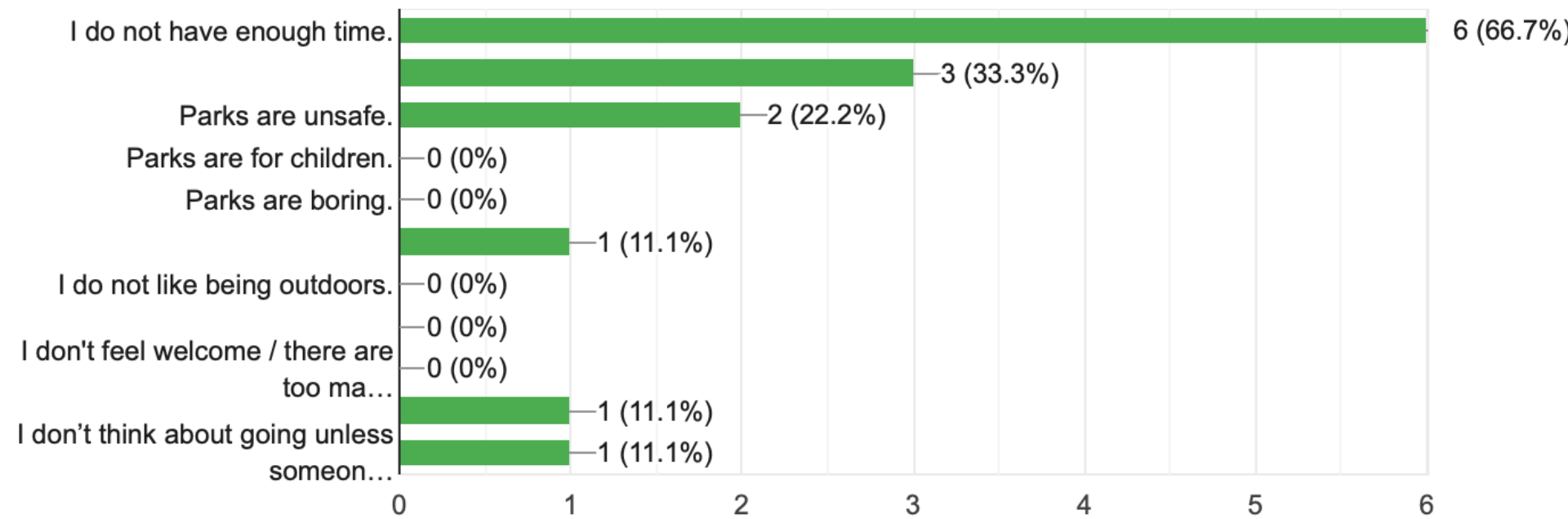
If you visited one or more of these parks in the past year, why did you visit? (Select all that apply.)

9 responses



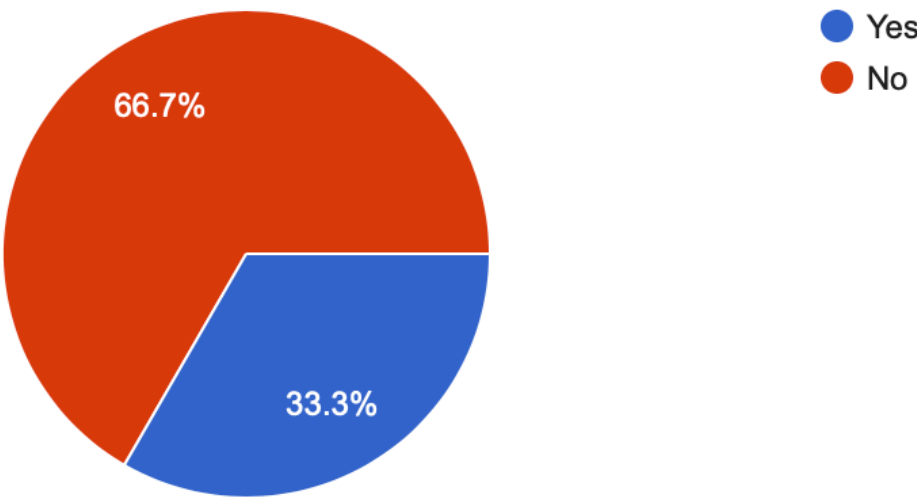
What reasons would you list for not visiting parks? (Select all that apply.)

9 responses



Did you visit neighborhood parks regularly (at least once per month) as a child?

9 responses



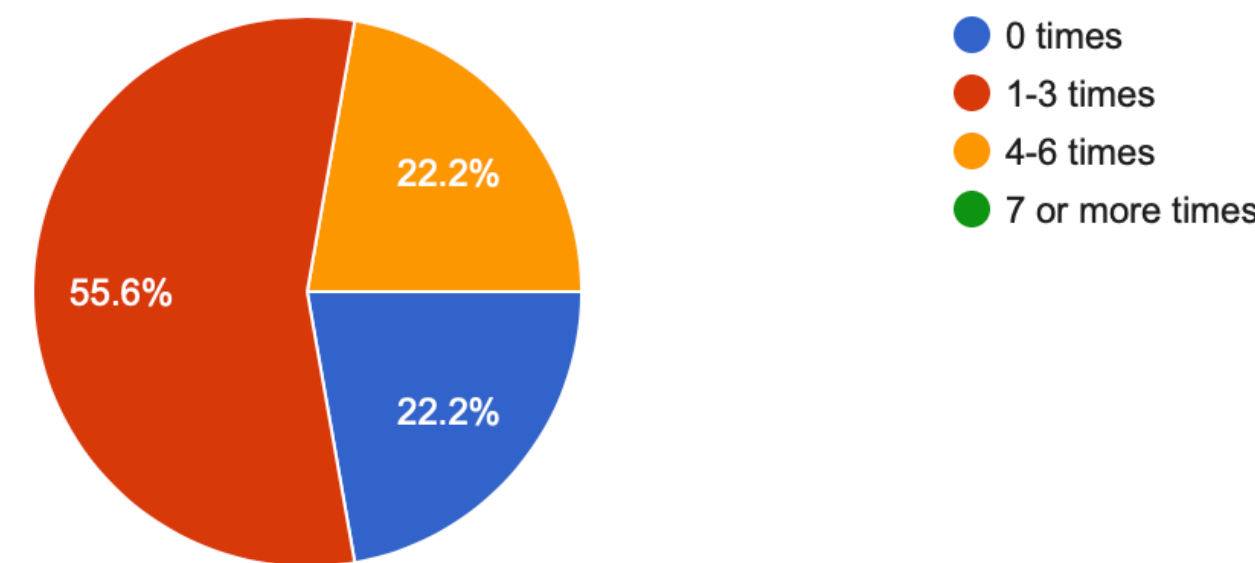
# WORKING WALL IN PROGRESS

Figure F20. Working Wall Space.  
Travis Watkins' image.

## IRREGULAR PARK GOER SURVEY RESULTS CONT.

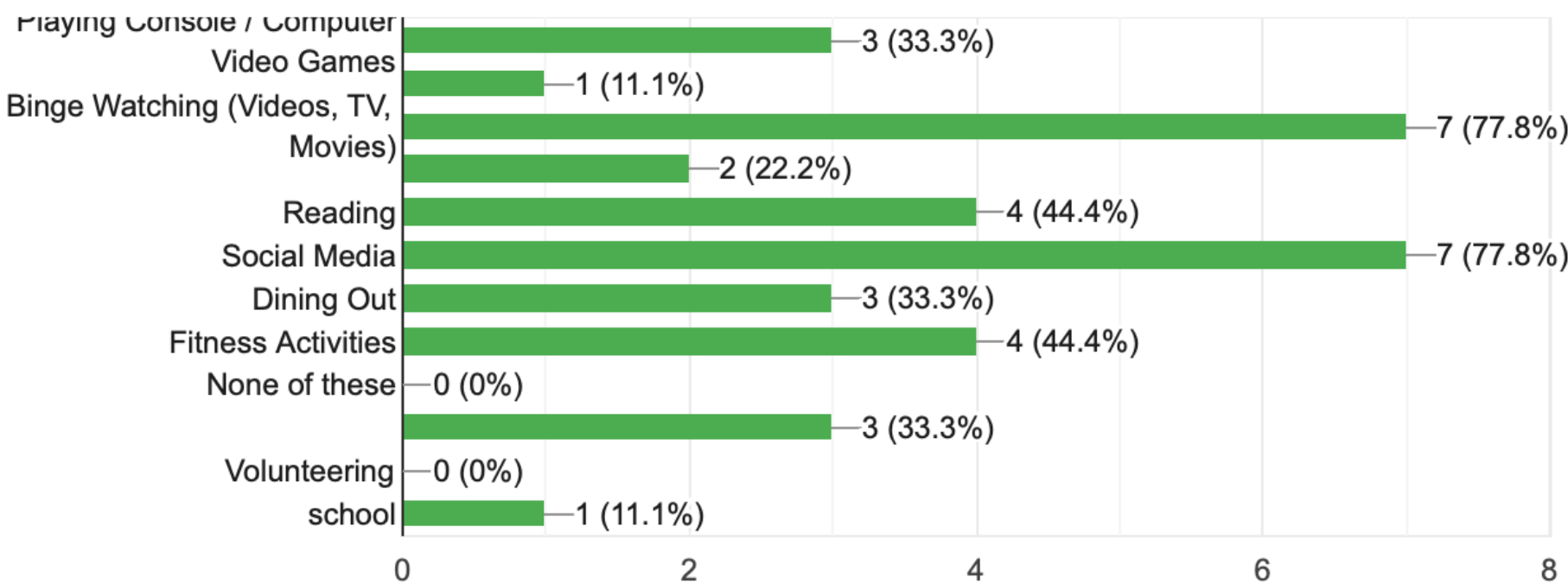
How many times a week do you regularly participate in physical activity of 45 minutes or more?

9 responses



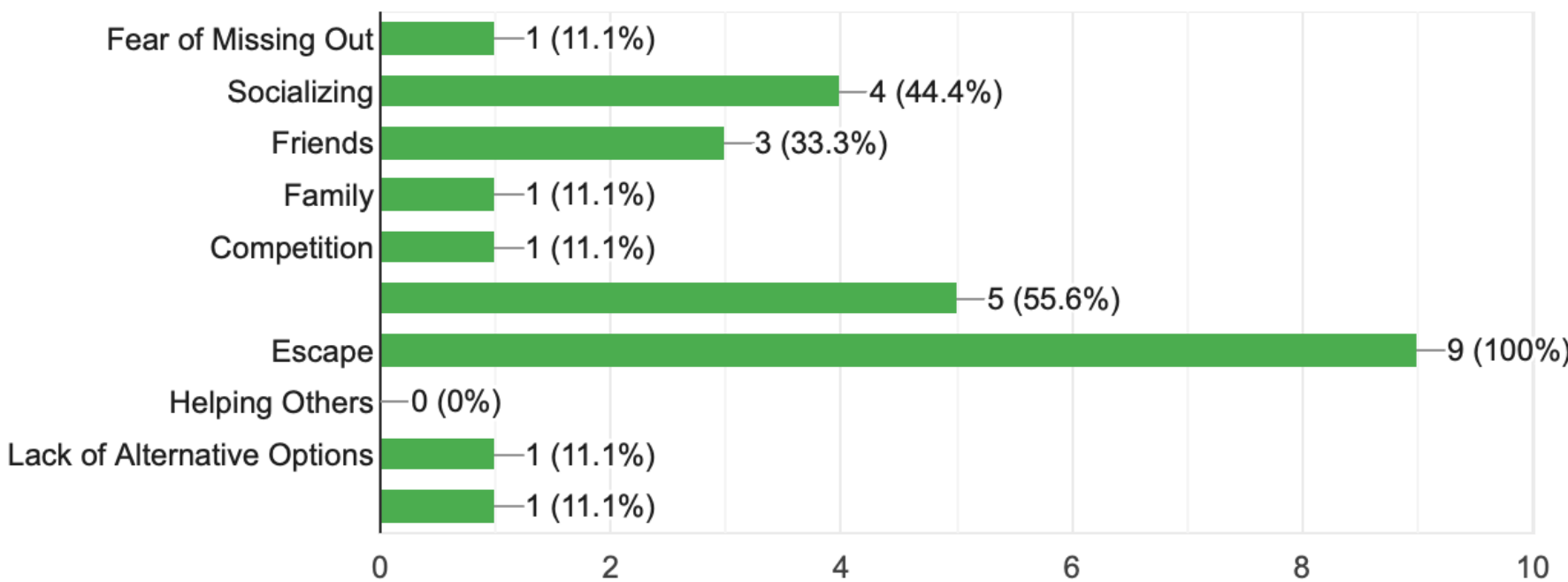
Which of these activities do you spend 3 or more hours of your liesure time participating in each week? (Select all that apply.)

9 responses



Of the activities you chose for the previous question, what is your motivation for participating in them on a regular basis? (Select all that apply.)

9 responses





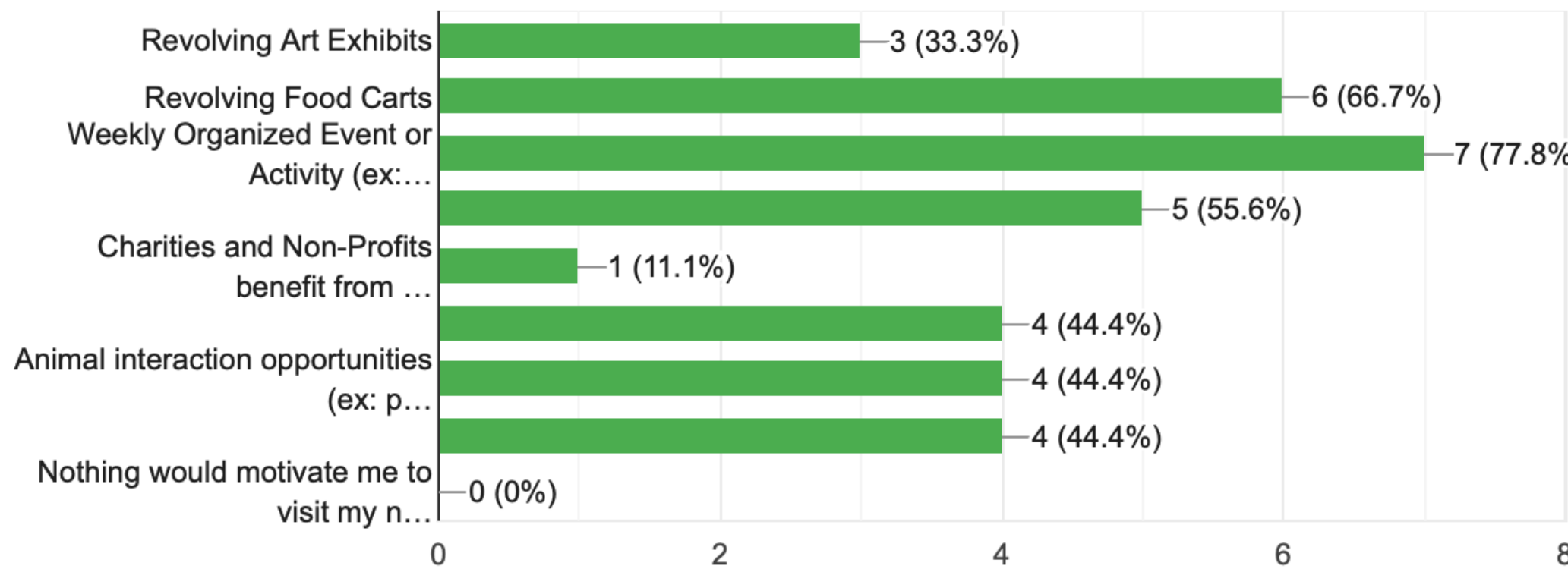
# WORKING WALL IN PROGRESS

Figure F21. Working Wall Space.  
Travis Watkins' image.

## IRREGULAR PARK GOER SURVEY RESULTS CONT.

Would any of these ideas motivate you to visit a public park? (Select all that apply.)

9 responses



If you have any other comments or suggestions about public neighborhood parks, please list them here:

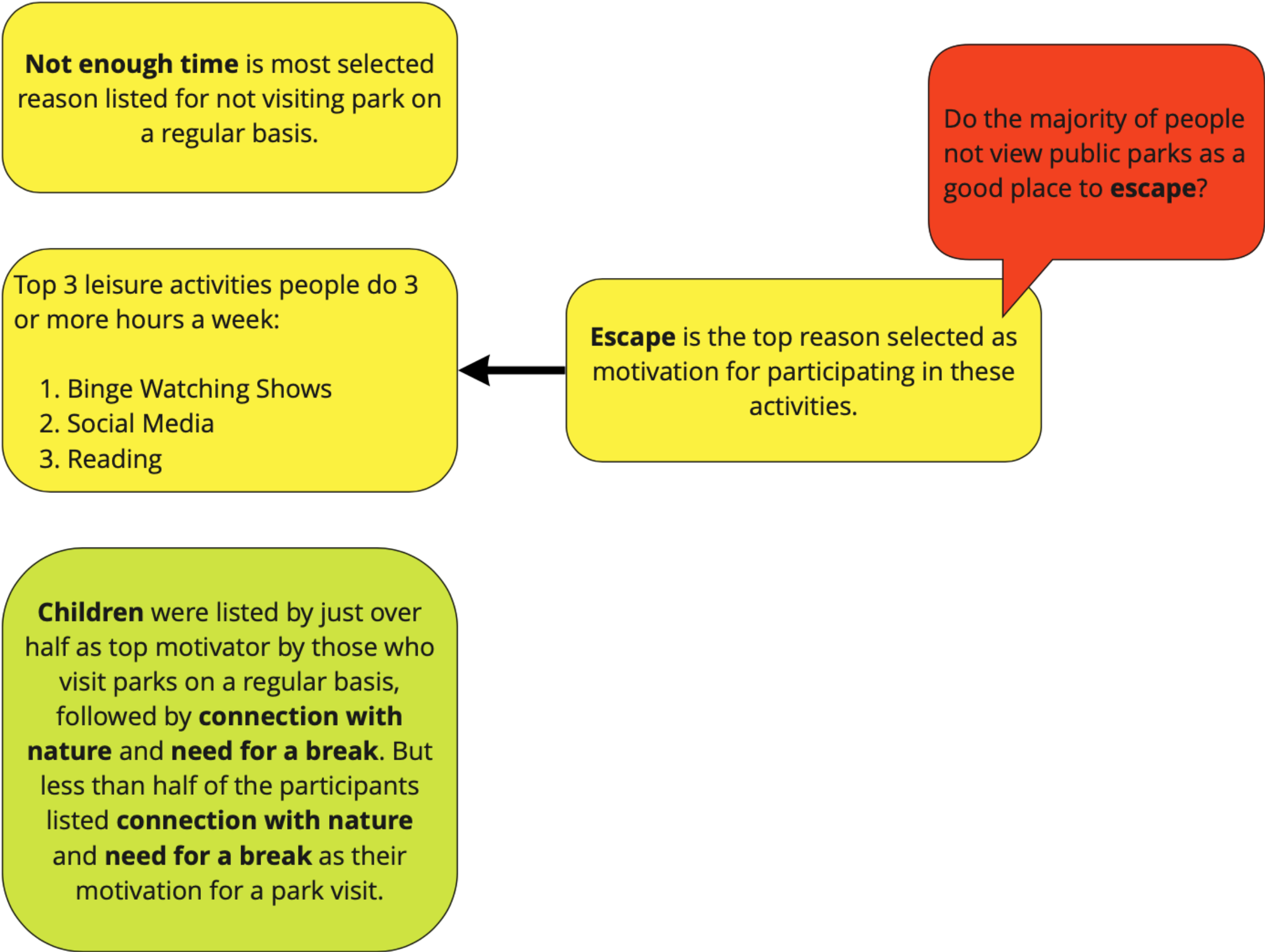
1 response

Not all parks supply dog waste bags, but should.

# WORKING WALL IN PROGRESS

Figure F22. Working Wall Space.  
Travis Watkins' image.

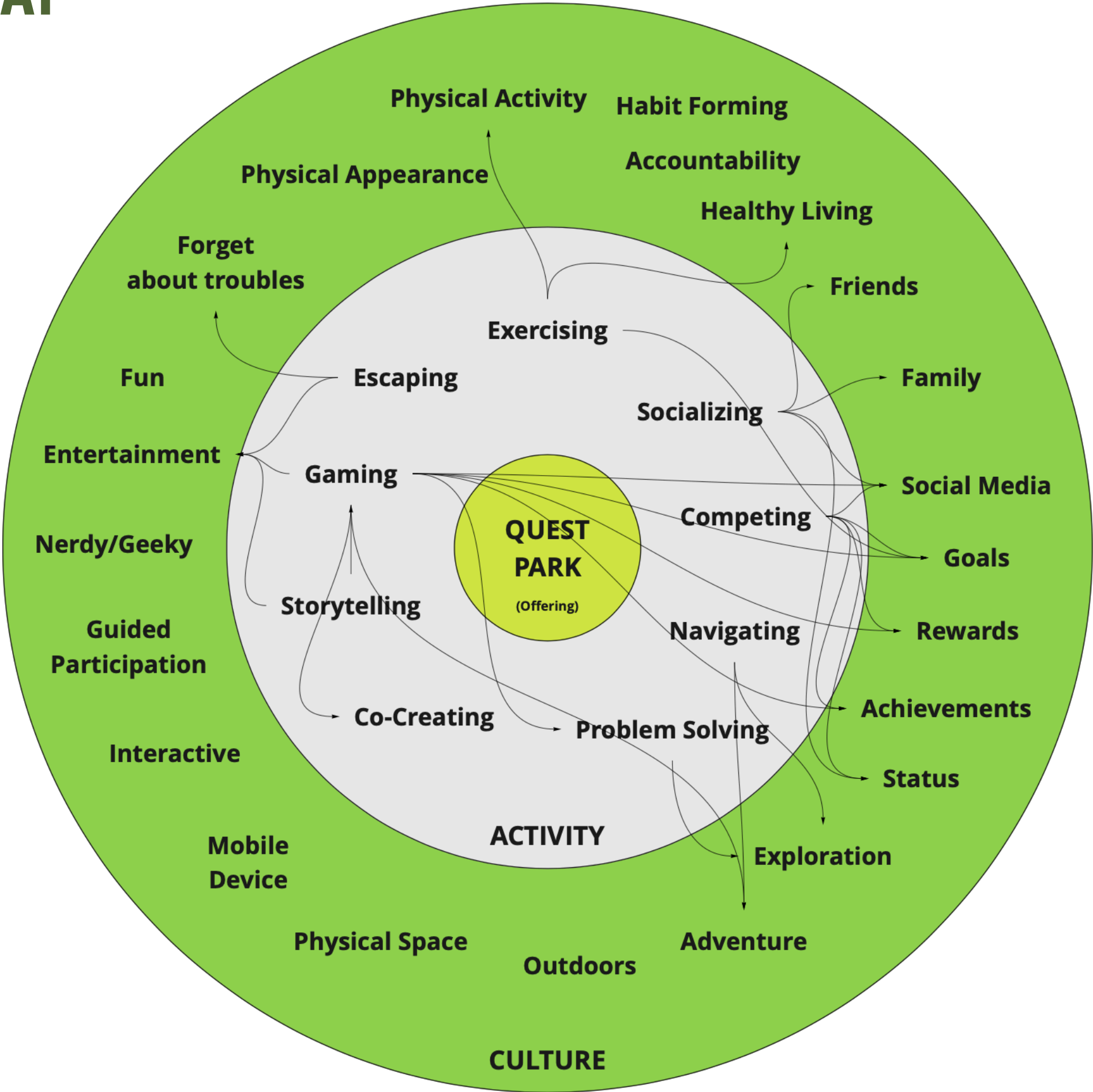
## SURVEY OBSERVATIONS



# WORKING WALL IN PROGRESS

Figure F23. Working Wall Space.  
Travis Watkins' image.

## OFFERING ACTIVITY CULTURE MAP





# WORKING WALL IN PROGRESS

Figure F24. Working Wall Space.  
Travis Watkins' image.

Prototype Dev - Exercise

Exercise

HIIT

Ropes

Mountain Climbers

Burpees

Step Ups

Box Jumps

Pull Ups

Planks

Crunches





Boxing

Rowing

Bands

Push Ups

High Knees





QUICK HIIT

WORKOUT BY DAREBEE @darebee.com

Level I 3 sets  
Level II 5 sets  
Level III 7 sets  
2 minutes rest

20sec high knees

20sec climbers

20sec plank hold

20sec jumping jacks

20sec punches

20sec squat hold punches

[ How to get an intense workout in less than 30 minutes ]

HIIT training

1 pick an exercise

2 20 seconds Perform exercise

3 10 seconds Rest

4 Complete 8 rounds for 4 total minutes Rest 1 minute

5 Repeat 3 more 4-minute rounds, each with a different exercise

air squats or burpees

jumping jacks

pushups

[ 20 minutes: Total workout time ]

my southern health

WANT MORE? Find additional bodyweight exercise routines you can do anywhere at [mysouthernhealth.com/tag/fitness](https://mysouthernhealth.com/tag/fitness).

QUICK HIIT BLAST

1. BURPEES - 45 SEC.  
REST 15 SEC.

2. MOUNTAIN CLIMBERS - 45 SEC.  
REST 15 SEC.

3. JUMP SQUATS - 45 SEC.  
REST 15 SEC.

4. PUSH UPS - 45 SEC.  
REST 15 SEC.

5. LUNGES - 45 SEC.  
REST 15 SEC.

6. HIGH KNEES - 45 SEC.  
REST 15 SEC.

7. PLANK - 45 SEC.  
REST 2 MINUTES

REPEAT 3X OR 4X  
DEPENDING ON YOUR LEVEL OF FITNESS.

HIITACADEMY

Time: < 10 Minutes  
Equipment: Dumbbells

MUSCLE GROUPS  
LEGS CARDIO

COMPLETE 3 ROUNDS

20 reps ALTERNATING LUNGES

15 reps GARBLET SQUATS

20 reps ALTERNATING STEP UPS

10 reps BURPEES

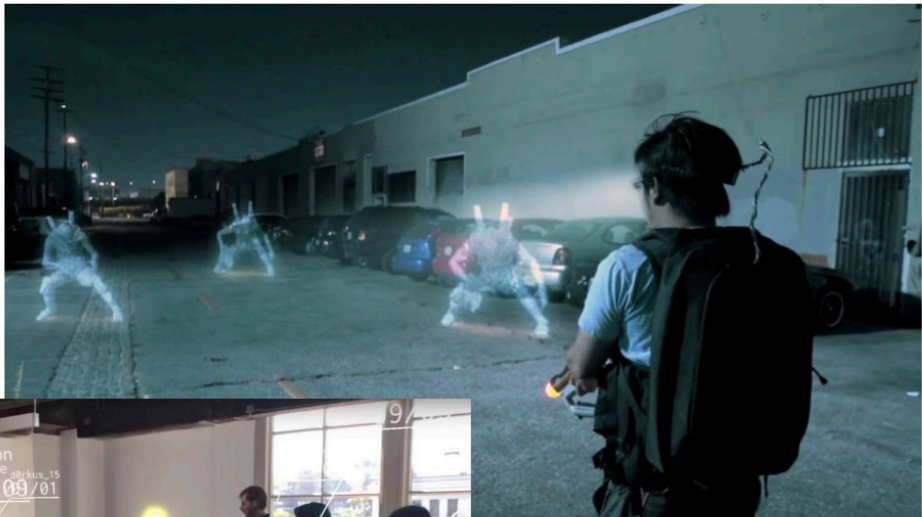
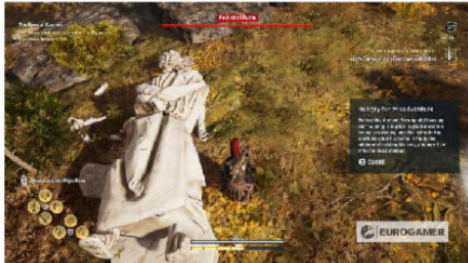
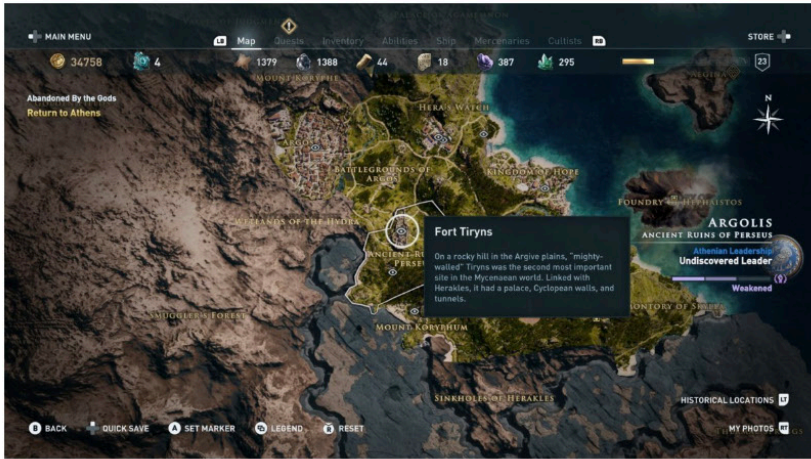
Rest 30 - 60 Seconds and then repeat

HIITACADEMY.COM @HIITACADEMY



# WORKING WALL IN PROGRESS

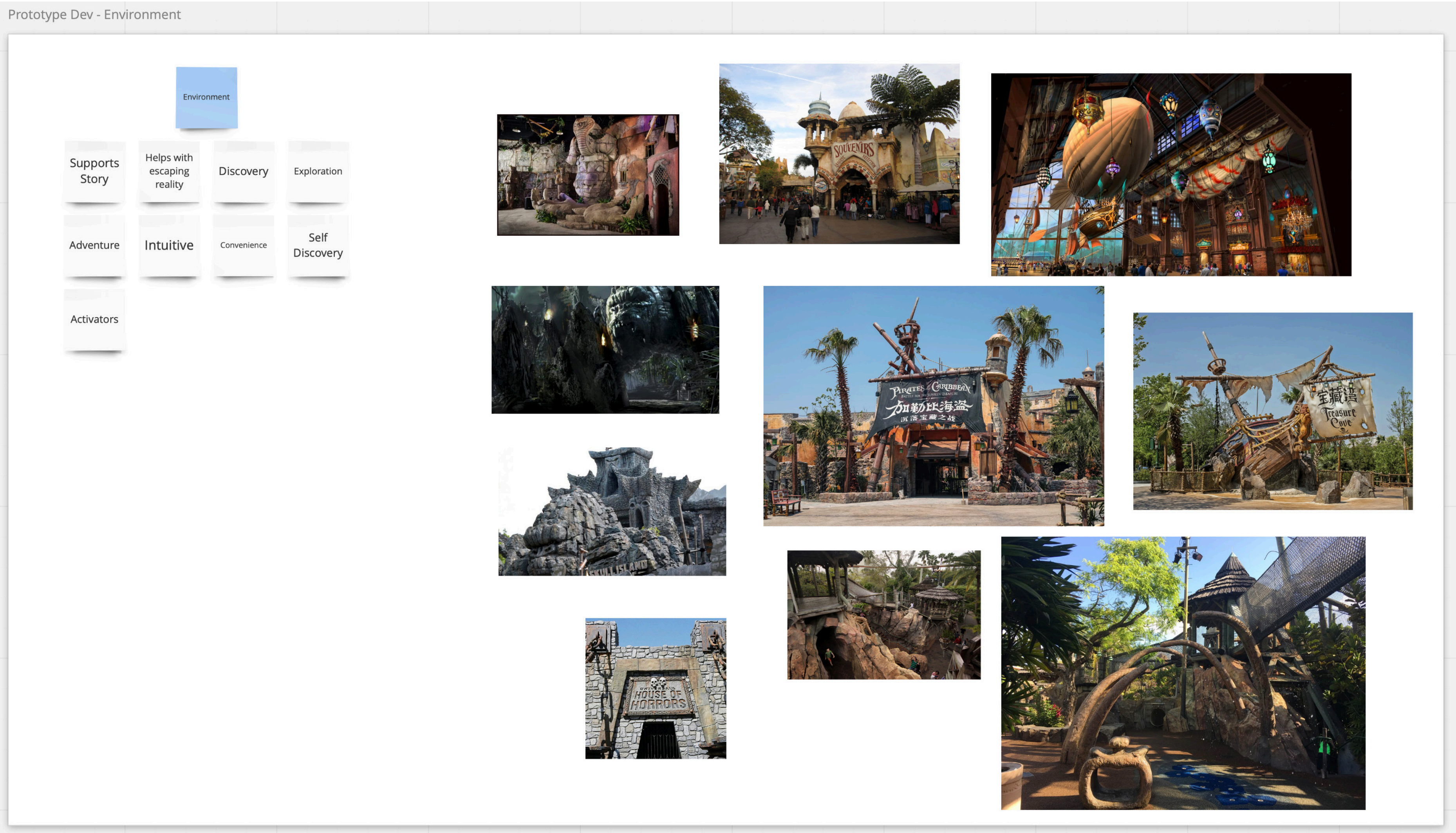
Figure F25. Working Wall Space.  
Travis Watkins' image.





# WORKING WALL IN PROGRESS

Figure F26. Working Wall Space.  
Travis Watkins' image.





# WORKING WALL IN PROGRESS

Figure F27. Working Wall Space.  
Travis Watkins' image.

Prototype Dev - App

