

WIL JIJ HIER IETS ANDERS ZIEN?

DEZE SPEELPLEK WORDT BINNENKORT GERENOVEERD. HEB JIJ EEN IDEE, OF WIL JE LATEN WETEN WAT ER ZEKER MOET KOMEN TE STAAN, KOM DAN NAAR DE BUURTMEETING OP **11 APRIL OM 20.00 UUR** IN HET BUURTHUIS

OF LAAT JE MENING ACHTER OP WWW.SPEELPLAN.NL/GILLISBUURT





NAME: Mark Kent
AGE : 21

I am Mark Kent, an Erasmus Student from the University of Limerick in Ireland. The course I study back in Ireland is Product design and Technology. I am currently in my 3rd year out of my four year Bachelor Degree.

I have done many projects in collaboration with a company, Such as Stainless steel furniture manufacturers and most recent was with Logitech Ireland, in which their assignment was to design Ipad accessories that would turn the student population towards using an Ipad for the University education instead of a normal, standard laptop.

My Main passion in Life is sport. Its something I could never see myself without it. That's the field of design I aspire to get involved hopefully when I graduate.

I decided to take on the challenge of doing Social Cohesion Design as in Limerick (the city where the university is located), there are a lot of issues concerning various neighborhood and districts throughout the city. There are constant tensions between different ethnic cultures in these neighborhoods mainly due to anti- social behavior and the presence of drug and gun crimes amongst the residents in the area. Hopefully by doing this module it might encourage me to take on a project like this for my final year project.



My name is Otmar Balk (21) and I am a student at the Industrial Design Engineering faculty of the TU Delft. This year I aim to get bachelors degree.

My goal in life is to learn as much as possible. I always approach projects with the goal of learning something from it. For this reason I spend a lot of time on extracurricular activities, such as making handmade wooden furniture, making bicycles and together

with a friend of mine, I founded a small fabrics focused fashion company developing very limited, unique clothing.

I like to analyze human behavior, and the reasons people have, to engage in certain (social) acts as well as the 'unwritten rules' of social behavior. This is the reason I was very pleased to read the description of this course, since it's core is based on these aspects. Also the fact that we would work in a multi disciplinary team put together from Sociology/psychology students and students from the Willem de Kooning academy, is of great value to me.

Company Analysis – Speelplan

Speelplan is a small company that designs the lay out of playgrounds. They do not create any playing equipment, just the lay out of the playing space.

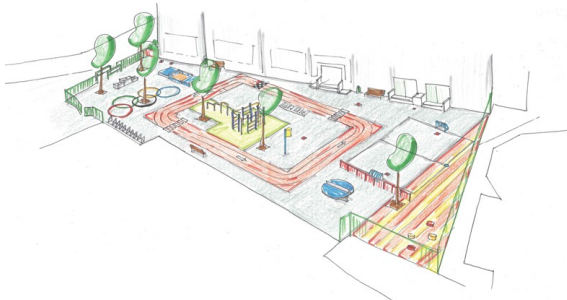
The projects Speelplan realizes are for all children in the age group of 0 to 12 years old.

The key approach of Speelplan to design the best playgrounds is to let the end-user express their visions and demands about the new playground. This way, Speelplan quickly has a very clear picture about the needs and wants of the people in the neighborhood of the location.

Speelplan uses unique methods to let kids express their visions and demands about a new playground, so that they gain very thorough information about positive and negative spots and places in the particular neighborhood.

Their methods include model making days with kids in primary schools, a design kit containing, chalk, markers, a camera and a treasure hunt. For the adults in the neighborhood Speelplan organizes neighborhood meetings where people are invited to express their opinion about the project.

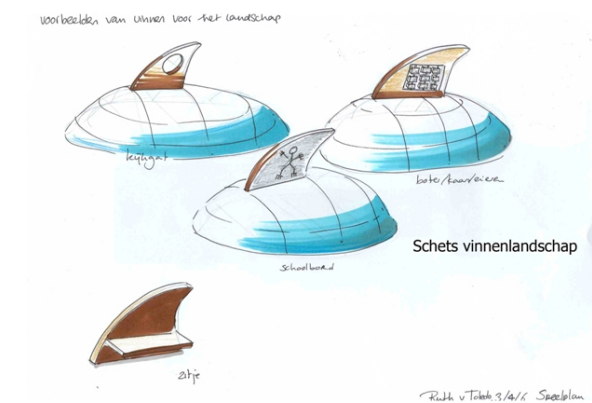
As explained by the project manager and industrial designer we have met, they considered communal sessions as very important as it has lead to successful projects. But they have emphasized that it is very difficult to get people to attend and contribute to the events.



Kids from primary school 'De Windroos' are designing their ideal playground (upper left). And teachers are discussing the results (upper right). Finally the design the kids came up with is shaped into a real concept (left) and eventually it was realized (below).



The Company is trying to escape the traditional look of the design of playgrounds, For example most playgrounds contain swings, Slides, See-saws, etc. Instead they are proposing that playgrounds should look and feel more natural, for example climbing and jumping can be carried out on rockeries, Play Houses could be replaced by combining shrubs and plants into a sheltered structure. Colors and other shapes painted onto pavements can cater for physical playing activities where the children could create their own game amongst themselves. They also create playgrounds in different 'themes'.



Op deze afbeeldingen is te zien hoe Speelplan op speelse wijze een thema (in dit geval water/zee vs land) aan een speeltuin geeft. Deze vinnen zijn geen doorsnee speeltoestellen, maar nodigen uit om een spel te bedenken waarbij ze toch nuttig zijn.

Speelplan regards maintenance as very important in respect to play spaces they designed. By getting people involved in the design process they believe that the people will feel responsible for maintaining the playgrounds and keeping the play spaces safe for the children. They also employ care administrators to ensure a high standard of safety of the playing equipment and play environment throughout the whole of the Netherlands.

The assignment of Speelplan

Speelplan wants to create a service, which helps to easily create new playgrounds. Speelplan creates playgrounds with the help of children, who will be the final user, as well as inhabitants of a particular neighborhood. Therefore it is important to be able to address the target community as a whole, and to give everyone in the community the opportunity to share their opinion.

The assignment can be summarised as follows:

Speelplan wants to create a service that will activate the target group to think about the development of the playground, and to discuss the future of their neighbourhood and its public space amongst themselves.

There is a multitude of aspects that play their role in the equation.

The service needs to encourage the target group to let their imagination run wild, without being limited to thinking in playing objects, and outside of the box.

Also does the target group need to get an idea how to make their design realizable.

Ultimately the service will need to be applicable throughout cities in the Netherlands.



HOE KUNNEN WE DE DOELGROEP MET ELKAAR
LATEN PRATEN OVER EEN NIEUWE SPEELPLEK



HOE VERZAMELEN WE DE OPPINIE VAN DE DOELGROEP

Selecting setting X

Speelplan does not want the service to be bound to a location, because the service needs to be applicable throughout cities in the Netherlands.

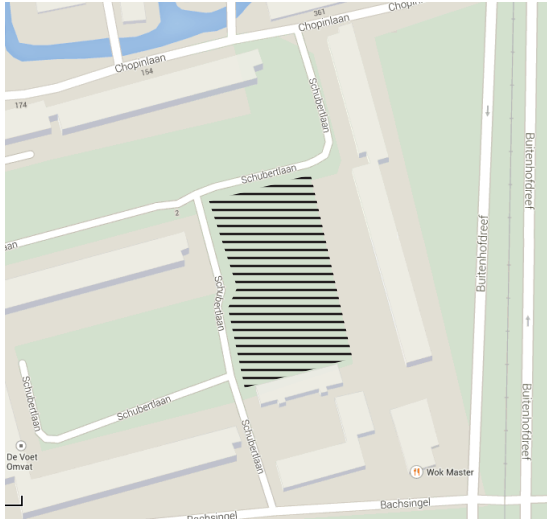
However, it is important to have a test location, to put the service to the test.

The only demand of test location X is that there are no demands to select location X, since all circumstances will defer from place to place.

Location X is located on the edge of the Gillisbuurt in Delft. This environment contains multiple green spots and there are numerous playgrounds for children to play. However there is minimal social cohesion in this neighbourhood.

Location X is a small open field with a small slide and a picnic bench.

Next to location X a big 5 story flat is located. There are more green spots across the street.



The marked area is Location X. The area is located on the far east side of the Gillisbuurt. It now is a small plot of land with a slide and a park bench.

Multiple projects have been realized to improve the social cohesion in this neighbourhood, but none have really succeeded thus far.

The neighborhood Buitenhof -the Gillisbuurt is a part of this neighborhood- is classified as a 40+ area. This means that it is amongst the worst neighborhoods in the Netherlands.

A total of 1625 people live in the Gillis. There are a total of 685 households in the area in which 42% of them are single person households.

Only 16% of the residences do not have children. 24% of the children are under the age of 14. 8% of the residences are over the age of 65.

The average household size is 2.4 people.

General Information on the Gillis area

Area Name:	Gillis Area (Delft)
District Name:	District 25, Buitenhof
Place:	Delft
Municipality:	Delft
Most common zip code:	2625
Of coverage of this ZIP code:	More than 90%
Address density per km2:	3691
Urbanity:	Highly urbanized

Gillis surface area (delft)

Total area:	11 acres
Area of land:	11 acres

Population Gillis Area

Number of people:	1625
Number of men:	800
Number of women:	825

Percentage to 14 years:	24%
Percentage of 15 to 24 years:	19%
Percentage of 25 to 44 years:	27%
Percentage of 45 to 64 years:	22%
Percentage over 65 years:	8%

Unmarried:	61%
Married:	25%
Divorced:	11%
Widowed:	3%

Number of inhabitants per km2:	15299
*Number of households:	685
One-person households:	42%
*Households without children:	16%
*Households with children:	42%
Average household size:	2.4

Immigrants in Gillis Area Delft

*Western foreign background:	6%
*Non-western immigrants:	67%
*Moroccans:	8%
Antilleans:	7%
Suriname:	7%
Turks:	13%
Other non-Western:	33%

Elements

As we know elements are to be found in every community. All scenarios contain elements & actors. The elements mainly consist of services & facilities available within a community.

During our visit the Gillisbuurt, We discovered many elements that residents interact with. All the elements are available to the residents within a short distance. The main elements we identified as potential drivers for CIPS are as follows:

- Supermarkets
- Mosque
- Church
- Elderly Centre
- Homework Club
- School
- Library
- Orthopedic surgery
- Pharmacy
- Playgrounds
- Soccer Pitches
- Sports hall
- Woman's club
- The housing areas
- The plot of land where the playground will be

The elements are quite different and are divided by the service they provide. Hence People have different reasons to interact with these elements, for example it could be down to race, religion & age, etc. All these are places where "face to face" contact occurs between actors. All the elements have potential to be beginning points in terms of creating many sub-scenarios. By doing so we will be able to create our main scenario, which will be our main influence for creating a service, which will enable the community to gather and design a playground.

In terms of selecting our elements, the school seemed at first glance the primary element for our mission, as it contains the most important end users of the service we are going to create; the children. But it will also be a gathering point for the parents as they drop off their children to the school. By selecting the school as an element we already joining two different actor groups together.

However, it is not always the case that there is a school nearby setting X and it's almost never the case that all children in setting X go to the same school. So the school is a promising element, however does not offer enough certainty to rely on, if this service is implemented in the whole of the Netherlands.

The Housing area is also a very important as it contains a vast amount of people who can contribute to the design process of the playground.

And last but not least the plot of land that is the center of setting X, the place the whole service is designed for. This location might be home to an old playground that needs renovation, or it might be an empty plot of land in a new neighborhood. This element is easy to use, since it is public space, so Speelplan does not have to organize many things to have something happen here.



One of the elements was a soccer pitch. It was not in its best shape, but at least an effort was made to make it a less depressing place.

Actors

As we can conclude from the demographics that have been discussed in the Elements-part, the inhabitants of the Gillisbuurt are an extremely diverse group of people in a single neighborhood.

At first the group of inhabitants is divided in different (general) sets of people based on nationality, age, living situation, and employment. This is a way to generate some sub groups of people with similarities and differences.

These general actors groups are as follows:

- Children (age 4 -12)
 - Children/Teenagers (age 12 - 18)
 - Unemployed adults with no children.
 - Employed adults with no children.
 - Employed adults with children.
 - Unemployed adults with children.
 - Elderly people (some live alone)
 - Elderly people in the care of the nursing home.
-
- Dutch Nationals
 - Nationals of foreign Dutch Colonies.
 - Immigrants from the Middle East.
 - Immigrants from Eastern Europe.
 - Immigrants from Asia.
 - Immigrants from Africa.

We do not wish to specify these groups too much for the Gillisbuurt, since the composition of these groups will defer significantly in neighborhoods throughout the Netherlands. Therefore the applicability of the service should not depend on the specific groups in this area.

However it might be of greater use to approach the numerous social foundations that are active in this (and many other) neighborhood. However every element that is dependent on the inhabitants of a particular neighborhood is an uncertain factor for this particular assignment. As a result, the design that will evolve at the end of this project has to be very general and appeal to all different groups of people that live in the Netherlands, whilst being a stand-alone product, not dependent on factors that have to do with people and inhabitants.



These are the people that live in the northern part of the Gillisbuurt. They were rather negative about their neighborhood.

Subscenarios

Subscenario 1:

Jan is walking around the neighborhood and suddenly he sees something new standing on a patch of land. He goes towards it. Sajhid is putting his rubbish in his wheelie bin. He also notices something strange standing on the patch of land across from his house. He makes it his priority to go and investigate. Both of them meet at the board. They read that a playground project is going to happen on this patch of land. Jan and Sajhid talk to

each other about the project and how excited their children are going to be when they tell them what is happening.

Subscenario 2:

It's a beautiful day. The sun is shining and the kids are playing outside in and around the playground. Then two people arrive on the scene with boxes. They walk towards the children. They give groups of children a box each. They open it up. They find a camera, chalk, paper, stickers, a red card, a green card, and an instruction leaflet. The children read it and become excited on what they have to do. They go around the neighborhood and take photos of what they like and what they don't like about the neighborhood by getting one of the children to stand in a photo holding the green and red card. The camera is full and they run back to the playground and give it to the two people from Speelplan.

Subscenario 3:

Matthias is leaving home to go to work. He walks down the stairs and notices a new poster on the noticeboard. He studies it carefully. A new playground is going to be built. A meeting with representatives from the municipality will visit the area in the coming days so they can talk to residents. He also notices flyers on all the Bikes parked outside the flats and even more posters outside. He meets Ultan who is reading the leaflet left on his bike. They both talk about it and agree to go to meeting together.

Subscenario 4:

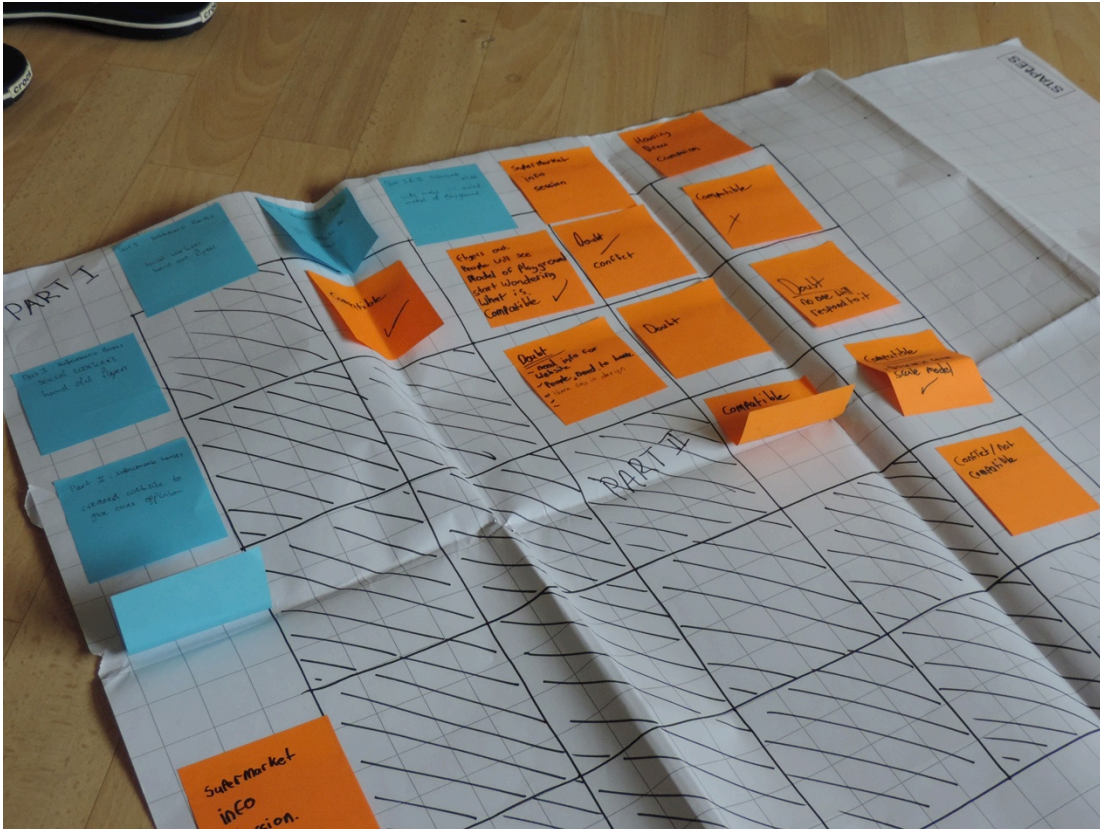
Robin arrives home from work. He opens his letterbox to find a letter there. He opens it. A new playground project is going to begin in the neighborhood. There is also a username and password provided to access the specially designed website for the project. He logs into the website on his laptop. He scrolls down the page to study the purpose of the website. He clicks on the project information section to improve his understanding of the project. He also clicks on the Speelplan tab to investigate the company's values and other projects they have undertaken. He sees there is an opinion section, where he can leave his thoughts and desires for the playground. To his delight he finds a kids corner section on the website, so now his son can get involved. There is a quiz to answer, a drawing section for children to submit their ideas for the playground.

Subscenario 5:

Julia is strolling the neighborhood with her 5 year old daughter Alanah. All of a sudden Alanah gets excited and curious. She tries to run off from her mother. But her mother restrained her. Alanah points to a figure on the green area. Julia sees it. They both walk towards it. Then it becomes clearer. It looks like a playing object. Alanah runs towards it and starts to touch it. Julia sees the sign object has a message on it, and begins to read it. A new playground is going to be constructed on the area and that she was invited to a meeting with representatives from the municipality and Speelplan where she can get more information and give opinions for the project in person with all representatives at the meeting. Rahim is also studying the sign. And they strike up a conversation between themselves on how excited and positive they are feeling about the project. They make it their intention to spread word on it around the neighborhood.

I-2

Description of Sub Scenario Matrix Process



This problem-solving tool enables designers to receive and get useful insights of a CIPS. By doing so this enables the designer(s) to gain a deeper understanding of the CIPS and create a main scenario using the sub scenarios created in I-1.

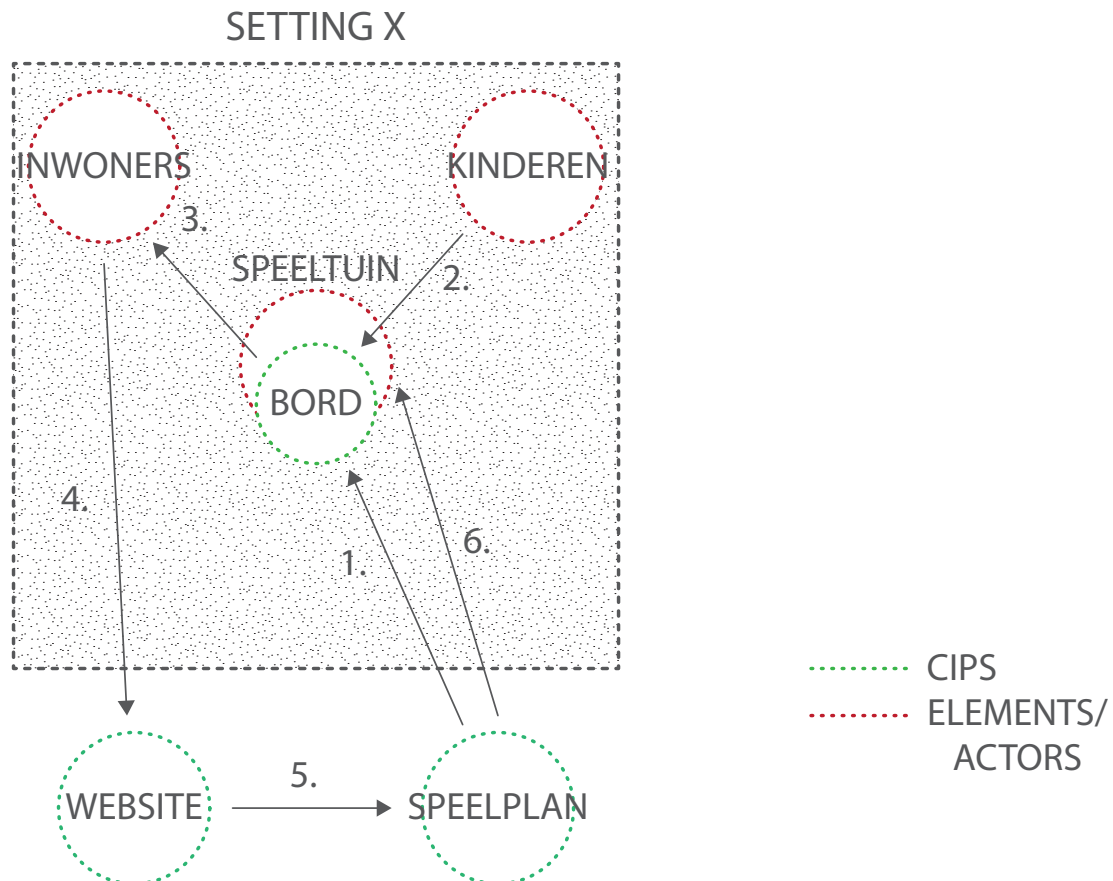
This tool takes the form of a grid like format and consists of writing the sub scenarios created on both the X – axis and Y- axis. Then brainstorming sessions take place between sub scenarios by combining them. This will lead the designer(s) to realize if conflicts occur between some sub scenarios or if some sub scenarios are compatible. By doing so, the designer(s) can highlight the combinations of successful sub designs that could be used for a CIPS Main scenario.

Our sub scenario matrix tool consisted of 5 sub scenarios, which can be read in the previous chapter.

After conducting this selecting method, we found some 'compatible' and more 'incompatible' subscenario combinations. However we did find that we were most confident with one particular subscenario combination. Subscenario 4 and 5 fit well

together and might be good indication for the direction we can head in. It has to be said that these scenarios are not yet final, however, deciding which sub scenarios fit well together, we are able to decide what kinds of concepts we can create in the next part of the i-3 methodology.

CIPS construction



The results we got from the sub scenario matrix, we took into consideration and created a main CIPS.

1. The first step is when Speelplan places a sign at the location where the future playground will be.
2. This sign has to be attractive to kids. They should be able to do something with it, like playing, writing on it or interaction of some other sort.
3. Parents and bystanders will see the kids playing with the sign and will be curious what the sign is saying.
4. At the same time the sign is placed, also a website will be launched by speelplan, where people can fill in a form or give their oppinions. This sort of website is already in use by speelplan.
5. The information handed in via the website will come in straight away at Speelplan.
6. After a two-week period the sign will be removed and the site will not be available anymore. To mark the end of this period a community meeting will be organized and if speelplan has received enogh feedback via the website, they will

be able to present a first concept. If not, this meeting will be used as a final possibility to hand in some feedback.

Description of Q-board research and results

To put our main scenario to the test, we conducted a Q-board research. We created a couple of statements that could occur in the case of the main scenario. The statements were:

1. I'm comfortable to talk to social workers at my home
2. I like to contribute my opinion about an upcoming playground
3. I have an idea for what the future of this neighborhood should look like
4. I would visit a secure website to pledge my opinion on the project
5. I would read an information package I got from a social worker
6. I feel comfortable to speak my opinion to my neighbors
7. I would care about the public space in my neighborhood, when I helped design it
8. I value social contact with people in my neighborhood.
9. If I saw something new in the neighborhood, I would be curious to go and investigate it.

We visited the Gillis at midday in hope of receiving numerous responses to our Q-board concepts. Unfortunately many residents who were unwilling to help us in the process received us quite badly.

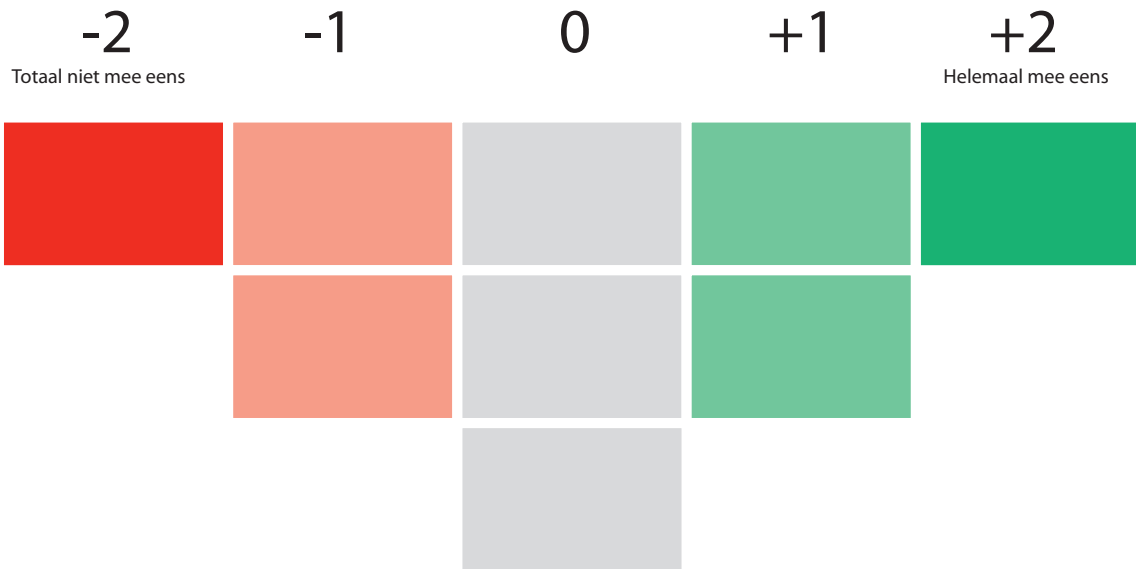
However there were 3 residences that accepted to do our interview.

The results were the following?

1	-2	0	-1
2	0	+2	+1
3	-1	0	0
4	0	-1	0
5	-1	-2	-1
6	+1	+1	+2
7	0	-1	0
8	+2	+1	0
9	+1	0	+1

From this Q-board research we can conclude that people would moderately be willing to participate in the project. However it also appeared that people in the neighborhood still have some suspicion towards social workers. Therefore it might be very useful to let foundations like Ardemia, who have a positive reputation, rather than using foundations like Uit De Brand.

The part with social workers was skipped after receiving feedback from Speelplan. Also the service has changed quite a bit since the time we did this Q-board research. However some information we got out of it is still relevant.



This way we conducted our Q-board research. 9 statements could be placed on the squares according to the test person. +2 for total agreement and -2 for disagreement and everything in between.

Selecting Harris profile

	cheap	produce multiple	reusable	visible	fits with project	activate people	fun
round sign	Red	Red	Green	Green	Orange	Red	Red
the tube	Red	Orange	Green	Green	Red	Orange	Red
the tent	Red	Red	Green	Green	Orange	Orange	Green
click it	Orange	Orange	Green	Green	Orange	Orange	Orange
talking men	Green	Green	Orange	Red	Orange	Orange	Green
wip kip	Green	Orange	Green	Green	Green	Orange	Green
pointer	Green	Green	Orange	Green	Orange	Orange	Green
half bench	Red	Red	Green	Green	Green	Green	Green
wip kip met potlood	Green	Orange	Green	Green	Green	Orange	Green

We created a couple concepts that fitted the sub scenarios that we decided to be compatible. After

Our Harris profile consisted of 9 concepts on the Y- axis and the criteria Speelplan gave us were spread across the X-axis. The squares are then given a color based on their eligibility with the criteria. Green means it is eligible (+1), Red means it's not eligible (-1) and orange means neutral (0). The Criteria Speelplan provided us with was that the concept had to be. Cheap, easily reproduced, visible, fits with project activate and motivate people and it has to be fun.

After carrying out the process, it gave us a clear indication on the positives and negatives on our concepts. But more importantly it highlighted our strongest concept based on the points system we applied. In our case the "spring-in" was our strongest concept.

Description of Main Scenario and Social Cohesion Mission

After carrying out the sub scenario matrix process, we designed a CIPS based on the compatible features we identified.

The Main scenario consists of a billboard containing information, a community meeting and a website.

The social cohesion mission is to bring people together to talk and design a playground to their preferences for their neighborhood.

Combining this with the compatible sub scenarios this results in a new service that fits the methods of approach of Speelplan, and offers an easy opportunity for members of the community to express their opinions about their neighborhood.

The first step into the process of designing a new playground in a neighborhood is receiving a location where innovation or renovation is necessary.

A sign is made with the spring of a 'wip kip' and a seat on it, so kids can use it as a real playing object.

This is an eye-catching way to bring the renovation of the spot under the attention of the community. Also will these signs be an easy way for parents, watching over their playing kids to start a conversation with each other. And as kids are for example using the 'wip kip' the sign will also wobble along with the kid. This will result in a funny and playful view for bystanders.

Description of Our service that will be applied to selected setting and how it encourages social cohesion

Our service will begin when the city municipality and speelplan decide on a location to place this sign in the neighborhood.

The sign is then placed and secured in the neighborhood by speelplan on the exact spot where the playground shall be constructed. The sign will stand on the spot for two weeks.

The design of the sign, in terms of shape and color, needs to fit the style of Speelplan, but also get the attention of the bystander right away. These bystanders can be parents, but kids as well.

Also, and more importantly, it should activate and motivate the residents to submit opinions, sketches, etc. for the upcoming playground project. It has to create enthusiasm and excitement among the residents.

The sign will explain that a playground will be constructed on the area where the sign is placed. It explains and encourages the residents to attend to a meeting with Speelplan and representatives from the municipality, to give their opinions on the project to speelplan and the municipality.

To communicate this in a playful and attractive way, we propose to do this in a way that the sign is an actual playing object for children, while communicating information to the parents looking over the kid(s). Since kids will be motivated to do something, if they get something fun or tasty in return. Hence the playing object. Parents are harder to convince, but a single thing most parents have in common, is that they love their kids

and are happy when they are happy. So if they see that the kid is having a good time on the sign, they will probably also pay attention to what the sign is saying. The possibilities are to make the sign/playing object stationary or kinetic. We decided that a kinetic object attracts more attention and might look more fun when children are playing with it.

As we know not everyone feels comfortable in expressing their opinions in front of a group of people so people can express their opinions privately with speelplan and the municipality on a special email address or website set up for the project.

This website will be carefully constructed to guide people through a process to get as much useful information as possible off them. This can also be done with an email address. But in this instance people can send an email to speelplan and automatically they will receive a form they can fill in, to get the same results as when the website is used.

Our service encourages social cohesion by people gathering around the signs and reading them and then they begin to talk to each other hence creating face-to-face contact between the people. The kinetic sign would create social cohesion amongst the children as they wait to get their turn on the “spring-in”

More social cohesion would be achieved through the meeting process with Speelplan and Municipality representatives as residents discuss and express desires, needs and opinions on the upcoming playground project.

i-3

Look & Feel

The tangible part of this service needs to appeal to all people that live in the Netherlands. This makes the look and feel of the product a very important part of the experience people have with the product.

Also, since the product is a simple sign, the look and feel of it is the most important part about it and is the only way to attract people to read the information that is on the sign.

The sign is meant to be read by all the people that live in the neighborhood the sign is in. The sign can be in every neighborhood in Holland, so every person that lives in a Dutch neighborhood and can read, is part of the target group.

However, to Speelplan it is very important to attract the attention of children. Especially young kids, since these are the ones who play in the playground and therefore have the most important opinions of what needs to be improved in order to make the playground as much fun as possible.

Kids look at shapes and color more, where adults also look at this, but attach more value to the message the board is carrying. This might be a good starting point to design the sign.

The sign will have to be reused on multiple occasions and will stand outside for two weeks at a time. The sign also shouldn't be taken away too easily and it should be sturdy enough to withstand some rough handling.

These are all needs that are of influence on the look and feel of the product.

We decided that the sign should be playful on first glance, to attract the attention of the children and parents, but after paying some more attention to it, it should give out more information.

CIPS step by step

This CIPS is build out of multiple steps that have to be followed in the right order to make the project a success.

These steps are created to let people go through a process developing awareness for their neighborhood and *together* think about the future of it (social Cohesion). This is a process thus it will take some time to develop awareness, but if Speelplan is able to help these people on the first step in the right direction, then the goal of the sign is achieved.

In this particular CIPS, few elements, but numerous actors are involved; *all* people in the neighborhood will be asked to play a role in this CIPS, but the location of the future playground is the only element that is of importance to this project.

After Speelplan receives an assignment, they visit the spot for which they will design a new playground. This visit will also be the first part of the CIPS implantation.

During this visit Speelplan will place the sign that will make people aware that there will be a new playground built in the near future. However, this sign is a playing object for kids, so kids will attract more attention to it if they play with it. This is a fun and playfull way to bring the sign to people.

When the sign has the attention of the people, the information starts to play a bigger role in the willingness to cooperate in this project.

The sign will indicate the future plans of the spot of land and how people can contribute their opinions. The options will be: draw/write their advice on a website or in an email, or visit a neighborhood meeting at the end of a two week period.

When a child is playing with the sign, it will attract the attention of other kids as well as parents that are watching over their children. When bystanders come closer to the sign to be able to read it, they will talk about the weird sign, or they even might exchange some ideas about what they would like to have in the new playground. This is how social interaction is stimulated at location X itself. However, the service involves more instances when interaction is required and the process of creating awareness is stimulated.

On the sign there will be a link or an email address where people can send their opinions, ideas and remarks, so that Speelplan has an idea of what people might want by the time the neighborhood meeting comes along. Speelplan even suggested that they could already make a design on this neighborhood meeting, so that people could see what was done with their remarks. This website, in contrary to the rest of the idea, does

not improve the social cohesion in the neighborhood, but is a vital part of the CIPS, because even people who have an opinion, but prefer to not say them in front of a crowd, can also add their 2 cents in this project. This is to have as many responses as possible.

At the end of the two-week period, a neighborhood meeting will be organized, so that people can give additional information, or Speelplan can present a first draft for the playground. The district itself will organize this meeting, so that Speelplan will not always have to be on location during these.

This meeting will also be the end of the period that people can hand in ideas. The sign will be removed from the location and at this point, people will have to wait to see the final result. Removing the sign will also indicate that this period is over and it will stimulate the curiosity of people who frequently go to this playground.

In this stage it will only be a matter of time until the playground will be realized and people can see what Speelplan has done with their input.

The sign should visualize the innovative nature of speelplan and fit its corporate identity. The color scheme for the sign will be the company colors of Speelplan. There is also the possibility to make the colors fit the colors of a particular city or neighborhood (for example green and yellow in The Hague, red and white in Amsterdam or green and white in Rotterdam), but in this case, the signs have to be repainted every time they are placed in a new city. This would result in higher production costs and this is not feasible for the company.

Description of the promotion / branding plan

This sign will be a tool for Speelplan to use everywhere in the Netherlands. The sign (or signs) will therefor be property of Speelplan and will only be standing at location for the time the investigation is in progress.

Since the sign is property of Speelplan, it should be clearly branded and make visible that Speelplan is the company that organizes these events and the opportunities for people to have influence on the design.

Promotion for this particular object will not be necessary, since the sign itself is a way of promoting the company. It would be strange to put up a sign saying there will be a sign of Speelplan on that location in the near future.

The company logo and slogan will however be clearly visible on the sign. The sign is an extension of the Speelplan brand; this means that it is used to promote the company.

Therefor it is not practical to generate a sub-brand under which tools will be created to promote the 'main' brand.

Working out prototype construction drawings and estimation of cost

With respect to our idea, it is crucial that size of the sign has to meet the following criteria.

1. It has to visible from a distance as it is suppose to be an "eye catcher"; a source that will attract the residents attention.

2. It has to be able to be easily transported and assembled, as it will have to fit in the back of a car (for instance a Peugeot 206 1130l of luggage space) and then assembled on the site of the playground.
3. The main part of the sign will display information, and therefore it will have to be large enough to accommodate this in a way that makes everything legible to the residents.

We have looked through an array of materials to try and pick it based on Speelplan's financial budget in which this case had to be cheap.

Obviously the kinetic sign would cost significantly more as it will take more work to manufacture and construct mainly due to the fact that it has to be capable of supporting the weight of a child playing, hence making it completely suitable and safe to play on.

In the case of stationary sign in which Speelplan emphasized that it had to be cheap, The sign could be constructed from sandwich cardboard as it has extremely good strength, it is cheap and with a waterproof coating, could have great durability qualities.

The price of the sandwich cardboard averages at 10- 20 euros per square meter.

Another option is to make the sign of a composite material. This will be a bit heavier than the cardboard, but will certainly be sturdier and more durable than the cardboard option. Also will this option be a bit more expensive, but with this option the sign will be usable for a longer time.

We decided that the sign would have to be made from a composite material, no carbon, but hemp fiber and a biodegradable polymer. This would make the sign stiff and durable. (As an indication of the capabilities of composites; in Holland the nose of InterCitys are made of a composite sandwich construction, as opposed to pure steel, as it is stronger and lighter.)

In the case of the kinetic sign, the base would consist of a polymer water container. By filling this with water it will be able to handle the movement of a child rocking on the object. The main body will consist of a composite material. The seat will be made of wood and the handlebars will be made of plastic, similar to the plastic that is used on current 'wip kippen'. The sign will be connected to the water tank via a large spring. The cost to manufacture this object with the cardboard would be in around the 200 Euro mark. With the composite sign it will be around €400, -.

(P.S please find prototype drawings at end of document)

Step by step implantation manual for pilot plan. For company and district coordination team and rough indication of budget needed

The implantation process of the service will be repeated every time the sign will be placed on a new location. For this reason the implantation phase is minimized and reduced to 3 separate steps.

The process is initiated when the sign is placed at location X. People will see the sign and the CIPS will have its first effects on social interaction (and cohesion) on the target group.

At the same time the sign is placed, an email address or website is launched, so that people can send their comments right away from their smartphone or tablet.

During this simultaneous step, the interaction between Speelplan and the target group will commence. People will hand in written word or drawings to help Speelplan come up with an idea. Speelplan will on their turn propose a design during the neighborhood meeting at the end of the two-week period, on which the target group will be able to react again. This is an extended form of interaction, but it definitely still is.

The last part of the implantation process is the neighborhood meeting, somewhere in or around setting X. During this meeting, people will have the opportunity to react on the model that is presented by Speelplan, or people have the opportunity to respond on each other's reactions. This meeting is the most preferred way of receiving responses for speelplan, because people will be able to respond on each other and more or less come up with an idea together.

This is the implantation process of the service or the CIPS in the setting X. however, to be able to realize this, certain steps have to be taken in advance. For example, the sign needs to be fabricated on forehand, so that this will only have to be assembled on the location it will be placed.

Furthermore, the neighborhood meeting should be organized and the website should be coded. The construction of the website can be done by Speelplan and the sign can be outsourced to a factory. The district coordination team should organize the neighborhood meeting, since they have more knowledge of a good location, people that the target group might be familiar with and can lead this meeting.

Analysis of Guest lectures

Hasan Karadirek

Hasan is the chairman of a mosque and Turkish community center in the Buitenhof, Near the Gillisbuurt.

During the day, one of the remarkable things Hasan explained was that a lot of people use the housing in the Gillis district temporarily; they move to the area because it is an accessible and cheap option, but want to find a better place as soon as possible. As a result, people are not willing to improve the area and make contact with the other residents. Furthermore, the many different nationalities within the district create a language barrier. The residents need a reason to communicate or say hello, otherwise, they will not communicate with each other.

Another way to deal with nuisance has recently been introduced; 'buurtvaders'. These men interact with both parents, children and other residents, and mediate whenever problems occur.

Conclusions: For us it is important to keep in mind that these people do not live in the neighborhood for a long time. Therefore many people do not care much for the future of the neighborhood, because they will leave it as soon as they can afford it. Also the fact that there are many different nationalities in the neighborhood can create language barriers. Especially when the amount of people that do not speak the common language (in this case, Dutch) fluently, is relatively high.

Peter van Lopik and Heleen van Linden

On Monday 17 February, two 'district-experts' came to the faculty to talk about their work in the Gillis district. Peter van Lopik is a social worker in the Buitenhof and Heleen van Linden is a district coordinator for the city council. Peter's job is to improve safety, create possibilities to meet other people and so on. Heleen pays attention to neighborhoods that are underdeveloped, where problems occur on a regular basis and where the safety can be improved.

A couple of projects have been set up during the last years. For example, a reconstruction of the public area has been done to increase safety. Also, a community garden has been introduced. Residents are responsible for maintaining the gardens and they are all keen to do this. 'When something is your own property, you will feel responsible to maintain this'. This feeling will prevent vandalism, and people are therefore still taking care of the gardens.

Hasan told us that people use the Gillis district as a temporary solution for housing. They move to another district as soon as possible. Peter, on the other hand, says that the residents actually mostly stay where they start living, 'because they have to deal with other problems and are happy to have a place to stay.'

Conclusion: It is an important fact to us that the feeling of property will help create a feeling of responsibility for new spots in the neighborhood. Possible ways to address this feeling of responsibility in our project is by letting people in the neighborhood take part in designing a playground.

Jan van Oosten

As introduced before, Jan van Oosten is working in the district for Woonbron and often speaks to people living in the Gillis district. During his visit, he explained a lot about how to get in touch with the residents. 'Bring cookies to a family and let them provide tea. Or bring a football to a park and start playing with the children hanging around. These are the best ways to start conversations. At least, do not say 'I will help you', because a lot of people have said that in the past and plans have not always been realized.'

But once talking to a resident, how do you spread the word about the project? 'Start in an area where a lot of people come together, something like a school. People talk to each other while waiting for their kids and it is easy to mingle in. Thereby, it is useful to get in touch with people such as 'buurtvaders', who talk to a lot of people in the neighborhood in general. It is good to talk to a lot of people and get to know the area. Our opinions are normally based on what the press tells us, but this is a one-side story!'

Conclusion: Jan van Oosten is an expert at getting contact with local people. This is an important factor, since getting to know these people is a key factor to make this project a success. Also Jan knows just about everything there is to know about the foundations and social activities that are active in the neighborhood. So this can make a great source of information about the current state of social cohesion in the neighborhood at the moment.

Ardemia/ neighborhood coordinator from the municipality

Ardemia is a women club in the neighborhood, lead by women from the neighborhood. They organize activities and meetings for the women in the club to do fun stuff and to commit in social interaction with other women.

An organization like Ardemia can be of great help to Speelplan to gather opinions about an upcoming playground. These women have great contacts in the neighborhood and are able to communicate this idea in a positive way to the women in the club.

Conclusion: these women live in the neighborhood themselves, so they know what people in the neighborhood want and need. Also these women have a very large social network of people that live in and around the neighborhood. This foundation might be a good starting point to address the service to.

CWI delft

Lecture Prof. Dr. Beate Volker, UU, Sociology

Professor Beate Volker addressed us with a presentation titled “When are neighborhoods communities? Dutch Neighborhoods and Neighbor relationships.”

In this presentation it is reported on studies on the communities in Dutch neighborhoods and it is explained why in some neighborhoods, a more community feel exists than in others. Prof. Volker shows that there is a sizable amount of community but that neighborhood relationships are weak in general.

Also a remarkable theory is one that’s called ‘the broken window theory’, which explains about the deterioration of a neighborhood after breaking a single window in a bus stop cabin. If this window would be replaced in time, this deterioration would not, or in lesser shape occur.

Conclusion: this was a very insightful lecture about social cohesion and how to create it. This is of big interest when the goal of the project is to improve the social cohesion in a neighborhood. The example that was used, the theory of the broken window’ is a good way to indicate the approach that is used to tackle these social cohesion problems.

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Guest Speaker 26th March.

The aim of his service is to help get jobs for the unemployed people in many disadvantaged neighborhoods. He emphasized that most of the people that use the service are those who don't have a very good education. The majority of the people he helps have been turned down jobs at interviews, etc.

He explained that no one should be assessed in terms of their education they did or did not get, but in his opinion they should be hired based on their qualities. They should not be judged by on their background as their first impressions with an employer.

He explained that it was that these people get a job, but more importantly that they like it and suits them. By doing so it will feel like a burden to them then. There will be no success gained if the people are forced to do something they do not like. By getting them a job they like they will become more confident and determined and will be willing to even more work whatever occupation they may have.

The service also provides a food bank for those who do not earn a lot of income.

Conclusion: This lecture created a clear picture of what it is like to be unemployed in a disadvantaged area. It really explained the mindset of the people and the levels of class within a neighborhood. It gave examples of how to motivate people and this was extremely useful. However this lecture would have been more beneficial at the start of the project as it could have been the driving force for many ideas. But nonetheless it was very insightful.

Analysis of the guest student brainstorm/inspiration sessions with Psychology, Sociology and Animation students

Over the duration of the project, we had 3 inspirations sessions with students from The University of Leiden, University of Utrecht and Willem de Koning academy.

Upon our first "inspiration session" meeting we organized a plan on how to explain our scenarios as we really differed from other assignments in the class. It was extremely challenging on how to explain our scenario in an easy and understanding way.

On Meeting our Psychology students from Leiden, They highly recommended that we organize a party/ festival for all the residents in the neighborhood in order to try and get people together and spread word on the upcoming playground project. However we were immediately in disagreement of the idea, as we knew that Speelplan would not have the financial capabilities to fund a festival for every single neighborhood where they are going to design a playground. However they were in favor in many other concepts we had and were confident about certain aspects of each concept. And of course there were flaws that they recommended us to address as some of these flaws had the potential to completely ruin some ideas if installed in the area.

Like the students from University of Leiden, the sociology students were in agreement with most of the concepts we presented and expressed real potential for success with them.

As the project progressed, we fell into difficulty with Speelplan over our concepts and we found these sessions helpful to try and guide us back in the right direction. At times they recommended that we take their advice onboard and fully apply it. However this was extremely challenging, as the recommendation of the Psychologists and recommendations from Speelplan would conflict with each other.

But we found the lecture on look and feel by the psychology-students quiet interesting and useful.

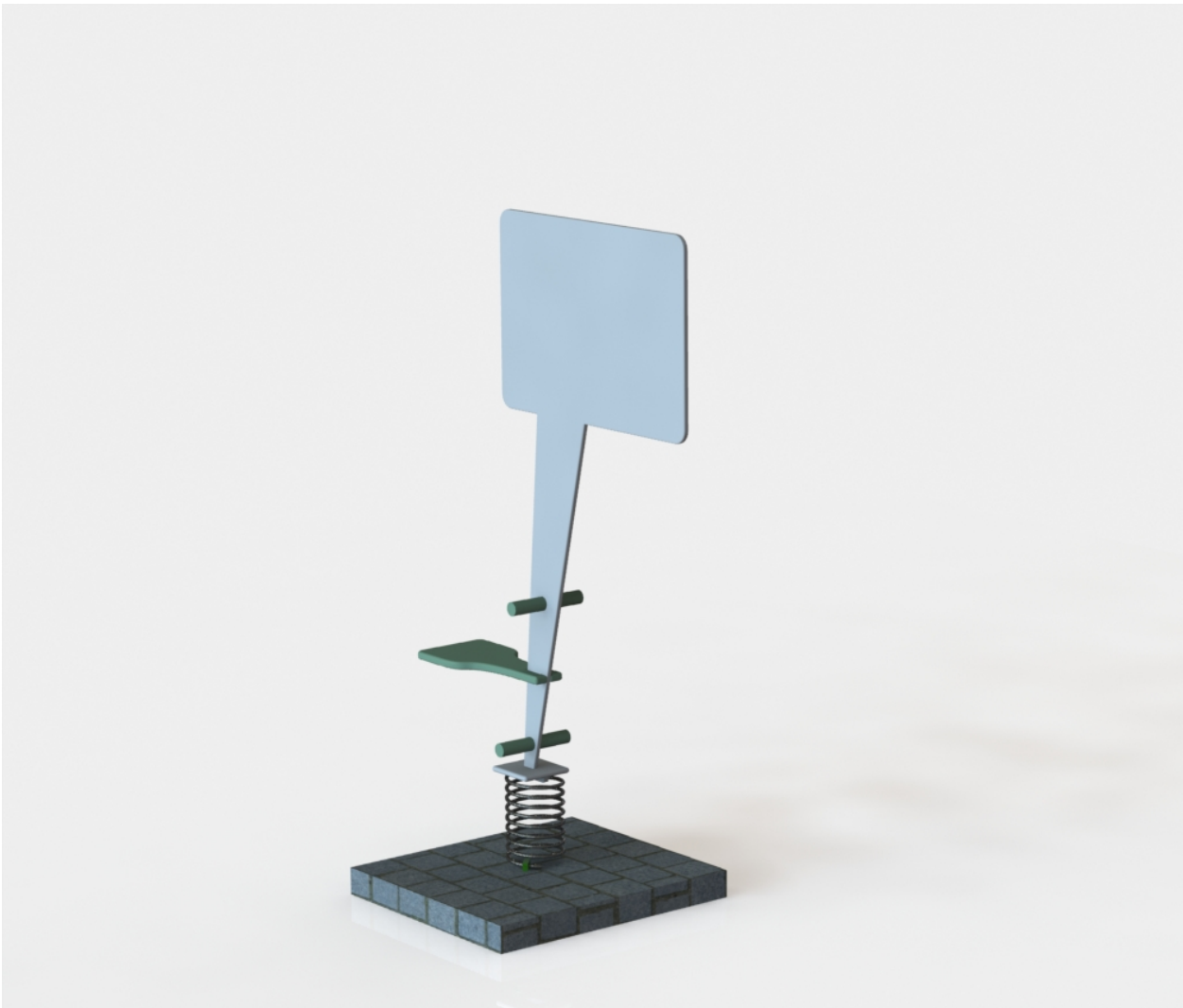
Their lecture was “safety in Public space” which gave an introduction to basic Psychology. Some students focused on how our products should look and feel in terms of colors. For example red stimulates and excites while blue creates a lack of energy etc.

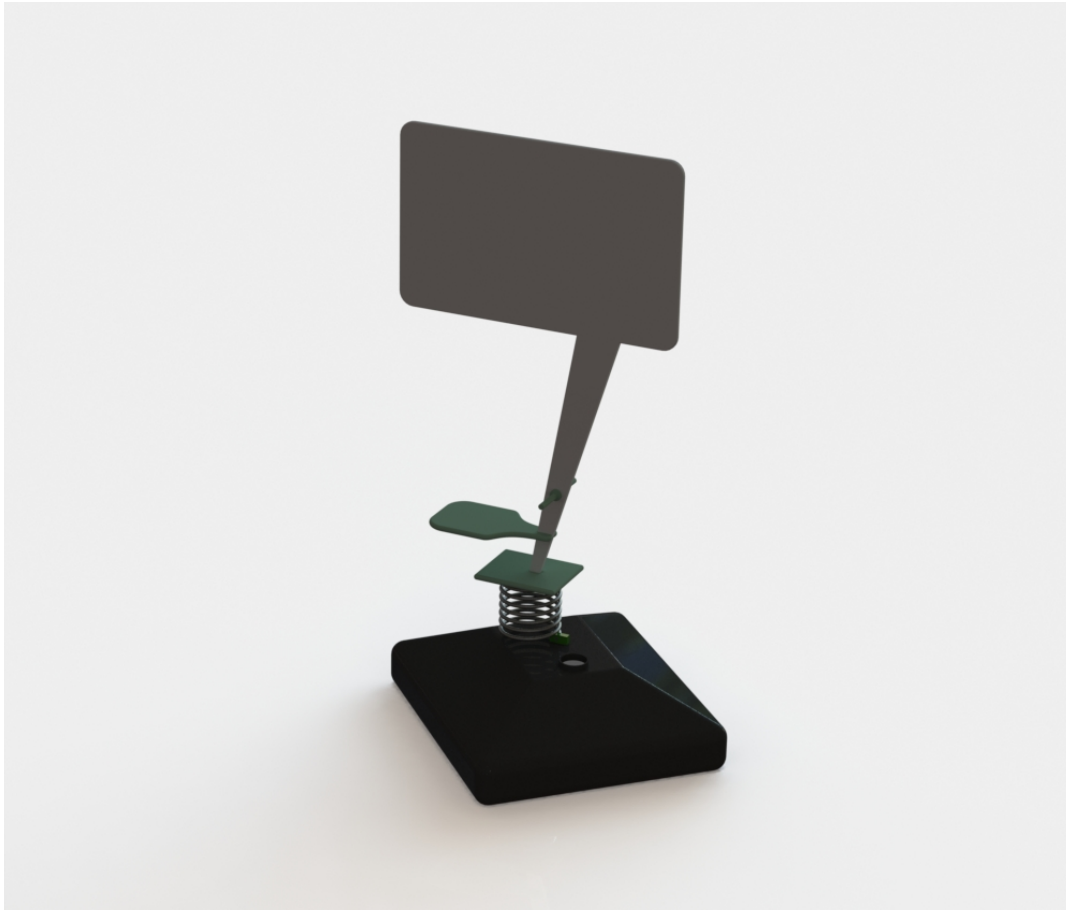
They also said Light is key to making somewhere feel safer. In terms of children, they said that the darker it is the more unsafe it makes them feel and so on.

But the last part of the lecture was the most interesting. Which focused on teenagers. A point they made was that teenagers want their own personal space. If they can't find that at their home, they will move elsewhere which might explain why many gather around the playgrounds and vandalize them. They are undergoing hormonal changes and develop a rebellious nature within them. Then they explained some current tactics that are being used to reduce anti-social behavior around public spaces, such as the Mosquito, a sound emitting device that emits a very high pitched sound in which people under 25 are only able to hear. This tends to disperse the gatherings from the area.

In regards to the animation students from Willem de Koning Academy, we had to explain in general how the 3-I methodology works so they can produce a short info animation on the methodology. They provided us with storyboard so they could give us an idea on how the animation was progressing and how we could help improve it in anyway.

Renders



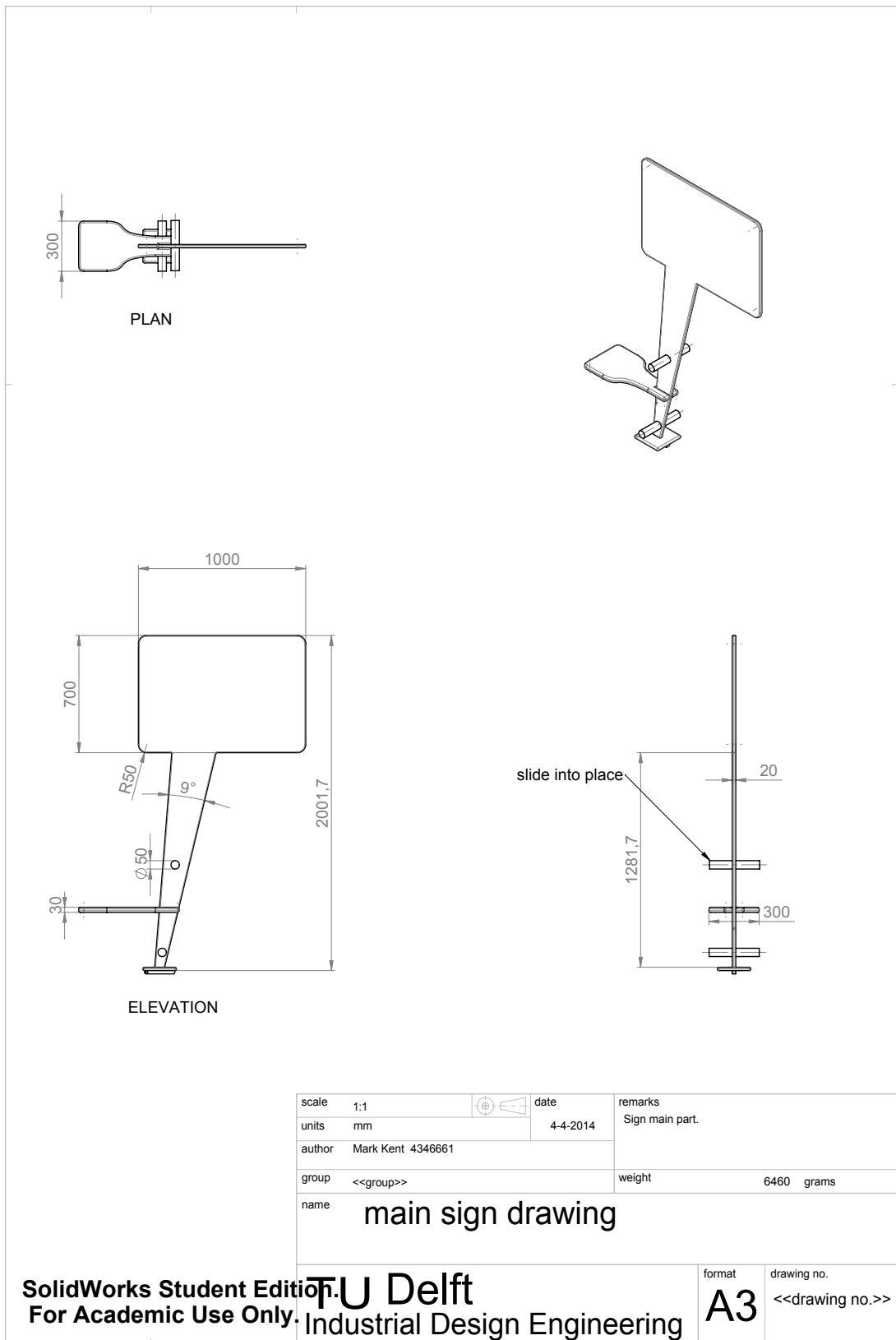


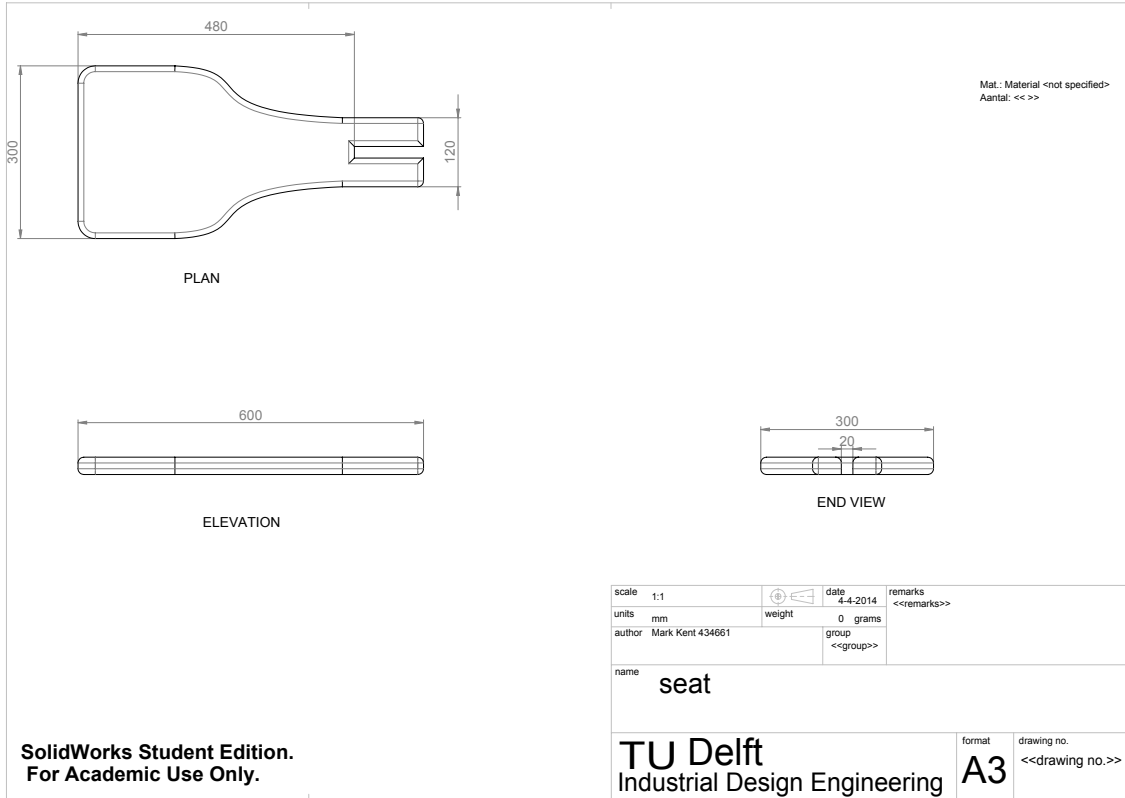
Updated version of "Spring- in"

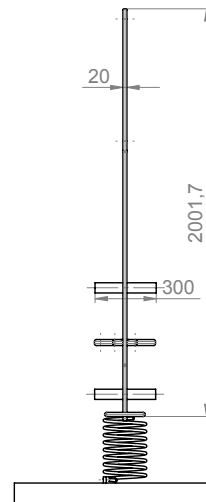
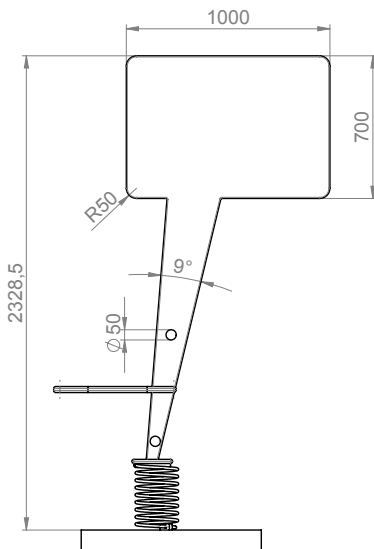
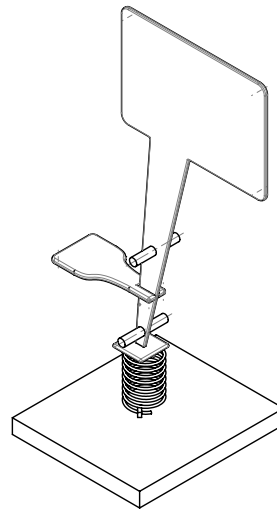
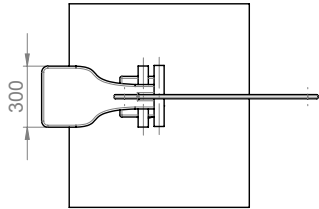


" Spring- in" Concept in Context.

Prototype drawings - stage 1.







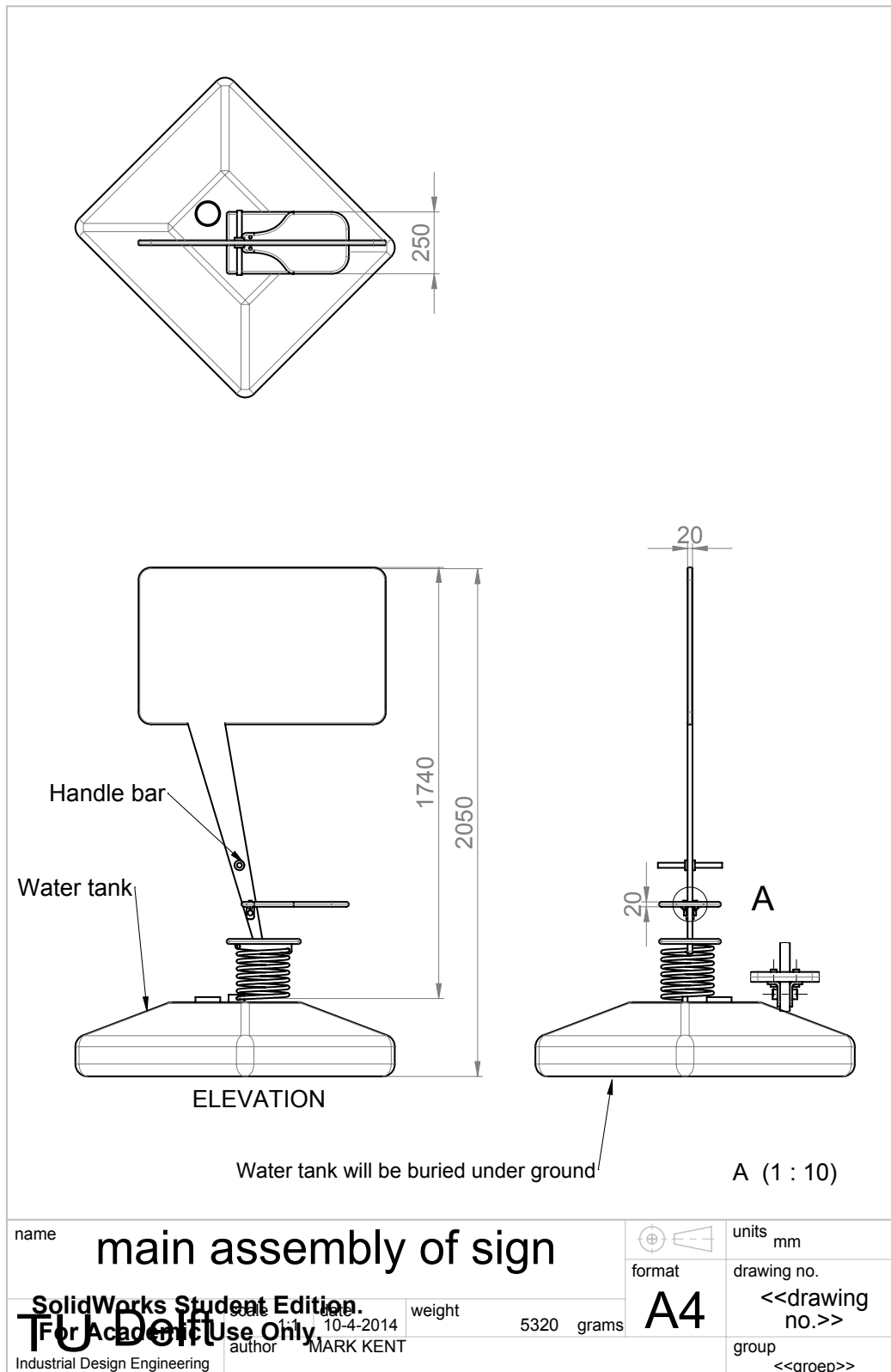
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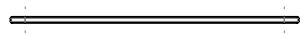
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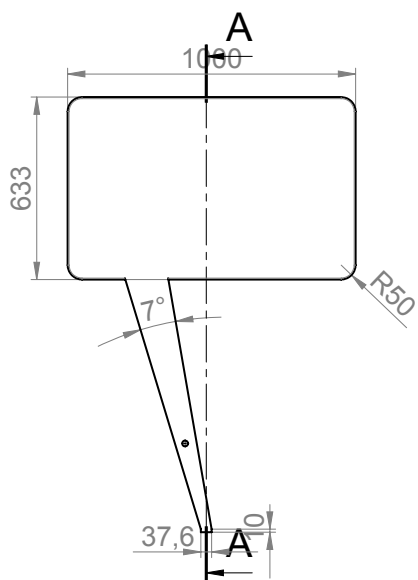
Prototype drawings stage 2.



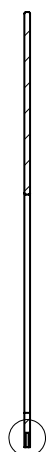
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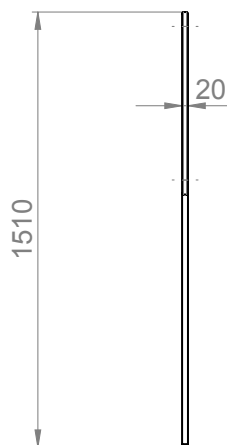
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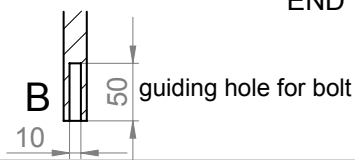
ELEVATION



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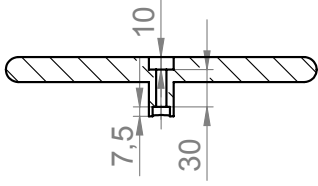
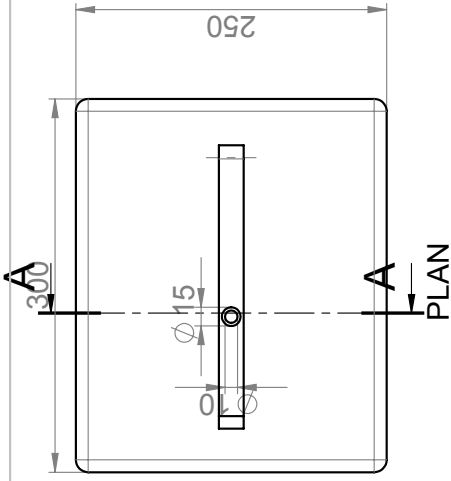


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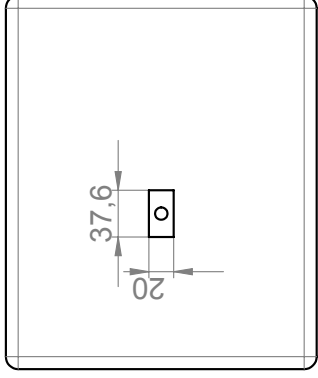


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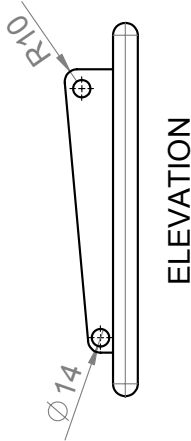
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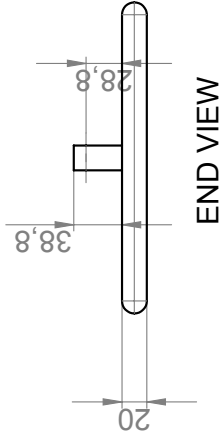
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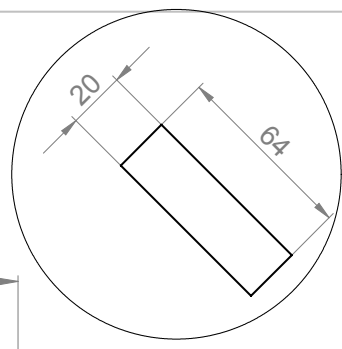
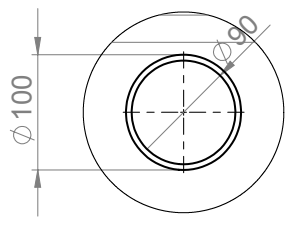


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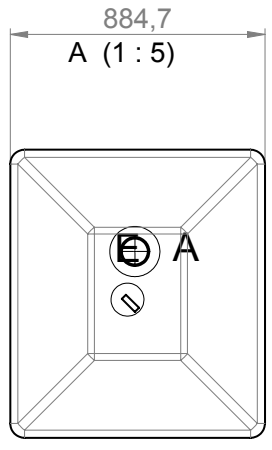


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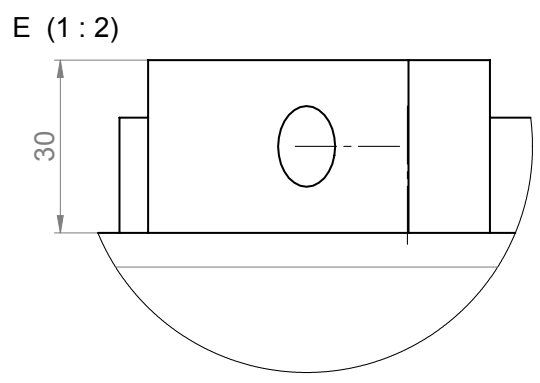
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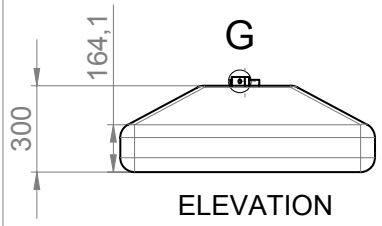
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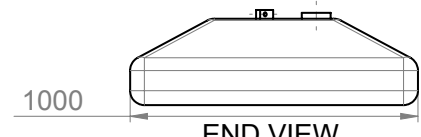
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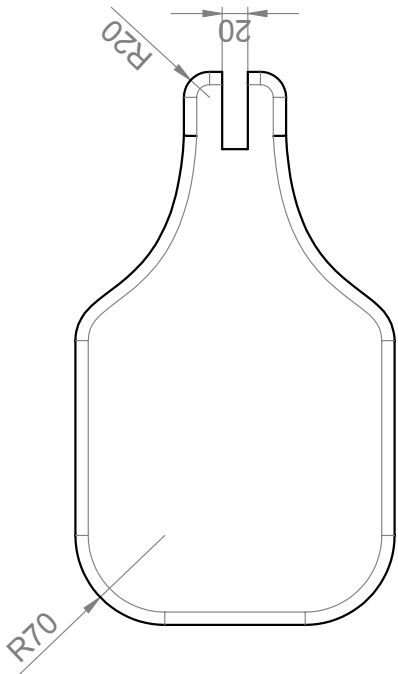


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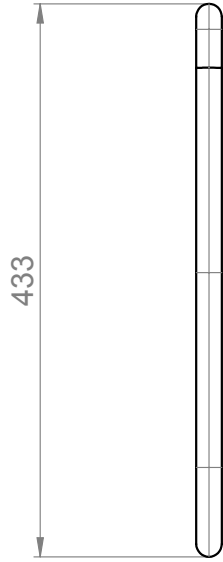


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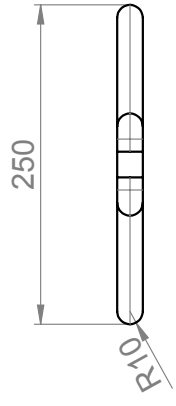
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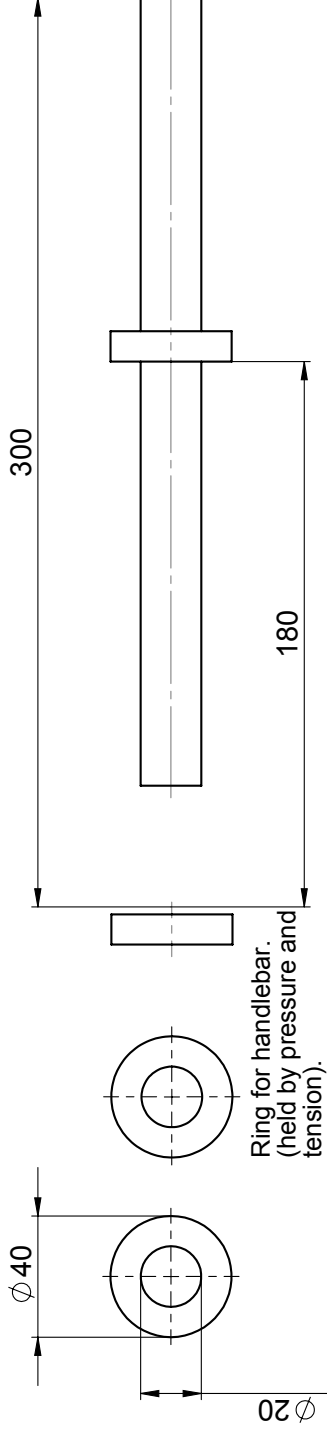


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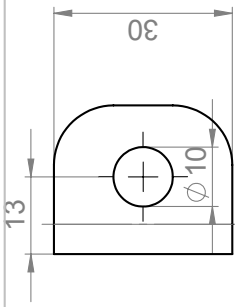
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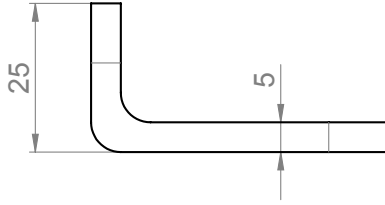
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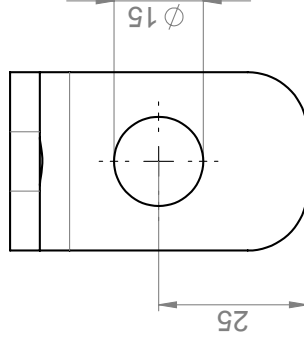


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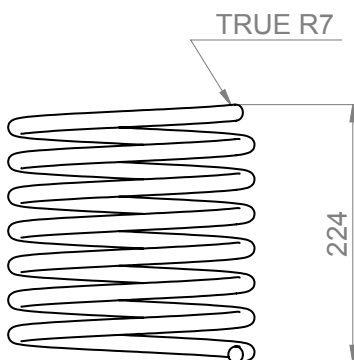
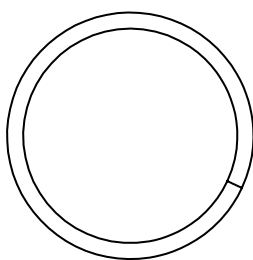
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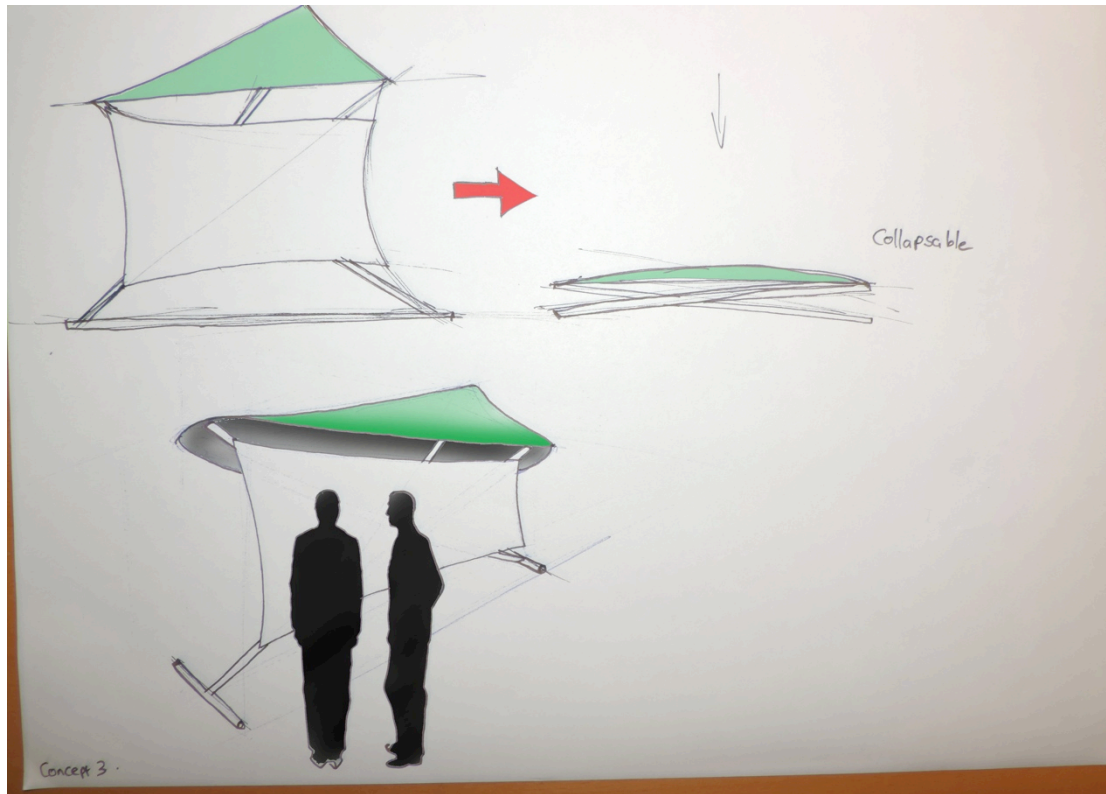
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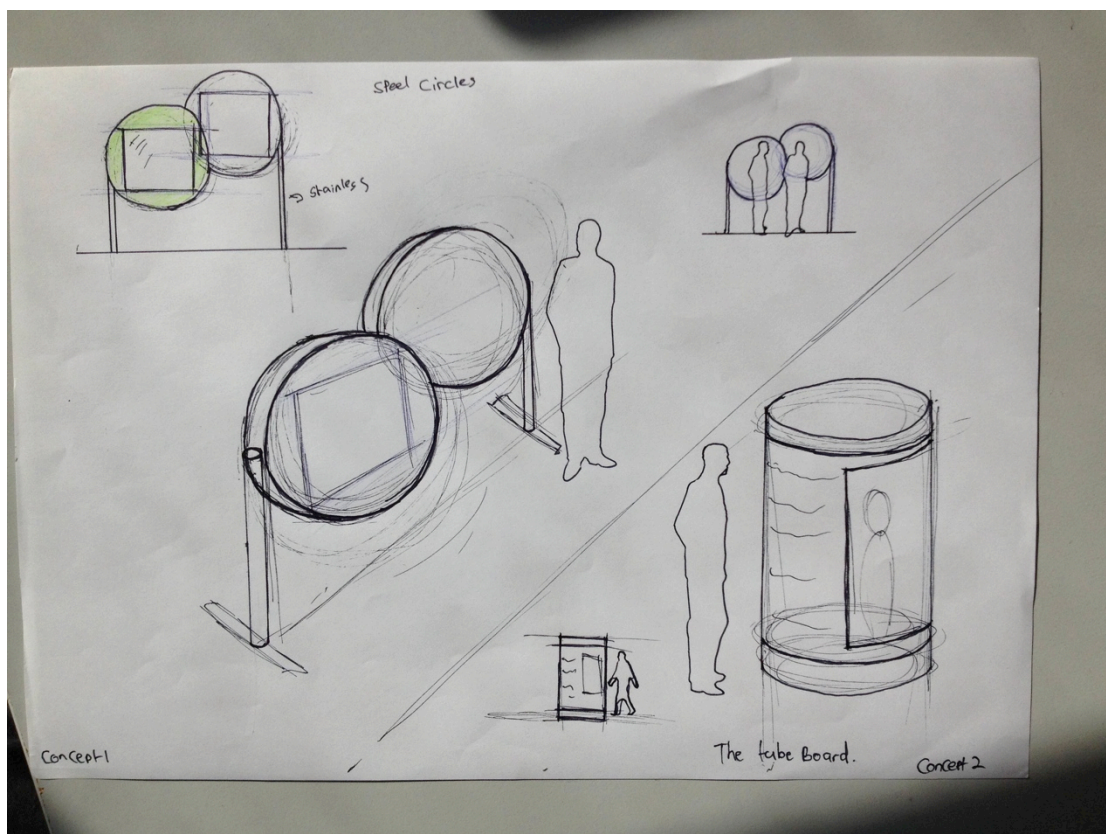


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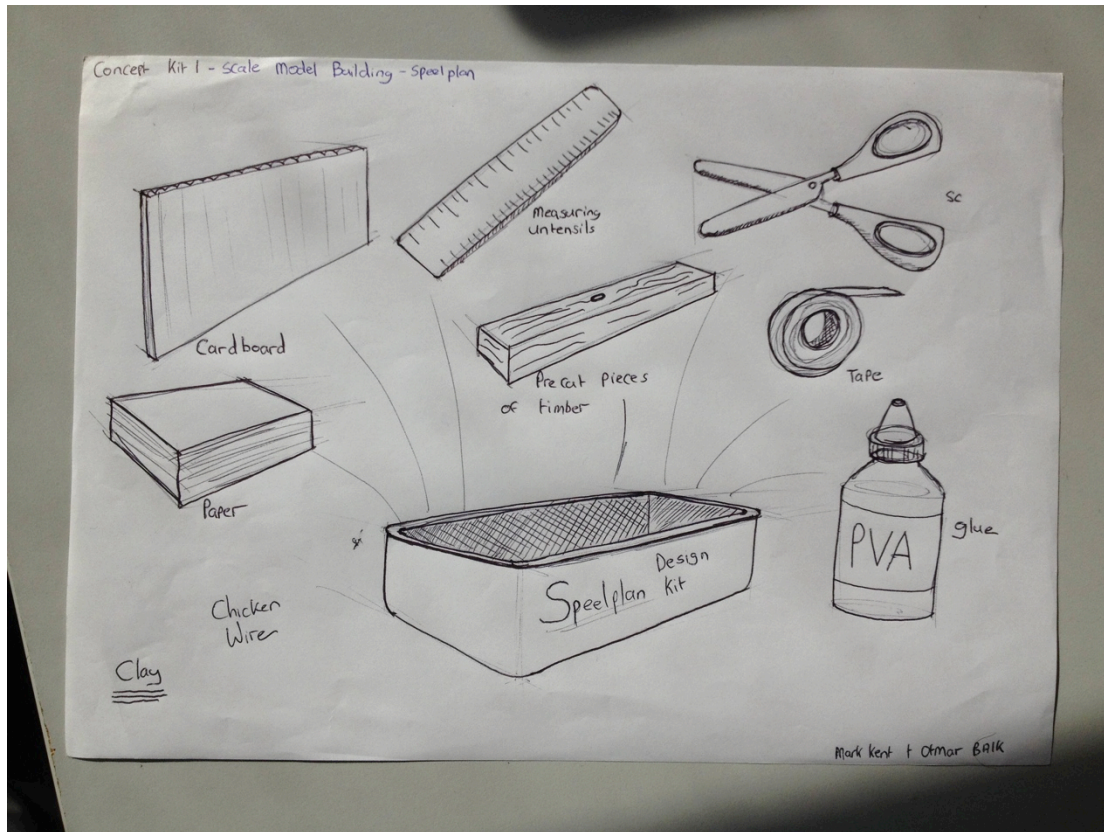
Sketches



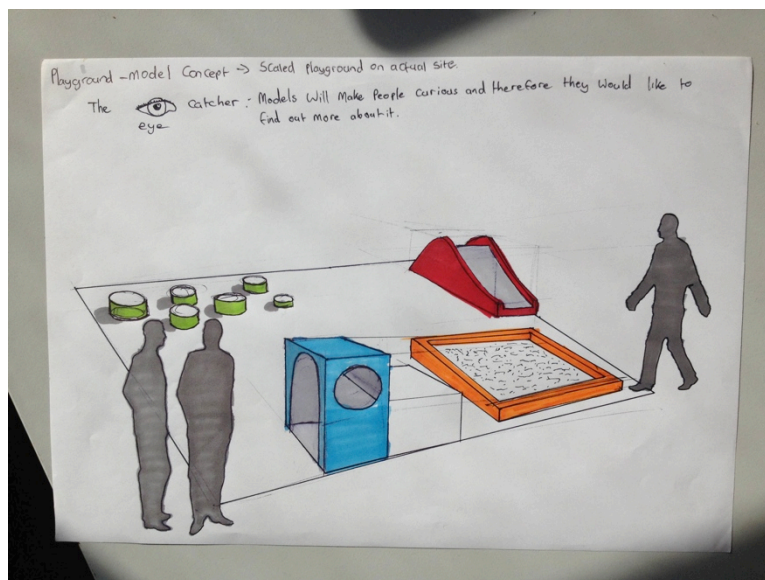
The tent concept was an idea where the board could easily fold so it could be easily transported. The idea of the tent roof is that people can still congregate under the sign if it is raining and this may encourage them to speak to each other out of the rain and in the shelter.



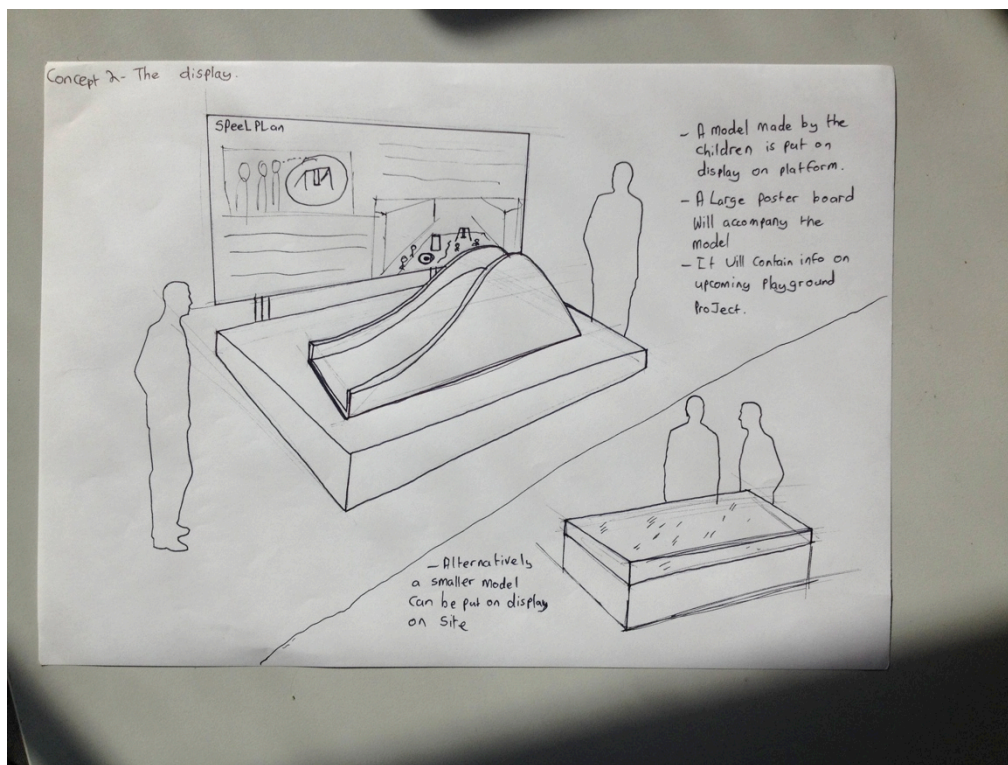
The concept on the left-hand side of page is based on speelplans logo were the two “e’s” sit. The colours of the sign would also reflect the colour pattern used in their logo. To the bottom right is the tube board, a concept that was unrealistic considering the criteria we received. However tube advertising has been an effective method used in many major cities such as Paris.



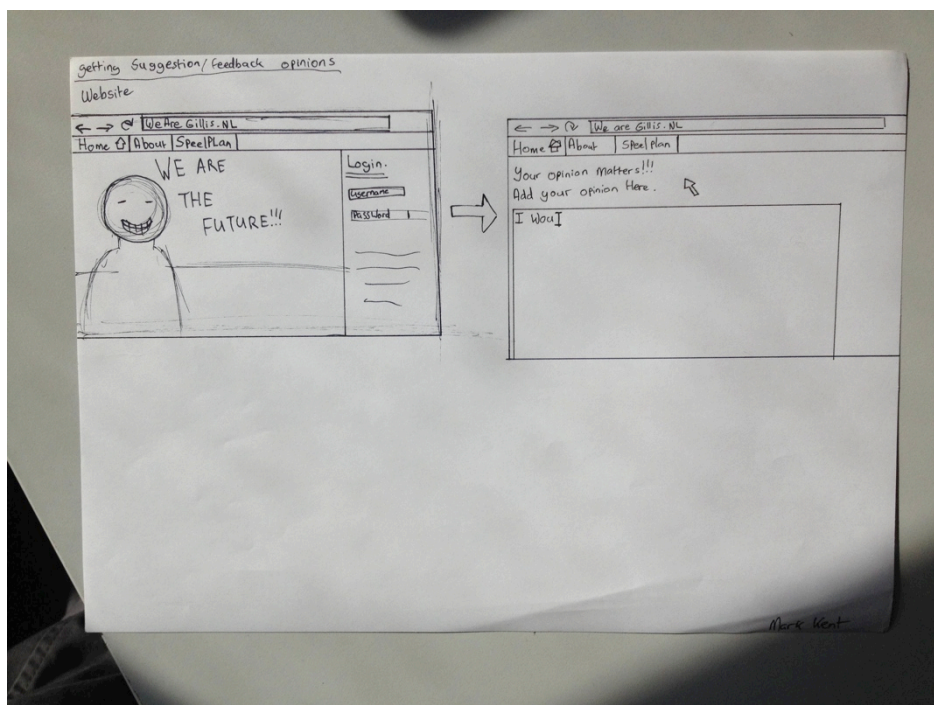
This was a tool kit we designed so the children could build their scaled playground.



This sketch shows an earlier idea we had in the project were the children would build a scaled playground in association with speelplan and place the models on the exact location where playground would be constructed. Unfortunately the idea was not applicable due to amount of work required to actually make it happen.



Similar to idea mentioned before this sketch, both of the ideas above involved a scaled model as we thought it would be an eye-catcher to the residents of the neighborhood. The idea on the left was based on the idea that a different model would be displayed each week over a selected period of time. However this was not applicable as the idea hindered people to give their opinions. It would take too long to gather information from the residents. While with the display case idea we thought it was not attractive enough to get residents to go to it.



The picture above shows an idea sketch we had for the website where people could give their opinions on upcoming playground project. We wanted the website to be as clean and as simple as possible as we know that not every one would have high quality I.T skills.