

# Pedestrianize *ME!*

by Hailey Irwin and Georg Vogt

# Foot Traffic Challenge

- Concerns proportion of foot traffic
- Walking infrastructure
- Benefits to connectivity and accessibility
- Interviews and design sketching

## How to Increase Pedestrian Traffic?

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### Customer Interview Guide

#### Demographics:

1. Thank you for taking time. To start, please tell us a bit about yourself.
  - a. This includes age, occupation, family situation, personal abilities, where you live, and hobbies.
  - b. How do you travel around Stockholm?
2. Is there anything else you would like to tell us about yourself before we start the interview?

#### Overview Questions:

1. How do you travel around Stockholm?
2. When was the last time you went on a walk in Stockholm? Where did you go?
  - a. What did you want about the experience? What did you not enjoy?
3. Do you remember the last time you chose to walk instead of using other forms of transportation? Can you describe it?
  - a. What made you make that choice? Was it about convenience, the urban environment? Anything you want to add?
  - b. During your walk, did you experience anything particularly pleasant? What was unpleasant?
  - c. Once at your destination, how did you feel about your decision?
4. Is there a destination that you've both walked to and taken other transportation to (subway, bus, bike)? What was the difference in your experience?
  - a. Think differences in days or time (i.e. weekend)
5. On the weekends, when you are free, how do you get around town? Can you share with us one weekend where you only or mostly walked?
  - a. What are the differences in your waking habits in the fall, winter, spring? Why?
6. Overall, what aspects of walking do you find most enjoyable? Least pleasant?
  - a. Can you be specific to Stockholm?
7. If you compare walking around Stockholm with walking around other cities, how do they compare? Which ones are better, and why or which are worse and why?
8. In your time in Stockholm, have you noticed any differences in your walking habits? Overall experiences/ enjoyment?

#### Exploring Specifics:

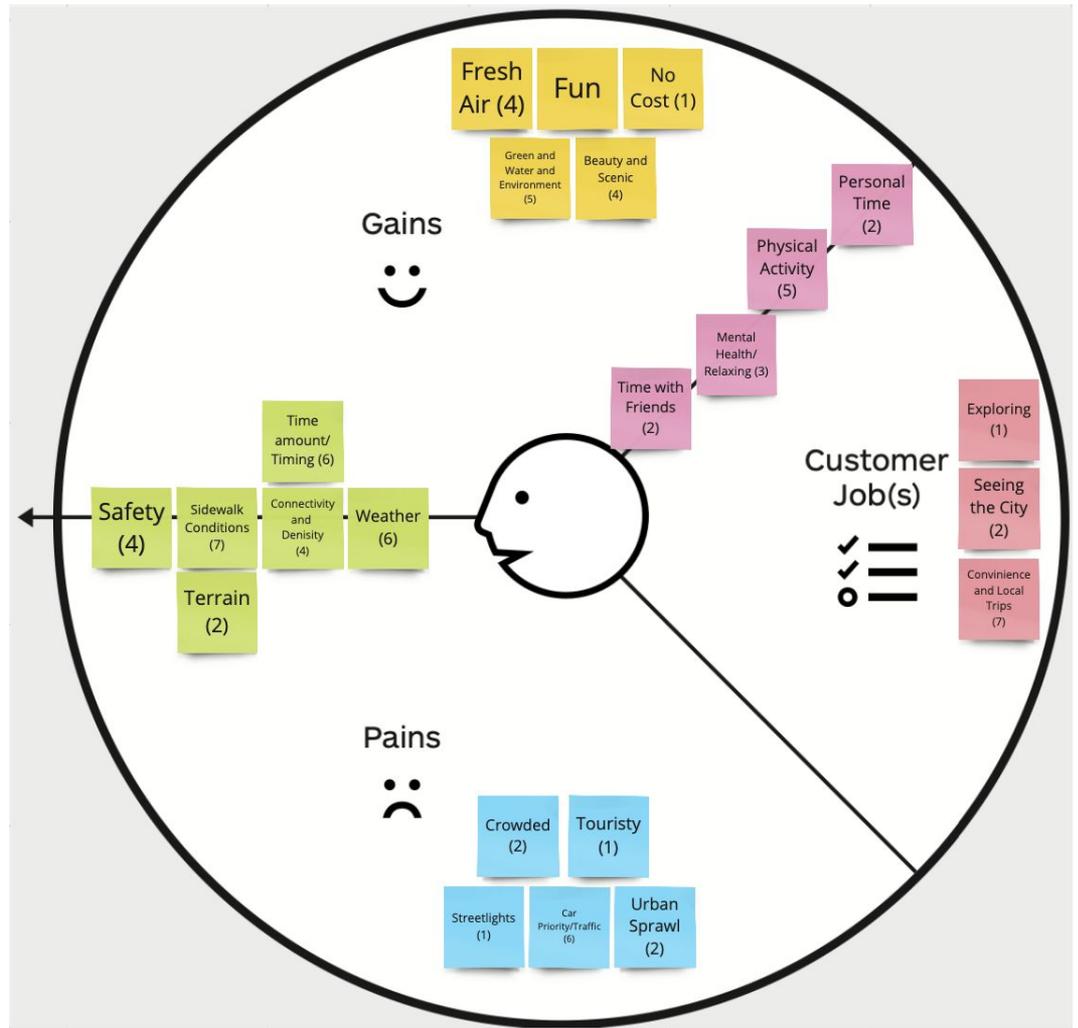
1. You mentioned [experiences about Stockholm urban space]. Can you elaborate?
  - a. Why did this impact you, do you think?
2. Recently, have you chosen a different routine or mode of transport due to specific circumstances? If so, what and why?
3. Has anything changed over time? Why? How?
4. Considering your experiences in Stockholm and other cities, how do you believe urban design impacts your willingness to walk?
5. What kind of differences did you recognize in relation to other cities/place?
6. Have your attitudes towards walking changed in Stockholm? Overall? Why?

#### Wrap-up:

1. What would it be if you could change anything about the pedestrian space in Stockholm? This can also be applied to your home city?
  - a. Is there anything specific about the walking experience in urban areas?
2. Is there anything we haven't asked you about that regarding pedestrian experiences and urban walking conditions in Stockholm that you can come up with and would like to add?

# The Problem !

- Traveling Around Stockholm
- Walking Experience
- International Stockholm Based Students



# Opportunities!

Safety Concerns | Inclement Weather | Infrastructure in Suburban Areas



# Infrastructure in Suburban Areas



Tactical Urbanism ([Link](#))



Cliff Garten Studios ([Link](#))



DC Wharf ([Link](#))

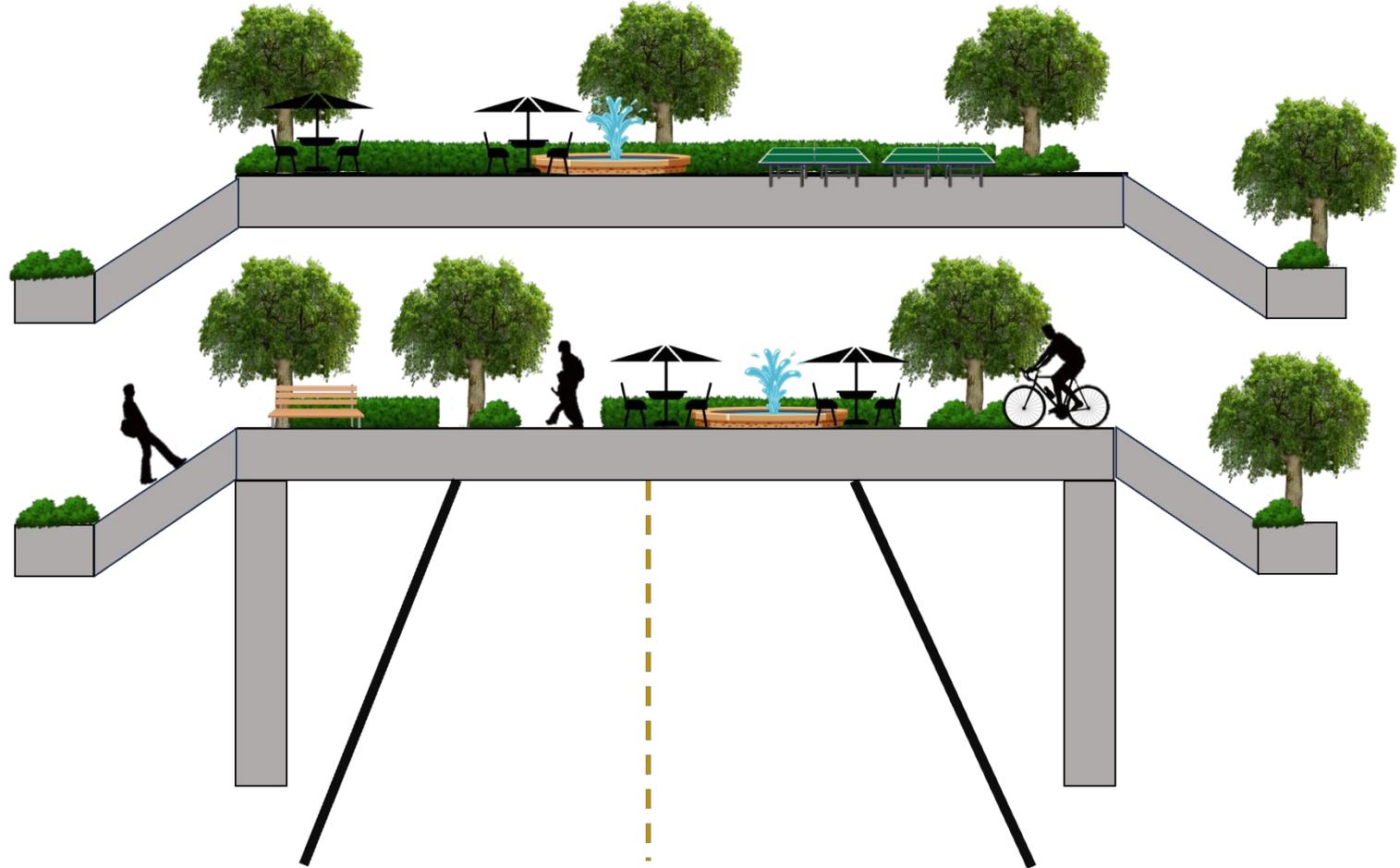


Outdoor Game Pocket Park ([Link](#))

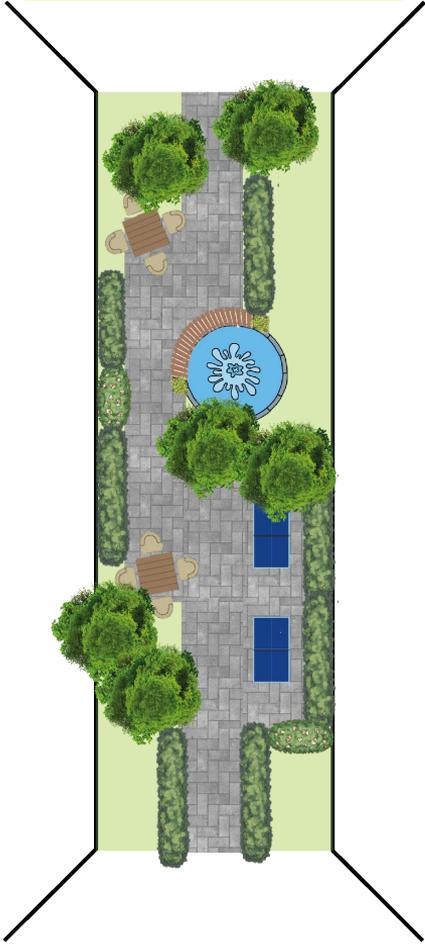


The High Line ([Link](#))

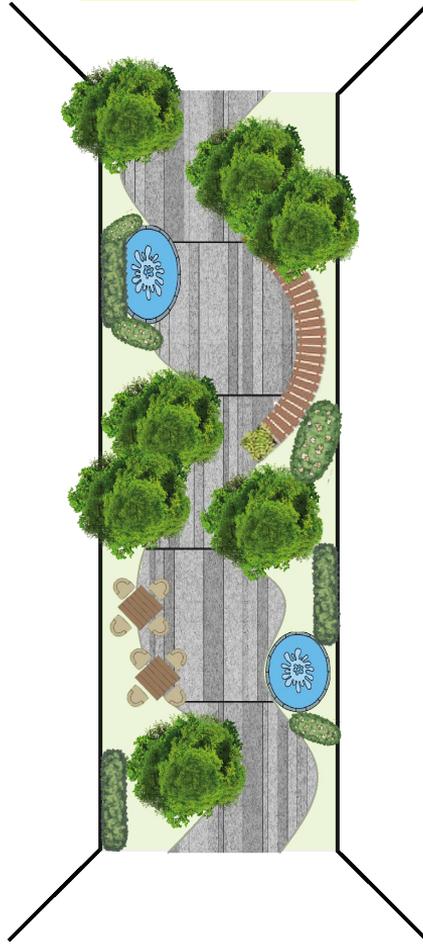




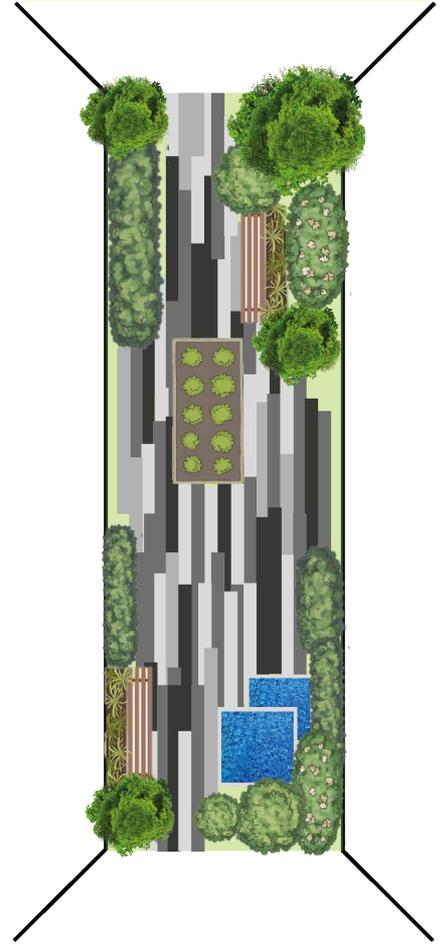
# Activity Zone



# The Oasis



# Urban Garden



# Swedish Native Plants and Trees

- Use of native nature
- Effective to maintain
- Self development
- Create sustaining ecosystem
- Integrated to surrounding



Sweet Willow



Catfoot



Swedish Conifer



Arctic Starflower



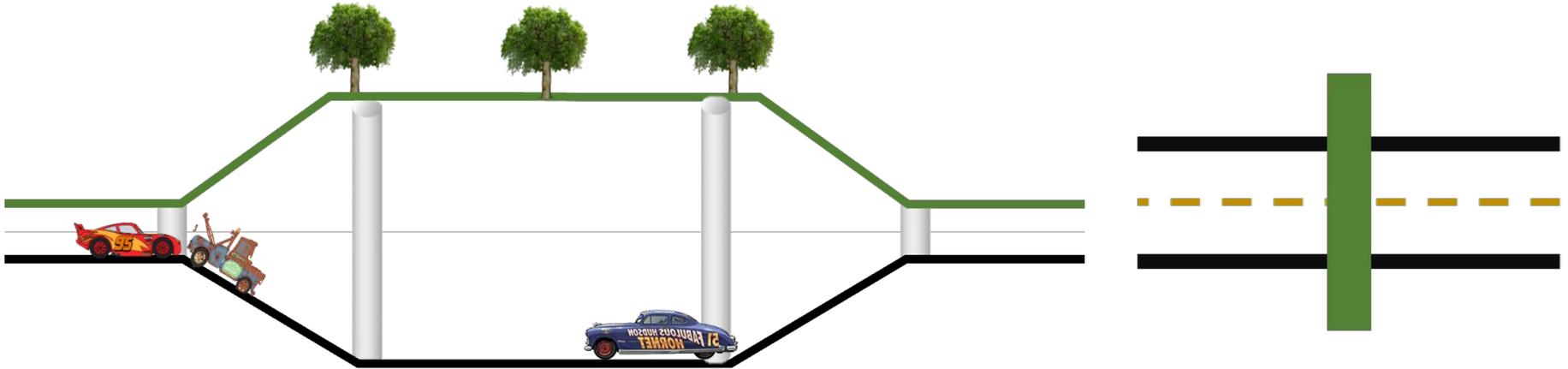
Swedish Oak



European Larch

## The Feedback and Revision

- **Rose:** Green (7x) Pedestrian (6x) Community (5x)
- **Thorne:** Cost (3x) No Cars (2x) Concrete (2x)
- **Bud:** Creating Community(3x) Greenery Connection (2x)  
Environmental Protection (2x)



# Our Learning

By Hailey and Georg

- Being Open to Ideas
  - Iteration
  - QUESTIONS!
  - Simplicity
  - Method of Idea Processing
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# Thank You

**\*You are allowed to Applaud NOW :)**

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