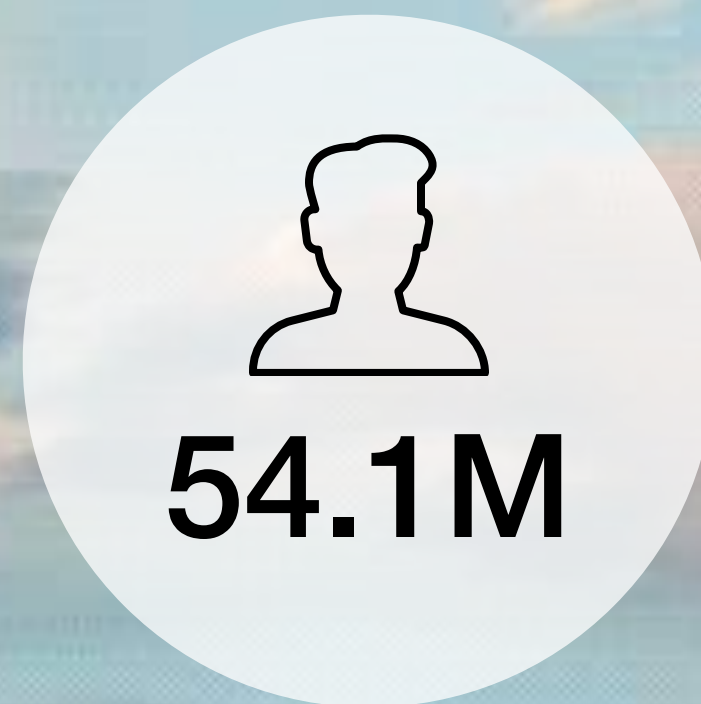
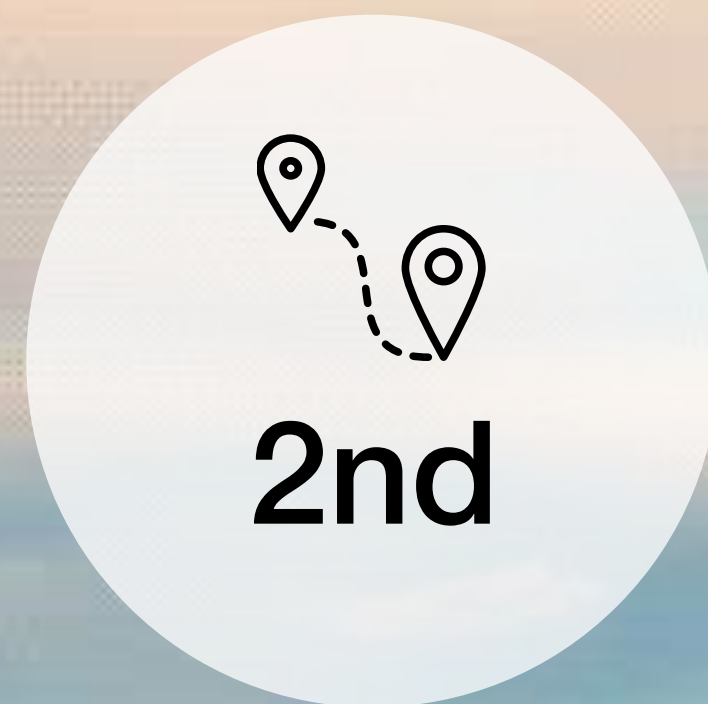




CHICAGO

Urban Neighborhood Experience

Human System Integration | 2017 Spring
Chieko Tazuke, Jessie Lujia Yu, Ran Kuang, Shangyanyan Li
Professor: Santosh Basapur





When you're traveling to a new city,

What is the first thing you do?

Where would you go to find the information?

What key word would you search?

chicago sights

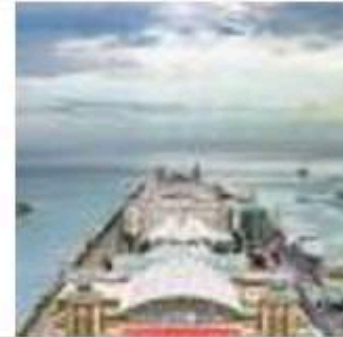


All Maps Images News Shopping More Settings Tools

Chicago > Points of interest

Navy Pier

Destination with rides, shops & food



Art Institute of Chicago

Jewelry, decor & books inspired by art



Magnificent Mile

Shopping and walking

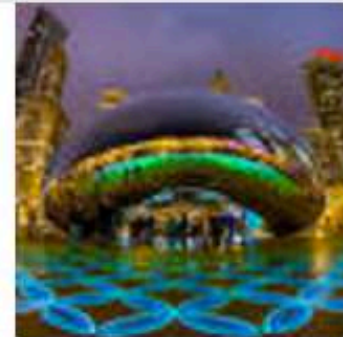


Grant Park

Home to numerous D attractions

Millennium Park

Green space with art, theater & ice rink



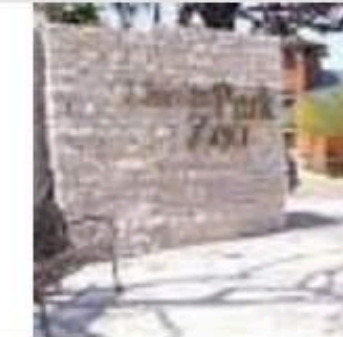
Willis Tower

Super-tall skyscraper with city vistas



Lincoln Park Zoo

Free zoo with an interactive farm



Adler Planetarium

Museum with high-tech shows

Shedd Aquarium

Aquatic creatures from around the world



Field Museum of Natural History

State-of-the-art science museum



Museum of Science and Industry

Interactive educational museum



Cloud Gate

Mirrored, bean-shaped

Come See the Sights - Choose Chicago - choosechicago.com

(Ad) www.choosechicago.com/

Where the Skyscraper Was Born, & Where Architecture Isn't the Only **Sight** to See.

Create Your Itinerary · Official Visitor Site

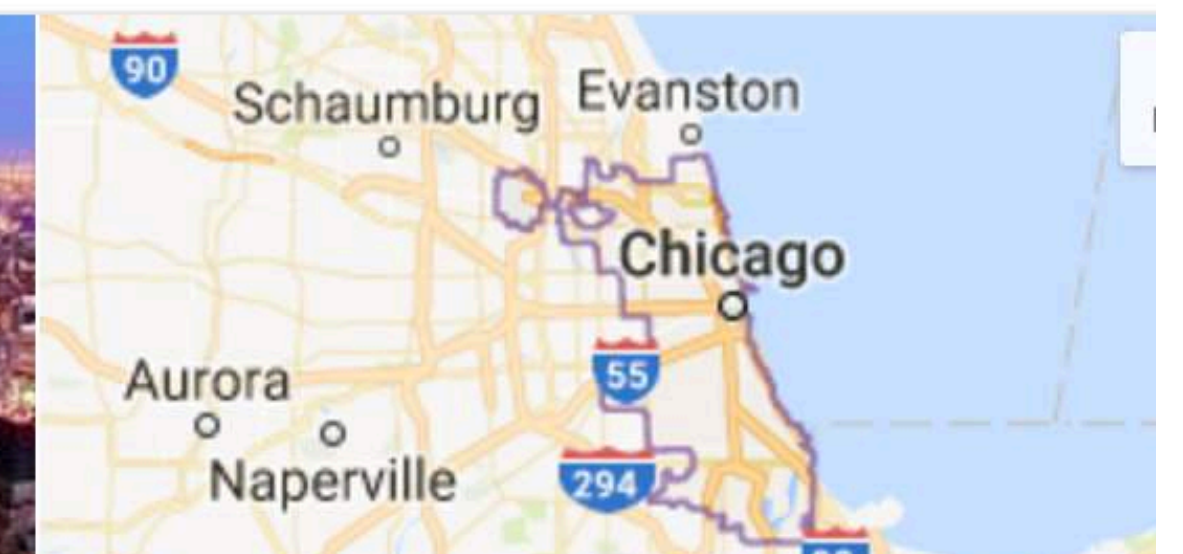
Attractions: Millennium Park, Navy Pier, Art Institute Of Chicago, Shedd Aquarium, The Field Museum...

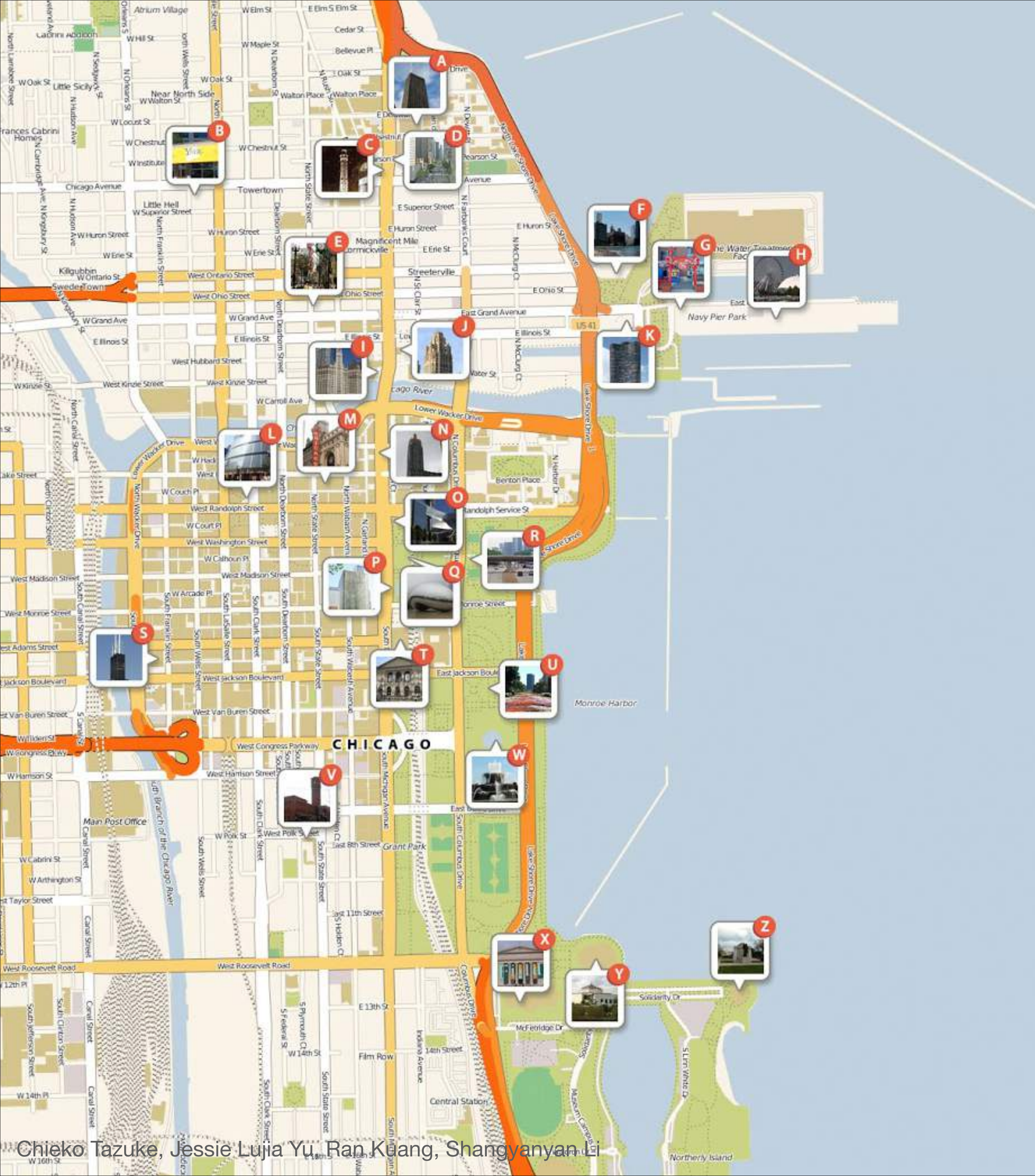
[Chicago Trip Planner](#)

[Exclusive Deals](#)

[Free Visitors Guide](#)

[2017 Festivals Guide](#)





Among the top featured travel sights in Chicago, most of them are **within 2.5 miles from Union Station**, the central rail station of Chicago.

“The heart and soul of Chicago lives in our 77 vibrant neighborhoods and within the people who call them home.”

— Choose Chicago



So, what is the problem?

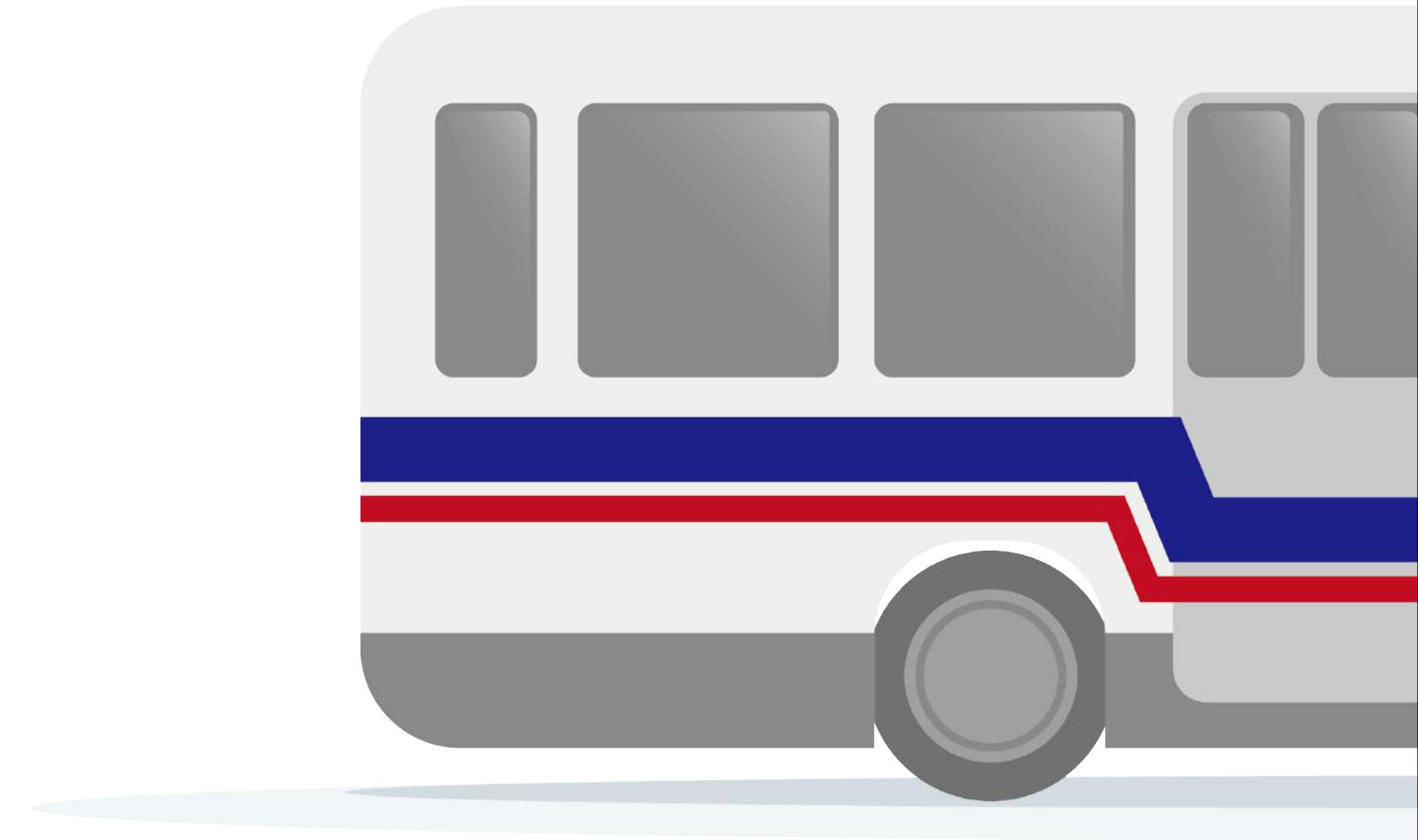
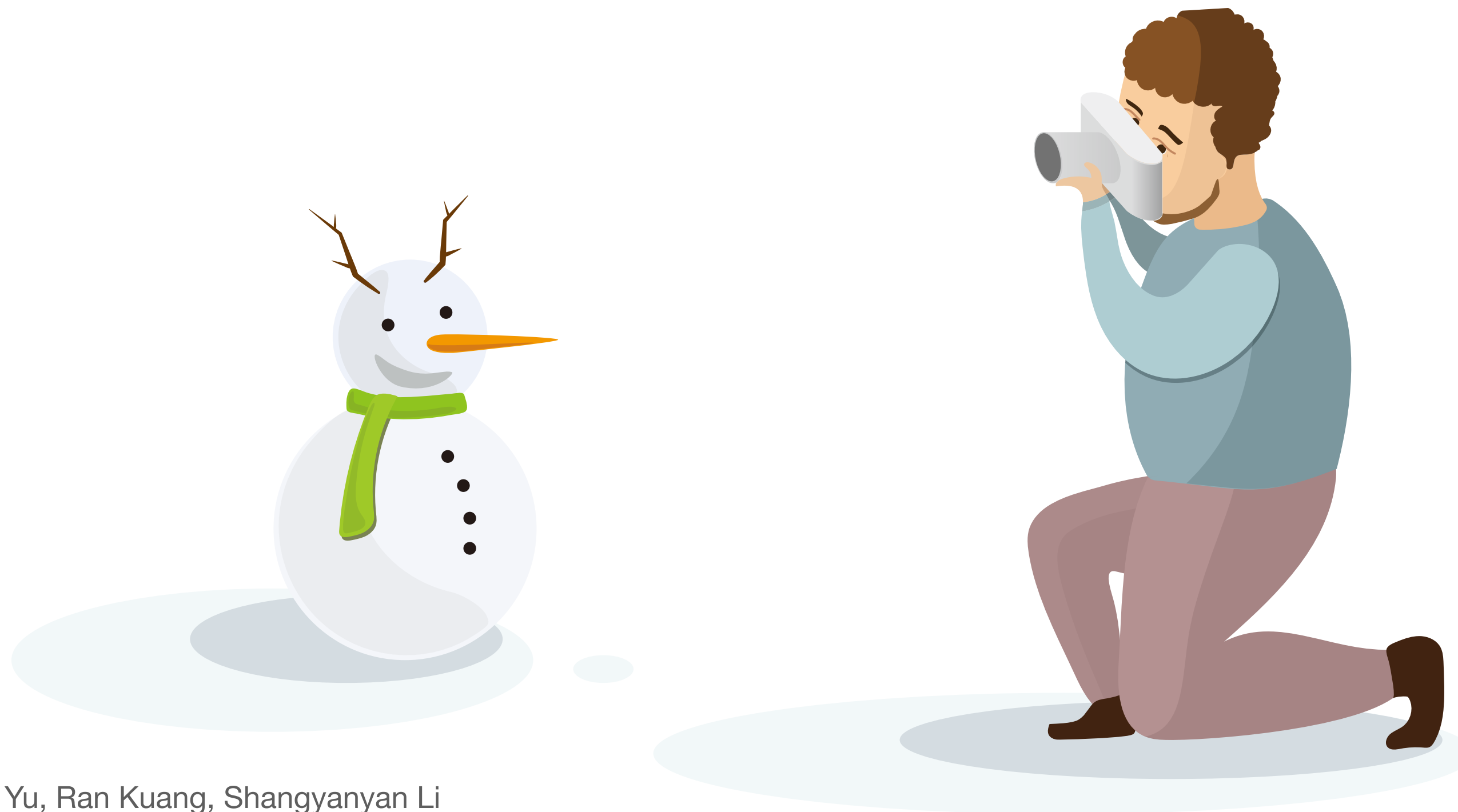
Persona 1



John

Male | 28 | Individual Traveler

John is a **graduate student** that has a **lot of time** for traveling. He loves **photography**. He has a **low budget**. He prefers to travel using public transportation. This is his first time in Chicago and he lives in a downtown Airbnb.

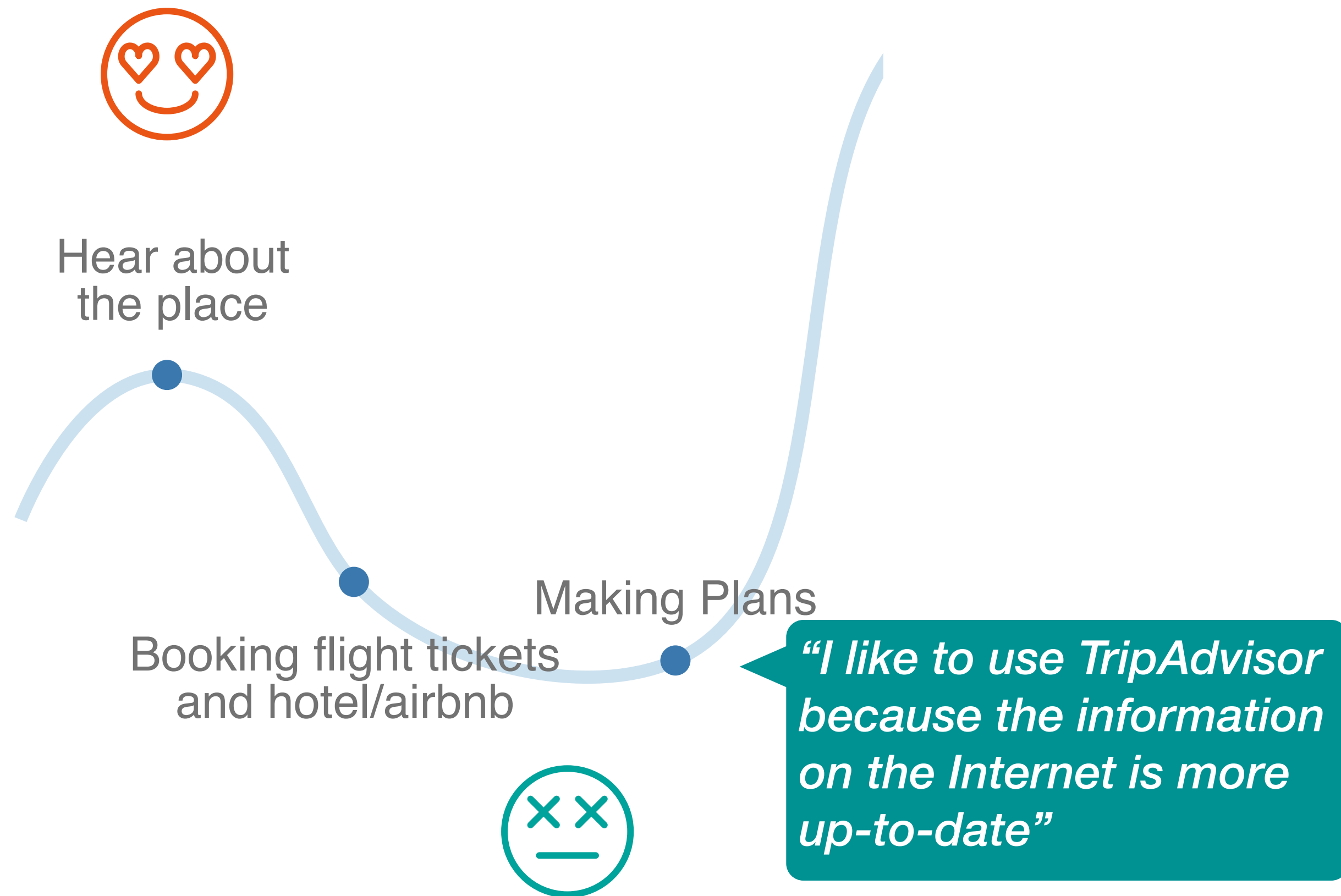


■ Current Scenario



John

Current Scenario



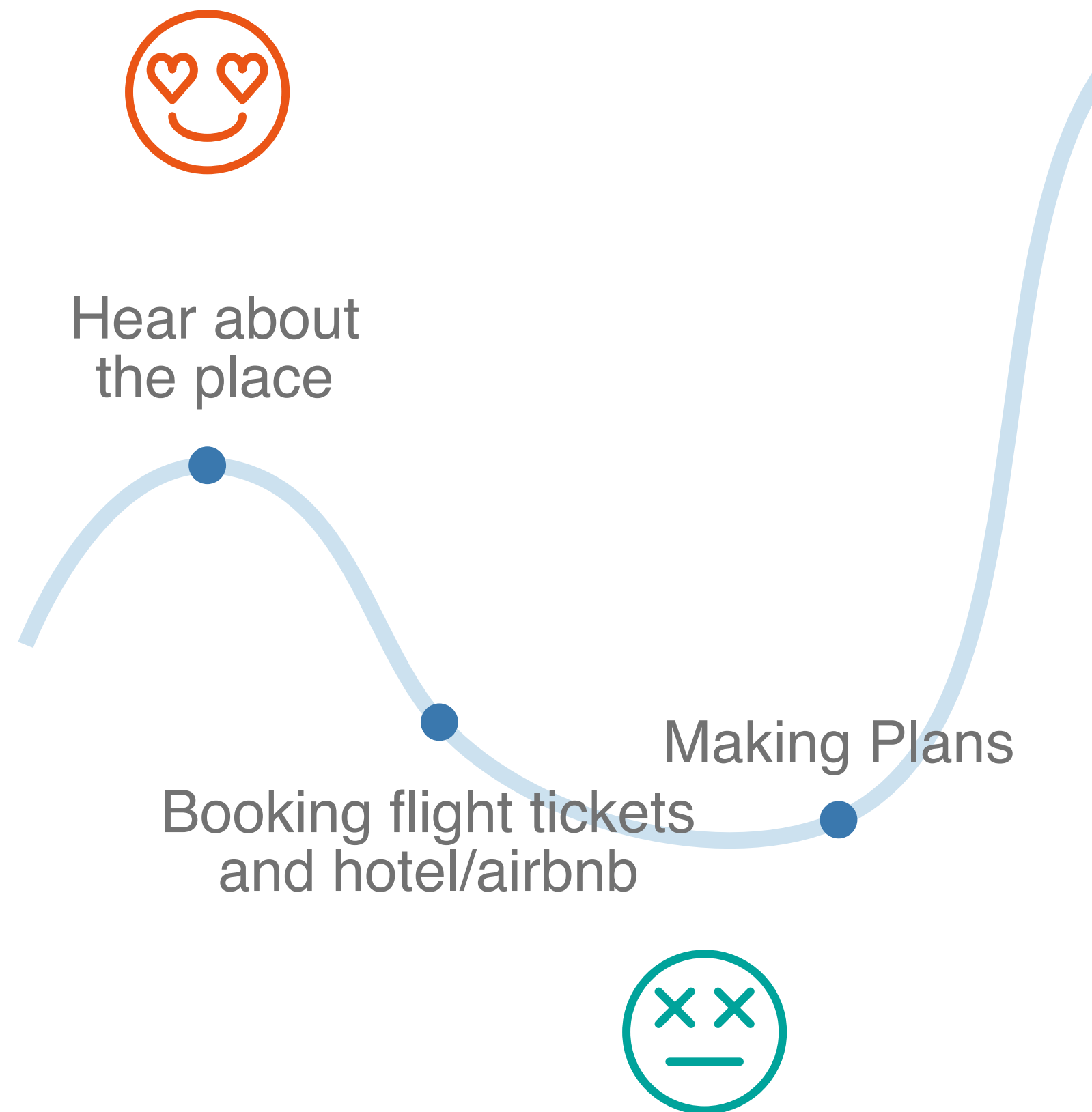
Insight 1

Some people loves to get **up-to-date information** from the Internet

Current Scenario



John



Current Scenario



Insight 2

People **revise their travel plan** just before or during the trip due to sudden changes, such as weather.



Current Scenario



John





John

Insight 3

Some visitors perceive CTA train as **special and experiential** because of the skyscrapers and graffiti, but **between two interesting spots could be boring.**

seeing

g
o!

1st Destination

Gather more
info, choose
place



Find easiest
transportation to
take

Arrive at
transportation
station

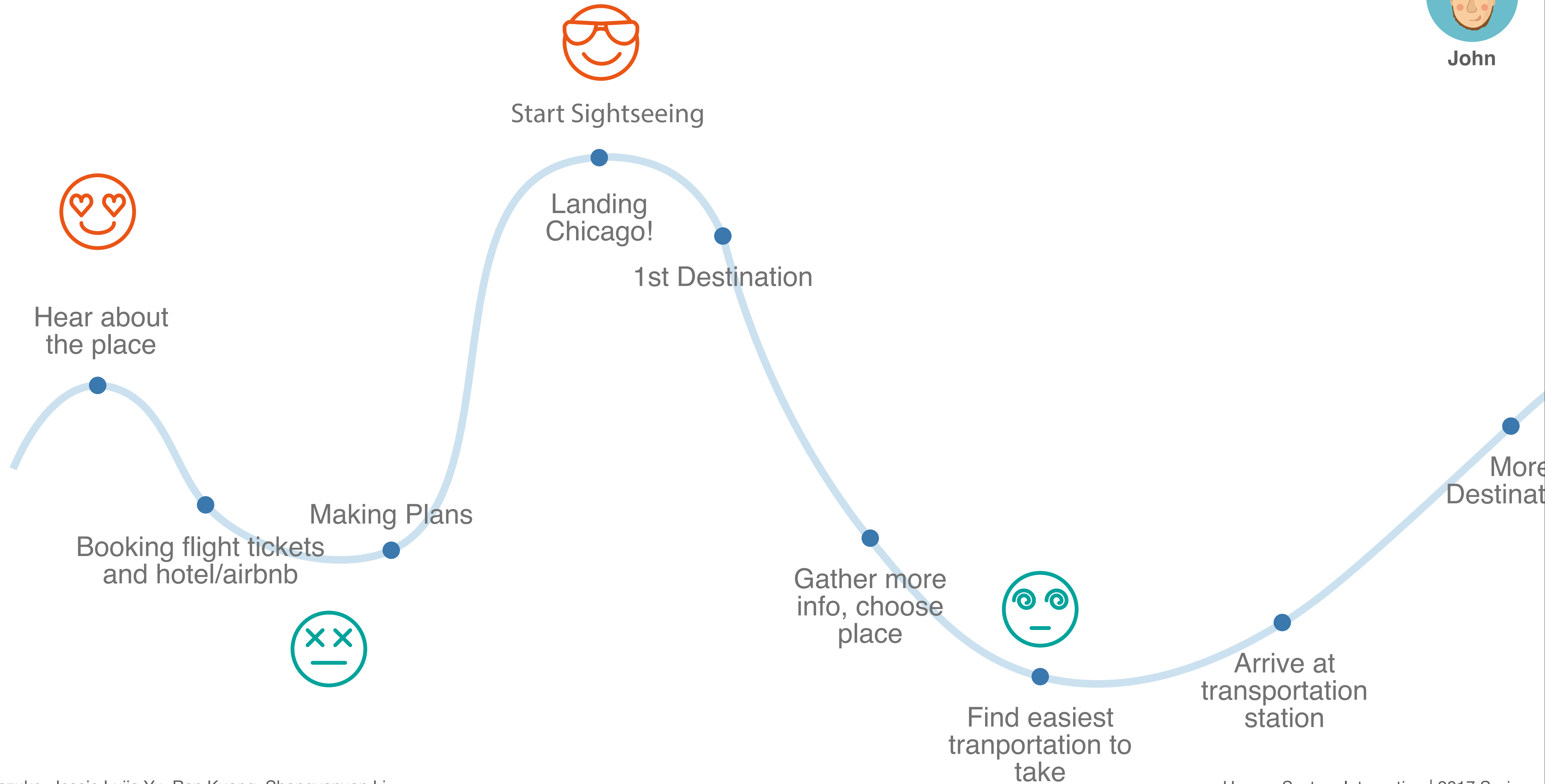
*"I like the L train. You
can see everything
from above."*

More
Destinat

Current Scenario



John

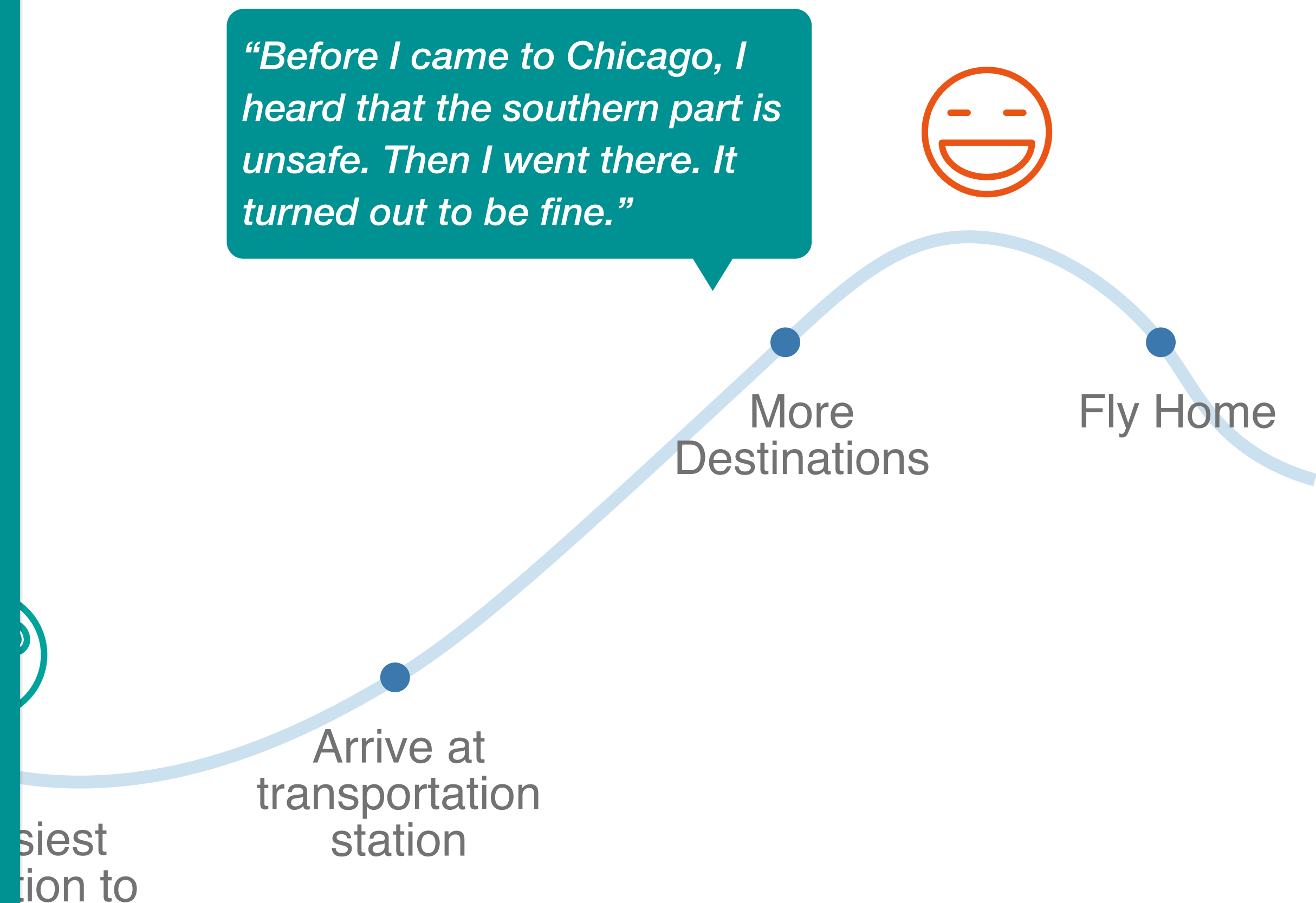




John

Insight 4

Public transportation as well as certain neighborhoods in Chicago are **perceived as unsafe** both because of visitors hear information from others or feel it by themselves. **After they experienced it, some people changed their view.**

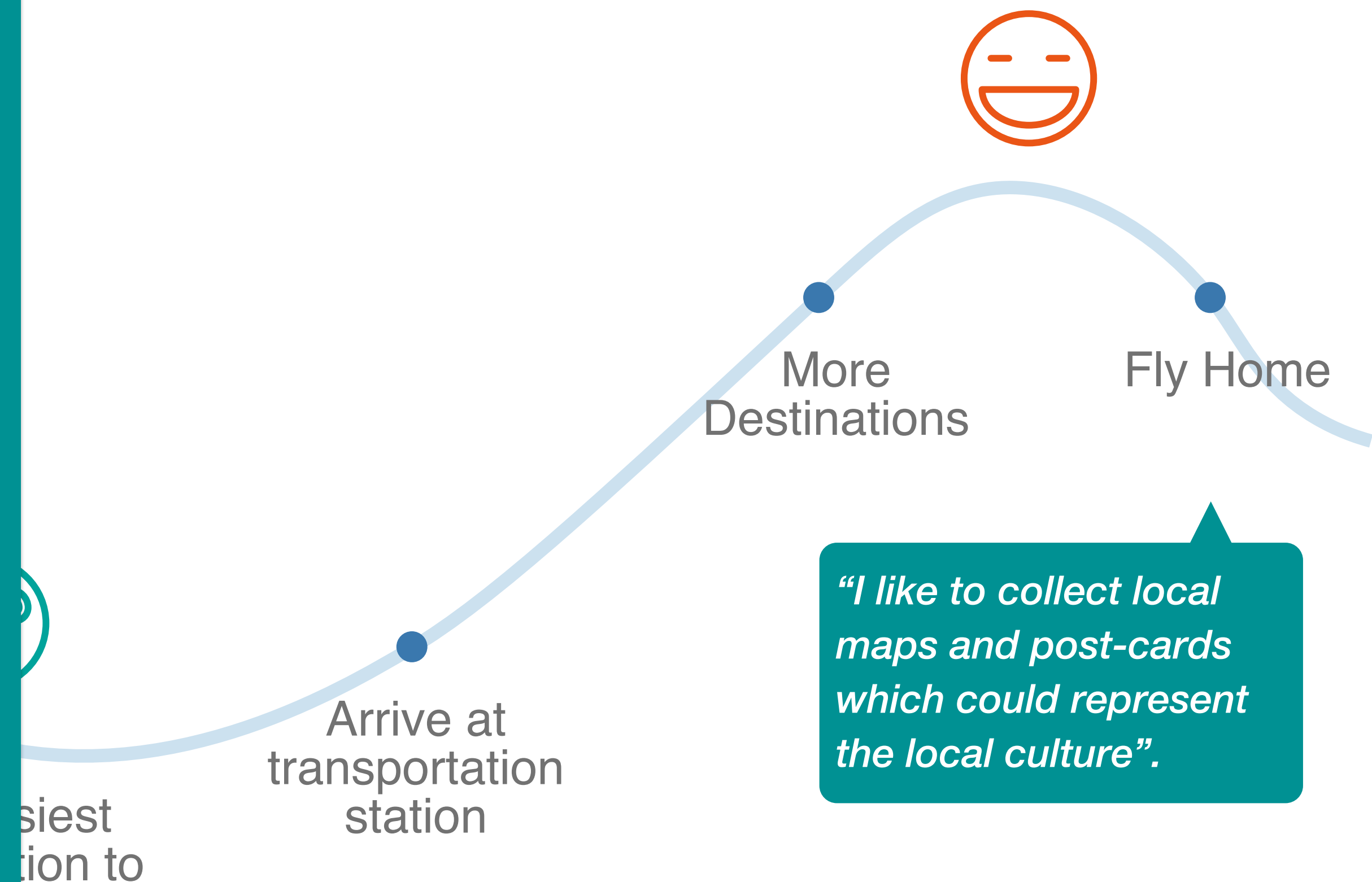




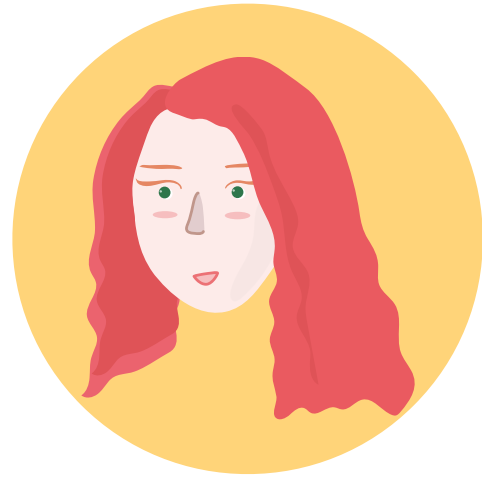
John

Insight 5

There are **not enough incentives** for visitors to go to some neighborhoods in Chicago, for example **souvenirs** like well-designed maps or stamps which visitors always like to collect.



Persona 2



Amy

Female | 28 | Group Travel

Amy is a **young professional** who is a **local Chicagoan**. She has been living in Chicago for **8 years**. She is an **environmental advocate**. Although she has lived in Chicago for 8 years, she still loves to ride on **weekends to explore** the other parts of the city.



Current Scenario



AMY

Current Scenario



Insight 6

Some people prefer recommendations **from friends, written books, magazines and newspapers** because information from these source are **more credible and reliable**.

Current Scenario



AMY



Consider whether to
drink or not



Find a nice restaurant



Current Scenario



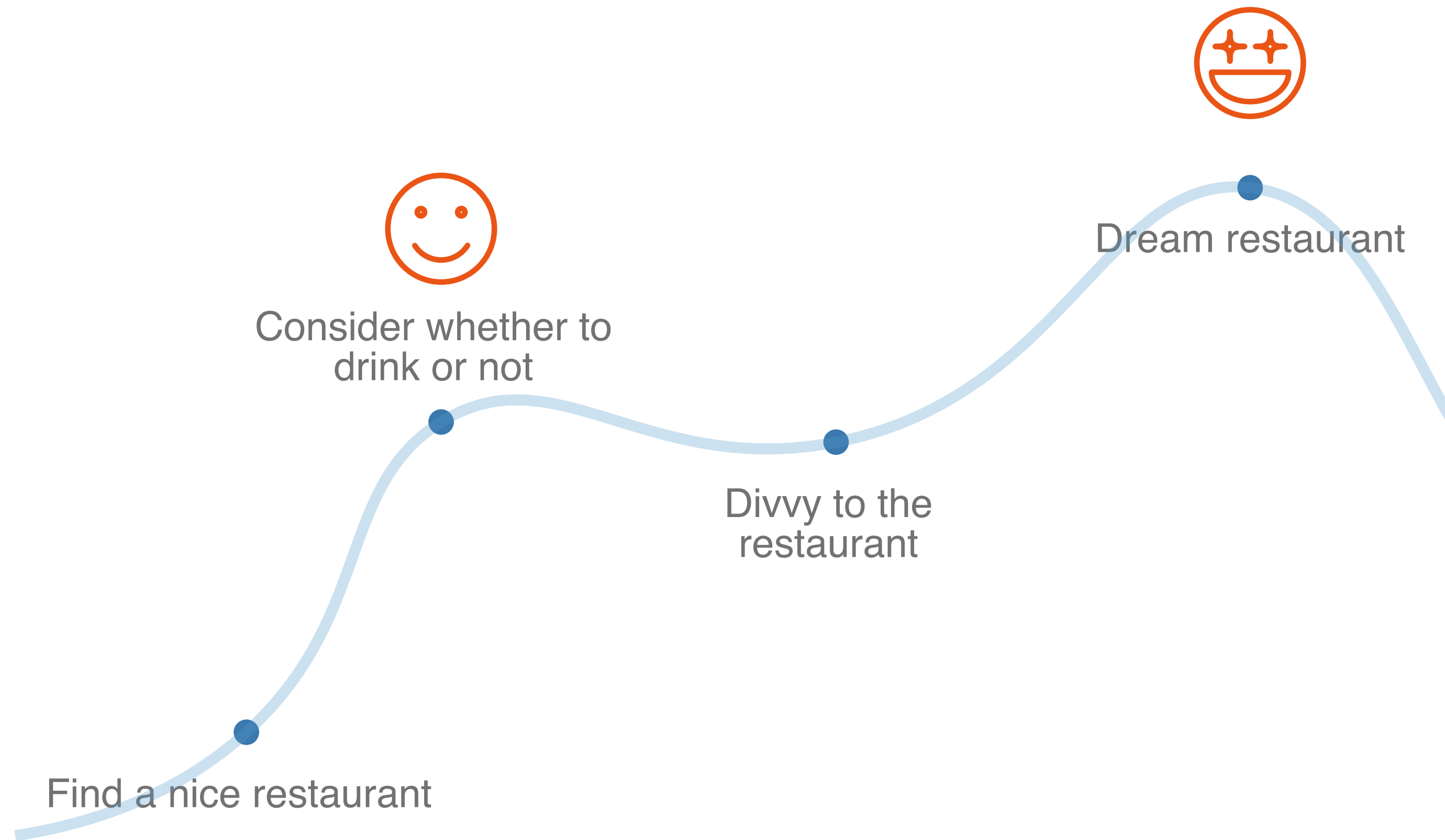
Insight 7

Sometime, people just have **one target destination in mind** when they are visiting neighborhoods.

Current Scenario

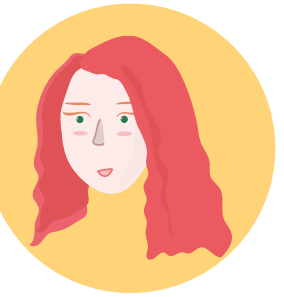


AMY

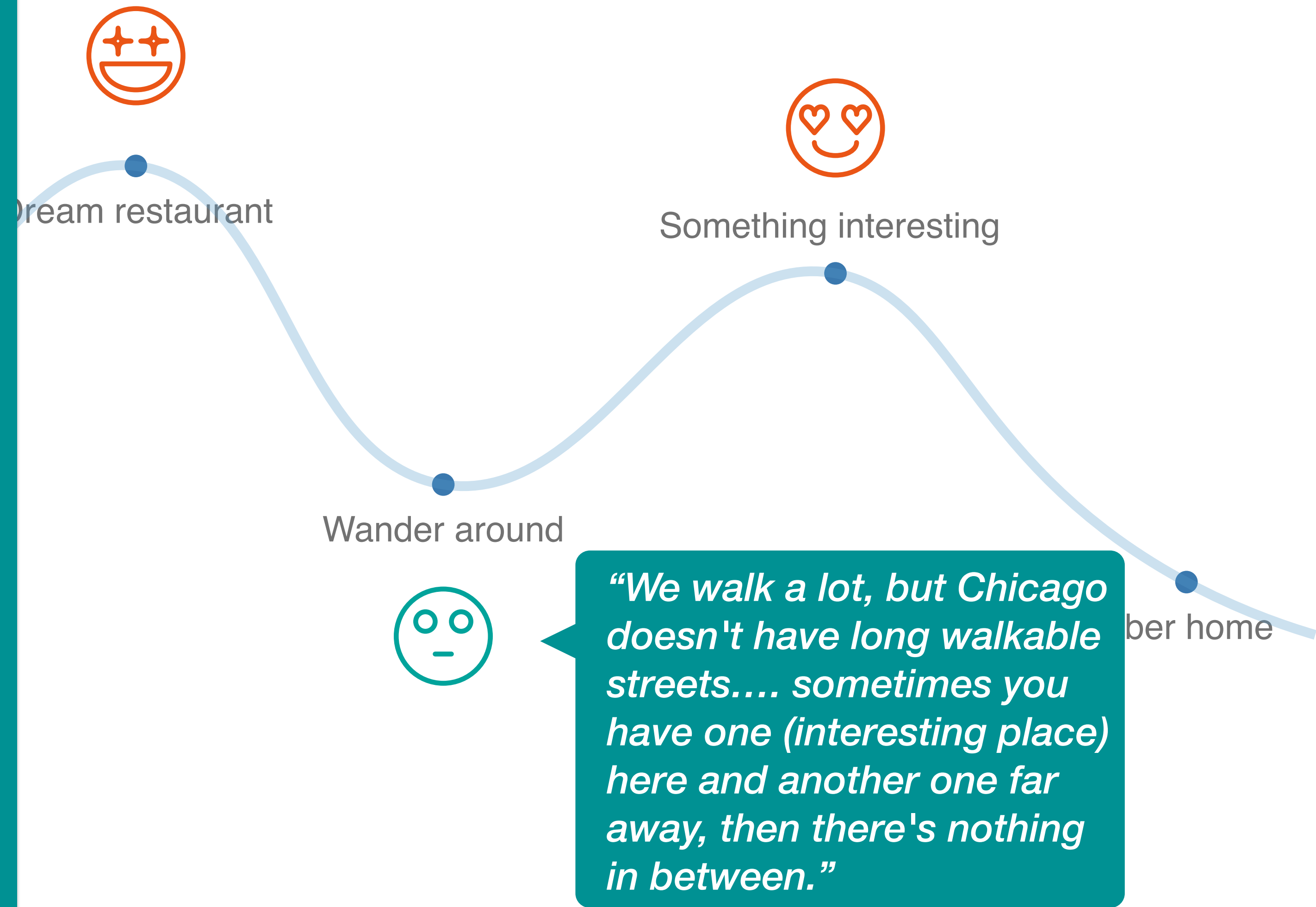


Insight 8

Exploration can be interesting, but it can also be **boring** when there's **nothing in between**.



AMY



PLANNING

Insights One

People **revise their travel plan** just before or during the trip due to **sudden changes** in circumstances such as **weather**, but existing travel agencies don't provide this service.

Insights Two

Sometime, people might just have one **specific destination** in mind when they are visiting neighborhoods in Chicago. Then it's hard for them to find **other destinations** around that.

INFORMATION

Insights Three

Some people prefer **recommendations from friends, written books, magazines and newspapers** to internet search when they choose which neighborhoods and what to do.

Insights Four

People seek for information from **reliable source**. The ones who do like Internet search is more into the more **up-to-date information**.

PERCEPTION

Insights Five

Public transportation in certain neighborhoods in Chicago are perceived as **unsafe** both because of visitors hear information from others or feel it by themselves. After they experienced it, some people changed their view.

Insights Six

There are **not enough incentives** for visitors to go to some neighborhoods in Chicago, for example **souvenirs** like well-designed maps or stamps which visitors always like to collect.

TRANSPORTATION

Insights Seven

Some visitors perceive **CTA train as special and experiential** because CTA train travels across **skyscrapers and special artworks** (like graffiti) along the way. However, in **between two interesting spots can be boring**. Similar things also happen when people are exploring the neighborhoods.

Insights Eight

People who cannot travel easily sometimes prefer the places which offer **holistic services** to visitors, but neighborhoods outside of downtown Chicago can't provide this now.

How Might We...

```
graph TD; A[How Might We...] --- B[PLANNING]; A --- C[INFORMATION]; A --- D[PERCEPTION]; A --- E[TRANSPORTATION]; B --- B1[Provide dynamically changing routes and customization for visitors to enjoy neighborhoods with maximum flexibility.]; C --- C1[Leverage existing travel and local sources to inform and attract travelers with up-to-date and reliable information.]; D --- D1[Give people incentive to come to neighborhoods outside of downtown Chicago and reduce negative perceptions of certain areas.]; E --- E1[Make using the CTA and other public transportation a highlight when visiting Chicago.];
```

PLANNING

Provide dynamically changing routes and customization for visitors to enjoy neighborhoods with maximum flexibility.

INFORMATION

Leverage existing travel and local sources to inform and attract travelers with up-to-date and reliable information.

PERCEPTION

Give people incentive to come to neighborhoods outside of downtown Chicago and reduce negative perceptions of certain areas.

TRANSPORTATION

Make using the CTA and other public transportation a highlight when visiting Chicago.

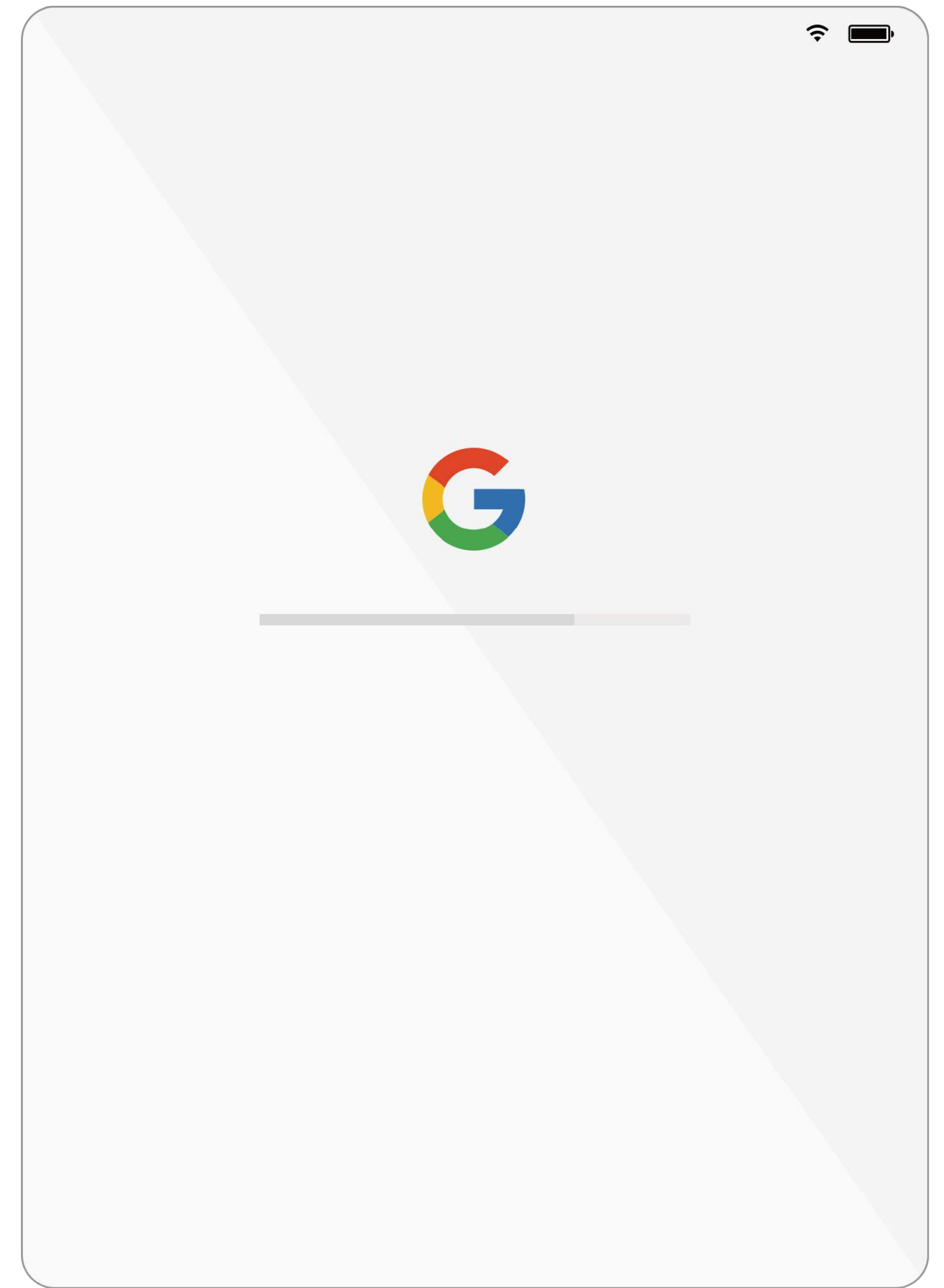
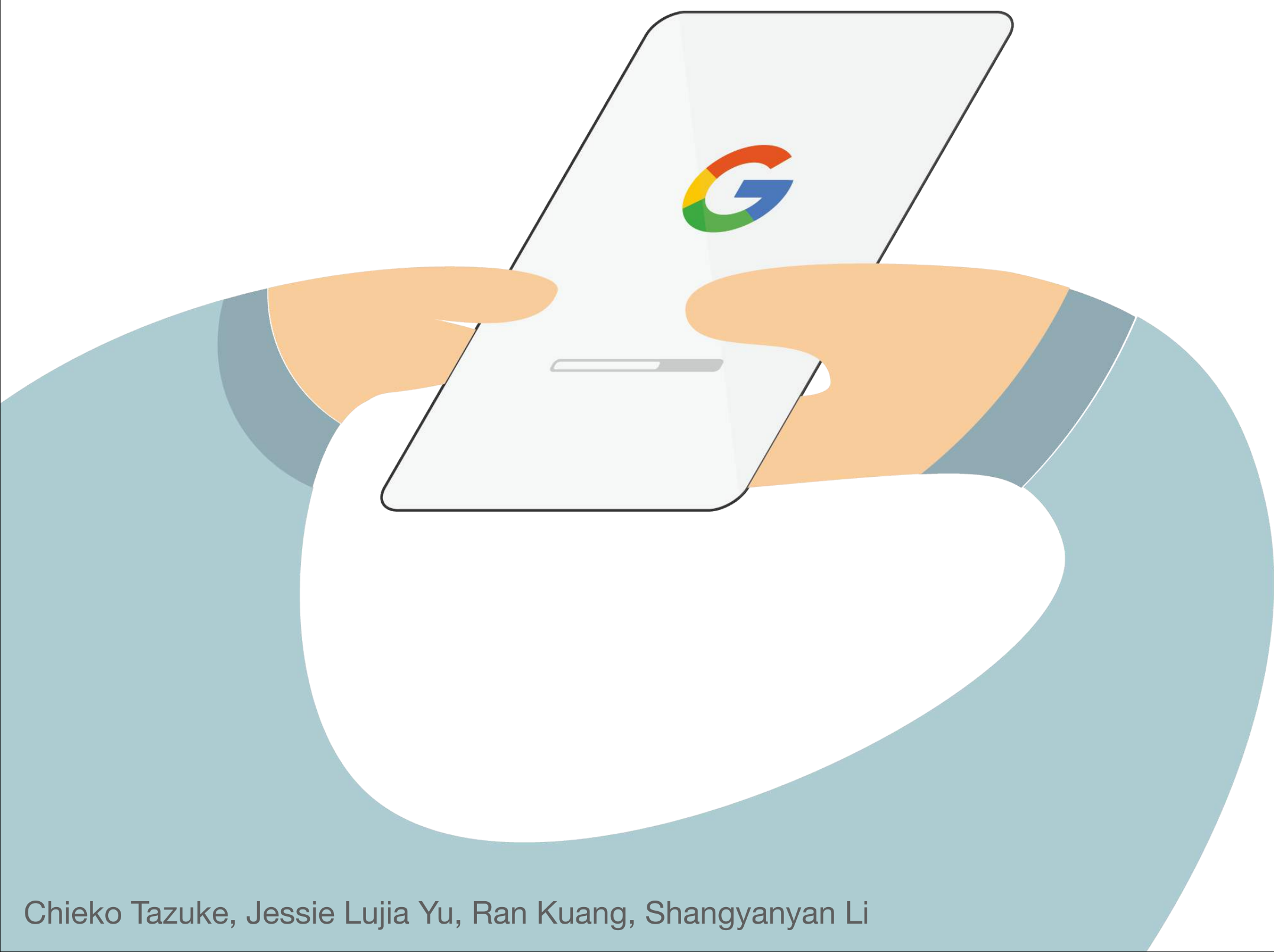
A light gray silhouette of the Chicago skyline is visible in the background of the slide, spanning the width of the image. The skyline includes various skyscrapers, with the Willis Tower being a prominent feature on the right side.

C-CHICAGO

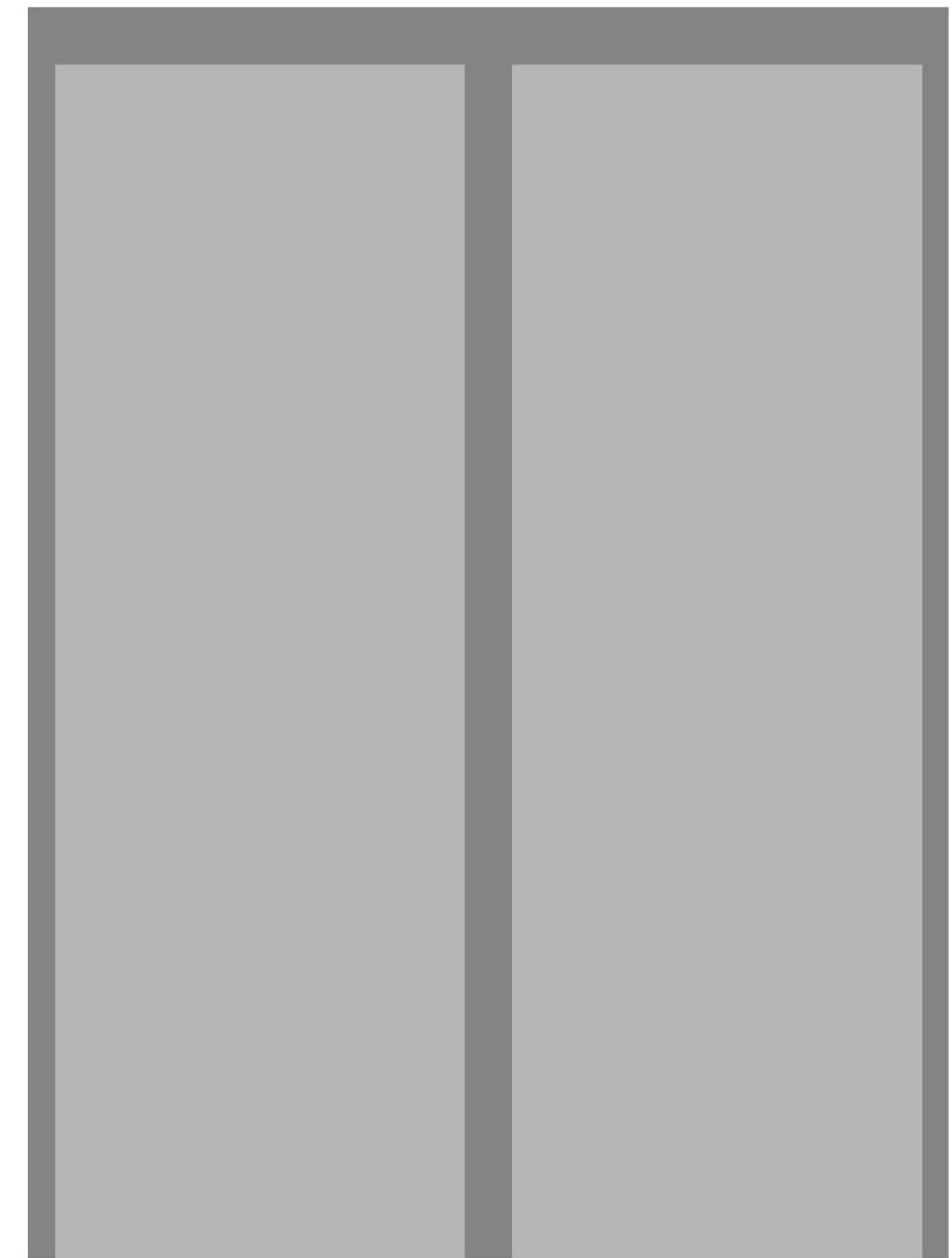
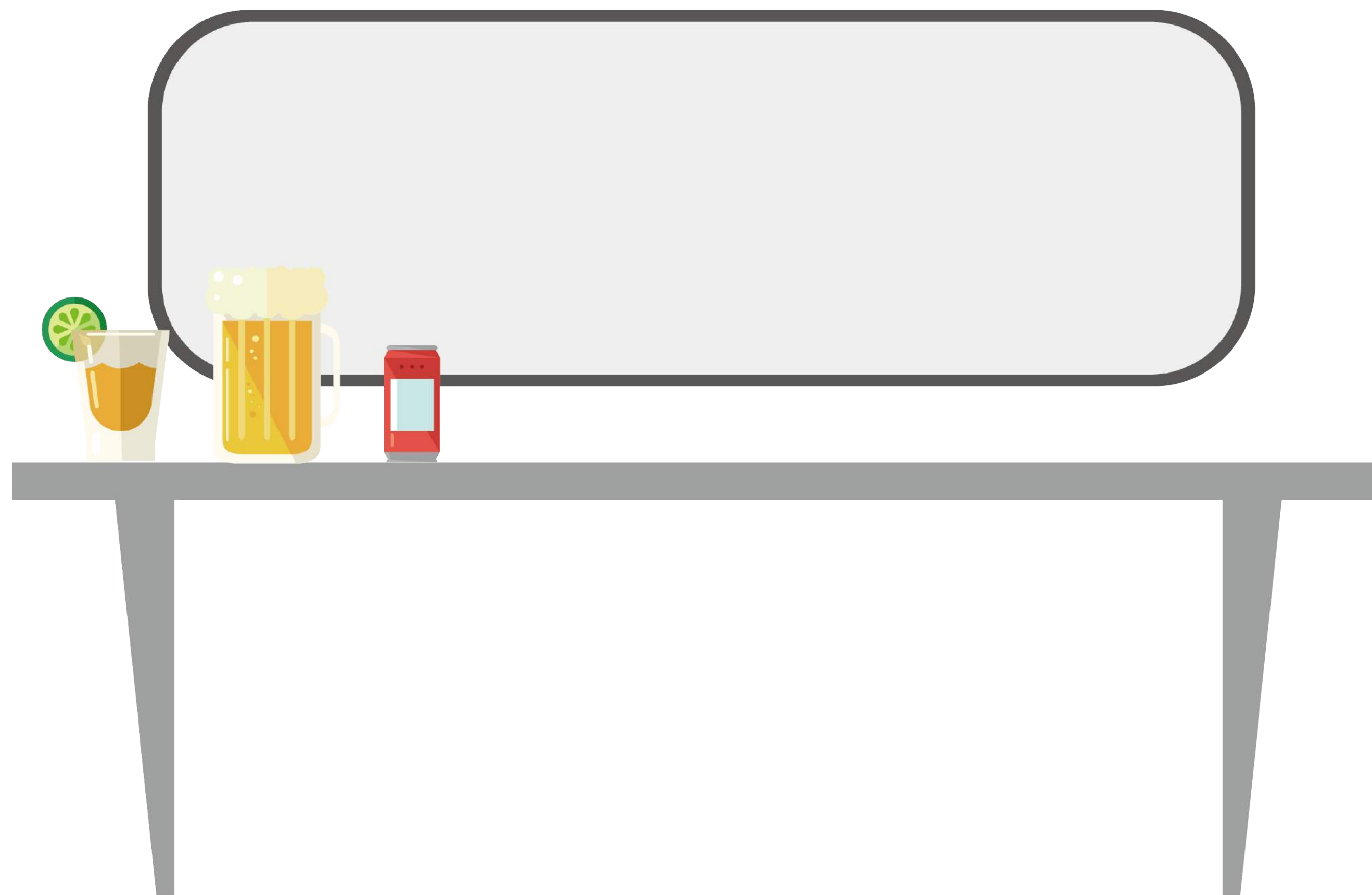
See Chicago the local way

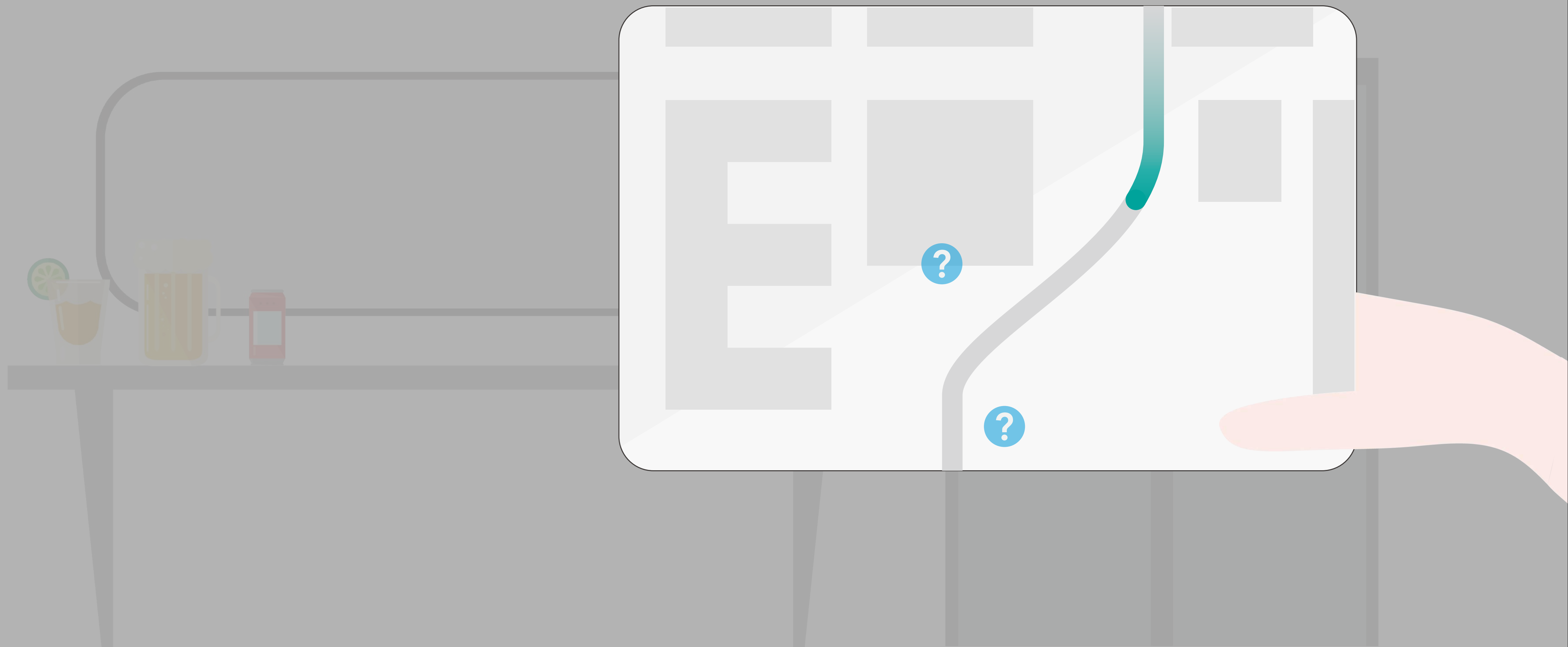










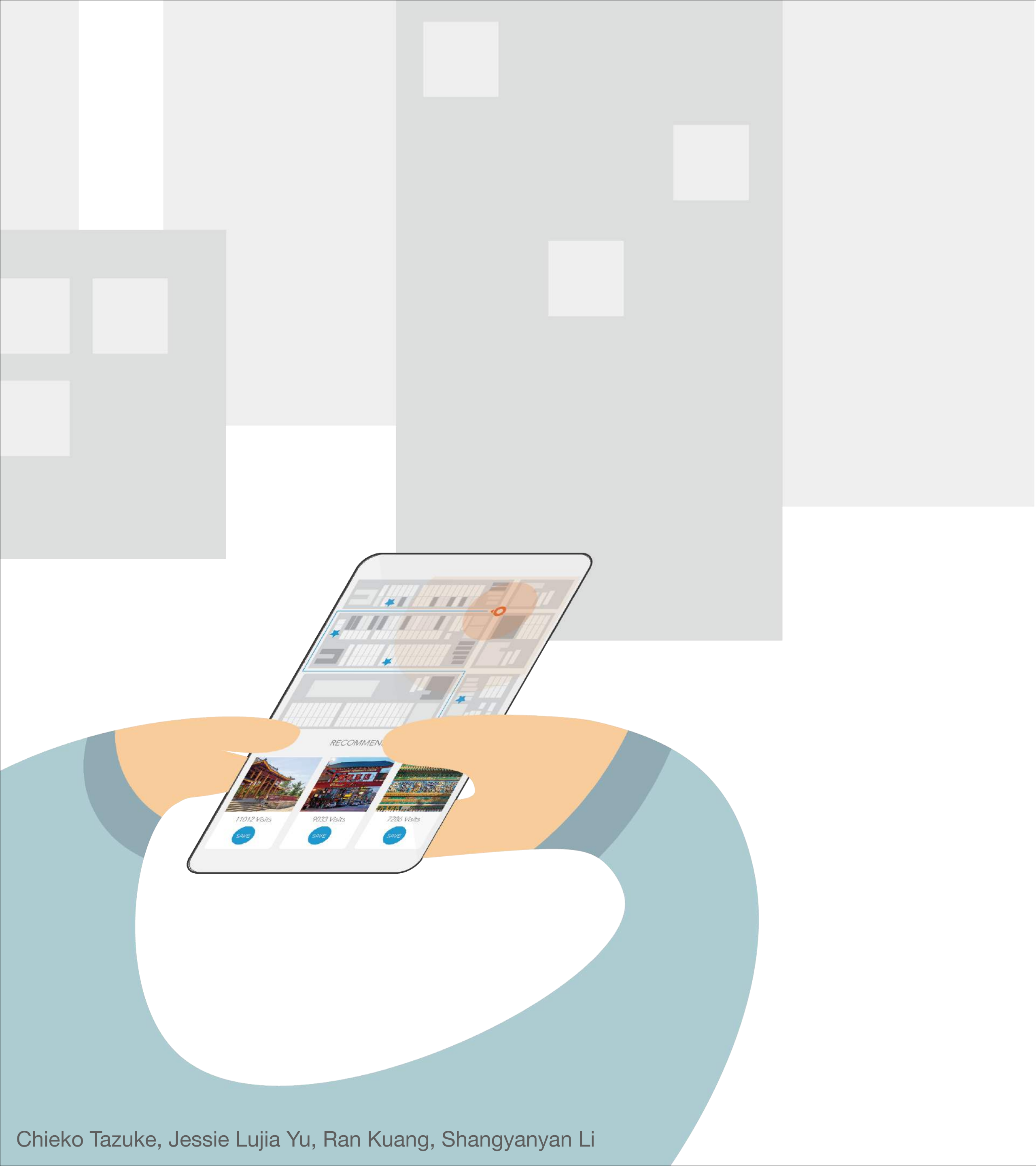




The Wabash Arts Corridor promotes the use of public space as a “living urban canvas”

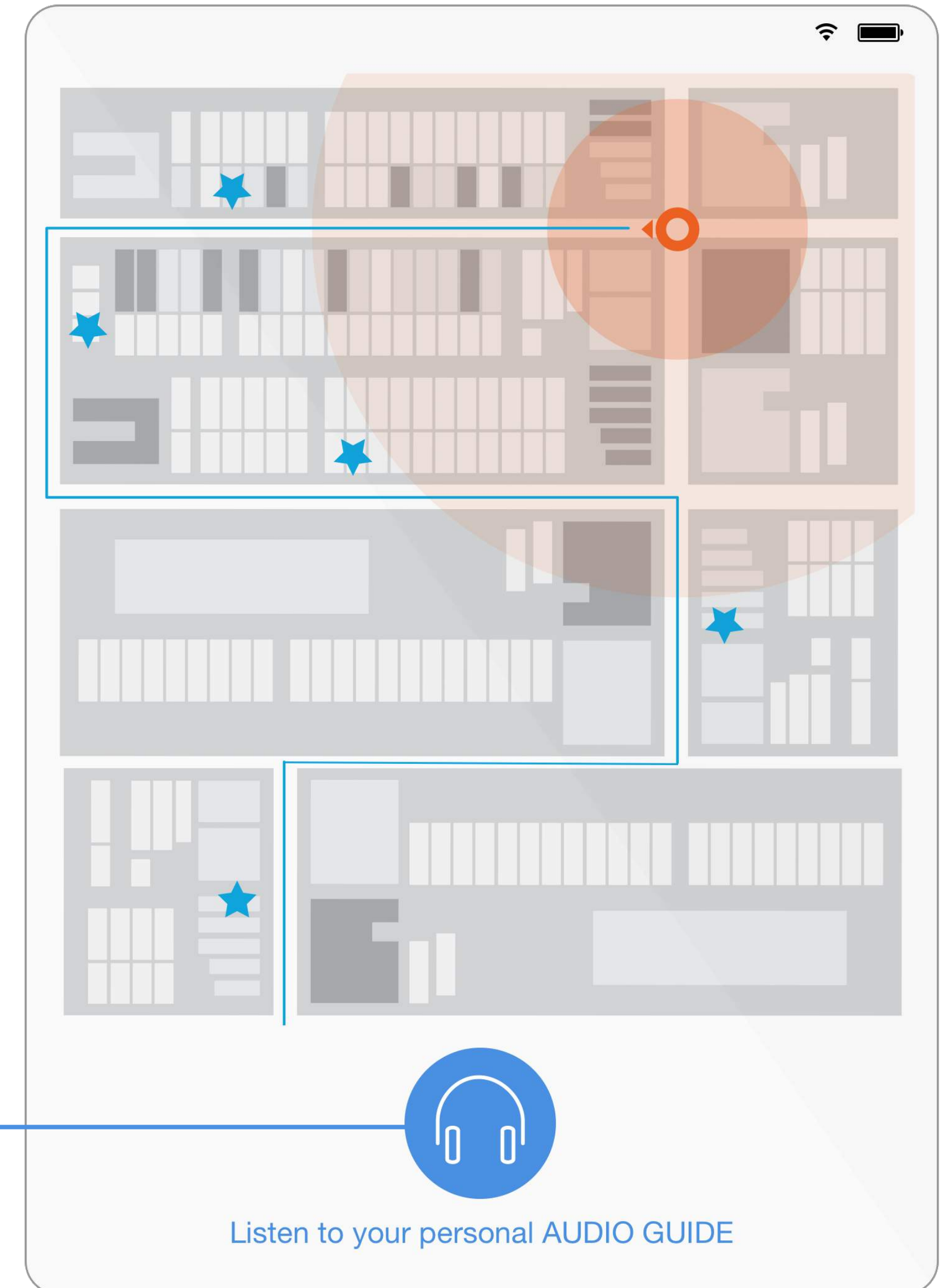
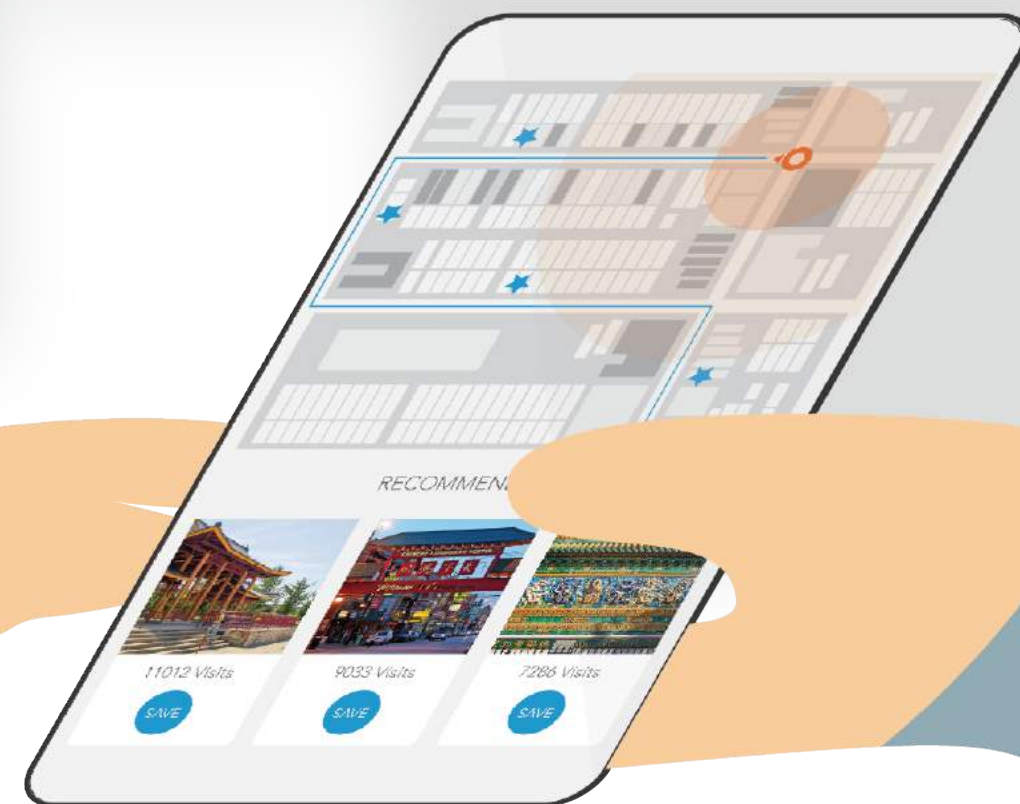
for artists to intersect with the cultural and educational assets of the South Loop.





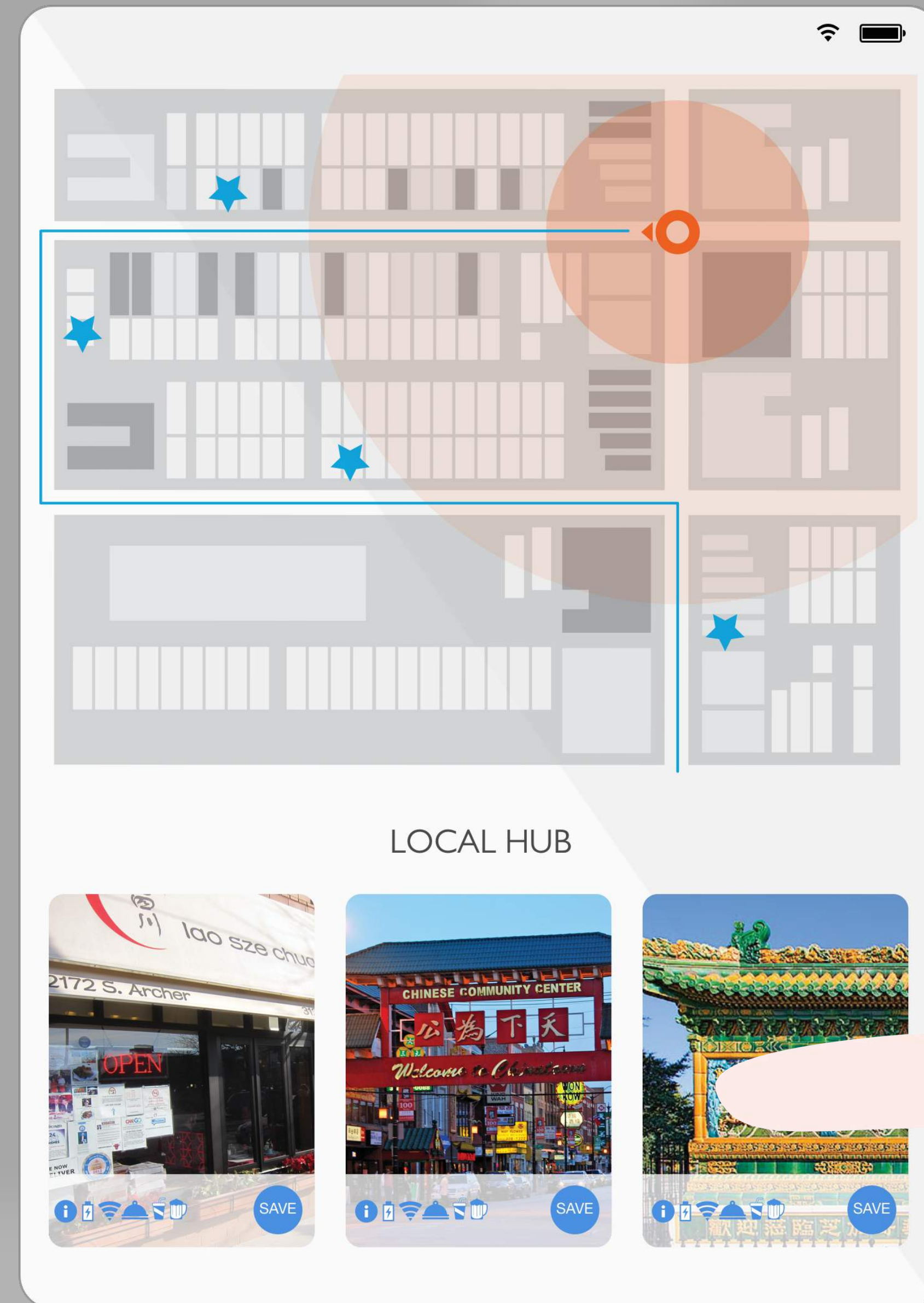
A Bite of China in Chicago

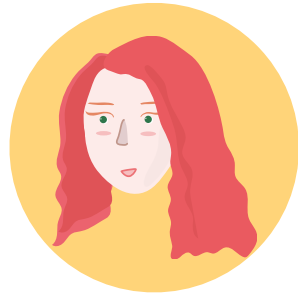
On top of the scenic and artistic routes to take throughout Chinatown, you can look into getting some of the best food that is offered. This is because they have only the finest Chinese dishes. Each of their restaurants uses only the best ingredients, and also aims to please each and every person that walks into their restaurant. Try a bite of tradition by splurging on some of the best Dim Sum, tiny dumplings, and roasted pork throughout the city.












Amy and her local guide



BRUCE LEE

FROM

9:00AM

TO

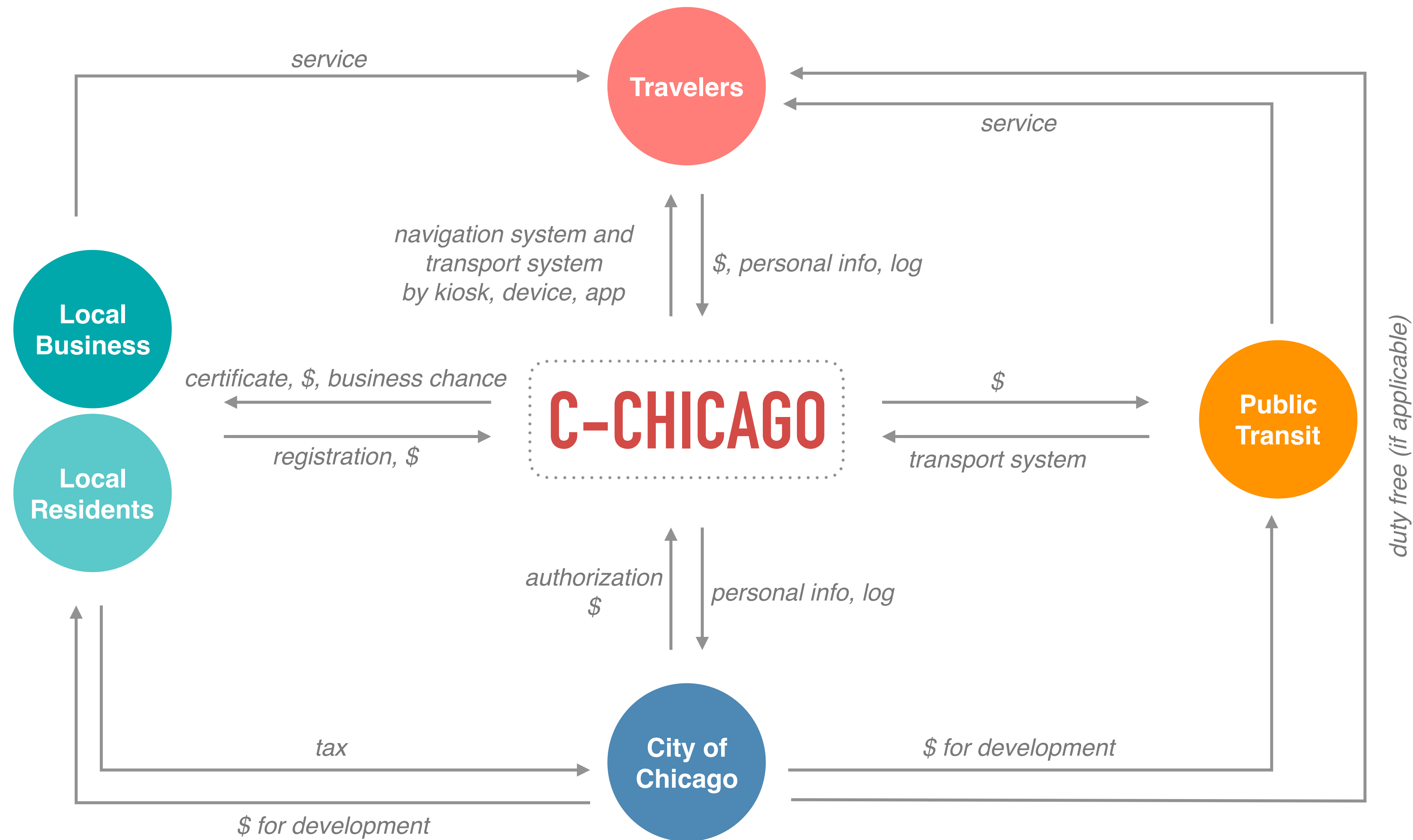
12:00AM

REQUEST



So, how does the system work?

Value Map



Road Map

SHORT TERM
(0-2 YEARS)

TECHNOLOGY

- App development
- Geolocation
- Wifi at stations

OFFERINGS

- Website
- App
- New functions to old kiosks
- Decoration of trains and stations
- 3-4 local hubs
- Digital gift

PARTNERS

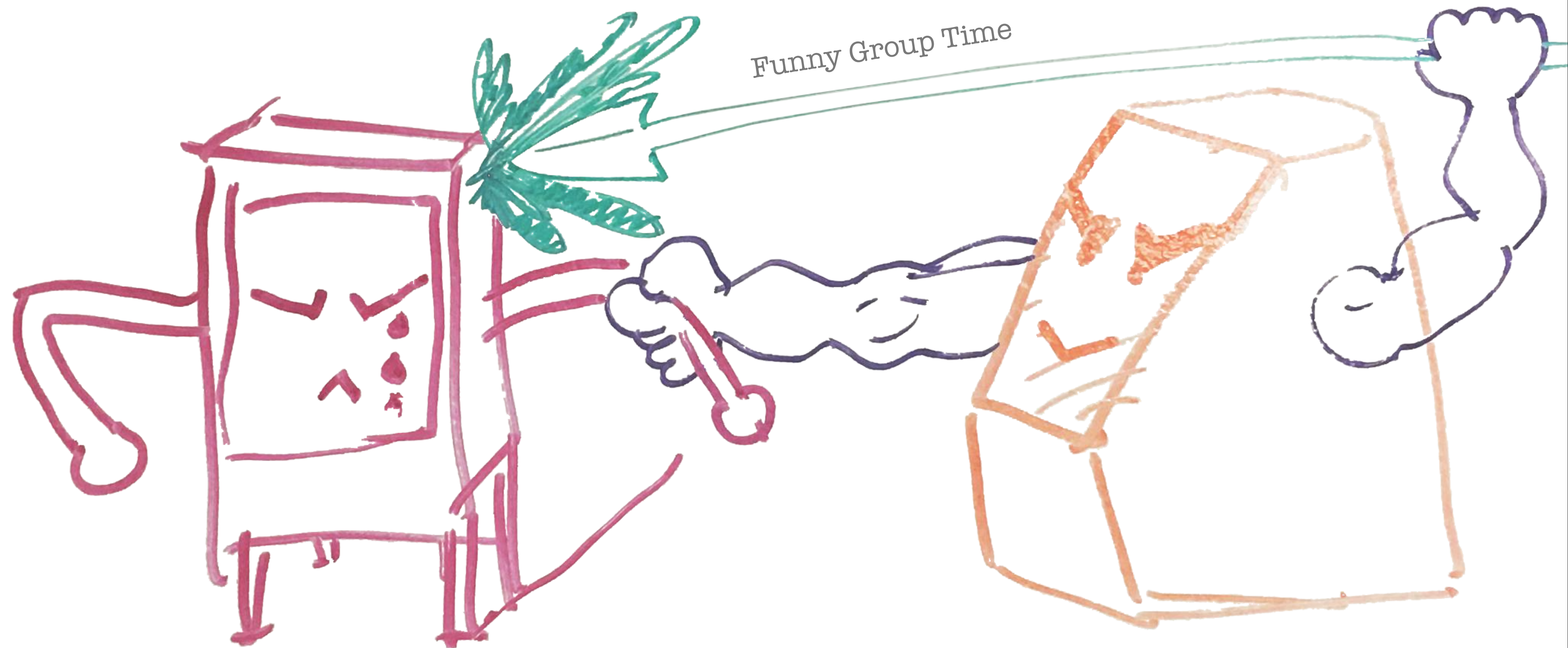
- Google map
- CTA
- 3-4 selected local hubs

SCOPE

2 Neighborhoods
in Chicago

THANK YOU!

Chieko Tazuke, Jessie Lujia Yu, Ran Kuang, Shangyanyan Li



Q&A



APPENDIX 1

TRANSPORTATION

DESIGN PRINCIPLES 1

Help visitors to be learn about our public transportation system, and change CTA service as a mean to commute into one part of the holistic experience visiting Chicago.

Insights one: some visitors perceive CTA train as special and experiential because CTA train travels across skyscrapers and special artworks (like graffiti) along the way. However, in between two interesting spots can be boring. Similar things also happen when people are exploring the neighborhoods.

“I like the L train.You can see everything from above.”

“We walk a lot, but Chicago doesn't have long walkable streets.... sometimes you have one (interesting place) here and another one far away, then there's nothing in between.”

Insights Two: people who cannot travel easily sometimes prefer the places which offer holistic services to visitors, but neighborhoods outside of downtown Chicago can't provide this now.

INFORMATION

DESIGN PRINCIPLES 2

Help visitors to get reliable and up-to-date travel information by leveraging local resources and crowdsourcing from visitors to attract visitors to explore neighborhoods which are not well known.

Insights three: some people prefer recommendations from friends, written books, magazines and newspapers to internet search when they choose which neighborhoods and what to do.

“My family uses a guidebook we bought in Japan to find an interesting neighborhood in Chicago.”

“I use Lonely Planet to get information.”

“I visited a Vietnamese market in Old town because I heard it from a friend.”

Insights four: people seek for information from reliable source. The ones who do like Internet search is more into the more up-to-date information.

“I look for good restaurants by New York Times.”

“I like to use TripAdvisor rather than books because the information on the Internet is more up-to-date.”

PERCEPTION

DESIGN PRINCIPLES 3

Change people’s misunderstanding of neighborhoods outside downtown Chicago by incenting them to have a visit first through different kinds of incentives and neutral information

Insights five: public transportation in certain neighborhoods in Chicago are perceived as unsafe both because of visitors hear information from others or feel it by themselves. After they experienced it, some people changed their view.

“Before I came to Chicago, I heard that the southern part is unsafe. Then I went there. It turned out to be fine.”

Insights six: There are not enough incentives for visitors to go to some neighborhoods in Chicago, for example souvenirs like well-designed maps or stamps which visitors always like to collect.

“I like to collect local maps and post-cards which could represent the local culture.”

PLANNING

DESIGN PRINCIPLES 4

Help people to make their visit more flexible by providing multiple routes and alternative ways to enjoy neighborhoods, and also giving recommendation according to visitors’ situation

Insights seven: people revise their travel plan just before or during the trip due to sudden changes in circumstances such as weather, but existing travel agencies don’t provide this service.

“I visited the lakeshore because it was snowy on that day and I expected a beautiful snowy lake scenery.”

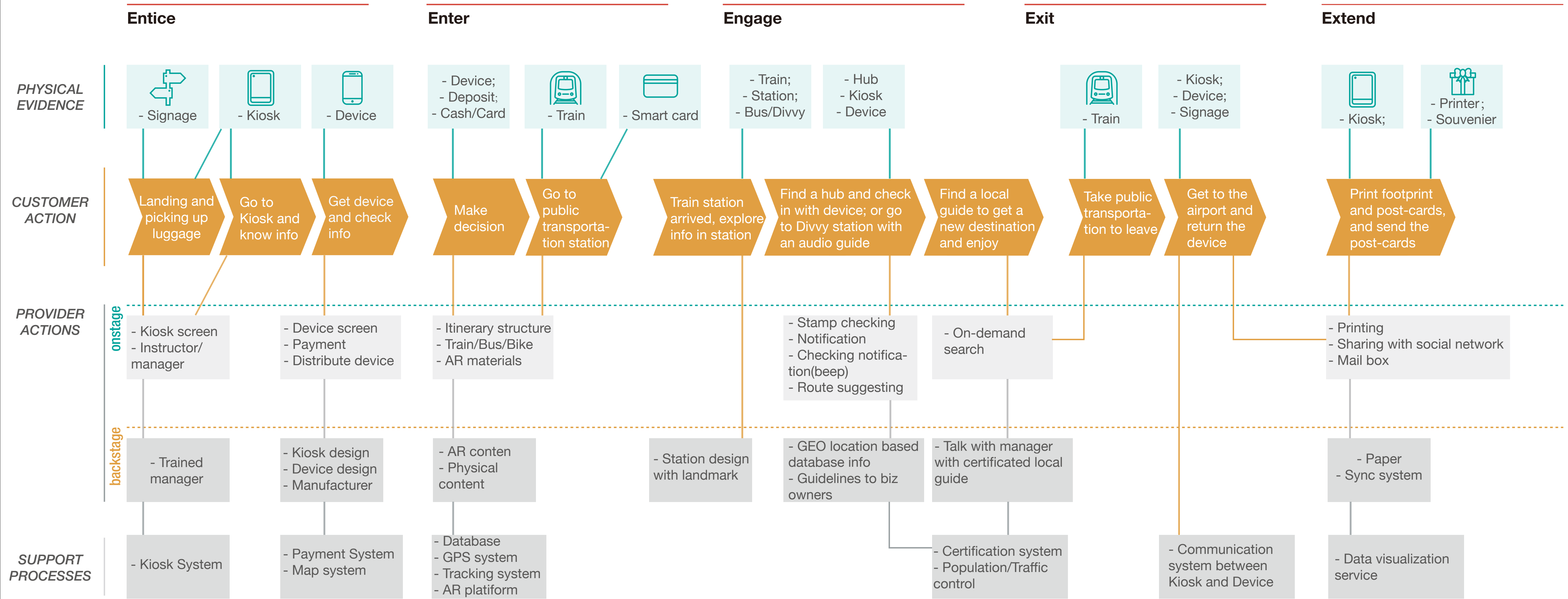
“My family visited a library because it was too cold for our baby.”

Insights seven: sometime, people might just have one specific destination in mind when they are visiting neighborhoods in Chicago. Then it’s hard for them to find other destinations around that.

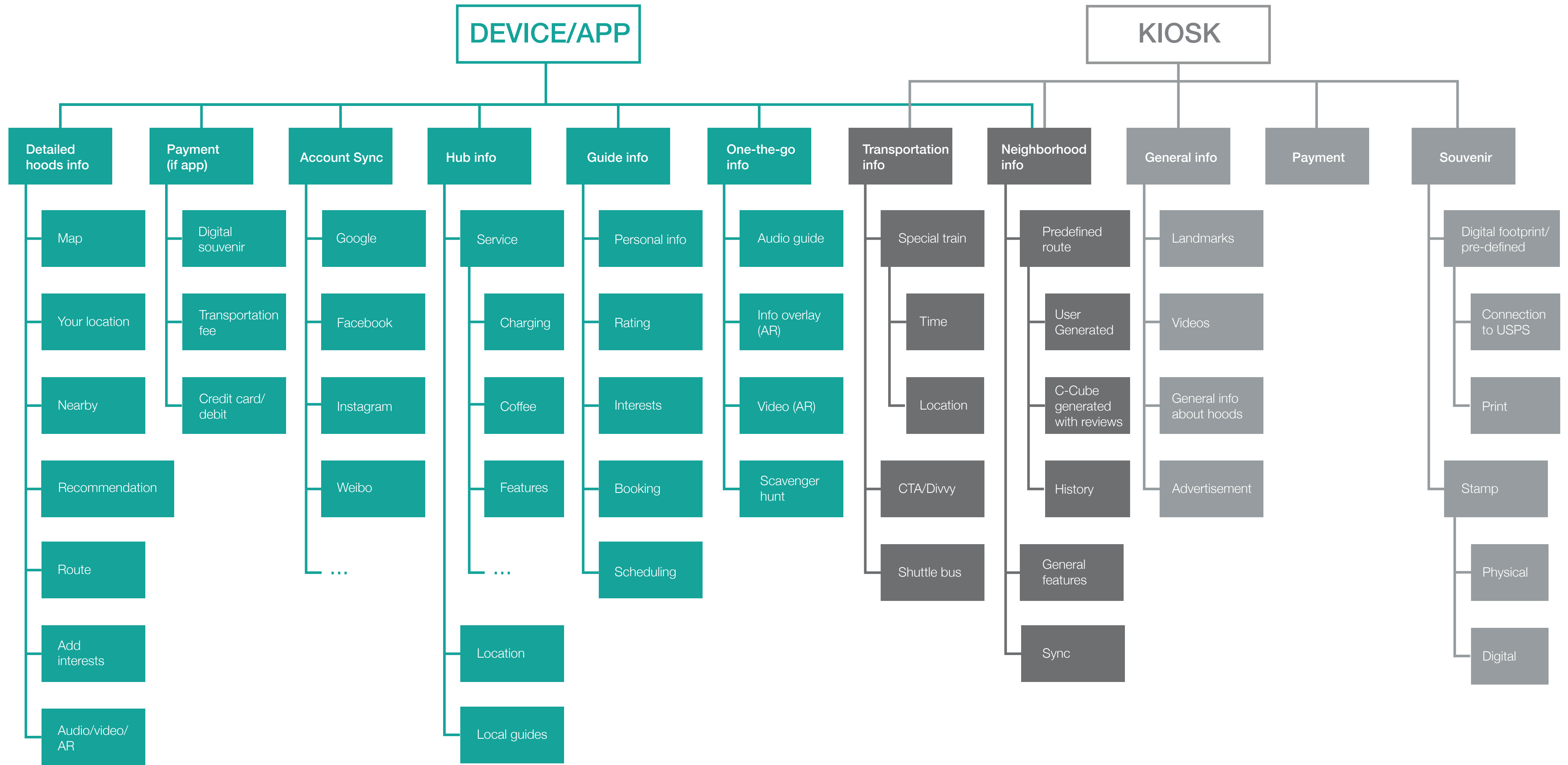
“I go out to visit different neighborhoods almost every weekend, sometimes I just have one plan, like for restaurant, and because I don't know this place, so I don't know other places.”

APPENDIX 2

Service Blueprint (Future)



APPENDIX 3



APPENDIX 4

