

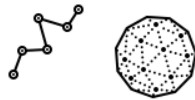
# Case studies

# Dining precinct and retail village

## User and place analysis & Experience design

### Services:

- User and place analysis
- Experience design



### The project

A dining precinct with a difference, the development aims to build a vibrant and welcoming community space, rather than a retail mix, or shopping centre, designed with a focus on social and public purpose.

### Client and project team:

Twohill and James

Twentysix Street Development

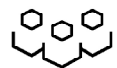
*\*Client has offered to be a reference for our work*

### The process

We conducted in-depth place and customer research across a 5 kilometer radius from the precinct. This meant up-front synthesis of existing user and customer data, a segmentation analysis and place and competitor research across 25+ retail precincts and venues. 20+ hours of one on one in-home interviews with customers helped us identify their habits, routines, needs and aspirations around retail, dining and entertainment, as well as develop a gap analysis of the area. This data served as the basis for an experience blueprint outlining the suggested design, tenant and experience strategy.

### Outcomes

- Considerable cost and environmental impact saving in design and construction through a unique service model for future tenants
- Faster design process through better alignment across client and architect around user needs
- Innovation in the user experience by layering in a retail-as-service component, considering the center's brand, technology, place and service
- Future-proof design by deeply understanding customers and their needs in relation to trends



# Density Diversity Done Well

## Social Housing Demonstration Project

### User & Place analysis, Strategic engagement

#### Services:

- User and place analysis
- Strategic engagement



#### The project

One of 20 social housing demonstration projects, the development sets new standards not just for addressing the 'missing middle' but for true user research and engagement that informs design.

#### Client and project team:

Queensland Government architect, refresh design  
Queensland Department of Housing and Public Works

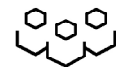
*\*Client has offered to be a reference for our work*

#### The process

Together with the architects and the client we defined a focus of enquiry for our work: shared spaces of residents - historically contested spaces. After a thorough literature review into the psychological aspects of shared spaces and into successful models of housing internationally we developed design principles based around activities, biophilic design and others. Then followed a period of site observations as well as a series of tenant workshops and interviews. The insights from this helped us deliver a successful design strategy that aligned the architect team, two client teams, and other stakeholders such as occupational therapists.

#### Outcomes

- Increased trust between client and architect
- Evidence to support proposed design
- Improved internal relationships for the client due to user-centred, facilitated engagement
- Decreased public risk to the client due to upfront user engagement
- Improved internal client processes due to user and place analysis



# Primary School - Let's Play Strategic Co-Design Game

## User & Place analysis, Strategic engagement

### Services:

- User and place analysis
- Strategic engagement



### The project

This inner-city primary school had a desire to be directly involved in the design of their new school. Young students, parents and teachers all focussed on achieving the best outcome for their purpose-built early learning facility, as well as the connections that it afforded in the context of the campus.

### Client and project team:

Queensland Department of Education  
DM2 Architects

*\*Client has offered to be a reference for our work*

### The process

Over a period of several weeks we undertook user and place research, including ethnographic studies, place/motion studies, interviews and observations. To facilitate user engagement we then designed a research-based co-design game, suitable for pre-literate students aged 4-7. We conducted co-design with 160 students, as well as teachers and parents to arrive at over 900 data points. After analysis, these were distilled into insights across 5 categories, informing the brief. The game will now be submitted as an Australian showcase for exemplary community engagement and it has gathered interest from educational researchers.

### Outcomes

- Positive reputational/brand outcomes for the architect and the school due to thorough community involvement
- Smoother design process through early user engagement and involvement
- Staff morale uplift and student learning by engaging in the design process
- Better design- and social outcomes for the community through direct involvement of users



# Public safety behaviour in North Queensland

## User & Place analysis, Strategic engagement

### Services:

- User and place analysis
- Strategic engagement



### The project

The Government needed to understand how residents and tourists understand and act on safety messages in public places. Focusing specifically on the outdoors and people's interactions with the natural environment we needed to analyse and then develop a strategy to positively affect safety behaviour.

### Client and project team:

Queensland Department of Environment

### The process

Over a period of two months we conducted in-depth place and people research in over 20 locations across North Queensland. We held over 40 in-depth interviews with people from different demographics and contexts in their homes and places of work and leisure. This included people who had just moved there, who engage with the outdoors on a daily basis, or who rarely do so, who make a living of the outdoors or who engage with it as part of community groups.

We tested the visual and cultural cues (semiotics research) that are present in the environment and what types of behaviours they lead to. Based on the research we then designed a strategy for further engagement and action within the department.

### Outcomes

- Deep insights into client's customer groups in relation to their strategies to affect their behaviour
- Practical solution to address public behaviour in relation to place, communication and community engagement

