

Participation in Public Places

Ermöglichungsflächen at Seestadt Aspern

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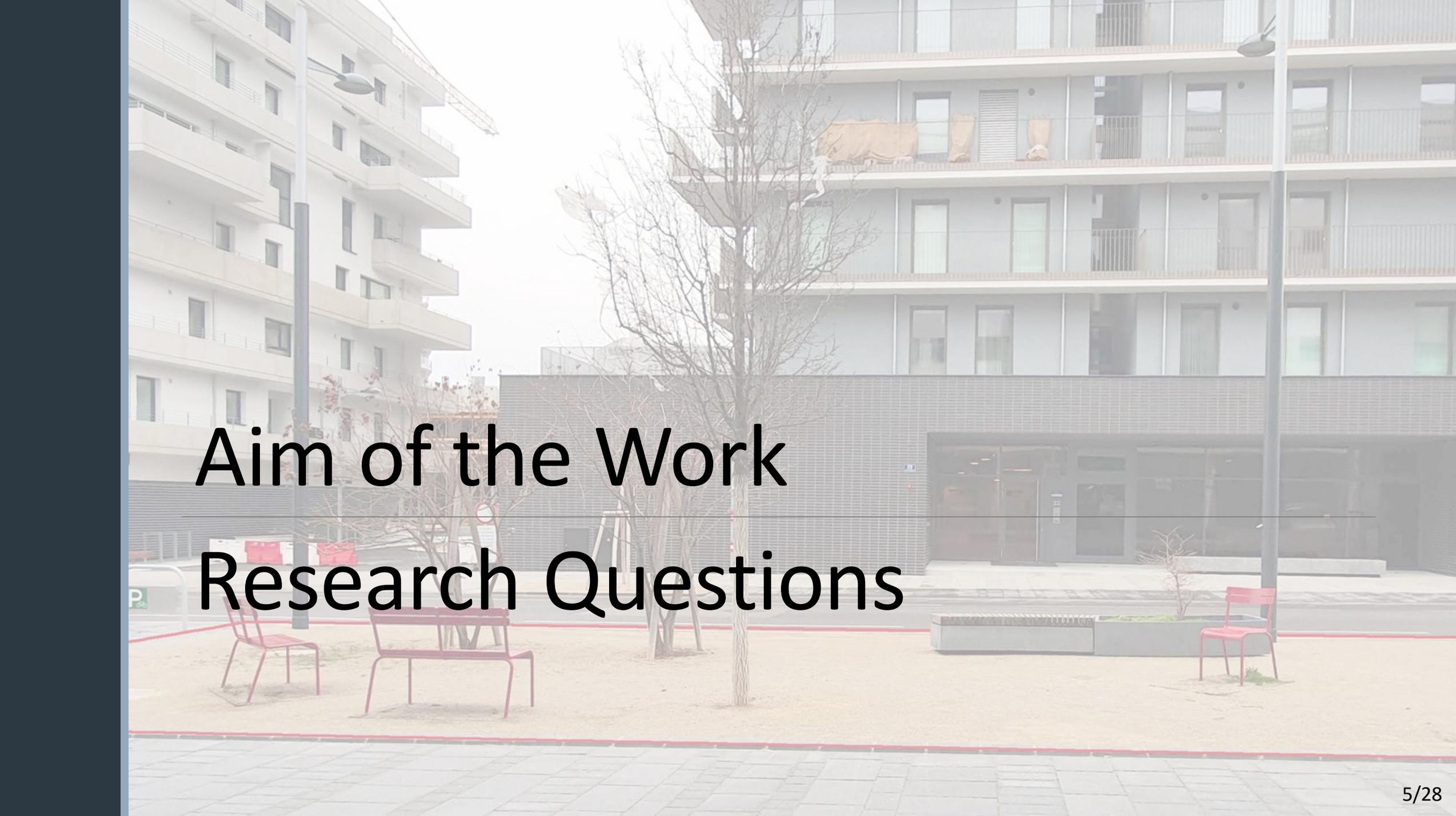


Problem Statement

- *Ermöglichungsflächen*
 - Seestadt Aspern
 - Residents should be making use of these areas one to two years after first occupancy [1]
 - First occupancy: 2014 [2]
- Designing of *Ermöglichungsflächen* is an interdisciplinary task [1, 3]
- Different stakeholders [1]
- Worldwide problem (see Project for Public Space [4])



📍 Maria-Tusch-Straße 27 at Seestadt Aspern (picture taken on 2020-01-24)



Aim of the Work

Research Questions

Investigate

- ➔ **Research Question 1:** Which preconditions need to be established to create and implement a sustainable socio-technical system in a public space?

Create Awareness

- ➔ **Research Question 2:** How can people be made aware of and be motivated to use public space in a sustainable way?

Promote Participation

- ➔ **Research Question 3:** Which technological solutions can support these processes, and what functionalities should such a technological solution have?



Methodological Approach

Literature Research

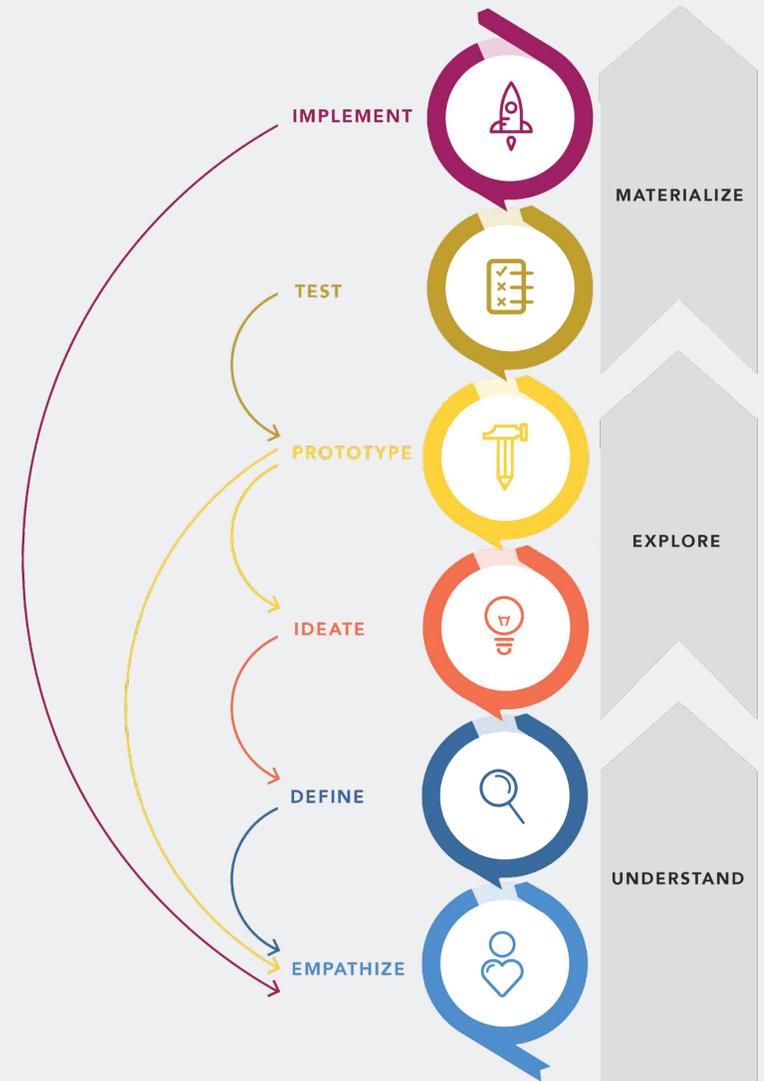
- Creating the basis for answering the RQs

Understanding & Exploration (empathize, define, ideate)

- Collecting information about the user (user problems, user needs) and developing ideas [5]
- *Methods used:* Expert Interviews, Online Survey, Observation, Interviews

Exploration & Materialization (prototype, test, implement)

- Idea and vision for the product and user testing [5]
- *Methods used:* Explorative Prototyping, User Testing, Thinking Aloud



Design thinking process used by the Norman Nielson Group.
Own representation after [5].



Results

Literature Research

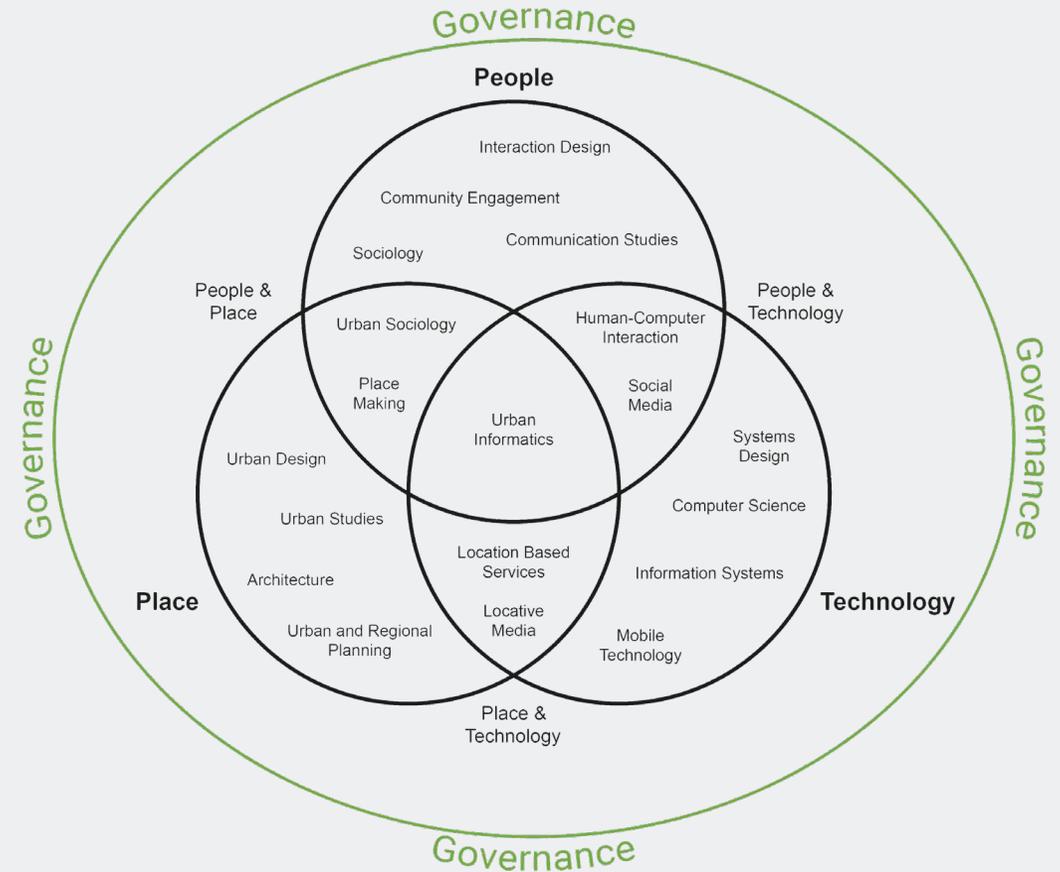
Urban development [6, 7]

- Public space [1, 3]
- *Ermöglichungsflächen* at Seestadt Aspern [1, 3, 8]
- Submission of a project [9, 10]

Participation, co-creation [3, 11-15] & appropriation [16-18]

Connection between People, Place & Technology

- Placemaking [4, 19, 20],
- Urban informatics [14, 21-24]



People, place, and technology extended by governance. Author's own representation based on Marcus Foth [24, p. 32]

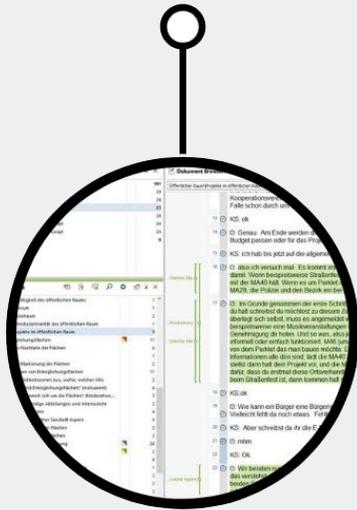


Results

Understanding & Exploration

User Research Methods

Expert Interviews



Observation

Online Survey



Interviews

Expert Interviews

- Six expert interviews
 - Two landscape architects
 - Martin Hofmann of Grätzloase
 - Dr. Brigitte Vettori of Space and Place (cultural and social anthropologist)
 - DI Sabine Gstöttner of Inspirin (landscape architect)
 - Mag. Jan Peters-Anders of AIT and Smarticipate
- Semi-structured interviews
- *Qualitative data*: Thematic analysis based on Brown and Clarke [25, 26]

The screenshot displays the MAXQDA software interface for thematic analysis. It features three main panels:

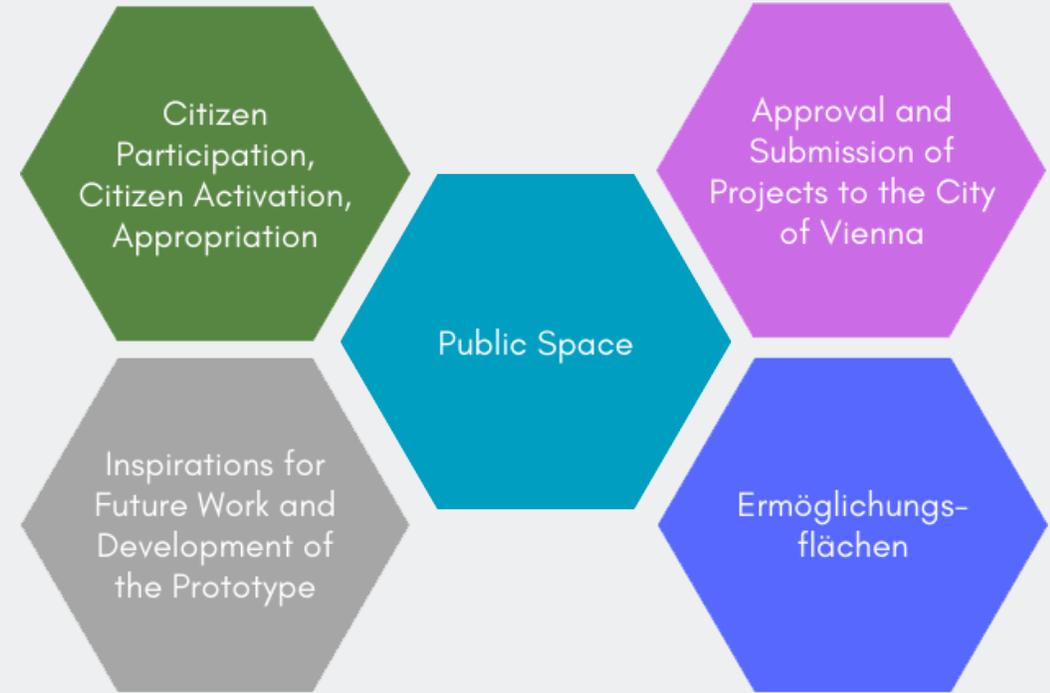
- Liste der Dokumente (Document List):** A table listing six expert interview transcripts (expert-interview-1-transcript to expert-interview-6-transcript) with their respective word counts (e.g., 39, 26, 23, 30, 49, 24).
- Liste der Codes (Code List):** A hierarchical list of codes used for analysis, such as 'Wichtigkeit des öffentlichen Raums', 'Konsum', 'Sozialraum', 'Interdisziplinarität des öffentlichen Raum', 'Projekte im öffentlichen Raum', 'Ermöglichungsflächen', 'Vor/Nachteile der Flächen', 'CI', 'Markierung der Flächen', 'Namen von Ermöglichungsflächen', 'Möglichkeitsszonen (wo, wofür, welches MA)', 'Was sind Ermöglichungsflächen? (Instrument)', 'Wer kümmert sich um die Flächen? (Moderation,...)', 'Zuständige Abteilungen und interessierte', 'Bericht-inspirin', 'Initiativen/Partner Seestadt Aspern', 'Umwindung der Flächen', and 'Wünsche/Ziel der flächen'.
- Dokument-Browser (Document Browser):** A view of a specific transcript ('expert-interview-3-transcript') showing a text snippet with highlighted segments and green brackets indicating code assignments. The text includes phrases like 'Kooperationsvereinbarung', 'KS: ok', and 'I3: Genau. Am Ende werden Budget passen oder für das'.

Thematic analysis using MAXQDA

Expert Interviews

Results

- Submission of a project takes up to six weeks
- Motivate the inhabitants and create awareness of projects / events
- Exchange between all stakeholders → people need to be informed about decisions & processes
- Appropriation does not happen over night
- Corporate Identity is important (does not exist for Ermöglichungsflächen)



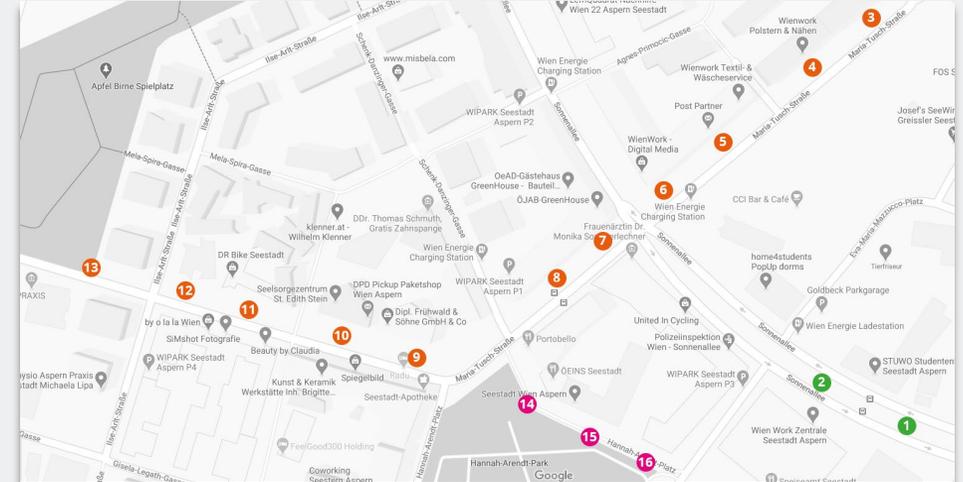
Results of thematic analysis

Observation

- Two observations on two different days (24.01. & 13.02.2020)
- Obs. 1: all *Ermöglichungsflächen*
- Obs. 2: Maria-Tusch-Straße 5, Hannah-Arendt-Platz 1

Results

- *Locations*: 16 areas – Maria-Tusch-Straße, Sonnenallee, Hannah-Arendt-Platz)
- *Basic facilities*: underground, water dispenser, vegetation, seating
- People-Place-Technology
 - Inhabitants are not using the areas
 - Artifacts used: mobile phones, cameras, video cameras and headphones



📍 Ermöglichungsflächen at Seestadt Aspern (own representation)



📍 Sonnenallee



📍 Maria-Tusch-Straße



📍 Hannah-Arendt-Platz

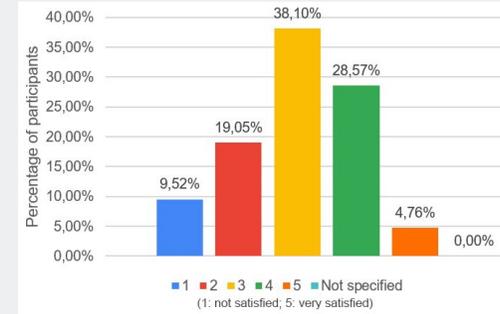
(pictures taken on 2020-01-24)

Online Survey

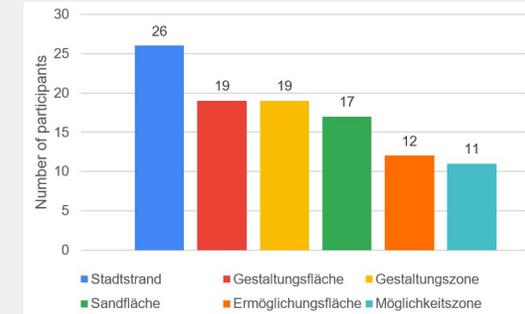
- Open and closed questions (qualitative and quantitative data)
- *Analysis*: thematic and statistical analysis (qualitative and quantitative data)

Results

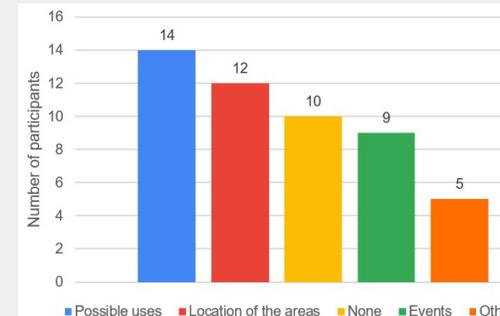
- 69 people, 21 of whom lived in Seestadt Aspern
- *Ermöglichungsflächen* are perceived rather negatively
 - More trees/plants
 - Do not like the water-bound sand surface



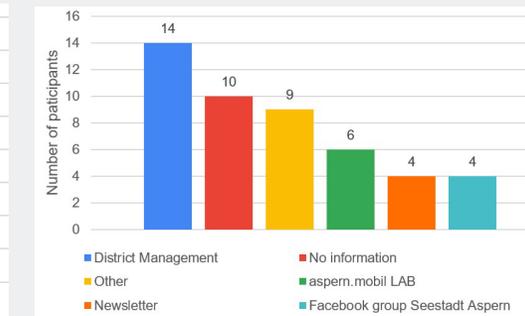
Q: How satisfied are you with the design of the public space at Seestadt Aspern?



Q: Which term do you know?



Q: What information have you received regarding these areas?



Q: How did you receive this information?

Interviews

- Five interviews
- Semi-structured interviews
- *Qualitative data*: Thematic analysis

Results

- Involvement
 - The participants are not involved in their district
 - They go to events and inform themselves about what is happening
 - Source of information: wives, Facebook, newspapers and posters

The screenshot displays the MAXQDA software interface for thematic analysis. It is divided into three main panels:

- Liste der Dokumente (Top Left):** A tree view showing five interview documents (1.interview to 5.interview) and a 'Sets' folder. Document 4.interview is selected and highlighted in blue.
- Liste der Codes (Bottom Left):** A hierarchical code system. The 'Involviert' code is selected and highlighted in blue. Other codes include 'Fragen zur App', 'Technologie', 'Ermöglichungsflächen', and 'Involviert' with sub-codes like 'Partizipationsmöglichkeiten', 'Grundidee', 'Technologie im öffentlichen Raum', etc.
- Dokument-Browser: 4.interview (35 Absätze) (Right):** A vertical timeline view of the selected document. It shows segments of text with associated codes. The 'Involviert' code is applied to segments 9-10, 11-12, and 13-15. The 'Technologie im öff...' code is applied to segments 16-17. The '..Infoscreens/intera...' code is applied to segments 19-20 and 21-22. The 'Technologie' code is applied to segment 22. The text segments are:
 - 9: wohn noch nie
 - 10: • Es hängt aber
 - 11: • Sie geht dann
 - 12: Gestaltest du mit? Oder eher
 - 13: • Eher passiv. „V
 - 14: Moment schlie
 - 15: Würdest du bei Gestaltungen
 - 16: • „Je nachdem v
 - 17: • Man kann neu
 - 18: mitgemacht. B
 - 19: ein besseres C
 - 20: Technologie im öffentlichen
 - 21: • „Kommt darau
 - 22: irgendwo neu
 - 23: • Der Informati
 - 24: Informationssand mit Displa
 - 25: • Ja, sie würde s
 - 26: kennt so etwa
 - 27: Nur Informationen oder auch
 - 28: • Gestalten ist z
 - 29: konservativ. H

Thematic analysis using MAXQDA



Results

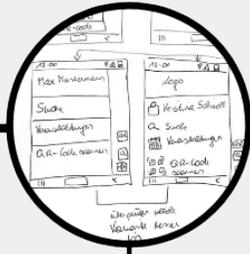
Exploration & Materialization

Prototyping

Features and
Functionality



Sketches



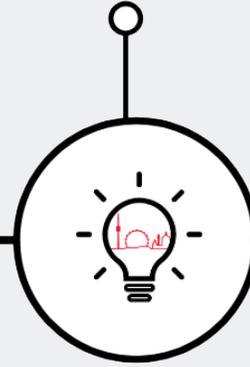
Low Fidelity
Prototype



High Fidelity
Prototype



Corporate
Identity

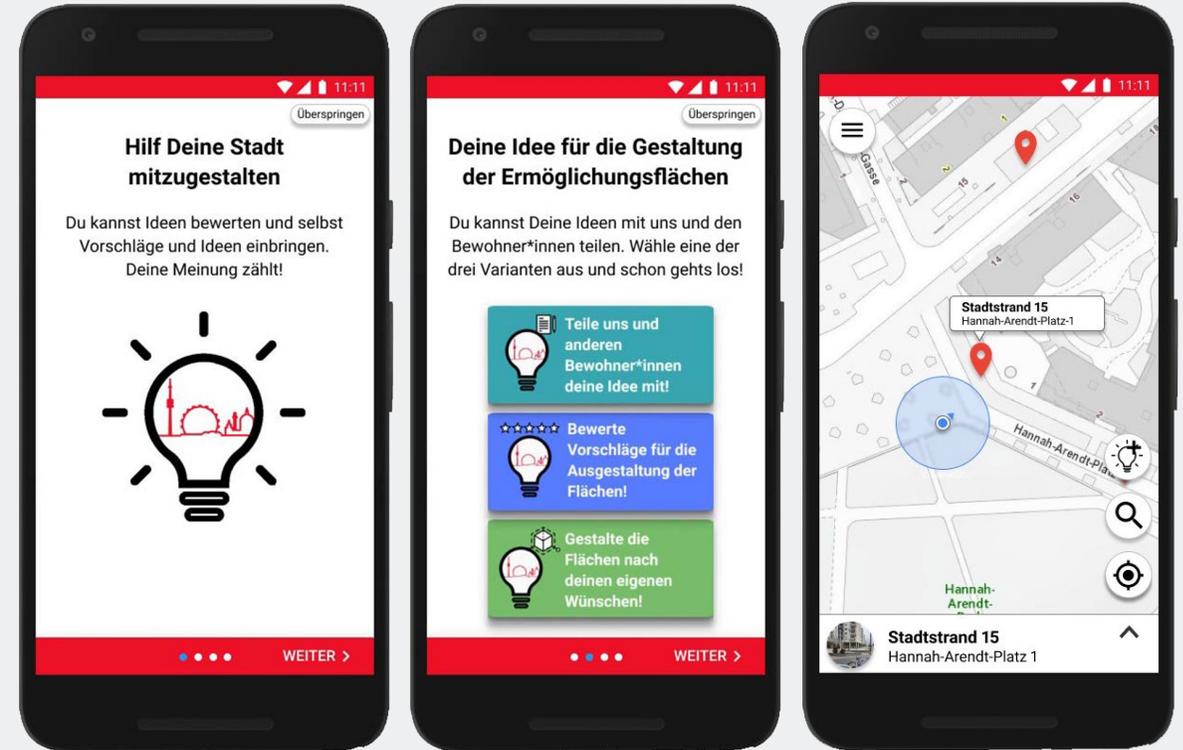


Final Prototype



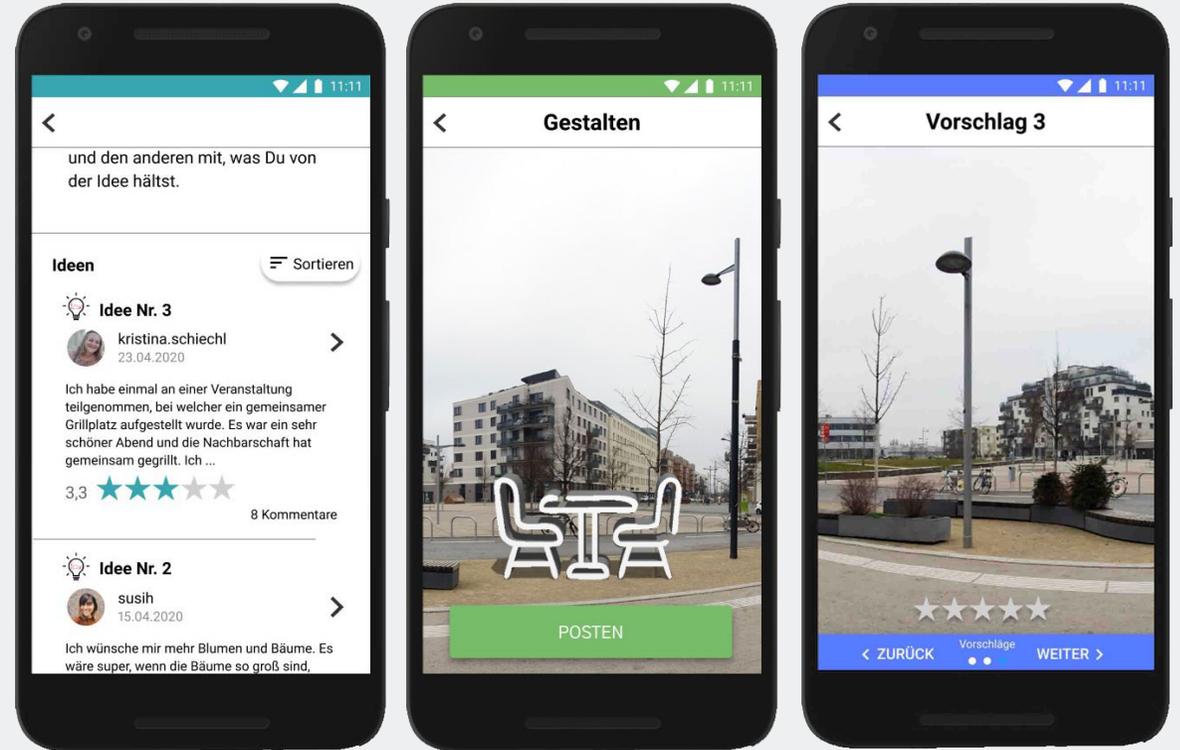
Main Functions of the App

1. Visualization and information about *Ermöglichungsflächen*
2. Experiencing the design of *Ermöglichungsflächen*
3. Event calendar
4. Notifications



Main Functions of the App

- 5. Citizen participation and co-creation
 - a. Writing down/submitting the idea
 - b. Designing the *Ermöglichungsflächen*
 - c. Reviewing different design options





Analysis & Discussion

RQ 1: *Which preconditions need to be established to create and implement a sustainable socio-technical system in a public space?*

- ➔ • Connection between People-Place-Technology-Governance
- Stakeholders (Magistrates, departments, citizens)

RQ 2: *How can people be made aware of and be motivated to use public space in a sustainable way?*

- ➔ • Participation, Appropriation and Co-Creation
- Placemaking

RQ3: *Which technological solutions can support these processes, and what functionalities should such a technological solution have?*

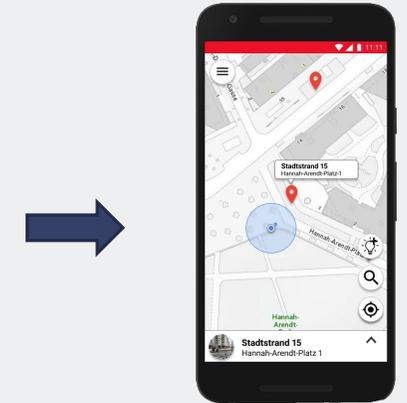
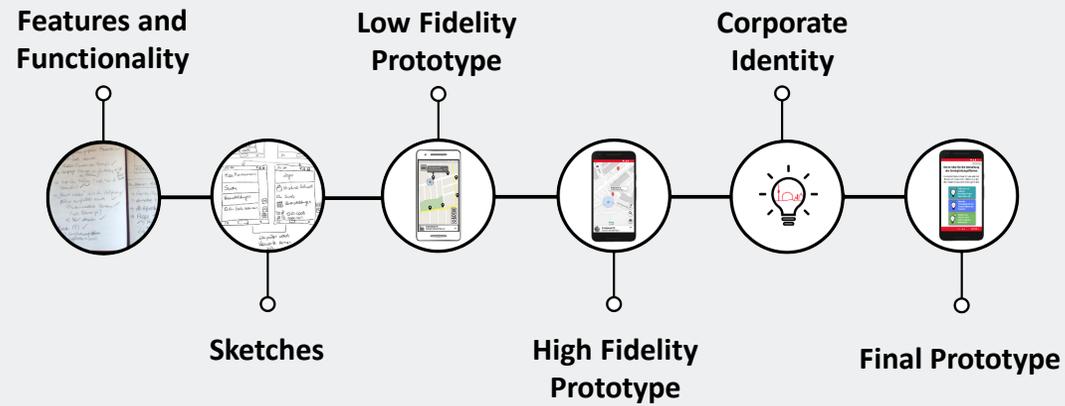
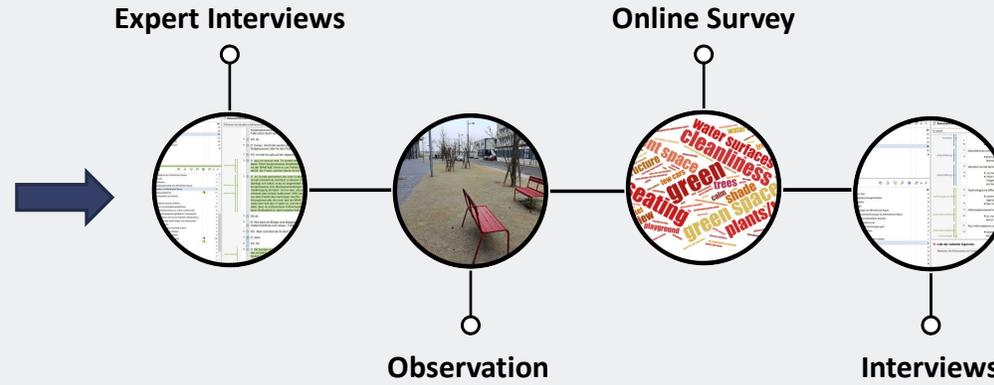
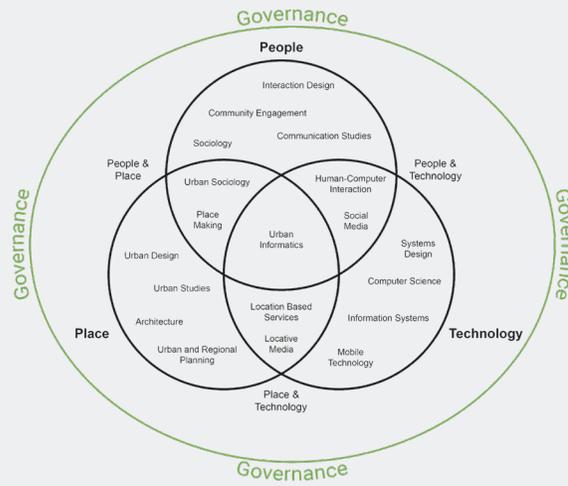
- ➔ • Urban informatics
- Promote placemaking and create a sense of place
- Exchange between all stakeholders
- Transparency

Future Work

- Marking of the Ermöglichungsflächen
 - Logo and QR-Code
- Creating a quiz about Ermöglichungsflächen
- Placemaking process of Project for Public Space (PPS) should be applied [27, 28]
- Implementing the app
- Planning more observations (different days of the week and at different times of day)
- Testing the app with different stakeholders
- Increasing sample size for further testing

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Thank you for your attention!