

TEMPE TOWN LAKE

Observation and Analysis

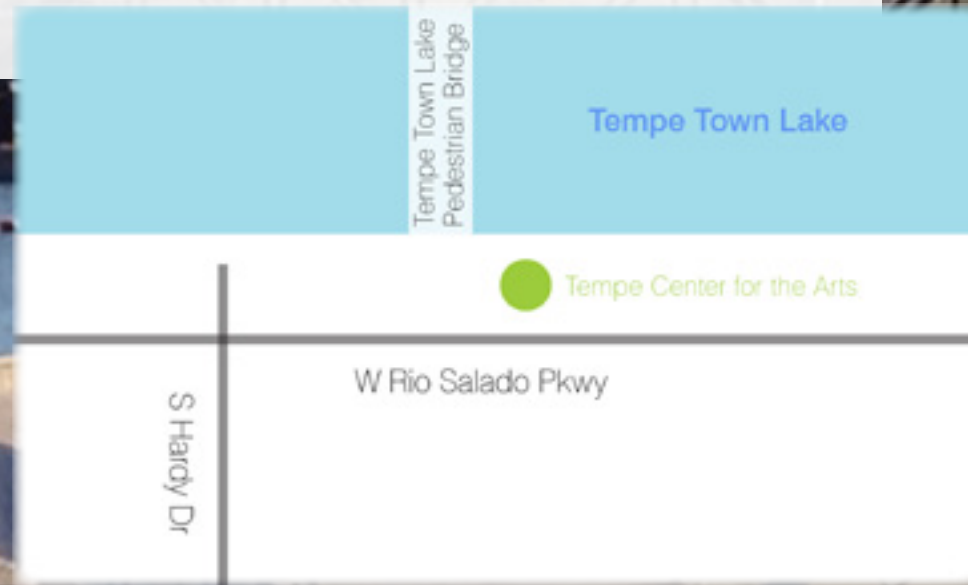
Ellen Lerner & Vicky Hsu

DSC501 February 29, 2012



INTRODUCTION

In the heart of the city, Tempe Town Lake welcomes millions of visitors each year. Visitors and locals spend their time enjoying nature, recreational boating, walking, running, biking and fishing.



RESEARCH METHODS

Site visit observations were conducted at the east end of the pedestrian bridge.





January 16, 2012 from 4:00 to 7:00 p.m.

Tools Used






Field notes: paper, pen and computer

Photos: camera phones

1.1 Asset Inventory
Tempe Town Lake, 1/16/2012
Handed for subject #

PHOTO Subject #	PHOTO
2.	
3.	
4.	
5.	

DSC-501 CHAPTER 2.1 ANY ZOOKEEPING

PHOTO Subject #	PHOTO	DESCRIPTION	APPROX. DATE	APPROX. TIME
10		Person walking on bridge railing.	1/16/2012	4:00 PM
11		Person walking on bridge railing.	1/16/2012	4:15 PM
12		Person walking on bridge railing.	1/16/2012	4:30 PM
13		Person walking on bridge railing.	1/16/2012	4:45 PM
14		Person walking on bridge railing.	1/16/2012	5:00 PM
15		Person walking on bridge railing.	1/16/2012	5:15 PM
16		Person walking on bridge railing.	1/16/2012	5:30 PM
17		Person walking on bridge railing.	1/16/2012	5:45 PM
18		Person walking on bridge railing.	1/16/2012	6:00 PM
19		Person walking on bridge railing.	1/16/2012	6:15 PM
20		Person walking on bridge railing.	1/16/2012	6:30 PM
21		Person walking on bridge railing.	1/16/2012	6:45 PM
22		Person walking on bridge railing.	1/16/2012	7:00 PM

KEY FINDINGS

Artifact Typology

Lake users' artifacts perform often overlapping roles as:

AMBIANCE CREATORS: cell phones • iPod or mp3 players • watches • cameras • photo equipment • hats • glasses: no lenses • make up • sports attire • drinking cups • tackle box • skateboards • bicycles • bike with training wheels • scooters • baby strollers • child's doll • dog leash • pet stroller • pet toys • fishing poles • extra dress attire • western attire

IDENTIFIERS: cell phones • iPod or mp3 players • watches • cameras • photo equipment • hats • glasses: vision • sunglasses • glasses: no lenses • make up • jackets • sports attire • shoulder bags • hand bags • tackle box • skateboards • bicycles • scooters • child's doll • pet stroller • fishing poles • extra dress attire • western attire

RECREATORS: cell phones (camera) • iPod or mp3 players • cameras • photo equipment • glasses: no lenses • sports attire • bike basket • water bottles • tackle box • skateboards • bike helmets • bicycles • bike with training wheels • scooters • baby strollers • child's doll • dog leash • pet stroller • pet toys • fishing poles

FUNCTIONAL ASSISTORS: cell phones • watches • glasses: vision • hats • sunglasses • jackets • shoulder bags • handbags • bike basket • water bottles • drinking cups • tackle box • skateboards • baby strollers • dog leash • pet strollers • western attire



KEY FINDINGS

Biaxial Map - Actors

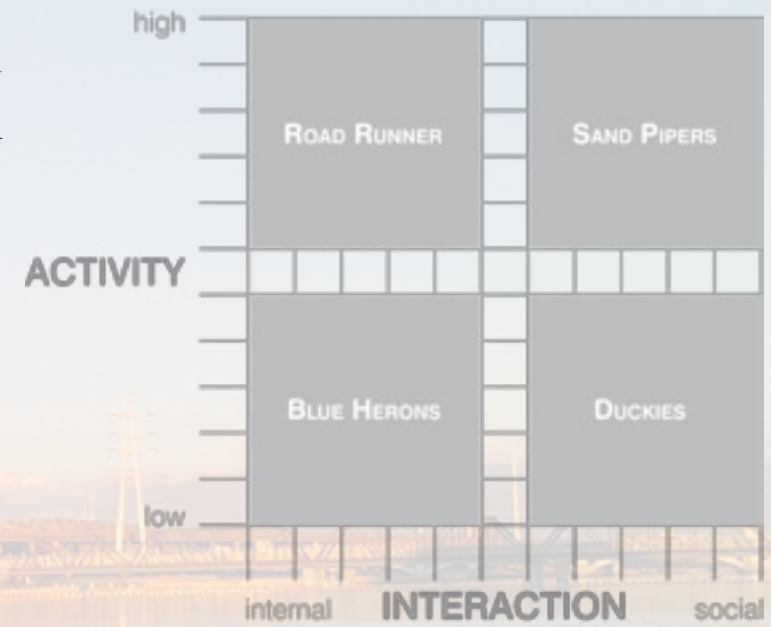
The lake provides an atmosphere for a broad range of interaction and activity: From people who are internally focused with very low levels of physical activity, to socially engaged people with very high levels of activity.

Blue Heron: The Blue Herons are internally-oriented, low-activity individuals such as solo fisher-people, photographers or seated observers.

Roadrunner: The Roadrunners are internally-oriented, high-activity individuals such as solo runners, bike riders or dog-walkers.

Duckies: The Duckies are socially-oriented, low-activity individuals such as coupled walkers, or groups chatting while taking pictures of each other or pushing baby strollers.

Sand Pipers: The Sand Pipers are socially-oriented, high-activity individuals such as such as children chasing each other or groups and couples of runners and bike riders.



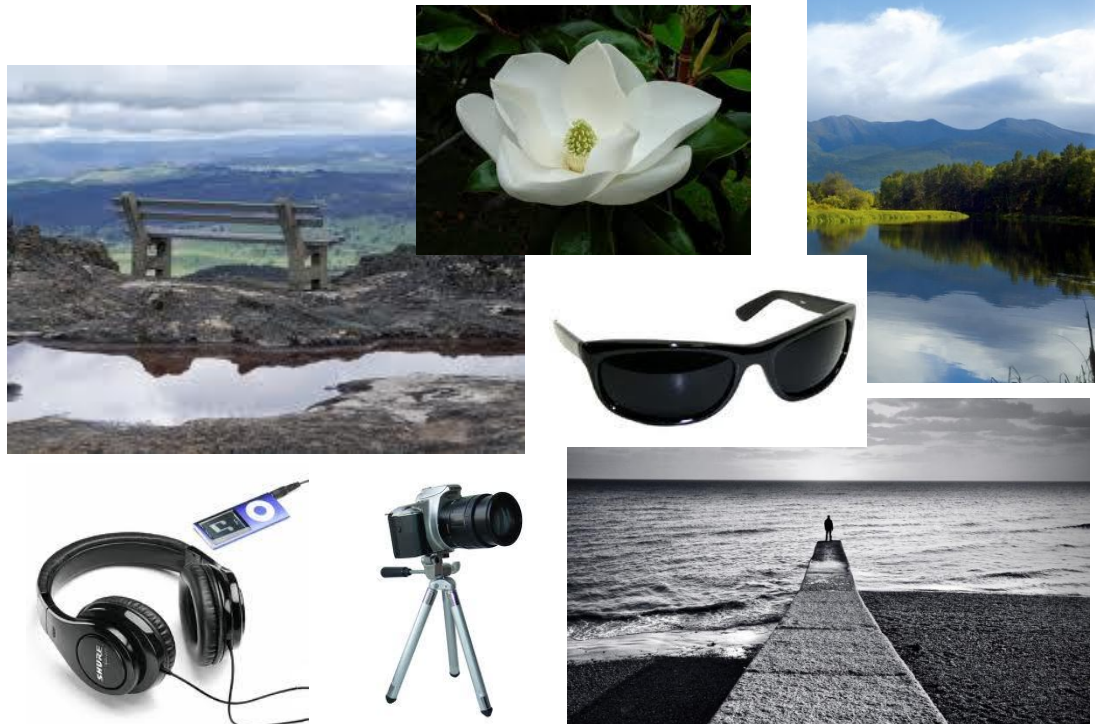
KEY INSIGHTS

What are the key characteristics of actors at the Tempe Town Lake?



Tempe Town Lake

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Blue Heron

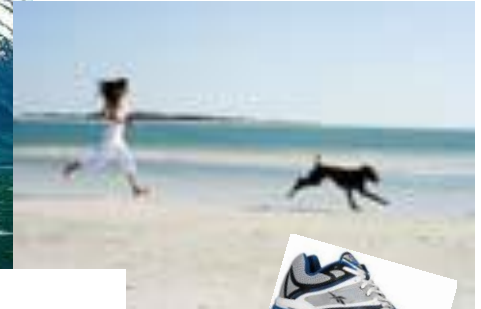
The Blue Herons are internally-oriented, low-activity individuals such as solo fisher-people, photographers or seated observers.



Still
 Nature-gazer
 Observer Solo
 Contemplative

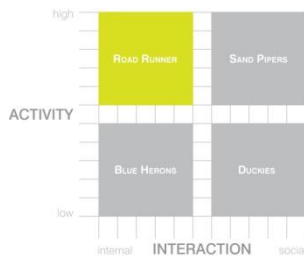
Tempe Town Lake

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Roadrunner

The Roadrunners are internally-oriented, high-activity individuals such as solo runners, bike riders or dog-walkers.



Self-directed

Fast Nature-appreciator
 Independent
 Moving

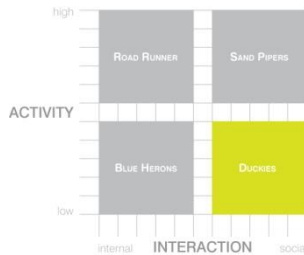
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Duckies

The Duckies are socially-oriented, low-activity individuals such as coupled walkers, or groups chatting while taking pictures of each other or pushing baby strollers.



Nature-enjoyer

Socializer



Ambler Together Slow

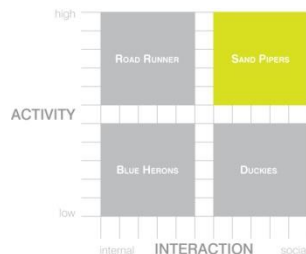
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Sand Pipers

The Sand Pipers are socially-oriented, high-activity individuals such as children chasing each other or groups and couples of runners and bike riders.

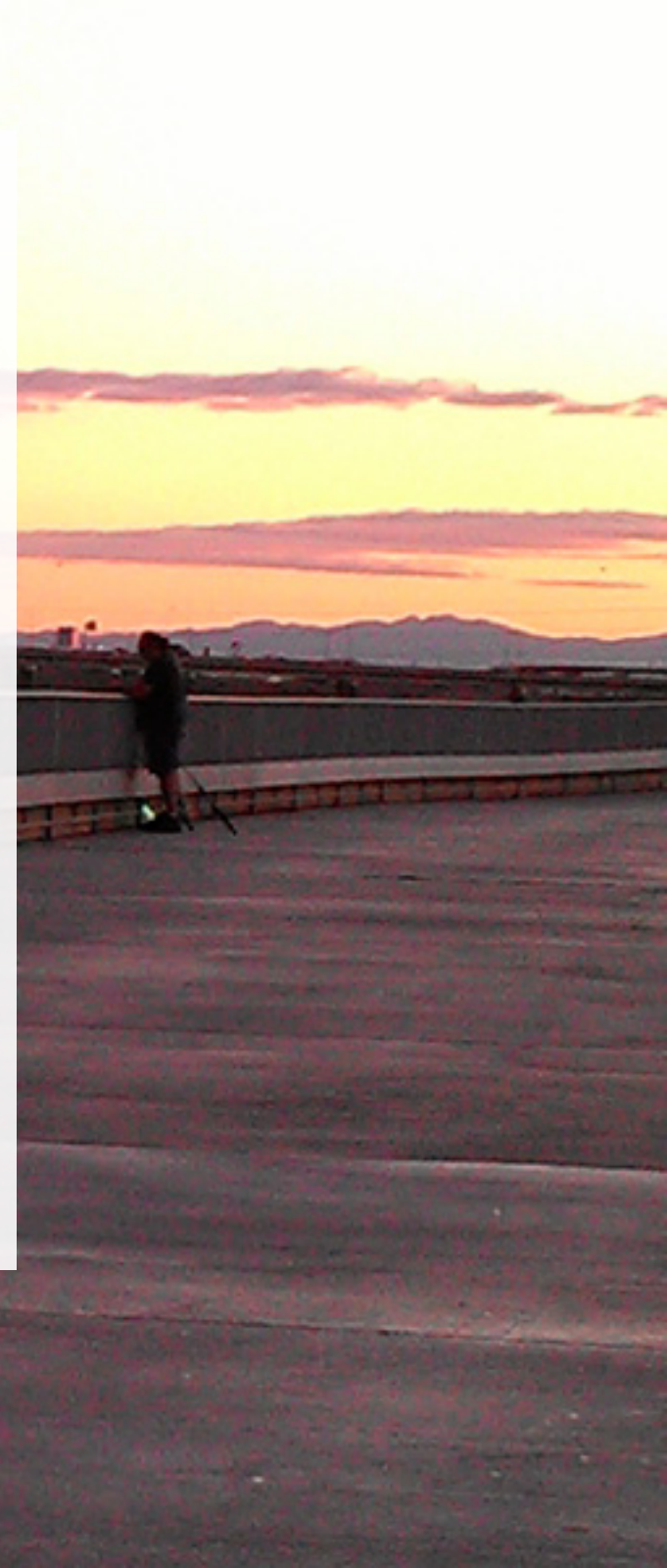


Speedy
 Energized
 Focused Nature-glancer
 Grouping

KEY INSIGHTS

The success of Tempe Town Lake is evident in its high number of visitors. From our observations, the following existing conditions are key to replicating this success elsewhere:

- NATURAL, BEAUTIFUL FEATURES SUCH AS A LAKE, TREES AND VISTAS AS A BACKDROP FOR ALL ACTIVITIES.
- OPPORTUNITIES FOR VARIED LEVELS OF ACTIVITY AND INTERACTION, FROM SOLO SITTING MEDITATION TO FAMILY BICYCLE OUTINGS WHERE PEOPLE OF ALL AGES AND ABILITIES CAN ENJOY THE SETTING.
- AN ATMOSPHERE, FACILITIES AND DESIGN WHEREIN USERS CAN SHAPE THE AMBIANCE TO THEIR MOOD, EXPRESS VARIED SOCIAL IDENTITIES, RECREATE IN MULTIPLE WAYS SIMULTANEOUSLY WITHOUT GETTING IN EACH OTHERS' WAY, AND WHEREIN BASIC FUNCTIONAL NEEDS ARE MET.



THANK YOU

