Plan-It!
A People-Centered Engagement Kit

JOANNE WU
FINAL PRESENTATION
OPEN PLANS 2023 SUMMER INTERNSHIP
PROJECT OBJECTIVE:

DESIGN A KIT TO BE USED AT OPEN PLANS TABLING THAT INTRODUCES OPEN PLANS TO OTHERS WHILE EDUCATING AND EMPOWERING COMMUNITIES IN CONCEPTUALIZING PEOPLE-CENTERED PUBLIC SPACE

➔ Increasing public access to ideas about public space

➔ Empowering communities to advocate for people-centered policy and design in their own neighborhood urban spaces
OBSERVATIONS

POTENTIAL AREAS OF GROWTH:

➔ “Guard-railed” engagement

➔ Tactility

◆ Gamification

◆ Narrativization
CATEGORIZING ENGAGEMENT

- **Temporary**
  - Inexpensive
  - Replaceable

- **Permanent**
  - Attractive
  - Tactile
  - Long-term

- **Additive**
  - Community-focused
  - Short-term
The Kit

Plan-It!

A multifaceted engagement where participants design their own streetscape by coloring and folding objects that improve our public spaces, placing each object on an empty street and interacting with the objects on the street.
KIT FEATURES

THE OBJECTS

All of the objects contain a short blurb of information on the bottom, as well as a QR code to Open Plans’ linktree.

MTA BUS  PUBLIC BENCH  LINK NYC  CITI BIKE  TRASH CONTAINER

FOOD CART  PLANTER  BUS SHELTER  TABLE AND CHAIRS  PEOPLE

THE STREET

Interactive bus and bike lanes allow for the creation of zones for people-centric alternatives for transportation.

PLACEMAT  BUS AND BIKE LANES
SYNTHESIZING TYPES OF ENGAGEMENT

➔ Temporary
   ◆ Replaceable
   ◆ Use of accessible materials

➔ Permanent
   ◆ Professional placemat
   ◆ Tacility

➔ Additive
   ◆ Community connectivity
   ◆ Collaborative creation
MATERIAL CHOICE

WHY PAPER?

➔ Cost and Replaceability
  ◆ Public use

➔ Folding and Tacility
  ◆ 2D to 3D

➔ Customization
  ◆ Color and design
  ◆ Ownership
FLEXIBILITY AND TIME

➔ Short-Term
◆ Allows for an at-home experience for those who walk by

➔ Medium-Term
◆ Design and assembly of object at table

➔ Long-Term
◆ Tactile interaction with others’ creations in a playful setting
ACCESSIBILITY

➔ No use of words
  ◆ Language can alienate

➔ Flexibility with different education levels and ages
  ◆ Universality
  ◆ Diverse levels of interaction
ADDITIONAL IMPROVEMENTS

STAMPS AND INK

➔ Added to coloring sheets
➔ "Guard-railed" engagement
➔ Sense of context and purpose
ADDITIONAL PROJECT MATERIALS

Plan-It! A People-Centered Engagement Kit

Plan-It! is an engagement kit that Open Plans uses at testing events to educate and empower individuals in visualizing people-centered streetscapes in their communities.

To play participants design their own streetscapes by coloring and folding objects to represent our public spaces, placing each object on an empty street.

One-pager for quick kit information

Written project description and process analysis
IMPACT

➔ Allows the public access to policy and design changes that can benefit the “livability” of our public spaces

➔ Empowers the public to advocate for people-centered changes in their own neighborhoods

➔ Expands the purpose of tabling from promoting Open Plans to the public, to inviting and empowering the public to join its people-centered cause.
THANK YOU!

JOANNE WU
FINAL PRESENTATION
OPEN PLANS 2023 SUMMER INTERNSHIP