



A CUT-OUT TO BE MADE
UPON PRINTING



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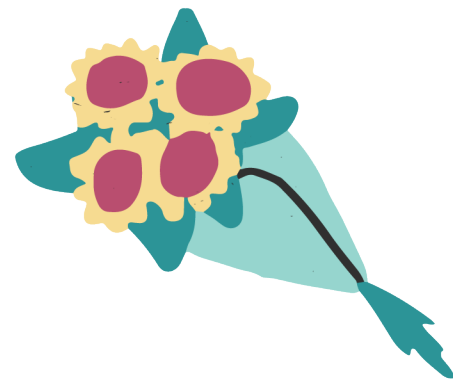
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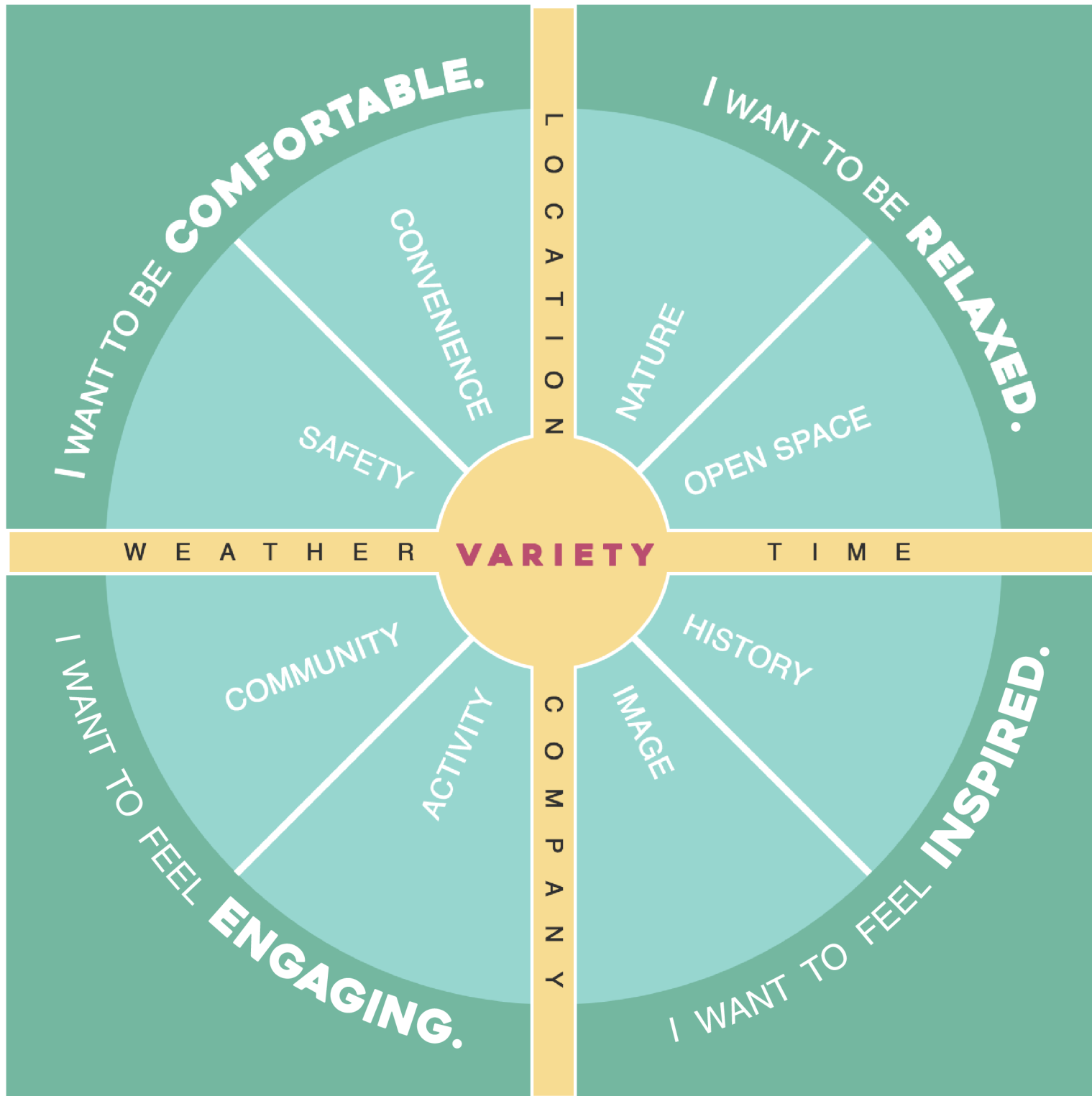
DESIGN BRIEF

There is an old world charm to Savannah Squares that makes them very historical. There are a lot of locals who interact with these squares on a daily basis. When these squares are viewed through the eyes of locals, what might the results be?

This research seeks to put a spotlight on these squares and know what people think of these squares and how do these squares contribute in their lives. This qualitative study was designed to find out what emotional insights people have about these squares that make them feel good because of the experience they have in them.

Our research on the public squares in Savannah was conducted following Lextant's research method. We were able to identify eight key values that contribute to the ideal experience people would like to have at these squares, how they feel now, and what would improve their experience. To determine the eight key values, we compiled all of the raw data and identified patterns and commonalities among the participants. What you will see in this report is a synthesised representation of savannah squares.





THE FRAMEWORK

Here is a synthesized representation of ideal experience in savannah squares. Having variety is core to the squares of savannah, as represented by the center of the framework. There are four sections of aspiration to this framework which contains two values each describing the particular section of feeling. In want to feel comfortable there is safety; Convenience. In want to feel Inspired there is history; image. In want to feel relaxed open space; nature. In want to feel engaged there is activities; community. At the base of the framework, are four key enablers that are necessary to truly reach these values: weather, company, location, time.

I want to feel

Comfortable

Safety

It is important to feel safe in the environment you like to sit in as it helps you to feel the comfort.

Convenience

I want to be able to go to the squares and have furniture to use and coffee shops nearby.

I want to feel

Relaxed

Nature

I want the squares to be beautiful, full of nature and relaxing.

Open space

I want quiet and calm spaces in the squares away from crowds and children

I want to feel

Inspired

History

It would be interesting to learn about the history of the square or the historical events that occurred there.

Image

I want the squares to be interesting and impressive to locals and to the tourists.

I want to feel

Engaged

Community

I want to use the square to meet up with friends.

Activity

I want the square to provide activities that are engaging and social.

Enablers

Weather

The weather influences when and if I use the squares

Location

Nearby restaurants and coffee shops are important to me.

Time

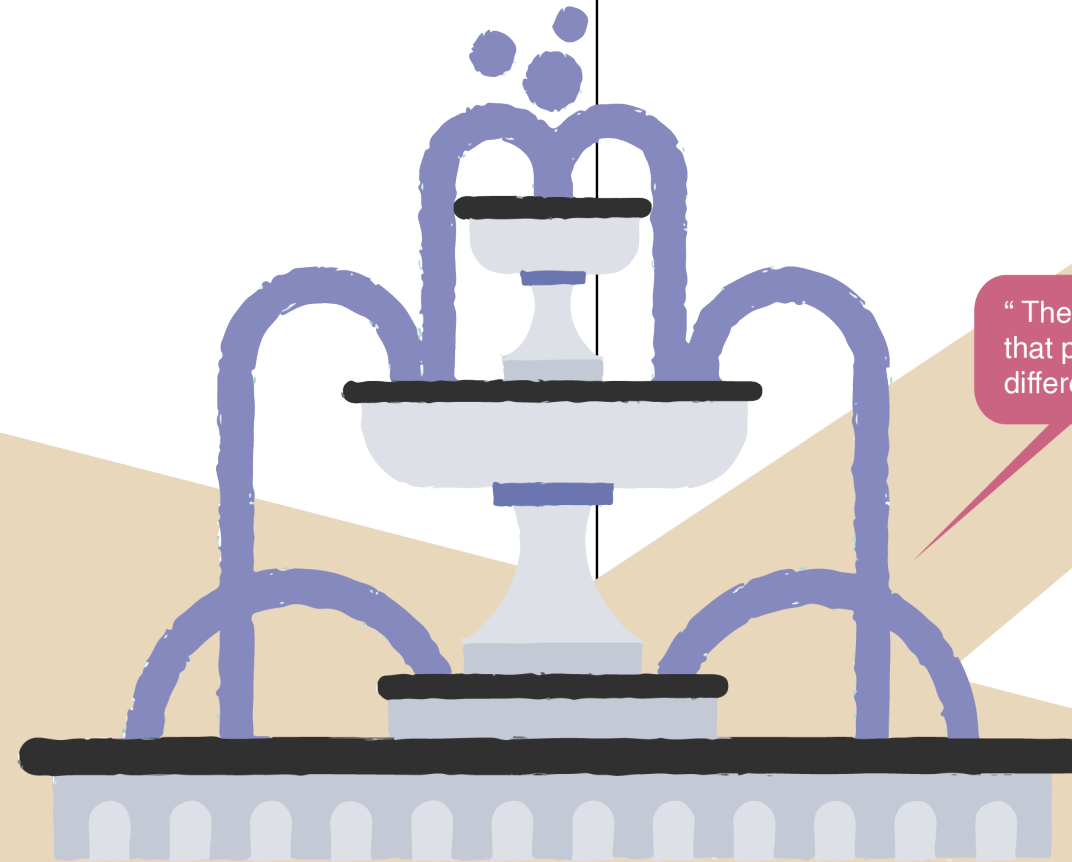
The day and time of day influences when I use the squares.

Company

The company I am with is important for me and it influences If I want to spend time at square.

VARIETY

There are endless ways to use the squares and each one has a different idea of its benefits. people are constantly looking for ways they can enjoy, chill, celebrate, and be at peace. Public spaces squares and parks give them the opportunity to do all those things they want to do outdoors.



“There are so many different ways that people use each square for different things.”



COMFORTABLE



COMFORTABLE



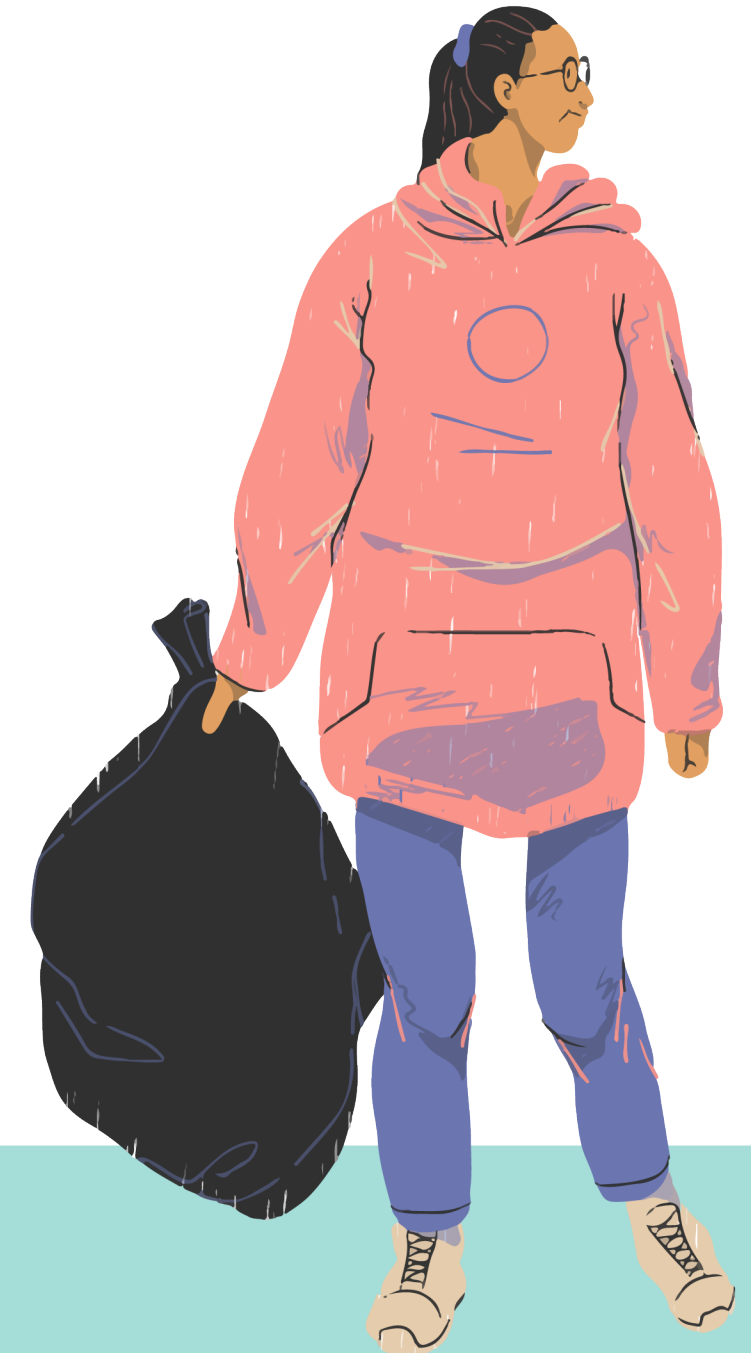
SAFE



“I want to be
comfortable.”



The Ideal experience in the squares is comfortable. It is important that they are safe and well-maintained, providing a sense of security for visitors and locals alike. The convenience is ideal as the squares are located throughout the city, making them easily accessible for those who want to visit them. They are also equipped with various amenities that make them comfortable, convenient and user-friendly.



Safety

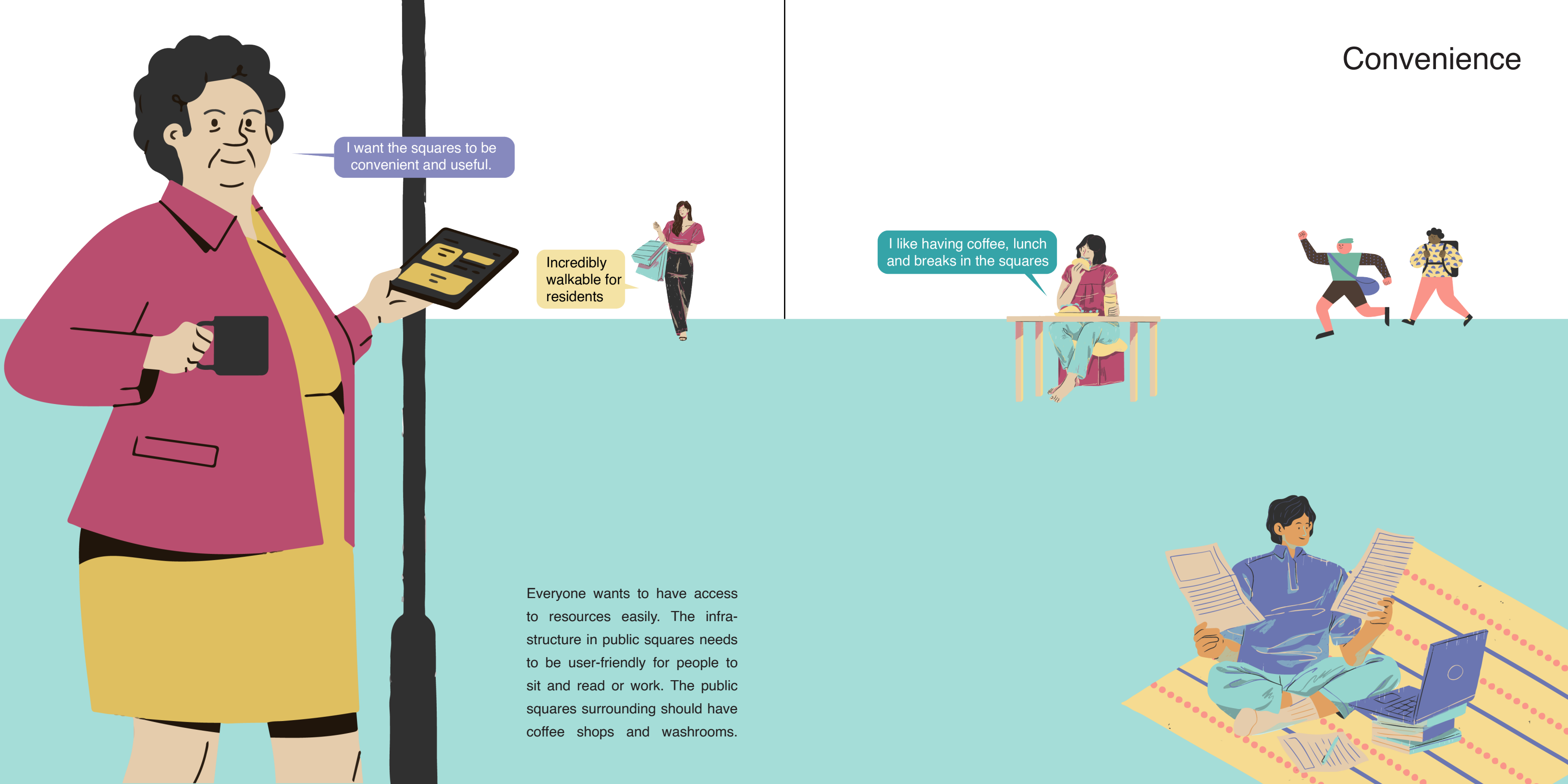
Safety is important in the ideal experience. There is a safety concern in downtown Savannah, so that's obviously something you always have to be cognizant about so staying alert and being able to visit the square on any time of the day is a very important aspect to be able to feel comfortable

I don't go to the squares at night because I don't feel safe in the squares when it is dark out

I want something to be done to address the homeless situation, giving them help and keeping the squares for everyone.



Convenience



I want the squares to be convenient and useful.

Incredibly walkable for residents

I like having coffee, lunch and breaks in the squares

Everyone wants to have access to resources easily. The infrastructure in public squares needs to be user-friendly for people to sit and read or work. The public squares surrounding should have coffee shops and washrooms.



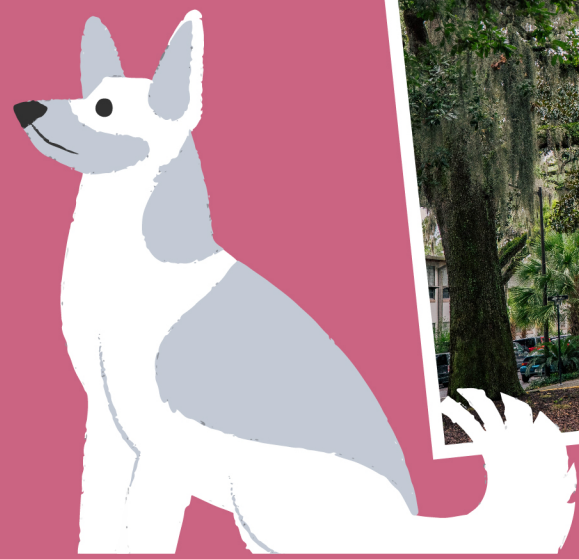
NATURE



RELAXING



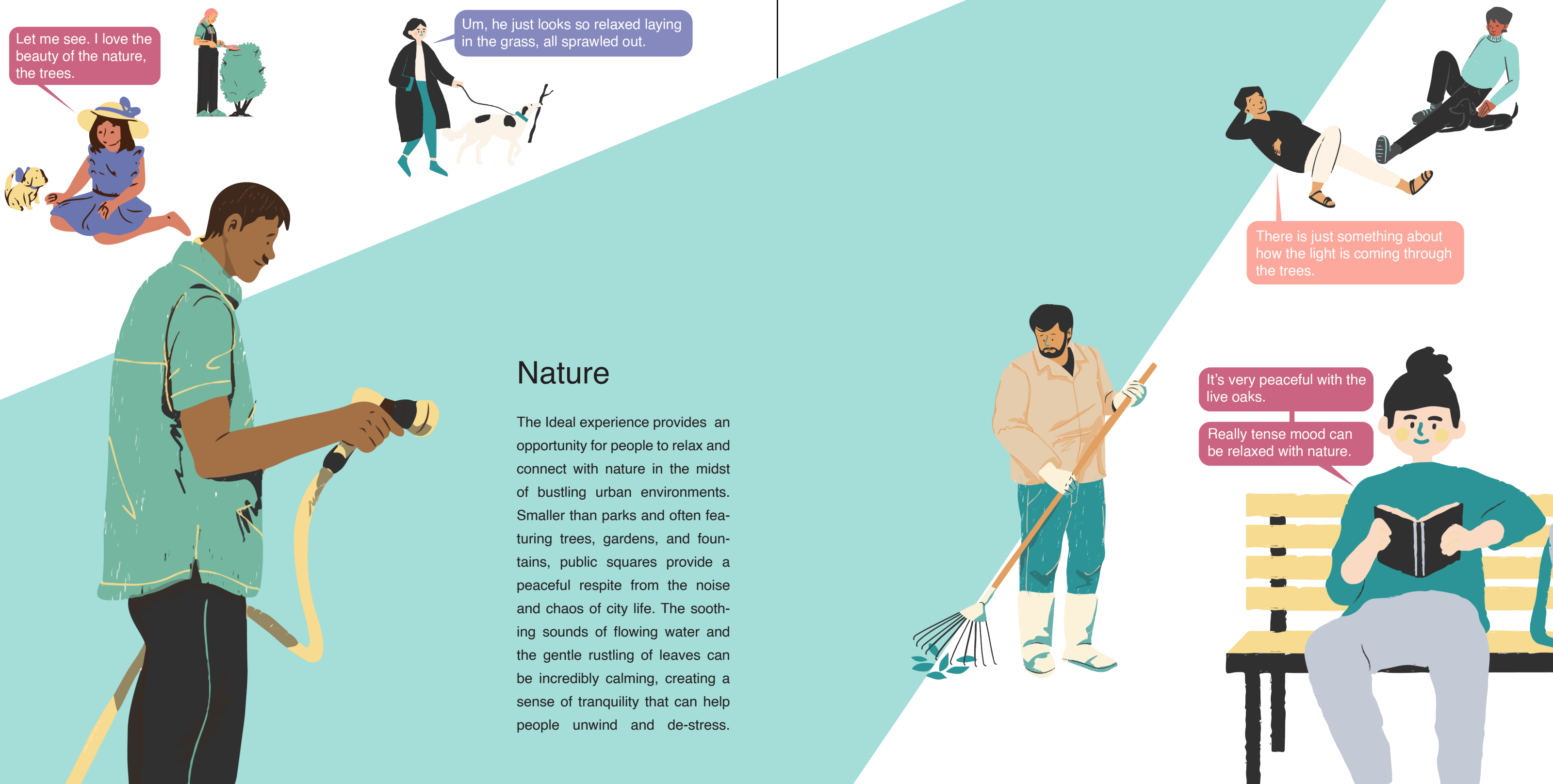
COMMUNITY



The ideal experience in the squares offer an oasis of relaxation in the midst of a bustling city. The lush greenery, towering trees, and well-manicured lawns create a natural environment that provides a calming effect on visitors. The open space and fresh air make the squares an ideal place to escape from the stresses of daily life and enjoy a moment of peace and quiet. Whether one is looking for a quiet spot to read a book or to simply sit and enjoy the scenery, the public squares of Savannah offer a tranquil retreat for visitors and locals alike.

“I want to be relaxed.”





Let me see. I love the beauty of the nature, the trees.

Um, he just looks so relaxed laying in the grass, all sprawled out.

There is just something about how the light is coming through the trees.

It's very peaceful with the live oaks.

Really tense mood can be relaxed with nature.

Nature

The Ideal experience provides an opportunity for people to relax and connect with nature in the midst of bustling urban environments. Smaller than parks and often featuring trees, gardens, and fountains, public squares provide a peaceful respite from the noise and chaos of city life. The soothing sounds of flowing water and the gentle rustling of leaves can be incredibly calming, creating a sense of tranquility that can help people unwind and de-stress.



..so its nice and quiet to sit and have, like a picnic and my book and just enjoy the square and its beauty!

I feel free when there is open space in public squares

Less interruptions, more open space.

The ideal experience offers open space to create a relaxing environment for people to enjoy. With plenty of room to move and breathe, these areas provide a sense of freedom and openness that can be hard to find in other parts of the city. The feeling of open space can be particularly calming, as it creates a sense of escape from the confines of urban living.

Overall, the open spaces in public squares provide a much-needed respite from the hustle and bustle of city life, and a chance to unwind and rejuvenate in the midst of nature.

Open Space



HISTORY



IMAGE



INSPIRING





“I want to feel inspired.”

The ideal experience in the squares is inspiring due to their rich history and the unique utility they offer to the city. As mentioned, these squares have been a part of Savannah’s urban design since its founding in 1733, making them a significant part of the city’s identity and character. Each square has its own story and significance, adding to the city’s historical narrative and inspiring a sense of pride and appreciation among its residents and visitors.



History



The ideal experience in the squares is inspiring, the history of a city and its public squares can add depth and character to these communal spaces. Public squares often reflect the unique cultural heritage of a city, with architecture, public art, and other design elements that tell the story of its past. Historical events and figures may also be commemorated through the naming of public squares or the installation of monuments and plaques. By highlighting the history and cultural significance of a city, public squares become more than just functional spaces; they become sources of inspiration and pride for residents and visitors alike.

“..but names are outdated and we could use a modern day reinterpretation to make it more relatable.”

Squares bring olden day flavour and reminds people of the history.

President Washington gave a speech on one of them - Even before we were America

That stuck with me and made it more interesting.



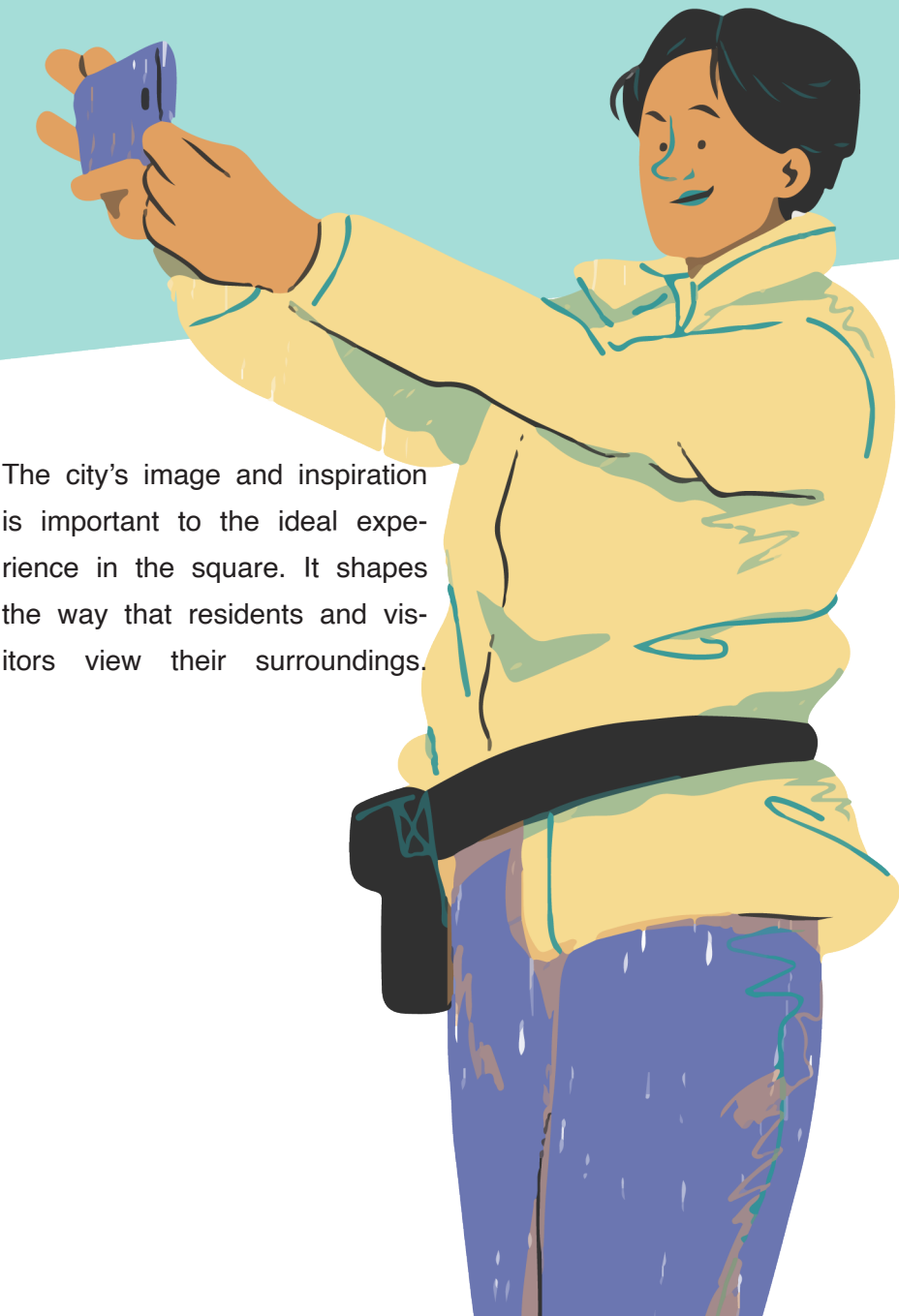
Maybe if I read about it it could be significant to me too.



Well, the history is important. It is fun learning the significance of each square.



Image



The city's image and inspiration is important to the ideal experience in the square. It shapes the way that residents and visitors view their surroundings.

Trash is unpleasant and throwing it on public spaces is a bad thing, I would avoid going to these places.



It helps break speeding traffic.

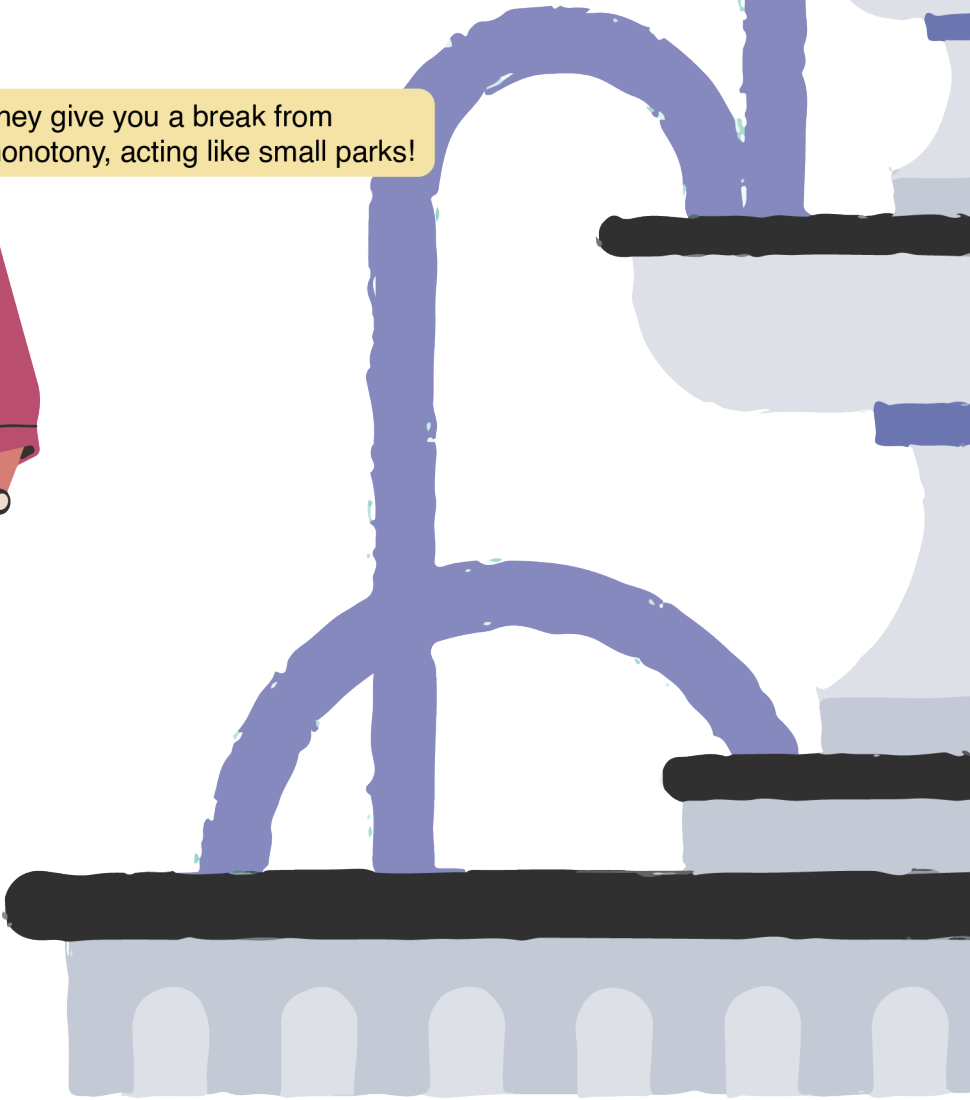


Cities have a couple of parks and things of that nature, but Savannah has 20 something squares. It is unique to us.

Well-designed public squares can serve as symbols of the city's identity, creating a lasting impression on those who experience them. The beauty, design and maintenance of public squares can be a reflection of the city's values, priorities, and commitment to creating vibrant public spaces. Public squares add urban relief to the city, providing breaks from the urban landscape, breaks in traffic as well as places to have breaks.



They give you a break from monotony, acting like small parks!





ACTIVITY



COMMUNITY



ENGAGING





The ideal experience in the squares is unique and engaging. They offer a variety of activities that bring people together and contribute to the city's social and cultural life. The squares serve as a hub for community events, such as festivals, concerts, and art shows, providing a space for people to come together and celebrate, making them an essential part of Savannah's identity and character.

The squares also serve as a gathering place for locals and visitors alike, providing opportunities for socializing and making new connections. Whether one is looking for a quiet spot to relax or to engage in the city's social and cultural life, the squares provide a space that is both beautiful and engaging,

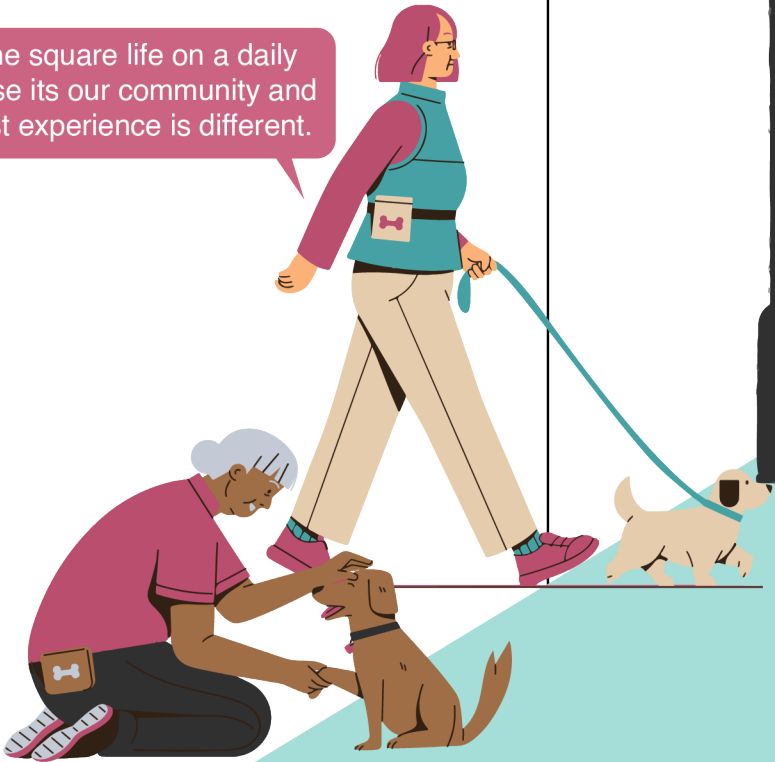


“I want to feel engaged.”



Community

Locals live the square life on a daily basis because its our community and home. Tourist experience is different.



People in Savannah are friendly but not overly friendly. They dont invite you in. So gatherings in public spaces will help.



A sense of community and neighborhood is essential to the ideal experience in a public square. They serve as a shared gathering space for people of all ages, backgrounds, and interests. By bringing people together, public squares promote social interaction and help to build a sense of belonging among residents. They often serve as the focal point of community events, bringing people together to celebrate, socialize and connect. Moreover, public squares provide a space for residents to take pride in their neighborhood and to showcase its unique character and cultural heritage. By creating a sense of place, public squares can help to strengthen the local identity and create a sense of community pride.



The reason why the squares were made in the first place was for different communities

I think they should do more community based things.

“Grass can be the field and we could play soccer with the monument as reference”

Different squares could do different engagements with the public - movie nights, yoga!



Live, free and accessible art in the squares

Families and friends gathering for local events, concerts or farmer's markets.

Activity

Activities are important in adding engagement to the experience of a square. From community events and cultural festivals to recreational activities and public art installations, public squares offer a wealth of opportunities for people to connect, explore, and engage with their surroundings. The variety of activities available ensures that there is always something for everyone, regardless of age, interests, or background.



Activities such as yoga and running and walking through the park with my dog.



I wish to be more active and do some running but I would prefer a book store.



Company



Time



Weather



Location

ENABLERS

The enablers of time, location, weather, and companions can greatly impact how and when a user experiences the public squares in Savannah. The time of day can affect the level of activity in the squares and the availability of amenities. The location of the squares can impact accessibility and convenience for visitors.

The weather can also influence the experience, as hot temperatures may make it less comfortable to spend time outdoors. Additionally, having a companion or group of friends can enhance the social aspect of visiting the squares and make it a more enjoyable experience overall.

They are always just time fillers - I never stay for long or go there for a specific reason.



Time

The way in which people use public squares is heavily influenced by the time of day and day of the week. During the day, public squares are often used for relaxation, socializing, and as a place to take a break from work or study. On weekends and holidays, public squares become a hub of activity, with families, couples, and groups of friends gathering for picnics, games, and other outdoor activities. During the night, after dark, users often avoid the squares or they must remain more alert and cognizant of their surroundings as a safety precaution



Best part of the day to be at squares is mornings



But you just have to keep in the back of your mind where you are and what time of day it is and where you're at in the City

I don't walk back at night

Nights are less appealing - because you can't see much and obviously, the safety risks.

I'm not sure I necessarily sit in the square, but I like to walk through the Squares night.



Weather

Afternoon, good weather and breezy

I hate when its raining and im out, don't wanna get stuck in one of the square abvious-

During the year, I wouldnt recommend June-August as a favourable time to be at squares. September to May would be ideal.



Weather is a significant factor that influences the use of public squares. While many public squares are designed to be used year-round, inclement weather can limit their usage and affect the type of activities that people can engage in. In Spring the squares offer an area to enjoy the sun but during hot summer days, public squares may can offer shade to those seeking relief from the heat. Overall, weather plays an important role in determining how and when public squares are used, and many public squares are designed to adapt to different weather conditions to ensure their continued usage throughout the year.



Location

Public squares are heavily influenced by the location of the square and therefore how people use them in their daily lives. Squares that have offices near them tend to have the corporate crowd in their breaks and also use it as a path. Many squares that are close to residential spaces also see people working out and walking their dogs. People tend to go to the squares that are close to coffee shops and have restrooms near them. Most people choose to go to a square that is conveniently located near them.



Lunch break at Madison



Company

This is a very debatable factor when it comes to the public squares. Many people want to go with their friends and colleagues and relax, have a good time. While there are others who prefer going alone and socialise in the square, make new friends and interact with them. Pets are one of the most seen companions with their owners.



Idea 1: Self Checkout Rentals

Building a self checkout rental booth for Savannahians so that they can enjoy their fullest without worrying for arrangements. These booths will be placed in a manner so that they can be accessible to the remaining 4 squares surrounding it. The rental will include- Table, chairs, tents, yoga mats, umbrellas, basketball, golf stick and ball, etc. which will allow the people to have hands free experience of the square.

Idea 2: Running Circuit

Designating squares to specific activities like jogging, movie screening, cafe, gym, play area, etc. so that people get a purpose to visit those squares was our third idea. This will give more opportunity for activities and engagement for locals to indulge in.

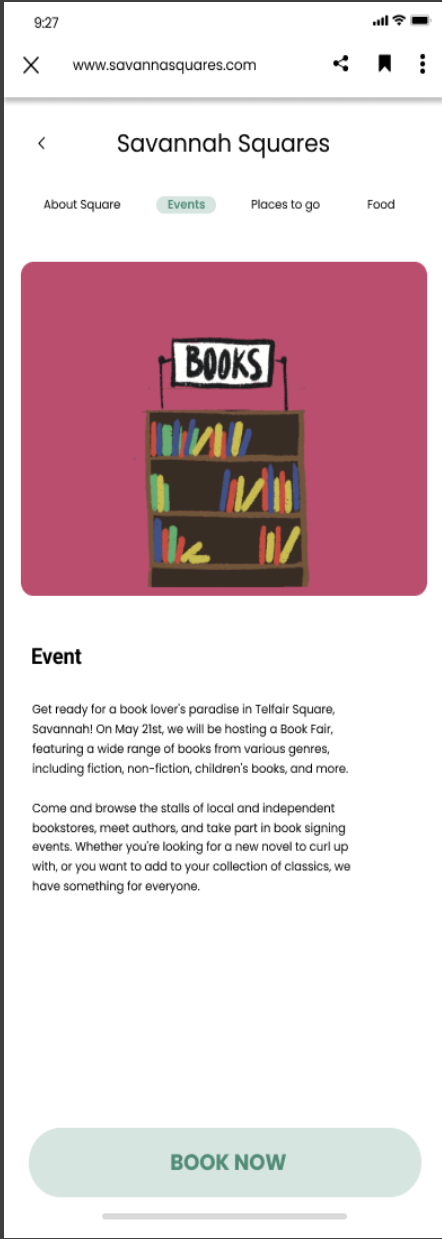
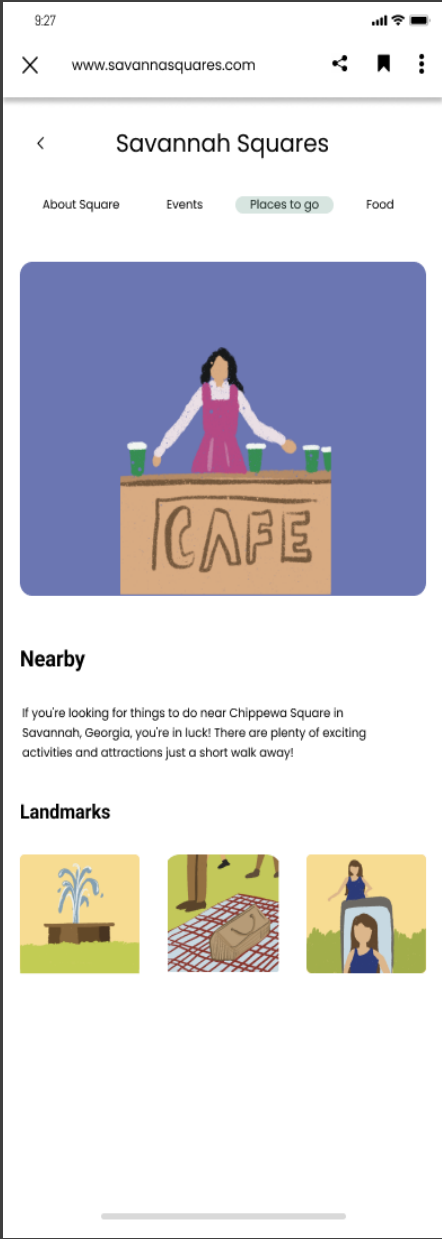
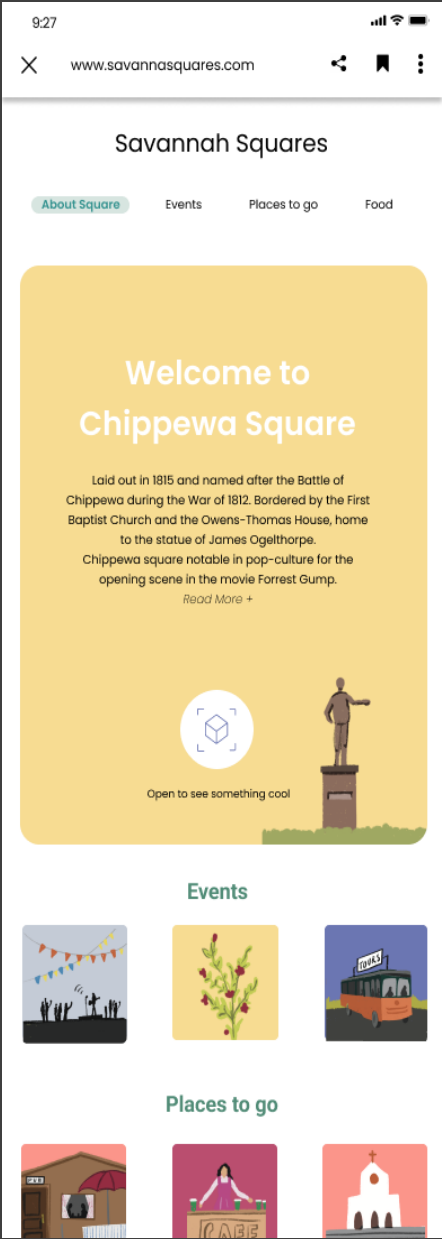
Idea 3: Interactive Screens

With the interactive screens in the squares we aim at providing assistance via map, suggestions of places to visit, cafes or restaurants nearby. We will have a QR code to scan and will take the user to the augmented reality in the square. Taking an example of Chipewa square, if the user scans the QR code and holds the camera panning the square, it will show the scene from Forrest Gump and him sitting on the bench. This is a way that history can be made interactive and playful.

The design done for this idea has been presented overleaf.

DESIGN OPPORTUNITIES

THE DESIGN OF THE INTERACTIVE SCREENS



We plan to have infographics in 4 squares that are accessible to the rest of the squares nearby. The infographics will hold information related to the area it is in, suggestions for places to visit, activities to do and foods to try. It will also guide people via a map. The infographic will have a designated space available for shopkeepers, small business owners or hosts to advertise their events/offers. This will be the revenue gen.

eration stream which will allow us to serve better. There will be a QR code placed in the infographic which after scanning will redirect the user to a website. The website will have an elaborate structure of information for the users. According to the location the device is in the user will get customised suggestions. There will be an interactive feature which will take you through the history of that particular square.

Taking an example of the very famous Chippewa square, if the user chooses an option to view history on the app, the camera will open and when it's panned towards the direction of the square, the user will be able to see Forrest Gump sitting on the bench and enacting the scene. This will be a playful way to showcase the rich history that Savannah is known for.

PRIMARY RESEARCH

Throughout the project we used many resources and spoke to different people which helped us immensely in our research and the making of this book. We acknowledge the participants of our research and thank them for their valuable time and insights.

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- Trendify
- Sketchify Italy
- Sketchify Education

SECONDARY RESEARCH

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