

DISCOVERY REPORT

#Woden Experiment

A six-month furniture installation by Street Furniture Australia, in partnership with ACT Government, to activate Woden Town Square.

This paper was released by Street Furniture Australia on 16 May 2018.



brainstorming workshop

Brainstorming is a semi-structured, team-based method of rapid idea generation. It's a valuable tool for organisations because it helps generate ideas quickly and expand the portfolio of alternatives, it gets people unstuck and injects insights from a broader group.

Agenda

- 1.00 Introduction
- 1.10 Warm up exercise
- 1.15 Project overview
- 1.30 Review Discovery findings
- 2.00 Divergent (individual ideation)
- 2.15 Post and share
- 2.30 Convergent (team break out)
- 3.00 Afternoon tea
- 3.15 Share and discuss
- 3.30 Clustering and direction setting
- 3.50 Team up around preferred directions
Further thought, information, next steps
- 4.00 Wrap up and close

When : Thursday 17th May, 1- 4 pm

Venue: ACT Government Office

Hosted by Street Furniture Australia

Participants

Belinda Cox ACT Government
Chloe Howorth Development Director, ACT
Corrina Trimarchi Quality, Evaluation & Service Development Manager, Directions Health Services
Diana Hill Senior Manager- Urban, Capital Works and Development Support, TCCS
Ella Doney Project Manager – Urban, Capital Works and Development Support, TCCS
Fiona Carrick President, Woden Valley Community Council
Giti Datt Applied Social Scientist
Hamish Dounan Context Design Director (Landscape Architect)
Josine Denning SFA Relationship Manager
June Boxsell SFA Design and Marketing Manager
Mark Armstrong SFA Design Director
Patrick Nolan A/g Manager Programs and Planning, Place Management, TCCS
Richard Nugent CM+ Associate Director (Architect)
Robin Jarvis The Smith Family
Rod Baxter Senior Manager, City Renewal, Programs, EPSDD
Stephen Algeria A/g Director, City Presentation, City Places and Infrastructure, TCCS
Tessa Roberts Contracts Manager, Planning and Program, Place Management, TCCS
Tiffany Hoy SFA Content Producer

introduction

This report presents the findings of the Discovery phase of #WodenExperiment. It is prepared by Street Furniture Australia with assistance from the ACT Government.

The Discovery phase seeks to deeply understand the end-user through qualitative research. The report includes rich detail about the lives and needs of people from the Woden community. It is compiled to inform user-centred brainstorming and design.



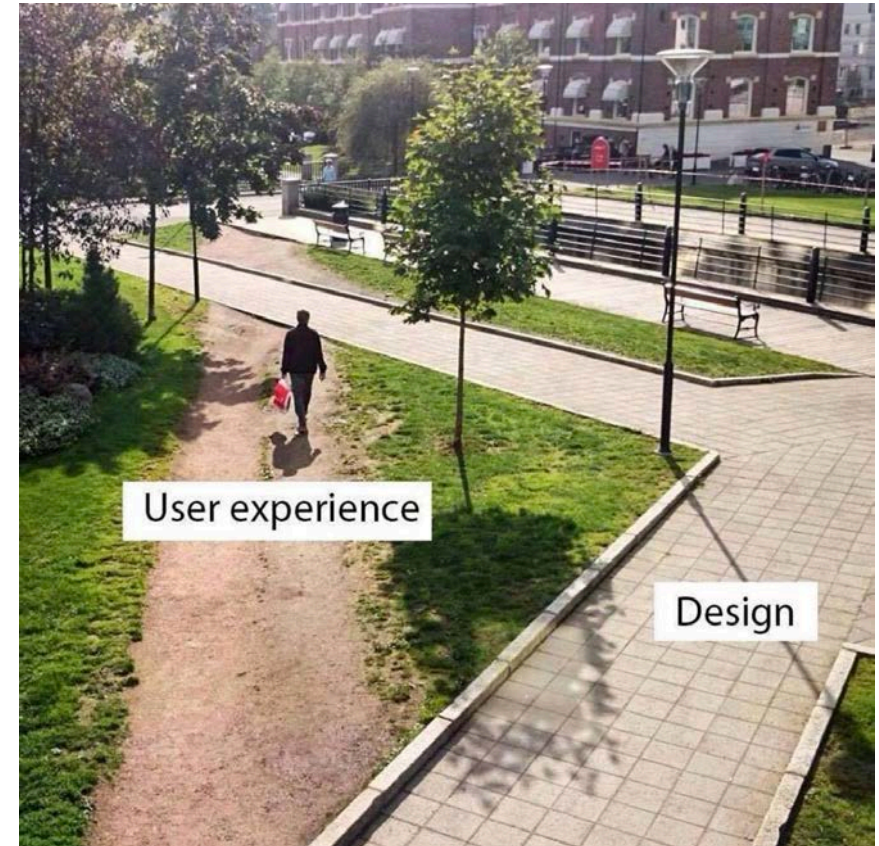
Introduction | Project Overview

#WodenExperiment is a six-month furniture installation project designed to measure the impact of user-centred activation on a thoroughfare.

The aim is to give the community of Woden Town Square a comfortable place to socialise and relax. User-centred design methodologies will ensure the outcome is driven by the community, for the community.

The project builds on the success of #BackyardExperiment, which doubled foot traffic, increased dwellers by almost 250%, and attracted more families, couples, seniors and social groups – by up to 780%, over eight days at Garema Place in 2016.

#WodenExperiment will be tailored to the needs of its community and the challenges of the place, as uncovered during the six-week Discovery phase. Activation will be achieved through a people-first approach.



Source: Pinterest

Introduction | Objectives

Pull Power

Applying the 'wow' to attract more visitors.

Goal: Increase visitation by 200%

Thoroughfare to Destination

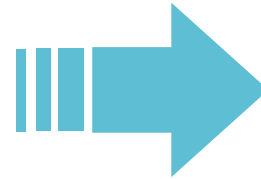
Like Garema Place, where we recorded far more passers than dwellers (people who stay).

Goal: Increase dwellers by 250%

Social Hub

We would like to see more families, friends and people from all walks of life interacting in the area.

Goal: Increase social groups by up to 300%



Quantified

To measure the results with data and break new ground in research for public space and design.

Goal: To quantify the impact of design



Introduction | Timeline



Phase 1 Discovery (6 weeks)

February - March 2018

Identify Woden's key users and stakeholders, and conduct design research to gather both qualitative and quantitative insights.

Phase 2 Design (4 weeks)

June 2018

Based on evidence gained from the Discovery phase, concept designs will be developed for the temporary installation.

Phase 3 Build (4 weeks)

TBC 2018

This phase will roll out construction. Communications, security and maintenance programs will also be put in place.

Phase 4 Observation (6 months)

TBC 2018

Social media listening, user interviews and behaviour will be analysed to form a summary of findings and recommendations for the future.

Phase 5 Review (4 weeks)

TBC 2019

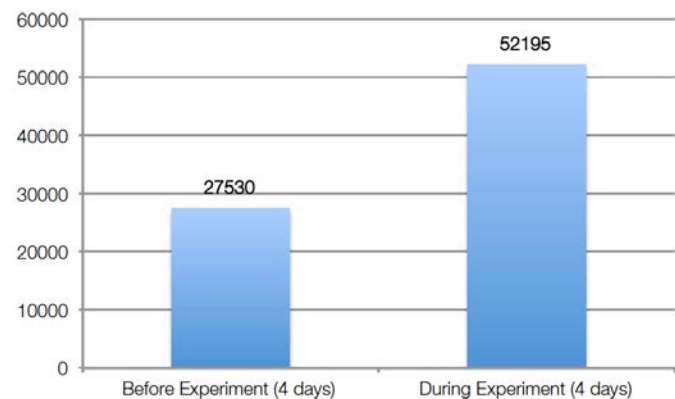
A film and paper will be issued at the end of the project.

Extending on #BackyardExperiment ...

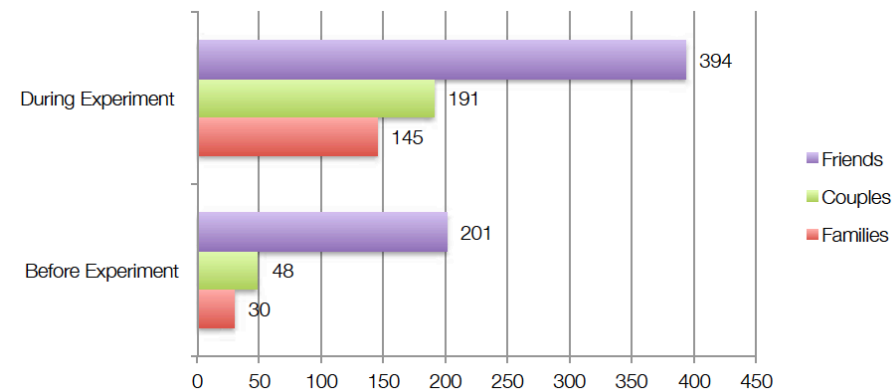
8 days, October 2016 in Garema Place



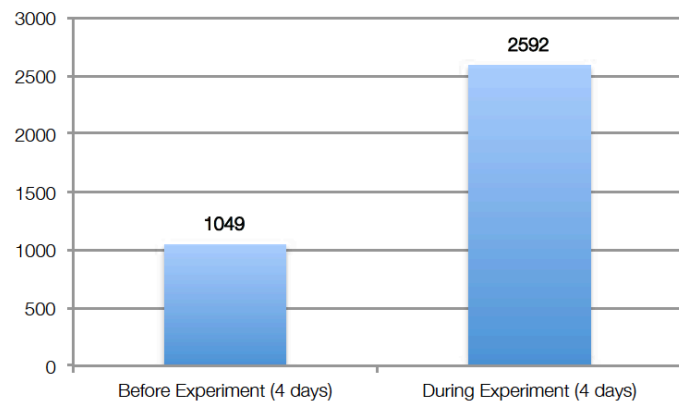
Introduction | #BackyardExperiment Results



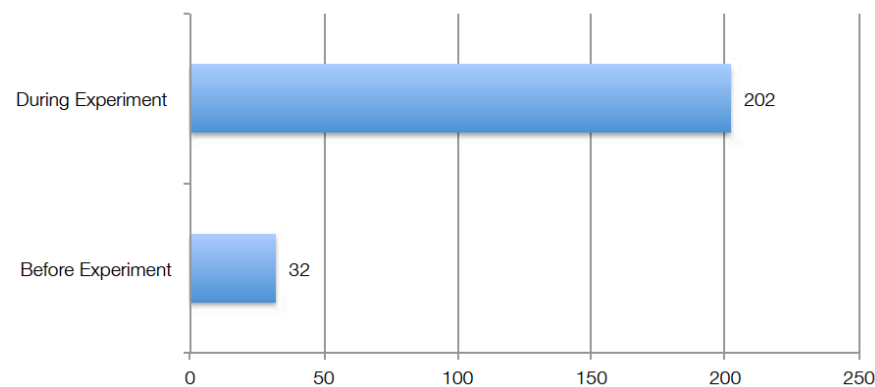
Foot traffic increased by 190%



Social groups increased by between 196% and 483%



Dwellers increased by 247%



Number of children increased by 631%, 735% on the weekend

Introduction | ABC Radio

#WodenExperiment on ABC Radio

ABC Radio Canberra's Jolene Laverty (JL) chats with Street Furniture Australia's June Boxsell (JB) about #WodenExperiment.

The following is an abridged transcript of the program, which aired on Wednesday April 4, 2018. The full transcript is available at streetfurniture.com/au/wodenexperiment-abc-radio/

JL. The social project that has increased foot traffic in Garema Place by 200% is going to be replicated in Woden. June Boxsell is the Design and Marketing Manager of Street Furniture Australia and she runs these programs, hi June.

JB. Hi there, thank you for having me.

JL. Thank you for joining us. So it's called #WodenExperiment and it's based on the successful #BackyardExperiment, which was held in Garema Place a few years ago. Can you take us back to 2016 and remind us what the Garema Place experiment was?

JB. The #BackyardExperiment was a joint initiative with the Australian Institute of Landscape Architects and Street Furniture Australia. It was an eight day installation where we put in moveable chairs, colourful trees, pavement, lighting.

We managed to double the foot traffic, which was fantastic, but more importantly it brought in more social groups and nearly 735% more children and families to the area, which we were very happy to see.

We were then fortunate enough to present the #BackyardExperiment findings to Minister Megan Fitzharris, who kindly encouraged us to deliver similar results in Woden Town Square. And here we are.

JL. What do you know about Woden Town Square? What are you going to take in to this project?

JB. We visited Woden Town Square for the first time last year in winter. We were all so excited by the opportunity there. It was a blank canvas. It was also freezing cold and a wind tunnel, but that just made it more salivating for us.

JL. You were the only person there that day going, 'This is fantastic. Look how cold and bleak it is, fantastic.'

JB. That's right. There were some smokers there as well but they weren't sitting on the benches, they were standing around them, freezing and shaking.

JL. So a great blank canvas for your Woden Experiment. You don't just go into these things and chuck bits of coloured crochet into trees, a lot goes into it, so what are you planning for Woden?

JB. The key to Garema Place's success was community ownership. So we need to involve the community from day one. That's the backbone of this project. We had a great workshop with the community last week. There were people there who saw a flyer on the street, local businesses, politicians. We sat together and brainstormed on the issues and opportunities of Woden Town Square. There were so many passionate people there, and lots of heated debate. But everyone had the same goal, which was to make Woden Town Square more joyful and comfortable. We got to some great conclusions.

JL. Joyful and comfortable sounds completely different to the picture you just painted for us. What were some of the issues brought up in the community meeting?

JB. The microclimate. There wasn't much shade, and it was taken up by smokers, and in winter there's the wind. There weren't opportunities to relax, to have a meal on a table and share with friends. Or even work at a laptop and charge your phone.

If we gave people opportunities to stay, if we could transform a thoroughfare into a destination, how great would that be?



JL. It sounds quite a task, I've got to be honest. So what are you going to do?

JB. There are three objectives. One is the wow factor. We want to bring in some pulling power. So similar to #BackyardExperiment in Garema Place, where children were running up to the knitted trees and hugging them. It was Instagramable, there was a playful nature that drew people to the space.

Objective two, I mentioned before, we want people to stay. So we need to address the microclimate. It has to be comfortable, we want to replicate the feeling of home in public space. So tables, chairs, lounging, all those sorts of things.

The third objective is to really bring in the community. The workshop was stage one. We want to get a diverse range of views to input into the solutions.

Introduction | ACT Legislative Assembly

#WodenExperiment in the ACT Legislative Assembly

Following the #WodenExperiment Workshop, Chris Steel updated the ACT Legislative Assembly about the project.

Below is a transcript of his speech. You can also watch the video on Facebook.



Chris Steel: "I talk a lot in this place about Woden Town Centre, and I'm going to talk about it again today, because it is exciting to see change taking place in the town centre, the new residential developments, the light rail stage two on its way, and a new focus on placemaking in the centre now as well.

"While many of the spaces in Woden are privately owned, those under ACT Government control present an opportunity for improvement and activation, particularly Woden Town Square.

"On the 26th of March, Woden Library played host for the #WodenExperiment town hall, kicking off discussion on how we can better activate our public space in the square. The town hall was part of an initial six-week Discovery Phase of the #WodenExperiment project, funded by the ACT Government as part of our efforts to support regeneration at the town centre.

"We partnered with Street Furniture Australia, who are familiar to many in the Canberra community as those responsible for the #BackyardExperiment activation of Garema Place in 2016.

Their pop-up featured movable seating, greenery, lighting, and a range of colourful and vibrant additions to our city centre to make it a more welcoming place for people to sit, socialise and just spend time.

"Throughout #BackyardExperiment, visitors to Garema Place grew by almost 200%, results that we hope to emulate in Woden Town Square.

"The #WodenExperiment town hall in March gave members of the community an opportunity to outline how they use the square, their experiences of it, and their ideas about how to make it a place that people want to spend more time in, rather than its current use largely as a walkway from public service buildings located at Woden, through to the Westfield shopping centre.



"It was acknowledged at the town hall some of the challenges of the space, particularly its windy nature, but also the opportunities of creating a more usable space to meet with others, dine, enjoy the sun, wait for a bus, and for children to play.

"It's envisaged that the #WodenExperiment will see a six-month installation in the square beginning in August which will activate the area and provide a better place for people to mingle, sit and just enjoy.

"This is in addition to the micro park installation which has already been in place since January near Woden Public Library and the Phillip Health Centre.



"Madam Deputy Speaker, the town hall was well-attended with representatives from the Public Transport Association of Canberra, the Woden Community Council, Woden Community Services, small business owners from Woden and perhaps most importantly, regular residents of Woden who want to see their town centre become more vibrant and a welcoming place.

"Street Furniture Australia has also been conducting detailed interviews with users of the square to include their feedback in the consultation. During this early stage I encourage all south-siders, particularly those living or working in Woden, to get involved in making Woden Town Square a better place for people, and supporting the government's regeneration efforts in Woden.

"I look forward to seeing the Discovery report, and I'll be keeping Woden residents updated as the project progresses."

background information

An investigation into the background and history of the place, to improve understanding of the past and inform the future.

To survey the current environment and emerging technologies, to inspire and widen our creative field.

Woden Town Centre Master Plan, 2015



Vision

Woden Town Centre is a major community and commercial hub for the Woden Valley and wider Canberra region.

It will be a place that attracts people to live, work, socialise and enjoy throughout the day and evenings.

The town square is the central focal point for social and community activity that will connect people to a network of safe and active streets and public parks.

Recommended Public Domain Upgrades

Improve the design of the town square to incorporate structures that reduce wind impacts and the heat island effect, including canopies or arbours.

Any new structures should be multipurpose to allow for community events and contribute to a pleasant space.

Ten Planning Strategies

- 1 - Sustainability
- 2 - Future built form and character
- 3 - Transport and movement
- 4 - Parking
- 5 - Activating the public domain
- 6 - Future office and employment opportunities
- 7 - Access to community facilities, sport and recreation
- 8 - Town centre living
- 9 - Redevelopment opportunities in the service trades area, and
- 10 - Opportunities for new residential development in the centre

Fountain



Woden Town Square, 1970.

Conversions to current square occurred in 1999.

Sculpture

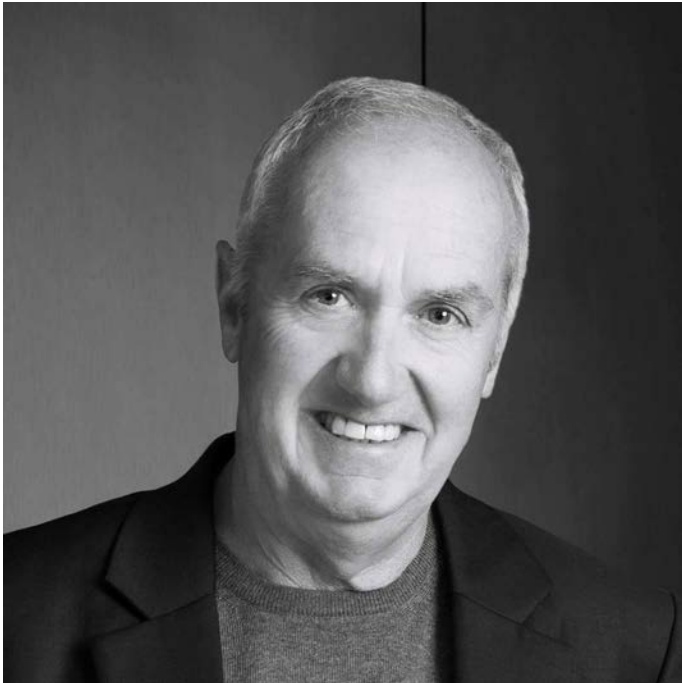


Designed by Margel Hinder in 1970.

Hinder was the winner of a competition to represent the 'metamorphosis of a typical natural Australian environment into complex development for urban use.'

The sculpture resembles a large soft heart, appearing to be made of several chambers but is actually one connected and vital whole.

Interview with the architect of the Woden Town Square redevelopment.



John Easthope (Architect)

JEA landscape architects' John Easthope redesigned the square in 1999. He tells SFA:

- 'The old fountain needed to be frequently maintained. It also posed a danger for children as they would run and fall down the steps.'
- 'Public meetings revealed that people wanted more grass and shade.'
- 'People said walking around the pond was not direct.'
- 'We observed where people went, their movement patterns, entry and exit points. Over time these routes have changed, causing a change in flow.'
- 'It was difficult to approve. We wanted to do something bigger and better but were not allowed. Territory and municipal services restricted the use of more grass and timber bench seats due to maintenance costs.'
- 'The central space was intended to have a sculpture installed at a later date but it never was.'
- 'We wanted to put in a shade structure and side tables, but we had a limited budget because the pond had to be filled and stabilised, which was very expensive.'
- 'Bins were not installed because of lack of access for waste management vehicles.'

Aria and PowerMe

BY STREET FURNITURE AUSTRALIA



Street Furniture Australia is bringing Australia's first smart bench to market in 2018. It provides power to charge your phone and devices, wirelessly, via usb or power point, through the PowerMe Table.

Public wifi and sensor technology can also be housed inside PowerMe, to tell custodians how many people are using the bench, when and for how long.

eBin

BY STREET FURNITURE AUSTRALIA

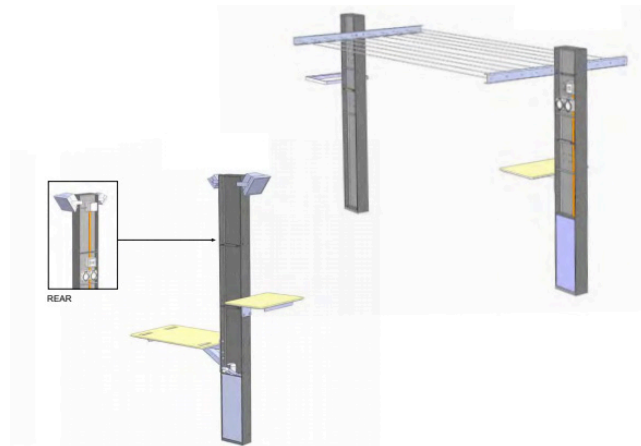


Fill monitoring shows custodians when their bins are full, saving on wasted trips to collect from empty containers. Know where your assets are, when they were last maintained, which are the most popular, where more facilities might be needed - with quantified data.

Keep track of this information via an app available on your phone or desktop. Receive immediate alerts if a bin is on fire.

Healthy Living Hardware

BY STREET FURNITURE AUSTRALIA



An amenity hub designed by Dr Christian Tietz of UNSW and in further development by Street Furniture Australia. The intention is to widen the range of activities that are possible in public places by providing wifi, light, water, power and shelter via a human scale smart pole.

Sensors will be integrated so custodians can measure the use of facilities, and monitor their maintenance.

Sensor Technology

BY STREET FURNITURE AUSTRALIA



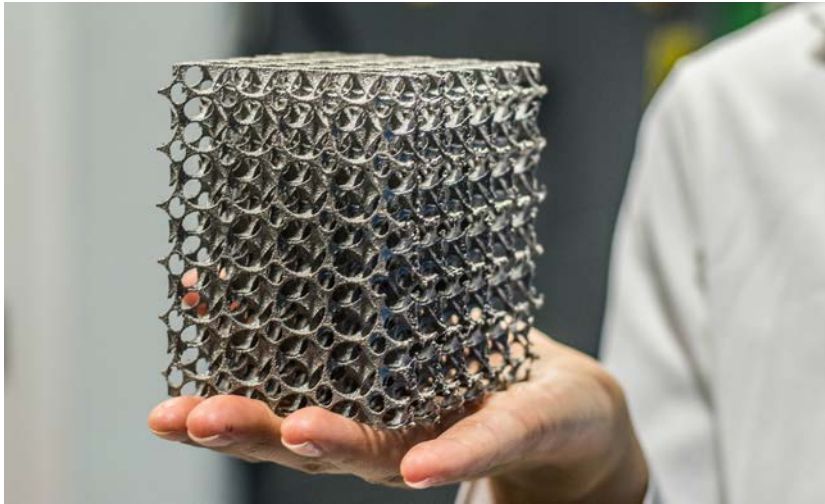
Sensors installed onto smart furniture show custodians how assets are used.

Vibration sensors detect sitters, while MAC address scanners detect smartphones, tablets and laptops through Bluetooth and Wifi.

These technologies will be used in the Smart Social Spaces research project with Georges River Council and the University of New South Wales, studying how custodians can use smart city data to better manage public places. Street Furniture Australia is the industry partner.

Additive Manufacturing

BY STREET FURNITURE AUSTRALIA



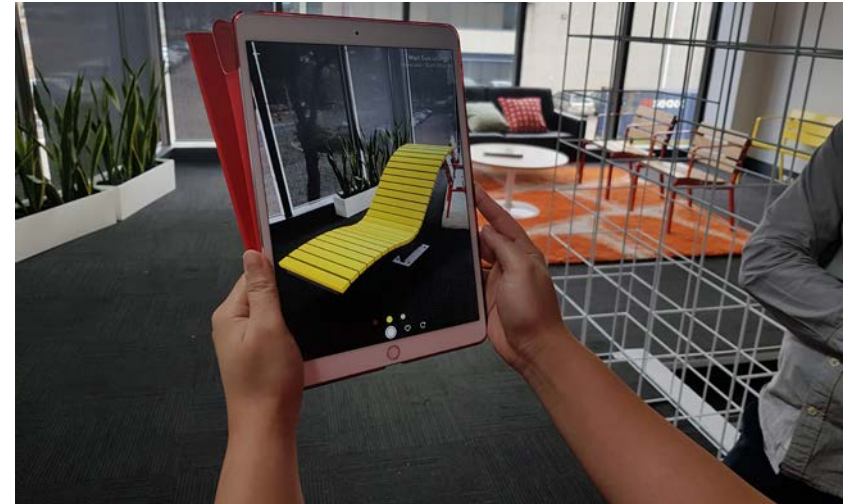
Also known as 3D metal printing, additive manufacturing allows bespoke parts and objects to be printed locally. Street Furniture Australia and the University of Technology Sydney have received a TechVoucher from the NSW Department of Industry to investigate this process together, for commercial use.

SFA currently uses 3D printing for prototyping and small parts, but expects to see it become mainstream in future.

As no castings are required, the printer can more easily produce site-specific forms.

Augmented Reality

BY STREET FURNITURE AUSTRALIA



Street Furniture Australia is working with INHAABIT to develop an app to display and arrange our products as a virtual layer over the real world. This will be combined with a product configurator so you can design your own park suite on the spot.

Augmented reality can add digital layers of information onto places. This could help with directions to find nearby businesses, virtual noticeboards and information about the history of a place, for example, to answer the question: when was that sculpture built and what does it represent?

Tesla Roof Tiles



Elon Musk's solar roof tiles look like traditional shingles, and collect 98% of the energy that traditional panels can gather.

The tiles look opaque from street level but are transparent to the sun - achieved by designing a special louvered glass, which functions similar to a window blind.

Only the tiles best positioned under sunlight are equipped with solar cells.

Tesla Powerpack

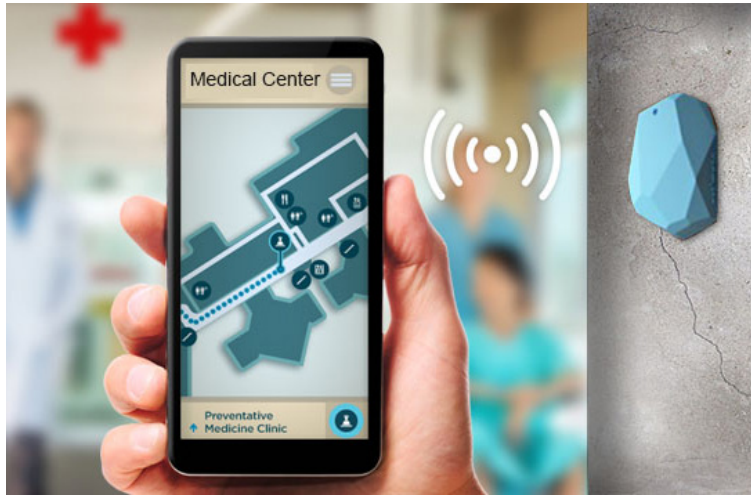


The commercial version of the Powerwall, a scalable lithium-ion battery storage system. Every Powerpack contains 16 battery pods, each with an isolated DC-DC converter. Pod architecture and onboard power electronics optimise performance across the array and enable swapping.

Used for peak shaving, load shifting, emergency backup and demand response.

Tesla easily won its famous bet with the South Australian government, installing its 100 megawatt Powerpack backup well within 100 days in 2017.

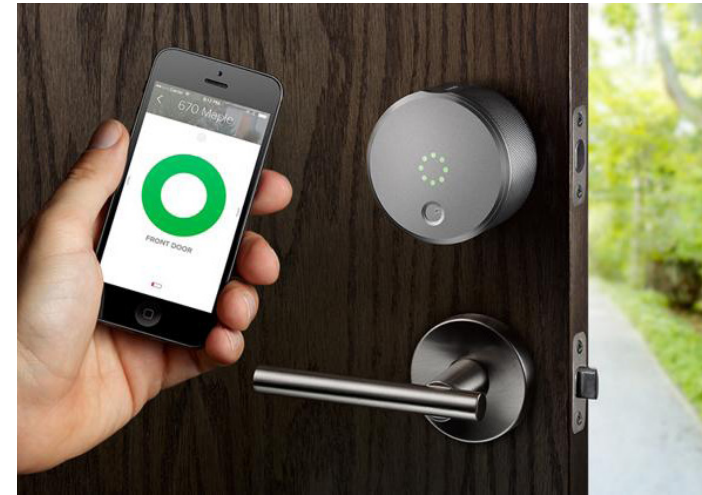
Beacon Wayfinding



Navigate indoors with small beacons installed in each room that ping an app to show exactly where you are. It could be programmed to give turn-by-turn directions to your destination.

Keeps maps up to date, provide augmented reality support - especially for picking nearly identical assets, send direct marketing alerts (use with care), avoid queues and crowds, offer assistance for those with limited mobility and visual impairment, and language support.

August Smart Door Lock



Lock and unlock your door with your phone.

Give keyless entry to family, friends and housekeepers. Set up temporary virtual keys for visitors. Check your door is locked, remotely. Automatically lock as you leave, detects your arrival to unlock again. A camera add-on can show you who's at the door with your phone.

Tempo Thermometer



Place the water-resistant devices wherever you want to monitor the temperature, humidity, barometric pressure or dew point, and they will transmit the last 24 hours of readings to your smartphone.

The app can be used to set alerts, such as to tell you when there's a temperature rise or drop. Made by Blue Maestro.

Wind Tree



Wind Tree converts wind to energy via 72 artificial leaves, rotating on micro turbines to capture wind from any direction. It can supply around 5.4 kW of energy at a time and produce around 2,400 kW annually. New World Wind says this would meet about half of the average French household's energy needs, run a small office for 12 months or charge an electric car for 10,00 miles each year.

What could this energy be used for in Woden Town Square? Suppose the wind could power your heated seat in winter?

Amsterdam, Capital of Innovation



The Amsterdam Smart City initiative includes projects in eight categories: smart areas, mobility, living, society, economy, big and open data, infrastructure, and living labs.

Many of these projects involve stakeholders outside of government. For example, the city uses GPS data from an Amsterdam-based provider to help manage traffic.

Other projects include using electric cars as power backup for housing, storing or trading and even sharing surplus solar energy, IoT beacon and sensor networks, city alerts, lighting and waste management.

“Cities can find success in experimenting with pilot projects, learning from them, and building iteratively.” — from *Data-Driven City Management*, MIT Sloan Management Review.

Campus Martius, Detroit



Detroit downtown in the nineties was devastated, with more buildings empty than used. Its future depended on reviving the central core. A group called ‘Detroit 300 Inc.’ formed for the city’s 300th anniversary in 2001. They decided to develop a new park.

The Mayor wanted “the best park in the world” - to attract people at all times of day, with activities for all ages and social backgrounds.

Campus Martius Park opened in 2004 with concerts, outdoor movies, flower gardens, a cafe and fountain. Companies came back to the area. One even built a beach, with sand. The park hosts more than 500 events in the warmer months, and the ice rink is open in colder months. It is popular throughout the year and has spawned new adjoining spaces, arcades, retail and state-of-the art transport.

MINI Hub



MINI and Enorme Studios built a creative workspace in the center of Plaza Santa Maria in Madrid. The objective was to create a meeting space with power points connected to solar and harnessing kinetic energy from movement.

You can sit on the stairs outside, with the plants, or work in the comfortable space inside.

The mobile installation adds seating, greenery and warmth to a thoroughfare.

Songdo, Seoul



Songdo, South Korea, was to be the world's first Smart City, car-free with 40 per cent green space and kilometres of cycling routes. Just about finished in 2015, technology is ubiquitous, there are no trash trucks; rubbish is pneumatically 'sucked out' of houses, recycled to generate electricity.

The apartments are digitally advanced, computers are built into the streets and condos control traffic and let neighbours hold video chats. Everything can be done remotely, from opening your door to attending college.

But the city is less than a quarter full, with just 70,000 residents. The streets, footpaths, cycle lanes and racks are empty. There are no museums, theatres and just one cinema. The high cost of living keeps local people in Seoul; there are no markets, no street life. The city has lately been attempting to attract foreigners to fill its apartments and streets.

Bryant Park



William H. ‘Holly’ Whyte wrote a report on Bryant Park in the seventies that was used for a 1988 renovation of what was then called ‘Needle Park.’

Whyte diagnosed the park’s main problem as ‘under-use’ - “undesirables,” he said, were a symptom. His revitalisation strategy was made up of four parts: structural changes to open access, programming to induce use and build a constituency, better maintenance, and security. Whyte also insisted on using movable furniture.

Four years later the park re-opened to acclaim, lauded as ‘The Best Example of Urban Renewal’ by New York magazine and described by Time as a “small miracle.” Landscape Architecture Magazine noted it as “colorful and comfortable ... and safe.” Daily attendance counts now often exceed 800 people per acre.

The High Line



The High Line in New York transformed an unused space into a thriving attraction. The project’s final stage opened in 2014. It soon became a major tourist destination, drawing more than 5 million visitors each year.

However, residents who live just feet from the park soon felt the effects of loud crowds and tourists. In 2017 co-founder Robert Hammond said he wished the design team had done more to include the community in their vision.

“Instead of asking what the design should look like, I wish we’d asked, ‘What can we do for you?’,” he told City Lab. “Because people have bigger problems than design.”

A group called ‘Friends of the High Line’ was launched to run community-oriented programs, with Hammond as Executive Director.

empathy mapping

Empathy Mapping guides the Discovery team about who to interview and involve in the project along the way.

One-on-one empathy interviews are essential primary research tools in user-centred design. They provide a window into the lives of park users, how they feel about the place, their journeys and needs. Interviewees are encouraged to share personal stories and perspectives. This connects the Discovery team to the community, to promote user-centred outcomes.

Empathy Mapping | Stakeholders



○ Interviewed

Empathy Mapping | Interviews

Weekday daytime | Weekday evening | Weekend



Empathy Mapping | Interviews

Weekday, daytime

Thursday, 22 Feb, 2018

Conducted by ACT Government and SFA

Sam, mother

HIGHLIGHTS:

- Eats lunch on the pop-up pallet tables and astroturf just outside the library.
- Derelict buildings: “the horrible dead buildings are a nightmare.”
- “Could do with some grass.”
- Visits once a week, only walks through the square when shopping for groceries.
- Suggests there needs to be “something the kids can interact with, a sculpture or something to climb.”
- There were previously streetscape cafes and a bar, “What you would need to draw people here.”
- Is engaged with the community, attending Woden Community Council meetings.

INSIGHTS:

- Woden Library attracts parents and children for community events.
- Need for interaction and stimulus for children.
- Woden residents are engaged.

Nathan, public servant

HIGHLIGHTS:

- Formerly employed at the pub across the square, “It was much more inviting then.”
- Would have lunch, “if it was more inviting.”
- Is discouraged by smokers taking up the benches.
- Would eat outside but there is “not enough coverage and tables,” you “have to put it on your lap.”
- Treats the space as “transitory,” doesn’t hang around.
- Recommends bench seating and suggests “you could work outside.”

INSIGHTS:

- Hospitality services enhanced the atmosphere in the past.
- Smokers discourage workers from eating outside.
- Lack of tables for eating and working.

Tim, public servant

HIGHLIGHTS:

- Suggests to “bring back the fountain,” as he found it interesting.
- The wind is uncomfortable.
- Crosses the square to go to the mall, buy lunch and eat at his desk.
- Has noticed people asking for cigarettes.
- Smokes against walls to get out of the wind, “a wind tunnel.”
- Winter is cold and unpleasant.
- There are no birds, “they don’t attack your food.”
- “Bin enclosures would be good.”
- Suggests fixing the dead grass.
- The square has no real meaning, just a corridor.
- If the square was more attractive he would have lunch, but only if he could be on his own.

INSIGHTS:

- Enjoys time on his own
- Uses buildings to block wind when smoking.
- Uses the square for smoke breaks.

Empathy Mapping | Interviews

Weekday, evening
Tuesday, 27 March, 2018
Conducted by ACT Government

Natalie, insurance broker

HIGHLIGHTS:

- Crosses the square to pick up her sister from the gym.
- Drives to Woden and waits in the car until her sister is ready.
- Finds the square “unsafe” and “uninviting.”
- Would wait for her sister in the square if the space was more welcoming, with cafes, gym equipment and better lighting at night.
- Would like to see the gym use the outside space, particularly if there was grass, there’s “a lot of concrete.”
- Tables as well as chairs would make the place more user friendly.

INSIGHTS:

- Currently some potential dwellers avoid the square due to unsafe atmosphere.
- Lighting, cafes and other layered measures could activate the place after dark.
- It could be a place for families.

Geoff, builder

HIGHLIGHTS:

- Lives nearby and walks his little dog in the square.
- One tap is the only source of water - no dog bowls or amenities.
- The dirt patches are unsightly, replace with “grass or water rather than dirt.”
- May need to divert the foot traffic to protect grass.

INSIGHTS:

- The park has life other than office workers at lunchtime.
- People have diverse needs.
- Grass is important to feel relaxed.

Nattie & Trish, public servants

HIGHLIGHTS:

- Recent moved from Torres Strait Islands, now live and work in Woden.
- Belong to a local group of TS Islanders, who meet regularly and have a large presence in Woden.
- Smoking is “not pleasant,” causes litter.
- Would use more often for lunch and meetings without smokers.
- If it was lit up at night, “at least you could see the undesirables coming” and avoid them.
- Would like to see events in the square, used for more than “just sitting.”
- Would like to fill empty, bland surrounding spaces + derelict buildings.
- Dead grass is “off-putting.”
- Need more common spaces, “I like to face people and talk.”
- “Too much cement,” needs colour.

INSIGHTS:

- Looking for places to socialise.
- Put off by smokers and dry grass.
- Colours and appearance are important to them.

Empathy Mapping | Interviews

Weekend, daytime
Saturday, 24 March, 2018
Conducted by ACT Government

Maria, John and young kids

HIGHLIGHTS:

- Recently moved from the Philippines.
- Parents in early 30s, two kids 4 and 7.
- Mum works at a Doma Group hotel.
- Dad is studying. They live in Lyons.
- Come to Woden regularly on weekends for the kids to play with scooters, pavement is flat, open space, while parents sit on the seats and chat.
- Happy with bubblers available.
- Would like to see shade sails and an outdoor playground.
- “Compared to Manila, this feels safe.”
- “It’s generally nice”

INSIGHTS:

- Families with young children do use the square on weekends, as it is currently.
- Wide, open space good for some activities, also parent visibility.
- The family thought older people may not feel safe, as it is too empty and there may not be enough passive surveillance.

Sarah and Adriana, students

HIGHLIGHTS:

- Two high school students
- Regularly come to sit in the square on weekends as time out from shopping at Westfield
- Also hang out there during the week after school.
- “If it’s raining or too windy we can’t come here.”
- Arrive by bus from school or home.
- Find the space ‘basic’ but a good getaway from the shops.

INSIGHTS:

- Students use the space to sit and chat.
- Time-out from the indoor mall.
- Shelter, or lack of it, affects their ability to use the space.

John, geospatial analyst

HIGHLIGHTS:

- A local resident all his life, he has seen Woden at its peak. As a teenager, on Friday nights it was a good place to be.
- “On hot days, the cool breeze was nice from the fountain.”
- Now, “Pretty ordinary, unused, neglected. People just use it to smoke.”
- “No positives or negatives, it’s a transitional place to get from A to B.”
- “I wouldn’t go out of my way to meet people there, or stay.”
- Getting a coffee from the mall and seeing off his son to the skatepark nearby.
- “Give it some branding” - sense of identity.
- When there were restaurants there was “buzz.” It would be good to “activate the middle” as well.

INSIGHTS:

- Some locals remember the square in its heyday, they understand how it could be.
- A convenient place to get coffee and catch the bus.

Empathy Mapping | Say, Think, Feel and Do



Empathy Mapping | Say, Think, Feel and Do

<p>SAY</p> <p>"Dead buildings" "No reason to linger" "Boring" "In winter it's a blowhole" "It used to be nice" "What park?" "Dead grass, no green" "Needs attractions" "I want to face people I'm talking to" "Not the type of place to say, 'I'll meet you in Woden square' "</p>	<p>THINK</p> <p>"It's empty" "Grey" "No identity" "No shade" "Lots of open space" "A lot of concrete, needs softening" "No vibe" "No shelter" "It's between destinations" "Active shopfronts will create buzz"</p>
<p>FEEL</p> <p>"It's not positive or negative, it's just a corridor" "It's a concrete block, feels like a prison" "Needs something to care about" "Feels drab" "Soulless" "I feel unsafe, even though nothing has happened" "I feel exposed, uncomfortable" "Frustrated"</p>	<p>DO</p> <p>"You have to eat your lunch on your lap" "I would rather wait in the car" "I want to get out of it quickly" "I look at my phone instead of the ugly square" "You have to carefully place drinks on the chairs" "I just smoke here" "Just passing through" "Easy to get around and park - I live halfway between the city and Woden, I choose to run errands here"</p>

personas

Personas are fictional characters that represent the people we are designing for.

The Discovery team takes insights from interviews and observations to identify key social groups who use the place. Personas incorporate social and demographic characteristics, needs, desires, habits and cultural backgrounds. They include enough detail to feel like real people in the designers' minds.



‘Just here for a cigarette, I sit here for 5 minutes.’

The Time Out-er is looking for a quick cigarette break, in a convenient spot close to the office and out of the wind.

Name	Kurt Jeffreys
Occupation	Public Affairs and Policy, DoH
Age	26
Lives with	Flatmates, young professionals
Lives in	Apartment, Lyons, Canberra

BIO

Kurt grew up in Perth. He moved to Canberra for a well-paid job in the public sector in 2015. He lives with other young professionals in a 3-bedroom apartment, an easy distance to work. At work, he takes a morning and afternoon cigarette break in Woden Square, trying to find a spot out of the wind. Kurt likes to clock off at 5pm, and would welcome more places to socialise.

NEEDS & ASPIRATIONS

- To relax with friends.
- Smoke in peace and solitude.
- To move up in the workplace.

CHALLENGES

- No good places to have lunch or eat out and drink after work.
- Square has limited shade and is cold in winter, particularly with the wind tunnel.



'I am discouraged by the smokers'

Office workers are looking for quick, easy ways to relax and refuel at break times before hitting their desk for the afternoon.

Name	Sai Anad
Occupation	Project Manager, CASA
Age	47
Lives with	Wife and family
Lives in	Family home, Forrest, Canberra

BIO

Sai was born in Delhi in 1971 and moved to Australia at age five when his father got a job at the High Commission of India in Canberra. He studied project management at the University of Canberra and has been employed by the Civil Aviation Safety Authority for 22 years. He drives from his home in Forrest to work each day and rarely uses public transport. Sai walks through Woden Square to buy lunch at Westfield and eats at his desk. As he walks through Woden Square he picks up his pace to avoid the smell of cigarettes.

NEEDS & ASPIRATIONS

- Ambitious and works hard
- Supports family

CHALLENGES

- Smokers take the good spots in the shade.
- Woden Square is passed through, not arrived at. I'm just going from A to B.



‘Would be nice if kids play while I have a coffee’

New mums are looking to help their children develop, to get some adult conversation during the day, and run the family household with their partner. They may be very concerned with the improvement of the local area for the benefit of their growing family. Easy wayfinding and moving with baby, shopping and a pram are daily concerns.

Name	Kate Summers
Occupation	Full time mother
Age	32
Lives with	Husband and their first child
Lives in	A new unit in Farrar, Canberra

BIO

Kate has lived in the Woden area for most of her life, and attended the Australian National University. She is taking leave from her career as a marketing analyst to care for her first child. Kate is actively involved with her local community, often attending town meetings and discussions to help create a better environment for her family. Commuting by car, she regularly attends the story time program at the Woden Library, where she can relax and Tom can learn. This weekly activity is usually followed by a trip to Westfield to pick up groceries.

NEEDS & ASPIRATIONS

- To provide her child with the freedom to explore, learn and play.
- To have input into the future of her community.

CHALLENGES

- The environment around Woden isn't safe at night.
- Woden Square does not facilitate her having a coffee outside with friends or her partner.



'More colours and flowers'

Retirees are keen to spend their time relaxing, socialising, learning something new and feeling connected to the community. The kids have grown up and are dealing with children of their own, they may have a partner or seek companionship in community groups. Very engaged and keen to be involved.

Name	Louise Fischer
Occupation	Retired
Age	73
Lives with	Solo, recently widowed
Lives in	The family home, Curtin, Canberra

BIO

Louise grew up in Wollongong. She moved to Canberra in 1971 with her two kids, as her husband found a job as an Accounts Clerk in Parliament. Living in Curtin, she managed a boutique jewelry store in Woden for 20 years. She particularly enjoyed the social aspects of her job. Her husband passed away in 2015 and she is now considering moving into a retirement village. Louise still enjoys being active and staying social. She often visits Woden Westfield to meet with friends and occasionally crosses the square to run errands at the Post Office, Library and Access Canberra.

NEEDS & ASPIRATIONS

- To surround herself with nature, activity and vibrancy.
- To remain active and social.
- To feel safe in familiar surrounds.

CHALLENGES

- Getting around with adequate places to rest.
- Feels uncomfortable when exposed to secondhand smoke.



‘Just getting out of the apartment’

Wanderers have nowhere to be, they have no driving purpose and spend time in these types of precincts to fill the day. Often they have social issues, could be unemployed and have low income and self esteem. They use these spaces to quietly reflect and are not actively socialising with other park users.

Name	Dom Gornick
Occupation	Unemployed
Age	42
Lives with	Family
Lives in	Social housing, Woden Centre, Canberra

BIO

Dom moved from Gungahlin to work at the Hellenic Club in Woden, but recently lost his job. He lives within walking distance from Woden Square. It is an easy place for him to come and fill in time during the day. The busy square helps him to feel less alone. It is also an open space to escape and be outside.

NEEDS & ASPIRATIONS

- To escape the confines of his apartment and fill time in an open and busy space.
- Avoid loneliness.

CHALLENGES

- Very boring and nothing to do.
- People just pass by.
- In winter it's too cold and windy.



***'I come to hang with my friends
after school'***

Groups of students descend on public spaces after school to hang out and meet kids from other schools. They often occupy unused corners, places without too many adults, that they can make their own. An ideal spot has shops for snacks and drinks nearby.

Name Fiona Kim
Occupation High school student
Age 15
Lives with Family and extended family
Lives in Family home in Hughes, Canberra

BIO

Fiona is in Year 9 at Melrose High School. Both of her parents work full-time and regularly come home late. As the home is empty, after school she often goes to Woden Mall with friends. They catch the bus to the Interchange then go to the mall to get food, or sit and chat outside. On weekends, the square is a good place to take time from Westfield.

NEEDS & ASPIRATIONS

- A regular place to hang out after school and on weekends.
- A break from the mall.

CHALLENGES







- Not enough communal seats to hang out and relax with friends.
- When it gets dark it feels unsafe.
- The microclimate can be uncomfortable.

journey analysis

A journey analysis documents an experience from your key stakeholders' point of view. This helps to understand how they interact with a place, and identifies opportunities for improvement.







Journey Analysis | Time Out-er



Do	8:47am Parks his bike at Woden bus interchange and walks through Woden Square to the Department of Health.	10:51am Gets the urge for a cigarette. Makes his way down to Woden Square.	10:56am Stands in square and has his cigarette.	1:15pm Lunch time. Walks to Westfield through Woden Square.	1:25pm Walking through square with his lunch.	5:05pm Finishes work, walks through square to bus interchange.
Think	<p>"It's so cold out here at this time of day."</p> <p>"Hope my bike's ok today."</p> <p>"This view is so grey."</p>	<p>"I need a break from this report, I could go a cigarette."</p> <p>"It's so quiet down here."</p>	<p>"This wind is strong."</p>	<p>"Guess it's the food court again."</p> <p>"I'll just sit in the office."</p>	<p>"Get through here quickly."</p>	<p>"I'm going to speed up through the square, it's getting dark."</p>
Feel	 <p>Ready for the day ahead.</p>	 <p>I need a break.</p>	 <p>Satisfied from his cigarette. Uncomfortable in the wind.</p>	 <p>Excited for lunch.</p>	 <p>Wants to eat outside but there is limited space in the square.</p>	 <p>Unsafe as it gets dark, tired after a long day at work.</p>
Issues	<div>Grey atmosphere, "no vibe"</div>	<div>Windy and cold.</div>	<div>Empty, no life.</div>	<div>Eating in the square is not even an option.</div>	<div>Feels unsafe at night.</div>	
Opportunities	<div>Brighten up the square, improved start to the day.</div>	<div>Provide shelter from wind to improve microclimate.</div>	<div>Attract people to visit and stay throughout the day.</div>	<div>Provide furniture and amenities for dining.</div>	<div>Provide lighting and events in the square after hours.</div>	

Journey Analysis | Mum



Do	10:45am Drives to Woden Westfield carpark and walks directly to the Library through Westfield with child in pram.	11:00am Takes child to reading time at the Woden Library.	11:35am Walks from Library with child towards Woden Square.	11:41am Sits on bench in Woden Square to meet with husband for 15 minutes.	12:00pm Enters Westfield via Woden Square and does weekly shop at Woolworths.	12:34pm Exits Westfield via the carpark and goes home.
Think	"It was hard to find a park in the carpark."	"That pop-up outside the library is fun."	"There should be play equipment."	"The seats are so clinical yet so dirty."	"What do I need from Woolies?"	"I'm glad I can go home now."
Feel	 Neutral as she walks to the Library.	 Happy as her child is learning and engaging with other children.	 Walking through wind tunnel is uncomfortable.	 Smell of cigarette smoke makes her feel uncomfortable.	 Not inspired doing her shopping.	 Glad to be leaving Woden.
Issues	Walks a longer way to avoid walking through Woden Square.	Nothing to do. No one here.		Smoke smell results in less people staying in the area.	No reason to engage with the square, just here to shop.	No places to have a coffee outside.
Opportunities	Provide a safer experience around the area.	Create layers of activity throughout the day.		Manage smoking environment.	Create a space where community is at the heart.	Activate vacant shopfronts or provide pop-up vendors.

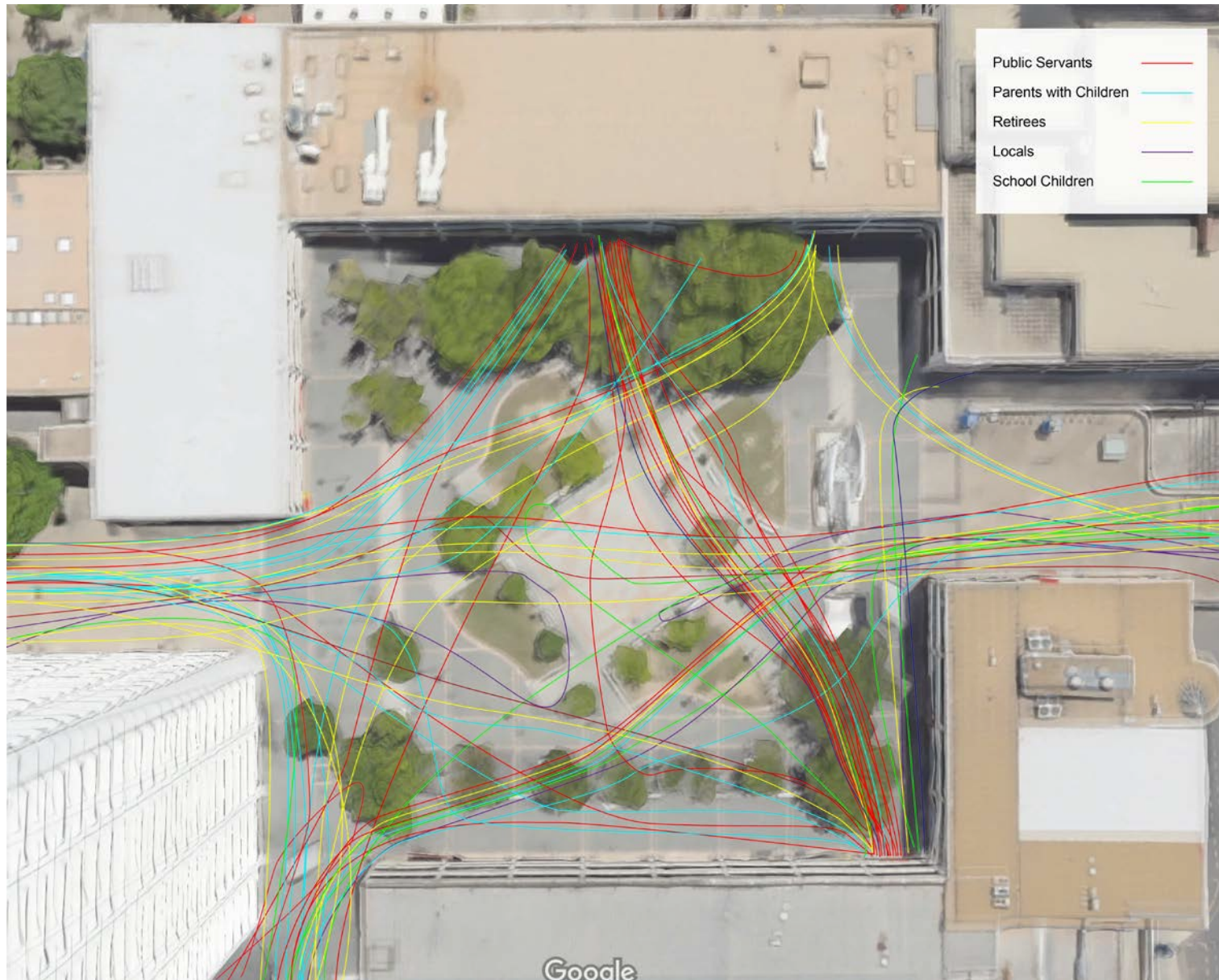
observations

Essential primary research tools in user-centred design.

One-on-one empathy interviews provide information about individual experiences and motivations that cannot be obtained from surveys or group discussions. The interviewee is encouraged to share personal stories, feelings and perspectives.

Journeys are examined to reveal trends and patterns around how people use the space.

Observations | Pedestrian Flow



Observations

DESIRE LINES



Numerous 'desire lines' were found in the square, which usually represent the shortest or most easily navigated route between an origin and destination. Width and erosion severity can be indicators of how much traffic a path receives.

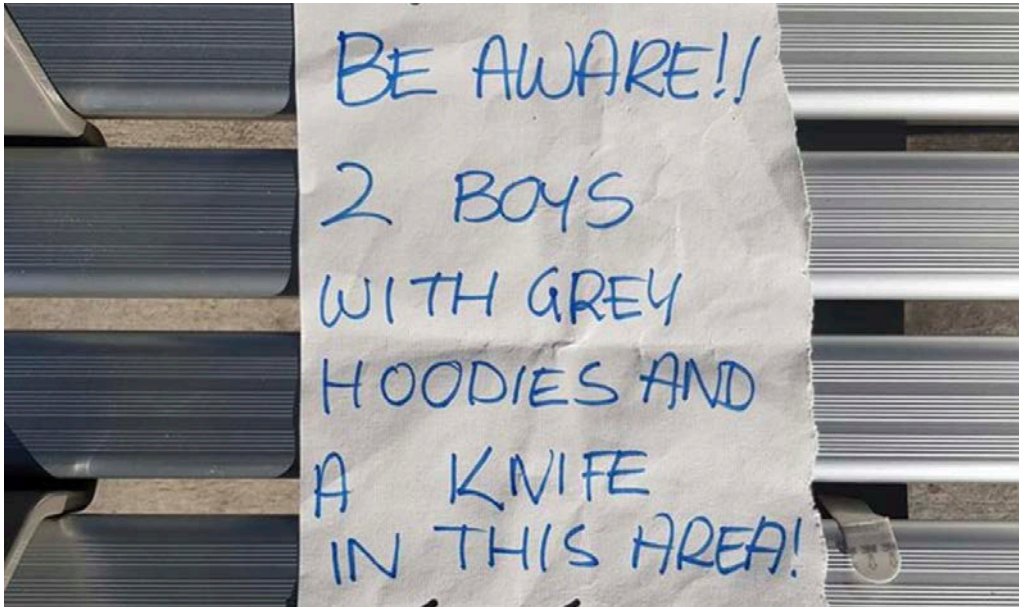
THOROUGHFARE



Similar to Garema Place, the vast majority of users pass through the square. Frequent destinations include but are not limited to Westfield, the bus interchange and the library.

Observations

PERCEIVED SAFETY



The grey colour palette also emphasises the feeling of being unsafe.

POCKETS OF COLOUR



A nearby pop-up park, the library and parts of Westfield provide pockets of colour that attract people and influence direction of traffic.

Observations

SOCIAL HEALTH



Many seats were occupied by one person. Heads were often directed downwards.

CLUTTER



Removing or repurposing unused structures is a fast and cost-effective way to improve the appearance of the square. Bin enclosures and smart technology can also help to manage waste.

Observations

ICY SEATS



No seats were observed being used during winter periods. The wind also created an unpleasant place to linger.

SHADE



In summer, areas under shade appeared highly sought-after and quickly occupied.

community engagement

Community engagement is vital to the success of #WodenExperiment. To involve the community from the start we initiated:

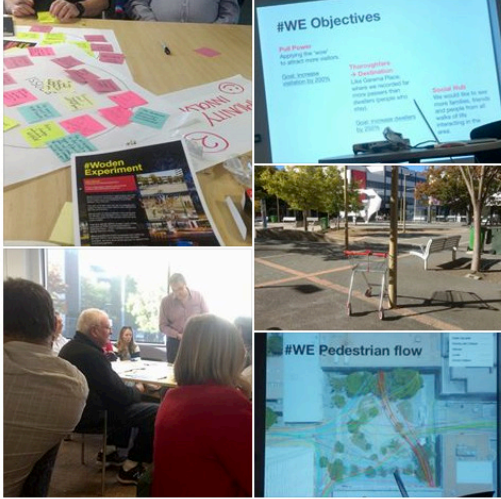
- A Facebook page
- Community workshop
- Community survey

Community Engagement | Facebook

facebook.com/wodenexperiment
172 followers as of May 16, 2018.

D.c. Haas ▸ PTCBR Public Transport Association of Canberra
26 March · Canberra, ACT · 🌐

Some excellent ideas being generated by community members at the [Woden Experiment](#) workshop in the Woden Library 🙌
It is going to be similar to the Backyard Experiment in Garema Place last year, and will probably be active in August 🗓️ — 3 attending [Woden Experiment](#) Community Workshop at 📍 [Woden Library](#), Canberra, Act.



👍❤️ 5

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Woden Experiment
@wodenexperiment

Home

Events

Reviews

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Photos

Posts

Community

Create a Page

Reviews

Woden Experiment has no reviews yet.

Tell people what you think

★★★★★

See all

Videos

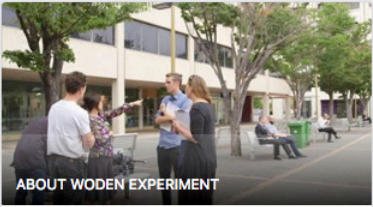
#BackyardExperiment Documentary

5 1

See all

Search for posts on this Page

Community



ABOUT WODEN EXPERIMENT

6-month activation for Woden Town Square

Can we activate Woden Town Square?

Introducing #WodenExperiment, a community-driven installation by S...

See more

Community

See all

160 people like this

172 people follow this

Community Engagement | Workshop



Where: Woden Library

When: March 26, 2018

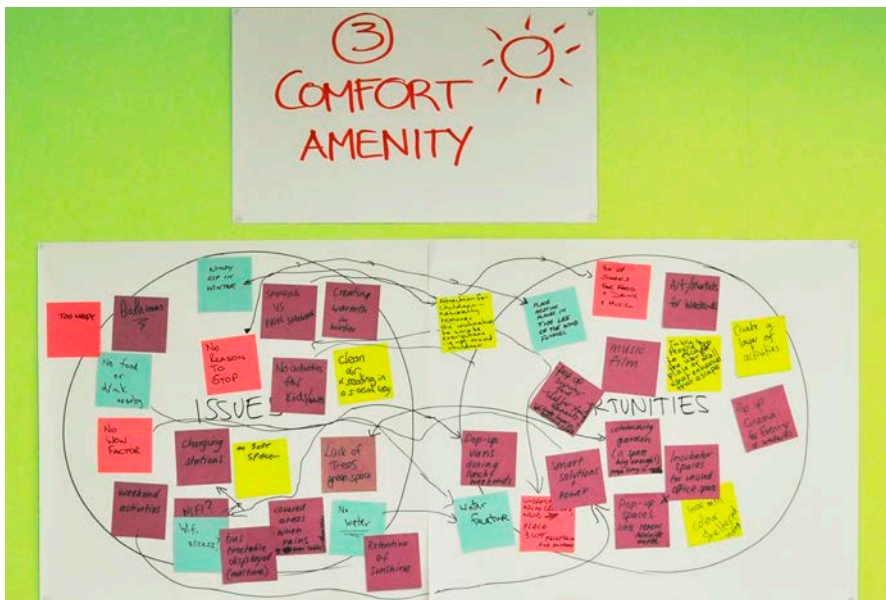
Attendees:

ACT Government
Aussie Home Loans
Canberra Town Planning
Caroline Le Couteur MLA
Cataldo Group
Chris Steel MLA
Cromwell Property Group
Directions Health Services
Libraries ACT
MFP Consulting
Queanbeyan City Council
Riverview Projects ACT
The Australian Institute of Landscape Architects
The Australian National University
The Canberra ACT Interest Group
The Cock and Crown Men's Barber
University of Canberra
Woden Community Service
Woden Library
Woden Valley Community Council

Community Engagement | Workshop



Community Engagement | Workshop



Community Engagement | Workshop



“Lighting to feel more safe at night”

“Manage smokers”

“Charging stations, smart solutions”

“Balance sun and shade”



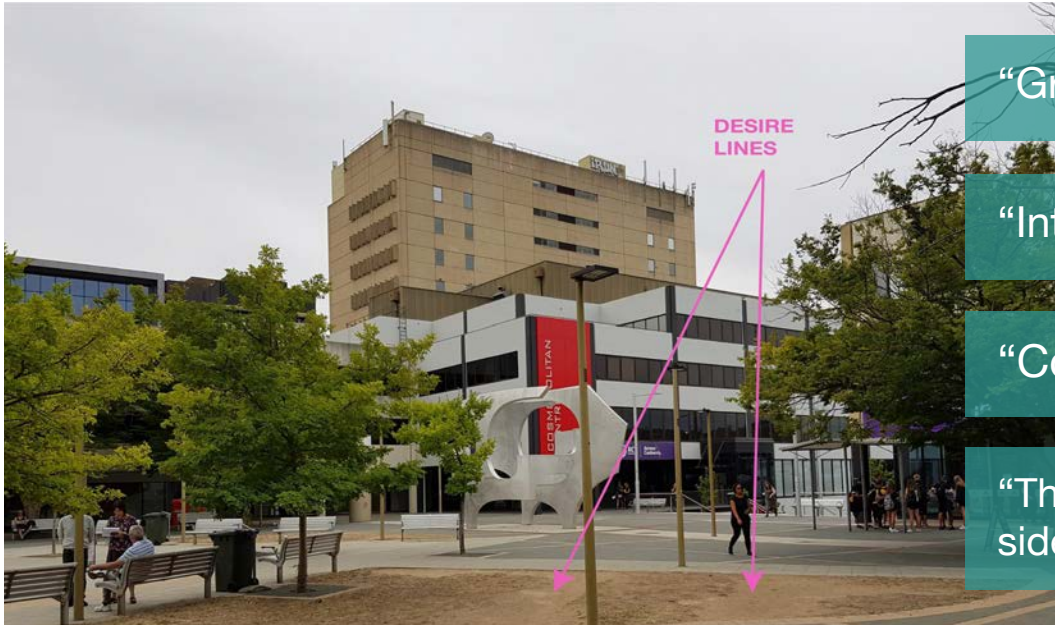
“Provide shelter and shade”

“Wind breaks”

“Give me a place to work and have meetings outdoors”

“Improve the microclimate, the cold and wind”

Community Engagement | Workshop



“Green grass to relax on”

“Introduce wow factor”

“Community garden and green space”

“Thoroughfare - change ‘how’ you walk through, maze, sidewalk games”



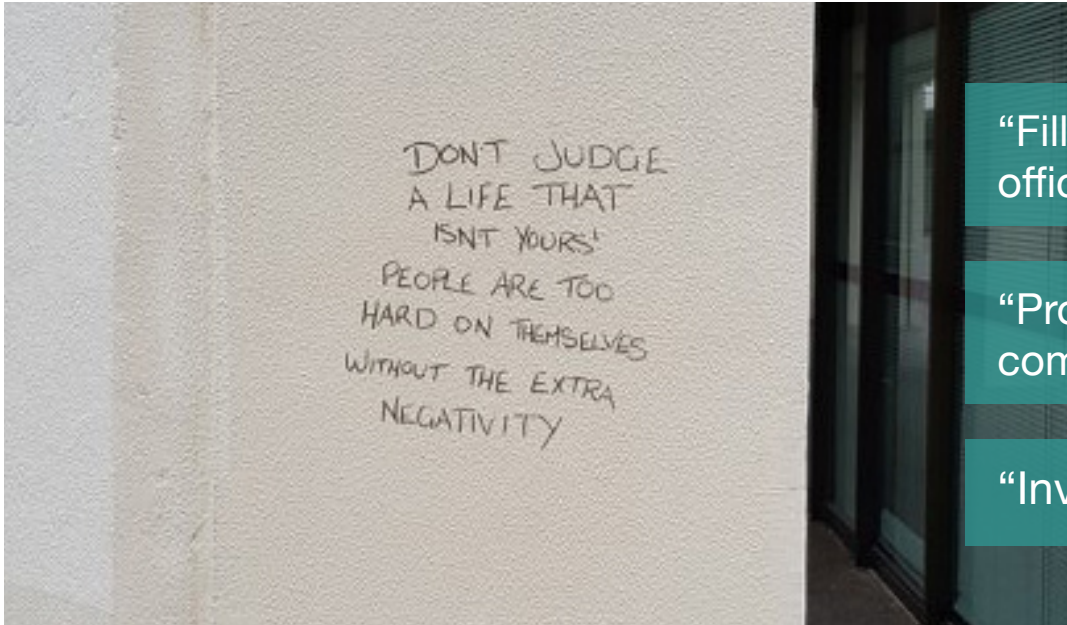
“Make it interactive”

“Add colour and fun”

“Gamification”

“Markets, buskers, events”

Community Engagement | Workshop



“Fill vacant shopfronts - incubator spaces in unused offices, or pop-up shops”

“Provide furniture that works for social groups and community building”

“Involve the community”



“Establish a sense of identity”

“Build a community group to manage events in the square”

“Soft, kid-friendly surfaces”

“Attract more parents, children and seniors”

Community Engagement | Workshop



“Tickertape display of events and places of interest - ‘Woden library storytime starts in 5 minutes...’ ”

“Connect the square with the bus station - digital timetable updated in real time”

“Show me what’s around, what’s happening - wayfinding”

“Connect visual links”



“Give people a reason to stay”

“Make it a destination”

“Food and drink vendors”

“Create a layer of activities”

“Activate out of hours and on weekends”

Community Engagement | Survey



Woden Experiment is at [Woden Town Centre](#).

2 May at 15:24 · Canberra, ACT ·

Calling #Woden #ACT community: If you weren't able to make our #WodenExperiment Workshop, we have a new survey - please share your experience of Woden Town Square and how we could improve it.



#WodenExperiment Community Survey

Do you live, work, shop or hang out in Woden? #WodenExperiment is currently in the Discovery Phase. We'd love to know your thoughts and experiences of Woden Town Square.

STREETFURNITURE.COM

[Learn More](#)

We received 28 qualitative responses with fascinating insights about life at Woden past and present, and hopes for the future.

We asked 6 key questions:

- How does Woden Town Square make you feel?
- Describe the journey you take to get to Woden Town Square?
- Your happiest memory of the square?
- A negative memory of the square?
- Some key issues, from your experience, that affect your enjoyment of the space?
- How do you think we could make Woden Town Square a more enjoyable place for the community?

See all responses received as of 16 May 2018 in the Appendix.

How does Woden Town Square make you feel?

DESOLATE I TRY TO AVOID THE SQUARE
WINDBLOWN CONFUSED INDIFFERENT
JUST PASSED THROUGH, NOT ARRIVED AT DISCONNECTED
GIVE IT TIRED SMOKE-FILLED A PLACE I NEED TO PASS
EVERY TIME I SEE IT IN WINTER, IT IS SO GREY NO AMBIANCE
SOME LIFE IT HAS LOOKED GLUM FOR THE PAST 15 YEARS
DEPRESSED TIRED
DERELICT BUILDINGS
THE HORRIBLE WALK AND VIEW DOWN TO THE OLD HEALTH BUILDINGS IS DEPRESSING
NO COMMUNITY UNSAFE DRAB LACKS ENERGY
IT FEELS DANGEROUS AT NIGHT, MOSTLY BECAUSE IT IS DARK UNCOMFORTABLE
A DEAD SPACE YOU NEED TO CROSS A HORRIBLE WIND TUNNEL
ISOLATED UNHAPPY LONELY COLD
THERE CAN BE THREATENING PEOPLE
A WASTELAND I DON'T FEEL SAFE AT NIGHT
FEELS REALLY UNSAFE AT NIGHT SAD NOTHING TO DO
BORED FEELS LIKE IT HAD A GLORY DAY, WHICH HAS NOW PASSED
COMPLETELY EMPTY, NOTHING OPEN, KIDS DRINKING AND SMOKING NEAR THE INTERCHANGE, FEELING UNSAFE
A HORRIBLE WIND TUNNEL UNINSPIRED
TIRED

MY CHILDREN DANCING WITH
THEIR SCOOTERS TO A BUSKER

DOING PASTE-UPS

PLAYING IN THE FOUNTAIN WHEN I WAS A KID

A GREAT BUSKER'S MUSIC COMING THROUGH THE WINDOW OF MY OFFICE

CAFES

FRIENDS AT THE CONTENTED SOUL

GOING TO THE PUB

CHILDREN RUNNING AROUND

PEOPLE HAVING LUNCH AND MEETING FRIENDS

LETTING MY KIDS RUN AROUND WHILE I WENT TO THE POST OFFICE

WHEN THERE WERE SEVERAL CAFES

FINDING A SPOT IN THE SUN

WHEN THEY REMOVED THE WATER POND,
AFTER IT STARTED TO LOOK UNLOVED

MEETING FRIENDS FOR LUNCHES AND COFFEES

CONTENTED SOUL ON FRIDAY NIGHT

LOOKING AT THE SCULPTURE AS A CHILD AND NOT BEING SURE WHAT IT WAS, BUT STILL THINK IT'S AN ELEPHANT

THE FOUNTAIN IN SUMMER

SITTING IN THE OLD ROLLS CAFE

PT ON THE NEW STAIRS

A 21ST AT A BAR

SOUL BAR

SITTING IN THE SUN READING ON
MY LUNCH BREAK, WHEN I WORKED
IN RETAIL AS A UNI STUDENT

SITTING ON THE EDGE OF THE FOUNTAIN WITH MY WORKMATES AND DANGLING OUR BARE FEET IN

A DATE AT A CAFE

KIDS WADING IN THE FOUNTAIN

BUSKERS

TAKING MY DAUGHTER
TO THE LIBRARY FOR
WIGGLE AND GIGGLE

AWESOME

WATCHING MY KIDS PLAY ON THE GRASS

LITTLE PUB

LOTS OF PEOPLE SITTING, EATING AND SOCIALISING TOGETHER

OPENING MY FIRST BANK ACCOUNT

Negative Memories

VERY CONCRETE DESOLATE
ON A COLD OR WINDY DAY IT'S A HORRIBLE WIND TUNNEL

WINDY ANY TIME RECENTLY **THE WIND TUNNEL**
LOUTS WALKING THROUGH THE SQUARE AND BUS STOP AT NIGHT, NOT FEELING SAFE

DEALING WITH SOME PEOPLE WHO USE IT FOR LESS WHOLESOME PURPOSES **NO CAFES NOW** NOT AN ENJOYABLE PLACE
THERE CAN BE THREATENING PEOPLE

WALKING THROUGH THE SQUARE EARLY ON SUNDAY MORNINGS TO USE THE ATM, AND ALWAYS LOOKING OVER MY SHOULDER **SMOKERS**

NEGLECTED AND BARREN IT'S JUST NOT SOMEWHERE I'D SPEND ANY TIME

SCUTTling ACROSS FROM THE OLD POST OFFICE TO THE PLAZA IN WINTER AT LUNCH TIME

UNCOMFORTABLE WIND IN WINTER **NO NICE** THE WIND TUNNEL IS SO COLD

REALLY, REALLY WINDY **TREES** HOMELESS PEOPLE ALWAYS ASKING FOR MONEY EVERY TIME I WALK THROUGH ON MY LUNCH BREAK

THUGS WALKING THROUGH AFTER WORK AND IT IS COMPLETELY EMPTY OF ALL LIFE, NOTHING IS OPEN, KIDS DRINKING AND SMOKING WEED NEAR THE INTERCHANGE, FEELING UNSAFE.

UNSAFE

OLD PEOPLE **EMPTY**

BEING YELLED AT BY HOMELESS PEOPLE

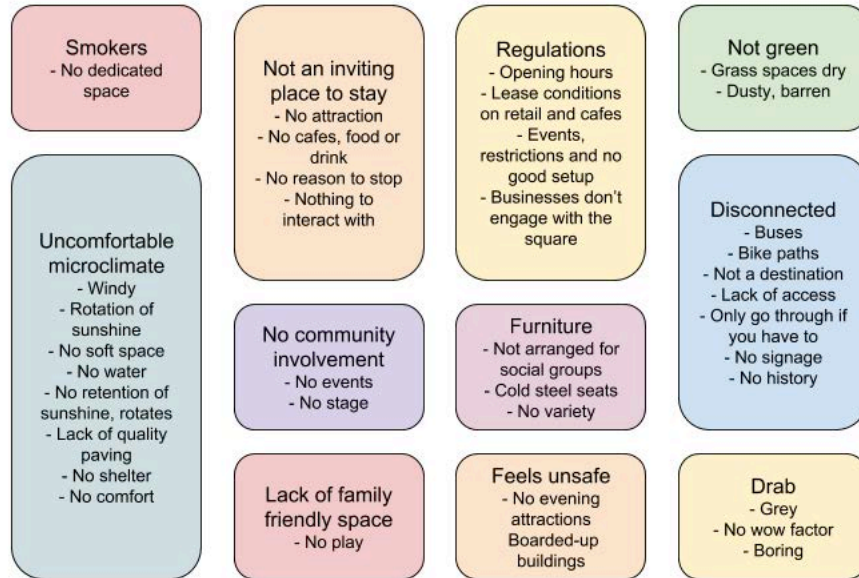
WHEN THE FOUNTAIN WAS REMOVED **WINDY** NO GOOD CAFES, RESTAURANTS, DRINKING SPOTS

BOARDED-UP SHOPS FREEZING COLD IN WINTER
BEING ASSAULTED IN THE EVENING

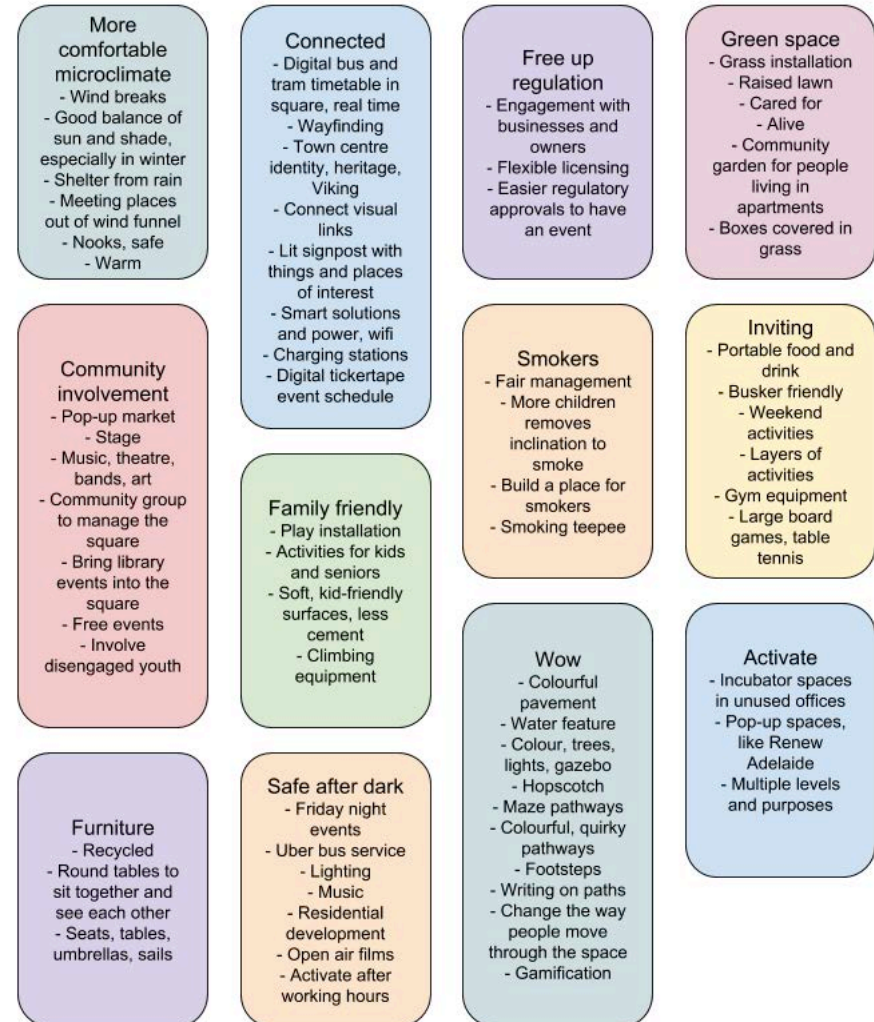
HORRIBLE WALK AND VIEW

Community Engagement | Common Thoughts

Issues



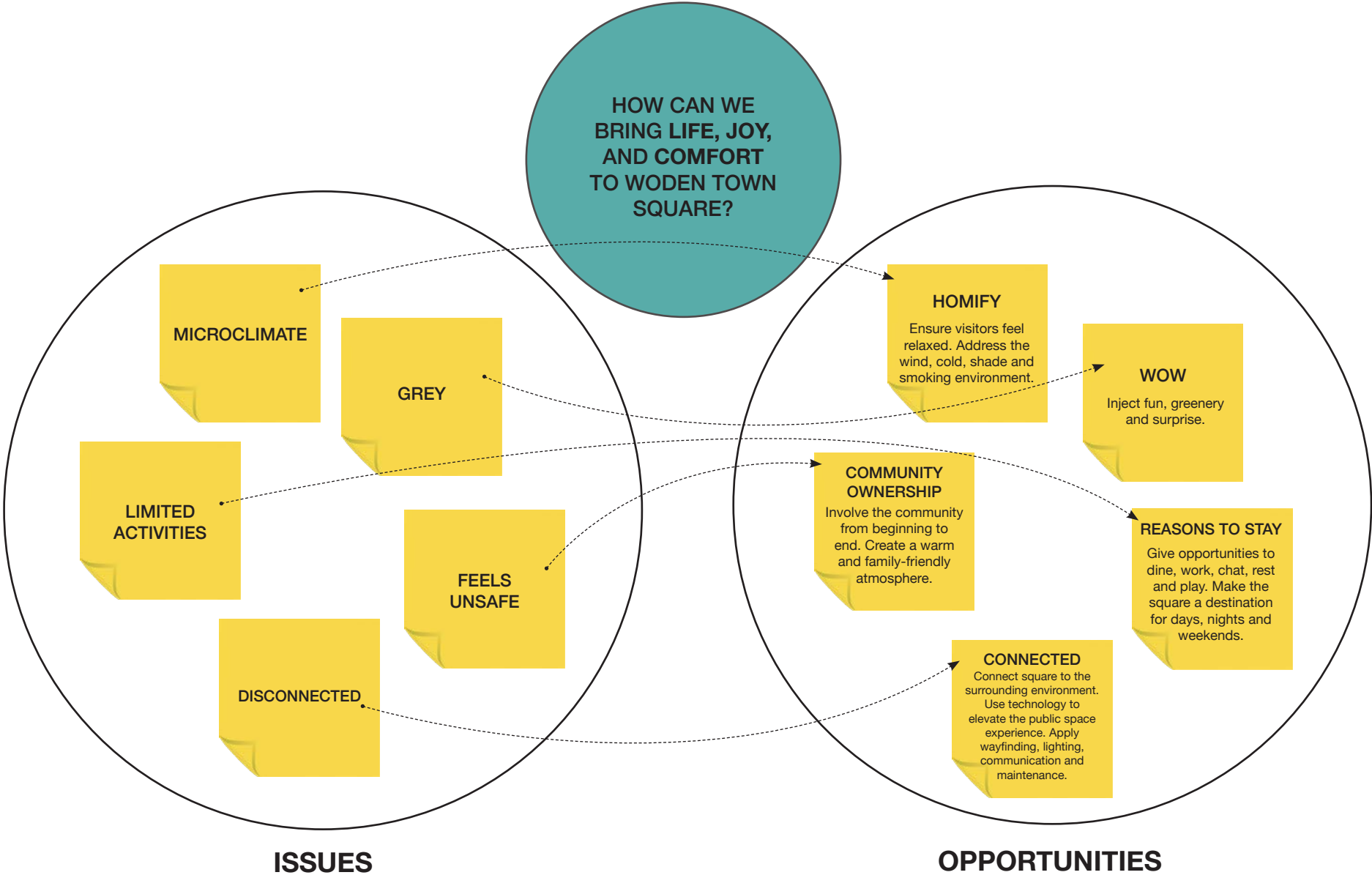
Opportunities



grand challenge

The grand challenge defines the design brief. Issues and opportunities are distilled to inform the design of #WodenExperiment.

Our Grand Challenge



appendix

Full community survey responses,
as of 16 May 2018.

Timestamp	How does Woden Town Square make you feel?	Describe the journey you take to get to Woden Town Square?	Your happiest memory of the square?	A negative memory of the square?	Some key issues, from your experience, that affect your enjoyment of the space?	How do you think we could make Woden Town Square a more enjoyable place for the community?
04/05/2018 17:38:30	Desolate and not well utilised and hard to get to you.	Drive to Woden Plaza to park the car and then walk	It's a good space to let small. children run around and it's close to the library.	It can get uncomfortable in winter when the wind blows through it.	All of the ones listed above.	Greener, with a small play area for children, easier to get to.
04/05/2018 20:06:08	Like I don't want to be there longer than necessary	Various entry points, from the carpark behind the old PO, from Corinna Street, from the pedestrian area that comes from in front of Scarborough House.	Finding a spot in the sun.	The wind tunnel effect	Micclimate, wheelchair accessibility and needing to feel safe.	Reduce the wind tunnel effect, provide more grassed area and plants and more seating, particularly seating that is visually appealing. Have more community events. Basically make it so it doesn't feel like a dead space that you need to cross rather than somewhere to be.
04/05/2018 20:39:37	Like it's somewhere to pass through	Walk from home	Listening to the music of a great busker coming in the window when I worked in an office in Church house	WIND!!!	Definitely the wind, the desolate nature of the place, everybody just scurries through	Wind breaks, businesses that open on to square. Some evening venues, some appartments maybe, play equipment, bbq?
04/05/2018 20:40:05	Dirty and lifeless	I usually walk from home and up from work at Sirius	Not many, closest would be when Soul Bar was still there	No good cafes, restaurants, drinking spots. Very concrete - no nice trees. The horrible walk and view down to the old Health buildings is depressing.	No green spaces, enjoy shops that are now boarded up.	Redesigned so that there are more green areas, bars/cafes would be great.
04/05/2018 21:04:29	Sad	I walk across a busy road, then through abandoned buildings	When I opened my first bank account	Being yelled at by homeless people	It is deserted, ugly and unsafe	Knock down the derelict buildings and redevelop
04/05/2018 21:07:06	Like I should paraglide to take advantage of the crazy wind tunnels.	Drive. Gripping the steering wheel for fear of old people.	The awesome little pub. And doing paste ups.	Thugs, louts and old people.	Cold and concrete-y	Cafes and eateries.
04/05/2018 22:35:58	windblown and not willing to stop or sit	up the nice new steps from the bus exchange or around the daggy corner from the parking near Woolies	sitting in the old Rolls cafe	scuttling across from the old Post Office to the Plaza in the winter lunch time	Wind, no where appealing to attract me there	I don't know how you fix the wind/climate but I think the walk down towards the Hellenic Club could be made attractive and comfortable.
05/05/2018 06:49:45	Bored, uninviting	Walk from home or work	When there were cafes and lots of people sitting, eating and socialising together	homeless people always asking for money every time i walk through on my lunch brake. Everyone walks through as quick as they can because its not an enjoyable place.	No cafes or bars, no socialising, cold boring space, no green to sit on, no community and feels really unsafe at night.	Have more places for people to socialise, everyone loves to eat and drink woden lacks that! Make it greener, have entertainment and activities. Give it some life!
05/05/2018 07:20:23	Uninspired	Woden square is passed though, not arried at. Normally I come through from the walkway near the library or from the mall.	Playing in the fountain that used to be there when I was a kid.	Dealing with some of the people who use the area for less wholesome purposes. There can be threatening people in the area.	Lack of intersting architecture. Ither than the large silver statue, which I have find memories of, there is nothing captivating there and no reason to be there.	Create spaces for events and interactive architectute that encourages play in children and adults. Encourage businesses like bars, cafes and restaurants to open
05/05/2018 08:52:00	Indifferent	15min walk from home	Going to the Cintened Soul on Friday night 20 yrs ago	Looking glum for the last 15yrs	It's cold, windy and boring	Turn it into a European style piazza with cafes and bars, green space. Provide wind breaks.
05/05/2018 09:25:02	Not much as it's barren now.	Drive or walk from Pearce.	Summer when it still had water fountains	When the fountain was removed.	Just a wasted space with no value add to the community. Not even an outdoor cafe.	Changing the micro climate, brighten up the drab appearance. Give people a reason to go through the shops to the square.
05/05/2018 10:14:30	Dead inside	Walking or driving	A date at a cafe they had at the end of College, and a 21st at the bar that used to be there.	Every time I see it during winter, it is zo grey	Lack of inviting cafes and bars and the ambience is rubbish. Need some bright funky colours and buskers.	As above. Maybe a winter market like a German christmas market with little wooden stalls. An Australian Winter Markets. Mulled wine, gifts, art, buskers, food....
05/05/2018 10:34:13	Only staying long enough to do what's required. Not inclined to linger.	Walk, bus or occasionally drive			Disconnected, furniture	Activate, connected
05/05/2018 12:29:10	Less than excited	Smoke-filled bus and station	Being with friends at the contented soul	The smokers	Smoking	Ban smoking

Timestamp	How does Woden Town Square make you feel?	Describe the journey you take to get to Woden Town Square?	Your happiest memory of the square?	A negative memory of the square?	Some key issues, from your experience, that affect your enjoyment of the space?	How do you think we could make Woden Town Square a more enjoyable place for the community?
05/05/2018 14:05:41	Unhappy, bored, unsafe	Walk from home (Hughes) or drive.	Taking my daughter to the library for Wiggle and Giggle	Walking through the square after work and it is completely empty of all life, nothing is open, kids drinking and smoking weed near the interchange, feeling unsafe. Also on a cold or windy day it's A horrible wind tunnel.	No green space, no trees, no cafes or restaurants with safe nightlife and people enjoying the square. Lots of empty space and derelict buildings.	More shops cafes and restaurants in the square and filling up the spaces outside near the library and post office. Bring more people in to spend time in these spaces. Make there somewhere to go after work for a drink or dinner. Make it safe and inviting for young families to spend time, have a picnic, grassed areas and play equipment.
05/05/2018 14:58:14	Delapidated buildings and lack of interesting retail/cafes/restaurants make it an uninteresting place. Not a comfortable or pleasant environment in its current state.	I would like this to be a vibrant place where people meet both during the week and on weekends.			No shade or shelter. Not attractive. Feels unsafe outside of work hours. Not connected to any facilities.	Make it more attractive. Provide spaces for meeting and kids to play (i.e grassed area). Retail/cafes/restaurants to attract people outside of work hours. Create art space. Embrace the street art seen in other places, such as the storm drains, to create a colourful, interesting and unique space.
05/05/2018 20:09:08	Cold. It's not a place I want to stay in during the cooler months. It's a place I need to pass in order to get where I need to go. Although in summer my young children enjoy scootering in the middle of the square	Past the library, through the wind tunnel	My children scootering (and doing a dance on the scooters) to the buskers music	The wind tunnel. It's so cold	All issues you've identified	Implementing some or most of the opportunities you've identified in particular the more comfortable microclimate, furniture, community involvement, green spaces, inviting and the electronic bus/tram timetables. I'm not a fan of a designated smoking area but I also understand the need for it.
05/05/2018 20:49:26	A little sad. It lacks energy and is not a place you would hang around for long.	Via the wind tunnel from the health buildings or through the bus area.	Doing a PT session (I go to fernwood nearby) on the new stairs leading to the square.	Not feeling safe at night walking through the square and at the bus stop.	Lack of dining venues that draw you to the area	More community events
06/05/2018 07:51:50	Confused, cold and isolated	I try to avoid it	Looking at the sculpture as a child and not being sure what it was but still think it's an elephant	None, it's just not somewhere I'd spend any time	nothing is really there or ever happening	have activities on frequently and permanent things to do, playground or other activities for families and children to enjoy
06/05/2018 18:38:56	Uncomfortable	Car to mall, rush through the square as fast as I can, because of the awful wind, and barren atmosphere.	Buskers, people, workers, families, tables & chairs with people having lunch & meeting friends.	Desolate, boarded up shops, empty & unsafe.	Not many areas for people to commune, sit and talk or eat. Windy! The tower creates a wind tunnel, some windbreaks might help disperse the strong wind.	Cafes, alfresco dining, areas for people to rest & chat, play area for kids. Currently its a barren wasteland as it is!
08/05/2018 08:02:08	Cold and windblown	By bike via the underpass from Lyons or walking from Chifley via Melrose dr	Watching my kids play in the grassy area. Sitting in the sun reading on my lunch break when I work d in retail as a uni student	It really is freezing cold in winter	Agree - play equipment would be really welcome. Also there is no way down to the interchange by bike now (except by lift - allowed??)	Agree, great ideas!
08/05/2018 08:38:08	Cold and lonely. The expanse of the square, with no real interest to keep you there, is a very large piece of concrete to walk through to get to somewhere else.	I used to work in Woden, so would traverse the square from the offices to the shops. I would never stop in it. I used to drive my car in to work and park near the pool. Nowadays, I am more likely to drive and park near the shopping centre and walk from the shops to the Library, and again walk through the square to get to shops near the bus interchange, or to the first floor of the Plaza.	When the water feature was in the square. I would sit there on the edge with my workmates (we were in our early 20s) and dangle our bare feet in. Many others did it too, and small children would wade in a little further, they loved it and we loved the lunch break doing something fun.	Walking through the square on early Sunday mornings to use the St George ATM and always having to look over my shoulder.	Agree with all of the sentiments raised above, in that there used to be a number of cafes around the square, but they have all since packed up and become either other businesses, or are still empty spaces. Bring back the water feature!!!	Cafes and eateries , umbrellas and tables for shade (like a European piazza), bring back the water feature, have functional and comfortable street furniture (nothing like the hard metal edges found in Civic benches through Garema Place please!) , get greenery into the area. Take a look at the new Westfield Chermiside Brisbane extension - the outside space - now I'm not saying the same lush greenery would suit here but it is a very luxurious space, gets a lot of late night patrons and has a beautiful vibe.
08/05/2018 21:00:27	It's very dreary and old	Walking from office building to the shops, past Albermale/Alexander			There is not enough greenery or seats and it's not a welcoming area to stay in for any long amount of time	Brighten the space up, clean up the concrete, the Albermale/Alexander construction areas are so un-inviting and awful to walk past, add more seats and some tables, interesting art work to look at, a more clear thoroughfare to walk from the offices to Westfield

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08/05/2018 21:12:44	It feels like the CBD of a rural town, which had a glory day which has now passed	Either the 83 or 25 bus from Weston to Woden, or the 300 from the City to Woden	Meeting friends for lunches or coffees	Being assaulted in the evening	The microclimate issues are the largest, but the centre of the square feels somewhat empty. It also feels dangerous at night, mostly because of how dark it is.	Set up better lighting and try to create some sort of wind break, with some cover to protect traffic during rain. See about expanding outdoor areas for existing stores, and opening new "pop-up" style ones closer to the centre. Set up better communal seating areas, like park benches and picnic tables.
08/05/2018 21:15:38	Depressed	I walk from either a capark or home.	When there was actually stuff there in the olden days you could go to the pub or post office or one of several cafes.	Any time recently. The place is a wasteland.	Smokers everywhere. Nothing to actually do or buy there.	Zone the ground floor of the buildings for social businesses.
09/05/2018 08:04:04	I find it cold and windy and not at all attractive or enticing.	I walk through DJs and through the shopping centre to reach the library.	When they removed the water, pond. When it was first planted it looked OK but now it just looks unloved.	Windy. I just want to pass through it as fast as I can. No cafe now.	All of the above!	Small of the above, it needs to be a space that people want to visit.
10/05/2018 18:19:58	Tired	Drive from Weston Creek	Letting my kids run around while I went to post office.	Really really Windy.		Make it more accessible for disabled. Not just wheelchair friendly but provide access to disabled parking for those who can't walk far. As centres become bigger it is harder for those with walking issues, who do not use a motorised wheel chair to reach everything. I can't get to the Canberra Connect Shopfront in Woden, too far for me to walk from disabled parking. I have to drive to the one at Tuggeranong.
11/05/2018 16:54:21	Depressed.	Walk, bus or drive - I live in an adjoining suburb	Nil	It is neglected and barren	It is windblown from the existing high rise buildings and there are few centres which open onto it.	<p>Stop approving high rise buildings which will overshadow the square and create windtunnels. That is the origin of the problem. At least convert the existing high rise derelict office buildings to apartments, as they already exist, and do not build more.</p> <p>Greenery and different levels would add to the visual appeal, as occurs at New Acton. Move the library to face more directly onto the square to create more foot traffic. However the addition of tacky wooden furniture does nothing to add to the appeal of a place if it is not a nice place to be environmentally. Landscaping of high quality as was done at the College on Launceston St would make the square visually more attractive. But again, the high rise buildings which will encircle the square and block light and sun, and create windtunnels, will ensure that it is not a hospitable place for anyone to linger. Hobart Place is an object lesson: always a dark, windblown place that people have never used because it is an inhospitable microclimate. Woden residents wonder why the government is determined to destroy this area, and turn it into an ugly high rise ghetto.</p>