

walkSEOUL

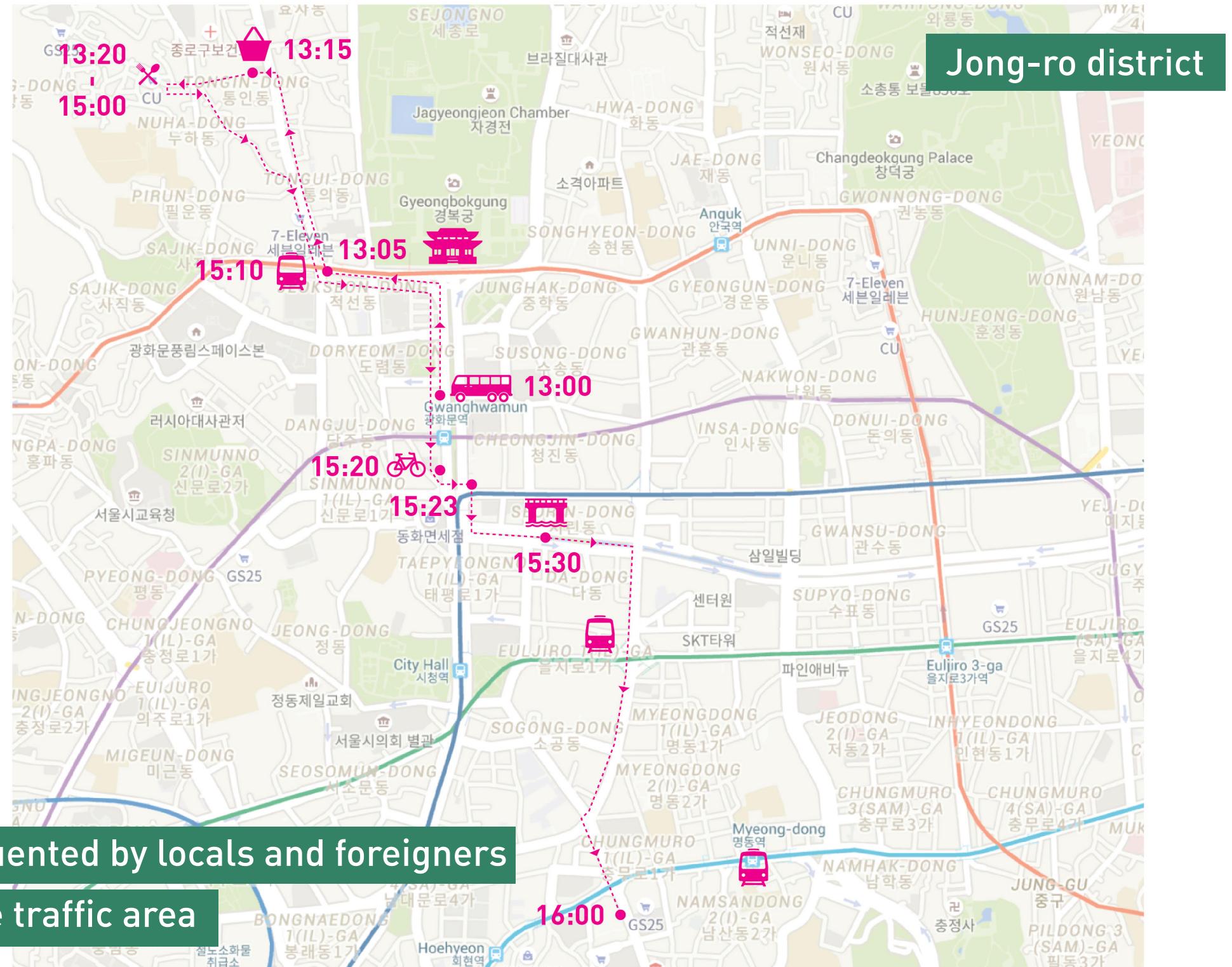
GROUP 3

Yiman x Leo x Inae x Sangmin x Hyejin x Aga

Wednesday, 15.06.2016

BRIEF

to explore the opportunities for improving Seoul's
transportation system and to encourage different types
of users to increase their use of public transport and to
raise awareness of wellbeing connected to cities



frequented by locals and foreigners

large traffic area

DAY 1: SITE RESEARCH

shadowing

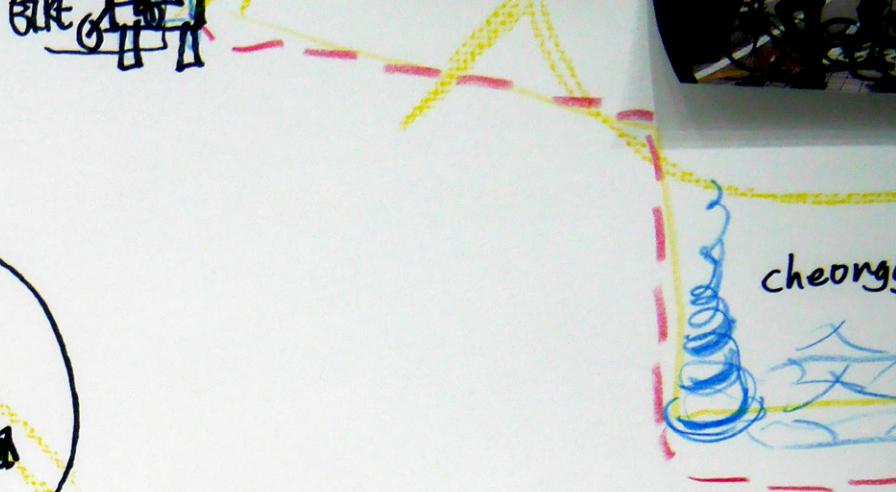
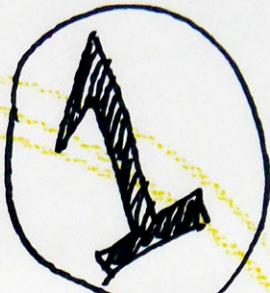
observation + photography

derive + apps





Hyein.
Too small (⊙◐◑)
uncomfortable.



AGA
STOP NAMES
MAINLY IN
KOREAN

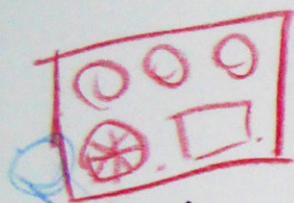
Inae
only
~~korean~~
language
(bus)

LEO (◐◑)
excited to
walkaround
the city!!

Hyesin (◐◑)
I don't like
this colour!
는에 잘 안된다!

optional?)
feed.





5'

MIN 😊
hidden place
healthy food,,
(Korea traditional?)
food.

LEO 😊
I'm hungry
The App is
useless

TONG-IN

15'



Hyesin 😊
시장의 출구들은
어디로 연결되어
있나?

AGA 😊
EXCITED!
FOOD & LOCAL
PRODUCTS

LEO 😊
the App is cool!!

MIN 😊

I'm hungry
The APP is
useless

AGA



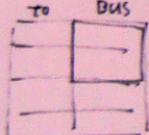
EASY TO NAVIGATE,
ALTHOUGH THE
MAP DOESN'T
INFORM ENOUGH
ABOUT THE AREA

YIMAN

MULTI-LINGUAL
WAVFINDING

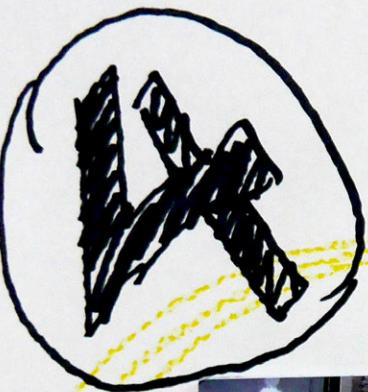
↓
tube :
station :
Confused :)

Hyejin



← 이건은
왜 있는지?
나누어져 있는
이유는 정류장이
나누어져 있는 걸까?

Confused :)

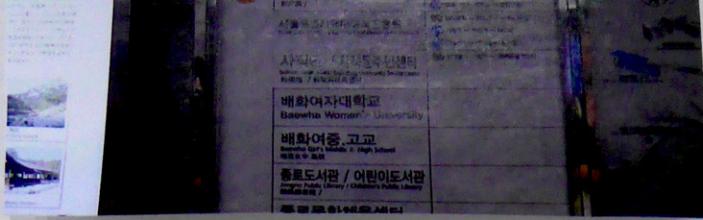


From SADI
40'

ING
tube
station!

Confused :c

왜 있는지?
다워어에 있는
여유는 정류장이
나눠져 있는건가?



Gyeongbokgung

From SADI

40'

Bus

Gwanghwamun

Bike



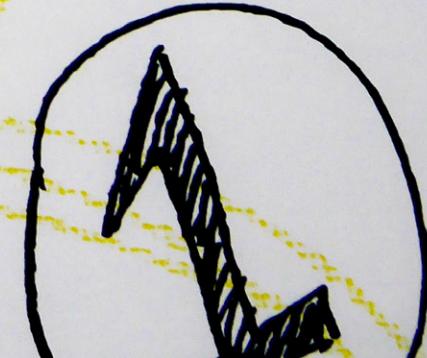
Hyein.



~~|||||~~

Too small (o)

uncomfortable.



Q171?

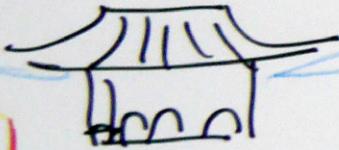
products

LEO ☺

The App is cool!

MIN ☺

bored



exit 6

Bus

min

gate

AGA
crossing was
too big,
confusing

LEO ☹
Looks so
dangerous!!!



AGA ☹
DON'T KNOW
WHERE TO
RIDE, NO MAP
WITH BIKE
STATIONS

Hyejin :D ☹
How can I
ride this?
☞

Ziae ☹
If I don't have
credit card, maybe
I can't use

LEO ☹
DO NOT SUPPORT
IOS

YIMAN.
No explanation
about how to
use bicycle.



LEO ☺
Where should
I stand?

Ziae ☹
fly bus

YIMAN.

Really nice for

11 EXIT 6
bokoung

40'

highway mun



ACA
CROSSING WAS
TOO BIG,
CONFUSING

LEO ☹
Looks so
Dangerous!!!





LEO ☹
Who should
I find the
TUE station
I'm kind of (or

Inae
(-_-)
fly bug

Useful sign system

AGA 
REST. RELAXING
PLACE, A MOMENT
OF PEACE,
NATURE

hidden place
peaceful, cool

Inae 

Many EXIT





TUE
EULJIRO-1ga 
(2/rne)



AGA ☹
CONFUSED, NOT
SURE HOW TO
GET A TAXI

LED ☹
Have to transfer
twice??
No more...

MIN ☹
too hot
tired
가을이면 가을이.

15

TAXI || TUE
Myeong-dong
(4/rne)

DAY 1: FINDINGS

- a. multi-lingual information available
- b. unclear wayfinding, no coherent visual language (SBT)
- c. station maps very legible - although lacking detail
- d. online maps (apps) focus on efficiency not quality of the walk (naver, google maps, citymapper)
- e. no instructions and ios app for cycle hire
- f. traffic is hectic and scary
- g. scale of the subway map is not reflected in reality -
 - walking distances are not easy to understand

DAY 2: SOCIAL RESEARCH

interviews

observation + photography

recordings

locals

foreigners

3 areas, POIs



DAY 2: FINDINGS

- a. subway is fast & accurate, but bus enables to see outside
- b. the apps - current location often not precise
- c. 50% of foreigners use paper maps and 50% digital maps (apps)
- d. maps available when wifi is available
- f. chinese tourists tend not to wander around on their own
- g. not enough transfer information (subway - bus)
- h. taxi is very cheap, hence popular
- i. use subway instead of walking on short distances

USER(S)	CH	GW	GY	CH	GW	GY	CH	GW	GY	CH	GW	GY	CH	GW	GY
WHERE	CH	GW	GY	CH	GW	GY	CH	GW	GY	CH	GW	GY	CH	GW	GY
LOCAL TOURIST	LOCAL						FOREIGNER								
AGE	16 - 25			26 - 40			41 +			16 - 25			26 - 40		
TRANSPORT PREFERENCE	SUBWAY	BUS	SUBWAY	BUS	SUBWAY	SUBWAY	SUBWAY	BUS	SUBWAY	SUBWAY	SUBWAY	SUBWAY	TAXI	SUBWAY	SUBWAY
WALKING	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	NO	YES	YES	YES	YES
WALKING TIME RANGE	20-30	20	45	15-30	15-1h	10-30	15	15-1h	15-20						
TYPE OF MAPS	APP	APP	APP	INFO	APP	APP	INFO	RANDOM	APP	GOOGLE MAPS	GOOGLE MAPS	STATION MAP	DONT USE ANYTHING	PAPER MAPS	UNION GOOGLE MAPS
WHY?	ACCURATE	ACCURATE	ACCURATE	ENGAG.	ACCURATE,	USABILITY	FAMILIAR	RECOMMENDED	SIGHTSEEING	BY KIDS					STATION MAP

OPPORTUNITIES FOR walkSEOUL

1. unclear wayfinding, no coherent visual language causes difficulty when transferring, for both foreigners and locals
2. existing maps (stations) do not provide sufficient information about walking times, hence people are unwilling to walk between stations
3. although multi-lingual information is often available, it's still not everywhere in the city centre (foreigners)
4. apps are popular although sometimes too difficult to use (eg. naver)
5. there's still need for offline maps since 50% of interviewees still use them
6. big traffic often discourages people from walking (they choose taxi and subway), no alternative path is offered

OUR AIM

to build upon and expand existing infrastructure
by introducing more frequent and legible maps
offering clear information on walking distances,
street names and POIs. We want to show the users
an alternative way of commuting as well as getting to
know the city of Seoul

TOM JENNER

age: 45

occupation: english teacher

interests: traveling, playing guitar

current situation: just arrived in

Korea, planning to stay for a while

Using paper map a lot because the internet is always too expensive.

However, the convenient subway might make he less fit





JOOYOUNG LEE

age: 32

occupation: bank-clerk

interests: social media

(instagram), cooking

current situation: taking subway

a lot and using Naver Map to

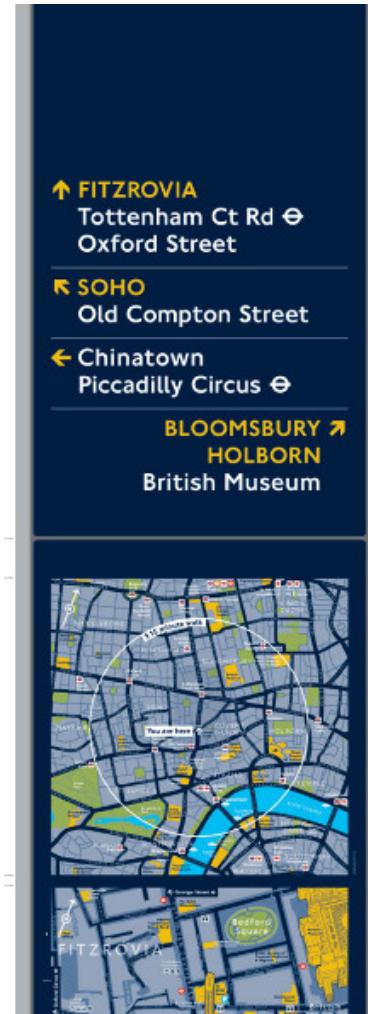
find her way.

Trying to change towards more
active lifestyle

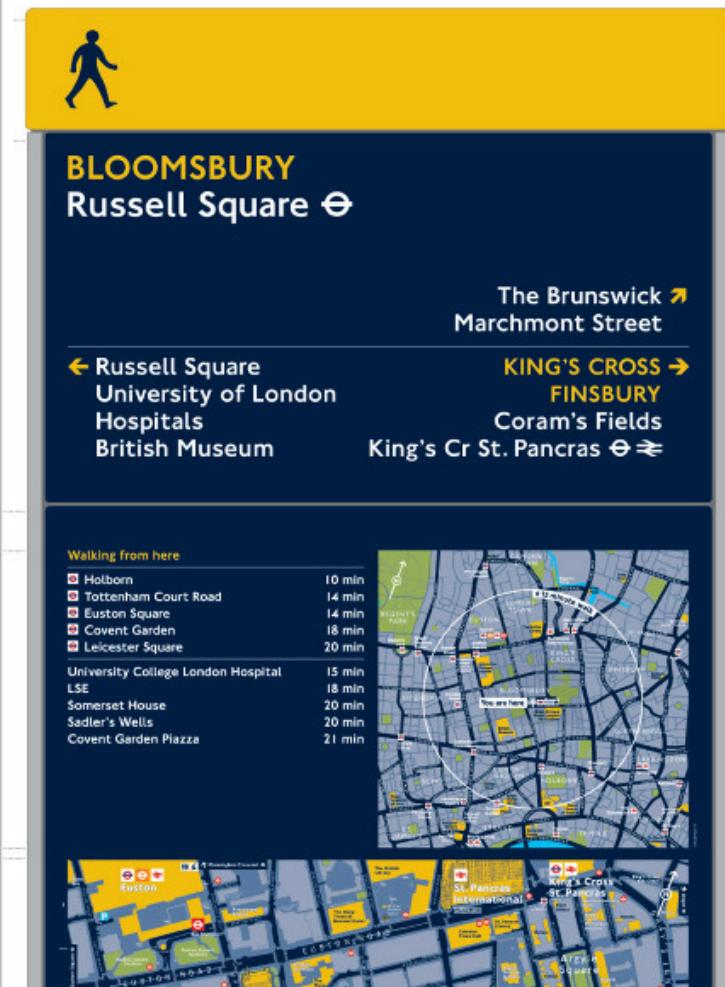
CASE STUDIES



New York



London



walkSEOUL

THANK YOU

Yiman x Leo x Inae x Sangmin x Hyejin x Aga

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