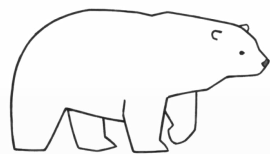




**EXECUTIVE SUMMARY**

# **DIGITAL LENS**



STUDIO  
POLAR

MASHA

AUDRA

YENA

JAKE

JON



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# DESIGN CHALLENGE

## PROBLEM

- How might we help event goers easily access information in digital spaces that will promote city exploration?

## SOLUTION

- A mobile first easy to use interactive map that helps event goers navigate and better explore their city, along with an informative list of restaurants, shops, and points of interests on the route.

## INSIGHT

- CicLAvia's current interactive map is hard to use and overwhelming to look at, especially during the mobile experience which is most important to the participants who are on their phones during the event.
- We learned in a survey, CicLAvia participants want more information on things to do, see, and eat in the area, but 80% of them do not use or know about CicLAvia's current interactive map.
- Out of all of the interactive maps on the market, Proxi is the best option for CicLAvia. It has the cleanest UI, great customizable options, intuitive features that will save CicLAvia's staff's time, and it will be completely free for CicLAvia.
- CicLAvia participants at the Dec, 4th event loved our solution. They found it clear, informative, and a great place to find small businesses along the route to support. Many event goers said they would be using it during their time at CicLAvia, and hope to continue to use it at events to come.

# METHODOLOGY OVERVIEW

## CicLAvia Oct 9th event

### PHASE 1

Secondary Research

During this phase, we conducted **heuristic evaluation** of the website and interactive map, **competitive analysis**, and **netnography**.

### PHASE 2

Interviews

We interviewed **5 subject matter experts** consisting of people who used to or currently work for CicLAvia.

### PHASE 3

Physical Prototype

We tested our findings by building a physical prototype of a **customizable itinerary** that we tested during the CicLAvia event.

### PHASE 4

Survey

We surveyed **43 people** at the CicLAvia event and asked them **18 questions** about their experience and CicLAvia's interactive map.

# METHODOLOGY OVERVIEW

## CicLAvia Dec 4th event

### PHASE 1

Secondary Research

During this phase, we explored mapping platforms and created a **competitive analysis**.

### PHASE 2

Prototype

We settled on using **Proxi** and created a prototype website that included a **list of shops, restaurants, and points of interest**.

### PHASE 3

User Testing

At the event we conducted user testing with **11 participants** and collected insights.

### PHASE 4

Final Iteration

We implemented these insights into our prototype.

The background is a grayscale map of Los Angeles with various icons overlaid, including stars, cutlery, a shopping bag, and a car. Street names like 'W 3rd St', 'Grand Ave', 'The Broadway', 'W 8th St', 'W Olympic Blvd', 'Maple Ave', 'SKID ROW', and 'ALISO VILLAGE' are visible. A blue L-shaped graphic is positioned on the left and right sides of the text.

# INTERACTIVE MAP INSIGHTS

# INTERACTIVE MAP

Overwhelming amount of spots





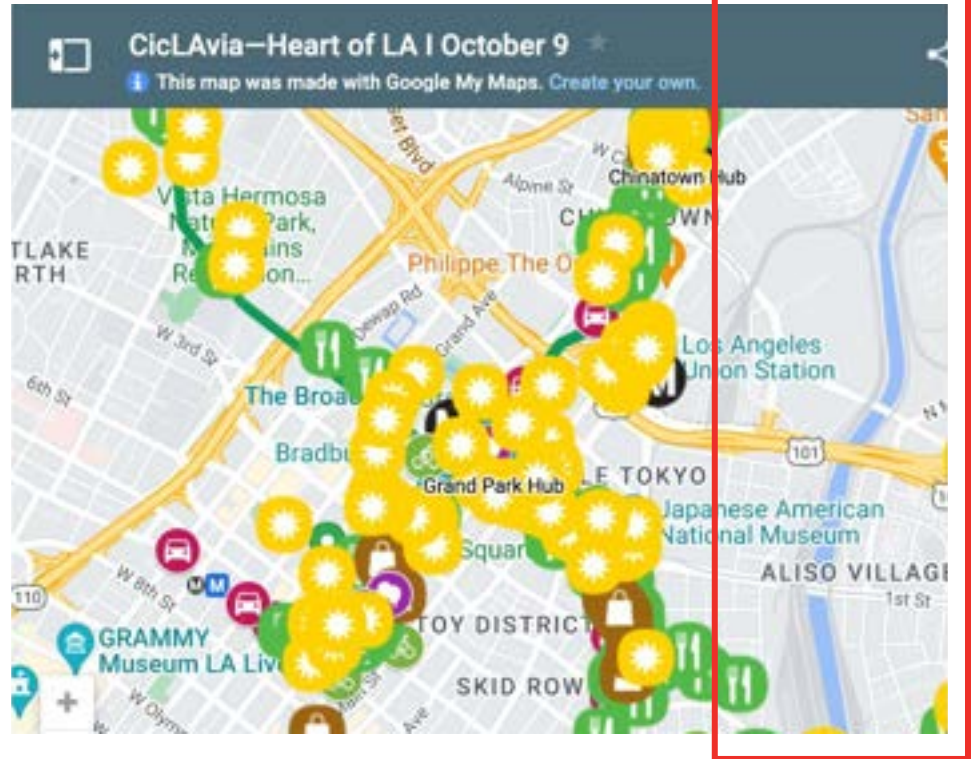
# INTERACTIVE MAP

Overwhelming amount of spots

Map is small and cut off

## Interactive Digital Map

Use the CicLAvia digital map to plan which businesses, local gems, activities along the route and Hubs to check out during the event on October 9th!

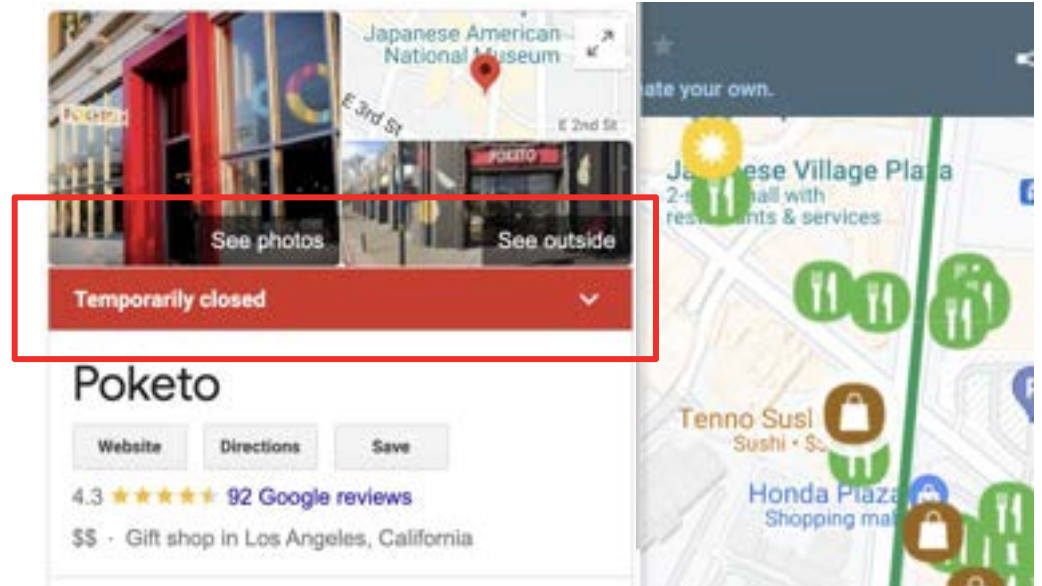


# INTERACTIVE MAP

Overwhelming amount of spots

Map is small and cut off

Locations aren't updated



# INTERACTIVE MAP

Overwhelming amount of spots

Map is small and cut off

Locations aren't updated

Map is hard to find





# PROTOTYPE IDEATION

We wanted to test if CicLAvia participants even **want** an interactive map.



To do this, we created a **customizable itinerary for users to make during the event**. Using the current interactive map we created a list of businesses and places. We also provided a map where we circled the locations they picked, then took a polaroid of them and taped it to their itinerary to leave them with a memory of CicLAvia.

# PROTOTYPE IDEATION

FOOD	SHOPS	COOL SPOTS
<b>PRIME PIZZA</b> 5 11-10PM   141 S Central Ave Old-fashioned pizza for anyone who prefers extra pepperoni, mushrooms, onions & sauce. 	<b>OTHER BOOKS</b> 2-8PM   2006 E Cesar E Chavez Ave Stop and read books, comics, and more. 	<b>JAPANESE VILLAGE PLAZA</b> 7-7PM   333 E 2nd St 
<b>LITTLE SISTERS</b> 55 11-10PM   523 W 7th St Gluten-free, vegan, vegetarian, dairy-free, shell-free, and more. 	<b>POPKILLER</b> 12-10PM   343 E 2nd St Top vinyl and album releases, new releases and special anniversary titles in digital & physical formats. 	<b>HISTORIC DOWNTOWN FARMERS MARKET</b> 9-2PM   5th Street 
<b>MACCHERONI REPUBLIC</b> 55 11-9:30PM   332 S Broadway Macchiesi pasta bar - 800+ items. 	<b>BODEGA</b> 11-6PM   1320 E 7th St A multi-cultural gathering, featuring a variety of arts, food, wine, and design. 	<b>MACARTHUR PARK LAKE</b> 8:30-6PM   2230 W 8th St 
<b>RIKE</b> 55 11-8PM   228 1st St Japan meets Italy with 100+ items from authentic Italian restaurants. Fresh pasta, sushi, beer and wine. 	<b>THE LAST BOOKSTORE</b> 11-8PM   453 S Spring St Book, records, and art items with new & used items. 	<b>GRAND CENTRAL MARKET</b> 9-9PM   317 S Broadway Fresh drinks and beautiful vendors. 
<b>PERCH</b> 555 10-3:30PM   448 S Hill St Delicious fresh coffee with custom-made pastas, breads, and confections & special items of the week. 	<b>KOOL</b> 11-6PM   10 Japanese Village Plaza Mall Cool clothes and accessories. 	<b>BIDDY MASON MEMORIAL PARK</b> 12-7PM   333 S Spring St 

ITINERARY OPTIONS



**CICLAVIA**  
ITINERARY

**NAME:** AUDRA

**FOOD:** LITTLE SISTERS

**SHOP:** OTHER BOOKS

**COOL SPOT:** FARMERS MARKET





ITINERARY FRONT



**CICLAVIA**  
HEART OF LA  
Proudly Sponsored by

**Sunday, October 6, 2019**  
 Starting at 10:00am (10:30am - 4pm)

**HEART OF LA - 1 mile**  
 1/2 mile 1/4 mile 1/8 mile

**Legend:**  
 Starting Spot  
 Ending Spot  
 Single Directional  
 Round Trip

**Partners:**  
 Downtown Los Angeles  
 Metro



ITINERARY BACK

# PROTOTYPE RESULTS

- People loved the concept - **validating the need and want for information on businesses** along the route.
- People wanted recommendations for cool things in the area, and wanted someone to point them in the direction to go.
- A handful of people asking for vegan options
- **Many just wanted a physical copy of the map,** and asked us for directions to water station and bike repairs.
- People were excited about the polaroid, and being able to **take home a memory from their experience.**



# USER SURVEY RESULTS

## Why have reoccurring CicLAvia participants never seen the interactive map?

Out of 43 survey participants

**60%**

People have been to  
CicLAvia before

**83%**

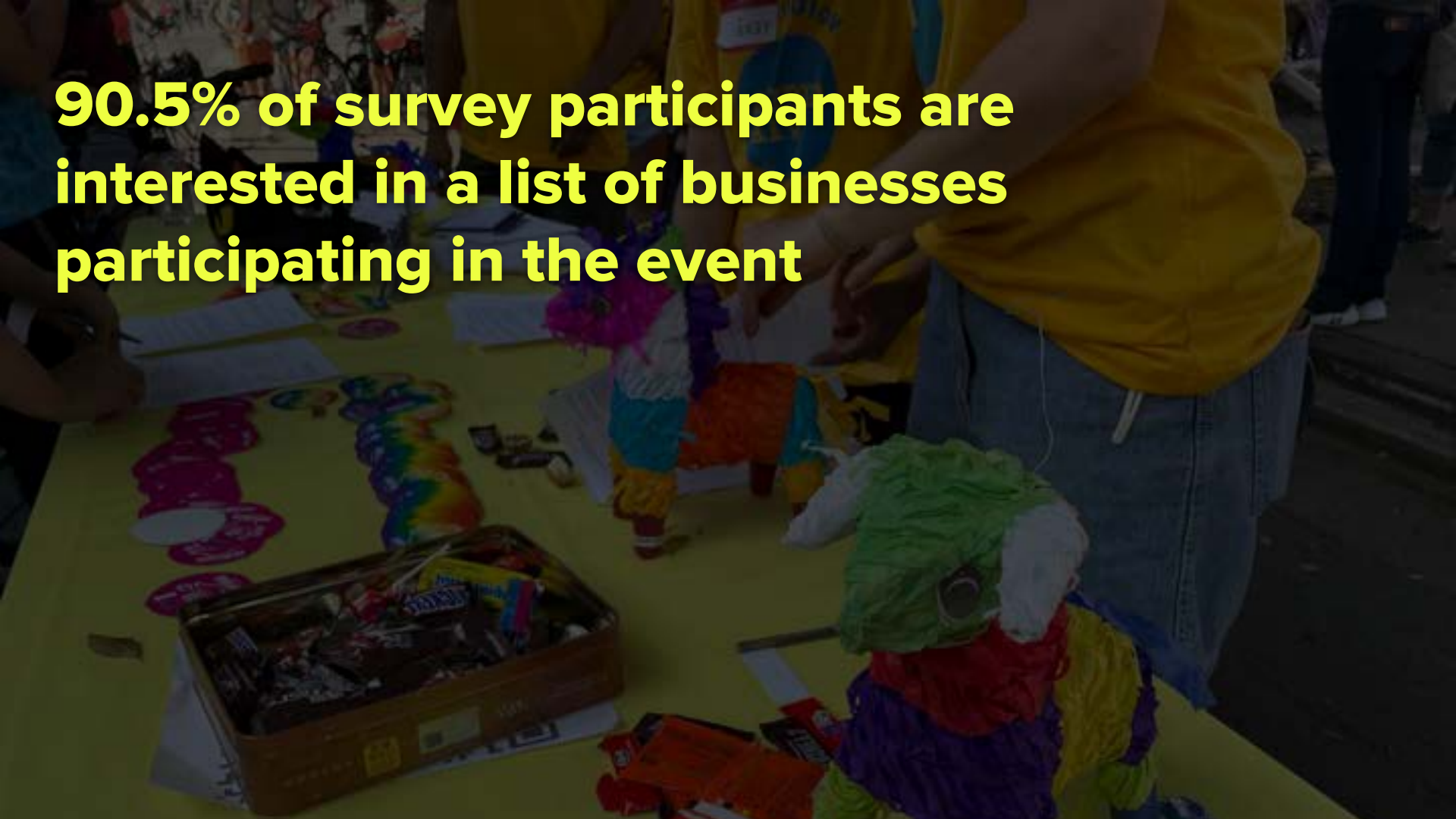
Have been to the  
website

**80%**

Have **never** seen the  
interactive map



**90.5% of survey participants are interested in a list of businesses participating in the event**



# JOURNEY MAP

## FUTURE EXPERIENCE

### ENTER



1. User visits website to get event info
2. Sees interactive map button

### ENGAGE



1. Clicks on interactive map
2. Explores locations and looks for discounts

### EXIT



1. Attends event and visits locations they were interested in
2. Gets a discount on food

### EXTEND



1. Subscribes to the mailing list for future events
2. Goes back to locations they visited during event

Coming Up Sunday, December 4, 2022 9am — 3pm CicLAvia—South LA

Help us open streets in 2023 and beyond! Click here to join our community of supporters.

# WEBSITE INSIGHTS



# NETNOGRAPHY

The community loves CicLAvia events



**Juliet BC**  
@JulietBCme

Incredible to experience [@CicLAvia](#) Meet the Hollywood! A real life street takeover showing how to make California a bike friendly and pedestrian place to be. Big thanks to the [@bromptonusa](#) LA / SoCal community who showed up & to all the organizers [#activetransportation](#)

**Juliet BC**  
@JulietBCme

In setting out to create a one-day cyclist utopia [@CicLAvia](#) also made a downright pleasant experience for - get this - walking in L.A.

Not having the streets full of speeding cars makes even the sidewalk feel safer and saner.



**LosAngeles** · Posted by [u/ChrisHagopian](#) 21 days ago

CicLAvia was amazing today. Tons of bikes and everyone had a great time. Only saw one Viking. It should be like this everyday.

**Blounge93** · 27 days ago  
MSG-Wishin

CicLAvia is so rad, I wish it was like a monthly thing in each spot

**MaxPotato88** · 1 yr ago  
South LA.

Heck yeah! I've been waiting over 5 years for CicLAvia to come back to my neighborhood!!

**AzureHemmy** · 27 days ago

I LOVE CICLAVIA! When they had it right outside my door back on Van Nuys Blvd, it was like a dream

👍 🗳️ 🗨️ Reply Give Award Share Report Save Follow

# CARD SORT

3 users reorganized CicLAvia's navigation and all 3 users moved these pages:

- ➡ Flickr Photos
- ➡ Field Guide to Local Businesses
- ➡ CicLAvia Explores
- ➡ YouTube Channel
- ➡ LA Fresco
- ➡ Make a Donation
- ➡ Anniversary Accolades
- ➡ Become a Street Star



# WEBSITE EVALUATION

Overwhelming navigation



The screenshot displays the CicLAvia website. The top navigation bar is highlighted with a red box and contains the following items: Home, Events, Ride with Us, Shop, Contact, Sign Up, Summer, and About. Below the navigation bar is a blue banner with the text: "Help us open streets in 2023 and beyond! [Click here](#) to join our community of supporters." Below the banner is a section titled "CicLAvia analyzes vibrant public spaces, active transportation and good health through car-free streets." This section features a map of South LA with a blue route highlighted. To the left of the map is a blue box with the text: "CICLAVIA SOUTH LA", "Sunday, December 4, 2022", "10am - 5pm", and "Free - Open". Below the map is a dark blue box with the text: "Making CicLAvia Sunday a Safe One".

# WEBSITE EVALUATION

Overwhelming navigation

Donation buttons get lost

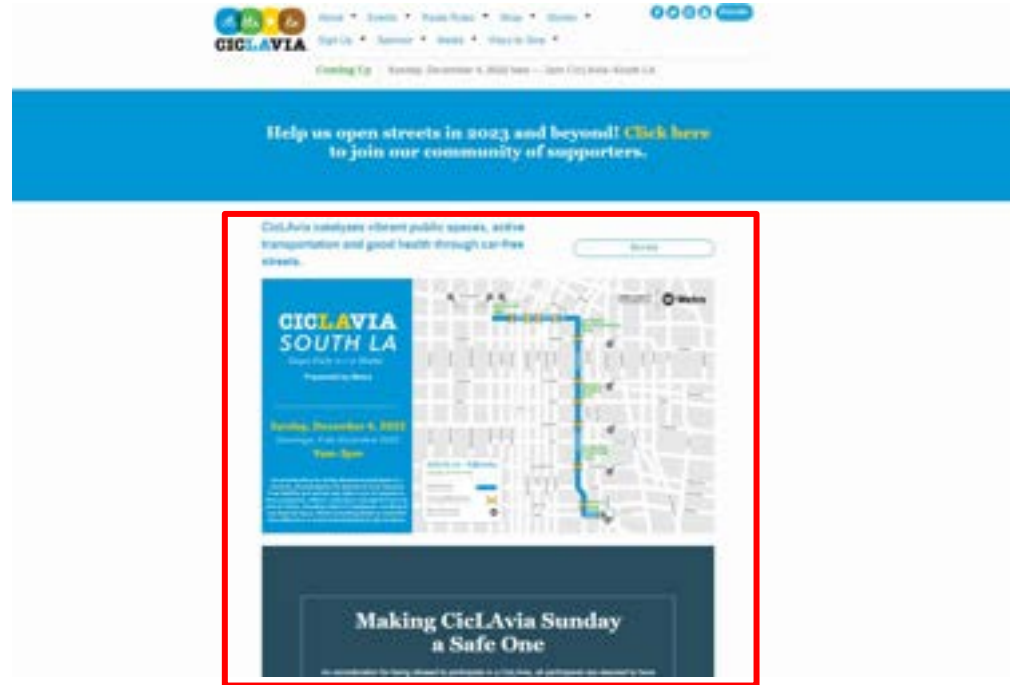


# WEBSITE EVALUATION

Overwhelming navigation

Donation buttons get lost

Lack of images





# WEBSITE EVALUATION

Overwhelming navigation

Donation buttons get lost

Lack of images

Purpose is unclear



# COMPETITIVE ANALYSIS

## STRENGTHS

- Broad audience
- Good reputation
- Data informed impact

## WEAKNESSES

- Lack of nonprofit language on site
- Donate button isn't noticeable
- No auto-fill on donation form

## OPPORTUNITIES

- Storytelling
- Monthly donation tiers
- Venmo donations

## THREATS

- People don't donate because they don't know it's a nonprofit
- CicLAvia's impact goes unnoticed

Help us open streets in 2023 and beyond! Click here to join our community of supporters.

# INTERVIEW INSIGHTS





*"The website's hero completely undersells itself. CicLAvia is so much more than an open street event."*

- **Julie Lacouture**



*"Making sure the mobile experience,  
especially for this organization, is spot on.  
Put mobile first."*

- **Mario Rini**



*"The website was developed and  
unable to update because they were  
using hard code."*

- **Rachel Burke**

# EXPERT INTERVIEWS



**JULIE LACOUTURE**

Consultant for NPOs

Liked how the route map was first on the homepage



**RACHEL BURKE**  
**ALISSANDRA VALDEZ**

Chief Program Officer, CicLavia | Event Producer, CicLavia

Story needs to be told through the participant's view



**MEISHA RAINMAN**

Chief Impact Officer, CicLavia

There is a website audit, but it was never implemented

# STAKEHOLDER FEEDBACK

## WHAT THEY LIKED

- Clear actionable points
- Examples of successful digital spaces
- Detailed observations
- Roadmap for improvements

## WHAT THEY WISHED

- Number of total surveys
- Comparison of website audits
- **Information on other mapping platforms**

## WHAT THEY WONDERED

- How to **make the list of businesses inclusive** to all on the route
- How to **integrate the “Local Gems”** page into to the map

## WHAT THEY WANTED

- Us to move forward with the map
- **Not to prioritize the website** because they plan to overhaul it



# MAP COMPETITIVE ANALYSIS

	PRICE	PROS	CONS
	Free	<ul style="list-style-type: none"><li>- Easy to use</li><li>- Collaborative</li></ul>	<ul style="list-style-type: none"><li>- Shows unrelated locations on map</li></ul>
	Free for Nonprofits	<ul style="list-style-type: none"><li>- Great UI</li><li>- Customization</li></ul>	<ul style="list-style-type: none"><li>- Start up, small team</li></ul>
	\$71/month	<ul style="list-style-type: none"><li>- Data</li><li>- Customization</li></ul>	<ul style="list-style-type: none"><li>- Very pricy</li></ul>
	\$20/month	<ul style="list-style-type: none"><li>- Based on Google Maps</li></ul>	<ul style="list-style-type: none"><li>- Old interface</li></ul>
	\$16/month	<ul style="list-style-type: none"><li>- Low budget</li><li>- Non-technical</li></ul>	<ul style="list-style-type: none"><li>- Can't build routes</li></ul>



# FINAL INSIGHTS

# INSIGHT #1

## Bathrooms & Parking

Multiple users struggled with finding bathrooms and event parking in the past and wanted to see this feature added in our next iteration.



# INSIGHT #2

## Categories & Filters

Users wanted more filter options, like having the ability to filter restaurants by Outdoor Seating so they can make sure their bike is safe while they are eating.


# INSIGHT #3

## Missing Businesses

As we walked along the route we noticed multiple businesses that were missing from our's and CicLAvia's map.

These places had incorrect information on Google or were missing entirely.

**Samy 99¢ Fashion E**  
7323 S Central Ave · (323) 476-7390  
Temporarily closed

 DIRECTIONS



# INSIGHTS SUMMARY

1. Interactive map is hard to use. The map:
  - a. Has an overwhelming amount of spots.
  - b. Small and cut off.
  - c. Has many locations that are not updated.
  - d. Hard to find.
2. Our prototype showed that people are interested in finding things to do in the area, validating the need and want for an interactive map.
3. Many just wanted a physical copy of the map, and asked us for directions to water station and bike repairs.
4. 60% of the people we surveyed have been to other CicLAvia events before, 83% of them have been to CicLAvia's website, yet 80% have never seen the interactive map.
5. Three users reorganized CicLAvia's navigation in the card sort and all users recategorized the location of 8 pages.
6. 90.5% of survey participants are interested in a list of businesses participating in the event.
7. The community loves CicLAvia events and does not hesitate to share on social media.

# INSIGHTS SUMMARY **continued**

8. "The website was developed and unable to update because they were using hard code."  
- Rachel Burke
9. It's good that the route map is first on the home page.
10. There is a website audit, but it was never implemented.
11. Story needs to be told through the participant's view. CicLAvia's website shows:
  - a. Overwhelming navigation.
  - b. Not prominent donation buttons.
  - c. Lack of images.
  - d. Purpose is unclear.
12. Competitive analysis made it clear that among other NPOs, CicLAvia has a very broad audience and good reputation, but it lacks non-profit language on the website and doesn't present as many donation options as other NPOs.
13. "The website's hero completely undersells itself. CicLAvia is so much more than an open street event." - Julie LaCouture
14. "Making sure the mobile experience, especially for this organization, is spot on. Put mobile first." - Mario Rini

# INSIGHTS SUMMARY **continued**

15. After the midterm presentation, stakeholders wanted us to move forward with the map and not to prioritize the website redesign.
16. An extensive competitive analysis of mapping platforms resulted in us going forward with Proxi.
17. After testing the map at the December 4th event, we found out:
  - a. Map needs restrooms and parking.
  - b. Users wanted more filter options, like having the ability to filter by Outdoor Seating or filter by Hubs.
  - c. Multiple businesses were missing from the map.



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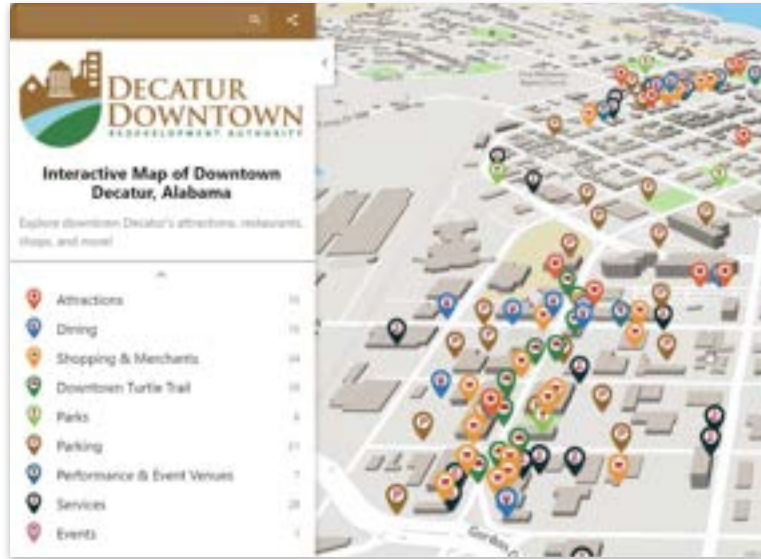
Help us open streets in 2023 and beyond! Click here to join our community of supporters.

CicLAvia catalyzes vibrant public spaces, active transportation and good health through car-free streets.

# INSPIRATIONS



# INSPIRATIONS



## MAP

An interactive map that is more readable and usable. Locations are categorized more clearly and the map displays well on mobile.

# INSPIRATIONS



## MAP

Another map platform with a clean modern look and a list of businesses.

# OPPORTUNITIES SUMMARY

## MIDTERM



## FINAL

### 1. EASIER MAP FOR USERS

Find and implement a well designed and easy to use mapping platform

### 2. ADVERTISE THE INTERACTIVE MAP

Draw attention to the interactive map on the homepage in order for more users to know about it

### 3. CREATE QR CODE TO ADVERTISE THE MAP

### 4. CREATE A PAGE FOR LIST OF BUSINESSES

### 1. MORE SMALL BUSINESSES

An in-person outreach team could find and make note of these small businesses

### 2. ADVERTISE THE INTERACTIVE MAP

Make the interactive map more findable along the route with signs and QR codes

### 3. ADD TO CICLAVIA'S WEBSITE

Our solution could be integrated into CicLAvia's website.

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# STORIES



# INTERVIEW 1



# INTERVIEW 2



# INTERVIEW 3





# INTERVIEW 4



# INTERVIEW 5



# INTERVIEW 6





**THANK YOU**

