

Piccola Libreria



Project Brief

The Goal for this project was to design an outdoor urban design intervention in one of the historic neighborhoods of Rome. For my project I was assigned to work within the neighborhood of Prati, with a focus on the Piazza Dei Quiriti.

Research

Field Research



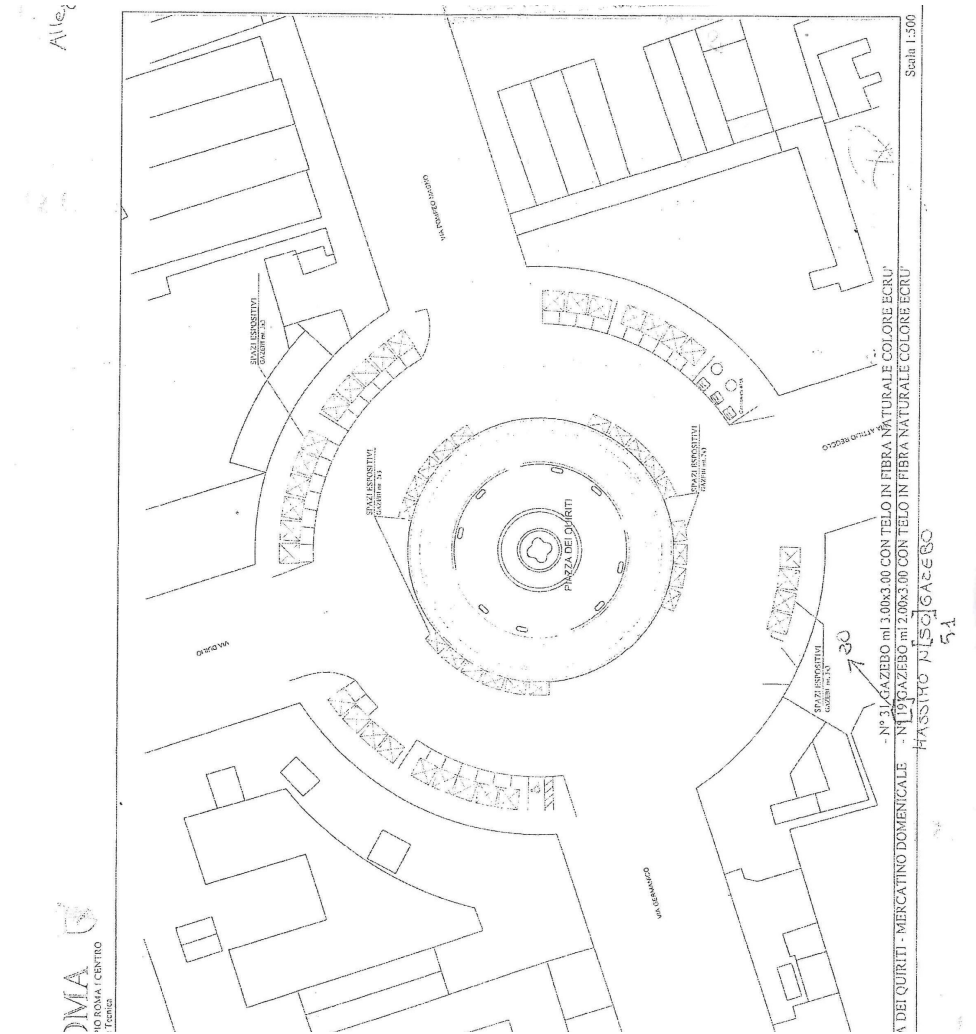
The first step of my research was to go to the area and understand how people spent time in the area. I visited the site on 3 different occasions to understand user behavior across the following conditions: Morning, Afternoon, Night

"People are mainly drawn to the benches, both when alone and in groups"

Research

Field Research

To better understand the scale of the design intervention a plan of the area was found from the city of Rome.



Research

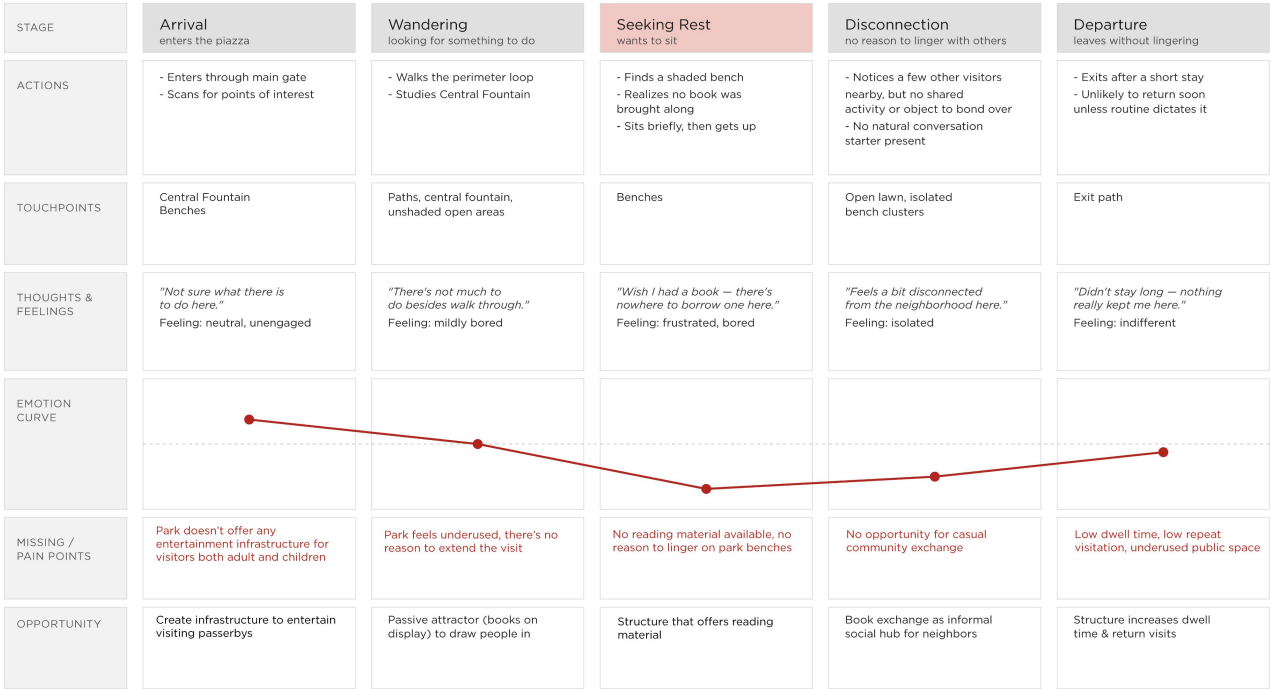
User Journey

PARK EXPERIENCE JOURNEY — CURRENT STATE

Piazza dei Quiriti, Prati

Persona: Single Park visitor

Scenario: Visiting the park to relax, read, or socialize



Baseline map of current park experience — informs the case for the proposed public book-sharing structure.

Above is a user journey map used to highlight pain points presented by the benches

Design

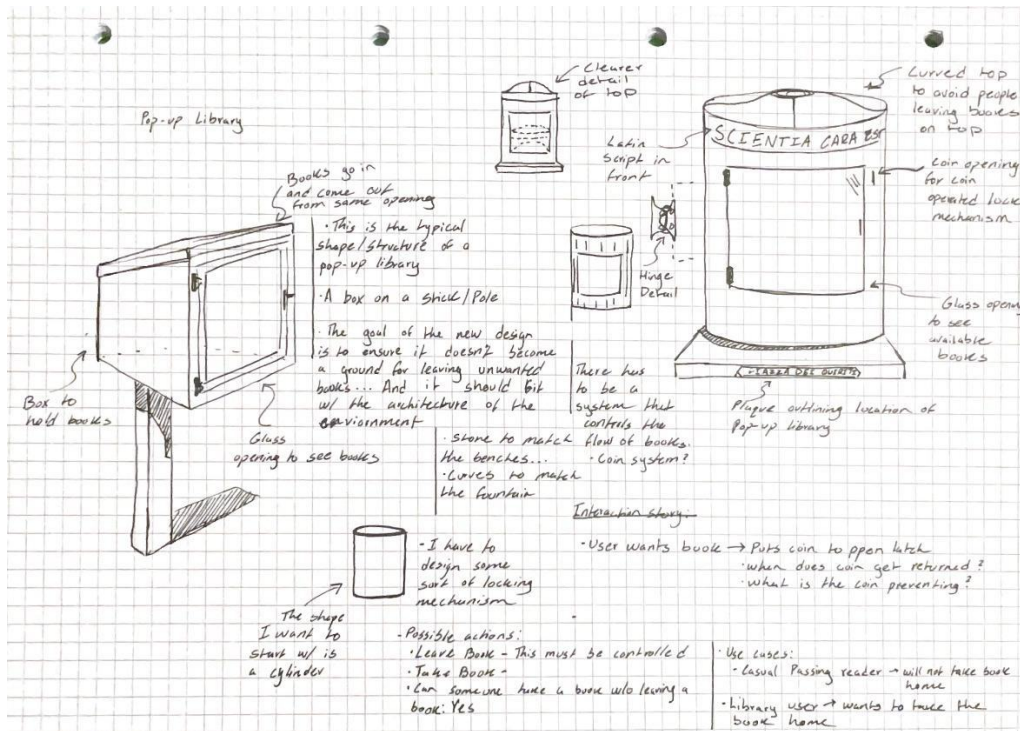


References

Inspiration for this came primarily from public park trash cans that are found in Rome. Along side the original design reference, Ai was used to supplement the initial ideation phase.

Design

Design Concept

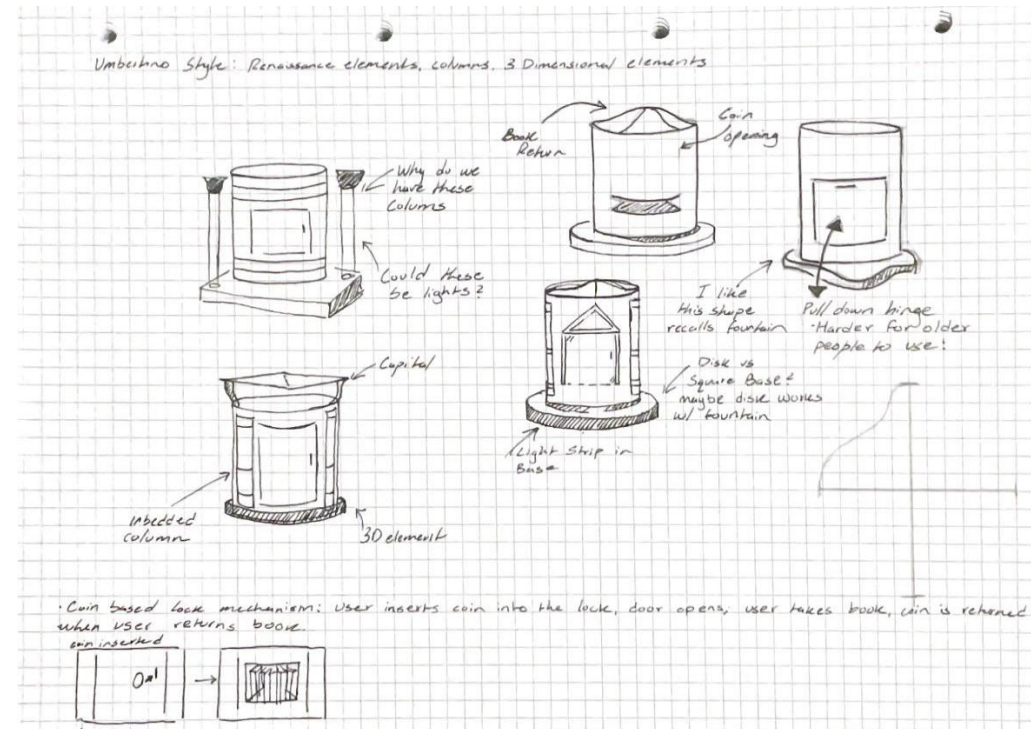


To the left is a sketch book page studying what form language I thought would be best to move forward with.

Design

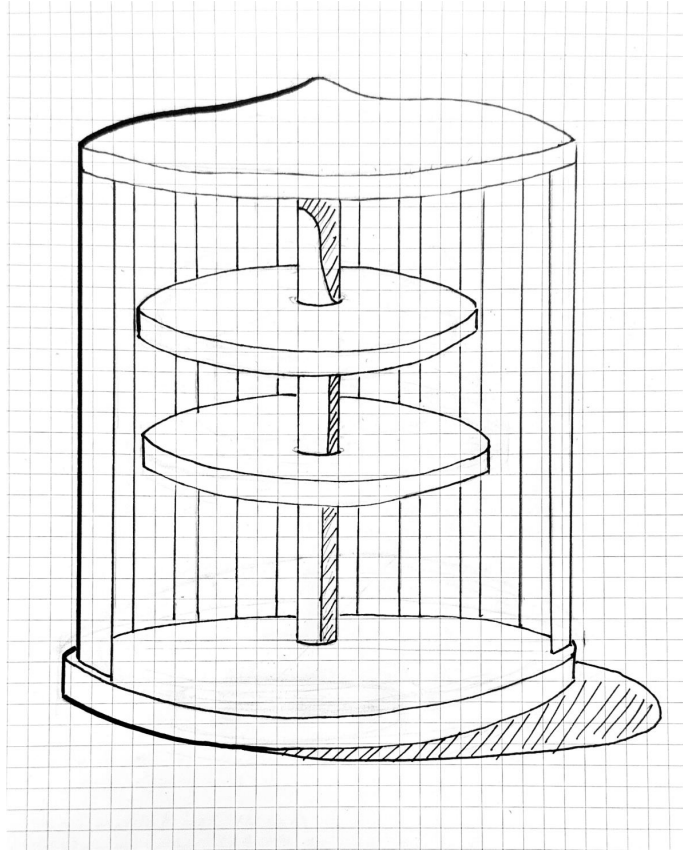
Design Concept

As the form started to take shape, I continued exploring how to increase the interventions visual interest and how users would interact with it.



Design

Design Concept



Above is a sketch that would go on to become the final design intervention.

Design

Photogrammetry



To best understand the scale of the design intervention in relation to other elements of the park, a 3d model was created through photogrammetry. The model was focused solely on the corner section of the park with bench

Outcome

Validation



The design intervention has not yet been tested with users.
