

## Ocelot Executive Summary

# PHYSICAL LENS

A more elaborate insight on Ocelot's research and ideas for CicLAvia and their sponsor's booths



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***Final Presentation : [vimeo.com/781188278](https://vimeo.com/781188278)***

# Design Challenge



## PROBLEM

Not all of the sponsor booths are getting the same amount of visitors, and most interactions are within single booths.

## SOLUTION

A puzzle which can strategically draw attendees to lesser known booths and create a route long interaction.

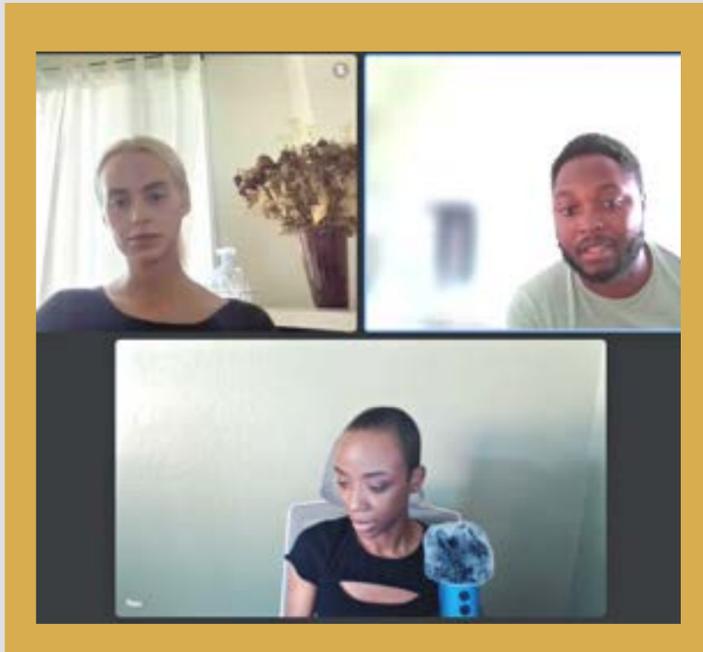
## FINAL INSIGHTS

Although successful overall, some areas that can be further improved are distribution of the frame and puzzle completion

Methodology

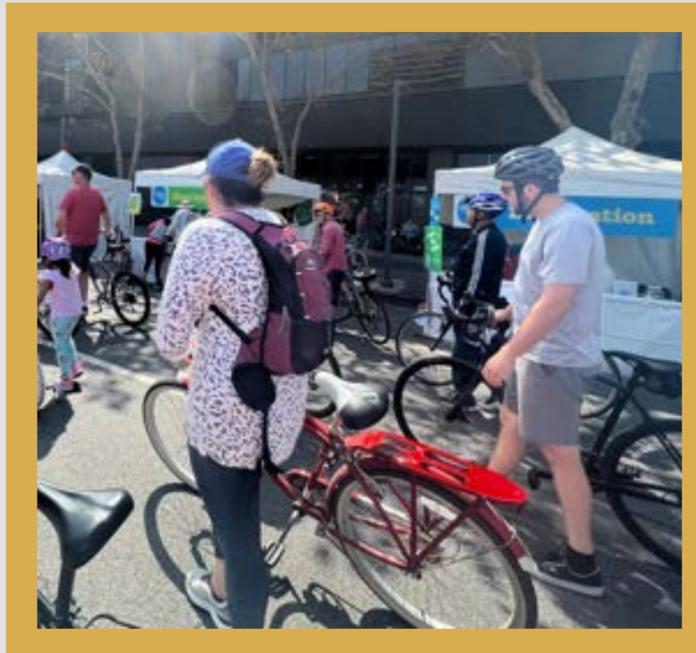
# **Overview**

# Methodologies



## **SME INTERVIEWS**

Interviewed professional  
subject matter experts



## **OBSERVATIONS**

Conducted during  
CicLAvia's event in DTLA



## **SURVEY**

Conducted in-person; gave  
more data from attendees

*"Overall, when approaching design, you have to understand what exists before you build anything upon it."*

-Christopher Locke

*"The best way to have a successful booth is start by asking yourself why you are having the booth; then select 3 goals."*

-Kaitlyn Soares

# Valuable Insights

We interviewed Subject Matter Experts focusing on dynamic physical spaces for CicLAvia, where we gathered valuable insights that helped further guide our design thinking process.

- It is important to know what already exists in a neighborhood, its history, and **involve the community** in the design process when building upon it.
- Art is a great tool to **communicate, engage,** and involve the community to express emotions and ideas.



Christopher Locke

CEO / Founder | Design In Color



Kaitlyn Soares

Public Engagement Lead | NASA



Heidi Zeller

LA Metro Art Program



Aaron Paley

President & Co-founder | CARS

# Observations

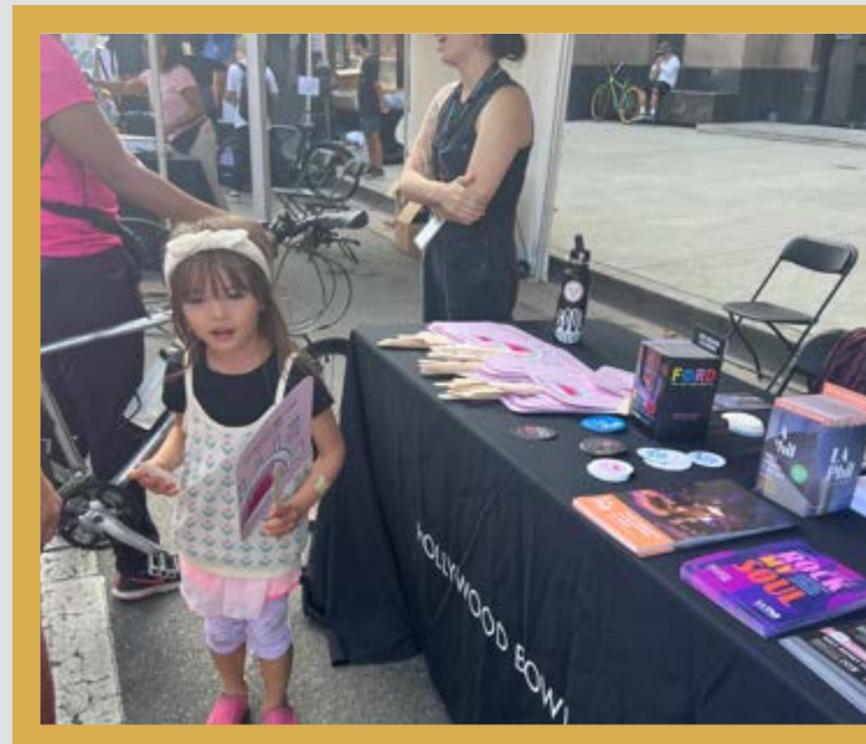
10/09/2022 | CICLAVIA DOWNTOWN LA

We walked through the Grand Park Hub, observing which booths people visited most. We also spoke with workers at various hub's booths regarding attendance and their experience.

# Observation INSIGHTS

## FANS HEAT UP PARTICIPATION:

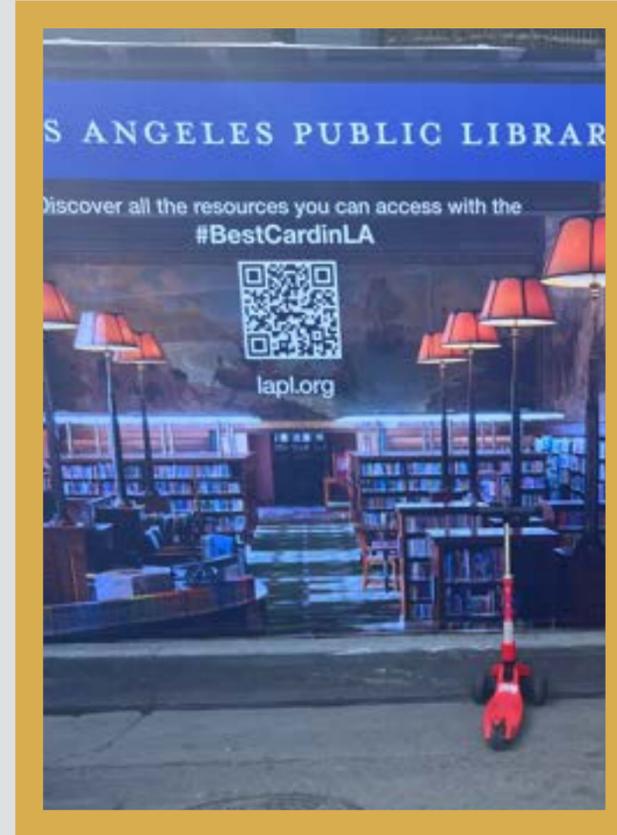
The fan (looking like a small sign with its own branding) is a great idea for a **free swag** item since it was a very hot day, and it **provides great value** for the people passing by. This is a very **simple** yet **inexpensive** solution that, at the same time provides companies with free marketing.





## INTERACTIVITY CREATES ENGAGEMENT:

By providing interactive activities through **challenges**, **games**, or **creation** the audience has a much more positive experience as they are actively participating and responding to the things exposed to them.



## QR CODES ACTIVELY ENGAGE PEOPLE.

The QR code at NASA's tent was **not very noticeable** to the event-goers even though they were framed. (Opportunity to put a **bigger poster** like the one at REI's booth and position it next to the photo-wall with an eye-catching illustration or tagline)

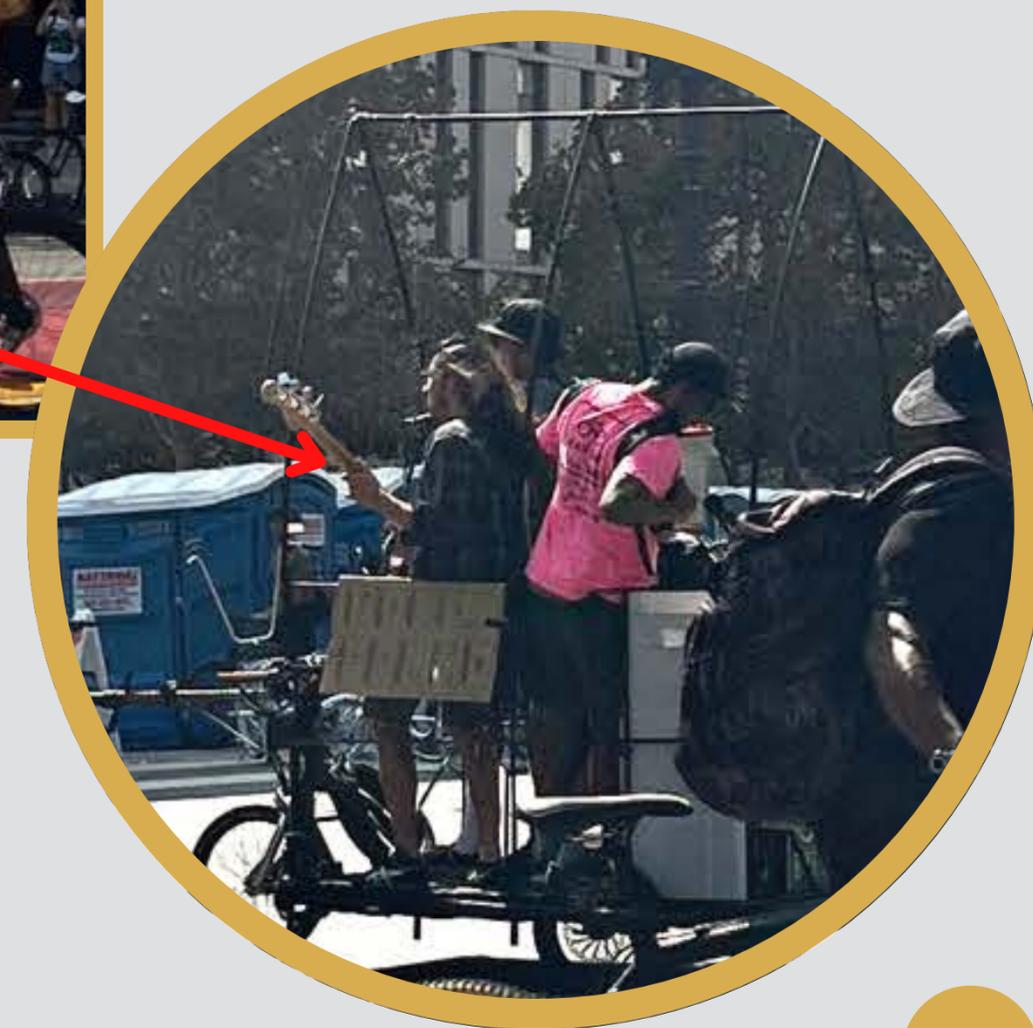


## LACK OF STRUCTURE CAN CAUSE NEGATIVE IMPACT.

It was a bit **hard to walk** through the hub because of all the people walking their bikes.

**Bike stands** are a good opportunity to avoid **traffic jam** and for people to put their bikes aside while exploring the various booths.





## MUCIS HELPS TO SET A GOOD VIBE

We saw a MOBILE MUSIC TRUCK (people in a group playing live instruments) - super fun and creative idea that **draws attention** and **engages people through music**.

## OCELOT EXECUTIVE SUMMARY



### **People love free stuff:**

When speaking to the sponsor representatives they would tell us that the items they were giving out were going fast. It was one of the main draws that was driving engagement.



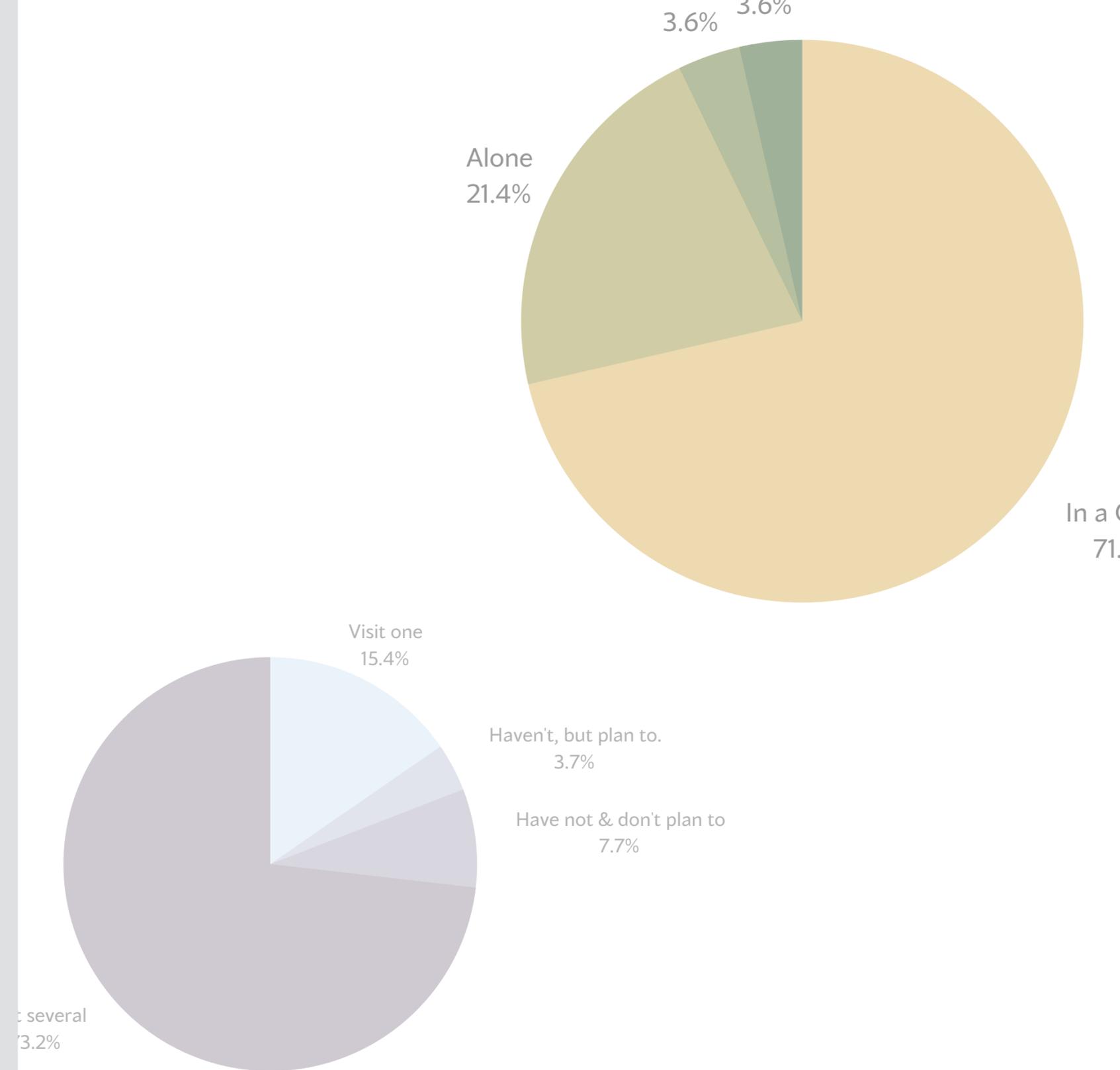
# Survey Insights

We conducted a survey to gather **insights** directly from **attendees** and **sponsor representatives** at the Heart of LA event on October 9th.

Our survey was accessible for people to fill in by scanning a QR code. This was an efficient and effortless way to get the event-goers feedback.

However, we discovered that a few people were unable to take our survey since their battery on the phone had run out.

An **opportunity** here would be to **provide charging availability** at the booth or any set location within the route.



# Survey Insights

**76%**

Attended the event  
in a group

**Top  
Wish**

Snacks & free swag  
from sponsor  
booths

**37%**

Had been to a  
CicLAvia event  
before

**Music, Fun &  
Food**

Most topics that were  
looked forward to at  
Ciclavia

[LINK TO SURVEY](#)

# Inspiration & **Opportunities**

Based on our research findings, we identified vital **engagement generating** tools and brainstormed concepts that could fit in this project's setting.

# Major Engagement Components

## **Involve**

Games & play provide the space for learning and interaction.

## **Empower**

Empower communities to share thoughts and ideas through creativity.

## **Connect**

Creating, telling, and sharing stories builds relationships & connects.

# Collaborative mural / interactive art



## **CAN BE COSTUMIZED BY**

Having an interactive activity where people would **express themselves**.

It gets people's opinions, and they can be more **involved and included** in the clivias community.

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## **CONSIDERATIONS**

What physical form and setup would be most successful at a CicLAvia event.?

Would metro agree to honor the artwork by placing it somewhere along the metro-line?

# Photo Booth

## CAN BE COSTUMIZED BY

Take fun pictures in photobooths

**Interact and create** content

An **engaging** way to capture a moment

A good way for businesses to spread

**brand awareness**

- Photo mosaic wall?



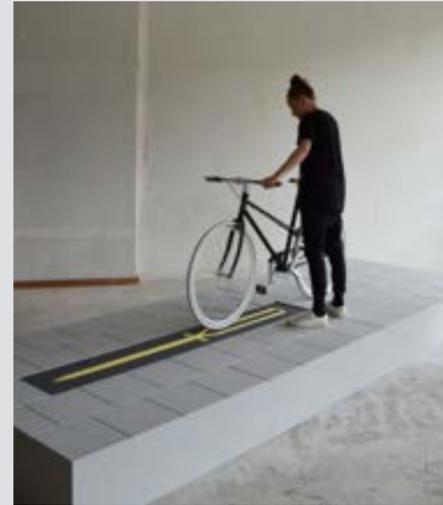
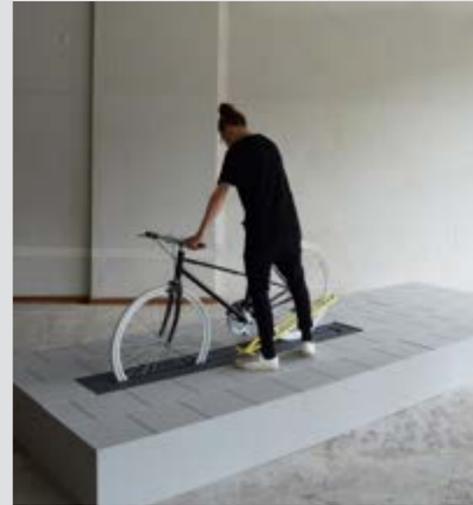
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## CONSIDERATIONS

Would sponsors want to complement A #hashtag challenge in exchange for reward/ participation in a contest for an award be ?



# "hang-out & Recharge" spot



## CAN BE COSTUMIZED BY

Bike stand that “disappear” in the ground would be a great solution to **customize the setup** based on the situation. Seating section can be adjustable based on needs.



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## CONSIDERATIONS

Would the space for resting and placing bikes be counted towards the sponsbooth space?

# Activity / Challenge Reward

## CAN BE CUSTOMIZED BY

Participating in **challenges, activities and competitions** in exchange for **rewards**.

For example:

- Scavenger hunt
- Spin-to-win
- Location-based mobile games
- Motion censored games
- Arcade games.

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## CONSIDERATIONS

Would Ciclavia be open to implement a challenge that continues through the whole route and are not only tied to one specific booth?



# Engagement through QR



## **CAN BE CUSTOMIZED BY**

- QR Code posters
- Scan with your phone
- See moveable pictures

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## **CONSIDERATIONS**

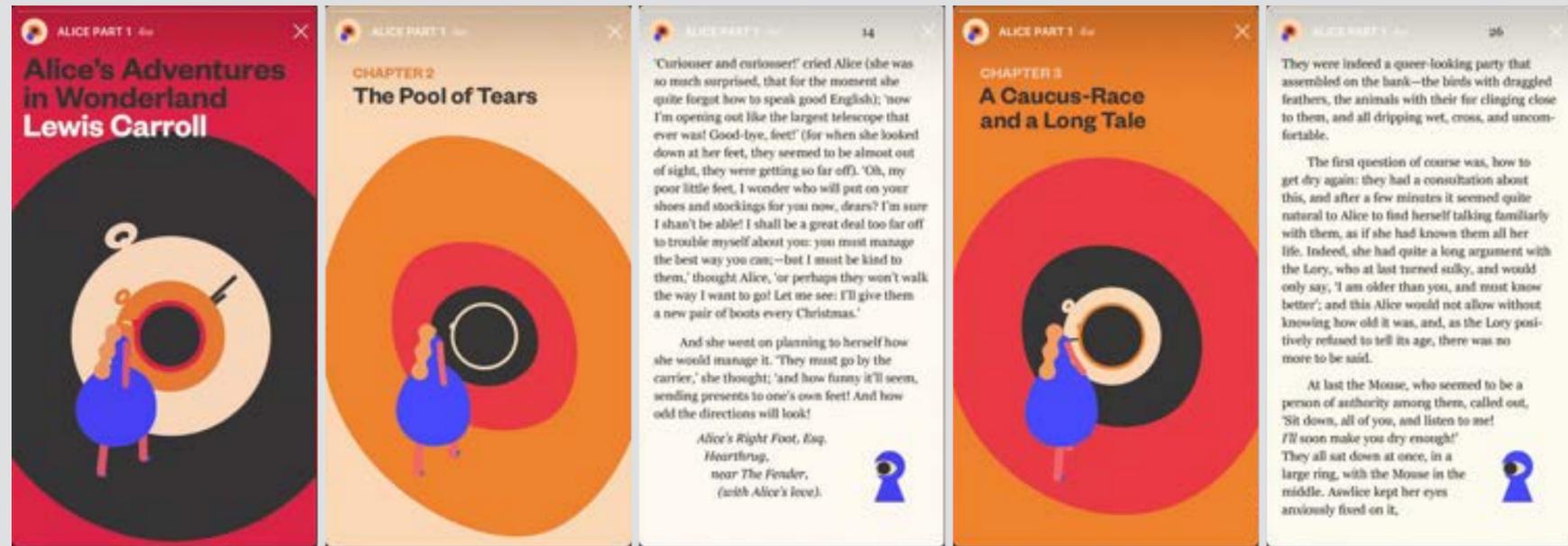
- Will a sponsor be alright with doing this?



# Instagram story series

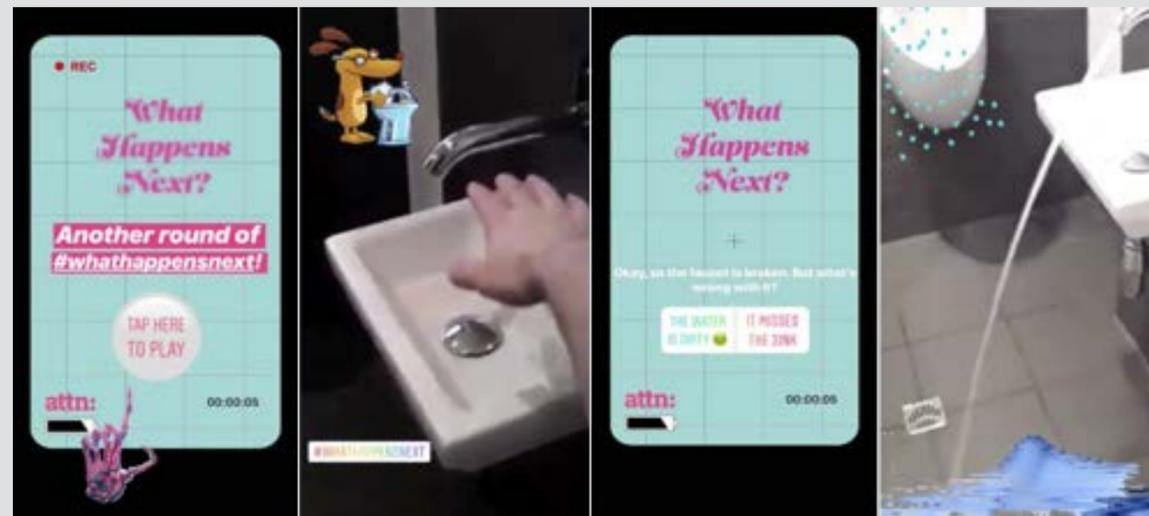
## CAN BE CUSTOMIZED BY

- Custom Hashtags
- Advertisement of the sponsors or artist
- Show people winning prizes



## CONSIDERATIONS

Which sponsors would like to do this



# Stamp card + Scavenger Hunt



## CAN BE CUSTOMIZED BY

- Stamp card given
- Get a stamp for every booth you visit
- Get cool buttons once receiving all stamps
- Sponsors at booths can test you on stuff

## CONSIDERATIONS

- How to make this a smooth process without much problems

# FunBox AKA BRAND BOX

## CAN BE CUSTOMIZED BY

- A booth covered in interactivity
- Can enter the booth for a picture with a photo booth
- Can win Swag by spinning the big wheel

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## CONSIDERATIONS

- Could this be feasible to create
- Would it even be interesting to make



# Strictly Walking Hub



## **CAN BE CUSTOMIZED BY**

- Creating a detour route that splits off and parallels the existing route. **Only walking** is allowed and bikes can be locked up in **secure corrals** at either end.

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## **CONSIDERATIONS**

- Could CicLAvia really be able to handle babysitting bikes (which could be unloaded onto some 3rd party security company etc)
- Could CicLAvia be able to cut off ANOTHER section of road?

# Sponsored Charging and Water Areas

## CAN BE CUSTOMIZED BY

- Brands adding their logo to charging booths and water stations.
- Having tents and seating areas around it.

## CONSIDERATIONS

- The adequate number of charging stations needed for an event this size.
- If sponsors would even be interested in this idea.



# Sponsored Charging and Water Areas - **POWERED BY PEOPLE**



## **CAN BE CUSTOMIZED BY**

- Brands adding their logo to charging booths and water stations.
- Having tents and seating areas around it.
- The charging stations can be powered by stationary pedal bikes that people can use.

## **CONSIDERATIONS**

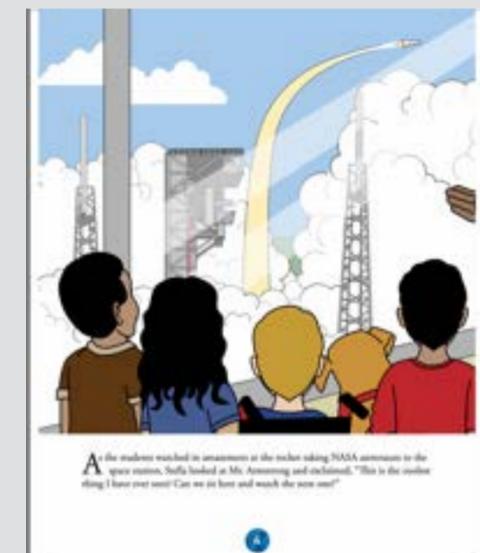
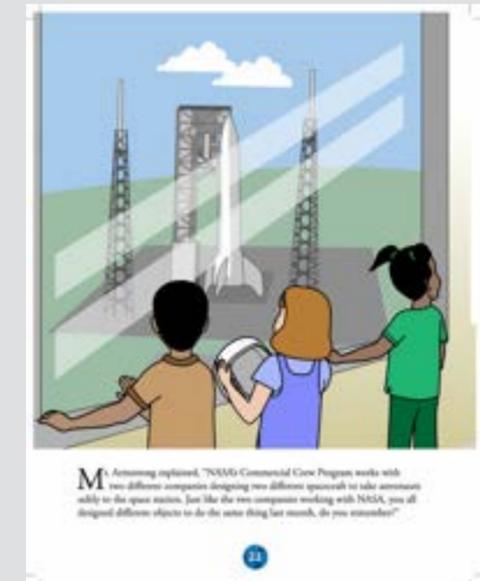
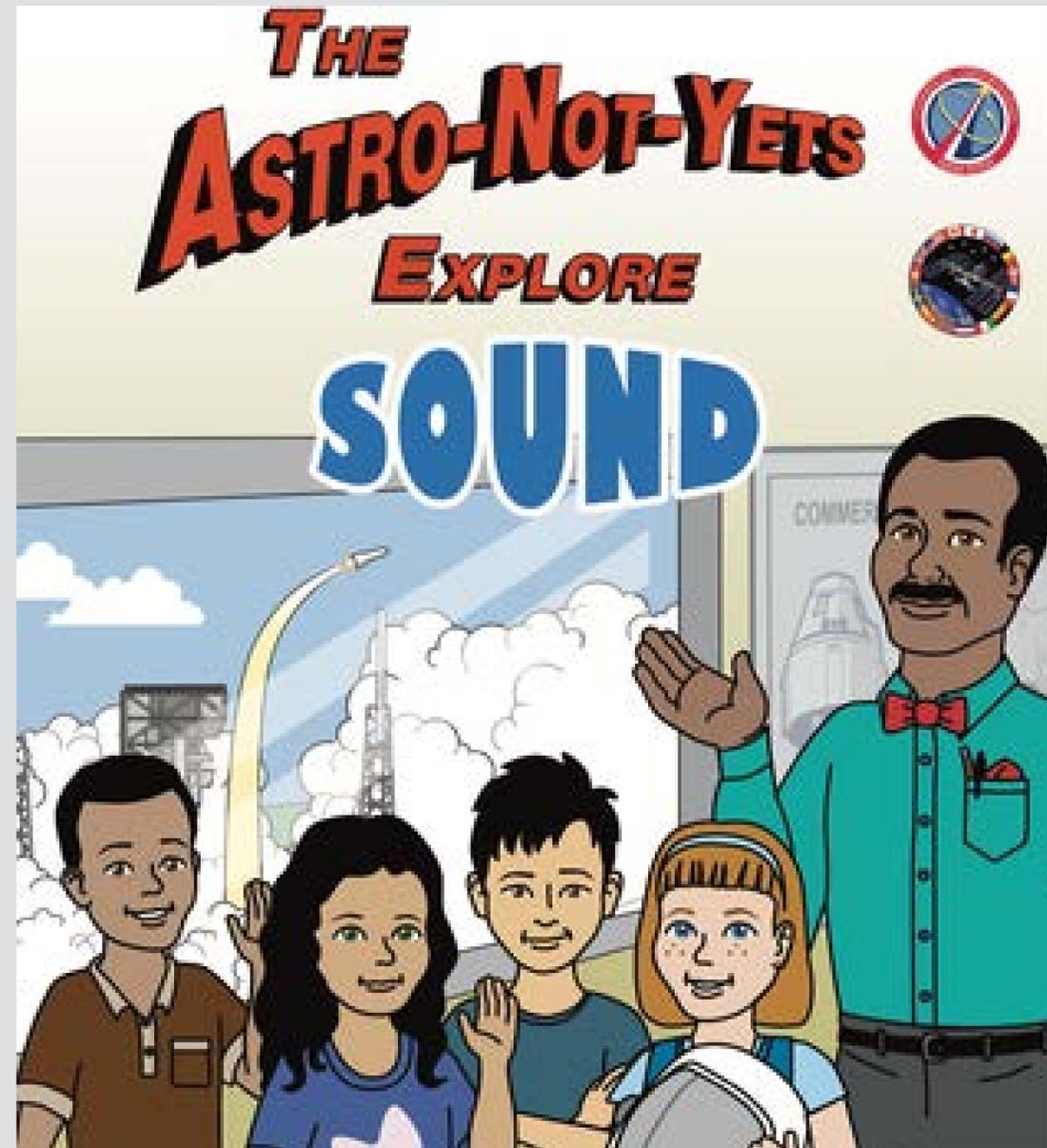
- The adequate number of charging stations needed for an event this size.
- If sponsors would even be interested in this idea.

## CAN BE CUSTOMIZED BY

- Swapping illustrations with something more “adult”, like actual pictures
- Using video instead of images
- Making it more interactive (split “chapters” into clickable sections: setup, materials, desired outcomes)

## CONSIDERATIONS

- Other booths setup processes
- If other booths are open to or even want suggestions



# #Hashtag campaign - (Show us how you #MYCALVINS)

# #mycalvins

874,980 posts



## CAN BE CUSTOMIZED BY

- Using the sponsor brand's merch instead
- By using other merch instead of only clothing it will be easier for people to interact

## CONSIDERATIONS

- If sponsor booths are willing to set aside a budget for merch

## CAN BE CUSTOMIZED BY

- Using a page per step
- Tabbing different sections
- Using CicLAvia colors

## CONSIDERATIONS

- How to add tabs to a brochure
- Possibly adding pop-up images



## a GIANT high five



### **CAN BE CUSTOMIZED BY**

- Placed on a swivel to have movement
- If made smaller, it will fit hand size
- If kept the same people can run through it

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### **CONSIDERATIONS**

- How it is put together
- If it is on wheels
- If it is light enough that it doesn't need to be fastened



# Testing our idea

## DECEMBER 6TH - SOUTH LA

It was time to prototype our big idea during CicLAvia's event in South LA. We decided to arrive early and walk around throughout the route, talk to attendees & sponsors, and observe the results of our puzzle.

# Insights from the event

- **POSETIVE FEEDBACK**

The puzzle was a huge success amongst both the sponsors and people attending the event. Multiple people we talked to working the booths said it was a great conversation starter and attracted people to their space.

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- **SOME LOCATIONS RAN OUT**

When we arrived at 11am, the people at the CicLAvia information booth told us that Central Alameda and Florence-Graham hubs had both already run out of their puzzle pieces.



**Thank  
you for  
watching!**



Thank you for looking over our executive summary. We loved doing research and gathering insights for this event and lens. We hope you enjoyed everything.

# APPENDIX

## BRAND ACTIVATIONS

Interactivity and free products are a huge motivator that drives engagement.

Collaborative and interactive aspects are frequently used in contemporary brand activations.



# Competitive Analysis

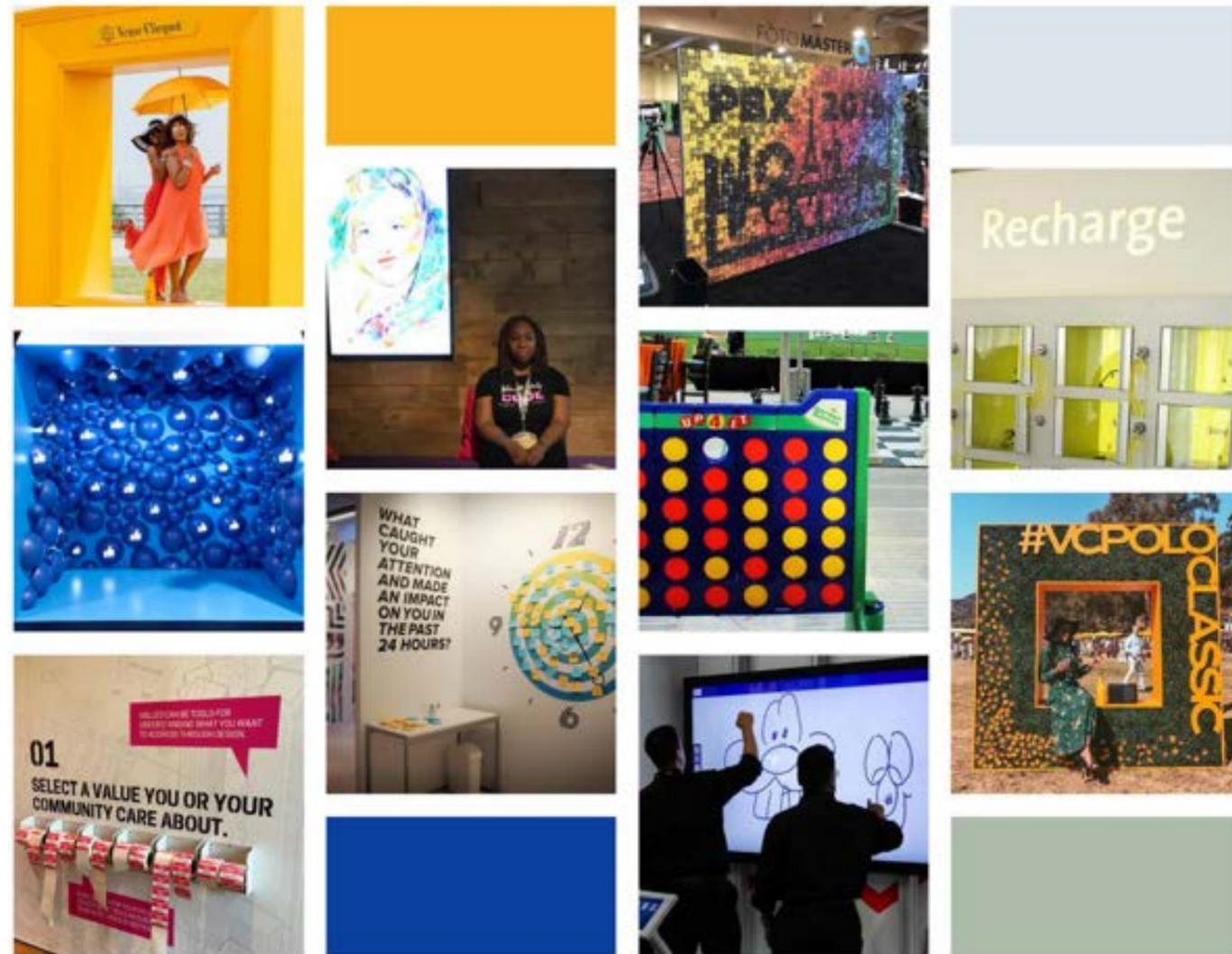
[Link to document.](#)

A competitive analysis of the sponsors participating in CicLAvias DTLA event located at the Grand Park Hub.



<b>Company Profile</b>	An orchestra led by Music Director Gustavo Dudamel. LA Phil was formed in 1919, is headquartered in Los Angeles, California. LA Phil has 340 employees.	Metro Los Angeles is the major operator of bus and rail service. Founded in 2012 and have 5001-10000 employees.	The Los Angeles Organizing Committee for the Olympic and Paralympic Games 2028 is in the sector of Sports Entertainment. LA28 was created in 2017 with the mission of creating an unparalleled Olympic and Paralympic experience for athletes, fans, and the local community. They have 100-200 employees	an outdoor gear and apparel retailer offering a wide range of gears, clothings, footwear, and other outdoor recreational products for men, women, and kids. REI was founded in 1938 and serves customers worldwide. 15,000 employees	A federally funded research and development center and NASA field center in the City of La Cañada Flintridge. Staff: 6,000	The Los Angeles Public Library provides free and easy access to information, ideas, books and technology that enrich, educate and empower every individual in the city's diverse communities. They have 618 employees and were founded in 1872.
<b>Key Competitive Advantage</b>	Swag items that promoted their company. Free tickets to their upcoming concert. One giveaway item was a fan; a super smart idea to take advantage of simple material to provide something essential for people walking by but also brand themselves.	Booths in multiple places throughout the route. A map over the town.	Interactive games and challenges were a big success, and there was a huge line outside of their booth the whole day.	Their huge hit for this year was a new thing they tried to create engagement and brand awareness through the personalized nameplate activity and getting a caricature portrait. The bike repair has always been a highlight at the event, and a really appreciated spot among the people attending the event.	Take a selfie next to the backdrop. Free posters and stickers.	Offered sample of free book. Big dropdowns with a QR code to access more resources. Interactive story walk way for children to learn new words, describe things and events, learn how to follow a story in sequence, and enjoy a story together.
<b>Booth Size</b>	10x20 Space	various sized booths/presence at different hubs	10x10 Space	10x70 space	10x20 Space	10x20 Space
<b>Target Market</b>	They want to engage and inspire the broadest possible audience. Something they have done by opening up different programs and marketing themselves through different platforms and events.	Anyone who lives, plays & works in LA county. Local municipalities, municipal transit operators, councils of governments, Caltrans; Southern California Association of Governments; Metrolink; Access Services; political, business, and community leaders; other partners and stakeholders; and the public.	LA28 focuses on diversity, creativity, and storytelling; everyone can be part of the LA28 story. Therefore, the logo was created by multiple local athletes, artists, and creators who shared their stories.	snowboarders and rock climbers, men and women, residents of cities and rural areas, children and adults, and those with a dynamic range of wealth.	They are also focusing on diversity and inclusion and seek out different voices to contribute to the science, engineering, technology, and business discourse	They serves the largest and most diverse population in the U.S. through its Central Library, 72 branches, electronic resources.
<b>Market Strategy</b>	Giving out swag items such as stickers, tote bags, and a fan. The fan was a simple thinker poster sign on a stick, which was a great way to provide people that walked by something they needed, at the same time as they were marketing themselves since people walked around and waving signs with their brand. However, their tent blended in with the surroundings since they did not have any color or logos on it, so it was hard for people to notice them unless they walked up there and saw the flyers and merchandise on the table.	Had a bigger standing sign that illustrated the new K-line. Their tent, however, blended into the surroundings since they did not have their logo or any color on their tent. They were also promoting the event on their social platforms such as Instagram.	Their "spin-the-wheel" Game challenge was a great way to engage people and draw attention. Their logo and brand colors were on the tent, the table cover, and stickers.	Many services & interactive activities, such as bike repair, Getting a caricature portrait, Creating a personalized nameplate for the bike, and posters along the tent with illustrative pictures and QR codes to access more information.	Big photo wall where attendees could snap a space selfie with imagery from the James Webb Space Telescope courtesy of NASA's Jet Propulsion Laboratory. Handed out posters in English and Spanish and stickers. They had a QR code that was framed on the table but was not noticeable to a lot of people. Not too much interaction by the photo wall.	The Storywalk was accessible across the booth, so it was noticeable for people that walked by. The big dropdown was also something that drew attention, and the bookshelf next to it made people curious to walk over there.

# OCELOT EXECUTIVE SUMMARY



# Moodboard

[Link To moodboard](#)



# Forming our Survey data synthesis

By taking our open-ended questions we were able to group the answers into several categories by color coordination. This made it easier to figure out what exactly were on the minds of Ciclavia attendees.

# From insights to -HMW

We wrote down all the insights we had gathered during the research phase to use this work frame and develop our "How Might We" statement.

What is something **surprising** you learned when conducting your research your research. This could be from any of your research methods including competitive analysis, stakeholder interviews, secondary research, netnography, TBD method, observation, or interviews.

### 2 Identify opportunities #2

As part of your research experience each team interviewed at least three participants from their target audience. AS A TEAM: Get together and have each teammate **share at least ONE SURPRISING QUOTE** you heard in each interview.

### 3 Ideate HMWs

**Your challenge**  
How might we...change the perceptions of CicLAvia as a "just cyclists" event to one that celebrates city exploration and all forms of non-motorized transportation including foot, skateboard, scooter, wheelchair and even bystanders.

**Ideate**  
As a TEAM: Craft a few hypotheses about what a surprise quote or insight could be interpreted and what it may say about your audience's motivations and needs.

**Without vehicles, booths can move through more efficiently.**  
**Having a "vehicle" rack will help people stop at booths.**  
**People will be more encouraged to participate if there are prizes.**  
**Having prizes will allow people to take something (e.g. prizes) home to remember the event.**  
**Having prizes will allow people to take something (e.g. prizes) home to remember the event.**

**HYPOTHESIS**  
How might we motivate event visitors to participate more at booths?  
How might we create memories for the people stopping to increase activity at booths?  
How might we provide a more genuine experience to increase more audience booth explorations.

**Check your work**  
The HMW question:  
 Has people in the relevant audience?  
 Does NOT have a solution attached.

**How might we create resources to help people with mental health?**  
**How might we help students find resources related to mental health?**  
**How might we create a website that helps students find resources related to mental health?**

# Journey map Process

With the mind of a potential visitor, we brainstormed ways to motivate them to engage and interact with sponsors along the route.

