



FINAL PRESENTATION

Telling HPC's Story

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Design?

*the purpose,
planning,
or intention
that exists
behind an action,
fact,
or material object*

The DFA

Design

Process



IDENTIFY

IMMERSE

REFRAME

IDEATE

BUILD

Conservancy

Visitors don't feel as strong a connection to the park; that manifests itself in reduced volunteering, donations, etc

Visitors

Don't take away as much from their experience in Hermann Park as they could



Hermann Park Interview

Hi! We are Rice University students doing research for the Hermann Park Conservancy. We were wondering if we could talk to you about why you are at the park today?

Interviewer(s): #

Date & Time: Location:

Questions

1. What brings you to the park today?

Follow up: For about how long? Is this your destination or passing through?

2. Where are you from (in Houston)? Age?
Gender?

3. How often do you come here?

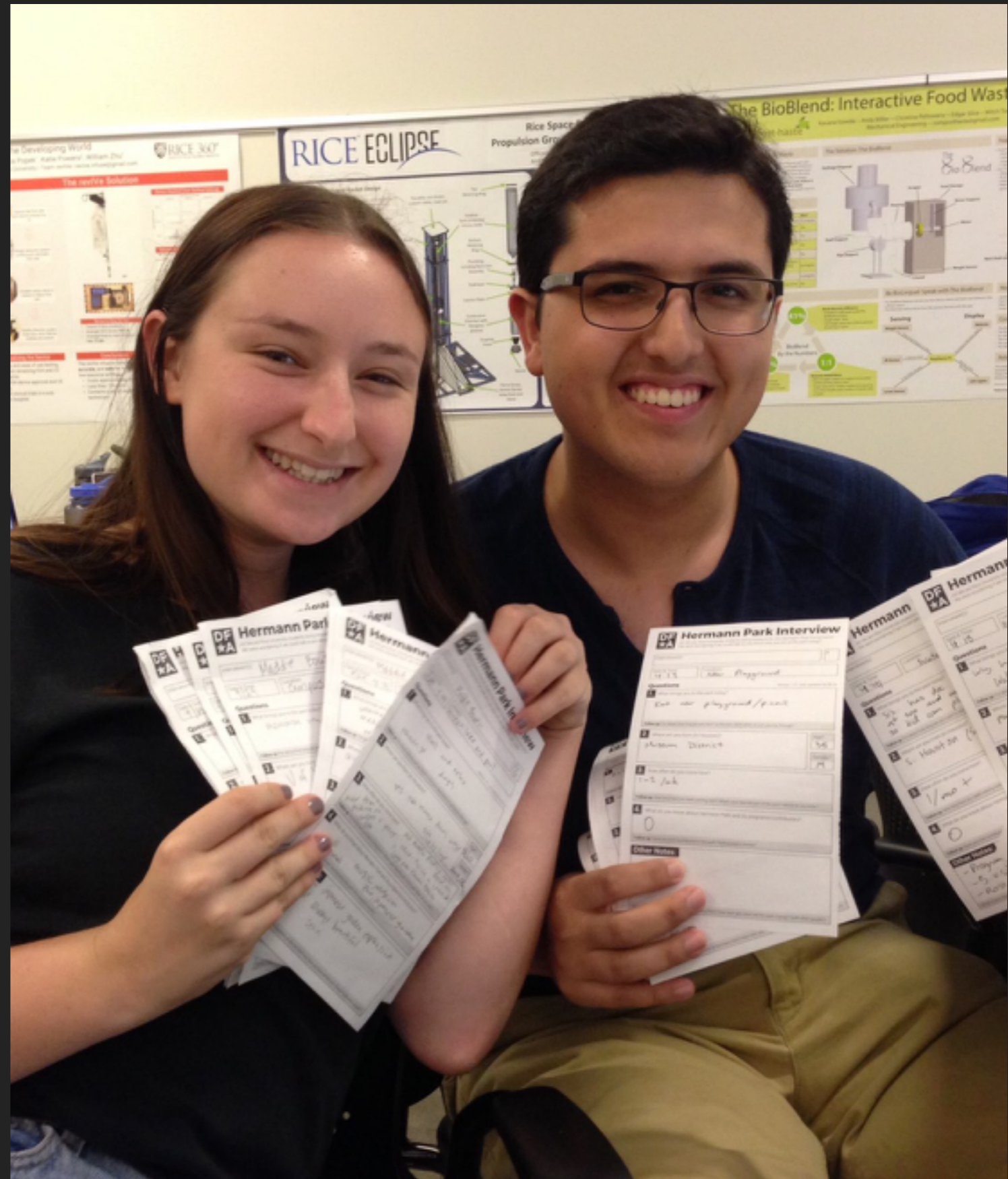
Follow up: How long have you been coming here? What's your favorite part of the park? Where do you enter?

4. What do you know about Hermann Park and its programs/contributors?

Follow up: Have you ever contributed to the park? Participated in events?

Other Notes:

What is your favorite experience at Hermann Park? How have you observed the park change? (with other people?)



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Research

Looked at strategies employed by 20+ other park conservancies

Met with HPC staff

75+ in-person interviews



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How can we engage
Hermann Park
patrons in the story
of the 100-year
transformation
of the park?

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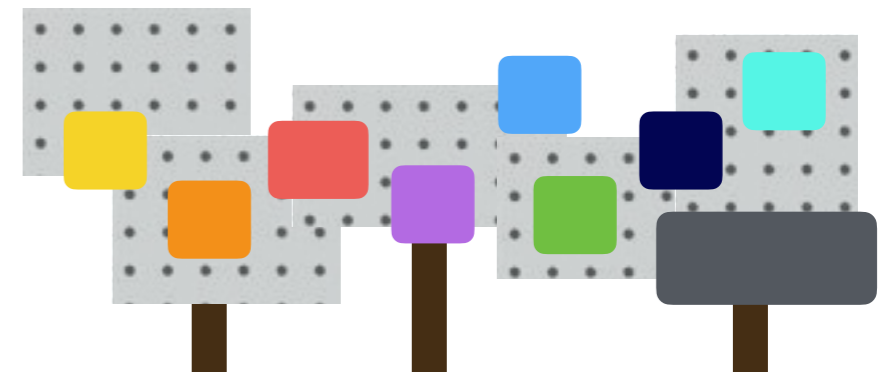
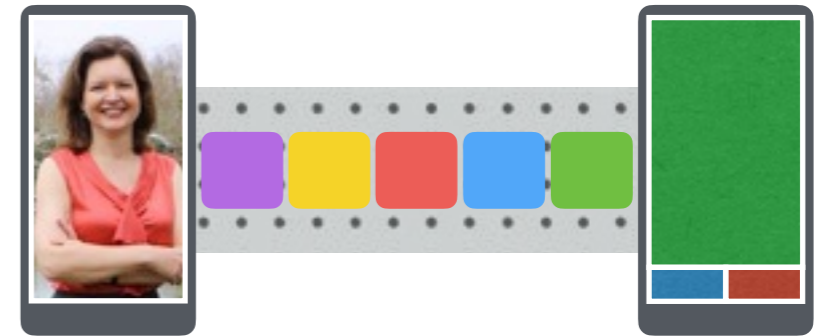
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OBSERVE

MOVE

CREATE

DIFFERENT FORMS OF INTERACTION DESIGN

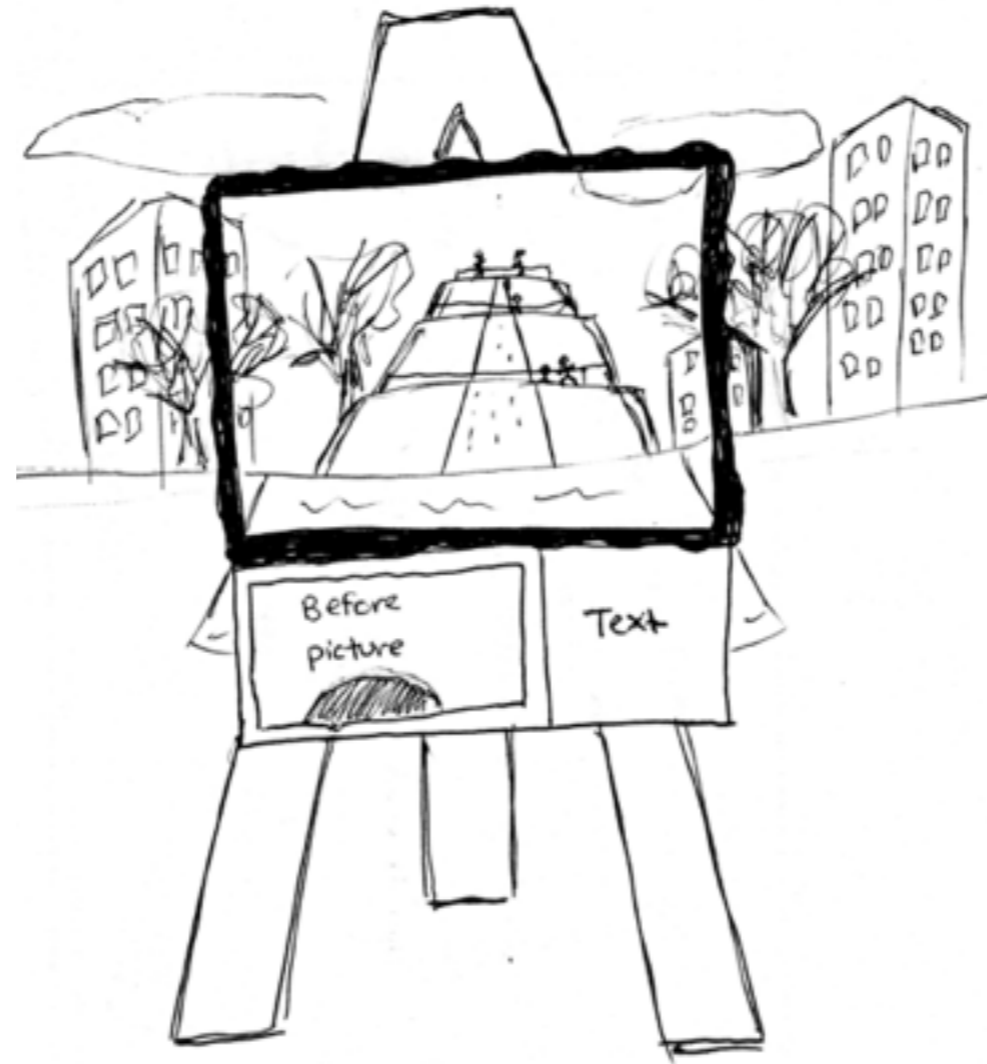
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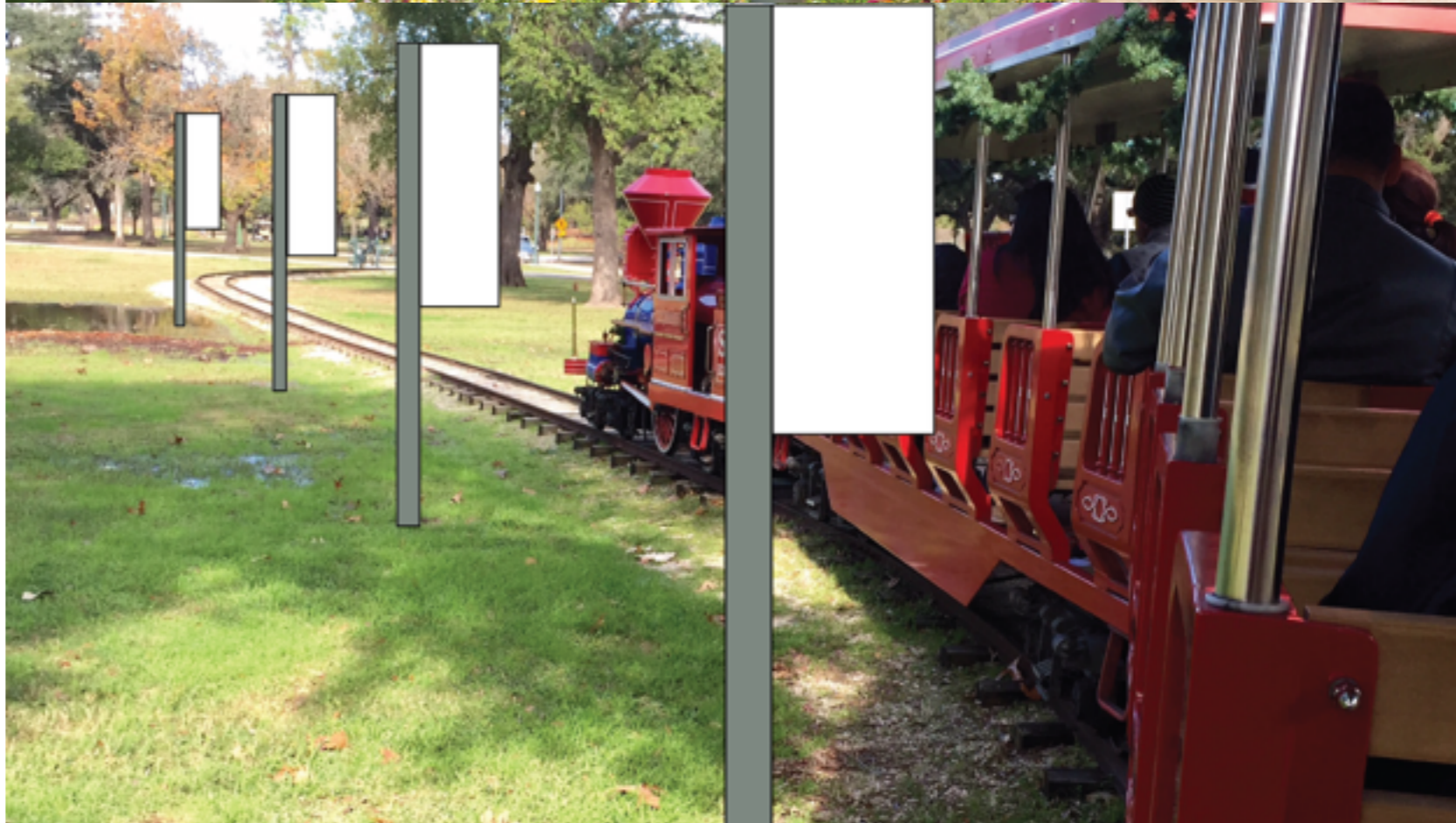
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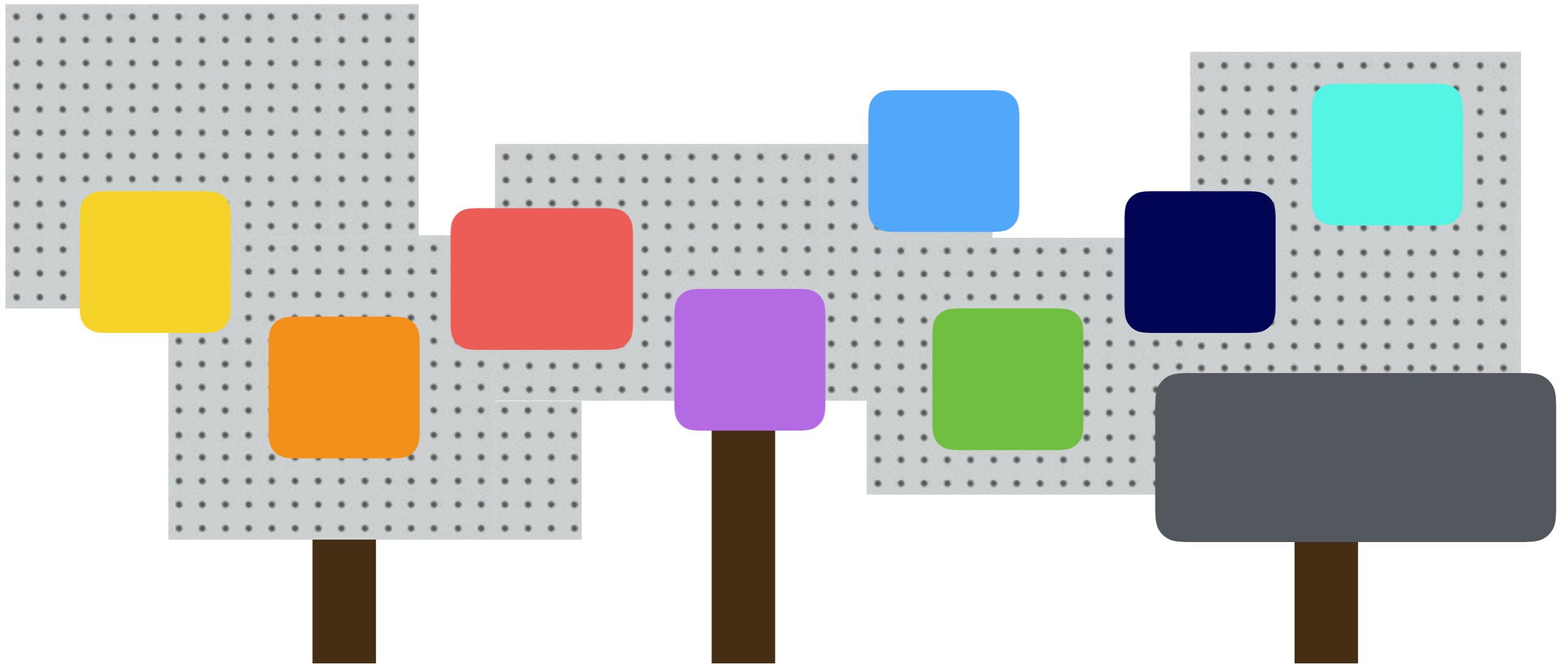
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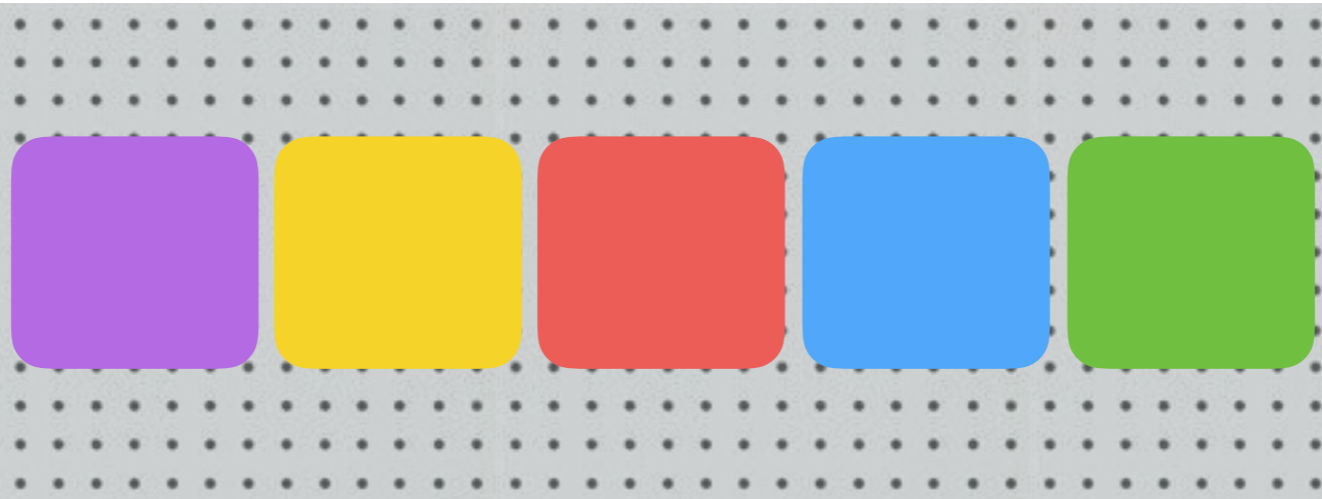
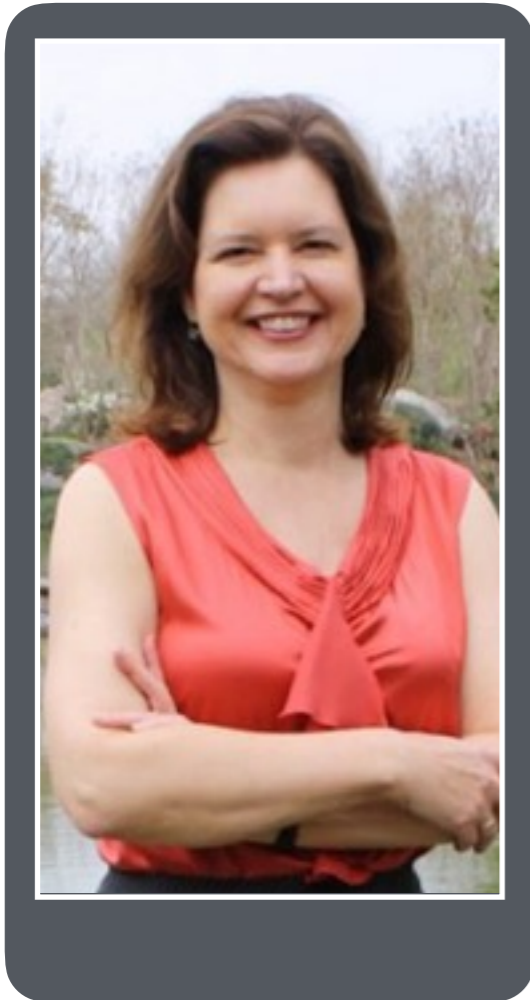
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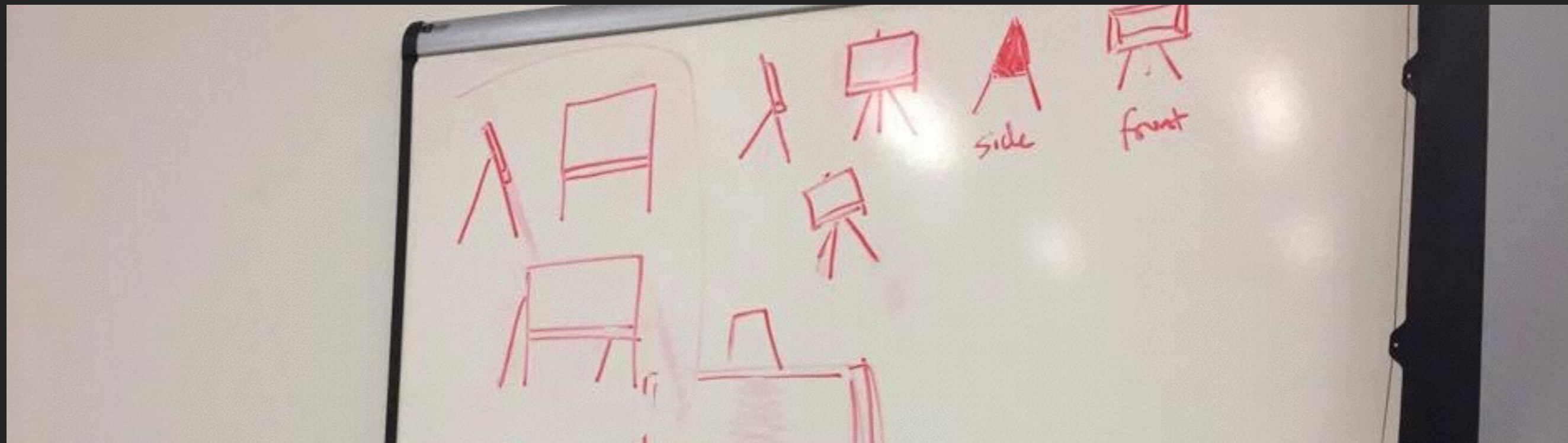
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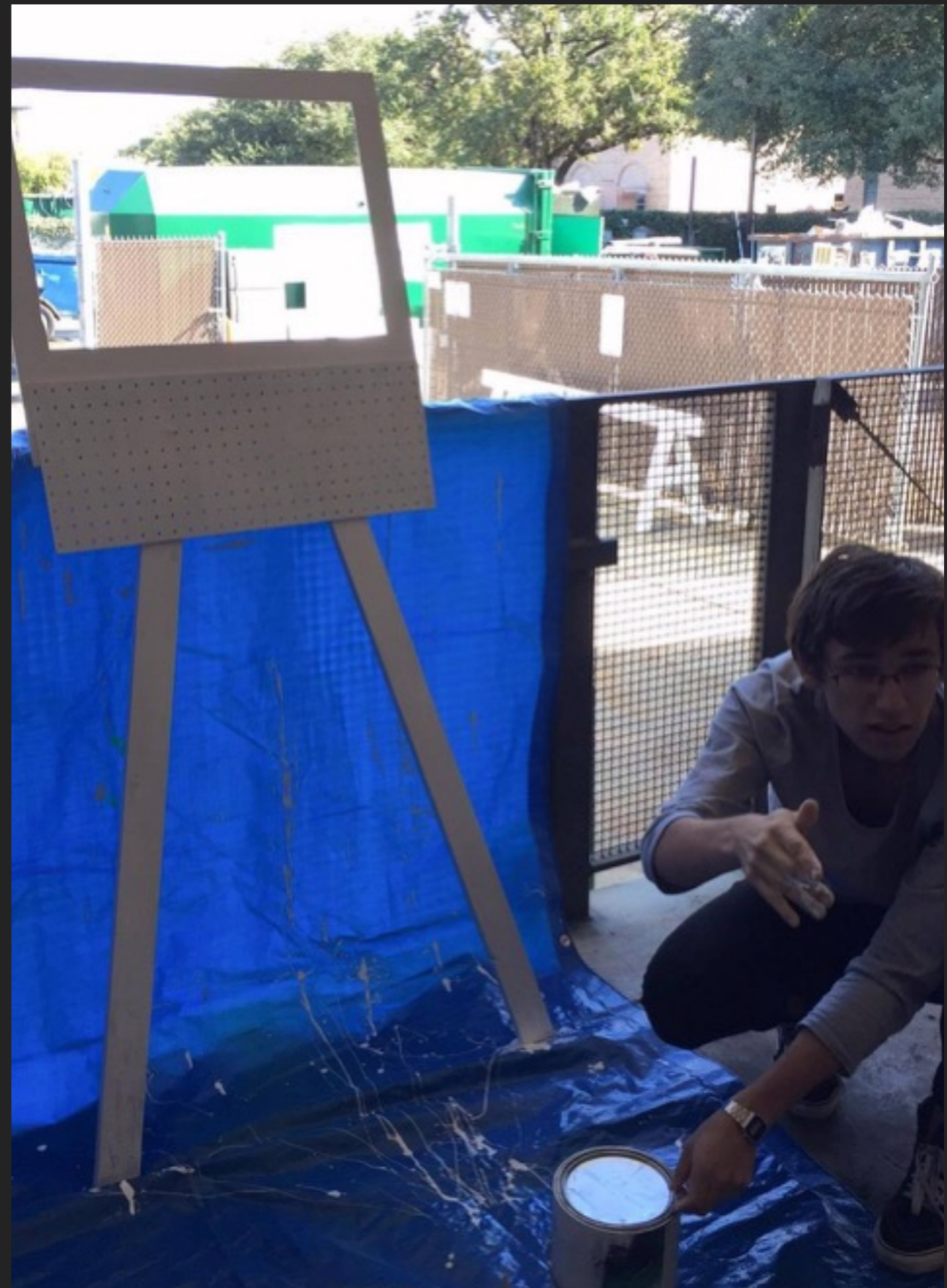
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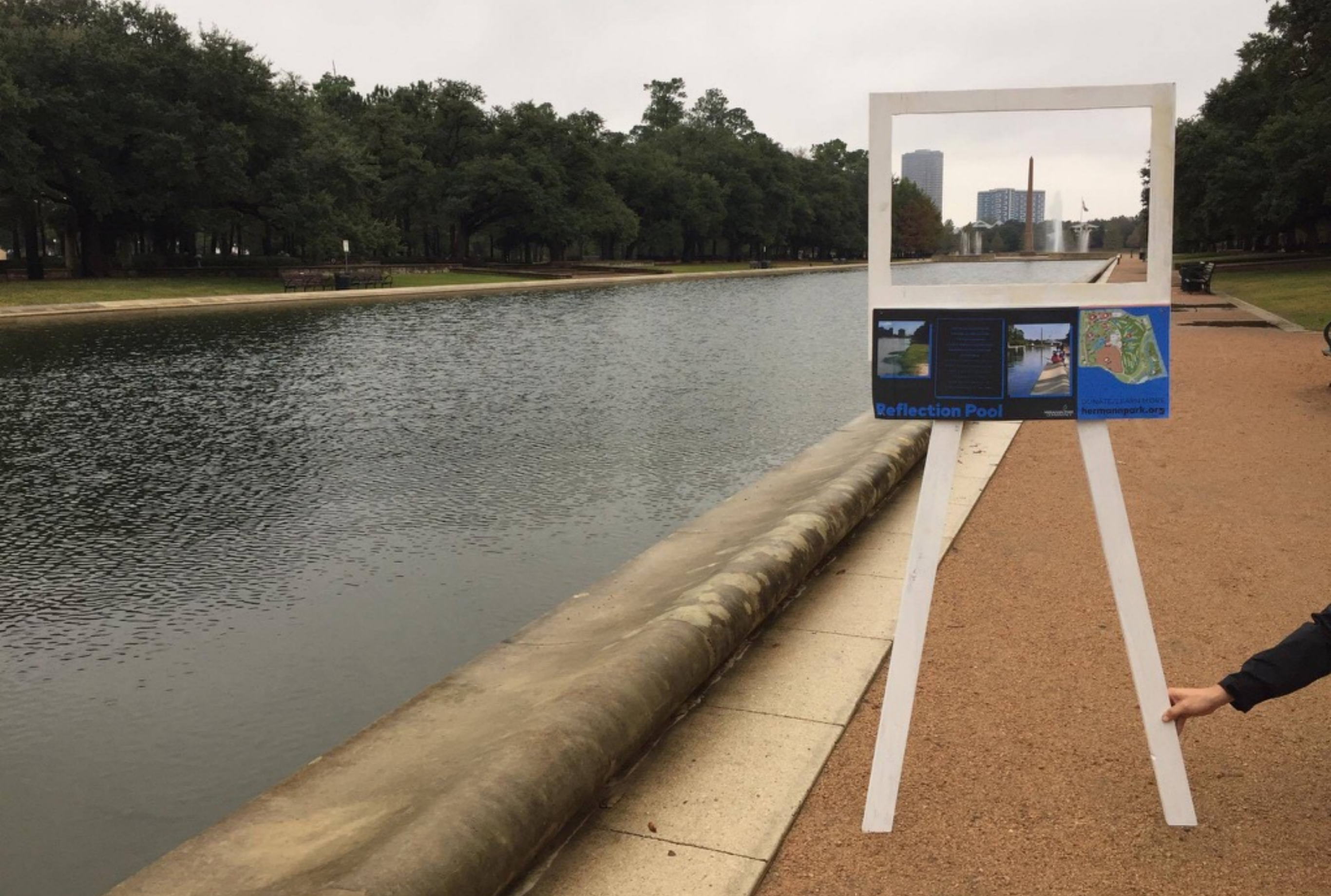
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PRE-RENOVATION

THE HERMANN PARK RAILROAD TAKES A TWO-MILE, 18 MINUTE JOURNEY AROUND HERMANN PARK. THE TRAIN DEPARTS FROM KINDER STATION EVERY 25 - 30 MINUTES.

THERE ARE THREE STOPS ALONG HERMANN PARK RAILROAD TO ALLOW TRAIN RIDERS TO GET ON OR OFF AT VARIOUS POINTS OF INTEREST IN THE PARK. STOPS INCLUDE THE M. D. ANDERSON TRAIN STATION ACROSS FROM THE HOUSTON MUSEUM OF NATURAL SCIENCE, THE SUNSET STOP WITH ACCESS TO METRORAIL AND RICE UNIVERSITY.

POST-RENOVATION



Kinder Station



DONATE/LEARN MORE
hermannpark.org

IDENTIFY

IMMERSE

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Design goals

Fits HCW

Low-maintenance

Durable

Fits aesthetic of park

IDENTIFY

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Stretch goals

Timeless
Dynamic
Scalable

IDENTIFY

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Next Steps

INGEXU

Test Solution

Produce 3D Renderings

*Work with HPC to
implement*



Thank You