

Behind the scenes of



ARTiCiPATE

Process Overview

Project brief	01
Research	02-04
Ideaion	05-09
Planning	10-13
Branding	14-21
Experience	22-26

Project Brief

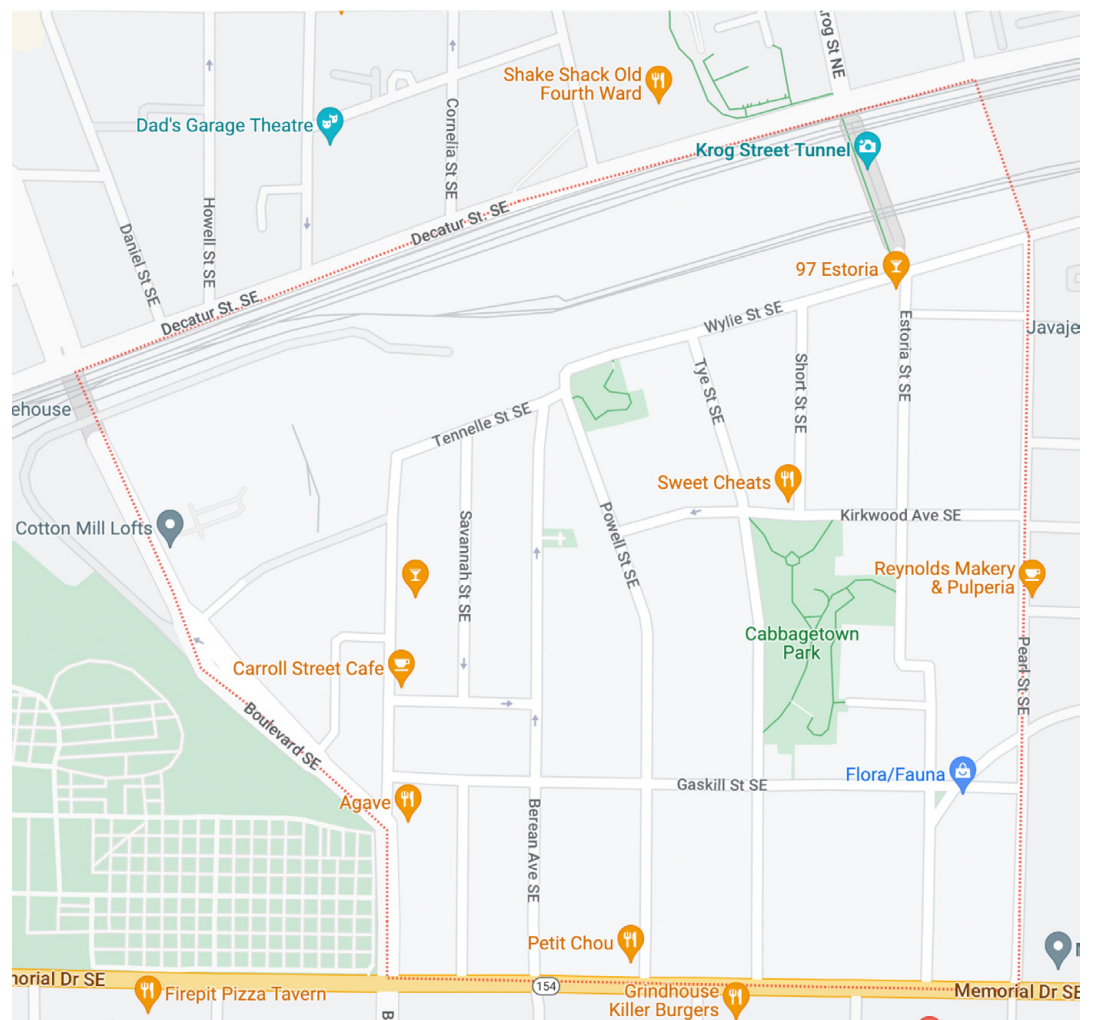
The objective was to dive deep into Cabbagetown, a prominent neighborhood in Atlanta, **identify a problem that could be solved creatively through a design system**, and subsequently develop the solution.

Objectives:

- **Identify opportunities** to enhance Cabbagetown through a design system
- **Create a multi-faceted design system** that strategically addressed the problem

Deliverables:

Brand identity
Design system



Research

History

Delving into the history of Cabbagetown **revealed its evolution** over the last two centuries, through various ups and downs, from a small industrial town to a vibrant neighborhood with burgeoning businesses and culture.

This helped me understand that Cabbagetown's **uniqueness lied in its artistic wealth**, due the influx of artists in the 1980s that led to it becoming a creative hub



Jacob Elsas opened the **Fulton Bag & Cotton Mill** in 1881



Small shotgun cottages were erected to house the workers

And thus, **Cabbagetown was born**

The Mill changed hands in 1957 and ultimately **closed down** in 1977, causing a brief decline for Cabbagetown



An **influx of artists** in the 1980's, including Raymond Herbert, resulted in tremendous growth



Gentrification in 1995 saw the old Mill turn into Fulton Cotton Mill Lofts



A **tornado** in 2008 destroyed part of the lofts and many historic homes. The community came together to recover the neighbourhood



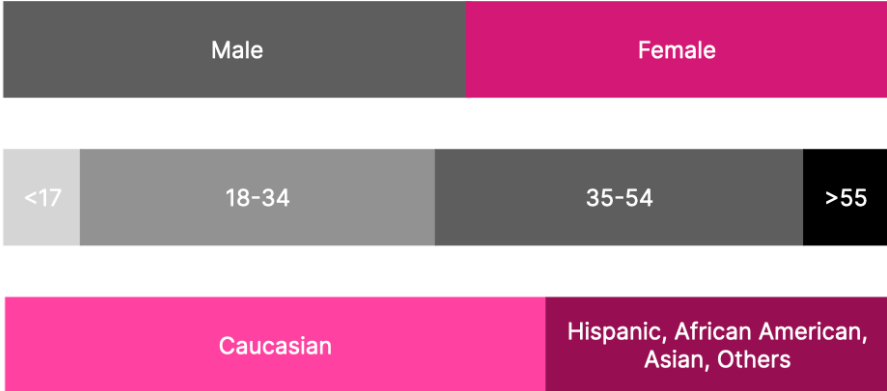
Today, Cabbagetown is **thriving** and home to a unique mix of families, singles, young couples, artists and professionals.

Research

Demographics

Research into the demographics of Cabbagetown taught me that it was a fairly **diverse neighborhood** and a **predominantly young** one with most of its inhabitants under the age of 50.

Total population : 409



Research

Exploring Cabbagetown

Over two visits to the neighborhood, I conducted **ethnographic research** through **observations** of the neighbourhood and **interviews** with the residents in order to understand the dynamics of the place, residents' ways of life, and visitors' attitudes.

During this process I **found various inconsistencies and opportunities** for enhancement of the area.



Ideation

Further research

Talking to people that I encountered in Cabbagetown proved to be a very insightful source of information.

- It helped me realise that a majority of the people in Cabbagetown weren't locals, but in fact **passers-by and visitors**.
- I also realised that the people visiting Cabbagetown had one main motive – **to see the mural**.

We heard about the mural – you know that really long one – and came to check it out.

Architect, married, 34yrs old

I was actually on my way somewhere but I stopped to take some photos near that wall because it looked really cool.

Student, 18yrs old

Cabbagetown has this really famous wall, with graffiti all over it, you should definitely see that.

Musician, 27yrs old

Ideation

Opportunity finding

My research revealed 6 opportunity areas that stood out for the enhancement of Cabbagetown. I fleshed out these opportunities in order to later evaluate their potential.



Art & Soul

Saw art everywhere but realised that people tend to visit only the well-known murals and miss a lot of the other things



Identity Crisis

Learned that an identity exists, but is **not widely used, inconsistent, outdated** and not reflective of the area's culture



It's a Sign!

Noticed that **road signs are almost always stickered or graffitied** over. Even came across a small business that makes interesting signs

Ideation

Opportunity finding



Historical Homes

Found out that Cabbagetown is a **historic neighborhood**, listed on the U.S. National Register of Historic Places



Community Areas

Encountered many **community spaces that seemed neglected**, weren't branded and could use some love



Chomp & Stomp Festival

Heard about the **annual fundraiser** in November with a chilli cook-off and musical acts, for the upkeep of community spaces

Ideation

Concept creation

Three opportunities stood out and I **ideated on how I might creatively solve these problems** through a design system that would enhance the neighborhood and bring out its unique charm.



The Artline

A **self-guided tour** or scavenger hunt for people to explore and discover all the artsy quirks of Cabbagetown beyond the mural.



Brand New

Develop a **new, cohesive and consistent brand identity** for Cabbagetown that does justice to its personality



Invigorate

Revitalise the common areas of Cabbagetown that have surprisingly been deprived of the signature essence of the neighbourhood

Ideation

Final concept

I decided on the **self-guided tour to discover all the artsy quirks of Cabbagetown** to be the final concept as it spoke to the essence of Cabbagetown the strongest and solved a very crucial problem that people are unaware of a great deal of the artistic wealth prevalent in the area.

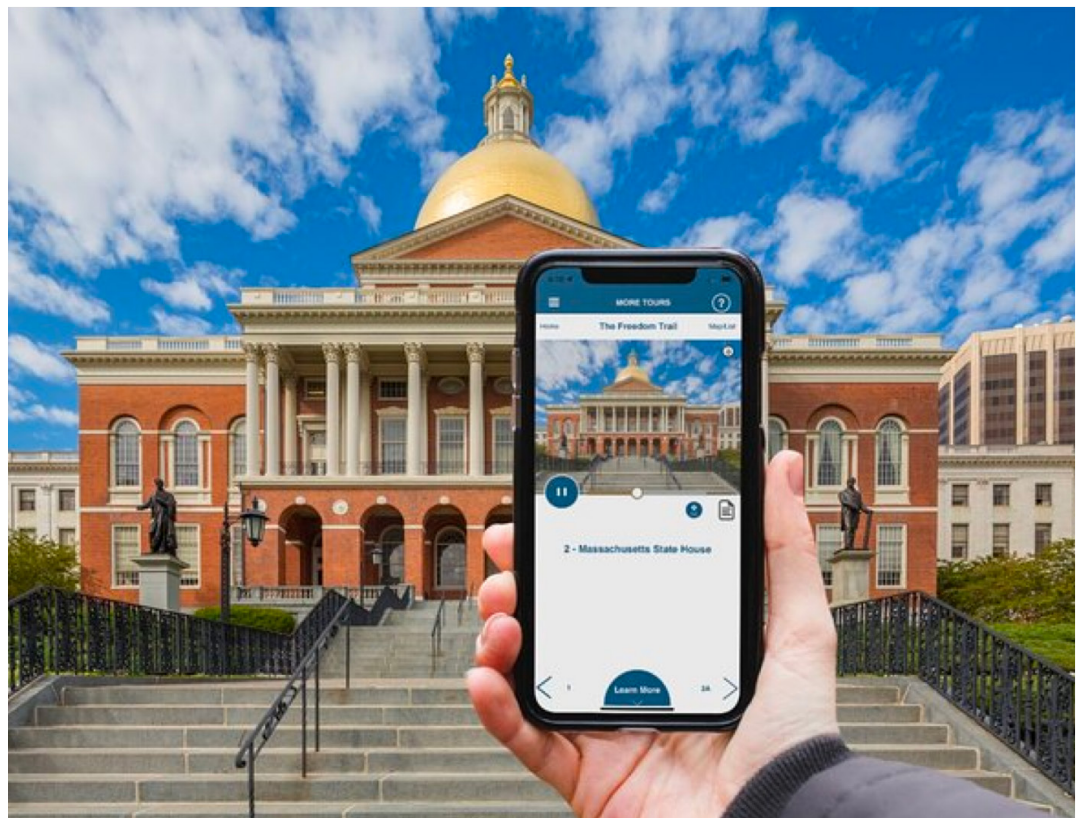


Planning

Secondary research

In order to develop my experience, I **studied the format of self-guided tours** that were already in existence. This not only gave me insight into the must-haves to include, but also highlighted opportunities for new features.

- I understood that most of these tours had a similar format of **an online experience** that people could use to navigate
- Most tours centered around **big, popular attractions** that often required entrance fees to visit
- The **route was set** with little to no flexibility



Planning

Target audience

Having spoken to people in Cabbagetown, I knew that most of them were visitors to the area. From my interviews, I was able to categorise them into **two types based on their intent and behavior**. This helped me understand the target audience for ym experience much better and plan features that would cater to them both.

Type A

The traveller that is all about **planning**.

- Hears about Cabbagetown
- Research, research, research!
- Creates an itinerary
- Experiences Cabbagetown

Type B

The traveller that is all about **impulse**.

- Happens to stumble upon Cabbagetown
- Curious to check it out
- Asks around for things to do
- Explores the area

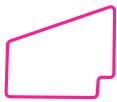
Planning

Tour features

Keeping in mind the sights to see, the nature of the travellers, and the freedom I wanted to give them, the tour was carefully thought out to include **aspects that would cater to various needs**.

I planned two aspects of the tour to achieve this - digital and physical. For the **Type A group, a mobile application** would help them learn about the experience and plan their trips. For the **Type B group, physical signs** would catch their attention and lead them onto the trail and direct them back to the app.

Finally, additional features were thought of to ensure that travellers could **plan logistics efficiently** and would **never miss out on new attractions** in the area.



A LOOPED CIRCUIT

so that you can start anytime, anywhere!



PHYSICAL MARKERS

so you don't miss any of the great spots



QR CODES

so you can access all the information about the spots



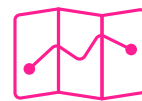
VISUAL GUIDES

so that you can identify the spots and why they're special



REGULAR UPDATES

so that the experience is always current



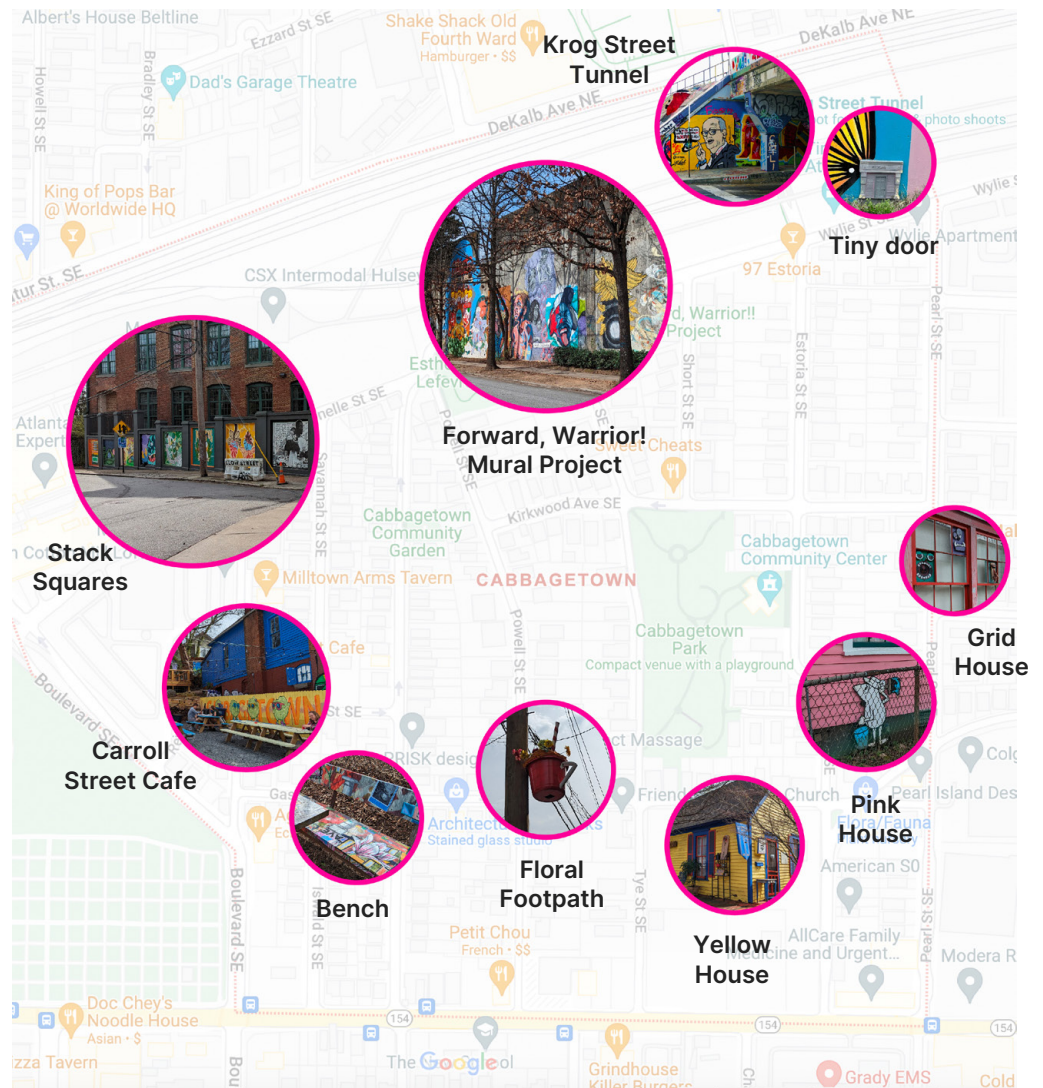
ROUTE MAP

so you can easily find your way and know what's next

Planning

Route map

I then studied the neighbourhood through the lens of this idea and collected photos of interesting spots. I also spoke to people in the locale to find out if this would be a welcome solution, **discover hidden gems** to include in the tour and potential ways to develop a system. I was able to validate the solution and **plot a route based on the attractions I identified**.



Branding

Strategy

Keeping in mind the artsy, quirky personality of Cabbagetown and the exploratory nature of the experience, I deduced what the brand tone should be.

**Fun,
Curious,
Informative.**

Branding

Name

Trying to **capture the essence of the experience** in an interesting way, I came up with some name options for the brand, shortlisting two that seemed most appropriate. I finally chose Articipate because it perfectly fit the concept of **participating in the art of Cabbagetown**.

Name options:

Artline

Find art

Walk of art

Artspotting

The Quest

Art Trail

Chase Art

Seek

Artful Pursuit

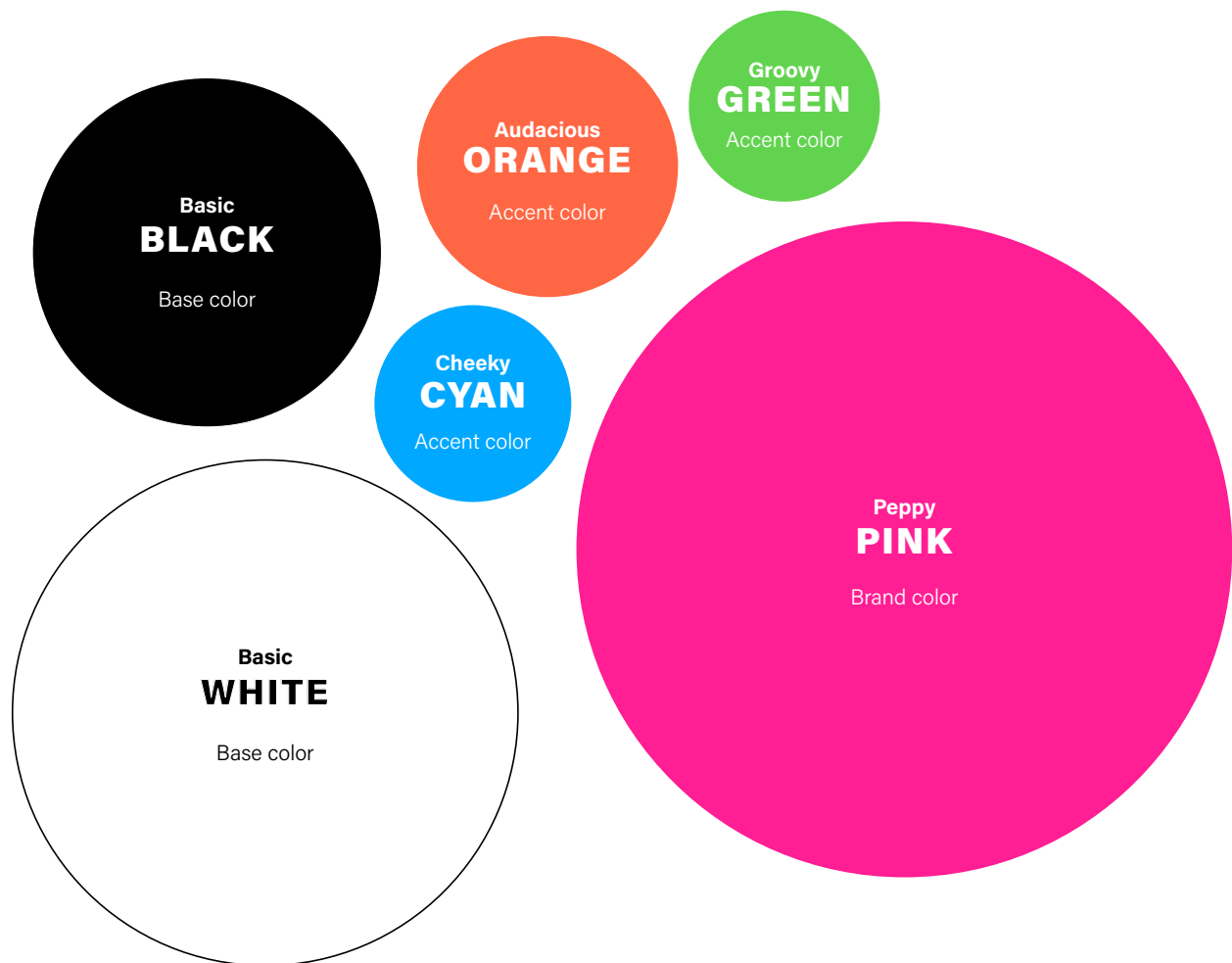
Final

Articipate

Branding

Colors

I pulled **bright, vibrant colors from the landscape** of Cabbagetown's street art as my primary brand color and accents. These were complemented with black and white to be used in ample amounts to provide relief and **contrast against the visual clutter of Cabbagetown.**



Branding

Typography

Knowing the personality of the brand made my typographic choices very easy. I was able to find two typefaces - **one quirky and one urban to perfectly represent the two facets of Cabbagetown's identity.**



THE MAGIC
of the streets

Roundy
Rainbows

Avenir

Branding

Logo

To create a logo for this unique experience, I experimented with the **shape of the route, the idea of a flexibility, and the aspects of wayfinding** and exploration.

One option stood out that I chose to develop further and refine.

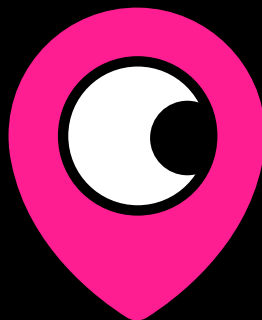


Branding

Logo

The final logo, called the eye-con, Articipate's logo mark, represents **curiosity, exploration and seeing things you never saw before**. By combining two recognisable forms into one meaningful one, the logo communicates the experience instantly.

The eye-con also showed tremendous potential to be used in fun and interesting ways – navigation, loading, etc.



Branding

Illustration

With the logo defined, I tried to **extend the style to illustrations** that I could use in communication and across the online application. I played with **thick strokes, blocky forms and bold colors**.

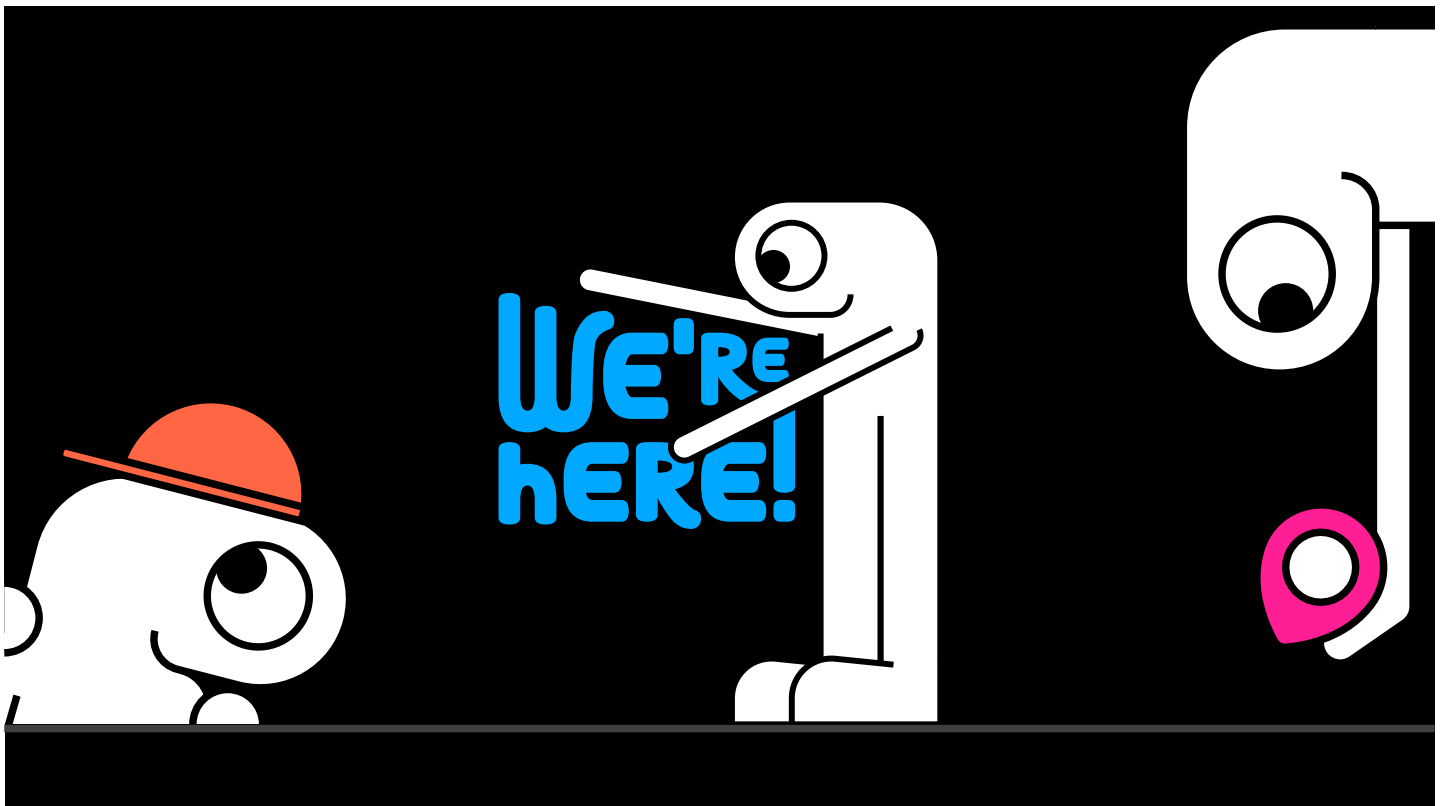


Branding

Illustration

The final style still used the thick strokes and blocky forms but resorted mainly to black and white, with accents in the brighter palette.

Since every good tour needs some kind of guide to point travellers in the right direction, tell them about the places to see, and show them how best to experience things, I **designed an unintrusive guide - Ally Way**. This character would be used at strategic touchpoints to enhance the online experience.

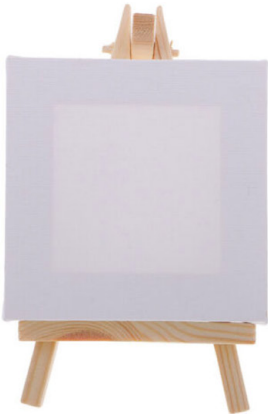


Experience

Physical signage

For the physical way-finding system, I explored possible forms that the signage could take. An easel could suggest the artistic nature of the spots, but would have taken up too much space and proved challenging to install. Flags would be easy to use but political campaign flags and as joke-y yard sign flags would drown out Articipate's flags.

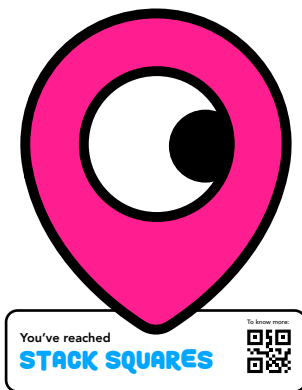
I finally landed on **using the eye-con** as a sign itself. This would definitely get noticed and also help brand recognition and recall.



Experience

Physical signage

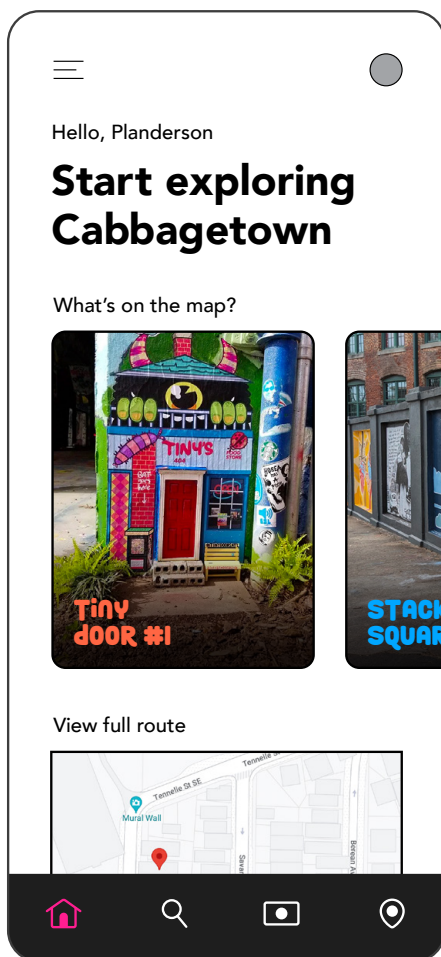
I further developed this idea to **include the name of the attraction** so that travellers would be able to identify not only that they've arrived at their destination, but also confirm they're at the right one. I also **added a QR code** so that unplanned travellers and passers-by would also be informed and could be directed to the app.



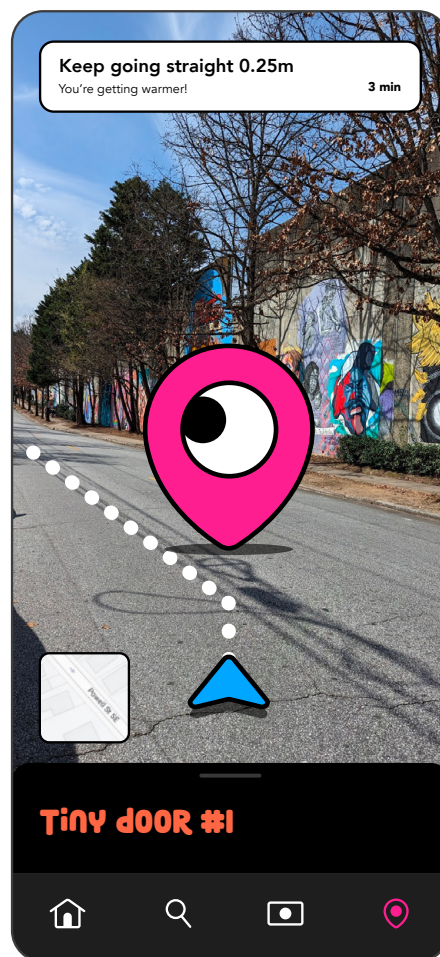
Experience

Mobile application

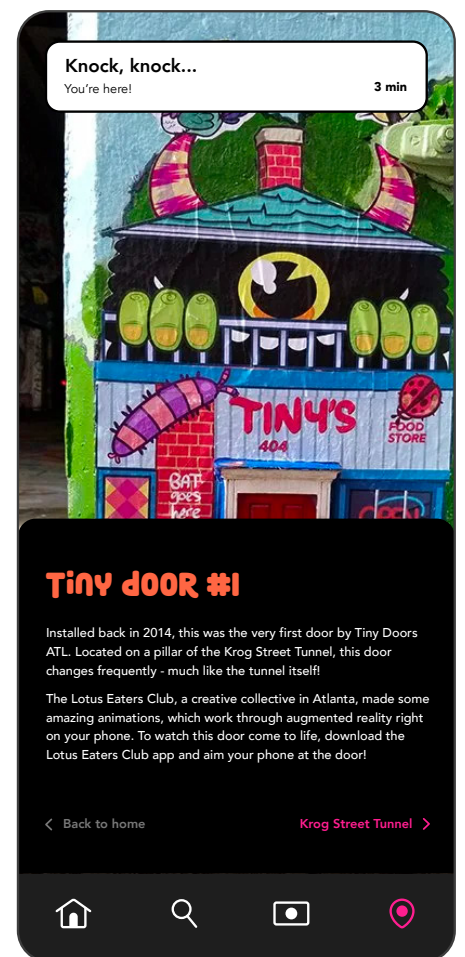
I planned the app experience to ensure that it covered all the features a user would need.



The home screen was designed to **showcase all the spots on the map** so that users could choose where to start their tour from. They could also view the full route, search for a spot and upload photos from their experience that others could see.



Users could **navigate** using the traditional view or a more immersive street view, while the eye-con would be used to aid as a compass.



The detail page of every spot highlighted **an image of it for recognition** and provided **facts** about it so that users could have a more enriching experience.

Experience

Extensions

I tried to add more aspects to the experience that would set it apart and create **even more engagement** for the user. An **AR feature** was conceptualised that would allow the user to hold their phone up to the spot, bringing Ally Way to life with **ideas on how to interact with the space**. This would allow user to actively participate in the space rather than passively take it in.



Experience

Extensions

To round off the experience, I thought of **relevant products** that would be of use to travellers as they embarked on this tour and designed a range of merchandise.



The End

Not all good things have to come to an end. With Articipate's looped tour, you can keep on going!