

Project Brief

Experience improvement and public-space activation

STATUS

Initial brief

Background

Parque Piantini is an urban space used by residents, families, young people, workers, and visitors to the area. The park combines circulation, rest, physical activity, social interaction, and recreation, with usage patterns that vary significantly depending on the time of day and day of the week.

The project seeks to identify concrete opportunities to improve the park experience without losing the attributes already valued by its visitors.

Situation

The information collected shows concentrations of visitors during certain time periods, differences in dwell time, and needs related to comfort, activities, information, and coexistence among different types of use. The challenge is to turn this information into relevant and feasible proposals.

Project objective

Develop an improvement proposal for Parque Piantini based on user behavior, their needs, and the patterns identified in the available data.

Primary audiences

Audience	Needs / uses to consider
Young people	Social interaction, activity, experiences, and spaces to spend time together.
Families	Comfort, shared activities, and options for children.
Active adults	Walking, exercise, rest, and circulation.
Pass-through visitors	Orientation, information, and ease of circulation.
Users seeking calm	Shade, seating, reading, rest, and low stimulation.

Scope

The work includes information analysis, opportunity identification, conceptual solution development, prioritization, and communication of the proposal. It does not include final architectural design, engineering, permits, construction budgeting, or execution.

Requirements

Requirement	Criterion
Evidence-based	Proposals must respond to project data and findings.
Preserve valuable uses	Improvements must coexist with rest, circulation, exercise, and green areas.

Requirement	Criterion
Consider diverse audiences	Avoid designing an experience that is useful for only one user profile.
Think about feasibility	Prioritize scalable solutions or solutions that can be implemented in stages.
Generate visible value	The proposal must clearly improve the user experience.

Expected outcome

A prioritized recommendation explaining the identified opportunity, the audience it addresses, the proposed solution, how it works, the expected impact, and the next steps required to validate it.