

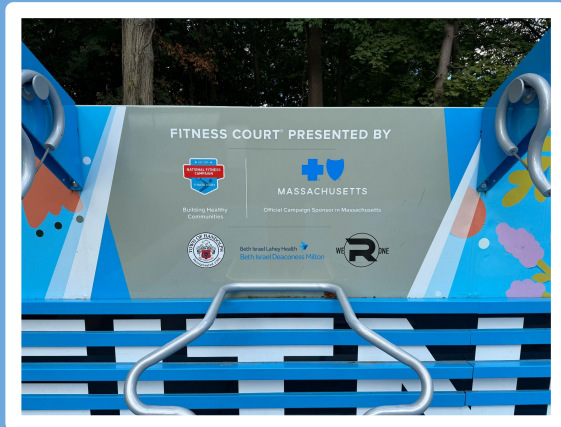
Neighborhood Community Project: Fitness Court

Ryan Dang



Location

The Fitness Court at Belcher Park in Randolph, Massachusetts is an outdoor calisthenics park for the community.



Main Users

While open to the community, it is suggested that users be fourteen years of age or older.

The app and diagrams help with a selection of exercises for people of all skill levels.



Stakeholders

- Town of Randolph
- Community Event planners
- Citizens
- Casual Exercising



Problems

No dedicated trash barrels or water bubblers.



Outdoor debris and wet surfaces from weather.



Potentially dangerous misuse of equipment.



Intended Outcomes

Reduced waste and littering in the area.

Less debris and more awareness when traversing and utilizing the Fitness Court and its equipment.



Design Solutions

Most direct solutions (public trash cans, water bubblers, regular maintenance) require more planning and funding than the scope of this project.

As a designer, I can realistically make waves by the communication of information and behaviors that will make users aware of these problems, therefore taking steps toward lessening the impact of these problems.

This can be achieved through signage.



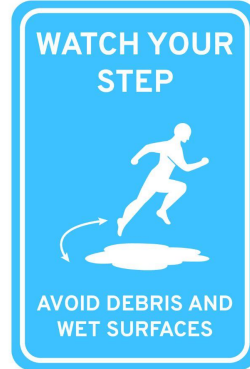
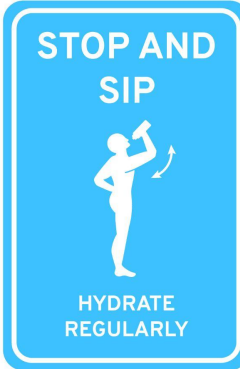
First Drafts

- Literal + Straightforward
- Incorporation of Fitness
- Playfulness
- Easy to understand



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Second Pass

- Figurative
- Iconographic
- Incorporation of Fitness
- Even More Playfulness
- Easy to understand
- Aligns with Current Fitness Court branding

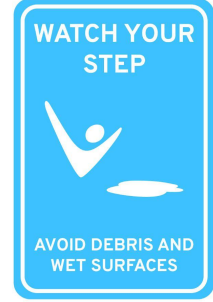
Current logo for
Fitness Court



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Current logo for
Fitness Court



Alternative Presentation

- Unifies Icons
- Saves Space
- More detail/explanation
- Easier implementation

Fitness Court
Maintenance and Safety

NATIONAL FITNESS CAMPAIGN

Community exercise at Belcher Park in Randolph!

New Guidelines
You can do your part to keep the court in shape and exercise responsibly by following these suggestions:

Clean the Court
Throw your trash into bins or hold on to it until you can dispose of it properly.

Hydrate Regularly
Bring your own water or sports drink and stay hydrated during your workout.

Know Your Limits
Use the provided equipment safely and don't push yourself close to injury.

Watch Your Step
Rain and outdoor debris can accumulate on the court, so be wary traversing it.

Don't Forget the App!
Download on the App Store
GET IT ON Google Play

User Feedback

A.

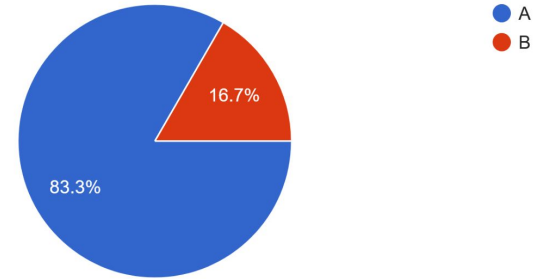


B.



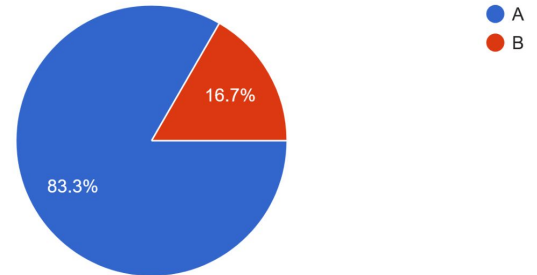
Which set of images is more visually appealing?

6 responses



Which set of images align with "fitness" more?

6 responses



User Feedback

A.

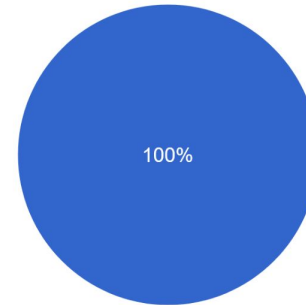


B.



Which set of signs are easier to understand/interpret?

6 responses



● A
● B

User Feedback

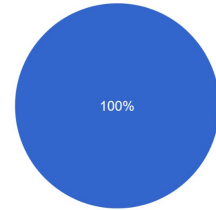
A.



B.



Which poster would you prefer?
6 responses



A
B

Final Mockup

- 8"x12" or 8.5"x11"
- Bulletin Boards
 - Library
 - Town Hall
- Flyer



Conclusion

Experimentation was important to the design process. While making new iterations, I focused on the strengths of the style instead of what was lost compared to previous designs.

The survey was a good way to confirm the more popular design. During the process, the iterations seem equal in terms of their potential. It is hard to discern what works best without a less biased perspective.

I must work on being critical to myself and being more thoughtful during my work. I need to make sensible design decisions and become less attached to rough designs.