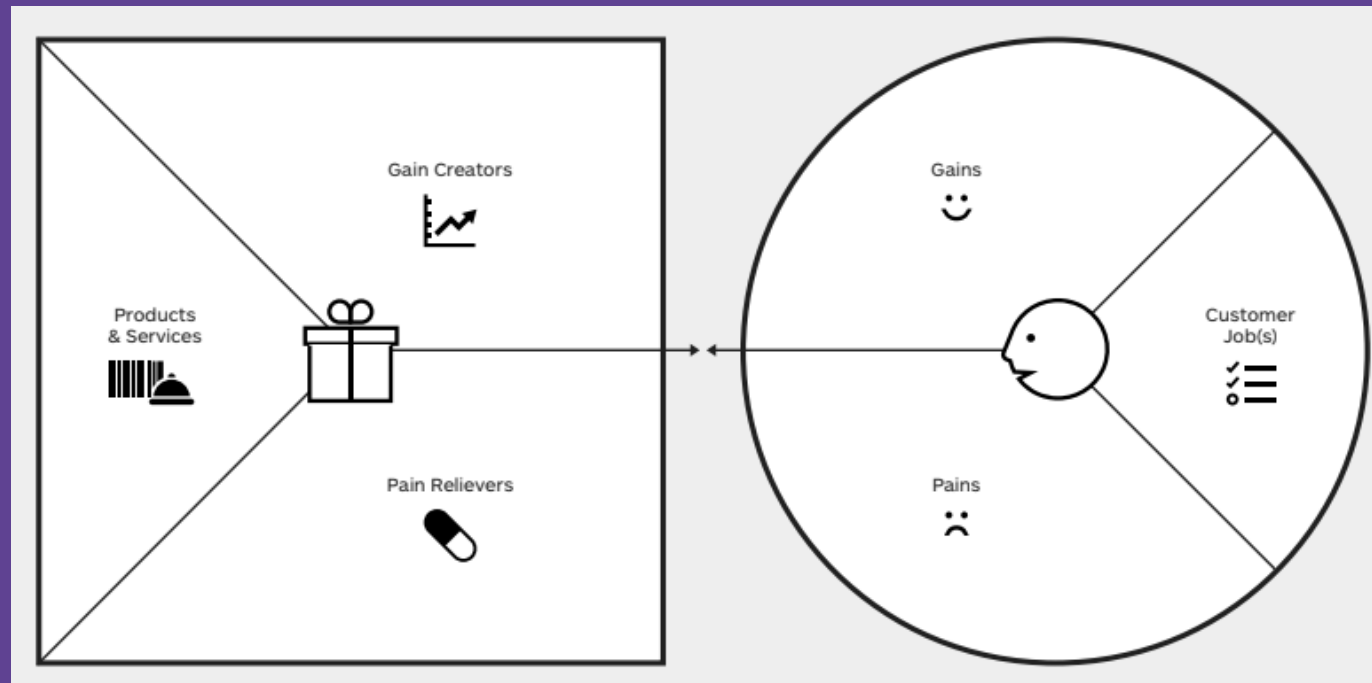# Innovating Jackson Street

'Selling' the Jackson Street experience ...

We are looking to identify the features and attributes of Jackson Street that add the most 'value' to the most users of Jackson Street.

Jackson St 'attributes'

Jackson St 'people'

Gain Creators

Products & Services

Pain Relievers

Gains

Customer Job(s)

Pains

To do this, we need to understand who uses Jackson Street (the categories of people) and the ways in which Jackson Street as an 'experience' makes it harder or easier for them to use it in the way they need.

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Align

The Jackson Street Experience
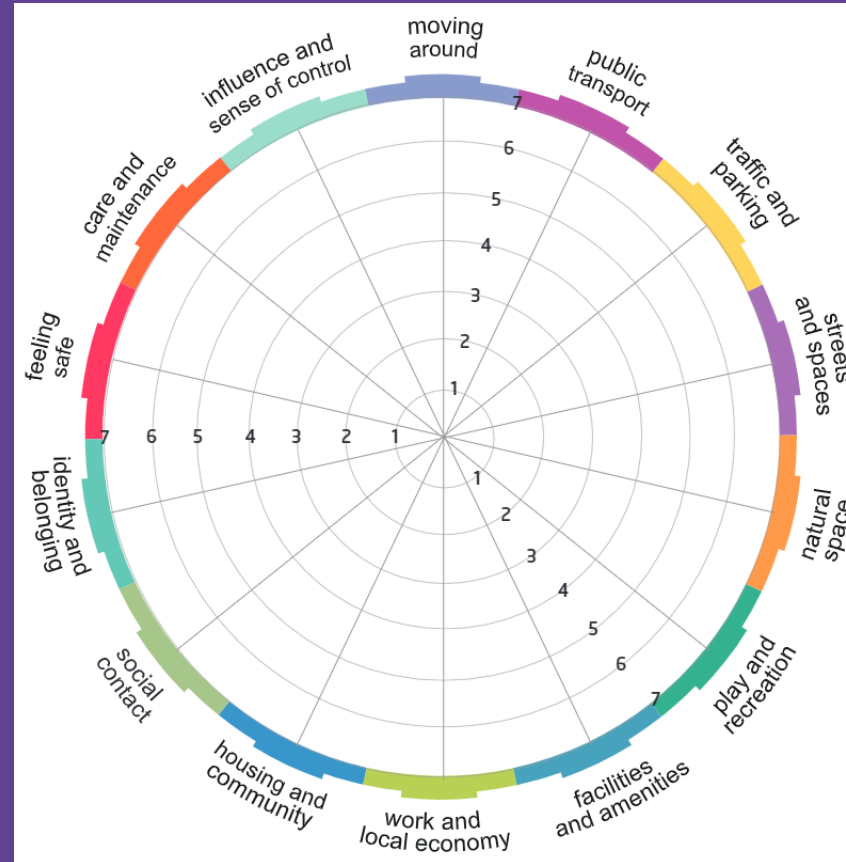
The people of Jackson Street

In Workshop 1, participants helped us to identify "Who are the people in your neighbourhood?" We examined what they were trying to achieve or experience, and the things that might make it harder or easier to do their 'job'.

| Shopper | Resident | Bus Driver | Cyclist |
| Visitor | Student | Shop Keeper | Elderly |

We then looked at those features or attributes of Jackson Street that affected the most categories of people that experience Jackson Street - what were the things that they had in common in terms of their 'pains'.
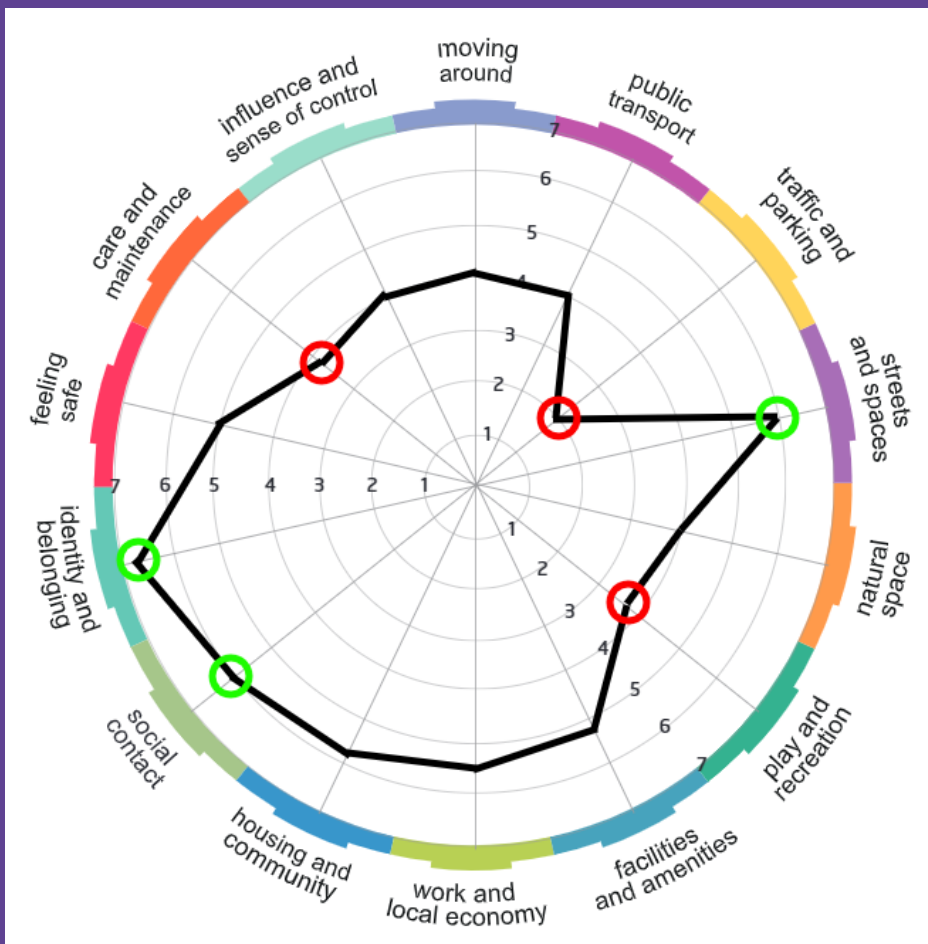
The Jackson Street Experience

Jackson Street the 'place'

In Workshop 2, participants were asked to rate 14 characteristics of Jackson Street on a scale of 1 to 7. These ratings were then aggregated to provide a measure of the Jackson Street experience, as perceived by its users.

The Jackson Street Experience

What a sample of Jackson Street users think …

Top 3 ratings:

- Jackson St has a positive identity and I feel I belong
- There is a range of spaces and opportunities to meet people
- The buildings, streets, and public spaces create an attractive place that is easy to get around

Lowest 3 ratings:

- Traffic and parking arrangements do not allow people to move around safely and meet the community's needs
- Buildings and spaces are not well cared for
- I can not access a range of space with opportunities for play and recreation

The Jackson Street Experience

## Getting to know the people on the street ...

To test whether the views of the workshop participants are representative of the users of Jackson Street, the next step is to venture out onto the street and into the community to conduct surveys. Referring to the 'categories' of people and the Top 3 and Lowest 3 rated attributes of Jackson Street, we will ask:

- Which category of Jackson Street user do you identify with?
- Where have you come from just now?
- Where are you going next?
- How far did you travel to get here?
- What mode of transport did you use to get here?
- How often to you visit Jackson Street?
- What do you consider to be the Top 3 special features of Jackson Street?
- What do you consider to be the Top 3 improvements that could be made?

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Collecting and sharing ideas ...

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The information gathered from the street (and online) surveys will be used to validate the assumptions about the 'pains' and 'gains' of each user category that came out of the first Workshop series.
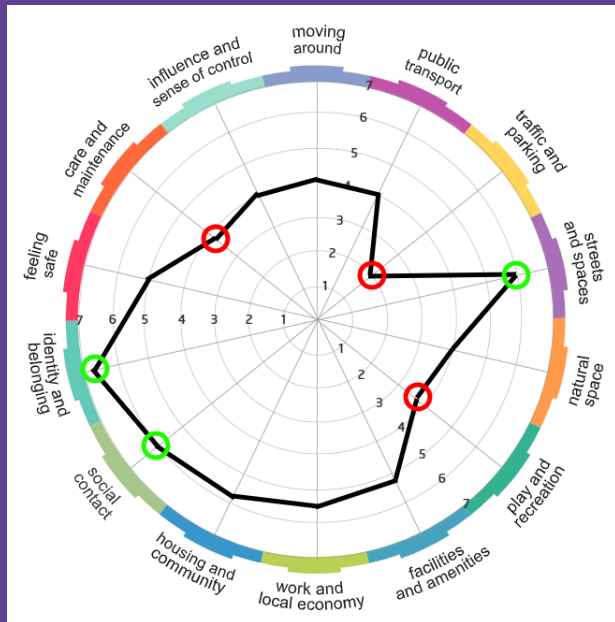
The responses to the street and online surveys will also tell us how various categories of user move to, from, and within Jackson Street, and provide ideas about how Jackson Street can be improved.