

KARELIA UNIVERSITY OF APPLIED SCIENCES
Degree Programme in Design

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SERVICE DESIGN PROCESS FOR JOENSUU CITY CYCLING ROUTE

Thesis
May 2016



THESIS
May 2016
Degree Programme in Design

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Commissioned by
City of Joensuu

Title
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Abstract

This thesis aims to offer information that can be the basis of new designs to improve the current state of a selected route in the city of Joensuu, as well as to engage citizens and make them aware of the specific route. There is both little usage and knowledge about the route at the moment. By improving this route the designer aims at adding value to Joensuu and its inhabitants' lives. The present paper is a real life project thesis which was conducted within the field of Service Design. In addition, it was also surrounded with elements such as co creation, design thinking and user friendliness whilst taking a problem solving and holistic approach.

Excellent city design should offer satisfying services as well as experiences, and even bring a balance between the citizen, nature, and health, which is the ideal outcome of this thesis, and the suggested solutions will bring. All of the above can be a contributing factor to harmony in a society. However, this thesis goes beyond service design and route infrastructure. Ultimately, this is about creating monuments with citizens. After all, a city is a reflection of its people.

Language
English

Pages 84
Appendices -
Pages of Appendices -

Keywords
Service design, city design, traffic culture, co creation, governance,

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1 INTRODUCTION

The shift from driving cars less and boosting cycling and walking has already begun. Even with these changes, which indicate a need for a more bike and pedestrian friendly city, traffic engineers and cities around the world seem to ignore this need. Or perhaps urban designers and city architects are ignored by city councils. It is high time cities prioritized humans over anything else. The City of Joensuu has taken the first step to improving the situation, the route that is the focus of the present paper was the subject of the service design process which aimed at improving the route, making it well known and user friendly through service design principles and co-creation with citizens.

The highlighted route in Picture 1 is a route where one may cycle, walk/jog or ski. It was originally made during the 1980s; the idea was initiated by a cycling activist who worked at the City of Joensuu. In 2015 it was decided that the route could and should be used for cycling by everyone, even families and for those who wish to walk there or ski. The entire route is approximately 15.5 km long, and a big part of it is nearby the riverside.



Picture 1. Map, route marked with red, (Source: City of Joensuu 2016).

The ultimate goal of the present thesis is to change the current situation with a holistic, citizen friendly approach and add value to citizens' lives. The route will hopefully be transformed to one of a friendlier nature for a diverse group of inhabitants (cyclists, individuals with special needs or mobility issues, pedestrians). The ideal outcome that the city wishes to achieve is that one day the route will be well-known, easy to access and interesting enough to enable and encourage more people to visit.

This thesis will guide the reader through the service design process of solving the problems of lack of engagement and knowledge about the specific route as well as tackling the challenges on how to better these problems. In the end they will stand as a reflection of Joensuu's inhabitants and used by anyone, including students, elderly, families, dog owners etc. for whichever purpose like recreational use, as a means to commute to work or something else. Significantly improving the route is the first step to making them more inviting, engaging and seductive. Another task assigned by the client is finding a way to mark the route. Lastly, the focus on aesthetics is not as significant; nevertheless, it is still there.

To better prioritize and organize the tasks for this thesis, the "MoSCoW" method was used.

Must have: Safety is definitely a must. One can talk about design and aesthetics in the context of city design, but safety is an aspect that should not and was not compromised in the present research paper. Safety was taken into consideration in every aspect of this paper, with another two "musts" being marking the route and making it more engaging, as assigned by the client. All suggestions and proposals that will follow have first and foremost kept the citizens' safety in mind. Since I was the only one responsible for the research and suggestions, this does not necessarily guarantee that the chosen proposals will be applied 100% according to my wishes. For example, infrastructure can

be very costly to change, and it is likely that the client (in this case the City of Joensuu) will choose not to change it.

Should have: Co-creation. Most of the suggestions have in one way or another been co-created with citizens. For example some of the original ideas shown to them were subtly or greatly modified to suit the inhabitants' needs or desires. Insights were not just about problems but about details regarding design and aesthetics that rose from culture or history.

Could have: A beauty/aesthetic aspect. While practicality comes first, as a designer aesthetics and beauty are still important elements, especially when it comes to designing anything intended for public use. This can often be hard to determine, as beauty is subjective. Nevertheless, efforts were carried out to deliver results as beautifully as possible.

Will not have: Client driven approach. This thesis' focus surrounds citizens, and it is not about satisfying the client. Divergent thinking was practiced throughout the process and even encouraged in workshops and interviews.

2 FRAMEWORK

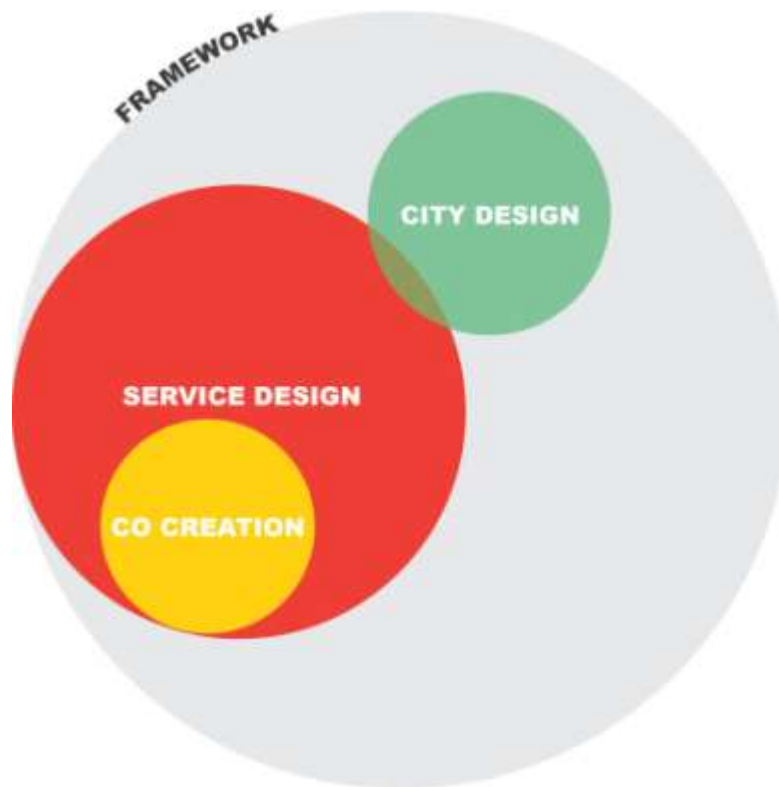


Figure 1. Thesis Framework.

Above, Figure 1 illustrates the framework that was carried out in this thesis. Evidently, the service design part is the biggest. This is not a project done to satisfy the client but the people, service design was chosen for various reasons including that its essence is using a user centered approach.

For some time involving the term urban planning was considered. However, it was dropped for city design as the latter is more holistic. Even though the subject of this thesis is a route, taking into consideration the general environment and the city as a whole has been crucial as part of the holistic approach.

While the shift to more people cycling is very positive, cities around the world are faced with a new challenge: how to make the process easier, safer and a more pleasurable experience. This is where designers step in. My role in this thesis is to act as a facilitator, researcher and designer.

Part of the vision is to contribute to making the route convenient and safe through this thesis and the proposals that will follow. A challenge is finding a way to “mark” the route, too. Moreover, another objective is for the route is to be or to have something within it that is beautiful. Making the route as a potential tourist attraction is low on the priority list; nevertheless, it is still there. In the end citizens should be directly or indirectly encouraged if not tempted to use these routes through design in one way or another, as design has the ability to be seductive and practical. As the CEO of Copenhagenize Design Company has said, “Well designed bicycle infrastructure will seduce people to use them,” (Colville-Andersen 2012). After safety, convenience and practicality, designing the experience into a pleasurable one is part of the service designer’s tasks.

MY ROLE AS A SERVICE DESIGNER

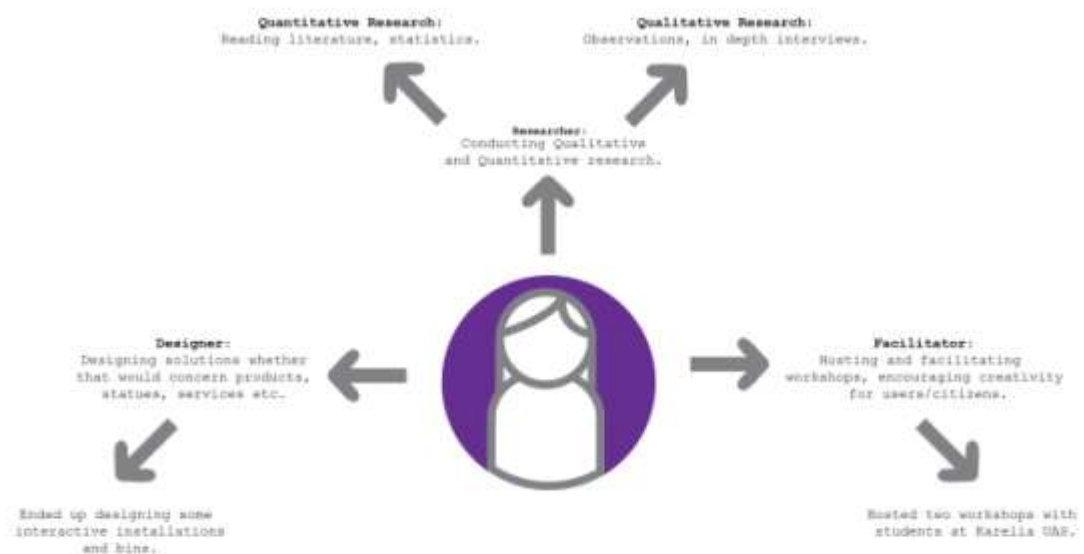


Figure 2. My role.

As Figure 2 illustrates, my role is to work (in no particular order) as a facilitator, by encouraging users to use their imagination and express their feelings and desires for this project in co-creation workshops. A researcher in conducting

both qualitative and quantitative research. Last but not least as a designer, designing practical and aesthetic solutions. Co-creation and problem solving are critical since the top priority concerns the value of citizens' quality of life, so user empathy will be a significant part in the Service Design process.

Good design should not be complicated and it MUST be simple and rational, even intuitive. This is another reason why co-creation with users (in this case Joensuu's inhabitants) is so important. To paraphrase Mikael Colville Andersen in the same TEDx talk (Bicycle Culture by Design in 2012), it is the people who define a city. We should be studying their behaviors, patterns, movements as well as their desires and needs. The average citizen does not want to break the law; the average cyclist does not wish to run a red light and cause an inconvenience. He also does not want to get wet in pouring rain or snow. (Colville-Andersen 2012.) They do not ask for much, they have real problems for which they ask rational and legit everyday solutions.

Two meetings with some employees of the City of Joensuu were held in December 2015, where the thesis project was decided. During the second meeting it was decided that the present thesis would focus on the selected route in Joensuu alone and not another longer route reaching Huhmari as was first believed. Research began simultaneously and in late December the qualitative research process was initiated in Cyprus in a recently made pedestrianized street to get a perspective in a foreign context. Qualitative research began in Cyprus in order to get a foreign opinion in a foreign environment.

On the 25th of January 2016 another meeting with the City of Joensuu took place. During that meeting a range of ideas were presented. The need to solve problems was made clear, and the service design approach, encouraged.

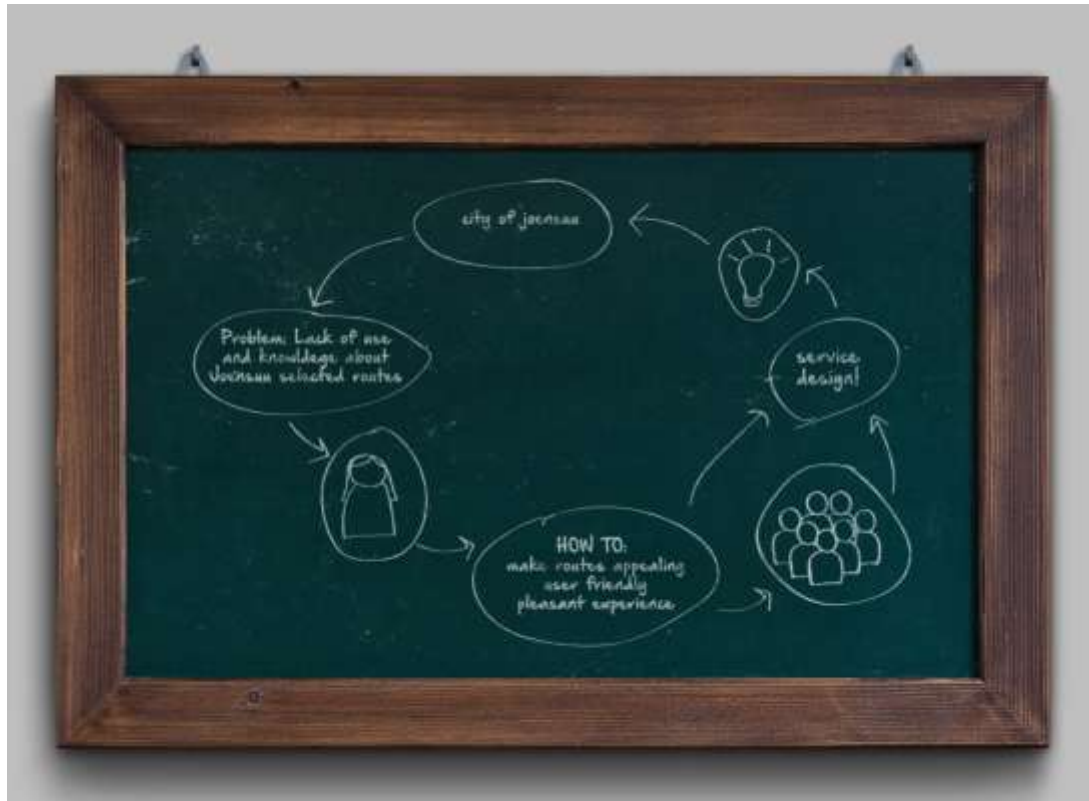


Figure 3. Actors and brief process.

3 OVERVIEW OF BIKE USE

The shift from driving cars less and boosting cycling and walking has already begun. Over a billion bicycles exist around the globe today, twice the number of automobiles. During recent times the production of bicycles made a leap in production to more than 100 million per year, while car production is limited to a number closer 50 million annually. (Gardner 2008.) Even with these massive changes, which indicate a need to a more bike- and pedestrian-friendly city, traffic engineers and cities around the world seem to ignore this. Or perhaps urban designers and city architects are ignored by city councils. It is high time cities prioritized humans over anything else.

Overall, Finland is considered a very bike friendly country, often ranked in the top 10 countries in the world with most cyclists per capita. As far as Finland is concerned, sports such as mountain biking have grown rapidly in popularity within the last decade, reaching a staggering number of almost 50% growth. There are now over 100,000 off road cyclists. An estimated 8% of the total population practices this specific sport, which accounts for 300,000 people with a demographic of 15-74 year old Finns. (Sievänen & Neuvonen 2011, 1)

As mentioned above cycling is used by some as a sport; however, this is only scratching the surface. Cycling is used by millions every day for a host of reasons. Figure 4 illustrates the means people use to get to work most. (Note that in Finland's case kernel level was shown instead of the larger urban area). The Danish capital comes first in bike usage within the core city, and is a close cut with Amsterdam's bike usage within the larger urban area/kernel level. Helsinki is falling a little bit behind Stockholm in both the core city and the larger urban area. In Finland's case approximately the same amount of people go to work by car and public transport within the core city area, while over half do so by car in the larger urban zone. A considerably smaller amount accounts to individuals who commute to work via cycling. Clearly, there is still room for improvement.

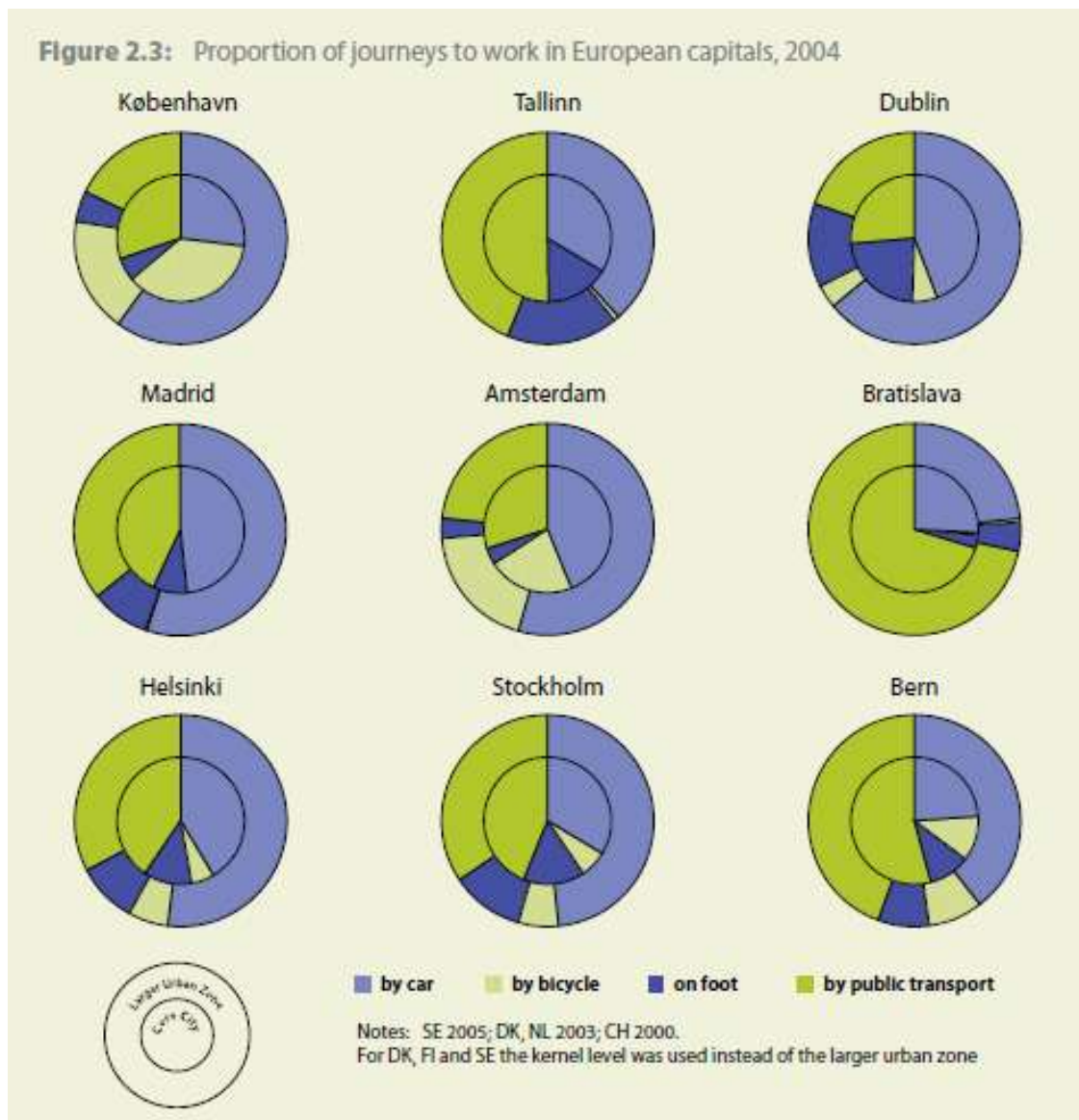


Figure 4. Proportion of journeys to work in European capitals, 2004 (Source: Eurostats 2016).

Copenhagen and Amsterdam are two European capitals that are known to be the best cities for cyclists in Europe. It comes as no surprise a large percentage of people go to work via bike, long-term; this can have positive effects for people living there, the local governments and the environment.

3.1 Joensuu background

Joensuu is a small town situated in Eastern Finland with approximately seventy thousand inhabitants, about twenty thousand of whom are students. It is also the capital of the North Karelia Region. Joensuu has a historic river called Pielisjoki where traders did business. In fact, Joensuu translates to “river’s mouth”.

Part of the research that will follow in this paper was crafted carefully to suit Joensuu’s demographics, most research was done on students, as this was the most accessible demographic. Foreign students were also included while in-depth interviews occurred with an elderly woman and two families, one of which has a dog. The research started in Cyprus to get a foreign opinion in a foreign environment. People who suffer from disabilities were not forgotten either but received smaller attention.

Since Joensuu is considered a small town and there are so many students living here, it is no surprise that cycling is the most common method of use as a means to get to work or school. Figure 5 shows trips done by cycling, walking or via driving/public transport, etc. in Joensuu and the nearby regions. Joensuu stands out when it comes to trips to work or school in the cycling category.

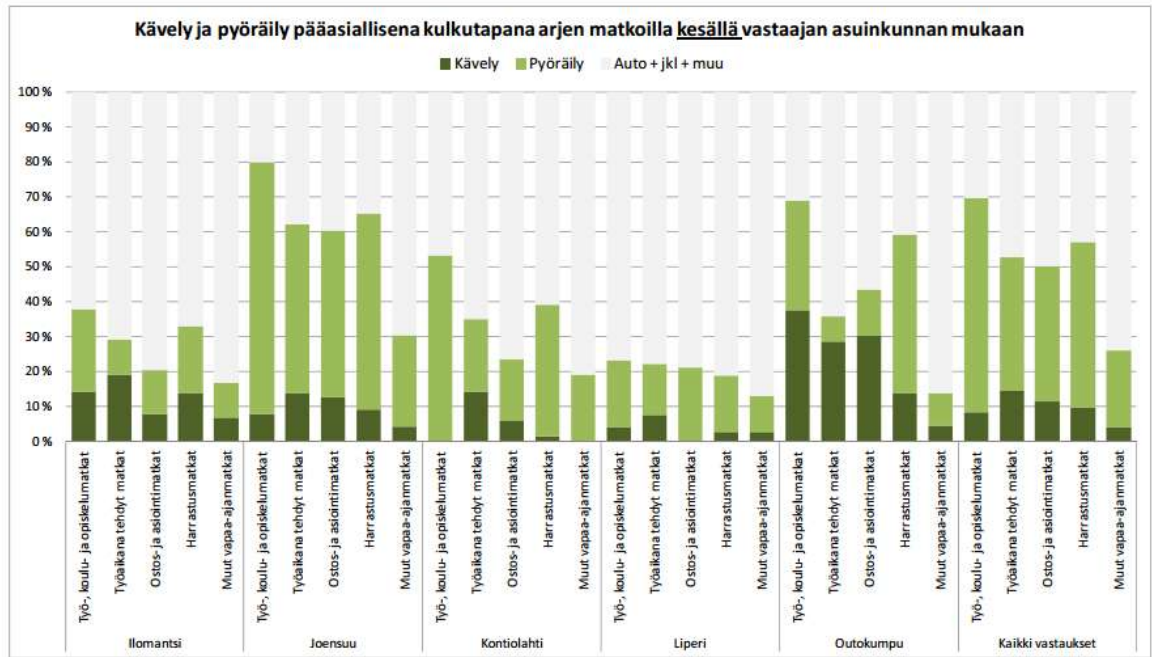


Figure 5. Walking and cycling among respondents per municipality (Source: Sito, 2012).

3.2 Accidents in cycling

Currently data showcasing bicycle accidents in Finland is minimal; however a 2013 study on cyclist injuries in Kouvola deemed helpful. In that study the most common type of injury was head injury, which accounted for 35% percent of all injuries. Furthermore, only 6% of head injuries were serious (16 injuries) with one being fatal. (Airaksinen, Lüthje & Nurmi-Lüthje 2013, 7.)

Results – Severity of the most serious injury (MAIS) of bicycle crashes

MAIS (maximum AIS)

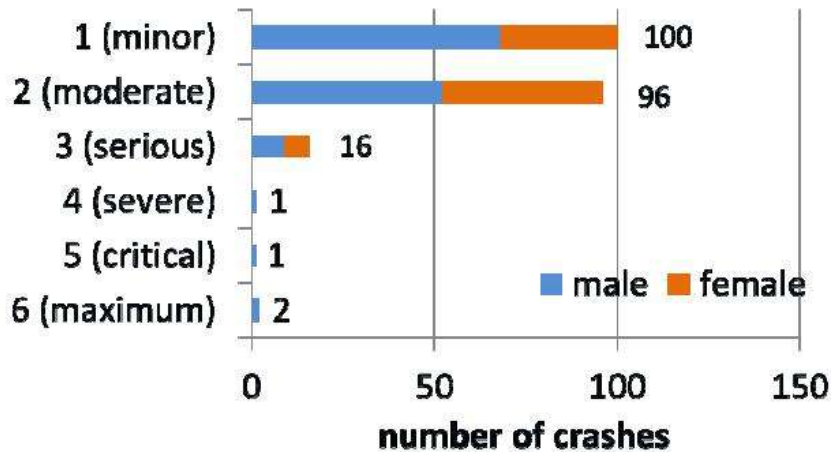


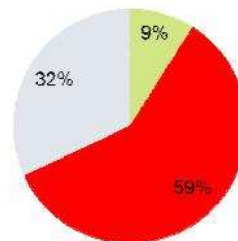
Figure 6: Severity of most serious injury of bicycle crashes. (Source: Airaksinen, Lühje & Nurmi-Lühje 2013, 8).

The most injured were men. Unfortunately, few cyclists wore helmets, as Figure 7 illustrates below. Currently, there is no fine for not wearing a helmet even though in Finland it is recommended.

Helmet wearing by time period

• Winter period (n=56)

- Helmet users: 9 %
- Non-users: 59 %
- Helmet use was unknown: 32 %



• Non-winter period (n=163)

- Helmet users: 15 %
- Non-users: 55 %
- Helmet use was unknown: 30 %

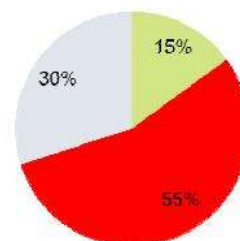


Figure 7. Helmet wearing according to period (Airaksinen, Lühje, Nurmi-Lühje, 2013, 19).

The same study found that most of the serious injuries occurred during the winter period and the most minor injuries occurred during the rest of the year. The mentioned paper also found that 60% of alcohol related crashes led to

head injuries. Almost half of these cases (46%) were accounted to men aged 35 to 49 years old. All of this information is important, as the qualitative research later showed that many people's fears had basis and aligned with the mentioned paper. Some students talked about being afraid of suffering injuries in the winter time, while others expressed concern regarding the lack of safety in routes within the city centre area.

A possible solution for encouraging inhabitants everywhere to wear helmets is by making punishable by a fine if a cyclist is spotted not wearing one. Unfortunately, the solution regarding intoxication is not as easy as the one with helmets as it is an ongoing social and economic problem in Finland, among other countries.

3.3 Benefits

"Bicycles are inexpensive, clean, fast by urban standards, require cheaper infrastructure than cars do, and contribute to the health of the rider. Moreover, they can help calm a city and add a sense of community to it—less tangible but no less valuable improvements in the quality of Urban life," marks Gary Gardner in a 1998 World watch report (Gardner 1998, 16). These are few of their various advantages.

Bicycles can be a very good investment for governments, too. Gary Gardner wrote on an article on the worldwatch.org: "Putting bicycles to work could produce enormous savings, like reduced air and noise pollution, better land use, less congestion and lower health costs." (Gardner 1998.)

I believe that if commuting via bikes or on foot becomes the fastest way to get to point b from point a, and presuming it is a safe and enjoyable experience, citizen cyclists will ride these routes and pedestrians will walk them gladly, no matter what the temperature outside.

Bikes are definitely affordable, but that is not necessarily their biggest advantage. Automobile vehicles are partly to blame for Europe's largest risk regarding the environment today: air pollution. It would be an omission not to mention that air pollution counts as a social issue as well. Its aftermath is an auspicious one, from human health stretching to ecosystems and the climate (European Environment Agency 2015.) This is an additional reason why governments and cities around the globe must boost alternatives that are friendlier to our environment. With the average bike, one does not need any gas and the only CO₂ emissions are the ones a cyclist exhales.



Picture 2. Car bike port.

The above photo is by Cyclehoop, showing a car bike port, a bike parking place the size of a car that can fit 10 bicycles. One car parking space can provide parking for 10 bicycles. Every car bike port fits into a standard parking space, showing that bicycles are more space efficient than cars.

To conclude the benefits of alternatives to commuting via car or public transport, by walking or by riding the two-wheeled vehicle, one has the opportunity to kill four birds with one stone; one can get to a destination while exercising, connecting with nature and saving the environment all at the same time.

4 TRAFFIC CULTURE

We are experiencing a shift in the history of our cities. Perhaps the first “backwards” shift ever, people are now demanding to make room for cyclists and pedestrians and away with cars. Even an increasing amount of young people want better cities with bikes than with cars.

This thesis would not be complete without a chapter in traffic culture. Before proceeding to understand traffic culture, one must understand what the word culture means. Culture is actually a word that has many meanings, www.dictionary.com has three definitions alone, categorized under “British dictionary definitions for culture”. Below is one of them.

1. the total of the inherited ideas, beliefs, values, and knowledge, which constitute the shared bases of social action

The first definition brings to mind some specific behaviors towards pedestrians and cyclists that are prevalent in some countries more than others. Often there can be negative connotations towards cyclists; for example how their cycling can cause accidents when in reality, cyclists are the ones lacking sufficient and safe infrastructures to perform and reach a destination on a bike. Or when pedestrians cross the street when they are not supposed to; even though zebra crossings should be placed throughout areas and near schools and they have

no other choice. It is city councils' duty all over the world to place human safety on top of their priority lists over cars and money. All these situations differentiate greatly from country to country, and a country's history and culture can be the main influencers. In Finland's case traffic safety is overall on satisfactory levels but the general opinion in Joensuu gathered from qualitative research reveals that many people from different groups from the elderly to the average university student, often feel unsafe. From these valuable insights lots of progress needs to be achieved.

So what is traffic culture? While dictionaries do not seem to have a match for that term, two professors from Reykjavic University wrote in a paper entitled *Traffic Culture Human Factors and Traffic Safety*:

“Traffic culture can be regarded as a common understanding and as habitual actions connected to the reality of how drivers treat each other within the traffic environment in a certain country. The traffic culture and the driving habits are generally associated with how the authorities view traffic problems, what rules and regulations apply, the quality of driver education and the comprehensiveness”. (Sigþórsson & Einarsson.)

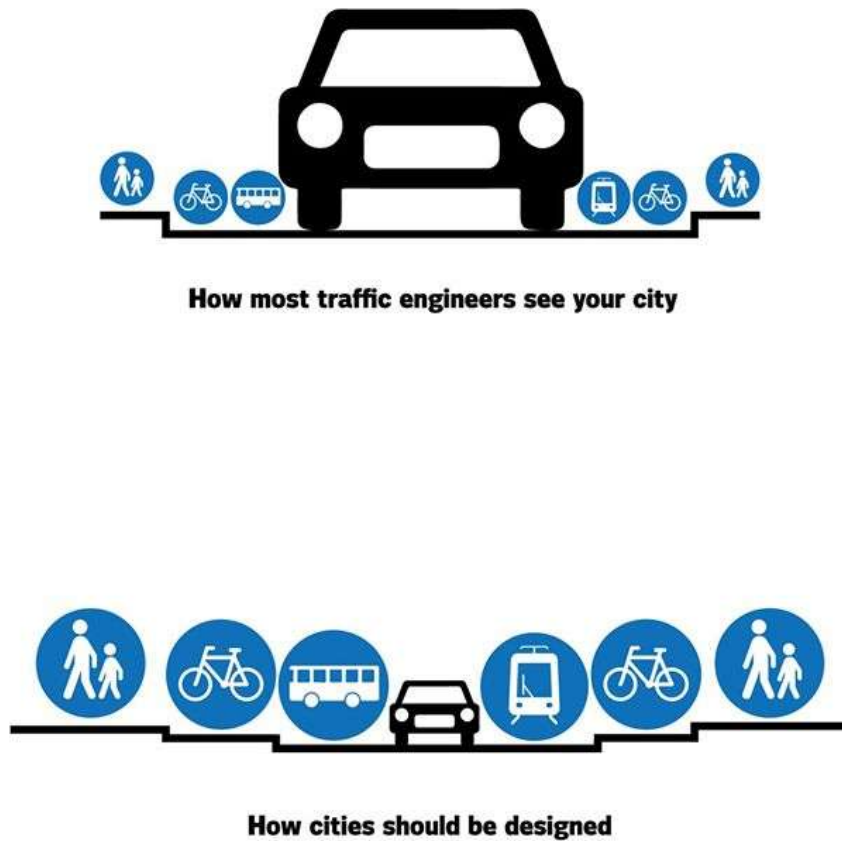
They modified this definition from the Institute of Transport Economics in Norway. Put shortly, traffic culture was created and reinforced to benefit the automobile industry.

One thing that was made clear from the workshops was the underlying fear of having an accident when cycling and the general feeling of danger. Overall, most routes are not wide enough for cyclists and they are not separated from pedestrians to cyclists as pointed out in interviews with Russian students and by participants of the first workshop.

In the same TEDx Talk referenced above, Mikael Colville-Andersen points out how car companies used marketing strategies, even ridicule, to force the acceptance of cars. The result of 100 years of traffic engineering is unacceptable: A huge number of people still lose their lives every day, and annoying problems like traffic congestion remain to be solved, not to mention pollution, a tragic coincidence the average cyclist, skier, jogger or walker in the world does not contribute to unless one is driving a car. Andersen continues “One of the things we need to better our cities and streets is basic human

observation” (Colville-Andersen 2010). The average project is in no need of employing an anthropologist to conduct basic human observation. This is a huge part of service designers’ work as well as for people who are interested in applying co-creation in a project.

However, good things happen when cities listen, and it would be an omission not to mention a success story from Copenhagen from the same TEDx Talk. In the busiest street for bikes someone noticed that about 2,000 cyclists were being cut off each day. But instead of handing out traffic tickets, they did the unthinkable: they observed and came to an actual solution that would ease the everyday life of so many cyclists. (Colville-Andersen 2010.) A modern city shall observe and design or redesign accordingly.



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IZE
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2013

Figure 8. How traffic engineers see your city (Source: Copenhagenize, 2013).

5 SERVICE DESIGN

Service Design is an emerging field constantly attracting more and more attention from companies, organizations, designers from various fields as well as other professionals. Briefly, service design aims to address services from the perspective of end-users to ensure that a service is usable, distinctive, effective, efficient and last but not least, desirable. With the global shift to Service economies, it is no wonder the demand is on the rise.

Design thinking is a parent to Service Design, in fact Service Design is rooted in design thinking (Pattichis, 2012, 7). However it should be made clear that these two fields and practices are separate. Service design is more action oriented compared to design thinking and it is more involved in execution. (Polaine, Løvlie & Reason 2013, vii). After all, this innovative field is about adopting an interdisciplinary approach.



Figure 9. Inside the head of a service designer

A key to successful service design is co creation, and the key in co creation is finding what people really need as opposed to what they want. The key to finding what people need is adopting a problem solving approach. All of the above are likely to offer long term, sustainable and successful results. That

being said one must ask what does co-creation mean? Read on the following chapter to discover.

Some predict that with the popularization of the bike routes a number of services can emerge. Bike tours are already taking place in Helsinki, and Finland's official travel guide, the official Travel Guide of Finland, advertises their bike tour as follows: "Western Uusimaa is one of the best-kept secrets for perfect cycling conditions in Finland."

After the research aimed at gathering data about the lack of the route's usage and awareness, the current thesis aims to tackle the problem of marking the mentioned route. By finding a creative way to mark it, it could unlock its huge potential and then it would become more likely for the inhabitants to discover and use accordingly. Another issue is how to make the route more inviting, lastly, on the bottom of the priority list but still important, is turning the route into somewhat of a tourist attraction.

5.1 Design Thinking

Design thinking is a design process that enables professionals, organizations and anyone who applies it to solve complex problems. It combines deep end-user experience, systems thinking, iterative rapid prototyping and multi-stakeholder feedback to guide us through the successive stages in our design.

Design thinking, like complex systems, is interdisciplinary. It cuts across traditional domains by recognizing that everything in our world is designed, thus it takes design out of its comfort zone of building chairs and fancy coffee cups to apply it to all areas, from designing effective organizations to creating health care and financial services. Since design thinking is often described as solution based thinking it comes as no surprise that this tool has been in use throughout the process, as mentioned earlier solving the problem of lack of knowledge and

the use by citizens of the route, and adding value to citizens' lives is one of the main objectives.

5.2 Research

When it comes to research in the service design field, designers tend to favor qualitative over quantitative due to the possibility and rise of insights in this type of research. "Service design draws upon the user- and human- centered design traditions as well as the social sciences to form the basis of our work gathering insights into the experiences, desires, motivations, and needs of the people who use and provide services" (Polaine, Løvlie & Reason 2013, 38). The authors continue writing how shifting focus to individuals instead of the public creates the potential of "radical new opportunities".

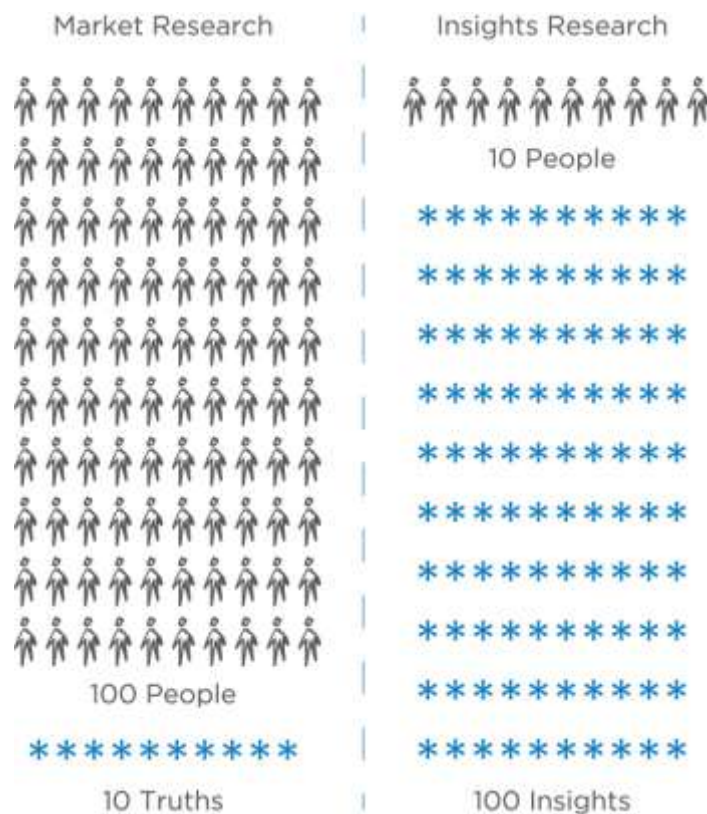


Figure 10. Market Research VS Insights Research (Source: Service Design: From Insight to Implementation 2013, 39).

The aim of all interviews is to fuel some answers to some questions regarding feelings, views, ideas and points of view of the interviewees on the pedestrianized street.

In late December 2015 and early January 2016 a freshly made long pedestrianized street was visited on various days for the purpose of research. Four interviews were conducted with random passers-by, as well as general observation on other days visits were paid. Valuable insights were gathered by these casual interviews that would not have otherwise been obtained.

The result is the short series of illustrations below showing the main points gathered from the interviews. Overall, the feedback for the area was overwhelmingly positive. Citizens really seemed to enjoy spending time in that area. Interviewees were anonymous. The names given are entirely fictional.

Illustrations are shown in accordance with the chronological order the interviews made:

Peter: Peter was spotted with one of his grandchildren at one of the entrances of the pedestrianized road. He is a pensioner, originally from Cyprus, who lives permanently in Switzerland.



Figure 11. Peter Persona.

Sharon: Sharon was interviewed while taking her dog Rosie, out for a walk, she is originally from Chicago but has been living in Cyprus since 1978. She resides in Limassol but her children and grandchildren live in Larnaca.

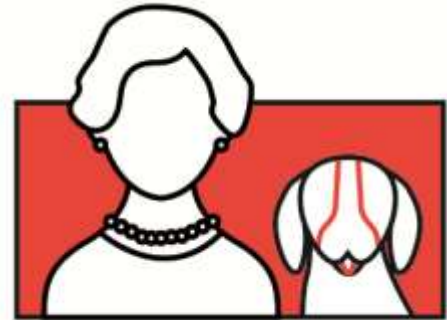


Figure 12. Sharon Persona.

Thomas: Thomas is a local man in his 50's who is very fond of the pedestrianized road.

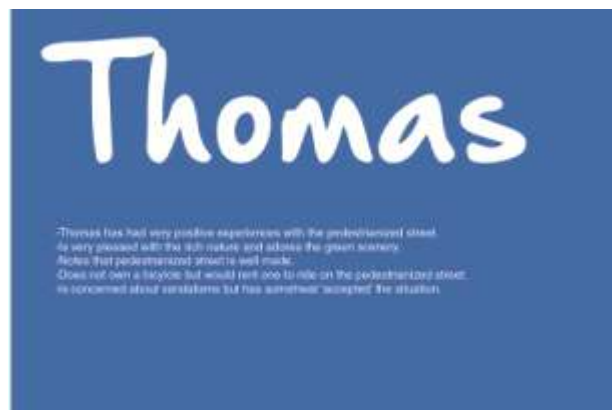


Figure 13. Thomas Persona.

Chris: Chris is in his early 30's. He was interviewed while taking his dog out for a walk.



Figure 14. Chris Persona.

Multiple insights were gathered from these short interviews. Putting some truth into what the authors of “Service Design from Insight to implementation” wrote about the vast importance of qualitative research and insights. One of those insights was the possibility of unintentionally encouraging vulnerable groups to harmful behavior. One of the main problems in Cyprus’ case was vandalism and pollution. A potential problem is drug disposal. Specifically, the idea of drug disposal was triggered while discovering a used syringe in a small outdoor theatre, which appeared to be an isolated case. This event brought to mind an incident that unintentionally triggered public drug use and pollution in Joensuu as well. To elaborate, in August 2015 a collection of large painting (on wood) were exhibited in Joensuu as “Joensuun labyrintti” where a number of these tall paintings on wood were put together forming a labyrinth. Unfortunately, shortly after they were installed multiple used syringes and disposed used condoms were found inside the labyrinth. This was evidence of a scenario where people used drugs and had intercourse in a public yet “isolated” space.

Observations proved some of the claims like vandalism to be true. Stories like these must remain deeply rooted in designers’ brains when designing anything that might encourage dangerous activities. After all, in the present case this concerns a public area meaning it is open for anyone making it an enormous responsibility.

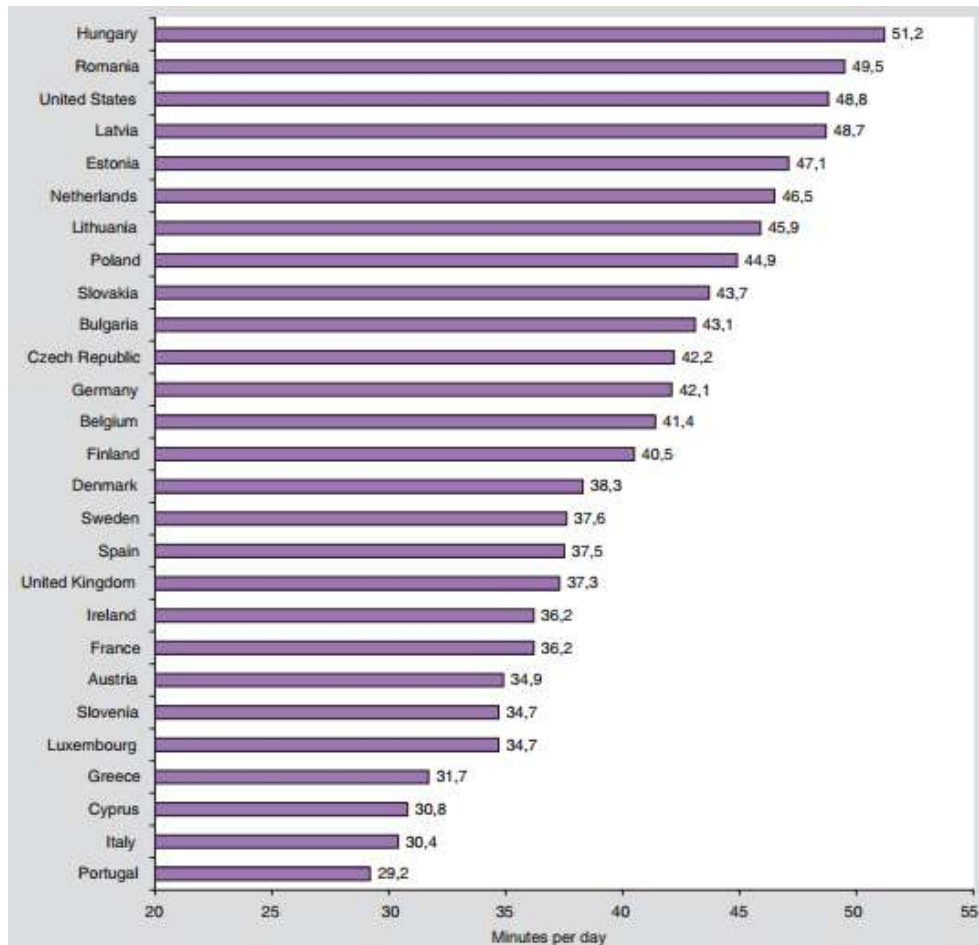


Figure 15: Average daily commuting in Europe and the U.S (Source: European Foundation for the Improvement of Living and Working conditions 2000).

Figure 15 shows the average daily commuting time in Europe and the U.S in minutes. In Finland's case it is 40.5 minutes per day. The most extreme cases are Hungary with an average of close to an hour per day (51.2 minutes) and Portugal with almost half an hour (29.2 minutes daily). Finland is exactly in the middle with roughly 3.5 hours per week (202.5 minutes to be exact) if we assume that the average person's job takes 5 weekdays per week.

Leading to the conclusion that there is plenty of room for improvement. The same study mentions how "People with long journeys to and from work are systematically worse off and report significantly lower life satisfaction" (Stutzer & Frey 2007, 1). Commuting within a city, as well as going to and from work in particular, has become such a time consuming experience for a large chunk of people, for most part of their week and a large part of their life. It is now a challenge for cities and designers to make it as easy and as pleasant of an experience as possible.

Designing routes, areas that are used daily by many citizens, is extremely important for the vitality and well being of a society, and this thesis aims at offering practical, smart, user friendly and last but not least long term solutions to everyday issues.

To reference one of the individuals I interviewed whilst in Cyprus, nicknamed “Peter”, who said that the only way people will start using bike routes is to “force” them simply by significantly reducing parking spots and designing well structured cycling routes thus making the bike a more appealing option compared to the car.

One could think that certain groups of people, like families with young children, would not be able to use the routes and would rather use an automobile. But that is not an issue, at least in Joensuu’s case a lot of families can be seen strolling around with baby carriers attached to a bike or children’s seats behind the adult.

5.3 Co-creation

Co-creation is sometimes wrongly referred to and often confused with co-design. Co-design is about a group consisting of diverse experts; working together towards creative cooperation. This group frequently consists of designers or developers, researchers and possibly users or customers. (Steen, Manschot & De Koning 2011.)

Unlike co-design, co-creation is a broad term which refers to creativity that is shared by two or more people (Sanders & Stappers 2008). This creativity, dissimilar to co design, can also occur during other points of the process like service usage and delivery (Steen, Manschot & De Koning 2011). As mentioned

above, in the case of co-design, diverse experts come together to cooperate creatively (Sanders & Stappers 2008). In co creation's case, the creativity that can take place between two or more individuals; may occur during interactions at service touch points.

One must notice that the philosophy behind co creation is parallel to the one of service design. Service Design and Co-creation go hand in hand, as service design is also about designing with people rather just for them.

The reason why co-creation is not only important but crucial lies behind the benefits of a multidisciplinary approach. According to oxforddictionaries.com, "A multidisciplinary approach is all about combining or involving several academic disciplines or professional specializations in an approach to a topic or problem." Such an approach can offer a wide range of benefits. If more people valued co-creation or even thinking about long term results in the context of urban design or transportation, perhaps most cities would be in better shape today.

5.3.1 Service Design Process

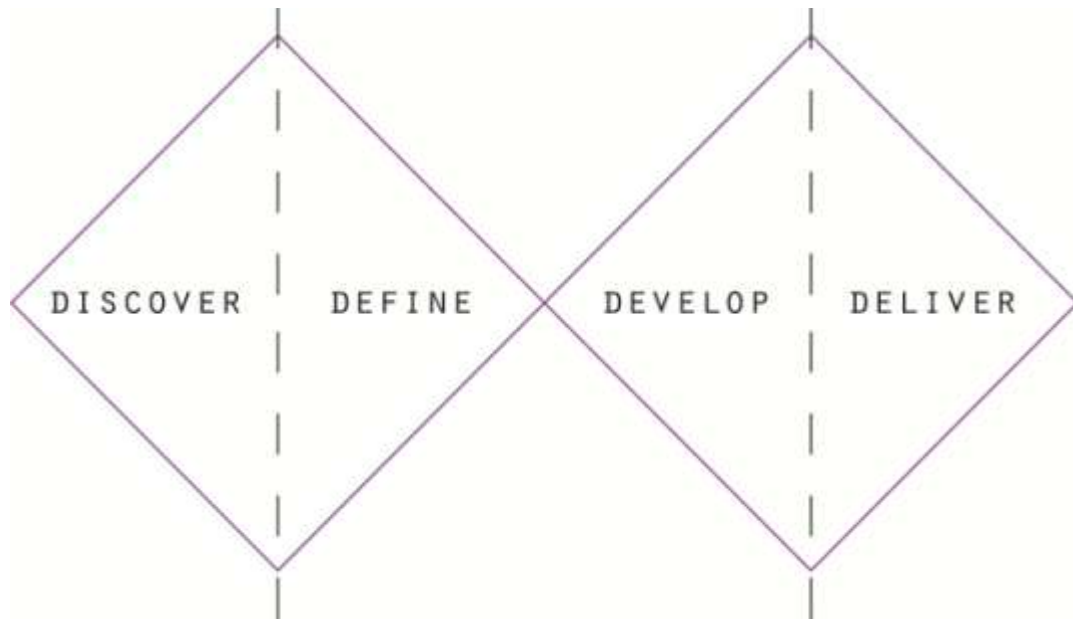


Figure 16. The double diamond.

The double diamond is a tool often featured in service design processes. It has four quarters described below: Discover, Define, Develop and Deliver.

Discover: That is the phase where a lot of exploration and research takes place. In fact, obtaining an understanding of the aims of the service provider is the first of the three tasks suggested in the book “This is Service Design thinking”. The second being problem identification followed by visualization of the information gathered from the two previous tasks. (Stickdorn & Schneider 2011, 127)

Define: This is where identifying the problems must be crystal clear. In addition, this is often referred to as the last stage before convergent thinking begins. The problems in this case were inhabitants’ lack of knowledge about the route and subsequent lack of usage. The target group is another element of the service usually defined at this stage.

Development: This is a very important stage both to service and product design as well as other fields. Ideally, service design tools like trial and error would be applied. Realistically the necessary equipment was unavailable to make life

sized tangible prototypes, so the next best thing was done: continuous feedback. Failing is an important aspect in this stage, as mistakes no matter how small, need to be overcome instead of ignored. In many ways the final proposals were not only co-created but also developed by all the participants, who added their valuable inputs, opinions and touches to the proposals suggested. In an ideal situation, a series of prototypes would have been developed, and through trial and error mistakes would have been prevented, holes filled, and unexpected surprises avoided.

Deliver: The final quarter of the diamond concerns the delivery of all the ideas to the client. The final proposals were presented to the City of Joensuu. Before that the team usually proceeds with final testing. Unfortunately, the means were not available in the present paper so testing did not take place. Instead, feedback by interviewees and workshop participants was taken seriously into consideration. It is strongly suggested that if any of the proposals are to be implemented, a team of diverse experts begin testing to achieve trial and error before any of the suggestions reach the public.

5.3.2 Service Ecology

Structuring projects can be challenging. Thus a creating a service ecology (“a diagram of all actors affected by a service and the relationships between them”) proved to be helpful. (Polaine, Løvlie & Reason 2013, 80.)

Service Ecology is a system of interactions and actors that, together, create a sustainable and successful service or experience. Service Ecologies often include several companies or organizations that specialize in delivering one part of the total service. These may or may not be distinct to the user of the service. Successful Service Ecologies must realistically allow each company or organization to create and realize value for their part in the service in order for the Ecology to be both successful (from a user perspective) and sustainable (from a system perspective). (Sustainability Dictionary.)

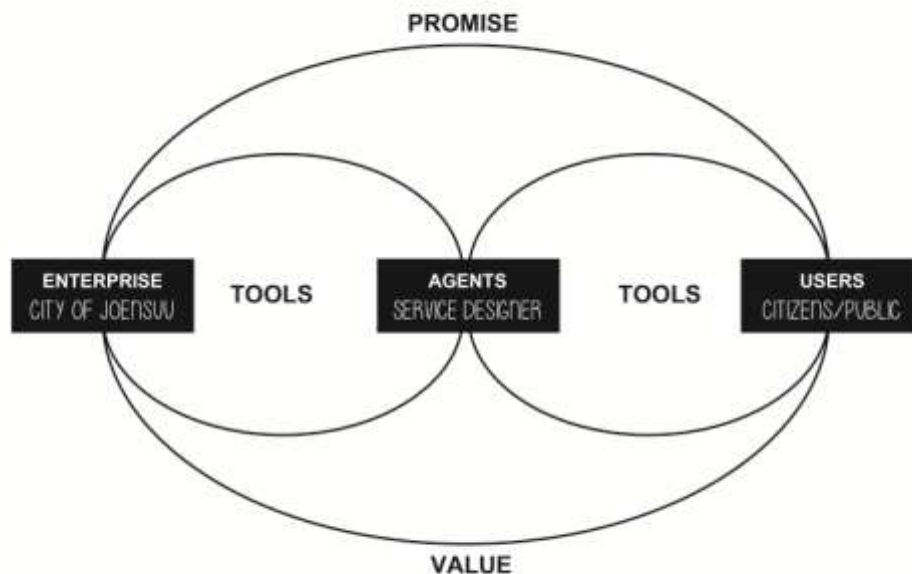


Figure 17. Service Ecology map.

Service Design: From Insight to Implementation

“the point of using the metaphor of ecologies when describing services is not only that services often harbor a complexity that can be compared to systems in nature. Looking at services as ecologies also emphasizes the point that all of the actors in a service exchange some sort of value”. (Polaine, Løvlie & Reason 2013, 81)

One of the actors in a service ecology is the enterprise that makes a promise to the service user, the other basic group of actors are the agents who must deliver that promise through different channels. Lastly the final actors are the users who return value back to the enterprise. A useful example mentioned in the same book goes as follows “A city provides street lighting and clears away trash in return for taxes”. On a side note the same chapter mentions how when words like “enterprise” or “branding” are used they may refer to public service context (not profit) or a commercial one (profit). (Polaine, Løvlie & Reason 2013, 80)

Here, the enterprise applies to the City of Joensuu; the agents consist of the service designer while the users are all of Joensuu’s inhabitants, tourists that may come to visit, students, families, cyclists basically, potentially everyone.

As shown in figure 17, the service designer is mentioned under agents. In the present case I was the one who was “in direct contact with users through channels and touchpoints”. In a way service designers can be the voice of the users that should be delivered to the enterprise. (Polaine, Løvlie & Reason 2013, 81.)

5.3.3 Governance

Many citizens seem to have accepted a status quo in society that a city council may do whatever changes they want in a city without engaging the citizens in any way. A lot of inhabitants around the world just hope that the city council will make the right decisions. A group of people in a room, a minority of professionals and good willed people who decide which plans will and will not be implemented in an area often going through with their decisions without bothering to get the inhabitants' view on the matter. This is unacceptable. Through workshops and past experiences, ordinary people, old and young, male and female have repeatedly shown a need to have a say in what may change in their environment, a craving that too often remains unsatisfied. Perhaps employees in city councils have deemed the engagement of citizens in a project "too complicated" or "too much work". In the present case the City of Joensuu has taken a step in the right direction by giving a voice to the citizens through the service designer.

According to Merriam-Webster's learning dictionary the simple definition of governance goes as follows: the way that a city, company, etc., is controlled by the people who run it. In the book *From Governing to Governance* written by Seppo Tiihonen, the first chapter mentions multiple definitions for the word governance. Below are three of them. He writes the definition presented in 1989 by the World Bank, which he described as excellent: "the exercise of political power to manage a nation's affair" (Tiihonen 2004, 18). On page 27 he mentions James Rosenau: "(...) governance is order plus intentionality". Apparently, James Rosenau also believed that governance "is a process where communication is central," an element crucial in many stages of service design. (Tiihonen, 2004, 27.)

Referring to citizens, Ben Warner in his TEDx Talk entitled "What is Good governance?" said, "(...) we need to do more (...) it's not going to change until we demand change to work performance focused governance (...)". Towards the end of his speech he pleaded to citizens to be more engaging and demand

accountability, living up to their potential of social contract before requesting the accountability of “our local government”. He then said that the government’s role is to distribute the governance that citizens demand and ‘not the politics that divide’. One thing is sure, governance should be holistic. (Warner 2015.)

So far discussion of governance has taken place amongst students of fields like: political sciences, economics and public administration. It is high time students of fields like service design begin to take part in this discussion. (Tiihonen, 2004, 44) Governance seems an appropriate topic to explore in this paper as the present thesis has strong element of inclusivity among citizens. The importance of governance lies in the end solutions which will be applied in public spaces, affecting a large number of people.

6 WORKSHOPS AND INTERVIEWS

6.1 First Workshop

On the 15th of March the first workshop took place on a Karelia UAS campus. The participants were first year tourism students, and the whole workshop lasted approximately 90 minutes. After a brief introduction the 14 participants were split into 4 groups and began to start mind mapping. The participants were given A3 size papers, markers, magazines, colored pencils, maps with the route highlighted and the task to find out why so few know about the route and write down any solutions that come to mind. There were two main tasks: the first one was the mind map where the students tried to figure out reasons behind the selected route’s lack of use and awareness. Most of them did not know about the route, confirming the lack of knowledge for these routes, one of the problems to be tackled.

Group 1, which ended up being by far the most productive team, started their short mind map presentation by commenting on the lack of accessibility for cycling in some areas, and lack of accessibility for skiing in others. What makes this more problematic is the fact that there is not always indication or warning about when and where accessibility starts or ends. So a lot of individuals become startled when they realize they can no longer move forward with their bicycle because the route is not compatible for their vehicle any longer. Or even worse, unknowingly go on – since there is no sign or any other indication – and potentially putting themselves in danger.



Picture 3. Workshop Photo

Another reoccurring complaint regarded the lack of information. Students stated how there was no information about the route or even how to find it. If information about the route exists, then it is hard to find. Overall, they expressed dissatisfaction with the lack of care; as they said the routes get too snowy in the winter time and the people responsible for sweeping the snow out do not do so often enough. The same was said about sand, which was sometimes described as low quality and placed sparingly.

Group 2 had by far the briefest presentation emphasizing the lack of information as the main problem, with the lack of signs next.

Group 3 consisted of three girls who said they had not visited the route let alone know anything about its existence. In their presentation the need for safer cycling routes in the city centre was exclaimed, they suggested separating routes between bicycles and pedestrians. All of them agreed that riding the bicycle in the same street as cars (in the city centre) is very dangerous and none of them do so even though it is required by law. The second suggestion was to add some “rest areas by the routes” where cyclists, pedestrians or skiers could stop by and rest or have a snack since the route is quite a long one. Perhaps if something like a gazebo would be by the side of parts of the selected route, it would become more appealing for people. They could rest there periodically before proceeding with their journey and revisit in the future. The need for more signs showing where the route begins or ends, as well as the distance was expressed. Lastly they all agreed how there should “definitely be more advertising in newspaper or websites or schools.”

Group 4 first said that the city should perhaps create new smaller routes because the one shown is way too long. The girls themselves, one of which was born in Joensuu, did not even know about the route. They first said that there might not be enough lighting in these areas which could be a contributing factor to why not enough people use the specific route. Leading back to the rising need of more signs or other indicative measures for better guidance. They would also like to see more maps and have most if not all routes in Joensuu for cyclists, pedestrians and skiers separated. Lastly, they mentioned how there should be more advertisement particularly aimed at students, possibly through Sykettä (association part of student association POKA). Students in other groups also expressed not enough advertising regarding sports activities by Sykettä

In the second and last part of the workshop students created another map visualizing the solutions they would like to see. On an A3 paper participants wrote down things they would like to see and gathered images from magazines

and other materials that represented their desires and ideas. All were encouraged to apply divergent thinking and write down any idea that comes to mind, no matter how unrealistic it may seem. During this task each group was interviewed, in order to gather qualitative data the discussion was laid back, casual and honest. They further expressed complaints or questions, touched on issues mentioned previously and deepened the discussion on other thoughts and feelings.

When group one was asked if there was something in Joensuu they would like to see that does not exist here at the moment, the only person from the group who was born in Joensuu said, "Maybe something to see, there is not really anything like sightseeing places." He then added, "there are a few statues here and there but not something you'd go to see."

When shown the author's suggestions, the response was overwhelmingly positive. Some of the suggestions had to do with bins, and everyone agreed that people not picking after their dogs' waste is a real problem that needs to be dealt with. Even though Finland is an extremely clean country, every Spring when the snow melts leftover dog waste can be seen on the side of many roads. Another problem regarding the waste/trash bins is that the students felt the need for more of them. One even said that "you can never have too many in the city centre".

The distaste of the current benches in Joensuu regarding the current design and the sparsity of them was unanimous. A male student said that there should be a trash bin and a bench per kilometer in the city centre and about one trash bin and one bench every two kilometers along the selected routes.

Everyone seemed excited about the possibility of having gazebos or similar "resting places" placed throughout the selected routes and near the centre. Plenty of students liked the idea of outdoor public gyms and outdoor places where one can exercise. When shown the basketball trash many said that it looked "cool" and youth friendly. The only concern regarded a possibility of

someone throwing a piece of trash but missing the target, then would one still pick it up?

When asked about the statues all were almost completely unsatisfied. Issues like not knowing what the statues mean or represent, not to mention that many do not even have any signs indicating their name or the year they were made, by whom and why. Others described some statues as “ugly”, referred to them ironically as “art” and one was even described as “dangerous”. Specifically, an installation centered in a roundabout near the centre was referred to as “dangerous” as it blocks the view of cars from drivers. As far as engaging citizens is concerned the students felt that they have no say as to what happens. Often inhabitants find out about a change long after it has been completed.

A female student complained about the lack of advertising of the few events surrounding sports like ice hockey. When such events take place information does not reach the students. Surprisingly, no one mentioned something specific from their hometown that they would like to see in Joensuu, except for a young male student who said he would like to see more “outdoor bars.”

A group of three female students focused their visual map on food, specifically outdoor food stands or small restaurants placed throughout the routes. A female student from Helsinki would like to see more food services throughout the routes similar to the ones in the city square in the capital. Furthermore, they mentioned how there are not enough restaurants or cafes in Joensuu at the moment. A suggestion regarding marking those routes was with signs. Perhaps a gazebo acting as a BBQ place as well would be great.



Picture 4. Visual map created by a group of three female students.

Another problem was that Joensuu's river remains unutilized; a lot of people think that the river has a lot of potential but no one is taking advantage of it.

Conclusions from first workshop

Looking back it would have been more helpful if the students were more specific in expressing what they would like to see and exactly where. Perhaps this was so because the students had so little knowledge about the route at that moment. In this digital age it was not surprising that all of the students suggested an app. When the message was delivered that the City Council is not planning on creating an app, they seemed disappointed. Everyone seemed interested in being a part of designing in Joensuu. Unfortunately, the lack of participatory design is still ongoing. Another emphasis regarded the signs. Students wanted more of them that can provide sufficient information. Another main point was that they asked for more benches, resting places and trash bins. Most of them were fond of the often humorous ideas and are interested in seeing "better" art and installations around Joensuu, ones that will have meaning and provoke thinking and feelings. Overall, youth showed a lot of

interest and creativity as well as hope and will for future engagement in projects. To conclude the main problems were the lack of information, promotion, engagement and interesting things within the environment.

6.2 Second workshop

On the 21st of March a second workshop took place, this time with seven 4th year design students at Karelia UAS. This one focused more on creativity from other designers' perspective, the results were outstanding as many more ideas emerged and present ones I had were improved through feedback. Visualizations were created on A3 size papers with printed materials, markers etc. Everyone was encouraged to apply divergent thinking and express their emotions. In-depth interviews also took place all of which revealed valuable insights.

Ideas included public outdoor saunas nearby the river and saunas within boats (that would be on the river). Another abstract idea concerned some guides on exercise-friendly areas, perhaps this idea could be implemented via a sign illustrating a map and showing all the spots that are exercise friendly. Currently there are few reserved spots that have recommendations; for example not far from the river there is a small spot that has a sign suggesting inhabitants to play Frisbee. A lot of students asked to have suggestions provided by the City, for example there could be a map that would indicate which areas have been tested and proven to be safe for mountain biking or hiking.

Food was a reoccurring subject with suggestions including more places to BBQ and grill. Such places that exist in Joensuu at the moment and are open for public use are located in noisy areas, perhaps a quieter spot like somewhere in a forest would be a more suitable option. Ideally these spots should already include tables and seats. And if picnic or BBQ spots are established it would be important to mark them in maps, that could then be placed on signs, online etc.

Another issue was the lack of information, and the limited amount of exposure of the route to the public. Some native Finns who have lived in Joensuu for many years still struggle to find basic information and maps that show locations of dog parks etc. An online interactive map exists but it is not advertised at all, and it can be a tricky to find sometimes.

Perhaps an even bigger problem is that when activity spots are created by the city, they are sometimes located in odd places. One designer remarked how there is a “hidden” wooden outdoor gym somewhere in a forest. It is important not only to listen to the citizens’ wishes but keep in mind all the details before executing a project. There is no point in agreeing to create something that long term will have problems such as lack of use, or lack of accessibility, in fact some workshop participants said that this would be a waste of resources and tax money. Cities around the world need to have a clear understanding on why they are doing what they are doing in the first place. A user, in this case the public should not only be the main reason a new project is being executed but should be in the centre throughout the whole process.

A male designer focused on implementing technological and artistic elements for the route, more specifically Photocrossing. So perhaps a game or a challenge with a scenario that goes like this: someone creates a landmark by taking a photo, then presumably the photo gets uploaded online and then the challenge is for others to find that spot and photograph themselves in it too. Photocrossing appears to be a new phenomenon, and a definition was not found in online dictionaries. In Noljakka there currently is a beautiful bridge, in a participant’s opinion it should be marked in maps and even promoted as a tourist attraction. Outdoor gym-type spaces were also mentioned a lot. Everyone agrees that there should be many more and that they should be advertised.

A valuable insight concerned the waste created by humans. A large number of people, typically men stretching from adolescents to middle aged men, tend to urinate in public places during the summer time. Such events often take place

when large amounts of alcohol have been consumed in public areas especially when various happenings occur. As one student pointed out, seeing people urinate in public may give tourists a bad impression and even drive them away. The need for having public toilets was made clear and the disappointment for the lack of them was expressed too. Kirkkopuisto area was the top priority regarding this topic.

Unique looking benches spread throughout the route in large numbers was another idea expressed by students from both workshops. Everyone can benefit and use them from families to the elderly. Unique looking bike racks was also perceived as a good idea.

A designer who has a lot of experience with working with children recommended a lot of ideas that involved activities with children, from having more playgrounds to creating a wall where kids can draw and write on.

When the discussion led to statues, some students said they enjoyed abstract looking statues and much like the students in the first workshop, they said that they do not like the statues that exist in Joensuu at all. An additional reason abstract installations could be a fantastic idea a cultural one. Overall, Finns do not enjoy “boasting”, there are few statues in Finland concerning real people instead of e.g a nameless soldier. Having statues that resemble real people was a suggestion treated unfavorably.

Conclusions from 2nd workshop

Most strongly requested an app, just like students from the first workshop. Students from the second workshop however were less favorable to the idea of QR codes and considered them less user-friendly compared to a mobile application. The second strongest suggestion was having a large number of signs through the route, of large and small sizes. A lot of students seemed surprised by the lack of diversity in urban planning compared to other countries, in their opinion Joensuu is falling a little bit behind.

6.3 Interview with elderly woman

On the 11th of April an in depth interview with an 86 year old woman took place to explore the perspective of the elderly. One of the first things that were made clear in the beginning was the fact that having separate routes for skiing and cross country skiing everywhere, was unnecessary. Tourism students from the 1st workshop had also agreed that this was not a problem either. The lady I interviewed has a lot experience in skiing and commuting in Joensuu, she remarked that when routes are wide they are a lot safer, especially compared to the routes in the centre that often cause a lot of fear or stress to the elderly due to their limited width and the excessive bike use by young people. In these situations she advised that cyclists should not “warn” that they are coming towards the elderly as they might confuse them, thus making them panic and possibly make them go to the road. At least, she remarked, when cyclists pass you, you get surprised but there is no one behind her anymore.

Bike theft is a serious problem and should be seen as such. That woman too had fallen a victim of bike theft. The solution should lie within preventing the theft and not try to retrieve them afterwards through auctions.

When it comes to marking the routes one of the original ideas was the use of flags. The interviewee said that they would be good in theory as Finns like to raise flags in the summer time but would fail in practice due to safety reasons. Sooner or later they would be vandalized and it is very likely that teenage boys would view the flags (especially ones in the forest) as a challenge and try to climb them.

One of the later ideas was to separate the areas in two to four parts and have some sort of “theme”. When it comes to choosing a theme possibilities are endless, from the four seasons to animals; there are a lot of options. The idea of having a theme could be implemented through statues. The interviewee reacted positively to statues and said that 1% of taxation has to go to “arts” anyway, so the specific idea seemed realistic.

Contrary to the feelings of students the interviewee indicated that she is very fond of the statues that are in Joensuu currently. The interviewee is a well traveled individual who had a lot to say about further improving the current state of statues in Joensuu. She is particularly interested in Kalevala and thinks that having a statue inspired by Finnish mythology would be a good idea. Having a statue in the river would be a good idea according to many people.

When shown some examples of statues, particularly a picture of the humorous “The Zinneke Pis” a statue resembling a dog urinating in Brussels, the interviewee laughed out loud and noted that Finns truly favour dogs. This is the ideal reaction which is happy and positive that a designer should wish to provoke whilst planning on installing a statue in the public. Other reactions could be empowerment and inspiration. She noted how when she was young there were only two to three dog breeds around but now there is a huge variety of them, even mixed.

Besides statues, multifunctional bike racks are also a very good option in her opinion. Specifically bike racks that are shaped like words can have the ability to offer a space to lock your bike, pass a positive message and making it easier to spot your bike as most bike racks are generic and look the same.

Public human sized thermometers were also favoured, and as discussed with some members of the City of Joensuu they could have various uses. First and foremost, the temperature they would indicate would be far closer to reality compared to many public thermometers around the world that are placed on top of buildings. Nevertheless, they could act as tourism attractions; perhaps inhabitants would like to snap pictures with them. In this case the interviewee recommends to have them somewhere close to populated areas, not necessarily in the city centre, but not necessarily in the middle of the forest either.

When discussing outdoor gyms open to the public, the 86 year old interviewee, just like many other inhabitants, was not aware of the ones that currently exist in

Joensuu. She believes that if there is little usage of public projects like that; that is a problem that should be solved by guiding the citizens there by signs or other ways otherwise that is a mistake. She was sad to find out that the gym was partly vandalized, she was not able to think of a solution except that the city could provide a place for them to express their creativity in a legal way like beautiful graffiti art in a wall specifically for that purpose. Maybe under some bridges too (e.g. Suvanto bridge).

The interviewee felt that the city was not inclusive of the citizens whenever they plan anything but recently she remarked how they made a step in the right direction. She even read in a local newspaper how the editor in chief wrote that the citizens finally have a chance in “the solution of the town plan”. She suggested that there should be a hearing for a wider circle of people where they could be introduced to the proposal and hear their ideas.

Many mistakes could have been avoided if the citizens were included in the process of making whatever. If the city wishes not to include the citizens throughout the whole process, the least they could do is have some options where the citizens could vote what they wanted and why with an additional option to place comments and feedback.

Later in the interview she was shown many of my ideas. They were all perceived positively and the feedback was very helpful. A helpful advice was to have some dog bins with spitz looking ears as they are more Karelian and during her time only those dogs were around. Karelians love stories and Joensuu should reflect that love then so many people would not want to leave it like so many do today.

6.4 Interview with first family

In the 11th of April another interview with a family took place. The couple is 29 and 30 years old with a 9 month old baby boy. They have lived in Joensuu for over 6 years and recently moved to Noljakka area, they were unsure of if it was possible to go to some routes on foot (eg Aavarnta) where are seven small bridges. They were also unaware of the route and the fact that there is an outdoor gym not far from their new home. They immediately asked for signs but unfortunately there are none showing the route at the moment. Besides signs, they stressed on the importance of advertising through social media especially facebook in their opinion.

Even though so far qualitative research showed partial dissatisfaction to the City of Joensuu regarding lack of engagement of citizens in projects and communication with the public (especially from students), the couple said how the communication skills have greatly improved recently especially during the last year and a half. Thus advertising through facebook does not appear farfetched at all. Furthermore, the husband continued saying that they also started using more humor sometimes through memes, giving great prospects for some of the proposals that will follow that incorporate public installations with a slice of humor. He believed that simply uploading the map with the selected routes online with some photos could greatly improve the chances of people's knowledge and usage of the routes. More people would definitely pay Aavaranta area a visit and the outdoor gym too; if a video or photographs were posted online, they still stressed the importance of signs though but having some online advertising platform as well.

Overall they endorsed the idea of having a theme with (at least mostly) animals, and believed that it is easier to implement than other subjects e.g: seasons. In fact, the man was the one who suggested the idea of having a panther statue near the stadium. He saw it fitting as the trophy won by Joensuu's basketball team is a panther, which they won in the championship in 2015. An additional great input was the suggestion of incorporating the statues with exercise, for

example a statue that someone could use for stretching; of course there would have to be some instructions.

6.5 Interview with second family

In the 17th of April the last in depth interview took place, the family I interviewed consisted of a teenage son, mom and dad as well as a medium sized dog. One of the first questions that was raised by them was if the selected route is marked in any way, as of the writing of this thesis, it is not. The family was unaware of the route even though they have been living in Joensuu for a very long time. They have been around the route though. Right from the beginning it was clear that indeed they do not know about it and that the need to have it marked is large.

It is important to think holistically, signs that indicate the new route should not only be in the route but in the city center as well, just like they recommended. Many cycle near the riverside, so the family suggested that if only they knew that cycling just a couple of blocks further would begin a new route, perhaps the route would not feel like a secret.

Besides offering the perspective of a family with a teenager, the particular interview revealed various insights regarding dog owners. The family has a medium sized dog that is almost two years old. The woman said that walking the dog can be tricky sometimes because she and many others walk with their dogs on their left side, the particular dog is purebred and has also participated in exhibitions. But apparently many dogs are usually taught to walk on the left side, and that is where dogs are usually taught to go to when they are called. Just like in most countries, in Finland people drive cars on the right side of the road, consequently most people walk on the right side of a pedestrian street and in routes. In the case of walking with a dog, the dog is usually in the middle of the route which can be problematic, especially if the pet happens to be very

lively. The woman I interviewed confessed to sometimes walking on the left side and going against the flow. She suggested that separating the route for each side could be a solution.

“Teenagers don’t have time to go through the route” was exclaimed at some point by the teenager. Moreover, the gazebo seemed like a nice idea in theory but the father quickly said that teenagers would vandalize them sooner or later. Soon after the sixteen year old Middle school student suggested that it would be nice if a route or a part of it could be covered in asphalt so he can ride on it with his moped.

Everyone agreed that having more benches would be nice and practical. There could be various designs of benches not necessarily all made by wood like the current ones, some could be made by metal or other materials. The benches would not have to be complicated, they could be simple, modern and minimalist; but having more variety is something they wish to see. They could also have different shapes and colors and when people would get tired of walking/cycling/skiing they could get some rest. A potential scenario that was brought up was about a parent or couple taking a rest after pushing the stroller for some time.

Noljakka area could be used to promote Joensuu’s beautiful flora, there are a lot plants people could enjoy seeing either by going for walks or through photography. Target group for Noljakka area consists of mostly working youth and students. In the centre there are mostly elderly and plenty of families with young children. Noljakka is also rich in history. Local history walk, nature walk are a few ideas mentioned that could be further developed into services.

Their opinion was that there are enough trash bins and dog waste bins and their reaction was positive. Most importantly they stressed the importance of multifaceted art. Many people are tired of just looking at art, it is high time people were included as part of the art piece or installation. Another purpose was to provoke positive reactions and invite people to come and touch the statue, take a picture of it etc.

When it came to promoting the routes, social media was expressed as the best option, the QR codes were positively perceived too. One thing that was made clear was the need to have suggestions or “instructions” for citizens as a way to invite them to use the route and make them more aware of the potential activities.

Another question raised by the family was which areas were suitable for which activities and during what time of the year. For example: is the infrastructure safe for a stroller? Where can people ski? Where does the forest start? Is it possible to ride a bike there? What if it is a special bike? Vital information like the above must be readily available and easily accessible for the public to see so that each can be prepared BEFORE they get to the route.

When it comes to engaging the citizens the parents agreed that the City is inclusive enough to those who are interested. The teenager believes that the city is not inclusive with adolescents at all, hosting workshops and seminars in schools could change that. He personally doesn't use the skating park but agreed that having a parkour park would be a good idea.

A useful suggestion was having an outdoor gym close to the city centre, maybe one specially designed for the elderly since the area is heavily populated by the elderly.

Callings through magazines or newspapers could engage people like the husband who is not on social media. Organizing hearings through societies like Martat was also suggested, fortunately Joensuu is rich in societies of all interests like sports club, even Frisbee enthusiasts.

Using statues as a way to mark the routes was described as “fun”, they truly are installations that are loved by people of all age groups. The family thought that they would be even better if humor was involved and besides city symbols statues and installations have the ability to also act as meeting points and tourist attractions.

6.6 Interviews with Russian students

In February 2016 I had the opportunity to expand the wings of qualitative research due to a course which took place in St.Petersburg, Russia. Since approximately 30% of the population in Joensuu consists of students and about 8% of them are international students, gathering their views was vital. The objective of that research was to get a foreign perspective, particularly from Russians. The individuals (five in total) have been studying in Joensuu for at least one year while one only visited for one week for a course with Karelia UAS. Overall they were asked about their opinion and experiences with routes in Joensuu in general, as they were not familiar with the route this thesis is about, they mainly commented in their experiences in general but mostly the routes in the city centre.

One of the first questions was about if they are cyclists or own a bike in general. By questioning the individuals whether or not they identify as cyclists, does not necessarily mean that the focus is on cyclists. Students use other means of transportation and their situation is unique as not only they are foreigners but students are often forced to have simpler lifestyles due to the lack of a stable or full time job while they are busy with full time studies and a typically lower budget compared to adults who have graduated and are working. There was almost no mention on skiing. For the purpose of this thesis pseudonyms will be used as anonymity was guaranteed.

When asked if he is a cyclist, Sergei who is a 20 year old International Business from St. Petersburg studying in Joensuu said that although cycling is one of his favorite activities is cycling, he only rides a bicycle in the summer time. He purchased a bike in Joensuu after he sold his old one in Russia. Anatoly who is a student in his early 20's, studies Forestry in St. Petersburg State University but stayed in Joensuu for a week for the purposes of short course that took place at Karelia University of Applied Sciences. He also uses his bike in the summer time alone and typically goes to school via metro.

Two of the three female Russian students who were interviewed also said they cycled in the summer time, one's activity further stretched to the spring season too. Alina is the one who has been living in Joensuu since 2012 and likes to commute on foot, she cycles everyday during spring and summer. Darya uses her bicycle not only to commute but for recreational activities too, her bike is in Russia and expressed that she is unsure of trying sport activities like mountain biking yet. She strongly believes that cycling is very healthy.

On the contrary, Vera cycles everyday all seasons of the year. The main reason for doing so has a financial basis as she feels that taking a bus is too expensive. She lives 6 km away from the city centre so walking would take way too long. Every winter takes some time getting used to cycling in the beginning, but she loves cycling in the spring time. When asked about her frank opinion on the routes in Joensuu she expressed neutrality, but stressed the fact that she would be too frightened to ride next to cars.

Alina was also neutral but said she favored the Danish capital Copenhagen for its really good system. Darya was quick to mention that they need to be safer and separated between pedestrians and cyclists. Anatoly noted that even though he generally likes the routes in Joensuu all cities across the world have them separated between pedestrians and cyclists. He believes that is the safest way. Sergei viewed the routes most favorably especially compared to the average route in St. Petersburg and elsewhere in Russia.

When asked if he would rent a bike in case he travelled abroad or elsewhere in Finland, Sergei said he would not because he likely would not have enough time to see all the landscapes and sightseeing places he would like to experience. Darya also declined per se, she would rather use a special renting system where one can use coins to rent a bike before returning it to a public spot for that type of vehicle. She suggested having a similar system in Joensuu too. Alina said that she usually tries renting a bike even though doing so even for limited hours is costly. Anatoly responded positively saying he would rent a bike if he went abroad and Vera said she would do so if she felt she had the need.

Besides workshops and interviews qualitative research was also carried out with observations. In the 4th of April a man using an outdoor gym offered the opportunity to get his opinion was immediately pursued thus another on the spot interview took place.

A problem realized before even entering the gym area was the bumpy infrastructure, in order to get to the gym one has to sink in the snow and consequently get wet which is problematic. The man who appeared to be in his mid 20's was overall very neutral in terms of the outdoor gym. He seemed to use the bars with ease and moving from one exercise spot to another smoothly. He personally likes the fact that the gym is "in the middle of nowhere" and said that he found it completely by accident. There should definitely be more outdoor gyms in his opinion, similar to Florida where the man had previously travelled to. Unfortunately visual instructions were vandalized, he thinks that vandalism is "problematic everywhere in Finland." This is unfortunate as many people from workshops and interviews said they would like to somehow have instructions/suggestions. He only moved to Joensuu last summer and believes there should be more outdoor activity spread throughout Finland. Of course he has not found any as there is no advertisement at the moment.

6.7 Perspective of people who suffer from disabilities

Since this is a city design project for the public and is taking a holistic approach the present paper would not be complete without getting some information regarding people with disabilities. For this purpose Timo Ekroos who used to be head of ISAK a company working to better the lives of people who suffer from disabilities through services was contacted. Since he was not aware of the specific route he answered the questions in general, all the information was extremely valuable and insightful.

When questioned about how a city can improve routes for people with special needs, like people who are on wheelchairs, Timo emphasized that surfaces need to be hard and stable enough in order for people on wheelchairs or other mobility devices to move around safely. He also said that routes also need to be built so that people who suffer from visual impairments can easily access and use them. An example that was mentioned was about the need of having distinct and clear differences between surfaces so that individuals who use white canes can get a sense of where they are going. Another example that was said concerned crossroads of routes specifically and how they must be equipped with sound signals if there are traffic lights there too. Having audiovisual signs in the mentioned routes was another valuable input.

When asked about possible ways to include the disabled in order to encourage them to use the route, the top suggestion was about creating a team from professionals from the City as well as associations working to improve lives of the disabled. Having a team of diverse experts is also important in service design and co creation projects too. This idea could not only be implemented in the process of developing future routes but as a way to engage people who have disabilities to use the route as well. Having a marketing strategy targeted at such organizations could be a great way to inform them about the existence of future projects or the route mentioned in this thesis too. Timo Ekroos remarked that another important way to inform people is to do so via daily newspapers as well as radio and internet broadcasting.

When asked about potential services that could arise, Timo said that organizing supervised tours could be a great idea. Perhaps such tours or other special events could be organized by students or volunteers and people who suffer from disabilities would feel a lot safer.

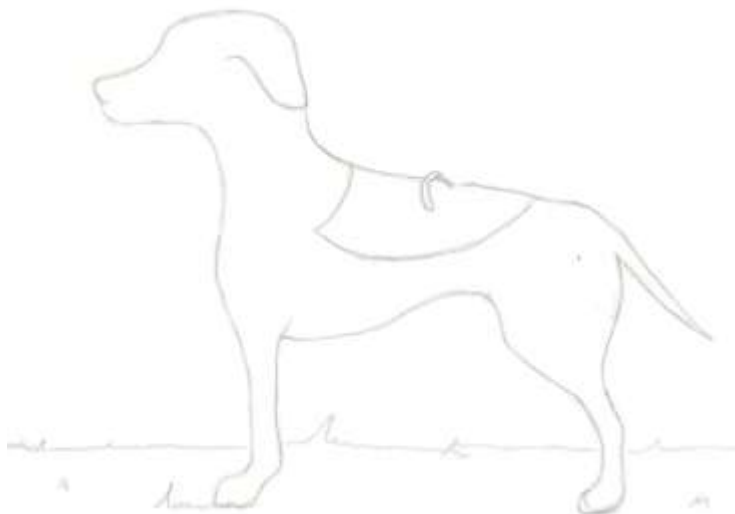
When it came to activities such groups could participate in, Timo mentioned what a lot of people who were interviewed also said: The desire to have information with suggestions provided by the City. Since a significant part of the route has a strong element of nature there could not only be information about local flora and fauna but about games like Geo-hiding too. Information about local history would be great to have on signs by the side of the route too, alternatively they could appear on an interface after a QR code is scanned.

7 PROPOSALS

This chapter illustrates all the ideas and proposals. The ideation process began on day one. Many ideas since dropped, others remained, and plenty evolved from workshops and in depth interviews. Most suggestions described below are multifunctional and offer to solve a problem besides looking good. Whether the issue of each proposal is big or insignificant is up to the reader to decide. It would be an omission not to mention that before implementing any of the bins shown below, it would be wise to create prototypes and start a user testing process of trial and error.

DOG WASTE BIN

One of the very first ideas that came to mind was to have a special bin for dog waste alone. The following idea combines functionality, humor and aesthetics. It is engaging and guaranteed to make walkers look twice if not stop and observe. It aims to solve a problem that is not only unattractive but a public health threat too. Furthermore, this particular design is something unique and original. The author and the interview participants had seen nothing like it anywhere.



Picture 5 Sketch showing side view of bin

The design is very minimalistic; it is supposed to be the size of a real life dog. Specifically, it was modeled after the Dalmatian breed. The height could be around 60 cm, the material (at least for most part) could be thin metal; at least that appears to be the most budget friendly option.



Picture 6. Sketch showing bin in use.



Picture 7. More detailed model that resembles a spitz dog.

This particular idea came from a workshop where a designer suggested to have the dog sitting, and using a different looking dog (spitz dog or even wolf) came from the in depth interview with the elderly woman.

BASKETBALL BIN



Picture 8. Basketball bin.

The main idea behind this bin is to make a fun experience out of keeping the city clean. The intention is to throw a piece of trash to the bin aiming at the basket, a legitimate concern regarded the possibility of people missing their aim and not picking up the trash from the ground. This is why user testing is so important, but because prototyping and testing could not take place this concern remains in theory.



Picture 9. Second sketch of basketball bin.

The bin should have a lid so that trash will not get out through bad weather conditions. Picture 9 is a mere example of endless possibilities.



Picture 10. Outdoor Grill.

Picture 10 shows an outdoor grill. Such grills could be placed throughout the routes. The research conducted emphasized the need for grills like the one pictured behind the Lutheran church. This would be great for locals who would like to get together or celebrate a holiday. In the second workshop an international student expressed her need for more grills. The current problem is that the number of grills are limited and are usually located near student homes; thus, they tend to be occupied or even if they are free; the noisy tenants are ruining the experience. She also said how she would like to have her family (who live abroad) in one of those BBQ areas if only the problems mentioned above were not standing in the way. The grill shown above appears to be made of stainless steel, whether or not the city will choose this specific material is up to them. Since potential theft was at some point expressed as a concern, the city could consider the potential grills to be made of stone or other material that will make them harder to steal. Otherwise stainless steel was presented as a more budget friendly alternative.

If possible they should be paired with some benches and tables. These grills could be located in various areas; however, it would make more sense to have

them closer to populated areas than further from them. The next idea listed below could be delivered in less populated areas.



Picture 11. Outdoor resting place.

Picture 11 paints a setting that could be used as a beautiful and potential experience, where friends could stop and sit to rest or light a fireplace in a camp or perhaps prepare some coffee on top of the fire in a picnic. Two similar settings like the one pictured were seen close to each other shortly before reaching the outdoor gym in Noljakka but they seemed in mediocre shape. More should definitely be scattered throughout the route and not just in Noljakka area.



Picture 12. Picnic spot.

This could be an alternative to benches.



Picture 13. Table and benches.

As pictured above tables AND benches can peacefully coexist; one does not have to choose one or the other alone.



Picture 14. Bench facing a river.

More benches are a must. It is important to note that having a larger quantity of them is not enough, what needs to be emphasized is the unanimous desire of all research participants to also have a bigger variety of them. Styles, design, colors etc. Below are just two examples that should act as inspiration for more diversity.



Picture 15. Colorful Bench.



Picture 16. Dog bench.

A brief note on the photo above showcasing a bench with a back that resembles a dachshund. It also appears to have a chain with a bowl intended for dogs. This example could be great to have near a dog park. Another eye-catching detail is the small sign on the back, which could accommodate a QR code offering passersby more information about the routes.

The key to success when it comes to enriching cities with statues and the reason so many of them are so triumphant is that everybody likes them. Insights from qualitative research testify that most people like both animals and statues. They often expressed their fondness when these two elements are put together. It is safe to say that almost everyone loves animals in the first place, they are creatures universally appreciated, each carrying special symbols and heritage loved by millions of all ages.

The image of the city:

“If it is our purpose to build cities for the enjoyment of vast numbers of people of widely diverse backgrounds-and cities which will also be adaptable to future purposes-we may even be wise to concentrate on the physical clarity of the image and to allow meaning to develop without our direct guidance.” (Lynch, 1960, 8)

An additional problem that is prevalent in Joensuu is bike theft. Even though Finland is a very safe country and Joensuu especially a very safe town, bike theft is a problem. The company Cyclehoop has already designed a solution that the City of Joensuu could implement.

7.1 International Experiences

Since image development is a two-way process between observer and observed, it is possible to strengthen the image either through symbolic devices, by retraining the perceiver, or by reshaping one’s surroundings. (Lynch 1960, 11.)

Statues are symbols adored by millions all around the globe; including tourists and inhabitants. But the objective in the current case is to suggest installations in a city that make people feel that they are part of it. Interactive statues or installations are a great way to make you feel as part of the city.

Image of the City

**“Moving elements in a city, and in particular the people and their activities, are as important as the stationary physical parts. We are not simply observers of this spectacle, but are ourselves a part of it, on the stage with the other participants”
(Lynch, 1960, 2)**

After a lot of thought and feedback from all inhabitants that were involved in workshops and interviews, the best way to mark the routes seemed to be the idea of having a theme of animals as statues. That way each area can be distinct by the animal it represents, become a meeting point and a tourist attraction too. Moreover, what makes the proposed statues special is that it is suggested that they are paired with a QR code somewhere on them. To better understand this concept the map has been split according to the animal it represents.

During the first workshop a statement by a first year tourism student offered a lot of food for thought. That statement was about things worth seeing in Joensuu, and went as follows: “Maybe something to see, there is not really anything like sightseeing places.” He then added: “there are few statues here and there but not something you’d go to see”. That provoked a lot of questions including what makes a place a sightseeing place worth visiting. Immediately, the most famous sightseeing places such as The Eiffel tower, the statue of Liberty, Big Ben, etc. come to mind. All of these are colossal monuments with precious history and meaning. Whether Joensuu could ever accommodate a monument of similar dimensions seems unlikely at the moment. Still, designing a monument of huge dimensions was never the objective of this thesis. However, there are many statues and monuments a lot more limited in dimensions that still invite many tourists around the globe to see them. The manneken pis in Brussels made of bronze that is only 61 cm in height, and the Little Mermaid in Copenhagen which is often referred to as the “world’s most photographed woman” are only two examples.



Picture 17. Little Mermaid.

Both are beautiful sculptures that attract thousands each year often queuing to take a picture of them. Sometimes tourists even seem “disappointed” by the limited size. Nevertheless, they have become symbols of the cities they represent, pictured in thousands of post cards and bought as souvenirs and fridge magnets. The closest thing in Joensuu’s case that comes to mind is Joensuu’s “Susi”. It is unlikely that thousands visit Joensuu’s market square for the sole purpose of snapping a photo with that interactive statue. Information suggesting so is hard to come by. However, it is still a beloved statue, with many fans; it can be pictured on post cards and has only had very positive feedback so far.

As of the writing of this thesis, Joensuu’s Susi has his own Facebook fan page with 206 likes. A quick analysis reveals quick points as to why this sculpture has been so successful and beloved. Firstly, it is interactive as it is not merely an art piece that is meant to be seen and avoided to be touched which makes it very approachable. Secondly, it is anthropomorphic. The fact that the wolf resembles a lot of human characteristics (smile, clothing) gives it a very humorous vibe and makes it an instant favorite among children and adults. The Facebook fan

page which is categorized as “public figure” offers a short description and many insights as to why so many people love him. It reads “Our dear Joensuu Susi (Wolf of Joensuu) who is always there in the city center for everyone, gives comfort and also represents the Joensuu city.” Further listed under Personal interests the list follows:

People

Guests

Visitors

Tourists

Students

Everyone



Picture 18. Joensuun Susi.

As far as I know, the wolf has not been vandalized so far; however, he has been seen and photographed many times wearing scarves among other accessories and holding signs with various messages depending on the occasion. The most beautiful part is the fact that people get to be a part of that testament and participate with the art piece.

Another installation that is more famous and has become an icon is the “I amsterdam” letters in the Dutch capital.



Picture 19. I Amsterdam.

At www.iamsterdam.com the above attraction is described as “An introduction, a slogan, a statement of inclusion and a physical icon - I amsterdam is the city's and its residents' collective catch phrase.” Under the same section EXPLORE AMSTERDAM, the website goes on saying how, “the large I amsterdam slogan quickly became a city icon and a much sought-after photo opportunity. Visitors photograph themselves, in, around and on top of the slogan, and it always manages to inspire the novice photographer.” (26.03.2013)

Even though it started as a means to promote local companies or other organizations, it is here to stay. The website also encourages people to share their own photographs with the slogan via social media. Part of the success of this catchy slogan is not only the fact that it is inclusive and inviting, but much like the case of “Joensuun Sisu” it represents the local culture and residents. In Amsterdam’s case, the inhabitants hold a history of greeting outsiders for

hundreds of years, and in Joensuu's case wolves are part of history and culture, even having a specific area in Joensuu called "Wolf's graveyard" (*Hukanhauta*).

Unlike Amsterdam's famous slogan, "Joensuun susi" does not have an online and physical shop selling souvenirs. Nor does it have a dedicated team constantly promoting it on the internet or in real life.



Picture 20. Two people and a dog statue.

What makes the above picture significant enough is that it shows the artificial art outside as part of the environment and not separate from it. Moreover, it is theatrical and inviting.



Picture 21. Dog statue.

Though miniature in size, the fact that it is on the ground makes it so approachable, the animated expression and posture can provoke feelings from overwhelming cuteness to nostalgia, especially if the viewer owns or has owned a similar looking dog in the past.

Ideas for other statues include: an interactive panther placed next to the stadium in Joensuu. It shall symbolize the trophy that the winning basketball team from Joensuu won in the past. It should also motivate the team for the coming years and offer an “exotic” element to the series of the animals. Ideally, the panther should be low on the ground making it approachable and not just something pretty to look at. This idea was suggested by the man from the first family that was interviewed.

Close to Ravirata it would be appropriate to have a horse that could symbolize racing horses. Again, it is suggested that it would be interactive and inviting. Anyone could take pictures of it with themselves in it. It would make sense if the horse resembled the ones inside the racetrack. It could have similar gear and be running in action. Another reason that would be great is because horses are

animals that are beloved in Finland and have a history of helping people before automobiles took over. Lastly, there are no other horse statues in Joensuu at the moment, so it would be ideal for a meeting point too.

Since Noljakka has a farm history, sheep could be there, as suggested by an employee from the city. Sheep are beautiful animals, not too large or small in size. Perhaps it would look beautiful in the middle of the forest.

In Linnunlahti there is a small hill where multiple small scale European hare-statues could be placed. Apparently many European hares visit there and because they are so small there could be multiple statues of them in various poses perhaps in a circle. This particular idea is predicted to become a favorite among children.

In Linnunlahti area there could perhaps be a series of birds that often roam the area. That way an additional element of a flying animal is added to the theme. It is suggested that the birds can be seen in their natural environment so perhaps they could be on trees sitting or shown flying, it would also be nice to see some birds sitting on signs.

Lastly, a mythological animal could also be a great addition to complete the series. Variety would be achieved as the panther could be an exotic animal, the sheep is a farm animal, and rabbits are small in scale. It is suggested that a mythological animal could be placed in water for a change. Iku Turso, the sea monster from Kalevala, would be a great choice.

7.2 Additional Proposals

Moving on, a QR code or interface, if implemented, should be paired with each statue as well as a sign telling the meaning and valuable information. The lack of the above vital information was repeatedly asked for by multiple interviewees and workshop participants.



Picture 22. Interface mockup

First and foremost it should be made clear that designing a user interface probably deserves a whole thesis on its own. The above is a mockup meant to act as a suggestion for future improvement if and when the city decides to go through with the plan of creating QR codes. One idea behind the mock up is to be able to have a basic function where one can press an icon and view more information about potential activities. This should be so because so many people repeatedly expressed in qualitative research the desire for not only some safety guidelines and basic information (weather sensitive) but some suggestions for recreational activities suggested by the city, too. Most icons were already on the map offered by the city. However, new ones showing fishing, picnics and mushroom picking among other activities were added.

Before releasing any app, webpage or interface open for public use, it is extremely important to go through a process rich in research and one with plentiful trial and error with lots of testing before finalizing.

Even though elderly friendly bicycles exist and are popular in Finland, they are mostly used in the summer time. This became evident through qualitative research and my own observations. Because vehicles with three, two or even four wheels are common for the elderly, future routes should be wider and suitable to accommodate them.

Since Oulu is known as the biking capital of Finland, additional research should be conducted in that area in order to e.g. model future routes. Qualitative research should definitely be made with inhabitants from that area to discover insights or “secrets” Joensuu could learn from.

Another suggestion includes parkour parks and outdoor gyms. These areas are great for anyone who would like to exercise without going to the gym. Adolescents and students are often low in pocket money so these two ideas would suit them well. At the same time they can also socialize and make more friends. With the aging population on the rise it would make sense to have at least one gym that would be specially designed for the elderly.

As for potential services that could emerge, there are a few possibilities. First and foremost, existing services should get more attention. Sokos hotel Kimmel located in Itäranta 1 in Joensuu, rents bikes for people staying in their hotel for either 5 euros for four hours, or 10 euros for the whole day. A problem for tourists with renting bicycles, as gathered from the qualitative research, is the difficulty or anxiety about the responsibility of returning the bicycle when the traveler has to leave. In the present case Joensuu is at an advantage because firstly, this is relatively small town so returning the bicycle is easier and secondly, Sokos hotel Kimmel is opposite the bus station (which is next to the train station).

As mentioned in the beginning of this thesis, sports like mountain biking are on the rise. It is worth mentioning that a person who is very much a cyclist and cycles hundreds of km per year was reached out in order to get the perspective of that group; unfortunately, he never responded to the questions. But more information should be readily available for enthusiasts interested in such activities, there are plenty of societies that focus on groups like that in Joensuu; hopefully they will start organizing more events or tours of that nature.

Other activities like city tours on bike are already taking place and rising in popularity, more activities of that kind should also take place. Whether they would be organized by a society or by volunteers it would be delightful to see city tours on bike take place in Joensuu.

Of course, people who suffer from disabilities should not be forgotten or left behind. Timo Ekroos suggested valuable ideas. People with mobility issues especially; need safe infrastructure to prevent potential accidents, they should still be informed on which areas are safe for them. It is crucial for everyone to know about the possibilities and vital information they should know about the routes to be placed throughout the route (e.g. through signs), but before they reach the destination too. The internet should provide that information, perhaps through icons on a map or an interface as well. A small detail that could perhaps make a big difference is place the interactive map in a corner in the front page of Joensuu's official webpage.

A company called Cyclehoop has a product promised to end bike theft. Picture 23 shows a special edition of a heart shaped design. Concerns regarding bike theft were expressed multiple times, something also expressed by the 86 year old interviewee. The main idea behind the product is that it can be placed in many public places and people can then proceed to safely lock their bikes. Other advantages include ease of lock for bikes that do not have a leg where the bike can stand on. Additionally, the specific solution could help add a pop of colour and playfulness aspect to Joensuu.

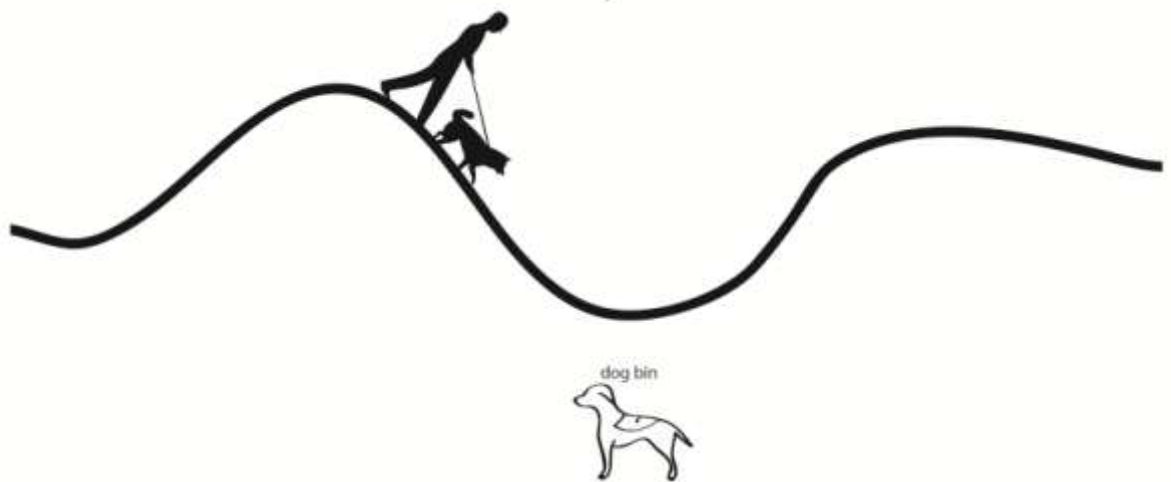


Picture 23. Lovehoop.

8 SCENARIOS

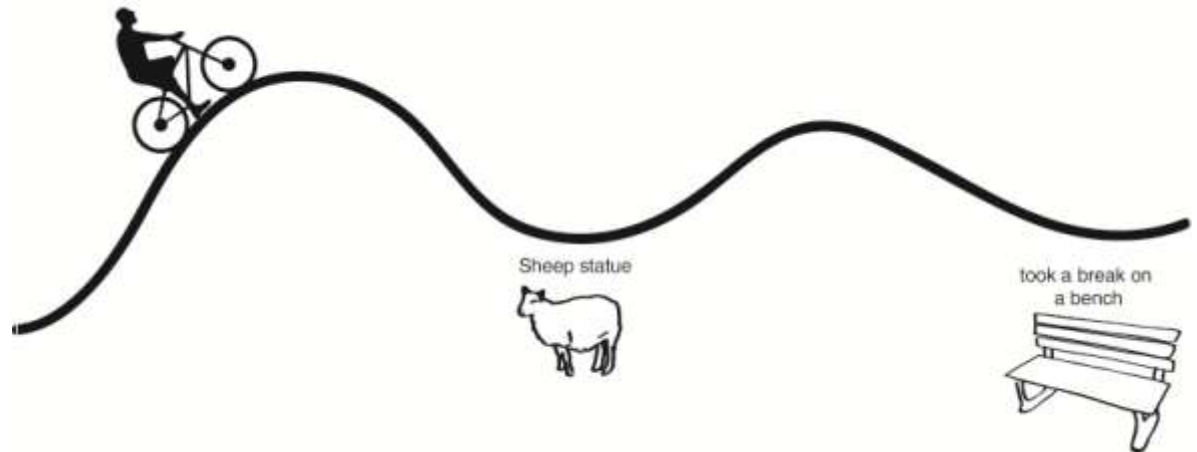
When it comes to scenarios of citizens coming across the various installations or bins, the possibilities are endless. Below are merely two examples.

The first one concerns a very simple example. A man goes on an afternoon walk to take his dog out, comes across the minimalist design of a dog waste bin designed by the author. Perhaps, if that is the first time he sees it he might be intrigued, after the bin is used as intended the man may even snap a photo before proceeding to go home.



Picture 24. Scenario 1.

The second example concerns a cyclist using the route, on his way to meet some friends to do some cycling in the forest. After cycling for some time, he comes across the sheep statue that symbolizes the history of farming in Noljakka area. This was the meeting point at which he and his friends agreed to meet. Assumed that he stops by to observe the beautiful statue and read a little about the history and meaning behind it, he continues his journey with his friends before stopping to take a break on a nearby bench facing the river before returning home.



Picture 25. Scenario 2.

9 DISCUSSION

On the 29th of April 2016, a meeting with the client took place where the ideas were presented. The City of Joensuu employees seemed very eager to improve the services and listen to the people. The qualitative research was very helpful and often intriguing; inputs gathered by everyone were considered valuable and insightful. They agreed with a lot of points that were made by the designer, for example details like citing some basic information in statues (sign telling the name, artist) are needed.

Overall, the ideas including having a theme with statues of animals as well as the special trash cans were well perceived. The problem with the theme of statues was that it could end up being pricy. However, it is important to keep in mind that they have multiple functions, they not only mark the route (which was one of the main challenges and tasks assigned by the client), they also act as tourist attractions and meeting points as well.

They employees I spoke to are aiming to work on some of the ideas in the future. They are currently planning to improve the information aspect a lot. One of their concerns regarded guiding people through the route who would not have any mobile or smart phone devices with them. In this case having more signs could help; printing paper maps is included on their to do list for this project in the near future.

The research and results of the present thesis should act as a foundation for the city council to consider for future planning. If any ideas are to be realized, it is suggested that further design thinking needs to be implemented along with prototyping and testing.

The theory that not a lot of people know about the existence of the route that was the subject of this research paper was confirmed in the workshops and interviews early on. Ultimately, this route is a human street that must be designed and not engineered. The proposals and research will be presented further to the city planners after this thesis is published online. Ari Varonen, who was an active member of the team that dealt with this project has the following message “We have very good cycling routes in Joensuu and some of them are very close from our city centre. By cycling those routes you will get fresh air and at the same time your condition and welfare will improve” (Varonen 2016).

This thesis might be utilized further by one or more members of Karelia UAS staff in future courses, currently there are talks of the research paper being utilized in a course called Experience Design. This thesis also has the potential of acting as basis for future improvements in projects involving some tourism students and even a professor from Iceland expressed interest in reading the present research paper after its finalization and online publication. If anything, this thesis could act as a testament for the potential of Service Design as a field and a tool; its huge number of possibilities and potential.

10 CONCLUSION

Overall, it was very interesting to see the contrast to what people had to say from the university students that participated in workshops to the two families I interviewed and the 86 year-old woman.

The present thesis definitely taught me a lot of valuable lessons. Two of them are as follows: When designing anything (whether that would concern products, services public or private) it is most important to keep in mind that offering the users (in this case the public) what they need is crucial and more important than giving them what they want. Secondly, when designing anything for the public, it is impossible to satisfy everyone. Perhaps this applies in many other cases too, for example with customers from private companies. It is especially true when designing anything for the public, which ultimately was a very diverse kind of target group, and this was the definitely case with this thesis.

This thesis goes beyond service design and routes infrastructure; ultimately this is about creating monuments co-created with citizens. After all a city is a reflection of its people. To conclude this thesis a 600 year-old quote more relevant than ever, is shown below.

“Cities are erected on spiritual columns. Like giant mirrors, they reflect the hearts of their residents. If those hearts darken and lose faith, cities will lose their glamour. It happens, and it happens all the time” – Shams I Trabizi

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ILLUSTRATION SOURCES

Picture 1. Map, 2016, City of Joensuu.

Picture 2. Car bike port <http://www.cyclehoop.com/product/bike-racks-and-cycle-stands/car-bike-port/>

Picture 3. Workshop photo. 2016. Elena Kyriakou

Picture 4. Visual map created by a group of three femal students.2016. Elena Kyriakou.

Picture 5. Sketch. 2016. Elena Kyriakou.

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Picture 7. More detailed model that resembles a spitz dog. 2016. Elena Kyriakou.

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Picture 9. Second sketch of basketball bin.2016. Elena Kyriakou.

Picture 10. Outdoor grill

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Picture 11. Outdoor resting place

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Picture 12. Picnic Spot

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Picture 22. Interface Mockup. 2016. Elena KyriakouWhat the Water Gave Me.

Picture 23. Lovehoop. <http://www.cyclehoop.com/product/cyclehoops/lovehoop/>

Picture 24. Scenario 1. 2016. Elena Kyriakou

Picture 25. Scenario 2. 2016. Elena Kyriakou