

URBAN EXPERIENCE

Analysis challenge

Ossi Jalonen, Frida Reinikka, Eetu Saloranta, Esa Taka-Eilola

01 THE CLUSTERS

02 ANALYSIS

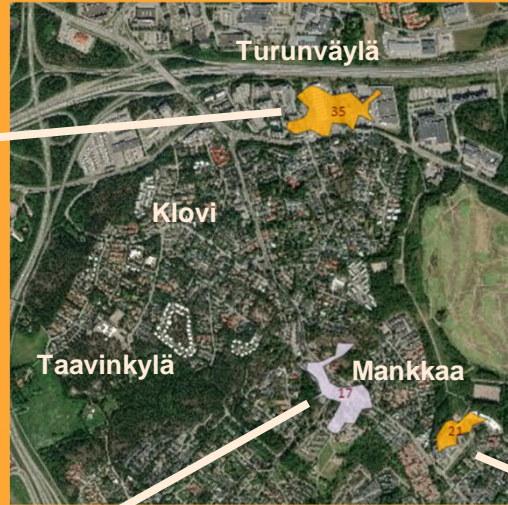
03 RESULT

04 IMPROVEMENT SUGGESTIONS

05 CONCLUSIONS

THE CLUSTERS

CLUSTER 35



CLUSTER 17



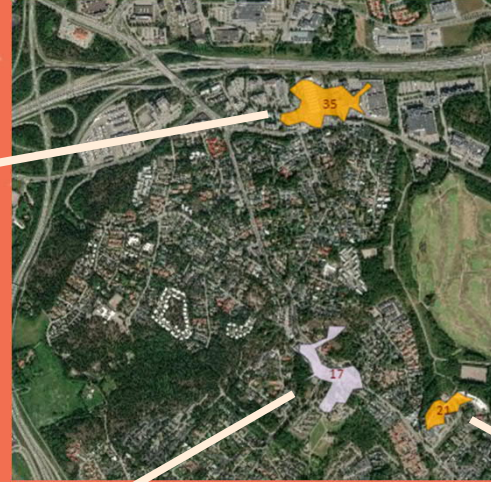
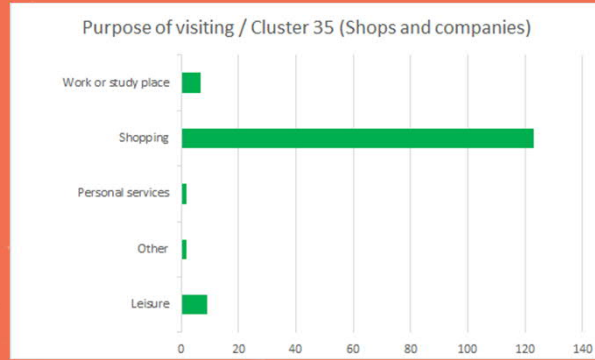
CLUSTER 21



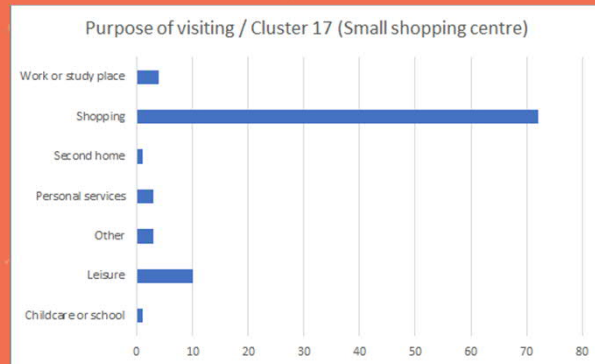
ANALYSIS

Purpose of visiting

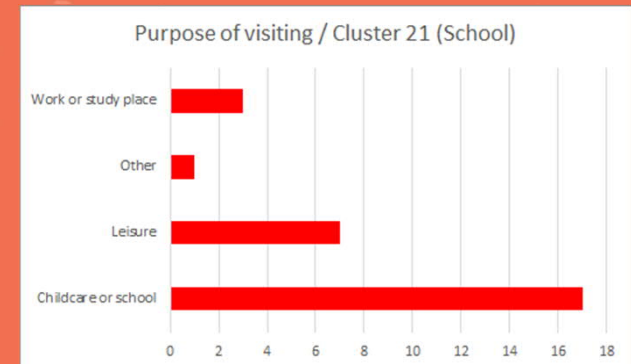
CLUSTER 35



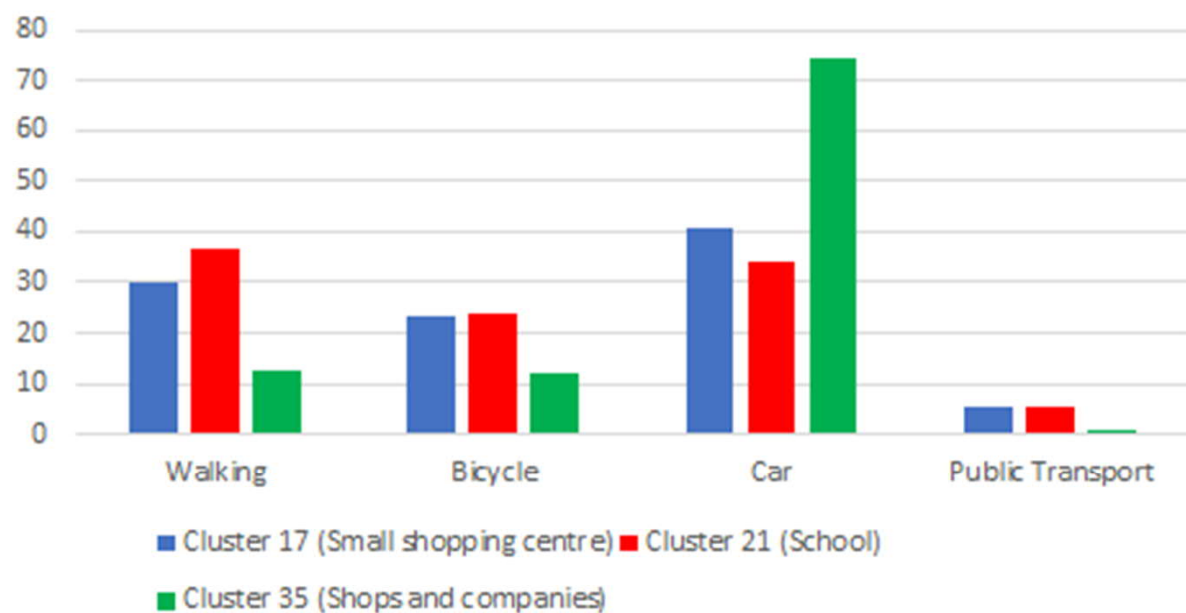
CLUSTER 17



CLUSTER 21

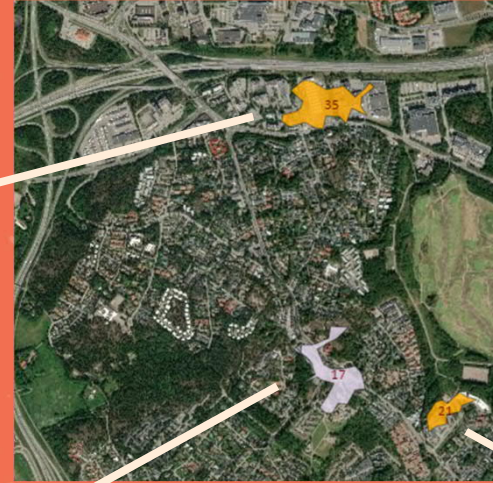
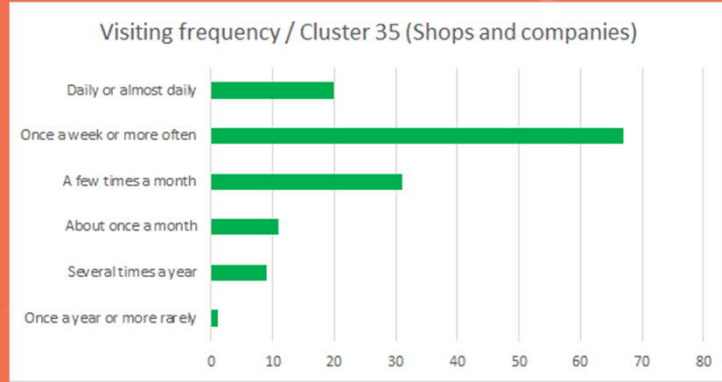


Share of transport mode in each cluster

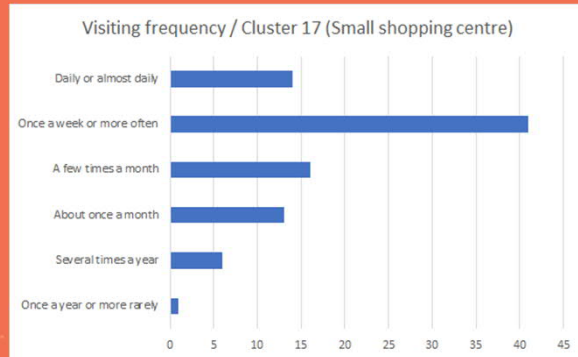


Visiting frequency

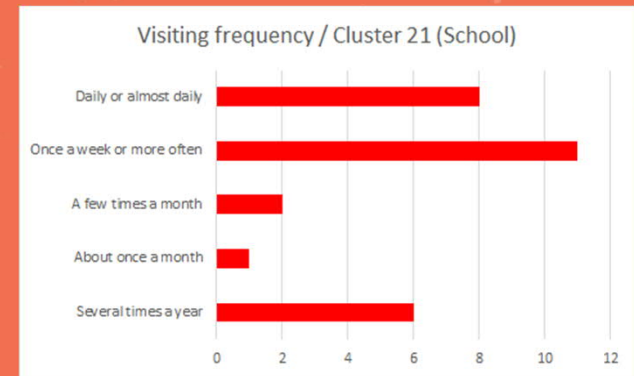
CLUSTER 35



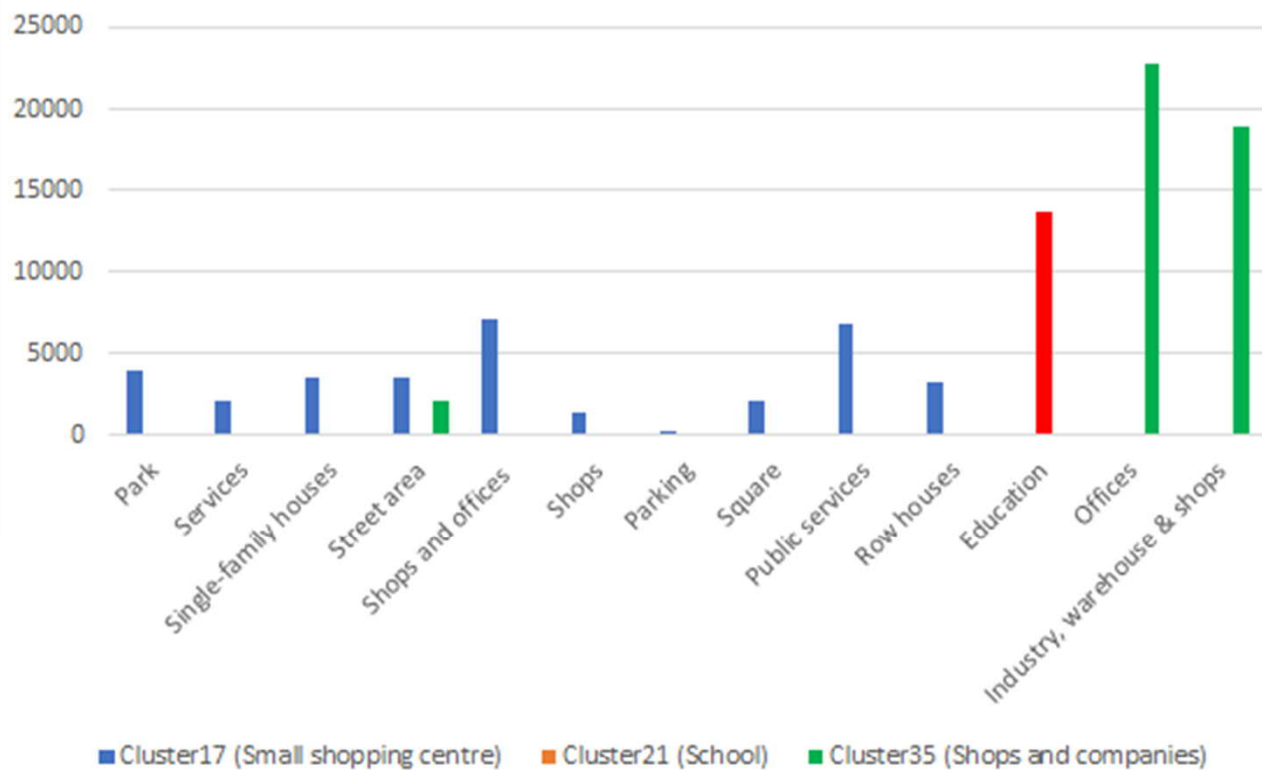
CLUSTER 17



CLUSTER 21



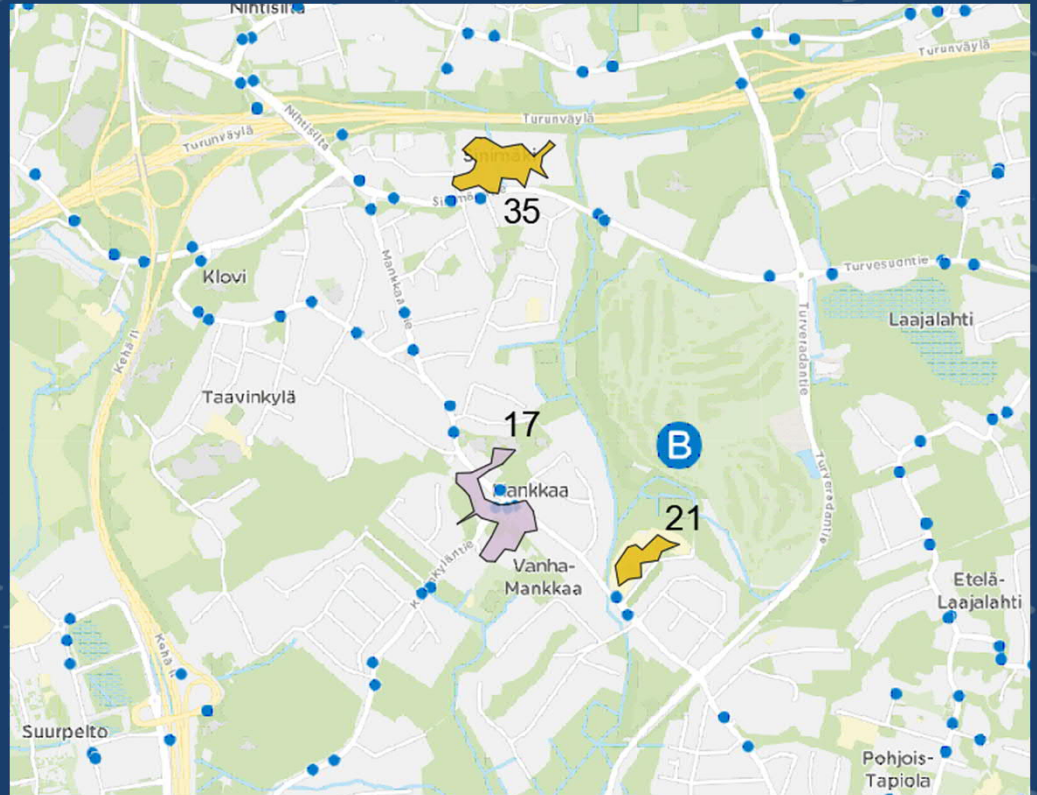
Land use (m²)



RESULTS

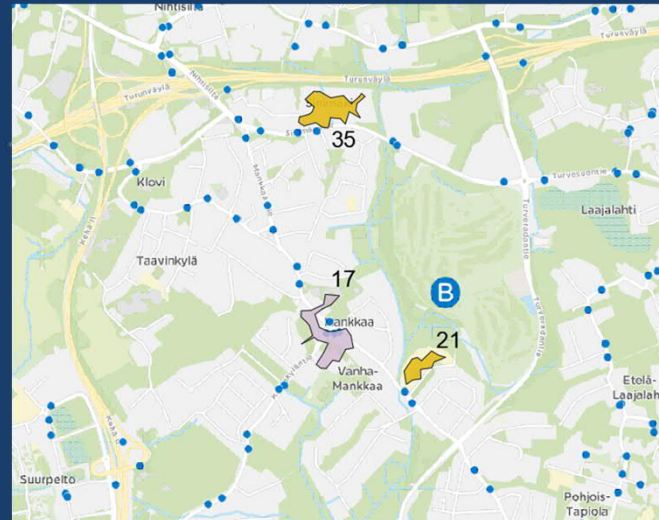
Reasons for low share of public transport

- Activity of clusters 17 & 35 is very shopping heavy.
- Land use near clusters is mainly single-family housing which increases car ownership.
- Clusters are visited rather frequently and most likely by people who live near the clusters.



Reasons for high share of car use

- both cluster 17 and 35 are visited to shop, when doing groceries car is usually preferred
- cluster 21 are a school area, where kids probably are dropped of by car (lower than cluster 17 and 35)



How land use affects transport mode



Office, industry,
warehouse and shops -->
70% car users, 10%
walking and 10% biking



Shops/mixed land
use --> 40% car
use, 30% walking
and 20% biking

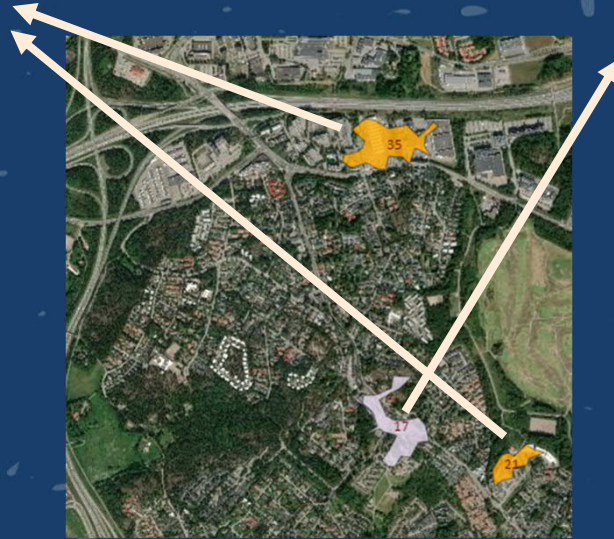


School area --> 35% car
users, 35% walking
and 25% walking



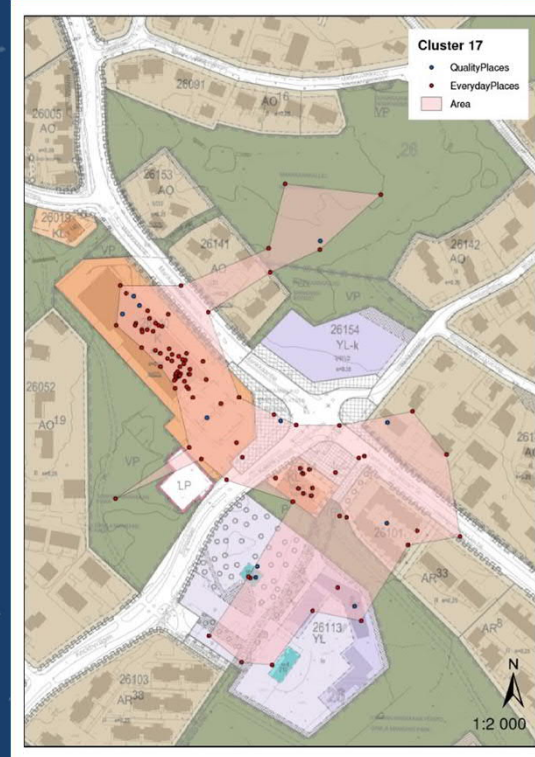
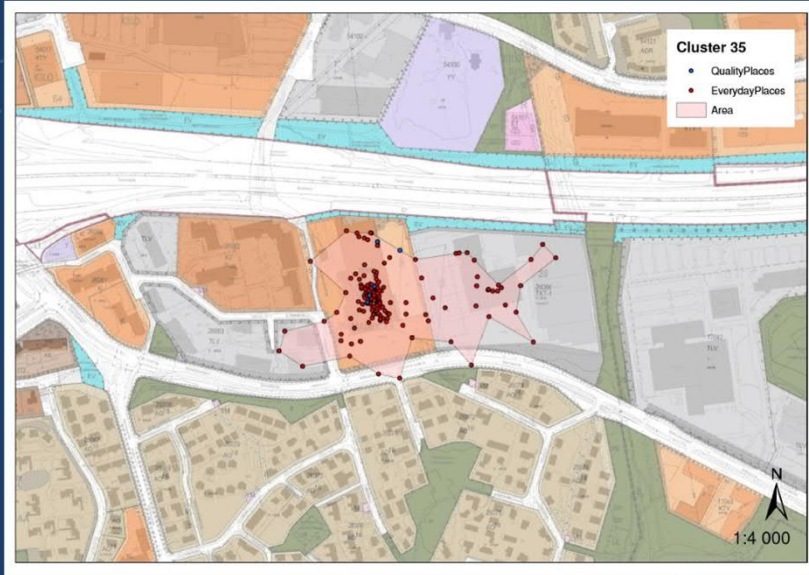
Positive and negative experiences

Positive	Cluster 35	Cluster 21
Average perceived quality of cluster (from everyday markings)	57	60
Number of everyday places	143	28
Number of quality places	5	0



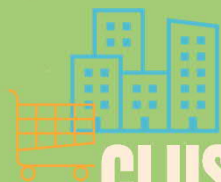
Negative	Cluster 17
Average perceived quality of cluster (from everyday markings)	54
Number of everyday places	94
Number of quality places	11

Quality places



- Most places are visited every day or at least once a week
- No similarities in transport modes
- All perceived environmental qualities got high numbers (personal, functional, social, atmosphere and aesthetics)

Public opinions on clusters



CLUSTER 17

★★★★★ kuukausi sitten

Mankaan Lidl on hyvä koska siellä ei ole yhtä paljon ruuhkaa kuin niitykummun. Henkilöstö palvelee hyvin ja sen lisäksi Lidl on todella halpa.

★★★★★ 6 kuukautta sitten

Sijainti hyvä ja tilaa autoille.

★★★★★ 11 kuukautta sitten

Perus hyvä kauppa. Parkkipaikkoja riittävästi

★★★★★ 3 vuotta sitten

Halpa ja hyvä valikoima! Halvin ruokaketju, suosittelen. Tänään oli parkkipaikka täynnä mutta yleensä on hyvin tilaa. Bensa-asemaki löytyy sopivasti parkkikselta



CLUSTER 21

★★★★★ 2 vuotta sitten

Mun vanha ja lemppari koulu. Siellä opetetaan hyvin ja siellä oli aina hauskaa♥. Olin kerran mennyt väärään bussiin ja eksyin siellä. Opettaja soitti vanhemmille ja hän oli tosi huolissaan minusta, kun tulin seuraavana päivänä kouluun ope tuli juoksen halaamaan minut♥♥

★★★★★ vuosi sitten

Toilet no work and it smells for the last 3 years I was here.

★★★★★ 2 kuukautta sitten

Vessat vuotaa, lattiat tulvii vedestä ja haisee aivan älyttömältä, naperot ovat myös tuhranneet vessojen seinät. Muuten koulu on hyvä ja opettajat erinomaisia.



CLUSTER 35

★★★★★ 4 kuukautta sitten

Iso rauhallinen, tavarat löytyy helposti.
Kunnollinen parkkialue.

★★★★★ 2 kuukautta sitten

Piha alue erittäin siisti

★★★★★ 2 vuotta sitten

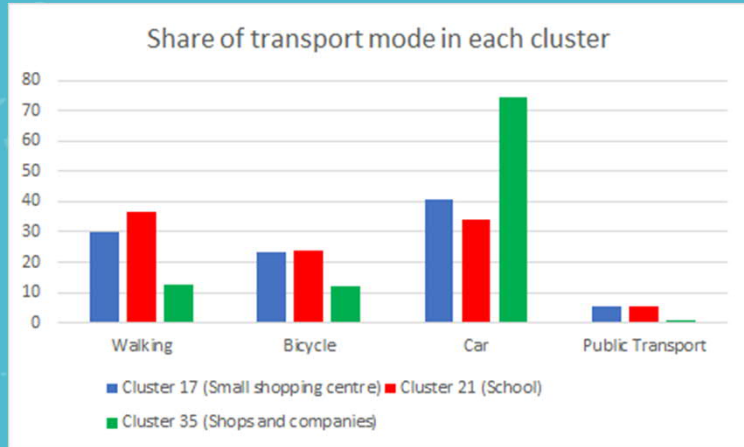
Poikkeuksellisen hyvä valikoima ja palvelu. Hinnat ehkä hitusen korkeat. Liikkeestä löytyy myös itsepalvelukassoja, mikä nopeuttaa asiointia. Autopaikkoja hyvin, rakennuksen molemmin puolin. Suosittelen hyvää tuotevalikoimaa ja jotain hiukan tavallisesta poikkeavaa etsivälle.

IMPROVEMENT SUGGESTIONS

IMPROVEMENT SUGGESTIONS

How to reduce car use and improve biking and walking:

- prefer mixed land use
- high residential density
- proximity to shops

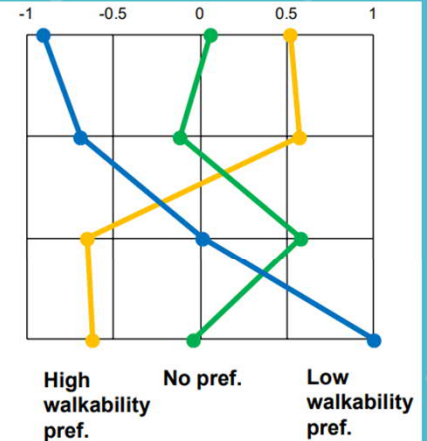


Factor 1 - Residential density

Factor 2 - Closeness to shops and

Factor 3 - Tranquility and access to recreational areas

Factor 4 - Car dependency



CONCLUSION

CONCLUSION

- cluster are close to each other --> they are similar --> same mode patterns in all the clusters
- high number of car use due to shopping --> the clusters still needs to be functional for car users, but also suitable and safe for walking and cycling
- All perceived environmental qualities needs to be prioritized

Thank you!

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