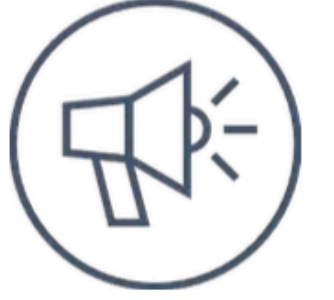


## IMPLEMENTATION:

**As a result, we produced a comprehensive set of solutions for the development of communication, environment and operation of playgrounds.**

Solutions to be placed in playgrounds are currently being tested in five pilot playgrounds located in areas of suburban regeneration.

# Illustrated window communication



## INSIGHT:

Citizens do not know that

- The playground's buildings are open to use for everyone
- There are activities inside
- The use is free of charge

## SOLUTION:

- Illustrated window communication which is understandable for people of all languages.
- Illustrations promote recognizability and findability of playgrounds, and communicates the services



Image: Maarit Mustonen

# Recognizable identity elements for playgrounds



## INSIGHT:

The park does not stand out as a playground.

## SOLUTION:

Distinctive playful elements, such as arches with the graphic wave shape from Helsinki's graphic guidelines and branded signposts in the entrances.











Helsinki



Leikkipuisto  
Leikpark  
Playground

Kannelmäki

# Attractive and adaptive content in communication



## INSIGHT:

The communication about the parks does not reach non-native speakers

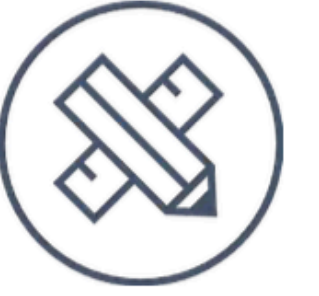
## SOLUTION:

Digital screens with image and video content that shows what the activities are like and also shows people from diverse backgrounds





# A new icon for playgrounds to increase recognition in different channels



## INSIGHT:

Helsinki's playgrounds didn't have a common visual element or a logo to unify them or to be used in communication.

## SOLUTION:

The playground icon that serves as the logo of Helsinki's playgrounds and is used, for example, in the Leikkipuistot Helsinki mobile application and in communication solutions for the urban environment.



# A playful stepping stone element as a tool for multilingual communication



## INSIGHT:

Many families didn't know they are welcome or feel that this playground is for them to use.

## SOLUTION:

The jumping stone element is one of the urban environment solutions designed by the client based on the findings and concept proposals of the project.



Image: Kaisa Kuusniemi / Lappset

# Reflection

Key takeaways from the point of view of service design practitioners:

- **Building ownership and commitment in the client organization across organizational levels is essential** – in big organizations there should be a strong ownership and interest to continue the work to achieve the desired change and impact.
- **Big societal challenges typically require systemic solutions and plans for longer term transformation** - in addition to creating ambitious goals that require time and perseverance, smaller and faster tasks, and hence results, should be planned and generated to motivate the organization for the transformation.
- **Aim to find allies across the client organization**, you will need them. Service design projects typically raise issues that require new ways of working, new type of leadership and people that are committed to the change on all organizational levels.

# Design guidelines for creating attractive playgrounds



## INSIGHT:

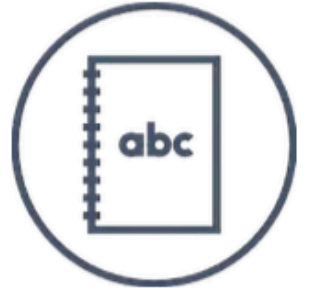
- There weren't unified guidelines for planning and creating playgrounds.
- There was little structured cooperation between different branches of the city organization.

## SOLUTION:

The design guidelines were created for the city-oriented co-development of the playground environment and services.



# A guide to implementing accessible and attractive communication



## INSIGHT:

The communication about the different playgrounds was often unstructured or neglected.

## SOLUTION:

The communication guide was produced together with the parties planning the communication of the playgrounds. Its purpose is to clarify the roles of communication channels and to empower personnel to make high-quality and accessible communication.

