



Last Mile

CO-CREATING SMART AND SMOOTH TRAVEL EXPERIENCES



Metropolia Innovaatioprojekti *2018*

Perille Asti **6Aika**



Vipuvoimaa
EU:lta
2014-2020



FORUM
VIRIUM
HELSINKI

visit espoo



DEMOS
HELSINKI



R A N T A R A I T T I

INNOVATION PROJECT
FINAL PRESENTATION 11.10.2018
JUHA AINOA, PASI PANKALAINEN

INGA AUTIO, JESSICA FALCK, CHARLES REPIC

ESPOON RANTARAITTI

Rantaraitti is Espoo's unique outdoor waterfront walkway

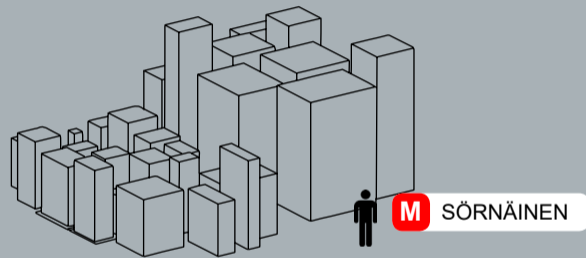
It's about 40 km long path

Rantaraitti contains nearly 100 different sights

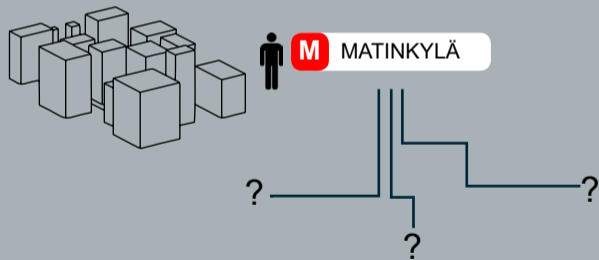
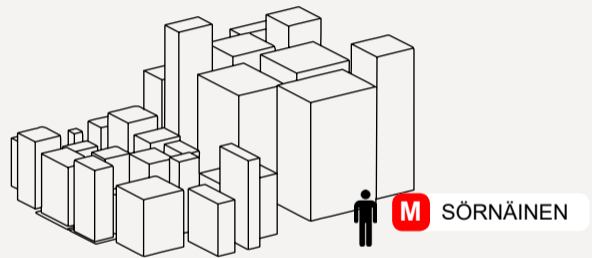
Rantaraitti is crown jewel of Espoo



OBSERVATIONS



We started our visit to Rantaraitti from Sörnäinen metrostation. Only thing we knew was that we can find Rantaraitti nearby Matinkylä metrostation.



OBSERVATION

Matinkylä metro station.

New one in Espoo.

Nothing indicating that there is a path along the sea.

You will never find any explanations of where you can go if you want to join the Rantaraitti.

This new station is almost clean of any advertising.



GUIDANCE

What you currently need.



The Citynomadi
APP



Google Map

You obviously need a smartphone...



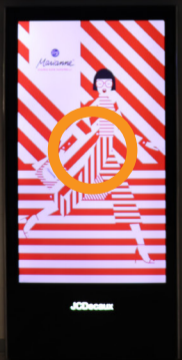
ADVERTISING

Places and opportunities.

Still have billboards to give new guidance and new informations for the way to Rantaraitti.

Use the floor has a support for the guidance.

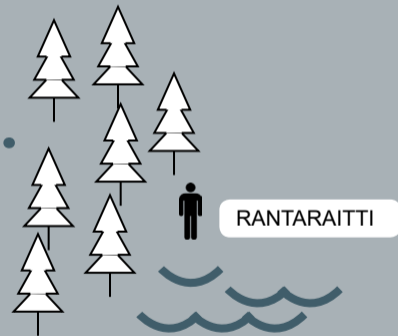
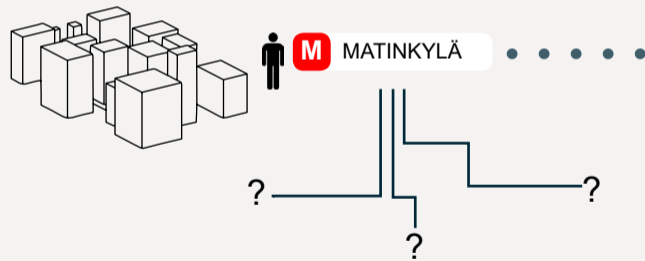
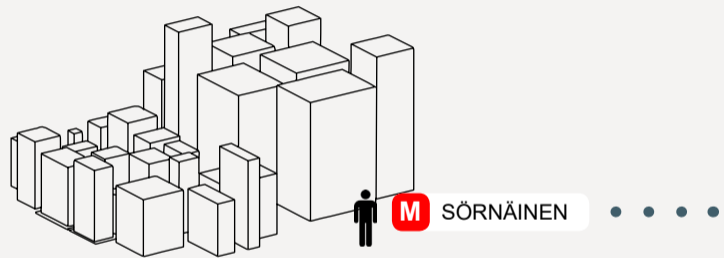
←	 M Metro Metron		
←	 Laiturit Plattform	1-10, 20-23	
←	 TAXI  P	Piispansilta Biskopsbron	
		Markkinakatu Marknadsgatan	
		→  Laiturit Plattform	24,25
		→  Matinniitynpolku Mattängsstigen	



JCDecaux





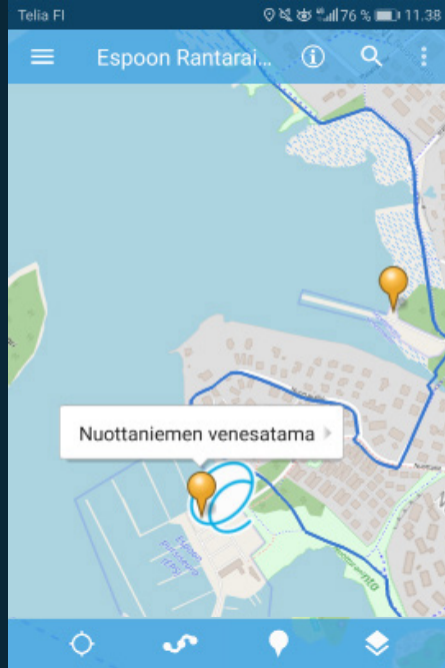


PROBLEMS

Citynomadi

There were so many sights showing with same mark on the map, that it was difficult to get the overall picture about Rantaraittis sights.

Walking along the path you had to check Citynomadi or google maps frequently to know you are still in the path.



PROBLEMS

Guidance

During the path you were able to see some signs, but most of them were behind the bushes.

Also the signs were quite small and felt like they are bit outdated.

Also the furnitures varied along the path and some of the benches were broken.





In crossroad points it can be challenging to know which way to go. Some of the people who took part in the interview didn't even realize that there were any Rantaraitti signs.

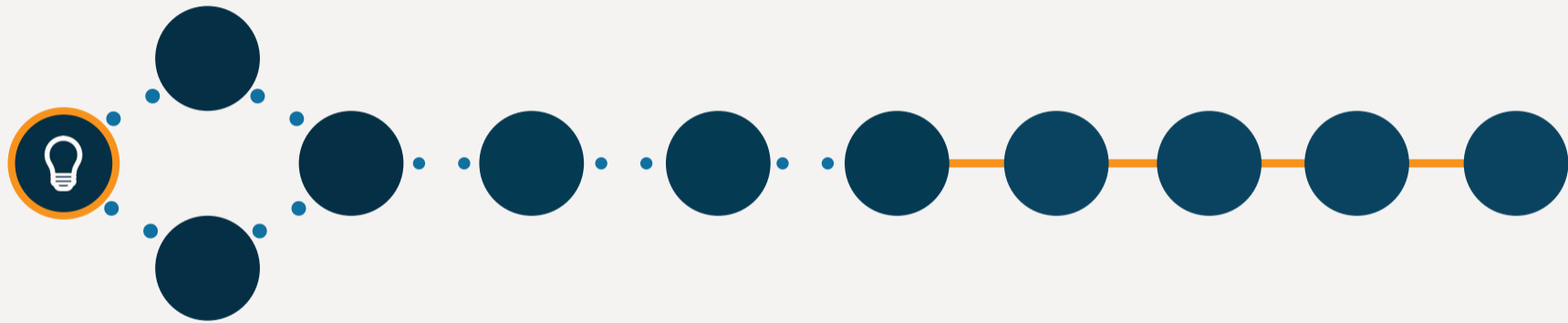


Finding the Rantaraitti has caused some difficulties because of the lack of guidance.



Many of the people who took part in the interview felt like the path is too narrow for both pedestrians and cyclists and they also felt that it might cause dangerous situations.

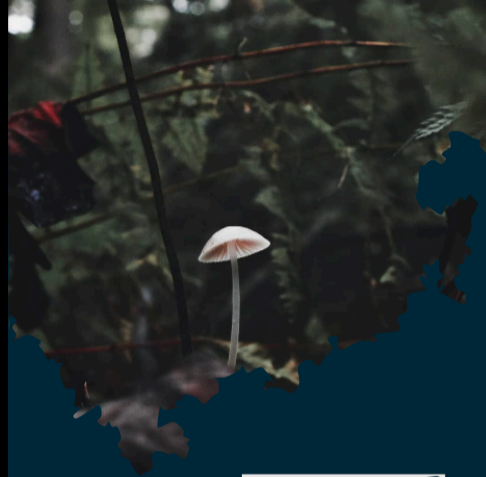
SOLUTIONS





Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app





Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app





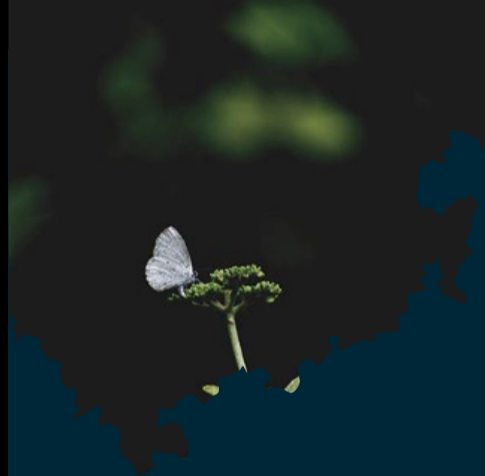
Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja citynomadi-app





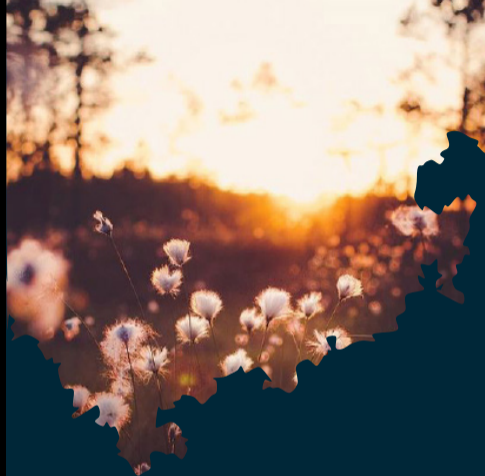
Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja [citynomadi-app](#)



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja [citynomadi-app](#)



Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

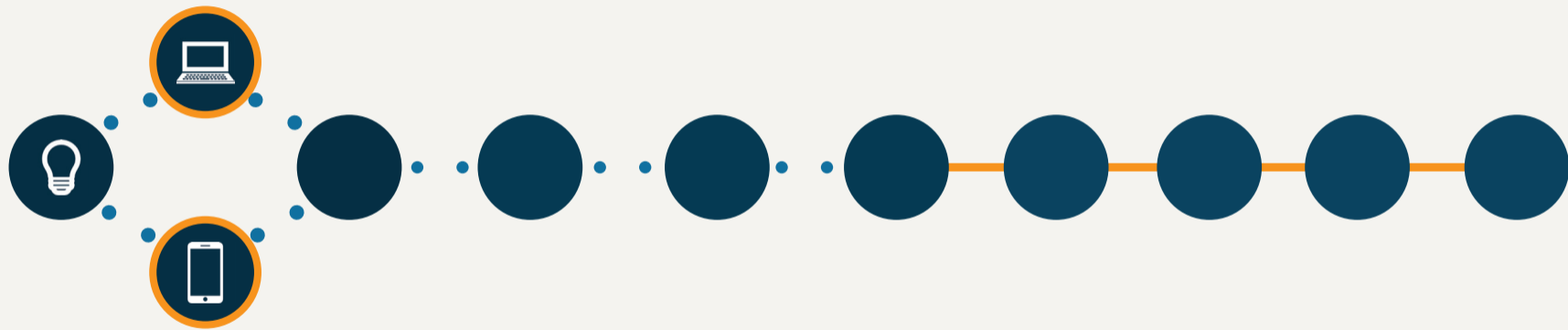
Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja [citynomadi-app](#)

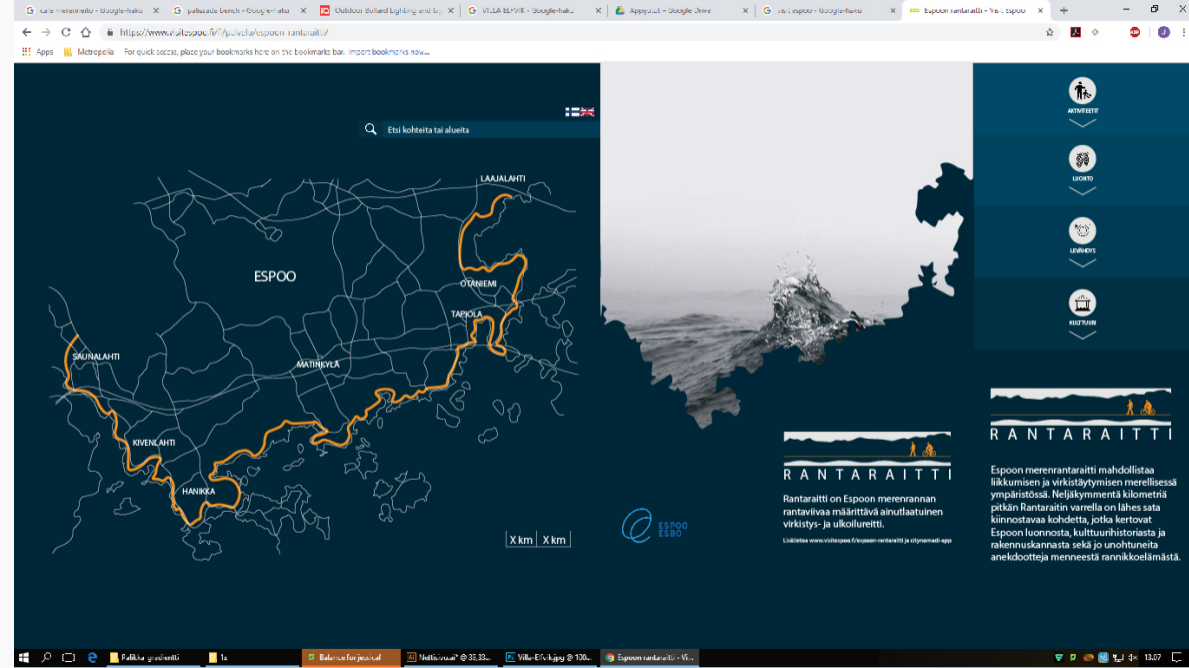
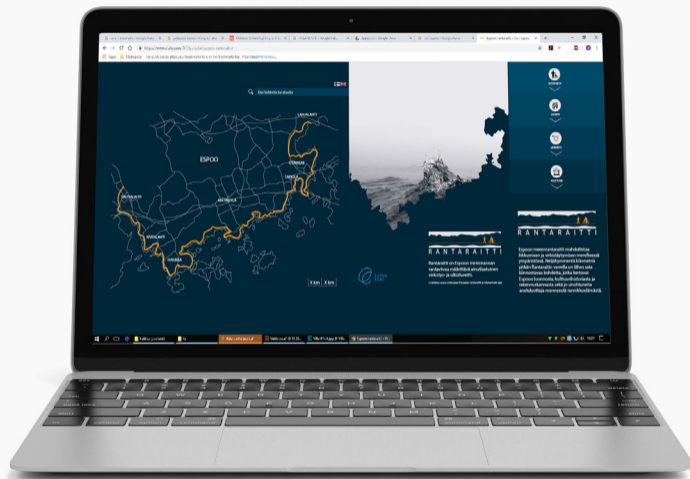


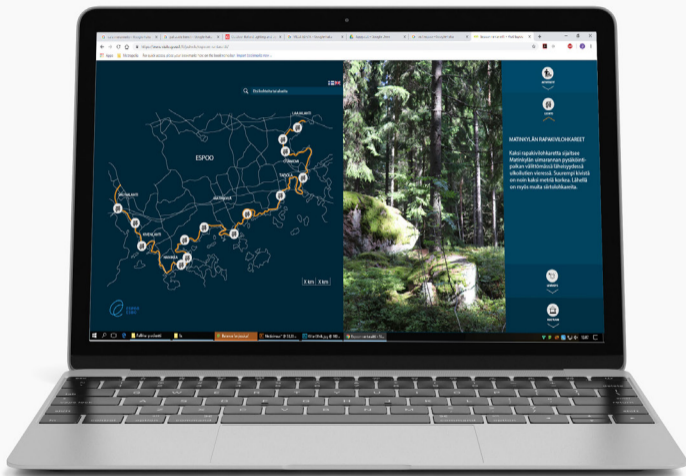
Rantaraitti on Espoon merenrannan rantaviivaa määrittävä ainutlaatuinen virkistys- ja ulkoilureitti.

Lisätietoa www.visitespoo.fi/espoo-rantaraitti ja [citynomadi-app](#)









https://www.viikiteipoo.fi/fi/palvelu/espoon_rapakivilohti/

Apps Micropolis For quick access, place your bookmarks here on the bookmarks bar. Import bookmarks now...

Etsi kohteita tai alueita

SAUNALAHTI KIVENLAHTI HANIKKA MATINKYLÄ TAPIOLA OTANIEMI LAAJALAHTI

ESPOO

X km X km

ESPOO ESBO

AKTIVITEITIT

LEIKITYS

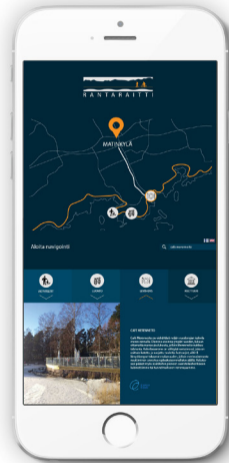
KUUTUUN

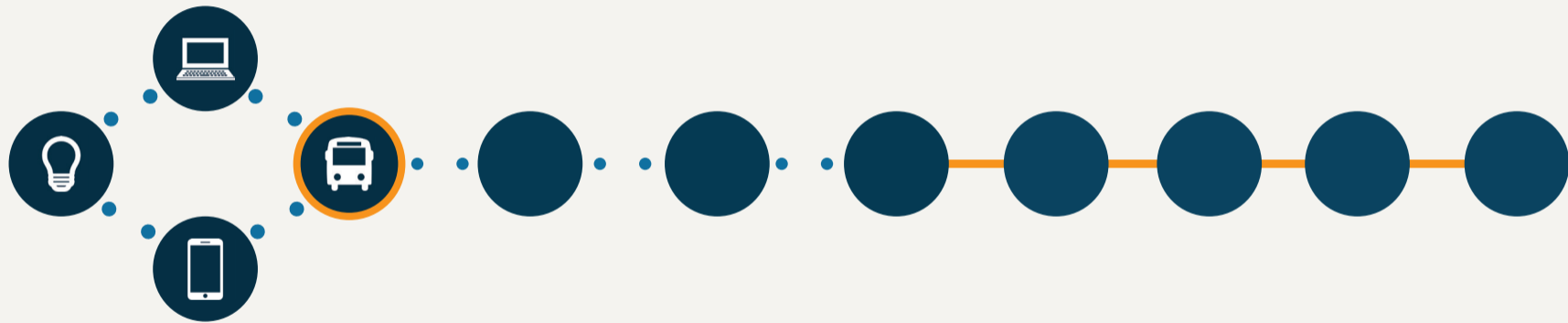
LIUKKO

MATINKYLÄN RAPAKIVILOHKAREET

Kaksi rapakivilohekareta sijaitsee Matinkylän uimarannan pysäköintipaikan välittömässä läheisyydessä ulkoilutien vieressä. Suurempi kareista on noin kaksi metriä korkea. Lähellä on myös muita siirtolohkareita.

13:07



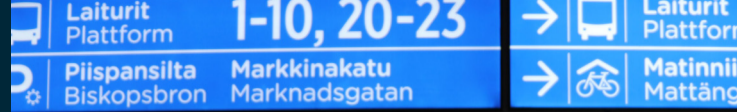


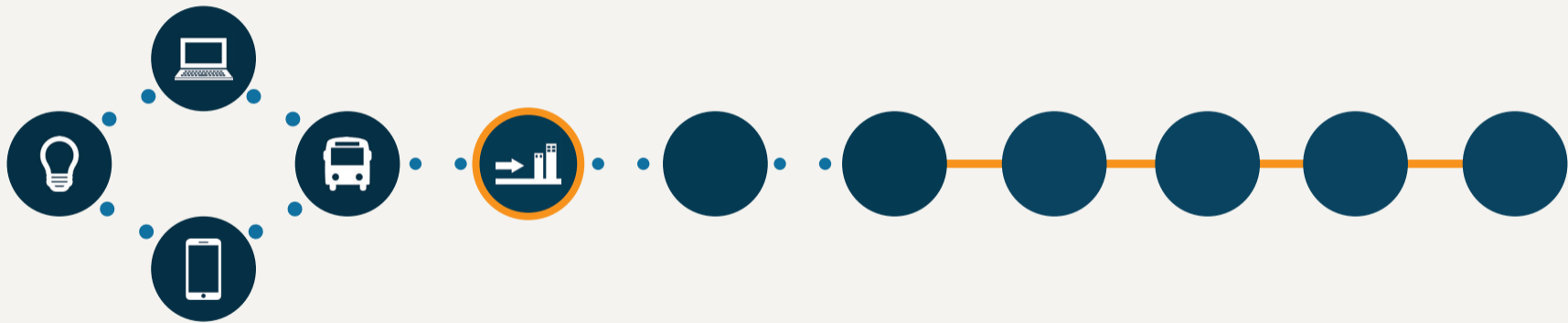


ADVERTISING Cities

To increase awareness of Rantaraitti there would be advertisements for example in Espoo.

These adds can also be located in public transportation.







GUIDANCE

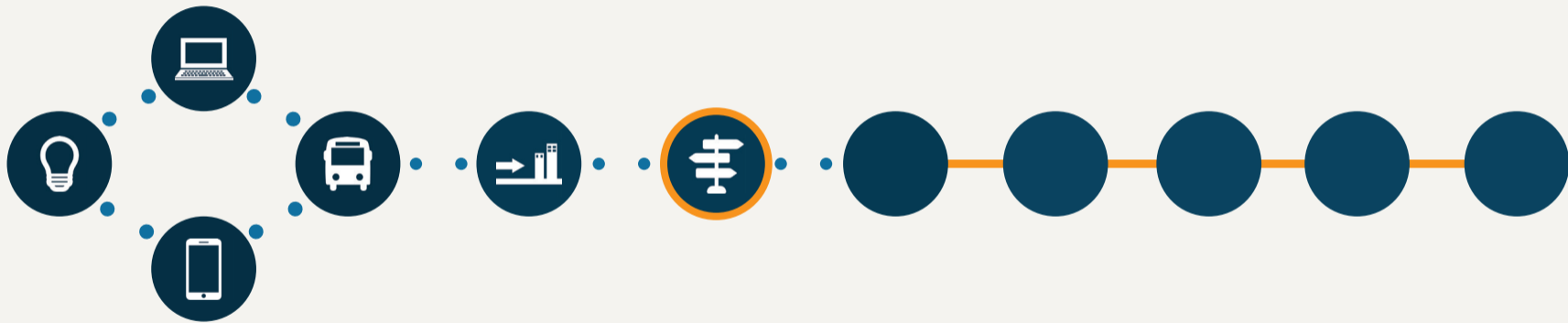
Near public transportation

For example near the entrance of Iso omena shopping mall.

Shows how long would it take to walk, cycle and how long would it take with car or public transportation.

Shows the route to Rantaraitti.







GUIDANCE

Way to Rantaraitti

Sign that indicates that you are on a right path to Rantaraitti.

Sign contains logo and text saying Rantaraitti.

Placed in streets near Rantaraitti.







GUIDANCE

Arriving to Rantaraitti

Sign that people are able to see when they arrive to Rantaraitti.

These type of signs are located near parkinglots and most popular arrival points.

Contains information about where you are in Rantaraitti and what sights are near you and the distance how far the sights are.



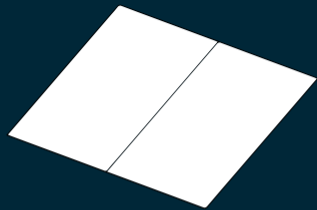




ACTUAL

One lane.

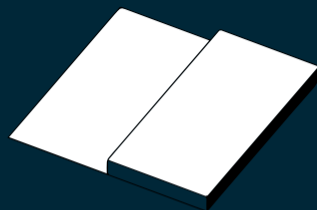
The actual path don't give any instructions to different users like cycling and walking lanes.



DEVIDE

Two lanes.

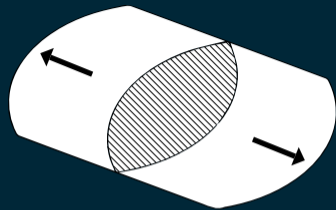
One for cycling and an other one which is for walkers.



PUSH UP

Walkers lane.

Doing this seperate efficiently the two lanes and the one higher is for walkers which is on the coastline side.



FURNITURES

Dedicated spaces.

Along the path there will be some customized space where to put benches or guidance furnitures.



GUIDANCE

Dividing the path

The path would be divided between cyclists and pedestrians.

Half of the path would be elevated, so that there would be clearly different lanes for cyclist and pedestrians.

There would also be signs reminding users that which side is for whom.





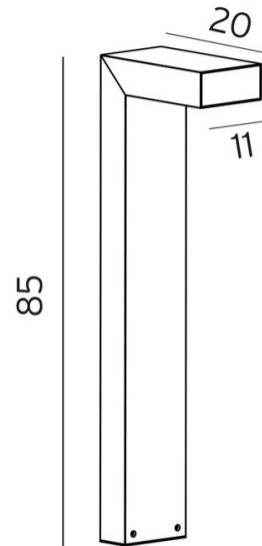


LIGHTING Benchmark

Asker LED-lightpole

Asker-lightpole is made from powder coated aluminium.

More information about the light can be found from: <https://www.designlite.fi/asker-led-pollarivalaisin-musta-norlys/>



Lighting could work as a part of the guidance system.

When users see similar lighting through out the path it makes it easier to recognize you are still on the path.



FURNITURES

Benchmark

A family of objects referring to different needs, as well as groups of users.

The street furniture consists of a series of mobile seats.

These elements may be used for seating, lying or cascade sitting.

<https://www.designboom.com/architecture/atelier-starzak-strebicki-street-furniture-courtyard-poland-08-14-2017/>



Furnitures could also work as a part of the guidance system.

When users see similar furnitures through out the path it makes it easier to recognize you are still on the path.





GUIDANCE

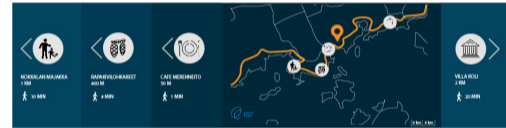
Along the path

Smaller version of the sign located in arrival points.

Shows what sights are near you.

Shows also the distances to the sights.

Are placed along the path.







GUIDANCE

Info for sights

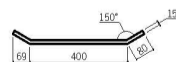
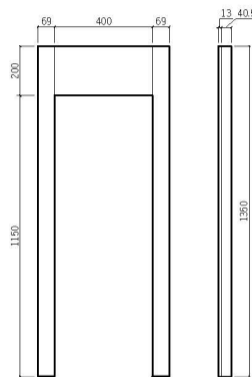
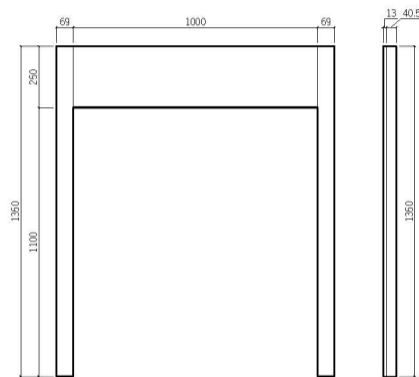
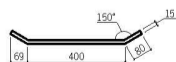
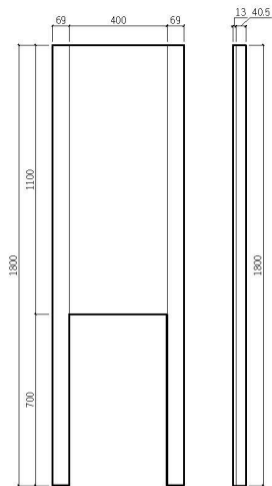
If the sight has a historical story it can added to these signs.

Placed near the sights.

Info about the sight which is near.



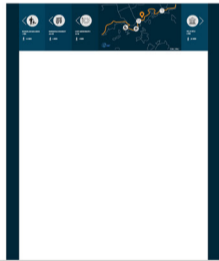
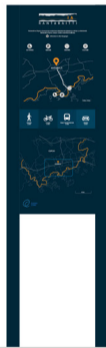




GUIDANCE SYSTEM

Measurements of the signs are designed so that they are universally accessible.

Steel sheet coated with HPL.



THANK YOU!