

# JENNY KEMPSON

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## HELLO.

I'm a Designer & Researcher with a background in human geography, cognitive psychology, urban design, and interactive public art. My experience spans all phases of the creative process, from research to strategy to implementation.

My career began with researching people's behaviors and patterns around neighborhood stressors, creating systems for community organizational empowerment and investigating the human experience of public space. This work led to stints as a researcher and urban designer, data-driven interactive installation artist, and most recently Co-Founder and Design Director of [Framework](#), a design and research firm focused on the creation of user-centered environments using iterative co-design and research practices.

I'm currently based in New York City, was born & raised in the rural midwest, and am happy to have called Chicago, Seattle, and Copenhagen "home".

## SELECTED CASE STUDIES.

- 01** / Community Experience Design & Research - Prototype Park
- 02** / Product Design Concept Research Study - "Traveling Street Lounge" Streetscape Element
- 03** / Physical Space Research Inventory & Design Guidelines - Humanizing an Alley Space
- 04** / Data, Community & Conversations through Creative Tech - "Tweethouse"
- 05** / Samples of Related Research Projects
- 06** / Experiments - Digital, Physical & Collective Experiences



01 / CASE STUDY

# PROTOTYPE PARK

## A HUMAN-CENTERED PUBLIC SPACE CREATED THROUGH ITERATIVE RESEARCH, CO-DESIGN AND PROTOTYPING PRACTICES

### THE PROJECT

First Hill, a growing neighborhood adjacent to downtown Seattle lacked quality public open space for people to utilize and enjoy. To address this issue, the City of Seattle hired our team to provide a strategy for people centered spaces, including reviewing various space types and user needs.

The process included extensive research, initial design visions co-created with the community, short and long term prototypes, and evaluation research plans.

### METHODOLOGY

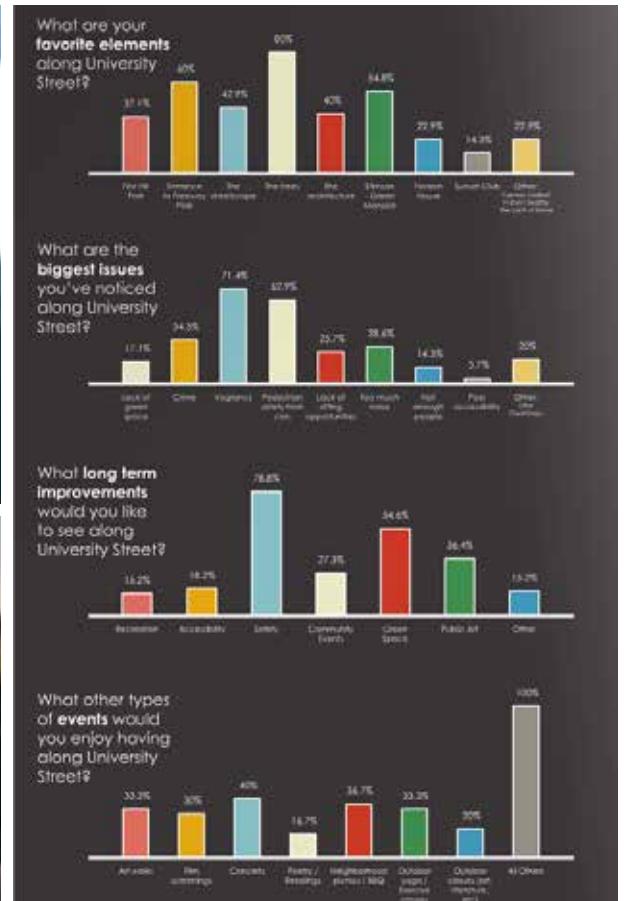
- User observation & spatial behavior mapping
- Space inventory & analysis
- Stakeholder interviews
- Community workshops
- Intercept interviews on the street
- Online surveys
- Inventory of city policies
- Inventory of physical space typologies
- Guidelines for multi-year evaluation process.

### MY ROLE

- Design Director overseeing team of in-house and contract researchers and designers.
- Lead on all client, stakeholder and community collaboration and communication.
- Developed project scope and research plans through each phase of the project, provided creative direction and visual designs.

# RESEARCH /STRATEGY

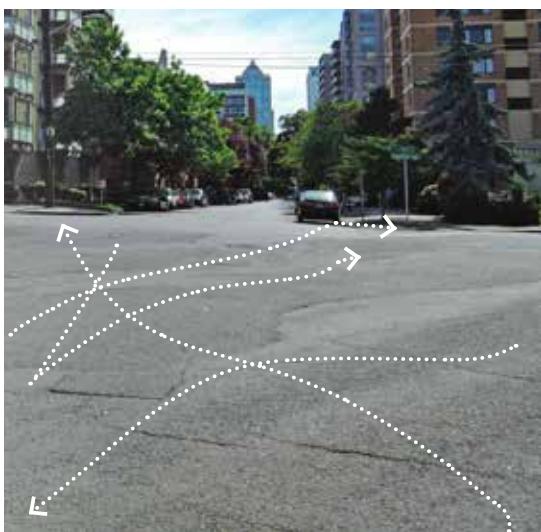
- Developed and executed a multi-methods research plan including co-design workshop and walking site visits.
- Developed project strategy based on research results including research tools & community development initiatives
- Worked with stakeholders to develop funding strategies for implementation



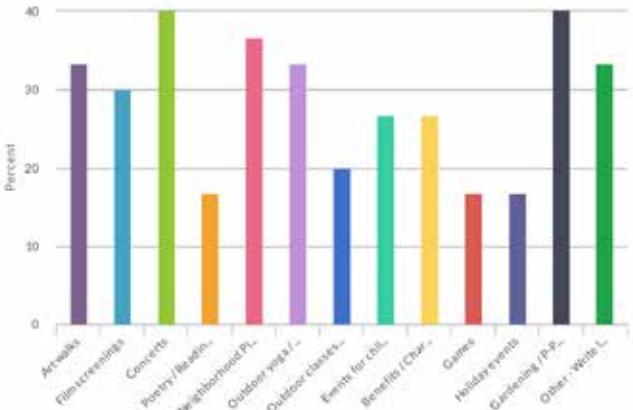
Rank your favorite public spaces in First Hill, with 1 being the most favorite and 6 being the least favorite.

Item	Rank Distribution	Score	Total
Freeway Park	■ ■ ■ ■ ■ ■	126	23
Courtyard at Frye Museum	■ ■ ■ ■ ■ ■	89	21
First Hill Park	■ ■ ■ ■ ■ ■	85	18
Harborview Park	■ ■ ■ ■ ■ ■	47	16
Bolyston Park	■ ■ ■ ■ ■ ■	33	15
Horiuchi Park	■ ■ ■ ■ ■ ■	32	15

Legend: Lowest Rank (Orange) - Highest Rank (Blue)



What other types of events would you enjoy having outside along University Street?



# DESIGN & PROTOTYPING

- Collaborative analysis & design workshop to digest insights and collectively design solutions with the local community.
- Created two physical prototypes to aid in research, participant play, building community and future design development:

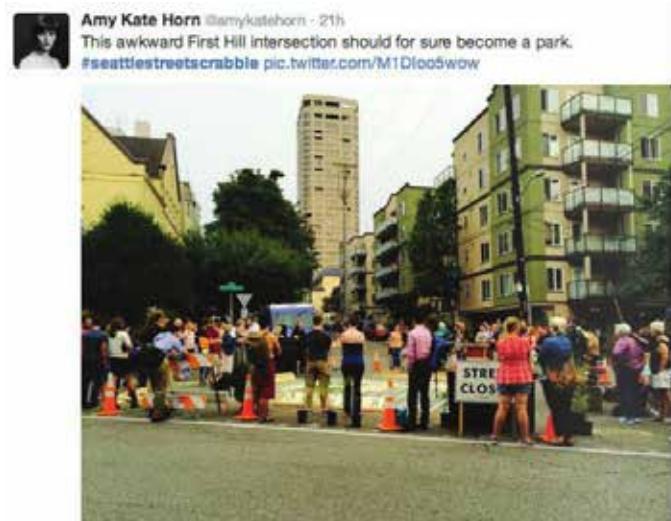
**1. Street Scrabble** - a one-day lo-fi prototype to observe space use, gather data through participant play and generate excitement for project development

**2. Prototype Park** - a two-year hi-fidelity prototype to observe space use over time and in different contexts, gather data from participants and generate community ownership



**"I'VE LIVED IN THE NEIGHBORHOOD 20 YEARS, ITS A DANGEROUS SPOT, SO THIS IDEA IS GREAT"**

QUOTE FROM PARTICIPANT



RETWEETS  
2 FAVORITES  
3



# IMPACT & ONGOING EVALUATION

- Assisted community leaders in finding financial support for continuous community driven events, follow-up research and future designs updates.
- Production of multi-method research plans for short 1-day evaluations as well as a long-term 2-year study.
- A/B testing of two different spatial configurations of the prototype parks with follow-up events to evaluate use.
- Conducted time lapse photo analysis to evaluate use at different times of day and seasons.



CAPITOL HILL SEATTLE BLOG

COMMUNITY NEWS FOR ALL THE HILL

+Home   Community   Calendar   Real Estate

With First Hill pavement parks success, city planning more in 2016 including one on Capitol Hill

Posted on Thursday, February 11, 2016 - 7:03 am by Valerie Schloredt



## UNIVERSITY STREET PAVEMENT PARK QUOTES

"Spectacular! Thank you First Hill Improvement Association for your efforts. Perfect use of that weird intersection."

"I must say, I like it. I could see going there in the evening and playing cards or backgammon with friends."

"This is great! So many, especially in that area don't have yards or balconies. They can get out, enjoy fresh air and bond with their neighbors."

"I've seen people from the neighborhood now sitting and enjoying it, reading, playing a game and having a couple of beers. It's great for the community."

**"THIS WORK HAS HELPED OUR COMMUNITY COME TOGETHER TO CREATIVELY SOLVE SOME OF THE MOST PRESSING NEIGHBORHOOD ISSUES IN A FUN, ENGAGING, AND ACCESSIBLE WAY."**

ALEX HUDSON, DIRECTOR FIRST HILL ASSOCIATION

02 / CASE STUDY

# TRAVELING STREET LOUNGE STUDY

## TWO-MONTH COLLABORATIVE RESEARCH STUDY EVALUATING A STREETSCAPE ELEMENT DESIGN CONCEPT

### THE PROJECT

The “Traveling Street Lounge” a temporary, mobile set of street furnishings - chairs, table, umbrella, rug, and plants - was created to evaluate how streetscape amenities for pedestrians are used and/or might affect behavior on a busy transit street in Seattle. The street lounge allowed us to test how people used the space, influence future design iterations, determine locations for implementation and uncover perceptions before and after installation. The study was conducted over 2 months and utilized a team of sociologists and Downtown Seattle Association ambassadors as collaborative researchers.

### METHODOLOGY

- Observations on use of streetscape
- Stakeholder interviews
- Intercept interviews on the street
- Online surveys
- Inventory of City policies
- A/B testing of location impacts
- Voicemail and Twitter story collection

### MY ROLE

Lead Researcher: created methodology, trained and managed a team of researchers, facilitated collaborative analysis workshops, conducted data evaluation and documentation (video, press and print) on learned insights

Project Video /  
[http://weareframework.com/  
portfolio/traveling-street-lounge/](http://weareframework.com/portfolio/traveling-street-lounge/)

# RESEARCH PLAN & DESIGN CONCEPT

- Developed a two-month research study to aid in design iterations and evaluate behavior patterns. The research plan included a team schedule, field evaluation guides and researcher training sessions.
- Created design concept for the "Third Avenue Street Lounge" to serve the need of humanizing the street. This concept was provided to the client to assist in visualizing the project concept and potential components.

OCTOBER 2013						
sunday	monday	tuesday	wednesday	thursday	friday	saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 ○	15	16 ○	17 ●	18	19
20	21 ○	22	23 ○	24 ●	25	26
27	28 ○	29	30 ○	31 ●		

NOVEMBER 2013						
sunday	monday	tuesday	wednesday	thursday	friday	saturday
					1	2
3	4 ○	5	6 ○	7 ●	8	9
10	11 ○	12	13 ○	14 ●	15	16

## Schedule Key

- A. East side of Pine and Stewart (Macy's block)
- B. West side of University and Union (Benaroya block)
- C. West side of Pine and Stewart (Columbia block)
- D. West side of Union and Pike (Harried & Hungry)
- E. East side of Union and Pike (Pretzel Stand block)
- Sociologist shift
- MID Ambassador shift



Third Avenue "Traveling Street Lounge Study"  
Instructions: Observe 25-30 people in the street lounge marking the following categories with an X that you see. Please also make notes of anything interesting below. Use one sheet per observation timeframe.

Date	Time	Location	Activity	Book	IMD	Point	Curiosity	Shopping	Animals	Children
10/20	11:15	141st & Union	Along	X						
1			With someone							
2			Walking							
3			Waiting							
4			Drinking							
5			Talking							
6			Reading							
7			Listening							
8			Thinking							
9			Writing							
10			Using computer							
11			Using phone							
12			Using laptop							
13			Using tablet							
14			Using MP3 player							
15			Using book							
16			Using IMD							
17			Using point							
18			Using curiosity							
19			Using shopping							
20			Using animals							
21			Using children							
22			Using laptop							
23			Using tablet							
24			Using phone							
25			Using book							
26			Using IMD							
27			Using point							
28			Using curiosity							
29			Using shopping							
30			Using animals							
31			Using children							

Legend:  
 ○ Double take  
 □ Long look  
 ■ Mid Ambassador  
 ● Positive response  
 ✕ Negative response

Notes: A man sat down at one of the tables and read a newspaper and ate some yogurt.  
He seemed happy and comfortable.

Street Lounge Design Concept



# PROTOTYPE & EVALUATION

- Tested design concept, pedestrian behavior patterns and passive vs. active programming to inform long-term implementation
- Methods included observations and intercept interviews with social media, voice mails and an on-line survey as secondary data.
- A/B testing to determine recommended locations ie. do the furnishings function better in front of a business, by a bus stop or at the block corners?

Jinda Mitchell posted a photo to Downtown Dwellers's timeline.



Notice anything different on Third Avenue yet? "Street lounge" will be popping up on the sidewalk in different locations along the Third Avenue Transit corridor over the next several weeks as part of a UW study. Learn more: <http://bit.ly/1Sf70Wt>

Share - October 15 at 1:17pm - 48

Elizabeth Campbell likes this.

Elizabeth Campbell This is a great idea. Is it part of Third Ave Initiative?

October 16 at 11:27am via mobile

Linda Mitchell replied, it seems

October 17 at 8:38am



**BASE ELEMENTS IN "TRAVELING STREET LOUNGE"**  
The "traveling street lounge" consisted of a number of elements that cost under \$2500 total. The lounge included the following:

- ◆ **Plants & Flowers**: changed based on location and storage space
- ◆ **Tables and Chairs**: movable, lightweight chairs and table. Table painted to make more noticeable
- ◆ **Signage**: to promote and explain the pilot project
- ◆ **Umbrella**: to shelter from rain and provide visibility
- ◆ **Rug**: to mark spatial boundaries, including 2' from the curb and to provide visibility
- ◆ **Third Avenue Vase**: to promote the project, add a human touch and provide visibility
- ◆ **Wheeled cart**: which carried all of the items to and from the storage space every day



"Traveling Street Lounge" pilot study

5

80%

of people interviewed said they would sit in the lounge

## Selected Interview Quotes

These quotes were collected by the research team during the "traveling street lounge" pilot project.

At 5:15 a man steps to read all of the signs and labels. He is very curious and said out loud...  
**"good idea"**

There was a lot of talk and curiosities about it. Many people asked each other...  
**"what is this? It's so cool!"**

One woman stopped to comment that she loved art and that the lounge... **"feels artsy and I love anything to do with making better spaces with art."**

Employee from adjacent business... **"It is a great improvement, love the idea. I decided to bring out samples to generate people to come and take samples to eat at the lounge."**

A woman heading towards Union street stated...  
**"The lounge made the avenue seem more cozy and comfortable for people."**

At 4:14pm, a man sat down at the lounge and begins changing his shoes after locking his bike up at the nearby bike rack. When I approached, he stated...  
**"I'm using it to change my shoes, and I'd have to say I think it's excellent."**

A woman and her husband looked intrigued by the lounge and looked around a bit, as the husband walked off, the wife grabbed a book and asked her husband... **"why didn't you take one? It's a traveling street lounge."**

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"Traveling Street Lounge" pilot study

# TELLING THE STORY

- Created short video to share process and outcomes
- Produced document for businesses, community members and city employees to use when presenting the project insights

## Project Video /

<http://weareframework.com/portfolio/traveling-street-lounge/>



## ▷ “Traveling Street Lounge” Voicemail Feedback

“Yeah, I just want to make a comment on the traveling street lounge. I don't have all or of information on it, but I think its really cool. I just live up the street and I think this is a fun little venue to eat and wait for your bus. It's really cool, I like it. Thanks Bye.”

Recorded on 10/30/2013 at 2:36 pm

“Hi there, I saw your traveling street lounge during lunch. I think it's a fantastic thing and I took a book. Thank you so much for doing this and the making the community a better place. goodbye.”

recorded 10/16/2013 at 10:05am

“Hi, I'm calling from the traveling street lounge and want to thank you for your beautiful work. This is so awesome. What a gift to offer the community. Thank you for what you are doing and the efforts you're investing in making this happen. I wish you all well as you continue to create spaces for people to see. Okay bye.”

Recorded 10/31/13 at 11:32 AM

“Hello, I'm sitting down in the chair right now at Third and Stewart. You gave me the number for thoughts and comments. Honestly, it's pretty cool - yeah I think it's going to work... I think it will make people feel like that have to act with a little more better conduct. I have to say, I think you guys are doing good cause I'm sitting down and enjoying it right now. It makes me think, I could just take an of this stuff, but I'm not going to. It makes me think that we could treat the rest of the environment with that sort of respect too. Keep up the good work.”

Recorded on 10/28/13 at 3:52PM





03 / CASE STUDY

# HUMAN-CENTERED ALLEY SPACE

## DESIGN THINKING FOR UNDERUTILIZED SPACE - RESEARCH STUDY, DESIGN GUIDELINES & COMMUNITY BUILDING FOR CITY ALLEYWAYS

### THE PROJECT

Research and design study for a people focused approach to alley use in the urban city fabric. We began with a physical inventory of 200 alleys, collecting 60 data points, photos, observations, and contextual interviews for each alley. This inventory then enabled stakeholders interviews with city staff in 5 US cities, business owners and the general public. We ultimately delivered design concepts for alleys as infrastructural and pedestrian spaces as well as alley pilot projects resulting in new city policies for alley use.

### METHODOLOGY

- Produced first City of Seattle alley map
- Field Observations on use of alleys
- Stakeholder interviews
- Community workshops in the alley
- Inventory of current city alley policies
- Review of alley human-centered best practices from around the globe
- Creation of “Day in the Life of an Alley” journey map to showcase potential new uses

### MY ROLE

- Lead Researcher; created research plan and methods, lead fieldwork, facilitated collaborative analysis workshops, synthesized findings and produced documentation.
- Lead two prototyping events and follow-up evaluation: one-day art installation and multi-day “World Cup in the Alley” viewing event.

# RESEARCH & PHYSICAL INVENTORY

- Gathered 60 data points on alleys including physical characteristics such as access and entry point.
- Reviewed best practices for re-imaging alley space, interviewed staff from multiple cities about alley policies and new approaches
- Conducted participatory community workshops
- Developed spatial typologies for varying alley types
- Worked with stakeholders to develop guidelines

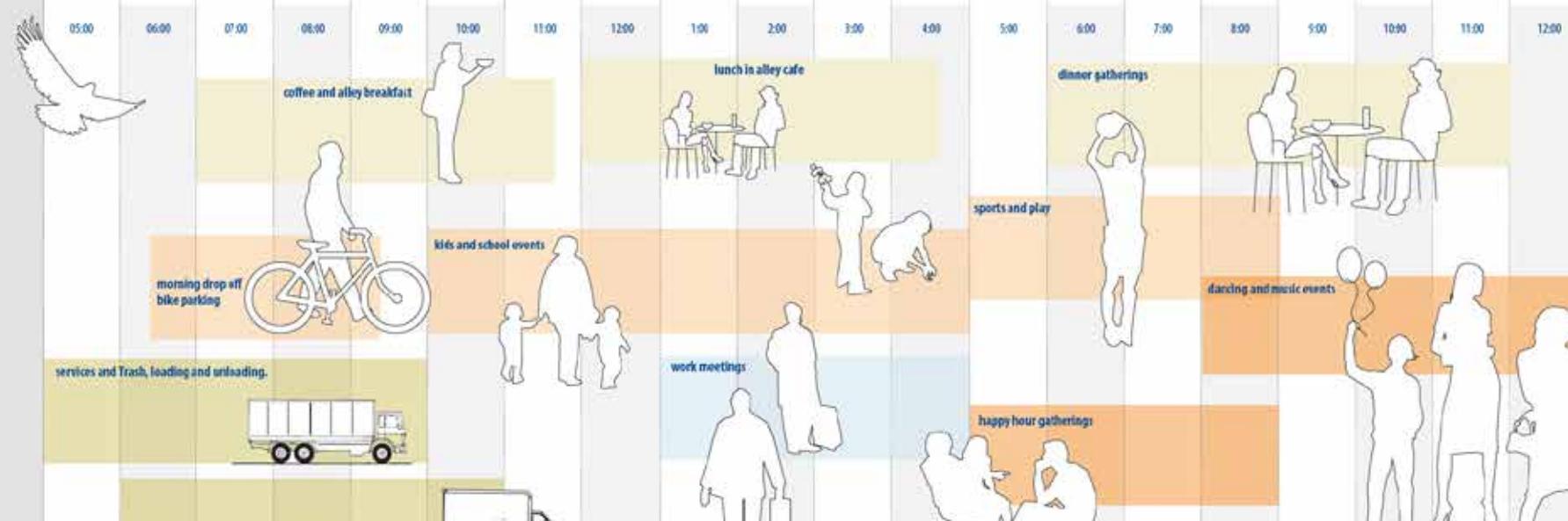
[Recommended guidelines handbook](#) distributed free to city employees, community groups and the general public.

Neighborhood/ Alley N/ Details/ No	Photo N	AIR	WATER	EARTH	SUN	PEOPLE
Belttown (A) A1	9425 bad	building slight	0 concrete good	no	yes	7 yes no no
Belttown (A) A2	75 - 76 bad	building slight	2 asphalt poor	no	yes	4 no no no
Belttown (A) A3	9429, 9 no	building slight	0 concrete good	yes	yes	10 no no no
Belttown (A) A4	73, 74 no	building slight	0 concrete good	yes	yes	15 yes no no
Belttown (A) A5	82-83 no	building none	2 asphalt fair	no	yes	6 no no no
Belttown (A) A6	101-102 good	business slight	1 asphalt good	no	yes	4 yes no no
Belttown (A) A7	9433, 9 no	building steep	2 concrete fair	yes	yes	3 yes no no
Belttown (A) A8	9444 -9 bad	building slight	2 asphalt good	yes	yes	14 yes no no
Belttown (A) A9	99-100 no	none none	0 asphalt good	no	yes	12 yes no no
Belttown (A) A10	potential al	9463 -1 no	building slight	2 concrete good	yes	13 yes no no
Belttown (A) A11	large space	9453 -1 no	building slight	0 asphalt fair	yes	10 yes yes no
Belttown (A) A12	103-104 no	building slight	2 brick fair	no	yes	12 no no no
Belttown (A) A13	9435, 9 no	building steep	0 concrete fair	yes	yes	20 yes no no
Belttown (A) A14	9442 -9 no	building slight	2 brick fair	no	yes	7 yes no no
Belttown (A) A15	97-98 no	none none	1 concrete good	no	yes	12 yes no no
Belttown (A) A16	some water 9455-9 no	building slight	2 concrete good	yes	yes	20 yes no no
Belttown (A) A17	105-10 no	building slight	0 asphalt fair	no	yes	15 yes no no
Belttown (A) A18	84-85 no	building slight	1 concrete good	no	yes	6 yes no yes
Belttown (A) A19	roof top ga	9440 -1 no	building slight	1 asphalt fair	no	yes



## Day in the alley life

Integrating multiple functions into an alley can be easy with a little planning. Thinking about maintenance schedules, commuting times, events and activities can help alleys become the true public amenities that they are for the city.

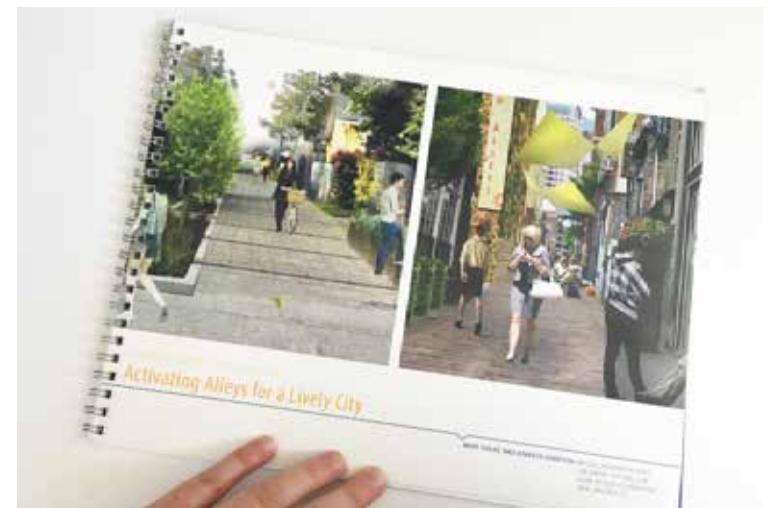


# EVALUATION & ALLEY ACTIVATION PROJECTS

- Designed concepts for near term prototypes to promote social interactions and new perception of alley spaces
- Worked with community group to facilitate two participant events with large participant turnout.
- Storyboarded / produced project video for ongoing support



photos by Joe Iano



**“THE NUMBER OF PEOPLE WATCHING ALL OR PART OF THE GAME WAS RELIABLY AROUND 150 TO 180 A DAY. THIS PROJECT IS BUILDING A DIVERSE COMMUNITY AROUND THIS SPACE.”**

TODD VOGEL, THE EXECUTIVE DIRECTOR OF THE ALLEY NETWORK PROJECT ARTICLE AT [WWW.MLSSOCCER.COM](http://WWW.MLSSOCCER.COM)

# “TWEETHOUSE”

## CREATING CONVERSATION, COMMUNITY AND DATA THROUGH CREATIVE TECHNOLOGY

### THE PROJECT

This installation used an artistic expression of a commonplace outdoor feature—a birdhouse—to playfully explore digital interaction with the public. Seven twitter-enabled birdhouses were placed in an underutilized public space to entice people into conversation.

People were able to tweet to the birdhouse, and a team was available to make immediate responses back, creating a conversation through the birdhouse face. Real time data was gathered from those interactions. This data was consolidated and visualized, providing insight into when and how people were using these public spaces over the course of the day.

### METHODOLOGY

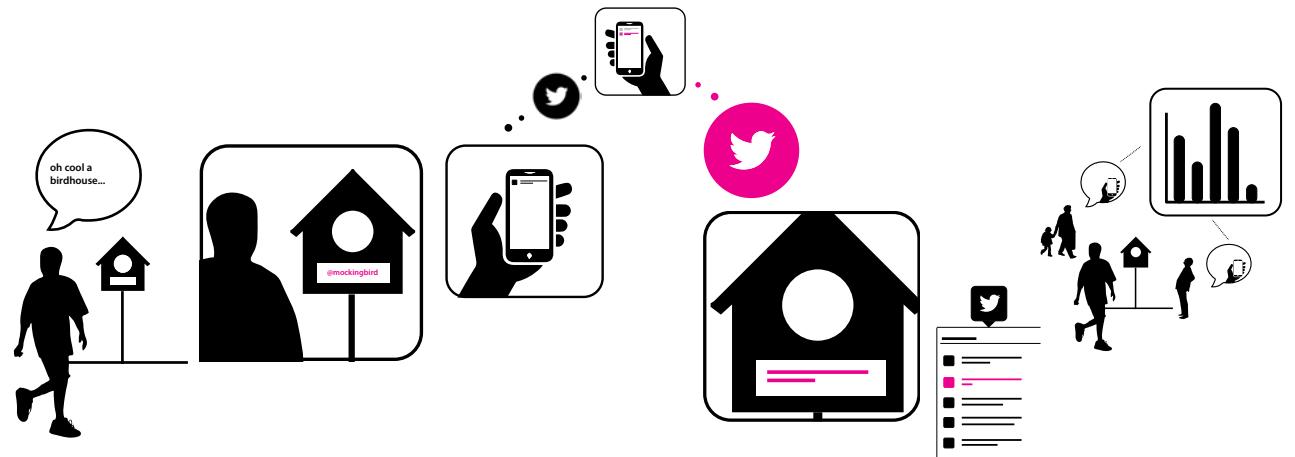
- Site visits to conduct behavioral observations and intercept interviews.
- Stakeholder interviews with local business owners.
- Interaction diagrams and concept development.

### MY ROLE

- Co-researcher and artist; developed proposal for successful funding.
- Conducted pre-design research and developed concept iterations/ interactions.
- Fabricated prototypes and final installation. Assisted in Arduino setup, coding and data collection.

# RESEARCH, FABRICATE & EVALUATE

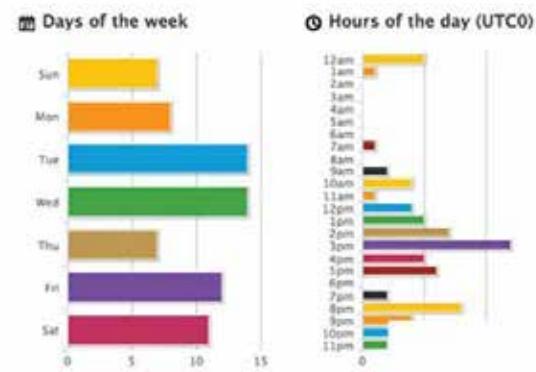
- Conducted research on the spatial behavior patterns and varying human to human interactions.
- Developed design concept as a test to evaluate use of space and types of interactions through creative tech.
- Gathered data on interactions, such as time of day, conversation topics and duration.



Tweets Per Day (2.3 Avg)



Interactions by Days of the Week + Hours



@mktmockbird hola! Date night with my wife!  
@dirka good luck! I once had a date with Big Bird.



# RELATED RESEARCH

## 01 / SPATIAL PATTERNS OF BIKE BEHAVIOR

Research study conducted with Gehl Architects to understand patterns of behavior for cycling through intersections. Influenced new guidelines for intersection design throughout Odense, DK.

## 02/ PLAZA USE EVALUATION

Lead research study conducted with team of sociologists to determine user flows and activities through a plaza space.

## 03/ HUMAN-CENTERED RESEARCH PLAN FOR ARCHITECTURE FIRM

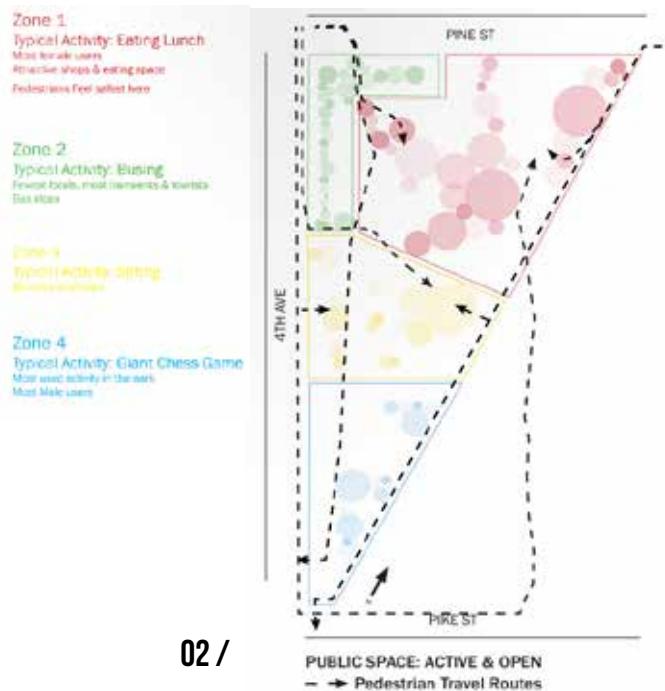
Tasked with developing the first human-centered research plan for an architecture firm lacking a research based design process. Presented to principal group and integrated into the firm's design process planning.

## 04/ "FULL PLATE" APP RESEARCH & PROTOTYPE

Research study produced for UX Design Research course at University of Washington Human Centered Design and Engineering Department.



01 /



02 /



## Design for the Human Experience

At GGLO we are committed to designing for the human experience. As part of this process, we evaluate the built spaces we design – both to understand our successes and to better serve our clients in the future.

### Key Inquiries about a Project's Performance

- How is the project serving the needs of the user group for which it was designed?
- How is the project performing for the owner?
- How does the user perception of the project compare to similar, nearby projects?

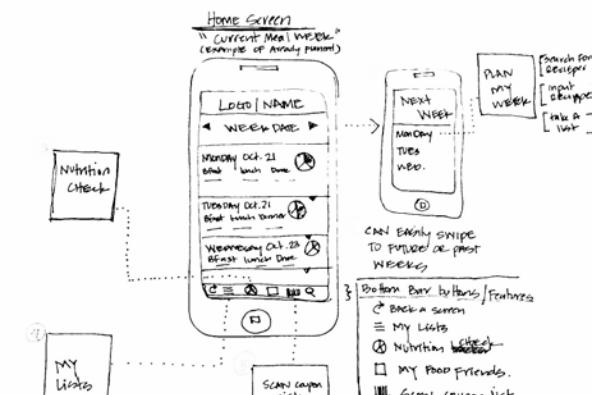
### Multi-Metric Evaluation

We employ 5 metrics to evaluate a project. These metrics leverage existing information and evaluate user experience in conjunction with a one-day project survey to evaluate a project in terms of the three key questions above. The information we collect during our site survey is synthesized to create a "performance snapshot".

### The Performance Snapshot

The "Performance Snapshot" is a reference document that summarizes the trends in project performance. Sharing this information between GGLO and our clients creates more transparency and enjoyment.

03 /



04 /



# EXPERIMENTS

## 01 / SUPERFUND SUPERFUN

Community driven remote control boat installation to steer conversation about the river.  
Project video at <https://vimeo.com/155140337>



## 02 / UNIVERSITY STREET EVENTS / BRANDING

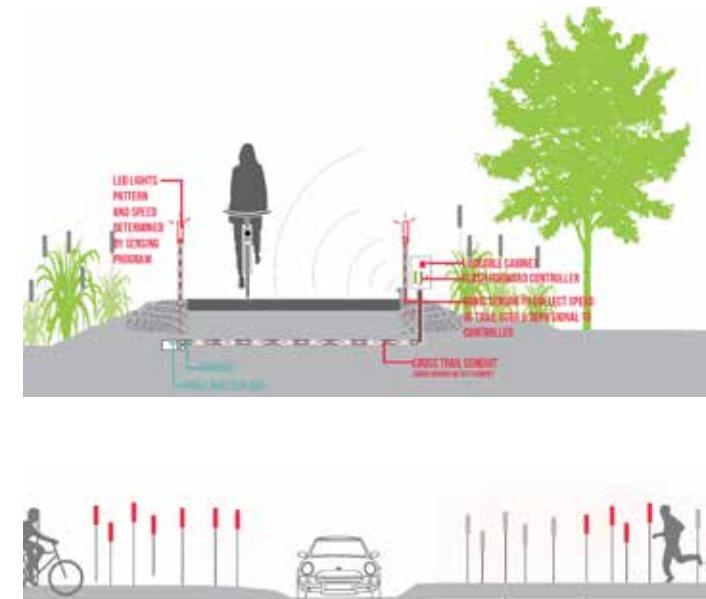
Series of events to create a place-based brand and new public perception of University Street.  
Project video at <https://vimeo.com/151218788>



Where I experiment with art, technology, creating collective experiences, writing and making through commissioned and self-funded works

## 03 / "FLASH FORWARD" INTERACTIVE INSTALLATION

Concept for human-movement triggered installation using sensors and speed data along a bike path.  
Developed for City of Redmond, WA.



# JENNY KEMPSON

THANK YOU FOR REVIEWING MY WORK.

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