

AvaLinn co-creation applications

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AvaLinn

*Urban space is tranforming, give
yor opinion*



Look to the **future plans**

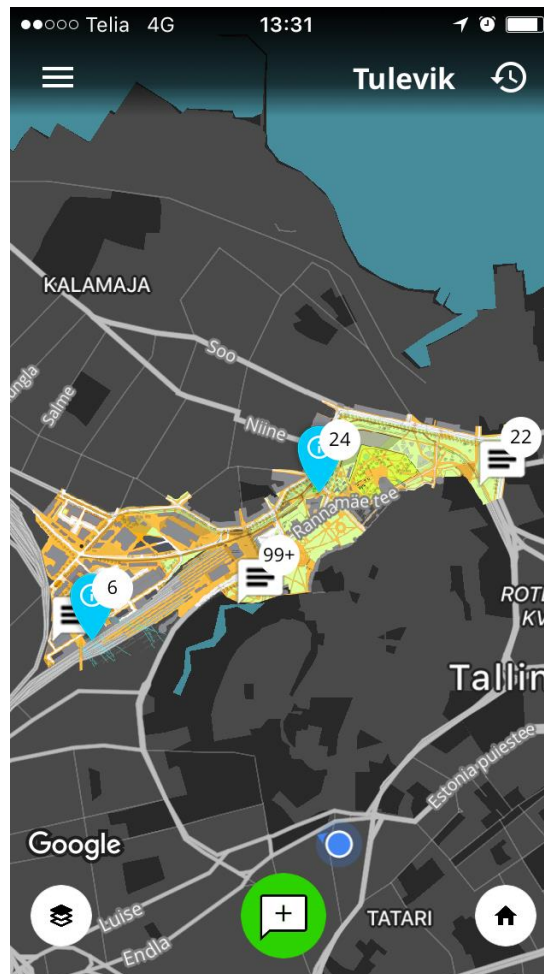
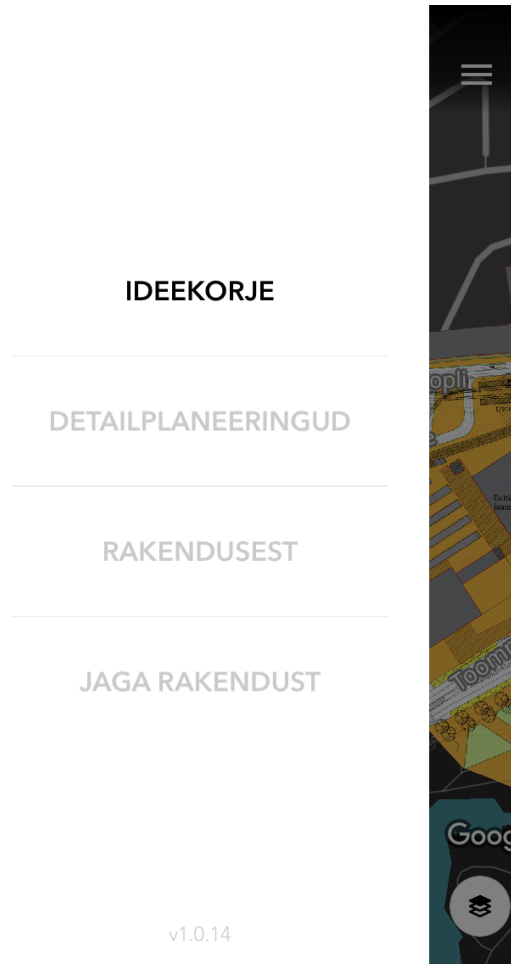
Share opinion

Like / Dislike



AvaLinn

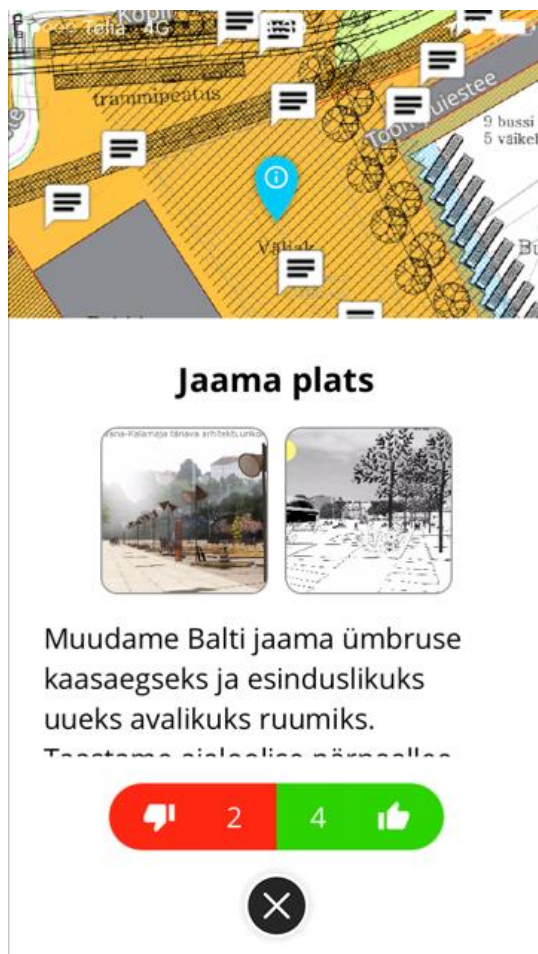
SIMPLE





AvaLinn

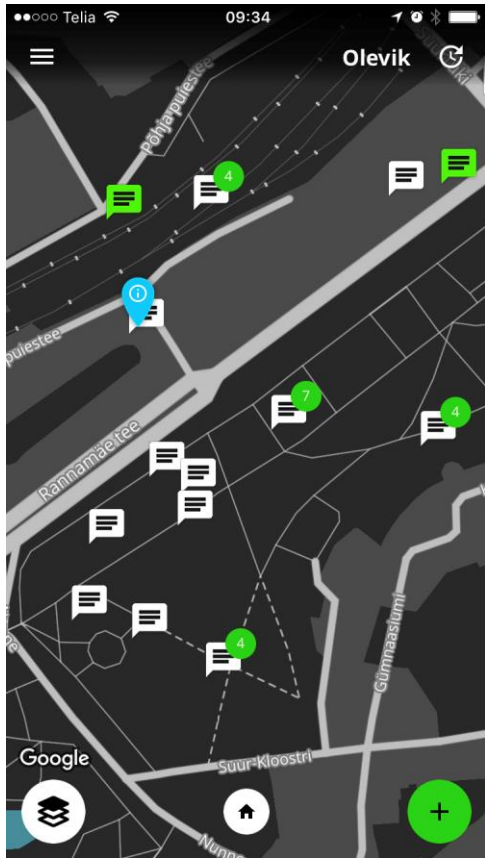
PLAYFUL





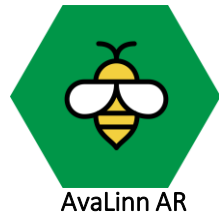
New co-creation app AvaLinn

PRESENT AND FUTURE



DISCUSSION



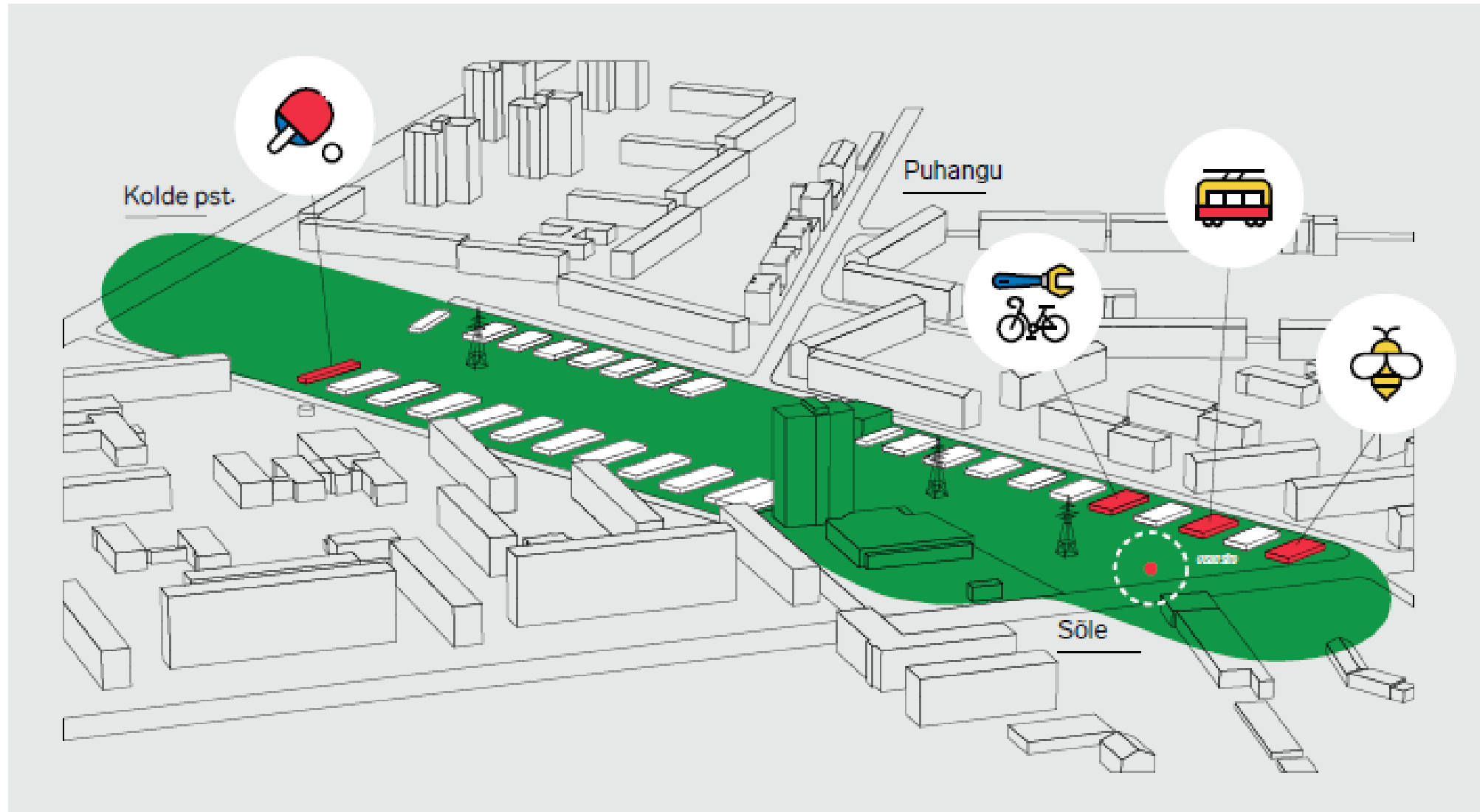


AvaLinn AR

- **visualizes** Pollinator Highway main ideas on site via augmented reality
- **the murals** painted on garage walls **act as markers** that activate 3D content projected into outdoor space. Compared to traditional 2D drawings, citizens get a real-life experience of the future urban space on site
- it is a **playful way to communicate** with citizen, activates new forming public space before long-term plans
- facilitates discussions, helps to share knowledge

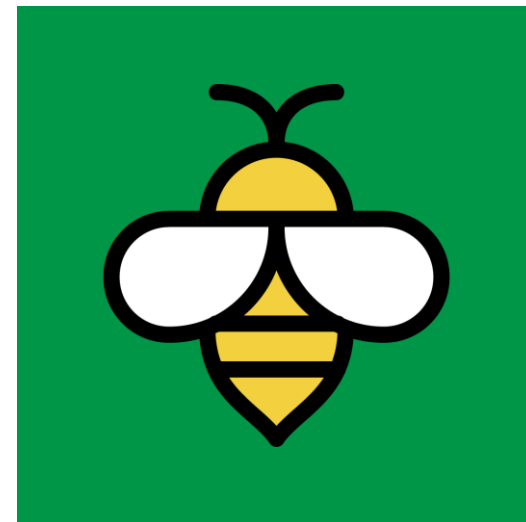


AvaLinn AR murals (markers) locations in Pollinator Highway



AvaLinn AR app - technical data

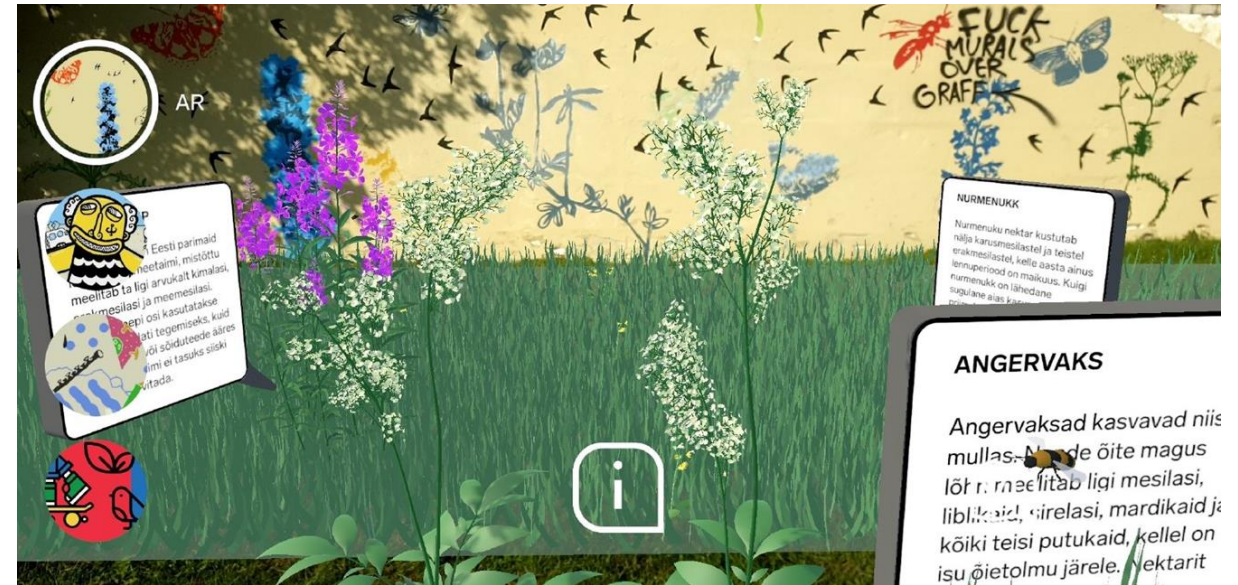
- > Used software - AvaLinn AR is built on **Vuforia Unity platform**.
- > **Extended tracking** allows to walk inside the model, app continues to work and show the future vision in 3D.



- > App allows to view/experience the vision from different angles - eg get the immersive space experience of the tram and bicycle corridor.
- See tram animation from different angles and feel the distances.

Murals on garage walls brings Pollinator Highway **vision to life!**

BIODIVERSITY



SUSTAINABLE MOBILITY



ALTERNATIVE USES FOR GARAGES



LEISURE ACTIVITIES





Key lessons learned

- core value is **experience**, creates **feelings, emotions**.
New way to interact with planning documents<-
become easier to follow
- helps to define new problem angles or challenges in plans
- a playful tool that enables planners to experience future cityspace from user (citizen) perspective
- possibility to reach new target groups (youngsters) in city planning
- we gathered list of ideas how to develop the app further/what additional features it should hold



- AR/new technology doesn't replace traditional engagement, but it gives a new platform how to carry them out
- different target groups require different addressing/engagement methods

Thank You!

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