VanParksVision

Vancouver Parks At Your Fingertips

CITY OF Vancouver WASHINGTON Parks & Recreation

App Phases & Goals

PHASE 1

Let's Envision

- Illustrate new and unfamiliar park concepts
- Educate the community about upcoming parks and their amenities
- Promote the parks' mission and values
- Engage neighbors and potential donors with park plans
- Lay the foundation for Phase 2

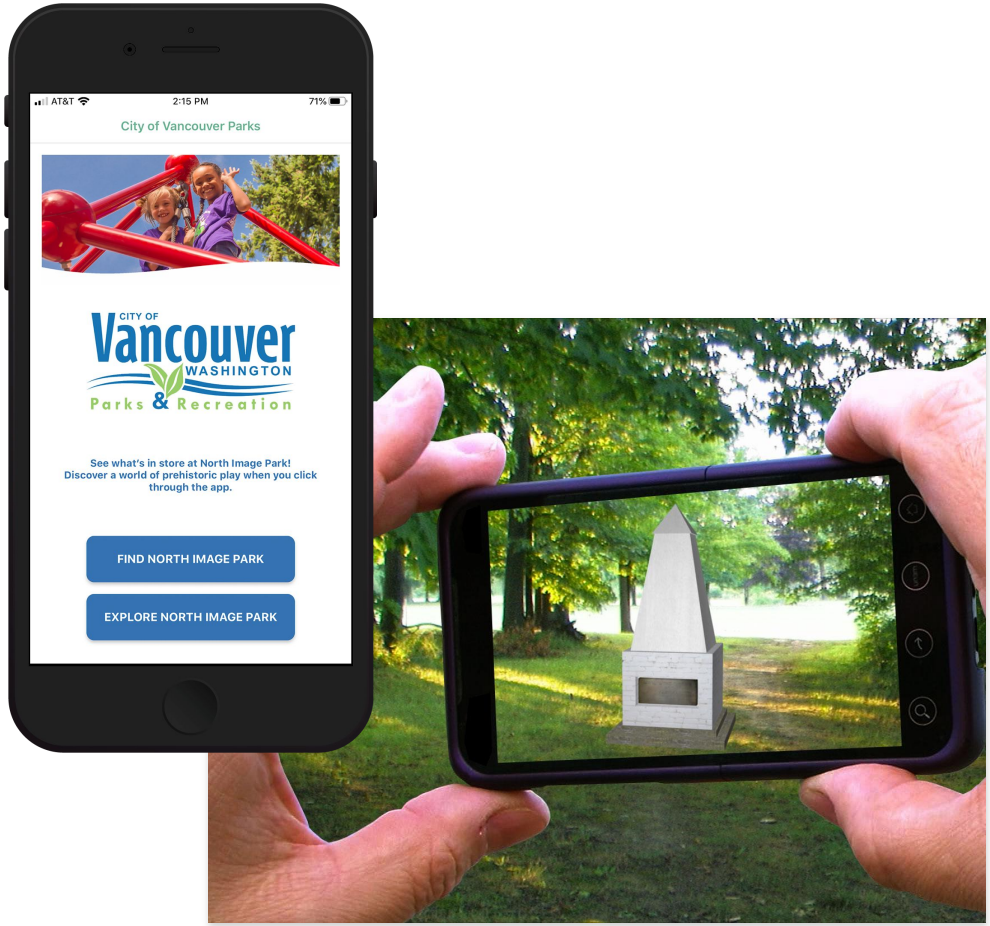
PHASE 2

Let's Play

- Build on the goals of Phase 1
- Get people in the parks

Development

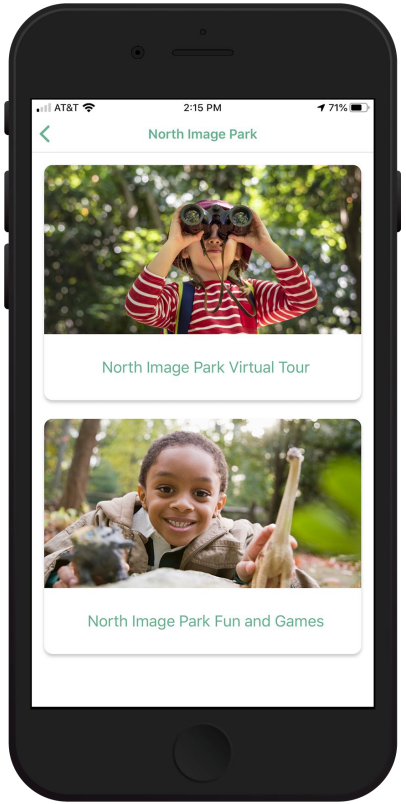
- Current Approach
- Improved Accessibility



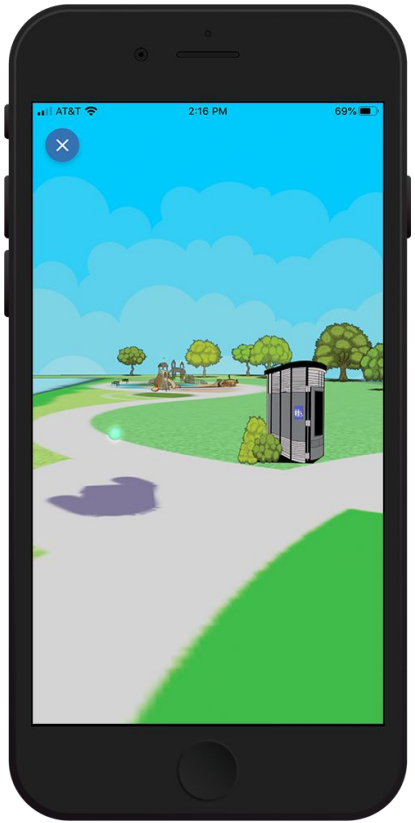
Current Approach

Home Screen

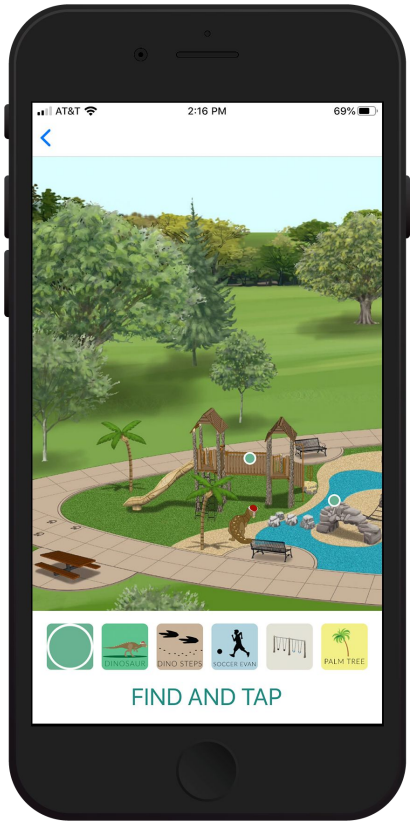
Park Landing Page



Virtual Tour

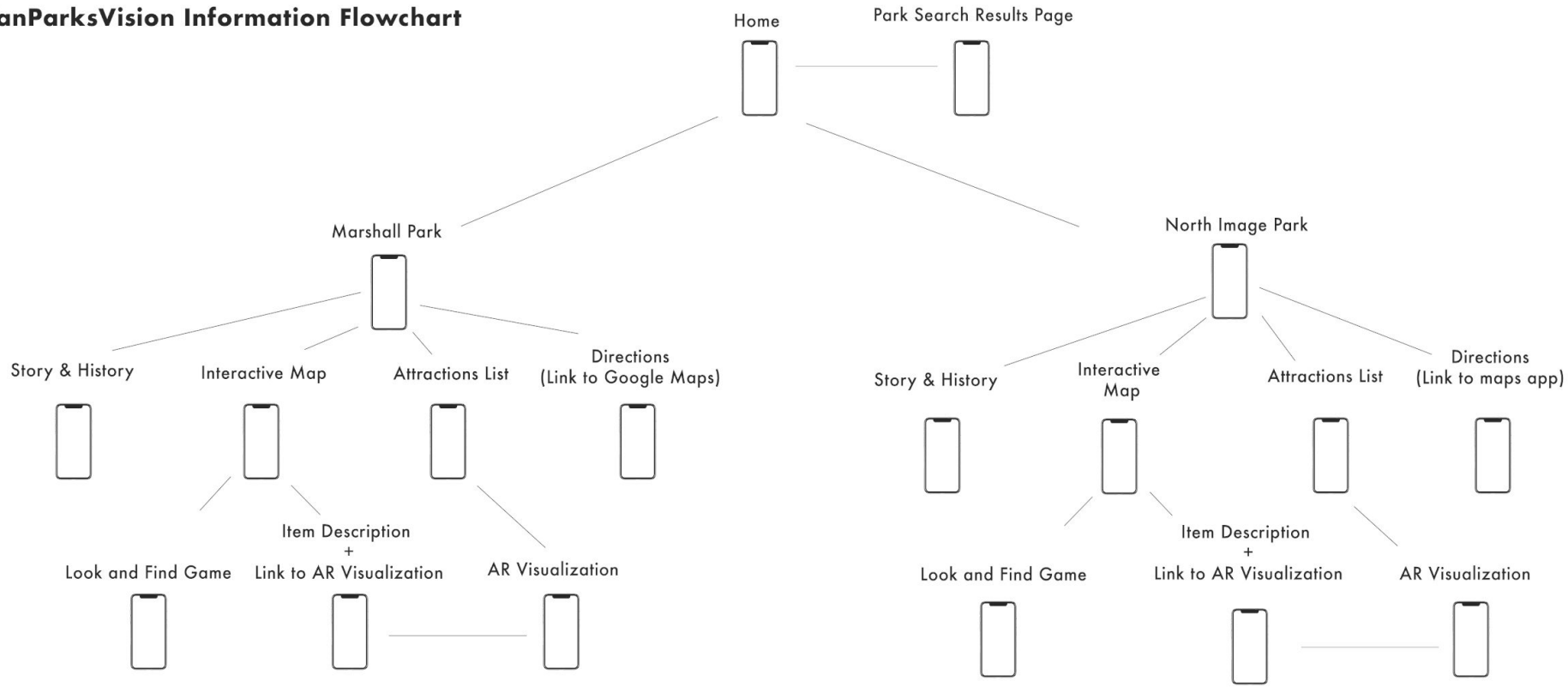


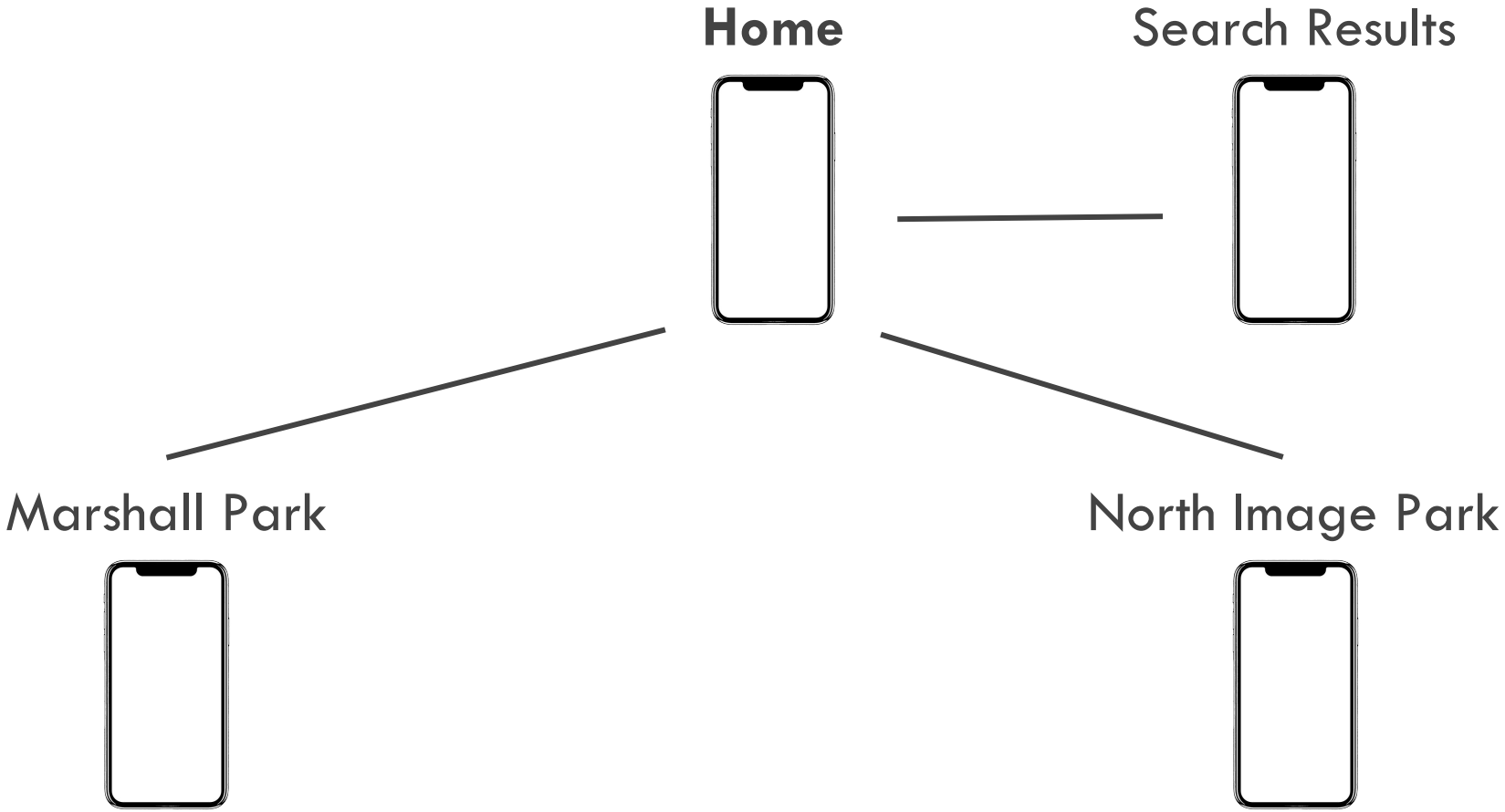
Fun and Games



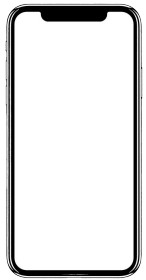
Proposed Changes

VanParksVision Information Flowchart

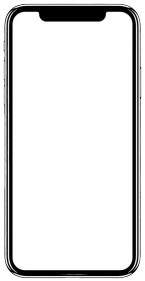



Home
Search Results
Marshall Park
North Image Park

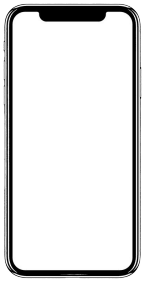
Marshall Park



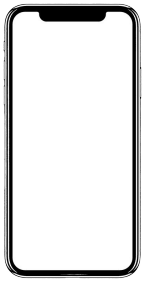
Story & History



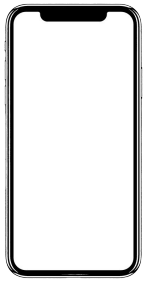
Interactive Map



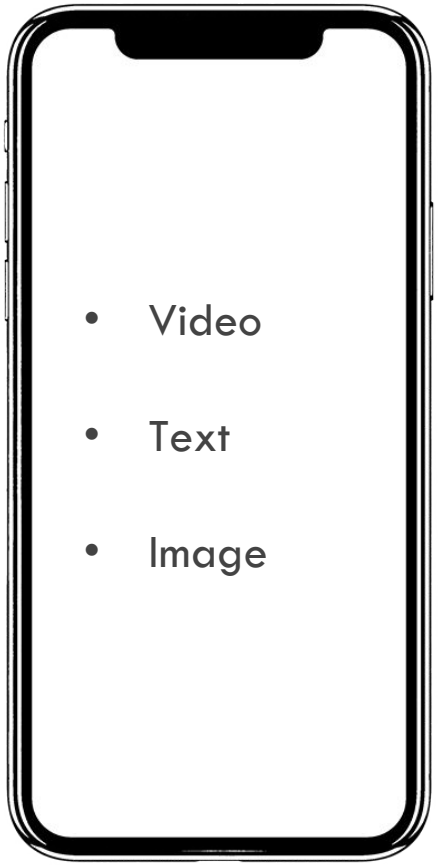
Attractions List



Park Directions



Story & History

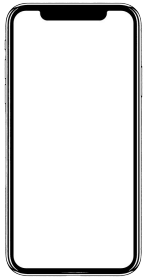


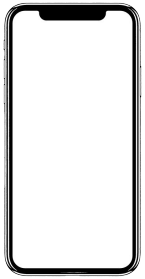
Interactive Maps

- Icons
- Info
- Look & Find
- AR View

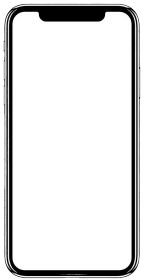
Interactive Map

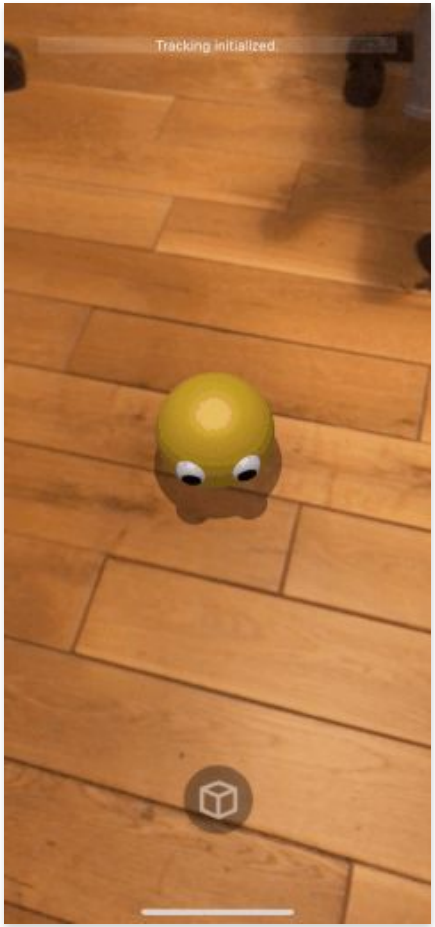
Attractions List





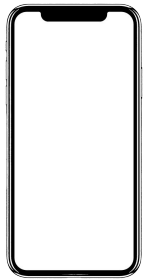
AR Visualization

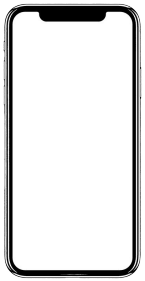




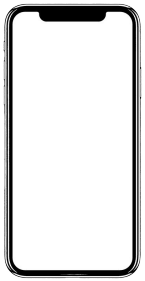
Park Directions

North Image Park

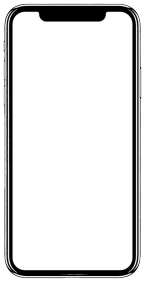




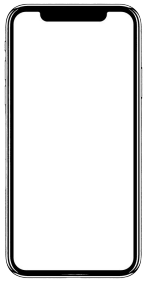
Story & History



Interactive Map



Attractions List



Park Directions

Design

- Brand Identity
- Mood Concepts

Color Palette

Main & Secondary Color Codes

Main Palette

Name: COV Blue
HEX: #3573B3
RGB: 53/115/179

Name: Moss
HEX: #99CF6A
RGB: 153/207/106

Name: Fort
HEX: #68B291
RGB: 104/178/145

Secondary Palette

Name: Sand
HEX: #E3E2D7
RGB: 227/226/215

Name: Firehouse
HEX: #CC0000
RGB: 204/0/0

Name: Driftwood
HEX: #787160
RGB: 120/113/96

Type Samples

Header Variations, Body Copy, & Links

Header 1

Font: Twentieth-Century Bold

HEADER 2

Font: Twentieth-Century Bold

HEADER 3

Font: Twentieth-Century Bold

SUBHEADER 4

Font: Twentieth-Century Bold

Subheader 5

Font: Twentieth-Century Bold

This is body copy. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

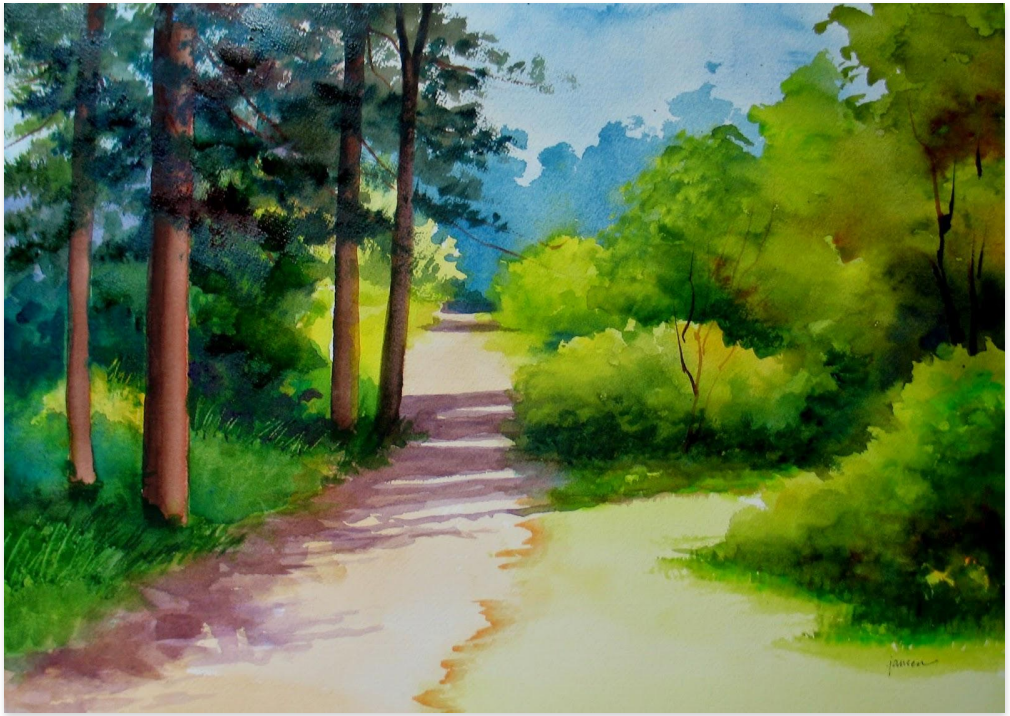
Font: Twentieth-Century Regular

This is an inline hyperlink

Font: Twentieth-Century Bold / color: #3573B3 or #99CF6A

Mood Board 1 Watercolor

Main Inspiration



Mobile Concept

Mood Board 2 Isometric

Main Inspiration

Mobile Concept

Mood Board 3 Illustrative

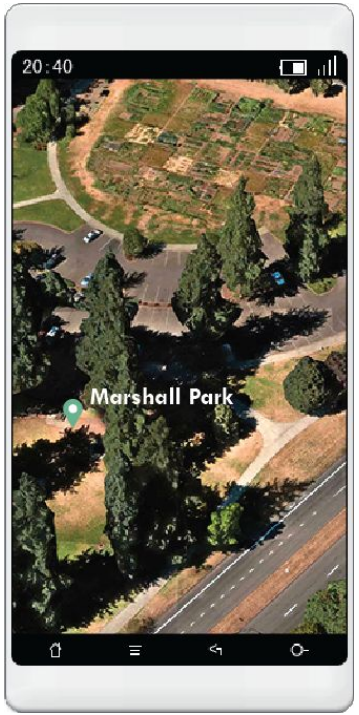
Main Inspiration

Mobile Concept

Mood Board 4 Realism

Main Inspiration

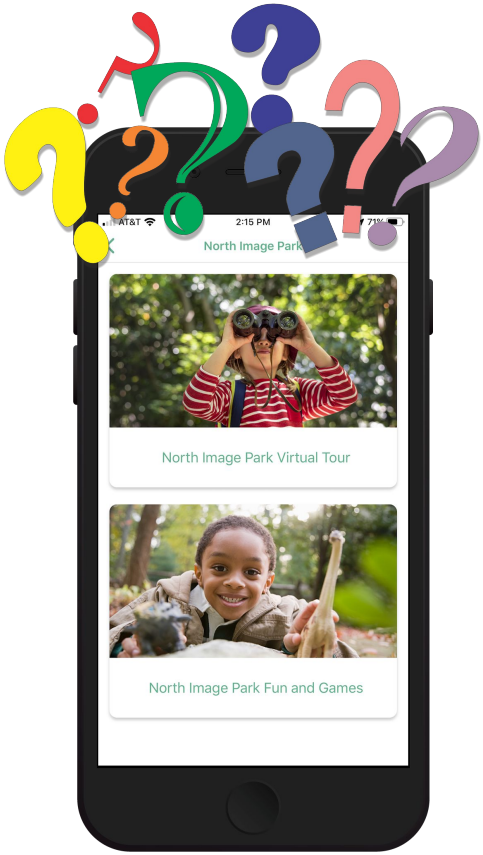
Mobile Concept



Content

- Expanding Content
- Video Story Treatments

Expanding Content



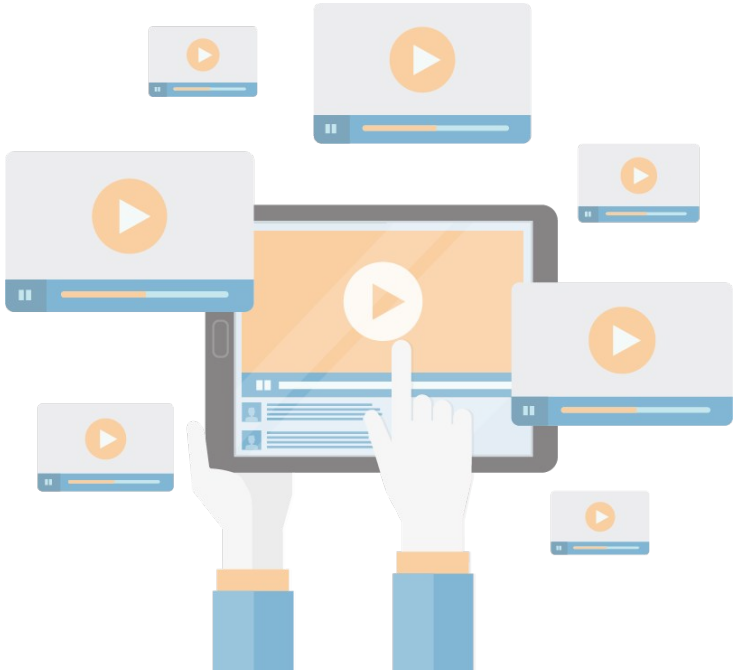
- Better educate audience through expanded content
- Engage larger audiences with 3D elements, video, and other common media
- Give each park a story and history to connect with

The Value of Video

- Video still leading media consumption
- U.S. adults spend almost **6 hours per day consuming video.** Nearly 4.5 of those hours are spent on a phone or tablet
- Videos can promote the app and reach a broad audience

Proposed Videos

- Introductions to Marshall and North Image Park
- VanParksVision App Trailer
- Park Accessibility Features
- Chelsea Anderson/VFD Memorial
- Instructional How-To for the App



Video Treatment Introduction to Marshall Park

Video Goals

- Introduction to Marshall Park and its features
- Highlight accessibility as first Harper's Playground in Southwest Washington

Overall Mood

Exciting, welcoming, and informative

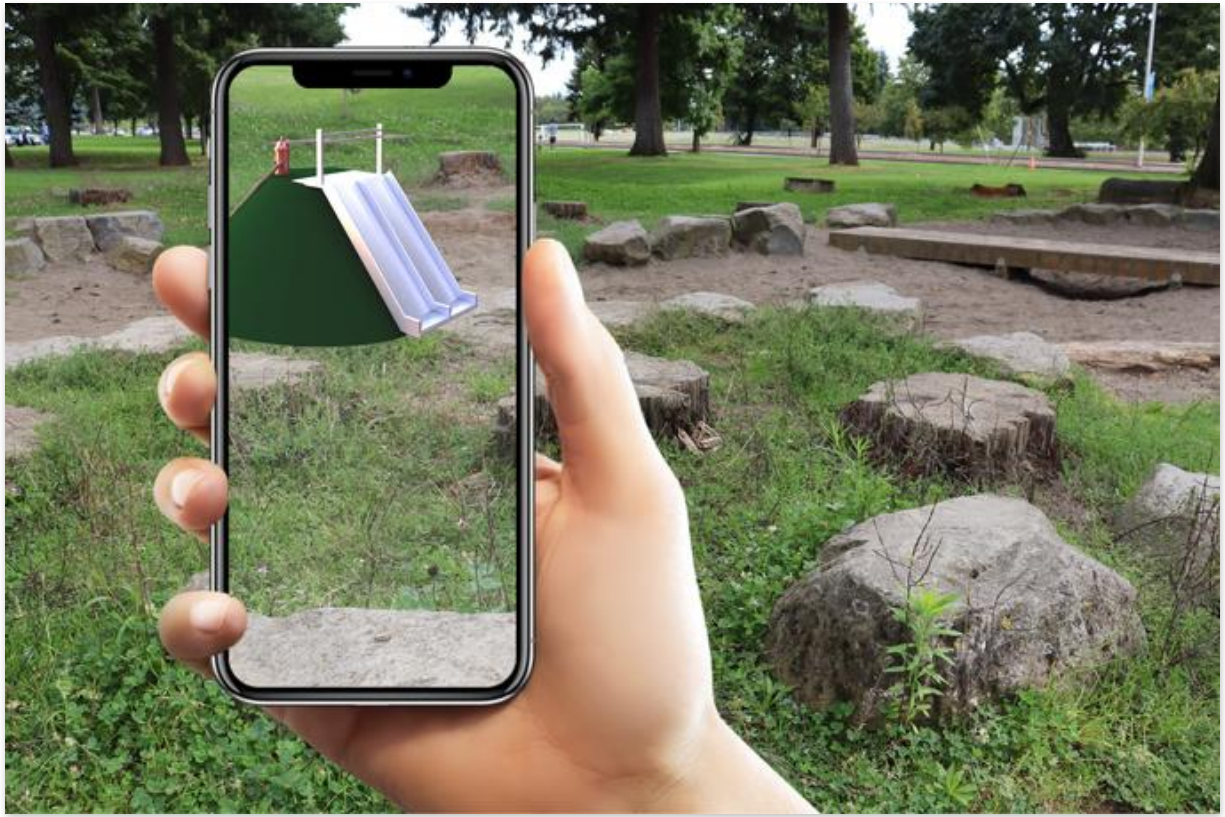
Video Treatment VanParksVision App Trailer

Video Goals

- Promote the VanParksVision app and its purpose
- Highlight app features
- Show ease of use

Overall Mood

Uplifting, progressive, and accessible



Video Treatment Park Accessibility

Video Goals

- Demonstrate the accessibility of the park
- Introduction of concepts of all-inclusive play & Harper's Playground

Overall Mood

Bright, fun, and welcoming

Video Treatment Chelsea Anderson & Vancouver Fire Dept.

Video Goals

- Honor the vestige of the original park concept as inspired by Chelsea Anderson
- Highlight the positive impact on the community over the past 20+ years

Overall Mood

Inspiring, touching, and uplifting

Assets

- 2D Map Concepts
- AR Model Concepts

Interactive Map

- Access to information about all park assets and amenities
- Ability to view the entire layout of the park
- Easy to understand, familiar map navigation (such as Google Maps)

Look & Find Activity

- Users find 5 hidden mascots throughout the interactive map
- Encourages exploration of the map and park features
- When a mascot is found, the activity will prompt
  - Window providing park trivia or other information
  - “You have found 1 of 5 hiddens mascots!”
- When the last mascot is found, a victory prompt will appear, and could be an opportunity to include local promotions
- An activity for parents and kids to do together

AR Visualizations

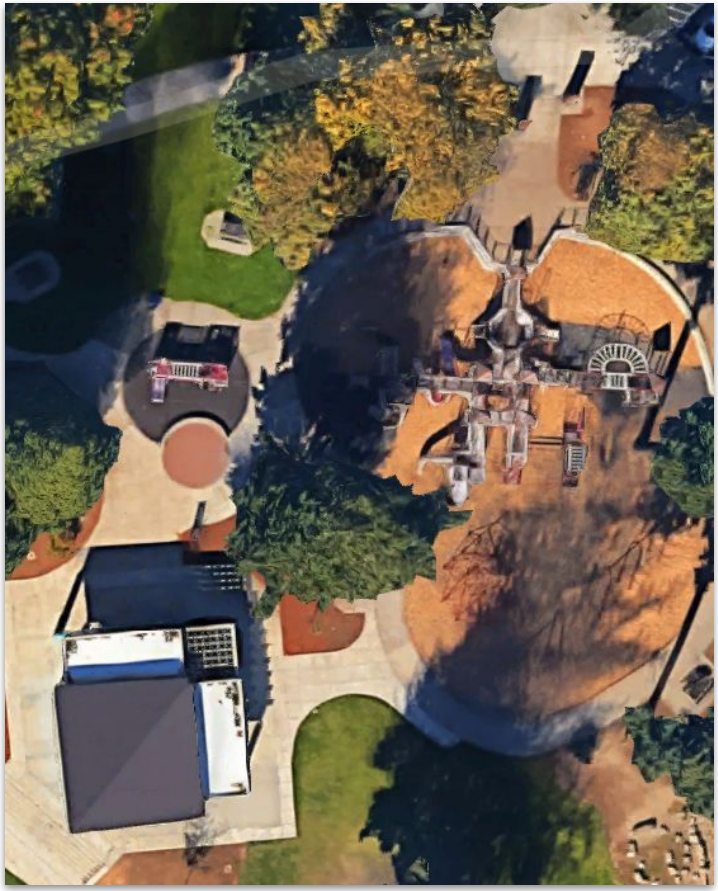
- Conceptual models can be viewed from 360°
- 3D helps to visualize objects in a real space
- AR allows users to contextualize the experience if in the park space

Asset Prototypes Watercolor

Asset Prototypes Isometric

Asset Prototypes Illustrative

Prototype Assets Realism



Promotions

- App Taglines
- Social Media Concepts

Potential Taglines

Vancouver Parks At Your Fingertips

All-Inclusive Play Coming Your Way

See What Could Be

Analytics

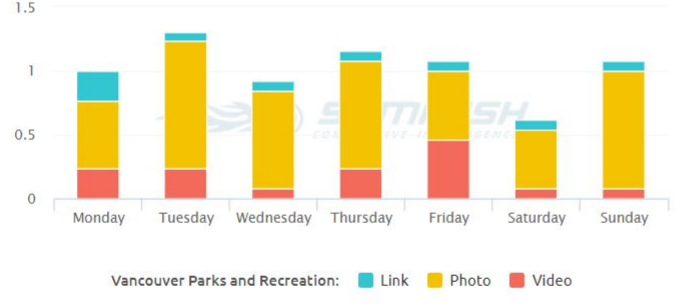
Vancouver Parks and Recreation, @goplayvancouver

Social channels	Audience	Activity	Engagement
Facebook	7,617	92	2,829
Twitter	3,869	78	267
Instagram	1,872	29 ↑	1,013 ↑

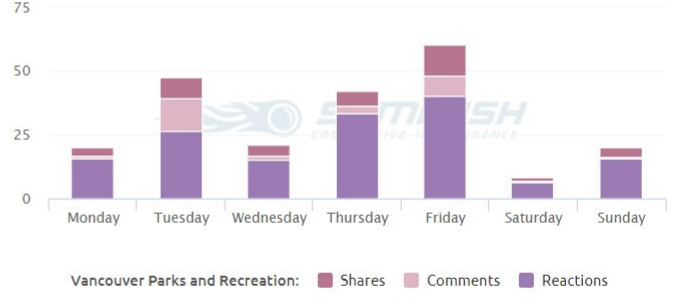
When posts are published and people engage with content

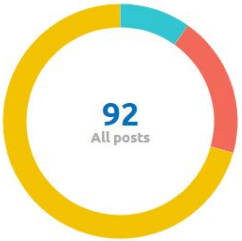
Time zone: UTC–8 | Days of week: Monday - Sunday | Post types: All post types

Day of week when posts are published

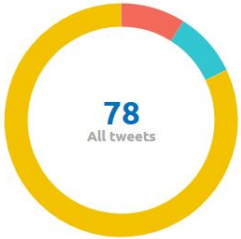


Day of week when people engage with posts

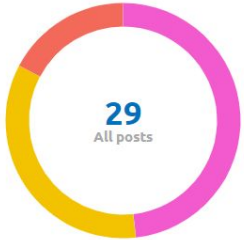




Post types	Posts	Posts/day	Engagement/post	Engagement rate
Photo	65 (70.65%)	0.72	23.98	31.49
Video	18 (19.57%)	0.2	56.83	74.61
Link	9 (9.78%)	0.1	27.44	36.03



Post types	Tweets	Tweets/day	Engagement/tweet	Engagement rate
Photo	64 (82.05%)	0.71	3.02	7.79
Video	7 (8.97%)	0.08	5.71	14.77
Link	7 (8.97%)	0.08	4.86	12.55



Post types	Posts	Posts/day	Engagement/post	Engagement rate
Carousel	14 (48.28%)	0.16	32.29	172.47
Photo	10 (34.48%)	0.11	34.1	182.16
Video	5 (17.24%)	0.06	44	235.04

Hashtags

№	Hashtags (8 found)
1	#tbt
2	#6tosunset
3	#guessthepark
4	#vanwa
5	#usasoftball
6	#playball
7	#barksintheparks
8	#voluntour

Proposed Hashtags

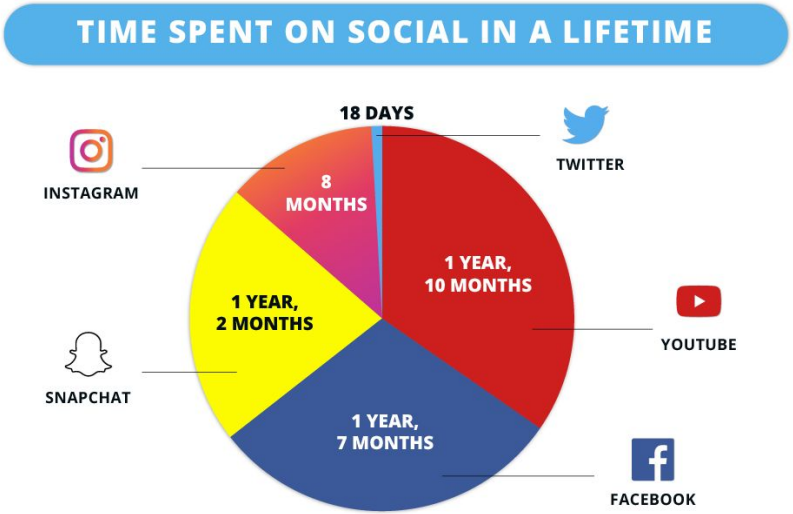
- #VanParksVision
- #VanParks
- #LetsEnvision
- #EnvisionandPlay
- #ParkInProgress
- #ProjectPlay

Video on Social Media

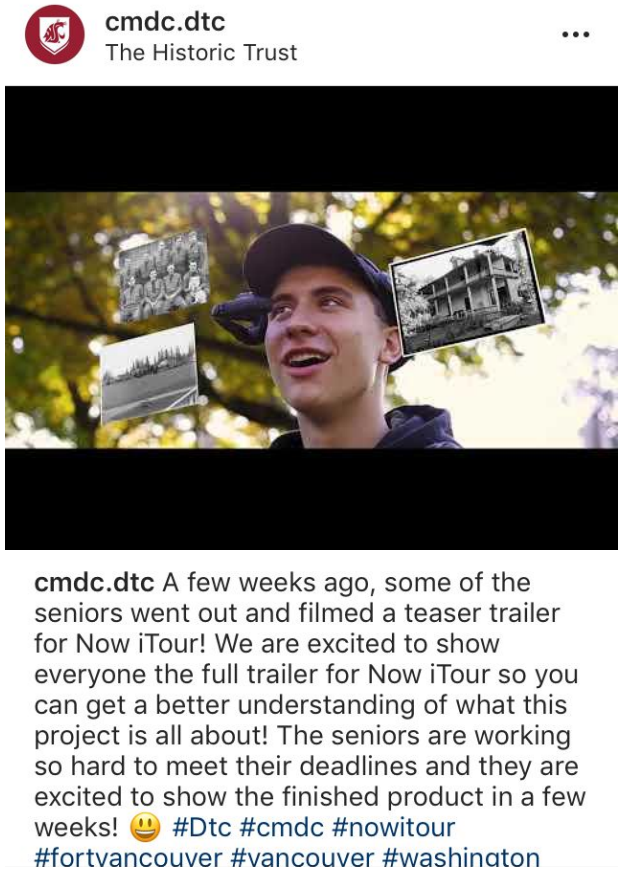
- Videos receive **38% more engagement** than image posts and **2.1x more comments** (https://sproutsocial.com/insights/instagram-stats/)

- 15-30 second videos are best for social media, but we frequently see influencers post 60 second videos on Instagram that still get views

- Longer videos can be trimmed down to highlight the main objectives of the post
  - Example: To Inform, tantalize, or showcase certain aspects



Example Video Post



Example Graphic Post

Example User-Generated Content Post

- Shares park locations
- Includes stories and photos shared by the community
- Uses hashtags for sharing and visibility
  - #VanParksVision
  - #ProjectPlay
  - #GoPlayVancouver
- Encourages users to share park and app experiences

Post Scheduling

- 41% of people unfollow an account on social media because they feel the information isn't relevant to them

- 46% of users unfollow an account because it posts too much

- 18% of people unfollow an account because it doesn't post enough

Social Media Calendar Example

One Week

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
	Video Post - App Trailer	#TriviaTues - New Park Structures	North Image Mascot Reveal	#tbt Photo of Marshall Park Past	#FeatureFri - User Generated Stories	X	North Image Park Structure
	Video Post - App Trailer	#TriviaTues - New Park Structures	North Image Mascot Reveal	#tbt Photo of Marshall Park Past	#FeatureFri - User Generated Stories	X	North Image Park Structure
	Video Post - App Trailer	#TriviaTues - New Park Structures	North Image Mascot Reveal	#tbt Photo of Marshall Park Past	#FeatureFri - User Generated Stories	X	North Image Park Structure

Social Media Calendar Example

Single Day, Detailed

Publish Day	Platform	Media Type	Time	Topic	Caption	Hashtags
Sept. 30th		Video	10am	User Generated Content	*User's* family is having a blast at Marshall Park! Can't wait for them to experience the new one! To be featured next week, use #VanParksVision.	#VanParksVision #VanParks #MarshallPark #ParkInProgress

Thank You