

Proposal – The Boardwalk

Implementation:

I plan to create an app for people to use to socialize at the boardwalk. It will include areas where people can meet up if they're doing the same thing. For example, if you're walking, running or biking and you don't want to go on your own. You can use the app to meet up with other people to connect with each other and stay active at the same time. This will allow Austinites to create community within the Boardwalk. This will include a map with all the entrances and meet up places at the Boardwalk. The app will become a way to interact with others and let the community grow within the site.

Included in App:

- Map of all entrances to the Boardwalk & meet up places
- Volunteer meet ups – once every other week or once a month to meet up and clean around the Boardwalk [have people interact with one another doing the things they love to do. (creating community)]
- Biking at the Boardwalk – bring your friends, rent a bike, & meet up to spend the day interacting with community & nature

What you'll see/who you'll meet:

- Runners, walkers, puppy playdate,
 - Belting It Out Installation – 36 songs
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The community around the Boardwalk:

The population is younger, predominantly in the mid-20s. About half are Hispanic, about one-quarter Caucasian. Many University of Texas students and young professionals live here because of the low housing cost and proximity to the university campus and downtown

Strategy Document – The Boardwalk

Profile

The Boardwalk is a new addition to the famous Austin Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake. About 20 years ago the Boardwalk project was introduced by Butch Smith as a vision to unite one end of the trail with the other. There are people from all ages engaging in many activities on their own or with their family. They show the numerous ways the Boardwalk conveys movement and staying active.

Creative Brief

The Boardwalk works as a puzzle piece completing the overall picture as it becomes part of the community. The Boardwalk “clicks” into place and fits right in with the lively attitude of the trail and the Lady Bird Lake. The Boardwalk is the “final” piece of the puzzle and with it, the opposite ends of Austin merge into a single place and become whole. No longer are the two different worlds separated.

Design Direction

“I want you to see The Boardwalk as a place where people can come and connect.” The boardwalk is the main connector of the West and East side of Austin, so I decided to use connect the dots style to make an emphasis that it was the missing piece to the Austin community. I decided to add the Boardwalk to it and make that connect the both sides of Austin to show the connection between the two different sides of Austin.

Audience Analysis

This identity speaks to the people who visit the Boardwalk daily, for a day of running, walking or biking. Whether it's by themselves, with their dog, or family/friends.

Touchpoint Opportunities

Post Signs/Flags along the path
Banners/Flyers (hanging along the railings of the Boardwalk)
Website for Boardwalk/ Social Media – SC, Instagram, FB
SWAG – stickers, water bottles, t-shirts, cap/hat