



WPI



**THE CULTURAL TRIANGLE OF HONG KONG:
REVITALISING ITS COMMUNITY THROUGH A
DIGITAL PLATFORM**

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INTRODUCTIONS

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Computer Science
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RONIT BANERJEE



Computer Science
Class of 2024

BRANDON LUONG



Computer Science
Class of 2024

REGINA VALENCIA



Aerospace Engineering
Class of 2024



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THE SMART CULTURAL PRECINCT (SCP)

- Aims to improve the lives of community members within Central District and preserve cultural heritage
- Goals are achievable through a digital platform such as a mobile application



PROJECT GOAL

To create an identity for a potential SCP mobile application, which aims to foster a **sense of community** within the area.

OUR PROJECT OBJECTIVES

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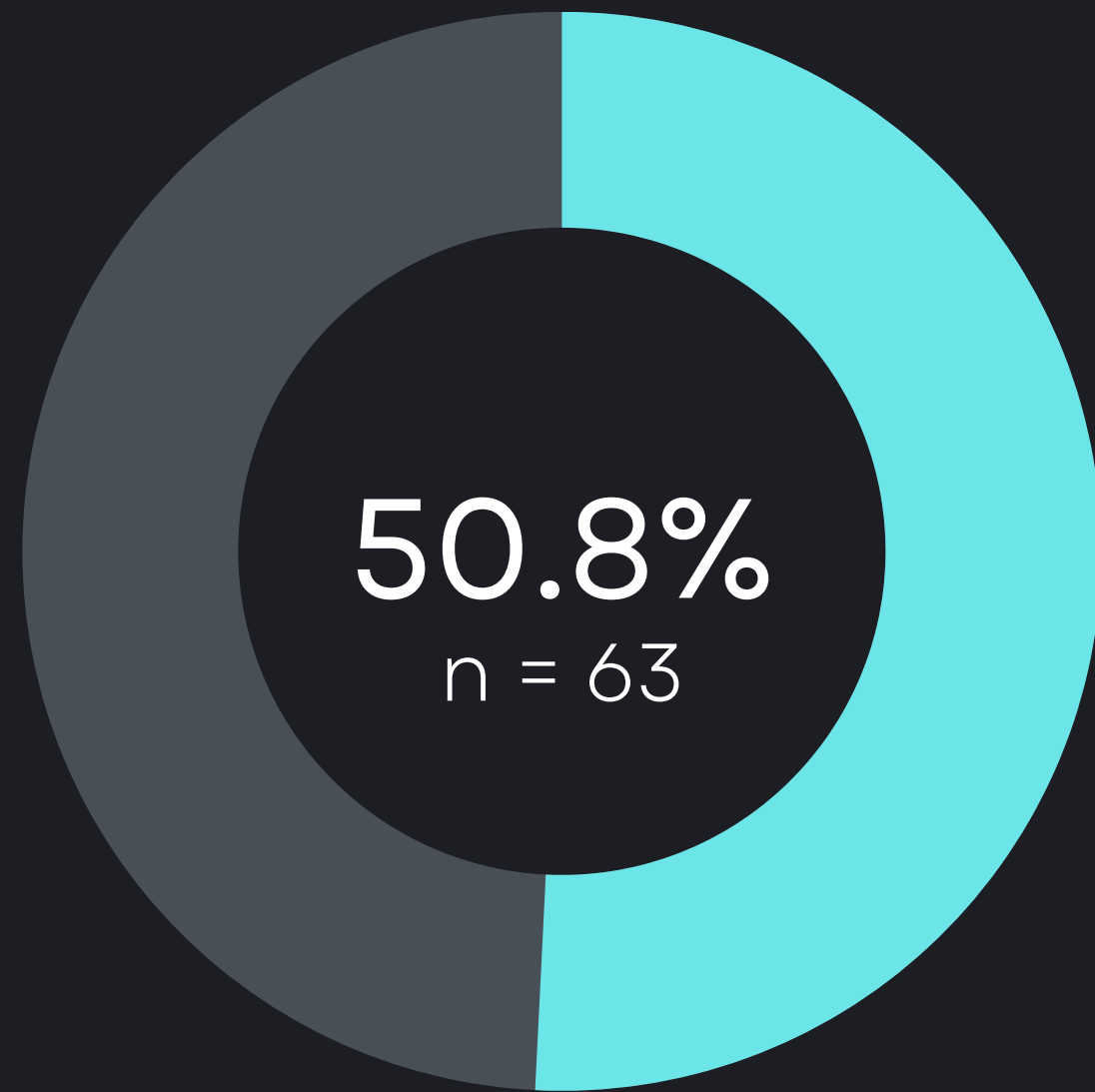
1. Identify heritage sites in the SCP area

2. Collect community perspectives

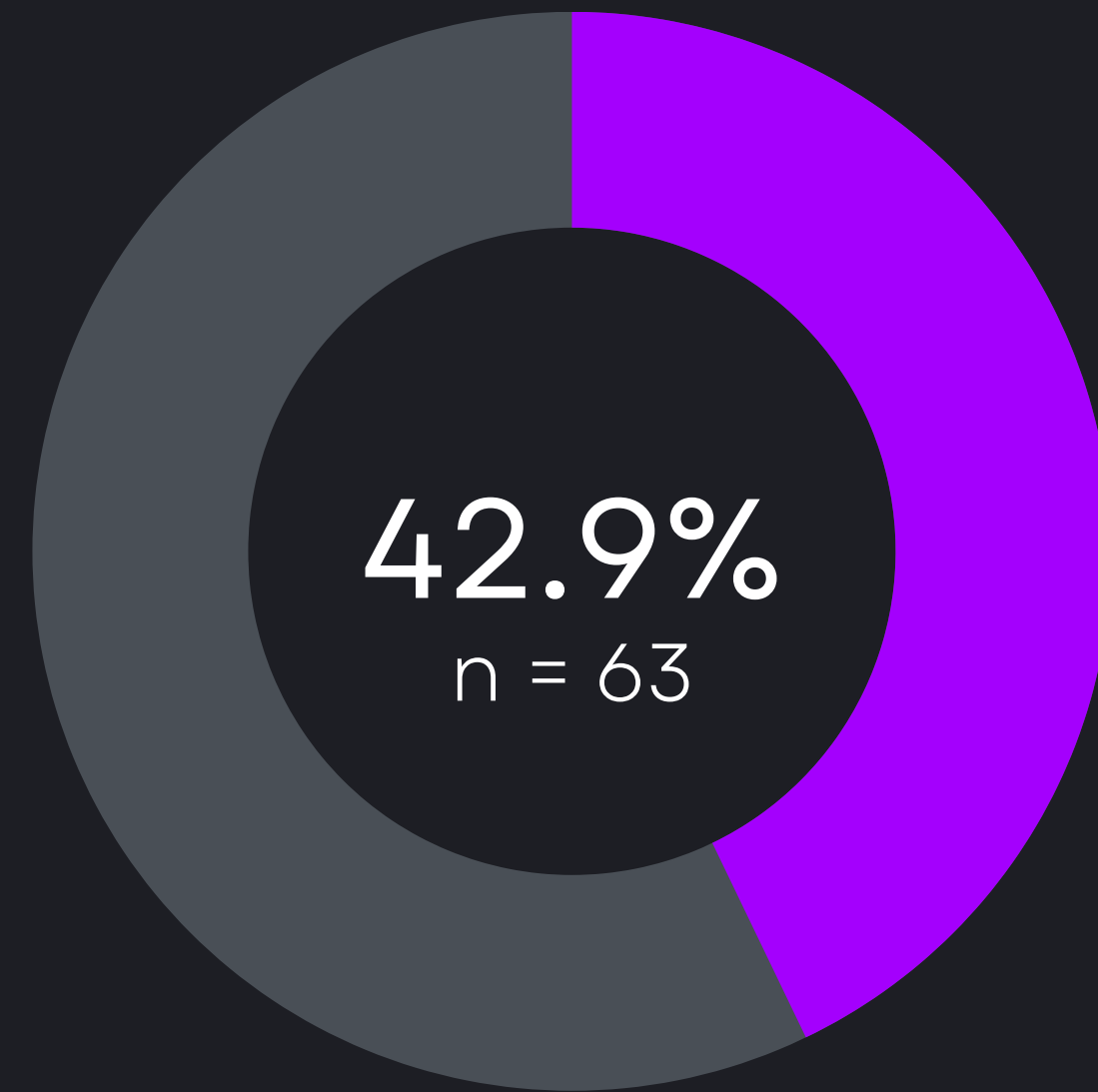
3. Create an identity for the SCP app

4. Assess the feasibility of the SCP app

WE SURVEYED THE COMMUNITY TO SEE WHAT CHANGES THEY WANT.



said they want more cultural festivals in Central.



said they want more community engagement in Central.

EXPERT INTERVIEWS

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PHIL KIM
Chairman,
Urban Land
Institute



CONNIE CHENG
Program
Director, Urban
Land Institute

"People in Hong Kong know only about 10% of events going on in the city at any given time."

EXPERT INTERVIEWS

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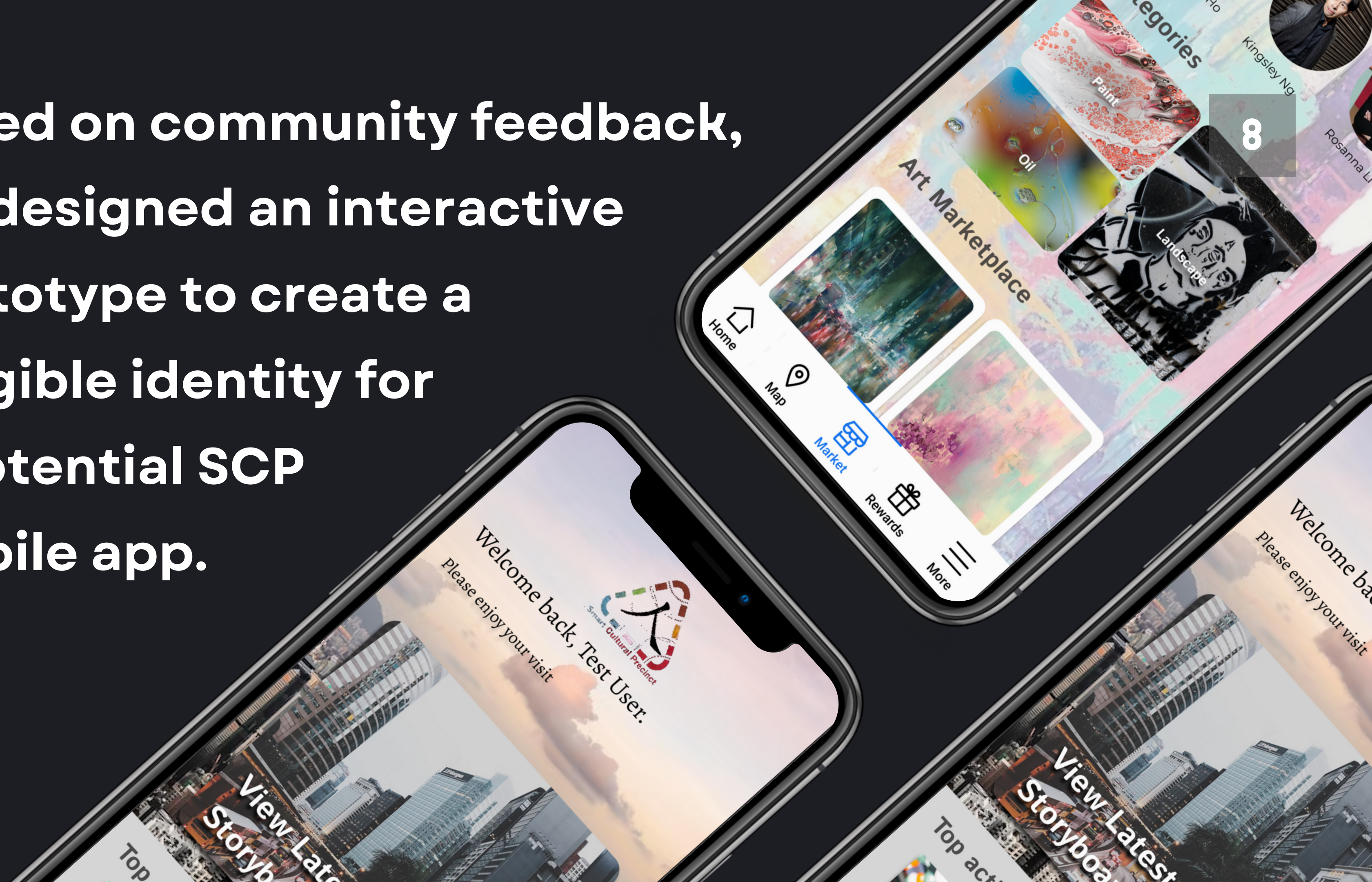
ALVIN YIP



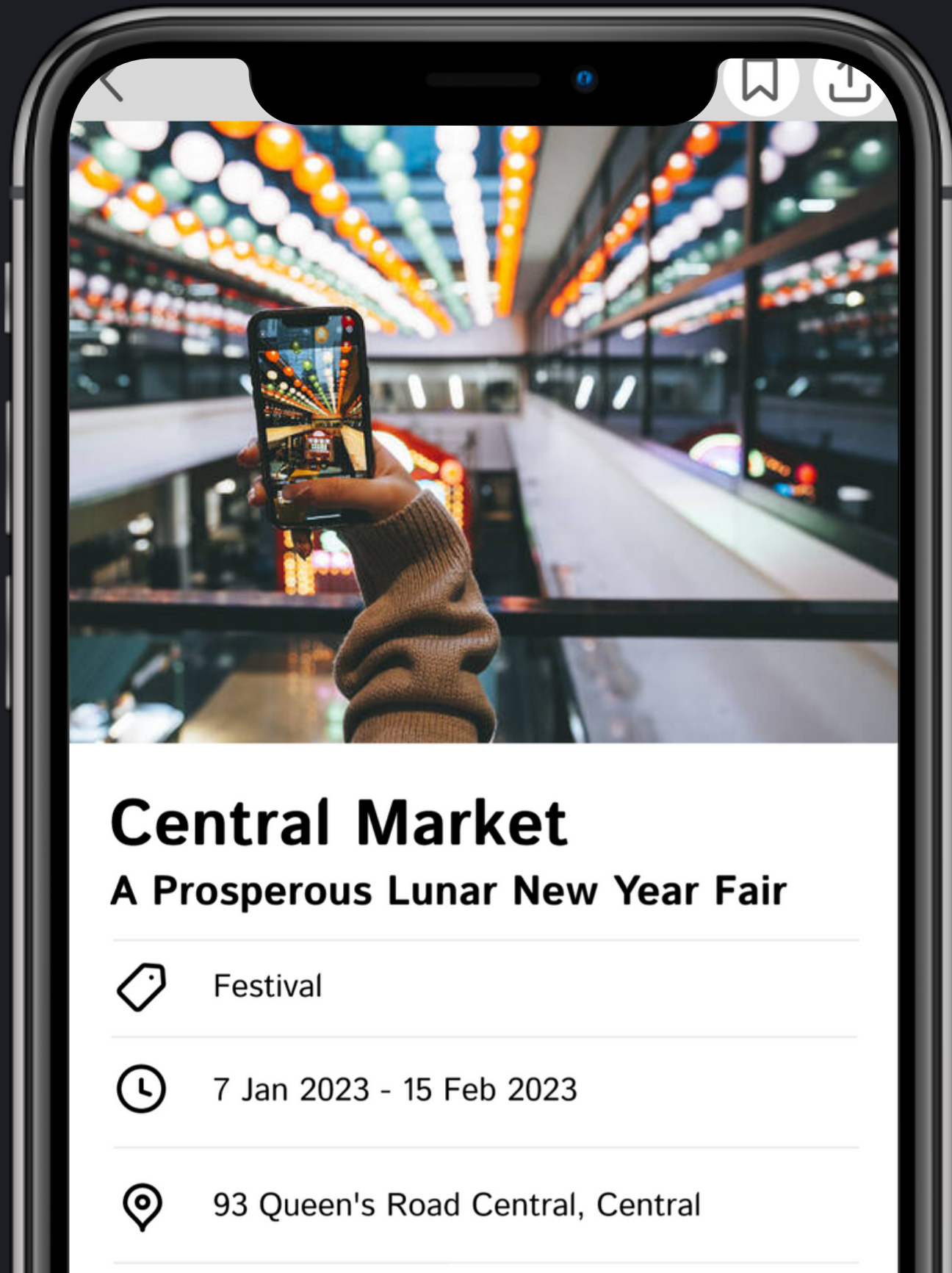
Award-winning
Urban Designer
and Architect

"I see all of these interesting artworks and I don't need an app, but I would download an app that connects me to these artists---that's interesting."

**Based on community feedback,
we designed an interactive
prototype to create a
tangible identity for
a potential SCP
mobile app.**



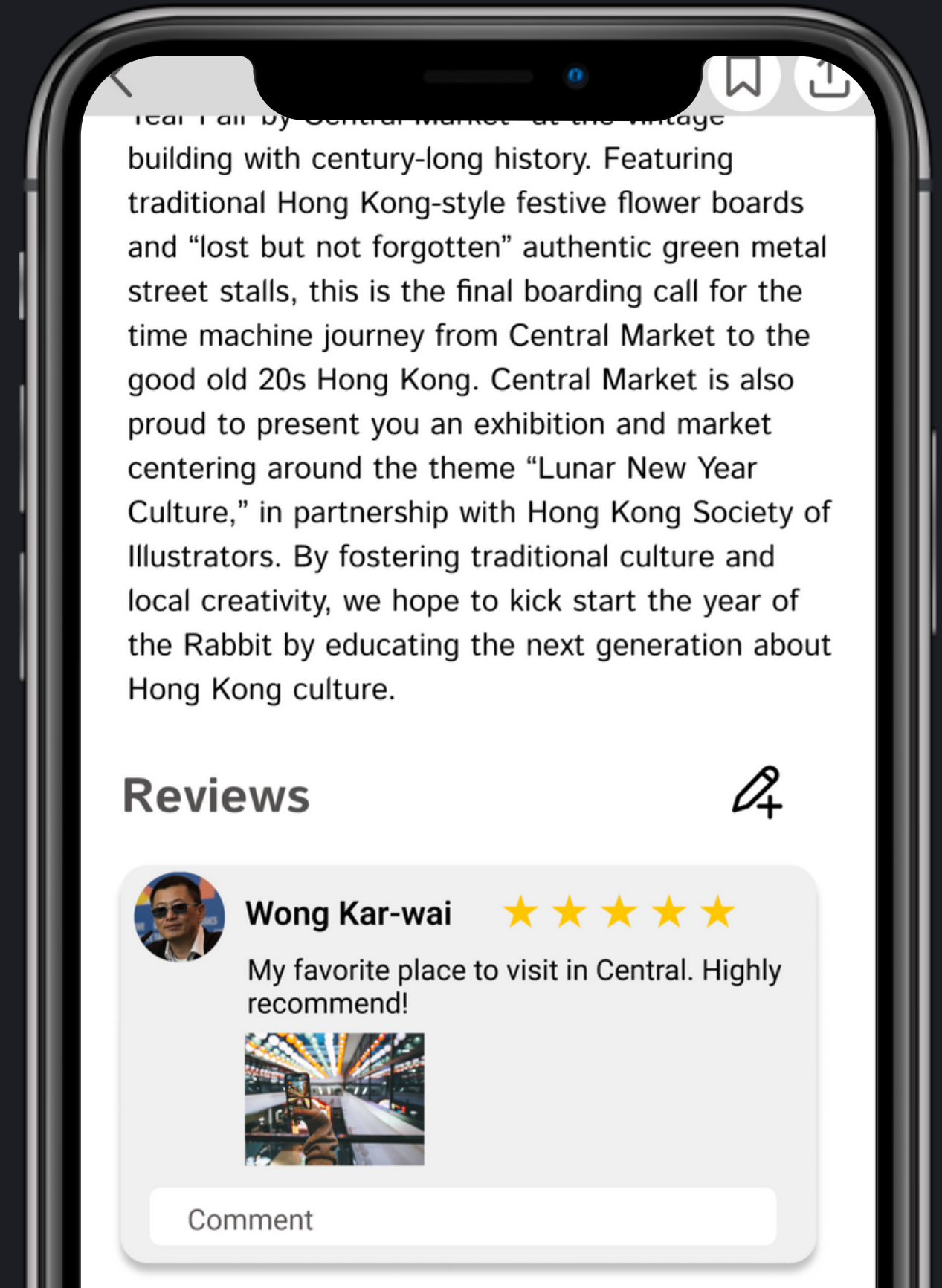
DISPLAYING ALL EVENTS AND HEARING MORE FEEDBACK



Events Page



Review Section

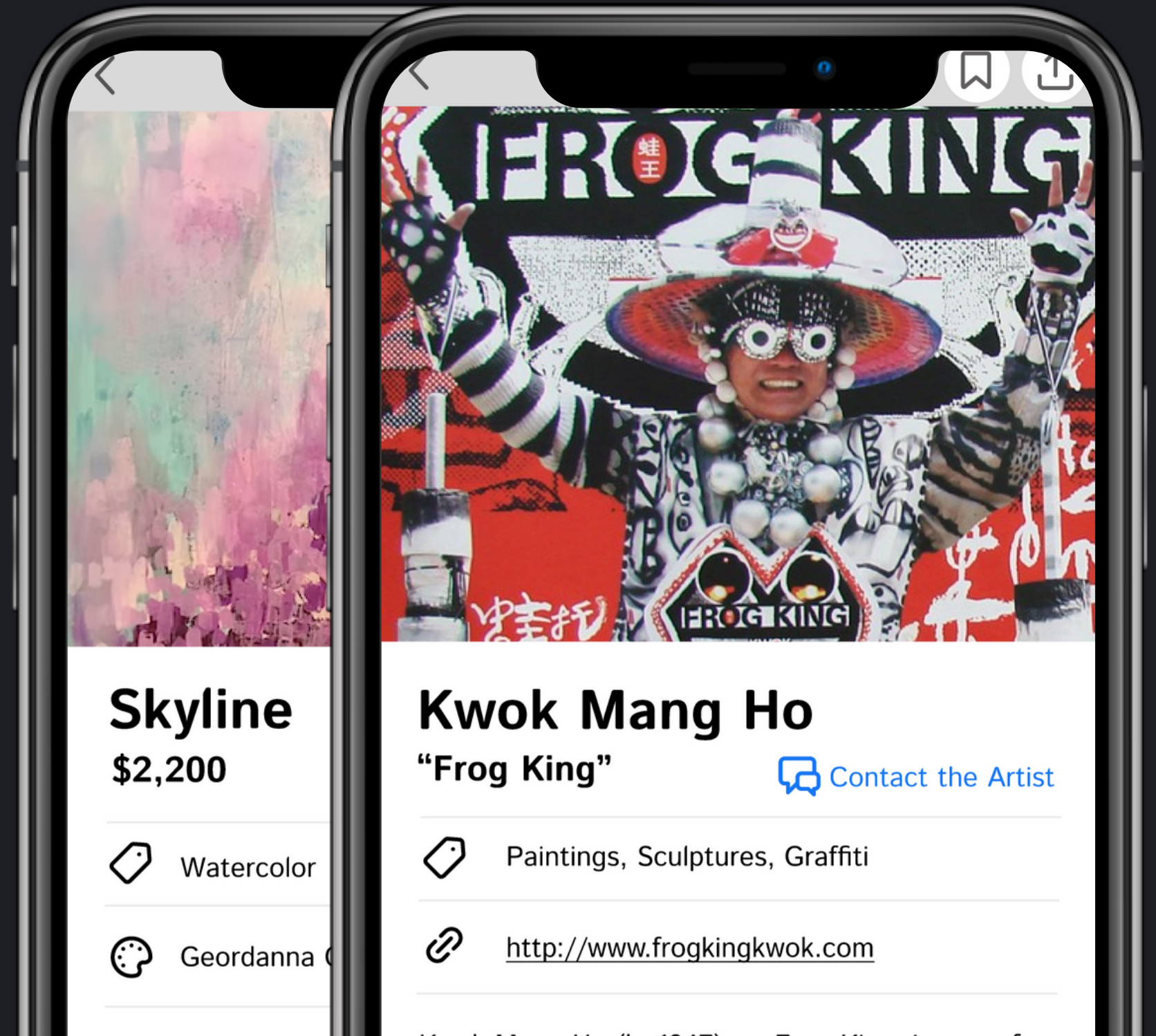
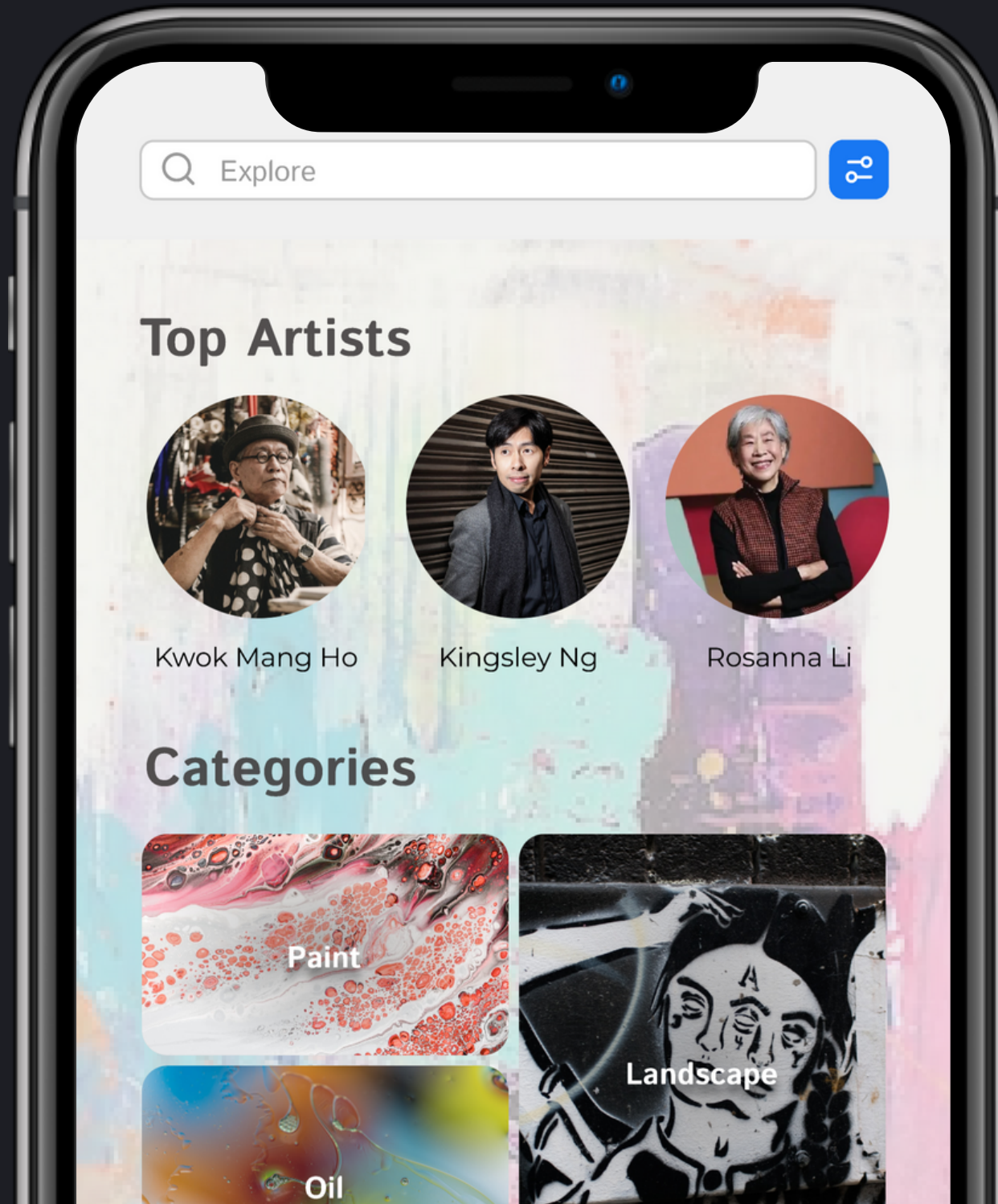


UPLIFTING LOCAL ARTISTS AND SHOWCASING THEIR WORKS AND STYLE

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Art Marketplace

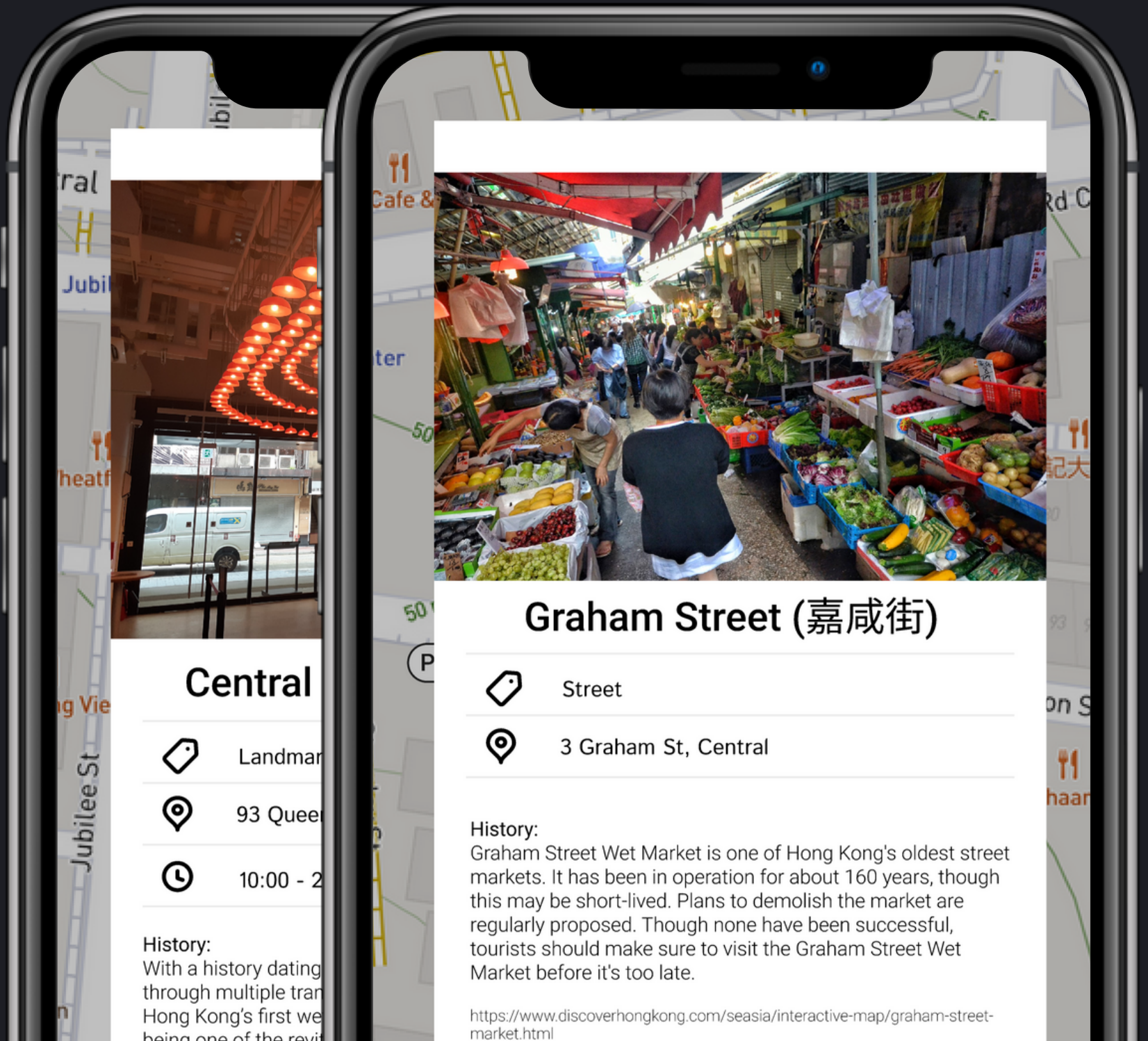
Artist Works and Profile



CONNECTING PEOPLE TO BUSINESSES, HERITAGE SITES, AND MORE

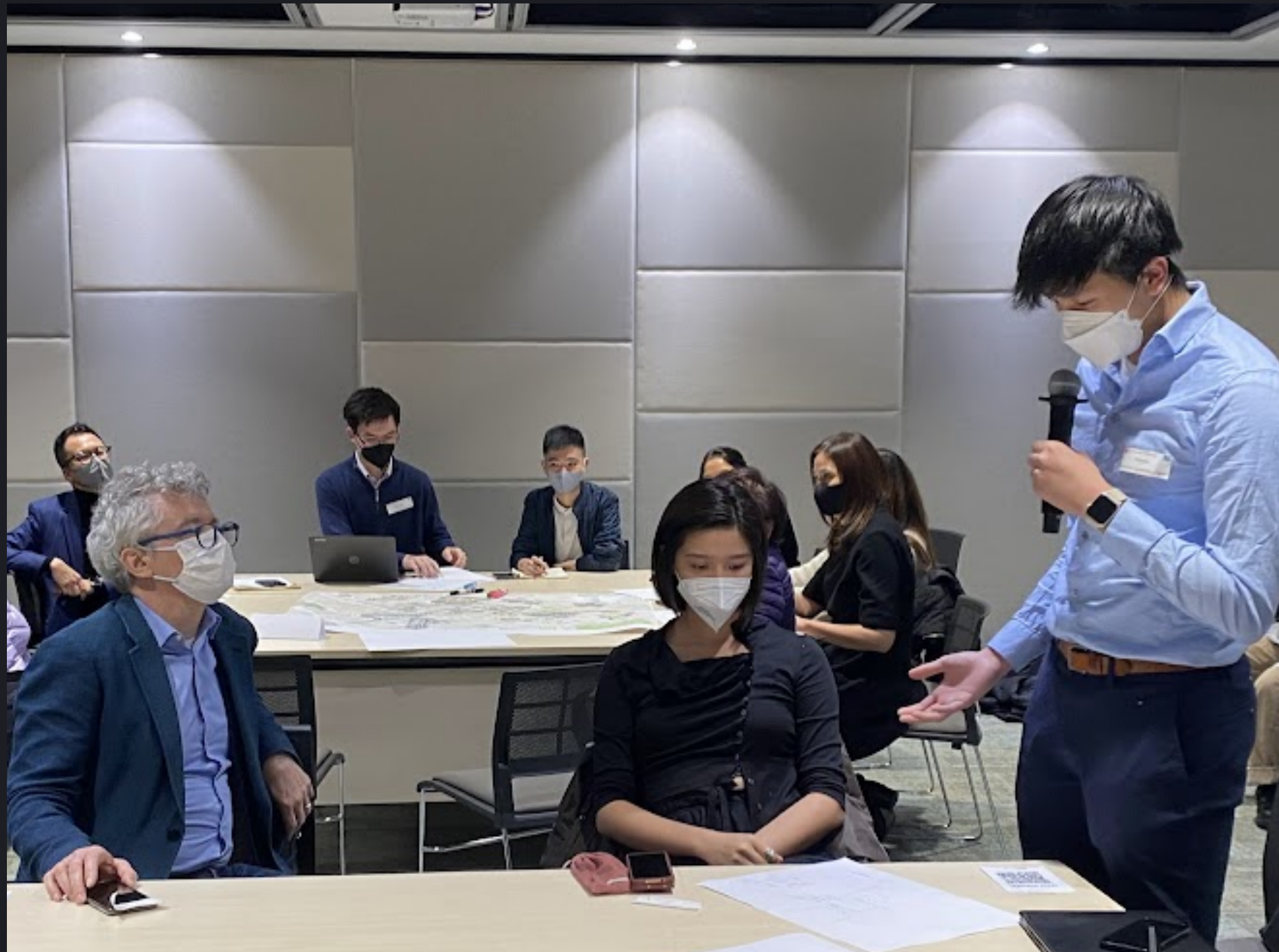
Interactive Map

Business + Street Profiles



WE HOSTED A COMMUNITY WORKSHOP WITH VARIOUS STAKEHOLDERS AND RECEIVED FEEDBACK ON THE PROTOTYPE.

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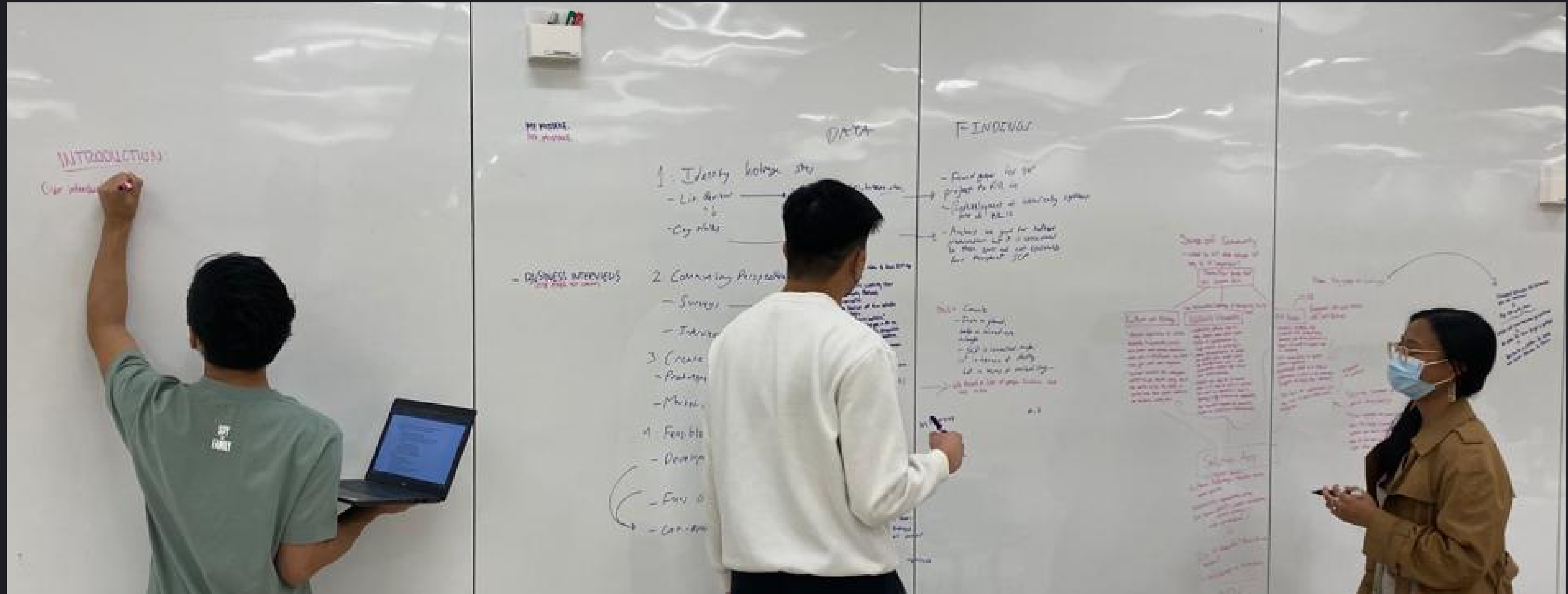


1. Focus on flawless user experience

2. App should be focused & simple

3. Find people to manage the app

AFTER COLLECTING DIFFERENT COMMUNITY PERSPECTIVES, APP DESIGN FEEDBACK, AND DEVELOPER FEEDBACK, WE SPENT SOME TIME FINALIZING OUR RECOMMENDATIONS.



ACCORDING TO FEEDBACK FROM THE URBAN RENEWAL AUTHORITY AND APP DESIGN EXPERTS, THE APP IS TECHNOLOGICALLY FEASIBLE.

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**HK\$1.5-2 Million to
develop**

**Can be developed
within a year**

**Can be realistically
launched within a
few years**

OUR CORE RECOMMENDATIONS ARE AS FOLLOWS:

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**Create a committee
to manage the app**

**Solidify the SCP
concept first**

**Focus on user
experience over
number of features**



THANK YOU!

Any Questions?

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