

# THE STREET THROUGH EMILY'S EYES

*a whole bunch of little things that lots  
of men don't ever see or hear about.*

*Emma*



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of men don't ever see or hear about.*

*Emma*



# 3

# LESSONS LEARNT THAT CHANGED MY PERSPECTIVES

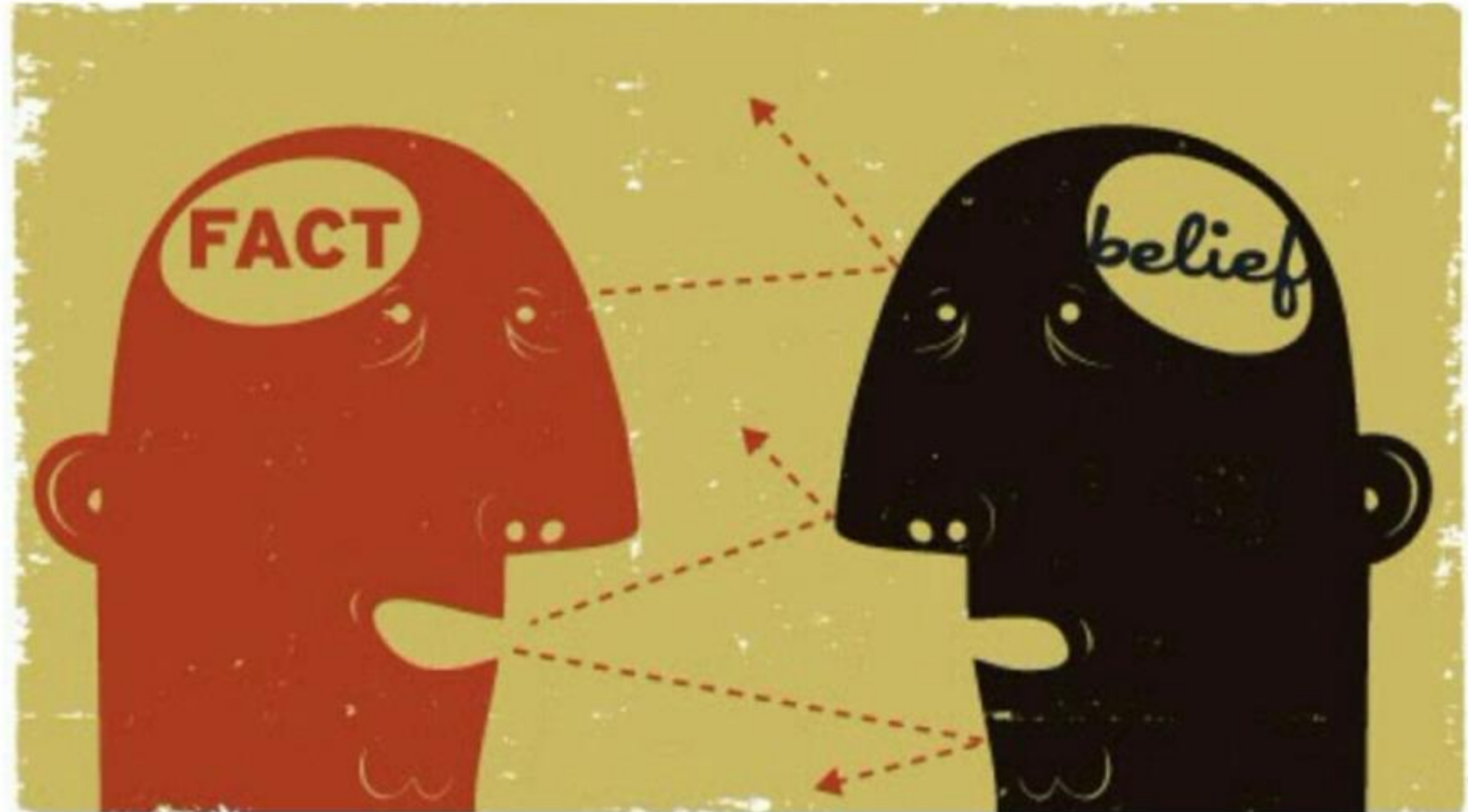


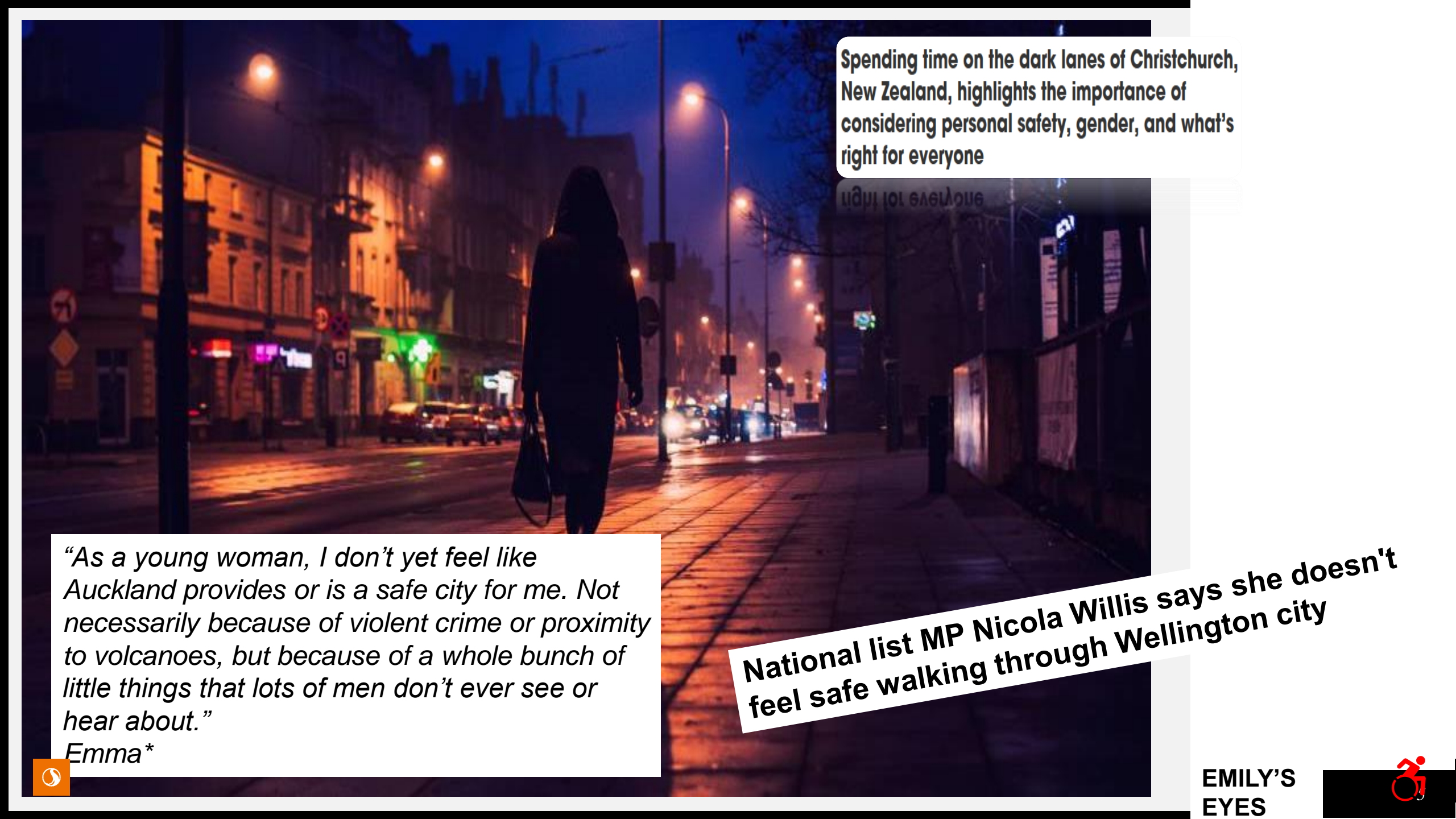
# LESSON 1: WAS MY PERSONAL BIAS AFFECTING MY ASSESSMENT

*Do we as designers have cognitive barriers?*

*“Though we often use [these] words, their meanings are usually unclear. They mask gaps in our knowledge, serving as placeholders that gloss concepts we don’t fully understand.”*

Art Markman  
(Harvard Business Review)





Spending time on the dark lanes of Christchurch, New Zealand, highlights the importance of considering personal safety, gender, and what's right for everyone

*“As a young woman, I don't yet feel like Auckland provides or is a safe city for me. Not necessarily because of violent crime or proximity to volcanoes, but because of a whole bunch of little things that lots of men don't ever see or hear about.”*

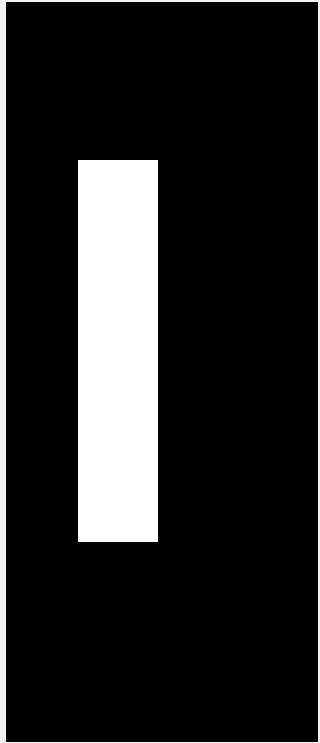
Emma\*

**National list MP Nicola Willis says she doesn't feel safe walking through Wellington city**



EMILY'S  
EYES





**can**

**THEY**



# CONSIDER ALL USERS AND THEIR EXPERIENCES

*Its all about how we look at things*

**Daytime**





# CONSIDER ALL USERS AND THEIR EXPERIENCES

*Its all about how we look at things*

**Night time**



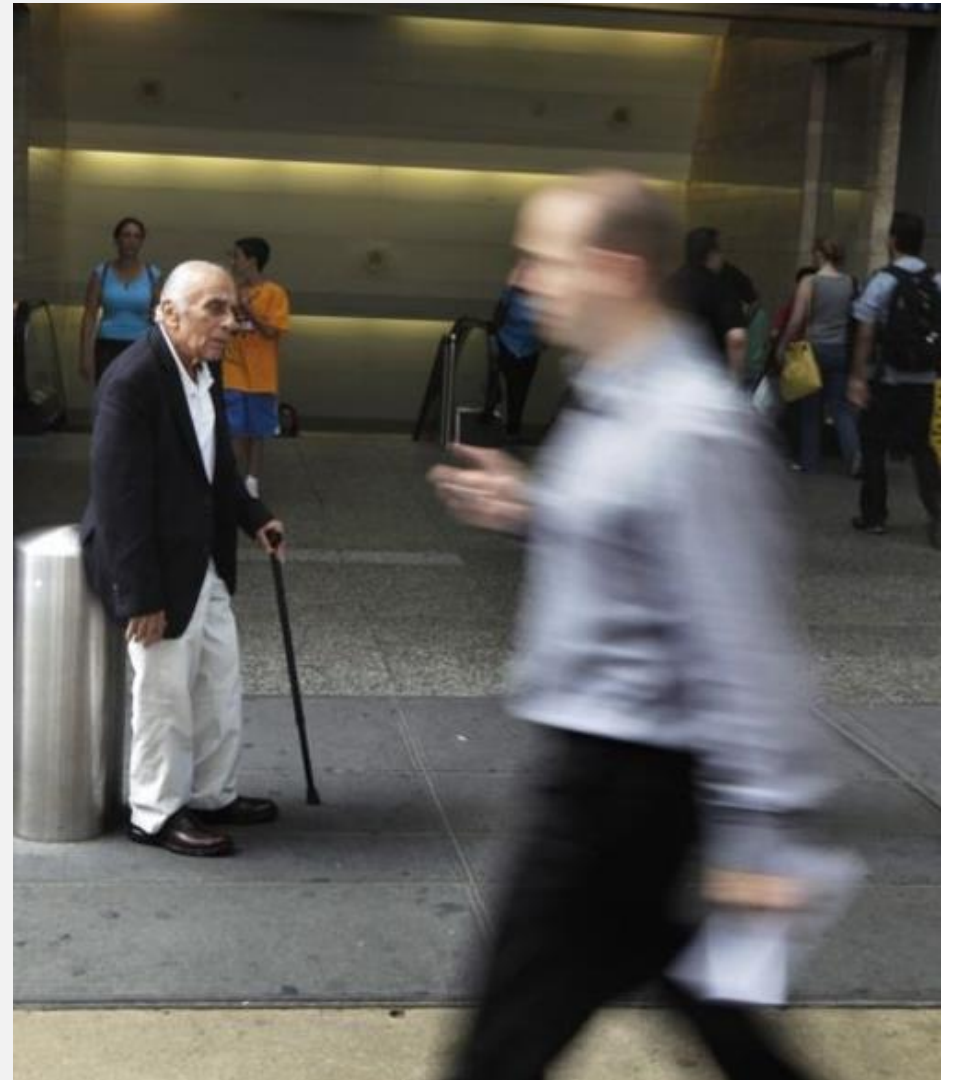
# LESSON 2: UNDERSTAND THE PEOPLES NEEDS



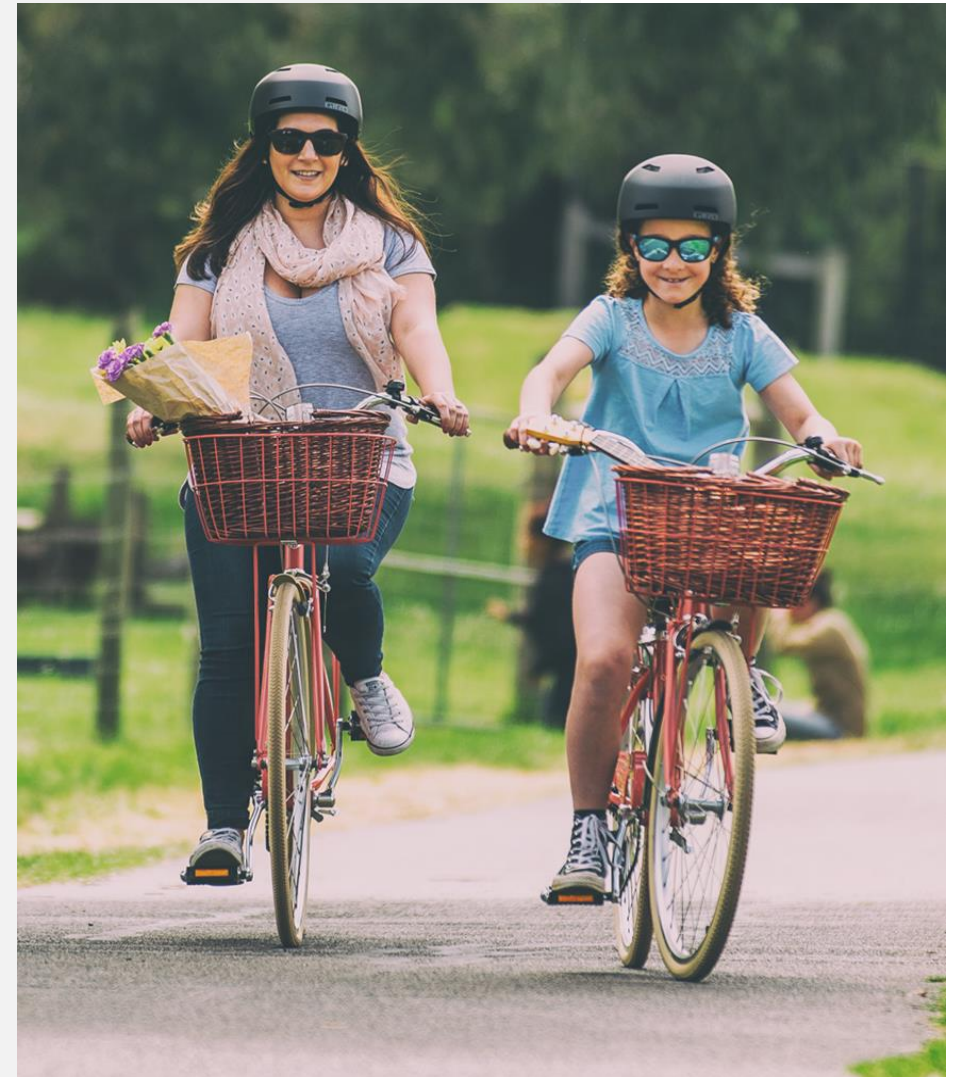
Who are we actually designing for?



Who are we actually designing for?



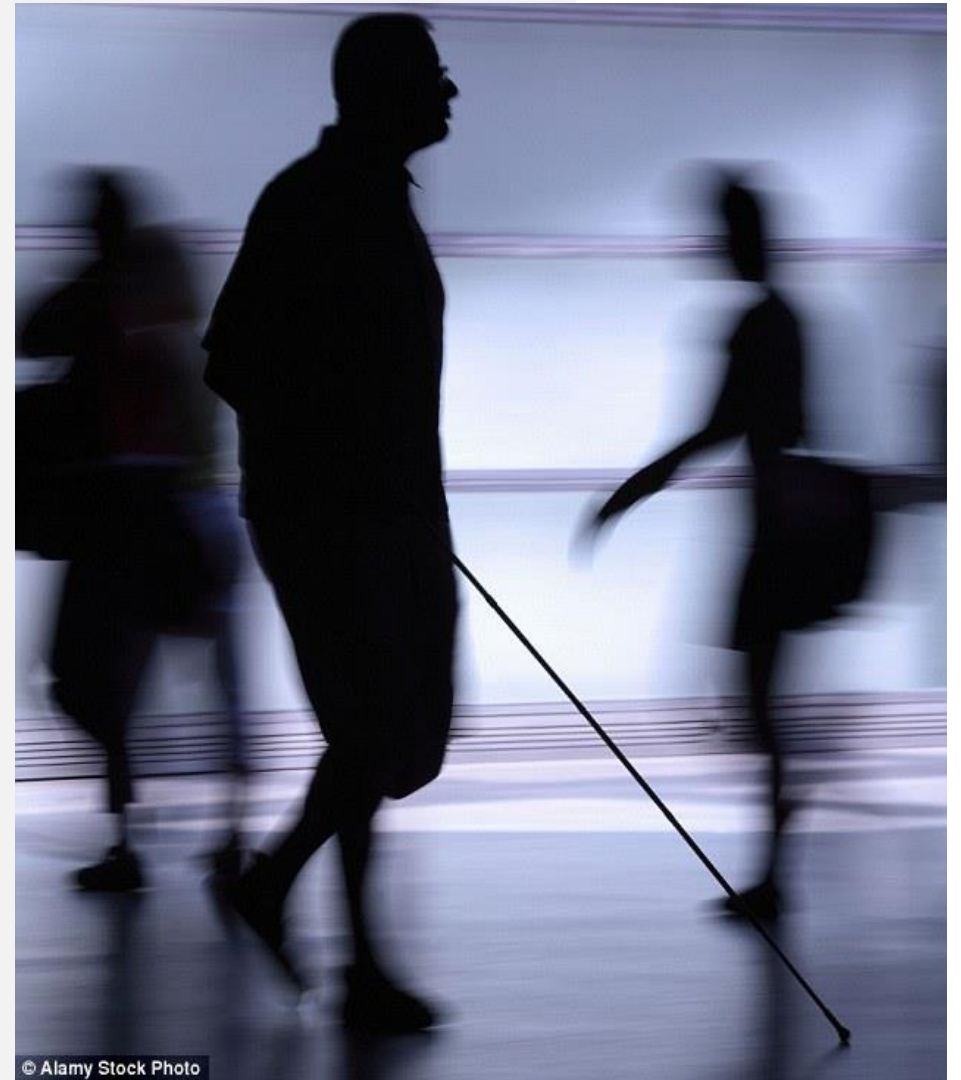
Who are we actually designing for?



Who are we actually designing for?



Who are we actually designing for?



© Alamy Stock Photo



Who are we actually designing for?











# LESSON 3: CONSIDER THE PERSPECTIVES OF OTHERS

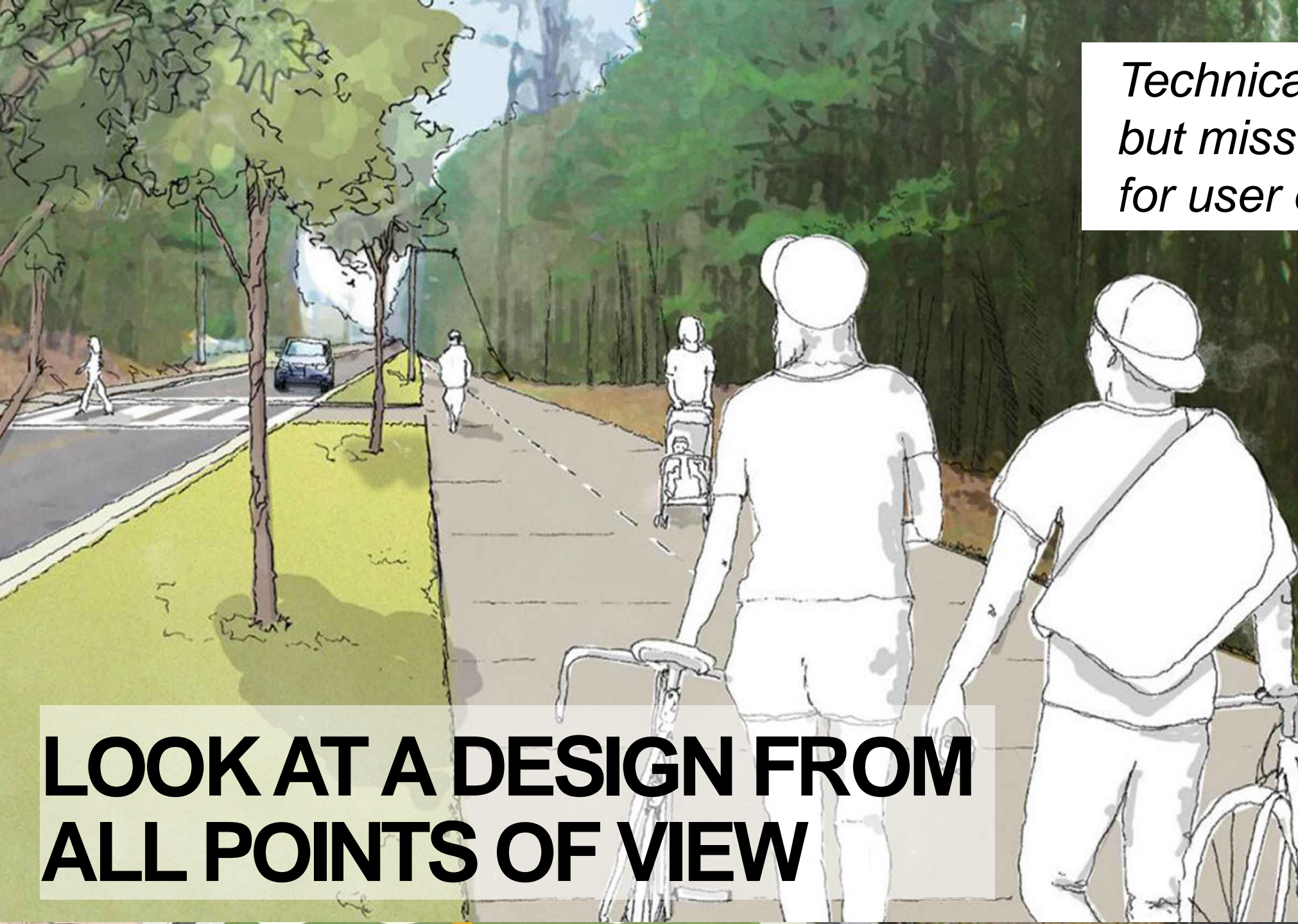
**YES I KNOW!  
NO HELMETS!**

# LOOK AT A DESIGN FROM ALL POINTS OF VIEW



*Technically correct but misses  
the mark for user experience*

*Technically correct  
but misses the mark  
for user experience*



**LOOK AT A DESIGN FROM  
ALL POINTS OF VIEW**

# Complete Streets for all



personal safety,  
gender and what's  
right for everyone



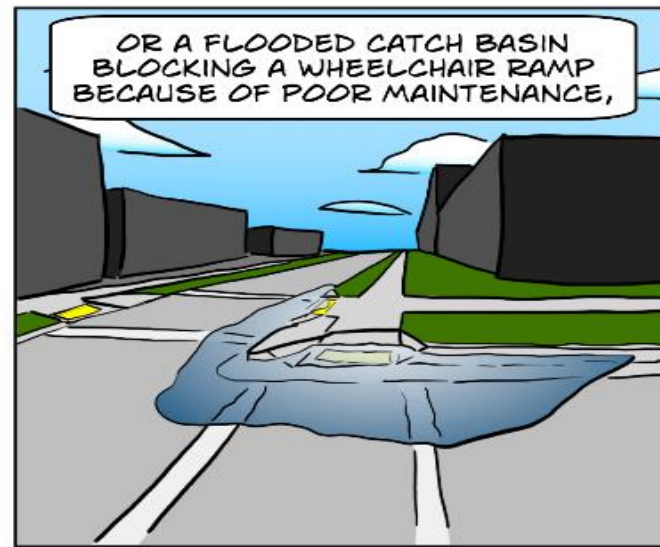
# OUR TEST

*..because of a whole bunch of little things that lots of men don't ever see or hear about*

*Emma*



# BE INCLUSIVE



© Ryan Martenson





# OUR SOLUTION

Road Safety Audits

OR

ASSESSMENTS FOR ALL



# THE STREET THROUGH EMILY'S EYES

16<sup>e</sup> Arr.  
RUE  
DE BASSANO  
AMUSE



 **Stantec**

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