

# THAMES LIGHT UP

2020 Design FACTORY NZ  
PROJECT

By Get with The Thames



**DEVELOPED FOR**  
Thames Coromandel District Council





# TABLE OF CONTENTS

MEET THE TEAM	2
DESIGN FACTORY	3
OUR PARTNER	4
THE WICKED PROBLEM	5
THE PROCESS	7
CREATIVITY BRIEF	8
EMPATHISE	9
INDUSTRY PARTNER RESPONSES	10
SECONDARY RESEARCH	11
PRIMARY RESEARCH	16
OVERVIEW OF FINDINGS	17
DEFINE	18
'HOW MIGHT WE' AND INSIGHTS	19
IDEATE	24
TOP 10 IDEAS	29
TOP 3 PROTOTYPES	32
USER TESTING & REDEFINITION PROTOTYPE	38
FINAL IDEA	41
ADDITIONAL INFORMATION & RECOMMENDATIONS	45
REFERENCES	46
APPENDICES	49



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# MEET THE TEAM



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'Get with the Thames' is a diverse group of five interdisciplinary Wintec students who worked collaboratively throughout the semester to discover one big solution for a wicked problem. Our team is made up of different personalities and skills – each one having something unique to bring to the table. We believe that all our differences allowed us to produce a well- thought of output in such a way that values our various individual perspectives.



# DESIGN FACTORY NEW ZEALAND



Design Factory NZ is a passion-fuelled, design-driven co-creation space where students work with industry partners to solve complex problems (DFNZ, n.d.). It is part of a global network that aims to create change in the world, one wicked problem at a time.

It coaches students of different disciplines through the design thinking process – specialising in Human Design Strategy.

Design Factory is centred on empathy and collaborative values. It encourages Growth over Grades and really challenges the students with dynamic issues – also known as, “Wicked Problems.”

A wicked problem is unique, complex and cannot be clearly understood at first glance. It is an issue that is not simply solved but requires in-depth research or understanding in order to find ways to solve it effectively.

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# OUR PARTNER

The Thames-Coromandel District Council (TCDC) has a simple message: to ensure their communities have a good quality of life, both now and in the future.

The council aims to provide quality services, community support, economic development and protection of the environment. Therefore, it is always striving to make the area a desirable place to live, work and visit.

In line with this, TCDC have been focusing on the revitalization of the Thames CBD into a safe, thriving and inviting environment. With the town being at a prime location, it has so much to offer but lacks the right utilization of its heritage elements, the abundance of street-side shops and the rare quality of their lifestyle. Alongside the council, this overall project would need the help and cooperation of the Business Association, and other local organisations, as well as openness for change from the public.



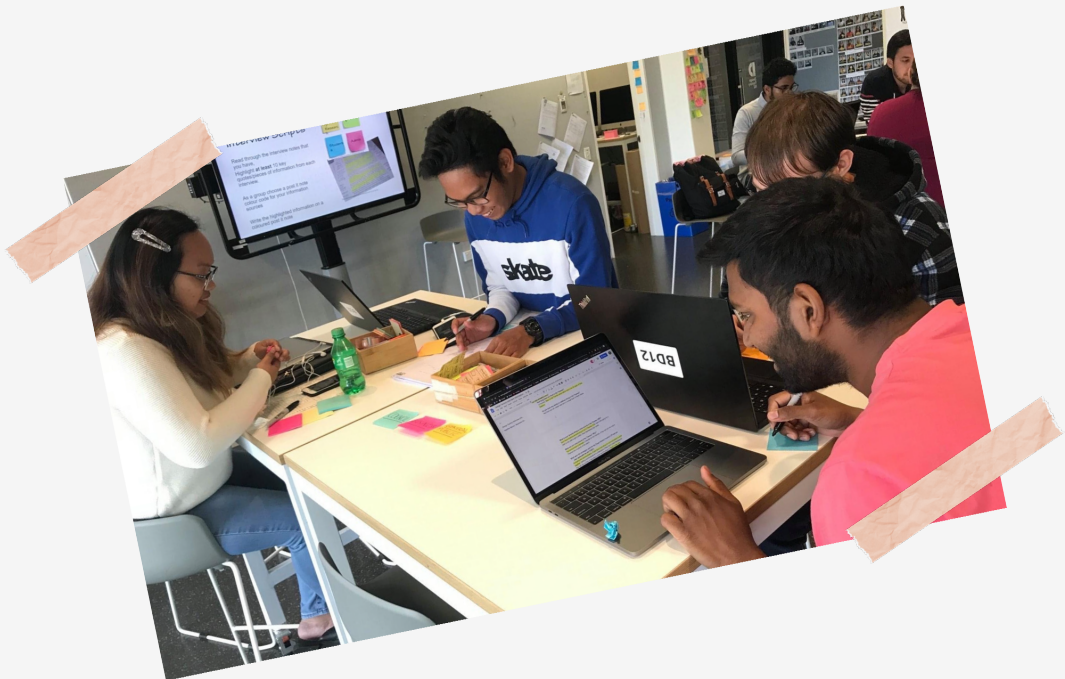
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# THE 'WICKED' PROBLEM

**How might the Thames CBD be reimagined into a safe, inviting, and thriving area?**

Our understanding:

Thames-Coromandel District Council prides itself on doing the best it can to ensure the district is protected and encouraged to thrive. The council has a strong vision and is not seeing these values reflected in the Thames community or CBD. The Council needs help to engage with the locals, revitalise and restore the Thames CBD. Upon meeting with our Industry partner, we learned there were a few issues that needed to be looked at if this idea of a thriving CBD were to be actualised.





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# THE 'WICKED' PROBLEM

## More background information

### *Pros:*

- Location: Thames is located between three major cities: Auckland, Hamilton and Tauranga and it is a gateway to the Coromandel.
- It has a rich history as one of New Zealand's oldest towns and its mining heritage.
- Great potential for future development.

### *Cons:*

- Thames has an ageing population.
- There are perceived feelings of being unsafe within the Thames area due to drug use, loitering, and homelessness.
- The CBD is described as visually unappealing due to being outdated and the addition of graffiti.

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# THE PROCESS

IN ORDER TO DEAL WITH OUR WICKED PROBLEM, OUR GROUP USED THE DESIGN THINKING PROCESS. IT CONSISTS OF FIVE STAGES - EMPATHISE, DEFINE, IDEATE, PROTOTYPE AND TEST.

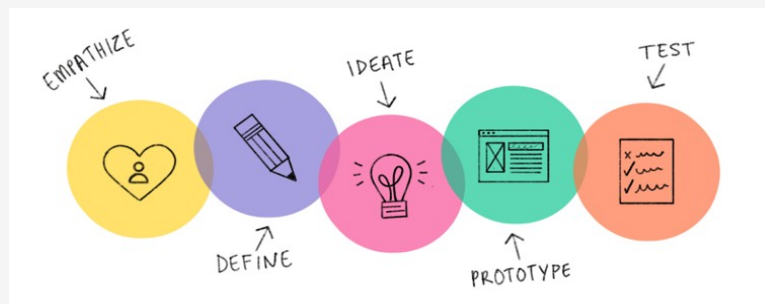
We began with the Empathise stage from the first two weeks. This included brainstorming about the problem to gain a developed insight of it. It gave us a human-centred approach to deal with the problem. Primary and secondary research was conducted later to understand the problem more accurately.

The Define stage included putting together all the collected information from the primary and secondary research. The facts gathered were examined and affinity mapping technique was used to develop insights which later helped us in assembling the 'how might we' questions.

Ideate stage we came with up 75-120 ideas from our 'how might we' questions. We also used the lotus technique to develop more ideas. Each group member had five votes to make for their favourite ideas. We also used the "dark horse for a crazy favourite idea" to add variety to the selection. We narrowed down the number of ideas to 20 and picked our top ten, then finally down to our top three.

We created the prototype of our top three ideas. From that we tested our ideas on our industry partners and then on other users. They gave us a lot of useful feedback on our prototypes. From that testing, our top idea was chosen to help us solidify our solution.

Finally in the Test phase, we shared the prototypes with our industry partner and some of our interviewees to get their thoughts and opinions of our prototypes. From the feedback we refined our ideas and moved to our final solution.



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# EMPATHISE

Empathise is the first step in thinking about design because it is a skill that enables us to understand and share the same feelings that others have. This is where we do our primary and secondary research. We interviewed a wide range of people from Thames like the council, business owners, and members of the business association, the general public, and librarians. With their help, we acquired more in depth understanding of the problem that can help to solve the problem. We also had discussions with our industry partner and used their input to direct our research.

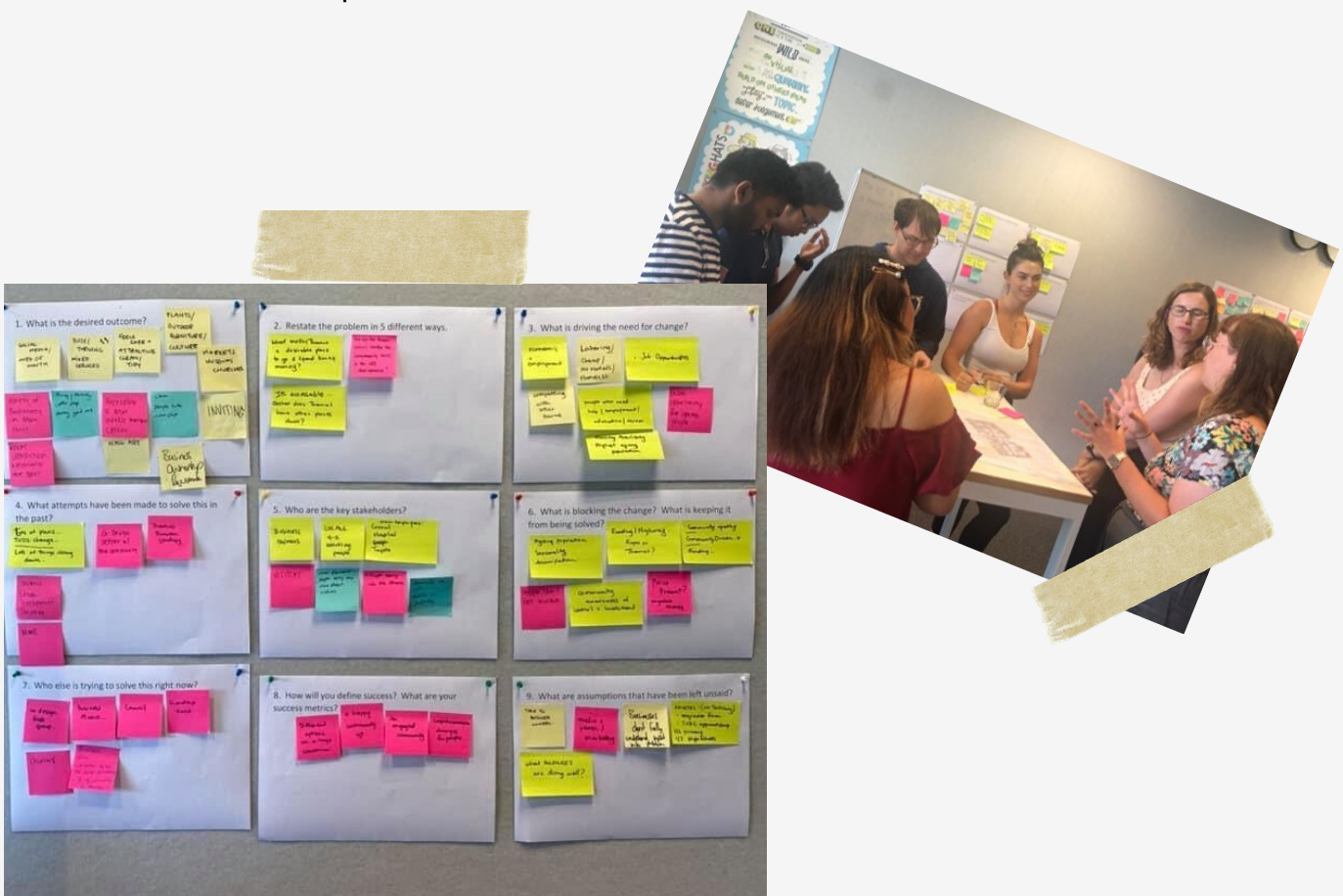




# CREATIVITY BRIEF

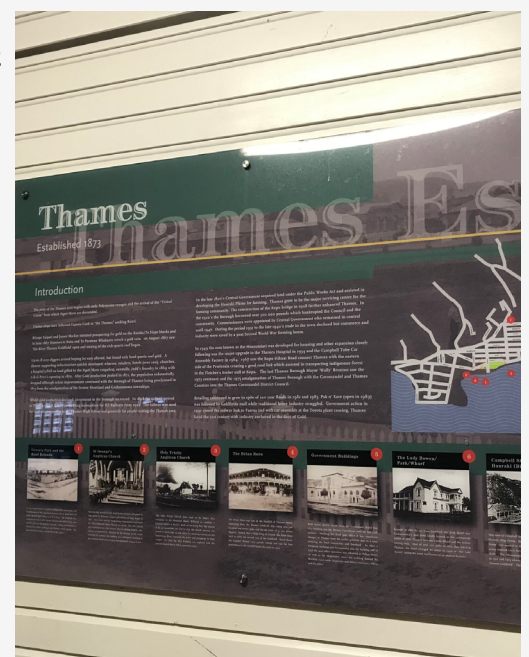
To get a better idea of the TCDC's thoughts on our wicked problem, we had a meeting with council representatives and they answered nine questions. These questions helped us get a clearer picture of the wicked problem and how the TCDC wanted us to approach it. Answers to these questions can be found in Appendix I.

1. What is the desired outcome?
2. Restate the Problem
3. What is driving the need for change?
4. What attempts have been made to solve this in the past?
5. Who are Key Stakeholders?
6. What is blocking change? What is keeping it from being solved?
7. Who else is trying to solve this problem right now?
8. How will you define success? What are your success metrics?
9. What are assumptions that have been left unsaid?



# INDUSTRY PARTNER RESPONSES

- Mall splitting town causing pedestrian congestion
- Main street slightly too long causing dead spots
- Historic and cultural town
- Wide main street
- Attractions off the main street
- Some parts of the community aren't considering the long-term development of Thames
- A good service town
- Wintec and engineering firms
- Two high schools no tertiary institutes
- Seasonality winter tends to die down
- Independent bookshop
- Not really a big beach town
- Desire for the community to drive the project
- Some businesses are struggling
- Thames grapevine
- Three main employers: council, hospital and Toyota
- 8 churches in Thames
- Lots of potential in infrastructure development
- Loitering in carparks is an issue
- No real budget set at the moment



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# SECONDARY RESEARCH

After getting our wicked problem, we started doing secondary research, to get a better understanding of Thames and to have more background knowledge and information about the town. For the research, each member of the team covered a specific section followed by a discussion of our findings. This allowed us to have a better grasp of the problem and of the factors that affect a CBD's development.

## DEMOGRAPHIC

The purpose of Demographic research is to find out the economic status, population, tourist attraction, crime rates, and average income/ rates for the Thames. According to idcommunity (n.d.), 23.1% of households reported an annual income of

\$70,000 or more with wages, salaries, commissions, bonuses, etc. Being the biggest source of income in Thames 2013

- The estimated 2019 population of the Thames-Coromandel District is 31,500 with a population of 0.14 individuals per hectare. (idcommunity, n.d.)
- Thames, Whangamata and the southern area have all kinds of tourist events and attractions: surfing, bush walks, train rides, gold mine history, motorbike rides, trout fishing, diving, tramping, gold mine tours and the hot pools spa (Coromandel Fun, n.d.)
- An average of 8.3 officers on duty (Mp, 2017)
- Average Hourly Rate in Thames, New Zealand is NZ \$22.16. (idcommunity, n.d.)
- The living cost in Thames is 100 percent higher than the national average. (idcommunity, n.d.)



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# SECONDARY RESEARCH

Most popular occupations in Thames are Builder, Registered Nurse, and Electrician with pay around NZ\$16.39 and NZ\$30.44 per hour. (idcommunity, n.d.)

Most popular employees in Thames are Bupa International and Linfox. In 2013, wages, salary, commissions, bounces etc was the largest source of income in the Thames-Coromandel District. (PayScale, n.d.)

## ENVIRONMENT

Environmental research was focused on obtaining information about the location of Thames and if there are any factors which could have a major impact in revitalising the CBD.

- The Thames-Coromandel district has 4302 businesses and by far the most are in Thames. Thames is also popular with families and businesspeople selling up in Auckland & moving to the region (NZ Herald, 2019).
- Also according to the same article, “It is an attractive alternative to the bustle of larger cities - with its ready access to Auckland, Hamilton and Tauranga, and the benefits of small-town community and lifestyle” (NZ Herald, 2019).
- The council recently declared a ‘severe’ drought level. Current water restrictions we implemented by Mayor Goudie (Tantau, 2020).
- Thames has a prime location that needs to be utilised. The Thames Urban Development Strategy (2013) describes it as “...nestled between rugged bush and seaside, offering boutique elements and heritage precinct, economic potential and outstanding recreational activities”.
- In an online news article, Mitchell (2019) states that the sleepy town of Thames is particularly vulnerable to sea-level rise. It has 400km of coastline with much of its infrastructure on the coast.

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# SECONDARY RESEARCH

- According to the Hamilton City Council's 10 Year Plan 2018-2028, HCC have done something similar and are still in the process of doing so. They did this with clear goals and alongside a strong financial strategy.
- The Thames plan states it would like "Beautification of urban precincts and reserves", which is what Hamilton has done with its development of Victoria on the River.
- Also according to the TCDC(n.d.) in its Thames plan this is what the council aim for: "Urban precinct improvements, with existing reserve space being appropriately planted and outdoor furniture installed in consultation with the individual communities".
- There are two (2) sports fields and venues in Thames, namely Rhodes Park and Jack McLean Community Recreation Centre. Jack McLean Community Recreation Centre can be used for both non-sporting and sporting events like netball, volleyball, basketball and gymnastics. Also, it is a two-court indoor facility located at Thames High School. While Rhodes Park, on the other hand, could only be used for Rugby and Cricket.

## TECHNOLOGY

We researched the technology for Thames, so we know what kind of technology is being used for people's safety and available for development in the CBD.

- Thames was the first of the rank cab for ultra-fiber internet since 2017, with the CBD area. It is also connected with the new Chorus fiber. People in that region will receive notifications from the service provider providing faster upgrade broadband fiber, rather than a slow copper telephone line.

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# SECONDARY RESEARCH

- According to Samsung (2018), in 2019, there will be five (5) major technology trends for public safety. These include Internet of Things (IoT), Artificial Intelligence (AI), web-based Computer Aided Dispatch (CAD) and Records Management System (RMS), 5G, and Smart watches.
- In an update of the Thames-Coromandel District Council (2017), installation of ultra-fast broadband fiber in Thames started in July 2017 and the projected finish date of the project was June 2018 which covers the entire town. With this project, it will provide a reliable internet connection for the consumers even on peak hour of the day. (para. 7 and 11).
- Thames has its own mass transport which is called Thames Urban Connector. This runs through the town from Bupa Tararu to Bupa The Booms and the schedule of the connector could be checked through Transit application on mobile phones. Therefore, there are only five scheduled (5) trips during the weekdays and no trips during the weekends.

## RULES AND REGULATIONS

Rules and regulations research was done for the historic buildings and development of heritage areas in Thames to understand the importance of its heritage.

- Two leading national heritage protection agencies are the New Zealand Historic Places Trust/Pouhere Taonga and the Department of Conservation.
- According to the Ministry for the Environment (1997) in an environmental report, “Aspects of our cultural heritage are managed under at least 20 different Acts of Parliament, and by a large number of agencies”. Trust monitors development proposals and offers advice. It liaises with local councils to identify and protect sites.



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# SECONDARY RESEARCH

- In 1885, Thames became the location of one of 30 national Schools of Mines, opened to stimulate the returns from mining. In 1886, this school moved to its permanent site in a former Wesleyan Sunday School. (Thames School of Mines , n.d.)
- Additional buildings included the 1888 Experimental Metallurgical Works, and the Mineral Museum built in 1900. It eventually closed in 1954. The Historic Places Trust (now Heritage New Zealand) acquired it in 1979. (Thames School of Mines , n.d.)

## DEFINITIONS

Clarifications of our understanding of some of the key terms in the problem statement.

### **Defining safe**

- (Oxford, n.d.) [uncountable] the state of being safe and protected from danger or harm.
- Protected from danger or harm where children can play.
- A sense of community and connection-security and protection.

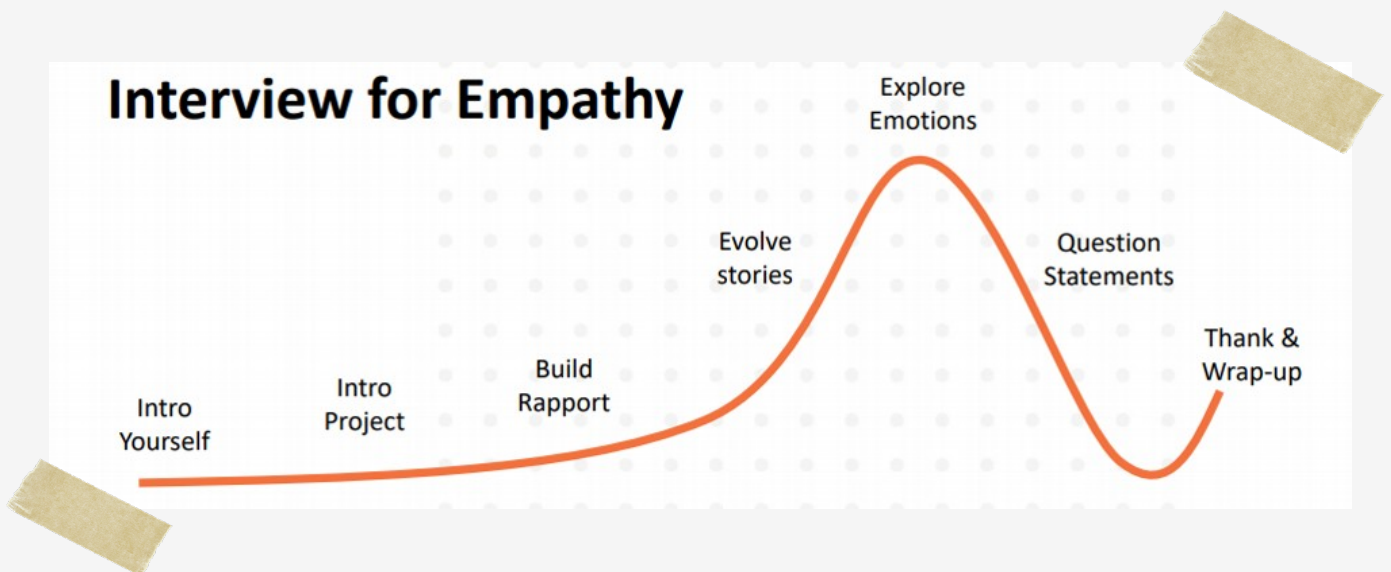
### **Defining thriving**

- A sense of community and connection - security and protection. (Oxford, n.d.) continuing to be successful, strong, healthy, etc.
- A healthy ecosystem and support system that works like a well-oiled machine to inspire a thriving organism/person/community/family, etc.

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# PRIMARY RESEARCH

The team created a list of potential interviewees together with members of the Thames-Coromandel District Council. These include some members of the District Council, Business Association, Business Owners, Accommodation providers, locals, and tourists. From these interviewees, the team could collect data from different types of people to the wicked problem of the study. Drawing on a range of interviewees, it eliminates biases and could highlight common problems from different points of view. Our interview subjects were given to us by the TCDC and we also found our own interview subjects.



In getting information, we formulated interview questions that follow the format given above which starts with questions that create a bond between the interviewer and interviewees. This needs to be done to build relationships before asking more depth questions. Also, it will make the interview flow smoothly. With this format, we came up with the interview questions depending on the type of people they are interviewing. (See Appendix 2.)

We then created seven different interview scripts of interview questions for each different interview group. This lets us focus on getting the most information out of our interview subjects. We used the interview for empathy method to get honest and unbiased answers to our questions without leading the interviewees with the questions.

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# OVERVIEW OF FINDINGS

Overlapping themes / responses we found were:

- People want nightlife or anything to make them stay after school/business hours.
- Thames has a lot to offer but lacks in advertisements or information about things to do around the town.
- Communication between the community, business association, and the council needs to be improved.
- Thames boasts its history and abundance of little shops around the Central Business District.
- Artwork, green spaces, and a variety of shops could attract more people to visit Thames.
- Drugs and break-ins in shops are the main problem of Thames in terms of crime.
- The safety concern is mainly on pedestrians because of traffic violations such as speeding.
- Accommodation in Thames are expensive and extremely limited.
- The Thames main street is described as “tired and unkept.”
- Some of the spaces in the Central Business District are under-utilised.
- Community in Thames plays an important role in planning projects where the council consults them first in finalizing plans.
- Many of the businesses on the main street are registered with the Business Association, but the BA has a larger presence and is looking to expand its online presence.

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# DEFINE

The define stage allowed us to collate all the information we collected from our research and interviews. With all the research collated we were able to extract the key information and important quotes which helped to deconstruct our wicked problem.

## **Affinity mapping**

During the define stage, key information was taken from the secondary research and interviews and put on post-it notes on a virtual board with a color code based on where the information was from.

## **Clustering**

After all of our key information was put on the board, we put the post-it notes with similar ideas into groups.

## **Key insights**

To identify the key insights we read out the post-it notes in each cluster and listened for key words and how often they appeared so we could tally them. The tallies of the key words from each cluster showed the key insight for that cluster.

## **Statement/Theme**

Once the clusters had their key insight identified, a theme for the cluster had emerged so a statement which describes the theme for each cluster was written. The statements written for each cluster clearly outlined the key idea that linked all the insights in that cluster was.

## **“How might we?” Questions**

From the themes we identified and the statements we wrote to describe each cluster we created our 'How might we' questions. HMW questions are made to turn the statements into actionable questions that can solve the problem identified by the theme.

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# HOW MIGHT WE.. AND INSIGHTS

## INITIAL HOW MIGHT WE QUESTIONS

**1a) How might we highlight Thames history and unique characteristics such as the main street shops and coastal landscape to attract people to the CBD?**

**1b) How might we provide support e. g. infrastructure, guidelines) to businesses to help them attract people to the CBD?**

### Brief Evaluation:

Through various interviews around Thames, we found that people appreciate the coastal living and lifestyle. Many people appreciated how its location was perfectly in the middle of Auckland, Hamilton and Tauranga - also right on the turn off to head up the Coromandel Coast. Unfortunately, its prime location and natural green lifestyle have not been fully advertised. There are a lot of different ways to go about this, but we thought it would be something that could help amplify the tourist rates through Thames. The great historic value and character of the place were sentiments repeatedly expressed and thus are aspects that should not be neglected as it would be a shame if it was lost.

People had similar views on the CBD's maintenance and upkeep; saying that if it looked/felt nicer, it would be more inviting. Some ideas were: having an incentive for business to take care of their shop fronts, another idea was to have a designer come through and put some ideas forward on how to get things looking more tasteful.

Lastly, a huge response was around correct signage throughout the CBD so people can find things. We heard about a lot of tourist spots that had no signs or information provided so it made them difficult to find. Even directing people/traffic to the main street could prove to be helpful.



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# HOW MIGHT WE.. AND INSIGHTS

## Insights

- Thames has lots of activities in the CBD and the surrounding area and has lots of potential for improvement and development.
- The Thames CBD has been continuously described as "tired" and this needs to be addressed by making it more vibrant.
- Some areas in the CBD could be better utilised to get more out of the space.
- The Thames is used as a gateway to access other areas in the Coromandel. Thames is known for its rich history & abundance of little shops in its CBD.
- Businesses want Thames to be the centre of sustainability with lots of green spaces that draw people in.
- Many of the businesses on the main street are registered with the Business Association, but it has a larger presence and is looking to expand its online presence.
- Thames could attract more tourists if its current attractions were better advertised.
- Thames should also be advertised through the use of the internet or social media.
- People want to see a variety of shops in Thames.

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# HOW MIGHT WE.. AND INSIGHTS

## 2) How might we improve the communication between the Council, Business Association and the community?

### Brief Evaluation:

An issue we discovered which relates to the cohesion of the Thames community were the various parties that have expressed a feeling of disconnect between them and that there are problems with communication and that if this issue was addressed it could potentially increase the community's engagement.

### Insights

- It is a goal for Thames to have an active and well-connected community that has the ability to work together.
- There is a need to have more cooperation between the council and the public.
- The community in Thames plays an important role in planning projects where the council consults them first in finalising plans.
- The communication between the community and the council needs to improve. Thames is open to ambitious plans for the revitalisation of its CBD.

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# FINAL 'HMW' QUESTIONS

After meeting with our industry partners and discussing our HMW questions we received feedback that let us refine our HMW questions to one main question that had two sub questions that they felt were more suitable and more focused.

How might we market Thames to highlight its history and unique character such as the main street shops and coastal landscape?

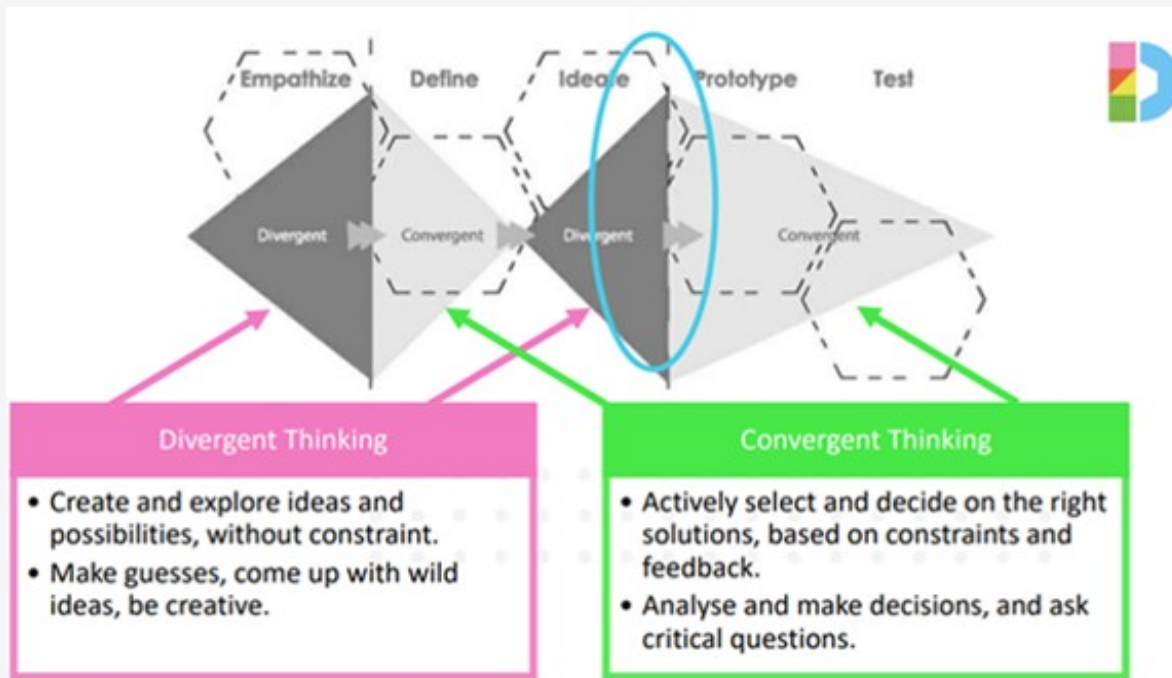
a. How might we highlight Thames history and unique characteristics such as the main street shops and coastal landscape to attract people to the CBD?

b. How might we provide support (e.g. infrastructure, guidelines) to businesses to help them attract people to the CBD?

Once we had our final HMW questions we were then able to move to the next stage and begin thinking of solutions to our wicked problem.



# IDEATE



## Beginning ideation:

To start off, we put our three How Might We Questions on a board and simply put up any idea we thought might address each question. We had a goal to create at least 75 to 120 ideas with an emphasis on quantity over quality as the ideas would be expanded on in later stages of ideation.

When an idea was written down it could not be just a general concept the idea had to be fully explained on their post-it notes so if someone else read it, they would be able to understand it. Any idea was welcome with no idea being too silly or outlandish as the core of the idea might be something worth looking into or could be refined later into a suitable implementable idea.

# IDEATE



## Lotus:

The Lotus technique was used to further expand on ideas or to create new ones. The process begins with the HMW question being placed in the centre and the initial ideas placed around it. The ideas are then put in the centre of the outside petals and new ideas are placed around it which are either refinements of the idea or similar ideas which fulfil a similar function.



# IDEATE



## Finding the top ideas

After we created many different ideas, we then had to find which of the myriad of ideas was the most suitable. To do this we began several phases of voting which were designed to narrow down the number of ideas to the top three.

## Voting: Personal votes

To begin the final part of the process we started by familiarising ourselves with all the ideas and so we would each read all of the ideas so we would be ready to vote. Voting would begin with each person having five votes represented by yellow dots to place on ideas they each liked the most.

## Industry and persona votes

Each industry persona had three green votes which we would place on ideas based on which idea we thought that persona would like the most.

## Dark horse votes

The dark horse vote was very different from the other voting stages, each group member would get one vote represented by a purple dot to select their favourite, most crazy idea that just might work.

## Top 20

The top 20 ideas were selected by how well each idea did in voting by tallying how many votes each idea had received in the previous steps.

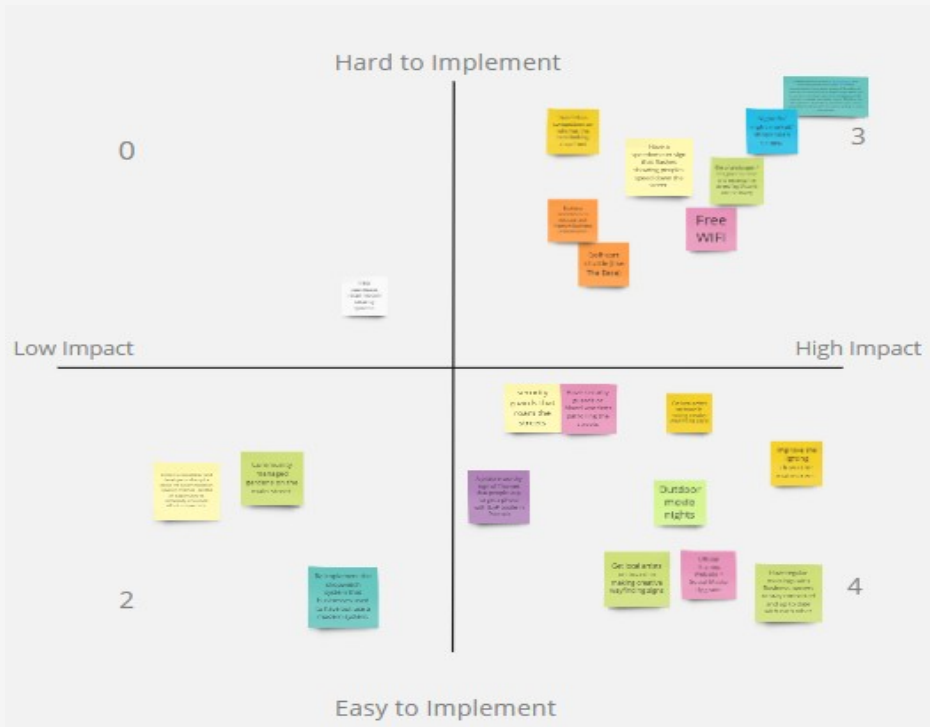
## Value map

The value map stage was useful for further convergence and to narrow down our ideas to the top ten. The top 20 ideas were placed on a scale with the x axis representing the impact of the idea and the y axis representing the difficulty of implementation of the idea.(see next page)

## IDEATE



After each idea had been placed on the graph, we then had to select ten ideas based on which quadrant the. We selected zero from the top left quadrant, three from the top right, two from the bottom right and four from the bottom right as well as one idea from the dark horse voting round.



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# TOP 10 IDEAS

After we identified the top ten ideas from the value map, we then had to create an idea brief for each idea. We created the idea brief by starting off with giving the idea a name with the criteria for the name being something short and punchy, descriptive and easy to remember.

## **Idea: Upgrade the Thames website**

**Challenge:** Have an online website for the Thames

**Solution:** Having a Thames website updated, Thames will have a better online presence.

## **Idea: Outdoor Movie nights**

**Challenge:** More late-night activities in the CBD and customers.

**Solution:** Having an outdoor movie night at least once a week to have more activities in the CBD during late night. This will also give an opportunity for businesses to sell products and be open at night for movie goers such as food and beverages.

## **Idea: Security patrols**

**Challenge:** Addressing people's concerns for safety on the main street.

**Solution:** Have security guards or Maori wardens patrolling the streets to make people feel safer.

## **Idea: Free Wi-Fi**

**Challenge:** Make people spend more time

**Solution:** Having Wi-Fi on a shop's or on the main street, makes people spend more time in the CBD.

## **Idea: Thames StrandBeest project**

**Challenge:** Highlighting Thames unique character and coastal landscape.

**Solution:** Have StrandBeest created for Thames and photographed on a beach near Thames. Could be like the Thames version of the cow project and used as an attraction or in marketing. (Strandbeest is Dutch for beach beast which are moving sculptures made by artist Theo Jansen)

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# TOP 10 IDEAS

## **Idea: Thames Night Life Activation**

**Challenge:** challenge is that people have nowhere to connect after business hours. **Solution:** creating spaces and opportunities for people to expand outside of normal business hours

## **Idea: CBD Shuttle Service**

**Challenge:** Easier accessibility around the CBD.

**Solution:** The golf-cart shuttle will be something similar to what The Base has. It will aid in making it easier to get around the CBD, see the sights and less worries on parking.

## **Idea: The Thames Light-Up**

**Challenge:** Making the CBD more inviting and secure as well as being able to accentuate the buildings' historical heritage.

**Solution:** Improve the lighting down the main street through commercial LED string lights/ better streetlights.

## **Idea: Free Wi-Fi**

**Challenge:** Make people spend more time.

**Solution:** Having Wi-Fi on a shop's or on the main street, makes people spend more time in the CBD.

## **Idea: Thames community gardens**

**Challenge:** Making the CBD a space people want to spend more time in

**Solution:** Create gardens on or near the main road that are managed by the community.

## **Idea: Shop Watch 2.0**

**Challenge:** Addressing people's concerns for security.

**Solution:** Re-implement the shop watch system that businesses used to have but use a modern system.

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# PICKING THE TOP 3

To pick the top three we initially looked back through the voting stage to see which ideas performed the best in the other stages, we also had a group discussion on which ideas we liked most, or thought would be the most successful.

The most important and deciding factor for our top three ideas was to use a table for each idea to be assessed against eight different criteria with a rating of one to three, with one being the lowest score and three being the highest. This rating system was important as it meant all criteria had the same weight when the scores were tallied.

<b>Criteria 1 - Cost of implementation</b>	The monetary cost of implementing the idea.
<b>Criteria 2 - Community desirability</b>	How much we believe the Thames community would like the idea.
<b>Criteria 3 - Ease of implementation</b>	How easy or difficult it would be to implement the idea.
<b>Criteria 4 - Sustainability/longevity</b>	How sustainable or viable the idea is to be used long term.
<b>Criteria 5 - External interest</b>	How well the idea could create interest from people or businesses outside of Thames.
<b>Criteria 6 - Community engagement</b>	How well the idea could promote community engagement.
<b>Criteria 7 - Noticeability</b>	How noticeable the idea would be to people.
<b>Criteria 8 - Marketability</b>	How well the idea could be used to help market Thames.



# PICKING THE TOP 3

Our top ten ideas were placed in a table and then rated by each individual.

	Criteria 1	Criteria 2	Criteria 3	Criteria 4	Criteria 5	Criteria 6	Criteria 7	Criteria 8	Total score
Idea name and description	Cost of implementation (high cost = 1, low cost = 3)	Community desirability (low desirability = 1, high desirability = 3)	Ease of implementation (hard to implement = 1, easy to implement = 3)	Sustainability/longevity (low sustainability = 1, high sustainability = 3)	External interest (low external interest = 1, high external interest = 3)	Community engagement (low community engagement = 1, high community engagement = 3)	Noticability (low noticability = 1, high noticability = 3)	Marketability (low marketability = 1, high marketability = 3)	
CBD Shuttle Service									
Thames <del>Strandbeest</del> project									
Free WiFi									
Upgrade the Thames website									
The Thames Light-Up									
Outdoor Movie nights									
Thames Night Life Activation									
Thames community gardens									
Security patrols									
Shop Watch 2.0									

We then totalled all our votes from each team member to find which ideas performed best based on our criteria.

Idea name and description	Member 1	Member 2	Member 3	Member 4	Member 5
CBD Shuttle Service	17	20	20	20	17
Thames Strandbeest project	18	20	17	19	15
Free Wifi	18	21	19	18	17
Upgrade the Thames website	16	22	21	21	22
The Thames Light-Up	19	22	19	20	18
Outdoor Movie Nights	20	19	21	19	21
Thames Night Life Activation	19	22	21	22	15
Thames Community Gardens	20	19	18	16	17
Security Patrols	18	17	22	23	21
Shop Watch 2.0	17	16	13	19	15

The three ideas with the highest scores were:

1. Upgrade the Thames website
2. Outdoor movie nights
3. Security patrols.

---

# PICKING THE TOP 3

## **Idea: Upgrade the Thames website**

**Challenge:** Have an online website for the Thames

**Solution:** Having a Thames website updated, Thames will have a better online presence.

## **Idea: Outdoor Movie nights / Nightlife Activation**

**Challenge:** More late-night activities in the CBD and customers.

**Solution:** Having an outdoor movie night at least once a week to have more activities in the CBD during late night. This will also give an opportunity for businesses to sell products and be open at night for movie goers such as food and beverages.

## **Idea: Security patrols**

**Challenge:** Addressing people's concerns for safety on the main street.

**Solution:** Have security guards or Maori wardens patrolling the streets to make people feel safer.

From these Top 3 Ideas, we developed several solution concepts for testing. Low fidelity prototypes have been developed and these files are available on request.

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# IDEA 1A:

## OUTDOOR MOVIE NIGHT

Outdoor Movie Night, is held on a first Friday of a month in Thames High School. This addresses the concern of having an activity at night in Thames CBD. It will also help the businesses, especially for restaurants, to add more customers to their shops.

The proposed location for the outdoor movie night is in Thames High School. The location is near Pollen Street and restaurants. Also, the high school will receive commissions of the activity.



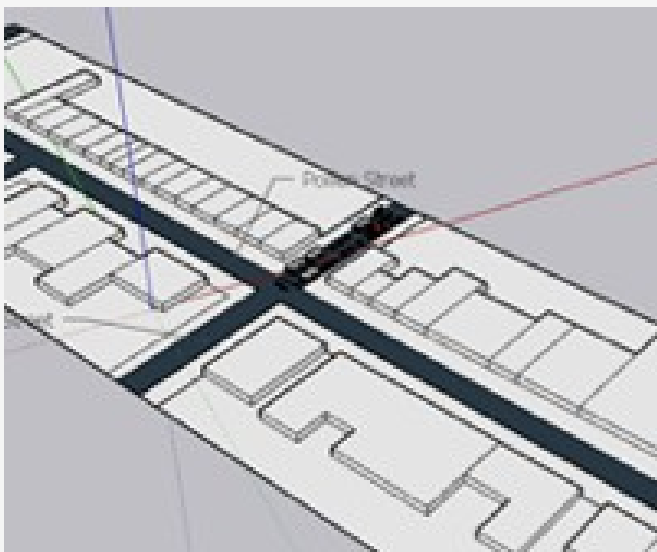
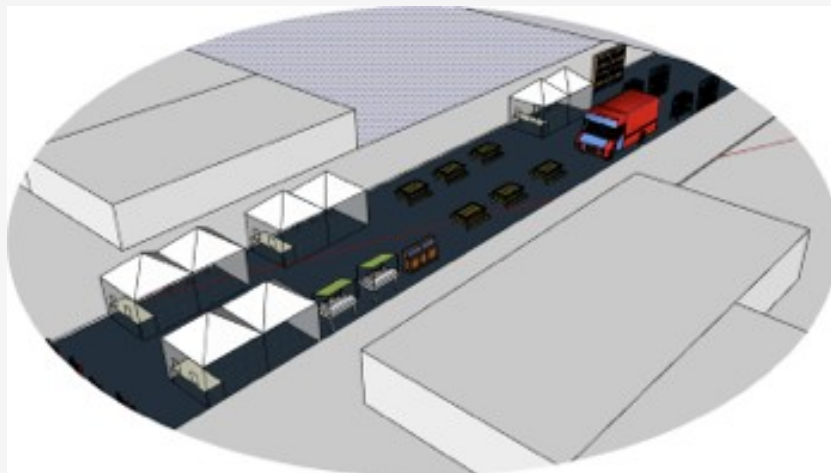
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# IDEA 1B:

## NIGHT MARKET

Night market could help local businesses and home businesses to endorse their products such as foods. This addresses the concern of small businesses to survive the competition in Thames CBD. It also addresses the night activity that people are looking for in the CBD.

The plan is to close a part of the intersection of Mary Street and Pollen Street and be held every Friday night.

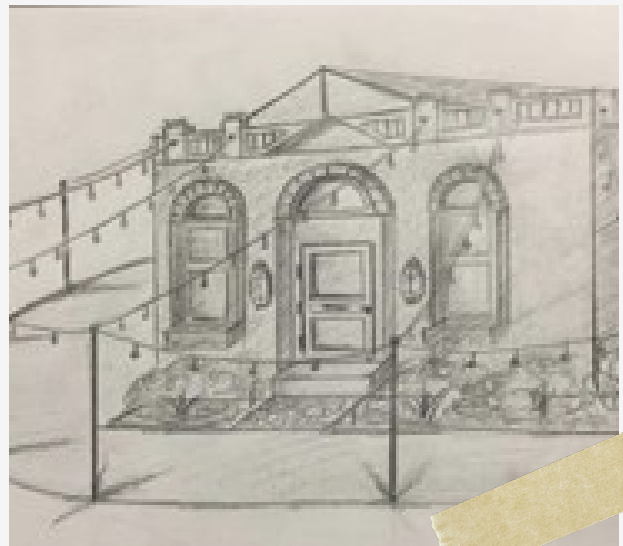


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# IDEA 1C:

## THAMES LIGHT UP

The idea is to install string lights in a short span of Pollen Street. This will give a more inviting vibe of the area and to the businesses along it. In addition, historic buildings will be installed with spotlights to highlight the rich history of Thames.





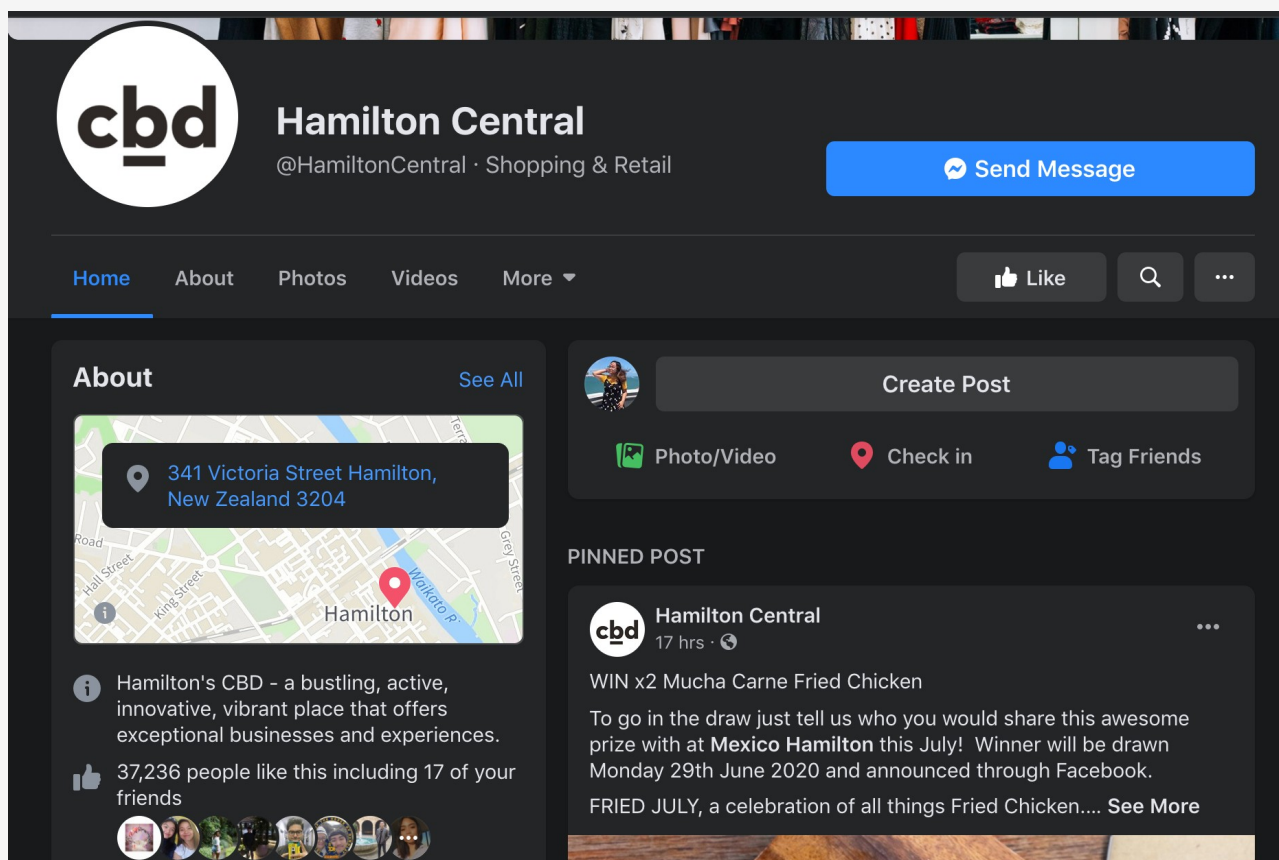
# IDEA 2:

## DIGITAL ONLINE PRESENCE

The upgrade to the Thames website idea was pivoted to improve the social media/ online presence of Thames.

The idea is to promote Thames through social media. This will help direct people to the Thames-Coromandel website.

Having an online presence is of vital importance today and so by improving the online presence of Thames it could greatly increase Thames marketability.



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## IDEA 3 :

# SECURITY PATROLS

This idea directly addressed one part of the wicked problem which our other ideas did not, safety and so this idea was very important to consider carefully. From our research and the problem statement from the TCDC we identified that anti-social behaviour (drug-dealing/use, graffiti, aggressive behaviour, and loitering) were making people feel unsafe in the CBD.

The rationale behind this idea was that having a security patrol in the CBD in the form of security guards or Maori wardens would mean Thames residents would have a presence that could provide support.

We also wanted to make sure that the idea was something tailored to Thames so the name was changed to Thames wardens and we felt it would be best it would somehow have links to the community.

Security Patrol will roam around areas of the CBD that have high concentration of crime recorded. This involves hiring residents of Thames or volunteer work to provide jobs who needs it.



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# USER TESTING & DEFINITION OF PROTOTYPES

Feedback were taken into consideration from the user-testing process. Different types of people were involved during the process which includes some members of the Thames-Coromandel District Council, Wintec staff, Harcourts staff, Destination Coromandel and a former resident of Thames

This helped us to identify the missing components that the potential users will need to see in the final solution. These were some of the feedback:

- **Outdoor Movie Night**

- Make sure its accessible
- Safety for COVID-19 and other things
- Toilets and amenities
- Outdoor movie night is a good idea, more suited to either a family or young demographic so with Thames having a higher average age may just have to choose films or make it suited for them as well. For winter, consider a drive up movie night as well so it can become an all year seasonal event with people staying warm in their cars for winter.

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# USER TESTING & RE-DEFINITION OF PROTOTYPES

## ▪ Night Market

- Could create some night life in Thames.
- Night Markets have a tendency to bring out all demographics from across the town/city, seen in Hamilton for example. Putting it near the main street will also encourage event goers to look down the main street and see other shops/cafes/restaurants that they could also perhaps browse in and boost the local economy.
- The current market has been really good with some interesting items on sale so again this would encourage the people of Thames to get out and chat with their community. It would encourage people to park from a distance and then walk into town so they can also browse the other shops on the street.
- Do not make this every week as Thames is a small town. Do maybe four times in the summer period. Every week could be a different theme.

## ▪ Thames Light Up

- Good to bring to life the heritage buildings. Could help with the sculptures on the rail trail. Could they be solar powered?
- If it's permanent it adds to that art and culture.
- Have a colour scheme.
- If there is an event you could tie in the lighting into the event.
- Lighting up the CBD not only provides an attraction, but also security. It would encourage people to get out and about and feel safe to move along the streets with plenty of visibility. The Hamilton light show last year in Garden Place pulled over a hundred people and combined well with the Christmas Lights making them a show piece of the CBD.

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# USER TESTING & DEFINITION OF PROTOTYPES

## ▪ Digital Online Presence

- Giving Thames an identity. The more advertising the better.
- Thames needs it.
- Have a different space to have positive news and information and events. It could work if we try it from a different approach.
- It would need to be active.
- Would want to use the “Create the vibe” slogan
- Relationship with the Thames business association is awkward. It makes sense to get the business association on board.

## Security Patrol

- Things were open it would be good to feel safe.
- I have never felt unsafe in Thames maybe at night. It's hard to see the police doing it. To have people doing it cannot be a bad thing. Do not know what sort of powers they would have. Good to have people near to help point them in the right direction when they need help.

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## OUR **FINAL** IDEA

# THAMES LIGHT UP

After extensive research, interviewing relevant people, prototyping our ideas and user testing, our team produced our final solution.

This solution is aimed to give the small town of Thames its own identity while accentuating the beauty of what's already currently existing within the CBD.

**Thames Light Up** focuses on lighting specific parts of Pollen Street to create a more ambient and inviting environment.

It also lays focus to the historic buildings around the Thames CBD as we know this is valuable and culturally important to people of Thames.

The Thames Light Up involves installation of commercial LED string lights for the street and spotlights for the historical heritage buildings.





# BENEFITS OF LIGHTING UP THE CBD



Thinking back to our wicked problem, how does the Thames light up help to reimagine the CBD into a safe, thriving and inviting area

## ' Safe'

It is in our human nature to feel vulnerable at night. We can't see well in the dark - therefore, it is natural to feel unsafe. To address this, it is essential to have good lighting that aids us in getting from point A to point B at night. However, lighting is about more than merely aiding clearer way-finding. It could serve as an alternative to increased surveillance in a certain space. Having a well-lit CBD, redefines how the place is perceived to be safe and welcoming. There is science behind the perception of safety in regards to better lighting. Under crime prevention through environmental design, it is also considered as a key element for qualities that makes spaces much safer.

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# BENEFITS OF LIGHTINGUP THE CBD

## *‘ Inviting’*

Like moths drawn to a flame, that is how people ( largely tourists) are to new installations in the area. There is more foot traffic around attractive places that draws attention and interest. Imagine walking under a myriad of stringed lights during an evening out in town. It feels more welcoming, plus something to make the people stop and stare.

The addition of spotlights to historical heritage buildings around the CBD gives the perception of them being ‘ open’ thus draws people in and adds to their curiosity. It could lead to the possibility of them staying longer and visiting the places during the day.

Alongside that, spotlights are able to accentuate the existing grandeur and rich history of the buildings Thames.

## *‘ Thriving’*

Whether you’ re looking to add ambiance to a space or provide a vibe that’ s lively, an addition of stringed lights is a great option. It is both attractive and functional. These can brighten up any space with soft, evenly distributed light. These are installations to encourage the entrepreneurial spirit of the businesses in the CBD, since the outside environment is an extension of the overall experience.

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# OUR FINAL IDEA

# THE

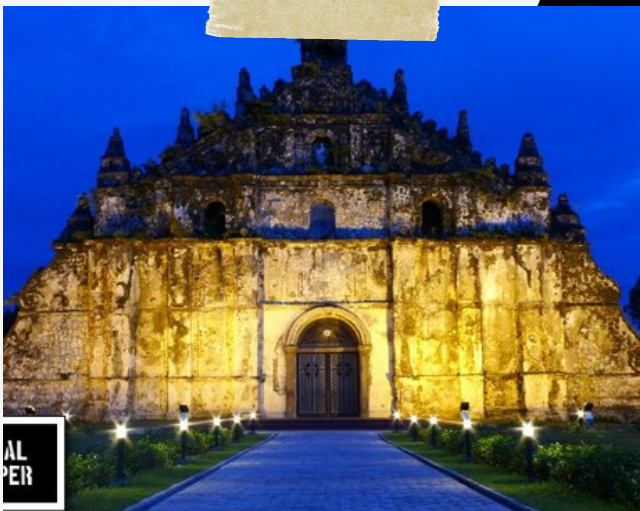
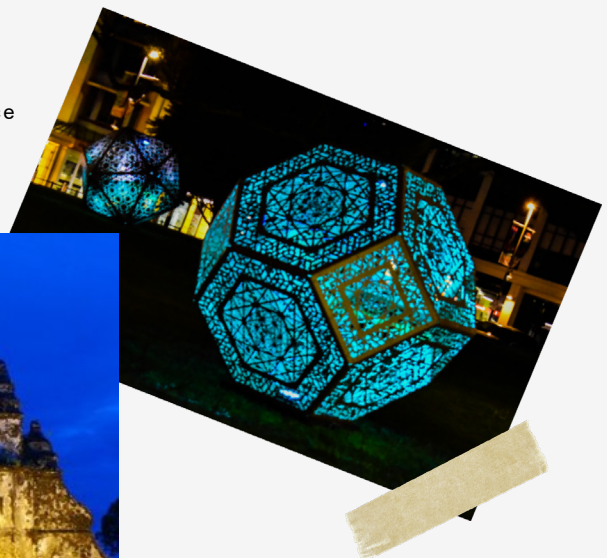
# THAMES

# LIGHT UP

Lights placed to highlight important areas – council, churches and historical buildings throughout Thames CBD ( spotlights + string lights.)

The top idea is the **Thames Light Up** - This was the obvious favourite from everybody we spoke with. This idea is to add some atmosphere and safety / warmth to the Thames after the Sun goes down. It also provides some aesthetic improvements to the CBD to lift the vibe. This means updating the towns lighting down the main St, adding LED / fairy lights to be strung throughout the Main St, and also using specific lights to activate the historic buildings throughout Thames CBD. This offers a variety of activations throughout the town. We would have a specific open day / unveiling to celebrate and get people talking about this new and exciting addition to Thames CBD.

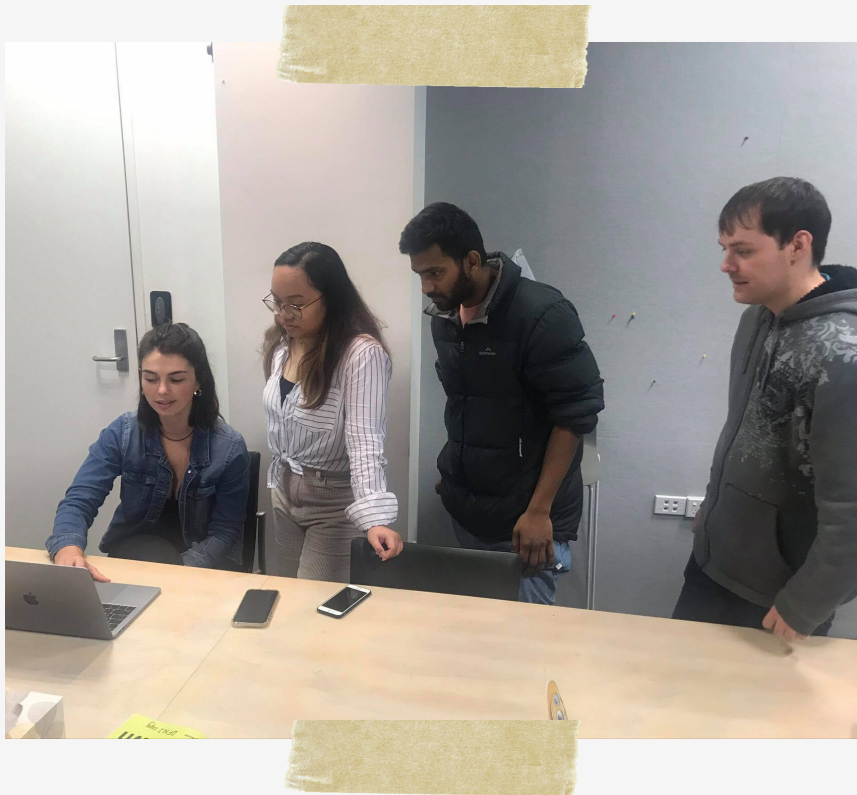
Hamilton Garden Place  
(Art installation light)



Paoay Church Philippines  
(Spotlights)

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# ADDITIONAL INFORMATION & FURTHER RECOMMENDATIONS



As the initial idea of having three parts of the Nightlife Activation of Thames CBD, we recommend to explore the other two ideas which are the night market and the outdoor movie night. We believe that the Thames Light Up would be more effective if paired with these other activities and events to increase its impact. This addresses the feedback from the interviews in which having a night life in the CBD forms an engagement with the locals and tourists visiting Thames.

We also would like to recommend expanding the online presence of the CBD to advertise the activities or events that will be held. This will help attract more visitors and provide them with key information about the said events.

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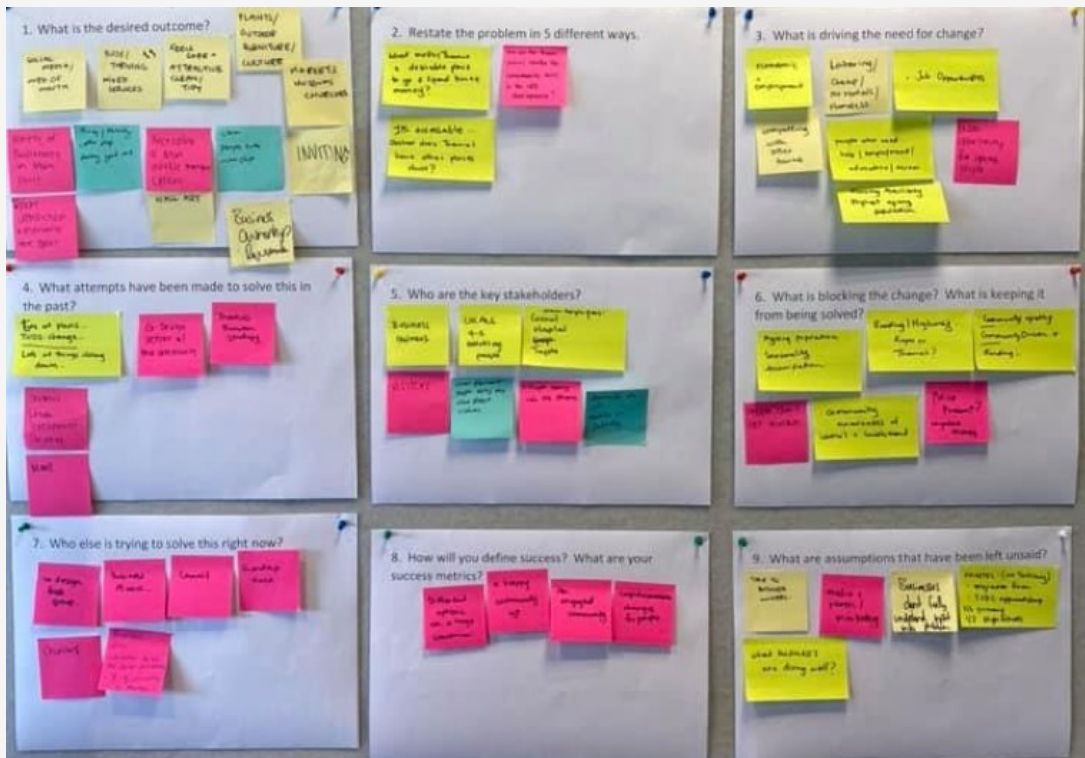
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# APPENDICES

## I. CREATIVE BRIEF



### Responses:

#### 1. What is the desired outcome?

Busy, Thriving, Feels Safe, Plants, Outdoor Furniture, Culture, Markets, Museums, Inviting, Wall Art, Accessible, more transport options, Variety of Businesses, more attractions, Maximize space, Business Ownership Rejuvenation, Business Thriving, Coffee Shop.

#### 2. Restate the problem 5 different ways.

What does Thames have that other places don't? What makes Thames a desirable place to spend time and money? How can Thames council involve the community more in the CBD developments?

---

# APPENDICES

## **3. What is driving the need for change?**

Economic + employment   Loitering &  
undesirable behaviour   No rentals  
Homelessness issues  
No job opportunity  
No housing availability  
Highest ageing population % in NZ  
Want to be more attractive than other towns to visit.

## **4. What attempts have been made to solve this problem before?**

Mall  
Co- Design session with the community  
Thames promotion strategy  
TUDS plans

## **5. Who are the key stakeholders?**

Business owners especially on Main St, Locals working 9 - 5, Council,  
Hospital, Toyota, Visitors, Locals, Visitors, People moving to Thames.

## **6. What is blocking change? What is keeping it from being solved?**

Ageing Population, Accommodation, Seasonality, Community  
Involvement, Police Presence, Negative Energy, Community awareness  
of council involvement, Community Apathy, Funding, Roothing/  
Highway.

## **7. Who else is trying to solve this problem right now?** Council, Friendship House, Churches, Co- Design Focus Group, Business Association.

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# APPENDICES

## **8. How will you define success? What are your success metrics?**

Different options for solutions on a large spectrum. A happy community. An Engaged Community. Implementable changes for people.

## **9. Do they have media/ marketing in place?**

What are businesses doing well? Talk to business owners. It's an ageing population? Businesses don't fully understand the problem. People are close minded and reluctant to change. No Tertiary options for youth.

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# APPENDICES

## II. INTERVIEW QUESTIONS

### Thames Residents

- How long have you lived in Thames?
- Why did you choose to live in Thames?
- What is your favourite thing to come and do in the Thames CBD?
- What are your bad experiences in Thames in terms of safety?
- What do you feel Thames CBD lacks?
- Do you feel a sense of community within Thames?
- What do you wish you had in the CBD but currently don't?
- What would Thames CBD look like to you if it was thriving?
- How would you describe Thames to someone who's not from here?
- Do you have another city that you prefer visiting? Why?

### Tourists

- For non-residents/ visitors/ tourists:  
What brings you here?
- How often do you come through Thames?
- When you come, do you stay? Why or why not?
- What would make you stay?
- What do you generally come for?

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# APPENDICES

## **Business Owners/ Business Association**

- What is your business?
- How long have you been in business?
- Where did you live before you moved to Thames?
- What days are the busiest?
- Why is your business located on this site?
- Can seasonal changes affect your business if so how?
- Do you feel like your business is part of the Thames community?
- Do you have any other people that just come by going to Coromandel?
- In regards to your safety, has there been any break-ins? How was that handled?
- What can you say are some security issues around the CBD?
- Do you feel like businesses in Thames are doing well?
- Do you have any ideas about the council's plans to revitalize the CBD? If so, what are the things you like about it?
- In an ideal world, how would CBD look and feel?
- Are you connected with the Thames business association?
- Do you feel beneficial to be involved with them?



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# APPENDICES

## **Council**

- What is your favourite thing about Thames?
- How can you describe the current state of the CBD?
- How does the council involve the community in the decision making?
- What are some plans the council has or had with the CBD?
- How can you describe the safety issues of the CBD?
- How do you describe the community lifestyle in Thames, how engaged are they when it comes to CBD activities?
- What do you think could help engage children or youth in the community when it comes to creativity?
- Do you feel like there are missing or something you could add to make the CBD better?

Get with the Thames  
Semester I 2020

