



*Integrated Planning and Partnership Model
for Brownfield Regeneration*

Involvement mobile app AvaLinn

The results of the idea gathering and the future of co-creation in Tallinn urban planning

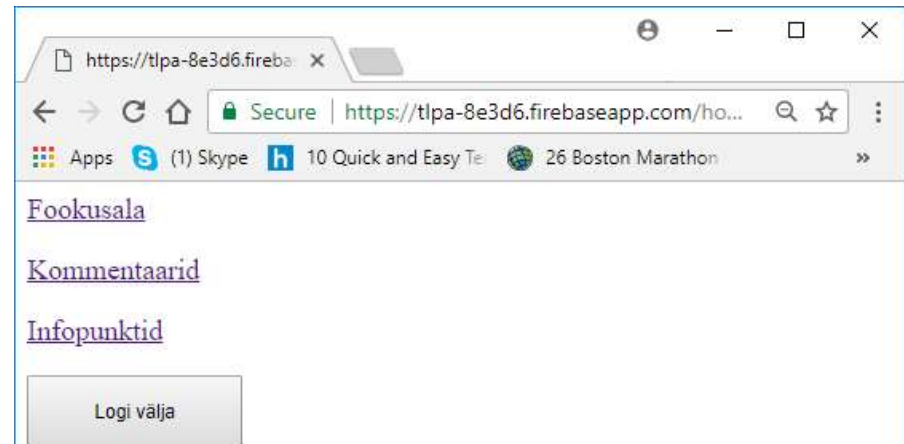
Ivari Rannama
Tallinn Urban Planning Department



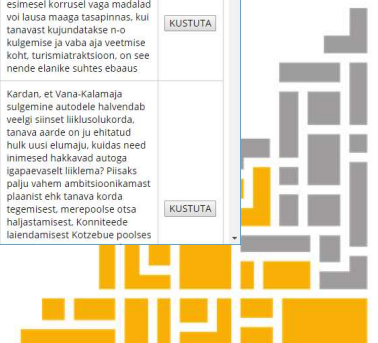


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Environments



Aeg	Autori id	Kommentaar number	Lalus	Pikkus	Asukoht	Meeldimised	Mitte meeldimised	Lisa info	Pilt	Kommentaar
31/3/2018 20:56	666B698C-9B16-4642-9B4B-44B8FCFA47CD	64	59.44872	24.74200	Kaardil	0	0			Paljude Vana-Kalamaja tn olevatel elumajadel on aknad esimesel korrusel väga madalad või lausa maaga tasapiirsed, kui tanavast kujundatakse n-ö kulgemise ja vaba aja veetmise koht, turismatraktsioon, on see nende elanike suhtes ebaaus
31/3/2018 20:51	666B698C-9B16-4642-9B4B-44B8FCFA47CD	63	59.44864	24.74205	Kaardil	0	0			Kardan, et Vana-Kalamaja sulgemine autodele halvendab veelgi siinset liikluskorda, tanava aarde on ju ehitatud hulk uusi elumaju, kuidas need inimesed hakkavad autoga igapäevaselt liikiema? Piisaks palju vähem ambitsioonikamast plaanist ehk tanava korda tegemisest, merepoolse otsa haljastamisest, Komitee laendamisest Kotzebue poolses





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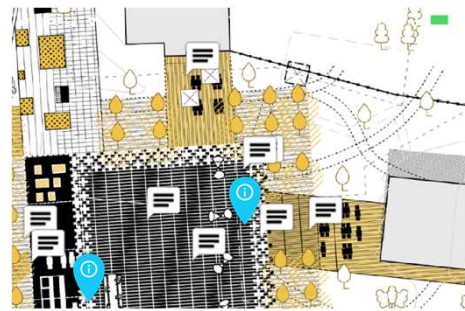
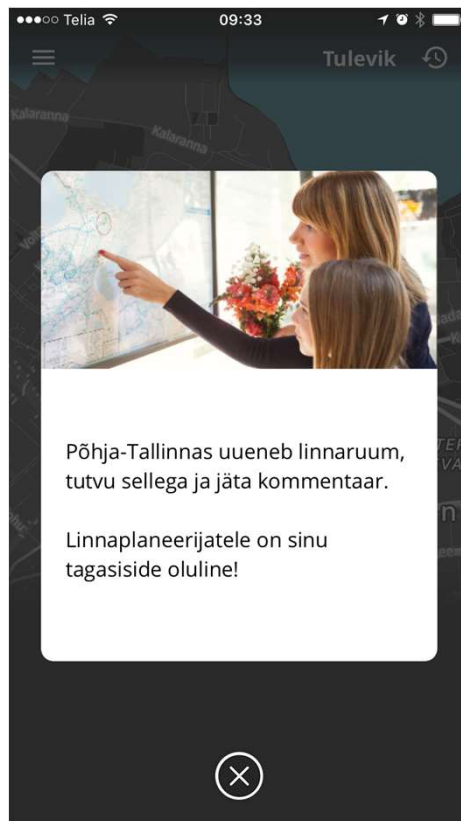
2 apps in three languages





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Functionality and data



Kogukonna Maja



Kalamaja platsi elavdavad nn Kogukonna Maja on kujundatud kasvuhoone laadis, ajutise, poolkülma suletava ruumina. Erinevad funktsionaalsed elemendid nagu köögilett, tualettruumid, esitlustehnika



Kommentaar #36
Mihkel, 36
20.03.2018 20:52

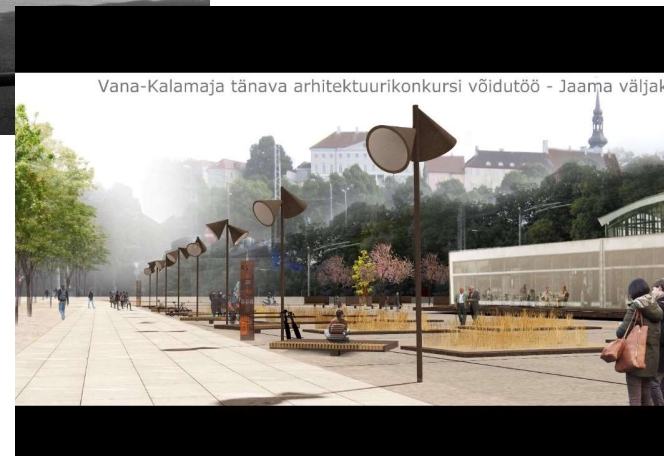
Ööseks tuleks see sulgeda, et kahtlane element seal ei ööbiks.





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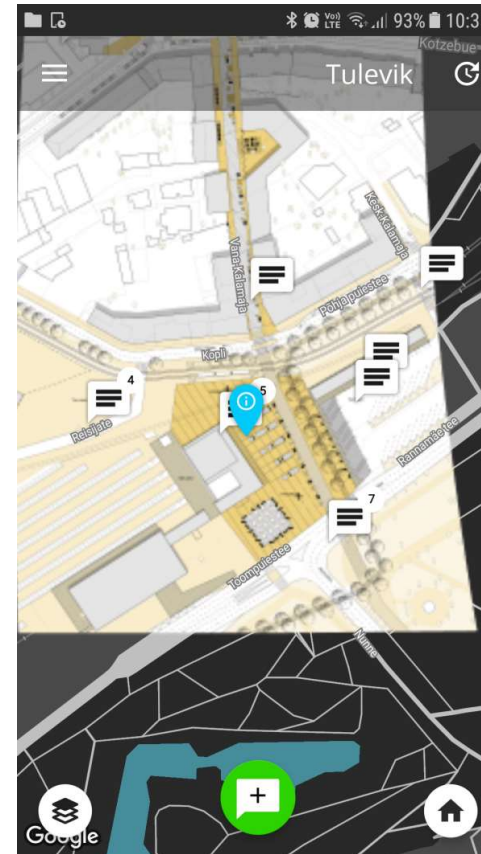
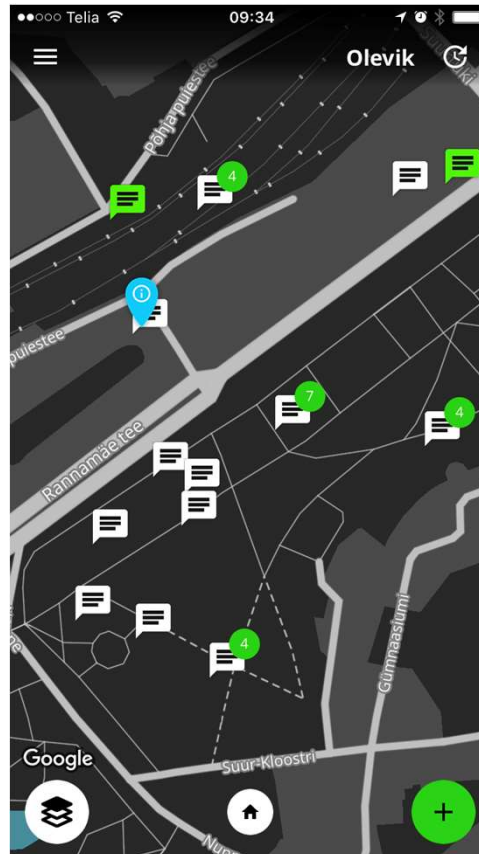
Functionality and data





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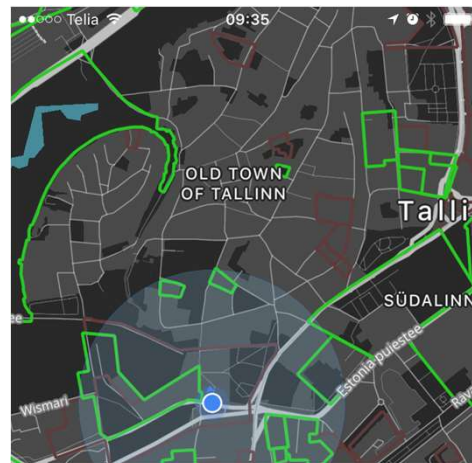
Functionality and data





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Functionality and data



ESTONIA PST 6 KINNISTU JA LÄHIALA DETAILPLANEERING

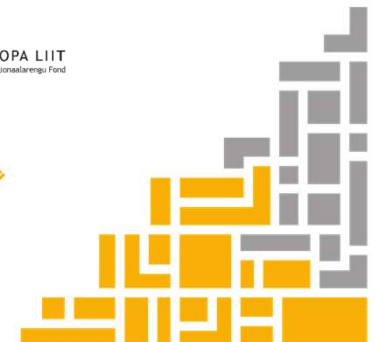


AvaLinn äpi eesmärk on kaasata inimesi linnaplaneerimise protsessi, et luua koos inimsõbralikum linnaruum.

AvaLinn kaasamisäpi abil saad tutvuda uue avaliku ruumi lahendusega ning edastada oma ettepanekud Tallinna linnaplaneerijatele.

AvaLinn rakendus on loodud Baltic Urban Lab projekti raames, mida kaasfinantseeritakse Kesk-Läänemere programmist 2014–2020 (INTERREG).

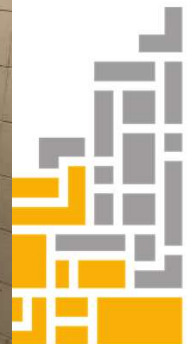
Tagasiside äpile





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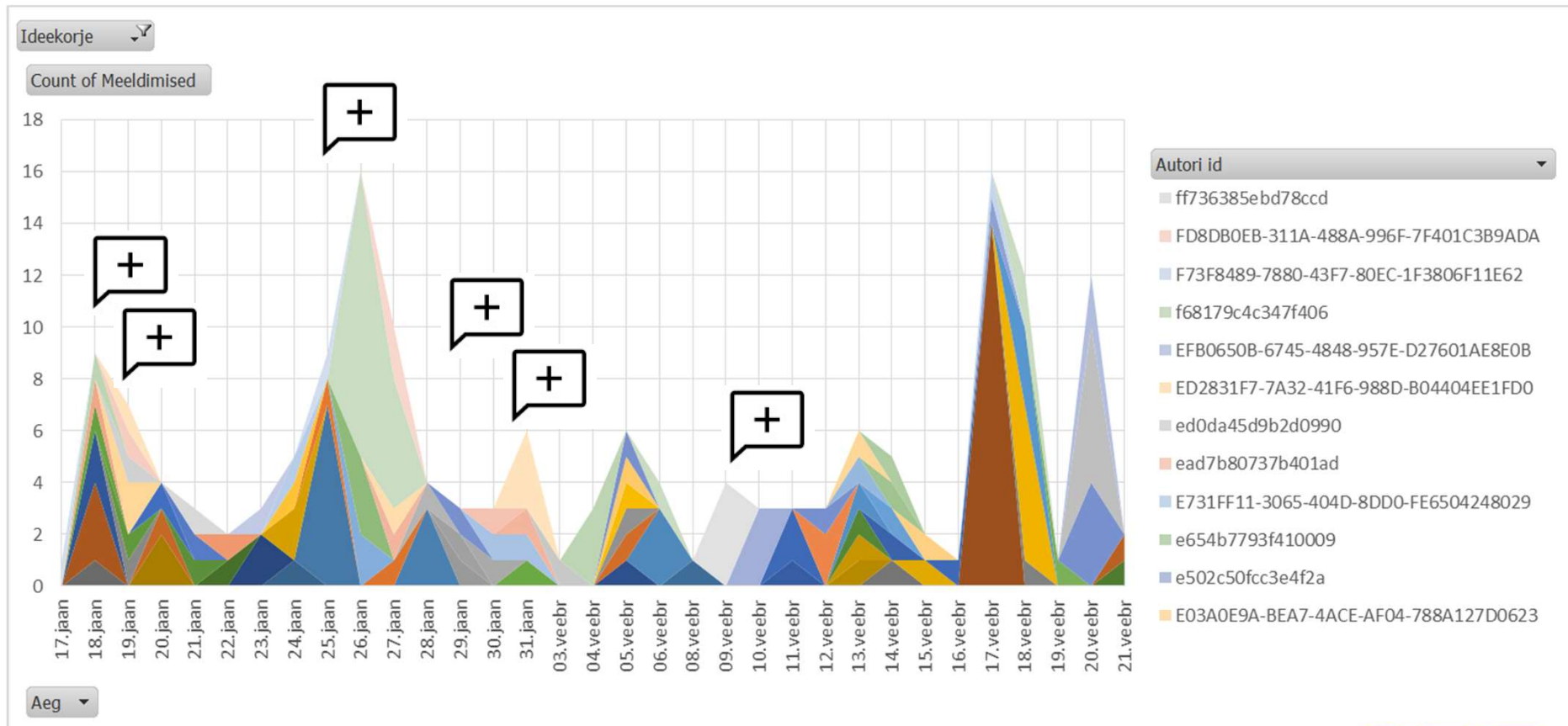
Marketing





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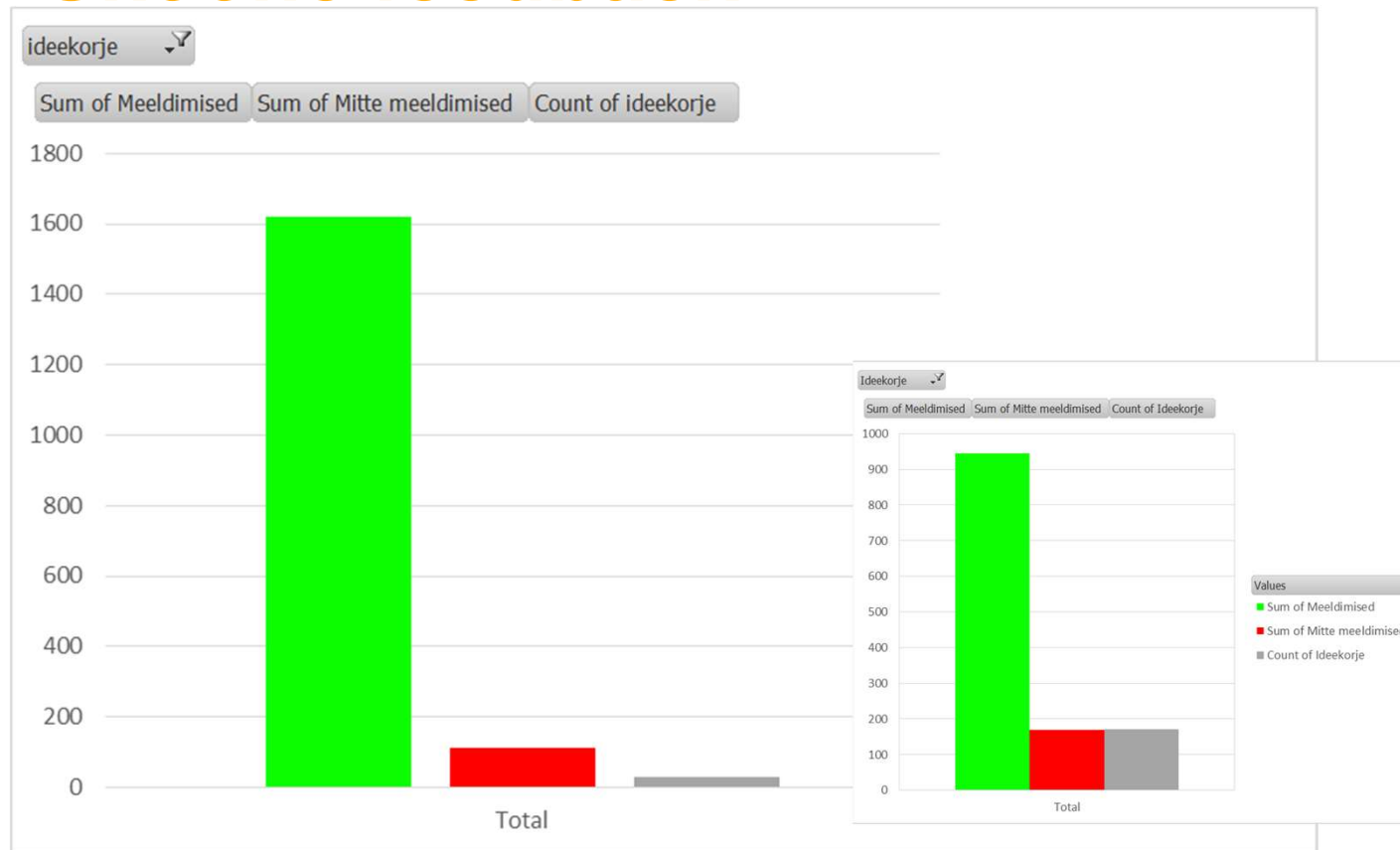
Skoone feedback





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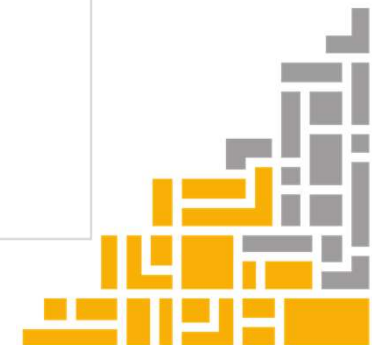
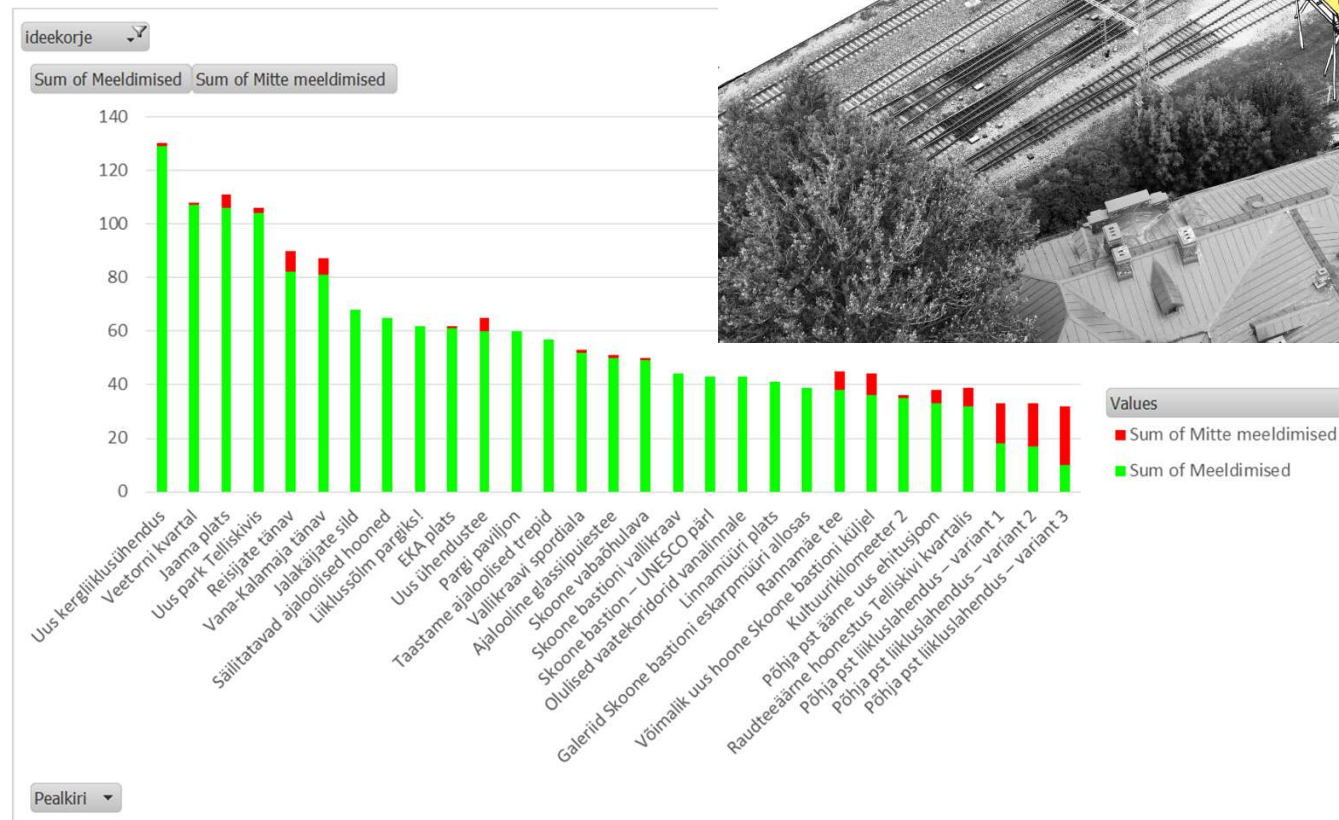
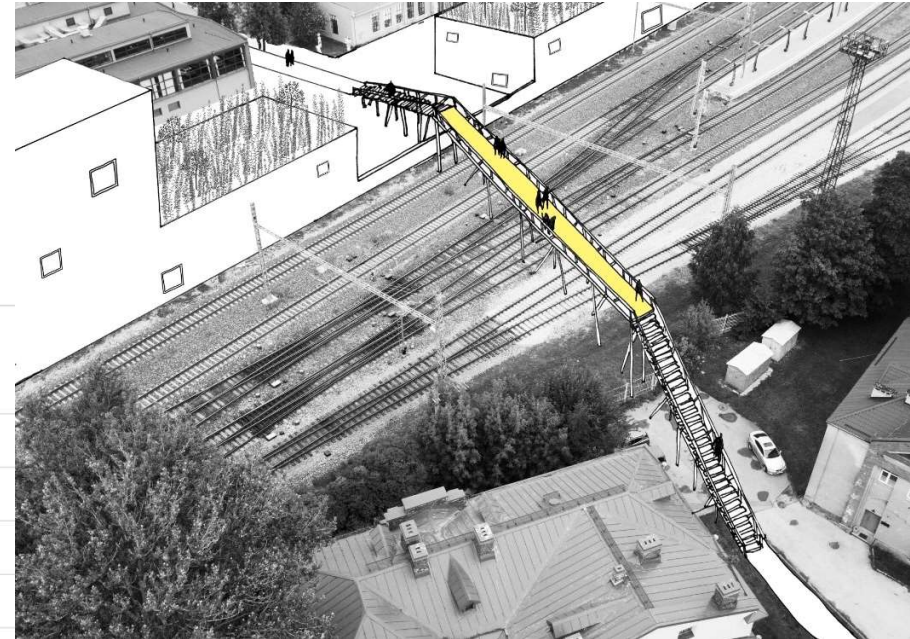
Skoone feedback





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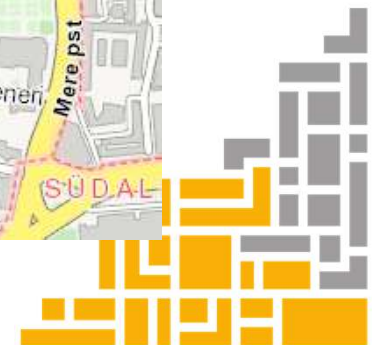
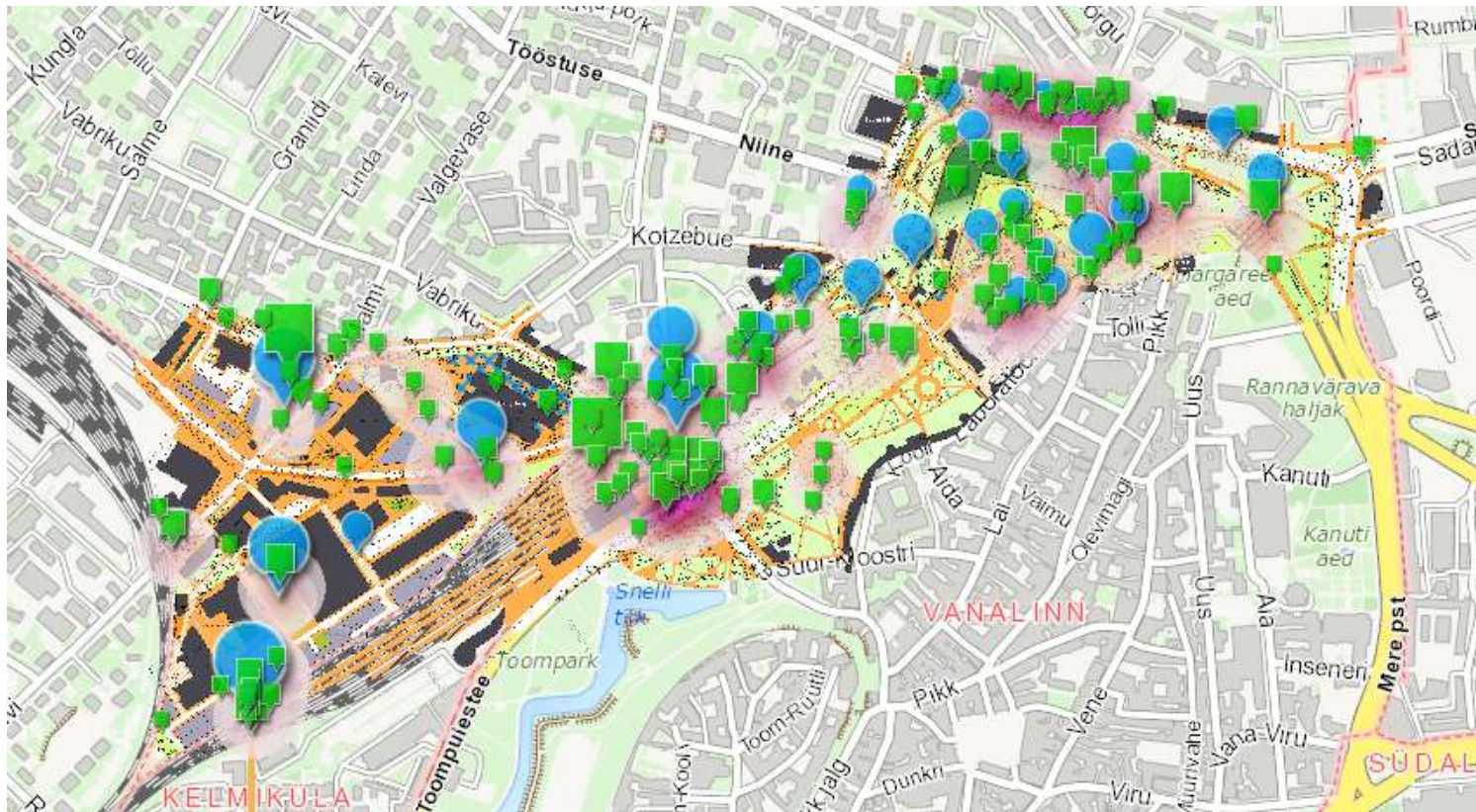
Skoone feedback





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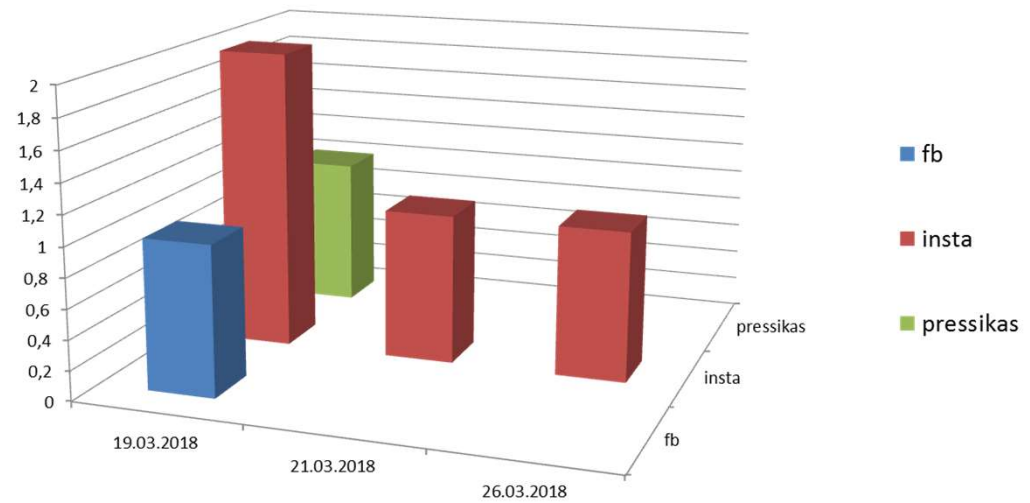
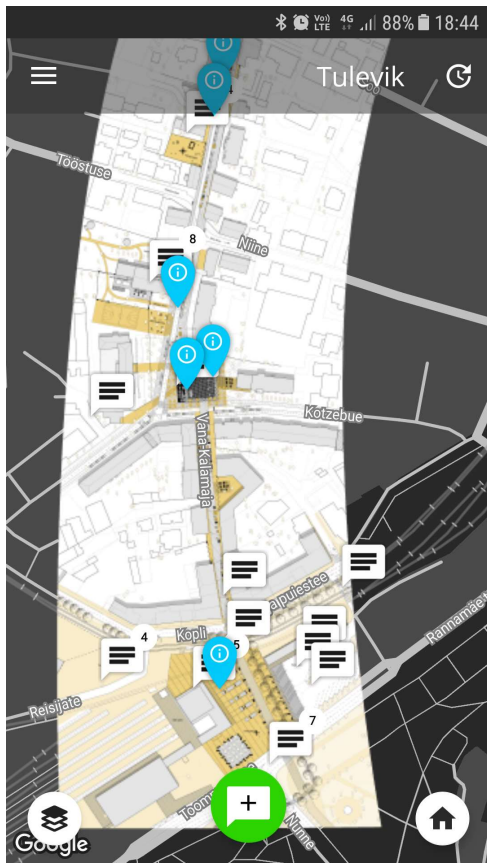
Skoone feedback





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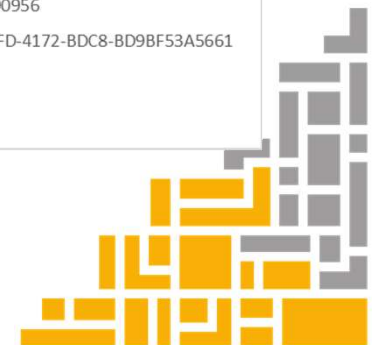
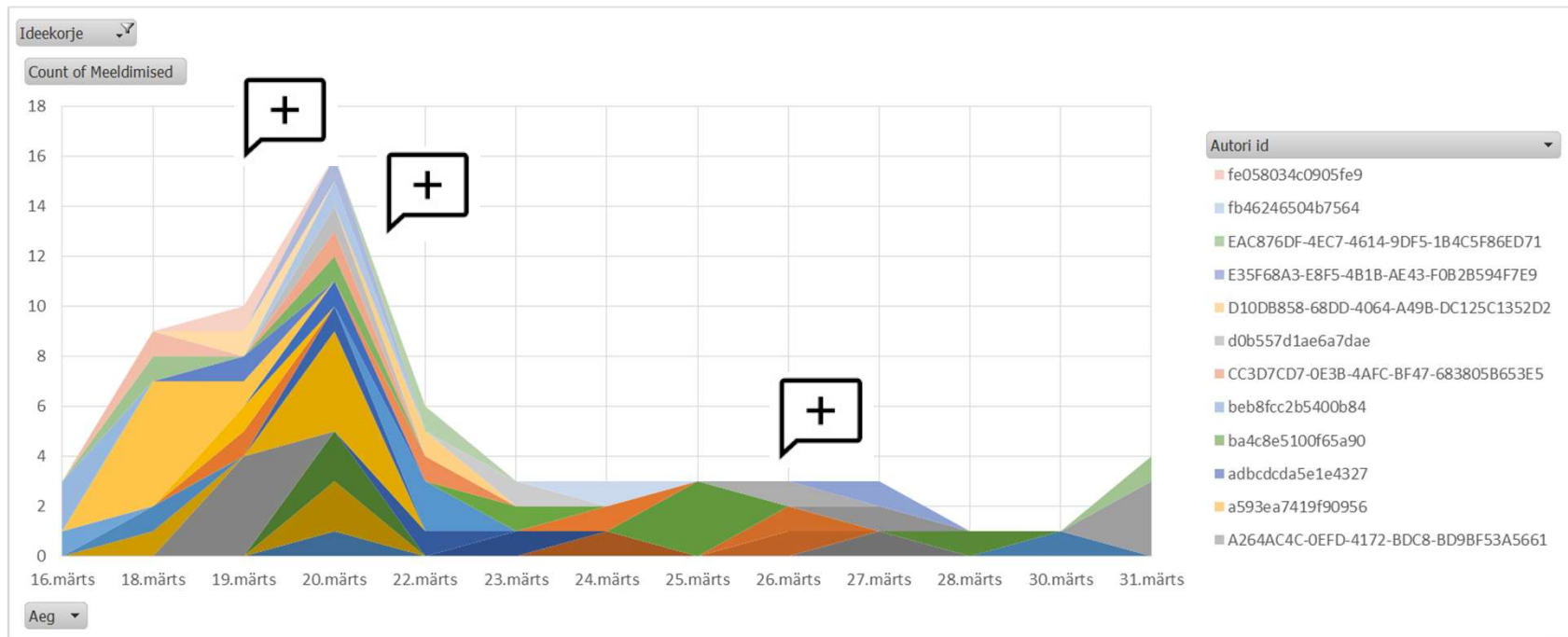
Vana-Kalamaja street





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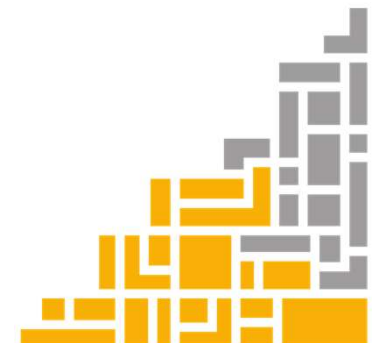
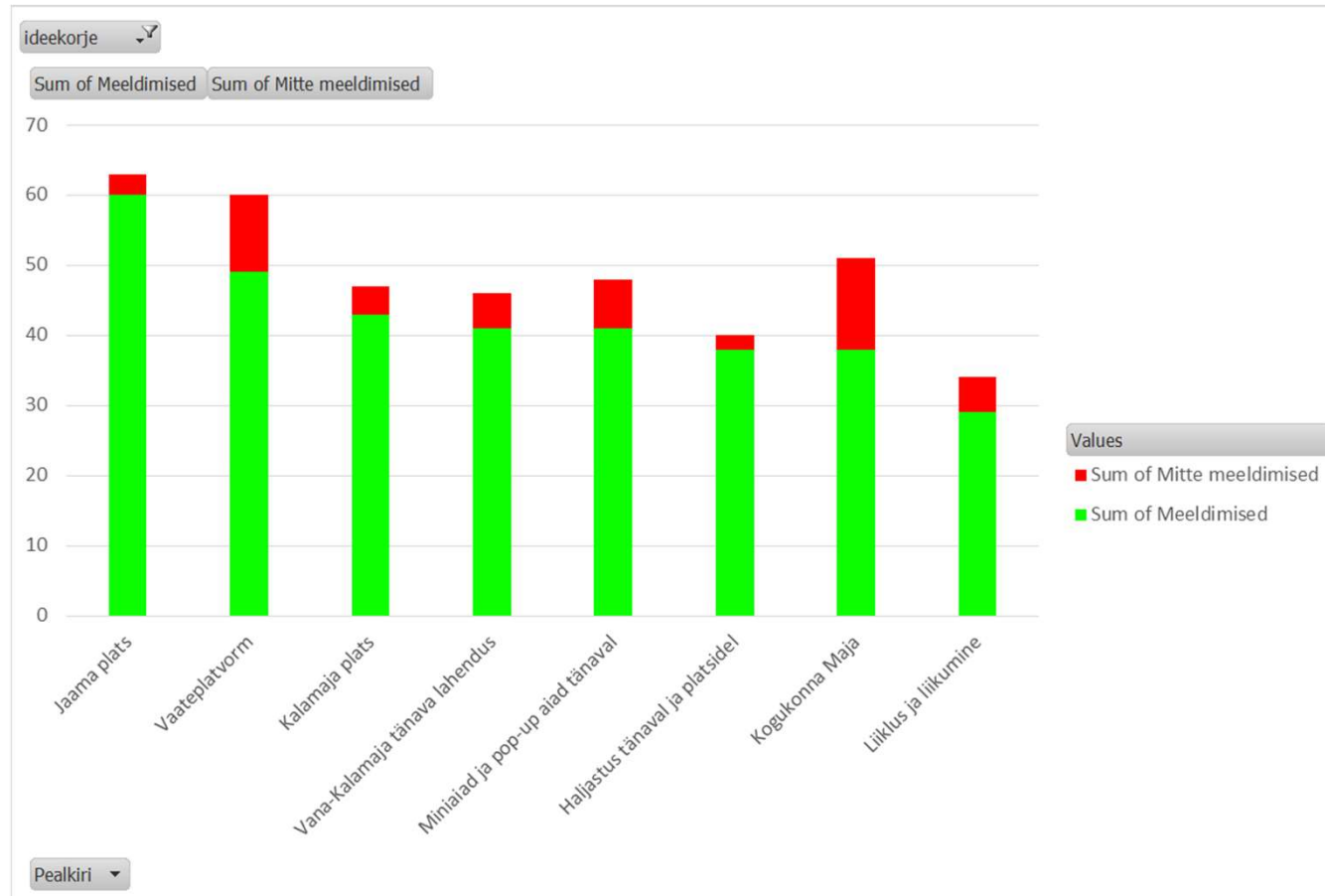
Vana-Kalamaja street





New involvement mobile app AvaLinn

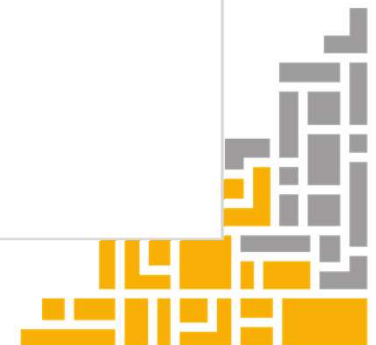
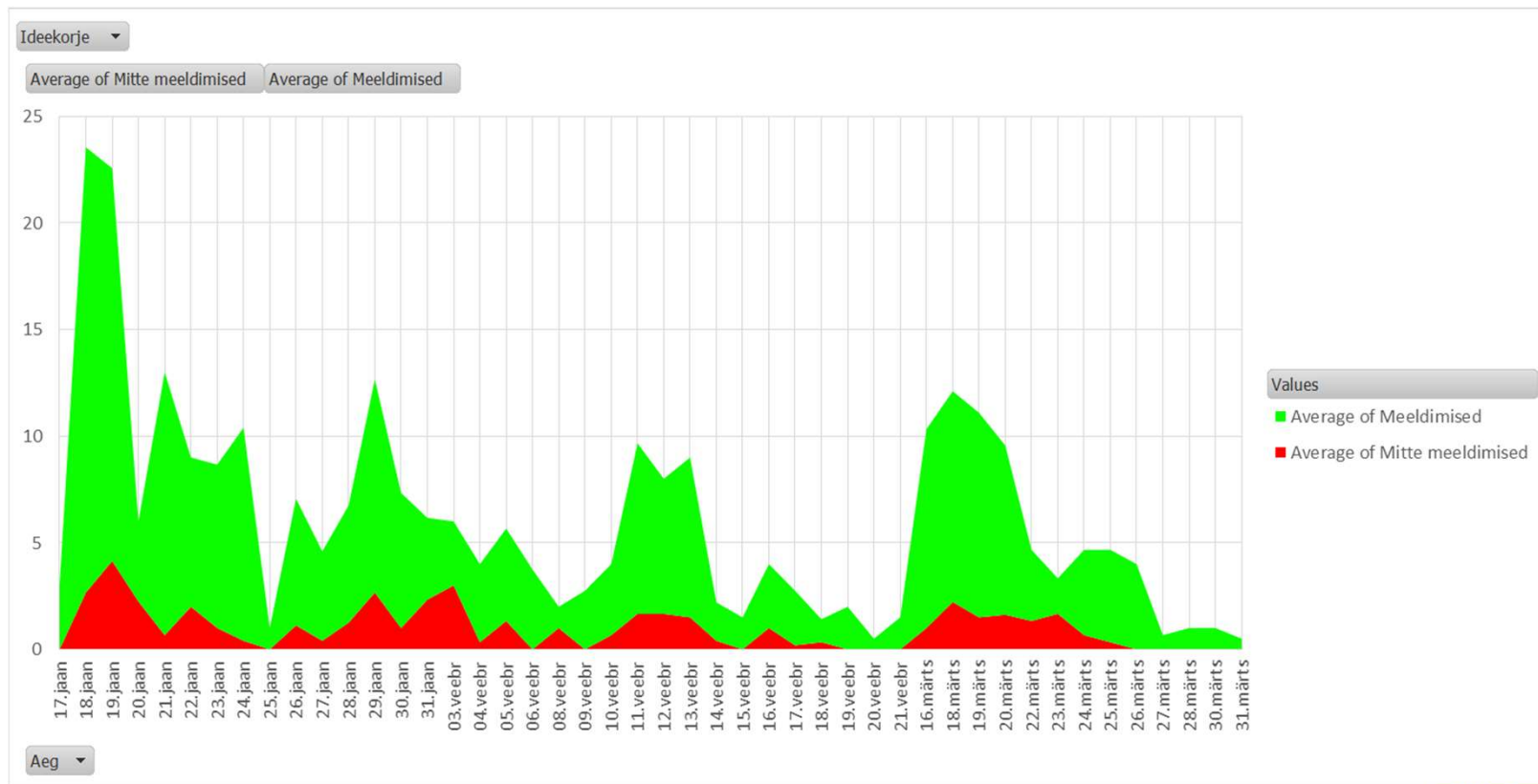
Vana-Kalamaja street feedback





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Summary





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Summary

- Not much pictures added
- Skoone - 167 hours in the app (average 5,2 hours per day).
- Vana-Kalamaja Street - 73 hours in the app (average 4,3 hours per day).
- To we lead them in the app or to we let them explore
- More positive than negative feedback





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Lessons learned

- Web page versus mobile app - more analyzes
- Usability, user experience, testing, testing, testing and visual is very important
- Marketing is very important and needs more finances
- Implementation

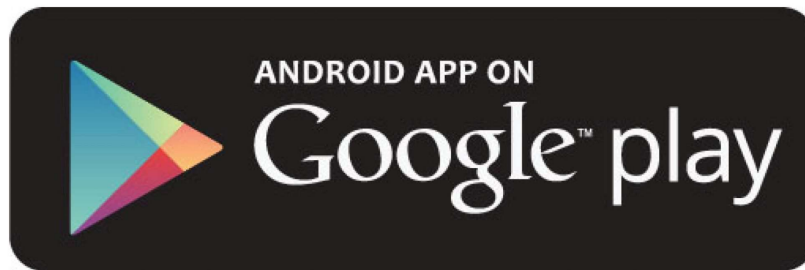




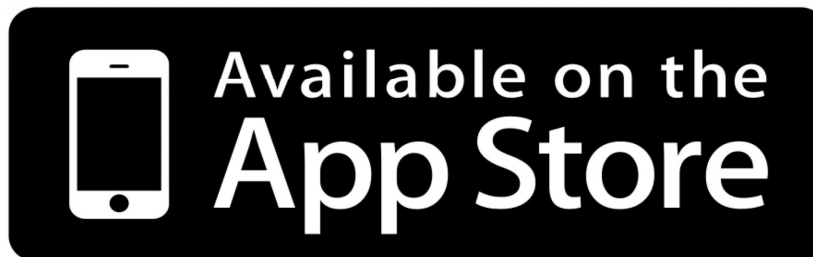
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Get AvaLinn and give us feedback

OPEN



OR



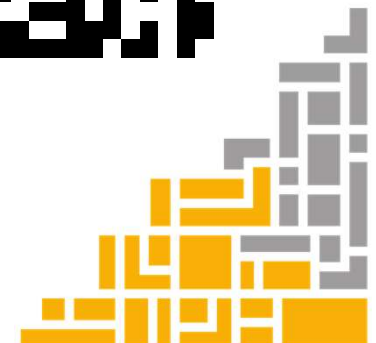
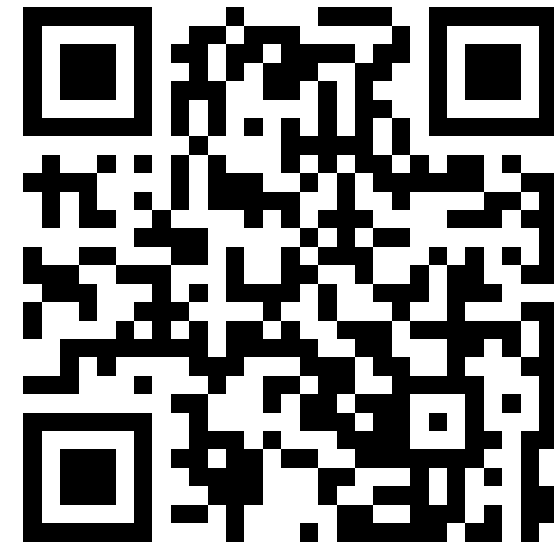
SEARCH FOR AvaLinn



INSTAL AND OPEN

OR

SCAN THIS





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Thank You!

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