

Sutton  
Place

EDMONTON

*City Centre*

# Welcome to City Centre Mall Playback

Hosted by:



# Segment 1: Sociable Explorers

They jump at the opportunity for novelty, fortuity and social interaction.

For those who seek deeper engagement with like-minded folks holding similar interests, the mall is ripe with opportunities for meaningful chance encounters. They are hopeful of what spending time at the mall might bring - spontaneity, novelty, and fresh conversations. They don't shy away from saying yes to something new. Earlier experiences with family members and partners have enabled them to confidently interact across social boundaries.

## People like



## What we heard

*"I'm not really into superficial conversations, but I'd be keen to talk to someone who knows about European medieval history." ~ Cody*



*"I don't really know him, but I've been walking around with him all day. There wasn't anything else to do." ~ Kalee*

## Points of pain



Disappointment



Under-stimulated



Remorse



Lonely

## Points of delight



Novelty



Anticipation



Stimulation

## Opportunity Areas

Opportunity 1: Mall as springboard

Opportunity 2: Mall as equalizer

Opportunity 4: Mall as connection broker

## Segment 2:

# Can't go at it aloners

They've got latent supports & some structure, just not quite enough.

Those who come to the mall to pass time in a way that lets them maintain their sense of identity. Previously they held jobs, had partners, inhabited houses, embraced responsibility and status -- and they aspire to achieve this again. They have strong relationships with people outside the mall (brothers, mothers, close friends) that keep them connected to their former or aspirational self. In the meantime, they craft their own purposeful stimulation with hobbies, DIY learning and entrepreneurial endeavours. They maintain the semblance of a 'normal' life through everyday acts of business: be it banking or paying bills. If only they could find opportunity to stay in that life full-time, but trauma, addictions, and remorse are barriers to living a life they'd prefer.

### People like



### What we heard

*"My dad is my best friend, I wish I could call him. But I've disappointed him so many times." ~ Kalee*

*"Since my dad died I really haven't had a guide." ~ Cody*

*"My son, he came to live with me when he was 16 and I woke im up every day, made him breakfast, made him go to school[...]He's doing awesome for himself now. He's got a job, he's on his own and lives with his nephew." ~ Curtis*

### Points of pain



Disappointment  
in self



Remorse



Angst about the  
Future

### Points of delight



Respite  
from Self



Purpose



Semblance of  
normality

### Opportunity Areas

Opportunity 2: Mall as equalizer

Opportunity 5: Mall as Marketplace incubator

Opportunity 6: Mall as alternative reality

## Segment 3 :

# The Certain Optimists

Motivated and capable to change, they're missing connections for change.

Those who not only aspire to something different for their lives, but believe it's in their power to achieve it. They talk about when, not if. They may have screwed up in the past, but they are intent on putting this behind them. Many have loved ones counting on them, and they plan to meet these obligations. Their time at the mall is intentional: they come to meet specific friends, buy and sell, or move from point A to point B. They want to change and are ready to act, they just need to be brokered to the right kinds of people and places supportive of their underlying motivations.

### People like



### What we heard

*"Just waiting for winter to end and construction jobs to pick up again. Then i should be ok." ~ Fawzi*

*"That's how I feel when I am at home, I feel dead but when I come to the mall I feel alive. The people, the energies from seeing other people because I am home alone...Going around straight people that didn't do the drug that I did." Lily from Tim's Crew*

*"That's why when people say they have their own self-contracting business then I ask if they need a labourer." ~ Curtis*

### Points of pain



Regret



Urgency



Obligations

### Points of delight



Faith



Confidence



Passion

### Opportunity Areas

Opportunity 3: Mall as purpose platform

Opportunity 5: Mall as marketplace incubator

Opportunity 6: Mall as alternative reality

## Segment 4 :

# The Lemonade Makers

Making the best of it.

Those who are making the best with their lot in life. They keep busy, making appointments, doing errands, and taking care of others. Being active helps them feel in control, a participant in society, and keeps the dark thoughts away. They are doing better than expected, in part, by keeping their worlds small and narrow and don't quite know what else to strive for, or how. This is the life they are most familiar with and they aren't really thinking about changing it up. The mall facilitates their activities be it church, grocery shopping, seeing friends, or engaging in the informal marketplace. But sometimes they wonder if this is enough?

### People like



### What we heard

*"The retired life is the most boring life" ~ Frank*

*"I've been a real trouble maker before, now it's a bit better" ~ Bridgette*

*"When I was new here I didn't have any friends. It's just office....I was just by myself on weekends, it was really depressing because there was no place to go... I just want something not complicated. My life is very simple....it's routine right. That's why I do these other things [cooking for church friends] because it makes me busy all the time and it's something different. I've always loved friends" ~ Pat*

### Points of pain



Boredom



Isolation



Stagnation

### Points of delight



Keeping Busy



Independence

### Opportunity Areas

Opportunity 1: Mall as springboard

Opportunity 2: Mall as equalizer

Opportunity 5: Mall as marketplace incubator

## Segment 5 :

# The Nothing Else-ers

Being amongst people is better than being alone.

Those who spend time at the mall, albeit disgruntledly. They are dissatisfied with the existing and potential relationships at the mall, and have none or just superficial connections and encounters. Many experience their idle time at the mall as a moral failing. It's not what they expected for their life. They say the mall is not the centre of their social worlds, and yet they come back day after day, this is the most accessible place in which to pass the time. Here, they can be part of the fray, without actively engaging. They people watch, give and get acknowledgement (often, passive) from other mall regulars. At the mall, they're never totally alone.

### People like



### What we heard

*"We meet everyday, they're acquaintances, not true friends. But it helps me feel less lonely."*  
~ Fawzi

*"I sit here to relax, I hope no one bothers me."* ~ Frank

*"I don't know who I'm going to meet. Let's say by mistake I come... warm up a little... if I see my friend or if not."* ~ Adam

### Points of pain



Purpose-less



Discontentedness



Feeling out-of-place

### Points of delight



Passive engagement



Distraction



Respite

### Opportunity Areas

Opportunity 3: Mall as purpose platform

Opportunity 4: Mall as connection broker

Opportunity 6: Mall as alternative reality

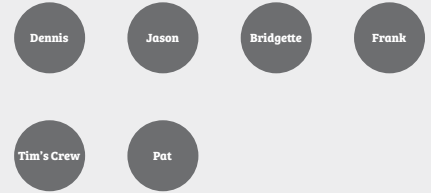
## Segment 6 :

# The Everybody Knows My Name-ers

Creating belonging in order to survive.

Those folks for whom the mall is like a second home, or living room, with favourite spots in which they spend most of their time. They feel deeply connected to the mall. Here, they can be seen and heard. They are part of the gift economy: their exchange of weed, cigarettes, pills, coffee, and food, affords a sense of rhythm, routine, and rootedness. For some in this segment, these social & emotional interactions happen with other mall regulars, mall workers, and security guards who inquire about their wellbeing, offering a smile or listening ear. For others in this segment, it's more about blending into a crowd of jovial acquaintances. Whether or not they are proud of their mall identity, the space blocks feelings of isolation. At the mall, they are moored to something.

### People like



### What we heard

*"My spot by the door is like my second home, people know to come find me here everyday." ~ Bridgette*

*"I feel secure with the friends I have around me [at the mall] because they protect you. You know when I got sick they would be calling and saying how I am because they worry about me. That's wonderful having friends like this group. I keep telling them I found my family." ~ Pat*

*"We have a sense of community all the time. On the reserve you are always visiting. You can't go into someone's house without getting fed, you know. That's what we try to have here as much as we can." ~ Linda (a regular at Tim's)*

### Points of pain



Isolation



Feeling unseen & unacknowledged



Being unanchored

### Points of delight



Belonging



Connection



Sociality

### Opportunity Areas

Opportunity 4: Mall as connection broker

Opportunity 5: Mall as marketplace incubator

## Segment 7 :

# The Aspirational Guards

Security guards with a sense of mission and future

For a sizeable segment of security guards, service is a motivator. They came into the job out of school, and hold bigger aspirations for public service, be it the police force or as paramedics. They know regular mall goers by name, and often stop on their route to ask how people are doing. Their empathy is tempered by a sense of powerlessness. They wish they could do more, making compassion fatigue a risk. If only there were resources to offer folks other than giving them clothes from the donation bin, calling 211, or a taxi service to take them to the nearest shelter.

People like



### What we heard

*"The female security guard, I love her. She treats me with respect." ~ Bridgette*

*"It really upsets me to see people sitting all day doing nothing." ~ Security Guard*

*"We called the The Hope Mission and they're picking you up on the other side of the mall so we'll help you get to the other side of the mall, okay?"*

*"It's hard..."*

*"What's hard?"*

*"Getting up."*

*"Okay, I'm here to help you."*

Interaction overheard between a mall visitor and a Security Guard.

### Points of pain



Compassion fatigue



Purposelessness



Helplessness

### Points of delight



Hospitality



Service



Mutuality

### Opportunity Areas

Opportunity 7: Security to Care



## Segment 8 :

# The Interested Professionals

Aware of their environment, these professionals are intrigued and unsure how to engage.

The mall is a workplace, and for a segment of office tower staff, a flexible space for taking phone calls, having meetings, and doing work on their own terms, liberated from a fixed desk. For the remote workers, especially, their professional business unfolds next to others' personal business. It's all a bit of a wild card: they may be seated next to folks keeping to themselves, or others displaying active signs of mental health challenges. This segment of professionals sees themselves as part of the ecosystem, they are aware of their surroundings, and not quite sure their role. They may buy people food or a coffee, and ask how regulars are. Exchanges happen across class and experiential boundaries, driven more by happenstance than deliberateness.

### People like



### What we heard

*"Everyone needs to feel a sense of connection." ~ Nithin, Telus sales*

*"People need to be nicer and go say hi to people who have been sitting down there for a while". ~ Security Guard*

### Points of pain



Discomfort



Uncertainty

### Points of delight



Curiosity



Sociality



Usefulness

### Opportunity Areas

**Opportunity 2: The mall as equalizer**

**Opportunity 3: The mall as purpose platform**

**Opportunity 4: The mall as connection broker**

## Segment 9 :

# The Stymied Mall Tenants

Wishing for a way to contribute to positive change in the mall, these mall tenants feel at a loss for where to start.

These local mall tenants have been around through many changes in the mall ecosystem. Now they are a dwindling minority among much larger businesses that have been moving in. They feel both personally and financially affected by black-market trade and fights breaking out in front of their businesses. From their vantage point 'on the ground' they can actually see when an interaction between mall visitors is about to escalate -- they know the rhythms well and can recognize the signs -- but don't have many options in the moment. They often feel physically unsafe to intervene on their own so are forced to call security several times a day after things have gone south. They have strong working relationships with one another and with Security (both frontline and higher up). They would love to come together to tackle local mall issues but feel it's out of their scope and their budget to be the ones to start something.

### People like



Stephanie, co-owner of Urban Greek

### What we heard

*"I don't care what you look like -- if you're clothes are clean or not -- if you want to buy some food and have a seat you are welcome to. I always tell my kids not to judge a book by its cover and I tell the staff here too." ~ Stephanie*

*"I'm not a social worker or psychologist but I know food. I wish I could use my knowledge of food for something here, you know?"*

*"What am I going to do, buy an Opa franchise so that I can rent in the food court and they can tell me how to cook Greek food? No thanks!"*

### Points of pain



Futility



Isolation



Insecurity

### Points of delight



Hospitality



Togetherness



Belonging

### Opportunity Areas

Opportunity 3: The mall as purpose platform

Opportunity 5: Mall as Market Place Incubator

Opportunity 7: Security to Care, Passive to Active

# Insights

## Strategic comings

Folks know the rules of the mall: no congregating in the food court for longer than an hour. No sleeping.

Groups of friends come before 9am to avoid the gaze of security. Others, buy and nurse a coffee all day to be seen as economic participants. People are seeking a space to just be, and do what they need to in order to feel in control. What if there were more public spaces which afforded a sense of agency & control, serving to redefine the boundaries between the private and public?

## Intentional disorientation

Malls blur the time/space continuum. With few differentiating activities or spaces, mall goers can lose a sense of geography and seasonality. For some that disorientation is a welcome distraction.

For others it's disillusioning and deadening. Whichever camp you fall into, the artificiality of the environment can run counter to people's notions of health, balance, and equanimity. What if we better merged the natural and the built environments?

## Everything but shopping

There are at least 15 reasons people come to Edmonton City Centre mall. None of them involve engaging in the formal economy.

- Window shopping
- Distraction
- Make money
- Pass time
- Meet people
- Pick up girls
- To not be alone
- To learn
- Socialize without spending money
- To buy/do drugs
- Safety
- Waiting for a friend
- Wanting to make \$10.00
- Connection
- To go to church
- Out of habit
- Entertainment

## It's all relative

The mall is perceived as less surveilled than other open spaces like the library or the casino. At the mall, people have more opportunity to be a 'free agent' and blend in without feeling constantly under the microscope. What if we could leverage the mall's surveillance / security sweet spot to engage folks who would otherwise avoid a "high surveillance" service agency?

## Relationality over physicality

There's the church ladies that like the food court. There's the cadre of professional indigenous women that like the Tim Horton's off 102. Friend groups have their preferred hang out spaces, but even when those spaces are disrupted, they find their way. Indeed, sociality is robust and resilient. Despite physical changes to prevent congregating, people find their own quick work-arounds. They won't allow the removal of tables & chairs to influence their daily routine. What if we used this network resiliency to spread information and ideas?

## Role fluidity

There are no bad apples at mall -- or at least not many. The line between victim and perpetrator is fluid. Status hierarchies aren't fixed. People both buy and sell. The moment dictates what's called for, rather than the person. What if we didn't label people, but moments?

## Energy injection

At 4pm, the kids with the coloured hair and piercings descend on the food court, in clumps, debriefing from their day at art school. They add a jolt of youthful energy. Aware of their surroundings, they're curious to engage, but not always sure how. How might the mall leverage the ebbs and flows of its inhabitants, and draw on the vibrancy of young people?

## Opportunity 1:

# Mall as Springboard

What if the mall was not just a passive host but a proactive facilitator, with roles and spaces designed to promote healing, growth and development?

### INSIGHT: LIMINAL SPACE

*Liminal: relating to a transitional or initial stage of a process; occupying a position at or on both sides of a boundary.*

The mall is its own kind of transitional space: between transit & commerce, between work & leisure, between the natural & built environment. Here, the space affords an anonymous respectability, hosting and holding its inhabitants in a manufactured dimension, suspended from all of the harshness of

the outside world. Here, people can retain some sense of agency or control in a life that may feel a little stuck or out of control. For a sizeable chunk of mall regulars, they desperately want to get un-stuck and for life to be different, but find movement stymied by grief, loss, internalized guilt, shame, and relationship breakdowns masked by substance use. How might the mall act as a constructive liminal space, leveraging its special positionality in people's lives?

### THIS MIGHT LOOK LIKE

**Healing Corners**  
There's already a church in the mall, what if there was a network of spaces for reflection, contemplation, that embraced the different cultures -- with cultural ambassadors from different faiths and backgrounds?

**Mind Vending**  
Free vending machines containing adult colouring books, meditations, quotes, journals, fortune cookies, horoscopes, etc. People can choose from a variety of themes & emotions (grief, boredom).

**Healing Shop**  
Retail concept for people to explore addiction, types of treatments, supports, approaches, busting stigma, recognizing cross-cutting issues. In partnership with local non-profits, treatment specialists, neurobiologists, etc.

**Nature Makers**  
Just like garden allotments, but inside, with a team of local cultivators. People can spend time healing and reflecting amongst a bit of nature and can choose to have friendly conversations with other gardening enthusiasts.

**Curious Conversationalists** (Prototyped)  
A new role & tool for security guards, interest professionals, and/or local volunteers. Conversationalists get a deck of cards, developed with narrative therapists, to facilitate short chats with mall regulars about aspirations and preferred futures.

#### Segment

Segment 2  
Can't go at it aloners

Segment 5  
The nothing else's

Segment 7  
The aspirational guards

#### User Pain Point

- Purpose-less
- Stagnation
- Isolation
- Remorse
- Future angst

#### Mall Pain Point

- Helplessness
- Repetitiveness

#### Points of Delight

- Novelty
- Anticipation
- Stimulation
- Respite from self
- Purpose
- Semblance of normality

#### Possible Partnerships

- Faith communities
- Indigenous elders
- Social work students (practicums)
- Interested professionals

#### Projected Benefits

- Brings health & lifestyle, a strong consumer trend, to the forefront
- Gives security guards & mall staff a tangible offer for people in need
- Increases calm, serenity, order

## Opportunity 2:

# Mall as Equalizer

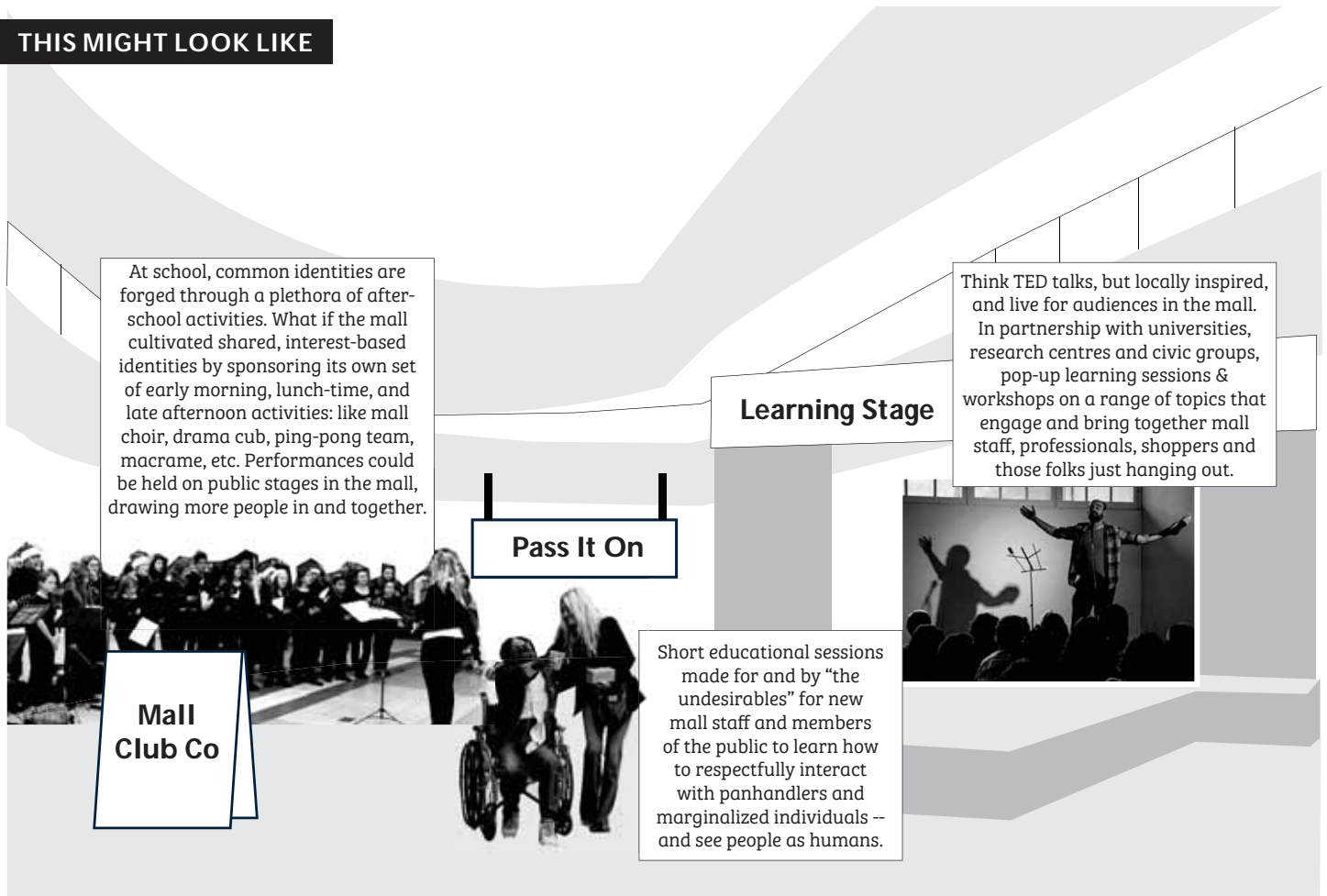
What if the mall explicitly embraced its role as an equalizer between people of different class, statuses and backgrounds -- and created more opportunities for people to come together and co-exist with dignity?

### INSIGHT: EXCLUSIVELY INCLUSIVE

It's not just for the well-to-do. It's not just for the down and out. The mall is for anyone, really. For folks on the streets, at shelters, in homes with disapproving or disappointing family members or living alone, the mall affords a particularly hard-to-come-by commodity: respectful normality. Indeed, the mall doesn't feel like a place for welfare or strings-attached help, or a place where marginalized individuals are oppressively surveilled. Here, they are just another every day person drinking coffee. They

experience this as a respite from experiences of active disrespect and invisibility. Some mall regulars describe coming to the mall for "business" - i.e going to the bank, paying bills, and mimicking the formal working world in which they once participated. Other mall regulars point to the informal relationships with mall employees, store owners and security guards as buffering against the solitude and indignities.

### THIS MIGHT LOOK LIKE



#### Segment

Segment 2  
Can't go at it aloners

Segment 5  
The nothing else's

Segment 8  
The engaged professionals

#### User Pain Point

- Disrespect
- Shame
- Disappointment in self
- Feeling out-of-place

#### Mall Pain Point

- Non-paying customers detracting paying customers
- Simmering tensions

#### Points of Delight

- Respite from self
- Purpose
- Normality
- Entertainment
- Stimulation

#### Possible Partnerships

- Meetup.com
- Local schools
- Local universities
- Post-doc students
- Intramural sports teams

#### Projected Benefits

- Brings experiences -- a strong consumer trend -- to the forefront
- Increases peace by creating more opportunities for shared understanding
- Attracts new shoppers to the mall

## Opportunity 3:

# Mall as Purpose Platform

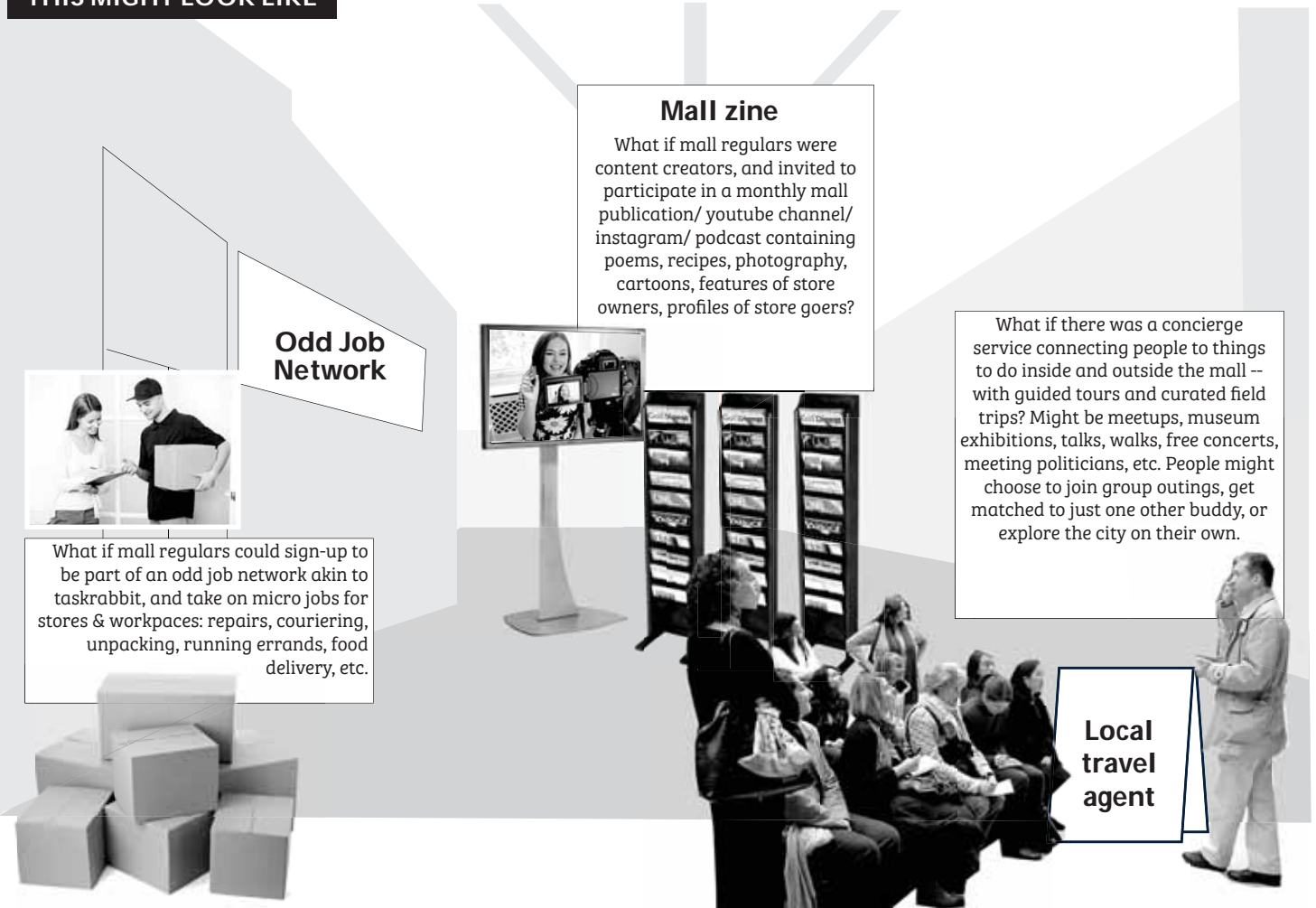
What if the mall wasn't a place to pass time, but a platform for novel experiences and deliberate serendipity?

### INSIGHT: LETHARGIC IDLENESS

With few other open & unrestricted places to go, some folks are drawn to the mall simply because it's the only perceived place to be. They aren't emotionally connected to the people or to the environment, and express both frustration and disillusionment with the hours of idle time; over time, having nothing to do becomes a de-motivator. Good days are ones where they chance upon interesting conversations or happenings, but this is rare.

Most days are the same-old, same-old. These segments aren't just looking for anything to do, though, they want meaning and purpose. Some take matters in their own hands, trying to teach themselves to draw, make friendship bracelets, or engage in the informal economy. Many do not: they lack inspiration, materials, energy, hope. How might the mall serve as inspiration & motivation for re-gaining a sense of purpose?

### THIS MIGHT LOOK LIKE



Segment	User Pain Point	Mall Pain Point	Points of Delight	Possible Partnerships	Projected Benefits
Segment 3 The Certain Optimists	<ul style="list-style-type: none"> <li>Boredom</li> <li>Urgency</li> <li>Purpose-less</li> <li>Isolation</li> </ul>	<ul style="list-style-type: none"> <li>Idleness</li> <li>Loitering</li> </ul>	<ul style="list-style-type: none"> <li>Faith</li> <li>Passion</li> <li>Entertainment</li> <li>Friendship</li> <li>Public service</li> </ul>	<ul style="list-style-type: none"> <li>Local journalism &amp; marketing programs</li> <li>Cultural institutions &amp; city facilities</li> <li>Community organizations with employment programs</li> <li>Business owners / downtown business district</li> </ul>	<ul style="list-style-type: none"> <li>Reduces tensions: busy hands achieve more than idle tongues</li> <li>Creates sense of mall community</li> </ul>
Segment 5 The nothing else'rs					

## Opportunity 4:

# Mall as Connection Broker

What if the mall served as a broker & connector, bridging people to spaces, people to professionals, and people to people?

### INSIGHT: (A) PART

People watching and people interacting are two distinct forms of sociality at the mall, both connected by a common need: to be part of something, be that passively or actively. The more time spent at particular locations within City Centre mall, the more people feel tied to niche social scenes (e.g Tim Horton's on 102 ave versus Food court). Social affiliation helps them feel better about their participation in the world and supports a preferred

narrative about their lives. They experience this through nods or acknowledgement by other mall regulars, through friendships created at the mall, or through their own more independent awareness of people's comings and goings, events like fights, mall banning and dramas, store openings and closures. Locale becomes one identity marker. How might people's mall affiliation be leveraged for more meaningful connections?

### THIS MIGHT LOOK LIKE

#### Open Space

A space and resources for a person/group to share a passion with others in the mall -- anything from beading, cooking, poetry, to styling yourself. Propose a theme, plan with the curator and request an expert to learn with or ask for resources to make with others.

#### Phone Home

Space inside the mall, in partnership with cell phone providers, staffed with community volunteers to help people use tech to reconnect with loved ones, track down relatives they've lost touch with, and take steps towards reconnection & reconciliation.

#### Phone Home

Concierge service to enable groups of friends, co-workers, or professionals to locate spaces inside and outside the mall for catch-ups, parties, ceremonies and events. Turn vacant space into usable pop-up project space.

#### Brain Dates

A platform to bring people together for lunchtime brain trusts. People can choose who they'd like to be matched with based on shared interests, hobbies or aspirations. Professionals, business owners, the public and regular mall-goers can all participate.

#### Introducer

A new kind of volunteer concierge service, whose job it is to walk with people from the mall to services and appointments.

#### Space Finder

Segment	User Pain Point	Mall Pain Point	Points of Delight	Possible Partnerships	Projected Benefits
Segment 1 The sociable explorers Segment 3 The certain optimists Segment 5 The nothing else's Segment 6 The Everybody knows my name-rs Segment 7 The aspirational guards Segment 8 The engaged professionals	<ul style="list-style-type: none"> <li>Isolation</li> <li>Feeling out-of-place</li> <li>Unseen &amp; Unacknowledged</li> </ul>	<ul style="list-style-type: none"> <li>Helplessness</li> <li>Loitering</li> </ul>	<ul style="list-style-type: none"> <li>Belonging</li> <li>Connection</li> <li>Helpfulness</li> </ul>	<ul style="list-style-type: none"> <li>Local community organizations</li> <li>City government</li> <li>Phone companies</li> <li>Genealogy societies</li> <li>Local tech students</li> </ul>	<ul style="list-style-type: none"> <li>Reduces tensions: busy hands achieve more than idle tongues</li> <li>Creates sense of mall community</li> <li>Provides value-add service to seniors, others</li> </ul>

## Opportunity 5:

# Mall as Incubator

What if the mall served as a broker & connector, bridging people to spaces, people to professionals, and people to people?

### INSIGHT: INSTANTANEOUS & UBIQUITOUS

Beyond a few fast food restaurants, not much is open in the wee hours of the evening or morning. In “marketplace alley,” you can get what you need any time of day and often for much less. For those who come to ‘conduct business,’ “marketplace alley” offers more flexibility than the library or casino and more security than a parkade. For those coming to buy, “marketplace alley” offers the option of 24-hour accessibility and convenience, allowing shift workers and night-owls alike the possibility to meet consumer needs at any point in time. But, buying and selling in

“marketplace alley” is not just about economic exchange: it’s very much about social exchange too, and people spend time there for a sense of freedom, possibility and adventure. For folks living off of the ‘marketplace,’ getting paid same-day is essential -- and is simply a more attractive proposition than work with rigid hours and two-week pay cycles. How might the mall leverage people’s entrepreneurial spirit and serve as an incubator for new enterprises & upcycling?

### THIS MIGHT LOOK LIKE

A kind of maker lab, inside the mall, focused on a range of artistic (and monetizable) pursuits. Upcycling products, floral arranging, screen printing, furniture building. Free interactive workshops and fellowships for people to learn a craft or trade.



**Crafted**

### Lending Circles

Malls already run rewards programs. What if they also helped coordinate lending circles: serving as a physical platform for groups of friends to bank & share funds?



Style after Asian night markets, a space and incubator to enable individuals to run a pop-up shop or eatery late in the evening. Partnering with engineering and architecture students to build stands & logistics.

**Night Market**

### Micro Biz Starter

Start-up capital, back-end support, and mentoring to turn street smarts into micro enterprises. The mall might offer space and mentorship, partnering with government and philanthropies who provide seed funding.



#### Segment

Segment 1  
The sociable explorers  
Segment 3  
The certain optimists  
Segment 4  
The Lemonade makers  
Segment 5  
The nothing else'rs

#### User Pain Point

- Stuckness
- Disappointment in self
- Angst about the future

#### Mall Pain Point

- Idleness
- Futility
- Illegal business

#### Points of Delight

- Purpose
- Normality
- Independence

#### Possible Partnerships

- Maker societies
- City of Edmonton Adult Programs
- Engineering & Architecture students
- Small business associations
- Local art school

#### Projected Benefits

- Takes up the trend of collaborative economy & small (versus big box) retailers
- Draws new customers to the mall
- Can build a reputation for the mall as a place of socially conscious innovation
- Successful businesses that emerge could become mall tenants, creating a (monetizable) symbiotic loop



## Opportunity 6:

# Mall as Alternative Reality

What if the mall embraced the time warp, and served as a futuristic space for re-imagining days?

### INSIGHT: CLIMATE CONTROLLED

Enter the mall, and enter a time warp. No matter the time of day or the conditions outside, inside, it's the same. Mall goers experience each day at the mall pretty much like the day before. Aside from stores opening and closing, office workers absent on weekends, and holiday decorations put up and taken down, there are few signs demarcating time, seasons or passing days. The mall's climate-controlled environment ensures that changes

in time and temperature go unnoticed. In addition, many regulars consume an array of both stimulants and depressants each day in the form of a sociable smoke, pain-numbing pill, or access-granting coffee. This all works together to create an everyday experience of sameness, mundanity, stagnation and disorientation. There is a dearth of cues and challenges to stay oriented, maintain memory, and stimulate healthy cognition.

### THIS MIGHT LOOK LIKE

#### VR Room



The opportunity to travel to other spaces, and not just for entertainment or distraction, but for purpose. People could choose from a variety of realities such as role playing, practicing skills, seeing other parts of the city or country.

#### Walk & Swap



A platform enabling people to spend a day living an identity that they aspire to or are intrigued by. This could be working in a profession or job that they are curious about, or a different kind of housing or living situation. The platform helps people imagine and feel 'what could be' and could excite them to take steps to change.

#### The Future is Here

Interactive space to re-imagine the future at a societal, city, and personal level. Space could showcase new inventions, technologies, games, apps and enable companies to do beta-testing. Space could enable mall goers to draw, make vision boards, engage in conversations about the future. Could also include play environment for kids to build and re-imagine spaces of future.

#### Segment

Segment 2  
Can't go it aloners

Segment 5  
The nothing else's

#### User Pain Point

- Remorse
- Disappointment in self
- Angst about the future

#### Mall Pain Point

- Idleness

#### Points of Delight

- Respite from self
- Entertainment
- Escape

#### Possible Partnerships

- Innovate Edmonton
- Student Innovation Centre
- Edmonton VR Games
- Local art high school

#### Projected Benefits

- Takes up the trend of VR and beta-spaces
- Draws new customers to the mall
- Can offer productive alternatives for people spending idle time

## Opportunity 7:

# Security to Care

### INSIGHT: RE-DESIRABLES

A security guard is defined as a person employed to protect a building against damage, intruders, or in the professional parlance, “undesirables.” For a segment of security guards and tenants, they find security is best achieved through a care first approach. That is an inherently relational approach that looks beyond the label of ‘undesirable’ to find ways to show the opposite to people with challenging behaviours: they are worthy humans who, with support, are desirable community members.

For many security guards, not having tools or resources (other than material goods) to provide people is a pain point. How might we recognize the different roles security guards and some tenants are already playing, and expand the definition of security from that of warding against damage to engendering feelings of stability and equanimity? What if the mall hosted a multiplicity of roles designed to get at this broader notion of security?

### THIS MIGHT LOOK LIKE

#### Mental Health First Aiders

What if, in addition to security guards, there were staff up-skilled and supported to serve as mental health first aiders? Mental Health first aiders might carry tools to engage in change-focused conversation like Curious Conversations and Mary Poppins Bags (interventions InWithForward has prototyped elsewhere), as well as resources and phones to make more specialist appointments for people.

#### Matchmakers

What if mall concierge staff had a team of volunteers who served as brokers and matchmakers, spending their days getting to know people in the mall and bringing people together for shared coffees, supports, etc.?

What if there were regularly scheduled days in the mall where security guards, employees, store owners, professionals, and regular mall goers were encouraged to introduce themselves to one another? People might make fun name badges, and look beyond what they are wearing to what they have in common? What if the campaigns were pop-up sessions on ways to engage in informal conversations, across boundaries and divides?

#### The First Name Campaign



What if local students, after school, took on fellowships to run pop-up activities that engaged a wide swath of mall goers -- be it professionals on a break, regular goers, shoppers -- to bring some of their energy into the fold?



#### Activity Coordinators

#### Segment

Segment 1  
Can't go at it aloners  
Segment 2  
Can't go at it aloners  
Segment 5  
The nothing else's  
Segment 6  
The Everybody knows my name's  
Segment 7  
The aspirational guards  
Segment 8  
The engaged Professionals

#### User Pain Point

- Boredom
- Angst, Anxiety
- Fear of stigmatization

#### Mall Pain Point

- Compassion fatigue
- Helplessness
- Futility
- Insecurity

#### Points of Delight

- Hospitality
- Service
- Mutuality

#### Possible Partnerships

- Canadian Mental Health Association
- Counselling Associations
- Schools of Social Work
- Art High School

#### Projected Benefits

- Reduced tensions & escalations
- Reframing security as a collective 'neighbourly' pursuit
- Renewed energy and vitality in the mall space