Where's the fun in that?

Wednesday 12th June
Soapbox session 12C

Presenter: Dilys Dixi Fong
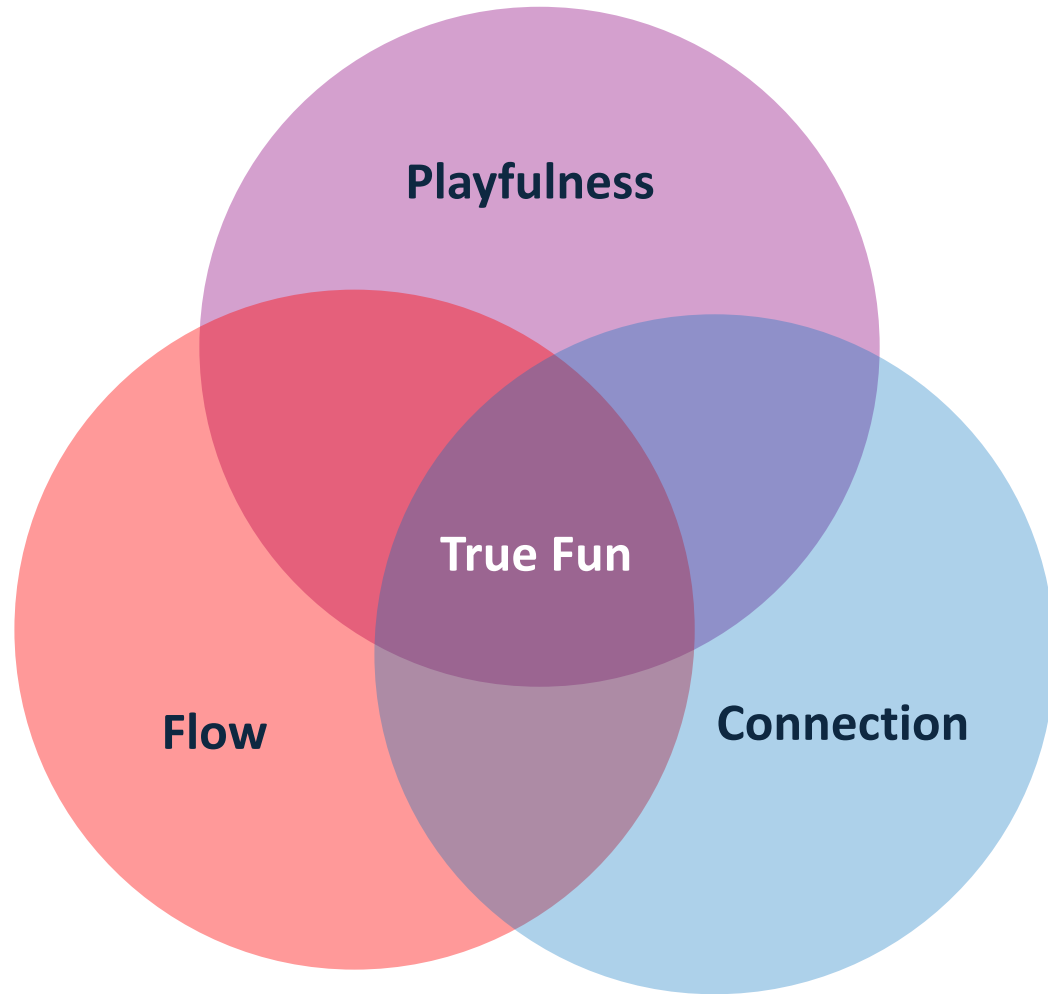
THT Tonkin + Taylor

Holiday pics

Wellbeing benefits of fun

- **Release "Feel good hormones"**
  - Improve immune response
  - Improve mental health

- **Encourage exercise**

- **Social connections**

- **Not having fun can have dire consequences** 💀

Defining Fun
(Price, 2021)

True fun vs "Fun"

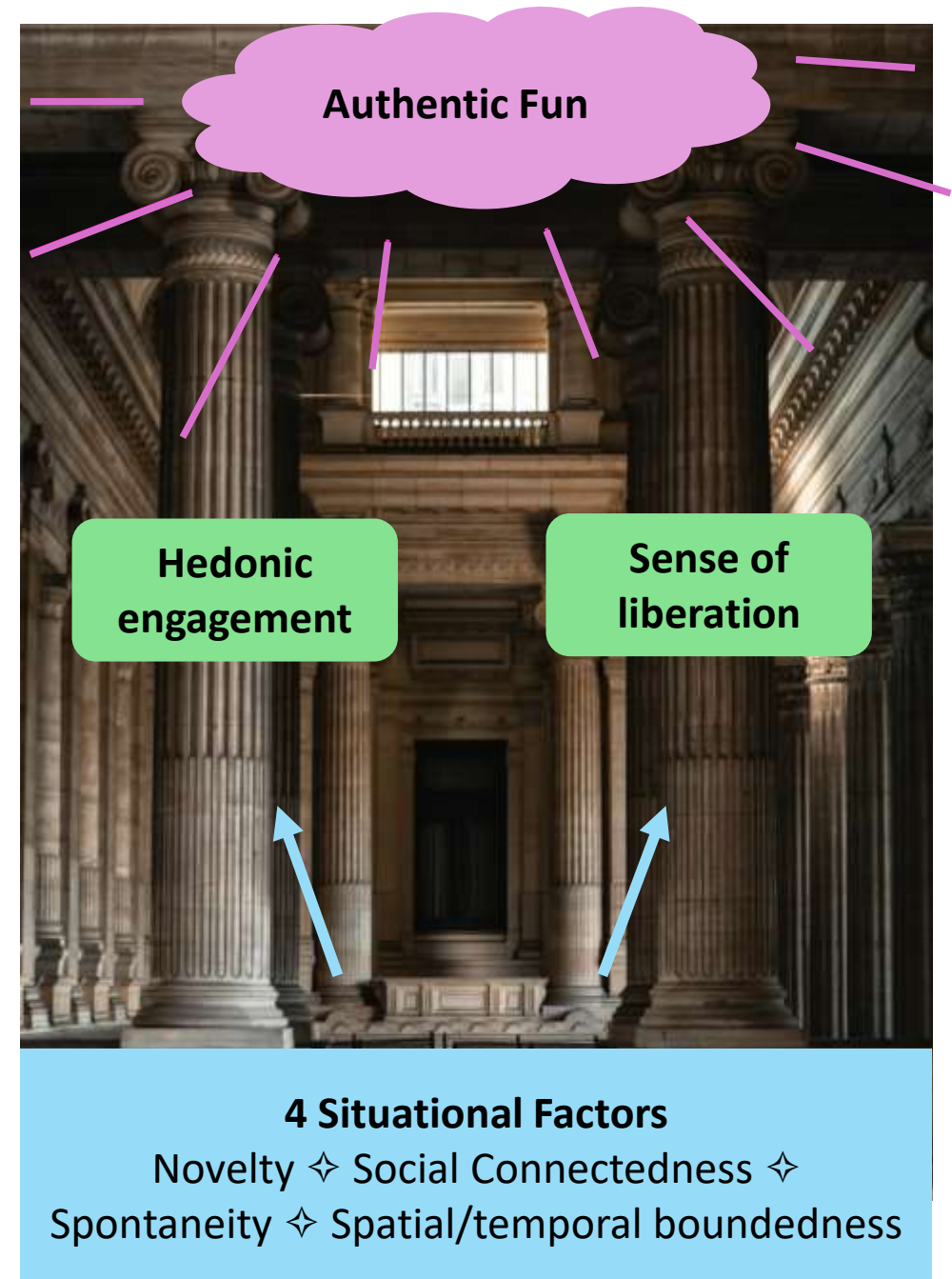Fun is a **feeling**, not an activity

Does not depend on:
- Material equipment
- Well laid plans
- Costly holidays
- Pleasant conditions
- Familiar faces

Defining Fun

A Liberating-Engagement Theory of Consumer Fun.
(Oh and Pham, 2021)

NOVELTY

SPONTANEITY

SOCIAL CONNECTEDNESS

SPATIAL/TEMPORAL BOUNDEDNESS

Assessing Fun – Traffic Congestion

Target users:
People who drive

Function in transport service:
Commuting or recreation

Indicative cost in the grand scheme of things: High - consider lost productivity, roading investments

Novelty
★

Social Connectedness
★

Spontaneity
★
At the mercy of the jam.

Spatial/Temporal Boundedness
★
When will it end???

Assessing Fun – Going on the bus

Target users:
Bus patrons

Function in transport service:
Commuting or recreation

Indicative cost in the grand scheme of things: Moderate, fun depends on the user

Novelty
★

Social Connectedness
★★

Spontaneity
★★★
Can read, listen to music/podcasts, work creating flow.

Spatial/Temporal Boundedness
★★★

Assessing Fun – NW Cycleway

Target users:
People who use active modes

Function in transport service:
Commuting or recreation

Indicative cost in the grand scheme of things: Pretty low compared to highways

Novelty
★★★★★

Social Connectedness
★★★★

Spontaneity
★★★★★
Active modes create flow, plus choice for people who can't drive

Spatial/Temporal Boundedness
★★★★

Maslow's hierarchy
(Maslow, 1954)

Maslow's hierarchy of needs

Self-actualization
desire to become the most that one can be

Esteem
respect, self-esteem, status, recognition, strength, freedom

Love and belonging
friendship, intimacy, family, sense of connection

Safety needs
personal security, employment, resources, health, property

Physiological needs
air, water, food, shelter, sleep, clothing, reproduction

Having a safe and equitable transport system is key to increasing fun

Are we having fun yet?

Us - as individuals	Planners and Designers	Decision makers

Proactively seek fun:

- Identify opportunities for True Fun and choose to show up.

Create the right space and environment for fun:

- Design safe and equitable transport
- Provide for the four levers.
- Embrace multi-disciplinary collaboration.

Champion and endorse opportunities for fun:

- Understand that fun plays a significant impact on community prosperity and wellbeing.

Are we having fun yet? (cont.)

1. Plenty more scope for more Fun research.

2. Fun is a feeling and not an activity.

3. Low cost *and* high-cost solutions.

4. Use the four levers of Novelty, Social Connectedness, Spontaneity, and Spatial/Temporal Boundedness to identify interventions.

5. Communicate the value of Fun in Transport.

6. Make a transport system for humans, not metrics.

References

Book

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"Street Thrills"

A three-way collaboration between Sia, Chat GPT, and Dilys
Please join in if you feel so inclined.

[Verse 1]
Come on, come on, get your rollerblades on,
It's Wednesday morn and the traffic's a crawl.
New routes, new sights – it's never the same,
That's **Novelty**, and it's part of the game.

[Pre-Chorus]
Reach our destination, **Social Connection**,
We got all we need.
Oh we ain't got class on the overpass,
But we got company.

"Street Thrills"

[Chorus]

Baby we don't *need* dollar bills to have fun on the way.

(**Backup singers:** Find those street thrills!!)

But a few of those dollar bills could add moments for play.

(**Backup singers:** Find those street thrills!!)

We don't need no anxiety,

As we're walking down the street.

We could be enjoying the scenery,

Let's take our commutes less seriously.

"Street Thrills"

A three-way collaboration between Sia, Chat GPT, and Dilys
Please join in if you feel so inclined.

[Verse 2]
Come on, switch it up, let's make a dare.
Or go to the zoo, who knows? Who cares.
Gotta be **Spontaneous**, it adds to the thrill.
Who needs to get stuck when biking's so chill.

[Pre-Chorus]
Till we catch the right **Time**, draw **boundary** lines,
Find the **Space** we need.
Let go of the grind, it'll be divine.
We make our own journey.

That's the badger

"Street Thrills"

A three-way collaboration between Sia, Chat GPT, and Dilys
Please join in if you feel so inclined.

[Chorus]
Oh ohhhhh we don't *need* dollar bills to have fun on the way.
(**Backup singers:** Find those street thrills!!)
But a few of those dollar bills could add moments for play.
(**Backup singers:** Find those street thrills!!)
We don't need no anxiety,
As we're walking down the street.
We could be enjoying the scenery,
Let's take our commutes less seriously.
La la la la la la la
La la la la la la laaaaa

In conclusion…

Don't forget to have fun!