

Audience Segmentation Model

Through the dialogic consultation we were aiming to discover patterns and motivations for engagement in the landscape of the Erewash Valley. Whilst there are different demographic patterns of engagement, the main finding was to focus the segmentation on the key driver which motivates the user to undertake a journey through the landscape. The focus is therefore on segmenting journeys rather than different users, although certain users will be predisposed to particular types of journeys. From the dialogues we were able to discern a typology of journeys based on the key motivation for the journey.

Audience Segmentation Model

The segmentation is broken down by two key attributes, Landscape Function and User Focus.

Landscape Function asks the question about the relationship of the landscape to the journey in the motivations of the user. There are essentially two functions:

Container is where the motivational aspects of the journey are contained within the landscape which provides the intrinsic motivation for the user.

Contextual is where the landscape provides an environment and opportunities for stimulus for the journey, but it doesn't intrinsically motivate the journey. i.e. the Journey is possible almost anywhere.

User Focus looks at the attitude of the user within the journey, and is really about the opportunities for engagement with that

Focal is where the user is focused on the task and not always receptive to the environment.

Peripheral is where the user is less focused and open to stimuli.

Audience Segmentation

	Focal	Peripheral
Contextual	<p><i>Transit</i></p> <p>This journey type is the most common, the landscape provides a background for the journey through the landscape. Transit is defined as any mode of public or private transportation from walking to car journeys, where the objective is to pass through the environment.</p>	<p><i>Dialogic</i></p> <p>This is most commonly characterised by family walks, where the focus of the journey is on interpersonal interaction. The landscape provides a perceived safe environment for this to occur.</p>
Container	<p><i>Activity</i></p> <p>This journey type is focused on a specific activity which is inherent to the landscape. The function of the landscape is to provide the opportunity for the activity.</p>	<p><i>Discovery</i></p> <p>This journey type is often the aspiration for audience engagement in the landscape. An audience member who is actively engaging with the landscape and its features and is able to perceive changes. This requires</p>

Requirements for each type

	Focal	Peripheral
Contextual	<p><i>Transit</i></p> <ul style="list-style-type: none">• Visual Markers to aid navigation• Minimise obstacles• Non-invasive stimulation (entertainment)• Low / No Cost	<p><i>Dialogic</i></p> <ul style="list-style-type: none">• Clearly defined circular route (home-landscape-home)• Clear points of access• Clearly articulated timeframe• <u>Perceived</u> safe space• Stimuli for dialogue• Low / No Cost• Opportunities for contained moments of play.
Container	<p><i>Activity</i></p> <ul style="list-style-type: none">• Content and materials for the activity• Prior knowledge and experience sufficient to undertake the activity• Stimulation which supports the activity.	<p><i>Discovery</i></p> <ul style="list-style-type: none">• Curiosity.• The opportunity for immersion.• Invasive stimulation.• Confidence and a <u>perceived</u> sense of ownership of the particular landscape.

Understanding landscape conflicts

The model offers a simplified way of understanding the different conflicts between different landscape users. It is also important to note that not every activity always fits neatly into any given box. Dog walking might reasonably fit into all four, however looking at the intrinsic motivations of the dog walker might help us to understand how we are interpreting responsible and irresponsible dog walking.

There isn't a neat correlation in the model for conflicts for example the activity of dog walking often conflicts with the activity of angling. What it give us is a model for interpreting the motivations of different user groups and apply our local knowledge and judgment to that particular situation.

Shifting the audience experience

The model also allows us to think about how to shift the audience experience through progressive stages. Generally it is easier to shift one of the attributes at a time rather than trying to shift both. The model is circular rather than diagonal.

