

Research

Research goal

- To find out pain points and areas for improvement with regards to the swimming complex

Research questions – Interview for users

- Do you make use of the swimming complex?
- How frequent are your visits to the swimming complex?
- Are there any issues you face in the swimming complex? If yes, please elaborate.
- How has the issue negatively impacted your experience in the swimming complex?
- How frequent do you encounter the issue?
- Have you tried tackling the issue? If yes, how?
- What do you think can be done to mitigate the issue?

Research findings – Interview for users

- Schedule for pool use is not available on the website of the swimming complex or anywhere else the user checked, leading to confusion and dissatisfied pool use experience

Date and Time Research is conducted: 08/12/25, 1pm

Research questions – Observation for users

Observation points :

- Changes in facial expressions, body language and behaviours (e.g. walking pace, speed of actions) of the users
- Tone of voice when describing the issues
- Interaction with the facilities and staff in the swimming complex
- Interaction between users, especially during peak hours in the pool (consider how users respond to hiccups or inconvenience)

Research findings – Observation for users

- Users walked briskly, appeared to be in a hurry
- User checked the time on her phone when she was at the entrance, appeared slightly shocked when stopped for an interview
- When requested to discuss the issues she faces in the swimming pool, the user sounded relieved, she then took on a more frustrated tone of voice when elaborating on the issues she encountered
- User left for the pool in a hurry after the interview

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Overall findings for users visiting the Delta Swimming Complex

- The lack of transparency to the pool use schedules confuses users, resulting in them being unable to plan their trips to accommodate to the pool events
- They wish to access pool use schedules to minimise their dissatisfactory pool visits
- Planning their trips meant that they have larger pool space

Common issues

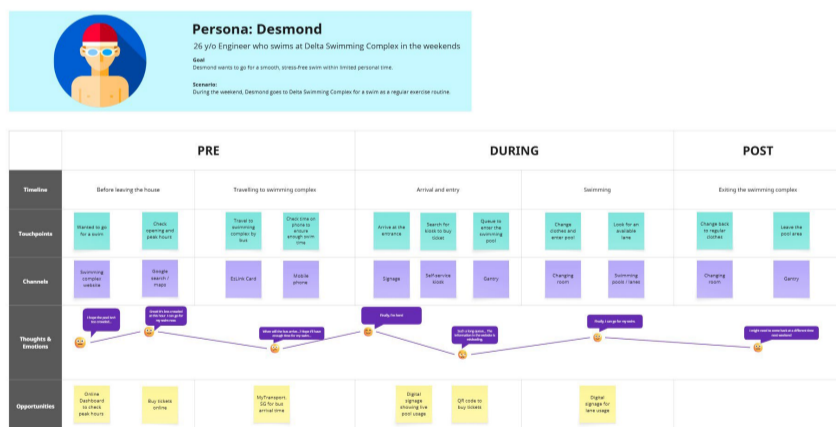
- Pool events often lead to crowds which are poorly managed. This may result in disorganised lanes in the pool and difficulty in navigating the crowded swimming complex.
- The lack of availability of clear information about ongoing events on certain days resulted in users being unable to plan their trips to the swimming complex

Gaps / Issues of the Service

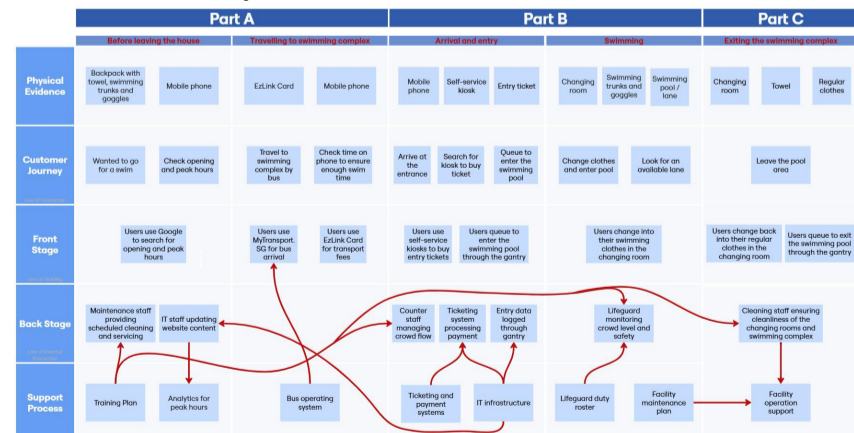
- Pool schedule for ongoing events is not available online, which confuses many users, they are also unable to plan their trips to accommodate to the pool events
- Poor crowd management during pool events
- The current digital booking system is difficult for senior citizens to use.

Mappings

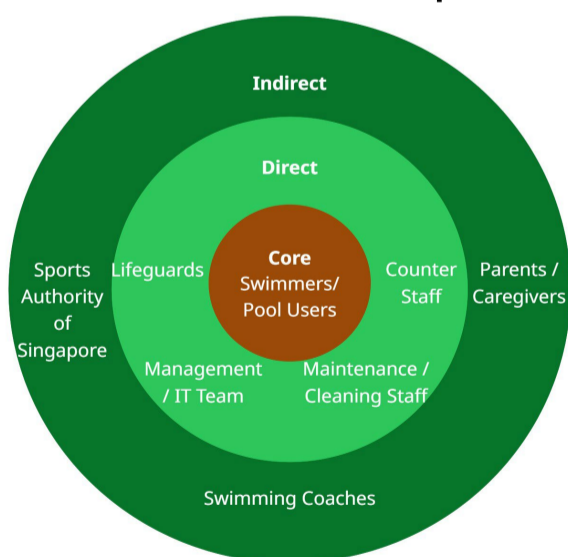
Journey map



Service blueprint



Stakeholder map



One key insight from the mappings

The crowd updates chart on Google is sometimes inaccurate, which confuses and frustrates the users

- An app should be developed to show real time updates of any pool event schedules and crowd status.
- As a result, users can better plan their visits to the swimming complex in advance.