

REGENERATING MEMORIES OF

MUJA

A PROJECT
PROPOSAL
FOR MUJA
POWER STATION



Murdoch
UNIVERSITY

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01 PROJECT INTRO

This chapter is an introduction into the Muja Power station project and the design team behind it. Each section within this chapter will expand on an area of the project brief, detailing and expanding on important information regarding the project such as the project itself, the problem at hand, the purpose and more. This will provide an understanding of the project and it's purpose before commencing into detail on the research, ideation and prototyping phases of the project.

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WHO ARE WE

We are a multidisciplinary team of Murdoch University students of both undergraduate and postgraduate levels. Together we bring to the project skills and knowledge over a variety of backgrounds consisting of: graphic/service design, game art and design, photography, and strategic communications. Guiding and leading our team is Erica Ormsby, Murdoch University Associate Lecturer for Graphic Design and Design Thinking and Service Innovation. We hope that our combined experience and breadth of knowledge will contribute to producing exciting and innovative ideas that will not only provide the project with channels to share history but set a benchmark for similar projects in the future.

Figure 1: "Our team visiting the Muja Power station in Collie "



PROJECT INTRODUCTION

FIVE W’S

WHO IS SYNERGY

The client that we are working with on this project is Synergy. Synergy generates electricity using a range of non-renewable and renewable energy sources. They are WA’s biggest energy retailer, supplying our customers with electricity and gas. We have one million residential, business and industrial customers within the South West Interconnected System (SWIS) of Western Australia.

THE PROJECT

On August 5th, 2019, the WA state government announced the staged retirement of the Muja C units. One unit would be retired in 2022 and the other retired in 2024. The closure of the units will see the redundancy of approximately 75 positions, all of which will be via an expression of interest / voluntary process. Most of the employees leaving will be of retirement age – many with 30-40 years of service at the power station.

Synergy is an active participant in the town’s Just Transition program. The purpose of a Just Transition is to create a strong and sustainable future for Collie as it shifts away from a dependence on coal and coal-fired energy production. The Just Transition Plan was developed in collaboration with the Just Transition Working Group, comprising local industry, community, union and government stakeholders, and focuses on a five-year period from 2021-2025.

Muja’s employee engagement group ‘The Generators’ have expressed a desire to undertake a project to capture and celebrate the history of the station. With so many of the ageing workforce leaving with the Stage C closure, it was identified that prior to the retirement of the units would be an opportune time to capture the stories of many of the characters of the station. It is also a good opportunity to celebrate Muja’s timeline.

Synergy asked us to:

- » Provide suggestions on the best ways to capture not only the history of the Muja Power Station but also the personal stories that are attached to it.
- » Create a book to share the significance and history of the Muja Power Station

INITIAL PROBLEM

STATEMENT

» To scope and research potential options to capture and communicate the history of Muja Power Station as it nears the retirement of Stage C.

PROJECT TARGET

AUDIENCE

We were not provided with a target audience. This meant that we had the opportunity to determine who this project should be for. Through conducting research in Collie, we came to the conclusion that the Muja Power Station is of major significance to the Collie community. This meant that this project needed to be designed for more people than just internal stakeholders of Muja. After further research and collaboration, we saw the potential to expand the project beyond Collie and design concepts that have the potential to reach the whole of Western Australia and beyond.

PURPOSE OF THIS

PROJECT

Our team’s goal for this project is to help instill confidence in the community of Collie about the possibilities for their future during the transition away from the coal industry. Sharing history and co-creating outcomes is a way to give ownership to members of the community, which in turn instills pride in the shared building of their future and strengthens the community bonds/ties.

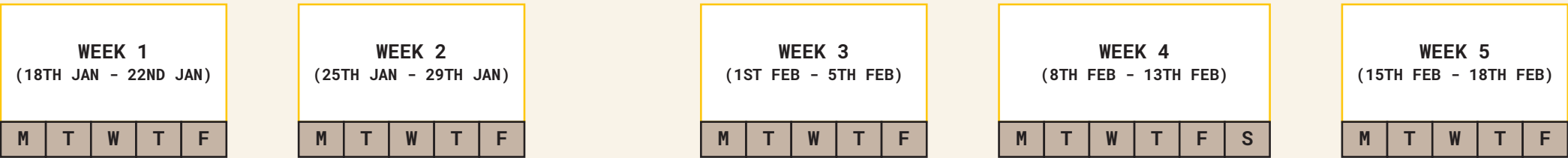
We also recognise that the transition away from fossil fuels is occurring on a global scale with many other small, coal dependent towns set to undergo into the similar transitions in the next couple years. By employing evidence led practices to design a service system that is sensitive to the needs of the community and that will help them thrive through an uncomfortable transition phase, we are able to set a precedent for how other communities can face the challenge.

PROJECT LOCATION

The outcomes of this project will be primarily based in Collie. Majority of the research that we undertook was conducted in Collie also.

KEY

RESEARCH	FURTHER DEV. OF CONCEPTS
MINDMAPPING RESEARCH	PRODUCING PROPOSAL
IDEATION	FINAL PRESENTATION
MID-WAY PRESENTATION	



BROAD DESK RESEARCH



ETHNOGRAPHIC RESEARCH IN COLLIE



REDEFINING ISSUES & PROBLEM STATEMENTS



MINDMAPPING ACTIVITIES



IDEA GENERATION



CONCEPT DEVELOPMENT



MID-WAY PRESENTATION



FURTHER DEVELOPMENT OF CONCEPTS



PRODUCING PROPOSAL



FINAL PRESENTATION



PROJECT TIMELINE

A project timeline is a visual map detailing the tasks that have been completed over the duration of a project. The timeline can act as a project management tool, planning out when each task should be carried out by in chronological order to get to important milestones and, eventually, the final stage; the project deliverables.

The timeline commences at the beginning of our project, conducting desk research on Muja and Synergy itself, the coal mining industry and similar projects. This follows through to our time spent in Collie as we gathered ethnographic research and to the weeks that followed once returning back from Perth, putting all our research together to generate final ideas for the project.

This timeline will be able to demonstrate the process in which the Muja project was carried out and the research and idea generation that came to the final deliverables that will be proposed.

Figure 2: "A GANTT chart depicting the timeline of the project"

PROJECT INTRODUCTION

PROJECT OUTCOMES

Figure 3: "Mapping out core issues after doing town interviews"



OBJECTIVES

- » To encourage optimism for a more sustainable future using renewable energy resources
- » To bring the community together through a creative project
- » To provide the community with a focus

RISKS & ISSUES

COVID-19

After our three-day trip to Collie, we went back to Perth on to further decipher what we experienced in Collie. A couple of weeks later on Sunday 31st of January, we were informed by Mark McGowan that Perth was going to go into lockdown for five days starting the next day (1st of February). This

directly impacted us and the project, as at that time, we were still at very collaborate stage of the project where we would mind-map and discuss in a physical space. This meant that we had to quickly adapt, and have our daily meetings over Microsoft Teams in video chats. This brought about other issues such as technology problems, which consequently made it more difficult to work on the project collaborate.

Despite the challenge of being in lockdown, we managed the situation very well and did our best to communicate using the most appropriate method possible. Once lockdown restrictions were lifted, we then commenced meeting in person, with us all adhering to the restrictions such as social distancing and wearing masks.

PROJECT INTRODUCTION

GATHERING ANECDOTAL STORIES

When we were talking to locals within the Collie community, it became apparent to us that the Muja Power Station plays a significant role in majority of locals’ lives. This meant that when we began to ask questions about specifically the Power Station, people often became quite defensive. We found that it was difficult to build rapport with members of the community and those that were willing to talk with us didn’t realise the value of their experiences and insights. Through this experience, we understood that the community was wary of outside judgement/ perception and needed encouragement and casual interactions to help the data gathering process.

SHORT AMOUNT OF TIME

We thoroughly enjoyed our time in Collie. Unfortunately, we were only able to spend three days there due to limited time. We realise that if we had have had the opportunity to spend more time in Collie, we would have been able to conduct more ethnographic research, which would have potentially led to more diverse insights. Consequently, this likely would have impacted the direction of the project. If the concepts that we have designed spark interest and come to fruition, more time would need to be spent in Collie, and the concepts would be assessed through testing with the community to evaluate their relevance, appropriateness and usefulness. This feedback would then inform how we moved forward with implementation of outcomes.

INFORMATION NOT EASY ACCESSIBLE

Clashing availabilities with our key contacts for the project meant that clarifying the scope and requirements was difficult. We were able to re-frame this limitation as a positive and worked without restrictions to explore a wide scope and extend the reach of the project beyond Collie.

Figure 4: “Group members Nina and Georgia exploring Collie”



Figure 5: “Group members pushing through Covid lockdown to get the project complete ”

02 RESEARCH CHAPTER

The research process allows us to gain a contextual understanding of the project problem in order to make informed design choices and produce outcomes that clearly address project needs. Our research is composed of Desk Research which involves review of literature, contextual exploration and evaluation of similar projects; and Ethnographic Research which involves taking a human-centred approach to understanding the stakeholders, the environment and the ways in which these interact.

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DESK RESEARCH

WHAT IS HAPPENING IN COLLIE?

OVERVIEW OF COLLIE

The town of Collie, established in 1897, lies just over 200km south of Perth on the land of the Ganeang, Pinjarup and Wilman people of the Gnaala Karla Booja Region (*"About the Gnaala Karla Booja Region"*, n.d.). Originating as a coal mining town, Collie has maintained a position as one of the only productive coal fields in the State, providing coal and coal fired power for the South West Interconnected System (SWIS) through three major power stations; one of these being Muja Power Station (The Department of the Premier and Cabinet, 2021).

CHANGES TO COAL POWERED ENERGY

Throughout history, the livelihood of Collie has been tied to the state of the coal industry with major periods of economic prosperity in the 50's followed by downturns in the 60's and 90's. These periods of low economic activity resulted a lack of employment opportunities and decreased access to services which saw the population of Collie disperse (The Department of the Premier and Cabinet, 2021). With the global shift towards renewables, the value of the coal industry and thus confidence about the future of Collie have been dwindling. This has been reflected in the declining population of town since 2013 (Australian Bureau of Statistics, 2016). The announcement of the closure of Units A and B of Muja Power Station in 2017 followed by the announcement of to close Unit C in 2022 and Unit D in 2035 mark a significant period of change for the town of Collie and it's community. With just over 23% of the population of Collie working in the Mining Industry the future uncertainty is a cause of concern for many.



Figure 6: "Strategic Focus Areas for Collie's Just Transition Plan"

JUST TRANSITION PLAN

In 2018, through collaboration between community, government, industry and unions to implement a Just Transition Plan to guide the development of Collie over the next 10-15 years as they transition away from reliance on coal and coal fired energy production. This plan aims to address the values and needs of the individuals and organisations impacted by this transitional phase.

The Just Transition Plan outlines four key focus areas:

- » Maximising opportunities for affected workers
- » Diversifying the local economy
- » Committing to a just transition
- » Celebrating Collie's history and promoting it's future

WHAT THIS MEANS

We realised that our project objectives for sharing the history of the Muja Power Station would most likely have a profound impact on the rest of the community and feed effectively into the Just Transition Plan focus areas, particularly in terms of diversifying the local economy and celebrating history and futures.



Figure 7: "Overlooking the coalfields"

IMPACT OF CHANGE ON COMMUNITIES

IMPACTS

Understanding the fragile ecosystem that exists between the Muja Power Station and the town of Collie helped us to realise the vast impact that the retirement of the power station will have on the community of Collie. From a social perspective, the closing of a major industry marks a significant period of uncertainty in the life of the surrounding community (Siyongwana & Shabalala, 2018).

OUTCOMES

Periods of uncertainty can lead to:

- » **sense of security**
 - » **sense of identity**
 - » **financial security**
 - » **population levels**
 - » **economic opportunities**
 - » **access to essential services**
- (Bainton & Holcombe, 2018)

WHAT THIS MEANS

Looking at previous trends in the 60's and 90's in the town of Collie, we came to the conclusion that the uncertainty that surrounds the community in times of change currently, had the potential to cause many of the suggested outcomes from this research. Therefore, with the aim of inspiring confidence in the future of Collie, our outcomes would have to address a number of these key areas in order to maintain community resilience.



THRIVING THROUGH CHANGE

ENGAGEMENT THROUGH

PARTICIPATION

Residents living in communities with uncertainties can be informed and empowered through participatory processes. Feeling more influential within systems of operation is known to reduce the stress of anticipated or unfamiliar change. By engaging members of the community in transitional decisions confidence can be instilled in visions for the future and communities are able to show ownership and pride of outcomes moving ahead (Lorch et al., 2004). Meaningful participation should be:

- » **informative**
 - transparent and accountable
- » **open**
 - inclusive, responsive, well resourced and iterative
- » **just**
 - impact and opportunity focused, and equitable

WHY ENGAGE?

Successful engagement of the community in decision making during transitional phases provides many benefits (Everingham et al., 2020):

- » **Provide transparency and confidence in decision making**
- » **Improves the quality of the decision making process through knowledge sharing**
- » **Helps to ensure community aspirations are acknowledged when planning for the future**
- » **Provides a voice for those who will live with the legacy of coal fired power**
- » **Reduces stress related risks to community health**
- » **Builds shared vision for the future, strengthening community spirit**
- » **Provides a safe space for negotiation between stakeholder groups**

WHAT THIS MEANS

The Just Transition Program is built on the idea of engaging with representatives of key stakeholder groups to make decisions regarding the future of Collie. Whilst this framework has worked previously, it is important to consider the unique and important contributions of all members of the community for providing innovative ideas and valued knowledge to inform the decision making process. As a design team, the principles of meaningful participation resonated with our experiences using Co-Design Processes, giving us a clear avenue for approaching this project.

HOW OTHER COMMUNITIES ADAPT

In order for us to engage lateral thinking about the task as hand, it was important for us to extend the lens and look at other projects around the world that tackled the transition away from fossil fuels and helped communities cope with change. By evaluating these projects we were able to gain insight into effective approaches and ways to do better.

WIELICZKA SALT MINE- POLAND

This active mine site in Poland has diversified it's operations by engaging stakeholders beyond their workforce. With a lifespan dating from the 13th century through to 1996, the mine still provides jobs for hundreds on miners in maintenance and preservation ("The Wieliczka Salt Mine", n.d). Whilst productivity of the site may have ceased, it's legacy lives on at the UNESCO Heritage Listed site as a tourist attraction, boasting tours of mine shafts, event spaces and spa facilities. The aim of the new venture is to preserve the history for generations to come and celebrate the history and cultural significance of the site.

EVALUATION

- » Revitalisation of the site means that not only the history of the site can be shared but also the cultural significance the mine has had on the generations of mining families that have found purpose, pride and identity through their contribution to the mine.
- » The continued need for miners to maintain the site is important to maintain employment levels
- » Tourism attracts a wide variety of people who will learn about the significance of the site
- » Relies on the fact that the site does not need to be regenerated

TEJO POWER STATION- LISBON

This power station, built in 1908 supplied electricity to the entire city. Once decommissioned, the site was repurposed into a museum and gallery that explores and celebrates the history of the operation ("6 disused power stations renovated and reimagined", n.d). The permanent collection utilises original machinery to show the changing roles of the station from the baseload electricity generator for the city to a supporting generator to renewable energy supplies. The site is included as a stop on Portugal's Energy Museum Roadmap which directs participants on a tour around a number of decommissioned stations.

EVALUATION

- » Site specific delivery of history conexts information to context
- » Positive attitudes about celebrating the history of architecture in Portugal influence preservation of the site
- » Relies on maintenance and preservation of the space

Figure 8: "St Kinga's Chapel in Wieliczka Salt Mine"



Figure 9: "Tejo Power Station present day"



E-WERK LUCKENWALDE- BERLIN

Beginning its life in 1913, the station stood idle after its closure in 1989 until its revival in 2019 as a renewable power station and community arts centre (“E-WERK Luckenwalde”, n.d). The site provides affordable studio spaces to support local artists and invites innovation in art making techniques to generate energy through artistic practice to complement the stations renewable generation.

EVALUATION

- » Preservation of the site and continuation of energy production in renewable form helps to maintain the legacy of the space
- » Supporting the local community through workshops, education and subsidised rent created space for connection and collaboration
- » Involving the community in the energy generation process gives them a sense of ownership and achievement in maintaining and celebrating the history and future of the space

Figure 10: “E-WERK Luckenwalde”

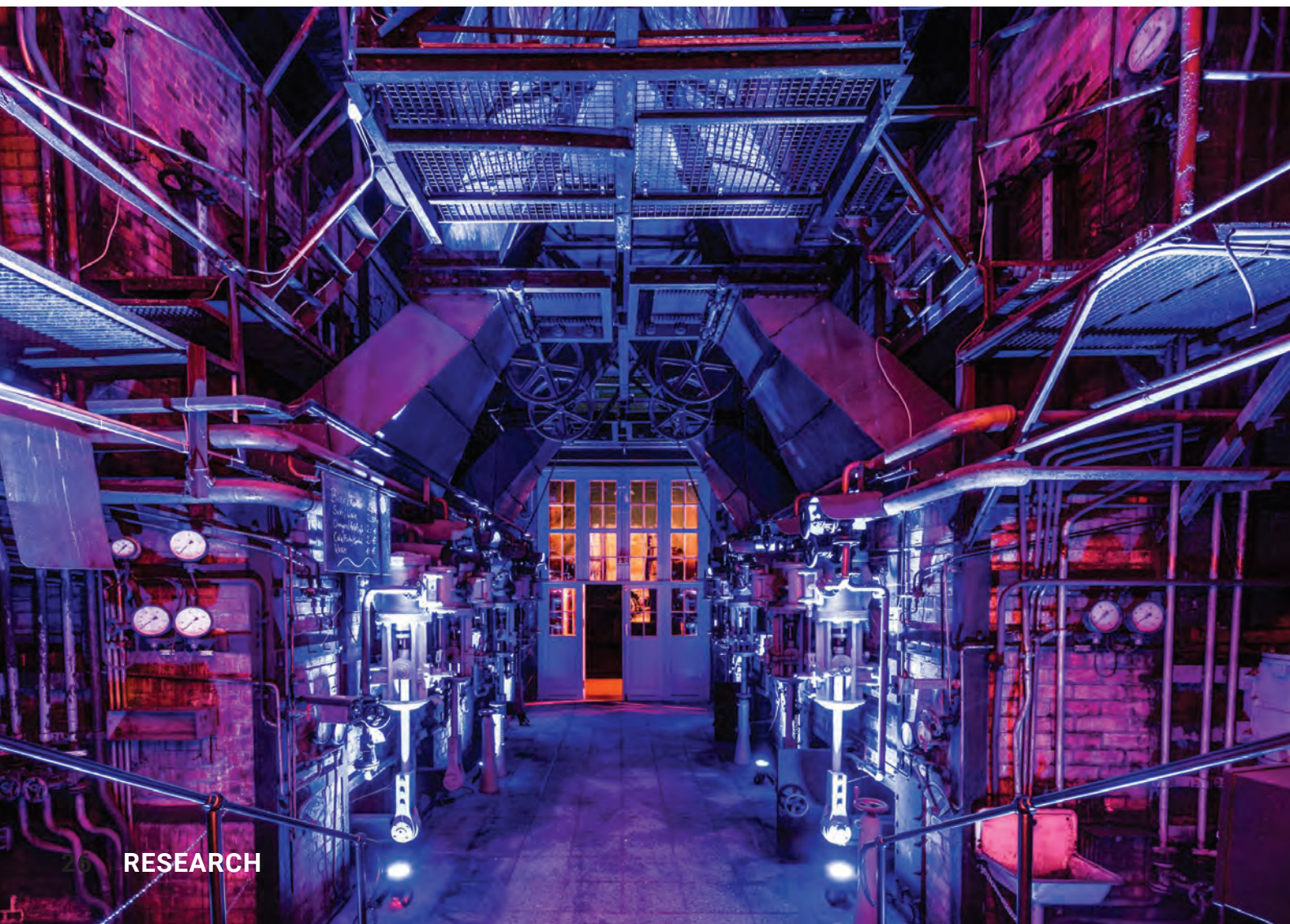


Figure 11: “AR experience from The Chicago Project”

HOW IS HISTORY BEING SHARED?

In a similar light, it was important for us to look at other innovative ways to share stories and histories. Examining a range of physical, digital and mixed media approaches enabled us to consider the ways in which multi-platform experiences may engage different groups of stakeholders to share and celebrate the history of Muja.

THE CHICAGO PROJECT

This is a collaboration between the Chicago History Museum and Geoffrey Allan Rhodes that involves app based, augmented reality history experiences that are available for free to the community to access in site specific locations to understand the evolution of Chicago (“Chicago00”, n.d).

The project aims to

- » To activate archives by creating history experiences outside the museum walls,
- » To engage new communities by bringing experiences to the places where the stories occurred
- » To integrate new media technology with old media content and create history sharing experiences that are more engaging than documentaries and coffee table books.

EVALUATION

- » Integration of augmented reality makes archival content more engaging

- » encourages movement throughout the city to observe sites beyond
- » Tourism opportunities in engaging experiences
- » Encourages collaboration between industry and community



Figure 12: "Swiss Anne's Chocolate Timeline"



Figure 13: "Slovak Exhibition - Block 16"

SWISS ANNE'S DENMARK CHOCOLATE

COMPANY

Swiss Anne's operates in the physical space to create a maze based timeline to share the history of chocolate ("*Education and Tours*", n.d). It utilises physical movement to guide participants through pivotal moments in chocolate history.

EVALUATION

- » Utilisation of movement embeds viewers in the history, making them active participants in the journey through history
- » Creating a physical experience encourages engagement with information
- » There is scope to make physical presentation more relevant to the content

AUSCHWITZ CONCENTRATION AND

EXTERMINATION CAMP

Despite the somber topic of the concentration and extermination camp, the exhibitions on site use innovative methods to share stories in a highly personal way through photographs, artefacts and letters ("*Museum*", n.d). A mixture of old and modern exhibits make content more tangible when presented in context of how it existed when the camp was in operation whilst more modern spaces allow for an emotional breather and present monumental data in a more approachable manner.

EVALUATION

- » Sharing information in context to where it was created helps to add elements of tangible, emotional and spiritual connection
- » Combination of historical and modern exhibitions generates interest in both the past and the future



ETHNOGRAPHIC RESEARCH

SITE VISIT TO MUJA POWER STATION

Visiting Muja Power Station was an important milestone for gaining a greater understanding for the scope of the project. On this visit we were able to talk to Meggsey, Sarah Lewis and a handful of other Muja employees to learn information about the history of the site, an overview of operations and the future plan for the closure of Units C and D. Whilst the factual

information we gathered on this visit was vital, arguably the most useful information we uncovered were the attitudes and perceptions of some of the Muja staff about the planned closures. We learned that:

- » The majority of employees have been at Muja for over 10 years
- » The closure would signify the end of a specialised skill set
- » There is uncertainty about the exact plan for the future which is uncomfortable
- » The impact of the closure extends beyond individual workers

This visit also provided an excellent opportunity to collect visual documentation of the site which could inform design directions and spark stories.



Figure 14: "Coal powered energy display at Collie Museum"



Figure 16: "Teayl in the Library"



Figure 17: "Georgia conducting an interview"

VISITING LOCAL SITES

Exploring sites around the town gave us an opportunity to immerse ourselves in local culture and chat to members of the community in a relaxed and non-confrontational way. We found that some of the best gems are uncovered when people are at ease.

LIBRARY AND MUSEUM

Visiting the library and museum allowed us to collect historical information, understand how information is stored around the town and also examine how Collie currently shares its history. This process revealed that there is a plethora of resources available but they are presented in ways that are inaccessible for the public; hidden in the library and only accessed manually, and literally hidden in the museum with other artefacts.

LEISURE SITES

Attending the local pub at the end of each day to recap and reflect on our findings turned out to play an extra function. We observed that these locations are a place frequented by local Muja Workers and their peers on a regular basis for social gatherings in a relaxed, comfortable environment. Weekly events like 'Jag the Joker' sparked conversation amongst our group about what other kind of activities could be delivered through this space to engage the exact people we saw there.

INTERVIEWING WITH LOCALS & PAST AND PRESENT POWER STATION WORKERS

We interviewed a number of our stakeholders in order to gain insight into the values, beliefs, interactions, wants and needs of these groups. Questions we prepared focused on:

- » **History in town**
- » **Relationship to Muja**
- » **Perceptions of the coal industry**
- » **Perceptions of the impact of closure**
- » **Future aspirations**

We conducted casual interviews with members of the local community and more structured, organised interviews with some key Muja Workers and Organisation Members

KEY FINDINGS

- » Many hesitant to talk about the Muja Power Station = shows that it is significant in their lives.
- » "Collie was founded because of coal, but there should be a different pathway moving forward" = gradual acceptance of change.
- » Some people unaware / in denial that the power station will close in 2035.
- » Lack of a clear communication channel that provides factual information.
- » "I work for the state, not Synergy".
- » "it (coal) still has a place in Collie".
- » Coal mining and the power station is "always going to be a part of the town".

WHAT WE DISCOVERED

- » The Muja Power Station plays a significant role within the Collie community.
- » Locals are seeking a sense of hope and security for the future post 2035, when the power station closes Stage D.

MAPPING OF INNOVATION ECOSYSTEMS AND CORE ACTORS

Our site-specific research and interviewing confirmed our findings from initial research that the closure of the Muja Power Station is having a widespread impact on the wider community of Collie. We brainstormed the groups of people that this project had the potential to impact in order to clarify who it was that we needed to consider in our approach.

After brainstorming this group, we still needed clarification about the key groups of stakeholders that would inform our process. Looking at these core actors in terms of who is affected by the closure of the Muja Power Station and who would be affected by our potential outcomes we were able to narrow down this group (in the centre of the venn diagram below) and the secondary stakeholders we had the ability to influence (primarily in the left circle). These groups would go on to inform our exploration of personas and empathy mapping.

Figure 18: "Mapping of core actors"

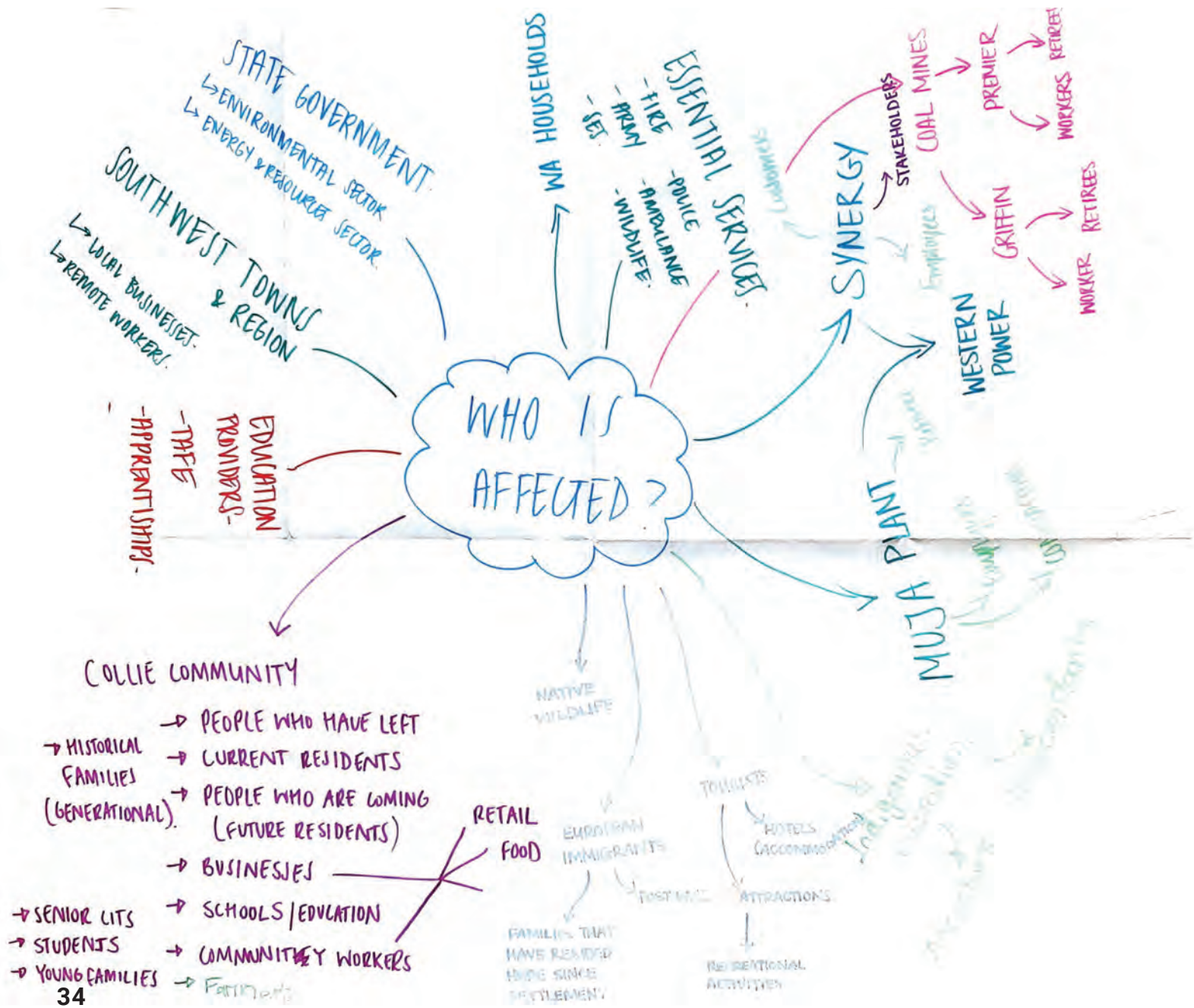
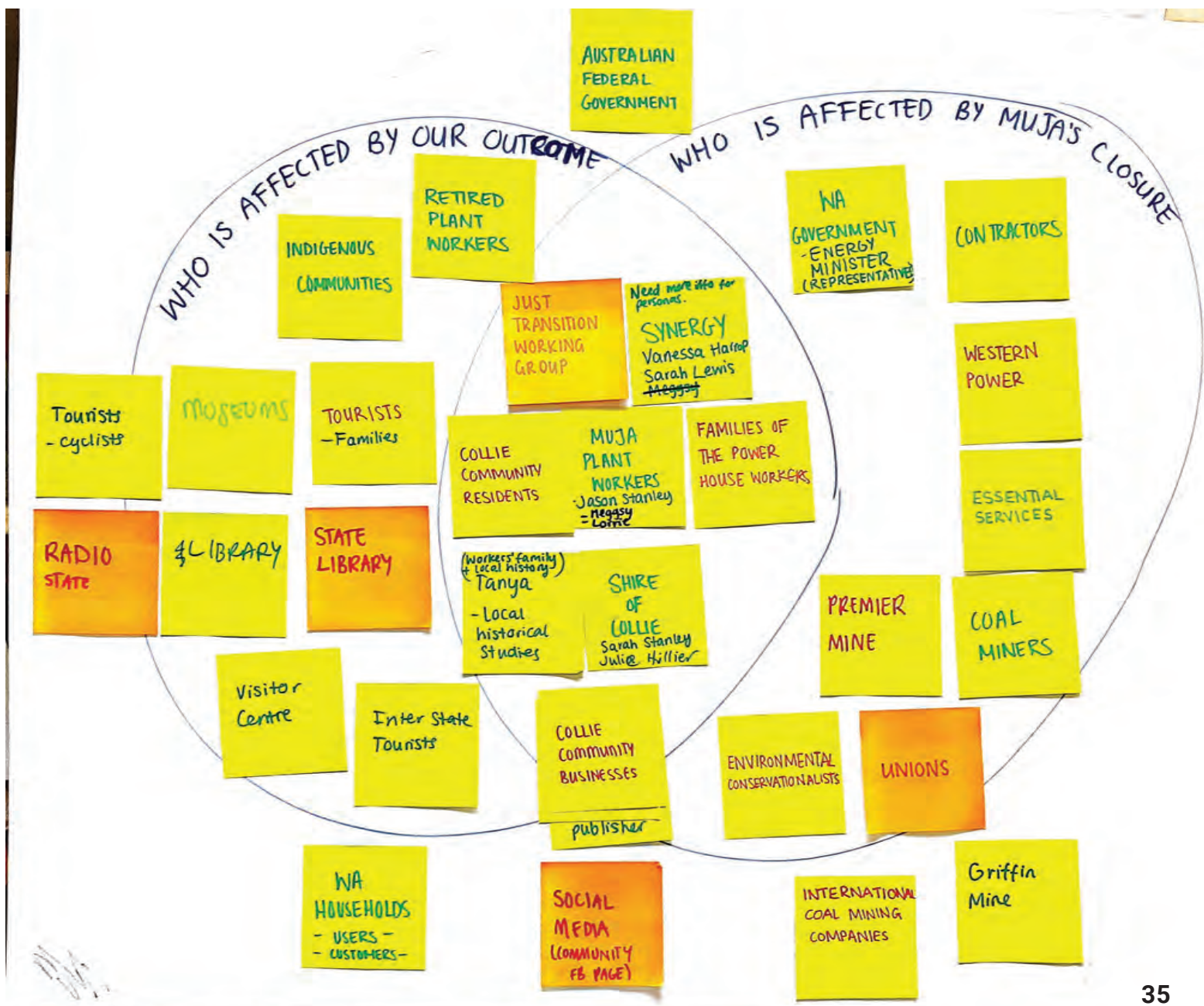


Figure 19: "Who is affected? - Venn diagram"





MUJA POWER PLANT WORKER. JAMES 'JIMBO' POWER.

PROFESSION: Control Room Operator.

AGE: 55 yrs.

BACKGROUND: From Perth & was an apprentice @ East Perth Power Station at 16 years old. Started apprenticeship instead of finishing school. & Taking up a trade was a way to follow in father's footsteps. Moved to Collie at 25 years old due to closure of East Perth ~~PS~~ to work @ MUJA PS during expansion. Jimbo met his wife in town who was a primary school teacher at the time. They now have 4 children & live on the outskirts of the town.

~~2 of his families live in~~
Eldest child has family & lives in Collie.
2nd has family in Bunbury.
2 youngest studied & work in Perth.

INTERESTS:

- Spending time with grandchildren
- Interest in cars (Motorplex)
- Listens to local radio for sport & news. - Watches top gear
- Huge footy fan.

NEEDS:

- Financial security
- Clear info about termination of work.

VALUES:

- Employment dictates self-worth/ importance/ value.
- Respect from employer & co-workers.
- Family & legacy.
- Pride in work & role of the power station.

POWERS:

- Keeping balance of power supply.
- Gatekeeper of internal knowledge of power station.
- Influence over family.
- Influence over interiors @ work.

BEHAVIORS:

- Pub for afterwork drinks often.
- Early riser due to work.
- Buys local where possible to support community but is getting harder to do (expense)
- Non-religious.
- Free-time with family & cars.

ASPIRATIONS:

- For Collie to become greener.
- Retire & have more time with family.
- Brands: Synergy.
- Have ~~real~~ investments in Perth & Collie.
- Role model: his father.

Figure 20: "Muja Power Station Worker Persona"

PERSONAS

Personas are a fictional character, created during a project based on the research carried out. These are created to represent the different users that may interact with your service, product, brand and website in a similar way. These personas help in the design process to understand a user's exact needs, behaviour, experiences and goals.

Personas give us an idea of how different types of people are impacted by the issue at hand, and potentially how they would respond to the different ideas that we have come up with to assist them amidst the issue.

After conducting our ethnographic research, we used the insights to create three unique, yet identifiable personas of the different people that interact with the MUJA power station, and the town of Collie.

JAMES "JIMBO" POWER – MUJA POWER STATION WORKER.

Key findings:

- » Financial security provided by the Muja power station due to the reliable industry.
- » Clear and transparent information being conveyed between the plant and its workers.
- » Work is a source of value and importance.

COLLIE RESIDENT

MOLLY BLUEBIRD

PROFESSION: owner of retail store
-homewares/vintage store.

AGE: 42 yrs.

BACKGROUND: Molly was born & raised in Collie. Studied accounting in Perth & moved back to take over business from her father when she was 25. She was the eldest child & always envisioned taking over the business. Married childhood friend from Bunbury & have 2 kids. Husband helps with restoration of furniture (carpentry). Father passed away & mother lives with them & looks after kids.

INTERESTS:

- travels to surrounding towns to search for vintage pieces.
- scrolls pinterest for upcycling ideas.
- loves novels "classics"

NEEDS:

- Creative outlet
- Tourism for business.
- Help from mother to allow her to work.
- Financial security & business resilience to ensure future of business.

VALUES:

- Family & legacy.
- Preserving histories
- Community
- Compassionate
- Sustainability.

POWERS:

- Business financial.
- Restoration
- Voice in community of business owners.

BEHAVIOURS:

- Spends morning with family.
- In the shop 5 days a week.
- Second-hand purchases.
- Supports local
- Creative projects in free time
- Attends community meetings.

ASPIRATIONS:

- To support her kids to chase their dreams.
- Run business until retirement.
- Reduce environmental impact.
- David Attenborough.
- Family to be happy.

Figure 21: "Tourist Persona"

TOURISTS *

MICHAEL "MIKEY" GREEN

PROFESSION: Lawyer

AGE: 38 yrs.

BACKGROUND: Mikey has two young children (8-13yrs) and with his wife they live in Subiaco, Western Australia. He works in Perth CBD for a big firm company, where he cycles everyday to work. Together, they are a very active, outdoor family, often going on weekend trips.



Interests:

- Boating, fishing, cycling
- Reads "TIME" magazine to keep up with current affairs.
- DIY sustainable house in the city.

NEEDS:

- Relies on well-paid job to explore his affluent lifestyle.
- Needs escape to nature.
- Affirmation of his work representing his desire to have a positive impact on people's lives.

VALUES:

- Family time
- Connection to nature
- Sport/staying active/fitness
- Sustainability
- Respect
- Justice

POWERS:

- To cause debt or save livelihoods.
- His occupation draws him large social influence
- Over his children and how he raises them.

BEHAVIOURS:

- Very headstrong about his beliefs in terms of what he believes is "right" or "wrong".
- He practices empathy in his work place.
- Takes his family out every weekend to parks/ocean/trips.
- Shops local (farmers market ect.)

ASPIRATION:

- To be a good role model for his kids (morally + ethically)
- To become SELF sufficient and to be able to provide for his family.
- To have a positive impact on the environment through his work.
- Brands: Patagonia, Kalamund.

Figure 22: "Resident Persona"

MICHAEL "MIKEY" GREEN – TOURIST

Key Findings:

- » Values nature, loves the outdoors, will escape when possible.
- » Desires to have a positive impact on the environment and community.
- » Travels to unique places and enjoys visiting small towns to support local businesses.
- » Travels to places that align with sustainable values.

MOLLY BLUEBIRD – COLLIE RESIDENT & BUSINESS OWNER

Key Findings:

- » Financial security provided by the reliable industry, strengthening the community.
- » Strong links to the community
- » Interested in preserving history, being proud of Collie and the coal mining and powered industry that gave opportunities to many.

Figure 23: "Muja Power Station Worker Empathy Map"

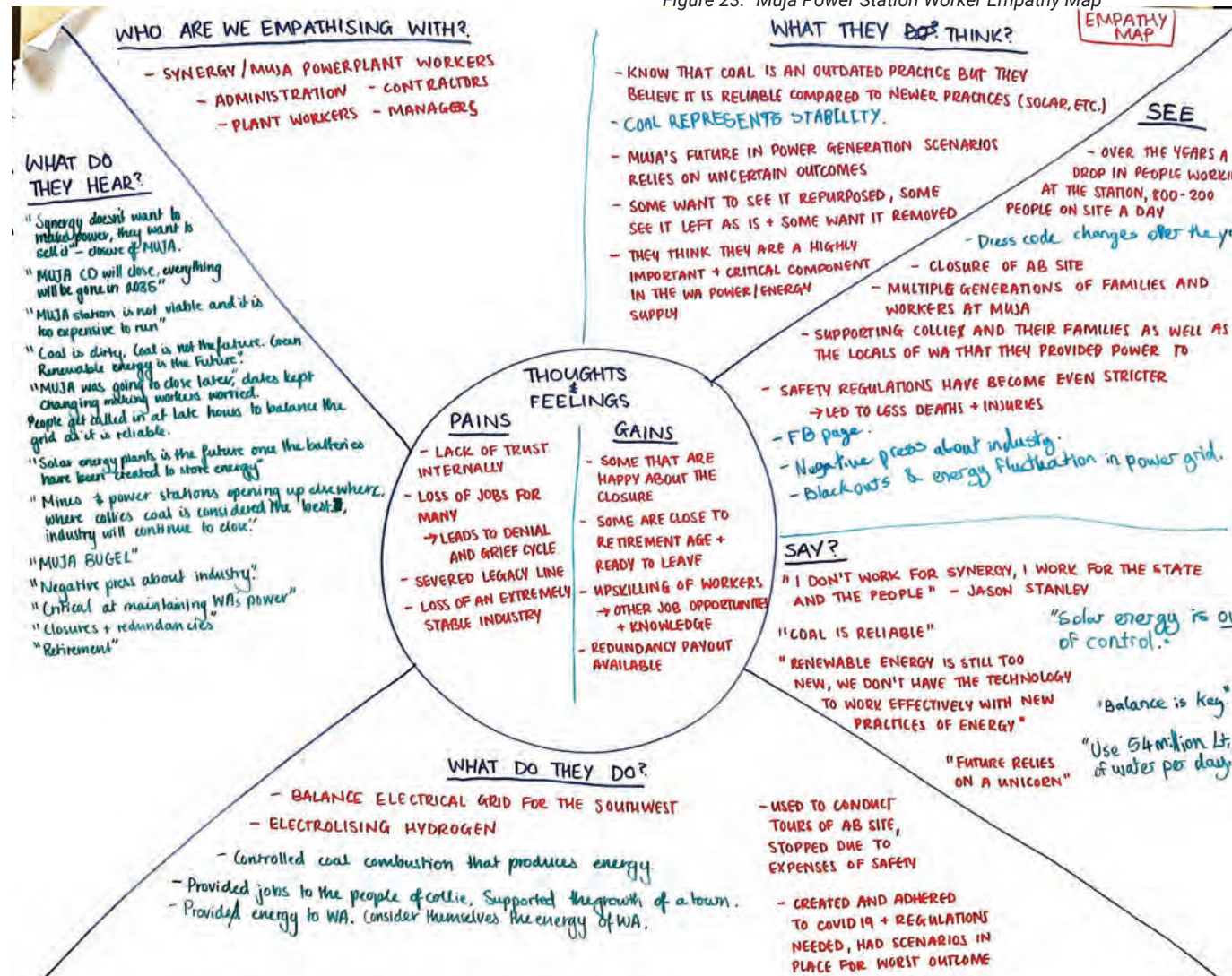
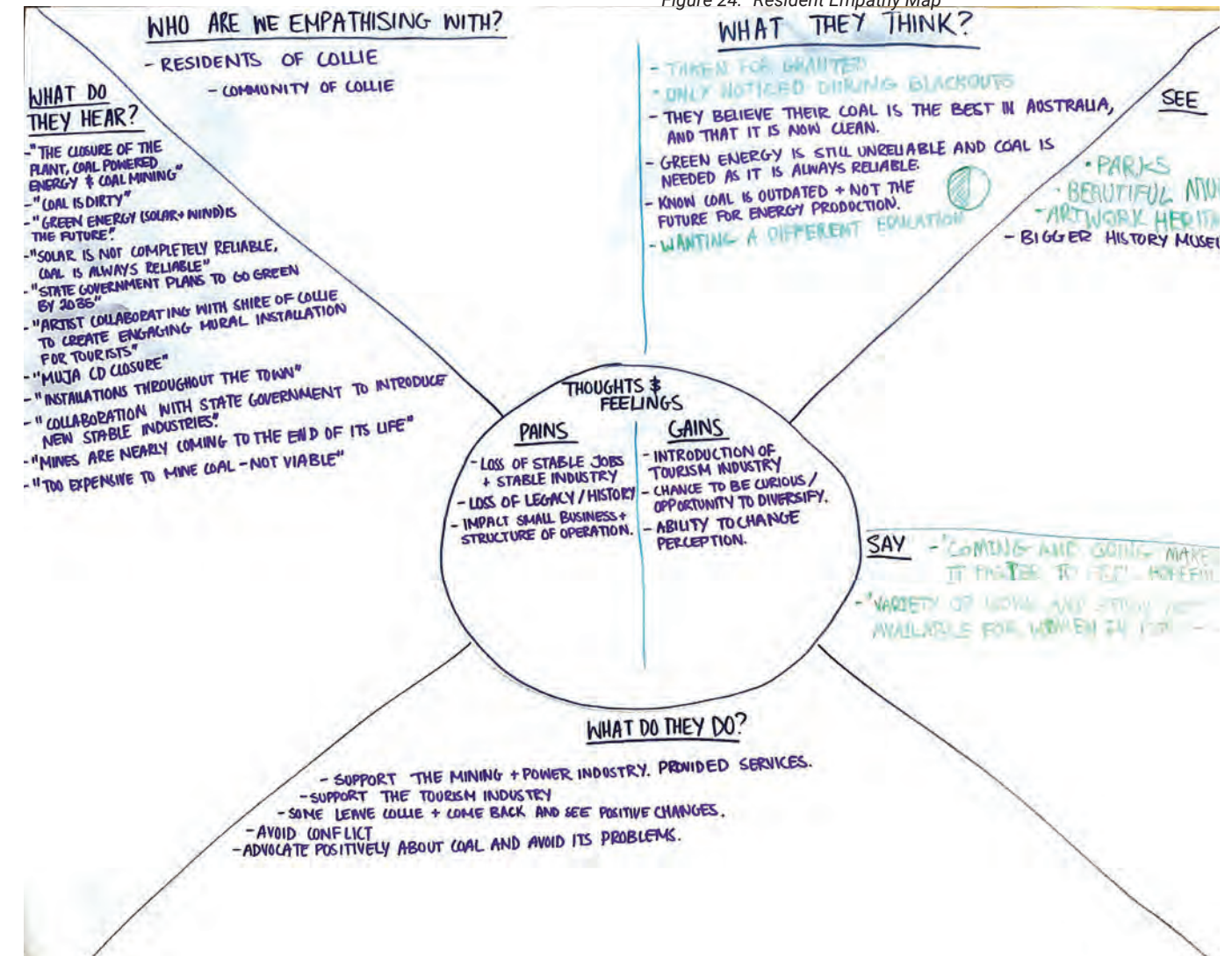


Figure 24: "Resident Empathy Map"



EMPATHY MAPPING

Empathy mapping is a tool that we use to analyse insights we gained throughout our interviews and data gathering processes to understand the lived experiences of our stakeholder groups. Empathy maps are used to establish common ground with the project and prioritises the user's needs. It captures who the user is, allowing research and understanding to indicate the gaps within the research, and the tools needed to address them.

MUJA POWER STATION WORKERS:

- » Many workers are uncertain about their future at the power station and the prospect of their unique skill set developed from working in a coal powered industry.
- » There is a strong belief that coal as a reliable source for energy production and should still be used until batteries to store renewable energy have been created.
- » There are strong generational links to the coal industry in Collie, with the closure of the power station, serves as a severed link.
- » There are opportunities for upskilling workers into new industries, along with sharing experience.

RESIDENTS OF COLLIE:

- » They understand the importance of coal mining and coal powered plants in the production of energy to Western Australia. In their perspective, coal is reliable as it is a constant source that does not rely on factors such as a cloudless sky for harvesting solar energy.
- » They believe the power plant should continue to stay open as it is a reliable industry.
- » Collie residents are worried about the prospect of future businesses within the town. They believe the closure of the plant will impact businesses.
- » They do not believe tourism is viable enough to sustain Collie in the future.
- » Collie residents believe a new industry should move into the town due to the infrastructure and resources that are in place to support it, rather than relying on tourism.
- » Residence is curious about the future and what will be in place, allowing them to be curious.
- » There is a resistance to talk about experiences
- » There are opportunities to diversify the town, and its businesses in the future.

SUMMARY OF RESEARCH

REDEFINING THE PROBLEM

BRAINSTORMING TO DETERMINE CORE PROBLEMS

The biggest key finding that we discovered from brainstorming the core problems, is that this project has the scope to go far beyond what we were originally asked to do. Keeping in mind that Synergy originally asked for us to create a book that shares the history of the Muja Power Station - this research provides evidence as to how this project has the potential to be a lot bigger and broader, in order to reach and relate to a wide range of audiences for a range of different purposes.

We discovered from brainstorming the core problems that we did not actually have a target audience for this project – we were never given one. This was actually a good thing, as it gave us more flexibility in researching who the Power Station has been significant to the broader impacts of the closing on Stage C, that we could determine who this project

could potentially be for. This enabled us to look beyond just the internal stakeholders of Synergy, and think about the impacts on the Collie community, as well the state and beyond. Without having a defined target audience, the scope was left open to consider how different potential audiences would prefer to consume communication. This made us think about how we could best communicate Muja's history to a wide range of people, based on, but not limited to, age, gender, ethnicity and location.

Although the project was initially based on the desire to share Muja's history, our research from interviewing Collie locals showed that the Muja Power Station has a large significance within and beyond the town, and thus, there are great concerns among these people about the closure of Stage C and in 2035, Stage D. These concerns regarded job losses, less business for local businesses and less people relocating to Collie, to name a few. This

information caused us to consider how we can potentially acknowledge the significance of history of the Power Station, while also connecting it to an optimistic notion of a more sustainable future in renewable energy sources. We began to consider how we can encourage a sense of hope and security for the future of Collie.

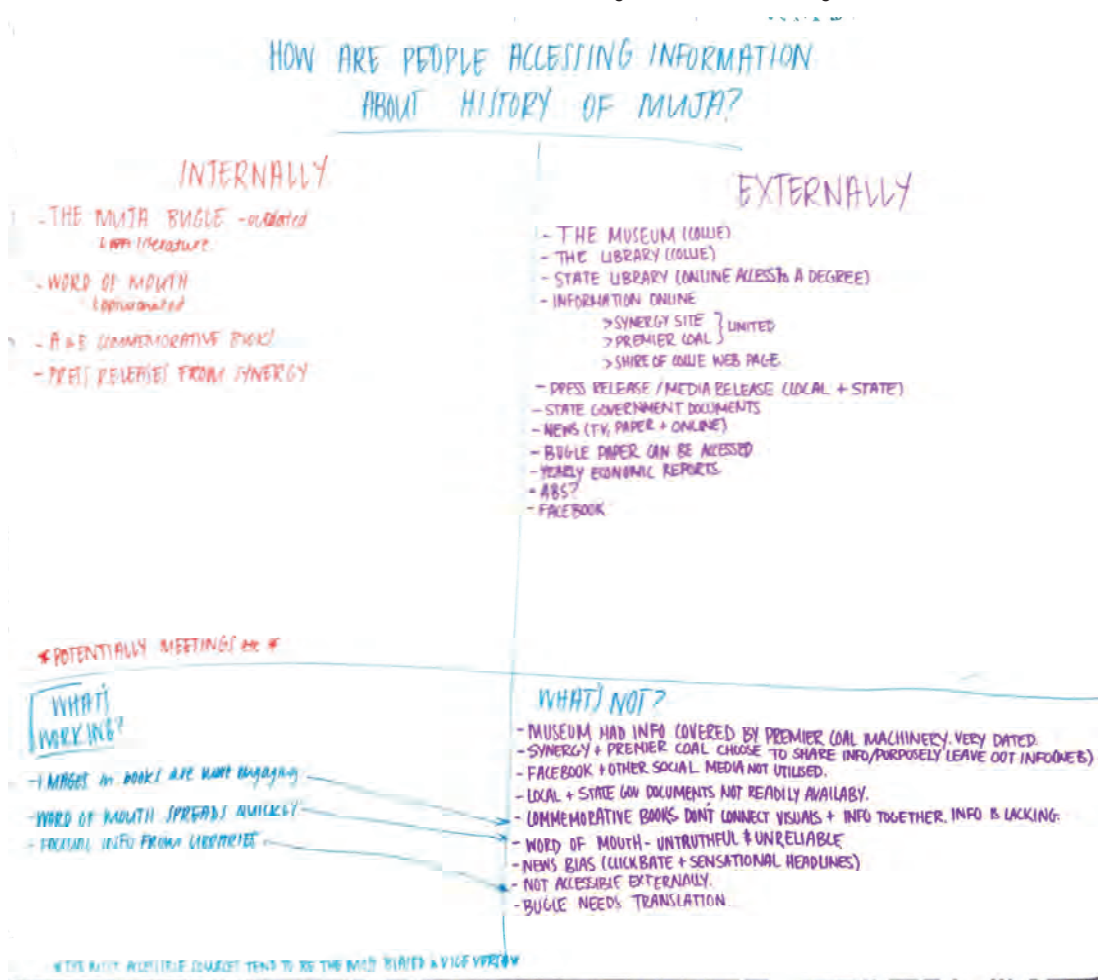
KEY FINDINGS

- » We don't know who this project is for - who is our target audience? Internal/local/national/international?
- » How would our target audience prefer to consume information?
- » How do we get access to reliable stories/information?
- » How do we connect the history, the present and the future in a positive/optimistic way?
- » The closure of the power station has a significant impact on the community.

Figure 25: "Brainstorming core issues"



Figure 26: "Brainstorming core issues"



TURNING PROBLEMS INTO POSITIVES

MYTH GAME

A crucial part of this project was to consider the core problems that we had found, and think of ways as to how we could spin these issues into positives. We did this through a Myth Game, where we located all of the core issues on our previous brainstorm, and rewrote them on new sheets of paper. We then thought about the positive opportunities that each one presents. For example;

Issue: The loss of an extremely stable industry.

Positive: Will allow the development and growth of a new industry.

Issue: Storytelling is not always accurate.

Positive: Storytelling provides opportunity for unique perspectives.

This exercise helped us to discover how we could

potentially design methods to help transform these issues into positives, and create opportunity for positive change. This essentially helped provide us with a direction for the scope of the project.

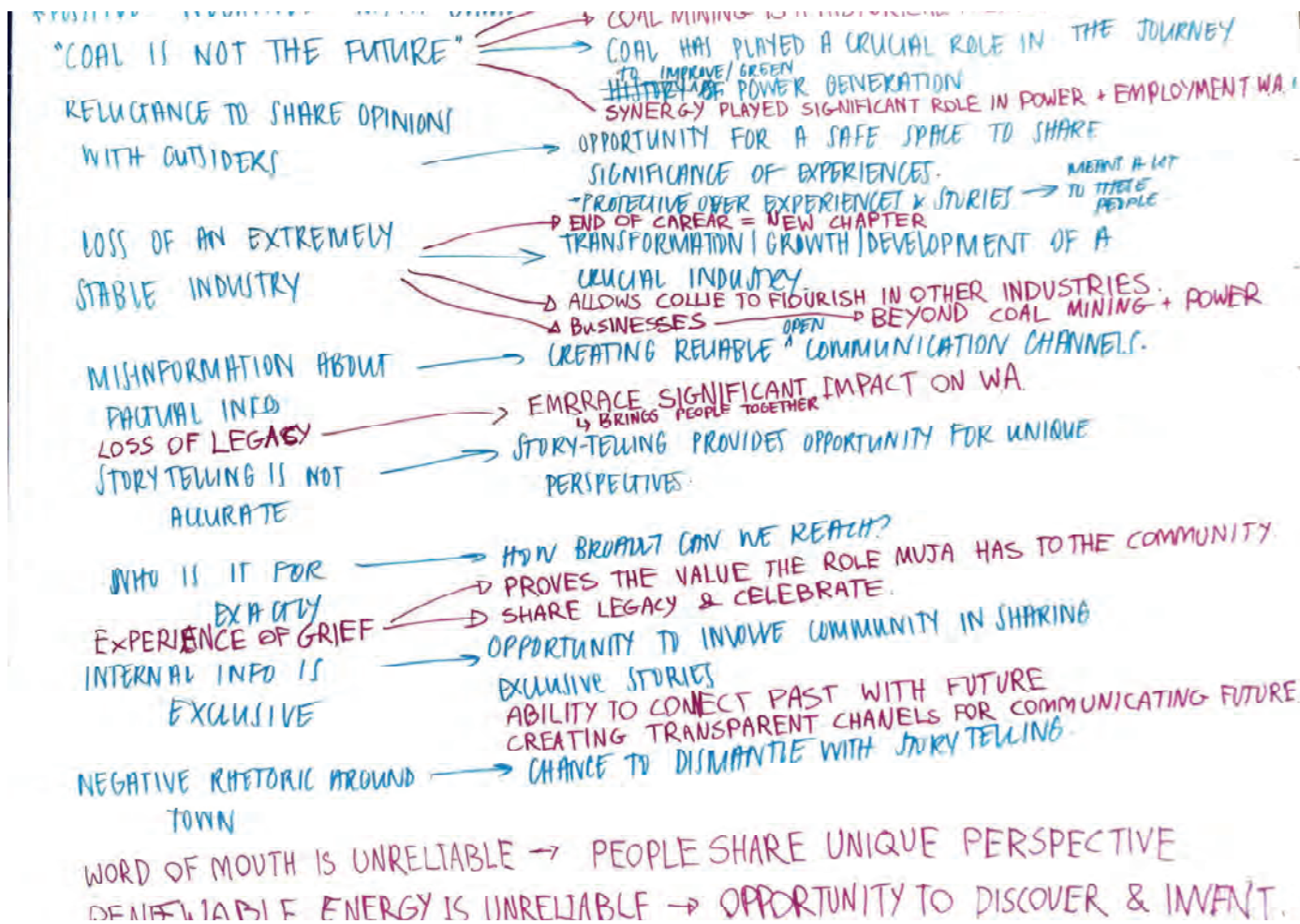


Figure 28: "Turning negatives into positives"

TURNING PROBLEMS INTO OPPORTUNITIES

MIND MAPPING

We refocused on our initial core problem statement; “How do we share the history of the Muja Power Station”, and looked into the problems that branched off from it. From here, we turned the problems into opportunities to understand how we could work towards lessening the effects of these problems.



As we progressed with deciphering problems and opportunities, we noticed that there were patterns emerging as to what each problem was concerning. The patterns that we saw, were that there were issues around the method of sharing information, the transparency of information, and the accessibility of information. In order to organise the core problems, we began to allocate them into these different categories, so we could see the bigger, broader issues that we needed to consider in continuing the project.

Once we had organised the problems into categories, we then redefined the final, core problems into five problem statements. These statements gave us a better understanding of the project, and helped us in making crucial design decisions in the continuation of the project.

- » How do we share the significance of the history of the Muja Power Station with its past and present employees, the wider community of Collie, the state of Western Australia, and beyond?
- » How might we acknowledge the challenges of the changing roles of the Muja Power Station for the community of Collie and instil confidence in a secure and thriving future?
- » How might we create transparent channels of communication that enable the sharing of both factual and anecdotal accounts of history?
- » How might we communicate information in a way that is considered, inclusive and accessible for all people?
- » How do we highlight the role Muja Power Station has played in assisting the transition to a future powered by renewable energy sources?

- » **How do we share the information?**
 - How do we engage all audiences? (internal, Collie community, state and international)
 - How do we make the channels of communication engaging for a long period of time?
- » **Accessibility of Information**
 - How do we get access to reliable information?
 - How do we make the information accessible for those outside of Collie?
 - How do we make the channels of communication accessible for all people?
 - How do we make information accessible for a wide range of audiences – including age, ethnicity, location etc.
- » **Transparency of Information**
 - How do we create and provide channels of communication that effectively share the history?
 - How do we share history and information ethically and without bias?
 - How do we create a safe space for people to feel comfortable to share stories?

Figure 29: "How to share history brainstorm"

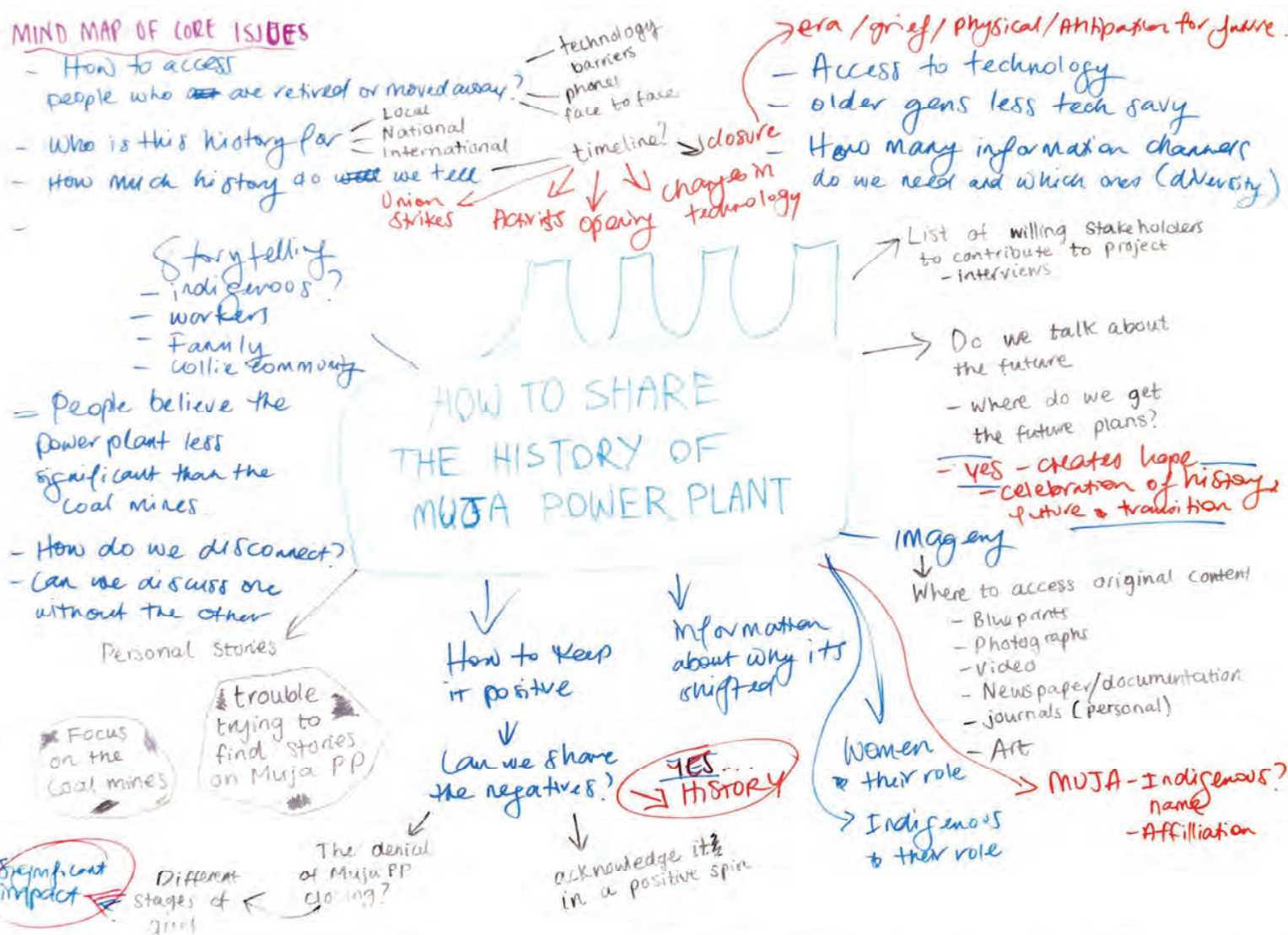


Figure x: "Redefining problem statements mindmap"

03 IDEATION CHAPTER

Ideation is a mode of design where the sole concentration is to create, generate, develop and communicate ideas for the project. It is the formation of ideas and the construction of concepts using visual, concrete or abstract techniques and activities. In these sessions, prototyping, brainstorming, brainwriting and thinking (of the best and the worst possible) ideas are techniques used within the process. In this chapter, we will explore a range of activities used to create ideas resulting in touchpoints and artefacts for this project.

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This exercise encourages abstract thinking by exploring ways to address problem statements by imagining them in other contexts. For this example we explored the ways history might be shared in the universe of Harry Potter. Generating ideas in this way removes being constricted by prior knowledge of limitations, resulting in innovative ideas. Translation

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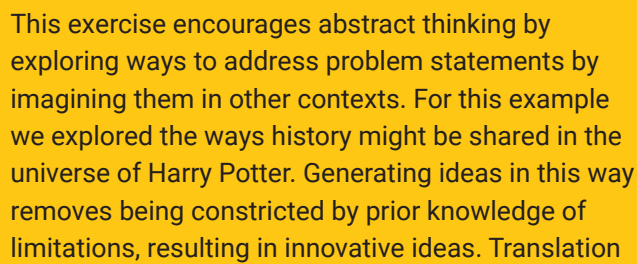
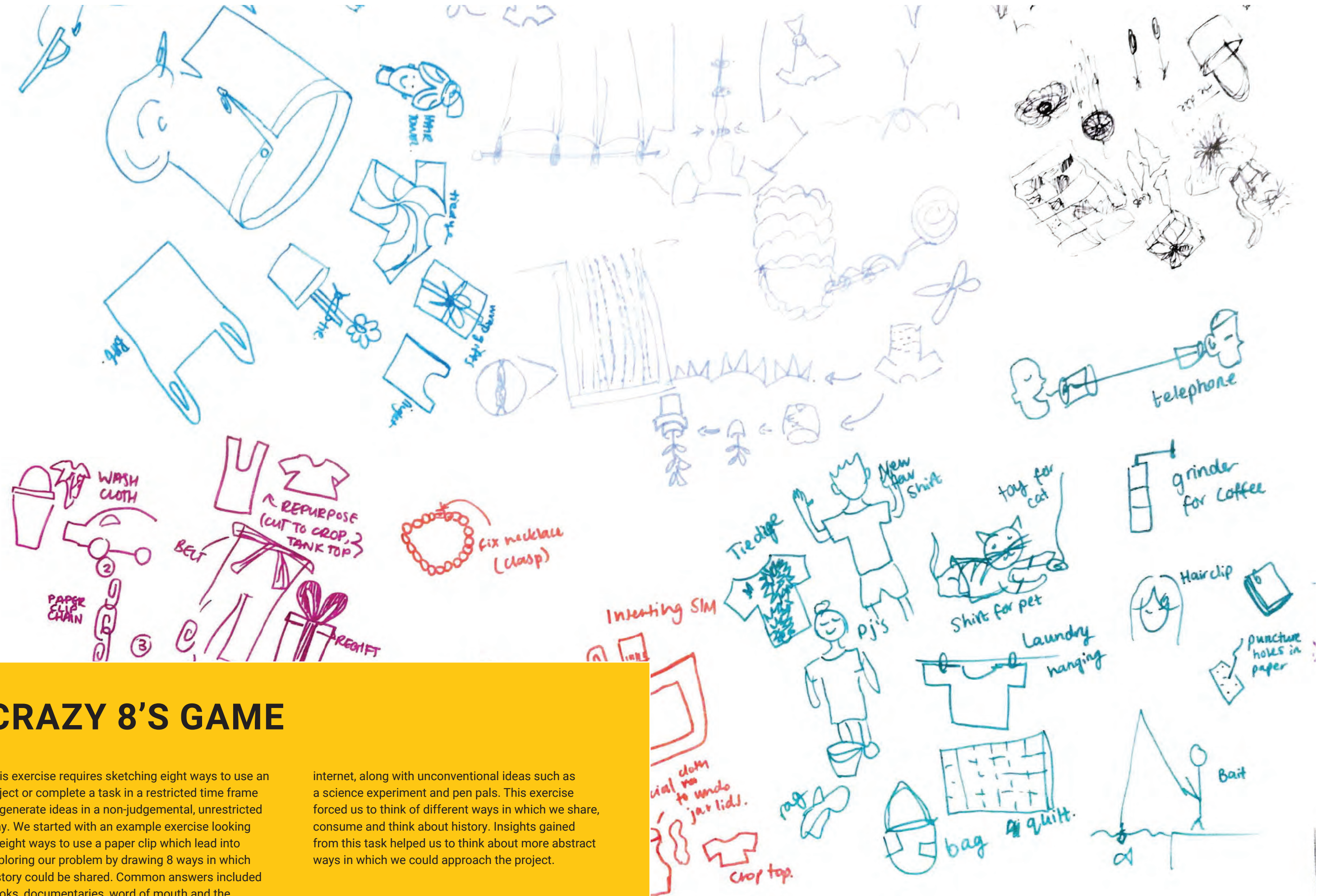


Figure 30: "Multiple Universe Game - Drawings."



CRAZY 8'S GAME

This exercise requires sketching eight ways to use an object or complete a task in a restricted time frame to generate ideas in a non-judgemental, unrestricted way. We started with an example exercise looking at eight ways to use a paper clip which lead into exploring our problem by drawing 8 ways in which history could be shared. Common answers included books, documentaries, word of mouth and the

internet, along with unconventional ideas such as a science experiment and pen pals. This exercise forced us to think of different ways in which we share, consume and think about history. Insights gained from this task helped us to think about more abstract ways in which we could approach the project.

Figure 31: "Crazy 8's Game - Drawings."

WORD ASSOCIATION

In this exercise, we were given lists of nouns, adjectives and verbs. We combined a word from each list that inspired ideas for this project and the potential artefacts.

For example, one phrase that included the words, "maintain" "dirty" and "mirror" ended up inspiring an app. This app would be a game where people could wipe the dirt away to reveal hidden gems, along with an idea to create a scavenger hunt.

The words "aware" "deep" and hotel", were another combination, which inspired ideas related to an escape room which would have a power station theme to it. Monsters inc. was another idea created as it links relatively closely with MUJA power station and monsters working to creating power.

Figure x: "Word association- Teayl"

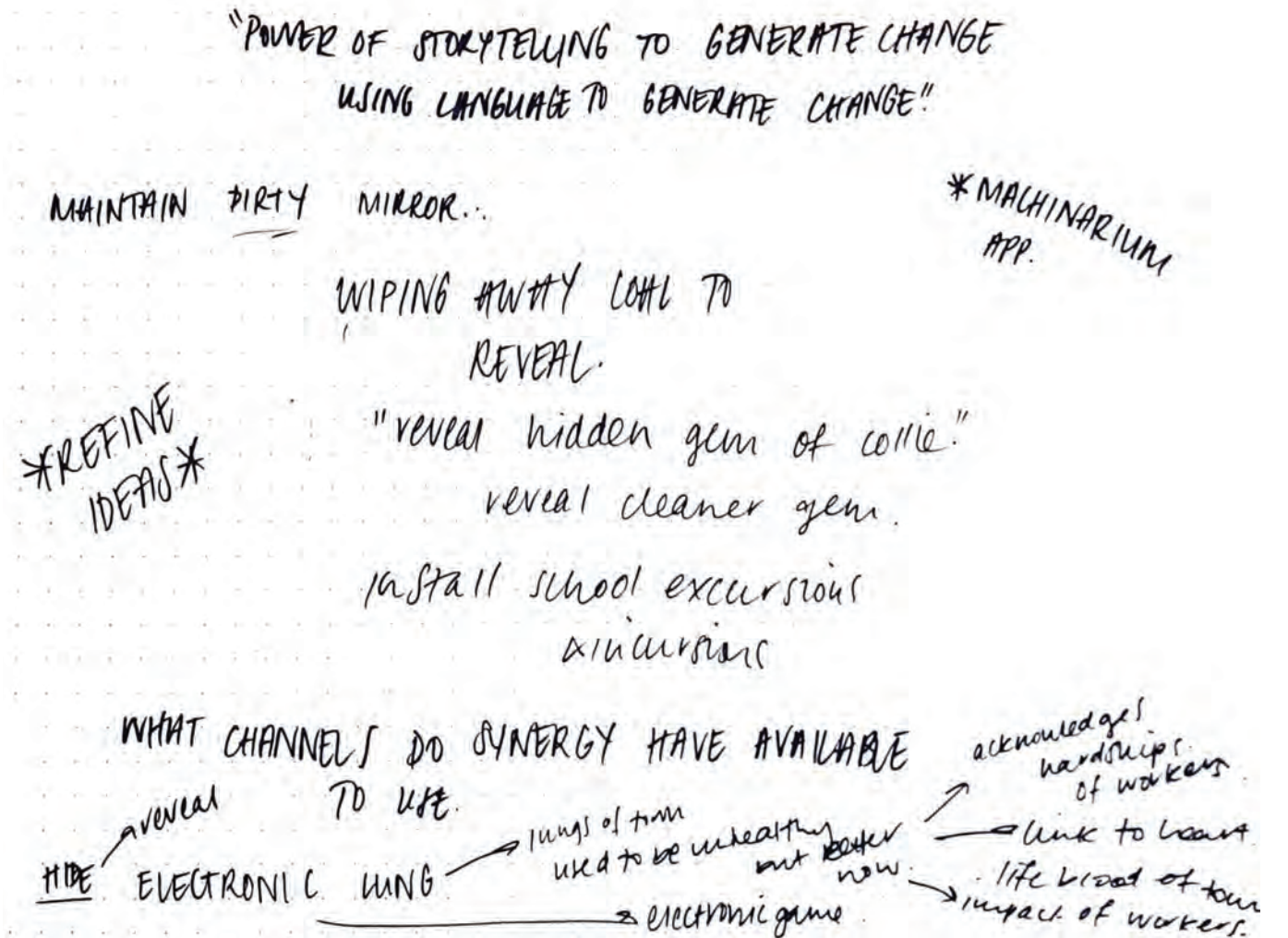
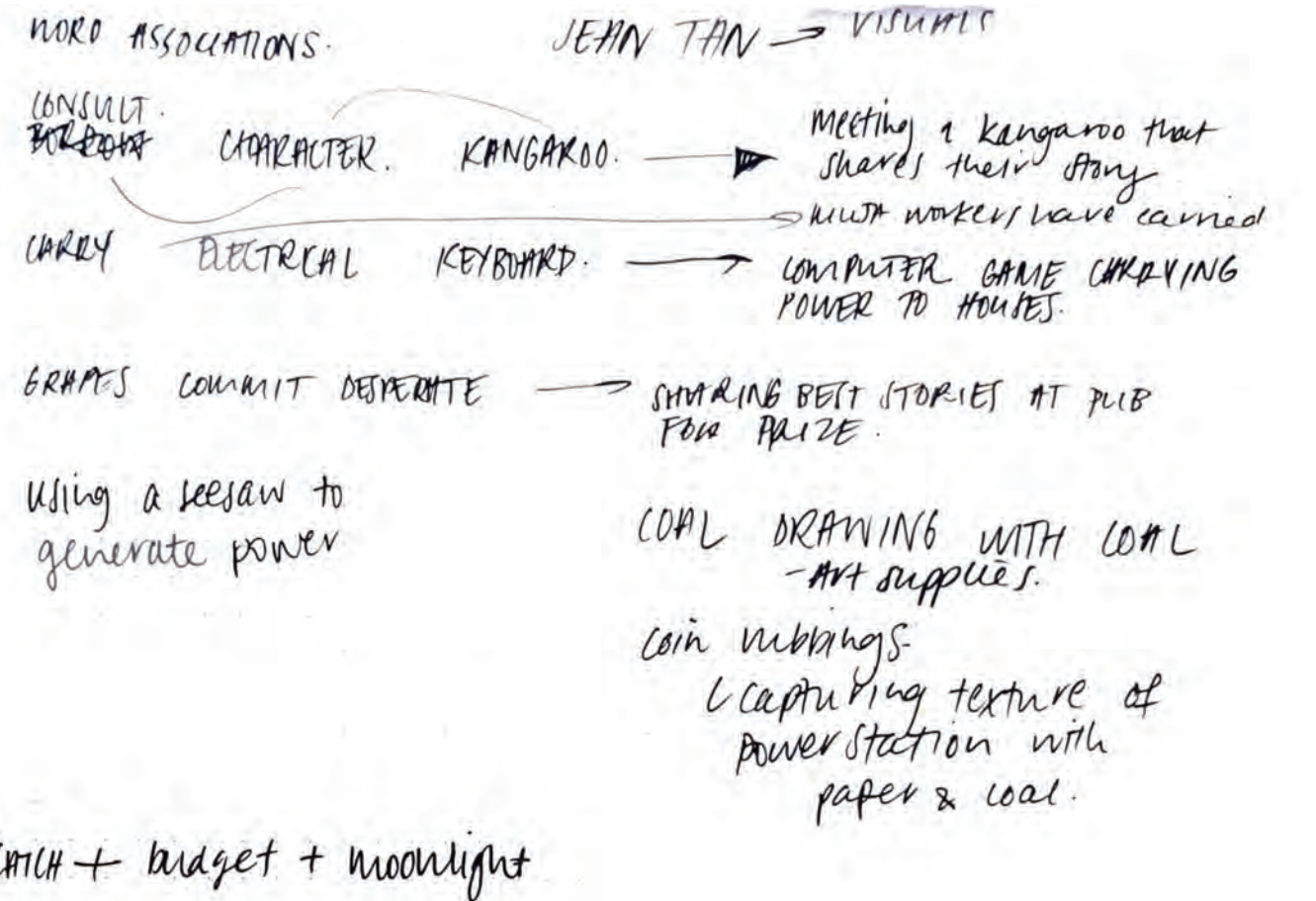
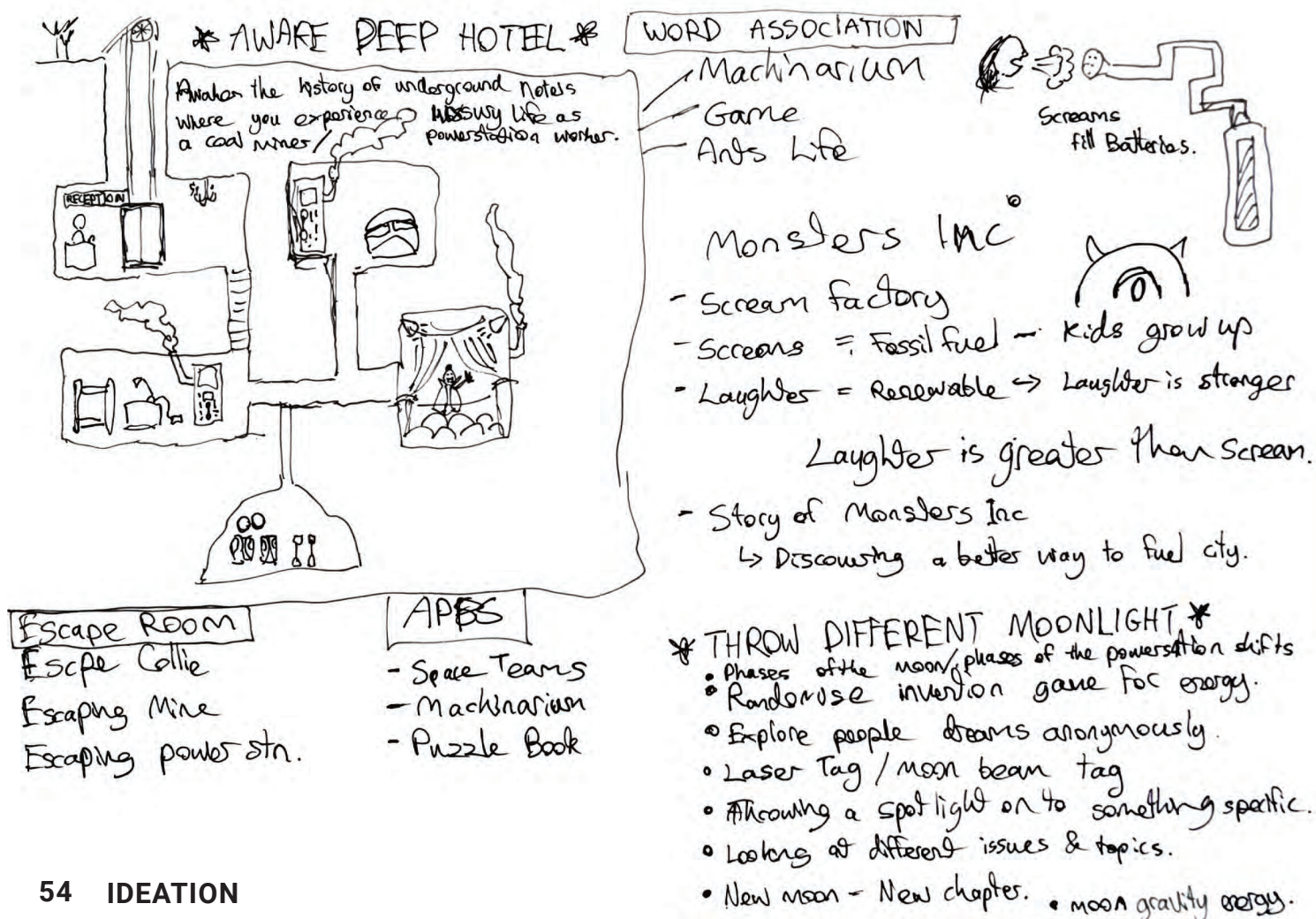


Figure 32: "Word Association - Darcy."

TELESTRATION

Telestration is an exercise which involves sketching a written prompt before passing this sketch onto another participant who must describe it with words and so on. This activity highlights the way in which different individuals interpret visual information very differently and forced us to consider the impact that this may have on shaping our outcomes. This game brought on many laughs as we tried to translate each other's pictures to words and descriptions to images. It was an insightful exercise as it not only proved that

text and imagery provide clearer translation together, but many unusual and interesting concepts spiralled out from the second round when we focused on raw concepts for the project.

The key output concepts that were thought of as a result from this exercise include:

- » Child playing a game that produces energy

- Play equipment that charges your device
- Electric go-cart races
- » Inventing a new power source activity
- » Balancing the power grid game
- » Word of mouth
- » Storytelling across generations
- Power station tour
- Treasure Hunt

- Scavenger Hunt
- Interactive Map
- » Restaurant in a coal pit
- » Recycling power plant equipment for community uses eg. Seating, play equipment.
- » Public benches that share stories

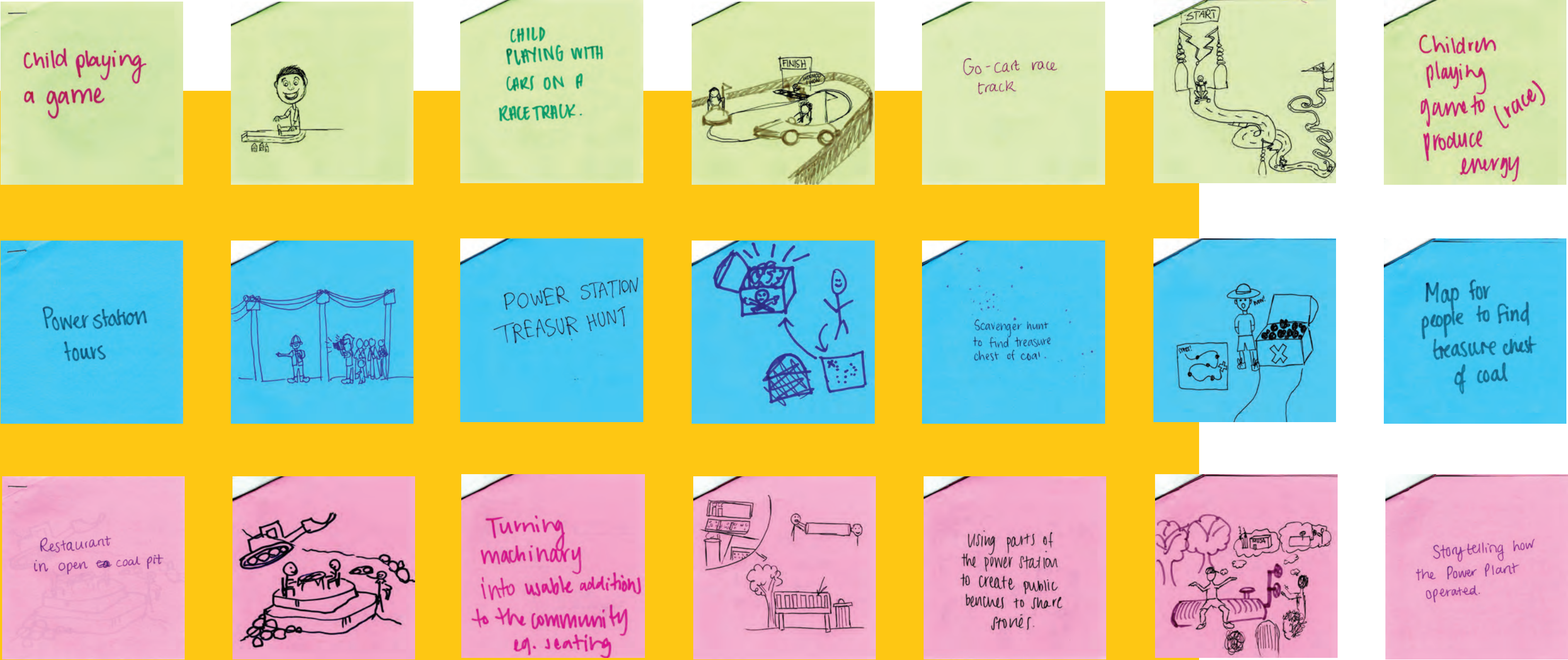


Figure 33: "Telestration game concept - overview of process"

CONVERGING

Once we generated a large number of ideas, it was important to focus these down and explore the ways in which they would actually operate. Attaching touchpoints to these ideas was a way to achieve this. Touchpoints are any points of contact that are had between the customer and an output at any point of time whether that be before, during or after they have any kind of interaction with the brand, product or service. These include things like packaging, promotion, personal interactions and technology.

WHAT DID WE MANAGE TO DO?

We created journey maps to show how our stakeholders would potentially interact with the proposed ideas, using touchpoint cards to flesh out the way in which these ideas might operate. From this process we were able to gain insight into potential points of pain and opportunities to create memorable experiences for our stakeholders. This also gave us an insight into the supporting elements required to bring each idea to fruition.

TOUCHPOINT MAPPING 01

The telestration game helped shape our way of perceiving this project beyond the original book that we were asked to design. We started to write out the main concepts and ideas that we thought would be beneficial to this project, such as placing machinery from Muja Power Station around town, public benches, playground and power generating equipment for kids. The ‘embedded town installation’ was identified as one of the strongest ideas, where we began to investigate complimentary features. We converged our ideas narrowing it down into having machinery around the town of Collie as artistic sculptural installations that can share history through various platforms such as traditional signage, to audio descriptions and QR codes. We identified the strongest touchpoints that would complement and support ‘embedded town installation’ where they were placed closest to the centre, flowing outwards to secondary touchpoints that would still compliment the idea to a lesser extent.

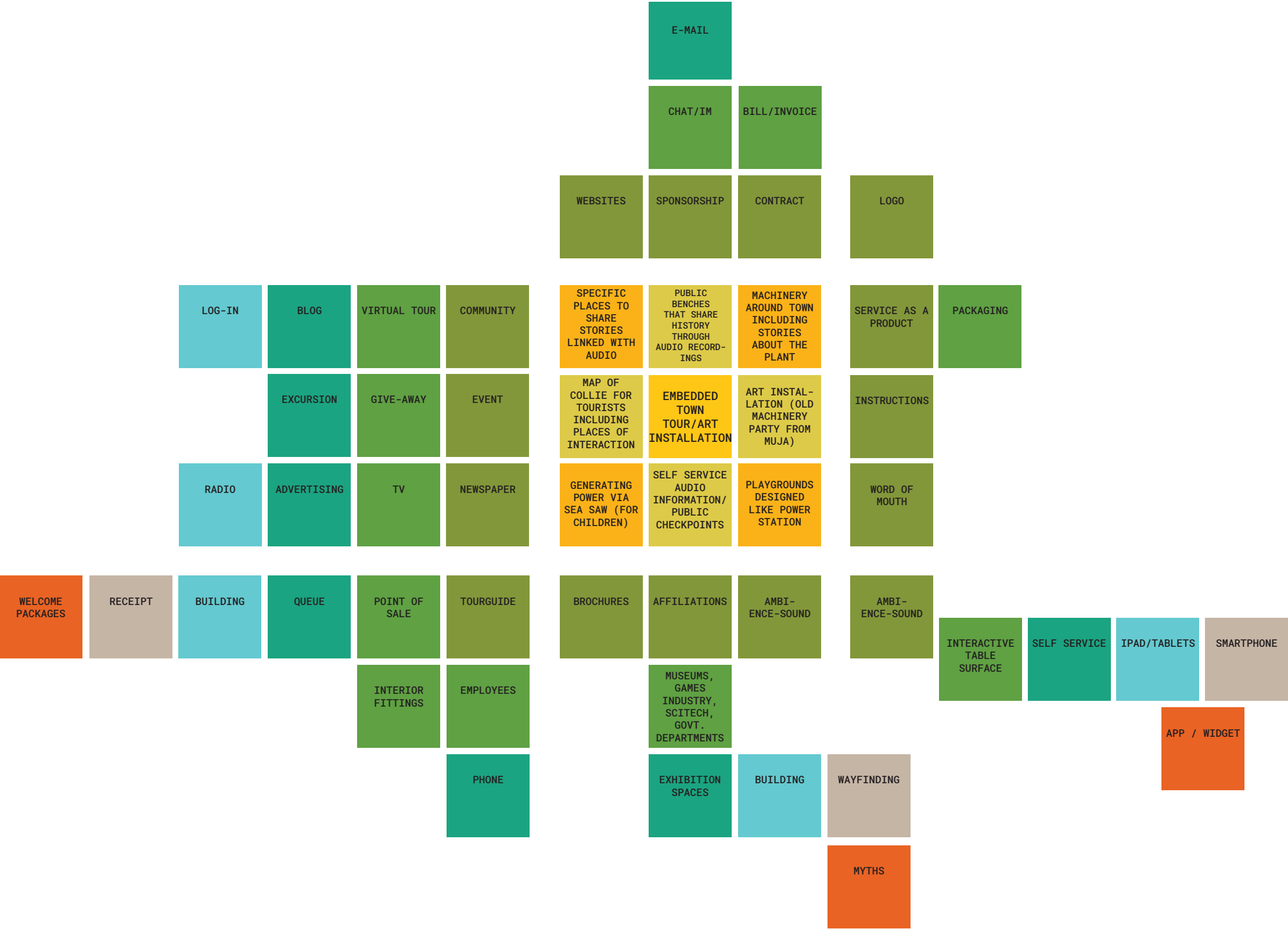


Figure 34: "Touchpoint Mapping for Embedded town Installations."

TOUCHPOINT MAPPING 02

As this project suggested that we design book for Muja, ‘Physical Artefacts’ were yet another strong idea that we investigated and fleshed out. Physical artefacts were the result of converging multiple ideas that we explored, which included an interactive book, art book, board games, childlike illustration book, a pack of cards and postcards. Through this process of mind mapping, we were able to identify many touchpoints that would enhance the experience one may have while interacting with the book, along with identifying the needed support systems that would help to make this idea of a book into useful and appropriate touchpoint. We placed the strongest touchpoints closest to the centre, while complimentary touchpoints were placed further outwards.

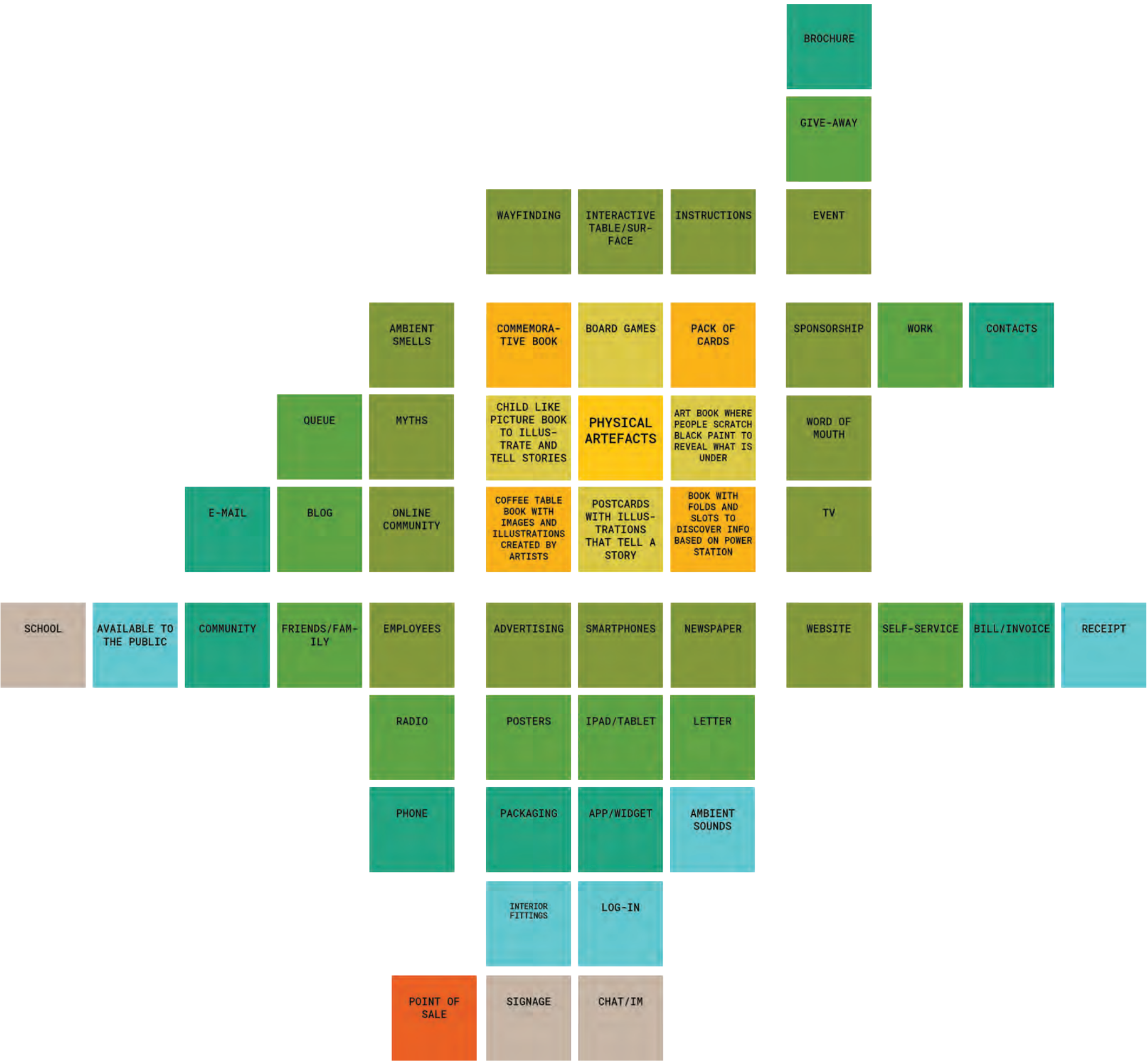


Figure 35: "Touchpoint Mapping for Physical Artefact."

TOUCHPOINT JOURNEY MAPPING

In addition to mapping out the touchpoints required to support our ideas, we then linked these touchpoints to look at the ways in which information was shared between them and possible paths out stakeholders may take between these touchpoints when interacting with the outputs.

JOURNEY MAP 01

PHYSICAL ARTEFACT

It starts with a book, but the touchpoints associated with the book could explode into many other such as an event could be organised to launch the product that will be sold in stores where store fittings and queues should be considered, to the social media platforms to use to promote the product.

JOURNEY MAP 02

EMBEDDED ART INSTALLATION/

TOWN TOUR

Embedded installations include many touchpoints that enriches someones experience. This includes considering a map of Collie, public tours for those who wish to see the multiple installations along with affiliation and partnering with museums, Scitech, games industry and Government Departments could bring oportunities to the project.

Figure36: "Journey map 02 - Physical Artefact."

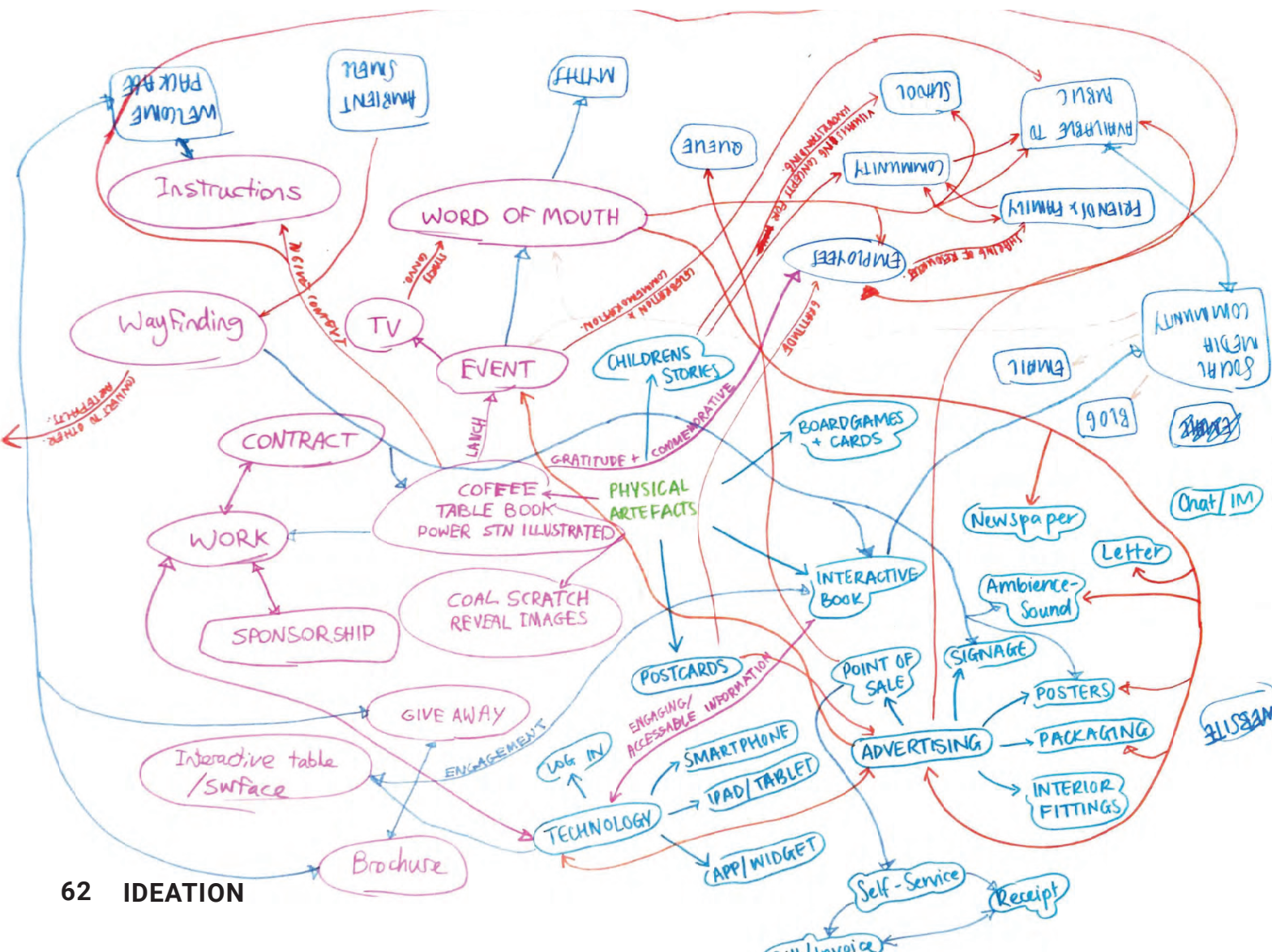
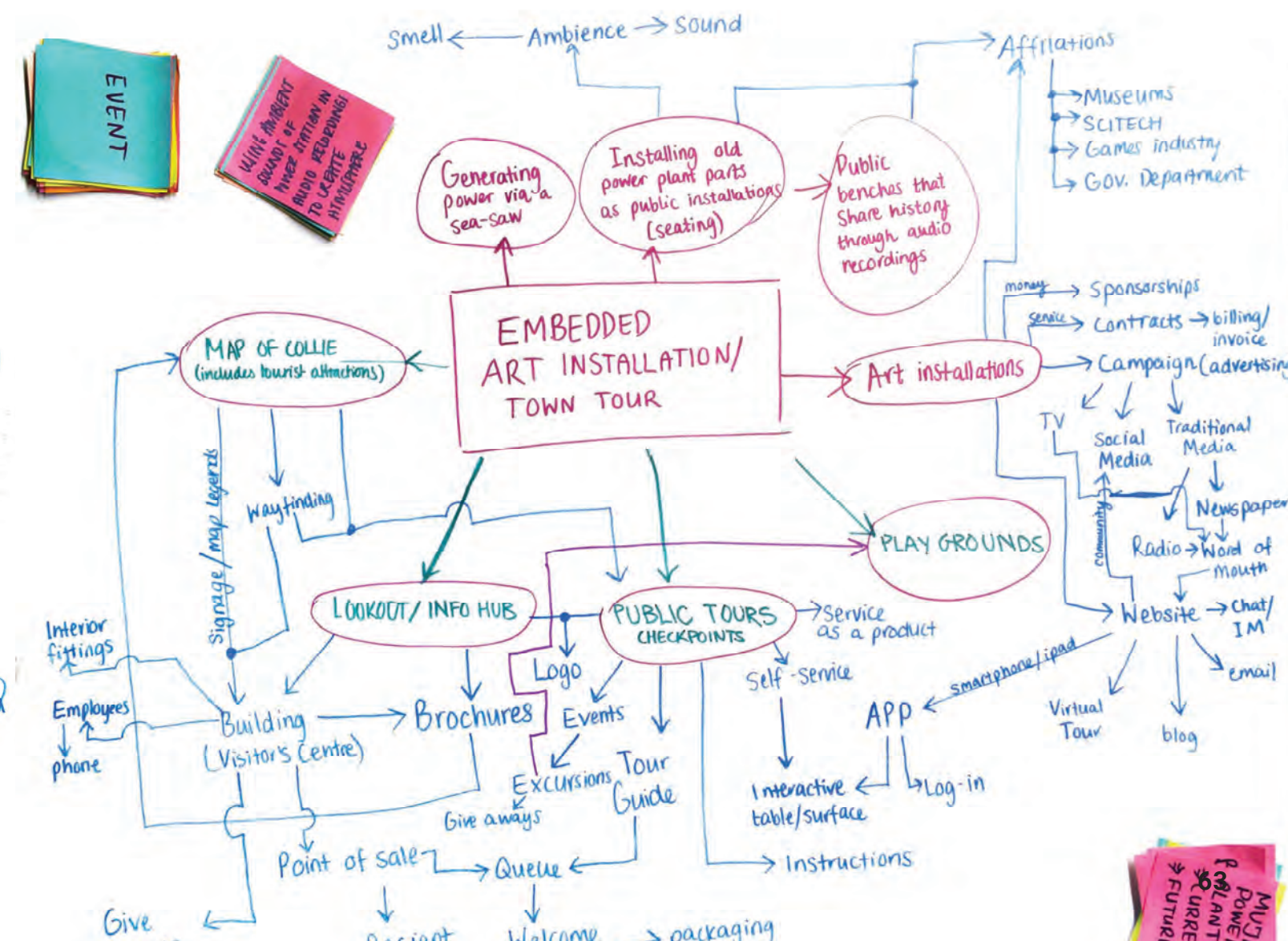


Figure 37: "Journey map 01 - embedded town installations and town tour."



VIABILITY MAPPING

Viability mapping was an essential part of the process, as it narrowed down which concepts, we were going to further develop. We were able to assess our ideas in terms of how viable the idea was (economically and realistically) and how well it shares the history of the Muja Power Station. In the top right corner are the ideas that were the most viable and shared the history of Muja the best, while in the bottom left corner are the ideas that were not very viable and did not contribute greatly to sharing Muja’s history. This gave us a clear indication of which of the ideas were the most realistic to further develop, and therefore made narrowing down our ideas a concise and practical process.

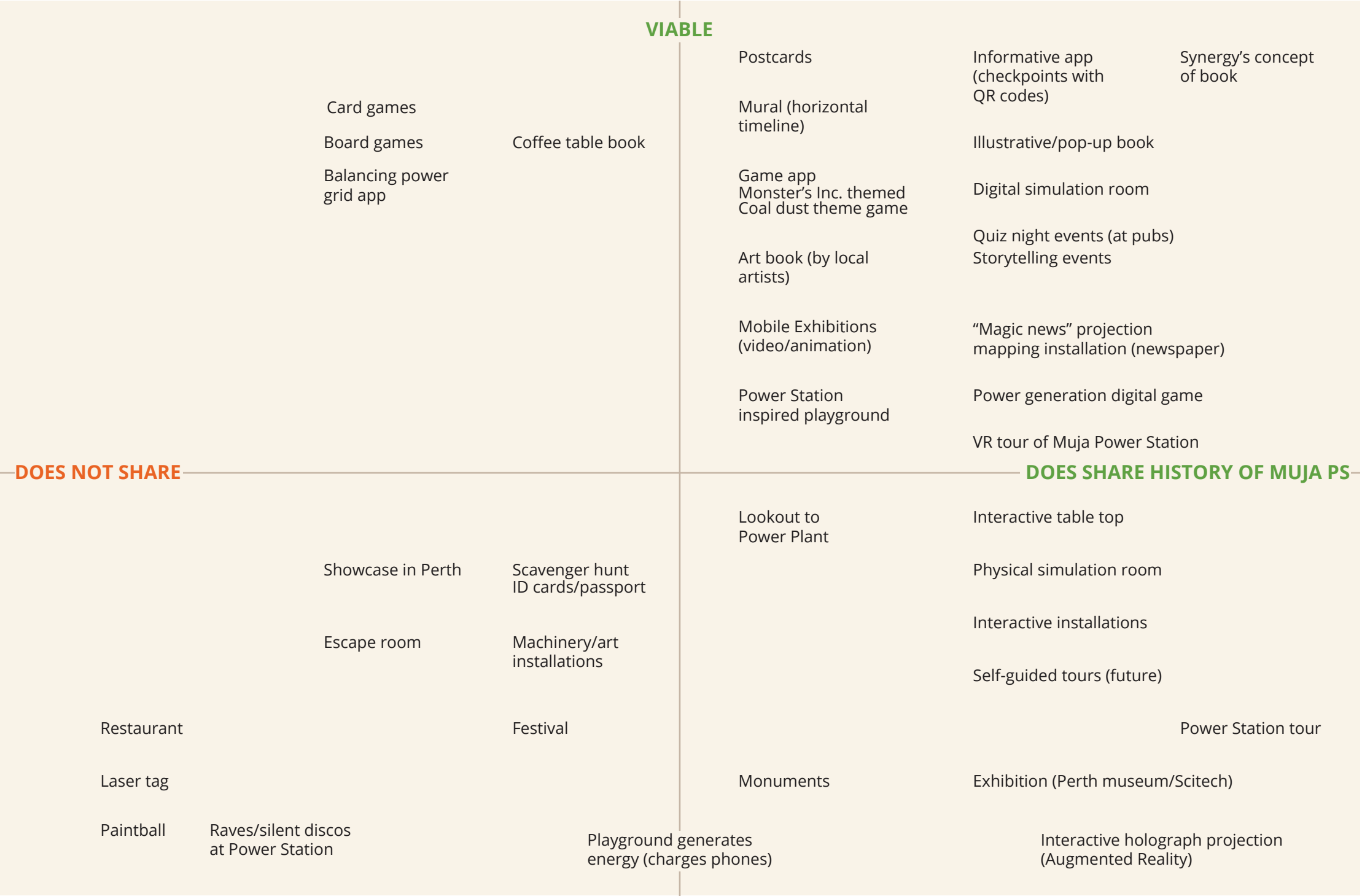


Figure 38: "Viability Map concept"

STORY BOARDING

WHAT IS IT?

A story board is a graphic representation displaying several sequential drawings, typically with the addition of dialogue, explaining a process and showing the linear passage of time. Very much like a comic strip, a story board is used to identify core elements, actors, and narrative that gives insights into an idea during its planning phase.

Story boards are used to help validate concepts within the early phase of a project and identify errors within deliverables along with the concept's viability.

Storyboarding enabled us to visually communicate the way in which we perceived our own, and other's ideas. It can be difficult to understand the physicality of an idea when it merely being explained or written in words. Drawing out our concepts not only gave us a better understanding of how the concepts would work, but also how people would interact with them. Storyboarding was also a useful tool for communicating how these concepts could work by generating a visual understanding of the involved processes and interactions.

COMMEMORATIVE BOOK

The Commemorative Book is an interactive artefact that engages all ages with the element of fun by including sections of pop-up paper cut outs to depict structures that must be viewed from a particular angle, slide out features to reveal before and after images, pull out elements to reveal items depicting machinery of the power station, hidden folds that can be uncovered to reveal information about Muja power station and significant events during its history. This book will also include paragraphs of history and storytelling, images and artworks making it an amalgamation of an interactive, history and art book, enriching the readers experience.

Key Findings:

- » Interactive artefact
- » Engages all ages with the inclusion of pop out elements, written text and imagery.
- » A piece of memorabilia for the Muja workers and the town of Collie
- » Collector's item for tourists

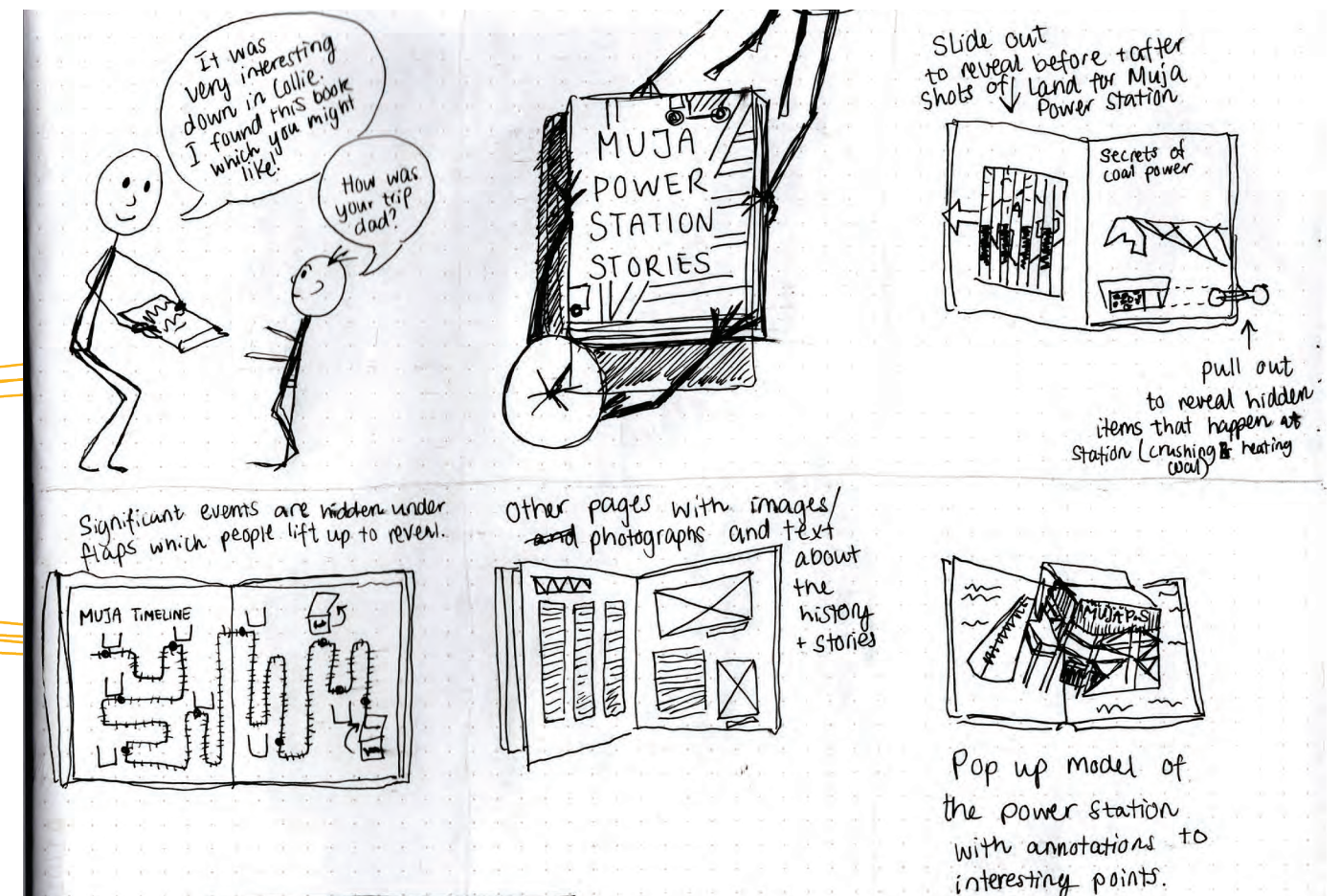


Figure 39: "Story Board of the Commemorative Book"

INFO APP STORYBOARD

The Information app storyboard is a mobile self-guided tour around the town of Collie and the Muja power station. From the use of your phone, residents, workers and tourists can download this app onto their phone and complete a tour of the town and the Muja power station, using QR codes to find out more information regarding the history of Muja, its significant impact on the town of Collie, storytelling from the workers and their experiences. Its features include live action “before” images, along with audio recordings that serve, not just as a story telling feature, but an accessibility aid. The app guides you through a tour without the need of a tour guide, allowing information to be repeated all within the comfort of the user.

- Key Findings:
- » Mobile, allowing people to be on the go
 - » Self-guided where people to take their time while in a tour and repeat certain sections as they please
 - » Interactive elements such as imagery, and audio aids, that can be saved to a device
 - » For locals and tourists to enjoy
 - » Allows artists to collaborate with the project



Figure 40: "Story Board of Information Application"

LOOKOUT OF POWER STATION STORYBOARD

The lookout is an idea that became quite prominent quickly, as it is the main touchpoint whereby visitors are able to visually see the Muja Power Station. The original idea that is shown within this storyboard, is that there could potentially be murals painted on the Power Station that can be seen during the day with binoculars, and at night time, lights that illuminate the Power Station. This would be a popular location for families, both locals and tourists to visit.

- Key Findings:
- » Opportunity to physically see the Muja Power Station.
 - » A place that both locals and tourists can enjoy.
 - » A place for locals and tourists to connect.

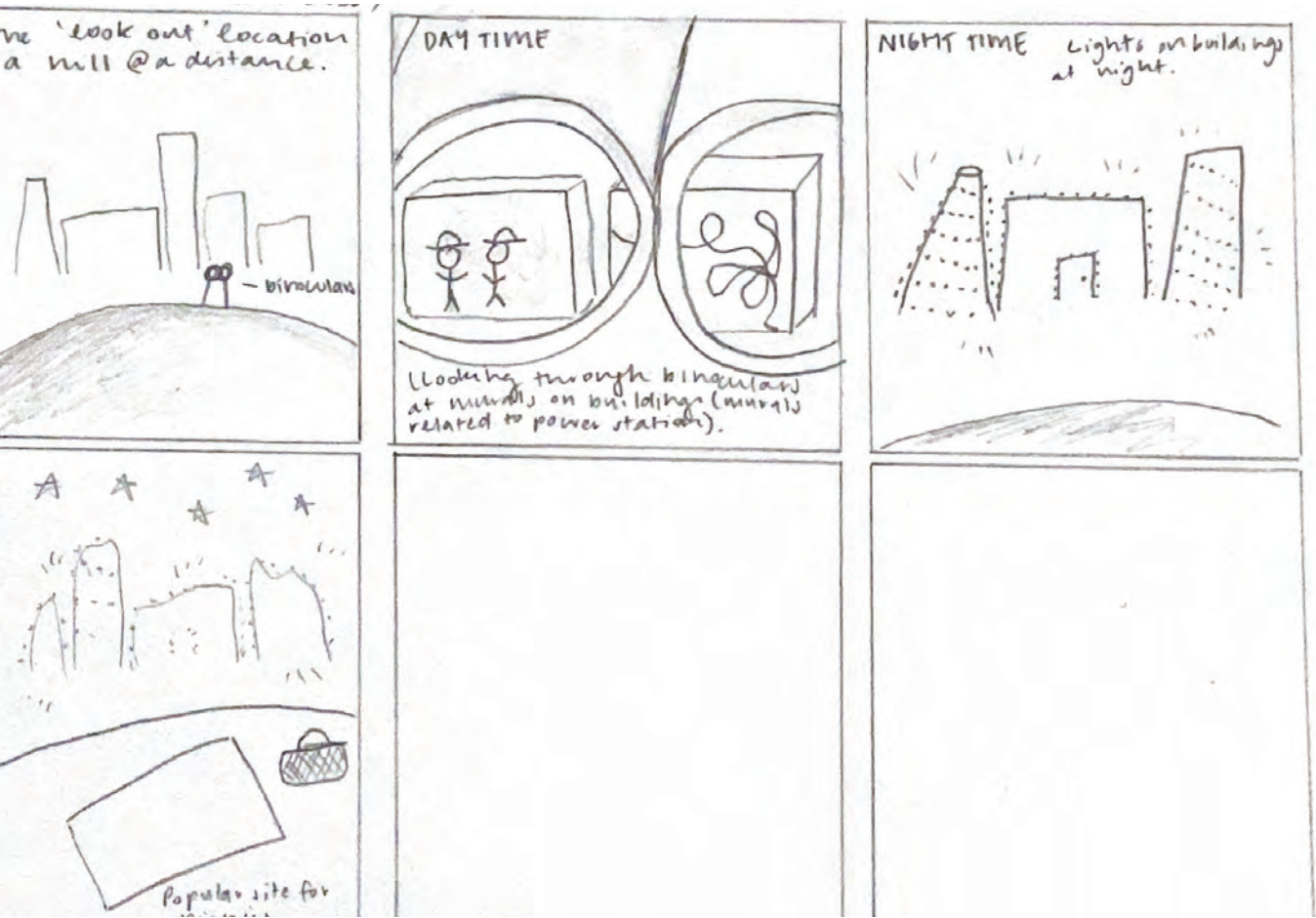


Figure 41: "Story Board of the Look Out"

PARK BENCH

STORYBOARD

The commemorative park benches share the history of Muja Power Station through decorative structures around the town. The tables will visualise the stories and experiences of those connected to Muja through beautiful artwork depictions of the stories. QR code decals will provide audio recordings of commentary of the stories behind each artwork as well as written text alternatives for those that prefer non-visual aids. Having a sheltered area and seating, invites both tourists and locals around the area to interact with and admire the tabletop art. As depicted in the storyboard, these benches can provide a communal or group learning experience as the seating allows friends and families, etc. to gather around the tables and discuss the artwork together, share similar memories or stories or listen to the audio as a group. Having this information shared through various ways will encourage and cause people to acknowledge and remember the presence and history of the power station

Key Findings:

- » Allows the sharing of stories in both visual and auditory ways for accessibility
- » Can reach a wide audience as it isn't limited to one specific way of engaging with and learning about Muja
- » Provides a space for community gathering to occur
- » Contributes to the flourishing art community that is currently present in Collie
- » Provides an engaging starting point for sharing own similar stories about Muja around the table

OTHER STORY BOARDS

Art book:

- » Opportunity for local artists to become involved/get recognition.
- » Potential to be linked to a community event (and/or other touchpoints).
- » Safe space for people to share their own stories & for stories to be translated in a visual way.

Magic Newspaper

- » Refreshable multipurpose installation
- » Memorable experience of history.
- » Accessible for a wide range of people

Scavenger Hunt:

- » Encourages movement throughout the town of Collie
- » Multimedia engagement increases accessibility and allows for sharing of extra information
- » Could be accessed through informative app

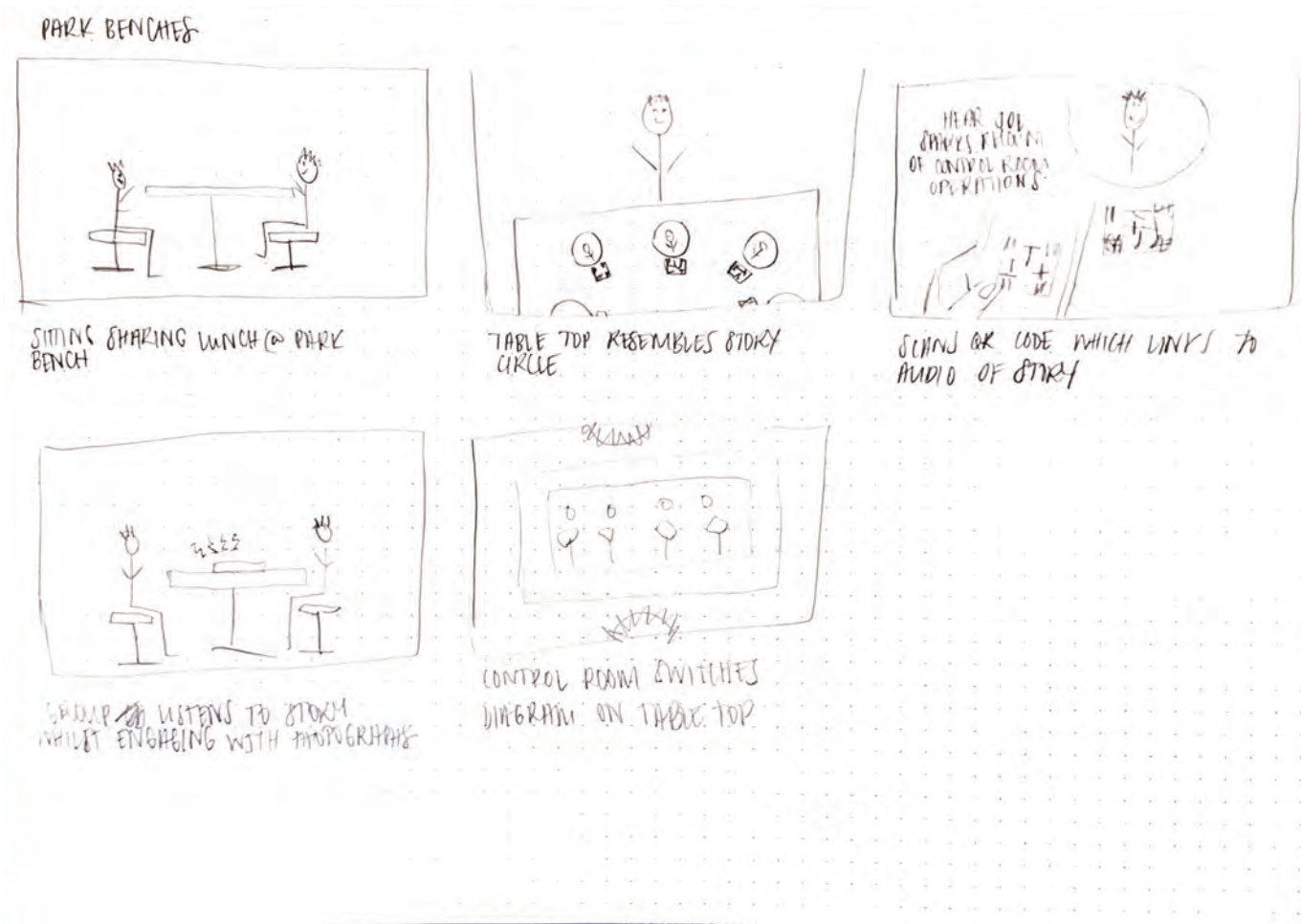


Figure 42: "Story Board of the Park Benches"

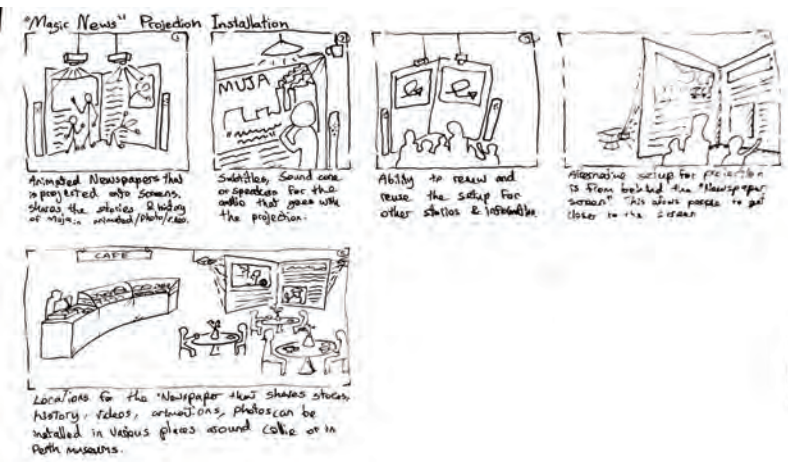


Figure 43: "Story Board of the Magic Newspaper"



Figure 45: "Story Board of the Scavenger Hunt - Led with App"

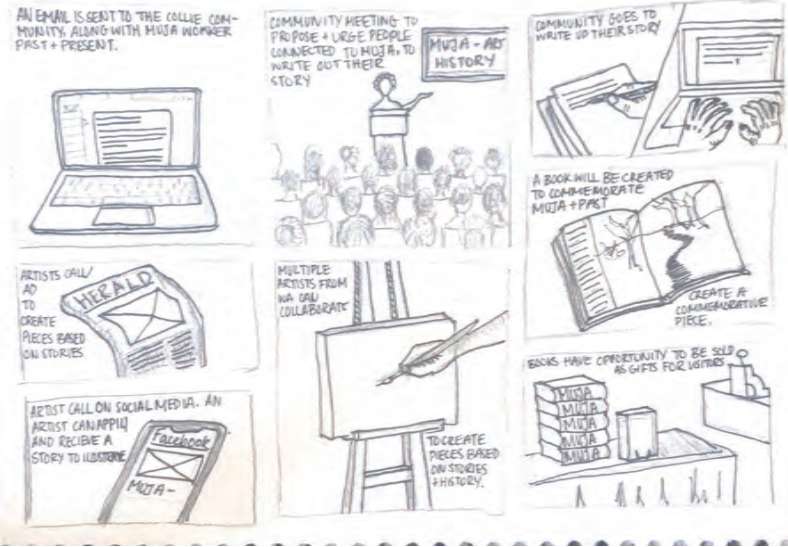


Figure 44: "Story Board of the Art Book"

OVERVIEW OF SERVICE SYSTEM

The Overview of the Service System is essentially a map that shows how all of the touchpoints that we have created are connected. This was created in order to show that there is a much bigger project at hand than merely designing a book, as a book could potentially be connected to a range of different touchpoints that would enhance its outcomes. With a larger service system, there would be more potential to reach a wider range of audiences, and thus educate more people about the significance of the Muja Power Station.

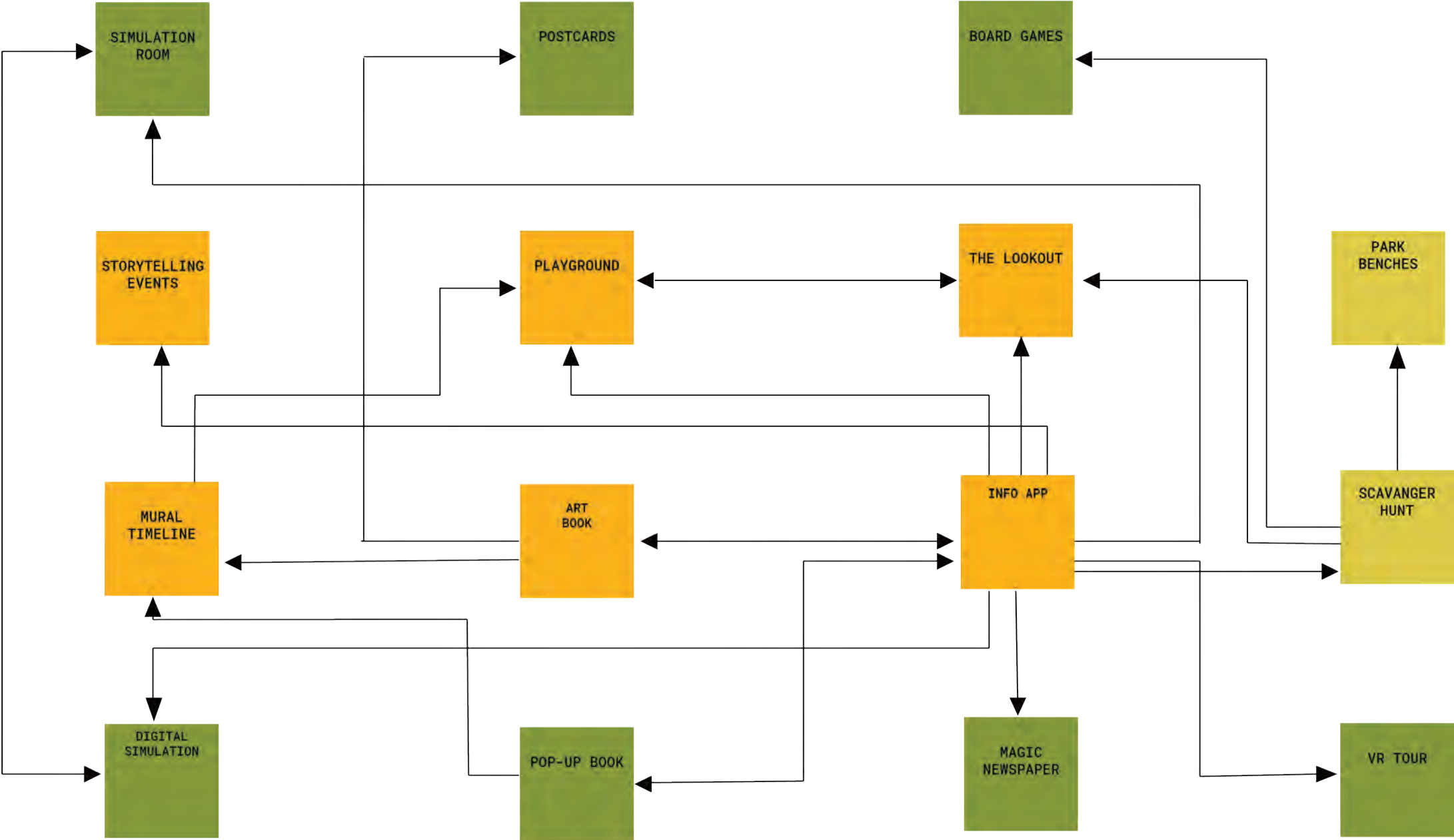


Figure 46: "Overview of service systems"

EVALUATION OF STAKEHOLDER FEEDBACK

We had a meeting with Vanessa, where we presented our research and ideas to her. The feedback that we got from her included the following:

- » Likes that the ideas link to the Collie community.
- » The ideas that we came up with linked with her own ideation.
- » It is likely that when Stage D closes, the Power Station will be knocked down and the area will be repurposed.
- » They have an agreement with the State Government to repurpose the land but they also have a responsibility to consider the community.

We took these points of feedback into consideration when further developing our ideas, as some of them directly impacted the current ideas.

Figure 47: "MUJA Power Station Stage D"



04 PROTO-TYPING

A prototype is an early model of a concept that a visual development of initial ideas. Prototypes are generally used to visually represent an idea, and to evaluate the usability of the idea. We designed prototypes of our ideas in order to communicate them to our client in a clear way, to ensure that they would be interpreted in the way that we intended. Another purpose for prototyping is to visually display how people would interact with the concept, to show how it would function the intended environment.

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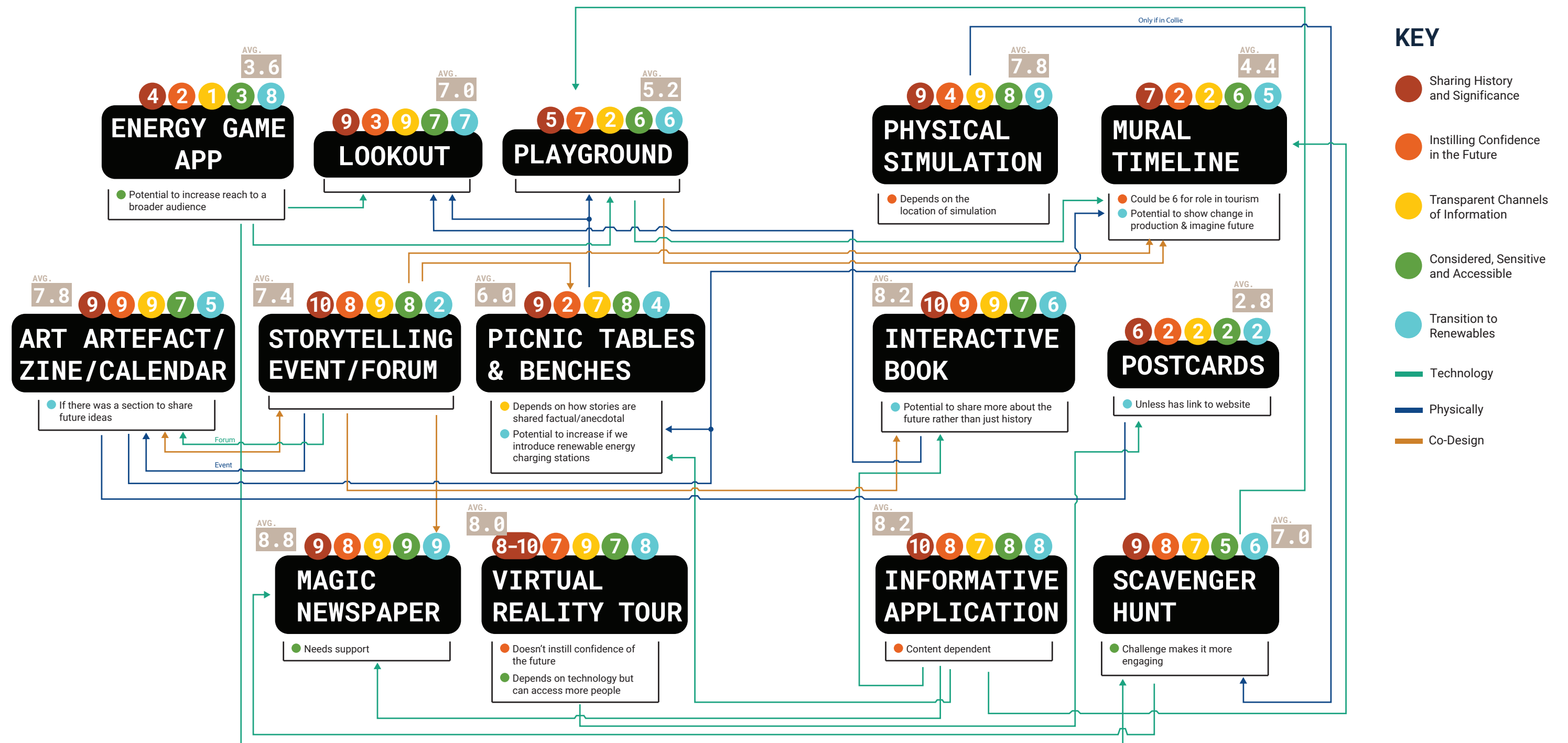


Figure 48: "Output network that evaluates potential to address problem statements."

In this network we cross-reference the proposed outputs with the refined problem statements and used the findings to narrow down our recommendations for Synergy. Many of the outputs interconnect with concepts identified as a Physical, Co-design and Technology exchanges of value. We identified that some outputs had greater potential to address the needs of the Muja plant workers. We assessed the output ideas as service designers, giving each output a score out of 10 on potential to address the problem statement. 1 = Low, 5 = Medium, 10 = High. We used this method to

evaluate which output ideas have the greatest potential by looking at the highest average of the scores. The value exchanges between these outputs were closely connected, with many outputs connecting and working together in surprising ways. We noticed that interconnected outputs that directly impacted workers and residents provided an exciting opportunity for Co-Design spaces. Co-Design is a process by which stakeholders impacted by the design of an output are directly involved in the process of creating it. Involvement in this process results in a sense of pride and ownership which helps

to sustain outputs beyond the scope of projects. Though some outputs scored higher than others, we found that there were additional blocking issues that made them less suitable to propose as final outputs.

We identified that some outputs had greater potential to address the needs of the Muja employees', the Collie resident and the tourist personas and concluded that we needed more information in order to narrow down our recommendation for final outputs.

FINDINGS:

- » Outputs could be merged to be part of the same system.
- » There are additional blocking issues affecting output suitability.
- » The outputs benefit from inclusion of a Co-design activity.

STORYTELLING EVENT & ONLINE FORUM

Storytelling is the social and cultural activity where a group of people meet, sharing stories of experience, sometimes with improvisation, embellishments and theatrics. It is a means of entertainment, education, cultural and historical preservation. Storytelling is important as it is the only tool that is capable of transcending the audience into other people's lives, that evoke feelings of empathy. These stories become a thought provoking and life changing experience for the listeners.

In order to create artefacts for the Muja Power Station, and the Collie community, that commemorates and celebrates the History, we are proposing a communal story telling event and a complimentary online forum that allows storytelling to be told, shared and recorded. The story telling event will be a recurring event where workers of

the Muja Power Station gather together as often as they like, and record and write their stories and experiences. The event can have people talking together along with completing activities with each other or individually that will allow people to write out their stories in specific ways. People can also work together on stories to create different perspectives on what they experienced during their time working at Muja. These stories can be anything from working at the station, friendships, specific and memorable events, funny and joyful times and the opportunity Muja has given over the years.

Having these events held regularly allows more stories to be told which will enhance the outputs we are proposing, enriching readers experience. These stories can be written by hand and then it can be digitally written up and collected and placed onto

the forum. The more stories collected will potentially create more opportunities for artists to collaborate with this project, making artwork based and inspired by these stories which can then be used to create postcards, calendars and zines. Artists who wish to be involved don't necessarily have to be painters or drawers. They can have different styles of art such as etching, sculpting and collaging. The artists do not need to follow a specific style, or medium when creating these pieces. The more mediums used by artists when creating works will create more interesting art for the project.

The forum is meant to work in a collaborative way with the event as it can be accessed outside for people who cannot attend, however who wish to be included in the project. Created as a main space to hold all of the individual stories once they are written, it is important to have an online space for this project. This space can be accessed by people who moved away from Collie, have moved out of state and/or the country. Artists are able to access this space, collaborate with the storytellers, read their stories and create art inspired by them. This online forum can post the event date, time, place and any resource

that will be valuable for the project. It is important to have a digital component so people who live outside of Collie can access this project allowing the opportunity to make this bigger by allowing people beyond the south west region to get involved.

Collie is well known for their Artistic murals around town which is the main inspiration for having artists within town and potentially the south west region and even as far as Perth, to collaborate and create artworks that will be based on these stories from the event, or even the forum if they cannot attend. These artworks can potentially be used for postcards, a calendar, interactive book and magazine. These touchpoints can be taken further and be available and sold in shops, news agency, the tourist centre, the museum, for tourists who come through Collie, along with being a commemorative artefact for Muja and the town of Collie to celebrate and be proud of their history. These touchpoints will be a great addition to compliment the artistic murals that are found around Collie, making it a fitting addition for the town.

Figure 49: "Storytelling event graphic by Nina Tomas."



LONGEVITY

We hope that this event will be run regularly until the closure of the Muja Power Station. With the commemorative book being created later down the line to commemorate the history and the closure of the power station, this story telling event will act in hand with the creation of the book by providing content over multiple years, along with the construction of complimentary touchpoints such as the post cards, calendar and zine which will all have monthly to yearly productions. The content will be enhancing one's interaction with the commemorative book.

GOALS

The main goal of this story telling event is to create a space where people who have links to the Muja Power Station can come together regularly and tell their stories, collaborate with artists and create touchpoints that will enhance the experience of tourists when they visit Collie along with commemorating the history and links the town has with the Muja power station. This event is to help those who have ties to the power station, who have been given opportunities over the years to come together and celebrate their experiences that will be remembered beyond the closure of the power station.

OUTCOMES

- » **This event will provide content for the Interactive books.**
- » **Provide content for the monthly Zine, yearly Calendar and postcards.**
- » **Provide content for artists who will create works based of these stories.**
- » **Allows artists to experiment with multiple styles of art.**
- » **Allows artists to get their name out to the community.**
- » **Enhances the Mural trail throughout Collie.**
- » **Enhances the experience of tourists as they drive by and stay in Collie.**
- » **Touchpoints can be used as a commemorative, or collective item for travelers.**

SCENARIOS

WIDER COMMUNITY

Janine is an artist from Busselton, creating small paintings during her spare time, and selling them at the Busselton markets over the weekends. Being retired, Janine enjoys creating art to relax herself along with seeing people smile when they buy her paintings. Janine reads in the paper of a collaborative project that brings artists and story tellers together to create artworks for Muja Power Station and the town of Collie which will turn into an interactive book, magazines, postcards and Calanders. Wanting to pursue in creating more art, Janine finds the online forum, and attends the next story telling event in Collie. Janine comes out wanting to collaborate and create a painting based on one of the workers experiences of the opening of Muja. Loving the old looks of the power station from the 1960's and 70's, Janine creates a colourful artwork for this project and submits her work through the forum. Within a few months, Janine is contacted and sent a copy of the zine from the story telling event, and a post card of her work, and within a years' time, a calendar with her work displayed within.

MUJA EMPLOYEE

James "Jimbo" Power is the perfect persona we identified for this scenario. Working at MUJA PowerStation and being a resident of Collie with his family. Jimbo understand the people and place of Collie and MUJA. Starting his apprenticeship at the age of 16 in Perth city, Jimbo worked his way up, only knowing the life of working in a power station and his crucial role of providing power to Western Australia. With the power station closing in the near future, Jimbo will have to adapt to a new way of life in Collie and apply to a new job. Jimbo and his mates have many stories of the power station, knowing that they don't want to lose the rich and meaningful history and stories, he is interested in recording them. Hearing about the story telling event through the town and workplace, which will bring artists and story tellers together to write and create artworks based on the experience of the workers and the history of the power plant, Jimbo starts writing up the significant memories he had working at MUJA. Jimbo attends the story telling event with his work mates to discuss stories and significant events that will turn into works of art that potentially complement the town of Collie. Jimbo posts his stories to the forum wanting to add to the project and create something impactful for the future of Collie, and to be proud of his work, the role MUJA played in building Collie and powering the state

RE-OCCURING ARTEFACTS

CALENDAR

Calendars are an item used yearly and collected by many to record what day it is. It is a simple tool that can have images, art, designs based on anything. Many businesses create calendars as a promotional tool, and an example is art galleries creating them to showcase the artworks that will be on display throughout the year, reminding people to come back and visit, highlighting main dates and holidays. We have proposed to create a yearly calendar that will

use the art works created from the story telling event along with including specific dates that happened during the time Muja was open. From our initial interviews, we heard many stories that occurred over the years, and believe that it would be a nice touch for the community by adding these widely memorable events onto the calendar. An example is the opening of Muja A, B C and D, throughout the years.



Figure 50: "Calendar mockup of muja illustration and employee story."

POSTCARD

Postcards are a card for sending a message by post without the need of an envelope. We see many postcards have images of places many have travelled to, who write back to family, friends and loved ones. Postcards are a simple yet effective element to compliment other touchpoints. As tourism will be a massive sector that will grow in Collie in the next few years, a postcard is a simple and small element that will enhance the experience of many visitors.

The design of these postcards will have the art created from the story telling event on the front. These art works can be used and printed on the postcards which will compliment that massive amounts of mural work in Collie, along with the art in the interactive books and calendar. These works which are inspired by the stories of the workers and the MUJA power station...



Figure 51: "Postcard mockup of muja illustration and employee story."



MAGAZINE

The magazine will be a monthly issue that has anywhere between 4-6 stories and artworks. These zines will be a result of the story telling event where people write their stories, and the artists create the artwork based on these stories. The zine will be published, collecting each story and artwork that will be used for the Calendar, postcard and eventually, the commemorative book. Over the span of one year, 12 zines will be made that will create content for the future commemorative book. The zines are also a collection for memorabilia for those involved in the project, along with people who have links to Muja Power Station.

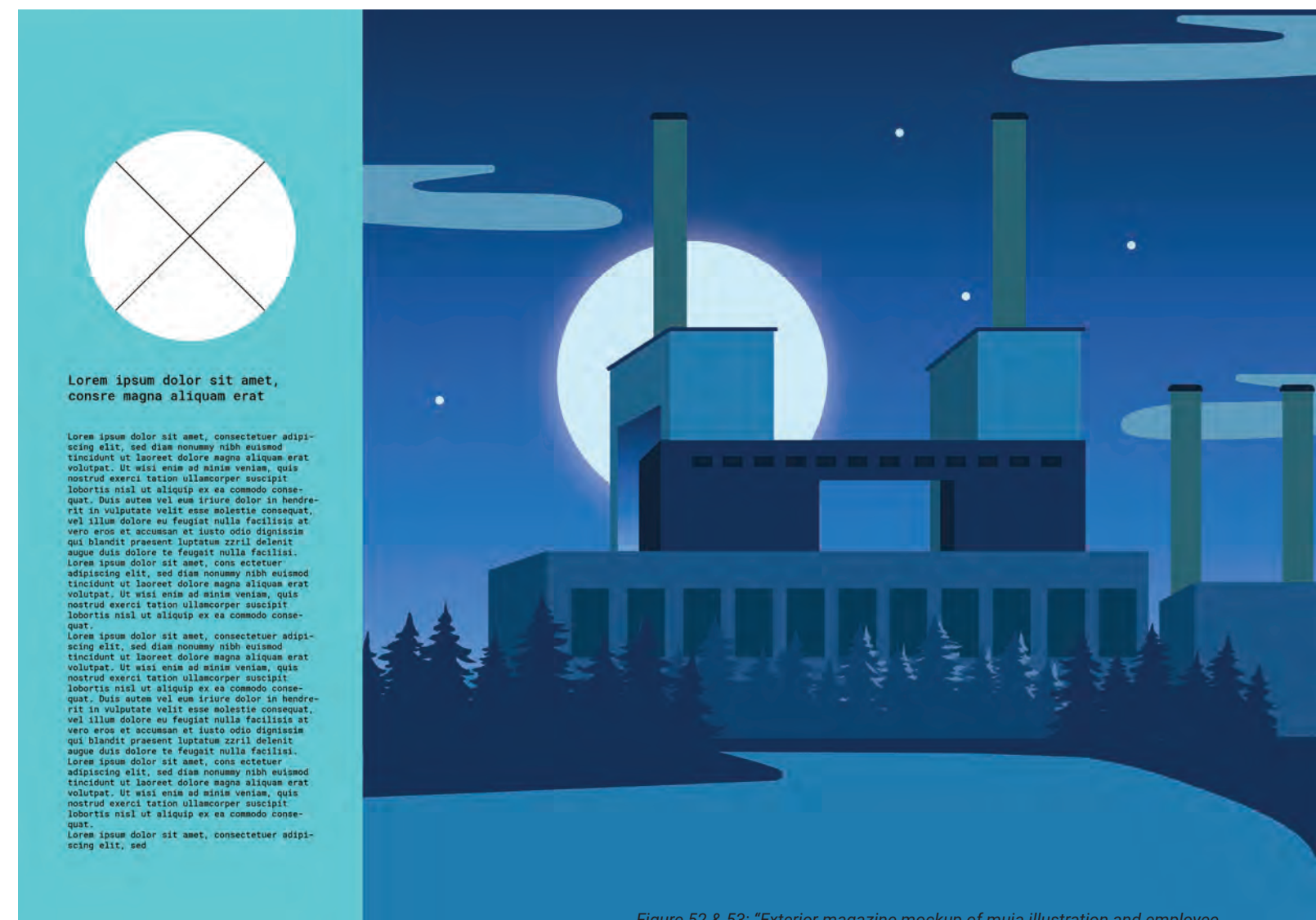


Figure 52 & 53: "Exterior magazine mockup of muja illustration and employee story."



Figure 54



Figure 55



Figure 56

COMMEMORATIVE BOOK

The commemorative book is designed as a collection of illustrated stories that share the contribution of Muja Power station and its people to the town of Collie and the Australian south west. The stories and historical information for the book draw its content from the storytelling event “Word of Muja” from 2021 to 2025. The book is designed, printed and published in 2024 to commemorate the closing of stage C of Muja Power Station. This timeline is a rough guide and can be adjusted to suite changing factors, for example the commemorative book could be printed in a second addition or delayed until the closing of stage D.

STYLE GUIDE

For the book we recommend using a style guide and colour palette that reflects Muja’s impact on Collie and its contribution to generating and balancing power in the south west. During our tour of the Muja power station facility, we identified a colour palette that we have used in this presentation document.



Figure 57

SPREADS

The internal spreads of the book could have additional interaction activities and mechanisms to draw people in engagingly to experience the history of Muja.

We propose to use a mixture of these layouts:

- » a traditional art graphic or photograph spread combined with a shared short story.
- » Colouring-in spreads of illustrated artwork in outlines to engage the reader in a relaxing colouring activity.
- » The Popup spreads might combine papercraft and origami techniques to subtly enhance the story of the traditional graphics.
- » Interactive visual spreads.
- » Imbedded QR codes

The design of each spread might include a QR code, scannable in the “Kinetic Trails” app that links to an audio recording of the story, it could have various language options, possibly spoken by the author of the story or a narrator. There is also an opportunity to design hidden puzzle elements throughout the publication with hints and challenges on final pages.

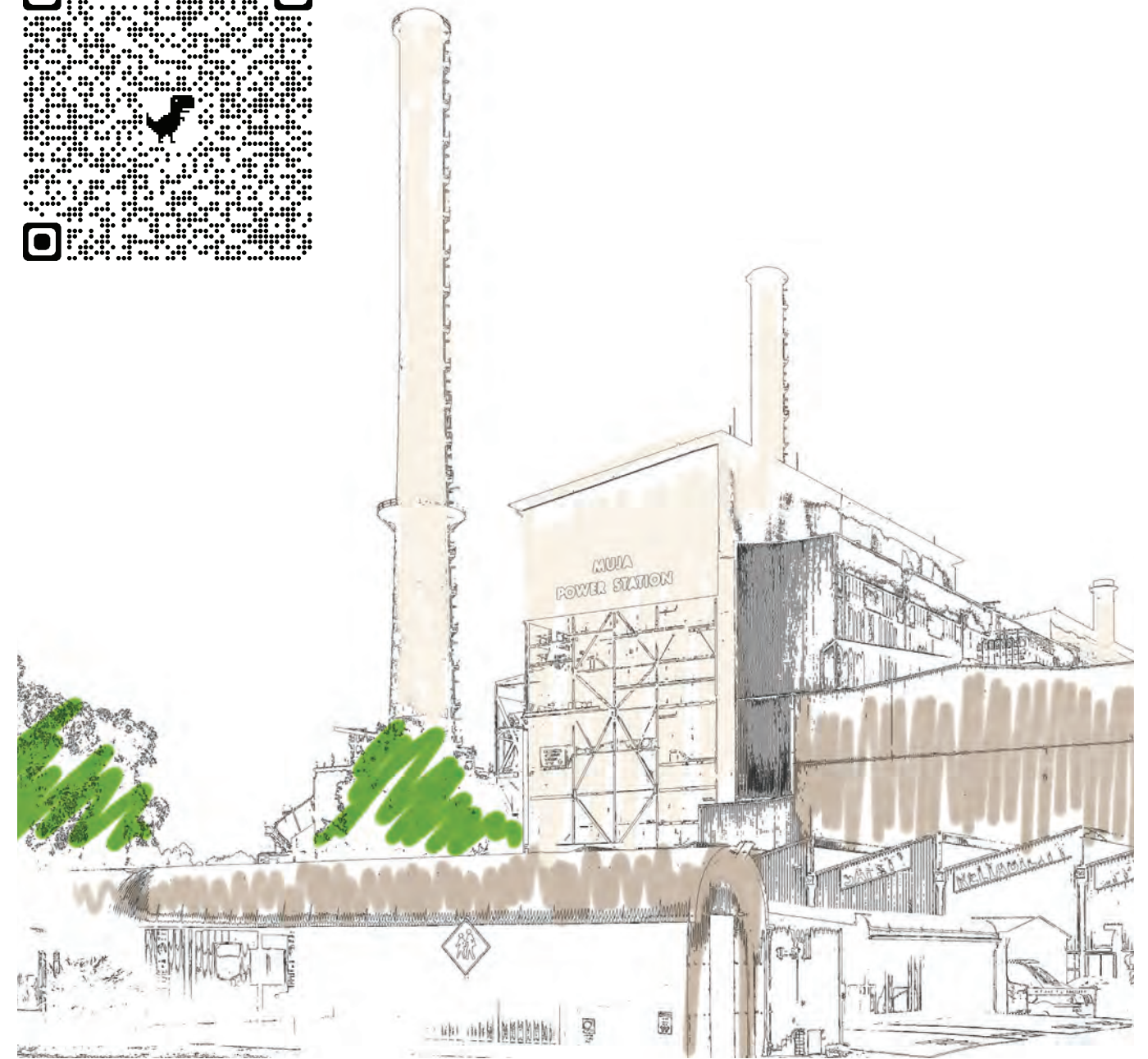
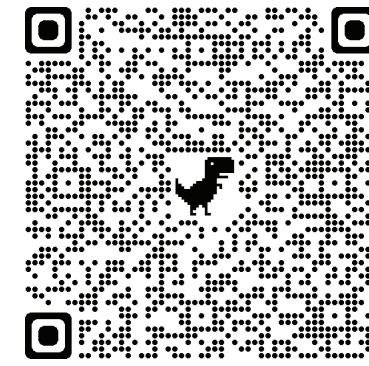


Figure 58: “Illustrative styles

WRITTEN SCENARIO

Alice’s family has been living in Collie for five generations, her dad, partner and siblings have all worked at Muja or at the coal mines at one time or another. Muja holds a link to her family’s history as her late father worked at Muja for 35 years. At the closing stage D ceremony, Alice and her family receive a commemorative book to honour her father’s work and contribution. She opens the book with her son, Ben, and they start turning the pages looking at the images and skimming over the stories. Ben, is fascinated with how he can turn a page and a cut-out of Muja power station in the 90’s springs up from the popup page. Suddenly Alice stops on a page when

she notices her dad’s name as the author of one of the stories. She reads through the anecdotal account of the time he reckoned he “saved the day and was home in time for dinner”. As she reads the story, Alice notices a QR code that links to an audio recording, when she downloads the app and plays the clip she hears her dad’s voice telling his story. The story in her dad’s words sparks a memory for Alice of moments growing up and connecting with her dad. Now that he is gone and she can’t make new memories with him, the simple story in the book seems to have more meaning to her.

SERVICE BLUEPRINTS

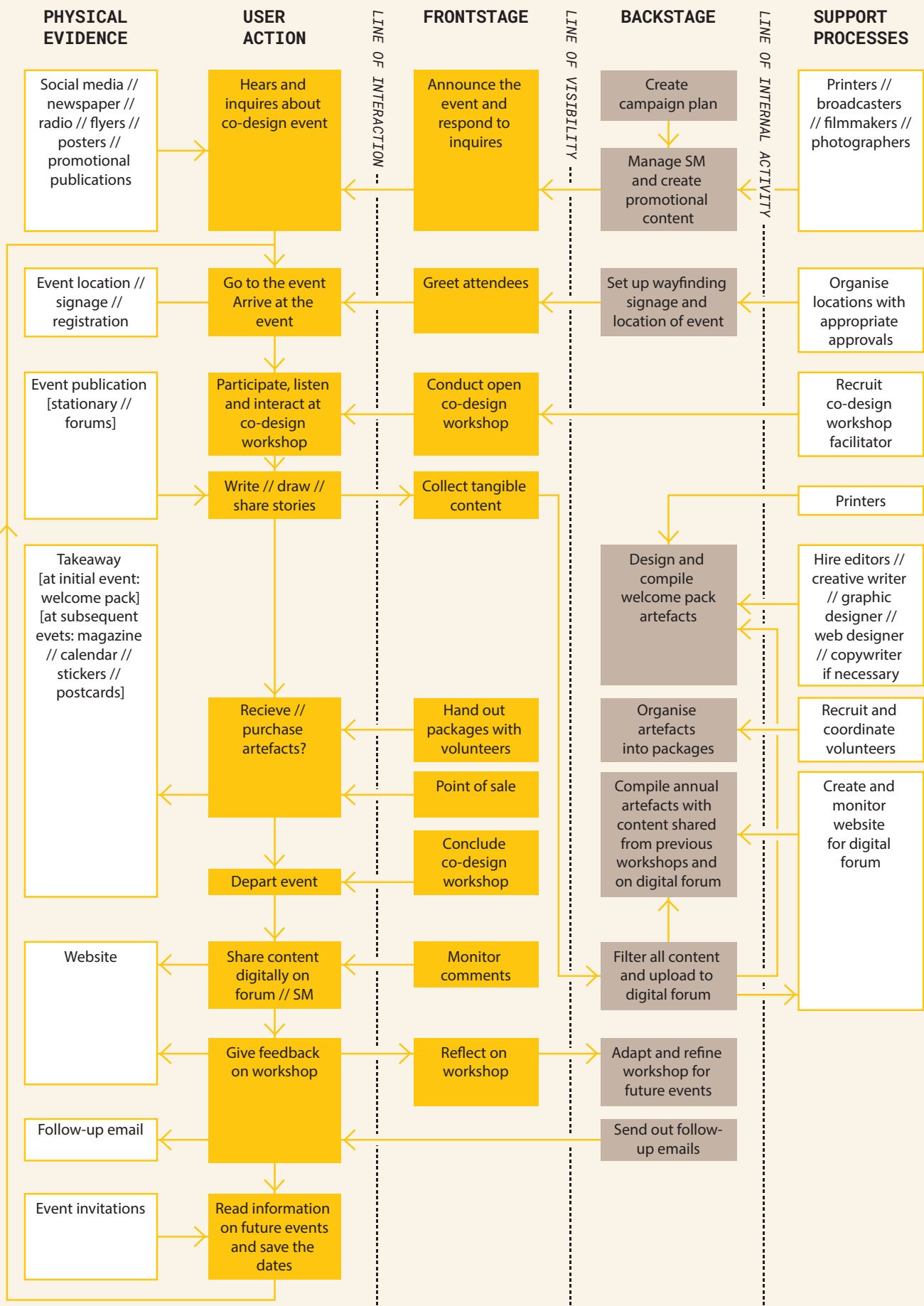


Figure 59: "Service blueprint of the Co-design workshop and forum"

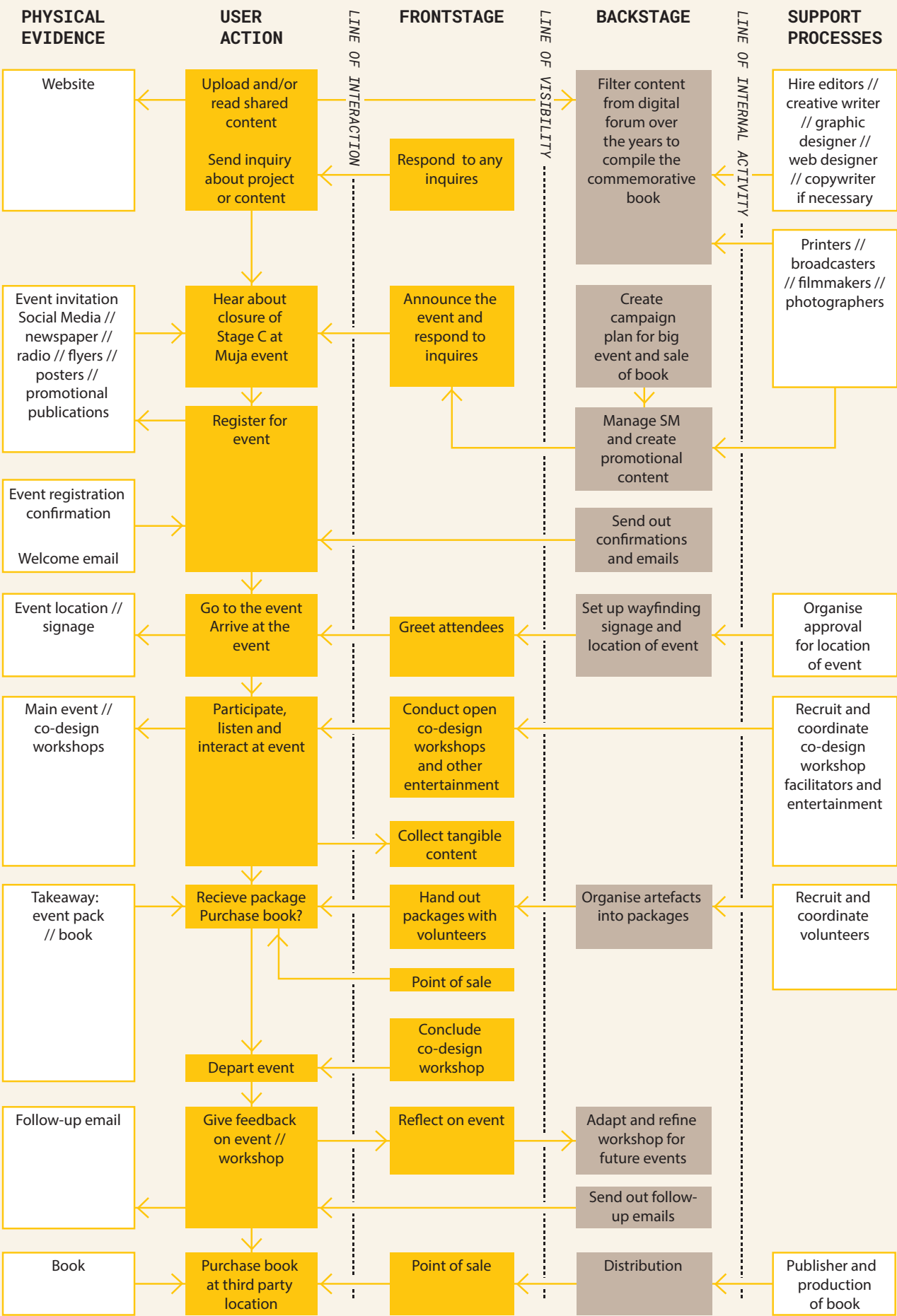


Figure 60: "Service blueprint of the book concept"



KINETIC TRAILS APP

Figure 61: "Kinetic Trails App"

DESCRIPTION

Whilst all of the proposed, site specific concepts are designed to stand and function independently, creating an engaging experience to link these touchpoints together encourages broader consumption of information and creates strong links with the townsite of Collie.

The Kinetic Trails app can be described as a hybrid of a wayfinding tool, a virtual experience and a

scavenger hunt checklist. From our research, we know that gamification increases the likelihood that users will engage with information so this seemed like a necessary concept to utilise in the delivery of the service system. Presenting information in a variety of forms can also increase the accessibility of information to cater for a broad range of physical, cultural and social needs. Injection of tourism

dollars into the Collie-Preston is already beginning to increase the number of out of town visitors to the region. Creating an engaging, exclusive experience which has the ability to engage these visitors increases the opportunity to share the history and significance of the Muja Power Station beyond the borders of Collie and presents us with the opportunity to reshape outside perceptions of Collie

as a 'dirty coal town' and instead celebrate the vital contributions Muja has made to the powering and development of the whole state.

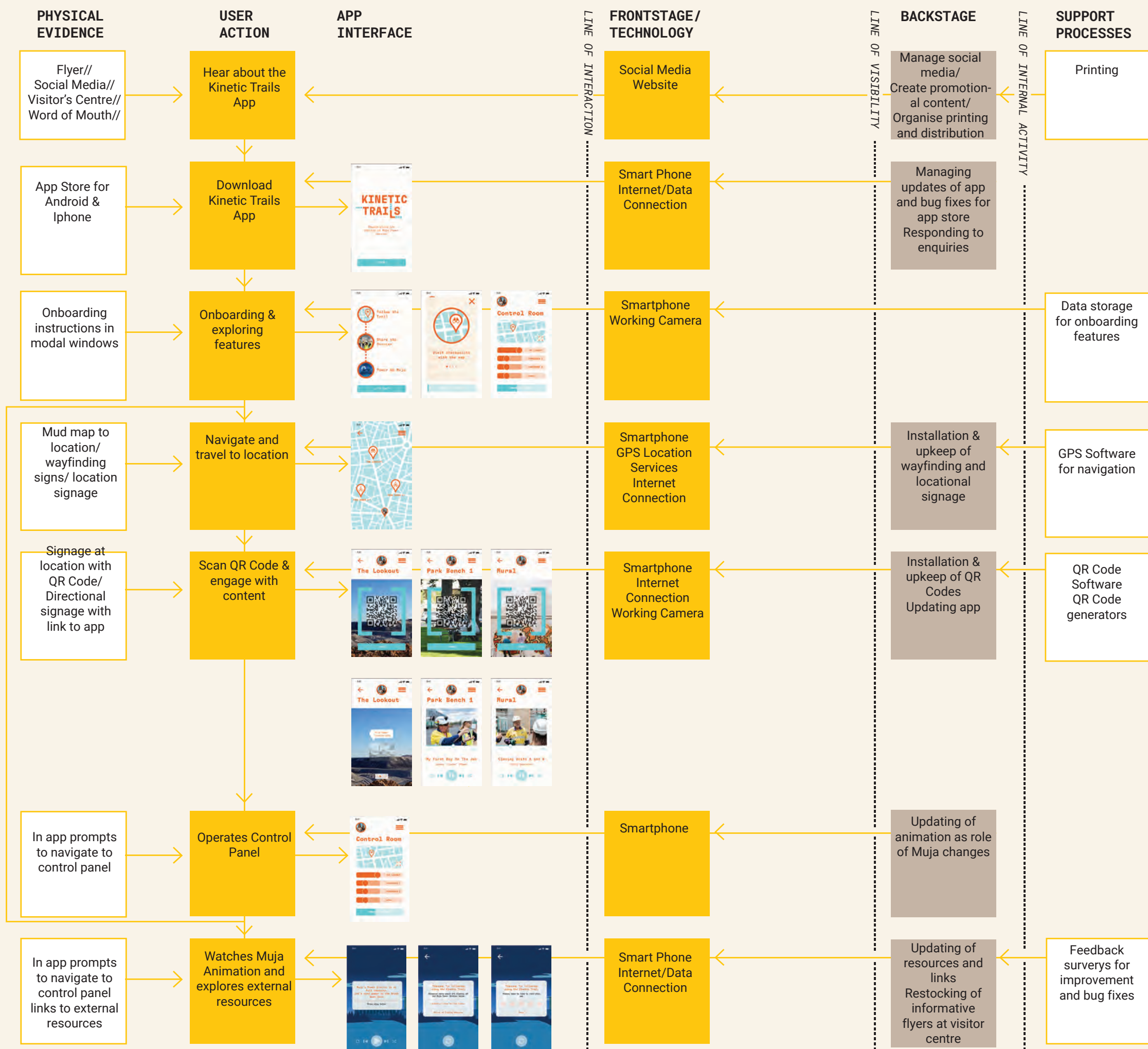
THE CONCEPT

In order to integrate physical elements and concepts from the Muja Power Station and connect to the highly skilled abilities of it's workers, users are able to unlock content that allows them to interact with the Muja control panel in order to power up the plant. Upon engaging the whole control panel, users unlock the ability to see a digital simulation of the Muja Power Station lighting up the expansive South West Grid, highlighting the significant role the Muja has played in providing power for the communities of Western Australia.

Onboarding for the app requires users to create their own Synergy access card that allows their entry to the digital control panel and the overview of the scavenger hunt map. This map allows users to navigate around the townsite of Collie to access the network of proposed touchpoints. When users physically attend these sites they are able to scan QR codes through the app that allow for an interactive digital experience at the site which helps to extend their understanding of the historical information provided (this may be access to audio recordings, video/animation, augmented reality experiences). Once this experience has been accessed, the user is able to engage a switch on their control panel to begin to engage the power station. Once all sites and experiences have been accessed and the power station is at full capacity, the user unlocks the whole of system view that allows them to see the area that Muja provides with power. In order to promote re-engagement with materials, users are able to re-access the information unlocked at each site and are also provided with links to other information sources including the online storytelling forum.



Figure 62: "User Flow"



POINTS OF ENGAGEMENT

Whilst the rollout of this app is specific to sites that share the history of Muja Power Station, collaboration with local and state government provides the opportunity to include other significant sites and tourist destinations into the map to encourage further engagement with the town of Collie.

The service blueprint and User Flow Hybrid diagram to the left details the customer journey of engaging with Kinetic Trails with corresponding app screen views for each of their actions. Key areas for backstage support include app maintenance and maintenance of QR codes.

THE LOOKOUT

Scanning of a QR Code at the lookout enables users to access an augmented reality experience that requires use of their phone camera to scan over the landscape. Historical images of Muja are superimposed over the landscape to show what the site has looked like over its lifespan. This provides an extended visualisation to the timeline information shared at the Lookout site with the potential to provide ideas about what the site might look like in future.

PARK BENCHES

Scanning of the QR Codes on each of the park benches unlocks an audio recording of the story depicted on the table top. In order to address accessibility needs, there are options to read a written version of the story in a number of languages. For benches with more literal depictions of the story, scanning of the QR code may show an animation of the table top. Users are also directed to the online storytelling forum to find out more about the stories they are listening to/viewing.

THE MURAL

Scanning of the QR code at the Mural, depending on it's final design may show animation of the mural artwork, audio or video recordings of the stories depicted, or information about the contributors.

Figure 63: "Service Blueprint and User Flow Hybrid"

REQUIREMENTS

USING THE APP INDEPENDENTLY

The current concept of the app relies on implementation of the service touchpoints to act as destinations for accessing information. If these touchpoints weren't to be implemented, the app would require the installation of smaller informative panels around the town with QR codes to be scanned. In order to make this viable, they could integrate with existing infrastructure in Central Park or Soldiers Park along the Collie River Trail.

REQUIRED COLLATERAL

The current concept of the app relies on implementation of the service touchpoints to act as destinations for accessing information. If these touchpoints weren't to be implemented, the app would require the installation of smaller informative panels around the town with QR codes to be scanned. In order to make this viable, they could integrate with existing infrastructure in Central Park or Soldiers Park along the Collie River Trail.

Figure 64: "App touchpoints"



Figure 65: "Kinetic Trails Flyer"



Figure 66: "Kinetic Trails Flyer"

PERSONA SCENARIO

Mikey, his wife and their two children are taking a trip down to Collie over the long weekend to explore the newly developed cycle paths and the recently opened Lake Kepwari which he heard about through adventure loving friends at work. They plan on spending their first day exploring the town before heading out to the more remote attractions. On their way into town, Mikey pulls into the Visitor’s Centre to pick up maps and flyers about the cycle paths and to ask if there are any other recommended attractions. When Mikey asks the staff at the centre for their input, they hand him a brochure for the Kinetic Trails App that will take them on a journey around Collie to find out about the history and stories of the Muja Power Station. Mikey briefly scans over the map in the brochure and decides it’s a great way to cover ground on their one day in town. He scans the QR code on his smartphone which allows him to download the app. He fills in the worker profile for his family, allowing his children to choose a name and a worker role. He flicks through the brief tour of the app, accesses the map and chooses the closest checkpoint which appears to be a park bench in the centre of Collie. The family drive down to their first stop which is across the road from the main shopping strip where they pick up some lunch to eat at the park bench. Mikey clicks the map location which allows him to scan a QR Code on the park bench, unlocking an audio recording of the story that is depicted on the table top. The family listen to the story and engage with the artwork while resting at the bench. When finished, Mikey lets his children swipe the first switch on their in-app control panel and choose which stop to visit next. After walking to closer checkpoints with the help of street signs and the map, and engaging their control panel, the family drives to the last stop at the Lookout where they are able to swipe on the last switch. Sitting on a bench, looking out over the Muja Power Station site, Mikey and his family watch a video animation of the power station reaching full power and lighting up the whole South West Grid region. They talk as a family about how many people Muja makes energy for and what would happen if the power station was to stop working. Mikey notes the online forum that is shared at the end of the app and mentions to his wife that they could read more stories to their children each evening of their trip. Once back in Perth, Mikey’s children want to share their experience with their grandparents. Mikey is able to open the Kinetic Trails app and replay the videos and stories accessed as each checkpoint and the family is able to learn together all over again.



Figure 67: “App screen example”

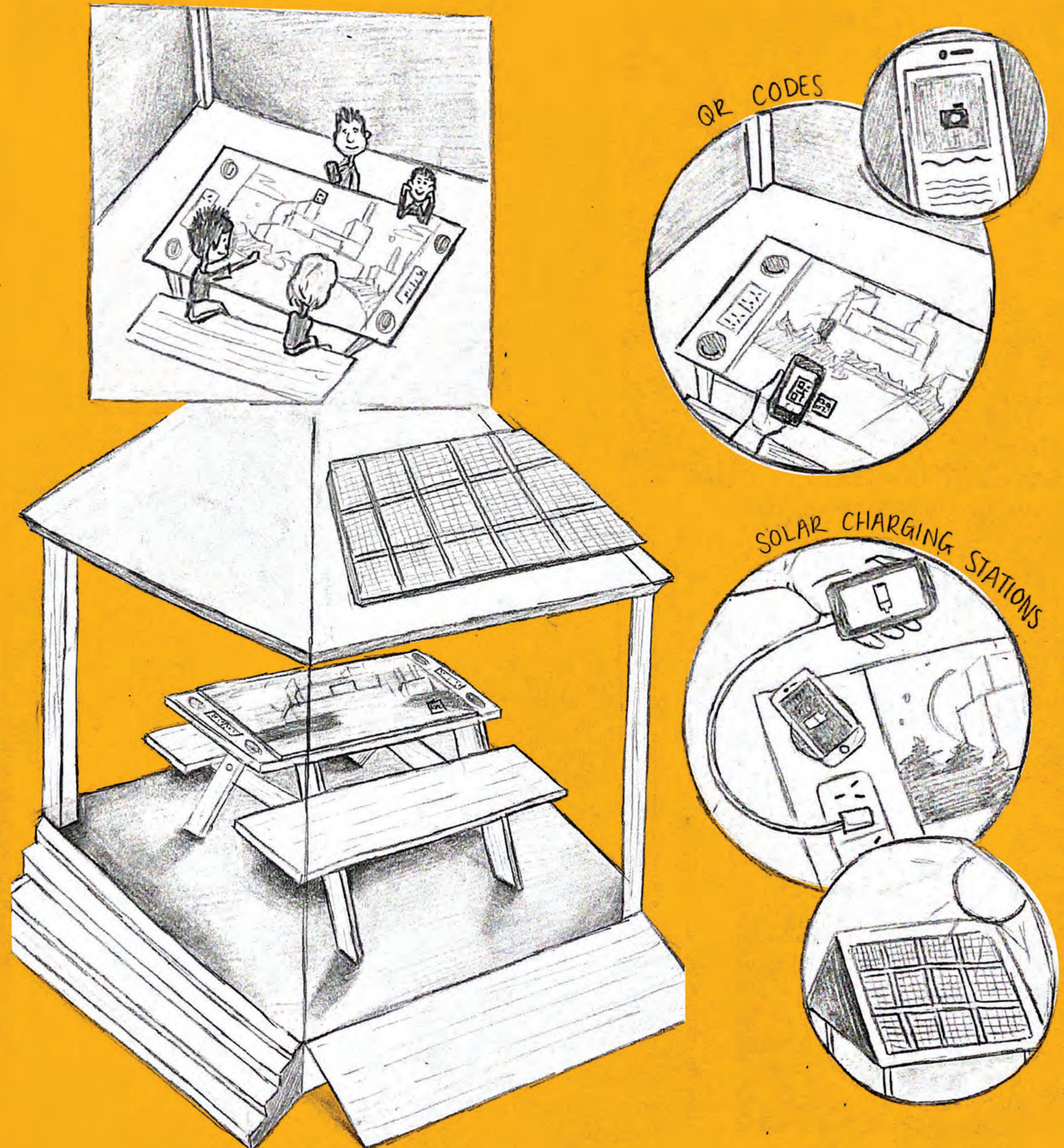
PARK BENCHES

THE CONCEPT

A big way to share the history of the Muja Power Station and the importance it has had in Collie and WA is through education and art. This is incorporated into the project through the idea of introducing commemorative park benches and tables throughout the town of Collie. These outdoor seating options will act as both decorative and educational structures around the town, sharing the history of Muja through storytelling and artworks that will be constructed to reflect these stories and memories held of the power station by those who have been involved over the decades it has been running.

From research we found that it was important for accessibility and durability of this project, that the touchpoints created had variety in how they were presented and how information was relayed to the public. The commemorative park benches and tables provide the public with a visual and audible way of communicating both the history of Muja and the stories that those who have experienced the power station wishes to tell. It is important to acknowledge that there are many learning styles, and everyone has a preference that they find more engaging and effective whether that be: visual, auditory, or kinesthetic (tactile learning). Those with impairments for either of these learning styles was taken into consideration in our research and idea generation for project touchpoints to ensure all can engage with and connect with the sharing of Muja's history.

Figure 68: "Park bench illustrations"



VISUALISATIONS OF STORIES ON THE

BENCH TOPS

The benches and tables will be scattered through various locations throughout Collie and will feature visualisations of stories on the bench tops. This will enable those who visit to not only admire the beautiful artworks but to embrace the history of Muja through learning the stories of those who were involved and the fond memories that they have of the power station. The artworks displayed on the benches can be sourced out to artists within the community that have distinct or unique styles of art that will bring the stories of Muja to life. The structure of the park tables will include a glass top over the artworks, allowing those maintaining the benches to slide artworks in and out from underneath the glass top to replace and alternate them. It is a possibility that there could be vandalism over these benches so having a surface such as glass where it is easier to clean off any graffiti or other substances will allow for a simple upkeep of these benches. This will also waste fewer materials, as if the artwork in the tables needs an update then instead of producing a whole new bench and replacing the old bench it will just be the artwork that would need to be simply slid out and replaced. In terms of the type of artworks that would be displayed under these glass tops, as art is such a creative outlet and so individual to the artist there would be many ways that these stories could be represented. For example, the stories of Muja could be depicted in the style and format of a comic strip, created by professional artists to clearly show the events of the story that is being told with the combination of both illustrations and text. Other artworks could be purely pictorial in the way that they present the stories and history of Muja and leave the images up to interpretation of those who come to look at the benches. Each artwork however will be presented much like a table runner, spanning from each end of the bench to the other to cover as much surface area as possible and to allow the artworks to be of a large scale that every detail is seen by those viewing rather than scattered and spaced-out images over the bench top.

QR CODES FOR AUDIO

To ensure that this concept remains completely accessible for all that wish to interact with and use the benches and tables, the visual components of the design will be accompanied by QR codes to extend past visual aids only. People will be able to scan these QR codes located within the artworks on each bench and table to access audio information specifically associated with the stories depicted in the artwork. Each audio will feature a recording, reading out the story behind each artwork located on the benches and tables, providing an alternative, audible way of interacting with this concept and learning the history and stories of Muja. This will increase the accessibility and value of this idea, as it will be able to be enjoyed by all and continue to share the history despite any impediments had by those wanting to use them.

VARIETY OF LOCATIONS

The locations of the benches and tables will be spread out across town to make them accessible and available to all who live in and come through Collie. However, to attract as many people as we can towards them and share the history of Muja even further, the best locations to place these would be in tourist hot spots where they will be noticed easily and draw attention to be interacted with such as Black Diamond Lake and Lake Kepwari. Another important location would be in central areas throughout the town where people are already known to interact with similar pieces such as these. This would include parks around the town and skate parks. As camping is a major component of tourism, campsites would be an important location to place these benches and tables. Having them placed in these areas would allow an extension in the audience for these stories to be shared, allowing tourists who may not have any previous knowledge about Muja to engage with and learn the history and stories of the station through the artwork and QR information. Having the benches and tables located in a variety of distinct locations will provide a wide range in which the sharing of Muja's history and importance will reach to.

ADDITIONAL FEATURES

To improve the functionality and durability of the tables, there will be additional features incorporated to ensure those who use them get the most out of the experience and to prevent any damages that may occur. From research we found that weather conditions could pose an issue to the implementation of the tables as certain conditions can cause damage to the tables and fade away the artworks that are on them. To decrease the chance of this happening, there will be shelters placed above the commemorative tables. This will help to improve the longevity and quality of the tables by blocking out as much direct sunlight and rainfall as possible to keep them in better condition. There will also be seating placed around the park benches for those wanting to sit and relax whilst they interact with the beautiful artwork and information that is displayed. Having an area to sit comfortably around the table will also allow for group situations where they can collectively sit and discuss the artworks and what each other thinks it means as well as share their own stories that they have about Muja. This will attract people to completely interact with the tables and learn the history of Muja, rather than just a single park bench in an area, which would just encourage quick glances as they walk past instead of allowing them to completely immerse themselves in the experience. Mobile phones are a piece of technology that are now attached to our hips so to reflect this there will be charging stations located at each of the benches. These charging stations will be solar powered to highlight the change into renewables from coal powered energy and will be compatible with different charging adapters/phones, remaining accessible for all to use. Some of these tables will be located at checkpoints included in the scavenger hunt that is a part of the mobile application touchpoint. To participate in this scavenger hunt it is important to keep your mobile phone charged so that those playing can continue to follow the objectives and finish the hunt. Having these charging stations available at these checkpoints will ensure an easy and accessible way for those playing to recharge their phones if they think they might not be able to complete the hunt before their charge runs out or if their phone has run out of battery mid game and they need to get it back up and running so that they can continue.

PERSONA SCENARIO

In relation to the personas that were constructed for this project, this concept of the park benches and tables would best apply to both the personas of Molly Bluebird (Collie Resident) and Michael "Mikey" Green (Tourist). As Molly enjoys supporting local projects within the community and engages in her own creative projects in her free time, she could potentially be attracted to the idea of taking part in the design and creation of the park benches and tables. However, Molly's values of preserving history, family and legacies and sense of community would also draw her attention and interest to the benches and tables. As Molly is a mother to two children, the benches and tables would be a wonderful place to take them on her days off to enjoy learning about the history of Muja and show support to the community involved in the project.

Along with Michael's interest in nature and outdoor sports, he also highly values quality time spent with his family and often takes trips with his wife and children. The park tables would be a great attraction for Michael and his family to experience whilst taking a trip to Collie as the extra seating around the tables will allow for a wholesome family moment where they can learn about the history of Muja together. As these tables would be in areas such as parks and camping grounds, it would be placed in the perfect location for nature lover Michael who would be more inclined to set up tents and camp with his family whilst in Collie, putting him in close vicinity to discover the benches without having to go out of his way to find them.

PARK BENCH SERVICE BLUEPRINT

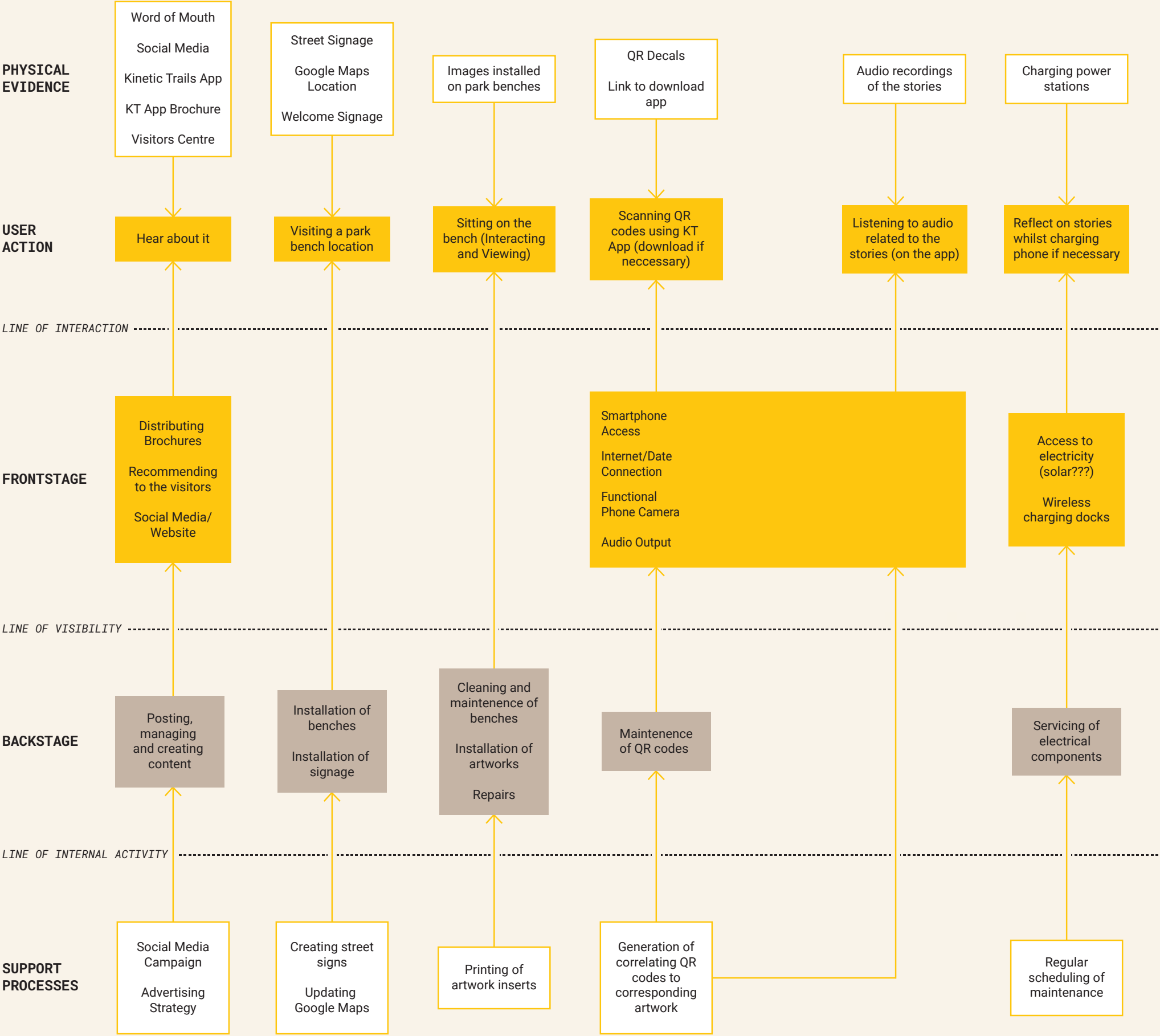


Figure 69: "Park benches blueprint"



Figure 70: "The Lookout bench and sheltered area"

THE LOOKOUT

DESCRIPTION

Another proposed concept to share the history of the significance of the Muja Power Station is a lookout, which would be a place that is created, where the Muja Power Station can be seen from a distance. This place, would be a popular spot for both local and tourists to visit to learn both factual and anecdotal information about Muja. The lookout would also be a fantastic photo opportunity location, where visitors would potentially take photos and want to post on

their social media, which would be a great avenue for advertising.

We acknowledge that it is probable that the Muja Power Station will be repurposed or knocked down post 2035, when Stage D closes. In order to encourage longevity of the lookout, as well as maintain the history of the Muja Power Station as

a significant part of Collie, we have also developed concepts that ensure Muja can still be viewed post 2035.

The lookout would be a grassed area or nature garden with seating and shelter, to encourage visitors to enjoy their time there and stay for a longer period of time. There is also potential for a water fountain to

be situated along a nature trail/jogging track. There would potentially be talking benches at the location as well, to encourage people to sit down, relax and listen to stories about the Muja Power Station, while actually looking at it.

WINDOW IN TIME

There will be a metal plate that is the shape of the Muja Power Station, whereby visitors have to align themselves in the right angle to view the plate in line with the Power Station. Once Muja is no longer in place if that is to be the case, the plate can still be used in order to show visitors where the power station was located.

There will be a timeline along the railing at the lookout. Along the timeline rail, there will be view masters in the form of binoculars, which would be available to visitors to use. When using these, visitors would have the option to view the Power Station up close, as well as being able to flick through images or illustrations of the Muja Power Station through its various years. The images would be seen as an overlay over what can be seen through the binoculars (similar to a static 'AR' experience). These images and/or illustrations would include those from, or based on, the past, the present and also the future, depending on their location on the rail.

The pictorials based on the future would be built on

assumptions of what the future of power generation in Collie is going to look like. This will provide a nice link between acknowledging the significance of the history of the Muja Power Station and the important roles that it had in shaping Collie, with also recognising the exciting transition into a more sustainable future.

An extension of this experience will be in 'Kinetic Trials' (the phone app), which directly links the two concepts. The lookout would be the final destination of the app, prompting people to visit it in order to finish the app experience.

Figure 71: "Metal plate in the shape of Muja Power Station"

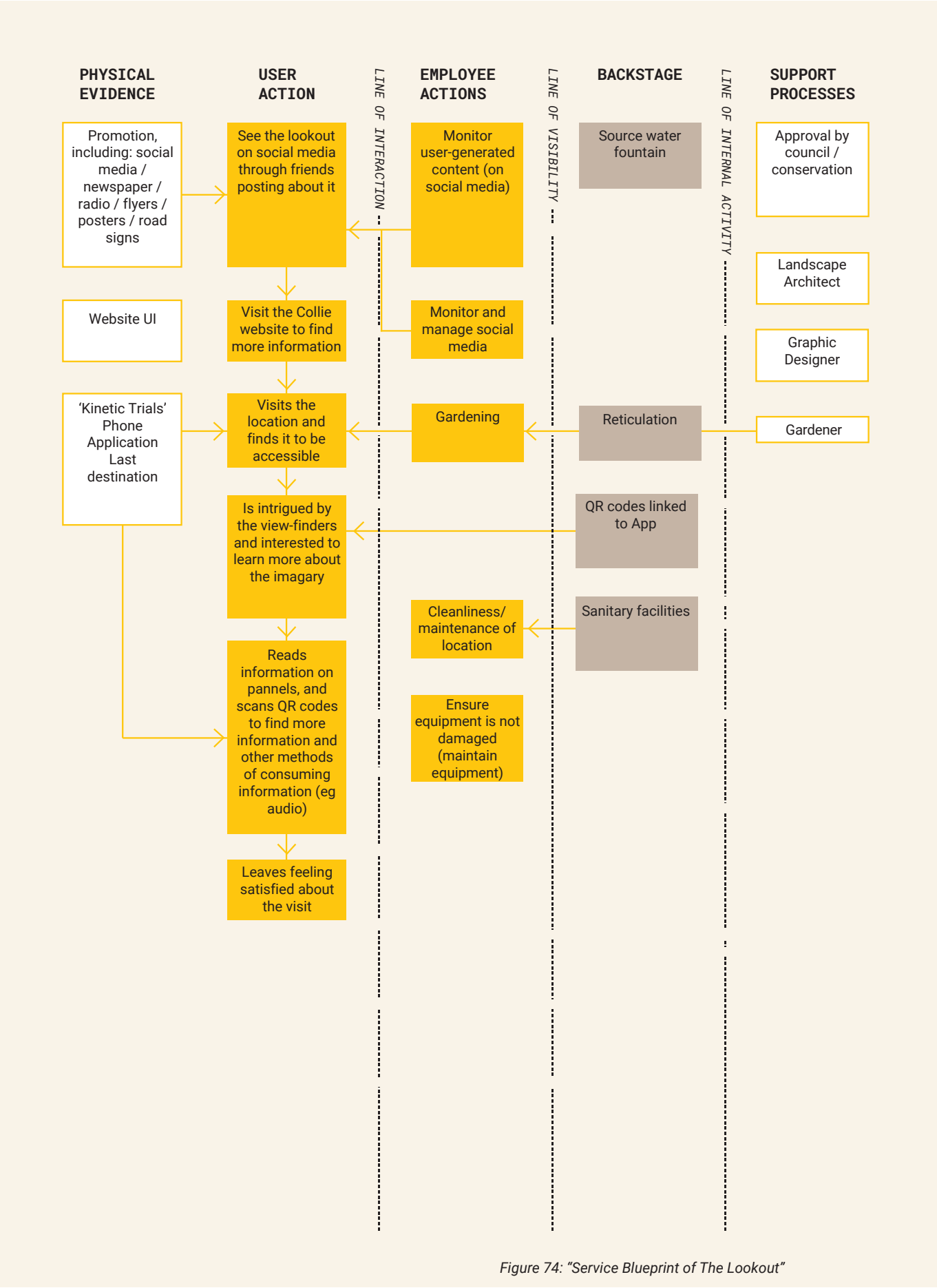


Figure 72: "Visualisation of The Lookout"



Figure 73: "Potential view through view master/binoculars"

SERVICE BLUEPRINT



PERSONA SCENARIO

Michael "Mikey" Green's children keep showing him pictures of their friends posting about the lookout in Collie on social media. The idea of visiting Collie seems appealing to Mikey, and he jumps onto the Collie website in order to gain more information about where Collie is and what activities his family could do there. Due to his love for escaping to nature, he thinks that it would be nice to spend a few days in Collie. On their drive to Collie, they see signs along the road that are directions to the lookout. He remembers that his kids were keen to go there, so he decided to take them there. The kids enjoyed running around on the grass and using the view masters to see Muja at different periods in time. From reading the panels and seeing the QR codes, Mikey learned that there is an app called 'Kinetic Trails' that he and his family can take part in. They decide that they will follow the app the following day. Mikey and his wife sit at the park bench and listen to stories about Muja while they watch their kids run around.

Figure 75: "Using different aspects of The Lookout"



JOURNEY MAP

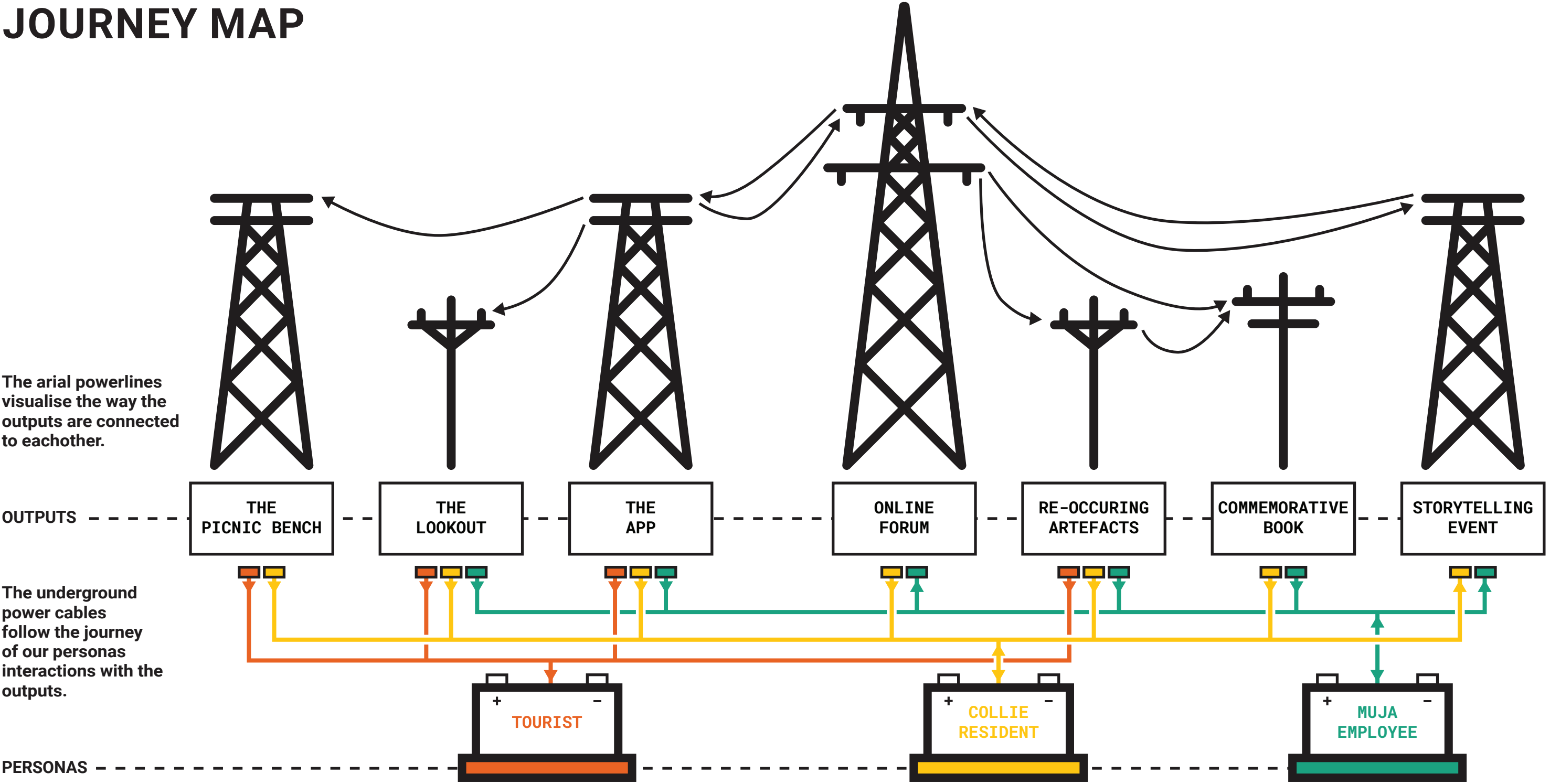


Figure 76: "A hybrid overview of a journey map and a service network."

This journey map follows peoples experience at each touchpoint across our proposed output ecosystem for sharing Muja's history. mapping out and better understanding the customer journey. The arial power lines depict how the outputs we have designed interact and feed into each other. The underground powerlines illustrate the vale exchange between our personas and the outputs, if they are receiving something valuable or contributing their value to an output.

05 EVALUATION CHAPTER

Evaluating a project helps us to determine the insights that we gathered throughout the duration of the project. It also encourages us to consider how we worked as a team, and the challenges that we faced. In this evaluation, we also look into what the scope of the project is and how it came to be that way, and also the experience that we have had with our client, Synergy.

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TEAMWORK & COLLABORATION

A major highlight of this project was having the opportunity to collaborate with others in a small group setting. This team is rather unique in the sense that we have different educational backgrounds and skills, including graphic design, photography, games design, art and communication. This meant that our variation of skills was diverse, enabling us to contribute to the project in different ways. Being transdisciplinary as a team enriched the design thinking processes, as our breadth of knowledge enabled us to provide insightful information, experiences and ideas.

Being a small group of six and having a rather large project to complete in a short amount of time, meant that we needed to work efficiently as a team. There were many meetings to check in with each other and work collaboratively together. We can all say with confidence that we all learned a lot from each other over the duration of this project. We are glad that through this project, we have been able to get to know each other better, both as designers and friends.

PROJECT SCOPE

Working out the scope of the project was one of the most exciting parts of the project for us. At the beginning of the project, we were rather focused on the idea of designing a book. However, after conducting research in Collie, we became aware of the potential to take it much further than merely a book. A large part of this process was interviewing locals in Collie, as well as people who work or worked at the Muja Power Station. We did this to understand what the purpose of creating a book that shares Muja's history would actually be, and how people would be impacted by the closure of the Power Station. From this, we came to realise that the Muja Power Station plays a significant role within majority of lives in Collie, and they have concerns regarding its closure in 2035. From this, the scope of the project grew, to consider how we might be able to acknowledge the significance of the history of the Muja Power Station for the community of Collie, and instil confidence in a secure and thriving future. We also considered how the project could be designed to be relevant for people beyond Collie, such as for the

whole of Western Australia, and potentially beyond. We began to realise that in order to do this, we could not merely design a book. We knew that a book would be a part of a larger service system that would ultimately enrich its outcomes and benefit to the Collie community.

CHALLENGES

The main challenge of this project was time constraint. We created a wide scope for this project, which meant that we ideated a lot of concepts. Due to not having a lot of time for a project this large-scale, we could not fully develop some of the concepts that we became passionate about. We had to narrow the scope in order to fit the project into the timeframe.

We were also challenged when Perth had to go into lockdown due to COVID-19. This meant that we were restrained to online meetings, which brought about technical issues. Being in lockdown for those five days caused collaboration during that time to be quite difficult and awkward, as did wearing masks post-lockdown.

OUR EXPERIENCE WITH SYNERGY

We absolutely value the opportunity that we have had to work with Synergy on a human-based, real-world project. It has been a privilege to be involved in a project that is incredibly significant to not only internal Synergy workers, but also the town of Collie.

We are also grateful that we were able to have tour the Muja Power Station, to truly understand what we were designing for. The stories that we told while at we were Muja, as well as the stories that we heard within the Collie community, allowed us to understand how greatly significant the Muja Power Station is. With this knowledge, we were able to design concepts that are human-focused, and have the power to bring the community closer together and encourage optimism for the future.

Figure 77: "Time of teamwork and collaboration"



Figure 78: "Wearing masks post-lockdown while collaborating"



06 CONCLUSION CHAPTER

A conclusion provides insight into our visions for the future of the project, as well as the recommendations that we provide should we continue the progression of the project, or participate in a similar project in the future. We also acknowledge the people who have been a help to us during this project.

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VISIONS FOR THE FUTURE

When we began this project, we had no idea about the potential scope that it had. We soon realised the significance of the Muja Power Station, and the project consequently became a large responsibility.

For the future, we envisage a closer community bond within Collie, that is developed through a creative co-designing process whereby stories are told, and expressed through the creation of a book. We see a larger service system to compliment this book, that will provide spaces where people feel comfortable to

share their stories about the Muja Power Station, in order to keep the significance of its history alive. We envision a thriving town, filled with new adventures that keep locals and tourists excited to live and visit.

On a larger scale, we acknowledge the significant impact that this project will have on the transformation of fossil fuel reliant towns in the future. The gradual shift towards renewables means that the situation that Collie currently faces is likely to

be common among similar communities. This project has the potential to become the benchmark for how these transition periods are approached in order to engage the local community and ensure that suitable outcomes are met and communities are able to take ownership of their futures.

We look forward to seeing a further progression of this project, in order to achieve these visions.



Figure 79: "Looking to the future"



Figure 80: "Tour of Muja Power Station"

RECOMMENDATIONS

It is important to reflect on the processes within projects in order to understand what went well, and what we would recommend needs to be improved if we were to continue the project, or participate in a similar project in the future. We acknowledge that if we had have spent more time in Collie, we would have been able to conduct more research which could have consequently given us an even more clear scope of the direction of the project. Due to having limited time to work on this project, our time doing

site-specific research was not as enhanced as it could have been. Our limited time frame also meant that we could not develop ideas as far as they could have gone. More development and refining processes could have potentially led to more concise concepts. We would therefore recommend that the project be extended for a longer period of time, that we would have more time to conduct site-specific research, as well as develop the concepts further.

THANK YOU

Many thanks to Vanessa and Synergy, who have been accommodating and trusting. We are thankful for the opportunity to tour the Muja Power Station, and for the insightful information and stories that have been shared with us. We are most of all glad for the opportunity to work on a significant project that impacts many lives within and beyond the community of Collie.

We thank Erica Ormsby for the organisation of this project and as always, her guidance.

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