ANALYSIS OF PUBLIC SPACES: OBJECTIVE ASSESSMENT AND USERS' PERCEPTIONS

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ABSTRACT

The **UrbanMOSAICLab** research group at the University of Alicante, in collaboration with the **ROVIT** computer science group, has developed an **integrated methodology for the analysis of urban public space** that operates across **two complementary** dimensions:

- **What does the environment offer?** Using **360-degree video processed with artificial intelligence models**, the system automatically characterises the physical conditions of the space: architectural barriers, infrastructure, vegetation, lighting, shade, pavement condition and other indicators of urban quality.

- **How does the user perceive that environment?** Using **eye-tracking glasses**, the system captures exactly which elements attract pedestrians' attention as they move through the space, revealing how they subjectively experience it.

For example, combining these two dimensions makes it possible to identify gaps between **actual physical accessibility** and **perceived accessibility**.

Consequently, this methodology, which has already been validated in the city of Alicante, provides both objective and perceptual evidence to support urban planning processes, accessibility assessments, the design of safe environments and the improvement of the user experience of public spaces.

The researchers are seeking companies and public/private organisations interested in collaborating to develop new projects.

ADVANTAGES AND INNOVATIVE ASPECTS

MAIN ADVANTAGES

- **A comprehensive view of urban space**: objective conditions (Component 1) and user experience (Component 2), two dimensions that conventional methods rarely combine.
- **It enables the identification of the gap between actual physical accessibility/safety and perceived accessibility/safety** : the space that 'is' versus the space that 'feels' like.
- **Many other physical parameters of the environment** (lighting, infrastructure, vegetation, shade, pavement condition, mobility, etc.) are analysed in conjunction with users' visual attention.
- The **georeferenced data** obtained generates **layers that can be integrated into GIS and quantitative indicators that are comparable over time**.

- **Significant reduction in time and cost** compared to conventional audits.
- Applicable to **any user group**; particularly useful for vulnerable groups (who are often overlooked in urban analyses), such as older people, caregivers or people with reduced mobility.
- **Flexible**: the two components can be applied together or independently.
- **Methodology fully adaptable** to the analysis parameters of each project or organisation.

INNOVATIVE ASPECTS

- **The first methodology** to systematically combine objective analysis of the urban environment **using AI** with the capture of users' actual visual perceptions via **eye-tracking**, alongside live feedback.
- **AI models** (ROVIT) **specifically trained for urban public spaces**, with simultaneous detection of multiple variables.
- **An open methodological platform**: by adjusting the analysis parameters of Component 1 (which elements of the environment are detected and measured) and the participant profiles of Component 2 (which users undertake the walk), the methodology can be adapted to investigate virtually any aspect of the relationship between the built environment and human experience: environmental comfort, commercial appeal, pedestrian stress, urban orientation and legibility, perceptions of neglect or maintenance, and other aspects yet to be explored.

MARKET APPLICATIONS

The methodology is directly applicable in all areas where it is necessary to understand both the physical conditions of the urban environment and the experience of its users:

- **Physical and perceived accessibility**

  Comprehensive accessibility assessment: identification of actual physical barriers (Comp. 1) and how these are perceived by different types of users (Comp. 2). Particularly useful for evaluating public transport environments, pedestrian routes and everyday spaces for people with reduced mobility or caregivers.

- **Perception of urban safety**

  By combining physical parameters of the environment — lighting, visibility, detected activity, scale of spaces — with users' actual visual attention, the methodology enables research into which factors of the built environment contribute to a sense of safety or insecurity. Applicable to situational prevention policies, safe urban design and the assessment of problematic public spaces.

- **Walkability and the quality of public space**

  Assessment of pedestrian-friendliness by combining objective conditions (pavement condition, shade, vegetation, continuity of pavements) with the subjective experience of the route (which elements attract attention, what opinions are expressed). Applicable to sustainable urban mobility plans, urban regeneration and walkability assessments.

- **Research into other aspects of the built environment**

  The methodology acts as a configurable research platform: by modifying the parameters analysed by the AI model in Component 1 — for example, incorporating the detection of artificial lighting, vegetation cover, density of active façades or the presence of other users — and by selecting the appropriate participant profiles in Component 2, it is possible to direct the analyses towards a wide range of research questions: environmental and thermal comfort, legibility and spatial orientation, perceptions of neglect or urban maintenance, pedestrian stress, or any other dimension of the experience of the built environment that requires linking objective physical conditions with the user's perceptual response.

COLLABORATION SOUGHT

The group is seeking **companies or public/private organisations** interested in collaborating to apply this methodology to public spaces: research contracts, the provision of analytical services, licences to use the methodology, methodological consultancy and collaboration on R&D projects.

Examples of **areas of application**:

- Public administrations (local, district, regional): accessibility audits, mobility plans, evaluation of urban policies.
- Public transport operators: comprehensive assessment of the surroundings of stops, stations and transport hubs.
- Consultancy firms specialising in urban planning, architecture and landscape architecture.
- Urban and commercial marketing: analysis of visual attention on building façades, shop windows and signage.
- Research into urban health, risk perception, pedestrian behaviour and care mobility.
- Insurance, valuation and risk assessment in urban environments.