

Role of Designer to Meet the Needs of Landscaping Users in The Egyptian City

Prof. Abed El Monem Moawad

Professor of Design, Decoration Department- Faculty of Applied Arts, Helwan University
prof_moawad47@yahoo.com

Assist.Prof.Dr. Waleed Mohamed El Ghamry Barakat

Assistant Professor, Decoration Department- Faculty of Applied Arts, Helwan University
waleedghamry@yahoo.com

Assist.Dr. Sherif Abed El Monem Ramadan Sokar

Assistant Lecturer, Decoration Department- Faculty of Applied Arts- Damietta University
des.sherifsokar@gmail.com

Summary

Urban Planning Sciences is general and the Landscape Science in particular aimed at studying the needs of users and ways to meet those needs. Landscape programs and projects are the applications of those sciences and the results of research that observe and study every new thing that happens in society. This is done by combining three important elements: the components of the physical environment, design sciences and implementation methods to cover the needs of the user at the site. In view of the state of the Egyptian city, you will find some problems and negatives that resulted from the loss of part of this department ... This part is the lack of knowledge of the needs of the users of the basic and complementary, and ignore the inclusion in the plans and programs of the state projects in the Landscape in the Egyptian city. By looking for possible solutions to this problem, designers have an important role to play in fully understanding that they have a role in understanding the needs of users and using the monitoring and analysis methods to meet the needs of the target group (real users) to understand their basic and complementary needs , And turn them into elements and design standards that meet those needs and even exceed the expected future prospects because the planning does not specify a period of time or a certain period. The designer of his scientific and practical background is required to provide his knowledge and ideas in the form of programs or proposals for political decision makers to establish or create an urban product with which the user interacts and achieves a level of satisfaction of buildings, networks, roads, gardens, squares, public spaces, infrastructure and coordination operations, And services such as trade, industry, transport, education, health services...etc. The real objective of the research is to design carefully studied programs in a scientific way to meet the needs of the Landscape users in Egypt. The opportunity is available to develop the current situation in Egyptian city, in the existing and new cities to improve the urban situation, and try to transform the Egyptian city to the level of developed cities.

- **Keywords:** User needs – Landscape – Environmental design – designer Role

Introduction:

The integration of citizen needs into planning and design processes is critical to a product that achieves a function or goal. Therefore, design or planning and coordination mechanisms must meet all the required needs, and even to the expected future prospects, because good planning does not specify a certain period of time. Designer must be designed to meet the

basic and complementary human needs. Therefore, the program should include the monitoring of the current situation and the development of standards and methods that accurately predict the future needs of the services and the distribution of elements of planning and environmental coordination.

Research problem:

In view of the reality of the Egyptian architecture, especially the Landscape projects and its components of public spaces, streets, squares, you will find the wide gap between the needs of the user and what he or she finds in those places. From here the urgent search problem emerged ...

- Ignore the needs of the basic and complementary Landscape users in the Egyptian city.

Research importance...

Trying to success merge into three important elements:

- 1 - Science of design and urban planning
- 2 - Components of the urban environment
- 3 - Methods of implementation

Research Goal:

The research aims to show and clarify the role of the designer in meeting the needs of the Landscape user in the Egyptian city.

-First: Humanitarian Needs...

It is difficult to define a specific need. Needs differ from one person to another and from one society to another, but the needs of the individual may differ over time, change conditions and even change in place, So it can be said that the needs are (a dynamic concept varies by time and place, and individual needs are independent of collective needs) , And these needs must be developed in the design process and the goal is to meet the minimum requirements within the framework of the community in which the problem is analyzed and evaluated.

Scientists and those interested in defining the humanitarian need differed, they have found that the human has multiple aspects and variable vary and vary from one individual to another, Humanitarian needs are behaviors that result from the interaction of the individual with his or her desires and the goals he seeks to interact with the surrounding conditions of opportunities and constraints that he must adhere to.

Good design aims to achieve user satisfaction. In real happiness and satisfaction are the sense of benefit, and it shows when the user says ... I am enjoying this experience and I would love to continue my experience and I am satisfied and happy with the service provided to me. This can be achieved only by examining the needs of users in the places where they live, which requires measuring the needs of users through several tools such as observation of the field study or questionnaire and analysis of the resulting data, Or other tools of study and the introduction of their results as a key input in the design process

-II: Maslow's pyramid of human needs and its relationship with the user:

Maslow developed a diagram of the needs of humanity, and that satisfying these needs goes from the base of the pyramid to the head and does not move the person from the lowest level to the highest level, except in the case of saturation of the lower level. These levels can be explained **as follows:**

- 1- Psychological needs: are the essential needs of human life such as the need for food, drink, breathing and sleep.
- 2- Safety: The need for safety and protection from any threat, fear or concern.
- 3- Needs for affiliation: the individual's need for social participation and belonging and acceptance of others and love and friendship.
- 4- The need for assessment: the individual's need for self-esteem, feeling self-confidence and ability to perform and achievement, as well as the need for appreciation of others through attention and identification in the social space.
- 5- The need for self-realization: It is the need for personal achievement, namely creativity, innovation and acceptance of reality and work to develop for the better.
- 6- Needing to self-realization: It is the individual's need for self-sufficiency to integrate into society and to play its role in realizing public needs rather than individual needs.

-III: Factors Affecting Human Needs:

Human needs are affected by several factors, including cultural, social, economic, and other factors. Design must take into account the relationship between individual and collective human behavior within specific time and space, So the information required for the design must be based on the pattern and behavior of the user expected during the time of use, The main goal of any project design is to help people experience good use, meet their needs and most effectively. Therefore, the designer must be familiar with the latest research on human behavior and needs inside and outside the urban spaces.

Factors affecting the needs that should be taken into consideration when designing are:

1. The level of education: The degree of learning affects the type of need. The higher the educational level of the user, the more activities and the requirements that he requests, such as places to sit in quiet reading and recreation or places of seminars and cultural exchanges, as well as places of sports activity in public spaces.
2. Economic level and income: Increasing the level of income leads to interest in non-traditional activities, which need special equipment, higher cost and higher spending level, the surplus of income leads to an increase in the budget of entertainment.
3. Gender and social status: Women's needs differ from those of men. Men tend to require activities of some kind (such as violent physical sports, high-skill sports, concentration and strength), while women prefer simple activities such as peaceful places to enjoy the beauty of nature, S. As well as the activities that the family shares together, as well as the safety factor for children and protection against hazards.
4. The age of the users: One of the most important factors that affect the design, which requires the designer is fully aware of the target group, knowing that public spaces aim to provide most of the requirements for most age groups.
Some studies have divided the age stages into three stages, under which sub-stages are divided into each of their needs and requirements...

- First, childhood: This stage is divided into three stages:

A - Pre-three years.

B - Children from the age of three to seven.

C - Children from the age of seven to eleven years.

- **Second: the stage of adolescence from the age of twelve to twenty years.**

- **Third: stage of maturity and divided into two phases:**

A- stage from the age of 21 to 40 years.

B- Older persons.

5. **Practical and professional status:** One of the factors that affect the needs of the individual, where the type of work affects the needs of the individual, the greater the workload, for example increased the tendency of individuals to the activity of mental and mental recreation in order to alleviate the pressures.

6. **customs and traditions:** Customs and traditions affect the needs of individuals As well as affect the spaces design, we find that the Eastern communities adhere to values, which requires providing the needs of privacy and interdependence between individuals, as opposed to foreign communities that increase in freedom and oppression.

- IV: Monitoring the needs of Landscape users and their importance in planning and design processes ...

Those responsible for planning, design and urban planning programs must be able to understand the needs of the users and how to meet them, they should also be interested in analyzing their behavior and anticipating their emerging needs, In the field study it was found that the user is not simple or not aware of what he wants. It is based on several different factors of his thoughts, impressions and actions towards the place. Understanding the behavior of the user is a means of success of design. In contrast, projects that lack the study of the needs of users left by users or are subjected to a series of infringements that destroy the project or the emergence of slums, this leads to discomfort during use, and lack of sense of belonging to the place. The first successful steps in the public projects are to identify the targets and their characteristics, to determine the level of their needs and to translate them into planning and design programs.

(4-1) - Tools for monitoring user needs and characteristics ... We monitor the needs of the user using different methods. Each method has a specific method and quality of the required results. These include:

1. Collect data and information using some tools, including...

A. Questionnaire form.

B. Interviews.

C. Notes.

2. Databases.

3. Open meetings (general meetings).

(4.2) - Analysis of general user needs ... The main objective of the user needs analysis is to obtain clear and correct information for the work of a program that covers these needs. The required information is the analysis of the problems, their causes and the extent of their effects, the following information is required ...

A. Describe user behavior and the types of activities required.

B. Identify duplicate preferences for activities.

C. Identification of the predominant reasons for the use of activities and elements, or reasons for non-use.

D. Determining the adequacy of the service provided to the user at present (quality of service and benefit).

E. Forecasting the expected future changes to the different service elements (from increasing users - quality of uses or services provided - maintenance ...)

(4.3) - Uses of the results of needs analysis in the planning process ... After studying the needs and methods of multiple collection, the results of these analyzes have a role in the development of the design process **as follows:**

A. Evaluate and compare the existing volume of services in the region.

B. Setting budget priorities.

C. Identify and anticipate the development of public services.

D. Identify the reasons for not using existing capabilities and services.

E. Identification of future changes in services and at different levels.

F. Answer general questions and provide data to officials that can determine the general policy of the state programs.

G. Describe and develop projects and programs to cover the missing needs of the current situation.

- V: Classification of humanitarian needs in urban spaces:

Humanitarian needs are multiple, In the field studies of the user's needs, especially in the Egyptian city, which lack some of the basic requirements must take into account the special nature of users. This applies to all areas related to human activities. The priority of attention in the design and coordination of any urban space is to provide the user comfort while at the same time with high quality.

- VI: The Role of the Designer in Meeting the Needs of the Landscape User:

To achieve an enjoyable experience for the user, when designing any urban space, designers need to be aware of some things, including ...

1. Know that the site is a place for everyone to use, taking into account their needs in the place.

2. The need to provide security for users, as well as sense of belonging in order to achieve a sense of happiness and joy and satisfaction.

3. Awareness of the favorite things (from the cultural, historical and social background) that are preferred by the user in the place and which increase the pleasure of his presence in the place.

4. The feeling that all segments of users have the right to enjoy the opportunity to use services and equal opportunities (rich, poor, large and small, men, women, the poor and the disabled) so it is necessary to facilitate access to services and use.

From the above, we find that the definitions and most trends converge at the same goal is the integration of three elements...

1 - the components of the urban environment

2. Design sciences

3. Methods of implementation

In order to achieve the required needs in place, and therefore the use of organized intellectual processes in the formation of a philosophy of urbanization to achieve a better community image and provide the level of satisfaction adopted by political decision makers in the form of concrete product of buildings and networks of roads and infrastructure and coordination processes as well as activities such as trade, Health services ... etc. The implementation of these programs leads to the improvement of the city, both urban and social.

The goal of the research was to clarify the role of the designer in meeting the needs of the user, integrating the science of urban planning and the field of environmental coordination in order to cover the needs of the beneficiaries during the work or life interest, to spend leisure and exercise activities in public places, in addition to encouraging members of the community to walk and activity longer than before. We achieve affection and acquaintance among members of society in places with multiple activities as well as overcome the impact of obesity and reduce the chances of infection diseases and the risk of heart disease and pressure, which negatively affects the state of production of the state.

Unfortunately, we do not find this picture in the Egyptian cities. But the real goal is to establish structured, interrelated and carefully designed programs and systematic studies by the designer to meet the needs of the user. But the opportunity is available to develop the current situation by following and encouraging the advanced studies and applications available on the ground in Egypt with the study of the possibility of implementation in existing and new cities to improve the urban situation, and try to transform the Egyptian city to the level of cities offering.

- Results:

The search results in the following results:

1. Identifying user needs before starting the design stage is very important in designing and coordinating Landscape.
2. Future user needs are necessary to be integrated into public programs and projects.
3. The needs of the Landscape user are changed and influenced by several factors. You must be aware of the design stages and take into consideration.
- 4 - the need to use appropriate tools to monitor the needs of users.
5. Data need to be carefully analyzed and incorporated into project programs.
6. The role of the designer in monitoring and meeting the needs of the Landscape user is critical to the success of any public project.

- Recommendations:

The research reached the following recommendations:

- 1- The need for communication between users and decision makers, directly or indirectly, to achieve the real needs, especially in public projects.
- 2 - The need to include field projects for students in the stages of study as well as in the postgraduate level and be in cooperation with the various institutions and ministries of the State under the supervision of the Department of Higher Education and Scientific Research.
- 3- The research recommends that the specialized state, employees and companies in the field of public projects be obliged to have their programs based on real opinion polls and field surveys for users supervised by the state. This is to ensure that public and private funds are not lost. And on the other to be satisfactory and responsive to the needs of citizens.

- References:

- Field studies for research.
- Radwan, Abdel Salam. Basic Human Needs in the Arab World (Environmental Aspects, Technology and Policies). Kuwait: United Nations Environment Program, National Council for Culture, Arts and Letters Kuwait, World of Knowledge Series, 1990.
- Radwan, Abed El Salam. Hगत El Ensan Alasaseyah Fe Al Watan Al Araby (Al Gwaneb Al Beaayah & Al Tecnologeya & Al Seyasat). Al Kwait: Barnameg Al Omam Al Motaheda Lelbeaah, Almagles Alwatanee Lelsakafa &elfenon &Aladab, Men seleselt aalm almaarefa,1990.
- Adel Ali Mahmoud Obaid, Marram. The impact of human behavior in the design and coordination of the outer space applied to coastal resorts. Ph.D., Faculty of Regional and Urban Planning, Cairo University, 2015.
- Aadel Ali Mahmoud Eebed, Mariam. Taser Alsolok Al Ensany Fe Tasmeeem & TAnseq Al Faragh Al gharegy Belatbeq Ala Al Montagaat Al Seyahya Al Saheleya. Resalet Doctorah, Kolyat Al Taghtat Al Eqlemy & Al Omrany, Gameaat Al Kahera,2015.
- Ahmed Abdel Aziz, Noh. Studying the effect of low-income behaviors on public parks - applying to Cairo city. Master, Faculty of Regional and Urban Planning, Cairo University, 2007
- Ahmed Abed El Azez, Noha. Deraset Taser Solokyat Zawy El Daghel El Mahdod Ala Alhadaek Alaame- Tatbeq Ala Madenat Al Kahera. Resalet Magester, Kolyat Al Taghtat Al Eqlemy & Al Omrany, Gameaat Al Kahera,2007.
- Ali Farrag, Heba. The visual and invisible needs of users in public parks based on preference as an input to identify the different needs of users with different characteristics and qualities, Master, Faculty of Regional and Urban Planning, Cairo University, 2006.
- Aly Farag, Heba. AlEhtyagat Al Mareyah & Gheer Mareyah LImostaghdem Fe Alhadaeq El Aamah – Kamadghal Lltaarof Ala Ehtyagat Al Mostaghdem Beghtelef Ghasaesahom & Naweyathom, Resalet Magester, Kolyat Al Taghtat Al Eqlemy & Al Omrany, Gameaat Al Kahera,2006.
- Gold ,Seymour. Recreation planning and Design. Mishawaka, IN, U.S.A: McGraw-Hill Series in Landscape and Landscape Architecture, McGraw-Hill (Tx), 1980
- Kahneman, Daniel. Diener, Edward. Schwarz, Norbert. well-being the foundations of hedonic psychology. U.S.A: Russel sage foundation, New York ,2003
- https://ar.wikipedia.org/wiki/تسلسل_ماسلو_الهرمي_للاحتياجات (accessed Dec 17, 2018).
- http://www.biruni.tn/cgi- حاجات_الإنسان_الأساسية_في_الوطن_العربي (accessed Nov 20, 2018).