ENGAGEMENT WITH WIDER STAKEHOLDERS

MARKET RESEARCH

Investigate how traffic data are being used by different local authorities across the world, with different maturity stages in the adoption of ITS.

USER RESEARCH

Better understand travel behaviour and information needs of residents and regular visitors, and co-design the features and functionalities of the tool.

KEY TAKEAWAYS

HAVING TO DO IT AGAIN

SURPRISINGLY

additional cities that are already using online platforms would have been included in order to provide an overview of the variety of the data available.

BE AWARE

of the sample: a small number of very different cities can become challenging when drawing meaningful conclusions.

REMEMBER

to interview a large number of stakeholders to provide a well-balanced view of the needs and requirements.

HAVING TO DO IT AGAIN

IT IS CRITICAL

to have a clear understanding of what you want to investigate right from the beginning.

HAVING TO DO IT AGAIN

a digital medium instead of paper would be preferred, as carrying the cards can discourage participants.

SURPRISINGLY

this campaign would also have been conducted during the winter time as travelling around the city becomes much easier.

IT IS CRITICAL

to ensure the enthusiasm of the participants surpassed the expectations.

BE AWARE

this process can be very time consuming, although the insights generated can be extremely rich.

REMEMBER

can help guide participants to ensure useful results.

CONTACT CITIES

Cities with a large variance in terms of size, location, ITS adoption were identified. Preferential was given to cities where partners had facilitated connections to increase efficiency of the process.

INTERVIEW CAMPAIGN

An interview campaign of semi-structured interviews was conducted (both through Skype and in-person during site visits) to multiple stakeholders (e.g. policy makers and traffic managers) from 6 different cities.

DOCUMENTATION OF EXPERIENCES

Documenting experiences of the Replicator Cities to validate and review initially identified requirements in order to enhance the dashboard’s transferability potential.

LIST OF FUNCTIONALITIES

Translation of the qualitative research findings into functionalities for the dashboard and prioritisation of features.

WIDER STAKEHOLDERS

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INTERVIEW CAMPAIGN

An open call for participants was launched through online media channels (e.g. City of Ghent website) for 3 weeks. ... 5 people were selected to participate in both groups.

2 CO-DESIGN WORKSHOPS

2 workshops to co-design the features and functionalities of the dashboard and two-way communication aspects through a card-based ideation tool and questionnaires on the easy communication.

LOW FIDELITY PROTOTYPES

Production of low fidelity prototypes which will be tested with users in order to prepare the dashboard’s functionalities properly.

2 WEEK DIARY STUDY

2-week diary study campaign with snippet-based diaries and a mobility tracker installed on the phones of the participants who agreed to it.

ONE-ON-ONE INTERVIEWS

Follow-up one-on-one interviews to better understand the details and contextual explanations of the data.

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