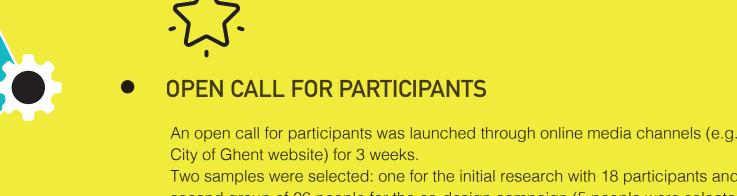# ENGAGEMENT WITH WIDER STAKEHOLDERS

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

CONTACT CITIES

Cities with a large variation (in terms of size, location, ITS adoption) were contacted. Preference 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
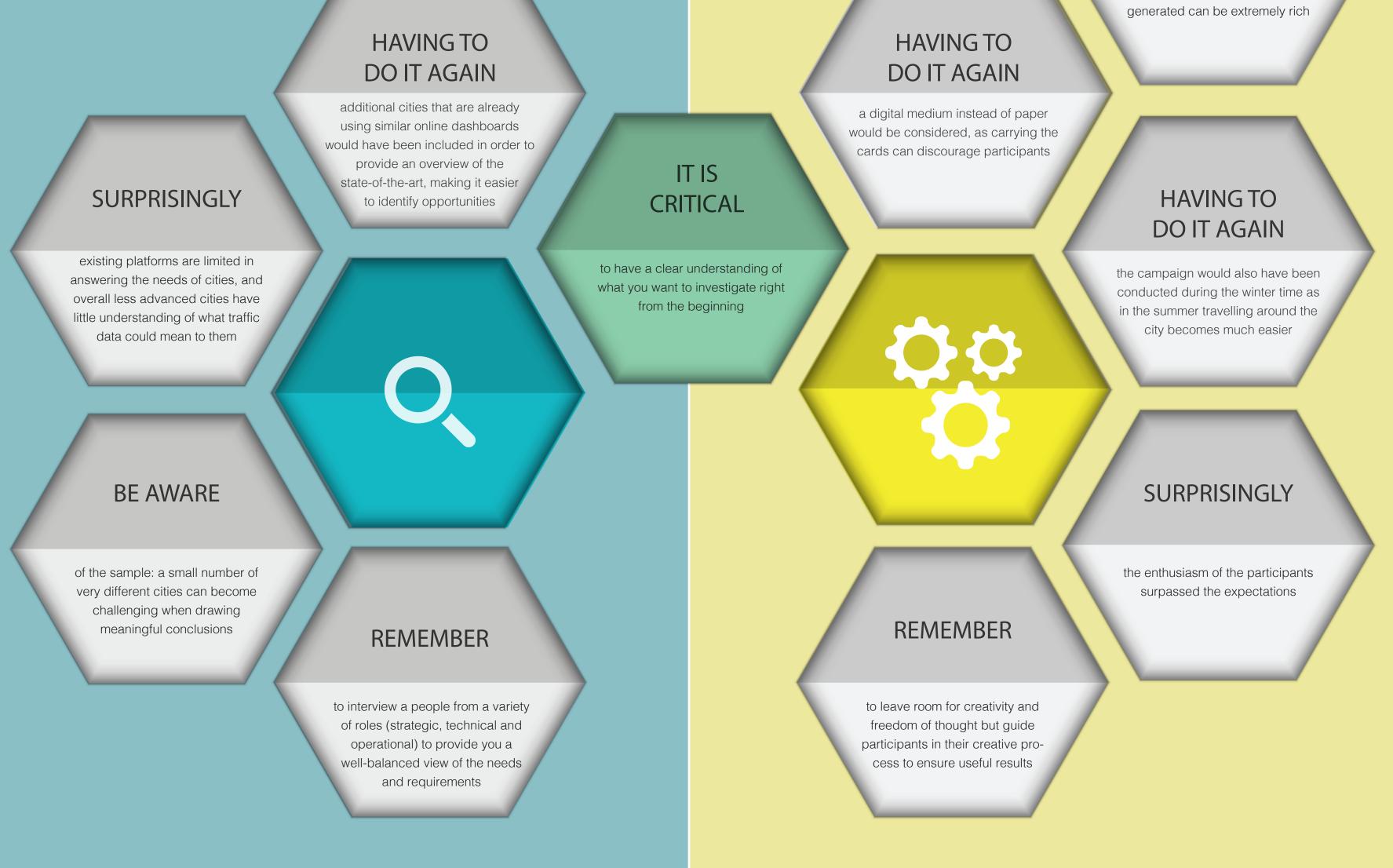
LIST OF FUNCTIONALITIES

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

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

OPEN CALL FOR PARTICIPANTS

An open call for participants was launched through online media channels (e.g. City of Ghent website) for 3 weeks.
Two samples were selected: one for the initial research with 18 participants and a second group of 26 people for the co-design campaign (5 people were selected to participate in both groups)

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 diaries

2 CO-DESIGN WORKSHOPS

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

LOW FIDELITY PROTOTYPES

Production of low fidelity prototypes which will be tested with users in order to prepare recommendations for digital development

KEY TAKEAWAYS

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

HAVING TO DO IT AGAIN
additional cities that are already using similar online dashboards would have been included in order to provide an overview of the state-of-the-art, making it easier to identify opportunities

HAVING TO DO IT AGAIN
a digital medium instead of paper would be considered, as carrying the cards can discourage participants

SURPRISINGLY
existing platforms are limited in answering the needs of cities, and overall less advanced cities have little understanding of what traffic data could mean to them

IT IS CRITICAL
to have a clear understanding of what you want to investigate right from the beginning

HAVING TO DO IT AGAIN
the campaign would also have been conducted during the winter time as in the summer travelling around the city becomes much easier

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

SURPRISINGLY
the enthusiasm of the participants surpassed the expectations

REMEMBER
to interview a people from a variety of roles (strategic, technical and operational) to provide you a well-balanced view of the needs and requirements

REMEMBER
to leave room for creativity and freedom of thought but guide participants in their creative process to ensure useful results