



Engaging users

Mario Castangia
Systematica

☰ Who are the potential users?



- Segmentation? Based on which criteria?
- Different needs?
- Different data?
- Different functionalities?



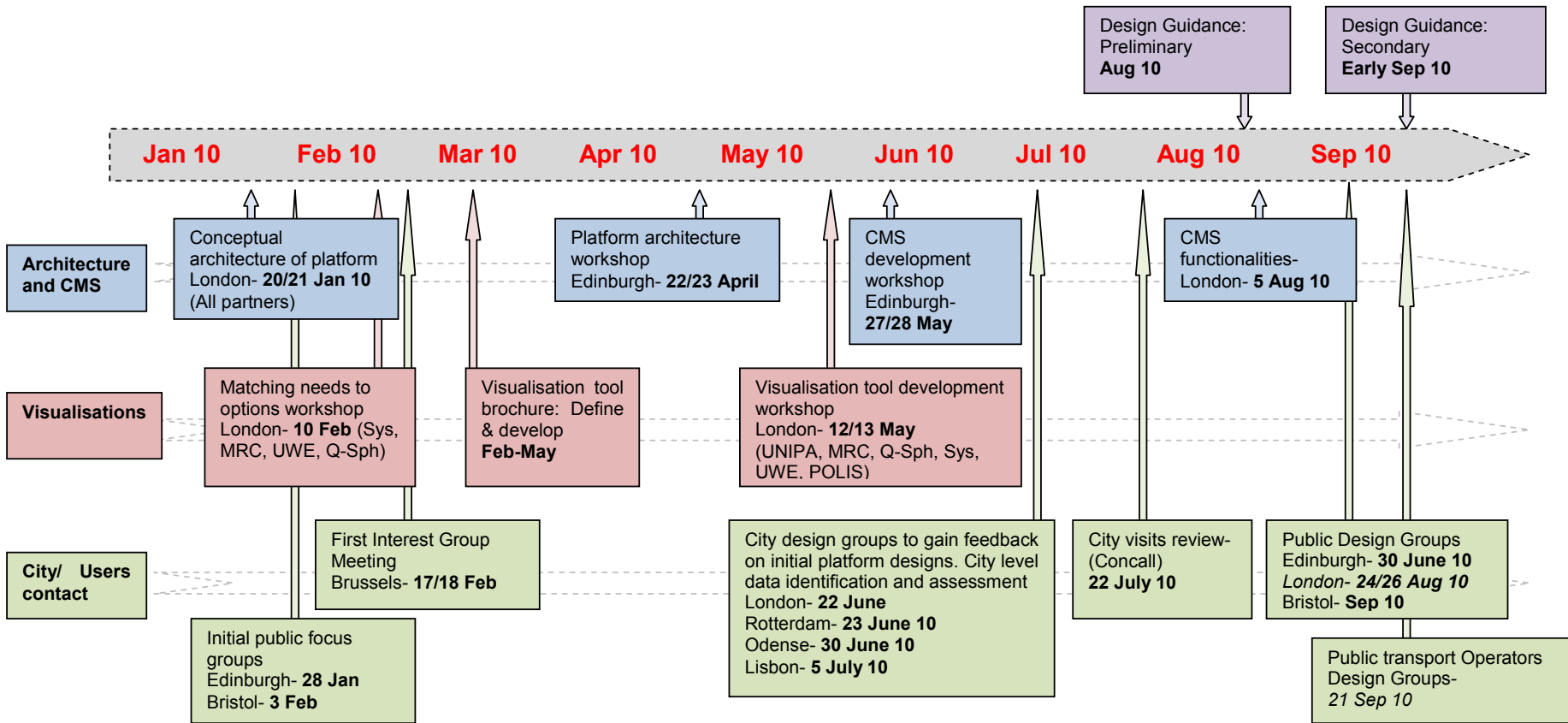
Segmentation of users

- Initially based on individual attitudes and on political awareness as regards climate change and environmental impact

But...

- It proved difficult to categorise users and customise content platform accordingly

Timeline of activities





≡ Segmentation of users (2)

- Based on needs–interests-knowledge
 - ✓ Needs to get - smoothly and reliably – information on CO2 reduction schemes and best practices
 - ✓ Needs to liaise with other actors engaged in CO2 reduction schemes from transport
 - ✓ Needs to engage the citizens (including politicians) in CO2 reduction schemes
 - ✓ Interest in actively participating in content building
 - ✓ Needs to be motivated in order to put in place personal CO2 reduction mobility actions

Final targets



- Informed users
- General public
- Platform management group (PMG)

≡ Functionalities



- **Co-benefits messages**
- Networking/public contact
- Best practices DB
- Co2 and transport scenarios
- Testimonials
- Multi-linguality
- ..



≡ Visual engagement (1)

- Video on general Catch's objectives



Visual engagement (2)



- Vis-à-vis navigation use cases (ppt)

our cities are facing many challenges:

- congestion
- health
- safety
- community
- social space
- budget

know more about this challenge! ▶

build your own political agenda! ▼

span
madrid

congestion

Ranking

200 trees per inhabitant
400 trees per inhabitant
2.4 times the sustainable future

congestion

reliability accessibility

ranking

- 1 Copenhagen
- 2 Oslo
- 3 Munich

sister cities

- 1 Rome
- 2 Lisbon
- 3 Seville

how can I do better? +

did you know? +

congestion is inequitable due to the costs of transport and the lack of availability of public transport (especially at certain times of the day/places). A low carbon transport system can support social inclusion by providing access to mobility for more people. Access, to jobs, services, health and other activities, is a human right. Too often this access



Visual engagement (3)



• Hand-outs for self-studying (mind map)

credits

planning

time

budget

community

GENERAL DESCRIPTION

NAVIGATION PATHS - CORE VISUAL OPTIONS

LOCAL CO-BENEFIT OF DE-CARBONISATION POLICIES IN TRANSPORT

HOW DOES YOUR CITY RANK?



Feedbacks collection

- What useful and what not?
- What is missing?
- Right path? Engaging?
- Comprehensible or confusing?

From that we started a new round of design activities..



Some positive feedbacks

- Co-benefits as a very useful method for communicating the message of reducing carbon from travel
- Tool useful for public participation
- Language to be tuned to users
- Deemed important to provide the opportunity and capacity for cities to update and manage content
- Neighbourhood comparisons most important. If city performed poorly, would like to know what specific areas were doing poorly in comparison to rest.



☰ Some negative feedbacks

Especially from citizens:

- Navigation examples boring
- Too much information (clutter)
- “The site does not make it clear that through using it, users can influence directions that their city will go”
- “I would be interested if it was real-time information..”

Demonstration of prototype



First prototype of
visual engagement tool

..for informed users..

Carbon Aware Travel CHoice



Thank you!



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