move us

ICT cloud-based platform
and mobility services available,
universal and safe for all users

MoveUs Living Labs

1. Mikä on Living lab?

So what is a Living Lab?

- *A Living Lab is both a <u>methodology</u> for User Driven Innovation and the <u>community</u> that primarily uses it*

- *A Living Lab is about experimentation and <u>co-creation with real users in real life environments</u>, where users, together with researchers, firms and public institutions look for new solutions and new products.*

- *But also Living Labs are about <u>societal change</u>, about promoting innovation in a societal basis, involving SMEs, entrepreneurs and public institutions that can together have immediate impact.*
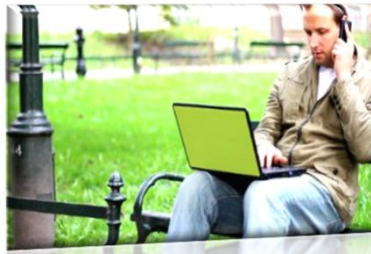
In a LL, users/citizens become a community
This community is a group of active actors and not only passive receivers

Traditional methods of testing, evaluation and validation

Living Lab approach

4

Living Lab Vision

Living Lab is a means to build the future economy based on knowledge and participation, where all innovations (of technical and social character) are co-created in real-life environment by all relevant players with active involvement of end-users

Vision

End-user being only an object and consumer of research and innovation created in academia/industry

(communities of) end-users being active co-creators of innovations

2. Living Labs approach in MoveUS

The LL approach in MoveUs

- **In MoveUs, technology innovation will be triggered by business drivers coming from the users and not vice versa:**
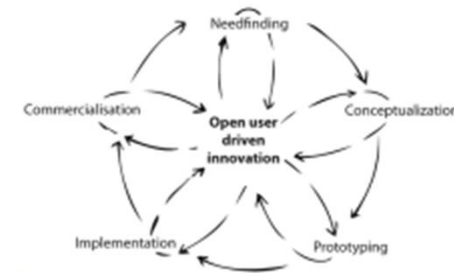
  Involvement of expert users from all relevant disciplines and end-users together so all contribute, in all phases.

  Living Labs are not physical places, but rather testing & experimental environments.

  The user-generated requirements and feedback derived from meaningful business cases as proposed in each of the pilots will be transferred into use case specifications and technical requirements for later integration and improvements of the applications during the entire life of the project.

  The evaluation phase will be executed for 9 months on the basis of two iterations

The Living Labs are at the core of the basic research and validation/evaluation of the MoveUs services, applications and incentives.

As a result the various services will be robust, innovative and with a very high potential in terms of usability and sustainability
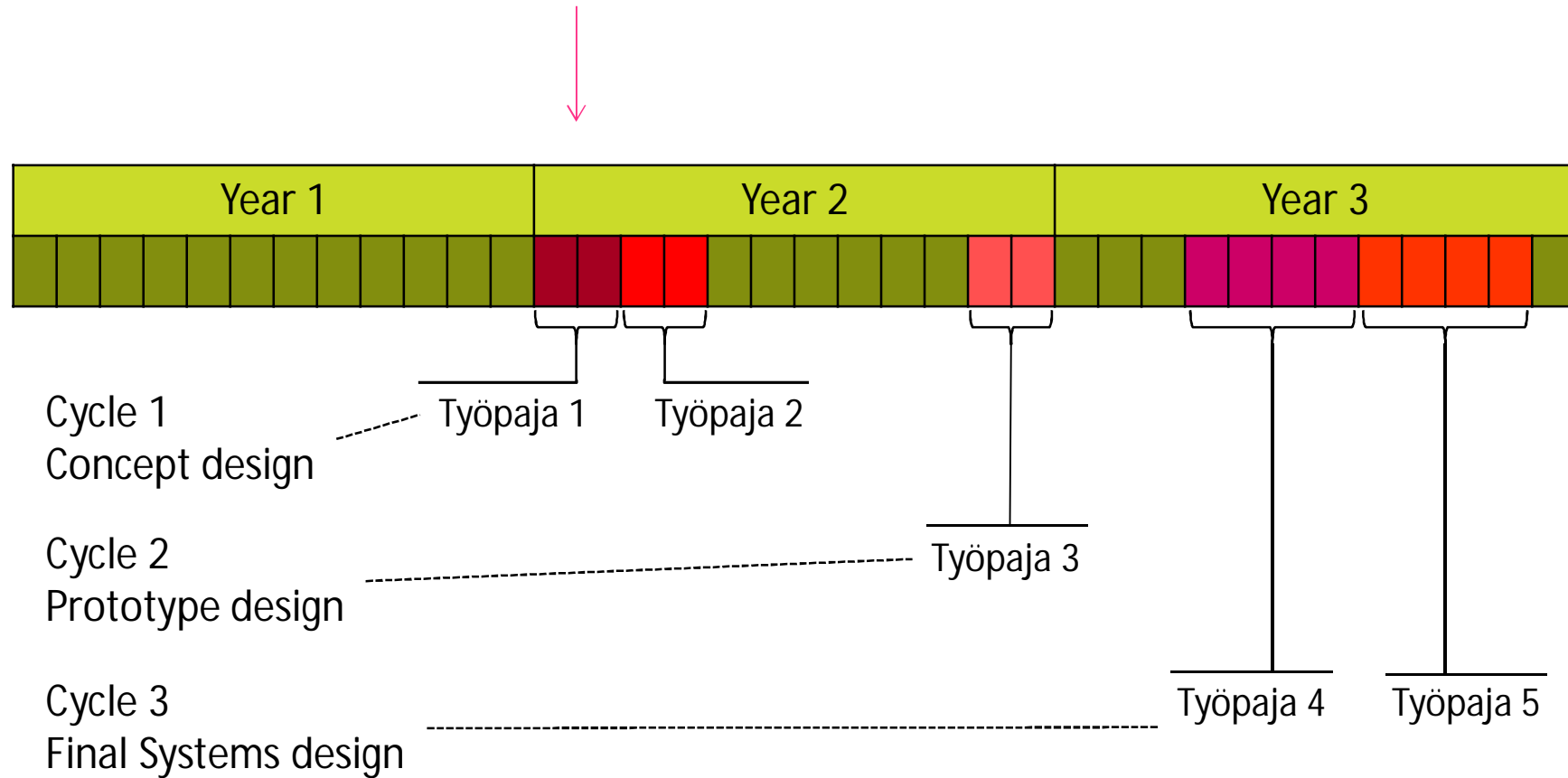
Living lab –toiminnan tavoitteet

- Foster community building and cyclical user-centric innovation by establishing a network of complementary Living Labs in our three different countries which facilitate the engagement of stakeholders and the testing, in real conditions, of the MoveUs smart mobility applications.

- Ensure that they can cover the innovation cycle and provide relevant pre – and post – feedback on the MoveUs smart city mobility applications and services from a user perspective, which is the key concept to ensure sustainability after MoveUs.

- Define the methodology that will be applied throughout all the pilot sites so they can become Living Labs, and ensure coordination with the other project's tasks.

- Establish sustainable user communities through the enablement of feedback mechanisms and the identification of local change agents that could become useful allies. These user communities could be used in the future to track changing preferences in terms of smart city services-to-be.

Application of FormIT Living Labs methodology

- Processes to carry on in the Living Labs are based on the FormIT Methodology

- FormIT prosessi koostuu kolmesta syklistä:

  Cycle 1: Konseptisuunnittelu (1. työpaja osa tätä)

  Cycle 2: Prototyypin suunnittelu

  Cycle 3: Lopullisen sovelluksen suunnittelu

MoveUS Living lab –työpajojen aikajana

| Year 1 | Year 2 | Year 3 |

Työpaja 1   Työpaja 2

Cycle 1
Concept design

Cycle 2
Prototype design

Työpaja 3

Cycle 3
Final Systems design

Työpaja 4   Työpaja 5

Cycle 1: Konseptisuunnittelu

- Järjestetään kaksi työpajaa. Arvioidaan kehitettävien palvelujen hyötyä ja käyttökelpoisuutta.
- Työpaja 1 (M13-M14):

  Asiantuntijatyöpaja

  Living lab prosessin ja kehitettävän palvelun suunnitelmien arviointi

  Feedback is transferred to MoveUs Cloud-Based Platform Implementation task.

- Työpaja 2 (M15-M16):

  Asiantuntijatyöpaja

  Energiatehokkuusmetodologian arviointi

1. työpaja: Living lab prosessin ja kehitettävän palvelun suunnitelmien arviointi

- Tarkoitus:

    Living lab –prosessin arviointi

    Tampereen pilotin arviointi (To obtain input on the services specifications)

    Riskien vähentäminen (To reduce the risks involved in service development)

    Sidosryhmien mielipiteiden kerääminen (To learn more about the stakeholders)

- Osallistuvat tahot:

    liikenteen ohjauksen, joukkoliikenteen, liikennesuunnittelun, avoimen datan ja älyliikenteen toimijoita

- Käytettävä menetelmä

    Focus Group haastattelu

Työpaja 2: Energiatehokkuusmetodologian arviointi

- Purpose:

  To obtain input on the energy-efficiency methodology

- Stakeholders involvement:

  Verify methodology

  Evaluate concepts for energy-efficiency

- Duration of the iteration: 2 months (M15-M16)

- Stakeholders involved:

  Mobility management bodies, transport operators and people working with energy-efficiency issues (i.e. energy and climate department of the city)

- Methods used

  Gather feedback for the evaluation through focus-group interviews.

  According to the number of participants to engage in the focus-groups, it could be suitable to run two focus-groups, with no more than 10 participants per focus group.

Cycle 2: Prototyyppisuunnittelu

- Työpaja 3 (M23-M24):

  Arvioidaan prototyypin käytettävyyttä

  Workshops with selected technical stakeholders inside the LLs for evaluating the platform modules and integration.

  Feedback is transferred to development and platform integration task.

Työpaja 3: Sidosryhmien tarpeiden tunnistaminen

- Tarkoitus:

  Sidosryhmien tarpeiden tunnistaminen ja sen arviointi, vastaavatko MoveUs alusta ja palvelut niihin.

  Prototyypin kehittäminen edelleen.

- Ajankohta: projektikuukausi 23-24

- Osallistujat:

  liikenteen ohjauksen, joukkoliikenteen, liikennesuunnittelun, avoimen datan ja älyliikenteen toimijoita

- Menetelmä

  Focus Group -haastattelu

Cycle 3: Final Systems design

- Käyttäjäkokemuksen arviointi ja palautteen kerääminen
- Työpaja 4 (M28-M31):
- Työpaja 5(M32-M35):

Työpajat 4 ja 5: Lopullisen järjestelmän suunnittelu ja arviointi

- Tarkoitus:
  - Käytettävyysarviointi
  - MoveUs-palveluiden ja alustan jatkuvuuden (sustainability) arviointi
- Käyttäjien osallistuminen:
  - Käyttäjäkokemuksen arviointi
  - Palautteen antaminen MoveUs –palveluiden ja arkkitehtuurin hienosäätöön
  - Energiankulutussäästöjen arviointi
  - Liiketoimintamahdollisuuksien arviointi ("Provide specifications for sustainable business development of MoveUs platform")
- Kesto: 8 kk
- Kohderyhmät
  - Samat kuin ensimmäisessä työpajassa + loppukäyttäjät (molemmilla omat työpajat yms)
- Menetelmät
  - Käytettävyysarvioinnit
  - Focus Group –haastattelut (liikentoimintamahdollisuuksien arvioimiseksi)
  - Energiankulutussäästöjen arviointi (miten MoveUs palveluiden käyttö on vaikuttanut)

Kiitos!

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Purpose of Focus Group activity

- *As detailed in the Living Labs Objectives and Processes presentation, you, as stakeholders have been involved in this focus group to evaluate the Living Labs processes and to verify the services specifications.*

- *We need your input and want you to share your honest and open thoughts with us.*

Rules for the Focus Group

- **WE WANT YOU TO DO THE TALKING.**

    We would like everyone to participate.

    I may call on you if I haven't heard from you in a while.

- **THERE ARE NO RIGHT OR WRONG ANSWERS**

    Every person's experiences and opinions are important.

    Speak up whether you agree or disagree.

    We want to hear a wide range of opinions.

- **WHAT IS SAID IN THIS ROOM STAYS HERE**

    We want folks to feel comfortable sharing when sensitive issues come up.

- **WE WILL WRITE DOWN AND / OR TAPE RECORDING THE GROUP DISCUSSIONS**

    We want to capture everything you have to say.

    We don't identify anyone by name in our report. You will remain anonymous.