Project by Ed van der Linden

FreeMove Framework
mobility data website

An interactive framework that helps you use mobility data in a legal and effective way

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Problem Statement

Using primary personal mobility data can be a challenge for private companies and individuals. Many companies are unaware of the legal and technical boundaries. Many are also GDPR, which can be a barrier for companies and users with little knowledge.

You also have to consider many other aspects when using mobility data, like the risks, privacy & data security, legal boundaries, and ethics. This can be a barrier for companies. Framework that contains all these difficult aspects. The goal is to make it current data is still difficult to grasp and therefore use.

Design Challenge

How can I design an interactive and educational website that will help start-ups and companies with the FreeMove framework, so they can learn how to use mobility data in a legal and effective way?

Possible Solution

Freemove wants the Framework to be translated into a digital environment. Many companies are unaware of the work with it. A digital website is a help, the FreeMove team is useful, but not everyone. Therefore, a digital FreeMove Framework is a good way to communicate the Framework to every interested user.

Business Goals

- Communicate the technical processes of implementation of the FreeMove framework
- Promoting the Framework and knowledge in an easily accessible way.
- Helping start-ups with using the Framework for their own projects through a website.

The Framework

This is the original and "raw" Framework that FreeMove uses. It is difficult to work with using mobility data and interpretation.

03 Discover

Desk Research

After defining the design challenges I could start diving into the topic of mobility data and the FreeMove framework. The first I ran up some research questions and did some desk research to answer them.

Sources: Q&A Frankfurt, Desk Research, Competitive Analysis

What is FreeMove and what is their main problem?

The Freemove project is used for companies and individuals to exchange data in a standardized and ethics-based way. The problem is that it is difficult for companies and individuals to use the project in a legally, technically, and ethically responsible way. Many companies are inexperienced in the legal aspects which are necessary to use the framework. Freemove wants to provide guidance and recommendations.

What is mobility data and why is it difficult?

Data about the company's movements, transportation, and mobility. Examples: mobile apps of transport and > is known as mobility data.

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Competitive Analysis

To discover what similar companies have managed to stimulate their difficult data problems, I did a small, but useful competitive analysis. Look here for their pros and cons.

Sources: Q&A Frankfurt, Desk Research, Competitive Analysis

Companies analysed

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Summary of findings

Pros

- Divide difficult steps into smaller pieces so that the user doesn't feel overwhelmed
- Using colors to distinguish different topics
- A simple interface that doesn't need much explanation
- Helping the domain where you click on the main subject to avoid over-stimulation.

Cons

- Besides the explanatory text there aren't any visual references to explain
- Very basic 'Microsoft Word' style, that made attention to the main stuck of the Framework
- Not much attention to any specific target group
- Not immediately clear what the site is for

04 Design

Persona

After analyzing and defining what the target group will be, I created a persona. This persona represents the general image of the target group, which is based on start-up companies.

Sources: Q&A Frankfurt, Desk Research, Competitive Analysis

David Leung

Age: 27
Gender: Male
Occupation: Entrepreneur
Location: Amsterdam

Bio:
David is a young entrepreneur who is currently working on his start-up. David is a very ambitious person who is very interested in new technologies and innovations. He is also very interested in the topic of mobility data and how it can be used in a legal and effective way.

Skills

Innovation	★★★★★
Programming	★★★★★
Design	★★★★★
Marketing	★★★★★

Favourite Tools

Slack, Figma, Trello, Google Drive, Google Docs, Google Sheets, Google Calendar, Google Meet, Google Forms, Google Analytics, Google Ads, Google Search Console, Google Tag Manager, Google Data Studio, Google Cloud Platform, Firebase, Google Cloud Vision, Google Cloud Translation, Google Cloud Speech, Google Cloud Text-to-Speech, Google Cloud Natural Language, Google Cloud Video Intelligence, Google Cloud Translation, Google Cloud Speech-to-Text, Google Cloud Text-to-Speech, Google Cloud Natural Language, Google Cloud Video Intelligence, as well as public protection and transport related code explanations.

Motivations & Needs

- Wants to be the first company to use the FreeMove framework
- Wants to be the first company to use the FreeMove framework

Frustrations

- Frustrated when he can't find the information he needs
- Frustrated when he can't find the information he needs

Empathy Map

In order to understand the target group (and the personas) better, I created an empathy map. This helps me to create a empathizer with the user.

Think & Feel

- Wants to learn to work with new technologies and tools
- Doesn't want to spend too much time on researching data laws
- Loves to create things for people that are good for the future of the world

Say & Do

- Testing and innovating new parts of technologies and tools
- Researching rules and making new products
- Discussing with his co-workers about the steps in a project

See & Hear

- Different types of data sources from the city
- Lots of information on the internet
- Discussions with co-workers

Pains & Gains

- Spending long hours on research and reading articles
- More structured working situation
- Overwhelmed with information found and sourced

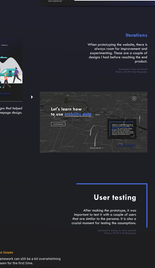
Sources: Q&A Frankfurt, Desk Research, Competitive Analysis

05 Sketching

Assumption Matrix

It's useful to put all your assumptions in a matrix to specify which assumptions might be critical for the design if not tested properly.

The assumptions in the top right circle are the ones I focus during the user testing later on.


Critical
Certain
Uncertain
Not Critical
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