



# Directory of project activities and links to outputs/outcomes

Ideas in Transit was a 5-year project funded under the Future Intelligent Transport Systems initiative with the Technology Strategy Board, Engineering and Physical Sciences Research Council and the Department for Transport as its sponsors.

The project team was comprised of four organisations: The University of the West of England, Loughborough University, Ito World and the Ordnance Survey.

**This document provides a directory of the range of activities undertaken within the project and provides details of and hyperlinks to public domain outputs/outcomes from the project.**

Outputs highlighted in **yellow** may be subject to future updates.

## Key findings

### Overview

Towards the end of the project an exercise was undertaken to draw together a storyline of key insights and developments throughout the project and make this available as a single document. The project then ran, under the auspices of Geovation, a final event on 24 September 2012 to showcase and discuss the findings and innovations from the project.

### Outputs

- Key findings report for overall project – Jain, J. and Lyons, G. (eds). **Travelling in a Changing World**. [Full report \[PDF – 4.5Mb\]](#)
- [Presentations from the event on 24 September 'Collaboration and User Innovation in Transport'](#)

## Literature review

### Overview

An examination of a multi-disciplinary base of literature and existing evidence surrounding the topics of innovation, technology development, mobility practices and social context. Intended to be an ongoing resource for the research team with its outputs acting as a repository for insights uncovered within the literature, pointers to new avenues of subsequent enquiry and questions prompted from examining existing understanding. Review framed by four questions:

1. What is an innovation? What is a user innovation?
2. What are the catalysts for user innovation?
3. What are the enablers and barriers to user innovation progressing to an envisaged outcome?
4. What are the challenges and approaches to discovering (uncovering) user innovation, and evaluating its potential progress?

### Outputs

- [Summary of literature review \[PDF\]](#)

- Book chapter examining user innovation in transport and prospects for a challenge to or transition in the regime of Intelligent Transport Systems -  
Lyons, G., Jain, J., Mitchell, V. and May, A. (2012). **The Emergent Role of User Innovation in Reshaping Traveler Information Services**. In Geels, F., Kemp, R., Dudley, G. and Lyons, G. (eds.) [Automobility in transition? A socio-technical analysis of sustainable transport](#). New York: Routledge, Chapter 13.

## Innovations Portal development

### Overview

Assembly of a catalogue of identified existing user innovations which illustrates to those inside and outside of the project the developments that are taking place and the characteristics that define the innovations and their histories of development. Intended to promote awareness of user innovation in transport amongst practitioners and policymakers and to inform the project team in its pursuit of further case study work with selected user innovators and their innovations.

### Outputs

- [Innovations Portal](#)

## Stakeholder interviews

### Overview

Detailed interviews with the innovators behind a selection of diverse services and products from the Portal. Aim - to better understand the people and processes behind these innovations.

The questions posed were:

- What was the process by which the user-innovation came about?
- Who were the people involved and what were their roles and motivations?
- What were the barriers and enablers to the innovation?
- What was the role of technology?
- What were the influential trends?

Findings include: the catalysts for the idea and the motivation behind its pursuit; the barriers experienced (those that were overcome and those that were not); and the enablers that permitted the innovations to continue and to flourish.

### Outputs

- [Briefing sheet on the Support Required by Innovators \[PDF\]](#)
- Journal paper -  
Ross, T., Mitchell, V. and May, A. (2012). [Bottom-up grassroots innovation in transport: motivations, barriers and enablers](#). *Transportation Planning and Technology*, 35(4), 469-489. [Full pre-print version \[PDF - 0.9Mb\]](#)

## User innovators workshop

### Overview

Workshop with 8 of the innovators previously interviewed.

Objectives:

- To present the findings of the interviews back to the user innovators for validation, comment and addition.
- To identify the future needs of user innovators and, particularly, how the Ideas in Transit project remit could fulfil some of these needs.

- To begin to build a 'community' of user innovators in the transport domain to enable exchange of ideas and a common forum for debate.

### Outputs

- [Briefing Sheet on the Innovators' Workshop \[PDF\]](#)

## Something different with something ordinary

### Overview

Qualitative research involving an innovative methodology to capture insights into people's mobile lives and the part played by information and communications technologies (ICTs).

Objectives:

- to explore how everyday ICTs become embedded in 'the practice of everyday life';
- to examine the relationship between ICTs and travel;
- to explore how ICTs augment lifestyle or identity aspirations (e.g. being 'green', popular, professional, etc);
- to understand individual perceptions of ICTs as an opening for creativity or 'user innovation'; and
- to provide a 'social' context for other parallel and future work packages exploring 'user innovations'.

### Outputs

- [Summary of approach and findings \[PDF\]](#)
- Journal paper -  
Line, T., Jain, J. and Lyons, G. (2011). [The role of ICTs in everyday mobile lives](#). Journal of Transport Geography, 19 (6), 1490-1499.
- Journal paper -  
Jain, J., Line, T. And Lyons, G. (2011). [A troublesome transport challenge? Working round the school run](#). Journal of Transport Geography, 19(6), 1608-1615.

## PhD (UWE, Bristol) – Time uses when travelling by bus

### Overview

Supervised research entitled "From slow slog to inspired indulgence: enriching the experience of time on the bus".

Objectives:

- to explore the potential applications of creative travel-time use and user-innovation in the context of the bus;
- to investigate the relationship between creative travel-time uses (and user-innovation); and users' subsequent experience, expectation, and perception of the bus environment;
- to explore the socio-spatial suitability of the public bus environment to the creative use of mobile technologies; in comparison to other, researched modes such as the train;
- to investigate of the issue of responsibility for the *subjective* aspects of the bus experience between transport authorities and the user population; and
- to explore more general travel-time use by bus passengers and its effect on individuals' experiences, expectations, and perceptions of a service.

## Outputs

- PhD thesis -  
Clayton, B. (2012). **Bus Tales: Travel-time use, technologies, and journey experiences on the bus**. PhD thesis, University of the West of England, Bristol. [Abstract](#) [\[PDF\]](#)
- Conference paper –  
Clayton, W. (2012). **Is the bus boring?** Proc. 44th Universities Transport Study Group Conference, January, Aberdeen. [Full article](#)
- Academic paper –  
Clayton, W. (2012). **Bus Tales: The use of travel-time by bus passengers in Bristol, UK**. Internal paper, Centre for Transport & Society, University of the West of England, Bristol. [Abstract](#) [\[PDF\]](#)
- Practitioner-oriented article-  
Clayton, W. (2012). **Marketing the Bus: Can travel-time activity be its USP?** Internal article, Centre for Transport & Society, University of the West of England, Bristol. [Summary](#) [\[PDF\]](#)

## PhD (Loughborough University) - User value in Volunteered Geographic Information

### Overview

Supervised research entitled “with a Human Factors Perspective On Volunteered Geographic Information” which addresses the following research questions:

- What is VGI and how is it distinct from PGI?
- What is the human centred nature of VGI in terms of its generation, production and utilisation by the end users?
- What influences the way users judge VGI in terms of its relevance to their needs, and how does VGI compare to PGI?
- What recommendations can be made for combining PGI and VGI for the production of highly usable neogeographic products?

### Outputs

- Workshop presentation –  
Parker, C. J. (2010). **An Exploration of VGI in Use**. In: Harding, J., Sharples, S., Brown, M. and Haklay, M. (eds.) 3rd Workshop on Data Usability, 10th November, Southampton, Ordnance Survey. [Presentation slides](#) [\[PDF – 5.6Mb\]](#)
- Conference paper –  
Parker, C.J., May, A.J. and Mitchell, V. (2010). **An Exploration of Volunteered Geographic Information Stakeholders**. In: Haklay, M., Morley, J. and Rahemtulla, H. (eds.). Proceedings of the GIS Research UK 18th Annual Conference, University College London, 137–142. [Full Article](#) [\[PDF\]](#)
- Conference paper -  
Parker, C.J., May, A. and Mitchell, V. (2011). **Relevance of Volunteered Geographic Information In A Real World Context**. Proceedings of GIS Research UK 19th Annual Conference, University of Portsmouth, GIS Research UK, 230 – 236. [Full article](#) [\[PDF\]](#)
- Conference paper -  
Parker, C.J., May, A. and Mitchell, V. (2012). **Using VGI To Enhance User Judgements Of Quality And Authority**. Proceedings of GIS Research UK 20th Annual Conference, Lancaster, UK, GIS Research UK. [Full article](#) [\[PDF\]](#)

- Journal paper –  
Parker, C.J., May, A.J. and Mitchell, V. (2012). [The Role of VGI and PGI in Supporting Outdoor Activities](#), Applied Ergonomics, In Press. [Full pre-print version \[PDF\]](#)
- Journal paper –  
Parker, C.J., May, A.J. and Mitchell, V. (2012). [Understanding Design with VGI using an Information Relevance Framework](#), Transactions in GIS, 16(4), 545-560. [Full pre-print version \[PDF – 4.2Mb\]](#)
- PhD thesis –  
Parker, C.J. (2012). **A Human Factors Perspective On Volunteered Geographic Information**. PhD thesis, Loughborough University. Full document [\[PDF – 6.4Mb\]](#)
- Journal paper –  
Brown, M. Et al (n.d.). **Usability of geographic information: current challenges and future directions**. Forthcoming in Applied Ergonomics. [Full pre-print version \[PDF\]](#)
- Submitted journal paper-  
Parker, C.J., May, A., Mitchel, V., Burrows, A., et al. (2013). **Capturing Volunteered Information For Inclusive Service Design: Potential Benefits And Challenges**. *The Design Journal*. [submitted]. [Abstract \[PDF\]](#)

## Monitoring of user-generated data

### Overview

Monitoring and visualising the pattern of contributions to [OpenStreetMap](#) and other user-generated data sources of interest to the transport world with a view to understanding the quality of the data, patterns of contribution, completeness and the likely future progress of the projects in question.

### Outputs

- [OSM Mapper](#) –  
A free online resource for analysing OpenStreetMap data and contributions
- [OSM A year of edits](#) –  
Dynamic visualisation of OpenStreetMap for 2008; over 200,000 online views and featured at over 50 conferences including TED and Where 2.0
- [Airspace rebooted](#) –  
Visualisation of FlightRadar24 data, a database of flight movements in relation to the 2010 ash cloud and closure of air space across Europe; over 800,000 online views and featured on Discovery Channel Canada, German TV and more
- [Further Ito! data visualisations](#)
- [OSM Analysis](#) –  
A tool to monitor differences between OpenStreetMap data and Ordnance Survey Open Data
- [ITO Map](#) –  
overlay mapping facility with ability to highlight specialist transport data, such as speed limits, railway tracks count, railway loading gauge, highway lighting etc

## Professional data

### Overview

To develop systems and processes to allow the wider community use and engagement with profession and official datasets. Based on ITO Map which provides access to many different datasets individually or in combination. Some outputs of the work were developmental rather than relating to new products or services.

### Outputs

- [List of national datasets relating to transport](#)
- [Ito! Road Casualties UK](#) -  
Visualisation of Stats19 UK road casualty data for 2000-2010 (330,000 online viewings in first two weeks following availability)

## ITO Future

### Overview

*Ito Future will all 3rd parties, including the promoting authority to build a infrastructure model for a place which includes certain proposed changes, for example a new road, foot bridge, cycle path or guided busway. When a suitable model has been specified it will be possible to present this to relevant 3rd parties, including the public in most instances, using standard 'slippery maps', route planners, timetables etc with which people are already familiar. This will enable the promoter, the Highways Agency, ATOC, a Local Enterprise Partnership or local Authority etc, to present proposals in a clear, compelling and more accessible way than can be achieved using currently methods which typically rely on standard written reports. As this work package has developed some significant effort is being put into developing a model for a plausible major improvement to the express coach network for GB.*

### Outputs

- *tbc*

## Wikipedia engagement

### Overview

Wikipedia is an important source of information for many people on many subjects, including transport. Within the project we aimed to understand better the role that Wikipedia could play in the future when communicating information about major issues and proposed changes by making interventions in targeted articles with a view to ensuring that they better present the issues.

The project explored how Wikipedia can be developed to present balanced and accurate information about UK transport infrastructure and in particular about proposed changes to that infrastructure. In addition to engaging with articles relating to infrastructure the project engaged with articles relating to transport policy, such as speed limits, enforcement and road safety and explore how the 'balance' that Wikipedia aspires to can be achieved on subjects where there are many different points of view.

The project then went on to address the following research questions in order to prepare an academic article:

1. Who are the generators of Wikipedia content relating to transport developments and what are their motives?
2. How reliable is Wikipedia content relating to transport developments?
3. Who is using Wikipedia content relating to transport developments and why?
4. To what extent do transport professionals engage with Wikipedia content? and
5. What are the implications of the presence of Wikipedia for the promoters of transport schemes?

## Outputs

- **Information added to a number of Wikipedia transport pages**  
Achieved over 1 million views of articles with major input from this project
- Academic article –  
Clark, B., Lyons, G. and Miller, P. (2013). **Should Wikipedia be embraced by the transport profession as an influential source of information on transport issues?** Proc. 45th Universities Transport Study Group Conference, January, Oxford. [Abstract \[PDF\]](#)

## Appetite for creative behaviours

### Overview

Earlier research in the project had clarified that a stimulus for user innovation is that individuals face problems or challenges that they are motivated to solve. This part of the project sought to explore and address the extent to which the public consider their transport problematic or challenging and in turn to examine the appetite for creative behaviours from which user innovation might stem.

Issues explored:

- How do the participants consider travel and transport?
- What constitutes a transport 'problem'?
- Do the participants want/feel they can affect travel problems?
- What is the participants' relationship with ICTs?
- Do the participants have an appetite for 'creative' ICT-based solutions to transport problems? Why/why not?

### Outputs

- [Summary of research and findings \[PDF\]](#)
- Academic article –  
Line, T., Jain, J. and Lyons, G. (2011). **Is there a public appetite for user innovation in transport?** University of the West of England, Bristol. [Full article \[PDF\]](#).

## User-centred design (UCD)

### Overview

This part of the project applied a co-design approach to tackle the 'wicked problem' of sustainable travel. 'Co-Design' is used to describe approaches that bring people together with designers to formulate solutions to complex problems. 'Wicked problems' are where problem definition and solution generation are tightly entwined and dependant on how the problem is framed; where stakeholders have different viewpoints and the problem is never definitively solved. Sustainable travel is a good example of such a problem.

The aim was to develop, as a first step, ideas/solutions (particularly those enabled by technology) that could reduce the number of single occupancy car journeys to, from and within the Loughborough University campus.

Specific research questions were:

- Does a co-design approach lead to the generation of solutions that (compared with traditional transport survey/planning approaches) are: greater in number, more diverse, exhibit particular characteristics (e.g. are more inclusive or collaborative, are more focused on attitudes than infrastructure)?
- Can the principles of (collaborative) conflict resolution enhance co-design outcomes for wicked problems?
- Does participation in a co-design study influence the behaviour/attitudes associated with the wicked problem itself (in this case travel behaviour/attitudes to sustainable behaviours)?

It was envisaged that downstream outcomes might be (i) sustainable travel concepts for Loughborough University, (ii) assessment of the value of this approach to provoke novel solutions for sustainable travel more widely and (iii) the potential for wider application of co-design to support user innovation for 'wicked problems'.

## Outputs

- Academic article –  
May, A., Mitchell, V. and Ross, T. (n.d.). **End user involvement in bottom up 'grassroots' innovation**, Loughborough University. [Abstract \[PDF\]](#)
- Literature review -  
[Selecting & working with stakeholders at the fuzzy front end of design \[PDF\]](#)
- [UCD Study - Research report \[PDF – 1Mb\]](#)  
*A scoping report for the co-design study outlining: the University commute profile (the 'problem space'), the bringing together of co-design and conflict resolution to tackle the problem and the nature of the co-design study to be conducted*
- Submitted journal paper -  
Mitchell, V.A. Ross, T, Sims, R.E. and May, A.J. (n.d.) **Exploring the impact of using a co-design process to generate ideas for sustainable transport solutions** [Abstract \[PDF\]](#)
- Submitted journal paper –  
Ross, T., Mitchell, V.A., Sims, R.E. and May, A.J. (n.d.) **The contribution of a co-design approach to idea generation for travel plans** [Abstract \[PDF\]](#)
- Forthcoming conference paper –  
Ross, T., Mitchell, V.A., May., A.J. and Sims, R.E. (2013). **The contribution that a co-design approach can make to idea generation for workplace travel plans**. Proc. Universities Transport Study Group annual conference, Oxford. [Abstract \[PDF\]](#)
- [Animation of the Loughborough University commute](#)  
An animated visualisation produced by Ito World for Loughborough Design School. This was used to engage participants in the co-design study by 'showing' the nature of the problem, i.e. the high level of single occupancy car journeys to and from campus.

## Geovation ideas platform

### Overview

GeoVation has been developed as an open innovation initiative and platform that runs challenges to address specific needs within communities, which may be satisfied in part through the use of geography. Those that enter submit their ideas online. A long short-list of entrants, selected by an independent judging panel are invited to develop their ideas over the course of a weekend at a GeoVation Camp. A small handful are then selected to progress towards a showcase where they may win awards funding and subsequent mentoring.

During the lifetime of Ideas in Transit the project supported the development of Geovation and Geovation has been successful in running a number of challenges. These included "How can we improve transport in Britain?" which resulted in six winners receiving funding from the Ideas in Transit project budget.

### Outputs / outcomes

GeoVation has run 5 challenges, during which 1448 participants have registered; 509 ideas have been submitted; 57 teams have participated in 4 GeoVation Camps and 38 ventures have pitched for funding at 4 GeoVation Showcases; 20 winners have been awarded a share of £435,000 in funding to implement their ventures.

- Please visit [Geovation](#) online to gain insights into the Geovation process and to see the range of activity and outcomes that Geovation challenges have been achieving.
- A list of winning GeoVation challenge [ventures](#).
- Video of the GeoVation Challenge process [5 minute version](#).
- First GeoVation showcase [video](#) summary.
- **GeoVation Challenge: How can Britain feed itself?** “From problem to pitch” a summary of the iScout facilitated GeoVation challenge [How can Britain feed itself?](#)
- **GeoVation Challenge: How can we improve transport in Britain?** A summary of the [problem Pow Wow](#) facilitated at the London Transport Museum.
- “From Problem to pitch” a summary of the iScout facilitated GeoVation challenge [How can we improve transport in Britain?](#)
- **GeoVation challenge: How can we transform neighbourhoods in Britain together?** A summary of the [problem Pow Wow](#) facilitated at the Royal Geographical Society, London.
- **Winners [video](#).**
- **GeoVation challenge: How can we connect communities and visitors along the Wales Coast Path?** A summary of the problem Pow Wows facilitated in Swansea and Bangor plus 6 telephone interviews [in Welsh](#) and [English](#).
- [World's first 'Total' Coastal Path set to open in Wales](#) video.
- **Winners [video](#).**

See also:

- Science and Innovation 2010 Ordnance Survey Seminar [“Underpinning innovation through geography”](#), including a summary of the “do’s and don’ts of opening up data.

## Review of unmet needs

### Overview

Innovation projects that focus on peoples’ needs (problems that they have whether they realise it or not) have both double the success rate of, and 70% higher market share than, those that do not.

This part of the project aimed to:

- Review these “unexpressed” needs within the user innovations on the Ideas in Transit Innovations Portal, and to group according to similar identified needs groups.
- Then to identify an “unmet needs group” within which the problem space will be further explored through a stakeholder workshop.

### Outputs

- [Slideshow summary of the Problem Pow Wow facilitated at the London Transport Museum, January 2011](#)
- insights identified from RNIB Hackathon and interviews with Ideal for All – August 2012

## Case Study of Users of Established Innovations

### Overview

This part of the project considered users of those slightly earlier innovations which subsequently (may) have already established their first markets, and whose users have already had enough time to adjust to their use.

### Outputs

- [Final full report \[PDF\]](#)
- [Summary report \[PDF\]](#)

*The following six sections concern the project's dual investment of resource both in supporting six winners of the Geovation Challenge "How can we improve transport in Britain?" and undertaking research relating to or in conjunction with these innovation developments.*

## Geovation winner – myPTP

### Research - Innovator and public awareness of, and attitudes towards, contextual design of innovative information services to influence travel behaviour: The myPTP case study

#### Overview

Innovation summary: myPTP concerns developing a personalised door-to-door travel planning tool "to encourage and enable employees to find out what travel (and non-travel) options are available to them so they can make an informed choice when deciding how they should travel". It brings together transport options that include car and public transport alongside car sharing and taxi sharing. It is membership based (drawing on Liftshare members' database).

Research summary: the research explored the awareness and attitudes of both innovators and users to socio-psychological aspects, meaningful to behavioural change, in the design and implementation of innovative information platforms, taking a 'case study' approach. Through the analysis of interviews with the innovator at three stages of the innovation process, and focus groups with users at the pilot sites, the research aimed to: (i) evaluate the process of the innovation; (ii) explore behaviour change paradigms from the innovator and users perspective; (iii) explore the process of users' engagement and participation; (iv) explore indicators of behaviour change, and how they might be related to the design features, and to the innovator's plans and expectations; (v) disseminate findings.

#### Outputs

- Research report (covering interviews with innovator and focus groups with users at several pilot sites) –  
[User participation in the design of innovative information services to influence travel behaviour: the 'myPTP' case study \[PDF - 1Mb\]](#)
- Planned academic article –  
Bartle, C. and Avineri, E. (n.d.). **Personalised Travel Plans in the Workplace: the Importance of Social Context**. University of the West of England, Bristol. [Abstract \[PDF\]](#)

## Geovation winner – Mission:Explore Research – Exploring the use of gaming to encourage families to cycle

### Overview

**Innovation summary:** This is an already establishing innovation that seeks to ‘help young people and families explore and experience the world in new ways through making new kinds of journeys’.

**Mission:Explore** provides young people (of varying age ranges, with different approaches for different ages) with missions to complete – activities to discover and undertake with points or tangible rewards available to incentivise.

**Research summary:** The supporting research aimed to investigate what currently happens when families play games in different scenarios, and how elements of game-playing create behavioural change amongst the family group. Qualitative research with a number of families investigated how families play games (electronic and otherwise), including motivation and outcomes. How game-playing is used by families to explicitly create behaviour change and how it might unintentionally change behaviour was examined.

### Outputs

- Final research report – [GeoVation ‘Mission:Explore’ – Final report \[PDF - 2.6MB\]](#)
- Planned journal paper – Clayton, W. And Musselwhite, C. (n.d.). **Can placing fun in the national cycle network motivate families to cycle more often?** University of the West of England, Bristol. [Abstract \[PDF\]](#)
- Planned conference paper – Clayton, W. And Musselwhite, C. (n.d.). **Getting Out There: Improving families’ experiences of cycling.** University of the West of England, Bristol. [Abstract \[PDF\]](#)

## Geovation winner – London Cycle Map Campaign Research - Context of cycle mapping in the UK

**Innovation summary:** Barriers to cycling in London are said to include concerns about safety and navigation – the need to consult (complex) maps as one cycles will tend to add to concerns about safety and compromise cycling experience. London Cycle Map’s Beck-style tube map representation of cycle routes across London is intended to overcome this with a relatively simple map and easy to follow on street routes. The innovation was promoted by an individual without significant resources and several barriers have been identified to its wider adoption.

**Research summary:** The aim of the research was to explore the interactions between public authorities and an individual ‘user’ innovator in the context of cycle mapping/wayfinding. This entailed two separate but related objectives: (i) to evaluate the progress of the innovation and the experience of the innovator as he attempts to garner support for the innovation; and (ii) to explore the attitudes of local authorities and other key stakeholders to cycle mapping and the opportunities or barriers which these might present to an innovation such as the London Cycle Map.

### Output

- Final research report - [Cycle Mapping in the UK and the ‘London Cycle Map’ \[PDF – 2.1Mb\]](#)

## Geovation winner - AccessAdvisr

### Research - Development and application of a theoretical framework to measure impact of crowd-sourced online travel information

#### Overview

**Innovation summary:** An estimated 10 million people experience mobility impairments that affect the accessibility of the transport system to them. The [AccessAdvisr](#) service aims to bring together a single source of pre-journey information to advise people on access issues. The information will come from both 'scraping' data from other existing sources and also user-generated data – information from users for users – 'embedding social networking links and a rating system will make it easy for people with limited mobility to pass on their recommendations to friends and peers'.

**Research summary:** The aims of this research were to understand the barriers/enablers to user contribution of data within this innovation, and to collaborate with ITP in order to develop and employ an appropriate evaluation framework for online travel resources incorporating user-contributed data. The specific objectives were to: (i) identify the barriers and enablers for the contribution of journey-related data by travellers; (ii) develop, in conjunction with ITP, an evaluation framework that can be used to assess the impact of the innovation; and (iii) undertake an evaluation of AccessAdvisr using this evaluation framework, to provide both formative and summative results.

#### Outputs

- Final research report -  
[A case study of 'grass roots' innovation: AccessAdvisr \[PDF\]](#)
- Planned journal paper –  
(using data from multiple innovations - Access Advisr, FixMyTransport and Cyclescape)  
May, A., Ross, T., Mitchell, V., Parker, C., Sims, R., Richardson, J. (n.d.) **The barriers and enablers to user contributed data within 'grass roots' innovation** [Abstract](#) [\[PDF\]](#)

## Geovation winner - FixMyTransport – Anywhere!

### Research - User-centred issues to for mobile data contribution and impact assessment: case study of FixMyTransport - Anywhere

#### Overview

**Innovation summary:** [mySociety](#) has a track record in this area with its [fixmystreet](#) product which allows people to lodge 'fault reports' associated with their local area and have this conveyed to the local authority for potential remedial action. A [FixMyTransport](#) web-based site for reporting issues with public transport has already been launched. The aim through Geovation was to be able to develop it to be more usable for mobile access – people are able to report a problem at the time it impacts/frustrates them.

**Research summary:** The aims of this research were to use FixMyTransport as a means of investigating user-centred issues with the contribution of data via a mobile device. The objectives were to: (i) investigate how travellers would want to report transport-related problems, using field and non-field based approaches; (ii) understand how the contextual influences on individuals impact on the motivation and ability to contribute data, using transport data as the specific topic of analysis; and (iii) undertake a user-centred evaluation of FixMyTransport in order to understand its impact on end users.

#### Outputs

- Final research report -  
[A case study of 'grass roots' innovation: FixMyTransport \[PDF – 0.5Mb\]](#)
- Planned journal paper –  
May, A., Sims, R. and Ross, T. (n.d.). **User contributed data: a case study of FixMyTransport.** [Abstract](#) [\[PDF\]](#)

- Planned conference paper –  
Sims, R.E., Ross, T. and May, A. J. (n.d.). **'I don't like to complain, but...': Crowd Sourcing of public transport problems.** Submitted to EHF2013. [Abstract \[PDF\]](#)

## Geovation winner - Crowd-sourced cycling solutions

### Research - The role of volunteered information in meeting the needs of decision makers: analysis of contributors and users of cycling campaigning information

#### Overview

**Innovation summary:** [CycleStreets](#) has been successful in its development of a cycle journey planner based on open-source data and data sharing. It has delivered greater use at a fraction of the cost it is said compared to Transport Direct's own journey planner. This idea pursued through Geovation was different however. The aim was to develop a service to help campaigners campaign. CycleStreets currently has a facility called 'Photomap' which allows problem reporting. However, the new offering seeks to provide a one-stop cycling advocacy web-based toolkit that will 'help them [campaigners] collect and catalogue these problems, prioritise them, and watch and respond to potential new problem/opportunities (e.g. planning applications). It aims to make discussion easier, involve people who cycle through specific areas, and focus debates to being solution-based, bringing in best-practice examples more easily'. What has emerged from the work undertaken is called [Cyclescape](#).

**Research summary:** The main aim of this research was to focus on the use of information by the key decision making stakeholders – eg the local authorities. The research also investigated the contribution of campaigning data by volunteer groups, and the role that that volunteered information plays in the success of the innovation. The objectives were to: (i) analyse the barriers and enablers for the contribution of campaigning data by cyclists; (ii) evaluate the role that user-contributed data plays in the decision making processes of budget holders such as local authorities; and (iii) establish how campaigning data should be represented to local authorities, with a particular emphasis on user-contributed data.

#### Outputs

- Final research report -  
[A case study of 'grass roots' innovation: Cyclescape \[PDF\]](#)
- Planned journal paper –  
Richardson, J., May, A. and Ross, T. (n.d.). **Campaign groups and local authority staff: the potential for a web based tool to support engagement.** [Abstract \[PDF\]](#)

## Survey of users of established innovations

#### Overview

Previous research within the project had helped provide some in-depth insights into society's relationship with ICTs in the context of travel, as well as user innovators' relationship with their users and their users' experiences and motivations. This piece of research sought to conduct wider surveys of users of four established user innovations.

#### Outputs

- [Summary of approach and findings \[PDF\]](#)
- [Full report - survey of wider response to Walkit \[PDF\]](#)
- Planned academic paper –  
Line, T. and Parkhurst, G. (n.d.). **Bottom-up, web-based creativity in transport: understanding the experiences and motivations of innovators and users.** [Abstract \[PDF\]](#)

## Co-design & evaluation of a user innovation

### Overview

Previous research within the project had focused on using the first stage of the co-design process to generate a breadth of innovative concepts for reducing use of the car for the work commute. This research built on one strong concept (or a combination of several concepts) by continuing the co-design process of co-creating a technology-supported 'solution' with Loughborough University staff and evaluating the outcome. The idea concept chosen was from a category that featured prominently within the ideas generated by the co-design group earlier in the project. This was in the category 'Knowledge/awareness' (from the Department for Transport's Behavioural Insights Toolkit) and sub-category 'Comparative/personalised information' (project's categorisation). Data on people's car travel over sample weeks was designed through a consultative process and then visualised and presented back to them. The response to different visualisations and to their own journey data plus (anonymised) data from other drivers was then assessed to determine the value of the comparative/personalised information for attitude/behaviour change.

### Outputs

- Research report –  
Elton, E., Ross, T. and Mitchell, V.A. **Co-design of personal travel visualisations**, Loughborough University. Full report [\[PDF – 2.2Mb\]](#)
- Planned journal paper –  
Elton, E., Ross, T. and Mitchell, V.A. (n.d.). **Visualising personal travel data to foster persuasion**. [Abstract \[PDF\]](#)