

Local Digital Fund: Next steps for Howbusyistoon.com



Ministry of Housing,
Communities &
Local Government

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let's talk
Newcastle

 hedgehog lab

Newcastle
City Council 

The logo for Hedgehog Lab features the word "hedgehog" in white and "lab" in blue, both in a bold, sans-serif font. The text is positioned in the lower right quadrant of a dark blue background. At the top of the image, there are two bright blue triangular shapes that meet at a central point, creating a stylized, abstract representation of a hedgehog's head or a similar geometric form.

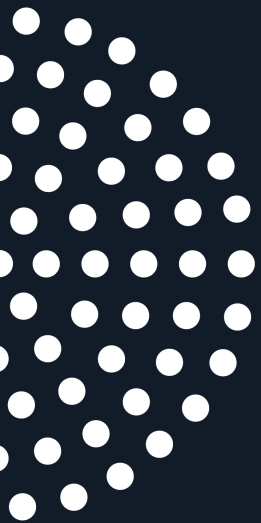
hedgehog
lab



Share data to help people make informed decisions about visiting their town centre, and to help them feel safe and encourage economic renewal

Phase 2 aims:

- Increase uptake and promote HBIT across a wider geography in an efficient and effective way
- Deliver a better user experience with safe travel and transport data
- Produce a guide that allows other councils to create their own versions of HBIT



Show and Tell Outline

Overview of How Busy Is Toon V2

Reviewing user testing feedback

Project next steps



How Busy Is Toon Site Demo

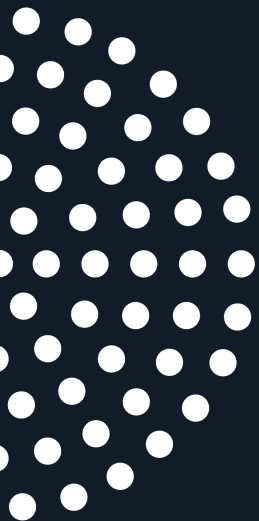


How Busy Is Toon User Testing & Feedback

**Built upon existing features
still useful post COVID**

**New transport tools and data
cater to a wide audience**

**The more data that can be
shared the better**



What do you like most about How Busy Is Toon?

It's like an information hub for Newcastle. How busy the roads are is most useful to me

Gen X Respondent

The parking and city centre page is most important to me but everything on here is really useful. It caters for a lot of people in different circumstances

Gen Z Respondent

The bus map is great. I might park a little outside of the city centre and then get a bus in so to have that information in real time is great

Millennial Respondent

ROADS

How Busy Is Toon

Your home for real time data

City Centre

Driving

Public Transport

About

Roads looking busy? Have you considered cycling or walking instead? Our useful links provide tools to help you plan your journey.

Coast Road (Corner House 2)



Walking or Cycling? >

Cycle Parking? >

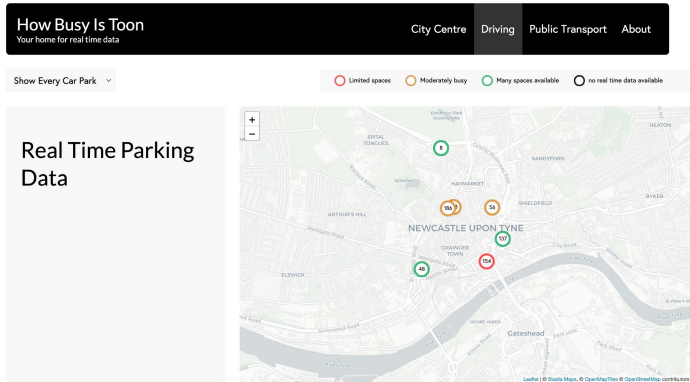
The cameras are good to see (driving). As a car driver you can see at a glance how busy they are. I would like to see maps for this. I would like to see if the roads had a busy status update for the buses and roads. It would be good to see a map for how busy the roads are but it's good to see the local road updates (NE Live Twitter) all in one place

Millennial Respondent

Oh so there are different cameras? That's good so you know where to come into town and also where to park even. Would these be on a traffic light system too? I think that could be useful. I don't mind driving in a busy city but my partner doesn't like it so this could help us figure out who is driving!

Gen Z Respondent

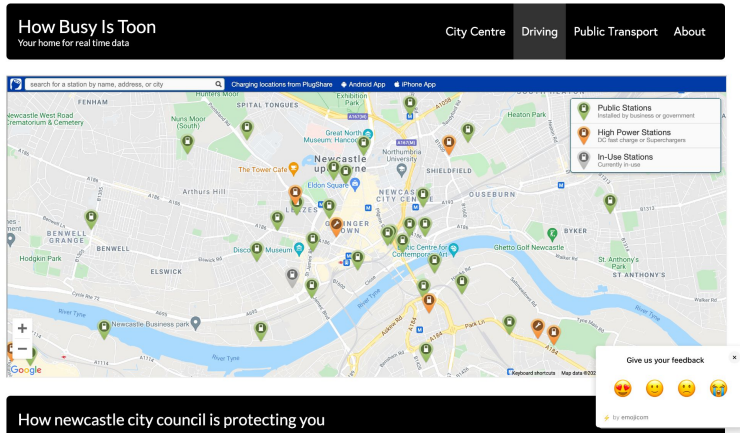
PARKING



I like this as I never know where to park. It's very helpful. This is something I would definitely use pretty much every-time i went into town. I've built up a little bank of car parks that are normally busy at different times so I cycle through them until I find one...or I'd use it when my family come to visit I never know where to tell them to park

Gen Z Respondent

EV CHARGING



I think this is interesting but you would need to know where there are chargers. Can you tell if they are being used? Can you plug it in and leave it all day?

Silent Gen Respondent

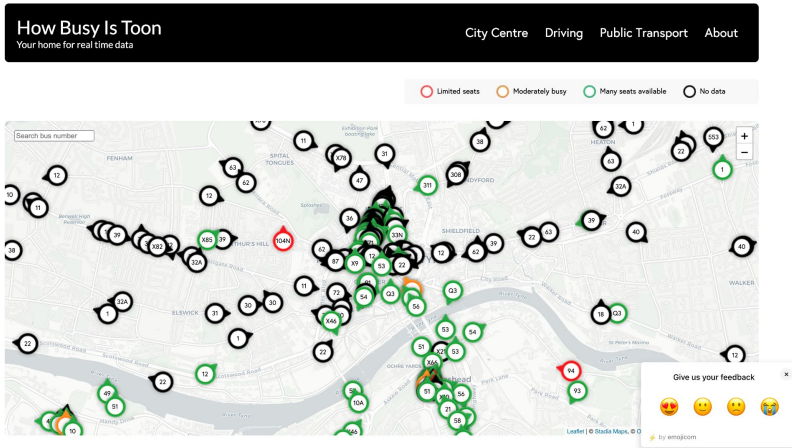
I'd see this EV charging data as 100% useful. We do want to go electric so it's incredibly helpful, really reassuring and would help me consider buying an electric car knowing theres data like this out there, and when we do own one it would encourage me to come into town. If I can easily get to this data it would encourage me to get an electric car

Millennial Respondent

It's good that it tells you where the charging stations are. I don't have an electric car but if you did this would be important. There are a lot more charging stations than I first thought. I would consider an electric car but the things hold me back are charging stations, although there are a lot more than I was aware of.

Gen Z Respondent

PUBLIC TRANSPORT



So i can see how busy the buses are and how many people are using the bus services? This is really good - I really like it. I like being able to have a helicopter view of all the services and then zoom in on the service im interested in

Millennial Respondent

This type of map isn't useful to me as I can get the x63 (on an app) on my phone and I can get live updates as to how the buses are running. I can look on my phone and it will tell me. I always use the Stagecoach app and I use it before i leave the house to get the bus times information.

Silent Gen Respondent

This is helpful. I don't use public transport much but i like that you can see how busy the buses are. When I got the train last week it made me nervous not knowing how busy it was so i think this is a really good feature

Gen Z Respondent

NEXUS

I think the Nexus Metro Busyness link is useful. I would normally drive in but if I looked (at the cameras) and it looked really horrible I would look at the public transport page and if the buses looked rubbish I would then look at the Metro busyness data.

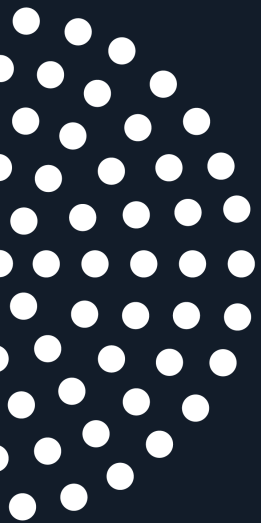
Millennial Respondent

Usability Feedback

- There are now more cameras however we observed that users were not noticing this. To fix this we've introduced camera icons in the drop down menus.
- During two of the tests we discovered that if a user had their browser set at a specific width there was potential for them to get stuck on the map content. The issue was explored with a fix being built into the maps to stop prevent this from happening.

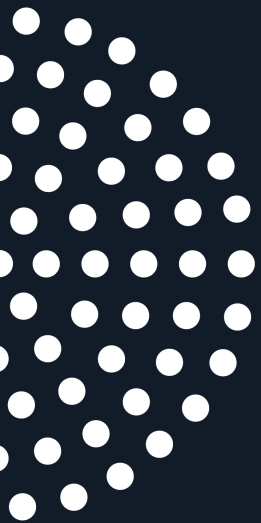
What else would you like to see included?

- Maps for roads with busyness indicators
- EV charging station information (in use)
- A live feed for users to send in tweets, eg, if an event is happening in the city centre users could tweet about it to let others know that it's impacting on how busy the city centre is.



Feedback from others

- Mike Warr - Essex DIZ
- Paul Armstrong - North Tyneside



Project next steps

- New release
- Monitoring and feedback
- Celebrating success

Thank you!



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