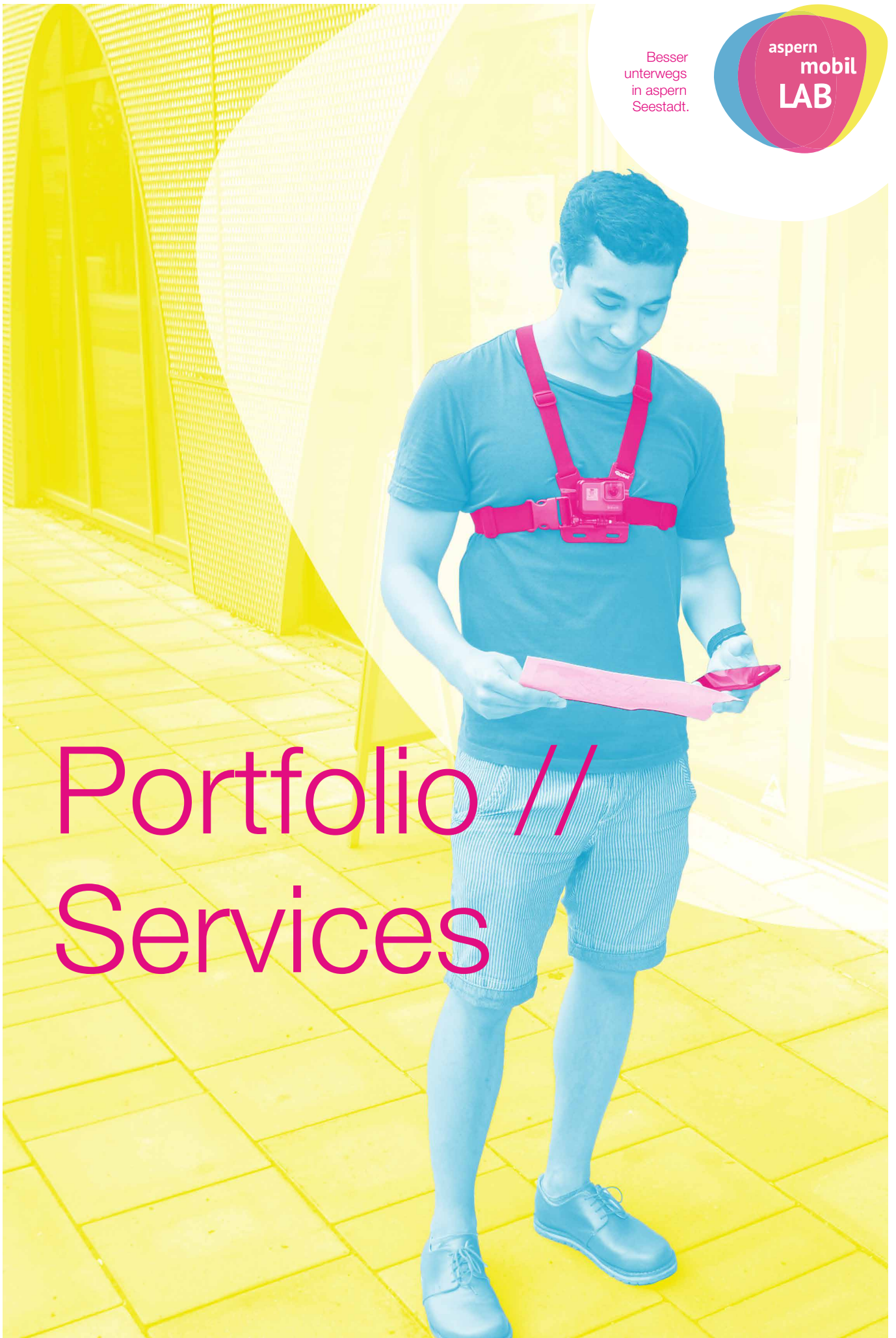Besser
unterwegs
in aspern
Seestadt.

aspern
mobil
LAB

Portfolio //
Services

Portfolio / Services

The aspern.mobil LAB supports research and development projects in several ways. Below you will find a selection of the services offered by aspern.mobil LAB. This portfolio is divided into basic and additional services. The project-specific tasks always have to be understood as a division of labour between the project sponsor and aspern.mobil LAB.

★★★☆☆

Basic services (free of charge)

Use of public relations channels	1
LAB Consultation hours (max. 10h/project)	1
Use of the spatial infrastructure (only in combination with additional services)	1
Invitation of specific user groups from the LAB database	1
Use of the technical LAB infrastructure (only in combination with additional services)	1
Presentation opportunity as part of the Donnerstagabend series	1
Participation in 'Uni in der Seestadt' events	1

★★★★★

Zusatzdienstleistungen (Kostenanteil wird projektspezifisch berechnet)

Phase	Category	Service	
Understanding	Exploring ideas	Catalogue of challenges	1
		Ideas competition	1
		Hackathon with students	1
		Ideation Workshop	1
	Developing and testing idea concepts	Cultural probe	1
		Design workshops	1
		Provocative props	2
	Understanding mobility in context	Usage patterns for mobility innovations	2
		Mobility behavior data and their contexts / intrapersonal mobility behavior changes	3
		Visualization and mash-up of data	3
		Target groups and personas in use cases	3
		Video recordings and analyses / life in public space	3
		Ethnography of contexts of use	3
		Aggregated key figures on mobility and transport in the aspern Seestadt	3
Implementing	Preparing experiments	Identification of scenarios and use cases	4
		Provision and guidance on technical infrastructure	4
		Development and coordination of the experiment	4
		Knowledge base on methods and innovation corridors	4
	Realizing experiments	Experiment on site (e.g. in public space)	5
		Activation of relevant user groups	5
		Ad-hoc consulting during experiments	5
	Evaluating and reflecting on experiments	Implementation recommendations from the experiments	6
		Process evaluation	6
		Summative evaluation	6
		Evaluation concept	6
Passing on	Networking with other cities and city districts	Communication of project results to relevant international partners	7
		Thematic excursions	7
	Demonstration of innovation	Implementation of a showcase in public space	8
		Organisation of stakeholder workshop	8
		Support Portfolio	8
		Presentation of an innovation at an event in the aspern Seestadt	8

Exploring ideas

- **Catalogue of challenges**

  For the duration of the innovation project, the project sponsors will have access to our collection of current challenges in the Seestadt on the topic of mobility. The catalogue also includes related aspects such as public spaces or electricity production and supply.

- **Ideas competition**

  An ideas competition offers the possibility to get ideas and solutions to the questions of the promoters from a broad base. The aspern.mobil LAB takes care of the planning and implementation of the (partially) public ideas competition. The winning projects are selected by a jury of experts, consisting of experts, local actors, residents, etc., as desired. The aspern.mobil LAB will moderate the meeting for selecting the winning projects. The project management organisation has to provide either implementation funding or prize money.

- **Hackathon with students**

  During the hackathon, students develop first prototypical solutions for a concrete problem or question within 1–2 days, which is specified by the project management. For this purpose, aspern.mobil LAB organises the hackathon with master students of the fields of study "Spatial Planning and Regional Development" and "Media Informatics". The results are presented at a final event and the winners are honoured. The concepts of the winning projects are to be paid for by the project sponsors either financially or in the form of employment.

- **Ideation Workshop**

  Ideation Workshops generate new ideas or develop existing ideas in a heterogeneous team. After a briefing with the project sponsor on the selection of participants, date and location of the process, acquisition and provision of the necessary materials and equipment for documentation, the aspern.mobil LAB will take over the preparation and implementation of the workshop. Following the workshop, the project sponsors will receive the documentation and the analysis of the results.

Developing and testing idea concepts

- **Cultural Probe**

  Through Cultural Probes project promoters gain a qualitative access to their target group. For this purpose, they receive specially designed materials, such as plans, postcards, objects etc., which not only enable them to investigate, but also provide inspiration and elicit creative reactions from the users. The analysed results provide design materials for the further design process.

- **Design workshops**

  Design workshops serve the joint development of new ideas, the refinement of existing ideas, products or services. In addition to methodological and technical expertise, this requires tools and materials that enable creativity and discussion and are made available by aspern.mobil LAB. Following a discussion with the project sponsors, we prepare and accompany design workshops. Subsequently, you will receive the analysis and documentation of the results.

- Provocative props

  With provocative props a design idea can be creatively represented, playfully worked on, questioned, experienced and discussed in context. Provocative props inspire the design and enable a critical examination of ambiguities and ambiguities of a design idea. The aspern.mobil LAB develops and executes provocative props before the results are analysed in the context of situations in possible contexts.
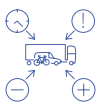
Understanding mobility in context

- Usage patterns for mobility innovations

  Based on the data obtained through the Mobility Panel aspern Seestadt, aggregated usage patterns (by socio-demographic clusters as well as social milieus) are provided for different modes of transport, depending on the needs of the respective innovation project. The temporal resolution as well as spatial depth depends on the particular research question.

- Mobility behavior data and their contexts / intrapersonal mobility behavior changes

  The mobility panel aspern Seestadt provides aggregated mobility behavior data (modal split, trip lengths, route choice, …) for the neighborhood according to socio-demographic characteristics as well as social milieus. A repeated survey over several years is planned, through which intrapersonal mobility behavior changes can also be determined (in addition to changes at the neighborhood level).

- Visualization and mash-up of data

  Based on data available to aspern.mobil LAB and provided by the project stakeholders, we create cartographic visualizations. In this context, merging of data sets or recalculations are also possible. The service is limited to already existing automated processes.

- Video recordings and analyses / life in public space

  Based on the respective questions of the innovation project, an investigation setting in public space is defined. The analyses are carried out using equipment on site and thus comply with current data protection regulations. The recordings enable statements to be made about interactions between road users and their environment. In addition, precise hydrographs can be generated for different user groups.

- Target groups and personas in use cases

  Personas help project stakeholders to focus ideas and characteristics of a product or service. They represent potential customers and embody their desires, concerns, knowledge, skills, and other underlying conditions. This keeps the focus on the target audience and excludes anything else that would distract a project.

- Ethnography of contexts of use

  Contexts of use provide information about the scope of users' needs. Using a broad mix of methods including open-ended interviews, participant observation, data and document analysis, and digital capture methods for self-ethnography, aspern.mobil LAB conducts survey processes and creates contexts of use.

- Aggregated key figures on mobility and transport in the aspern Seestadt

  The project promoters are provided with a collection of key figures on mobility and transport. These include, for example, information on the modal split at the neighborhood level, the degree of motorization at the building block level or multimodal traffic counts.
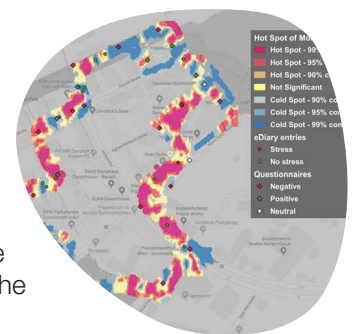
Preparing experiments

- **Identification of scenarios and use cases**

  The aspern.mobil LAB identifies real or fictitious situations in which users are expected to solve carefully selected tasks. By observing and subsequently analysing the given situations, solutions can be shown, potential problems identified or ideas provoked. From this, use cases are extracted, which can be dealt with centrally in further design steps.
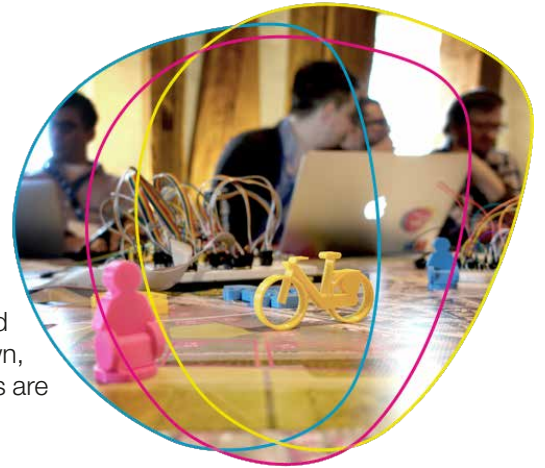
- **Provision and guidance on technical infrastructure**

  The aspern.mobil LAB has a broad technical infrastructure, which we also make available to project sponsors. Our team will provide you with technical and methodological training on the equipment provided. Optionally, technical support in the use of the devices can also be provided in the joint work with users or in the test procedures.

- **Development and coordination of the experiment**

  Experiments enable the testing of innovative ideas on both clearly defined and diffuse issues. They can take place in protected lab environments or directly in reality. The aspern.mobil LAB designs these experiments and prepares them for implementation.

- **Knowledge base on methods and innovation corridors**

  The ongoing development of methods in the aspern.mobil LAB has resulted in a large knowledge base of innovative methods in the fields of design thinking, mobility research and citizen participation. The project management agencies are advised specifically on the methods applied in the innovation project and provided with relevant knowledge modules from the state-of-the-art knowledge base.
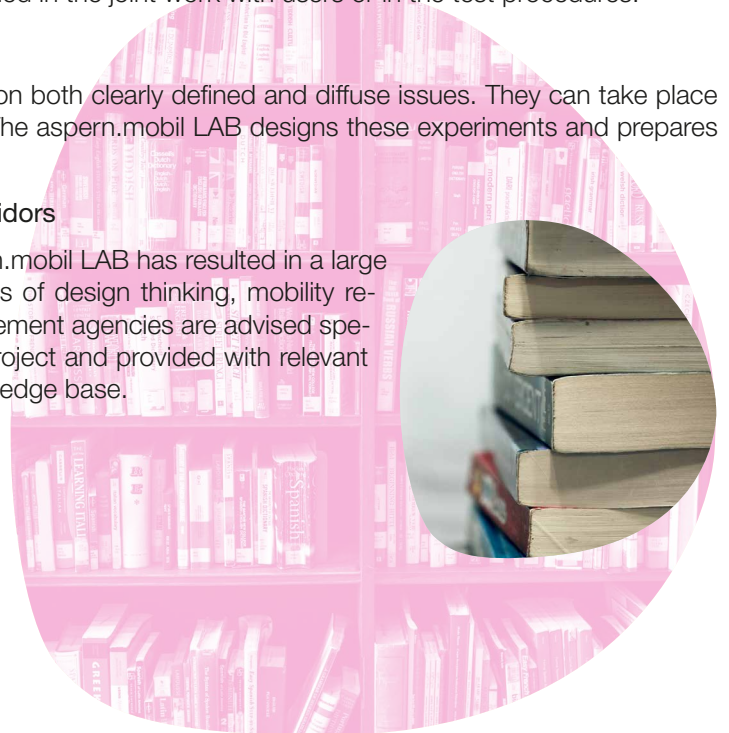
Realizing experiments

- **Experiment on site (e.g. in public space)**

  The aspern.mobil LAB implements experiments on site. To this end, it offers methodological, organisational and analytical knowledge, which is then used to reflect on the results. Project promoters receive a well thought-out and detailed result with all aspects of the experiments carried out for further use in their projects.

- **Activation of relevant user groups**

  For the respective experiments, relevant user groups are actively invited to participate, depending on their presence in the aspern Seestadt. The following communication channels of the aspern.mobil LAB are used for this purpose: E-mail distribution list, Facebook, Twitter, personal contact in the district during the OPEN.mobil LAB opening hours.

- **Ad-hoc consulting during experiments**

  During the on-site execution of the experiments, a member of the aspern.mobil LAB staff is available by phone for ad-hoc queries. The necessary core availability times must be specified in advance.

Evaluating and reflecting on experiments

- **Implementation recommendations from the experiments**

  Based on comprehensive documentation provided by the project management agencies and selective observations by the aspern.mobil LAB team during the experiments, you will receive recommendations for the implementation of your project. These include recommended follow-up steps regarding the current project and beyond (further funding, possible implementation partners, …).

- **Process evaluation**

  The aspern.mobil LAB conducts a formative evaluation of the entire innovation project or of sub-processes within it. For this purpose, sufficient lead time is required to prepare a well-founded and specific evaluation concept. A further prerequisite is a close willingness to cooperate with the project sponsors in the procurement of data and documents. The aspern.mobil LAB will provide you with regular feedback from the evaluation on the course of the process.

- **Summative evaluation**

  Summative evaluation is particularly suitable for innovation projects that have made further progress in the innovation process. An assessment of the effects of the completed measure is made. Depending on the type of innovation project, figures on market potential, transfer to other regions and system effects can also be derived. Apart from monitoring, the aspern.mobil LAB carries out all steps of the evaluation itself.

- **Evaluation concept**

  Based on the available documents of the innovation project as well as a starting workshop, an evaluation concept is developed. Depending on requirements, this may include the conception of a summative evaluation and/or a process evaluation. Precise indicators, methods and target groups are defined within the feasible framework of the innovation project. In a final workshop, the evaluation concept is discussed with the partners responsible for implementation and handed over.
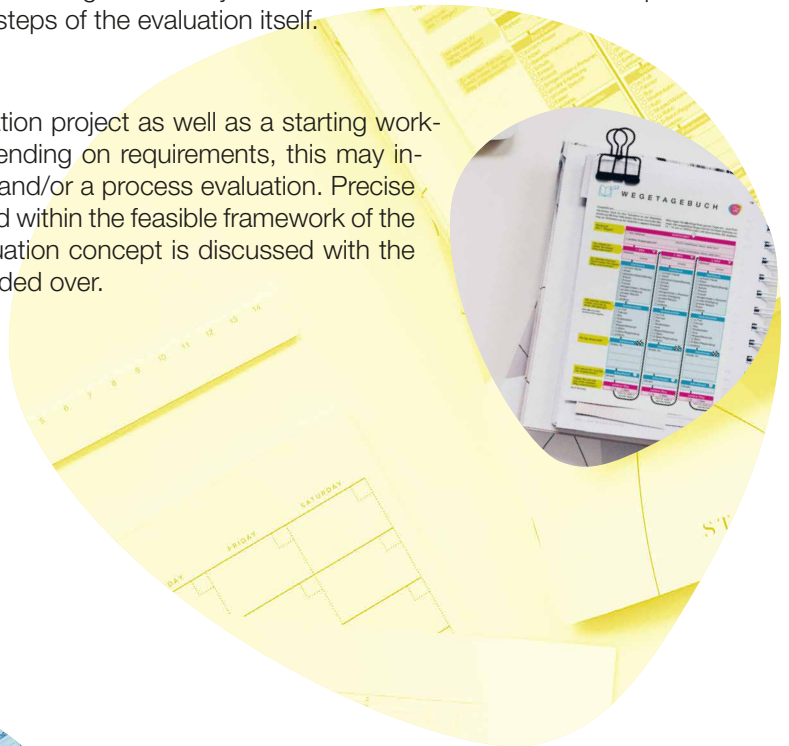
👥 Networking with other cities and city districts

- Communication of project results to relevant international partners

  The aspern.mobil LAB has a comprehensive network of international partners from the business community, the university sector and city administrations. Relevant results of the innovation projects are disseminated to the network via online channels such as Twitter and the newsletter. In addition, individual highly relevant actors are addressed directly and personally.

- Thematic Excursions

  Based on the new findings of the innovation project, an excursion through the aspern Seestadt will be organised for a limited and selected group of participants as an illustration of local topics and findings. The service only includes the realisation of the excursion on site, but not the coordination of the participants, travel planning, etc.

📢 Demonstration of innovation

- Implementation of a showcase in public space

  Together with the project sponsors, aspern.mobil LAB selects a location in the public space of aspern Seestadt for the temporary implementation of an innovation. The "urban beaches" (defined areas in public space for flexible use) are particularly suitable for this purpose. Subsequently, aspern.mobil LAB coordinates all necessary approval steps and coordination processes with the relevant stakeholders (City of Vienna, 3420, …).

- Organisation of stakeholder workshop

  The aspern.mobil LAB handles the entire organisation of the stakeholder workshop and moderates the event. The project management organisation has to provide and present the required contents in a prepared form. Part of the service package is also the organisation of appropriate premises and the handling of registrations. Relevant (local) stakeholders are identified together with the project sponsors.

- Support Portfolio

  Based on a clear presentation of the current product portfolio of the project sponsors, the aspern.mobil LAB will make recommendations for further development and supplementation. The starting point for this is the overview of existing and still needed solutions provided by the multidisciplinary team (digitisation, mobility, architecture, media design, …).

- Presentation of an innovation at an event in the aspern Seestadt

  The aspern.mobil LAB supports the presentation of an innovation within the framework of other events in the Seestadt (e.g. street festival, flea market, farmers' market, fair, …). Together, an exciting setting (parking space, presentation materials, …) is developed. The existing technical infrastructure of the aspern.mobil LAB can also be used for this purpose.
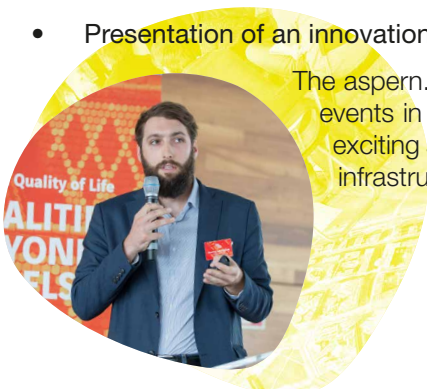
Basic services ★★★☆☆

- **LAB Consultation hours (max. 10h/project)**

  In addition to the agreed services, each embedded innovation project is provided with 10 hours of personal consultation on site in the OPEN.mobil LAB or by telephone.

- **Use of the spatial infrastructure (only in combination with additional services)**

  The hub of all activities within the aspern.mobil LAB is the OPEN.mobil LAB at Sonnenallee 26, a bright, well-equipped room that offers the perfect setting for workshops, project meetings, tests, etc. The room is centrally located on the "main street" of the aspern Seestadt, the Sonnenallee. It is also frequented by many pedestrians, which means that people can also be personally addressed from the OPEN.mobil LAB.

- **Invitation of specific user groups from the LAB database**

  Relevant user groups for events organised by the project executing organisations can be identified and invited from the aspern.mobil LAB's contact database. They can be selected, for example, with regard to their exact place of residence, participation in other projects or gender.

- **Use of the technical LAB infrastructure (only in combination with additional services)**

  A wide variety of technical infrastructures are available to the innovation projects (in combination with the use of an additional chargeable service) for conducting experiments. These cover the areas of human sensor technology, portable survey equipment, presentation and production as well as sensor technology and small electronic parts. A detailed list of the available equipment will be sent on request.

- **Use of public relations channels**

  The publicity channels of the aspern.mobil LAB can be used to advertise events and/or to announce project plans: These channels consist of a newsletter, Facebook account, Facebook profile (to post in relevant groups around Seestadt) and the website. Additionally, an Instagram and a Twitter channel are available. The digital reach of all these channels currently includes 1,700 people. Furthermore there have been very good experiences with analogue advertising on site, using posters and flyers.
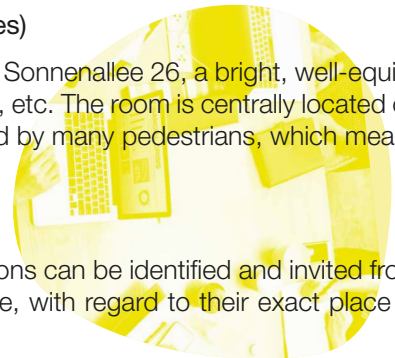
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