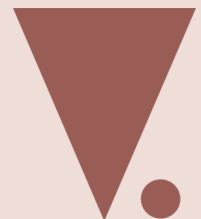


Let's play a game!

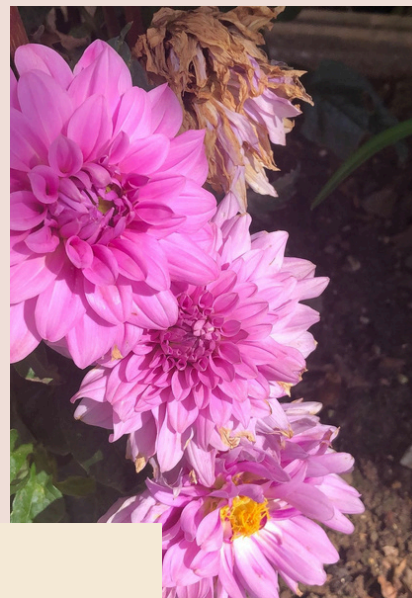


Let's give Our Walk App to an urban development expert and to a local citizen.

Then let's ask them to take pictures of what catches their attention in an area - things they appreciate and things they would like to be different.



What do they pay attention to?



Chances are that they'll see and capture very different things.



Now let's imagine...



**...we asked your grandfather,
your child, the mayor,
someone with a physical
disability, to do the same.**

It gets complex!



All of us perceive the city and relate to the city in different ways.

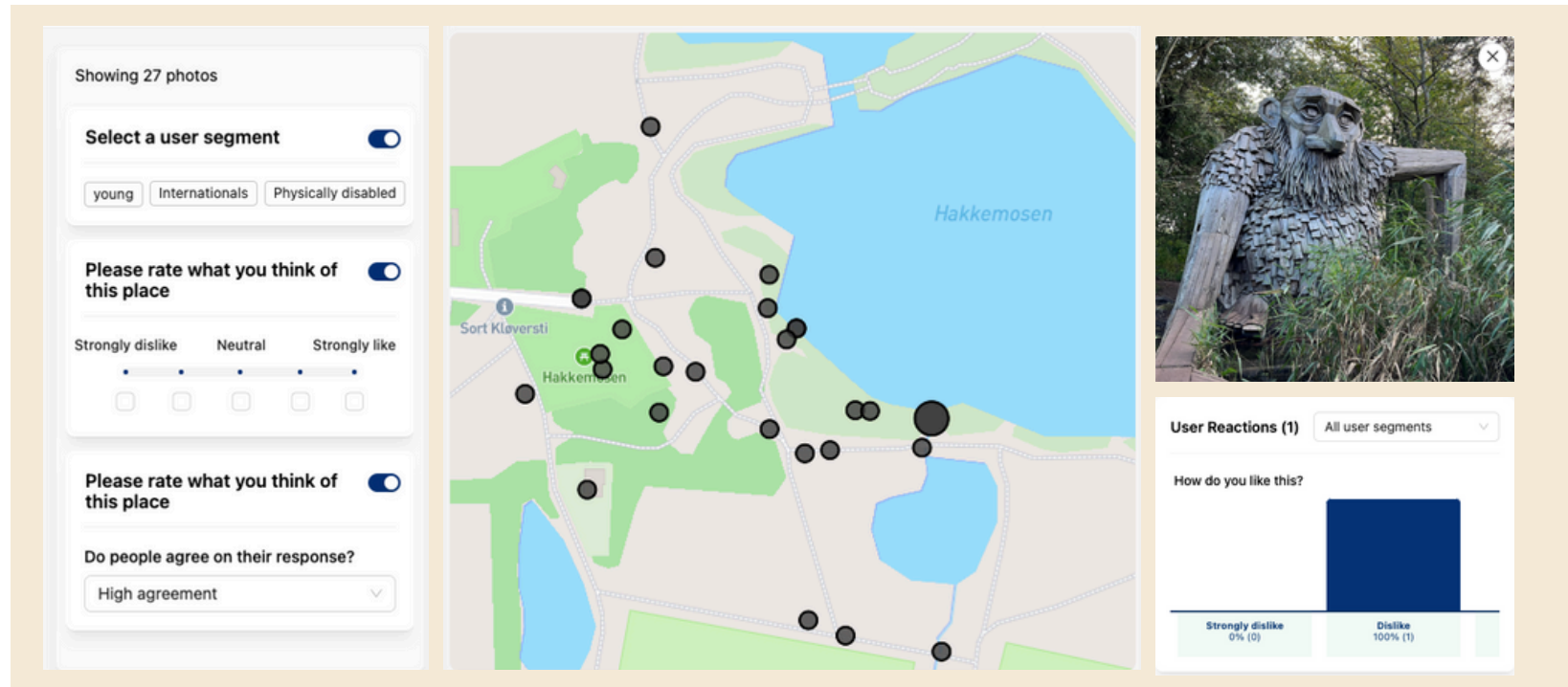
To facilitate deep and meaningful dialogue about the future of our cities, we need to be able to navigate the complexity of many different citizens and stakeholders' needs and dreams.

We turn urban complexity into a journey of discovery



At VOLCANO, we have developed a datascape, which gathers all the visual and textual data collected by users through Our Walk App, in a navigable interface.

Our Walk App's datascape



The datascape enables data-driven and more democratic planning processes.

It can be used as common reference point when discussing urban development across user and stakeholder groups.

Data can be filtered in many ways.

For example, you can group users together by segments and answer questions such as: What local facilities do different people like the most? Where are they disagreeing? What elements would they re-design and how?

Welcome to organised complexity!