



SMALL

User engagement plan

City of Amsterdam – iMaaS project



To read

Introduction

What is co-creation and why do we need a user engagement plan ?

Co-creation, in the case of the SMALL project, is an approach that enables its organisers to better understand the needs of end users and involve them (to a defined degree) in the creation of the mobility solutions. Managing co-creation requires dedicated preparation, time, and inclusivity, hence the relevance of creating a user engagement plan. Co-creation can be used in five phases of a project:



Co-identification

Framing the challenge, determining the stakeholders to be engaged, considering the context, and so forth.



Co-development

Brainstorm, decide and prioritise collectively on the solutions to be tested.



Co-implement

Plan and design collectively the preparation and execution of the selected solution.



Co-evaluate

Observe, assess and analyse collectively the impacts and processes of the solution tested.



Co-disseminate

Collectively share and spread information about the learnings of the pilot and the future of the mobility solution.



To read

What is a user engagement plan?

The user engagement plan should structure the questions related “why, what, who, when and how” to create a clear and meaningful co-creation approach. It defines the decision-making power of the different stakeholders and provides clear objectives and timelines. The user engagement plan is a tool that should support the pilot implementation plan and evaluation.

Why: Explain the motivations and the learning objectives of your team in doing co-creation.

What: Define what is influenceable through the co-creation and select the different co-creation steps you will use in your project.

Who: Identify the relevant target groups (end users) and stakeholders (partners) you need to engage with.

When: Define an indicative timeline for your pilot project and the different milestones (engagement events).

How: Select the different facilitation formats you will use in your engagement events



To read

This guide includes three different tools

Keep in mind that this guide should act as an iterative living document. As you progress within your co-creation journey, you also learn about new input you would like to add in your user engagement plan.

PowerPoint presentation

This presentation is your main guide to build a user engagement plan. Follow the different steps and complete the slides when necessary.

Stakeholders mapping excel

You will complete an excel file to identify and analyse the different stakeholders you'll involve within your co-creation journey.

*Already completed by
SMALL project partners.*

Co-creation timeline Miro

You will use a Miro board to plan and visualise your timeline for your co-creation journey.



To read

Terminologies to use

Before you get started, let's ensure we understand the following words in the same way.

People with reduced mobility

All people who have a difficulty when using mobility services, such as disabled people (including people with sensory and intellectual impairments, and wheelchair users, people with limb impairments, people of small stature, people with heavy luggage, elderly people, pregnant women, people with shopping trolleys, and people with children (including children seated in pushchairs).

User engagement plan

A planning document which structures the interaction with your end users and stakeholders in order to maximise learnings and create additional value for the delivery of your new mobility solution.

User engagement event

A specific event organised by your organisation with end users and/or stakeholders, as planned within the user engagement plan.

End users

They are the final users of your mobility solution. Within the SMALL project, these end users are people with reduced mobility and represent a wide variety of users with different needs.

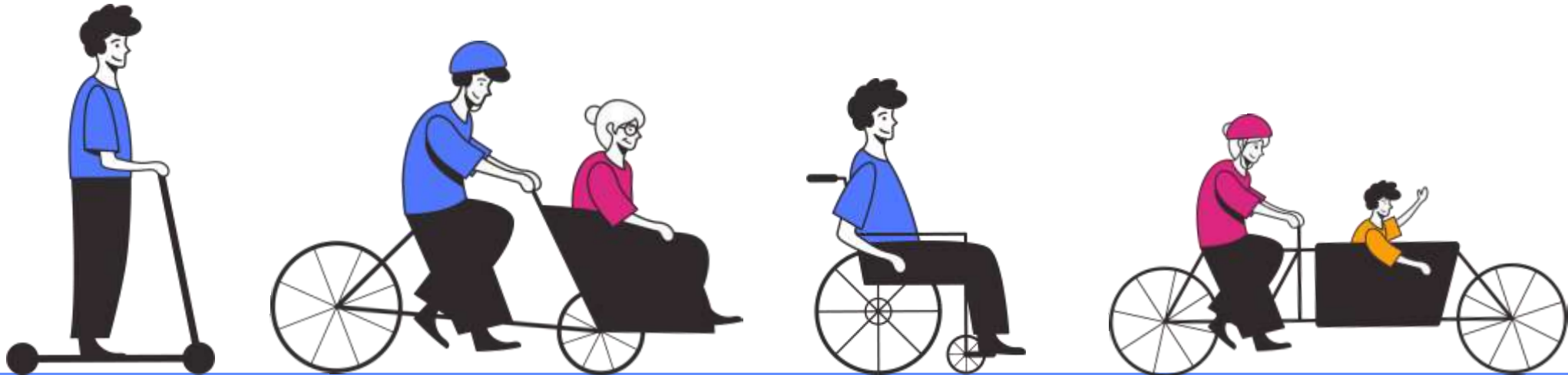
Stakeholders

All professional organisations with whom you will collaborate as part of your co-creation journey (e.g. public transport operators, associations and NGOs, shared mobility operators).



1. Define your co-creation approach

Decide on the learning objectives of your co-creation exercise and its contours .



To complete

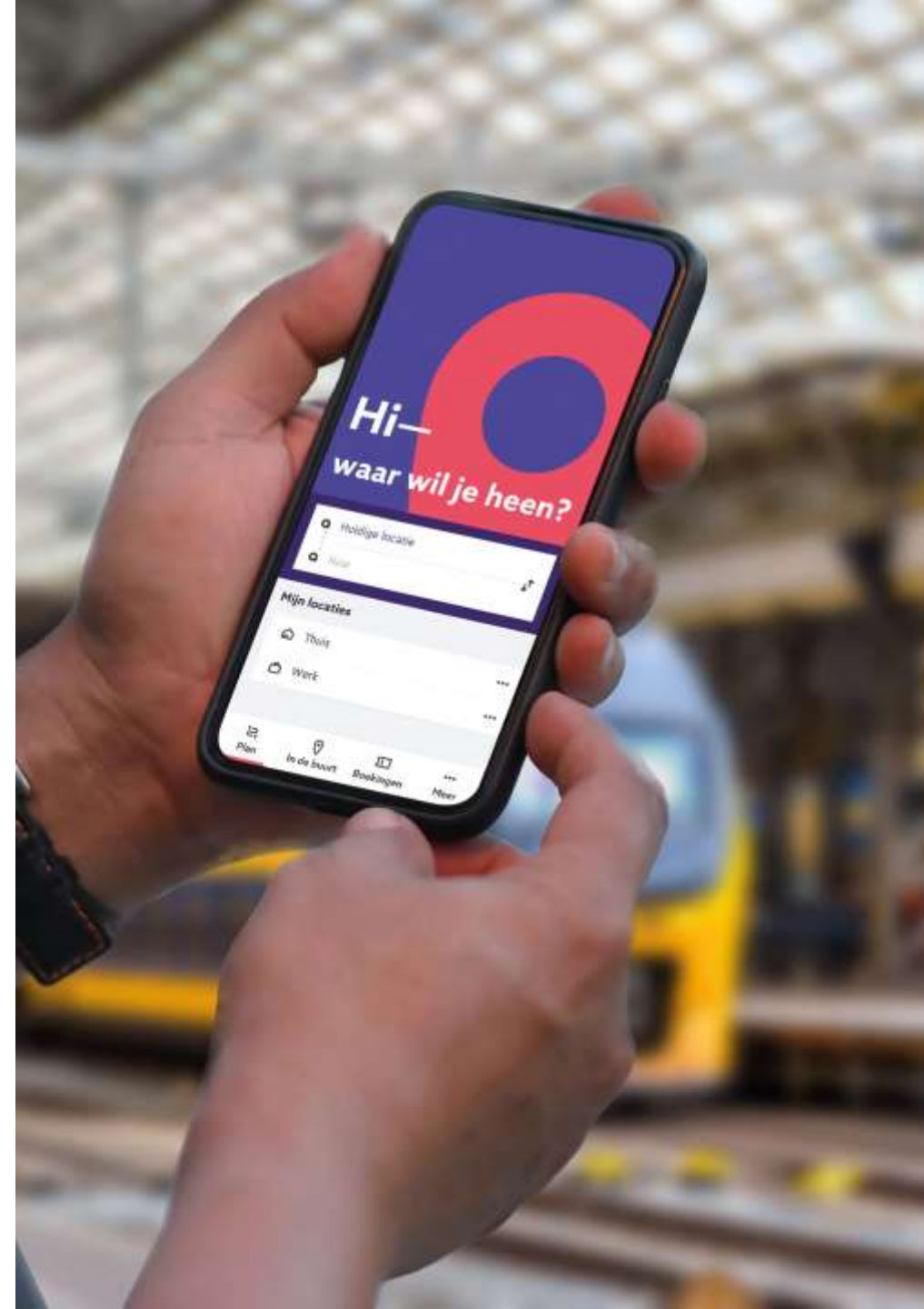
iMaaS



Our objective is to provide inclusive travel advice tailored to people with reduced mobility. The aim of this is to increase the use of conventional public transport relative to (expensive) paratransit.

We will do this by offering additional travel and accessibility information i.e. regular public transport options or via a voluntary transport service through a MaaS application for people with reduced mobility. This will include a helpdesk function and an emergency button in case the advised journey cannot be completed.

For this pilot we will cooperate with RMC, the paratransit provider in Amsterdam and the Transport Authority Amsterdam (Vervoerregio Amsterdam). This pilot is part of a broader vision on social transport in Amsterdam.





To read

Impact Statement

Use the information of the previous slide to write an impact statement for your pilot. What is the impact you want to create? Include the following information:

Information include	to	Short explanation
Why		What is the reason for your pilot?
What		What is the impact you want to create (positive change)?
How		What is the path to this change?
Takers		Who may reuse your work?
End users		Who will benefit from your pilot?
Scale		Figures to specify the level of impact
Timeframe		Clarify the timeframe of your pilot





To complete

Impact Statement

iMaaS aims to improve the mobility of people with reduced mobility who rely on paratransit in Amsterdam **[WHAT, END USERS]**. We aim to do this by providing an application and helpdesk for users to plan and book trips with public, para- or volunteer transport accounting for their specific mobility needs **[HOW]**. By the end of this project **[TIMEFRAME]**, we will deliver this application and helpdesk thereby facilitating people with reduced mobility to make use of all transport options in the city **[SCALE]**.

Still missing: WHY – What is the reason for your pilot?





To complete

Why do you need co-creation?

- The user group we are aiming at is relatively small (compared to the population of the city) and they have very specific demands with respect to mobility. Co-creation ensures that the service we develop meets these very specific demands.
- Many different initiatives working on PRMs. Co-creation allows us to prioritise between the various initiatives together with the target group.
- Service adoption: involving the future users in the creation, it increases the probability of adoption.
- There are several complex elements to the whole service, it is wise to involve the end users in the most important elements – to prioritise and clarify the different elements, to create a more intuitive experience.





To complete

What – define your participation sandbox

Make clear what the co-creation approach can influence

What is not negotiable

- All the mobility services will be on the app (paratransit, voluntary organisations, conventional public transport)
- Geographically limited to the City of Amsterdam
- Pricing of the different services
- Availability of the services

What is negotiable (listed by priority)

- Displaying functions of the different mobility services for a user
- Design elements of the application
- We will have a helpdesk, this could be something to be co-created with end users
- Reward system
- Guarantee system (is it a key element for their choice to use public transport, is it a must have or nice to have).

To complete

What – co creation steps to use

Select the different steps that you need to focus on during your co-creation. Use slide number 2 to help you understand each step.



1. Co-identification

In this step we want to truly understand the intricacies of the problems faced by the user group. This involves surveys, interviews and focus groups with our user group.

2. Co-development



In this step we want to validate ideas and prioritise the various options available for addressing the problems of the user group. This will be done with a test panel.

Co-develop with the paratransit users, but we need to involve Client... in the process.

3. Co-implement



What do you intend to achieve ?

4. Co-evaluate



In this step we will evaluate the solutions that we have developed together with our user group. This will allow for further refinement. This will be done with a test panel.

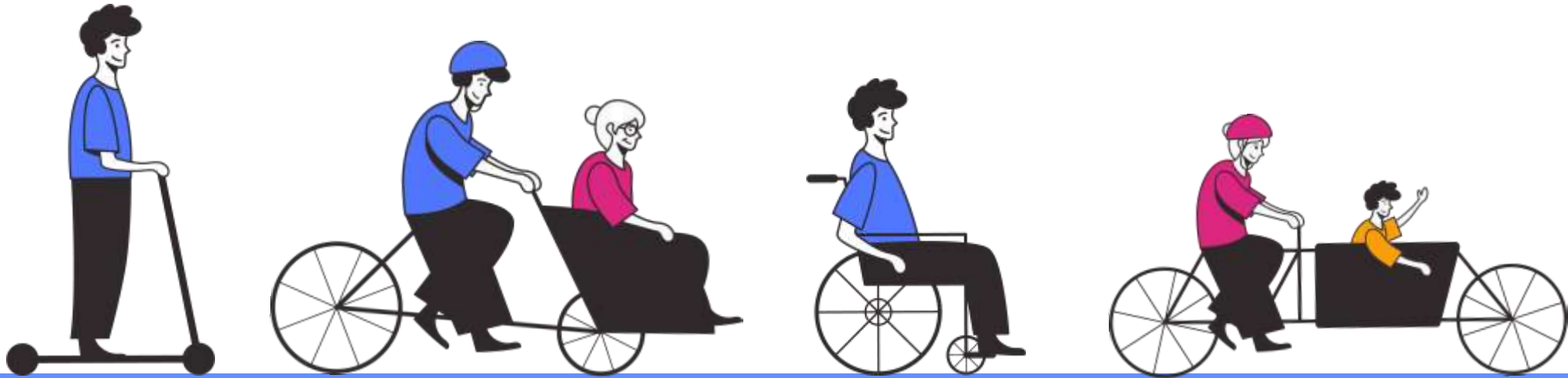
5. Co-disseminate



Find ambassadors of the system to disseminate the possibilities and the advantages of the iMaaS.

2. Identify your partners

Get to know your end users and the stakeholders to work with



To read

Who – identify your end-users personas

Get a clear picture of the people you are developing this project for. Be as precise as possible ; it is up to you to define how you want to differentiate end users, in other words, how targeted you want your approach to be. **Try to cluster them into 2-3 groups.**

Description

Give them a name, an age, explain where they live. You can provide more information like socio-economic profile, technological awareness.

Also explain how you can reach these target groups.

Interest in the pilot

Explain how your pilot aims to support these end users in their mobility needs.

Mobility patterns and needs

Explain how these people move and what are their needs related to mobility (e.g. going to the hospital, care activities...).

Provide any data you have about this target group.



To read

Diversity of personas

There are many different realities in the wide categories of children & families, the elderly and people with physical impairment. We have identified the following sub-categories to take into consideration.

Wheelchair user
requiring a companion

Parents with small
children

Visually impaired
people

Wheelchair user not
requiring a companion

Independent children
and young people

People without access or skills
to use internet/smartphone

Walking aid users
requiring a companion

People with poor
balance

Elderly people

Walking aid users not
requiring a companion

People who can only
walk short distances

People with learning
disabilities

To read

Use the first insight

To learn more about the target groups of the SMALL project (children and families, the elderly and people with physical impairment), read our latest insight.

It will help you to learn more about the end users you are trying to reach.



To complete (copy paste this slide to present each end-user persona)

People with permission to use paratransit provided by RMC.

Description

Mixed user group of elderly people, people with physical impairment and others.

They live and move in Amsterdam and beyond. There are approximately 60,000 people with permissions to use paratransit.

RMC knows these end users and has personal contact with them (via the helpdesk and via the drivers).

Mobility patterns and needs

50% of them make use of both public transport and additional public transport.

They use the paratransit services for the following reasons:

- Rehabilitation and health care reasons
- Visit family and friends
- Other social activities



Interest in the pilot

The pilot will provide more travel options for these users thereby increasing their mobility.

It might become cheaper for them than the paratransit.



To complete (copy paste this slide to present each end-user persona)

People not yet eligible to use paratransit (less mobile but do not yet meet the criteria to use paratransit).

Description

Diverse group, some acquainted with PT, some depend on driving skills of partner. Might need to switch to PT once situation changes (i.e. partner deceases). Difficult to contact them given the diverse nature of the group and the fact that they aren't accessible via the paratransit provider.

The department responsible for paratransit (working with RMC) is also responsible for all the social services in Amsterdam. This is a way to reach these people.

Mobility patterns and needs

A study was done, more information can be added.

Largely unknown. They do not make use of paratransit.



Interest in the pilot

This group is interested in transport options that keep them mobile without access to paratransit. If people are denied access to paratransit they might feel disappointed, and acceptance of a non-paratransit solution will be low.



To complete through the excel

Who – identify the stakeholders to work

Understand the ecosystem of stakeholders you need to partner with

During your co-creation process, you will have to interact with different stakeholders for various reasons. Some partners may help you to reach and work with end users (e.g. NGOs, elderly councils...etc.), others may be directly involved in the provision of the mobility solution (e.g. public transport operator, shared mobility operator).

Use the following excel table to identify and analyse your different stakeholders (**already done by SMALL partners**)

[Link to the excel of Amsterdam.](#)

Present the 2-3 most important stakeholders with whom you will collaborate in the next slides.



RMC – Paratransit provider Amsterdam

Understand the ecosystem of stakeholders you need to partner with



Organisation name and description

RMC – Paratransit provider Amsterdam

They operate transportation services for people with reduced mobility.

Influence of the stakeholder

We need them during the whole course of SMALL. RMC not only needs to provide services to their clients but also are needed to implement and change the digital backbone to run the pilots and learn from them.

Interest in participating

Indicate also here if there is a need to finance the stakeholder for him to participate in the co-creation.

Part of the contract is a maximum number of kilometres per user with paratransit. This means that RMC has a motivation to select only the trips that are the most cost efficient for them.

Risk management (highlight)

High Power – High Interest = Manage Closely

High Power – Low Interest = Keep Satisfied

Low Power – High Interest = Keep Informed

Low Power – Low Interest = Monitor

Who – identify the stakeholders to work with

Understand the ecosystem of stakeholders you need to partner with



Organisation name and description

GVB Public Transport Operator

They operate metros, tramways, buses.

Influence of the stakeholder

Slightly less important than RMC but needed to incorporate some pilots/activities. Info and training of regular PT-drivers might be needed to welcome all in PT.

Interest in participating

They are eager to participate because in the long run this will increase PT use, they will get more clients. Must cooperate with other stakeholders. Cooperation of PT-personnel by providing a warm welcome to all PT-users (also those with limitations) is key in making the transition a success.

Risk management (highlight)

Low Power – High Interest = Keep Informed

Who – identify the stakeholders to work

Understand the ecosystem of stakeholders you need to partner with

Organisation name and description

Several volunteer transport services

These are small organizations with their own volunteers, vehicles, users and scope. Must feel part of the transition without losing their own identity.

Influence of the stakeholder

For short trips these organisations are needed as an alternative to paratransit.

Interest in participating

These organisations want to serve their users as best as possible. iMaaS can provide the possibility for users to plan their trips better and can help the service to find more users. They can use the help of a professional organisation like RMC in their operations. This includes things like booking, planning, insurance and parking.

Risk management (highlight)

Low Power – High Interest = Keep Informed

Clientbelang

Understand the ecosystem of stakeholders you need to partner with

Organisation name and description

Clïëntenbelang Amsterdam is an independent advocacy organization with the goal of improving the quality of life of people with mental, physical or intellectual disabilities, the chronically ill, vulnerable elderly and informal carers.

Influence of the stakeholder

This organisation is involved in several projects with the municipality and is seen as the primary organisation for representing the needs of people with reduced mobility. They can escalate issues if their needs are not met.

Interest in participating

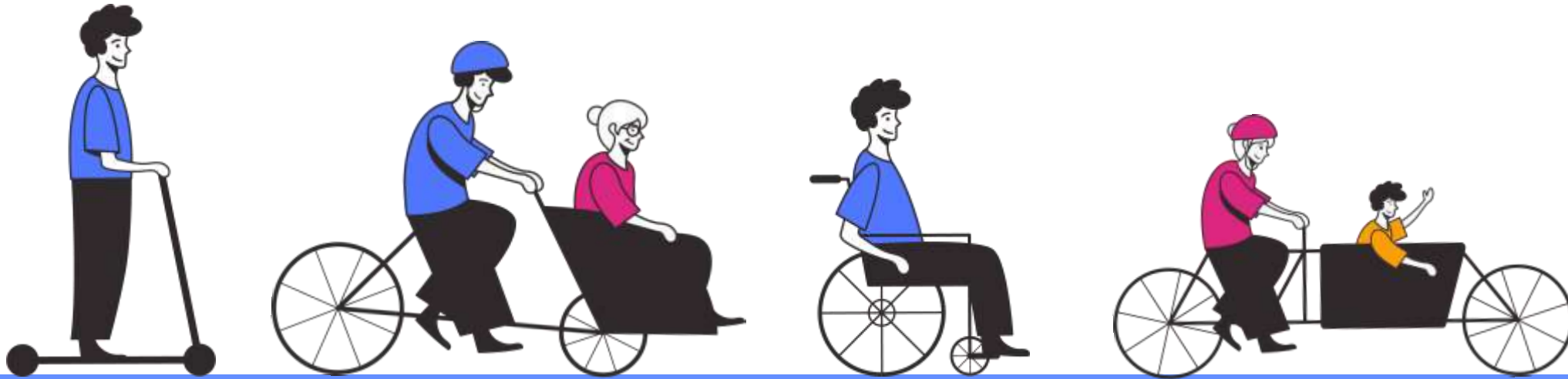
This organisation is interested in ensuring that transport options in Amsterdam are suitable for people with reduced mobility. They represent the users in this project.

Risk management (highlight)

High Power – High Interest = Manage Closely

3. Draw a timeline of engagement

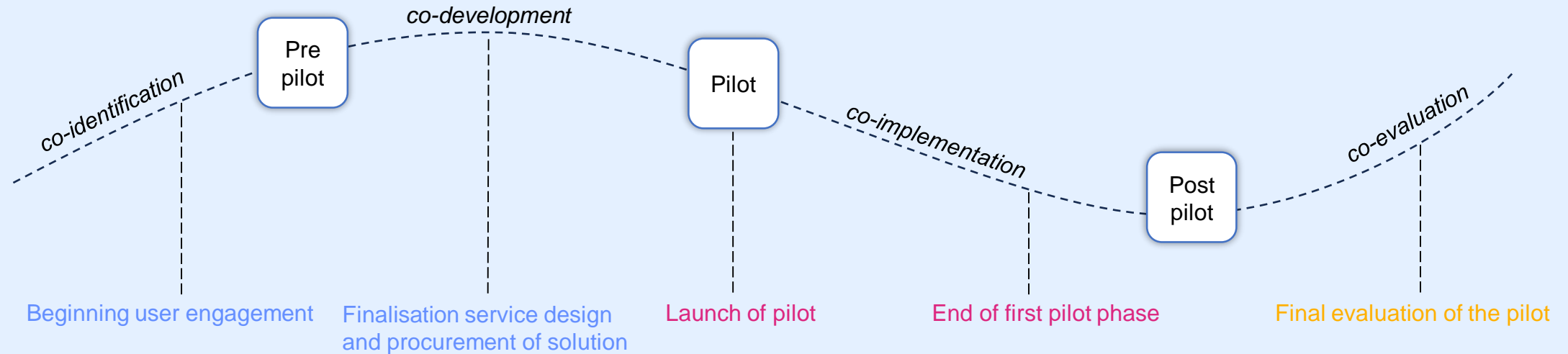
Present a clear co-creation process and prepare your co-creation events





To read and complete through Miro

Build a timeline



Your co-creation approach needs a clear planning to engage with end users and stakeholders, and to create coherence between the different activities. You should carefully plan each co-creation event, its objective, and its format. The timeline is structured with three main stages (pre-pilot, pilot, post-pilot).

The SMALL project has created a MIRO board to plan your co-creation timeline, [available here](#).





To read

User engagement events

Throughout your co-creation journey, you will have to organise several events with end users and various stakeholders.

Within the MIRO board, we have created a library of facilitation formats that you can use to organise such events. It is important to choose the right facilitation format based on your co-creation steps, the target groups and the learning objective of your event. The level of participation and creativity in your engagement event will vary based on the above criteria.

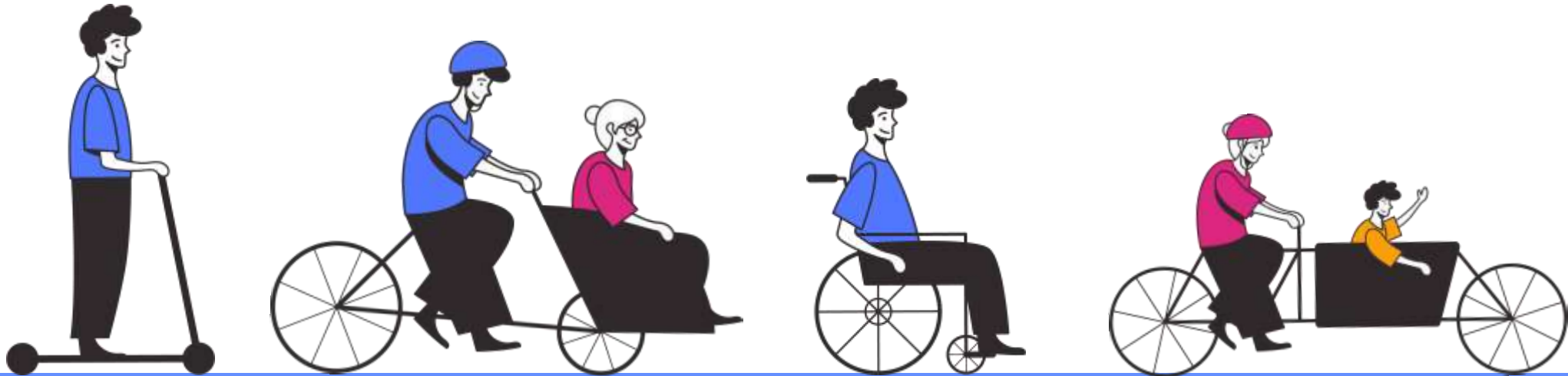
To support the preparation and monitoring of your user engagements events, we have also created a template you can use to prepare for an event and organise the lessons learnt from it, [available here](#).

Activity Card	Short description	More information														
	<table border="1"><thead><tr><th colspan="2">Survey</th></tr></thead><tbody><tr><td>Short description</td><td>With a questionnaire, you can collect a lot of information on specific topics and allow respondents who would otherwise not take part in the co-creation process.</td></tr><tr><td>Co-creation phase</td><td>co-identify, co-develop, co-evaluate</td></tr><tr><td>Duration</td><td>several days to weeks</td></tr><tr><td>Mode</td><td>offline-online</td></tr><tr><td>No. of participants</td><td>large group</td></tr><tr><td>Ethics</td><td>high</td></tr></tbody></table>	Survey		Short description	With a questionnaire, you can collect a lot of information on specific topics and allow respondents who would otherwise not take part in the co-creation process.	Co-creation phase	co-identify, co-develop, co-evaluate	Duration	several days to weeks	Mode	offline-online	No. of participants	large group	Ethics	high	<p>CONDUCTING A SURVEY</p> <p>Surveys are effective for co-creating with people with physical impairments and elderly people due to their accessibility, anonymity, and convenience. They allow for diverse and widespread participation, collecting both quantitative and qualitative insights in a cost-effective and time-efficient manner. Surveys can be conducted both online and offline, accommodating those who may not have access to smartphones or laptops. While surveys offer valuable data, combining them with other methods (e.g., interviews, focus groups, observational studies or participatory design workshops) ensures a more comprehensive understanding of the unique needs and preferences of people with physical impairments or elderly people.</p> <p>You can find more information on the following websites:</p> <ul style="list-style-type: none">https://usability.gov/newsletters/https://sensiam.austlii.edu.au/questform.pdf
Survey																
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4. Maintaining a relationship with your end users and partners






Define communication channels with your participants



To complete

How will you maintain a relationship with your end users ?

Some best practices include

-  Gather email addresses
-  Create a WhatsApp group
-  Build an online platform
-  Project's venue
-  Use existing communication channels of your stakeholders

Tip: Always share your co-creation timeline with your participants so that they have a clear idea of your process and know what to expect from you and when.

Communication tools

- Using the communication channel of Cliëntenbelang ; somebody at the municipality maintains a relationship with them. It's a formal relationship.
- RMC has their own group and they maintain relationship via email with them
- Creating a sub-group of the users of the paratransit organisation.
- Adding a chat on the iMaaS for users to provide feedback (idea stage)
- Helpdesk

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**Interreg
North Sea**



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