DATA VISUALIZATION

@NEW & OLD TRANSIT

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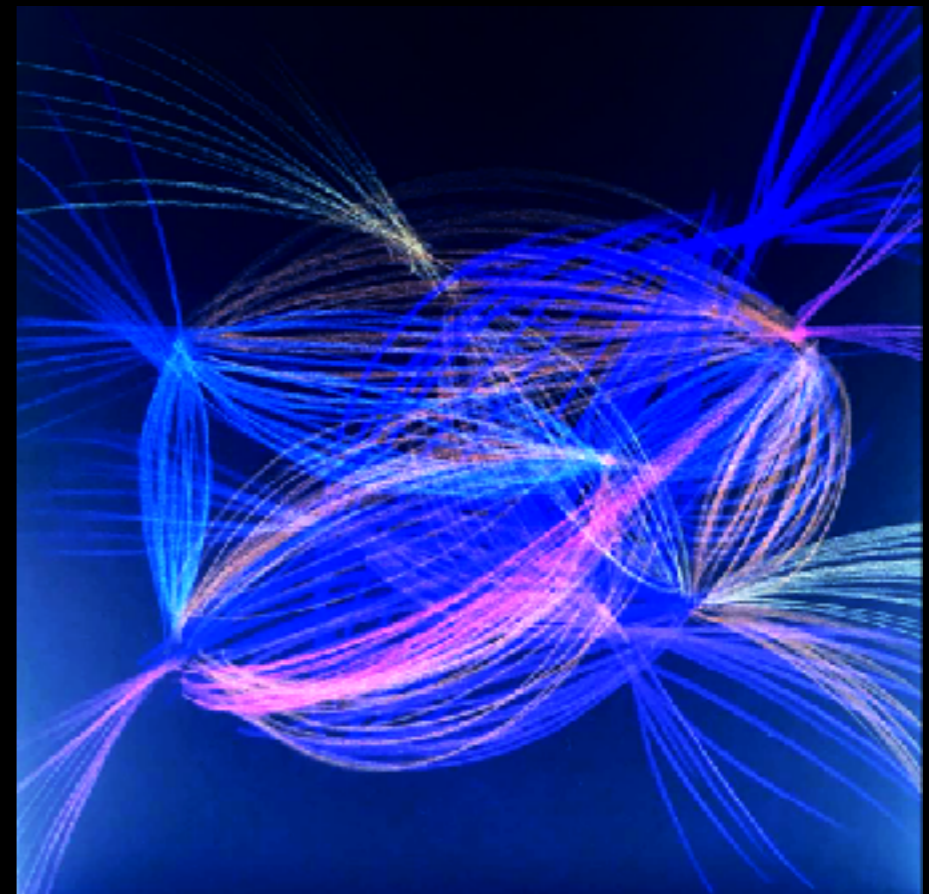
Why is Car sharing?

Sharing Mobility service is **everywhere.**

Power of Data reveal

Pattern discovery

Data consumption

Storytelling

inspector to problems

ELEMENTS OF car sharing

Variable

Data Type

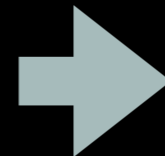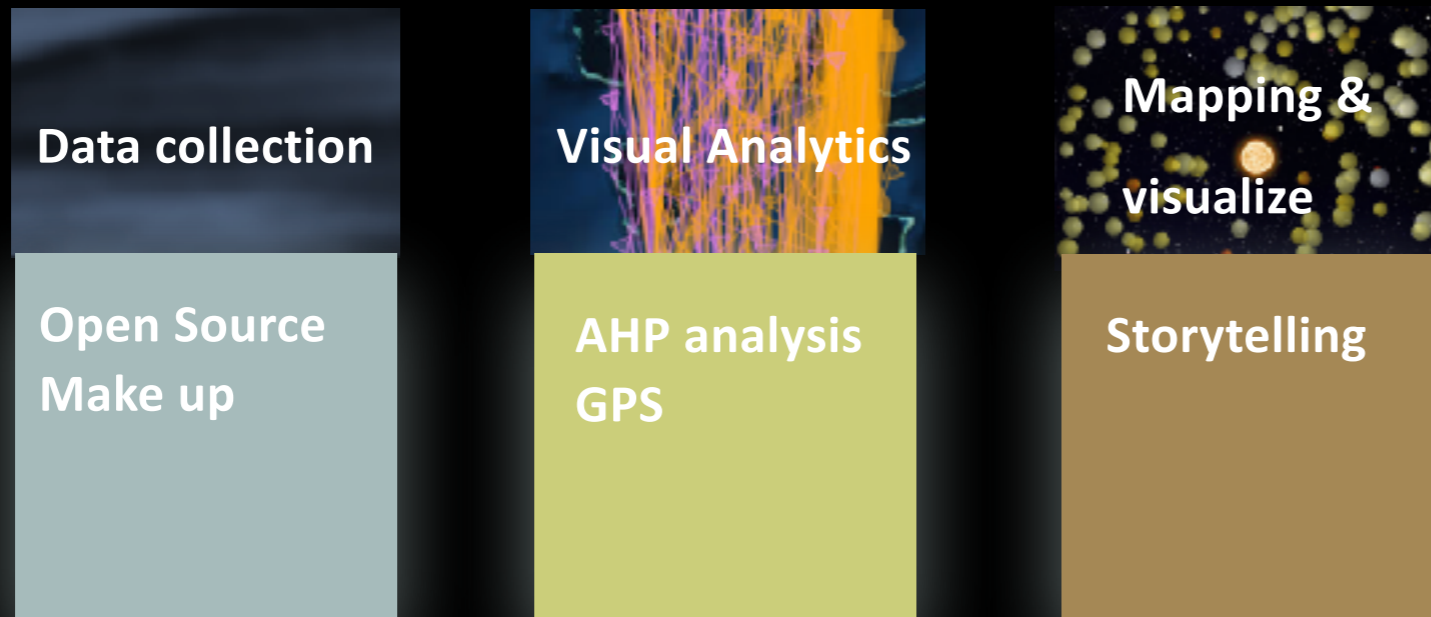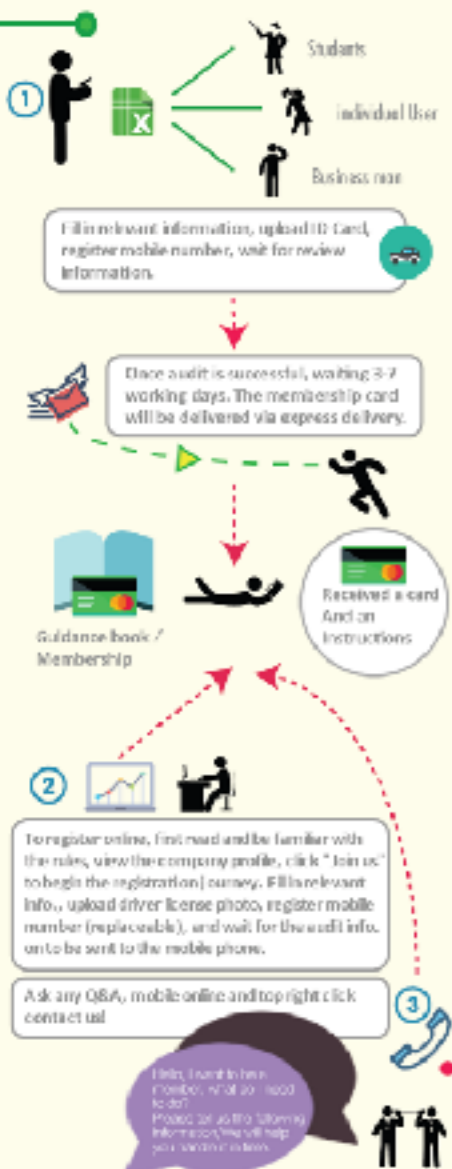| Variable		Data Type
Potential Users		Colour Hue / Shape
Purpose of Trip		Colour / Shape
Density of OD (original to destination)	➡	Length / Orientation / size
Degree of Purpose Overlap		Opacity / Colour Saturation
Residence Area Distribution		Map shape / colour / position X&Y
Rental time		Position X&Y

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Schedule column

Data collection

**Open Source
Make up**

Visual Analytics

**AHP analysis
GPS**

**Mapping &
visualize**

Storytelling

THE JOURNEY OF ZIPCAR

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Zipcar in Paris

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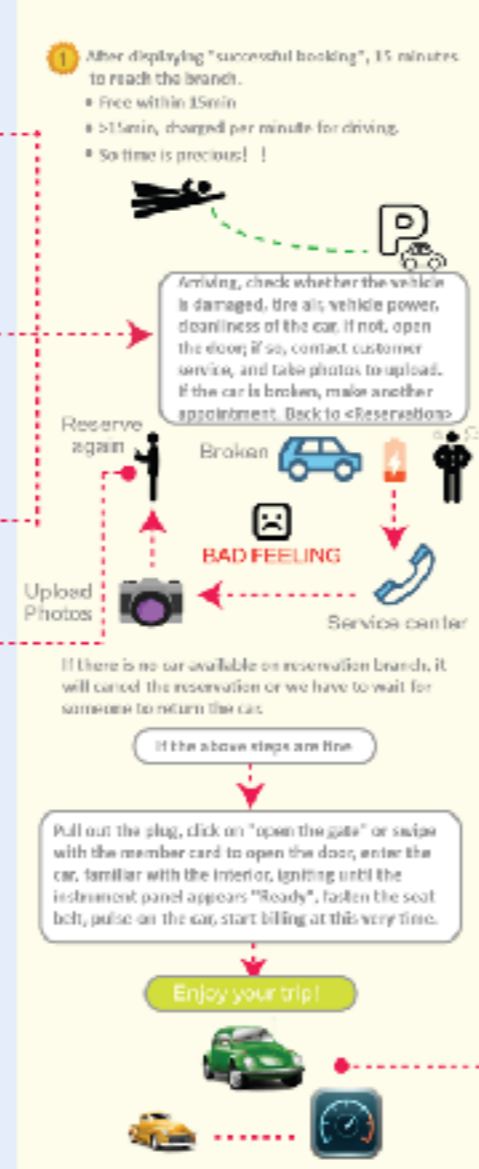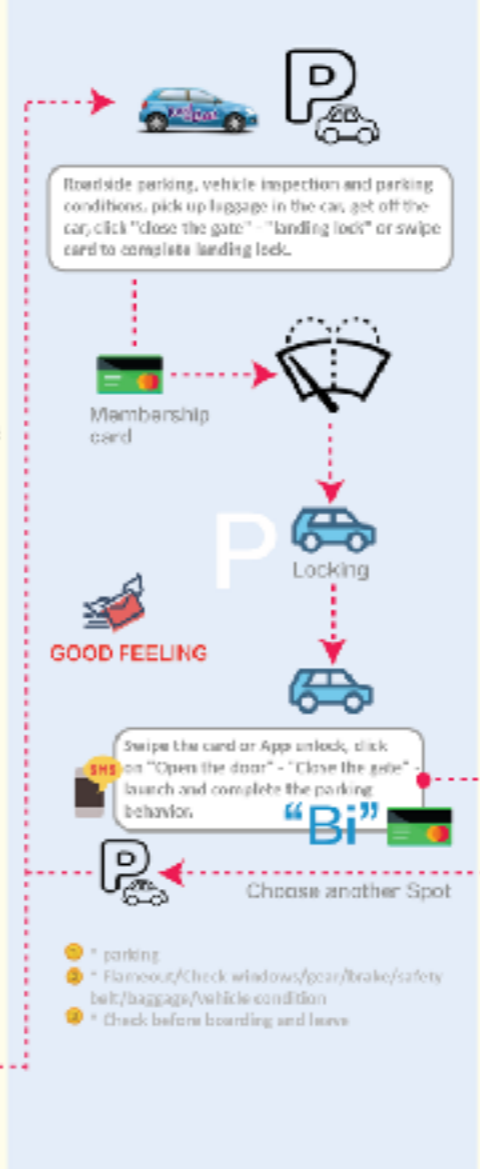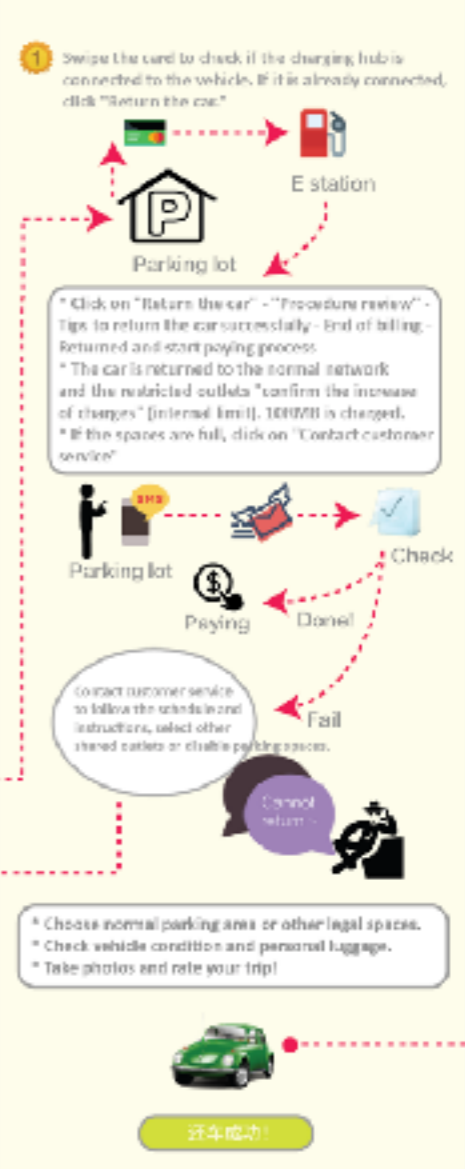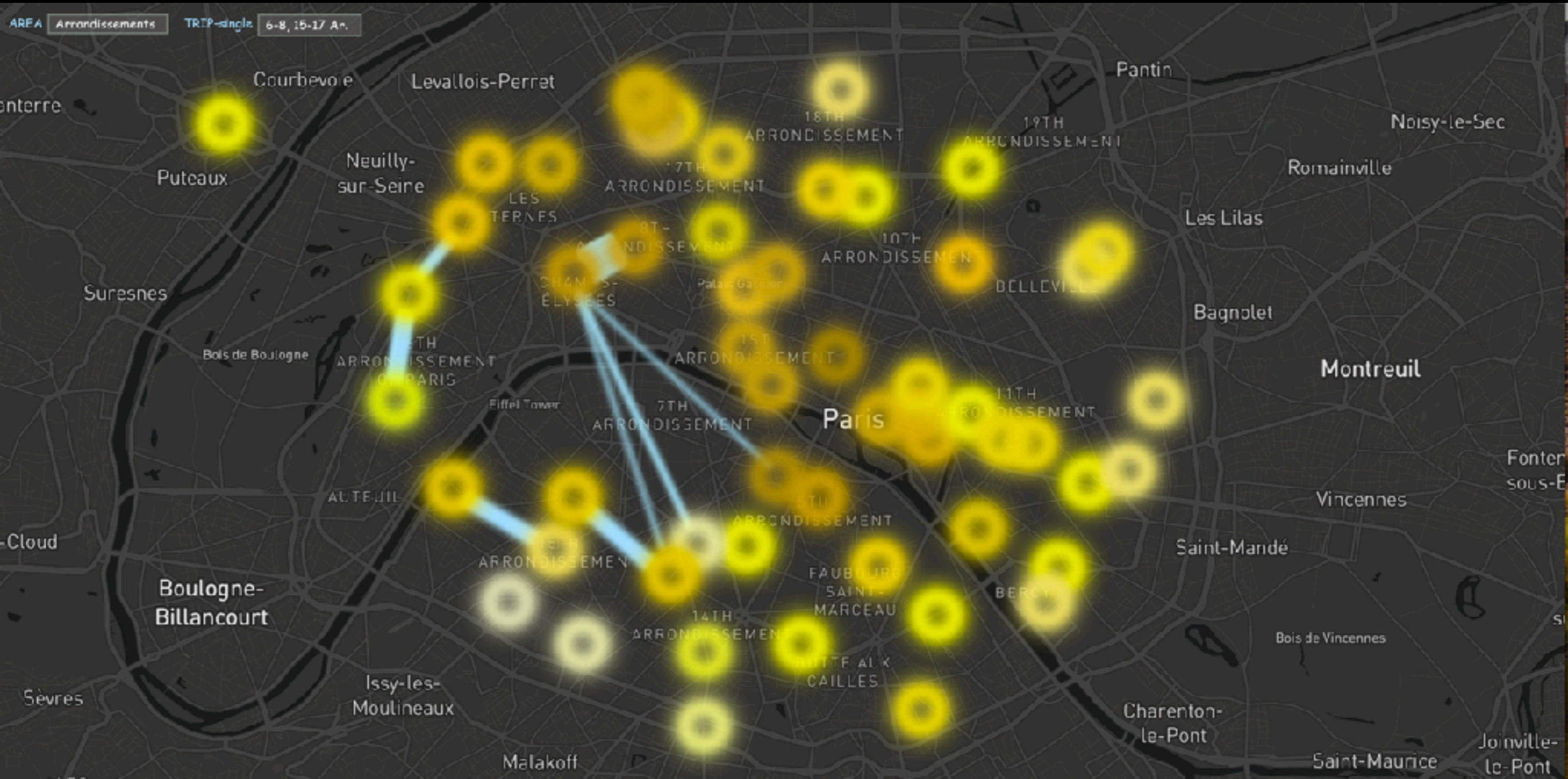
Conclusion

tell the story of. . .

1. Tell users' story of using car sharing

2. Customize the parking lot area and amount of parking spaces at each branch

3. Bypass parking lots by setting some sub-branch area around the main one.

Thank you for watching!