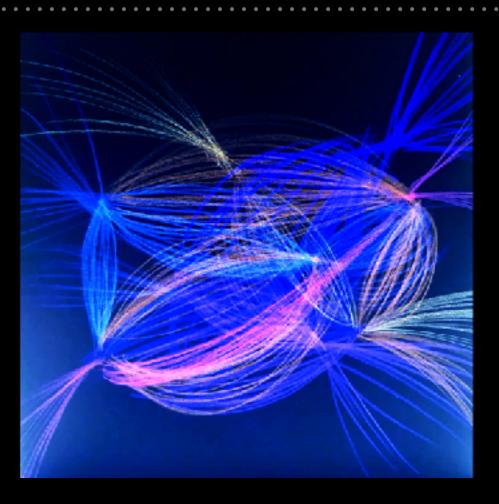
DATA VISUALIZATION @NEW & OLD TRANSIT



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

Potential Users

Purpose of Trip

Density of OD (original to destination)

Degree of Purpose Overlap

Residence Area Distribution

Rental time

Data Type

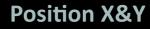
Colour Hue / Shape

Colour / Shape

Length / Orientation / size

Opacity / Colour Saturation

Map shape / colour / position X&Y

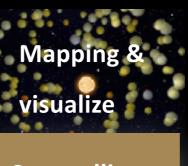


Schedule column

Data collection

Open Source Make up Visual Analytics

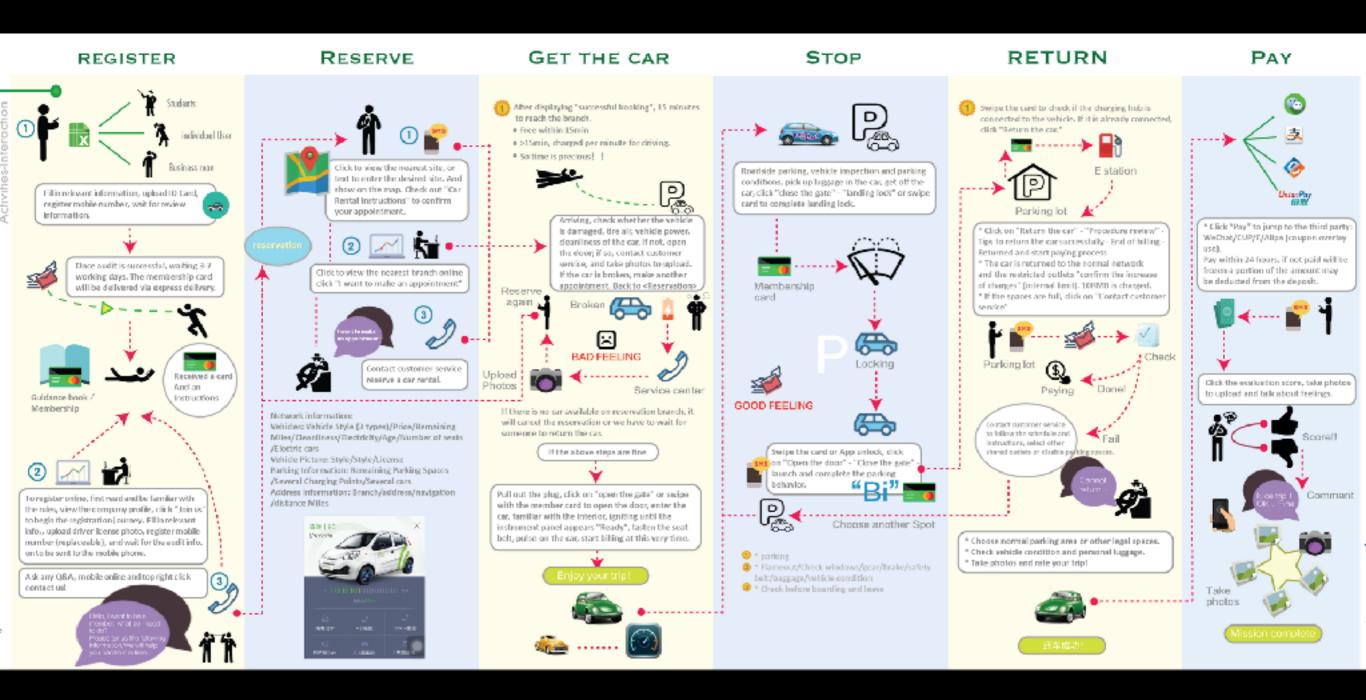
AHP analysis GPS



Storytelling

Chaojie Wang

THE JOURNEY OF ZIPCAR



Zipcar in Paris

AREA Arrondisseme	ents TRIP-single 6-8, 15-1	7 An.				$\mathcal{I}^{<}$			
SV -	Courbevoie Levallois-Perret				Pantin				
interre				18TH ARRONDISSEMENT	19TH		Noisy-le	e-Sec	
	Puteaux	Neuilly- sur-Seine	ARONDISS	EMENT		Romainville			
	HI I	TE	RNES BT-	ARRONDISSE		Les Lilas			
Sures	ines	· / / / /	THAN ST	ARRONDISSE ata-Gamer	DELLEVILLE				
	HAN AN		ELVS ES			Bagnolet			
	Bais de Boulogne	ARRON ISSEMENT	ARG	ONDISSEMENT	ITTH		Montreuil		
		Fin	il Tower 7TH ARRONDISGEI	MENT Paris	RO DISSEMENT				
				1 Parts	A CO			Fonter sous-E	
Cloud		AUTELIL		ARRENDISSEMENT			Vincennes		
	Boulogne-	AFR	ON DISSEMEN	FAUBLUR		Saint-Mandé	\prec		
	Billancourt		ARE OND	TH MARCEAU		B	ois de Vincennes	5 s	
and and		Issy-les-		CAILLES				- LA	
Sèvres		Moulineaux				renton- Pont			
	XSYZ		1alakoff				Saint-Maurice	Joinville- le-Pont	

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!