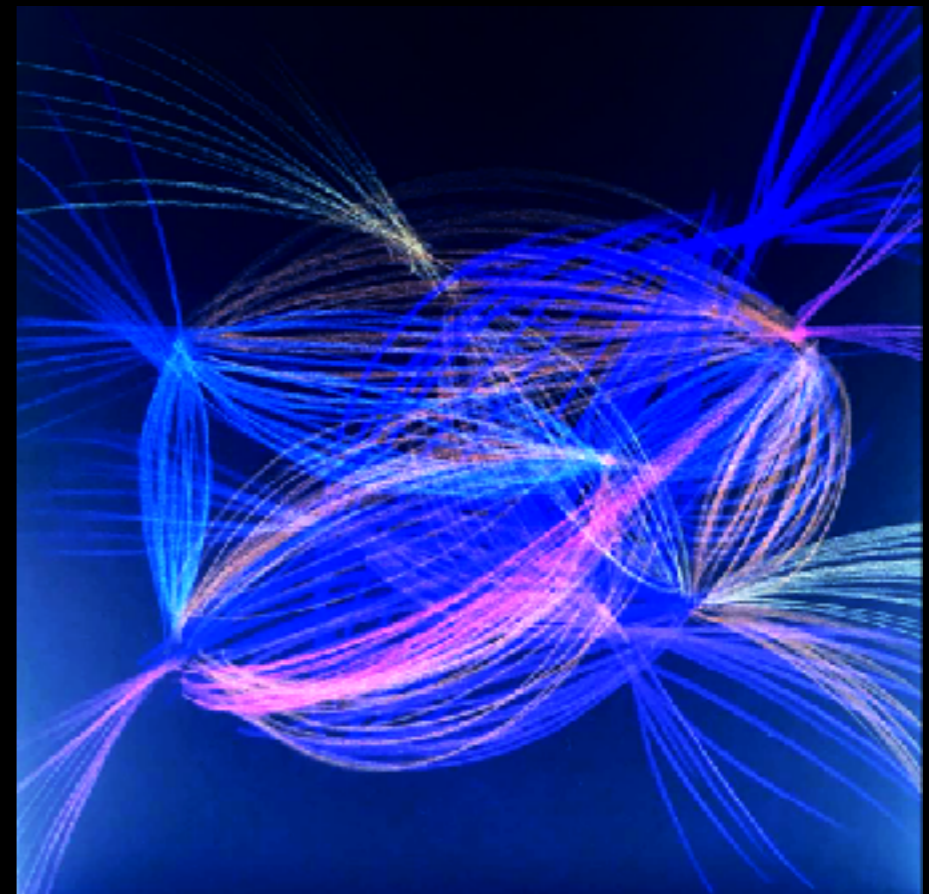


DATA VISUALIZATION

@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

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

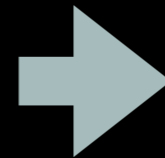
Opacity / Colour Saturation

Residence Area Distribution

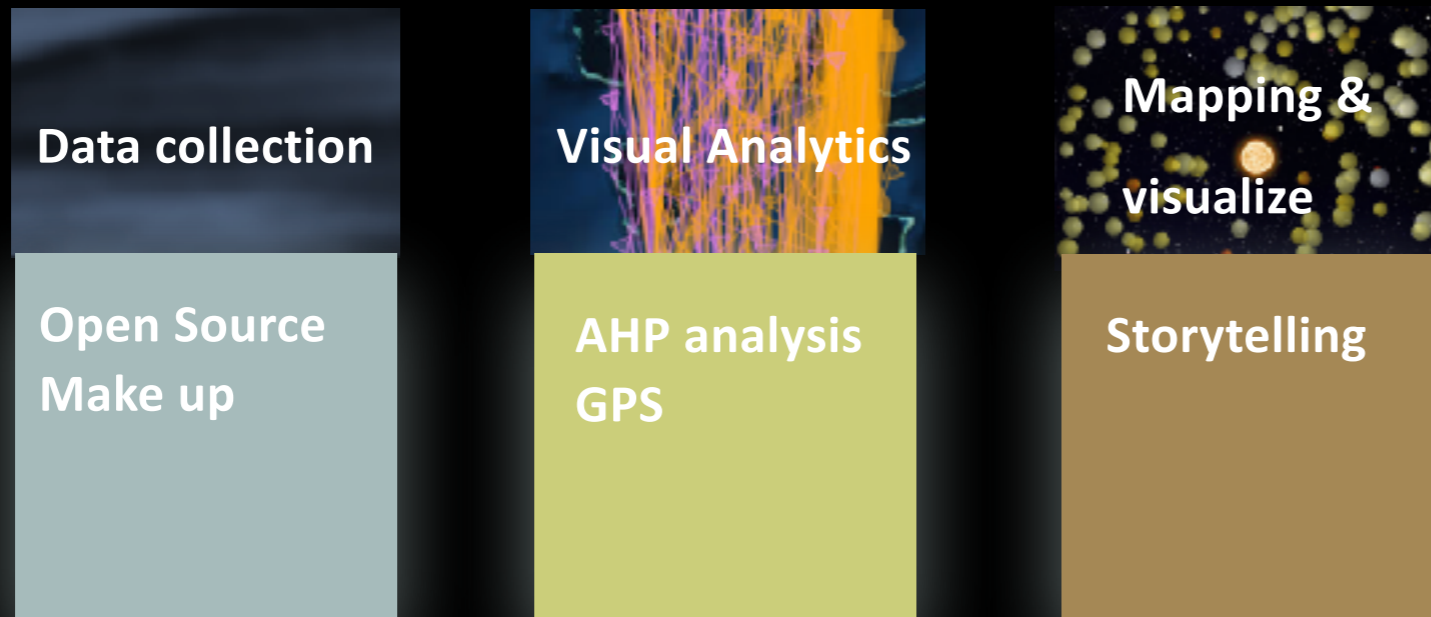
Map shape / colour / position X&Y

Rental time

Position X&Y



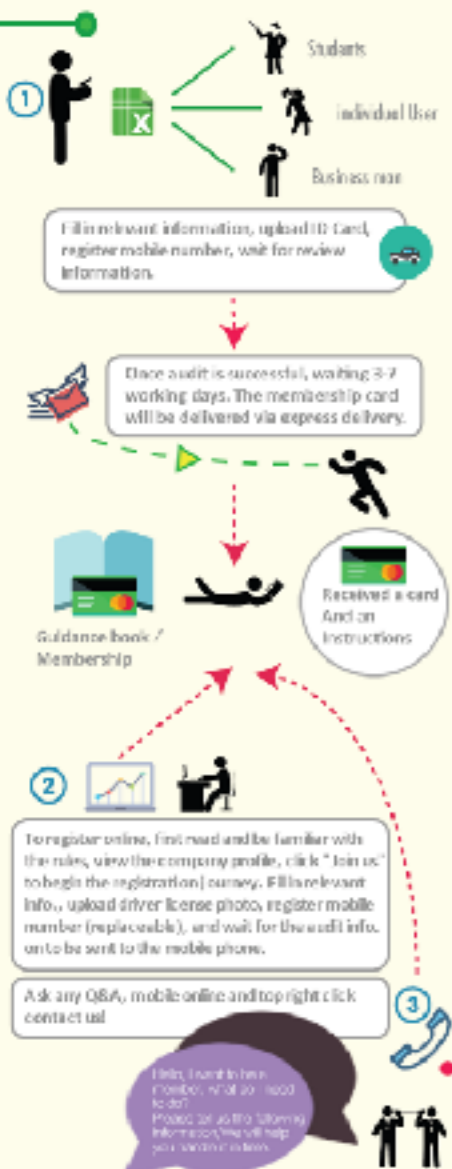
Schedule column



THE JOURNEY OF ZIPCAR

Activities-Interaction

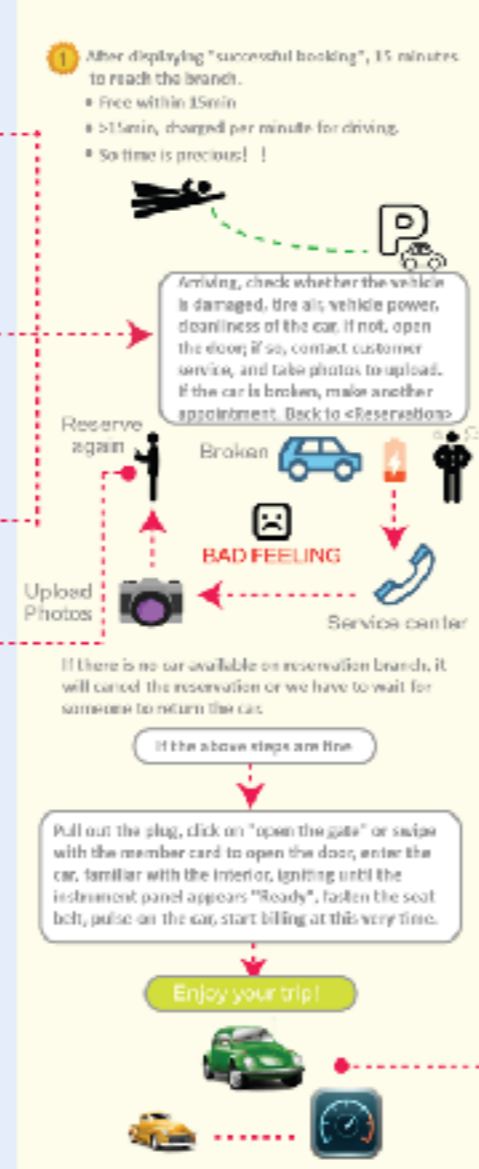
REGISTER



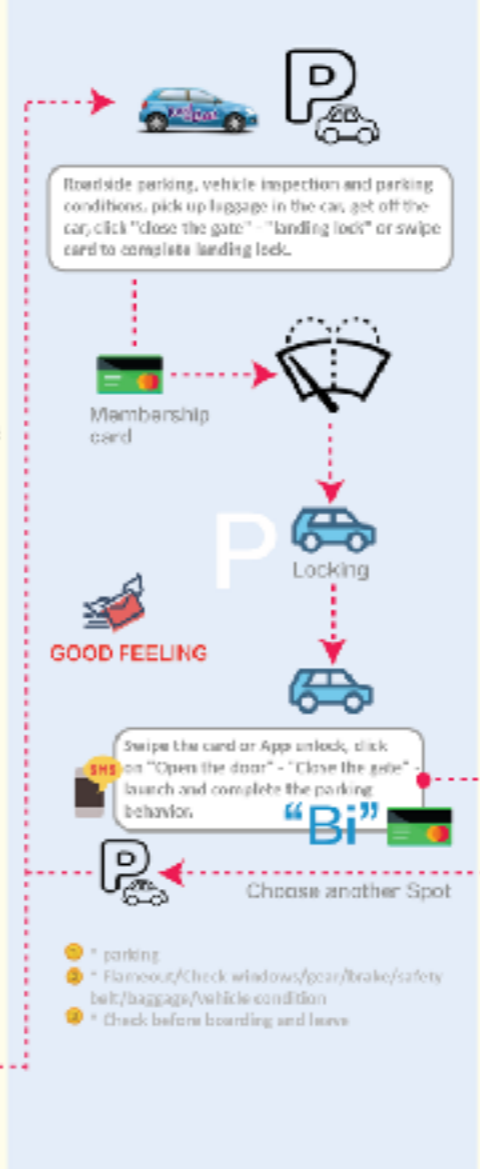
RESERVE



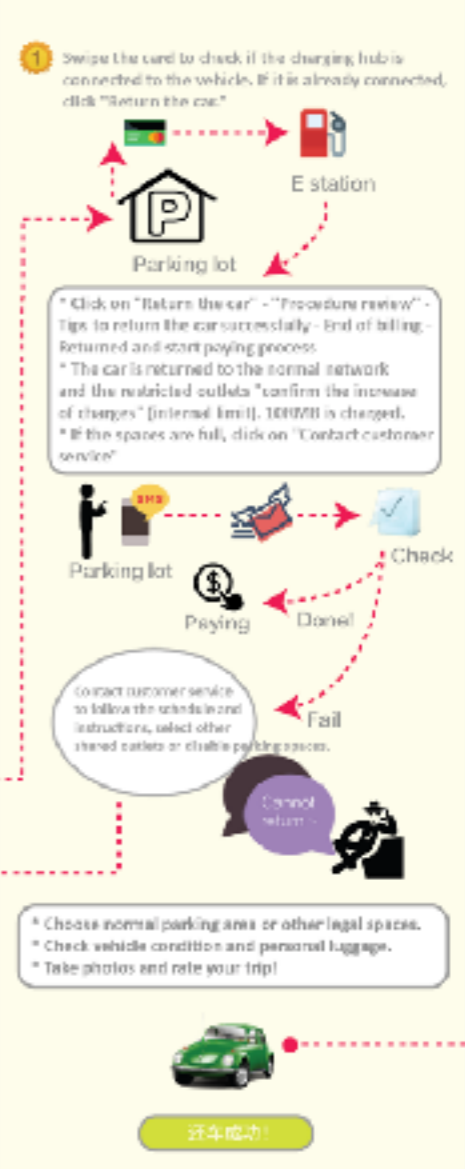
GET THE CAR



STOP



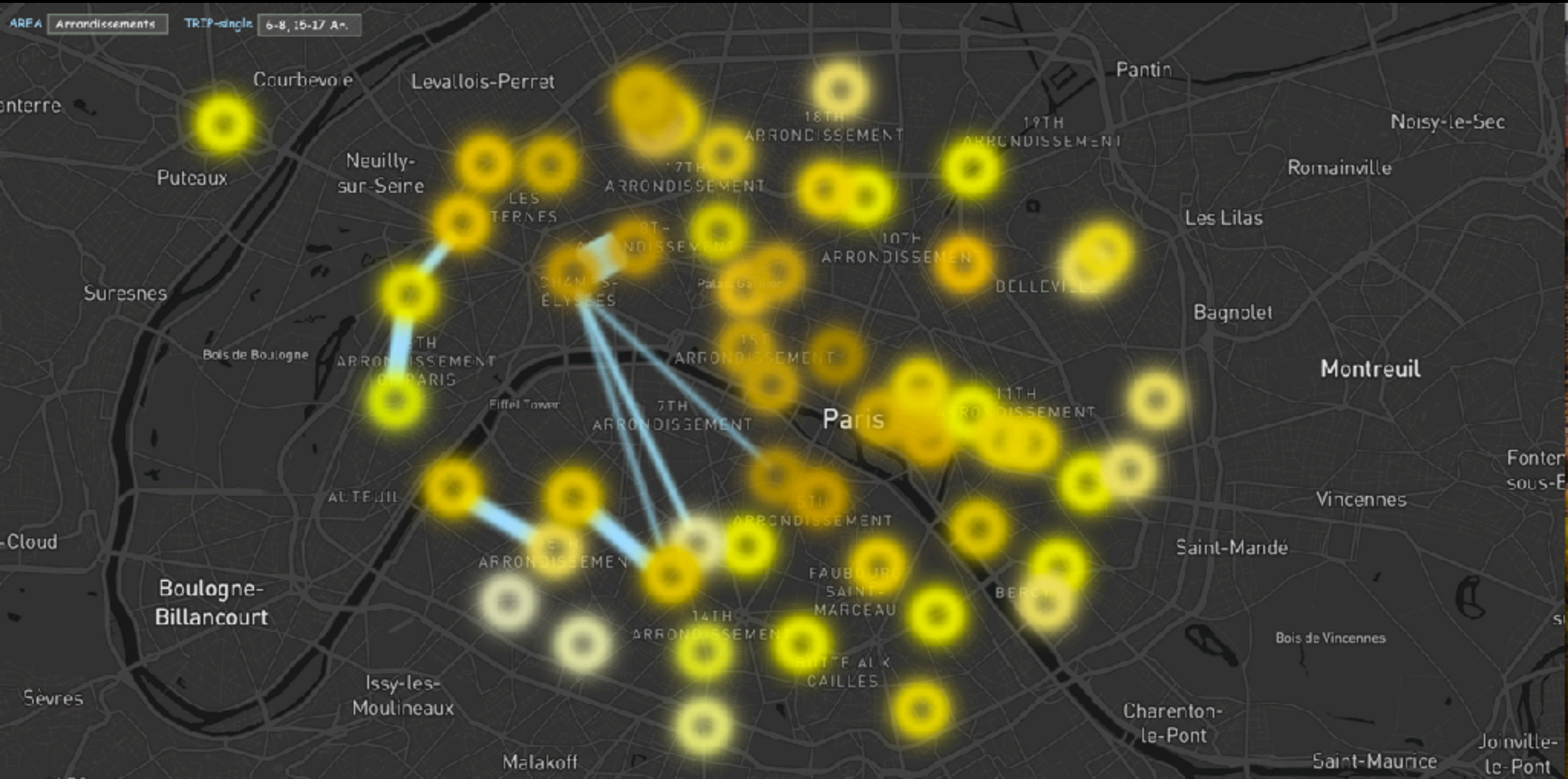
RETURN



PAY



Zipcar in Paris



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!