PRODUCT
FORGE

IMPACT REPORT
LOCAL TRANSPORT
PRODUCT FORGE

4TH-7TH
MAY 2017

PRODUCT
FORGE

The Product Forge Process

Team formation

↓

Articulate the problem

↓

Validate the problem

↓

Propose a solution

↓

Storyboard the solution

↓

Prototype the solution

↓

Develop a pitch

↓

Final Presentations

CONTENTS

1. Introduction

The Local Transport Product Forge was run in partnership with the South East of Scotland Transport Partnership (SEStran) from the 4th to the 7th of May 2017. Our delegates were drawn from a variety of backgrounds and organisations, from students, data scientists, engineers, and environment friendly individuals.

Timeline

Talks

Thursday 4th, 19:00

All the participants were welcomed in Code-Base's event space with drinks and food before gathering in the main room to attend an introductory talk from Lisa Freeman, Strategy and Projects Officer at SEStran, and lead partner of the hackathon. Participants also heard from five of our mentors, including the Lead Mentor Manuelle Debunne, and two alumni who shared their previous experiences and gave tips about developing projects at a Product Forge.
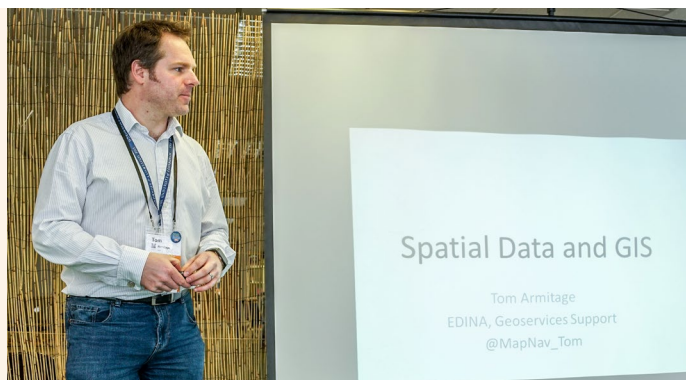
Team Formation

Thursday 4th, 20:00

On the first evening of every Product Forge, all participants take part in the team formation process. This is a critical phase, as our philosophy is that cross-disciplinary teams build better products. Therefore, we insist that participants create small teams with a variety of skills. Our participants ended up forming eight teams.

Bike Trials

Saturday 16:00

On Saturday afternoon, all the attendees were offered the possibility to try a tandem bike lent by Laid Back Bikes as well as a wide range of electric bikes presented by Electron Wheels. This was an opportunity for our participants to discover new ways of cycling and to unwind while enjoying a ride on a sunny Saturday afternoon.

Workshops

Friday 5th, 13:00

On Friday, the newly formed teams were taken through an intense process of ideation with the help of mentors. At 1pm, they were invited to attend a workshop led by Tom Armitage, GIS trainer at EDINA, about spatial data, open spatial data, DataShine, GIS and QGIS (a platform to process data and analyse maps). Jacek Dudek, Senior Software Engineer at Urban Tide, then guided the participants through the open data that Urban Tide uses and have available on their platform USmart.

Social Activities

Saturday 21st, 21:00

After a long day spent prototyping, the participants were invited to take part in the "Werewolf" game to relax and enjoy a break all together before the final rush – An unmissable part of any Product Forge!

Pitch Run Throughs

Sunday 22nd, 11:00

On the final day, each team had to rehearse their pitches in front of the mentors to get feedback before the final presentations. There were two sets of run throughs during the day to give teams the chance to incorporate initial feedback to their pitches.

Team Presentations

Sunday 22nd, 19:00

Finally, all the teams were called into the main room to attend the final presentations. Our panel of judges was formed of three experts: Alisdair Gunn, Director & Founder at Framewire and Strategic Advisor to Seed Haus; Tobias Tonner, CTO at Urban Tide; and Tracy McKen, Policy Adviser at Transport Scotland.

Each team had 6 minutes to pitch their project followed by a short Q&A with the judges. Team Side that had developed TransitTalks, an online platform that empowers communities to express their thoughts about local active transport, was announced as the winner of the Local Transport Product Forge.

2. TEAMS AND PROJECTS

Team Side: Winner

- Stefan Maurice
- Daniel Patterson
- Ian M Roberson
- Eurydice R Chan
- Simon Smith

TransitTalks is an online platform created by Team Side. It empowers communities to express their thoughts about local active transport and connects them to planners to assess the potential of their ideas.

Team 5 Quarters

- Martin Ewart
- Stephen Robinson
- John Pinkard
- Peto Stevenson
- Jeremy Fo

Beat the Crowds developed by Team 5 Quarters is a web-based platform that simplifies the journey to an event and makes it social, joining people together on their way to the event.

Team OraCone

- Daniel Patterson
- Zsolt Hurst

Team OraCone designed a website where users register to receive tailored notifications about roadworks, incidents or events in their area of interest.

Team Hadron

- Kyle Bremmer
- Jieyao Chen
- Alison Aird
- Siddhartha Dash

Team Hadron developed SoShare, a platform to put together strangers that commute to a same place, in a more social way, letting them get to know each other beforehand.

Team Ay Tu Bee

- Andres Azqueta Gavaldon
- Maria Rita Fiannacca
- Simone Liuzzi
- Lucas Toledo
- Brendan Hill

Team Aytubee refreshed an existing public transport app to react to traffic jams and overcrowded trains, offering alternatives with extra discounts and rewards for making this choice.

Team Action Lasagne

- Chris Palmer
- Ryan Williams
- Gordon Grey
- Zoltan Fuzi
- Ayodeji Alonge

Spare is an app created by Team Action Lasagne. It helps to share unexpired travel tickets that will no longer be needed by stashing them on the street, geotagging the location with a picture, and offering the ticket to others.

Team Challenge 2

- Viktorija Budre
- Xian Yao

Team Challenge 2 created Unicorn Travel, a bike sharing/hiring platform designed mainly for tourists, to encourage them to discover different and alternative places outside of the city centre. Its use can also be extended to Edinburgh habitants and students.

Team Smarter Traffic

- Suzannah Brecknock
- Siew-Fong Chen

Team SmarterTraffic presented a high-level design for a government secured data platform which will act as a safe staging area where data may be cleansed, anonymised, aggregated, or synthesised before being made available via API. The platform will underpin new innovations, increase the availability of open data, and allow data holders to explore options for monetisation.

3. ATTENDANCE

a. Total Attendance

With 37 participants, and a total of 68 attendees over the weekend, attendance exceeded our expectations.
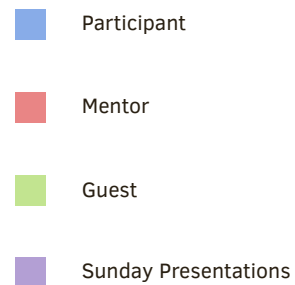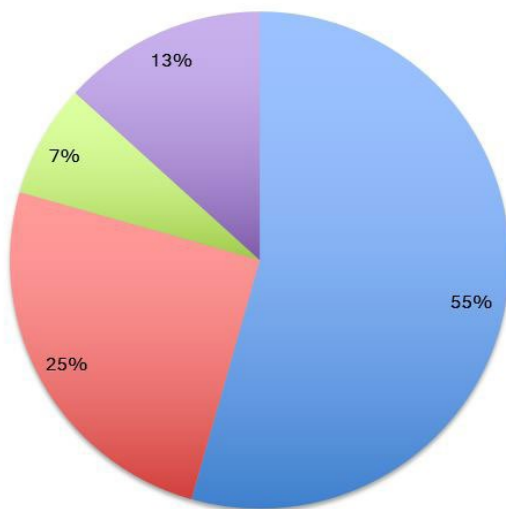
Attendees	Number
Participant	37
Mentor	17
Guest	2
Judge	3
Team	9
Sunday Presentations Only	9
Total	77

### % of attendance per attendee category

- Participant
- Mentor
- Guest
- Sunday Presentations

## b. Attendance per Category Throughout the Weekend

As an ideation and market research day, Fridays are when the number of mentors are highest at a Product Forge. They help the teams fully realise their ideas and define the market in which they belong. Saturdays are always a calmer day at a Product Forge; the teams are prototyping and the mentors' help is therefore less necessary.

attendance per group throughout the weekend
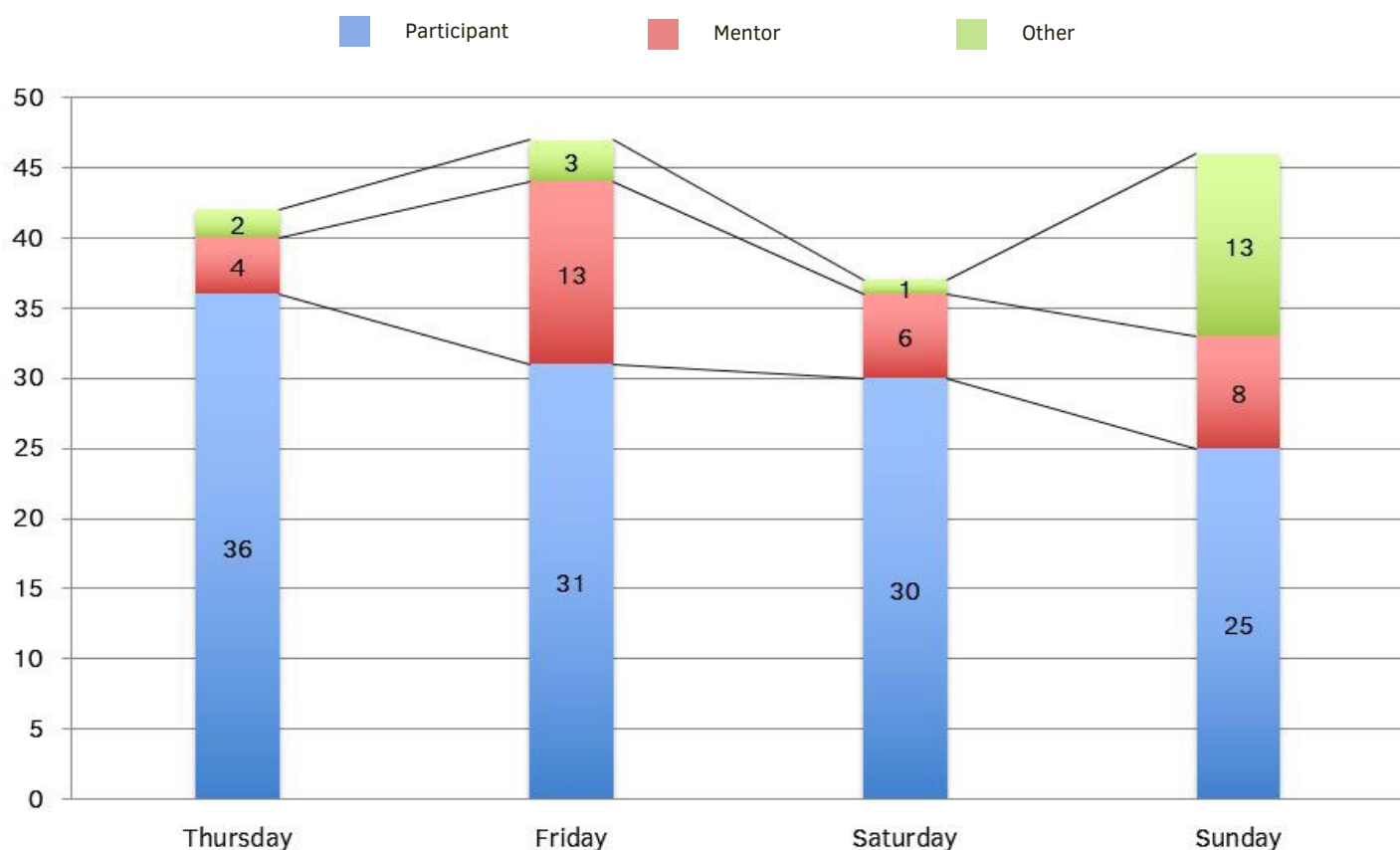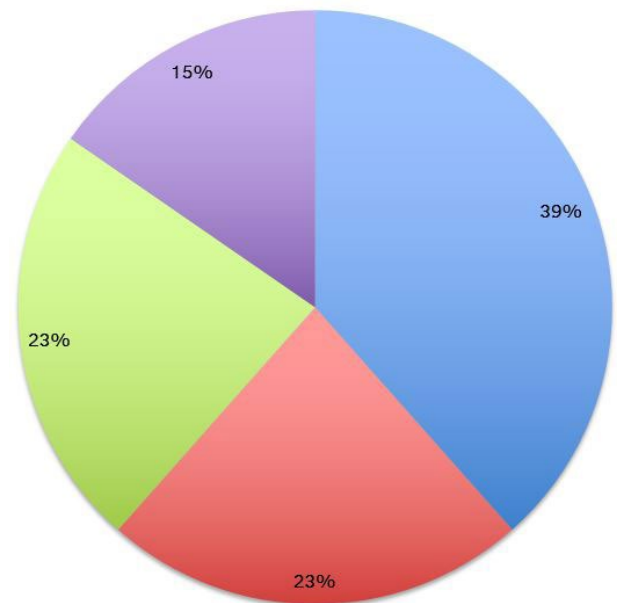
c. Attendance by Primary Skillset

Participants' primary skillset

- 55% Technical
- 17% Design
- 17% Business
- 11% Subject Matter Expert
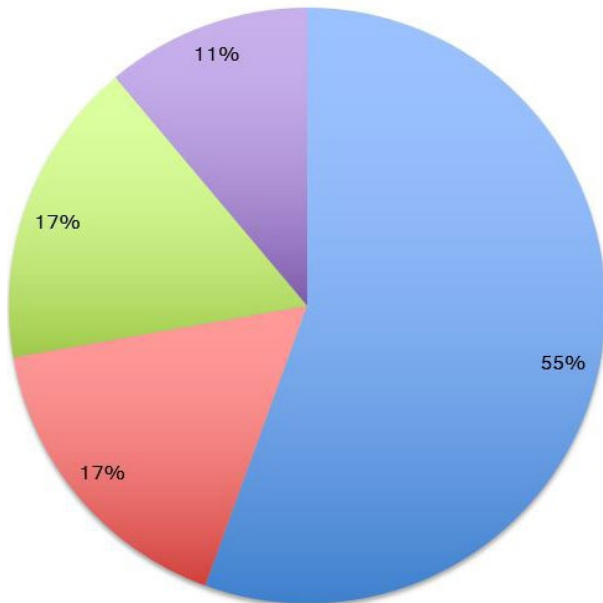
Mentors' primary skillset

- 39% Technical
- 23% Design
- 23% Business
- 15% Subject Matter Expert

Legend:
- Technical
- Design
- Business
- Subject Matter Expert

d. Attendance by Gender

Our philosophy is that diverse teams build better products. We believe events that serve as a gateway into the technology and digital sectors should represent the diversity of society as a whole, not of the sector as it is. Gender equality is one parameter of this diversity, and since the very first Product Forge, we have often had between 35-45% female participants. Although this is not always the outcome, we use our best efforts to encourage females to sign up and attend.
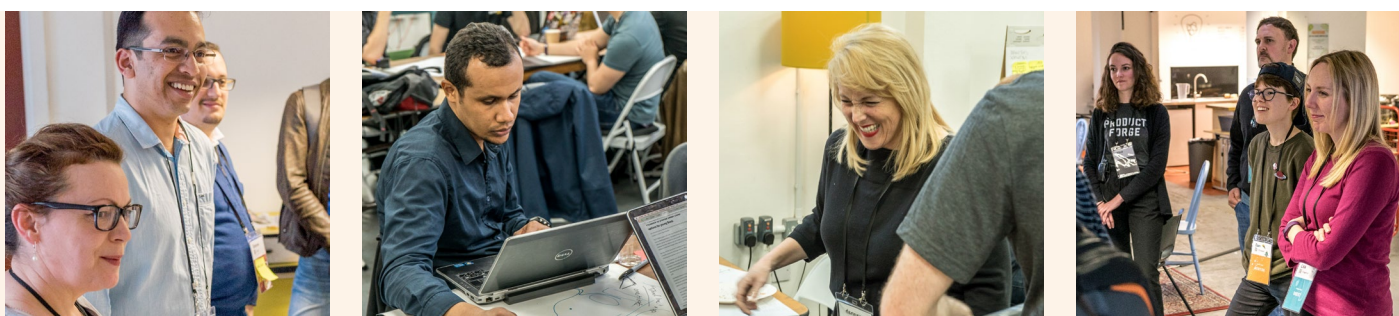
Gender representation per category
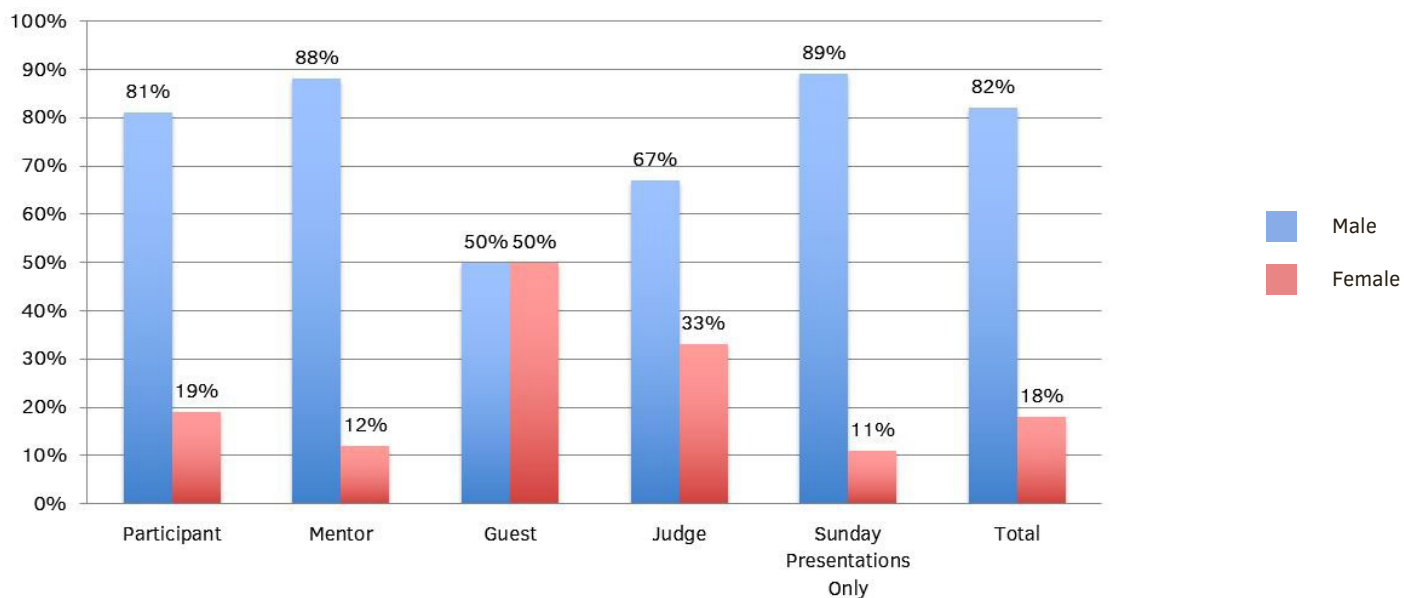
e. Engagement

At Product Forge, we organise events over 3 days and 3 nights. Although it is impossible for some people to commit for an event of this length, we know from experience that this is the time required for teams to fully focus on developing an idea and build a prototype.

Participants at our events are very committed and drop-off statistics are very low.

No shows: attendees that registered to the event but didn't show up at all: 8.3%

Initial sign up:	84
Check-in total:	77

Participant no shows: participants that registered to the event but didn't show up at all: 0%

Participants signed up:	37
Participants checked in:	37

Participant engagement throughout the weekend:

	No. of participants	%
No shows	0	0
Present everyday	22	59
Partial Attendance *	15	41
Total	37	

* Participants that were present for at least two days during the event.

4. Media Volume of Coverage

April

Tweets
47

Tweet impressions
44.3K

Profile visits
2,082

Mentions
52

New followers
51

Top Tweet earned 4,084 impressions

#innovate & #develop #transportservice in the #LocalTransportPF #hackathon @CodebaseTech w/ @SEStran May 4-7 productfor.ge/2nmQAQm #9days pic.twitter.com/JeVW3uAY5b

May

Tweets
101

Tweet impressions
96.9K

Profile visits
3,408

Mentions
77

New followers
1,461

Top media Tweet earned 5,432 impressions

Everyone that #cycles, #walks or uses #bus or #train w an idea to improve the services is welcome! productfor.ge/2nmQAQm #hackaton #3days pic.twitter.com/3WVIjVA1L6

Disclaimer: Due to changes in collecting hashtag analytics, these Twitter statistics are for @ProductForge and not #localtransportpf. Please note that the statistics presented here also include other campaigns that were running at the same time, however the primary focus was the Local Transport Product Forge.

5. Post-Event Survey Results

After every Product Forge, we send a post-event survey to all the participants for their feedback on the different aspects of the event. For the Local Transport Product Forge, the post-event survey was sent to the participants by email and through our social media channels. The following statistics were taken from these answers.

How would you rate mentorship at this event?

| 1 | Average 4.6 | 5 |

How clear were you about event timings and expectations?

| 1 | Average 4.8 | 5 |

How would you rate the data provided at the event?

| 1 | Average 4.4 | 5 |

How would you rate the venue and working environment?

| 1 | Average 4.4 | 5 |

How would you rate the food and drink at the event?

| 1 | Average 4.6 | 5 |

Are you continuing to pursue your team's project?

| 60% Yes | 40% No |

Are you interested in attending another Product Forge?

| 100% Yes | XX% No |
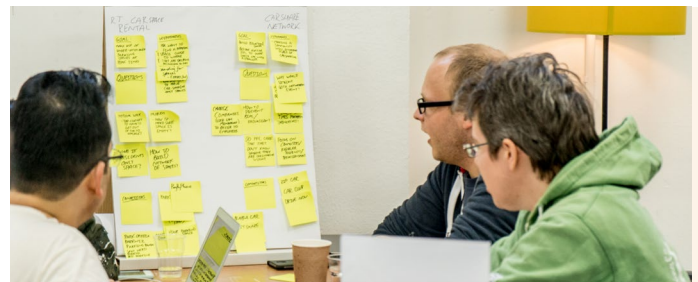
6. Testimonials

"...a brand new way of collaborative working..."

"The Local Transport Product Forge was a brand new way of collaborative working for SEStran. I am really impressed with how the event was organised and how the momentum of work over the weekend was kept up by both the teams and organisers. We hope that the outcomes of the Local Transport Product Forge will further drive innovation in Transport and that we are able to host another event like this in the near future."

-Lisa Freeman, Strategy and Projects Officer at SEStran

"The Local Transport Product Forge was the first event of its kind I've been to and I was really impressed by the professional but informal delivery and organisation, with an important mix of work and fun. The range of people there really made the event though, with a mishmash of people who wouldn't normally collide - developers, entrepreneurs, sector experts, graphic designers, experienced business folk and just generally passionate people. Getting together with people outside of my ordinary spheres was the real reason we came up with an extraordinary idea and the reason I had an extraordinary weekend."

-Chris Palmer, Sustainability Advisor at Beyond Green LTD.

"Getting together with people outside of my ordinary spheres was the real reason we came up with an extraordinary idea..."

The Local Transport Product Forge highlights video can be founds here:

https://www.youtube.com/watch?v=Wfdb65eyL1g