D5.4 - DIGNITY
Learning Community Platform

Date: 22 July 2020   **Version:** Final

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Executive summary

This deliverable provides an overview of the DIGNITY learning community platform. It includes detailed descriptions as well as screenshots of key sections and functionalities of the platform. It also contains information on data collection and use as well as metrics regarding site traffic.

Document History

Date	Person	Action	Status

Status: Draft, Final, Approved, and Submitted (to European Commission).

Contents

1. Platform overview

The learning community platform will be a place where all of DIGNITY's target groups (see section 3) can connect, where they can access the educational toolkit and design insights, critically analyse any gaps, and offer feedback. This will validate and enrich the knowledge created by the pilot testing, and strengthen the community, so that they can continue to work together to address these issues long after the project's end. This interaction will not be limited to discussing the toolkit and insights. Transport operators and providers of digital mobility products and services will also be able to use the platform to connect with user associations to improve their understanding of how to plan for inclusive mobility, evaluating the effects of their current systems, products and services so that they can actively co-create strategies to mitigate negative aspects and build on positive ones.

The platform (www.dignity-mobility.eu) uses an intranet/community WordPress theme, Cera, that is specifically designed for social networking, group learning, and co-creation. It features a member directory, groups, forums, and an area where members can co-create documents. There is also a news section and an events calendar. Each user has their own page, from which they can edit, add to, or delete their profile. From here they can also see other members, their connections, their forums, their shared/co-created documents, and their uploaded media. The footer of the platform features the EU funding acknowledgement and links to social media channels.

The learning platform is fully compliant with the GDPR. A limited amount of anonymous data will be collected (with users' consent) to assess user engagement, to measure how many users visit the site, what country they come from, what pages they visit, and how long they stay on the site, but Isinnova will not mine, store, or attempt to access any special or sensitive categories of personal data. All users of the platform will be in
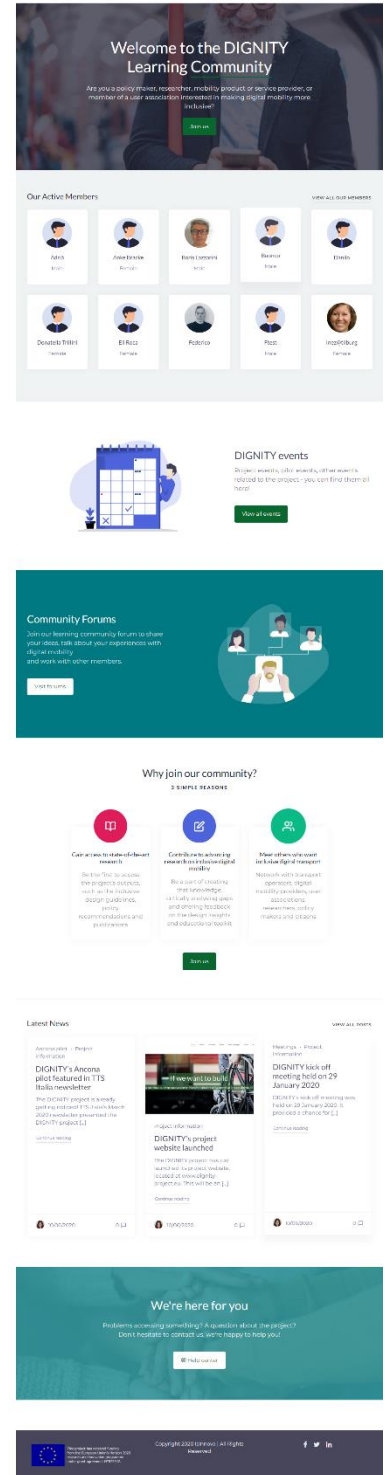
charge of their data and will be able to edit or delete it at any time (if they should encounter difficulties, they can ask Isinnova to delete it for them).

As for personal data, members provide a limited amount of information when they register, such as their names, email addresses, city, country, gender, age bracket and target group. Usernames, first names, city, country, and target group are visible to other members by default, so as to enhance potential networking opportunities, but members can choose to make these invisible (not visible to anyone) at any time. All other items are invisible by default (unless the member decides to make them visible). Member information is only visible to other registered members. If a visitor to the website tries to view or access member information, they are taken to the registration/login page. The full data provided is available only to site administrators, who are not allowed to share this information. That said, demographic data regarding the use of the site will be aggregated and anonymized, so that it can be reported and shared.

More details on the collection, use and storage of data is available at the platform's privacy policy: https://www.dignity-mobility.eu/privacy-policy/.

2. Platform functionality

2.1 Login/registration

To join the platform, members fill out a simple registration form that asks them to choose a username, a password, to provide their city, country, target group, gender, organisation and website. Users can choose what information is displayed to other members, and no information is publicly visible (visitors to the site who try to access member profiles are redirected to the registration/login page).
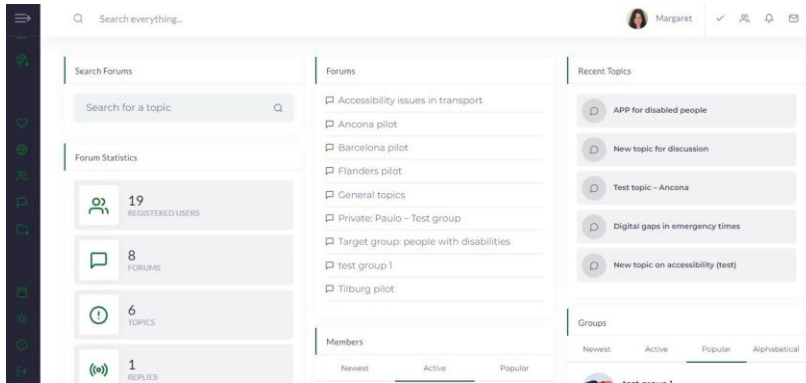
2.2 Dashboard

Each member has their own dashboard, accessible via the menu on the left, where they can search the forums, see forum statistics, recent topics, members and groups. They can also see which other members are currently online and see a list of the documents created on the site.

2.3 Members

After registering, members can access and edit their profile and activity by clicking on the menu items at the top right of the page. They can, if they so choose, upload a profile and cover photo. They can also upload media files to their profile, change their privacy settings, see a summary of all their activity, and request to export their data, among other things. They can add friends by clicking on the "+" on the member's profile photo or avatar, either from the directory or the member's individual page. All members are listed in the member

directory, which can be accessed by clicking on "Members" on the menu that appears to the left of the screen, or by scrolling down to the section beneath the slideshow on the home page.
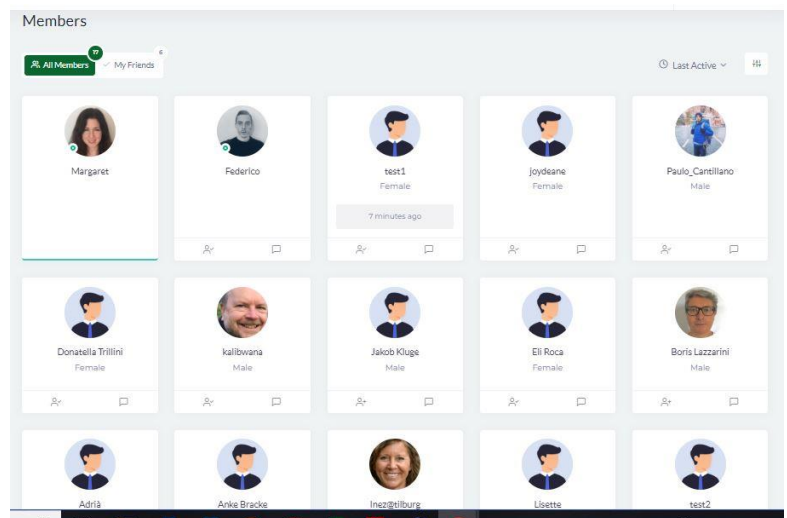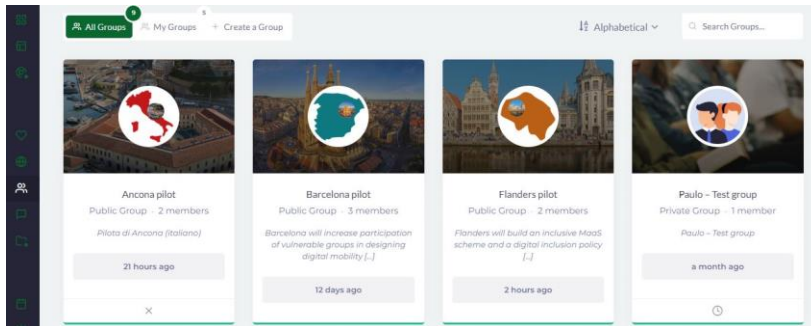
2.4 Groups

Members can create or join groups, accessible through the menu on the left, where they can discuss specific issues and create and work together on documents. Groups have been created for the four pilots, so that those participating in the pilots have a place to go where they can ask questions and discuss pilot-related topics in their local language. Groups can decide whether to be public (visible to all, any member can join), private (visible in the directory but content is not visible, members can join by invite only), or hidden (not visible, even in the directory, members can join by invite only). In addition, group administrators can decide who is able to view, edit and comment on documents.

2.5 Forums

Members can participate in the forums by clicking on the "Forums" menu item on the left, where they can create new topics or reply to topics that are already there. It is hoped that the community members will engage in an active debate of the issues related to inclusiveness in digital mobility, share their experiences and best practices, and exchange ideas on how to make digital mobility increasingly accessible.
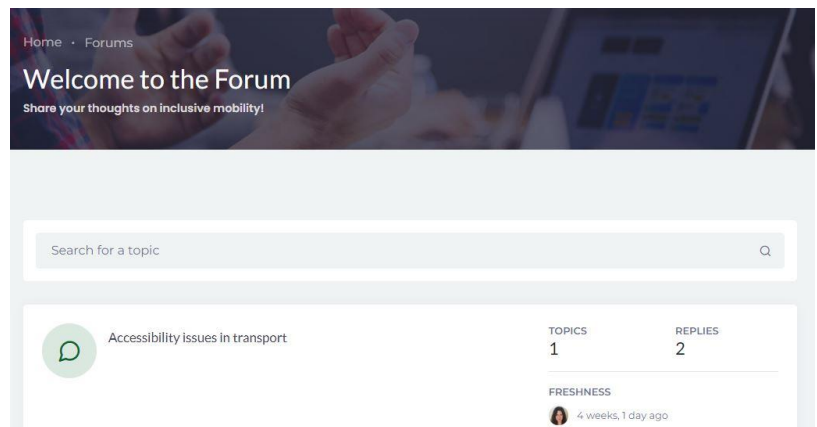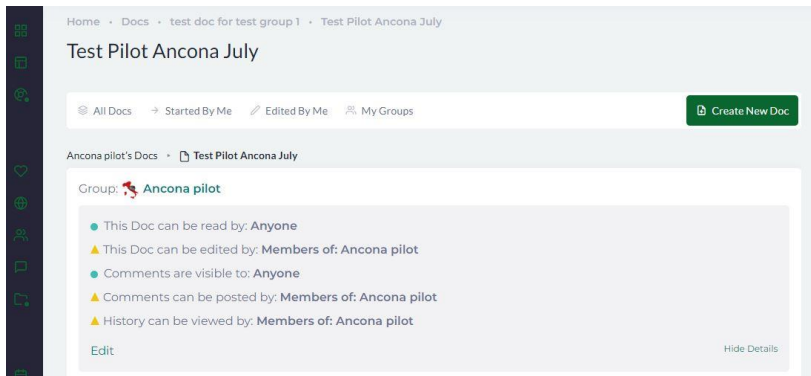
2.6 Documents

By clicking on "Documents" on the menu to the left, members can create or edit documents. They can also link files to these documents for easy reference, link individual documents to other documents on the site, and discuss the document via a comments section below the document. In addition, the document creator can determine who can view, edit, and comment on the document. Documents can also be associated with groups.

2.7 Wiki

The Wiki section, accessible via the menu to the left, provides additional information related to the project, such as answers to frequently asked questions; general information on the project and the learning community; and information on inclusive digital mobility, digital mobility apps, and gender issues in digital mobility.
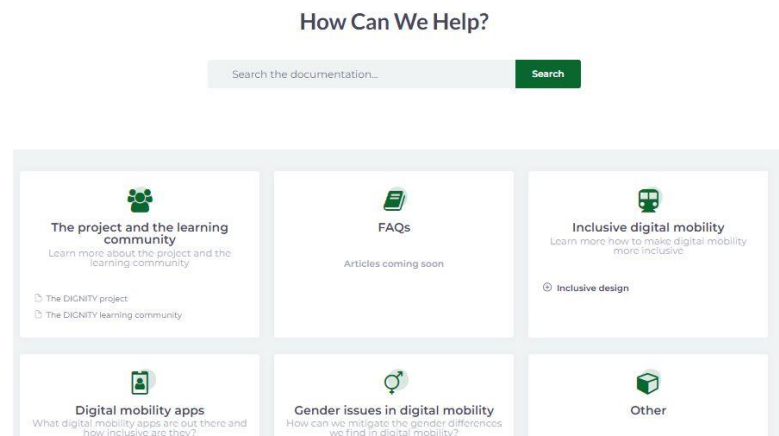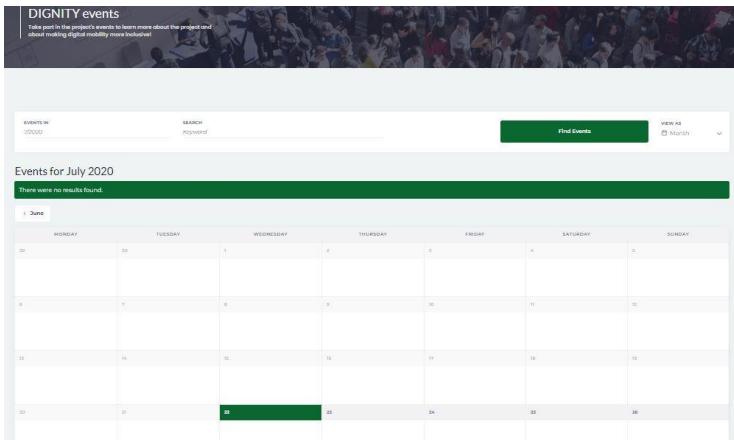
2.8 News and events

The platform has a news section, which is accessible by scrolling down the home page or by clicking on the menu to the left. This section will contain community-specific news, as well as a selection of general news items from the project website.

There is also an event calendar, accessible by scrolling down the home page and clicking on the link, or by clicking on "Calendar" in the menu to the left. The event calendar will display events related to the project and to the pilots.

3. Target groups

The following details the target groups that are expected to participate in the learning community, how they will benefit from their participation in the community, and how they will contribute to the community and enhance the knowledge produced by the DIGNITY project.

Policy makers at the metropolitan, regional, national and European level will gain a better understanding of who is currently underserved by digital mobility services, and how they can build policies that support these underserved users, thanks to the guidelines, policy recommendations and toolkit. On the other hand, it is expected that policy makers will provide useful feedback on these tools, will share them with their colleagues, and will invite their colleagues to join the learning community.

Public transport operators will gain valuable knowledge, via the guidelines, educational toolkit, and inclusive design insights, regarding the challenges faced by vulnerable-to-exclusion citizens, as well as practical knowledge on how these challenges can be addressed, and existing systems improved. However, it is also expected that they will help DIGNITY's partners improve the insights and the toolkits, ensuring that they are feasible and clear. They will be encouraged to participate actively on the learning community platform and it is hoped that it will become a place for them to network and work directly

with other stakeholders, such as representatives of user groups (along with end users), providers of products and services, and policy makers.

Providers/manufacturers of digital mobility products and services will be provided with knowledge and insights on how existing gaps might be addressed, potentially leading to new innovations and new, specialised products and services, via the guidelines, educational toolkit, and design insights. In exchange, it is expected that they will help DIGNITY's partners improve the insights and the toolkits, ensuring they are feasible and clear, and possibly suggesting new innovations or new perspectives from which to look at these challenges. They will be encouraged to participate actively on the learning community platform and it is hoped that it will become a place for them to network and work directly with other stakeholders, such as representatives of user groups (along with end users), public transport operators, and policy makers.

User associations, including associations to benefit the elderly, immigrants, the disabled, the poor, women, and other groups who may be underserved by current digital mobility offerings, such as the European Network of Migrant Women, Social Platform, the European Disability Forum, the European Association for the Education of Adults, and the International Federation on Aging, will get to have a say in how digital mobility products and services will be designed. They will also have the chance to present the concerns of their members to policy makers, transport operators, and product and service providers via the learning community. In return, they will provide valuable input and feedback on what really matters to their members, what kind of improvements would be most effective, whether or not the recommendations and insights sufficiently provide for these users' needs, and how these might be improved.

Researchers will be provided with a systematic review of mobility gaps for disadvantaged communities, and new research that can be built on regarding how to fill these gaps. In exchange, it is expected that they will actively take part in the learning community, providing their insights and feedback to the group, and inviting other researchers to take part, from both publicly and privately funded research organisations, from universities, think-tanks, business enterprises, civil society and not-for-profit organisations (including research-oriented NGOs), in order to open up new avenues of thinking and research on the digital mobility gap and positively influence the development of new policies, products, systems and services.

Citizens will benefit from more accessible digital mobility products and services, as well as better interaction between public/private transport systems and digital mobility products and services (thanks to the design insights, policy recommendations, and increased cooperation via the learning community platform). In return, it is hoped that citizens will
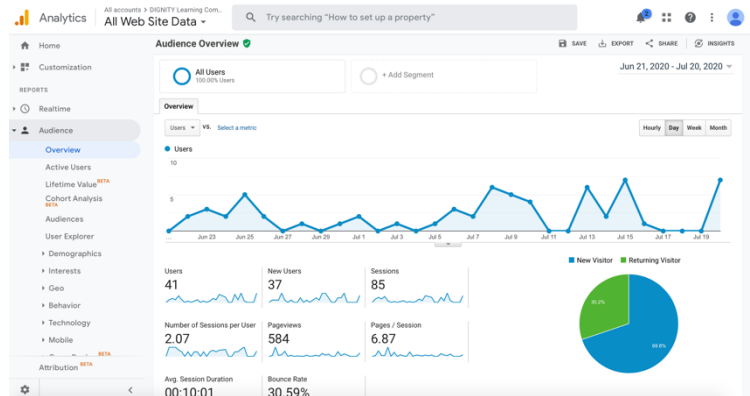
have an increased awareness of inclusive design and how it benefits all users, and that they will support the implementation of inclusive policies, services, and products.

4. Metrics

Google analytics is being used to track how many users are coming to the site, where they are coming from, what pages are visited the most and other statistics related to website traffic.

The desired reach will eventually be at least 1000 page views per month.