



# maptionnaire

HOW CITIZEN ENGAGEMENT CREATES SUSTAINABLE  
COMMUNITIES WITH LOCATION-BASED DATA

[maptionnaire.com](https://maptionnaire.com)



My BFF Rocks  
Dhe  
more less

Love is selfless. Always have a kind hearted and respectful  
Megha Singh 5m

admiration  
Rocks  
from Nambar

We don't know, know that girator and that reality Melist

Everything is far go believe you will be happy

Life is so awesome. Just change the way you see it.  
Aditya  
Shruti  
we are bio-sis to

Accept all the things that life gives you. Be adorable towards your life. If you can't argue with the death don't do it with life.  
- (ARZOO)

Live Young!  
Be your Love yourself

Let's make it happen  
• Grab a post-it.  
• Write, draw or doodle your story.  
• Just make sure it fits on one side.  
• Leave your name and number at the back.  
• Win Awesome Prizes.

KISS  
Keep It Simple

Just do IT  
Polly

Just do IT  
Polly

Keep Calm, Be happy, live happy - Aman

I feel that is radiating love of you. or that's

I am very proud to be a R

I am not a BFF Just keep bio fuck you

Live the way you like! Just love yourself

Set fire to the world with your brokenness.  
Sahana

Please spread the message of gender neutrality all over the world.  
Ankur Singh

PAUSA HALL Ka Mael Hai! hal!!

Live the way you like! Just love yourself

I love my Mother

it is a peace that is safe if it is not

Destiny favours the brave so, be brave!

When you are OUT of MOUSE, something is UNDERFUL ways

And don't forget you do...

Have 9th time with di and selfish

climb top 8th to the Mount. En to the top of your career.  
CA Piyush Inawat  
9531134219

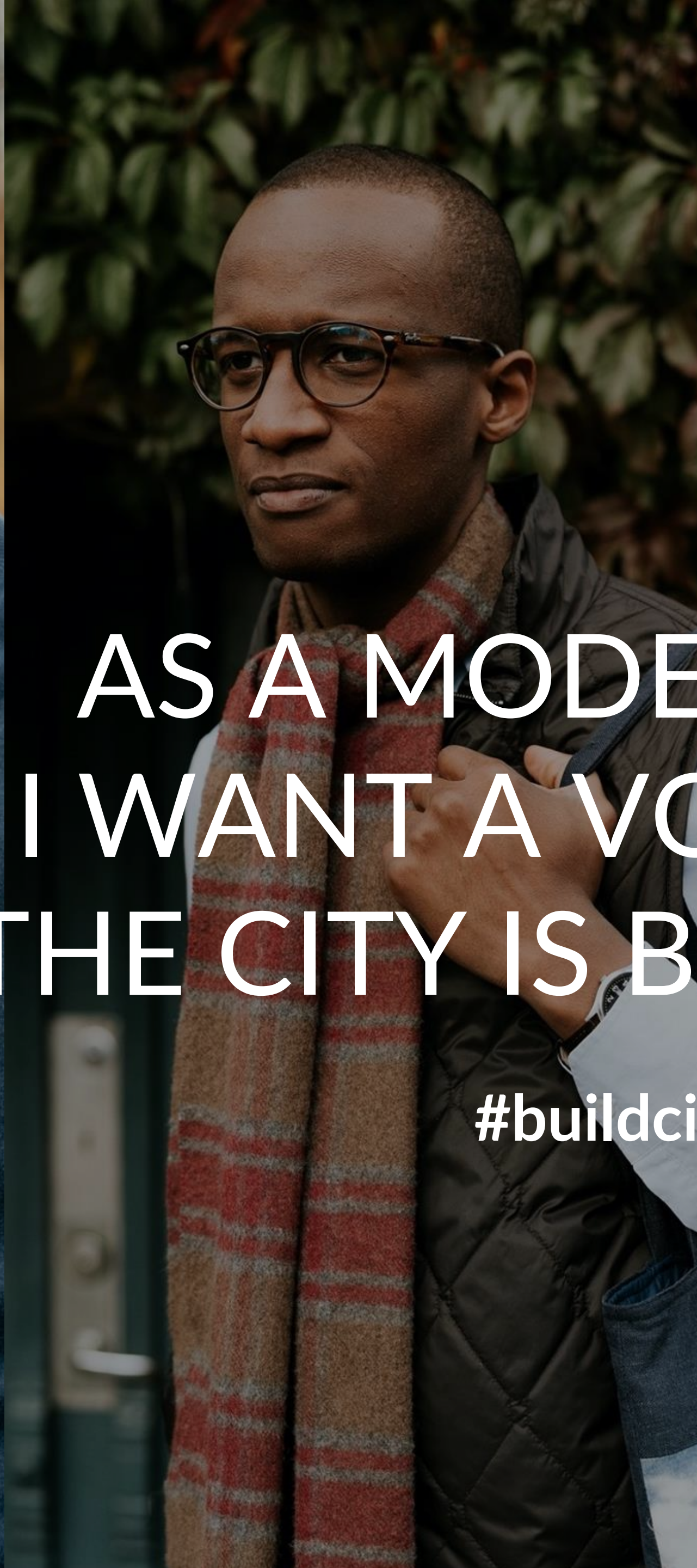
Be You  
Ranjana (RD)  
(KAJU)

And don't forget you do...

Have 9th time with di and selfish

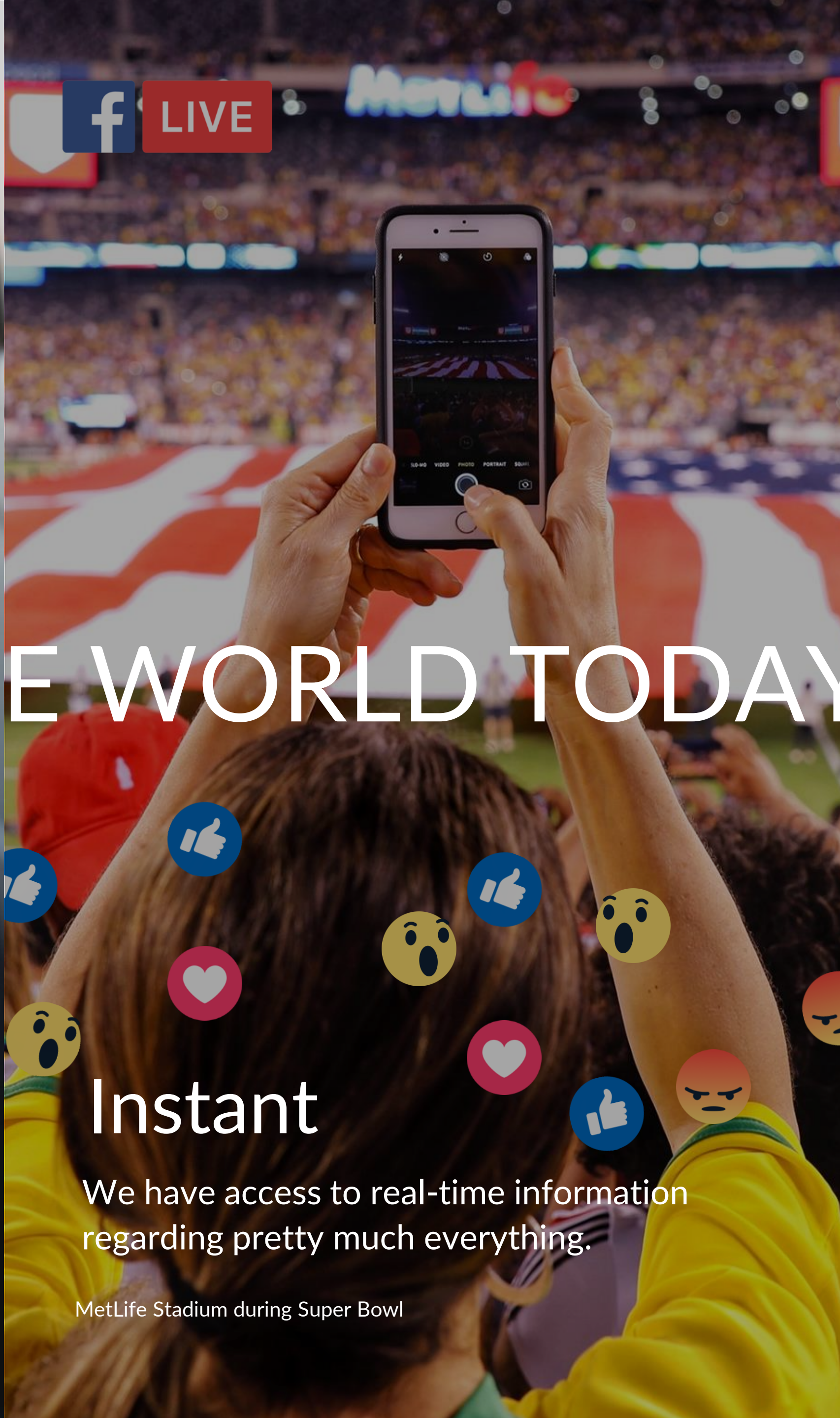
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Be You  
Ranjana (RD)  
(KAJU)



AS A MODERN CITIZEN  
I WANT A VOICE IN HOW  
THE CITY IS BEING SHAPED

#buildcitiestogether



# THE WORLD TODAY IS

## Digital

We use digital tools  
24/7/365

80% of smartphone users check their phones within 15 minutes of waking up.  
Mobile devices have changed the way we view and interact with the world.

## Instant

We have access to real-time information  
regarding pretty much everything.

MetLife Stadium during Super Bowl

## Collaborative

We can influence and voice our  
opinions instantly with one click.

Rome, Colosseum during Earth Hour.


Forbes

1,621 views | Aug 20, 2019, 7:00 am

## Digital Transformation In The Age Of Millennials And Gen Z

Tony Raval Forbes Councils Member  
Forbes Technology Council COUNCIL POST | Paid Program Innovation


POST WRITTEN BY  
Tony Raval  
Tony Raval is the CEO and Co-Founder of IDMERIT, provider of identity verification solutions to mitigate fraud/risk and KYC/AML compliance.



BRODEUR PARTNERS

Headlines

New Study by Brodeur Partners Shows Generational Shifts in How News is Consumed



Generation Z's Preference for "Sensory Journalism" Reflects Growing Trend in News Media


AlbertaPrimeTimes.com  
POWERED BY EDMONTON PRIME TIMES, CALGARY PRIME TIMES

HOME > OPINION

## Why young people don't watch TV the old way

Television has long been ubiquitous in our lives. Since it rose to prominence in the 1950s, it has become a universal experience for people of all ages.

May 30, 2018 1:16 PM By: Scott Tougas



Washington Examiner  
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Monday, February 10, 2020

OPINION: WASHINGTON SECRETS

## Gen Z is old media's last chance to win, YouTubers

Facebook

by Paul Bedard | February 20, 2018 03:52 PM

**B** Baby Boomer 1946-1964

**X** Gen X 1965-1979

**Y** Gen Y (Millennials) 1980-1994

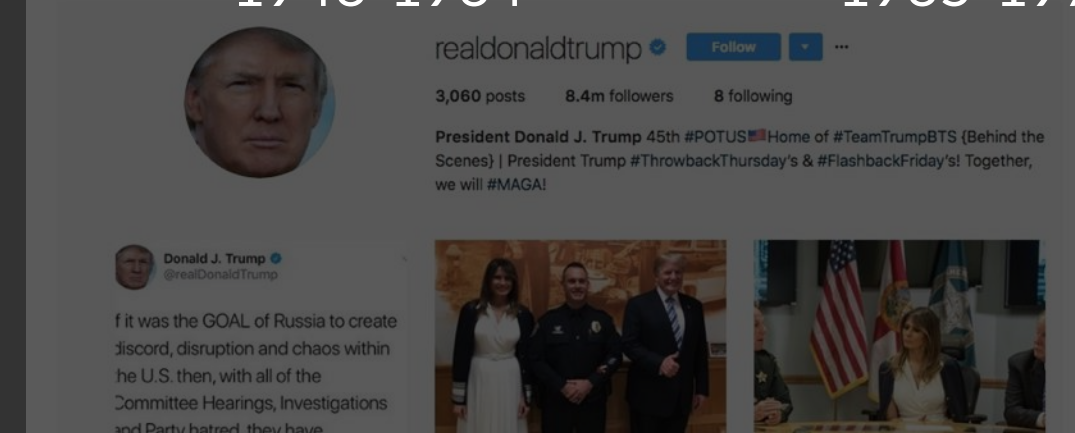
**Z** Gen Z 1995-2010

**A** Gen Alpha 2011 - 2025

realdonaldtrump

3,060 posts 8.4m followers 8 following

President Donald J. Trump 45th #POTUS Home of #TeamTrumpBTS (Behind the Scenes) | President Trump #ThrowbackThursday's & #FlashbackFriday's! Together, we will #MAGA!



ClickZ Marketing Technology Transformation

Digital Marketing > Strategies > Gen Z consumers: Nearly 100% own a smartphone and spend over 4 hours per day online

## Gen Z consumers: Nearly 100% own a smartphone and spend over 4 hours per day online

A survey of over 79,000 internet users between the ages of 16-22 in 15 markets debunks stereotypes about Gen Z consumers and reveals trends in their digital behavior.

Auth: Jacqueline Dooley

Date published: June 20, 2019

Category: Digital Marketing Strategies

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Home / Audiences

## Reaching the 'impossible generation': How can publishers engage millennial audiences?

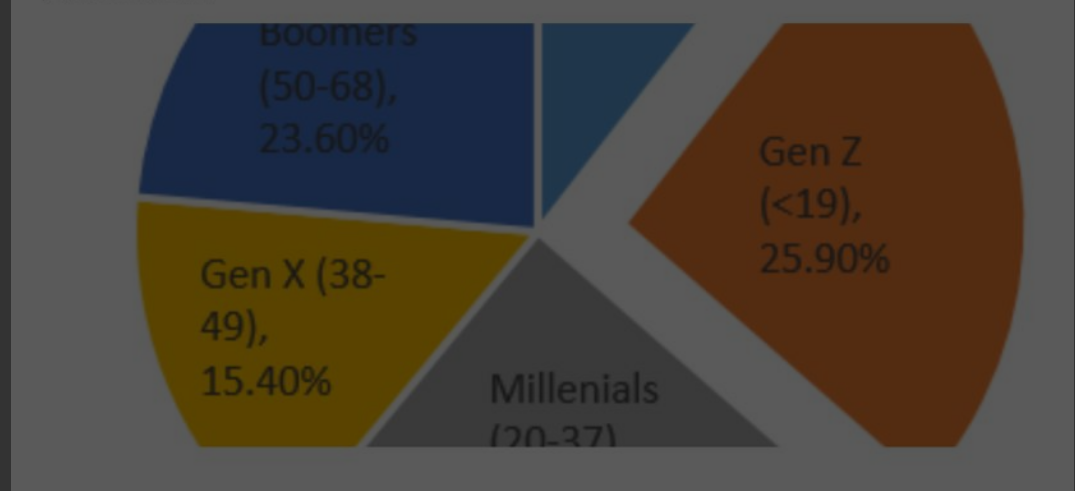
Truly digital generation

7 mins read

Millennials have been pouring into the workforce for some time now, *reshaping the world of work as we know it*. To meet this influx, many organizations have altered their cultures in hopes of accommodating and retaining their valuable millennial employees.

Now, there's another generation following suit: Generation Z.

prism SPORT+ENTERTAINMENT



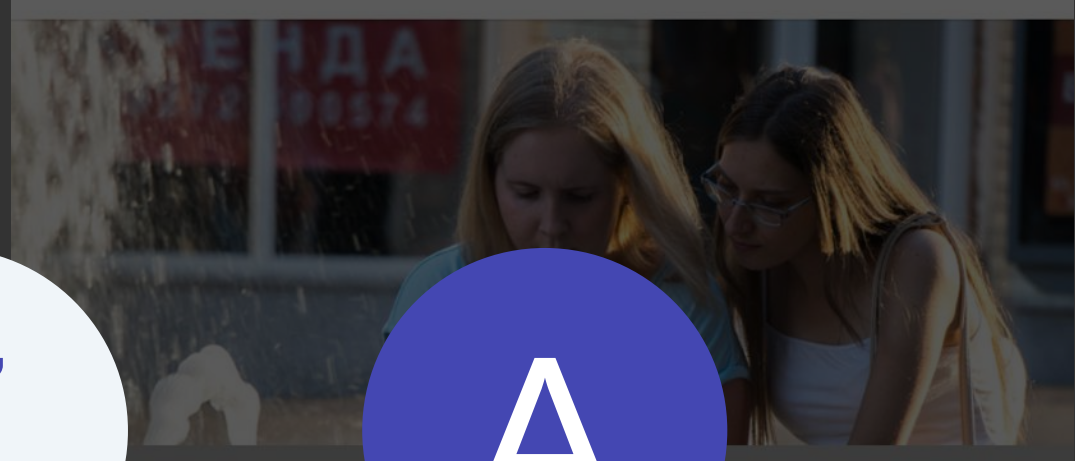
## Gen Z: The first truly digital, always on, generation

It seems that most marketers, digital experts, and entrepreneurs have (for almost too long) been talking about millennials. But what about their younger siblings in Gen Z (born 1997-now), who appear to have taken a back seat in these conversations?

According to Entrepreneur magazine, Gen Z already have a collective buying power of US\$14 billion. That's only going to increase as more start spending their own money, so understanding their consumption patterns is key to the future of

FOCUS FUTURE OF WORK

Select Page



by Eric Vidal | Mar 20, 2017


Facebook Twitter LinkedIn Email Plus

Forbes

20,420 views | Jul 4, 2017, 8:00 am

## How To Reach And Engage Millennial Audiences

Deep Patel Former Contributor Leadership



Shutterstock

More From Forbes

The Net Worth of Bernie Sanders  
This is the net worth of Bernie Sanders


VOA

Student Union

## Gen Z: Born to Be Digital

By Emily Seymour  
August 25, 2019 02:37 AM

Facebook Twitter Email RSS



FILE - Students use a laptop at a school in a shantytown on the outskirts of Lima, Peru, June 8, 2012. Peru has sent more than 800,000 laptop computers children across the country, in an effort to leverage digital technology in the fight against poverty.

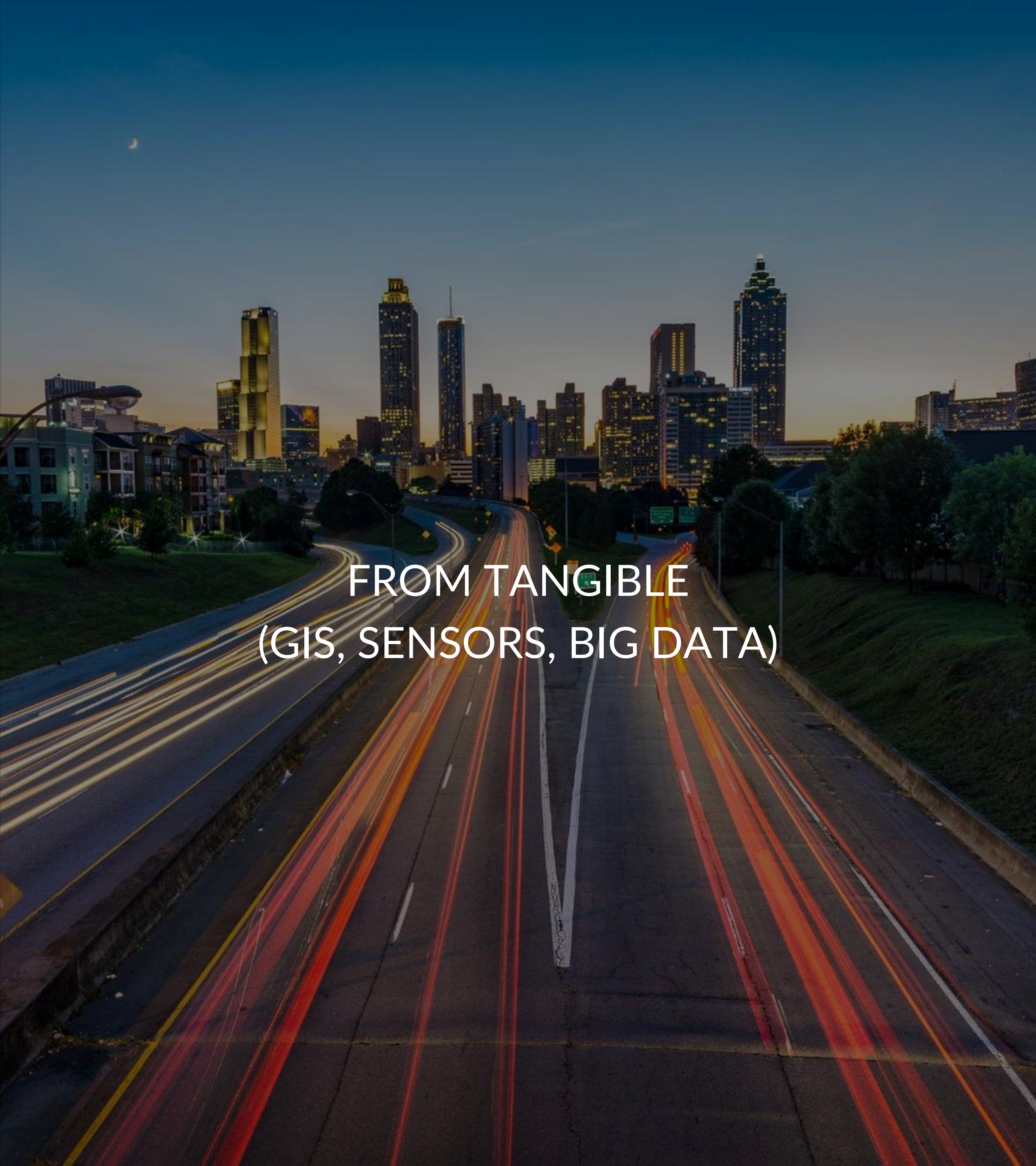
One in a series on Generation Z.

Smartphones. Social media. Virtual reality. Artificial intelligence.

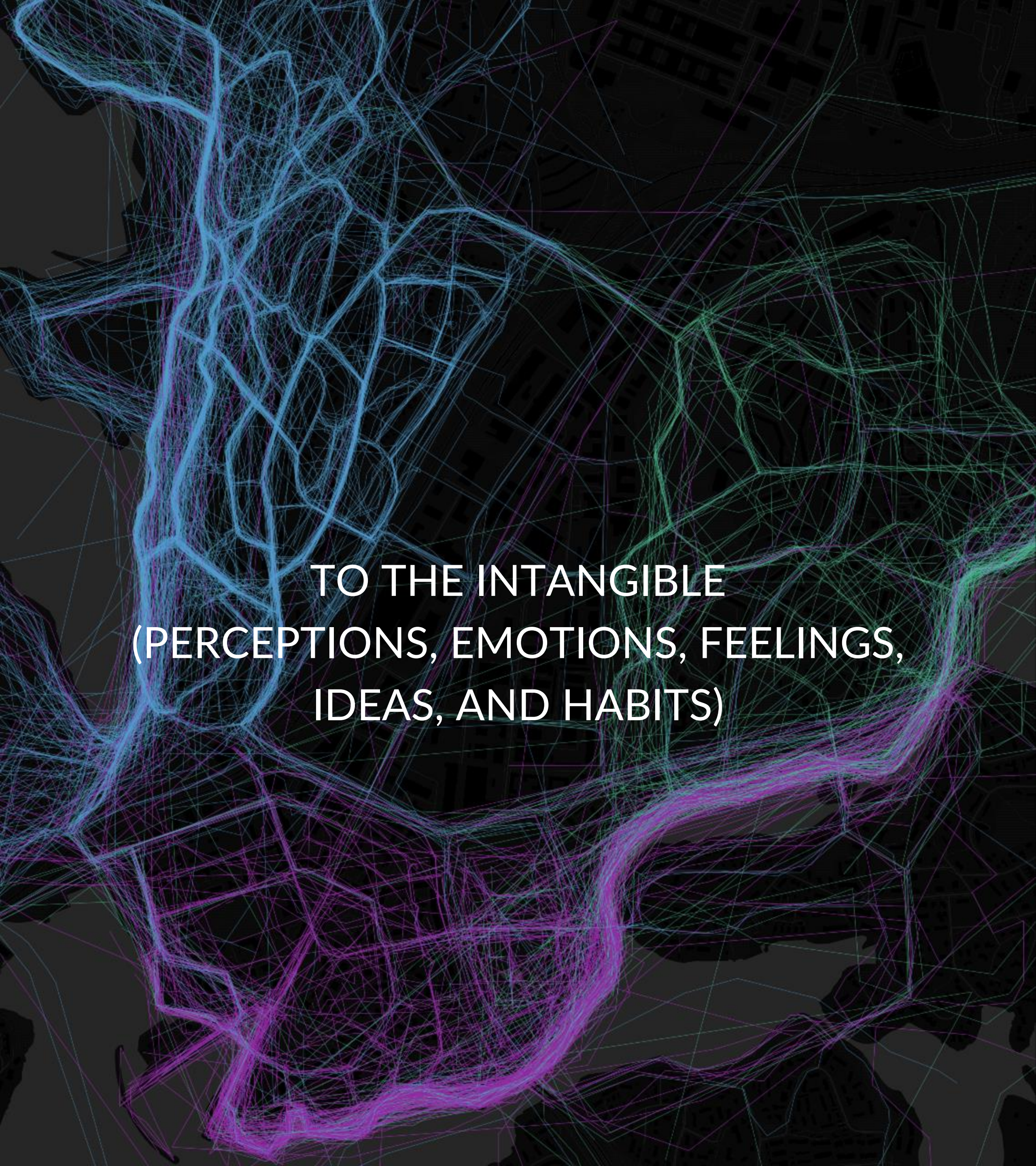
Generation Z is the first to be born into a time when that technology existed.

Gen Zers are the first digital natives, born between 1997 and 2012, into a world of vast technological advances and innovations. They are unlike other generations, who either grew up without or came into adulthood during the rise of social media, smartphones and instant accessibility of information.

WE DON'T REACH OUR AUDIENCES ANYMORE WITH TRADITIONAL MEANS



FROM TANGIBLE  
(GIS, SENSORS, BIG DATA)



TO THE INTANGIBLE  
(PERCEPTIONS, EMOTIONS, FEELINGS,  
IDEAS, AND HABITS)

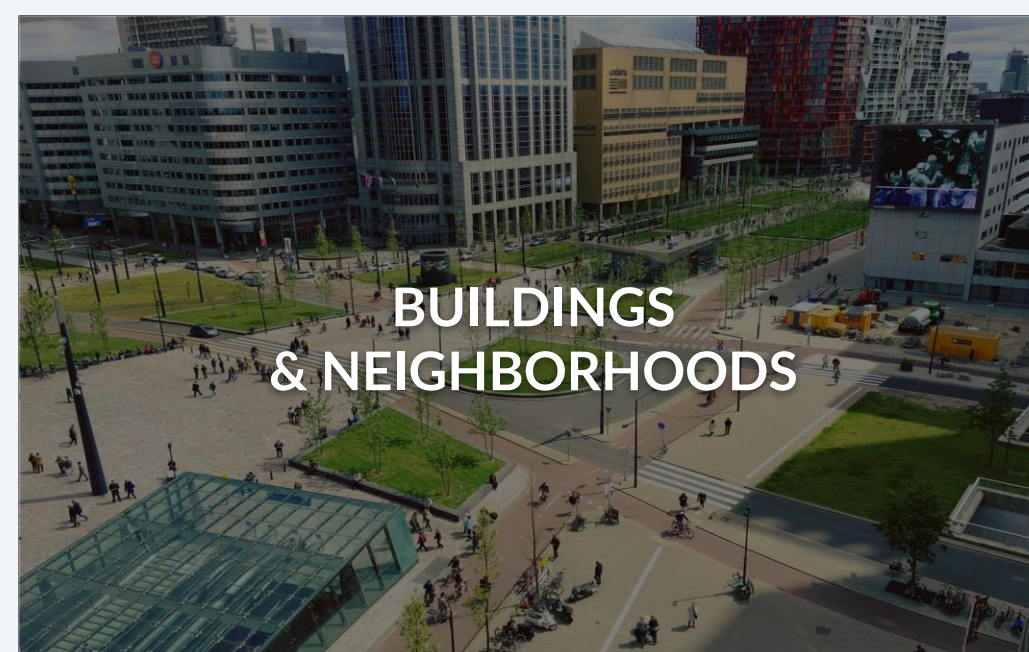
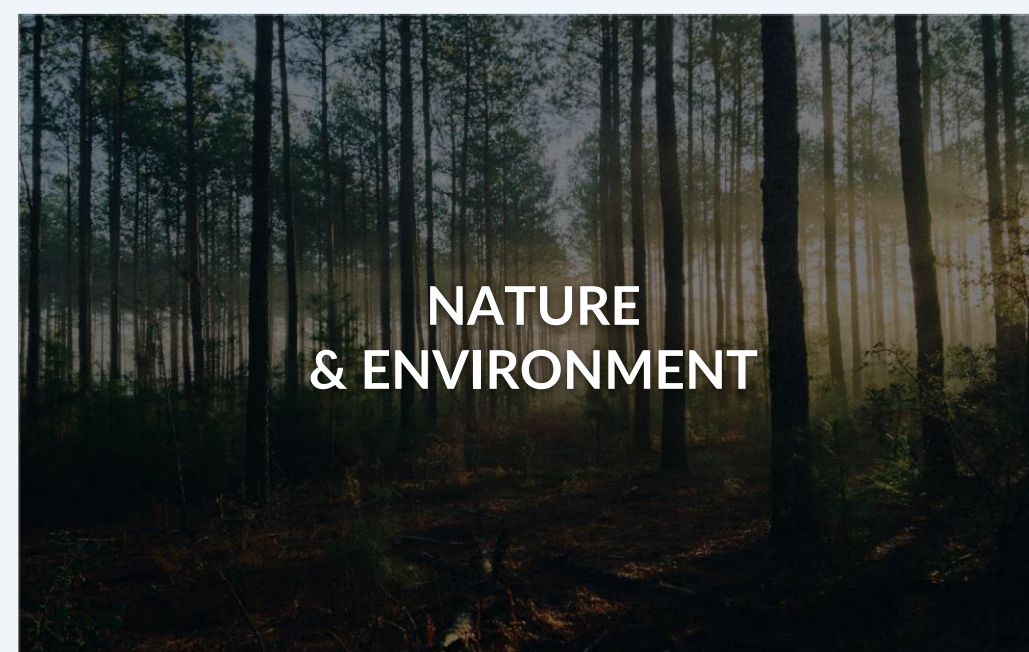
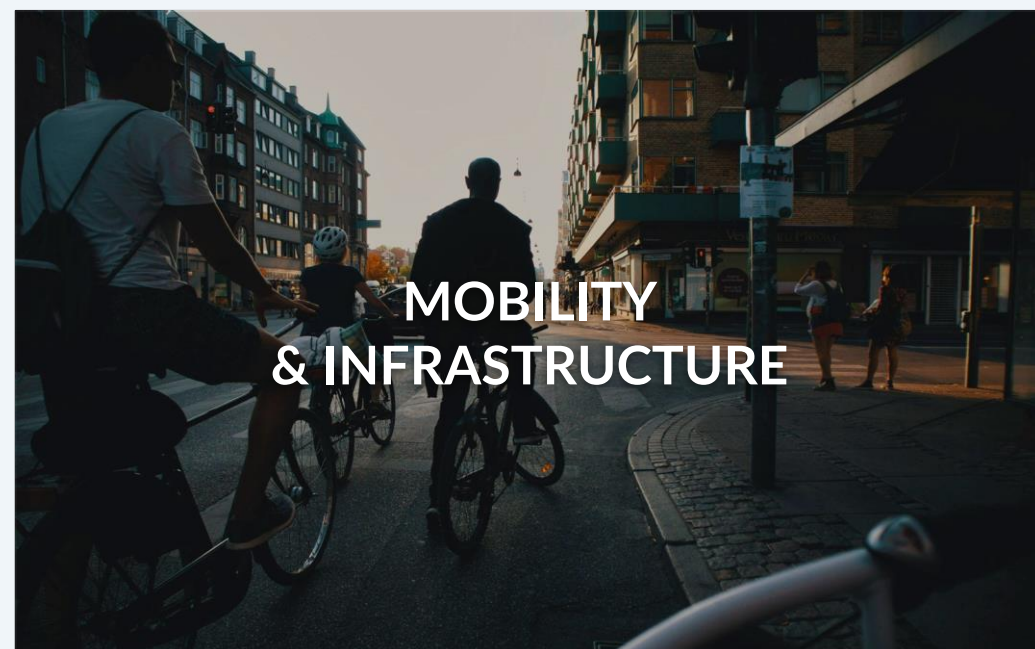
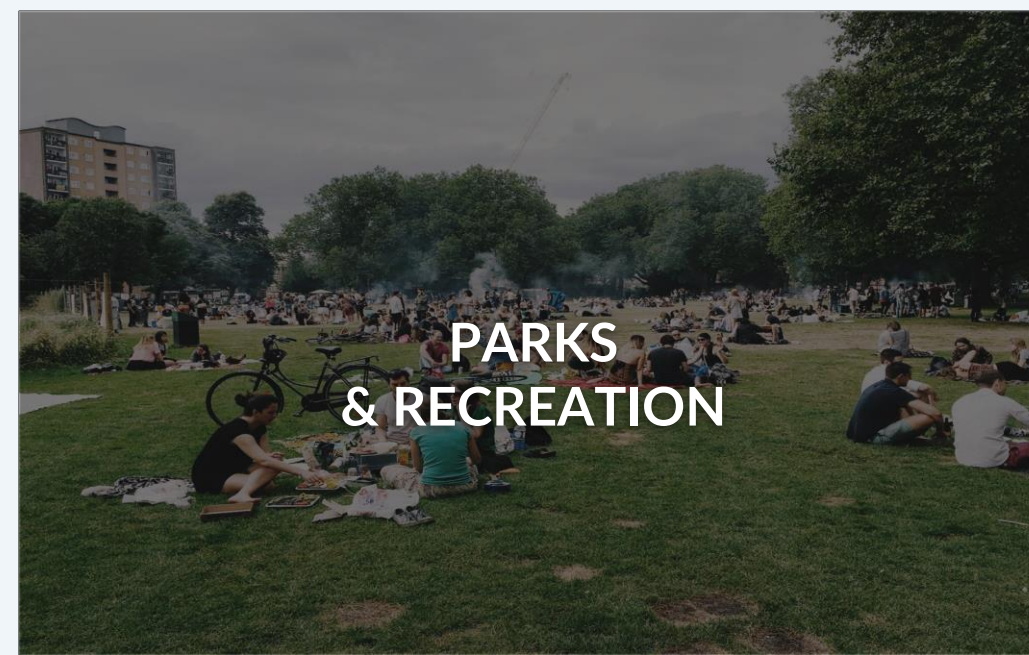
# MAPTIONNAIRE USE CASES – TOWARDS SMART CITIES WITH SMART COMMUNITIES

13 000+  
PROJECTS

25 MILLION+  
RESPONSES

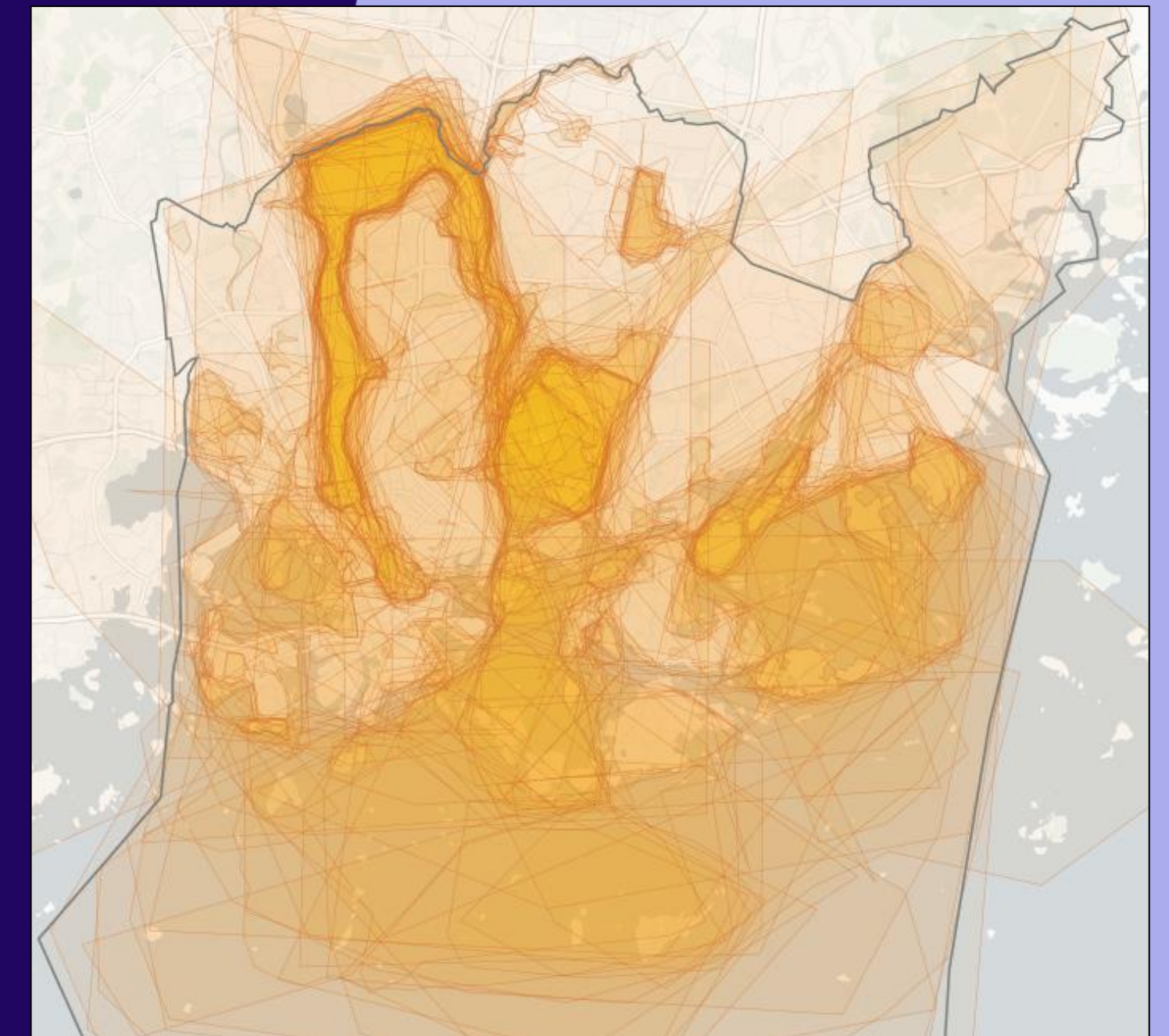
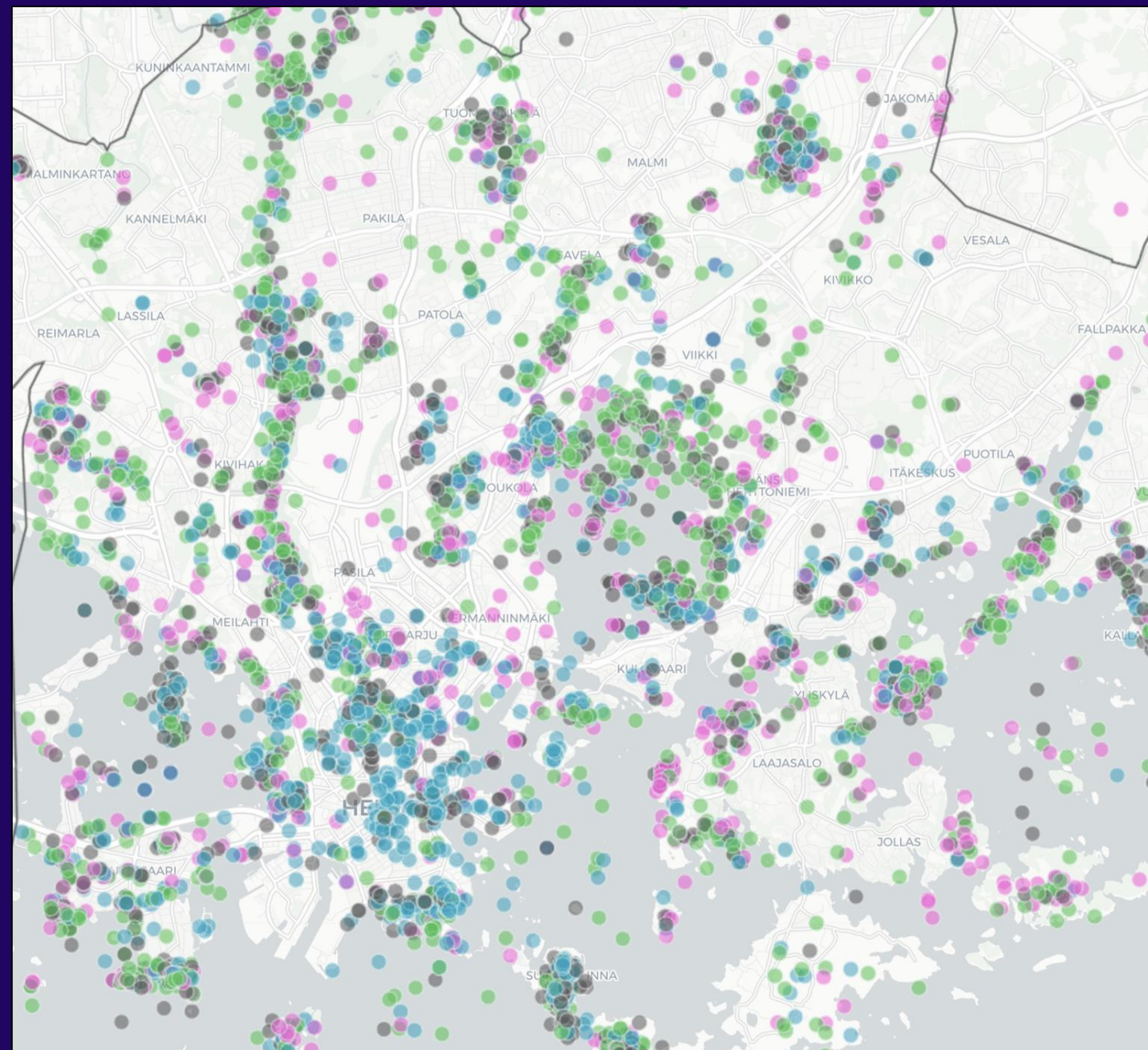
40+  
COUNTRIES

5 MILLION+  
LOCATIONS



# LET THE CITIZENS MAP

With Maptionnaire, participants mark places, routes, and spaces directly on a digital map – and share their experiences, ideas, and feelings about these spaces. You receive the results as **GIS-based data**.





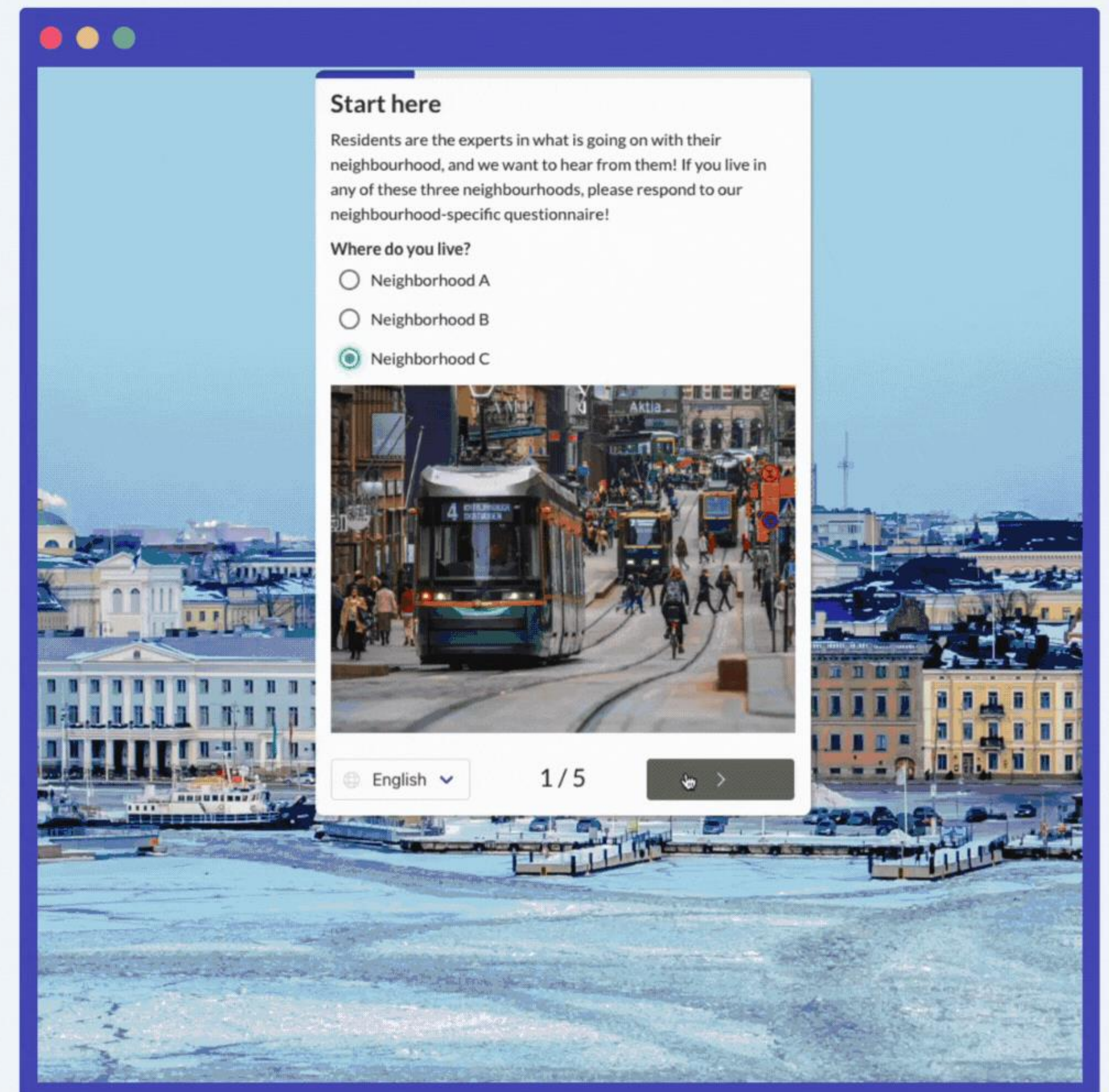
# MAPTIONNAIRE CITIZEN ENGAGEMENT PLATFORM

Collect data, communicate projects,  
and decide together



# Collect Local Insights and Guide Participation Spatially

- **Collect grassroots data** from stakeholders and residents with map-based and traditional surveys.
- **Organize online polls** or ask the participants to prioritize items to support decision-making.
- **Allow participants evaluate** various proposals dynamically via map-based tools.
- Convert responses into standardised reports that are sent automatically to a city registry to **satisfy bureaucratic requirements**.
- **Use the online data in onsite events** and facilitate face-to-face discussion with stakeholders.



# Analyze, Report, and Visualize Data

- **Make quick and simple visualizations of your results:** filter data, create heatmaps and graphs, and access location-related comments.
- **Export structured response data** from your community engagement activities to other GIS or data analysis tools.
- Define individuals and groups who have **access to data and reports.**
- Easily share information across your organization and show engagement results to stakeholders and residents.



# Communicate about Planning for Efficient and Inclusive Engagement

- Create an engagement webpage with a drag-and-drop editor for **informing, consulting, and reporting back to residents and stakeholders.**
- Compile all public information into one place (PDFs, videos, offline events) and **visualize the process flow.**
- **Gather data while informing people** – embed a map-based questionnaire on a webpage to illustrate spatial changes in the area.
- **Citizens, stakeholders, and project leaders can leave comments and feedback on the engagement webpage, making collaborations simple and inclusive.**

The image displays two overlapping screenshots of a digital engagement platform. The top screenshot shows a survey titled "New Housing Areas 2050" with a "Go to questionnaire" button and a timeline of five stages: Plan preparation (Sep 28, 2020), Plan drafting (Dec 1, 2020), Plan proposal (Jan 1, 2021), Plan approval (Jun 1, 2021), and Construction begins (Jan 1, 2022). The bottom screenshot shows a map-based questionnaire for "Neighborhood C" with a map, a photo of a library, and a question: "Do you use the library on Rikhardinkatu?" with radio button options: "Yes, it's my go-to library", "Sometimes, but I prefer another library", "I rarely visit it", and "I don't go to libraries".

An aerial photograph of a city with dense, colorful buildings and streets. Two overlapping circles are overlaid on the image. The top-left circle is larger and contains the text 'HIGH-QUALITY DATA THAT CAN BE USED IN PRACTICE'. The bottom-right circle is smaller and contains the text 'Or random and unclear commentary that has few practical applications?'.

**HIGH-QUALITY  
DATA THAT  
CAN BE USED  
IN PRACTICE**

**Or random and  
unclear  
commentary  
that has few  
practical  
applications?**

# Which routes do you use when walking around the city?



## Important walking routes

Where are your most important walking routes in the city centre? Draw your routes to work or school on the map and answer additional questions related to them. Are your routes dependent on the time of the day or the season? You can draw multiple routes.

Instructions ?

## Walking instead of taking some other form of transport

A route I use e.g. to school, work or when doing errands

## A recreational walk

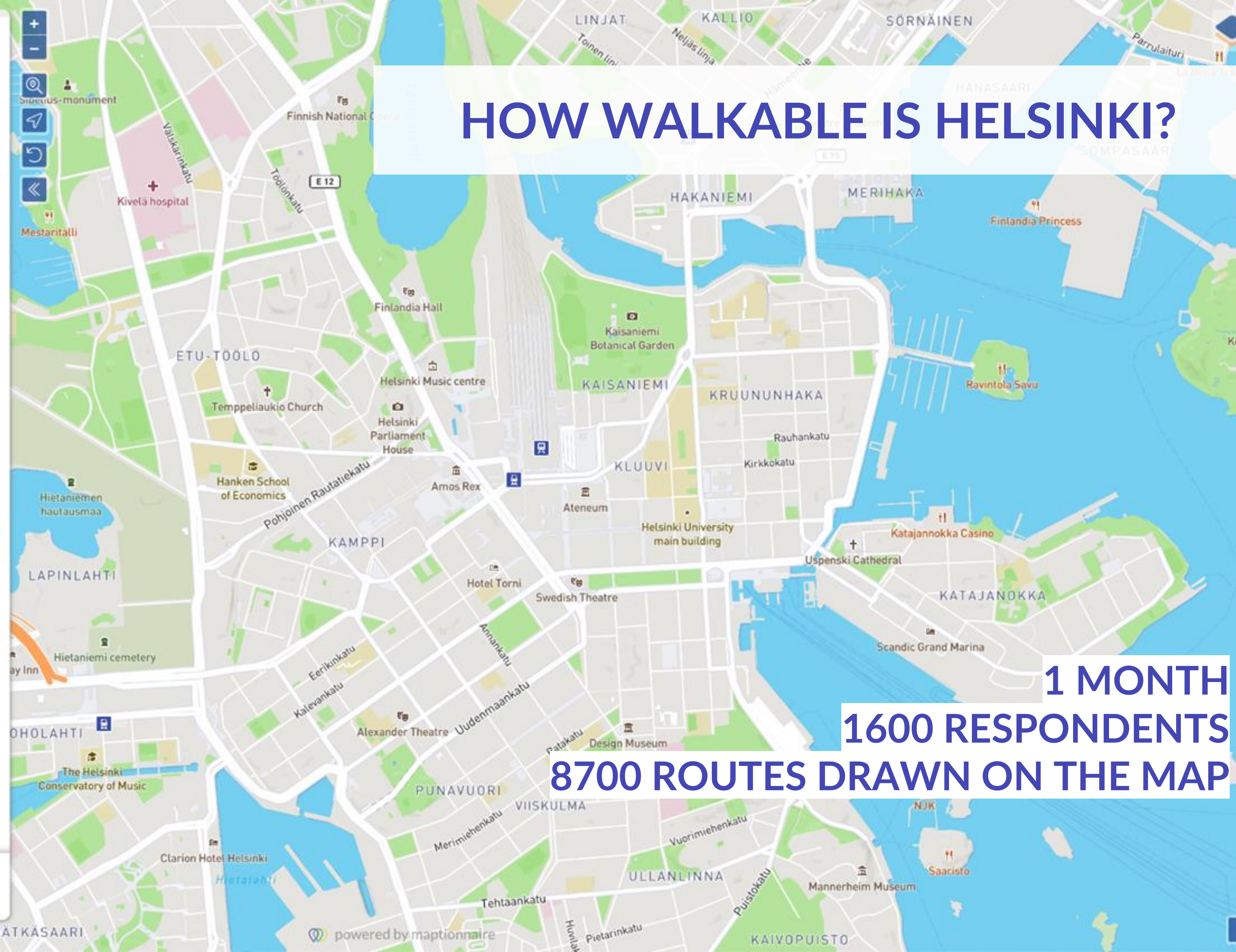
A walk I take when going e.g. on a walk in the city centre, to spend time outside or just to spend some time.

## Important places along the walking routes

Mark the routes you have drawn with places that you consider especially pleasant and those that make you stop. Mark also those places that you find unpleasant along or near the route.

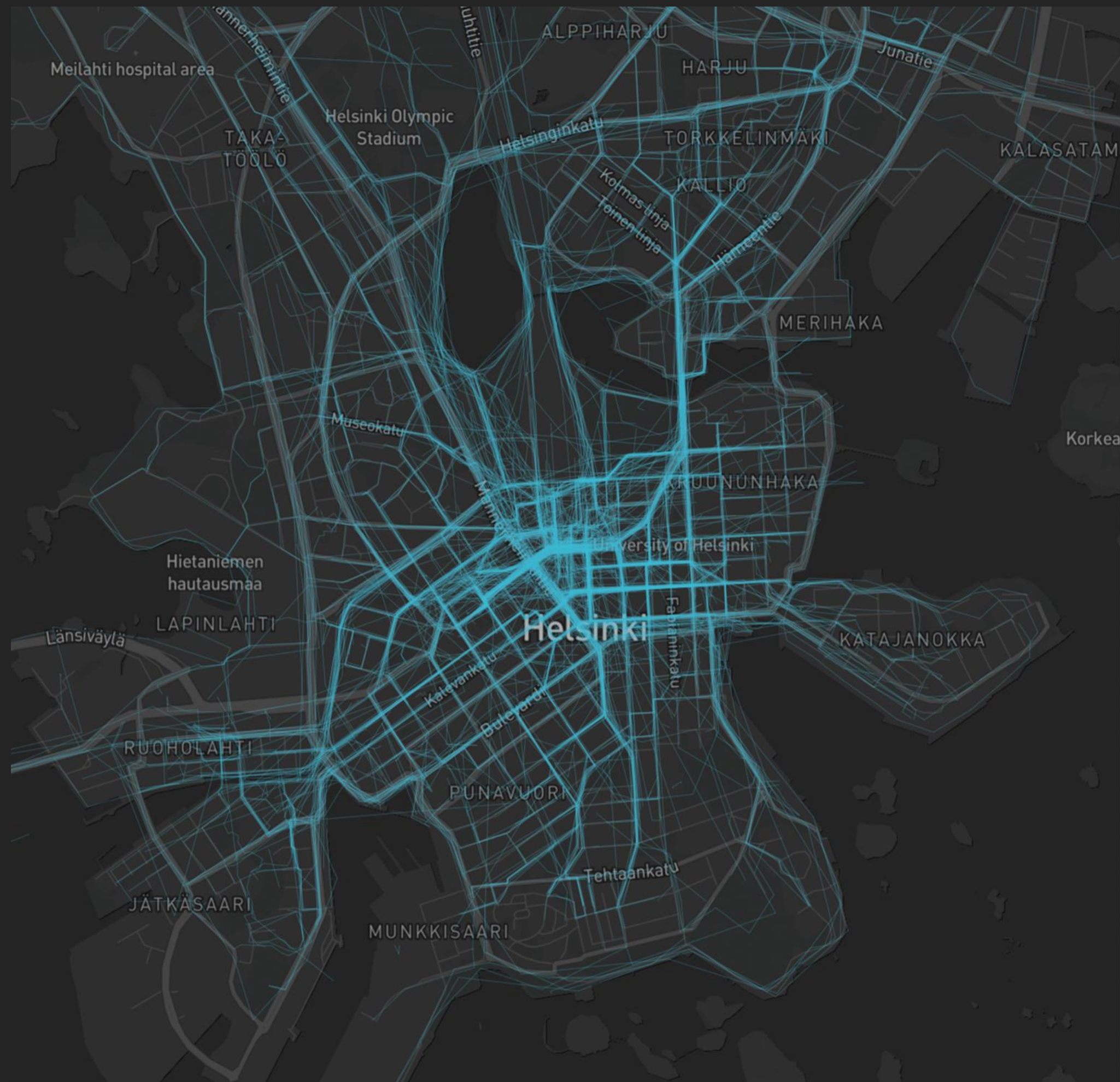
< 2 / 7 >

# HOW WALKABLE IS HELSINKI?

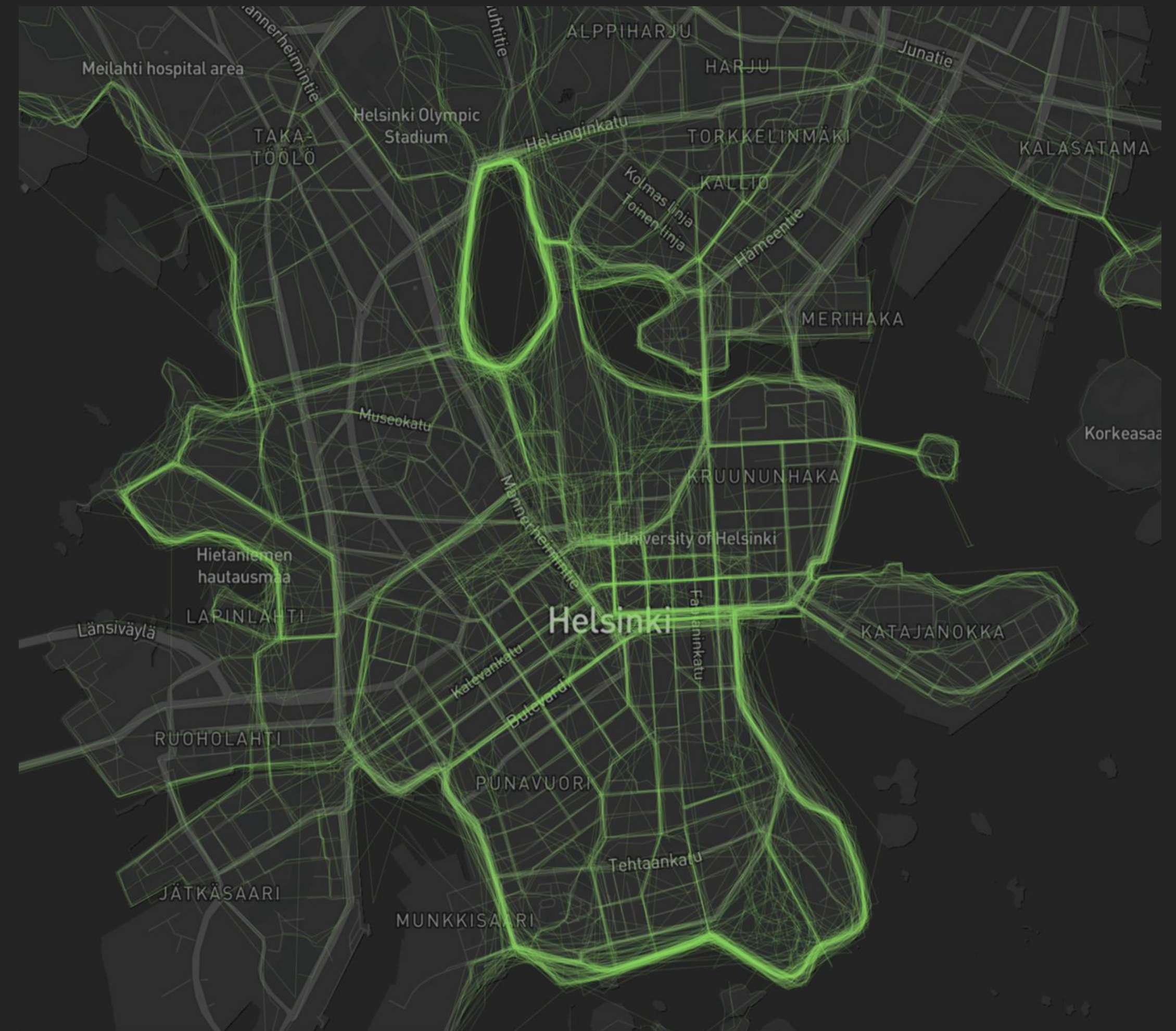


1 MONTH  
1600 RESPONDENTS  
8700 ROUTES DRAWN ON THE MAP

# EVERYDAY ROUTES VS. RECREATIONAL ROUTES



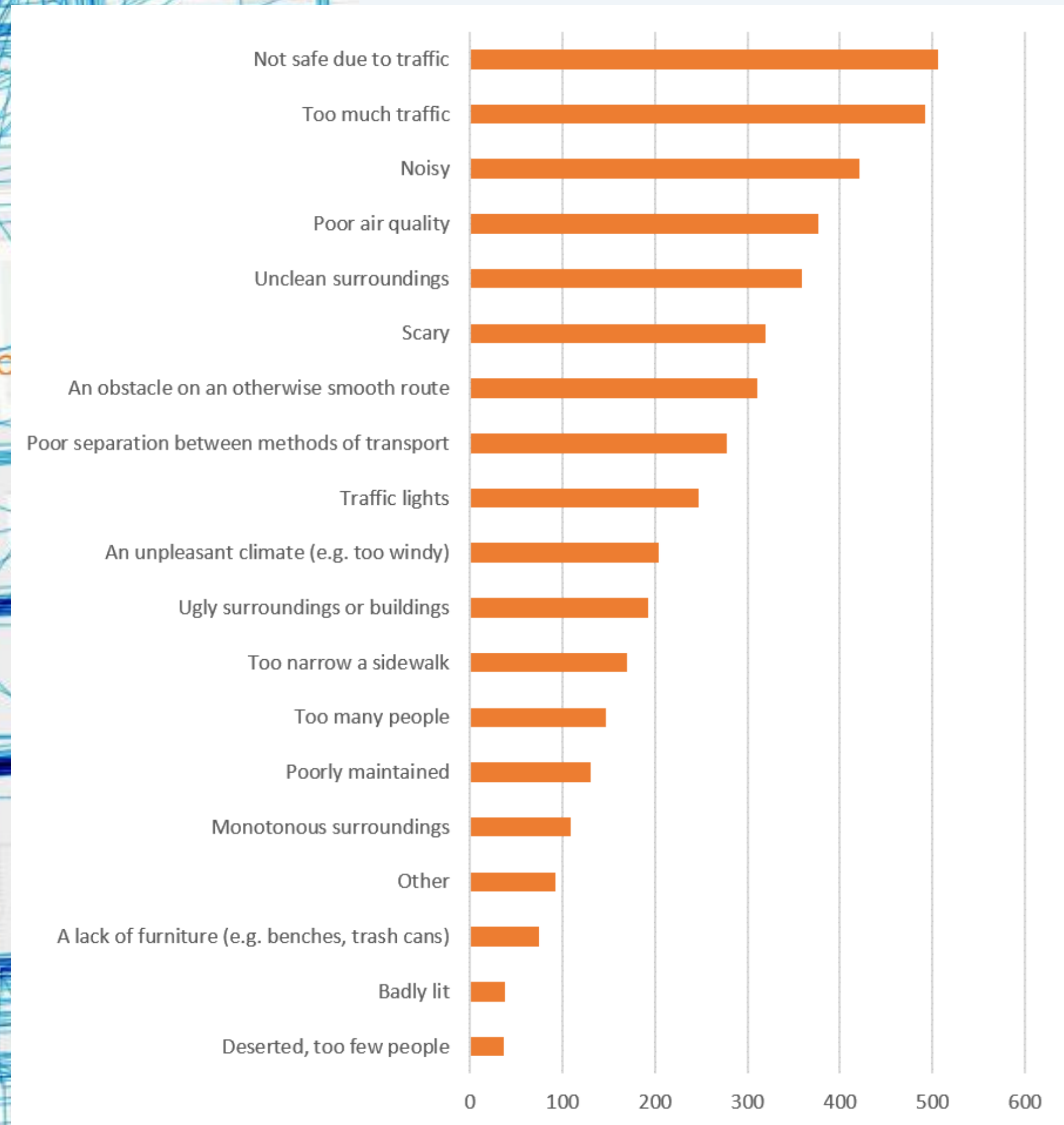
Everyday routes (n=2178)



Recreational routes (n=1428)

# Unpleasant places along the everyday routes

1449 marked places on map





# THE STREETS OF HELSINKI THIS SUMMER



Source: <https://www.hel.fi/fi/uutiset/esplanadin-uudet-alueet-ja-kesakadut-avautuvat-helsinki-paivana>  
Photo: Kirsikka Mattila



Source: <https://www.hel.fi/fi/uutiset/keskustaan-suunnitteilla-uusia-kavelyalueita-ensi-kesaksi>  
Photo: Susa Junnola



# maptionnaire

MAKE YOUR URBAN PLANNING PROCESS INCLUSIVE AND ENGAGING TO CREATE  
MORE LOVABLE SPACES.

Interested in seeing how the solution works?  
Get in touch with us at [anna@maptionnaire.com](mailto:anna@maptionnaire.com) and [james@maptionnaire.com](mailto:james@maptionnaire.com)