L.A.M.A.:
MAKING DATA TANGIBLE FOR A MEANINGFUL DIALOGUE

Data has become an essential asset which grows and makes possible opportunities tangible to find and make an accurate forecast for future developments and vision more certain. The role of data is evolving and expanding, resulting in being utilized in open public databases. The main objective for making data accessible is to improve and further enhance the collaboration between the citizens and the municipality. This collaboration is an essential element in creating and optimizing a smart city. However, for all those that are not data literate nor see a meaningful use of data – these data remain a mystery, and further strengthening/improving collaboration by open data seems lost. This thesis aims to determine how data could support active citizens of Rotterdam to provide them with stimuli for direct collaboration with the municipality of Rotterdam.

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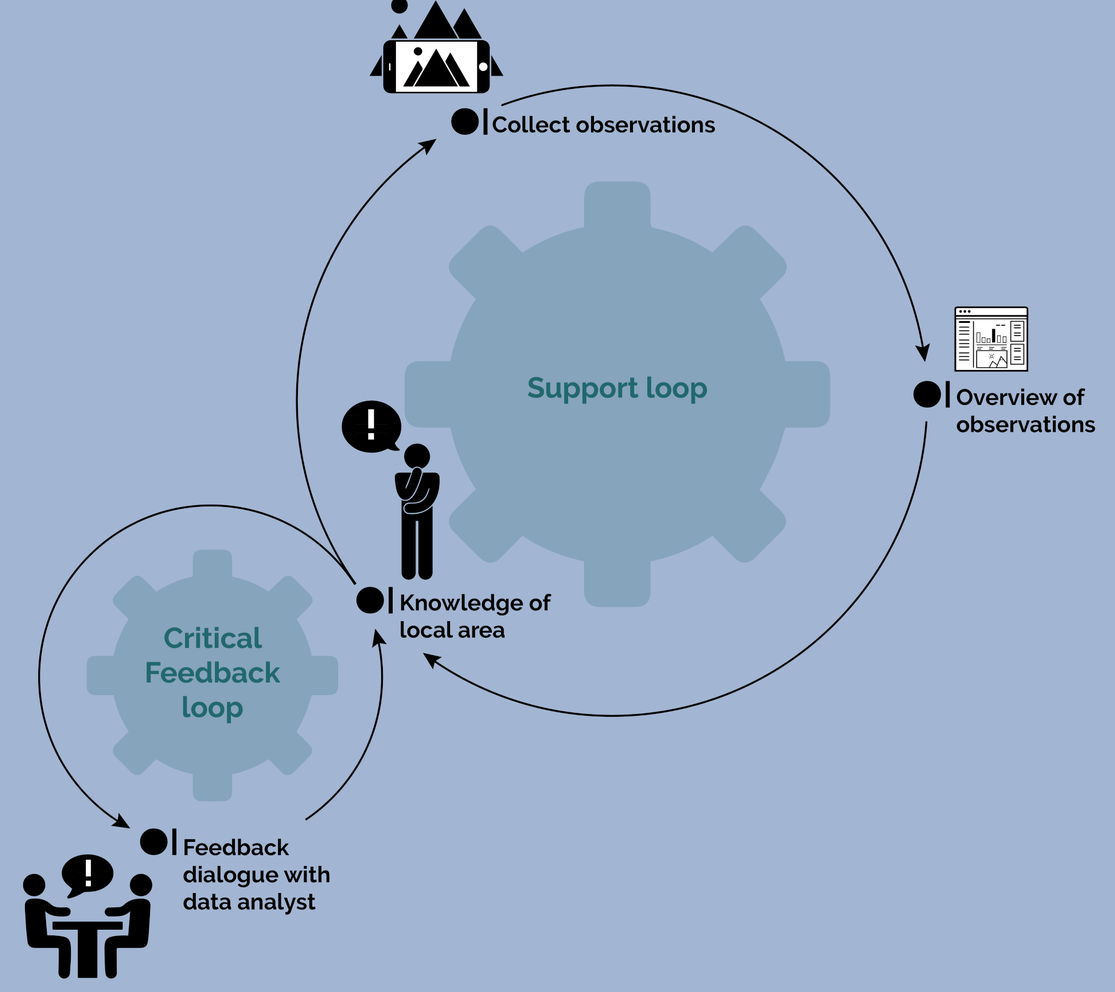
L.A.M.A., which stands for Local Area Monitor Assistant, is an application which provides support to gain knowledge on observations in the neighbourhood for the area networker. The L.A.M.A. serves the area networker as an external hard drive. L.A.M.A. is divided into two cycles, the first cycle is the support loop and the second cycle is the critical feedback loop.

The core principles of L.A.M.A. is to support of gaining knowledge of the neighbourhood and thereby better understand what is going on by analysing the observation data that is collected. All data collected is translated into dashboards to give an overview of the observation data to provide a feeling of control over the observation data and enhance a comfortable way to explore the data in depth. Getting in connect with the data analyst of the municipality of Rotterdam to compare the big databases to provide an optimization of the explored patterns and insights to gain a better perception of the actual reality and thereby result in a more critical approach of the data conclusions.

L.A.M.A. makes collecting data approachable/assessable by taking a photo of the captured data, since a picture says more than a thousand words. But to avoid any misunderstandings a label and additional notes can be added. By doing this, the phenomena becomes very visible and understandable for everyone. Besides having the ease of collecting the data, the user will learn to see the benefits of dashboards in giving knowledge and stimulate to make the next step.
A solid foundation is created, but further development and research are needed to realise the concept and to strengthen the collaboration between the citizens and municipality envisioned by using data.



"An efficient way to collect and overview my observations"

Anne Smit
L.A.M.A.: Making data tangible for a meaningful dialogue
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Strategic Product Design

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