

GET STARTED!

Want to participate in the Vision Zero Challenge, but don't know where to start? Our weekly newsletter will provide an overview of supports and resources. These will include Slack office hours with users and meet-up schedules. In the meantime, follow this step-by-step guide to answer the question...

How might we use data, design and technology to make all Toronto road users, especially seniors, newcomers and school children, safer immediately, and enable predictive and high priority interventions in the future?

PHASE: DISCOVER



WEEK 1

MAY 31 - JUNE 6

WEEK 2

JUNE 7 - 13

Understand User Needs

Learn about user needs and identify unmet needs. To do this, check out:

- + User Research Guide
- + City of Toronto Personas
- + Datasets on GitHub
- + Research + Policy Materials

PHASE: DEFINE

WEEK 3

JUNE 14 - 20

Synthesize Insights

Analyze and synthesize the information you have gathered to create a new problem statement focused on a user need. To do this, check out:

- + Research + Policy Materials
- + Datasets on Github
- + Human-Centred Design Field Guide

WEEK 4

JUNE 21 - 27

Ideation

Focus on identifying ideas to solve the problem(s) you have identified for your target user group. To do this, check out:

- + Human-Centred Design Field Guide

PHASE: DEVELOP

WEEK 5

JUNE 27 - JULY 4

WEEK 6

JULY 5 - 11

Prototyping

Explore some of your ideas through rapid, low fidelity prototyping. Test your ideas with target users. To do this, check out:

- + User Research Guide

PHASE: DELIVER

WEEK 7
JULY 12 - 18

WEEK 8
JULY 19 -26

Prepare for Submission

Get ready to submit your idea before the July 26th deadline. To do this, check out:

- + Rules and Regulations
- + Judging Scorecard
- + Submission Form