

Thousands envisioned the future of Helsinki

The city of Helsinki is drawing a new City plan, which will guide the development of Finland's capital until 2050. Hearing the residents' views was therefore crucial.

Mapita designed a map-based web questionnaire, which attracted some 4600 respondents. They made over 33 000 entries in the interactive city map. As the answers were recorded simultaneously with the location information, the collecting and analysis of the vast material was swift and efficient.

The residents gave especially many suggestions for new building areas. They also located urban nature spots they considered unique. When the results were analyzed, Mapita found two distinctive groups of people, which differed in their views on additional construction in the city. Whereas the urbanites would like to live in a denser Helsinki, others are more critical of additional construction, especially in their own residential area.

Mapita also developed analyzing tools for city planners and free visualization tools for everyone. Both are browser-based and supported until the end of 2016.

The city of Helsinki published all the survey data online. The city also organized a Hackaton competition for software developers with the aim of developing new and interesting methods for utilizing the data.

Have a look at the [questionnaire](#) and the [visualizations](#)!

"We got an excellent number of respondents and entries. The survey was a success. Its usability was good and responding was clear and easy. Also, it was important for us to receive the analysis report directly after the end of the survey, and the analysis tool for our staff. I believe that the survey's results will be used as a background material for a wide range of future projects."

— **Heikki Mäntymäki**, Communications Manager, City Planning Department



City of Helsinki

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