

## Big Idea Worksheet 1

Your name: Gruppe D

Name of the project: Mobility improvements in Zurich

### Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- city government/council
- council workers in tourist information, environment, mobility, planning and development, citizen services
- companies involved in mobility
- customers/citizens

If you had to narrow that to a single person, who would that be?

- council for city development

What does your audience care about?

- follow guidelines and targets set by the federal government e.g. in climate, inclusivity and building
- create and maintain a safe, diverse, inclusive and connected community
- support the community by providing services in health, mobility etc.
- maintain partnerships with other cities

What action does your audience need to take?

- they need to ensure that mobility is designed for everyone
- they need to provide affordable services for citizens
- they need to help build up a sustainable mindset inside the community and be a role model for others

### What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- create a even better service and innovation - "The best timetable is the one you don't need to know"
- pioneer and good reputation
- become the world's most liveable city, ranked by the economist

What are the risks if they do not?

- loss of reputation as an innovative and smart city
- loss of life quality in the city
- climate targets might not be achieved

### **Form your big idea**

Our public transport system needs to reach the next level of quality by developing a timetable that no one needs to know, simply because all travel possibilities at all times are covered.