CrowdInsights – how, when and where people move within a city

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FBK participates with the I3 Research Unit to help the consortium investigating how people manage urban data in order to design effective and efficient tools

CrowdInsights is a Digital Cities Action Line Innovation Activity of EIT Digital that actively monitors urban environments detecting the composition, dynamics and movements of crowds.

It provides a solution that integrates data collected from IoT sensors, mobile phones and social media to provide comprehensive, multi-scale views of urban dynamics such as how, when and where people move within a city.

With **CrowdInsights**, urban planners can plan pedestrian areas based on the actual volume and frequency of human movement. In addition, businesses and tourism operators can use the data to develop more targeted and effective marketing campaigns.

This tool is innovative in that it provides comprehensive and cross-sourced data that includes both real-time and historical results adapted for citizens and for local decision makers and businesses such as event managers.

FBK participates with the **I3 (Intelligent Interfaces and Interaction) Research Unit** to help the consortium investigating how people manage urban data in order to design effective and efficient tools.

PERMALINK

https://magazine.fbk.eu/en/news/crowdinsights-how-when-and-where-people-move-within-a-city/

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