

1. DEFINE USER CASES AND GOALS

With this project, we want to map visitor amounts on the y-slope of the NDSM-wharf to better improve the services, the experiences, and environment of the NDSM-wharf for visitors.

2. PROJECT SCOPE AND BRIEF

For the duration of one year (dec 2022 - dec 2023) we will use the crowdmonitoring system developed by Tapp to anonymously track visitor numbers on the y-slope of the NDSM-wharf

3. LEGAL, TECHNICAL, AND SPACIAL CONSIDERATIONS

Visitors of the y-slope might think they are being recorded which could lead to the fear of jeopardizing their privacy. This could lead to a loss of trust and comfort by the visitors of NDSM.

4. PUBLIC ENGAGEMENT AND COMMUNICATION

The public will be involved in the project through a clear line of communication both from NDSM to the public via ndsm.nl, but also through the possibility for the public to reach out via redactie@ndsm.nl to express their comments and feedback. This will hopefully lead to avoidance of point 3.

5. DATA COLLECTING AND PROCESSING

No personal data is collected, saved or processed. The system works completely anonymous through the algorithm developed by Tapp. The outcomes of the project are completely open-source and can be accessed by anybody who wishes to do so through the data dashboard at ndsm.nl.

6. IMPACT ANALYSIS, REFLECTION, AND EVALUATION

We will know the project is a success through 2 pillars: amount of (negative) feedback by visitors, and the degree to which the data give insight into visitor numbers at the y-slope of NDSM during the year of the project. Conclusion TBA.

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With this project, we want to map visitor amounts on the y-slope of the NDSM-wharf to better improve the services, the experiences, and the environment of the NDSM-wharf for visitors. We also want to gain insight in how many people see the artwork which is located at this specific location.

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- No reactions regarding the crowd monitoring have been received.

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- One sensor was vandalized, an update of the signing is implemented to better inform visitors and hopefully prevent this in the future.

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- No reactions regarding the crowd monitoring have been received.

- A six-months update will be done through the NDSM channels to inform the public about the progress of this pilot.

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- A six-month update report is made by Tapp to give an indication on the progress of this pilot

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- One sensor was vandalized, an update of the signing is implemented to better inform visitors and hopefully prevent this in the future.

- The vandalized sensor was re-installed successfully, as well as the updated signing.

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