UDM

Universal Design Manual for digital mobility and delivery services

![INDIMO - INCLUSIVE DIGITAL MOBILITY SOLUTIONS]
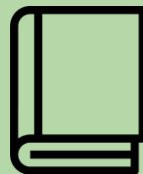
Universal Design Manual for digital mobility and delivery services

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The Universal Design Manual provides guidelines to **improve the accessibility of the user interface** of digital mobility and delivery services taking into account the principles of **Universal Design** targeting the needs of all kinds of end users**.**

The INDIMO Toolbox is intended for a practical use, providing **direct access to interactive evaluation tools, templates and documentation**.

![INDIMO - INCLUSIVE DIGITAL MOBILITY SOLUTIONS]

The **Universal Design Manual for digital mobility and delivery services**

How to navigate the tool?

Tips and tricks

How to navigate the tool?

Navigation style

DEEP-DIVE   ● click on the links provided in each slide to open contents contextually

READ-ON   ● read thoroughly the slides and download all templates in a compressed file at the end

SPEED-UP   ● fast-read and skip slides or jump to the final slide whenever you want

1. What is the UDM?

The UDM ambition and challenge

The **focus of the Universal Design manual** is on the **interaction between users and the digital transport systems** through user interfaces on multiple devices (e.g., mobile, desktop, interactive equipment or information display).

The UDM provides answers to the following **key questions:**

- How to assess and analyze user needs inclusively?
- How to identify user requirements for accessible digital mobility services?
- How to apply recommended changes across the different service design phases?

Click to download the extended document

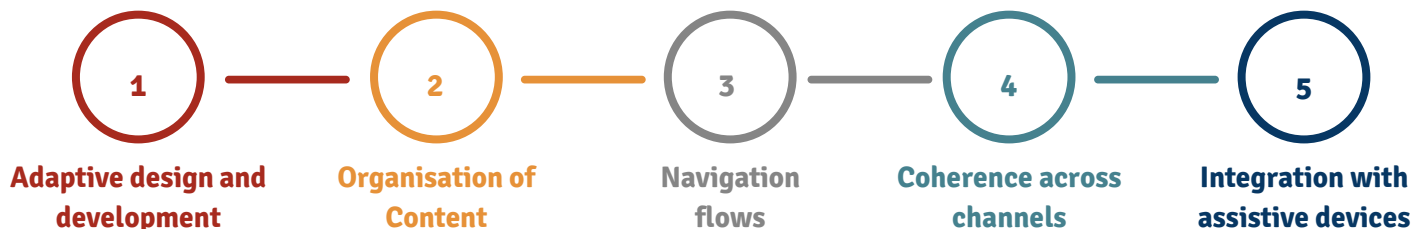Download the full UDM pdf file

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1. What is the UDM?

Key features of the UDM

The **key features** of the UDM supporting the inclusive design of user interfaces are:

1. The inclusive approach to the development of **adaptive user interfaces.**
2. The design of **accessible content organisation and visual layouts.**
3. The conceptualization of **navigation flows,** combined with multi-modal cues (e.g. visual aids, captions, icons labelling, etc..).
4. The coherence across **service communication channels.**
5. The support the integration with **assistive device technologies** (e.g. text-to-speech, voice readers, etc..).

1	2	3	4	5
Adaptive design and development	**Organisation of Content**	**Navigation flows**	**Coherence across channels**	**Integration with assistive devices**

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1. What is the UDM?

From co-creation to recommendations

The INDIMO Toolbox provides a **user-centric design approach** and a set of **recommendations** based on the empirical research carried out in the Communities of Practice (CoPs) and the Co-creation community (CCC), also drawing from literature review and desk research.

In the following sections you can read more about the UDM methodological process, the results and find the other downloadable templates and documents.

Click on one of the links to visit the online interactive repository of recommendations

UDM recommendations

All recommendations

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1. What is the UDM?

The development of the UDM

The INDIMO Toolbox was created by following a simple process:

1. Recruiting and involving end users, service operators, developers, policy makers, researchers, and experts in the **collaborative identification of user needs and requirements.**

1. Applying **iterative design** to the co-development and assessment of the UDM contents in five pilot sites, through periodic **meetings with the local Communities of Practice** (CoP).

1. Proceeding with the **collective validation** of each pilot site's service applying the final UDM recommendations.

Recruit and involve

Co-design

Test and Validate

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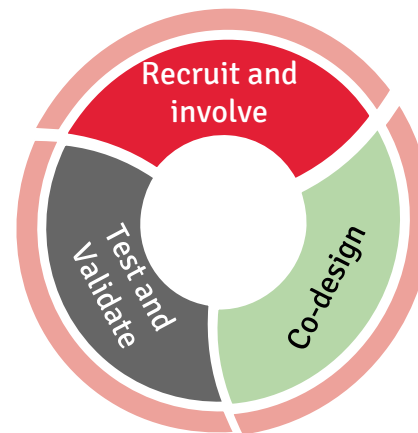
2. Why do I need the UDM?

Find yourself!

NGO or association representing people with special needs and/or impairments

You know the needs of the people you represent, but you face difficulties in expressing this expectation to other professionals.
The UDM will help you **substantiate your ideas and provide recommendations** to increase service inclusivity.

Developers, UX/UI and graphic designers

While developing a digital mobility or delivery system (DMS/DDS) you try to do it for the widest audience as possible and you want to be able to adapt it to emerging needs.
The UDM will help you **identify users' needs and and suggest you practical tips** on how to tackle them.

Mobility/delivery service providers

You want to be sure your service can be used by everyone and be as inclusive as possible to increase your customer base.
The UDM will contribute to **generating awareness in your team and guide the decision-making process** through inclusive principles and approaches.

Policymakers

As you are in charge of promoting accessibility, you either elaborate, deploy or execute policies, or you shape laws and regulations that directly affect mobility and delivery services.
The UDM allows you **including essential requirements to bring more inclusive services on the market**.

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INCLUSIVE DIGITAL MOBILITY SOLUTIONS

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3. How can I use the UDM?

The UDM objectives

You can use the UDM to achieve one of the following objectives:

- To **assess accessibility** and inclusiveness of **existing digital mobility and delivery services** and the related user interfaces;
- To **design accessible** and inclusive **new digital mobility and delivery services'** and the related user interfaces.

You can use the UDM to analyse, develop or redesign a service in two ways:

DEEP-DIVE | Discover and **apply the UDM methodology** to evaluate and improve the accessibility and inclusiveness of new or existing services;

SPEED-UP | Identify and **apply the appropriate UDM recommendations** to adopt an inclusive approach in new or existing service design.

Continue navigation to DEEP-DIVE

Click here to skip slides

UDM recommendations

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3. How can I use the UDM?

A step-by step digital Universal Design methodology

In the following slides you will find all materials needed to apply the UDM methodology:

STEP 1

The **Checklist for service assessment**, to identify your target audience, weak points and to create a preliminary roadmap for development.

STEP 2

The **Capabilities-limitations spectrum**, to identify typical users and intervention areas for implementation.

STEP 3

The **Requirement ranking template** to assess the demands and effects of your possible interventions.

STEP 4

The **Personas** concept to build context-specific user types and their user experience (UX).

STEP 5

The **User journey** concept to identify the difficulties users may experience while using your service.

STEP 6

The **UDM Guidelines** include a general guidance for the design and development process.

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INCLUSIVE DIGITAL MOBILITY SOLUTIONS

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3. How can I use the UDM?

Step 1 - Checklist for service assessment

As first step, use the **INDIMO checklist for service assessment** to obtain a **performance score of the inclusivity of the service inclusivity** and familiarize yourself with the specific needs and requirements of end users with the most diverse characteristics.

For the overall service the checklist helps to:

1. **Determine the performance** of your overall service on the different axes of users' capabilities and limitations.
2. **Identify and address accessibility and inclusivity issues** of the service based on its performance.
3. **Create a roadmap** of the main areas of possible improvement.

At the physical and digital interfaces level the checklist helps to:

1. Trigger the design/redesign process by **focusing on the available resources**.
2. **Characterize users' capabilities and limitations** to access and use the service.
3. **Prioritize actions required to improve the service** and/or related sub-systems.

Checklist for
service assessment

After service performance assessment, a **capabilities-limitation spectrum** can be defined. This exercise may be implemented by any developer, operator or service provider to **assess the capabilities/limitations of their potential users and think of how to make their services universal** (or, at least, with a higher degree of universality). An example is the assessment of the end users' degree of capabilities-limitations in daily activities such as walking, paying for a service, etc.

1. First **identify a spectrum of capability*-limitations** where people can be characterized using the graph template.

2. Secondly **visualise the scope of the spectrum that is covered by the characteristics of the service**.

capability: what people can do – their capabilities and their current state with respect to the options available to them

Capabilities-limitations spectrum and application to personas

Capabilities - limitations graph template

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Instead of elaborating guidelines for fixed target groups of users, the UDM proposes to approach Universal Design through a spectrum of users' capabilities-limitations: **there exist no social minorities separated from the majority tagged with "normality", but there are rather different dimensions of capabilities-limitations and overlapping characteristics**. Each person, according to their self-perception, can be at any point on this spectrum.
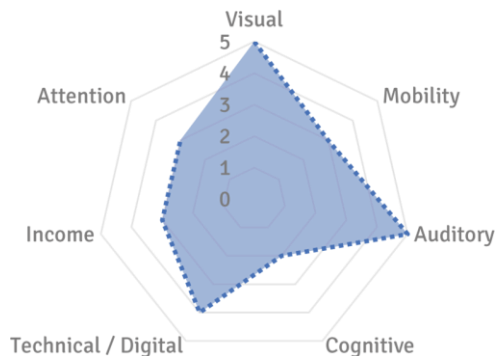
The spider-graph axes with degrees of capability-limitation
Scale from 0 (no capability) to 5 (complete capability).
Ideally, both the service provided and the related digital interface should have satisfying ratings on every axe of the capabilities-limitations spectrum.

User characteristics

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3. How can I use the UDM?
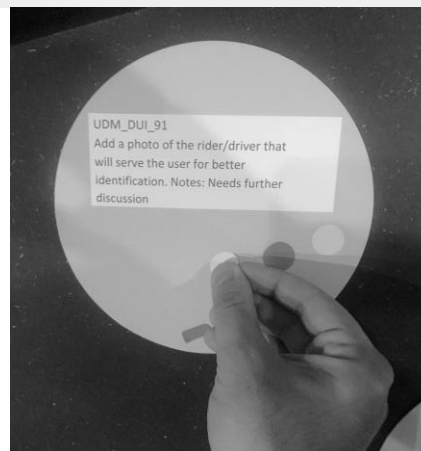
Step 3 - Requirement ranking

By identifying capabilities and limitations of the user groups you would like to address, you can **define specific service requirements**. To pre-assess how planned interventions will positively and/or negatively affect your service, **requirements should be analysed, validated and prioritised before final evaluation by both end users and service providers**. Such process involving the INDIMO Communities of Practice is further detailed in the section 4 of the UDM tool.

UDM requirement ranking table template

UDM requirement ranking - example

UDM_DUI_91
Add a photo of the rider/driver that will serve the user for better identification. Notes: Needs further discussion

Use the dynamic navigation menu to move across sections

3. How can I use the UDM?

Step 3 - Requirement ranking example

Below there are three examples of the requirements derived the target groups of a food delivery service in the INDIMO pilot in Madrid:

CAPABILITIES	**PEOPLE WITH REDUCED VISION**	**PEOPLE WITH REDUCED MOBILITY**	**NON-CONNECTED PEOPLE**
CAPABILITIES	1. Some degree of autonomy; 2. Enjoyment of going to the store and selecting products;	1. Purchase of large amounts of food; 2. No focus on physical condition to justify choices;	1. Disconnection as a lifestyle choice;
LIMITATIONS	1. Tend to avoid screens; 2. Get lost in icons; 3. Sensitive to contrast, shapes and colors;	1. Limited by low accessibility of stores 2. Prefer small stores, associate delivery with big chains	1. Concerns about privacy, security; 2. Negative perception: association of delivery with sickness or impairment;
REQUIREMENTS	1. Anticipation and control over graphic interface (e.g. customizable fonts…).	1. Human assistance; 2. Direct contact with rider to arrange delivery details.	1. Terms and conditions in checkboxes; 2. Include the possibility of viewing user ratings.

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How can I use the UDM?

Step 4 - Build personas

Potential users can be represented by **personas**. *Personas* are fictional characters representing user profiles through behaviours, attitudes, beliefs and goals they want to reach through a certain service. Personas enable designers to think of the user as a real person with a name, face, and life routines. These creations capture the most relevant user profiles and characteristics.

In INDIMO, each pilot's Communities of practice created one or more *personas* to **transform the users' goals, needs, challenges, limitations into a human portrayal** to inspire developers towards service redesign. For each *persona*, a user journey map was designed in order to portray the actual user experience with the service.

Personas
for laptop screen

Personas
for mobile screen

Age: 30 y/o
Marital status:
Married
Children:
2 children (1 infant)
Occupation:
Maternity leave
Location: Peri-urban area in Berlin
Income: Medium

Go to next slide to
see examples

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3. How can I use the UDM?

Step 4 - Personas examples

PERSONA
LUISA

Emilia Romagna pilot

Age: 76 y/o
Marital status: Widowed
Children: One daughter (+ one grandchild)
Occupation: Retired
Location: Centre of Monghidoro
Income: Medium

PERSONA
JOHANNA

Antwerp pilot

Age: 40 y/o
Marital status: Single
Children: No children
Occupation: Public service officer
Location: Antwerp
Income: Medium

PERSONA
MARIAM

Galilee pilot

Age: 25 y/o
Marital status: Single
Children: No children
Occupation: Part-time saleswoman at grocery store; Part-time university student
Location: Rural area/village
Income: Medium

PERSONA
MARIA CARMEN

Madrid pilot

Age: 60 y/o
Marital status: Widowed
Children: Two children, lives on outskirts of city
Occupation: Unemployed; support from government and family
Location: Madrid
Income: Low

PERSONA
SARA

Madrid pilot

Age: 26 y/o
Marital status: Single
Children: No children
Occupation: Works at sheltered workshop
Location: Madrid
Income: Low

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PERSONA
MARIE
Berlin pilot

Age: 30 y/o
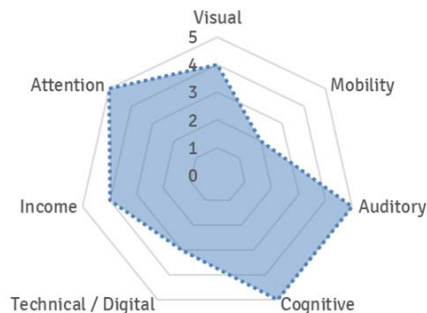**Marital status:**
Married
Children:
2 children (1 infant)
Occupation:
Maternity leave
Location: Peri-urban area in Berlin
Income: Medium

Marie lives in a peri-urban location of Berlin with her husband, who needs the car to get to work. Her husband is very busy, and her parents live an hour away, so **she has little support from others to take care of her child** and the husband.

There are only **limited public transport options** in her neighbourhood, so it is more convenient to use the ridesharing option as she wants to bring her children along. **She is already a user of the ride sharing service** as it helps her get everyday tasks done more swiftly and with less frustrations as the public transport is inadequate. **She is now able to plan her trips** to the grocery store, doctor, school etc. without too much hassle.

She is an open-minded woman who does not mind sharing with people she does not know, and **she is not afraid to try out new technologies**. However, she is not an explorative person and will not actively look for new things as she is quite busy, **she relies on information from others**.

3. How can I use the UDM?

Step 5 - From personas to user journeys

A journey map is a visualization of the **intellectual and physical actions that a person performs in order to accomplish a goal**. With the persona's profile in mind, a user journey **can help to identify the difficulties** users may experience in a realistic scenario.

1. **Involve end users** with different capabilities and limitations together with the design team to run this exercise.

2. **Define a realistic scenario** for each persona/user, before she/he is using your service, possibly before even knowing it exists at all.

3. **Specify actions** and add thoughts related with each step of user-experience, including the post-journey stage.

User journeys

Marie's scenario
Marie needs to order a ride with ridesharing service from her home to the doctor and then to the pharmacy and finally back home with her children, including an infant.

AWARENESS | CONSIDERATION | USAGE | SERVICE | POST-USAGE

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3. How can I use the UDM?

Step 5 - User journey example

AWARENESS 👁	CONSIDERATION 💡	USAGE 📱	SERVICE ⚙	POST-USAGE 😮
Doing:	**Doing:**	**Doing:**	**Doing:**	**Doing:**
Mouth-to-mouth recommendation from relative.	Downloads the app/reads information on the app.	Books 1st ride in the mobile app: register + destination & 3 passengers.	Receives notification of arrival car and goes to the pick up point.	Starts rating and commenting at the end of the ride and gets notified in the app.
Uses a service (route planner) that integrates the offer.	Tries to book a ride as a test but does not confirm it at the end of the process.	(Pre-)book 2nd ride after completing booking and payment of ride 1.	Goes out and checks Confirmation of pre-booking for 2nd ride and starts waiting for it.	
Thinking:	**Thinking:**	**Thinking:**	**Thinking:**	**Thinking:**
It looks like the service is not developed for me.	Checks potential benefits, e.g. combined price for mother and child(ren).	Checks if it is possible to see connections with public transport.	/	Considers sending an e-mail or call if unhappy about the service.

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3. How can I use the UDM?

Step 6 - Generalisation of requirements into recommendations and guidelines

The final step of the UDM methodology is to **translate requirements into recommendations and guidelines. This can only be effective if done after the previous steps**.

In the next slide we provide as an example a table in which requirements and recommendations from the INDIMO Communities of practice have been collected in all pilot sites. All recommendations derived are now a part of the full set included in the INDIMO Toolbox.

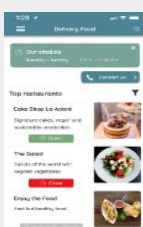Continue navigation to see an example and read more about the science behind the UDM

3. How can I use the UDM?

Step 6 - Example table - From requirements to recommendations

As done in INDIMO, you can build a large table to collect examples, evaluation, implementation roadmap and the generalisation of each requirement into one or more recommendations that can be applied to all other similar services or sub-features of your service.

Type of Requirement					Recommendation(s)	Pilot's implementation	Evaluation feedback
		Requirement	Detail of development	Design examples			
j. Registration							
	i. Requested information		Showing at the beginning of the registration process very visible the options to access: a) video tutorial; b) FAQ; c) direct contact with care to the user. (for all apps).		**UDM_DUI_74:** Simplify/ Reduce the requested information to register for the App, e.g., adding to favorites user's home or work address, requiring as fewer personal data as possible to function properly.	**P4 - Madrid:** This change was implemented jointly by the CoopCycle developer team allowing users to directly register on the digital service platform with a Facebook, Google and Apple account and for providing the changes on all channels: for the Android, iOS mobile app and for the web application.	The recommendation is meant to increase the user base of La Pájara in order **to include new users from INDIMO target groups,** either those who already use social networks like Facebook and for those who do not but still are registered in widespread platforms like Google or Apple since they own mobile devices, **as emerged from non-users interviews** carried out in INDIMO.
		Adding to favorites their home or work address (MR) (P5:B)					
		Service should require as little personal data as possible to function properly					
	ii. Steps for registration		The first 2 examples correspond to point a) video tutorial b) FAQ c) Direct contact. A button present in the home of the app, which goes to a screen with all types of contact with the operator.				
		An easy one-time registration			**UDM_DUI_75:** Provide easy one-time registration requiring as few personal data as possible (e.g. predefined work/home addresses, register/login through existing platforms/social networks)		
		Include introductory tutorials and FAQ section					
		Allow registering through social networks (such as Facebook)	Also, a WhatsApp icon for people to communicate may be added. That is always at the discretion of each programmer.				
		Organize some sort of teaching method for the target audience (e.g. educational session)					

Click here to download the table → **Requirements to recommendations table**

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4. What is the science behind the UDM?

The Universal Design principles in the digital world

Universal Design is the **design of products and services that may be employed by people with a wide array of characteristics, abilities and disabilities.** It implies a type of use that **does not require adaptation or specialized design.**

Service operators and involved design teams aiming for a higher degree of accessibility shall **familiarise themselves with the seven principles of Universal Design, plus the two additional principles** proposed by INDIMO for the digital mobility and delivery services: **accessible security protection of data and social, spatial and economic inclusiveness.**

Equitable use

Size and space for approach and use

Tolerance for error

Flexibility in use

Simple and intuitive use

Low physical and intellectual effort

Perceptible information

Security and protection of data

Social, spatial and economic inclusiveness
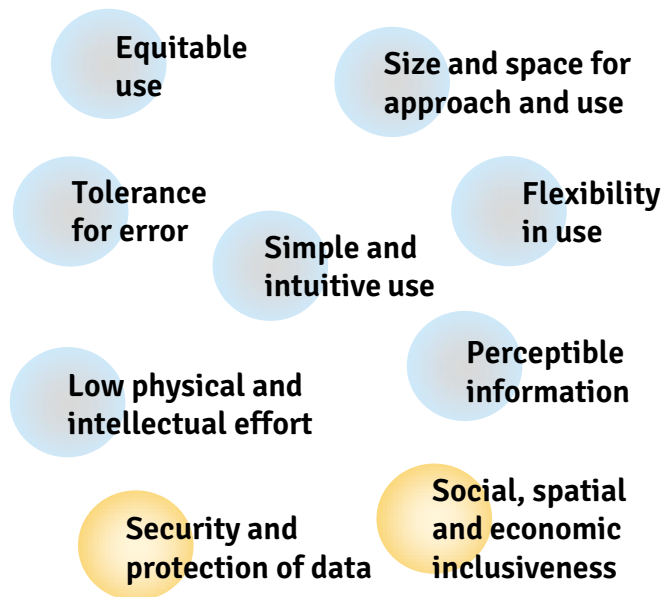
Visit the Universal Design institute website

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INCLUSIVE DIGITAL MOBILITY SOLUTIONS

4. What is the science behind the UDM?

Universal Design principles adopted by INDIMO

Security and protection of data

Social, spatial and economic inclusiveness

Security and protection of data

All features and procedures related with **end users' agreement to personal data treatment, sharing and storage,** be it sensitive or not, shall be more accessible and inclusive both in the physical and digital domain of any service. **Safety-by-design, Human Factors and user-centred approaches** should be used to ensure the involvement of end users in the design process.

Social, spatial and economic inclusiveness

All services both in the physical and digital domain should explore and consider the **social, spatial and economic dimensions of accessibility and their interrelationships**. This way we can ensure the highest degree of inclusivity, **considering socio-technical systems as a whole,** instead of seeing them as separate silos.

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4. What is the science behind the UDM?

The INDIMO Communities of practice

In INDIMO **user requirements for digital mobility services** have been identified through a structured step-by-step methodology. Such process took place through a series of meetings of the **Communities of practice** (CoP) sessions in each pilot. The main tasks of the CoPs were:

1. **Active recruitment of target groups** of participants for each pilot who committed to participate on a regular basis.
2. Collaborative **identification of requirements,** further analysed through collective fieldwork in online and in person workshops**.**
3. Specific meetings across the pilots to run **requirement validation and prioritization** exercises**.**

Visit the INDIMO Communities of practice webpage

Read more about the INDIMO Communities of practice by using the navigation menu

4. What is the science behind the UDM?

From needs to requirements: the work behind Communities of practice

The identification and prioritisation of users' requirements towards the Digital Mobility and Delivery Services was defined, tested and validated through Communities of practice by following the same process in each pilot site.

FIELDWORK	ANALYSIS	OUTCOMES

70 — Semi Structured Interviews(SSI) with users and non-users

25 — Interviews with stakeholders

6 — Persona and Journey maps definition

Literature review

Thematic analysis
- CAPABILITIES
- LIMITATIONS
- REQUIREMENTS

Persona analysis
- PERSONA PROFILES
- +
- JOURNEY MAPS

First identification of initial requirements (80 items)

Selection and adjustment of main requirements to assess

Rating, validation and prioritization of requirements by Communities of practice

Generalisation of requirements into guidelines and recommendations

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4. Conclusions

Engage, empathise, redesign, repeat

Main UDM question: How can digital and physical interfaces of mobility and delivery services be designed to be satisfying for users with different capabilities and limitations?

Key recommendation: explore and address all users' group requirements by properly applying Universal Design principles as suggested by the Universal Design manual and commit to **creating the preconditions for empathy, engagement and mutual understanding between end users and decision makers at all levels!**

See some UDM recommendations examples

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5. UDM Recommendations and best practices

Three examples

| Source UDM | **All service employees should be trained about inclusivity** Theme/Aspect: Assistance offered / Physical user interface | Read all |

| Source UDM | **Provide first-use tutorials for users on multiple channels** Theme/Aspect: Assistance offered / Digital user interface | Read all |

| Source UDM | **Increase safety and security perception through human contact** Theme/Aspect: UD principles / Organisational measures | Read all |

5. UDM Recommendations and best practices

Implementation examples in the pilot sites

The UDM provides **a framework for the assessment and design of digital mobility and delivery services.** The same process can be applied to all users' groups and types of services that are not currently covered in the manual.

To offer practical guidance, INDIMO developed an infographic report with examples showing **how pilot sites translated recommendations into concrete actions**: changes in service user interface, physical features and organisational measures.

Download → Practical examples from the pilot sites
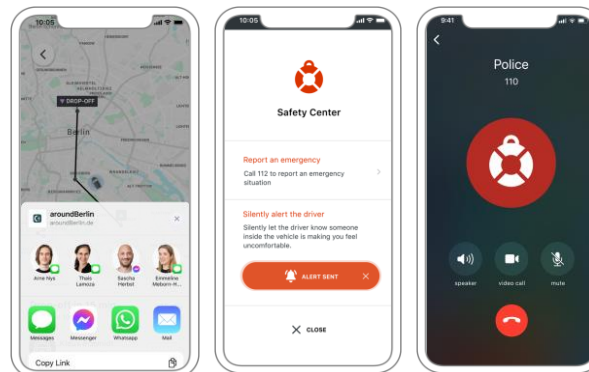
Continue navigation

5. UDM Recommendations and best practices

Best practices to transfer

Best practices in Universal Design are defined as building practices and procedures that comply with Universal Design principles and provide affordable design practices that meet the needs of the widest possible range of people who using digital mobility and delivery services.

INDIMO collected a set of best practices to foster a broader understanding of accessibility, inclusivity, gender and cybersecurity issues and, if relevant, how these best practices may be used as resources in the development of further European, national or local standards.

Download → Best practices

Continue navigation

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5. UDM Files and templates

All in one click

Congratulations! You've come to the final part of the UDM tool. Continue navigation to find useful links, references and project information.

Alternatively you can:

1. **Download in one click** all the documents and templates provided in this UIL tool
2. **Use the Service Evaluation Tool (SET)** to evaluate your service accessibility performance and get a specific selection of recommendations
3. **Explore all other tools** from the main INDIMO Toolbox page

➔ Download all UDM files as compressed folder

➔ SET tool

➔ INDIMO Toolbox

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6. Useful links and references

- European Commission (2011) Buying social, A guide to taking account of social considerations in public procurement. https://op.europa.eu/en/publication-detail/-/publication/cb70c481-0e29-4040-9be2-c408cddf081f
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- Harley, A. (2015). Personas Make Users Memorable for Product Team Members. Retrieved from NN/g - Nielsen Norman https://www.nngroup.com/articles/persona/
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Project Information

End users categories

End users targeted in the research

Lower-income citizens

People living in peri-urban or rural areas

Ethnic minorities

Foreigners

Lower-educated citizens

Caregivers

Women

People lacking digital skills
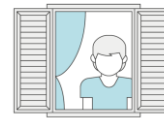
Non-connected people

Older people

People with mental health impairments
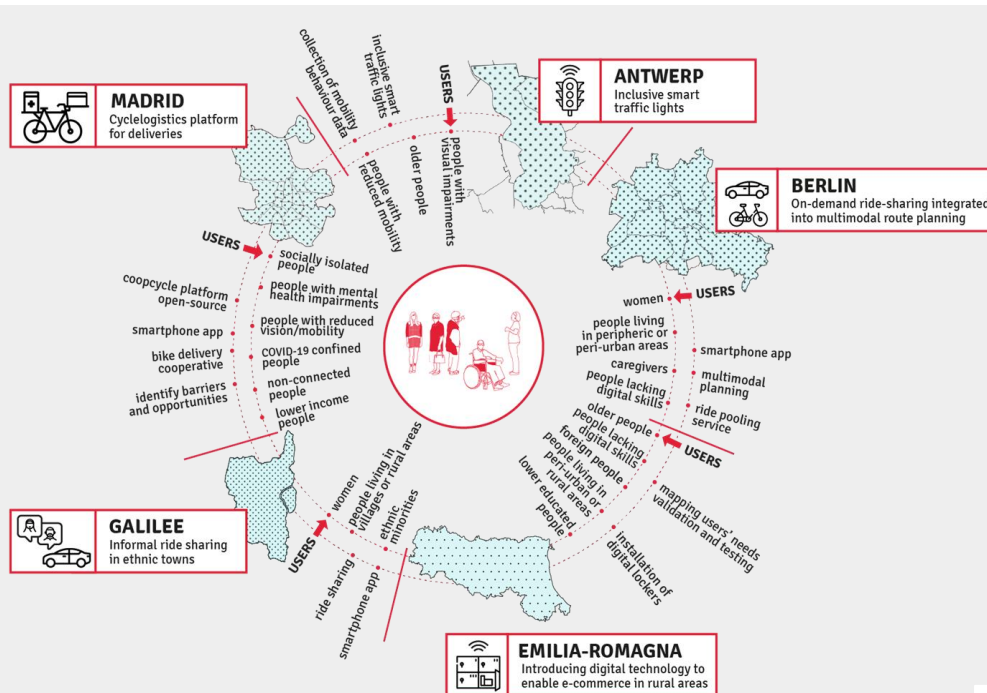
People with reduced vision or mobility

Socially isolated people

Covid-19 confined people

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Pilot Projects

The five European pilot sites, their goals and target groups

MADRID
Cyclelogistics platform for deliveries

ANTWERP
Inclusive smart traffic lights

BERLIN
On-demand ride-sharing integrated into multimodal route planning

GALILEE
Informal ride sharing in ethnic towns

EMILIA-ROMAGNA
Introducing digital technology to enable e-commerce in rural areas

collection of mobility behaviour data
Inclusive smart traffic lights
USERS
people with Visual impairments
older people
people with reduced mobility

USERS
socially isolated people
coopcycle platform open-source
people with mental health impairments
smartphone app
people with reduced vision/mobility
bike delivery cooperative
COVID-19 confined people
identify barriers and opportunities
non-connected people
lower income people

women
USERS
people living in peripheric or peri-urban areas
smartphone app
caregivers
multimodal planning
people lacking digital skills
ride pooling service
older people
USERS
people lacking digital skills
foreign people
people living in peri-urban or rural areas
lower educated people
mapping users' needs validation and testing
installation of digital lockers

women
people living in villages or rural areas
ethnic minorities
USERS
ride sharing
smartphone app
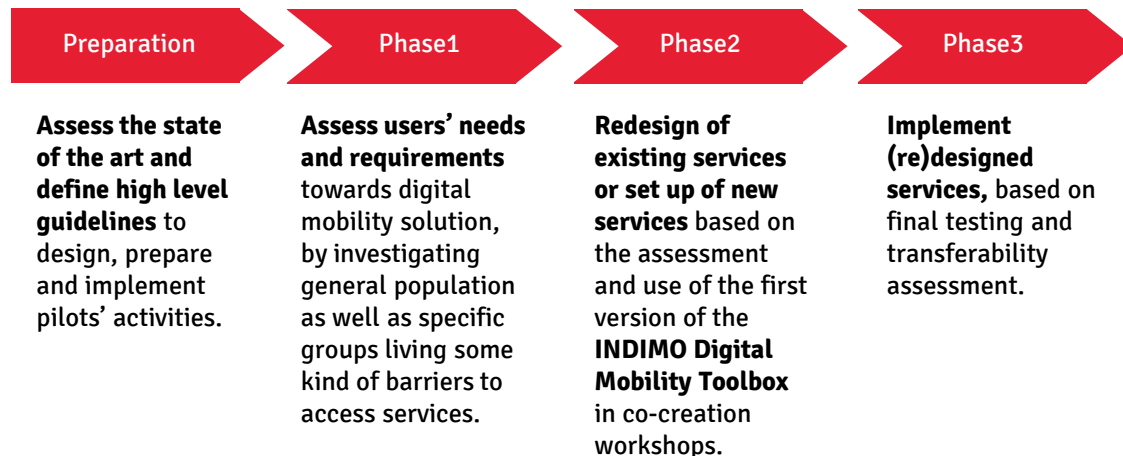
Open pilot projects webpage

INDIMO Inclusive Digital Mobility Solutions project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 875533.

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Pilot implementation

Strategic phases

Preparation → **Phase1** → **Phase2** → **Phase3**

Assess the state of the art and define high level guidelines to design, prepare and implement pilots' activities.

Assess users' needs and requirements towards digital mobility solution, by investigating general population as well as specific groups living some kind of barriers to access services.

Redesign of existing services or set up of new services based on the assessment and use of the first version of the **INDIMO Digital Mobility Toolbox** in co-creation workshops.

Implement (re)designed services, based on final testing and transferability assessment.

Disseminate and exploit the Toolbox across all potentially interested actors in the digital mobility services domain

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Co-creation Community

Involving stakeholders in the redesign of services

The **co-creation community has been strongly involved** in the development of the **INDIMO Toolbox** through **workshops**, **consultations** and **interviews**. The co-creation process was based on the establishment of a Co-creation Community in each pilot, composed of **transport user representatives, policymakers, operators, and developers.**

Several meetings took place both in the individual pilot site cities and in online plenary sessions, supported by the European Transport and Mobility Forum discussion platform.

Visit the INDIMO Co-creation community webpage

Take-up pilot cities

Online ETM discussion platform

Co-creation workshops

Communities of practice

Involving end users to create common knowledge

INDIMO
INCLUSIVE DIGITAL MOBILITY SOLUTIONS

The INDIMO **Communities of practice** established in each pilot included **end users,** mobility service providers and developers, in order to **create common knowledge on travel behaviour and barriers** in the use of digital mobility services.

They built on the knowledge and experience of their members to propose solutions adapted to local users' needs and interest, in a peer-to-peer learning context.

INDIMO
Communities of practice

Visit the INDIMO
Communities of practice webpage

Develop productive services

Empower end-users depending on their skills

Create common knowledge

THANK YOU FOR YOUR ATTENTION!

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