

PUBLIC PAUSE - PROJECT MODEL CANVAS

Media Design Project · WiSe 2026/27 · From observation to a testable intervention in public mobility space

PROJECT / WORKING TITLE

NAME(S)

VERSION / DATE

01

CONTEXT / SITUATION

Where does the situation take place?
What characterizes waiting, transfer and movement here?
What did we actually observe?

02

PROBLEM / OPPORTUNITY

Which concrete problem or unused potential is addressed?
Why is this relevant in public transport?
What evidence supports the assumption?

03

PEOPLE / STAKEHOLDERS

Who uses or is affected by the intervention?
Needs, abilities, accessibility, language, digital literacy?
Who operates, maintains or regulates it?

04

VALUE / IMPACT

What becomes meaningfully better through the project?
What value is created for passengers, operators and public space?
State the core proposition in one sentence.
Which social, informational or experiential impact should be observable?

05

SCENARIO / JOURNEY

BEFORE - DURING - AFTER
How does a person encounter and use the intervention?
What triggers interaction and what happens next?

07

CONTENT / DATA

Which information or media content is needed?
Live departures, location, weather, local content, user input?
Where does the data come from and who owns it?

06

MEDIA / INTERACTION

What is seen, heard, touched or sensed?
Phone, display, light, audio, physical interface?
How does the system respond?

08

TECHNOLOGY / INFRASTRUCTURE

Which hardware, software, sensors and interfaces are required?
Power, network, APIs, mounting, weather protection?
What is realistic for a prototype?

09

VALIDATION / OPEN QUESTIONS

Which assumptions must be tested first? · What could make the idea fail? · How can it be tested quickly with real people?
Record evidence, feedback, contradictions and decisions. Mark what changed between Canvas V1 and Canvas V2.