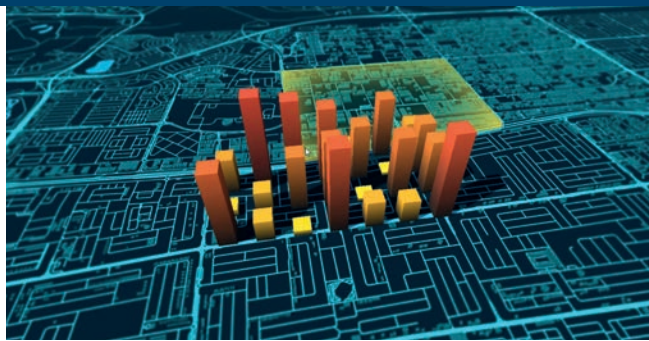




# 3D Taxi Demand - Data in Motion Visualization



SurfaceMobility  
consultants



## Client:

Confidential

### Key services provided:

- 3D Visualization
- Data-in-motion
- Origin-Destination 3D Visualization
- Interactive 3D User Interface

***Our team have developed an interactive 3D data-in-motion visualization to improve usability and visualize high-density data***

Following the development of a 2D Business Intelligence (BI) report, detailing taxi demand and origin-destination across the city of Dubai, Surface Mobility Consultants developed an interactive 3D visualization, enabling users to quickly and seamlessly identify taxi demand hotspots and view data-in-motion for individual taxi journeys between selected origin-destination (OD) points. A 3D base-map, including iconic buildings, was developed for the city of Dubai, with taxi demand and OD data then represented in 3D form.

Although displaying the same data as the 2D report, the 3D visualization adds greater context and interactivity, enabling users to quickly identify trends and hotspots for taxi demand. The visualization includes a timeline and date selection interface, enabling users to quickly visualize changes over time. The 3D visualization aids the perception of the depth of high-density data and can reveal anomalies that are not always apparent in other mediums. The 3D visualization allows users to view data from different perspectives and with a greater degree of freedom and interactivity when compared to traditional 2D BI reports.

