

DEELNEMER

WhatsApp-groep Veiligheid



Voor een veilige buurt

Watch it! Resident on the lookout

Design of a service to support neighborhood WhatsApp groups to improve safety in the municipality of The Hague.

context

The municipality of The Hague wants to support neighborhood WhatsApp groups to increase citizen participation in neighborhoods. This is necessary to keep neighborhoods safe because the manpower of the police, municipality, and other organisations to control neighborhoods has decreased.

The future support has to contribute to the success of neighborhood WhatsApp groups and improve the connection between residents and the municipality. For a user centered design, knowledge about why people use neighborhood WhatsApp groups, as well as how they use and experience them is necessary.

research

User research lead to the following conclusions:

1

There are two types of neighborhood WhatsApp groups: those focusing on improving safety and those that are about improving social interactions. Those focusing on safety usually have a coordinator, that manages who becomes a member and makes sure no "spam" is sent.

2

In other municipalities a ward WhatsApp group is used to connect all coordinators, the municipality and the police. This is beneficial to send information to neighborhood WhatsApp groups without compromising the privacy of individual members.

3

Coordinators and residents desire to receive information from municipality and police with their neighborhood WhatsApp and to share information with them. They also want help in starting a neighborhood WhatsApp group.



design

Based on the insights from the research, a user journey for the coordinator was developed, describing every phase of use and desires for every phase. These are fundamental to the design of twelve touchpoints, that together form the support service for neighborhood WhatsApp groups.

results

The project results and design can be used by the municipality to formulate and execute policies on how to support neighborhood WhatsApp groups. It can also help in communicating with other municipalities about support and in the development of new touchpoints.