## 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.

A resident perceives that the situation around the safety in his neighborhood is not as he desires. A resident initiates the start of a NWAG\*. Upon succeeding, he becomes the coordinator.

3
When the group really started, the coordinator has to see messages in the NWAG\* are related to safety.

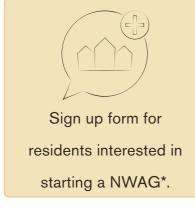
4 Coordinator has a working NWAG\*.

The coordinator wants
to connect to other
coordinators in his ward, the
police and the municipality.

6
The coordinator is a member of a WWAG\*\*.

Campaign to start

NWAG\* network.



Starters kit to help

starting a NWAG\*.









Alerts from police and municipality when somehting is up.



Municipality and provide information



Municipality and police provide information to prevent issues.

\*Neighborhood WhatsApp Group (NWAG)

\*\*Ward WhatsApp Group (WWAG)

### 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 communciating with other municipalities about support and in the development of new touchpoints.

#### activities around WWAG\*\*



Coordinators meet
every half-year with the
municipality official and
with the ward police to
see how to improve the
WWAG\*\* and safety.



Coordinators receive
education from safety
experts about topics
related to safety.



