

MIRRORING THE CITY

WIBBOWING

Facilitating the inclusion of residents with low digital proficiency in The Hague's resident research.

WHY?

Context | This project was carried out in collaboration with the municipality of The Hague, specifically the Stadskamer, which is part of the municipal expertise centre of the Innovation and Services team. The Stadskamer uses resident research to examine how the municipality can improve its services. They are working hard towards inclusive resident research, but the reality is still different. Many groups have not yet been involved in research, which prevents (policy) decisions being made that are in line with reality.

HOW?

Purpose | One of these groups were residents with lower digital proficiency. Therefore, the purpose of this thesis was to bridge the gap between the municipality of The Hague and the residents with lower digital proficiency, by answering the main research question: How to include residents with low digital proficiency in resident research?

In other words, it was aimed to investigate how to design a strategy-based intervention for the municipality to contribute to better and more inclusive approach of resident research.

WHAT?

Strategy | The final design concept is the strategy for involving less digitally proficient residents in resident research, including research tools, presented in the form of a handbook. This handbook provides all the practical guidelines needed to successfully conduct research with less digitally proficient residents. The strategy consists of five building blocks, each representing a step in the process of including the target group in research. These include identifying, reaching, approaching and involving less digitally proficient residents, and providing feedback as can be seen on the right.

5. FEEDBACK

Close the feedback loop by communicating the project progress and results and expressing gratitude for their involvement

4. INVOLVING

Consider the residents' needs, preferences, and barriers for effective involvement.

3. APPROACHING

Follow overarching guidelines for an optimal approach and invitation to residents to participate

2. REACHING

Devise an approach for how you intend to reach the residents.

1. DETERMINING

Clearly who you aim to reach with your policy or intervention.