

Moments of Intervention

Opportunity map

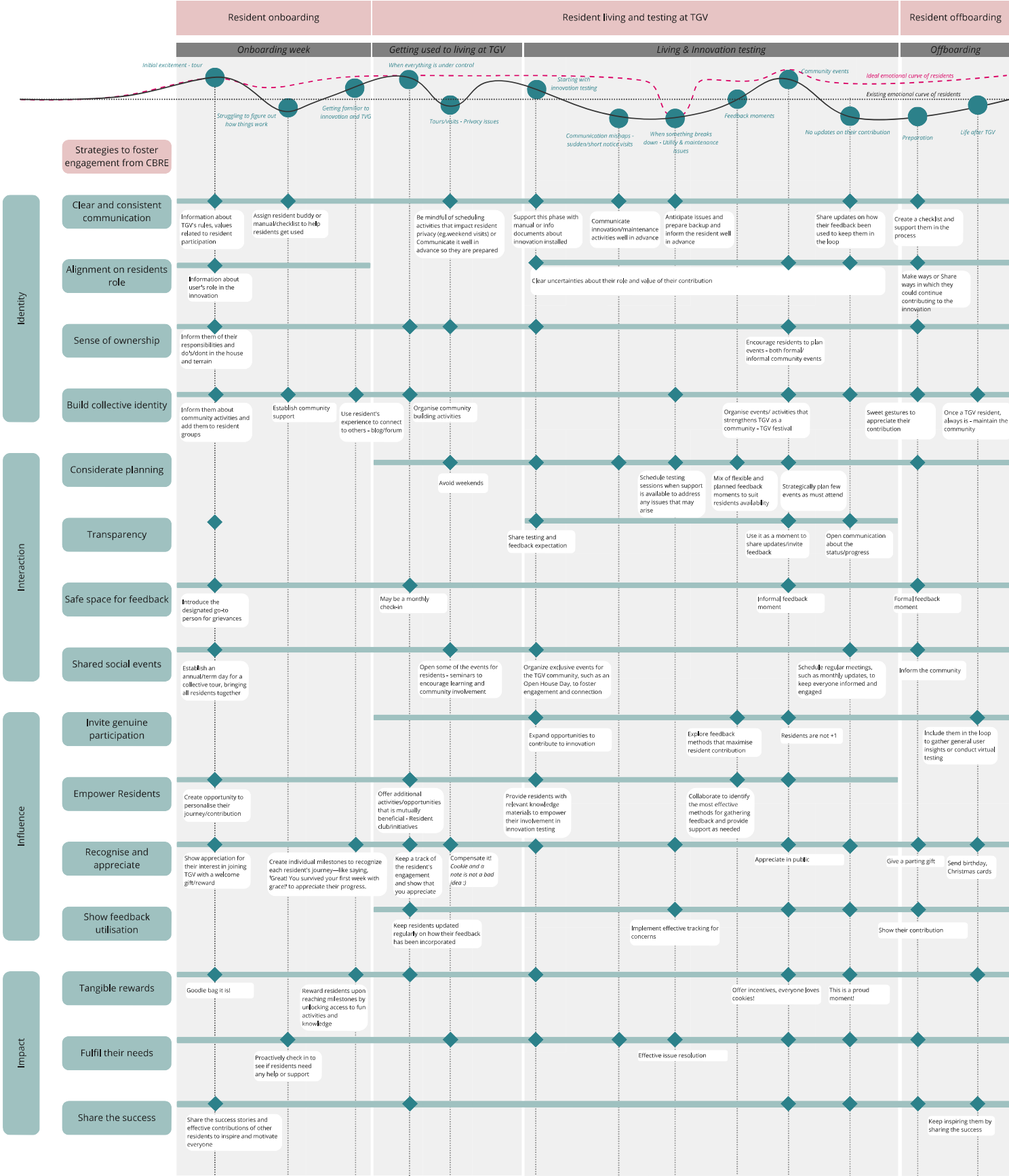
This map was created based on insights from ethnographic research conducted during this study. It illustrates the emotional journey of residents, from onboarding to living and testing innovations at TGV, highlighting key high and low moments. These moments are aligned with the factors identified in the Community-Based Resident Engagement (CBRE) framework, developed for this project, to guide potential interventions. TGV can use this map as a resource for designing targeted interventions to improve resident engagement and overall experience.

Key moments in resident journey

Identified moment for intervention

Scope for intervention

Tips



Understanding the challenge with the help of the framework

1. Identify the challenge

What is the challenge? Write it down in a line or 2 and use the framework to get to the roots of the problem and how it could affect resident engagement.

2. Explore the impact on Residents

3. Resulting impact on stakeholders

4. Reframing the challenge

5. Solution direction

Lets dive deeper!

In the following steps, we will dive deeper to understand the implications of the problem using the Resident engagement elements (the 4 I's: identity, interaction, influence, and impact) and from different perspectives, including those of the residents, stakeholders, and TVG. Afterward, we will reflect on these insights to grasp the significance of the issue and plan the next steps toward resolution.

Resident engagement elements 4I's

Identity

Interaction

Influence

Impact

Which element (Identity/interaction/influence/impact) do you believe is most impacted by the problem for residents?

Describe how it is affected in the box(es) to the right. You may come up with as many aspects and fill them up in the respective element boxes. Feel free to use post-its if helpful.

How does it influence other factors for the residents

Consider the aspects mentioned in the previous step. Use the arrows as guides to explore whether the identified aspect further impacts any of the other elements (identity, interaction, influence, or impact). If so, write it down in the respective box. If you discover new connections, map them accordingly.

Tip: Focus on one element at a time, and think from all possible perspectives of the residents

How does it affect the other stakeholders?

List all the stakeholders you believe will be impacted by the observed resident behavior or the identified challenge. Then, reflect on how the points mentioned in the previous step (identity, interaction, influence, and impact) affect these stakeholders. Each aspect could cause a different impact or a collective impact, but try to dissect and think deep

Stakeholder 1

Stakeholder 2

Stakeholder 3

How do you (re)define the challenge?

Consider the insights gained from previous discussions and analyses. Reflect on the various perspectives of residents and stakeholders, along with the implications identified. Based on this reflection, articulate a clear and specific challenge statement that captures the core issue and its complexities. This statement can represent a single challenge or multiple, more specific challenges. Be careful not to oversimplify the problem; doing so may require you to revisit step 1

How significant is this issue to address?

Reflect on the implications mentioned in the previous steps from both the residents' and stakeholders' perspectives. Based on this reflection, determine the significance of addressing the issue and categorize it as low, medium, or high.

What would be a suitable measure to resolve the challenge?

Identify the quick logical directions that could address the problem, such as changes in processes, incentives, or workflows.

Note: Use these directions as a foundation to ideate further and develop suitable interventions that effectively tackle the identified challenges.

Who should be involved in addressing the challenge?

Consider the various stakeholders, residents, and team members who can contribute valuable insights, resources, and support. Identify individuals or groups whose participation is essential for ideating and implementing the interventions.

Note: Ensure a collaborative approach to problem-solving

Anything else to consider?

By the end of this activity, you should have a more clearly defined challenge, considering the perspectives of both residents and stakeholders. You should also have identified suitable solution directions to explore and determined who should be involved in the process. Based on this, engage in individual, group, or multi-stakeholder ideation sessions to generate well-rounded ideas for the challenge defined in this activity.

Understand the challenge

Ideate

Evaluate the idea

Evaluating the idea(s) with the help of the framework

1. Idea

What idea would you like to assess? Write down the important aspects/features of this idea and use the framework to evaluate its potential to foster resident engagement

Let's Evaluate the Idea!

In the following steps, we will thoroughly evaluate the proposed idea by assessing its features, feasibility, and potential impacts. We will examine how the idea aligns with the needs of residents and stakeholders, as well as its capacity to deliver meaningful value across the four elements of the framework (the 4 I's: identity, interaction, influence, and impact), which are the building blocks of resident engagement. Through collaborative discussions, we aim to ensure that our decisions are well-informed and strategically aligned with the resident engagement framework, laying the groundwork for effective implementation.

Resident engagement elements 4I's

Identity

Interaction

Influence

Impact

2. Explore the impact on Residents

Which element (Identity/interaction/influence/impact) do you think this idea focuses on for residents?

Describe how it is affected in the box(es) to the right. You may come up with as many aspects and fill them up in the respective element boxes. Feel free to use post-its if helpful.

How does it influence other factors for the residents

Consider the aspects mentioned in the previous step. Use the arrows as guides to explore whether the identified aspect further impacts any of the other elements (identity, interaction, influence, or impact). If so, write it down in the respective box. If you discover new connections, map them accordingly.

Tip: Focus on one element at a time, and think from all possible perspectives of the residents

3. Resulting impact on stakeholders

How does this solution add value to other stakeholders?

List all the stakeholders identified during the first activity (understanding the problem), and feel free to add new ones if necessary. Then, reflect on how the proposed solution - either directly or indirectly (through its impact on residents as mentioned in the previous step) - adds value to each stakeholder. Consider the ways in which improving identity, interaction, influence, and impact for residents also benefits each stakeholder.

Stakeholder 1

Stakeholder 2

Stakeholder 3

4. Assess the feasibility

Which features or elements of the idea would facilitate the value discussed above?

Identify the specific features or elements of your proposed solution that will help deliver the value to stakeholders. Consider how these components will enhance identity, interaction, influence, or impact for residents and, in turn, benefit the broader group of stakeholders.

Is the feature or element feasible?

Evaluate whether the identified feature or element of the solution is realistic and achievable. Consider factors such as resources, time, technology, stakeholder cooperation, and potential challenges. Assess whether it can be effectively implemented to deliver the desired value to residents and stakeholders.

What are the potential risks or challenges?

Consider any obstacles or issues that might arise during implementation. These could include technical limitations, budget constraints, stakeholder resistance, lack of resources, timeline delays, or unforeseen dependencies. Evaluate how these risks could impact the success of the feature or element and what mitigation strategies could be put in place to address them

How will this feature/element be maintained or sustained over time?

Consider the resources, personnel, budget, and processes needed for regular maintenance. Think about whether training, monitoring, updates, or partnerships will be required to keep the feature effective and relevant in the long run.

5. Evaluate

What is your decision?

Based on the discussions and evaluations, determine whether this idea will be pursued moving forward

By the end of this activity, you should have thoroughly analyzed the impact of the idea or solution, detailed its features, assessed its feasibility, and outlined how it will be maintained over time. This comprehensive evaluation will support your decision-making process in finalizing the most viable ideas.

Understand the challenge

Ideate

Evaluate the idea