

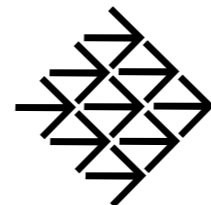
Love your city! An interactive platform empowering citizens to turn the public domain into a participatory domain.

Nathalie Stembert MSc

User Centred Researcher
University of Applied Sciences
Rotterdam | Creating 010



Stichting
Toekomstbeeld
der Techniek



CREATING



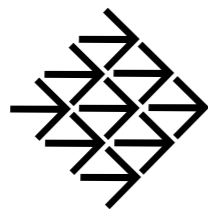


Dr. Ingrid Mulder

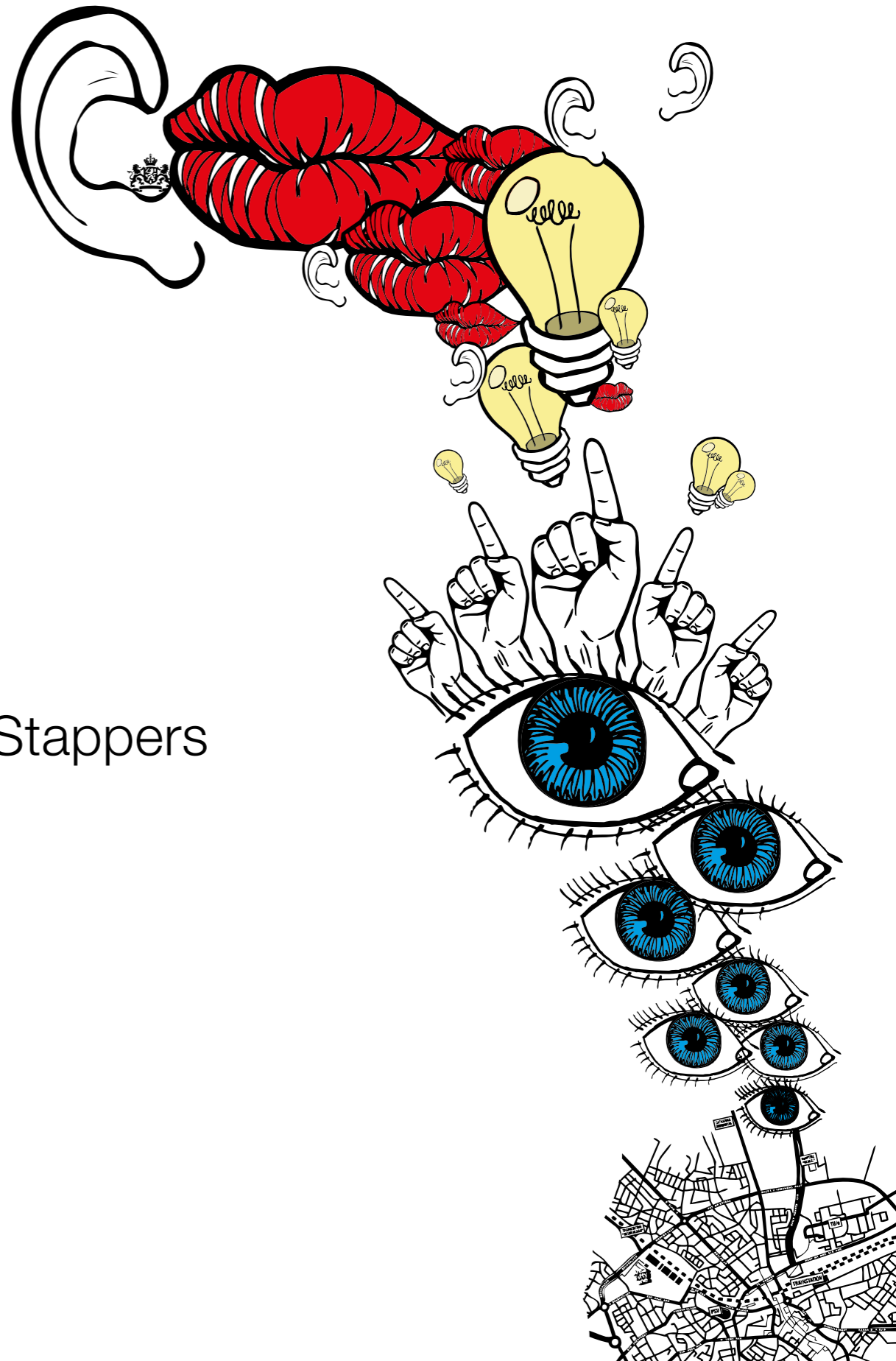


Prof. Dr. Pieter Jan Stappers

Stichting
Toekomstbeeld
der Techniek



Ir. Maurits Kreijveld





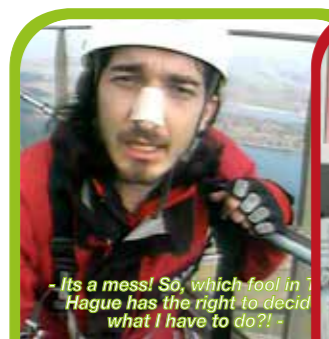
Another introduction

I'm a loyal satisfied citizen. It is important to have a relation with my neighbourhood, I see it as my duty to be (locally) active.



- Care for your surrounding is important, I care for my community and my neighbourhood -

Name: Dr. Gijs Waals
Age: 50 years old
Nationality: Dutch
Matrimonial: Divorced
Residence: The Hague
Educational level: University
Occupation: Professor



- Its a mess! So, which fool in The Hague has the right to decide what I have to do?!

Name: Joris Duik
Age: 32 years old
Nationality: Dutch
Matrimonial: Single
Residence: Utrecht
Educational level: HBO
Occupation: Artist



- If there is really something to be done, I will look for it.

Name: Irina
Age: 45
Nationality: Dutch
Matrimonial: Married
Residence: IJmuiden
Educational level: University
Occupation: Manager



I actively do something? Right like this, no? -

Name: Aylena Ebru
Age: 22 years old
Nationality: Turkish/Dutch
Matrimonial: In a relation
Residence: Rotterdam
Educational level: Havo
Occupation: Waitress



Too far from my backyard, how do you expect me to do something about that? -

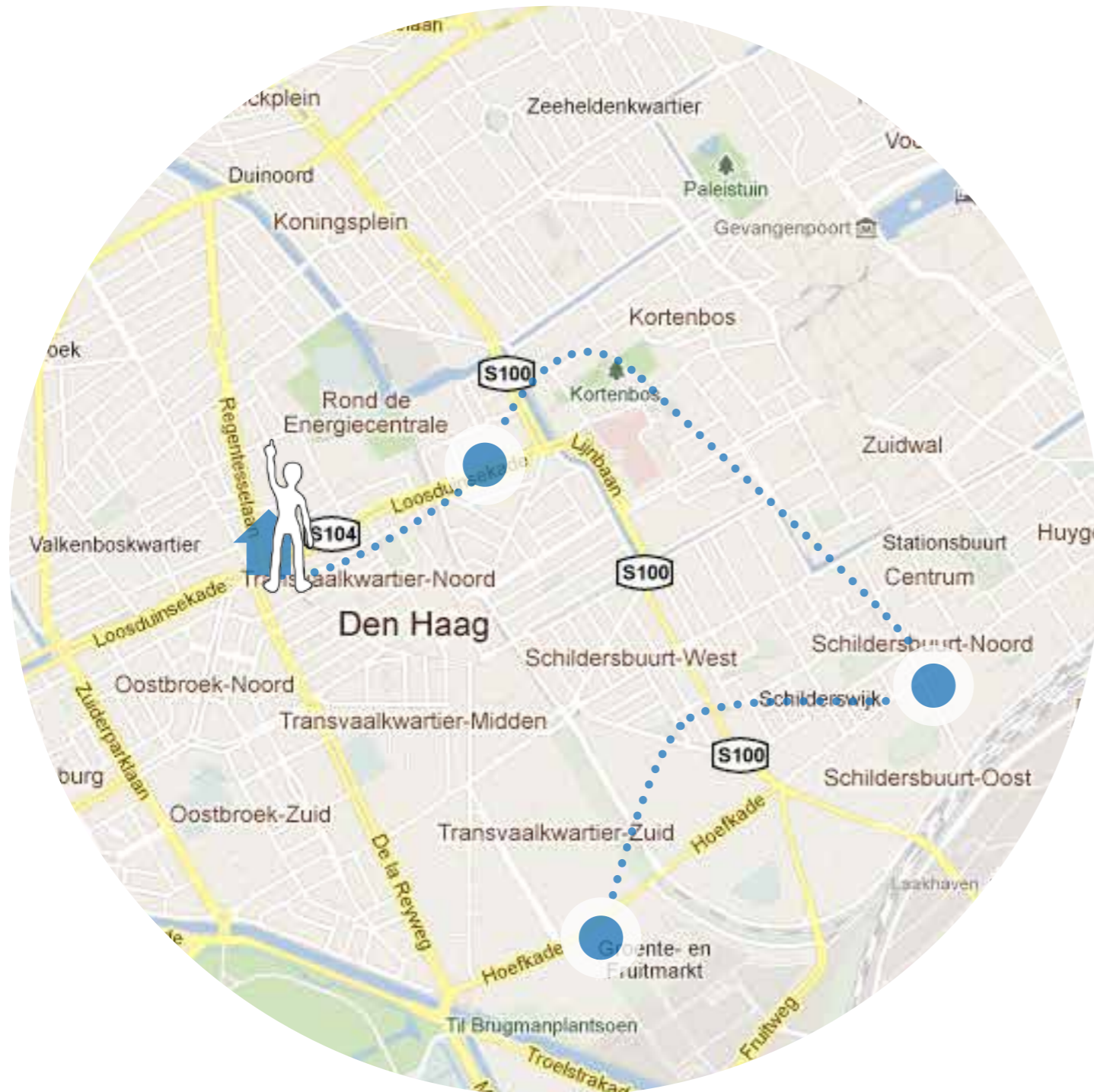
Name: Jannie Overbeek
Age: 60 years old
Nationality: Dutch
Matrimonial: Married
Residence: Leeuwarden
Educational level: MBO
Occupation: Unemployed



I never understood Dutch politics, although I have to confess it never interested me much -

Name: Albin Kamiński
Age: 36 years old
Nationality: Dutch
Matrimonial: In a relation
Residence: The Hague
Educational level: Elementary
Occupation: Butcher

Taking a walk with Gijs



I live in The Hague!
Lets walk around?



Situations Gijs encounters



\$#*!, This corner is awful! Keep it clean!



Situations Gijs encounters



Its a shame all these empty shops....



Situations Gijs encounters



\$#*!, This crossing is too dangerous!





A new form of participation

Context   

Gijs and other citizens have **local knowledge** about their city*

Gijs and other citizens have **local knowledge** about their city

They can be seen as **frontline professionals***

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While local authority is looking for ways to **involve citizens** and **facilitate participatory procedures***

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New **digital means*** offer the opportunity to facilitate co-creation between citizens and authority, e.g. FixMyStreet**

Gijs and other citizens have **local knowledge** about their city

They can be seen as **frontline professionals**

While local authority is looking for ways to **involve citizens** and **facilitate participatory procedures**

New **digital means** offer the opportunity to facilitate co-creation between citizens and authority, e.g. FixMyStreet

Local authority could learn from **crowdsourcing** initiatives

Crowdsourcing?   

Crowd·sourc·ing [kroud-sawrs, -sohrsing]

The act of a company or institution taking a function once performed by employees and outsourcing it to an undefined (and generally large) network of people in the form of an open call*

Crowdsourcing guidelines

- **Identify** and **understand** your participants
- Create an **open environment** and **remove barriers**
- Communicate in **their language**
- Involve them **early in the process** and **create value**
- Support them with the right **tools and techniques**
- **Co-create** and **co-decide**
- Give them **feedback**
- **Evaluate** the results together



Project objective & approach

Objective?   

“Design a means that **facilitates** people with the possibility to **participate** and **co-create**, with other **citizens** and **authority**, in the **Dutch public domain** (of 2030)”

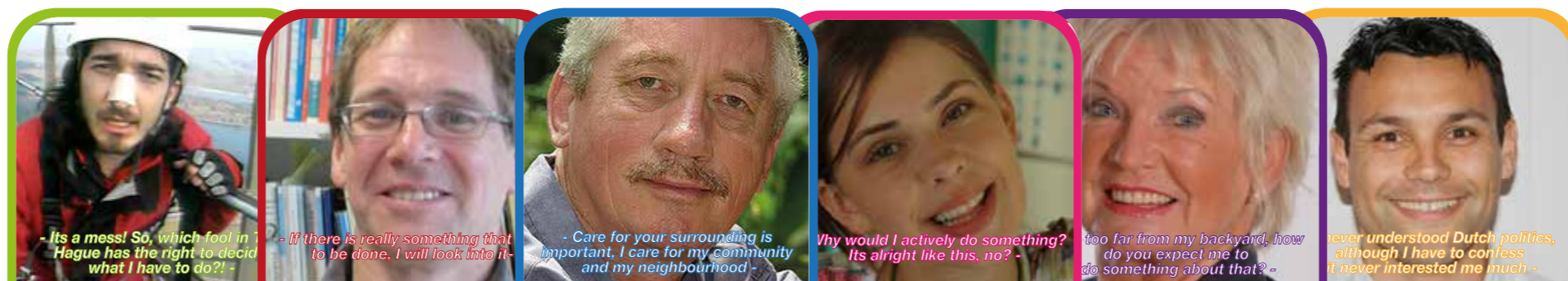
Objective?   

Three factors - ability, motivation and satisfaction

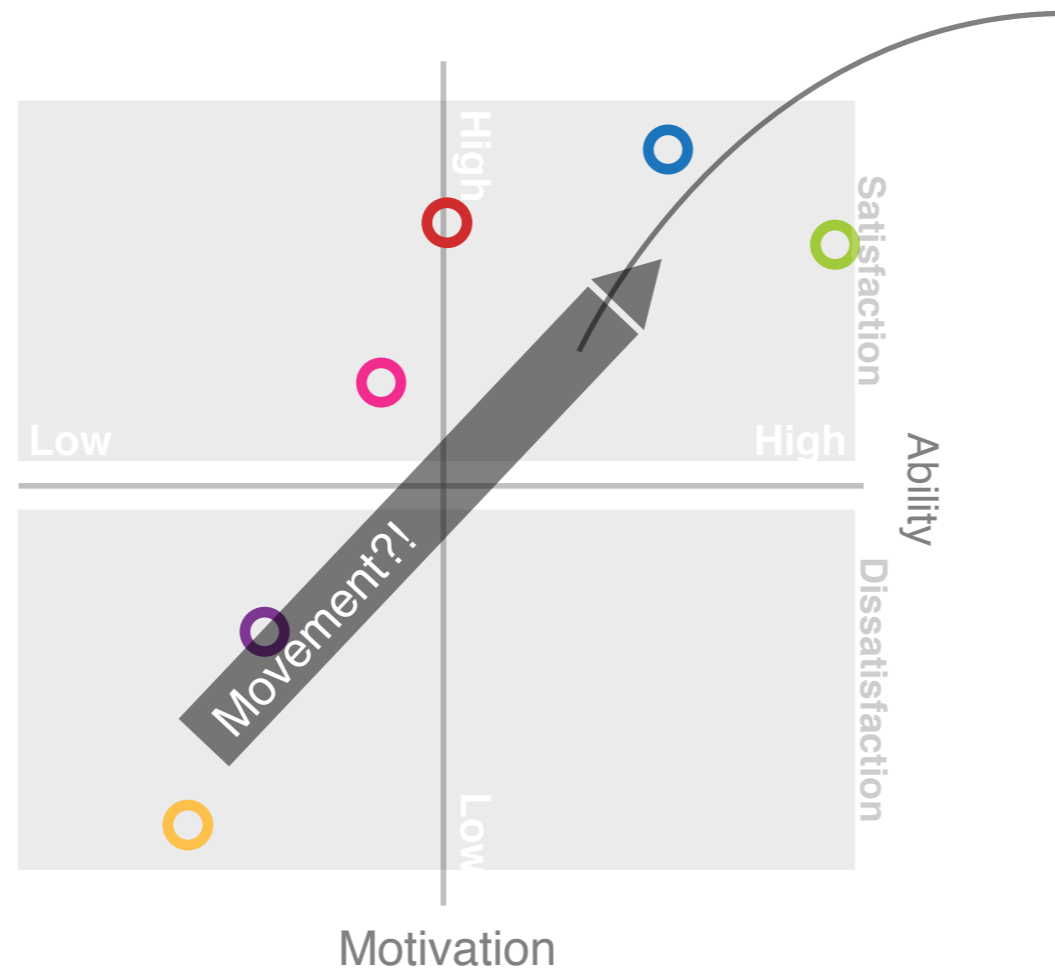
Ability - everybody can be creative if they are provided with the right tools and techniques*

Motivation - people can be motivated to participate by offering them an incentive, i.e.: love, money, glory**

Satisfaction - Success during and after the participation process can stimulate people to enter the process again next time*



Movement?!   

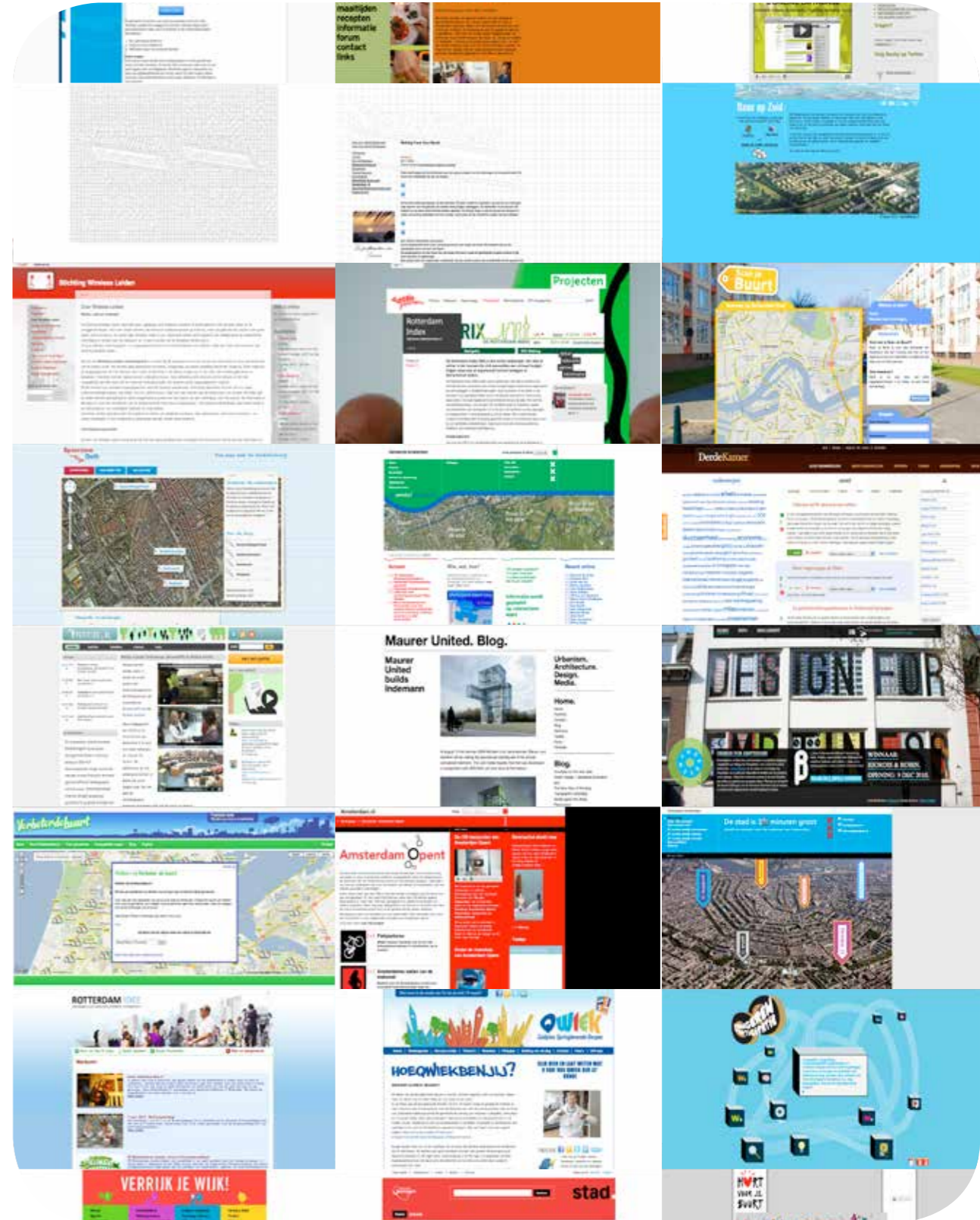


- Correlation ability/ Satisfaction
- Enable people to participate
- Increase satisfaction
- Motivates to participate again

Research question   

“Which parameters are important to **enable** people to participate and co-create in the public domain?”

Research studies



Generative session



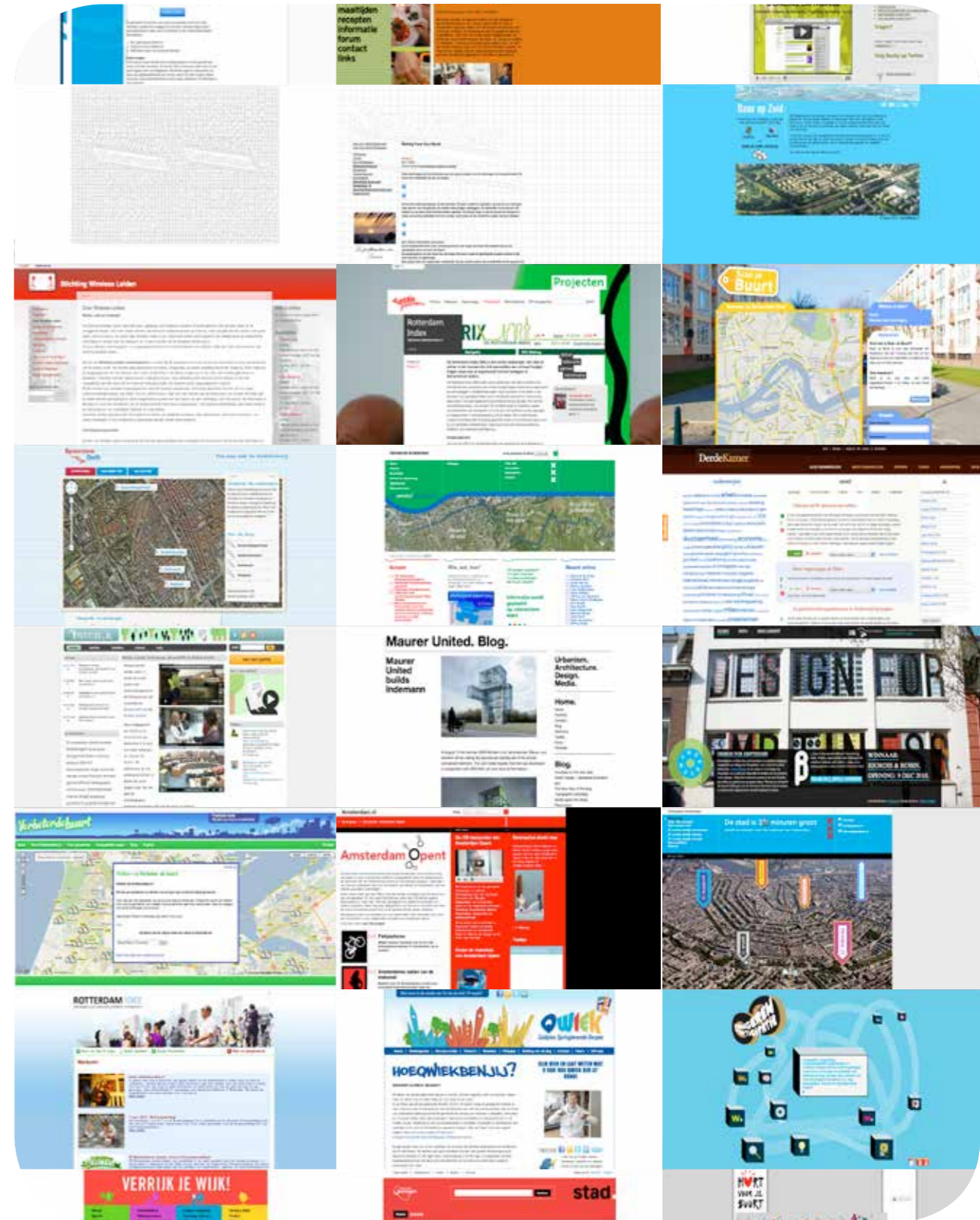
Generative Session

Sensitising
6 participants

Collective
Brainstorm

3D Lego Play
Collages

Statement cards



Existing Initiatives



Generative Session

Sensitising
6 participants



Collective
Brainstorm

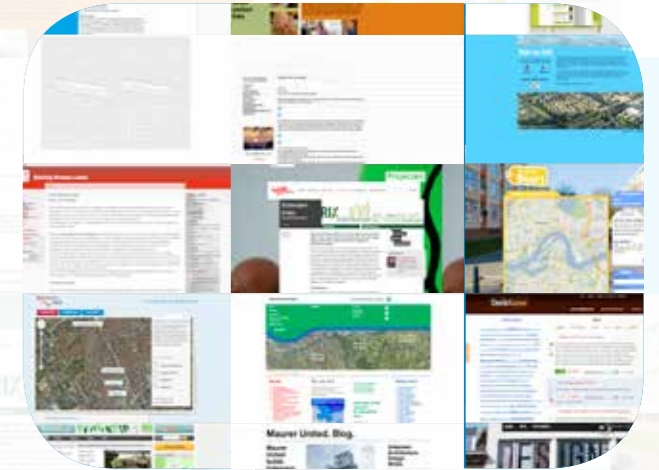
3D Lego Play
Collages



Statement cards

Existing Initiatives

28 Initiatives



Examination



Evaluation

Recommendations





Generative Session

Sensitising
6 participants



Collective
Brainstorm

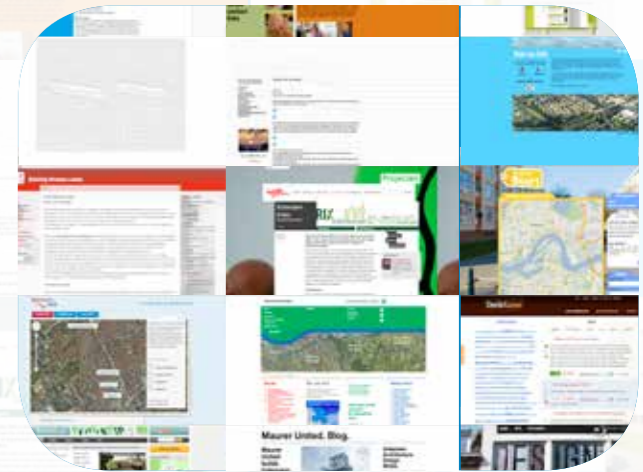
3D Lego Play
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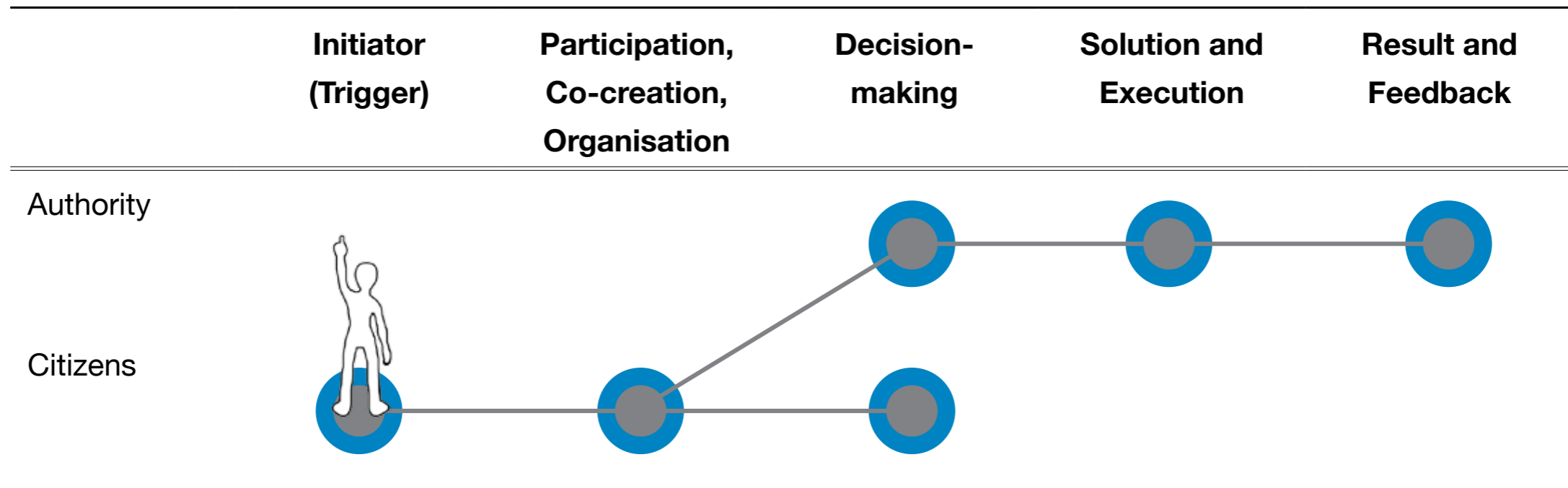
Conclusions & design guidelines

Participation?   

Meaningful participation?

“People find it **meaningful** to participate in situations in the public domain that are of indirect or direct influence on their **day-to-day activities**”

Participation process?



How to enable?   

Enabling participation parameters

“The parameters ideally **motivate** people to participate easily when a participatory procedure is important for them and increase their level of **satisfaction** during and after the process”





Six enabling participation parameters

Certainty - Clear rules & boundaries

Communication - Clear process, tasks & goals

Responsibility - For your own affairs

Freedom - To speak right there and then

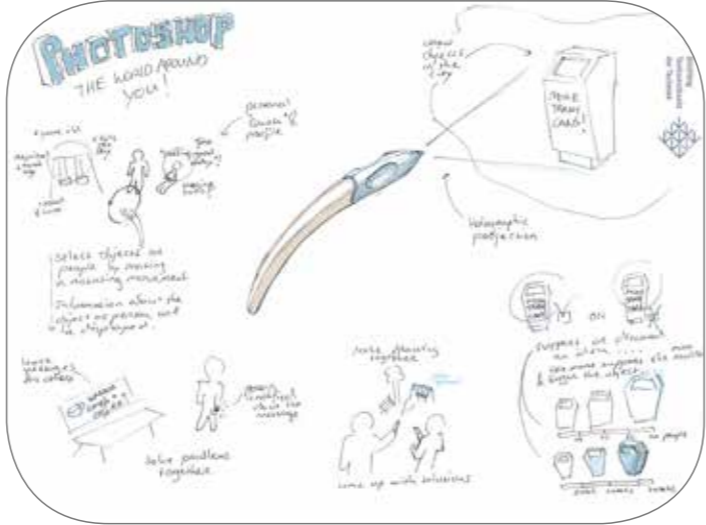
Sympathy - Relate to others & authority

Support - To visualise & envision

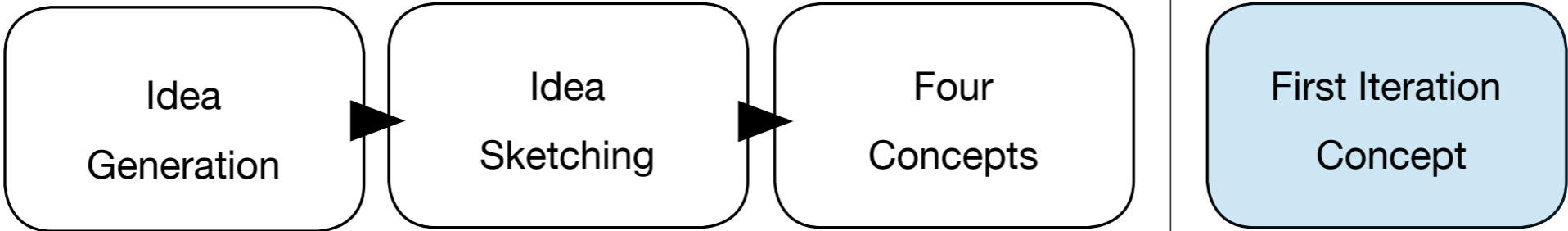


A concept for participation

Design process

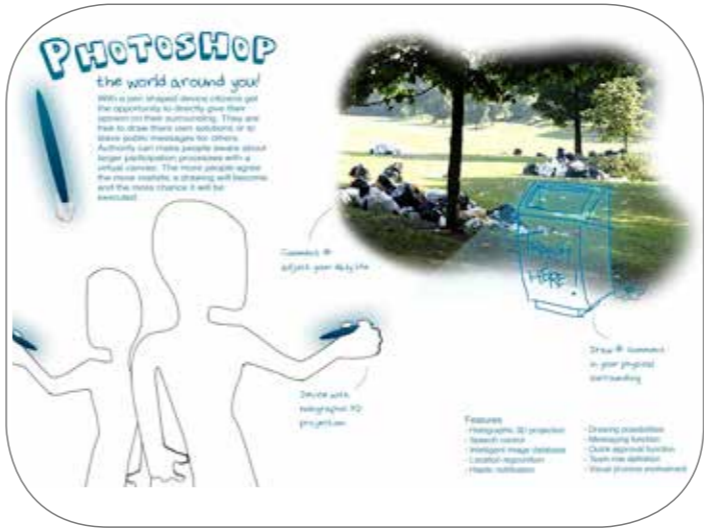


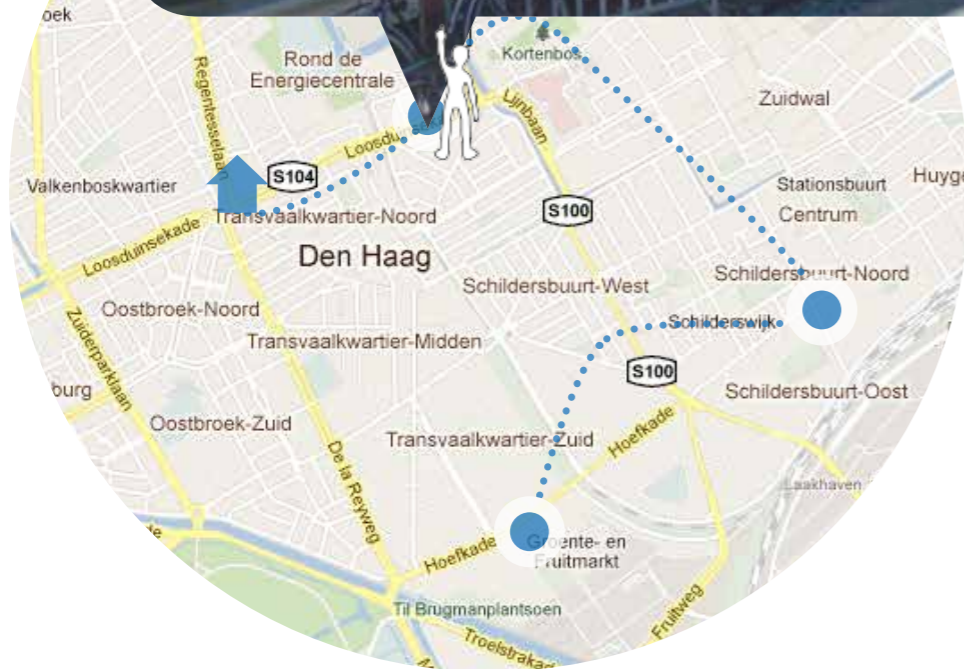
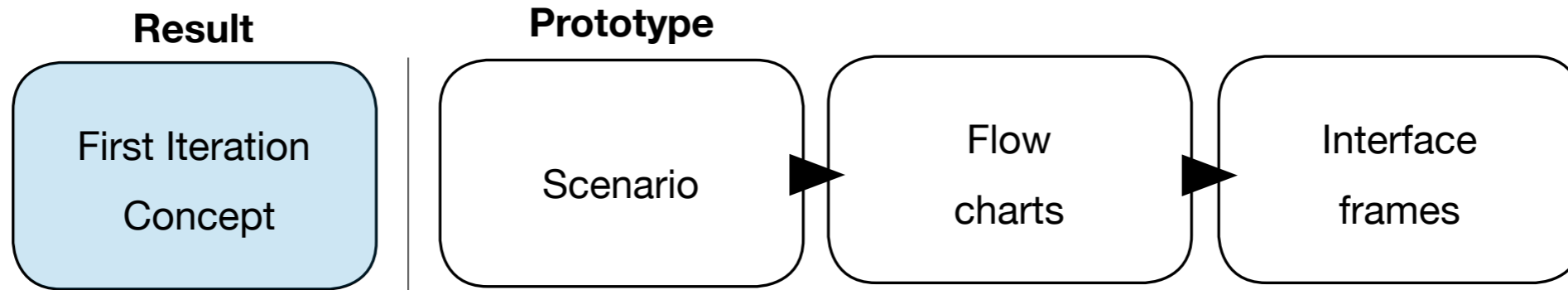
Design process



Result

First Iteration Concept

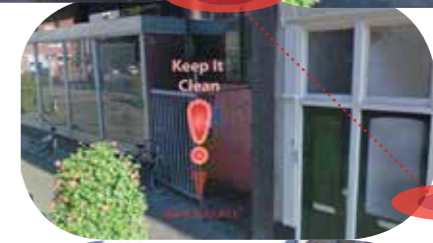
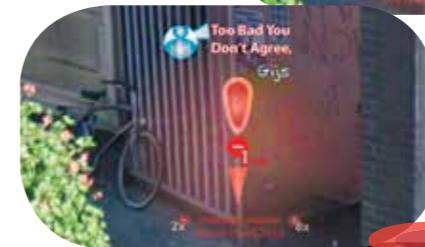
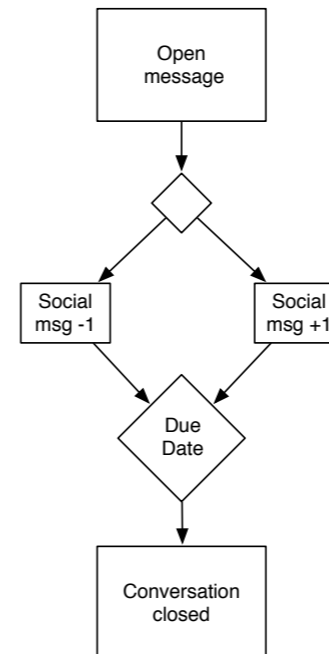




Keep It Clean



due to 20.05.2012





Evaluation



City centre of The Hague

8 participants

Ipad

Scenarios & Interface frames

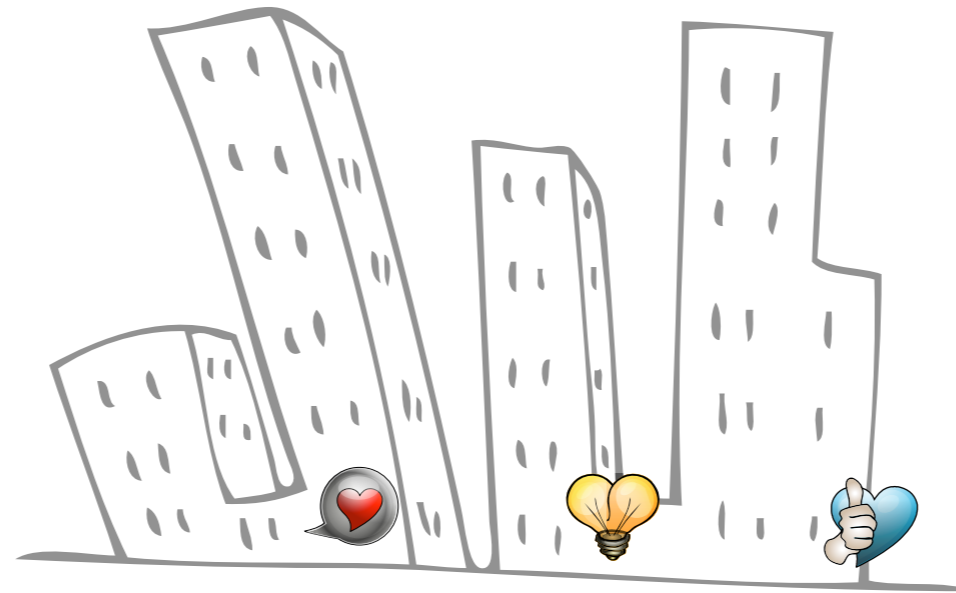
Observations

Interviews



Love your City

Second iteration



L O V E

y O U R

C I T Y



Personal profile...

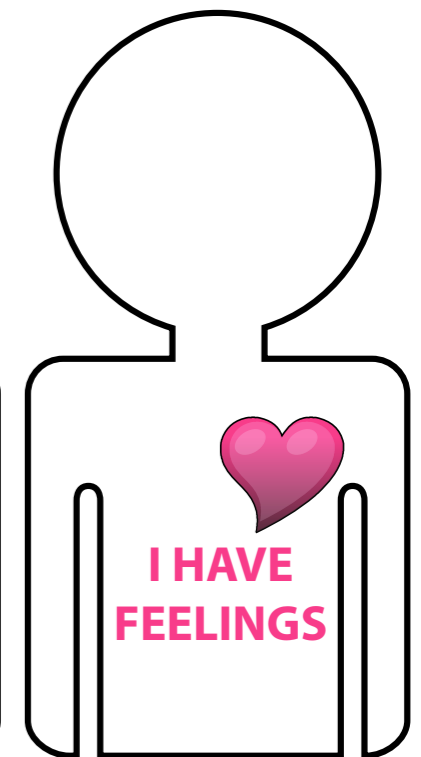
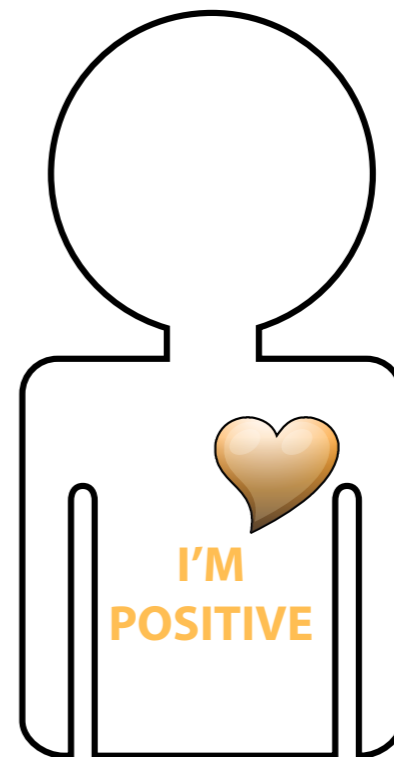
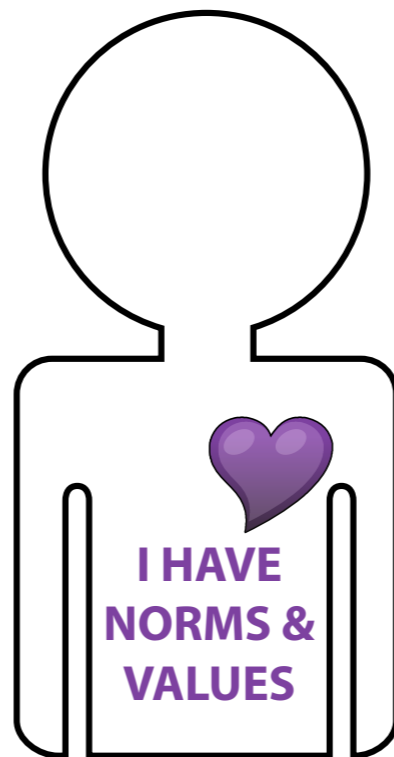
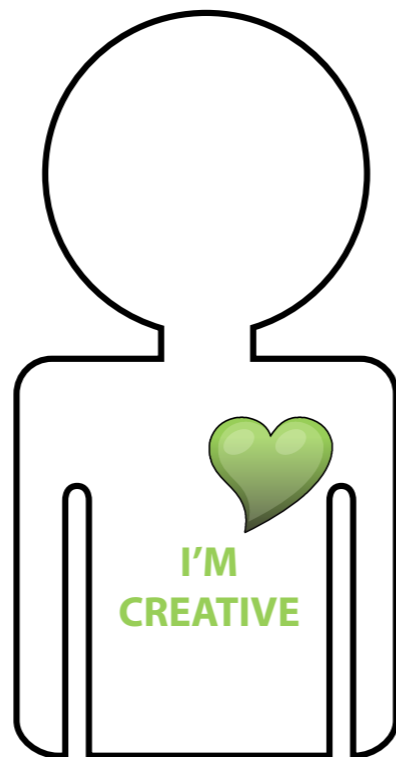
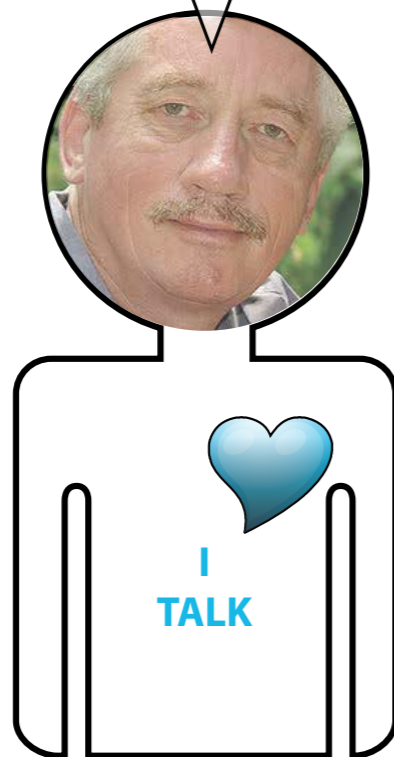
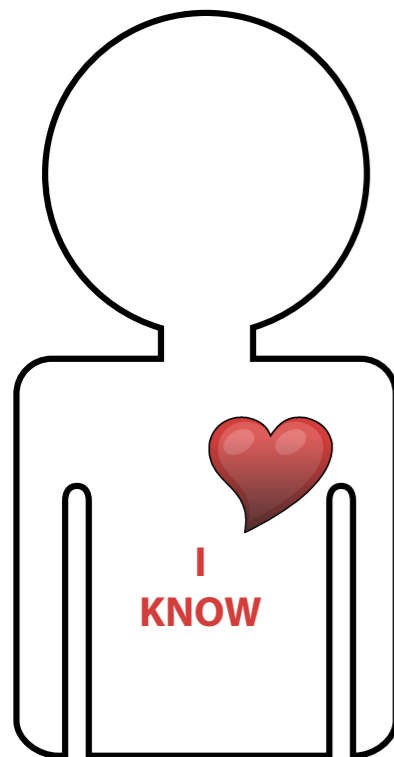


- Preferences
- First name
- Statement
- Optional photo
- Statistics

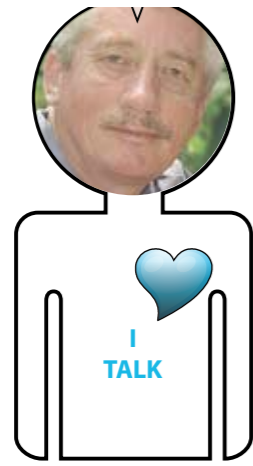
Stats  5x  10x  2x

Hi, I'm Gijs 50 years old, I love my city. So please keep everything in order and if you need help you can contact me.

*See you around,
Gijs*



Augmented reality



Profiel
















Participation triggers

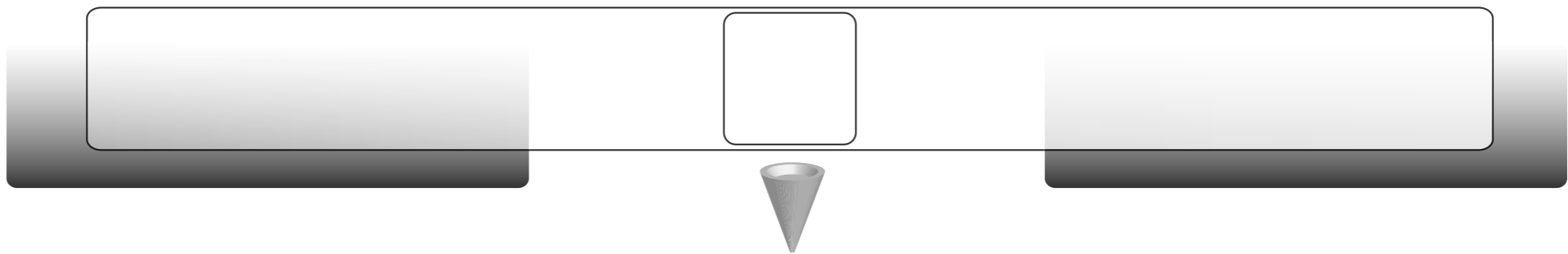
MSG	CC	ORG	New



Participation process   

	Act (new)	React/Add	Decide & Execute		Final
	Initiator (Trigger)	Participation, Co-creation, Organisation	Decision- making	Solution and Execution	Result and Feedback
Authority					
Citizens		  	  		

Interface menu



Interface menu



Gijs



Stats



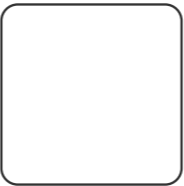
5x



10x



2x



Due date: 09.09.2030



Interface menu



Gijs



Stats



5x



10x



2x



Due date: 09.09.2030



Interface menu



Solution



Address



Organise



What would you like to do?

Gijs



Stats



5x



10x



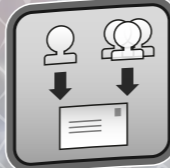
2x



Due date: 09.09.2030



There should be placed a **fence** and a **trashcan**!



Gijs




Stats





An example



I'm going to address fellow citizens... 



Gijs



Solution



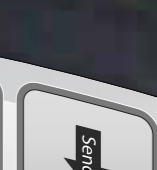
Address



Organise



What would you like to do?



Gijs



Stats



5x



10x



2x



Angry

Sad

Happy

Scared

Exited

Caring

Other

How do you feel about the current situation?

Gijs

Stats 5x 10x 2x



Authority

Community



Who would you like to address?



Gijs



Stats



5x



10x



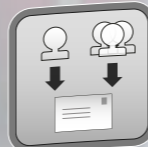
2x





Can you formulate your entry?

*Example: Watch your bags, its unsafe here,
pick pockets active!*



Gijs



Stats



5x



10x



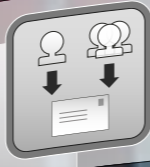
2x





Is your entry ready to be submitted?

Keep it clean! Its no trashcan, bicycle parking or urinal!



Gijs



Stats



5x



10x



2x





Gijs

Stats



5x



10x

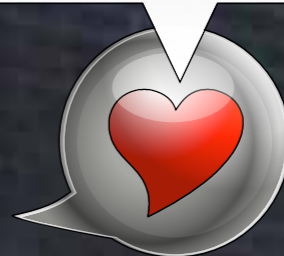


2x



**Keep it clean! Its no trashcan,
bicycle parking or urinal!**

Take care, Gijs



Thank you! Your entry is posted: due date
09.09.2030 You receive 1 credit point!

Gijs



Stats



5x



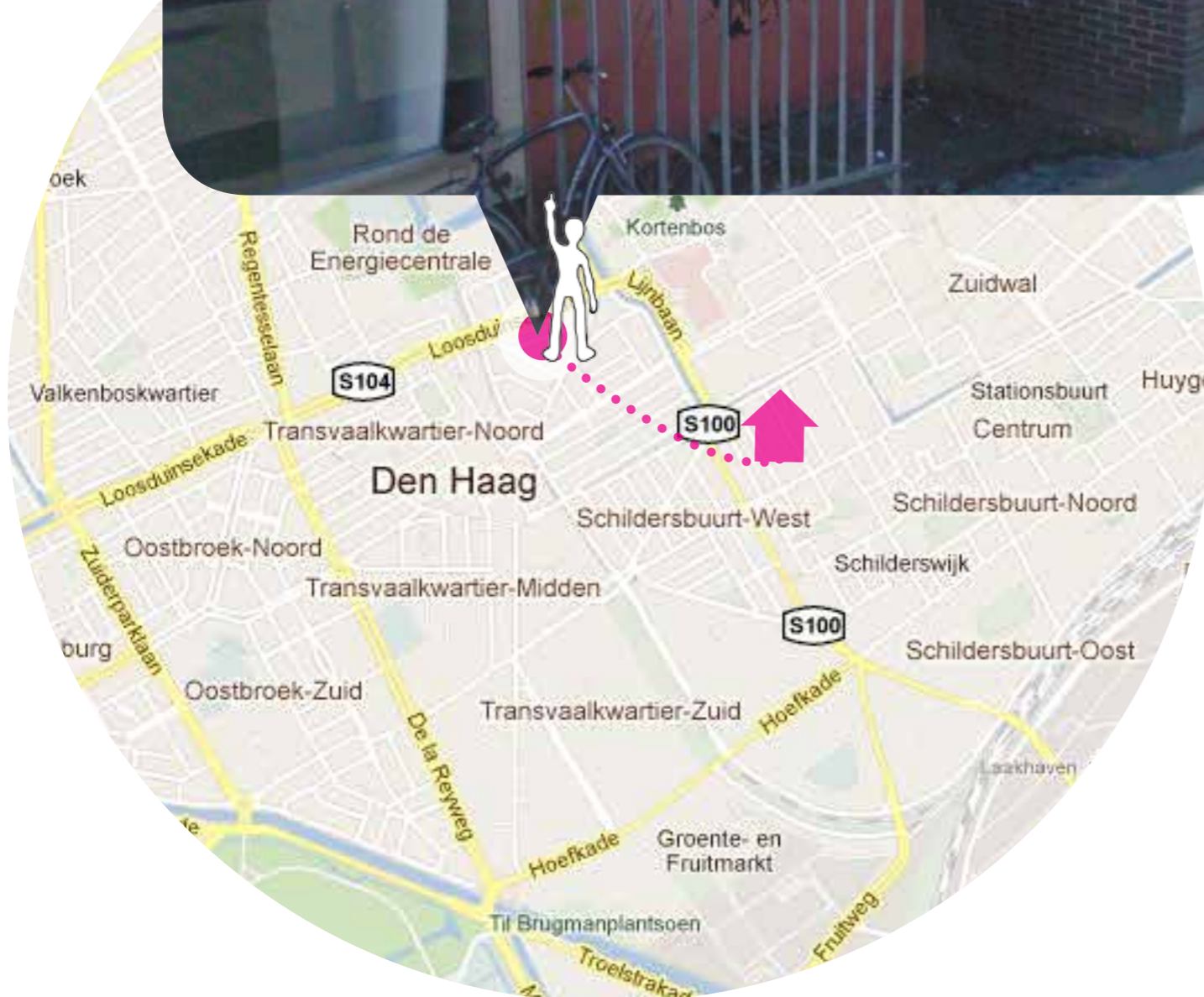
10x



2x

Due date: +/-09.09.2011





Hmm, Gijs posted a message.... Ah OK!

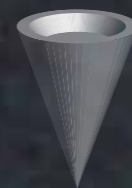


Aleyna





+/-09.09.2030





Gijs

Stats

👉 5x

❤️ 10x

💙 2x



Keep it clean! Its no trashcan,
bicycle parking or urinal!

Take care, Gijs

+/-09.09.2030



1 day



1 day



Discussion...   

“Love your City is a concept, that facilitates **direct communication** by mobile technology, **empowering** citizens to participate in the public domain, while **informing** authority with **local knowledge** embedded in communities”.

Discussion...



Yet...

Still not every citizen **can** or **wants** to participate **digitally**

Difference between **broad base** contact and **special interest** contact

Face to face participatory procedures remain important

Moderating the platform can be an issue

To confirm the list of parameters, **further research** has to be done

17.05.2013



We hope that the 'Love your City' concept forms a small step forward in enhancing citizenship.

Thank you! Questions?



Icons to take and drag

Text balloon

- Pointed from you: Question for you
- Pointed towards you: Input from you

What would you like to do?

Gijs

Stats  5x  10x  2x

Due date: 09.09.2030

Information or help 

Due date

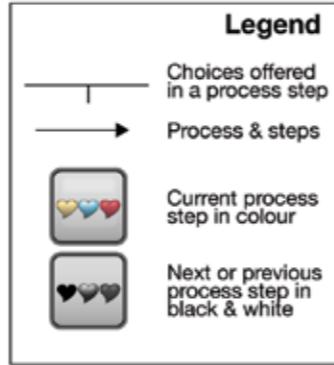
Profile Information

- Statistics
- General profile
- Personal statement

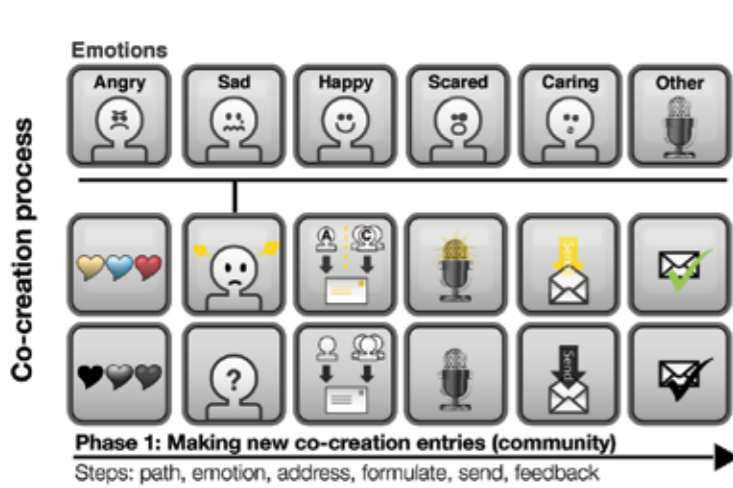
Location pointer

Process Information

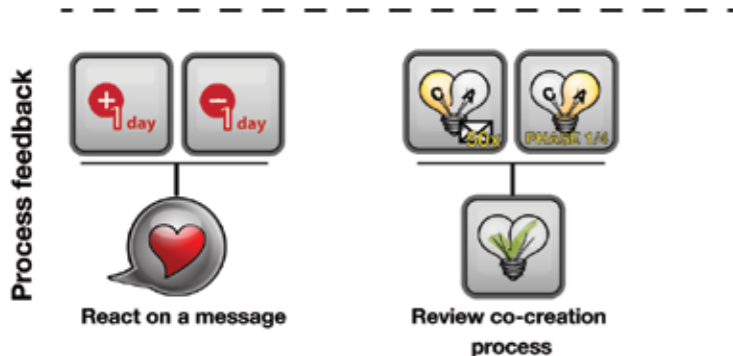
Phase 1



Participation paths



Phase 2



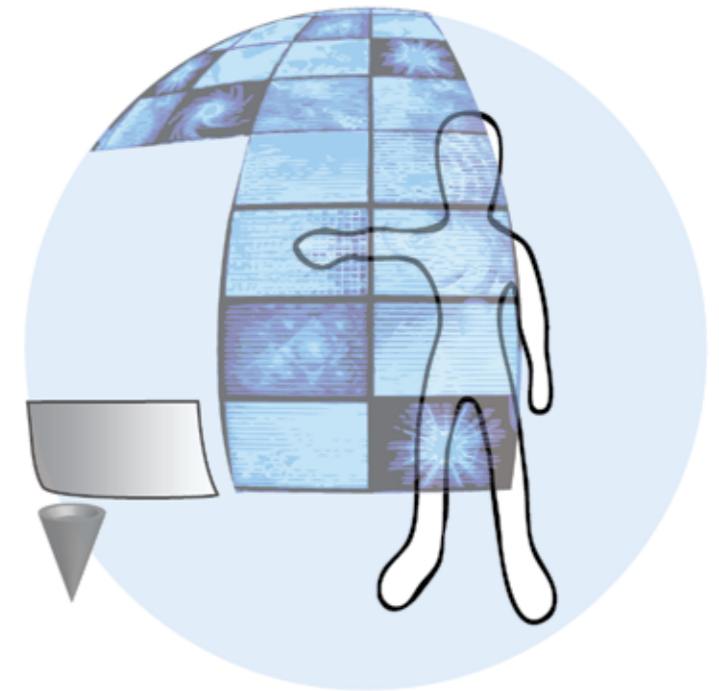
Holographic display 2030?!



Encounter a participation icon



Scrolling through entries



Making a new entry