INTERNATIONAL COMMUNITY OF PRACTICE FOR SUSTAINABLE URBAN DEVELOPMENT

CONNECTIVE CITIES

Digitalisation in response to the COVID-19 crisis: ideation

Workshop 3
13.10.2021

Partner von Connective Cities

Deutscher Städtetag

ENGAGEMENT GLOBAL

mit/von SERVICESTELLE KOMMUNEN IN DER EINEN WELT

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Im Auftrag des

Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung

AGENDA

10:00 – 10:10	Intro and next workshop date voting
10:10 – 10:20	Human-Centered Design approach intro
10:20 – 10:50	Case study about ethnographic research
10:50 – 11:00	Q&A
11:00 – 11:50	Human-Centered design tools presentation
11:50 – 12:00	Break
12:00 – 13:40	Work in smaller groups to ideate and organize the solutions
13:40 – 14:00	Share out

SYSTEM MINDED

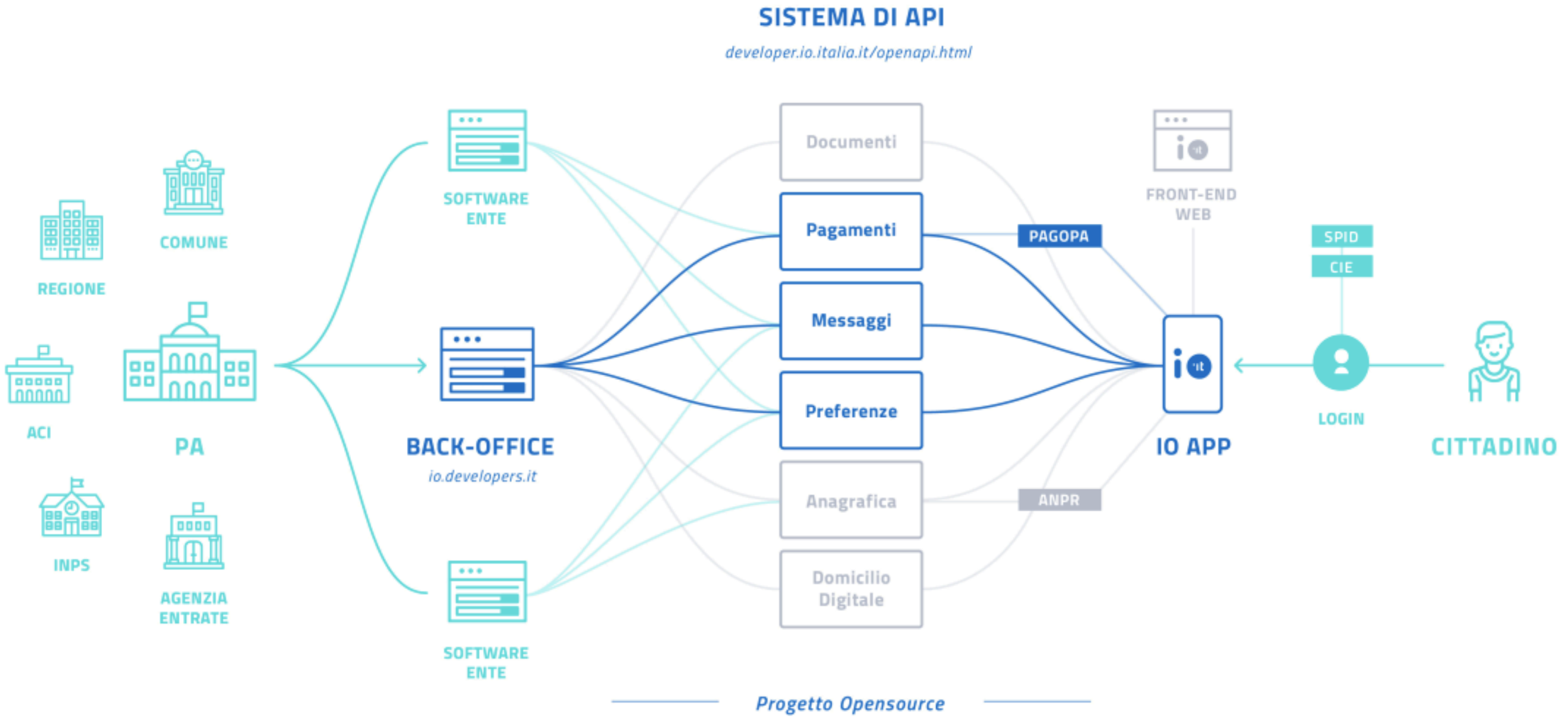
Human-centered
System-minded

The understanding of forces and relationships in the system is matched with the beliefs and behaviors of the people in the system

THOMAS BOTH



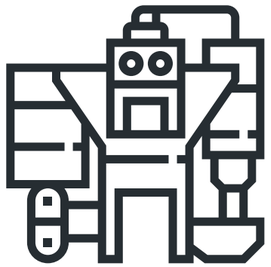
SYSTEM MAP


SISTEMA DI API
developer.io.italia.it/openapi.html
REGIONE
COMUNE
ACI
PA
INPS
AGENZIA ENTRATE
SOFTWARE ENTE
BACK-OFFICE
io.developers.it
SOFTWARE ENTE
Documenti
Pagamenti
Messaggi
Preferenze
Anagrafica
Domicilio Digitale
PAGOPA
ANPR
FRONT-END WEB
IO APP
SPID
CIE
LOGIN
CITTADINO
Progetto Opensource

PUT THE PEOPLE YOU SERVE AT THE CENTER OF THE DESIGN PROCESS TO COME UP WITH NEW ANSWERS TO COMPLEX CHALLENGES

like services

Technology push

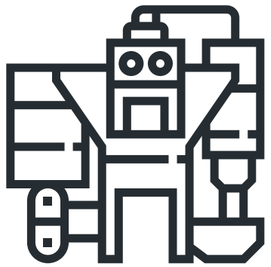


Market pull



Digitalization

~~Technology push~~

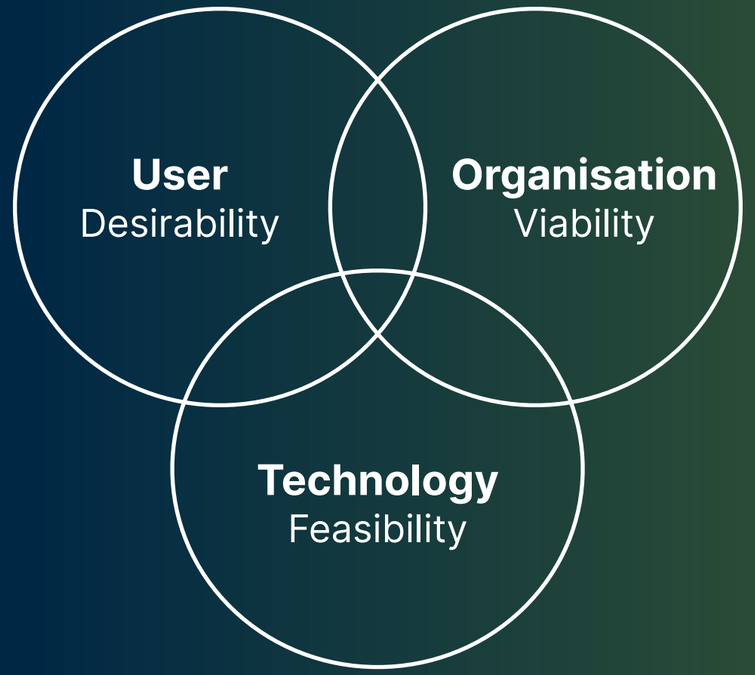


Citizens

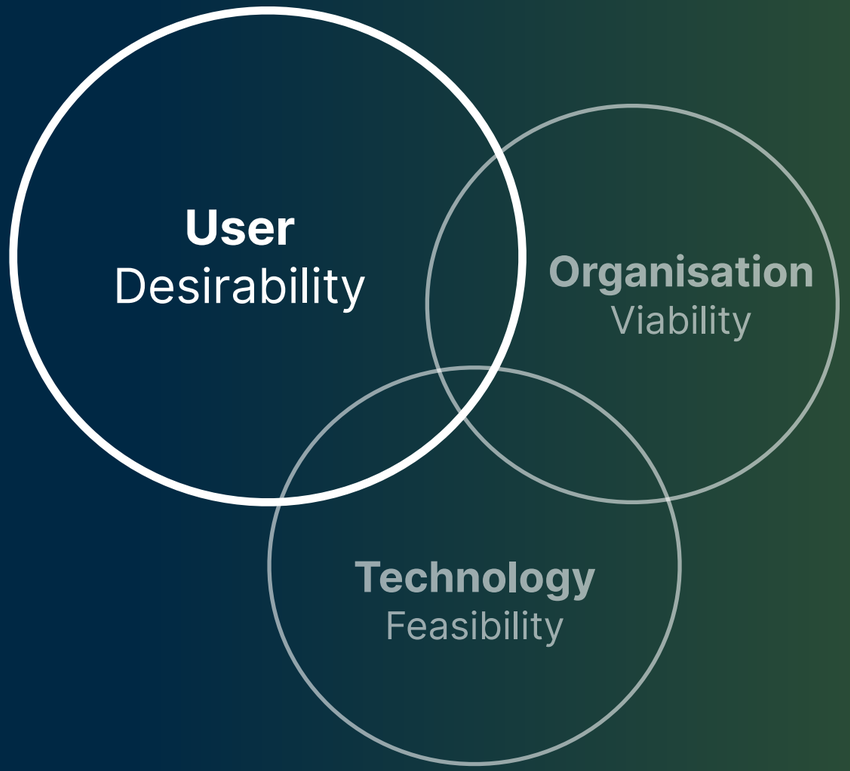
~~Market pull~~



HUMAN-CENTERED APPROACH



HUMAN-CENTERED APPROACH



“We have no problem with understanding user needs”

vs

“We need to educate users about our services”

“Up to 15% of IT projects are abandoned and at least 50% of a programmers’ time during the project is spent doing rework that is avoidable”

https://www.usability.gov/what-and-why/benefits-of-ucd.html

How can we better adapt services to the users?

Case study

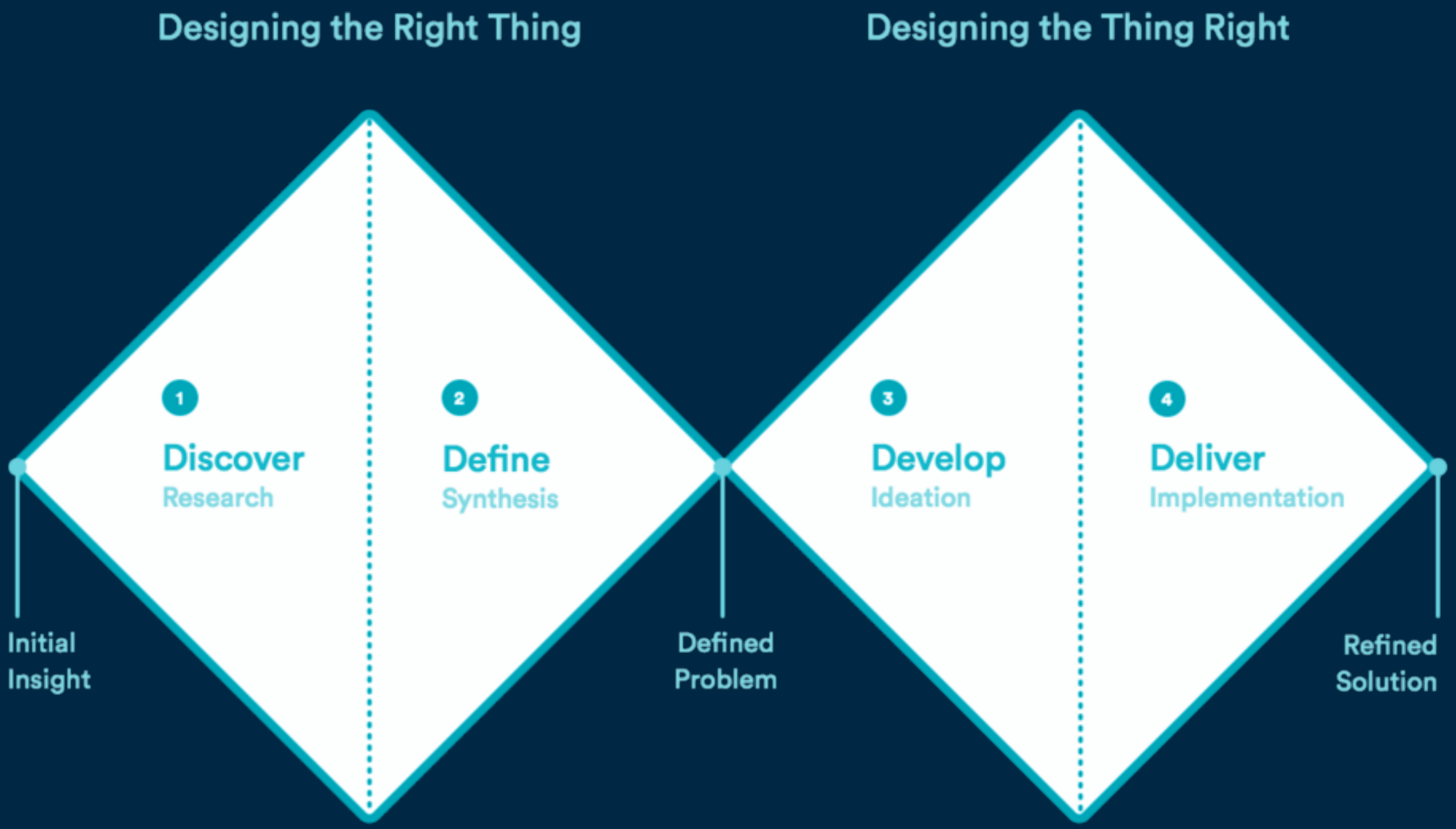
The rules of thumb state that 10% of your IT staff should be user experience (UX) professionals and 10% of your budget dedicated to UX.

(Better - more: App IO 2-3 designers x 10+ developers)

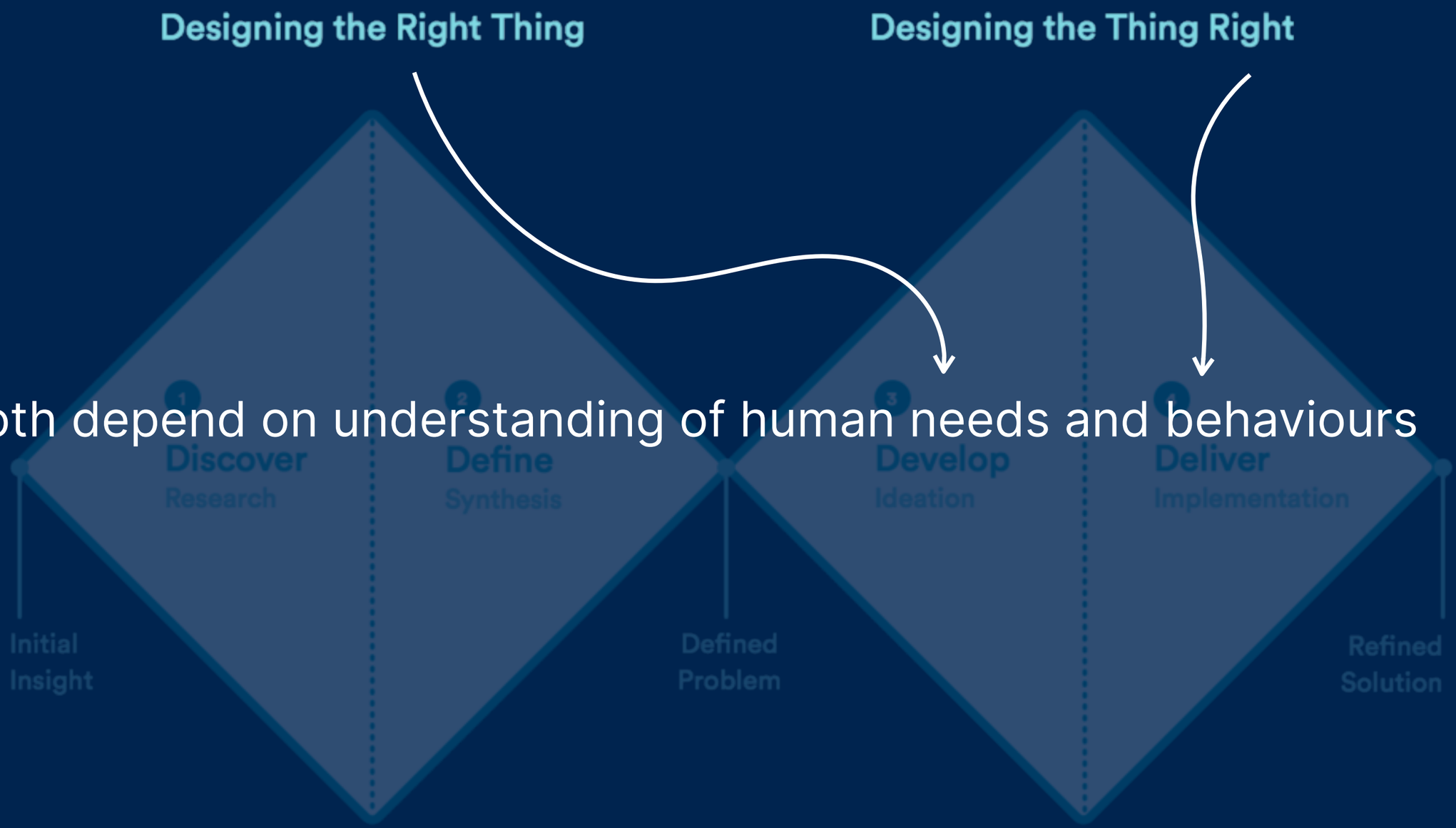
But not only designers can apply design methods.



User research



Double diamond model by Design Council



Both depend on understanding of human needs and behaviours

FOUNDATIONAL

In the foundational phase it is about exploring the problem with clients and users to better define or redefine the opportunity and inform new concepts and ideas.

HELP US UNDERSTAND NEEDS

GENERATIVE

In the generative phase, the team engages clients and users to generate insights that inform and inspire the design and development of new products, services, and experiences.

HELP US TO CREATE THE RIGHT DESIGN

EVALUATIVE

Design research evaluates, test and validates the design to ensure that they are compelling, useful, and usable.

HELP US GET THE DESIGN RIGHT

FOUNDATIONAL METHODS



CONTEXTUAL INTERVIEWS

Interviewing, observing and carefully documenting attitudes and behaviors in the context in which the design solution will be used.



SHADOWING (e.g.SHOP-ALONG)

Observations and interviews in-store elicit insights around users' expectations and concerns, off-the-shelf impressions and the in store experience.



DIARY STUDIES

In conjunction with a contextual inquiry, diary studies allow participants to reflect more accurately on their own behaviour by capturing it over a period of time.

GENERATIVE METHODS



PARTICIPATORY DESIGN

Engages participants in a dialogue around crafted stimuli which can be combined in ways to help participants convey their expectations.

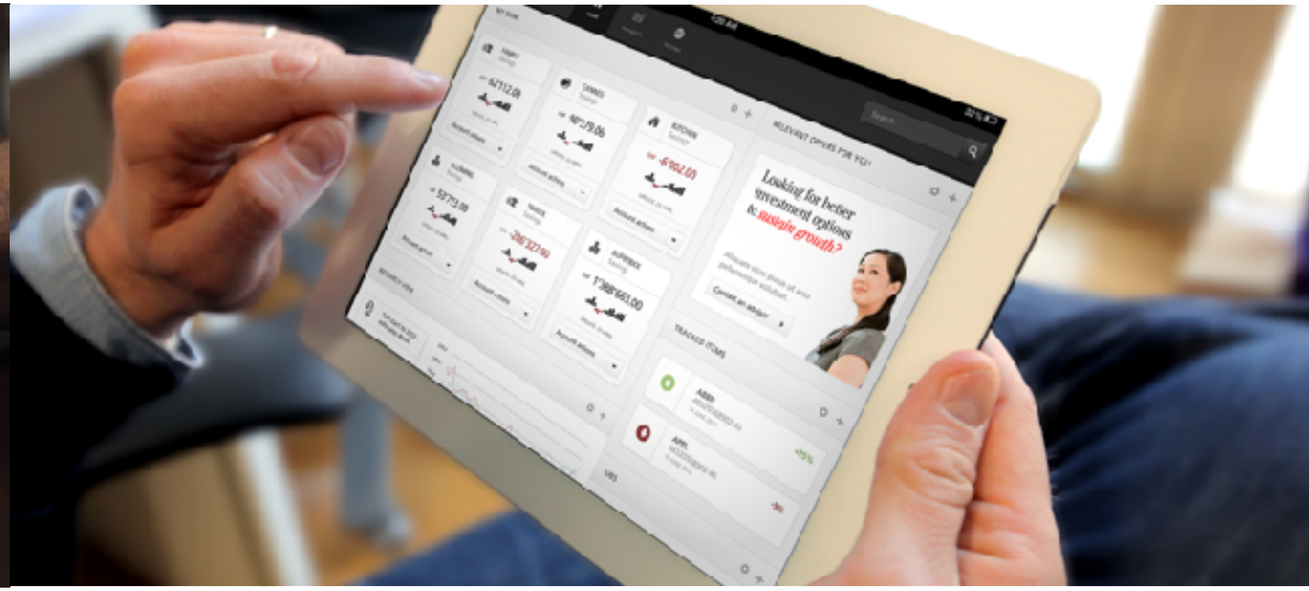


CONCEPT CRITIQUE

Participants provide candid reactions to prototypes or demos of product concepts and are triggered to reflect on how the design might be changed to better meet their needs.

EVALUATIVE METHODS





EXPERIENCE PROTOYPING

Activity in which the user is walked through the experience and immerses himself in it with the support of mock-ups, providing feedback along the way.

USABILITY TESTING

Formalised study to assess the efficiency, satisfaction and effectiveness of a design by providing participants with tasks to complete with a prototype or final product.

FOUNDATIONAL

In the foundational phase it is about exploring the problem with clients and users to better define or redefine the opportunity and inform new concepts and ideas.

HELP US UNDERSTAND NEEDS

GENERATIVE

In the generative phase, the team engages clients and users to generate insights that inform and inspire the design and development of new products, services, and experiences.

HELP US TO CREATE THE RIGHT DESIGN

EVALUATIVE

Design research evaluates, test and validates the design to ensure that they are compelling, useful, and usable.

HELP US GET THE DESIGN RIGHT

FOUNDATIONAL

In the foundational phase it is about exploring the problem with clients and users to better define or redefine the opportunity and inform new concepts and ideas.

HELP US UNDERSTAND NEEDS

- who your likely users are and what they’re trying to do
- how they currently do it (for example, what services or channels they use)
- the problems or frustrations they experience
- what users need from your service to achieve their goal

FOUNDATIONAL

In the foundational phase it is about exploring the problem with clients and users to better define or redefine the opportunity and inform new concepts and ideas.

HELP US UNDERSTAND NEEDS

- **reviewing existing evidence** (for example, analytics, search logs, call centre data, previous research reports, etc)
- **interviewing and observing** actual or likely users
- **talking to people who work with actual or likely users** inside and outside your organisation (for example, caseworkers, call centre agents and charity workers)

01

Research setup and plan

Define the goals, approach, tools and activities in detail

02

Research conduction

Run the research and collect raw data in structured format

03

Research Synthesis

Extract insights from raw data, and deliver them in a meaningful way

01/ BUILDING A RESEARCH PLAN

Plan the research by defining:

01. Goal
02. Method
03. Participants
04. Locations
05. Time Frame



01. GOAL

State the focus and objectives of the research activities based on what you need to design and what you already know.

“**Understand which services are the most required** by the citizens of our municipality in order to prioritise the design of the sections of online platform.”

Define the methods to engage the participants in the research activities and collect information.

e.g.: contextual interviews, observations, diary studies, focus groups,...

Can you understand it from the logs and other contextual info you have?

If not - what are the simplest and most efficient activity you can undertake?

03. PARTICIPANTS

Define the target user you need to address and prepare a screener that outline what criteria is required to select your participants.

- Understand the needs of all kinds of users, not just ‘typical’ users.
- Consider the needs of people who provide the service or support other users (for example, caseworkers, call centre agents, inspectors, lawyers and charity workers).
- Focus on users who have problems using existing services or getting the right outcome for them.

Campione di ricerca

20
Partecipanti

GENERE
50% **uomini**
50% **donne**

ETÀ
35% **18-30**
30% **30-45**
30% **45-60**
5% **over 60**

designers Italia
dalla parte dei cittadini



EARLY ADOPTERS

Persone che hanno già utilizzato **PagoPA**.



UTENTI SPID

Persone che hanno un account **SPID.**

RELAZIONE CON PA

USO DEL DIGITALE



MORE DIGITAL

Persone che usano principalmente sistemi di pagamenti digitali.



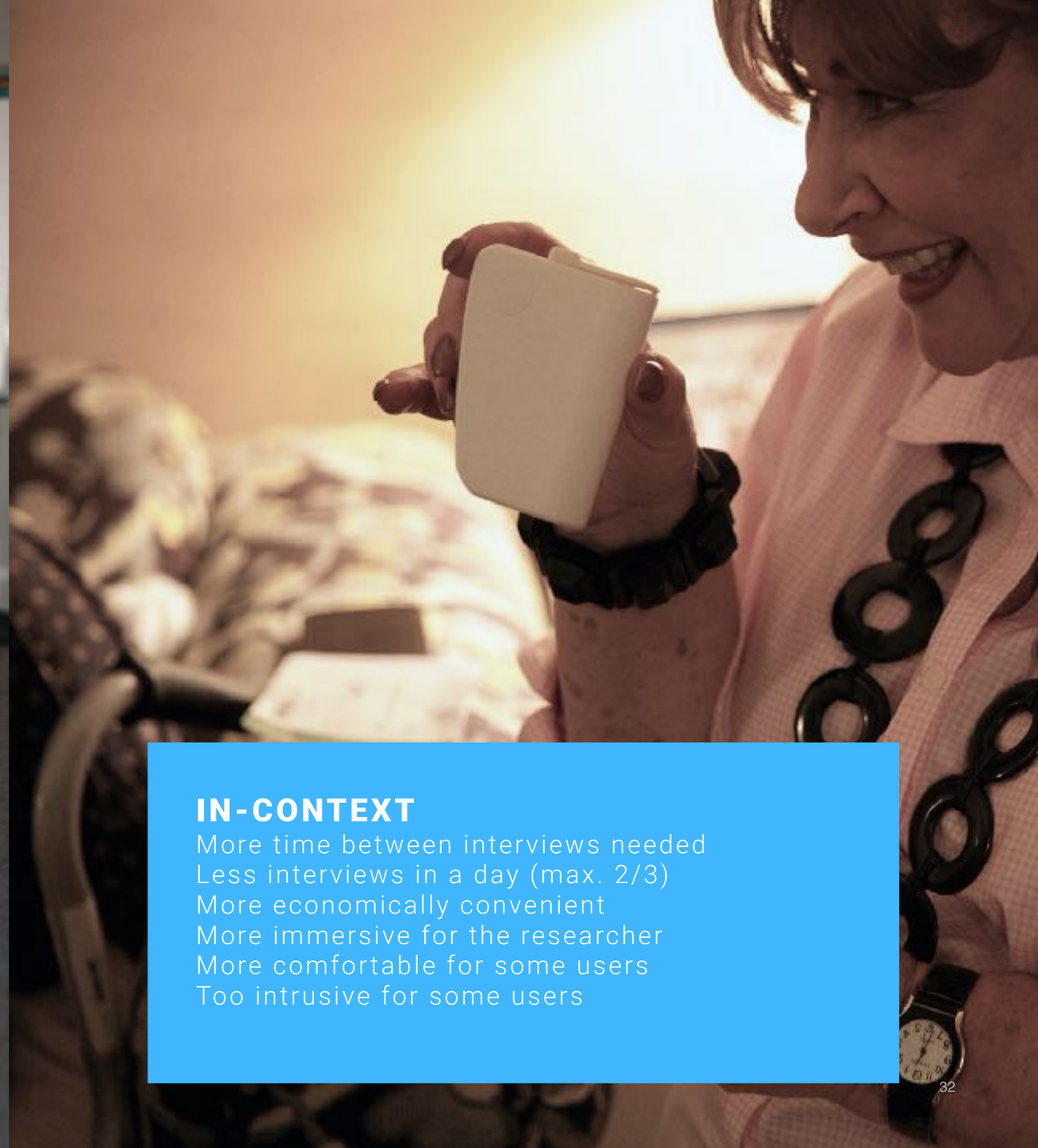
LESS DIGITAL

Persone che utilizzano vari sistemi di pagamento, non sempre digitali.



NEUTRAL ENVIRONMENT

More practical
More interviews in a day (max. 5)
More expensive
Easy to manage research materials



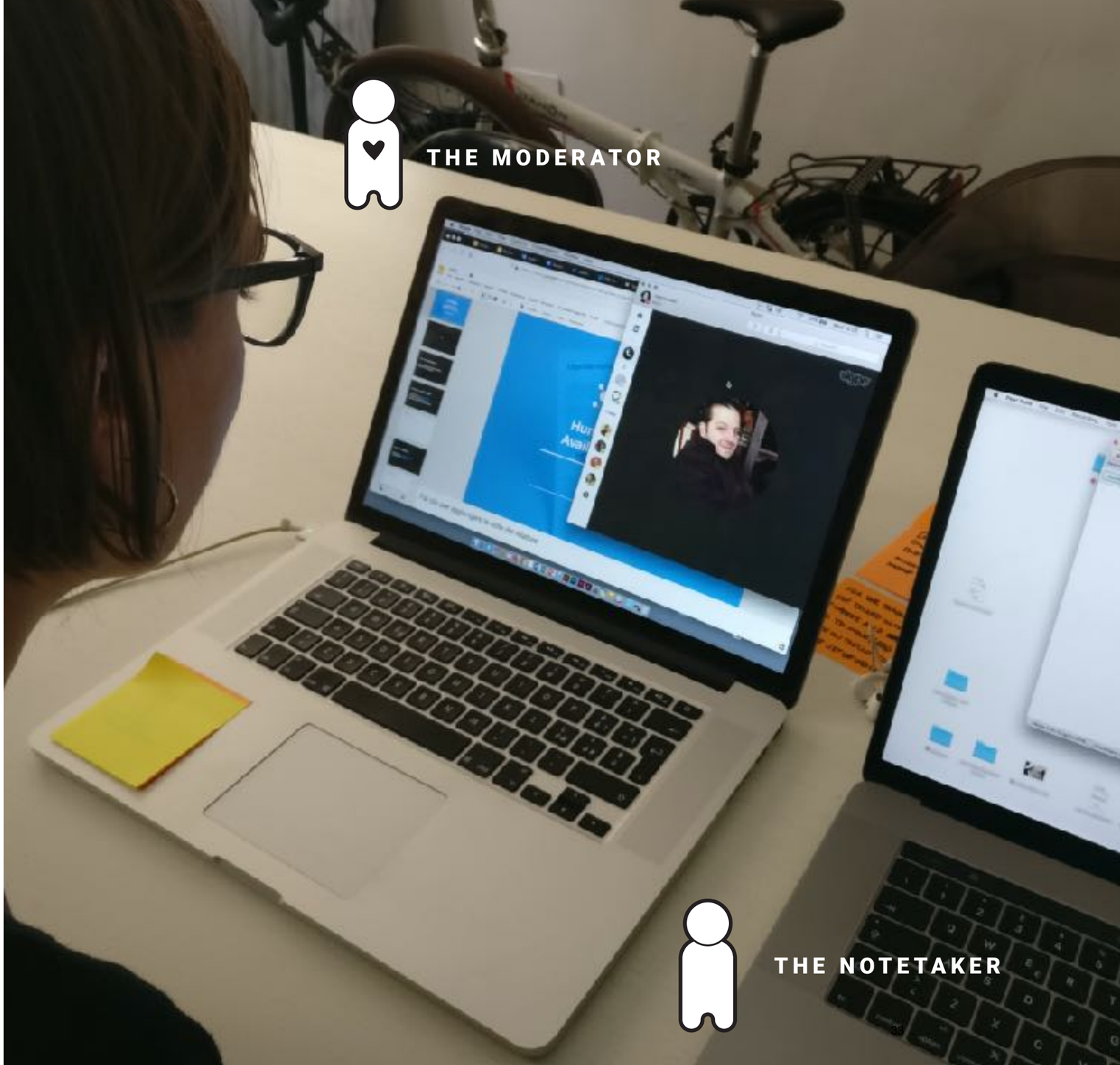
IN-CONTEXT

More time between interviews needed
Less interviews in a day (max. 2/3)
More economically convenient
More immersive for the researcher
More comfortable for some users
Too intrusive for some users

REMOTE INTERVIEWS

Conduct 1to1 interview sessions via phone or - even better - video calls.

Engaging participants is even more difficult at distance, that's why it's important to follow the same directives as if in field: assign roles, be clear about treatment of personal data, be respectful for participant's time.



Remote Exercise

Enriching remote conversations by preparing materials with collaborative tools as support for the conversation: both you and the participant can edit the materials in real time.

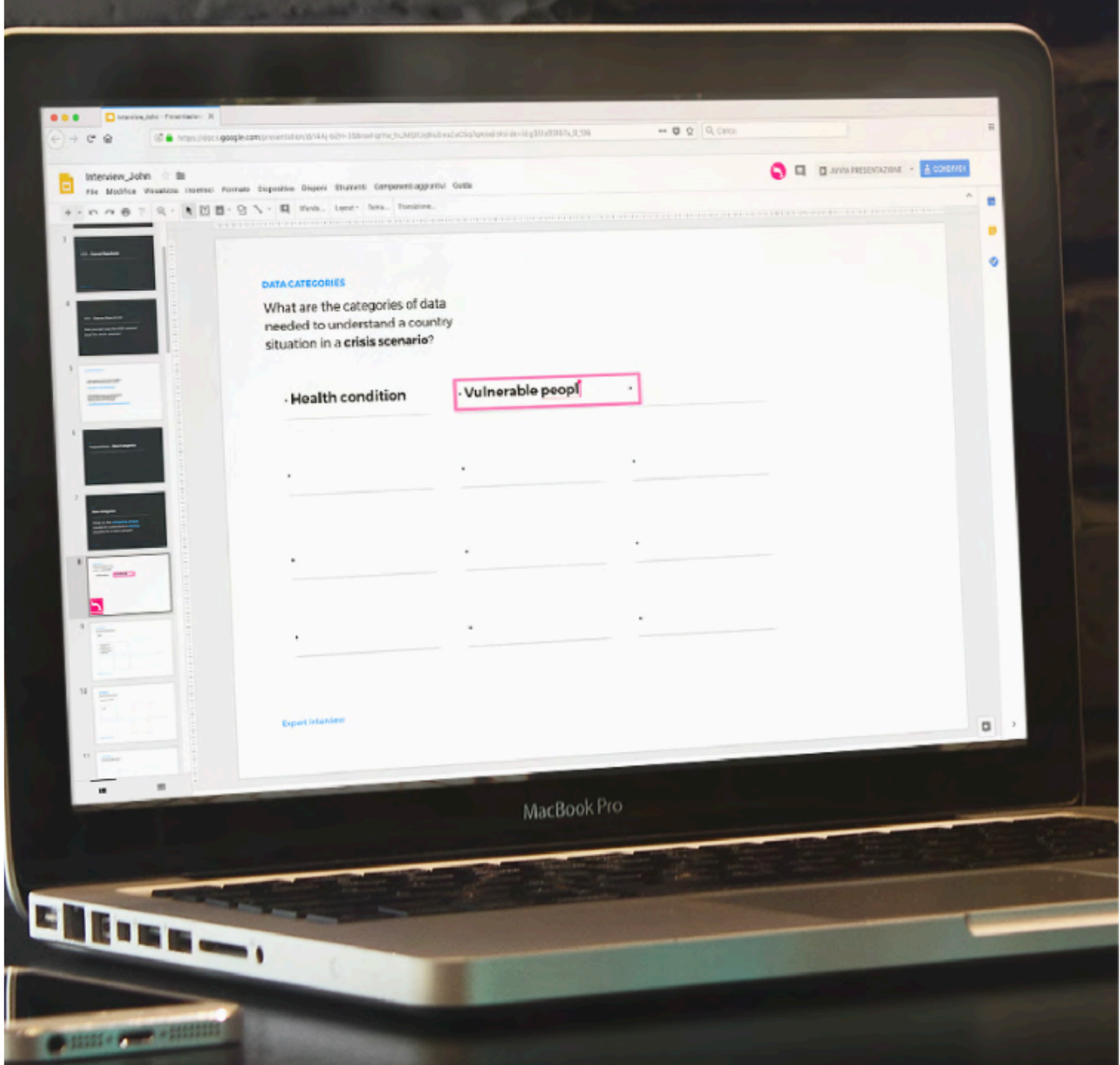
SOME TOOLS

Google slides,

Mural,

Figma,

...

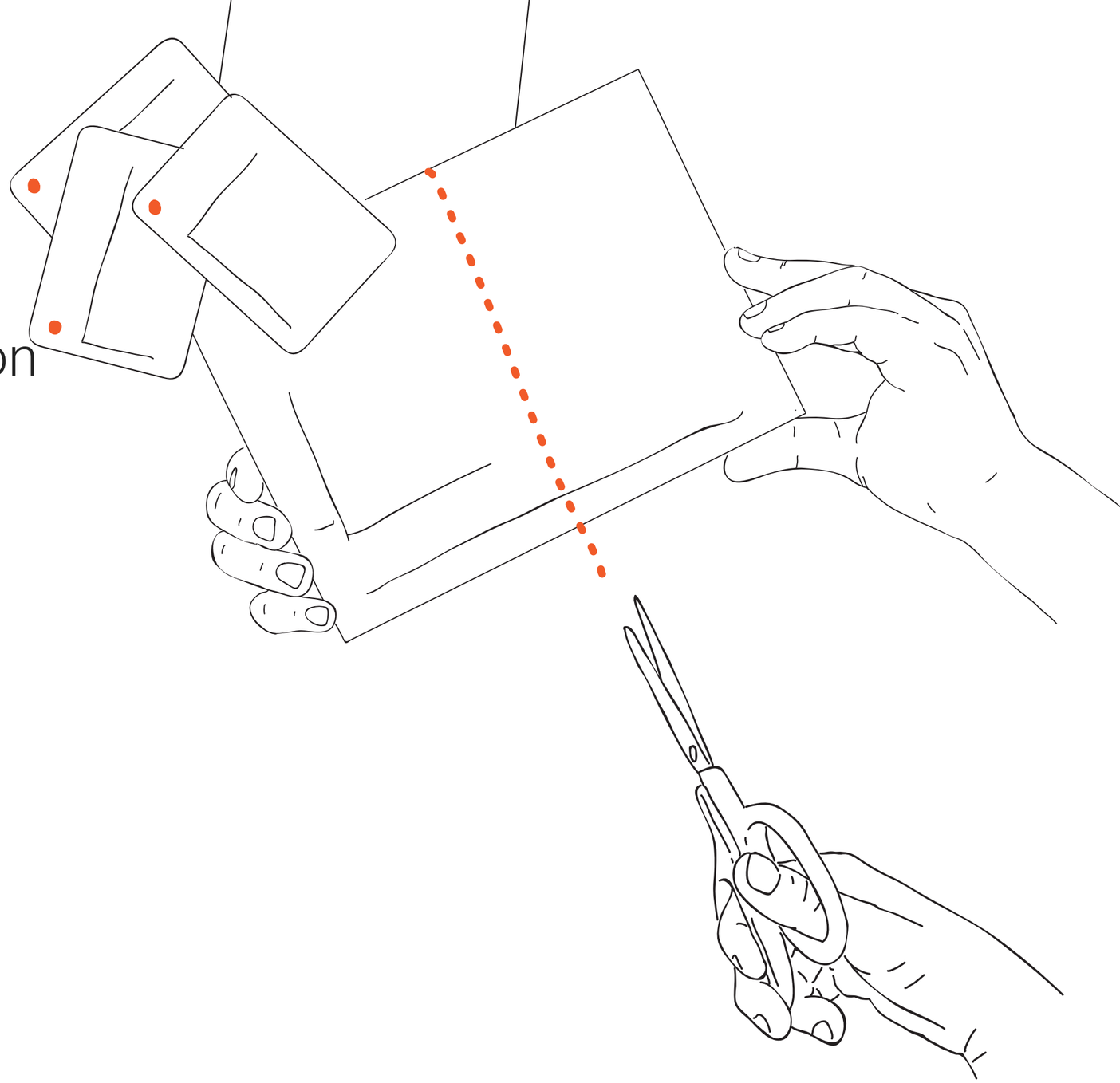


02/ PREPARING TOOLS AND ACTIVITIES

Design the research session

01. Discussion guide

02. Hands-on activities



The discussion guide outlines the areas of investigation you plan to focus on, detailing all the questions and activities.

e.g.: Building a discussion helps defining the flow of the interview before going in the field.

Tip: you can do it as a group activity with your team defining all the question they'd like to ask and reformulating them in a way that's better suitable for the participants

"Understand which services are the most required by the citizens of our municipality in order to prioritise the design of the sections of online platform."

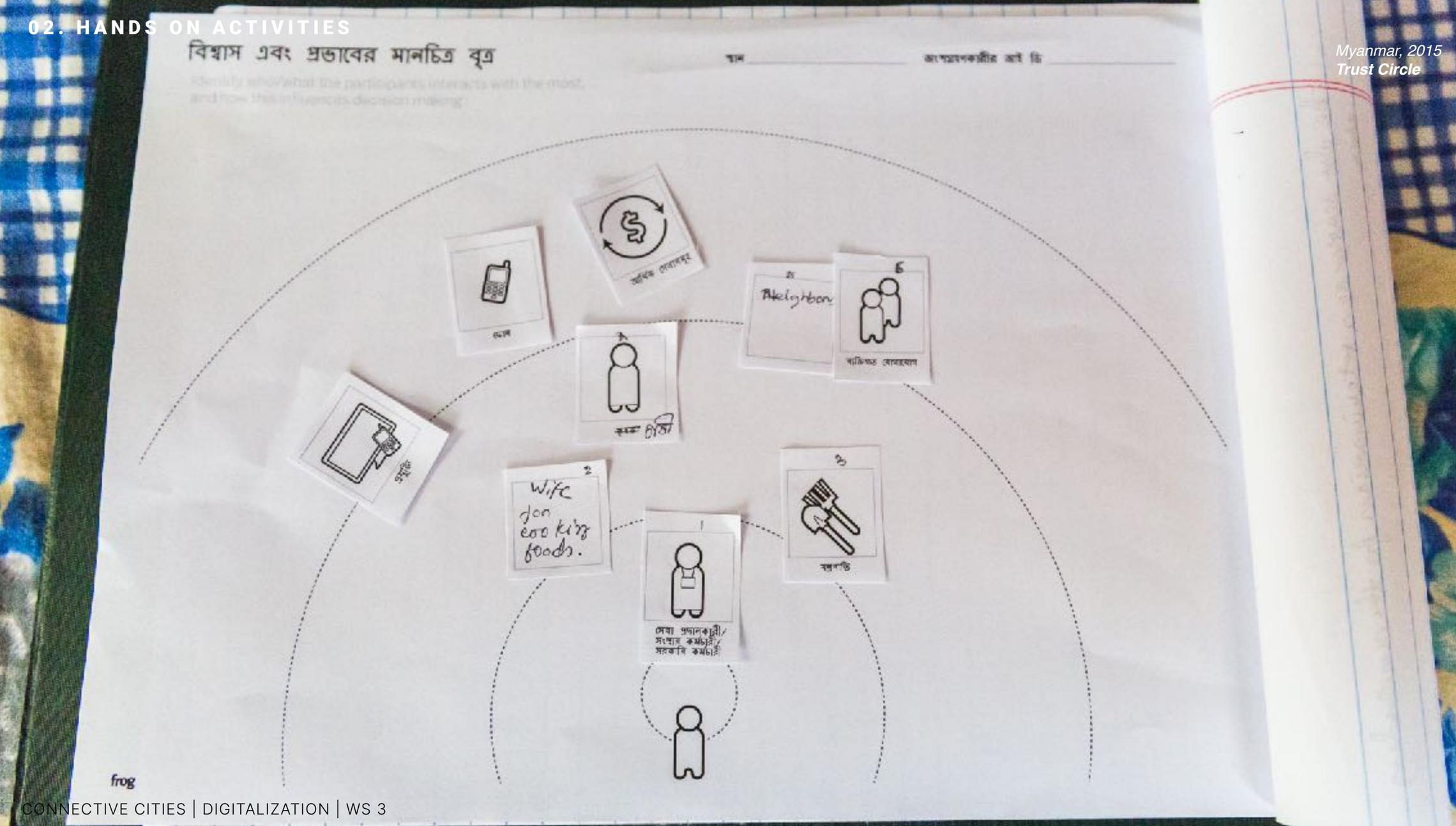
- Which services do you user regularly?
- Can you describe the last time you used service you mentioned?
- Which service currently causes you the biggest trouble?
- etc...

02. HANDS ON ACTIVITIES

In addition to the traditional interview, use hands-on activities to help push the conversation deeper and into new areas.

e.g.: card sorting, image sorting, collaborative diagrams,...





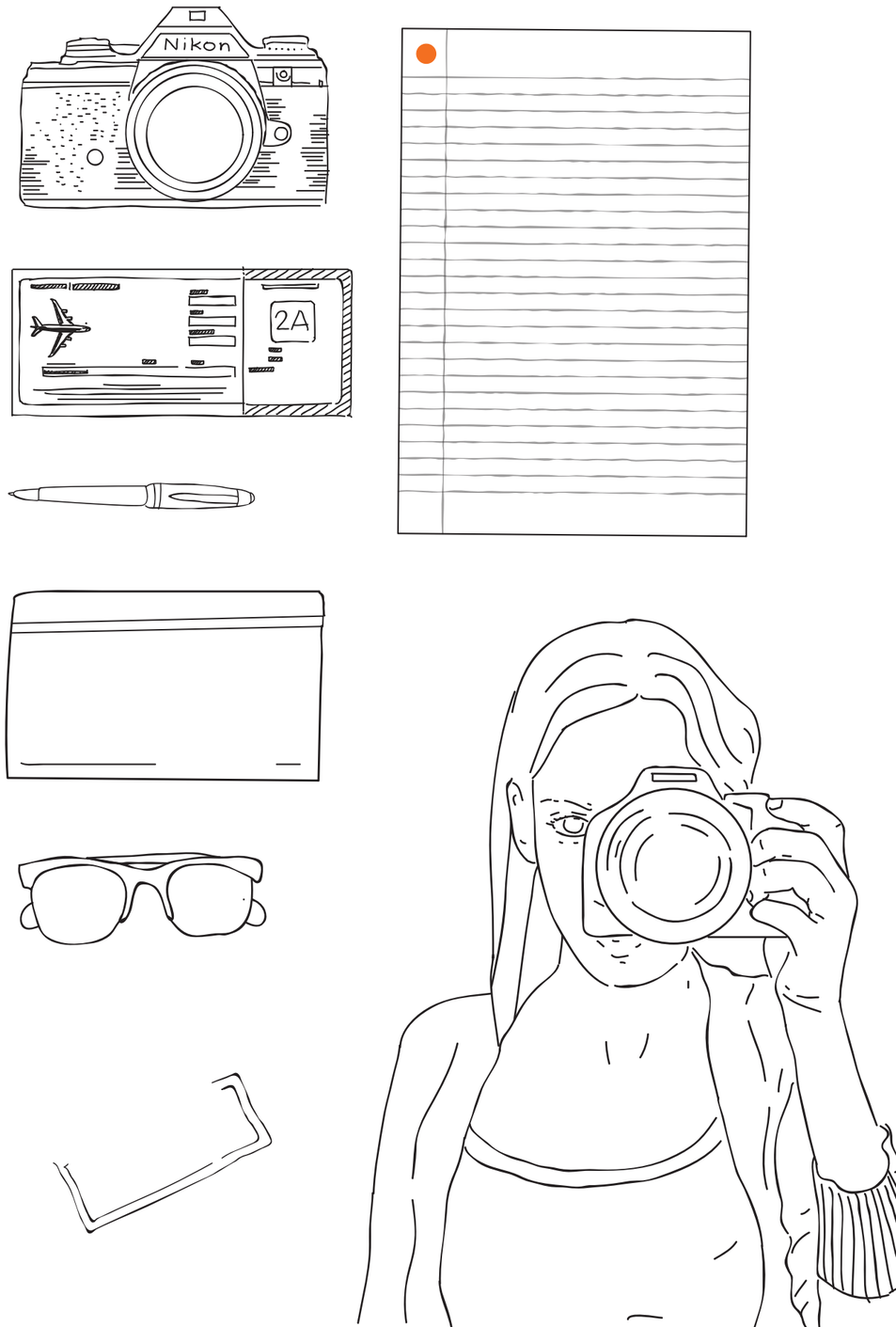
Myanmar, 2015
Trust Circle

02. HANDS ON ACTIVITIES



Design the research session

01. Permission
02. Incentives
03. Roles
04. Equipment



TEAM ROLES

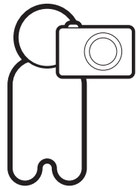
FIND THE BEST FIT FOR EACH ROLE!



MODERATOR

The moderator is in charge of leading the conversation and establishing the relationship with the participant.

#empathy #listening
#conversational skills



PHOTOGRAPHER

The photographer is in charge of capturing key moments that are both high-quality and meaningful.

#discreetness #attentiveness
#photographic skills



NOTE-TAKER

The note-taker carefully follows the conversation and may intervene to integrate when needed.

#attentiveness #conciseness
#listening

01. INCENTIVES

Incentives ensure there is a legitimate value exchange.

The incentives vary depending on the participant profile, to make sure of giving him the right recognition.
The participant has to sign a form confirming that they receive the incentive.



02. PERMISSION

Release forms establish and protect the rights of both you and the participant.

- Ask the permission to record the interview
- Clarify the usage of the material
- Show the photos before asking to sign the disclaimer
- Leave to the participant your contact information



03. ROLES AND TASKS

The contextual interview team shouldn’t exceed
3 members: moderator, note taker and photographer.

Usually the note taker plays a support role, including setting up the recording equipment, facilitating the hand-on activities and asking additional questions.



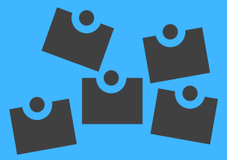
PRIMARY RESEARCH GUIDE



RESEARCH PLAN



DISCUSSION GUIDE



RESEARCH MATERIALS



RESEARCH KIT

01

Research setup and plan

Define the goals, approach, tools and activities in detail

02

Research conduction

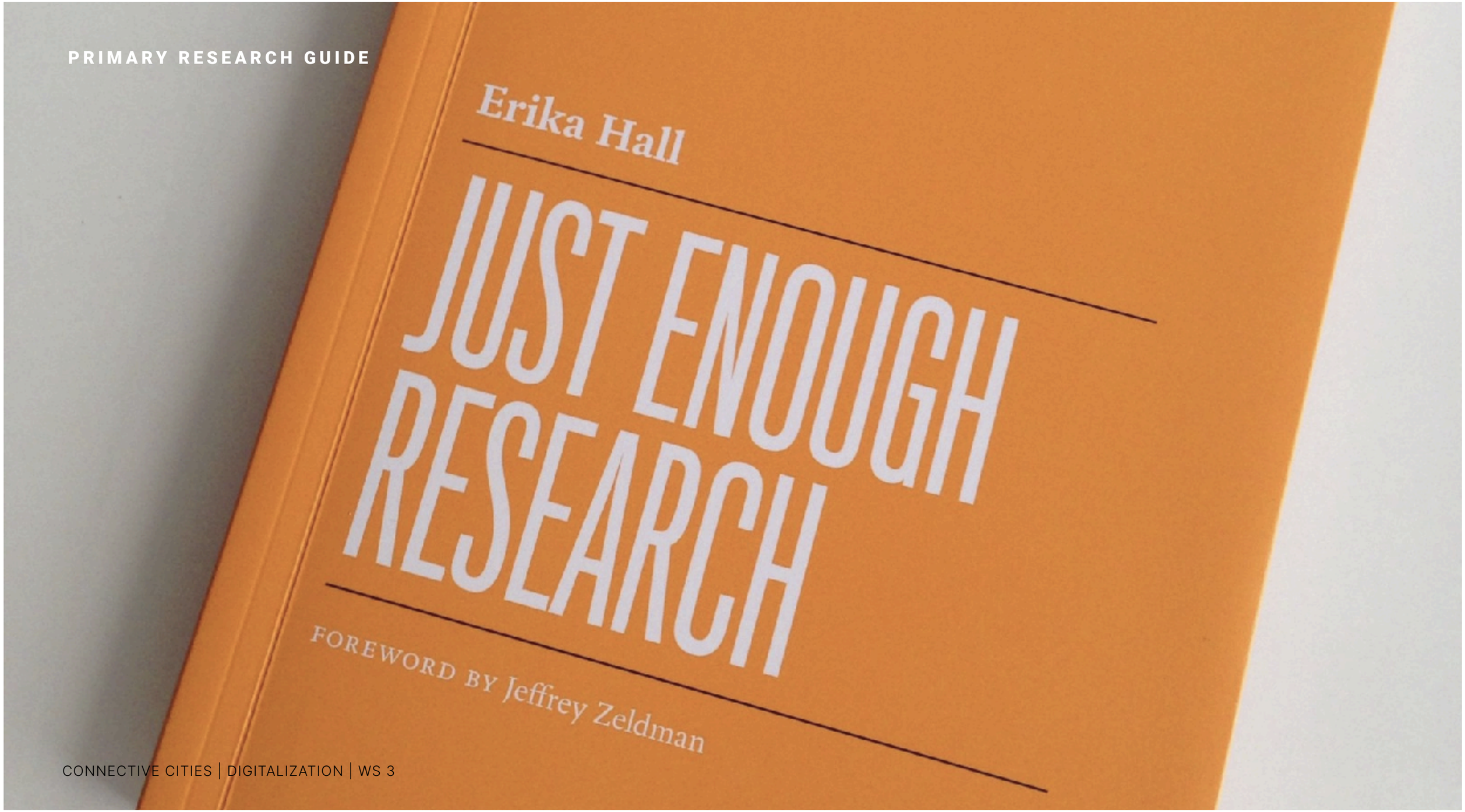
Run the research and collect raw data in structured format

03

Research Synthesis

Extract insights from raw data, and deliver them in a meaningful way

PRIMARY RESEARCH GUIDE



Some tips to remember while running the research:

01. Field notes
02. Recording methods
03. Data processing



01. FIELD NOTES

While observing and interviewing participants, researchers capture words, phrases and quotes.

As one of the most flexible and inexpensive ways to gather and structure information, field notes should be a regular feature.



02. RECORDING METHODS

Photographs can capture a spectrum of data, from broad contextual information to specific details.

Keep your camera visible and don’t sneak shots.

Ask permission (explicitly or simply by hesitating) for the first shot or two. As rapport develops, take more photos.



02. RECORDING METHODS

Capturing audio is fairly easy and unobtrusive. Great for re-listening to get detail that you may have missed with your field notes.



02. RECORDING METHODS

Video is one of the most comprehensive data capture techniques, recording the realism of time and the subtleties of emotion.

- Be honest about what you are doing and show what you are interested in by how you act with the video camera.
- The larger the scope of the sample and project, the more selective the recording process may have to be.
- Use the timecode scroll to jot quick topic headings that can be quickly revisited later



03. DATA PROCESSING

Dedicate time after each interview to process and capture what you learned with the attending team members.

- Capture observations
- Capture and process data
- Recharge the devices
- Back up data
- Preselect images



Just follow the plan

http://bit.ly/3lt15S2



Research plan - interviews

Organize activities and tools to do the interviews

Creating a research plan

INSTRUCTIONS

01 Briefly describe the **purpose of the research**, what kind of results are expected and how you intend to use them to support the design, clarifying why activity is carried out.

02 Define the **scope of the research**, context, service and subjects involved, in order to establish the perimeter of action and the points of attention.

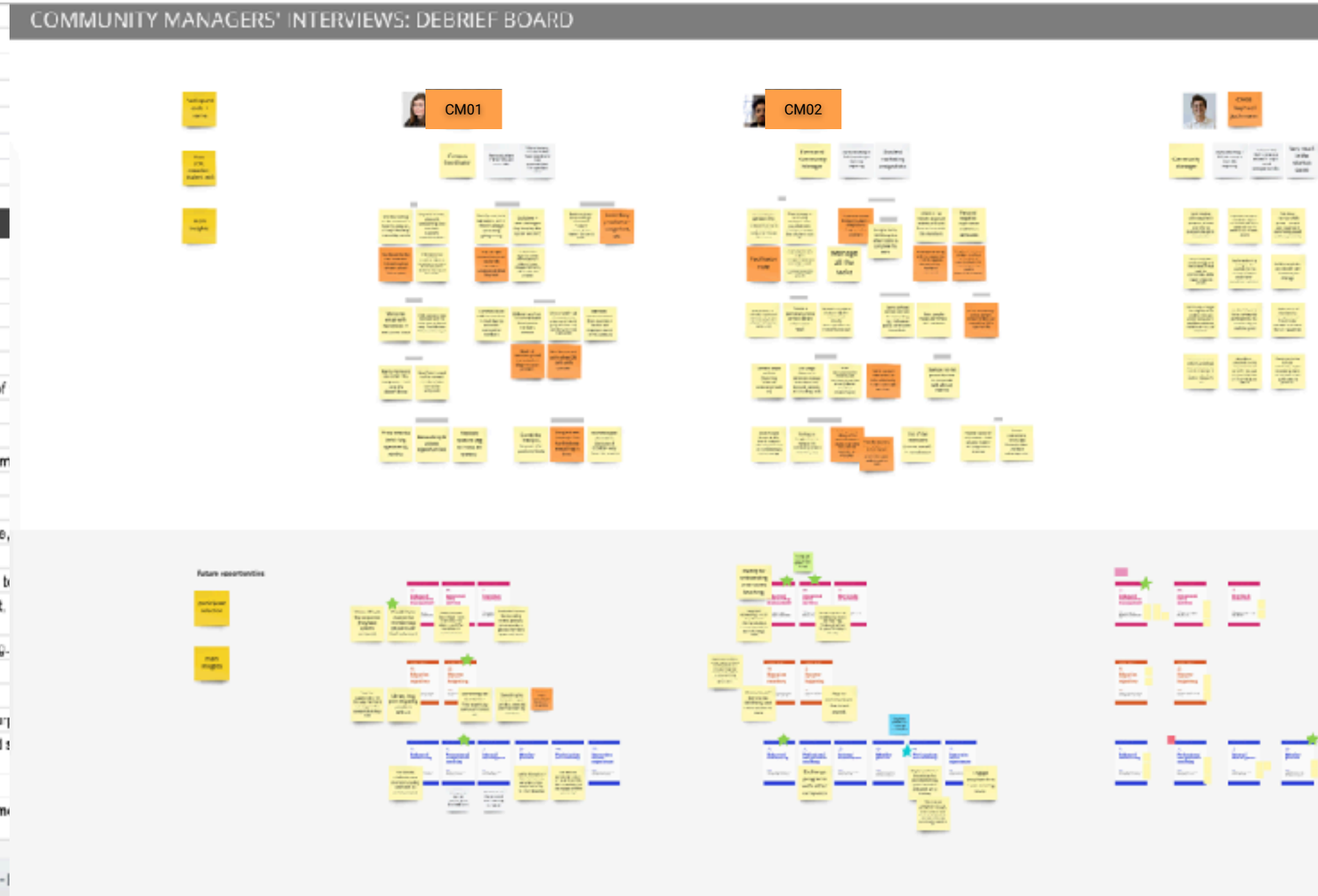
03 Identify the **key topics** to explore with the **interviews**, you can formulate them in question form to help you detail what you want to find out in a list of topics.

04 Identify the **selection criteria for** the sample of interviewees, decide if they are users or actors of the service. Reflect on which are the significant variables with

AND BE ORGANIZED WITH NOTES AND MATERIALS

Participant name	Joy	
Age	57	
Profession	housewife	
Favourite food	Italian	
Cooking habits	cook whenever she can	
Tried Arepa before	no	
Behavioural profile	CMM	
	Topic	**Notes**
1. Everyday lifestyle		
		My name is Joy
		I'm the mother of 14 year boy.
		I live in very green suburb of London.
		My family is passionate of food.
		When you go out with passionate food person, then it becomes part of
		Worked in very different thinks in my life. But now only a mum.
		Food lifestyle require a lot of effort.
		My husband works, we don't have a lot of money but I'm still a proud m
		We are doing a major renovation of our house.
		We lived here for 11 years with a tiny kitchen in bad conditions.
		But because cook is very important, I would like to have bigger cuisine,
		I used to have big grocery shopping but now I changed.
		Now I shop probably everyday. Waste lot of time doing this and trying t
		I spend time because I know that I go there just to buy cheapest meat, organic bread.
		3-4 different supermarket to shopping, so yes it's very time-consuming.
		Family- friends - Traveling: thinks I really like to do.
		Socializing with friends and family is the main things.
		Some time ago, in the garden we had a bonfire with 12 friends that sur
		A lot of things revolve around food. If we call the sister of my husband s tonight?" "What are we planning to eat this weekend?"
1.2 Lifestyle perception		Nowadays I'm worried is the socio-political environmental climate. Environme my things and I'm worried about plastic, about the plastic bottle.

Index | IND-P01 | IND-P02 | IND-P03 | IND-P04 | IND-P05 | IND-P06 | IND-



01

Research setup and plan

Define the goals, approach, tools and activities in detail

02

Research conduction

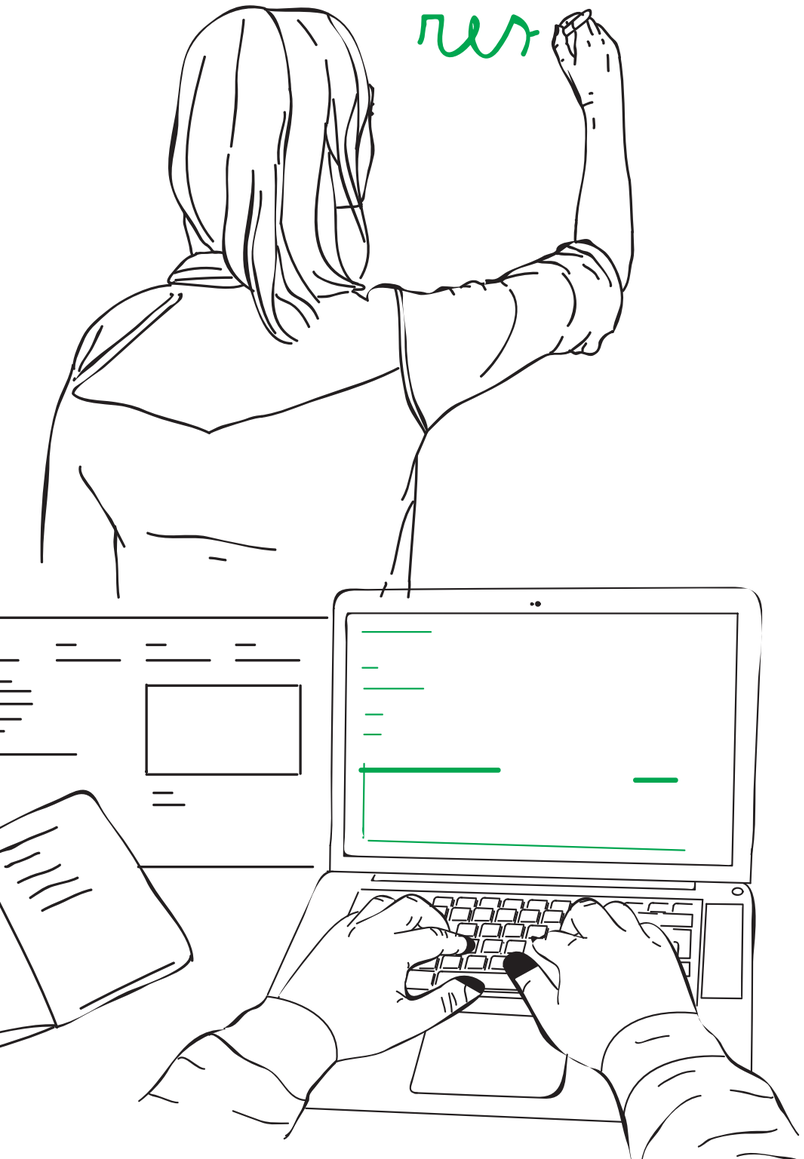
Run the research and collect raw data in structured format

03

Research Synthesis

Extract insights from raw data, and deliver them in a meaningful way

ALSO REMEMBER…



SYNTHESIS IS ~~HARD~~

~~CHALLENGING~~

ITERATIVE PROCESS

PHRASE AND REPHRASE

Writing insights is not about getting it right in the first place.

You need to work on them and try to formulate it at its best, making it more or less specific when necessary, aggregating meaning or breaking insights down into smaller ones.

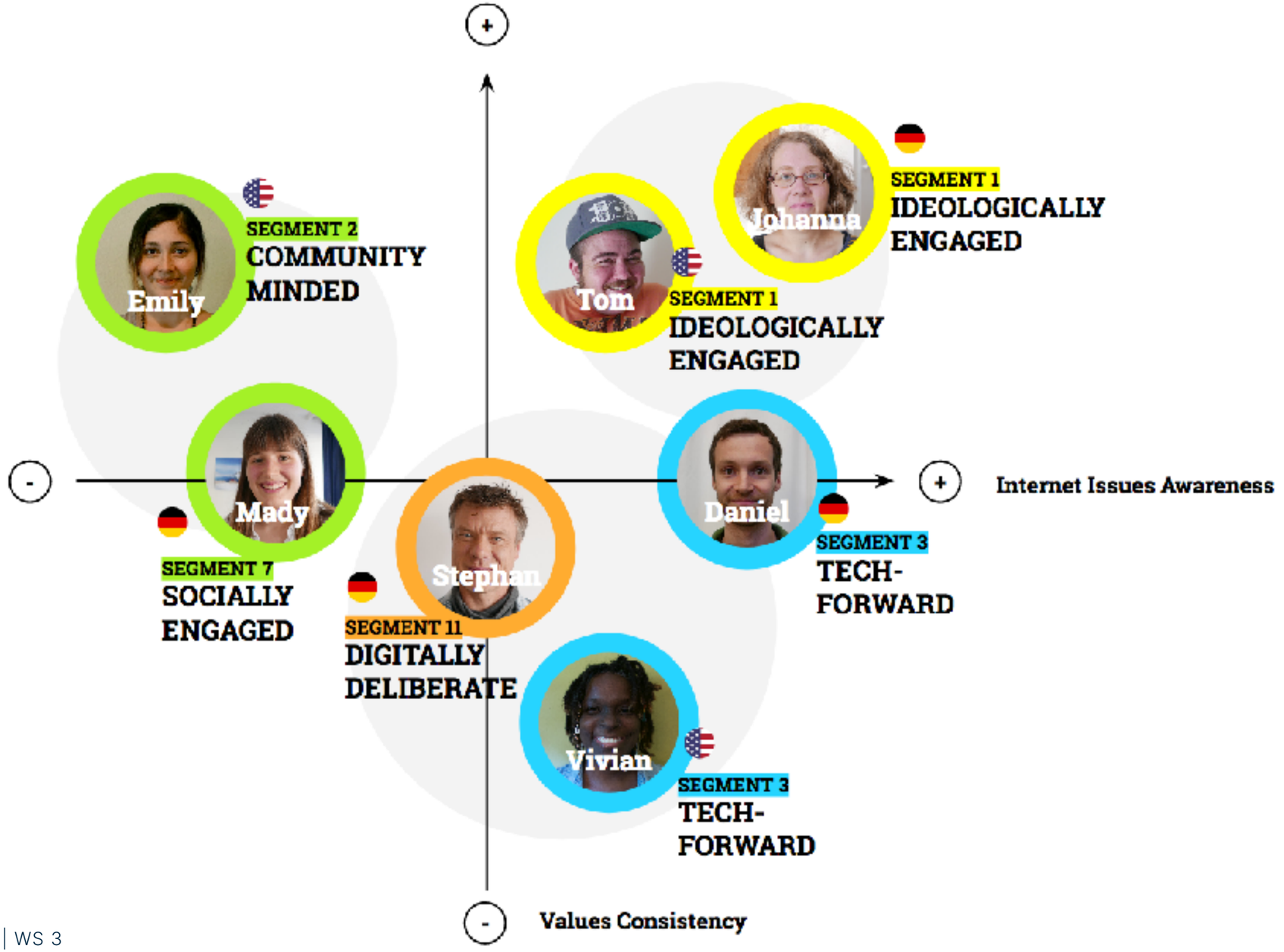




DISCUSS YOUR KEY FINDINGS AFTER EACH INTERVIEW

Synthesis tools

User profile


+
-
+
-
Internet Issues Awareness
Values Consistency
Johanna
SEGMENT 1
IDEOLOGICALLY
ENGAGED
Emily
SEGMENT 2
COMMUNITY
MINDED
Tom
SEGMENT 1
IDEOLOGICALLY
ENGAGED
Mady
SEGMENT 7
SOCIALLY
ENGAGED
Daniel
SEGMENT 3
TECH-
FORWARD
Stephan
SEGMENT 11
DIGITALLY
DELIBERATE
Vivian
SEGMENT 3
TECH-
FORWARD

38 YEAR-OLD | LIVES IN SEATTLE

Susan

AGILE COLLABORATOR

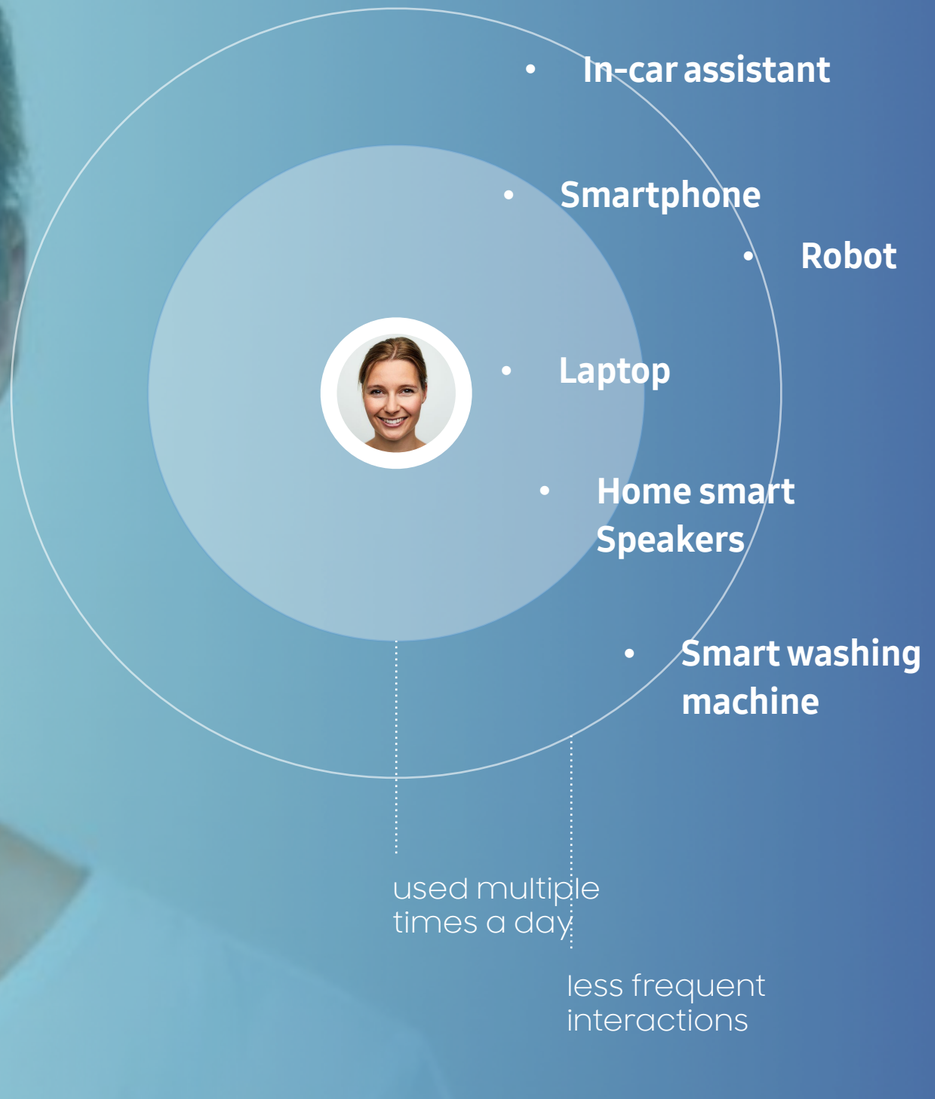
Strategist in a big corporate

ACTIVE

OPTIMISTIC

FAMILY-FOCUSED

DEVICE ECOSYSTEM



USER PROFILE

- Helps to empathise with users when developing a service
- Helps to group together the typical behaviours
- Helps to share the knowledge from research with other team members

USER PROFILES ARE MODELS THAT DESCRIBE LATERAL PATTERNS SHARED BETWEEN DIFFERENT PEOPLE OR ACROSS DIFFERENT USER SEGMENTS.

Due to the fact that patterns are based on behaviours, users can embody multiple archetypes that may be present during different moments. The focus of user profiles is on the behaviours that are relevant for the design.



PERSONA N. 2

Daniela

Determined entrepreneur

35–45 anni



“

It is the PA's task to make us citizens independent in using municipal public services.

Designers Italia

PROFILE

BACKGROUND

Worker and mother, she navigates the busy schedule of the day. Technology is a fundamental ally that helps to organize a job, speed up household chores and manage the bureaucratic issues for your work and for your family.

DIGITAL LITERACY

[Level of familiarity with digital]

KNOWLEDGE OF THE CONTEXT

[Familiarity with the type of service]

FREQUENCY OF USE

[How often they use the service]

SERVICE USE

EXAMPLE

BEHAVIOURS

It turns to the municipality for multiple services, both for family and home management, and for work. Therefore, look for all the information you need on the Municipality website, try to act autonomously as much as possible through digital channels and by going to the counter only when strictly necessary.

NEEDS

- **Carry out the practices in a short time**
- **Request documents in digital format**
- **Receive notices for initiatives they may benefit from**
- **Avoid going to the counter in person**

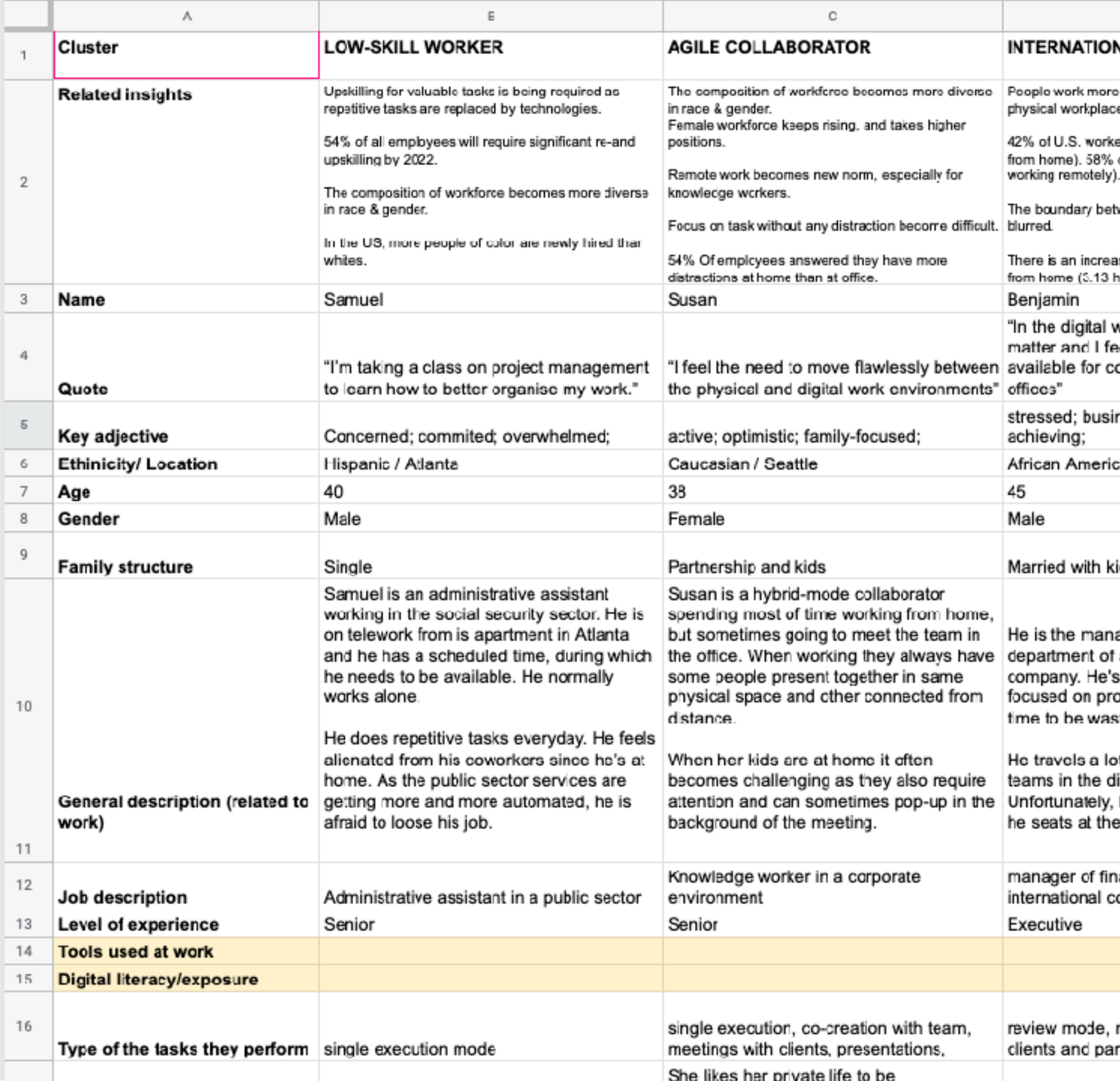
DIFFICULTIES

- **Unclear information on the bureaucratic procedures to follow**
- **Little integration with the tools it has available**
- **Impossibility to do everything entirely remotely and digitally**

SYNTHESIS TOOLS

Build out a representative person for each group and bring them to life with details about their daily life, their preferences, …

Use parameters that are relevant for the topic.



	A	B	C	
1	**Cluster**	**LOW-SKILL WORKER**	**AGILE COLLABORATOR**	**INTERNATION**
2	**Related insights**	Upskilling for valuable tasks is being required as repetitive tasks are replaced by technologies. 54% of all employees will require significant re-and upskilling by 2022. The composition of workforce becomes more diverse in race & gender. In the US, more people of color are newly hired than whites.	The composition of workforce becomes more diverse in race & gender. Female workforce keeps rising, and takes higher positions. Remote work becomes new norm, especially for knowlecge workers. Focus on task without any distraction becorre difficult. 54% Of employees answered they have more distractions at home than at office.	People work more physical workplace 42% of U.S. worke from home). 58% working remotely). The boundary bet blurred. There is an increa from home (3.13 h
3	**Name**	Samuel	Susan	Benjamin
4	**Quote**	"I'm taking a class on project management to learn how to better organise my work."	"I feel the need to move flawlessly between the physical and digital work environments"	"In the digital w matter and I fe available for co offices"
5	**Key adjective**	Concerned; commited; overwhelmed;	active; optimistic; family-focused;	stressed; busir achieving;
6	**Ethinicity/ Location**	Hispanic / Atlanta	Caucasian / Seattle	African Americ
7	**Age**	40	38	45
8	**Gender**	Male	Female	Male
9	**Family structure**	Single	Partnership and kids	Married with ki
10	**General description (related to work)**	Samuel is an administrative assistant working in the social security sector. He is on telework from is apartment in Atlanta and he has a scheduled time, during which he needs to be available. He normally works alone. He does repetitive tasks everyday. He feels alienated from his coworkers since he's at home. As the public sector services are getting more and more automated, he is afraid to loose his job.	Susan is a hybrid-mode collaborator spending most of time working from home, but sometimes going to meet the team in the office. When working they always have some people present together in same physical space and other connected from distance. When her kids are at home it often becomes challenging as they also require attention and can sometimes pop-up in the background of the meeting.	He is the mana department of company. He's focused on pro time to be was He travels a lo teams in the di Unfortunately, he seats at the
12	**Job description**	Administrative assistant in a public sector	Knowledge worker in a corporate environment	manager of fin international co
13	**Level of experience**	Senior	Senior	Executive
14	**Tools used at work**			
15	**Digital literacy/exposure**			
16	**Type of the tasks they perform**	single execution mode	single execution, co-creation with team, meetings with clients, presentations,	review mode, clients and par
			She likes her private life to be	

User typologies



Digitally divided



Cautious



Mobile first



Innovator



Super user

analogue ⟷ digital



User journey map

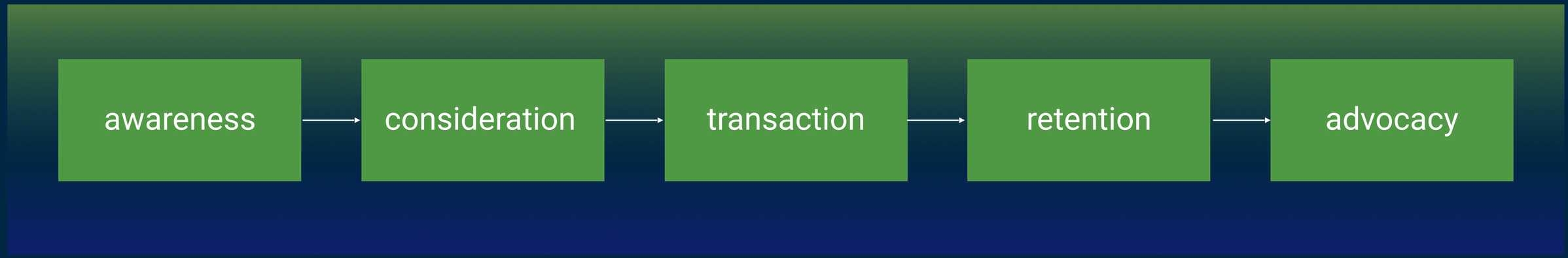
The Whole Service

A whole service is a service that solves a whole problem and can be made up of multiple end-to-end user journeys.

A user journey **is all the interactions a user has that relate to a government service. Interactions include transactions, seeing campaign messages, asking questions or advice.** These interactions could take place over any medium or device – online, over the phone, in person, on paper.

GOV.UK

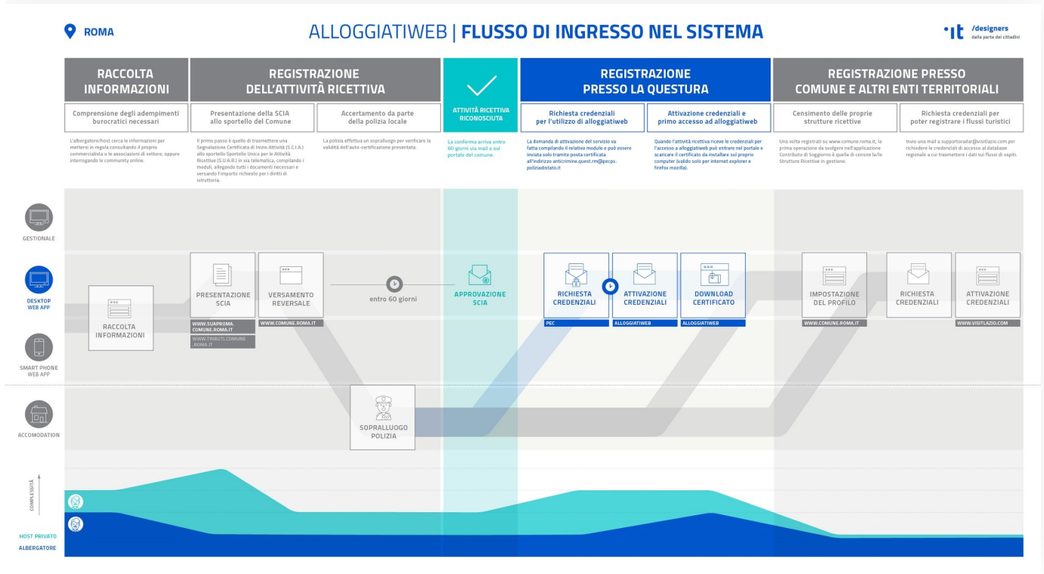
The Whole Service



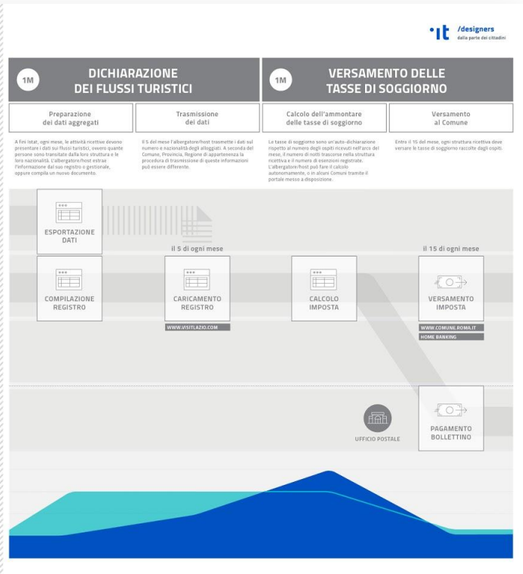
ANALISI DELL'ESPERIENZA UTENTE

INTRODUZIONE

L'esperienza di utilizzo del sistema prevede diversi momenti:







Il flusso di **richiesta** delle credenziali

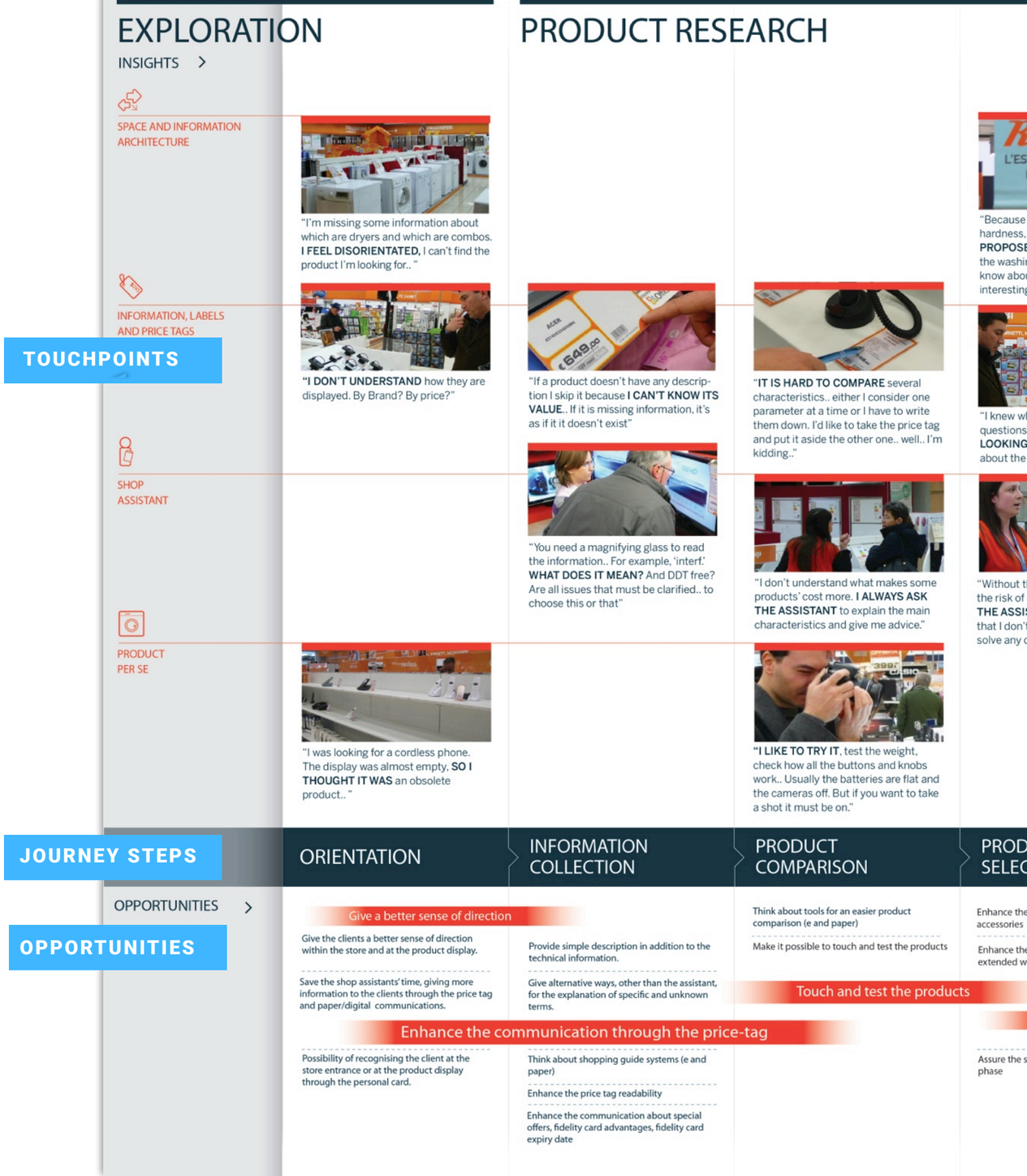
il flusso di **registrazione** degli alloggiati (entro 24 ore)

altri flussi di gestione da svolgere mensilmente.

USER JOURNEYS LOOK AT THE SEQUENCE OF USER'S ACTIONS AND EXPERIENCE IN TIME.

It can be used as a contextualised representation of pain points - and opportunities - mapped onto the different steps of an existing experience or an envisioned experience. It varies for the different users, marking moment of truth or/and signature experiences, that become recognisable and differentiating branded interactions.

The complexity of the map is selected based on the complexity of the service interactions and depth of the analysis.



THE USER EXPERIENCE CYCLE



1 BEFORE

What brings users to the service: need, goals and expectations. How they prepare the experience.

2 DURING

What users do and how they interact with the service. How they perform their tasks and achieve their goals. Perception and usefulness of the service.

3 AFTER

What users do and remember about the experience, the feelings and the satisfaction level after the experience. How the loop is closed

DEFINE THE CORE EXPERIENCE TO BE OBSERVED

Which is the focus point of your observation?
Which experience you want to map?

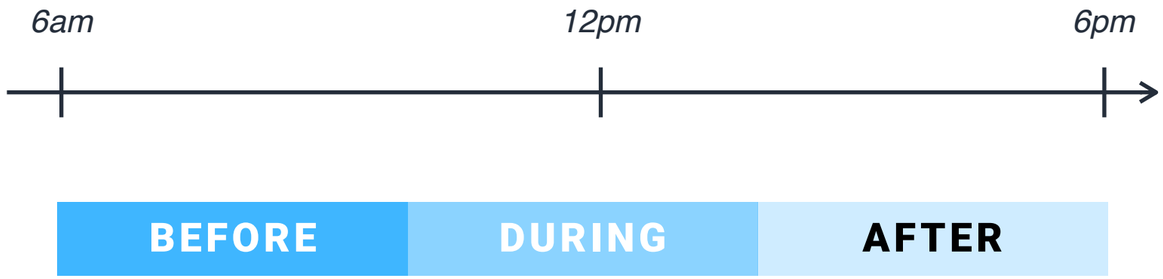
It could be the user experience as it is or as it should be (How the designed solution is changing the user journey?). It can also be a speculative observation on how the user journey might be in the future.



DEFINE THE MAIN PHASES OF THE EXPERIENCE

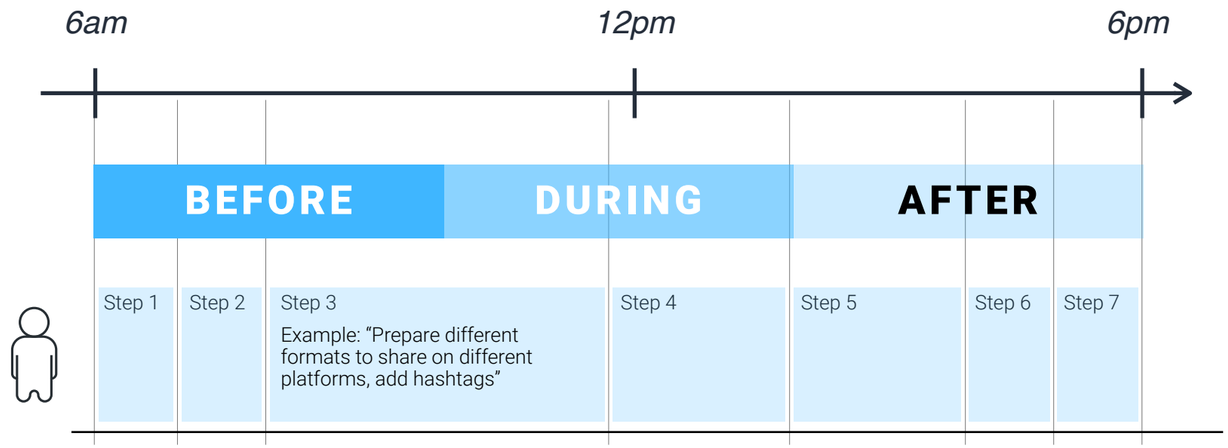
Map out the main phases of the experience. They could refer to the user experience cycle or to the stages of an existing process.

You can create a first framework and use it as guide, however it can always be changed if it doesn't fit properly to step of the user journey.



FILL THE STRUCTURE STEP BY STEP

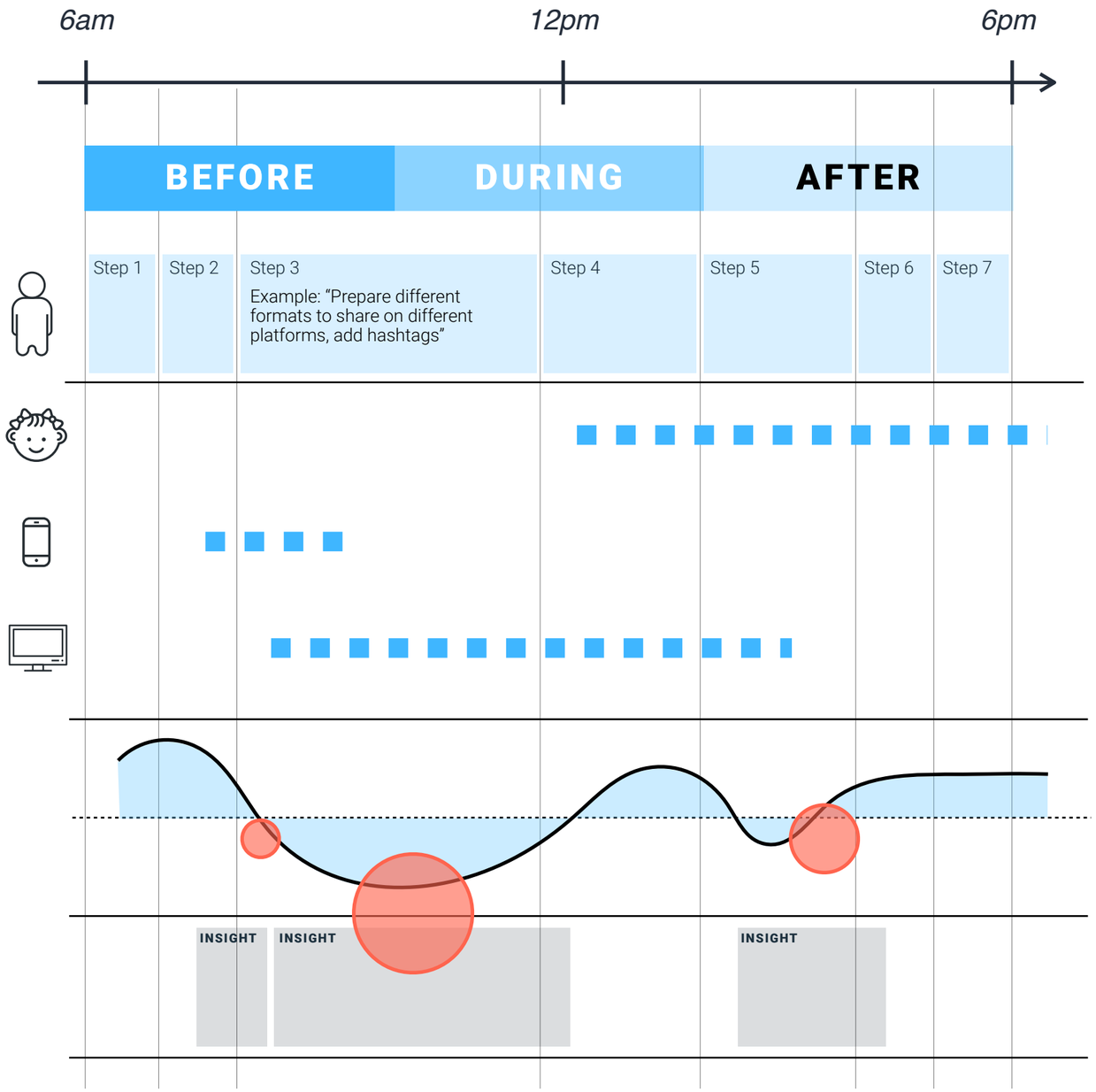
Following the structure previously created, list all the user's actions in sequence. Use primary research or user profile's information to guide you as much as possible.



DEFINE MAIN PAIN POINTS

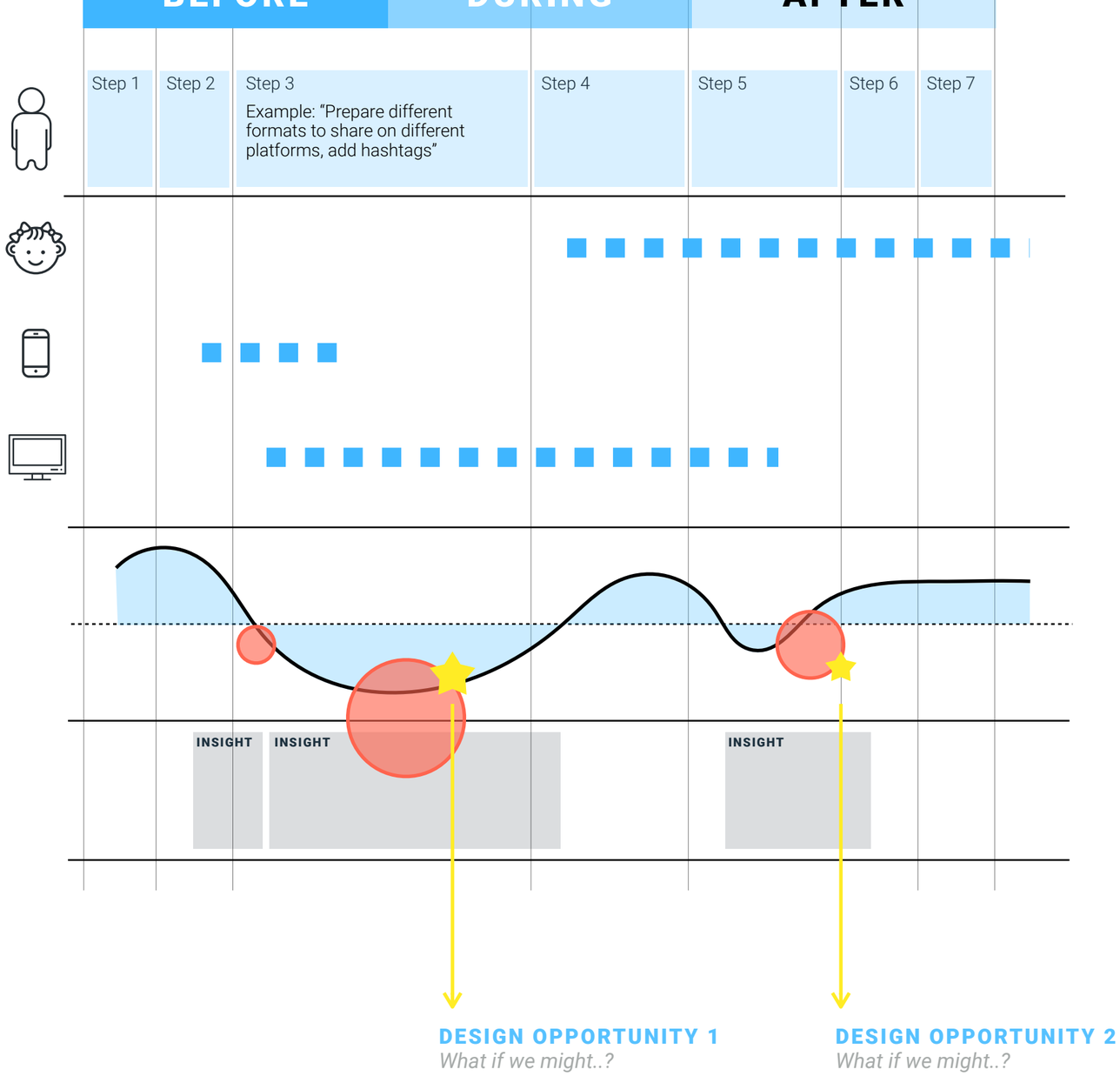
Starting from the emotional state, highlight the main pain points and friction situations.

Highlight all the specific step in the user journey and all the lanes involved.



HIGHLIGHT DESIGN OPPORTUNITIES

How the pain points previously identified could be turned into design opportunities?



USER JOURNEY

- Helps to understand the whole service experience from their user’s point of view
- See how the various touchpoints are used in different phases
- Analyze the biggest problems in the flow

Susan

AGILE COLLABORATOR

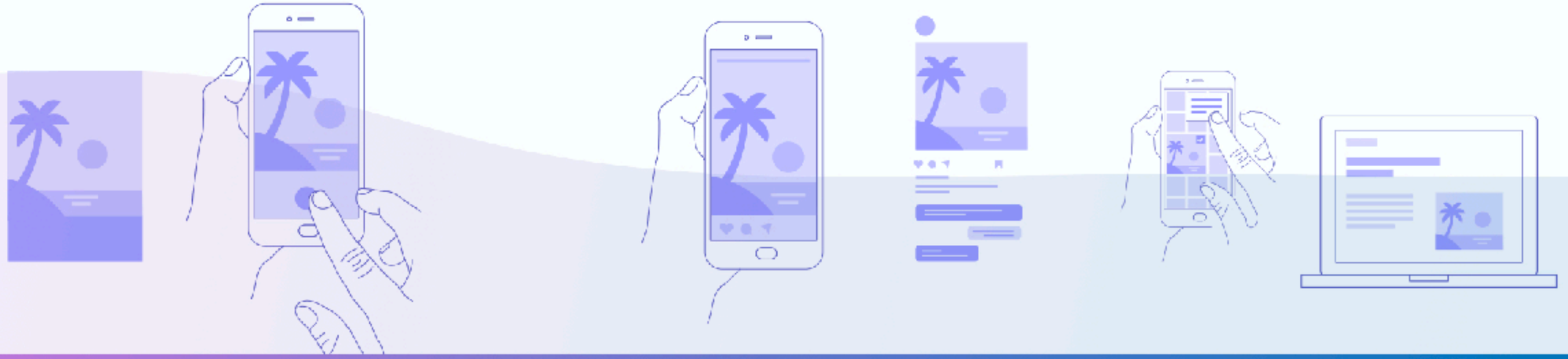
active; optimistic; family focused;

PHASES	PRE WORK - SET UP *Activities carried out before diving into the work session. Set up phase of the workplae to be considered both from the physical and the digital point of view.*	FOCUSED WORK *Production phase. Activities that require concentration and solo work.*	SOCIAL EXCHANGE *Informal moment of exchange with colleagues or people in the surrounding environment.*	COLLABORATION / TEAM WORK *Production phase. Activities that require group work, collaboration and exchange. To be considered both digital or physical (or both) exchanges*	SYNC WITH *Moments used to get e task / project or collaborator /*
ACTIVITIES	Susan has always a busy morning: she wakes up really early and get the kids ready for school. On her way back from the school, she starts opening the email and going through the notification. She starts plannig her day before baing back home.	Susan rarely have time to focus on her work during the day. She is interuppted too often, either for work meeting or personal reson. The best time to review and concentrate on her work is after dinner, when kids are in bed and her meetings are over.	When the kids are back from school, she always have a long break for lunch and play a bit with them after it.However It always happens she is distracted by some work emails and notification.	Susan goes in the offices when she need to do some intense working session with her team. However, due to the company policies, it often happens that two or three person are at home connected online. At the end of each session she sends a recap.	To be aligned with the during the week, Susa meeting with all the di meeting she revlese al changes to be prepare
pain points		personal time dedicated to work; loss of concentration;	Overload of work related information. No prioritisation between urgent and work as usual.	Technical difficulties managing hybrid collaboration (half online - half in presence). Due to this online/in presence difficulty, produced material is both physical and digital. Big loss of time collapsing all the informations.	- Time lost scheduling not really necessary - Overload of informat
FROM ... *(experience without Samsung solution)*		no space and time for concentration	personal and working life constantly intermingling	a fragmented physical vs digital collaboration	
TO ... *(ideal experience with Samsung solution)*	minimized time and efforts in catching up the unreads	a method to block out distractions		a seamless space for team work and collaboration	a own digital assis organisation an
Laptop		Microsoft office to review a report			
Smartphone					
Headphones		relaxing music on			
Smartwatch			Notification to reschedule appointment		
Virtual AI assistant	the vocal assistant of her car reads her all the email in the inbox				

CASUAL CATCHERS

"This is so cool!"

EXCITEMENT



	TRIGGER	CAPTURE	EDIT	SHARE	FEEDBACK	STORE	EXPLORE
STEPS	On holiday, while having a relax moment wants to capture that feeling.	Takes a video on the phone to better capture the complete emotion of the moment. e.g. wind blowing the trees, sound of the ocean, rays of lights, sounds of the beach...	No edits.	Shares a piece of the video as Instagram stories	Receives funny comments from friends and gets entertained.	Stores the video on cloud and external hard disk among many other random digital content.	Makes a gif from the same video and uses it in one of his school presentation.

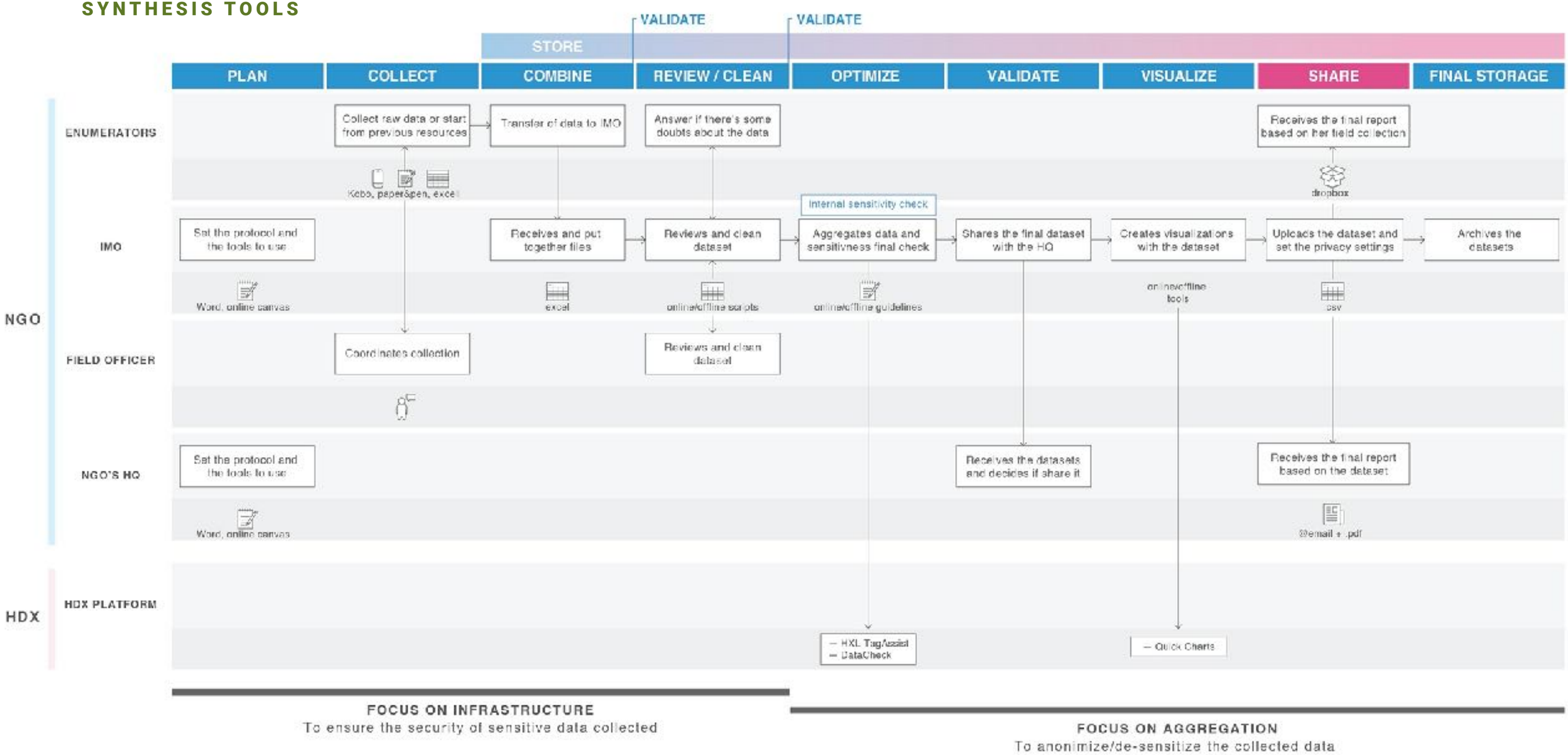
PROBLEMS

! QUICKLY GRASP THE ESSENCE OF A MOMENT IN A VERY REALISTIC WAY (NO POSING, NO FILTER).

! EASILY SHARE PHOTOS WITHIN THEIR FRIENDS GROUP (E.G. THROUGH AIRDROP)

! ORGANIZE DIGITAL CLUTTER (SCREENSHOTS, MEMES, REMINDERS FOR THEMSELVES, RANDOM PHOTOS ETC.)

SYNTHESIS TOOLS



User stories

A USER STORY IS AN INFORMAL, GENERAL EXPLANATION OF A SOFTWARE FEATURE WRITTEN FROM THE PERSPECTIVE OF THE END USER. ITS PURPOSE IS TO ARTICULATE HOW A SOFTWARE FEATURE WILL PROVIDE VALUE TO THE CUSTOMER

The purpose of a user story is to articulate how a piece of work will deliver a particular value back to the customer. Note that "customers" don't have to be external end users in the traditional sense, they can also be internal customers or colleagues within your organization who depend on your team.

“As a city resident,

I want to get my details on the electoral register

so that I can vote’.

USER STORIES

- **Stories keep the focus on the user.** A To Do list keeps the team focused on tasks that need checked off, but a collection of stories keeps the team focused on solving problems for real users.
- **Stories enable collaboration.** With the end goal defined, the team can work together to decide how best to serve the user and meet that goal.
- **Stories drive creative solutions.** Stories encourage the team to think critically and creatively about how to best solve for an end goal.
- **Stories create momentum.** With each passing story the development team enjoys a small challenges and a small win, driving momentum.

As a... *[who is the user?]*

I need/want/expect to... *[what does the user want to do?]*

So that... *[why does the user want to do this?]*

- **Identify not just a job title, but behavioural archetype of the user.** The team should have a shared understanding of who this user is to understand how they behave and have empathy for them.

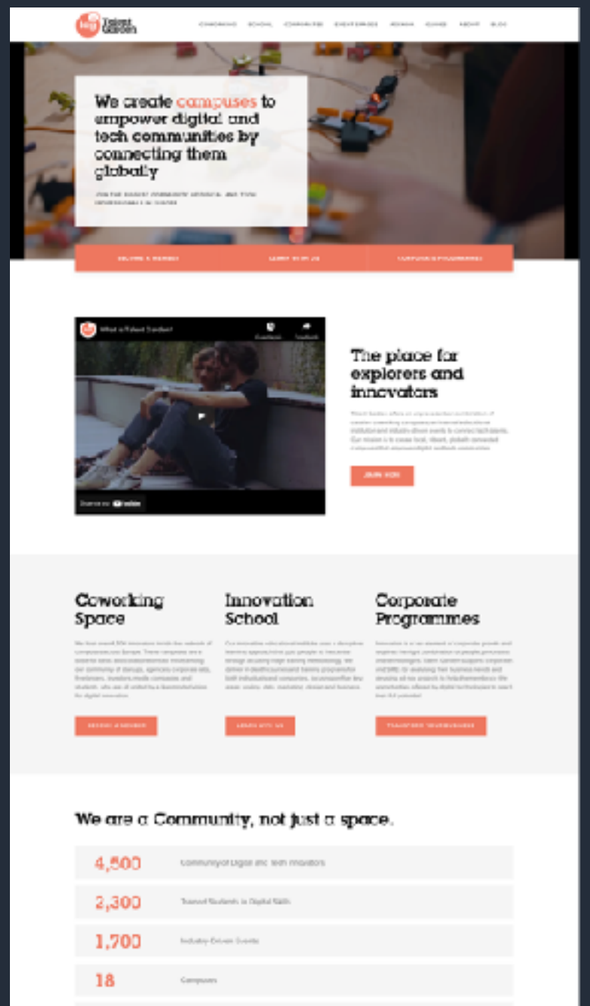
- **Describe their intent — not the features they use.** What is it they're actually trying to achieve? This statement should be implementation free — if you're describing any part of the UI and not what the user goal is you're missing the point.

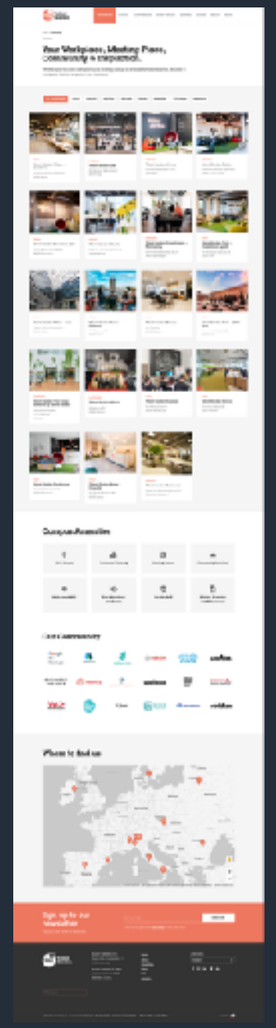
- **See how does their immediate desire to do something fit into their bigger picture.** What's the overall benefit they're trying to achieve? What is the big problem that needs solving?

Example

PROJECT OBJECTIVE

Analyze Talent Garden website experience and suggest improvement to increase the visitors' conversion number





LONG TERM USE
OF THE SPACE

SPORADIC USE
OF THE SPACE



Company manager

#convenience-driven
#accurate #curious

TALENT GARDEN WEBSITE AS

A TOOL TO FIND THE BEST SPACE AND CUSTOMISE THE OFFER FOR THEIR COMPANY



Freelance worker

#community-driven
#flexibility
#independent

TALENT GARDEN WEBSITE AS

A WAY TO DISCOVER THE COMMUNITY AND ITS SPACES AND START ENGAGING WITH IT



Event organiser

#dynamic #demanding
#goal-driven

TALENT GARDEN WEBSITE AS

A MEANS TO EXPLORE EVENT SPACES' OFFER AND EASILY ENTER IN CONTACT TO RESERVE IT



Company manager

#entrepreneur #accurate #curious

Owners of a new company, they choose Tag to have a space and services that best suit their emerging needs and those of their team. On the website, they look for ways to customise their offer as much as possible and compare the available options. They like that the place looks professional and strikes clients with its special atmosphere and services.

TALENT GARDEN WEBSITE AS

A TOOL TO FIND THE BEST SPACE AND CUSTOMISE THE OFFER FOR THEIR COMPANY

"I choose Talent Garden because I need a vibrant and functional space for me and my team"

USE OF THE SPACE

OFFER CUSTOMISATION

ACTIVE PARTICIPATION

EXPERIENCE JOURNEY: CORPORATE MANAGER

EFFORT



	DISCOVER			SEARCH AND EVALUATE			ENGAGE		
NEEDS	Get information about Talent Garden	Discover all the available services (e.g utilities, food offering, space safety)	Discover companies and people in the community	Find the nearest and more suitable campus	Get a look at campus spaces	**Customize memberships to cover the needs of multiple members**	**Have a quotation as the membership parameters change**	Get in contact for detailed information	**Buy a membership / reserve a space for the company**	**Book areas of the campus for specific activities (e.g workshop)**
WEBSITE PAGES	Homepage	Coworking	Community /homepage	Coworking	Coworking / campus	Coworking / campus	Coworking / campus	Coworking / campus	Coworking / campus	Coworking / campus
PAINPOINTS	Difficult to perceive spaces and feeling at the first glance	No visibility of main co-working services in the home page	There is not enough information about the current community	Difficult to compare different campuses facilities	The button to access the virtual tour is in the bottom of the page and detached from the picture.	**Membership offers can't be customised on the website.**	**You can't see how changing the different parameters will impact on the membership. Asking for additional information through the form is the only way possible.**	There is no identified contact apart from the information form	**No possibility to buy the membership online.** **High drop off rate for the filling of the form.**	**No possibility to book spaces or services directly from the website**



FIND THE RIGHT OFFER

As company manager I want to see the spaces and the services available

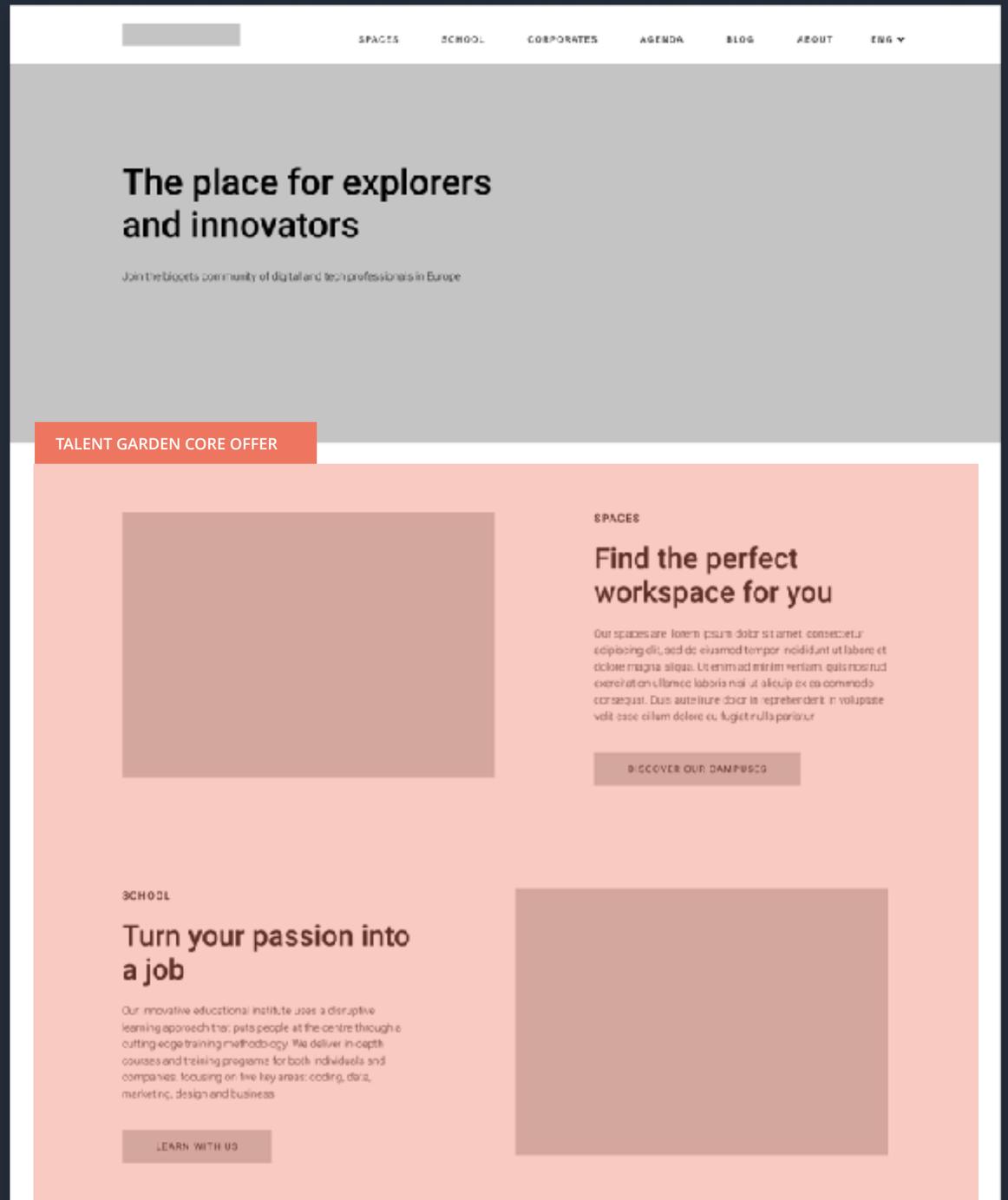
So that I can start planning in advance and find the best option for me and my employees

00

I get a look at Talent Garden home page to understand if their offer can fit my company needs

WHERE

Home page

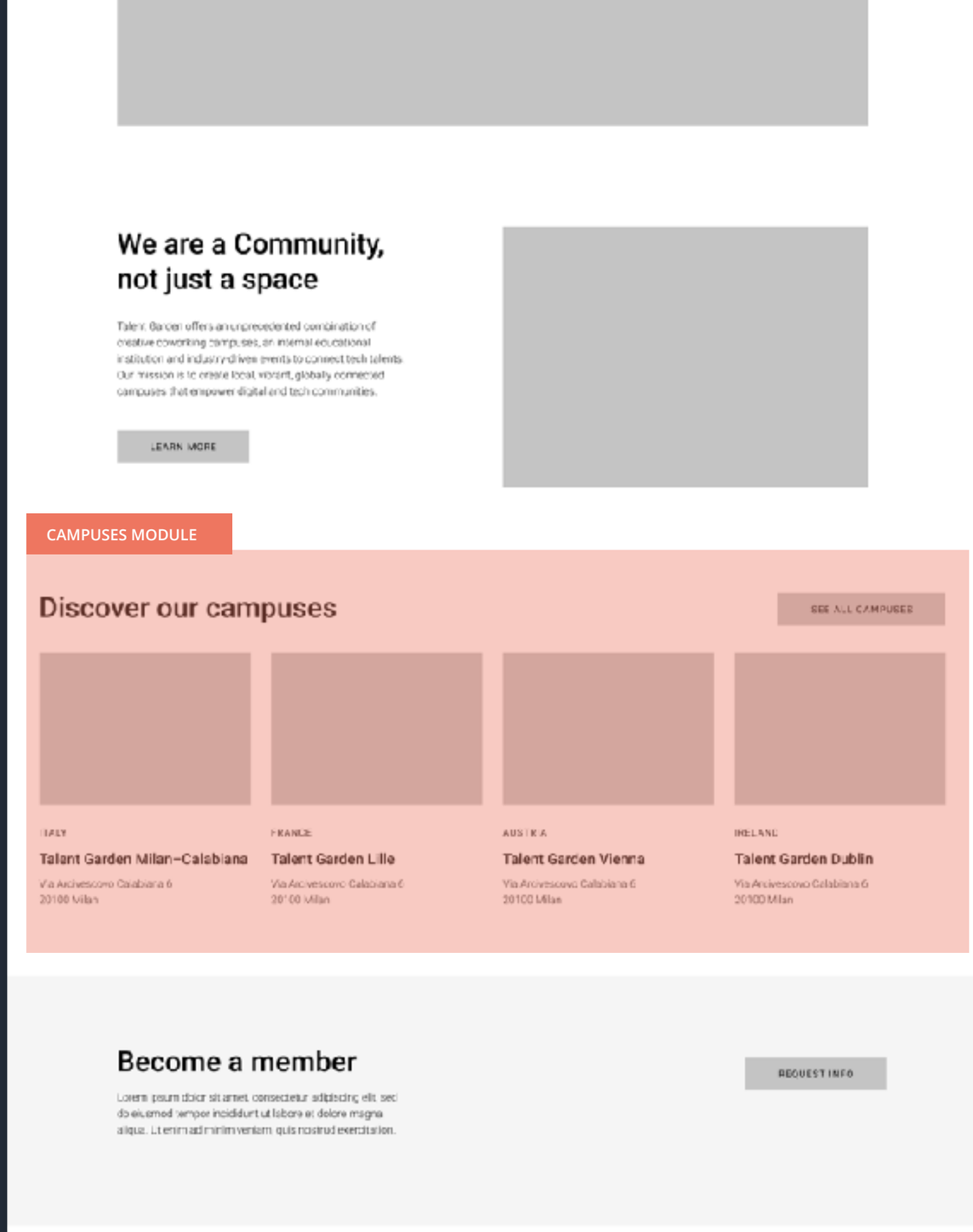


01

I see the campuses module and I want to explore more this section

WHERE

Home page

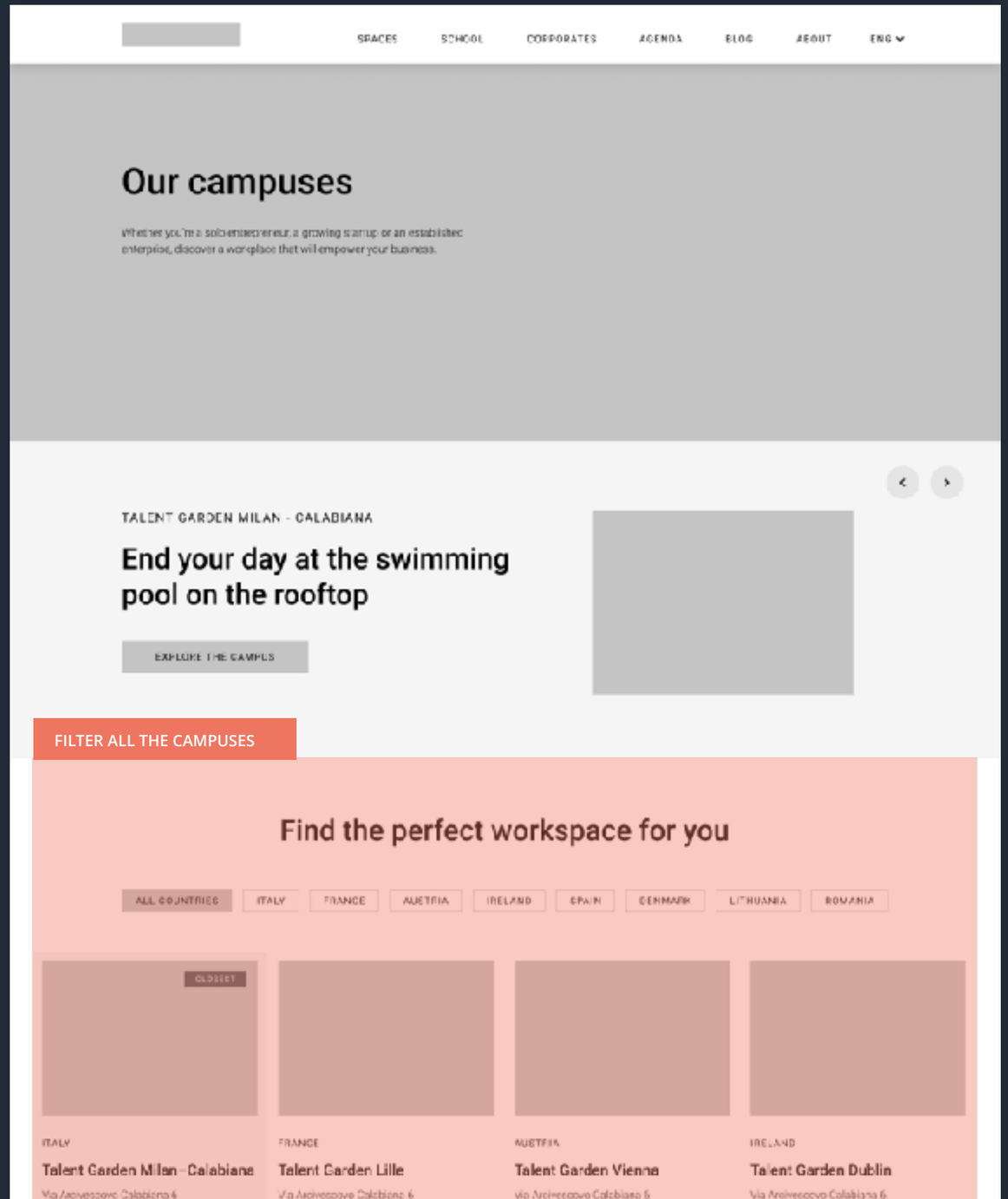


02

I get an overview of all the campuses and I can easily see the one closest to me

WHERE

Campuses page

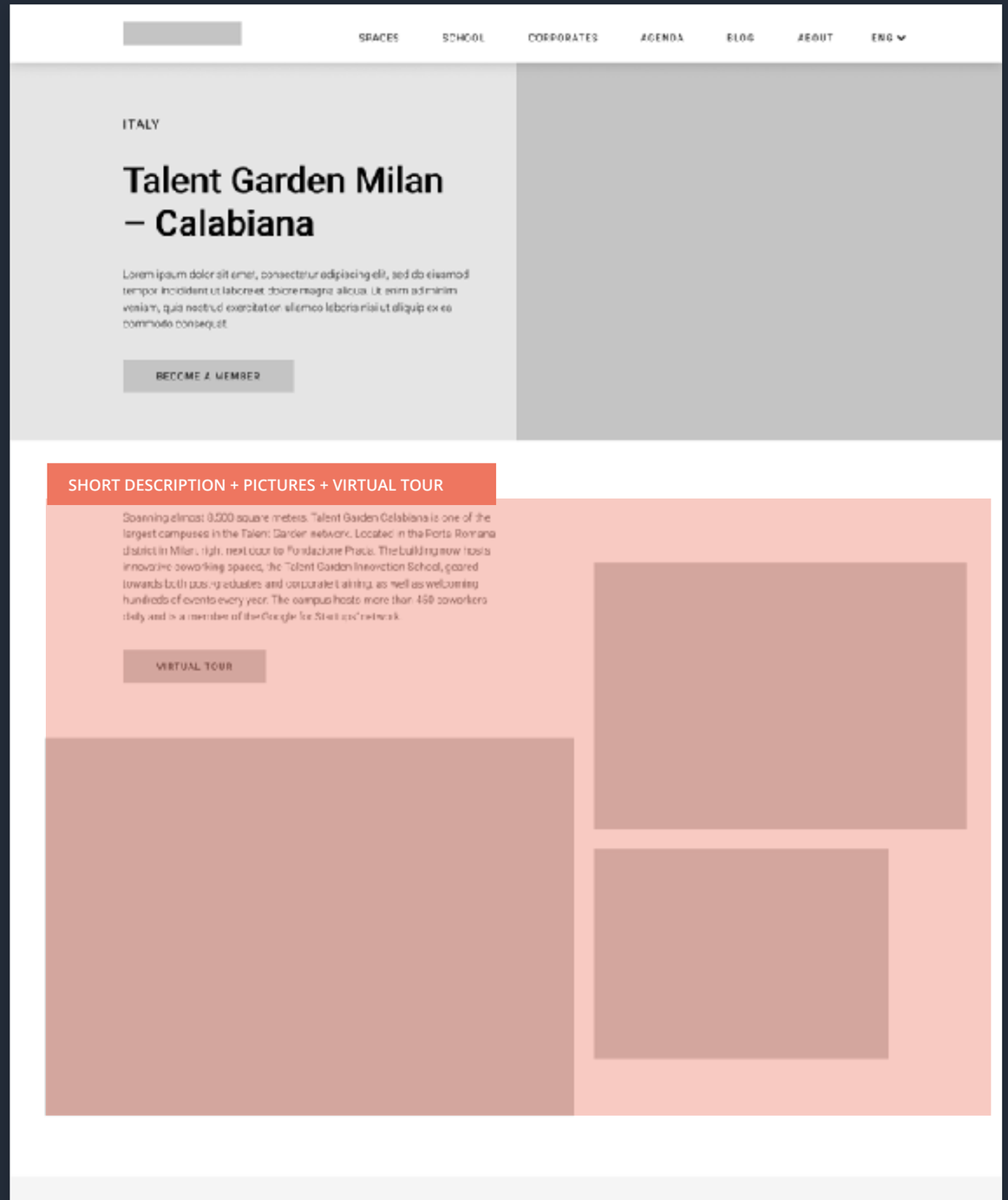


03

I read a short description of the campus, I look all the pictures and I click on “virtual tour” to get an idea of the spaces

WHERE

Single campus page

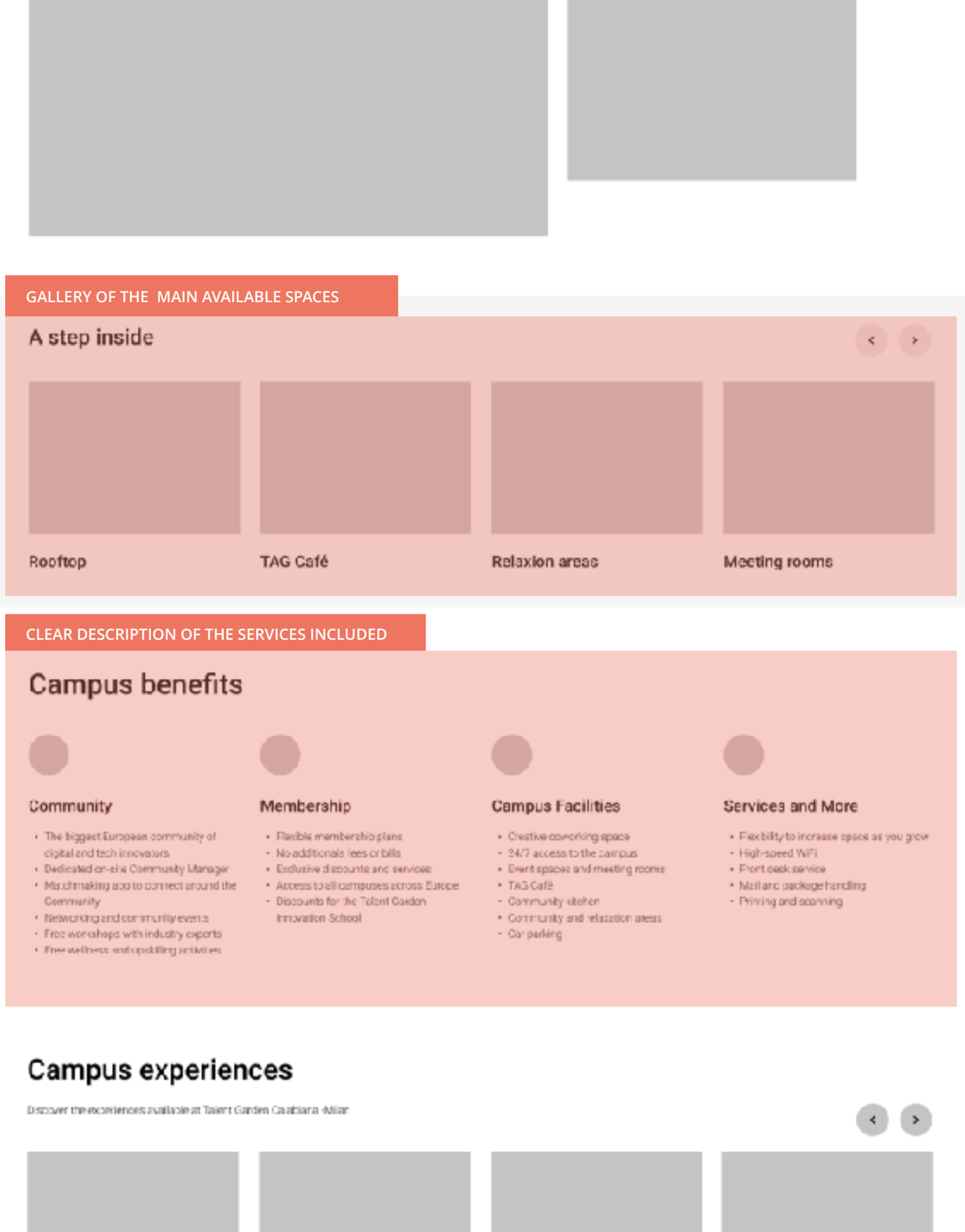


04

I move further to have a more specific idea of the available spaces and included services

WHERE

Single campus page



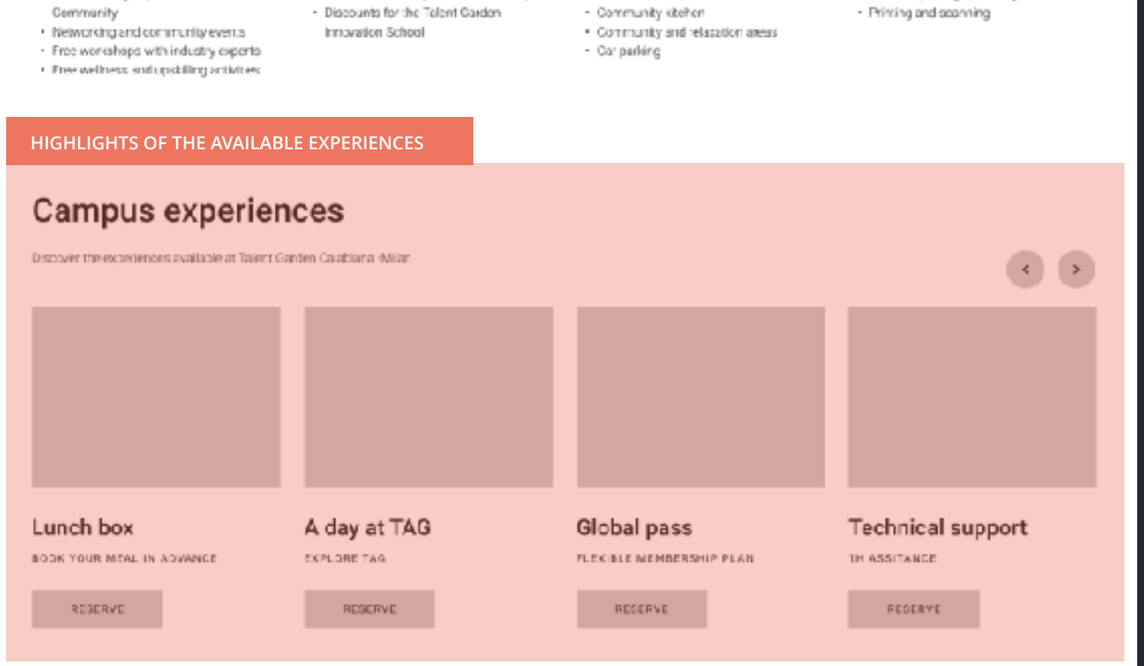
05

I get an idea of the available campus experiences and memberships with their related costs

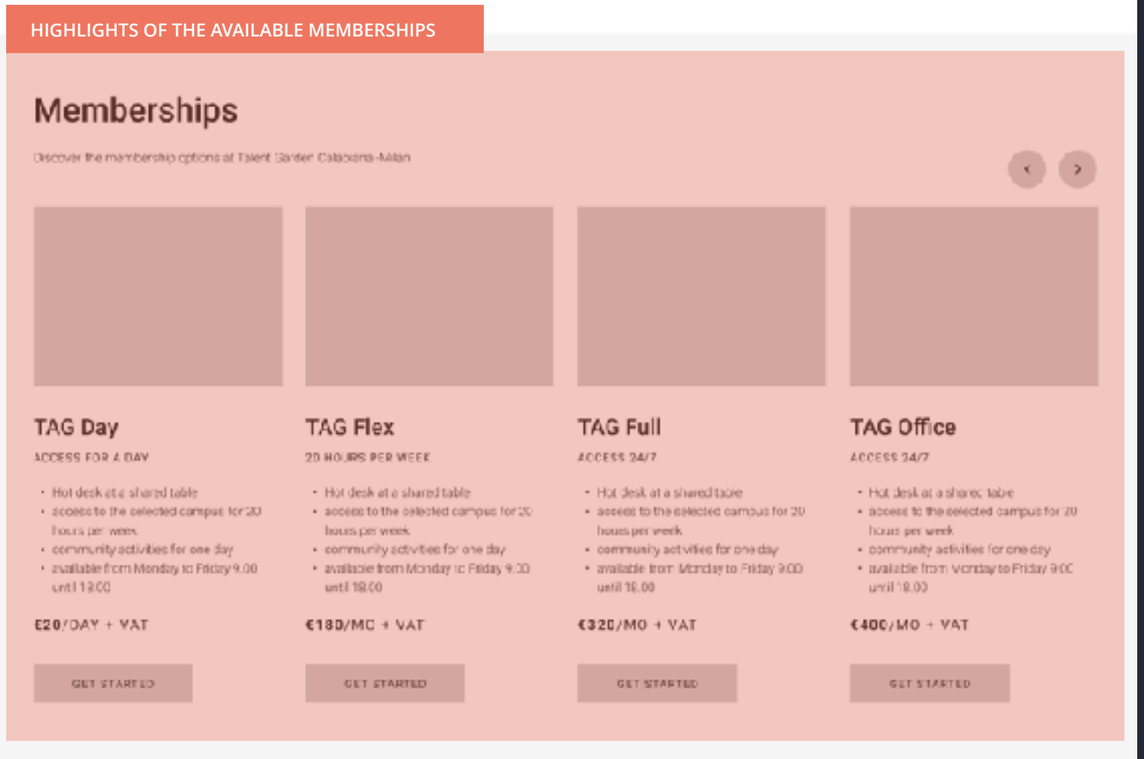
WHERE

Single campus page

HIGHLIGHTS OF THE AVAILABLE EXPERIENCES



HIGHLIGHTS OF THE AVAILABLE MEMBERSHIPS

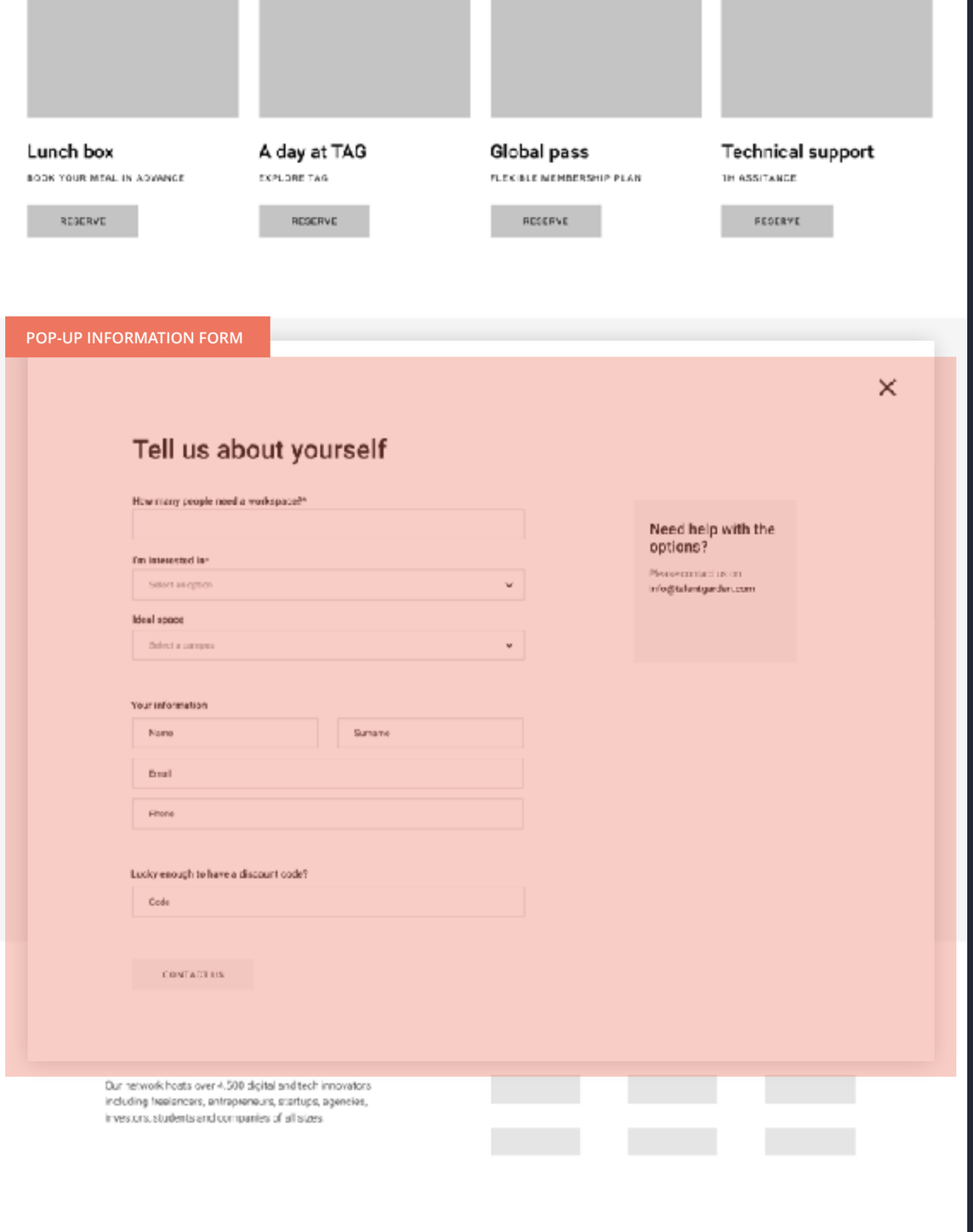


06

I select the membership that best suits my company needs to contact someone and tailor the offer

WHERE

Single campus page





CONNECTIVE CITIES

Thank you very much for your attention!

Get connected on www.connective-cities.net

See you in 10 minutes!

Partner von Connective Cities

Deutscher Städtetag

ENGAGEMENT GLOBAL

mit/vor

SERVICESTELLE KOMMUNEN IN DER EINEN WELT

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Im Auftrag des

Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung