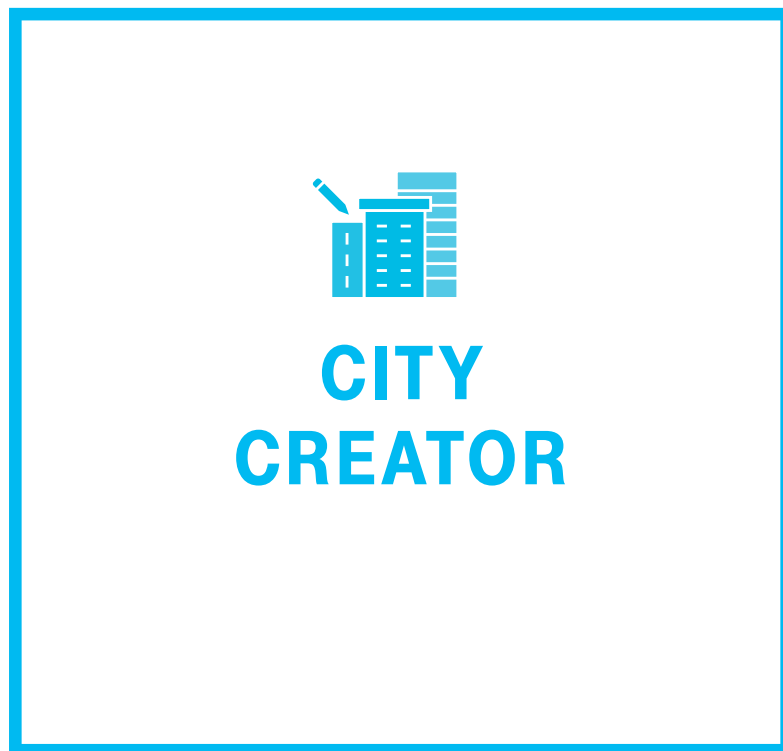




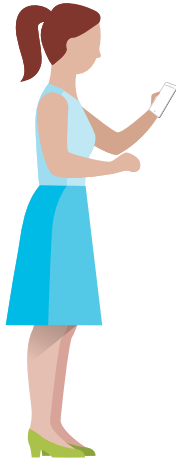
How can we, as a city, make better use of the knowledge of citizens?
How can we motivate people who have hardly participated in city development so far?





TARGET GROUP AND CHALLENGE

Making participation more attractive for young professionals



The target group are citizens of the cities and in particular young career starters who otherwise only participate to a limited extent or perhaps do not know how they can get involved.

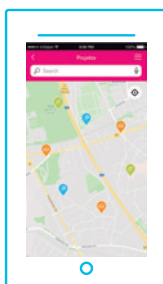
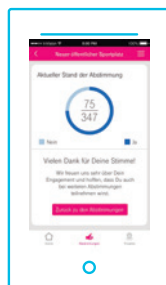
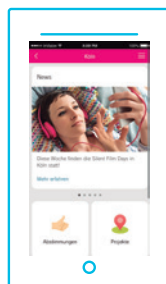
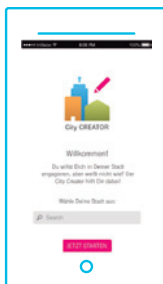
The aim is to inspire these people in particular and encourage them to participate. What are their needs?

The users expect:

- Simple usability
- Low time expenditure
- High level of flexibility, no commitment
- Consideration of their own interests/topics

BENEFIT FROM A CITIZEN PERSPECTIVE

The app makes information and co-determination simple and attractive.



The City Creator App makes it easy to help shape your own city: select a city and type "Create Now!"

Users can access all functions via the start page. In the upper area, alternating information appears on events, current news and interesting facts about the city.

Citizens find out immediately if there are new projects or polls in their city and can participate in them easily.

After each voting procedure, citizens receive direct feedback. From there, they can access further polls.

In the map view, citizens see upcoming polls arranged on a map and can receive information on specific locations. They can use the comment function to make suggestions or provides ideas for improvements.



SOLUTION APPROACH

A mobile application – the “City Creator”

This mobile application allows young citizens of cities in particular to participate in urban development and important decisions by submitting proposals or assessments. Simple, intuitive operation makes it easy for everyone to help shape their own city – to become their own “City Creator”!



BENEFIT FROM THE CITY PLANNERS' PERSPECTIVE

Citizen knowledge and desires are geographically localized.

City planners and administrators can view the comments and voting results. The possibility of aggregating and evaluating data from various occasions and locations makes it possible to derive new contexts and solutions.



CITY CREATOR

FINDINGS AND NEXT STEPS

FINDINGS FROM CO-CREATION

It is important that the solution is simple and quick to use. The willingness to participate increases if the topics in question are immediately relevant. If the question refers to the citizens' direct experiential context, a more precise opinion emerges than for topics that lie outside of this context. The interaction for the users should not take longer than two or up to three minutes. Even better: If they receive a direct opinion or feedback straight after participating, for example, a preliminary voting result or information about the next steps.

OUTLOOK AND NEXT STEPS

Incorporating a solution for uncomplicated citizen participation for cities makes sense and is well received. The continuation of the application as a module in a city app is planned.

»The advantages of this solution in one sentence: direct and unfiltered feedback from the population on the important issues of municipal administration, without enormous effort.«

WARSTEIN

»Localizing the needs of citizens enables more targeted urban planning.«

BEDBURG