where smart cities are invented

THE GENERAL IDEA

- Piazza as a place where city, citizens and entrepreneurial stakeholders can meet in the digital sphere

- Coming from current trends:
  - Service orientated administration
  - Experimentation in Living labs / Open Innovation
  - Demand for citizen involvement (voter, user, consumer)

PIAZZA PLATFORM

Piazza consists in 2 integrated applications

1. Piazza Lab - Web and Mobile

2. Flashpoll - Mobile participation

Piazza Lab

Web and Mobile City Co-creation

piazza
piazza
digital smart city living lab

THE PIAZZA FLOW

GET PEOPLE
ON BOARD

SIMPLIFY + **GAMIFY**

SORT
IDEAS & FEEDBACKS

CATEGORIZE + **TEXT MINING**

Expectations

Solutions

UNDERSTAND
USER DATA

SMART DATA **ANALYTICS**

ENGAGE AND UNDERSTAND

- Turn key and Tailor Made collaborative platform
- Integrated or dedicated website
- Gamification ready with rewards and badge

- Analytical Dashboard
- Easy moderation and user management
- On demand Text Mining and Semantic Analysis

A MULTI PURPOSE PLATFORM

COLLECT FEEDBACKS

USERS
- Easy registration
- Idea box
- Instant or guided feedback
- Comment/ Review/ Rating
- Content discovery by themes
- Gamification : Every contribution is motivating
- Profile management
- FAQ
- Full mobility

ADMIN
- Create and Edit pages
- Create and Edit surveys
- Specific canvas for beta-testing
- SSO connector (optional)

- Methodology guidelines
- Set-up consultancy included

ENGAGE THE COMMUNITY

USER
- Badges
- Challenges and Ranking
- Automated notifications
- News and themes
- Theme browsing
- Social feed

ADMIN
- Activity indicators
- Automated animation (leaderboard)
- Following notifications
- User and Contribution tracking
- Promotion baneers

- Animation guidelines
- Community management training included

UNDERSTAND THE DATA

ADMIN
- Secured dashboard
- Automated statistics
- BIG DATA Technology

- Text mining tools included
- Quaterly reports

- Full text export available
- Deep text and semantic analysis on demand

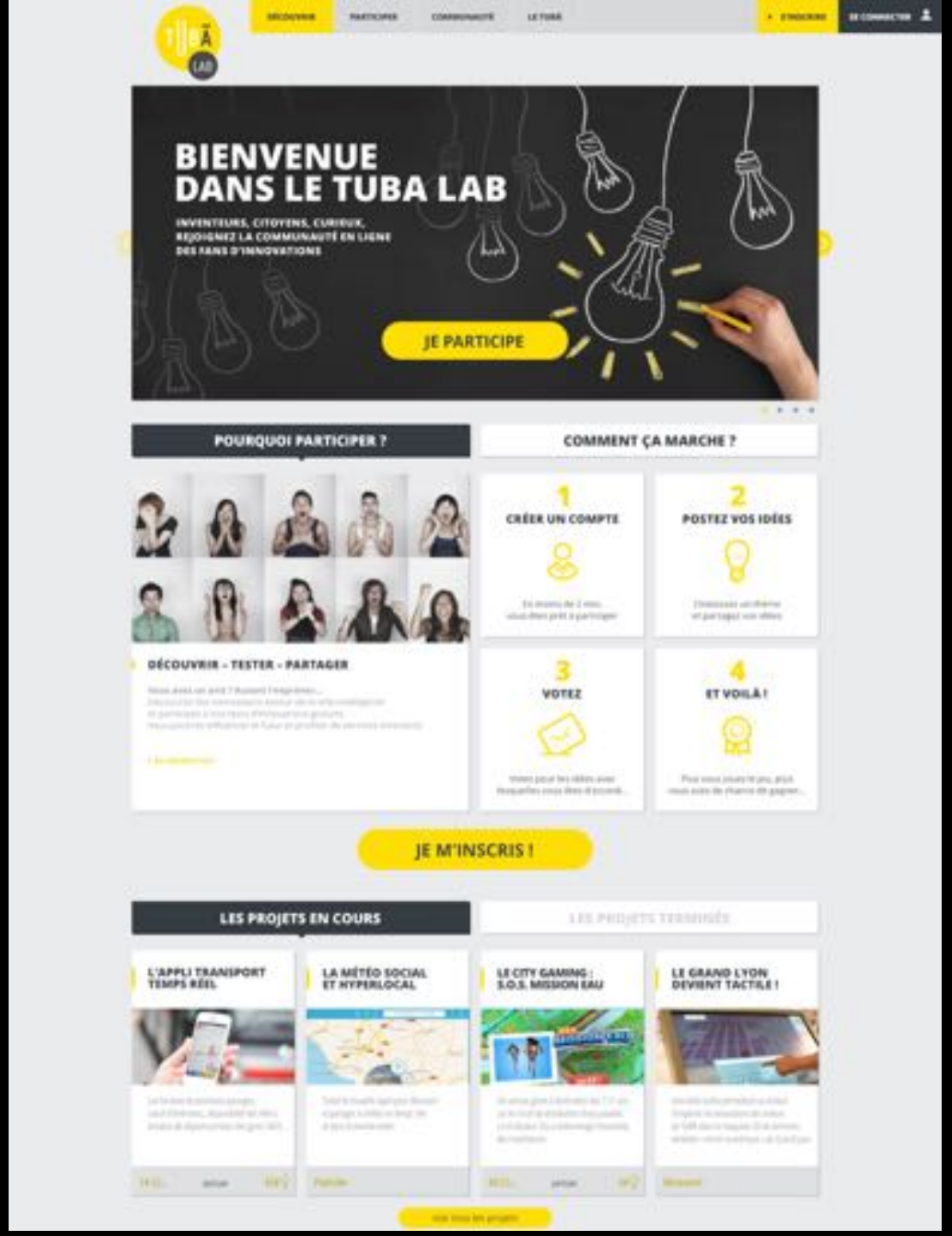
PIAZZA LAB IN DETAILS

USER EXPERIENCE
> DISCOVER

Visitors discover the website and the project topic. He immediately understands why and and how to join the community.

Browsing the webpage, he discovers the open projects : thumbnails summarize each project inviting him to participate.

To join a project, users need to sign up.



USER EXPERIENCE
> DISCOVER

Slideshow highlighting the community and project news

Why and How to join the community

Push to sign up

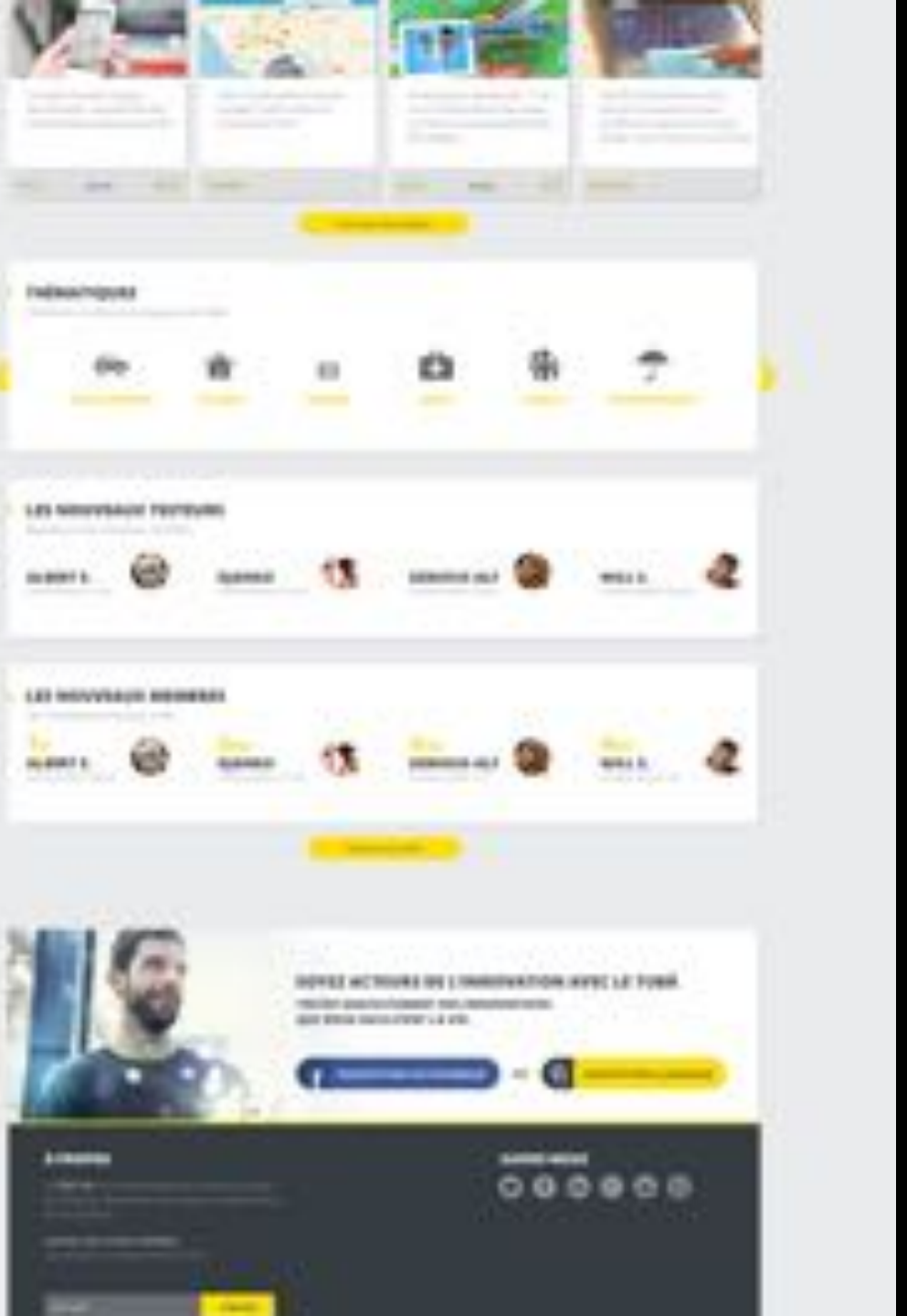
List of some of the open projects

USER EXPERIENCE

> DISCOVER

Direct access to themes and community of interest

Active members recogniftion



USER EXPERIENCE
> SIGN UP

Visitors decide to become a community member by clicking on the Sign Up button.

A pop up is displayed and offers the visitor to sign up via facebook connect or via a typical email process. Registration is finalised after checking the UGV.

A validation email is sent to confirm its registration.

Quick login popin

USER EXPERIENCE
> COMMUNITY

A new member gets to know with the community : Top members, new members.
He is now ready to get involved and pick a project of its interest.

Highlighted community member

Highlight of a project

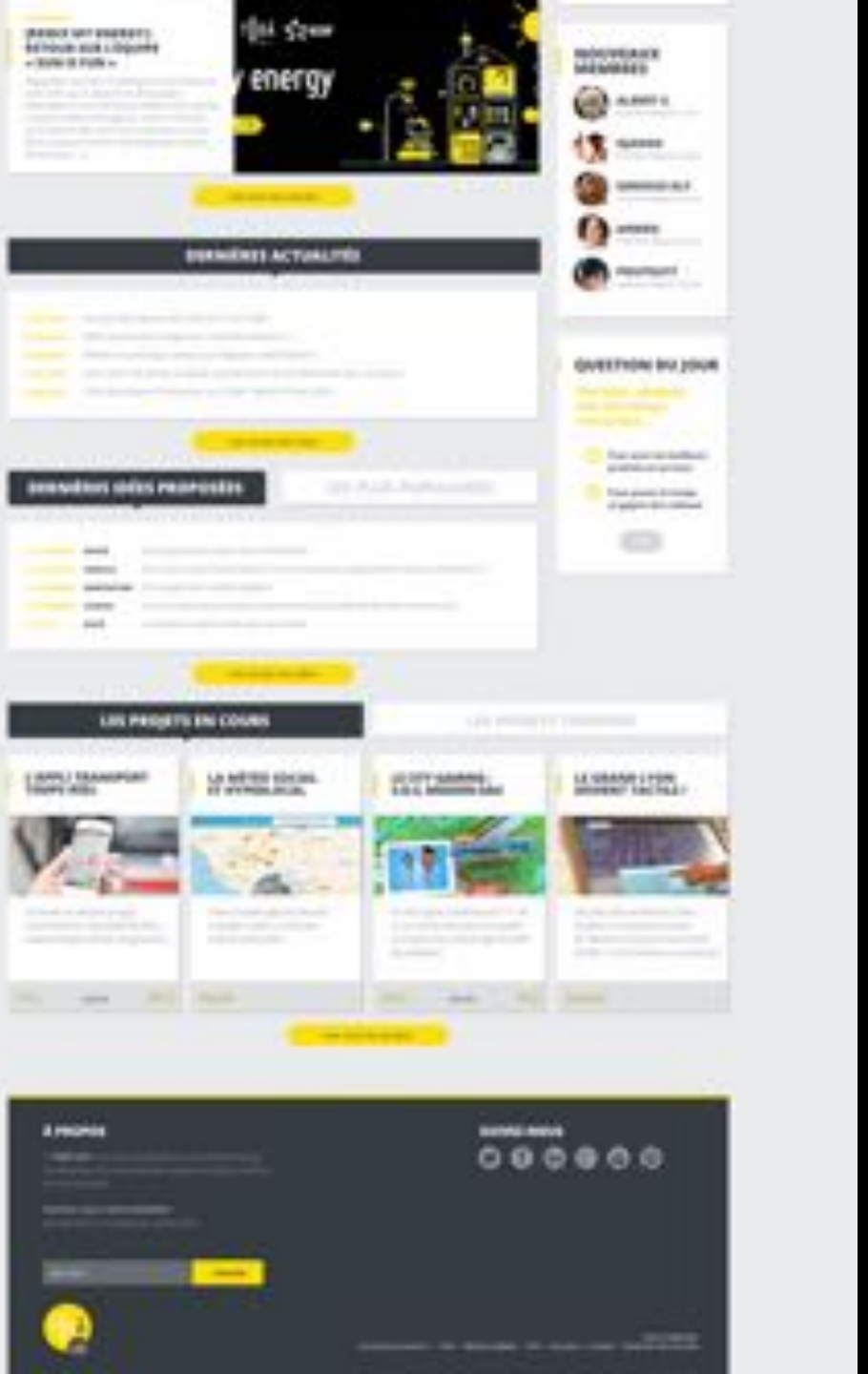
USER EXPERIENCE
> COMMUNiTY

Browsing through the webpage, editorial content will drive them to select a project.

A short project brief helps the user choose a project “card”

Latest ideas and comments from the community

List of current projects



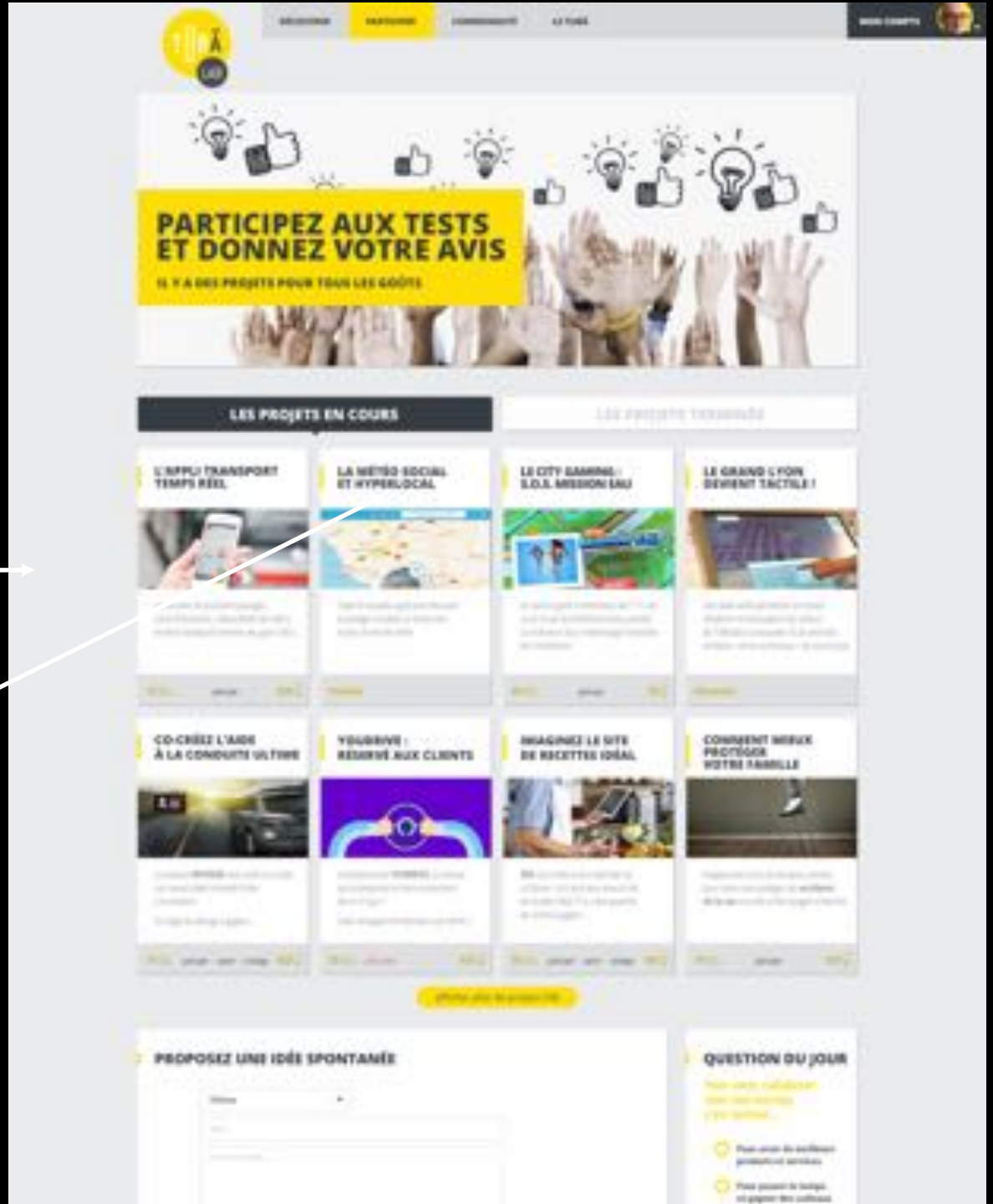
USER EXPERIENCE
> PARTICIPATE

Members will find here all open projects (running and future). They can select a project based on a short description.

Open feedback or idea is available on a topic of its choice or one listed in the page.

Full list of open projects

Click to select a project



PROJECT PAGE

SLIDESHOW
Branding / Communication area to explain the objectives. Highlights project goals and benefits for members.

Project Brief

FEEDBACKS - Oriented
=Visual / Oriented feedback on main project topics / problems to solve

FEEDBACKS - Open
= Idea box / Feedback

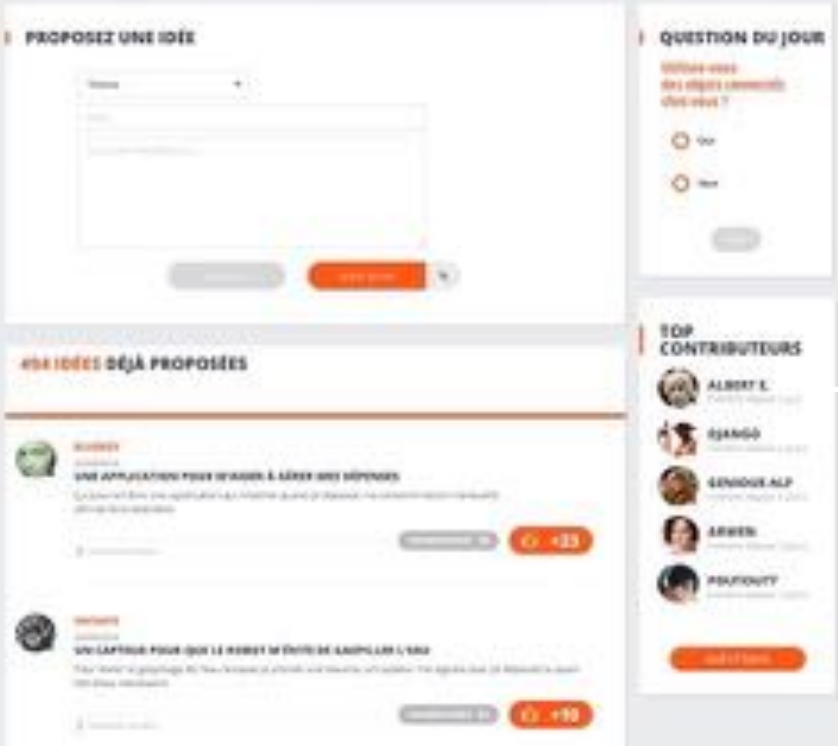
EACH PROJECT
=
NEW CONTENT DESIGN

Gamification / Prizes

Quick Poll
= Closed questions

USER EXPERIENCE
> CONTRIBUTION

Feedback, idea can be enriched with a picture or other media to illustrate its content.



Feedback

- Feedback
- Idea
- Comments
- Like
- Poll answers

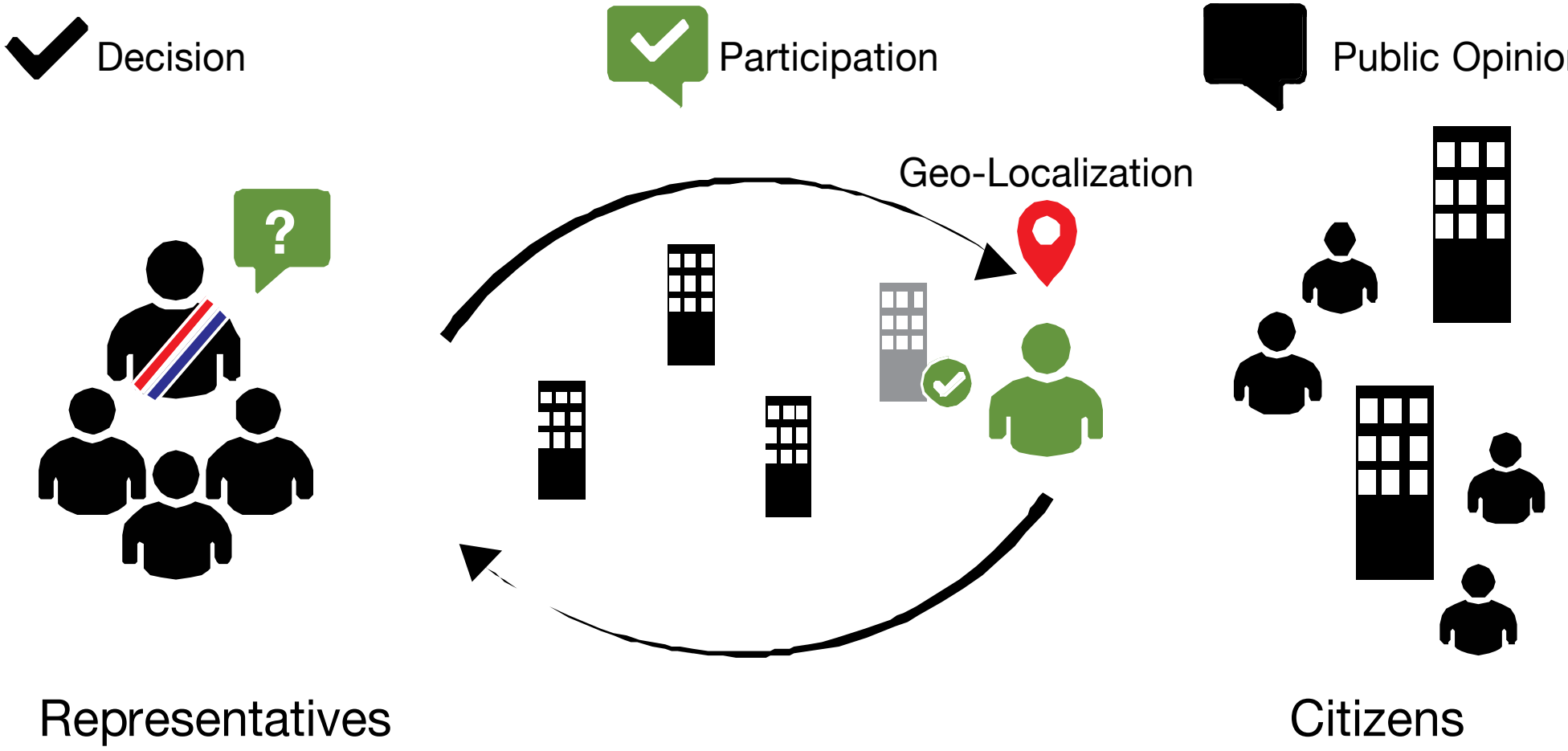
Member recognition

FlashPoll Piazza

Polls where and when it matters

flashpoll
piazza
mobile citizen participation

PUBLIC PARTICIPATION
WHERE AND WHEN IT MATTERS



HOW DOES IT WORK?

1- Municipalities define polls and its active time and location

Ex: Poll about education around every school between 8:00 and 10:00 AM everyday for 1 month.

2- Citizens downloads the FlashPoll city app

3- When the citizen enters the location at the defined time, they get notified of a new poll

4- Municipalities get answers in real time

SMART MOBILE PARTICIPATION

- Mobile Participation As a Service
- Time Location Based Polling
- Energy efficient background tracking
- Fast and affordable set up for municipalities
- Real time feedback for decision makers
- Broader citizen participation

PRIVACY BY DESIGN

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