



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)

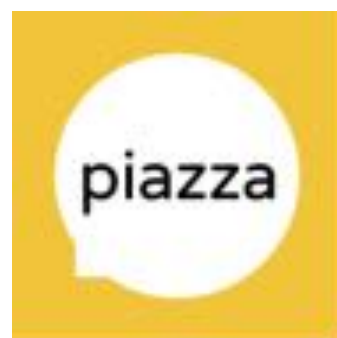
# PIAZZA PLATFORM

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

digital smart city living lab

# THE PIAZZA FLOW

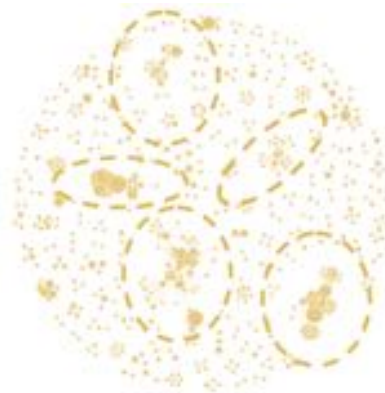
## GET PEOPLE ON BOARD

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 banners
  
- 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

The image shows a screenshot of the TUBA LAB website. At the top, there is a navigation bar with the TUBA LAB logo on the left and menu items: DÉCOUVRIR, PARTICIPER, COMMUNAUTÉ, LE TUBA, S'INSCRIRE, and SE CONNECTER. The main banner features a chalkboard background with lightbulb drawings and the text: BIENVENUE DANS LE TUBA LAB, INVENTEURS, CITOYENS, CURIEUX, REJOIGNEZ LA COMMUNAUTÉ EN LIGNE DES FANS D'INNOVATIONS, and a yellow button labeled JE PARTICIPE. Below the banner are two columns: POURQUOI PARTICIPER ? and COMMENT ÇA MARCHE ?. The POURQUOI PARTICIPER ? section includes a grid of photos of people reacting. The COMMENT ÇA MARCHE ? section is a 2x2 grid of steps: 1 CRÉER UN COMPTE (with a person icon and text: En moins de 2 min, vous êtes prêt à participer), 2 POSTEZ VOS IDÉES (with a lightbulb icon and text: Choisissez un thème et partagez vos idées), 3, and 4. At the bottom left, there is a button labeled DÉCOUVRIR - TESTER - PARTAGER.

## USER EXPERIENCE

### > DISCOVER

Visitors discover the website and the project topic. He immediately understands why 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 recognition



## 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

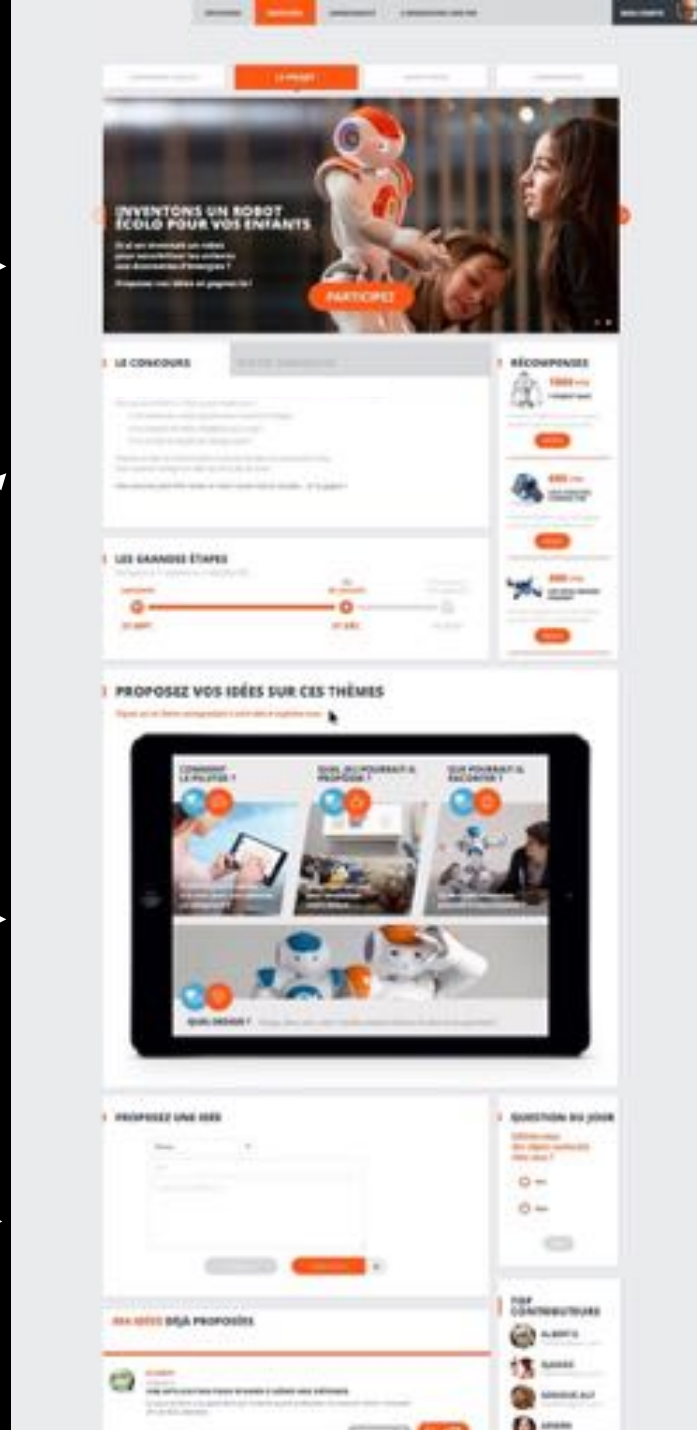
### SLIDESHOW

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

### PROPOSEZ VOS IDÉES SUR CES THÈMES

Choisissez un ou plusieurs thèmes et ajoutez des photos et vidéos.



### PROPOSEZ UNE IDÉE

Form fields for submitting an idea, including a dropdown menu for theme selection and a large text area for the idea description.

Annuler Proposer

### QUESTION DU JOUR

Quelle sera  
la plus grande  
question de  
l'année ?

- Oui
- Non

Votez

### 484 IDÉES DÉJÀ PROPOSÉES



ALBERT E.

UNE APPLICATION POUR CRÉER & GÉRER SES RÉPONSES

Un logiciel pour créer et gérer ses réponses à des questions...

Commentaires

+23



ALBERT E.

UN CAPSULE POUR QUE LE ROBOT DE DENT DE SAUVEUR L'ÉCART

Un logiciel pour créer et gérer ses réponses à des questions...

Commentaires

+19

### TOP CONTRIBUTEURS



ALBERT E.



DJANGO



KENOUG ALP



ARWEN



POLYNOUT

voir tout

Member  
recognition

# FlashPoll Piazza

Polls where and when it matters



flashpoll  
piazza

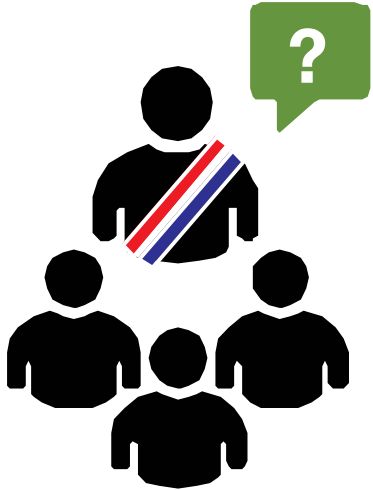
mobile citizen participation

# PUBLIC PARTICIPATION WHERE AND WHEN IT MATTERS

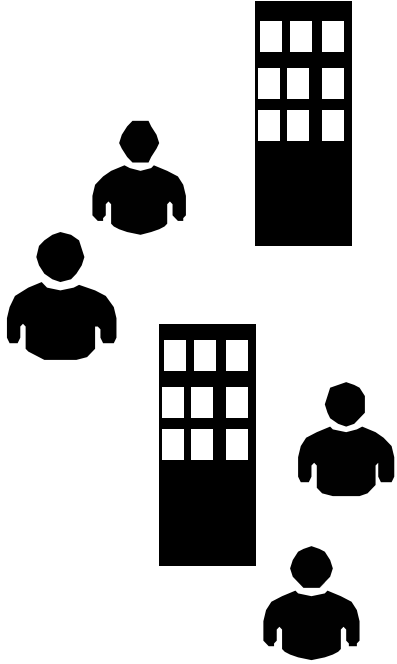
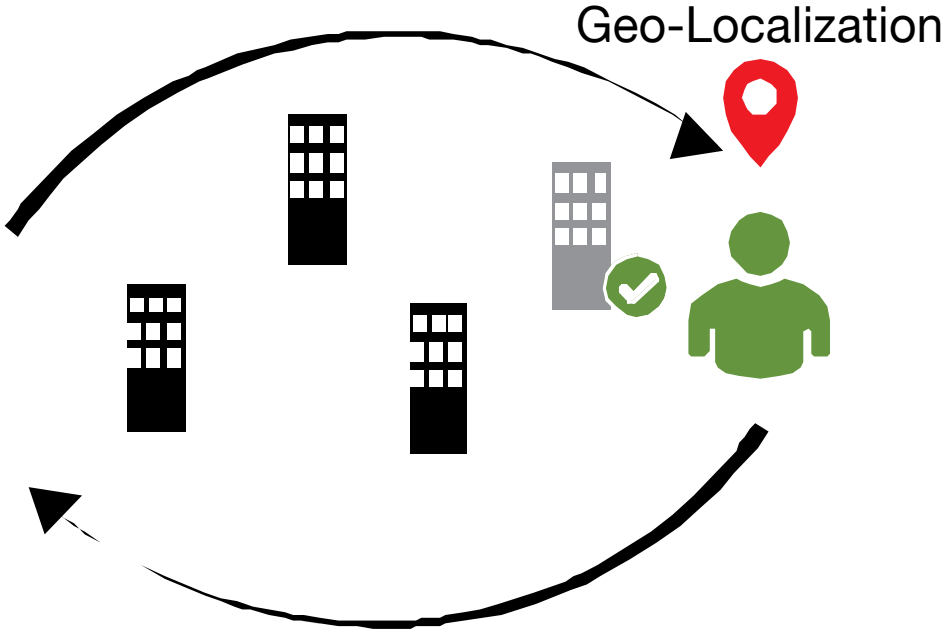
✓ Decision

✓ Participation

Public Opinion



Representatives



Citizens

# 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 download 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





# CONTACT

- **Dr. Angela Jain**
- nexus Institut für  
Kooperationsmanagement  
und interdisziplinäre  
Forschung GmbH
  - Otto-Suhr-Allee 59 D-10585  
Berlin  
Tel. +49 30 318054-66
  - [jain@nexusinstitut.de](mailto:jain@nexusinstitut.de)
- [www.nexusinstitut.de](http://www.nexusinstitut.de)

