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
THE PIAZZA FLOW

GET PEOPLE ON BOARD
SIMPLIFY + GAMIFY

SORT IDEAS & FEEDBACKS
CATEGORIZE + TEXT MINING

UNDERSTAND USER DATA
SMART DATA ANALYTICS

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

- Feedback
- Idea
- Comments
- Like
- Poll answers

Member recognition
FlashPoll Piazza
Polls where and when it matters
PUBLIC PARTICIPATION
WHERE AND WHEN IT MATTERS

Decision
Participation
Public Opinion

Representatives
Citizens
Geo-Localization
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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