

SmartLiving - LBS and Social Media for Comprehensive Democratic Positions in Urban Development

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Agenda

- Idea
- Technical Architecture
- User Interface
- Field Tests
- Results / Lessons Learnt

Idea

- The “communicative turn” in planning disciplines framed a new understanding towards urban development tasks. Today an informal participation process belongs to urban design projects in nearly every municipality.
- However, criticism spread. Classical procedures like forums, round tables and meetings reach only few and require a high level of intellectual ability. Several social groups like migrants and the youth belong to the excluded.

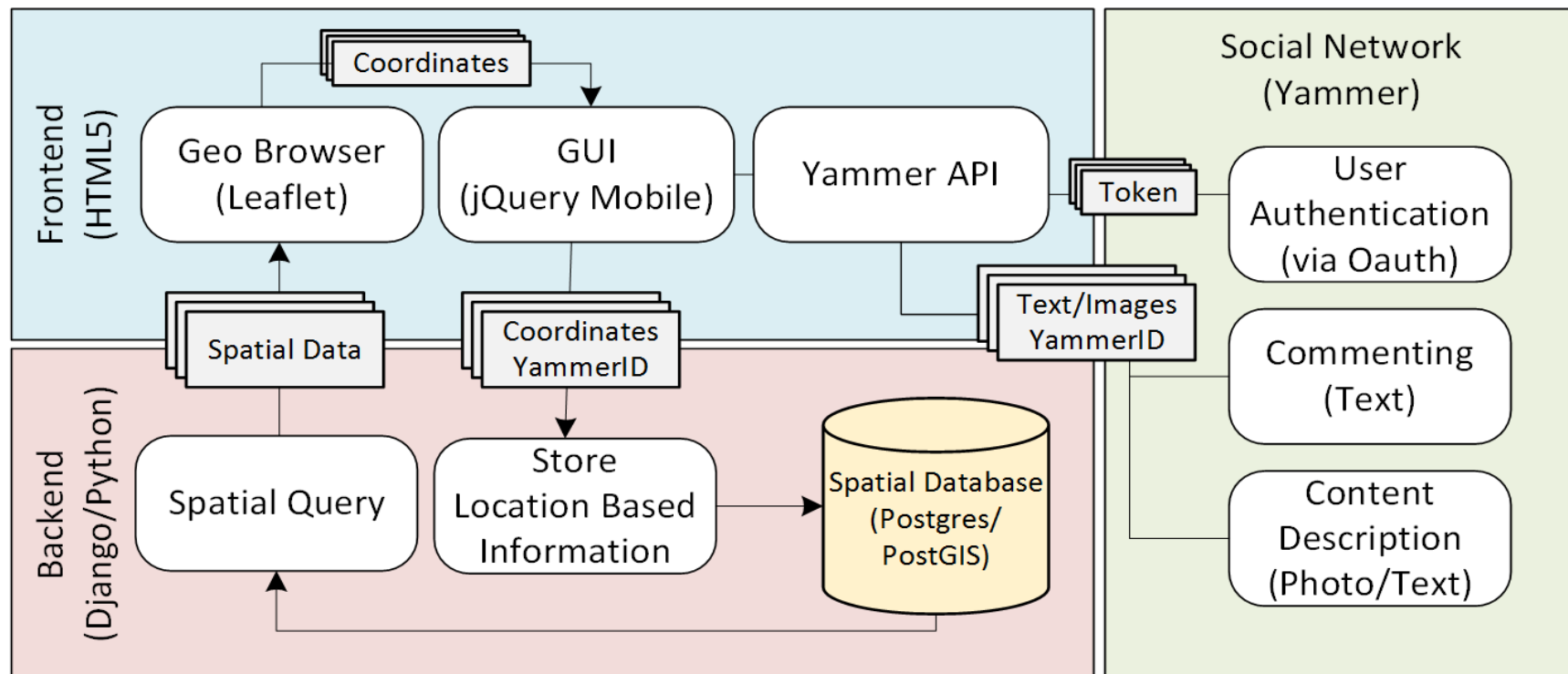
Idea

Thesis:

With the usage of social media based applications within the urban development project new and direct forms of an urban development dialogue arise.

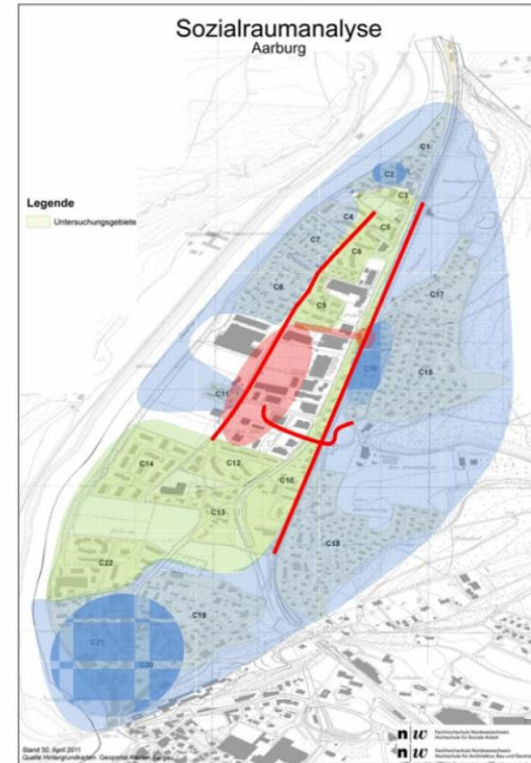


Technical Architecture I



Field Tests in Aarburg-Nord

n|w Fachhochschule Nordwestschweiz
Hochschule für Soziale Arbeit



- Teilgebiet mit Entwicklungsaufgaben soziale und kulturelle Durchmischung sowie Massnahmen gegen Überalterung
- Transformationsgebiet ("best-practise-Prüfung")
- Teilgebiet mit Entwicklungsaufgaben Verweildauer, Liegenschaftserneuerung und Kontrolle sozialer Kosten
- Strategisches Entwicklungsgebiet "Zentrum" mit Gewerbe, Schule, Investorenprojekt, Halt SBB
- Strategische Entwicklungsachsen: Wartburgstrasse-Feldstrasse, Eisenbahnlinie, Brücke Ruttigerstrasse

Field Tests in Aarburg-Nord

10 teenagers, 12 years and 16 years old
living in Aarburg Nord or South

First meeting: field inspection, app testing

Followed by: teenagers map and comment
their relevant leisure locations

Second and third meeting: Evaluation of
both app and data/results

Time extension for two weeks,
implementation of a WhatsApp group



Field Tests in Aarburg-Nord

The image displays three screenshots of the Smart-Living mobile application and a social media post related to the field tests in Aarburg-Nord.

Top Left Screenshot: Shows the Smart-Living app interface with a search bar containing the address 147.86.7.42. The status bar indicates "SIM fehlt" (no SIM) and the time is 14:44. The battery level is 77%.

Top Right Screenshot: Shows the Smart-Living app interface with a search bar containing the address 147.86.7.42. The status bar indicates "SIM fehlt" (no SIM) and the time is 12:03. The battery level is 24%.

Bottom Screenshot: Shows a detailed map view of the Smart-Living app, displaying various locations marked with red and blue dots. The map includes labels for streets like Feldstrasse, Feldhofweg, and Tulpenweg. The status bar indicates "SIM fehlt" (no SIM) and the time is 12:03. The battery level is 24%.

Social Media Post: A screenshot of a social media post from "pilot.aarburg 02" titled "An Schule Höhe". The post includes a link to a SmartLiving page and mentions the date "am 28 November 2013 um 6:17pm". Below the post, there are two comments from "pilot.aarburg 10" dated "am 3 Dezember 2013 um 5:45pm" and "am 3 Dezember 2013 um 5:46pm".

Bottom Right Screenshot: Shows a social media post from "pilot.aarburg 08" titled "An Gesamtes Netzwerk". The post includes a photo of a river and mentions the date "am 7 Dezember 2013 um 2:58pm".

Results – Critically reviewed

- Comments: only single words, fragments
- Few pictures
- Few Pictures with comments
- Hardly any comments on comments
- Quantity instead of quality

Results – Critically reviewed

Technical issues:

- External SM-App Yammer for feed overview
- Two apps for commenting (SM) and Map view
- Too little use of tags/topics
- System crashes :o(
- Bandwidth: map-refresh took sometimes a lot of time
- Pictures being stored externally – laborious usage
- POI-information only visible when clicking on point
- No easy App set-up

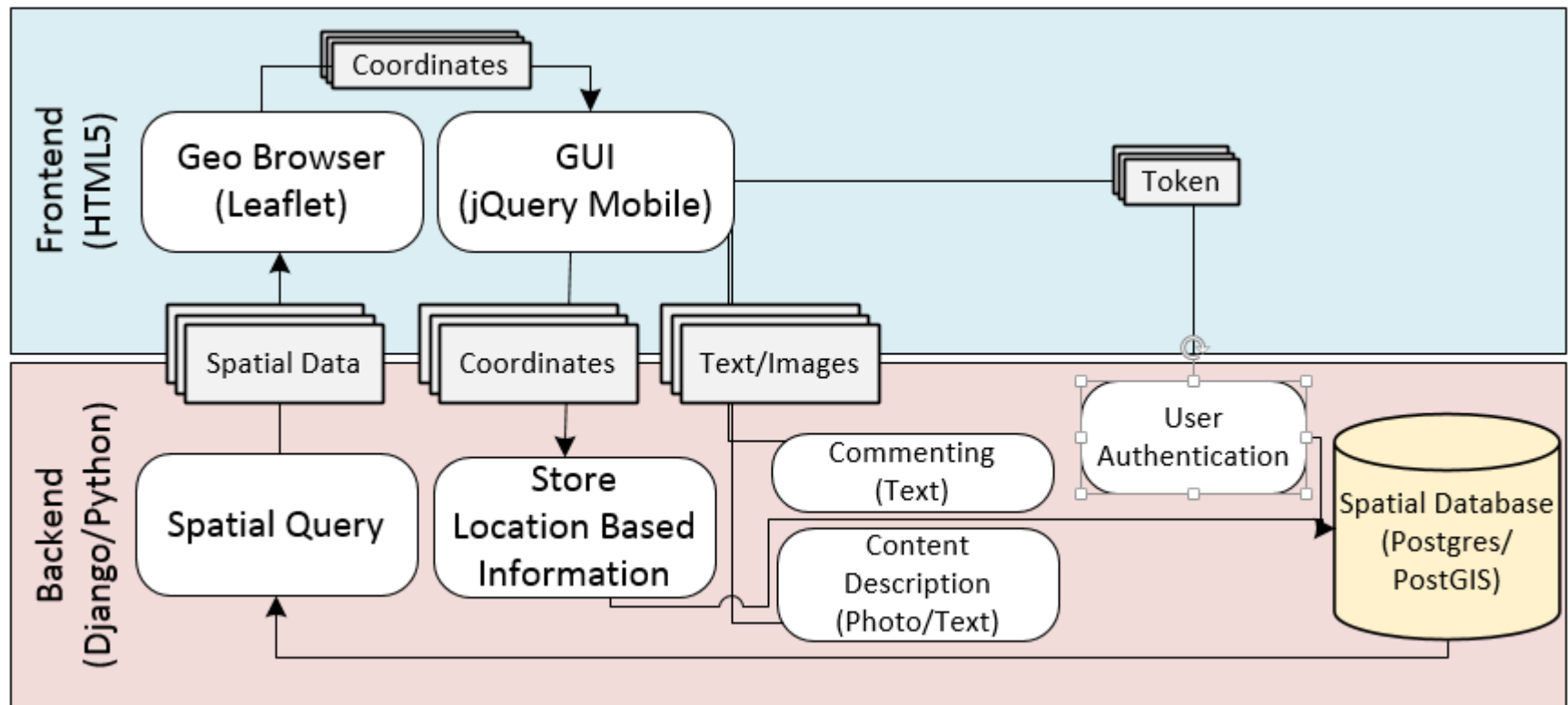
Results

Possible Causes:

- Extensive written instruction – with little attention
 - Too much emphasis on extrinsic motivation (voucher)
 - Teenagers integrated only in testing process but not in app design process
 - Bad time context: end of semester, bad weather, short days
- Revision of both app and instructions!

Lessons Learnt

Redesign Technical Architecture



Lessons Learnt

