

Public summary

This design challenge was conducted for a team within Witteveen+Bos focussing on designing and developing online tools. This team identified significant uncertainty surrounding projects of the municipality of Haarlem. An example of a project is changing the sewage system. The root cause of this uncertainty was unclear and the real problem was not well-defined. This led to the creation of this design challenge.

At the beginning of the design challenge, research and interviews were conducted to develop a clear understanding of what is needed and what already exists. More specifically, whether there is a problem and what this problem is. The results of the interviews showed that the people who are maintaining the city do not always know when projects are executed within the city and why these projects are, for instance, delayed. Therefore, they require a new product to ensure a clear overview of all upcoming and ongoing projects in the public spaces of the municipality of Haarlem. This new product must enhance communication between the municipality and its partners, provide more efficiency during the projects, provide real-time updates, and offer all project stakeholders a clear understanding of ongoing activities within the city. This leads to the following design challenge: “How might we design a product which will give all the partner companies involved within projects of the municipality of Haarlem a good overview over all the projects?”

After the interviews, a list of requirements for the digital platform was made as a guideline for the ideation phase. During the ideation phase, multiple ideas were created, which in the end resulted in the first prototype. This prototype, seen in figure 1, is an online tool with a map of the city with every project displayed on it. Users can click on specific areas on the map to view detailed information about each project. The timeline feature allows them to look ahead and see planned projects. This way, the municipality's partners will stay better informed with real-time updates.

A filter function is also included which lets the user select the projects that are interesting to them. The first prototype was created with only the functional aspects in mind; the design of the tool had not yet been considered.

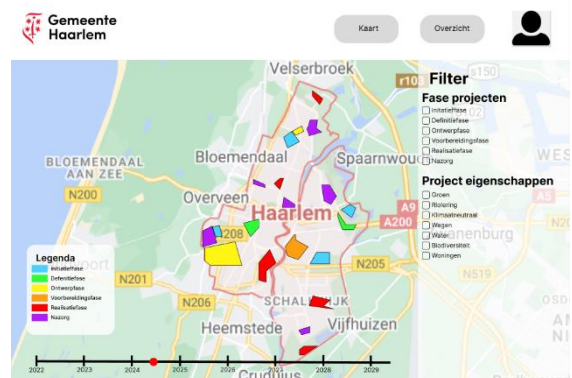


Figure 1, first prototype

After creating the interactive prototype, a test was conducted with eight participants who provided feedback on it. These participants included municipality officials and the municipality's partners. These new insights were used to create a second version of the first prototype. The list of requirements was extended with additional requirements from the municipality and their partners.

The second prototype closely resembles the first prototype; it includes procedural changes and no UI changes. A large change in the new prototype include the addition of a notification page, which provides updates on projects, such as reasons for delays. With this new notification page, the partners have real-time information. Another change is the addition of a search bar in

the filter options, allowing users to easily find a specific project they are looking for. The structure of the filters is also adjusted to better fit the needs of the stakeholders. These changes will all make sure that there will be more efficiency and better real-time updates for the partners of the municipality of Haarlem.

After creating the second prototype, time was dedicated to improving the aesthetics of the online tool. The design was inspired by the website of the municipality of Haarlem for familiarity. The tool will integrate in the existing website of the municipality of Haarlem. By adopting their design methods, current users will find it intuitive without needing to learn a new interface. Figure 2 shows the improved user interface.



Figure 2, visual identity

In conclusion, addressing the design challenge, “How might we design a product which will give all the partner companies involved within projects of the municipality of Haarlem a good overview of all the projects?” involves conducting interviews and research, listening to the feedback and suggestions of the users, building quick prototypes, and testing these prototypes. Through this process, a platform that gives the municipality of Haarlem and their partners, who are responsible for maintenance in the public space, a good overview can be developed.

