

Personalizing

Buiten Better app



BEDANKT VOOR UW MELDING !
TODAY ALPHA,
BUURTTUINIER IN GESTEL,
TOOK CARE OF IT.



EINDHOVEN

short description / what?

The buiten better app is a smartphone application, used nationwide, that allows citizens to send site-specific remarks or complaints (“meldings”) about the public space to the municipality. A central desk checks the complaints and sends them to the right service companies (such as Ergon) to be taken care of. Workers who are assigned with those complaints have to send a picture of the result, once they are finished. My idea is to not only send a picture of the work that is done, but also of the person(s) who did it.

Goals / what for?

I want to show the face of the worker in order to :

- 1) avoid the “magic” effect of before/after photos, show that solving the complaint did costs human effort, and therefore workers deserve gratitude and respect.
- 2) create a relation between the person who lives in a neighbourhood and the specific team that takes care of this neighbourhood.
- 3) show the diversity of workers, remind citizens that they are each individuals that can not be generalized into one group.

Reasons / why?

The buiten better app is a very interesting tool because it addresses exactly the topic of public maintenance, and it already puts in contact (although indirect) citizens who care for their environment, and public workers who adapt their agenda to respond to their 'meldings' through an exchange of diverse informations: text, map, images.

The application is site specific : citizens have to take a picture of the thing that they have a remark about, and fill-in the precise location. If their remarks make sense, they will be transformed into tasks and sent to the local workers, who in turn will send a photo of the result.

Within Ergon, green-workers are organized in teams, who each are responsible for one neighbourhood. Admitting that citizens will prioritarily use the buiten-better app in their own neighbourhood, this app shows a real potential for connecting the green-workers of a certain neighbourhood with its inhabitants.

By sending back not only a photo of the task accomplished, but also one of the worker(s) who did it, you give the citizen who sent out a remark, a chance to get to know the faces and the names of the people working on the maintenance of his or her neighbourhood. He or she might be able to recognize them next time they work under his or her window and acknowledge their work better.

Personalizing the content that is sent back also makes it more interesting for the citizen. For now, there is only one picture and a general message signed by someone from the municipality. I can also imagine that the green-workers could make use of this text to explain how they took care of the task and what will happen next.

constraints / be careful that :

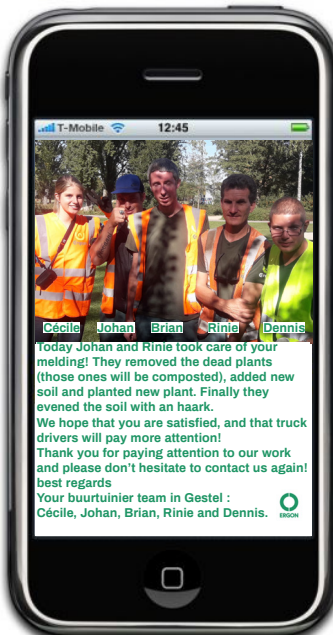
- 1) Photos must be something that the workers are proud of, and agree to sent to citizen (letter of consent)

How to?

-->what citizens send



-->what they could receive



photos :

First good photos of the workers need to be taken. Best would be to have individual photos, to really show each worker and give a hint on his or her personality. However this demands too much work and is also difficult to sustain in time, when there are new-comers.

Another option is to take team pictures : this way, even if some members of the team change, the rest of the colleagues are still recognizable by citizens.

The photos should be taken outside, in a symbolic place of the neighbourhood where the team works, so that citizens understand that this is about their very neighbourhood.

It would be good if the photos can reflect each individual, and also give a hint of the several kinds of work or techniques that the team performs (through showing the tools that they use, for example).

Accessories, props, name tags can be used in the picture to reach that goal.

Workers should be wearing the new uniform of Ergon, so that people can recognize them in the future also.

And of course the pictures must be something that the green-workers are proud of.

It could be good to have such group photos taken once every year or two years, if the teams happen to change a lot. Another option is that the photographer teaches “tricks” to the team leader, so that they are able to take good photos themselves, when needed.

Text :

I suggest adding a small text to the general message that is sent to the citizen. This text would give the name of the workers that took the “remark” in charge, and describe how they dealt with it, how long it took them, if they used a machine, what happens with the eventual rest material... Anecdote and (nice) jokes are more than welcome. The goal is to inform but also create a connection with the citizen.

Here is an example :

Today Johan and Rinie took care of your melding! They removed the dead plants (those ones will be composted), added new soil and planted new plants. Finally they evened the soil with an haark.

We hope that you are satisfied, and that truck drivers will pay more attention!

Thank you for paying attention to our work and please don't hesitate to contact us again!

best regards

Your buurtuinier team in Gestel :

Cécile, Johan, Brian, Rinie and Dennis.

contact / recommendations :

Jeroen van de Nierop is the person responsible for the Buiten Better app in Eindhoven.

I had a conversation with him on the phone and he said that it was not a problem to send photos of the workers.

His contact details are : j.van.nierop@eindhoven.nl ; 06.11.90.33.52

It would be useful to have a meeting with him, someone from Ergon, and me, to make sure the photos are used in the right way.

Dané Vonk is a photographer with whom I have worked before (she took the photos of Erik and his team wearing the jacket I designed and behaving as buurtuinier during my graduation), She is skilled for working with people and has another view than a traditional photographer, so it would be great if she can be the one who takes the photos.

Her contact : danevonk@hotmail.com , 06.45.38.03.52

research process :

1) During my graduation I did a test with the team of Erik in Gestel. I send a “melding” regarding fallen leaves to the buiten better app in the area of Erik. He received the task to take care of it, did it and sent back a picture with Brian on it (see below). As a citizen I never received the photo by mail, only a short text. We thought that this was due to privacy protection.

Below you can find a first sketch on how informations could be sent back, with a photo and the signature from the workers.



Beste mevrouw/heer **Espinasse**,

Wij hebben uw melding van vrijdag 2 november 2018 over Bladafval op Busken Huetstraat 55 behandeld.

Toelichting op uw melding:

Het blad is door de aannemer opgeruimd

Heeft u nog vragen over deze melding? Bel dan met 14040. Heeft u een nieuwe melding over de openbare ruimte? Meld dit met de BuitenBeter-app, via [eindhoven.nl/buitenbeter](http:// eindhoven.nl/buitenbeter) of bel met 14040.

Met vriendelijke groot,

Tim, buurtwaker Gestel

Tevreden?

Geef uw mening over de behandeling van uw melding, klik daarvoor op één van de smileys.



Ja heel erg bedankt!



Ik wou dat je het beter hebt gedaan



Nee, kom alsjeblieft terug



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