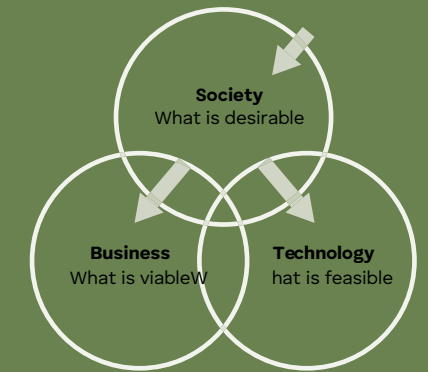


# Share Village

A service platform that improve social interaction within the communities.





# How to help communities to organise and take ownership of the development and maintenance of their public spaces?

Create service propositions that can leverage the potential that the blue-green space can have for public health, through the provision of new forms of citizen engagement, partnerships, relationships and collaborative business models.

01

Develop techniques which local authorities can use to engage the community.

02

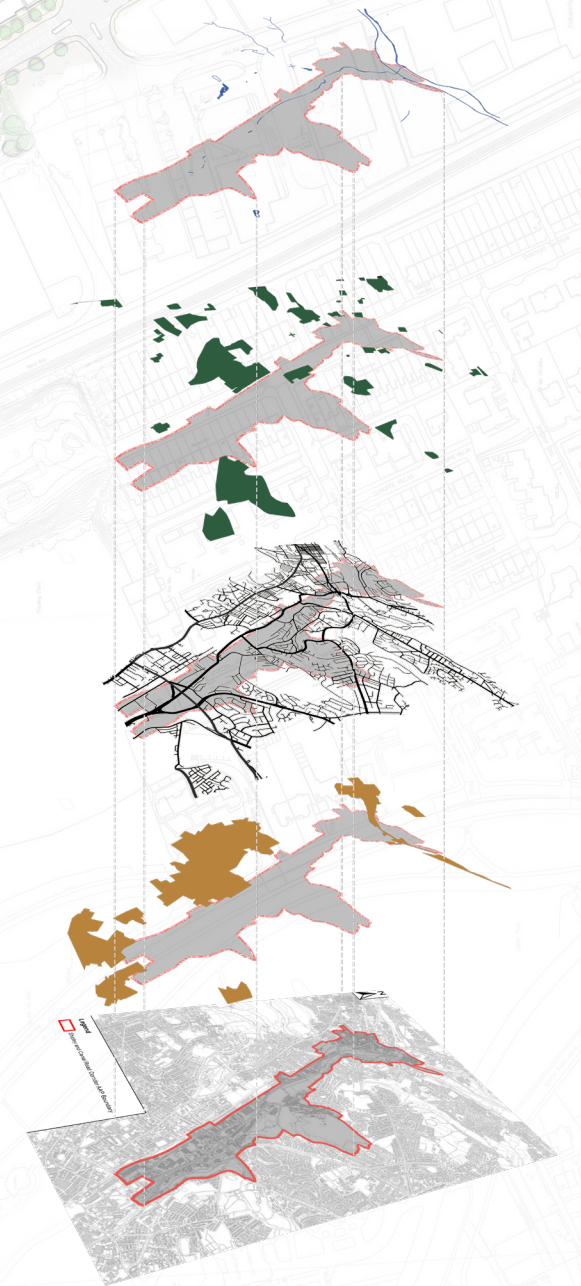
Create a service which exploits the landscape to improve people's health

03

Create a service which builds a shared ownership of the public space

04

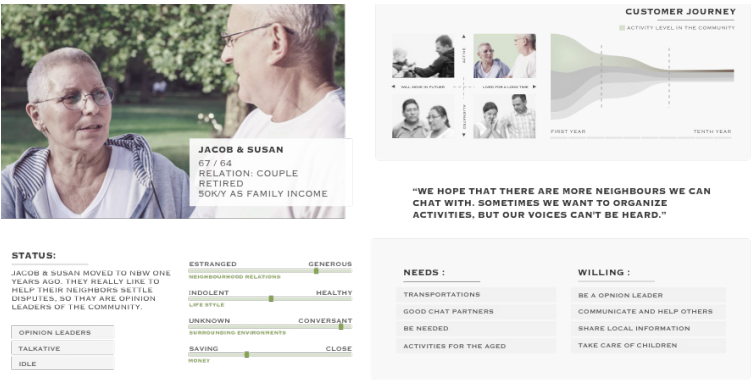
Propose alternative business models that can arrange and sustain new relationships



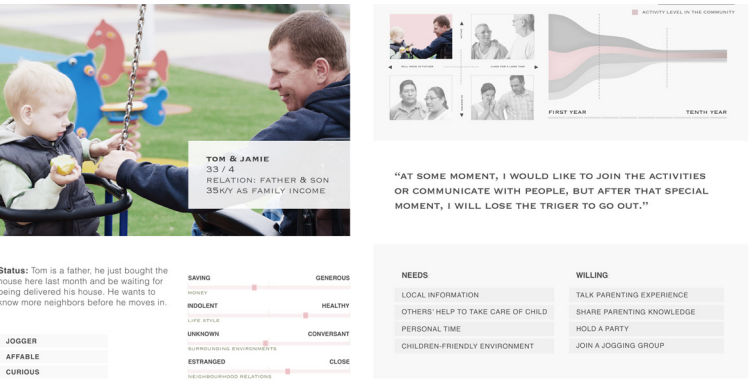


# Combining qualitative and quantitative analysis, including government publication, interview with residents and shadowing observation

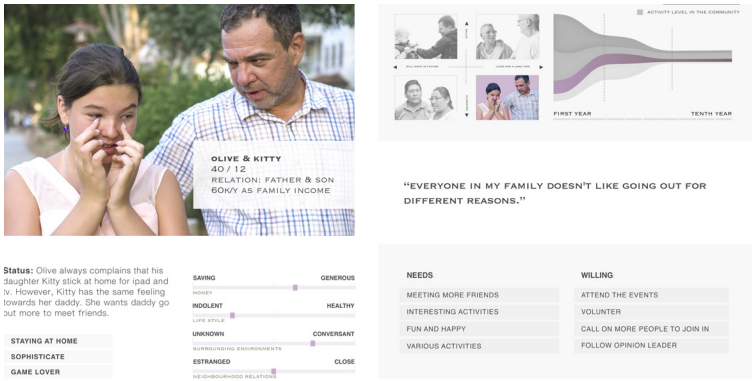
4 Personas are created and organised into the 2x2 matrix and these can span the range of different residents in the community. Two axes are the length they live in this community and the engagement of their community activities.



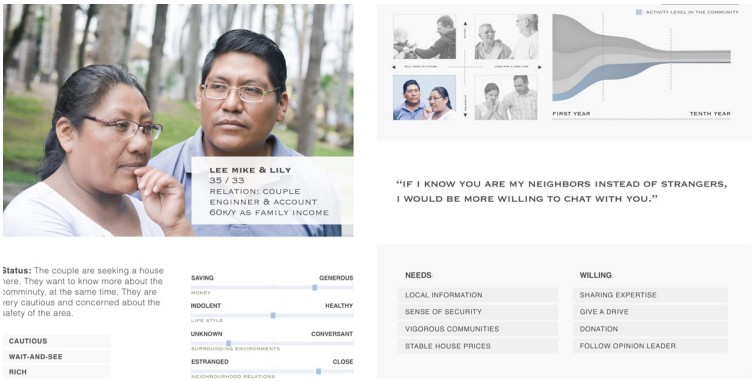
Our first persona. Jacob and Susan is an old couple. In the Upper right corner , is their 10-years engagement in this community. They are kind and willing to help others and event hold some charity activities, however, it’s hard for them to let more people know their voice.



Tom has already paid the deposit and will move in soon. He is willing to social and meet more people, however, it’s hard for him to find the chance.



Olive family lived here for a long time, he encourage his family, especially his young daughter, to go outside have more physical activities.however, there are hundreds of excuse to say no.

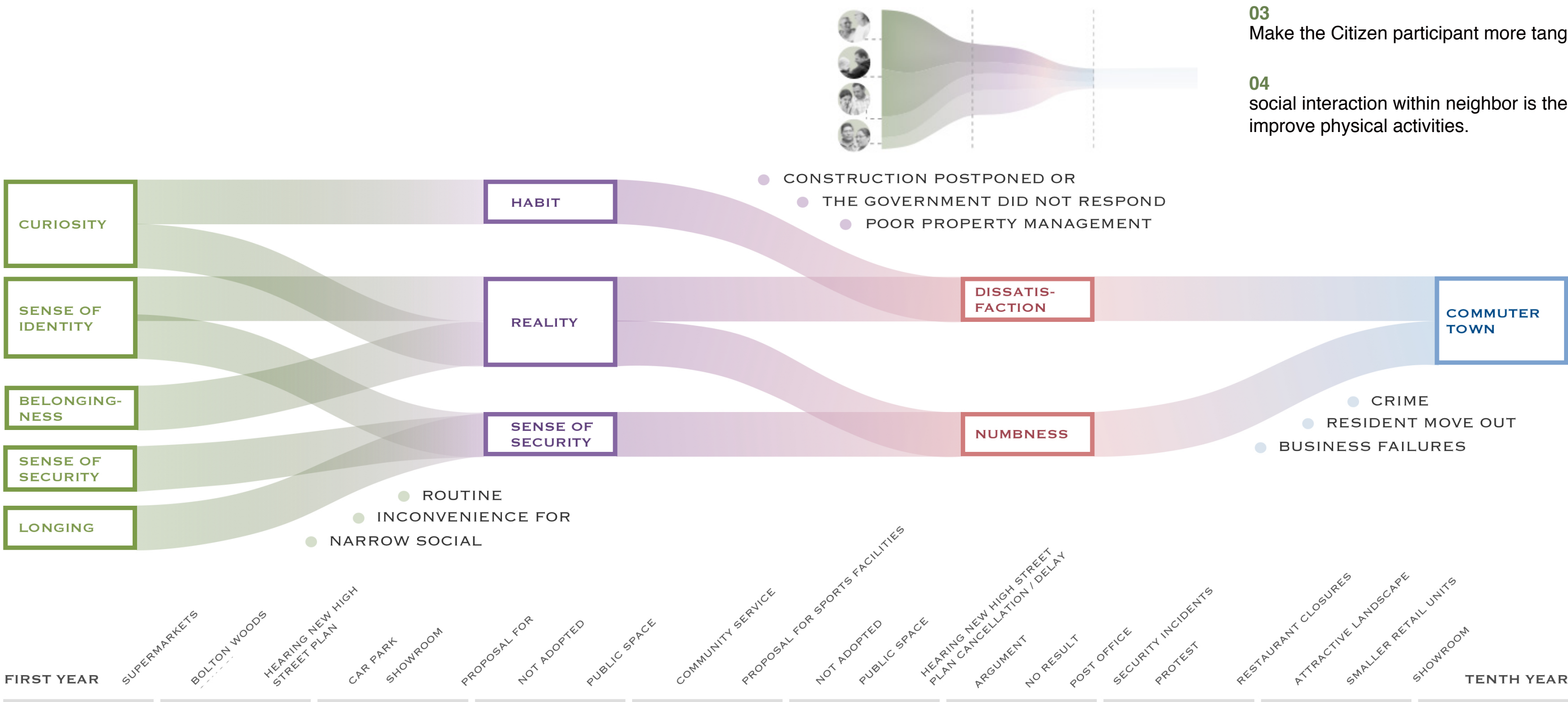


Mike and Lily is considering to buy house. they care about the cultural and people’s relationship in this area

# How might we enhance physical activities through encouraging social interaction and providing new opportunities to connect and collaborate within residents.

putting their emotion changes into a 10 years lifecycle. we can see their engagement goes down and that community will be an commuter town.  
Back to project brief and research finding, the insights are narrowed down to 4 points:

- 01 Active resident should be empowered to Drive the community system and take the leadership .
- 02 Turn trigger more incentive and Lower the threshold helps people take action.
- 03 Make the Citizen participant more tangible.
- 04 social interaction within neighbor is the key to improve physical activities.





**ShareVillage could provide with a hybrid forms of community engagement and new opportunities to connect and collaborate within residents, while supporting the community to become more active and healthy.**

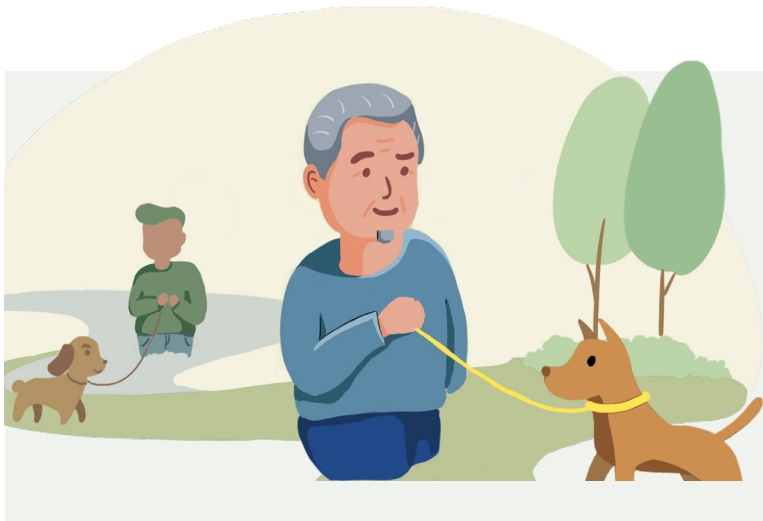
Storyboard



**01**  
Jacob agreed to hang a plate of share village in his yard to show support. Every time his friends and neighbors saw the plate, they would be curious and asked him the details. So that more people get to know this platform.



**02**  
Oneday, Jacob saw a dog walking event on sharevillage. He joined the event had a fantastic dog party on the green space,



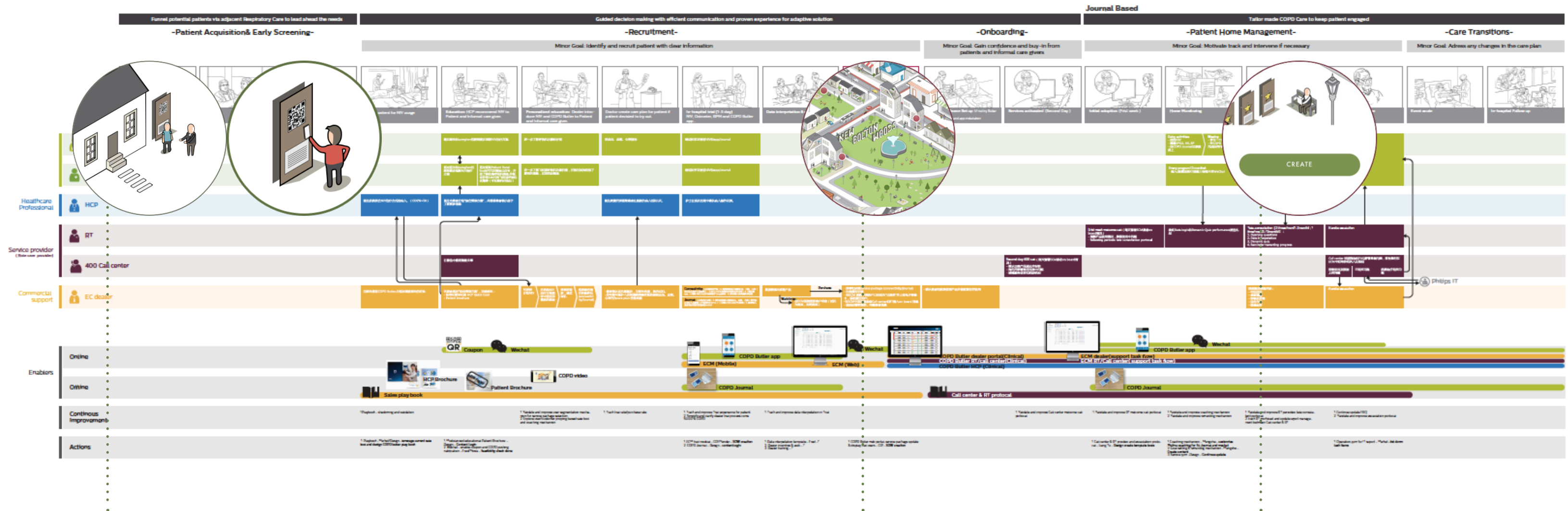
**03**  
He met o lot of dog lovers and had a chat with one of the members, Tom. Tom invited Jacob to joined the Sunday Run event on share village. Jacob became an active member since then.



**04**  
By using the share village, more and more events are taking place in this area, the whole community become more active than before.



# How backstage can support and enhance the user experience to avoid drop off.



## How to make resident smoothly on boarding?

The first one is how to on boarding and improve Conversions Rates. A f2f promotion system will be launched base on two psychological theories and local field research.

At first, staff will visit residents and persuade them to sign up for the general sharing events. At the second visiting, resident will agree to hang a certificate plate outside the door to show they are in this platform.

## How to keep people stay in the service?

Real time activity process visualization and data content management are used in this platform. people can know what's going on now, and join the activity at once. Personalized classification make people more focus on and avoid muting notification.

## How to Incentive Internal-management?

To enhance Users Retention and avoid Users Churn, we Introduce the concept of honor system that resident can notice their community credit and engagement degree. Those active users can keep being encouraged and empowered.

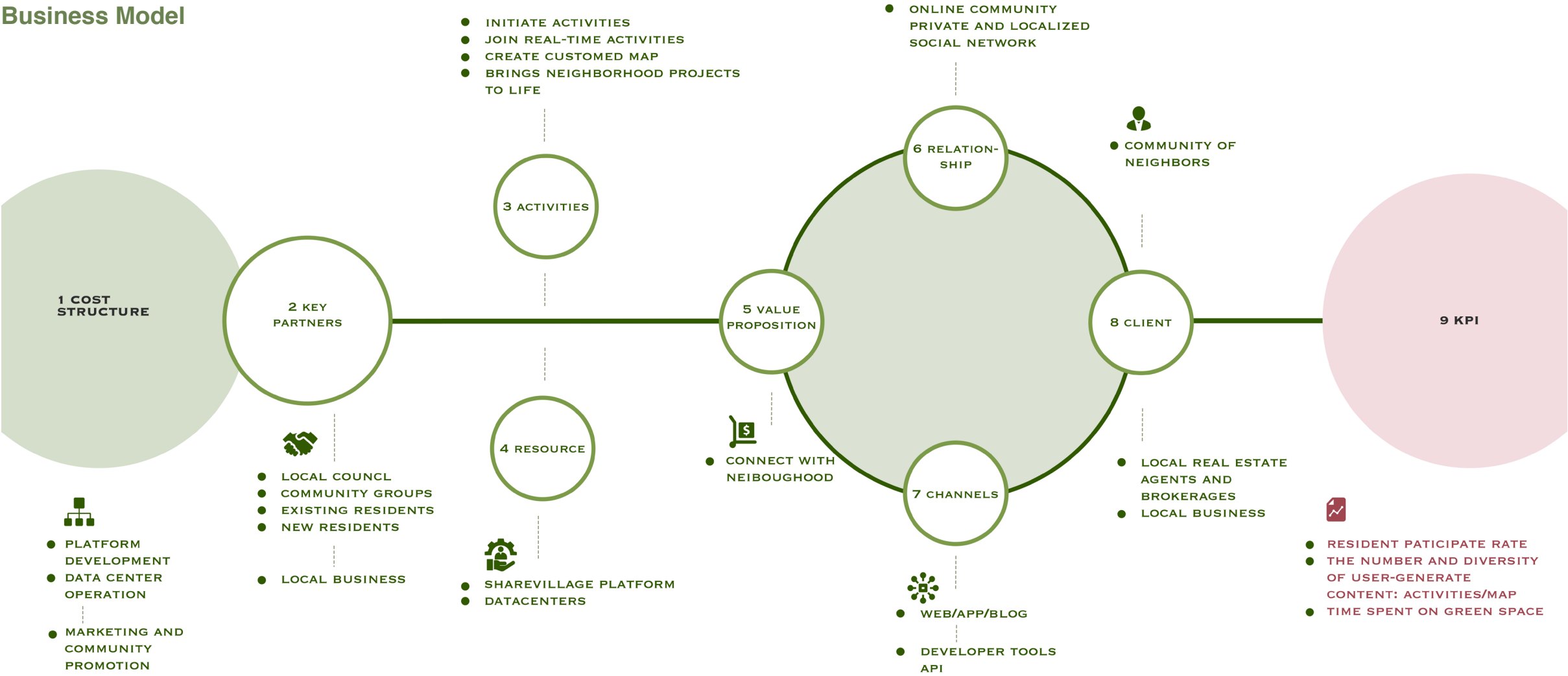


# Interface: Pack and Website



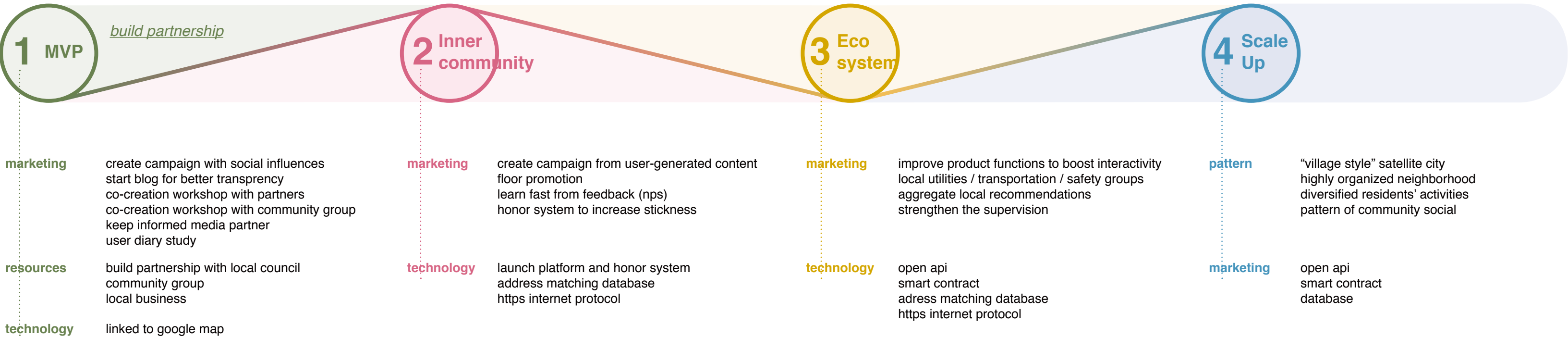


Business Model



The KPI or the contribution of our service is the resident participate rate; the number and diversity of user-generate activities and maps and the time spent on green space. In this kind of B2G2C: business to government to customers, we are trying to figure out a suitable model for social entrepreneurship.

Road Map





# Design the design process and toolkits in social innovation

During the design process, we hold four workshops to co-create and prototype the concept and content. Different methodologies are used to engage and empower participants.

We hold a Designathon ( Design hackthon) in internal team for design sprint. For details, please visit [https://www.linkedin.com/feed/update/](https://www.linkedin.com/feed/update/activity:6508783370917474304/)  
[activity:6508783370917474304/](https://www.linkedin.com/feed/update/activity:6508783370917474304/)

**01**  
**Discovery**  
Get a deep understanding of stakeholders, challenge and redefine the project brief. discover the edge possibility.

**02**  
**Definition**  
Synthesis anylsis tools through insights and opportunities. Make sure we design the right thing.

**03**  
**Develop**  
Ideation through co-creation design sprint with stakeholders. design things right

**04**  
**Deliver**  
Looping with service develop prototype and user test feedback, we provide clients with tangible service implementation.

