
MUO-E3052

Designing for Services

Lecture, 6.9.2022-18.10.2022

Final presentation

Team 5

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Our Team



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Tuike Rantanen



Nikolas Kristovič

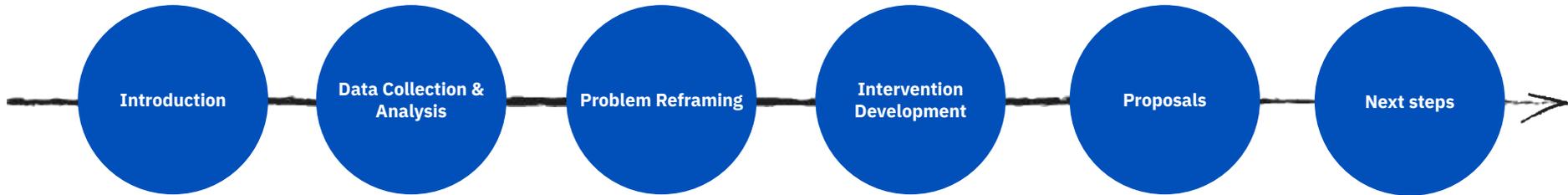


Fengfan Yang



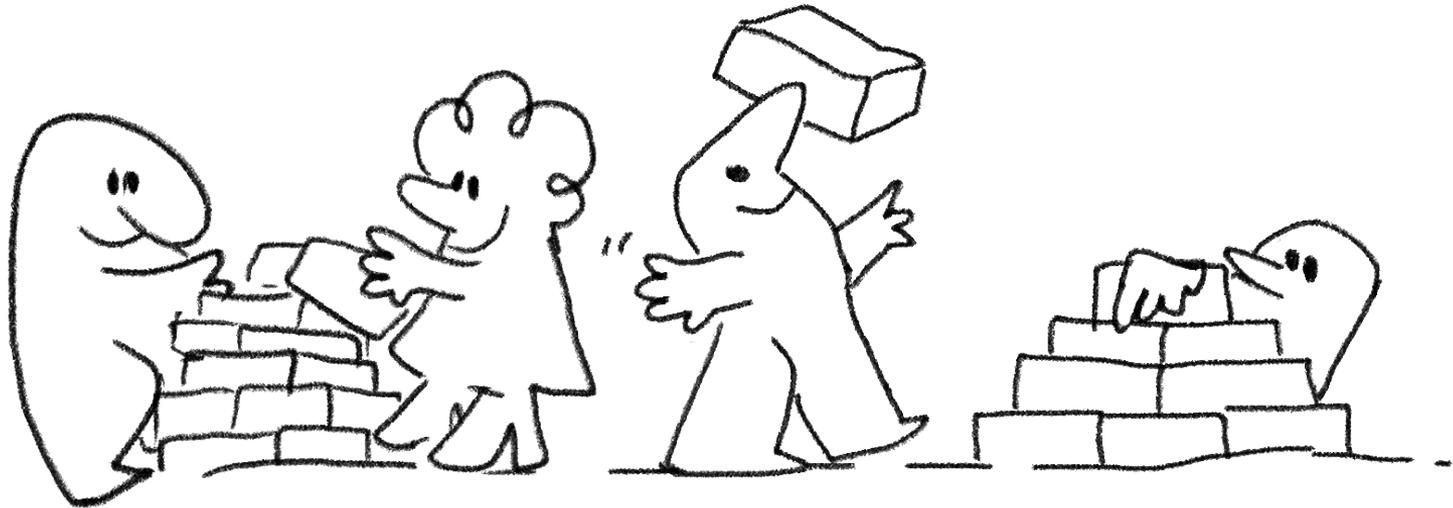
Inka Mattila

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Brief

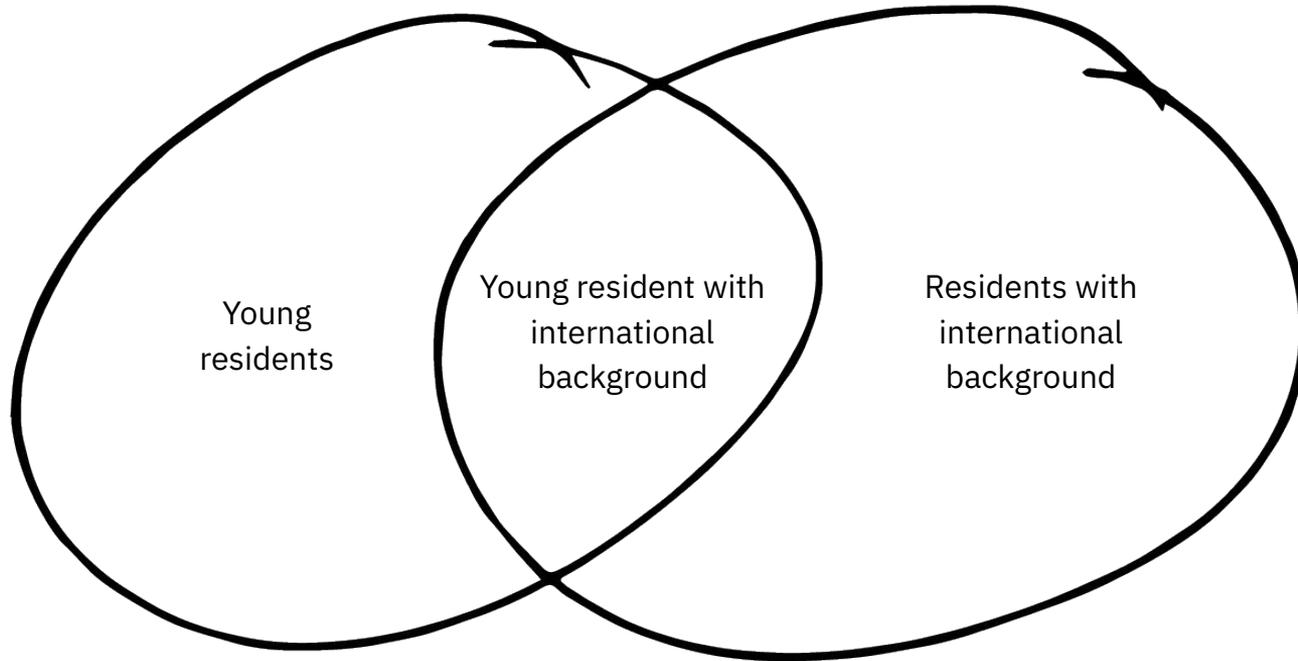
How to reach and involve young and international residents in city development?



Understanding

Resident participation

Customer Segmentation



Data Collection Methods

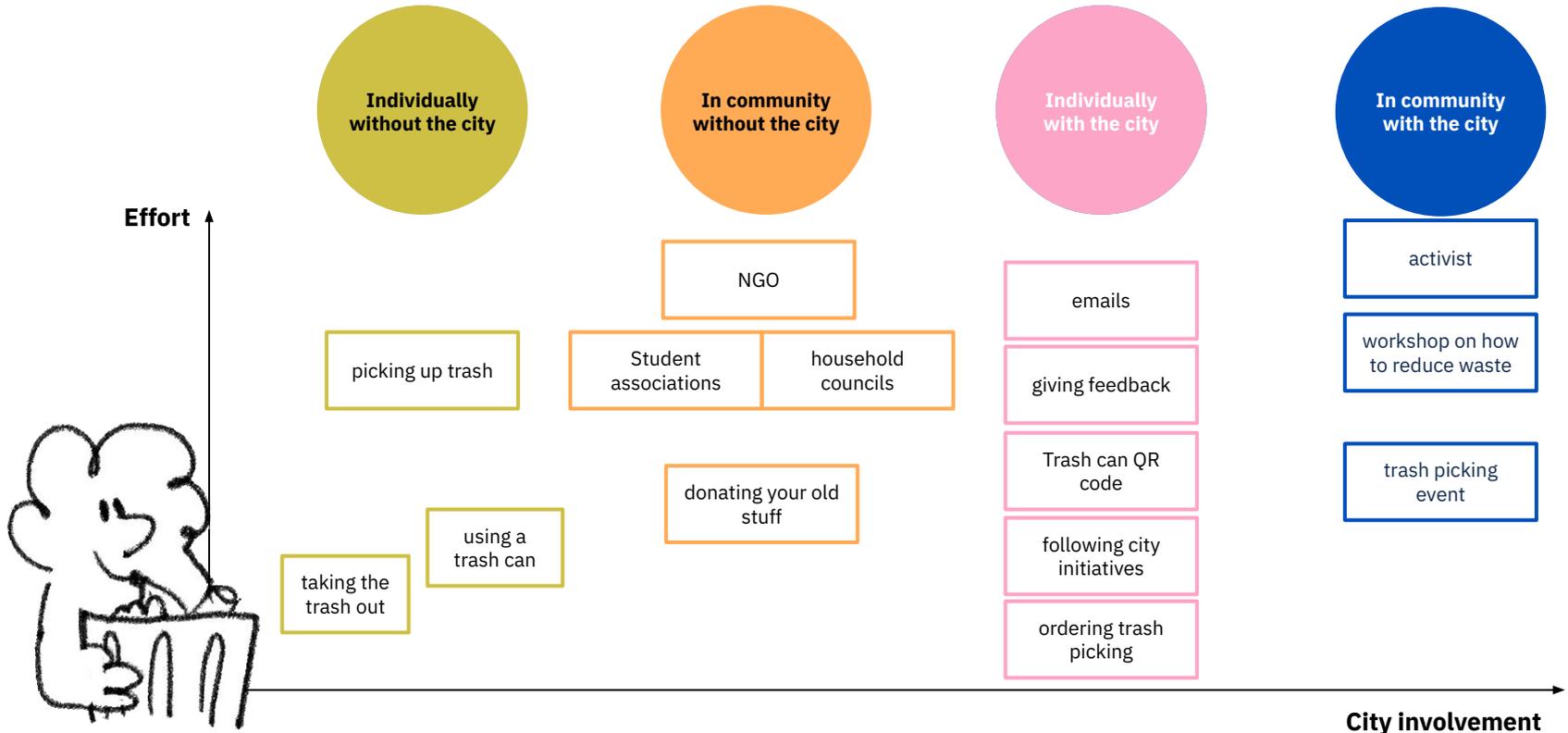
**Interviews with
Espoo**

Desktop Research

**Onsite research
(Espoo Town Hall
workshop)**

**Resident
Interviews**

Framing participation ladder



Understanding participation



Gains & Pains

“We have busy lives, so **information must come to us.**”

“I don’t participate if **I’m not interested in the topic.**”

“**Making people feel a part of the city** is our primary goal, data is secondary.”

“I don’t have sense of belonging, **I don’t even know what Espoo is.**”

“If it’s not directly promoted to you, **you don’t feel like it’s meant for you.**”

“It’s hard to follow what city it does, because **many things aren’t in English.**”

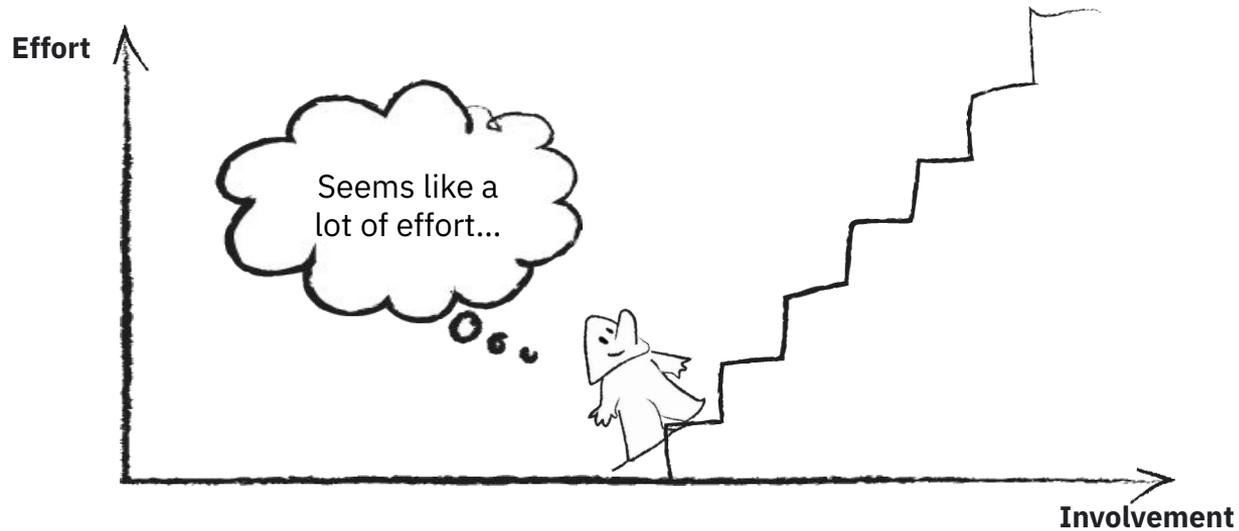
“I’m not sure **what I can contribute.**”

“I need to **see I changed something.**”

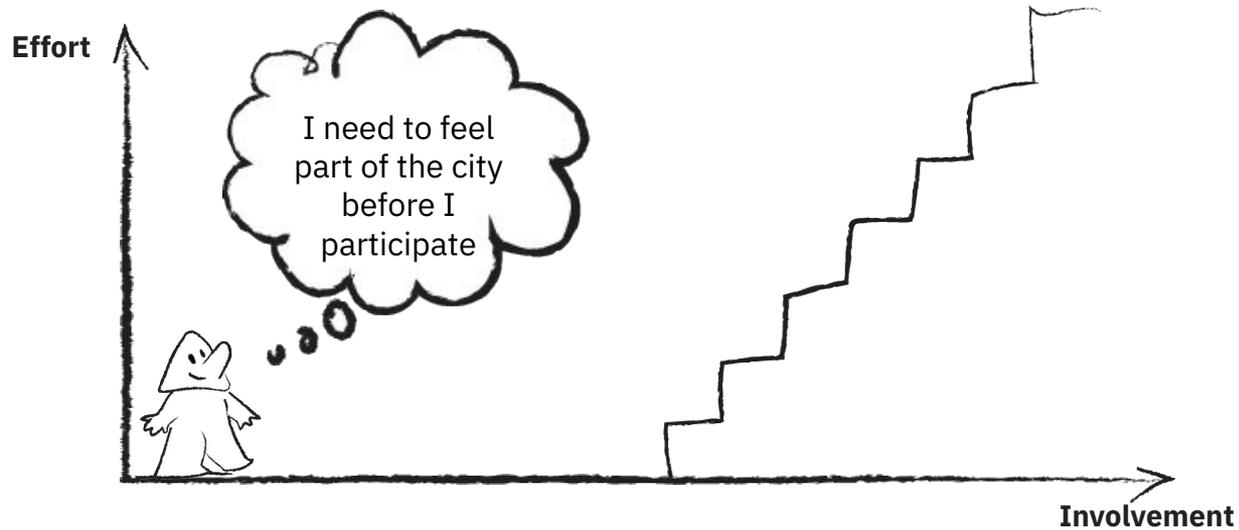
“Workshops take **a lot of time and mental energy.**”



Understanding participation



Understanding participation



Understanding

Sense of Belonging

Reframing

"I don't participate if I'm not interested in the topic."

"You have max 2 weeks to get someone in the community, after they just got into their bubbles."

"I need to see that my feedback changed something."

"We have busy lives, so information must come to us."

"You need to understand the topic in order to participate."

"Annoyance is the main driver."

"To create sense of belonging, the first couple of months are crucial!"

"I don't have sense of belonging, I don't even know what Espoo is."

"You don't feel like it's meant for you."

"I don't know what city it does, because many things aren't in English"

"You need strong motivation in our club to work with the city, they should come to us."

"If there's 5 clicks here and there, I would for sure participate."

"I'm not sure what I can contribute."

"Workshops take a lot of time and mental energy."

Reframing

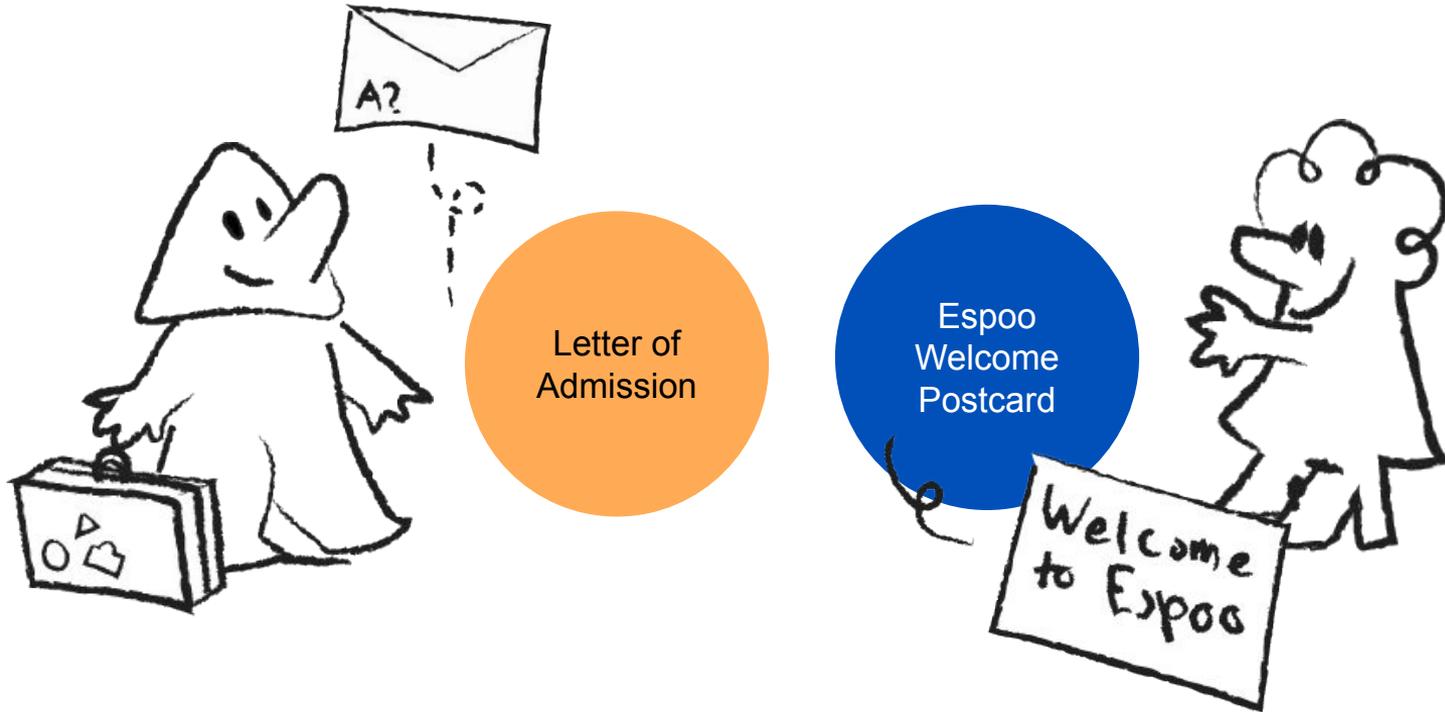
How can you have a sense of belonging to something you know nothing about?



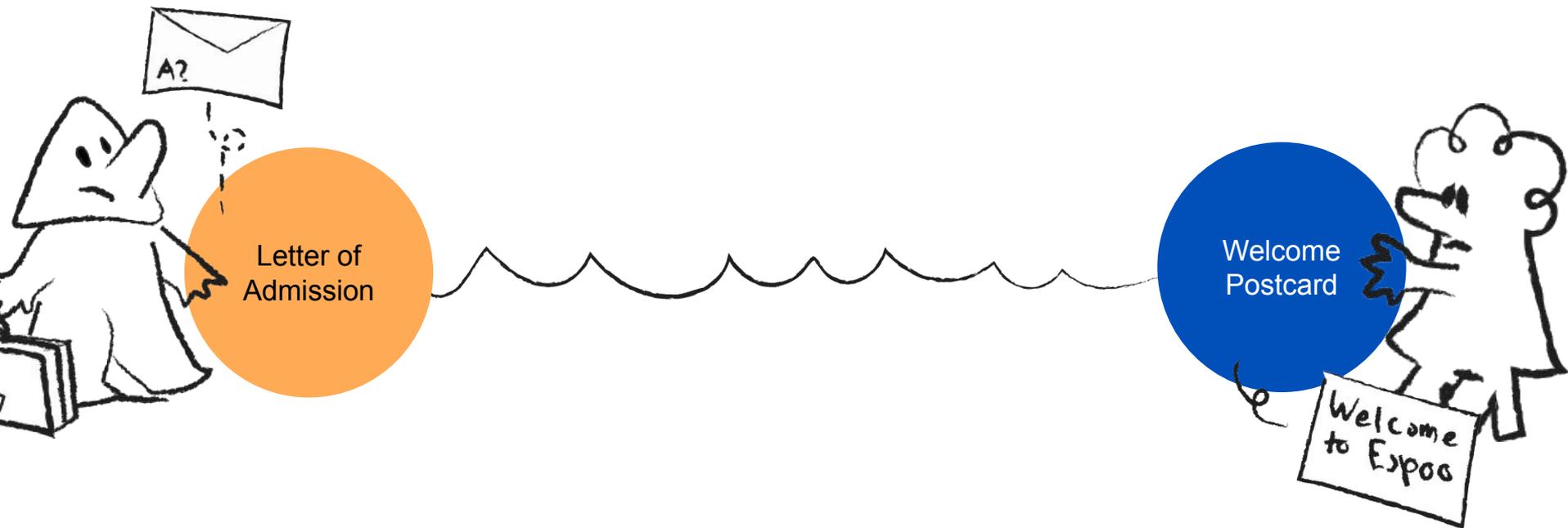
Understanding
Onboarding



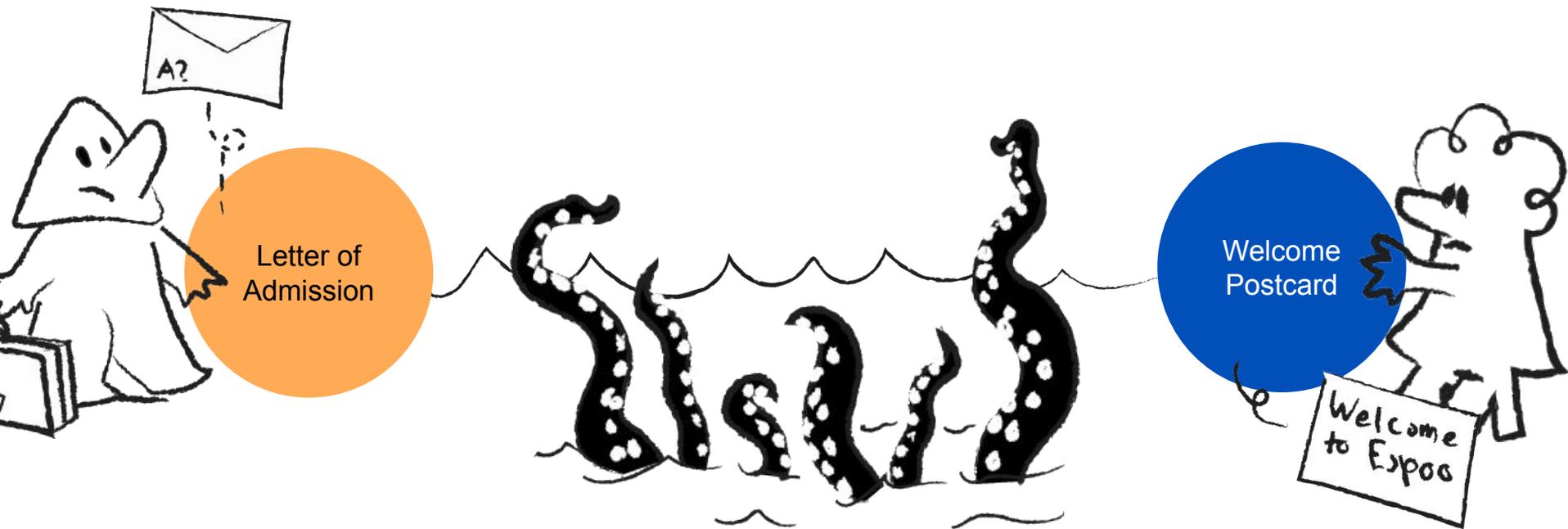
Case: Aalto International Student



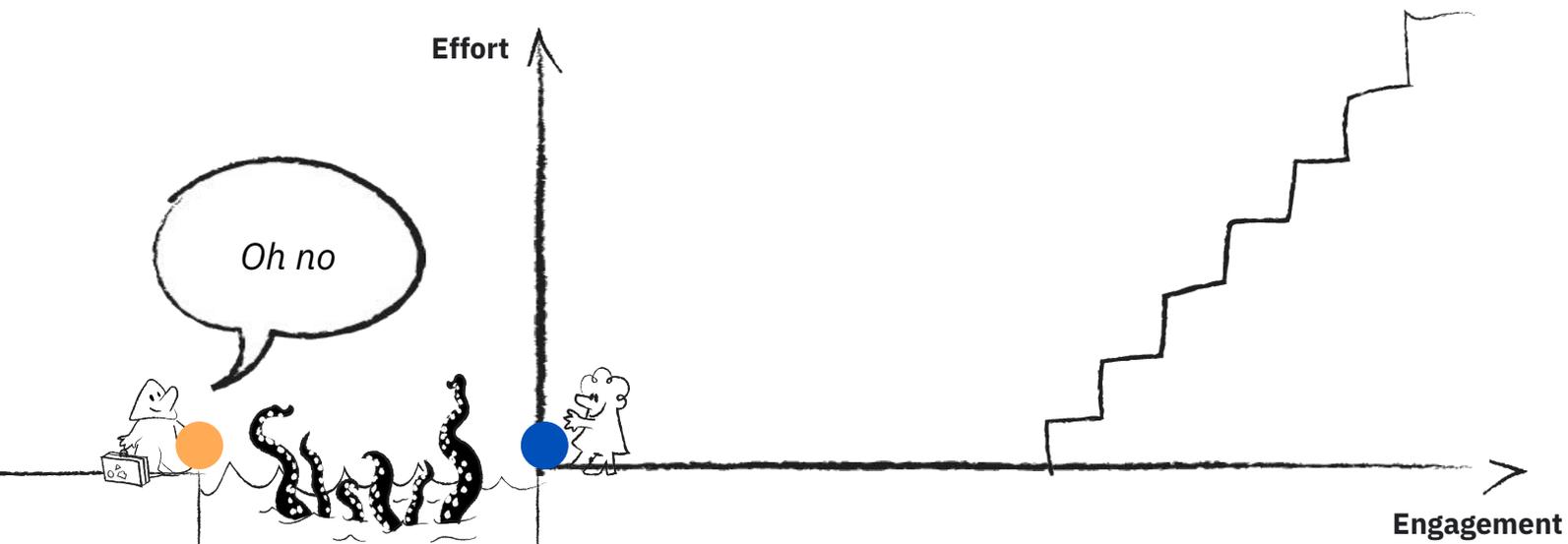
Onboarding journey



Onboarding journey



Onboarding journey



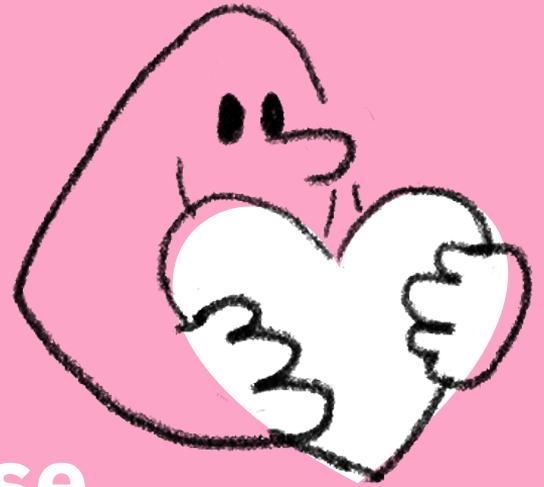
Onboarding journey map workshop



Onboarding journey map

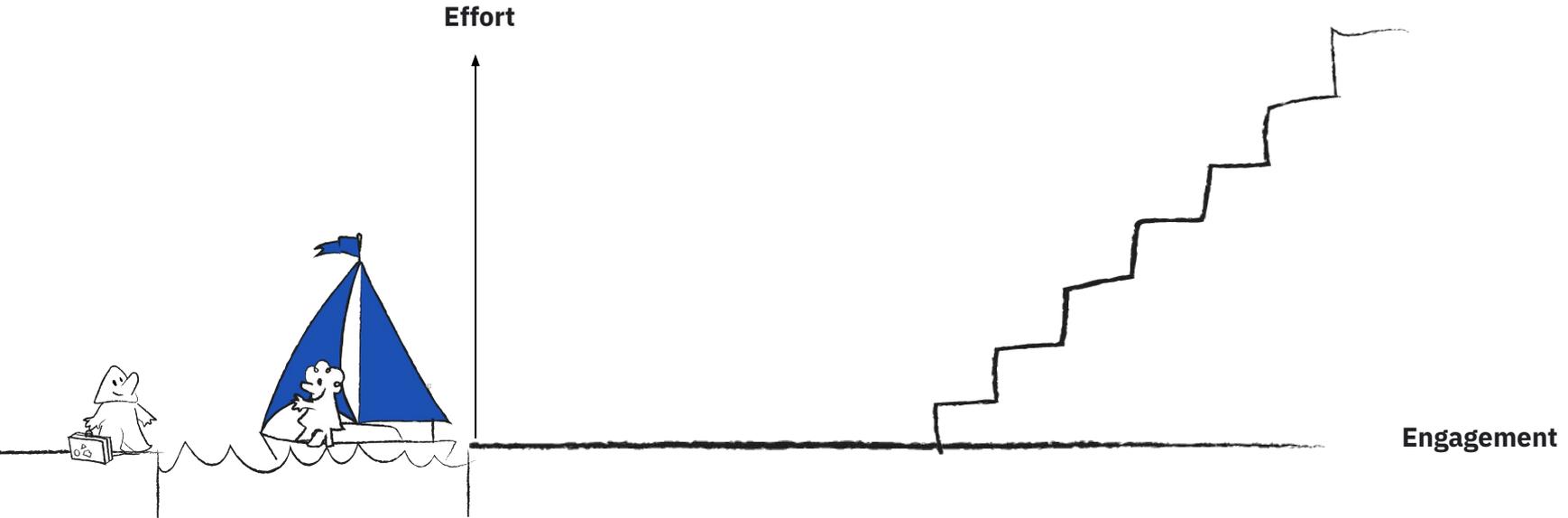


What can Espoo do?



Opportunities To Build base For Sense of Belonging and Integrate Participation

Opportunity to build a sense of belonging



Opportunity to build a sense of belonging



Opportunities for build sense of belonging and participation

How?

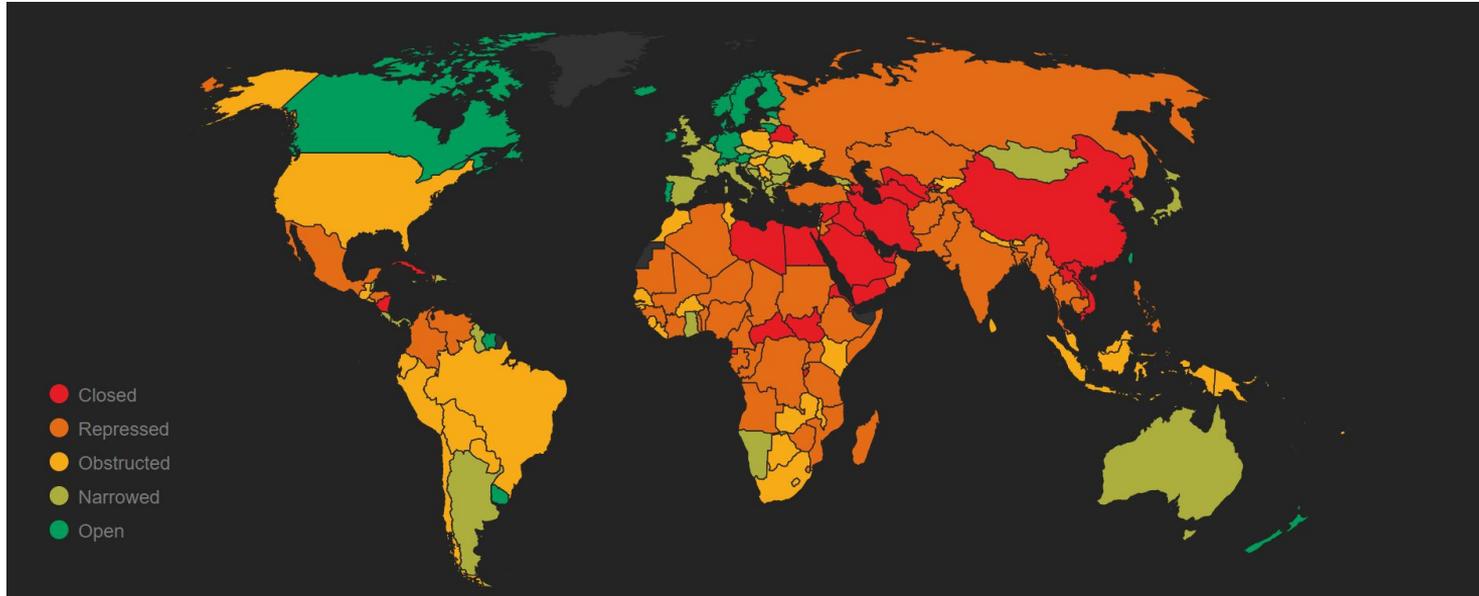


**Introduction
to Espoo**



**Introduction to
Participation**

From global perspective, participation is privilege.



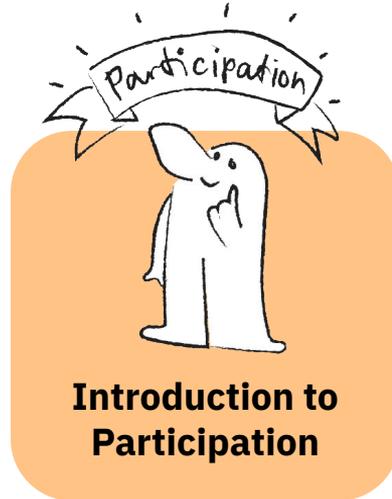
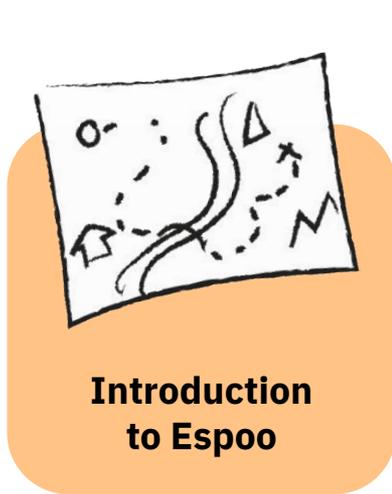
Source: CIVICUS Monitor (2022) National Civic Space Ratings: 39 rated as Open, 41 rating as Narrowed, 42 rated as Obstructed, 50 rated as Repressed & 25 rated as Closed. Available at: www.monitor.civicus.org (Accessed: 2022-10-06).

*“Didn't really participate before coming to Finland.
My home country has different demographic system”*



Opportunities for build sense of belonging and participation

How?



Opportunities for build sense of belonging and participation

What? *Few examples*



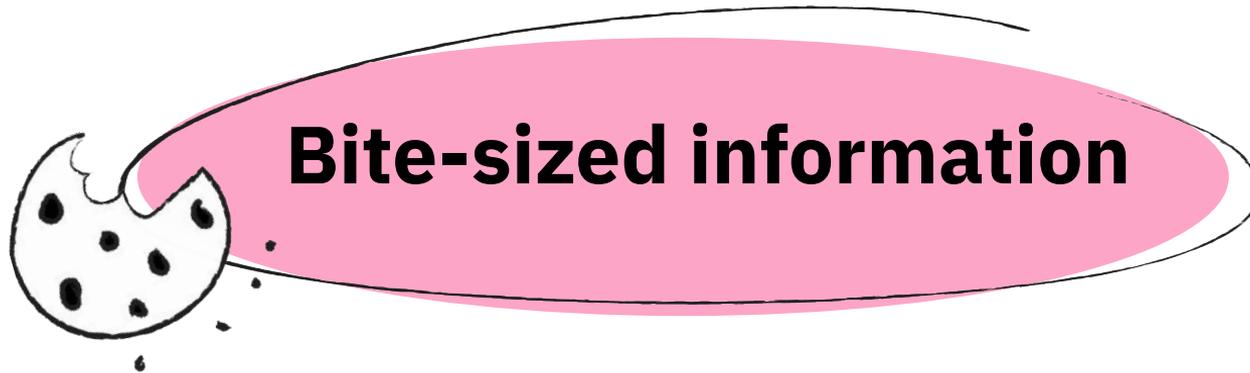
(Espoo pop up for OtaOrientiring, merch, Collaboration with students associations)



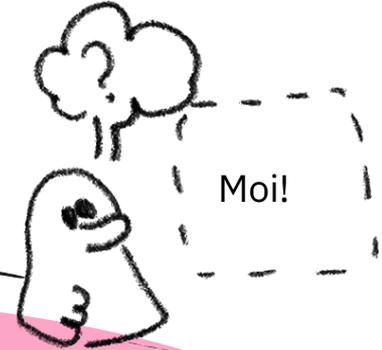
Service Concept For Development Team:

Design Principles

Design principle 1

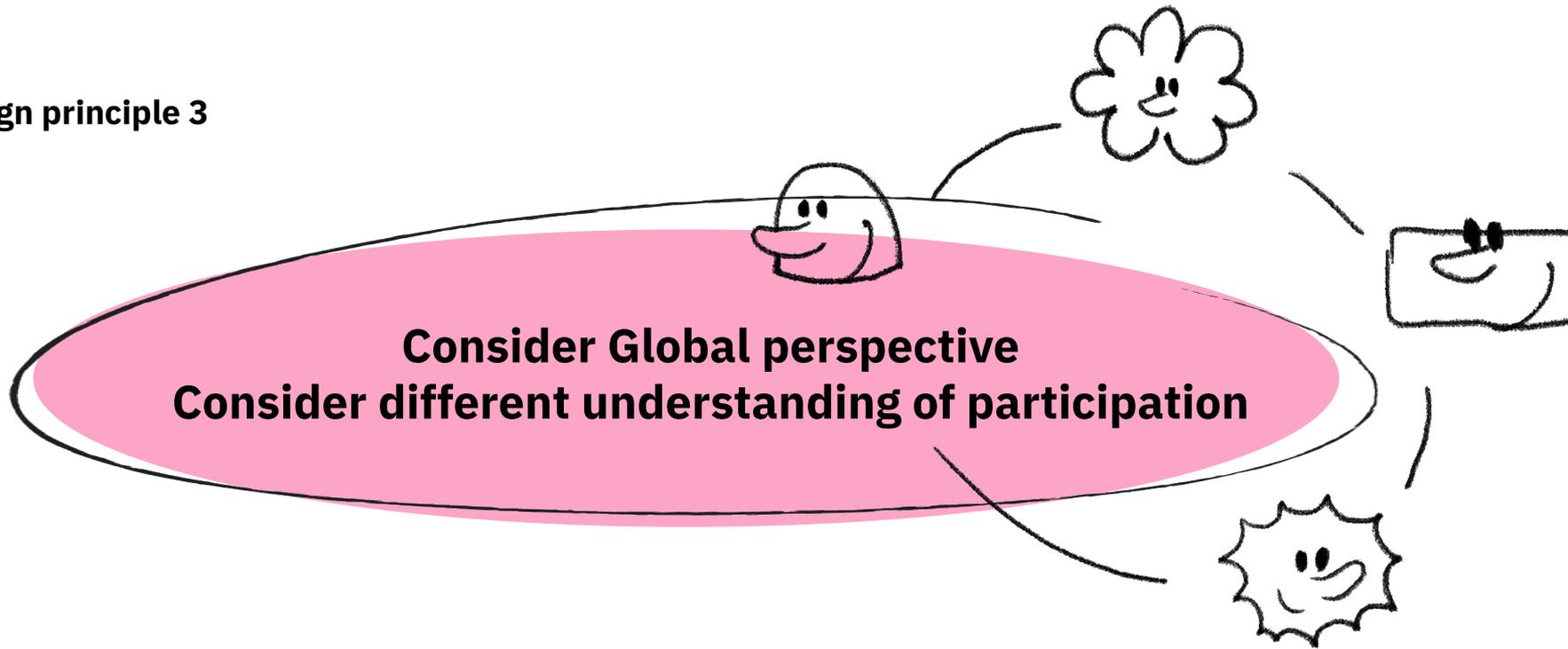


Design principle 2



Language is an important factor

Design principle 3



Design principle 4

**Invest time to understand
your collaborator**

- The organizational structure
- Find the right contact



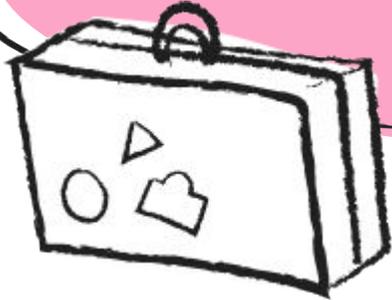
Design principle 5

**Connect with
communities and build
collaboration**



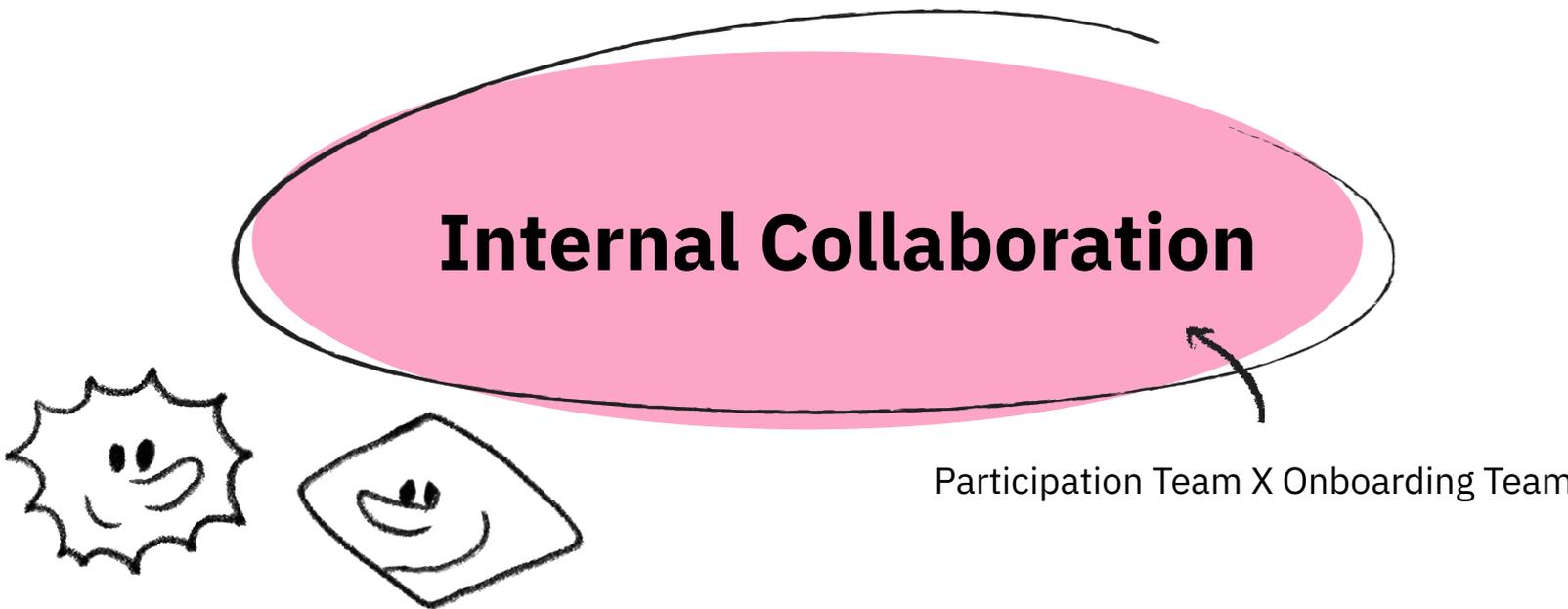
Design principle 6

**Be there for them already in
the very beginning.**



Support and be the helping hand
through the struggles

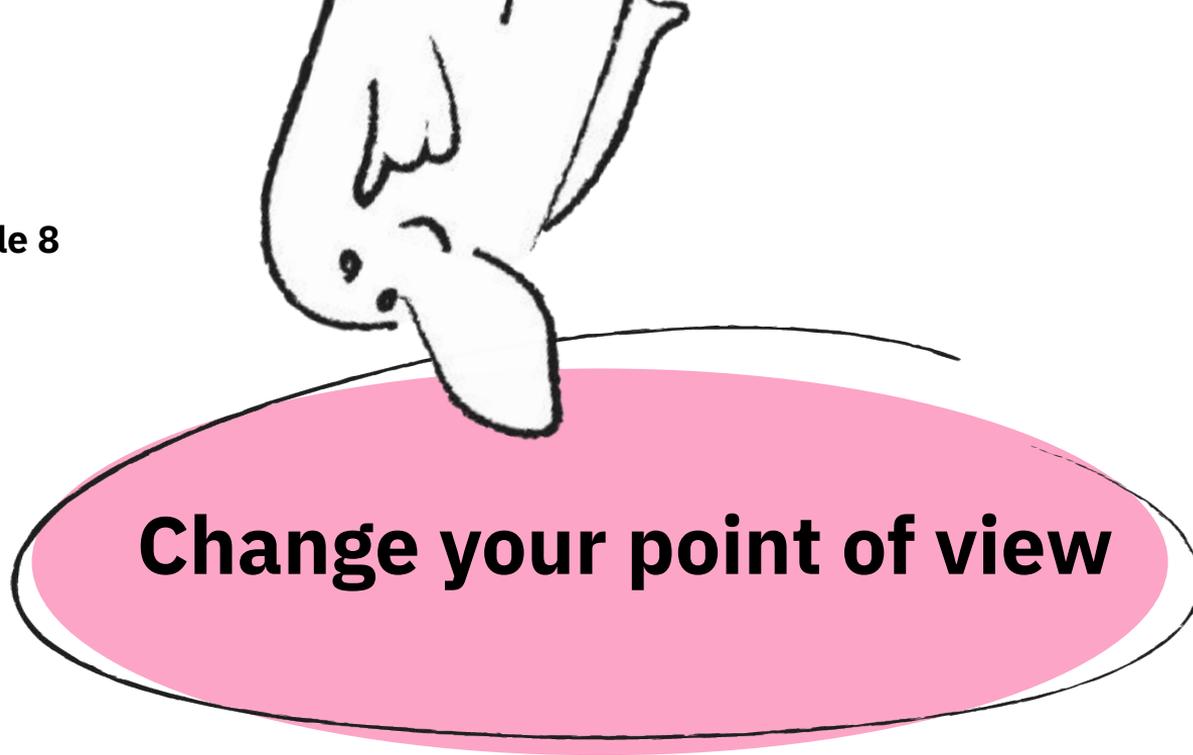
Design principle 7



Internal Collaboration

Participation Team X Onboarding Team

Design principle 8



Thank you!

