

DataBusiness Challenge 20.1.2017

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Sami Paju

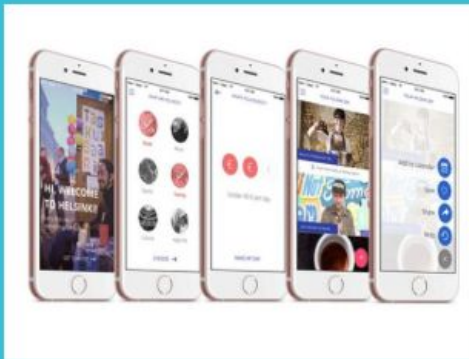
Helsinki + Digitalisaatio = Ihmisen muotoinen kaupunki



TEEMA

Tilat avoimiksi

Helsinki etsii käytännön digitaalisia ratkaisuja tilojensa joustavampaan käyttöön. Kaupunki omistaa paljon mielenkiintoisia tiloja, mutta niiden käyttö vaihtelee. Miten tyhjä tila avattaisiin kaupunkilaisille?



SOVELLUS

Helsinki-sovellus

Helsinki-sovellus voi olla sinulle räätälöity täydellinen päivä Helsingissä; Helsinki-vahti, joka lähettää heti tiedon kiinnostavista tapahtumista sekä palvelu, joka yhdistää Helsinkiin tutustuvat turistit ja innokkaat paikallisoppaat.



OPAS

Digipalveluiden kehittämisoapas

Helsingin digipalveluiden kehittämisoapas auttaa sekä digitaalisten palvelujen yleisessä kehittämisessä että kokellujen toteuttamisessa.

1

Lähde tarpeesta

Tunnista käyttäjät ja heidän erilaiset tarpeensa. Puhu käyttäjien kanssa ja asetu heidän rooliinsa. Arvioi myös erikseen, mitä käyttäjän perimmäisiä tarpeita palvelun on tarkoitus täyttää.





Ideas & Services

How your services value proposition is built around customer needs. What services do you offer that help your customer get either a better job done, or help him/her satisfy basic needs? What ideas and services help your customer perform the roles of:

- ... ideas that help customers compare offers, try a product or services, ...
- ... ideas that help customers co-design, contribute value to the solution, ...
- ... ideas that help customers dispose of products, or re-use, ...

How they may either be tangible (e.g. manufactured goods, face-to-face), or digital/virtual (e.g. downloads, online recommendations, services), or financial (e.g. investment funds, services) according to their importance to your customer. How do they contribute to your customer?

Do they...

Create savings that make your customer happy?

(e.g. in terms of time, money and effort, ...)

Produce outcomes your customer expects or that go beyond their expectations?

(e.g. better quality level, more of something, less of something, ...)

Copy or outperform current solutions that delight your customer?

(e.g. regarding specific features, performance, quality, ...)

Make your customer's job or life easier?

(e.g. flatter learning curve, usability, accessibility, more services, lower cost of ownership, ...)

Create positive social consequences that your customer desires?

(e.g. makes them look good, produces an increase in power, status, ...)



Gain Creators

Describe how your products and services create customer gains. How do they create benefits your customer expects, desires or would be surprised by, including functional utility, social gains, positive emotions, and cost savings?



Pain Relievers

Describe how your products and services alleviate customer pains. How do they eliminate or reduce negative emotions, undesired costs and situations, and risks your customer experiences or could experience before, during, and after getting the job done?

Do they...

Produce savings?

(e.g. in terms of time, money, or efforts, ...)

Make your customers feel better?

(e.g. kills frustrations, annoyances, things that give them a headache, ...)

Fix underperforming solutions?

(e.g. new features, better performance, better quality, ...)

Put an end to difficulties and challenges your customer encounter?

(e.g. make things easier, helping them get done, eliminate resistance, ...)

Wipe out negative social consequences your customer encounter or fear?

(e.g. loss of face, power, trust, or status, ...)

Eliminate risks your customers fear?

(e.g. financial, social, technical risks, or what could go awfully wrong, ...)

Help your customers better sleep at night?

(e.g. by helping with big issues, diminishing concerns, or eliminating worries, ...)

Limit or eradicate common mistakes customers make?

(e.g. usage mistakes, ...)

Get rid of barriers that are keeping your customer from adopting solutions?

(e.g. lower or no upfront investment costs, flatter learning curve, less resistance to change, ...)

Rank each pain your products and services kill according to their intensity for your customer. Is it very intense or very light?

For each pain indicate how often it occurs. Risks your customer experiences or could experience before, during, and after getting the job done?

Gains



Describe the benefits your customer expects, desires or would be surprised by. This includes functional utility, social gains, positive emotions, and cost savings.

Pains



Describe negative emotions, undesired costs and situations, and risks that your customer experiences or could experience before, during, and after getting the job done.

Which savings would make your customer happy?

(e.g. in terms of time, money and effort, ...)

What outcomes does your customer expect and what would go beyond his/her expectations?

(e.g. quality level, more of something, less of something, ...)

How do current solutions delight your customer?

(e.g. specific features, performance, quality, ...)

What would make your customer's job or life easier?

(e.g. flatter learning curve, more services, lower cost of ownership, ...)

What positive social consequences does your customer desire?

(e.g. makes them look good, increase in power, status, ...)

What are customers looking for?

(e.g. good design, guarantees, specific or more features, ...)

What do customers dream about?

(e.g. big achievements, big reliefs, ...)

How does your customer measure success and failure?

(e.g. performance, cost, ...)

What would increase the likelihood of adopting a solution?

(e.g. lower cost, less investments, lower risk, better quality, performance, design, ...)

What does your customer find too costly?

(e.g. takes a lot of time, costs too much money, requires substantial efforts, ...)

What makes your customer feel bad?

(e.g. frustrations, annoyances, things that give them a headache, ...)

How are current solutions underperforming for your customer?

(e.g. lack of features, performance, malfunctioning, ...)

What are the main difficulties and challenges your customer encounters?

(e.g. understanding how things work, difficulties getting things done, resistance, ...)

What negative social consequences does your customer encounter or fear?

(e.g. loss of face, power, trust, or status, ...)

What risks does your customer fear?

(e.g. financial, social, technical risks, or what could go awfully wrong, ...)

What's keeping your customer awake at night?

(e.g. big issues, concerns, worries, ...)

What common mistakes does your customer make?

(e.g. usage mistakes, ...)

What barriers are keeping your customer from adopting solutions?

(e.g. upfront investment costs, learning curve, resistance to change, ...)

Rank each gain according to its relevance to your customer. Is it substantial or is it insignificant? For each gain indicate how often it occurs.

Customer Job(s)

Describe what a specific customer segment is trying to get done. They are trying to perform and complete, the problems they are trying to solve, the needs they are trying to satisfy.

What functional jobs are you helping your customer perform?

(e.g. perform or complete a specific task, solve a specific problem, ...)

What social jobs are you helping your customer perform?

(e.g. trying to look good, gain power or status, ...)

What emotional jobs are you helping your customer perform?

(e.g. esthetics, feel good, security, ...)

What basic needs are you helping your customer perform?

(e.g. communication, sex, ...)

Besides trying to get a core job done, your customer performs other roles. Describe the jobs your customer is trying to get done.

Buyer (e.g. trying to look good, gain power or status, ...)

Co-creator (e.g. good, security, ...)

Transferer (e.g. products and services that help customer transfer to others, or re-use, ...)

Rank each job according to its significance to your customer. Is it crucial or is it trivial? For each job indicate how often it occurs.

Outline in which specific context is done, because that may be a constraint or limitation

(e.g. while driving, outside, ...)

Rank each pain according to the intensity it represents for your customer. Is it very intense or is it very light? For each pain indicate how often it occurs.

2

Tee vähemmän

Jos jokin on ratkaistu, älä keksi sitä uudelleen. Tämä vähentää työtä, nopeuttaa kehittämistä ja tuottaa parempia palveluita. Tekemällä vähemmän saamme enemmän aikaan.

Kun tuotamme teknisiä ratkaisuja, käytämme niitä myös itse. Samalla luomme pohjaa ja mahdollisuuksia, joiden päälle myös muut voivat rakentaa.

3

Perusta tietoon

Perusta palveluiden kehittäminen tietoon ja havainnointiin. Seuraa palveluiden käyttöä ja jatka niiden kehittämistä käyttäjälähtöisesti silloinkin, kun palvelu on jo käytössä.

Käytä palveluissa analytiikkatyökaluja. Näin voit tehdä perusteltuja muutoksia, kun palvelutarpeet muuttuvat.

“We would spend all day building and testing the application, and we’d know every piece of text, every button click and every valid combination for every form input - **it would all seem so easy and obvious to us. We would then watch users on the brink of giving up because it was so complicated for them.**”

– Nick Tune, *Agile in the UK Government - An Insider Reveals All*

4

Löydä keskeinen

Löydä keskeinen ongelma, joka kannattaa ratkaista. Älä tyydy vastaukseen “näin tämä on ennenkin tehty”.

Tee töitä sen eteen, ettei käyttäjän tarvitse tehdä töitä. Palvelut ovat usein monimutkaisia kokonaisuuksia, mutta käyttäjälle niiden tulisi olla mahdollisimman selkeitä ja ymmärrettäviä.



5

Muokkaa ja toista

Aloita pienestä ja kokeile useita vaihtoehtoja. Julkaise ensimmäinen versio varhain, ja kuuntele käyttäjiä koko matkan kohti tuotantoversiota ja sen jälkeenkin. Toimivatko palvelupolut? Onko viestintä ymmärrettävää? Poista tarpeetonta ja korosta vahvuuksia.

Iterointi vähentää riskejä. Se tekee isoista virheistä harvinaisia ja kääntää pienemmät hyviksi opeiksi. Jos kokonaisuus ei toimi, älä pelkää aloittaa uudestaan.



Rakenna kaikille

Palveluista tulee tehdä niin saavutettavia, selkeitä ja ymmärrettäviä kuin mahdollista.

Huomioi, missä yhteyksissä palvelua käytetään. Teemme palveluja kaikille, emme vain niille, jotka ovat tottuneet käyttämään uusinta tekniikkaa. Huomioidaan tämä heti alussa.

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Remove Background, Corrections, Color, Artistic Effects, Compress Pictures, Change Picture, Reset Picture, Picture Styles, Picture Border, Picture Effects, Picture Layout, Position, Wrap Text, Selection Pane, Rotate, Bring Forward, Send Backward, Align, Group, Crop, Height: 4.13", Width: 6.49"

Library

- All
- Last 7 Days
- Trash

Introduction

- First Steps
- Markdown XL**
- Finer Details
- Shortcuts and Other Tips

iCloud

- Inbox
- 6Aika
- Filosofian Akatemia
- Itseohjautuvuus
- Meeting Playbook
- Organisaatiodesign
- Organisaatiodesign - publ...
- Samipaju.com
- Samipaju.com - published

Markdown XL

- A Super-Quick Markup Primer**
As discussed in "First Steps", Ulysses uses special characters around text passages to let you define the meaning...
- Do You Speak Markdown XL?**
If not, don't worry – it is dead-easy to learn. Markdown XL consists of 25 definitions, and it will only take you little...
- The Writing Phase**
To mark up a heading, start a line with one or more hashes. The number of hashes corresponds to the heading's hierarchica...
- The Editing Phase**
The next part of the markup is helpful for editing purposes: It lets you highlight text, as you would with a classic highlighter, o...
- Text Objects**
Headings, emphasis and comments may be all that's needed for general prose, but some texts require images or footnotes,...
- The Geek's Corner**
Finally, there's markup to either add sample code or raw source code. The former is indispensable for writing techni...

To mark up a **heading**, start a line with one or more hashes. The number of hashes corresponds to the heading's hierarchical level. That is, type `##` for a second level heading, `###` for a third level heading, and so on.

If you want to **emphasize** a word or phrase, or mark it up as **important**, you can do so with single underscores or double asterisks, respectively, or use the shortcuts `%B` and `%I`.

Ordered and **unordered lists** can be created by simply typing dashes or numbers at the beginning of a line. And they will automatically continue, if "Smart Lists" are enabled in the Edit menu (Edit > Substitutions):

- This is
- An example
- Of an unordered list

If you want to create **block quotes**, e.g. to provide a motto, or to highlight famous quotes from even more famous people, simply start a line with a `>` character:

> That's one small step for a man, one giant leap for mankind.

> (Neil Armstrong)

2

3

4

5

6

7

8

9

10



Luo palveluja

Palvelut ovat asioita, jotka auttavat ihmisiä tekemään jotakin. Iso osa niistä voidaan toteuttaa verkkosivuna, mutta tavoitteena ei ole tuottaa verkkosivuja vaan palveluja.

Digitaalisten palveluiden tulee ratkaista käyttäjien todellisia ongelmia. Usein tämä tarkoittaa myös vakiintuneiden toimintatapojen tarkastelua.

8

Opasta oikeassa paikassa

Kukaan ei halua lukea erillistä verkkopalvelun käyttöohjetta. Mieti, missä vaiheessa käyttäjä tarvitsee mitäkin tietoa ja opasta vaiheittain. Käytä selkeää kieltä. Toimiva palvelu huomioi myös käyttäjän tekemät valinnat ja profiilin, ja kohdistaa viestejä niiden perusteella.

← NYC → SFO SFO → NYC 3 Adults \$0.00

Who's flying?

Adults

3

+ -

Children (Age 2-14)

0

+ -

Lap Infants (Age 0-2)

0

+ -

Have special requests?

CONTINUE WITH 3 ADULTS

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Sun Mon Tue Wed Thu Fri Sat

June 2014

TODAY

06

07

08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July 2014

FOR THE TSA

KHOI VINH

DATE 10/14/2014	FLIGHT JFK - SFO VX25	BAGS NONE
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elevate

RED #

SEQ 1

BOARDING PASS

JFK → SFO

NEW YORK SAN FRANCISCO

TERMINAL T4	GATE A2	BOARDING 11:20 AM
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FLIGHT VX25	DEPART 11:55 AM	ARRIVE 3:25 PM
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GROUP	CABIN MAIN CABIN	SEAT ASSIGNED AT GATE
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FOLDING INSTRUCTIONS

STEP 1

STEP 2

STEP 3

FINISHED

9

Avaa kehittäminen

Ota käyttäjät mukaan palveluiden kehittämiseen. Avaa rajapinnat ja lähdekoodi, mutta myös keskustelu siitä, mihin suuntaan palvelua tulisi kehittää.

Yksinkertaisimmillaan tämä tarkoittaa sitä, että jokaisesta palvelusta voi vähintään antaa palautetta ja se huomioidaan kehittämisessä.

10

Jaa opit

Jaa tekeminen ja opit muiden kanssa. Jaa koodia, designia, ideoita ja pyrkimyksiä. Palvelut paranevat, kun tarkastelemme niitä yhdessä. Keskeistä on jatkuva oppiminen.

Merkittävä osa palveluistamme perustuu avoimeen koodiin ja verkon avoimeen kulttuuriin. Ollaan osa tätä ajattelua.

DRAFT

U.S. Web Design Standards

Open source UI components and visual style guide to create consistency and beautiful user experiences across U.S. federal government websites

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Download a zip file with code and assets

Draft U.S. Web Design Standards

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[Buttons](#)

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[Form controls](#)

[Form templates](#)

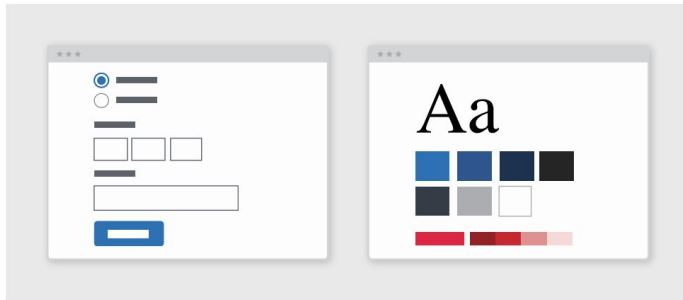
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UI components



Welcome to the Draft U.S. Web Design Standards! Here, you'll find open-source UI components and visual styles to create beautiful, consistent experiences across federal government websites.

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A standard template for collecting a person's full name

Name

Title

First name (*Required)

Middle name

Last name (*Required)

Suffix

Code

```
<form class="usa-form">
  <fieldset>
    <legend>Name</legend>
    <label for="title">Title</label>
    <input class="usa-input-tiny" id="title" name="title" type="text">
```



City of Helsinki

Helsinki <http://dev.hel.fi>

Repositories

People 3

Search repositories...

Type: All

Language: All

kerrokantasi-ui

Kerro kantasi participatory democracy UI

HTML 8 Updated 11 minutes ago



Top languages

- Python
- JavaScript
- CoffeeScript
- CSS
- HTML

linkedevents

Linked Events event database and API

Python 6 11 Updated 14 hours ago



People

3 >



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