OPEN CITIES

D3.3.11 Requirements for Crowdsourcing platform

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D3.3.11 Requirements for Crowdsourcing platform

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Revision History

Revision	Date	Author	Organisation	Description
V1.0	02/2011	Ruben Nieuwenhuis	dutch.com	First version of the document

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. INTRODUCTION

1.1   CONTENT & GOAL

This document consist the Global Functional Design (GFD) of the Crowdsourcing Platform. Per paragraph the building blocks are described. These building blocks are generic, and form the basis for localization and adaption by the cities. The upcoming period this GFD will be inquired among the cities and its representatives. As a consequent the GFD is always beta, because the project / WP has as deliverable to define, design, implement, evaluate, and finalize the Crowdsourcing Platform.

The Requirements document has the following content:

- Building blocks GDF
- Examples
- Theme's and categories
- Idea Platform
- Challenge Platform
- Homepage info
- Idea Manager application
- User interface

1.2   GENERIC INFORMATION

1.2.1 Generic Requirements

The Crowdsourcing Portal must cover three main services:

1. Idea Posting – Posting ideas, suggestions via unsolicit manner
2. Challenge Posting- An Crowdsourcing Challenge functionality to crowdsource specific questions, and problems.
3. Co-creation & Social Media Sharing - The functionality to share all content from the platform and to connect citizens to the crowdsourcing challenges.

The Origination of the GFD Crowdsourcing Platform is based on the following:

1. **Amsterdamopent.nl platform design**
2. **Expertise dutch.com, (various reference projects)**
3. **Inspiring examples (Dell, Starbucks, ea.)**
4. **Simplicity and usability as precondition.**

NB. The crowdsourcing question is more important than a wide variety of sideline functionalities.

The platform must be easy adaptable for localization.

1c preconditions (1) generic

Platform Do's

- **Localisation!**

- Crowdsourcing ideation
  - Technologies
  - Products
  - Services

- English language

- Social media compliant

- Single sign on

Platform Dont's

- **Standard, fixed**

- Full service wiki platform

- Complaint podium

- Multi-language

- overdosis of functionalities

- Data storage / Cloud functionality

1.2.2 Preconditions functionality

-       Three main services (clearly divided)
    1.   Idea platform incl. forum (push)
    2.   Challenge manager incl. forum (pull)
    3.   co-creation and Social Media Functionalities
-       **Including a crowdsourcing management platform to set up and manage all the crowdsourcing challenges**
-       No complaint posting functionalities
-       The platform can be integrated in municipal websites, but also can be operational as stand alone
-       **Duo language**, English & Dutch. Via localisation the translation of all functionalities can be done easily
-       a complete set of legal Compliany & terms / conditions. This is also embedded in the posting process.
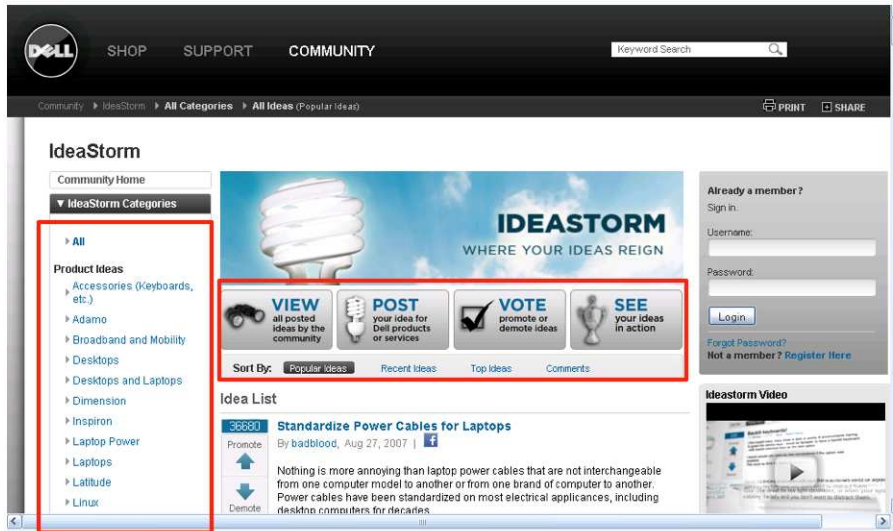
1.2.3   Inspiring examples

Four relevant and inspiring Crowdsourcing Platform examples are given, including a statement on the specific building blocks of interest. The examples are:
1. Dell ideastorm

2. Starbucks ideaplatform
3. Innocentive open innovation platform
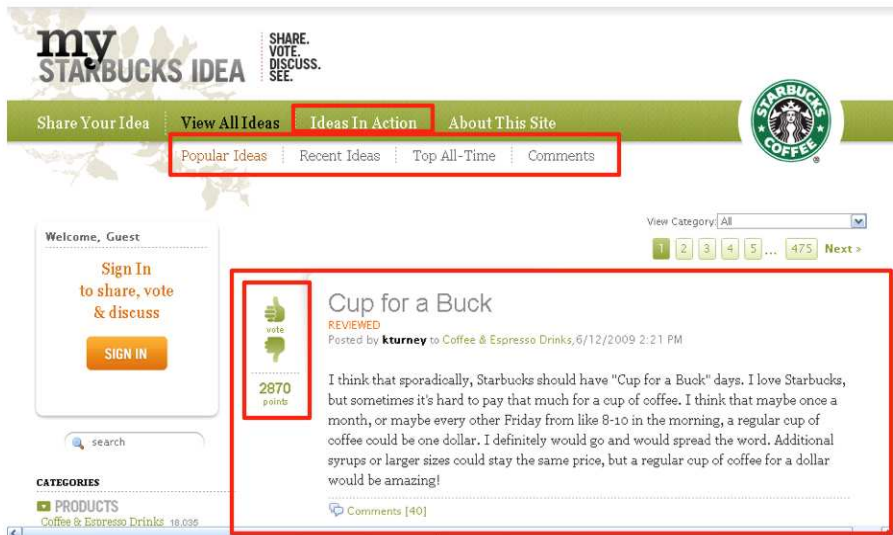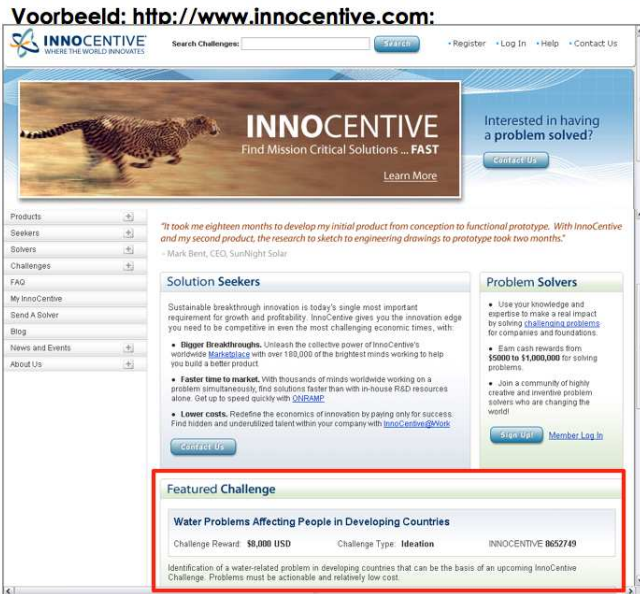4. Namethis.com crowdsourcing service

Example (3) – Innocentive, challenge model

Voorbeeld: http://www.innocentive.com:

## Example (4) – Name this, Simplicity
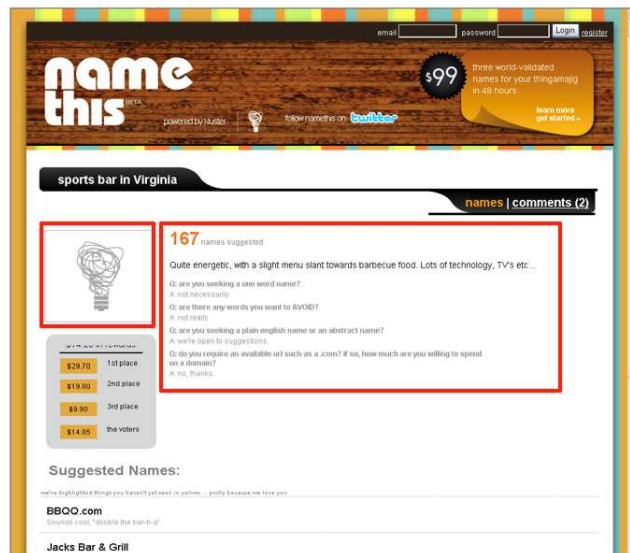
2.1.1 Building Blocks GFD

All aspects of the building blocks are discussed and explained in the other paragraphs. The upcoming period all these building blocks will be discussed and in detail defined to localise the platform. The balance standard versus tailor made/adaptable is key in this project.

Furthermore has to be addressed that the technical specifications are not yet defined. This will be done at a latter stage. A close interaction with the participating cities is required to determine the technical specs. In WP3 this is a part of the approach. Remark that the technical choices are not so 'difficult' then the 'user functional' choices. These functions are key for a smooth and effective crowdsourcing platform.

Last remark on the functional design is to expose it in graphics + text. Users are to be informed with both graphics and text to envision the outcome of the specifications. For this reason the Powerpoint slide are part of this GFD document. The full powerpoint documents is also available. The text is staccato due to the IT focus of this document. All information is functional, and dutch.com decided to NOT write down to much of proza.
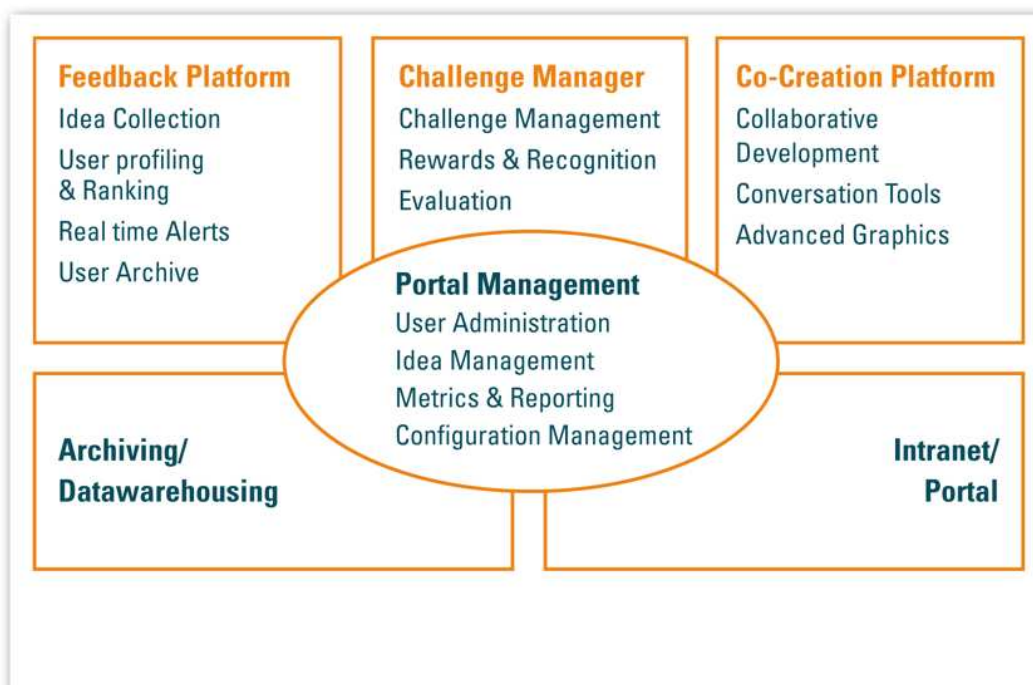
2.1.2 Example frontpage
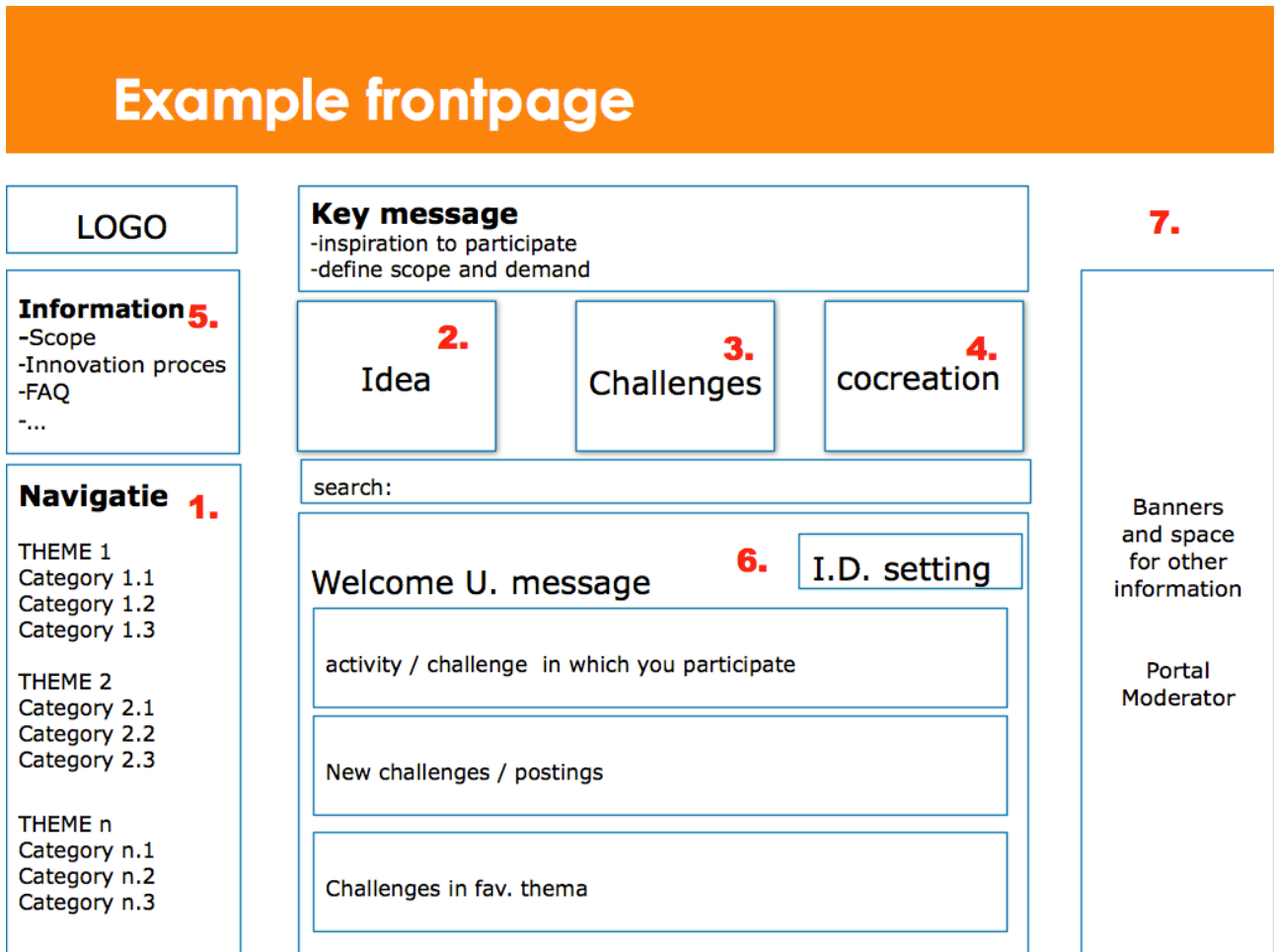
Each of the specific numbers are explained in the upcoming paragraphs.

2.1.3 Theme's & categories

Theme's and categories define the Crowdsourcing platforms structure

Theme: Any specific key thema such as: Smart energy, Biking, Infrastructure, Economic Growth. [choice can be localised by the city or civil servant)

Every theme has a breakdown of categories

Category:

- stable categories (to be discussed further in the project)

- open categories [set up via the challenge Manager]

2.1.4 Idea Platform

How does it work?

With an idea post the following functionalities are available

    i.   Comment

    ii.   Question to civil servant (ie. namethis)

    iii.   Idea status ('followers') => participants receive new responses automatically in the inbox

"this is spam" functionality with every posting (for community clean up)

With a challenge, or co-creation project:

  i.   Forum functionalities

  ii. Social media functionalities

  iii. ranking and scoring functionalities

Idea status:

Every idea has the following status options:

- Idea posts (with countdown functionality)

- In co-creation (challenge)

- In project (ie. challenge)

- Not in action
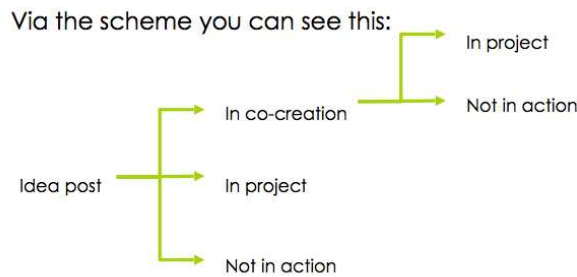
Filling fields to post an idea

(sign up/sign on). Eventually via a Single Sign On the contributor is automatically signed in.

Step 1: your Idea

    Field 1*: Title
    Field 2*: Category
    Field 3*: Summary
    Field 4: evt. image frame (or standardised)
    Field 5: evt. description idea (incl HTML links, etc)
    Field 6: evt. submit docs (options PPT, Word, Excel, PDF)

Step 2: Confirmation overview complete posting two 'agree buttons':

    1) inform me on updates and news
    2)*i agree with the terms & conditions

      * = required field.

(Agree with) the terms & conditions :

It's a requirement that crowdsourcing participants agree with the terms & conditions.

During the sign on procedure a participant must enter two aspects:

    o   Profiling information
    o   'agree with terms & conditions'

Security:
– The GFD has a fully legal compliant process (checked by lawers, EU broad.)
– also 'agree with terms & conditions' after posting an idea (not only by sign up)

What happens after receiving an idea?
The civil servant will receive automatically an email when a posting is done. Within
set time the civil servant must:
- change an idea status
- mention reason for status-change. This information is visible at the crowdsourcing platform
- Eventually forward an idea in another theme or category

Civil Servants, that manage the platform and postings:
- can be on any level in the civil organisation is set on forehand of the challenge
- can not be multiplied per challenge (1 per theme, 1 per category, 1 per challenge)

2.1.5 Challenge Platform

How does this work?
The open call / challenge is a specific question to participants / outsiders.

The crowdsourcing challenge can be used for:
- any question, problem-definition or suggestion need
- to promote specific policies

two challenge types,
- opinion challenge (with several opinion functionalities),
- co-creatie challenge (conversatie & co-creatie functionality)

The challenge is always connected to a theme / category.
The challenge will be placed via the portal manager functionality

Posting ideas on challenges works similar to posting ideas via the idea platform
The challenge has two tabs: Challenge/idea tab: insight in challenge and background `Co-creation
tab: with co-creation functionalities

2.1.6 Home page info
- Information
    - Crowdsourcing platform
    - information on ambition and approach
    - Contact
    - FAQ
    - Rules of engagement
    - Terms & conditions
    - [etc]

- search functionality, search on keywords in text, navigation on theme, category and status.
- Idea of the month functionality.
- Rss feeds. Linkedin, Twitter, Facebook connectivity.

On the homepage personal

- Own tracing.
- Follow ideas and postings
- Recognise users, a bit customized
- Sign in / Sign on functionality first time, after recognition IP
- only themes / categories active that are in profile user

2.1.7   Idea manager system

How the idea manager system works
In the Idea Manager System it is possible to:
- filter ideas on themes, categories, keywords, etc.
- change idea status
- dispatch ideas to other civil servants

Civil servants must take into account all the crowdsourcing challenge obligations in terms of time, feedback promises, etc. The crowdsourcing platform is only an IT tool. Crowdsourcing however is all about Question & answers between human beings...

All activities in the Idea Management system regarding ideaposts are automatically updated to participants

The Idea Manager administration system has the following functionalities
- Create theme's, categories, & idea managers
- users administration: apply roles to users
- archiving functionality
- Log function: what has changed, when, in what
- Statistics:
    o number of posted ideas
    o number of logins a week
    o detail insight in participants
- Settings:
    o ie. new ideas for specific period in 'new'
    o ie. most popular idea's 'number'
    o ie. the lenght of date
- CMS: any text on the site is adaptable without a programmers interference
- insert and configure email replies
    o thank you for posting an idea –
    o your idea will see the next round –
    o your idea is denied –
    o your idea is implemented –
    o Etc.

2.1.8   Rollcasting users

users	Post idea	Co-creation	Idea status control	Post a challenge	Social Media functionalities	Insight in statistics
Moderator	X	X	X	X	X	X
Idea receiver (civil servants)	-	X	X	X	X	--
participants (idea contributors)	X	X	--	--	X	--