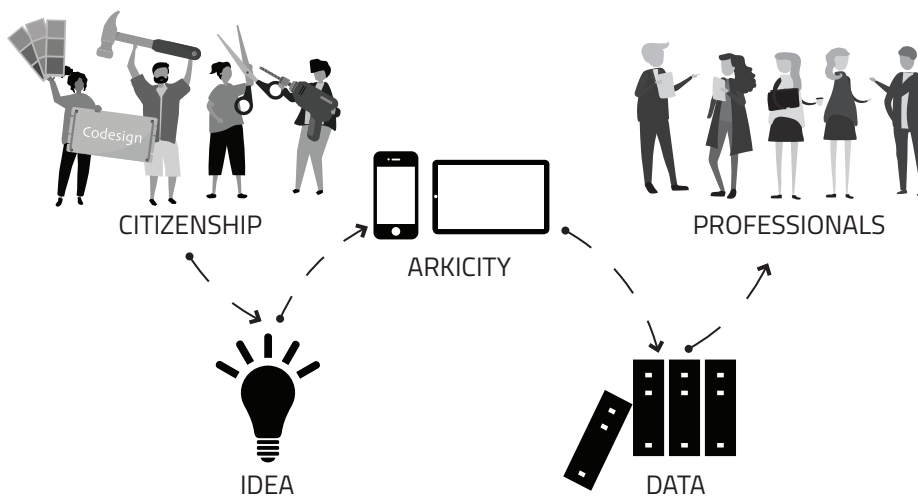# ArkiCity

Co-Create Your City with an App

🐝 ARKICITY

ArkiCity is a smart-phone application that allows everyone to engage in the transformation of their city. By taking a picture, making a collage and uploading it on the web, ideas of improvement are gathered on a single platform where people can interact and elaborate. ArkiCity allows citizens to contribute to the (re)design of their neighbourhood in a playful and exciting way. Individuals are able to download and use the app to create and share their vision of a more liveable public space, street or precinct.

ArkiCity provides a digital space, where citizens share **local knowledge** and ideas on how to improve spaces around their city. Differing from traditional community meetings, the application allows everyone to engage in the transformation of their cities, merging **bottom-up and top-down** approaches. The main idea behind ArkiCity is that it helps identify the critical problems or needed improvements within the city through giving the spotlight to the citizens, the ones who use the city the most. Through giving them the power to address the issues cities face today and tomorrow, the app moves the strength from the decision-makers' table out into the streets, ensuring a more efficient and direct view into the urban life.

CITIZENSHIP

ARKICITY

PROFESSIONALS

IDEA

DATA

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WHO WE ARE

Our interdisciplinary team consists of IT developers, architects, urban planners, sociologists, graphic designers and communication strategists. Our wide range of expertise and experience enable us to support the clients throughout the entire project. Some of our services are as follows: early consultations on defining the scope of the project, defining the strategy, consultation on how the tool could be utilized, customizing the smart phone application to align with the projects' goals, technical support during the project, compiling statistical analysis reports of the data gathered, professional consultation and recommendations based on all the qualitative and quantitative data collected with ArkiCity.

Our work culture is constructed upon two main principles: Collaboration and sharing. This means that the project is done in complete cooperation with the client throughout all stages, to ensure that client's needs and wishes are fully realized. Furthermore, our philosophy of sharing ensures that we transfer all our experience and insight from the previous projects into the new project to get the best result.

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HOW WE WORK

The strength of our team also comes from the collaboration between arki_lab and SMART Infrastructure Facilities. Through establishing a team with a wide range of expertise, we're able to address and work on a myriad of different project types with a range of different clients. Within our team, we divide the work according to our expertise and experience. arki_lab focuses on the frontend data and information, through analysis of the collages and captions submitted. They conduct data treatment to understand the common denominators and trends between the submitted design ideas. SMART Infrastructure Facility is responsible of the backend data and maintenance of the app. Besides the upkeep of the app, they also work with collecting and analysing the backend data. For example; provide information on the number of times a specific cutout has been used, most common cutouts, most popular cutouts etc.

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- ensure inclusive urban development
- empower those, who are typically left outside the decision-making process
- develop cities according to the needs and wishes of their citizens

ArkiCity

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ARKICITY PACKAGES

Each project is different in it's context, objectives and process. ArkiCity aims to comprehensively address each projects' and client's needs. The ArkiCity packages are composed of different components that can be curated for each individual project. All packages build off of the standard starters elements (read below). We offer a range of different components and services that can be added to the standard package to strengthen the process and the final results. (contact us at mail@arkilab.dk to hear more about the fees)

The components marked with ☐ are icluded in the basic package, whereas the components marked with ■ could be added as supplementary elements.

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STAKE-HOLDER MAPPING	CAMPAIGN DESIGN	PROJECT CODE	PROJECT PACKAGE	STATISTICAL REPORT (<50 PARTICIPANTS)

WORKSHOP FACILITATION

CUSTOMIZED CUTOUTS

STATISTICAL REPORT (>50 PARTICIPANTS)

CONSULTATION REPORT (MINI VERSION)

DISCUSSION FORUMS

CONSULTATION REPORT (EXTENDED VERSION)

NOTIFICATIONS

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WHAT WE OFFER

ArkiCity could be used in a variety of different project types. Even though the standard package helps collect spatial ideas and wishes, additional services complement ArkiCity by gathering a wider range of information from different users and stakeholders. Read more below about the standard and additional services.

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Stakeholder mapping

The users and stakeholders should be identified prior to participating in the ArkiCity campaign. This helps develop an efficient campaign through tarteging and integrating the key individuals and actors in the project area. arki_lab's stakeholder mapping process, with their years of experience with stakeholder engagement, ensures to include all local user groups and stakeholders vital to the project area. Identifying stakeholder as a step also helps tailor-make the ArkiCity campaign, according to the identified user groups.

Campaign Design

Each project is unique in its context, goals and process. We offer additional services to the standard ArkiCity campaign package, in order to get the most out of the process. arki_lab's expertise in process design and strategy development ensures the use and application of ArkiCity in the most efficient way. Through analyzing the context, users and stakeholders, arki_lab would develop a campaign based around, but not limited to, ArkiCity. Additional engagement methods would strengthen the use and end-results of ArkiCity. These could range from stakeholder engagement workshops to community events and temporary placemaking installations, depending on the scope and objectives of the project.

Workshop Facilitation

Stakeholder and user engagement workshops would strengthen the inputs and data collected from ArkiCity. The workshops would introduce another level of inclusion, by cross referencing the ideas collected from the ArkiCity campaign. They would also appeal to those stakeholders, who either didn't get a chance to participate in the campaign or want to be further included.

Consultation Report

The consultation report is based on the quantitative and qualitative data collected through ArkiCity. The ideas and knowledge collected from the users and participants is analyzed and treated to develop the report. The report not only highlights the challenges and potentials of the project area, but it also contains recommendations and potential solutions, based on the users ideas and wishes. Upon request the report could also communicate a strategy or concept for the rest of the process. The contents of each consultation report will be established through a collaboration between the team and the client.

ArkiCity

Project Code

Each project has a unique code for ArkiCity, which allows the users and participants to submit their ideas to specific campaigns. The code collects all quantitative and qualitative data under one umbrella, in order to efficiently analyze the knowledge following the campaign.

Project Package

Depending on the project goals, it might be valuable to collect specific data, such as data about the activities taking place in a public space, or the age of users, or the time of the day when a specific age group is using a public space. This data could also include traffic information, weather updates etc.

Customized cutouts

ArkiCity standard package contains basic cutouts, such as benches, generic trees and some basic activities. Although these elements cater to different contexts, context and project specific cutouts are recommended to get the most out of the campaign. Having these cutouts establishes a sense of familiarity for the users, integrating them further into the project. Seeing one's self or their surroundings always helps build a sense of ownership over the project.

Notifications

The client could choose to create notifications for the ArkiCity campaign. This is a great method to get the participants attention, especially if there is a decrease in the amount of inputs throughout the campaign. The app would notify the user, if they're passing by the project area, reminding them to give their input. The users could also choose to be notified when their collages get likes or comments. The notifications create a social media effect, engaging the users further into the campaign.

Discussion forums

In the standard ArkiCity package, users can like and comment on each others' collages. A discussion forum could be added to the campaign, if a project requires more communication between users. This would allow the participants to further share and discuss their ideas for the project area.

Statistical Report

The statistical report provides a quantitative overview of the data collected through ArkiCity and throughout the campaign. This report is presented together with the consultation report, which provides a more comprehensive overview and a strategy for the following phases. The contents of each statistical report is established through a collaboration between the team and the client. If the project scope and number of participants is above 50, the report will be an additional service, due to the corresponding backend work.
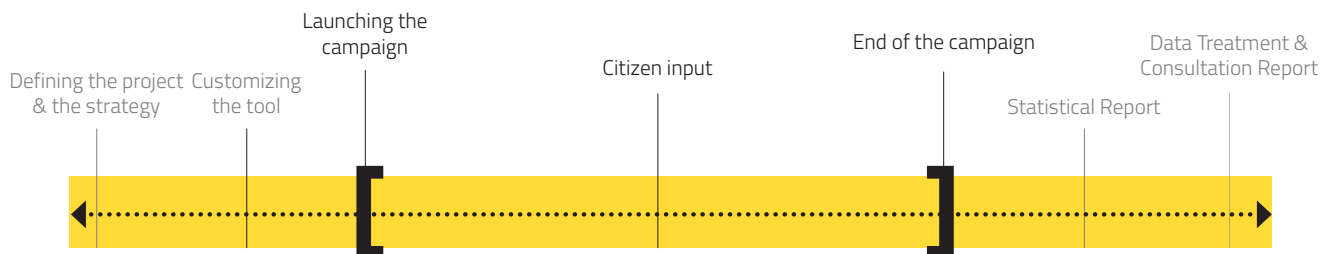
HOW TO RUN THE CAMPAIGN

Defining the project target audience, scope, length, goal etc. helps determine the required access and duration to user generated data. ArkiCity's flexibility allows for it to be utilized for different projects with various time constraints. ArkiCity aims at continuous data collection at all times through everyday use of the app. Time-framed campaigns and events help generate a vast number of inputs on specific topics or areas within a certain time frame. The design of the ArkiCity campaign and process will be determined through dialogues with the client, aiming to develop the most efficient and successful version of ArkiCity.

TIME-FRAMED DATA COLLECTION

A temporal frame can be set for the campaign, to focus on a specific area or a topic for a few weeks/months. This approach is beneficial for projects that are dealing with areas in need of immediate action. The focus area can be derived from continuous data collection or project-based requirements.

Launching the campaign

Defining the project & the strategy   Customizing the tool   Citizen input   End of the campaign   Data Treatment & Consultation Report
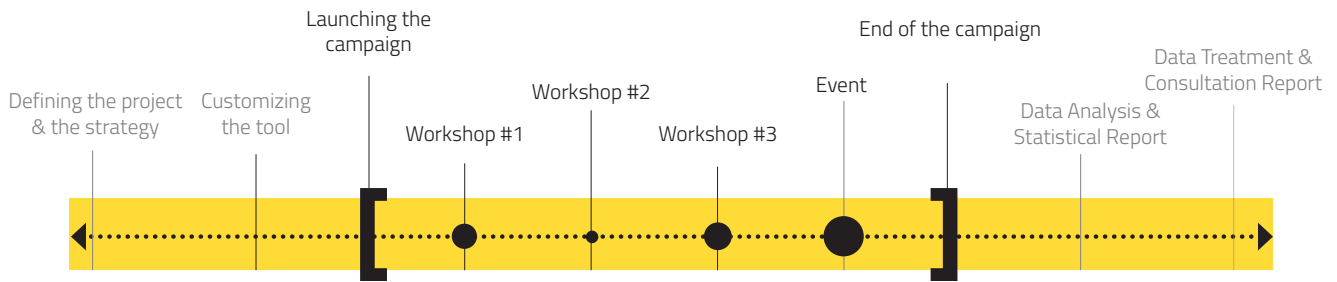
Statistical Report

ONE-TIME EVENT

Events and activities can be organized with ArkiCity to raise awareness about a specific topic or collect data for a particular project. Workshops and events can be a part of time-framed data collection but they can also derive from particular interests/needs from continuous data collection.

Workshop #2   Event   Data Treatment & Consultation Report

Defining the project & the strategy   Customizing the tool   Workshop #1   Workshop #3   Data Analysis & Statistical Report

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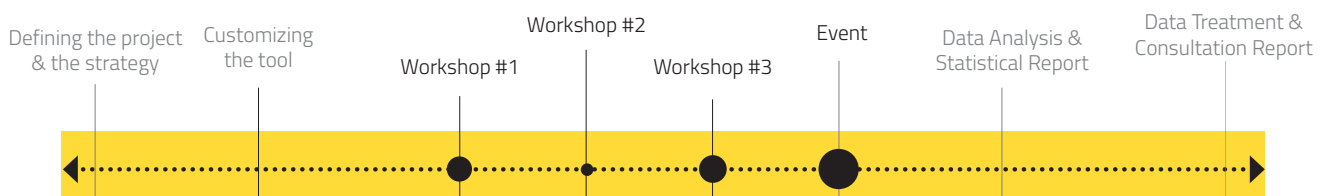
COMBINATION

Defining the project & the strategy

Customizing the tool

Launching the campaign

Workshop #1

Workshop #2

Workshop #3

Event

End of the campaign

Data Analysis & Statistical Report

Data Treatment & Consultation Report

DEFINING THE PROJECT

An overall plan should be set for the project. This is to define the scope of the project, the process, the target group and the milestones. This could be done either by the client or in consultation with arki_lab.

DEFINING THE STRATEGY

An overall strategy will be set for the project that closely corresponds to the project definition. This should be done in consultation with arki_lab, as it is directly tied to the next step, customization of the tool.

CUSTOMIZATION OF THE TOOL

After defining the project, the scope and the strategy, there are different ways that ArkiCity could be customized to align with the project objectives and strategy.

LAUNCHING THE CAMPAIGN

The campaign is launched and citizens are provided with the relevant information, for example login details, project description and etc.

WORKSHOPS

Workshops for small or bigger groups could be organized, where ArkiCity will be used to facilitate the engagement process. These workshops could be either organized by the ArkiCity team, the client or in collaboration.

EVENT

One or several events can be organised in the span of the project. Sharing the vision to a wider public, events will be opportunities to engage with the local community. They will work catalysts for the participation process.

THE STATISTICAL REPORT

The statistical report contains a quantitative analysis of the data collected in the run of the projects. As the project is ongoing, this report is made in defined intervals to make it possible to examine the development of the project and citizens' ideas.

THE CONSULTATION REPORT

The consultation report bases its recommendations both on the quantitative analysis of the collages made with ArkiCity mobile application, and on the quantitative report. Like the statistical report, the consultation report is made in defined intervals.

MUNICIPALITIES

ONE TIME EVENT

TIME-FRAMED DATA

EXTERNAL USE

Overview

As an online sharing platform, ArkiCity enables decision makers to gather ideas and suggestions for the development of their cities. This data is invaluable for the development of any municipality project or planning strategy, since it directly connects the users to the developers. It's also more meaningful and efficient compared to traditional engagement methods, such as a questionnaire or an online survey. ArkiCity provides a continuous engagement process with real-time, location-specific and qualified data collected directly from the citizens.

What does ArkiCity provide?

Programming

- Location and subject specific cutouts
- Project specific data collection packages
- An online discussion forum
- Notifications

Facilitating

- Community engagement workshops
- Events/activities with young people
- Data analysis and reports
- Design proposals
- Concept and strategy proposals
- Community events and meetings

Possible applications

- Project based data collection platform for urban development and area renewal projects
- Permanent portal on the municipality website, where people can continuously input their ideas from around the city
- Community events and festivals
- Notifications and updates on on-going projects
- News updates from happenings around the city

PRIVATE ORGANIZATIONS

## Overview

External Data Collection

Firms can use ArkiCity as a data collection and analysis tool as an alternative to traditional methods. The app can be programmed to gather location and theme specific data.

Internal Workshops

ArkiCity can also be used to facilitate internal team building and brainstorming activities in various disciplines (consulting, tech etc.)

What does ArkiCity provide?

Programming

- Location and subject specific cutouts
- Project specific data collection packages
- Notifications and daily tasks
- News update feature

Facilitating

- Internal workshops
- Team building activities
- Data analysis and reports
- Organizational assistance
- Internal games and events

Possible applications

- Data collection on specific topics, such as users, interests, wishes, ideas etc.
- Gamefication: Organizing games like PokemonGO but more location and theme specific
- Consensus building tool within organizations and companies
- Brainstorming sessions with ArkiCity
- Strategy and concept development based on collected data and knowledge

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RESEARCHERS

Overview

ArkiCity can benefit any research project that requires data collection, citizen input, crowd-sourcing etc. It provides more information compared to traditional data gathering sources, through not limiting people to typical questionnaires or surveys.

Let's say a student is researching bike lanes and wants to study data from different user groups: pedestrians, bikers, drivers etc. The student can use ArkiCity to collect data on what already works and what fails for individual users. The tool could also be adapted to collect specific user info such as age, profession, for a more comprehensive analysis.

What does ArkiCity provide?

Programming

- Location and subject specific cutouts
- Project specific data collection packages
- Notifications & daily tasks
- Enhancing the map feature to track daily activities and routes
- Adding user specific info panel

Facilitating

- Data analysis and reports
- Event and workshop organization
- User engagement workshops

Possible applications

- Student projects: research, crowd-sourcing, data collection, analysis etc.
- Institutional research: qualitative and quantitative research, analysis and report
- Research projects, conducted by companies, to develop projects, strategies etc.

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DESIGN PROFESSIONALS

Overview

ArkiCity benefits various disciplines through collecting local and community-based knowledge. In the case of design professionals, it helps produce more successful design proposals through including local resources, and enables citizen empowerment. It is a tool that aids architecture by placing the profession in a contemporary context, in which fostering participatory democracy is an important asset.

ONE TIME EVENT

TIME-FRAMED DATA

EXTERNAL USE

INTERNAL USE

What does ArkiCity provide?

Programming

- Location and subject specific cutouts
- Notifications & daily tasks
- Enhancing the map feature to track daily activities and circulation patterns

Facilitating

- Events, activities and workshops with young people
- Data gathering and analysis
- Evaluations and reports
- Stakeholder engagement workshops
- Consensus building and brainstorming

Possible applications

- School design projects typically require background research and data collection from the users: students, teachers and administrators, regarding how they use the space. ArkiCity would be a great tool for idea creation and data collection, by introducing a visual and playful approach to the engagement process.
- Masterplan projects could benefit from the visual data collection ArkiCity offers
- ArkiCity would be a valuable tool for public space redevelopment. It's hands-off and continuous method for data collection creates an efficient campaign that engages a wide range of users