

# CITY NEXT GENERATION

## Phase 2: Co-design workshop



Master's degree of PSSD

Product Service System  
Design Studio

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Oona O'Brien

Lorenzo Longieri

# The voice of Adriano



LAUNCH



CREATION OF CONTENTS



RECORDING



SHARING

- 
- **Co-created** with youngsters
  - Involving **experts**

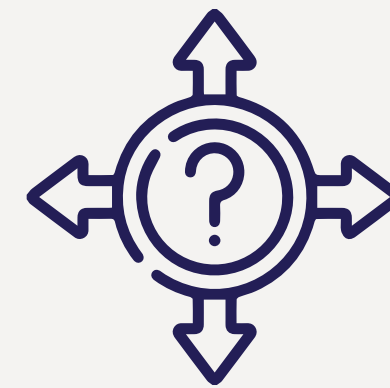
- **Open** topics
- Give youths a **voice**

- Connect the **neighborhood**

# What we want to know from the **co-design**



Understanding **users' perception and consumption** of podcasts



Reflect on **alternatives** about the process and topics



Understand how to involve users at different stages



Explore our service's organizational complexity (staff)



Refine our **target audience**

# Agenda of the session with users

 10min



**ICE BREAKER**  
Introduction

 25min



**ACTIVITY 1:**  
Podcast's topic discussion

 25min



**ACTIVITY 2:**  
The service Journey

 25min



**ACTIVITY 3:**  
Way of sharing



**Final break:**  
With snack time

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 Friday 12th, afternoon

 1h30

 In presence

# Our roles



**8 CAG users**  
ranging from 13 to 22 years old



**Facilitator**  
Lorenzo



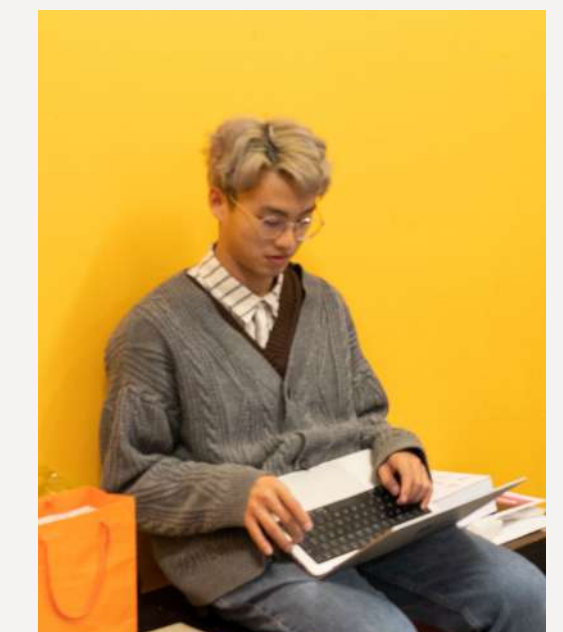
**Facilitator**  
Stefania



**Videographer**  
Oona



**Photographers**  
Gülsüm & Andrea



**Note-taker**  
Andrea

# Introduction/Ice-breaker

 10min

## Description:

- round of **presentation** of **workshop team** and **participants**
- Introduction to **podcasts** and **examples**

## Aim:

- **meet our audience** for the first time
- **lighten up** the atmosphere
- **set the context** of our service
- define “**rules of the game**”



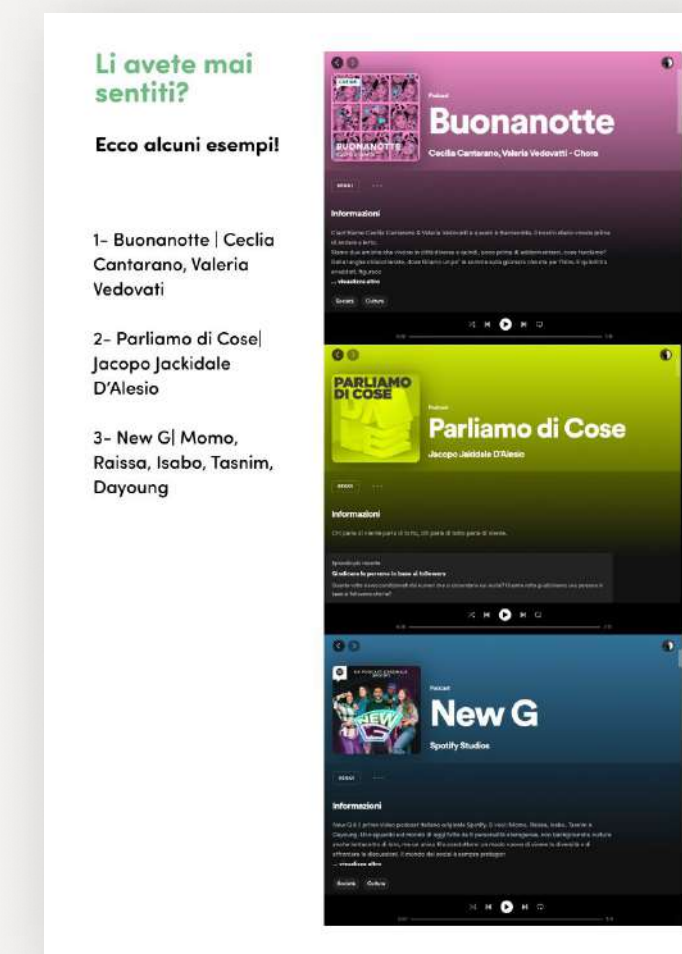
# Boundary objects

**What:**  
3 posters

- Why:**
- **evaluate** their knowledge and familiarity with podcasts
  - **familiarize** users with our service
  - create a **free discussion** on the topic



Let's talk about Podcasts!



Podcast examples

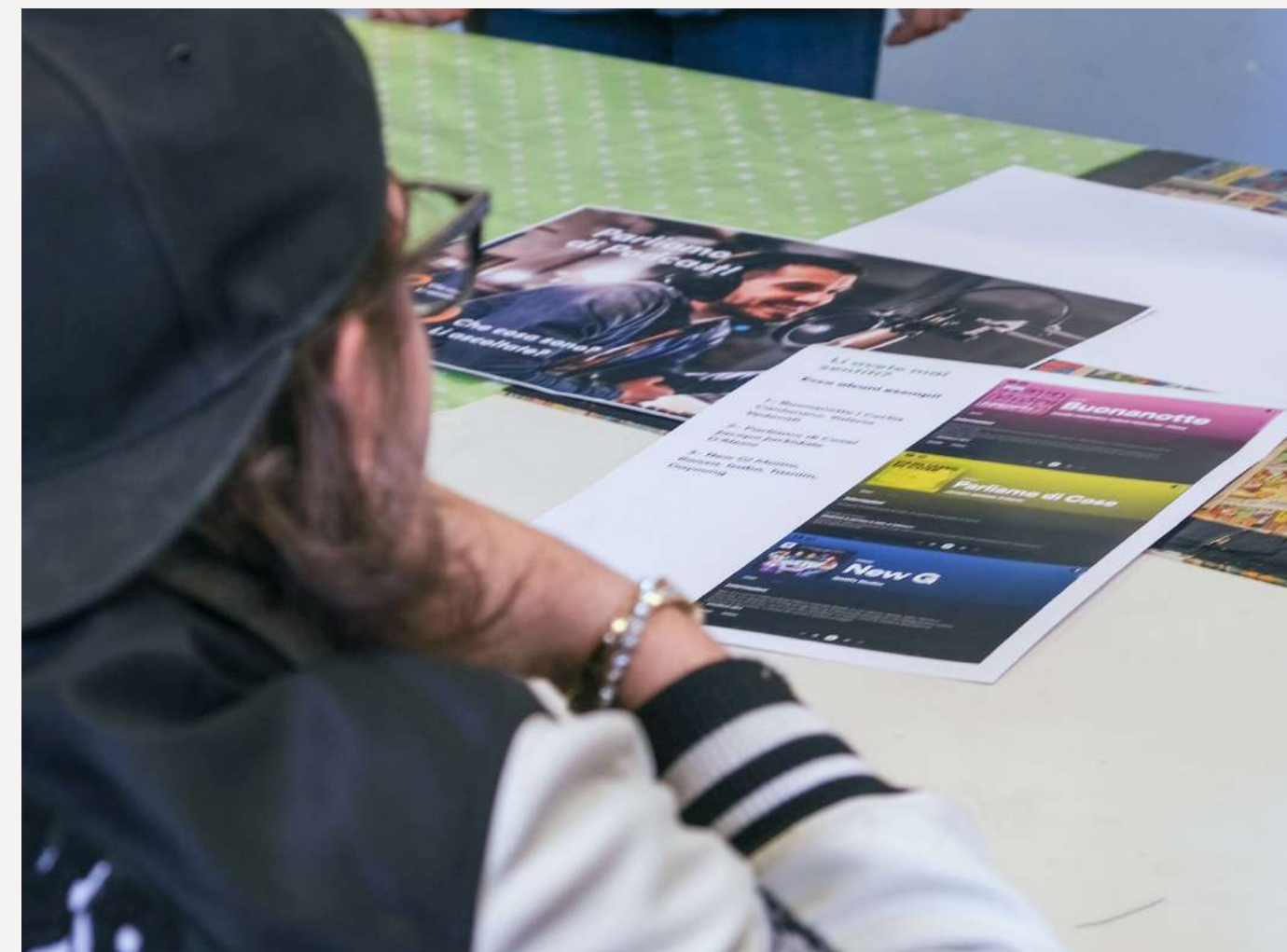


Service macro storyboard

## Findings: Interactions and observation



- Older participants are **familiar** with the podcast format
- **Genuine** interest in podcasts



- The older age group was excited by the idea of **sharing opinions** and **reaching a wide audience**



- Older participants (15-21): **engaged** in the discussion
- Younger participants (13-14): **less involved**



# Activity 1: Podcast's topic discussion

🕒 25min → 15min

## Description:

- proposal of **pre-selected topics**
- **discussion** among the participants and **topic selection**
- **open discussion** about **alternative topics** and **feedbacks**

## Aim:

- encourage an **active participation** amongst participants
- **understand** their choice of topics
- evaluate the level of **proactivity** in relation to the service



# Boundary objects

## What:

15 proposals, mixed in terms of complexity and level of abstraction

## Why:

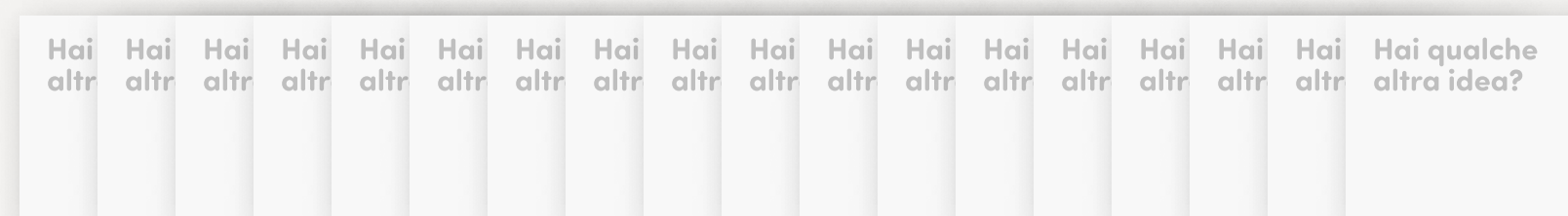
- ease discussion about different topics
- create a playful context to encourage active participation
- allow personal suggestions



15 proposal cards



proposal box



several blank cards

## Findings: Interactions and observation



### Polarized participation:

- especially the older sub-group engaged in an **active discussion**



### Most selected topics:

- "Let's talk about music!"
- "News from the world"



### Participants proposals:

- urban art
- global issues (geopolitics, dialogue between cultures...)

## Activity 2: The service journey

🕒 25min → 20min

### Description:

- presentation of our **service journey**
- as a group: open discussion about each journey step
- individually: identify and select **positive points** and **pain points** in the journey

### Aim:

- make the users **aware** of our service process
- **understand their point of view** and preferences at each step of the journey



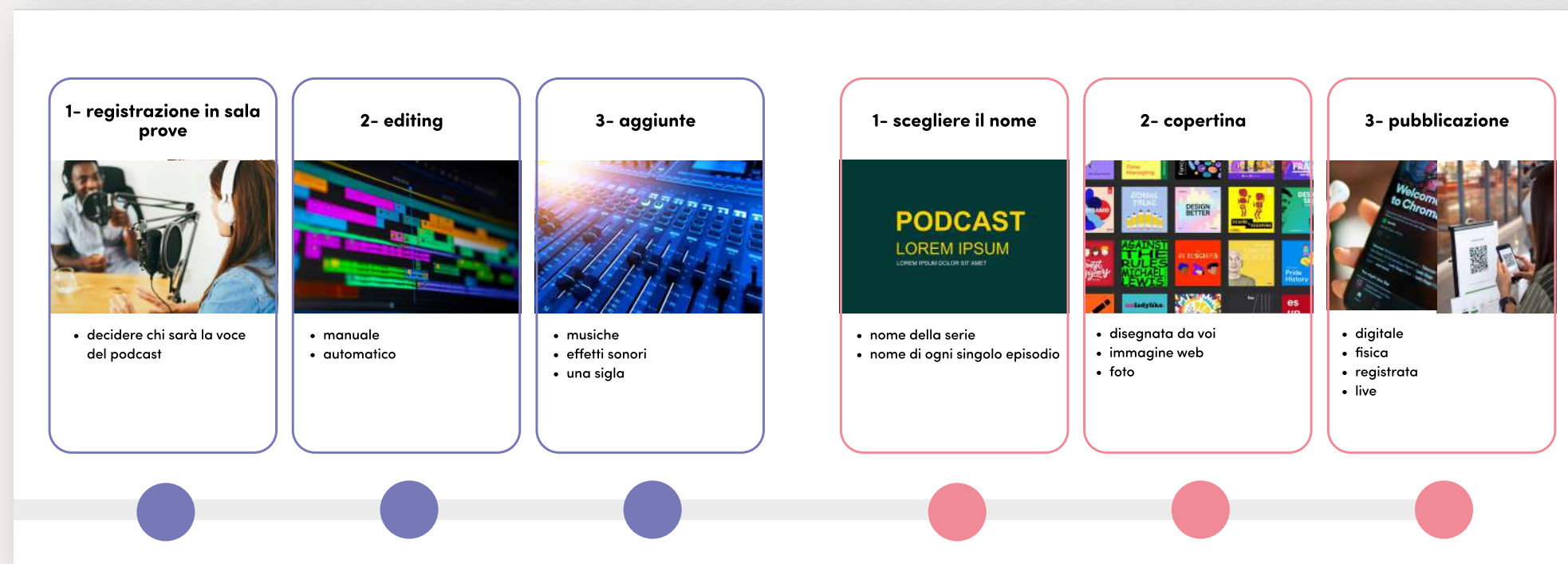
# Boundary objects

## What:

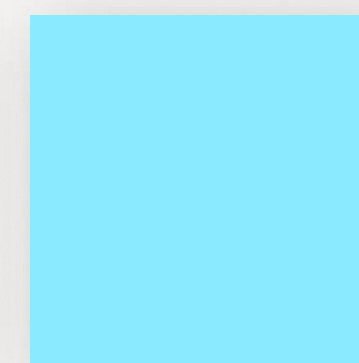
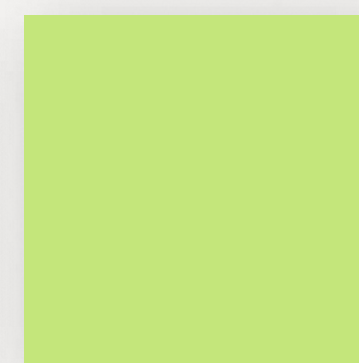
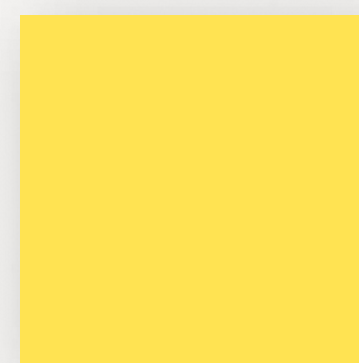
- 4 main phases in 4 different colors
- activities related to these phases
- alternatives to these activities

## Why:

- visualize the process and opportunities
- understanding journey step
- have a dedicated space to vote and add comments



- 00\_launch
- 01\_content creation
- 02\_Production
- 03\_Sharing



Yellow post-it for pain points  
Green post-it for positive points  
Light blue post-it for expert help

## Findings: Interactions and observation



### Chosen path:

- bottom-up approach
- learn by doing
- informal style
- time flexibility



### Positive/pain points:

- positive points: **creative** activities and **launch**
- pain points: **organization**



### Help from the expert

asked for:

- the podcast **lineup** creation
- the postproduction and **editing** part

## Activity 3: Sharing the podcast

🕒 25min → 10min

### Description:

- suggesting **various publishing methods** for the podcast through a positioning map.
- facilitate open discussions for each publishing mode.

### Aim:

- identify youngsters' **preferred mode of sharing**
- encourage participants to **ask questions** about each mode
- **understand youngsters' preferences** for a certain type of publishing method

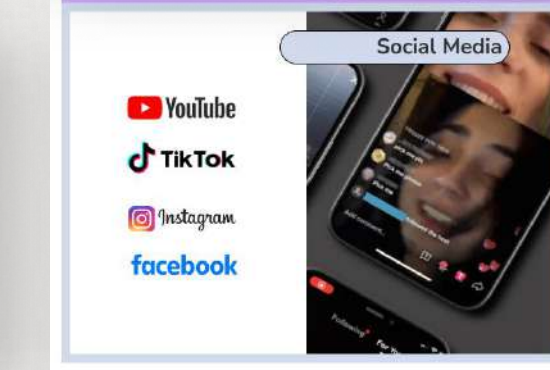
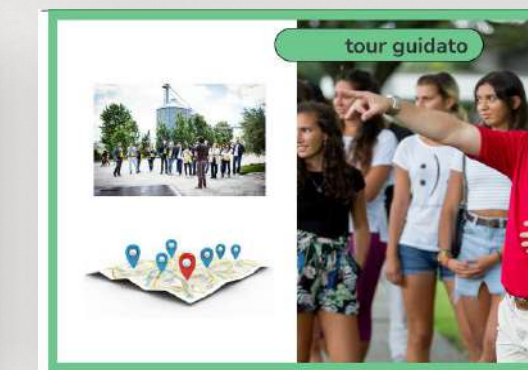
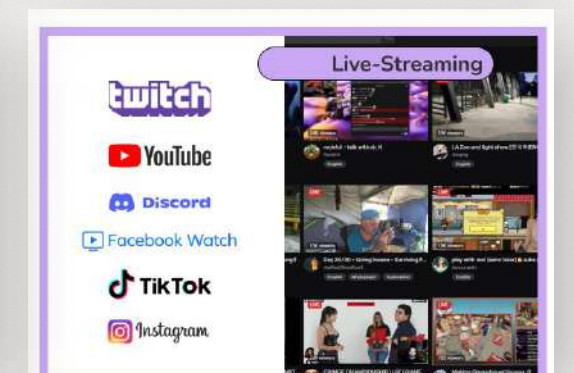
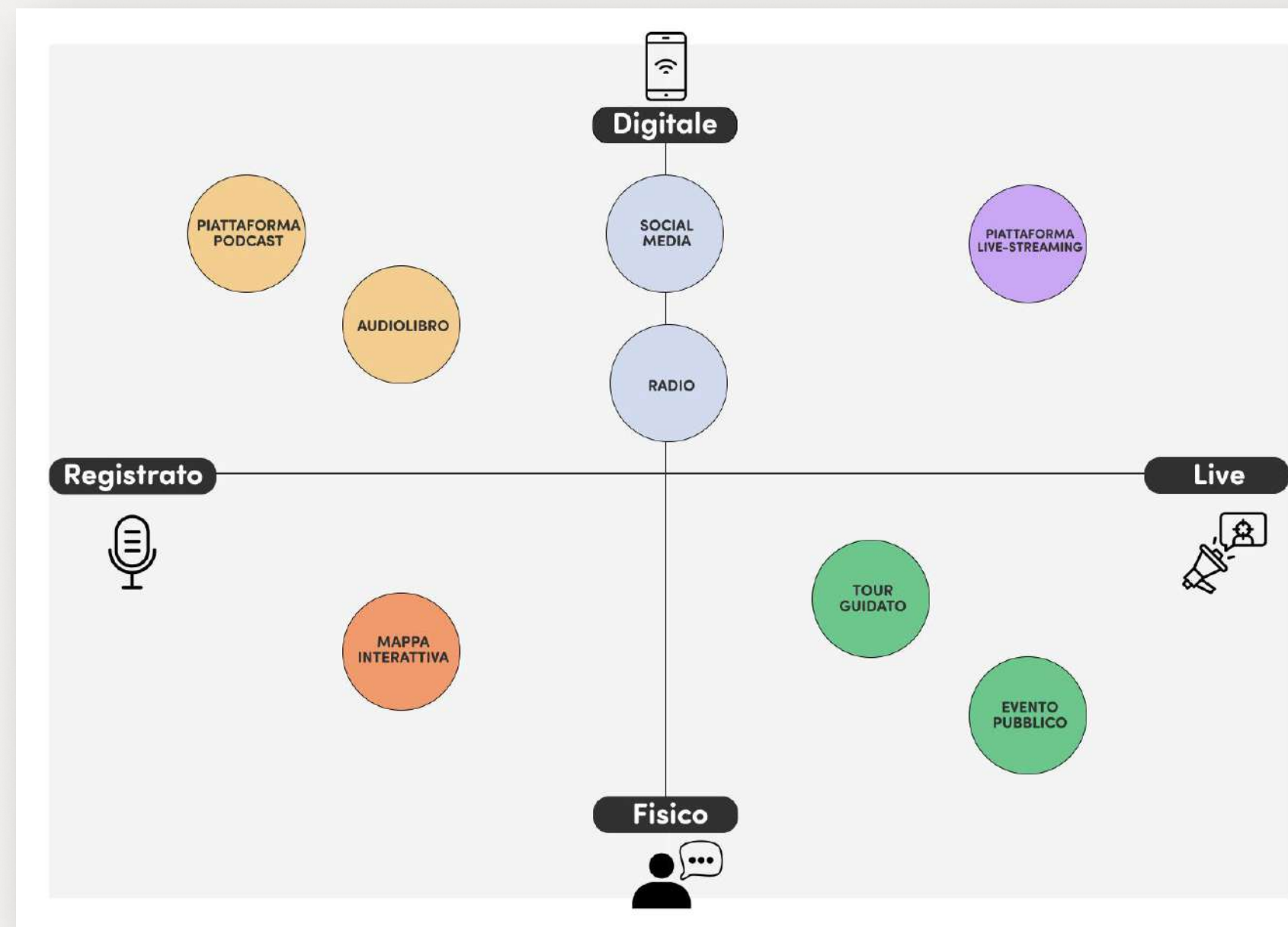


# Boundary objects

**What:**  
Positioning map for podcast sharing methods with **example cards**

- Why:**
- visualize the different alternatives
  - encourage participants to give feedback
  - understand their motivation to share

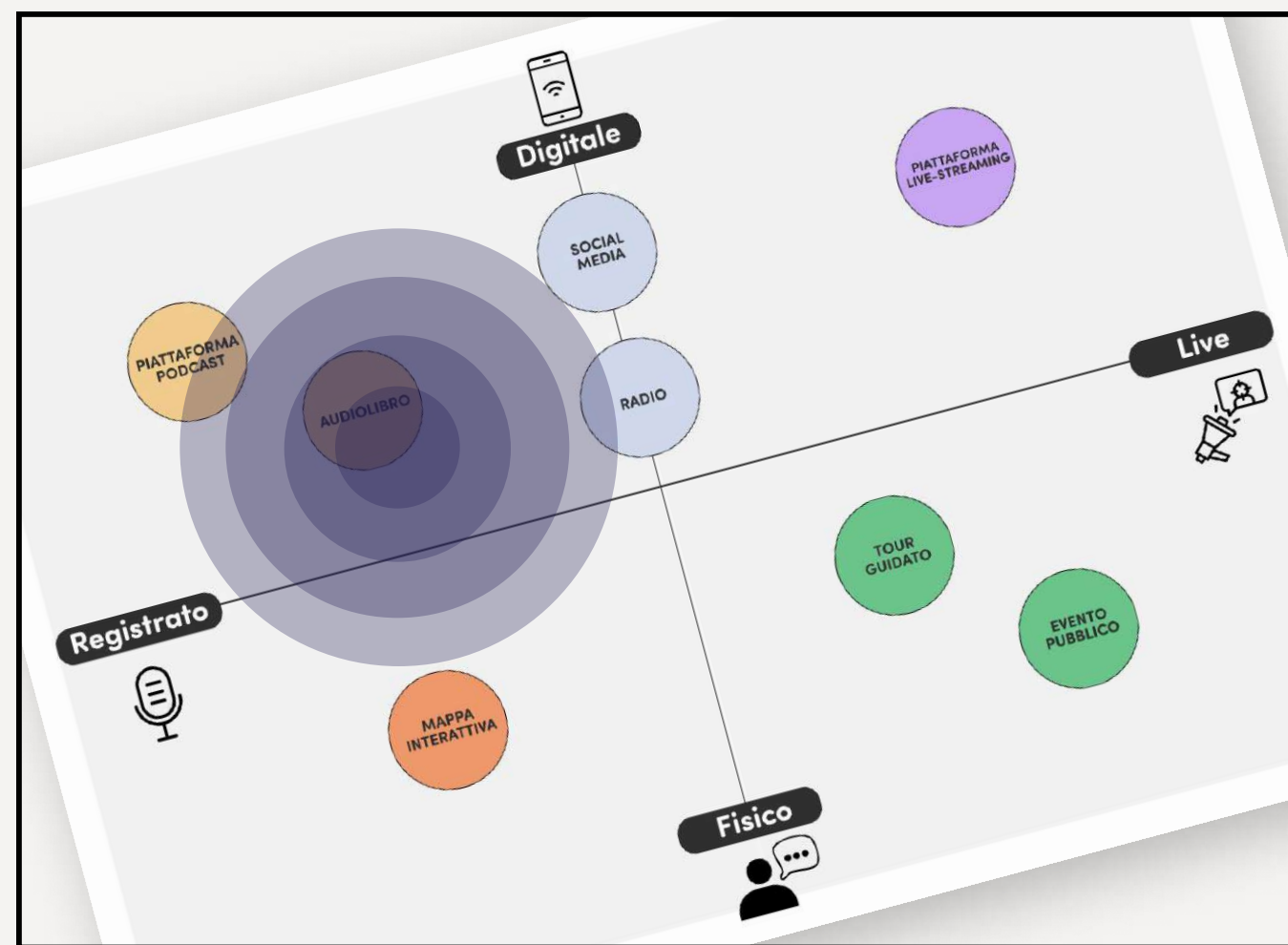
positioning map



additional cards



## Findings: Interactions and observation



### Sharing method:

- recorded contents
- preference for mix of physical and digital sharing methods



### Audience needs:

- critical reflections about **target audience time, devices, habits.**



### Not only Adriano:

- They see **the local or community-specific audience as a limitation.**

# Extra activity

co-design with managers

 30min

## Description:

- showing the journey map
- open discussion

## Aim:

- Highlight **positive points** and **pain points**
- Focus on the **process**
- Explore **managerial complexity**

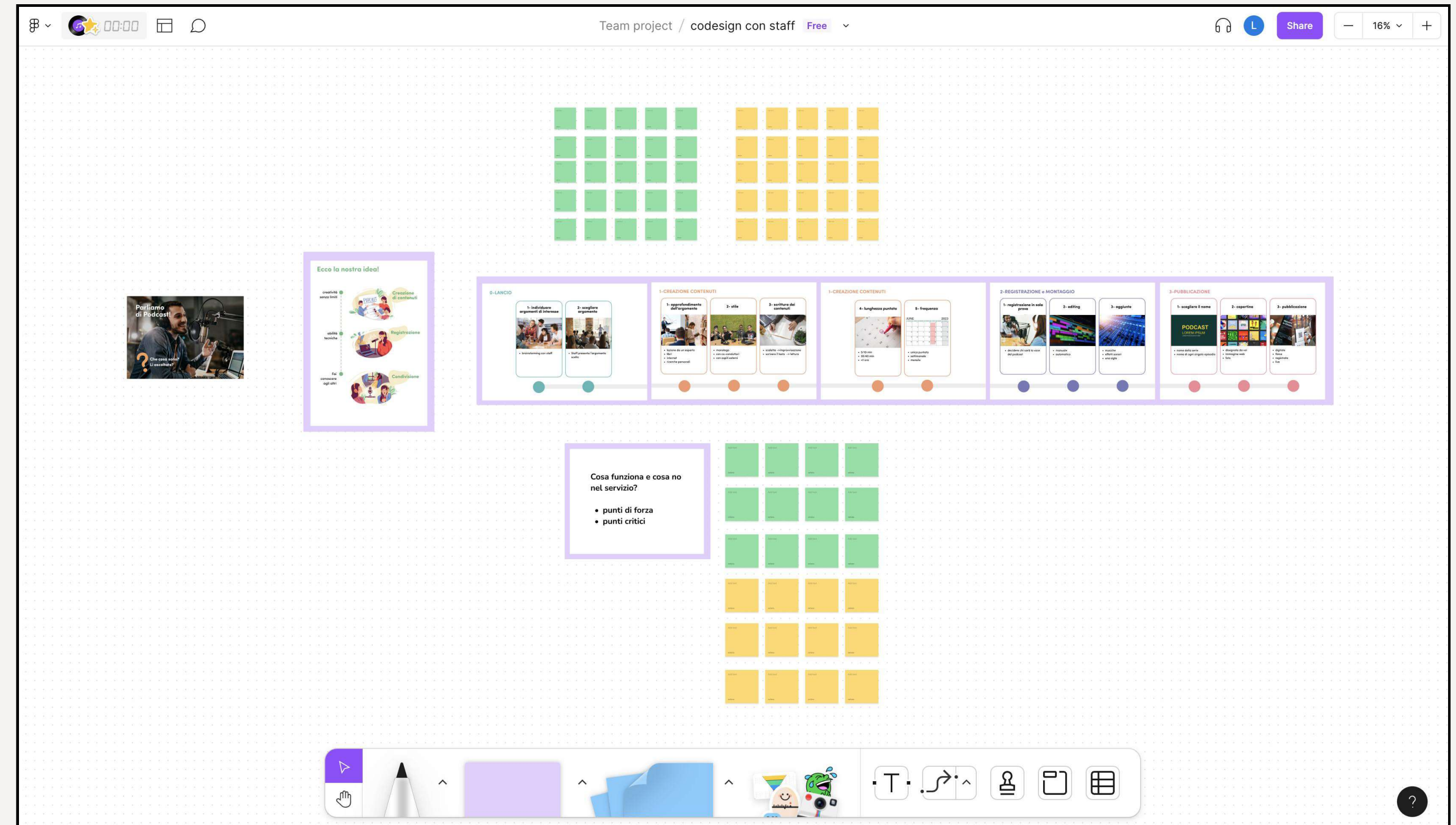
## How:

- Zoom call



# Boundary objects

**What:**  
Same tools as for activity 2  
(adapted to a digital format)



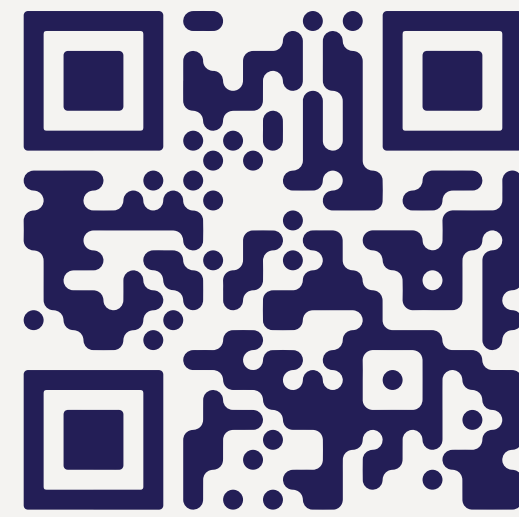
Figjam

# Findings: Managers' comments



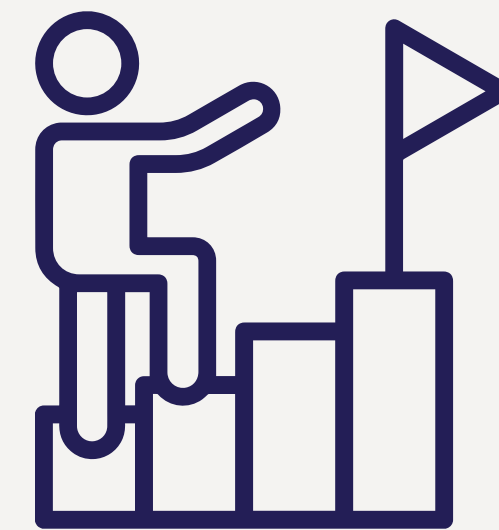
## Perceived benefits

- a **structured** means of expression
- activity **promotion**



## Case study

- they already did a **radio-lab** experience
- they struggled to keep it a regular activity due to **organizational complexities**



## Challenges

- **guarantee continuity** is the biggest challenge (resources, target involvement)

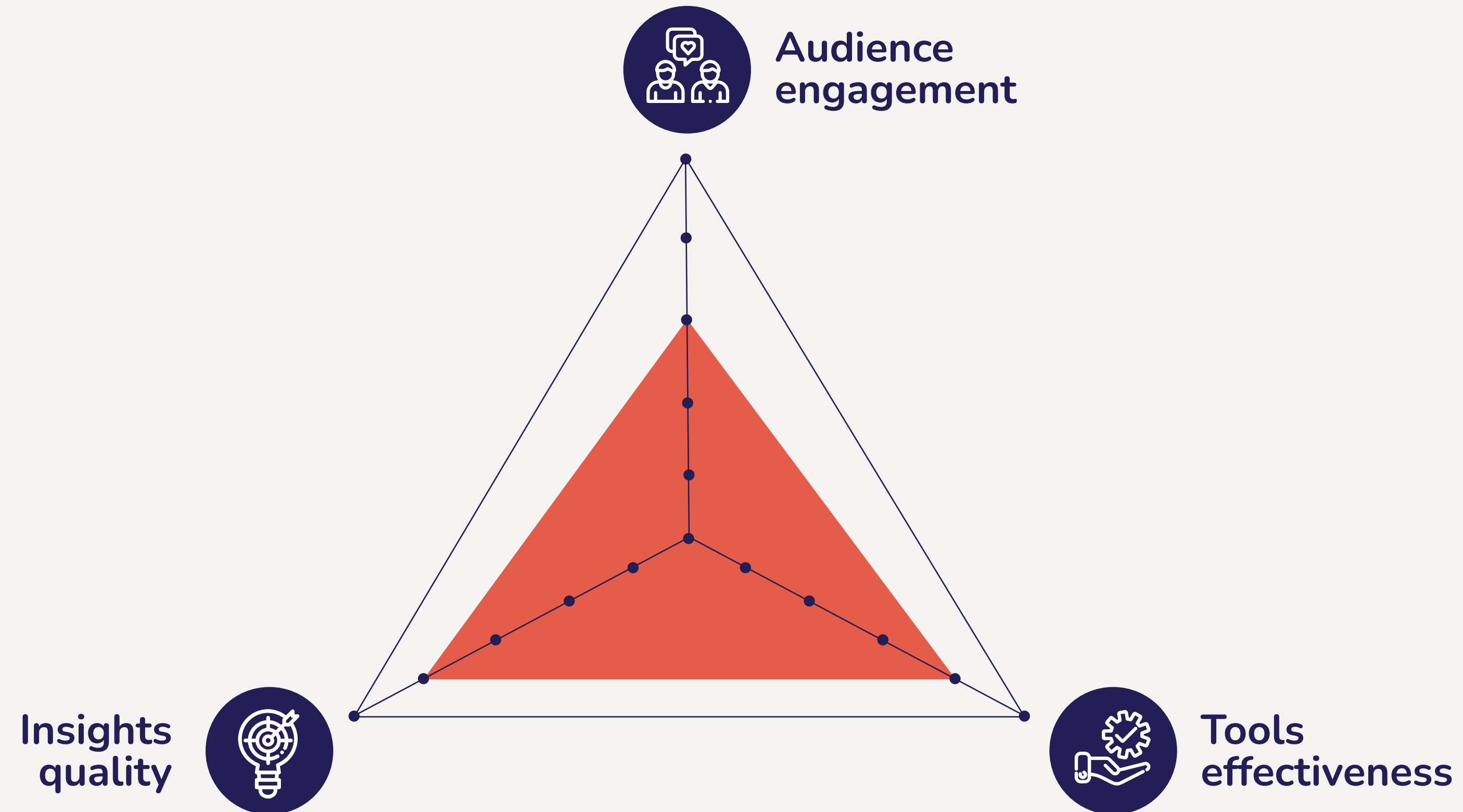


## Warnings

- attention has to be taken to the **differences between users** (age, attendance, needs)

# Evaluation

Co-Design with users



# Evaluation



Audience  
engagement



- **Polarization** in two subgroups
- **Older**: high focus, **active discussions**
- **Younger**: less active, need of **personal stimulation**

# Evaluation



- **Polarization** in two subgroups
- **Older**: high focus, **active discussions**
- **Younger**: less active, need of **personal stimulation**



- **All** tools were **used**
- Good **flexibility**: adaptation to reduced timing
- extensive use of **blank tools**
- Words selected may have caused **biases** (e.g. topics proposed)

# Evaluation



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- **Older**: high focus, **active discussions**
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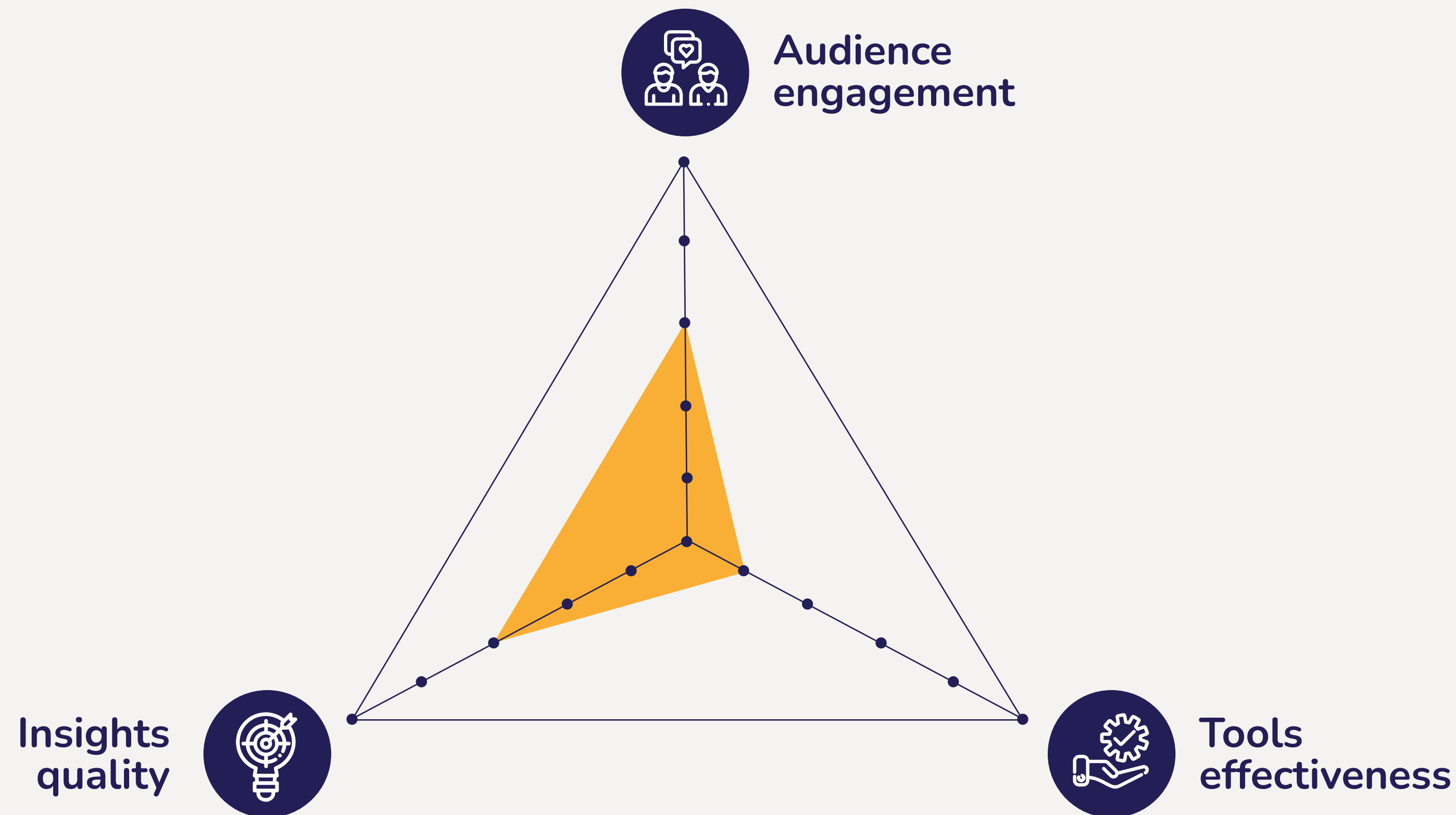


- **Polarization**
- Users made **complex** and **personal** considerations



# Evaluation

Co-Design with CAG staff

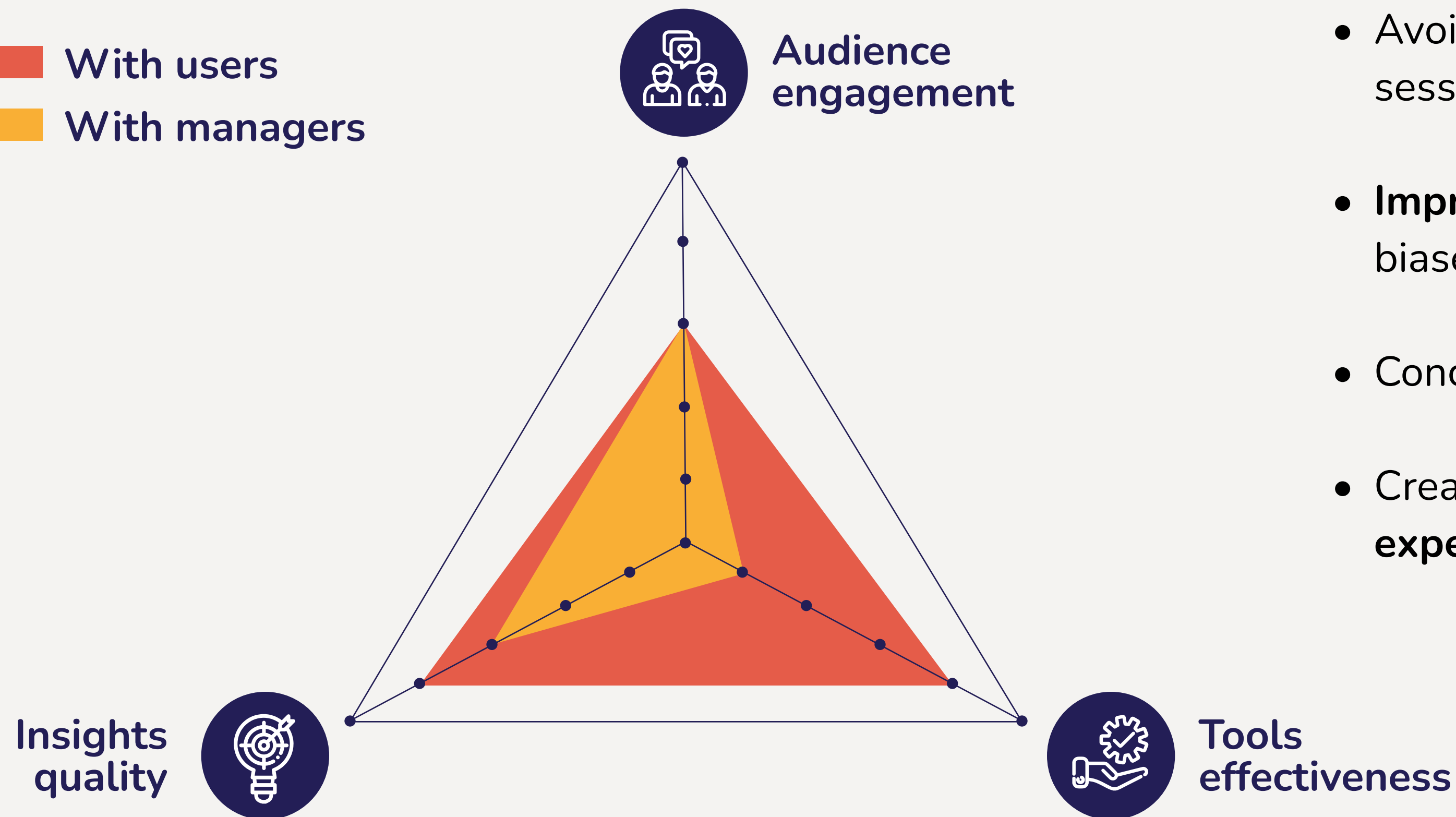


- Relevant **feedback** on **managerial complexity**
- **Difficulty** in **keeping** the **focus** on our service
- **Tools** used only as a **visual support**: **scarce timing** and **digital difficulties**

# Evaluation

How Could We Improve?

- With users
- With managers

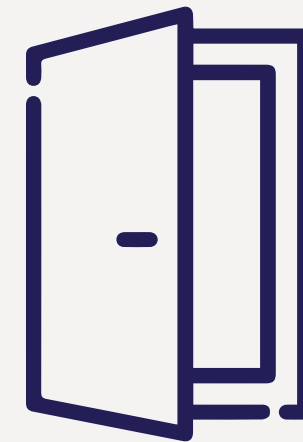


- Avoid **too heterogenous** groups in a single session to **avoid dominant behaviours**
- **Improve concepts' formulations** to avoid biases
- Conceive **specific** tools for **digital** sessions
- Create **different** tools specifically for **experts**

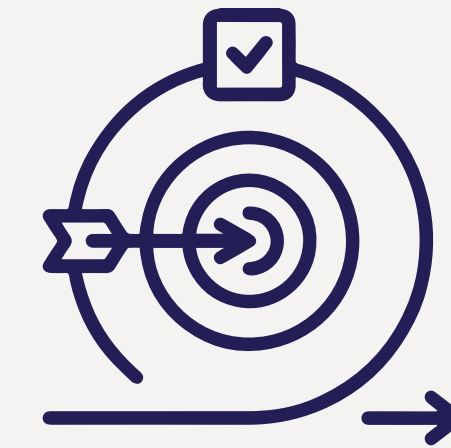
# Results



Culture-related topics shaped by **daily life** and **dialogues**



Need of a dedicated space for **self-expression**



Guarantee **continuity** throughout this activity may be **challenging**



Strong **participatory** approach

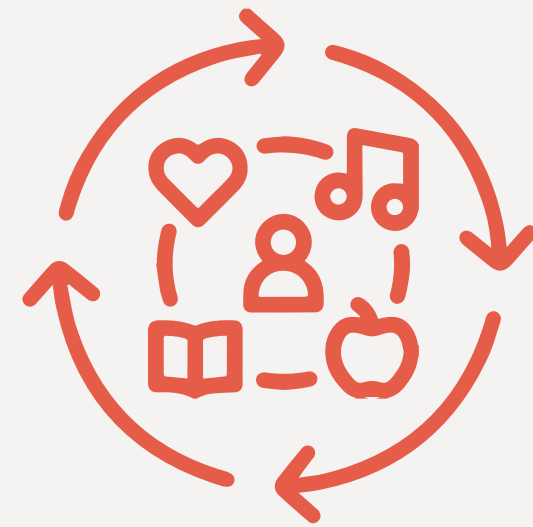


Sharing of the podcast beyond the **Adriano neighborhood**

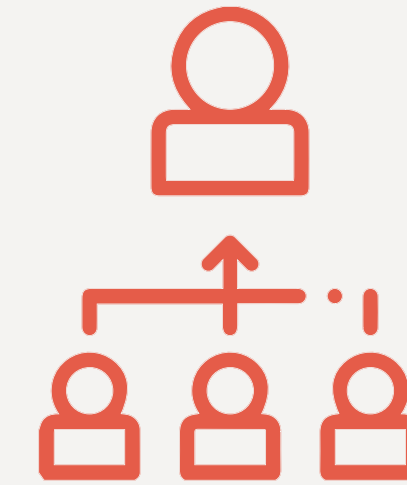
# From results to adjustments



Conceive an **infrastructure** to collect **youth's perspective** on complex topics



Create **structured cycles** and diverse activities to promote inclusive **integration**



**Bottom-up approach** - specifically during the **launch** phase



**Connect** the neighborhood, by **linking** to youth's culture

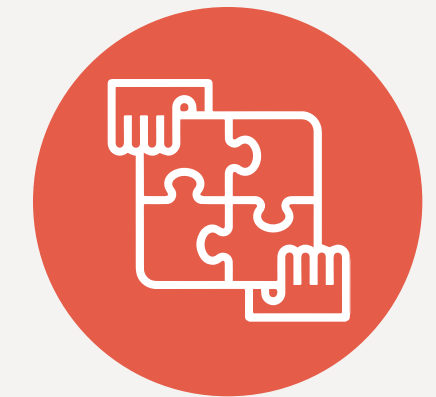
# Adjustments: service concept



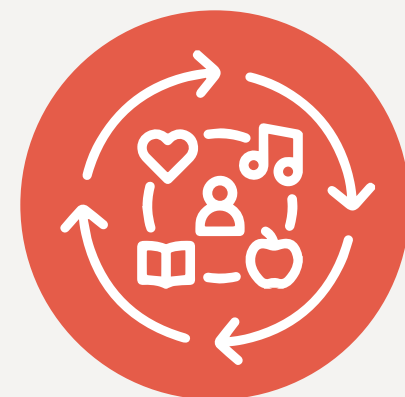
**Direction:** explore **cultural aspects** through **neighborhood**



**Style:** **conversation**-based format involving external **guests** from the neighborhood



**Topics:** various, **co-created**



**Service structure:** cyclical



**Sharing:** combine multiple **digital** and **locally-based psychical** channels

# The **VOCAL BARTER**

knowledge exchange driven by curiosity.

# THANK YOU!

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