

TITLE

user-centricity in CAPS: a competence for your project



SPEAKER

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User centricity for smart and creative communities

ICT PROPOSER DAY 2014 - FIRENZE



Start-up (2013) - Italy

Founders hold 15+ years of experience

User-centricity starting from the experiences of a 3-years European activity for the analysis of user-centric services. www.net-eucen.org



User centricity works on...

An user-centered services involve users/citizens in:

- Co-design stage
- Development and implementation stages
- Deployment and running stages
- Notable results in Integrated solutions for communities and territories

EDUCATION

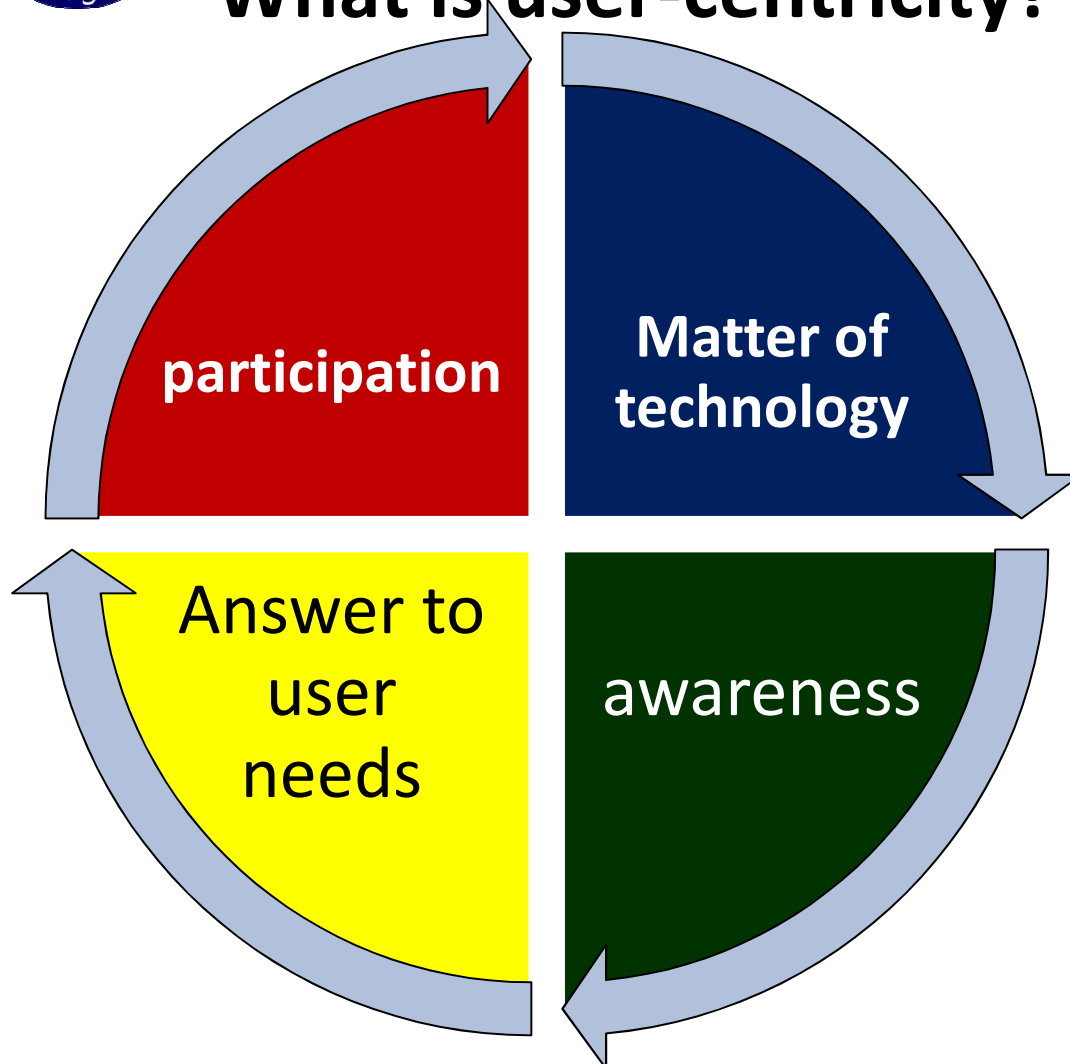
INCLUSION

MOBILITY



User centricity method for KOYS

What is user-centricity?



~~*In order to have smart cities we need smart citizens"*~~

- It's thinking about new solutions with the user
- **It's adaptation.**
- **a multi-level user/citizen empowerment**



Our idea for this call topic

- scale-up the **paradigm of application of the user-centricity** from a small community to a wider one i.e. a smart territory,
- by scaling-up the **number of users** (towards smart cities, smart territories, towards policies)
- by scaling-up the **concept of user** (from citizens, to policy makers, to territories)
- what
 - Involving citizens in policy making
 - Providing interoperable and measurable tools
 - A study on the needs of policy makers

Happy to discuss!

Any question?

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