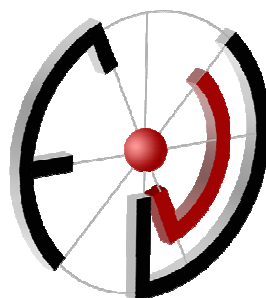




**TITLE**

# the role of user-centricity in services definition

**SPEAKER**



**Francesco Niglia**  
KoySLab  
Studio FNIN

**User centricity for smart and creative communities**

ICT2013 06/11/2013



# The adopted user-centricity paradigm

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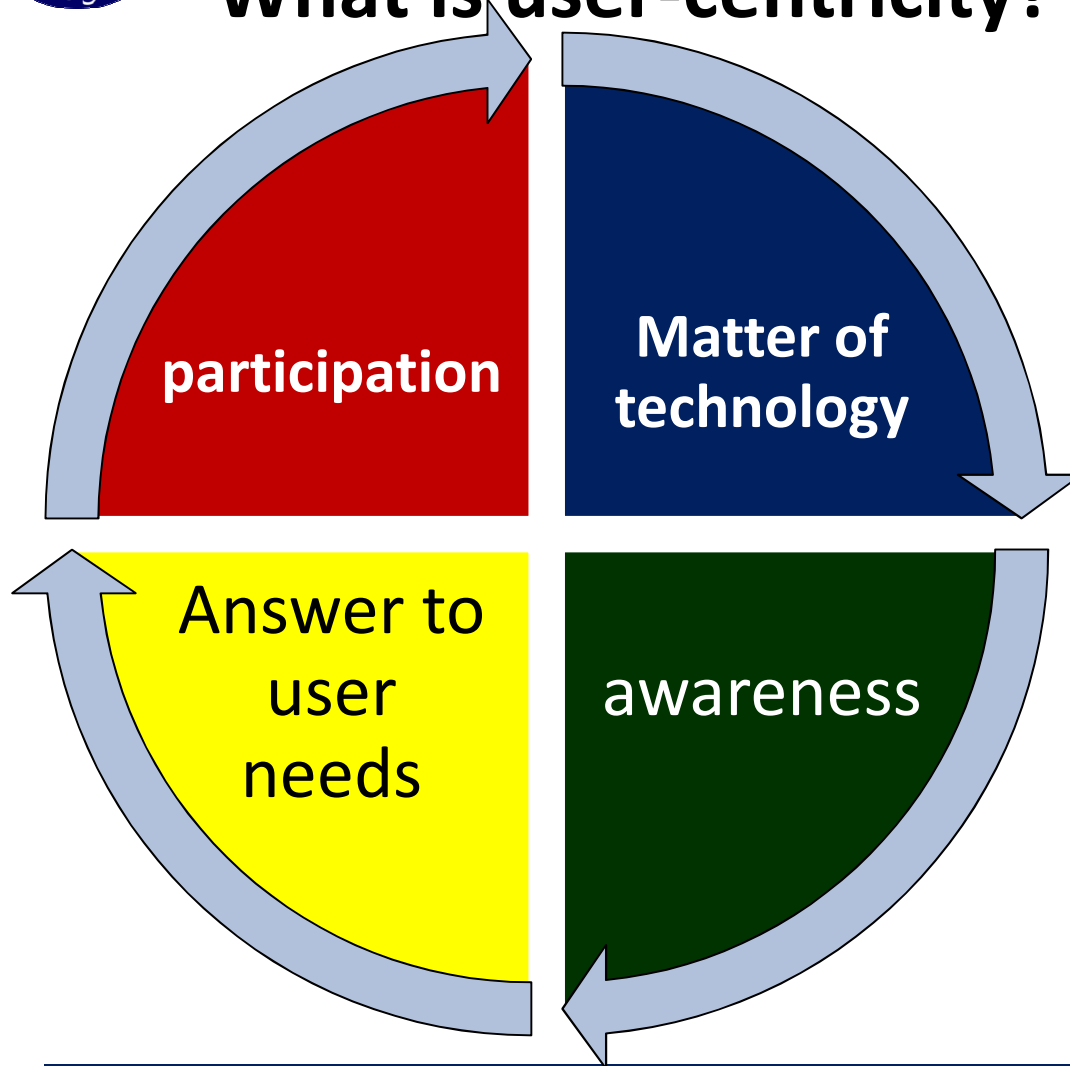
[www.net-eucen.org](http://www.net-eucen.org)

An user-centered services involve users/citizens in:

- Co-design stage **eGovernment Action Plan 2011-2015**. Public services can gain in efficiency and users in satisfaction [...] being designed [...] in collaboration with them whenever possible.
- Development and implementation stages **eGovernment Action Plan 2011-2015**. Collaborative Production of Services: The involvement of third parties needs to be explored [...] engage businesses, civil society and individual citizens
- Deployment and running stages **The Malmö Declaration** Improve eGovernment services to cater for the different needs of users and deliver them in the most effective way



## What is user-centricity?



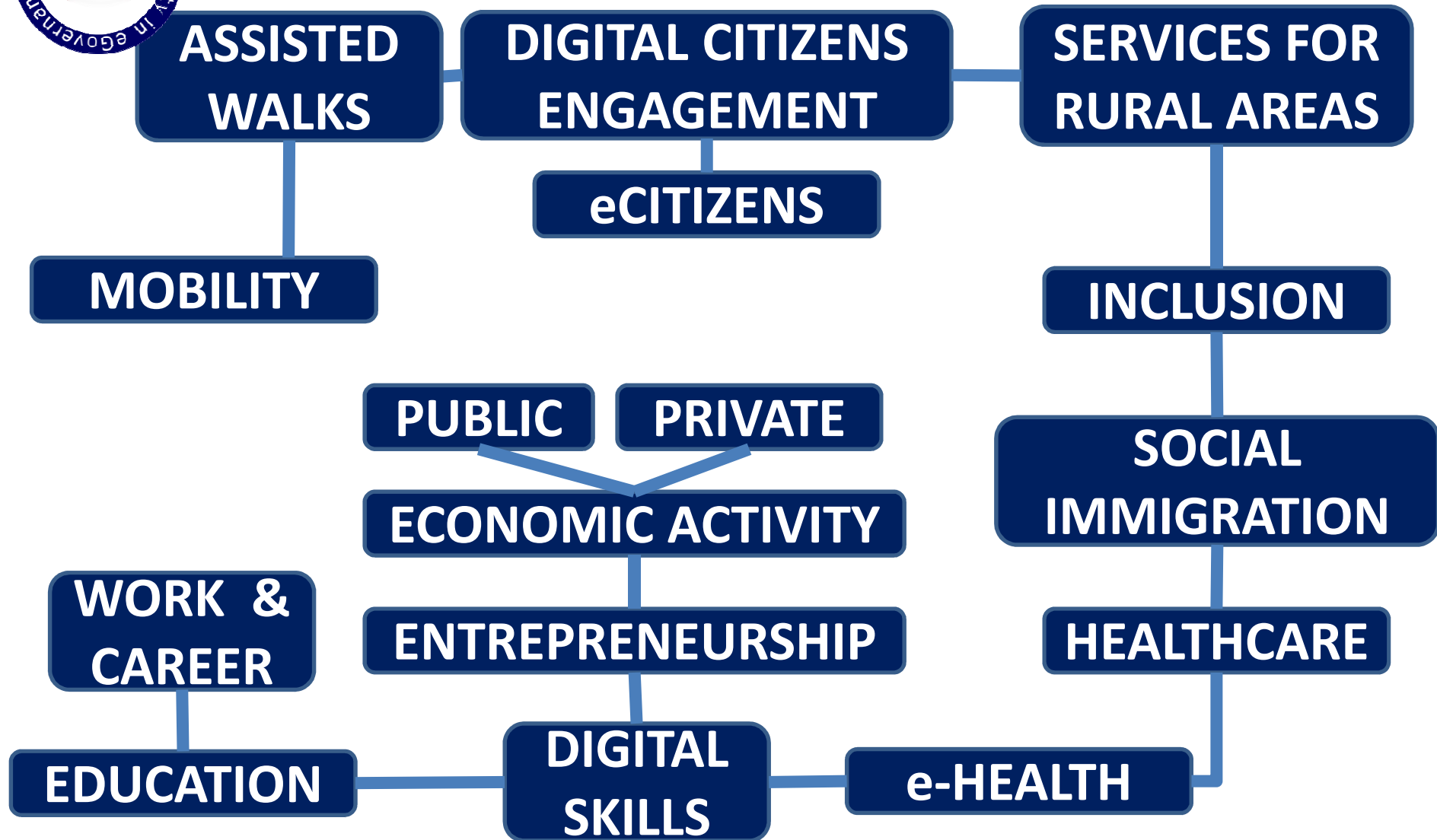
## Some key issues

~~*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**

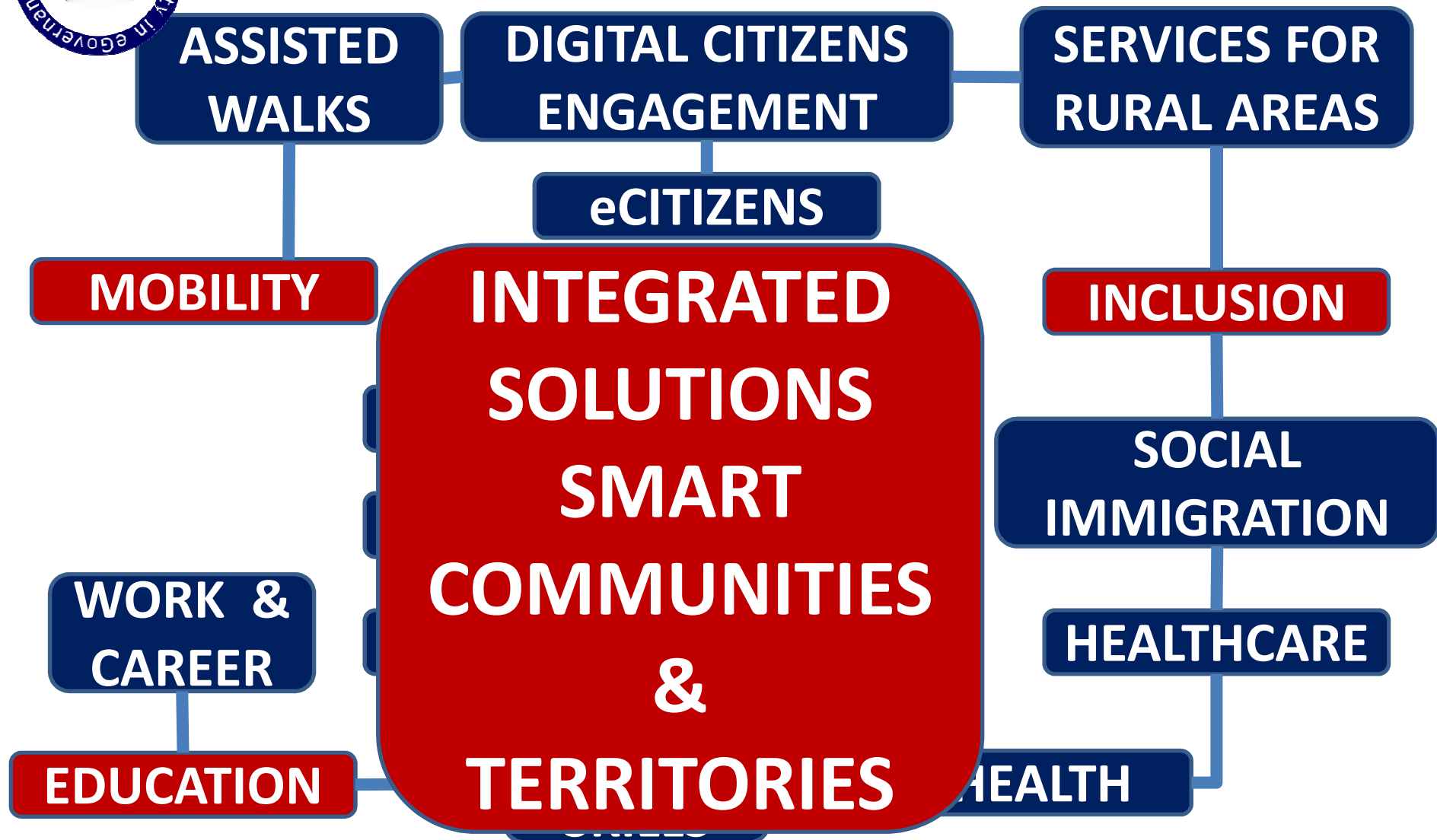


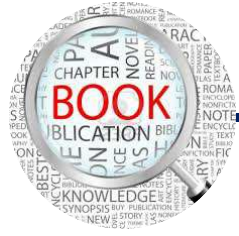
# NET-EUCEN: Mapping of cases





# NET-EUCEN: Mapping of cases





## Some references

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- NET-EUCEN Future scenarios for S4U
- A survey about user-centricity adoption in Europe
- Citizen Centric Governance in Europe