

 project pulse

acquire - analyse - optimize



SMART CITIES MISSION

Smart City
MISSION TRANSFORMATION

Team pulse



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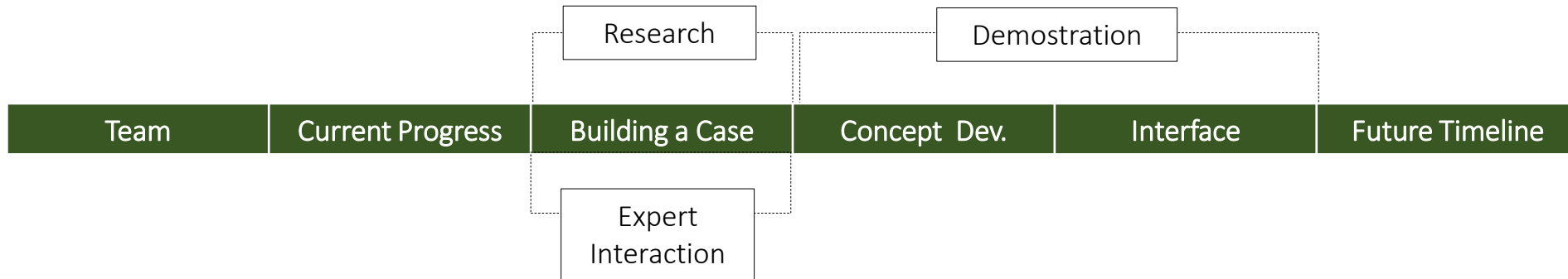


Chhavi Arya
B. Arch, CCA, Chandigarh
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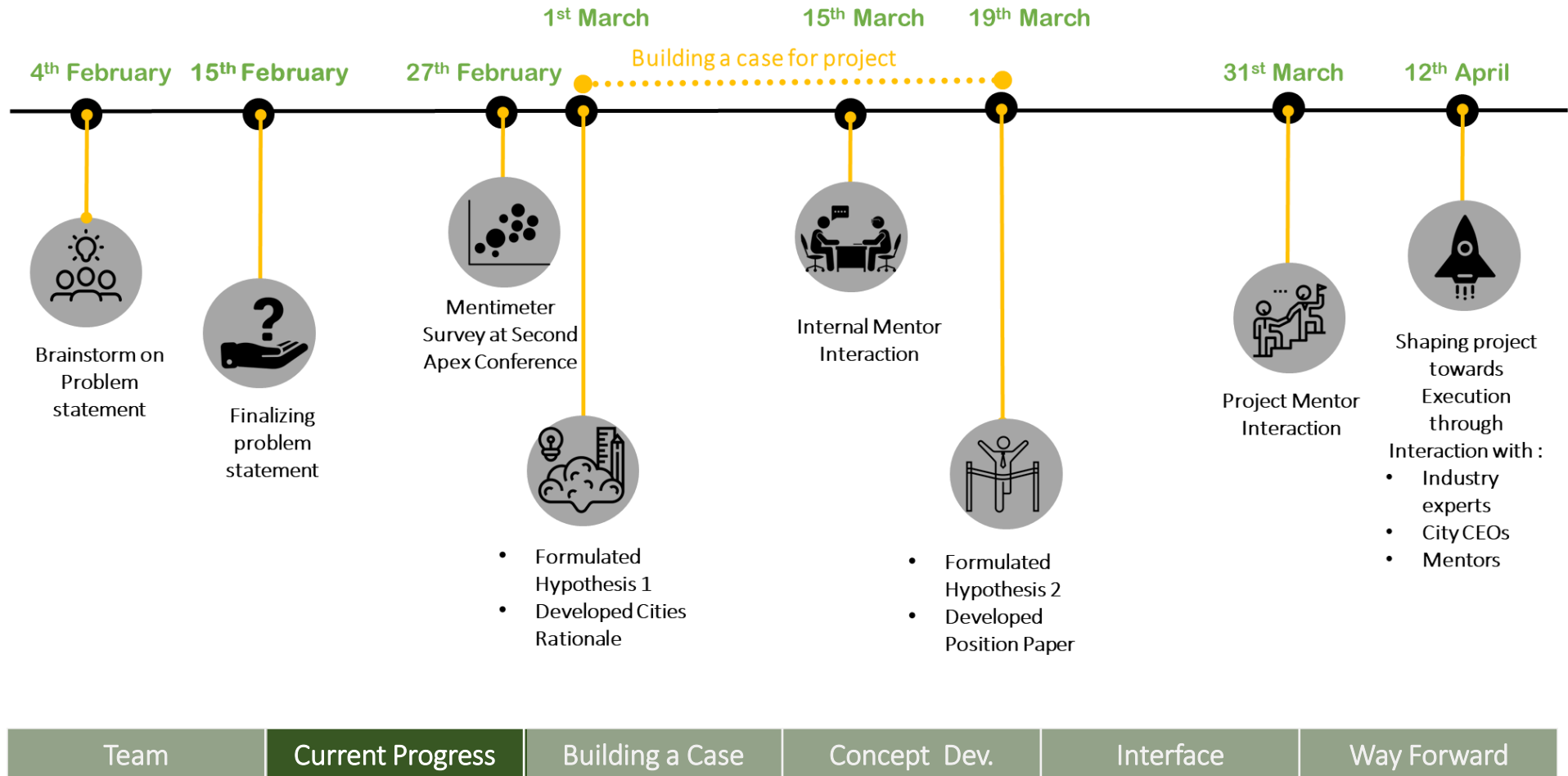


Chiranjay Shah
B.Plan, CEPT University,
Ahmedabad

Team	Current Progress	Building a Case	Concept Dev.	Interface	Way Forward
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Past timeline



Research Methodology

Step 1	Anecdotes	(Florence Engasser, Tom Saunders, 2015), (Ashwathy Anand, 2018)	(Pandey, 2018); (Khape, 2017); (Bari, 2018)
	Hypothesis I	<i>Better citizen engagement is critical for citizens to consider themselves as important parts of the planning process</i>	
Step 2	Theory	(Ramaprasad, 1983); (Thierry Nautin, 2014); (Fang, 2015)	(Sancton, 2015)
	Case Studies	(Fay Twersky, 2019); Citizen Participation at the Local Level in China and Canada	(James Kin Sian Chan, 2015)
	Evidence	(Singh, 2018); (Tony D’Emidio, et al, 2017)	(GOI, 1992); (NIUA-CIDCO Smart City Lab, 2018); (NUPF, India); (MoHUA, 2018)
	Problem statement	<i>Lack of involvement at scale in city planning processes makes citizens not consider themselves integral to their city’s development; leading to lesser communication between governments and citizens and lowering acceptance of well-intentioned projects.</i>	
	Solution Statement	<i>Project Pulse is a cost-effective, dynamic and open digital tool that acquires quantifiable, localised feedback and aspiration data from citizens to help local governments align their decisions with the need of a large number of citizens while simultaneously using gamification techniques to involve and retain users.</i>	

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Expert Interactions

Practitioners		Academic	Technical
ULBs (CEOs, Commissioner,	Other		
<i>Conducted (as of 13/04/2019)</i>			
Nagpur CEO; Vizag CEO; PCMC CEO. MC, Port Blair CEO	Resilience Chair NIUA; Program Manager, UN-HABITAT; Head of Partnerships, UNGCNI; Associate Director, Projects UChicao, IIC; Ex World Bank, Janvani; Pune Chief Resilience Officer; CEO, Palladium Group	Head Engagement Lab at Emerson College	Principal Software Engineer, Zynga; CTO, Quiv Analytics
<i>In the pipeline</i>			
Thane CEO; Pondicherry CEO	Founder, Zensar Tech; Head, CitizenLab-Belgium; Head of Comm, Future Cities Catapult	Professor, KIT	Head, Data Meet – Pune; Economist, Gokhale Institute of Politics and Economics; Founder, Foxberry Tech

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Key Findings

It's not just the private sector that can benefit from better feedback systems but also public institutions



The ideal medium of citizen interaction is dependent on capacity of local government and maturity of citizens



Countries with constitutions as diverse as Canada and China all realise the potential of citizens in development



A balance of involvement among communities, private sector and public institutes is critical

Team

Current Progress

Building a Case

Concept Dev.

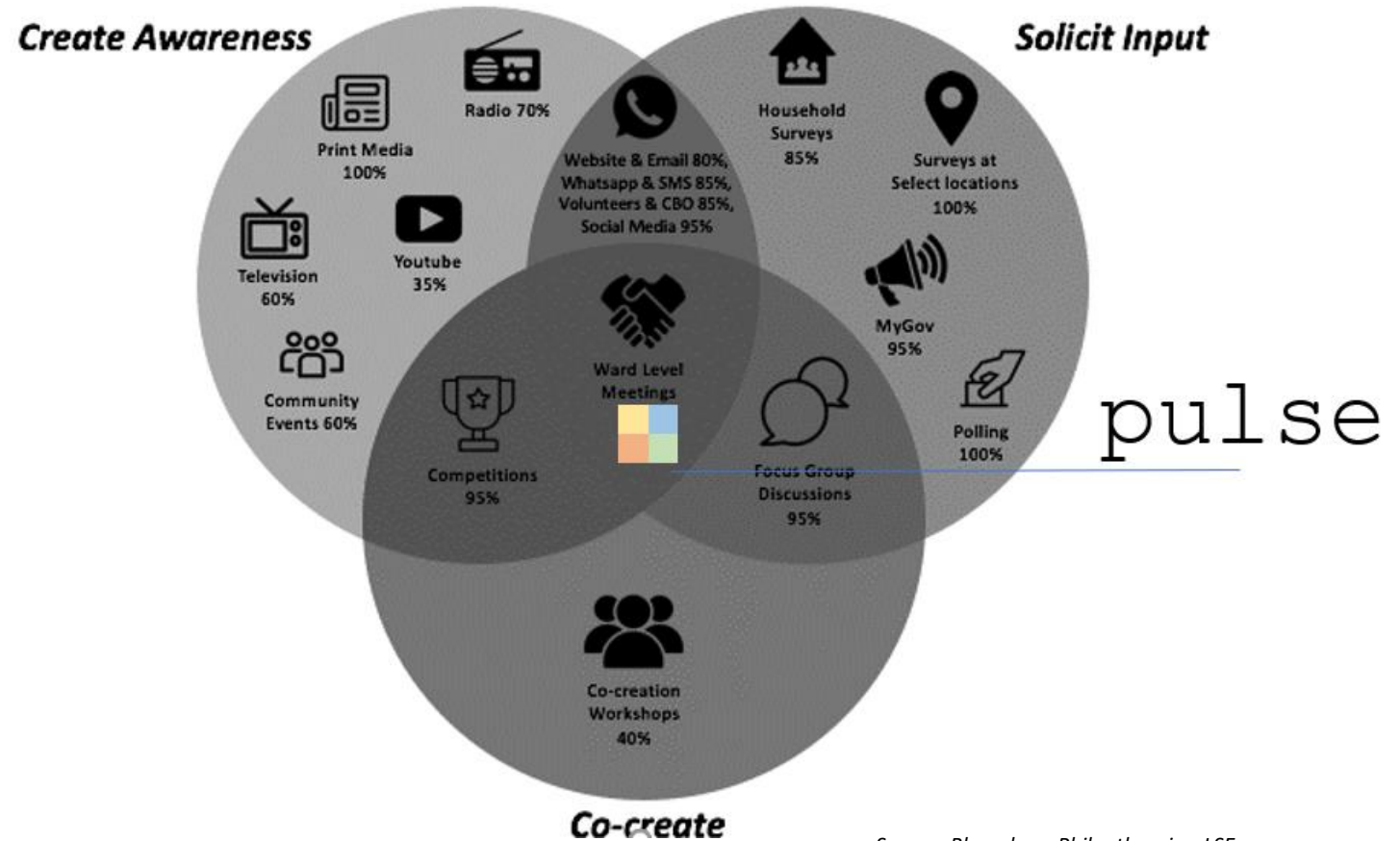
Interface

Future Timeline

Understanding citizen engagement mediums

Key gaps in current citizen engagement mediums

- Lack fidelity and are either too qualitative or quantitative
- Static and resource intensive
- Nascent forward-backward linkages
- Not sufficiently accessible



Source: Bloomberg Philanthropies. LSE

Team	Current Progress	Building a Case	Concept Dev.	Interface	Future Timeline
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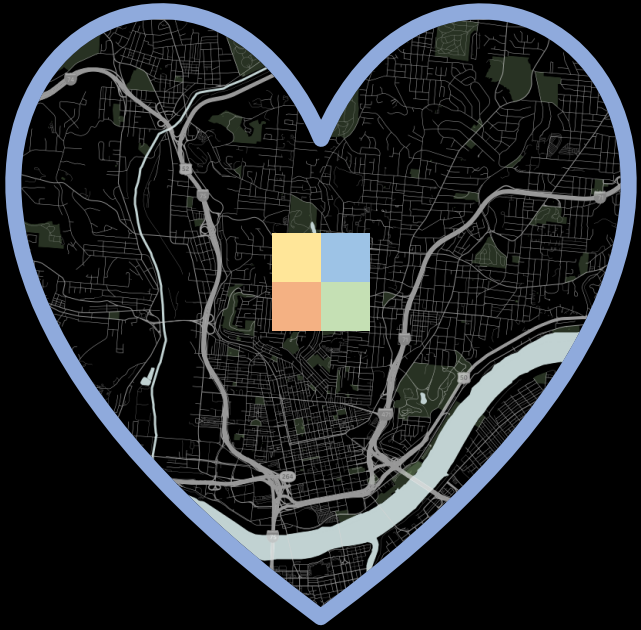
Market Analysis

Sno.	Tool	Online = 1, Offline = 0	India = 1, Others = 0	Urban = 1, Rural = 0	Quantitative = 1, Normative = 0	Gamification = 1	Geolocated = 1	Regional Language = 1	Open Data	Total relevance score
17	IPaidABribe	1	1	1	1	0	1	1	1	7
4	NextBengaluru	1	1	1	1	0	1	0	1	6
1	CitySwipe	1	0	1	1	1	0	1	0	5
2	FlashPoll	1	0	1	1	0	1	1	0	5
6	MiMedelin	1	0	1	1	0	0	1	1	5
7	Beta Blocks	0	0	1	0	1	1	1	1	5
9	Change Bhai	1	1	1	1	0	1	0	0	5
11	MyGov	1	1	1	0	0	0	1	1	5
14	BOS:311	1	0	1	0	0	1	1	1	5
16	Demain Mons	1	0	1	1	0	1	1	0	5
18	Praja MLA and Councillor Report Cards	1	1	1	1	0	0	1	0	5
3	DigiThane	1	1	1	0	0	0	1	0	4
5	My Ideal City Bogota	1	0	1	0	0	1	1	0	4
8	Ballot Bin	0	0	1	1	1	0	1	0	4
12	Block by Block - Minecraft	0	0	1	0	1	1	1	0	4
13	MyColumbus	1	0	1	0	0	0	1	1	4
15	Find it, Fix it	1	0	1	0	0	1	1	0	4
19	Citizen Report Cards Initiative Bangalore	0	1	1	1	0	0	1	0	4
20	MetroQWest	1	0	1	1	1	0	0	0	4
10	Local Circles	1	1	1	0	0	0	0	0	3

Limitations of Digital Tools

- Poor retention rate of citizens over a period of time
- Mismatch between project delivery and citizen expectations
- Nascent digital maturity of the population
- Impersonal nature of the digital mediums





pu1se is a digital platform that maps citizen aspirations in real time

Insert your address
Choose pixel of interest

Recreation
Work

- Hinjewadi
- Shivajinagar
- Balewadi
- Hadapsar
- Camp
- Koregaon Park
- Baner
- Sanghvi
- Bhosale Nagar
- Swargate

Pune City
5 km



Did you know about Smart Poles being installed in your neighbourhood?



Yes

No

2 out of 3

ENG | मराठी

Details of Project –

Budget: 20 Cr
Impact: Better Quality of life
Project start: June 2017
ETC: 5 years

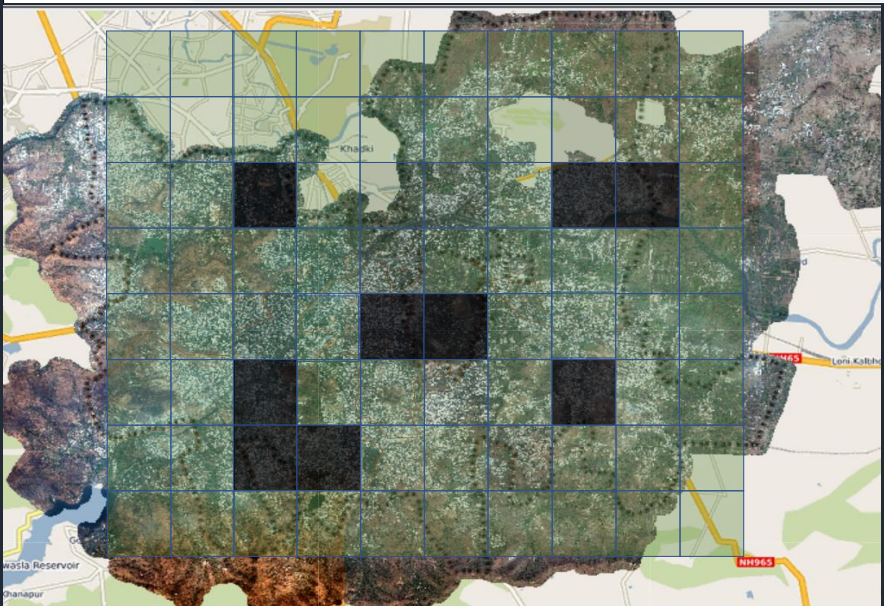
Status: Work-in-progress

2 out of 3

6 in 10 people in your area share your aspiration!

Congratulations! You've earned 50 points



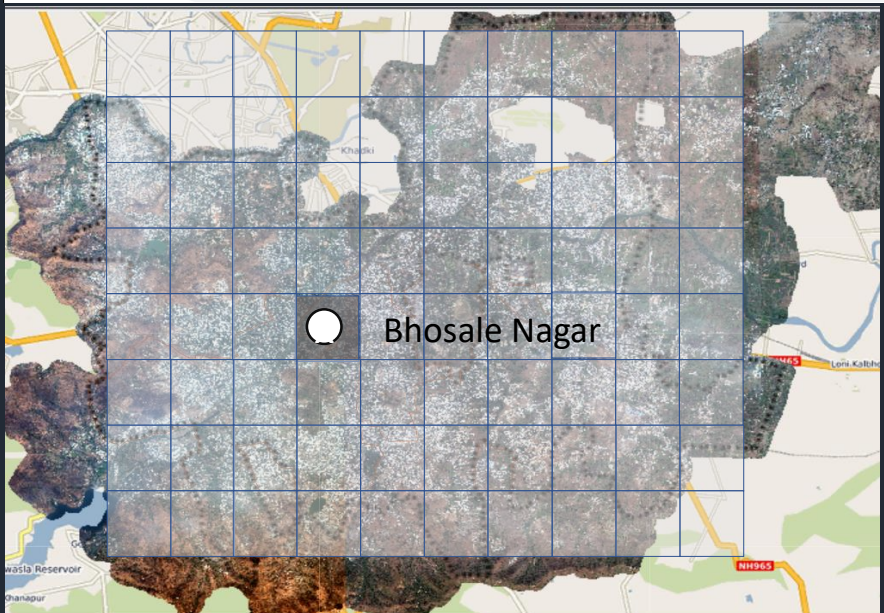




 Overall rating for city
 Feedback

32 people in 100 are aware of the projects ongoing in the City
 Awareness


 Aspiration

User ID	Date	Time Start	Time End	Time start to end	Residence Address	Pixel of address	Age	Gender	Pixel of interest	Interest Type	Project Name	Project Type	Question Code	Owner Agency	Question Type	Question Tag
UVX101	07/03/19	14:00	14:03	0:03	Imperium Sky Garden,411045	Balewadi	-	-	Bhosale Nagar	Residence	Smart Street Light	Ongoing	QAwar323	PMC	Awareness	Safety and Security
UVX101	07/03/19	14:00	14:03	0:03	Imperium Sky Garden,411045	Balewadi	-	-	Bhosale Nagar	Residence	Road and road widening	Completed	QFeed101	PMC	Feedback	Mobility
UVX101	07/03/19	14:00	14:03	0:03	Imperium Sky Garden,411045	Balewadi	-	-	Bhosale Nagar	Residence	Place Making and Open spaces	Proposed	QAsp102	PSDCL	Aspirational	Public Spaces






Safety and Security rating in
Bhosale Nagar for workers

Feedback

"No ongoing safety and
security projects"

Awareness



Aspiration

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User ID	Date	Time Start	Time End	Time start to end	Residence Address	Pixel of address	Age	Gender	Pixel of interest	Interest Type	Project Name	Project Type	Question Code	Owner Agency	Question Type	Question Tag	Picture Codes	Response	Transpose of response	Chat Box Response
UVX101	07/03/19	14:00	14:03	0:03	Imperium Sky Garden,411045	Balewadi	-	-	Bhosale Nagar	Residence	Smart Street Light	Ongoing	QAwar323	PMC	Awareness	Safety and Security	-	Y	N	
UVX101	07/03/19	14:00	14:03	0:03	Imperium Sky Garden,411045	Balewadi	-	-	Bhosale Nagar	Residence	Road and road widening	Completed	QFeed101	PMC	Feedback	Mobility	-	3.5	1.5	
UVX101	07/03/19	14:00	14:03	0:03	Imperium Sky Garden,411045	Balewadi	-	-	Bhosale Nagar	Residence	Place Making and Open spaces	Proposed	QAsp102	PSDCL	Aspirational	Open Spaces	PC102L/PC102R	PC102L	PC102R	Open spaces should be cleaner
UVX102	08/03/19	7:00	7:10	0:10	Kumar Presidency, Pune 411039	Aundh	28	Female	Aundh	Work	Smart Roads	Ongoing	QAwar201	PMC	Awareness	Mobility	-	Y	N	
UVX102	08/03/19	7:00	7:10	0:10	Kumar Presidency, Pune 411039	Aundh	28	Female	Aundh	Work	Solar City Roof Top	Completed	QFeed340	PSDCL	Feedback	Energy	-	4	1	
UVX102	08/03/19	7:00	7:10	0:10	Kumar Presidency, Pune 411039	Aundh	28	Female	Aundh	Work	Smart Metering	Proposed	QAsp120	PMC	Aspirational	Energy	PC120L/PC120R	PC120L	PC120R	
UVX103	10/03/19	2:45	2:46	0:01	-	Bhosle Nagar	22	Male	Aundh	Other	Night Shelters	Ongoing	QAwar326	PMC	Awareness	Housing	-	N	Y	More shelters needed
UVX103	10/03/19	2:45	2:46	0:01	-	Bhosle Nagar	22	Male	Aundh	Other	EWS Housing	Completed	QFeed107	BSUP-JNNURM	Feedback	Housing	-	2	3	
UVX103	10/03/19	2:45	2:46	0:01	-	Bhosle Nagar	22	Male	Aundh	Other	Intelligent Traffic Management System	Proposed	QAsp109	PSDCL	Aspirational	Mobility	PC109L/PC109R	PC109R	PC102L	

Coding convention

QUESTIONS	Question Tag	QAwar323		
		Question	Awareness	Number
		QFeed323		
	Question	Feedback	Number	
QUESTIONS	Question Tag	QAsp323		
		Question	Aspirational	Number
		Picture Code		
	PC102L	Picture Code for Question 102 - Left Image		
PC102C	Picture Code for Question 102 - Center Image			
PC102R	Picture Code for Question 102 - Right Image			
RESPONSES	Awareness Response	Yes	Y	
		No	N	
	Feedback Response	5 Star rating		
RESPONSES	Aspirational Response	Picture Left		
		Picture Center		
		Picture Right		
		Skip		

Team

Current Progress

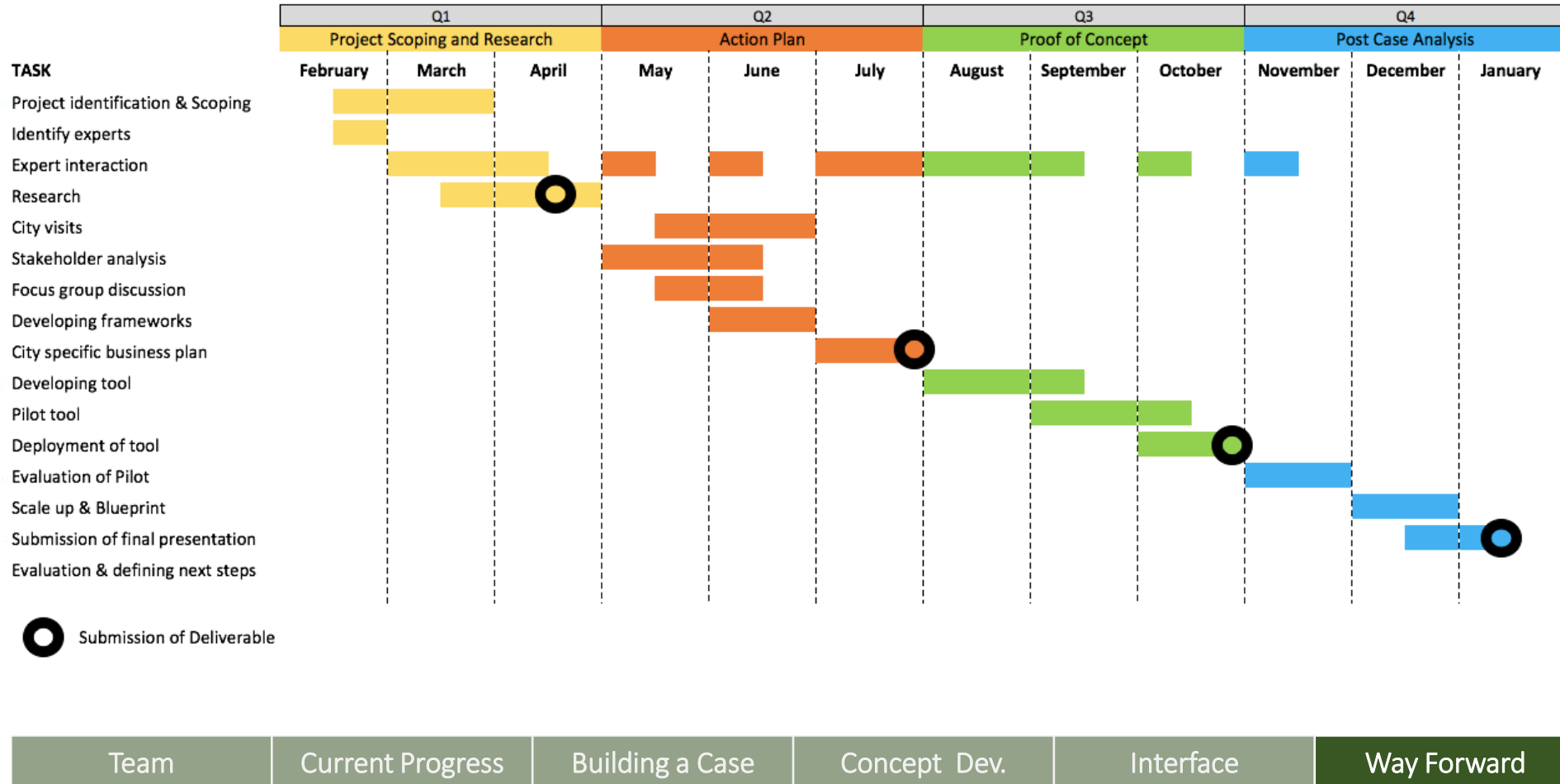
Building a Case

Concept Dev.

Interface

Way Forward

Future Timeline



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