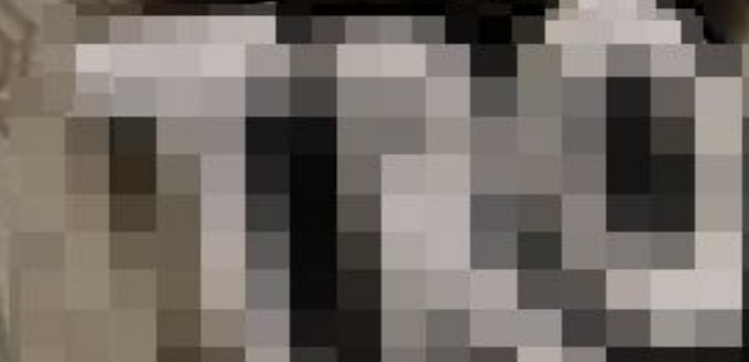


mySociety

The Wrong Users?

@jukesie

THE WRONG USERS



**My first job working as a ‘web’
professional was in 1998.**

Under no circumstances should I be mistaken for a developer of any ilk.

I have been a _____ manager.

I have been a **project manager.**

I have been a intranet manager.

I have been a website manager.

I have been a programme manager.

I have been a social media manager.

I have been a service manager.

I am mainly a **product** manager.

The internet of public service.

Civic tech is any technology that is used to empower citizens or help make government more accessible, efficient, and effective.

Omidyar Network

mySociety

Our mission

We build the digital tools that give people power to get things changed.



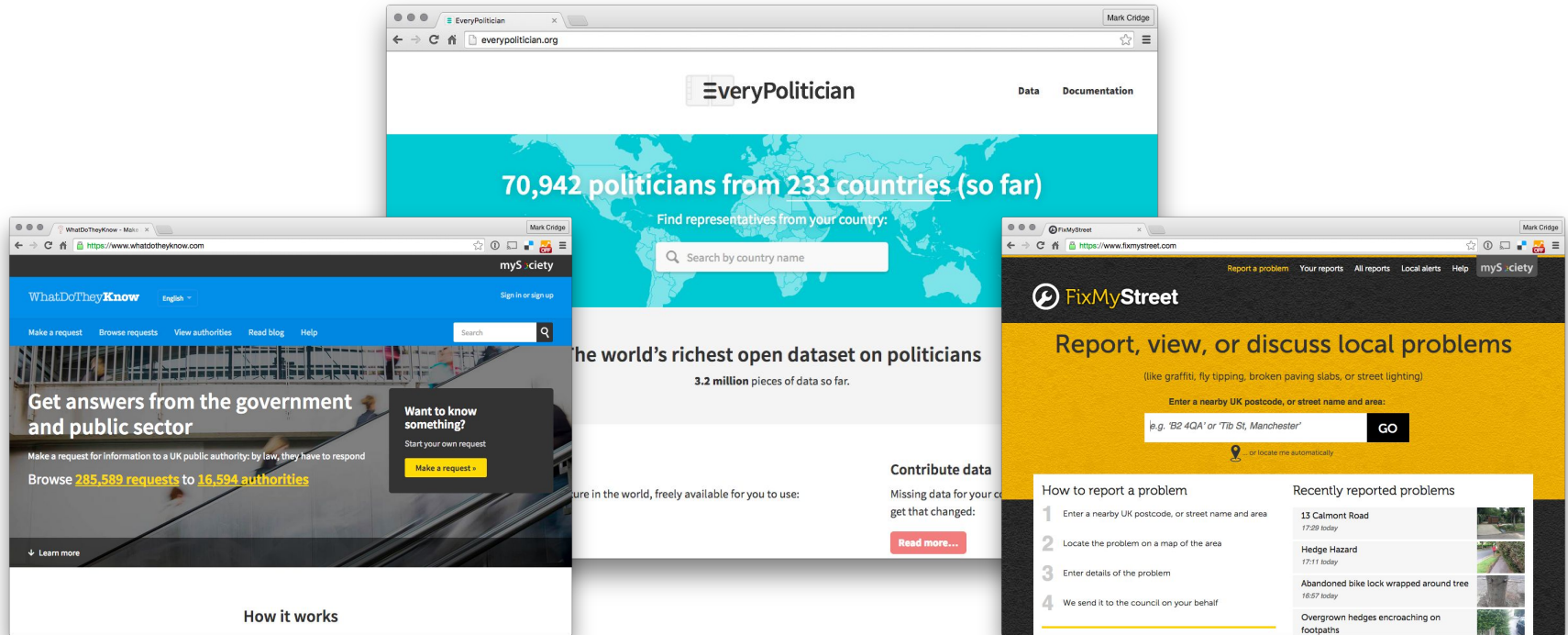
We help citizens to;

1. Understand who has power and how they use it
2. Give them the tools to influence those with power
3. Use that influence to create change within their own communities

44 countries worldwide



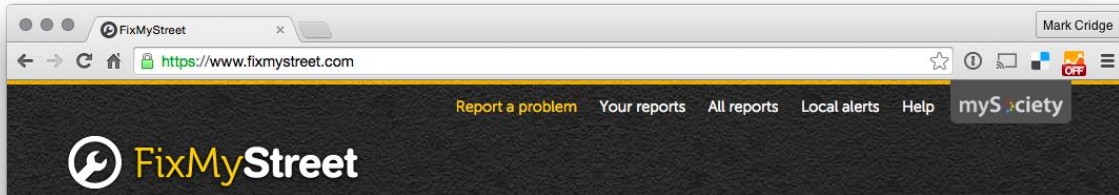
Three practice areas



mySociety

What is FixMyStreet?

FixMyStreet.com



Report, view, or discuss local problems

(like graffiti, fly tipping, broken paving slabs, or street lighting)

Enter a nearby UK postcode, or street name and area:

e.g. 'B2 4QA' or 'Tib St, Manchester'

GO



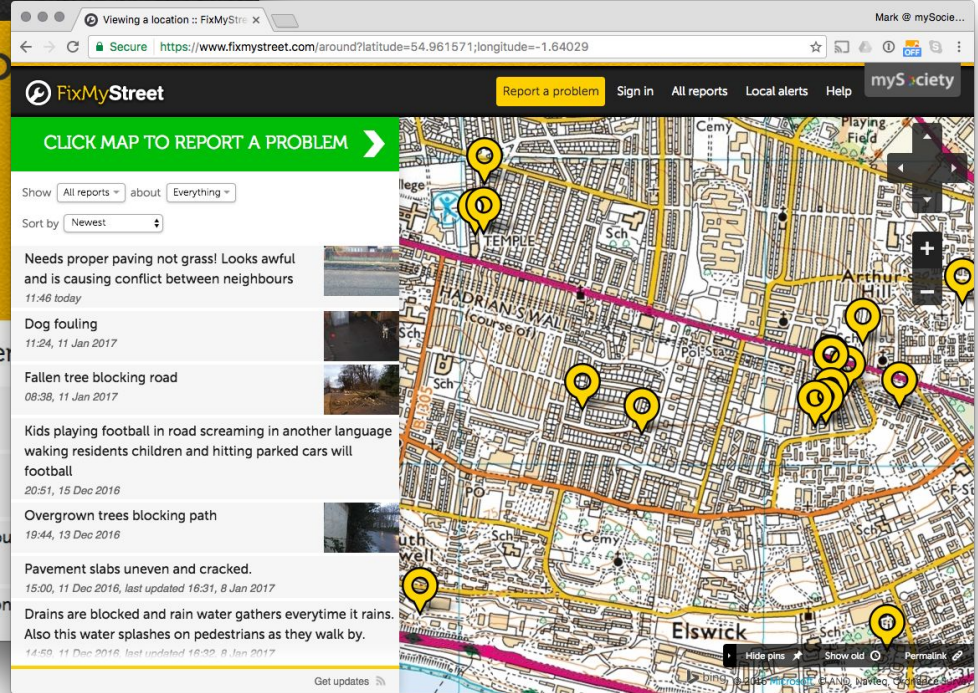
...or locate me automatically

How to report a problem

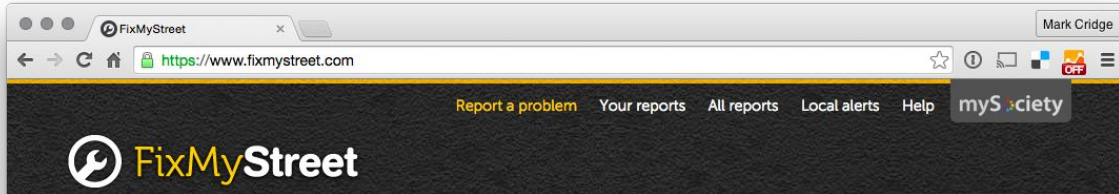
- 1 Enter a nearby UK postcode, or street name and area
- 2 Locate the problem on a map of the area
- 3 Enter details of the problem
- 4 We send it to the council on your behalf

Recently reported problems

- 13 Calmont Road
17:29 today
- Hedge Hazard
17:11 today
- Abandoned bike lock wrapped around
16:57 today
- Overgrown hedges encroaching on
footpaths



- Needs proper paving not grass! Looks awful and is causing conflict between neighbours
11:48 today
- Dog fouling
11:24, 11 Jan 2017
- Fallen tree blocking road
08:38, 11 Jan 2017
- Kids playing football in road screaming in another language waking residents children and hitting parked cars will football
20:51, 15 Dec 2016
- Overgrown trees blocking path
19:44, 13 Dec 2016
- Pavement slabs uneven and cracked.
15:00, 11 Dec 2016, last updated 16:31, 8 Jan 2017
- Drains are blocked and rain water gathers everytime it rains. Also this water splashes on pedestrians as they walk by.
14:59, 11 Dec 2016, last updated 16:32, 8 Jan 2017



Report, view, or discuss local problems

(like graffiti, fly tipping, broken paving slabs, or street lighting)

e.g. 'B...

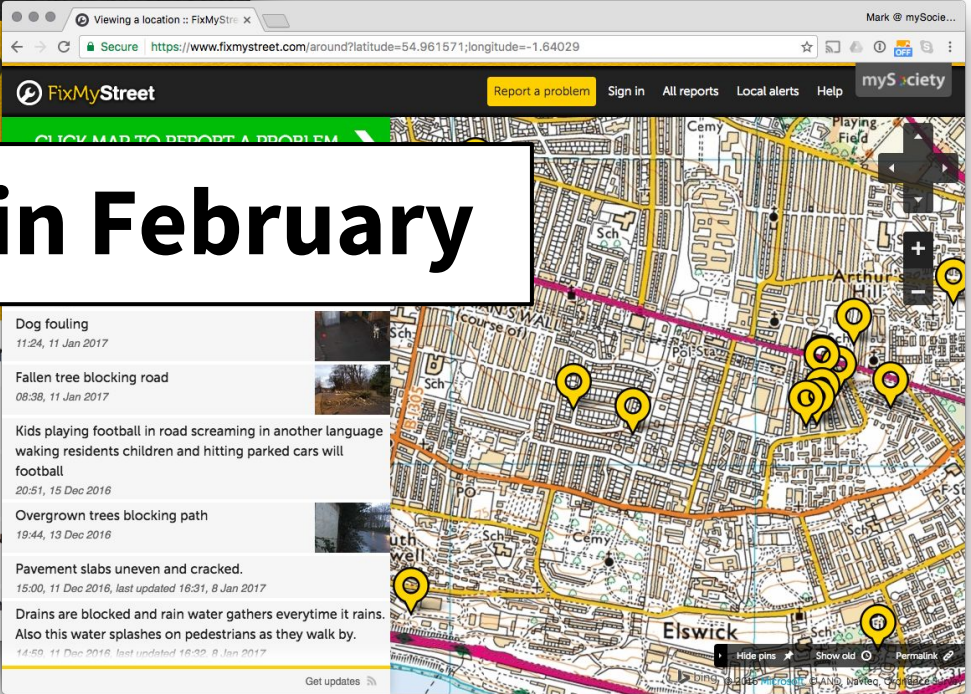
Turned 10 in February

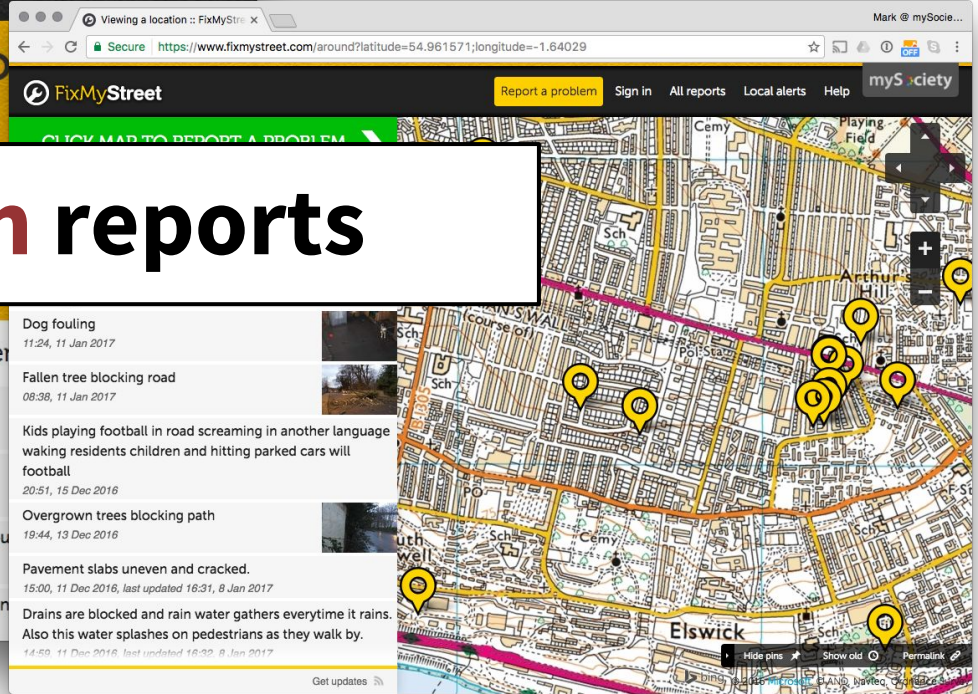
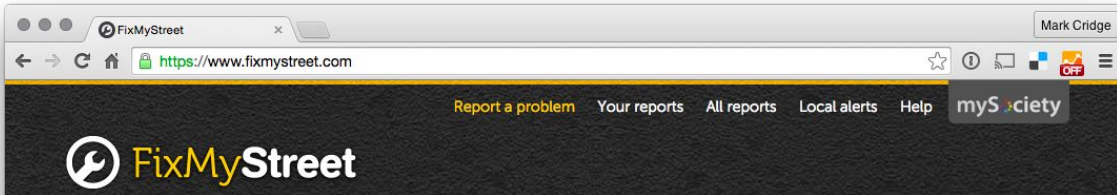
How to report a problem

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17:29 today
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1 million reports

How to report a problem

- 1 Enter a nearby UK postcode, or street name and area
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Recently reported problem

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footpaths

MakeMyIsland Maldives

The screenshot shows the MakeMyIsland website. At the top, there is a navigation bar with links: "Report a problem", "Your reports", "All reports", "Local alerts", and "Help". The logo "make my island" is on the left, and the UNDP logo is on the right. The main heading is "Report, view, or discuss local problems" with subtext "(dumping waste, street lighting, erosion)". Below this is a form to "Enter a nearby street name and area:" with an input field containing "e.g. 'Fonadhoo' or 'Malé'" and a "GO" button. A note below the input field says "... or locate me automatically".

How to report a problem

- 1 Locate the problem on the [map of the island](#)
- 2 Enter details of the problem
- 3 We send it to the council on your behalf

0 reports in past week 0 fixed in past month 27 updates on reports

FiksGataMi Norway

The screenshot shows the FiksGataMi website. The navigation bar includes "Rapporter et problem", "Dine oppdateringer", "Alle rapporter", "Lokale varsler", "Hjelp", and "FORENINGEN NUUG". The logo "FiksGataMi" is prominent. The main heading is "Rapporter, finn eller diskuter lokale problemer" with subtext "(som tagging, søppel, hull i veien, eller ødelagte gateløys)". Below this is a form to "Skriv inn postnummer i nærheten, eller veinavn og sted:" with an input field containing "for eksempel «Karl Johansgate» eller" and a "SØK" button. A note below the input field says "... eller finn min posisjon automatisk".

Hvordan rapportere et problem

- 1 Skriv inn postnummer i nærheten, eller veinavn og sted
- 2 Lokaliser problemet på kartet over området
- 3 Legg inn detaljer om problemet
- 4 Vi sender til administrasjon på dine vegger

129 rapporter siste uke 195 fikset siste måned 28,663 rapportoppdateringer

Nylig meldte problemer

- Søppel / skrot på gang-/sykkelvei
07:26 idag
- Synkehull i sykkel-/gangvei
23:10, søndag
- Gelender er ødelagt og trapp for kort?
10:33, søndag
- Kjøring og parkering på gang- og sykkelvei Gamle Strømsvei
12:34, 2 okt. 2015
- Villaveien, 6687 Valsøyfjord
02:10, 2 okt. 2015

FixMyStreet on GitHub

The screenshot displays the GitHub interface for the repository `mysociety/fixmystreet`. The page shows the following details:

- Repository: `mysociety/fixmystreet`
- Actions: Unwatch (39), Star (249), Fork (133)
- Navigation: Code, Issues (261), Pull requests (13), Wiki, Pulse, Graphs, Settings
- Filters: `is:issue is:open`
- Issue List (261 Open, 688 Closed):
 - #1322: Photo upload on Opera/Lumia Windows (Bug, mobile) - opened a day ago by MyfanwyNixon
 - #1319: Add `http://cuida.alcala.org` in Spain to list of sites running fixmystreet (Documentation) - opened 2 days ago by JenMysoc
 - #1318: Testimonials from happy users (UK specific, UK Users) - opened 4 days ago by MyfanwyNixon
 - #1317: clarify the relationship/availability of FMS-mobile app (Documentation, For redeployers) - opened 4 days ago by davewhiteland
 - #1315: Support `media_url` in Open311 updates (Reviewing) - opened 7 days ago by dracos
 - #1314: use autocomplete to suggest existing names when entering/editing category (Admin Interface, Suitable for Volunteers) - opened 8 days ago by davewhiteland
 - #1313: Open311 request endpoint does not return number of result as per Open311 specs - opened 8 days ago by leowmjw
 - #1312: Updates on /my have no padding (Design) - opened 10 days ago by dracos

User story

As a resident I need to report the fly-tipping on my street so that the Council cleans it up in a timely manner.

Jobs to be done

Report pothole on my street.

Citizen sees vandalised bus shelter > takes photo > makes report on FMS when they get home > FMS sends report to appropriate Council team > Council team prioritises > report confirmed by inspectors > contractors assigned to repairs > job completed > Council staff update FMS status to 'closed' > citizen receives email confirming report resolved.

Citizen sees vandalised bus shelter > takes photo > makes report on FMS when they get home > FMS sends report to appropriate Council team > Council team prioritises > report confirmed by inspectors > contractors assigned to repairs > job completed > Council staff update FMS status to 'closed' > citizen receives email confirming report resolved.

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mySociety

FixMyStreet challenges.

**Ten years is a long time in
internet time.**





John

- ▶ [Create content](#)
- [My account](#)
- ▶ [Administer](#)
- [Log out](#)

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum malesuada nunc eleifend pede tristique sodales. Mauris ligula. Integer dapibus, quam vitae scelerisque dignissim, lectus elit mattis pede, ut euismod nibh orci nec erat. Cras volutpat leo. Aenean orci neque, placerat eget, tristique ut, tincidunt ut, elit. Sed ipsum nunc, tempor nec, egestas in, eleifend sed, elit. Morbi ipsum nisi, feugiat non, mollis in, nonummy consectetur, ligula. Aenean in libero. Praesent facilisis dictum velit. Donec lacus massa, facilisis eget, consequat non, fringilla id, lectus.

[Read more](#)



**Developer led product that
has always been distrustful of
'native apps'.**

**Driven by needs of open
source community installing
platform internationally for
many years.**

Minimal 'design' input in that decade.

**Even if Jared Spool is right
and everybody is a designer.**

**Despite challenges we
still make it much
easier to complain to
your Council.**





Reliable fault-reporting and case management for councils, based on the nation's most popular street reporting service, [FixMyStreet.com](https://www.fixmystreet.com)

poacher turned gamekeeper:
someone who now protects the interests
they previously attacked.

Citizen sees vandalised bus shelter > takes photo > makes report on FMS when they get home > FMS sends report to appropriate Council team > Council team prioritises > report confirmed by inspectors > contractors assigned to repairs > job completed > Council staff update FMS status to 'closed' > citizen receives email confirming report resolved.

User story

As a resident I need to report the fly-tipping on my street so that the Council cleans it up in a timely manner.

The Council cares..

The Council cares..
because the press do

The Council cares..
because voters do

The Council cares..

because their insurers do

The Council cares..

because Westminster does

The Council cares..

because most staff just do.

First challenge

The only way to meet the user need is for the Council to efficiently respond to reports.

First challenge

**Reports from FMS increase
every year and every year
Councils face more cuts.**

mySociety

Who uses FixMyStreet?

Who benefits from civic technology?

Demographic and public attitudes research into the users of civic technologies

Rebecca Rumbul, Head of Research, mySociety



FixMyStreet

mySociety

October 2015

Who benefits from civic technologies?

<https://www.mysociety.org/files/2015/10/demographics-report.pdf>

into the users of civic technologies

Rebecca Rumbul, Head of Research, mySociety



Our users

70% of users over the age of 45

64% of users are male

94% of users are white

38% of users have a degree or higher

46% of users have a full-time job

33% of users are retired

“male, pale and stale..”



Parliament

51 is average age of MPs

69% of MPs are male

94% of MPs are white

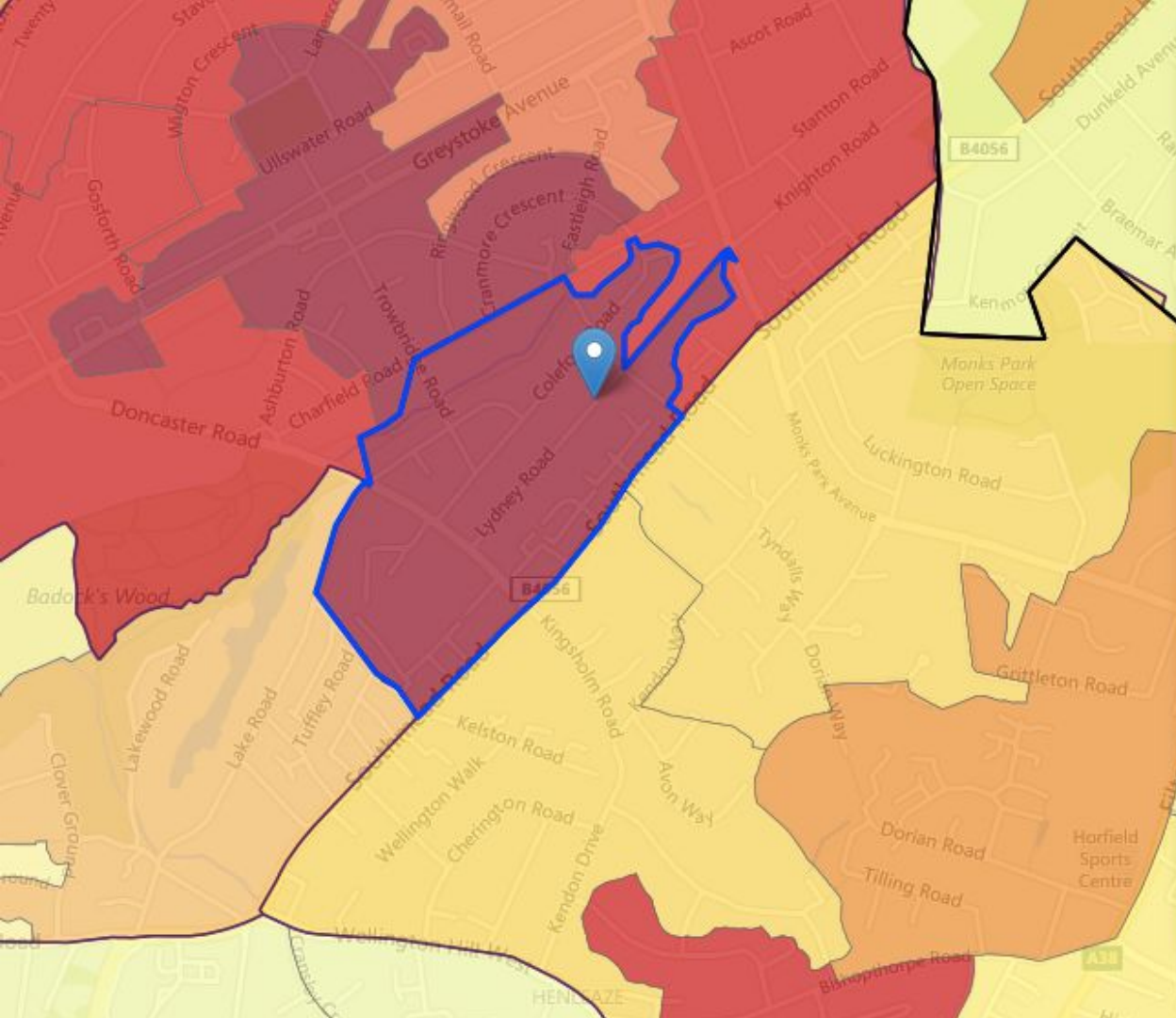
Second challenge

Designing for ourselves?

Second challenge

**Are we just providing a
new channel to the
already empowered?**

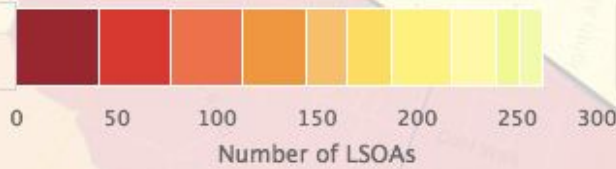
**Does the fact reports
increase on the run up to
elections back this up?**



Your selected location falls in **Bristol 002A** LSOA (i.e. neighbourhood), which is ranked **2,569** out of 32,844 LSOAs in England; where 1 is the most deprived LSOA. This is amongst the 10% most deprived neighbourhoods in the country.

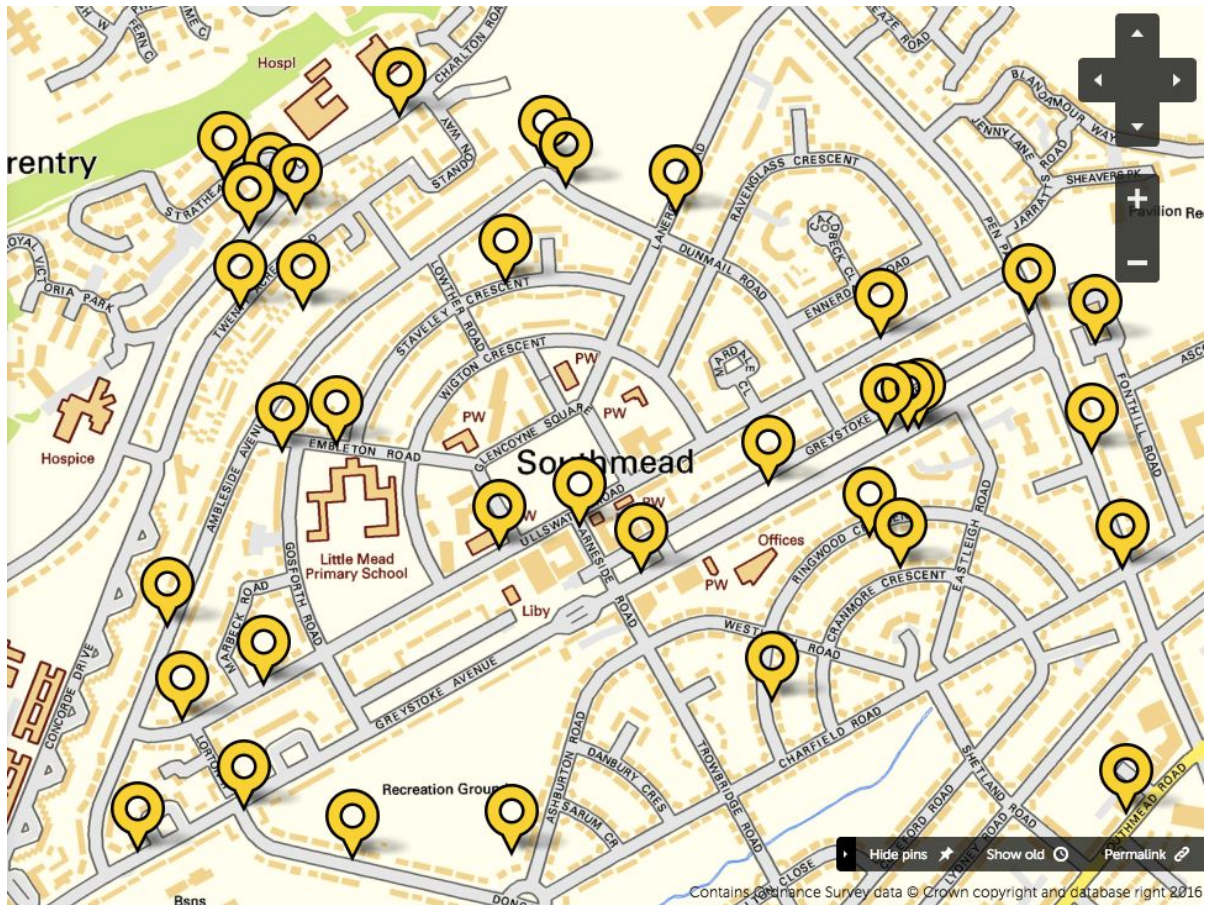
Bristol 002A is within **Southmead** ward and one of 263 LSOAs in **Bristol, City of** local authority district.

This chart shows their distribution in each decile of the **Index of Multiple Deprivation (IMD)**.



Neighbourhood (LSOA)	rank
Bristol 053E	65
Bristol 053B	67
Bristol 051A	200
Bristol 053C	232
Bristol 045B	245

Showing 1 to 263 of 263 entries





Third challenge

**Vicious cycle in more
deprived neighbourhoods.**

Third challenge

Residents don't believe issues will get fixed > so don't report issues > so things don't get fixed > and so on.

We help citizens to;

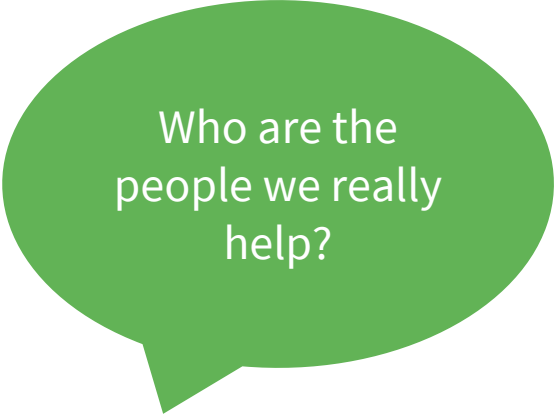
1. Understand who has power and how they use it
2. Give them the tools to influence those with power
3. Use that influence to create change within their own communities

EDUCATED, WHITE, MIDDLE AGED, MEN FROM GOOD NEIGHBOURHOODS


We help ▲ citizens to;

1. Understand who has power and how they use it
2. Give them the tools to influence those with power
3. Use that influence to create change within their own communities


Questions we need to keep asking



Who are the
people we really
help?



What impact do
we actually have?



How do
we reach more
people?

Any ideas?

Ask me anything

(within reason)

@jukesie