LET'S SHARE SHIT!
How can a digital platform facilitate idea generation and collaboration for Raleigh stakeholders interested in planning and participating in public projects?

Alley, Elizabeth. Personal Interview. 27 October 2015.

Currin, Tina Haver. “Matt Tomasulo explores new ways to use the negative space of civic infrastructure”. Indy Week. Newspaper. 13 August 2014. This article discusses how Matt Tomasulo is creating new opportunities bringing ideas to Raleigh to promote public community engagement with the city. The article also talks about the benefits to Matt’s process of pilot projects and how trial and error and quick, iterative ideation can be beneficial in the long run.

Downtown Raleigh Alliance. State of Downtown Raleigh 2015. Web. September 2015. This document provides statistics about growth, investment and planning, facets of commerce, living, working, connectivity and sustainability in Downtown Raleigh. This is very helpful in terms of framing Raleigh as a city that is growing rapidly, with plans to change drastically over the next decade.

Frizell, Sam. “The new American dream is living in a city, not owning a house in the suburbs”. Time Magazine. Web. 25 April 2014. This article discusses the shift in expectations from Gen X to Gen Y in terms of quality of life, where people want to live and what they want out of their cities.

Urban Design Center. UDC: Re-Imagine Raleigh. Web. September 2015. This is a community-based workshop project that highlights some interesting takeaways from Raleigh’s downtown community. The website discusses process, community engagement and findings from the workshops.

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<td>Kickstarter:</td>
<td>A crowdfunding website to help bring creative projects to life.</td>
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<td>City Mart:</td>
<td>An organization connecting cities with new ideas and solutions, transforming the way that cities solve problems.</td>
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<td>Mural.ly:</td>
<td>An online platform for collaboration and brainstorming.</td>
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<td>Slack:</td>
<td>A messaging application that strives to make working lives simpler and more convenient.</td>
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"I WONT GROW UP. IN ME IS THE LITTLE CHILD OF MY EARLY DAYS"
LEXI
“The lurker”
+ has lived in Raleigh a while
+ works at an NPO
+ likes to see other people’s ideas
+ a consumer of public projects

NED
“The newbie”
+ new to Raleigh
+ creative job
+ has lots of ideas
+ wants to feel a part of local community

AARON
“The advocate”
+ has lived in Raleigh a while
+ founded local incubator
+ knowledgeable about public projects
+ wants to see more people get involved

LEXI
I don’t know what to say. How can I help?

NED
Let’s start this conversation. This is what ATL is doing. I have these ideas. I would like to share them.

AARON
Here's some feedback. Let me connect you with this other user. Here are my ideas. Let’s get a team together.

EMPATHY MAPS

LEXI
Likes peoples ideas.
Makes private lists.
Shares content to social media outlets via app.

NED
Shares ideas.
Takes photos and videos.
Comments on and likes other people’s ideas.
Shares content to social media outlets via app.

AARON
Provides feedback.
Creates teams.
Connects people.
Shares content to social media outlets via app.

DO
FEEL

LEXI
NED
AARON

No level of interest or awareness
Some level of interest and awareness
Aware, interested and ready to contribute ideas
Contribute ideas
Have ideas and ready to put into action
Put ideas into action
Advocate for ideas

EMPATHY MAPS

LEXI
SAY
I don’t know what to say. How can I help?

THINK

NED
SAY
Let’s start this conversation. This is what ATL is doing. I have these ideas. I would like to share them.

THINK

AARON
SAY
Here’s some feedback. Let me connect you with this other user. Here are my ideas. Let’s get a team together.

THINK

EMPATHY MAPS

LEXI
SAY

THINK

NED
SAY

THINK

AARON
SAY

THINK

EMPATHY MAPS

LEXI

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NED

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THINK

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NED

THINK

AARON

THINK

EMPATHY MAPS

LEXI

THINK

NED

THINK

AARON

THINK
Title sequence — Work in Progress transition to WIP (Raleigh): Sharing ideas, collaborating and delighting our city.

Open with text about Raleigh’s growth and potential with shot of Raleigh skyline or identifiable buildings.

Transition with quick shots of murals, current public projects. Add in text questioning how to continue pushing for these ideas and projects as Raleigh continues to grow.

Transition to shot of “the newb” walking and interacting with space — shot of getting coffee. Insert text about “starting with an idea.”

Scale back to shot of “the newb” capturing space and adding idea to the application — incorporate elements of UI.

Detail shot(s) — introduce UI microinteractions with other users: i.e. likes, comments, messages. Maybe split full screen back into square detail shots.

Quicker 1-2 shots of “the newb” adding ideas with faster paced UI elements animated within the spaces.

Show spaces of opportunity at various scales — include some of the feedback interactions (UI elements) here.

Abstract shot of Raleigh, with some indication of location. Bright, promising shots. Text about ideas and projects connecting people to their community and their city.

Close-up with necessary credits.
I have been working on a mural design that would be perfect for this space! @Hqraleigh @CAM

Perfect. Thanks!

@new_in_town
Sending you an invite into our idea space!

204 S Salisbury St

@raleighmuralproject connected you to @awesomeraleigh

Let me connect you to someone who might be able to help!

10 people liked your idea