**App for the public administration**

We aim to develop a social app which is like a social network: each citizen has a profile and can put a post regarding a particular issue to be solved in a city. The citizen will be asked to sign in in the app using either the fiscal code or the number of identity card (to prevent fake accounts). App will have access to location. People can put posts about issue (ex: there is a hole in a road to be fixed; there is this neighborhood which is dangerous; there is this noisy activity here that disturb the quietness of the people). Other people will be able to sustain the problem you raised by liking and commenting it: the more likes a post get, the more visibility will it have, which means that it is more important for the community. People will also be able to pledge a small amount of money for a problem to be fixed. The PA will communicate that a certain problem has taken into consideration, and will give a time period (months) to raise a specific amount of money. The amount pledged will in fact cover the part that the PA cannot afford counting on its budget. If the problem is too costly or too complicated, PA will communicate the reasons why it cannot be solved, such that people will understand. This app should also enable enterprises active on CSR to donate money to improve a community.

“The app allows citizens to post social issues through a picture and a description of the problem. Users will be able to support the problems they share through likes and comments and check the most popular ones. Finally, they will see how PA is dealing with most important issues for the community.”

**Goals**:

1. Improve the communication PA-citizens on both sides: to give voice to the majority of citizens who feel ignored by the PA. To give the PA the possibility to gain consensus by showing they are solving problems they care about. Cruciality: communication is crucial, both from citizens to PA, but especially from PA to citizens. PA must keep the citizens updated about the issues they are working on, and communicate them if a problem cannot be solved for budget reasons (also disclosure of public decision process).
2. Give a more visible CSR option to social responsible enterprises: think about: reducing hunger in the world (something distant from the people, they do not see it) vs. contributing to solve a public problems **->** strong image returns, much more visible.
3. Help the PA raising funds to solve some problems.
4. Give PA the possibility to reach higher consensus by positively impressing the citizens for its efforts
5. Finally, **stakeholder engagement:** align the interests of all stakeholders in the local community (enterprises, local PA, citizens)

**Revenue stream**:

1. PA public fund. Why? We offer them a service which improves their efficiency and processes, thus it is right to charge them**. BUT HOW?** Fixed amount? If yes, depending on what? If variable amount, depending on what?
2. Small fee applied to the amount pledged and successfully raised. Is it fair? People already pay taxes!!!
3. Sell users data to companies and parties
4. Fee on CSR made by social responsible enterprises. Is It fair? It can be if we:

* Assure social enterprises to have visibility for the projects they are funding (easily possible through the app)
* Find for each social enterprise the right project

**Critic points: hypotheses that need to be tested**: THROUGH TWITTER DATA

1. **ON PEOPLE 1**: IS THERE A **MARKET NEED**? -> Do people care about the problems in their community? If not, there is no need for our product. If yes, which channels do they use to communicate with the PA?
2. **ON PEOPLE 2**: WHICH IS OUR **TARGET**? -> Which are the segments of citizens more socially active and interested in our service? Or, again, which are the citizens that think the communication with the PA is bad? Which are the intrinsic characteristics of these people (age, income, neighborhood, nationality…).

Are they satisfied with the current channels available to communicate with the PA? If th

1. **ON PEOPLE 3**: PROVIDED THAT THE MARKET NEED EXISTS, IS THERE **ECONOMIC SUSTAINABILITY** (REVENUES FROM AMOUNT PLEDGED)? -> Are people willing to pledge a small amount for a problem in the community? They already pay taxes. But if yes, which are the demographics, social and economic features of these people? **This also is crucial to target our customer base**.
2. **ON PEOPLE 4**: PROVIDED THAT THER IS A MARKED NEED, IS THERE A WILLINGNESS TO DOWNLOAD AND USE THE **APP?** -> Is people willing to have a social network app for the PA? If not, maybe because of the storage on the phone, or for other reasons. If yes, how should we design the app, accordingly to our target?
3. **ON SOCIAL ENTERPRISES: ECONOMIC SUSTAINABILITY:** IS THERE A POSSIBILITY TO GET REVENUES FROM THEM? -> Are social enterprises willing to donate money to the PA? Maybe not, because PA already get taxes and funds from the State, or maybe because they do not get enough image returns. But if yes, which types of companies would be more interested in our service? Private companies, PMI or big corporations; or non profit? How many resources do they allocate for CSR? How can we monetize the image return we give them? How much can we charge them?
4. **ON PA**: IS THERE A MARKET NEED? -> Does the PA feel the necessity to improve the communication with their citizens? If not, our product does not exist. If yes, are they planning to take actions to improve communication? If yes, they would be competing with us and it would be hard for us. If not, would the PA pay for a service that improves communication with the citizens? If not, we have to find other revenue streams.

**Critical success factors**:

1. **Network effects**: since our app is designed as a sort of social media, having a **large** and **active** customer base is crucial to get the attention of the PA. What to do hypothetically? Convince someone to fund the app. Use seed funding to: design the app, promote it through appropriate marketing campaign. Get large customer base -> value of the network increases -> PA gets interested in the service -> social enterprises get interested in the service.

**COME FARE**??? SERVONO INCENTIVI AI CITTADINI PER SCARICARE L’APPLICAZIONE -> incentivi monetari tipo biglietti ATM gratis, o soldi, o cose così

1. **Relationships with the PA**: maybe the PA likes so much the idea that they support it from the beginning, but maybe not. If not, they would support it only after there are a good number of users -> network effects are critical.
2. **CSR support from the enterprises**.Most surely, only after stable relationship with the PA.
3. **Users’ data (**log in with Fb + fiscal code)

**Competitors:**

* Public Administration public profiles (Facebook, Twitter and so on). **-> these profiles should be analyzed**, seeing how many followers they have, how much do they interact, which kind of conversations they have, how much active are these profiles, how many times do they post, after how many times do they answer to comments and so on.
* Official website of the local administration: there should be a section where you can report problems -> How do they answer? Automatedly (BOTs) or manually? How do they answer you? After how much time do they answer you? Do you get the answer on the website (so you have to keep going on the website) or do they answer you through more comfortable channels (ex: email…)?
* Other appS that aim to do the same as us/are already doing it? We should check on GooglePlayStore and Apple App Store.

**Opportunities**:

Provide the PA and social enterprises about performance metrics.

What about groups on social media of people sharing problems about the community? We could:

* Provide them a channel to communicate with the PA
* Promote our app in these groups to gain network effects

**Features about the app**:

* Main layout must be chosen accordingly to the target (young people, vs. middle aged ones)
* A section where each citizen can see the posts he liked (= problems he shares), and posts he pledged. In the same section, he will be able to see updates and answers from the PA.
* Possibility to filter the posts by relevance, viral, neighborhood, and so on
* **Interactive map**!!! Alla prof Rubera piace
* Messages from the PA about problems, maintenance and so on: i) we have acknowledged this problem and we will evaluate it! Keep updated. Ii) Careful, we are fixing this road, there will be traffic here!, iii) Thanks to your pledge and the collaboration with <social responsible company> which donated <500k $>, we started to work on <this problem>! Keep updated.

**WHAT WE NEED TO DO**:

* Analysis of the competition: public profiles of PA and already existing products
* Survey to spread around to verify our hypotheses (market need exists, find the target, choose the app design)
* Contact Social responsible enterprises and ask them if they give money to solve community problems???
* Contact the PA
* Analysis of the app-developing costs and marketing campaign
* Revenue analysis and cash-flow analysis

MAPPA INTERATTIVA:  
Mostra i pallini che indicano la presenza di un problema in una zona particolare. Più grande il pallino, più likes – commenti ha ricevuto -> più grande è il problema. Sarebbe bello categorizzare i problemi nelle categorie principali (ordine pubblico…), assegnare un colore a ciascun problema e mostrare i pallini con il colore della categoria del problema.