



BORGERFORSLAG

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GRUPPE 1.1

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PROBLEM STATEMENT

Democratic confidence

How can young people be empowered to
make citizen proposals?



LONG TERM GOAL

Get young people in Aarhus to be more engaged with citizens proposal

SPRINT QUESTIONS

- Can we make more awareness about citizen proposals?
- Can we get more young people to make citizen proposals?
- Can we improve filtering and searching to vote for relevant subjects?

RESEARCH



- Don't know that it's possible
- Confidence to Aarhus Kommune
- Living their own life

TARGET AUDIENCE



THE SOCIAL ACTIVIST

Age: 15-28

Location: Aarhus City

They are **actively involved in various social causes** and have a **strong sense of civic responsibility**.

Main Problems Faced:

- Lack of resources and support for their initiatives
- Limited access to information about citizens' proposals

Reasons for Not Participating in Citizens' Proposals:

- Perceive citizens' proposals as ineffective and bureaucratic
- Lack of trust in the political system and authorities
- Feel their voices are not heard or valued



THE DISENGAGED YOUTH

Age: 15-28

Location: Aarhus City

Represents young people who **feel disconnected from their community** and are **disinterested in civic participation**.

Main Problems Faced:

- Lack of opportunities for personal growth and development
- Mental health issues and social isolation

Reasons for Not Participating in Citizens' Proposals:

- Feel disconnected and apathetic towards community issues
- Lack of awareness about citizens' proposals and their potential impact
- Perceive civic participation as time-consuming and unbeneficial

HMW

INITIAL RESEARCH AND INTERVIEWS



HMW

Leverage social media platforms to promote the importance of citizen proposals and encourage young people to actively participate in the democratic process?

HMW

Tell young people that they can help each other by making proposals

HMW

Make it interesting to interact in the local community

HMW

create an engaging online platform that encourages young people to submit citizen proposals to the Aarhus City Council?

H M W

HMW

Leverage social media platforms to promote the importance of citizen proposals and encourage young people to actively participate in the democratic process?

App to go to easy
Have the option to access the bottom to create a proposal easily

Democracy school event
collaborate with schools to spread the knowledge that they can influence the local community

Workshop
Make it as a game day to engourge more young people to interact with borgerforslag

HMW

Tell young people that they can help each other by making proposals

Pre-proposal Create a platform for young people with similar interests to connect and discuss, which can lead to citizens' proposals made in groups - gives more "courage" to speak up when one is not alone

Mobile app that allows young people to easily access and stay updated on citizens' proposals and make their own

Social media integration Mobile app that combines social media features with a platform for citizens' proposals, allowing young people to easily share and discuss ideas with their friends and followers

HMW

Make it interesting to interact in the local community

Events Host "Proposal Cafe", for young people to meet up and discuss different topics of interest and create proposals - in collaboration with existing youth organizations. (UKH)

Sense of community
Social networking app that connects young people in Aarhus based on shared interests and community issues, facilitating collaboration and idea exchange

The earning points strategy
Gamified process where young people can submit and vote on citizens' proposals, earning points and rewards for their participation

HMW

create an engaging online platform that encourages young people to submit citizen proposals to the Aarhus City Council?

H M W

**App to go to easy
Have the option to access
the bottom to create a
proposal easily**

**Mobile app that allows
young people to easily
access and stay updated
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make their own**

**Sense of community
Social networking app that
connects young people in
Aarhus based on shared
interests and community
issues, facilitating collaboration
and idea exchange**

APP SOLUTION

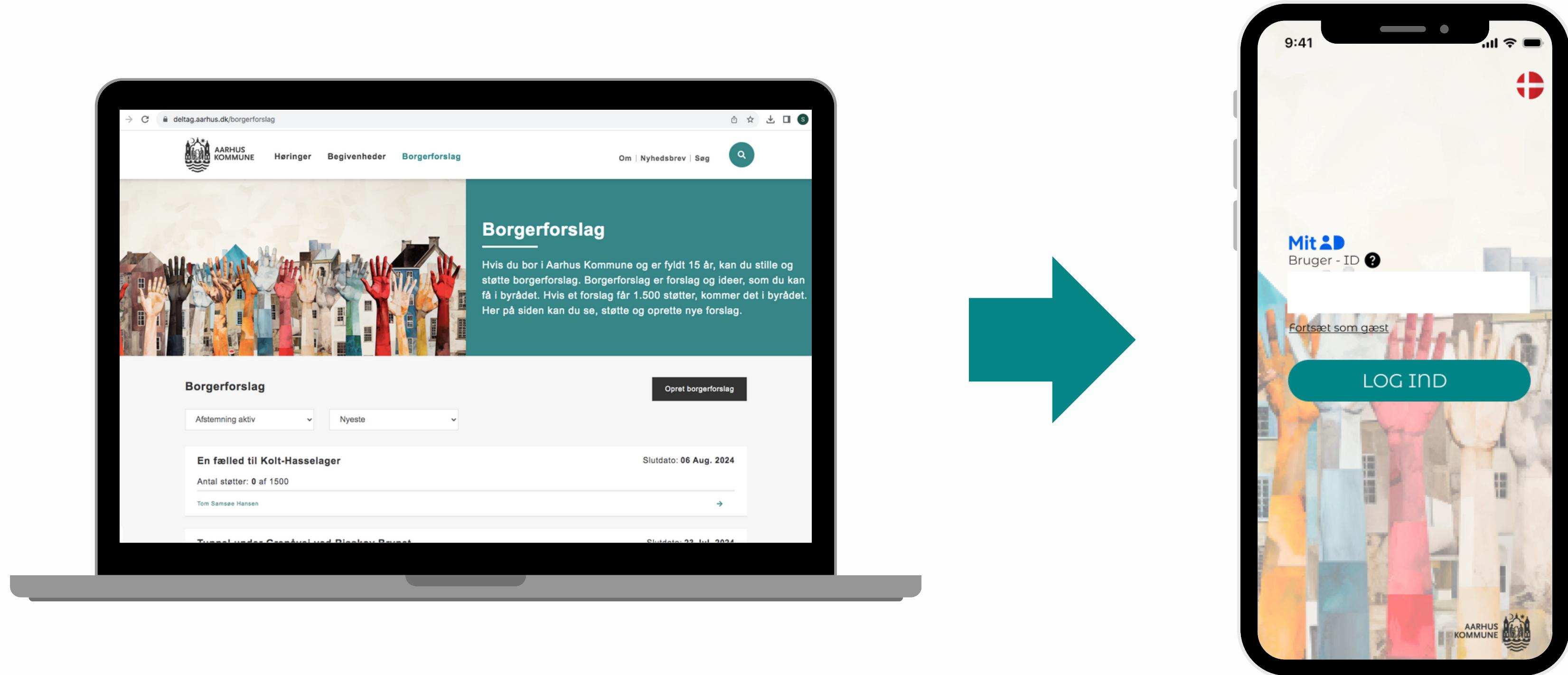
QUICK AND EASY TO CREATE PROPOSALS

**QUICK AND EASY-TO-FOLLOW SUPPORTED
PROPOSALS**

GET UPDATES ON PROPOSALS

SENSE OF COMMUNITY

CONCEPT



CONCEPT

3-step on-boarding process

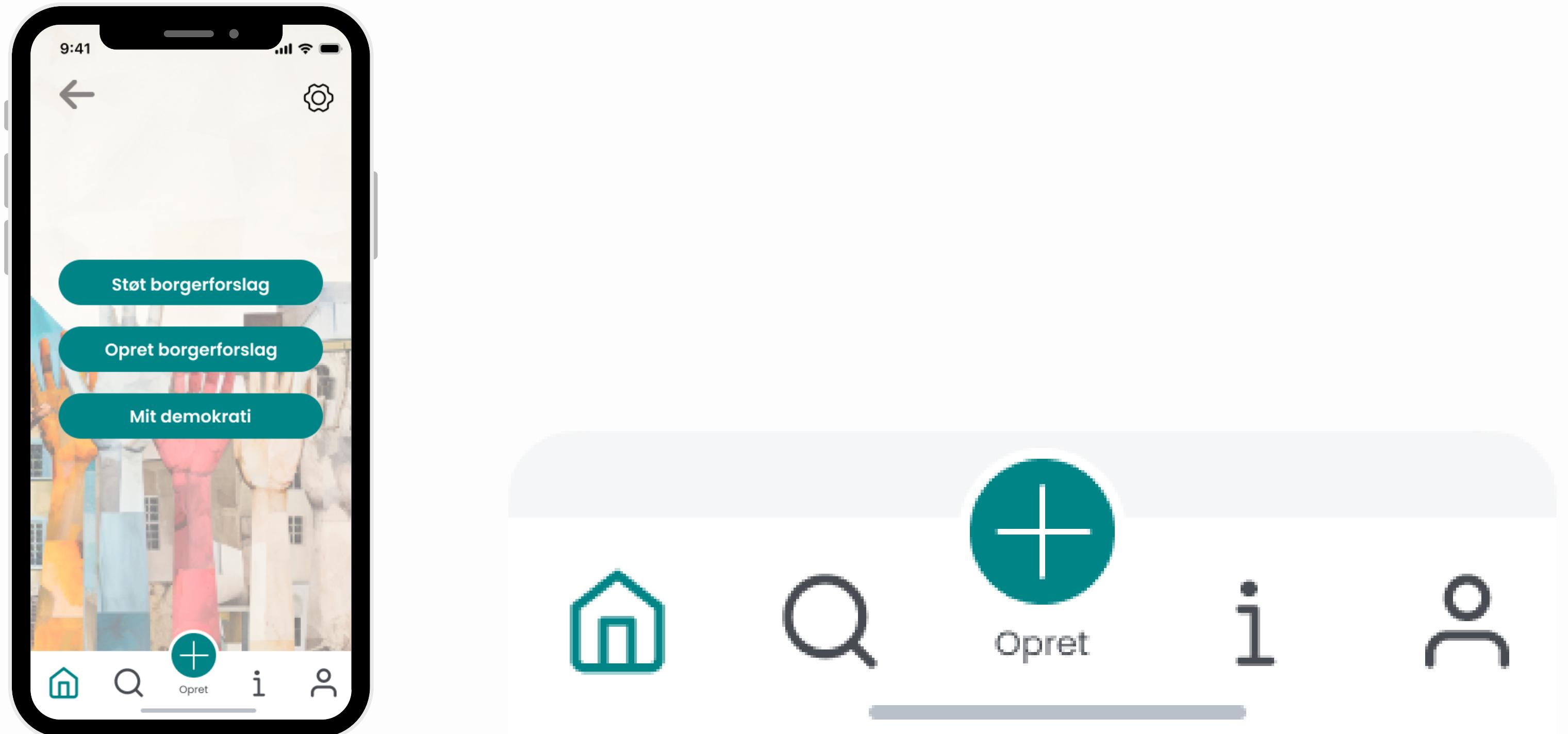
- Explore ideas and projects
- Support what you're passionate about
- Find relevant information

or

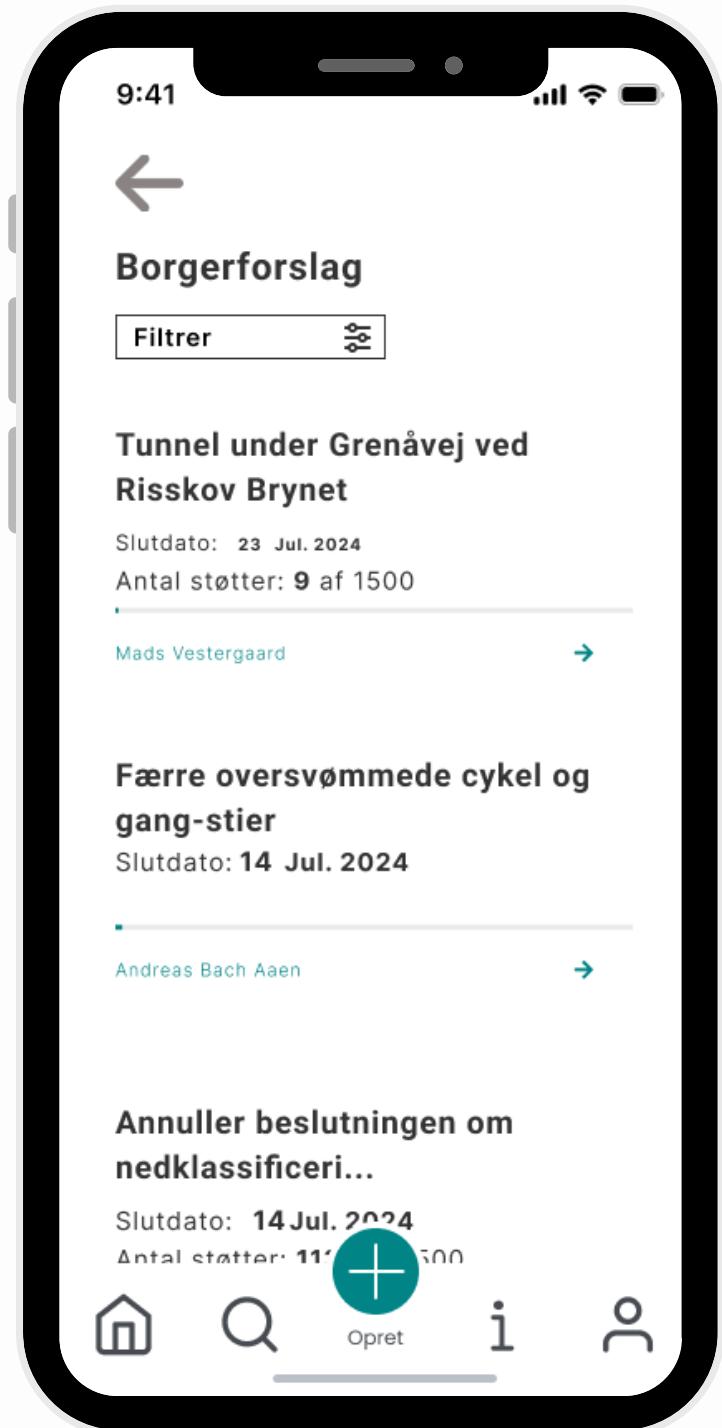
- Skip straight to making a change



CONCEPT



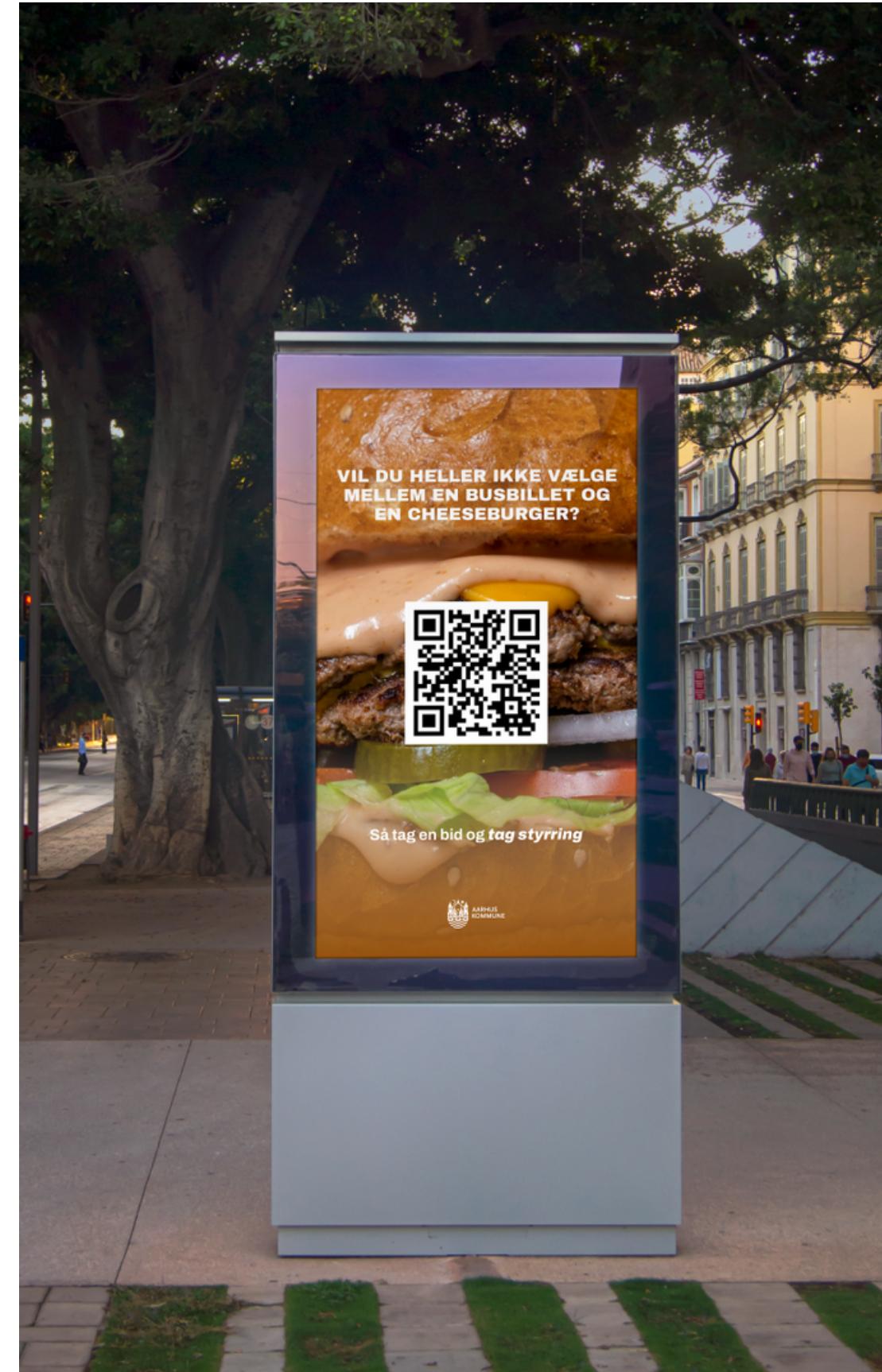
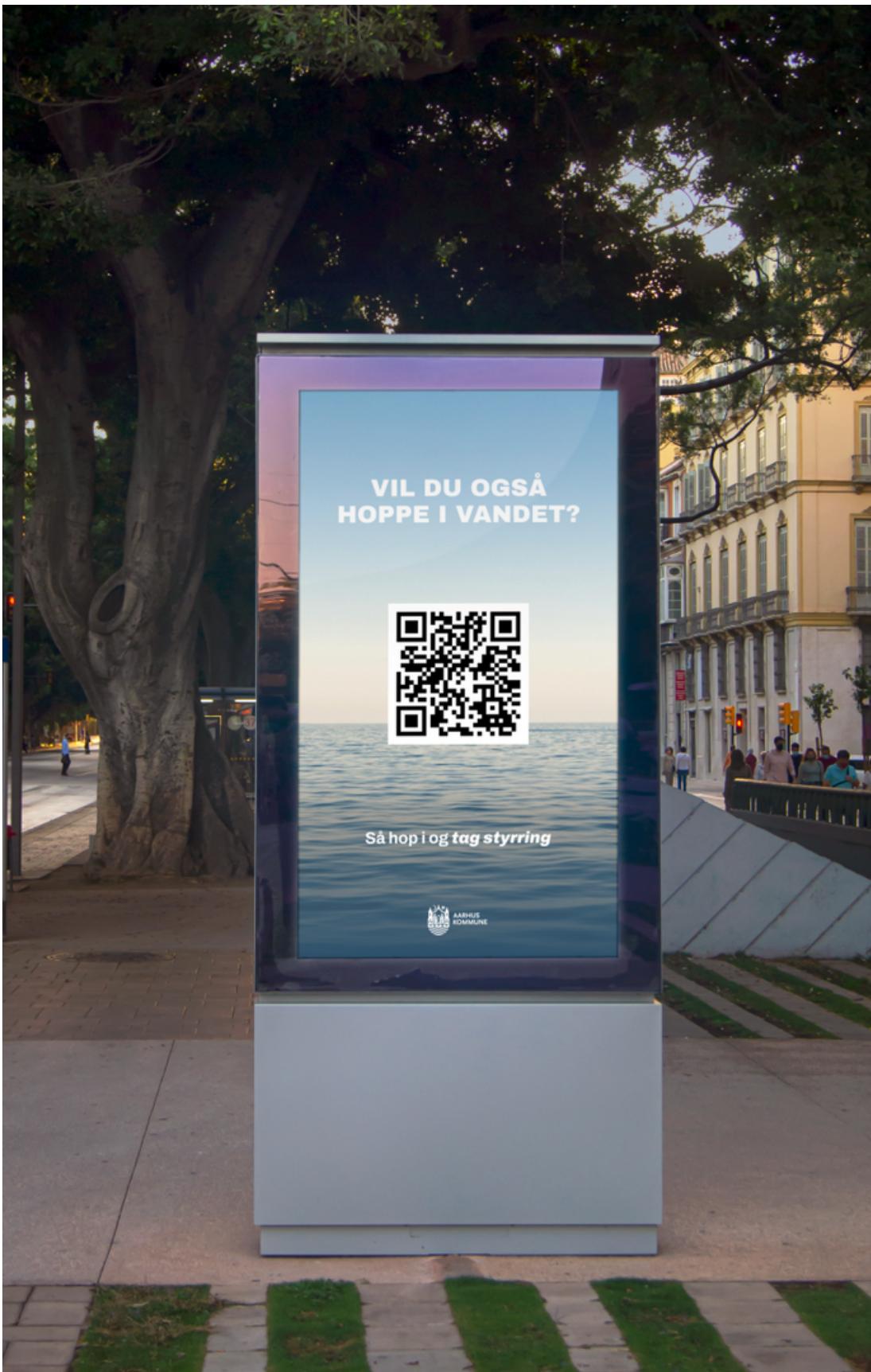
CONCEPT

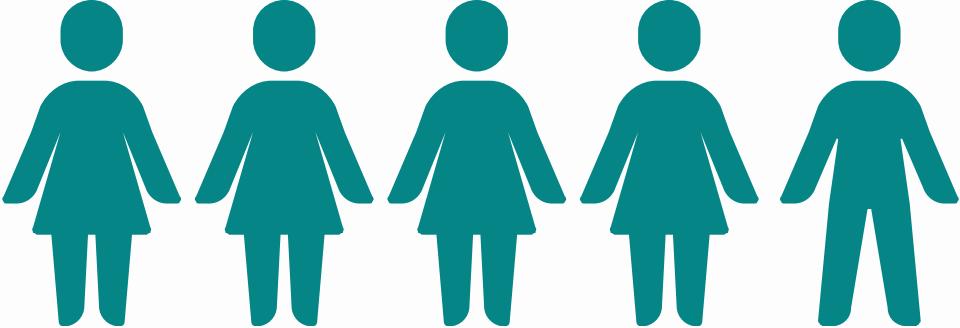


CONCEPT



MARKETING





T E S T

**NOT AN INCENTIVE TO MAKE PROPOSALS,
BUT TO GET INVOLVED**

FILTERS ARE A BIG PLUS - PERSONALISATION

MOTTO “TAG STIRRING” SPARKS INTEREST

**MOST LIKED THE EASY OPTION TO CREATE
AND GET INVOLVED IN PROPOSALS**

**SOME VISUALS NEED IMPROVEMENT FOR
BETTER UX EXPERIENCE**



SPRINT QUESTIONS AND ANSWER

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THANK YOU