DESIGN FOR DIGITAL EQUITY

Mayor's Office of Performance & Innovation

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CIVIC INNOVATION CORPS

CITY OF BALTIMORE

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DIGITAL EQUITY PROJECT GOALS

1

Strategy

Identify the user strategy and user experience for the first priority group at the neighborhood level

2

Awareness

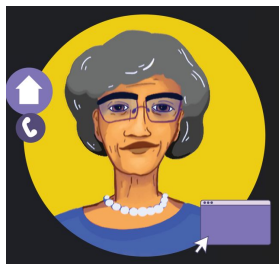Generate awareness and encourage use of the City's free wifi service

3

Delivery

Increase public access to free internet in Baltimore City while prioritizing underserved neighborhoods and communities
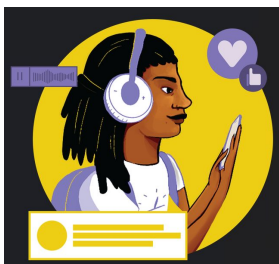
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RESEARCH OVERVIEW

- **Who** is the user? - Personas

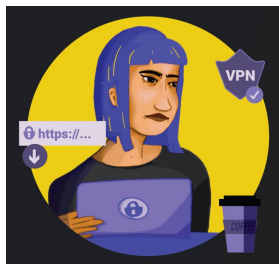- **Where** does the user want to use a hotspot? - Location Selection
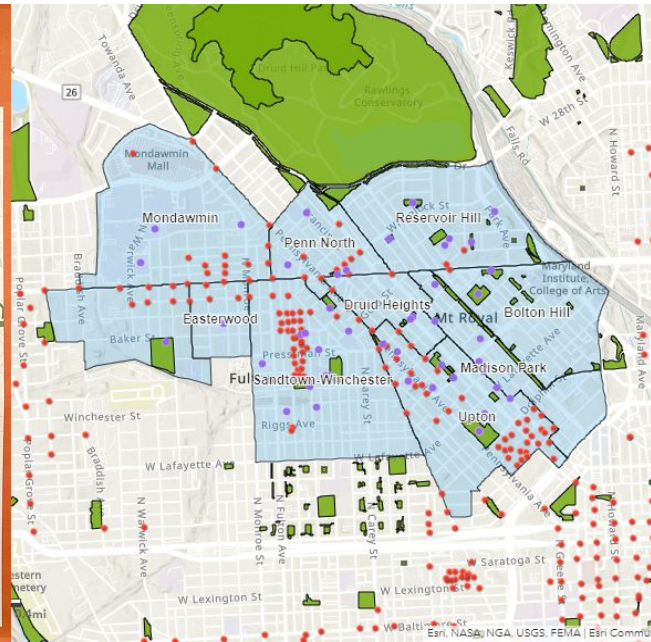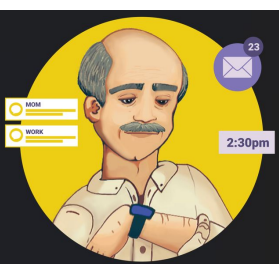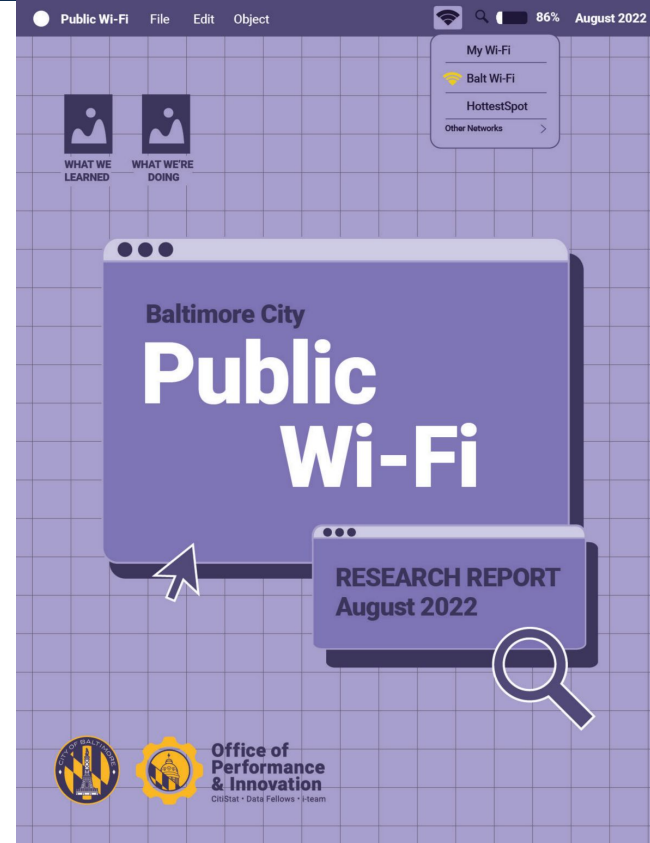
The Digital Novice

The Easy Does It

The Safe Guard

The Need for Speeder

MY DELIVERABLES

- Data visualizations and iconography for the user research report

- Wireframes + prototype for the public Wi-Fi service website

    - Usability testing guide

RESEARCH REPORT ART SUPPORT

Design Principles - Iconography

EQUITY AT EVERY STEP OF THE WAY
Communities with the highest need and most historical disinvestment will be prioritized as the public Wi-Fi expansion rolls out.

SAFETY ONLINE AND IN PERSON
Residents should feel safe while using the network, by providing key security features and locating hotspots in safe public spaces that are clean, well lit, and have regular upkeep.

COLLABORATION & DATA TRANSPARENCY FOR TRUST BUILDING
The City should develop privacy policies that are resident informed, and provide transparency around any data that's collected and how it's used.

AS EASY AS 1, 2, 3
Connecting to public wi-fi should require limited steps and effort from residents.

DIGITAL KNOWLEDGE IS POWER
Residents should have access to essential education resources and tools to build their digital literacy, with local anchor institutions serving as key digital access points.

A STRONG AND FRIENDLY "BALTIMORE" BRAND
To inspire trust in the service and be uniquely identifiable to residents (generating awareness for the service), branding should feel "Baltimorean," and communication to residents should use plain language and a professional, friendly tone.

GOLD STAR SERVICE
The City's wi-fi should be reliable, and when it's not, there should be clear communication about service interruptions.
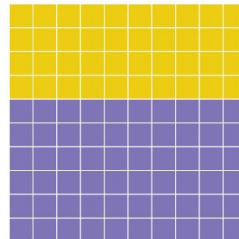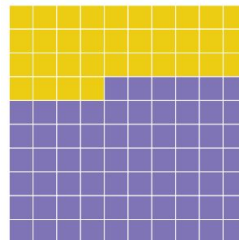
NO COST, NO BARRIERS
City wi-fi should be free and accessible for all residents regardless of technical skills, language spoken, and disabilities.

Visualizing the Digital Divide in Baltimore City

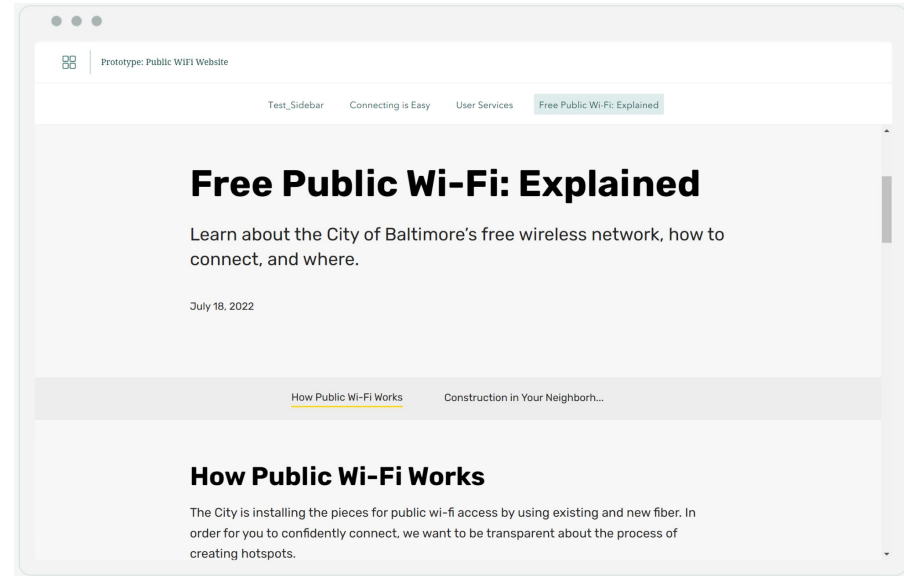40% of all Baltimore City households lack wireline broadband access

34% of all Baltimore City households with youth under 18 lack wireline broadband access

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DESIGNING THE SERVICE WEB PRESENCE

- Map tool

  - Usability (Front-End)

  - Sustainability (Back-End)

- Content

  - Navigation

  - Plain language + transparency

  - Multimedia

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How Public Wi-Fi Works   Construction in V

Step 1: The Groundwork (Laying the Fiber)

Fiber optic cable supplies your connection for internet access. The diameter of the cable is smaller than a strand of hair. The cable is laid underground in large clusters of many individual cables that are joined with a connection point, like a street cabinet or utility access point.

Step 2: Making it wireless (The Access Point)

In order to activate the signal for wi-fi, the fiber delivering the internet needs a physical router known as an 'access point' to emit the signal. These points are connected to the fiber and to a power source in your neighborhood. Once connected to fiber, the access points use

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← :o Connect: Mobile   How to Connect: Laptop

How to Connect: Laptop

1: Go to your settings on your device and find your wi-fi connection, generally displayed as a dot with three arcs. You might also find this in the bar along the bottom (windows) or across the top (mac).
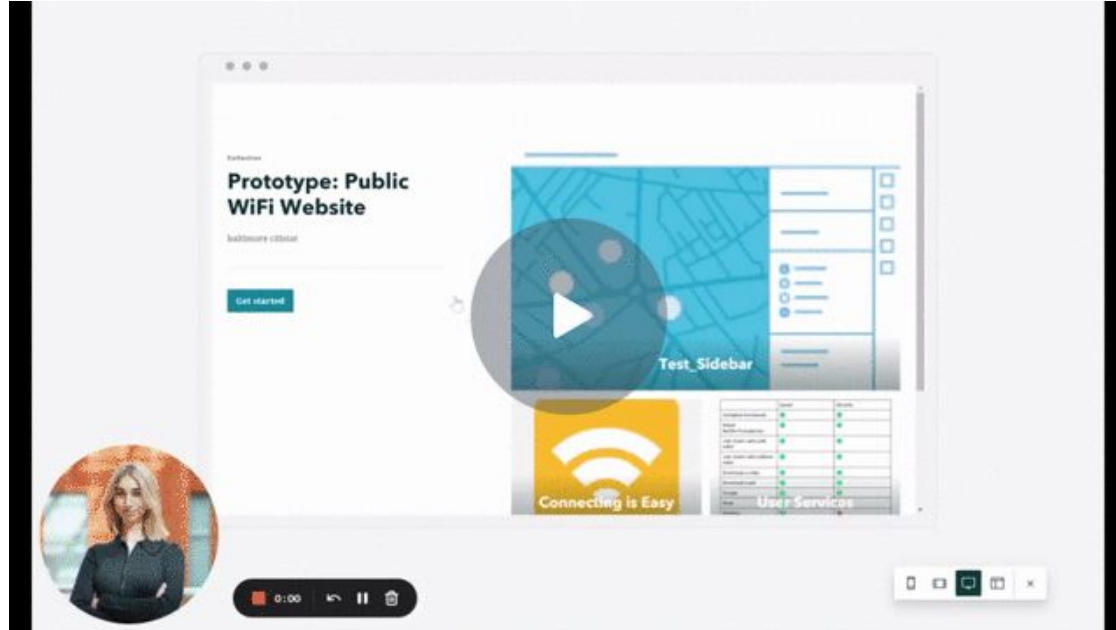
12:30PM

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DESIGNING THE SERVICE WEB PRESENCE

Site Map
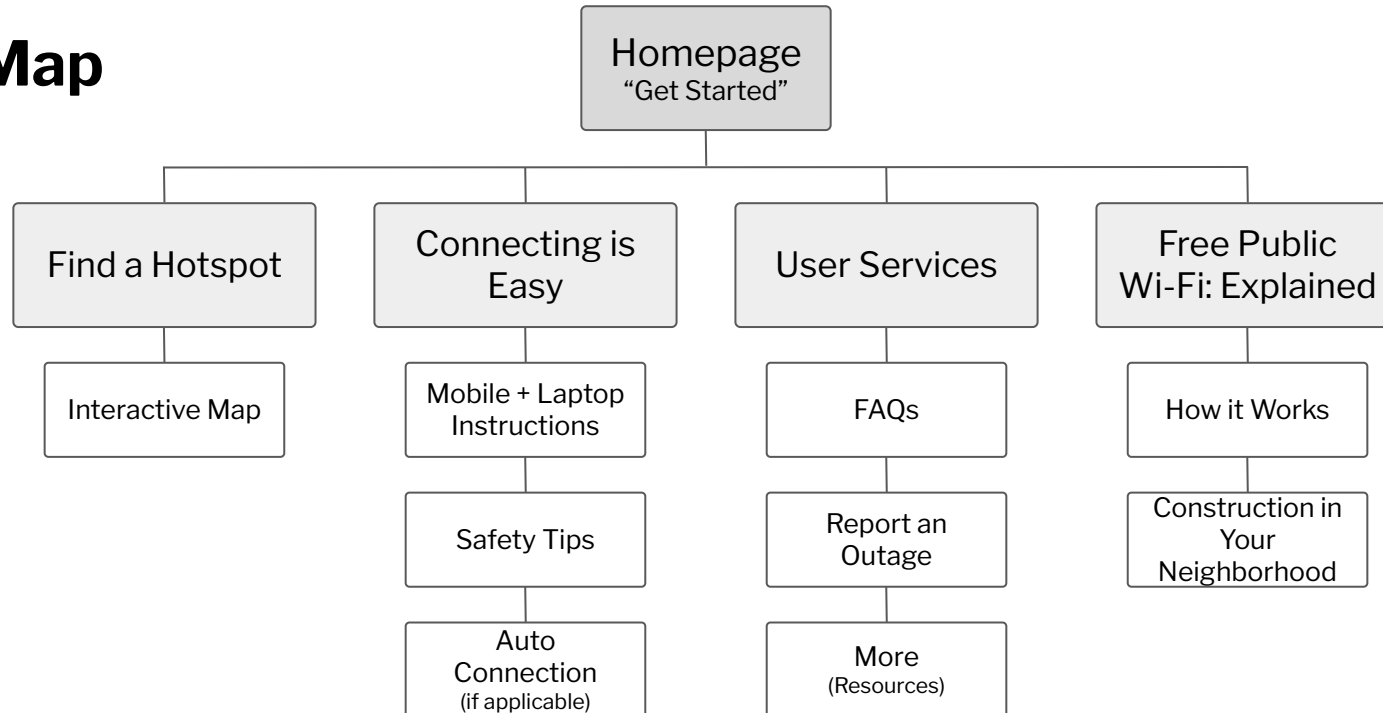
DESIGNING THE SERVICE WEB PRESENCE

Click on the thumbnail>>

Demo: Esri Story Maps Prototype

Baltimore City Public Wi-Fi Service Website

NEXT STEPS FOR I-TEAM

- Conversation with BCIT's development team

    - Development of connection screen timeline, process

    - .gov live site

- Usability testing upon approval

    - Created and tested guide internally (OPI participants)

**[Baltimore City Wi-Fi]
Usability Testing Plan**

Month Year

Usability Testing Overarching Questions
+ How is the **connection experience** for users of Baltimore's free, public Wi-Fi network?
+ When might users experience **pain points** with
    + The website for the service?
    + The map for locating hotspots?
+ How **readable** is the information provided by the City about the service?

Usability Testing Goals
+ To create a frictionless connection experience to the new public network
+ To increase the usability of the website for the service and the map for locating hotspots
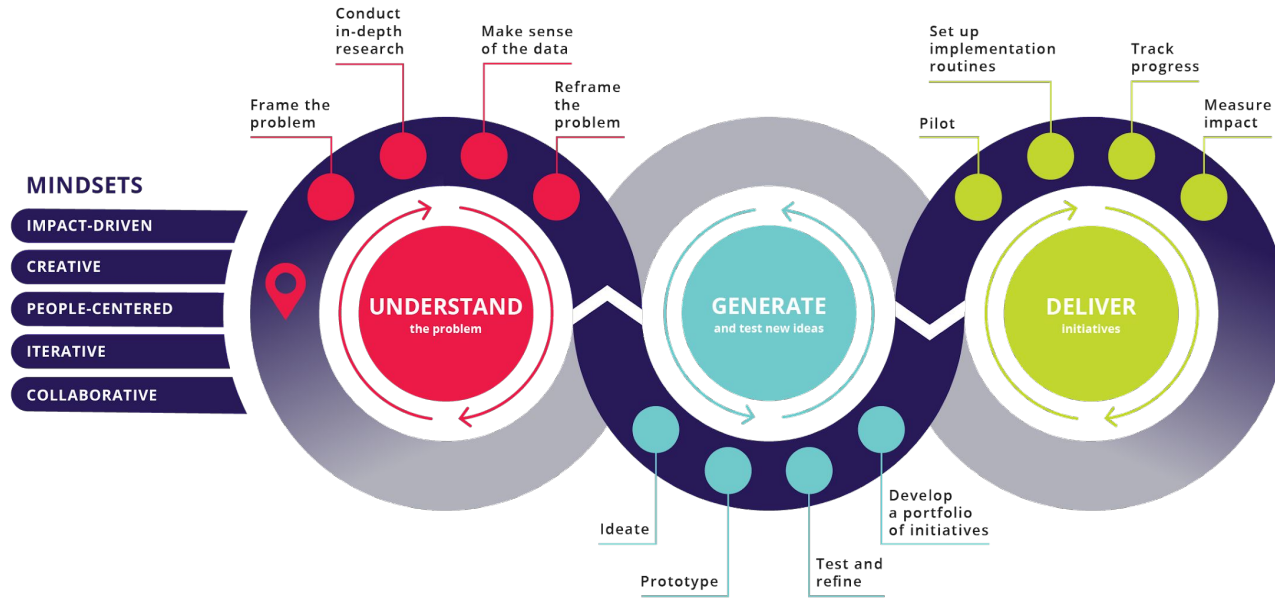
Suggested Users
+ Older adults
+ Youth
+ Multiple neighborhoods

Supplies Needed
+ Consent form and testing scripts
+ Devices?

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TAKEAWAYS

Bloomberg Cities' Design-Based Innovation Model