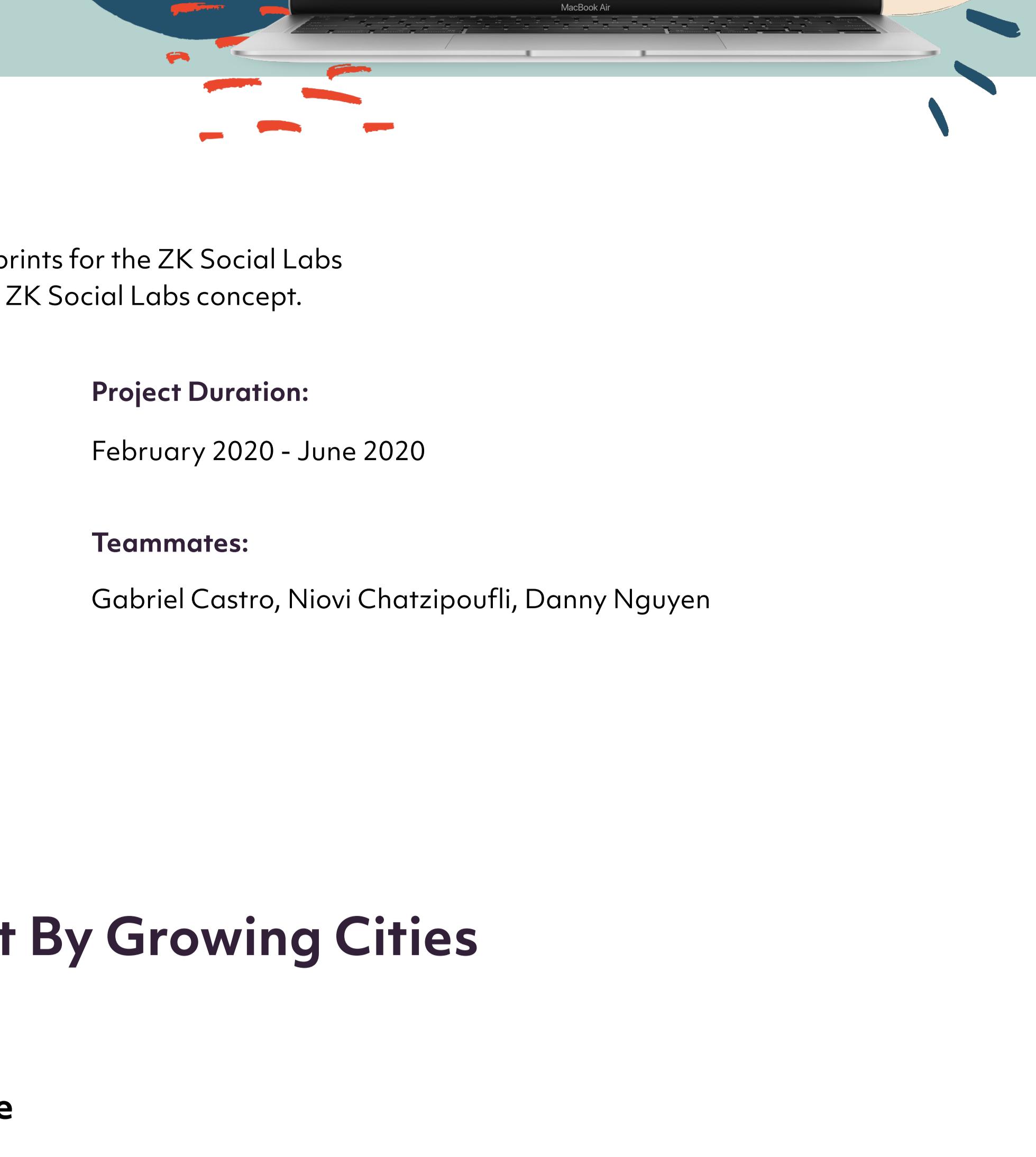


Final Product

Design documentation and service design blueprints for the ZK S...

Client:
Wonam Housing Developers

Topics Explored:
Service Design



In the Bijlmermeer, a neighborhood located in the Southeast of Amsterdam, the Sandcastle, or ZK Building is being renovated into free sector housing. This is done in order to meet the demand for housing in the area, which is affected by cultural and lingual barriers, as well as high prices.

housing develop
housing develop

ding and to investigate social cohesion

Getting

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1

A large, dark brown wooden barrel with a prominent grain pattern. A metal band encircles the barrel near the bottom. The barrel is positioned horizontally across the frame.

mentioned the
having negative

The diagram illustrates a process flow from a research summary to specific actions and finally to a broad vision for community change.

Research Summary:

Analyzing our research, it seemed that locals were open to the idea of having internationals move into the city, but they expressed fears that this might give up their already increasing housing. Furthermore, we found that there was a lot of social initiatives that were active in the area, and that a lot of residents had ideas or projects that could be started, but lacked the funds and support to do so. We came up with a few different directions we could take our project, and needed to discuss this with our client.

Specific Actions:

- HWM DO SOMETHING TO STRENGTHEN COMMUNITY'S CULTURE?
- HWM CREATE SOMETHING THAT WILL MAKE PEOPLE APPRECIATE EACH OTHER'S DIFFERENCES?
- HWM REPRESENT CULTURE IN A PHYSICAL OBJECT?
- HWM ENCOURAGE PEOPLE TO SHARE THINGS FROM THEIR CULTURE WITH ONE ANOTHER?
- HWM SHOWCASE THE CULTURE OF BIJLMER TO THE NEW RESIDENTS?

Specific to the Locals:

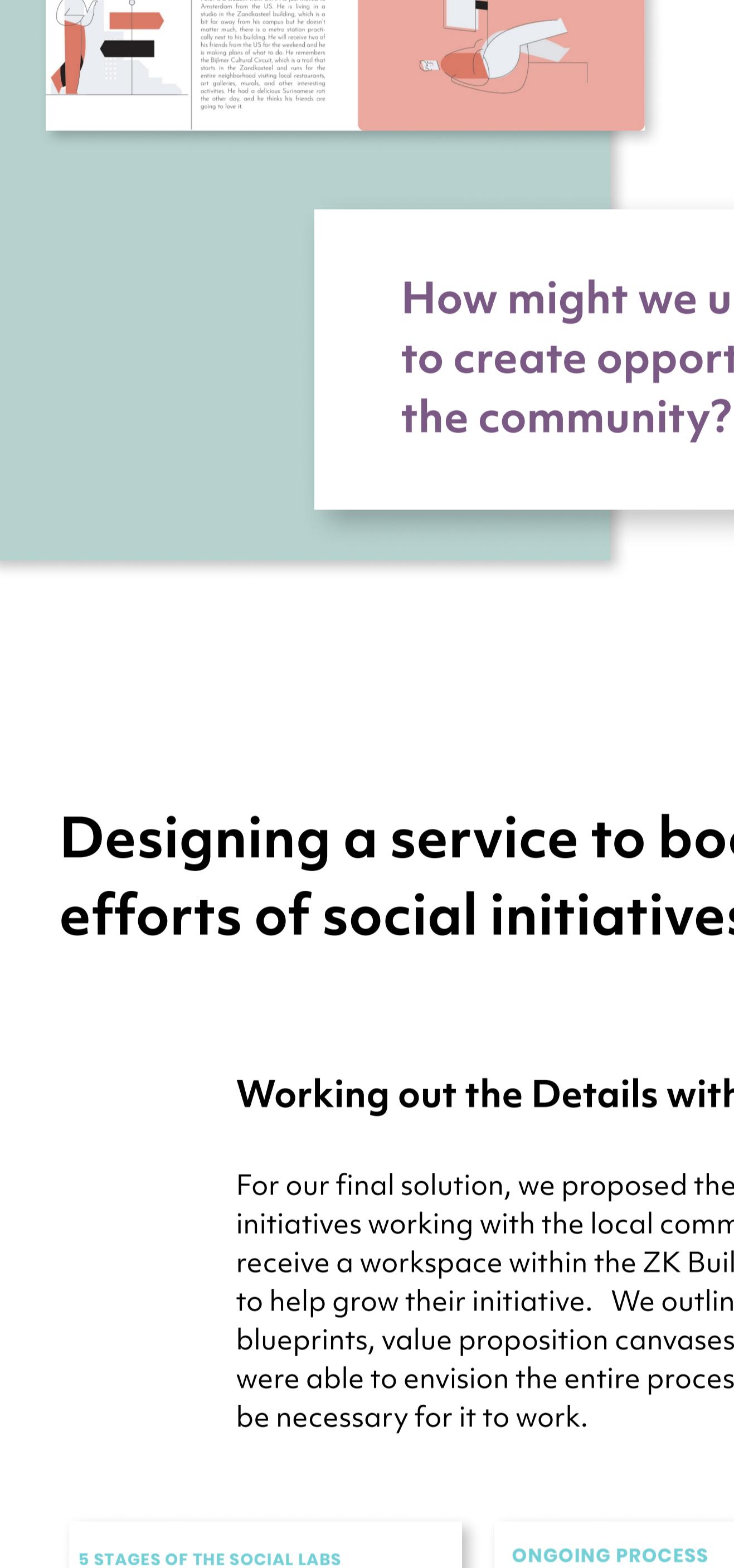
- HWM use the building to get people attention to the community?
- HWM map out the mutual benefits of the client and the local community?
- HWM do something to make people use SandCastel ground floor?
- HWM make youngsters interested in community affairs through fun activities?

Specific to the Citizens?

- HWM make the feelings of the residents more visible to the government / housing developers?
- HWM keep the features of the SandCastel accessible to locals?

Broad Vision:

- HWM CREATE SOMETHING TO INSTIGATE NEIGHBOURS TO GET TO KNOW EACH OTHER?
- HWM CONNECT PEOPLE TO SHARE SKILLS AND IDEAS WITH EACH OTHER?
- HWM STILU PEOPLE TO WORK TOGETHER CREATE CHANGE TO THE COMMUNITY
- HWM CREATE OPPORTUNITY FOR LOCALS GENTRIFICATION SITUATION



the building space sites and benefits for

at the Service Design Tools

Social Labs, a service in which social
y in the Bijlmermeer can apply to
, as well as funding and mentorship
his service using service design
l user journeys. Using these tools we
well as the touchpoints that would

Value Proposition Canvas

```

graph TD
    subgraph Onstage [ONSTAGE CONTACT ACTIONS]
        A[Talks to a support person]
        B[Send form for review]
    end

    subgraph Backstage [BACKSTAGE CONTACT ACTIONS]
        C[Support team to check emails and solve questions]
        D[System / Person registers the submission]
        E[Send automatic mail upon form submission]
    end

    subgraph SupportProcesses [SUPPORT PROCESSES]
        F[Database of submissions & user]
    end

    A --> B
    B --> D
    D --> E
    C --> D
    E --> F

```

ACTIONS

about the program questions Confirmation

ONSTAGE CONTACT ACTIONS

Talks to a support person Send form for review

BACKSTAGE CONTACT ACTIONS

Support team to check emails and solve questions System / Person registers the submission Send automatic mail upon form submission

SUPPORT PROCESSES

Database of submissions & user

User Journey

SOCIAL INITIATIVE

This is a created scenario representing the journey of a social initiative from visiting the website until it gets its application approved to public voting.

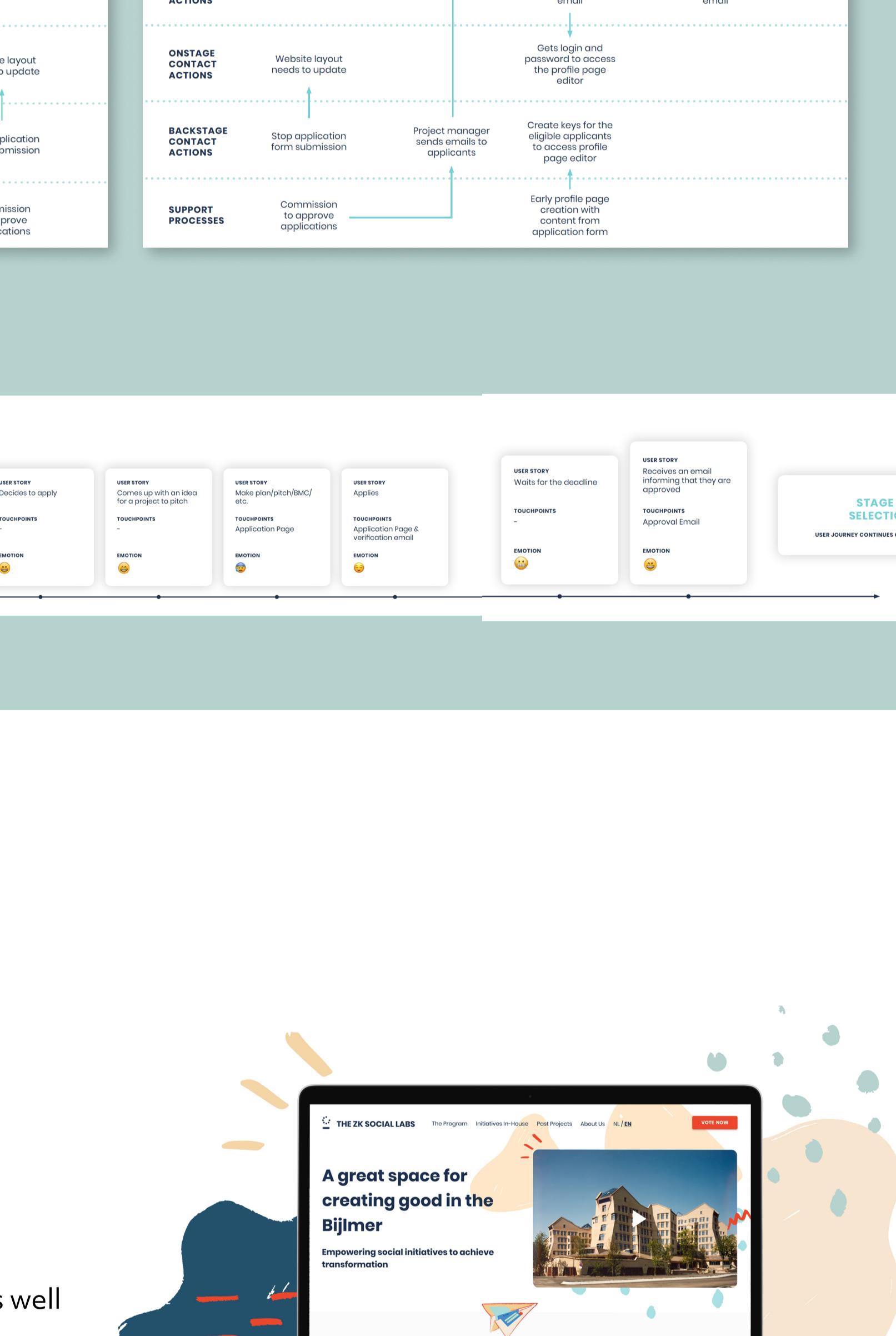
A horizontal user journey map showing five stages of a social initiative's application process. Each stage is represented by a white box with rounded corners, connected by a thin black line. The stages are: 1. Visit website (User Story: Visit website, Touchpoints: Landing page, Emotion: 😊). 2. Has questions about how this program works (User Story: Has questions about how this program works, Touchpoints: FAQ page / Use the contact form to ask, Emotion: 😊). 3. Checks past projects/initiatives (User Story: Checks past projects/initiatives that he knows that have used the space before, Touchpoints: Success stories/profiles of past initiatives, Emotion: 😊). 4. Check application requirements (User Story: Check application requirements, Touchpoints: Landing page, Emotion: 😊). 5. Get information about who is funding this (User Story: Get information about who is funding this, Touchpoints: Sponsors page, Emotion: 😊). A vertical ellipsis on the right indicates the journey continues.

USER STORY	TOUCHPOINTS	EMOTION
Visit website	Landing page	😊
Has questions about how this program works	FAQ page / Use the contact form to ask	😊
Checks past projects/initiatives that he knows that have used the space before	Success stories/profiles of past initiatives	😊
Check application requirements	Landing page	😊
Get information about who is funding this	Sponsors page	😊
...

Delivering Our Findings

A Guide For Implementation

Our deliverables to our client included detailed documentation of how to implement this scenario, as wireframes of the website that will facilitate the process.





THE ZK SOCIAL LABS

The Program Initiatives In-House Past Projects About Us [NL](#) / [EN](#)

An illustration of a person from the waist up, facing right. The person is wearing a red scarf and a blue face mask with a white cross on it. The background is a light blue gradient.

The **ZK Social Labs** is a program held by the Zandkasteel building for social and cultural initiatives in the Bijlmer. We provide a workspace and funding for social enterprises, charities and small local businesses that want to create good. We support awesome projects selected by the local community.

[LEARN MORE](#)

[APPLY NOW](#)

[VOTE NOW](#)



Applications are closed for this cycle.
[Check application requirements](#)

2. Review until May, 6

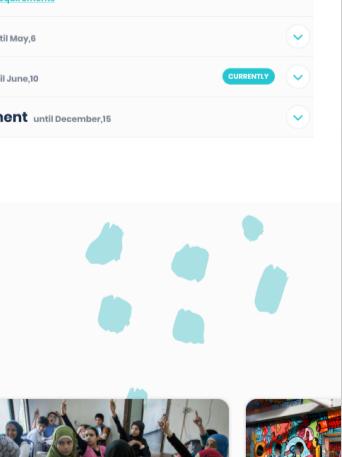
3. Voting until June, 10 CURRENTLY

4. Development until December, 15

CHOOSE THE NEXT PARTICIPANTS

The voting is open to select the next projects on the program

Vote for your favorite project until **June, 10**.
The top 3 most voted projects will take a place in the next cycle of the Social Labs.





No-Waste Project 48 ❤️

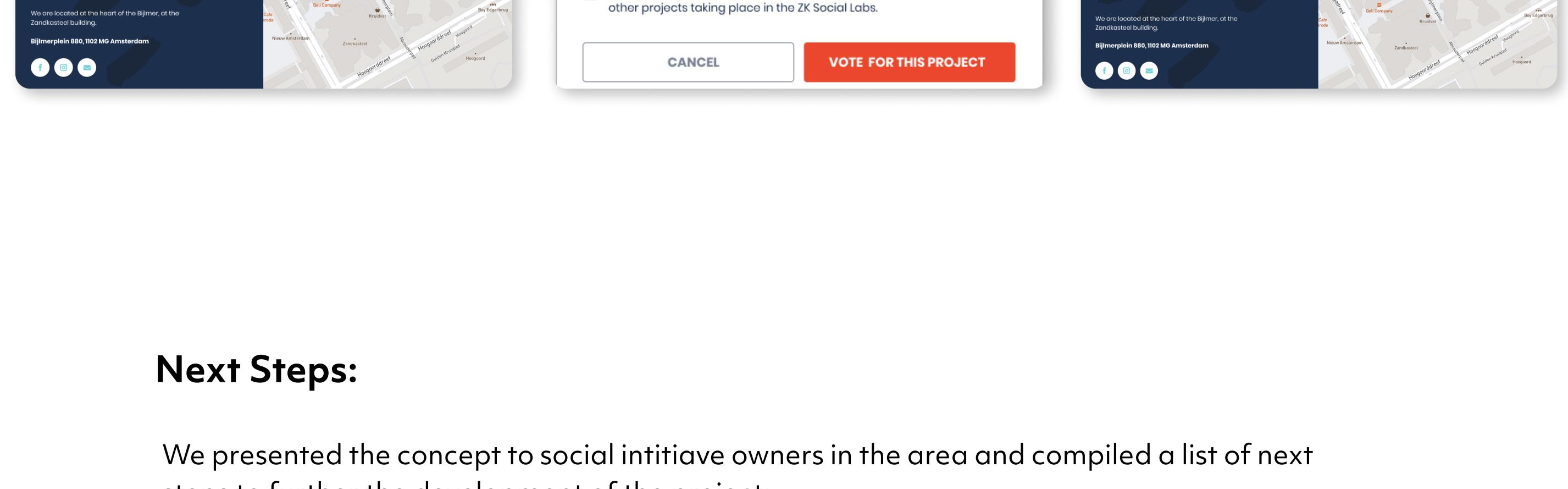
Teaching kids healthy and sustainable food habits by the use of discarded food

SPONSOR

The Social Labs is an initiative hel...

The screenshot shows the homepage of the ZK website. At the top, there are navigation links for 'Opdrachten', 'Ontwikkeling', 'Invoerings', 'Community', and 'Meet all participants'. Below this is a large banner with the text 'CURRENTLY AT THE ZK' and 'Meet our current initiatives in-house...'. Three small images illustrate these initiatives: a group of young girls in dance costumes, a person filming another person, and two people working on a painting. To the right of the banner is a map of the Bijlmer area in Amsterdam, showing the location of the Zandkasteel building at Bijlmerplein 880. Below the map are social media icons for Facebook, Instagram, and Email. The main content area features a large blue box with the text 'You're one step away of helping this project get off the ground...'.

The image features a central white rectangular area containing text, surrounded by a background of abstract, hand-drawn style orange and yellow shapes. In the bottom left corner, there is a small, stylized logo consisting of the word "wonam" in a lowercase, handwritten font next to a simple orange line drawing of a person's head and shoulders.



Involve the E
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