



Challenge #5

Digitalization of Services for Citizens Challenge

Digitalization of Services for Citizens Challenge



And its motivation

How might we...

increase the awareness of digital services provided by the city administration in order to enhance the effectiveness of public services offered to people

About your Partner:

The town hall is the seat of the city administration, and the municipal council meets here. This makes the town hall the central point of contact for citizens who want to use the services of the city administration and follow local politics live. More than 3300 employees work for the city of Heilbronn, around 800 for the building authorities, around 500 for the Office for Family, Youth and Senior Citizens and 500 in the core administration. A total of around 200 occupational groups are represented at the city; over 150 apprentices and trainees are trained here. The various departments of the city administration are currently working on implementing the current eGovernment laws, which provide for extensive digitization of citizen services, i.e. applications and inquiries should be able to be submitted electronically. For the city of Heilbronn, this means that around 2,000 citizen processes will have to be mapped digitally.

Why this Challenge?

Different governments around the world are embracing digitalization to provide user friendly government services to citizens which also helps them to increase their internal efficiency and reduce costs to offer such services. The journey to offer such digitalized government services to people are always not smooth. Failures in such services are not always because of technological reasons, but can be because of processes, people and structural issues within institutions. German government has also been offering several digital services to the public to ease the use of their public services. But not many people are aware of these digital services and are still using government services the traditional way. People should be made more aware that accessing digital public services could be as easy as online shopping. Using these digital services from the government can improve the user experiences for the public, enhances the efficiency in the delivery of government services to the public and improves the citizens' quality of life

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How do we get there?

Within 14 weeks the matched interdisciplinary teams working on the Heilbronn City administration challenge will tackle the challenge by applying a Design Thinking and Lean Startup approach to come up with human-centred solutions that add real value for their identified target market.

At first they will do a Deep Dive into user and customer research of the HN city administration but also other city administrations around the world to develop a holistic view of the challenge and its underlying problems and needs. From understanding the behavior and needs of the people in the city, the job of the teams will be to look inside the city administration and the people residing in the city itself, with a lot of curiosity and analyze external best practices. The teams should find who else in the market faces the same underlying problems to scope the total market opportunity for any kind of solution that they will develop. Starting with a broad challenge statement the challenge partner and our coaches will help the teams to uncover concrete problems, user stories and needs that really matter. Based on the findings as a team from interviews, observation and market research we will develop a joint problem understanding and look for fields of opportunity to empower the employees and create the best service or solution to spread the awareness of the digital services offered by the city.

This problem understanding will be the strong foundation for the prototypes. In the second stage, the prototyping, the teams will first will co-create a lot of different solution ideas. After receiving initial feedback and selection the most promising ideas they will build rapid prototypes with our trainers. The prototype can be everything addressing the core need they have identified. From hardware to software, from product to service - their creativity is the limit. Their biggest challenge: prototype what matters!

In the last stage of the Corporate Campus Challenge it's about making the idea tangible, scalable and functional. The teams will test and iterate the prototype together with the target market, most important stakeholders as well as with the city administration office employees to get a first reality check. We will help the teams to facilitate learnings from potential customers, users and improve your prototype until the finals. Besides that, the coaches will help them to get a first estimation for a business case and how they can scale their solution. Finally, we will develop a perfect pitch that combines all elements of the learning journey that the teams will present on our big graduation event.

Initial Readings



related to this challenge to get started and understand context (e.g., links, websites, reports, press releases, trends,...)

- Link to digitisation on the city's website
<https://www.heilbronn.de/wirtschaft/digitalisierung.html>
<https://www.heilbronn.de/wirtschaft/digitalisierung/digitalstrategie.html>
- Service-Bw the e-government platform for citizens, businesses and the administrations in Baden-Württemberg
<https://www.service-bw.de/zufi/>
- Link to the digital strategy of the state
<https://www.baden-wuerttemberg.de/fileadmin/redaktion/dateien/PDF/Digitalisierungsstrategie-BW.pdf>
<https://im.baden-wuerttemberg.de/de/digitalisierung/digitalisierungsstrategie/>
- Link to the Digital Strategy of the Federal Government
<https://www.bundesregierung.de/breg-de/themen/digitaler-aufbruch/digitalstrategie-2072884>
- OZG information portal
<https://www.onlinezugangsgesetz.de/Webs/OZG/DE/startseite/startseite-node.html>
- EGOVERNMENT MONITOR
<https://initiated21.de/egovernment-monitor/>
- IT Planning Council
<https://www.it-planungsrat.de/>
- eGovernment in Baden Württemberg (Ministry of the Interior)
<https://im.baden-wuerttemberg.de/de/digitalisierung/e-government-und-e-participation/>

Your first contact at Stadt Heilbronn



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