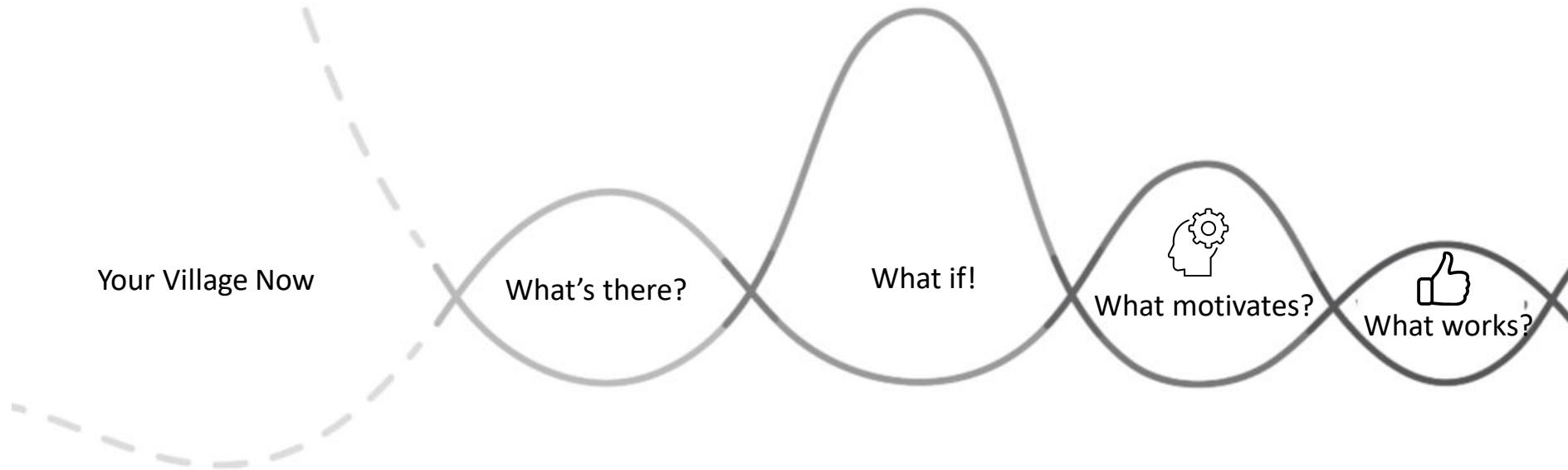




Smart Village Digital Transformation Establishing Priorities Support Pack

Digital services – Key first steps

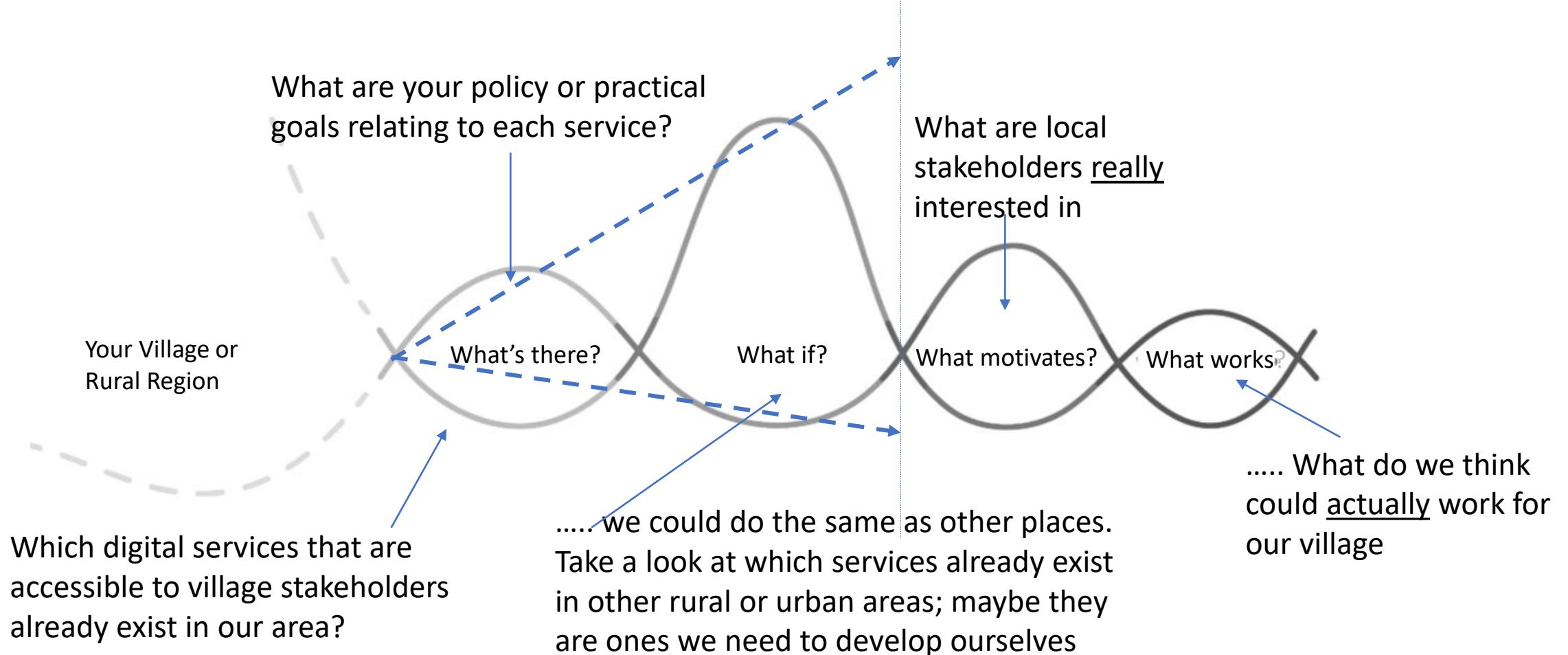
Start with yourself and then try asking different stakeholders
– a quick 15 Minute Brainstorming



Digital Services – Identify and prioritise

Create a chart to record your answers

Identify



Village Digital Transformation

Village inhabitant

Start with the human perspective: villages are places where people live:
Build up some Digital Villager- Personas or ‘typical’ inhabitants to represent
the key groups in your village (you can check with real people too)

- **Demographics**

We need to start with a description first, using any insight or information we have about typical village inhabitant or stakeholders (try to keep the number of personas to a minimum)

- **What do they enjoy about the village?**

What is the most satisfying aspect of life in the village? What are their professional and leisure pursuits?
Whose company do they like to keep?

- **What are their goals for village digitalisation or digital transformation?**

We can choose our persona’s home and/or work life. What are they motivated by? What are they aiming for in the medium or long term? How ambitious are they for the village?

- **What distinguishes their life from urban dwellers?**

Does it any characteristics that make it different? Do they belong to any particular social groups/‘tribes’ Do they have any defining attitudes or behaviours?

- **What keeps them awake at night about the village?**

What problems does our persona have? What causes them stress or annoys them about everyday life in the village? What are their major worries in life? What is frustrating for them about the lack of digitalisation?

Smart Village Stakeholders – Personas

Building the profiles

SV Digital Transformation

Avatars/Stakeholder Profiles
of Village inhabitants

Demographics

Name:

Age:

Relationship status:

Job:

Gender: F M

Location:

Children:

What do they
look like?

Photo/Sketch

What do they enjoy about the village?

What distinguishes their life from urban dwellers?

What are their goals for the village and its digital transformation?

What keeps them awake at night about the village?

Digitisation - Unmet and met needs – preparation of village stakeholder and ‘needs’ map

1. Understanding whose unmet needs we are assessing

We gather as much information about the villagers/village stakeholders as we can, using the Personas tool. What motivates them? What makes them distinctive? What keeps them awake at night?

2. What are their unmet needs and how can these be met digitally?

We define this, being as specific as possible and trying to get to the root of the problem. Are the unmet needs new, thought provoking, unambiguous and written in plain language?

3. How is this unmet need currently overcome?

What workarounds currently exist for this unmet need? Workarounds are ways in which users get around a problem themselves. They give us clues about how our innovation will have to work. If users don't have their own solution, what are they forced to do as an alternative? Or do they do nothing? Are current solutions limited or having a negative impact

4. Why has this unmet need not been satisfied?

Why hasn't a solution been created or an innovation that caters for this need? For example is there a lack of technology or are solutions currently too expensive? Is it a new need?

5. Why is it important to meet it?

State our argument about why this unmet need is the most important one amongst others we have considered. It is important to try to quantify the importance of this unmet need to our organisation, our stakeholders, our users or the wider community in general. So, will this be a way to better use €XM of public money? Will it save time, reduce carbon emissions, open up new jobs? Might it transform our way of living?

Note: The unmet need may be one related to digital inclusion or access: the service might be available but the villagers/village stakeholders may be unaware (therefore need to improve communication) or do not have the skills/access to someone with the skills

Smart Services - Unmet needs

Avatars/Stakeholder Profiles
of Village inhabitants

What is the unmet need? (in 10 words or less).

How can this be met digitally? (in 10 words or less).

How is this unmet need currently overcome (or not)?

Whose unmet need is it?

Why is it important to meet it?

What public and other stakeholders need to be involved beyond village level to meet the need?

Brainstorming

Idea title:

What is the idea in a nutshell? (in 1, max 2 sentence or 3 bullet points).

3. Who are the stakeholders (a) direct - for example the service users and b) indirect – for example their families or friends who will benefit from the improvement in the users' life?

Look at the value of the service – starting to measure the global impact (as you see it)

Idea	Economic value	Social value	Environmental value	Practical viability	Total
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	
	/10	/10	/10	/10	

Build a village map of key stakeholders (personas) and their needs – look at how and at what level(s) the services can be digitally improved, developed or delivered in your village

Village Digitisation

Meeting the needs

