AHOJ

inovácie
mesta Bratislava

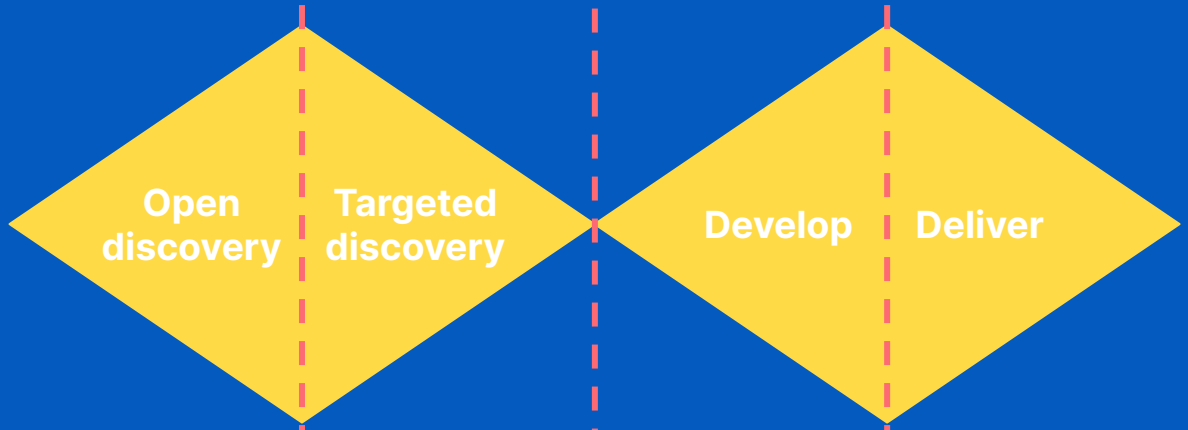
Why was the Innovation team established?

1. deeper understanding of user needs
2. implementing agile, design thinking, co-creation
3. eliminating vendor lock-ins
4. cost effective digital services

inovácie
mesta Bratislava

Our approach

The problem
What problem are we trying to address and for whom?



Open design led research

Explore user experience and needs in relation to all services (offline and online)

Think big, start small

Identify ONE service area to start with to test new ways of working and prototype

Test opportunities

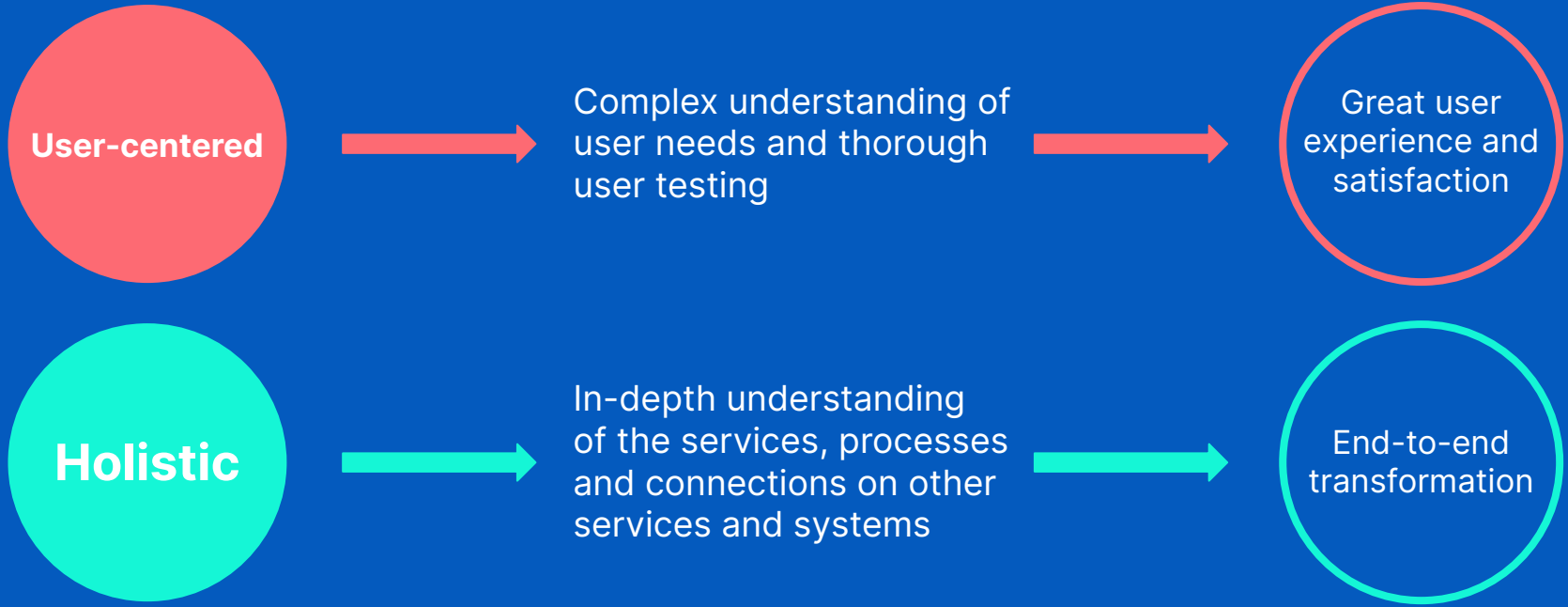
Identify ONE service area to test new ways of working and prototype

Make it real

Implement changes and continue to test and iterate based on feedback

inovácie
mesta Bratislava

Our approach



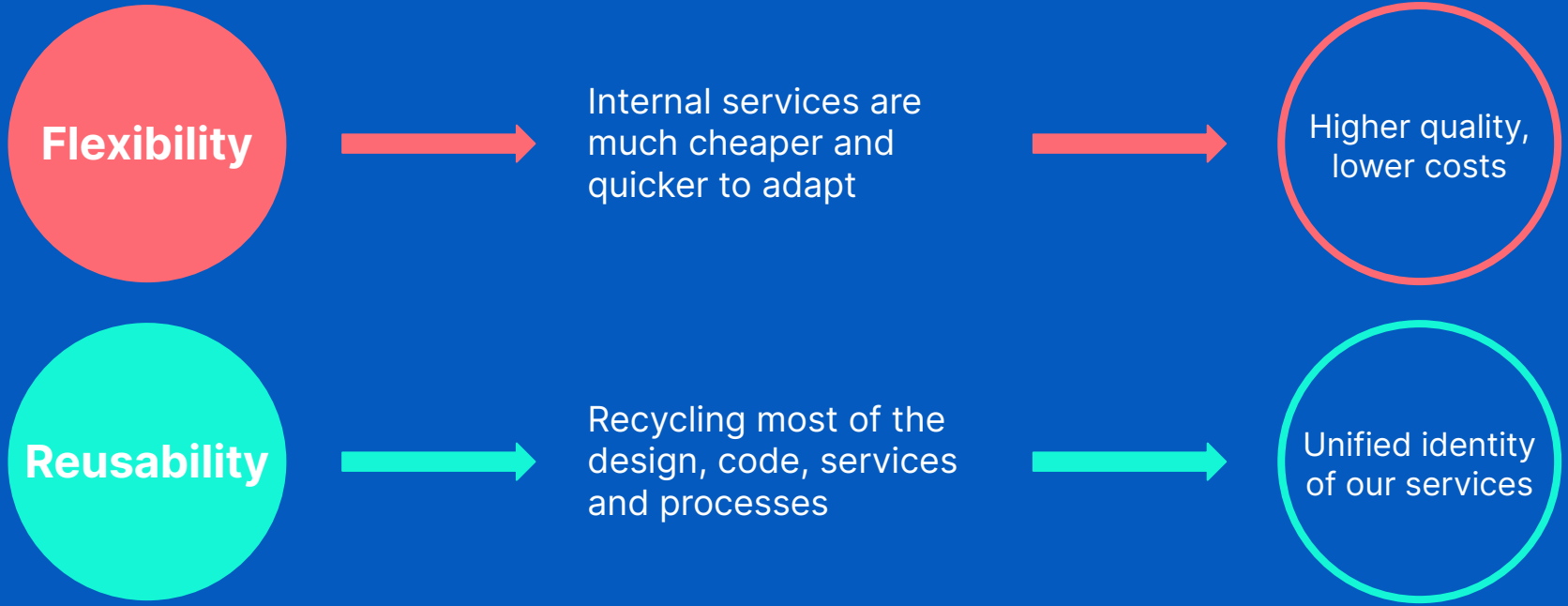
inovácie
mesta Bratislava

How do we transform our eservices?

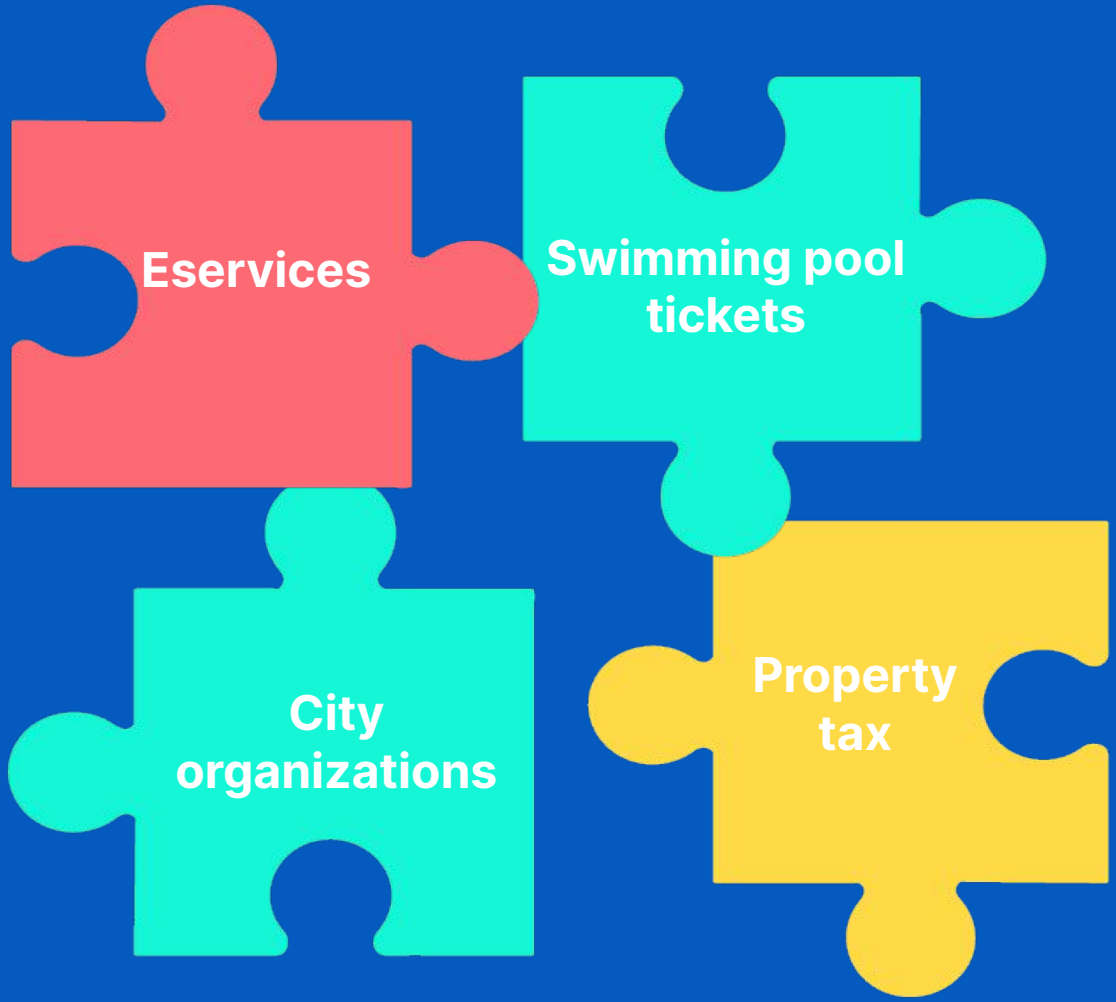
1. Transforming resident-facing eform
2. Digitising the in-house process
3. Optimising the department cooperation
4. Communicating with the resident throughout the whole process

inovácie
mesta Bratislava

Added value



inovácie
mesta Bratislava



inovácie
mesta Bratislava

inovácie
mesta Bratislava

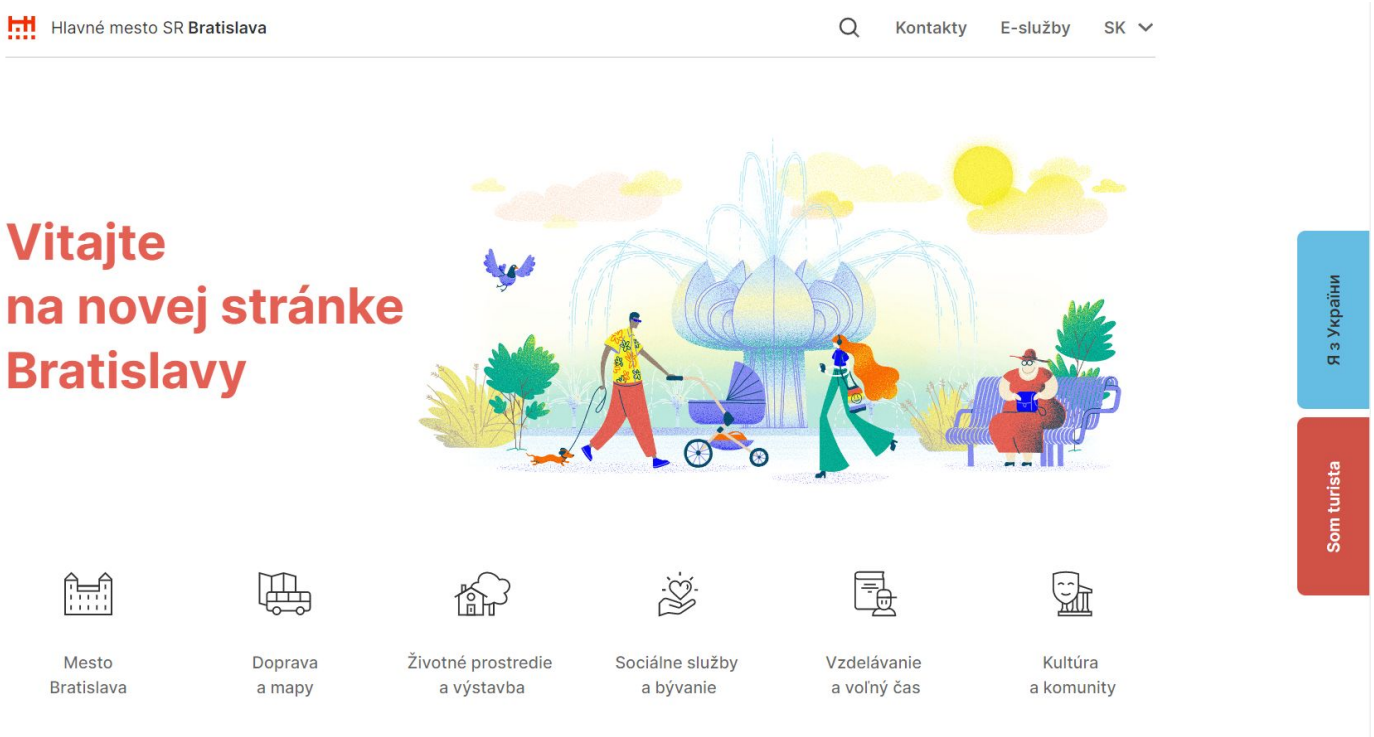
Bratislava ID

One place for all services

Launch
4.4.2023

inovácie
mesta Bratislava

bratislava.sk



Why we created Bratislava ID?

1. quick and effective services at one place
2. no need for e-ID
3. collecting of the data and personalization
4. built on user needs

inovácie
mesta Bratislava

Win-win situation

Benefits for the users

- Everything at one place
- Mobile phone
- Communication
- Overview
- Simple & user-friendly
- Safe and trustworthy

Benefits for the Municipality

- Everything at one place
- Communication
- Internal processes
- Faster payments
- Lower error rate in requests
- Lower burden on employees
- Lower costs

Thank you

inovácie
mesta Bratislava