Fascicolo del Cittadino and the city dialog strategy

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In a nutshell

The Digital Citizen Folder App is one of the tools launched by the Municipality of Milan **to put services "in the pocket" of its citizens.** The application was built to meet citizens where they are and how they want to do business – faster and on-the-go. The App allows direct, fast and customised communication between the administration and citizens. This project is a cornerstone of the mobile-first and user-centric approach Milan's digital agenda. Along with the City's "Interoperability Plan", connecting the city's many databases, the launch of the Digital Citizen Folder App solidified the City's new digital foundations, allowing other innovations like the "City Dashboard" to be fully exploited. The app acts as a personal repository of citizens' documents, ranging from vital records to voter registration cards. In addition, it allows digital transactions like scheduling in-person appointments, the visualization of personal data for the individual and their family, downloading certificates, reporting complaints and requesting assistance. This two-way communication channel helps digitally savvy citizens save time and money and frees up traditional channels, like the City's helpline (020202) for those without the skills or access to digital services. It also allows citizens to share feedback and ideas with the municipality to further improve online services.

What makes the service user-centric?

Citizen participation and user centricity were essential in the creation of this application. The City's Analytics team assessed citizen's online requests to focus on the most demanded services. Over 100 citizens were enrolled in the beta-testing of the application and their feedback was integrated into the final release. Internally, the Municipality engaged in a three-step process: first, assessing user experience needs and applying global best practices to create responsive online services; second, performing benchmarking against similar apps developed by other Municipalities and third, conducting an evaluation of citizens' use of the Digital Folder and public website.

## How was the service co-created?

The project was developed by the Digital Lead Division of the Municipality of Milan that orchestrated a coordinated effort of several departments, including the Communication and the Analytics Division. This mix of competencies, ranging from technology to public communication, was one of the keys to a successful implementation. To build the system around the needs of users, a group of 100 volunteers participated in the beta-testing phase of the app in February 2020, along with 140 internal employees. Since then, the Municipality has continuously integrated opinions and feedback from users, private companies, and organizations to deliver the best version of this tool.

How to access

https://www.comune.milano.it/servizi/fascicolo-del-cittadino

Log-in: via SPID (Italy's eIDAS) -No possibility for "Test users"

Citizen Experience Organization
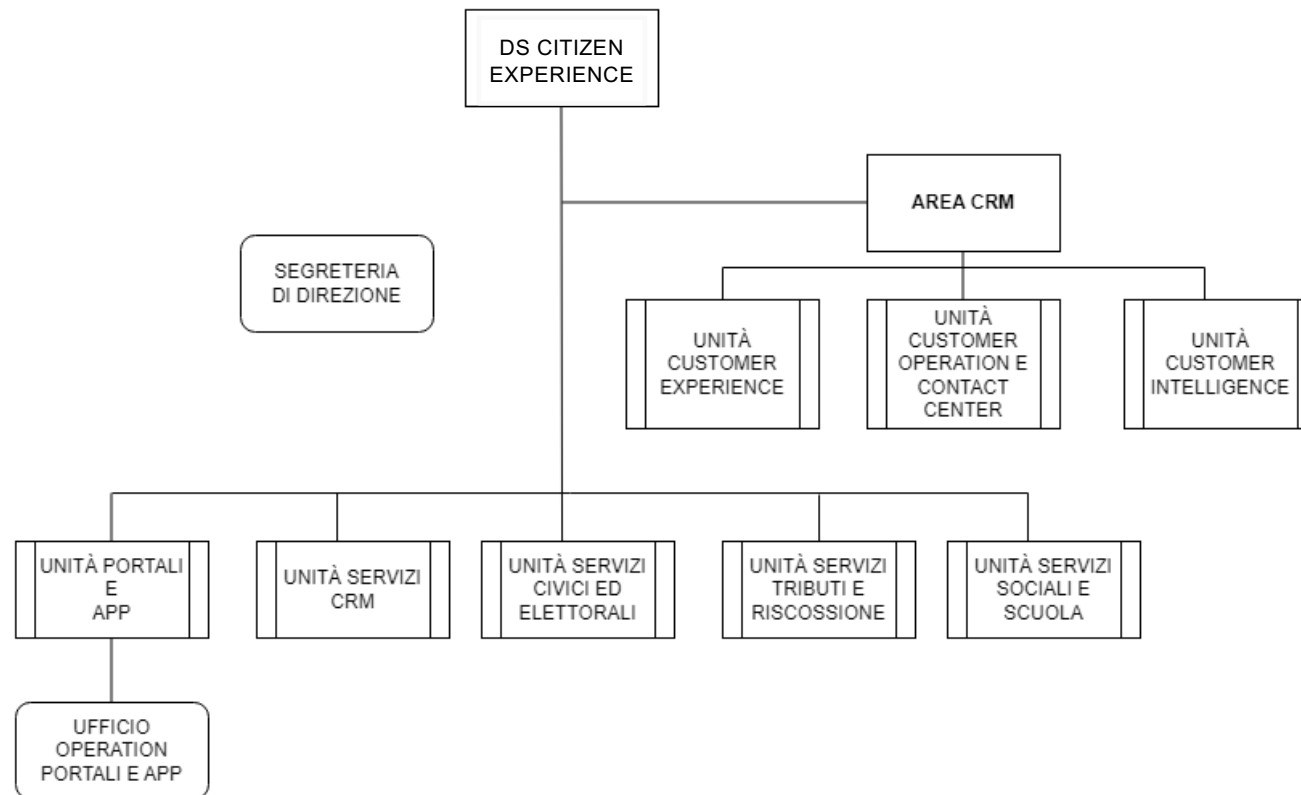
Citizen Centricity

From channel to experience
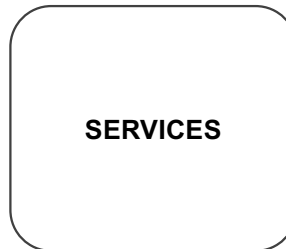
Management and Development of:
- Digital channels
- Customer operations
- back-office systems impacting citizen experience

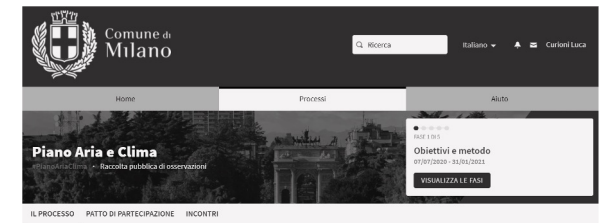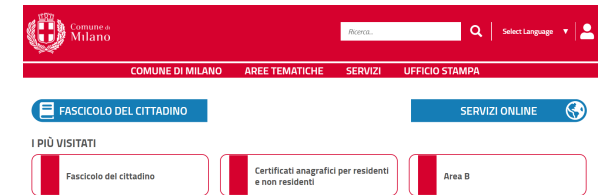# Dialogue strategy in line with the needs of our users
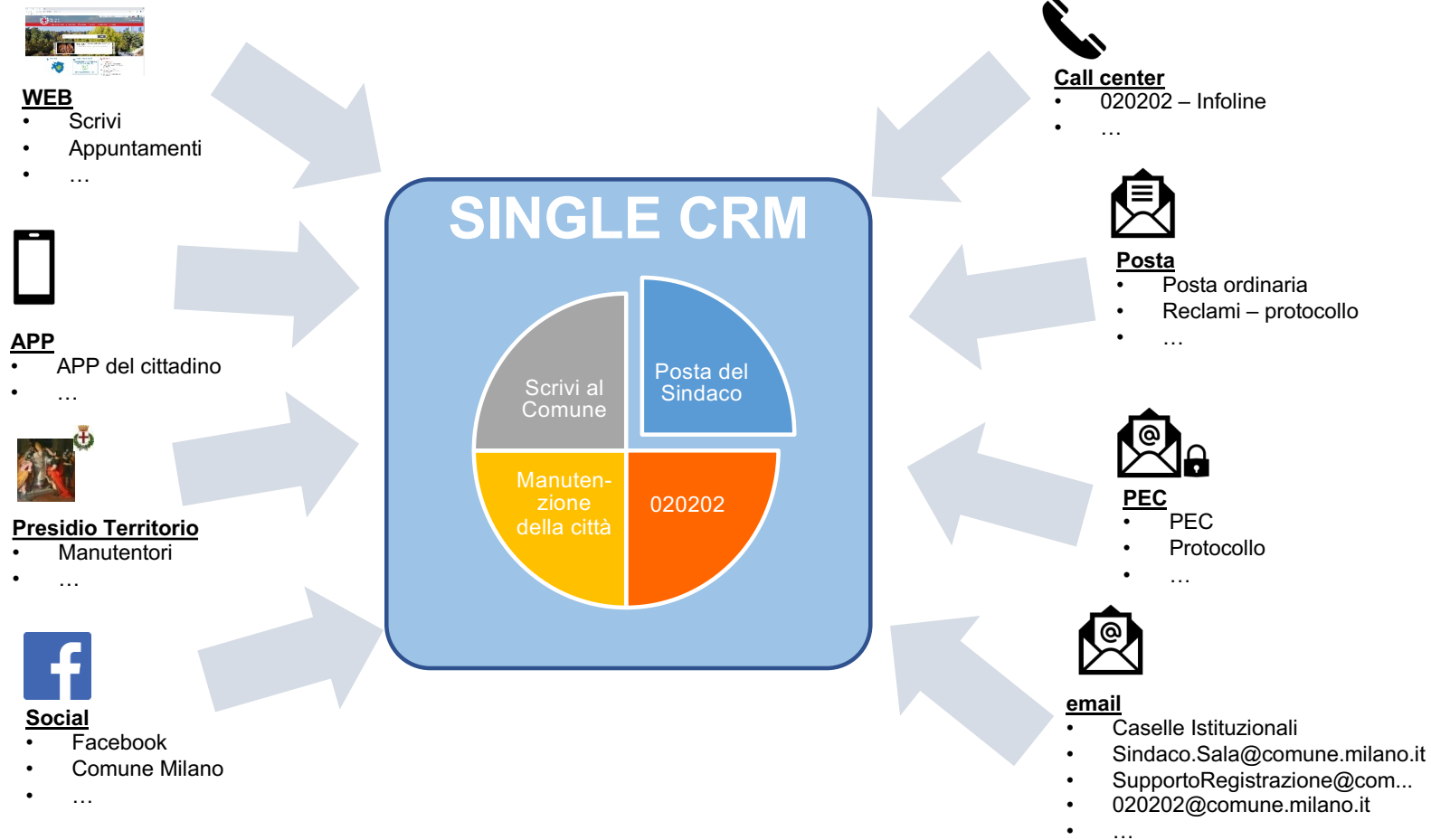
Our users

Their needs

The opportunity

CITIZENS

CITY USERS

VISITORS

INVESTORS

TALENTS

SERVICES

NEW WEBSITE FOCUSED ON SERVICES

PARTICIPATION

PLATFORM TO INVOLVE CITIZENS

ATTRACTIVENESS

NEW WEBSITE FOCUSED ON STORYTELLING ABOUT THE CITY

Tools for dialogue management: CRM

Logical Framework

WEB
- Scrivi
- Appuntamenti
- …

APP
- APP del cittadino
- …

Presidio Territorio
- Manutentori
- …

Social
- Facebook
- Comune Milano
- …

SINGLE CRM

- Scrivi al Comune
- Posta del Sindaco
- Manuten-zione della città
- 020202

Call center
- 020202 – Infoline
- …

Posta
- Posta ordinaria
- Reclami – protocollo
- …

PEC
- PEC
- Protocollo
- …

email
- Caselle Istituzionali
- Sindaco.Sala@comune.milano.it
- SupportoRegistrazione@com...
- 020202@comune.milano.it
- …

- Platform integration:
  - Infoline
  - Portale
  - Segnalazioni
  - Posta del Sindaco
- From Contact management to profile management
  - Personal data
  - Questions (ticket)
  - Meetings
  - Messages (email, sms, altro)
  - Transactions
- Specialized Workflow for ticket management and problem solving approach
- Single language
  - Triplette
  - Team
  - Processes

CIAM – Citizen Identity and Access Management
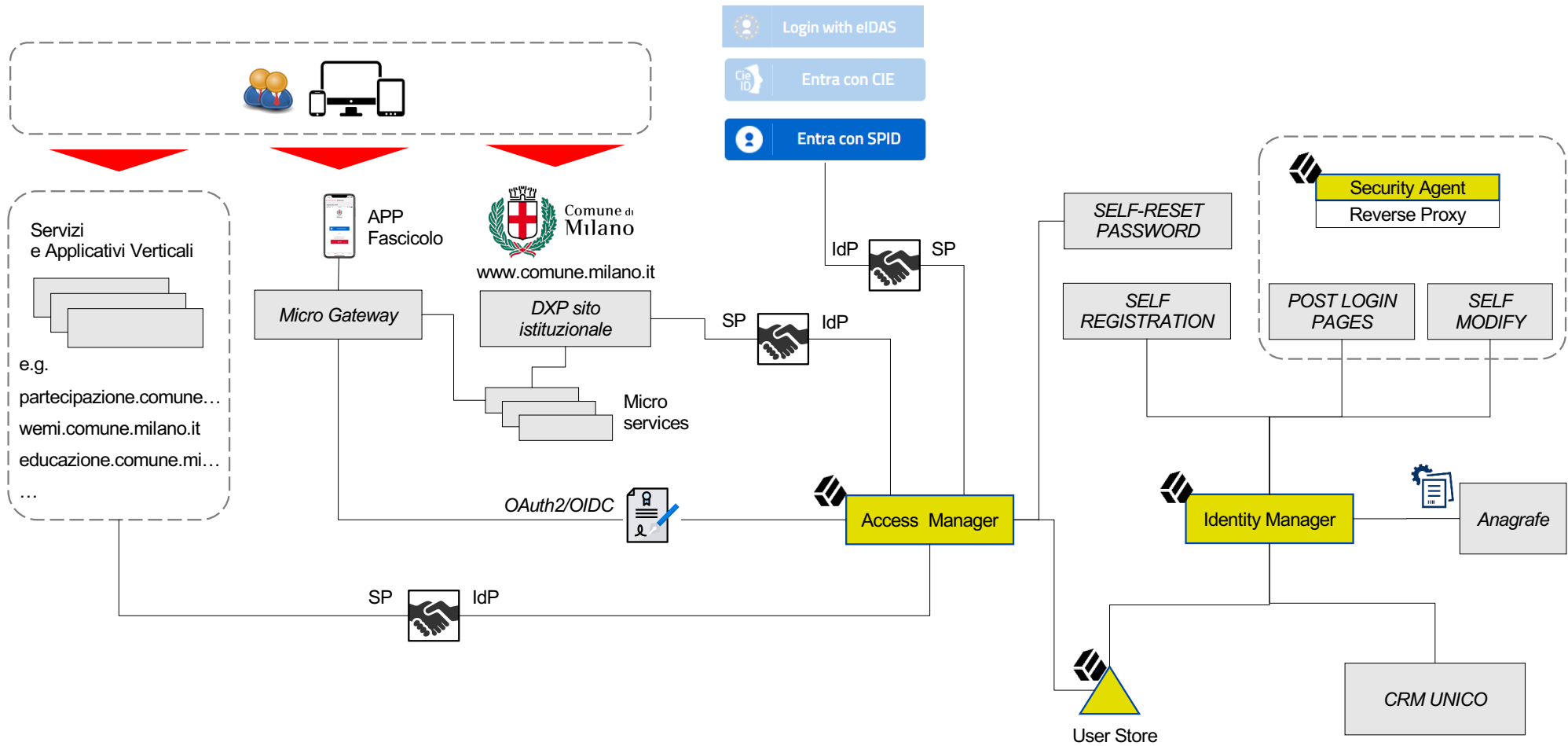
Mobile First, One Click

Focus on services

FASCICOLO DEL CITTADINO

SERVIZI ONLINE

I PIÙ VISITATI

Fascicolo del cittadino	Certificati anagrafici per residenti e non residenti	Area B
Pass per la sosta di residenti e domiciliati a Milano	Area C: acquisto ticket, attivazione, ricarica	Tari: dichiarazioni di occupazione di immobili
Fare la carta di identità	Residenza cittadini italiani	Certificati ed estratti di stato civile
Bandi di concorso	Prenota il tuo appuntamento in Comune	Residenza cittadini stranieri

IN EVIDENZA

Milano Aiuta	Coronavirus, informazioni e link	Piano Quartieri
Crowdfunding Civico	Cantiere vasca Seveso	Commemorazione defunti
Conta case	Buoni sconto per corse in taxi	Atti di notifica

GLI ULTIMI CHE HAI VISTO

Prenota il tuo appuntamento in Comune	Pass per la sosta di residenti e domiciliati a Milano	Certificati anagrafici per residenti e non residenti

8

Digital citizen folder

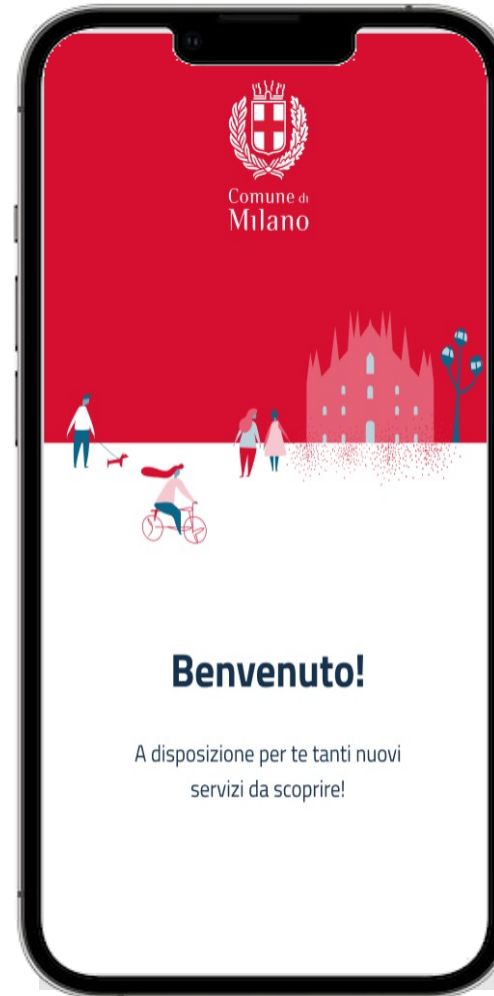# Digital citizen folder APP

Objective

To **improve citizen experience** with city services, leveraging the potential of mobile platform

Strenghts

Push Notification

Real time communication

Personal and direct channel

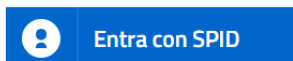**LOG-IN**

Comune di Milano

Seleziona lingua ▼

Accedi

Accedi

Per utilizzare il servizio accedi al sito del Comune di Milano utilizzando una delle seguenti modalità

SPID

Accedi con la tua utenza SPID, il sistema Pubblico di Identità Digitale è la modalità di accesso privilegiata a tutti i servizi del Comune di Milano

Entra con SPID

Sei già in possesso di un'utenza SPID?

Accedi con le credenziali fornite dal tuo gestore

Non hai ancora un'utenza SPID?

Richiedila a uno dei gestori

Altre utenze

In alternativa a SPID puoi utilizzare le seguenti modalità. L'accesso senza registrazione è consentito solo per alcuni servizi.
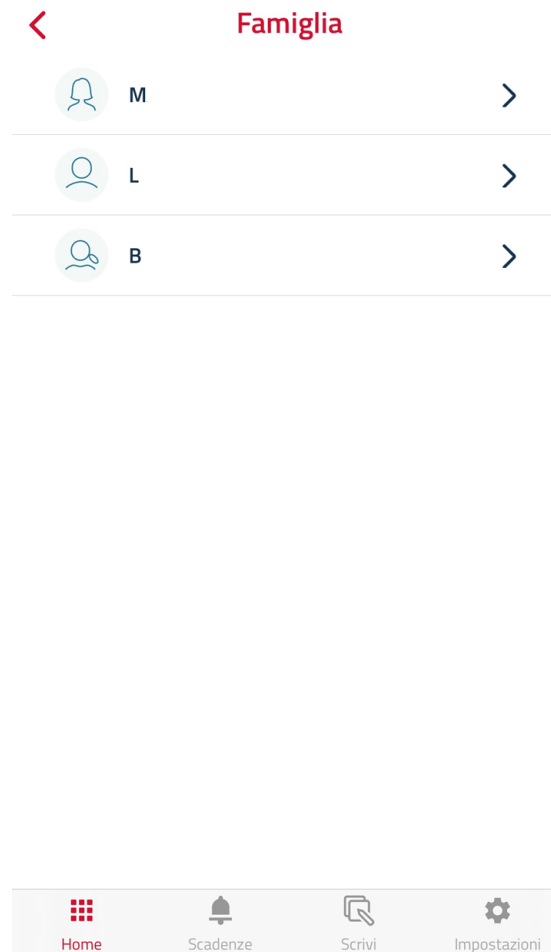
Accedi con ID del Comune   **Procedi senza registrazione**

Comune di Milano

Entra con SPID

oppure

Se sei già registrato al sito del Comune di Milano

Accedi

APP: Homepage

Prossime scadenze

Documenti

Carta d'Identita CA068   in scadenza

Scade il 12 Settembre

Servizi

I miei dati
Carta d'identità e tessera elettorale

Famiglia
I dati dei miei familiari

Mobilità
Targhe, patenti, pass e avvisi d'infrazione

Appuntamenti
Prenotazioni uffici comunali

Immobili
Dichiarazione di occupazione

Home   Scadenze   Scrivi   Impostazioni

12

APP: Personal and family data

I miei dati

LUCA C

LCU LCU73P12 P12D

Anagrafe >

Carta d'identità >

Tessera elettorale >

Richiesta certificati >

Home   Scadenze   Scrivi   Impostazioni

Famiglia

M >

L >

B >

Home   Scadenze   Scrivi   Impostazioni

APP: Certificates

APP: Scheduling meetings

Anagrafe CIE di via Larga 12

Via Larga, 12

Ven 5 Giu	Sab 6 Giu	Lun 8 Giu

08:30	09:00	09:30
10:00	10:30	11:00
11:30	12:00	12:30
13:00	13:30	14:00

Prenota

Home   Scadenze   Scrivi   Impostazioni

APP: Sending messages

Scrivi   +

I tuoi messaggi

Suggerimento   `Nuovo` `In lavorazione`

Suggerimenti sul nuovo sito

Codice: CAS-00203527-K3T1F3

Segnalazione   `Nuovo` `Riassegnato`

Scuole manutenzione

Codice: CAS-01035636-G4Y4Q0

Informazione   `Nuovo` `In lavorazione`

Scuola e formazione

Codice: CAS-00223008-K7C8Z6

Informazione   `Nuovo` `Riassegnato`

Home   Scadenze   Scrivi   Impostazioni

‹ Segnalazione

Argomento*

Scegli argomento

Oggetto*

Scrivi l'oggetto del messaggio

Messaggio* (max 1200 caratteri)

Scrivi il messaggio

📎 **Allega file**

Invia

Home   Scadenze   Scrivi   Impostazioni

APP experience example: fine notification
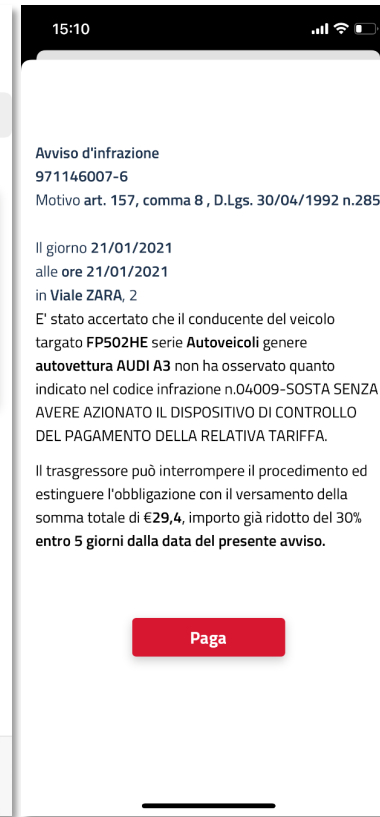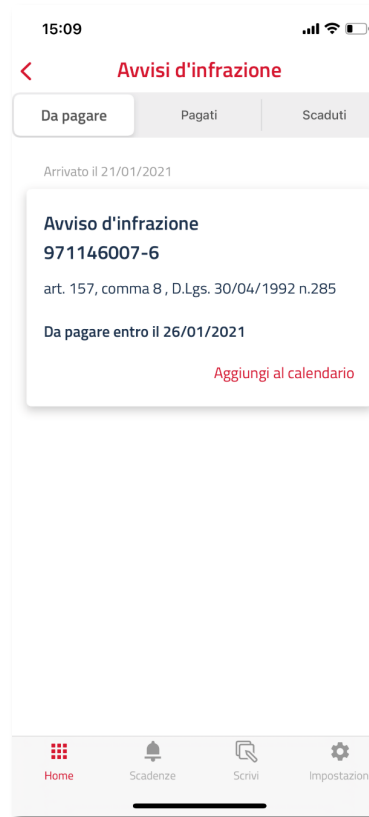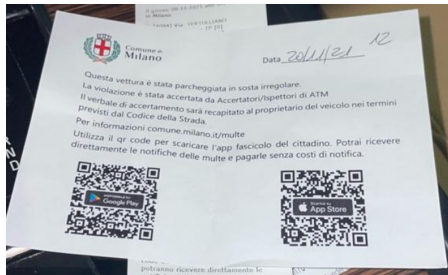
How we did it: data analysis and benchmarks

User

Research

International

Benchmarking

Website and CRM data

analytcs

How we did it: citizens' involvement

Design Thinking

Workshop

with employees

Design Thinking

Workshop

with citizens

Usability test

How we did it: closed beta

Where we are
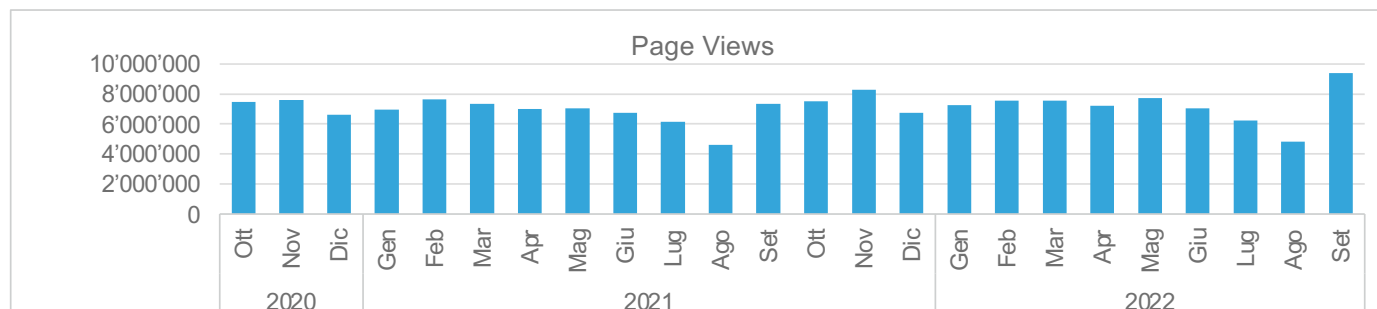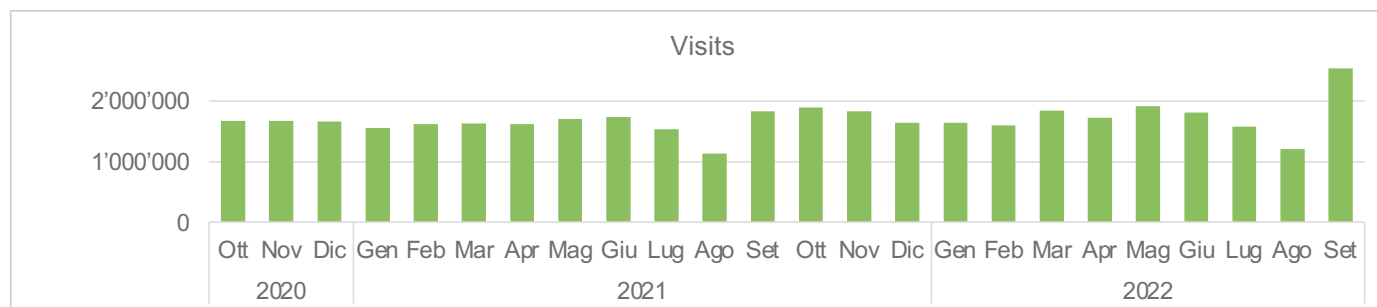
- 1,5 million unique visitors and e 9,4 page views in September 2022

- 900.000 fascicolo del cittadino subscribers 400.000 app download

- 500.000 "Informami" newsletter subscribers

Next Steps

**From reactive
to proactive user experience**

**Boost adoption of digital
and focus human channel on building
relationships**

**From services
to citizen journey design**