



Story

Cities which call themselves “Smart Cities” often use geographic information systems in order to manage assets like streets, railways, buildings, water pipes, sewage pipes, ...

... and also to manage the trees which grow in the public space.

The “Connected Trees” app supports the city’s tree manager in planning and executing care activities for the city trees like watering, weeding, soil management, removing litter around the tree etc.

For this, the tree manager uses an app which shows all the public trees in a map. Details of individual trees can be viewed and care activities can be triggered directly from the app.

Citizens can send notifications about issues with individual trees using their mobile phones. These notifications will also be displayed in the “Connected Trees” app and the tree manager can initiate corresponding actions.



Prototype

For a demonstration of the “Connected Trees” prototype, please watch the linked Youtube video:

<https://youtu.be/Qiq5PIM7WSM>



Persona



SAM

The Tree Manager

“Knowing trees, I understand the meaning of patience.”

About

- 36, married, studied landscape architect.
- I work with the City Administration, the gardeners and regularly have contact to citizens
- I coordinate 4 teams of gardeners

Responsibilities

- I am responsible for managing trees in public areas of the city
- I spend half of my time in the office and the other half I drive around and inspect the health and stability of the trees

Main Goals

- I take care that the city's trees look nice and healthy
- I make sure that trees do not cause any risk for people or buildings
- Better balancing of actual time spent in the office and on my inspection rounds

Needs

- I need to react quickly when a tree is causing a risk, e.g. because it is becoming unstable
- I need an easy and quick access to detail information about each tree in the city
- I need to work on notifications reported by citizens

Pain Points

- I am responsible for 956 trees in the city
- I am responsible when somebody gets hurt by falling boughs
- Citizens expect that the city trees always look nice
- Citizens often complain if a tree needs to be cut because of safety reasons
- Need to plan the care activities very cost effectively due to budget restrictions



Point of View (PoV)

As a Tree Manager
 I need a way to
manage the trees in our city efficiently
 so that
they stay healthy, are beneficial for the local climate
 and are safe for the public.



UX Journey

ACTIONS	Enter office	Check list of planned activities. Create work orders for gardeners.	Plan inspection round in the afternoon.	Answer phone call: A citizen spotted a rotten tree which threatens to fall over	Drive to the rotten tree and examine it together with the gardeners.	Start the inspection round
MINDSET	"What needs to be done today?"	"I need to distribute the work evenly among the teams."	"I hope I will find some time for lunch today"	"I need to quickly send a team of gardeners before the tree falls and hurts somebody."	"It's always a pity when we need to cut a tree."	"Nice weather today for driving around and inspecting the trees."
FEELING	😊					
			🟢			
	😞	🟡	🟢	🔴	🔴	🟢
TOUCH POINTS	Computer	Computer	Computer	Phone	Car Gardeners	Car