

VITRUAL POPULAR INITIATIVE

The platform of the future for
initiatives

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Abstract

Swiss popular initiative

Layers

Transscalar dispositives

Flow

User experience

Design

Virtual platform

Mechanism

Initiative Rings

Composite Drawings

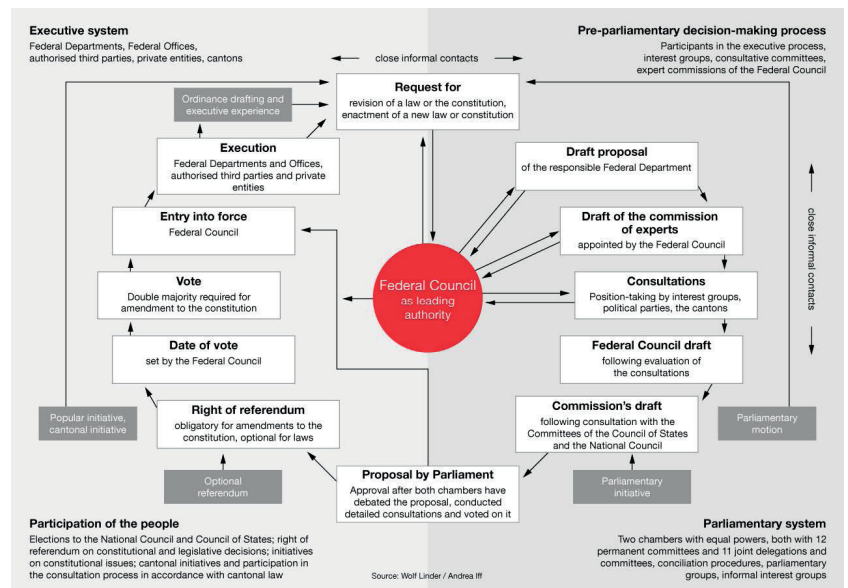
References

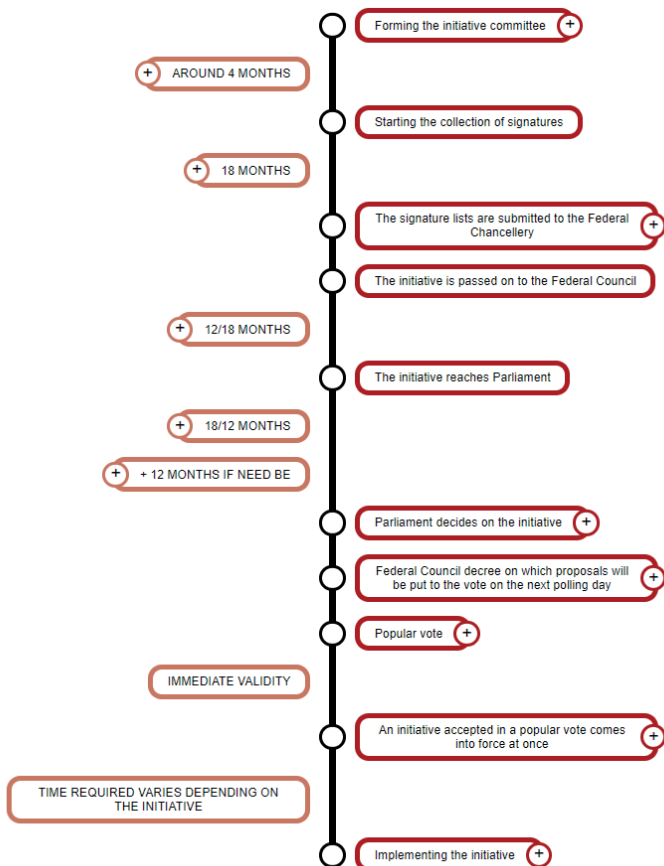
Abstract

Swiss popular initiative

The Swiss law-making process is a complicated and at the same time very fascinating procedure, from the original ideas up until its execution by the respective powers. Each law must go through an extensive process where it will be written, discussed, re-written and further analysed by multiple people until an eventual popular vote. In the case of Switzerland, most of the laws are born in the parliament. But there's a speciality: the popular initiative, an extremely powerful democratic tool allowing any group of citizens to make up a new law.

Swiss law-making process diagram





Popular initiative procedure

[illegible]

Popular initiative form template

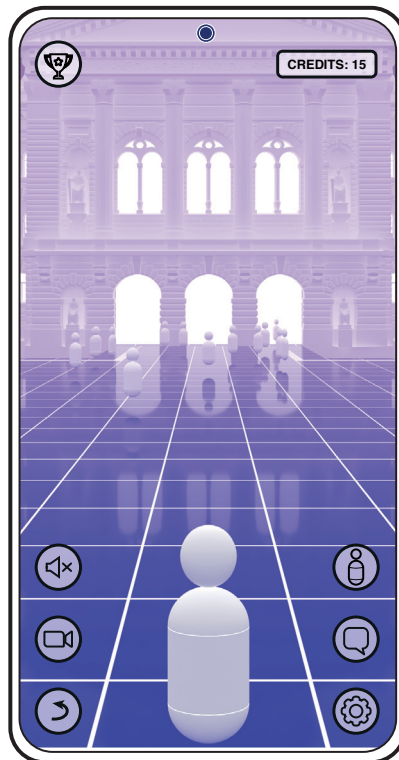
For a popular initiative to succeed, those launching the initiative need to collect 100,000 signatures from people entitled to vote within 18 months. By signing such a list, people declare themselves to be in favour of the initiative. Parliament is responsible for examining whether the initiative respects the principles of consistency of form, unity of subject matter and the mandatory rules of international law. If this is not the case, Parliament may declare the initiative totally or partially invalid. If Parliament decides that the initiative is valid, it is put to a popular vote.

The purpose of this project is to make popular initiative as much accessible as possible in order to enhance the participation of the population in this process. Our proposal is to build a virtual space as a platform to enable everyone to easily launch a popular initiative. Thanks to the gamification of the user experience, people can join the platform, propose a new initiative and carry it on through a credits based structure. Credits are required to progress and are obtained by convincing people to follow or sign your initiative. It is also possible to access the platform just as a visitor to debate with other, check and sign for ongoing initiatives.

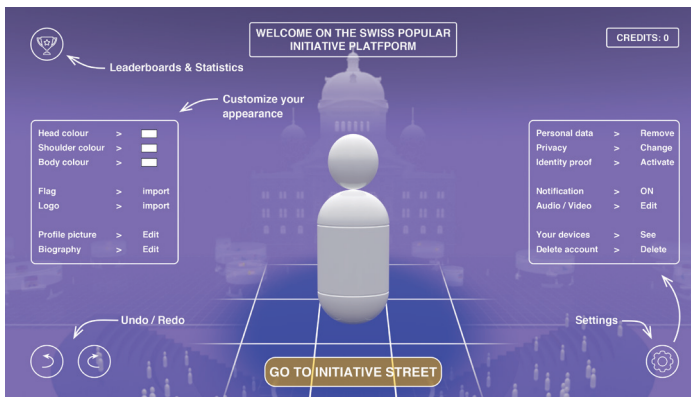
Layers

Transscalar dispositives

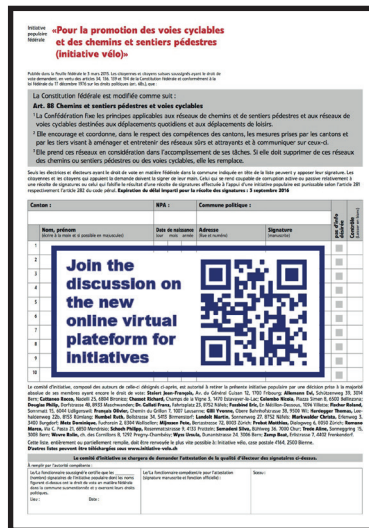
the virtual platform is conceived as a complement to the current process of a popular initiative. In fact, one of the main goals is to create a smoother connection between all devices and stakeholders taking part in the system. This is done by creating a transscalar link between individual scale, object scale, media scale, building scale, urban scale and territorial scale.



Virtual platform interface



Avatar personalization



QR code on the initiative form



Media insertion promoting the platform

Individual scale

The platform aims to give a personalized user experience, firstly with avatar-making options allowing to identify yourself within all the other users, but mainly through a differentiation of activities. You are free to passively look at the different initiative to inform yourself and eventually sign-up for them, you can interact with other users to help them with their initiatives or, if you feel adventurous, you can engage in launching your own new initiative!

Object scale

Currently the signatures are physically collected through forms, these are then delivered first to the municipalities and then finally to the federal chancellery which verify the validity of the signatures. The virtual platform is designed as a complement to this system, giving users the possibility to verify their identity online and sign the initiatives.

Media scale

The media are the ideal means to provide a direct link to the virtual platform and transport curious people to a place where it is possible to deepen one's interest in a specific initiative and discover much more.

Building scale

The federal building is the symbol of power of the government, for this reason it is present on the platform as a representative element of Swiss Parliament and its authorities. It serves as a visual reference but also as a place for information, assistance and formal activities.

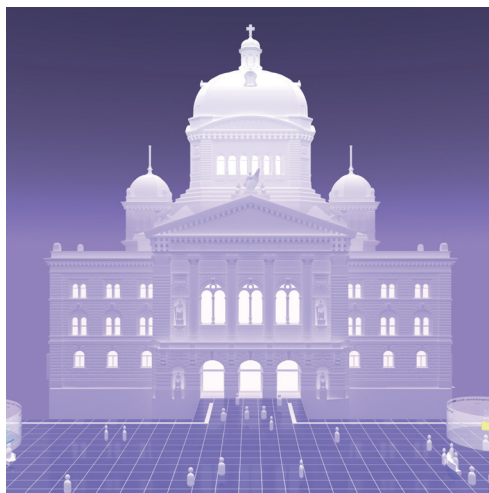
Urban scale

In the current process of the popular initiative, the urban dimension consists in the campaign to collect signatures, in particular through the stands placed in strategic places in the most frequented urban spaces. Physical stands can advertise the use of the platform in order to attract as many people as possible and promote a complementary information space, accessible at any time from anywhere.

Territorial scale

To reach 100,000 signatures in less than 18 months and make a popular initiative successful, you need to promote your proposal on a large scale. In this sense, a virtual platform can be a powerful tool for finding support throughout the national territory and facilitating collaboration, interaction and exchange of opinions.

Federal building in the virtual space



Stand for the collection of signatures with shortcut to the virtual space



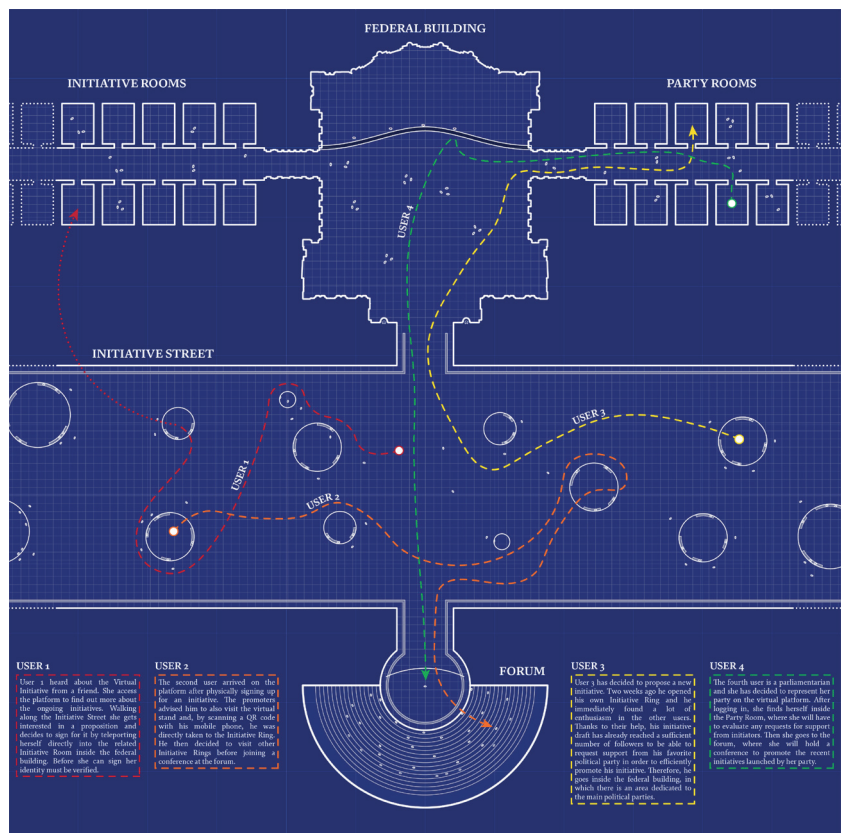
Interaction between users from all over the territory



Flow

User experience

The project aims to diversify activities based on user preferences: those who just want to visit the platform to learn about current initiatives, those who want to participate in the creation of new initiatives, those who want to promote their party's proposals ...

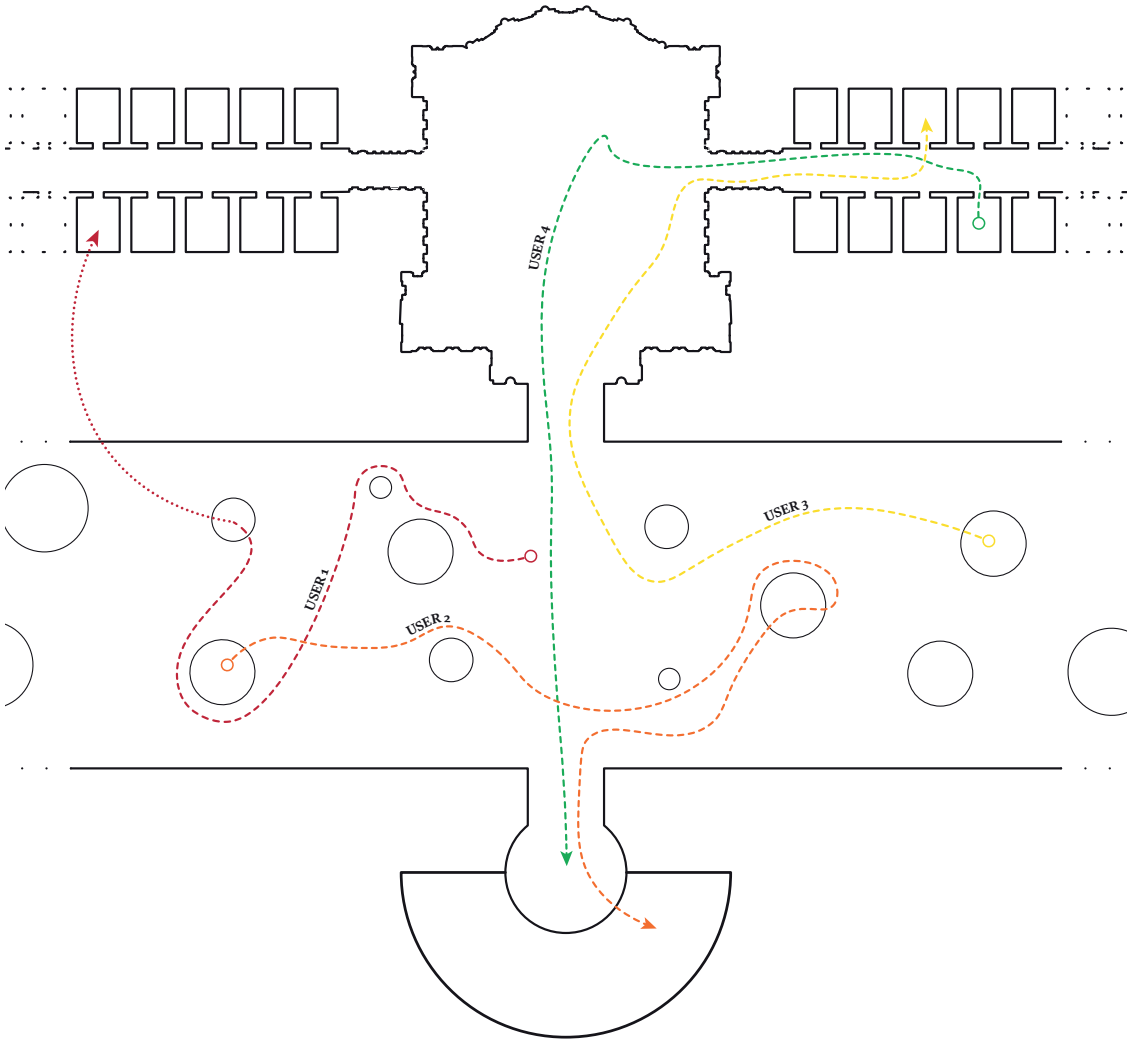


User 1 heard about the Virtual Initiative from a friend. She access the platform to find out more about the ongoing initiatives. Walking along the Initiative Street she gets interested in a proposition and decides to sign for it by teleporting herself directly into the related Initiative Room inside the federal building. Before she can sign her identity must be verified.

The second user arrived on the platform after physically signing up for an initiative. The promoters advised him to also visit the virtual stand and, by scanning a QR code with his mobile phone, he was directly taken to the Initiative Ring. He then decided to visit other Initiative Rings before joining a conference at the forum.

User 3 has decided to propose a new initiative. Two weeks ago he opened his own Initiative Ring and he immediately found a lot of enthusiasm in the other users. Thanks to their help, his initiative draft has already reached a sufficient number of followers to be able to request support from his favorite political party in order to efficiently promote his initiative. Therefore, he goes inside the federal building, in which there is an area dedicated to the main political parties.

The fourth user is a parliamentarian and she has decided to represent her party on the virtual platform. After logging in, she finds herself inside the Party Room, where she will have to evaluate any requests for support from initiators. Then she goes to the forum, where she will hold a conference to promote the recent initiatives launched by her party.



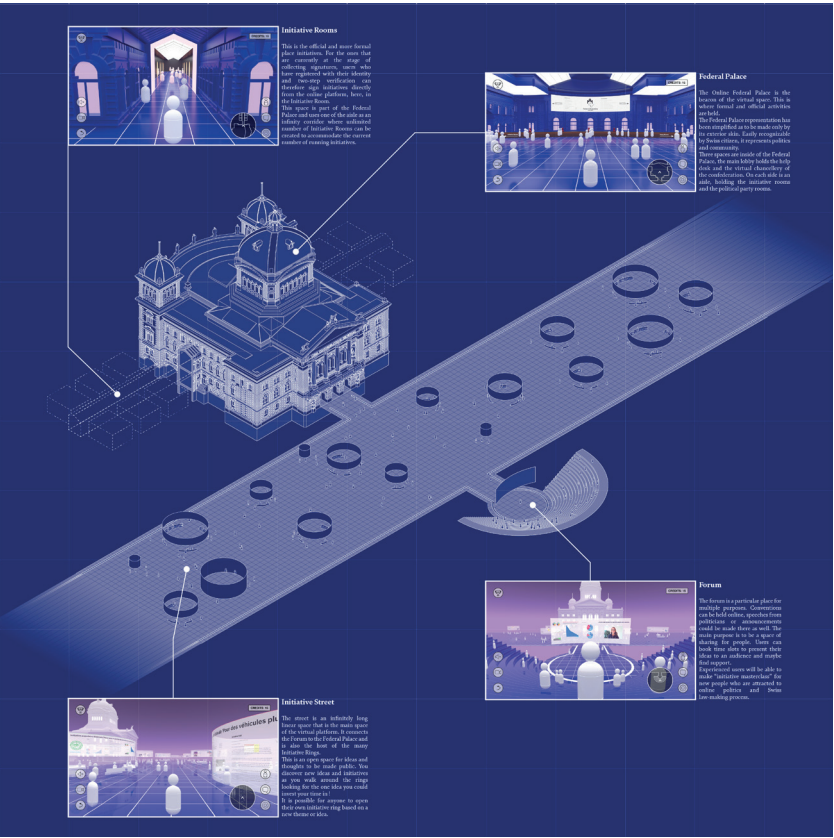
Different possible paths and activities according to users' interests

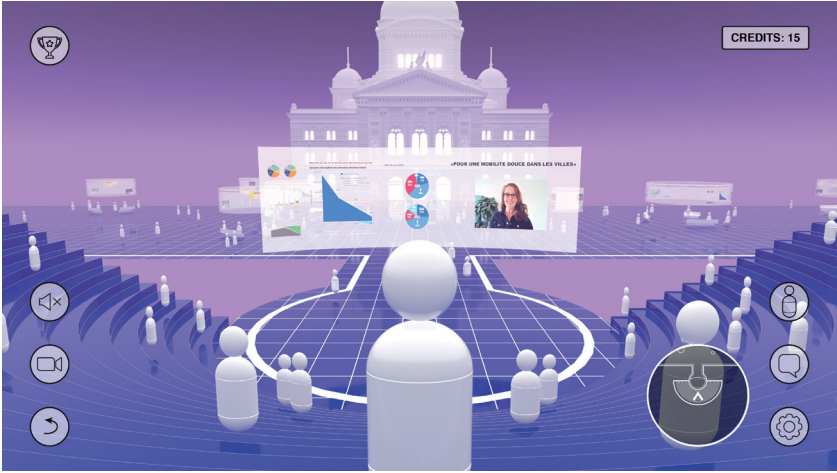
Design

Virtual platform

The platform is structured starting from a long band that hosts all the initiatives, both those open for signature and those under development. In the center, it is axially crossed by the forum and the Federal Palace.

Axonomic View of the platform





View from the forum



View from the initiative street

Forum

The forum is a particular place for multiple purposes. Conventions can be held online, speeches from politicians or announcements could be made there as well. The main purpose is to be a space of sharing for people. Users can book time slots to present their ideas to an audience and maybe find support.

Experienced users will be able to make “initiative masterclass” for new people who are attracted to online politics and Swiss law-making process.

Initiative Street

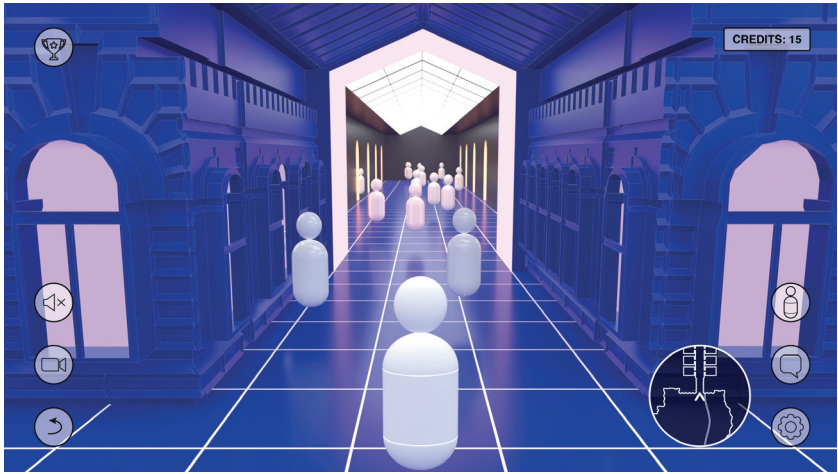
The street is an infinitely long linear space that is the main space of the virtual platform. It connects the Forum to the Federal Palace and is also the host of the many Initiative Rings.

This is an open space for ideas and thoughts to be made public. You discover new ideas and initiatives as you walk around the rings looking for the one idea you could invest your time in !

It is possible for anyone to open their own initiative ring based on a new theme or idea.



View inside the Federal Building



View of the initiative rooms

Federal Palace

The Online Federal Palace is the beacon of the virtual space. This is where formal and official activities are held.

The Federal Palace representation has been simplified as to be made only by its exterior skin. Easily recognizable by Swiss citizen, it represents politics and community.

Three spaces are inside of the Federal Palace, the main lobby holds the help desk and the virtual chancellery of the confederation. On each side is an aisle, holding the initiative rooms and the political party rooms.

Initiative Rooms

This is the official and more formal place for initiatives. For the ones that are currently at the stage of collecting signatures, users who have registered with their identity and two-step verification can therefore sign initiatives directly from the online platform, here, in the Initiative Room.

This space is part of the Federal Palace and uses one of the aisle as an infinity corridor where unlimited number of Initiative Rooms can be created to accommodate the current number of running initiatives.

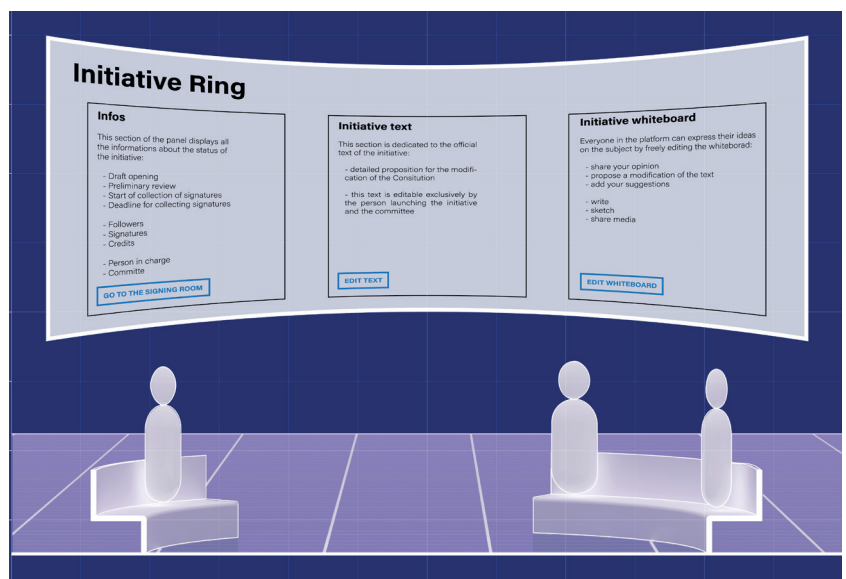
Mechanism

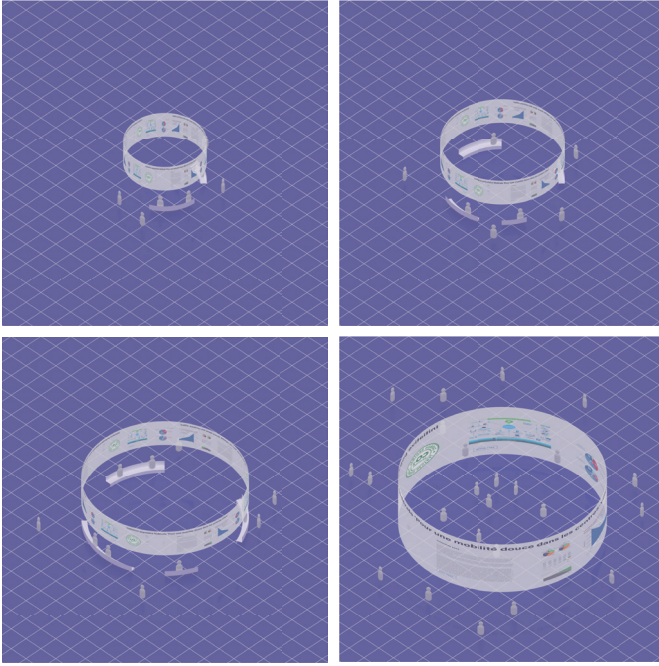
Initiative Rings

The initiative ring is the core tool of the platform: it allows anyone who joins the platform to propose a new initiative. In fact, this ring is an open cylinder floating above the ground offering a surface to display informations.

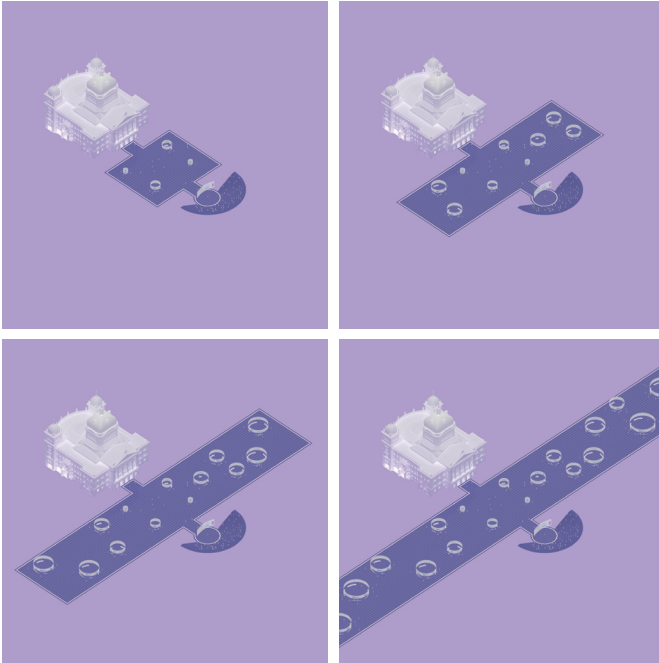
As visitors pass by, they are able to see what the initiative is about and, if they are interested, they can get closer to talk to other curious people or even get teleported inside the federal building to sign for it if the initiative is at the stage of collecting signatures.

Initiative Ring whiteboard
interactivity



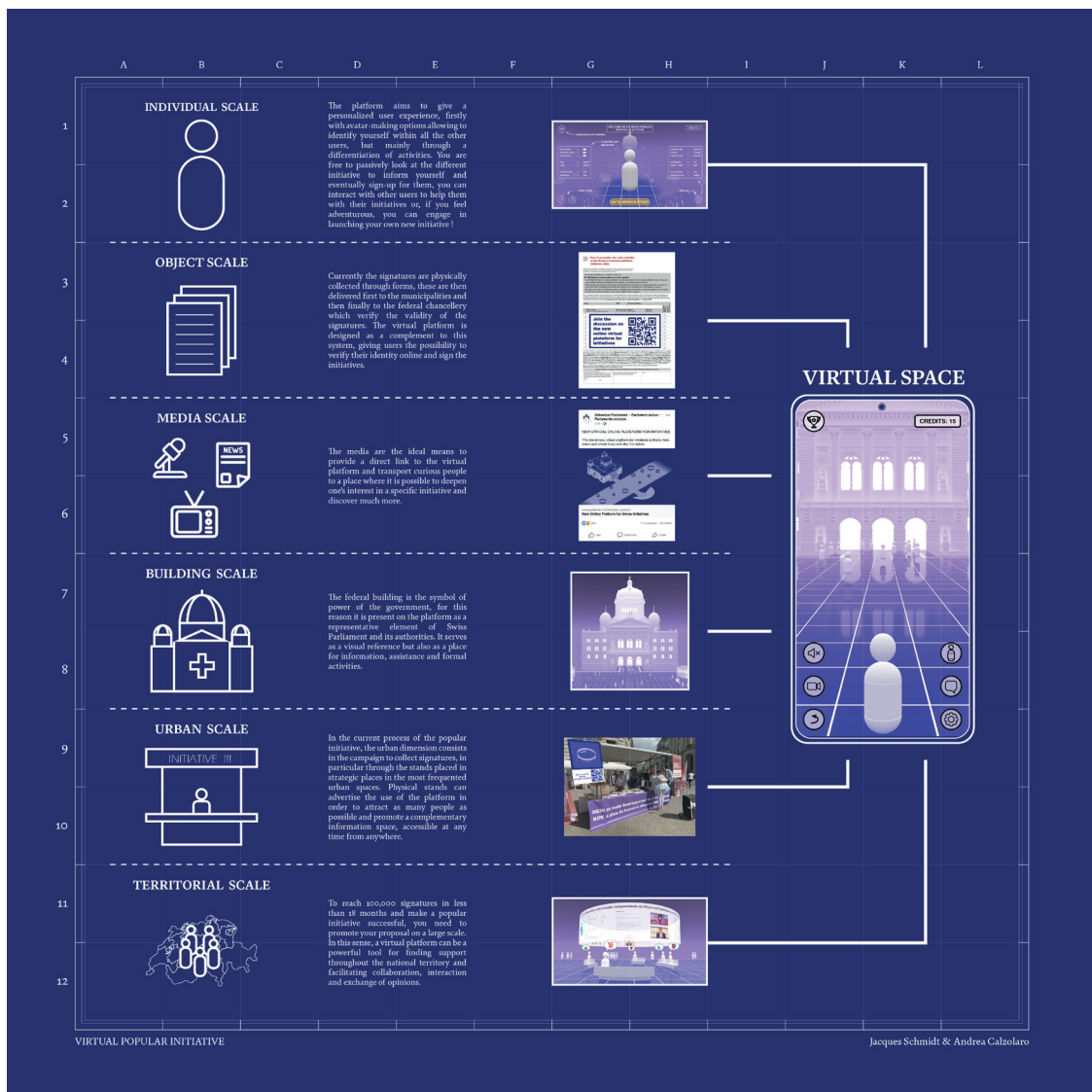


Initiative Ring expansion



Initiative street expansion

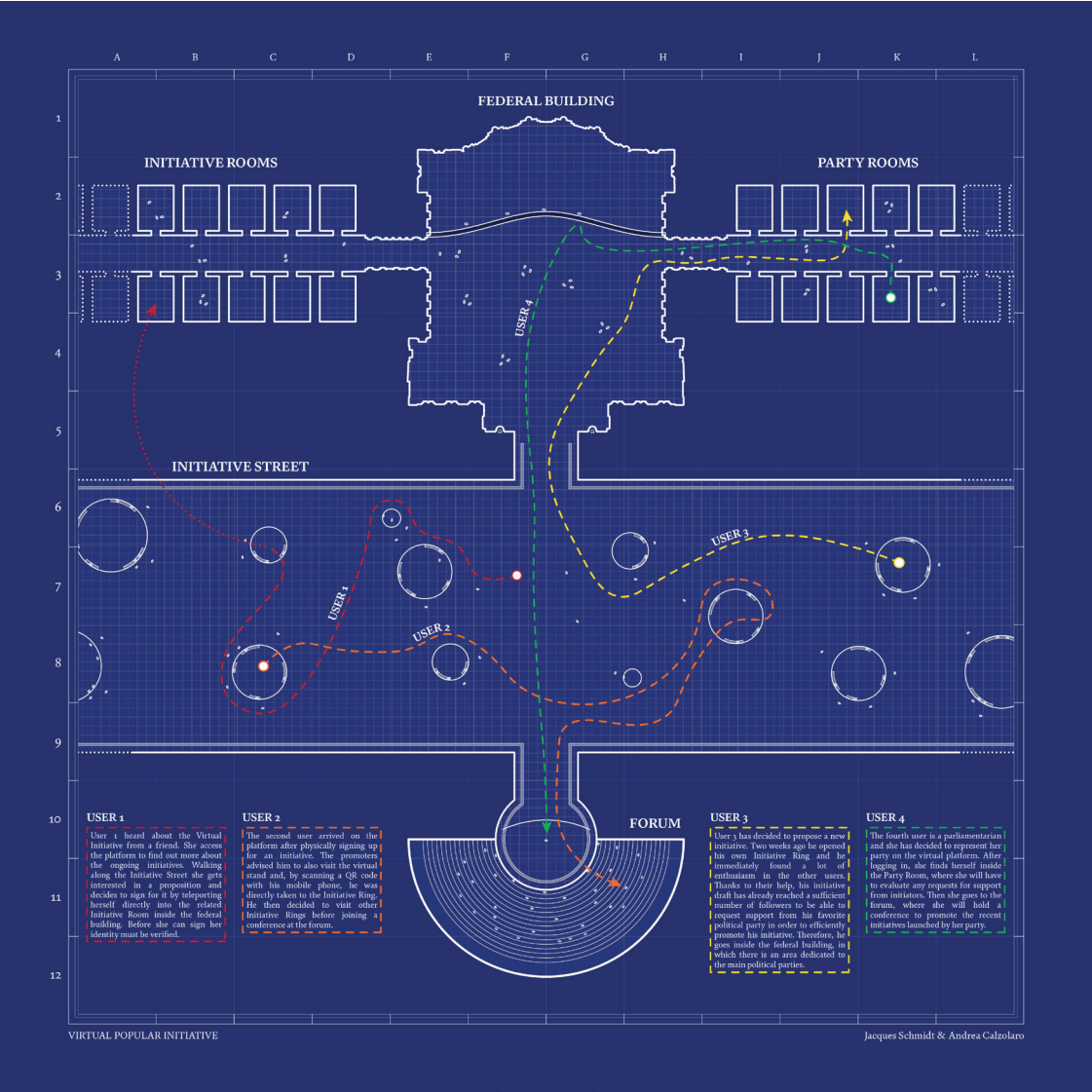
The main feature concerns the possibility of interacting with this object in order to contribute to the development of the initiative and help to formalize the ideas. This is done by editing the whiteboard, which allows actions such as writing a text, sketching, adding images, sharing media. The ring grows as the number followers and the data in the white board increase, allowing more and more people to gather around and interact with it. This mechanism also acts as an indicator of success and follow-up of the initiative. As a new initiative ring is created it appears close to the center of the structure which is the spawn point for people entering the platform. The initiative street is expanding outwards as new initiative rings are generated.

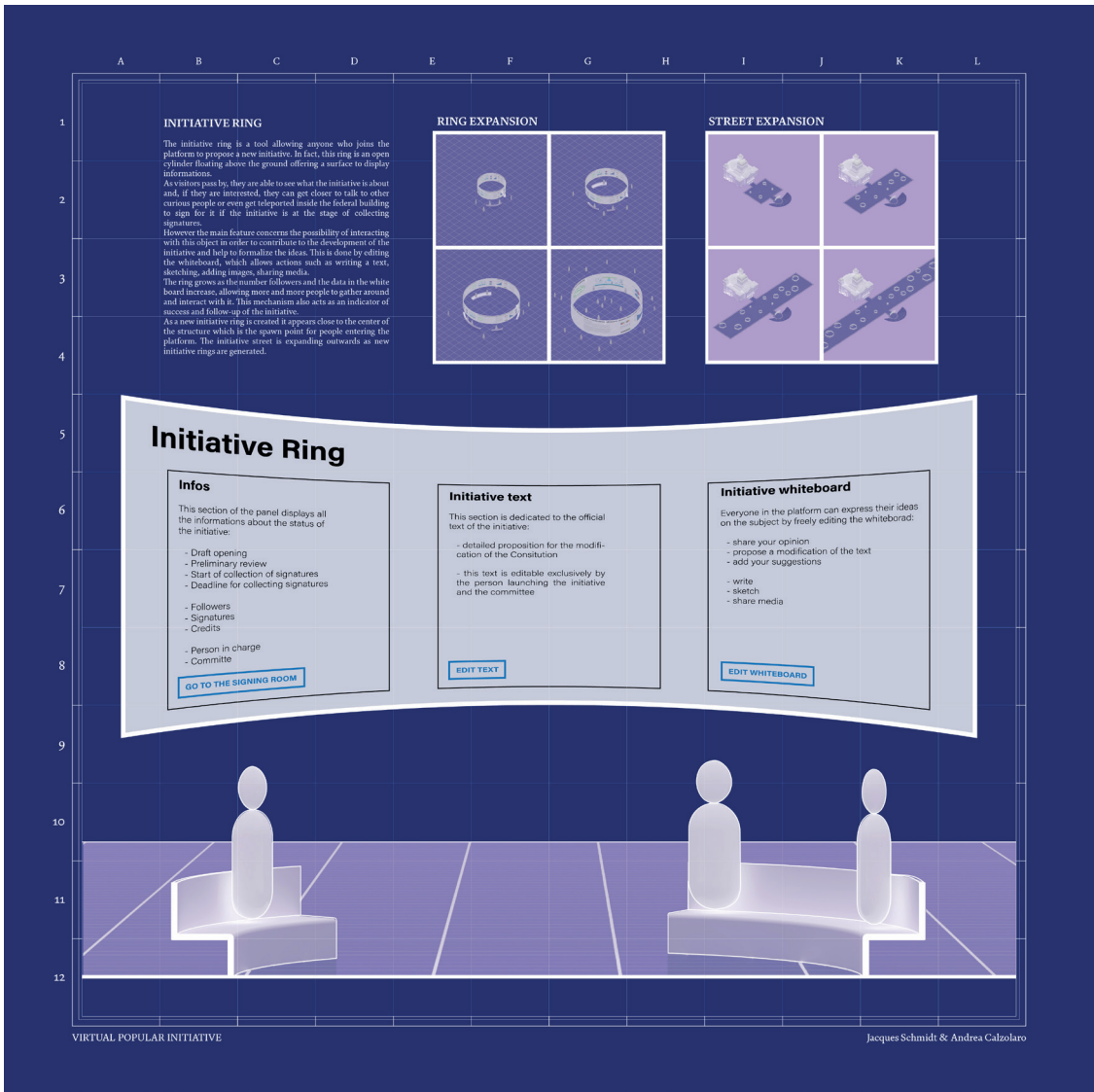


Composite drawing
Layers diagram

Composite Drawings

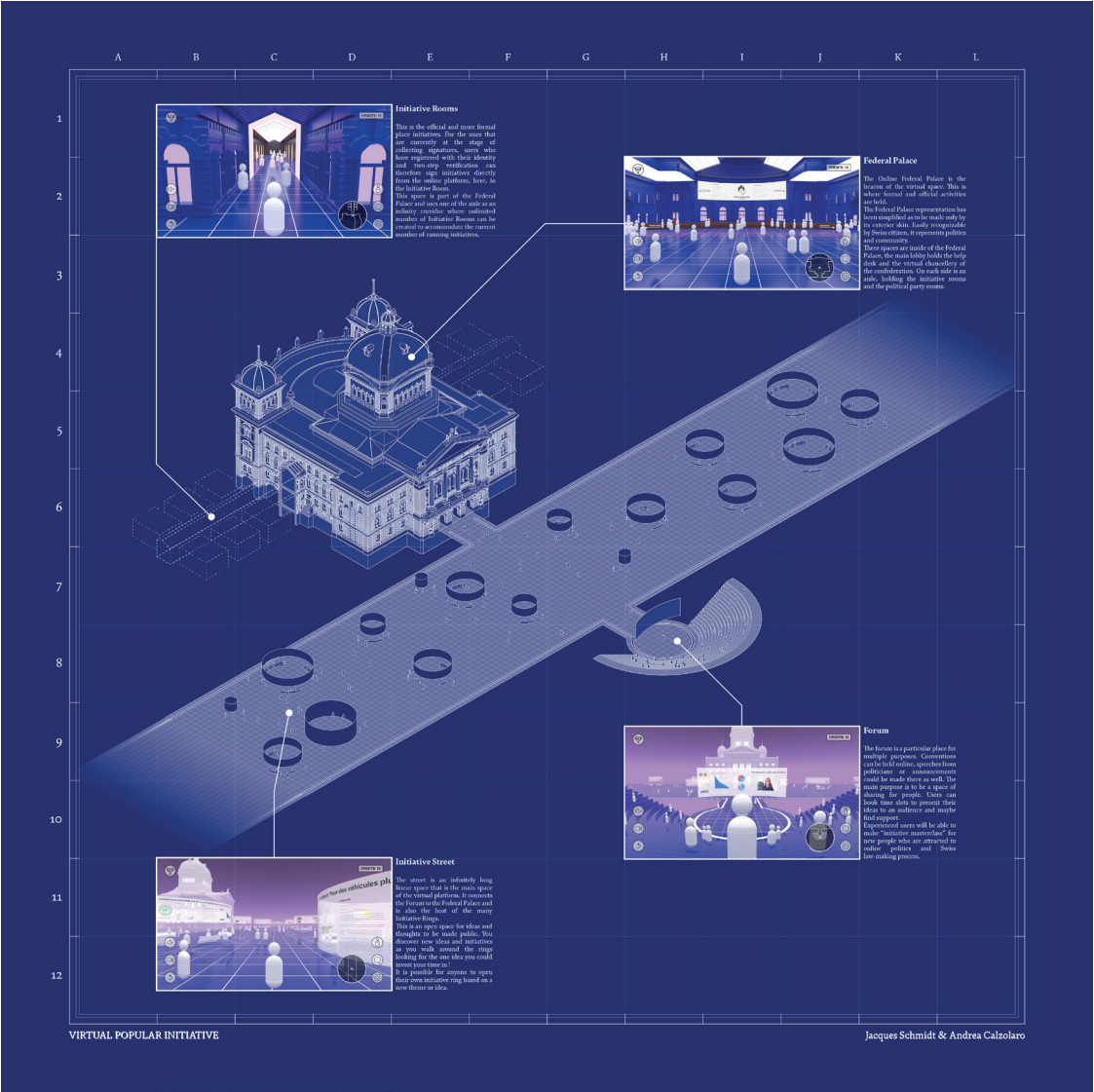
Composite drawing
Flow diagram





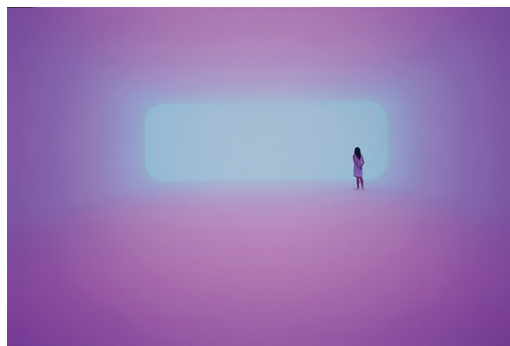
Composite drawing
Initiative Ring mechanism

Composite drawing
Platform design

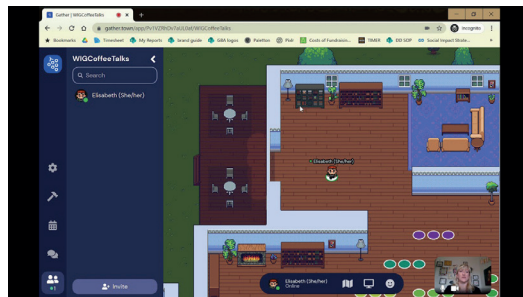




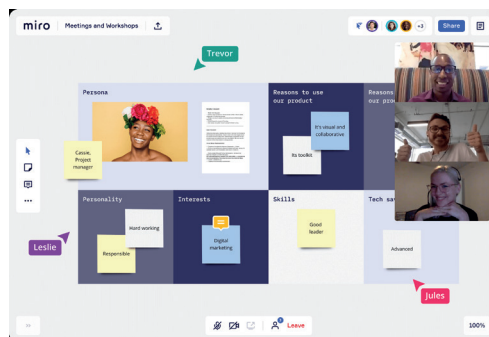
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Puzzle game
2014



James Turrel
Breathing Light
2013



Gather.town
Virtual meeting platform



Miro
Online Visual Collaboration
Platform
2020

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