

Mein Quartier - App

is a service by

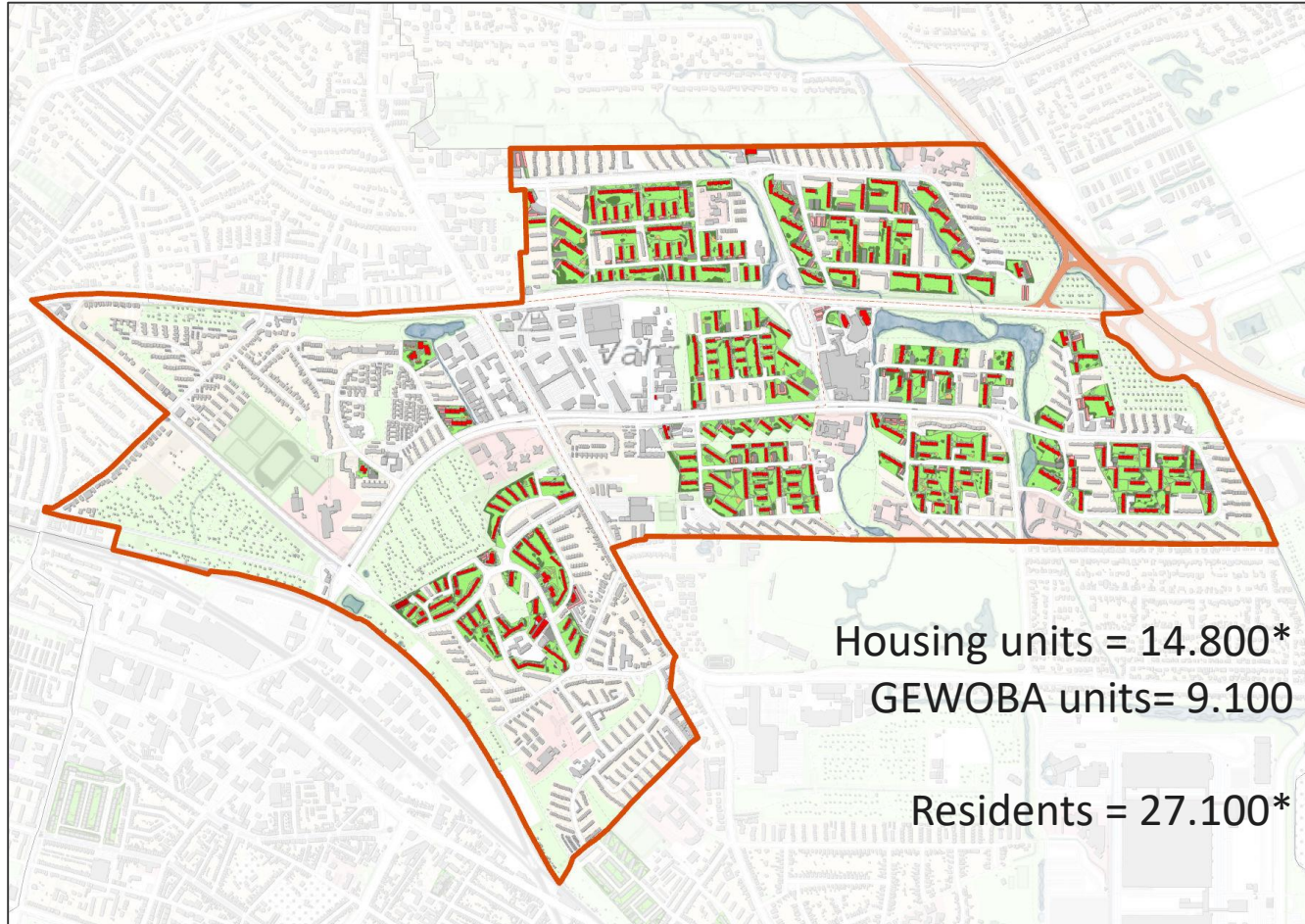
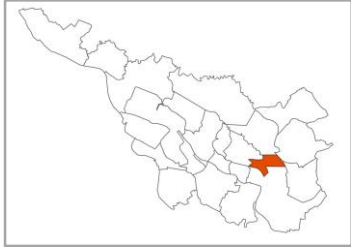
GEWOBA

Presenter:

Thomas Grabley
(property management)

Sebastian Denker
(urban development)

Bremen – district Vahr



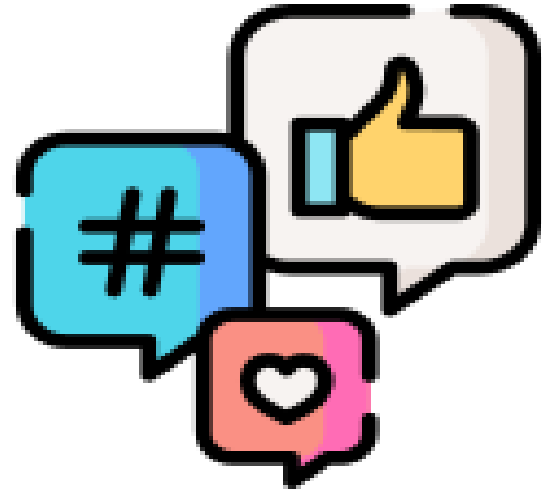
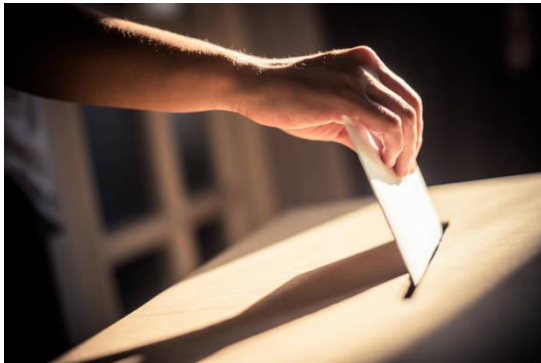
*Statistisches Landesamt Bremen, 2022

Story of the neighborhood-app



source: GEWOBA

Our intention



The process



source: GEWOBA

Basic needs of people



Be mobile and connected



Self enablement and development



Find support and care



Getting information, feel protected



Social integration



Well supplied and equipped

Potencial users and contributors

Residents

- Content is relevant for young and elderly people.
- Particularly addressed are groups of people, who are not „digital“now or have special reservations against electronic media.
- People, who offer support and those who require help.
- Easy access for new residents in the neighborhood

Contributors

- The success of the app depends on the contribution and content of local actors.
- Social institutions, community facilities (like clubs and congregations) and private initiatives are able to become a contributor.
- One data-hub as a common information platform creates transparency.
- App is not a one-way-street. Publicly available information can be reused.

Functions – Mein Quartier-App



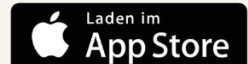
No registration needed

- News
- Calendar
- Points of interest
 - e.g. Mobility
- Services
- Favorites

Free to use via app-stores

Register with personal account

- Marketplace with 1:1 chat



Home screen & News-section

- Push messages:
- Alerts
 - Exceptional dates & deadlines
 - „Good“ news



Home screen contains main functions - plain and easily accessible

- News by neighborhood contributors
- Import & Reuse of public newsfeeds (e.g. rss-feeds)
- Highlight-function: „disturber“ and push-messages (important informations, alerts, accidents, etc)

Calendar



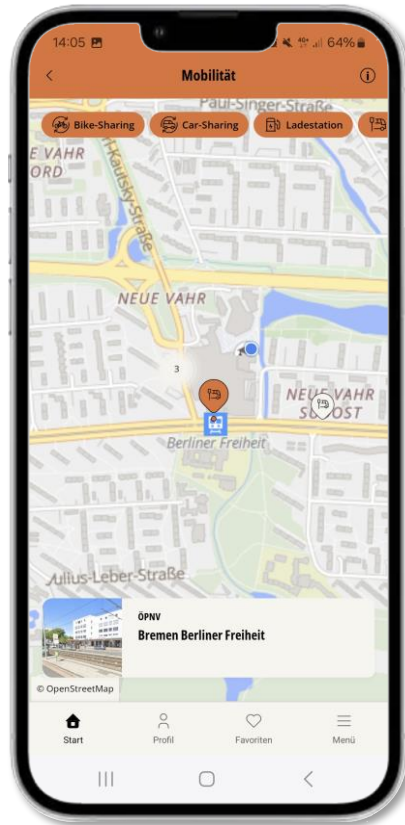
- List-overview and assistant for event-planning
- Filter-function
- Single view of date with picture, address, description, contact, price and attached files
- Recurring dates

Points of interest



- 400 places in the Vahr
- List view and map view
- Single view with picture, address, description, opening hours, documents

Public Transport



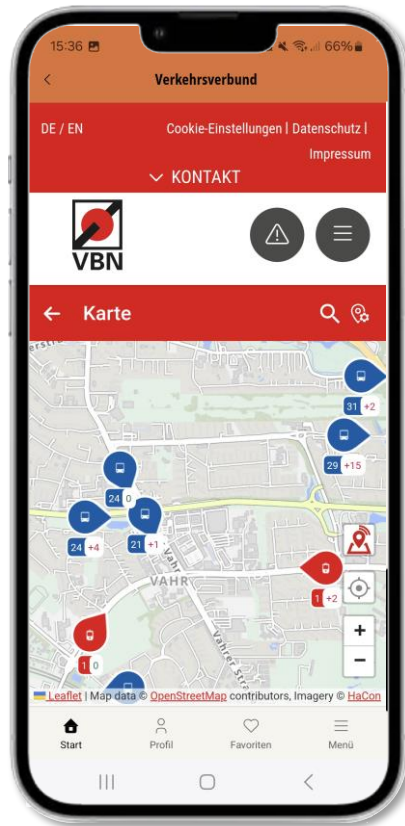
- Map view, showing bus stops and position of user
- Scheduled departure times (GTFS times, updated every day)
- Link to local provider for real time information and delay warnings

Carsharing



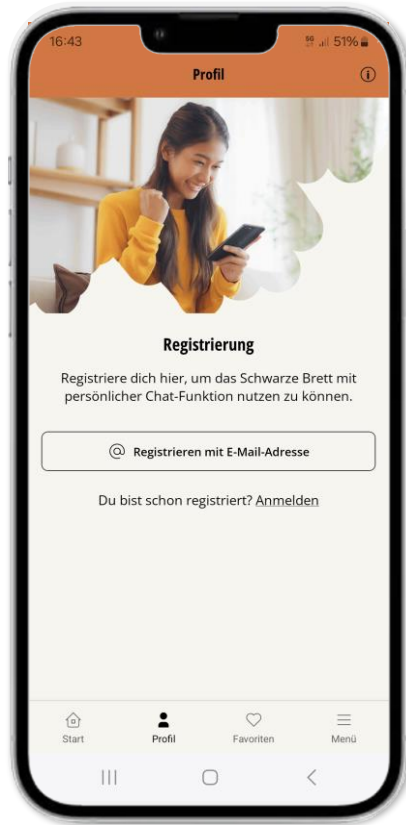
- Map view with fixed stations
- Description and available cars on each station reused from api
- Link to local carsharing provider

Services



- Collection of services with general relevance in the community
- Micro-services within the app connected via web-view

Marketplace



- Marketplace with personalised account
- Exchange and interaction channel through offers, requests and neighborhood help
- 1:1 chat for communication



GEWOBA

Aktiengesellschaft
Wohnen und Bauen
Rembertiring 27
28195 Bremen

Telefon: 0421 36 72-0

E-Mail: info@gewoba.de
Internet: www.gewoba.de

Thomas Grabley

Immobilienwirtschaft
Telefon: +49 421 36 72-261
E-Mail: grabley@gewoba.de

Sebastian Denker

Stadt – und Quartiersentwicklung
Telefon: +49 421 36 72-414
E-Mail: denker@gewoba.de