INTERNATIONAL COMMUNITY OF PRACTICE FOR SUSTAINABLE URBAN DEVELOPMENT



Digitalisation in response to the COVID-19 crisis: challenges identification

Workshop 1 28.09.2021

Partner von Connective Cities



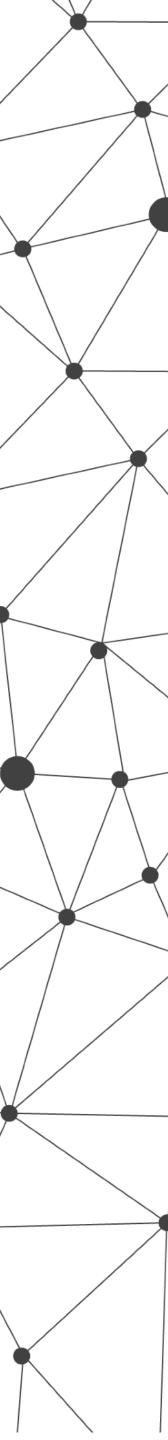






Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Im Auftrag des

Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung



AGENDA

10:00 - 11:00

- Case-study: analysing the right challenges to face
- Methodology: system and stakeholders mapping
- Q&A
- Break
- Cities' challenges group discussion
- Break
- Challenges refinement and prioritization in small groups Discussion of the groups' work
- Closing remarks

11:00 - 11:10

- 11:10 12:20
- 12:20 12:30
- 12:30 13:30
- 13:30 14:00

Design Drive Digitalization Presentation

ETEREA URBAN WIFI SERVICE





www, Facebook, Twitter, etc.



LUOGHI ESPERIENZE

Handom Bardia

Se ami viaggiare in Lombardia, per scoprire la cucina, le tradizioni, la cultura, la natura... #inLombardia PASS è il gioco che fa per te!

da IN-LOMBARDIA.IT

Scegli la tua destinazione...

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EVENTI ITINERARI PIANIFICA

aggiungi ai preferiti 💙

condividi

CERECITED INE





DIGITAL TRANSFORMATION TEAM

THINGS WE DID

✓ USER RESEARCH - VENETO REGIONE





▲ RETHINKING SCHOOL DIGITAL SERVICES





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▲ DESIGN SYSTEM / DESIGNERS ITALIA

VIO APP

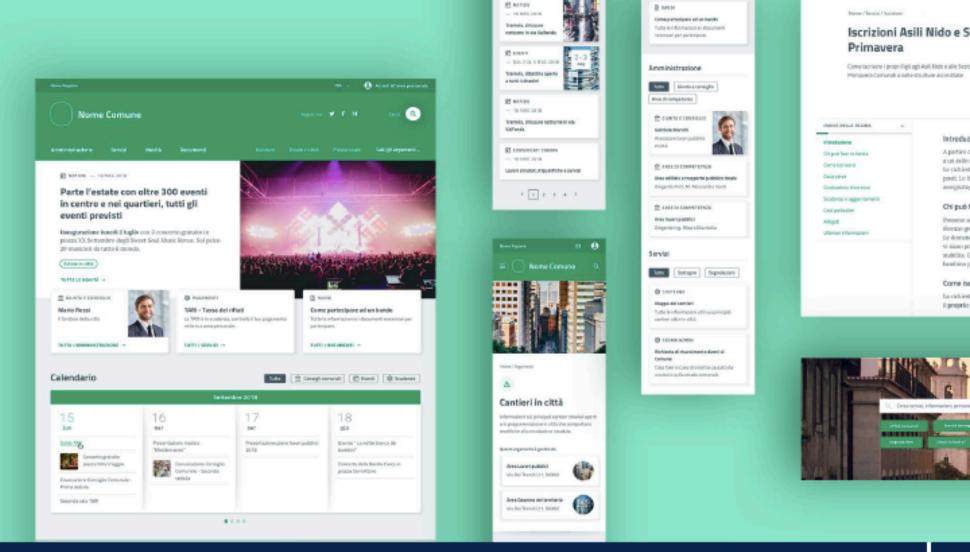
Co-Design Workshop

Genera idee coinvolgendo utenti e stakeholder di un servizio **9** ()

Il workshop di co-progettazione è una sessione di lavoro di gruppo, in cui diversi attori coinvolti nell'erogazione o utilizzo di un servizio digitale vengono invitati a discutere le criticità esistenti e individuare insieme delle possibili soluzioni, seguendo un percorso guidato.

- terer the

✓ DESIGNING A TEMPLATE FOR THE WEBSITE OF ITALIAN MUNICIPALITIES



Q ROMA

ALLOGGIATIWEB | FLUSSO DI REGISTRAZIONE DEGLI ALLOGGIATI

	PRENOTAZIONE ALLOGGIO		CHECK-IN DELL'OSPITE		250	COMPILAZIONE E INVIO DELLE SCHEDINE		
	Ricicione della schiesta di presoctazione	Rasselta delle informazioni identificative	Firma os etxalito brove	Miscossione taxos di saggiorna	Programming dello schedero	Transmissione delle Schedite	Bisscices delle Bisscice	
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▲ ALLOGGIATIWEB SERVICE STRATEGY

United Nations OCHA

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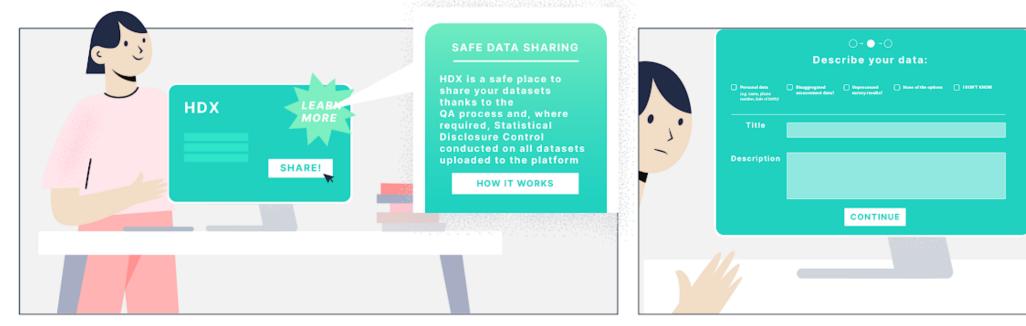
Enhancing data responsibility

Defining a service strategy to spread data responsibility in the humanitarian context, combining education and practical tools.

After conducting extensive research with humanitarian organisations (interviewing data experts, statisticians, decision-makers), we developed several hypothesis of design interventions that could enable a more responsible approach to data collection, storage and sharing. A mix of those actions have been brought to life, by integrating a de-risking process in the HDX platform and by delivering a learning module through the Center for Humanitarian Data.

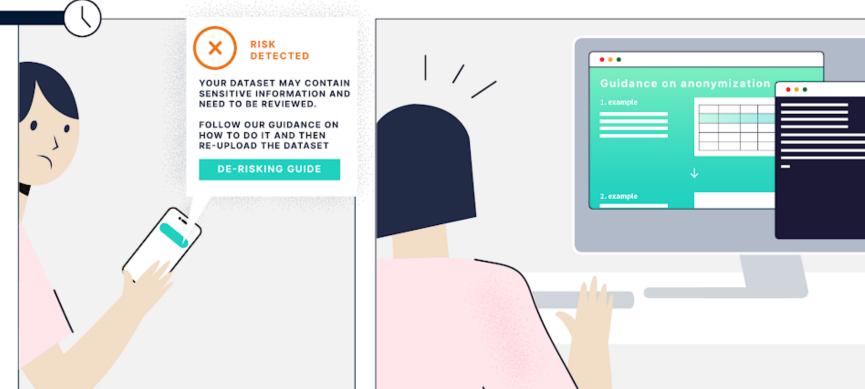
Output:

Service and UX strategy



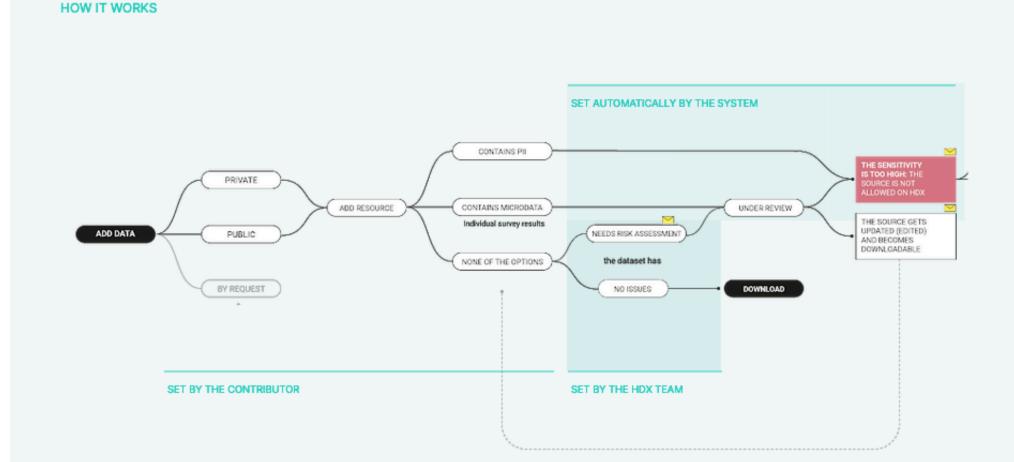
The IMO goes on HDX platform to share the survey data collected and reviewed.

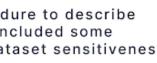
The IMO follows the procedure to describe and upload the datasets, included some questions to qualify the dataset sensitivenes



The IMO is notified via email: the dataset was sensitive and needs some further cleaning in order to be shared publicly.

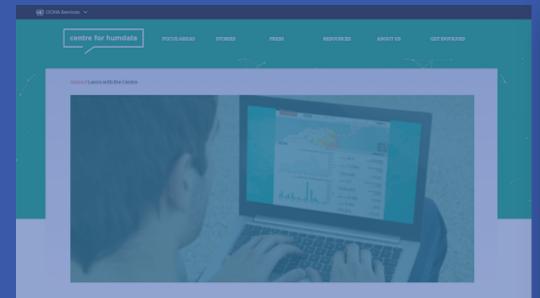
The report includes a link to the HDX section about tips and best-practices to anonymize data. The IMO understands the risks and wants to apply all the advices that the expert HDX team explained.





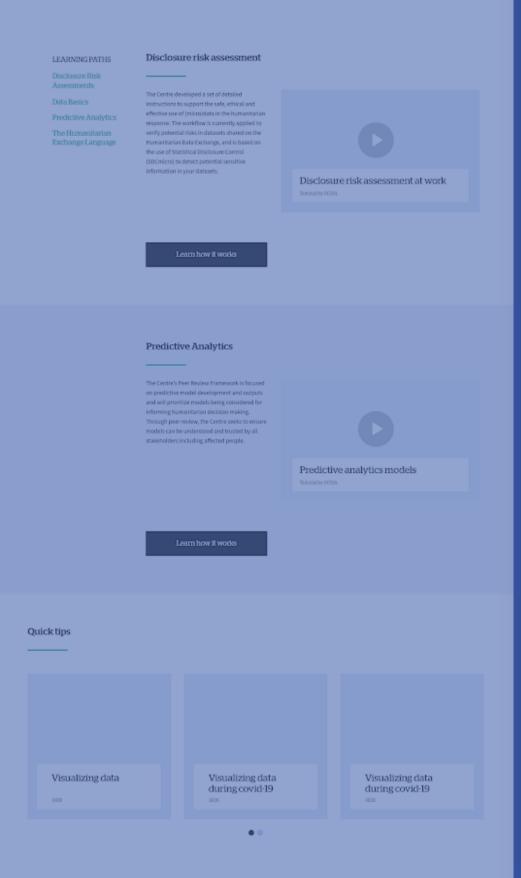




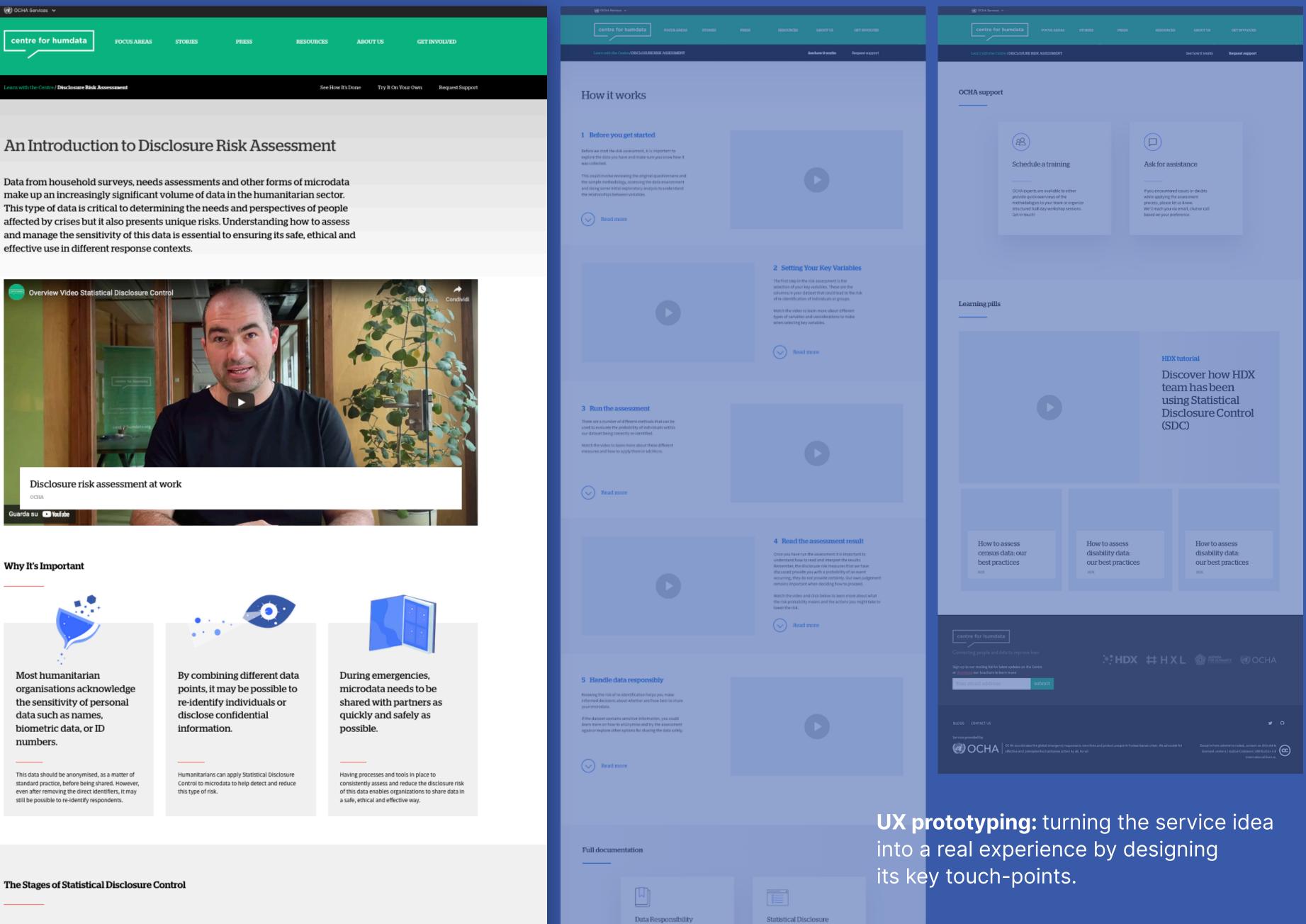


Learn with the Centre

The Centre's work is focused on developing guidance, processes and practices for how OCHA handles data as the coordinator of humanitarian response. We are now also developing learning modules to share our knowledge with partners and stakeholders.

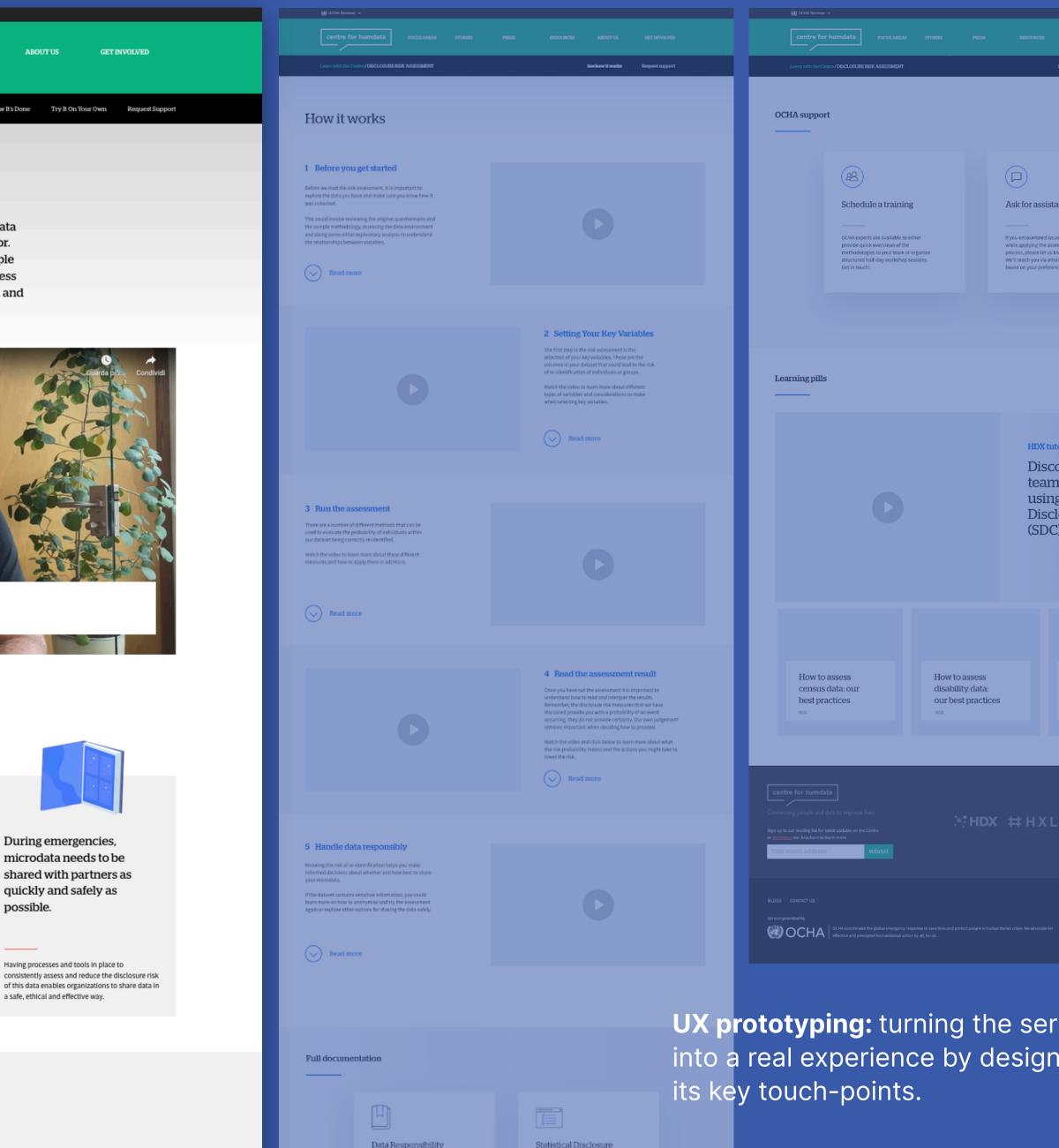


CCHA Services V					
centre for humdata	FOCUS AREAS	STORIES	PRESS	RESOURCES	ABOUT US
Learn with the Centre / Disclosure Risk As			See How It	's Done Try It (









Control Documentation

Guidelines

Limiting the risk of disclosure using statistical disclosure











oblo

Service Design for Digital Transformation at Municipal Level

Yulya Besplemennova

Connective Cities international virtual exchange 07.10.2020



Design driven approach to the digital transformation for the public sector

design ≠ beautification design = problem-solving

"We're not here to change government websites; we're here to change government"

Tom Loosemore, Public Digital, ex. GOV.UK



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Service Design

Service Design

The activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve the interaction between service provider and customers.

Service Design Network

Not physical VS digital



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but the WHOLE service*

*as defined by GOV.UK



The Whole Service

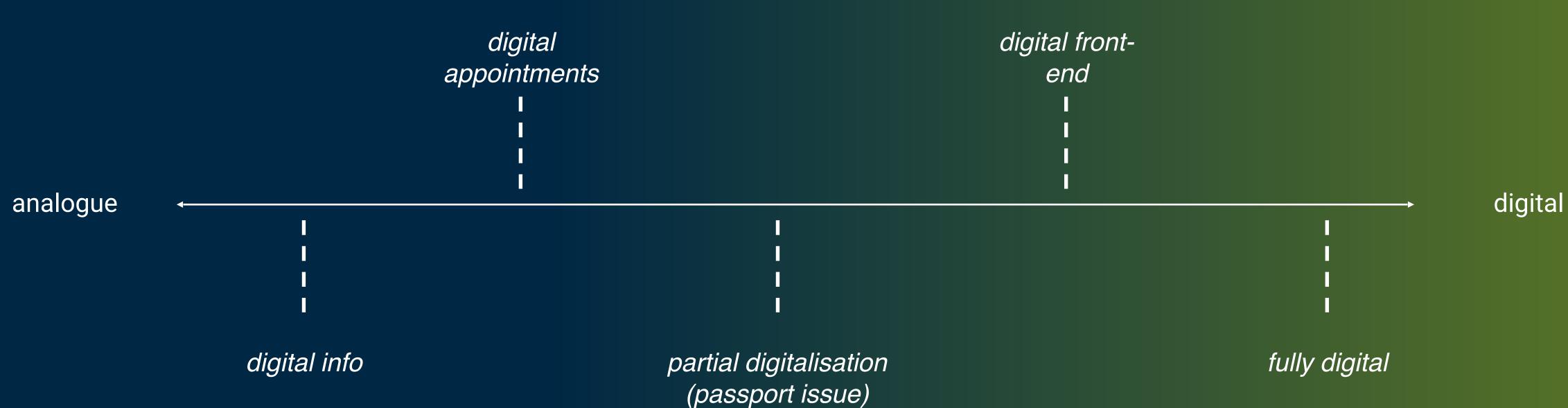
A whole service is a service that solves a whole problem and can be made up of multiple end-to-end user journeys.

A user journey is all the interactions a user has that relate to a government service. Interactions include transactions, seeing campaign messages, asking questions or advice. These interactions could take place over any medium or device – online, over the phone, in person, on paper.

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GOV.UK

Analogue - Digital Continuum



Digitalisation

analogue

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digital

Digital by design

How do we get there?



Collecting insights

→ USER RESEARCH

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we apply **design research and digital ethnography** to observe human behaviours and collect stories that could inspire future ideas and visions



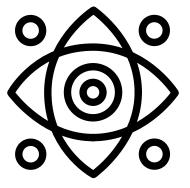
Navigating complexity

→ MAPPING AND DATA VISUALISATION

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we rely on **visual mapping and systems thinking** to make complexity manageable, as a precondition to fix problems and enlighten new opportunities



Re/Framing visions

SERVICE DESIGN & STRATEGY

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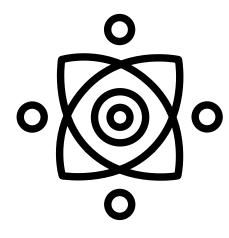


we encourage critical thinking and scenario building to shape design interventions that resonate with both people and organisations needs

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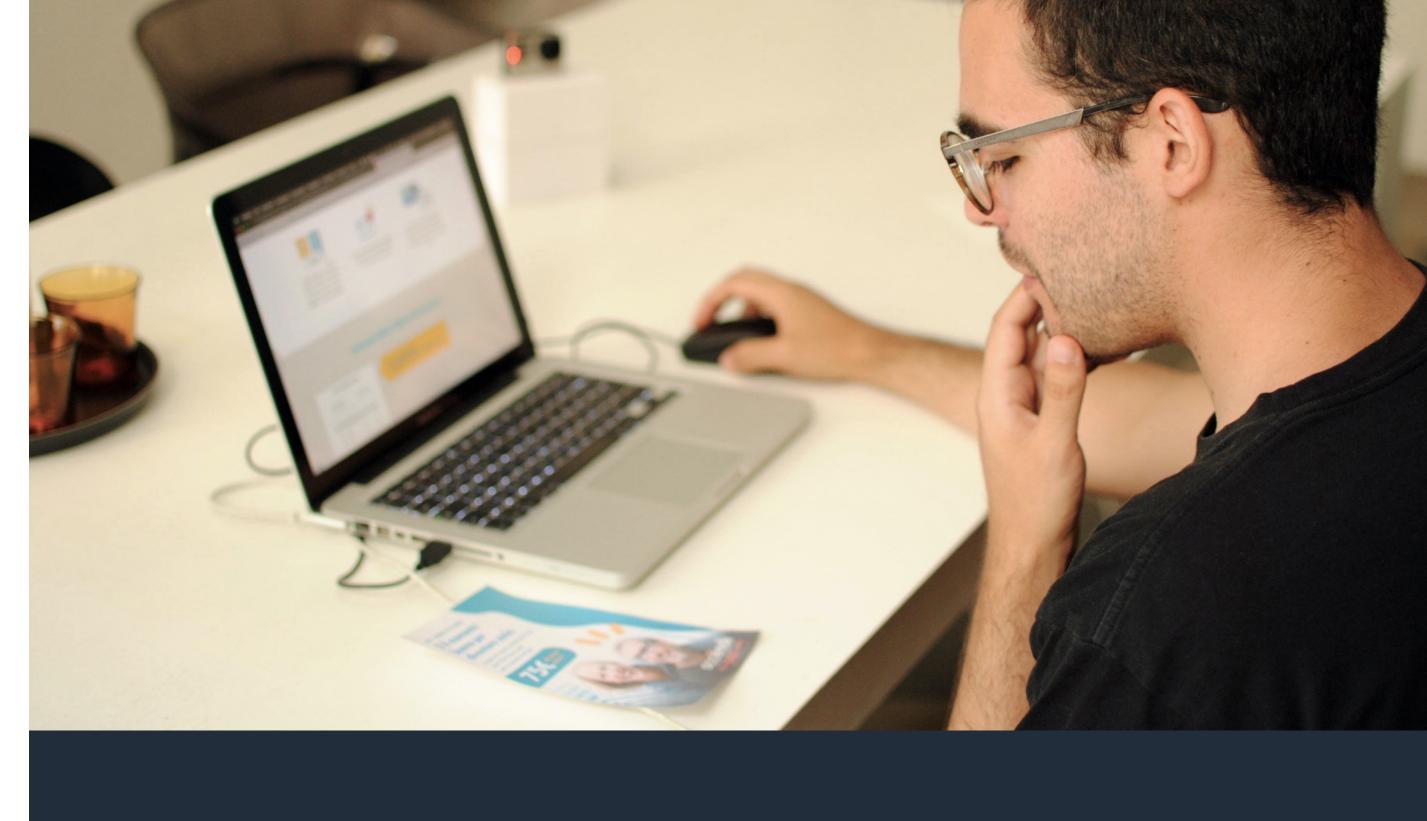
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Making ideas tangible

→ UX DESIGN AND PROTOTYPING

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we use **co-design methods and prototyping techniques** to turn ideas into tangible product and service visions, directly connecting strategy and making **USER CENTERED**

PUT THE PEOPLE YOU **SERVE AT THE CENTER OF THE DESIGN PROCESS TO COME UP WITH NEW** ANSWERS TO COMPLEX CHALLENGES

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like services

USER CENTERED

User-centred design works for individuals, yet not for people living together in cities.

Dan Hill

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and on the planet...



SYSTEM MINDED

Systems Thinking

Barry Richmond, systems scientist

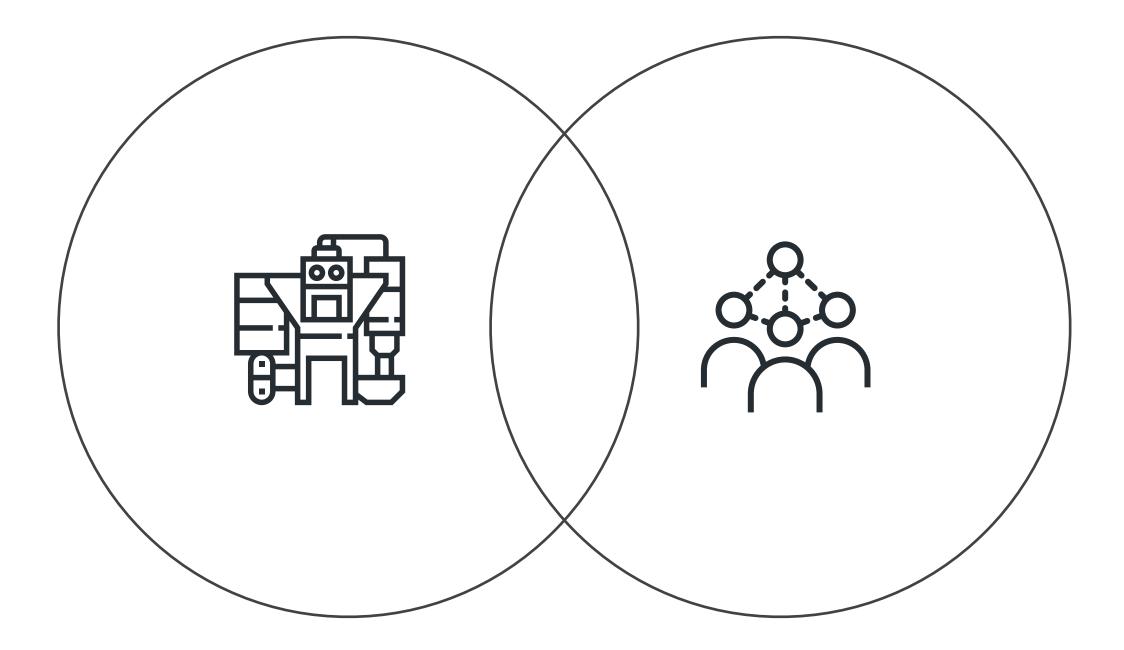
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The art and science of making reliable inferences about behaviours by developing an increasingly deep understanding of the **underlying structures**.

SYSTEM MINDED

Systems are made of hard and soft components

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HARD COMPONENTS

Dealing with machines and technical elements

SOFT COMPONENTS

Dealing with the evolving social complexity

Human-centered System-minded

The understanding of forces and relationships in the system is matched with the beliefs and behaviors of the people in the system

THOMAS BOTH

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WHAT STRUCTURES AND FORCES ARE DRIVING **OUTCOMES IN THE SYSTEM?**

WHERE AND HOW MIGHT WE HAVE THE MOST LEVERAGE?

INSIGHTS

DATA

WHAT ARE PEOPLE'S **MOTIVATIONS, BELIEFS AND BEHAVIORS?**

OPPORTUNITIES

WHAT DO WE AIM **TO DO FOR PEOPLE?**

WHAT ARE PEOPLE'S **EXPERIENCES?**

WHAT INTERVENTIONS **SHOULD WE CREATE?**

SOLUTIONS

HOW DO WE DEPLOY AND **INTEGRATE INTERVENTIONS INTO THE SYSTEM?**



2018

Rethinking Allogjatiweb

A co-design journey to redefine the public service of visitors registration by the accommodation facilities

WITH DIGITAL TRANSFORMATION TEAM OF ITALIAN GOVERNMENT



THE CHALLENGE

All the operators of hotel and accommodation facilities have the obligation to communicate personal data of guests to the Police, via the portal "Alloggiatiweb", within 24 hours from the arrival. This is what Article 109 of the Consolidated Law of Public Security establishes. tutto dal proprio telefono."

New request for

vour listing.

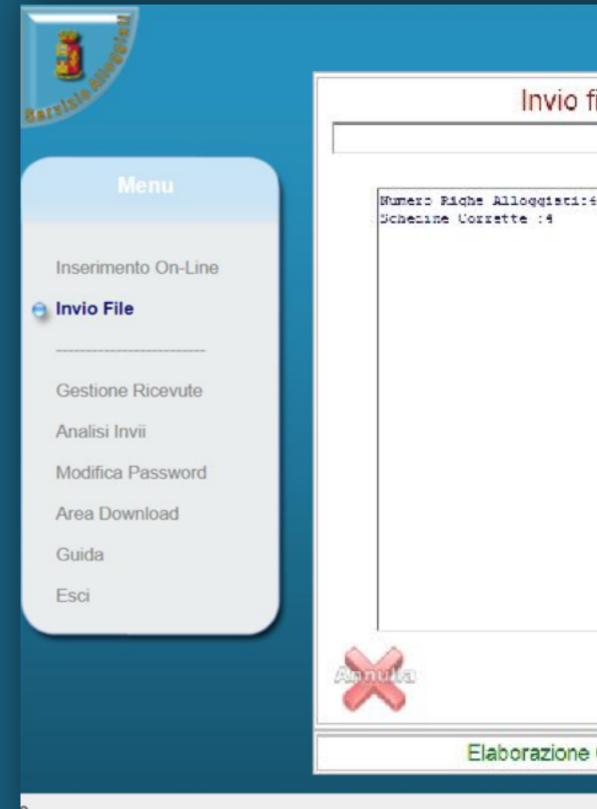
HOST AIRBNB

rfaccia del portale giatiweb fa pensare ospiti internazionali che si tratti di un tentativo di scam (furto dati)."

TEAM AIRBNB



THE CHALLENGE



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THE CHALLENGE

"Non è pensabile utilizzare un servizio come alloggiatiweb per tutti quelli che - come me - gestiscono tutto dal proprio telefono."

HOST AIRBNB

"L'interfaccia del portale alloggiatiweb fa pensare agli ospiti internazionali/ che si tratti di un tentativo di scam (furto dati)."

Molinal

TEAM AIRBNB

AIRBNB

New request for

your listing.



WHAT IS ALLOGGIATIWEB PROBLEMS OF EXISTING SYSTEM

The portal does not perform its function as it should: the barriers of use of the system cause a series of infractions and shortcomings.

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Not all accommodation facilities regularly register their guests failing to comply with legal obligations.

Not always the registration of the guests takes place within the expected 24 hours, limiting the objectives of internal security pursued by the Police Headquarters.

Possible insertion of incorrect information into the system due to manual transcription of data from documents.

Infringement of the law 168 due to the transmission and storage of personal information of the guests (eg photos of documents).

Failure to file archive the receipts, breaking the obligation to keep files for 5 years from their issue.



WHAT WE DID ASSESSMENT OF THE PLATFORM

ANALYSIS OF REQUIREMENTS AND PROCESSES

Municipal and regional regulations of three cities (Milan, Rome, Florence); AIRBNB host community; Documentation provided by the police headquarters; Documentation provided by AirBnB

INTERVIEWS WITH STAKEHOLDER

Interviews with hoteliers, accommodation owners, public administration stakeholders, management software producers and members of the AirBnb team

CO-DESIGN WORKSHOP

Co-design activities with the stakeholders involved in the process

QUESTIONNAIRE OF AIRBNB HOSTS

Answers received from 12 AirBnb superhost from all over Italy who manage at least one business.

ANALYSIS OF WEBPORTAL ALLOGGIATIWEB

Registration, filling in and sending the forms





WHAT WE DID INSIGHTS

"Despite it being a semi-automated process, my staff still loses a lot of time filling out the registration forms." HOTELIER

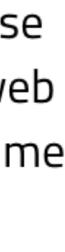




"I do not want to take pictures of my guests' documents because it's illegal, so I fill in the forms on the spot, copying the data by hand, even if it takes so much time this way!!" **HOST AIRBNB**

"It is not thinkable to use a service as alloggiatiweb for all those who - like me - manage their activity from the mobile device." **OWNER OF VACATION HOUSE**





ANALISI DELL'ESPERIENZA UTENTE INTRODUZIONE

L'esperienza di utilizzo del sistema prevede diversi momenti:

ROMA RACCOLTA INFORMAZIONI		ALLOGGIATIWEB FLUSSO DI INGRESSO NEL SISTEMA					• LC /designers dalla parte del cittadini				ALLOGGIATIWEB FLUSSO DI REGISTRAZIONE DEGLI ALLOGGIATI								
		REGISTRAZIONE DELL'ATTIVITÀ RICETTIVA		\checkmark		REGISTRAZIONE PRESSO LA QUESTURA		REGISTRAZIONE PRESSO COMUNE E ALTRI ENTI TERRITORIALI		PRENOTAZIONE ALLOGGIO	CHECK-IN DELL'OSPITE			COMPILAZIONE E INVIO DELLE SCHEDIN		NE		IIARAZIONE JSSI TURISTICI	M VERSA
	Comprensione degli adempimenti burocratici necessari	Presentazione della SCIA allo sportello del Comune	Accertamento da parte della polizia locale	ATTIVITÀ RICETTIVA RICONOSCIUTA	Richiesta credenziali per l'utilizzo di alloggiatiweb	Attivazione credenziali e primo accesso ad alloggiatiweb	Censimento delle proprie strutture ricettive	Richiesta credenziali per poter registrare i flussi turistici		Ricezione della richiesta di prenotazione	Raccolta delle informazioni identificative	Firma contratto breve	Riscossione tassa di soggiorno	Preparazione delle schedine	Trasmissione delle schedine	Ricezione delle ricevute	Preparazione dei dati aggregati	Trasmissione dei dati	Calcolo dell'ammontare delle tasse di soggiorno
	L'albergatore/host cerca le informazioni per mettersi in negola consultando il proprio commercialista o le associazioni di settore, oppure interrogando le community online.	Il primo passo è quello di trasmettere una Segnalazione Certificata di inizio Attività (S.C.I.A.) allo sportello Sportello Unico per le Attività Ricettive (S.U.F.A.) in via telematica, compilando i modul, allegando tutti i documenti necessari e versando timporto richiesto per i diritti di istruttoria.	La polizia effettua un sopralluogo per verificare la validità dell'auto-certificazione presentata.	La conferma arriva entro 60 giorni via mail e sul portale del comune.	La domanda di attivazione dei servizio va fatta compilando il relativo modulo e può essere invitata solo tranite posta certificata all'indirizzo attichimine.quest.trm@pecps. poliziadistato.it	Quando l'attività ricettiva riceve le credenziali per l'accesso a alloggiatiweb può entrare nel portale e scaricare il certificato da installare sui proprio computer Valdo solo per internet explorer e firefox mozilla).	Una volta registrati su www.comune.roma.it, la prima operazione da svolgere nell'applicazione Contributo di Soggiorno è quella di censire la/le Strutture Ricettive in gestione:	Invio una mail a supportoradar@visitlazio.com per richiedere le credenziali di accesso al database regionale a cui trasmettere i dati sui flussi di ospiti.		La richiesta di pronotazione viene registrata nel siatema gestionale (ex utilizzato) o racculta all'initemo di altre platitalorme in uso (servizi di prenotazione come Booking.com o Airbhb).	Le informazioni necessarie per la compliazione delle schedine possone essere naccolte prima dell'arrivo dell'optime mediante web check-in (informazioni trannesse al gestionale della struttura alberghiera) oppore all'arrivo dell'ospite tranute scasione o fotocopia dei documenti di identità riconosciuti.	L'ospite viene invitato a firmare un contratto breve con l'attività ricettiva in cui alloggia.	L'allergatora/host chiede all'ospite il pagamento della tassa di soggiorno in contanti, sulla base del numero di notti e di allogguti (in caso di groppi). Al ricemiento dalla tassa di soggiorno. l'abbrgatore/host rilascia una ricevuta (senza IVA) dell'ammontare ricevuto.	Dopo aver venficato i documenti degli alloggiati, l'albergatore/host pracede alla preparazione dell schedine. La compilazione poi essere fatta trami alloggiativeo oppur eracoglundo i file tut contenenti i dati trasmesi tramite scansione, wi check-in o altri sistemi.	e trasmissione delle schedine può avvenire te finalizzado la compilazione sul portale alloggiatiweb oppure caricando i file txt nel	Il giorno successivo l'albergatore/host riceve tramite alloggiativeb le ricevide per gli alloggiati registrati. Le ricevide vanno scaticate, archiviate e conservate in caso di controlii da parte delle auterità.	A fini lstat, opri mese, le attività neethio presentare i dati sui flossi turistici, owen persone sono transitate dalla loro struttu- loro nazionata. L'abergatore/host estra l'informazione dai suo registro o gestioni oppure compila un nuovo documento.	quante numero e nazionalità degli alloggiati. A seconda dei a e le Comune, Provincia, Regione di appartenenza la procedura di trasmissione di queste informazioni	
GESTIONALE									GESTIONALE	GESTIONE	(PRE) COMPILAZIONE SCHEDINE			VERIFICA	CARICAMENTO DEI FILE	ARCHIVIAZIONE RICEVUTE	ESPORTAZIONE	il 5 di ogni mese	
DESKTOP WEB APP	RACCOLTA	PRESENTAZIONE SCIA VERSAMENT REVERSALE WWW.VERPROMA. COMUNE ROMA.IT WWW. TRIBUTI.COMUNE ROMA.IT	E entro 60 giorni	APPROVAZIONE	CREDENZIALI	VAZIONE DOWNLOAD CERTIFICATO	IMPOSTAZIONE DEL PROFILO	RICHIESTA CREDENZIALI	DESKTOP WEB APP	GESTIONE PRENOTAZIONE SERVIZI DI BOONING WEB-CHE	rrivo dell'ospite			COMPLAZIONE DELLE SCHEDINE ALLOGGIATIWEB	CONFERMA E INVIO	DOWNLOAD RICEVUTE			CALCOLO
			SOPRALLUOGO POLIZIA							N	all'arrivo dell'ospite	FIRMA	INCASSO TRIBUTI						UFFI
HOST PRIVATO									HOST PRIVATO ALBERGATORE		SCANSIONE FOTOGRAFIA / FOTOCOPIA CO CO CO								

Il flusso di **richiesta** delle credenziali

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il flusso di **registrazione** degli alloggiati (entro 24 ore)

altri flussi di gestione da svolgere mensilmente.

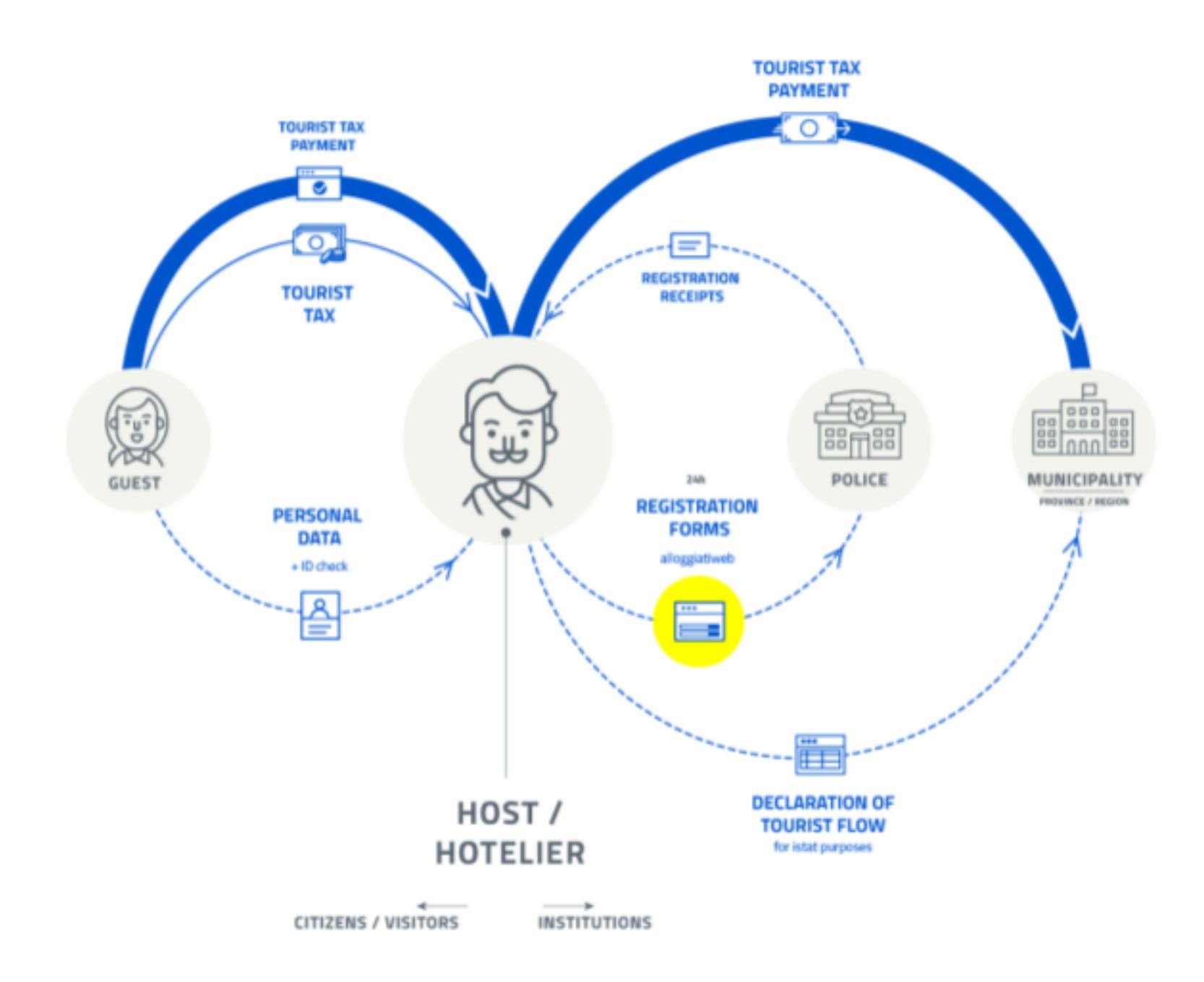






The needs and difficulties change according to the type of accommodation (private host vs hotelier).

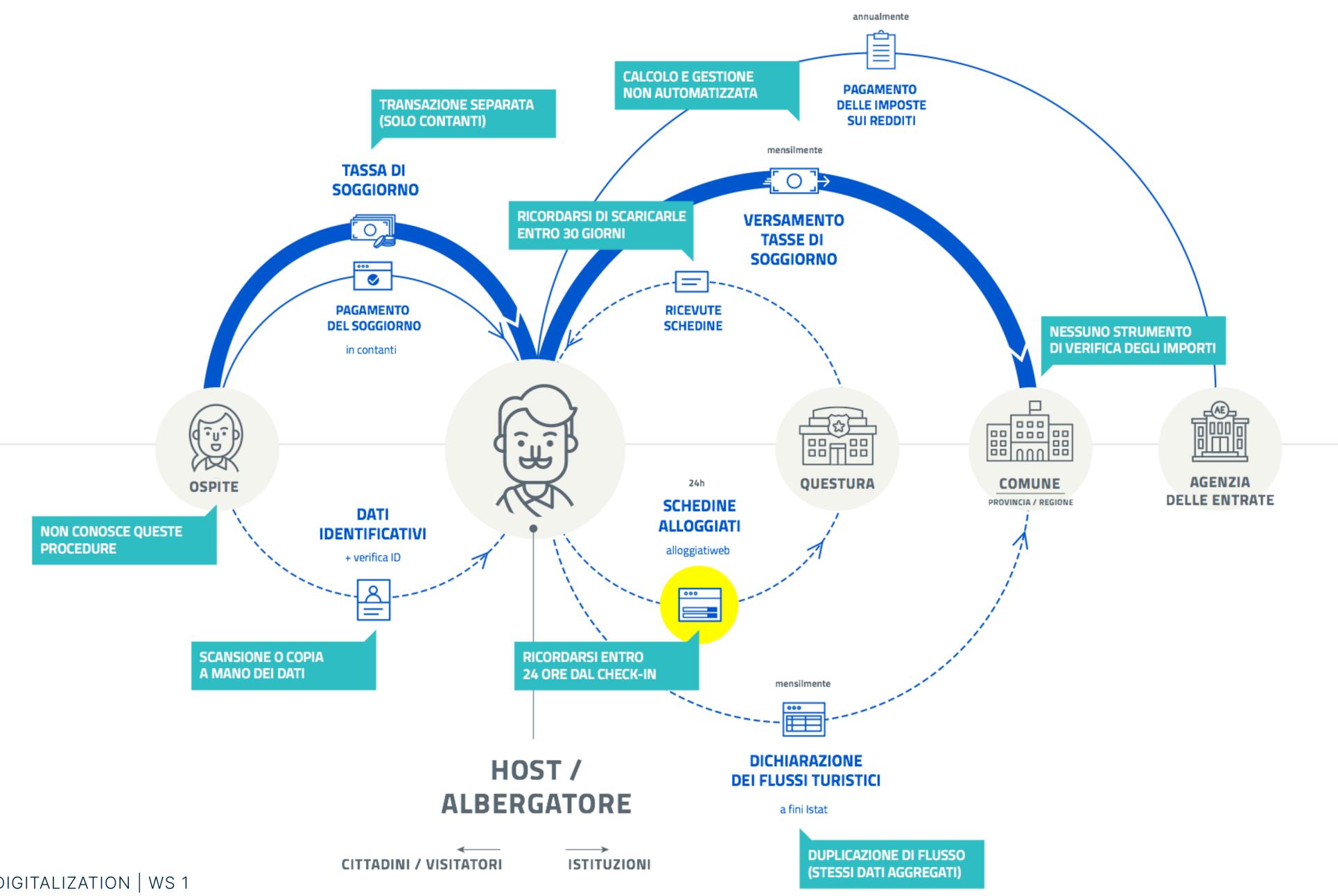
The registration of the guests is not the only fulfillment required from the hospitality structure (see declaration of tourist flows and payment of tourist taxes).



MONEY EXCHANGE

INFORMATION EXCHANGE





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MAPPA DI SISTEMA

CRITICITÀ AGGIUNTIVE PER L'HOST PRIVATO

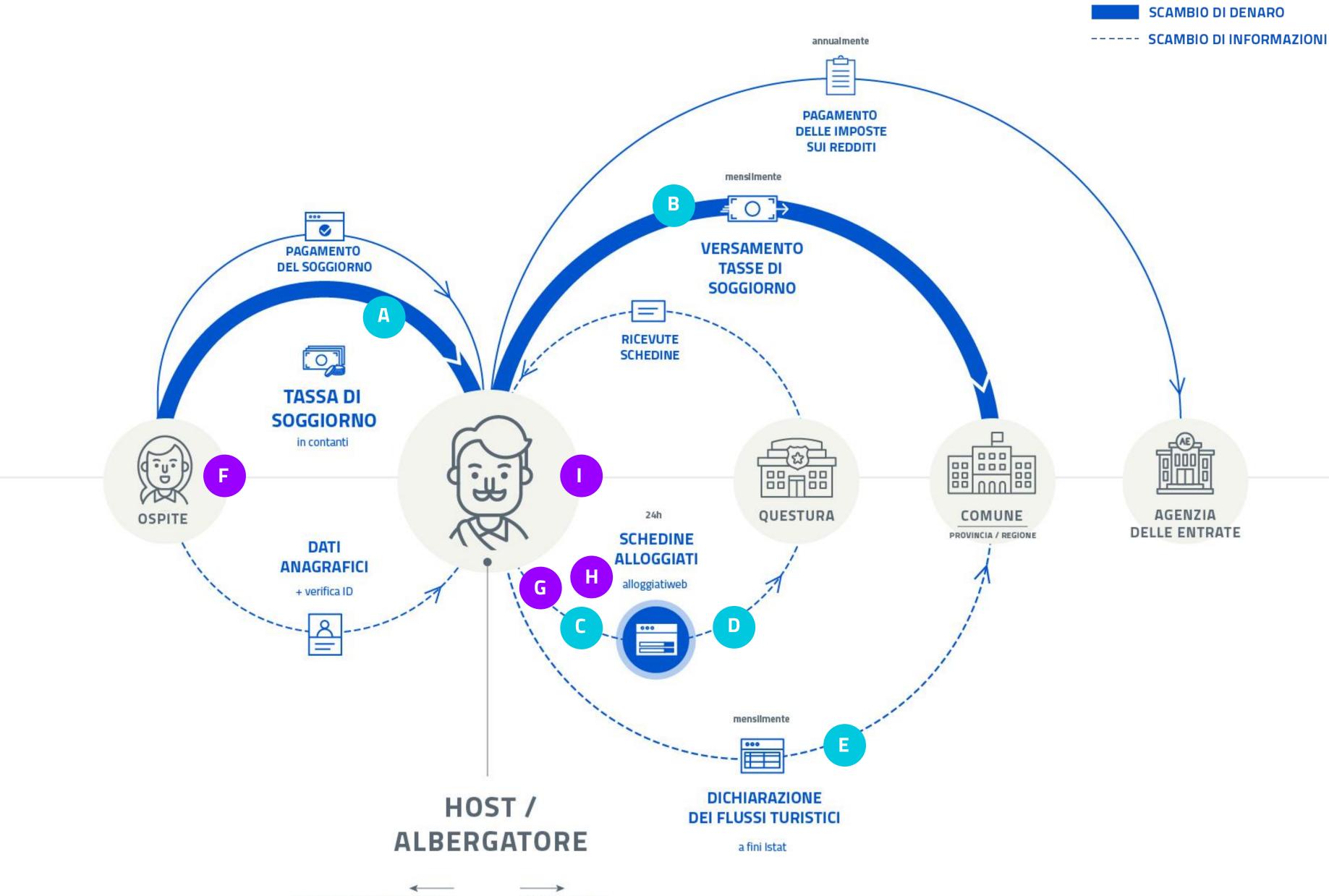
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- L'ospite non è a conoscenza di queste procedure e l'host è in difficoltà nel chiedere documenti e tassa di soggiorno.
- Alloggiatiweb non è accessibile **da dispositivi mobili** – solo da pc tramite certificati.

In caso di proprietà multiple, **è** necessario ogni volta registrarsi con un diverso certificato.

Mentre l'albergatore può migliorare alcuni passaggi attraverso un'integrazione con il gestionale o l'adozione di dispositivi ad hoc, **l'host privato** non ha strumenti per gestire tutta questa complessità.



CITTADINI / VISITATORI

ISTITUZIONI





SYNTHESIS CRITICALITIES TO RESOLVE

System access barriers

Digital certificates required to access Alloggiatiweb make it difficult to use it on mobile devices and are not compatible with all browsers.

In the case of multiple properties, it is necessary to register each time with a different certificate.

For private citizens, it is difficult to retrieve the initial information and carry out the registration procedures of the tourist accommodation without the help of a professional.

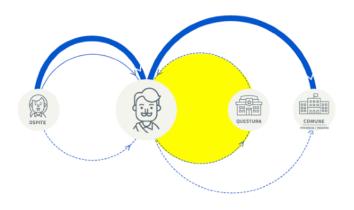
Repetitive, timeconsuming tasks

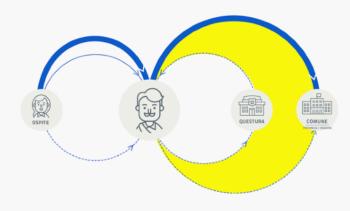
Transmission of guests data

within 24 hours or immediately in case of guests staying one night.

Document collection (photo or scan) and manual transcription of the personal data, with the need to carry out **the** recognition of the guest and the verification of the document in the presence.

Manual management of the receipts archivation.





Greater complexity for host/private citizens

The guests are not all aware of these procedures and the hosts get in difficulty in requesting documents and tourist tax.

While the hotel owner can improve some steps through an integration with the management software or the adoption of ad hoc devices, **the private host has no tools to manage this complexity.**

Not optimized data flows

The same information collected for registration must be aggregated in a different way and transmitted to another system for the declaration of tourist flows for ISTAT purposes.

The self-declaration of the tourist

tax based on the number of guests and nights is often not automated and is made complex by exceptions and variables.

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ALLOGGIATIWEB **PROJECT OPPORTUNITIES**







Improve the usability of the webportal on all **platforms,** supporting the workflows of different accommodation facilities.

Eg. platform accessible from mobile and simplification of the form for fill in.

Reduce the entry barriers in the system, both at the initial registration level and at access for daily use.

Reduce manual information transfer **steps** to reduce waste of time and errors.

Eg. use SPID (Public System, of Digital ID) to facilitate user authentication - instead of credentials with certificates.

Eg. scan the documents to pre-fill the registration forms.





Distribute more responsibilities among the different actors and systems, in order to lighten the workload required to the accommodation.

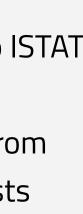
Eg. create a public API system to integrate functionality into other systems (eg management software or Airbnb).

Reduce or eliminate redundant operations through greater system integration.

Eg. facilitating the transmission of data to ISTAT by aggregating the information collected from the registration of guests









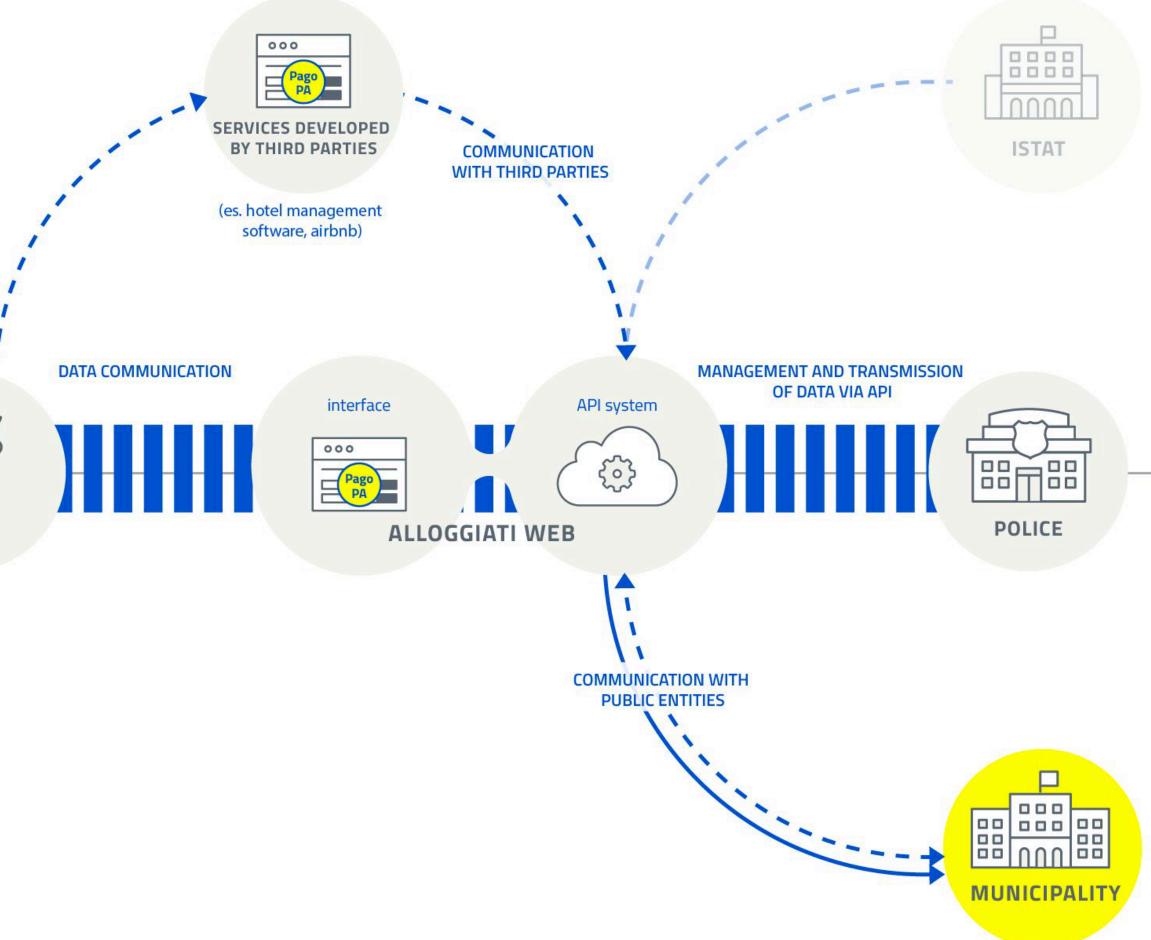


THE OUTCOMES

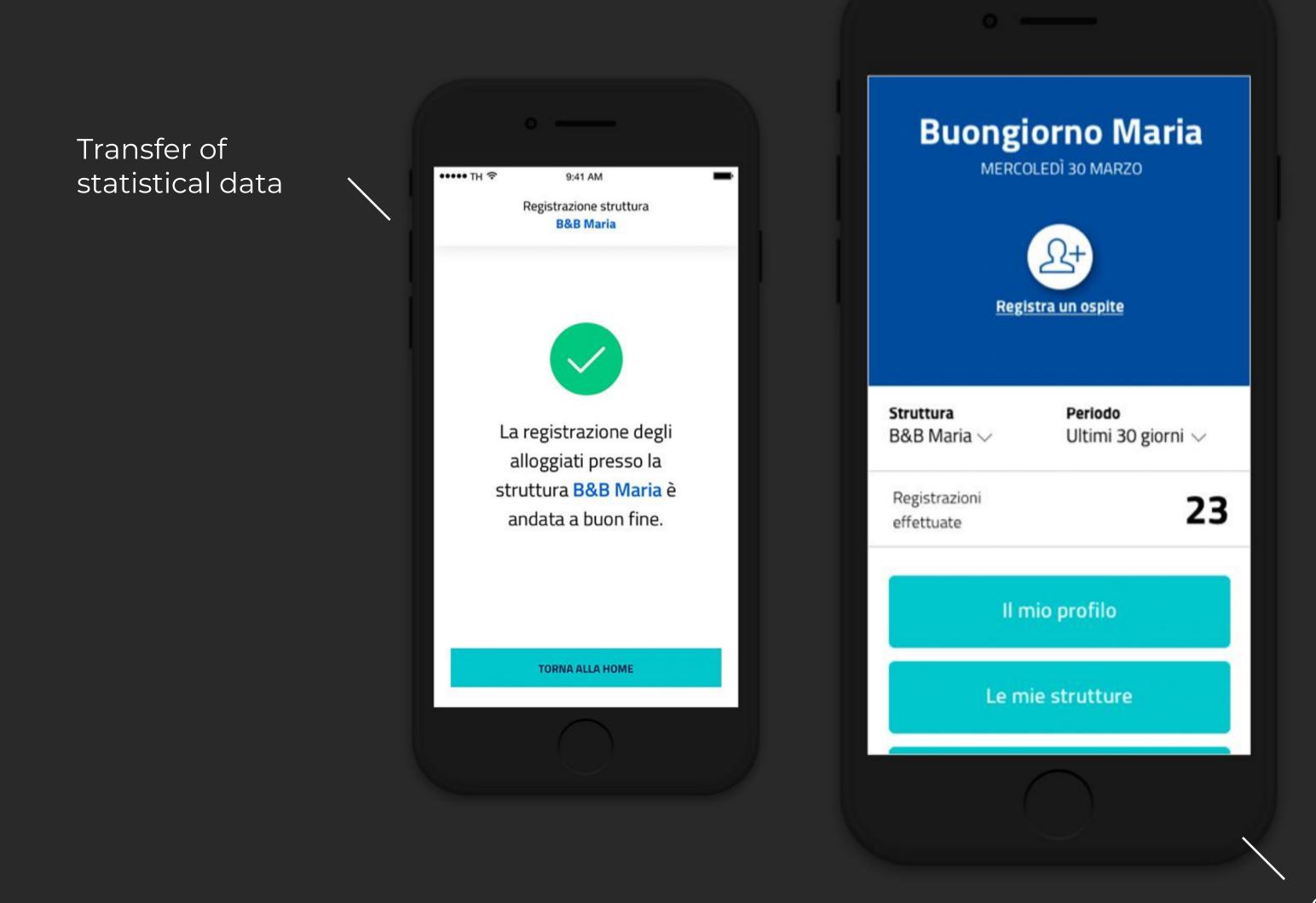
From a close platform to an open system based on the use of API for data access and management



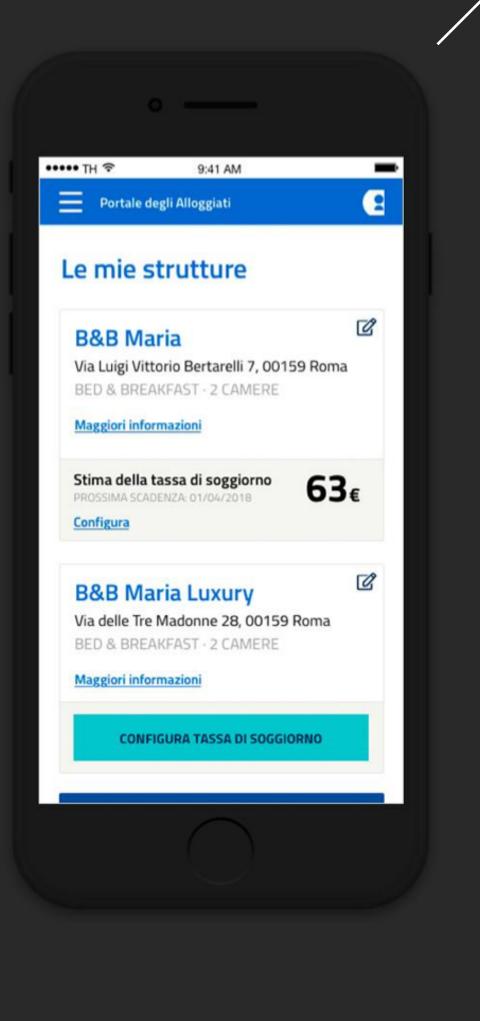
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THE OUTCOMES



SYSTEM THINKING FOR SERVICE DESIGN



Guests registration City tax payment

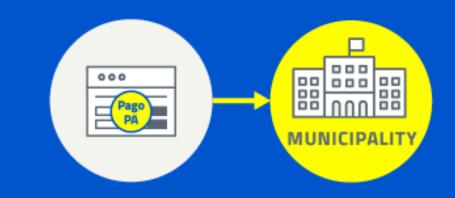
REDESIGN PROPOSAL DEVELOPMENT PLAN

TECHNICAL ASSESSMENT

interface	API system
	£3

STEP 00 / ALLOGGIATIWEB API

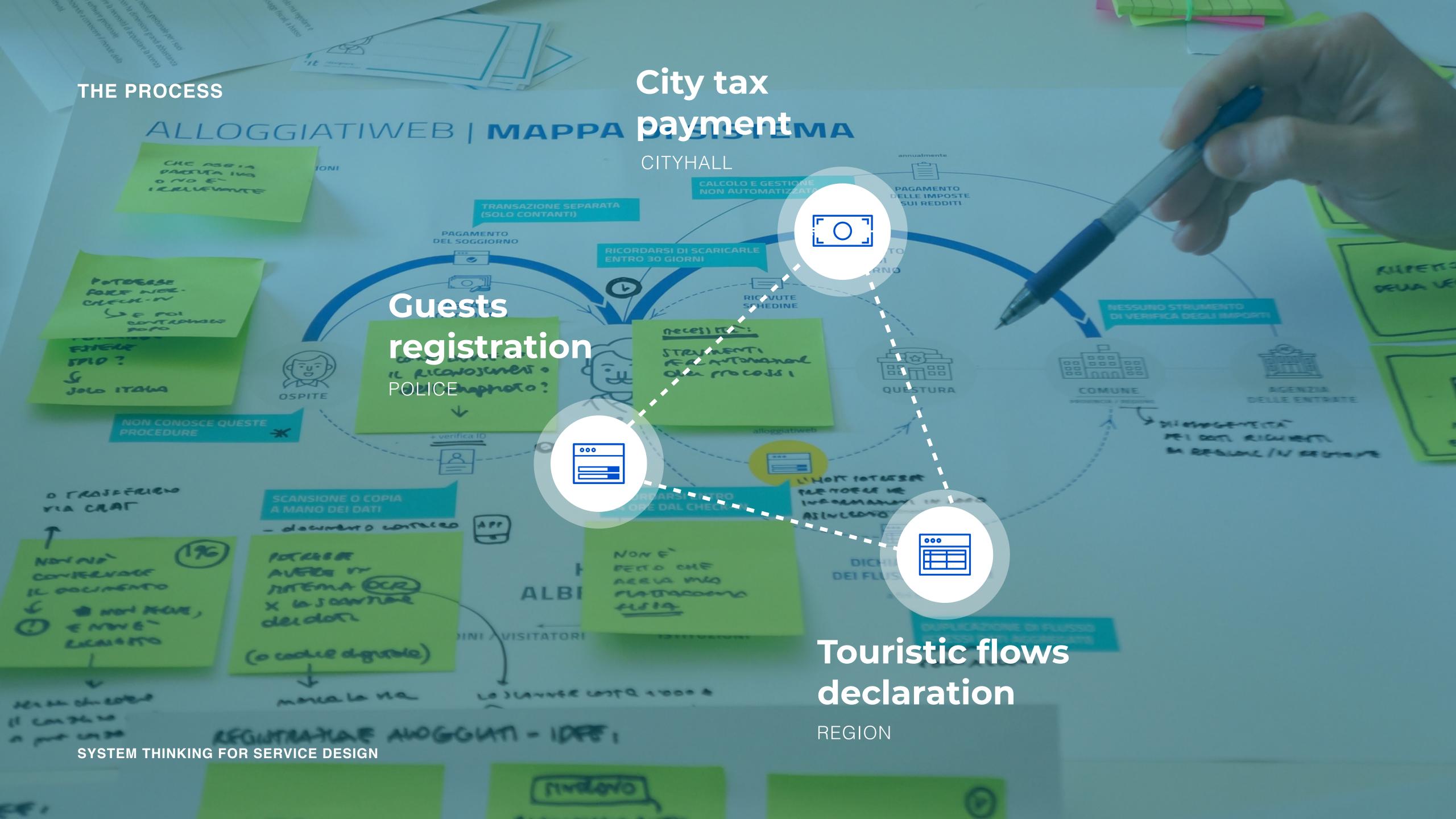
STEP 02 / TOURIST TAX PAYMENT



STEP 01 / ALLOGGIATIWEB REDESIGN







What we did here:

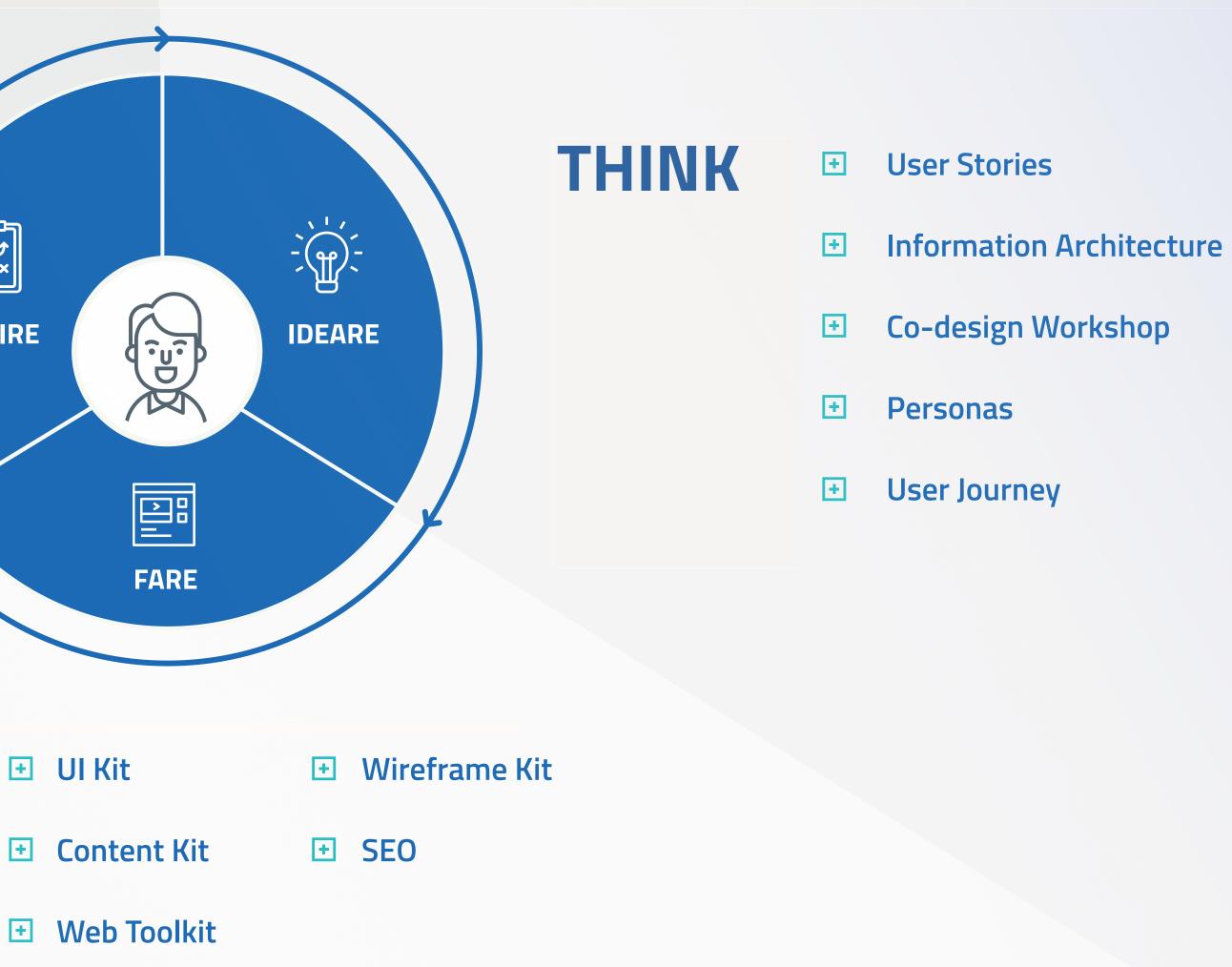
- We went beyond the initial boundary to analyze bigger system and understand where the core problem can be located
- We involved users and stakeholders to participate and see the problem from various perspectives
- We reframed the challenge based on that not "improve the usability of the interface", but optimise the overall data processing
- We discovered that the challenge was too complex

The Design System of the **Italian Government**

LEARN **Usability Test** + **Ecosystem Map** + **User Interview** + CAPIRE Kit Web Analytics +

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Any question?