

The logo for Stickyworld, featuring the word "Stickyworld" in a white, sans-serif font. The letter "o" in "world" is replaced by a white paw print icon. The background is a solid blue color with a pattern of overlapping, slightly offset rectangular shapes that create a layered, paper-like effect.

**Stickyworld**

**Clear and Timely Feedback**

for Resident Involvement teams working on new developments or service redesign projects

# The Stakeholder Feedback Process is Broken

- People want to engage in decision making, however face-to-face meetings are often difficult to attend.
- Managing Stakeholder Feedback is enormous hassle and time consuming for project organisers.
- Survey Tools are limited: one-way, biased, lack visual context and offer little motivation to engage.
- Project Collaboration Tools not configured to organise time-critical feedback from different stakeholder groups.

**Lack of  
Engagement and  
Feedback**



**Bad Decisions**



**Increased Risk**



# Poor Stakeholder Engagement is Costly



## Clients or Sponsors

dissatisfied and frustrated



## Your Team or Staff

ignored and demotivated



## Supply Chain Partners

unaligned and Ambivalent



## Wider Stakeholders

Challenge decisions and delay projects



## Customers & End Users

unimpressed and look elsewhere

# The Optimum Stakeholder Feedback Process



# Results of Optimum Feedback Process



**Clients or Sponsors**

Delighted



**Your Team or Staff**

Motivated



**Supply Chain Partners**

Aligned



**Wider Stakeholders**

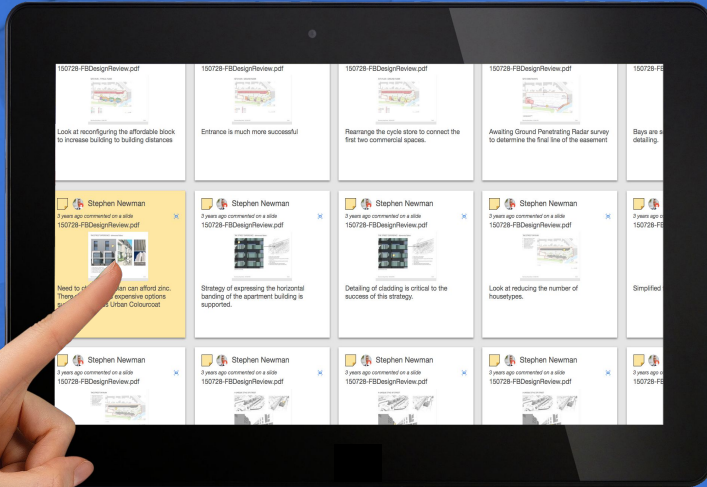
Engaged



**Customers & End Users**

Impressed

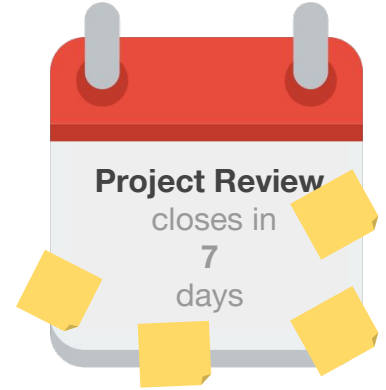
# Mission Control for Your Stakeholder Feedback Process



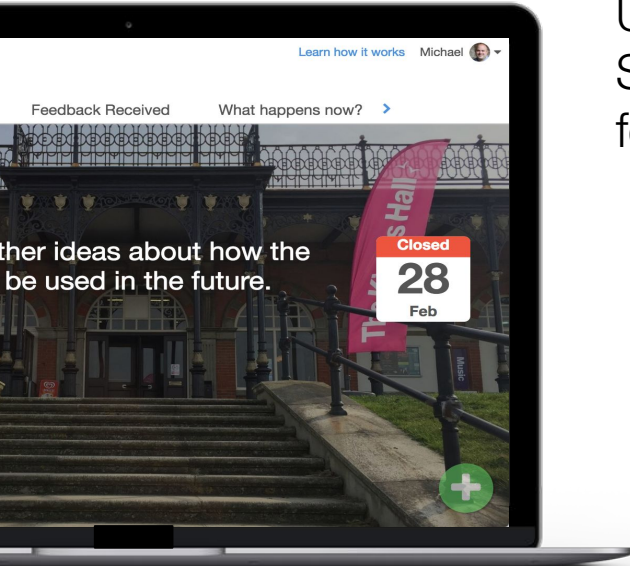
Stickyworld is a cloud platform used to engage, consult, and inform remote stakeholders during the planning, designing, building, selling or improvement of any kind of product, service, environment or business.

# Feedback across the project lifecycle

Stickyworld offers a highly scalable solution for your resident engagement and feedback needs, supporting multi-media presentations, flexible configurations and granular user permissions.



# Feedback when and where you need it



Unlike traditional approaches to collecting feedback, Stickyworld focuses on driving quality and informed feedback throughout your projects by offering:

- Formal and full context for asking people's input.
- Visual content to aid understanding and discussion.
- Appropriate and realistic timeframe to respond.
- Full moderation and **two way dialogue**.
- Public, Semi-Public **and** Private engagement capabilities.



# VR Enabled Feedback

Stickyworld is the **only** stakeholder feedback software that enables stakeholders to feedback on 360 VR content including photos of existing and CGIs of proposed.

Our new 360 Native Mobile App makes it even easier for organisers to publish 360 VR tours.

**Release January 2019**



# What our customers say

“ It has been a pleasure seeing Stickyworld working so successfully for us, and it has been good to nudge consultation here at the council forward.”

Chris Kidd

Canterbury City Council

# Review existing services

Invite stakeholders to feedback on where problems lie or improvements could be made, commenting on web pages, user journeys and maps.

The screenshot displays a feedback tool interface with two main panels. The left panel, titled "Content", shows a document titled "Mental health: information, advice and support" with four sections highlighted in red boxes. The right panel, titled "Mental health: information, advice and support main page", shows a flowchart diagram titled "Subprime Mortgage Crisis - Diagram 2 of 2".

The flowchart diagram illustrates the relationship between the Housing Market, Financial Market, and Government/Industry Responses. It starts with "Causes of Housing Bubble" leading to "Excess Housing Inventory", which causes a "Housing Price Decline". This leads to "Inability To Refinance Mortgage", which results in "Mortgage Delinquency and Foreclosure". This in turn causes "Negative Effects on Economy" (Home building declines, Consumer pressure on consumption as household wealth declines) and "Mortgage Cash Flow Declines".

The "Financial Market" section shows "Mortgage Cash Flow Declines" leading to "Bank Losses", which causes "Bank Capital Levels Depleted". This leads to "Bank Failures", which causes "Liquidity Crunch for Businesses". This results in "Negative Effects on Economy" (Downward pressure on business investment, Risk of increasing unemployment, Stock market declines further reduce household wealth). "Liquidity Crunch for Businesses" also leads to "Worthington Mutual Watchers" and "Latterman Brothers".

The "Government & Industry Responses" section shows "Central Bank Actions" (Lower interest rates, increased lending) leading to "Fiscal Stimulus Package" (Economic Stimulus Act of 2008). This leads to "Homeowner Assistance" (Huge New Balance Housing & Economic Recovery Act of 2009), which leads to "Crisis-Of-Faith Bailouts" (Crisis Of Faith & Freddie Mac, Bear Stearns, Goldman Sachs). This finally leads to "Systemic Rescue" (Emergency Economic Stabilization Act (EESA) Bailouts, Bank re-capitalizations globally).

The right panel, titled "Service redesign customer journey", includes a comment box with the text "Do you have comments on this?" and "Write your comment here...". Below the comment box are "Add image" and "Add location" buttons. At the bottom, it shows the user "Michael Kohn" and options to "Submit" or "Organisers only".

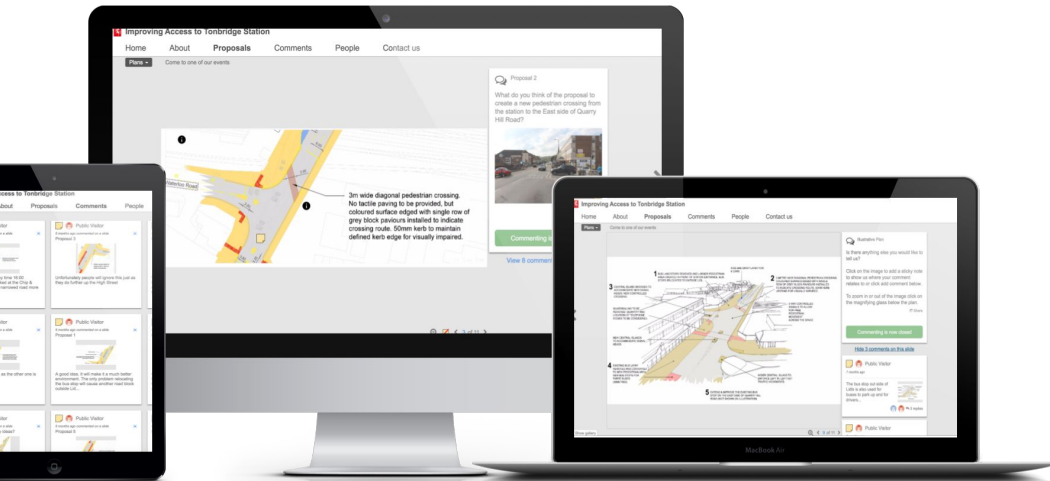
# Early Engagement

Publish visually engaging ideas and co design workshops and evidence your commitment to community involvement from the earliest stages.



# Consultation on Proposals

Prepare explanatory documents and collect time limited feedback.  
Answer Q and A about your proposals and link through to formal surveys.



# Continuous Communication

Keep local residents informed during change projects and visualise the future environment with interactive virtual tours, Q and A and update messages.





# What our customers say

“Stickyworld was really easy to use both from the researcher and respondent's perspective and the feedback reports were clear and provided in multi format.”

Sally Williams  
Director, Retail Revival Ltd

# Features

- ✓ **Time based Activities**  
Public or private, time-limited consultations, workshops, focus groups or design reviews.
- ✓ **Multi-media Content**  
Present and link PDFs, pptxs, docs. Videos, maps, images, 360 VR panoramas.
- ✓ **Flexible Response Collection Forms**  
Choose from a variety of data collection methods and settings.
- ✓ **Scheduling**  
Automate opening and closure with email invites and messaging.
- ✓ **Contextual Response Collection**  
Enable participants submit responses next to or directly on media to share context.
- ✓ **Contact Record Management**  
View full engagement records and associated responses.
- ✓ **Response Analysis and Reporting**  
Track responses, view engagement charts plus PDF reports and CSV data drops.
- ✓ **Outcome Management**  
Record and message participants on outcomes and decisions from your activity.



# Benefits

## FOR YOUR STAKEHOLDERS

✓ **Engaging**  
Simple, visual, informative and engaging.

✓ **Convenient**  
Mobile, tablet or desktop; nothing to download.

✓ **Transparent**  
Participants receive the outcomes.

## FOR YOU

✓ **Efficient**  
Easiest way to invite feedback from any stakeholder audience.

✓ **Clear**  
Feedback in context more actionable.

✓ **Timely**  
Delivers the feedback when you need it.

## FOR YOUR ORGANISATION

✓ **Flexible**  
Multiple use cases across any project.

✓ **Scalable**  
Flexible permissions for both in house and consultants.

✓ **Secure**  
GDPR compliant. Tried and tested with public sector.

# Examples

**East Herts and Hertfordshire County Council, Lottery funded park regeneration**

<https://eastherts.stickyworld.com/room/presentation?roomid=10#work/27>

**Sustrans, Northumberland County Council example with video welcome from major and the 360 photo example:**

<https://hexhammarketplace.stickyworld.com/room/presentation?roomid=2>

**Example in Wards Corner, Haringey, with architects 3d model of proposed**

<https://cc.stickyworld.com/room/presentation?roomid=11#work/123>

**Simple example of planning consultation by Canterbury City Council**

<https://canterbury.stickyworld.com/room/presentation?roomid=16>

# Trusted across Public Sector

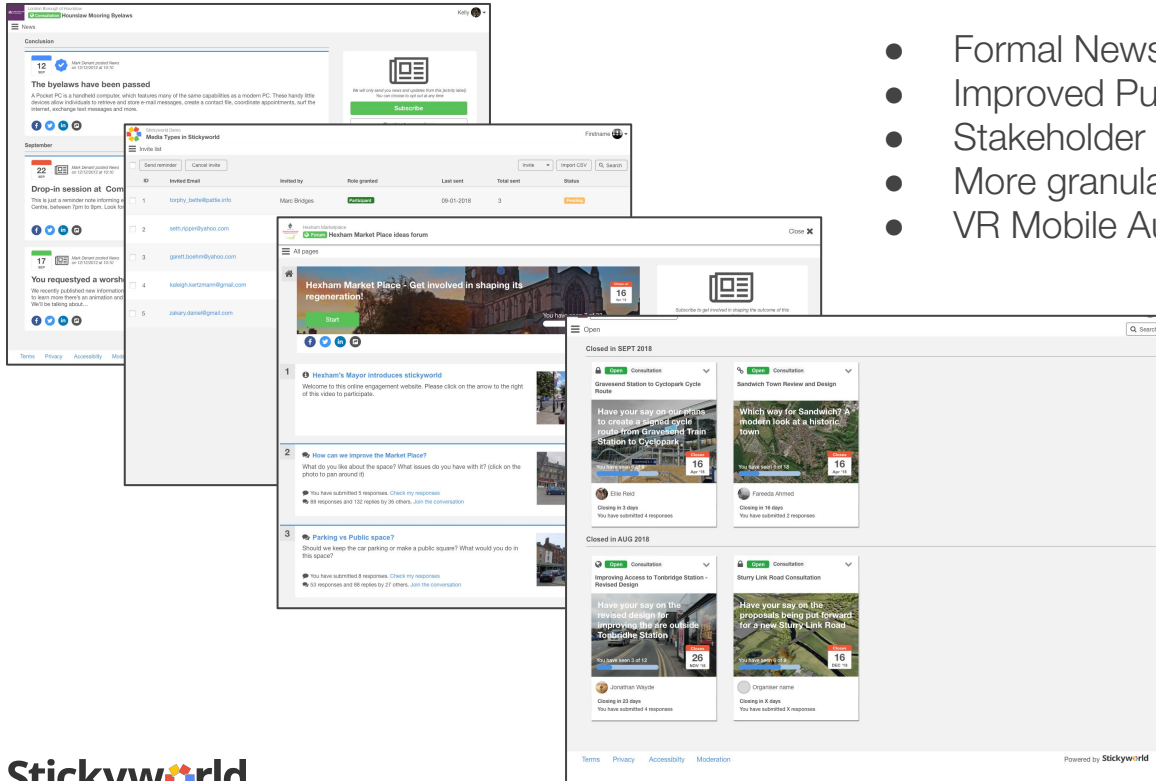


HM Government  
**G-Cloud**  
Supplier

Stickyworld technology has powered 100s consultations, design reviews, brainstorming workshops and focus groups, both with internal and external stakeholders audiences.

# V2.0 Software update, January 2019

- Formal News and Outcome posts
- Improved Publishing workflows
- Stakeholder Representation and Demographics
- More granular and structured data reporting
- VR Mobile Authoring App



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**Stickyworld**

contact me to for more information

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