

Creative Matrix



Challenge Statement

How might we...
Improve Wi-Fi

How might we...
Ensure messages are appropriate

How might we...
Train staff

Stakeholder **Giyin, 19 years old**
Studying economics and business at University of Strathclyde. Living in student accommodation; likes eating out with friends but feels a bit isolated in Glasgow

- Free Wi-Fi
- Offer free Wi-Fi to all homes
- Free mobile phones for young people
- Links to businesses already offering free Wi-Fi

- Links to sport centres, clubs
- Reach out to schools
- Ask young staff to contribute

- Young people
- Explore funding options
- Benchmark with other councils

Stakeholder **Martin, 17 years old**
Studying science at University of Glasgow. Living with grandparents. Enjoys playing sports and watching football.

- Create social media hubs in city
- Don't use your data...
- Links with colleges

- Develop Facebook page with young contributors
- Frequent updates insta culture
- Hold design thinking workshops

- Mentoring
- College lecturers trained

Stakeholder