



## Journey to Citizen Beach

# Introduction



## Bouwe Koopal

58 years  
Married (33 Y)  
3 daughters

### Education

- ✓ Medical school
- ✓ ICT
- ✓ Business Economics
- ✓ Organisational psychology

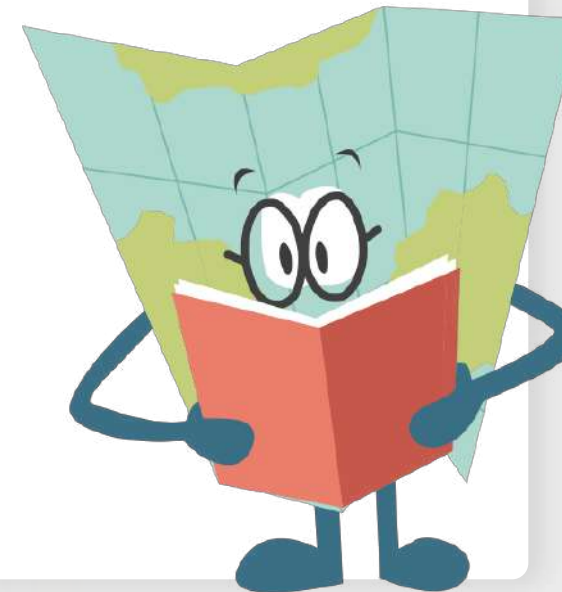
## ADkwADraat

- ✓ Consultancy
- ✓ Training
  - Citizen Development
  - Betty Blocks
- ✓ Citizen Developer
  - and ambassador!



**Sneak preview**

# The world of UDI







**De world of UDI**



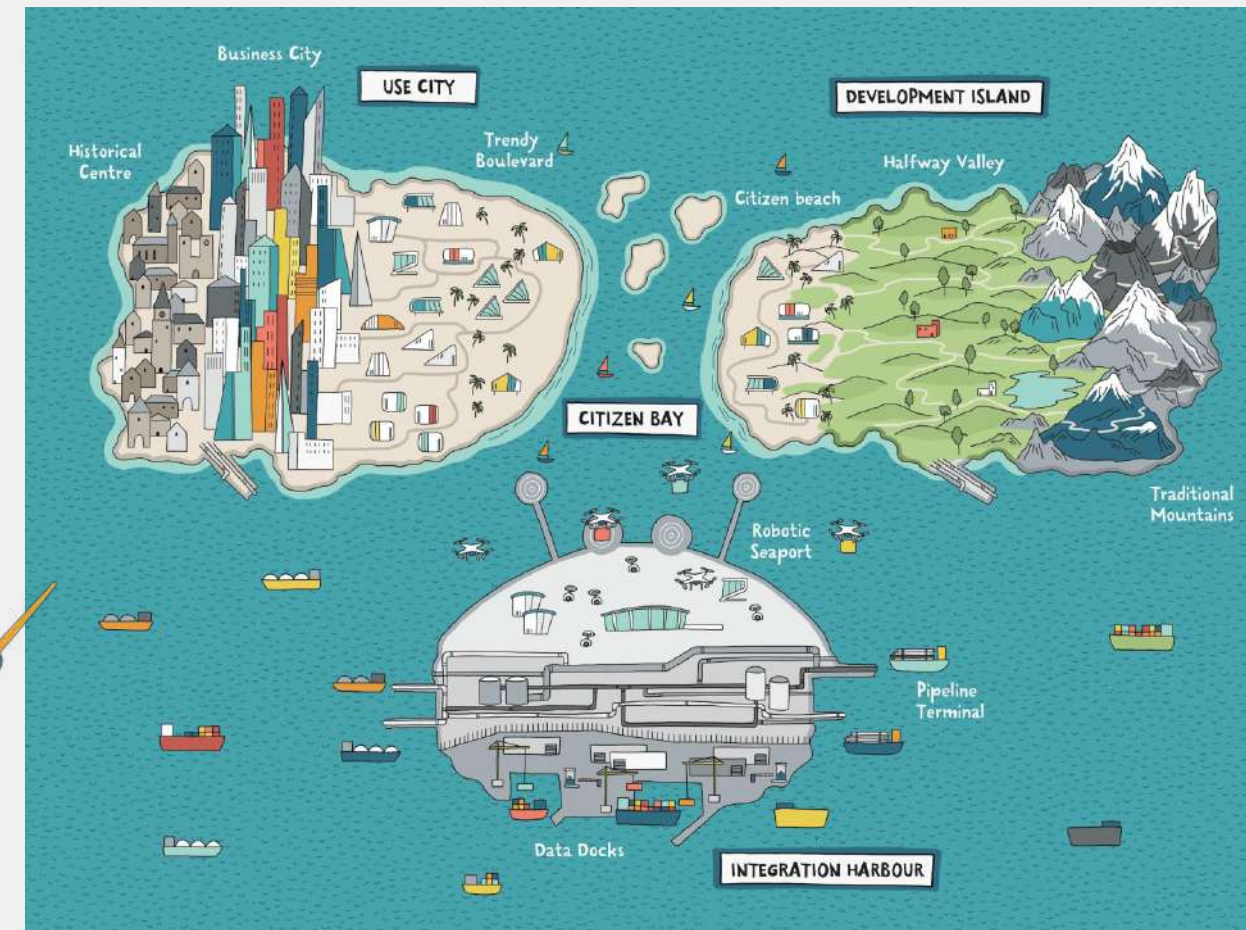
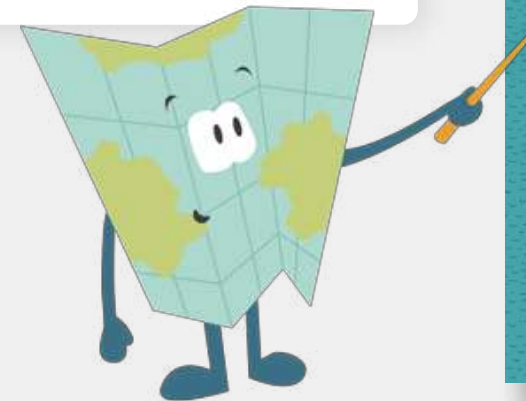
# Why an Atlas?

- ✓ Everybody loves traveling
- ✓ Digital transformation is fun
- ✓ Joined metaphor for communication and storytelling

# The world of UDI

## 3 continents

- ✓ **U**se City
- ✓ **D**evelopment Island
- ✓ **I**ntegration Harbour







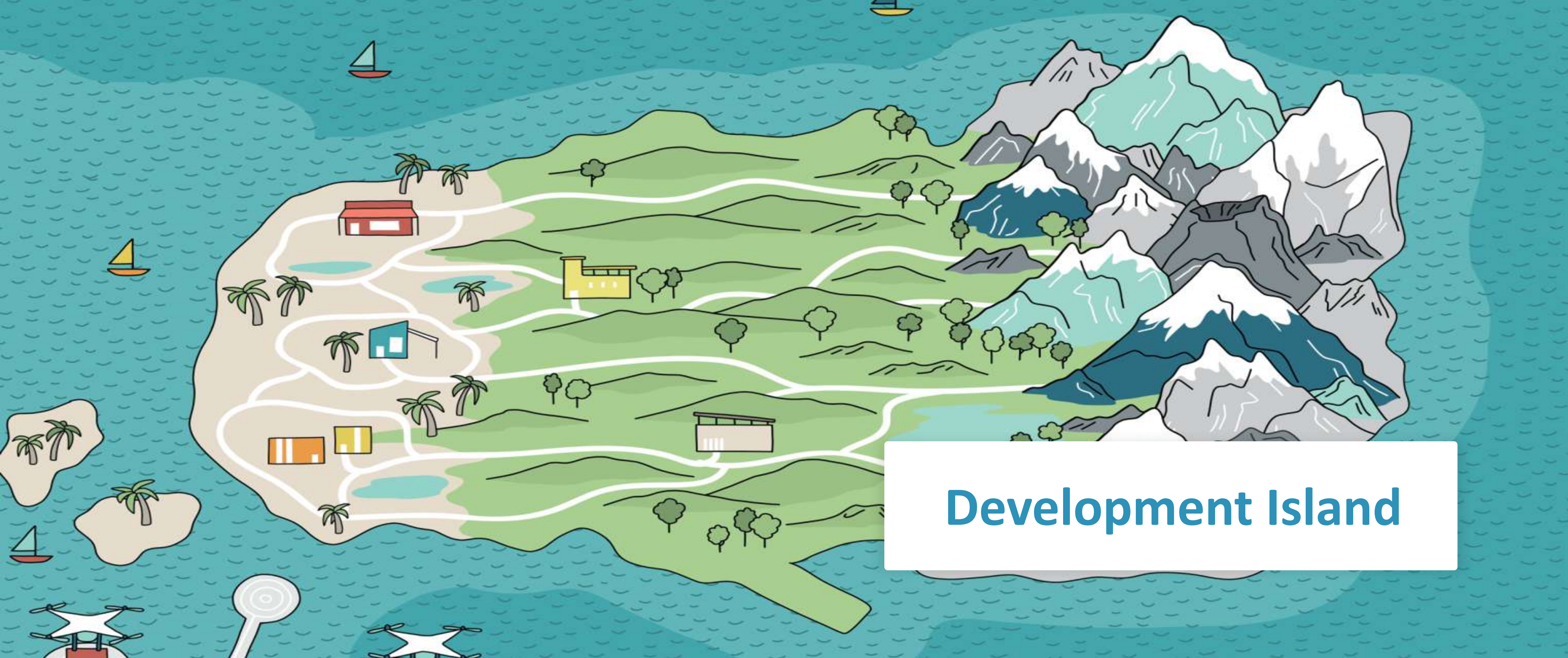
**Citizen Wave**



# Journey to Citizen Beach



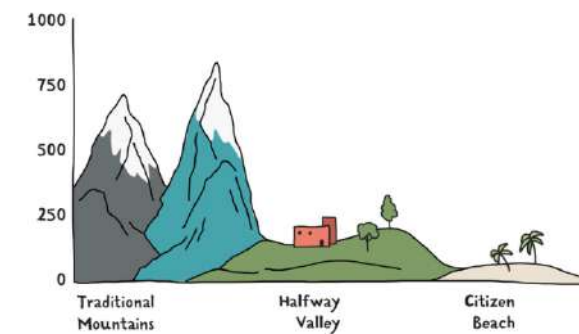
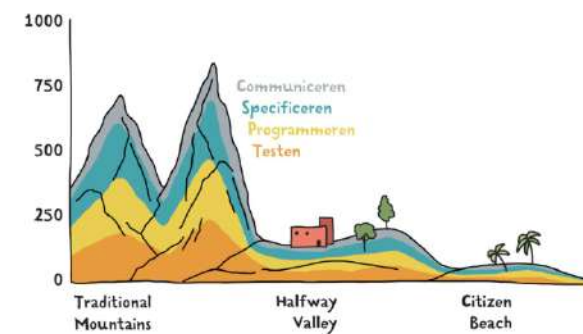




# Development Island



# Geology on Development Island



- ✓ **3 layers**
  1. Ideation
  2. Building
  3. Testing

- ✓ **3 area's**
  - Traditional Mountains**  
Code

**Halfway valley**  
Low code

**Citizen Beach**  
No code











# Citizen Beach. Go there!

## Journey to Citizen Beach

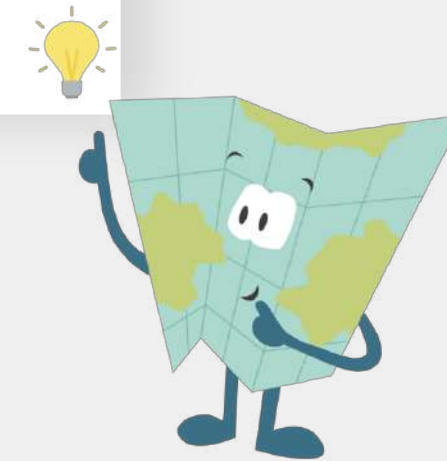
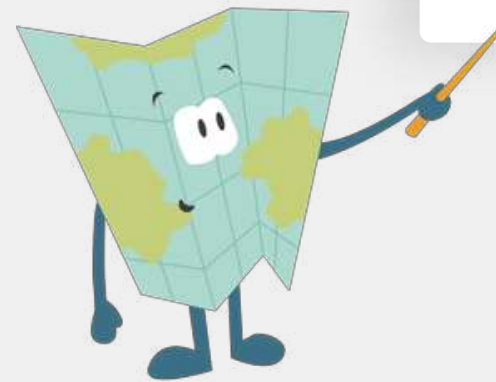
- ✓ Choose your destination
- ✓ Prepare yourself (personal skills)
- ✓ Choose your travel companions
- ✓ Organize your trip



# Choose your destination

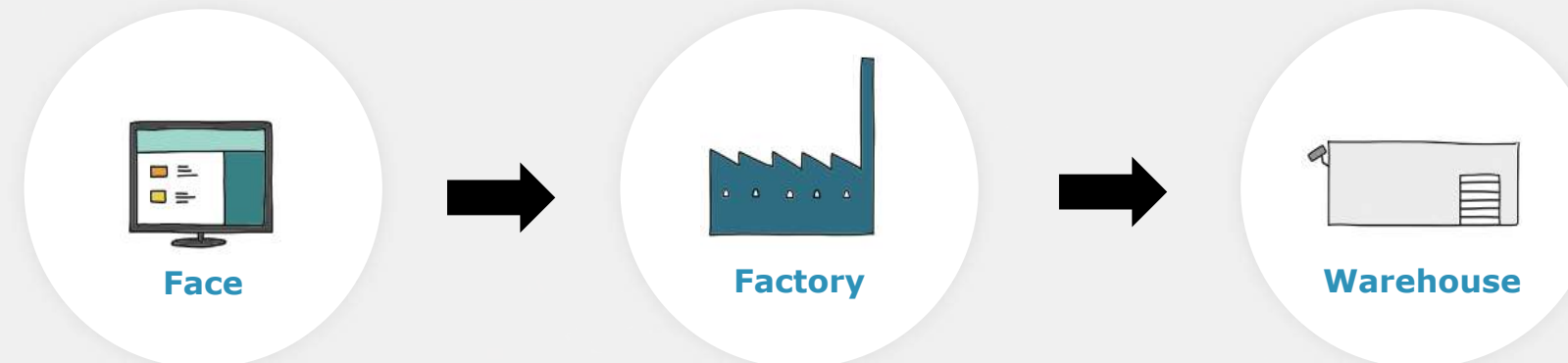
✓ Choose the right destination on Citizen Beach

 **Betty Blocks**





# Personal preparation



✓ Translate Idea/problem in solution

- Screens (face)
- Process (factory)
- Datamodel (warehouse)

✓ Implement (part of) solution in Betty Blocks

- Webpages, actions and models



# Travel companions

- ✓ Don't travel alone
- ✓ Go with a no code developer
- ✓ Consider involving an innovation consultant



# Organize your trip

## ✓ Do's

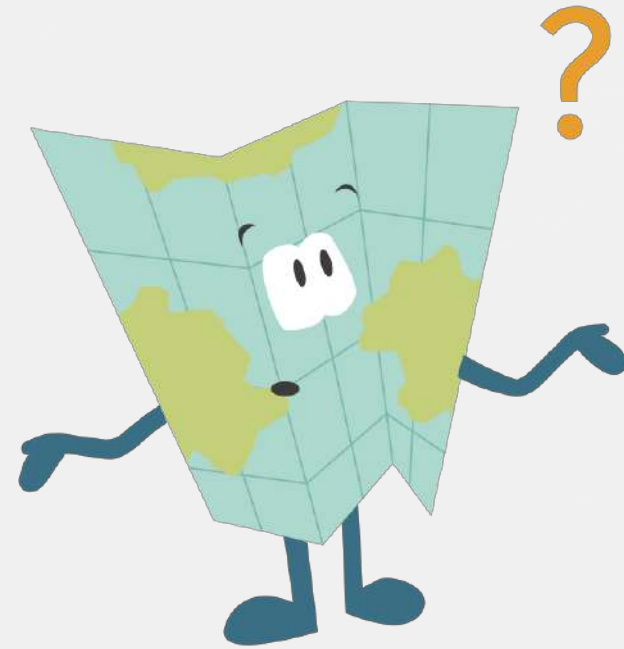
- Use Corporate ICT guidelines
- Think of complete lifecycle
- Design for reuse
- Use external knowledge

## X Don'ts

- Island approach
- Shadow ICT
- Hobbyism

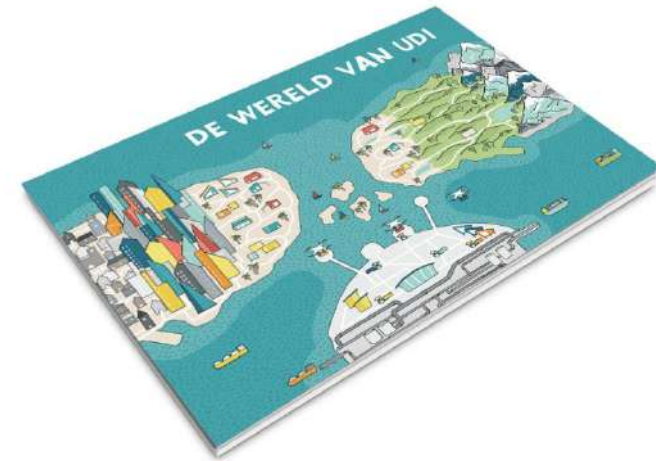


# Questions





# Book launch



**The Journey to Citizen Beach  
Continues on April 18th**

