BECOMING A SMART CITY

Begin with Mobile

ZUZNOW

ONE CLICK MOBILIZATION

EXECUTIVE SUMMARY

The ultimate objective of building a smart city is to improve the quality of life for your citizens by using technology. It should allow city officials to interact directly with the community, the city infrastructure and to monitor what is happening in the city. An integral part of the initiative is communication; providing citizens with the information and tools they need to make living in your city and taking advantage of the services you provide, easy.

However, the reality for most cities is that becoming "smart" is a great but possibly unattainable goal. The priority for an IT department is to stay focused on keeping the infrastructure humming with limited resources.

One effective way to start on the path towards becoming a smart city is to utilize mobile devices. Smartphones and tablets are accessible to all, offer many relevant functionalities and have become our main form of communication.

Whether public sector organizations are building a long-term and sustainable mobile strategy, or looking for more tactical solutions, they must set the necessary foundation to provide access to their websites and applications via all currently available channels.

Acknowledging the limited resources, municipalities should also take into consideration how the market will evolve, and be sure to choose solutions with technical flexibility that will allow them to react quickly to changes and requirements.

In this white paper we have addressed a few of the main things to consider on your journey to mobile. While it seems overwhelming – with the right understanding of your needs and a clear set of expectations – this will be an easy path!

WHERE TO BEGIN? CHOOSING THE RIGHT APPLICATIONS TO DELIVER ON MOBILE

You have to start where it really matters! This is where you will have the biggest impact and ROI over time. Try to identify the most common applications or websites, that are currently denying your citizens a positive experience when used on a mobile device.

Different organizations will have different needs, and this also varies from one industry to the other. We did some research of our own, and came up with the following list, that we believe is relevant for almost any municipality;

- o Municipality website

- o Bill pay applications

- o Permit requests and updates

- o Library services

- o Budget information

- o Public Record Requests / Business License / Registry

This list can of course be longer, but in order to achieve success, we recommend starting with few and then expand. We chose two applications we believe every municipality must start with and have elaborated on the process below – municipality websites and bill pay applications. This of course, doesn't mean that

the other listed applications are of less importance – from our experience starting with these two projects will provide the biggest impact in the shortest amount of time, and with the least amount of effort.

THE MUNICIPALITY WEBSITE

A municipality website is without a doubt the place to start! If your website is not yet accessible for mobile devices, it is highly recommended to make this your first priority. While it is a rather easy project for smaller municipalities, large cities can find it quite painful, and you should evaluate realistically the time and effort needed to accomplish this. However, under no circumstances, should a municipality ignore the importance of its very basic mobile presence.

In the next few pages we will analyze what kind of mobile presence that each application/website really needs.

BILL PAY APPLICATION

It took quite a while for us to be able to finally pay our bills online, and today, we demand to have it available on mobile! Bill pay applications are a great example of a project with great positive impact on your citizens. Now you only have to make sure you do it the right way to achieve positive ROI (we will discuss it in this paper as well).

Bill pay apps can be enriched with so many mobile-dedicated features to help ease the process, from receiving push notification to pay my bill, to completing it with a native payment access all the way through saving the receipt directly in my cloud storage (like Dropbox for example).

One important thing to remember when going through this process is to make sure the app offers the user 100% coverage – that will allow him/her to complete all their activities, and wouldn't force them to head back to their desktops, or even worse, call someone.

WHICH DEVICES AND CHANNELS SHOULD YOU SUPPORT?

When approaching your mobile development planning, you should take into consideration business needs, technical and budgetary limitations but most importantly you really have to understand the actual usage of your mobile result.

While it is recommended to include as many channels and devices as possible under an "*omni-channel-strategy-umbrella*", it wouldn't make sense to support devices or channels that will eventually be rarely used. Remember, even with the most seamless omni-channel implementation tool, your IT team will be required support all channels in the short and long-term.

Below is a list of recommended channels and devices to support. Again, not all of them are relevant for each mobile project you are doing. This will have to be better decided based on the usage analysis.

Recommended list of channels

Type	Native	Web	Devices
Desktop	Not mature	Must	Windows, Mac, Linux
Laptop[1]	Not mature	Possible	Windows, Mac, Linux
Smartphone	Must	Must	iOS, Android
Tablet[2]	Must	Must	iOS, Android
SmartTV	Not mature	Not mature	iTV, Android TV, various
SmartWatch	Possible	NA	iWatch, Android Wear

Notes:
1. Supporting laptop is done by providing an optimized solution for laptop screen-sizes (which is different than the general desktop solution). Not supporting laptops means simply providing the same layout as the original desktop solution.
2. Tablet usage is about 10% of the general mobile usage. If you reach those numbers today it is recommended to fully support this channel

Let's take a look again at the two applications we have recommended you begin with – the municipality website and the bill pay application.

A fast analysis of their usage reveals two different cases:

1. The municipality website – as a content and information platform the website must have a broad availability on smartphones and tablets, in the form of a "mobile site". This means that it must be optimized on every mobile browser, and open to search engines (Google, Bing, etc.) on a phone or tablet. The website as is has no special functionality, building it as an app wouldn't provide any added value to the user, so her/she will not download

it. Therefore, it wouldn't make sense for the municipality to invest in developing downloadable native apps and market them to their users.

2. The bill pay applications on the other hand, are a perfect match for native apps. They can be also available as mobile sites, for those who don't download apps, but just think of the additional value an app can bring into the process, with all the native features available! A simple scenario would be as followed:

    -   User downloads app and registers for the first time

    -   User enables Touch-ID (fingerprint) login for next usage

    -   User receives push notification that his bill is due to be paid

    -   User clicks on the notification and is immediately redirected to the bill

    -   User completes payment and receives invoice, which he/she can save on their cloud storage

Of course, there are many other scenarios, but even this simple one is extremely simplified with just a couple of native features, that are not available on mobile sites.

IS IT TIME TO EXPLORE CLOUD?

Yes! Mostly because it will make your life much easier. If you are not bound by regulations, and if scalability is one of your top concerns – looking into cloud solutions would be the best fit for you.

Cloud enables flexibility, seamless scalability and a new way to manage your data centers. If you choose a tool to help you in your mobile development, having a cloud-based deployment can simplify the process tremendously.

However, for some applications you might be obligated to follow specific security regulations, and cloud deployment may not be a feasible option. Understanding these limitations, and preparing in advance, will help you to reach your goals must faster.

CONCLUSION

Creating and implementing a holistic and sustainable omni-channel strategy, as part of your Smart City plans, is a crucial part of your ability to provide positive impact and change to your user's lives.

Following the steps outlined above you will be able to take first steps on your journey to mobile and reach amazing results. Remember to analyze the goals and requirements of each mobile project to choose the best solution. Don't compromise on the result – and remember that the user experience is a big part of your success and the app's usage. And finally, start exploring cloud solutions, now that they are so easily available, and can help you reach scale and flexibility.

A good, pre-planned strategy will assure your success and will help you reach your goals on your path of making your city a Smart City.

ABOUT ZUZNOW

Zuznow is developing the first and only AI-based enterprise mobile development platform. Dozens of customers are using the automatic platform to overcome their application backlog, by developing consumer partners and employees' apps, with speed and scalability not humanly possible, and without compromising on the end result.

The Zuznow platform helps organizations to accelerate and rapidly deploy omni-channel development projects, improve user engagement and adoption by 300%, reduce time-to-market by 90% and increase KPIs.

After proving its value in the financial sector, Zuznow now offer unique solutions for municipalities who are ready to go mobile and that are not willing to compromise on the process or the result.

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