Abstract

City of Dallas wants to foster an environment in which Dallas residents can take advantage of a vital, growing and diversified community that provides a high quality of life. There are numerous City of Dallas departments and services provided to our citizens; however, as more Departments/Services are being added to our community, the ease of accessing these departments/services becomes a necessity. Sometimes, when a user goes to Dallas City Hall website, the user is often shown information that is not of his/her interest and it becomes difficult for the user to find relevant information to his/her needs.

Similarly, another problem that citizens of Dallas face today is to download several mobile applications to get services related to the city. Not only is that a tedious process (downloading and identifying apps) but this also limits the available space on their mobile devices.

Our product, One Dallas – Mobile App aims to provide our customers with necessary information they want to view. Using their own customized settings, a user can choose specific services or departments they want to see rather than overloading them with content they would not like to view. Moreover, a problem of downloading several mobile applications can be fixed by implementing wrapper applications which will have all the services offered by the City on one single platform, thus saving its users, time and space.

One Dallas – Mobile App will provide a good user friendly interface, with good ease of navigation and user experience, all using Mobile First approach.

Architecture

One Dallas is a single platform for accessing services of the City of Dallas. All types of users, visitors, residents, government officials and businessmen’s, can use this application. Different tabs have been dedicated to these users - Visitor tab dedicated to visitors, government tab dedicated to government officials, resident tab dedicated to residents and business tab, dedicated to businessmen’s. The application provides an optional login functionality, for customizing their interface (settings). One Dallas – Mobile app also allows its users, who do not want to log in, to still use the app; however, the user won’t be able to customize their app. From customization perspective, as a visitor not logged in, a user can view these “departments list”, however, user logged-in with customized settings, the user can view only their selected departments. A user who is a visitor can still access other tabs.

Impact

City of Dallas serves over 1.3 million residents. It is the 9th largest city in the United States and ranks number 1 in visitor and leisure destination in Texas. The City of Dallas is not only focused on providing excellent citizen experience for the people who are living, playing and working in Dallas, but also for citizens who are coming in to our city, as visitors.

One Dallas - Mobile App end users are specifically City of Dallas Residents and Visitors. The mobile application will help save our citizens time efficiently by providing them instant information for any service or department of our city they require. In one step, user can customize their settings and from that point onwards, only the services you want to see will be shown. Not only that, if your looking to explore Dallas anytime, One Dallas updates you on events taking place around the city. This will enable the user to get to know more about our City of Dallas and be engaged. One Dallas Wrapper Application will help achieve high quality of life by providing its users with platform to surf and request all services in the city of Dallas.

Metric

One Dallas – Mobile app team used a Qualitative and Quantitative user feedback performance metric to evaluate our mobile app. Our team collected 25 user feedback forms. Most of the users evaluating our mobile application were a mixture of students at University of Texas at Dallas and local citizens of Dallas. Here are the results that were returned back to us:

• 13/15 users said that One Dallas – Mobile App will be helpful to them
• 10/15 users gave a rating of 4 (on scale of 5) for user friendliness
• 14/15 users said One Dallas – Mobile App will help citizens save time

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Summary

One Dallas - Mobile App

The following features were added to One Dallas - Mobile App by our team:

- Customizable functionality for end users
- Primary feature of the app
- User customizes the departments/services he wants to view on his/her app.
- Contains user based centralized repository for their own set of departments/services.

Organizational of data based on different types of citizens

-Types of Citizens: Resident, Visitor, Businessman, Government Officials
-Departments/Services divided into each designated Citizen category

Wrapper Apps

- App will serve as a centralized container for all departments and services for City of Dallas.
- User will be redirected to the department webpage or to the mobile application within the app.