



HOBOKEN APP

Defining the MVP

1. Identifying and Understanding the Need

Why are we doing this project?

A goal of Hoboken City hall is to make government more accessible for people. Residents want greater accessibility to info and communication. Residents need a clear and easy way to get information for city regulations, city services and recreational programs and get answers to their questions. Residents need to be aware of programs they don't even know exist, and be notified of programs and events they want to participate in.

What will a successful app look like?

A successful app will be one that provides residents with information on events / city services / programs and easy ways to communicate with city hall.

Metrics:

- Reduction in the amount of phone calls to city hall
- Increased awareness and utilization of City events / services / programs that enhance quality of life
- App downloaded & retained by residents

2. Finding Opportunities

User Journey	User (Actor)	Actions	Journey End
	<ul style="list-style-type: none"> • Adult 25+ • Hoboken Resident • College Degree • Commutes to NYC • Married w/ kids 	<ul style="list-style-type: none"> • Awareness of city program / event / asset • Get information on city program /event / asset • Ask a question aboutit • Get notified about Registration for program/event • Register • See schedule 	<ul style="list-style-type: none"> • Attend program / event

Pains & Gains	Pain	Actions	Gain
	<ul style="list-style-type: none"> • Doesn't know it exists/ where to start • Info not available online for everything • Can't get ahold of anyone at city hall • Misses registration and it gets filled • May have to go to another app/site • Online schedule hard to navigate or doesn't exist • Invite others to join 	<ul style="list-style-type: none"> • Awareness of city program / event / asset • Get information on city program / event / asset • Ask a question about it • Get notified about Registration for program/event • Register • See schedule • Share with others 	<ul style="list-style-type: none"> • Discover program / event leading to greater quality of life & community engagement • Be informed • Get answers & resolve issue quickly, frees employee for higher level tasks • Knows to register in time • Able to register successfully • Easliy find schedule, filters & integrates with other calendars • Easily share with messaging/ social media

3. Decide What Features to Build

Opportunity Statements & Feature Breakdown

Opportunity Statements	Feature	Description
<ul style="list-style-type: none"> • How might we inform people to be aware of events and city services they would be interested in? 	<ul style="list-style-type: none"> • Follow topics of interest 	<ul style="list-style-type: none"> • Select icons to add to app dashboard to follow for topics of interest. Open for detailed info. Community calendar of city / non-profit / local business events
<ul style="list-style-type: none"> • Help residents easily get information? 	<ul style="list-style-type: none"> • Info & guides for common topics, FAQ's, search 	<ul style="list-style-type: none"> • Be informed
<ul style="list-style-type: none"> • How might we provide residents an easy way to get their questions answered quickly? 	<ul style="list-style-type: none"> • Email/tel # for city hall, community answers 	<ul style="list-style-type: none"> • City officials & Community answer questions that get voted on & pinned (like reddit)
<ul style="list-style-type: none"> • How might we alert residents about signing up for events they are interested in a clear and easy way so they don't miss out? 	<ul style="list-style-type: none"> • Opt into notifications, add reminder to calendar, push notifications 	<ul style="list-style-type: none"> • Get notifications on topics of interest selected, and further refine them, opt out easily. Integrate with Nixel
<ul style="list-style-type: none"> • How might we integrate other apps / pages for a seamless experience? 	<ul style="list-style-type: none"> • Create a seamless experience 	<ul style="list-style-type: none"> • Integrate with apps like permit application, teamsnap or open other app for user Park Mobile
<ul style="list-style-type: none"> • How might we show users a schedule to find info and integrate it with calendars they use already? 	<ul style="list-style-type: none"> • Show Calendar with filtering capabilities 	<ul style="list-style-type: none"> • Save events & integrate with calendars user already has
<ul style="list-style-type: none"> • HMW facilitate users sharing info? 	<ul style="list-style-type: none"> • Share an event / reminder / info w/ others 	<ul style="list-style-type: none"> • Easily share with messaging/ social media

4. Prioritization Matrix

Determine the priority of each feature and what should be included in the **MVP** or later launches

Include in MVP

High Impact

Debate

Low Effort

High Effort

Calendar with filtering capabilities
Add reminder to calendar
Email/tel # for city hall
Opt into targeted notifications, push notifications
Share an event/info with others

Info & guides for common topics
FAQ
Search
Community answers

Create a seamless experience

Community Events calendar

Revisit

Low Impact

Don't Include in MVP