Transforming Experiences:

Innovating Public Sector Mobile Apps Through User Journey Design

通過用戶旅程設計
為公共服務革新手機應用體驗

13 October 2023

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AGENDA

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Company Profile

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No.1

Mobile Innovation & Smart City Company

23

Years of Mobile Innovation Experience

10+

World Class Innovation or Pending Patents in Mobile

180

Professionals

120+

Top Honors in Digital Marketing & Technology

What Do We Do?

Human Centric Smart City + Mobility

Seamless Collaboration with Public Sectors and Private Services

賽馬會 eClinic 心理e療站
Jockey Club Electronic Clinic for Psychological Service

JOCKEY CLUB AUTISM SUPPORT NETWORK
JCconnect 賽馬會喜伴同行計劃

Too/Think @JC
賽馬會運算思維教育

香港賽馬會慈善信託基金
The Hong Kong Jockey Club Charities Trust

CU Medicine HONG KONG

聖雅各福群會
St. James' Settlement

醫院管理局
HOSPITAL AUTHORITY

Pfizer

Gleneagles HONG KONG 港怡醫院

SINO GROUP 信和集團

CHINACHEM GROUP 華懋集團

中國銀行(香港) BANK OF CHINA (HONG KONG)

ifc mall

BMW

MTR

westKowloon 西九文化區

香港賽馬會
The Hong Kong Jockey Club

HSBC

Intros

1. **Increasing use** of digital technologies and mobile apps to deliver government services

1. Many **challenges** faced by citizens in accessing and interacting with government services, such as cumbersome paperwork, lengthy processes, and security concerns

1. With the **iAM Smart** that is the digital ID of Hong Kong, this shall bring in the **benefits** in terms of efficiency, cost reduction, and improved citizen experience

Challenges in Public Sector Mobile Apps - Fragmented User Experiences

Bureaux/Departments

Complex regulations, diverse user demographics

Increase adoption rates

Concerns related to security and privacy

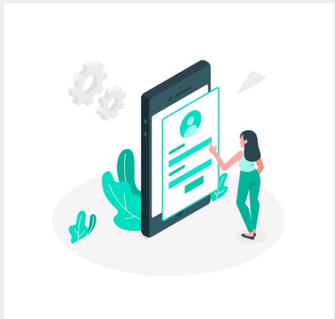
智 方 便
iAM Smart

Protect citizen data, comply with regulations, and establish trust in iAM Smart

Public

Fragmented user experiences, lack of user engagement

Concerns related to security and privacy

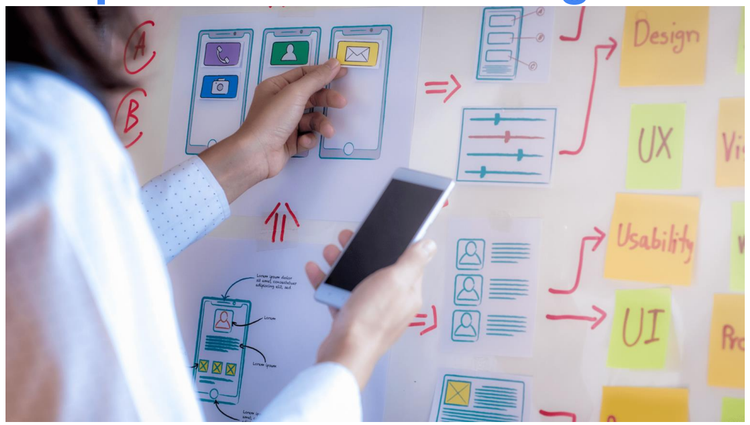


Eliminate the need for physical paperwork

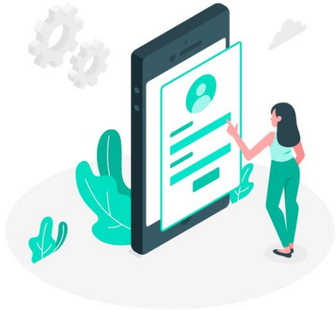
Overview of User Journey Design to Achieve Seamless User Experience

The effective implementation of user-centered design approaches government services can be more user-friendly to public and eliminate unnecessary steps

Best practices or strategies of a user-centered design



Understanding user expectations



Simplified Registration

Add Personalization - Peer Connect

Security

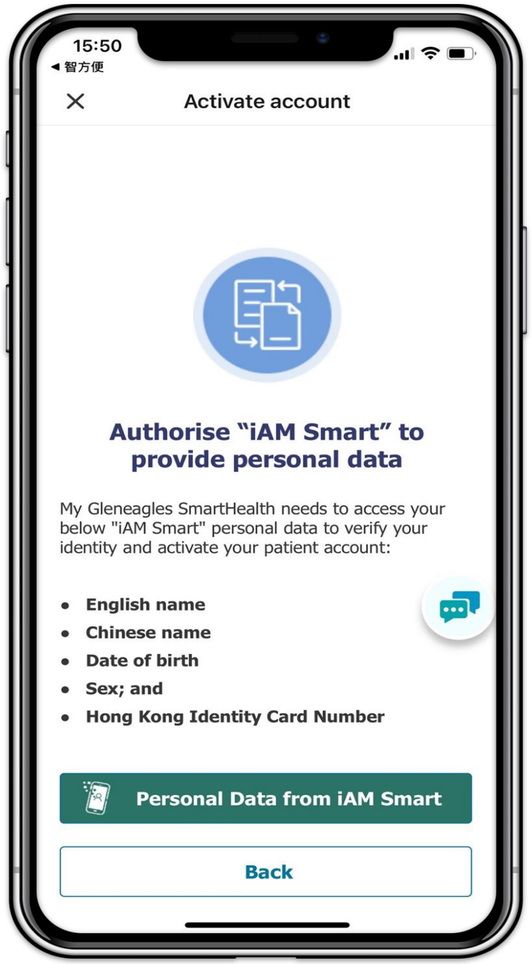
Best practices or strategies of a user-centered design

Understanding user expectations

1. Design thinking workshops
2. Iterative prototyping, usability testing
3. Surveys, Interviews
4. User Research
5. Involving citizens in the design process through co-creation workshops
6. Usability Tests

Best practices or strategies of a user-centered design

Simplified Registration



SmartHealth

智 方 便
iAM Smart

First Private Hospital App in Hong Kong to allow Account Registration and Verification via "iAM Smart"

Best practices or strategies of a user-centered design

Activate the account with iAM Smart

Integration with the iAM Smart Authentication

allowing users to access comprehensive services through the mobile app **WITHOUT** the need to personally visit the hospital for identity verification

Best practices or strategies of a user-centered design

Providing iAM Smart for authorization

iAM Smart is able to…

Empower citizens by giving them control over their personal data

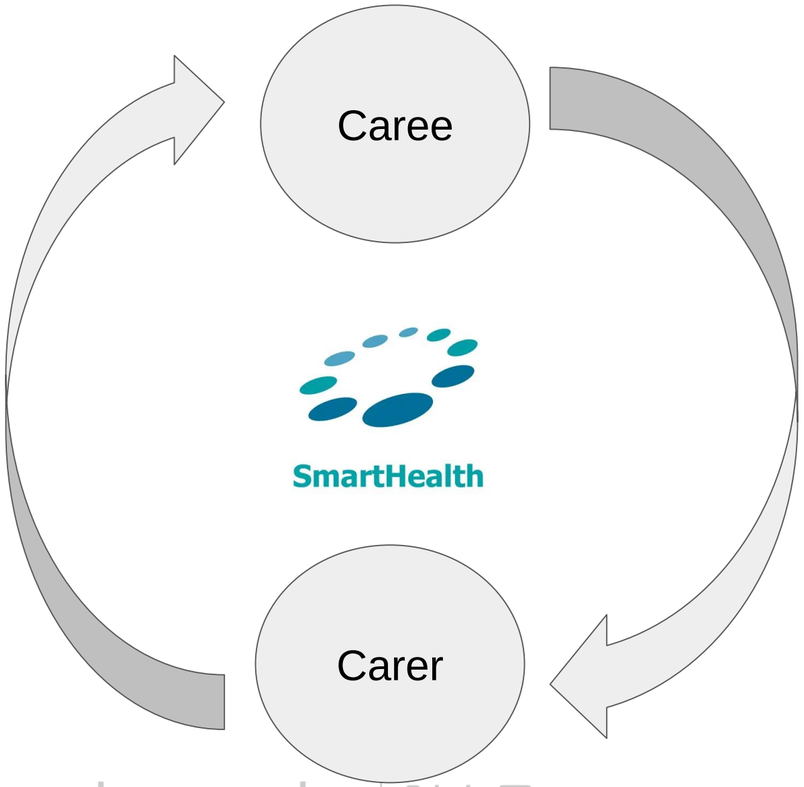
Facilitating access to services

Enabling participation in the digital economy.

Best practices or strategies of a user-centered design

Add Personalization - Peer Connect

Mobile app facilitates secure and consent-based connectivity between 2 users.



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Best practices or strategies of a user-centered design

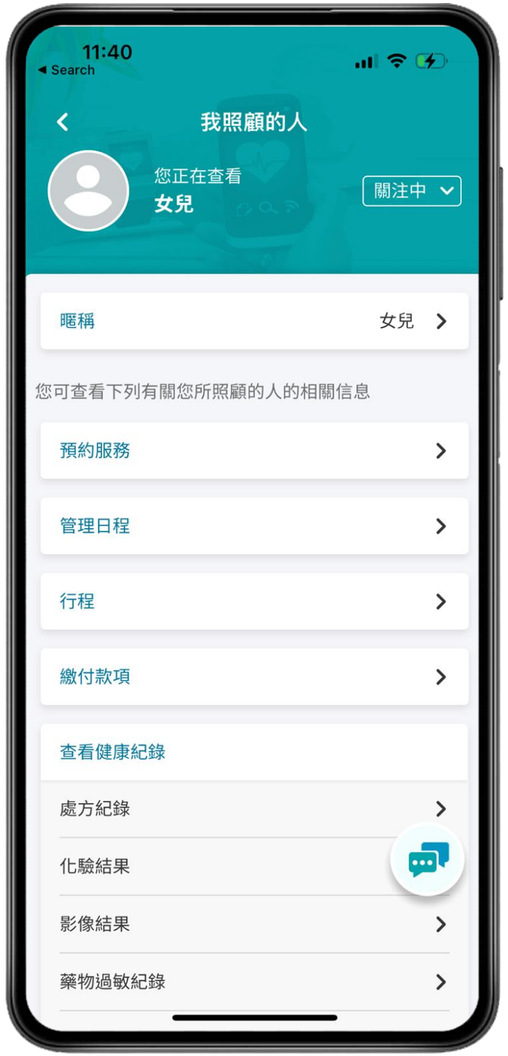
Add Personalization - Peer Connect

Gleneagles Hospital - Carer Module

Peer Connect between Mom and Daughter

Mom is able to manage and view

- Appointment bookings
- Prescription records
- Medication allergies
- Laboratory test results



Best practices or strategies of a user-centered design

Security - "iAM Smart" prioritizes citizen privacy and data security

With the use of iAM Smart:

Provide peace of mind to users that personal and sensitive data is protected during transmission and storage.

- HKID only involves during registration
- User consent and management within the "iAM Smart" system

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Q&A

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Thank You

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