

Citizen Map (Mapa do Cidadão)



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Organisation: Agência para a Modernização Administrativa (AMA) – Agency for the Administrative Modernization

Country: Portugal

Level of government: Central government

Sector: General public services

Type: Digital, Public Service

Launched in: 2015

Overall development time: 1 year(s) 4 month(s)

Link to the innovation's website

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Description

The Citizen Map is an online platform (available via the web and mobile apps) that provides location information for all of Portuguese public services. For the first time, Portuguese citizens have a digital single point of information listing all of public organisms' offices and public structures, such as police stations, social security counters, and vehicle registration offices, among many others, as well as the information regarding access to those services (document requirements, fees that apply, others).

Using the map, users can search for specific services of their interest, or browse to see which services are nearer to their locations. The Citizen Map is also closely integrated to the Citizen Shops (venues that integrate different public services under the same roof) and the web Citizen Portal. It allows users to access queue information (i.e. how many people waiting to be called, time per interaction) and also to request tickets for certain services remotely via the mobile application.

When a user visits the Citizen Shop, they will then use their smartphone as an e-ticket. The Citizen Map is integrated with the Citizen Portal, the main point of access to all of Portugal's public administration services. The citizen map was also built on important transparency principles, meaning that most of the information it uses is stored and made available at dados.gov – the Portuguese Open Data portal (www.dados.gov.pt)

Why the innovation was developed

- The Citizen Map was developed in line with the Agency for the Administrative Modernization's mission to develop and promote public service delivery oriented to the citizen and businesses' needs.
 - It is a project with a strong innovation component, as it set the goal of compiling and cross-referencing the location of all public services in Portugal (from several sources) with specific information regarding public service access and delivery (located in the Citizen Portal).
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Objectives

Improve access, Improve effectiveness, Improve efficiency, Improve service quality, Improve user satisfaction

- Develop a user-friendly, reliable and intuitive web platform and mobile app for public service locations;
 - Allows users to search for closest public services, factoring diverse search criteria such as: exact location, municipality, type of service, name of organization providing the service, others;
 - Make all the location data available to the public via the Portuguese public open data portal, via API or simple file download, API and web services;
 - Allow citizens to request an e-ticket for queuing at specific public services (i.e. citizen card renewal), allowing them to save time and maximize comfort.
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Main beneficiaries

Businesses, Civil Society, General population, Government bodies, Government staff

- Citizens: the Citizen Map is a user-centric application, aggregating and cross referencing (for the first time in the Public Administration's recent history) information about public services and location; waiving the need for the citizen to access different portals and engage with heterogeneous organizations.
- Businesses: Organizations will benefit from the streamlined information that the Citizen Map provides regarding service delivery and such; also, all of the Citizen Map open data is made available for re-use with no commercial licensing restrictions.
- Public Administration: the Citizen Map is a powerful tool for optimizing citizen access to public service delivery and, as such, can also be used by different departments to better communicate and engage with citizens; Public administration will also be a relevant beneficiary regarding the centralization of this previously unpublished information.

Results

Efficiency

- Citizens can now access and cross reference public services with physical location overlaid on a digital map – this was not possible before the Citizen Map application.
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Service quality

Reliability:

- Citizens now have a single app that aims to provide updated information regarding service location.
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User satisfaction

- The application is still in an infancy stage regarding its maturity, but feedback on the app stores as been generally positive.

Development

Design

The idea originated from government and was worked on and expanded by various project and development teams at AMA; the department for Electronic Government acted as PMO for the project.

Design time: 3 month(s)

Testing

- The citizen map was regularly tested and iterated while on development phases.

Testing time: 2 month(s)

Implementation

Tools used:

- SCRUM methodology was used in the development of the project. As the project is web based it was divided into two main modules: server project and client project.
- The server side provides integration with:- Dados.gov.pt for data collection;- Search engine;- Google maps;- SMS gateway;- Citizen's portal;- Waiting lines management system.

Resources used:

- AMA:1 FTE: 60%3 FTE's: 10%Development companies:2 FTE's: 100%1 FTE: 20%2 FTE: 5%1 FTE: 10%
- More FTE's were used by public entities in gathering the business information that feed's the Citizen Map.
- 86.000,00 €

Implementation time: 10 month(s)

Diffusion

- The Citizen Map was built by accounting for the content structure already integrated in the Citizen Portal, but also by integrating novel information from different public administration entities and partners.
- AMA took up an across government initiative requesting information from key entities, such as the never before made association between physical location (geo points) and services provided. This information is stored as open data, and will have to be maintained by each partner in the future.

Diffusion time: 1 month(s)

Challenges and solutions

- Defining a single source of location information: there were a couple of databases with information regarding Public Administration locations and real estate, but they were not exhaustive neither were constructed for user access; moreover, there was no automated way of associating those locations with the services they made available – as such AMA had to devise a data model that would allow public organizations to register and cross-reference services and locations.
- Conceiving the user experience and application interface to interact with a high-level of information also proved a challenging endeavour; after several alternatives were considered, the platform privileges a combination of robust search functions and map browsing capabilities, as well as allowing for services / organizations / life events and Citizen Shops or Spots individual browsing – providing different ways of exploring the same information.

Lessons Learned

Lessons Learned

- Importance of maintaining a central database not only of public service locations, but one that allows also for the association of available services to each location;
- This database should be easy to maintain and exportable in “open” formats that allow for Public Sector Information reuse;
- Regarding the application development – account for different ways to access the same information, and in creating the most user friendly experience for the citizen.

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