

Issy Spots

in charge of Issy-les-Moulineaux's communication and new technologies



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Organisation: IssyMédia

Country: France

Level of government: Local government

Sector: General public services

Type: Communication, Digital

Launched in: 2010

Link to the innovation's website

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Description

Issy Spots is a free iPhone application that geo-locates more than 1 400 points of interest either on a map or thanks to the augmented reality feature. In addition to the directory, the application is a real mobile portal that allows the user to gain access to all of the new activities and to all of the digital services that the city Issy-les-Moulineaux has to offer. This innovation allows each person who downloads the application to have all the information they need concerning Issy-les-Moulineaux in their pocket, allowing easy access to this information anywhere and at anytime (such as telephone numbers, addresses, websites, e-mail addresses etc.). Compared to the previous situation, the city's information, news, events and services are more accessible to the citizens.

Why the innovation was developed

Issy-les-Moulineaux is a cyber-city. In 2010, over 85% of Issy's population was connected to high-debit Internet and Issy was home to several digital businesses (Microsoft, Cisco, Bull, etc.). Issy had already put in place numerous online innovating services such as: online registration for the electoral roll, online planning certificate applications, online civil status applications, online school dinner reservations and payments, online registration for extracurricular activities, document reservations in the multimedia libraries, web TV, Facebook, Twitter, Foursquare, etc. Therefore, when the Smartphone application markets were fast-growing, Issy prepared itself to the post-PC era and offered its citizens a useful and reliable service.

Objectives

Improve access, Improve user satisfaction, Support economic growth

- To highlight and maintain the city's high-tech image.
 - To offer the users a useful and easy-to-use tool enabling them to find out more about the city.
 - To facilitate the access to the numerous services that Issy-les-Moulineaux has to offer.
 - To find the nearest service by using the map or augmented reality tool.
 - To be able to get detailed information on the specific service that the user has chosen (address, telephone number, itinerary, opening hours, e-mail address, etc.).
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Main beneficiaries

Businesses, Civil Society, General population, Other, Young people

- The employees who work in Issy-les-Moulineaux equipped with an iPhone.
- Issy's inhabitants equipped with an iPhone.
- When the application will be fully developed on all Smartphones (Android, Windows Phones, etc.) or accessible via Internet, the beneficiaries will be all Smartphone owners.
- A total of:
 - 70 000 employees who work in Issy-les-Moulineaux.
 - 66 000 inhabitants.

Results

Service quality

Accessibility:

- The application reinforces the information provided to the public about already existing services (“PayByPhone”: parking payments via Smartphone, the recreational strolls in the city “MobExplore”, the web tv: “IssyTV”, etc.).
- The application reinforces the accessibility to numerous organisations and services (transport, media companies and ITCs, administrations, cultural and sport structures, schools, nurseries, parks, etc.).

Responsiveness:

- This application satisfies the user’s needs whilst being on the move.

Reliability:

- Online available information needs to be updated more regularly than before and is thus more reliable (before the digitalisation of data, the information was only available in a paper guide that was updated once a year).

Development

Design

The idea for the innovation was generated by Issy Media, a mixed-economy society, in charge of Issy-les-Moulineaux's communication and new technologies.

Since 1995, Issy-les-Moulineaux has put in place a global digital strategy that involves all of the city's services. As a result of this global digital strategy, numerous digital services were created and made available to the citizens covering all kinds of domains, such as: web TV, a PayByPhone application (an application allowing citizens to pay their parking space with their Smartphone), e-books made available in libraries and media libraries, social networks, QR codes, etc.

Design time: 1 month

Testing

- Installing the application on an iPhone (test) to make sure that the application was supported and worked correctly on the device.
- Testing the storyboard.
- Testing the different services that the application is supposed to supply such as: access to the news feed, social network sharing, visualising the POIs on a map, access to the points of interest and their details/information, testing the search engine, testing the augmented reality, etc.
- Once this phase was completed, the application was given the green light and put on to the Apple Store.

Testing time: 1 month

Implementation

Tools used:

- Defining the functional scope of the innovation (for example: defining what we want to give the citizen access to).
- Defining the technical scope of the innovation (for example: defining how we give the citizens access to information/data; defining which generation of iPhone to use: the iPhone 3, 4 or 5; and defining which database to use).
- Creating a storyboard.
- Coming up with a design.
- Choosing the most suitable ergonomics.

Resources used:

- A person in charge of collecting the data and making the collected data available in a digital format.
- An artistic director in charge of the design ergonomics of the application.
- A team of developed engineers specialised in mobile-multimedia development.
- A project manager who took care of the proceedings and progress of the different steps and phases of the project.
- The cost of these resources was: EUR 7 800.

Implementation time: 2 months

Diffusion

- Press articles (web and written press).
 - Audiovisual means of communication (radio, television...).
 - Social networks.
 - Presentations to European cities within the context of European projects in which Issy Media is involved to improve the development of the information society.
 - Presentation of the innovation at a competition. Issy Media received the Territoria prize rewarding Issy Media for its innovative quality of the application, the capacity to inspire other communities and the good use of public funds.
 - A possible evolution would be the possibility to expand the application to other mobile platforms such as: Android and Windows Phones.
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Challenges and solutions

- To determine the categories for IssySpots, for example administrations, cultural structures, schools, sport centers, etc.
 - To retrieve all the information that the application required such as: addresses, telephone numbers, email addresses, websites and opening hours.
 - Entering all this information into a .csv file.
 - The solutions to these problems were: Hard work and coordination. These solutions enabled us to engage a larger reflection on Open Data. The .csv file that was used for IssySpots is now available to download and is free to use: <http://www.issy.com/issyspots/IssySpots.csv>
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Partnerships

Orange, Niji, Dsquare

Private sector

The application IssySpots is the result of Issy-les-Moulineaux's collaboration with research teams and developers from two businesses from Issy: Orange and Niji.

Issy Media was accompanied by the digital agencies Niji and Dsquare for the conception, ergonomics and design of the application. Issy Media was also accompanied by Orange, SFR and Bouygues Telecom for the YouConnect modulus allowing the users to automatically prefill a contact form of the city. Around 4 months were necessary for the conception (story-boards and client user-friendliness processes), development and tests to be realised. This partnership with two innovating digital societies enabled Issy-les-Moulineaux to become the first local authority to experiment augmented reality. Without these resources, this innovation couldn't have been put in place.

Lessons Learned

Lessons Learned

- It is necessary to question the type of model the innovation is going to be: whether it's going to be a mobile application model or a mobile website compatible on all devices that have an Internet connection. This choice has a financial impact: The mobile application could cost less but it would work only on one type of device, e.g. an iPhone 5, or the mobile website could cost more but it would be compatible with several devices such as an iPhone, Android, Windows Phone, etc.
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Conditions for success

- The innovation must be made available on all types of mobile devices.
 - The innovation must contain reliable information with regular updates.
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