

My Land, My Choice

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Organisation: Fujairah Municipality

Country: United Arab Emirates

Level of government: Local government

Sector: General public services

Type: Public Service

Launched in: 2014

Overall development time: 3.5 month(s)

Link to the innovation's website

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Description

Smart Fujairah allows Fujairah citizens to choose and reserve residential and commercial land electronically and easily 24/7 from anywhere. Through this service, the user can display the area where the land is distributed, and access to detailed data to temporarily or permanently reserve the land. Users can also upload relevant documents after the final booking confirmation. This continues until the completion of construction works on land.

This is the first service of its kind in the UAE in the field of lands distribution to citizens. Service is comprehensive as it includes all stages of obtaining the land, including choosing, reserving and the land, issuing the plans, submitting documents, and ending with construction. Service is available 24/7, customers can reserve their lands with flexibility from anywhere not being limited by official working hours of the Municipalities. Enable customers to view detailed information about the available plots for booking, and to find out the locations of lands belonging to their relatives through the service (My Relatives Around Me) as these plots are highlighted with a different color People with special needs and the elderly benefit from this service as they can complete transactions without the need to visit the municipality.

Long procedures of applying for and changing a land is an issue faced by all UAE municipalities. They can benefit from this service by using the same innovative method. Customers can select and book the land temporarily for 3 days and then confirm or cancel booking, and book another location. Customers are no longer satisfied with the traditional way of lands distribution in terms of fairness and equality. This service gives them confidence and freedom to choose and change the land by providing the opportunity to book the land they want instantly. Customers no longer need to visit municipality to ask about the availability and status of lands as the app provides all these information.

Why the innovation was developed

- Transforming Municipality services to smart services that are provided around the clock easily, efficiently and effectively.
 - Provide services that exceed customer expectations, and achieve the satisfaction and happiness of customers.
 - Promote the principle of fairness and transparency in the distribution of lands to citizens, by providing equal opportunities for all beneficiaries enabling them to choose the land that suits them the most.
 - Reduce the number of customers benefiting from the service in the main center of the Municipality leading ratio to zero.
 - Simplify procedures and facilitate access to the service to suit with customer conditions inside and outside the country.
 - Add a new channel to provide the service to achieve integration with other channels.
 - Meet the needs of the categories of customers with special needs and the elderly.
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Objectives

Enhance public trust, Enhance transparency, Improve access, Improve effectiveness, Improve efficiency, Improve service quality, Improve user satisfaction

Main beneficiaries

General population

Results

Efficiency

- The most important characteristic of the service its related to the most important services for lands grants to the citizens, and carried out in an integrated manner that meets their needs
 - Smart Service contributed to save a lot of time and effort required to complete applications for traditional land form.
 - Smart service contribute in raising the percentage of customer satisfaction in terms of selection of land and change it, depending on the available information on the reserved and non-reserved land.
 - provide additional advantages in service by choice (my relatives around me) in response to the desire of most of the beneficiaries of the land in a nearby relatives, and in order to strengthen and sustain relationships and social ties of the family, which is characterized by the citizens of the Emirate
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Effectiveness

- Flexibility in the available time to apply the service where it is available throughout the week and during 24 hours
 - The land granted without the need for customers to come to the headquarters of the Municipality, where the majority of them work outside the emirate.
 - End all the necessary steps for the selection of the land, services change and after the issuance of the site plane during the same smart service.
 - ncrease the speed of transactions completion through smart service which enables a larger number of beneficiaries to complete their transactions on the same day. -Provide an opportunity for customers to consult with their parents before choosing the land and the possibility of changing the land. -Provide capacity in the lounge of providing services.
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Service quality

Accessibility:

- In consideration of the effort and time of the customer, smart service now available and its application to all types of smart devices so that customer can apply at any time and from anywhere.
- Ease access for special needs and elderly for smart service provided through the application.
- Allowing to know the owners of neighboring pieces of land if they are from one tribe through the feature (my relatives around me).
- The possibility of knowing the land site and how to get there and see the area site plan and its coordinates.

Responsiveness:

- The service is completely designed to respond to the aspirations of the customer at the speed of receiving and service welfare.
- Meet the aspirations of different categories, such as people with special needs and older category.
- New channels for providing the service in response to the desire of the customer commensurate with the circumstances.
- Develop and improve the provided services electronically.

Reliability:

- Contribute to keep the privacy of documents and information of the customer.
 - Grant greater freedom to the beneficiaries in selecting the land.
 - Promote the principle of fairness and transparency in the distribution of land .
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User satisfaction

- Reduce the time to get the service which helps to improve customer satisfaction.
- The freedom of customer to reserve the appropriate land.

Development

Design

Through observation and continuous follow up from Municipality management and employees developing the service for applications of lands request, and frequent change and the non-conviction of customers in the transparency and fairness of the distribution of the lands, in addition to the comments and complaints from customers and feedback on the service provided in this field, the administration directives to transfer this service to smart service with the addition of a lot of advantages that wasn't there. Design time: 1 month(s)

Testing

- The service experience by the team responsible for it, where it was testing process of booking a certain number of lands starting from the temporary reservation until the final booking, and the issuance of the final scheme, and upload documents electronically, and view them from the land management option, and to receive notices and download files on the phone to make sure of the safety and quality of procedures.
- The service experience on a number of customers, who have been invited to an introductory workshop to learn about the smart service, and follow the steps of reservation by them self, to make sure that they know the right information on how to use the service to book the land before the launch.
- It has been intensified and the following-up and auditing in the first phase, to note any mistakes in the application before the actual launch of the service.

Testing time: 1 month(s)

Implementation

Tools used:

- It was developed the mobile application cross-platform which based on the (Phone gap), and the reason for choosing this platform to reduce the cost and provide the application on multiple platforms
- It has been using HTML5, JQuery, ASP.NET to build multiple layers of integrated project.
- Making sure of the readiness of the selected area to distributing, and preparing, and the division of lands, and making sure that they don't have service, And attach the approved scheme by the Municipality for the area in the form of plots of land equal in service.
- The formation of a working group within the Municipality from all the relevant sections to coordinate and prepare for the launch of the service

Resources used:

- Because of the lack of human resources we had to get help from external sources, and the average cost of the application price from suppliers about 0.8 million dirhams, and as a result of meticulous planning by the programming team at the IT Section and doing most of the work in the background screen, cost has been reduced to only AED 114,500.
- Customer link to attend the providing service centers or paperwork, but quick and easy access to comprehensive service and procedures led to the complete dispensing with the procedures that were done in advance.
- The expected pressure on the application beginning to open the door to customers reservation at one time to complete the reservation process, was exceeded this challenge through the experimental phase of the service.
- Personal Capacities and skills of customers in the use of technology and modern equipment, has been exceeded this challenge through introductory workshops.

Implementation time: 2 month(s)

Challenges and solutions

- How far the customer accepted the idea (my land, my choice) to provide smart service, was resolved by intensify introductory workshops and allocate a certain team for publishing and guidance.

Lessons Learned

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- The ability to add and activate other smart services that helps reduce the pressure from the main center.
 - Diversity of tactics and smart modern services which contribute to raise customer satisfaction and bring happiness to them.
 - The application of modern smart services contribute to reduce the steps of service and simplification of procedures
 - Through smart service and application that has been opened to add the largest number of characteristics of the area could not have been presented in the traditional mode.
 - The need to update customer information, validating to avoid errors.
 - The importance of taking notes and suggestions from customers into consideration in the development process because of its impact in improving services.
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Conditions for success

- Provide all services related to the land to the customer through smart service.
 - Enhance motivation and staff motivation for innovation and improvement to give priority to customer needs.
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