

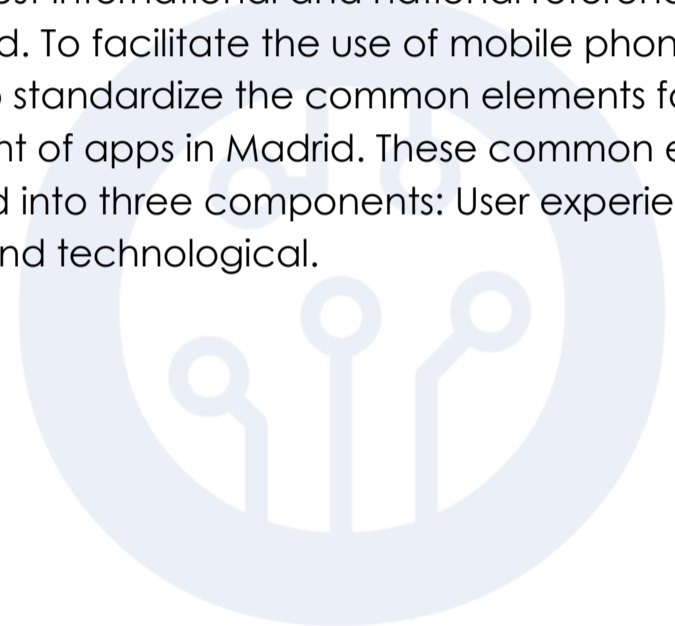
Why? Because most of us use mobile phones in our daily lives and their use has a high introduction and acceptance in society. For this reason, the principle of "Mobile first" has been coined; mobile first, which means promoting access to public services through mobile phones.

What for? To reduce deadlines, facilitate access and use of the services and make them more simple, understandable and friendly. The incorporation of the mobile requires and implies previous redesign work to simplify, rationalize and normalize the services for their adaptation to the digital context.



Facilitate the mobile channel as a means of relationship and presentation of services to allow easier, more comfortable and faster access to municipal and city services. To this end, the common modules of Madrid City Council's different apps are standardised and blocks or components are built that can be reused in apps.

How? The best international and national references have been studied. To facilitate the use of mobile phones, it is proposed to standardize the common elements for the development of apps in Madrid. These common elements are grouped into three components: User experience, functional and technological.



OFFER CITIZENS

01

Clear, friendly and accessible communication

02

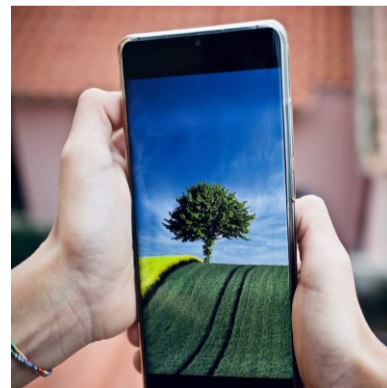
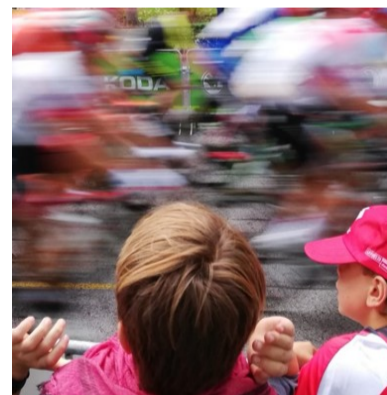
Madrid_ON: Services always open and available 24x7

03

Put information closer. Geolocation of activities, assets, services and programming

04

Advance in collaborative management: The citizen as a prosumer of municipal services.



NEXT STEPS

- 3 projects to improve the usability and accessibility of apps
- 11 functional projects to build reusable modules for different apps
- 10 technological projects to establish common and homogeneous blocks