

Prepared by : Pranav Patade

Email : pranav.patade@gmail.com

Linkedin : <https://www.linkedin.com/in/pranavpatade>

Apps developed : SelfSurveyApp (<http://www.selfsurveyapp.com/>)

PMO application is being designed to reach out to masses effectively. So major focus is given on distribution of information, **making people interact with PMO** and take interest in government initiatives. A user shouldn't be restricted because of technical and financial limitations so technical requirements have been suggested to make this app successful. In order to make this app effective Users behavior needs to be studied through Analytics. Kindly go through other two sections (**Technical Requirements and Analytics**) for more information.

#INFORMATION

- 1) Application to be **integrated with Facebook and Twitter** to display social media updates from PMO social media account. Application Users to be allowed to like / comment / Share.
- 2) A separate page providing list of new schemes and initiatives by GOI. Details to be displayed on clicking the desired one. Information to be categorized for better display. **People can comment / like / dislike the initiatives.**
- 3) Timeline features displaying the events and steps of execution in a government project with latest updates on current status. Same can be integrated with **Google maps wherein information about project** can be displayed directly on map. **e.g. popularity support by people to the project region wise.**
- 4) A widget to be developed that will reside on mobile device home screen that displays summary of notification. This will keep users engaged in the application. Users can subscribe to receive updates on categories mentioned in point (2). Updates about top 4 categories will be displayed on the widget. Info displayed in tiles format appears to be suitable implementation.



5) PMO office information

- a) Information about PM India and cabinet ministers
- b) Other information like eBook, RTI details, Press release, Speeches in written format – with download features for content in pdf

6) FOR PMO USER: A web portal accessible to PMO network to be developed to allow PMO members to update content and respond to data collected from the app. The web should also provide reports that will process the analytics data and display in desired format.

#BROADCAST

1) Users to be informed based on their preference to receive updates. Like application notifications, Email, SMS. Important notifications can be sent directly in form of SMS considering the severity of the updates (e.g. Natural Calamities, communal violence etc.)

2) Information about current PM activities being shared through various Social media accounts can be aggregated and displayed categorically as, Podcasts, Webcasts, videos, photos.

3) Live Audio / Video streaming of events to be available to the Users. Users can attend these streams irrespective of them being able to listen / watch them via traditional media sources like radio / Television. Will be helpful for Indians outside India having limited / no access to AIR or National TV channel

#INTERACTION

1) **User opinion polls on various items where PMO thinks a public opinion is desired.** This will be an option based poll where user has to select either of the options to share their opinion.

2) **Public opinion surveys:** This will be a more descriptive form of opinion sharing wherein user will complete a Questionnaire and the opinion can be gathered

3) **These survey can be targeted to specific audience using demographic info from social media site OR linking AADHAR / PAN with Social ID (Facebook, Twitter etc.)**

4) User opinion / feedback gathered through social media integration mentioned in point (1) of #INFORMATION with support and comments over various information items.

5) **Users can directly share their ideas** through this app that will post directly to MYGOV.IN. This feature will come handy wherein users can directly post to MYGOV.IN through the mobile app.

6) Users can directly write to PM as available on PMO site.



TECHNICAL REQUIREMENT

- 1) App to be developed in a way that it can be easily ported to **various popular mobile platforms** like Android, IOS, Windows, RIM, Symbian. A version of app to be developed that can be installed on various low end phones. Most of the phones allow Java based softwares to be installed. Features can be added based on availability of hardware/software in target OS
- 2) App to be distributed with a centralized mechanism which will allow analyzing the usage. Just like Google playstore where statistics are displayed informing the current installs and total installs is available.
- 3) In order to make this app available to all classes of population. **Data traffic for this app can be made free by associating it with initiatives like Free internet.** Currently available is Freeinternet.org.
- 4) App should be **multilingual** wherein user can set their preferred language for the content.
- 3) App should have provision for gathering analytical information from users so that app can be further improvised based on users usage. A single analytic system that will work against all platforms need to be used / developed.

Analytics:

- Location of user to be stored for clicks / comments – Stored locations can be used to analyze the region wise support to an idea / poll / informational post
- Age group can be tracked in order to study the age group of people tracking the updates – Will be helpful in knowing the interests of citizens of India effective medium to know what everyone is watching and supporting
- Categories of information to which users have subscribed as mentioned in point 4 of #INFORMATION
- All of this information can be aggregated and used to study the response to a post / information.
- Sample scenarios to understand the usage
 - **Scenario 1 :**
 - Government has taken an initiative to build a Dam in a certain locality. Users like / dislike this initiative.
 - Government can see support from various regions to the initiative. **Response from the users in vicinity of the proposed dams plays important role in decision making**
 - Comments that have received more likes can be read and taken into consideration during decision making
 - **Scenario 2 :**
 - Government has launched a competition for youngsters
 - Government can study the response (likes / shares / comments) and analyze the popularity of the competition or campaign
 - Age group tracking can help in designing content for a specific audience.



- Audience group can also be created based on profile information from social media profiles
- **Scenario 3 :**
 - Government can see the number of subscribers to information categories and based on other analytical parameters can study behavior and interests of people of India
 - Age group, location and social media profiles can be used for this study.

