

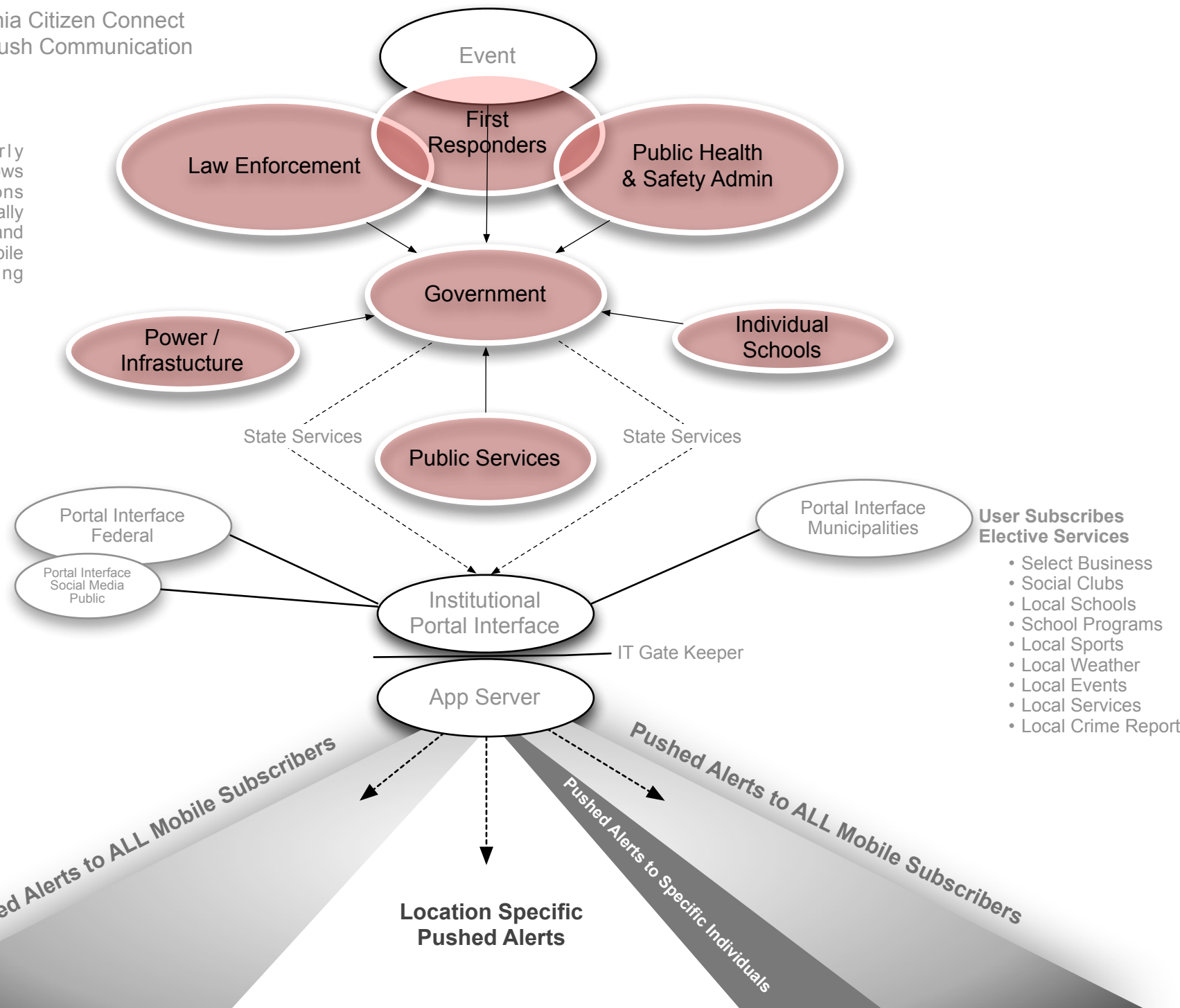
Enterprise Mobility

Internal Website Overview

Kevin Thompson

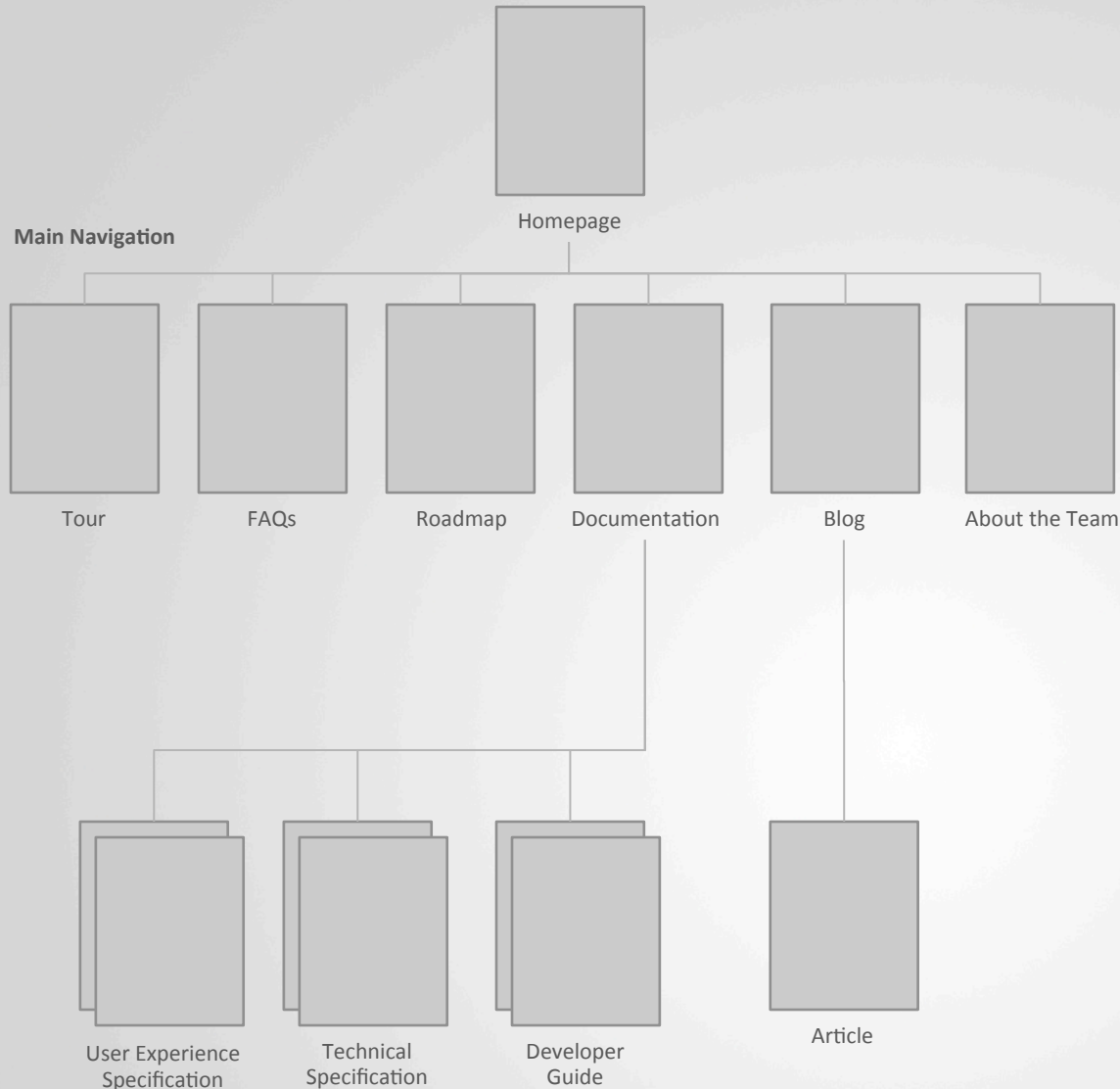
State of Pennsylvania Citizen Connect mobile Statewide Push Communication app

Thesis:
 One stop singularly purposed tool that allows critical communications and alerts to be centrally aligned, coordinated and pushed out to the mobile devices of subscribing state residents.



- User Subscribes Elective Services**
- Select Business
 - Social Clubs
 - Local Schools
 - School Programs
 - Local Sports
 - Local Weather
 - Local Events
 - Local Services
 - Local Crime Report

Website Information Architecture



Target Audience:

IS&GS business development staff and product line program managers.

Goal:

Provide our target audience with the information they need to understand our vision for enterprise mobility so that they can effectively communicate its value to external customers.

Key Artifacts:

- **Product Vision**
Communicate the product's value proposition, core capabilities to be delivered to the key user personas, and high level description how product will be implemented.
 - Citizen browser – brief overview of how the app browser could be leveraged to delivering a unique mobile experience for US citizens that need mobile access to government services and information.
- **Tour**
Provides an interactive tour of the user experience delivered by the app browser.
- **FAQs**
Answers to commonly asked
- **Roadmap**
Details planned and proposed 2012 / 2013 product features along with key development milestones
- **Documentation**
Technical specifications and developer guides
- **Blog**
Program news and updates
- **About the Team**
Overview of team members and associated roles and responsibilities

Tour Outline

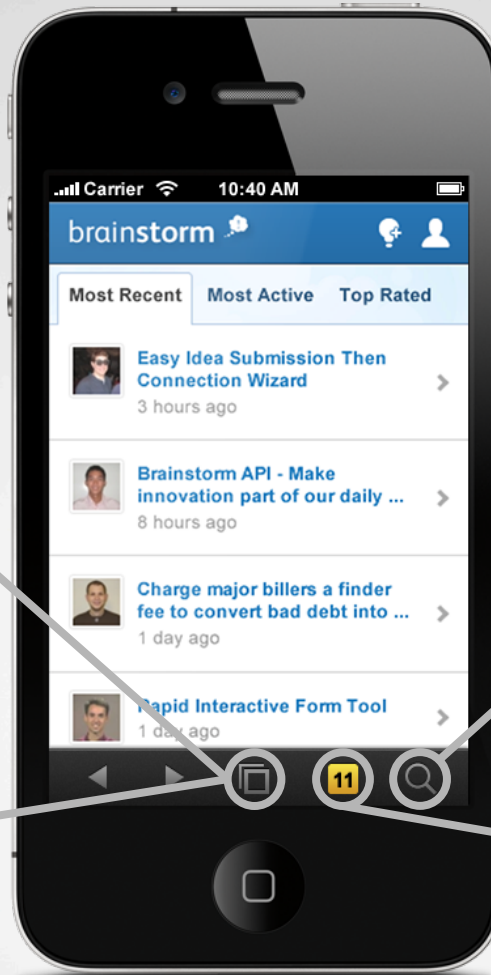
Scene	Key Messages	Visuals
1	<p>Securely access from your personal mobile device Access the enterprise data and information from a single, secure app loaded on your personal mobile device.</p>	<ul style="list-style-type: none">• iOS springboard: <i>click app</i>• App Browser splash screen: <i>show 1 sec</i>• Logon screen: <i>slide up login, click in password field, click login button</i>• Splash screen loading: <i>show 1 sec</i>• News App:• Launcher: <i>show empty browser and slide up launcher.</i>
2	<p>Quickly launch key enterprise apps The app launcher provides quick access to your most frequently used apps. All accessible apps feature single sign on eliminating the need to enter a username and password for each app.</p>	<ul style="list-style-type: none">• News App: <i>Click launcher icon in browser toolbar, launcher slides up</i>• Launcher: <i>click on budget vs actuals app, show app transition</i>• App loading transition• Budget vs actuals app
3	<p>Discover mobile enabled enterprise applications. Browse a catalog of mobile optimized apps and add them to your app launcher for quick access.</p>	<ul style="list-style-type: none">• Budget vs actuals app: <i>click on launcher icon, slide up launcher</i>• Launcher: <i>click store icon</i>• Store: <i>click on brainstorm icon in featured section</i>• Adding to launcher screen• Launcher: <i>click on brainstorm icon</i>• Brainstorm app
4	<p>Take action on time sensitive information or actions. Receive alerts when you need to check for apps for important updates or need to take take action on important employee related deadlines.</p>	<ul style="list-style-type: none">• Brainstorm app: <i>click on notifications icon slides up notifications modal</i>• Notifications modal: <i>click to scroll up notifications list, click on time keeping notification</i>• Time keeping app

App Browser (iPhone)

Launcher



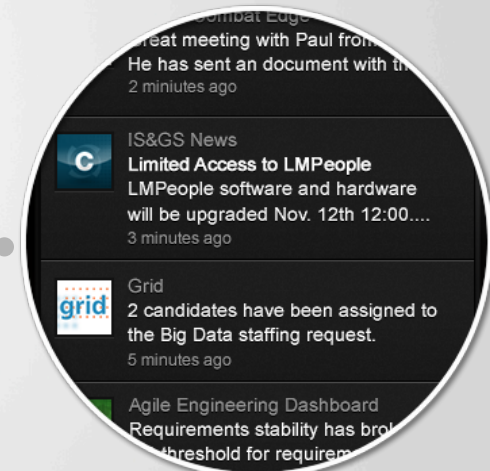
Catalog



Unified Search



Notifications Center



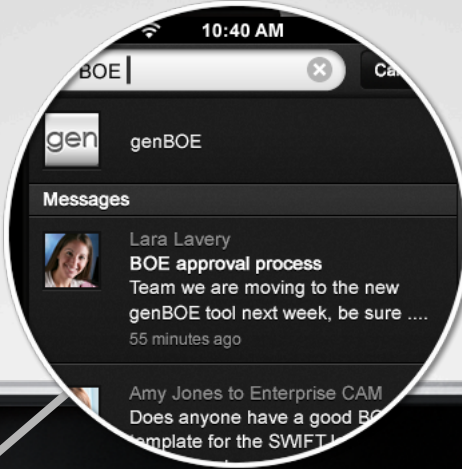
Concept Art

App Browser (iPad)

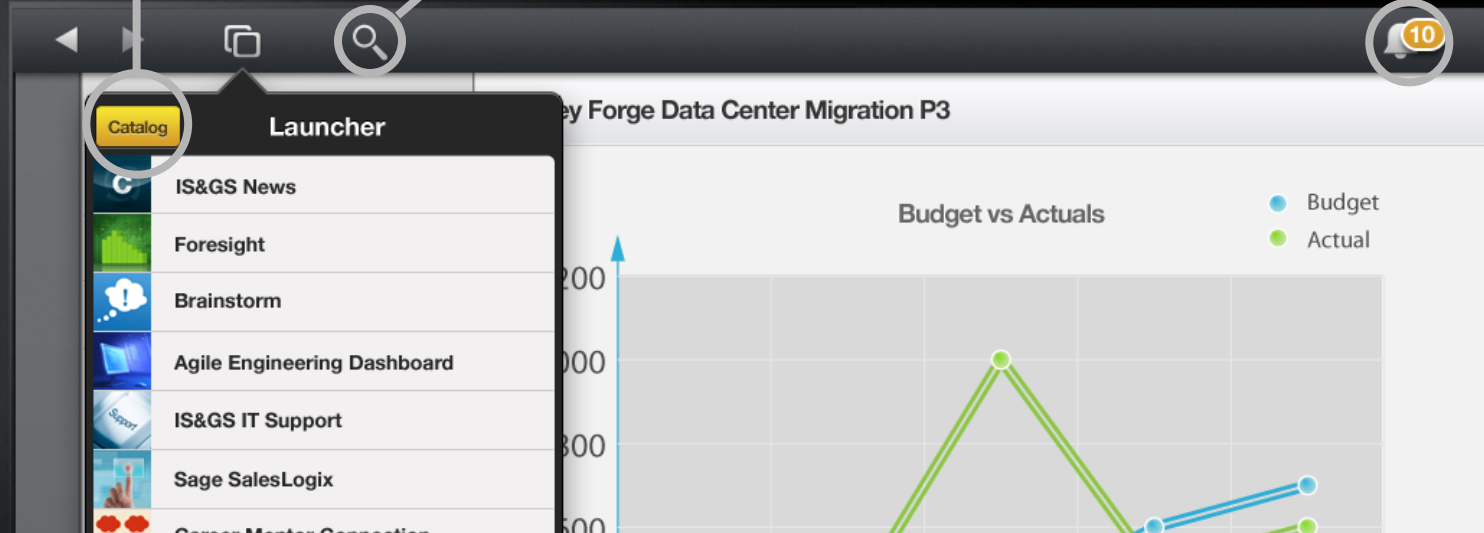
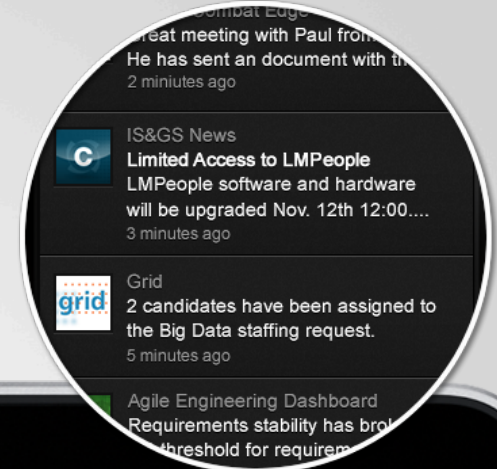
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Unified Search



Notifications Center



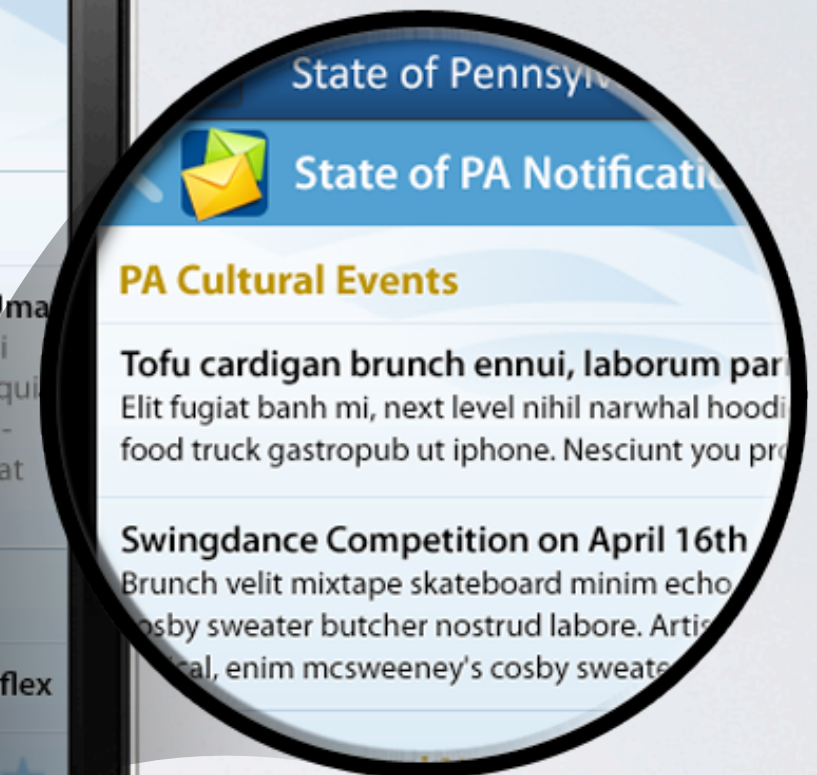
State of Pennsylvania MobileSuite

1 native app for PA provides a cohesive, robust mobility center for all state services



State of PA App Catalog

Add and manage an extensive array of official State of Pennsylvania mobile HTML5 apps inside a secure, native app experience.



News and Notifications

Access timely official state news, updates and information on the main app screen or drill down into the **State of PA Notifications App** to browse or search through a user-customized list of category-filtered notifications.

State of Pennsylvania MobileSuite

Harnessing the benefits of mobility

The State of PA App Catalog features a wide collection of state-specific HTML5 apps that specifically leverage the real-time and location-driven affordances unique to the mobile device interaction space. Previously disparate services now share the common dataspace unified through the native experience.

A Pennsylvania-Specific Service Suite

All the apps in the PA App Suite address the particular needs of citizens, employees and the actual State of Pennsylvania.

MyPA Profile

All users of the State of PA Mobile Suite create a MyPA Profile during set-up. Now filling out government forms, renewing various official licenses and providing basic personal information is as easy as swipe-dragging the MyPA Profile icon from the app chrome onto the target object.



State of Pennsylvania Citizen Connect App

Mobile, Statewide, Push Communication system for an “On the Move” citizenry

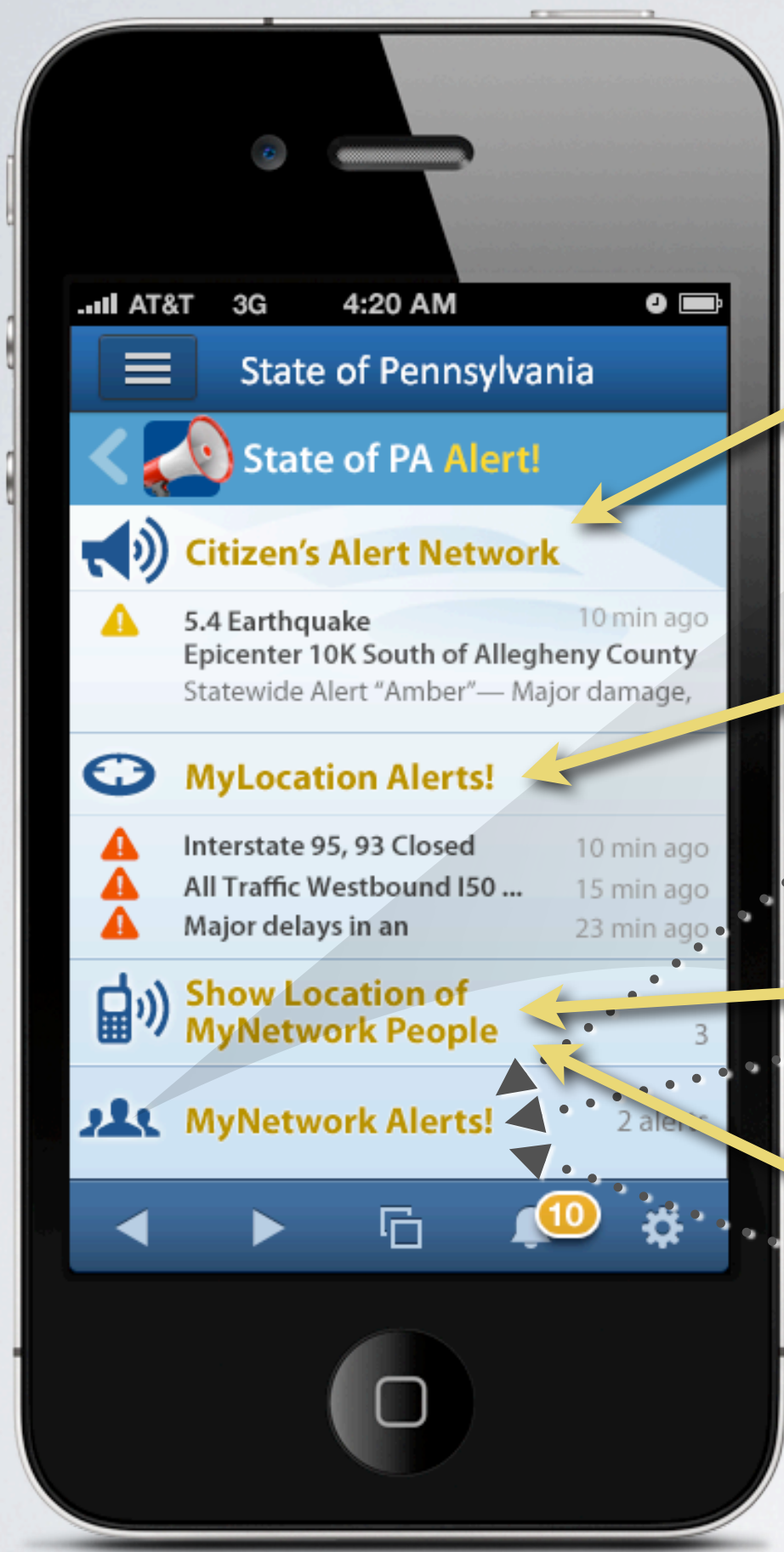
The purpose of this app is to push critical emergency information as alerts by leveraging mobile technology and location services. The pushed alerts utilize mobile location services to inform and connect individuals and services as well as provide situational awareness of the event.

For the average citizen this downloaded app is a one-stop, set it and forget it operation, always on, resource for our hectic constantly “On the Go” lives.

Now critical communications, alerts and important information with contextual relevance can be provided by the state in a timely manner. Critical information is no longer buried and scattered across disparate government sites. Alerts instantly come within the time and location-specific context of the user. Alerts from various government agencies all broadcast maintained and conducted from a single, secure portal.

These alerts are coordinated, aligned and dispersed from the state communications officer for Health and Public Safety (as they are today, but also onto the app server). Individual agencies can also access the secure portal to input and update critical information. The updated information is passed through the portal to the app server. The app server then pushes the updates to the citizen subscribers.





The State of PA: The Event

At 4:10 PM there is a 5.4 earthquake just outside one of the state's busiest cities and most populous urban area. The governor has issued a state of emergency. Various government agencies are called into action. The situation is extremely fluid and very dangerous with widespread power outages, massive aftershocks and general confusion. Locating loved ones and passage to a safe location is key.

Tom O'Brien (Executive, father and husband)

Location: Business Tower Downtown Pittsburgh

At 4:20 Tom receives an alert on his iPhone in regards to the quake. The alert information that Tom receives is not only real-time info regarding the quake but it is also tailored to include critical information specific to his location. Additionally, he instantly gets info about his wife's location and his daughter's school through his MyNetwork Alerts. Tom also finds out news about conditions near his family home. He sends a quick status update to his wife and daughter through the system.



Susan O'Brien (ER Nurse, mother and wife)

Location: Downtown Pittsburgh

At 4:20 Susan receives the same earthquake alert on her iPhone. She quickly scans to see further location- and network-related alerts (in this case her 'professional' network). Her first responders team have been mobilized and she can see their location on a visual map overlay. Susan switches to her 'personal' network view and she sees that her husband is downtown and her daughter is safe at home. She lets them know she's also safe with a status update.



Kelly O'Brien (Student and daughter)

Location: Pittsburgh Suburb

At 4:19 Kelly receives the earthquake alert (she has a 4G iPhone). She scans the information about her current location and sees that schools are closed but are being used as temporary shelters. There are wide scale power outages, downed lines and road closures. Kelly is at home alone. She checks her network and sees that both her mother and father are safe according to their status updates. She sets her status as 'O.K./Safe' and pushes the update to all members of her networks. Kelly's grandparents live in an entirely different state. They feel comforted by the 'Safe' status updates they receive from Tom, Susan and Kelly.

