# Mobile apps checklist

**Research and planning**

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|  | Mobile app is the best channel for delivery of the service and is fit for purpose for the service delivery, the device and the intended audience/customer. |
|  | Customer research has been conducted to assess the need and level of demand. |
|  | Check online at <http://www.qld.gov.au/services/mobile/> to ensure the mobile app does not currently exist or is being progressed by another agency and could be leveraged off. |
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**Fit for purpose – Key Considerations**

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|  | Mobile app is simple and easy to use to access information and services and complete transactions. |
|  | Mobile app adds value, i.e. allows the customer to engage with government at a time and place convenient to them; ability to use their phone’s inbuilt camera or GPS. |
|  | Mobile app connects the customer deep into the service and can provide a more personalised and timely service for the customer. |
|  | Mobile app adds intrinsic value to the customer, where repeated use is frequent, high value and high reward (e.g. features such as push notifications, fulfilment tracking, real-time information, location based context etc. can contribute to the repeated and continued use of the app). |
|  | Finding, downloading and installing the app is simple and easy and does not act as a blocker to engaging with the service. |

**Customer centric design**

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|  | Mobile app has been co-designed with customers and user testing conducted. |
|  | The Customer Experience guiding principles: Be clear; Be helpful; Make it easier; and Do what you say, were taken into consideration during the design. |
|  | Mobile app is process mapped and developed in conjunction with existing service delivery channels. |
|  | Mobile app is free by default. |

**Development**

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|  | Give consideration to the development/promotion of mobile apps using open data and exposed APIs. |
|  | Consistent government editorial style guide and language used to that used in existing service delivery channels. |
|  | Government branding is considered using the following three visual aids:   * Mobile single website experience (SWE) at [www.qld.gov.au](http://www.qld.gov.au) * Community engagement campaigns * Non government. |
|  | Consider Apple and Google design guidelines. |
|  | Mobile app considers a wide range of platforms. |
|  | Ensure the mobile app integrates with existing systems and processes. |
|  | Consider offline syncing to enable access to data and content. |
|  | Ensure thorough testing of the mobile app, inclusive of customers who may have limitations such as vision, hearing, speech, dexterity and cognition. |
|  | Consider updates to the smartphone platforms, operating systems and browsers and ensure it is addressed contractually with the vendor prior to development. |
|  | Capability to advise the customer if the customer’s data is likely to be captured and may remain on their device or become the property of the government. |
|  | Assess the privacy impacts at the development stage to identify and plan how the agency will meet the requirements of the *Information Privacy Act 2009* (Qld). |
|  | Document how the agency considered privacy at key stages of developing and operating their mobile apps, for example, by completing a Privacy Impact Assessment. |
|  | Ensure appropriate security measures are in place. |
|  | Ensure appropriate reporting has been set up for the mobile app to enable monitoring and tracking to inform and determine improvements to mobile service delivery. |
|  | Ensure monitoring and analysis code (such as Google Analytics 360) has been implemented, and tested. For further information email the Channel Improvement team at [online@qld.gov.au](mailto:oss.products@dsiti.qld.gov.au). |

**Publishing and Distribution**

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|  | Ensure public facing apps are published on the appropriate official stores such as App Store, Google Play or Store. |
|  | Ensure internal government facing apps are not published on official stores, but through an Enterprise store. |
|  | Ensure apps are published using the same developer account ‘Queensland Government’ for all apps. |
|  | Ensure store descriptions promote the app. |

**Prior to go live**

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|  | Ensure staff across all channels are aware of the app and have undertaken training of the mobile app and can assist customers if required. |
|  | Reassess the privacy impacts of the app regularly, for example, when they update the app or release new features. |

**Marketing**

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|  | Consider how to market, promote and communicate the mobile app to ensure it is downloaded and used. |

**Post go live**

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|  | For public facing mobile apps, register the mobile app by email to: [online@qld.gov.au](mailto:oss.products@dsiti.qld.gov.au) for inclusion on the Queensland Government mobile apps register at <http://www.qld.gov.au/services/mobile/>. |
|  | Mobile apps for internal government use should be added to [www.forgov.qld.gov.au](http://www.forgov.qld.gov.au) by emailing For Government at [forgovcontent@dsiti.qld.gov.au](mailto:forgovcontent@dsiti.qld.gov.au). |
|  | Conduct performance measures on the mobile apps to ensure its meeting the desired expectations. |
|  | Ensure the mobile app is updated and maintained as required. |