

Case Study

**An
Omnichannel
Strategy for
Improving
Citizen
Engagement**



Background

Mission Viejo, one of the largest master-planned communities located in the United States wanted to engage its community & residents better by delivering best-in-class web and mobile experience. Ameex was approached to enhance their website and build a new mobile app that allows citizens to access information faster and learn about the services offered by the city easily.

Roadmap Development

Being early adopters of innovative technology solutions, the city wanted to strengthen its digital presence stronger by delivering highly engaging experience across devices. Our team of Digital Strategists, Drupal Consultants, and UX Experts worked very closely with their internal stakeholders to identify user experience gaps, assessed the platform capabilities, and developed a strategic roadmap to deliver optimum experience across channels.

Initial Findings and Proposed Solution

Website

- High developer dependency for content authoring and publishing.
- Site navigation challenges and broken links affected user experience.
- Improper functioning of key features such as events, calendar, and site search.
- Issues with the hosting server resulted in slow-loading pages and poor performance.

Mobile

- Mobile app was built on proprietary technology and it is not very flexible or customizable.
- Large app size (150 MB) made users refrain from downloading it.
- App content was stored locally by JSON resulted in frequent data storage and management.
- Required better app permission management to overcome privacy concerns.
- High on maintenance.



Having a track record of building next-gen digital solutions for cities and government agencies, our team proposed a solution of leveraging Drupal's backend to manage website and mobile experience.

Incrementally Enhancing the Web Experience

Phase 1: Upgrading the Drupal site

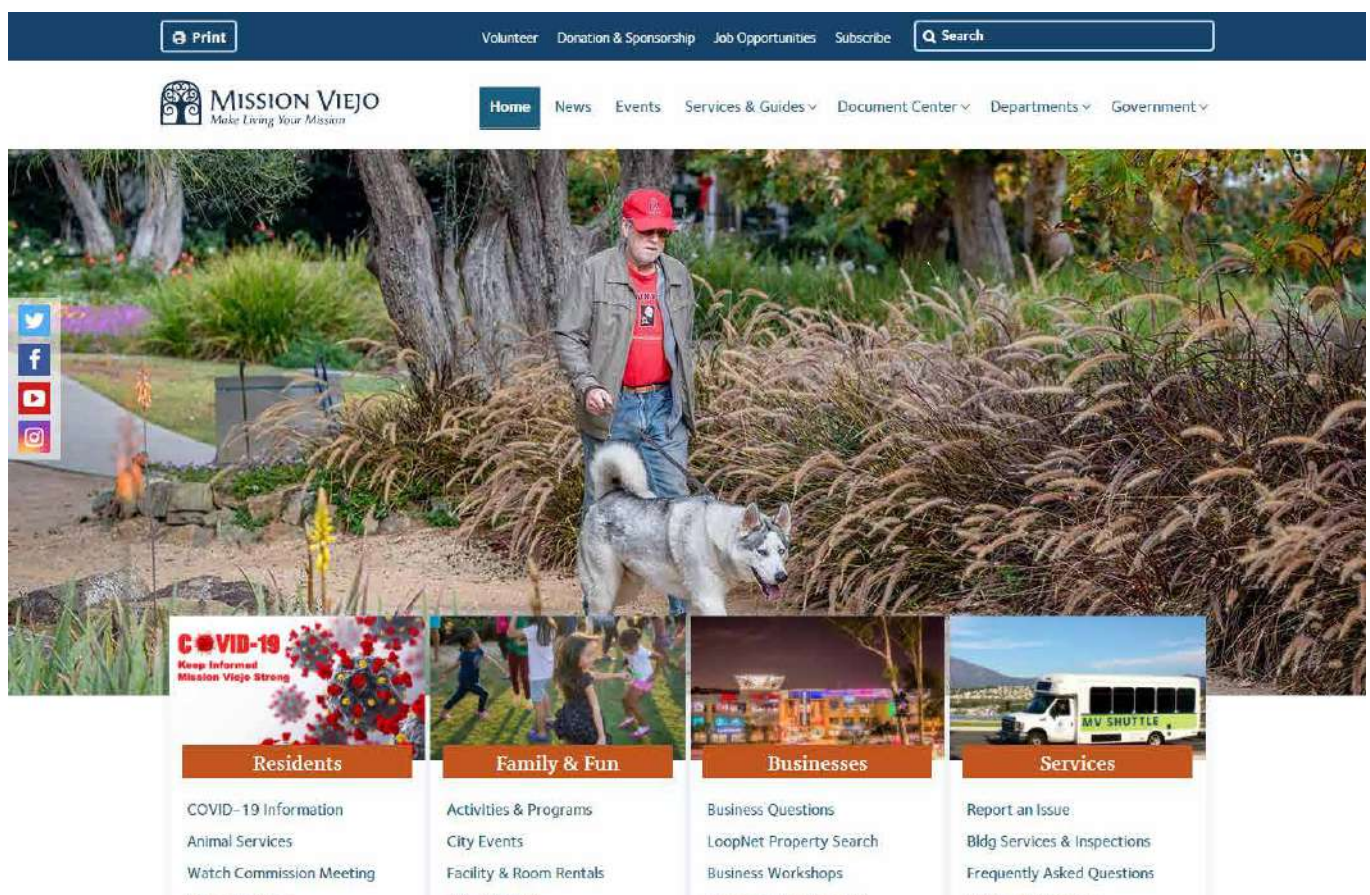
- Drupal site was upgraded to the latest version which improved content authoring experience.
- All broken links were removed or redirected and sitemap is configured better.
- Look and feel of the calendar functionality was improved and it displayed the events accurately.
- Solr search was updated to the latest version to deliver fast and accurate information on the site. We also enabled categorization of search results to provide better access to information.

Phase 2: Improved Navigation Experience

- Information architecture was re-engineered to make navigation easier.
- Redesigned the pages to overcome current friction points and made users get quick and relevant information with minimum clicks.
- Built an easy-to-use forum section to help citizens and residents to express their opinions and improve connections.

Phase 3: Cloud Migration

- Migrated the website to AWS cloud environment for better scalability and performance
- Hardened the infrastructure by following best security practices.



Building a cutting-edge Mobile app on Drupal & Flutter

We devised a cross-platform framework for building the new mobile app where the frontend was built on Flutter and the content is augmented from Drupal's backend API. This innovative mobile architecture helped in,

- **Native Mobile Experience:** Frictionless experience for both iOS and Android users.
- **Faster Development:** Single code base for multiple operating systems saved up to 80% of the development time.
- **Low App Size:** Lighter framework helped in reducing app size drastically.
- **Easy Maintenance:** Security patches and platform updates can be installed easily.
- **Cost Advantage:** Reduced overall app development & maintenance cost.

Unlocked the full potential of Augmented Reality (AR)

The client had implemented AR functionality to display hotels and shopping centers in the city. We migrated the same to the new mobile platform without any code loss and also made UX enhancements to provide deeply engaging experience.

Empowering Content Authoring Experience

With the decoupled architecture, content authors can easily edit or publish content with minimal developer support and provide information to citizens quickly.

Resolving Privacy Concerns

Best security practices were followed to prevent data leaks and security threats. Basic data encryption was enabled by default to protect users' personal details.

Offline Mobile Access

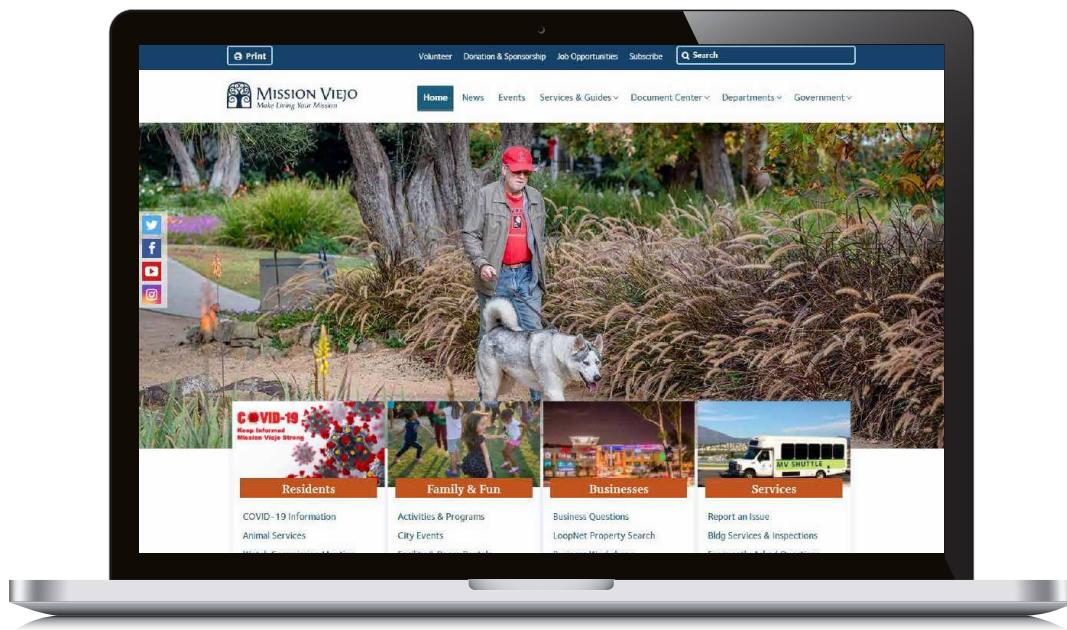
Due to poor network reception in some parts of the city, we developed an offline mode in mobile app that allowed users to access their data, save interactions, and communicate when the network is available.



Value Delivered

Website

- **Easy Content Authoring Experience** – Empowered the internal teams to create content with minimal developer support.
- **Improved User Engagement** – Seamless navigation experience helped citizens to access information faster and improved user engagement significantly.
- **Better Accessibility** – WCAG AA compliance for better accessibility to all citizens.
- **No Website Downtime** – Post our migration to AWS, there was no website downtime and improved operational resilience.



Mobile

- Significant Increase in **Daily Active Users**
- Reduced App Size by **50%**
- **Real-time Content** Updates
- **< 2 Seconds** – App page load time
- **New Intuitive Features** – Installed features like real-time news feed, shop finder, things to do, issues reporting, online services, and more.





We look forward to
hearing from you.



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