Potential user engagement features.

Making the App multilingual: Around only 10% of south Africans speak English, therefore I suggest making the app multilingual can be beneficial. (Alexander, 2024). Apps that are offered in the user's native tongue increase the likelihood that users will interact with and use them. Multilingual content enhances user experience overall, retention rates, and user happiness. For messaging apps to enable effective and varied conversation between users with various language origins, multilingual support is a must. An app's usefulness and the speed at which users can fix problems can be significantly enhanced by its capacity to offer customer help in different languages. (nandbox, 2024)

Adding Push notifications: Because push notifications enable businesses, organizations, and governments to rapidly convey information directly to people's phones, app developers use them extensively. Being able to communicate with users who have downloaded your app is not only a terrific tool, but it's also a great method to keep them interested and informed. For instance, bad weather may force a municipality to postpone a number of sporting events. They can accomplish this by making a push notification and distributing it exclusively to community members who participate in sports. Users of the app can always choose not to receive push notifications, as required by law. (Mansour, 2022)

Gamification: Fundamentally, gamification is the process of introducing features of games into non-gaming contexts in order to engage and inspire consumers. Points, badges, leaderboards, challenges, and incentives are some of the elements that turn routine work into fun activities. Gamification transforms mundane civic responsibilities into delightful experiences by enhancing interactions with pleasure and rewards.   
Municipal organizations can profit greatly from gamification. It greatly raises citizen involvement by adding enjoyment to participation. Interactive components improve education by assisting individuals in better understanding municipal initiatives. Gamification also makes complicated procedures easier to understand and transparent. (SwagSoft, n.d.)

User Feedback: A great method to boost app usage (and re-use) is to find out what users enjoy and don't like about your app, as well as what features or corrections they would like to see added. Investing in the creation of a socially active community where people can communicate with you and one another is a fantastic approach to get feedback. This will be implemented into the app. (Sendbird, 2024)

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