PROG7312 ST10088758

Part 1 – Research

There are many different strategies that could be used in a municipal application setting. The 5 examples I have chosen to research are:

* Gamification: This involves adding a gaming aspect or element to the application such as a point system or a merit system. This allows users to better engage with the application because it will give them something to work for. I think this would work well in a municipal setting because it would encourage people to report issue in order to get a better score.
* Push notifications and alerts: This would allow the application to provide continuous support and updates based on the user’s specific request. It would encourage them to be more proactive on the app if they got continuous updates on the progress.
* Feedback: This would allow users to give feedback based on the issues or the services they have received. This would help the users feel more engaged with the application if they can voice their opinions.
* Community Updates/Forum Page: This would be a page where the community members could post to this forum or page where they could log issues or discuss community issues.
* Social Media Integration: This would allow the municipality to link their live social media pages where they can post updates. An example would be linking their twitter page to the application so that any updates on twitter can also be seen through the application

Chosen Strategy – Feedback

In the feedback system, residents can give comments, complaints, and suggestions, thus creating a platform for communication between the municipality and the residents. This is very important in South Africa, with challenges of service delivery such as Infrastructure delay being very common issue. It gives residents a voice in municipalities’ service delivery and helps them place issues on the top of the agenda based on real-time feedback.  
  
It enhances transparency by enabling the tracking of the status of input, which otherwise may not be completely acted upon. This helps build trust between citizens and the municipality. In addition, it provides actionable insights that can help officials make informed decisions about improvements to services and better resource allocation. In the long term, this will foster continuous improvement of municipal services in terms of being more efficient and responsive in governance.  
  
Directly involving residents in local decision-making, the Feedback System nurtures civic responsibility plus community cohesiveness, a strategy that resonates with the delivery of better service and an engaged population.