

1 NYC MOCTO

2 LPaaS 2.0

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5 Conclusion



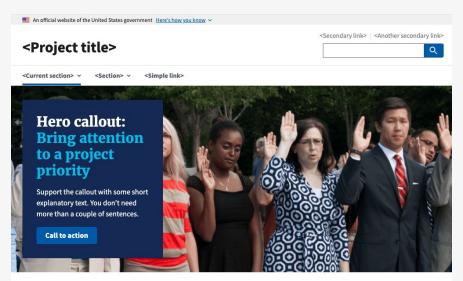
Mayor's Office of the Chief Technology Officer

- Make it easier for New Yorkers to access City services to which they are entitled
- Software Engineering under the Digital and Design Team
- LPaaS 2.0

02 LPaaS 2.0

- <u>Landing Page as a Service</u>
- City agency representatives
- Content editing made easier
- Support different themes (MOCTO, federal, etc.)
- Accessible, user-friendly, seamless, high-quality, mobile-responsive online interactions
- Saves \$25,000-\$50,000 in creating landing pages with external vendor
- Team of 2

USWDS

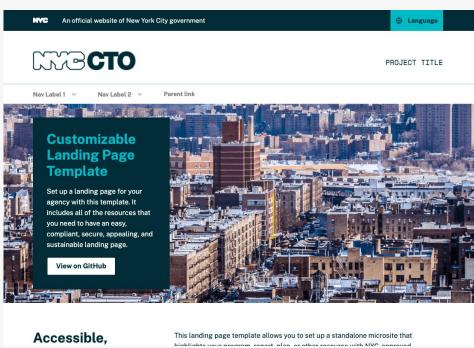


A tagline highlights your approach

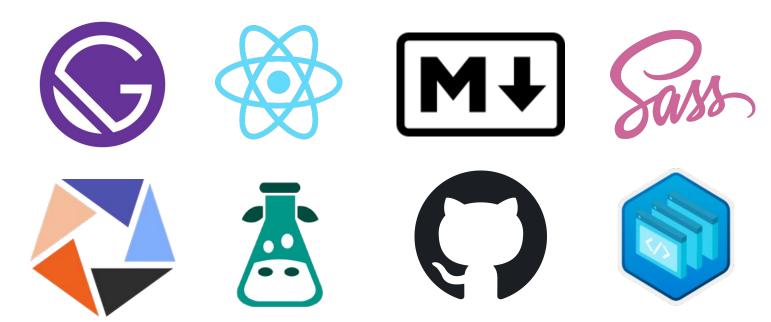
The tagline should inspire confidence and interest, focusing on the value that your overall approach offers to your audience. Use a heading typeface and keep your tagline to just a few words, and don't confuse or mystify.

Use the right side of the grid to explain the tagline a bit more. What are your goals? How do you do your work? Write in the present tense, and stay brief

LPaaS 2.0



03 Technologies





04

Learnings

- Important to follow documentation
- Best practices
- Produce more dynamic code that avoided repetitiveness (DRY)

05

Conclusion

Building tools and services with and for New Yorkers is a great experience and a blessing!



