Mycpf

description:

        "1. Encouraging voluntary contribution on top of employers' compulsory contribution, to improve retirement security\n\n2. Allowing flexible use for citizens' key life goals, but to avoid overusing Ordinary Account to fund for these items till the point it compromises retirement security.\n\n3. Encourage social transfer payments to more vulnerable in society, e.g. the elderly, and strengthen social safety net, e.g. allow children to take care of parents",

      extras:

        "1. Young adults: tapping into OA for purchase of first property;  acquaintance with the CPF system as new workforce entrants; providing a retirement safety net for parents \n\n2. Retirees looking to access their funds to drawdown for living expenses; funding children's education; making investments from CPFIS to increase the size of their nest egg",

      size:

        "1. Front banner could be used to feature whichever strategic areas that CPF wants to get users' attention, e.g. top-up parents' account, for specified time periods, e.g. Mothers' Day \n\n2. Widgets to reward user can be incorporated each time user takes an encouraged action, e.g. top up SA voluntarily \n\n3. Visual alerts, such as different colour, or modals, can be used to remind user to consider retirement adequacy if system senses a large ticket purchase, either through form input, or by numerical change in account balances at the backend\n\n4. Nudges can be used to get people to work towards the BRS/FRS/ERS, by reminding them of the distance left to hit these amounts (e.g. 'Just $24,156 more to hit FRS -- you are already 90% there')",

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NLB

description:

        "1. Allow citizens a centralised platform to surface complaints on municipal issues\n\n2. Increase the number of eyes on the ground by tapping on citizens\n\n3.Decant traffic from in-person services and phone hotlines to the app in order to provide better and timelier service",

      extras:

        "1. Individuals who want to make complaints on municipal and environmental issues affecting their daily lives”,

size:

        "One feature that can be included is to let the user feel a greater locus of control while OneService agencies tend to the request. To do so:\n\n1. Provide advisories to on what the complainant deal with the issue at a personal level first, before professionals take over the job (e.g. interim pest control)\n\n2. Provide an estimated waiting time so that there is something for the user to anchor to.", images: [

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      name: "MyResponder",

      slug: "family-standard",

      type: "emergency",

      price: 400,

      capacity: 5,

      pets: true,

      breakfast: false,

      featured: false,

      description:

        "1. Create a network of community responders to expand reach and support SCDF and ambulance services\n\n2. Increase takeup rate of first aid skills to facilitate de-escalation of emergencies",

      extras:

“1. Members of general public who are first aid trained and personally motivated to respond”,

size:

“1. Downloaders are generally aligned with the mission of the app, i.e. lifesaving. The next steps are to improve skill levels (ability) of those who downloaded the app, and alignment to purpose (willingness) of those who have yet to download it.\n\n2. Separate page featuring quick modular classes over video, and signup links to in person classes at SCDF, could be helpful.\n\n3. Instead of pitching the voluntary nature, the core message could appeal to intrinsic values, e.g. desire to help save lives and how one’s efforts could mean a lot to another family”,

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