

Federal Mobile Apps: Lessons Learned & Best Practices

Host: Mobomo – Barg Upender, CEO and Ken Fang, President

The Webinar Will Begin At 10:00 AM EST

Please review the control panel functions as shown below.

To leave the webinar, go to File menu and select "Exit – Leave Webinar".

If you want the control panel on the right to "disappear" click this button. To have it "reappear", click the button again.

If you want the webinar screen to enlarge, click this button. If you have enlarged the screen and would like it to return to the smaller version, click the button again.

To ask a question, click the button to raise your hand. Note – You can **only** be called on if you have already entered your Audio PIN.

Select if you are using your telephone or VoIP. Unless you are familiar with VoIP, you should select telephone and dial in using the numbers shown on your screen.

In order for you to ask questions using the hand-raising feature, **you must enter the Audio PIN showing on your screen.** This will allow the presenter to un-mute your line for you to speak.

To enter a question, type the question in the box and click the **Send** button. This will send the question to the Presenter.

Note – Questions typed in (as opposed to using the hand-raising feature), will be answered at the end of the webinar if there is time. If there isn't time, these questions will be responded to via e-mail after the webinar has concluded.

The screenshot shows the GoToWebinar mobile interface with the following details:
- **File View Help** menu at the top.
- **Audio** section with **Audio Mode:** Use Telephone and Use Mic & Speakers.
- **Dial:** XXX-XXX-XXXX
- **Access Code:** YYY-YYY-YYY
- **Audio PIN:** ZZZ
- **Questions** section with a list of questions and a **Send** button.
- **Name of Webinar** and **Webinar ID: ABC-DEF-GHI** at the bottom.
- **GoToWebinar™** logo at the very bottom.

Federal Mobile Applications

Lessons Learned and Best Practices in
Supporting the Mobile and Digital Agenda to
Enhance Citizen Services



Jody Engel, MA, RD
National Institutes of Health



Gwynne Kostin
General Services
Administration



LaShemma Simmons
National Technical
Information Service



Lane F. Cooper
BizTechReports

About the Panelists and Moderator



- **Jody Engel, MA, RD**, a nutritionist with the Communications Program at the Office of Dietary Supplements (ODS) at the National Institutes of Health, works to improve efforts to provide consumers with reliable, science-based information on dietary supplements. Jody initiated and lead the ODS effort to design and develop a free ODS iPhone and iPad app called My Dietary Supplements (MyDS) to give consumers an easy way to track the dietary supplements that they take and to learn about dietary supplements.



- **Gwynne Kostin** is Director, Mobile in the Office of Citizen Services & Innovative Technologies at the U.S. General Services Administration. She is working with federal agencies to clear a citizen-centric path for mobile access to government. Kostin previously was director of GSA's Center for New Media and Citizen Engagement, where she worked to make it easier for government to engage with citizens and citizens to engage with government through the development of cross agency tools, policies and services.



- **LaShemma Simmons** is a bureau spokesperson to other government agencies regarding all of NTIS Federal service and support offerings. She supports the development and implementation of NTIS sales plans, project plans, outreach activities, market research and business cases to increase awareness and participation by Federal Agencies in the NTIS Federal Service Lines of Business. LaShemma is in charge of NTIS's mobile strategy, design, and development joint venture with Mobomo, LLC to offer mobile services to federal agencies.



- **Lane Cooper** is the Editorial Director at BizTechReports, an independent reporting agency with offices in Washington, D.C., and San Francisco Bay Area that analyzes trends in business technology.

NTIS Resource for Government:

- *NTIS is pleased to announce a new service offering and educational webinar series.*
- *NTIS and its joint venture partner Mobomo (www.mobomo.com), now offers mobile strategy, design, development, and implementation services and products to other U.S. Federal Agencies looking to provide mobile solutions to their customers and employees.*



Jody Engel



Gwynne Kostin



LaShemma Simmons



Lane F. Cooper

Poll Question Number 1

State of Mobile Applications in My Agency: (select all that apply)

- *Not currently using mobile applications*
- *Exploring potential applications*
- *Experimenting with applications*
- *At least one mobile application launched*



Jody Engel



Gwynne Kostin



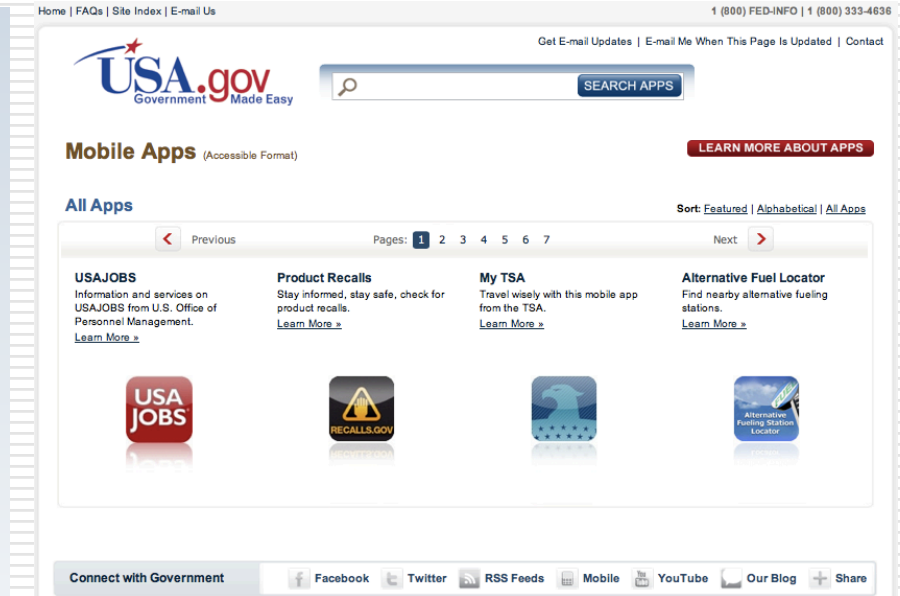
LaShemma Simmons



Lane F. Cooper

Strategic Analysis

- *Current state of mobile apps in the government*
- *What are the major barriers*
- *How have agencies overcome (success stories)*
- *What resources are out there and what is GSA doing*



The screenshot shows the USA.gov Mobile Apps page. At the top, there is a navigation bar with links for Home, FAQs, Site Index, and E-mail Us, along with contact information: (800) FED-INFO | (800) 333-4636. The USA.gov logo is prominently displayed, with the tagline "Government Made Easy". A search bar is available with the text "SEARCH APPS". Below the search bar, the heading "Mobile Apps (Accessible Format)" is followed by a link to "LEARN MORE ABOUT APPS". The main content area is titled "All Apps" and includes a sorting option: "Sort: Featured | Alphabetical | All Apps". A pagination control shows "Pages: 1 2 3 4 5 6 7". Four app cards are displayed in a grid:

- USAJOBS**: Information and services on USAJOBS from U.S. Office of Personnel Management. [Learn More >](#)
- Product Recalls**: Stay informed, stay safe, check for product recalls. [Learn More >](#)
- My TSA**: Travel wisely with this mobile app from the TSA. [Learn More >](#)
- Alternative Fuel Locator**: Find nearby alternative fueling stations. [Learn More >](#)

At the bottom of the page, there is a "Connect with Government" section with social media icons for Facebook, Twitter, RSS Feeds, Mobile, YouTube, and Our Blog, along with a "Share" button.



Jody Engel



Gwynne Kostin



LaShemma Simmons



Lane F. Cooper

Poll Question Number 2

Barriers to Deploying Mobile Applications in My Agency:

(select all that apply)

- *Policies in my agency impede pursuing mobile apps*
- *Budgetary constraints in my agency fail to fund mobile apps*
- *Lack of executive support for pursuing mobile apps*
- *Absence of technical expertise on how to deploy mobile apps*
- *Inability to map mobility apps to existing operational processes*



Jody Engel



Gwynne Kostin



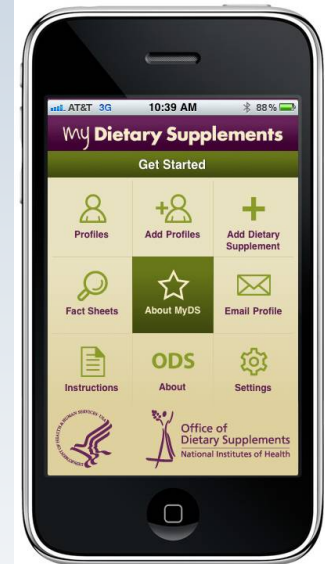
LaShemma Simmons



Lane F. Cooper

Case Study – NIH Office of Dietary Supplements

- *Drivers that led to creating a mobile app*
- *Features included in the app*
- *Obstacles to overcome*
- *Resolution strategies*
- *Other stumbling blocks*
- *When app was accepted into the app store*
- *Future plans for app*
- <http://ods.od.nih.gov/myds>



Jody Engel



Gwynne Kostin



LaShemma Simmons



Lane F. Cooper

Poll Question Number 3

Future Plans for Deploying Mobile Applications in My Agency: (select all that apply)

- *Mobile Web apps*
- *Android apps*
- *iPhone apps*
- *Blackberry apps*
- *Windows phone apps*



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LaShemma Simmons



Lane F. Cooper

Poll Question Number 4

Investment Trends for Deploying Mobile Applications in My Agency: (select all that apply)

- *We have not invested at all in mobile apps to date*
- *We have no current plans to invest in mobile apps*
- *We invested more this fiscal year in mobile apps than last year*
- *We plan to invest more next fiscal year than this year in mobile apps*



Jody Engel



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Federal Mobile Apps Resources

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