



texas.gov

The background features a person's hands holding a laptop and a tablet. A semi-transparent white box is overlaid on the center, containing the title text. The background is decorated with a network diagram of white circles connected by lines, and a globe in the center. The circles contain icons for social media and people. The text 'Government Going Mobile: What It Means for You' is centered in the white box. 'Government Going Mobile:' is in black, and 'What It Means for You' is in red. The overall theme is digital government and mobile technology.

Government Going Mobile: What It Means for You

Presented by:

Pete Eichorn
Director of Technology
Texas NICUSA

This is not a pipe. Rene Magritte (1948)



Ceci n'est pas une pipe.

This is not a mobile phone. Motorola (1973)



Ce n'est pas un téléphone mobile.

The Power of Mobile – Real-time Survey

Do you feel like the move to mobile devices has or will affect your job?

Yes / No / I don't know

Text 		
Yes	No	DK

Twitter 		
Yes	No	DK

The Power of Mobile – Survey Results

Your poll will show here

1

Install the app from
pollev.com/app

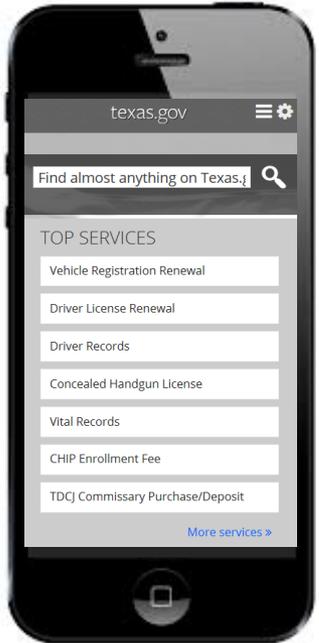
2

Make sure you are in
Slide Show mode

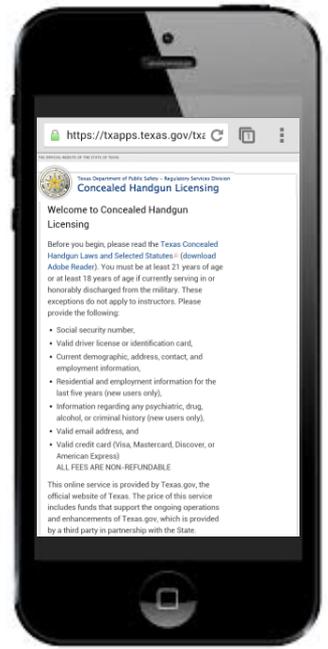
Still not working? Get help at pollev.com/app/help
or

[Open poll in your web browser](#)

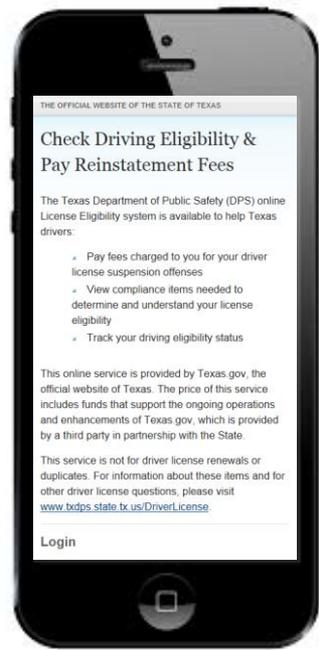
Ready or Not ... Mobile Use is an Expectation of Your Constituents



CHL
35%

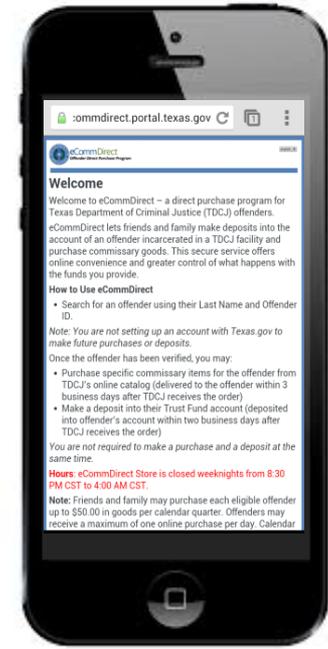


Texas.gov
22%



DL Eligibility
46%

eCommDirect
40%



DL Renewal
30%



Our Legislators Care ... Interim Committee Charges

“*Examine the public's accessibility to government services and agencies through the use of mobile applications and online services.*”

Joint charge with:

House Committee on Government Efficiency & Reform

House Committee on Technology



Demystify the Buzz Words ... Scott Adams



Mobile 101

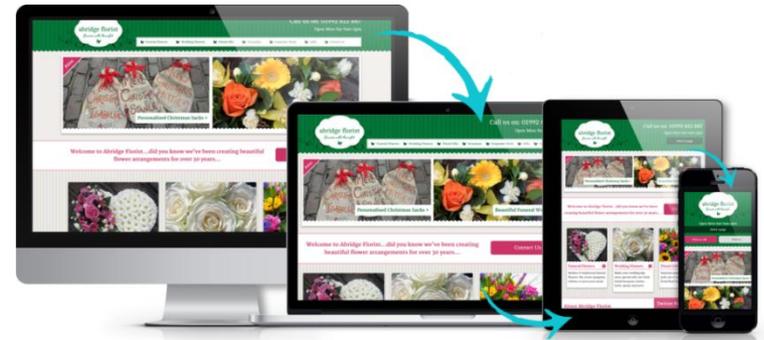


Native Apps

- Developed separately for various platforms, lives on mobile device (iPhone, Android, iPad)
- Installed via application store (Google Play, App Store)

Responsive Sites

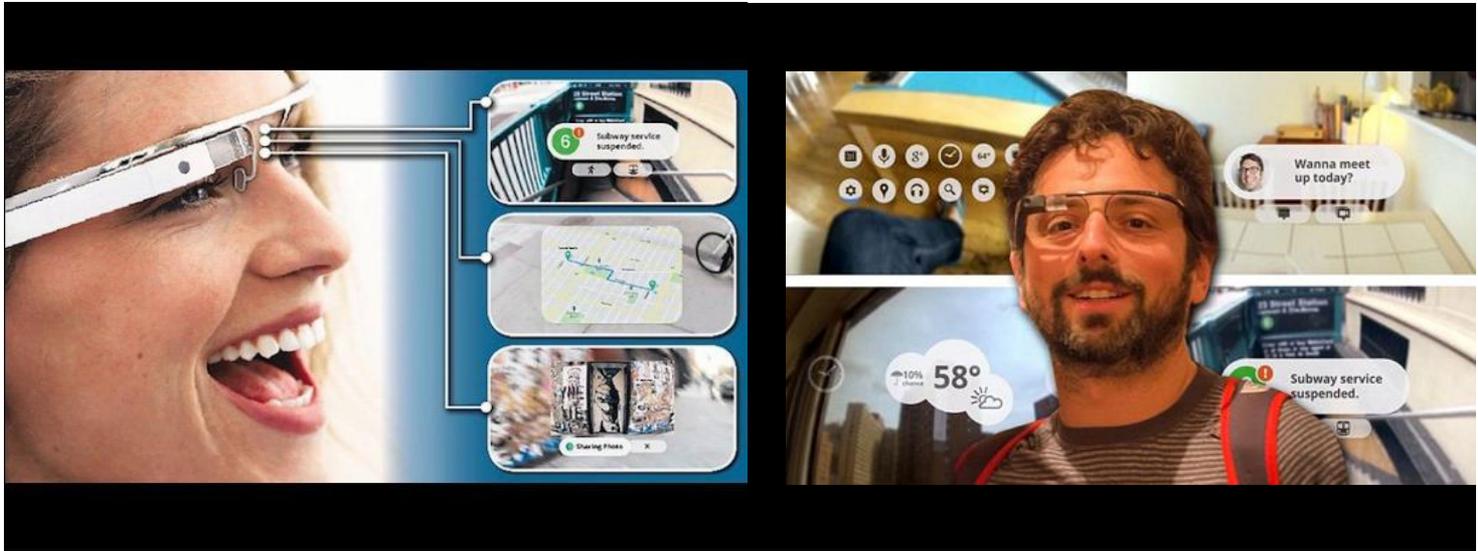
- Design method that helps website “read” what type of device is being used and adapt for that screen size
- Any changes made to website carry through to all devices



Geolocation

- Identification of a user/device’s geographic location via a variety of data collection mechanisms
- Uses network routing addresses or internal GPS devices to determine location

Wearable Tech



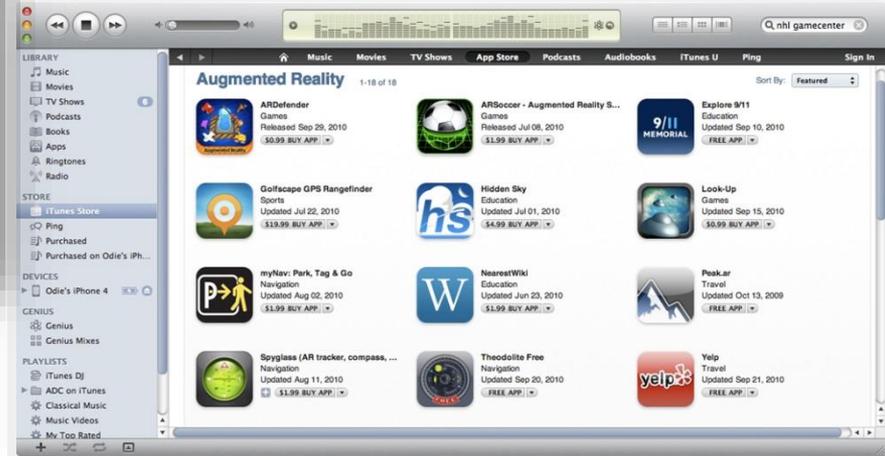
DEVICES

-  **Flex™** Wireless Activity + Sleep Wristband
-  **Zip™** Wireless Activity Tracker
-  **One™** Wireless Activity + Sleep Tracker
-  **Force™** Wireless Activity + Sleep Wristband
-  **Aria™** Wi-Fi Smart Scale
-  **Premium**



Augmented Reality (AR)

Location-Based



Activity-Based



Golf



Navigation

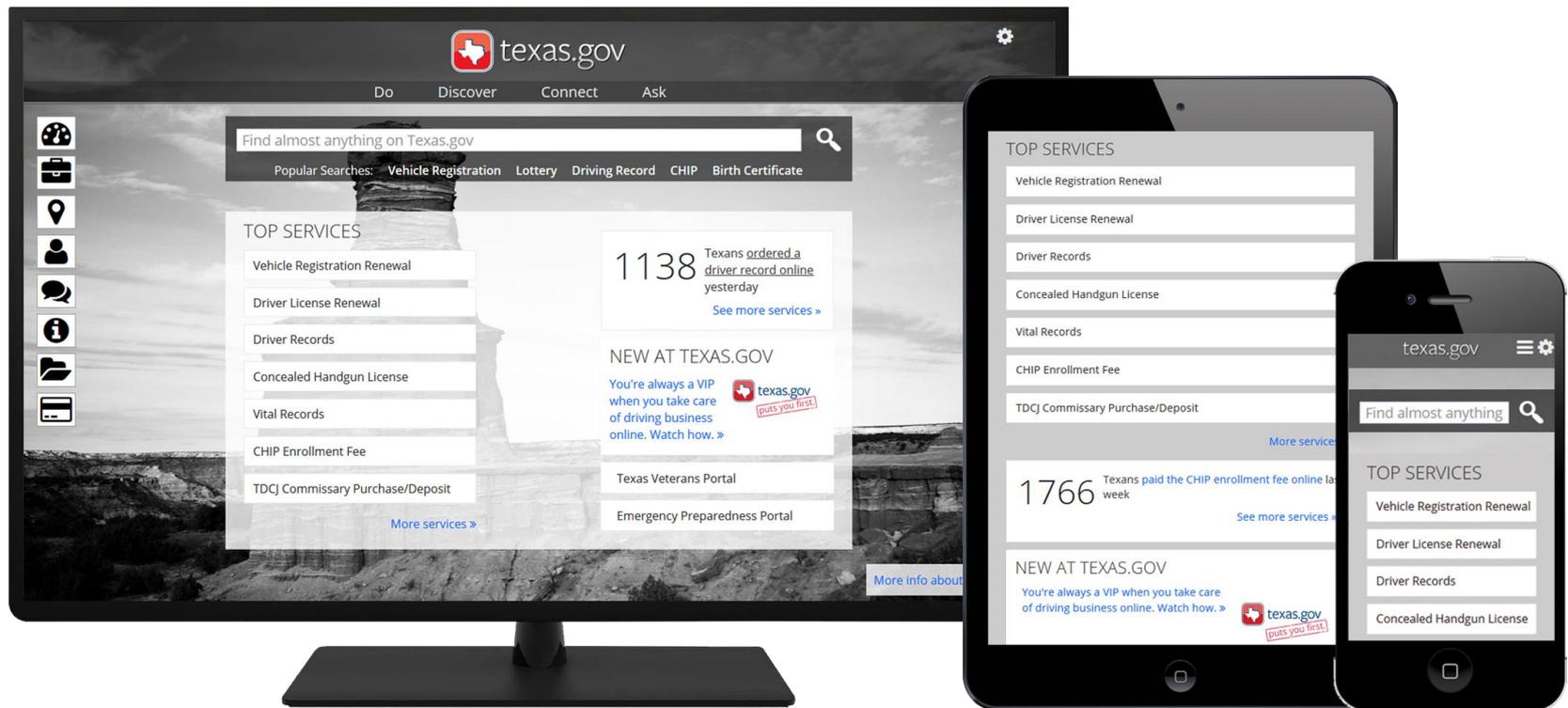


Astronomy



Responsive Design

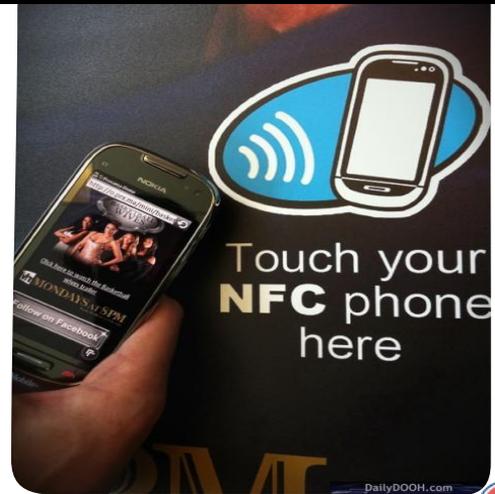
Development languages that make mobile websites look and feel like Native apps





Near Field Communication (NFC)

Devices communicate through touch

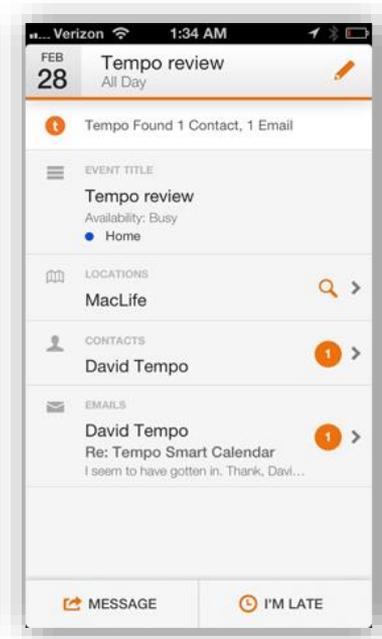
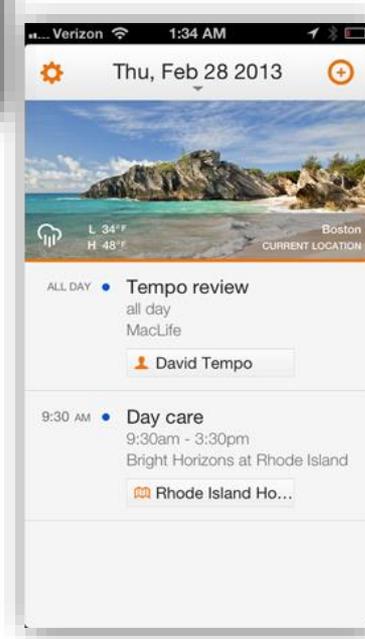
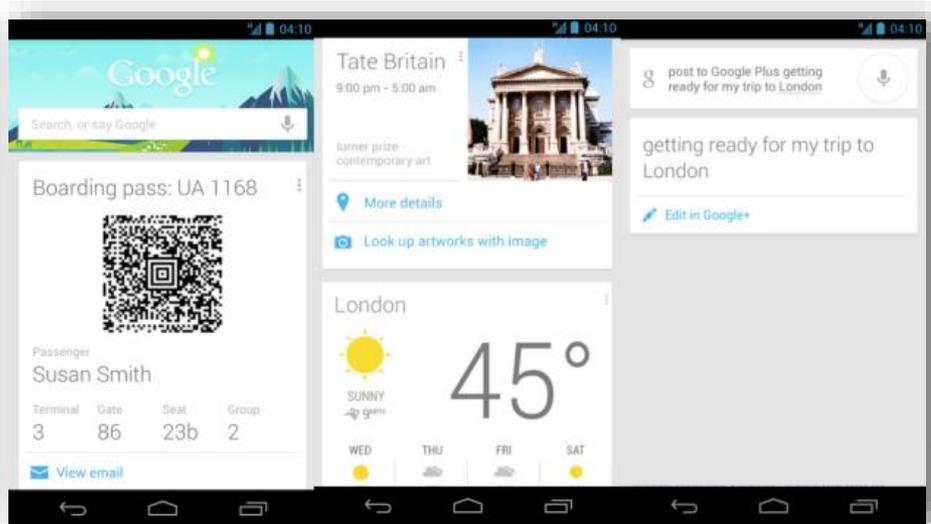


Predictive Technology



A body of tools capable of discovering and analyzing patterns in data so that past behavior can be used to forecast likely future behavior.

Predictive Technology Examples



Important Trends



Post PC Era

“Post PC Era = more mobile (smaller, thinner, lighter) + communications + apps + cloud services”

– *Steve Jobs*

Security

By 2017, consumers will spend \$2.9+ billion a year downloading mobile security software.

– *Internet Retailer, eMarketer*

Payments

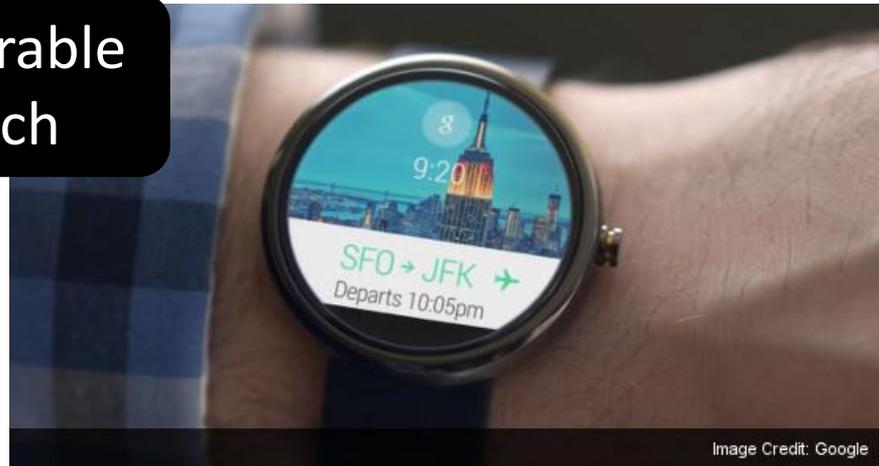
In 2013, people in the U.S. spent ~\$30 billion using mobile phones in retail.

– *Infonetics Research*

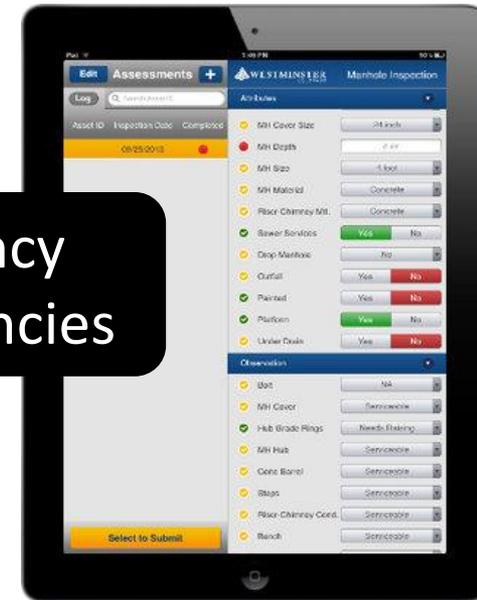


Important Trends continued ...

Wearable
Tech



Agency
Efficiencies



Social /
Crowdsourcing

DonorsChoose.org
Teachers ask. You choose.

Projects Gifts About Help Account

See what great teachers need for their students:

- Science
- Project of the Day
- Books
- Field Trips
- Projects near me
- Math
- Match Offers
- Search

New Form
Factors



A photograph of a narrow, paved path winding through a dense bamboo forest. The bamboo stalks are tall and green, creating a natural tunnel effect. The path is flanked by low, dry grass-like vegetation. The lighting is soft, suggesting a shaded forest environment. The text "Start with the end in mind" is overlaid in white, sans-serif font across the middle of the path.

Start with the end in mind

Identify curious advocates



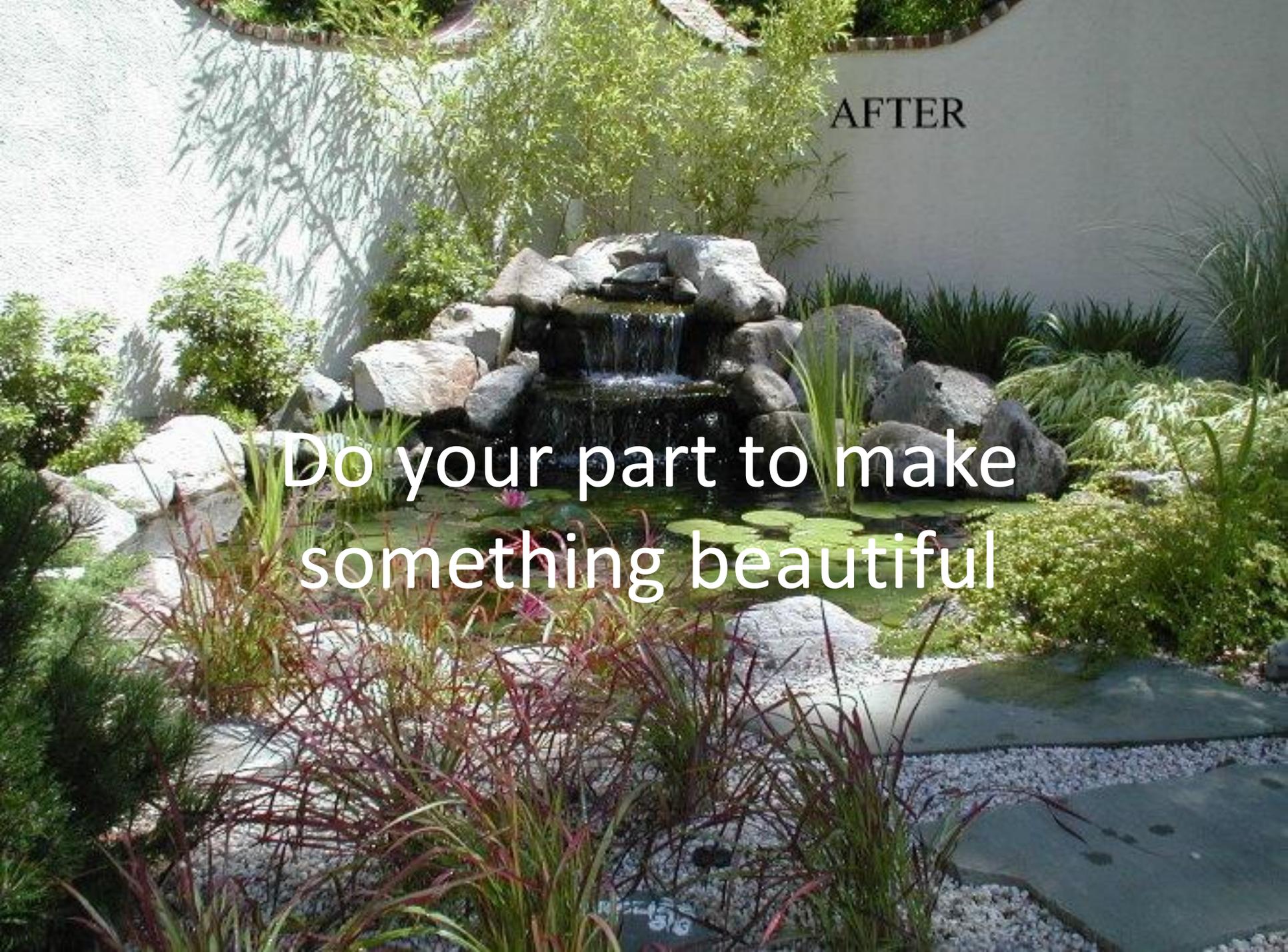


Start small



BEFORE

Decide on an
implementation approach



AFTER

Do your part to make
something beautiful

Contact Us

We're here to help! Feel free to contact us:

Pete Eichorn, Director of Technology

Email: peichorn@egov.com

Twitter: @pkeich

Phone: 512.501.5996

Visit [Texas.gov/Solutions](https://www.texas.gov/solutions) to learn more!

