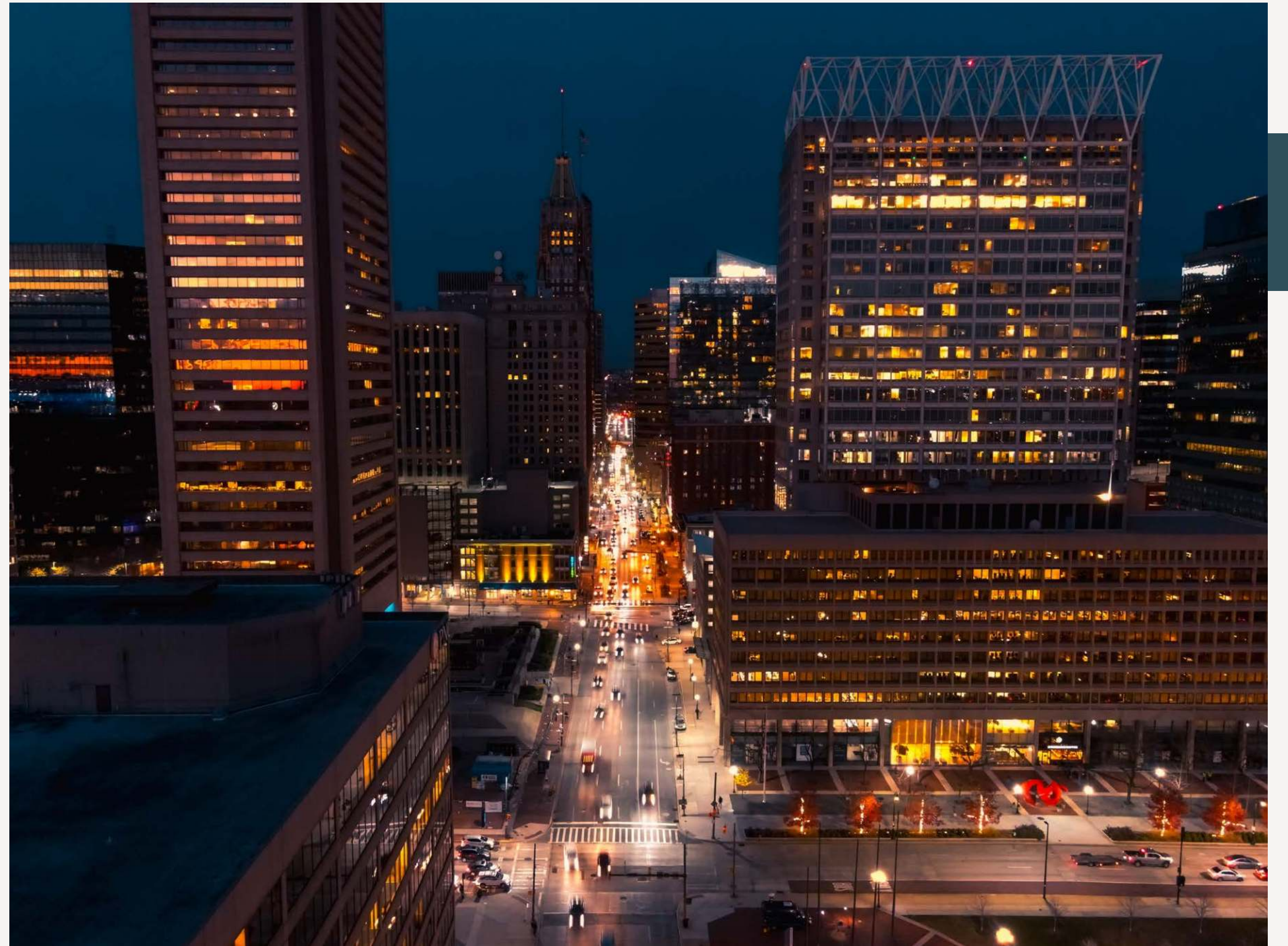


# Baltimorean

A resourceful app for residents of the City of Baltimore



SOLA AWOJODU

# Baltimorean Overview

## PURPOSE

This app would focus on the services and resources offered by the City of Baltimore. The goal is to keep residents in the loop, providing them with easy access to the city's latest news and upcoming events. The app would also allow residents to access the city's directory, submit and review service requests, and make online payments conveniently.

## FUNCTIONS

- Make online payments
- View Baltimore's most recent news stories
- Find local event information
- Submit or view the status of a service request
- Gain more information about the Mayor
- Connect with the city through social media
- View directory information concerning each branch of the city's government



# Baltimorean Audience & Needs

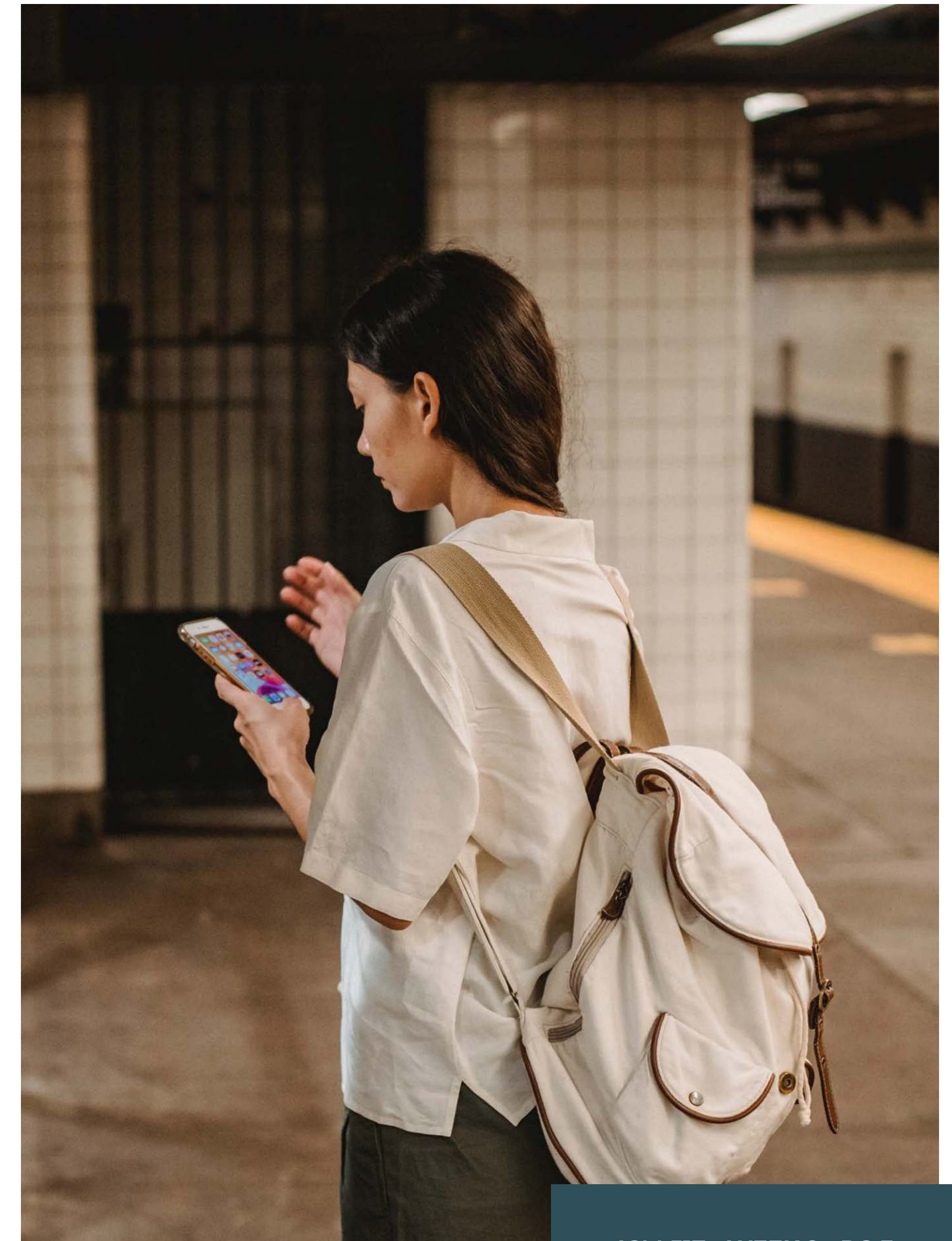
## TARGET AUDIENCE

Baltimorean's target audience would include all Baltimore residents, especially those familiar with the city website. Residents who frequently visit Baltimore's site would benefit from an app that gives them easy access to information and resources without having to peruse the city's site.

## USER NEEDS

Baltimorean will meet the following resident needs:

- Residents will be more informed about city happenings
- Residents will feel more connected with their community and the city
- Residents will browse relevant city-related content in a more manageable way
- Residents will be able to make payments and submit requests more conveniently



# INFORMATION ARCHITECTURE

Welcome Splash Screen

HEADER ON EVERY SCREEN

City of Baltimore Logo

Text Search Bar

Language Selector  
(Choose from seven flags)

Make an Online Payment  
(Links to payment site)

**BOTTOM ICON NAVIGATION**

News

Events

Services

Directory

More

**Latest News**

This screen would contain a scrollable thread 7 of the most recent news stories. Users would have the option to search for a specific story, load more posts within the current month, or visit the Baltimore City news online page for more stories.

Search Stories

Mayor Scott, DPW Launch New Baltimore City Residential Sewage Onsite Support Cleanup Program

Mayor Scott Names Chief Data Officer, Broadband and Digital Equity Director

Mayor Brandon M. Scott's Statement on Fatal Fire in Southwest Baltimore

Mayor Brandon M. Scott's Statement on Funding for Maryland HBCUs

Baltimore Mayor Brandon M. Scott Delivers 2021 State of the City Address

Mayor Scott to Appoint Jason Mitchell Department of Public Works Director

Mayor Scott Eases COVID-19 Restrictions Following Four-Week Evaluation

Load More Stories from this Month

View More News Online

**Events**

This screen has the option to generate a calendar housing all events by month or sort upcoming events by category

Calendar

Events by Category

**311 Services**

This screen is organized by cards that lead to subscreens. Some subscreens would have subsequent login dialog boxes

Request

Status

All Services

Zone Lookup

Account Login Dialog

Account Login Dialog

**Government Directory**

This screen is organized by cards to filter branches by category

All Branches

501(c)3 Corporations

Boards

City Offices

Commissions

Departments

Elected Offices

Mayoral Offices

State Entities

**Additional Resources**

This screen houses additional resources for users organized by cards

View More Online

About Page

About the Mayor

Contact Information

Opens External Social Media Apps or Webpages

Social Media Icons

Connect with Baltimore

App Survey

Generates Quick In-App Survey

**LEGEND**

- In-App Content
- Generates Additional Content
- In-App Dialog Box or Prompt
- In-App Tools
- Links to External Page or App
- Linked from main navigation
- Linked from subscreens

# Baltimorean Stories & Scenarios

## USER STORIES

### STORY 1

As a business owner within the City of Baltimore, I want to find more information about the local government's current small business initiatives so that I can grow my organization's reach and make use of the resources available to me.

### STORY 2

As a long-term resident, I would like to submit a service request for a pothole on a driving route I frequent so that I can ensure that my community remains safe and well kept.

### STORY 3

As a local artist, I want to find upcoming art-related events so that I can network and connect with other creative professionals in my city.



# Baltimorean Stories & Scenarios

## USER SCENARIOS

### SCENARIO 1



As an entrepreneur, Rachel works hard and smart. She started her business from the ground up, but as her company has grown, so

have the opportunities for small business investments, programs, and more. Rachel wants to stay up to date with the latest news concerning small businesses within the city of Baltimore. Since she is so busy, she wants to quickly access the most recent small business-related articles published by the city and save them for reference later. Rachel is looking for results. She does not want to waste time sifting through tons of news that is not relevant to her.

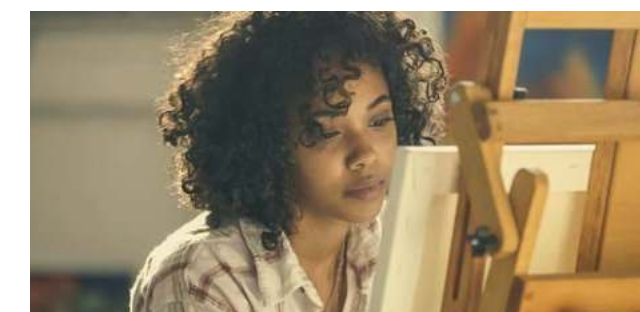
### SCENARIO 2



Mr. Johnson has lived in Baltimore city for over 20 years. He is a creature of habit, commuting to work using the same

route, buying his groceries at one specific place, and purchasing his favorite magazine once a month from the corner store down the block. Mr. Johnson is a creature of habit. If something feels different about the places he frequents, it does not take him long to notice. He loves Baltimore and cares about its growth and development. He wants to bring neighborhood issues, like the deep pothole developing on the main road he takes to work, to the attention of city officials quickly so Baltimore can continue flourishing. He plans to submit service requests while on the go and monitoring them to ensure they are fulfilled.

### SCENARIO 3

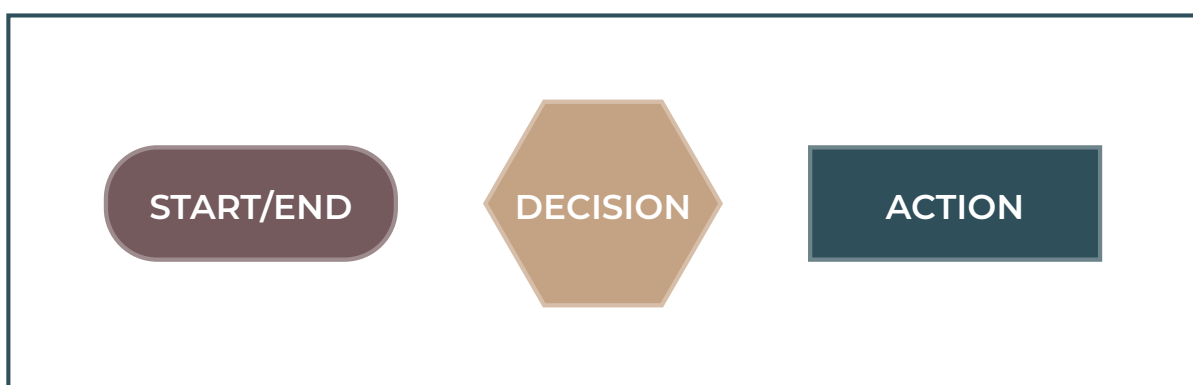
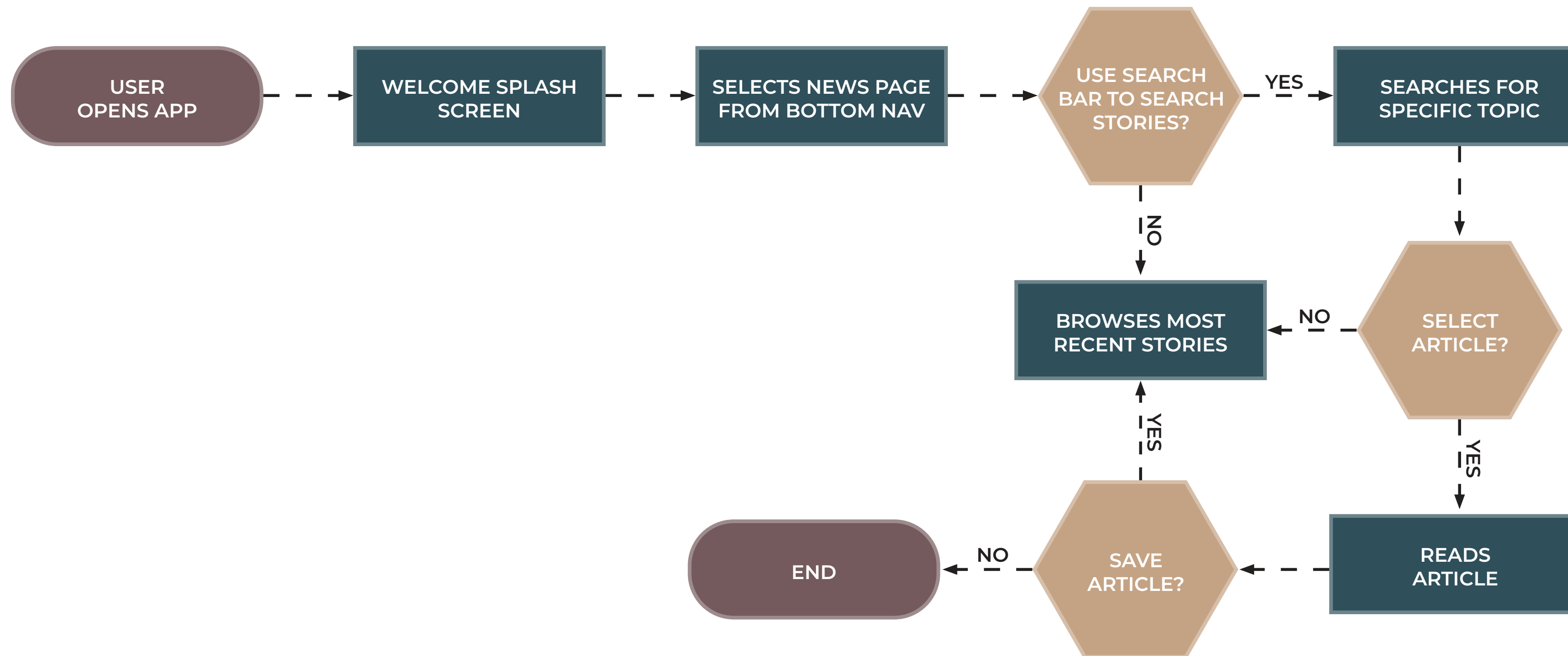


Savannah is a recent graduate and a local artist seeking a community. She wants to become more connected to Baltimore city's art community.

She is interested in upcoming art events in the city in which she can hopefully share her work and network with other local creative professionals. Savannah wants to get information about all of Baltimore's upcoming art events and exhibitions. She desires to find these events quickly and conveniently, register, and add them to her calendar. She needs to stay informed because attending these events will result in many things. Savannah will be inspired and encouraged, and hopefully, she will develop connections and find opportunities to showcase her work.

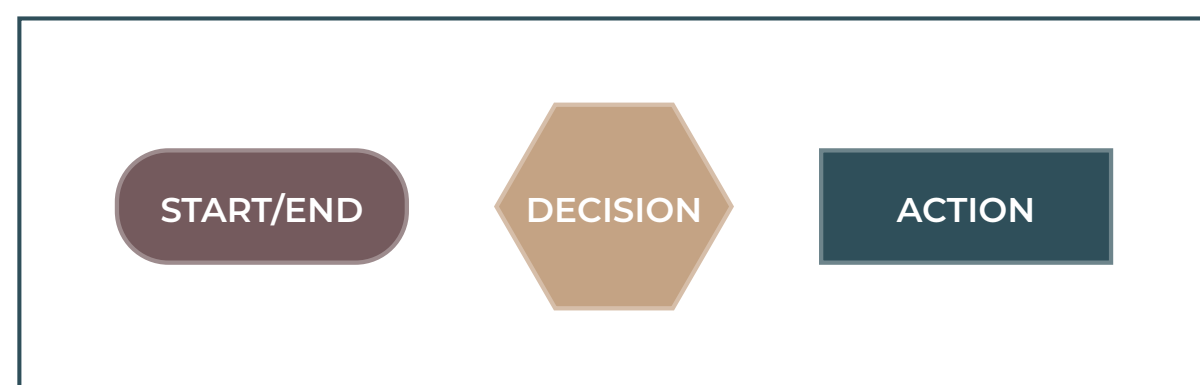
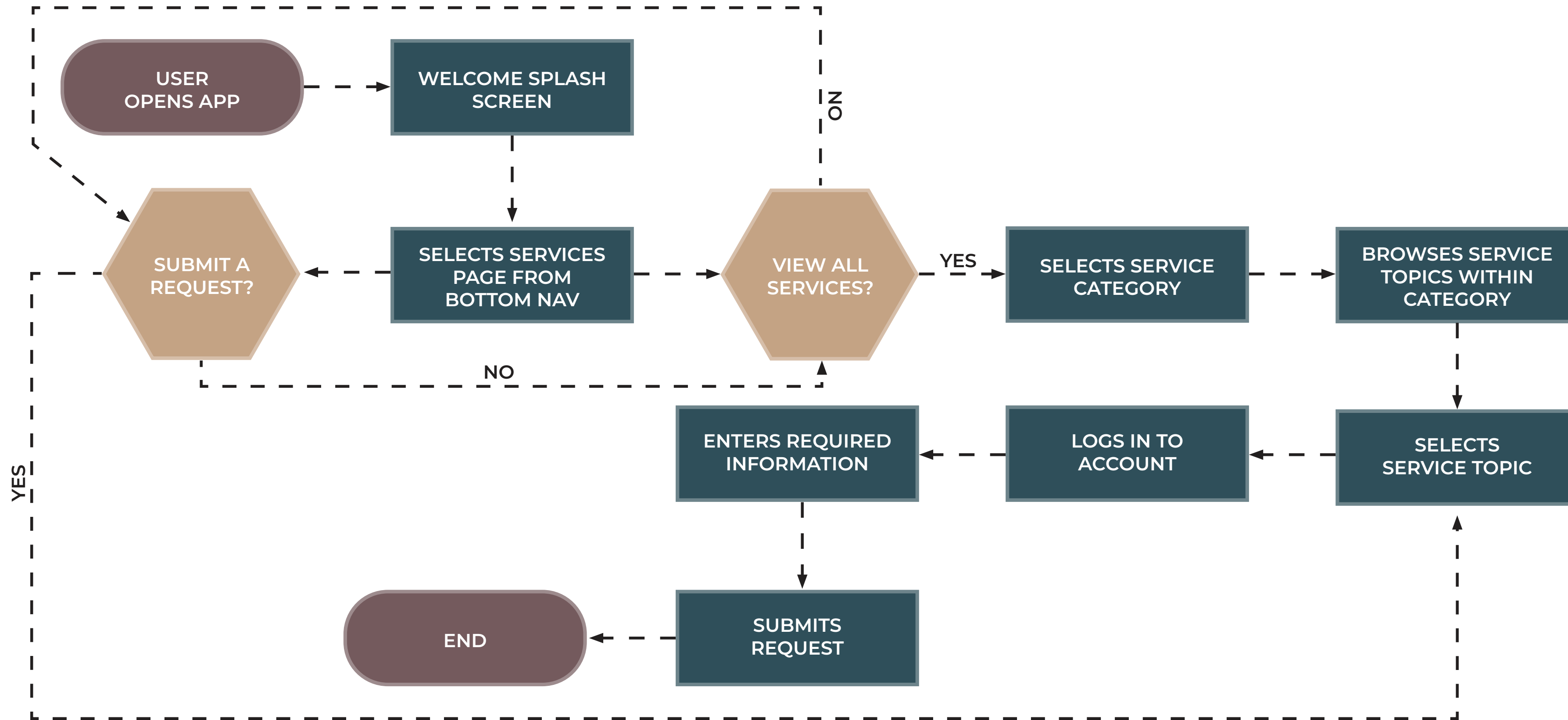
# USER STORY 1

As a business owner within the City of Baltimore, I want to find more information about the local government's current small business initiatives so that I can grow my organization's reach and make use of the resources available to me.



## USER STORY 2

As a long-term resident, I would like to submit a service request for a pothole on a driving route I frequent so that I can ensure that my community remains safe and well kept.





# USER STORY 3

As a local artist, I want to find upcoming art-related events so that I can network and connect with other creative professionals in my city.

