Milford Town App:
Designed for the residents of Milford, CT

By: Bret Schneider

About the App

The Milford Town App is meant to help residents and families of Milford become more familiar with and have access to all that the town has to offer. Milford has a lot to offer but when people are given too much people sometimes can't find the one thing they are searching for. This app is meant to help point people in the right direction of what they are searching for quickly and effectively.

Primary Functions

The primary functions of the app are to help people learn the necessary info about their town such as the school system, park and recreation sporting events, and local government issues and topics being discussed. Users will also be able to save the information of important dates and updates to the notification system of their phone and be given the latest up to date information on their town so they are presented with the same information every time they open the app.

Target Audience

The target audience is residents of Milford. These residents can either be new to the town or have been living there. The town has a lot to offer their residents given the small size and exclusivity to harbors and boats but doesn't represent enough to showcase for tourism alone given their links to New Haven County tourism outside of the town on their website. That is why the app should serve as a tool and guide to the residents of Milford who know the streets and people they share them with. This app can help meet their needs of wanting to know more about their town in areas they haven't yet experienced but are now given changes in their occupation or expanding their family.

User Stories

Wade
As a father of two boys, I want to be able to give my sons the opportunity to play sports within the town of Milford and be able to get alerts on important sporting events.

Scott
As a resident who is trying to run for office one day, I want to be able to read all of the news coming from city hall without having to search extensively online.

Vanessa
As a mother who just moved to Milford, I want to be able to know where I can send my kids to school and share the important contact information with my husband and parents.

User Scenarios

#1

Wade has been a resident of Milford for a couple of years now but his sons have recently reached the age where they can start participating in sports. His sons don't know which sports they want to play yet but they do know that some of their friends are looking at playing in the Fall and Winter. For now, they want to stick to park and recreation to learn the sport and be with their friends before looking at a travel team. Talking to other fathers, Wade learned that signing up for sports now takes place exclusively online and forms are submitted through the app. He also wants to make sure he is ready up to date on all of the important events added to his calendar.
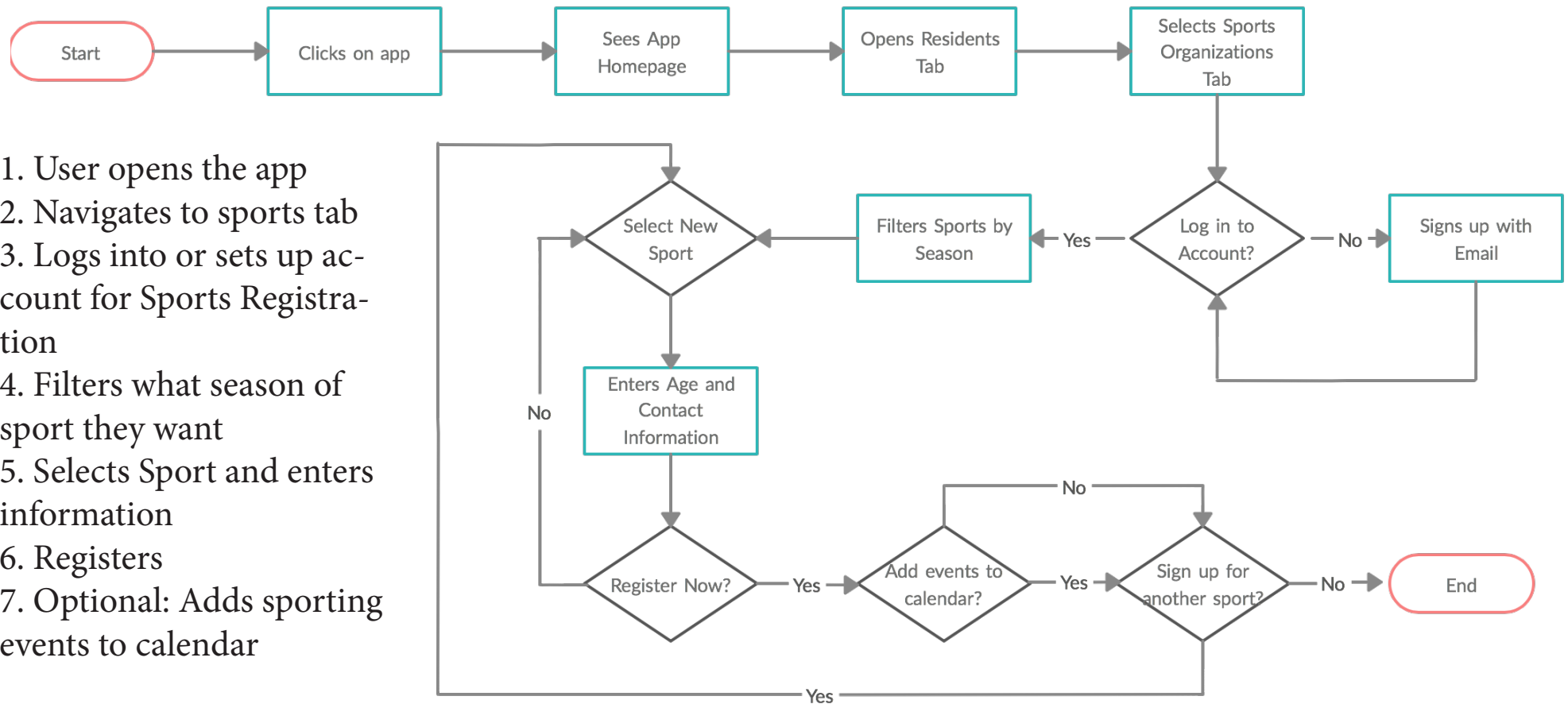
#2

Scott has been a longtime resident of Milford and is looking to get involved in his towns government. Before he begins his campaign to run for office though he wants to make sure he stays up to date with all of the news such as the city clerk newsletter. Scott has always kept up to date with the local newspapers but realizes that most of the information has moved online to better connect and reach more residents. Scott has made a lot of friends and connections through his time living in Milford but wants to make sure he hears everyone's voice and their concerns about the town. He wants to make sure he is able to see the current news but also look at the archival ones as well as bookmark/save important ones he finds.

#3

Vanessa has recently moved to Milford with her family and her kids are ready to start school. She has heard a lot of good things about the Milford school system but is unfamiliar with the layout. She is hoping to find a district map to help her know which school her kids fall under. After knowing which school her kids are able to register for, she hopes to add her husband and parents to the list of emergency contacts. She also hopes to add the list of events for the school to her phone calendar and when she opens the app so she can plan ahead for days off from work to see her kids at school.

User Case and Flow #1

Start → Clicks on app → Sees App Homepage → Opens Residents Tab → Selects Sports Organizations Tab

1. User opens the app
2. Navigates to sports tab
3. Logs into or sets up account for Sports Registration
4. Filters what season of sport they want
5. Selects Sport and enters information
6. Registers
7. Optional: Adds sporting events to calendar

Select New Sport ← Filters Sports by Season ← Yes ← Log in to Account? → No → Signs up with Email

Enters Age and Contact Information

Register Now? — Yes → Add events to calendar? — Yes → Sign up for another sport? — No → End

No (Register Now?)

No (Add events to calendar?)

Yes (Sign up for another sport?)

User Case and Flow #2

1. User opens the app
2. Navigates to news tab
3. Clicks on Town Newsletter
4. Chooses to read current news or archival news
5. Reads news
6. Can choose to save to collection
7. Can keep go back to other new article or archival ones or close app

User Case and Flow #3

Start → Clicks on App → Sees App Homepage → Opens Residents Tab → Selects Recreation Tab

Selects Elementary District Map ← Selects School District Maps ← Selects School Tab → Clicks on Elementary School
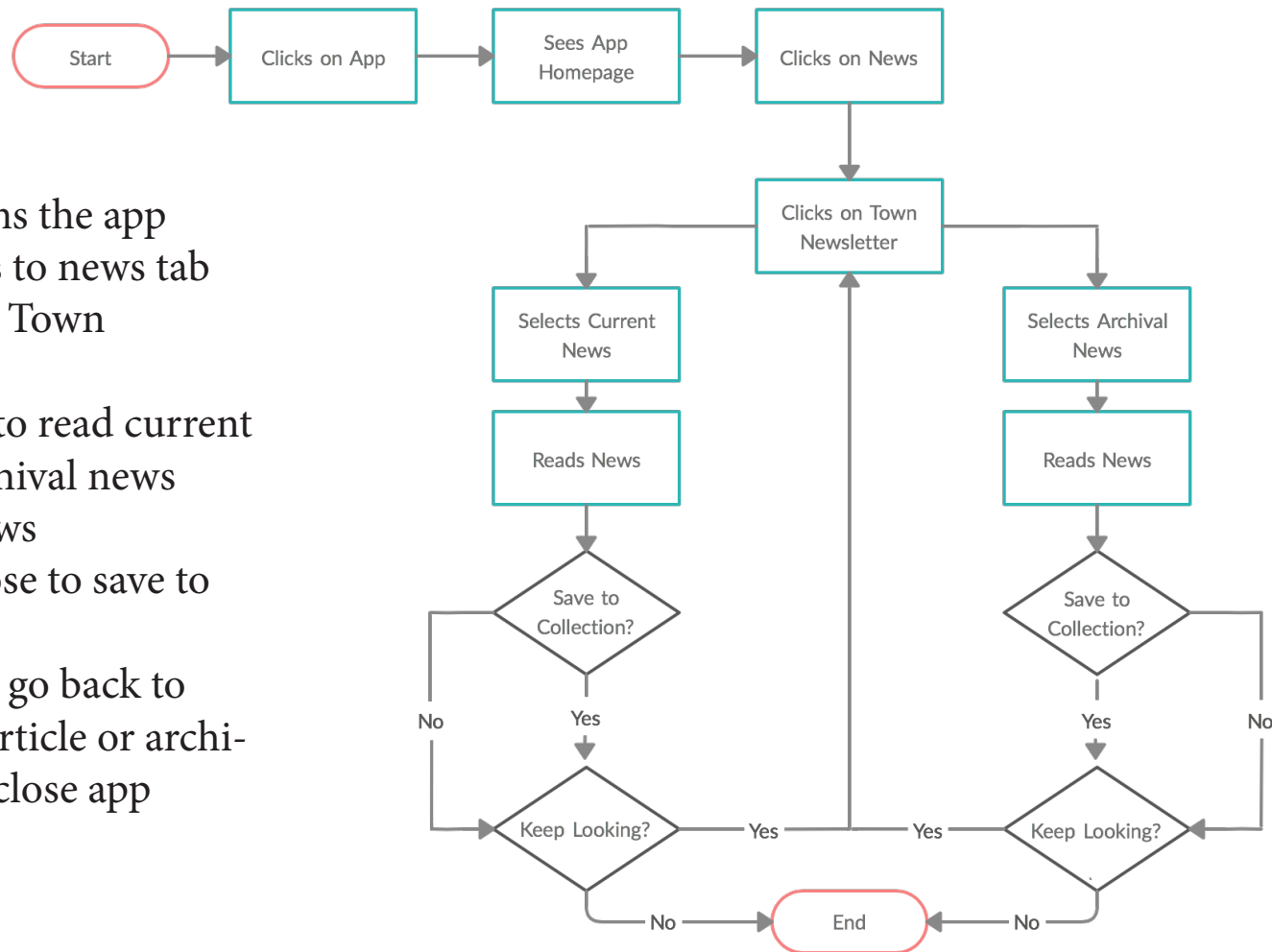
1. User opens the app
2. Navigates to recreation tab to reach school tab
3. Can research school district map and register kids or go directly to login
4. Go to parents tab on school homepage to enable school events add to calendar or update emergency contact info

Create account and Register Kids? ← No ← Log in to Account? → Yes → Sees School Homepage

Selects Parents Tab

Add school events to calendar?

Update Emergency Contact Info?

Yes / Yes

No / No

End