



BUILDING A SMART NATION WITH TANGIBLE BENEFITS FOR OUR CITIZENS AND BUSINESSES

Factsheet – Moments of Life

1. Moments of Life – one of the strategic national projects in Singapore’s Smart Nation initiative – places citizens at the centre of developing digital Government services. It is a mobile app containing a suite of services which supports citizens’ needs at key junctures, by integrating and bundling services across Government agencies.

Moments of Life supports families with young children

2. The initial features of the Moments of Life app were designed to support families with young children on their journey of raising a child from birth. As of 31 Jan 2020, the app has facilitated:

- Registration of over 18,000 births at Government and private hospitals;
- Application for three services (birth registration, Baby Bonus and child library membership) via a single form, available 24/7, and with Government-verified information pre-filled;
- Notification of free passport entitlement for newborns;
- On-the-go access to child immunisation records and medical appointments;
- Convenient geolocation search and indication of interest for preschools;
- Use of family support calculator for young families to find out what are the benefits that they enjoy.

Expansion of Moments of Life to support other life moments

3. In Sep 2019, Moments of Life was expanded to include a suite of information and services for seniors to encourage them to lead active and engaged lives. This includes an events finder for seniors to sign up for events organised by People’s Association, Health Promotion Board, National Library Board and Infocomm Media Development Authority, as well as access personalised information on Government benefits that they qualify for such as the Merdeka Generation Package and GST Voucher Scheme. From November 2019 to January 2020, content and services for seniors were accessed an average of 37,000 times per month.

Major Revamp of Moments of Life in 2020

4. The app started with the objective of bundling related services for citizens during key moments in their life. The first roll-out targeted families with newborn babies, and was subsequently extended to senior citizens. In total, the app has had more than 120,000 downloads. Through user research and feedback that we have gathered from citizens, three common challenges faced by citizens were identified – the silos of information/services on Government touchpoints, poor discoverability of Government information/services, and the lack of awareness. The app is well-positioned to provide a solution to these challenges.

5. This year, we will make a major update to the app and include more services. They will be bundled by moments and topics such as travel and employment, and include Government services such as management of tax and CPF matters. The app will personalise



services so citizens will be presented with information and services that are most relevant to them. The app will also have a new user experience, with three new modules to solve the aforementioned pain-points. These includes

- a) a dashboard to provide citizens with a one-stop overview of Government information for quick reference and tracking;
- b) a notifications inbox for citizens to keep themselves updated on things to know and do; and
- c) an exploration page for citizens to easily search for all Government information and services.

6. Details of the updated Moments of Life app will be announced later this year.

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