Getting Settled in a New City

As cities become increasingly populated and developed, the need to help and support newcomers is critical. From where to live, how to hook up utilities, getting around town, and ensuring your tax information is properly handled and reported, there are numerous considerations and complexities to correctly resettling in a new place. Where we are an increasingly digital society, communities in city settings should look to digital mediums to engage with their citizens and connect them to the services they need.

Persona

Ankar has recently moved to a major metropolis city in North America to join a global consulting firm. Coming from a smaller city in India that is still developing digital services, there is a lot that is new and different about his current surroundings. Being put up in a company apartment for his first month while he gets settled, Ankar needs to find his own living arrangements and get everything settled around his very busy work schedule. Ankar is a financial analyst and is comfortable enough with most technology.

The Problem

Ankar

Ankar is stressed about all the changes in his life and is looking for stability. A simple, streamlined tool to get him set up would be very helpful.

City

Wanting to ensure a pleasant and safe welcome, the city Ankar has moved to wants him to become integrated into the local community and culture. The city also wants Ankar to become savvy about the new services and ways of doing things he is being exposed to.

Community

While Ankar gets settled, a number of tertiary services, such as internet providers, financial institutions, and real estate agents are hoping to welcome Ankar as a potential new customer. They are looking for ways to comfortably engage with Ankar and offer their respective services.

The Solution

A streamlined, connected digital application for Ankar to manage his resettling. The app is offered on the device of his choosing with a focus on modern day mobile technology. Ankar can use a trusted digital ID provided by the city to connect to rental boards, manage his application with the required verifiable data, and move into his new apartment. Once there, through integration with the local utility suppliers, Ankar can instantly inform the local gas provider he is the new resident and pay for his account to be setup and be

charged monthly. With every passing month as a responsible renter and bill payer, Ankar can build his credit score, which will help him buy property and truly start to put down long term roots in his new surroundings. The ability to quickly fill out a business application allows Ankar to follow his ambitions of being self-employed and growing his own enterprise. Something as simple as paying a parking ticket can be done at Ankar's fingertips.