BELMAR

Presented by Chloe Levy
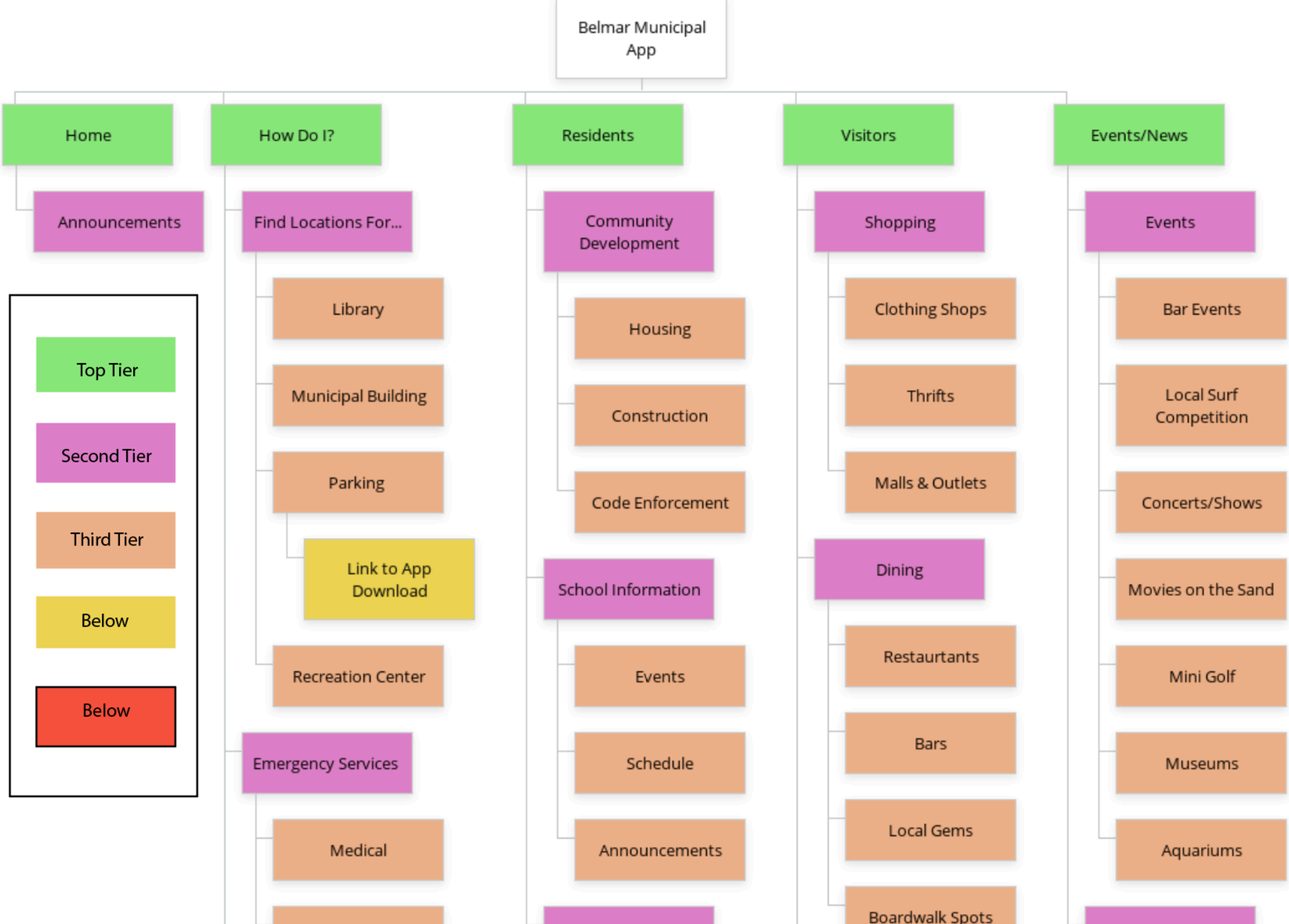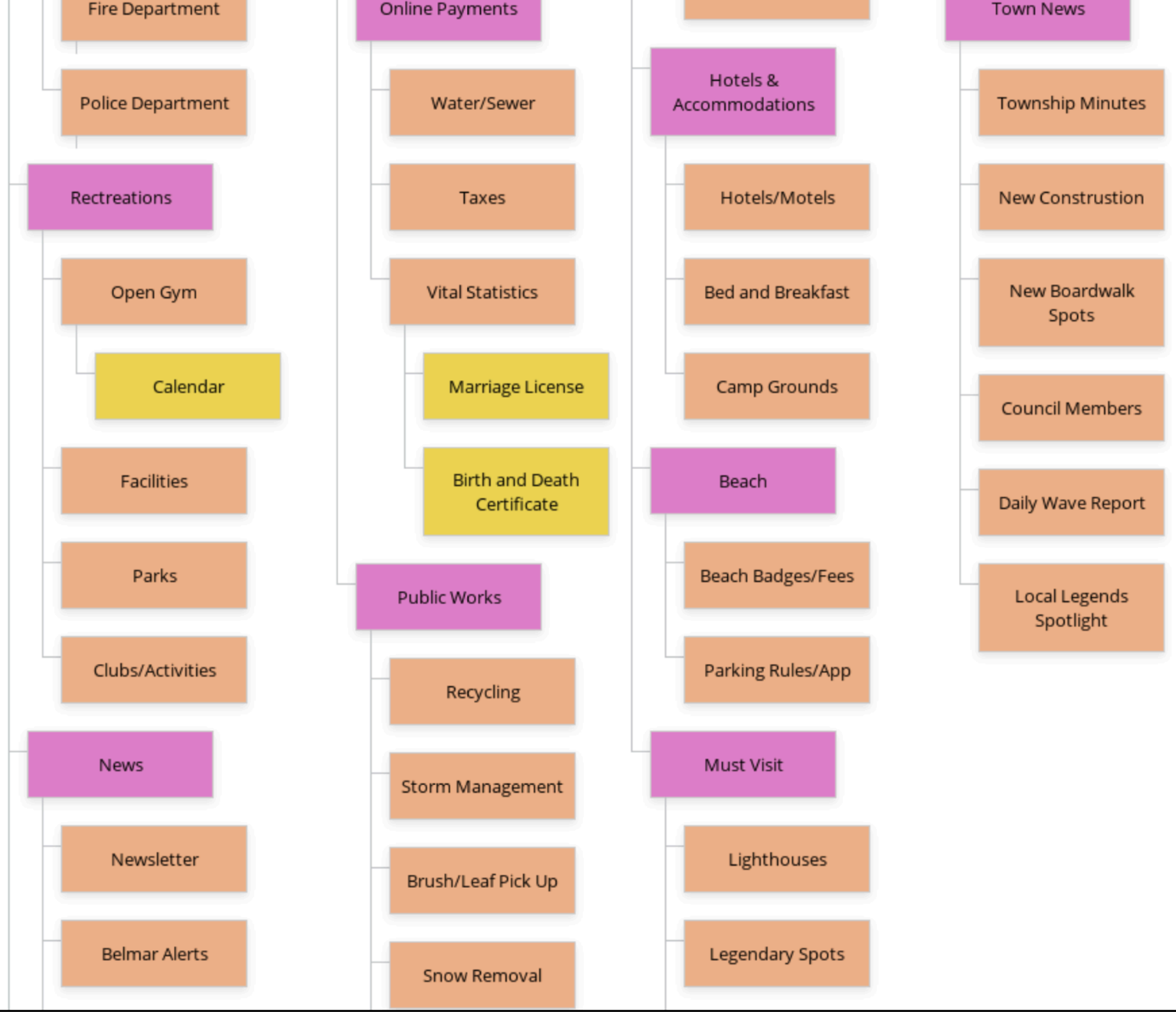
THE PURPOSE OF THE APP

The purpose of this app is to act as mobile hub where residents and visiters alike can stay up to date on local town news, events in the area and other important every day information. This app is a way to keep the city of Burbank thriving, by casting a wider net for the community and help promote local shops and business. This will not only be useful for year round residents but the weekenders and summer goers.

MAIN FUNCTION

1. Access Local Recreation and other Town Resources
2. Stay informed of important news and announcements
3. Know the greatest places to shop and eat, including all small business own by locals
4. Knowledge of public works (when trash day is, snow removal information)
5. Local News/ Events
6. Help in navigating the town of Burbank and where the important buildings are.

Belmar Municipal App

Home
- Announcements

How Do I?
- Find Locations For...
  - Library
  - Municipal Building
  - Parking
    - Link to App Download
  - Recreation Center
- Emergency Services
  - Medical

Residents
- Community Development
  - Housing
  - Construction
  - Code Enforcement
- School Information
  - Events
  - Schedule
  - Announcements

Visitors
- Shopping
  - Clothing Shops
  - Thrifts
  - Malls & Outlets
- Dining
  - Restaurants
  - Bars
  - Local Gems
  - Boardwalk Spots

Events/News
- Events
  - Bar Events
  - Local Surf Competition
  - Concerts/Shows
  - Movies on the Sand
  - Mini Golf
  - Museums
  - Aquariums

Legend
- Top Tier
- Second Tier
- Third Tier
- Below
- Below

Fire Department

Police Department

Rectreations

- Open Gym
  - Calendar
- Facilities
- Parks
- Clubs/Activities

News

- Newsletter
- Belmar Alerts

Online Payments

- Water/Sewer
- Taxes
- Vital Statistics
  - Marriage License
  - Birth and Death Certificate

Public Works

- Recycling
- Storm Management
- Brush/Leaf Pick Up
- Snow Removal

Hotels & Accommodations

- Hotels/Motels
- Bed and Breakfast
- Camp Grounds

Beach

- Beach Badges/Fees
- Parking Rules/App

Must Visit

- Lighthouses
- Legendary Spots

Town News

- Township Minutes
- New Construstion
- New Boardwalk Spots
- Council Members
- Daily Wave Report
- Local Legends Spotlight

TARGET AUDIENCE

The main target audience are one of three options. For long term residence, these are people who have been in Belmar most of their life and will most likely die there.

Winter Weekenders are middle age or closer to retirement age people who own property, so they come down Friday night and drive home Sunday.

Than there are the Summer Goers or what locals call the 'BENNY.' These are people who rent out housing for the three months of Summer.

NEEDS

How does the app meet the needs of the users?
1. Residents are able to pay any bills or other payments to the city quick and easy.
2. Residents stay informed on local news and events that are happening.
3. Weekenders are able to find something last minute
4. All can get current updates on wave and whether patterns
5. Benny can always find the events and any other important building in a small town.

USER STORIES

1.

As a long term resident, I want to read local news and check the whether to see if it's a good beach day. I can keep up to date on any important information and local news while planning to hit the beach after work. Hang Ten!

2.

As a weekender, I want to check for weekend events and activities that I might want to enjoy. Maybe a nice food place or event going on in town.

3.

As a Summer Goer, I want to check the whether and parking at the beach for the summer. I also check out local restaurant and shops to support small businesses. I always go on to check events, especially D'Jais Thursday Night theme!

USER SCENARIOS

1. STEVE WAS BORN AND RAISED IN BELMAR AND NOW OWNS HIS OWN HOME WITH HIS WIFE AND TWO SONS. HE WORKS AT THE LOCAL HIGH SCHOOL AS AN ENGLISH TEACHER. WITH STEVE'S SONS ABOUT TO ENTER MIDDLE SCHOOL HE WANTS TO STAY UPDATED ON LOCAL NEW, SCHOOL SCHEDULES, RECREATION PROGRAMS AND FAMILY FRIENDLY EVENTS.
HE WORKS MONDAY THROUGH FRIDAY FROM 7:30AM - 3:30PM, HE IS LOOKING FOR RECREATION PROGRAMS FOR HIS SONS WHO WANT TO PLAY BASKETBALL AFTER SCHOOL. HE WANTS TO EASILY VIEW ALL PROGRAMS AND SIGN HIS KIDS UP ON HIS LUNCH BREAK.
STEVE WANTS TO BE ABLE TO DO SIGN HIS KIDS UP WITH EASY AND ADD IT TO HIS CALENDAR. IF POSSIBLE HE'D LIKE TO SHARE ALL THIS INFORMATION WITH HIS WIFE TO STAY UPDATE ON EVERYTHING.
BEING ABLE TO KEEP TRACK OF HIS FAMILY'S REGISTERED ACTIVATED ON HIS PHONE IS CONVENIENT AND ALLOWS HIM TO PLAN THE FAMILIES SCHEDULE.

2. DARYL IS A CONDO OWNER IN BELMAR BUT CAN ONLY MAKE IT DOWN ON WEEKENDS WITH HER HUSBAND. NEWLY EMPTY NESTERS WITH THEIR LAST KIDS FINALLY OFF TO COLLEGE THEY FIND THEY HAVE MORE TIME TO SPEND ALL WEEKEND DOWN THE SHORE. DARYL USES THE APP TO FIND FUN EVENTS GOING ON. SHE'S ABLE TO SET IT TO HER CALENDAR AND ATTACH IT TO THE APP SO EVEN IF SHE DOESN'T SEE THE CONDO FOR A COUPLE WEEKS SHE WILL NEVER FORGET ABOUT THE RESTAURANTS AND SHOPS SHE WANTS TO HIT UP.
SHE LOVES FINDING EVENTS AND NEW LOCAL RESTAURANTS TO TRY NOW THAT SHE DOESN'T HAVE TO PLEASE A WHOLE FAMILY. SHE ENJOYS ADDING THIS TO HER CALENDAR SO SHE NEVER MISS AN EVENTS.

3. ALEX IS FROM NEW JERSEY BUT FARTHER NORTH. HE SPEND HIS SUMMERS TAKING DAY TRIPS DOWN THE SHORE. NOW HE IS NEWLY OUT OF COLLEGE WORKING A REMOTE JOB. HIM AND HIS THREE OTHER COLLEGE BUDDIES ARE RENTING A LOCAL HOUSE ON 16TH STREET TO SPEND JUNE 1ST - SEPTEMBER 1ST IN THE SUMMER SAND. HE DOWNLOADS THE APP WHENEVER HE IS IN THE AREA. HE NEEEDS TO FIGURE OUT WHAT THE PARKING POLICY IS AT THE BEACH, WHERE TO BUY SUMMER LONG BEACH BADGES AND HOW MUCH THEY ARE.
AFTER GETTING SET FOR THE BEACH THE GUYS WANT TO HIT UP A LOCAL BAR FOR A FUN HAPPIER HOUR. ALEX CHECKS HAPPY HOURS IN HIS AREA AND THEY EVEN FIND SOME EVENTS FOR LATER IN THE SUMMER AND SAVE IT TO HIS CALENDER.
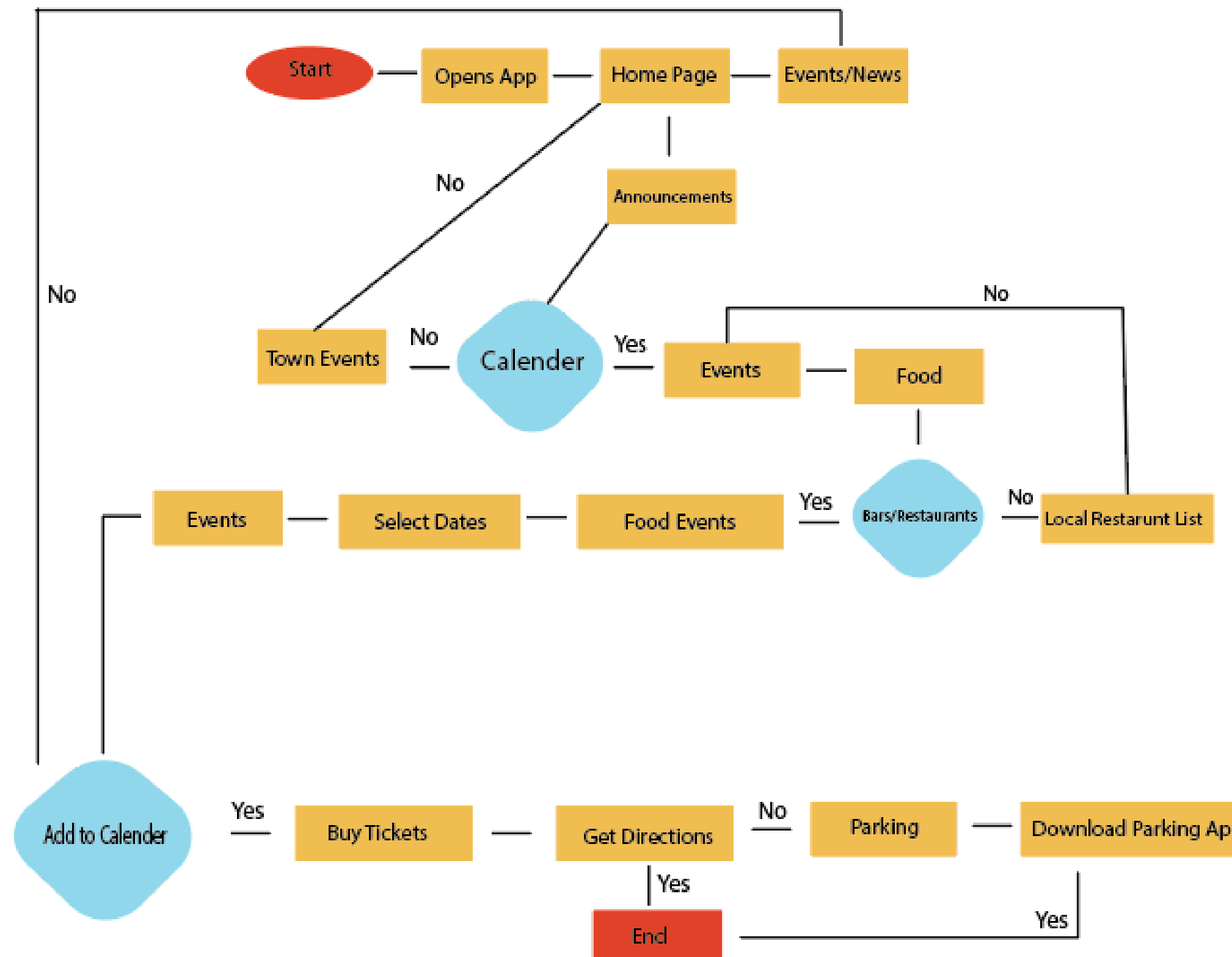
User Flow 01

Full time Resident, I want to view all recreational activities to sign up my sons for basketball and add it to my calendar and share that with my wife.
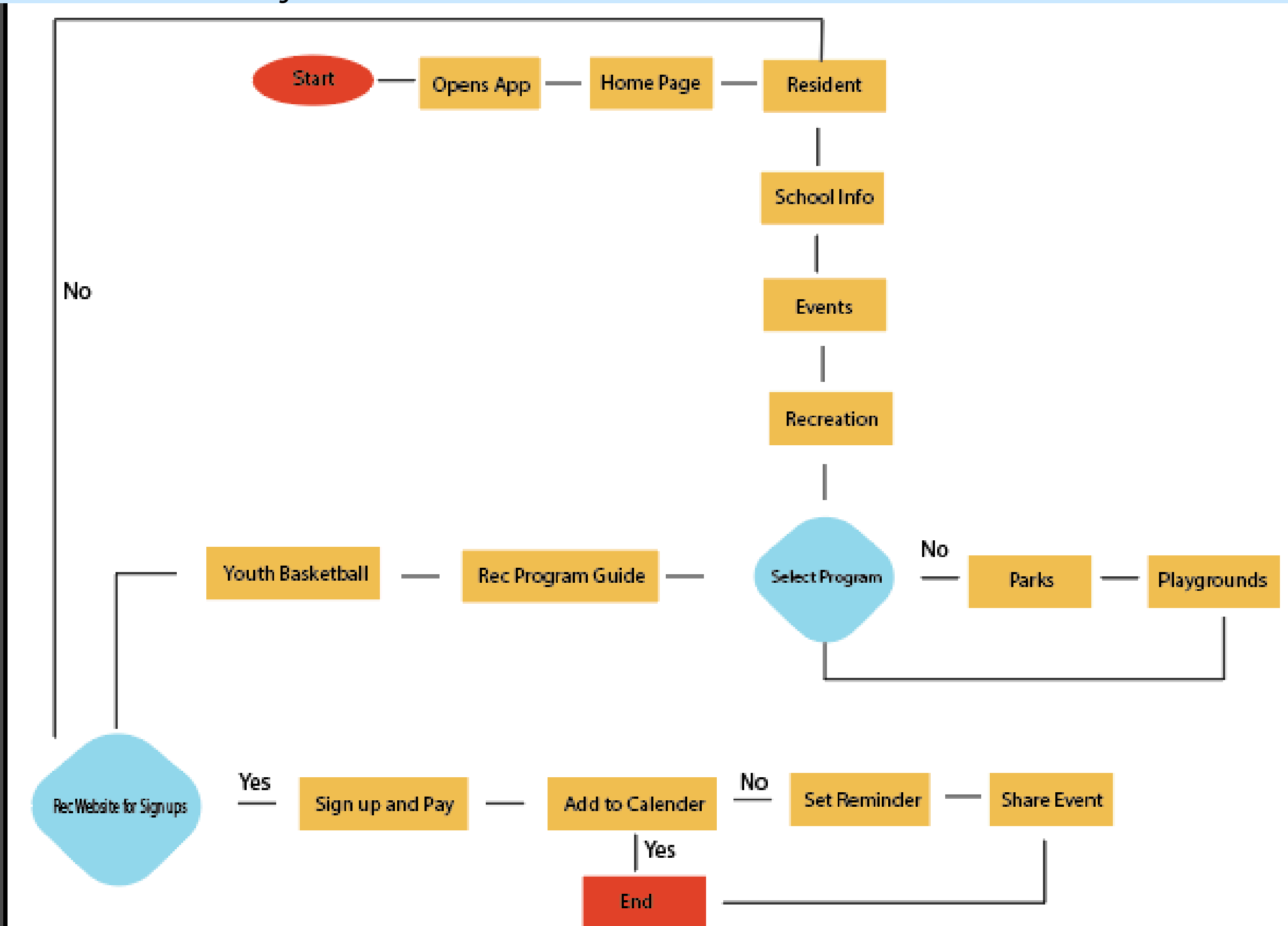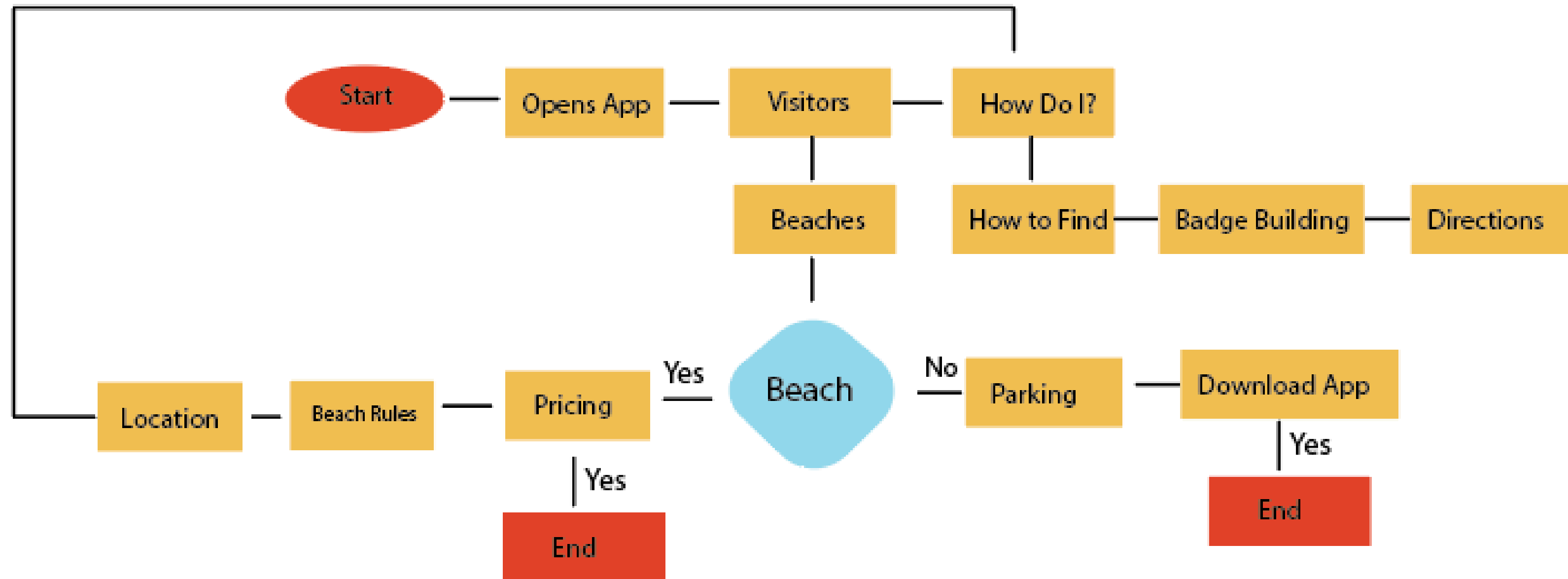
User Flow 2

As a Weekender, I want find an event for my husband and I this upcoming weekend to save in my calender.

User Flow 3

As a Summer Goer, I want find the location of where I can buy my summer long beach badges and to find the app to download for parking for the summer.

Thank You