

Smart City

The mission of the Hoboken Smart City application is to become an innovative and efficient new method for urban residents to receive information applicable to their daily lives. Currently, the mobile-based system leverages information technology to provide Hoboken residents with accessible intelligence necessary to improve their daily life choices. Smart City, being a user dependent application, relies a great deal on constant user activity for up-to-date data. Recognizing the problem with these types of applications, a project team was assembled to identify causes of app fatigue and attractive application features that result in persistent user activity by utilizing Crowd Sourcing and System Engineering principals.

Information reliant on users uploading is vital for the application to display up-to-date data. Smart City application is typically more risky than other utility applications because of its heavy dependence on user activity. SC Market project team aims to maximize user involvement by designing, implementing and testing a motivational system.

Research on current user-dependent applications and incentive systems were important tasks when designing the new incentive system. The team worked regularly with project sponsor and initiative leader Ali Mostashari to gain a better understanding of Smart City's goals, current state in its development and identify key stakeholder requirements of Hoboken residents, businesses and government. Steven's Smart City Project is already communicating with Hoboken Town Hall as to implementation plans and system infrastructure requirements. There are also two computer science teams assigned to the development of the application and incentive system.

Utilizing research, and analyzing business and user surveys responses, SC Markets team was able to identify target market in a diversified city like Hoboken. By studying key stakeholder requirements, the team designed a concept to target and benefit as many Hoboken residents and businesses as possible.