

311 APPLICATION

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Abstract: *It is a technology of connecting people or users for them with open channels of communication for matters that concern public service and public sphere. So Open 311 app allows users of an area to track issues that consult public spaces and demand the attention of the public service authorities.*

Most people become users of smart phone technology and a usage of it is increasing. Today users are associated with world wide web with the avail of the 3G and 4G technology surfaced at all times and in all situations. All these things eventually resulted in the reconstructing and redesigning of the 311 service provider. So it was amended in the Open311 service.

Keywords: *311 Application.*

1. INTRODUCTION

In the USA there are 911 contact numbers for emergency services, just like we have 108 phone numbers for emergency help. Thus people in the USA call 311 to report any non emergency issues like pothole on street, food waste, street light not working ethic to govt. Federal agencies.

It was basically sculpted on the exemplar of 911 emergency services, however, citizens or resident could report a non-emergency situation, when the 311 service launched. At some time, the 311 non-emergency services converted into an exposed net. This shift was only possible when the mobile phone that were used to call for the 311 service converted into Smart phone, which caused an array of application to perform multiple roles.

It is a technology of connecting people or users for them with open channels of communication for matters that concern public services and public arena. So Open 311 app allows users of an area to track issues that consult public spaces and demand the attention of the public service authorities.

Most people become users of smart phone technology and a usage of it is increasing. Today users are associated with world wide web with the avail of the 3G and 4G technology surfaced at all times and in all situations. All these things eventually resulted in the reconstructing and redesigning of the 311 service provider. Thus it was bettered in the Open311 service.

The 311App basically replaced one to one communication with mass communication and produced it by use of the internet connection. It lets users to provide information than can assist the service provider in the same manner, instance, at a time as the report was entered or read.

The 311 service was originally designed for non-emergency service like food waste removal, and so forth. In addition for some cities like Indore, it has become a channel of communication between the public and the local govt., Turning over the various municipal departments and public agencies. It is likewise employed as a tool to compare or judge the public presentation of the local govt. Numerous institutions and civic authorities have commissioned his work. One of the advantages of it has streamlined the reporting and registration of the public complain and put out. It is improving on a daily basis all types of public inspection and repairs. It was entirely limited to registering report on non-emergency situation.

After receiving several complaints from residents of the city regarding garbage collection staff of the Indore Municipal Corporation, mayor Malini Gaud has announced that residents can make a formal complaint on the mayor's '311' mobile application against the garbage collection driver and his helper if they do not collect waste on their own or behave rudely with residents of the city.

Indore is the second urban center in the province of Madhya Pradesh to have launched the Indore-311 that will enable citizens to take part in building the city fair and green. On 2nd October 2016 in the presence of Municipal

Commissioner Manish Singh and Indore Mayor Malini Gaud, Indore Municipal Corporation established the application Indore-311, allowing citizens of the city to a complaint regarding the refuse of the metropolis.

2. REVIEW OF LITERATURE

VanjirelSeema, WadePrajakta, TawareRadha, NandawatePrajakta, ShindeNamrata(2014). "PROVIDING SERVICES in EMERGENCY CASES", International Journal of Advanced Research in Computer and Communication Engineering Vol. 3, Issue 11, November 2014

A number of studies been done on location based services (LBS) due to its wide range of potential Applications.LBS can be used to provide useful information such as tourism guide and road side assistance To users according to the current locations of them.It is consisted of mobile device, communication networks ,service provider and data provider. The enormous trend of crimes happening in country shows the need for fireman and police officers to get reports of emergency cases as fast as it could to enable to act effectively The finding of review found that international practice indicate that many jurisdictions using similar KPIs (Key performance indicator) of an 8 minutes (7 minutes and 59 seconds) respond time for the first responders To attend to a life-threatening incident. Actual response time may vary due to the local road characteristics, Traffic lights, congestion, route networks, weather conditions, and visibility.

Harrison, Rachel, Flood Derek andDuce David (2013). "Usability of mobile applications", Harrison et al. Journal of Interaction Science 2013, 1:1

The usefulness of mobile devices has increased greatly in recent years allowing users to perform more tasks in a mobile context. This increase in usefulness has come at the expense of the serviceability of these twists in some settings.We carried a little review of mobile usability models and found that usability is usually quantified in terms of three attributes; effectiveness, efficiency and satisfaction.Other properties, such as cognitive load, tend to be left out in the usability models that are most prominent despite their potential impact on the success or failure of an application.To rectify this we introduce the PACMAD (People At the Centre of Mobile Application Development) usability model which was designed to address the restrictions of existing usability models when applied to mobile devices.PACMAD brings together significant attributes from different usability models in order to make a more comprehensive theoretical account. None of the attributes that it includes are new, but the

existing prominent usability models ignore one or more of them. This could contribute to an incomplete usability evaluation.We did a literature search to compile a collection of works that evaluate mobile applications and then assessed the studies utilizing our example.

AlkhafajiSalah (2016). "User Satisfaction on Mobile Apps", ArchivesofBusinessResearch*-Vol. 4,No.1 PublicationDate: Feb.!25,!2016 DOI: 10.14738/abr.41.1798.

The usefulness of mobile devices has increased greatly in recent years allowing users to perform more tasks in a mobile context. This increase in usefulness has come at the expense of the serviceability of these twists in some settings.We carried a little review of mobile usability models and found that usability is usually quantified in terms of three attributes; effectiveness, efficiency and satisfaction.Other properties, such as cognitive load, tend to be left out in the usability models that are most prominent despite their potential impact on the success or failure of an application.To rectify this we introduce the PACMAD (People At the Centre of Mobile Application Development) usability model which was designed to address the restrictions of existing usability models when applied to mobile devices.PACMAD brings together significant attributes from different usability models in order to make a more comprehensive theoretical account. None of the attributes that it includes are new, but the existing prominent usability models ignore one or more of them. This could contribute to an incomplete usability evaluation.We did a literature search to compile a collection of works that evaluate mobile applications and then assessed the studies utilizing our example.

DiFilippoKristen, HuangWen-Hao, AndradeJuan(2015). "The usage of mobile apps to improve nutrition outcomes", JTelemedTelecare. 2015 Jul; 21 (5): 243-53. Do: 10.1177/1357633X15572203. Epub 2015 Feb 12.

We conducted a systematic review to see if the purpose of nutrition apps resulted in improved outcomes, including cognition and behavior, among healthy adults. Using app(s), cellular phone, iPads, mobile phone, mobile telephone, smart phone, mobile and health as search terms with diet, food and nutrition as qualifiers we searched PubMed, CINAHL (January 2008--October 2013) and Web of Science (January 2008--January 2014). The inclusion criteria were peer-reviewed randomized controlled tests, non-controlled tests, and cohort studies published in English that used apps to increase nutrition knowledge or improve behavior related to nutrition.Written reports that were descriptive, did not

include apps, focused on app development, app satisfaction app feasibility, text messaging, or digital photography was kept out. We evaluated article quality using the Academy of Nutrition and Dietetics Evidence Analysis Manual. Data was drawn out for knowledge, behavior and weight change. Our initial search identified 12,010 titles from PubMed, 260 from CINAHL and 4762 from Web of Science; of these, only four articles met all search criteria. Positive quality ratings were applied to three articles; just one reported knowledge outcomes (non-pregnant). All four articles evaluated weight loss and suggested an advantage to using nutrition apps. Behavioral changes in reviewing studies included increased adherence to diet monitoring ($p < 0.001$) and decreased effort to stay on the diet without app ($p = 0.024$). Few subjects, nevertheless, have explored the use of nutrition apps as supportive educational interventions. Most apps focus on weight loss with inconsistent results. We reason that using apps for education needs additional research which includes behavior theory within the app and improved study design.

3. OBJECTIVE

- To consider the demand for improvement in the use of 311 apps.
- To know the age group of citizen of Indore involved in using this app.
- To understand the awareness of 311 apps.
- To study the effectiveness of 311 app with respect to Indore city.
- To study general public attitudes towards 311 app.
- To consider the initiative of 311 apps on the demographic basis.

4. RESEARCH METHODOLOGY

- **Research type** - Descriptive and Exploratory
- **Research unit**- Indore
- **Population** - Citizens of Indore
- **Sample size** - 153
- **Sampling method**- Non-Probability Convenience Sampling
- **Tools for data collection**-Self-Designed Questionnaire
- **Tools for data analysis**- Pie Charts, Bar Charts

5. RESULTS AND DISCUSSION

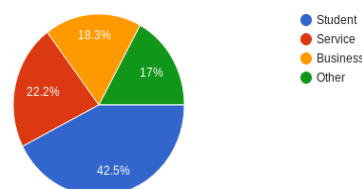
Statistical Analysis of Dataa

Interpretation: Out of 153 respondents, 40.5% were between 15 - 25 years of age, 30.7% were between 26-35 years of age, 17.6% were between 36-45 years of age and rest of 11.1% respondents were above 45 years of age.

Interpretation: Out of 153 respondents, 34.6% respondents were at graduation, 20.9% were postgraduates, 18.3% were in 12th class while 13.7% of respondents were in 10th class and others are in their jobs or into commercial enterprise.

Occupation

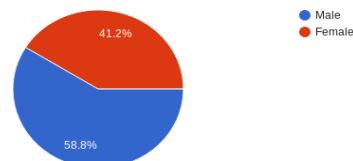
153 responses



Interpretation: Out of 153 respondents, 42.5% respondents were students, 22.2% were in service, 18.3% were in their business while 17% of the respondents were in others (maybe unemployed).

Gender

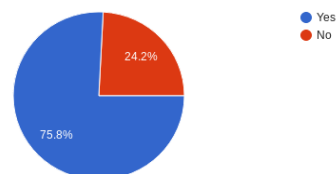
153 responses



Interpretation: Out of 153 respondents, 58.8% were male and 41.2% were female.

1) Are you aware of 311 App ?

153 responses

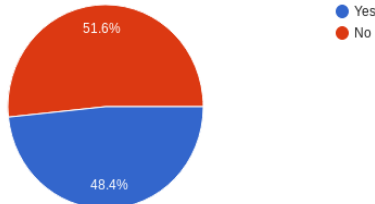


Interpretation: Out of 153 respondents, 75.8% were aware of 311 app and 24.2% were not aware of this app.

Thus we can say majority of respondents are aware of 311 apps.

2) Have you ever used 311 App ?

153 responses

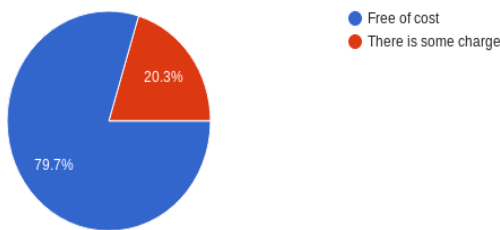


Interpretation: Out of 153 respondents, 48.4% people used 311 app and 51.6% people never used this app.

- ✓ It shows that majority of respondents did not use 311 app.
- ✓ It implies that awareness about the app is enough, but usage is not that much.

3) What are the charge of downloading this App ?

153 responses

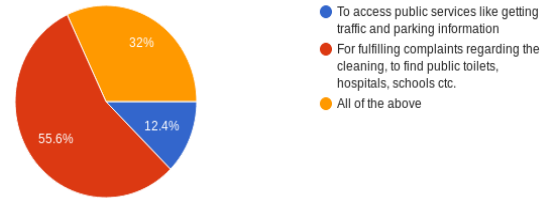


Interpretation: Out of 153 respondents, 79.7% people said it is free of cost and 20.3% people said at that place is some direction for downloading this app.

- ✓ Thus we can say majority of respondents alleged that the app is free of monetary value and there is no charges for downloading this app.

4) What is the use of 311 App?

153 responses

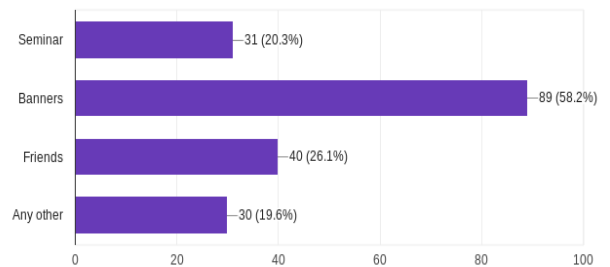


Interpretation: Out of 150 respondents, 55.6% people said that the app is used for fulfilling complaints regarding the cleaning, to find public toilets, hospitals, schools and so on

- ✓ 12.4% people said that it is utilized to access public services like setting out traffic and parking information, 32% said all of the above.
- ✓ Thus we can state that the app is majorly used for fulfilling complaints regarding the cleaning, to find public toilets, hospitals, schools and so on

5) If you have heard about the 311 App, please tick the sources from where you have come to know of it.

153 responses



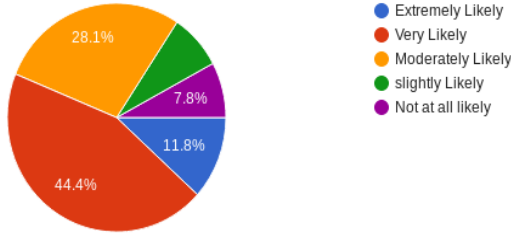
Interpretation: Out of 153 respondents, 58.2% people got to know nearly 311 apps from the Banners, 20.3% came to know from the Seminars, 26.1% were aware due to information from Friends, 9% were aware from any other media.

Interpretation: Out of 153 respondents, 79.1% respondents agreed that this app is a benefit for Indore but 20.9% did not concur with this assertion.

- ✓ It demonstrates that the bulk of respondents concurred that the estimate of 311 apps is beneficial for Indore city.

7) How likely are you to recommend 311 App to others?

153 responses

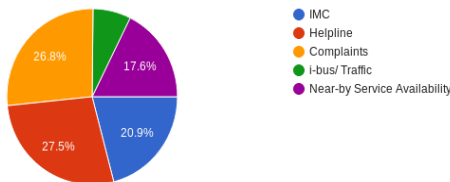


Interpretation: Out of 153 respondents, 44.4% respondents very likely to commend about this app, 11.8% respondents extremely likely to recommend 311 apps, 28.1% somewhat likely to recommend and remaining not at all likely to commend about this app.

Thus we can say majority of respondents were quick to commend others to use 311 apps.

8) Which feature do you use in this app the most?

153 responses

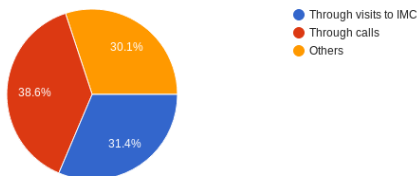


Interpretation: Out of 153 respondents, 27.5% respondents said they mostly use this app as a helpline, 26.8% said, for complaining, 20.9% respondents said they use for IMC and rest of respondents were use it for nearby services and I-bus/ traffic.

Thus we can pronounce the bulk of respondents used 311 apps for helpline and complaints.

9) Before the launching of this app, how did you manage issues (related to IMC,Complaints, Helpline etc.)

153 responses

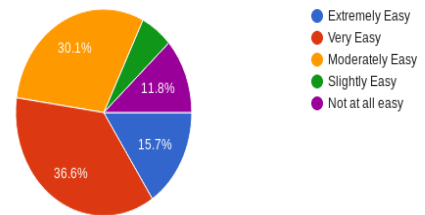


Interpretation: Out of 153 respondents, 38.6% people could resolve their issues through calls, 31.4% through visits to IMC, and remaining respondents used other related services for solving their issues.

Thus we can say majority of respondents are making out their complaints through calls and through visits to IMC, and some respondents manage their complaints through another source.

10) How easy is it to find the information you are looking for in 311 App?

153 responses

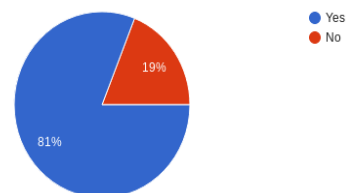


Interpretation: Out of 153 respondents, 36.6% people said it is really easy to find, 30.1% said moderately easy, 15.7% people said extremely easy and remaining people said that it is slightly easy and not at all comfortable.

Thus we can say majority of respondents found information easily from 311 apps and there are very less number of respondents who did not obtain data easily from the app.

11) Do you think this app is a way towards Indore becoming Smart City?

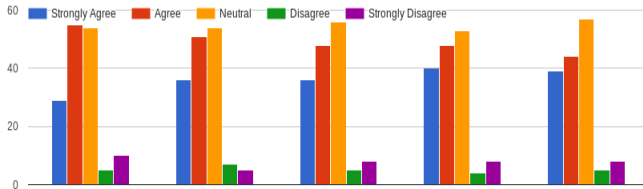
153 responses



Interpretation: Out of 153 respondents, 81% people agree with the assertion that this app is the way towards Indore becoming Smart City and only 19% people disagree with this assertion.

It indicates that majority of respondents consider that this app is a way towards Indore will become Smart city.

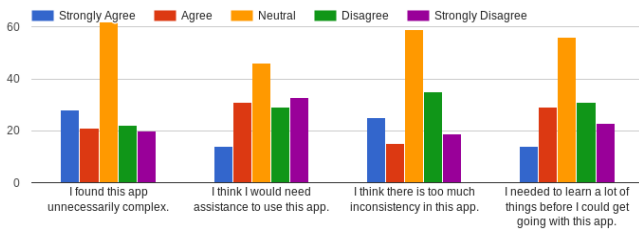
12) Please tick the option you find most fit for the following statements



Interpretations: Out of 153 respondents,

- ✓ Most of the respondents agree and neutral on the assertion that they would like to use this mobile app frequently.
- ✓ Some respondents disagree with the statement that 311 App is beneficial to keep Indore clean, but most of the respondents agree that this app is really beneficial to keep Indore clean.
- ✓ Some respondents disagree with the statement that 311 App is easy to use, but some check that this app is easy to use and most of the respondents said this app is using same as any other app.pp.
- ✓ Some respondents disagree on the statement that **I think most people would learn to use this app very quickly** but some were agree from this statement.
- ✓ Some respondents did not **feel confident using this mobile app, but** some felt confident and most of the respondents felt neutral.

13) Please tick the option you find most fit for the following statements



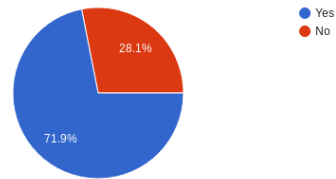
Interpretations: Out of 153 respondents,

- ✓ Most of the respondents neutral on the assertion that I launch this app unnecessarily complex and some were strongly disagreeing with this instruction.

- ✓ Some respondents agree with the assertion that I would require help to use this app but most of the respondents were indifferent on this assertion.
- ✓ Some respondents disagree with the instruction that I believe there is too much inconsistency in this app and some are strongly disagreeing but some were indifferent on this assertion.
- ✓ Some respondents disagree with the assertion that I needed to take a bunch of things before I could get going with this app and some are agree but some were indifferent on this assertion.

14) Did you make a complaint using this app? If yes then the action was taken on the complaint successfully?

153 responses



Interpretation: Out of 153 respondents, 71.9% people agree that they received the complaint using this app and it was solved successfully by the authority of 311 apps and 28.1% people disagree.

- ✓ This indicates that the bulk of respondents alleged that after making complaint for this app, the immediate action was called for. Which means 311 app have a good impact.

6. RESULTS & DISCUSSION

- ❖ Out of 153 respondents, 40.5% between 15 - 25year of age, 30.7% between 26-35 year of age, 17.6% between 36-45 year of age and rest of 11.1% respondents above 45years of age.
- ❖ Out of 153 respondents, 34.6% respondents in graduation, 20.9% were postgraduates, 18.3% were in 12th class while 13.7% of respondents were in 10th class and rest of the others are in their jobs or into commercial enterprise.
- ❖ Out of 153 respondents, 42.5% respondents were students, 22.2% were in services, 18.3% were in their

- business while 17% of the respondents were in others (maybe unemployed).
- ❖ Out of 153 respondents, 58.8% were male and 41.2% were female.
 - ❖ Out of 153 respondents, 75.8% were aware of 311 app and 24.2% were not aware of this app.
 - ✓ Then we can practice a majority of respondents are aware of 311 apps.
 - ❖ Out of 153 respondents, 48.4% people used 311 apps and 51.6% people never used this app.
 - ✓ It demonstrates that the bulk of respondents did not use 311 apps.
 - ✓ It implies that awareness about the app is enough, but usage is not that much.
 - ❖ Out of 153 respondents, 79.7% people said it is free of cost and 20.3% people said at that place is some direction for downloading this app.
 - ✓ Thus we can say majority of respondents alleged that the app is free of monetary value and there is no charges for downloading this app.
 - ❖ Out of 150 respondents, 55.6% people said that the app is used for fulfilling complaints regarding the cleaning, to find public toilets, hospitals, schools and so on
 - ✓ 12.4% people said that it is utilized to access public services like setting out traffic and parking information, 32% said all of the above.
 - ✓ Thus we can state that the app is majorly used for fulfilling complaints regarding the cleaning, to find public toilets, hospitals, schools and so on
 - ❖ Out of 153 respondents, 58.2% people got to know nearly 311 apps from the Banners, 20.3% came to know from the Seminars, 26.1% were aware due to information from Friends, 9% were aware from any other media.
 - ❖ Out of 153 respondents, 79.1% respondents agreed that this app is a benefit for Indore but 20.9% did not concur with this assertion.
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 - ❖ Out of 153 respondents, 44.4% respondents very likely to commend about this app, 11.8% respondents extremely likely to recommend 311 apps, 28.1% somewhat likely to recommend and remaining not at all likely to commend about this app.
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 - ✓ Thus we can say majority of respondents found information easily from 311 apps and there are very less number of respondents who did not obtain data easily from the app.
 - ❖ Out of 153 respondents, 81% people agree with the assertion that this app is the way towards Indore becoming Smart City and only 19% people disagree with this assertion..
 - ✓ It indicates that majority of respondents consider that this app is a way towards Indore will become Smart city.
 - ❖ **Out of 153 respondents,**
 - ✓ Most of the respondents agree and neutral on the assertion that they would like to use this mobile app frequently.
 - ✓ Some respondents disagree with the statement that 311 App is beneficial to keep Indore clean, but most of the respondents agree that this app is really beneficial to keep Indore clean.
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to use and most of the respondents said this app is using same as any other app.

- ✓ Some respondents disagree with the instruction that I believe most people would take to use this app very quickly but some agree with this assertion.
- ✓ Some respondents did not **feel confident using this mobile app, but** some felt confident and most of the respondents felt neutral.

❖ **Out of 153 respondents,**

- ✓ Most of the respondents neutral on the assertion that I launch this app unnecessarily complex and some strongly disagree with this assertion.
- ✓ Some respondents agree with the assertion that I would require help to use this app but most of the respondents neutral on this assertion.
- ✓ Some respondents disagree with the instruction that I believe there is too much inconsistency in this app and some are strongly disagreeing but some neutral on this assertion.
- ✓ Some respondents disagree with the assertion that I needed to take a bunch of things before I could get going with this app and some agree but some were indifferent on this assertion.
- ❖ Out of 153 respondents, 71.9% people agree that they received the complaint using this app and it was solved successfully by the authority of 311 apps and 28.1% people were taking issue.
- ✓ This indicates that the bulk of respondents alleged that after making complaint for this app, the immediate action was called for. Which means 311 app have a good shock.

7. CONCLUSION

It is resolved that most of the people of Indore city are aware of this app and they used this app multiple times, but there is a demand to impart proper education to the citizens of Indore to use this app and participate in the clean India program for making Indore clean, merely on the foundation of my research I can suppose that the purpose of this app is partially successful.

8. LIMITATIONS

- ✓ Future studies may extend the sample size and sample area to generalize the finding.
- ✓ The work has been borne out on a sample of 153 respondents, the scale can be an administrator on a

larger population to increase the accuracy of the determinations.

- ✓ The field is limited to only one city, it can further be guided in different cities.

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- [3] Alkhafaji Salah(2016). "User Satisfaction on Mobile Apps", Archives of Business Research*-Vol.4,No.1 Publication Date: Feb.!25,!2016 DOI: 10.14738/abr. 41.1798.