New version of "iAM Smart" app introduces service categorisations for better user experience

The Digital Policy Office (DPO) announced today (December 10) that the new version of the "iAM Smart" mobile app (4.0) has been launched. The new version introduces service categorisations from the user's perspective and provides personalised settings. The user experience is enhanced with a clear and concise interface which categorises information and services closely related to daily life into various themes so that members of the public can search for and use the services in an easier way.

A spokesman for the DPO said, "The new interface of 'iAM Smart' introduces thematic pages and a 'Featured Services' page. Apart from providing detailed categorisations, a range of commonly used services, such as eTAX, Contactless e-Channel, SmartPLAY, eHealth and applications for an International Driving Permit are also included to facilitate user's direct access. We have also grouped useful information and services into several topics based on daily needs, such as 'Travelling', 'New Parents', 'Kindergarten Admission' and 'Info for Elderly', allowing users to select relevant information and services that meet their needs. A 'lite' mode is also introduced in the new version of 'iAM Smart', enabling elderly people and users in need to use 'iAM Smart' more conveniently.

"We shall continue to introduce more personalised features to make it easier for users to access the services they need and manage their personal information, achieving 'people-centric' user experiences," the DPO spokesman added.

The details of the new version of "iAM Smart" are available on the "iAM Smart" thematic website at www.iamsmart.gov.hk/en/nhp.html.

Since its launch in late 2020, the "iAM Smart" one-stop personalised digital services platform has already accumulated over 3.1 million registrations and provided some 460 government, public and private online services. The DPO will continue upgrading the "iAM Smart" app, with the goal of fully adopting the "iAM Smart" platform to provide one-stop digital government services, making it the "single portal for online government services" by 2025 to provide seamless government services to members of the public. For more information on the online services adopted by "iAM Smart", please visit www.iamsmart.gov.hk/en/e-service.html.

The "iAM Smart" app supports iOS and Android operating systems and mobile phones with biometric authentication activated. Members of the public can download and use the latest version of the app for free from the Apple App Store, Huawei AppGallery, and Google Play, or by visiting the "iAM Smart" thematic website at www.iamsmart.gov.hk/en/download.html.