LAUNCH OF LIFESG APP, THE ENHANCED VERSION OF MOMENTS OF LIFE APP
MORE FEATURES, REFRESHED LOOK

Singapore, 19 August 2020 – Minister-in-Charge of the Smart Nation Initiative Dr Vivian Balakrishnan launched LifeSG, the enhanced version of the Moments of Life (MOL) mobile application today. The LifeSG app will provide users with access to more than 40 services that will be personalised for citizens, and with an improved user experience.

Launch of LifeSG at Smart Nation Webinar

2.   The Smart Nation and Digital Government Group (SNDGG), comprising the Smart Nation and Digital Government Office and the Government Technology Agency, is rebranding MOL to LifeSG to reflect the app's future direction – from serving citizens at specific milestones of life, to providing all citizens with a one-stop, personalised access to a wider range of government services. Dr Vivian Balakrishnan announced the key changes at the Smart Nation webinar titled, "Putting People First in Tech Design". The webinar is part of SNDGO's ongoing "Smart Nation – *In Conversation*" series to engage Singaporeans on Smart Nation initiatives. More details on the MOL initiative can be found in **Annex A**.

New Features and Refreshed Interface for LifeSG

3.   LifeSG will offer users more ready access to digital government services through the consolidation of personalised content. The app will include a new user interface with improved navigation, topical guides and the following features. Please refer to **Annex B** for screenshots of the revamped app.

- **Explore Services –** Citizens can explore and easily access more than 40 Government services (up from 12 services previously featured on the app). Information displayed is grouped according to topics of interest, such as family and parenting, work and employment, healthcare, housing and property, and other frequently-used digital services. More services will be added progressively. The full list of services available on LifeSG can be found in **Annex C**.

- **Personalised Dashboard** – Citizens can use the dashboard to discover recommended content, access guides that simplify processes such as job & preschool searches and discover government benefits through features such as the Family Support Calculator.

4.   Upcoming plans will include an improved dashboard to provide citizens with an overview of key personal information such as their CPF, housing, and education details. The

app will also include upcoming medical and school appointments, and reminders that prompt users to complete important applications such as birth registration, baby bonus and primary school registration.

5.   Kok Ping Soon, Chief Executive, GovTech, said, "This product and brand refresh reflects our commitment to serve citizens beyond key moments of life. We started with features developed for parents with young children in 2018 and the Merdeka Generation in 2019. This year, we introduced timely features for those in need of employment and COVID-related support. We will continue to extend simpler access to digital services and personalised content to more citizens, and evaluate their needs and feedback to improve the app with more useful features."

6.   For more information on LifeSG, please visit https://www.life.gov.sg.

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ANNEXES

<u>Annex A</u>

<u>Background on the Moments of Life Initiative</u>

1.   Moments of Life (MOL) is one of the Strategic National Projects under Singapore's Smart Nation initiative. Aimed at providing a suite of services to support citizens' needs at key junctures by integrating and bundling services across government agencies, MOL was first made available as a mobile application in June 2018 to support families with young children below six years old. The app is developed by the Government Technology Agency.

2.   Since then, the app has progressively added new features to serve citizens in other aspects of their life journey. These include an Active Ageing module for seniors aged 60 and above (rolled out in September 2019) and more recently, an Employment Support Guide for job-seekers (rolled out in June 2020). To date, the app has had more than 165,000 downloads and facilitated the following:

- Enabled the registration of seven in 10 new-borns in Singapore;
- Reduced time spent on birth registration and Baby Bonus application from 60 minutes to 15 minutes;
- Consolidated information of over 30 types of COVID-19 grants and assistance into an "Eligibility Checker";
- Consolidated information on employment and retrenchment support into a single guide;
- Enabled seniors' access to their Merdeka Generation e-card and information on personalised government benefits.

3.   From August 2020, SNDGG will be transitioning the app from serving specific moments of life, to providing one-stop and personalised access to government services for all citizens.
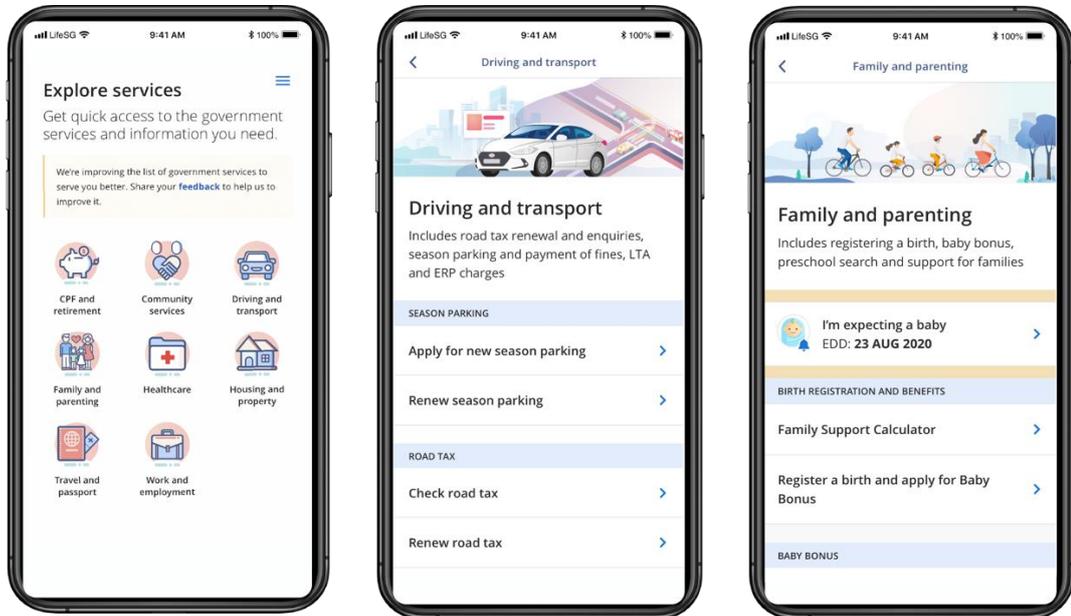
<u>Downloading the app</u>

To download the revamped app, search for "LifeSG" on Google Play or Apple App stores. Existing MOL app users will not need to re-download the app. However, they will be prompted to update the app in the app stores. Users may download the app using the following QR code below:
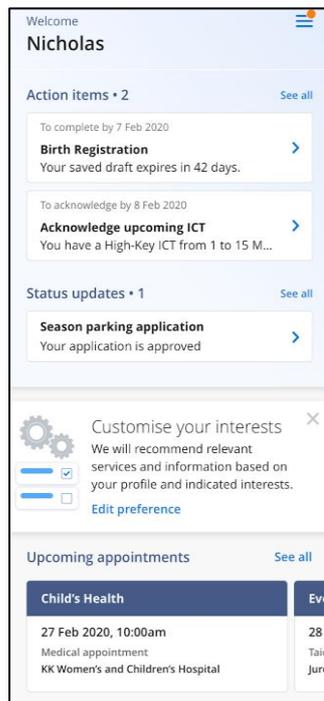
Annex B - Screenshots of the LifeSG app features

i. Explore Services feature:

ii. Personal Dashboard feature:

Annex C - Full list of services on LifeSG (as of 19 August 2020)

Service Description
Make a CPF top-up
Check CPF statement
Check CPF balances
Check CPF contribution history
Check CPF transaction history
Renew season parking
Apply for new season parking
Apply for passport
Check road tax
Renew road tax
Pay LTA Fines and ERP admin fees
Manage work permit for helpers and nannies
Search for family and community services
Make a CPF nomination
Apply or renew PAssion card
Search for SkillsFuture courses
Register a birth and apply for Baby Bonus
Apply for Baby Bonus
View Baby Bonus application status
View Baby Bonus statement
Search for a preschool
Manage preschool interests
Subsidy Calculator
View Baby Bonus approved institutions
View child's immunisation records
Check child's medical appointments
Family Support Calculator
Withdraw CPF Investment Scheme (CPFIS) investments
Apply for Enhancement for Active Seniors (EASE)
Make an appointment for blood donation
Schedule a visit to The Caterpillar Cove (TCC)
Pay outstanding URA parking offence
Make housing payments with CPF
Check your personal medical appointments
Check your eligibility for HDB flats
Apply for Home Loan Eligibility (HLE) letter

Subscribe to HDB e-Alerts for sales launches and updates
Apply for Open Booking of Flats
Check your application status on MyHDBPage
Check your HDB appointment details
Register your intent to buy or sell on HDB Resale portal