

**“APP”les for
Everyone**

**Improving State Service
with APPs**



Class of 2013 Team 1

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Dan Chase DHS

***Technology is always
changing**





I am a Cell
Phone Tower
made to look
like a tree

DAY 84:



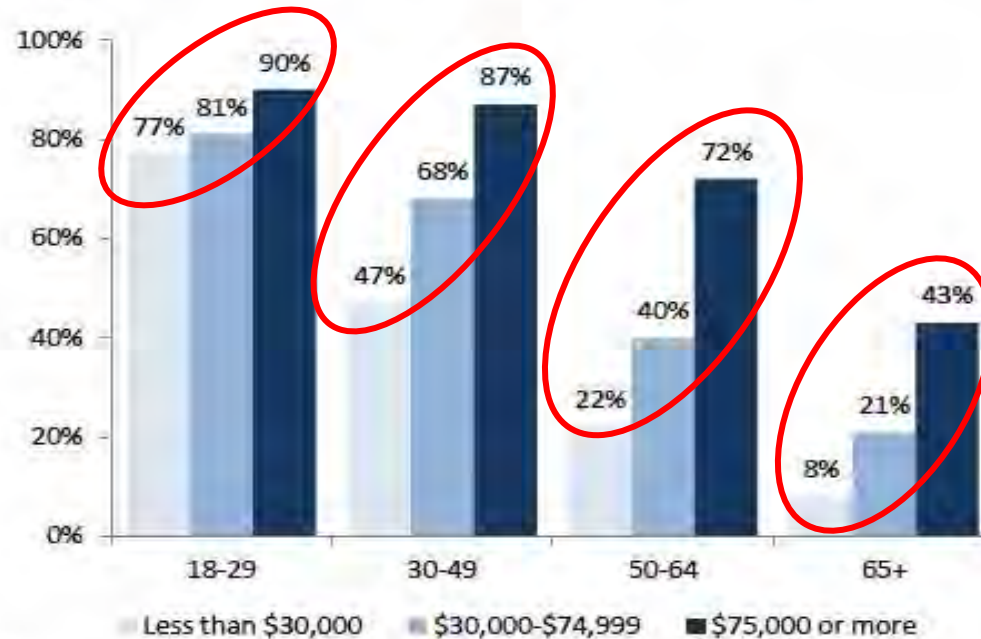
**SEASON IS CHANGING
I THINK THEY ARE GETTING
SUSPICIOUS**





Smartphone ownership by income/age grouping

% within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than \$30,000 are smartphone owners)



Source: Pew Research Center's Internet & American Life Project April 26-May 22, 2011, January 20-February 19, 2012, and April 17-May 19, 2013 tracking surveys. For 2013 data, n=2,252 adults and survey includes 1,127 cell phone interviews. All surveys include Spanish-language interviews.

Citizens expect to be able to use these devices to access services, including those provided by government.



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News and Highlights

Monday, September 30

October is Cyber Security Awareness Month

Are you, your family and your business safe and secure online? Chances are you or someone you know has been a target by cyber criminals. Governor Walker has declared October as Cyber Security Awareness Month. Learn about the latest scams and how to protect your digital life at readywisconsin.wi.gov

2013 Wisconsin Cyber Summit Conference

Wisconsin is hosting a cyber security summit intended to link business leaders, state and federal partners, and industry experts together to discuss the state's role in cyber security. The event will be held October 11, 2013 in Milwaukee at the Marquette University. [Read more...](#)

Mother Nature Returns for Her Annual Fall Foliage Tour

Mother Nature is back for her compelling annual fall color tour, starring one of the state's fiercest economic powerhouses – the tree. [Read more...](#)

September is Preparedness Month

Are you ready for an emergency? Wisconsin Emergency Management's ReadyWisconsin campaign encourages individuals, families, businesses and communities to get ready for anything unexpected. [Read more...](#)

September Law of the Month

Drivers must be even more vigilant when school starts. [Read more...](#)

Reel in Mobile-Friendly Fishing Regulation Guide for Inland Lakes

Get your...
Wisconsin User ID

Featured Site



Quick Links

[Employment in Wisconsin](#)

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[Health & Human Services](#)

[Wisconsin No Call List](#)

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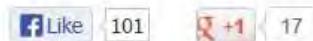
[Lottery Results](#)

[Public Notices](#)

The State of Wisconsin must also change to keep up with current technology as well as our citizens' needs and expectations.

Your smartphone just got smarter.

UWM Mobile is UWM's official iPhone and Android app. We built it from the ground-up to make your life on campus better. Get access to maps, directories, bus routes and more.



People Search

Find and contact UWMers by email or name



Map

Explore and navigate campus with building locations and more



Courses

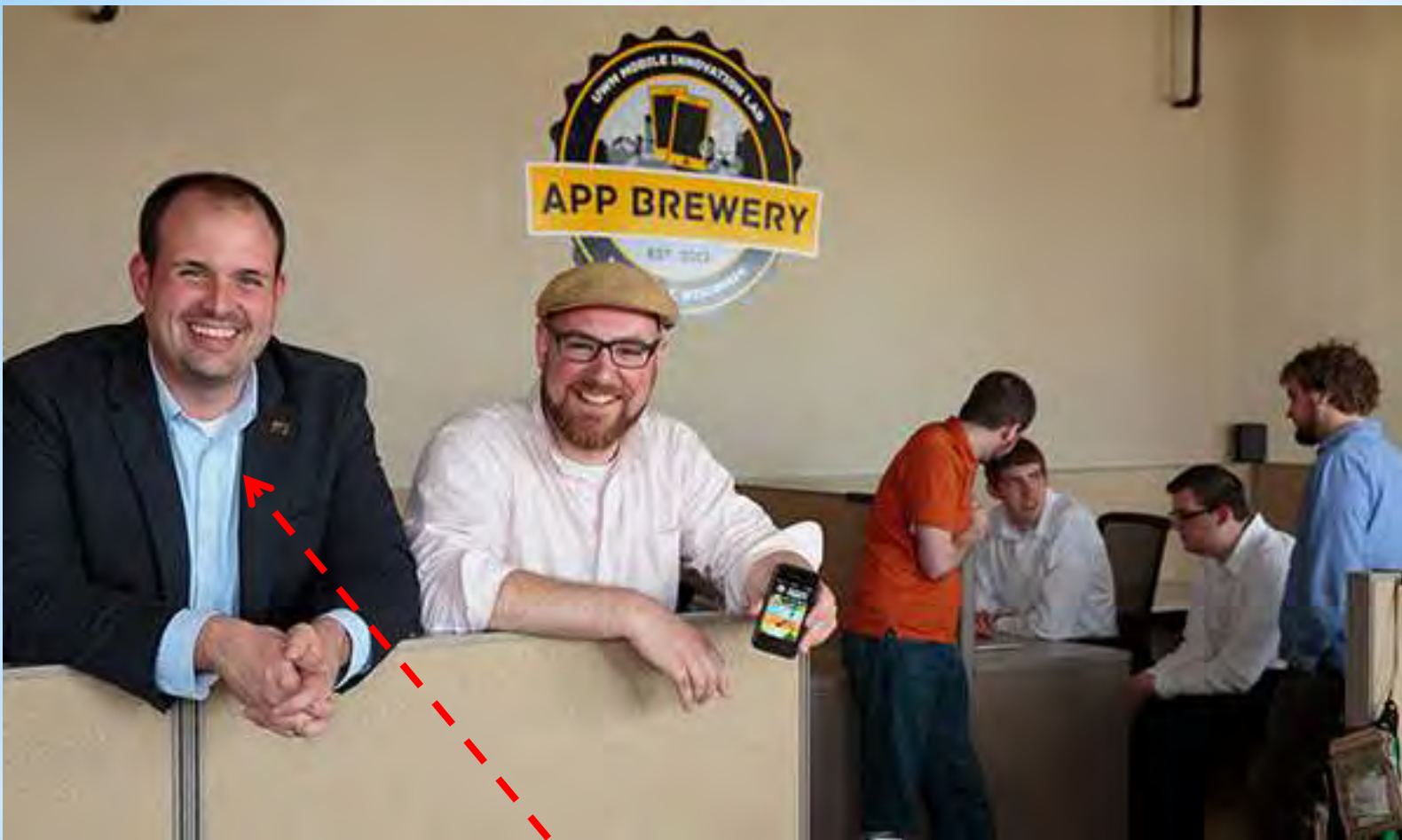
View your weekly class schedule and course locations



Shuttles



Laundry



Michael Hostad and his APP BREWERY
created the UW-Milwaukee application.



* Forging a Partnership
between APP Brewery and
the State of Wisconsin

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Mobile Application Development



Mobile Application Development is one of the fastest growing careers today. Smart phones, tablets and other web-enabled devices have changed the way we work and navigate our personal lives, driving demand for mobile apps and demand for mobile developers.

One of the most important factors in mobile app development is setting up the development environment. This can be a difficult and time consuming process. Our instructors are industry experts who will teach you techniques to shorten this process, giving you a jumpstart to developing, delivering and testing mobile

apps. The result - new skills and knowledge that can be applied immediately after you leave the classroom.

Call today and find out how a Mobile Application Development Certificate can jumpstart your career.

FEATURES



Mobile Application Development Certificate



[Download the brochure](#)

UW-Milwaukee has created courses in mobile application development coming from their Mobile Innovation Lab, unique to Wisconsin.



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Mobile App Development Certificate



SCE offers a Mobile Application Development Certificate in **Native App or HTML App Development**. Or earn a **dual certificate** in both disciplines.

The Mobile App Development Certificate includes core and elective courses. The certificate can be completed in as little as 6 months. 8 courses are required for the Mobile Application Development Certificate in either Native or HTML App Development.

- Recieve a dual certificate by completing both the Native and HTML tracks

[View Mobile Application Development Certificate Track](#)

See individual courses for dates, course descriptions and prices.

SHARE THIS PROGRAM



CONNECT WITH MOBILE APPLICATION DEVELOPMENT



Core Courses

[Adobe PhoneGap](#)

Fri., Apr. 11, 2014

[Android Apps - Advanced Android Application Development](#)

Thu., Dec. 5

[Android Apps - Native Phone and Tablet Development](#)

Fri., Nov. 1

[CSS3 Advanced Techniques](#)

Fri., Feb. 7, 2014 / +1 more session. Show More

FEATURES



Mobile Application Development Certificate



[Download the brochure](#)

Value of Prof. Certificates in Today's Workplace



[Download PDF](#)

Career



People Search

Find and contact UWMers by email or name



Map

Explore and navigate campus with building locations and more



Courses

View your weekly class schedule and course locations



Shuttles

View residence hall shuttlebus GPS locations and routes in real-time



Calendars

View calendars for popular UWM and local venues



Laundry

View residence hall washer and dryer availability in real-time



Computer Labs

Check computer lab availability and usage in real-time



Safety

Access important phone numbers, like BOSS and Campus Police



Quicklinks

Jump to popular UWM services, like D2L

How much does it cost?

It's FREE!

How do I get it?

If you have an iPhone or other iOS device, download it from the App Store. If you have an Android powered device, download it from the Android Market.

For whom is it intended?

Anyone can use it! But UWMers are likely to get the most out of it ;)

What's a UWMer?

It's a word we just made up to describe anyone associated with UWM.

Who made it?

UITS Creative Services web development mobile team: Michael Hostad, Quinn Madson, Ricky Kaja, and John Mills with assistance from other talented UWMers in UITS and around campus.

Are there going to be new features?

Most certainly. We are evaluating and prioritizing features and functionality to build all the time. It was designed in a way that allows us to easily update and modify each mini-app.

I experienced a bug or have an enhancement request. How can I share this information?

You can **email us** or chat with us on **Twitter**



Look for this icon around campus to discover features of UWM Mobile

Have a great idea or suggestion for an app? Tell us about it!

Officials announce county app built by UWM students

Posted on: 4:32 pm, June 4, 2013, by Katie DeLong, updated on: 08:00pm, June 4, 2013

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Man fatally stabbed on Milwaukee's south side
Milwaukee police need your help to identify robbery suspect
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Weather
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Photo Galleries



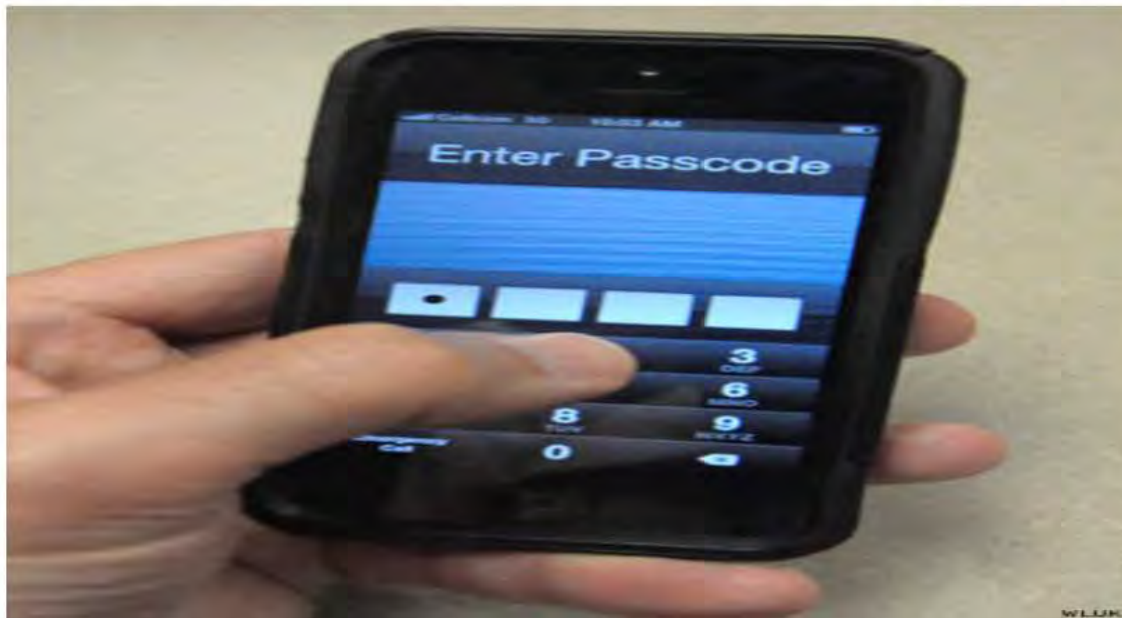
The APP Brewery was asked to create an application for Milwaukee County. The APP was a success, expanding an opportunity for their citizens to use their County Facilities.

<http://youtu.be/uOEuvdGvDHM>

UW-Milwaukee builds mobile apps for nonprofits

Updated: Thursday, June 13, 2013, 9:49 AM CDT
 Published: Thursday, June 13, 2013, 9:49 AM CDT

REPORT IT



File photo.

Advertisement

PLAN YOUR CAMPING
 GETAWAY TODAY AT
 CampInTheDells.com

 The Waterpark Capital of the World!

Photo Galleries



UW-Milwaukee APP BREWERY
 is working with non-profit organizations
 to create mobile applications.

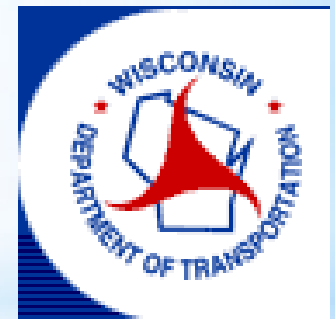
http://www.youtube.com/watch?feature=player_embedded&v=JR2CMZ1dnKA



The APP BREWERY is growing and welcomes the opportunity to partner with the State of Wisconsin.

***What if we created
an APP for all of
Wisconsin?**





The APP BREWERY will be invited to send a small team to meet with a department

The imagination of the APP BREWERY will be integrated with the department's needs

The APP BREWERY will build the APP and then train and transfer the daily operation to the state agency

The APP BREWERY will retain their presence for incorporating new designs and processes

The state could develop internship possibilities, strengthening the Brewery's training possibilities

- * Improved service levels for citizens and visitors
- * Minimal costs
- * Keep pace with new technologies and ideas
- * Recruiting opportunities
- * Huge pool of talent in UW System
- * Potential spin-off businesses - create professional jobs in Wisconsin

* Benefits of Partnership - State

- * Real world project and work experience for students
- * Benefits will be highly visible - create opportunities to grow the program
- * Work with large scale partner - new challenges and many opportunities
- * Student contributions benefit the entire state

* Benefits of Partnership - UW-M

The Mobile Innovation Lab learned several lessons from the work that they have done with UW-Milwaukee and Milwaukee County applications.

- Project support from the top down
 - Direction from
 - Governor's Office
 - Department of Administration

***How do we proceed?**

- * Ownership & Project Management

- * High level project owner

- * Project management processes established

- * Planning

- * Assess type of technology to be used based on staff resources and user needs

- * Focus groups and user surveys

- * Manage scope and create project milestones

- * Develop internal & external communication plan

*** Mobile Development
Best Practices**

* Design

- * Must be easy to use and intuitive
- * Ensure design is flexible for new content and features

* Development

- * Design essential functionality up front - then keep the app relevant by releasing subsequent updates and increased functionality
- * Consider accessibility for vision impaired and others with disabilities

* Mobile Development Best Practices

*Testing

- * Many different phones and operating systems
- * Which ones will be your baseline of support? (can't support all devices)
- * Create support plan for user issues
- * Consider beta testing
- * Plan time for testing as it is critical to project success

*Post Launch

- * Implement analytics - which features are being used the most
- * Conduct user surveys and focus groups for future development

*** Mobile Development
Best Practices**



* An APP so easy to use
that it is child's play

The **ONE WISCONSIN APP** will:



***Thank You**



Now for Our Outtakes

Do you mind if I strap your phone
to my forehead so I can pretend
you're looking at me when I talk?



*The future of the APP for Wisconsin?

Lets Go on Vacation with the
ONE WISCONSIN APP



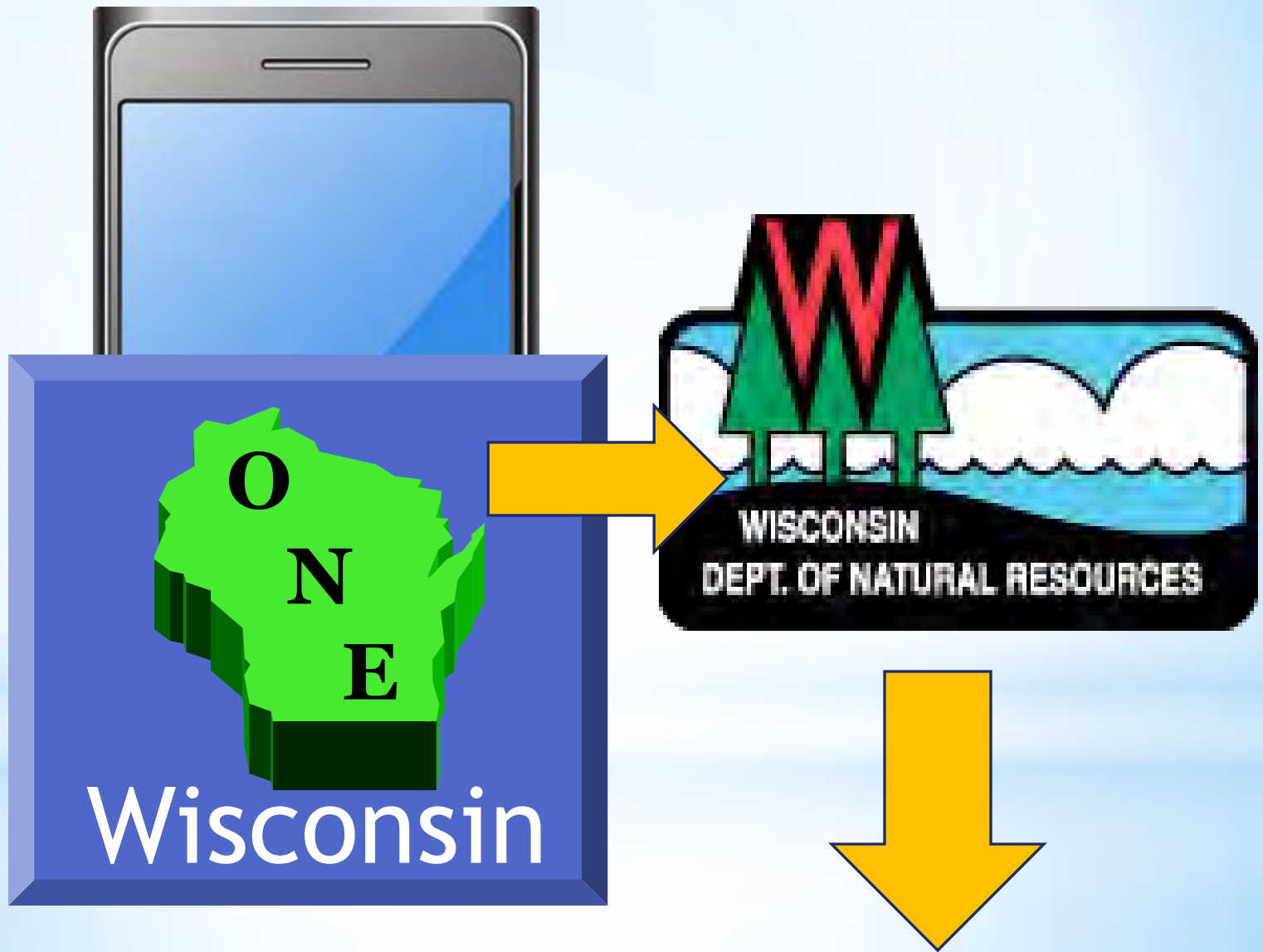
An Unexpected Weekend Off.
I Will Use the **ONE WISCONSIN APP**
to Find a State Park







I am Choosing my camp site at
Hartman Creek State Park



Firewood Notice: Currently, firewood is not allowed on Wisconsin State Park, Trail or Forest properties from out of state or from more than 25 miles away from the destination campground. In addition, firewood that has been in a Wisconsin EAB quarantined area is not allowed on properties outside of the quarantined area. Please buy firewood nearby or at the property you are going to. Call the DNR toll-free Firewood Hotline 1-877-303-WOOD (9663) for information before packing for a trip.

[Find other campgrounds](#)

HARTMAN CREEK STATE PARK, WI

Status: Open year round.

Max reservation window: Sat Jul 19 2014

84 site(s) found

[ALL \(84\)](#) [GROUP STAN NON ELEC \(5\)](#) [STANDARD ELECTRIC \(24\)](#) [STANDARD NON ELECTRIC \(54\)](#)

Campground Details	Campground Map	Campsite List	Date Range Availability
--------------------	----------------	---------------	-------------------------

Campsite Search Results: 1-25 of 54

Online availability	Site#	Loop	Site type	Max # of people	Equip length/ Driveway	Amenities
Enter Date	024	1-31, 63-74, 82, 102	STANDARD NON ELECTRIC	6	55 Back-In	
Enter Date	025	1-31, 63-74, 82, 102	STANDARD NON ELECTRIC	6	35 Back-In	
Enter Date	026	1-31, 63-74, 82, 102	STANDARD NON ELECTRIC	6	42 Back-In	
Enter Date	027	1-31, 63-74, 82, 102	STANDARD NON ELECTRIC	6	40 Back-In	
Enter Date	028	1-31, 63-74, 82, 102	STANDARD NON ELECTRIC	6	42 Back-In	
Enter Date	029	1-31, 63-74, 82,	STANDARD NON	6	56 Back-In	

Find Campsites

Looking for

Tent

Loop

Any loop

Site #:

☐ spot with...

Dates (optional)

☒ Specific ☐ Range

Arrival date:

Mon Aug 19 2013

Length of stay:

1

[Search Campsites](#)

ite(s) found

[\(84\)](#) [GROUP STAN NON ELEC \(5\)](#) [STANDARD ELECTRIC \(24\)](#) [STANDARD NON ELECTRIC \(54\)](#)

Campground Details	Campground Map	Campsite List	Date Range Availability
--------------------	----------------	---------------	-------------------------

Campsite Search Results: 1-54 of 54

Matching Campsites Zoom to: [Full Campground](#) | [All Matching Campsites](#) [Switch to Basic Map](#)

onal Map - GPS: 44.3233333, -89.2172222



Campsite Search Results: 1-54 of 54

** Arrival dates less than 48 hours in advance may be available by walking in at the campground. You must occupy the site.





I have arrived



I am approaching the Entrance gate



I paid for the camping site with my phone app



Summer Flowers were in Bloom



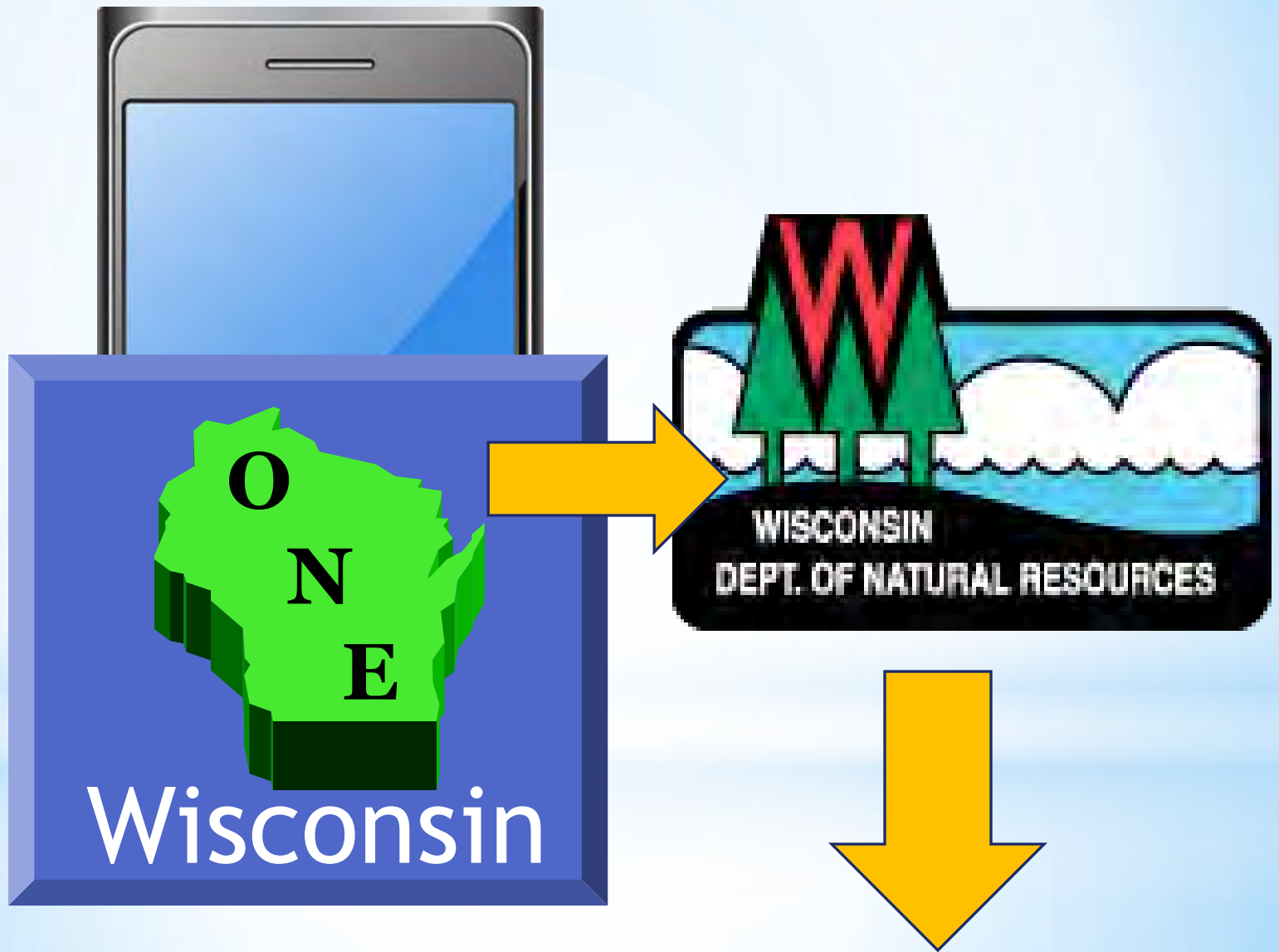
Base Camp is set up



A Nice, Relaxing Time



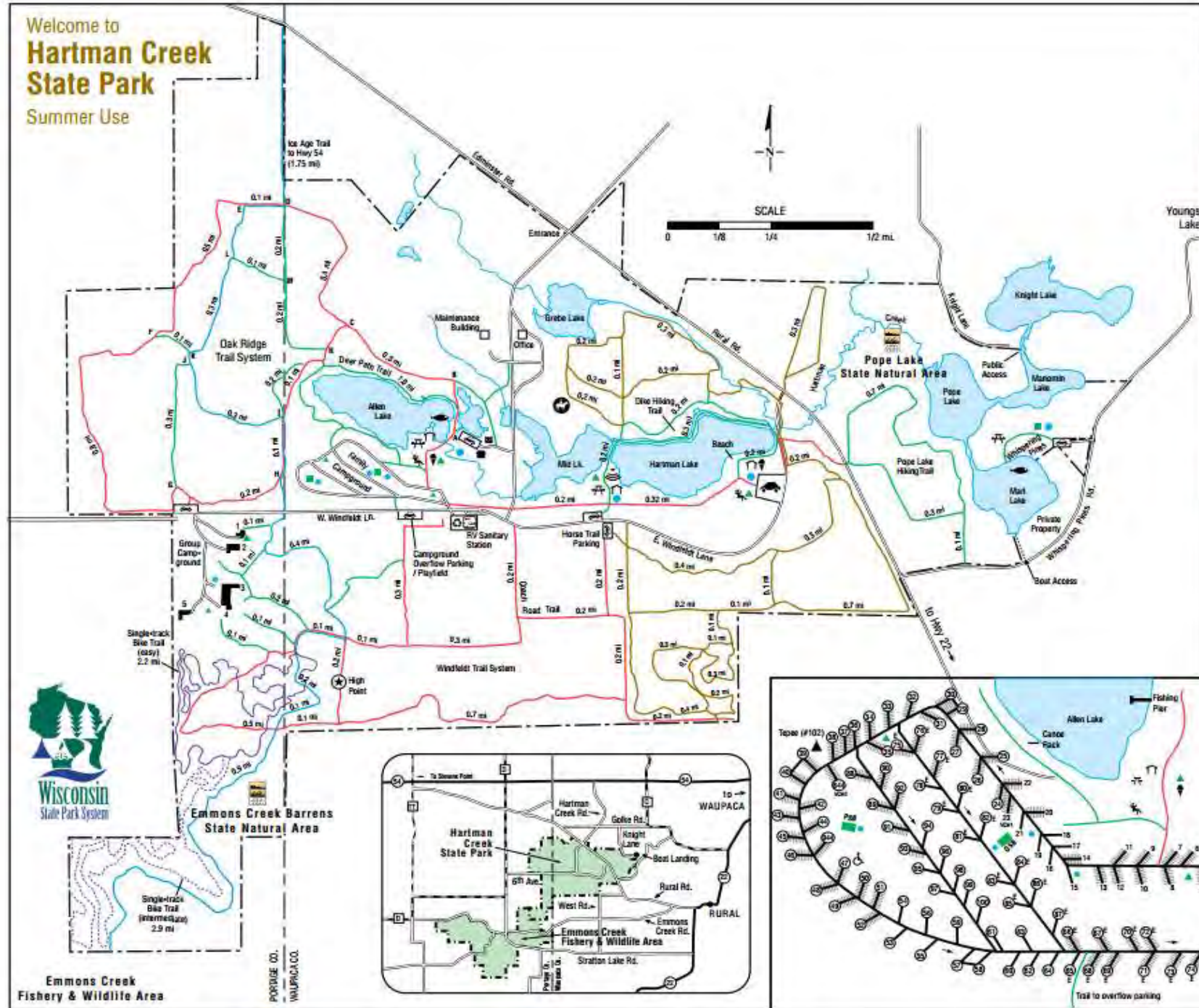
Using my phone to find the hiking trails



Welcome to Hartman Creek State Park Summer Use



Emmons Creek
Fishery & Wildlife Area



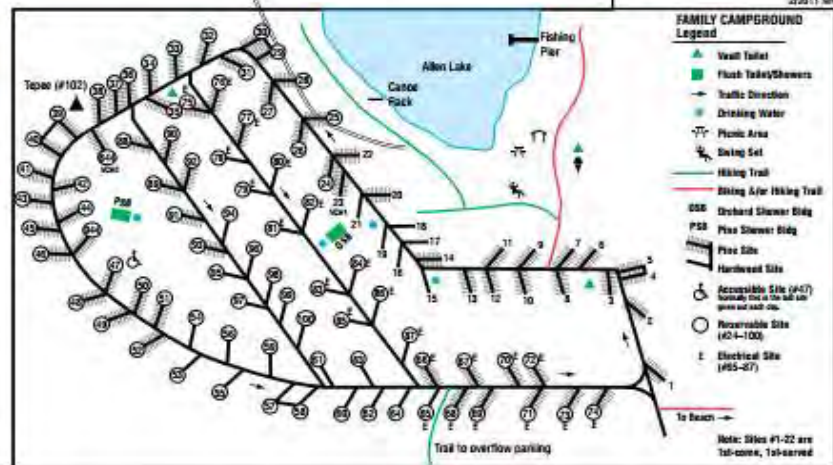
LEGEND

- Park Boundary
- Park Road
- Ice Age Trail
- Hiking Trail
- Biking* and/or Hiking Trail
- Biking Trail* (single-track) (easy)
- Biking Trail* (single-track) (intermediate)
- Horse Trail*
- 🐾 Horse Trail Rest Area
- 🚗 Parking
- 🏠 Shelter
- 🛖 Concession Stand
- 🍽️ Picnic Area
- 🎡 Swing Set/Playground
- 🎣 Fishing Pier
- 🎭 Amphitheater
- 🚽 Vault Toilet
- 🚿 Flush Toilet/Showers
- 💧 Drinking Water
- 🚻 RV Sanitary Station
- ♻️ Recycling Station
- 🏠 Hellestad House
- 🐾 Pet Picnic Area

*Requires state trail pass for persons 16 years of age and older.

2/2011 NW

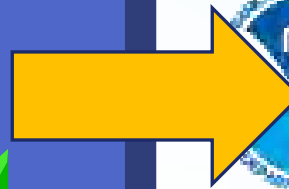
FAMILY CAMPGROUND Legend



Note: Sites #1-22 are Tab-camp, Tab-served



What will the weather be like in 2 hours ?



NOAA





Green Bay, WI Radar

Go to: Standard Version

Local weather forecast by "City, St"

City, St

Go

Radar Status Message

Adjacent Radars:



Short Range Images

Reflectivity:
Composite Loop
Base Loop

Velocity:
Storm Relative Loop
Base Loop

Rainfall:
1-Hour Total Loop
Storm Total Loop

MouseOver Off

Long Range Images

Reflectivity:
Base Loop

U.S. Views

Reflectivity:
National Loop
Alaska Loop
Hawaii Loop
Guam Loop
Puerto Rico Loop
Radars by State

Additional Info:

Radar FAQ
Downloading Images
Mobile Users
GIS Users **KML**
Doppler University
Color Blindness Tool
Credits

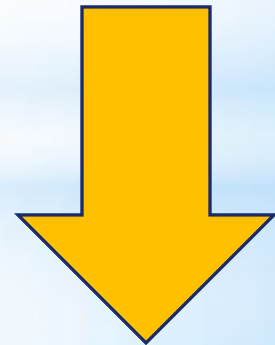
Base Reflectivity

NWS Green Bay, WI





Any Nearby Festivals ?



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Arts on the Square

Aug
16
Fri & Sat
2013



Waupaca Celebrates the Arts!
Downtown Waupaca on the Square.

A juried fine arts festival and multidimensional celebration of the arts. This event takes place on the Waupaca Town Square and includes a 24-hour theatrical installatino, arts workshops, an expanded farmer's market, entertainment stages and street performers. This is a participatory festival, visitors can view and create their own art.

www.waupaca.org

Waupaca Celebrates the Arts!
Friday night street dance. Saturday includes juried art, art workshops, music, food, theater, dance and more!

**Chain O' Lakes
Blues
Festival**

October 4th & 5th

Robert Allen Jr. Band - The Jimmy's - Cash Box Kings - Alex Wilson Band
Reverend Raven and the Chain Smokin' Altar Boys - Beyon Lee

**Indian Crossing Casino
Waupaca, WI**

www.ChainOLakesBluesFestival.com
888.417.4040

ITINERARIES *in*
the WAUPACA AREA



Waupaca's Arts on the Square



What Places Allow DOGs?

Turn Your Phone
into a Multitool
with the
**ONE WISCONSIN
APP**





* As Always, Do Not Use the
ONE WISCONSIN APP
and Drive

***Thank You**

