

Mississippi Department of
Information Technology Services

MY MISSISSIPPI, MY TECHNOLOGY!

MyMS



Executive Summary

My Mississippi (myMS) is an intelligent personalized platform developed for citizen use to help keep track of important reminders, receive alerts, save frequently accessed content online, interact with the “Ask Mississippi” digital voice assistant for Amazon Alexa and Google Home, and communicate with the State of Mississippi’s chatbot, MISSI.

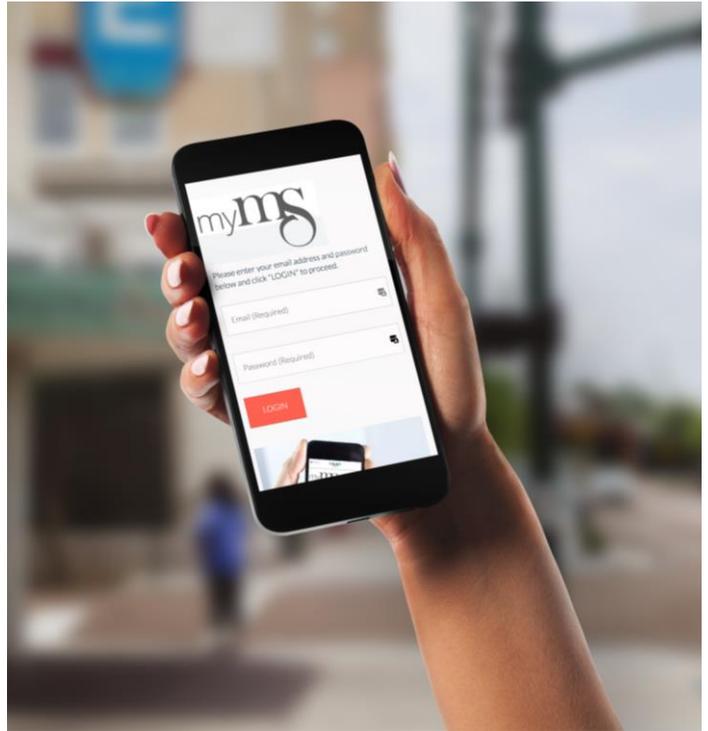
Introduced in May 2015, myMS is a companion platform to the award-winning State of Mississippi’s official website, ms.gov. myMS features custom alerts and reminders, social sign-in, and hands-free voice-controlled technology integration.

- Ask Mississippi – Voice interaction is only a few words away. Use your Amazon Alexa and Google Home products to access your myMS alerts and reminders, as well as receive a wealth of Mississippi government info. Citizens can simply “Ask Mississippi” to set a reminder for when their driver’s license expires, provide their local state fishing report, ask for assistance in paying their taxes, receive traffic alerts before they leave for work or school, and hundreds of other supported interactions.
- MISSI – the state of Mississippi’s first chatbot, serves as ms.gov’s main citizen-focused communication channel. MISSI is located on every page of ms.gov and delivers information directly to the user through a chat interface. When you first access MISSI, you are presented with the Top 10 current ms.gov searches, designed to reach the majority of users. You can select any of these options and MISSI will respond with the appropriate information or URL to get you where you need to go quickly. If your choice is not listed, you can also chat with MISSI and let the chatbot deliver what you are looking for.
- If This Then That (IFTTT) is connecting data across services and devices to create powerful data tools to aid how government and citizens interact digitally. IFTTT applets are user-driven commands or tasks. For example, a user can enable the twitter applet to alert them every time the MS Department of Transportation tweets, receive an email from the Center for Disease Control (CDC) when a food alert is issued, get an email when the Department of State issues a travel warning, and many more. ms.gov plans to grow these applets to help Mississippians receive information through IFTTT channels, thus growing the reach of state government in Mississippi.
- myTacks – to insure relevant content remains accessible in a click, myTacks allows visitors to drag links important to their government experience to a vault to save for quick future reference.
- myAlerts – Quickly set alerts for weather events, amber and silver alerts, as well other high-profile statewide alerts by accessing your myMS profile and choosing your targeted alerts.
- myReminders – Subscribe to top government agency reminders or customize your own using the myMS widget.

Learn more about myMS and the technology that drives it: <http://www.ms.gov/Technology>

Concept

The State of Mississippi partnered with Mississippi Interactive (MSI) to redesign the state's official website to further show how citizens interact with government online. While ms.gov provided citizens with a wide variety of important content, users expressed the need for an enhanced government experience. During the 2015 redesign, myMS was created to make government interaction as effortless as possible by furthering engagement and customization on ms.gov for citizens. Need a reminder when your driver's license or hunting permit is due for renewal? myMS has you covered! myMS encourages users to set and receive reminders and alerts for services important to them, opening communication channels between state and citizen. Along with important personalized reminders, myMS gives users the ability to elect to receive alerts, including: amber, silver, and important weather alerts. Joining myMS is a simple and secure two-step process, designed to require only essential information from the user in order to personalize and automate reminders.



In 2016, user convenience prompted MSI to reinvent myMS, taking it from a standalone service to an interactive widget within the ms.gov site. The addition of social sign-in has streamlined account creation and the log in process. myMS took a major step forward in 2016 with the introduction of the “Ask Mississippi” Amazon Alexa skill. The myMS Ask Alexa integration is the very beginning of an enhanced citizen to government relationship that will transform how we receive and send our government information. We live in a world today where technology has been embraced across generations. People expect technology to respond and deliver at the touch of a button or at the sound of a command. This is exactly what Mississippi achieved with “Ask Mississippi” Amazon Alexa skill for ms.gov. Amazon Echo users and myMS subscribers can take advantage of the voice command technology to connect, hands free, with Mississippi government. All you have to do is ask.

- Stay on top of important dates – “Alexa, ask Mississippi when my driver license expires.”
- Contact the state – “Hey Alexa, Ask Mississippi, what is the phone number to the Department of Revenue?”
- Verify elected officials and facts – “Alexa, ask Mississippi who the current Lieutenant Governor is.”
- Learn more about our state – “Alexa, ask Mississippi to tell me story.”
- Receive traffic alerts – “Alexa, ask Mississippi if there are any traffic alerts in my area.”
- Catch up on local MS news – “Alexa, ask Mississippi to give me the news of the day.”

In 2018, the most recent update is the addition of Google Home to the Ask Mississippi platform in April. New interactions are added every year to enhance the platform including the recent addition of fishing reports, hunting season dates, local news and traffic alerts.

Alexa and Google Home users have asked over 3,000 questions using the “Ask Mississippi” skill.

See myMS voice commands in action: <https://vimeo.com/channels/1066529>.

Like “Ask Mississippi”, the myTacks functionality was introduced in 2016 to enhance the ms.gov website and user experience. This convenient content feature allows visitors to drag links important to their government experience to a vault to save for quick future reference. myTacks is a way for both power users and low frequency users alike to save, store, access and edit frequently visited links and pages on

ms.gov. Customizing your government experience is now easier than ever.



Welcome! I'm MISSI, and I've been programmed to help you get what you need from ms.gov!

MISSI

So tell me, what do you need help with?

MISSI

Some examples might include:

- Driver License
- Ace
- Taxes / (TAP)
- Unclaimed Property
- Receipt
- Vital Record
- Hunting / Fishing
- Error Messages
- Other

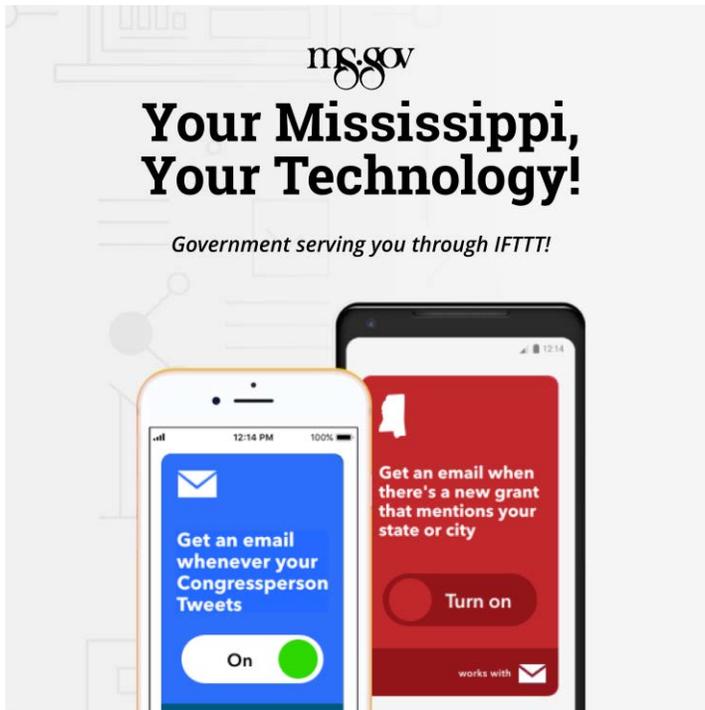
MISSI at 2:58:38 PM

Type your message...

The ms.gov chatbot was designed to efficiently communicate and deliver real-time information to citizens online. Questions including “how do I renew my hunting license,” “where can I purchase a driver’s license,” and “I need help with my taxes” are just a few of the over 200 of iterations the ms.gov chatbot supports.

Accessible from ms.gov and on citizens’ mobile devices, MISSI is able to direct users to what they are looking for, whether it is renewing their hunting license, or helping locate unclaimed property. Since the 2017 launch, MISSI has helped answer over 7,000 questions, further improving the availability of ms.gov’s citizen support, since MISSI can help multiple concurrent users at once.

Amazon Alexa Skill and Google Home Action – The Ask Mississippi Amazon Alexa Skill was unveiled in 2016 and the most recent update is the addition of Google Home to the Ask Mississippi platform in April 2018. New interactions are added every year to enhance the platform including the recent addition of fishing reports, hunting season dates, local news and traffic alerts.



Significance

By leveraging new technologies, Mississippi is now well prepared to provide opportunities for citizens to simplify the interaction with state government.

Whether it's the convenience of in-site bookmark vault, important civic reminders, or voice command technology integration, myMS is purposed around one priority, the user. The evolution of the myMS platform enhances the citizen to government relationship in Mississippi, allowing residents to connect, hands-free, with state government.

Impact

Since the introduction of the myMS platform, the benefits have made the interaction between citizen and state government better, while at the same time promoting the state as a forward-thinking government body. Mississippi has responded to the needs of its citizens by offering government services at users' fingertips and voices. The myMS account holders now have an avenue that provides a more effective tool to do business with the state. Amazon Alexa and Google Home users have employed the "Ask Mississippi" skill to answer over 3,000 questions involving the State of Mississippi. MISSI has answered 7,000 questions from citizens looking for tax information or needing to renew their driver's license.

The no-cost benefit of this project, supported by the State of Mississippi's eGovernment Program partner's self-funded model, has allowed MSI to research, develop and support the entire myMS platform without the need for government funding. The significant return to citizens and Mississippi in cost and time savings is an incredible value of over \$500,000 to state government.

More information on all the user-interactive myMS services is viewable below:

- myMS – <https://vimeo.com/126677973>
- Ask Mississippi – <https://vimeo.com/222590376>
- myTacks – <https://vimeo.com/164747818>
- Alerts – <https://vimeo.com/164761982>
- MISSI Chatbot – <https://vimeo.com/222710083>