

Department of Housing and Urban Development

Customer-Facing Services (Mobile)

Service Name	Service Description	Scope	Main Customers	Primary UII (Existing Investment)	Primary UII (New Investment Only)
Housing Counselor [EXISTING]	HUD sponsors housing counseling agencies throughout the country that can provide advice on buying a home, renting, defaults, foreclosures, and credit issues. This app allows you to select a list of agencies for each state below. You may search more specifically for areverse mortgage counseloror if you are facing foreclosure, search for a foreclosure avoidance counselor.	External	Individuals that need housing counseling services	025-000004500--Housing Assistance	
File a Fair Housing Complaint [EXISTING]	Federal law prohibits housing discrimination based on your race, color, national origin, religion, sex, familial status, or disability. By creating a mobile app for the HUD Form 903, FHEO will expand the ability to reach anyone that feels that their civil rights have been violated and	External	Individuals that feel they have been discriminated against based on their race, color, national origin, religion, sex, familial status, or disability.	025-000004700--Compliance and Enforcement	

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	have them submit a fair housing complaint easily and confidentially.				
FHEO HUD.gov mobile adaptive web content	Expanding access to Fair Housing and Equal Opportunity via HTML 5 coded pages for selected FHEO information customized for mobile devices. Also developing Internet ads to drive the traffic to this information.	External	Individuals that feel they have been discriminated against based on their race, color, national origin, religion, sex, familial status, or disability.	025-000004700-- Compliance and Enforcement	
Housing Discrimination Investigative Checklist	Developing and updating the design of the FHEO investigative checklist that is used by FHEO investigative resources.	Both	Resources investigating reports of discrimination	025-000004560-- Legal	
HUDMaps	HUD has developed a number of Geospatial Information Systems (GIS) that are currently available on the web and are listed at http://egis.hud.gov/ . The HUDMap tool allows HUD Employees and Contractors to pull information from various internal and	Both	The HUDMaps tool provides information that can be used for Disaster Planning, Community Information, Housing Values, Public Housing and Multi-Family Projects. For example, HUDMaps was	025-000004420-- Disaster Management	

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	external sources to assist programmatic and disaster response projects. HUDMaps access is being expanded to provide for mobile device capabilities.		leveraged significantly by staff in New York during Hurricane Irene. During that situation, New York City HUD staff leveraged the map to assist HUD recipients in designated evacuation zones during the hurricane. Staff has also used the maps in the parts of the country after tornados.		
GMP Monitoring Exhibits Handbook	The CPD Monitoring Handbook includes all programs and technical functions for which CPD Field staff have monitoring responsibilities.	Both	Monitoring is an integral management control technique and a GAO standard. It is an ongoing process that assesses the quality of a program participant's performance over a period of time. Monitoring provides information about program participants that	025-000004540--Infrastructure and System Monitorin	

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			<p>is critical for making informed judgments about program effectiveness and management efficiency. It also helps in identifying instances of fraud, waste and abuse. Access to this information is being expanded to include mobile device access.</p>		

Customer Engagement Approach

The Customers to be engaged were selected based on the following approach:

1. Usage Analysis

- Perform **Audience Analysis** on key internal and external customer facing services. Web traffic analytics will provide the basis for prioritization.

- Analyze **User Feedback** collected through the feedback pages on web sites/systems:

- <http://www.hud.gov/offices/hsg/sfh/hcc/hcs.cfm>

- http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opp/online-complaint

- http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opp

- <http://egis.hud.gov>

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http://portal.hud.gov/hudportal/HUD?src=/program_offices/comm_planning/library/monitoring/handbook

- http://portal.hud.gov/hudportal/HUD?src=/program_offices/fair_housing_equal_opp/online-complaint

2. Select and prioritize systems that have been analyzed in the previous step as potential systems to open up via web API. The prioritization for implementation will be based on traffic metrics and feedback, audience sensitivity analysis based on feedback collected.

3. Engage the Program Managers/Stakeholders of the selected systems for planning and implementation.