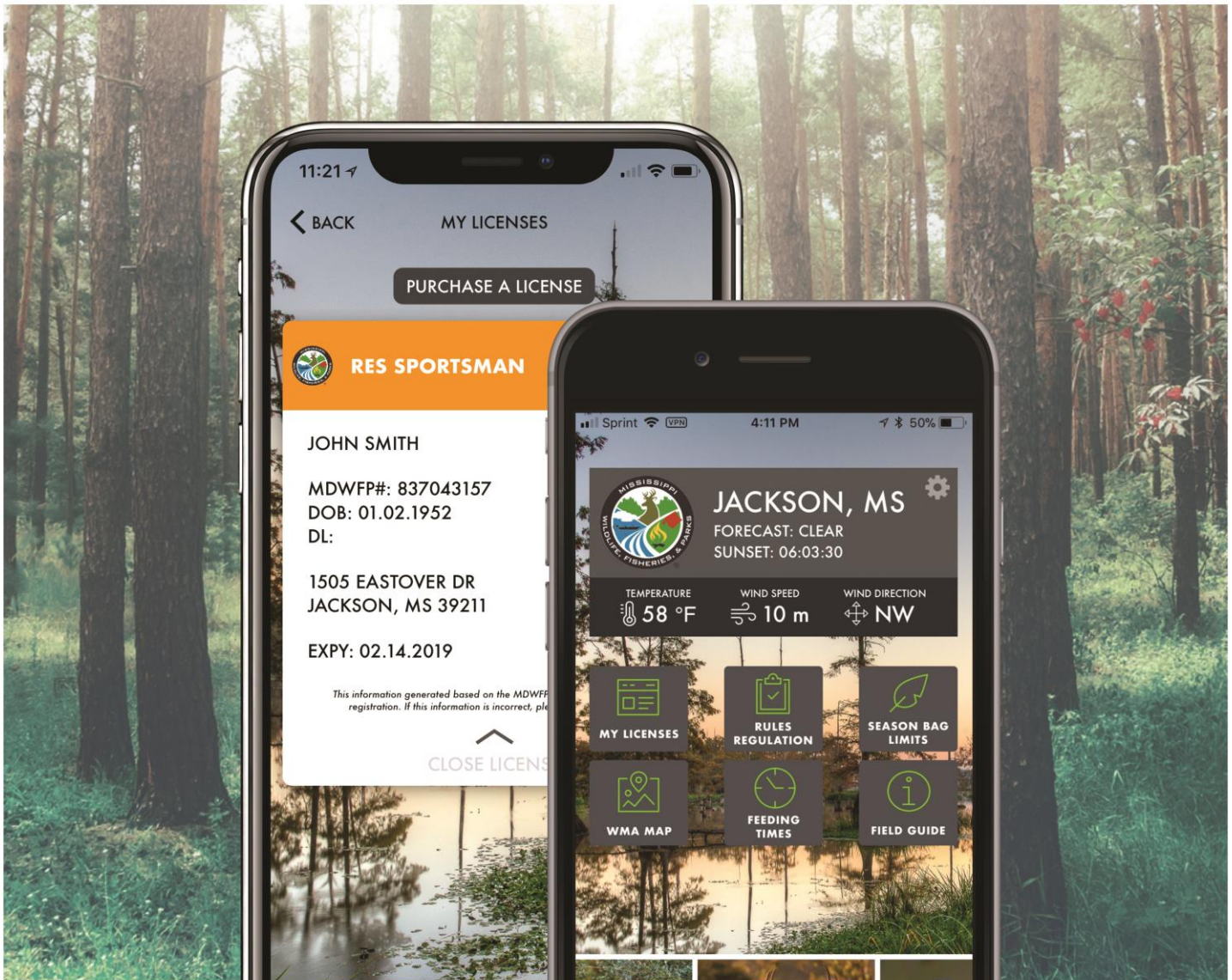


Mississippi Department of  
Wildlife, Fisheries and Parks

# THE HUNT IS OVER!

## Mississippi Mobile Outdoors



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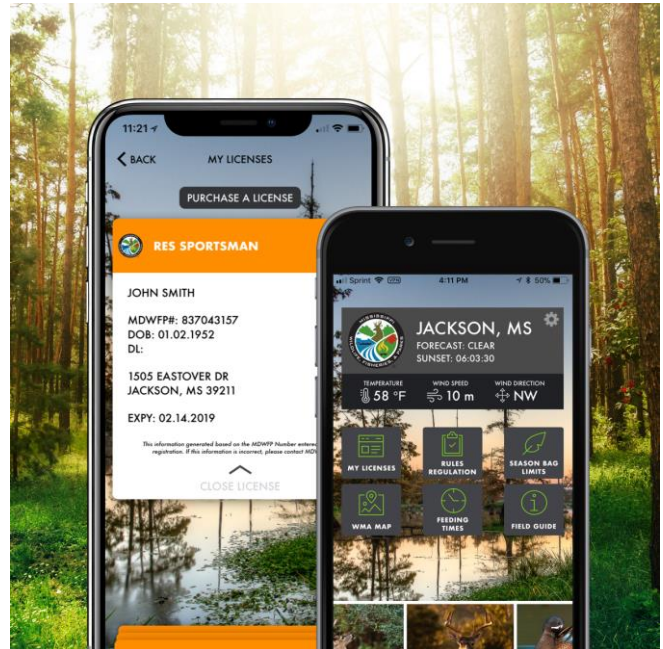
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## Executive Summary

In Mississippi, where 49.4% of adults live in wireless-only households, accessing state services on mobile phones is a top priority for many state agencies. The Mississippi Department of Wildlife, Fisheries and Parks (MDWFP), ever committed to providing constituents with easy access to information and first of their kind services, responded to this need with the launch of their Mobile Outdoors Application.

While providing constituents with a quick and convenient avenue to access important information and regulations was the driving force behind the application, the cornerstone services were developed to transform the way citizens interact with the Department. These transformative features include the introduction of real-time digital licensing and user-led reporting.

Mississippi has over 35 hunting and fishing privileges requiring many outdoor enthusiasts to maintain several hard copy licenses. Enter mobile digital licensing, a first of its kind in Mississippi. The digital licensing feature stores all user's unique license information on their mobile device(s), accessible at a touch. Perhaps the most beneficial use of mobile licensing is the increase in public safety it promotes. Upon the purchase of a new license, license details are instantly uploaded to the app user's mobile license books, while expired licenses are automatically removed from the device. This feature insures outdoorsmen maintain up to date information, enabling law enforcement personnel to easily find the license information and check the legality of the hunter or angler. See the digital license in action here: <https://vimeo.com/266704722>.



The introduction of user-led reporting has helped MDWFP track not only wildlife harvests but also cases of chronic wasting disease (CWD), a very serious ailment killing white-tail deer across the country. The mobile accessibility of this reporting is important for timely response and accurate location of the affected animal.

Additional features like on-the-go license purchases, push notifications, a sunrise/sunset timer, hunting/fishing reports, mapping, and feeding times round out the robust application. MDWFP's Mobile Outdoors Application provides outdoor enthusiast with an engaging user experience and enhanced interaction with one of Mississippi's largest agencies.

The hunt is over for an ideal outdoors application!

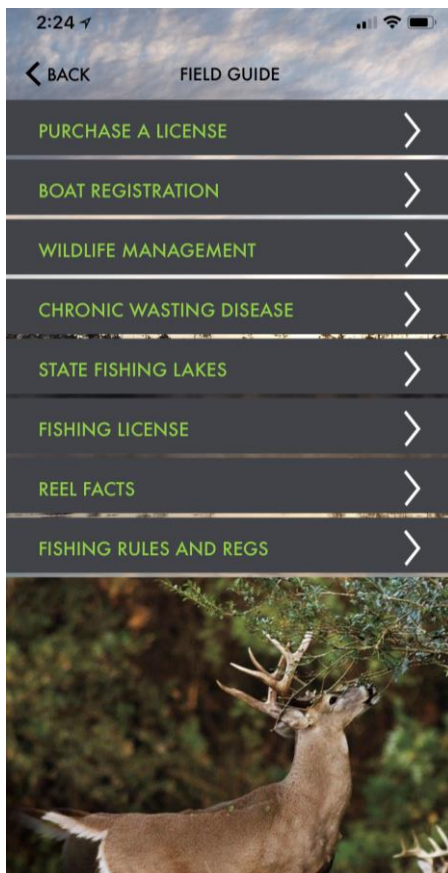
## Concept

The Mississippi Department of Wildlife, Fisheries and Parks wanted to find a way to not only effectively interact with licensees but also help increase declining annual license purchases and address public safety concerns. To help achieve this, MDWFP launched a mobile application making interaction with the Department fast, easy, and meaningful from anywhere in Mississippi.

- Increased public safety and decreased cost through digital licensing: The digital licensing feature stores real-time license information on user's mobile device, eliminating the need for users to carry hard copy licenses and for MDWFP to incur costs to print hard copy licenses. Upon the purchase of a new license or expiration of an existing license, license details are instantly updated to the app user's mobile license books. This feature insures outdoorsmen maintain up to date information, enabling law enforcement personnel to easily find the license information and check the legality of the hunter or angler.
- Effective communications through push notifications: Users have the option to receive push notifications allowing MDWFP to send important messages to users of the application. This proactive feature insures vital information is delivered directly to user's devices. MDWFP can create customized pushes to users that can be sent statewide or targeted by device.
- User-led conservation reporting: The introduction of user-led reporting has helped MDWFP track not only wildlife harvests but also cases of chronic wasting disease (CWD), a very serious ailment killing white-tail deer across the country. The mobile accessibility of this reporting is important for timely response and accurate location of the affected animal.
- Seamless mobile experience: The streamlined mobile experience is designed to provide optimal usability in a mobile environment. The applications' home screen protocol adjusts based on the user's data connection to preserve bandwidth, cellular data and battery life. The simple menu buttons allow the user to navigate through the applications with only a few touches to select information.
- In-app license purchases: It was important to MDWFP that users be able to purchase a license at anytime from anywhere. The application features in-app license purchase allowing users to purchase applicable licenses on the go helping with annual privilege sales.

## Significance

The audience size of MDWFP's Mobile Outdoor application expands to the 250,000+ licensed hunters and fishers in Mississippi. This new and innovative application gives users features that will not only enhance their hunting or fishing experience, but also streamlines the content delivered from MDWFP to the user's device.



### Digital Licensing

Providing access to digital copies of licenses is conceptually innovative and has huge potential in the outdoor space. The MDWFP Mobile Outdoor app is Mississippi’s first instance of a digital wallet and the Department’s goal is to move as many licensees as possible away from opting into receiving hard card printed licenses to utilizing electronic licenses. Digital licensing allows law enforcement personnel to easily find license information on the user’s device and use this information to check for legality of the user, as well as if the user has the correct license.

### Features for Hunters and Anglers

In addition to having all current valid licenses and new licenses stored electronically on their devices, users can also:

- Purchase a license on the go
- View hunting and fishing reports and bag limits
- Report harvest and CWD
- Confirm shooting hours
- Plan their trip based on location specific weather forecasts and wind conditions
- Receive custom and important push-notifications
- Locate bait shops and boating ramps

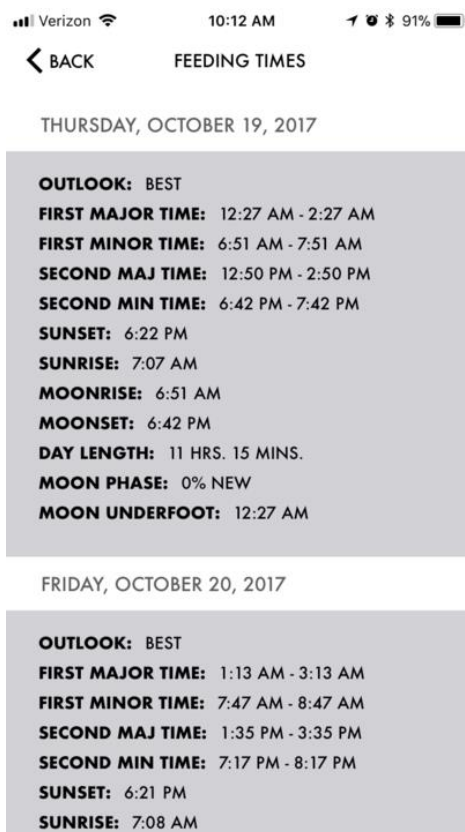
### A Time Saver

All of the mobile application functions can be completed from the hunter or angler’s personal mobile device without any interaction by clerical staff or other agents providing some important time and efficiency metrics such as:

- Time saved by hunters and anglers using the application to purchase a license
- Time saved by the state in processing licenses
- Time saved by hunters in finding access
- Time saved by the state in helping hunters identify and comply with regulations
- Time saved by state law enforcement in manually calling in licenses for validity

### Impact

Individuals have come to expect their smart devices to interact with government and to carry vital information and records such as state issued licenses. With 55% of all visits to Mississippi’s Online Hunting/Fishing Licensing Suite come from mobile devices MDWFP knew the most effective form of communication with outdoor enthusiast would be through mobile devices. The application was



created to provide Mississippi outdoorsman the very best information and technology available and to help them enjoy their adventures in the state of Mississippi.

Mississippi's Mobile Outdoor application benefits:

- Mississippi residents and tourists enjoying outdoor recreation
- Wildlife conservationists through the user-led reporting features
- Law enforcement who access outdoorsmen real-time license information

The MDWFP Hunting and Fishing Mobile Application launched in December 2017. In just five months since the launch, it has been downloaded over 8,500 times on iOS and Android devices. The iOS version of the application was rated as high as 96 in the Apple App Store's sports and recreation mobile applications nationwide. MDWFP expects the first year of downloads to exceed 25,000 (over 10% adoption), with the planned feature updates including enhanced mapping and auto license renewals.

