



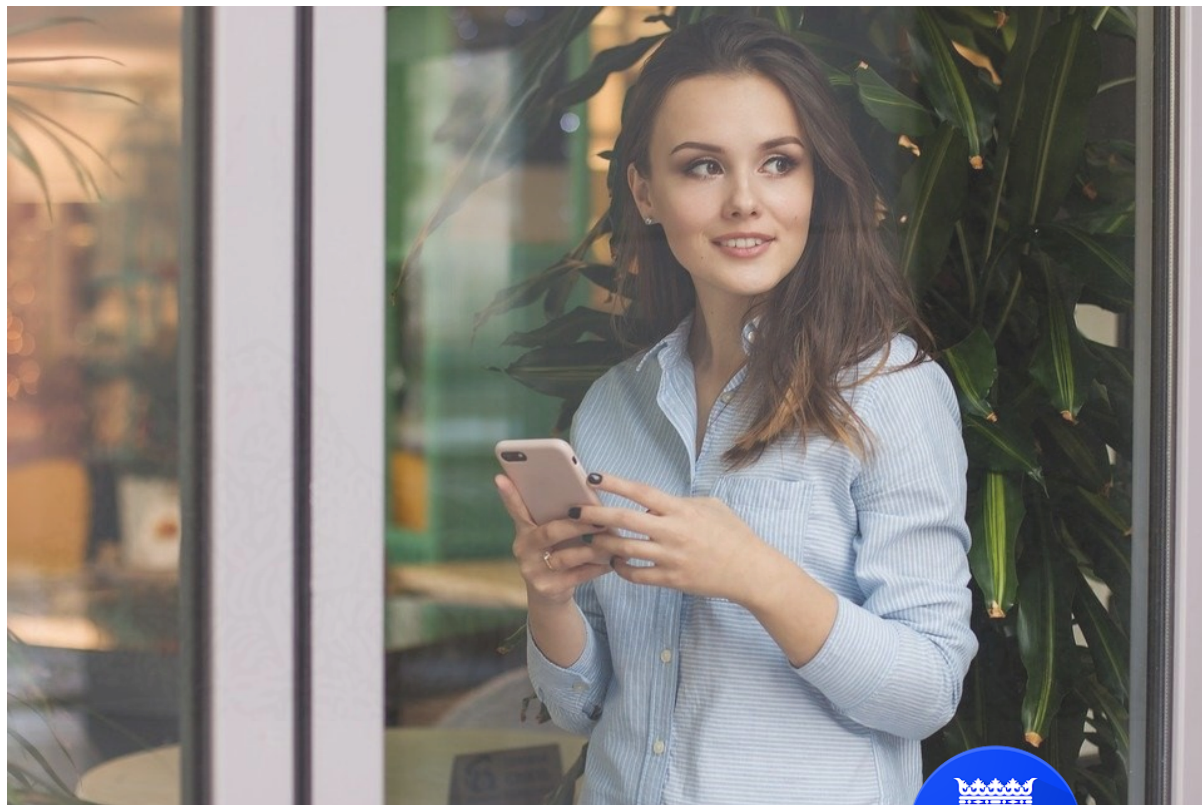
coordinación
general de la
alcaldía

MADRID

Dirección General de la Oficina Digital

User-centric services

23/02/2022



Madrid Móvil

1. Madrid Móvil, the service

Madrid Móvil is a **user-centric service** boost from the City Council to **bring the citizen closer and facilitate** the access and easy use of municipal services and interaction with the Administration through a mobile application as **one stop shop** adapted to the omnipresent in the lives of citizens cell phone.

With Madrid Móvil, the “madrileños” can **carry out all their administrative procedures**: consult data and access “Mi Carpeta”, obtain personal certificates, apply for grants, pay fees, etc. and have a **direct line with citizen service**, websites and social media channels.

Madrid Móvil reinforces accountability, transparency, collaboration and building community. Let the citizens **contribute to the improvement of the city** by sending and following the resolution of warnings or incidents related to lighting, urban cleaning and waste, green areas or trees, etc.

They can also **request services at municipal sports centers** or **rent bikes from BiciMad** and being more engaged and connected with their city.

2. Madrid Móvil in Play Store and Apple Store

Google Play Store:

<https://play.google.com/store/apps/details?id=es.madrid.SGRSAMVANDCIU>



Madrid Móvil

Ayuntamiento de Madrid Social

E Todos

▲ No tienes ningún dispositivo.

🔖 Agregar a la lista de deseos

Apple Store:

<https://apps.apple.com/es/app/madrid-m%C3%B3vil/id1309506191>



Madrid Móvil 17+

Ayuntamiento de Madrid

Gratis

3. Screenshots from the app

Servicios de tu ciudad

Avisos, peticiones, información, trámites...
Todo en una misma app

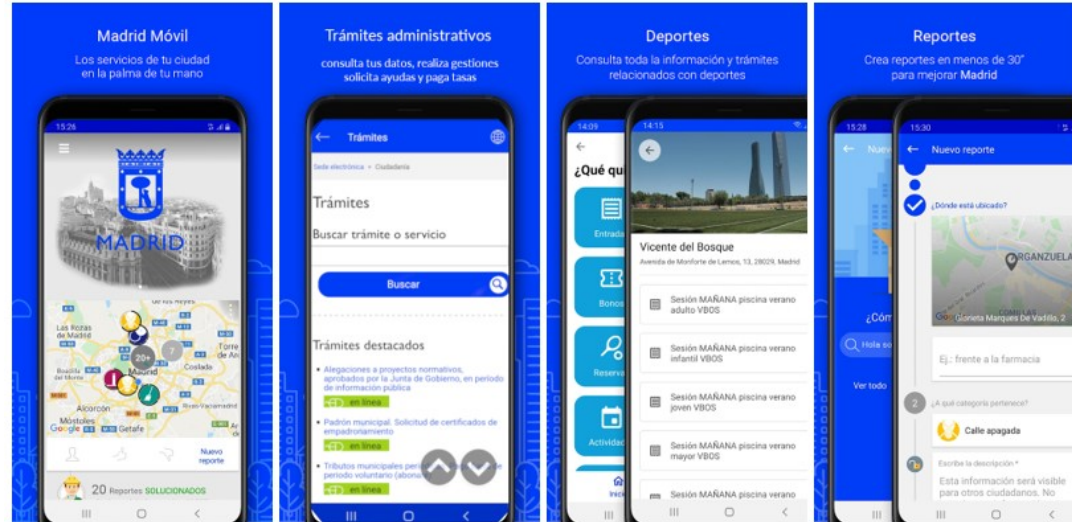


RECUERDA
La práctica de actividad física es tu salud, visita nuestros Centros Deportivos

MÁS INFORMACIÓN >

- Trámites
Trámites del Ayto. de Madrid
- Mi Carpeta
Todos mis trámites
- Cita previa
Gestión de citas

Municipale Noticias Madrid te



Madrid Móvil

Los servicios de tu ciudad en la palma de tu mano

Trámites administrativos

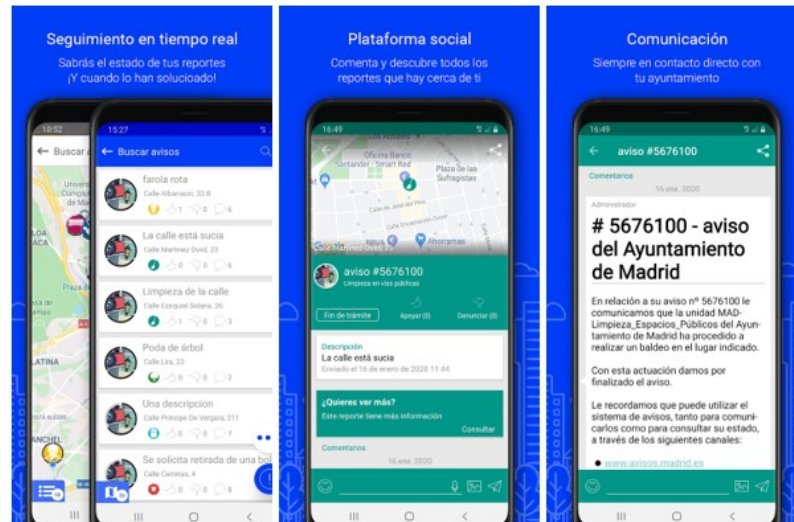
consulta tus datos, realiza gestiones solicita ayudas y paga tasas

Deportes

Consulta toda la información y trámites relacionados con deportes

Reportes

Creas reportes en menos de 30" para mejorar Madrid



Seguimiento en tiempo real

Sabrás el estado de tus reportes
Y cuando lo han solucionado!

Plataforma social

Comenta y descubre todos los reportes que hay cerca de ti

Comunicación

Siempre en contacto directo con tu ayuntamiento

4. Functionalities



initiation and follow-up of administrative procedures



sport activities and sport centers reservation



cultural workshops, activities and events



warning an incidents (Avisos Madrid)



appointments



suggestions and complaints



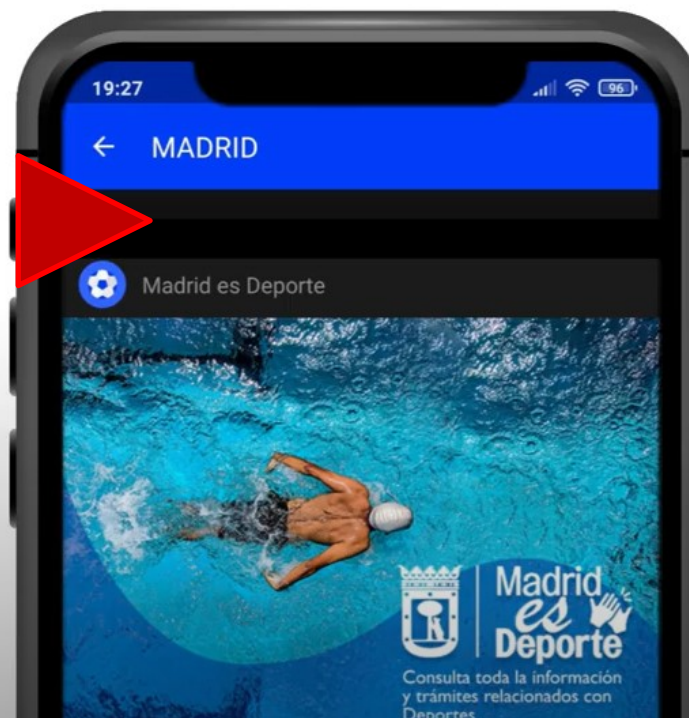
news and press release



direct line with citizen service and social media channels

5. Promotional videos

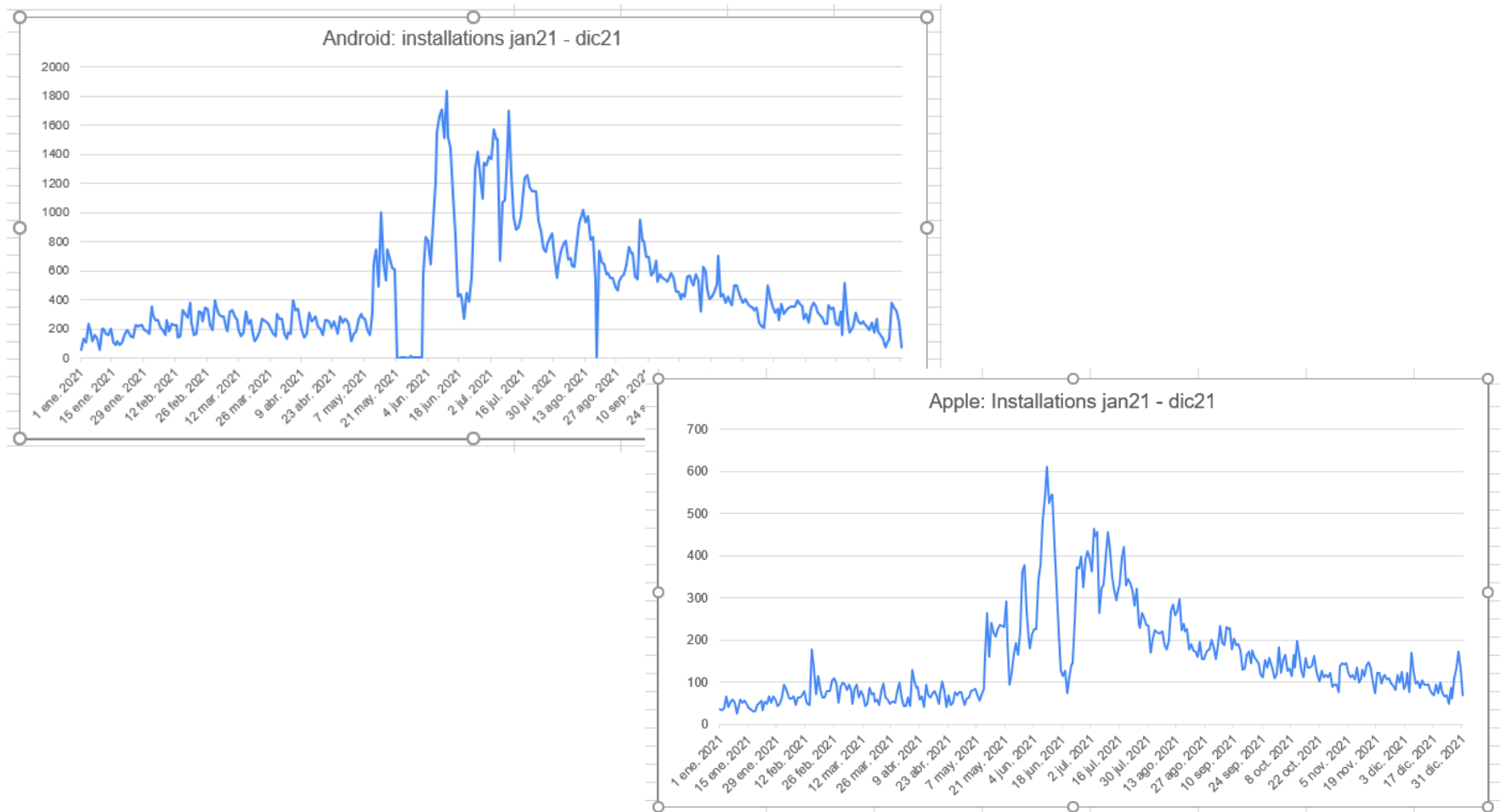
**Accede a Madrid
es Deporte**



<https://www.youtube.com/watch?v=VIQDwwAtns8>

6. Data from the service

In 2021, the Madrid Móvil app was installed in more than **220.000 devices** (167.8K Androids and 54.9K iOSs)



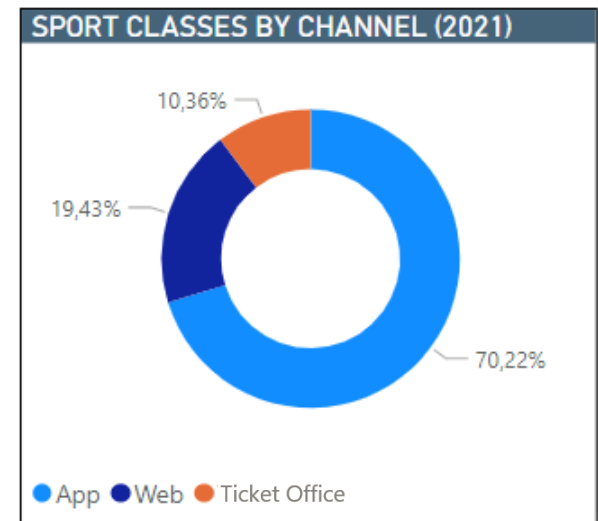
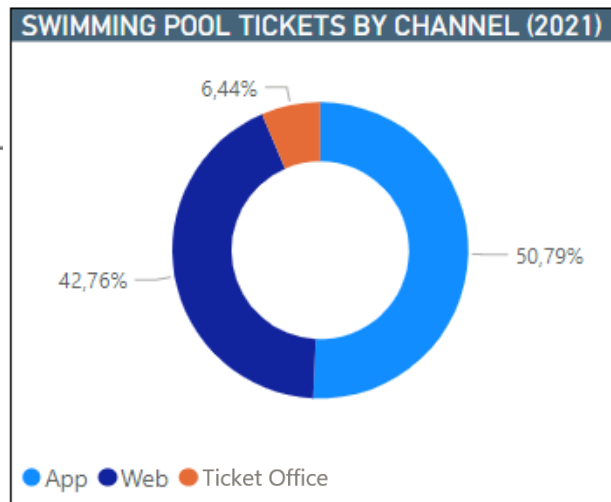
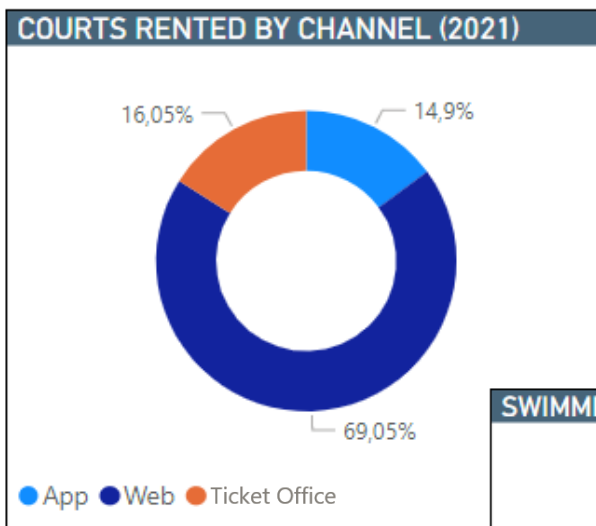
6. Data from the service

In 2021, sede.madrid.es had more than 85 million page views. 25 million page views was accessed from mobile and tablets devices. Almost **500.000** page views of those 25 millions was made via app, since oct 2021.



7. Data from the service

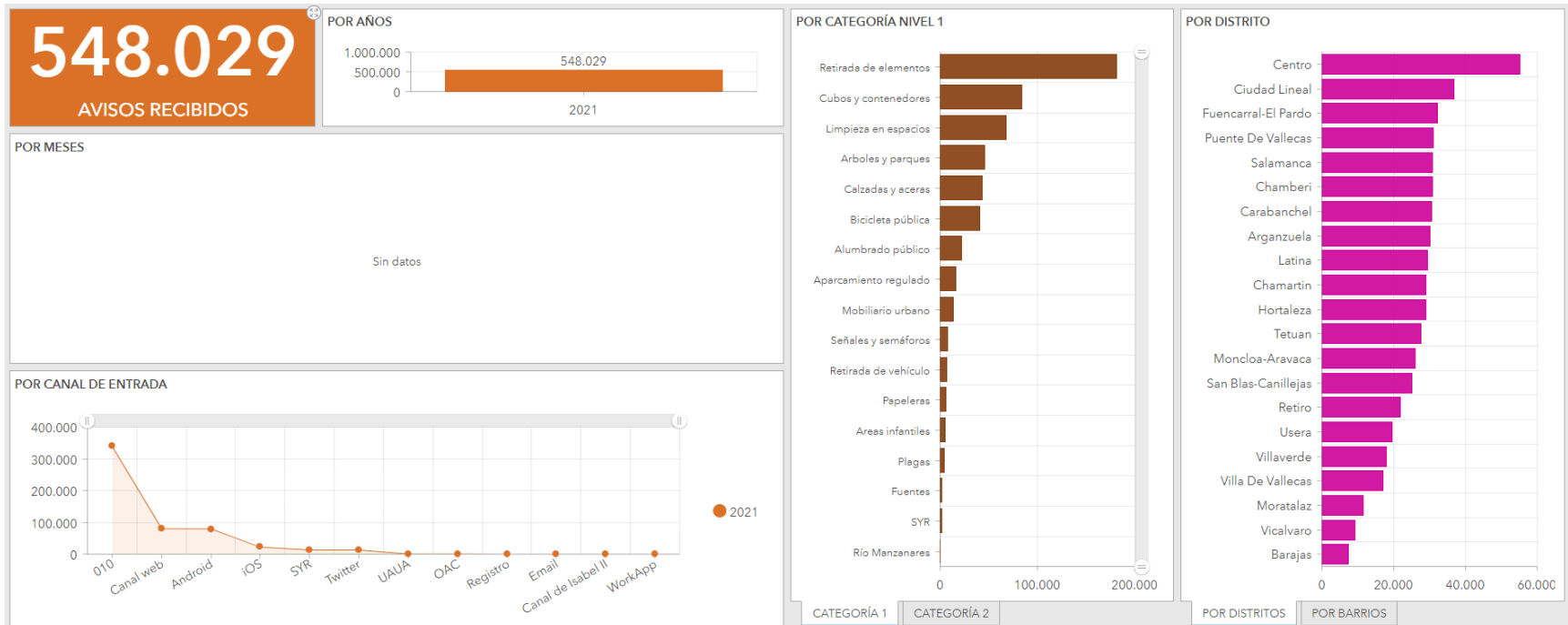
1.6 million sport classes and **1.4 million** swimming pool tickets were reserved, and more than **56.000** courts were rented through the app in 2021



8. Data from the service

More than 100.000 warnings and incidents from the municipality were communicated through Madrid Móvil app (79K from Android app, and 22K from iOS app).

The app was the second most used channel after the telephone channel, through which more than 338,000 warnings were communicated





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