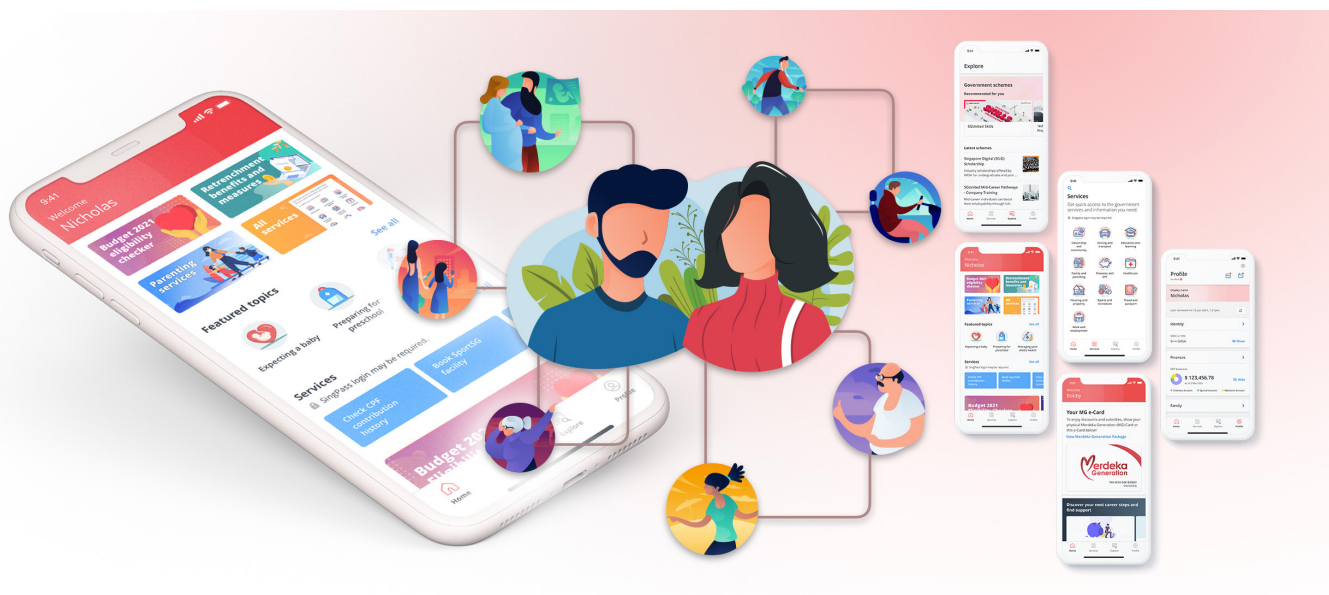


LifeSG

Empowering citizens with simpler access to government services




What are the government services Singapore citizens need at each juncture of their lives, and how can we help them seamlessly discover the services and information that are relevant to them?

LifeSG, a Strategic National Project under Singapore's Smart Nation initiatives, is the answer to these questions.

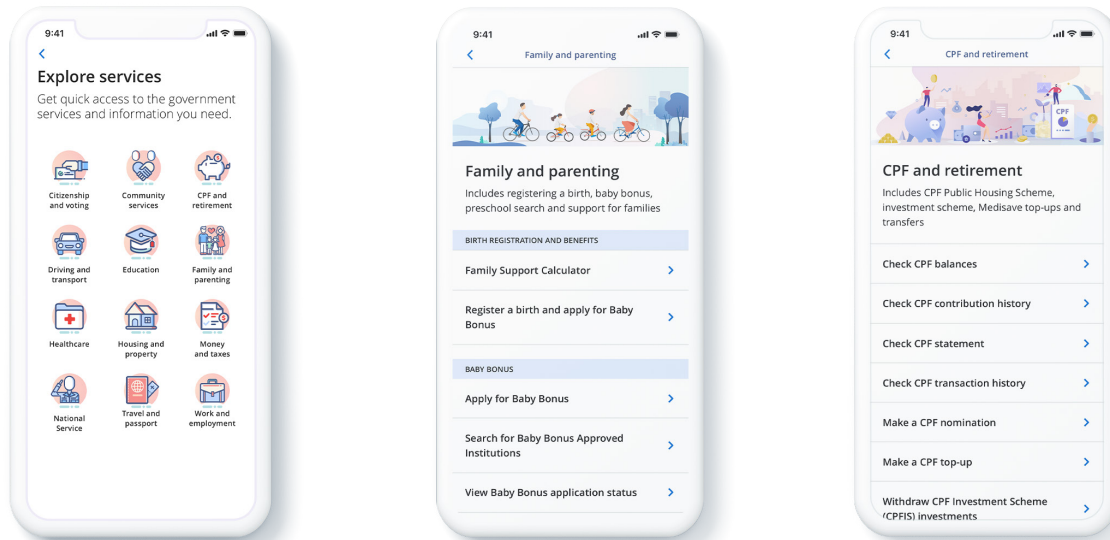
Developed by GovTech, LifeSG is a mobile application that delivers Government services in a user-centric manner. It integrates and bundles a suite of over 100 digital government services and recommends relevant services to users according to their profiles and preferences.

With the services grouped according to major life milestones and personalised for each individual, citizens can easily access the services most relevant to them. The services readily accessible via the LifeSG app include:

- **Family and parenting:** Birth registration, application for Baby Bonus (a government grant for parents of newborns)
- **Housing and property:** Application for HDB (public housing) flat, Housing loan statement
- **Healthcare:** Medical appointments, application for CHAS card (a medical subsidy for Singapore citizens)
- **Education and learning:** SkillsFuture Credit (a personal development subsidy for Singapore citizens to take up training and development courses)

Read more 

Key Features



LifeSG groups government services according to topics of interests

LifeSG offers users ready access to digital government services with these app features:

- **User-friendly guides**

The app contains guides that integrate information across multiple Government agencies, making it convenient for users to view the information they need at various life stages or to complete certain tasks, all on a single platform.

- **Personalised benefits and support module**

This shows at one glance the list of benefits that a Singapore citizen has received or may be entitled to, such as National Service Excellence Awards or Celebratory Gifts, GST Vouchers, SkillsFuture Credit and SingapoRediscover Vouchers. Eligible seniors can also view their Merdeka Generation e-card.

- **Personalised eligibility checkers and calculators**

By simply answering a few simple questions, users can view the list of Government support schemes they are eligible for and estimate the amount of benefits and support they can receive.

- **Explore services**

Citizens can explore and easily access more than 100 Government services. Information is grouped according to topics of interest, such as family and parenting, work and employment, healthcare, housing and property.

- **Profile with inbox and appointment**

A 'step-by-step' view of performing 'tasks' to help guide users through the process of a government transaction. The Inbox serves as a consolidated touchpoint for users to be notified of announcements, and follow-up on key tasks at certain stages of a transaction. The Appointment feature allows users to get reminders for upcoming appointments or events signed up through LifeSG.

The features and services on LifeSG will continue to evolve and expand to enhance user experience and to meet the needs of Singapore citizens.

LifeSG Highlights



LifeSG has had more than 1,000,000 downloads to date.



LifeSG (formerly known as Moments of Life) was launched in June 2018 to support families with young children under six years old. Since then, new features have been progressively added to the app to serve Singapore citizens in other aspects of their life journey.



LifeSG was the platform used for nation-wide dissemination of the SingaporeRediscover vouchers, an initiative aimed at revitalising Singapore's tourism industry in late 2020. **More than 140,000 users accessed the vouchers via the app.**



8 in 10 child births today are registered through LifeSG. New parents can perform the birth registration, open a Child Development Account with banks and apply for the Baby Bonus scheme all via the app, and **completed in 15 minutes.** This used to be a 60-minute process involving three different agency touchpoints.

International Collaboration

Interested in learning more about LifeSG and its development journey?

We look forward to exchanging ideas on user journey design, user experiences and personalisation strategies.

- Explore the Singapore Government Developer Portal for Singpass and other GovTech-developed solutions at <https://go.gov.sg/lifsg-overview>.
- Get in touch with us at tmo@tech.gov.sg.
- Find out more about LifeSG [here](#).
- For more information about Singapore's Digital Government Journey, visit this [page](#).