

FACTSHEET

KEY FEATURES FOR FAMILY AND PARENTING ON THE LIFESG APP

LifeSG (formerly Moments of Life) - one of the strategic national projects in Singapore's Smart Nation initiative - is an app that offers users simpler access to digital government services through the consolidation of personalised content. To date, the app has had more than 260,000 downloads.

Supporting families with young children

LifeSG started out with features designed to support parents with young children in 2018. The application has enabled:

- Convenient 24/7 electronic registration of seven in 10 new-borns in Singapore, enabled by auto form-filling feature;
- Simplified application for three services via a single process for birth registration, Baby Bonus and child's National Library Board membership;
- Reduced time spent on the application process from 60 minutes to 15 minutes;
- On-the-go access to child immunisation records;
- Geolocation preschool search with details on available vacancies and function to indicate interest to be on waitlist;
- Access to credible updates on parenting schemes and benefits;
- Discovery of parenting tips, related information and events through personalised content.

Visit www.life.gov.sg/ways-we-help/birth-registration for more information.

Other features on the app include:

- Access to more than 70 Government services, grouped according to topics of interest such as family and parenting, work and employment and other frequently used digital services;
- Consolidated view of eligible Government Benefits such as SingapoRediscover voucher credit balance and GST voucher entitlement;
- Employment and retrenchment support guides;
- Merdeka Generation e-card and other personalised information on Government benefits that seniors qualify for.

The app is iterative and has been progressively enhanced to further improve user experience with more citizen-centric services. It does so by personalising their experience, anticipating their needs and providing meaningful solutions across the government through a single platform. Visit <https://life.gov.sg> for more information.