

ANNEX B: LIFESG FACTSHEET

LifeSG (formerly known as Moments of Life) is a Strategic National Project under Singapore's Smart Nation initiative. The app delivers Government services in a user-centric manner, and helps individuals to discover services and information that are relevant to them, regardless of which Government agency they are provided by.

2. The app achieves this by integrating and bundling services across Government agencies. Users will be recommended relevant services according to their profiles and preferences. Services are grouped according to the needs they address at different life junctures and significant milestones.

App Features and Benefits

3. LifeSG was first launched in June 2018 to support families with young children below six years old. Since then, more features have been added to serve citizens in other aspects of their life journeys. To date, LifeSG has had more than 400,000 downloads. The key app features and the benefits they bring to users are described below.

- **User-friendly Guides** – The app contains guides that integrate information across multiple Government agencies, making it convenient for users to view in one place, all the information they need at various life stages or to complete certain tasks.
- **Personalised Benefits and Support Module** – This shows at one glance the list of benefits that a user has received or may be entitled to, such as NS Excellence Awards, NS 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 70 Government services. Information is grouped according to topics of interest, such as family and parenting, work and employment, healthcare, housing and property, and not according to agencies.

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.