Company: Dubai Digital Authority (DDA), UAE,Dubai
Company Description: The Dubai Digital Authority (DDA) leads the digital transformation of Dubai, ensuring seamless and innovative government services through advanced technology. DDA drives digital governance, enhances data security, and promotes a smart, sustainable city by fostering collaboration among public and private sectors to deliver efficient digital solutions.
Nomination Category: App Categories
Nomination Sub Category: Business/Government
Nomination Title: DubaiNow Application

1. Date this app or site was first published:

   *DubaiNow application was first released in **2016**.*

   *It has been extensively revamped in early **2025** to a completely new user interface as well as boosting a wider range of services for the end-users.*

2. Briefly describe this mobile site or app's objectives and how it has met those objectives (up to 200 words). If applicable, include here the platforms your app supports:

   Total 169 words used.

   DubaiNow is a pioneering government application that serves as a one-stop shop for over 320 smart services from more than 50 government and private entities in Dubai. Its core objective is to unify access to services—ranging from bill payments, visa and residency renewals, and traffic fines, to property management, healthcare appointments, education, and even charity donations—on a single, seamless platform. By focusing on user-centric design, DubaiNow eliminates the need for residents and citizens to navigate multiple apps or portals. Instead, it brings services together based on the needs of the user, regardless of how many entities are connected in the backend. Whether you're renewing your vehicle registration, paying DEWA bills, or checking your children's academic history, it's all in one place. This innovative approach supports Dubai's vision of a fully digitized city, where government services are intuitive, accessible, and efficient. DubaiNow has successfully met its objective by simplifying everyday tasks, saving users time and money, and setting a new standard for smart governance and digital transformation in the region.

3. Provide the applicable creative and production credits for this entry:

   *DubaiNow is a Dubai-born innovation, initiated, designed, and developed in-house by **Digital Dubai**, with a vision to create a unified, user-first government services platform.*

   *As the app evolved, we expanded the tribe—bringing together designers, developers, and experts from across various government entities. This collaborative model formed what we proudly call a **"Digital City Tribe"**—a cross-government team united by a shared mission to simplify life for every resident and citizen of Dubai.*

   By breaking silos and building together, the tribe delivered a seamless, intuitive platform that reflects the true spirit of Dubai's smart city ambition: connected, inclusive, and built around the needs of its people.

Attachments/Videos/Links:

[DubaiNow Application](#)

[REDACTED FOR PUBLICATION]