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Lightning Talk: A Tale of Two New Opportunities

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A Tale of Two Ketchups



Photo Credit: AI Generated

Two Opportunities



Photo Credit: AI Generated

What is it?
And what's in it for me?

User Behavior

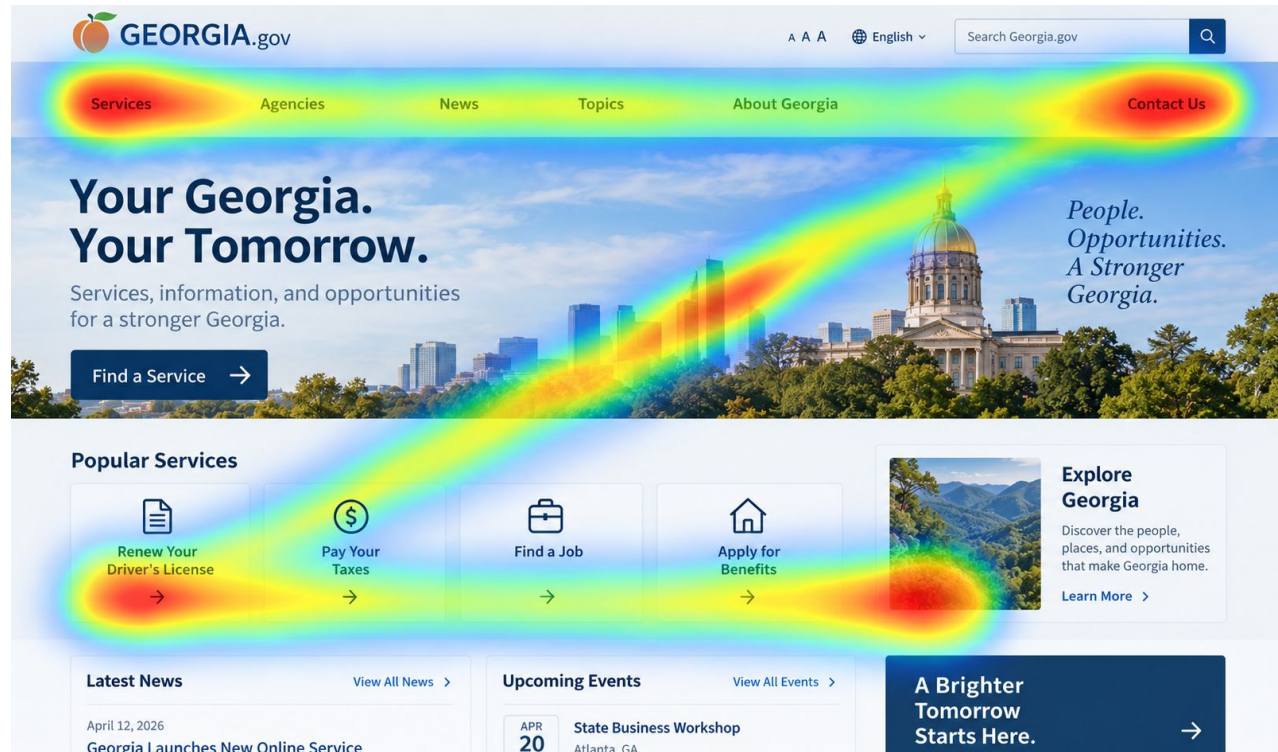


Photo Credit: AI Generated

Deep Dive

Who should you test with?

What should you ask them to do?

How do you write a task without giving away the answer?

What to do with your results.

Before & After Testing

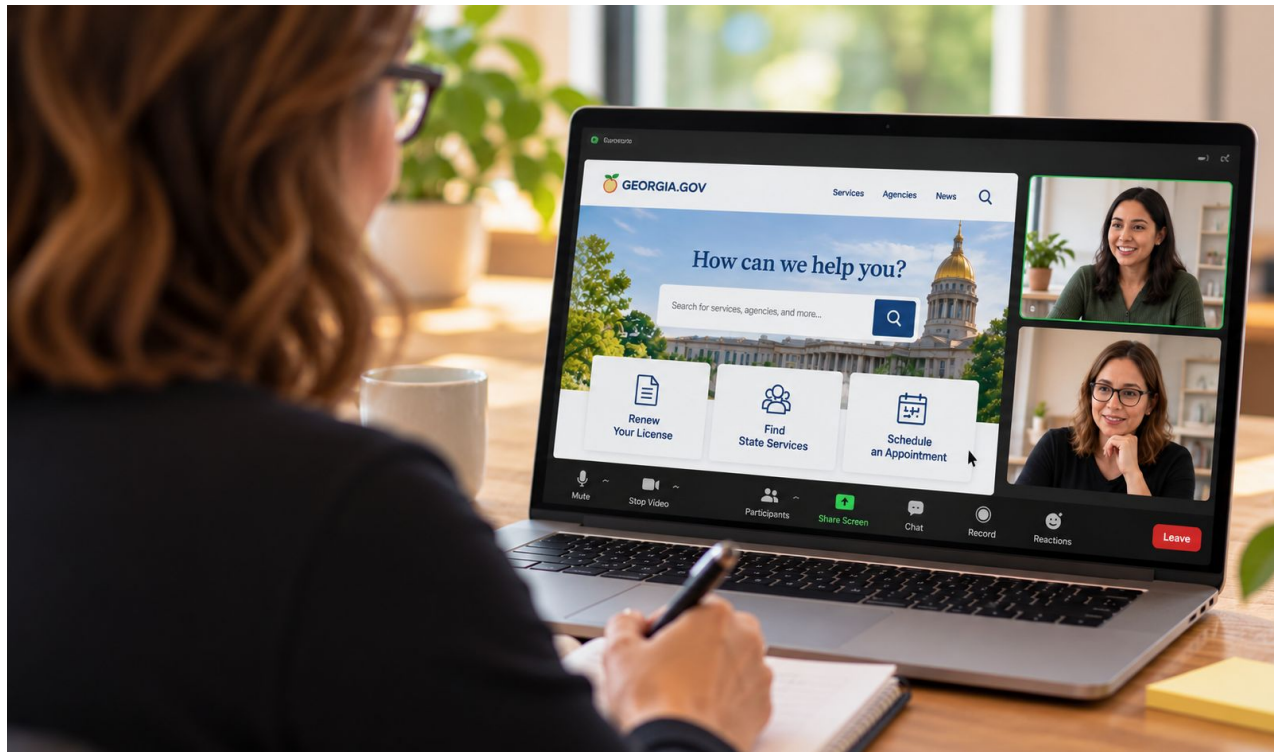


Photo Credit: AI Generated

Service Delivery Assessment

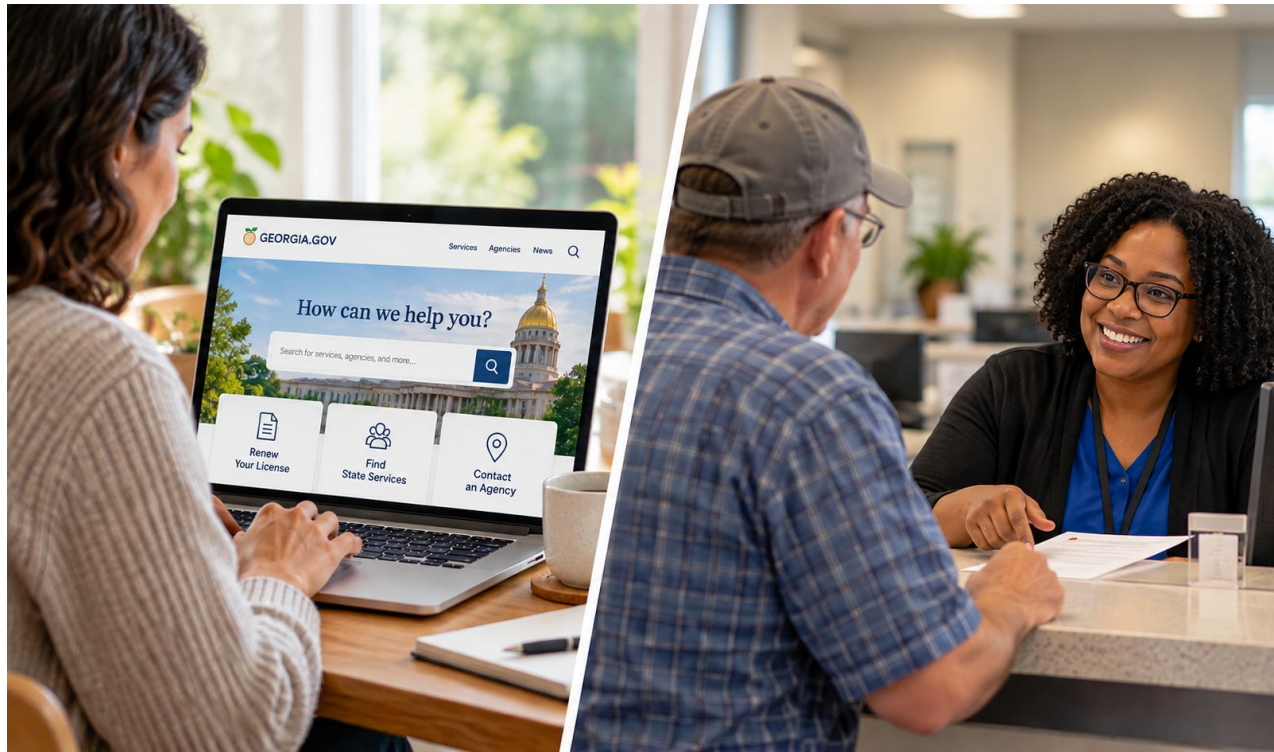
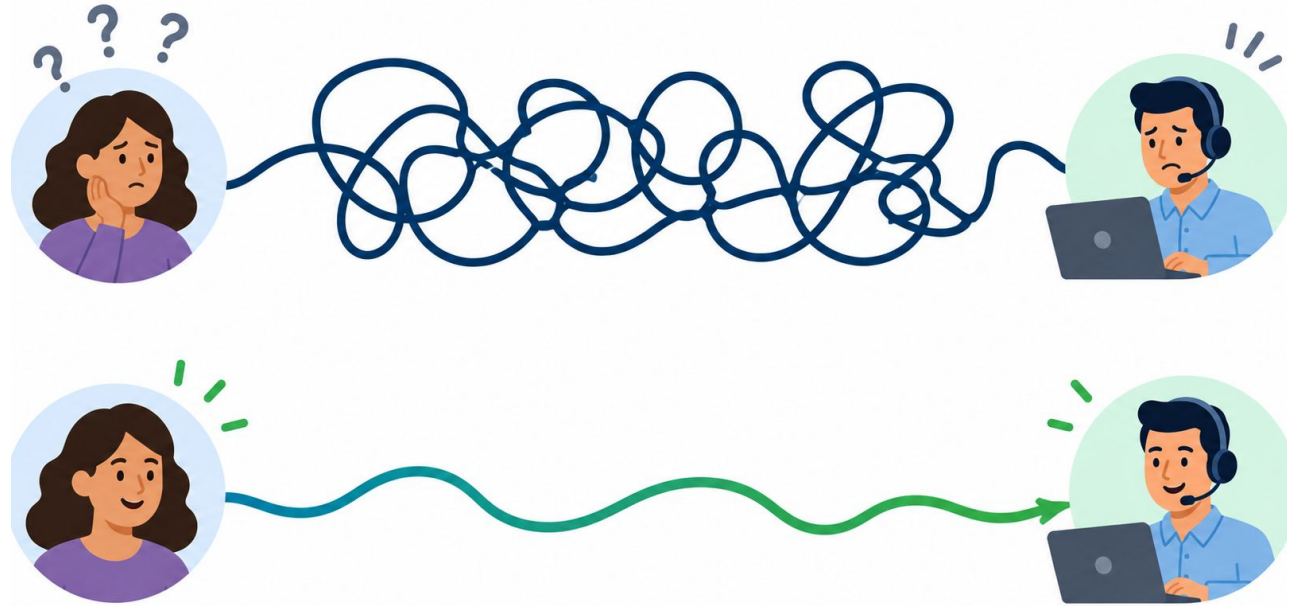


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Smoothing Friction on Both Sides



Questions?

Interest?

<https://digital.georgia.gov/hello>

