

# Building Georgia's Digital System

Building *for* the people,  
*with* the people

Kendra Skeene  
Director of Product  
@kskeene



Digital Services  
GEORGIA

## Agenda:

1. User Research Findings
2. How We Can Help
3. Document Management Preview

# Agenda:

1. User Research Findings

2. How We Can Help

3. Document Management Preview

Building *for* the people,  
*with* the people

---

How do people want to access information?

“

Taxes are serious.  
**Mail isn't the best way**  
to reach someone.

”

- *Jewel, young professional in Atlanta*

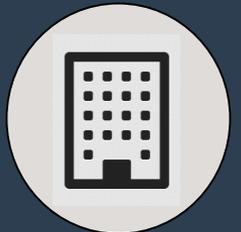


“

*Terrible online,  
I'll just go **stand in line.***

”

- *Jason, father of 2, renewing a car tag*



“

Honestly, [I'd change]  
how to get in touch with  
a **live person**. That's kind  
of hard.

”



“

When things get messy...  
it's best to **talk** to  
someone in person.

”

- *Callie, 58, relies on food stamps and disability support to live*





How do people want to access information?

“

When you **Google** something, you expect the **first answer** to be right. ”

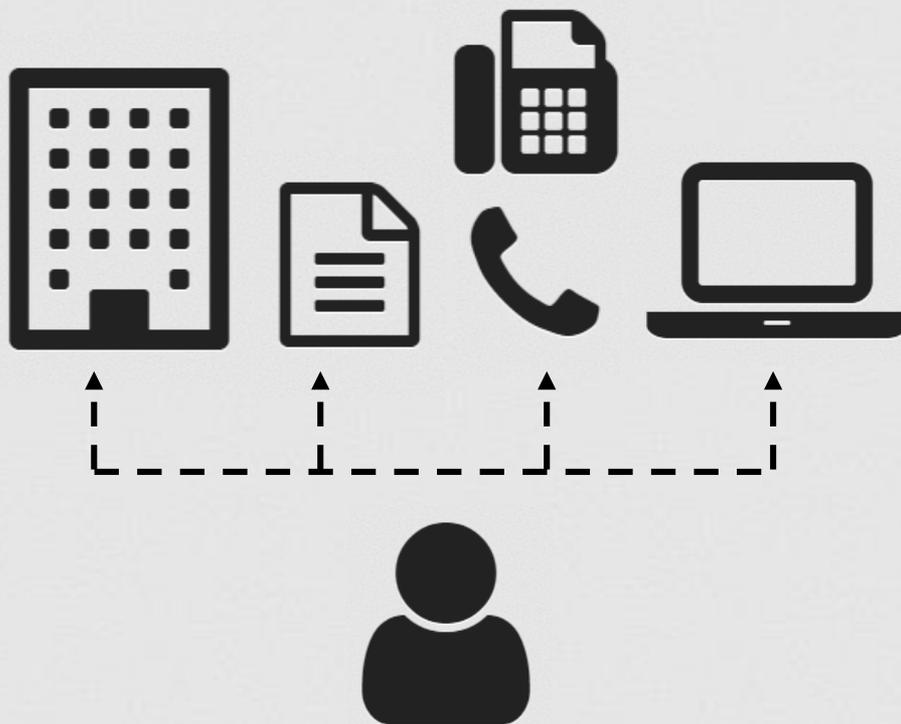


# Google dominates search

		<b>4,602,837</b> % of Total: 100.00% (4,602,837)
<input type="checkbox"/>	1. <a href="#">google / organic</a>	2,591,159 (56.29%)
<input type="checkbox"/>	2. <a href="#">(direct) / (none)</a>	922,278 (20.04%)
<input type="checkbox"/>	3. <a href="#">bing / organic</a>	362,628 (7.88%)
<input type="checkbox"/>	4. <a href="#">yahoo / organic</a>	89,273 (1.94%)

# Optimizing for Search:

- .gov (and domain longevity)
- Digital Inclusivity:
  - Responsive, Performance, HTTPS, Accessibility
- Schema markup
- Content optimized



How do people want to access information?

“

Just **text** it to me.

”



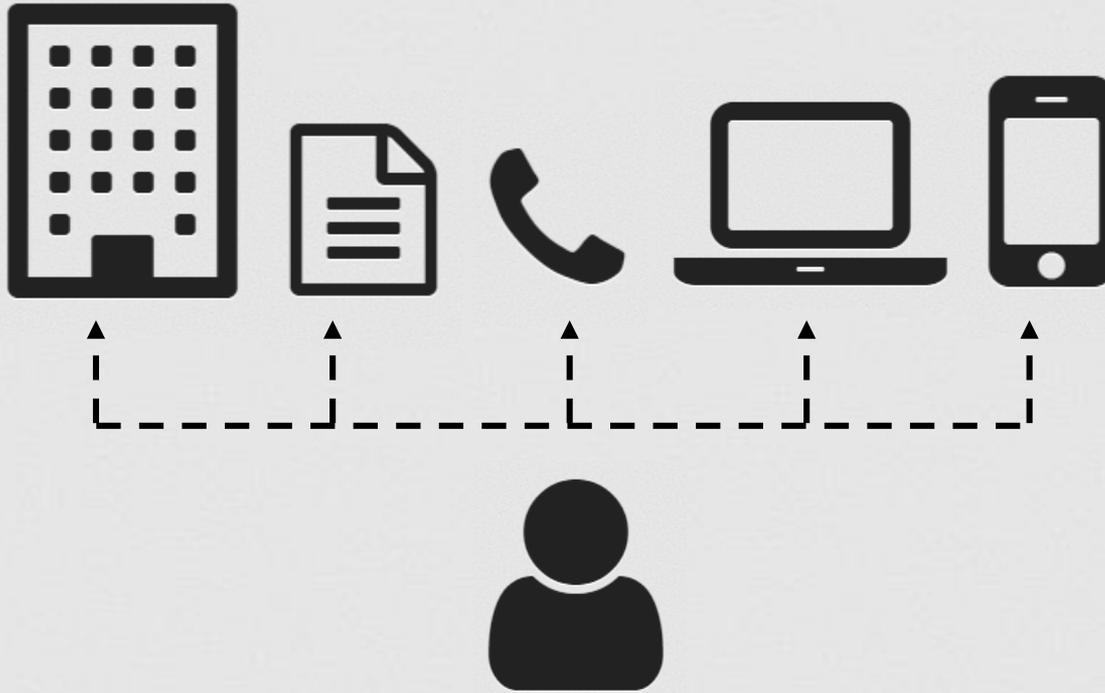
**20%** of **mobile searches** were made using **voice** in 2016

**50%** of search will be **voice search** by 2020

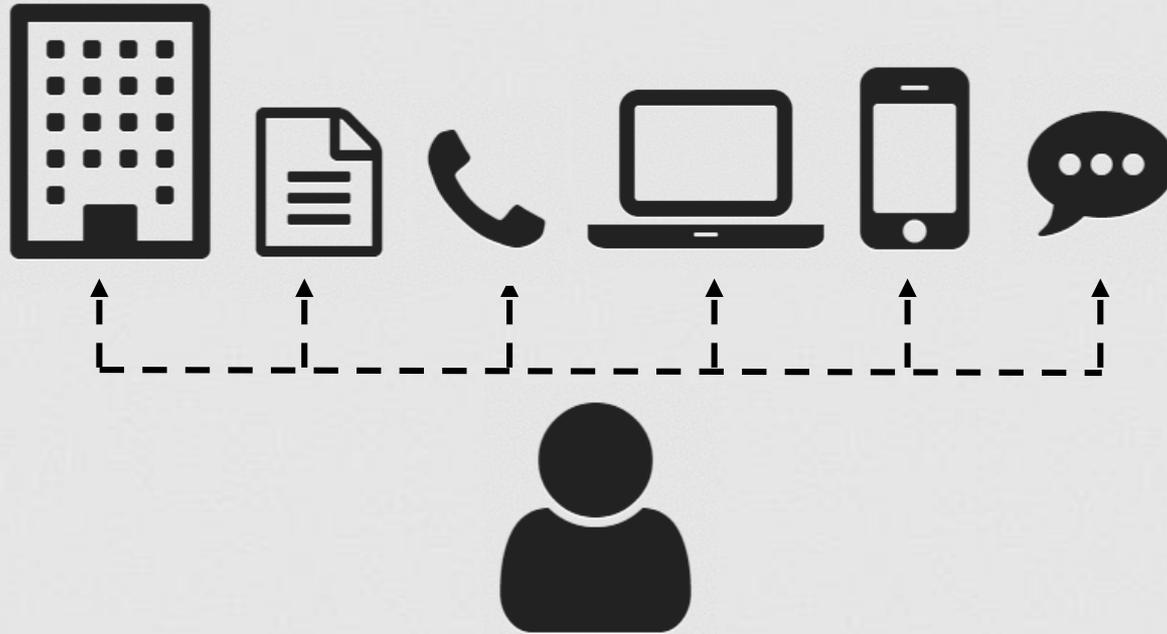
- *Forbes*

<https://www.forbes.com/sites/forbesagencycouncil/2017/11/27/optimizing-for-voice-search-is-more-important-than-ever>

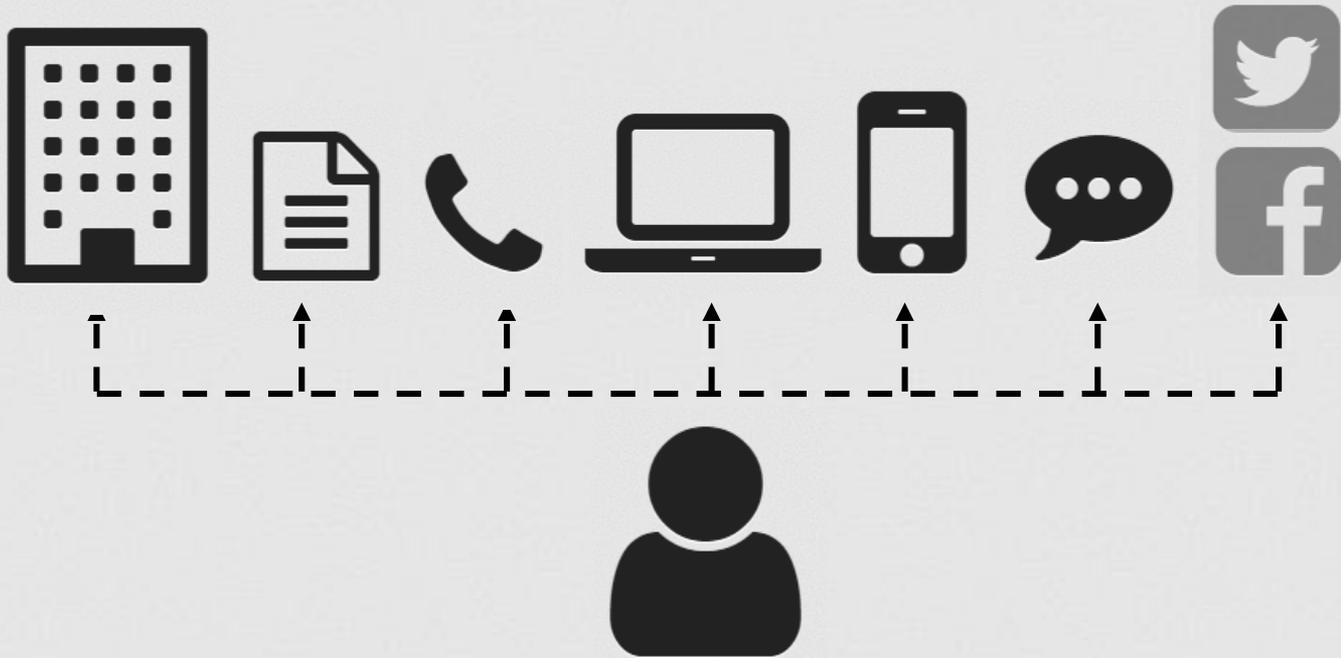




How do people want to access information?



How do people want to access information?



How do people want to access information?

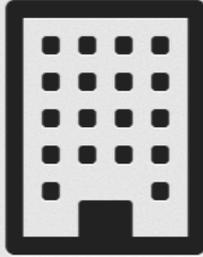
“

I don't want to feel like  
I **need** you.

”

- *Roy, small business owner in Atlanta*





**Human Interaction**



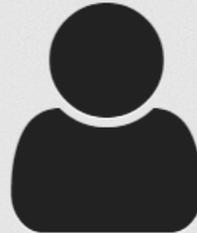
**Web / Search**



**Text**



**Voice Search**



**How do people want to access information?**

“

The website and what people say at the office, they're **all different.**

”

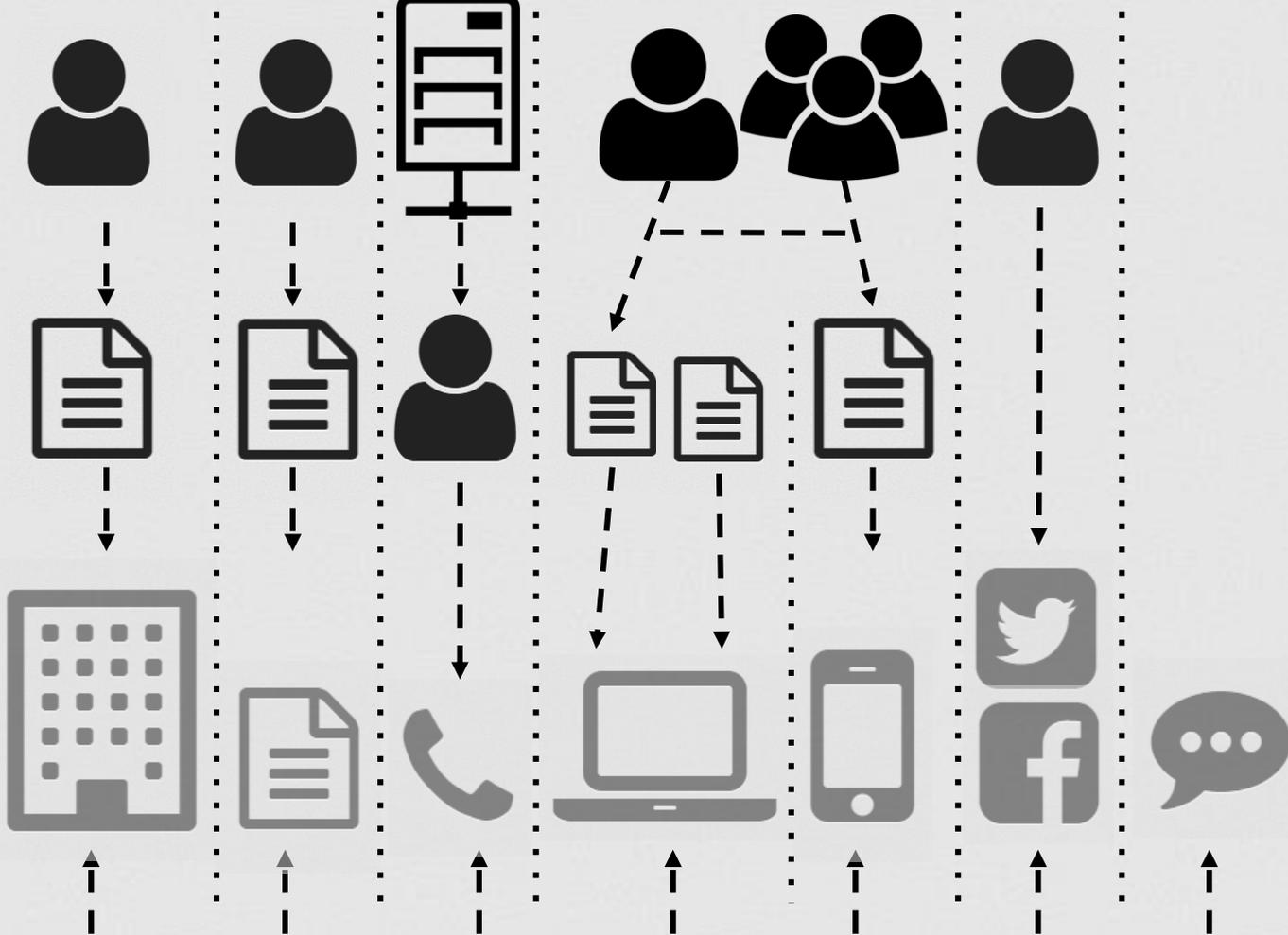
- *Tracy, wife and mother, recently unemployed*

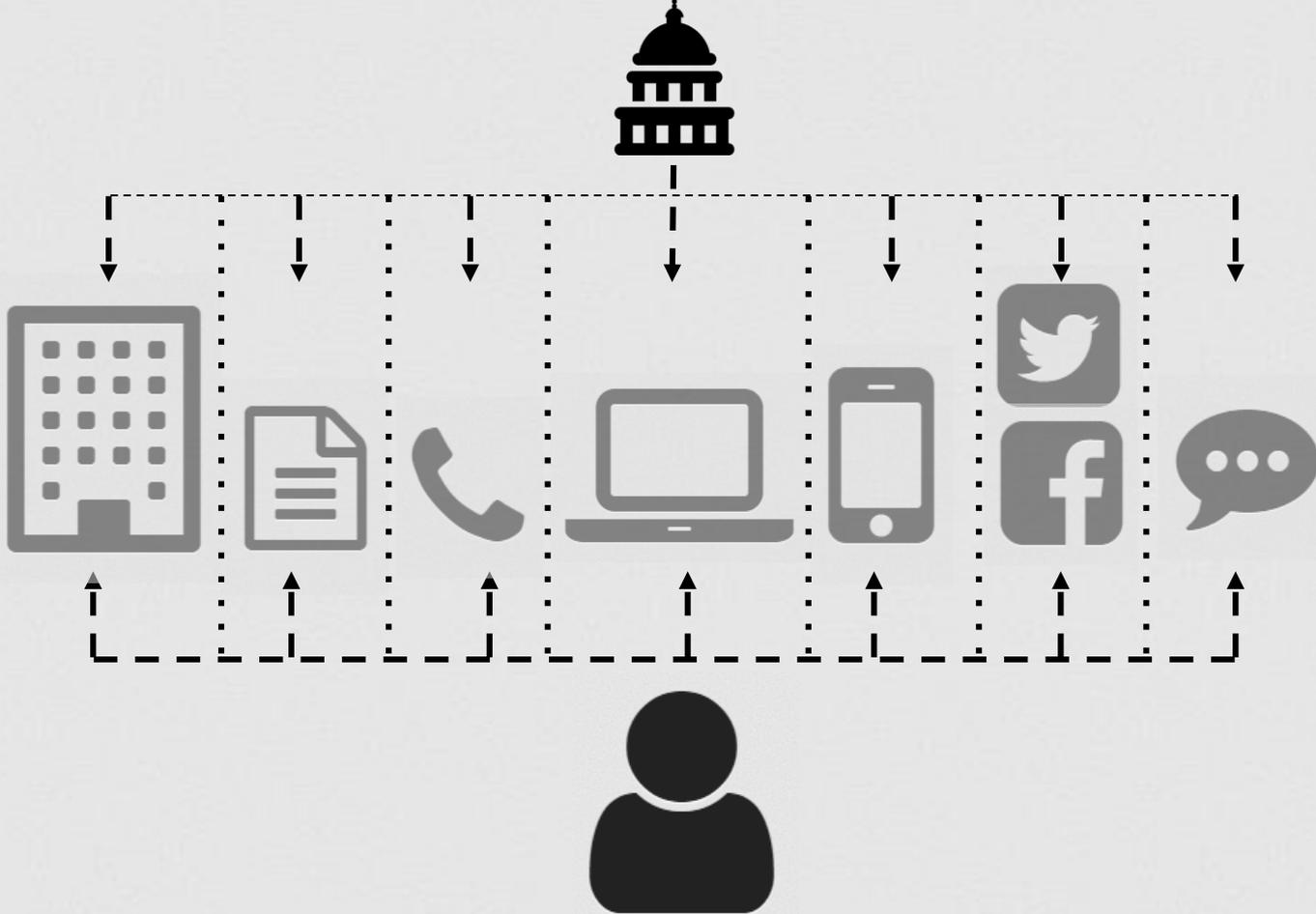
“

There's not a *single thing*  
in this building that's done  
in a **consistent** way.

”

- *State agency employee*





## Agenda:

1. User Research Findings

2. How We Can Help

3. Document Management Preview

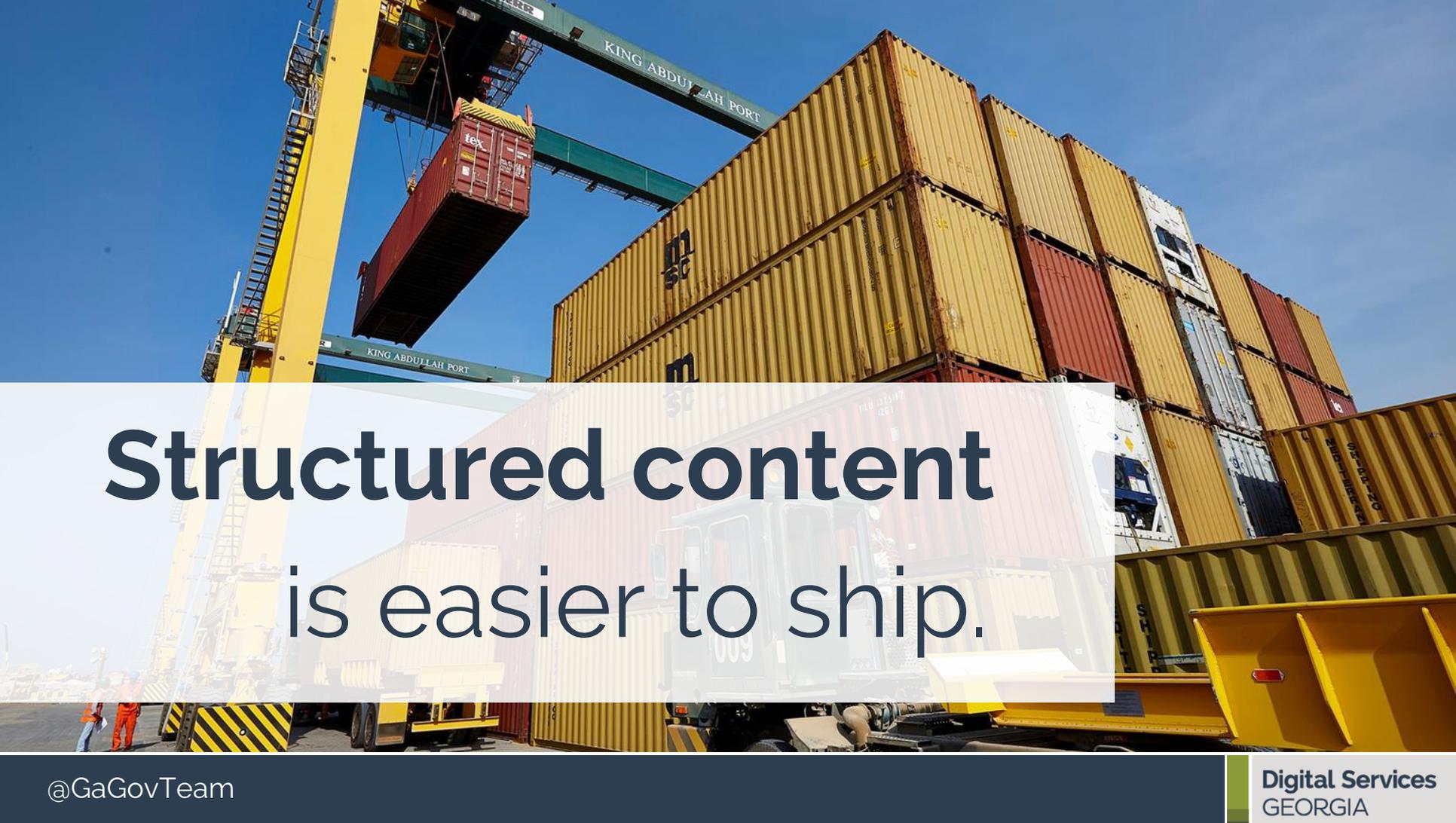
# Restructuring for the People

---

**Structuring** content for ease of access

Don't think *pages*.

Think **chunks** of information.



**Structured content**  
is easier to ship.

Content Types give you the right  
**container** for your **content**

# Events

Status: *New draft of live content.*

Title \*

GOVTalks: Fall 2016

Save Prev

Summary (Hide summary)

**B** *I* U ~~S~~

Source

Format

A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

Description

**B** *I* U ~~S~~

Source

Format

## GOVTalks: Fall 2016

GOVTalks is a one-day conference, hosted by GeorgiaGov Interactive, a division of the Georgia Technology Authority, dedicated to helping agencies create an effective web presence and user experience. Twice a year we feature topics in digital trends, providing key solutions needed to stay updated and reach citizens online. The GeorgiaGov Interactive team offers a web publishing platform to state agencies and elected officials and is tasked with providing standards, guidelines, and education around web best practices and digital strategy.

Disable rich-text

Text format Full HTML

[More information about text formats](#)

Event Date

# Events

Edit Event GOVTalks: Fall 2016 View published

Status: New draft of live content.

Title\*  
GOVTalks: Fall 2016 Save Print

Summary (hide summary)

**B I U S** **Source** **Format**

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Disable rich text  
Text format: Full HTML More information about text formats

Event Date

All Day  Show End Date

Date  Time

to

Date  Time

Location

Country  
United States

Address 1  
180 Central Avenue

Address 2

City  State  ZIP code

## Events Schedule

NOV  
2

**Webinar: Expand on Locations**  
November 2, 2016

Covering new Locations functionality for content managers, this class is recommended for platform web content managers who have already taken the [Editors Training Class](#).

[Read Event Details...](#)

NOV  
16

**GOVTalks: Fall 2016**  
November 16, 2016  
Atlanta, GA

A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

[Read Event Details...](#)

DEC  
13

**Drupal Editors Training**  
December 13, 2016  
Atlanta, GA

# Events

Edit Event GOVTalks: Fall 2016 View published

Status: New draft of live content.

Title\*  
GOVTalks: Fall 2016 Save Print

Summary (hide summary)

**B I U S** **Source** **Format**

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Disable rich text  
Text format: Full HTML [More information about text formats](#)

Event Date

All Day  Show End Date

11/16/2016

Date Time  
Date Time  
11/16/2016 02:50pm

Location

Country  
United States

Address 1  
180 Central Avenue

Address 2

City State ZIP code  
Atlanta Georgia 30303

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GOVTalks: Fall 2016 Save Print

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Disable rich text  
Text format: Full HTML [More information about text formats](#)

Event Date  
 All Day  Show End Date

to

Date Time

Location  
Country: United States  
Address 1: 180 Central Avenue  
Address 2:  
City: Atlanta State: Georgia ZIP code: 30303

Home » Events

## Events

### Upcoming Events

#### Webinar: Expand on Locations

Wednesday, November 2, 2016 - 1:30pm to 2:30pm

Covering new Locations functionality for content managers, this class is recommended for platform web content managers who have already taken the [Editors Training Class](#).

[Read Event Details...](#)

#### GOVTalks: Fall 2016

Wednesday, November 16, 2016 - 10:00am to 2:50pm

Atlanta, GA



A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

[Read Event Details...](#)

#### Drupal Editors Training

Tuesday, December 13, 2016 - 1:00pm to 4:30pm

Atlanta, GA

Covering topics from the [Editor's Training Manual](#), this class is recommended for all platform web content managers.

[Read Event Details...](#)

#### Drupal Advanced Training

Thursday, December 15, 2016 - 1:00pm to 4:30pm

Atlanta, GA

Covering topics from the [Advanced Training Manual](#), this class is open to existing users who have already attended the Introductory training class.

Stay Connect



# Events

Edit Event GOVTalks: Fall 2016

Status: New draft of live content.

Title \*  
GOVTalks: Fall 2016

Summary (Hide summary)

**B I U S** [Rich text editor icons]  
Format [Dropdown] [Undo] [Redo]

A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

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Format [Dropdown] [Undo] [Redo]

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Disable rich-text  
Text format: Full HTML [More information about text formats]

Event Date

All Devices [Checked] Show End Date

11/16/2016	10:00am
to:	
11/16/2016	02:50pm

Location

Country: United States

Address 1: 180 Central Avenue

Address 2:

City: Atlanta State: Georgia ZIP code: 30303

About Us Our Services Our Work Our Blog Support Web Standards

Home » Events » GOVTalks: Fall 2016

## GOVTalks: Fall 2016

Add to Calendar

Wed, 11/16/2016 - 10:00am to 2:50pm

Location:  
180 Central Avenue  
Atlanta, GA 30303

**GOVTALKS** **GOVTalks: Fall 2016**

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#GaGOVTalks

Lunch and swag is provided by Phase2 Technology.

There is limited seating, so register early!

Map Satellite

Atlanta

Hartsfield-Jackson Atlanta International Airport

Map data ©2016 Google, Terms of Use Report a map error

# Events

Edit Event GOVTalks: Fall 2016

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About Us Our Services Our Work Our

Home » Events » GOVTalks: Fall 2016

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#GaGOVTalks

Lunch and swag is provided by Phase2 Technology

**There is limited seating, so register now!**

# Better Content through Structure

1. We can mark it up for search (schema.org markup)
2. Google is more likely to show it first on searches
3. Google Home (and other voice search tools) are more likely to provide your answer in voice search.
4. Easier for call center staff to look up answers online

# Better Content through Structure

4. We can connect useful chunks to chatbots or text bots - (contact info, location info, quick facts)
5. Send the key content **your** agency manages up to Georgia.gov, to make sure it stays up to date there.

# New ways to Structured Content

# Structuring...

---

## Contacts

# Contact

## Create Contact ☆

[Home](#) » [Add content](#)

**Title \***

**Name**

**Role**

[Show row weights](#)

### PHONE NUMBER

[Add another item](#)

[Show row weights](#)

### FAX NUMBER







# Contact

Create Contact ☆

Home » Add content

Title \*

Name

Role

Notes

Text format: Basic HTML

PHONE NUMBER

FAX NUMBER

Jane Doe, Director

Get in touch

@

Twitter

LinkedIn



Jane has been

[Redacted text]

and link contact info to a staff member,

# Contact

Create Contact ☆

[Home](#) » [Add content](#)

Title \*

Name

Role

Notes

B I | | Format - | Source

Text format Basic HTML [About text formats](#)

Show row weights

PHONE NUMBER

+

Add another item

Show row weights

FAX NUMBER

+

## Jane Doe, Director

[Redacted text]

Jane has been [Redacted text]

[Redacted text]



or not.

# Structuring...

---

“How Do I” instructions

[How To pages for DDS  
and Medicaid]

“ are an **effective** way to  
help users find what they need while keeping them  
within the website. ”

- *User Insights Expert Auditor*

# How Do I?

- Option One  
\_\_\_\_\_  
\_\_\_\_\_
- Option Two  
\_\_\_\_\_  
\_\_\_\_\_
- Option Three  
\_\_\_\_\_  
\_\_\_\_\_

- ✓ Checklist Item One  
\_\_\_\_\_  
\_\_\_\_\_
- ✓ Checklist Item Two  
\_\_\_\_\_  
\_\_\_\_\_
- ✓ Checklist Item Three  
\_\_\_\_\_  
\_\_\_\_\_

## How Do I ...?

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1 Step One  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2 Step Two  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3 Step Three  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Organization  
\_\_\_\_\_

Related Services  
\_\_\_\_\_  
\_\_\_\_\_

Children How Do I's  
\_\_\_\_\_

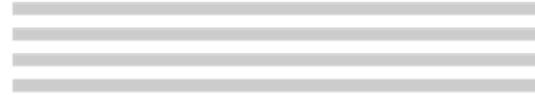
# Structuring...

---

## Programs and Services

# Program or Service Listing

## Service or Program



### How Do I Know If I Meet All The Requirements?



- 1
- 2
- 3

### Related Services & Topics



### Important Documents



### Contact Us



1-877-210-KIDS(5427)



# Program or Service Listing

Title \*

Notes

B I | [Icons] | Format | Source

Text format: Basic HTML | About text formats

How Do I? [Input] [Add another item]

How Do I? [Input] [Add another item]

Contact Information [Input] [Add another item]

Important Documents

Service or Program

[Placeholder text]



### How Do I Know If I Meet All The Requirements?

[Placeholder text]

- [Placeholder text]
- [Placeholder text]
- [Placeholder text]

### Related Services & Topics

[Placeholder text]

### Important Documents

[Placeholder text]

### Contact Us

[Placeholder text]

1-877-210-KIDS(5427)

# Program or Service Listing

## Service or Program



Title \*

Notes

**B I** [Rich Text Editor Icons] **E** Format [Dropdown] Source [Icon]

Text format: Basic HTML [Dropdown] [About text formats](#)

Category

+

Add another item

How Do I?

+

Add another item

Contact Information

+

Add another item

Important Documents

How Do I Know If I Meet All The Requirements?

[Horizontal bar]

[Horizontal bar]

1 [Horizontal bar]

2 [Horizontal bar]

3 [Horizontal bar]

Related Services & Topics

[Horizontal bar]

[Horizontal bar]

[Horizontal bar]

[Horizontal bar]

Contact Us

[Horizontal bar]

1-877-210-KIDS(5427)

[Horizontal bar]

Important Documents

[Horizontal bar]

[Horizontal bar]

[Horizontal bar]

“ The **balance** between **legal** terminology and **readability** is a tough one. ”

- *State agency employee*

# New ways to group information

## Agency Info

- Organization
- Contact
- Location
- Bio

## Agency Communications

- News
- Events
- Public Records
- Press Releases
- Alerts

# New ways to group information

## Visitor Aids

- Programs & Services
- How Do I
- FAQ

## Organizational Tools

- Listing Page
- Topic Page
- Landing Page

“

Make doing the **right** thing  
the **easy** thing.

”

- *Kendra*

# Now: Unstructured

body (Edit summary)



**Fact Sheet Index**



[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids](#)® | [State Office of Rural Health](#)

---

**General**

- [FACT SHEET – Georgia Department of Community Health – December 2015](#) – Updated 12/30/15
- [FACT SHEET – Indigent Care Trust Fund – December 2015](#) – Updated 12/30/15

**Healthcare Facility Regulation**

- [FACT SHEET – Healthcare Facility Regulation](#) – Updated 10/25/17

**Health Information Technology**

- [FACT SHEET - Medicaid EHR Incentive Program](#) - Updated 10/20/17

**Medicaid**

- [FACT SHEET-- HCBS Settings Rule: Statewide Transition Planning](#) -- Updated 10/19/17
- [FACT SHEET – Planning for Healthy Babies](#) – Updated 10/19/17
- [FACT SHEET - Resources and the Medicaid Burial Exclusion](#) - Updated 10/19/17
- [FACT SHEET - Citizenship, Identification and Income Documentation](#) - Updated 10/19/17

# Now: Unstructured

body (Edit summary)

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- [FACT SHEET - Citizenship, Identification and Income Documentation](#) - Updated 10/19/17

# Now: Structured

Title (required)

Fact Sheets

Columns content

Content

- two-column - First Column
- one-column - Second Column
- one-column - Third Column

Section Title

General

Title heading level (required)

h2

Select the heading level of the section title from h2 to h4.

Content

Content type: *Related File*

Related File:

Attachment	Size
<a href="#">FACT SHEET - Georgia Department of Community Health - December 2015</a>	164.8 KB
<a href="#">FACT SHEET - Indigent Care Trust Fund - December 2015</a>	724.8 KB

# Now: Structured

Title (required)  
Fact Sheets

Columns content

Content

two-column - First Column

one-column - Second Column

Section Title  
General

Title heading level (required)  
h2

Select the heading level of the section title from h2 to h4.

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one-column - Third Column

## Fact Sheet Index



[General](#) | [Healthcare Facility Regulation](#) | [Health Information Technology](#) | [Medicaid](#) | [Office of Inspector General](#) | [Office of Health Planning](#) | [PeachCare for Kids®](#) | [State Office of Rural Health](#)

## General

 [FACT SHEET - Georgia Department of Community Health - December 2015](#) (164.8 KB)

 [FACT SHEET - Indigent Care Trust Fund - December 2015](#) (724.8 KB)

## Healthcare Facility Regulation

 [FACT SHEET - Healthcare Facility Regulation - December 2015](#) (106.5 KB)

# Chunks can be embedded in the Body field

How Do I ...?

- 1
- 2
- 3

Have questions?  
1-234-567-8901

Call-to-Action Within Content

Body ([Edit summary](#))

**B I** | | | **E** | Normal | Source

Amicolola Falls State Park in Autumn

[2018 Application](#)  
Here's my page.

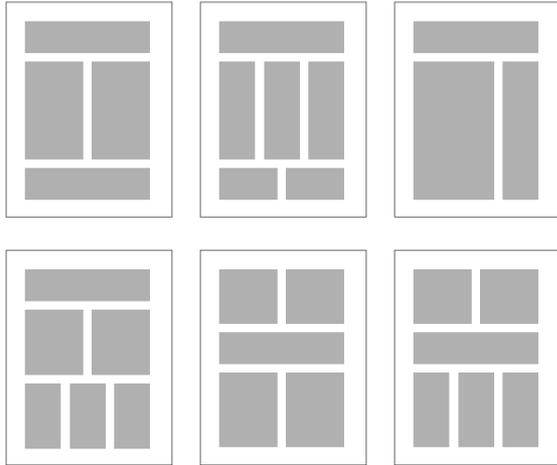
[2018 Fiscal Report](#)

body p

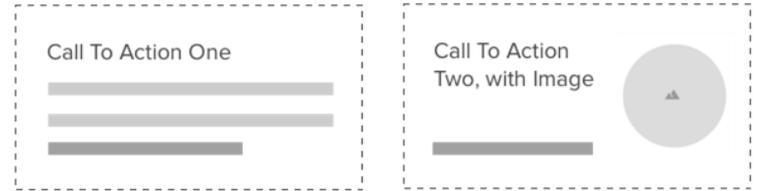
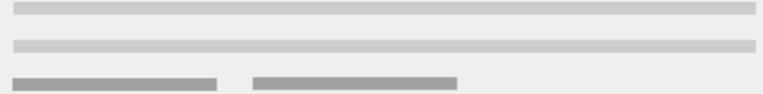
Text format Basic HTML

[About text formats](#)

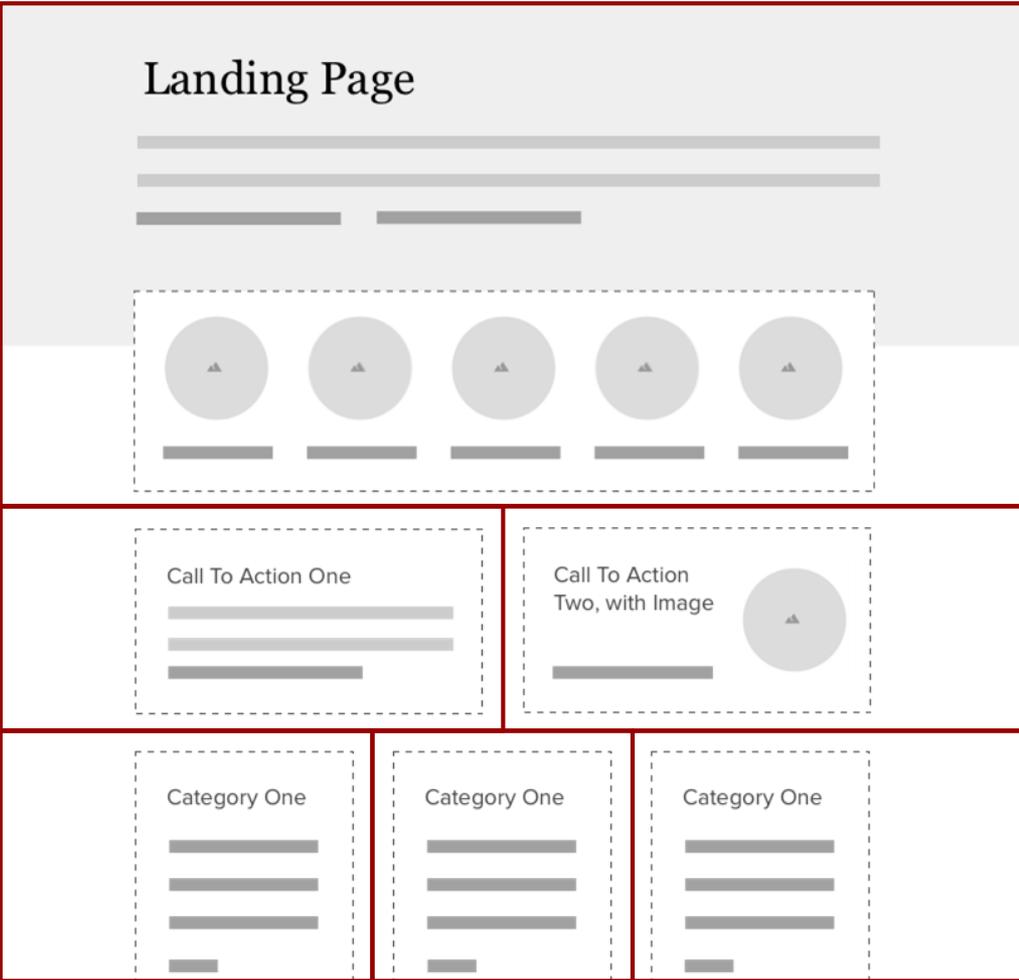
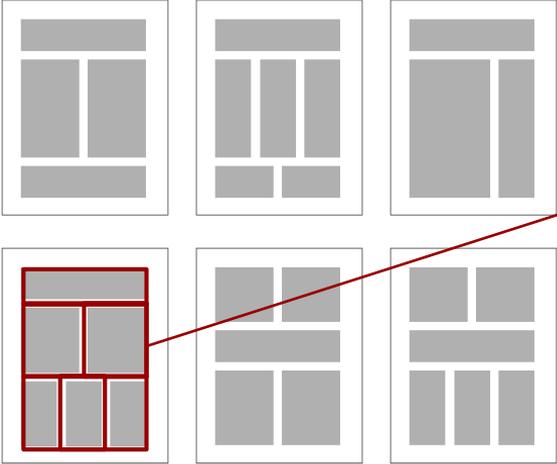
# Landing Pages



## Landing Page



# Landing Pages



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1. User Research Findings

2. How We Can Help

3. Document Management Preview

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2. How We Can Help
3. Document Management Preview

Building *for* the people,  
*with* the people

---

Document management gets some  
much needed TLC

# Media to the Rescue

Select media to embed ✕

[Document Library](#) [Upload](#)

Type  Name  Category  Synonyms

Created by  Published

	TYPE	NAME	SIZE	FILENAME	EXTENSION	AUTHOR	CREATED
<input type="checkbox"/>	Report	New Document	7.98 KB	DataProvider.xlsx	xlsx	admin	Fri, 09/07/2018 - 10:04
<input type="checkbox"/>	Report	2018 Fiscal Report	35.96 KB	sample-document.pdf	pdf	admin	Thu, 09/06/2018 - 14:51
<input type="checkbox"/>	Form	2018 Application	202.69 KB	dor_home_page_01.pdf	pdf	admin	Thu, 09/06/2018 - 14:42

# Scheduled Publishing

“ Staying up after midnight twice a month [to publish documents] became part of my **job description.** ”

- *State agency employee*

# Scheduled Publishing of Files

THUMBNAIL	MEDIA NAME	TYPE	AUTHOR	STATUS	UPDATED ▾	OPERATIONS
	2018 Application	Document	admin	Unpublished	09/06/2018 - 19:04	Edit ▾
	2018 Fiscal Report	Document	admin	Unpublished	09/06/2018 - 18:51	Edit ▾

✓ The documents *Exercise Files (fake)*, *D7 Editor's Training Manual*, *Editor's Training Exercises* were automatically unpublished as part of the unpublishing process of their parent content.

Basic page [Editor's Training](#) has been updated.

Delete gets a “Trash” state

“

It was **pretty scary** that anyone could **delete** whatever they wanted.

”

- *State agency employee*

# Document Trash Bin

Document Trash Bin ☆

[Content](#)

[Comments](#)

[Files](#)

[Media](#)

[Media Trash Bin](#)

[Documents](#)

[Document Trash Bin](#)

[Home](#) » [Administration](#) » [Content](#)

**Document name**

**Type**

**Category**

**Description**

**Authored by**



- Any - ▾

- Any -

x ▾

# File Replace and Tracking

“ When we replace a document, such as a PDF uploaded as a related file, there appears to be **a lag in when the correct file shows up.** ”

- *State agency employee*

# File Replace and Tracking

Replace *2018 Application* everywhere ☆

[Home](#) » [2018 Application](#)

Select a new document to replace *2018 Application*

This document you are replacing has [one or more other content items referencing it](#) (opens in new window). This operation will replace it everywhere it is being used.

Select documents

# File Replace and Tracking

NAME	MIME TYPE	UPLOAD DATE	CHANGED DATE ▾	USED IN
<a href="#">DataProvider.xlsx</a>	application/vnd.openxmlformats-officedocument.spreadsheetml.sheet	Fri, 09/07/2018 - 14:04	Fri, 09/07/2018 - 14:05	1 place
<a href="#">amicalola-falls.jpg</a>	image/jpeg	Thu, 09/06/2018 - 18:53	Thu, 09/06/2018 - 18:58	3 places
<a href="#">sample-document.pdf</a>	application/pdf	Thu, 09/06/2018 - 18:51	Thu, 09/06/2018 - 18:51	1 place

# Bulk Drag & Drop Upload

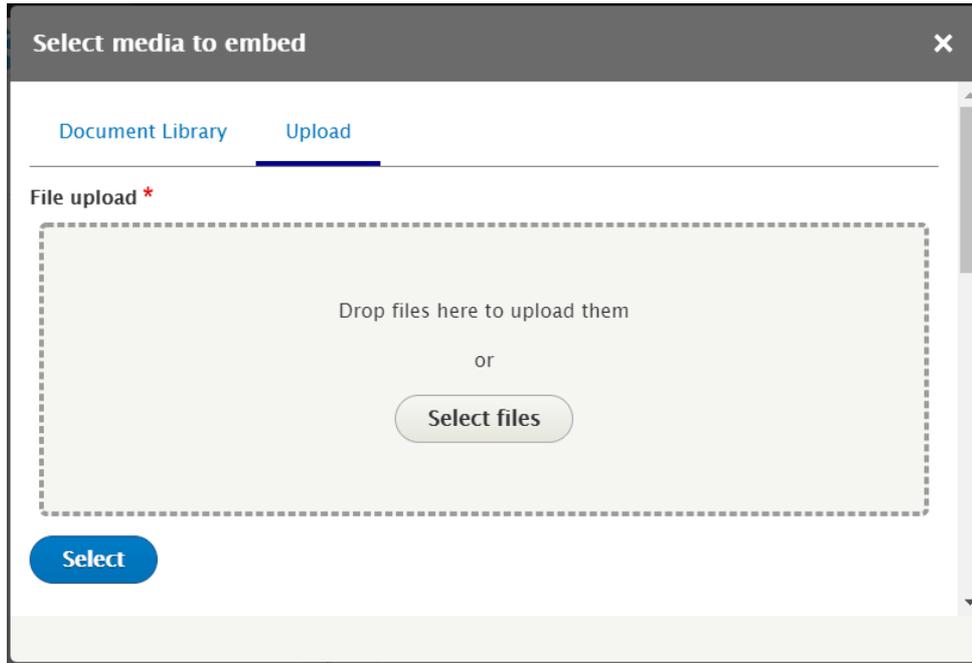
“

**uploading photographs to a gallery one at a time** is exceedingly time consuming and frustrating

”

- *State agency employee*

# Bulk Drag & Drop File Upload



“ For every [PDF] form, you need to make a page. That's a huge burden, because **even the smallest little PDF needs an empty page** just to be uploaded. ”

- *State agency employee*

# Media to the Rescue

**Scheduled** publishing of files

**Trash** your files instead of deleting them

**Replacing** files removes old versions

Bulk **Drag & Drop** Uploads

Removed the separate page node for each document

**Make your voice  
heard.**

Contact

[yen.tang@gta.ga.gov](mailto:yen.tang@gta.ga.gov)

[digitalservices.georgia.gov](https://digitalservices.georgia.gov)

**Thank You!**

now

**Lunch!**

12:45

**Path to Drupal 8:**  
Process, Migration,  
What to Expect

1:45

**Design process** —  
with the people

2:30

**Panel:** All your  
burning questions  
answered!

# Coming Up