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

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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*

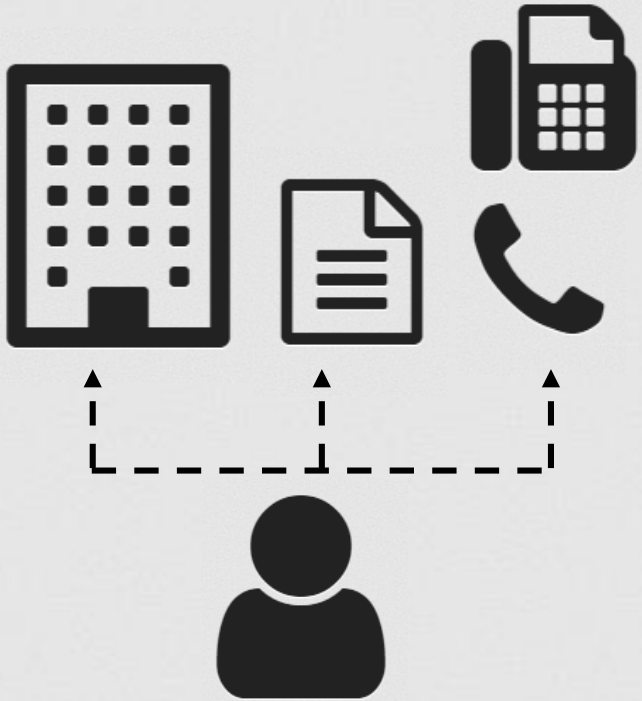
“*Terrible* online,
I’ll just go **stand in line**.”

- *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

		4,602,837 % of Total: 100.00% (4,602,837)
☐	1. google / organic	2,591,159 (56.29%)
☐	2. (direct) / (none)	922,278 (20.04%)
☐	3. bing / organic	362,628 (7.88%)
☐	4. yahoo / organic	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?

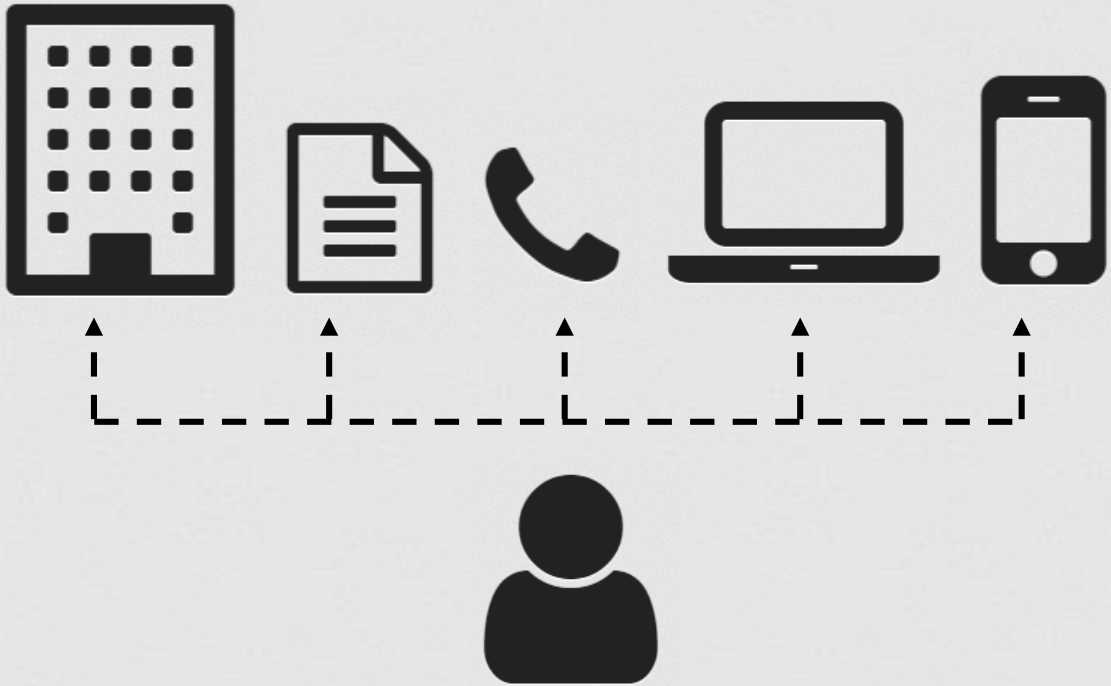
“Just **text** it to me.”

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

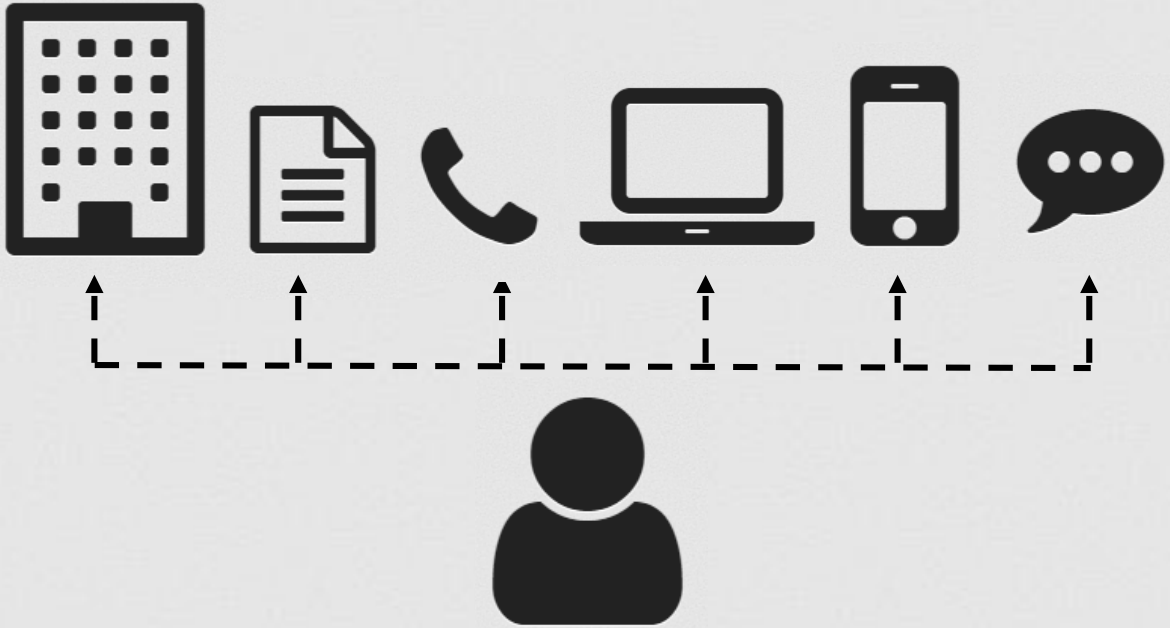
50% of search will be **voice search** by 2020

- *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?



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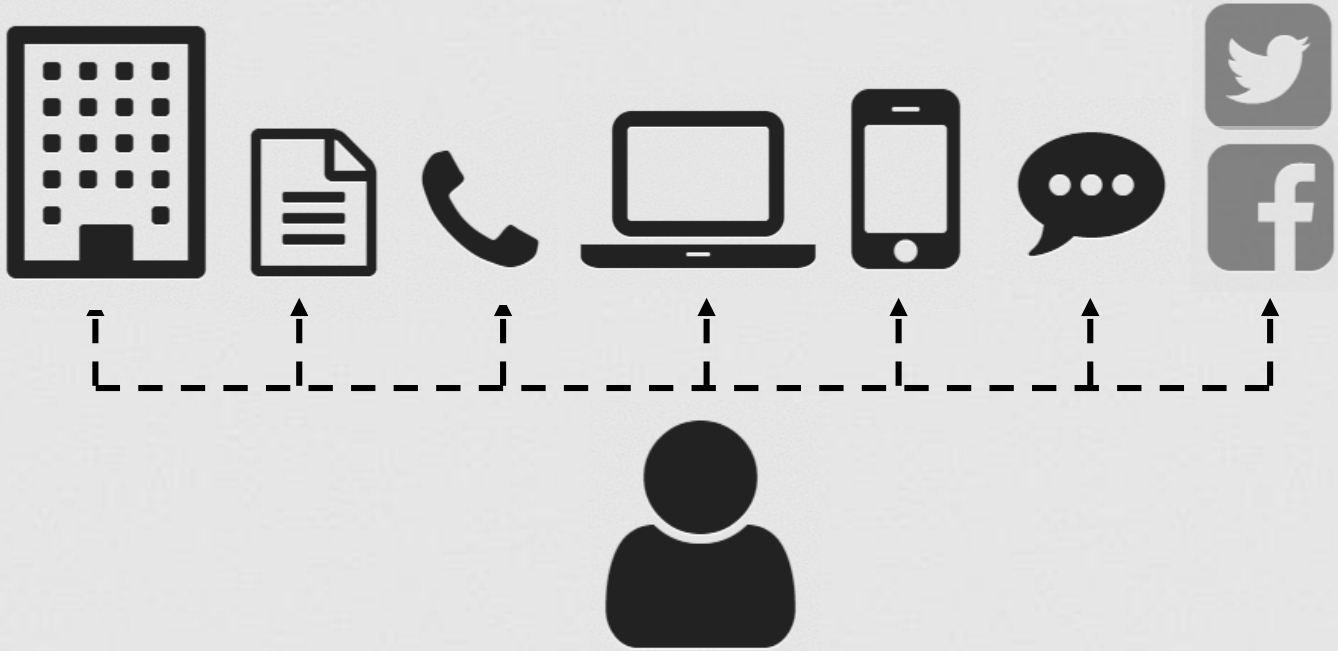


How do people want to access information?

“I don’t want to feel like I **need** you.”

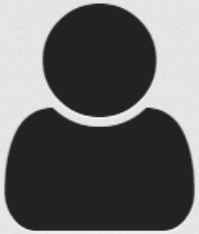
- *Roy, small business owner in Atlanta*

Human Interaction

Web / Search

Text

Voice Search



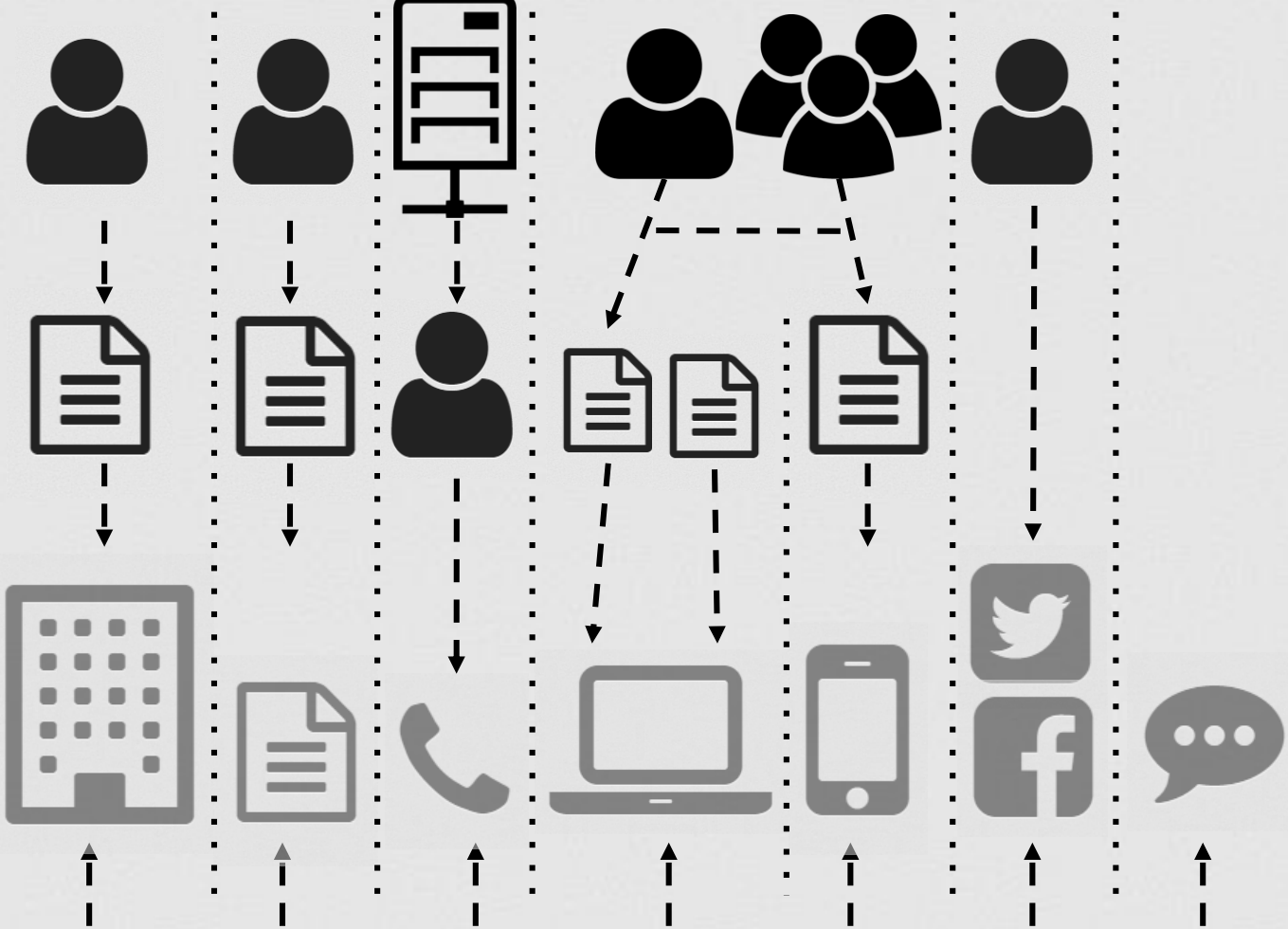
How do people want to access information?

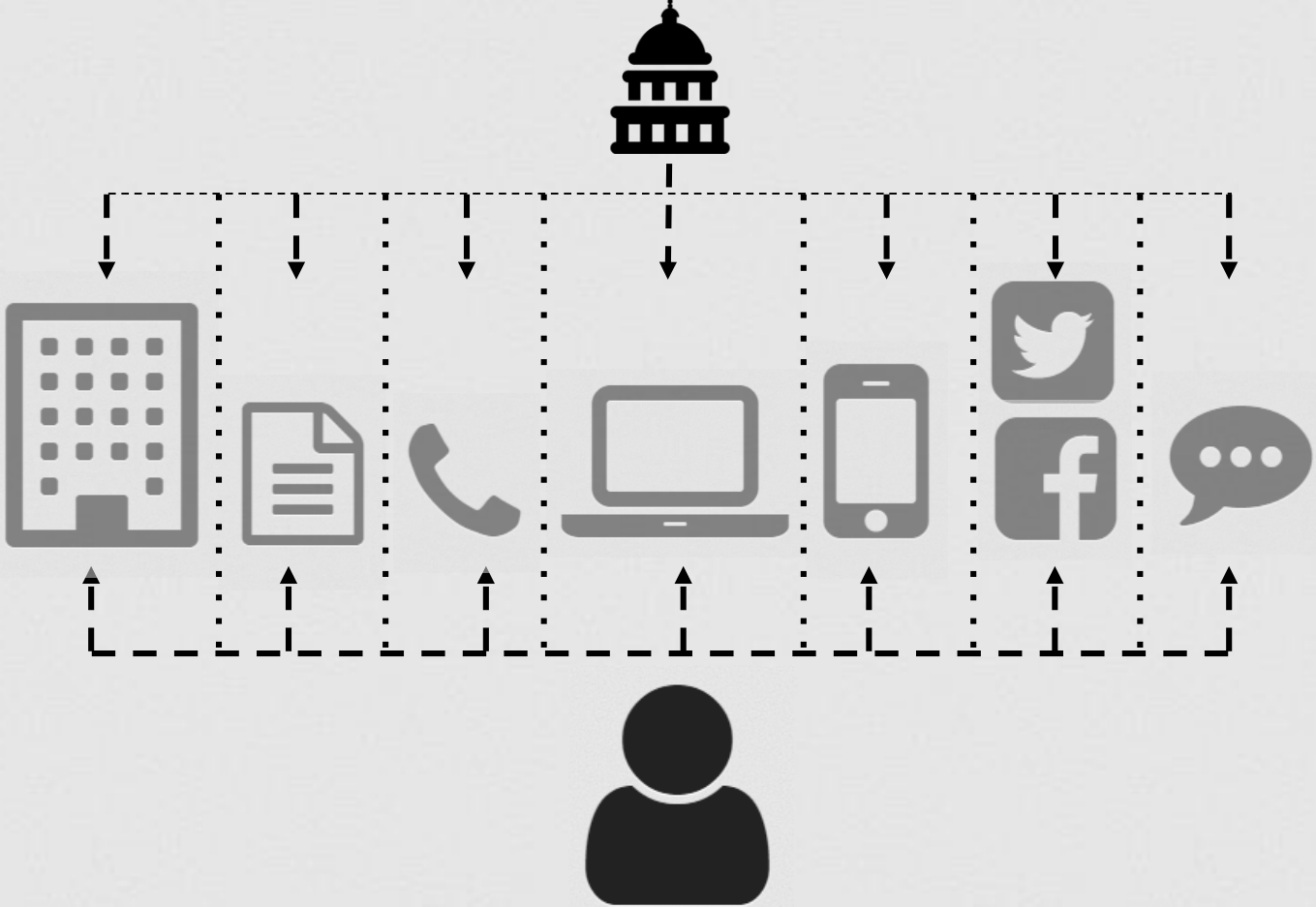
“The website and what people say at the office, they’re **all different**.”

- *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*





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Restructuring for the People

Structuring content for ease of access

Don't think *pages*.

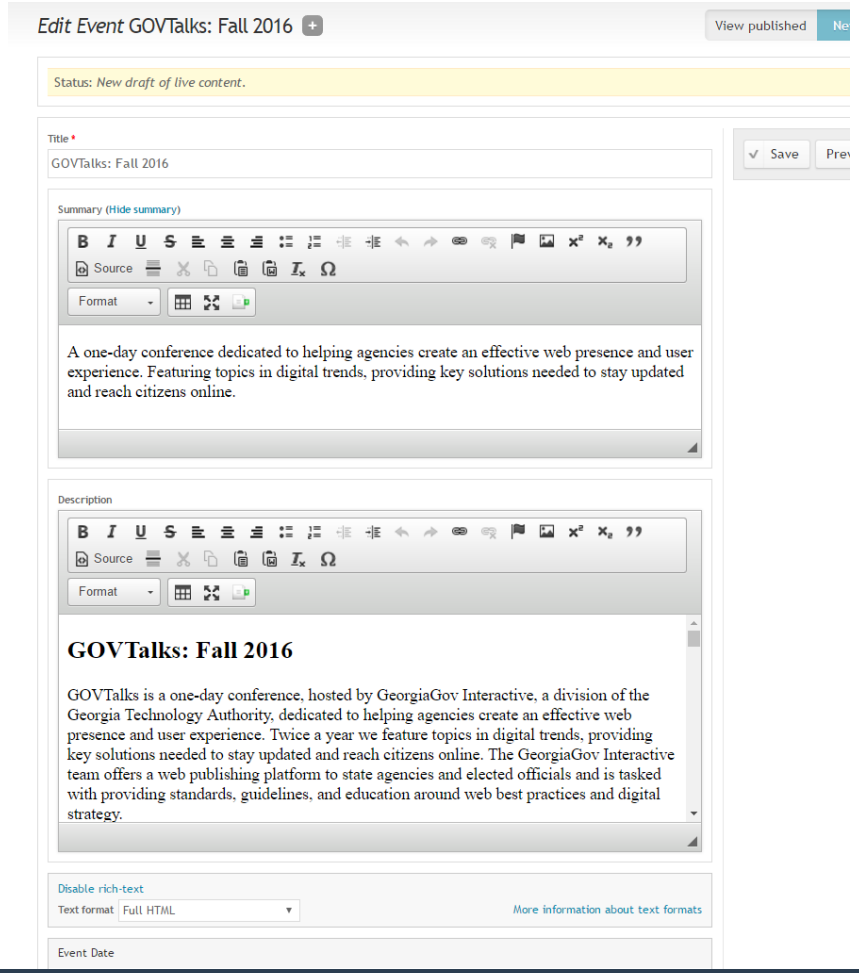
Think **chunks** of information.

Structured content

is easier to ship.

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

Events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View published
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GOVTalks: Fall 2016
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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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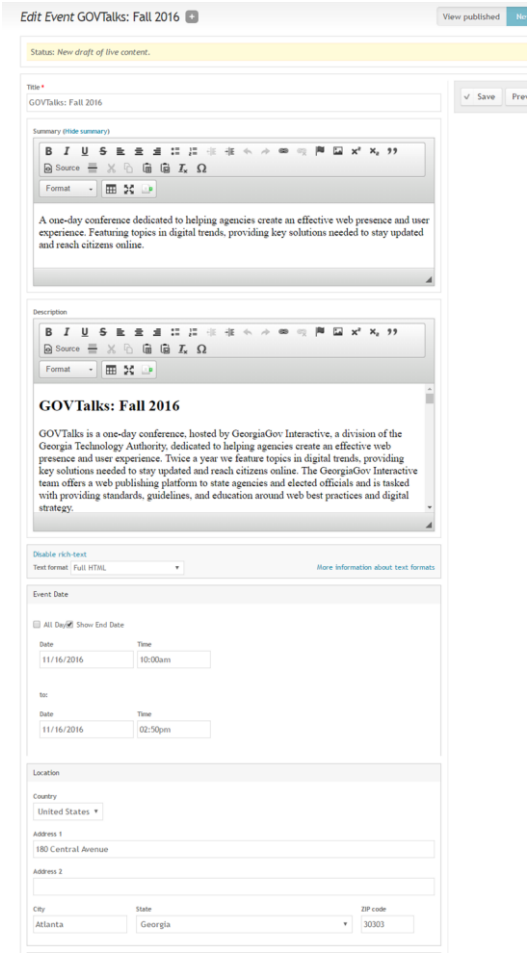
More information about text formats
Event Date

Events



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...

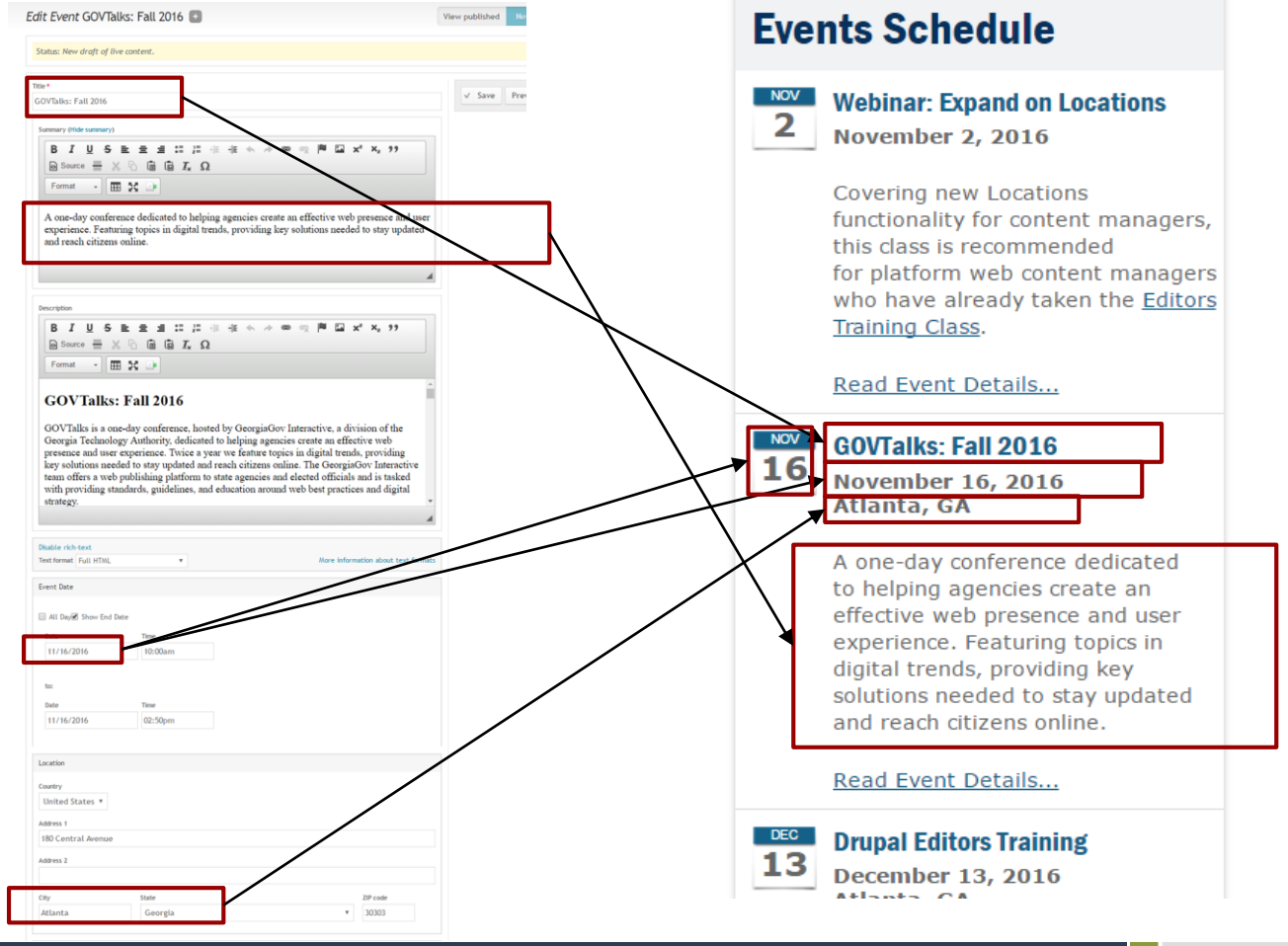
NOV 16 — **GOVTalks: Fall 2016**
November 16, 2016
Atlanta, GA

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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Event Date
11/16/2016
10:00am
Date
11/16/2016
Time
02:50pm
Location
Country
United States
Address 1
180 Central Avenue
Address 2
City
Atlanta
State
Georgia
ZIP code
30303
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NOV
2
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Event
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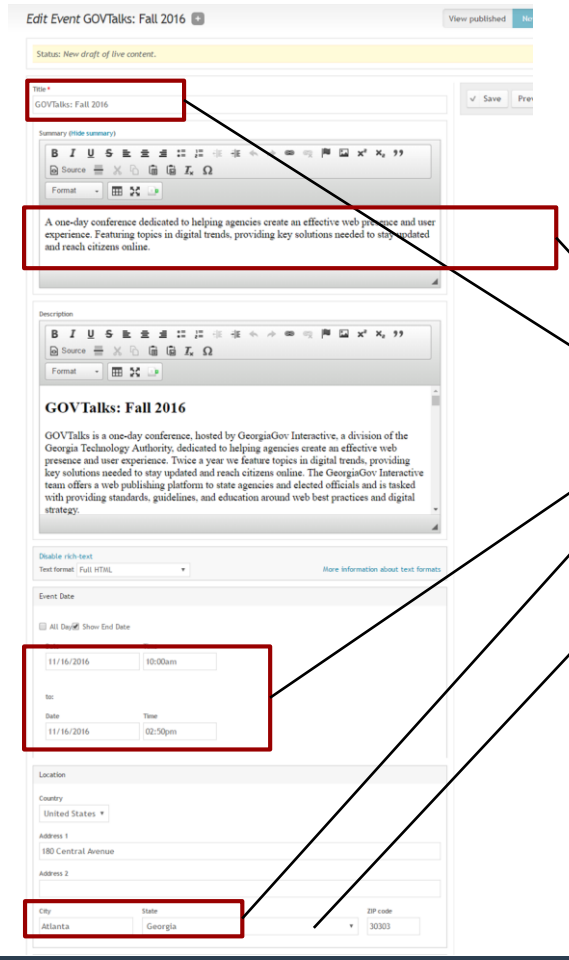
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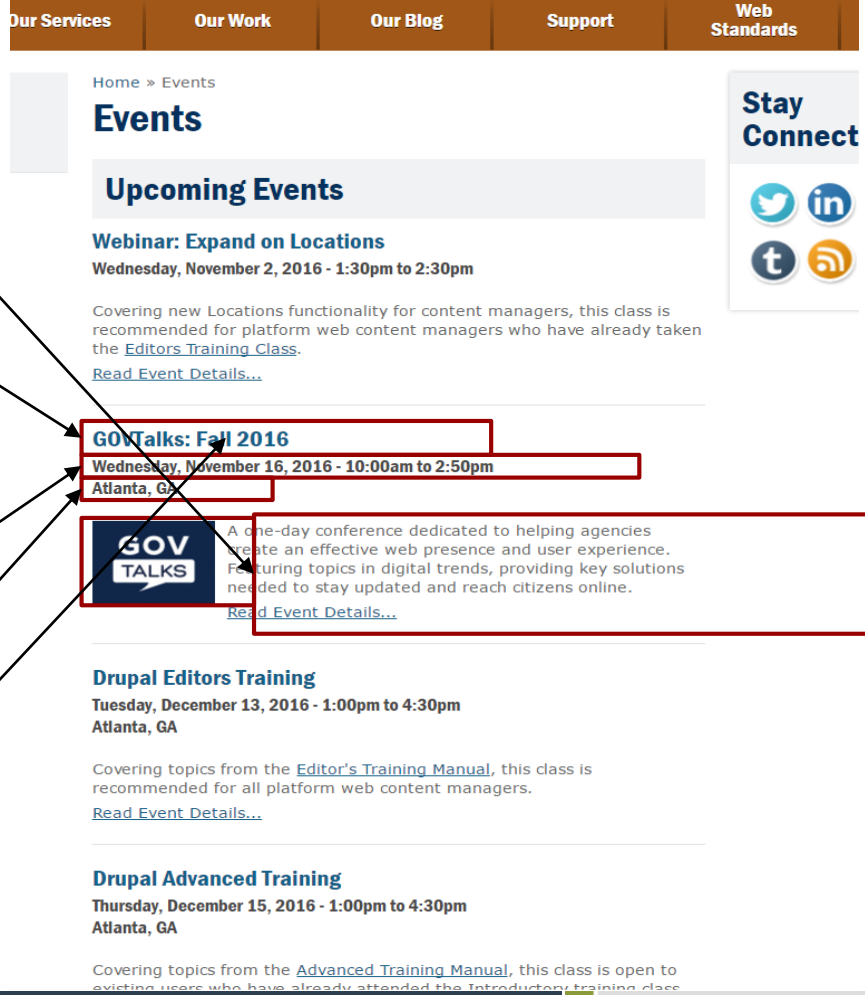
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Web Standards
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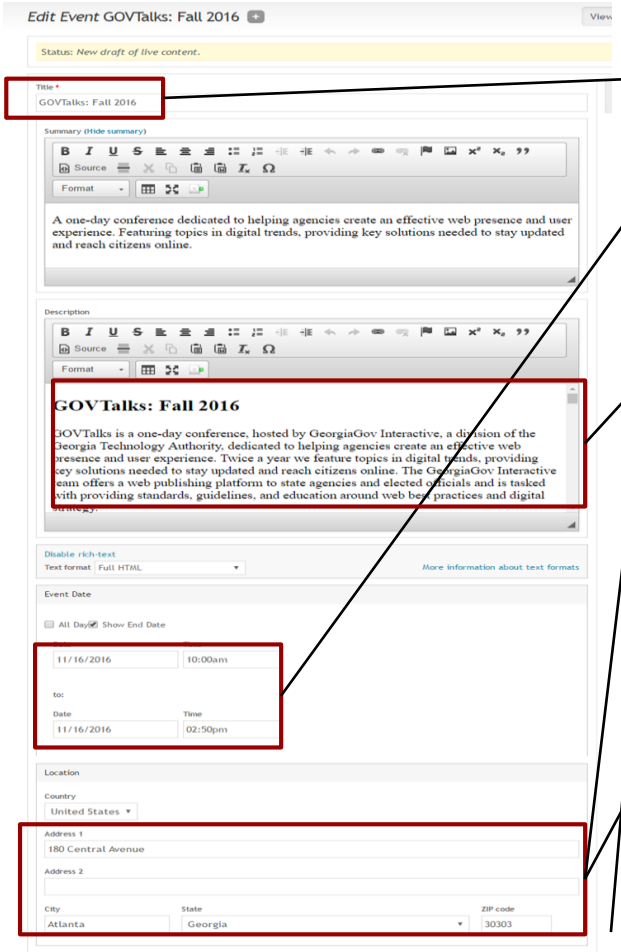
Events
Upcoming Events
Webinar: Expand on Locations
Wednesday, November 2, 2016 - 1:30pm to 2:30pm
Covering new Locations functionality for content managers, this class is recommended for platform web content managers who have already taken the Editors Training Class.
Read Event Details...
GOVTalks: Fall 2016
Wednesday, November 16, 2016 - 10:00am to 2:50pm
Atlanta, GA
GOV TALKS
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
Stay Connect

Events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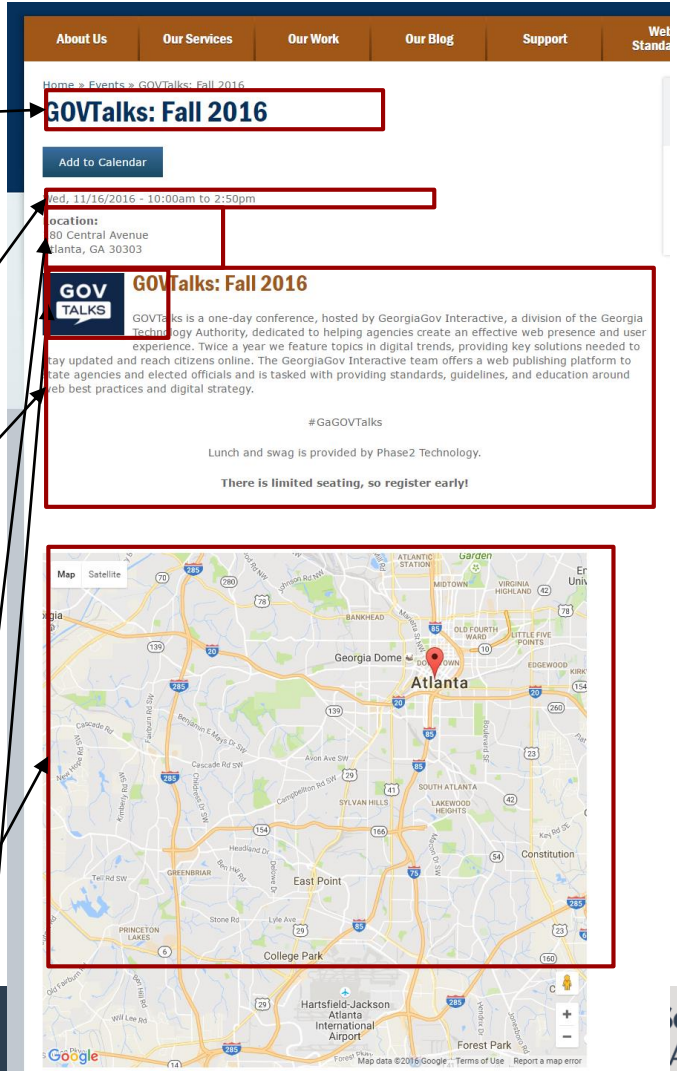
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GOVTalks: Fall 2016
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Wed, 11/16/2016 - 10:00am to 2:50pm
Location:
180 Central Avenue
Atlanta, GA 30303
GOV TALKS
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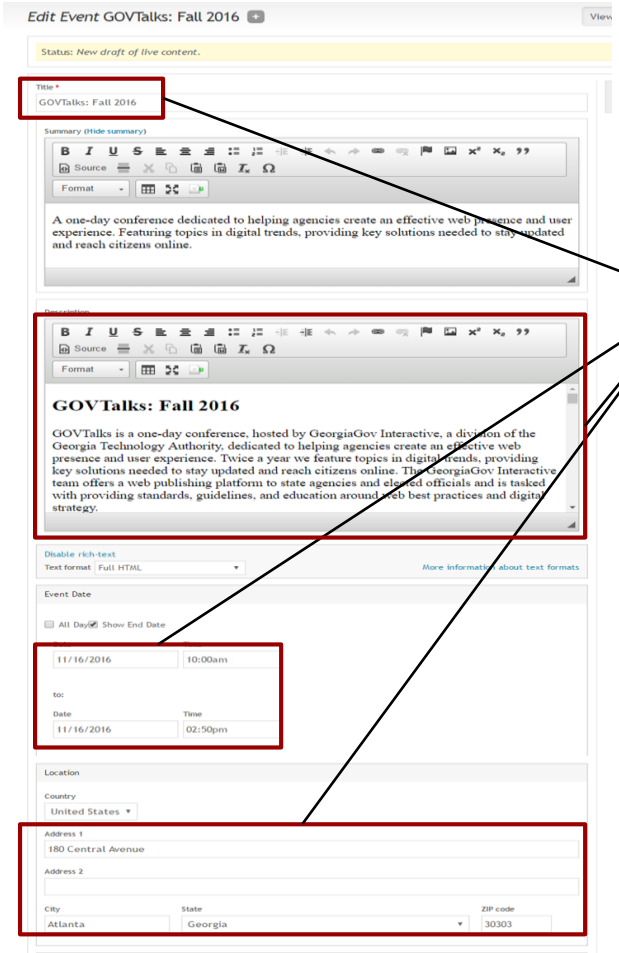
#GaGOVTalks
Lunch and swag is provided by Phase2 Technology.
There is limited seating, so register early!
Map
Satellite
Georgia Dome
Atlanta
East Point
College Park
Hartsfield-Jackson Atlanta International Airport
Forest Park
Google

Events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About Us
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Home » Events » GOVTalks: Fall 2016
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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

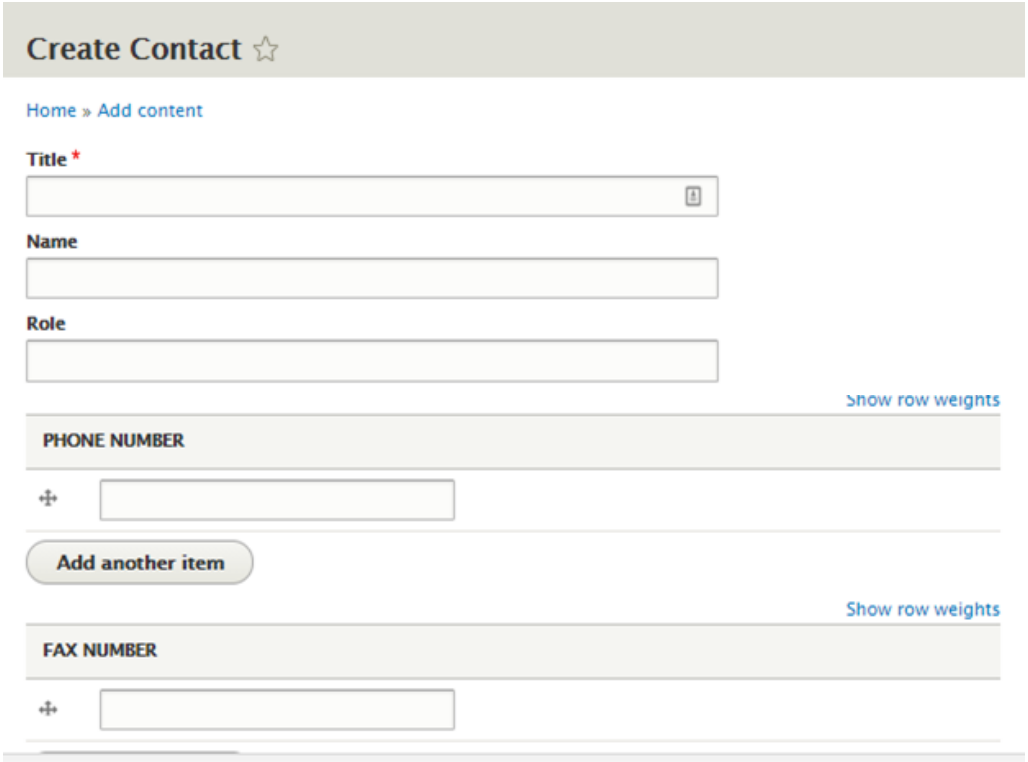
4. We can connect useful chunks to chatbots or text bots - (contact info, location info, quick facts)
5. Send the key content **your** agency manages up to Georgia.gov, to make sure it stays up to date there.

New ways to Structured Content

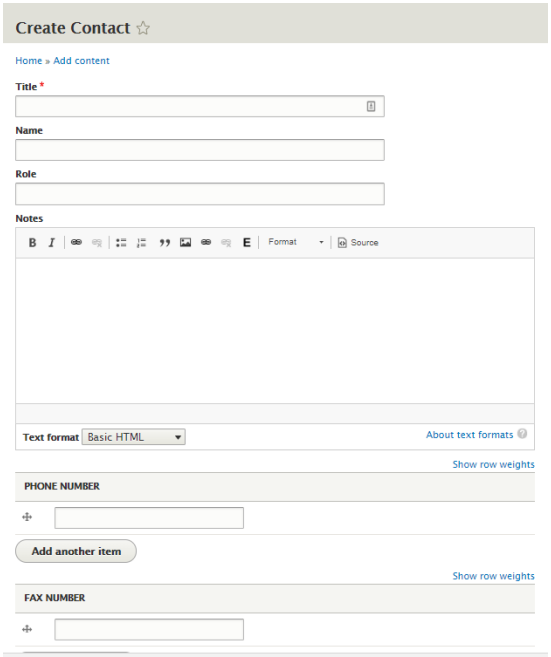
Structuring…

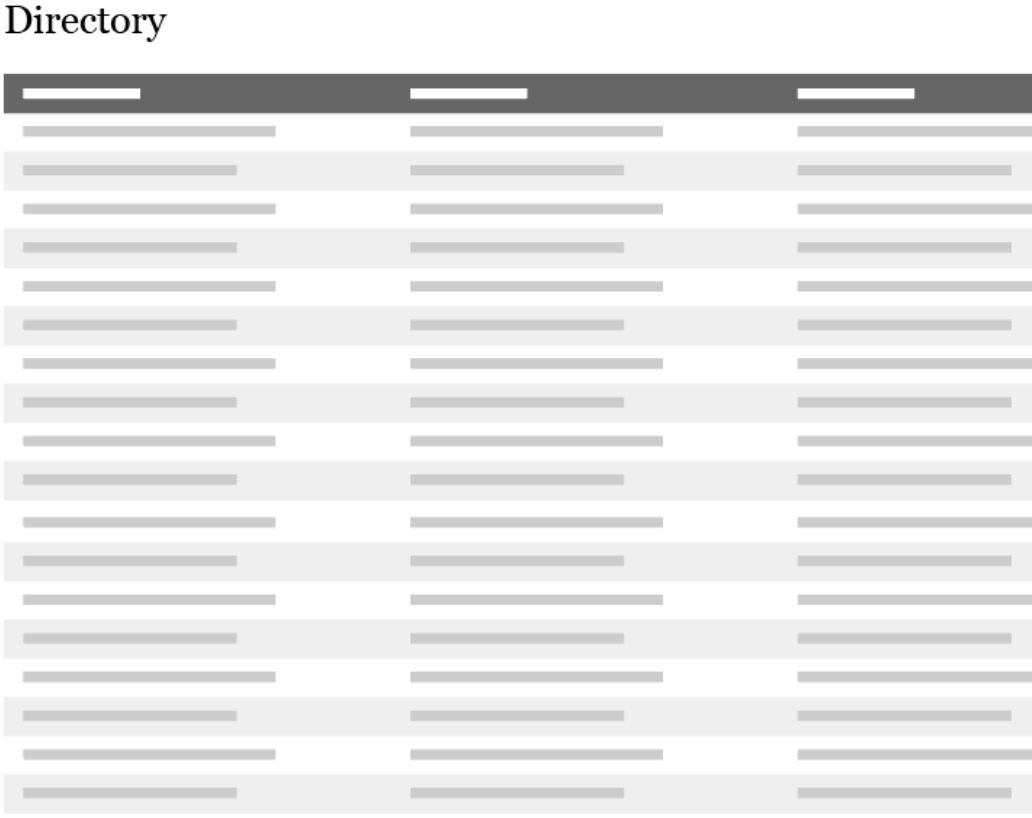
Contacts

Contact


Create Contact
Home » Add content
Title *
Name
Role
Show row weights
PHONE NUMBER
Add another item
Show row weights
FAX NUMBER

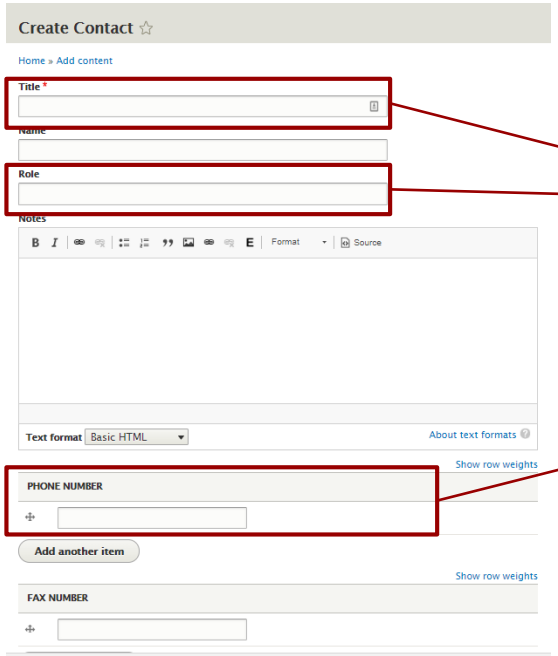
Contact

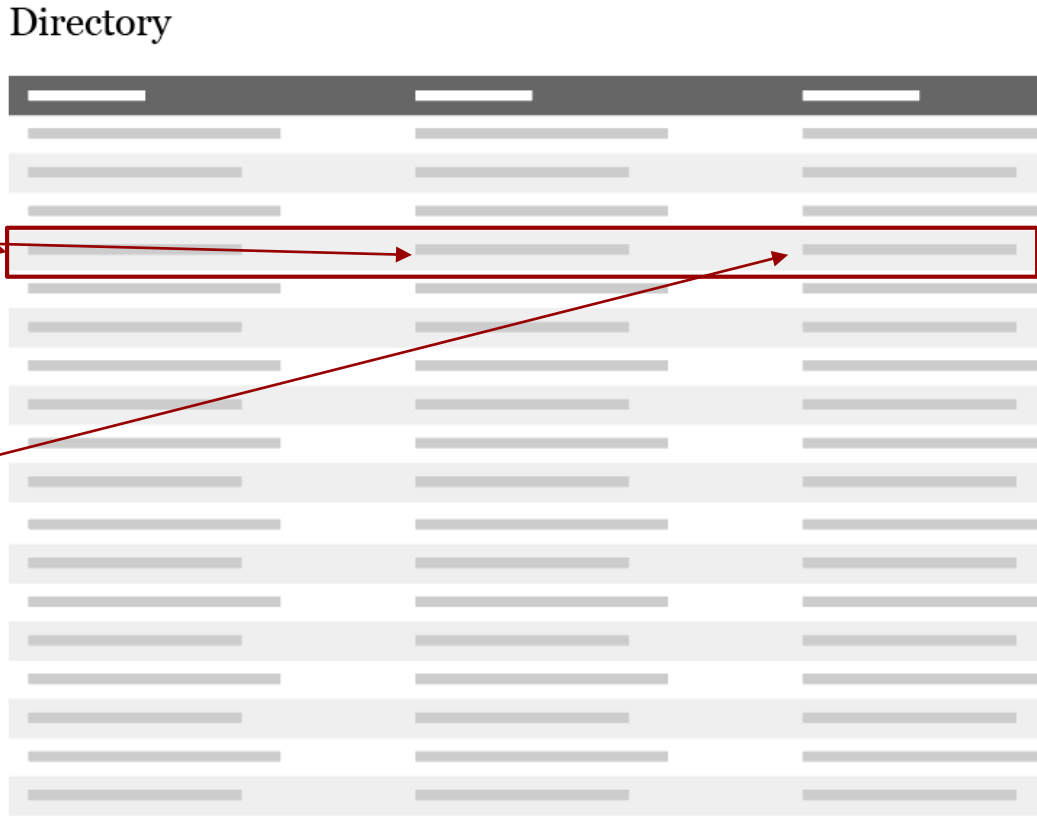




Create a Listing page of contacts...

Contact





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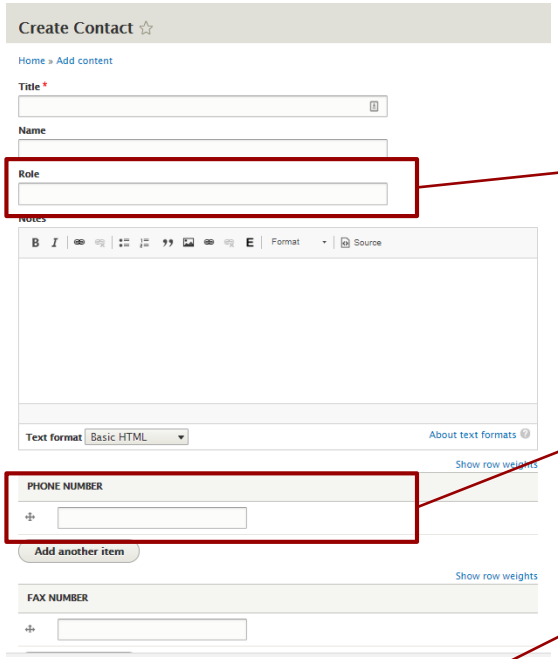
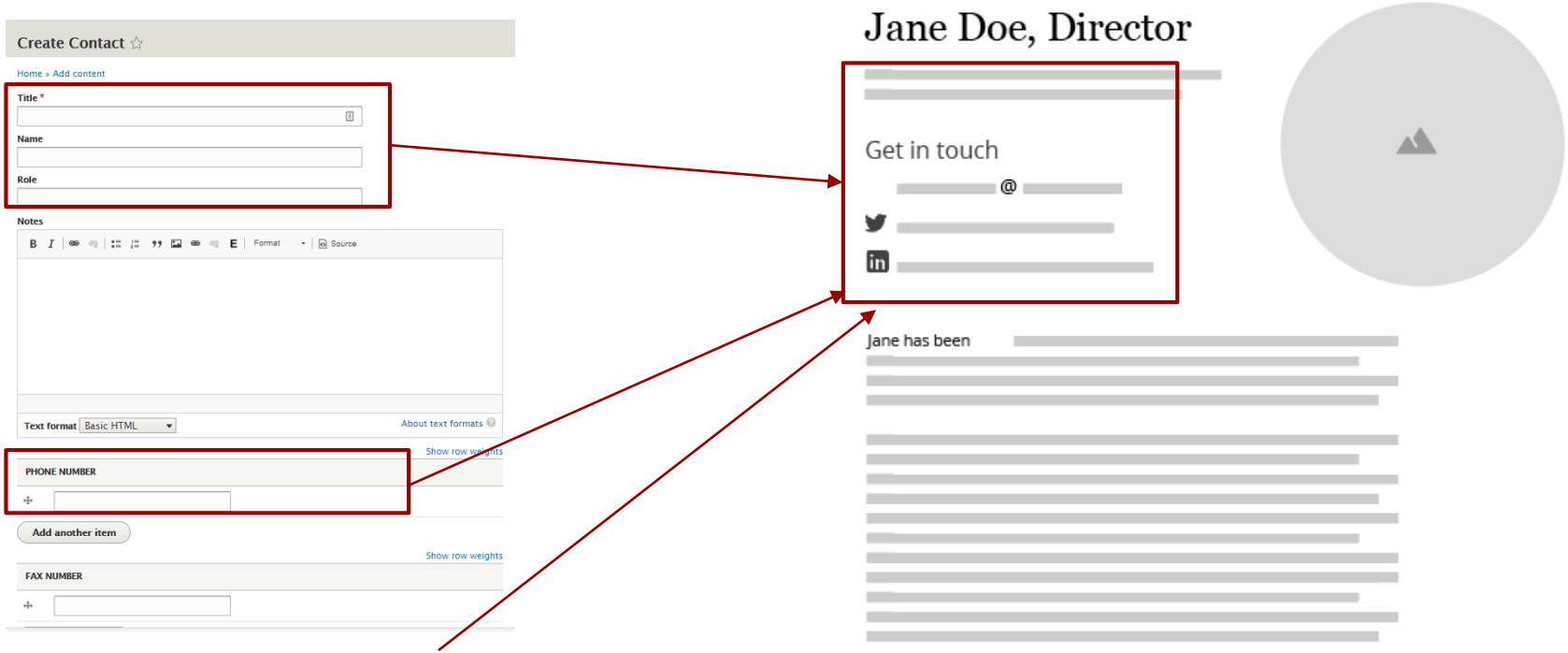


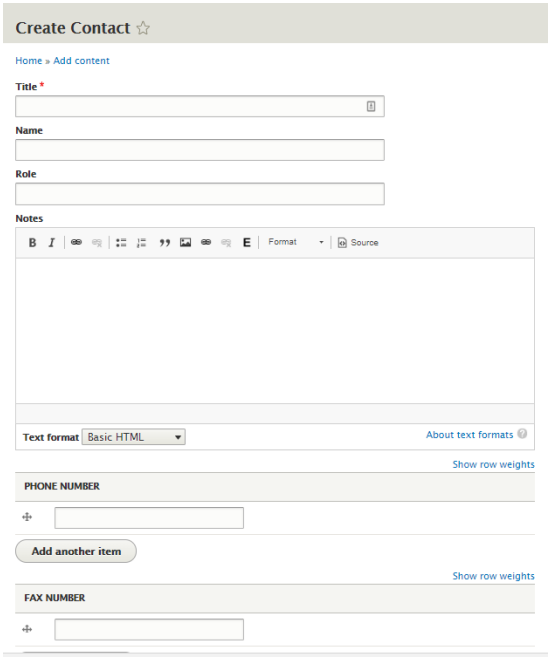
embed one contact on a page,

Contact



and link contact info to a staff member,

Contact



or not.

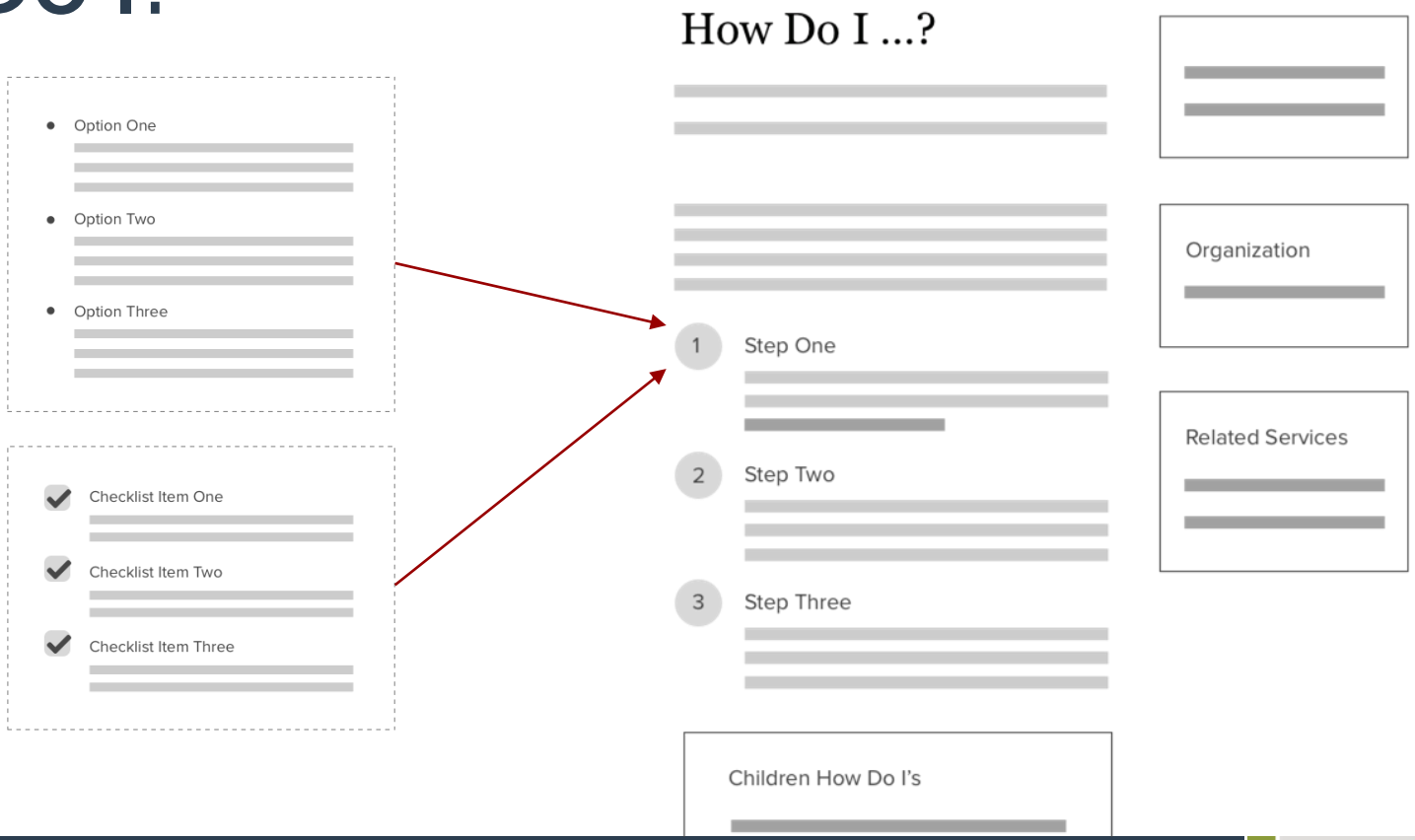
Structuring…

“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*

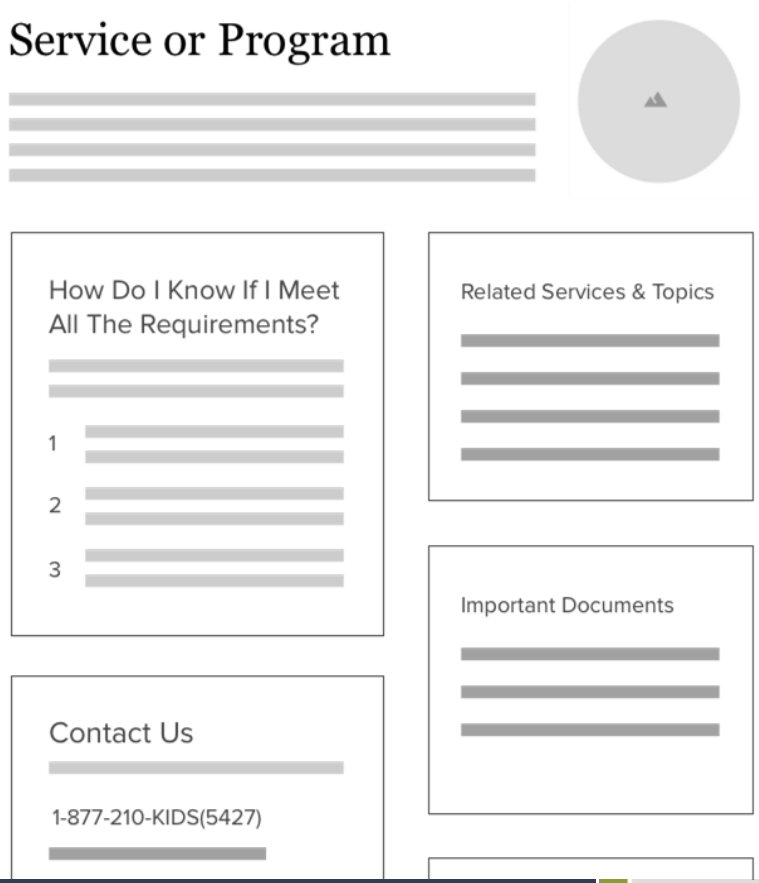
How Do I?


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

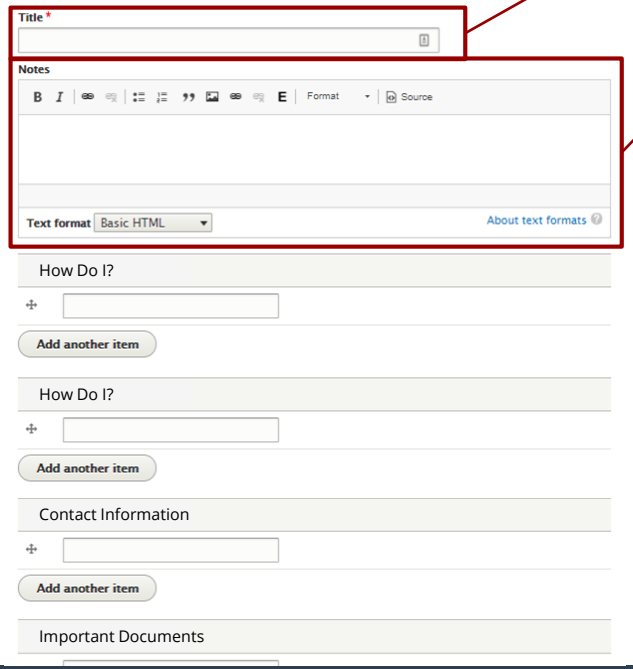
Structuring…

Programs and Services

Program or Service Listing



Program or Service Listing



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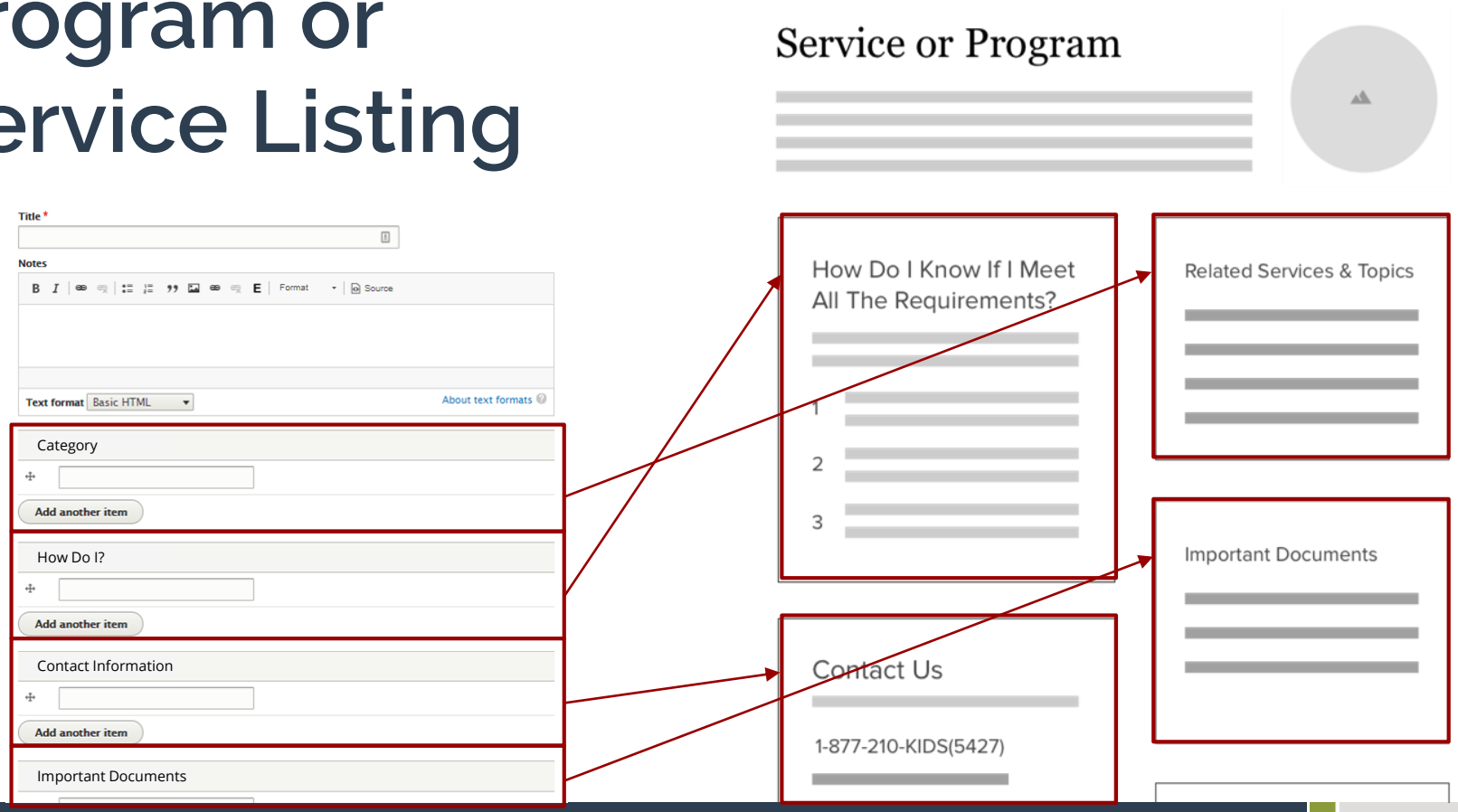


> The **balance** between **legal** terminology and **readability** is a tough one.

- *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

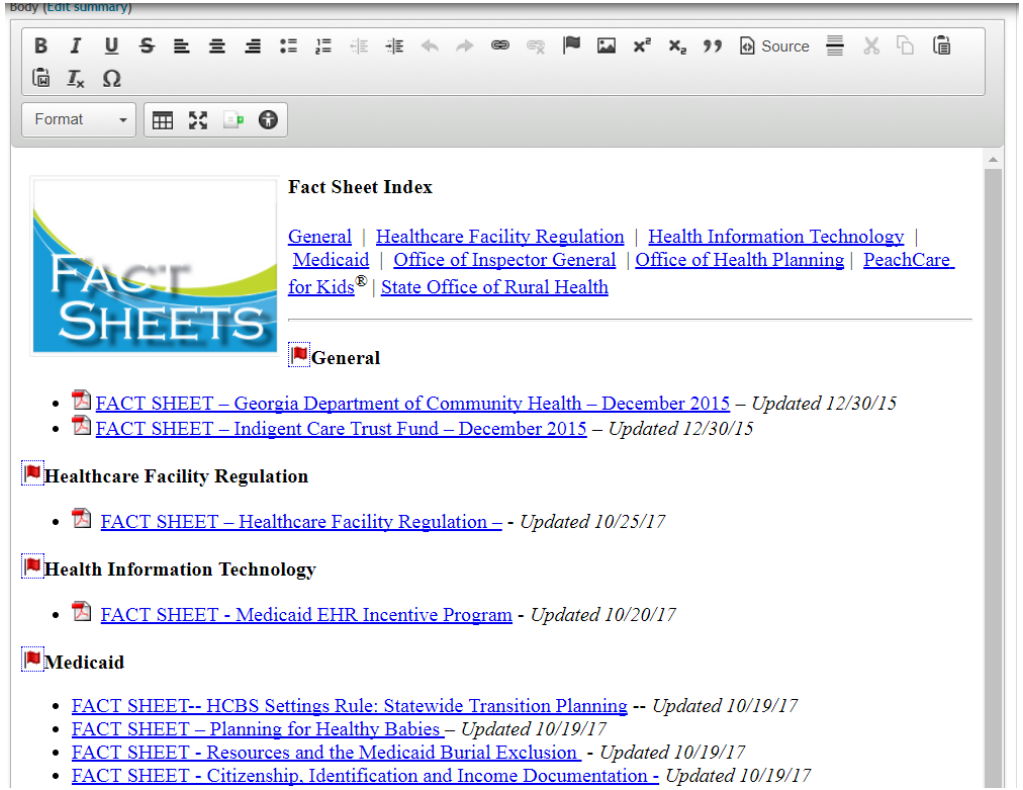
Organizational Tools

- Listing Page
- Topic Page
- Landing Page

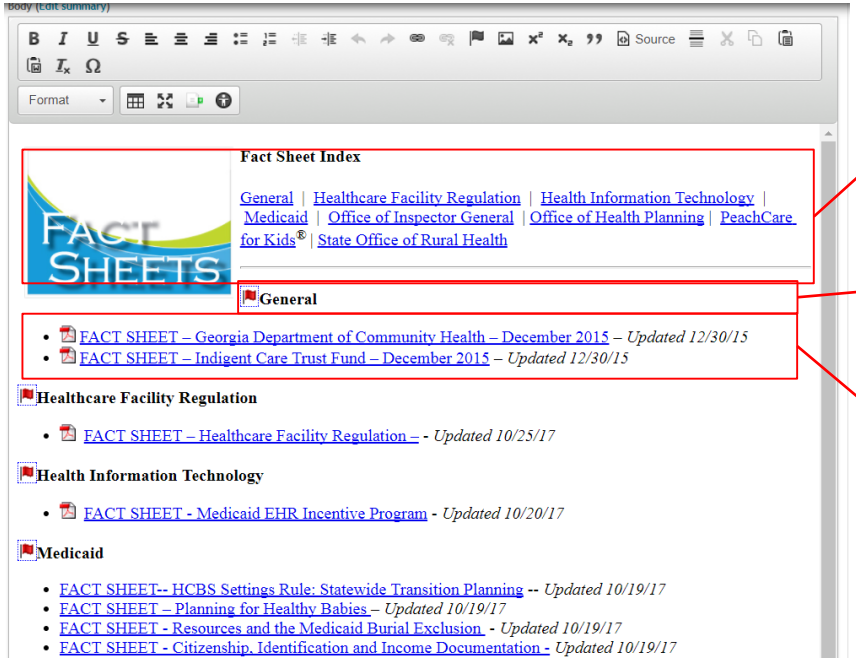
“Make doing the **right** thing the **easy** thing.”

- *Kendra*

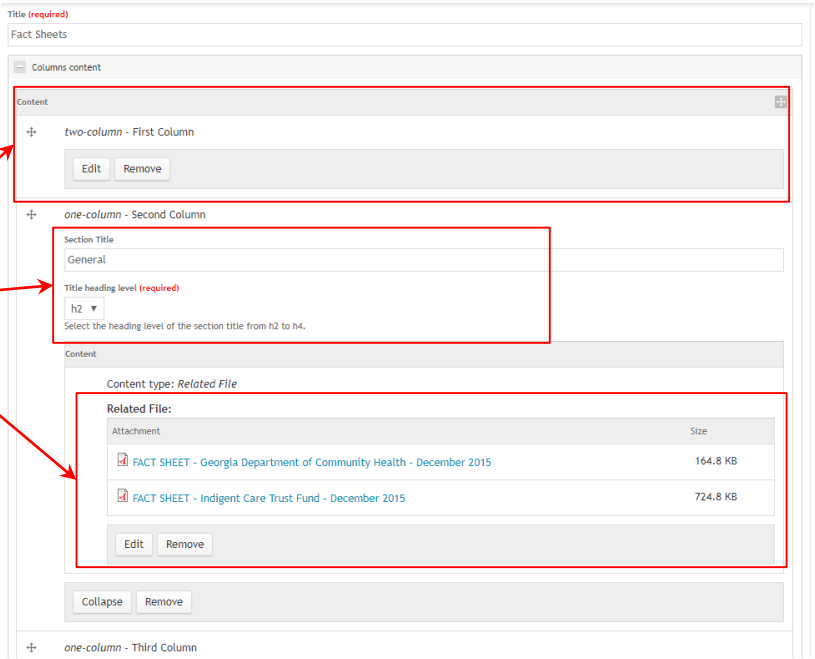
Now: Unstructured



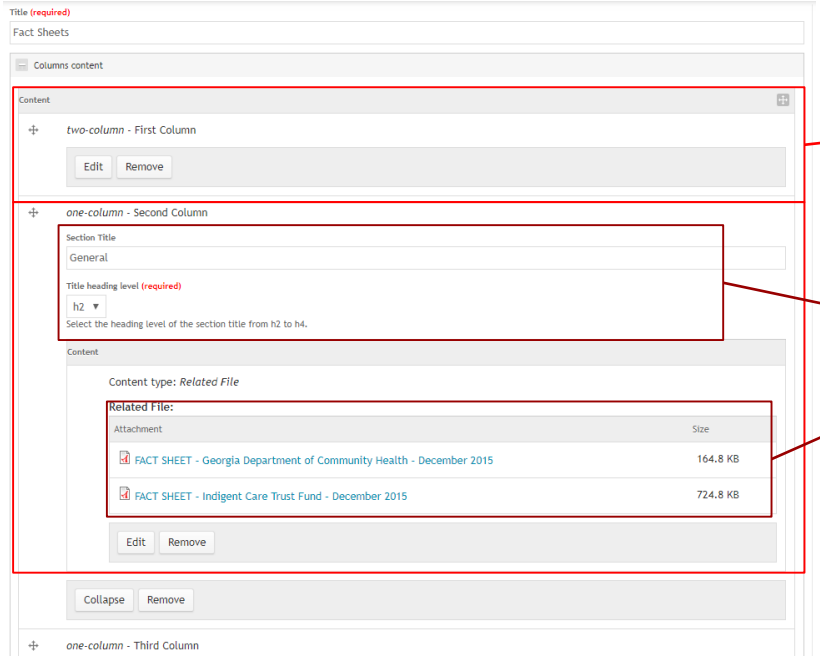
Now: Unstructured

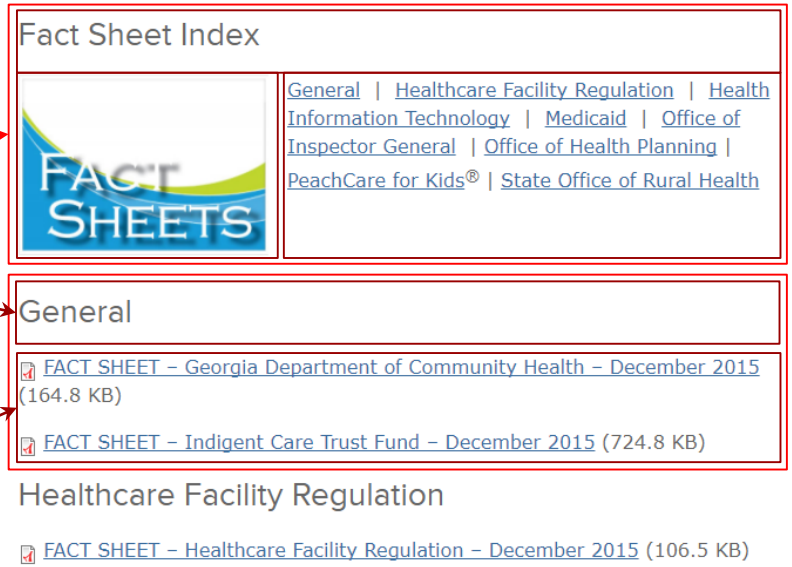


Now: Structured

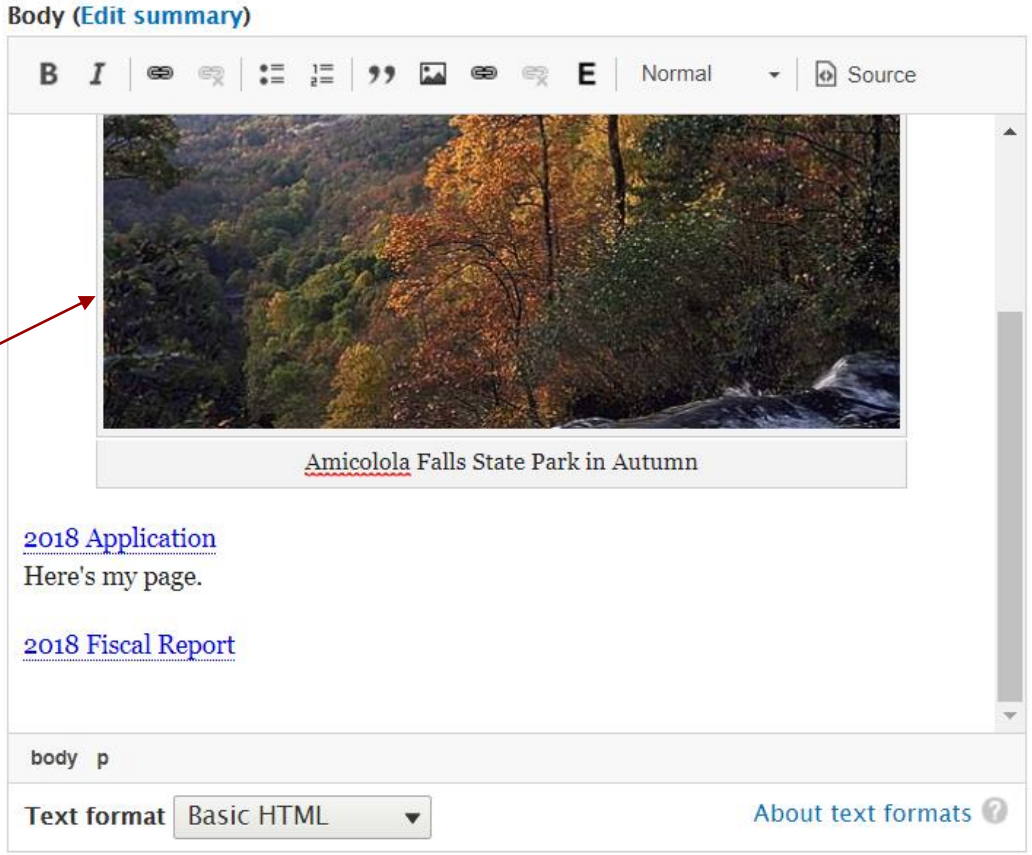


Now: Structured

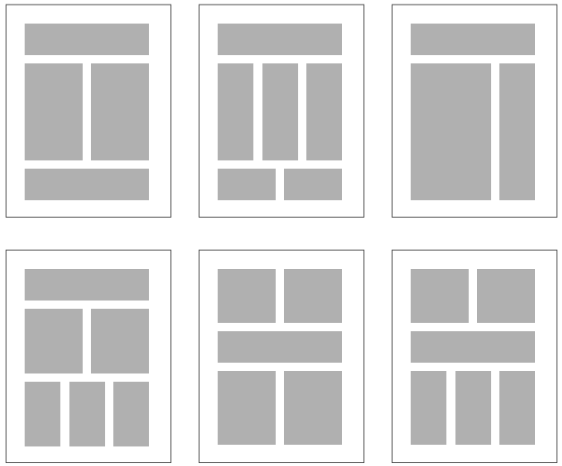




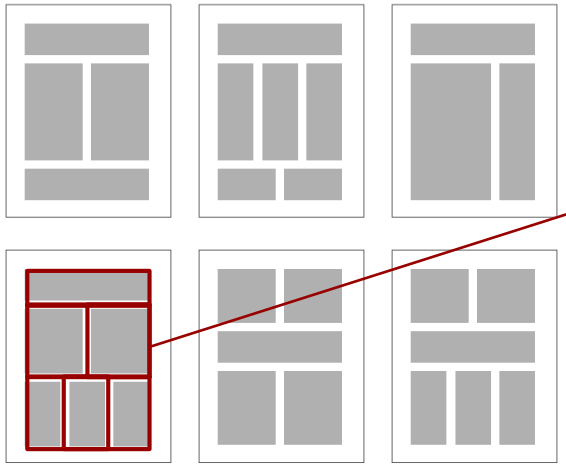
Chunks can be **embedded** in the Body field

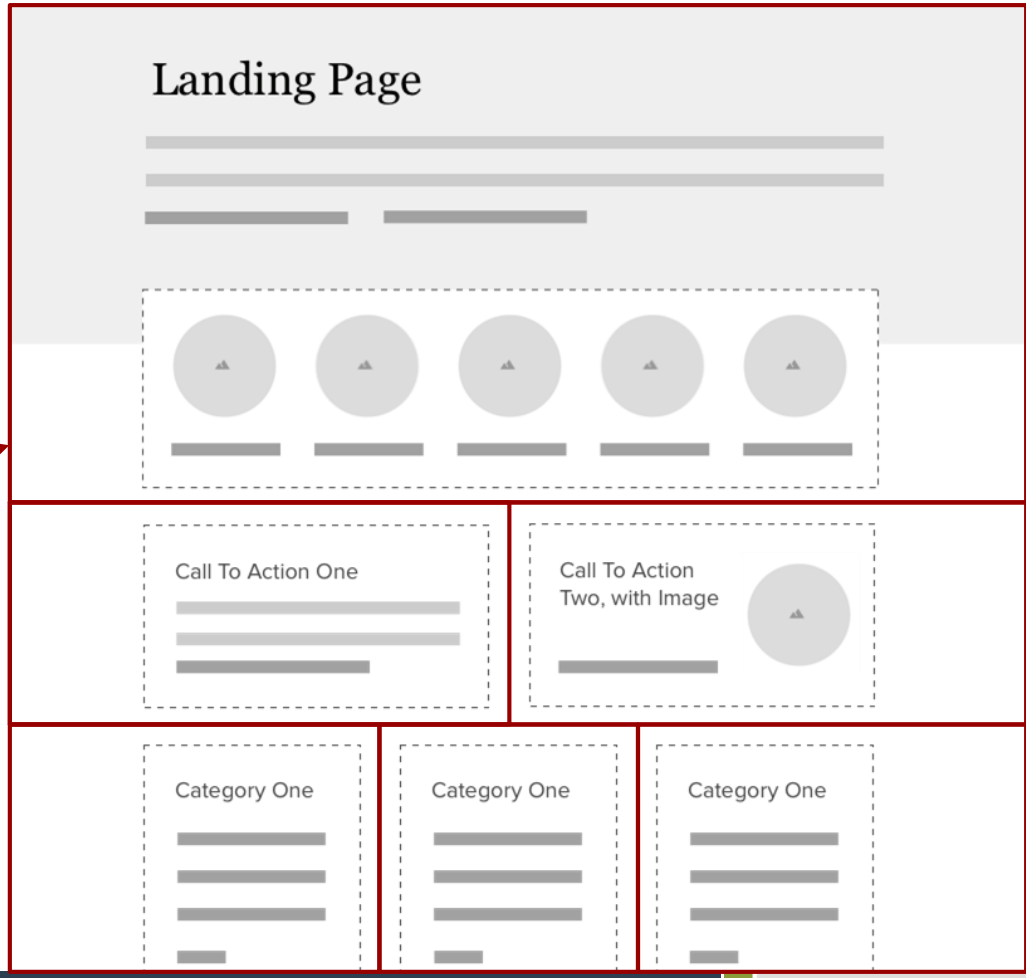


Landing Pages



Landing Pages





Agenda:

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

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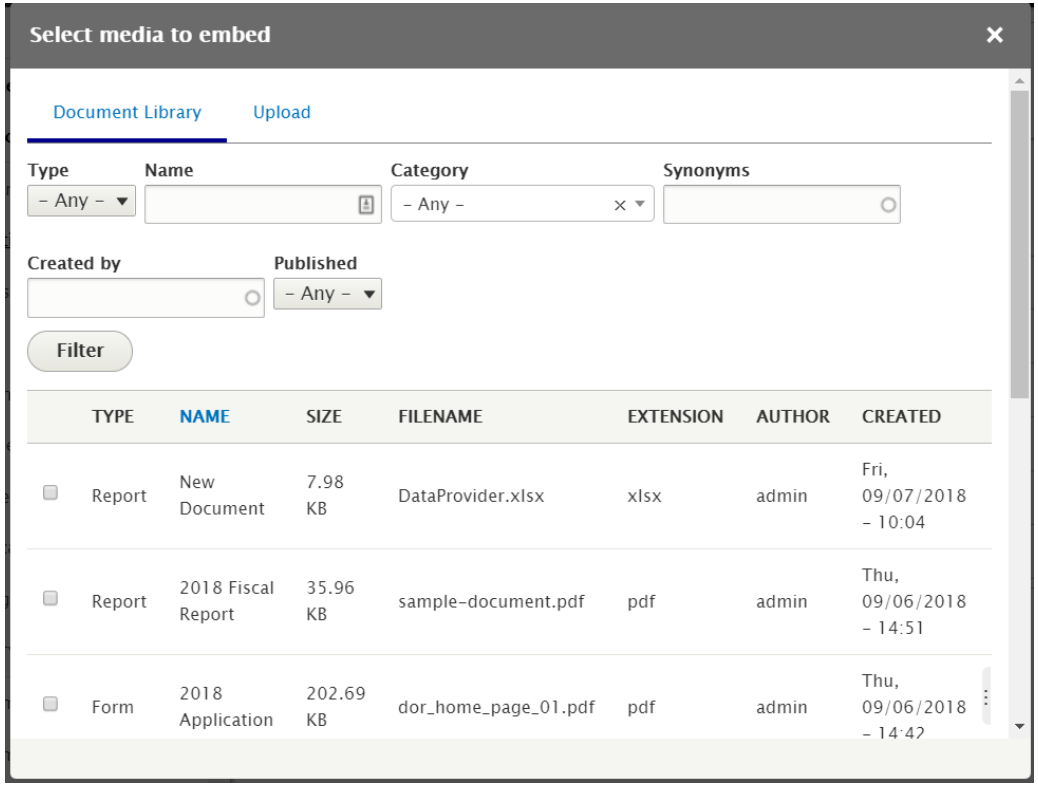
Building *for* the people, *with* the people

Document management gets some much needed TLC

Media to the Rescue



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.

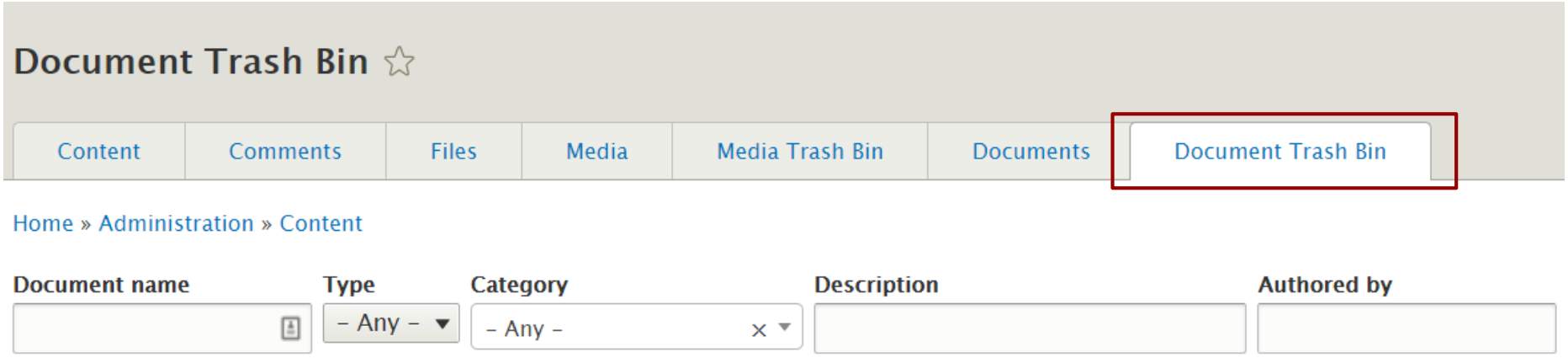
Basic page *Editor's Training* has been updated.

Delete gets a “Trash” state

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

- *State agency employee*

Document Trash Bin

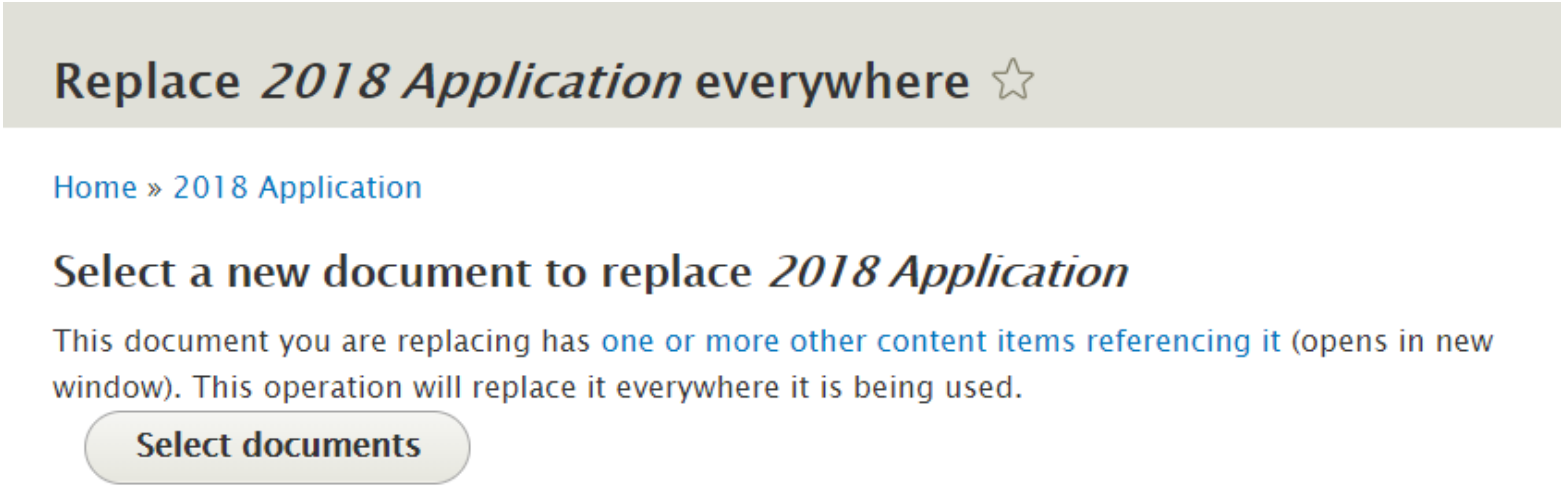


File Replace and Tracking

> 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



File Replace and Tracking

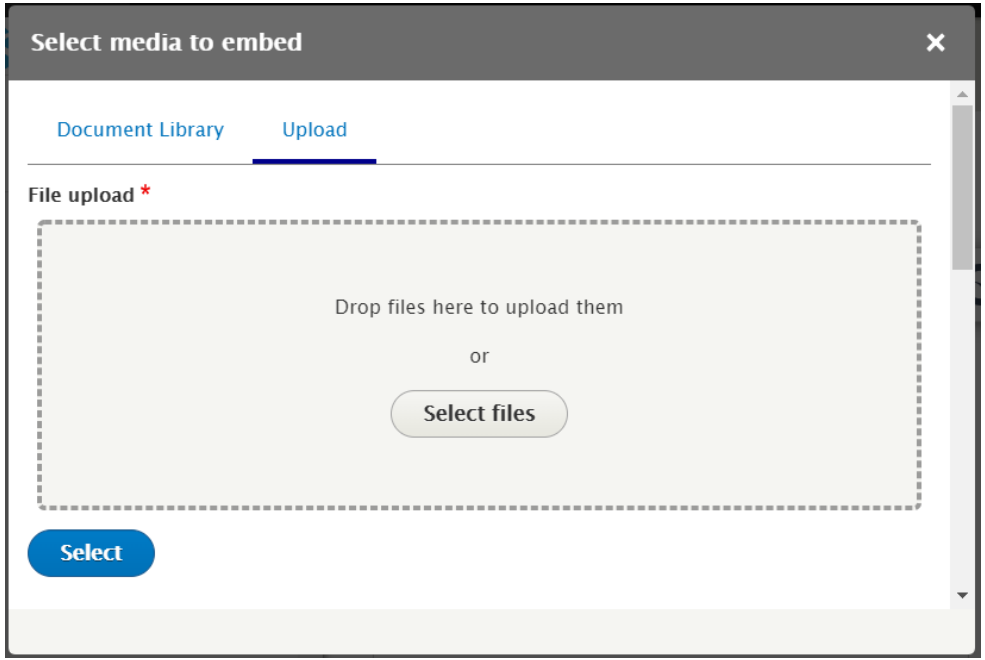
NAME	MIME TYPE	UPLOAD DATE	CHANGED DATE	USED IN
DataProvider.xlsx	application/vnd.openxmlformats-officedocument.spreadsheetml.sheet	Fri, 09/07/2018 - 14:04	Fri, 09/07/2018 - 14:05	1 place
amicalola-falls.jpg	image/jpeg	Thu, 09/06/2018 - 18:53	Thu, 09/06/2018 - 18:58	3 places
sample-document.pdf	application/pdf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

digitalservices.georgia.gov

Thank You!

Coming Up

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!