

GOOD AFTERNOON

# Hello GovTalks!



MEET OUR TEAM



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Director



**Tom Kershaw**

Project Lead, Interaction Designer



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Director



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Communications Designer



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Design Researcher



ABOUT IDEO

We are a global  
design  
consultancy.

We create impact  
through design.



PROJECT  
STONEFRUIT

DSG + IDEO // CONFIDENTIAL



ABOUT IDEO

We offer a global perspective.



SAN FRANCISCO

CAMBRIDGE

LONDON

TOKYO

PALO ALTO

NEW YORK

MUNICH

SHANGHAI

CHICAGO

*DUBAI*

*LIMA*

ABOUT IDEO

We work across  
scales and sectors.

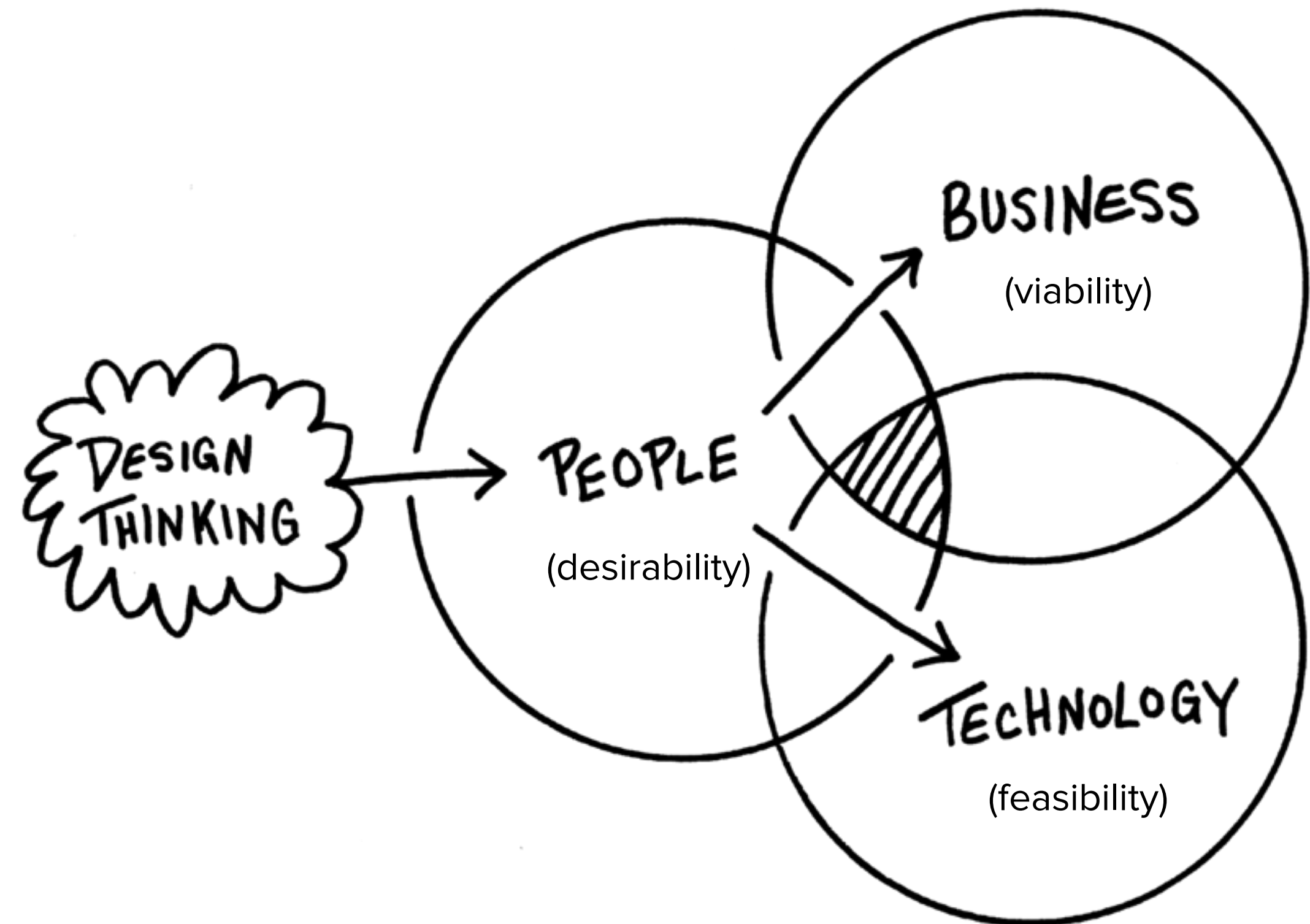
IDEO has the privilege to work with leading companies across a variety of industries. This breadth of experience designing for a wide range of human needs informs every project we do, and the crossovers and intersections between them brings unparalleled insight to each challenge.



## ABOUT IDEO

# We pioneered design thinking.

Truly innovative solutions require a balance of desirability, feasibility and viability. IDEO pioneered this methodology, and has applied it for more than 40 years to help organizations innovate, grow and bring to market new ideas—from the design of the first Apple mouse to the Keep the Change program for Bank of America.

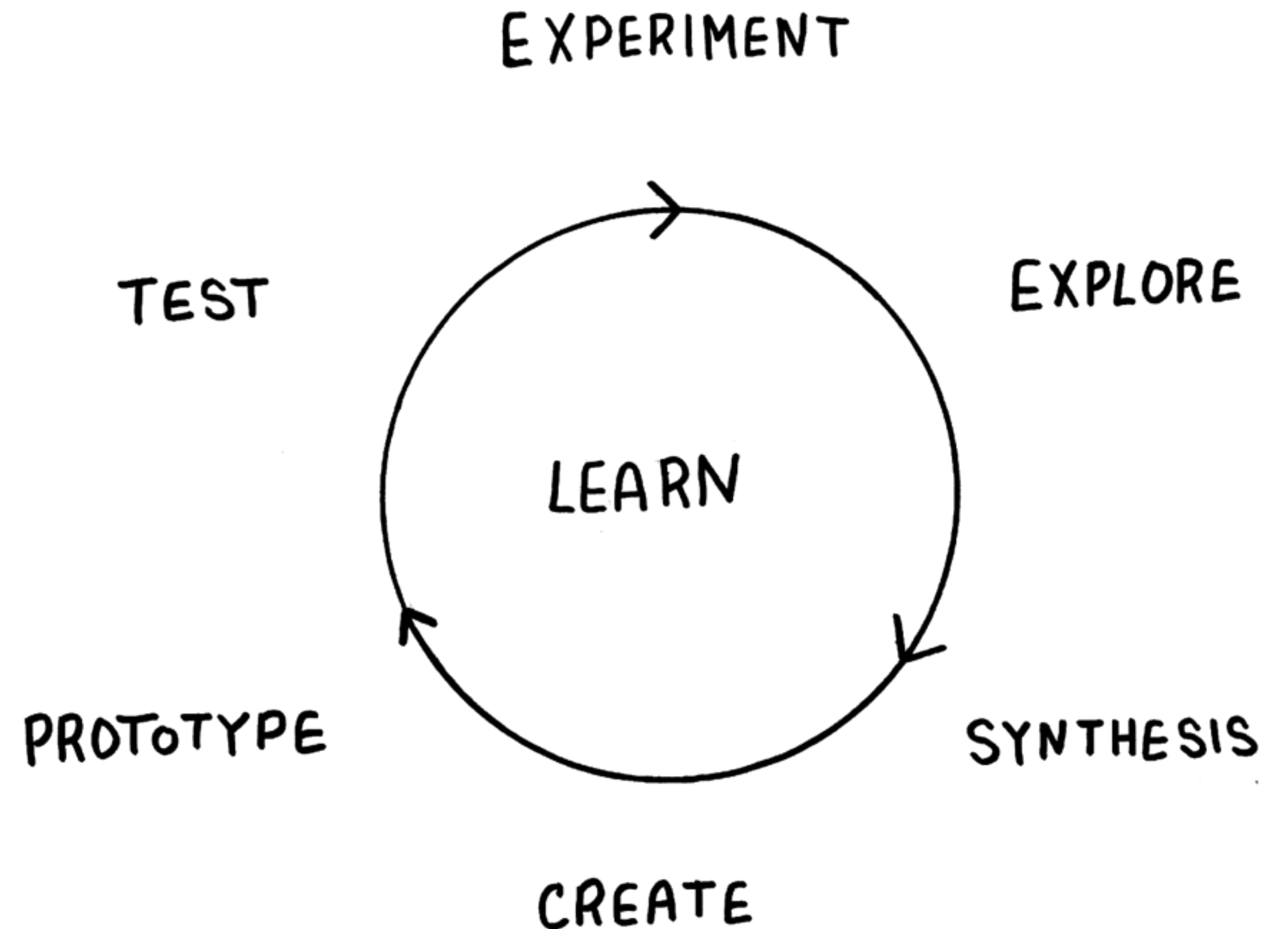




## ABOUT IDEO

# Our process is iterative & cyclical.

This design thinking process is best thought of as a virtuous cycle of exploring opportunity areas, creating potential solutions and testing those creations to quickly gather feedback to move ideas and prototypes to solutions and plans that can be implemented.



## ABOUT IDEO

# It always starts with people.

A key factor driving our work is the fact that we know what people say and what they do are often be different. For this reason, we not only interview people, but we also observe them at work and at play, so that we can design for the natural inconsistencies of everyday life.





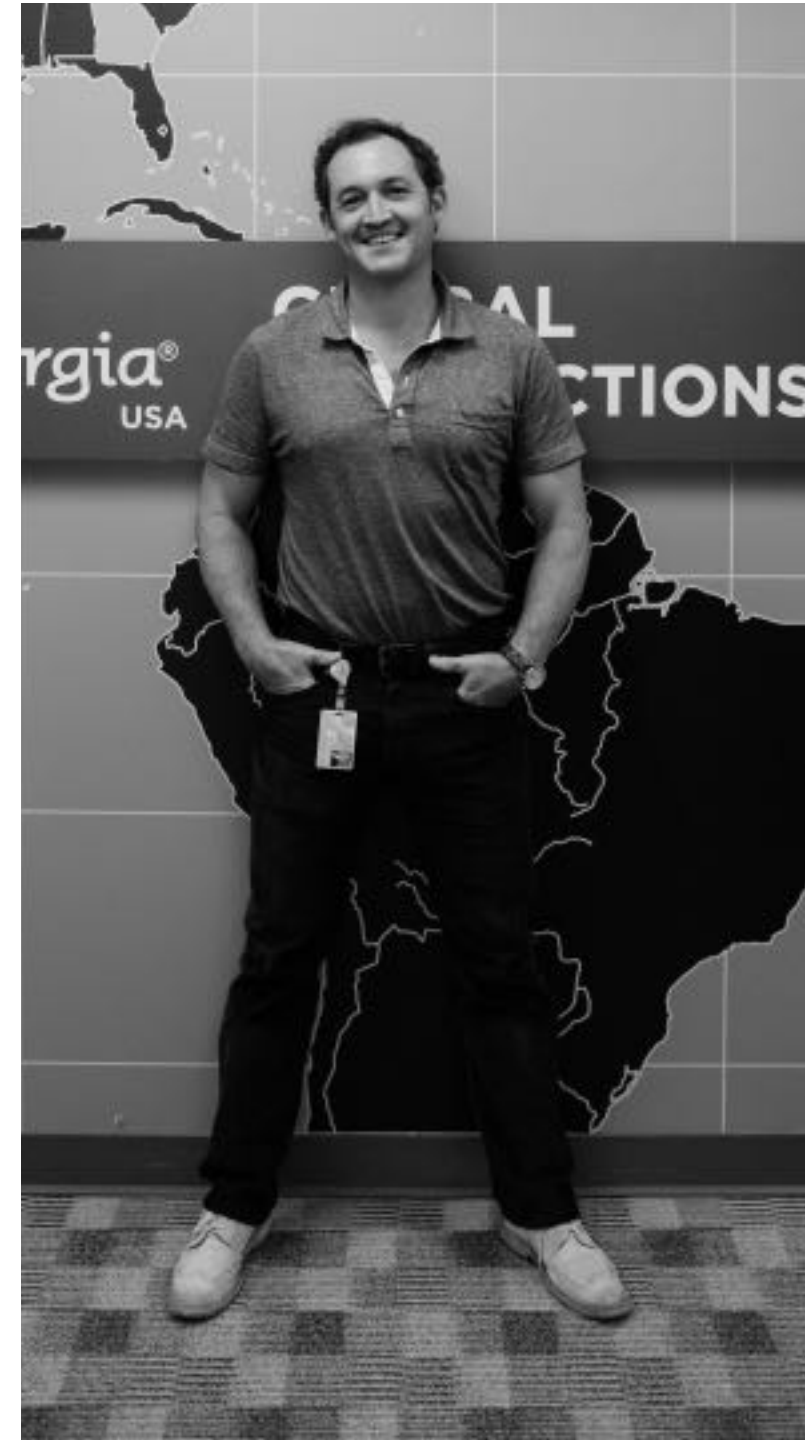
ABOUT IDEO

# And that includes you.

To us, all clients are partners. We work shoulder to shoulder, informal collaboration and co-creation over formal presentations. The outcome? Great design work, new friendships, a new lens through which to see the world, and a new ownership for tackling the toughest challenges.

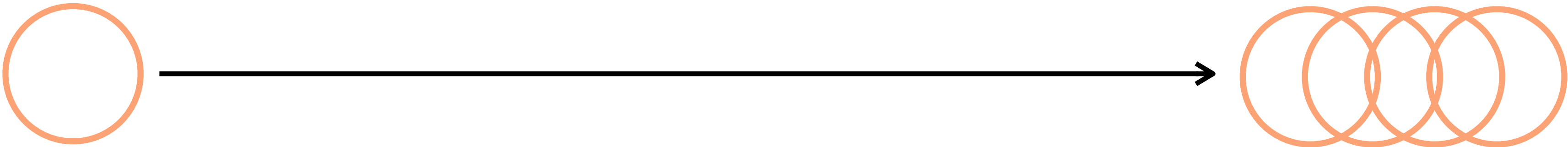


PROJECT  
STONEFRUIT

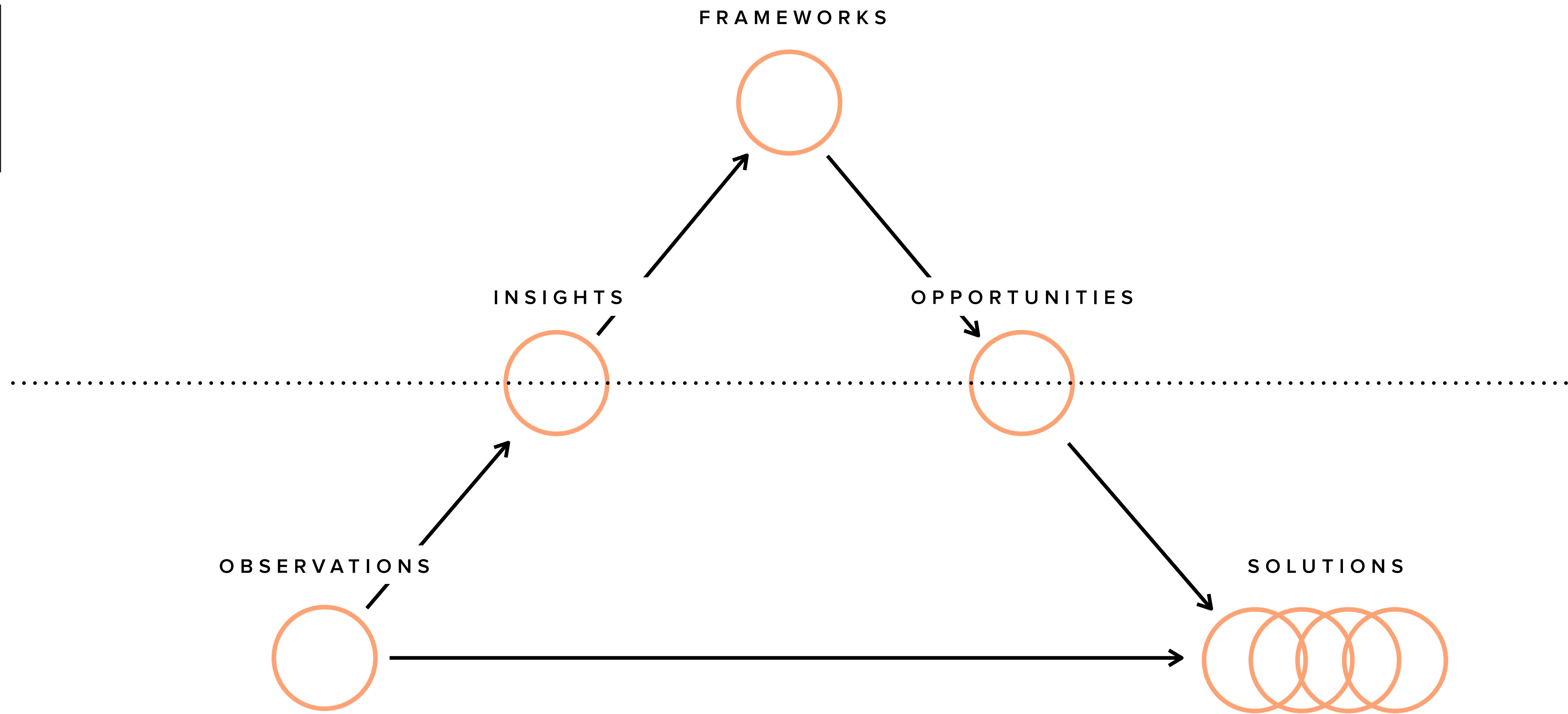




ABOUT IDEO



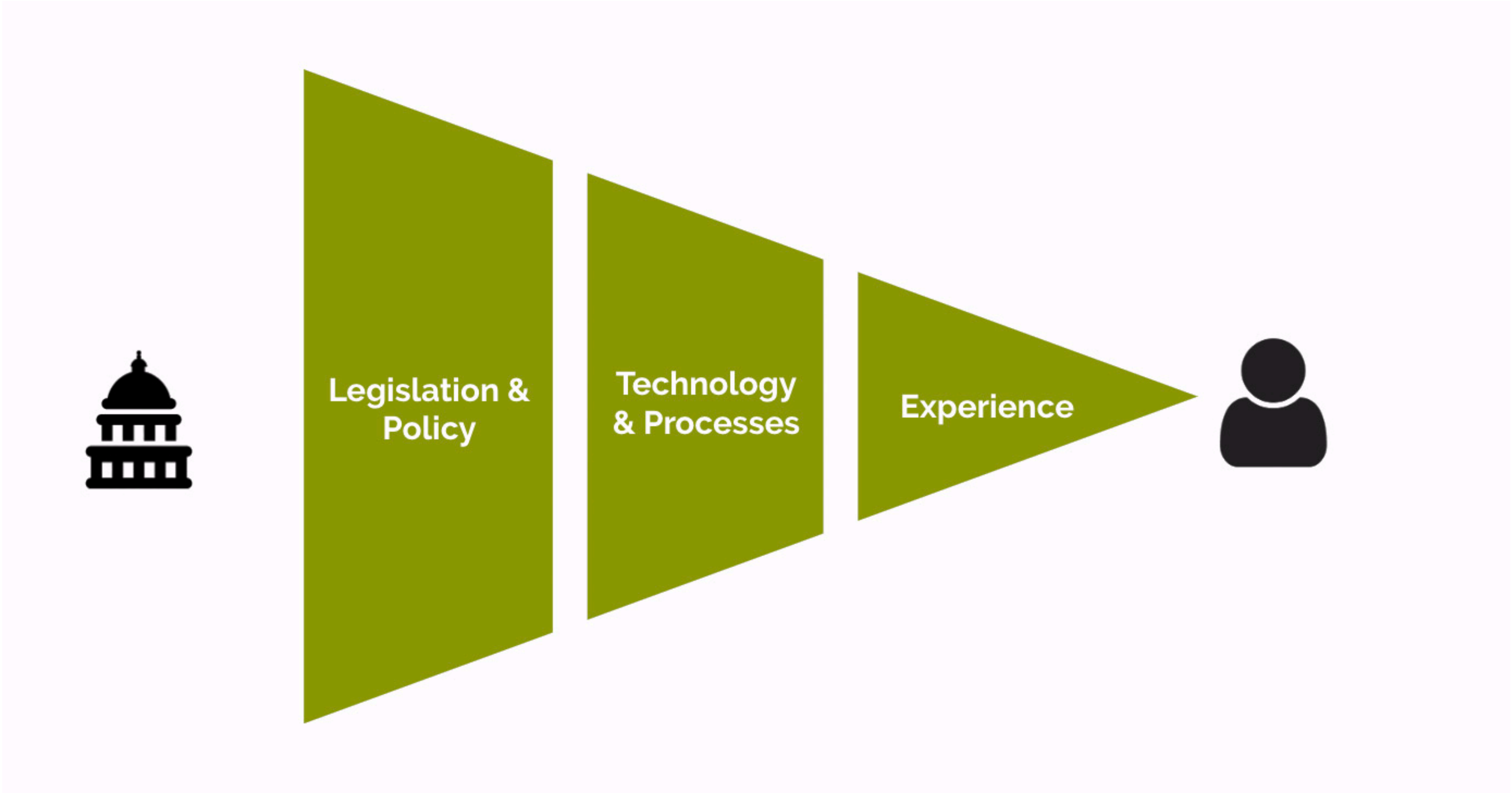
ABOUT IDEO



We believe government services are an incredible opportunity for design.

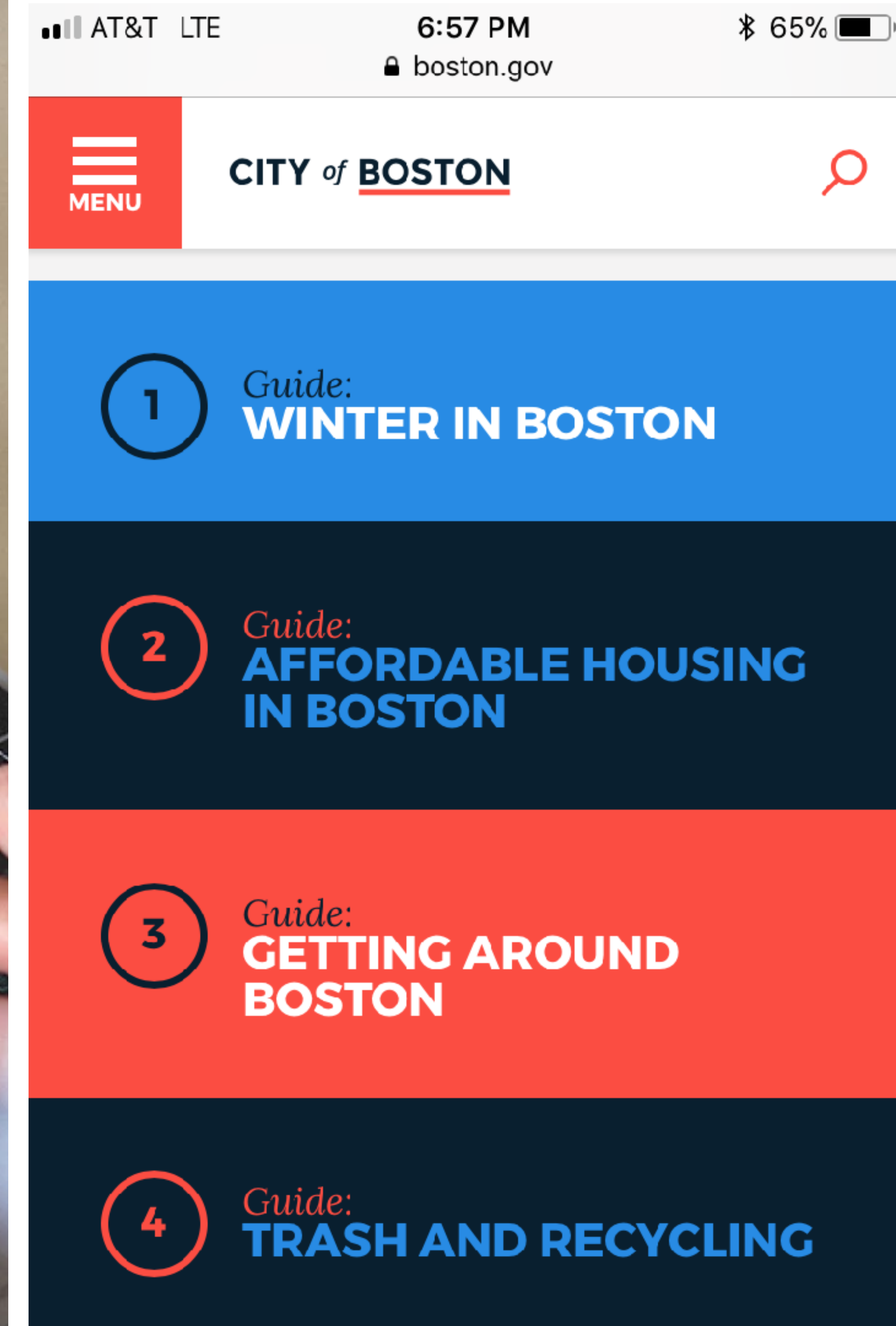
And that designing for government is designing how citizens experience your services.

DESIGN FOR GOVERNMENT



What that looks like is just a tool to improve the experience of service, both for you and the people you serve.



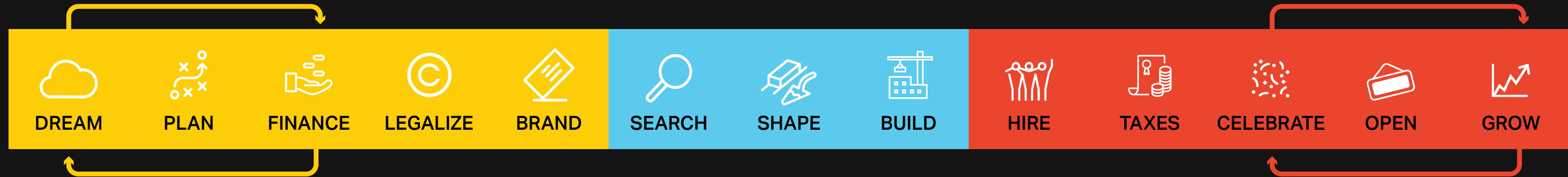




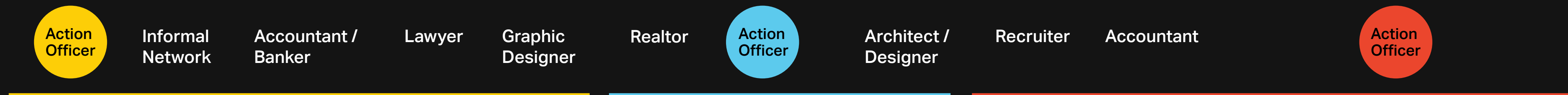
DEPT OF DOING

# SERVICE DIAGRAM

CITIZEN  
JOURNEY



PARTNERS  
+ ROLES



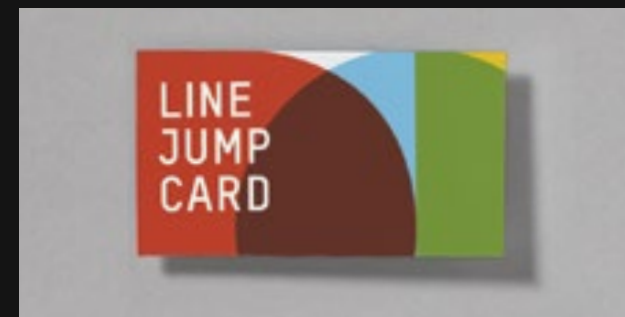
TOOLS +  
LOCATIONS



JOURNEY CARDS



G.I.Y. KIT



LINE JUMP CARD



CONGRATULATIONS NOTE



COMMUNITY EVENTS



HOUSE CALLS



MOBILE

GLOBAL  
RESOURCES



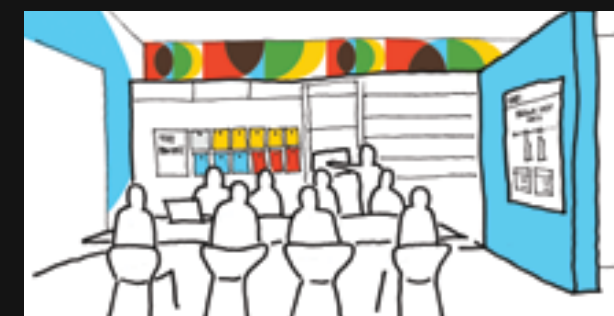
ASSESSMENT TOOL



TRACKING TOOL

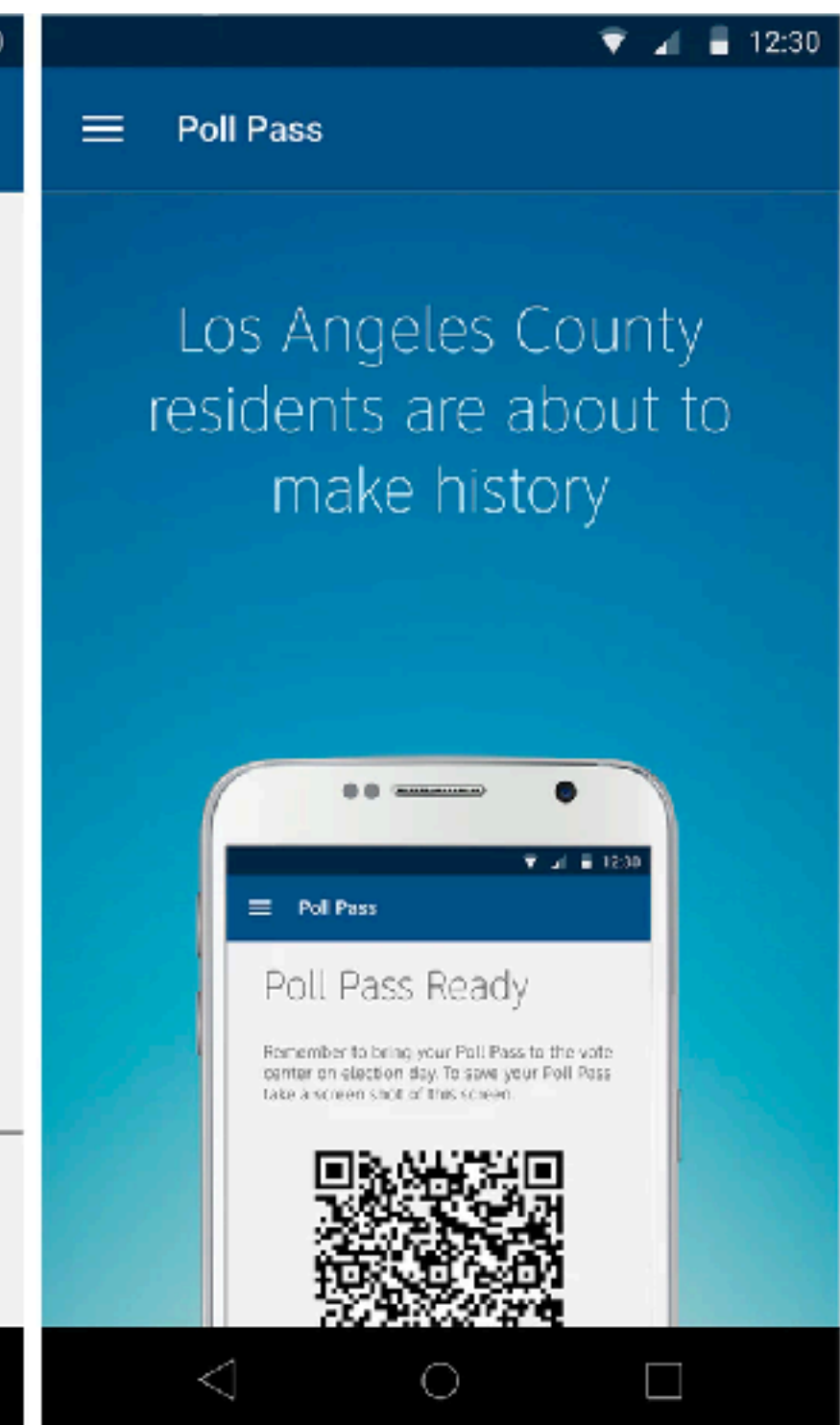
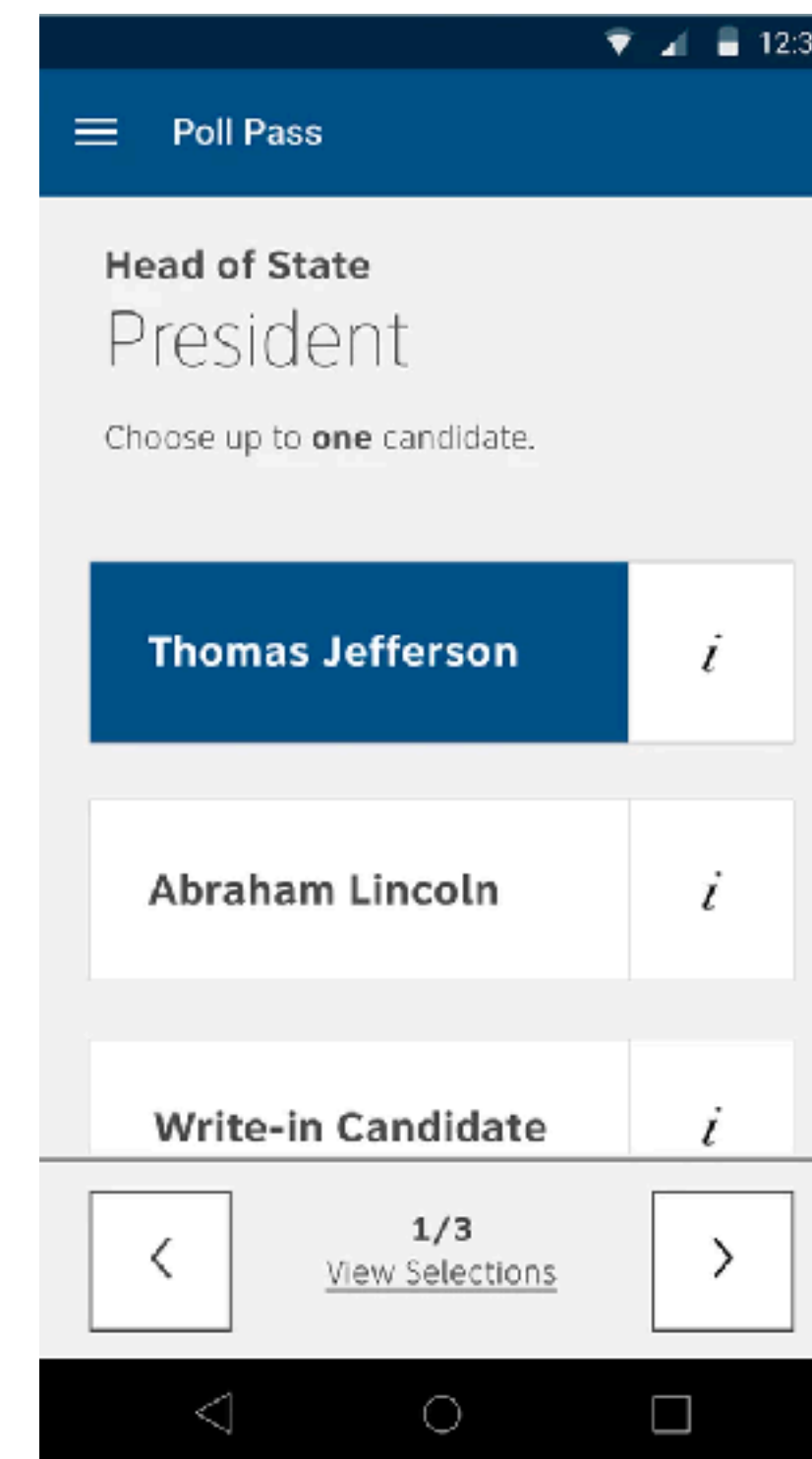


ACTION OFFICER TRIAGE TOOL



BASECAMP









# myUSCIS



## myUSCIS makes immigration simpler

myUSCIS is a new service that helps you navigate the immigration process. On myUSCIS, you will find up-to-date information about the application process for immigration benefits, tools to help you prepare for naturalization, and resources to find citizenship preparation classes and doctors in your local community.



## Try us on mobile

You can use myUSCIS anytime and on any device.



# EXPLORE

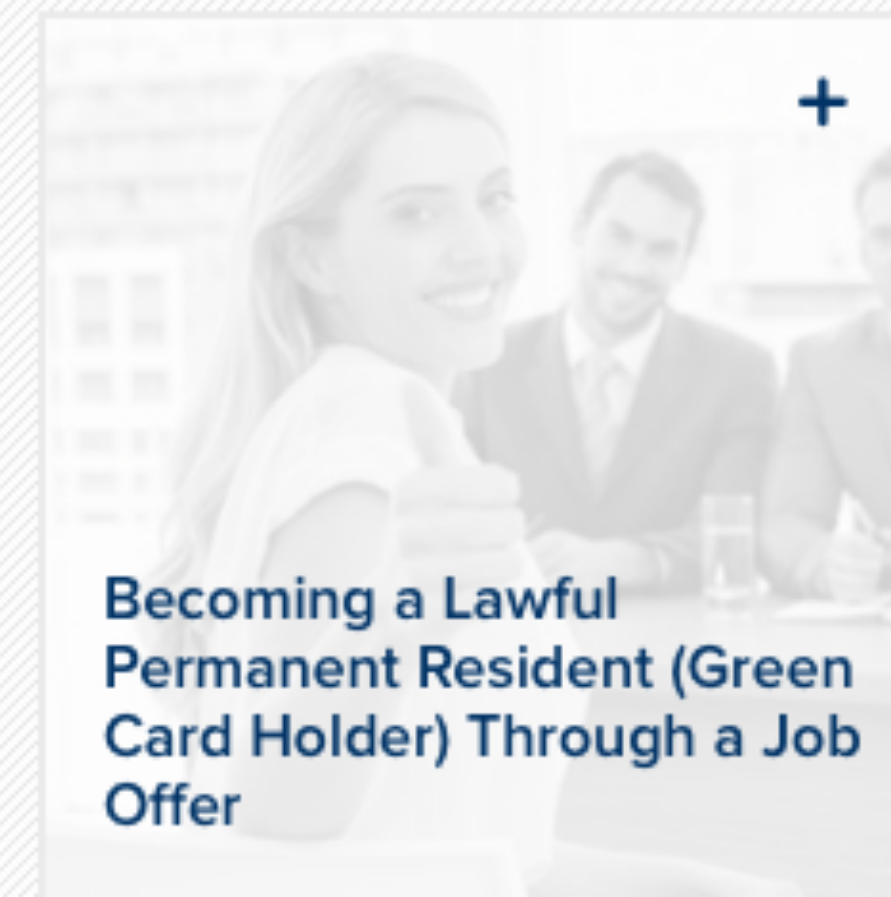
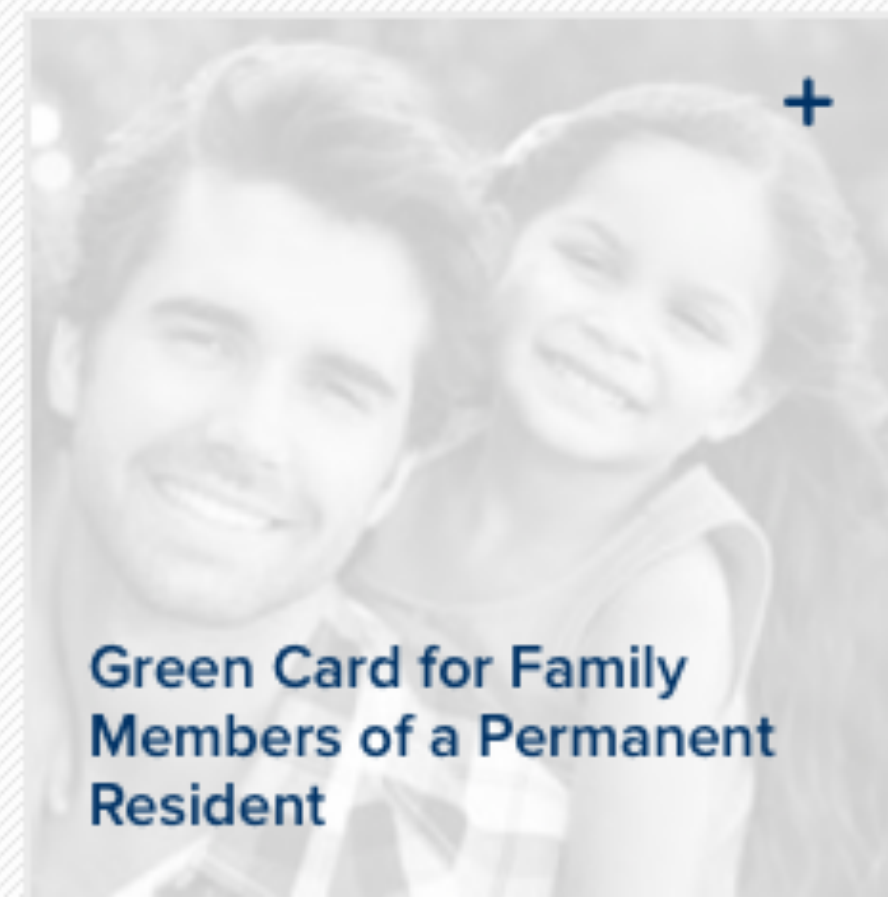
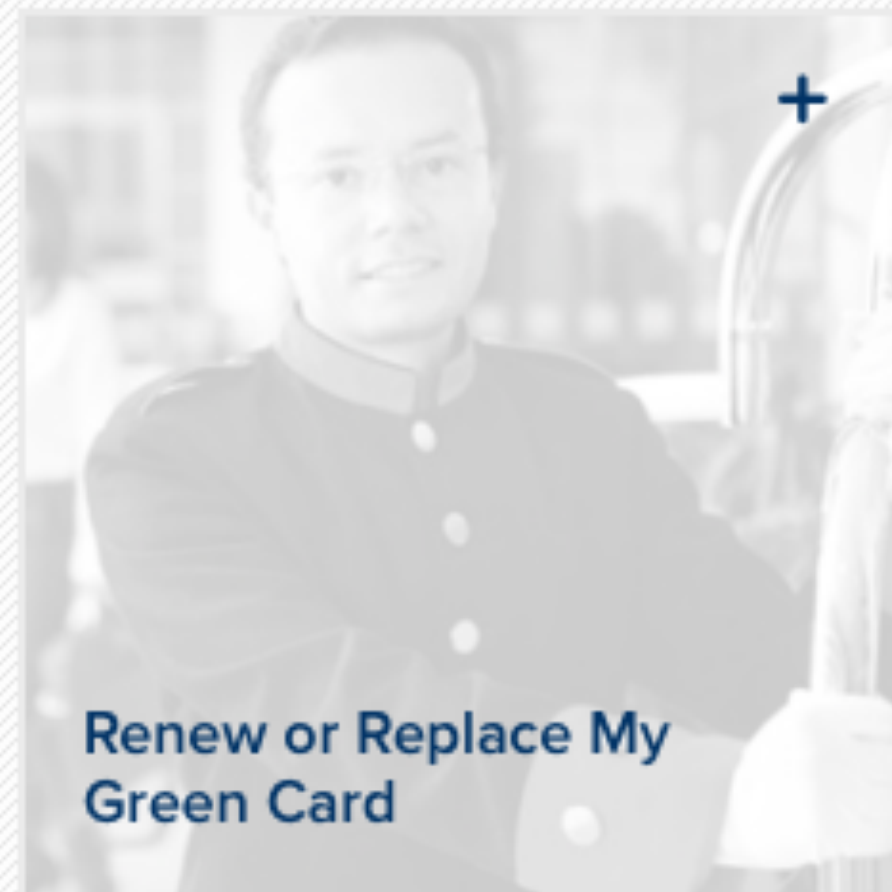
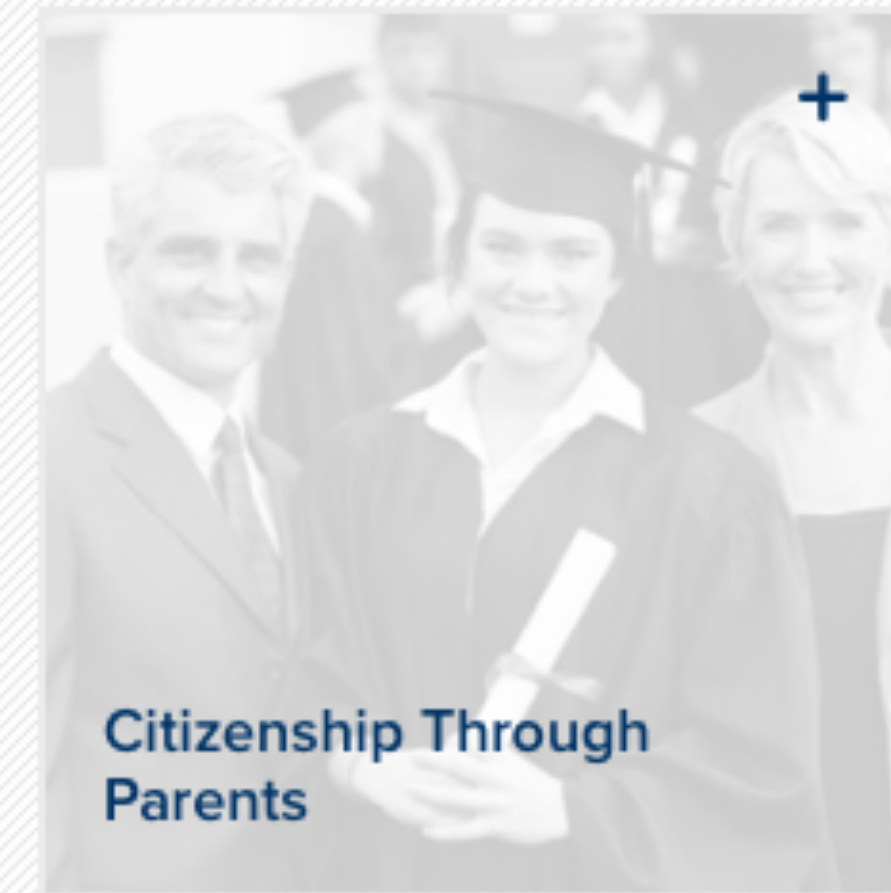
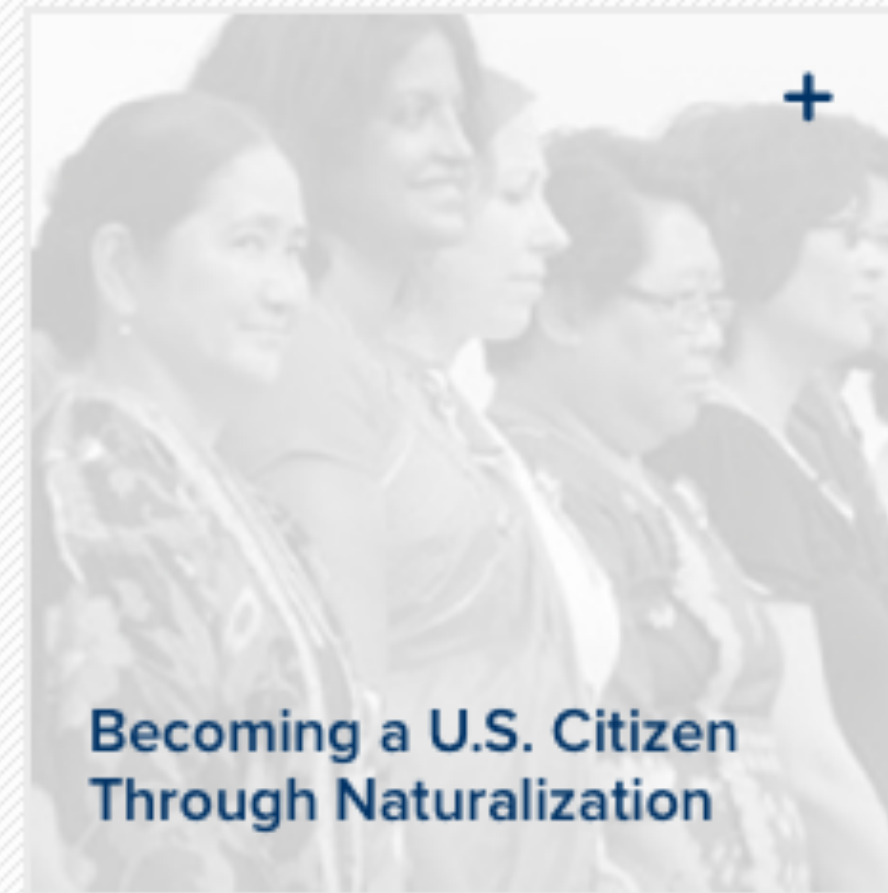
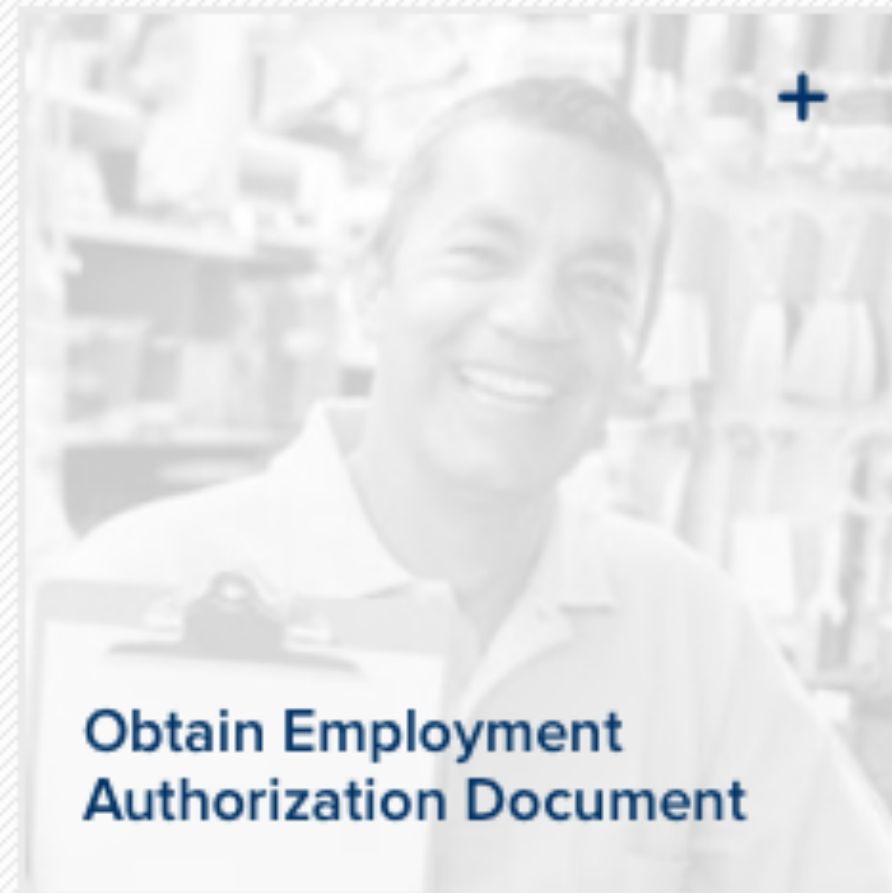


*Tell us a little about yourself  
so that we can present you  
with immigration options for  
which you might be eligible.*

## I AM A ...

- ☐ U.S. Citizen
- ☐ Green Card Holder  
(Permanent Resident)
- ☐ Employer
- ☐ Foreign National
- ☐ Individual without  
Lawful Immigration Status

## I WANT TO ...

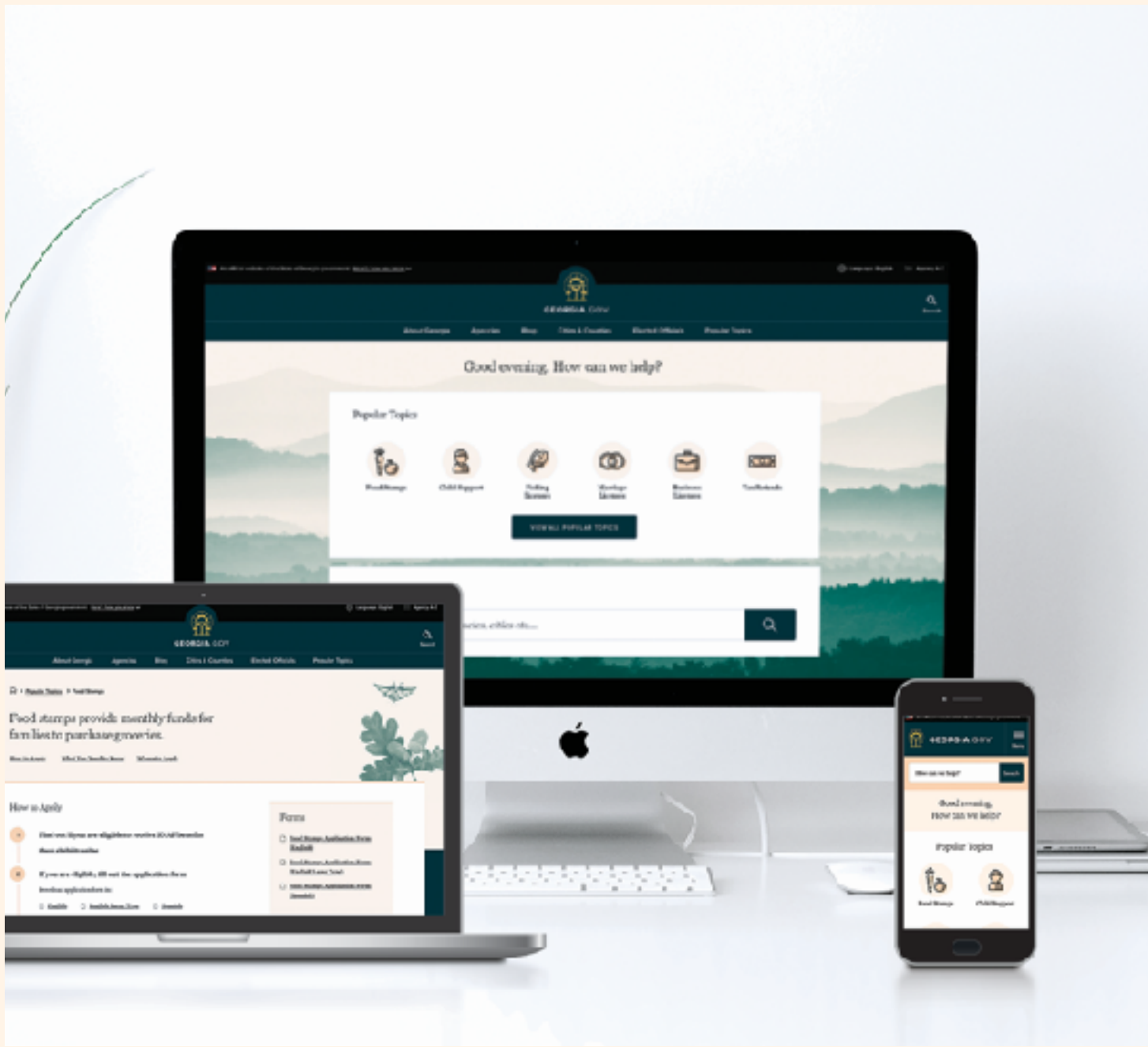
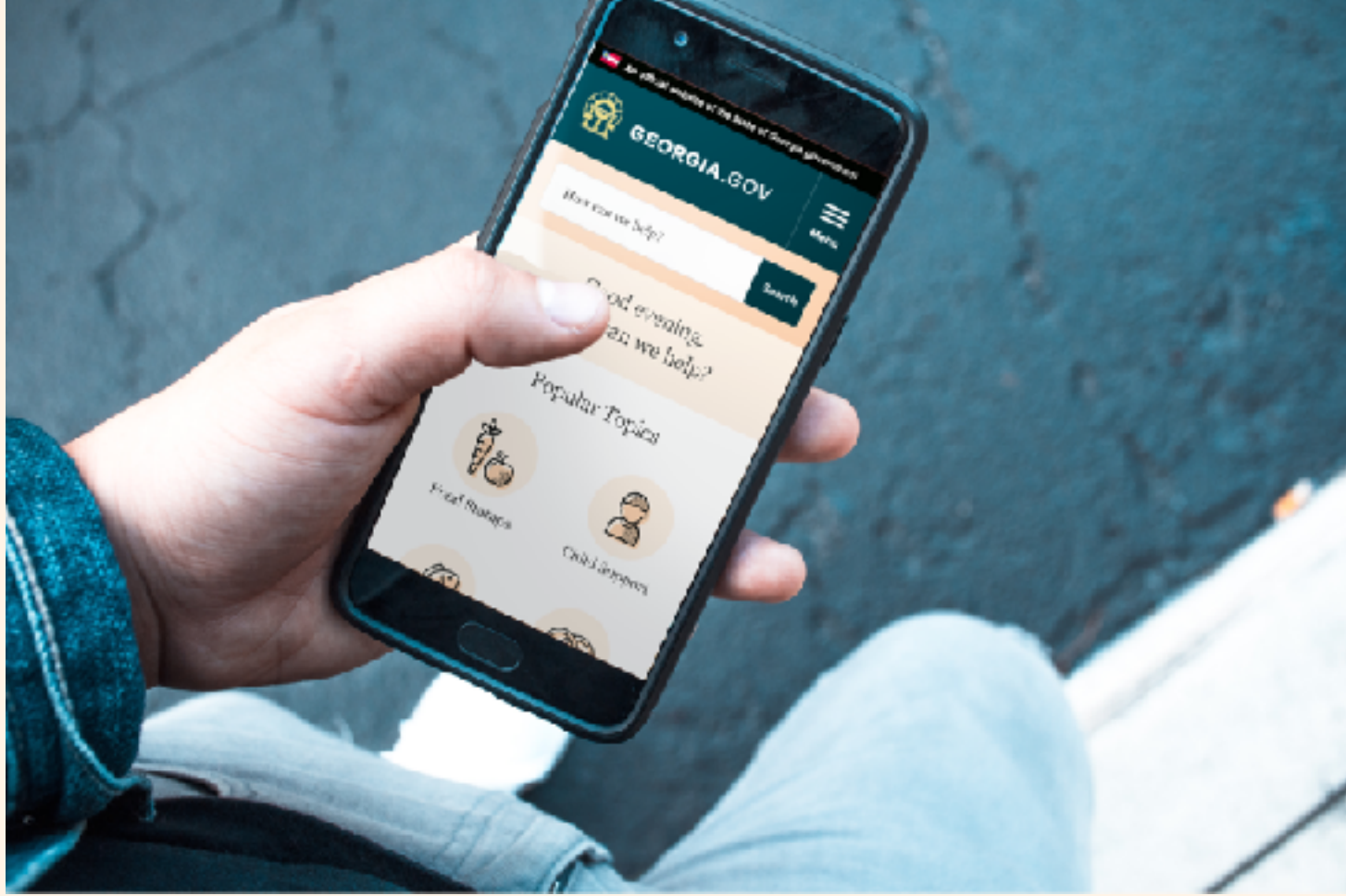




# Project Stonefruit

DSGA + IDEO







## THE CHALLENGE

How might we design a new Georgia.gov platform that is honest and approachable, yet official and trustworthy?

WHO WE TALKED TO

# Agencies

WHO WE TALKED TO

01

## Licenses & Certifications

- Department of Driver Services
- Department of Revenue

02

## Providing Information

- Environmental Protection Division
- Department of Audits
- Office of the Attorney General
- Georgia Department of Economic Development

03

## Providing Critical Services

- Department of Human Services





DEPARTMENT OF REVENUE

*“We need to be honest,  
approachable, and  
trustworthy.”*

Balancing the perception of authority with  
a friendly experience is essential.

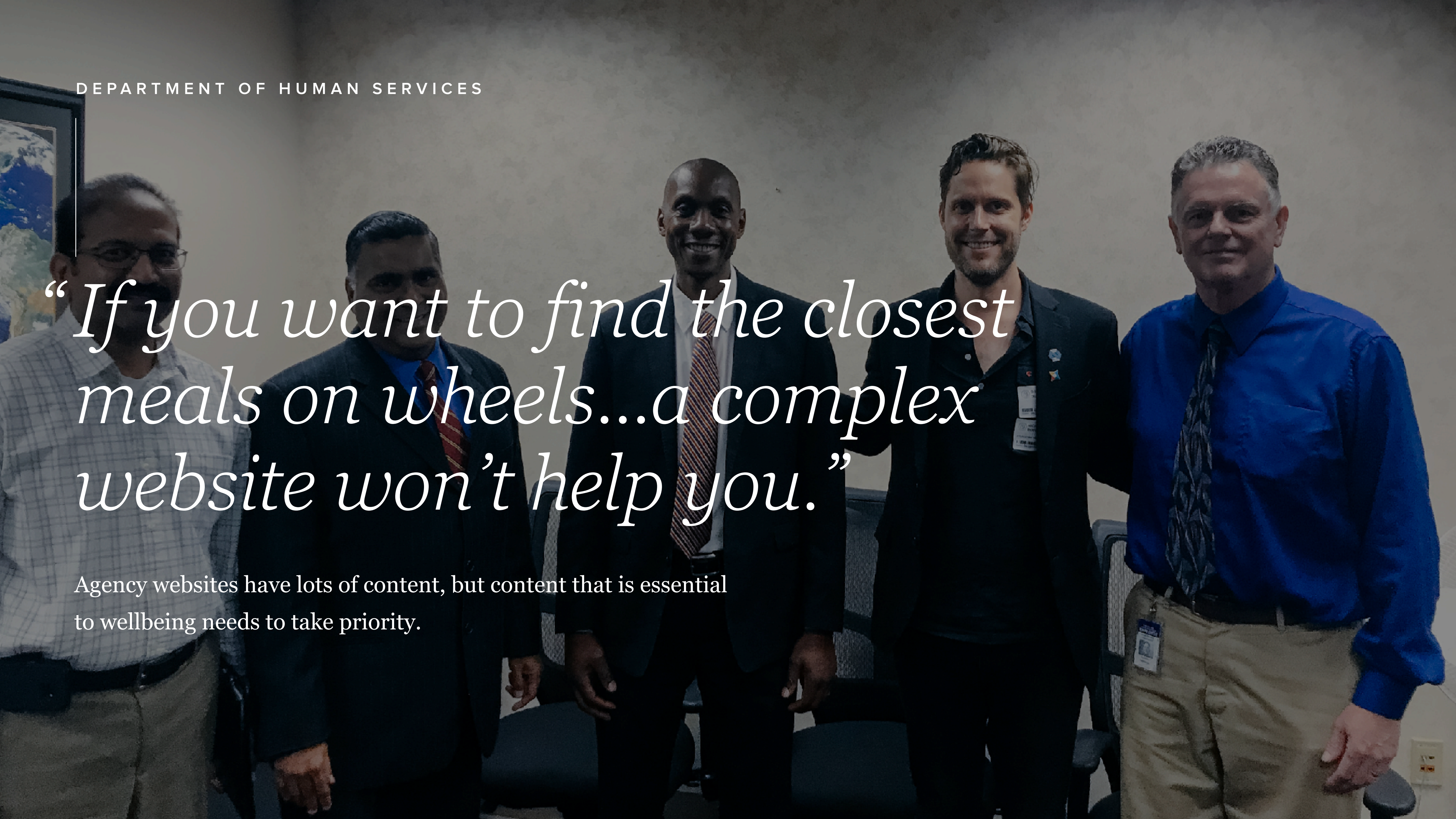


DEPARTMENT OF AUDITS

*“What we do has a direct impact on the public.”*

Public servants take pride in their work and want to make sure their services connect to Georgia's residents.



A photograph of five men standing in an office. From left to right: a man with glasses in a light blue checkered shirt and khaki pants; a man in a dark suit and red tie; a man in a dark suit and patterned tie; a man in a dark blazer over a dark shirt with a name tag; and a man in a blue button-down shirt and khaki pants with a name tag. They are all smiling. The background is a plain wall with a framed picture of a globe on the left.

DEPARTMENT OF HUMAN SERVICES

*“If you want to find the closest meals on wheels...a complex website won’t help you.”*

Agency websites have lots of content, but content that is essential to wellbeing needs to take priority.



A woman with brown hair, smiling, wearing a sleeveless top with a large floral pattern in red, purple, and green. She is standing in front of a light-colored door with a wooden frame. The background is slightly blurred.

OFFICE OF THE ATTORNEY GENERAL

*“People get confused about  
the services we offer.”*

Improving how an agency communicates their mission  
could maximize their relevance to Georgia’s residents.





DEPARTMENT OF ECONOMIC DEVELOPMENT

*“You can’t just be  
transparent, you also  
have to educate.”*

It’s not enough to put content on a website, you need to provide context and help residents understand how services are relevant to their needs.



WHO WE TALKED TO

# Residents



# Road Trip

Savannah > Dublin > Macon > Atlanta  
248 miles



WHO WE TALKED TO



Social Workers

Connecting low income residents of Georgia with State services to support economic mobility and survival.



Civically Engaged

Interacting with representatives and public engagement opportunities to advance opportunities for Georgia’s marginalized residents.



Critical Service Recipients

Georgia’s residents who use state services to contend with challenging life circumstances.



Repeat Users

Annual visits to State agency websites to renew a license or file taxes.



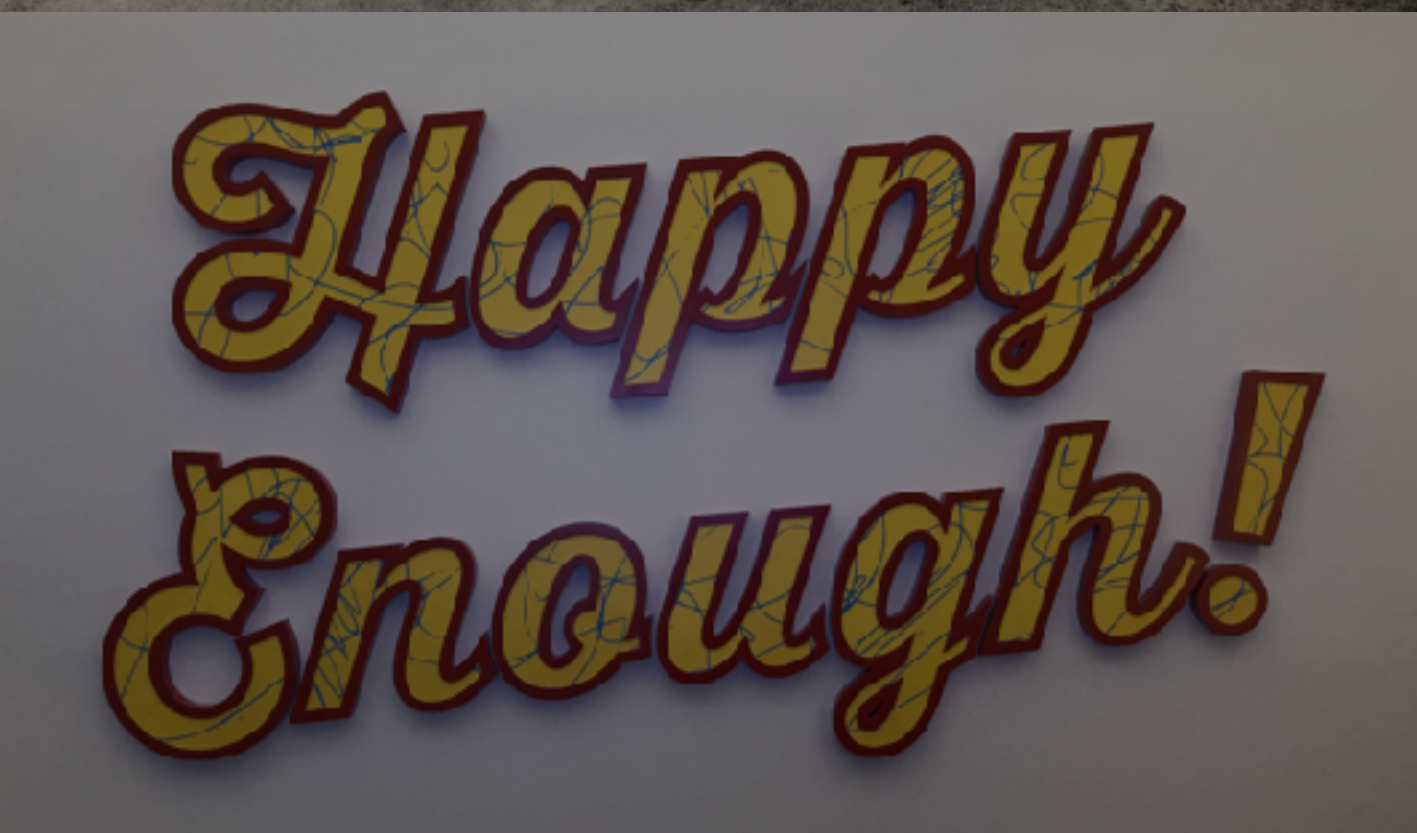
Leadership at State Agencies

Defining the digital strategy at their agency

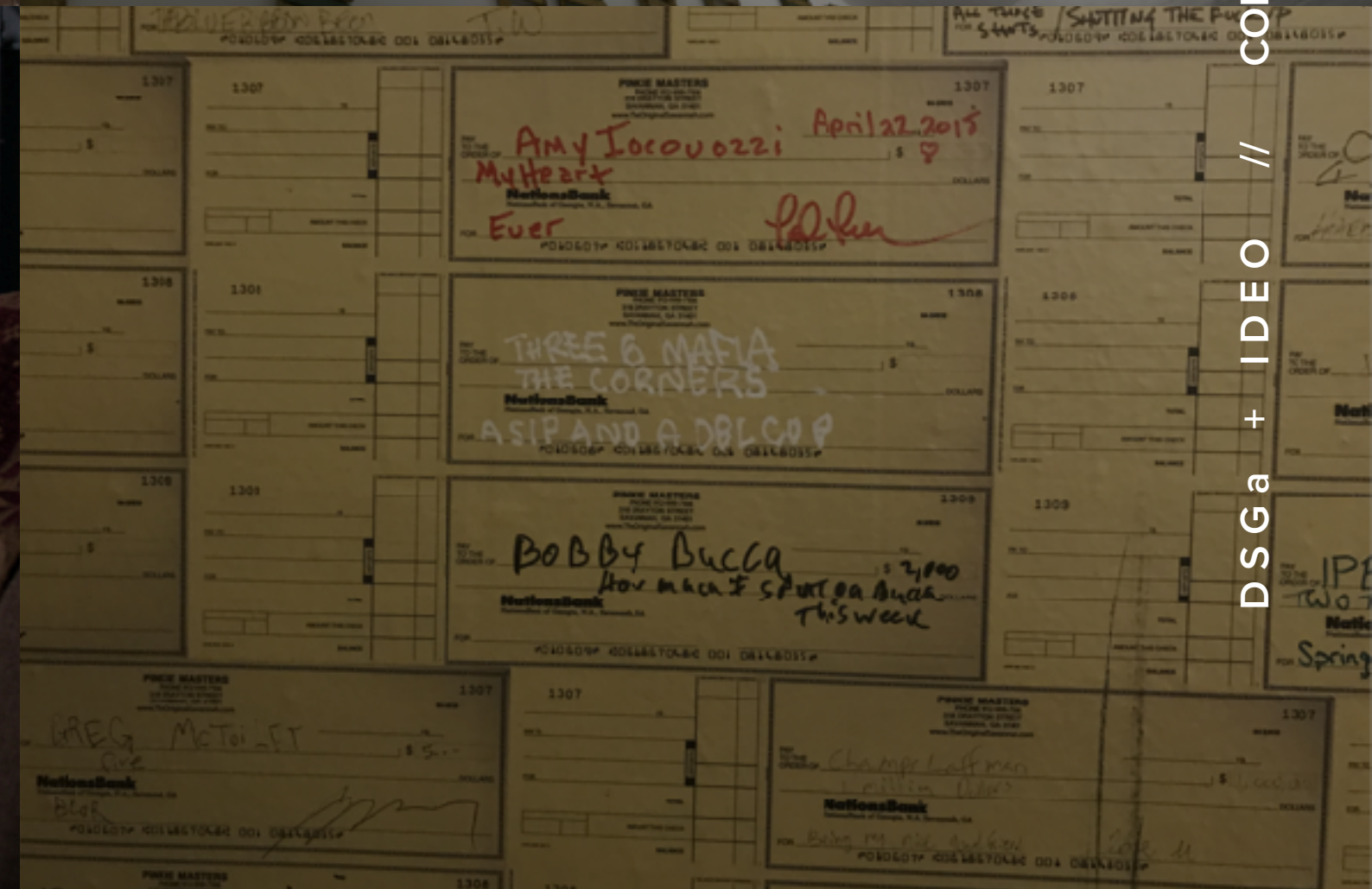




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CONFIDENTIAL



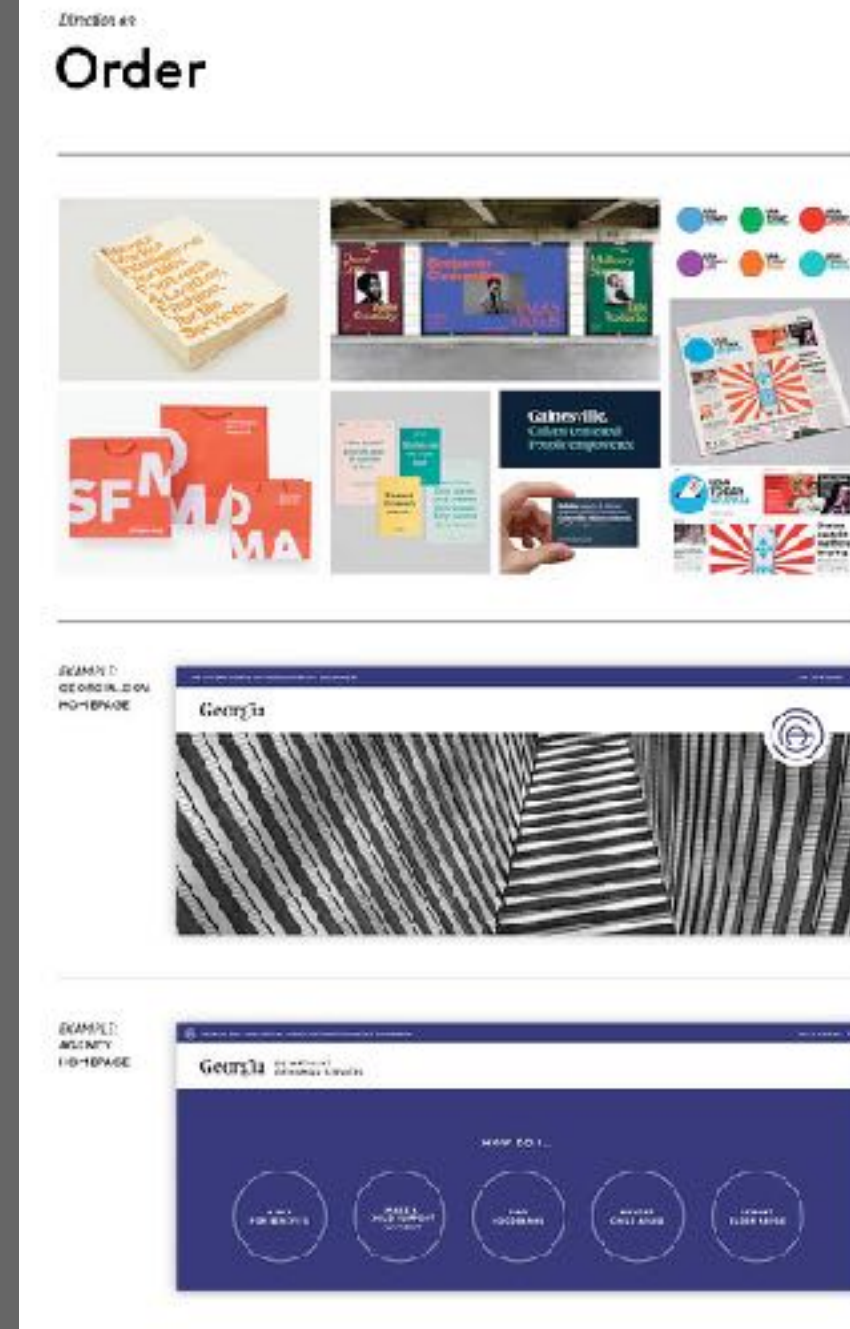
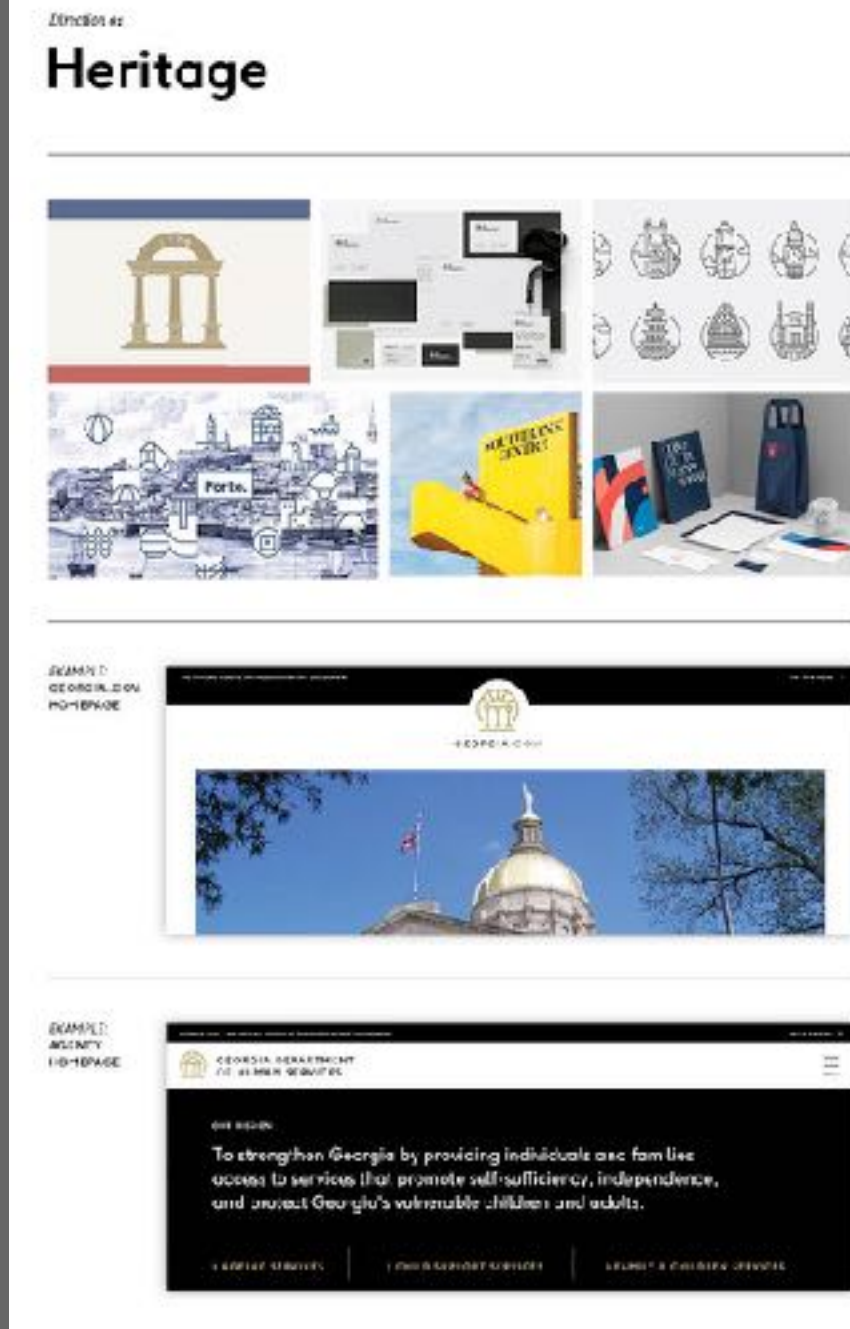
DSGa + IDEO //



# Group Discussion @ SCAD

6 participants, civically engaged





Sacrificial Concepts







INTERVIEW

# Cally & Monica

Receives Disability & Food Stamps



# Macon / Dublin





INTERVIEW

# Historic Macon Foundation

Downtown Macon  
5 Employees

CONFIDENTIAL

DSGa + IDEO //

40







INTERVIEW

# Emmaus House

NGO: Peoplestown, Atlanta  
4 employees, 1 community member



WHINE & DINE

# Ponce City Market

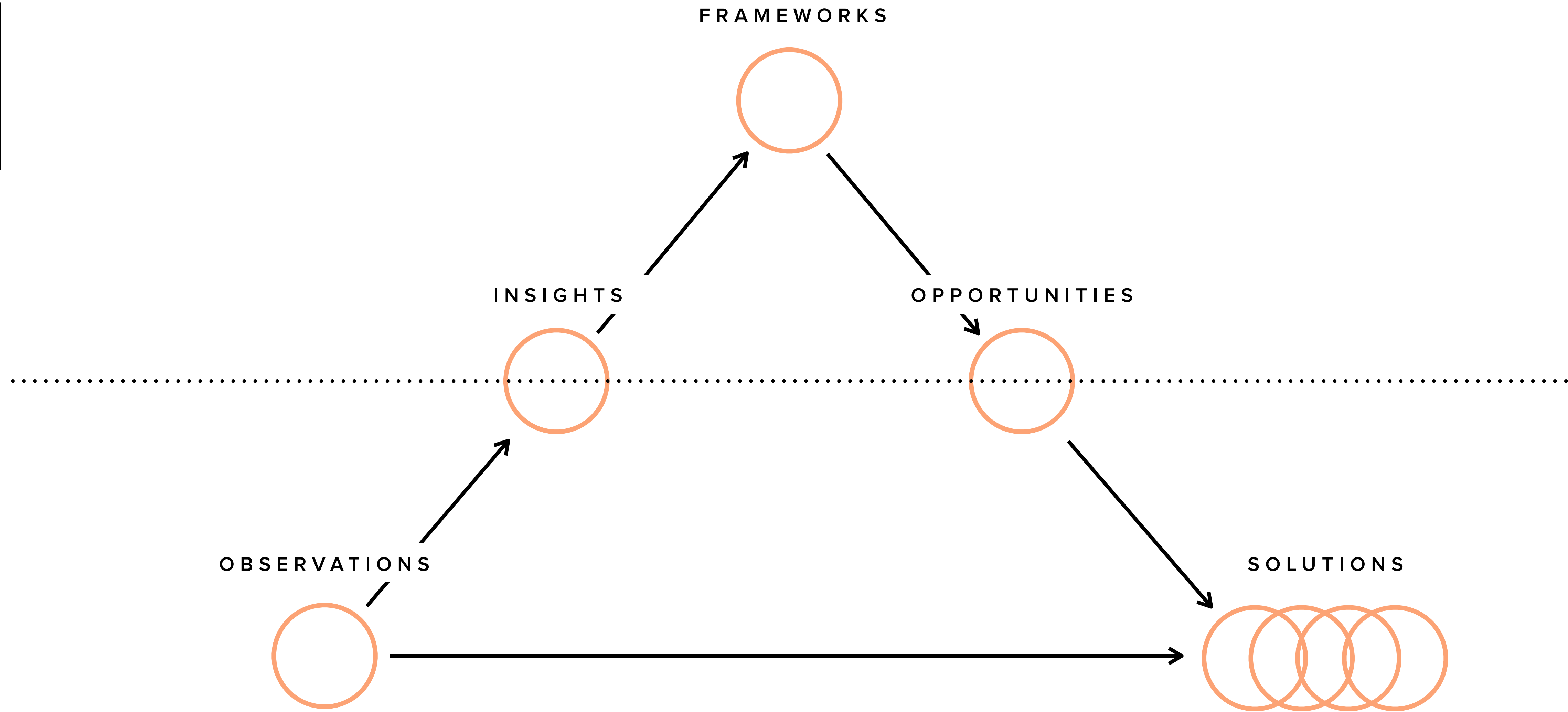
6 participants, entrepreneurs / small business  
Native Georgians & New Arrivals





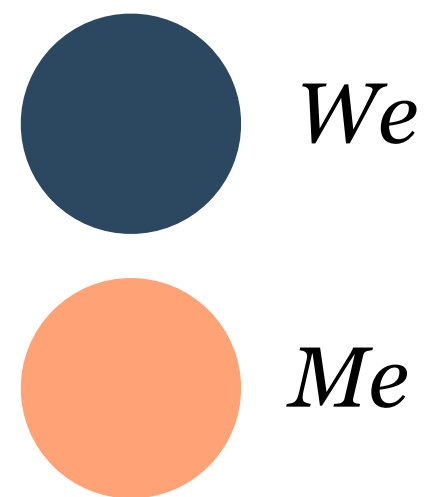
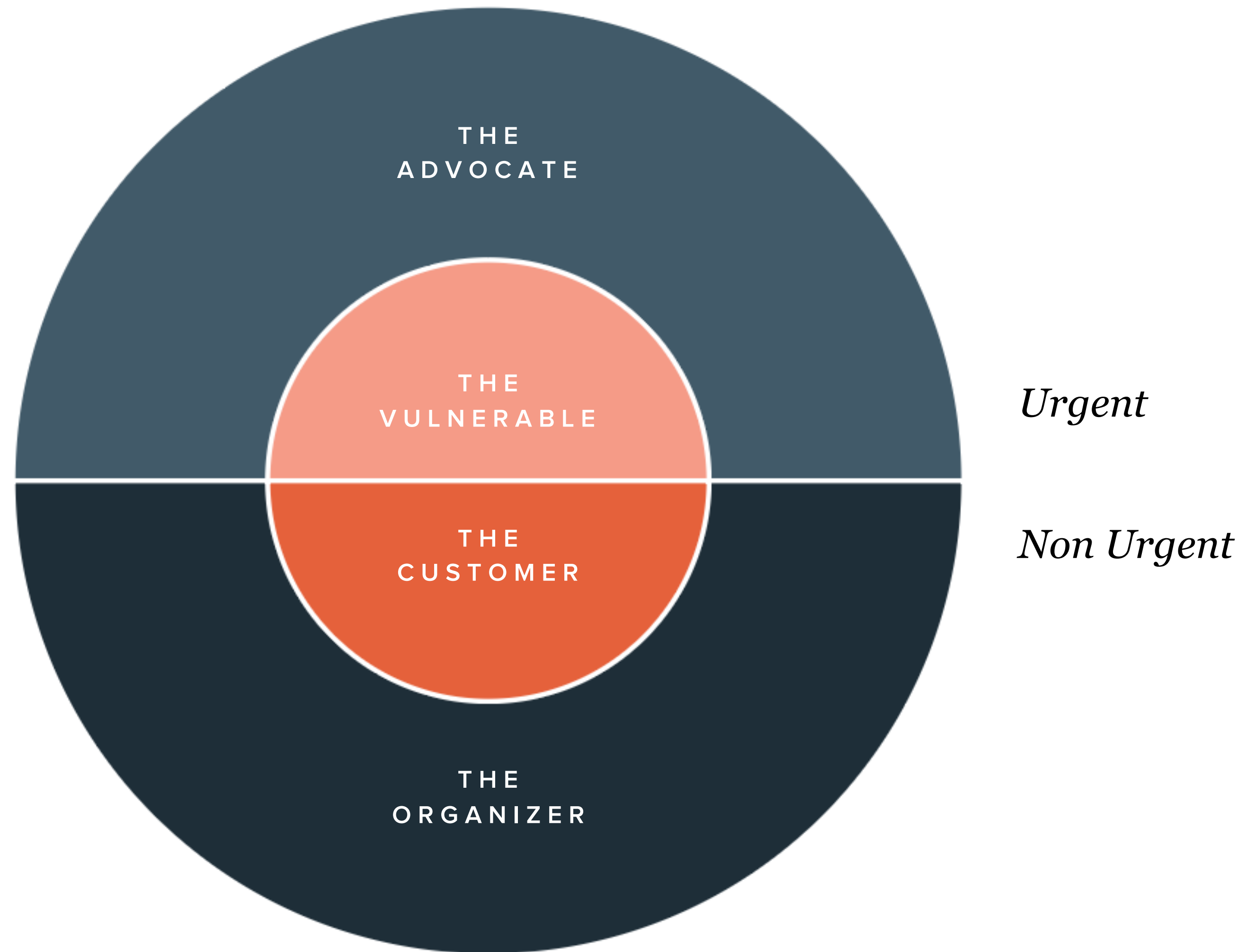


ABOUT IDEO





USER FRAMEWORK





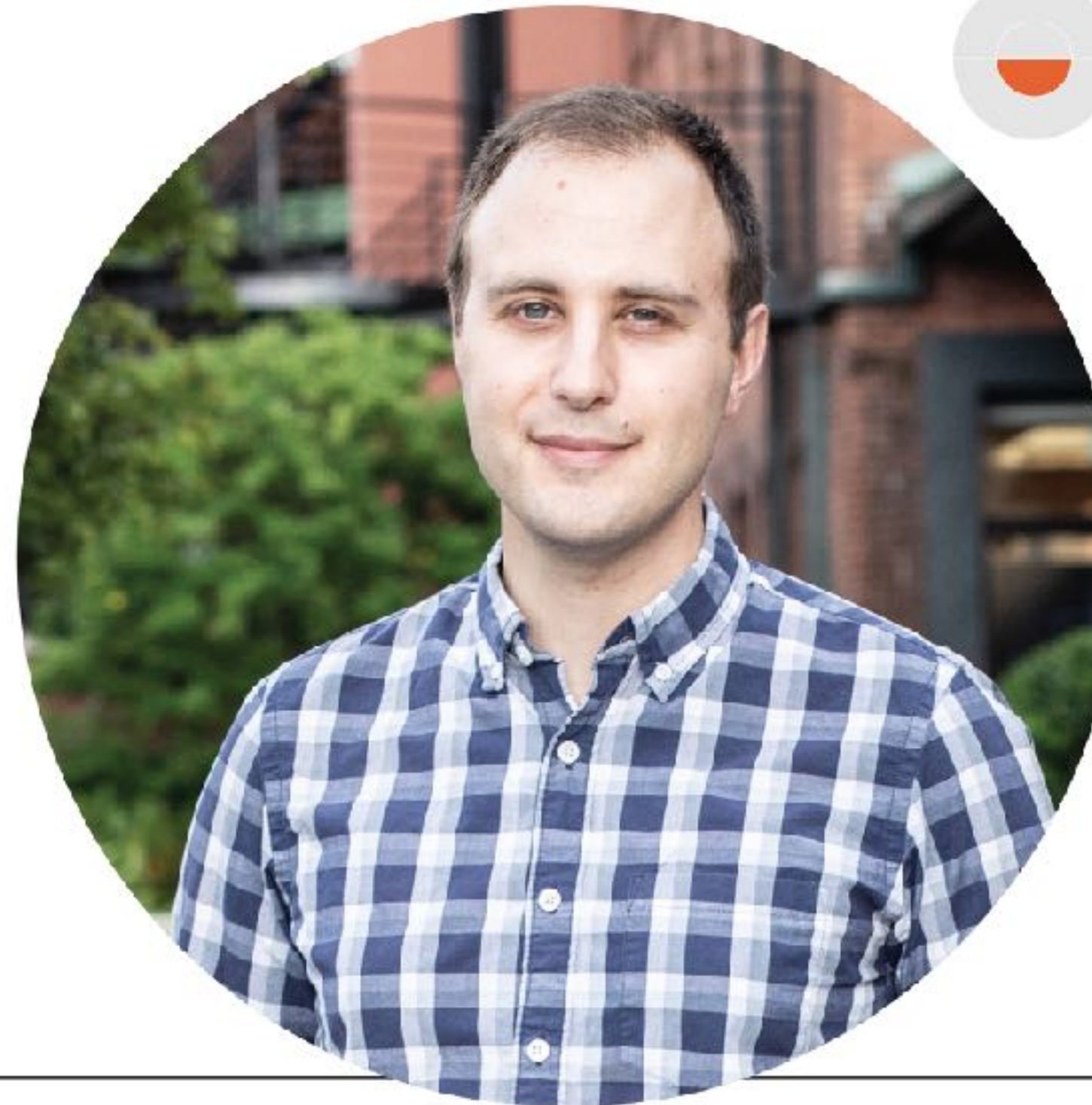
[illegible]



## USER ARCHETYPES

# The Customer

*Optimistic yet skeptical*



NATE IS 33, OPERATES A SMALL business in Savannah and spends time outside of work serving as a member of his neighborhood association. He moved to Savannah from New Orleans and describes Savannah as beautiful and historic. As a small business owner and a driver he renews his business and drivers license through online services. As an active member of his community he engages in historic preservation work and reaches out to State representatives for support. He is generally frustrated with his digital interactions with state government and wishes it were simpler.

**KEY BEHAVIORS**

- Periodic interactions with a few agencies
- Prefers to DIY rather than talk to someone

**KEY NEEDS**

- Don't make me do it twice.
- Give me relevant information, without fluff.
- Proactively help me stay on top of things.
- Tell me why your agency matters.



INSIGHTS

01—

“Georgias” on  
my mind.

02—

Georgia is booming,  
for some.

03—

Government  
interactions are a  
necessary pain.

04—

Information and  
directions require  
deciphering.

05—

Government doesn’t  
always feel like my  
champion.

06—

Georgia is the  
new frontier.



RESEARCH SYNTHESIS

# Insights



INSIGHTS

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# Government interactions are a necessary pain.

You don't want to, but you have to. Georgia's residents describe their interactions with government as shrouded in negative emotions. Entrepreneurs in Atlanta delayed frustrating LLC registration processes and low income residents accessing public assistance describe feeling a sense of shame and fear when they have to advocate for resources for which they qualify. Even simple processes like renewing a license lead some to say "I would pay a few dollars if it meant I didn't have to interact with [the state]."



# Information and directions require deciphering.

People from the coast to metro Atlanta expressed challenges with deciphering how different state agencies connected to their unique needs. Lisa from Macon said that she wanted “government to say who they are, why they matter, what their purpose is. That's a question most people can't answer.” For some, this lack of clarity is made worse in moments where their urgent questions go unanswered, only to be bounced around between different staff members. In moments like this, Callie, 58, who relies on food stamp and disability support, said that “when things get messy...it's best to talk to someone in person.”



# Georgia is the new frontier.

Georgia inspires a sense of optimism around what might be possible. In Savannah, Candice, 26, pointed to the renovation of abandoned buildings as an example of progress she is excited about, while Rachel in Macon sees her city as a blank canvas full of opportunity. Elizabeth, a 35 year old entrepreneur from Atlanta noted, “Atlanta is a city to where people can come here from anywhere and build something...when I lived in New York, I never saw my money...That idea of I can come here, start something, and get somewhere further than I would and be anywhere else...that's kind of the progression that I see for the future.”



RESEARCH SYNTHESIS

# Design Principles



## DESIGN PRINCIPLE #1

# Give it to them straight.

Provide clear and concise language around how an agency's mission fits into the lives of Georgians and addresses their needs. Residents want to know how to interact with you and where they stand. Give residents tips on how to navigate moments when processes work and when they don't. Whether it's knowing how much money is in their food stamp account or where their drivers license application is in the pipeline, give residents up to date information.



## DESIGN PRINCIPLE #2

# Always ask why.

Presenting all the content on an agency's website without prioritizing what is most important to residents makes the experience feel impersonal. Make a personal connection with Georgia's residents by prioritizing popular content as it appears in analytics and offer residents the option of creating personalized dashboards populated with shortcuts to their most visited pages and services.



## DESIGN PRINCIPLE #3

# Official, but approachable.

Residents should walk away from their digital experience feeling upbeat and confident. Stick to language that people outside of agencies can understand, avoid words that are too esoteric or academic, and use an empathic, conversational tone when creating content and services for difficult life moments. Let Georgia's residents know that you're happy they came to your website.



## DESIGN PRINCIPLE #4

# Happy to help.

Digital services are a critical part to improving the efficiency of government service delivery, but sometimes residents have questions. Push the digital service approach but always keep the option of speaking to a real live human close at hand, and let them know it's ok to do this!



## DESIGN PRINCIPLE #5

# Present a united front.

Residents don't understand (or care) which agencies they're interacting with—just that they can get their government business done. Likewise, if there is information that is relevant across different services within an agency, residents don't want to repeatedly fill it in.

Create process efficiencies that avoid repeated work on the part of the resident, and maintain a cohesive look and feel that builds trust.



## DESIGN PRINCIPLE #6

# Tell the story of Georgia.

Be authentically Georgia—use real photos and real resident stories whenever possible.

Embrace an approachability and modernity to government that sets Georgia apart from other states. Likewise, don't be afraid to elevate what makes Georgia unique, whether it's a digital approach to hospitality, or colors that reflect the people or feeling of the state.



DESIGN PRINCIPLES

Give it to them  
straight.

Always ask why.

Official, but  
approachable.

Happy to Help.

Present a unified  
front.

Tell the story of  
Georgia.



DESIGN

# The Brand



What is the platform's (and by  
extension, Georgia  
Government's) personality?





WE ARE

Pragmatic



WE ARE

Inclusive



WE ARE

Empowering



WE ARE

Official



WE ARE

Charming



So how do we bring  
all of this to life?

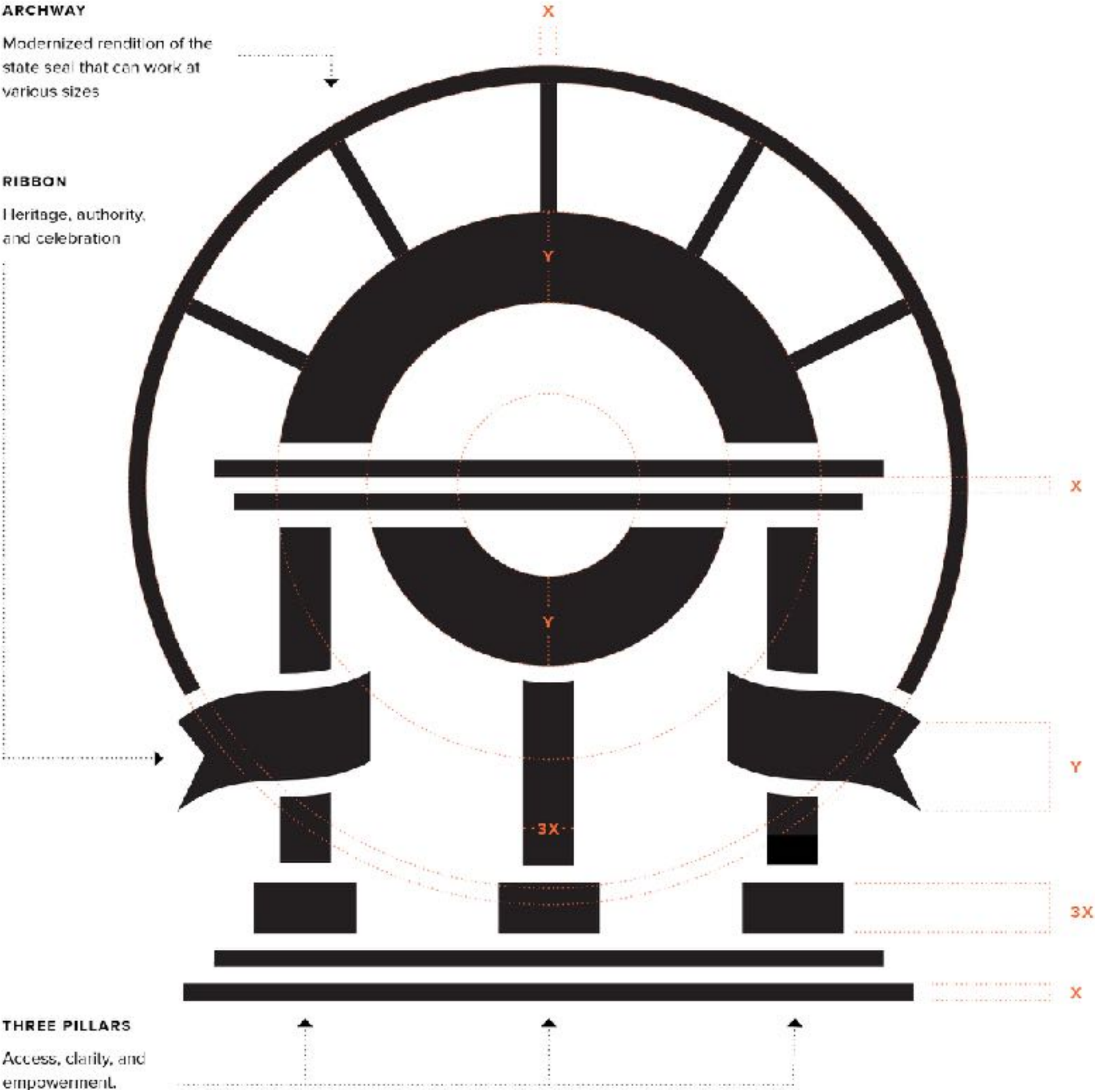






# PRIMARY MARK

Traditionally, the Georgia state seal includes an arch with three pillars, to represent both the legislative, judicial and executive branches of government, as well as the constitutional principles of wisdom, justice, and moderation. We chose to use the pillars as a recognizable symbol of authority, but to modernize the design and give it a digital twist.





## IDENTITY SYSTEM

There are two parts that make up the identity system for the Georgia.gov platform: The wordmark (or logotype) and a logomark. Although the system is flexible, the integrity of the logos should be maintained. Don't stretch or skew them.

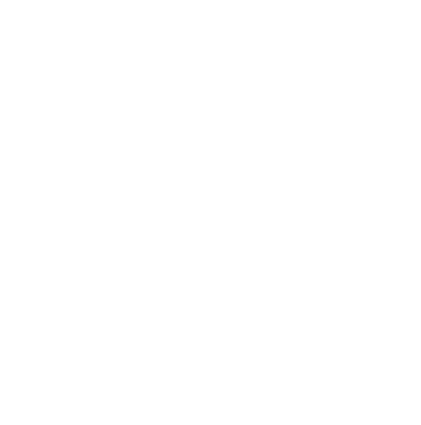
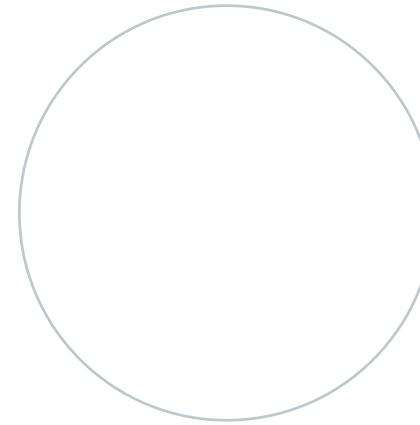
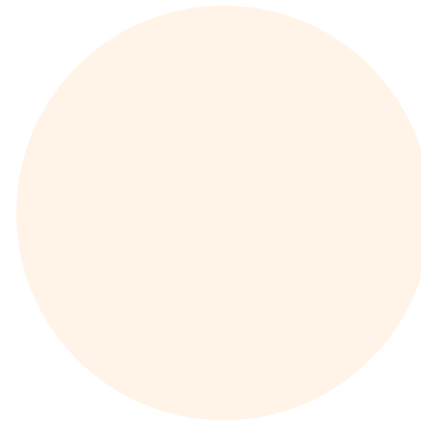
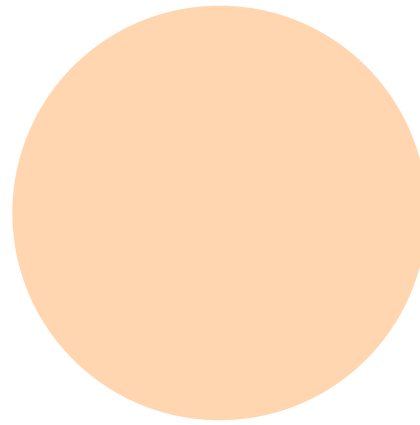
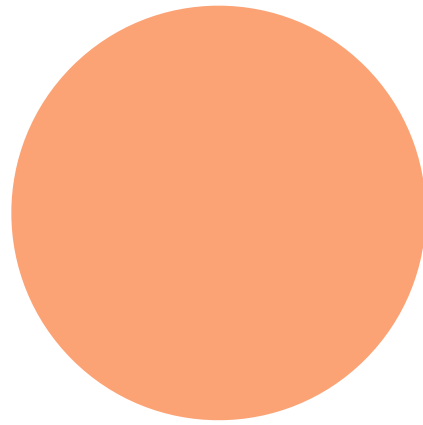
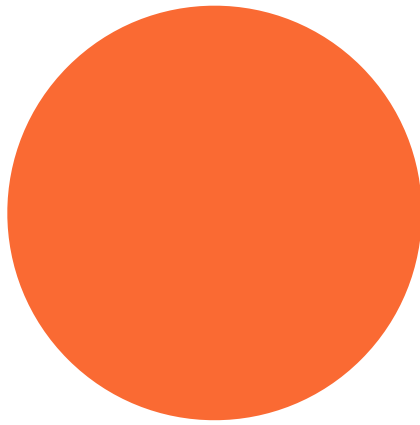
On dark grounds, the preferred version of the mark has the "pillars" logomark rendered in Gold Dome, #d1ad57.

**GEORGIA.GOV****GEORGIA.GOV****GEORGIA.GOV****GEORGIA.GOV****GEORGIA.GOV****GEORGIA.GOV**

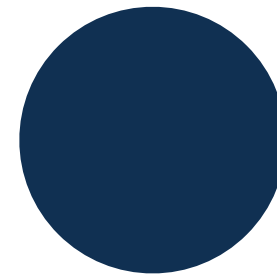
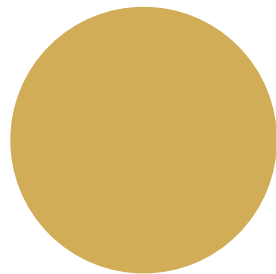
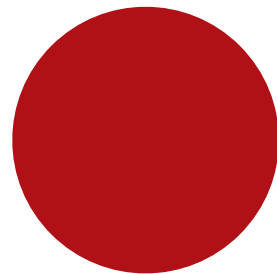
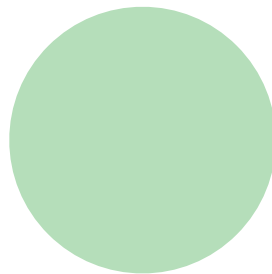
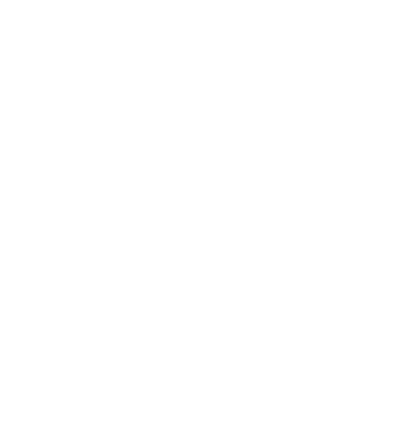
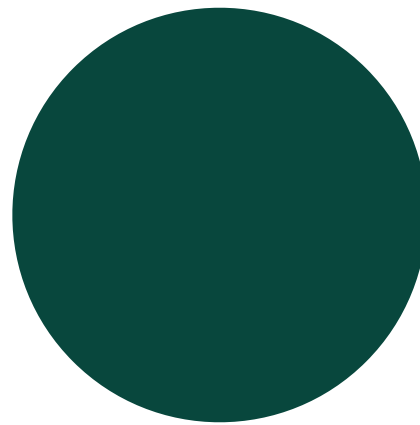
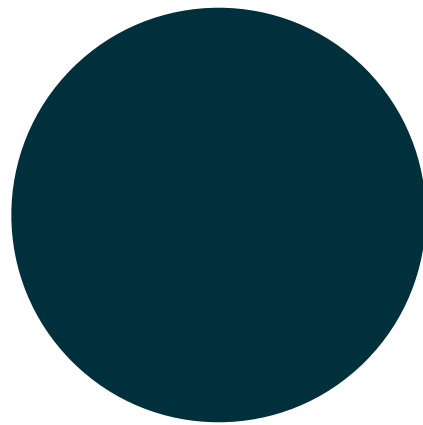
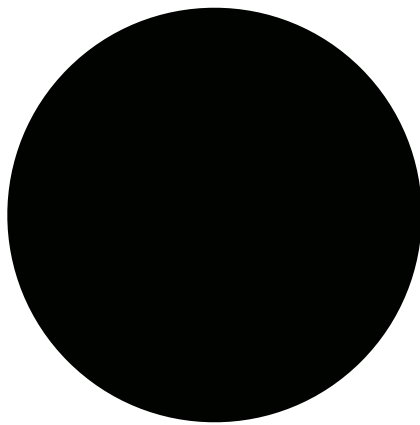


COLOR

The Georgia.gov platform color palette is designed to be cohesive yet flexible; ownable yet timeless; confident yet warm.



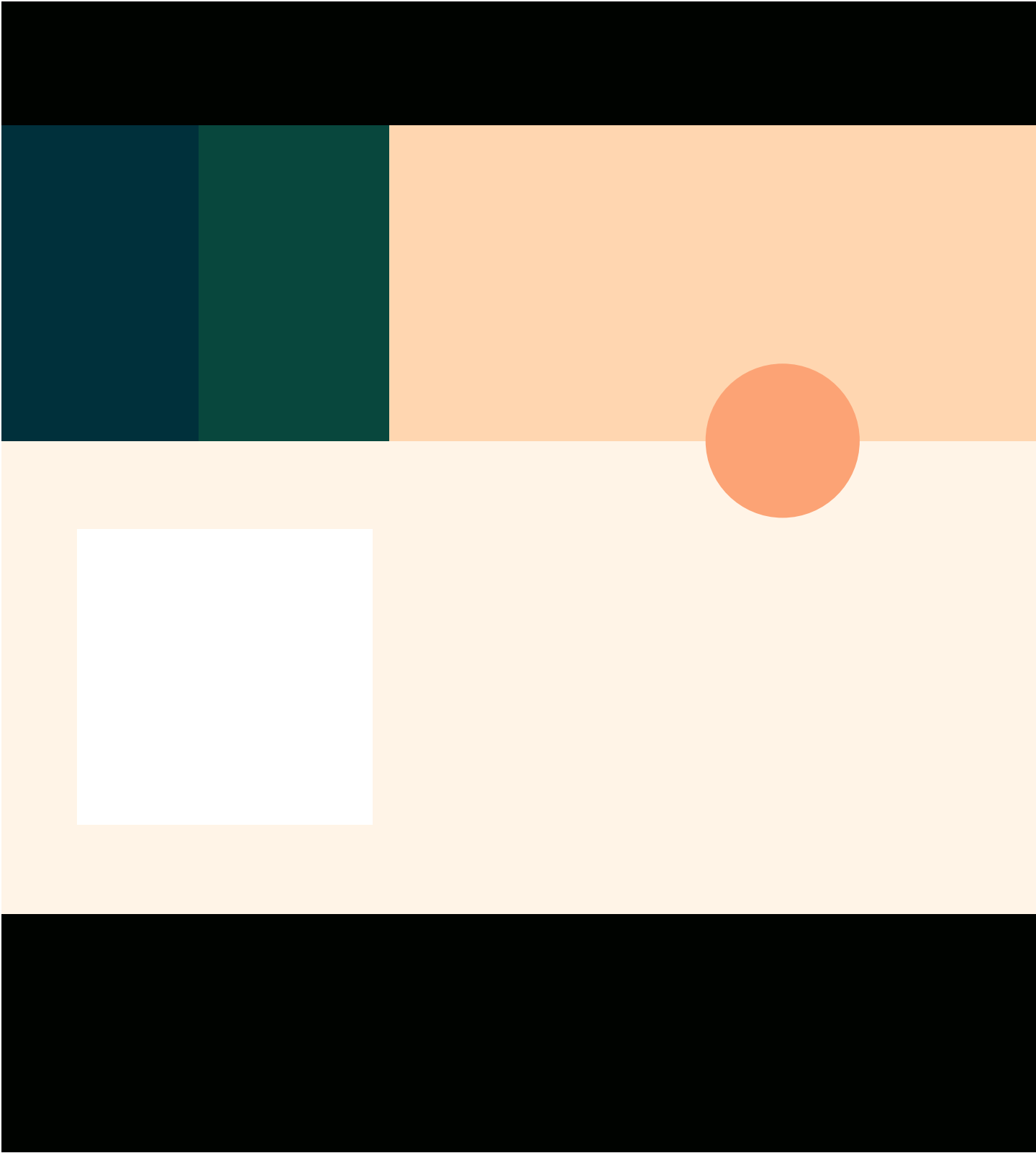
Deep blue-greens reflect the brand's timeless and official nature, while warm peach tones, gold accents lend a modern approachability. In print materials, gold foil can act as an accent.



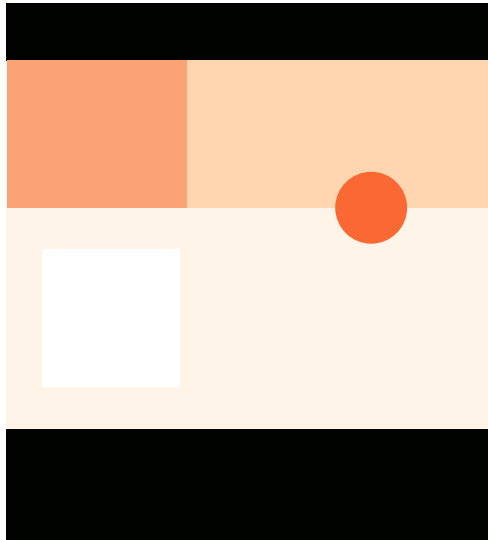


COLOR PALETTES

The color system extends to a variety of color palettes to empower agencies to choose tones that best fit their unique services.



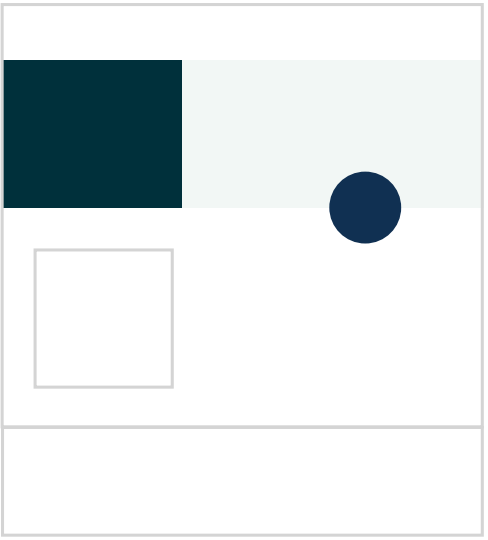
THE FOUNDATION



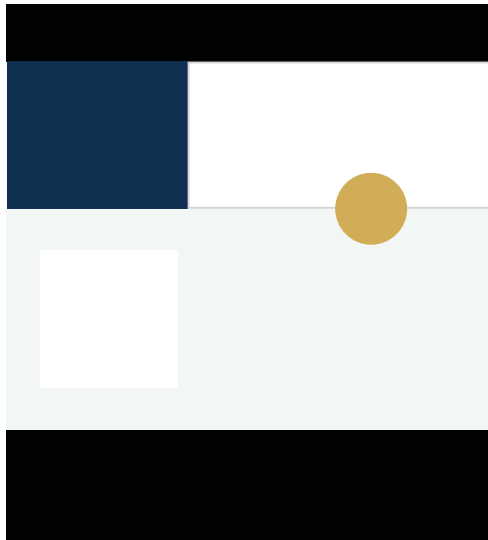
PEACHY KEEN



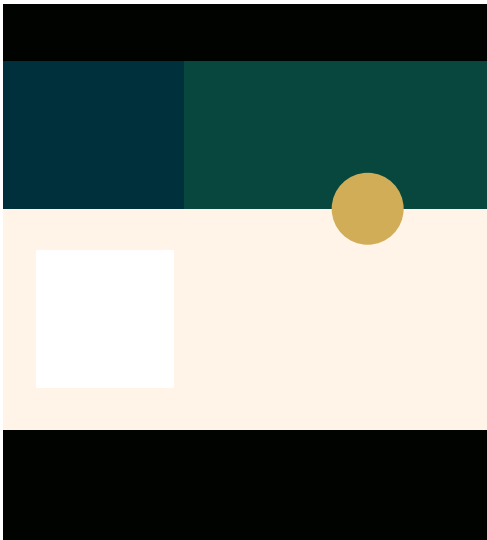
STARS AND STRIPES



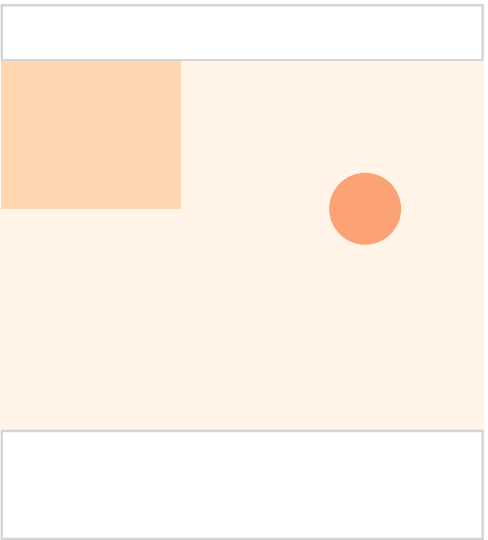
MINIMALIST



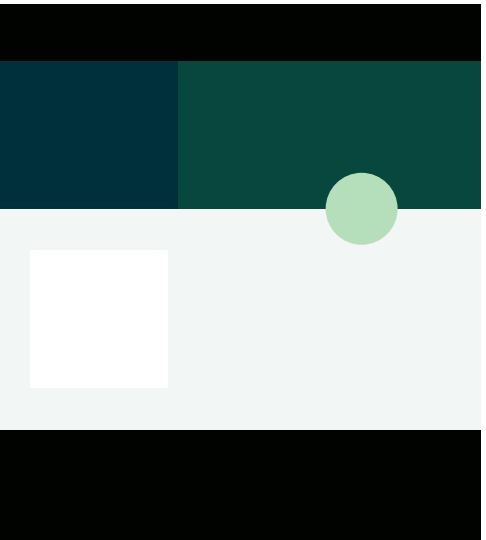
SIMPLE STATEHOUSE



STATE PARK



SOUTHERN MORNINGS



GEORGIA PINE



# A note on typography



# Matthew Carter





Though at first it seems like the obvious solution, Georgia is a time-tested typeface that is extremely legible. By including the light and semibold weights of Georgia Pro, we create a robust type system that can extend from large headlines to long paragraphs of body copy. When used together, the typography strikes a balance between elegance and practicality.

GEORGIA PRO LIGHT

The quick brown fox  
jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

GEORGIA REGULAR

The quick brown fox  
jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

GEORGIA PRO SEMIBOLD

The quick brown fox  
jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

GEORGIA PRO LIGHT ITALIC

*The quick brown fox  
jumps over the lazy dog.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

GEORGIA ITALIC

*The quick brown fox  
jumps over the lazy dog.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*

GEORGIA PRO SEMIBOLD ITALIC

*The quick brown fox  
jumps over the lazy dog.*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz*



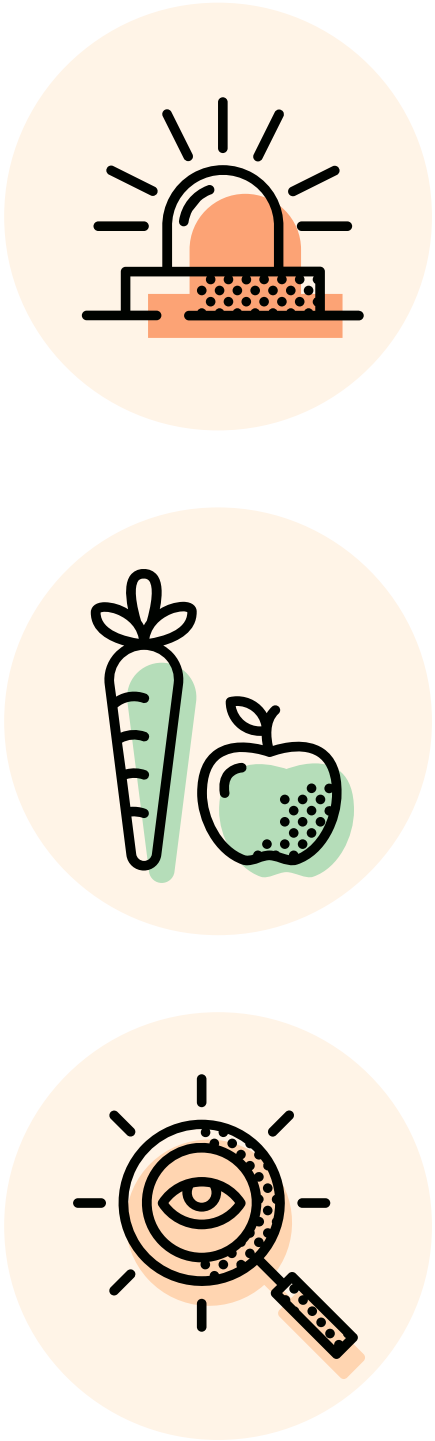
# SPOT ILLUSTRATIONS

Spot illustrations add color, charm and visual interest to a page, as well as serving as a visual aide to communicate content. This simple, monoline illustration style helps to convey the overall personality of our brand. The illustrations are used as icons to link to popular topics, and as illustrations of content.

New illustrations may be drawn using a 2pt stroke weight within the bounds of a 100px circle.



The “shadow” behind the illustrations should change according to the color theme of the page. The lines of the illustration should always be Soft Black.

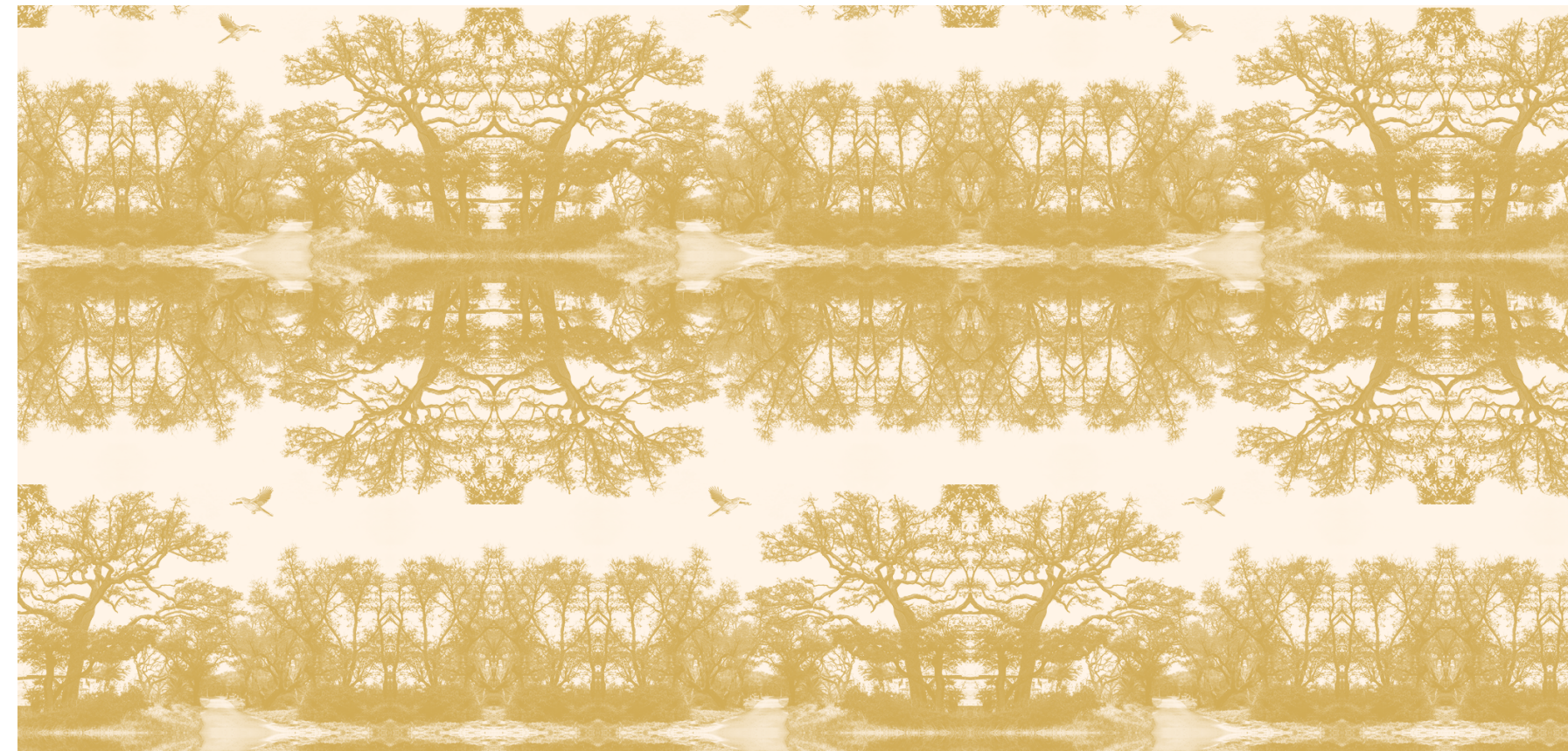




P A T T E R N S

---

Our patterns feature the official symbols of the state of Georgia, rendered in our color palette. They lend a sense of elegance and charm to otherwise utilitarian applications. Use them in situations that call for a little something special, but beware of adding too many decorative elements in situations that call for a more somber tone. To ensure legibility, never overlay text over the patterns.

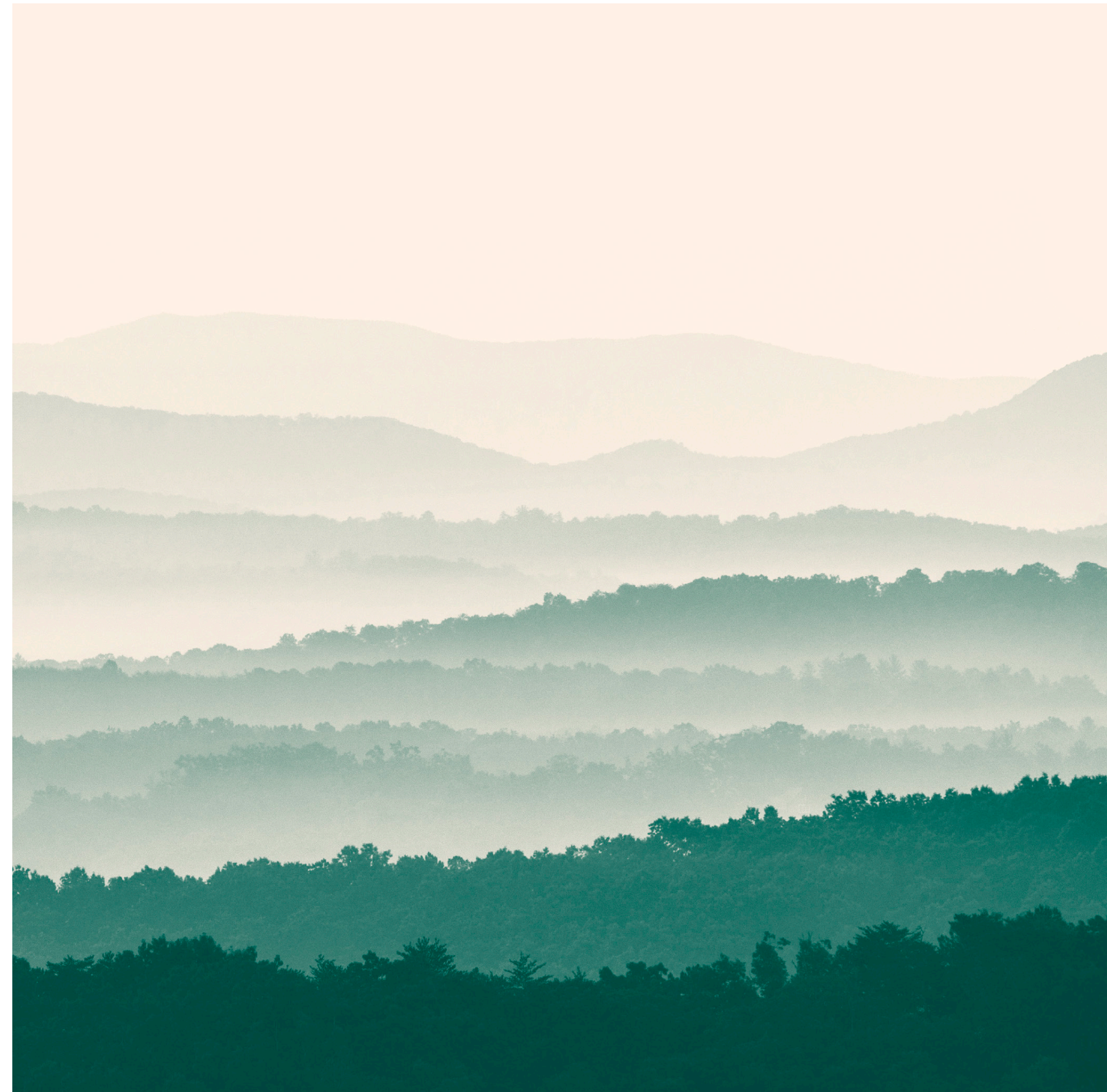




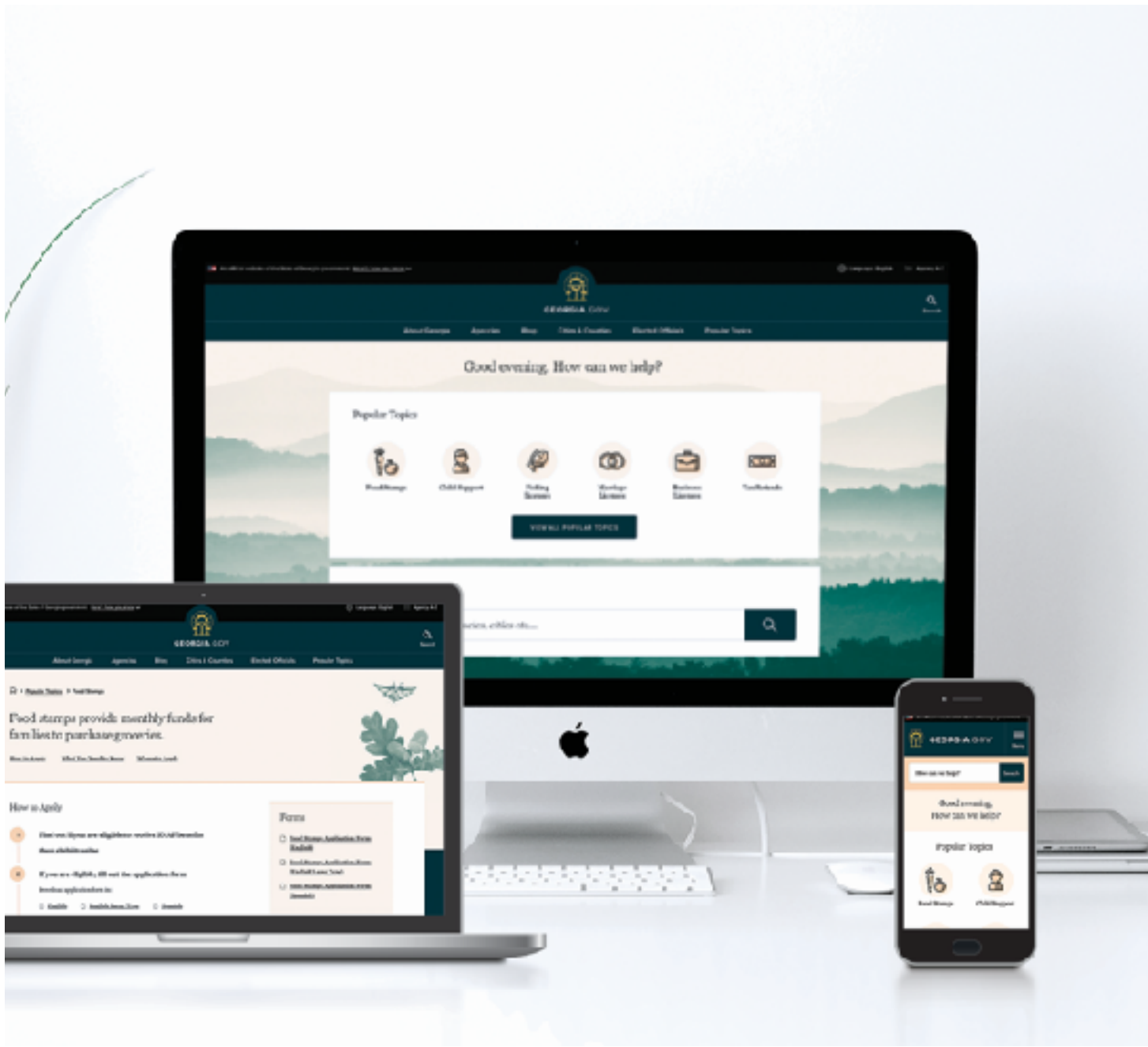
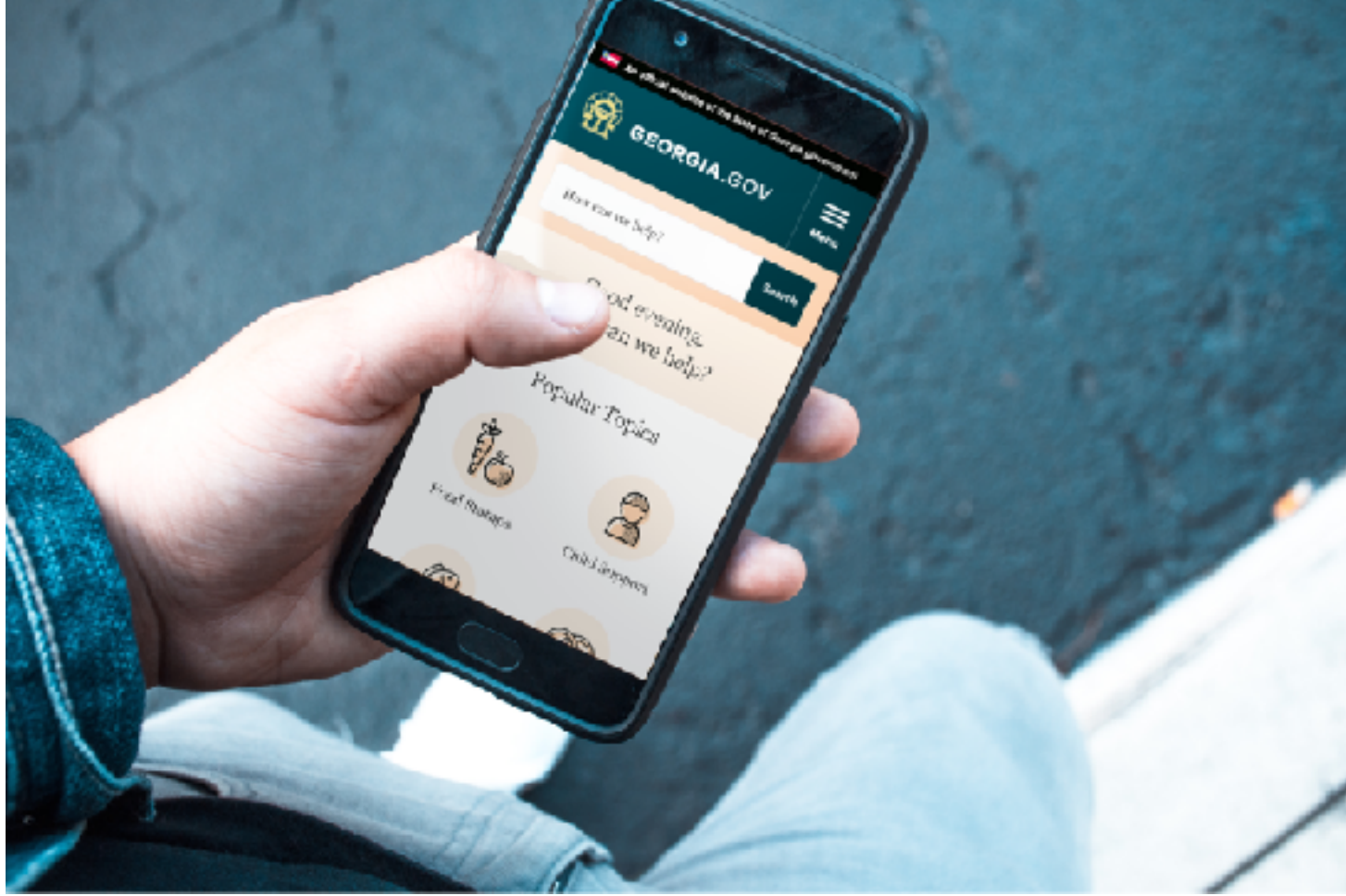
## BACKGROUND IMAGES

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Like the patterns, background images of Georgia landscapes can be used to liven up a dull page. Use them sparingly, and never superimpose text without a layer in between the text and the image.





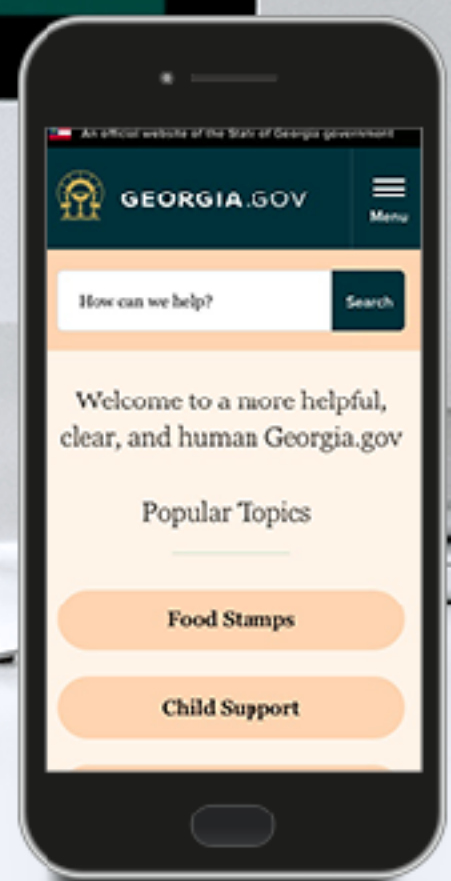
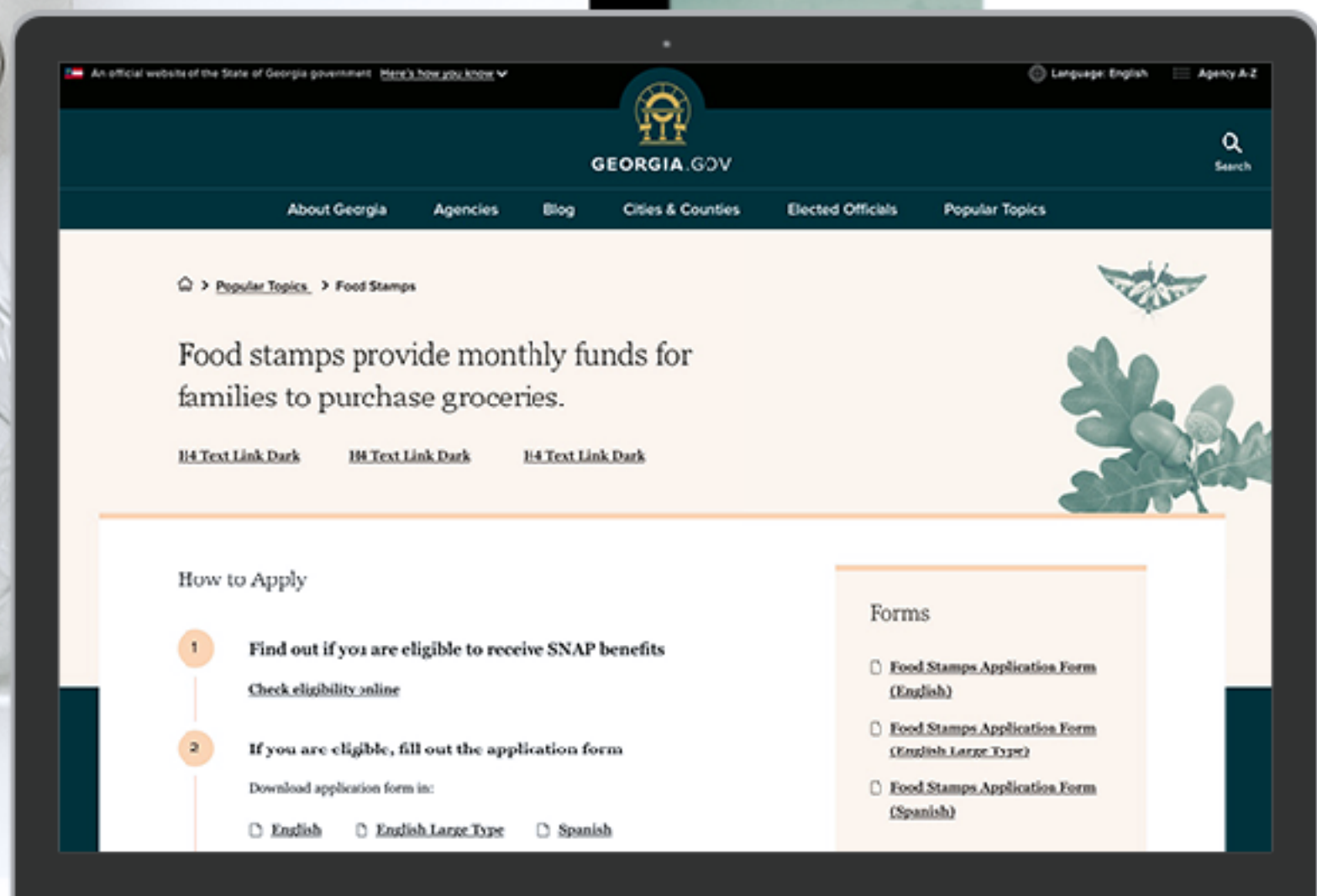
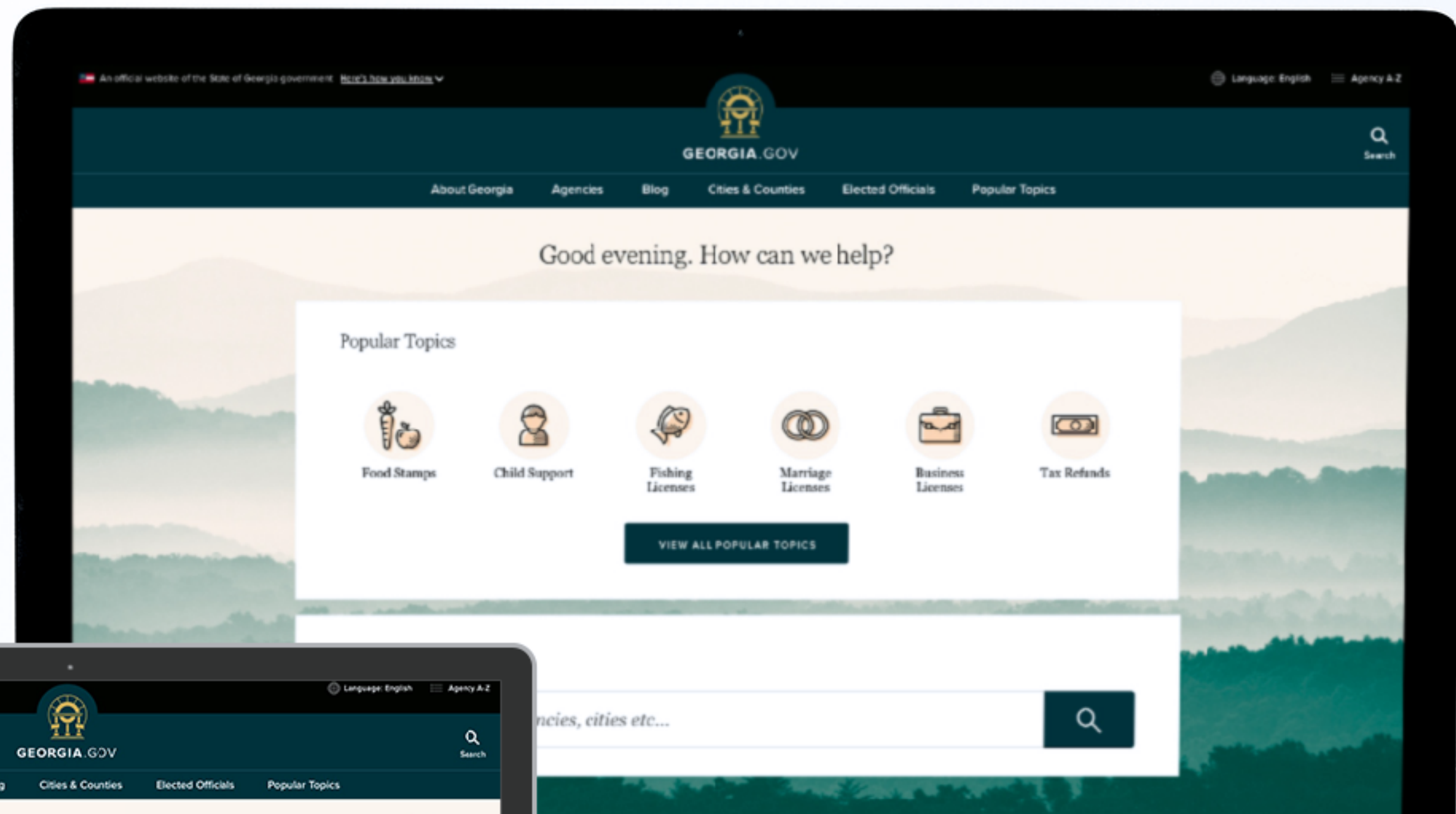




DESIGN

# Design System









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Good evening. How can we help?

### Popular Topics



Food Stamps



Child Support



Fishing  
Licenses



Marriage  
Licenses



Business  
Licenses



Tax Refunds

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*Search for topics, agencies, cities etc...*





## Latest News



JULY 18, 2018

### The Next Season of Walking Dead Starts Production

"The Walking Dead" is the most-watched television series in basic cable history, based on the graphic novels by the same name, and is filmed exclusively in Georgia.

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JULY 18, 2018

New overseas investment for Georgia means more jobs for rural towns

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JULY 18, 2018

Your checklist for moving within Georgia.

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Aerospace firms benefit from the nation's top workforce training program.

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Macon continues to grow with the addition of 3 new developments.

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Open Monday to Friday, 8:00am – 5:00pm



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[Home](#) > [Popular Topics](#) > [Food Stamps](#)

Food stamps provide monthly funds for families to purchase groceries.

[How to Apply](#)

[What You Need to Know](#)

[Where to Apply](#)



## How to Apply

### 1 Find out if you are eligible to receive SNAP benefits

[Check eligibility online](#)

### 2 If you are eligible, fill out the application form

Download application form in:

[English](#)

[English Large Type](#)

[Spanish](#)

### 3 Send in your application

You must mail or fax the completed application to your local DFCS office. You

## Forms

[Food Stamps Application Form \(English\)](#)

[Food Stamps Application Form \(English Large Type\)](#)

[Food Stamps Application Form \(Spanish\)](#)

## Helpful Links



3

### Send in your application

You must mail or fax the completed application to your local DFCS office. You can also drop it off in person.

[Find your local DFCS office](#)

4

### Telephone interview

After your application is filed, you or a member of your household must participate in a phone interview conducted by a case manager at DFCS. The person who is interviewed must know about your household situation and be ready to answer questions related to your household situation.

5

### Next Steps

If we determine you are eligible for benefits, you will receive these within 30 days. Food Stamp benefits are issued on an Electronic Benefit Transfer (EBT) card, which can be used at EBT-approved food retailers.

## Helpful Links

[Department of Family and Child Services](#)

[Department of Human Services](#)

## What You Need to Know

- The Georgia Food Stamp Program (Supplemental Nutrition Assistance Program (SNAP)), is a federally-funded program that provides monthly benefits to low-income households to help pay for the cost of food.
- Food Stamp benefits are issued on an Electronic Benefit Transfer (EBT) card, which can be used at EBT-approved food retailers.
- The Division of Family and Children Services (DFCS) issues Food Stamp benefits.



## Where to Apply

### Macon DFCS Office

456 Oglethorpe Street  
Macon, 31201

Phone: 478-751-3112



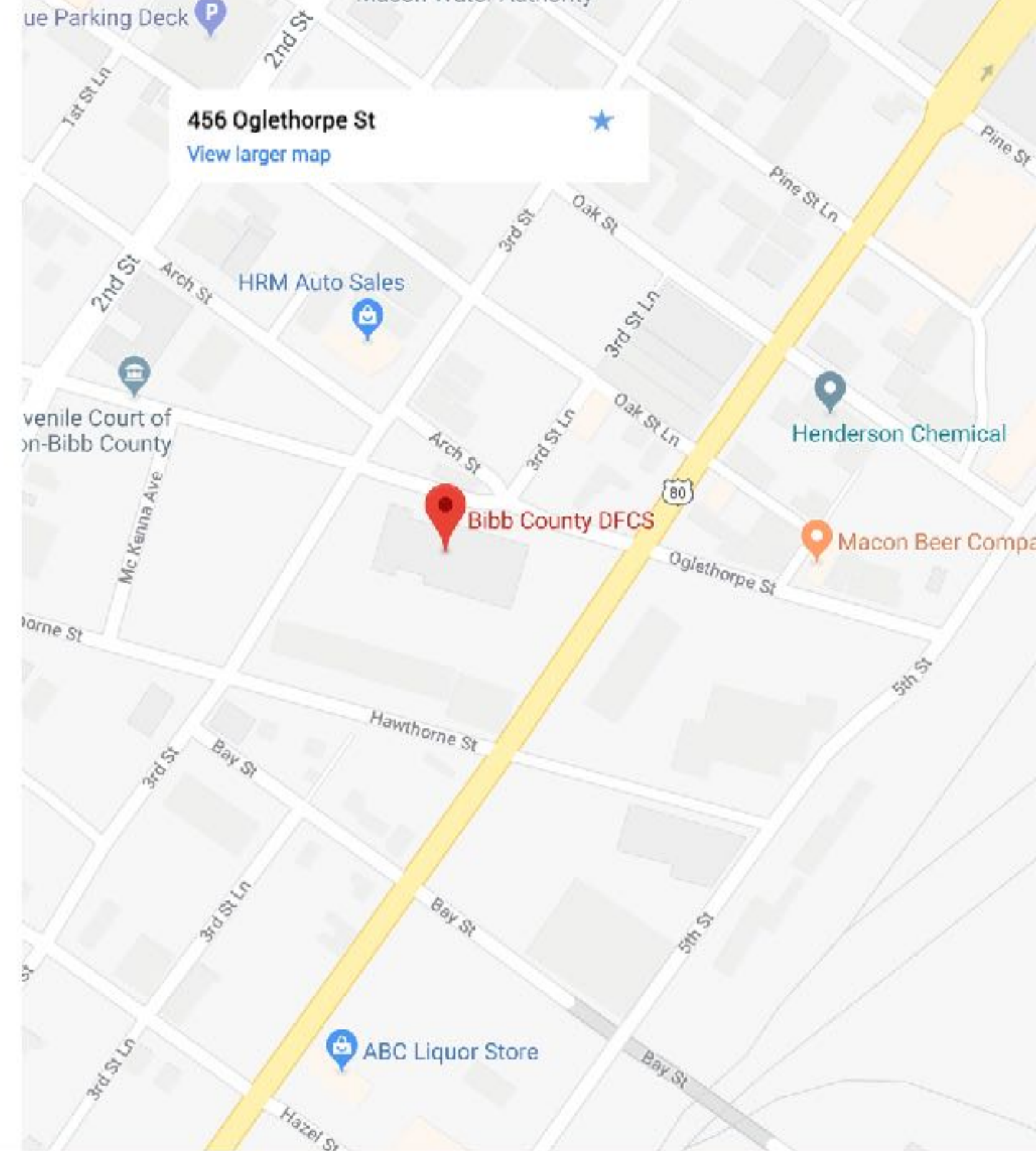
Director: Shannon Fields  
[shannon@macondfcs.gov](mailto:shannon@macondfcs.gov)

Hours: Monday - Friday  
8:00 AM - 5:00 PM




 [Get Directions](#)

 [Change My Location](#)

 [Print Map](#)






## What You Need to Apply For Food Stamps

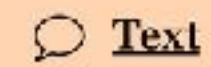
-  Identification (state issued ID or driver's license)
-  Proof of your citizenship such as birth certificate, U.S. passport, hospital record, etc.
-  Social security numbers for persons applying for benefits



## What You Need to Apply For Food Stamps

-  Identification (state issued ID or driver's license)
-  Proof of your citizenship such as birth certificate, U.S. passport, hospital record, etc.
-  Social security numbers for persons applying for benefits

Share this list:



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About the Office

Biography of  
Nikhil Deshpande

Duties

History

Key Staff

Mission Statement

## Nikhil Deshpande

As Chief Digital Officer for the state of Georgia, Nikhil Deshpande leads the Office of Digital Services Georgia under the Georgia Technology Authority (GTA).



Nikhil envisioned and led state government's transition to an enterprise web-publishing platform based on Drupal, an open source content management system hosted in the cloud. The platform currently supports over 80 state agency websites. Under his direction, Georgia became the first state in the nation to use Drupal across its enterprise and meet special needs of constituents with a range of disabilities affecting vision, hearing, motion and cognition making the platform Section 508 and WCAG 2.0 AA compliant.

Nikhil strongly advocated the use of social media for Georgia.gov when using social media for government was not common, and established a presence for the state on Facebook and Twitter to quickly address citizens' questions and concerns.

Nikhil also served as adjunct faculty at the Atlanta campus of the Savannah College of Art and Design for ten years, where he taught graduate classes in Interaction Design and Game Development.



Nikhil Deshpande



Nikhil Deshpande

Kendra Skeene



Kendra Skeene

Jasmyne Dove



Jasmyne Dove

Rachel Hart



Rachel Hart

Steve Nichols



Steve Nichols

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[Key Staff](#)

[Organization of the office](#)

[Duties of the Office](#)

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# Safe to Sleep Campaign

Georgia Safe to Sleep is a statewide collaborative, including 77 birthing hospitals, to protect infants from sleep-related deaths. Learn about the ABCs: Alone. Back. Crib.

LEARN MORE







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About the Office

Biography of the Director

Office Locations

▼ In the News

▼ Press Releases

▼ 2018

News 2018

Events 2018

> 2017

2016

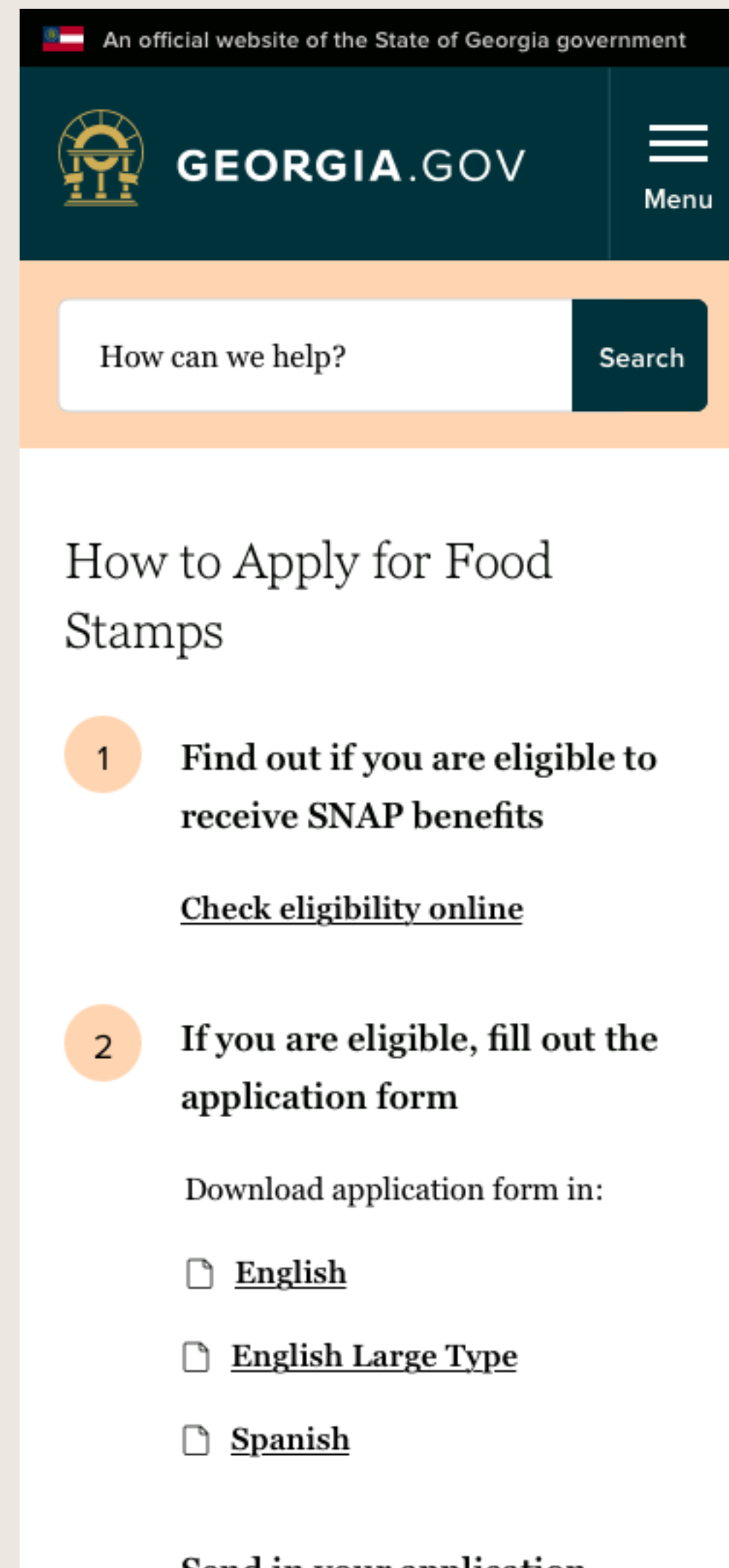
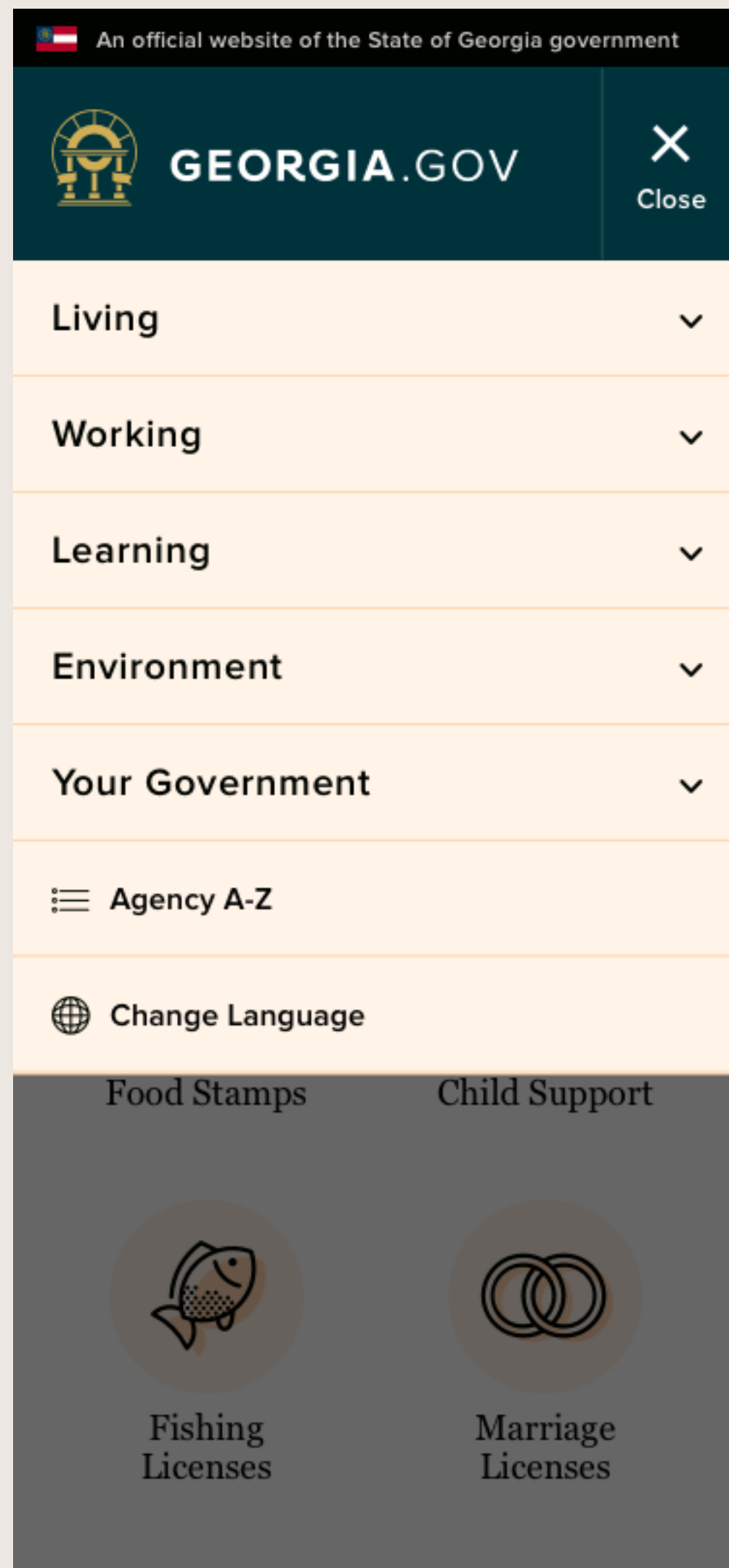
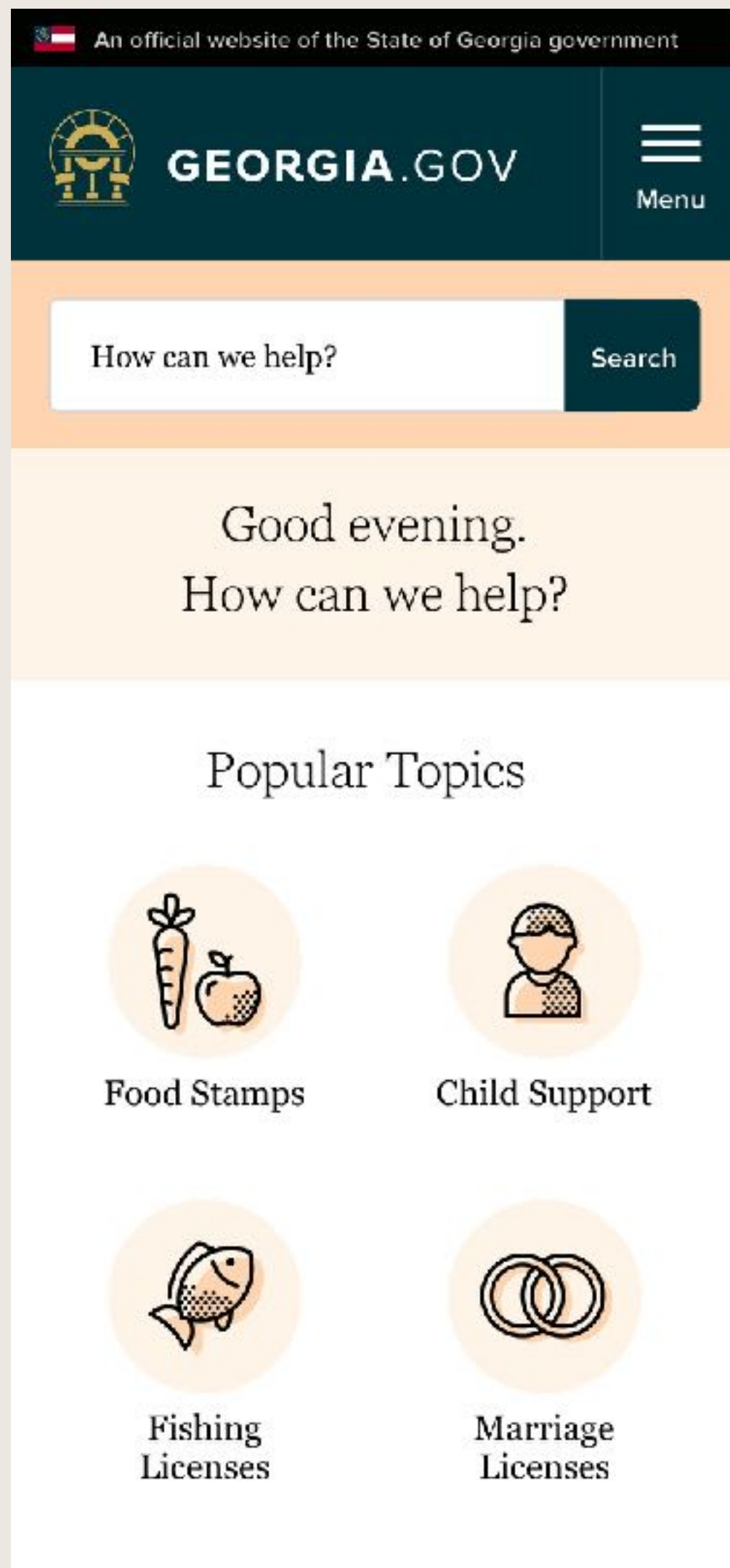
Key Staff

2018

Here's an example of a table showing different healthcare options.

Plan	You	You + Child(ren)	You + Spouse	You + Family
BCBS Gold	\$168.73	\$168.73	\$168.73	\$168.73
BCBS Silver	\$735.6	\$881.1	\$102.23	\$517.11
BCBS Bronze	\$169.16	\$458.54	\$741.75	\$200.3
BCBS HMO	\$317.32	\$847.13	\$353.73	\$729.14
UHC HMO	\$211.33	\$111.26	\$416.15	\$419.04
UHC HDHP	\$692.4	\$759.08	\$699.87	\$418.75
Kaiser HMO	\$198.52	\$698.21	\$235.77	\$421.53







DESIGN

# User Testing



Recording...


You are viewing sdhba's screenView Options

ProgramChangesLetter.pdfTeen Driver Road Test AppoRoad Test Appointments | CGA Home 01 - White H


https://ideo.invisionapp.com/share/TMN9O9KUVW5#/screens/312075124

GIVE US FEEDBACK


POPULAR TOPICS




Food Stamps




Child Support




Fishing Licenses



Marriage Licenses



Business Licenses



Firearms Licenses

ALL POPULAR TOPICS

“”

Turn on comment mode to collaborate on this prototype

0 CommentsOFF

MuteStop Video

InviteManage ParticipantsShare ScreenChatPause/Stop Recording

End Meeting





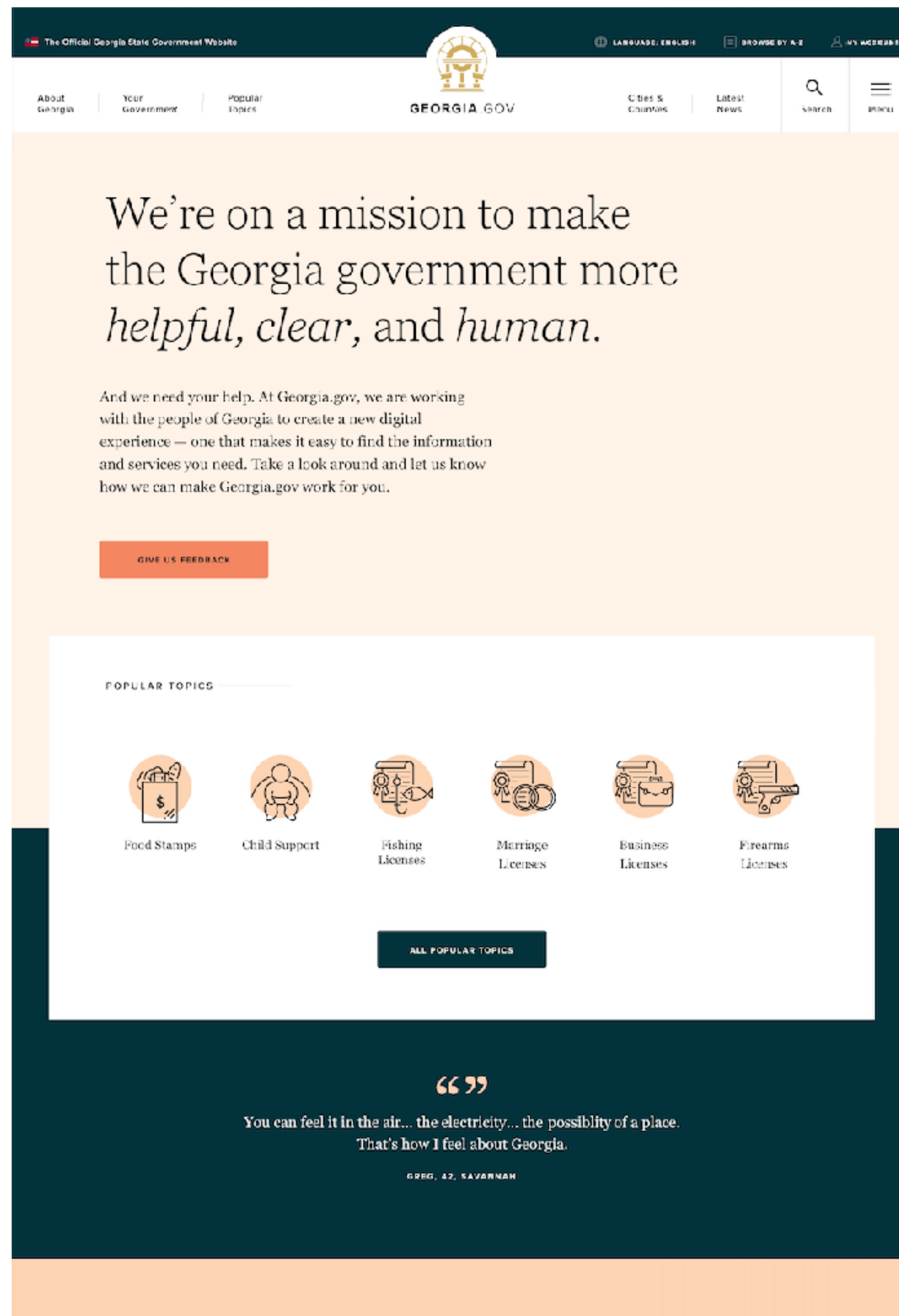
## USER TESTING

We spoke to three residents and two agency staff from Savannah, Macon, and Atlanta.

We asked them to take on tasks in our prototypes, finding specific pieces of information.

We also asked them to respond to the look and feel of the prototypes.







## KEY QUOTES FROM FOOD STAMPS

01

“It’s nice, clear, and simple.”

Give it to them straight.

Description of steps empower residents to take action and clean design helps them focus on important content.

02

“The illustration looks lively.”

Official, but approachable.

Illustration lightens up the mood for a serious topic.

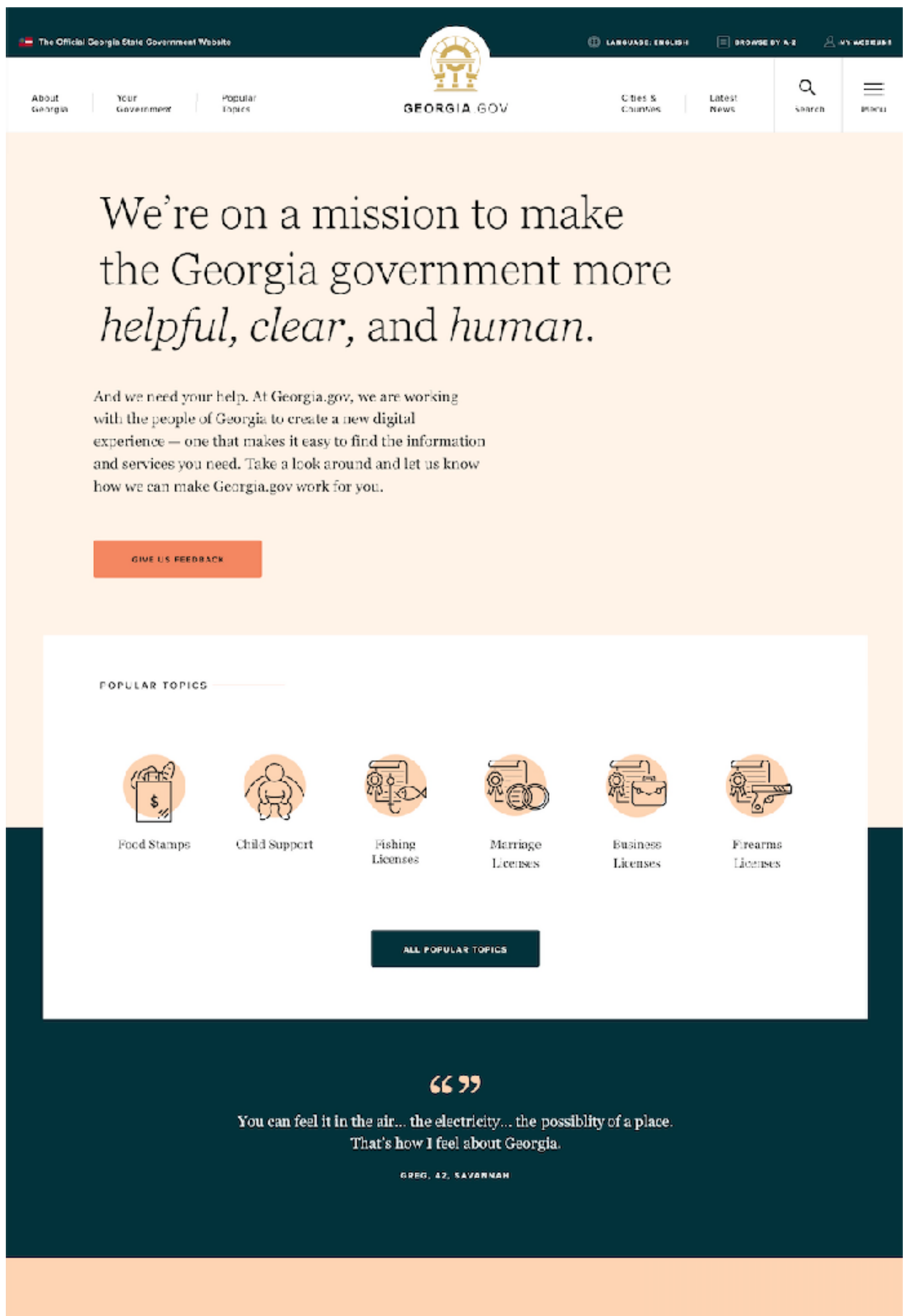
03

“It’s good that feedback is anonymous. That way you’re not afraid you’ll lose your benefits.”

Happy to Help.

Vulnerable populations want to be heard but fear retribution. Creating comfort around feedback makes the experience feel more human.







## KEY QUOTES FROM VEHICLE REGISTRATION

01

“That’s too many words for the mission statement. Skip to what people need.”

Always ask why.

How much do people need to know about an agency in order to take action? How might too much information distract from what is essential?

02

“Having option to select where you live [in agency search] makes me feel like where I live matters.”

Tell the story of Georgia.

The opportunity for people to see their town or county represented on a website can break the feeling that state government is Atlanta centric.

03

“A lot of times you don’t know where to start...the steps are empowering for people who don’t know where to start.”

Give it to them straight.

When people have the information they need, they are confident and prepared to take action.



THAT’S ALL, FOLKS

Thank you!