

GOOD AFTERNOON

Hello  
GovTalks!

MEET OUR TEAM



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## ABOUT IDEO

We are a global  
design  
consultancy.

We create impact  
through design.



We offer a global perspective.



SAN FRANCISCO

PALO ALTO

CHICAGO

CAMBRIDGE

NEW YORK

DUBAI

LONDON

MUNICH

LIMA

TOKYO

SHANGHAI

## 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.

Kodak

HERSHEY'S

jetBlue  
AIRWAYS

LG

3M



Google™



VISA

Coca-Cola

eBay

Dropbox



SAMSUNG

BROOKS  
ENGLAND

GAP

ConAgra  
Foods  
Food you love

TOYOTA

NOKIA

THE  
NORTH  
FACE

Microsoft

PRADA

WD Western  
Digital™

DELL

Adobe

citibank

FOUR SEASONS  
Hotels and ResortsGenentech  
IN BUSINESS FOR LIFE

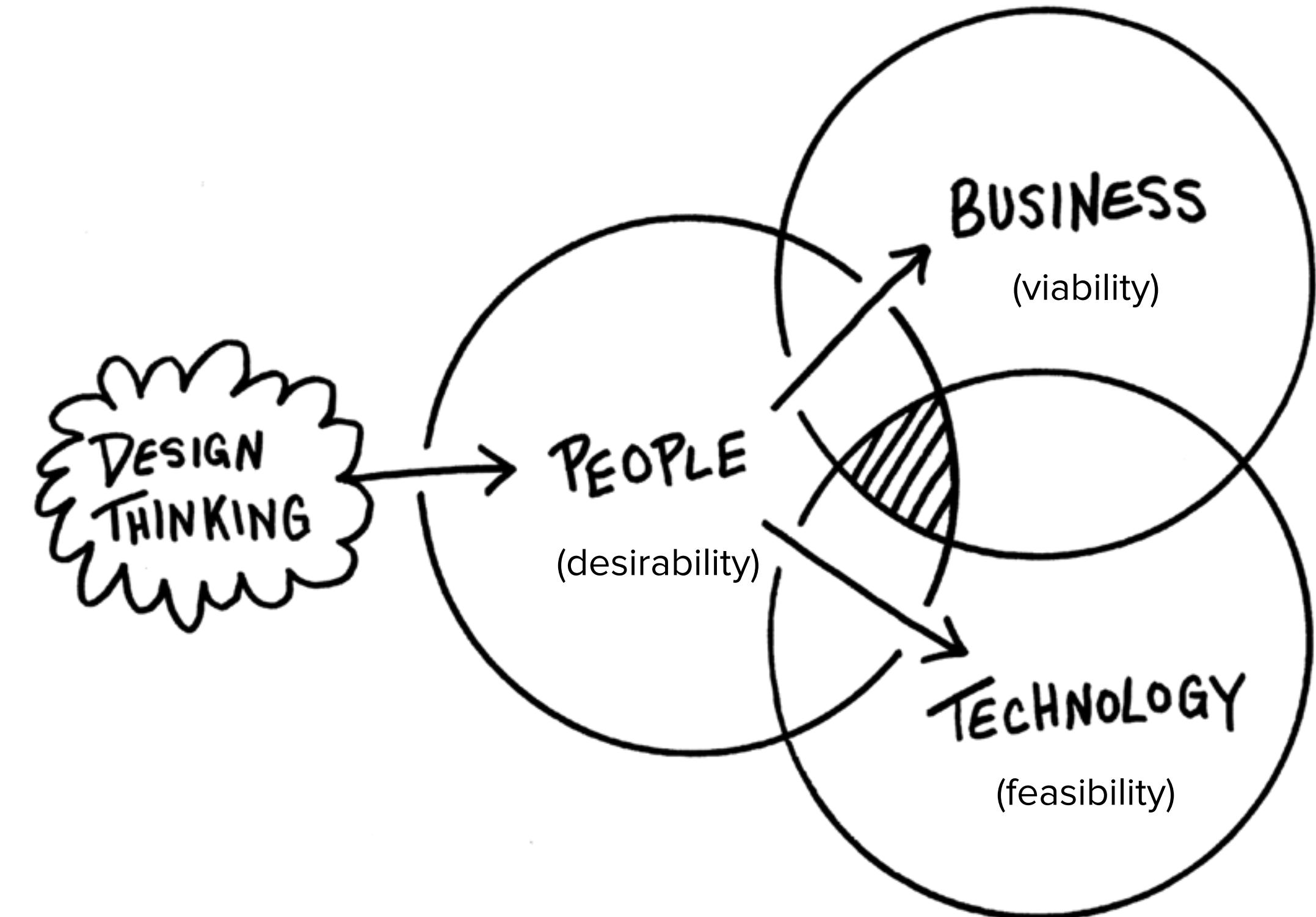
THE RITZ-CARLTON

Bank of America

## ABOUT IDEO

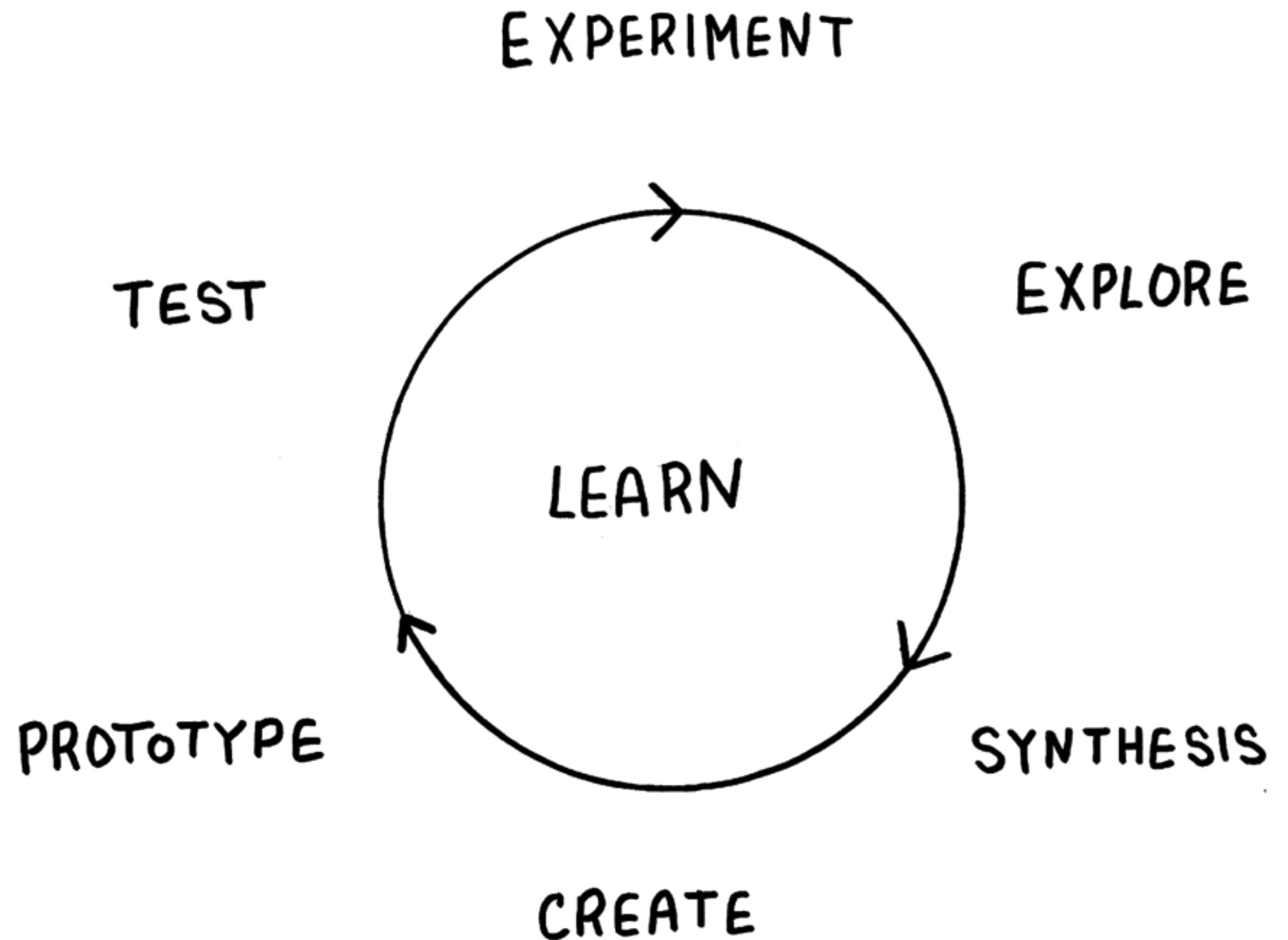
# We pioneered design thinking.

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.



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.

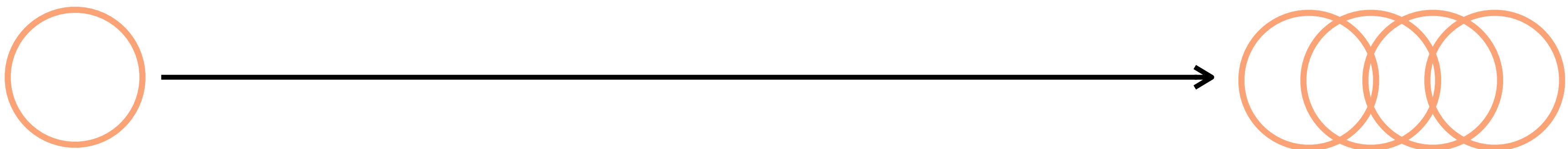


# And that includes you.

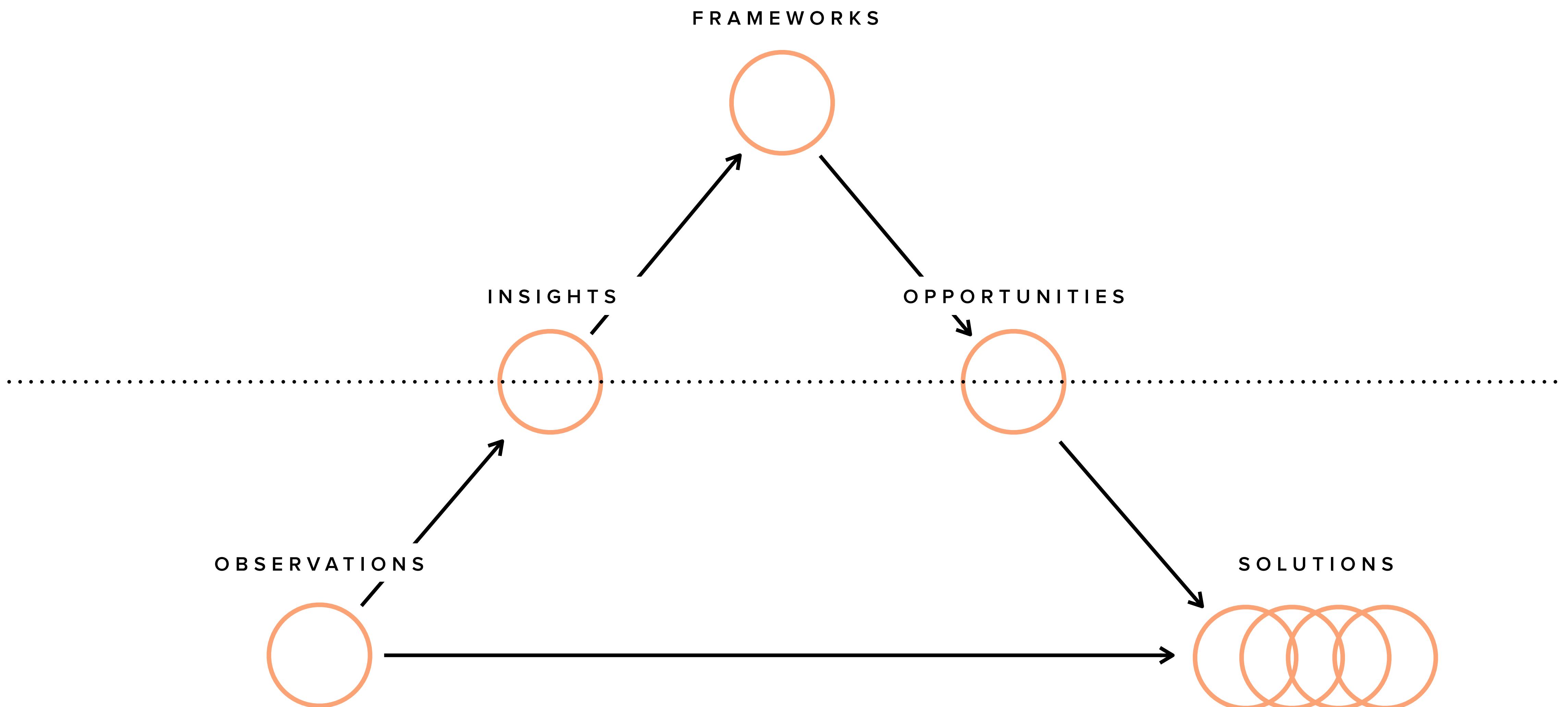
To us, all clients are partners. We work shoulder to shoulder, informal collaboration and co-creation over formal presentations. The outcome? Great design work, new friendships, a new lens through which to see the world, and a new ownership for tackling the toughest challenges.



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



Legislation &  
Policy

Technology  
& Processes

Experience



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



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boston.gov

PROJECT STONEFRUIT

 MENU CITY of **BOSTON** 

1 Guide: **WINTER IN BOSTON**

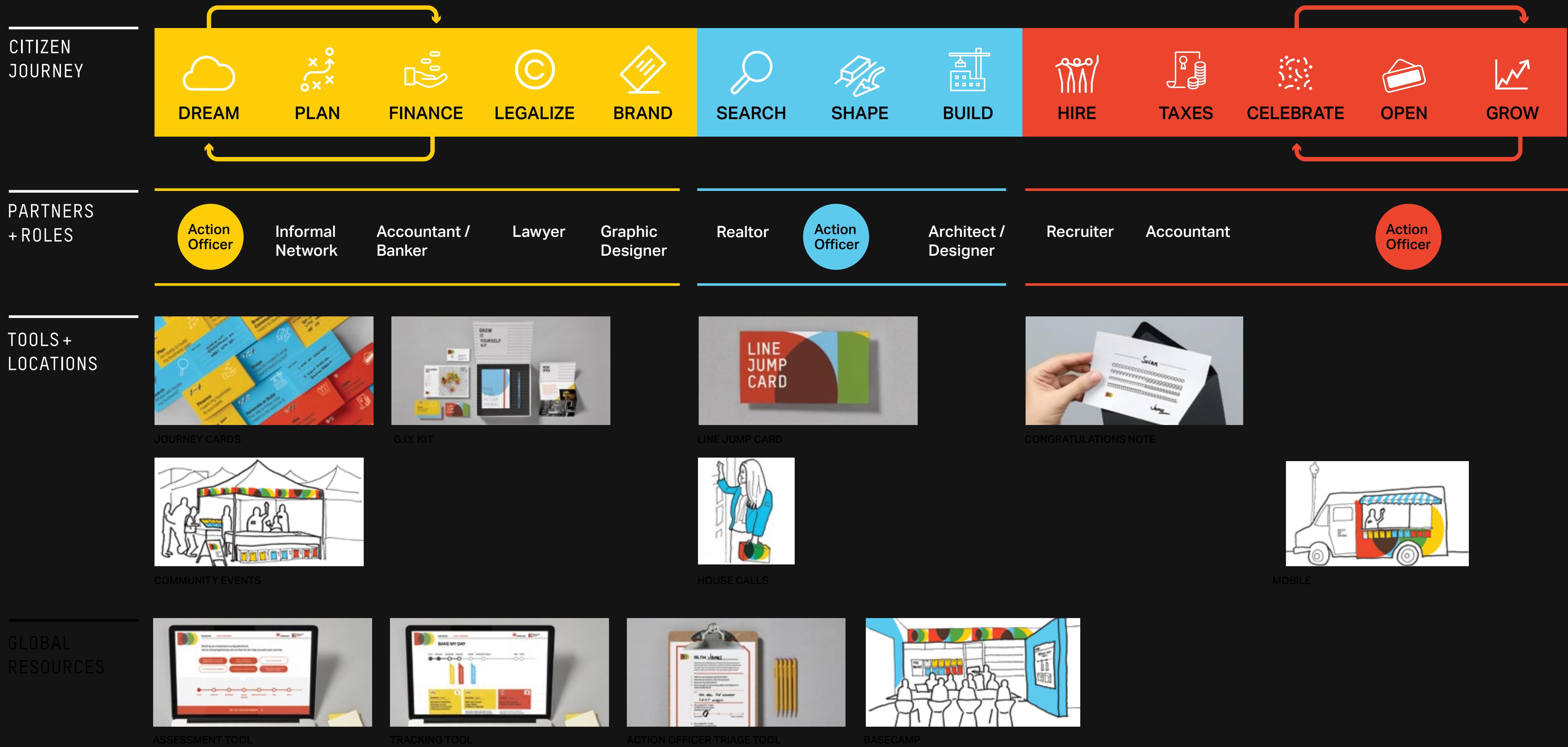
2 Guide: **AFFORDABLE HOUSING IN BOSTON**

3 Guide: **GETTING AROUND BOSTON**

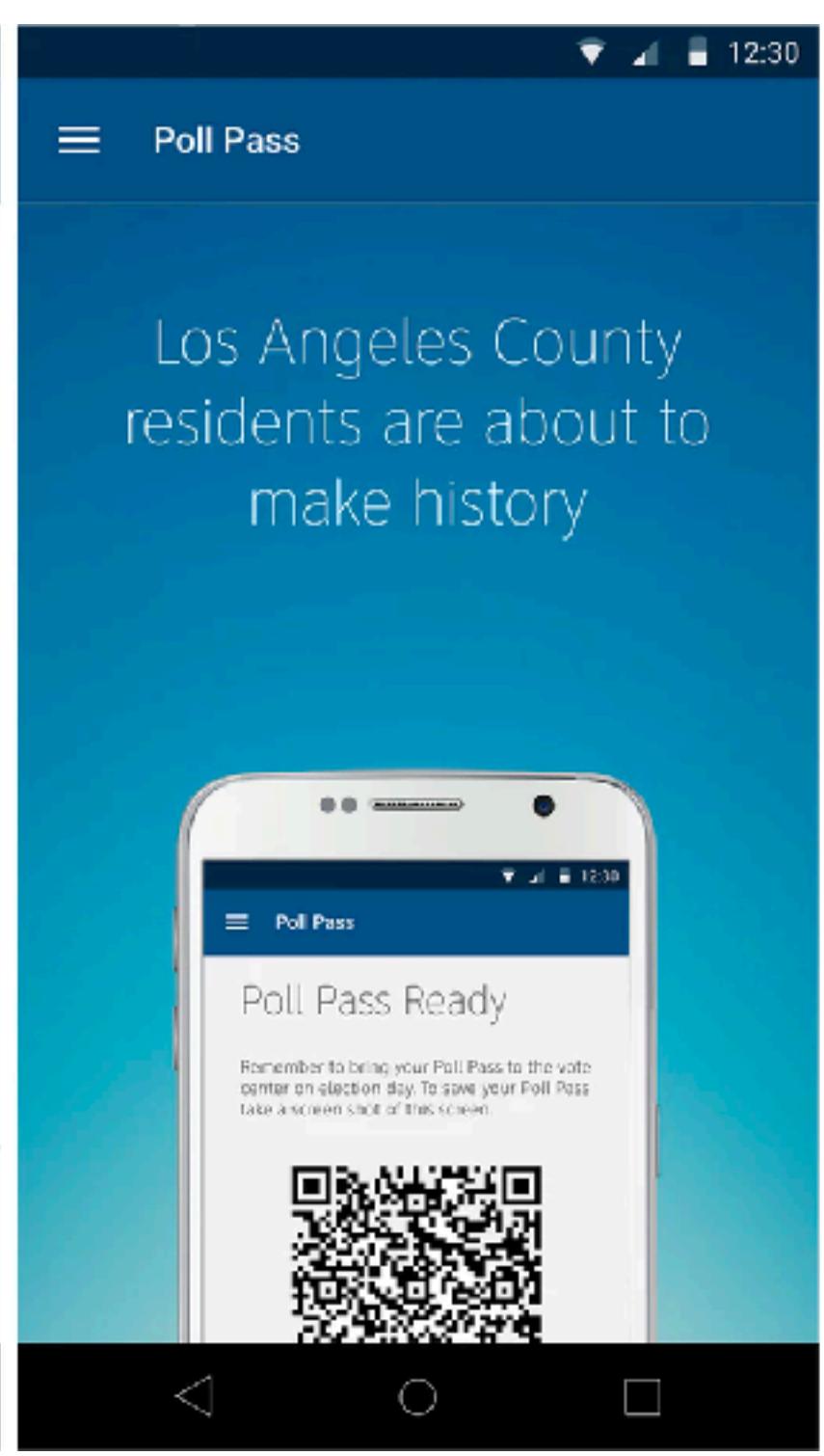
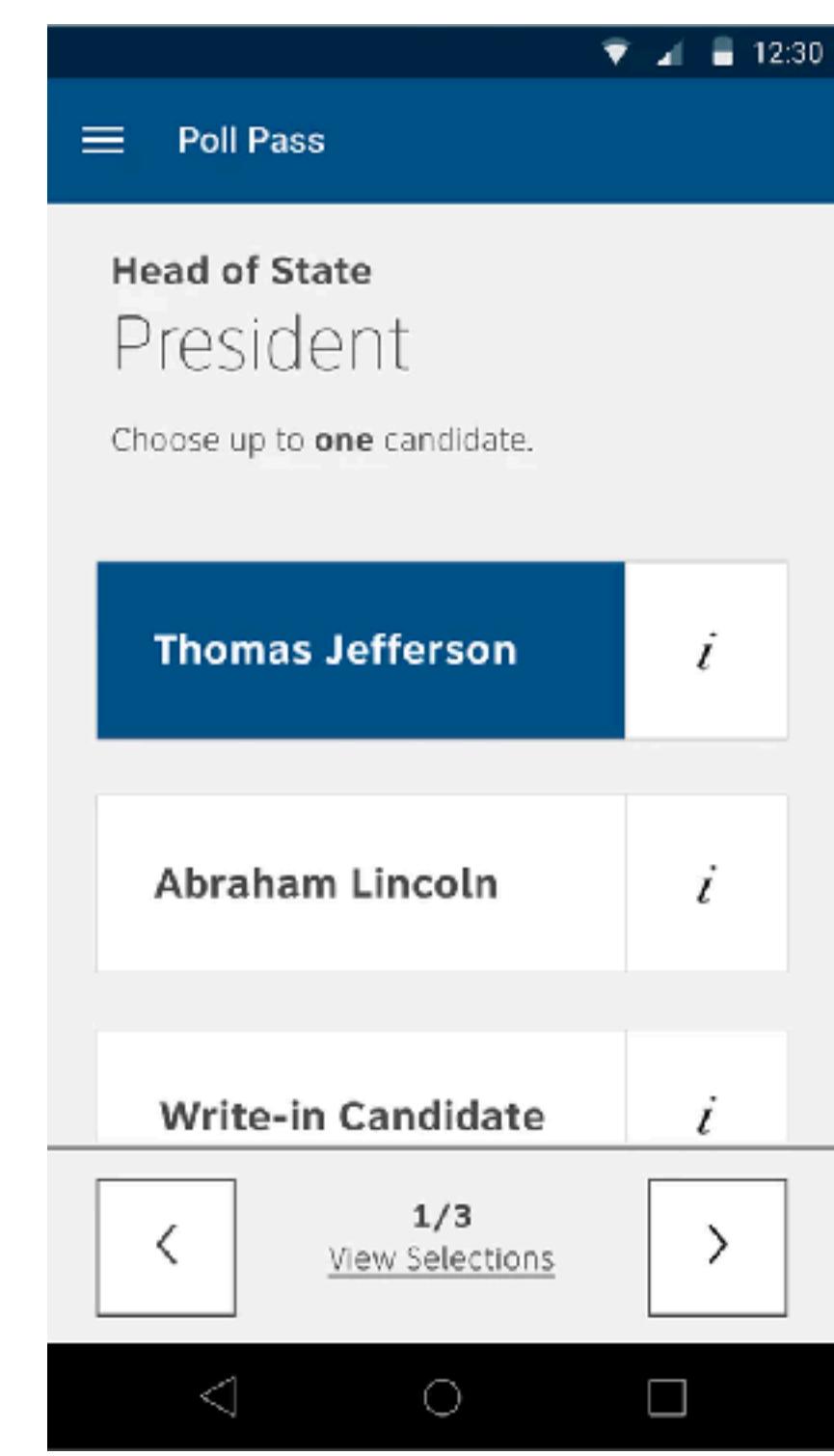
4 Guide: **TRASH AND RECYCLING**

DEPT OF DOING

# SERVICE DIAGRAM



DSG a + IDEO // CONFIDENTIAL





## 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

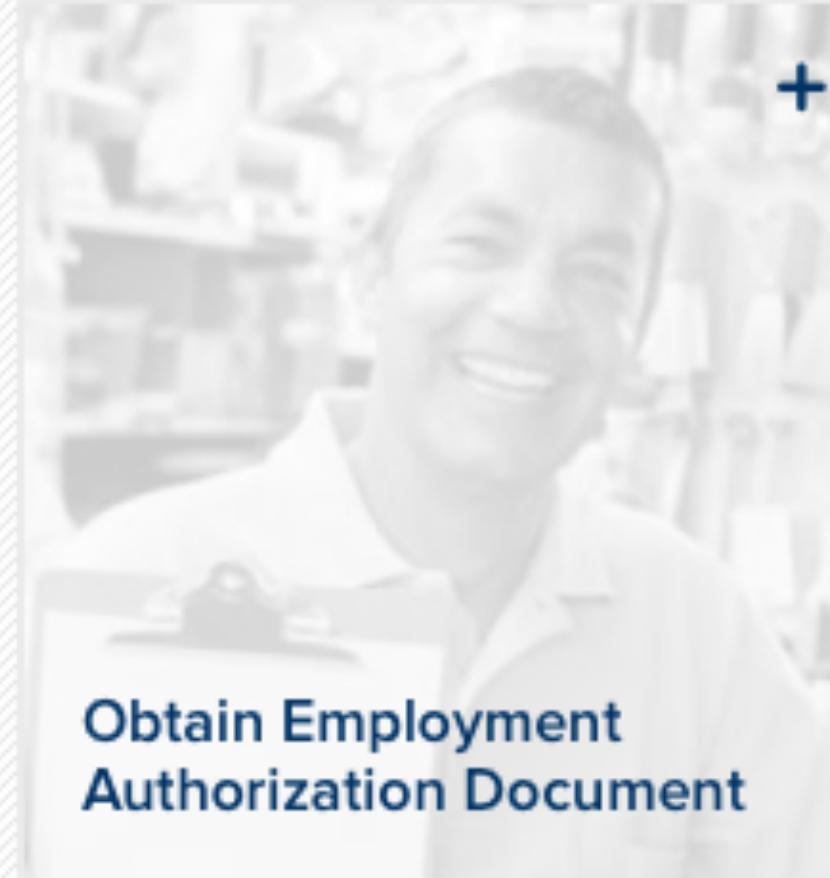


## OPTIONS

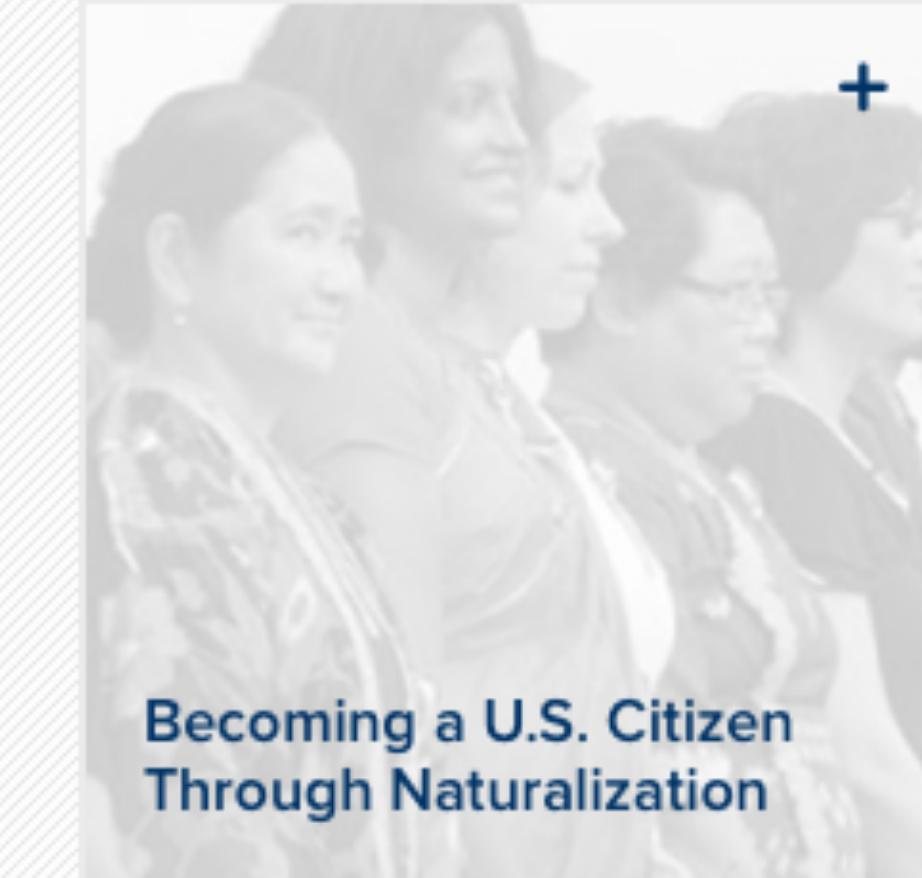
*Tell us a little about yourself so that we can present you with immigration options for which you might be eligible.*

## I AM A ...

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



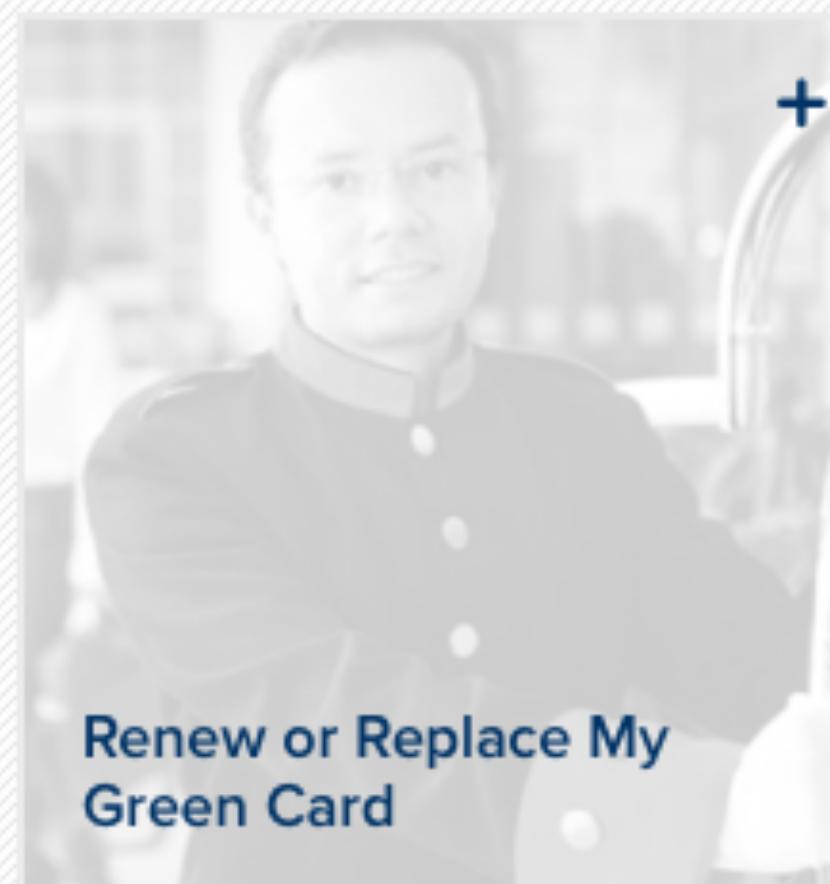
Obtain Employment Authorization Document



Becoming a U.S. Citizen Through Naturalization



Citizenship Through Parents



Renew or Replace My Green Card



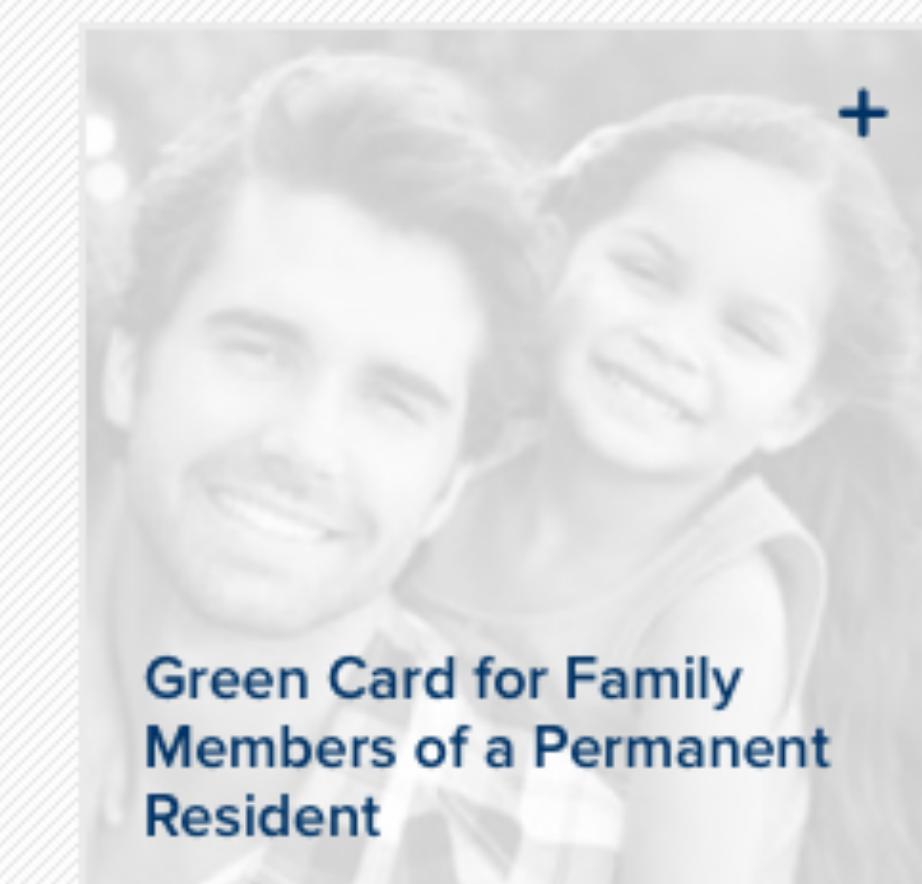
U.S. Citizen Petition for an Immediate Relative



U.S. Citizen Petition for a Spouse



U.S. Citizen Petition for a Fiancé(e)



Green Card for Family Members of a Permanent Resident

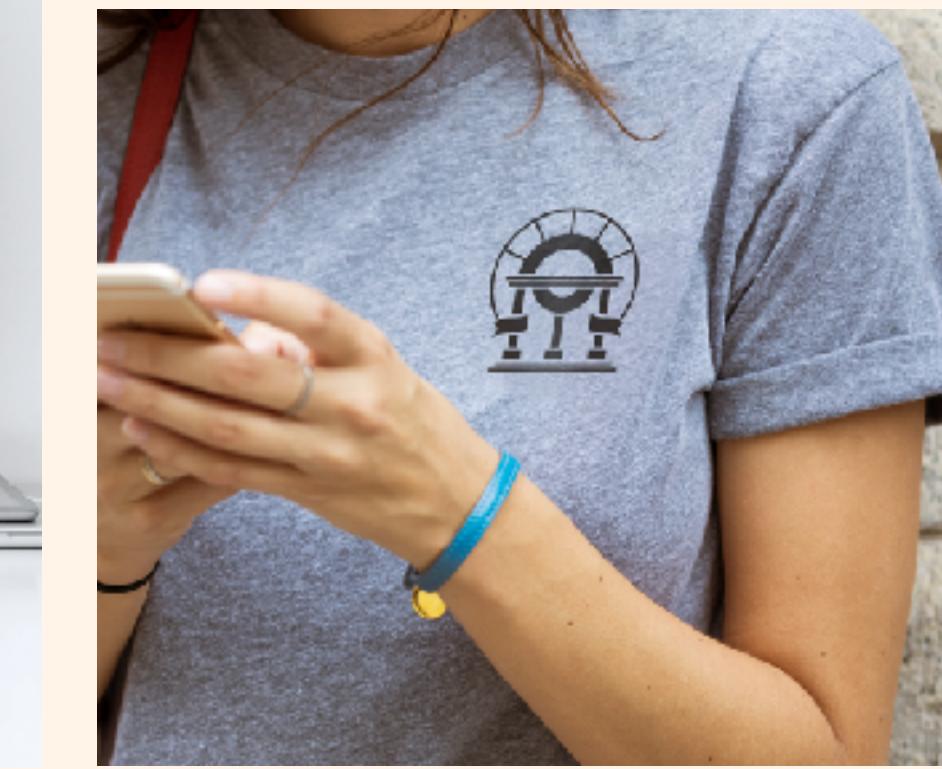
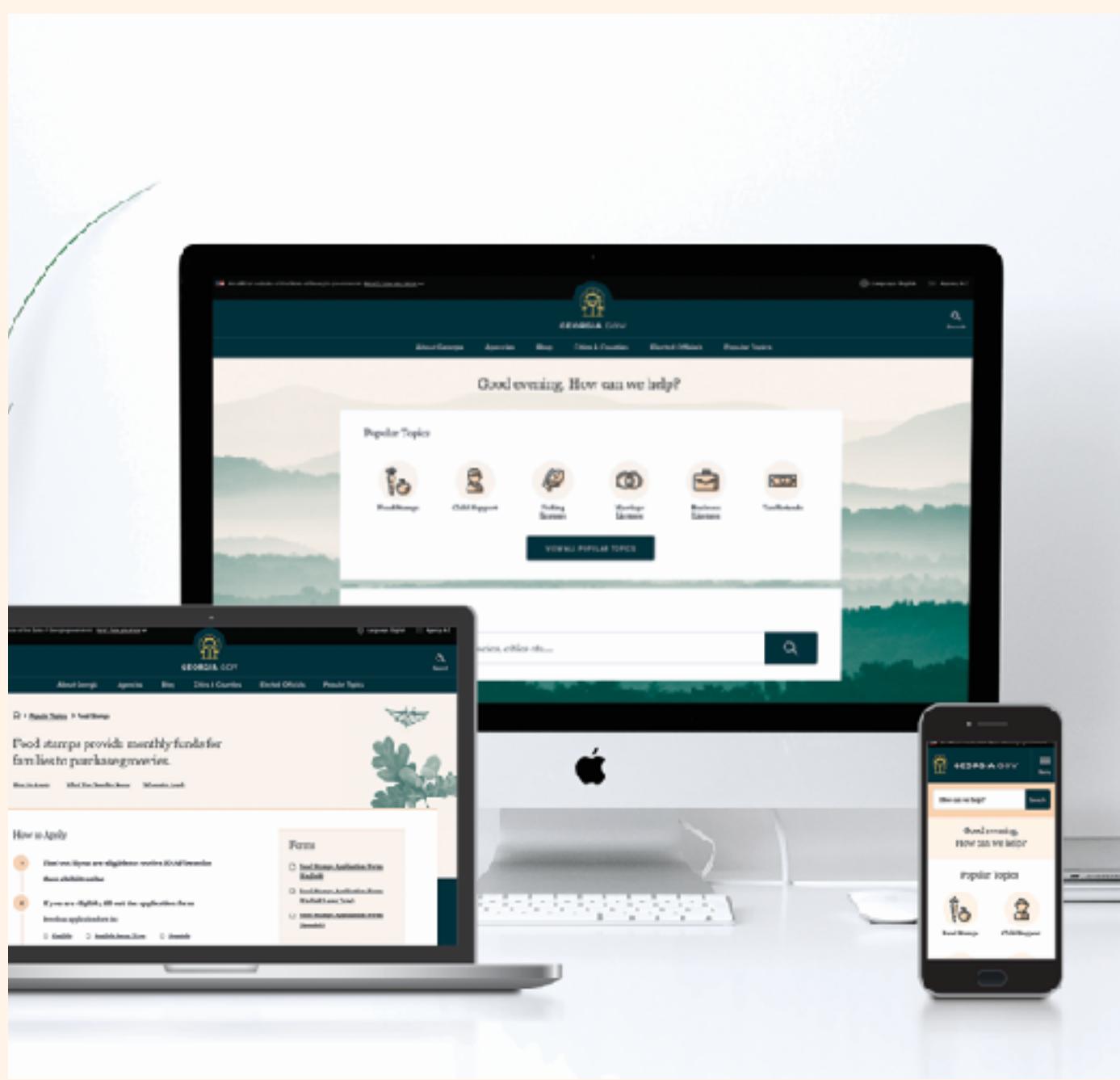
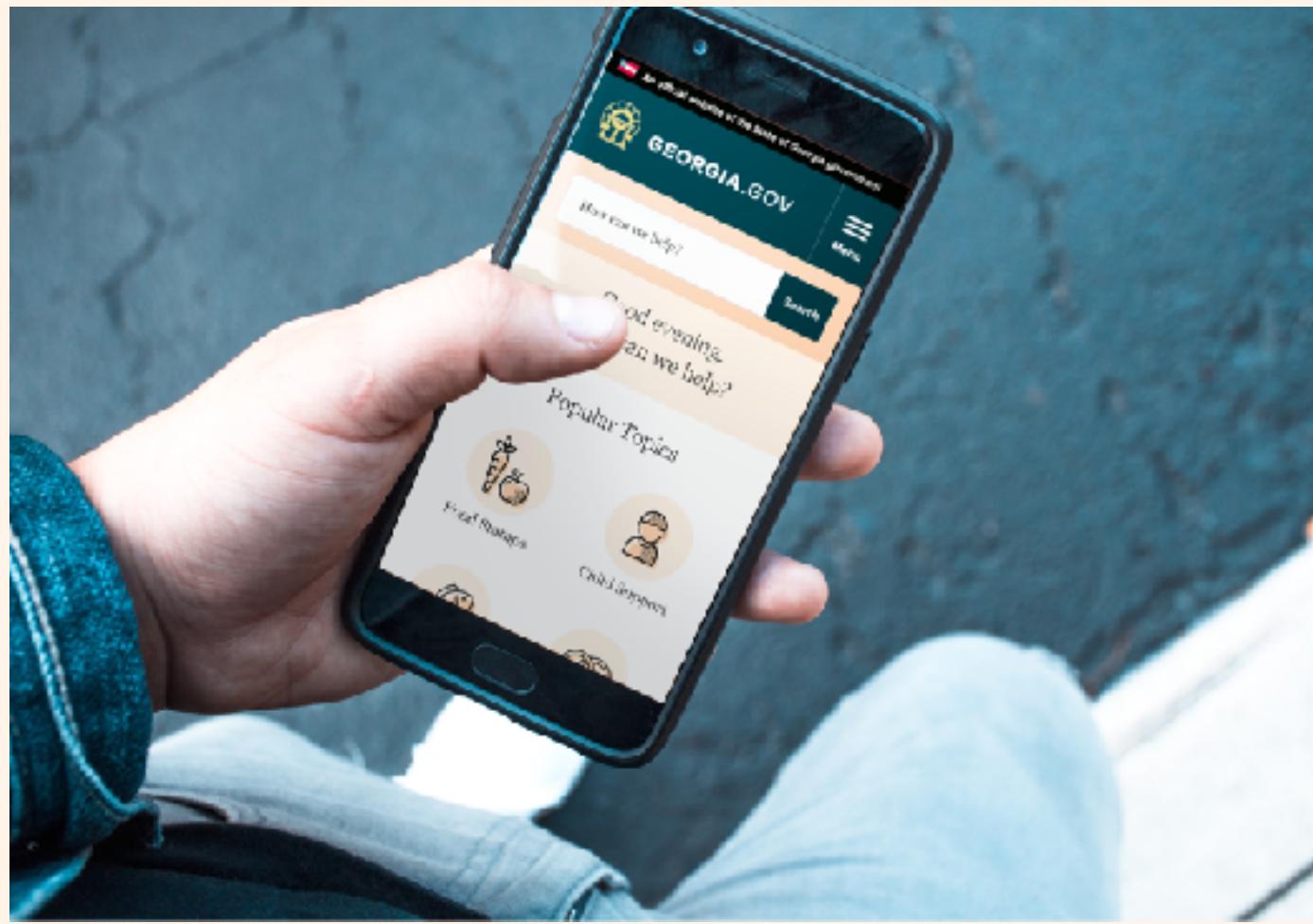


Becoming a Lawful Permanent Resident (Green Card Holder) Through a Job Offer

## 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

CONFIDENTIAL

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DSGa + IDEO

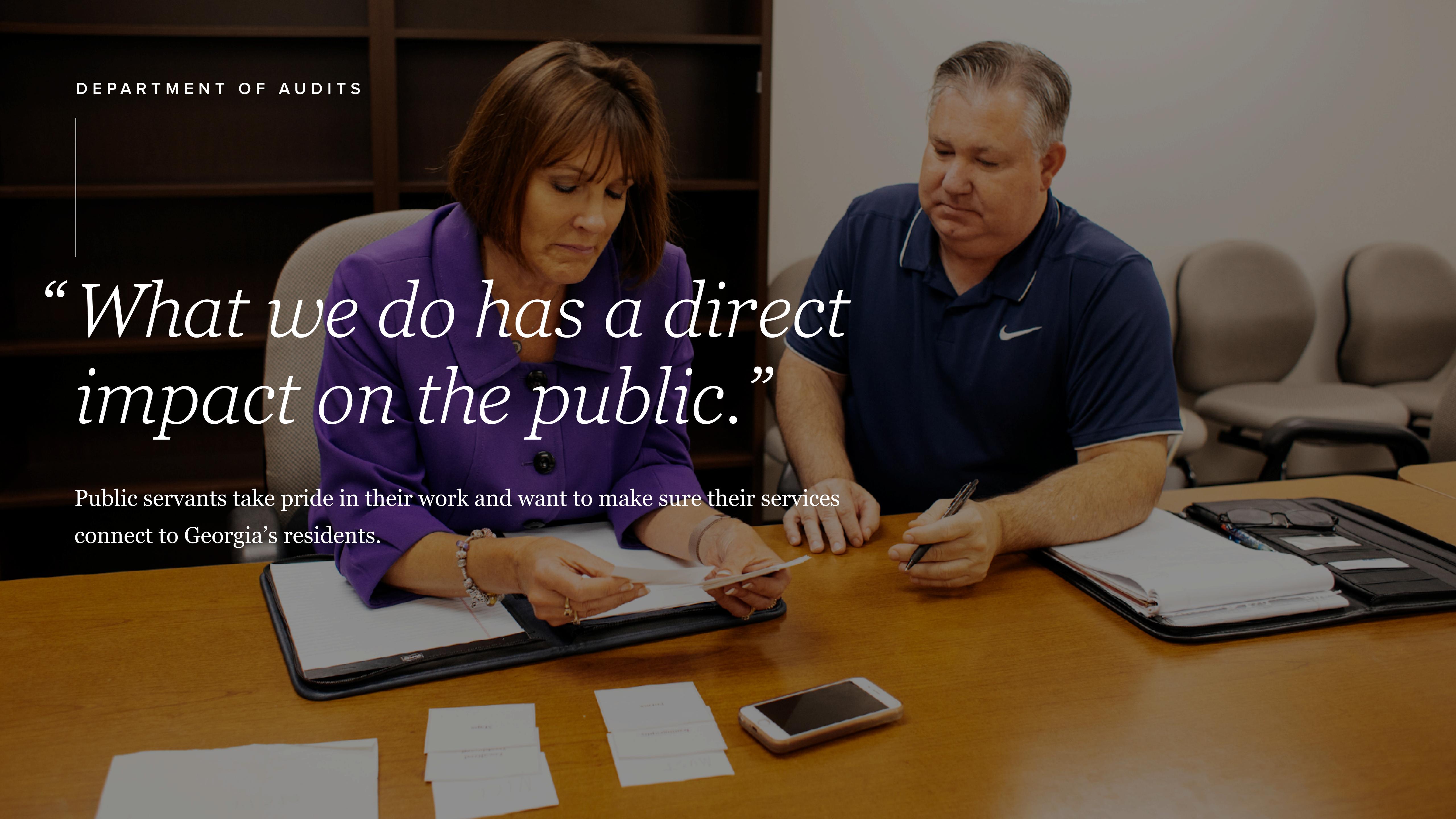
*“We need to be honest,  
approachable, and  
trustworthy.”*

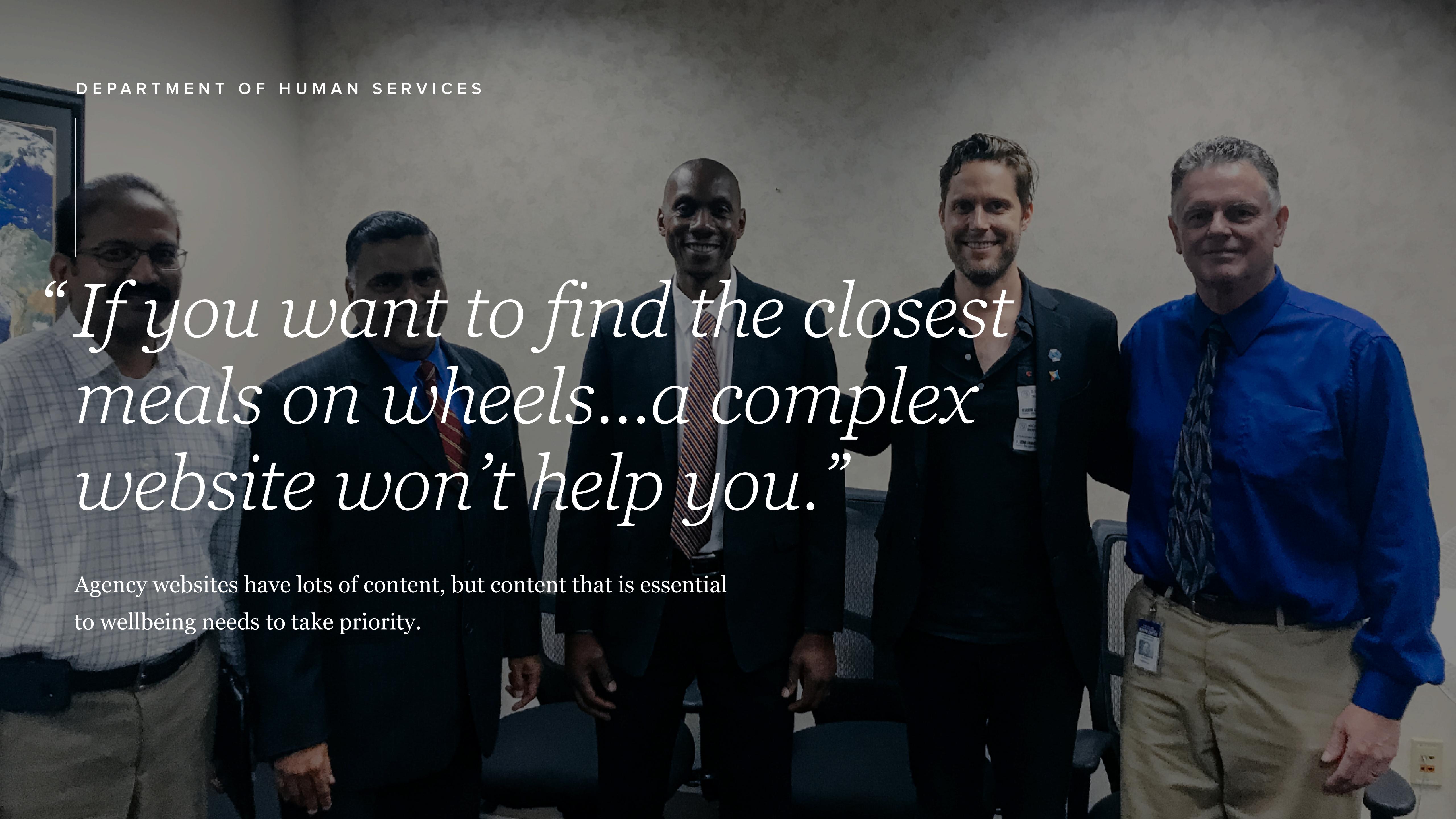
Balancing the perception of authority with  
a friendly experience is essential.



*“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.





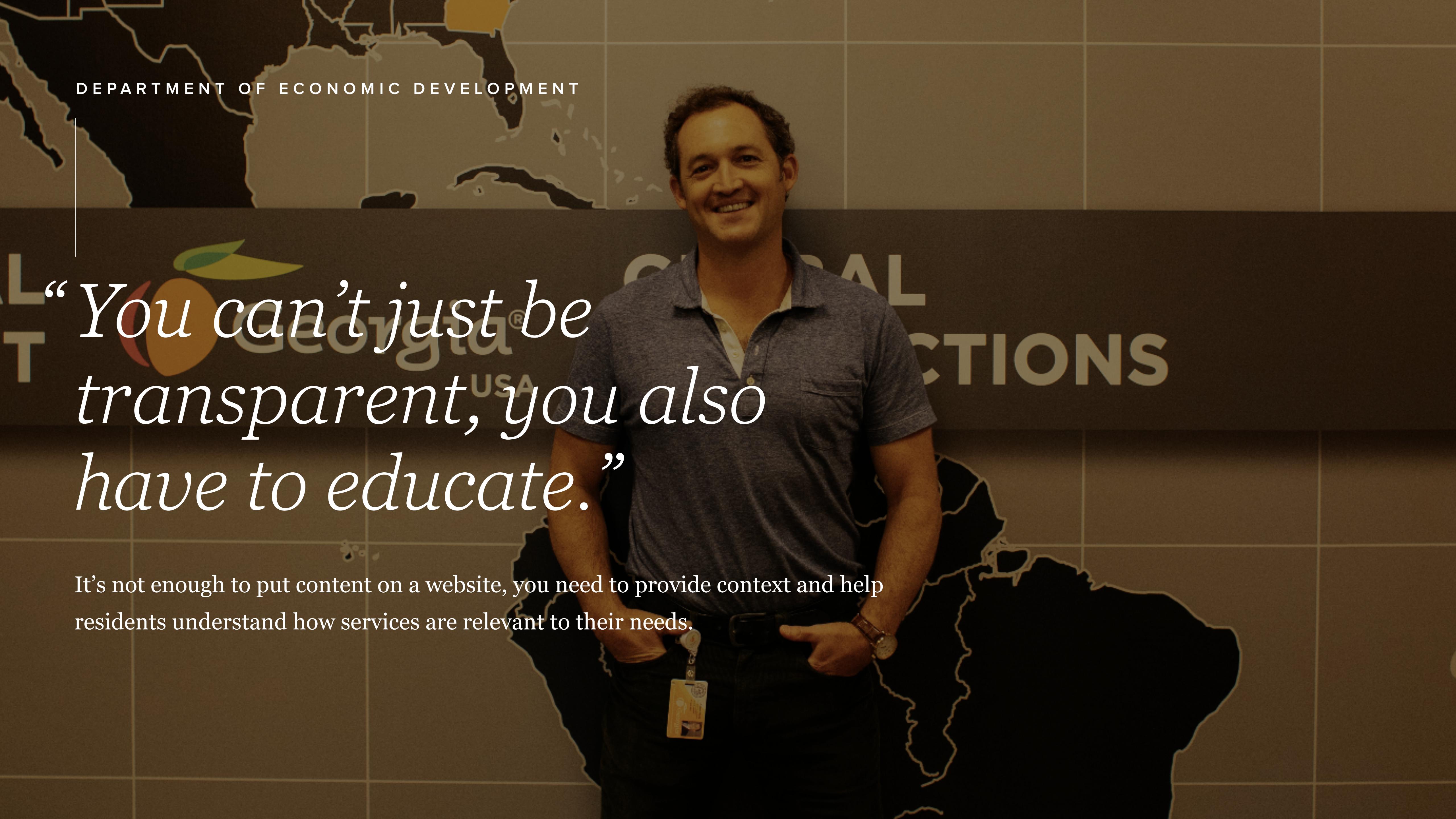
*“If you want to find the closest meals on wheels...a complex website won’t help you.”*

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

A photograph of a woman with blonde hair, smiling. She is wearing a sleeveless, floral-print top. The background shows an interior room with a white wall and a dark wooden door.

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

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



**L+** Georgia USA **GLOBAL  
EXCECTIONS**

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

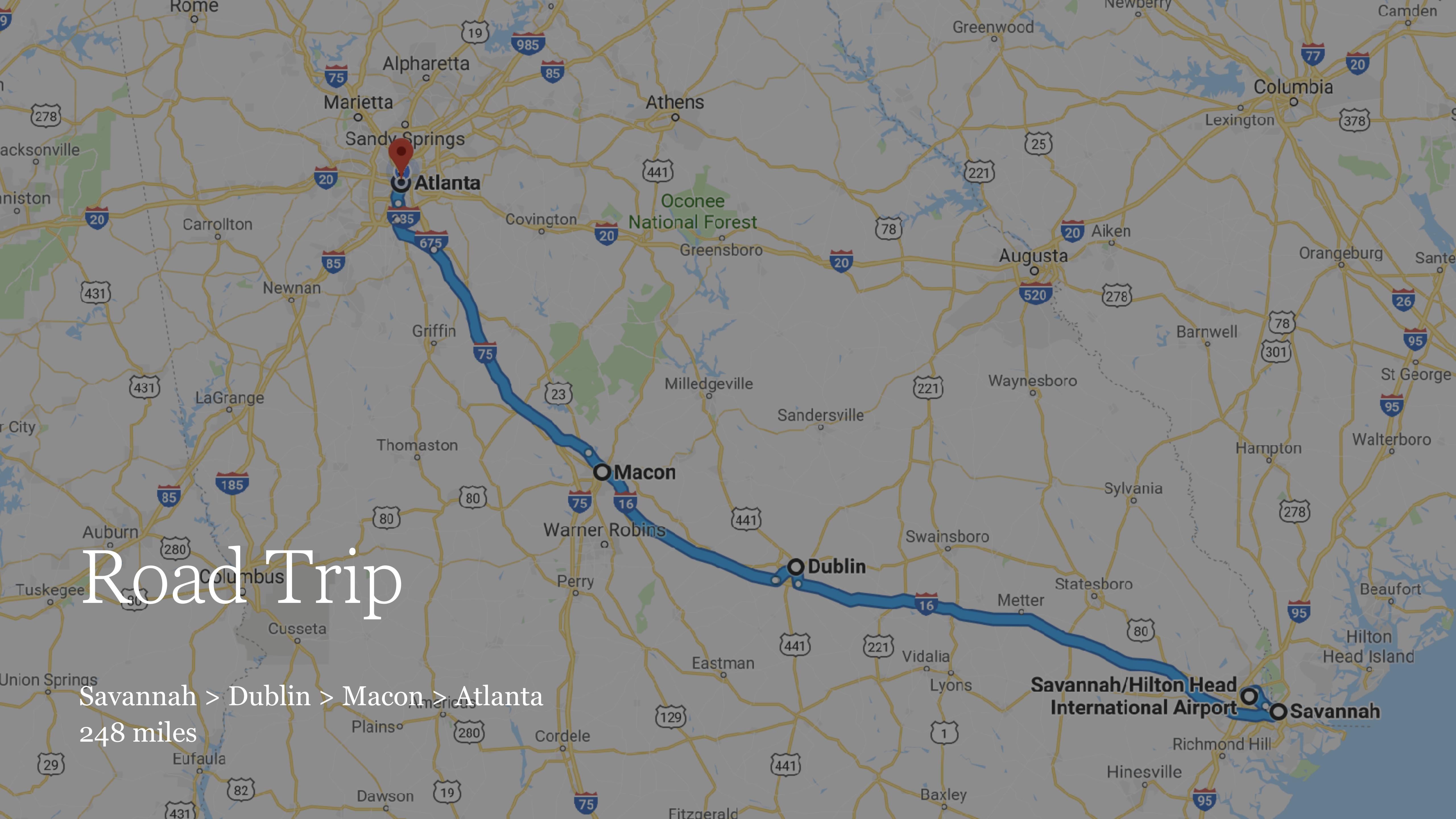
It's not enough to put content on a website, you need to provide context and help residents understand how services are relevant to their needs.

WHO WE TALKED TO

# Residents

# Road Trip

Savannah > Dublin > Macon > Atlanta  
248 miles



## WHO WE TALKED TO

## Social Workers Civically Engaged

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

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

## Critical Service Recipients Repeat Users

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

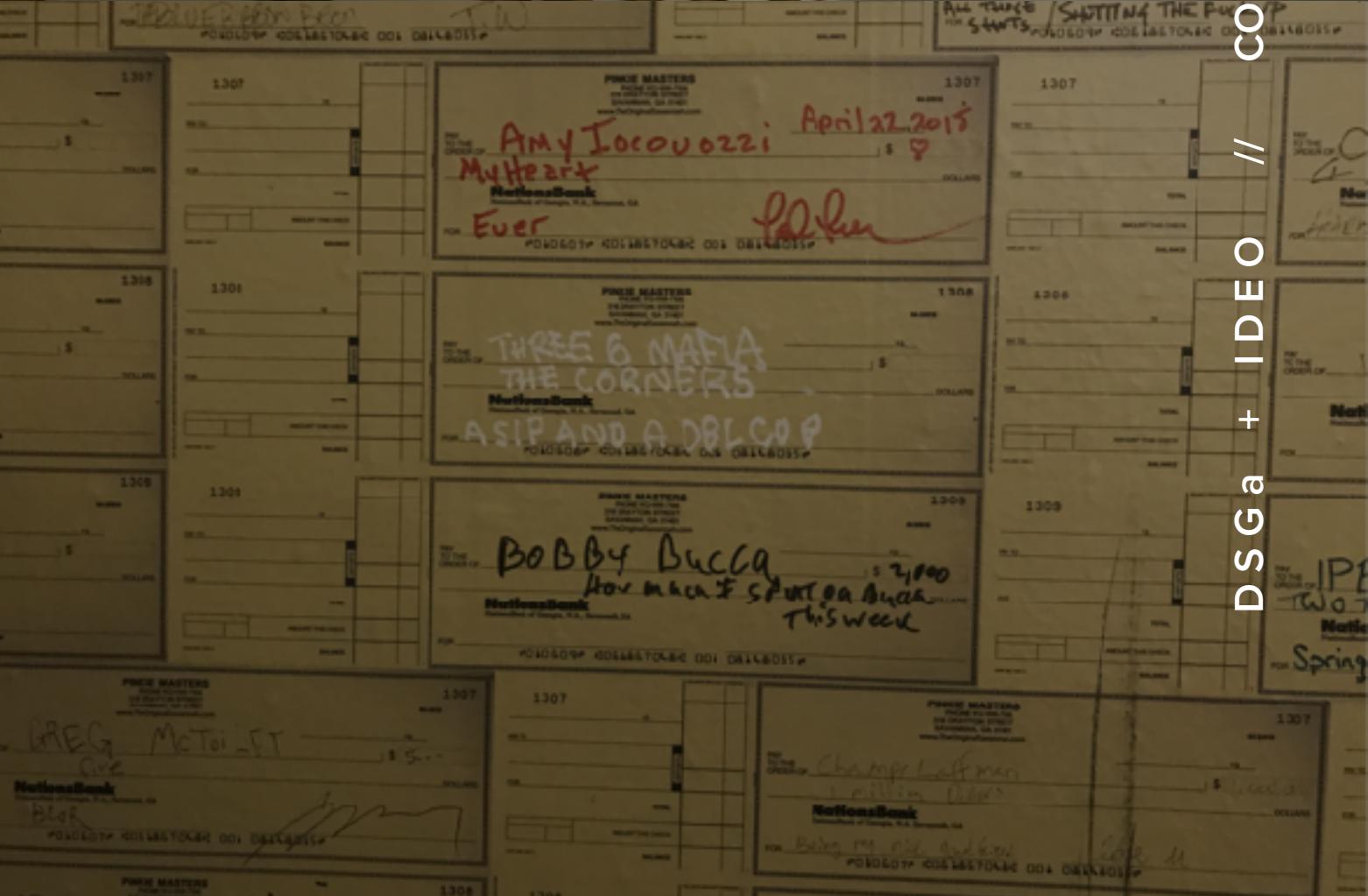
Annual visits to State agency websites to renew a license or file taxes.

## Leadership at State Agencies

Defining the digital strategy at their agency



Happy  
Enough!



# Group Discussion @ SCAD

6 participants, civically engaged



**Etchells 42**  
**Heritage**

EXAMPLE: GEORGIA PORTFOLIO

EXAMPLE: AGENCY HOMEPAGE

**Etchells 42**  
**Heart**

EXAMPLE: GEORGIA PORTFOLIO

EXAMPLE: AGENCY HOMEPAGE

**Etchells 42**  
**Order**

EXAMPLE: GEORGIA PORTFOLIO

EXAMPLE: AGENCY HOMEPAGE

**Etchells 42**  
**Progress**

EXAMPLE: GEORGIA PORTFOLIO

EXAMPLE: AGENCY HOMEPAGE

**Etchells 42**  
**Vision**

EXAMPLE: GEORGIA PORTFOLIO

EXAMPLE: AGENCY HOMEPAGE

## Sacrificial Concepts



INTERVIEW

# Cally & Monica

Receives Disability & Food Stamps

D S G a + I D E O // C O N F I D E N T I A L

# Macon / Dublin



INTERVIEW

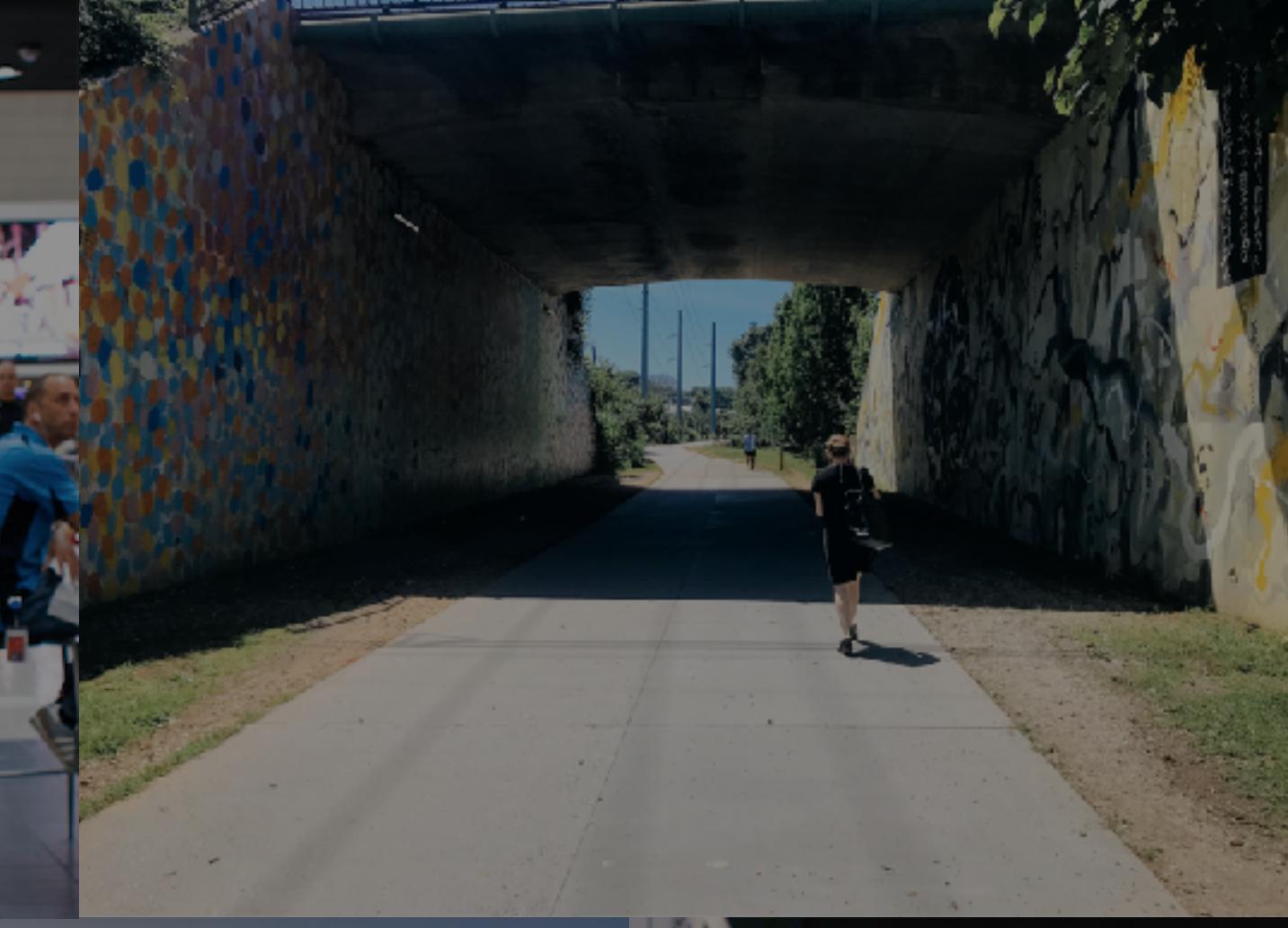
# Historic Macon Foundation

Downtown Macon  
5 Employees



DSSG a + VIDEO // CONFIDENTIAL

# Atlanta



INTERVIEW

# Emmaus House

NGO: Peoplestown, Atlanta  
4 employees, 1 community member



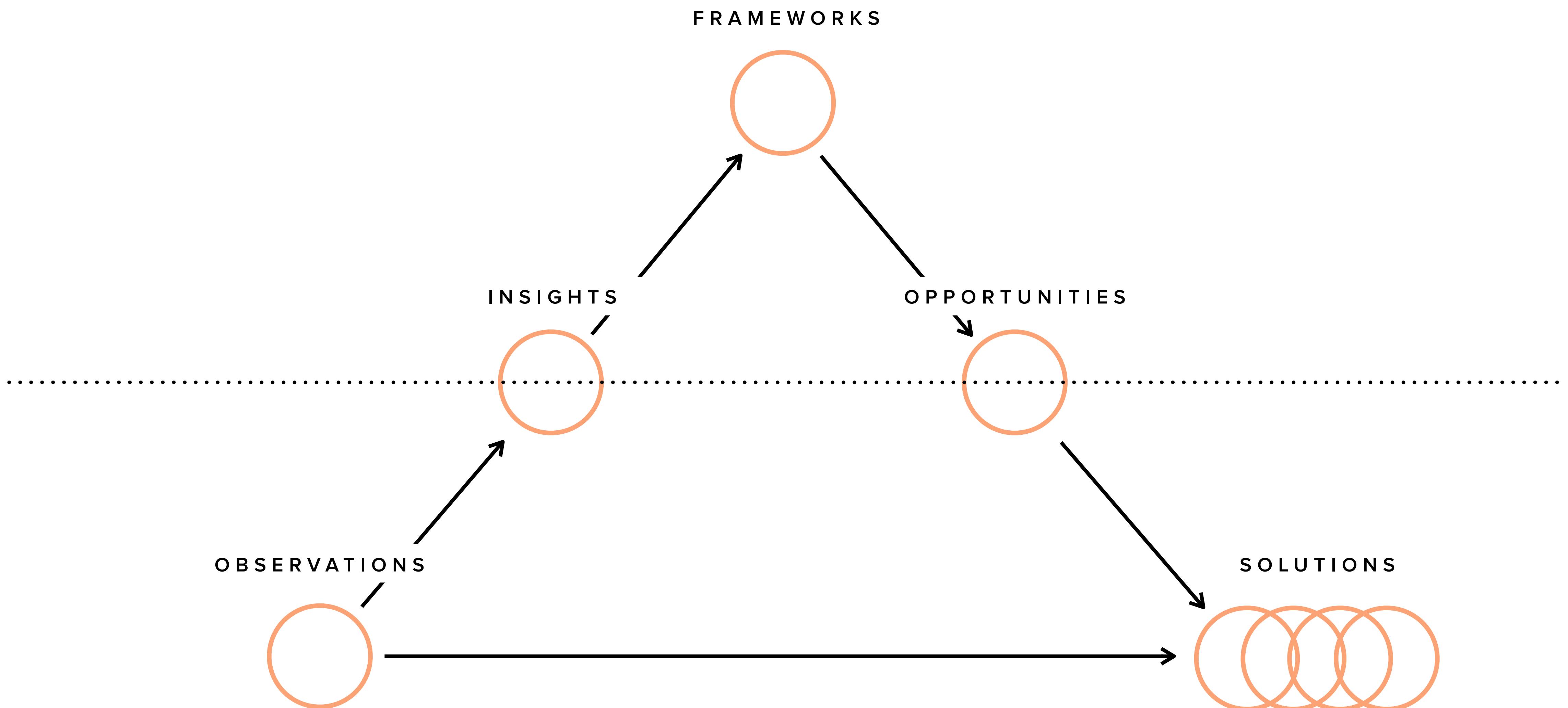
WHINE & DINE

# Ponce City Market

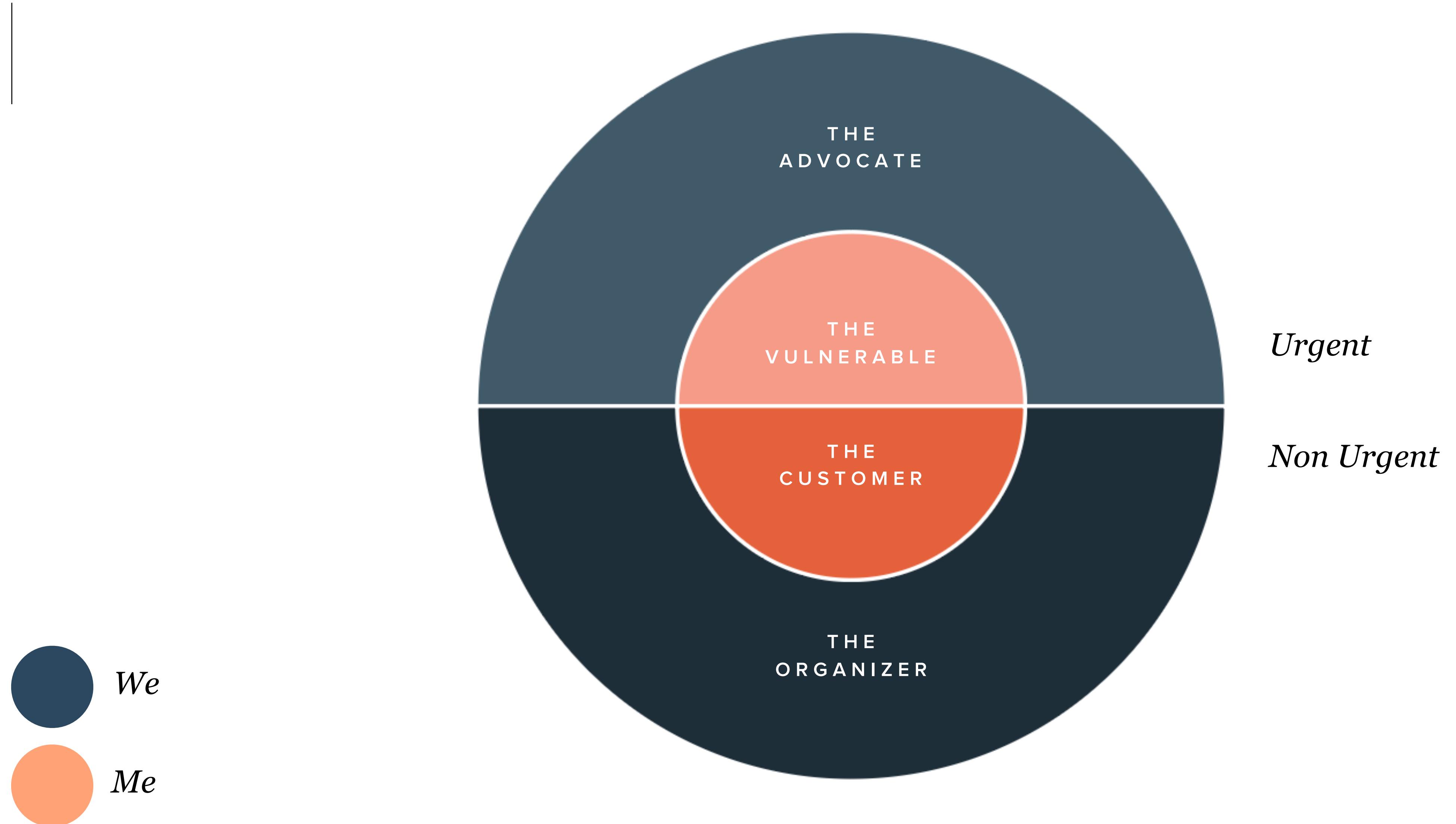
6 participants, entrepreneurs / small business  
Native Georgians & New Arrivals



## ABOUT IDEO



## USER FRAMEWORK



# USER FRAMEWORK

USER ARCHETYPES

# The Customer

Optimistic yet skeptical

Steve is 32, owns 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 Takeaway  
A friendly, approachable person with a New Orleans accent. He is a member of a neighborhood association and a driver.

Key Takeaway  
A straightforward, no-nonsense person who is skeptical of digital government. He is a driver and a member of a neighborhood association.

GOVERNMENT AGENT

"We just got in the car and the driver says the payment is right."

"I'm the guy you meet with. I'm here with some agency to discuss the things I'm doing, and I'm here to support, I'm here to make sure everything's accessible, difficult, there's nothing impossible."

"I'm a right-hand person. I'm here to help you with your application. It's really difficult. Looking for information is not easy. Information just to get to the next step is really, really hard, and when you call and you ask, they're not really going to tell you what you need."

"I'm here to show the place, less really."

"I struggle with when I need to go to a physical office and I have places all mixed. The places are different, like business. The response... 'You don't need to think.'"

"I work and run errands. On the weekends I go to the beach or the park. I like being outside. When I'm home I'm a mom."

GOVERNMENT OFFICE STAFF

"I'm an office employee and I work without a break for my work."

"Most of the government work seems like it's for the benefit of the people, but I'm not sure if it's for the people or for me."

"I'm a government employee. I'm here to help people. I'm here to help people."

"It's a normal and schedule position. This is what I do."

"I'm a government employee. I'm here to help people."

"It's just that sometimes it's hard to determine what our job is about."

"I work in the government office and I work on a team."

"Most of the time, I work with other people, but I'm not sure if it's for the people or for me."

"I work really hard."

"I work in government. I work for the state. I work for the state government. I work for the state government."

"I work in government. I work for the state government. I work for the state government."

"I work in government. I work for the state government."

"I work in government. I work for the state government. I work for the state government."

"I like the interaction with people. I like the interaction with people. I like the interaction with people."

"I work in government. I work for the state government. I work for the state government."

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USER ARCHETYPES

# The Advocate

Resourceful yet volatile

TARA IS 41 AND WORKS AS THE PROGRAMS manager for intensive case programs at a non-profit in Atlanta that connects low-income individuals to financial and educational resources that can guide them to economic self-sufficiency. In her role, Tara guides clients towards resources offered by the State of Georgia and helps them navigate the process of applying for and receiving services. As an intermediary between low-income residents and the State of Georgia, Tara has considerable experience interacting with the State. What stands out the most is that clients often experience delays in getting responses about their applications for services. Through her experience, Tara knows that it is important to be patient when working with government. She acknowledges that State workers are stretched thin, so advises clients to do what they can to help move the process along. To this end, Tara has developed a series of workarounds that make the process a little bit easier for everyone involved.

KEY CHARACTERISTICS

- Interested in connecting with human services and government
- Works to find ways to

KEY NEEDS

- Gets her questions and related referrals quickly to resolve issues
- Doesn't feel like programs are available
- Wants the information she needs
- Wants to be able to represent themselves

GOALS FOR THE DAY

“There are clients who are experiencing a following phenomena in a certain amount of time and supporting our team with the timelines and the aftermath of the processes [needs to be improved].”

“New clients are encouraged to go through the process to be successful.”

“I think the best way [clients] approach a process is to never give up. Don't give up on a certain program, don't give up on a certain person, make sure that you have an open mind to what something [else] through the process... and if you don't hear back, then acknowledge it's a little more difficult to approach a response.”

“Everyone has a different [way] of approaching and managing and [communicating] their [processes] to be able to communicate what [clients] are going to... providing as much information as possible [including] a description with the [process].”

“Google and Apple are all integrated, [clients] are [able to] provide a different document for different companies.”

INTERVIEW QUOTES FROM THE DAY

**Helen**  
Executive Director, *Project Homeless Connect*

Helen finds that her job is “kind of like a juggling act” because she has to “keep [clients] from falling through the cracks.”

“I have approached my organization for help [because] I’m not [the] only one [affected].”

**Anthony**, 49  
Atlanta, GA  
Manager of Social Services

Anthony provides guidance to clients on navigating public programs.

“I bring people in here [and] give them a lot of stuff, so that [clients] can [have] the [resources] to [get] them out of [the] system.”

“It takes a lot of [effort] to [keep] [clients] from falling through the cracks.”

**Shantae**, 49  
Atlanta, GA  
Manager

Shantae is “constantly [dealing] with [clients] who are [struggling].”

“A lot [of] times [clients] are [struggling] with [their] mental health.”

USER ARCHETYPES

# The Organizer

**Proactive yet frustrated**

MAX, 40, IS THE EXECUTIVE DIRECTOR of an organization that works to save historic buildings through neighborhood revitalization efforts and connecting developers to federal and state tax incentive programs. When he came to Macon in 2014, he was astounded by all the work that was happening there, as well as the community and the people. With a focus on the preservation of historic buildings, his work involves a great deal of paperwork and back and forth conversations with state agencies. Max also describes his interactions with government as not for the faint of heart. He finds that the information his organization needs is not available on the websites and that he is often required to call state agencies.

## REPRESENTATIVE

- Proactive interactions with multiple agencies with lots of paper work
- Wants to be informed to avoid or minimize errors in processes
- Likes to be fully apprised of what's happening in their community

## KEY WORDS

- Max calls himself "the Macon Maestro" because of his passion and energy.
- "People are good, people are nice, people are nice."
- "People are nice, people are nice."

## INTERVIEW QUOTES

"I think the main part of my job is to connect the business world here because there is so much opportunity through the startup process. They're over a pretty sizeable budget, maintaining the film industry but we're also really seeing that in Macon as much as overall."

"We're really focused on neighborhood... especially in immigrant communities, but they don't believe in it."

"There's lots of local... people's energy to live back in the present and continue."

"There are tremendous in the community because a lot of them these days are engaged, either going to festivals... a different organization, maybe some education, either in equity, equality or... they're involved, you're looking for this... and here."

"Main influences of Macon and the start-ups of Macon."

## OTHER ORGANIZERS WE'VE TRAVELED TO:

Delta, 34  
Community Organizational Registration

"We're working on the city problems, what are the problems, what are the solutions for them?"

"We want to change, we want to improve, to be more... more... about a city."

"A lot of people, who live in Macon, think that we're not good enough, we're not good enough, we're not good enough."

"People think we're not good enough, some people do not want to come to Macon."

Kait, 35  
Executive Neighborhood Revitalization

"I want the government to bring whatever we, only the government can do, that's what they can do, that's what they can do."

"The government should be their customer's main concern, not their main worry, because the government does it."

"It's right, it's about the community, how can the government help them?"

Melinda, 39  
American Dream

"I want to develop and right things, that's what I want to do, and then I want to help in education, business."

"I am a traditional blue collar girl and community organizer, so I feel."

"A lot of the government does not care about the neighborhood, that's what I feel."

Quinton, 36  
American Dream

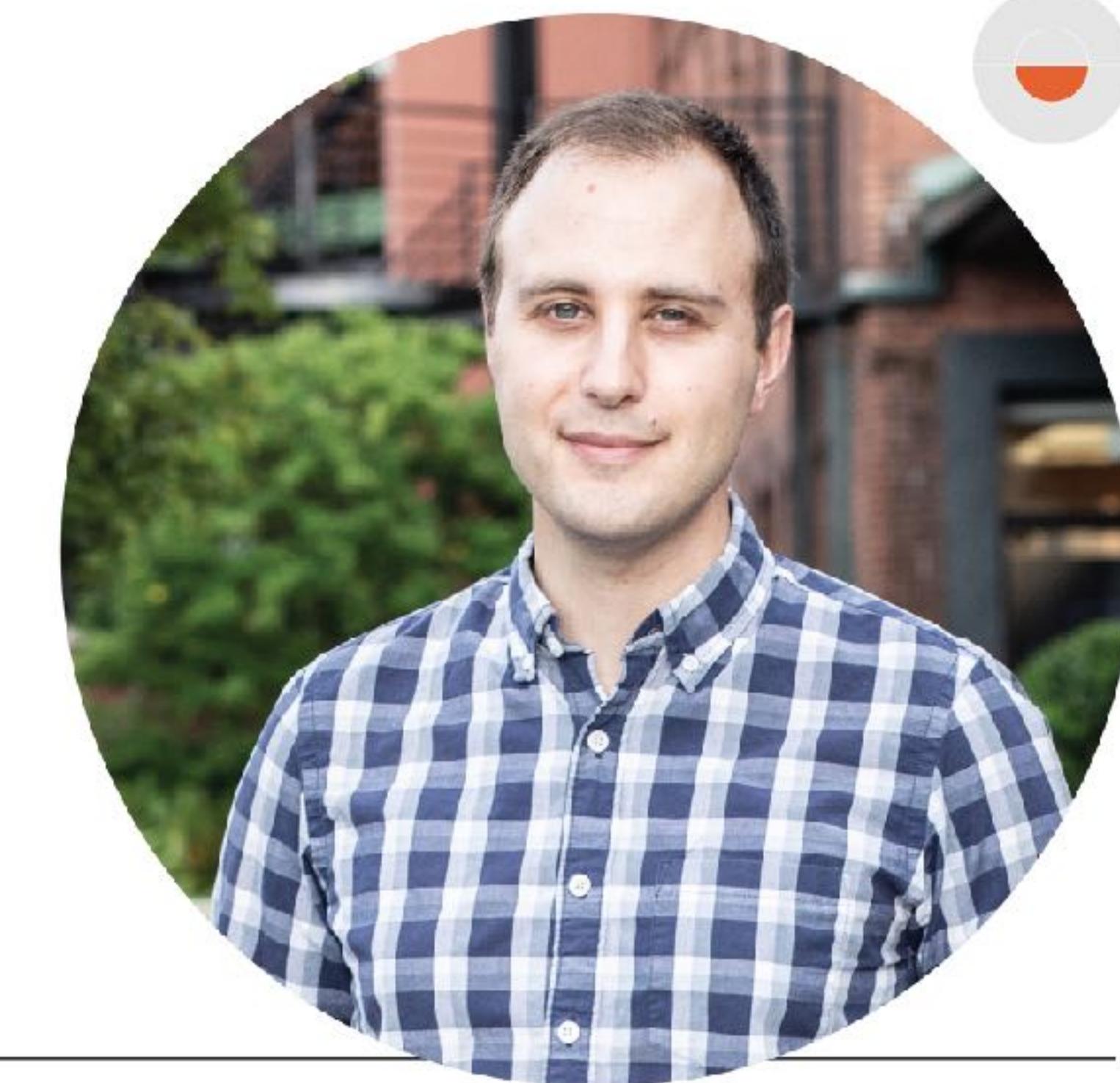
"That's why the people of Americana dream is so important to us."

"Community, the community, because it's a group of people with like-minded people, with a lot of vision."

## 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

01—

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## INSIGHT #3

# 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]."

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//  
DSG a + IDEO

## INSIGHT #4

# 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.”

## INSIGHT #6

# 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

A photograph of two women. The woman on the left is an older Black woman with short grey hair, wearing glasses and a pink t-shirt, looking down at a black smartphone she is holding. The woman on the right is a younger Black woman with long dark hair, wearing a yellow dress and a yellow and white striped shawl, standing behind the first woman. They appear to be outdoors in a park-like setting with greenery in the background.

WE ARE

Inclusive

A photograph of two young Black women in a park. The woman on the left is wearing a light pink tank top and has her arm around the woman on the right. The woman on the right is wearing a light blue and white striped tank top. They are both looking towards the camera with slight smiles. The background is a lush green park with a large tree on the right.

WE ARE

Empowering



WE ARE

Official



WE ARE

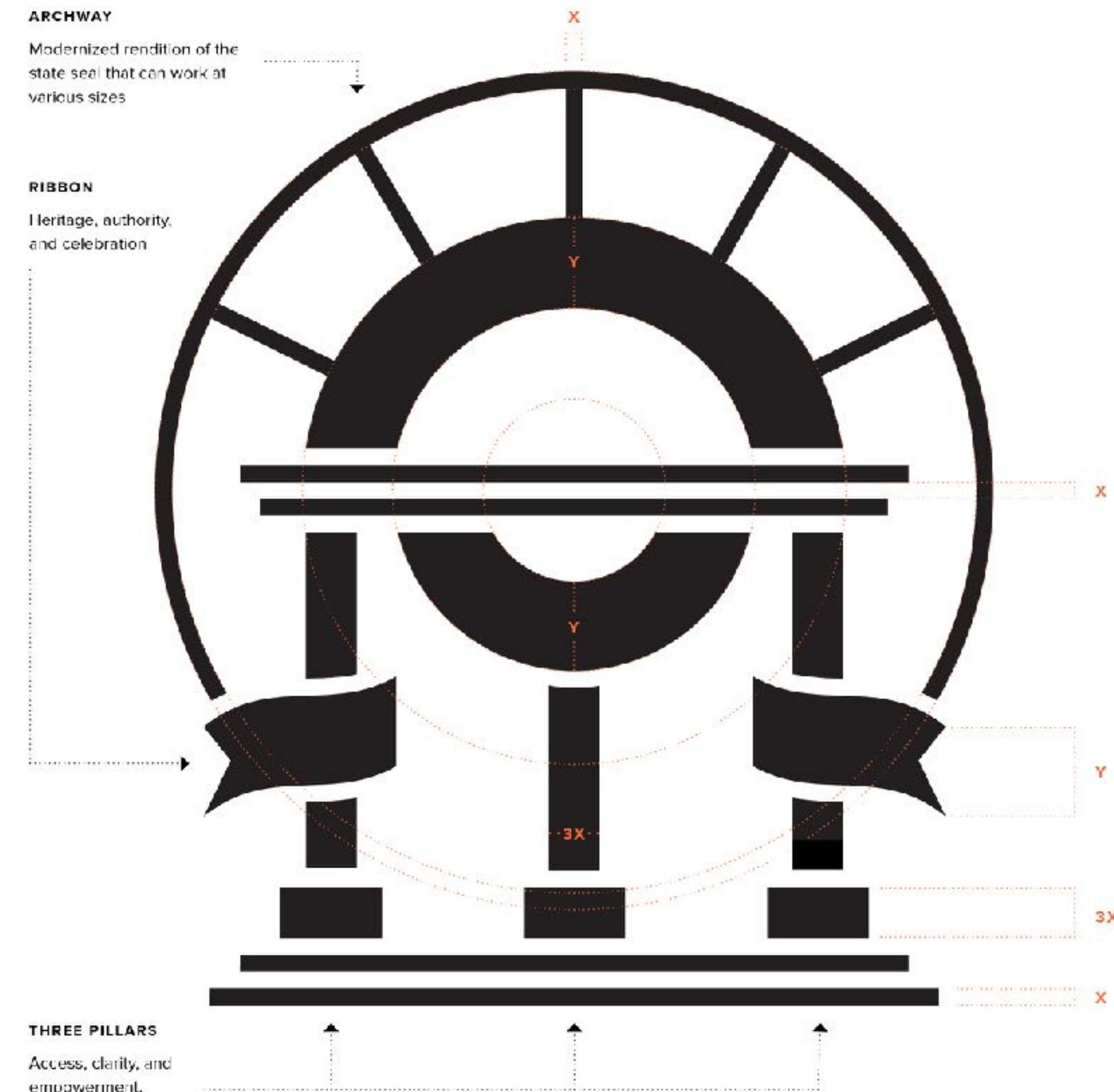
Charming

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.



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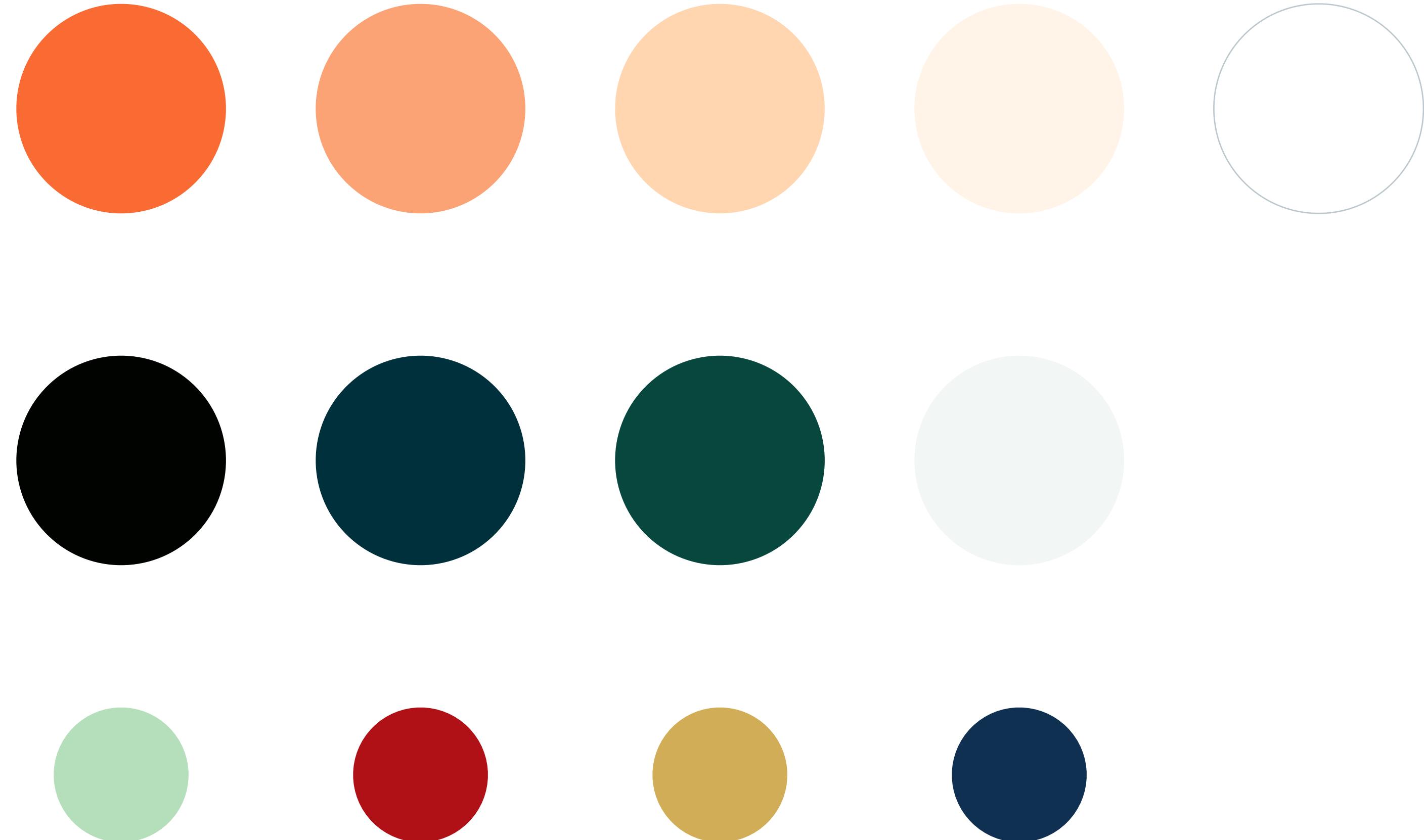
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## COLOR

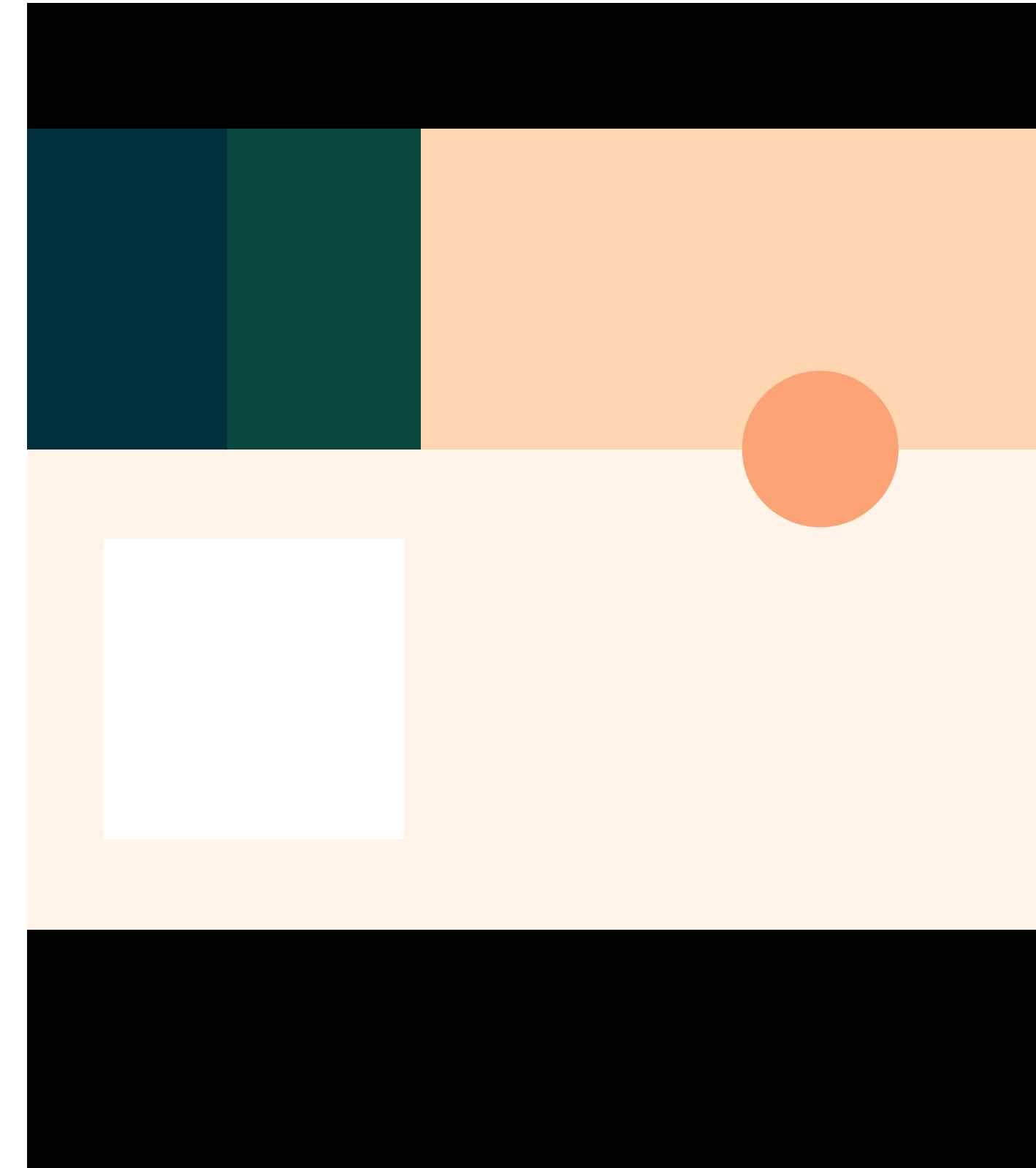
The Georgia.gov platform color palette is designed to be cohesive yet flexible; ownable yet timeless; confident yet warm.

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.

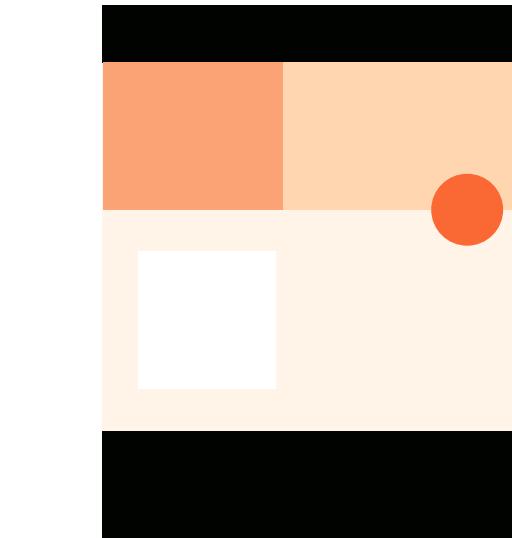


## COLOR PALETTES

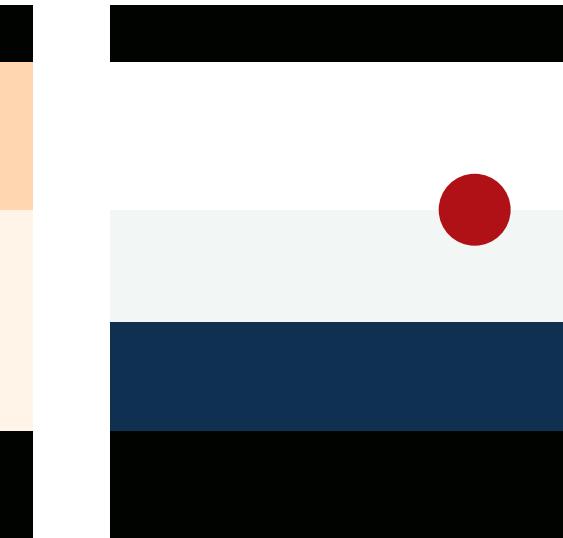
The color system extends to a variety of color palettes to empower agencies to choose tones that best fit their unique services.



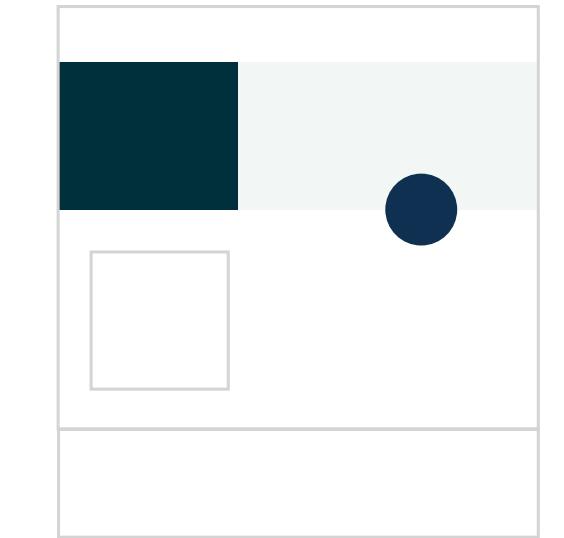
THE FOUNDATION



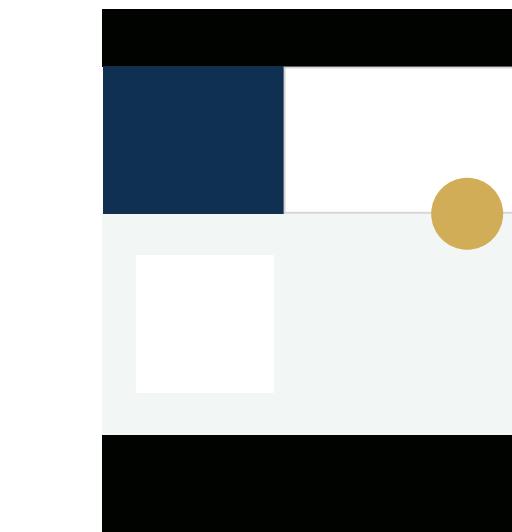
PEACHY KEEN



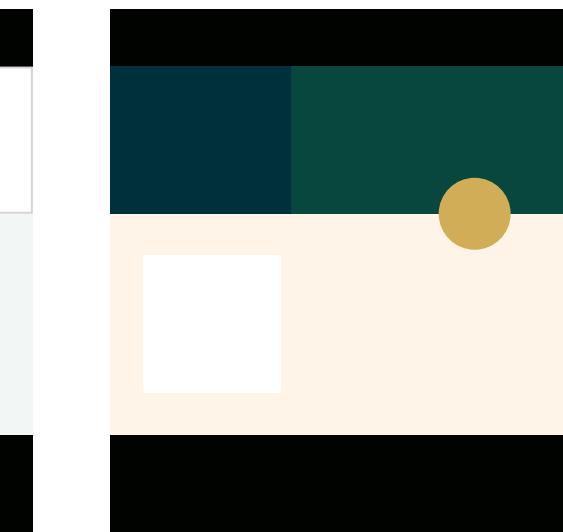
STARS AND STRIPES



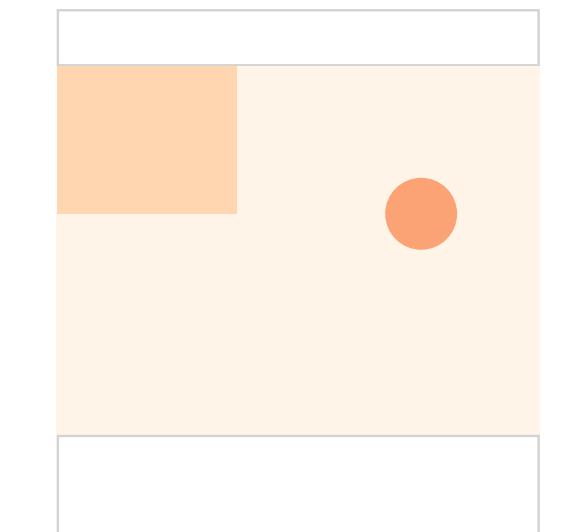
MINIMALIST



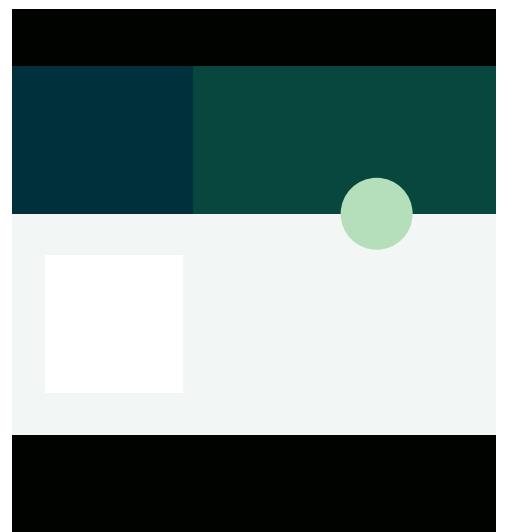
SIMPLE STATEHOUSE



STATE PARK



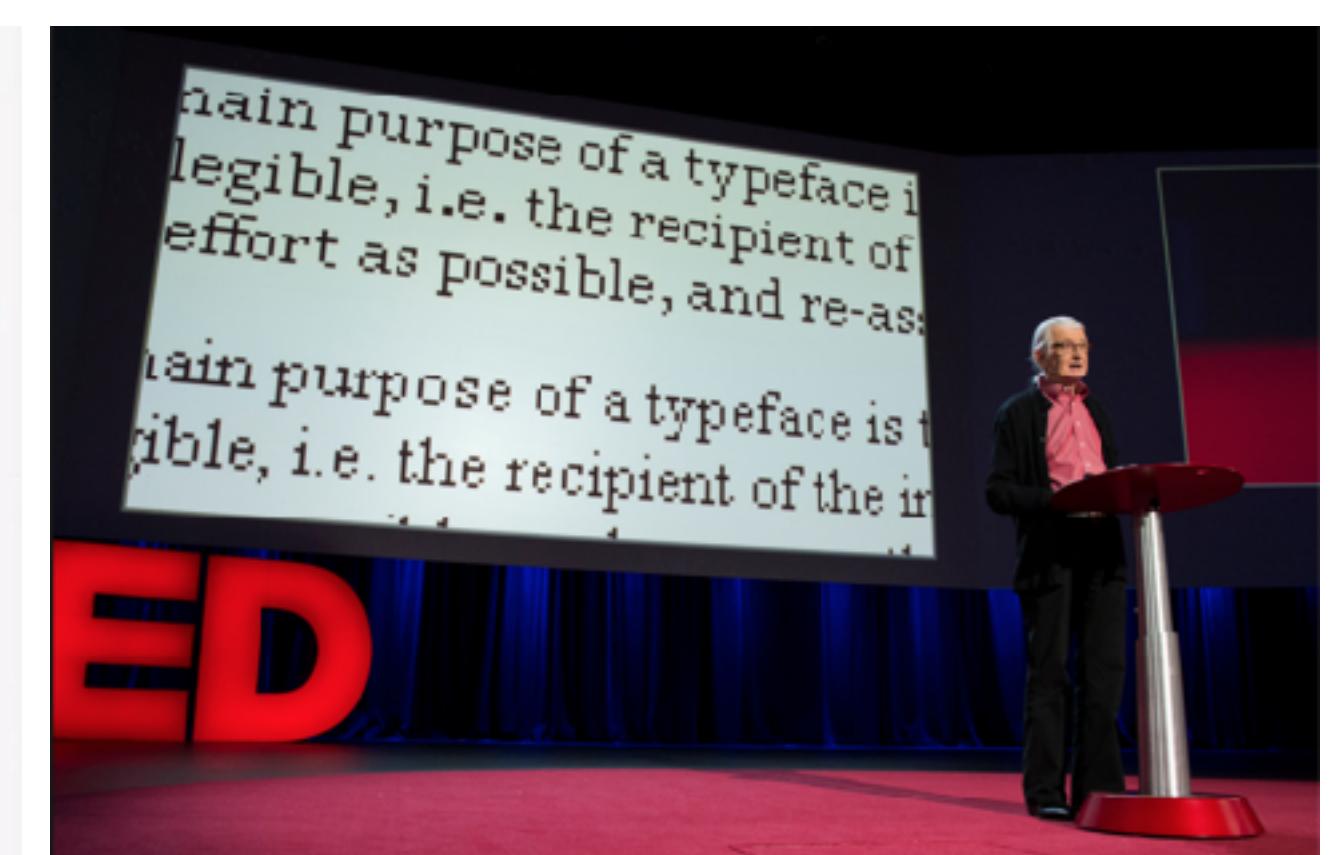
SOUTHERN MORNINGS



GEORGIA PINE

# A note on typography

# Matthew Carter



## TYPOGRAPHY

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

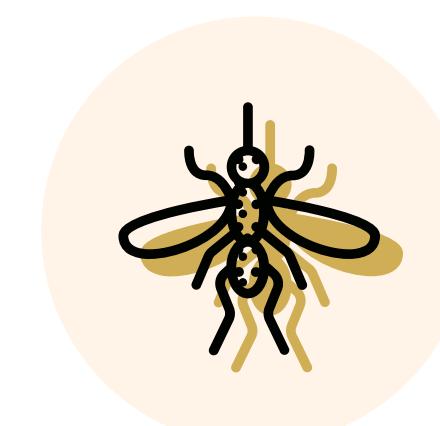
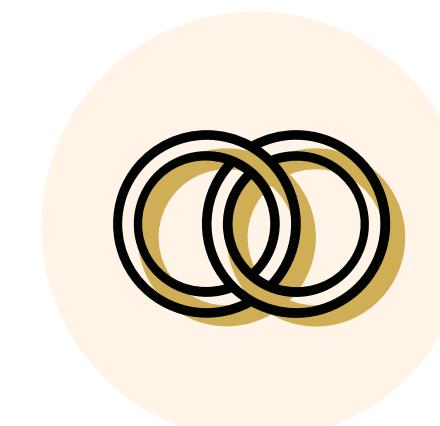
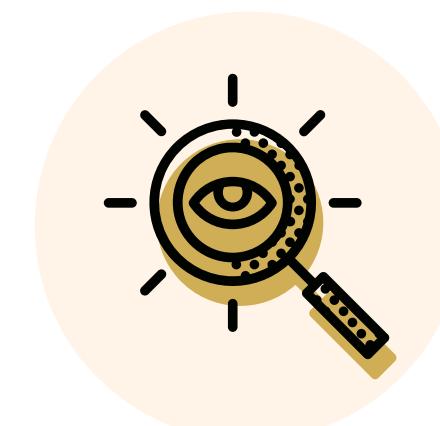
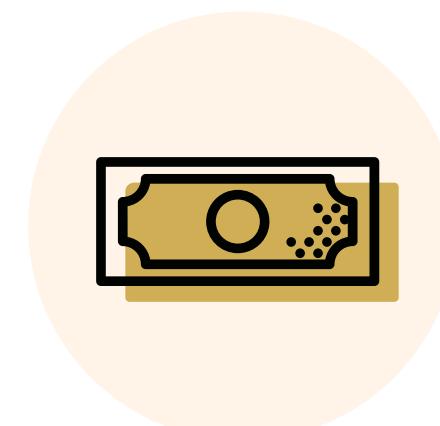
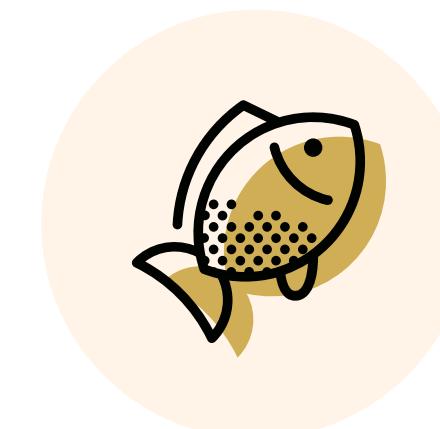
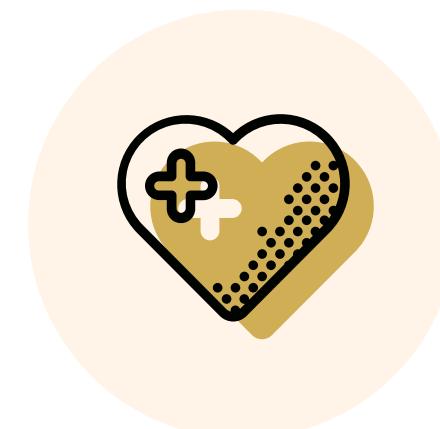
*The quick brown fox jumps over the lazy dog.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*

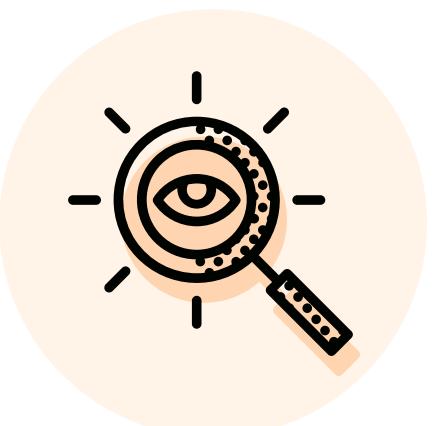
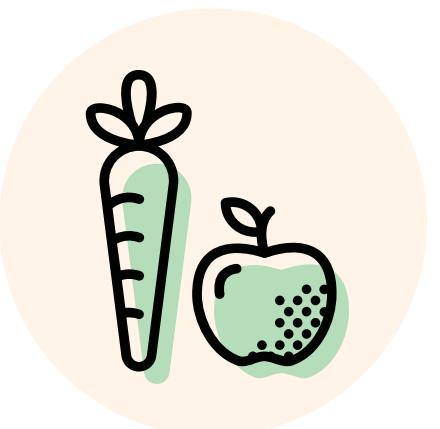
## SPOT ILLUSTRATIONS

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.

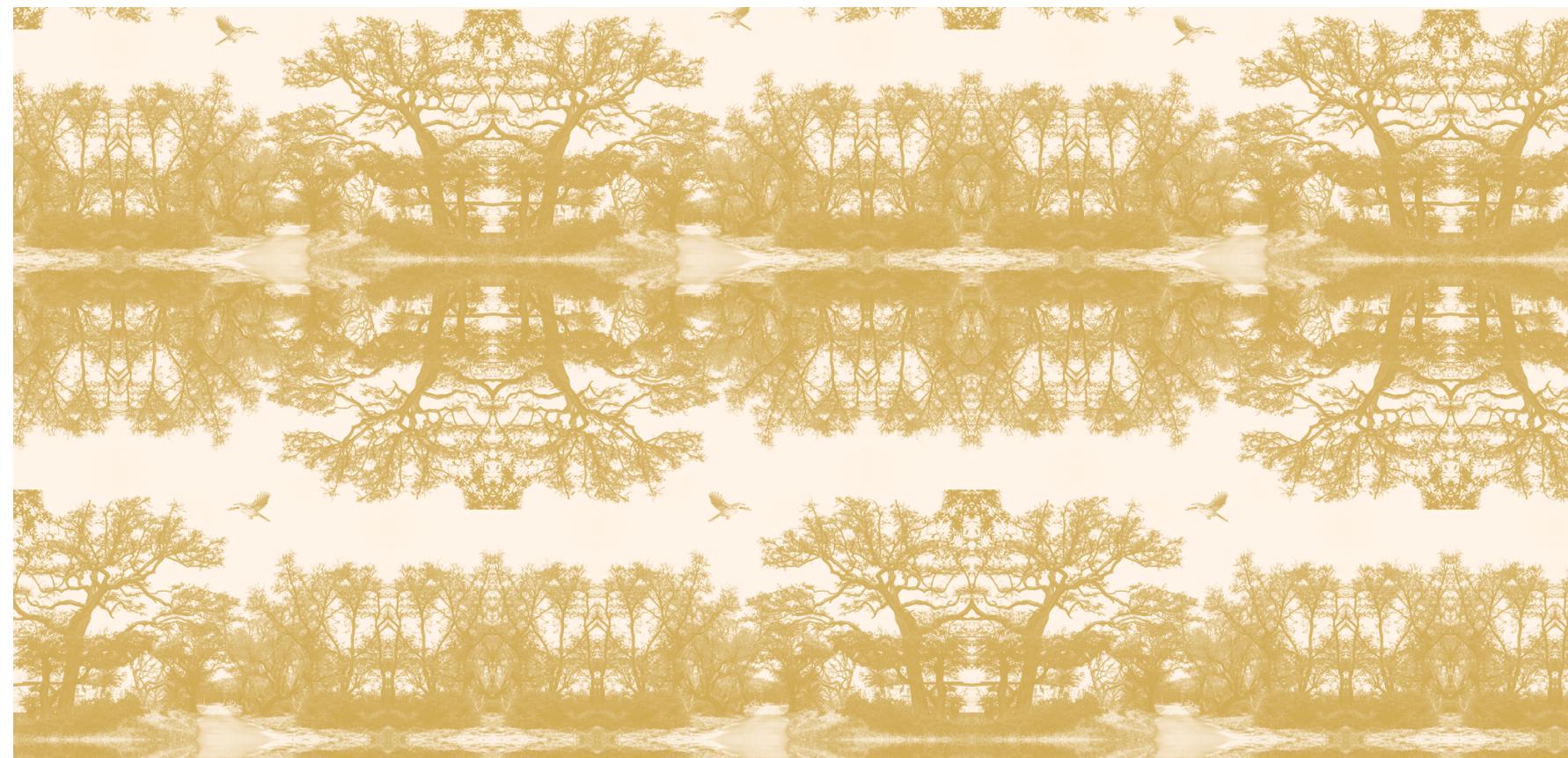


The “shadow” behind the illustrations should change according to the color theme of the page. The lines of the illustration should always be Soft Black.



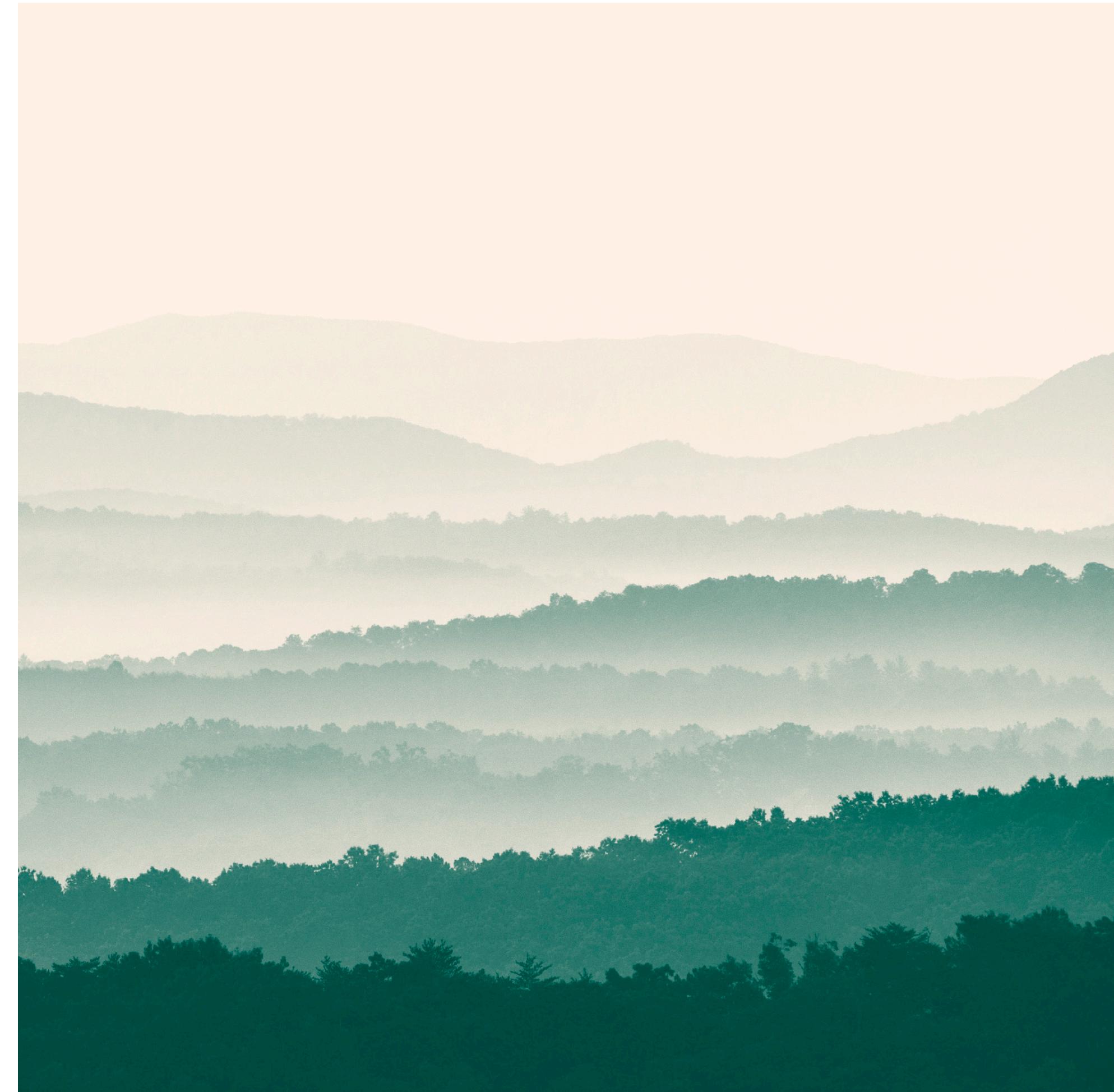
## PATTERNS

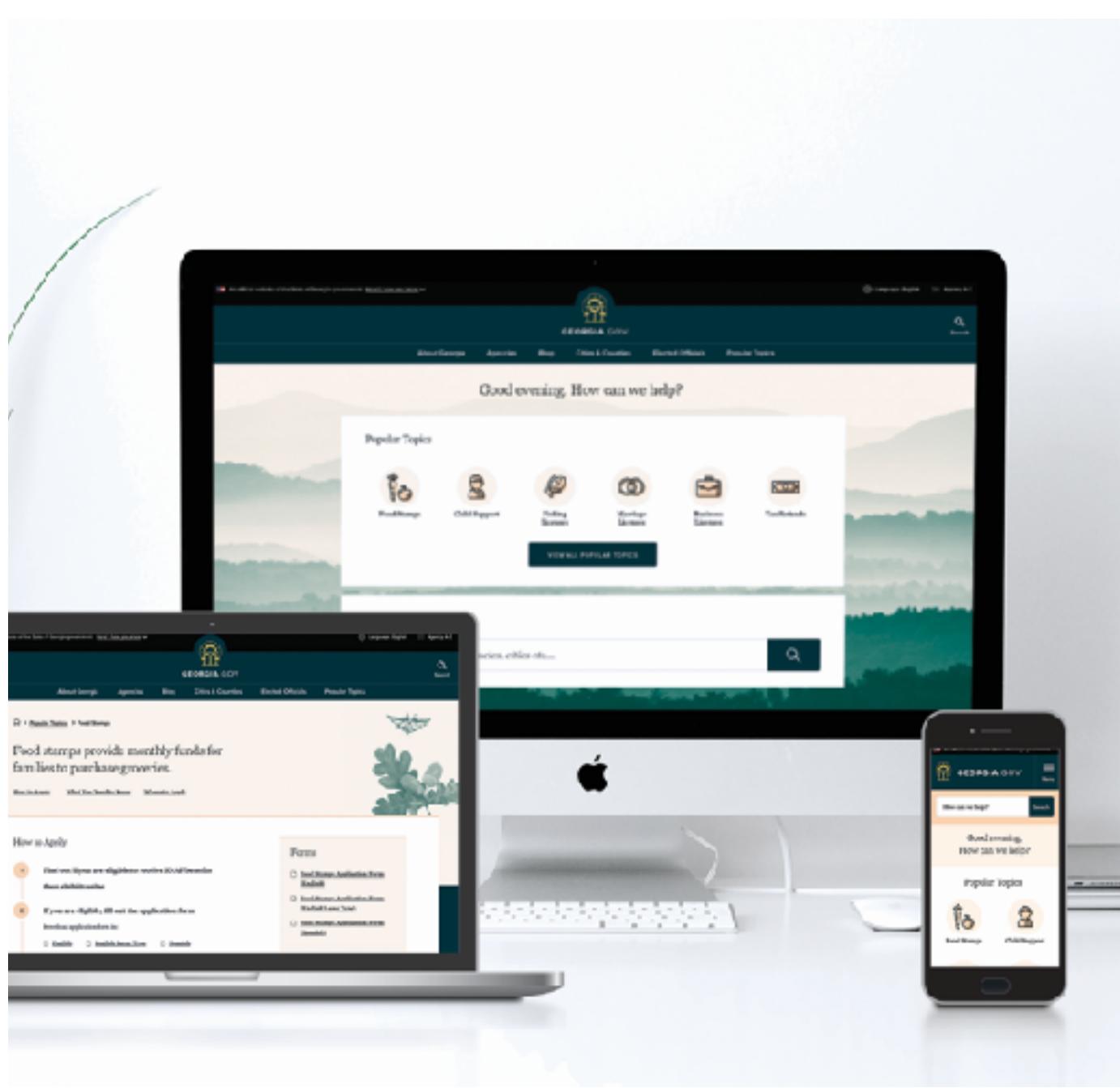
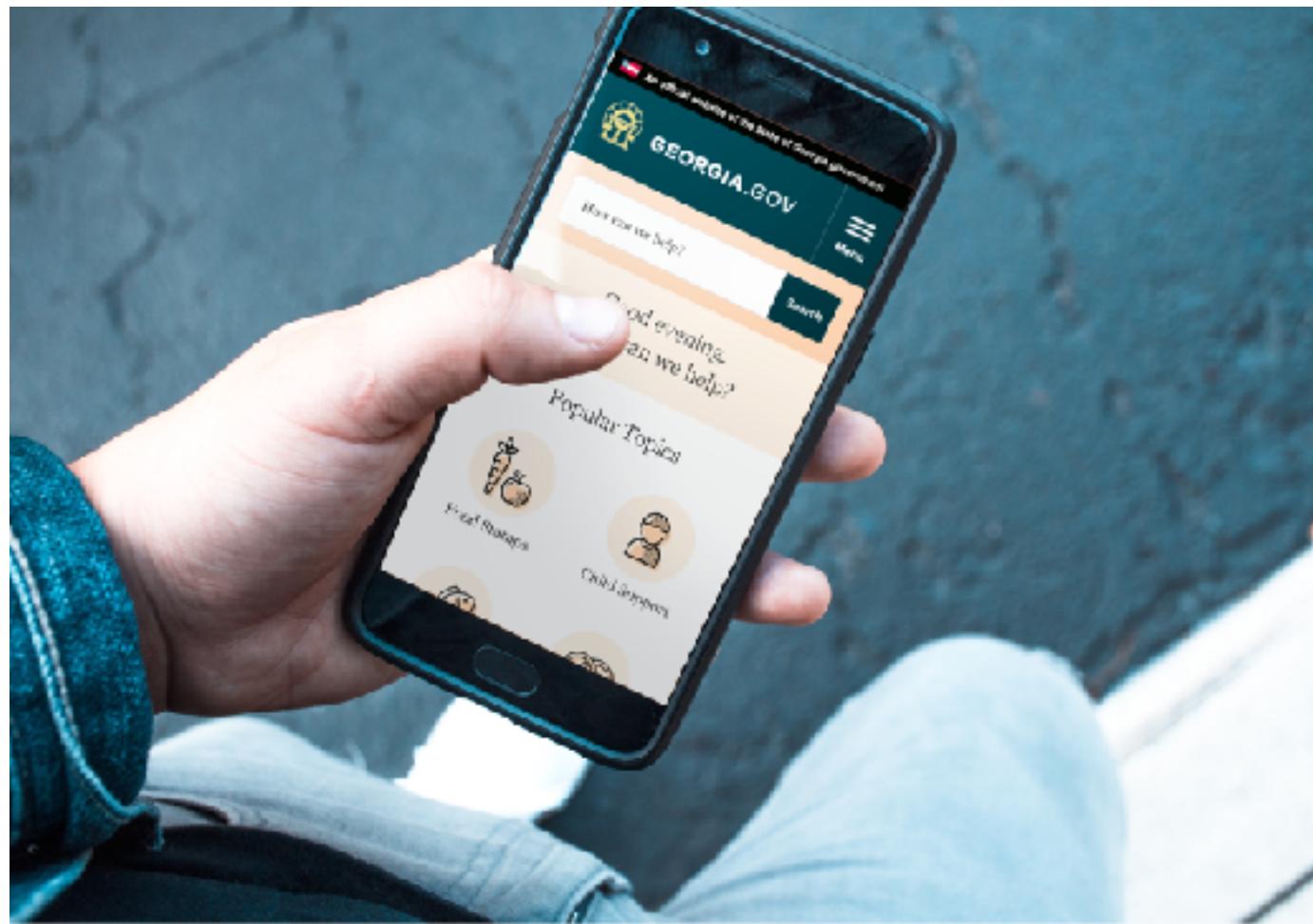
Our patterns feature the official symbols of the state of Georgia, rendered in our color palette. They lend a sense of elegance and charm to otherwise utilitarian applications. Use them in situations that call for a little something special, but beware of adding too many decorative elements in situations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



## BACKGROUND IMAGES

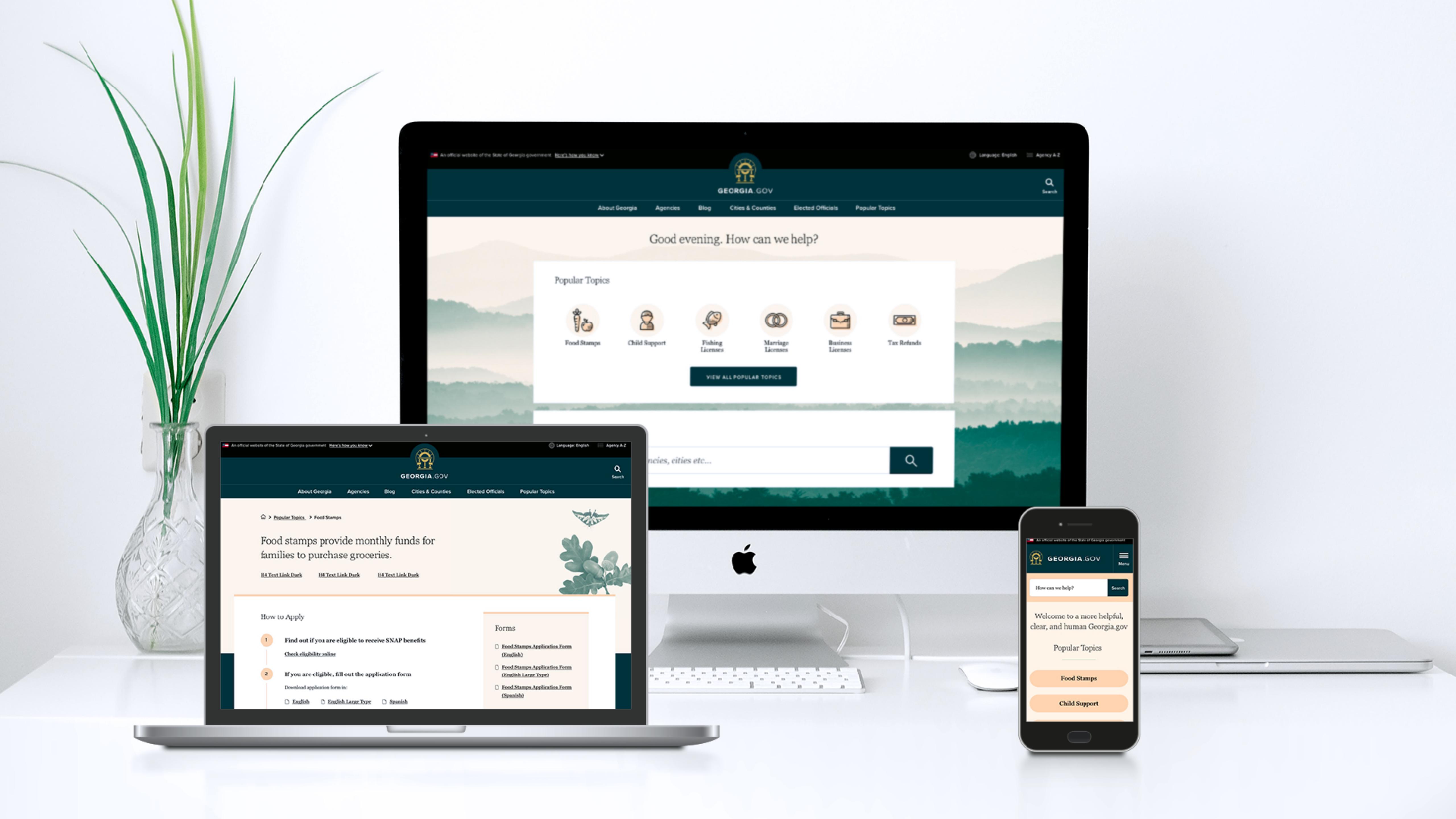
Like the patterns, background images of Georgia landscapes can be used to liven up a dull page. Use them sparingly, and never superimpose text without a layer in between the text and the image.





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

[VIEW ALL POPULAR TOPICS](#)

encies, cities etc... 

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

Food stamps provide monthly funds for families to purchase groceries.

II4 Text Link Dark II4 Text Link Dark II4 Text Link Dark

**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

**Forms**

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

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How can we help? 

Welcome to a more helpful, clear, and human Georgia.gov

Popular Topics

**Food Stamps** **Child Support**



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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

[Read More](#)

JULY 18, 2018

Your checklist for moving within Georgia.

[Read More](#)

JULY 18, 2018

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

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JULY 18, 2018

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

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#### How can we help?

Georgia Call Center: 1-800-GEORGIA (1-800-436-7442)  
Open Monday to Friday, 8:00am – 5:00pm



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#### Your Government

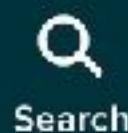
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 > [Popular Topics](#) > [Food Stamps](#)

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



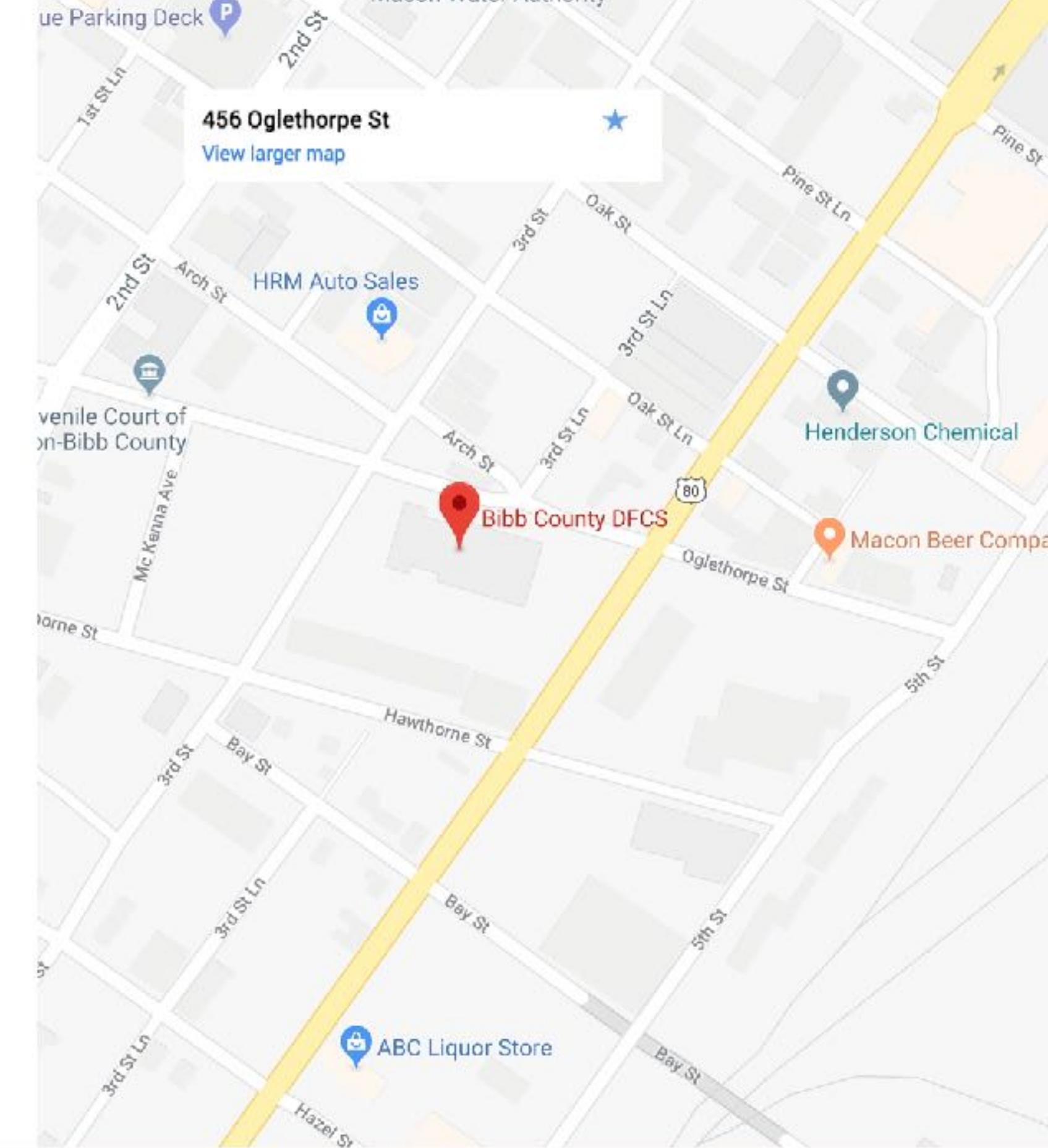
Director: Shannon Fields  
[shannon@macondfcs.gov](mailto:shannon@macondfcs.gov)

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)
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[About the Office](#)

[Biography of  
Nikhil Deshpande](#)

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## 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



Kendra Skeene



Jasmyne Dove



Rachel Hart



Steve Nichols

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[Organization of the office](#)

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[History](#)

[Event Requests](#)

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≡ Agency A-Z



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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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[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

 An official website of the State of Georgia government

 **GEORGIA.GOV**

Menu

How can we help?  **Search**

Good evening.  
How can we help?

Popular Topics

 Food Stamps

 Child Support

 Fishing Licenses

 Marriage Licenses

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**X** Close

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Working ▾

Learning ▾

Environment ▾

Your Government ▾

≡ Agency A-Z

🌐 Change Language

Food Stamps 

Child Support 

Fishing Licenses 

Marriage Licenses 

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Menu

How can we help?  **Search**

How to Apply for Food Stamps

- 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](#)

Send in your application

DESIGN

# User Testing

Recording... || ■

You are viewing sdhba's screen View Options

ProgramChangesLetter.pdf Teen Driver Road Test Appo Road Test Appointments | GA 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

“ ”

Mute Stop Video Invite Manage Participants 2 Share Screen Chat Pause/Stop Recording 0 Comments OFF End Meeting

Turn on comment mode to collaborate on this prototype



DSG a x LULLABOT X IDEO 99

## 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.

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LANGUAGE: ENGLISH BROWSE BY A-Z MY ACCOUNT

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We're on a mission to make the Georgia government more *helpful, clear, and human.*

And we need your help. At Georgia.gov, we are working with the people of Georgia to create a new digital experience — one that makes it easy to find the information and services you need. Take a look around and let us know how we can make Georgia.gov work for you.

GIVE US FEEDBACK

POPULAR TOPICS

Food Stamps Child Support Fishing Licenses Marriage Licenses Business Licenses Firearms Licenses

ALL POPULAR TOPICS

“ “

You can feel it in the air... the electricity... the possibility of a place. That's how I feel about Georgia.

GREG, 42, SAVANNAH

The Official Georgia State Government Website

LANGUAGE: ENGLISH BROWSE BY A-Z MY ACCOUNT

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SEARCH MENU

Food stamps provide monthly funds for families to purchase groceries.

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.



HOW TO APPLY FOR FOOD STAMPS

- Find out if you are eligible to receive SNAP benefits  
Check eligibility online
- If you are eligible, fill out the application form  
Download application form in English, English large type, Spanish  
Request a paper application by visiting your local DFCS office or by calling the Customer Contact Center at 1-877-423-4746.  
Find your local DFCS office
- File your application  
You must hand deliver, fax or mail the completed application to your local DFCS office.
- 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.
- Next Steps  
If we determine you are eligible for benefits, you will receive these within 30 days.

HELPFUL LINKS

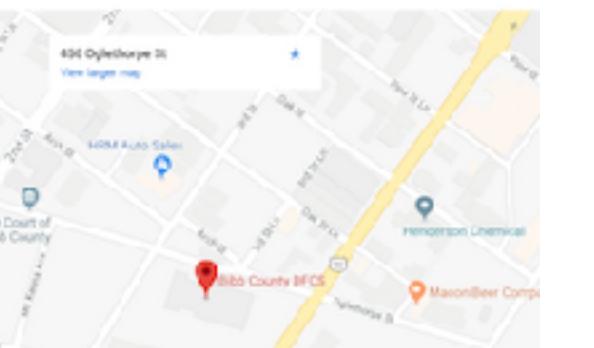
- Department of Family & Children Services
- Department of Human Services

FORMS

- Food Stamps Application Form (English)
- Food Stamps Application Form (English large type)
- Food Stamps Application Form (Spanish)

WHERE TO APPLY FOR FOOD STAMPS

MACON DFCS OFFICE  
454 Cglethorpe Street  
Macon, GA 31201  
Phone: 477-751-5112



## 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.

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# We're on a mission to make the Georgia government more *helpful, clear, and human.*

And we need your help. At Georgia.gov, we are working with the people of Georgia to create a new digital experience — one that makes it easy to find the information and services you need. Take a look around and let us know how we can make Georgia.gov work for you.

[GIVE US FEEDBACK](#)

**POPULAR TOPICS**

-  Food Stamps
-  Child Support
-  Fishing Licenses
-  Marriage Licenses
-  Business Licenses
-  Firearms Licenses

[ALL POPULAR TOPICS](#)

“ “

You can feel it in the air... the electricity... the possibility of a place. That's how I feel about Georgia.

GREG, 42, SAVANNAH

The Official Georgia State Government Website

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K HOME / POPULAR TOPICS / VEHICLE REGISTRATION

## Register Your Vehicle

Many counties allow you to renew your vehicle registration online. Follow the steps below to get back on the road as quickly as possible.



**HOW TO RENEW YOUR VEHICLE REGISTRATION**

You can renew your registration online, in person at your local county office, or at an information kiosk. Follow the steps below to renew online.

**1** Make sure the address on your renewal notice matches your current address.

**2** Find your RIN number on your renewal notice

You can also find your RIN number by entering your details at the link below. Make sure you have your plate number, registered address and zip code handy.

[Find your vehicle RIN number](#)

**3** See if you need an emissions check

If you live in Metro Atlanta, and your car is more than three years old, you'll need an emissions check. Use the link below to see if you need an emissions check and to find a testing location.

[Information on emissions testing](#)

**4** Make sure your insurance is up to date

You must have current insurance in order to renew your vehicle registration.

**5** Have a credit card handy.

Renewing a registration for a passenger vehicle or motorcycle costs \$20, which can be paid online when you renew.

[RENEW ONLINE](#)

**QUICK LINKS**

- Check your RIN
- Check insurance status
- Check renewal fee

**WHAT TO DO IF YOU**

- Bought a new car
- Moved to Georgia
- Sold your car

## 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!