

Be a Part of Georgia's Digital Future

Planning the future of our digital strategy

Nikhil J. Deshpande

The logo for Digital Services Georgia features a vertical bar on the left with a color gradient from light green at the top to dark green at the bottom. To the right of this bar, the text "Digital Services" is written in a bold, dark blue font, and "GEORGIA" is written below it in a lighter blue, all-caps font.

Digital Services
GEORGIA

Nikhil J. Deshpande

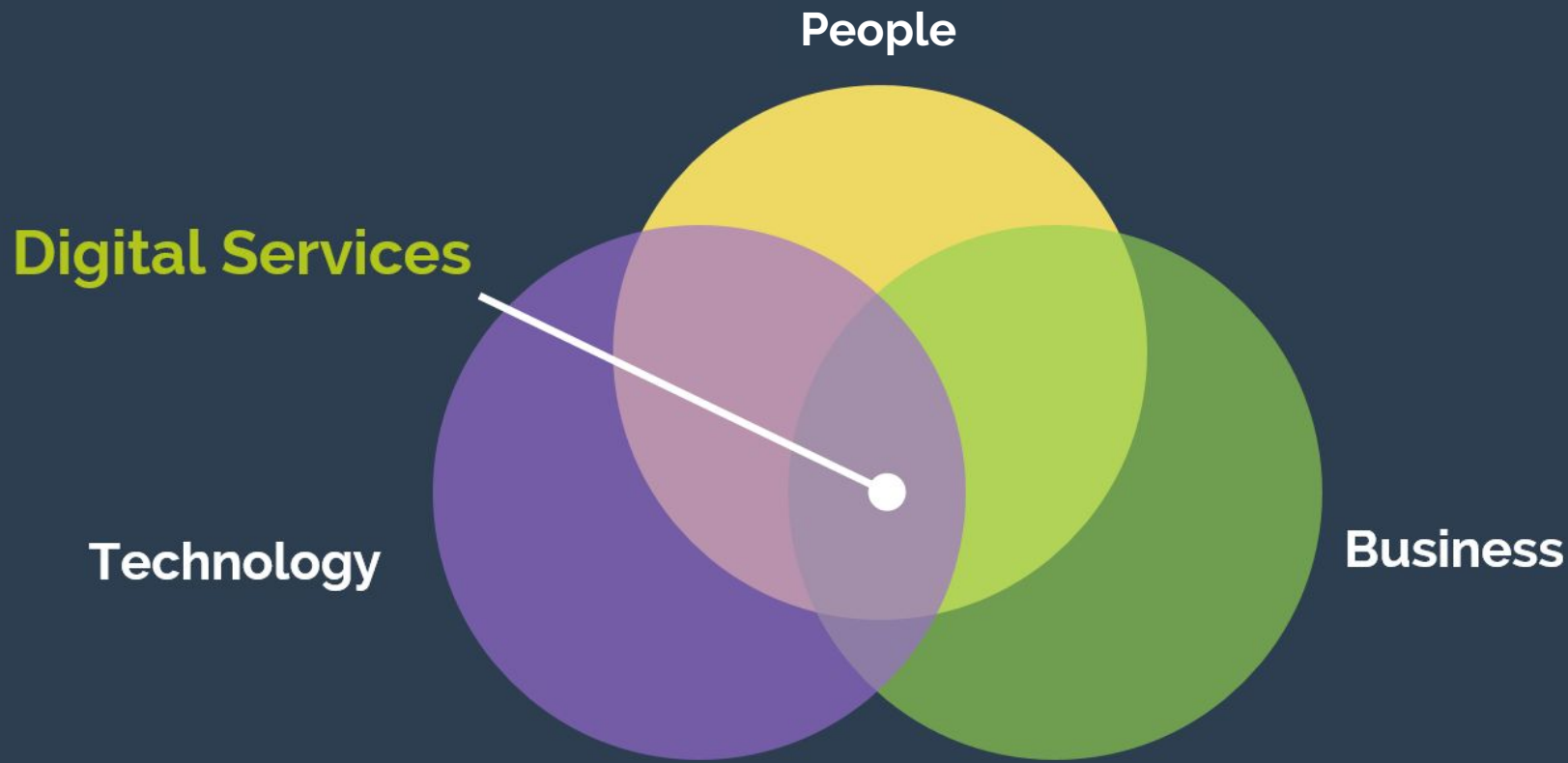
Chief Digital Officer,
GTA, State of Georgia

@nikofthehill

#GaGOVTalks



Digital Services
GEORGIA



Mission:

Citizen centric services
Data Driven Decisions

Frictionless, Fulfilling & Symbiotic

3 Tenets:

User First | Content First | Mobile First

Tenet #1

User/Citizen

Organizational Preference

Tenet #2

Content

Visual Design

Tenet #3

Mobile

Desktops/Laptops

Tenet #3

Limited connectivity

Broadband

Agenda:

- **Digital Future & Experience Design**
- **Drupal 8 CMS Roadmap**
- **Agency Roles**

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- **Digital Future & Experience Design**
- **Drupal 8 CMS Roadmap**
- **Agency Roles**

Finding #1:

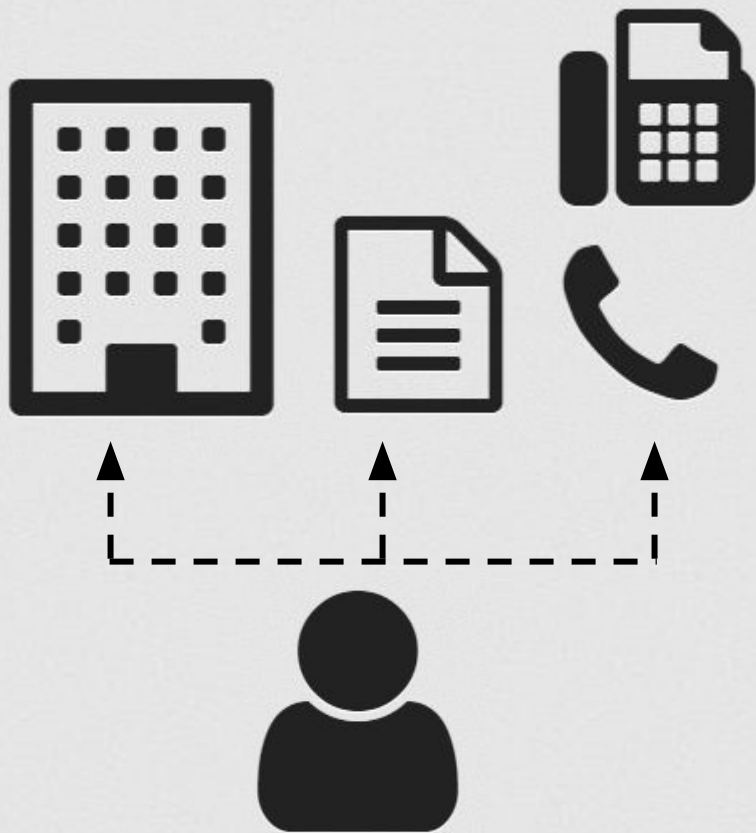
Citizens only care about
their intent for engaging

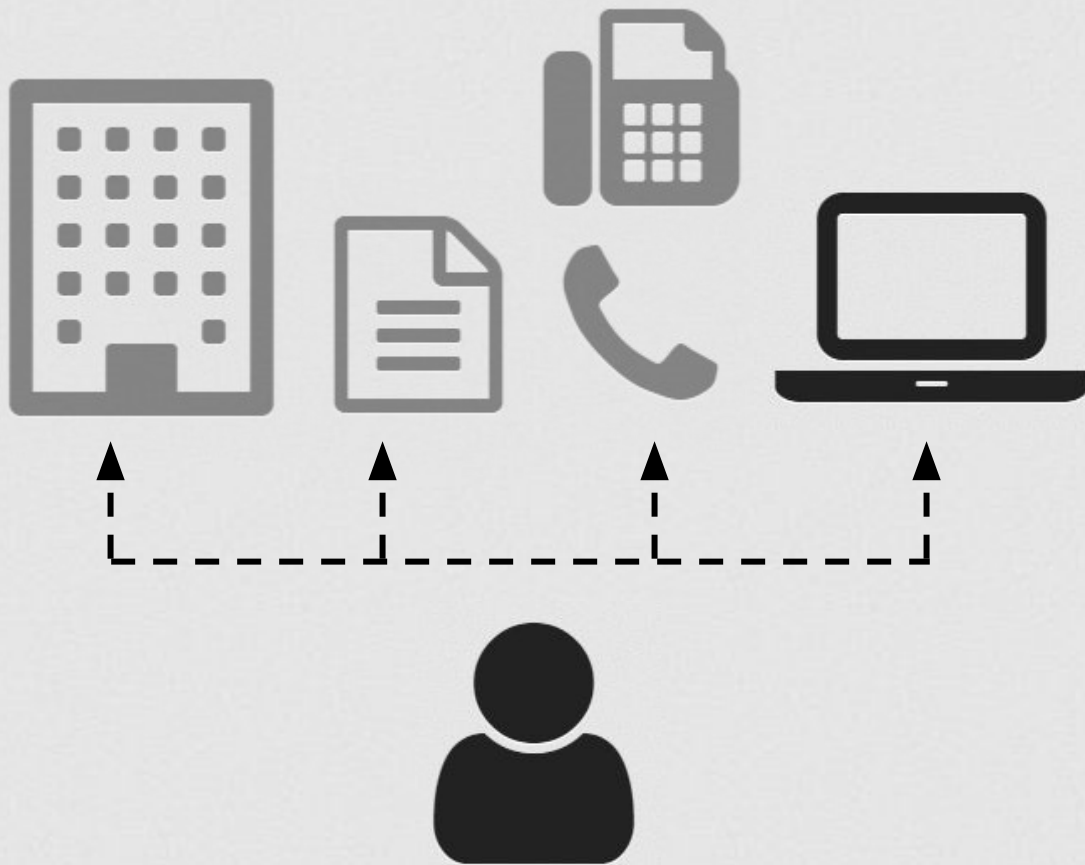


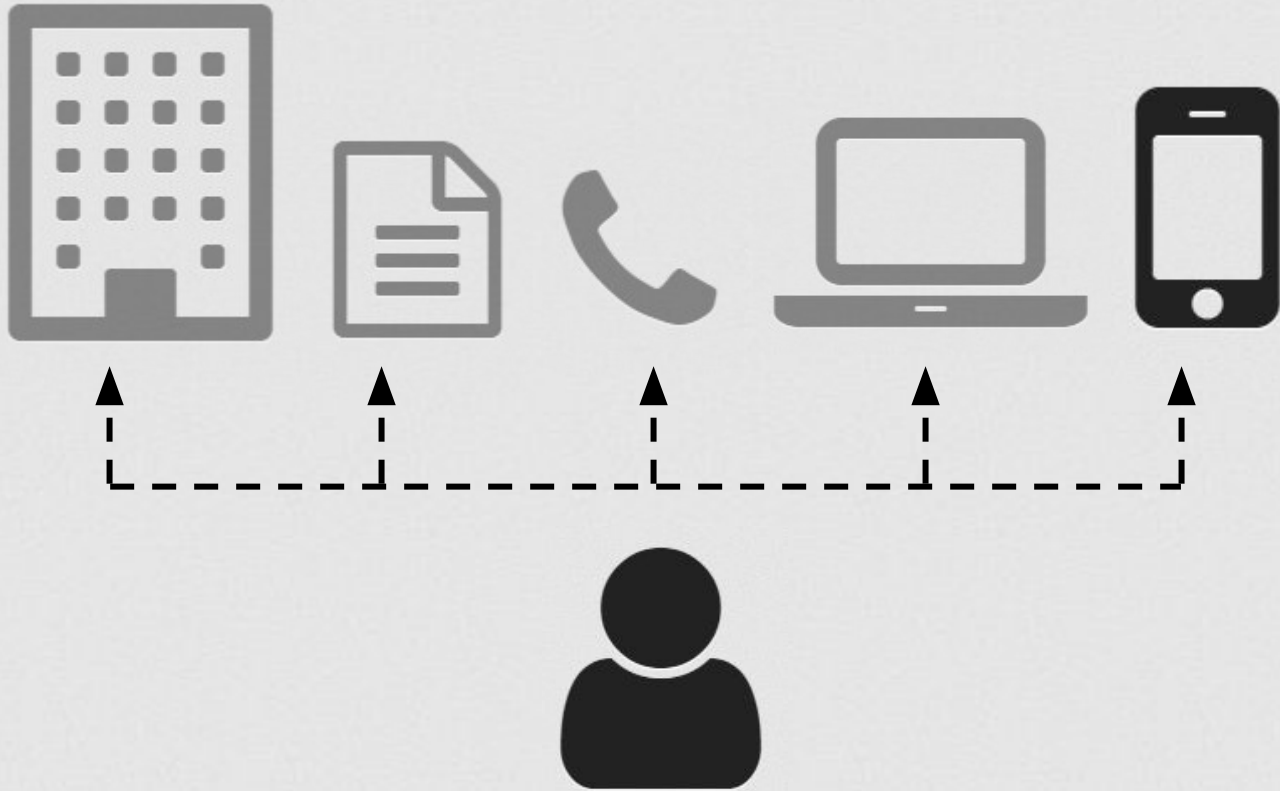


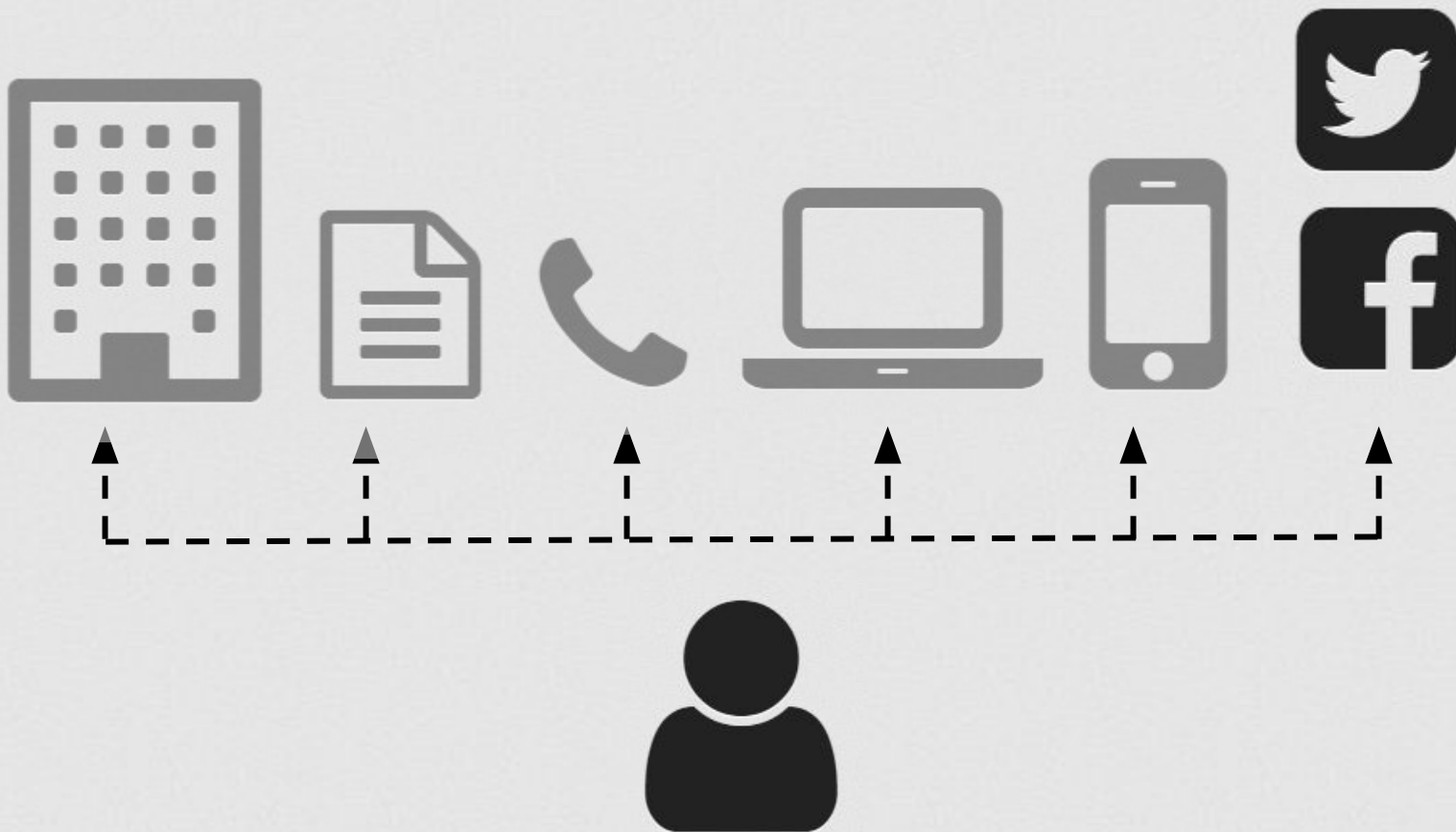


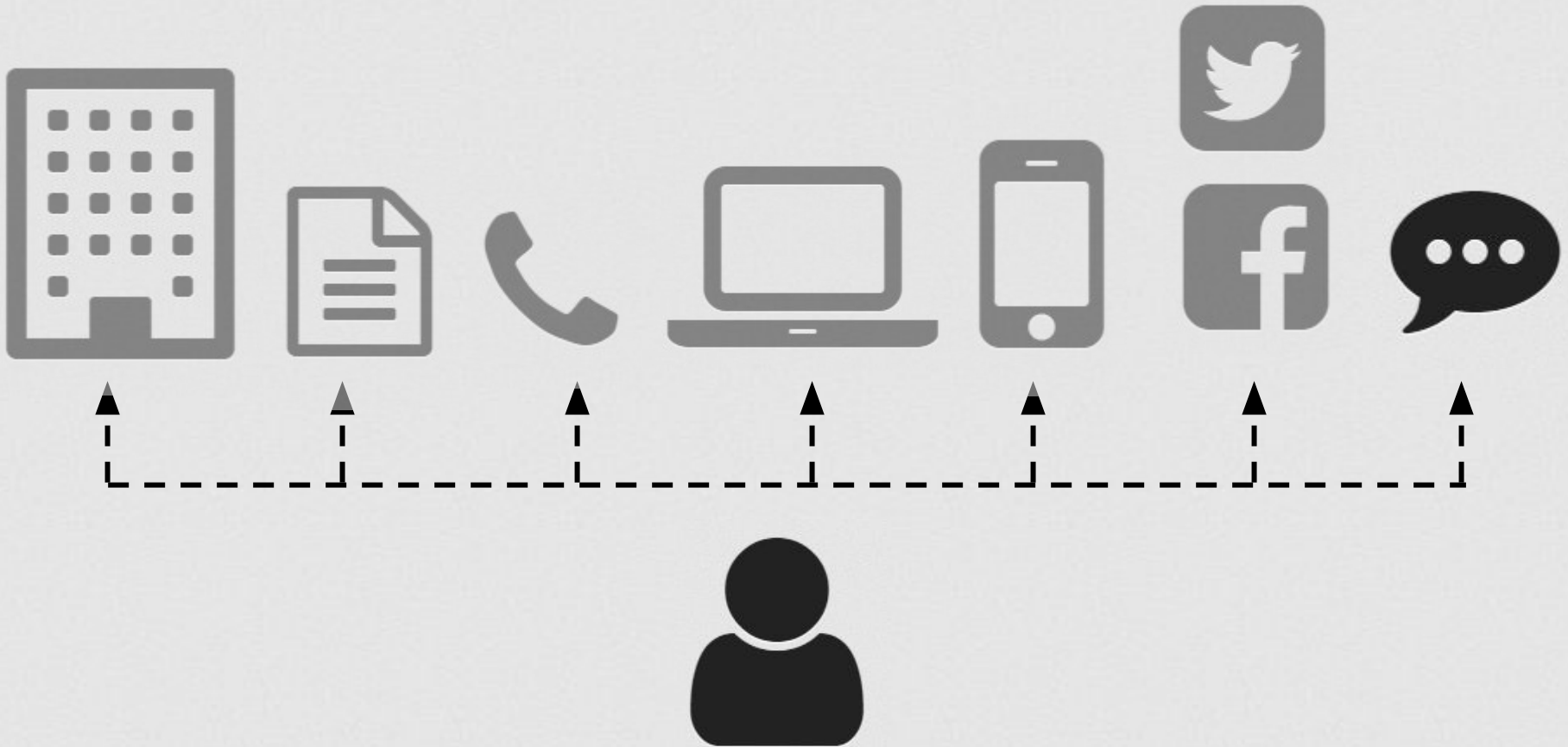


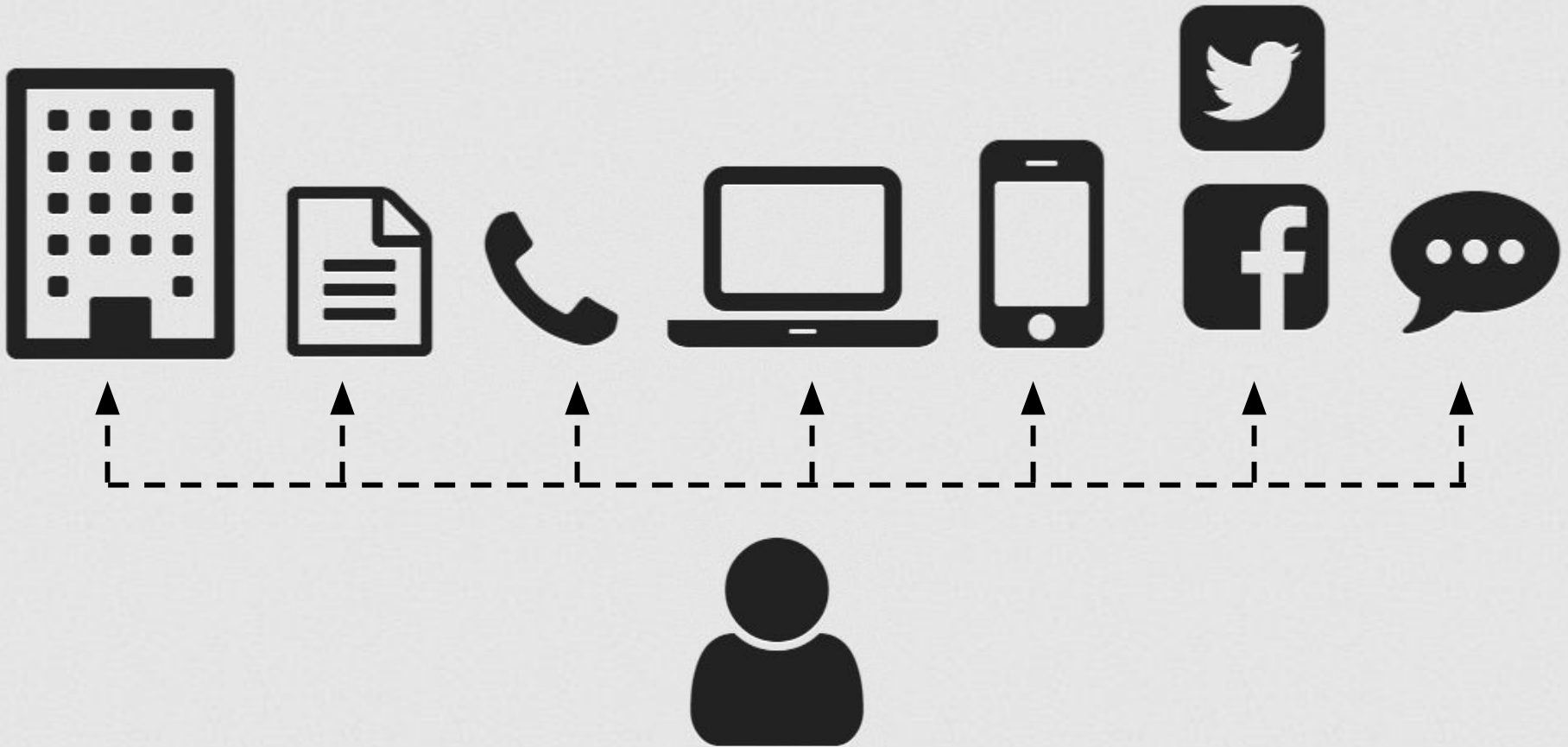












Finding #2:

Government needs to start
designing inside-out



2016 ANNUAL CONFERENCE

September
Orlando

NASCIO STATE CIO PRIORITIES FOR 2017

CENTER FOR DIGITAL GOVERNMENT

Security and Risk Management	Cybersecurity
Consolidation/Optimization	Shared or Collaborative Services
Cloud Services: Cloud Strategy	Cloud Computing
Budget, Cost Control, Fiscal Management	IT Staffing
Legacy Modernization	Budget and Cost Control

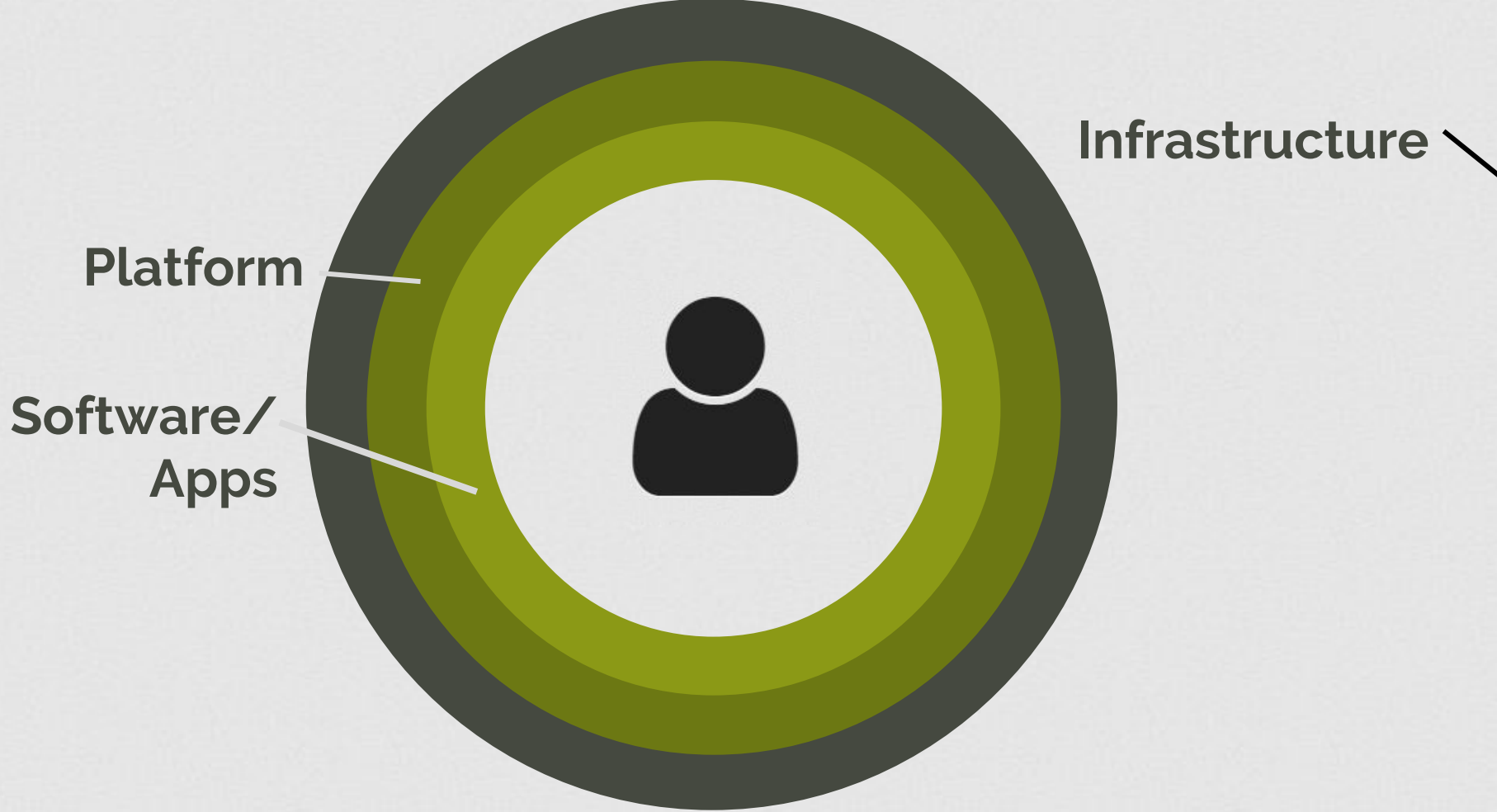


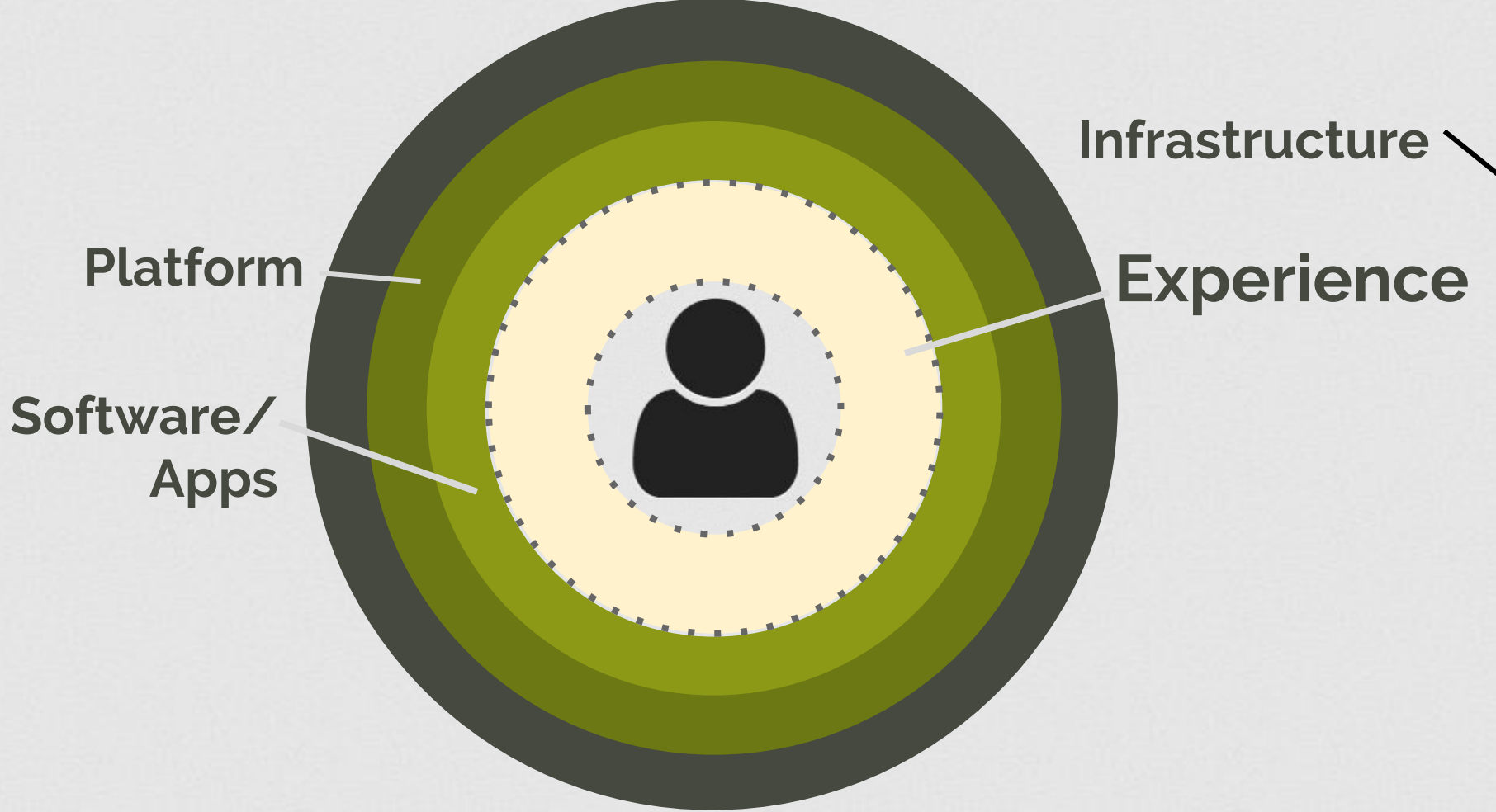
Infrastructure

Platform



Infrastructure





Infrastructure

Platform

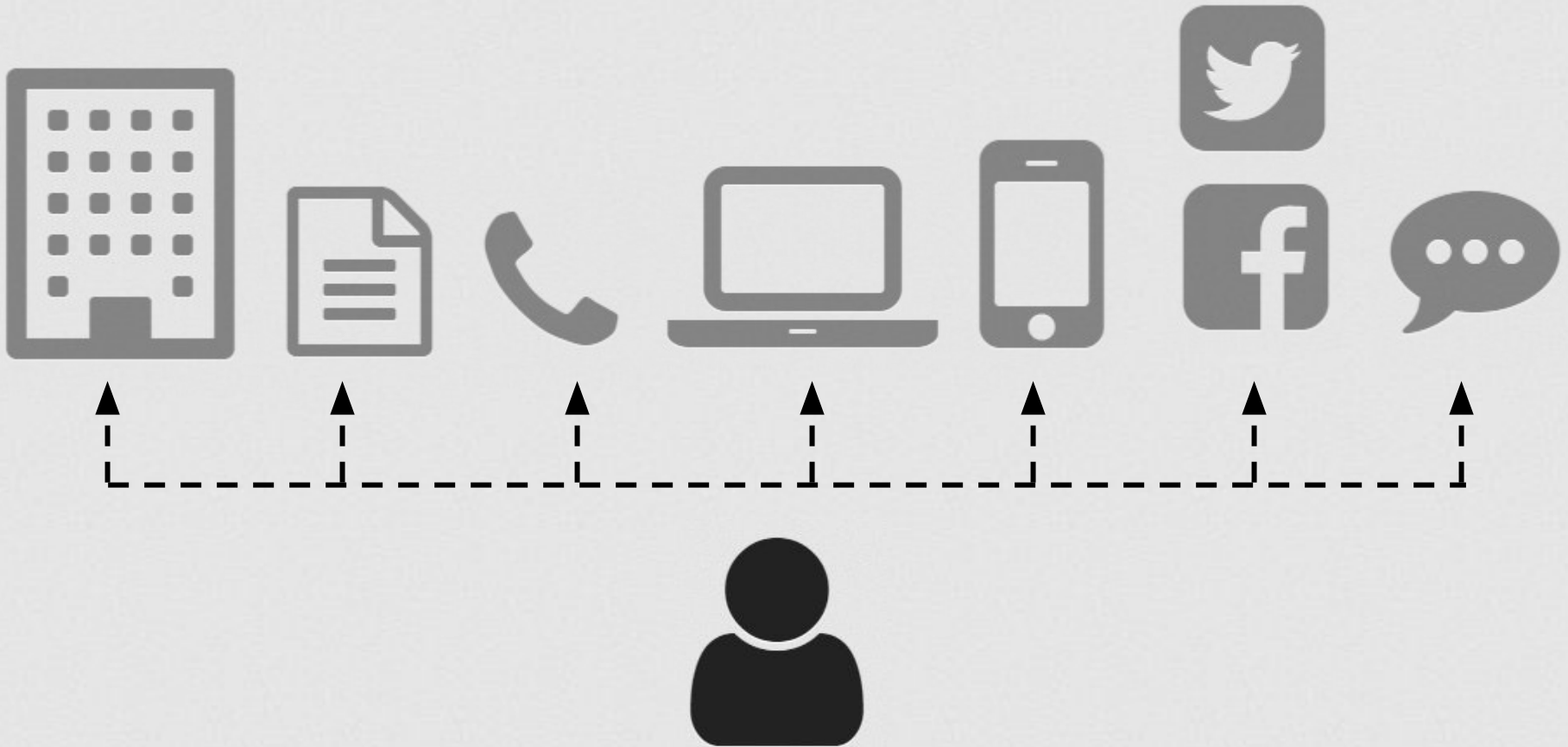
Software/
Apps

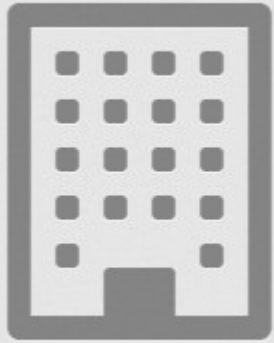
Experience

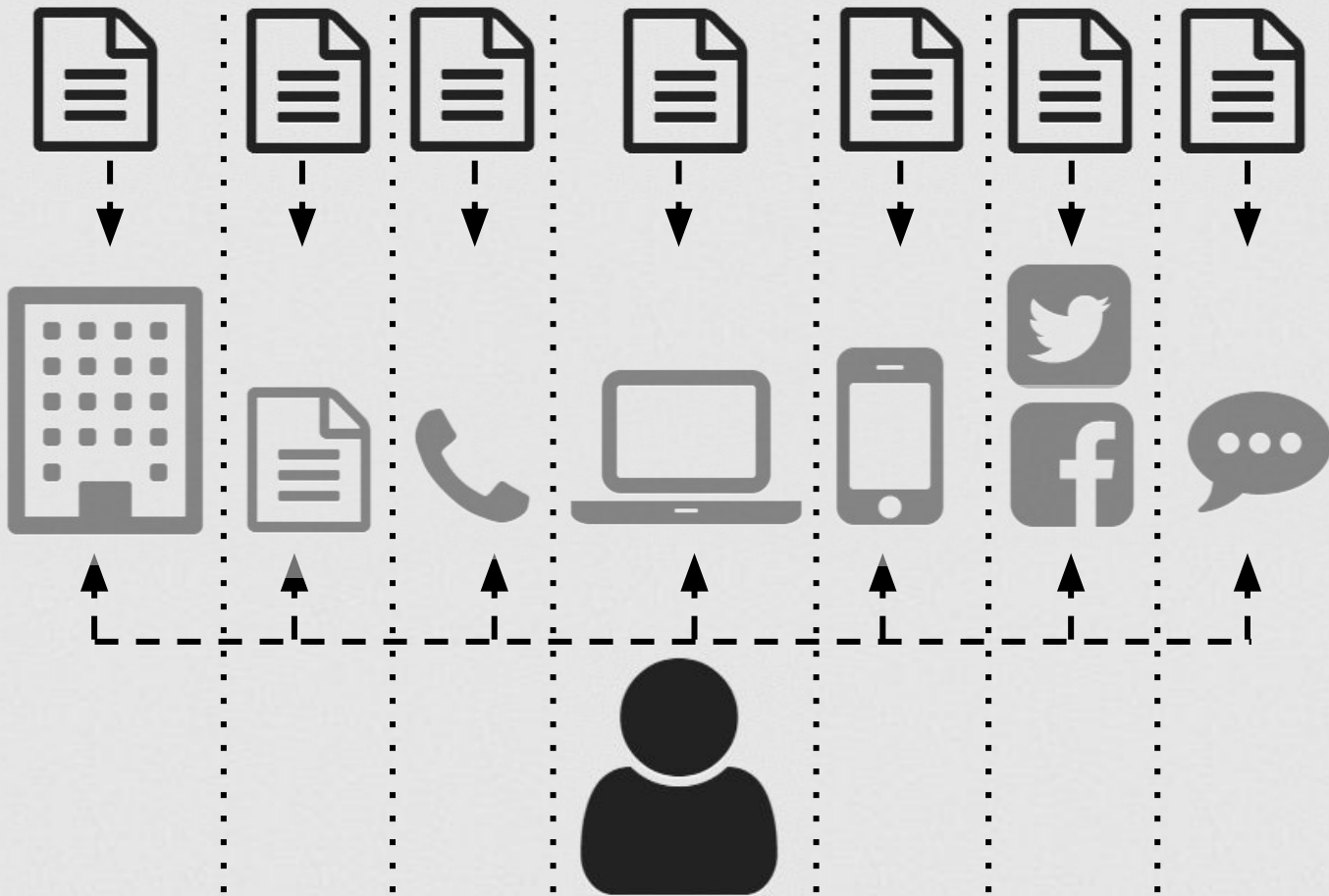


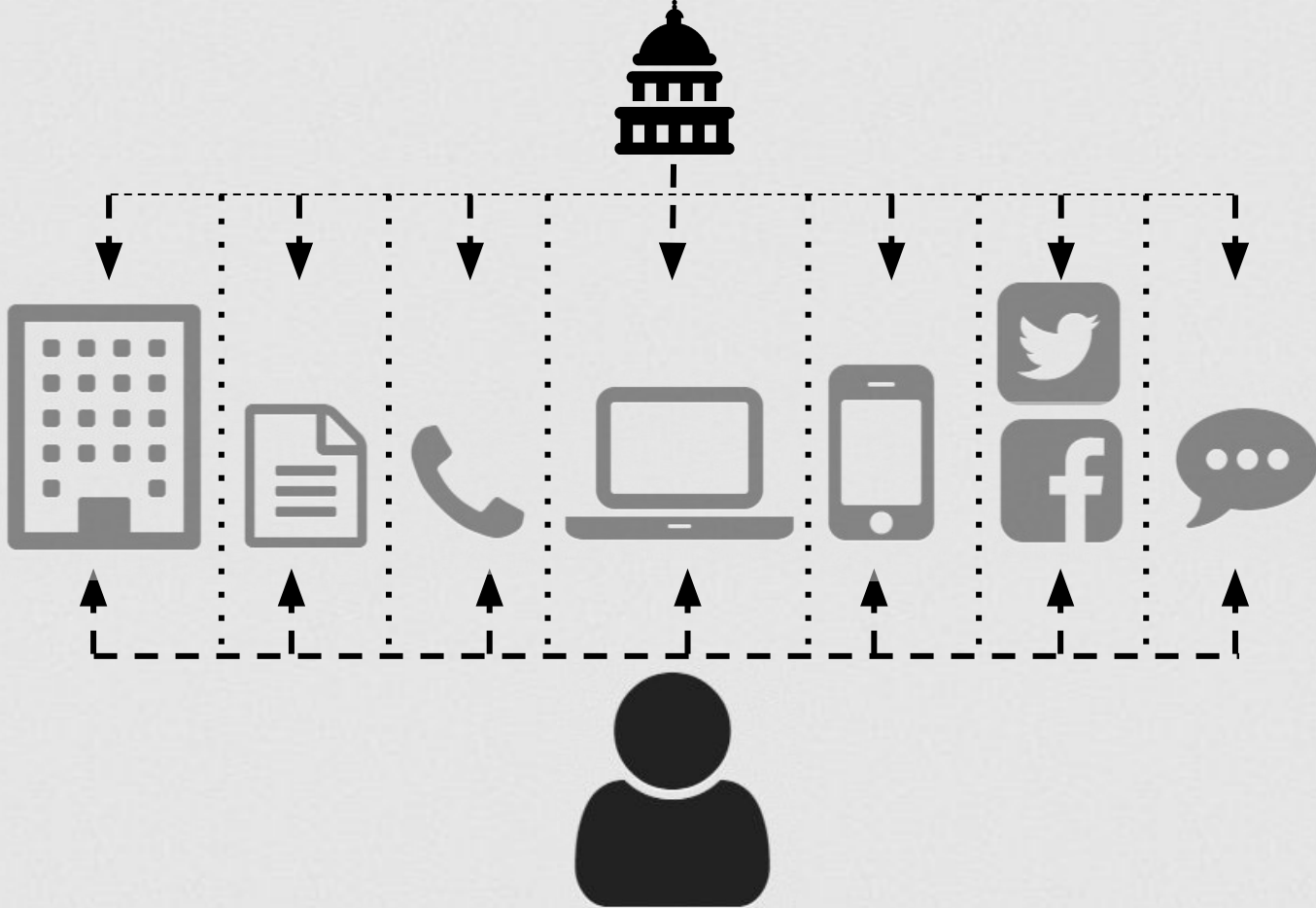
Finding #3:

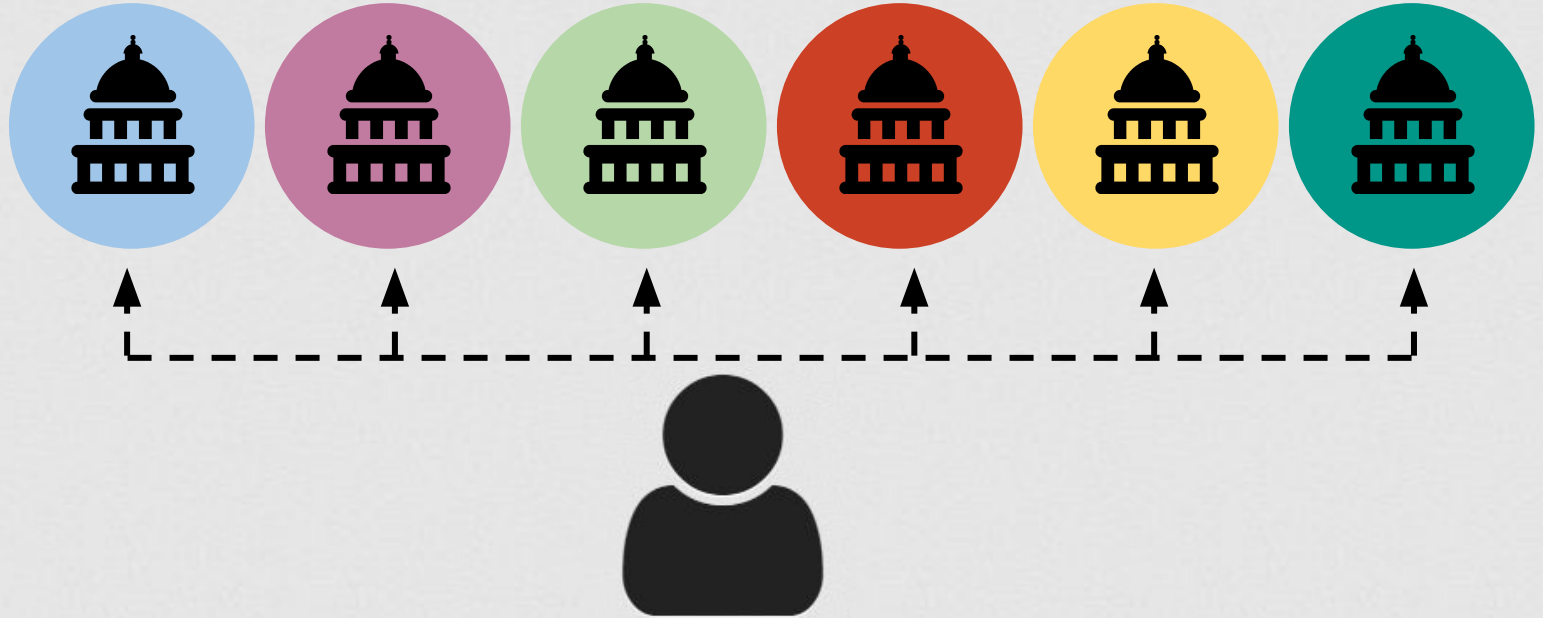
Citizens expect a unified
state brand













Finding #4:

Experience design goes
beyond engagement

Georgia Calls on Alexa to Ease Web Access for Residents With Disabilities

A pilot with Amazon's voice-controlled software will look to expand access to popular government services to those with disabilities.

by Juliet Van Wagenen

GOV TECH

How Can Government Deliver Service Experience to Consumers?

States at the forefront of developing a unified, customer-centric share some of their top insights.

BY ZACK QUAINANCE / NOVEMBER 3, 2017

GEORGIA LEADS THE WAY

Few states have done better at mirroring the approach than Georgia at the Georgia Digital...

During his presentation, the state's work has been focused on decision-making and...

To foster buy-in, Georgia has put the faces of citizens working...

"Just seeing users struggle with a decision-maker's mind...

Creating a culture of collaboration is a challenge still facing...

Georgia is using Alexa to help more disabled residents

The state becomes one of the first to extend informational and transactional services through a voice-driven platform.



By Colin Wood
APRIL 19, 2017 8:06 PM

BIO



Georgia gets serious about HTTPS

By Sara Friedman | Apr 05, 2017

Georgia is deploying HTTPS encryption for all of its public-facing government websites. It expects to complete the shift by the end of the month.

GeorgiaGov Interactive announced the move in an April 4 [blog post](#) that declared, "as a

GEORGIAGOV INTERACTIVE TRANSITIONS INTO DIGITAL SERVICES GEORGIA

The state agency previously known as GeorgiaGov Interactive has now become Digital Services Georgia, and along with a new name it now has an increased scope of mission, Georgia CDO Nikhil Deshpande wrote in a release.

Deshpande also wrote that Georgia has retained the core of the GeorgiaGov Interactive team while adding "a few new members with industry experience over the last few months to prepare for the transition." Deshpande, who was the long-standing director of GeorgiaGov Interactive, continues in a leadership role with Digital Services Georgia, serving as CDO.

GOVERNMENT EXPERIENCE AWARDS

Overview

[View photo highlights of the Government Experience Awards 2017 here.](#)



Photo Credit: Tyler Schmitt

It's official. The Best of the Web and Digital Government Achievement Awards are now **Experience Awards**. After 20 years of benchmarking and recognizing the online experi the Center for Digital Government has evolved these nationally-recognized programs to

Citizen Experience: Interactions between citizens and government across channels that *create mutual value*.

- Center for Digital Government

- Transportation
- Family & Health
- Education & Training
- Tourism & Recreation
- Business Services & Employment
- Government
- Legal & Public Safety



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I want to ...

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How do I ...

Select instructions ▼

»Agencies & Organizations »Counties & Cities



Renew Your Driver's License Online

Governor Roy E. Barnes and the Department of Motor Vehicle Safety unveil Internet driver's license renewal, as Georgia continues its push towards convenient, digital government.

[More »](#)

Georgia Lottery



Check out the latest news and numbers! "Play responsibly — It's all about fun."

[More »](#)

Headlines

- [Sick of telemarketers? Learn how to stop them.](#)
- [New traffic unit to combat aggressive and impaired driving.](#)
- [Find Your Polling Place and Elected Officials](#)

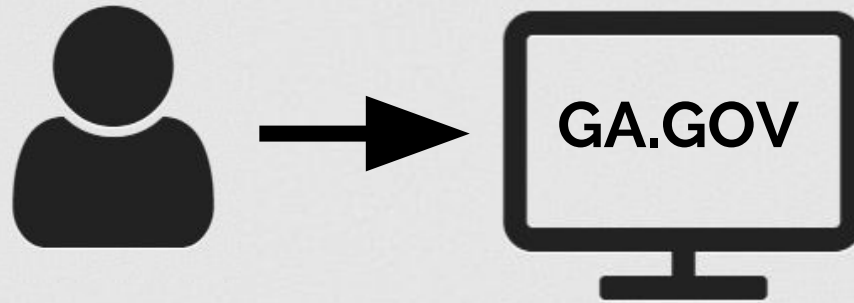
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At Your Service

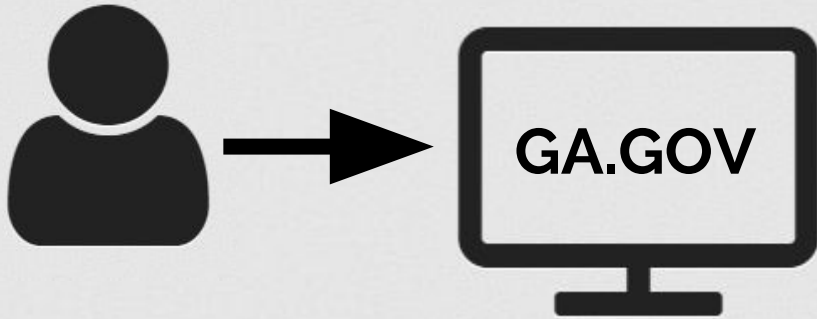
- [Governor Roy E. Barnes](#)
- [State Legislature](#)
- [Other elected officials](#)

Organizational

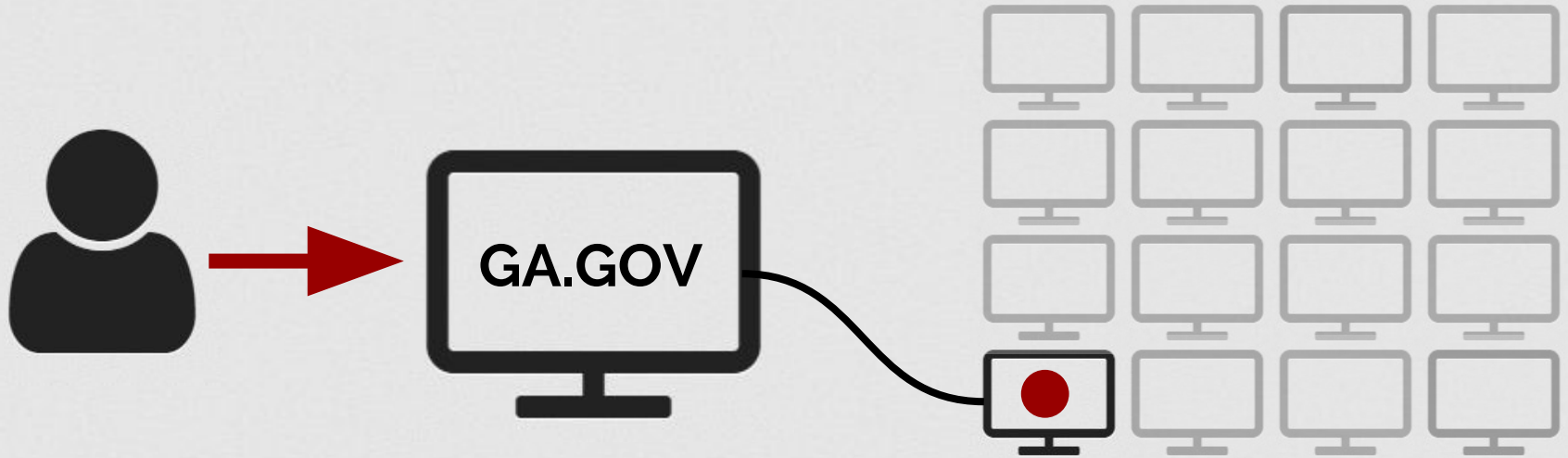
2002



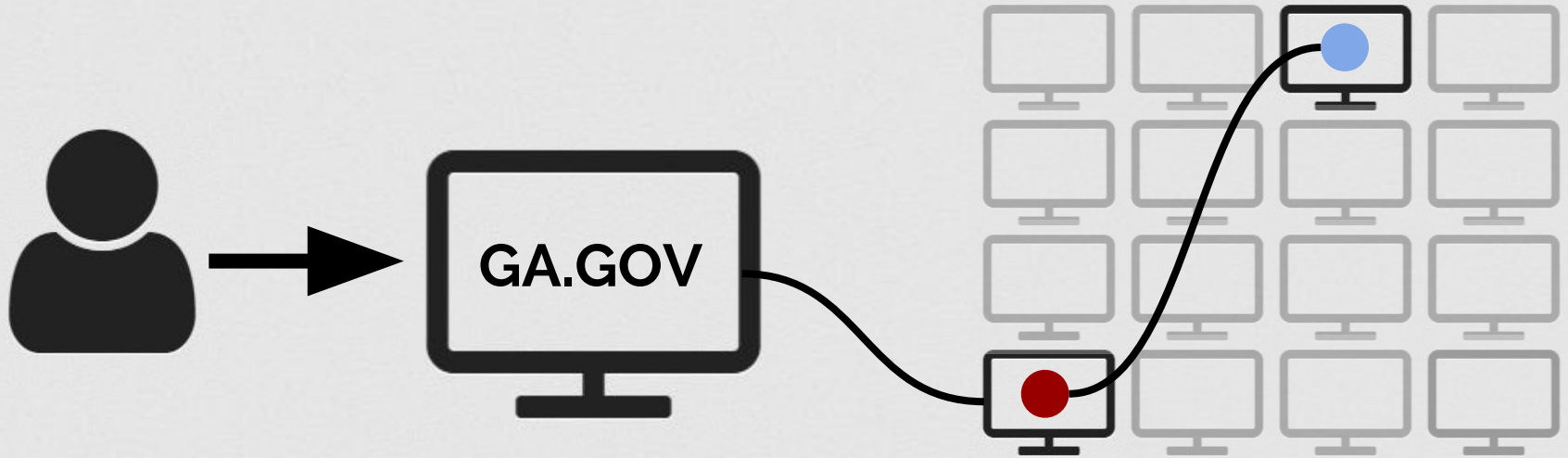
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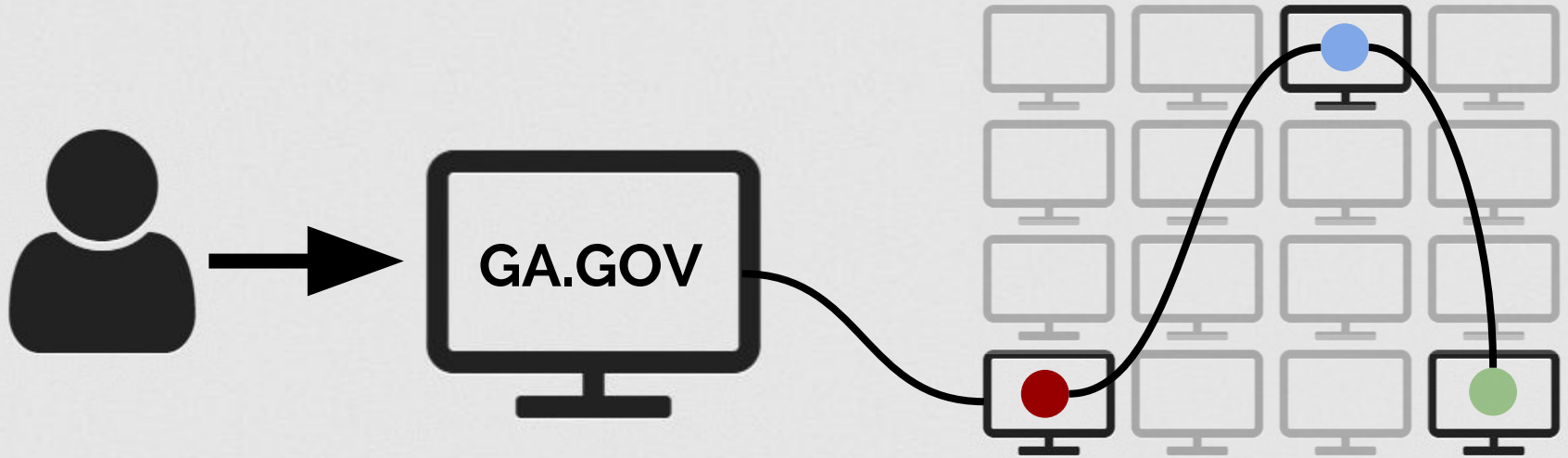
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2002



2002



2012

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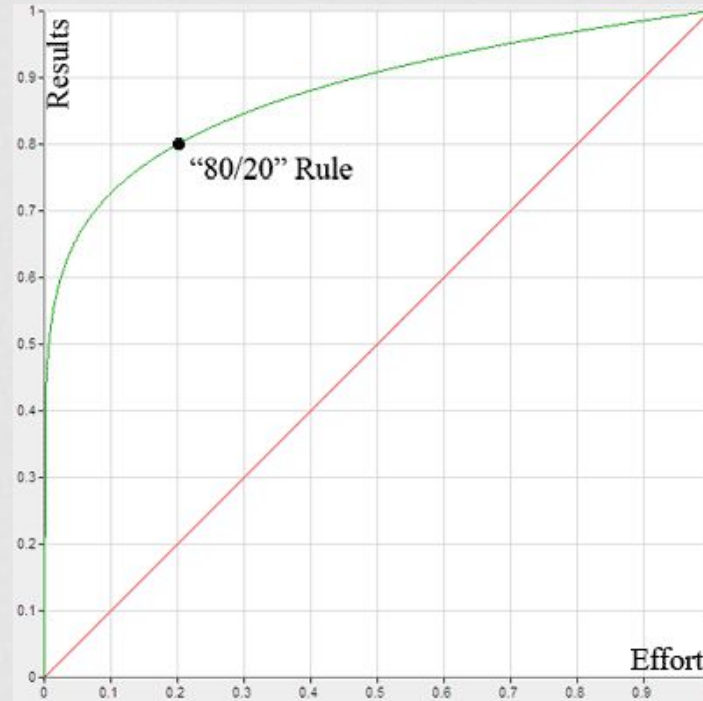


Cities & Counties

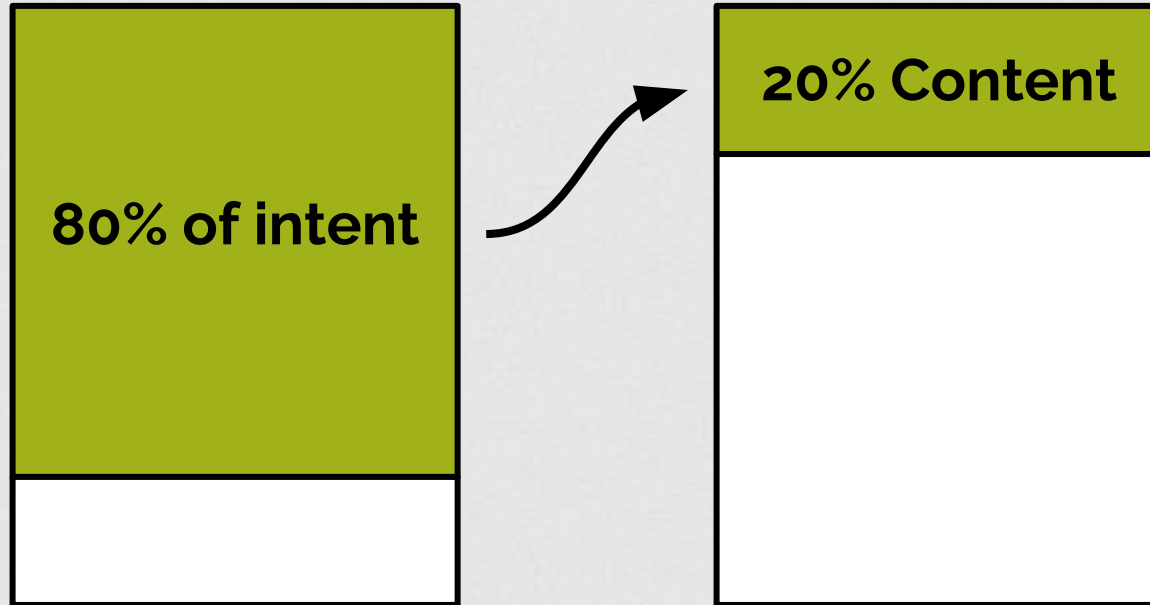
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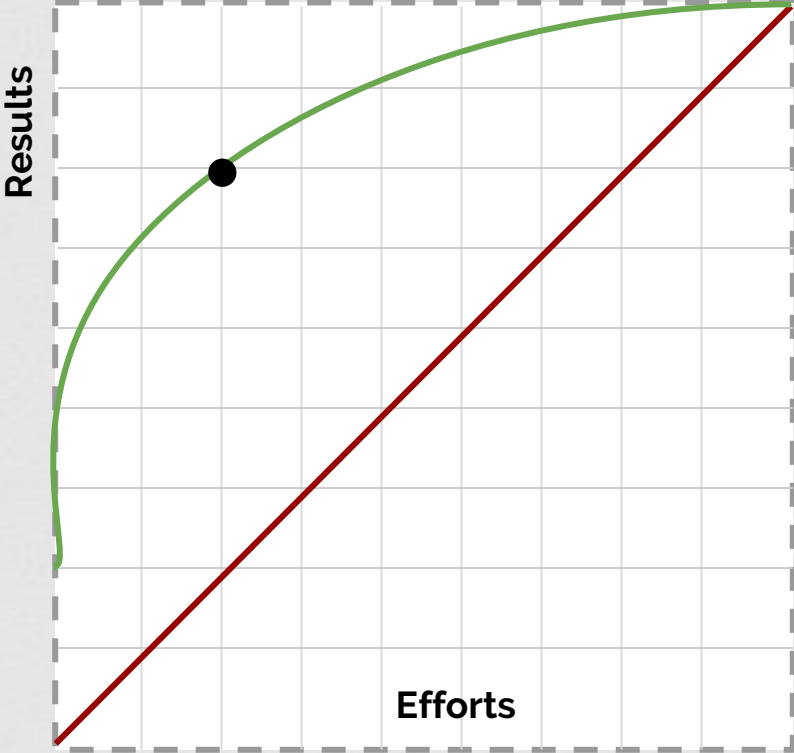
Pareto Principle



80/20



Pareto Principle





Content Strategy Certification



- Develop **Personas**
- Map the **Customer's Journey**
- **Write** for the Web
- Analyze **Analytics**
- Create **Accessible Content**
- Perform **Content Audits**

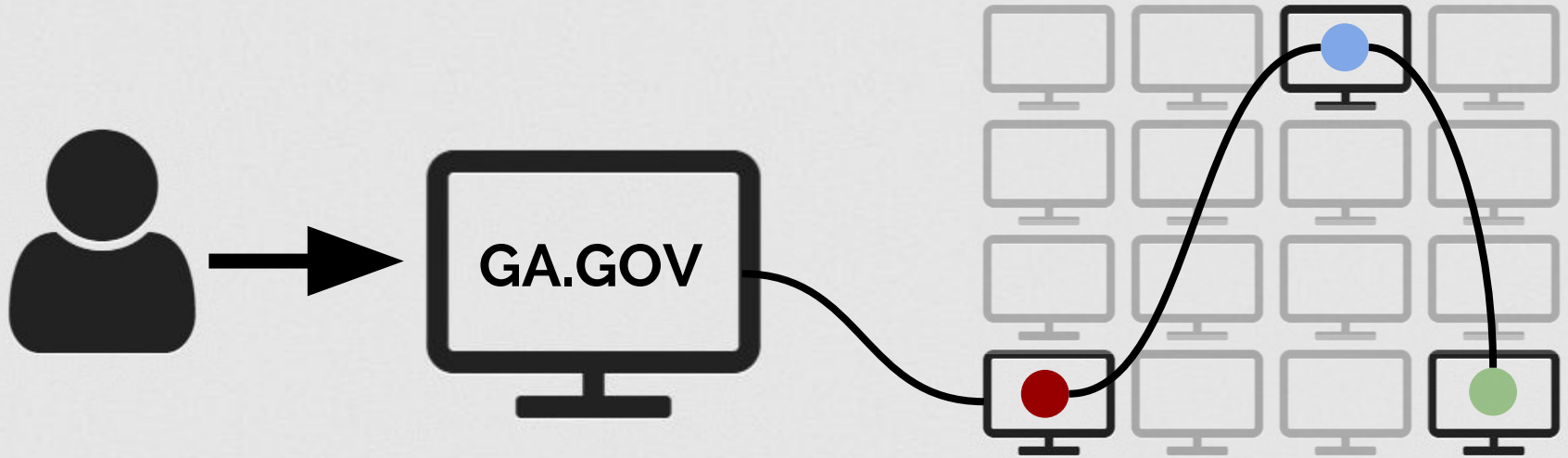


Citizen Centric

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Cities & Counties

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Home » Popular Topics » Business Licenses



Business Licenses

Before you launch your new business, you'll need to apply for a business license with your city or county. The process of starting a business is often complicated, so the Georgia Secretary of State recommends that you consult an attorney or accountant as you create your business plan.

What You Should Know:

- In some cities and counties, you'll first need to secure a [state tax identification number](#), a trade name registration and zoning approval for your business location. Additionally, your business may also need to [apply for corporate registrations, professional licenses](#), or other special operating permits prior to application.
- To find out more about business licensing in your area, you can visit your local Chamber of Commerce or development authority.
- Learn more about starting a business and registering its trade name, fictitious name, or Doing Business As (DBA) title with the [First Stop Business Information Center](#) on the Georgia Secretary of State website.

FAQs:

Do I have to register my business every year?

Yes. You must file an [Annual Registration](#) each year. The Annual Registration period for entities registered with the Secretary of State is from Jan. 1 - April 1



Affiliated Agencies

- [Georgia Secretary of State](#)
- [Georgia Department of Revenue](#)
- [Georgia Chamber of Commerce](#)

Popular Topics

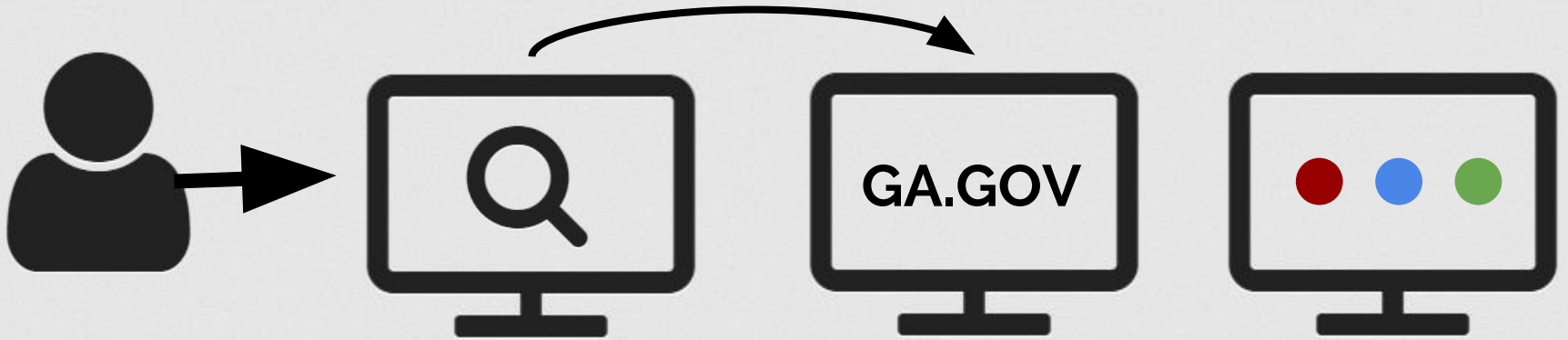
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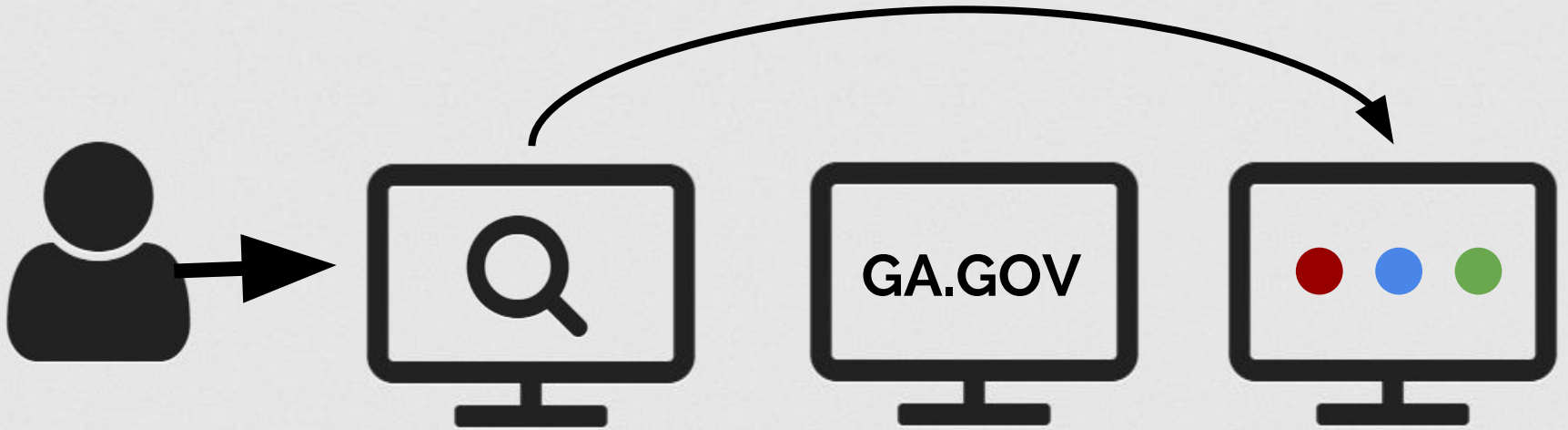
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Consumer Complaints Against Businesses	Business
Corporations, LLCs, and Limited Partnerships	Business
Criminal History Records	Public Safety

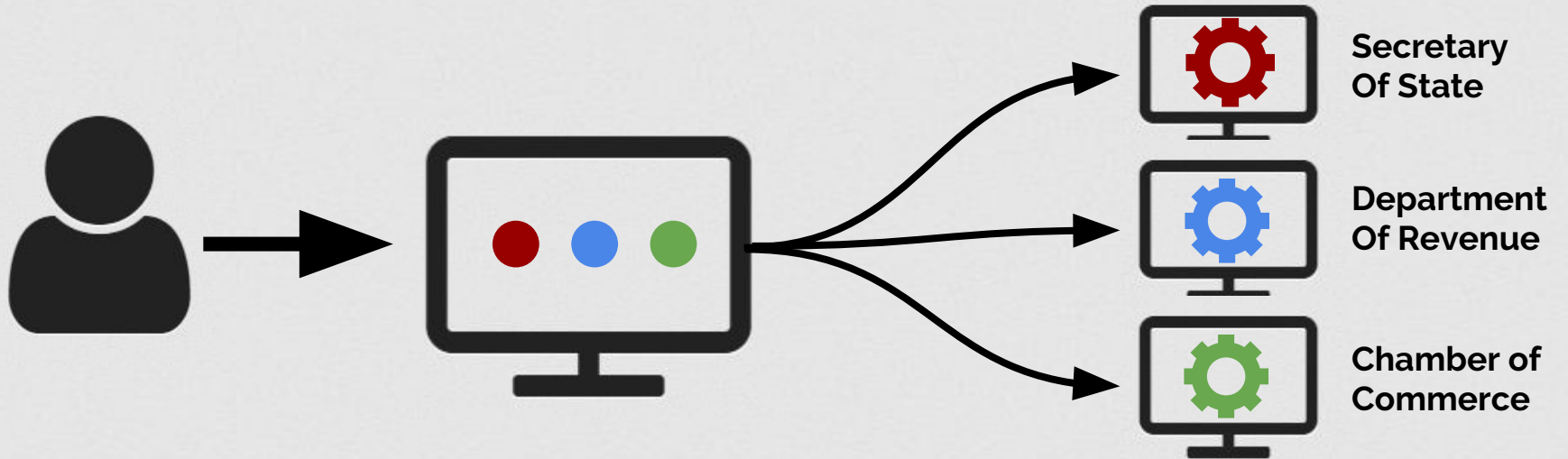
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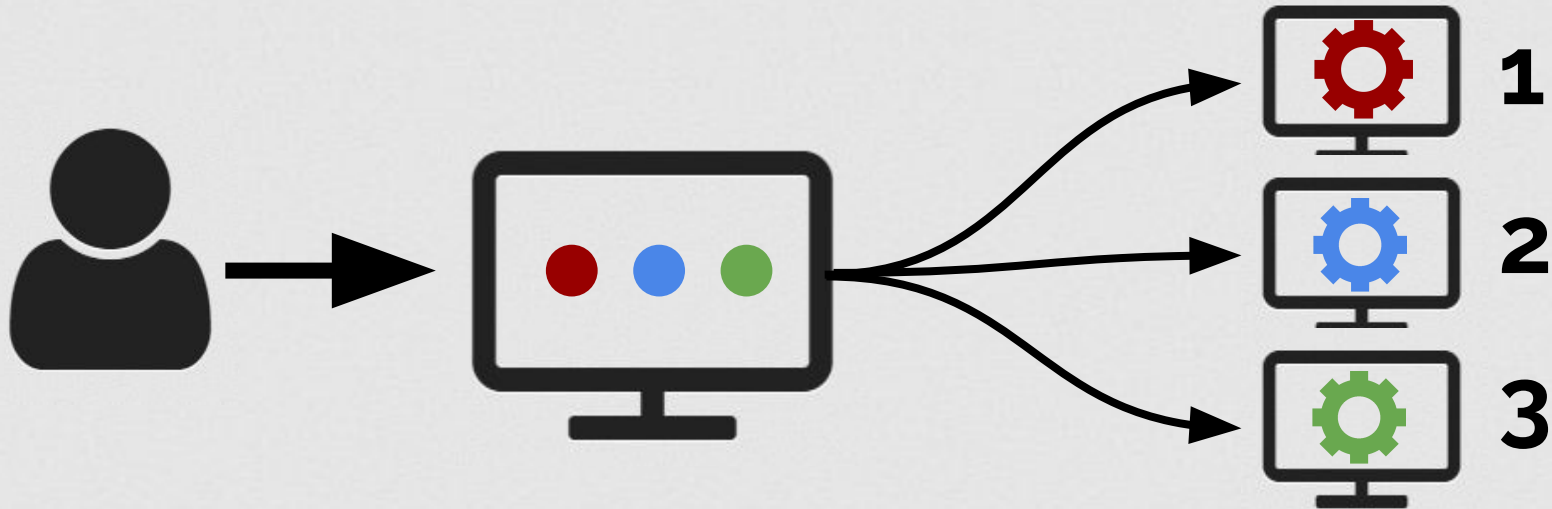
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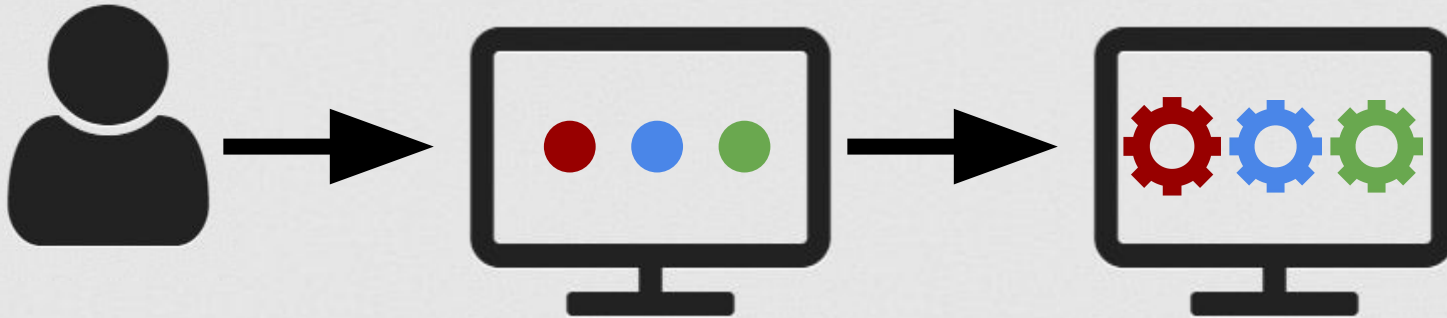
2017



2017



2022



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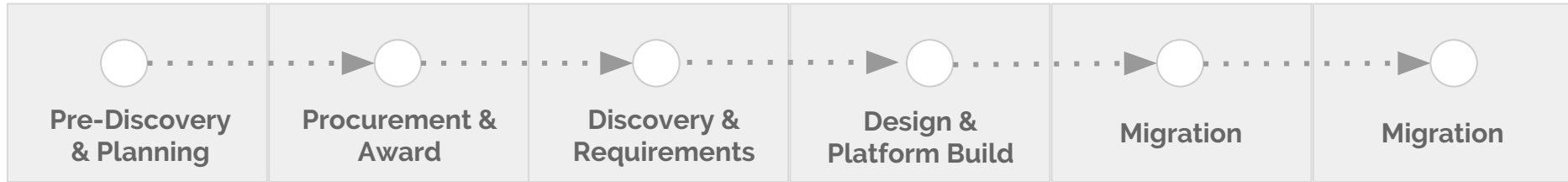
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Citizen centric approach needs to be designed

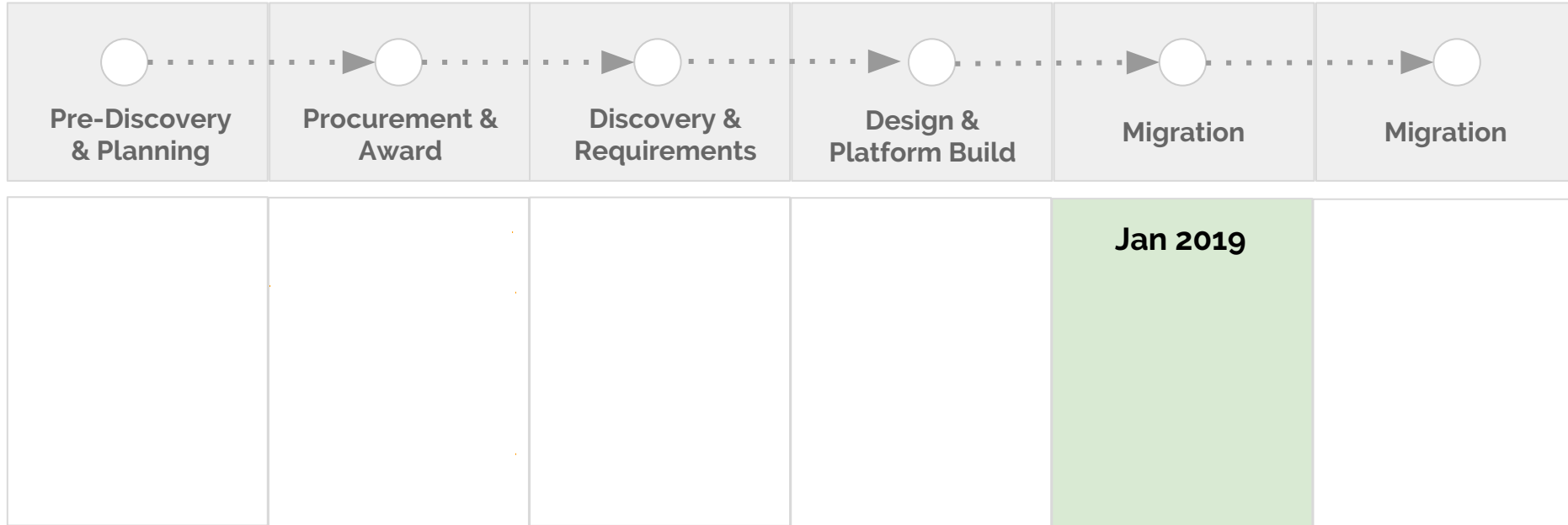
Agenda:

- Digital Future & Experience Design
- **Drupal 8 CMS Roadmap**
- Agency Roles

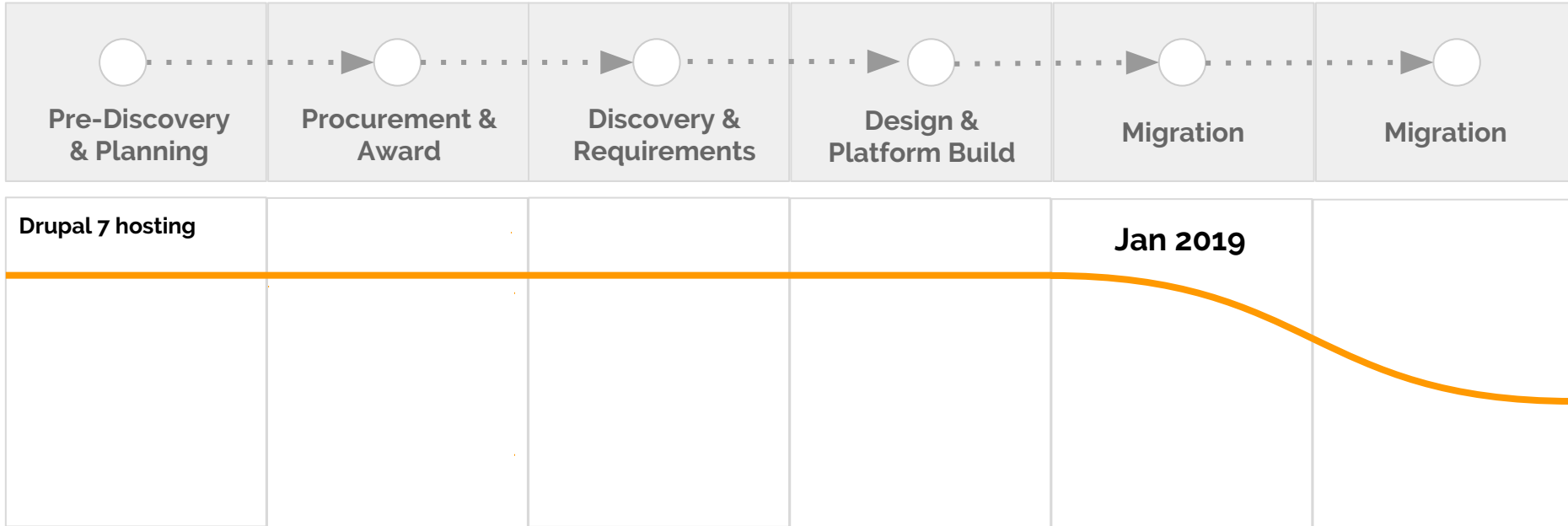
D8 Roadmap



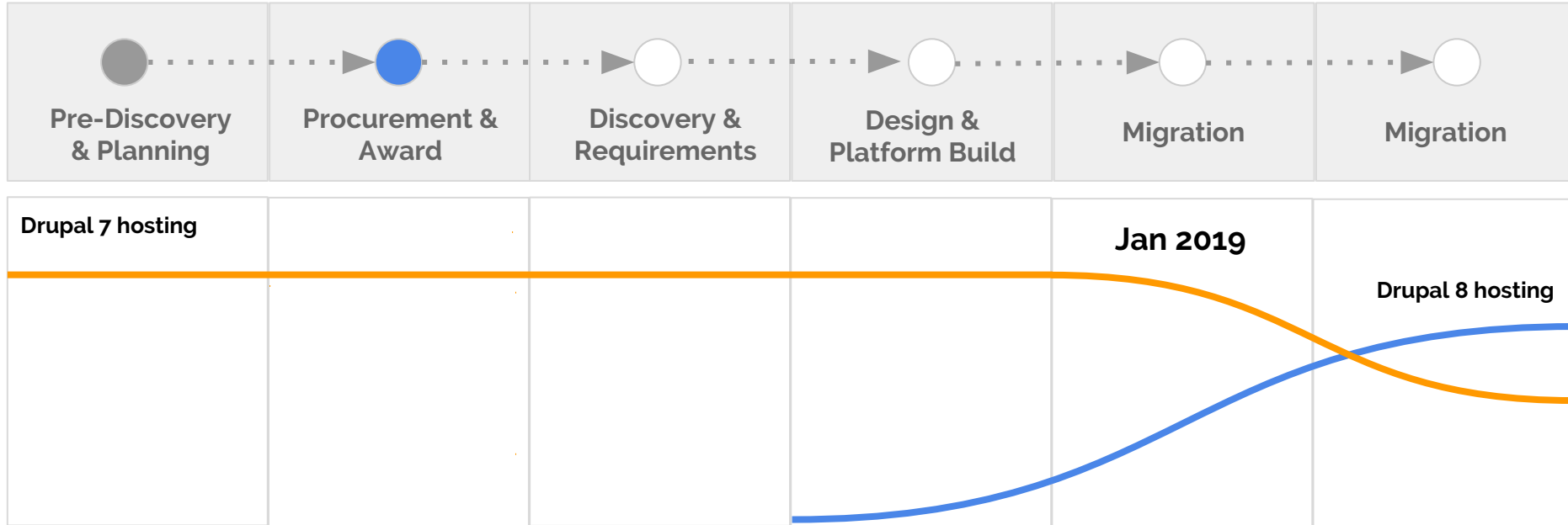
D8 Roadmap



D8 Roadmap



D8 Roadmap



Multi-Vendor Procurement

Development

Design &
Experience




Usability
Testing

ADA
Testing

Content







Hosting

Multi-Vendor Procurement

Development	Design & Experience	Usability Testing	ADA Testing	Content	Hosting
					

Multi-Vendor Procurement

DSGa Digital Standards

Development	Design & Experience	Usability Testing	ADA Testing	Content	Hosting
					

DSGa Team

Agency Partners

Industry Experts

Research

Best Practices

Lessons Learned



**Center of
Excellence**

Technical Standards

Domain Standards

Brand Standards

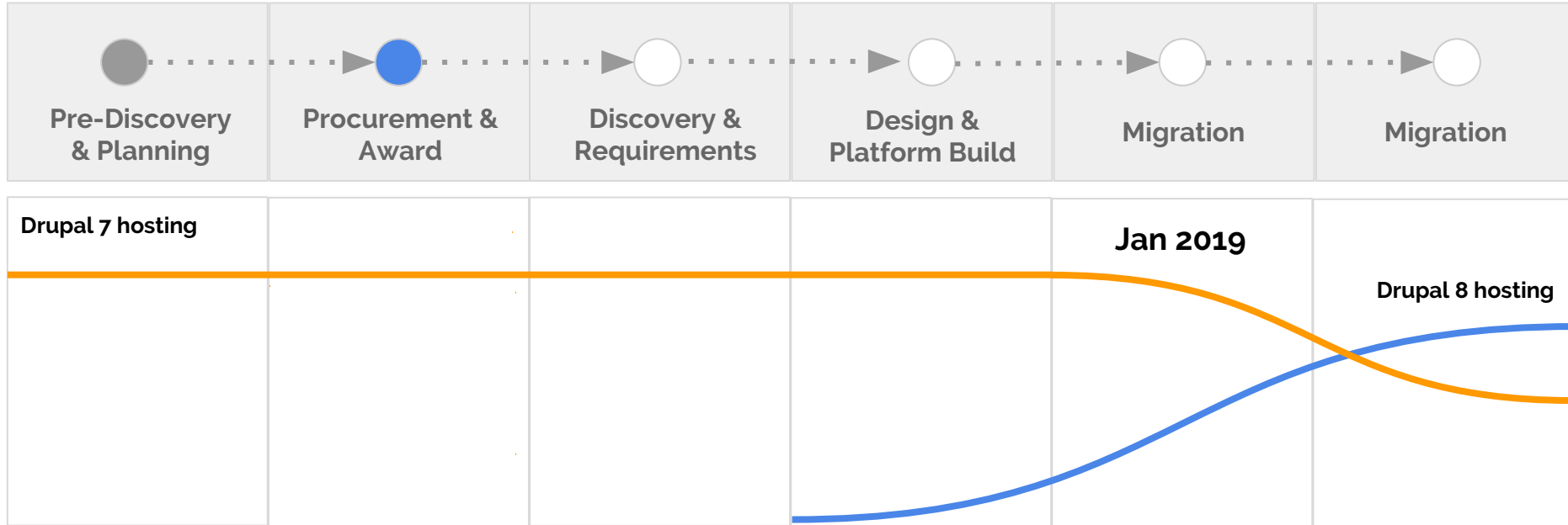
Social Media Guidelines

Content Guidelines

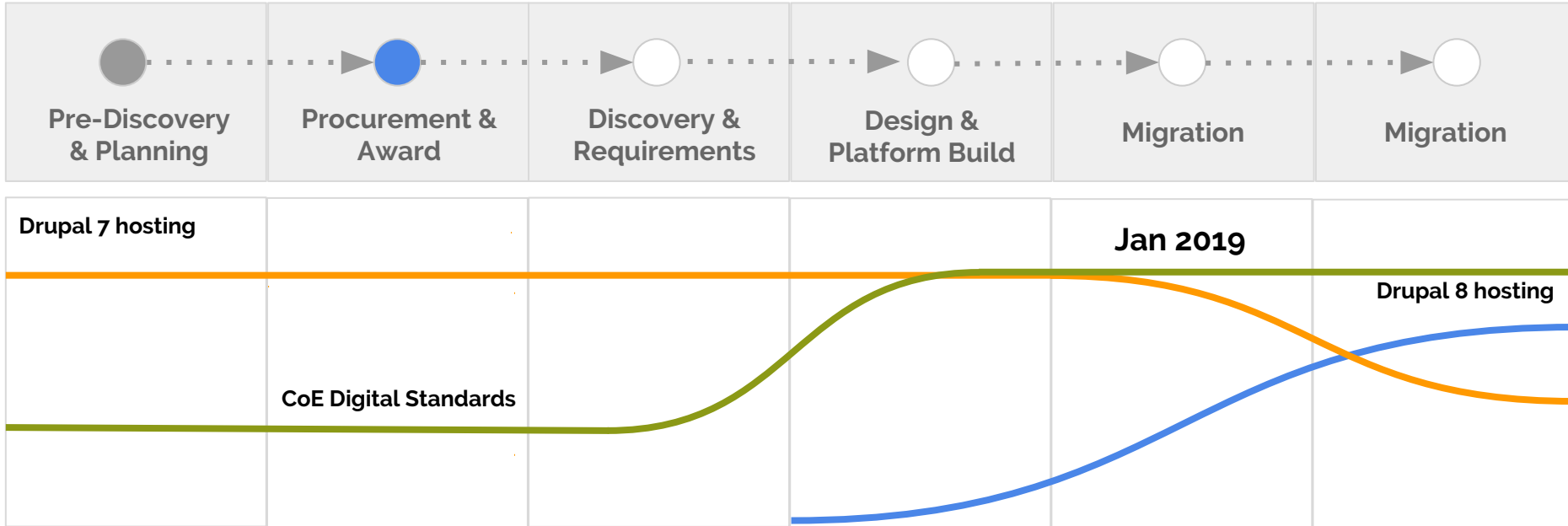
Usability Guidelines

Visual Guidelines

D8 Roadmap



D8 Roadmap



Agenda:

- Digital Future & Experience Design
- Drupal 8 CMS Roadmap
- Agency Roles

Request #1:

Beta test your new CMS.

Request #2:

Center of Excellence: Get
your voice heard

Request #3:

Apply the 80/20 rule to
your website content

Takeaways

Takeaways:

- Citizens only care about their intent
- Govt needs to design inside-out
- Citizens expect a unified brand



Thank you!

digitalservices.georgia.gov