



Year End Report 2022

Digital Services partners with state agencies and elected officials to deliver information and services to constituents. GTA products, training, consulting, and governance put users' needs first to provide the best possible experience.

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Georgia Technology Authority
Digital Services Georgia
47 Trinity Ave, SW
Atlanta, GA 30334

Themes of our work

Themes of our work

① Ensuring access for all Georgians

We work hard to ensure that the state's information and services should be easily accessible for all Georgians. That means content is written in Plain Language. It means we support the most recent accessibility standards to ensure those with disabilities have an easier time using our products. We have trained accessibility experts, and a major focus of our outreach efforts to agencies is about accessibility – both because it's the law and because we believe strongly that everyone who is entitled to state services should be able to get them. This emphasis on accessibility is tied directly to GTA's 2025 IT Vision statement.

Our values are also evident in our design and development of the state's official website, Georgia.gov. The site showcases the capabilities of our flagship product, GovHub, and contains the breadth of state government in one place. For many Georgians, it's their starting point for state information and services. We provide clear, SEO-friendly information on top tasks and continually create new content that anticipates constituent needs, such as for the midterm elections, Covid, and cash-assistance cards. In addition, we post timely information on Georgia.gov's Twitter and Facebook channels and respond to every constituent message.

ENSURING ACCESS FOR ALL



Spanish translation for election information:

To augment our elections content on Georgia.gov, we created new landing pages for the 2022 election cycle in both English and Spanish. We launched a social media campaign on Facebook and Twitter to promote the content on these pages, which helped voters keep track of important dates, polling places and ballot options.



¿Una Segunda Vuelta?
Si el candidato no recibe la mayoría de los votos en las elecciones generales, se realizará una segunda vuelta entre los dos candidatos con la mayoría de votos.



ENSURING ACCESS FOR ALL

“Excellent, fast, efficient service. It was a pleasure.”

Gina Tiedemann,
Executive Consultant,
The Prinzo Group, Inc.

- DHH Pathways, a newly launched GovHub site for the Department of Education provides information about services for deaf and hard of hearing children in one place for the first time.
- As an extension of the Digital Center of Excellence committees, which we lead, we produced live webinars open to anyone in government to teach social media and Plain Language skills.
- Continuous updates to GovHub to meet and exceed accessibility guidelines, including numerous enhancements to allow for easier navigation across the site and within pages for anyone using assistive technology.
- Increased the number of language translations available on GovHub sites from 8 to 12, reflecting the diversity of Georgia’s population.
- Streamlining GovHub to increase performance, resolve technical debt, and simplify code. We are in the process of replacing the top navigation on all GovHub sites so that it works better for assistive technologies.

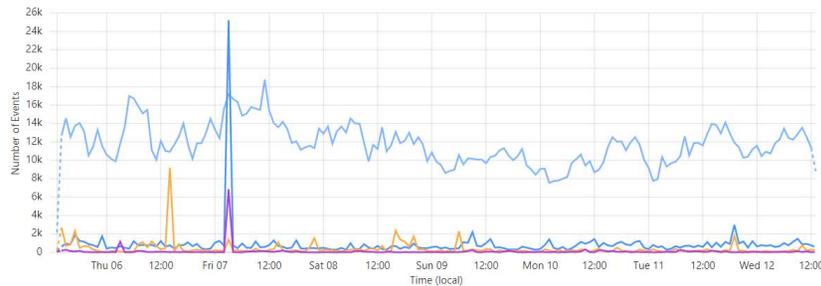
Themes of our work

② Technology innovation

Innovation is one of our tenets. We are not afraid to experiment and tackle problems with appropriate solutions. We take a methodical approach to trying new things until we find the right answer. This is how we built and continuously improve GovHub and how we tackle new work. We're members of a larger civic tech community around the world that believes open digital government can improve efficiency and outcomes. Our client agencies rely on us to be abreast of trends, and we teach others what we learn through quarterly webinars, our Digital Academy program, annual GovTalks conference, blogs, and other training classes.

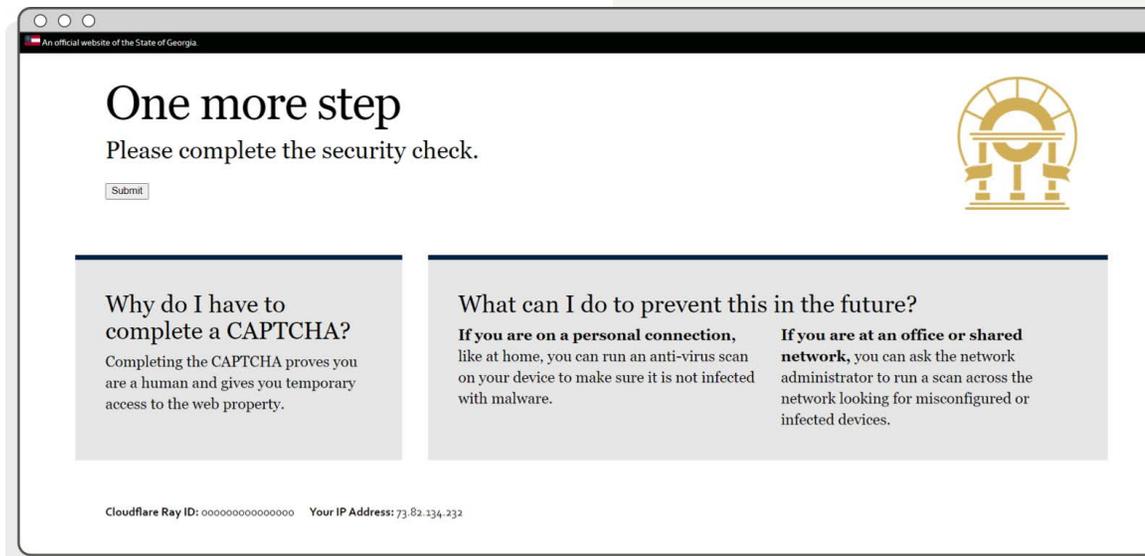
At the beginning of the Covid pandemic, we quickly piloted a chatbot on Georgia.gov, DPH, and DOL to help quell call center volume by providing answers to the most common questions from panicked constituents. We continued to improve the bot and tested several other vendor platforms to find a more long-term solution that complemented GovHub. For every initiative or engagement, we take the same disciplined approach. Our process ensures efficiency, transparency, and repeatability.

TECHNOLOGY INNOVATION



Cloudflare WAF ensuring DDoS protection and 99.95% uptime:

While several states' websites succumbed to cyber attacks in 2022, GovHub was able to thwart an unprecedented number of malicious attempts thanks to the Cloudflare Web Application Firewall (WAF). To further ensure security, multi-factor authentication will become standard on GovHub sites in 2023. We laid the technical foundation for MFA in 2022.



TECHNOLOGY INNOVATION

“DSGa guided our internal data team toward best practice coding and assisted us with setting up some testing...which was exactly what we needed to do...”

Malenka Warner,
Director of Communications,
Governor’s Office of Student
Achievement

- We launched the Georgia Analytics Program, in partnership with the Governor’s Office of Planning and Budget, to provide data on site usage, machine readiness, analytics, and content quality. Powered by Siteimprove, it is available to all state agencies and elected officials, as well as GovHub subscribers.
- Orchard, Georgia’s official design system, represents the first time the complete design system has been made available online to external developers.
- After the quick response to the Covid crush of constituent needs, we continued improving the performance of the Microsoft bot we piloted with several agencies while searching for a longer-term product solution, ultimately deciding on Ivy’s platform. We launched an Ivy pilot on DSGa’s website and continue to evaluate its strengths and weaknesses.
- We implemented a chatbot on DOR in time for tax season. As content from more DOR divisions was added, we worked to hone the accuracy of answers, developing strategies for structuring content to achieve better results. We provided content support for an AWS voicebot pilot for 1-800-GEORGIA that addressed callers looking for info about their cash assistance checks.

TECHNOLOGY INNOVATION

- The Drupal 9 Update spanned 19 months. The DSGa team along with our development partner Lullabot worked on research, planning, module updates and quality assurance. The update resulted in no interruption to our agency websites. Drupal 9 enhanced security updates for dozens of custom modules and an upgrade to the newest version of Federated search. We ensured that all modules were updated to their latest version and patched.
- With the migration to GovHub, we improved the experience for editors to select a content type with a design we call “[Type Tray](#).” We contributed the work on this project back to the open source Drupal community.

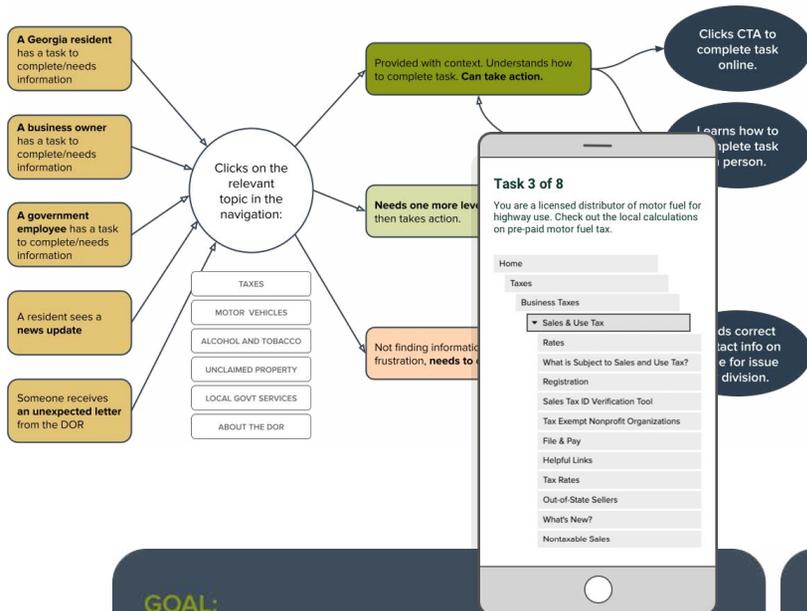
Themes of our work

③ Human-centered delivery

Nothing gets to the heart of Digital Services more than our commitment to putting the constituent first. When envisioning a new Georgia.gov, we engaged IDEO, a consultancy that is known for its human-centered approach to solving problems. That work became foundational to how we think about the products we build and the people we serve. Unlike in the private sector, people often don't have a choice about whether to interact with government websites. By having a full understanding of who, how, and why Georgians use our products, we can make those experiences as frictionless as possible.

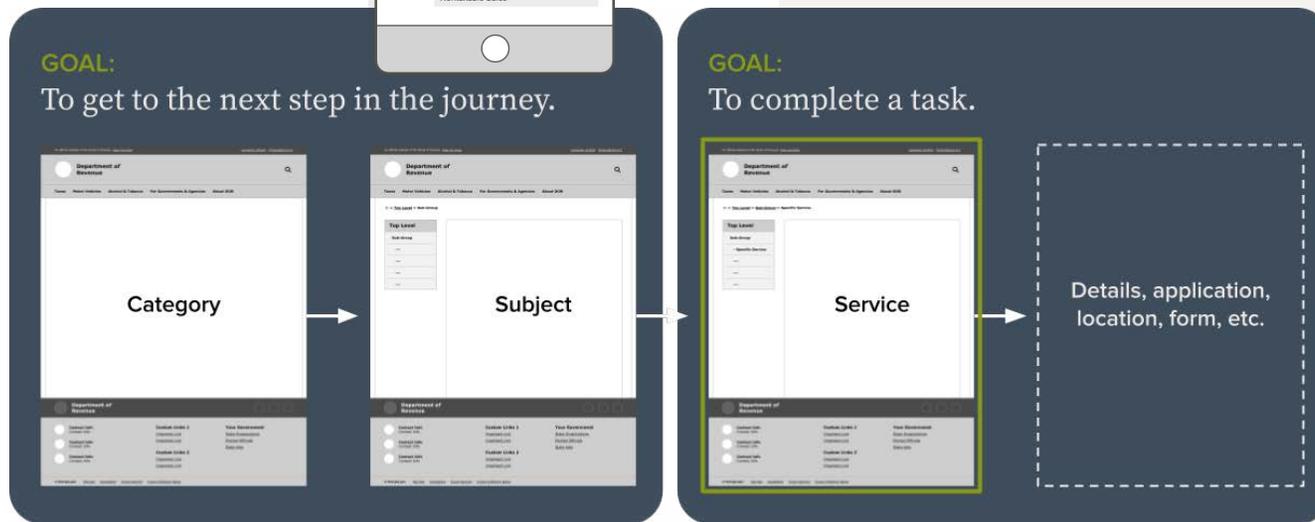
One way we do that is by testing. Our team of UX and content strategists maps user journeys through our websites to make sure people are able to complete their tasks quickly and with confidence. This builds trust and makes their experience with the government as painless as possible. At the start of every agency engagement, we dive deep into the audience before attempting to offer a technology solution. At every turn, we measure our performance. To say this is uncommon in state government is an understatement. But Georgia is not like other states. The Georgia Analytics Program (GAP) leverages our third-party Siteimprove product to provide agencies with real-time data to ensure content quality, increase accessibility, and improve SEO. Through our GAP Consultation, we teach agencies to use data to drive their decision-making.

HUMAN-CENTERED DELIVERY



User experience testing for DOR:

We completed a usability review with the Department of Revenue where we assessed the effectiveness of their website and identified ways they could streamline content delivery. Based on several rounds of user testing, it's expected the recommended changes will improve task completion on the site.



HUMAN-CENTERED DELIVERY

“Y’all are the best in the business”

Kiana Jackson,
Communications Specialist,
Department of Community Health

- We began offering [Georgia Analytics Program Consultations](#), which are short engagements with agencies (roughly 6 weeks) that focus on teaching them how to use the tools we provide in Siteimprove, writing a high-level assessment of their site’s usability, and providing a simple “to-do list” for how they can improve their site performance and GAP score. In 2022, we worked with the Department of Public Health and the Department of Behavioral Health and Developmental Disabilities.
- We are writing content for the Department of Administrative Services website redesign, which is scheduled to be completed in 2023. Our efforts have focused on identifying top user tasks and creating easy-to-follow guides for completing these services.
- We created the Moving to Georgia Guide, which combines all state touchpoints across various agencies that new residents must interact with upon arriving in our state. We did user research and several rounds of further testing to make sure we got it right.
- We’re close to wrapping up testing on an updated design for lists of locations, as well as an audit of the process editors take to build online forms. Work to implement recommendations for both is scheduled for 2023.
- Guided by feedback from current GovHub users and the GovHub Advisory Committee, our updated design for GovHub sites, Bloom, is coming soon.



Part 2 of 3

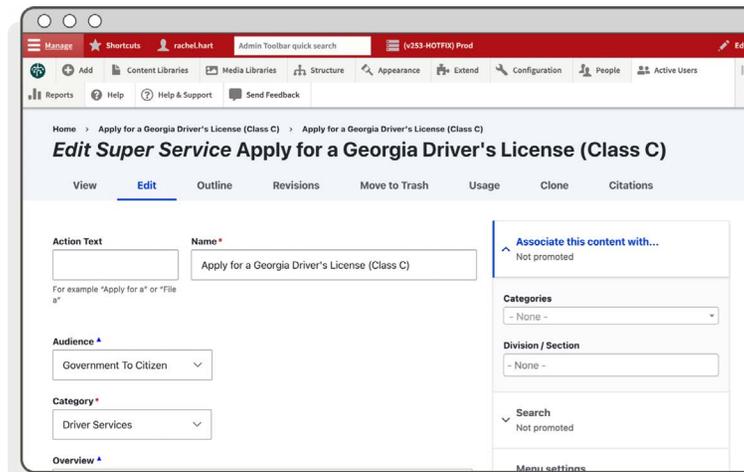
Digital Services
GEORGIA

Products

Products

GovHub

DSGa's flagship product continued to evolve to meet agency needs in 2022. GovHub is a mature product offering, receiving more than 184 million pageviews collectively on all sites this year. We have a refined onboarding process for new sites, and a support process for current customers. We have developed a thorough training offering including Basic, Advanced, and on-demand training topics, offered via 1:1 meetings, webinars, and online LMS modules. Our Product Team partners with a leading private sector partner to continuously evolve GovHub with 23 scheduled releases this year to meet customer needs as well as ensure security and optimal performance. As a singular platform, all GovHub customers benefit from the continuous improvements, while maintaining reasonable costs.

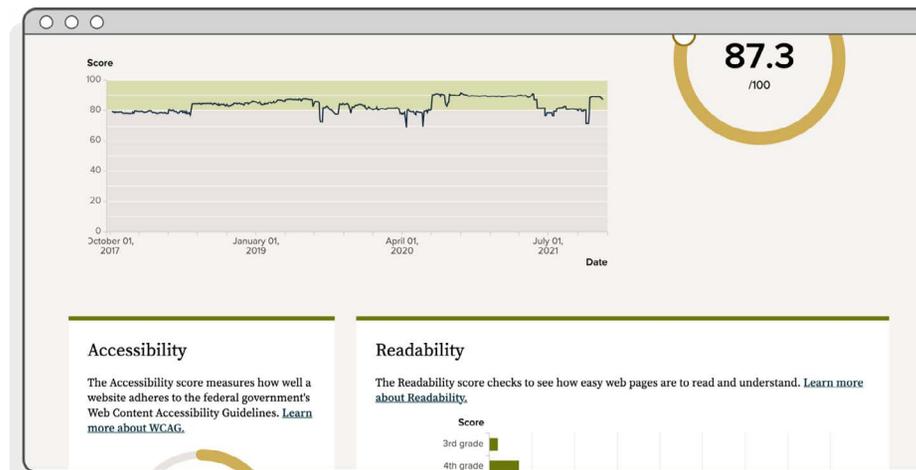


GEORGIA | **GOVHUB**

Products

Georgia Analytics Program

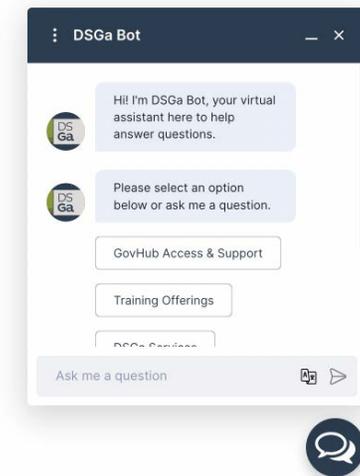
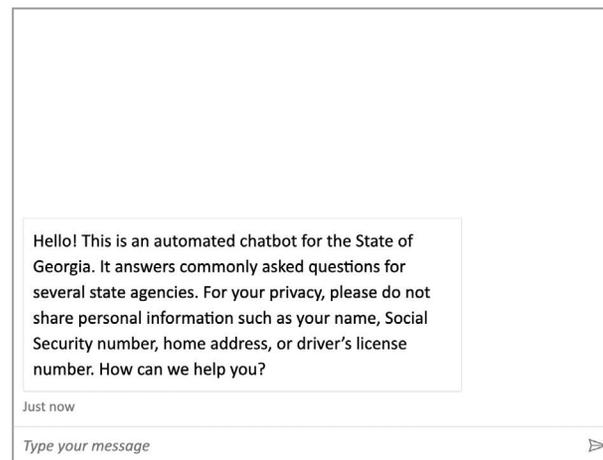
The Georgia Analytics Program (GAP), powered by data from a third-party vendor, comes standard with any GovHub subscription, and is also offered to non-GovHub agencies as a stand-alone product. The product gathers data from a website or application, and calculates scores for key metrics including Accessibility, Quality, and Search Engine Optimization. The dashboard, publicly available at analytics.georgia.gov, tracks 83 state websites and applications, providing transparency about scores on the key metrics. We proactively encourage to agencies to work on impactful improvements. When invited, we connect with website managers for a short-term engagement that delivers analytics training, top to-dos, and a roadmap for them to follow in the future.



Products

Chatbot

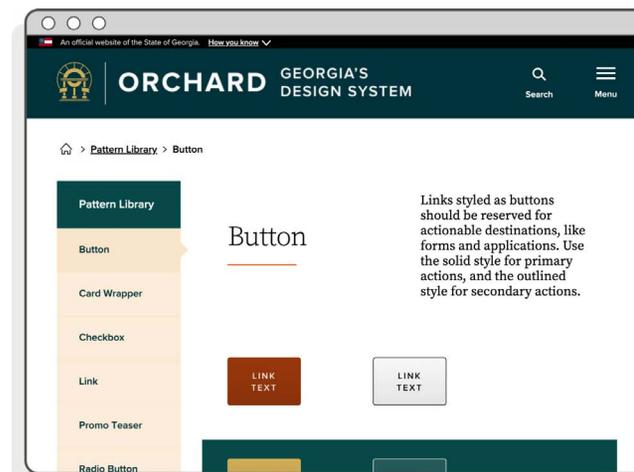
We have two chatbot products in pilot production. Microsoft QnA Maker was launched at the beginning of the pandemic to address customer service inquiries for the Department of Public Health, Department of Labor, Department of Driver Services, and Georgia.gov. Since those early efforts, we have expanded our chatbot offering to the Georgia Nonpublic Postsecondary Education Commission and Department of Revenue. Taking the lessons learned from the Microsoft bot, we piloted an Ivy-powered chatbot on our own site that builds a knowledge base from our site content and even opens support tickets if users don't find what they need.



Products

Orchard

Our updated design system provides web and application developers the code for the official Georgia-brand styles and patterns that make up the user interface. It includes color palettes, typography, structured content patterns, and styles that allow for a consistent experience as users navigate through GovHub sites to third-party applications and non-GovHub sites. Our initial launch of the design system is available at orchard.georgia.gov. We are currently in the process of updating the public site to a robust, industry-standard tool that will make it easier for agency teams to find and use the code they need for their digital products.



gta

Part 3 of 3

Digital Services
GEORGIA

Services

Services

DCoE

The Georgia Digital Center of Excellence (DCoE) improves the state's presence and citizen experience on all state-supported digital platforms. Through a statewide community of private and public sector professionals, the DCoE oversees digital standards and guidelines, and promotes growth and maturity across the state's digital landscape.



g e o r g i a ' s
DIGITAL CENTER
of EXCELLENCE

Services

Digital optimization

Creating a new website or revamping your current one may not be at the top of your priority list. Maybe you're evaluating ways your website can meet business needs or help you reach goals. Whatever you're trying to do, our consulting experts will provide unbiased results that are rooted in data and digital best practices.



Services

GOVTalks

GOVTalks is a one-day conference for all who are responsible for their public organization's website or applications. The event is dedicated to helping state agencies in Georgia create a top-notch digital presence by focusing on best practices for creating and managing user-centric content.

This past year we hosted our 15th GOVTalks in May where 119 attendees participated from 39 state organizations. The sessions focused on enhancing the customer experience on websites and beyond, including chatbots and an unified design system. Accessibility advocates shared best practices for government organizations, and a public service social media team gave us the inside scoop on finding their community and audience.



Services

Training

GovHub and GAP training are both available on-demand on our online learning platform. We also offer regular “office hours” for 1:1 consultations, as well as monthly webinars to cover commonly needed help topics. Outside of GovHub and GAP, we offer agencies a 5-part program, the Digital Academy, to help them understand their audience and how to deliver content effectively.



Services

Support desk

All of our products and services are backed by our Customer Support Team. We offer solutions to immediate issues, while empowering our customers with the information they need to avoid the same issue in the future. We consistently rank 5/5 stars in our Customer surveys, with average resolution times of less than a business day.

Show Custom range From 1/1/2022 To 12/19/2022 Update

4.9 **88**
 Average rating User reviews

Comment	Rating	Key	Agents	Received
	★★★★★	DESK-3599	Ericca Rowe	Friday 9:06 AM
The Digital Services Support team always delivers timely and complete troubleshooting whenever we encounter an issue with our site. But they also are so willing to help us think through possibilities for solutions to our agency's communication strategies which will strengthen our ability to answer Georgia citizens' questions. Thank you DSGA Support!	★★★★★	DESK-3554	Ericca Rowe	Friday 7:54 AM
Response was quick and resolved my issue. Thank you! Mike P.	★★★★★	DESK-3611	Ericca Rowe	Thursday 4:05 PM
	★★★★★	DESK-3607	Ericca Rowe	Thursday 2:11 PM
Thanks for your help	★★★★★	DESK-3588	Ericca Rowe	09/Dec/22 9:51 AM
	★★★★★	DESK-3571	Ericca Rowe	28/Nov/22 9:54 AM
	★★★★★	DESK-3570	Jenna Tollerson	15/Nov/22 5:15 PM
Ericca Rowe is awesome! Great customer service!	★★★★★	DESK-3546	Ericca Rowe	03/Nov/22 4:35 PM
I can only imagine how many support tickets you guys deal with that are actually user errors as this one appeared to be. So I just wanted to give a shout out to Ericca who always seems to just ride the wave right along with me... reassuring me that all is well. :) Thank you Ericca! Malenka	★★★★★	DESK-3513	Ericca Rowe	27/Oct/22 10:38 AM
	★★★★★	DESK-3519	Ericca Rowe	25/Oct/22 9:29 AM
I am so thankful for Ericca's guidance which always leads me to the best display choices for my content!	★★★★★	DESK-3503	Ericca Rowe	17/Oct/22 1:03 PM