

The need for a Unified Branded Digital Platform

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

Nikhil J. Deshpande

Chief Digital Officer

@nikofthehill



Digital Services
GEORGIA

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Chief Digital Officer,
GTA, State of Georgia

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#GaGOVTalks



Digital Services
GEORGIA

Mission:

Citizen centric services
Data Driven Decisions



Digital Services
GEORGIA



Government



People



Government

Legislation &
Policy

Technology
& Processes

Experience



People

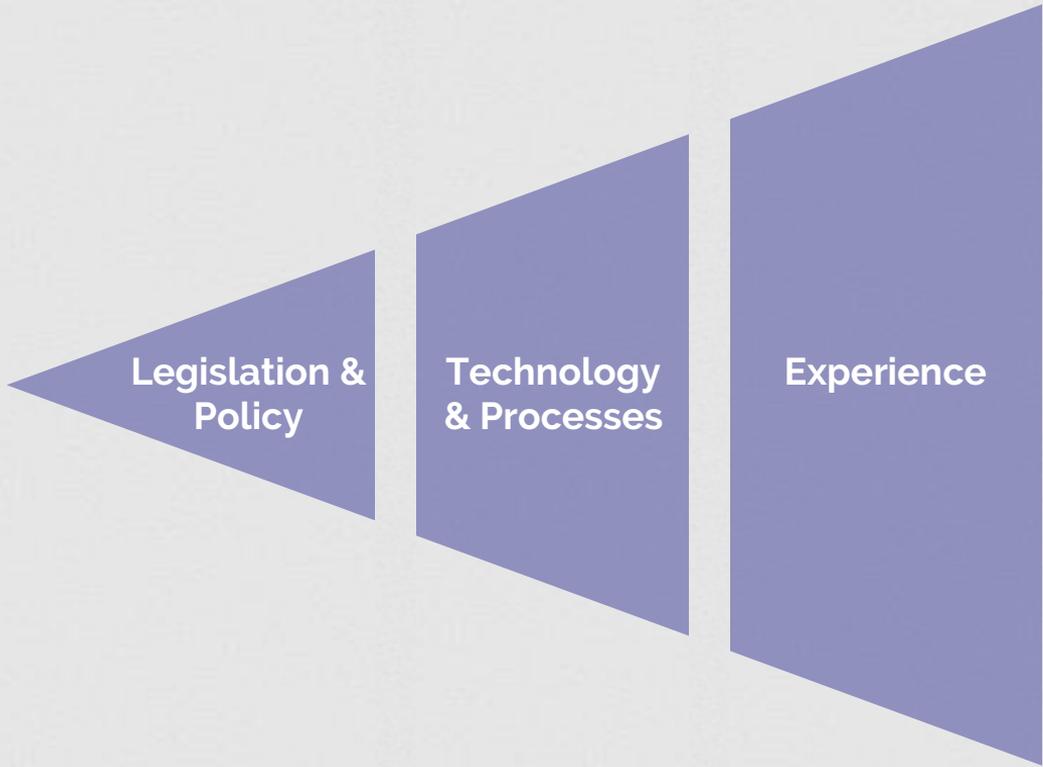


Legislation &
Policy

Technology
& Processes

Experience







Government



Digital Services

People



Graphic Inspiration IDEO

The logo features a dark blue rectangular background. On the left side, there is a vertical bar with a light green top section and a dark green bottom section. To the right of this bar, the text "Digital Services" is written in a bold, white, sans-serif font, and "GEORGIA" is written below it in a white, all-caps, sans-serif font.

Digital Services
GEORGIA



Agenda:

1. Future ready digital platform
2. Consistent unified branding
3. Building with the people

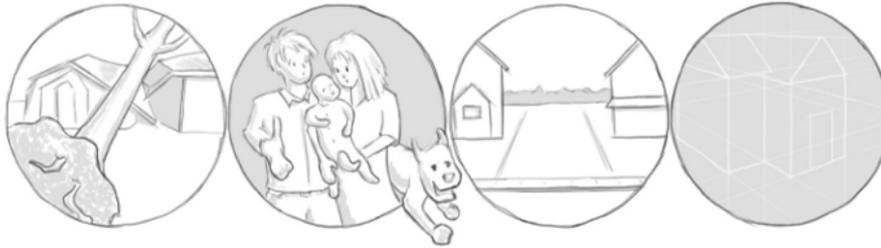
4 Tenets: Firsts

Problem | User | Context | Content

[Home](#) » [Blog](#) » The Four Tenets of Georgia's Digital Presence

The Four Tenets of Georgia's Digital Presence

June 12, 2018



As leaders in the public digital space, our core message is simple but tough.

“ A government organization's digital presence should not be about the organization. It should focus on the people and their needs.

To do that, the organization and its digital partners need to work together in the same direction.

We advocate for a targeted approach to web strategy, based on these 4 tenets:

Select A Topic

- Any -

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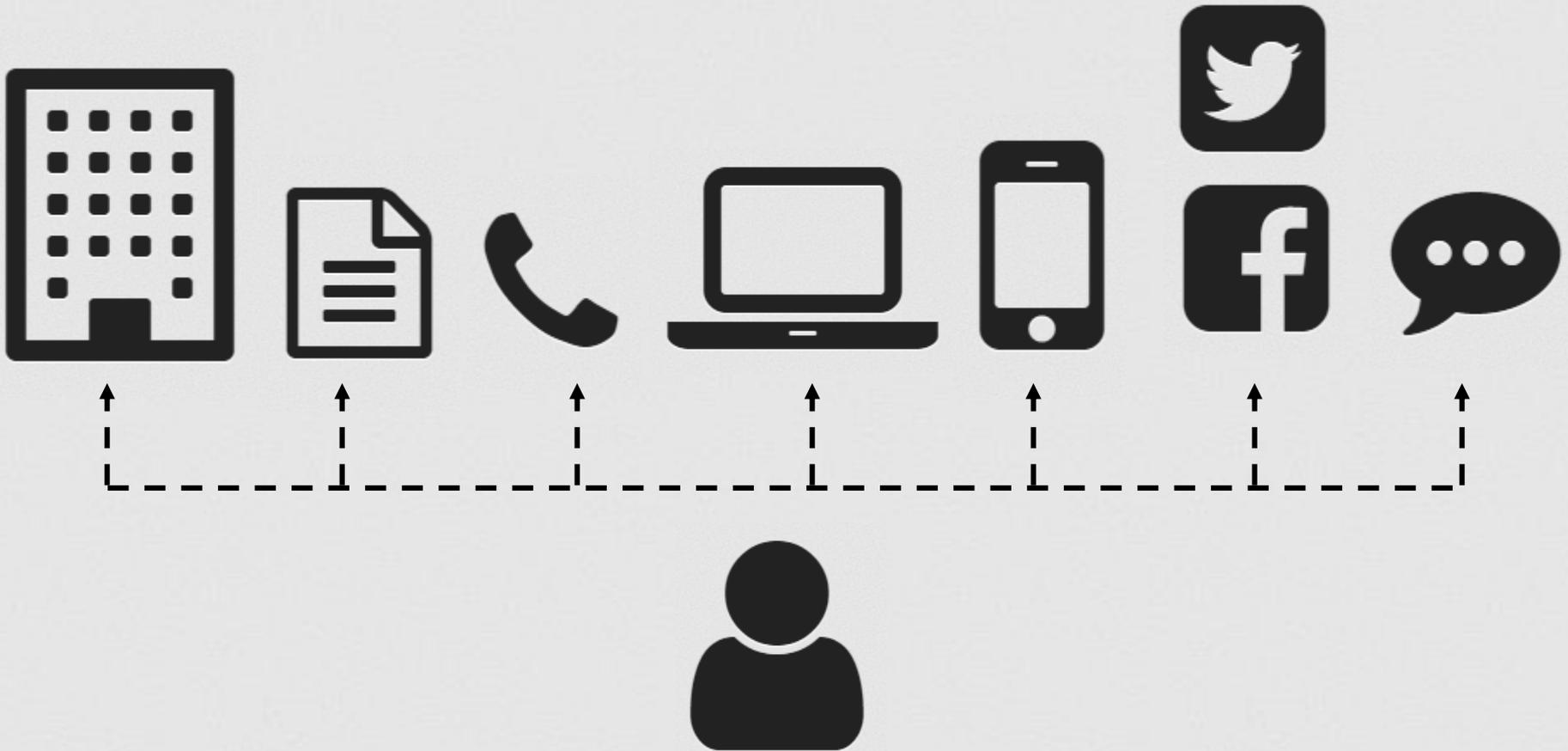
Tenet #1

Problem First

Solution/Ideas

Problem# 1

Inconsistency

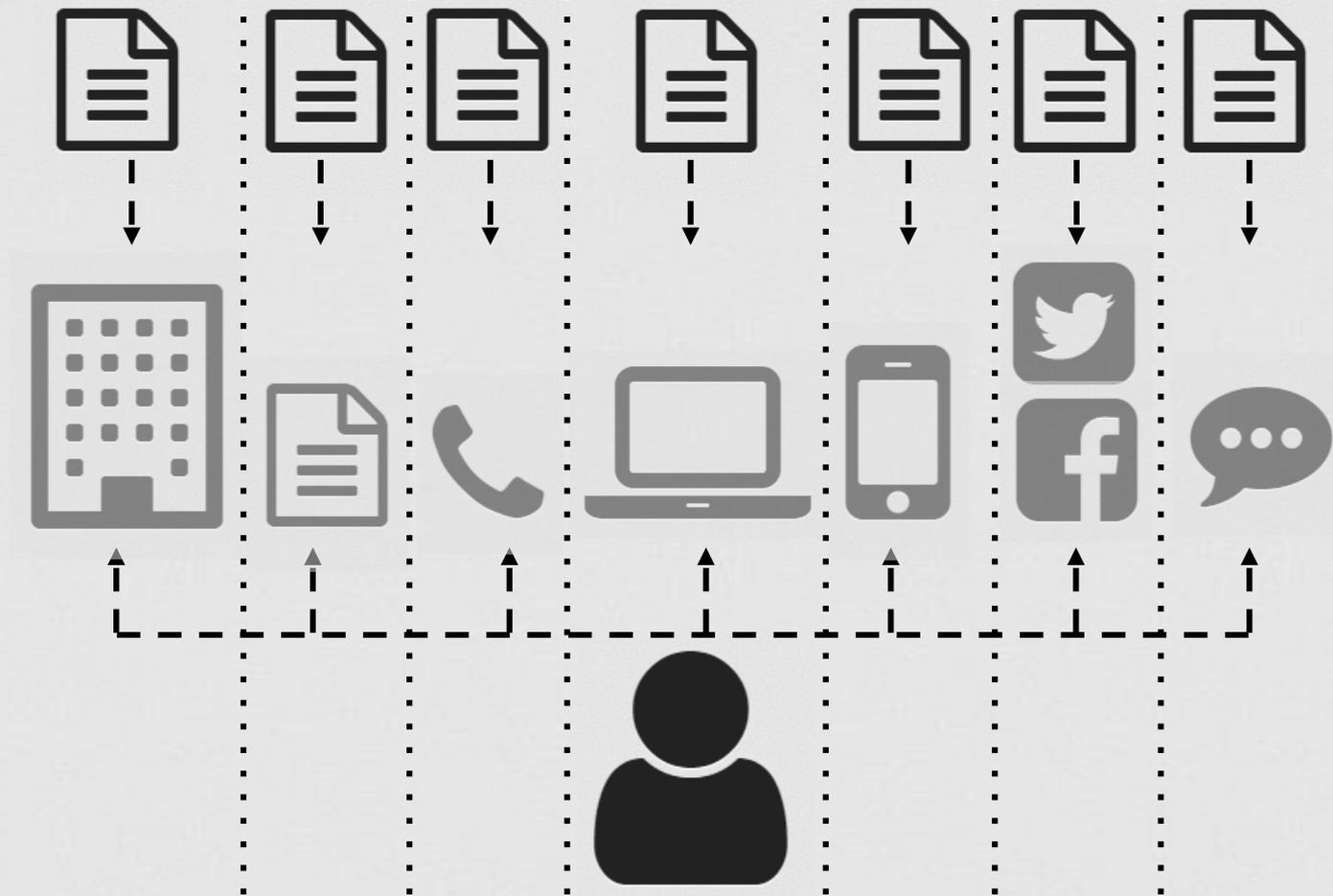


“

When I have to interact with government, I just assume it will suck.

”

- *Jewel, young professional in Atlanta*

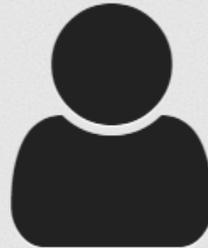




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NATURAL RESOURCES FOUNDATION

GEORGIA GOV





GEORGIA
SECRETARY OF STATE
BRIAN P. KEMP



SECRETARY OF STATE

CORPORATIONS

ELECTIONS

LICENSING

SECURITIES

CHARITIES

Click Here for July 24, 2018 General Primary Run-Off Results



NEWS AND ANNOUNCEMENTS

STATEMENT FROM SECRETARY KEMP IN REMEMBRANCE OF SEPTEMBER 11TH, 2001

Posted: Tuesday, September 11th 2018 in: General

ATLANTA - Secretary of State Brian Kemp released the following statement in

MENU

CORPORATE ANNUAL REGISTRATION

Click here to renew your Annual Registration.

LICENSING

Click here to renew your professional license expiring on September 30, 2018.



Department of Revenue

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License Plate Samples



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Motor Vehicles

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This Year's Individual Tax Forms

MV-1 Tag/Title Application

G-4 Employee Withholding

2018 Employer's Tax Guide

G-7 Withholding Monthly & Quarterly

ST-5 Certificate of Exemption

T-7 Motor Vehicle Bill of Sale

MV-183 Registration Cancellation

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GEORGIA CHAMBER

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CHAMBER AT THE CAPITOL

Georgia Chamber of Commerce and Hispanic Chamber of Commerce Establish Partnership

FROM GEORGIA NEWS, PDESS RELEASE, PRIORITY NEWS, THE CHAMBER CONNECTION - AUG 29, 2018

For Immediate Release - Georgia Chamber of Commerce and

TOP 5 REASONS TO JOIN

#1 Standing Up for Business

The Georgia Chamber's legislative effort result in laws and policies that directly impact your bottom line and give your business a voice at the State Capitol and in Washington, DC.

#GaGOVTalks

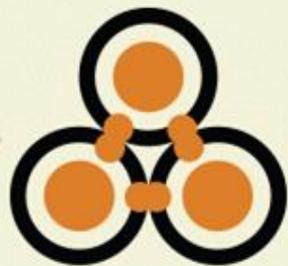
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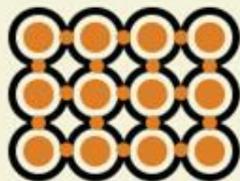
Design System



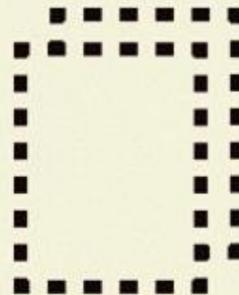
ATOMS



MOLECULES



ORGANISMS



TEMPLATES



PAGES

Image credit: Brad Frost

SEARCH THE SITE

LABEL

ENTER KEYWORD

INPUT

SEARCH

BUTTON

Image credit: Brad Frost

SEARCH THE SITE

ENTER KEYWORD

SEARCH

Image credit: Brad Frost



[Home](#) [About](#) [Blog](#) [Contact](#)

SEARCH THE SITE

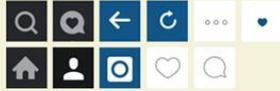
ENTER KEYWORD

SEARCH

Image credit: Brad Frost



ATOMS



PHOTO

XXXXXX likes

thisistheusersinstagramhandle

2h

Lorem ipsum dolor sit amet, consectetur adipiscing

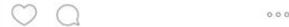
1080 x 1080



MOLECULES



thisistheusersinstagramhandle 2h



XXXXXX likes

thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



ORGANISMS



thisistheusersinstagramhandle 2h



XXXXXX likes
thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



TEMPLATES



thisistheusersinstagramhandle 2h



XXXXXX likes
thisistheusersinstagramhandle Lorem ipsum dolor sit amet, consectetur adipiscing



PAGES



brad_frost 2h



41 likes
brad_frost Hi!



Image credit: Brad Frost

Problem# 2

Dwindling Trust

“

Public trust in the government remains near historic lows. Only **18%** of Americans today say they can trust the government to do what is right.

”

- *PEW RESEARCH CENTER December 2017*

“

Information and **services**
are our products and **trust**
is our currency.

”

- *Nikhil*

Trust depends on:

Consistent messaging

Cohesive look and feel

Predictable interactions

Tenet #2

People First

Organization

Stakeholders

Georgia Residents
State Employees



We



Me

“

Once you've tried everyone
you are supposed to and
you're still not getting help,
who do you turn to?

”

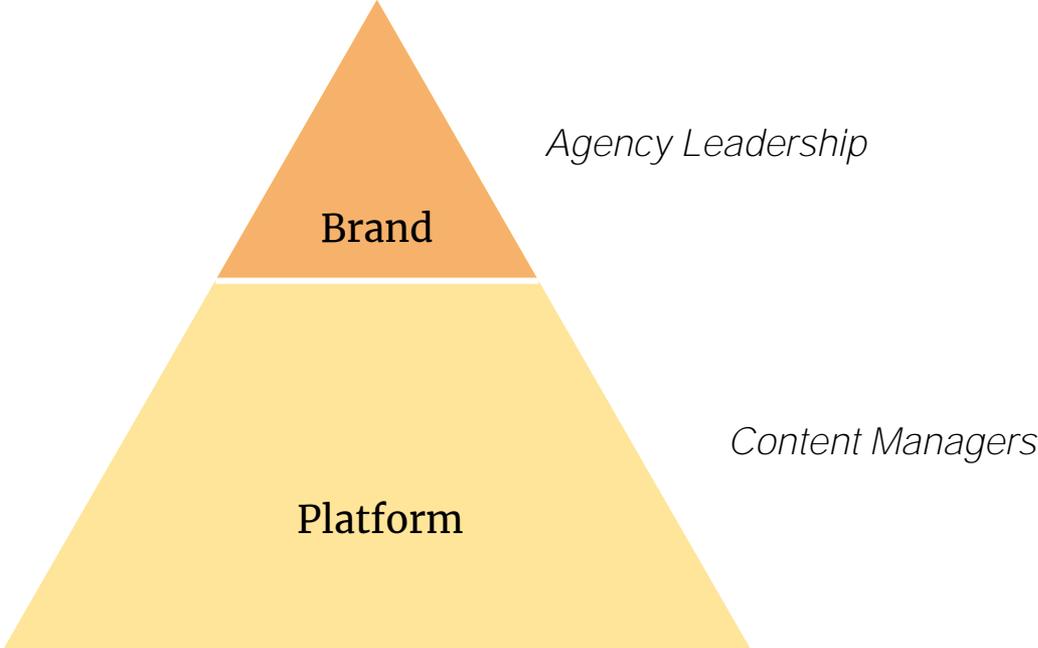
- *Savannah Resident*

“

Approachable is more important than **official**.

”

- *Savannah Resident*

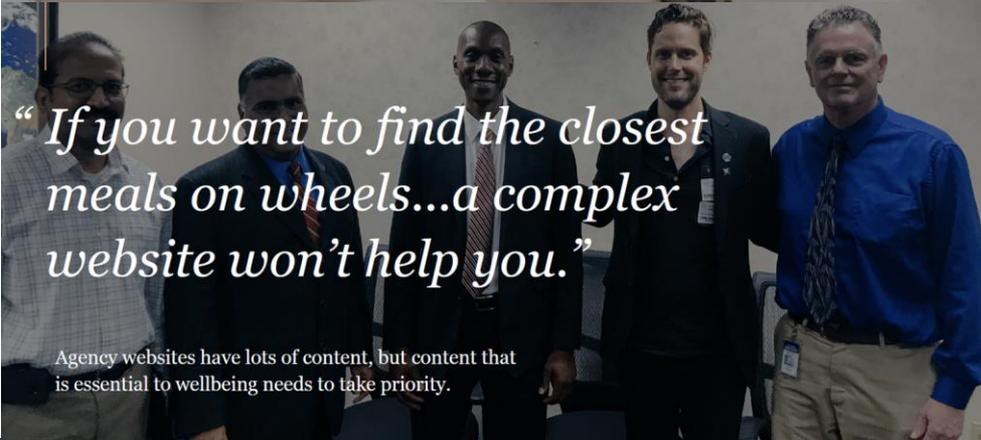


“We need to be honest, approachable, and trustworthy.”

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.

“People get confused about the services we offer.”

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



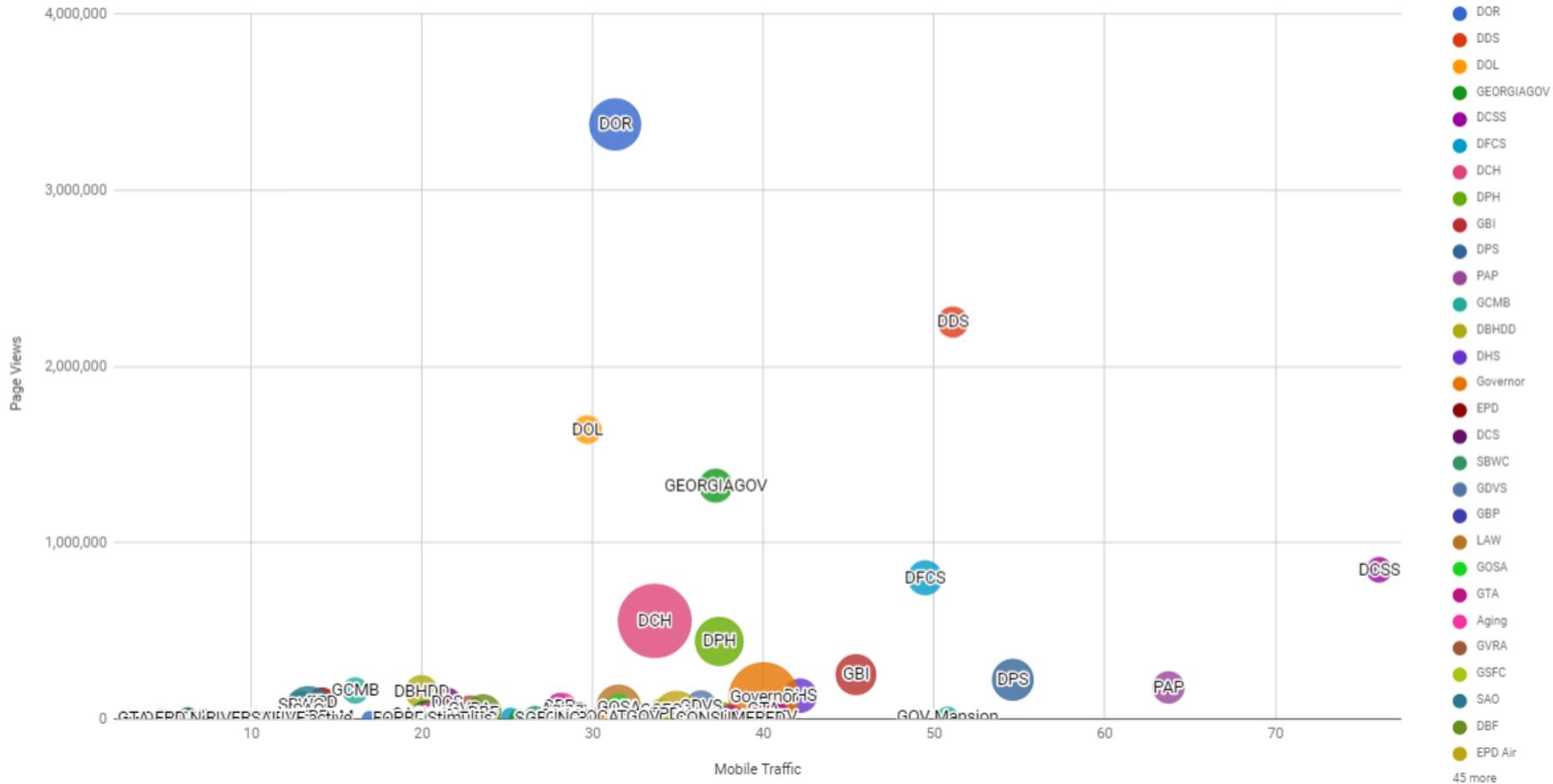
Tenet #3

Context First

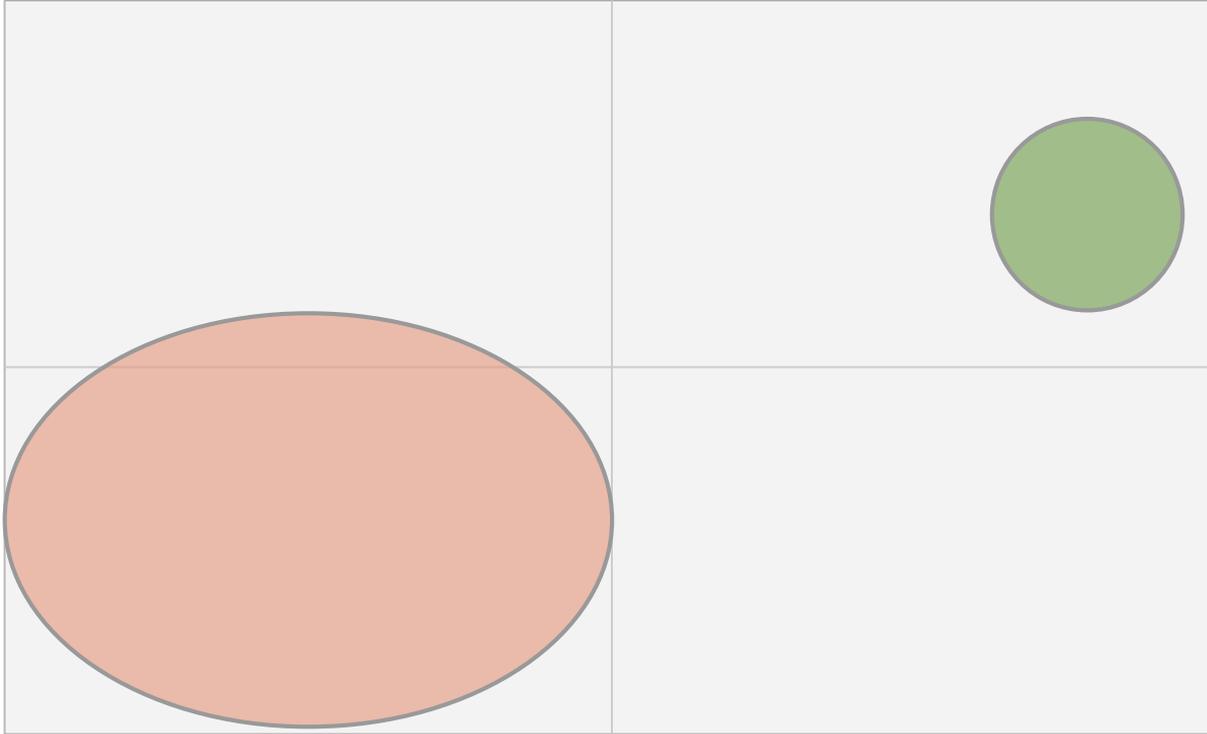
Assumptions

73% New Visitors

43% Mobile



Complexity



Usage
Frequency

Web analytics program

analytics.georgia.gov

1,684

people on participating Georgia websites now

There were **13.8 million** visits over the past 90 days.

Devices

Desktop	52.2%
Mobile	43.7%
Tablet	4.2%

Much more detailed data is available in [downloadable CSV and JSON](#). This includes data on combined browser and OS usage.

Browsers

Chrome	47.3%
Safari	26%
Internet Explorer	14.5%
11.0	14.2%
7.0	0.1%
10.0	< 0.1%
8.0	< 0.1%
9.0	< 0.1%
Other	< 0.1%

Operating Systems

Windows	46.1%
10	25%
7	18.7%
8.1	2%
Other	0.4%
iOS	25.6%
Android	21.2%
Macintosh	4.7%

Top Pages

Now

7 Days

30 Days

People on a single, specific page now.

Department of Human Services	103
Department of Labor	101
Child Support Services Georgia Department of Human ...	52
Georgia Department Of Driver Services	51
Employee Resources Department of Juvenile Justice	48
Georgia.gov	47
Department of Juvenile Justice	32
Online Services Department of Labor	29
Department of Revenue	26
Identification Requirements Georgia Department Of Dri ...	18
Renewals	16
Inmate TPM Lookup State Board of Pardons and Paroles	14
Department of Community Supervision Where Public S...	12

Tenet #4

Content First

Design & Devices

“ If design gets in the way of important content, it is an obstruction of information ”

- *Nikhil, UX/UI Designer*

About 38,300,000 results (0.71 seconds)

DMV.org: The DMV Made Simple

www.dmv.org/

DMV.org makes understanding the Department of Motor Vehicles simple. Get quick access to Forms, practice tests, rules & regulations, and connect with tens of ...

Georgia DDS & MVD Locations, Office Hours & Phone Numbers | DMV ...

www.dmv.org/ga-georgia/dmv-office-finder.php

Georgia DMV Locations & hours - Find Georgia DMV office phone numbers, locations, hours of operation, & appointments.

Driver License Office of Atlanta, Georgia | DMV.org

local.dmv.org > ... > DMV Office Locations > Georgia > DeKalb County > Atlanta

Driver License Office hours of operation, address, available services & more.

Atlanta Georgia DDS & MVD Office Locations & Hours | DMV.org

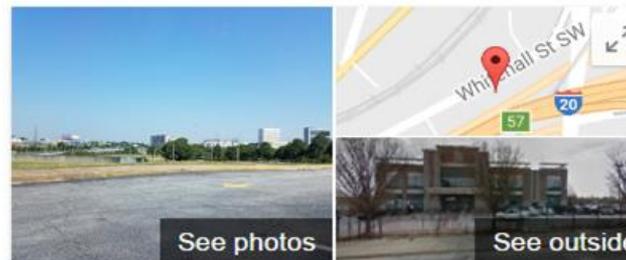
local.dmv.org > Driver Services > DMV Office Locations > Georgia > DeKalb County

Find Atlanta, Georgia DDS & MVD Office Locations, contact information, hours of operation and appointment information.

Atlanta - Customer Service Center - Department of Driver Services

www.dds.ga.gov/locations/dllocations.aspx?csc=50

Information on the Department of Driver Services Customer Service Center in Atlanta.



See photos

See outside

DMV

Website Directions

4.0 ★★★★★ 93 Google reviews

Department of Motor Vehicles - Castleberry Hill

Address: 400 Whitehall St SW, Atlanta, GA 30303

Hours: Closed today

[Suggest an edit](#) · [Own this business?](#)

Plan your visit: People typically spend 25 min here

Reviews

Write a review Add a photo

"The parking space was huge and I watched people come and go quickly."

DMV.ORG IS A PRIVATELY OWNED WEBSITE THAT IS NOT OWNED OR OPERATED BY ANY STATE GOVERNMENT AGENCY.

(Why This Disclaimer Is Important)



Search Georgia

277K
Like

- Home
- License & ID
- Registration & Title
- Tickets & Violations
- Insurance
- Buying & Selling
- DMV Office Finder

SIMPLIFYING THE DMV SINCE 1999

WHAT CAN WE HELP YOU WITH?

- DRIVERS LICENSE AND ID
- REGISTRATION AND TITLE
- TICKETS AND VIOLATIONS
- CAR INSURANCE
- DMV OFFICE FINDER
- BUYING AND SELLING
- ORGAN DONATION
- PRACTICE TESTS
- DRIVING RECORDS
- ADDRESS CHANGE

LOOKING FOR SOMETHING SPECIFIC?

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Google is your homepage

54% of traffic to our web platform comes directly from Google search.



Home » Agencies » Georgia Department of Motor Vehicles (DMV)



Georgia Department of Motor Vehicles (DMV)

Where is the Georgia DMV?

The State of Georgia does not have a Department of Motor Vehicles (DMV).

In our state, the functions normally associated with a DMV are separated between two agencies:

- **Department of Driver Services (DDS)**
DDS helps you obtain, renew, or replace learner's permits, ID cards, and licenses.
- **Department of Revenue (DOR)**
DOR helps you register your vehicle, obtain license plates, and pay your vehicle taxes.



Associated Services

- [Locate a DDS Customer Service Center](#)
- [Locate a County Tag Office](#)
- [Request a Replacement Driver's License](#)
- [Schedule a Road Test Appointment](#)
- [Renew a Driver's License/ID](#)
- [Renew a Vehicle's Registration](#)



Online Forms



georgia dmv



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Georgia Department Of Driver Services |

<https://dds.georgia.gov/> ▾

Official Web Site for the Georgia Department of Driver Services.

Online Services

List of DDS Online Services - Driver License services you ...

Renew License/ID

Complete a Driver's License/ID card application form. Take a ...

Locations

DDS Location Information Customer Service Centers ...

[More results from georgia.gov »](#)

Licenses/ID

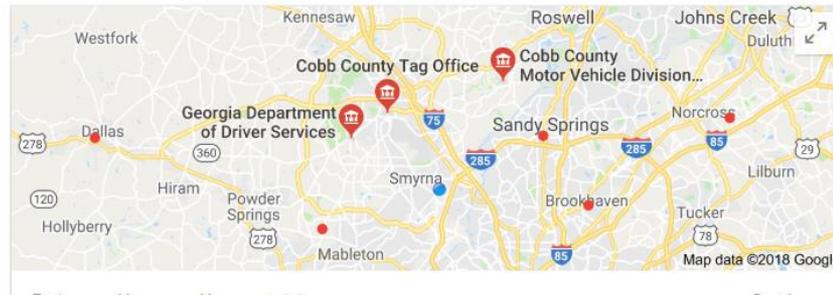
Online Services - Fees and Terms - Licenses/ID FAQs - ...

How do I...?

List of popular license services: Change my Address/Name ...

Contact Us

Contact Us. Georgia Department of Driver Services (DDS) 2206 ...



Webpages are **not** the final destination for your content.
Content types help your content grow legs.

Void <input type="checkbox"/>		a Employee's social security number		OMB No. 1545-0008					
b Employer identification number (EIN)			1 Wages, tips, other compensation		2 Federal income tax withheld				
c Employer's name, address, and ZIP code			3 Social security wages		4 Social security tax withheld				
			5 Medicare wages and tips		6 Medicare tax withheld				
			7 Social security tips		8 Allocated tips				
d Control number			9		10 Dependent care benefits				
e Employee's first name and initial		Last name		Suff.		11 Nonqualified plans	12a See instructions for box 12		
						13 Statutory employee <input type="checkbox"/>	Retirement plan <input type="checkbox"/>	Third-party sick pay <input type="checkbox"/>	12b
						14 Other			12c
									12d
f Employee's address and ZIP code									
15 State	Employer's state ID number		16 State wages, tips, etc.	17 State income tax	18 Local wages, tips, etc.	19 Local income tax	20 Locality name		

Form **W-2** Wage and Tax Statement

Department of the Treasury—Internal Revenue Service
For Privacy Act and Paperwork Reduction Act Notice, see back of Copy D.



d Control number	Dept.	Corp.	Employer use only
c Employer's name, address, and ZIP code			
b Employer's FED ID number		a Employee's SSA number	
7 Social security tips	8 Allocated tips		
9 Advance EIC payment		10 Dependent care benefits	
11 Nonqualified plans		12a See instructions for box 12	
14 Other		C 27.00	
CASDI 375.41		12b D	
		12c	
		12d	
e1 Employee's name, address and ZIP code		13 Stat emp	
JANE HORTON 143 BRAND BLVD. SAN DIEGO, CA 92122		Ret. plan 3rd party sick pay	
15 State CA	Employer's state ID no. 000-442988	16 State wages, tips, etc. 31128.10	
17 State income tax 1203.28		18 Local wages, tips, etc. 0	
19 Local income tax 0		20 Locality name	



how do i apply for a business license in georgia



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Home » Popular Topics » Applying for and Renewing Professional Licenses

Applying for and Renewing Professional Licenses

The Secretary of State guides you through the process of registering for a professional license. While you can submit a paper application, applying online is both speedy and safe.

What You Should Know:

- Read about the [licensing requirements](#) for professions such as accountants, registered nurses, and veterinarians.
- After your initial application, you'll need to renew your license every 2 years. [Find out when your current license expires.](#)
- Physicians, lawyers, insurance agents, pesticide applicators, and real estate agents are not licensed by the Secretary of State but rather with the state boards that directly oversee those professions.
- Follow the [latest news](#) on professional licensing boards.

FAQs:

I've just moved from another state where I held a professional license. Can I practice here?

Your out-of-state license does not qualify you to work in Georgia. However, if the standards for getting a license in your old home state are roughly equal to or more difficult than the Georgia standards, you're eligible to apply for a license.

Affiliated

- Georgia Composit
- Georgia Departm
- Office of Insuran
Commissioner
- Georgia Real Estate Commission &
Appraisers Board
- Georgia Board of Dentistry
- Georgia Board of Pharmacy

Associated Services

- Apply for a License
- Check the Status of Your Application
- Renew Your License

What You Should Know:

1. 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. ...
 2. To find out more about business licensing in your area, you can visit your local Chamber of Commerce or development authority.
- More items...

[Applying for a Business License | Georgia.gov](https://georgia.gov/popular-topic/applying-business-license)
<https://georgia.gov/popular-topic/applying-business-license>

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[Applying for a Business License | Georgia.gov](#)

<https://georgia.gov/popular-topic/applying-business-license>



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- Georgia Departm...
- Office of Insuran...
Commissioner
- Georgia Real Estate Commission &
Appraisers Board
- Georgia Board of Dentistry
- Georgia Board of Pharmacy



Associated Services

- [Apply for a License](#)
- [Check the Status of Your Application](#)
- [Renew Your License](#)





Content Strategy Certification



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



2018 Accomplishments

Performance



Page-load speed

Mobile friendliness

Security

Accessibility

Development Standards



Page-load speed ✓

Mobile friendliness ✓

Security ✓

Accessibility ✓

[Home](#) » [Blog](#) » [Our 3 Guiding Principles for Product Development](#)

Our 3 Guiding Principles for Product Development

August 23, 2016

Recently, our director wrote about the [3 tenets we focus on for Georgia's web presence](#): putting **users first** in the planning process, **content first** in the design process, and **mobile first** in the delivery process. These tenets make their way into all our individual website projects for each agency, but they also strongly inform our enterprise platform and product strategy, as well.

A while back I wrote about [how we prioritize enhancements](#) to our enterprise web platform, and highlighted some of the enhancements on our roadmap. I mentioned that we prioritize improvements that will:

1. put users first,
2. support our content managers,
3. be usable over the long term horizon, and
4. provide the best value for our time and money.

Even still, when we're making improvements, some of our enhancement initiatives are broader than others.

Targeted Improvements, and Broad Initiatives

When we launch a new content type (a format for structuring and displaying specific information, such as locations) or a new content layout format, that improvement will affect some customers and some web pages, and make it easier to perform certain tasks. Those are **targeted improvements**, and are scoped and prioritized as such.

Other improvements take the form of a **broader initiative**. These signify a change in focus across the entire

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#1 Primary state website

#2 Average page load speed

#4 Overall state websites



DOR - #2 for taxes websites

DPH - #3 for vital records website

DPS - #3 for traffic citation website

Takeaways:

People look at government as a **monolith**. They don't draw distinction between federal, state, and local

Takeaways:

People prefer **consistency** of look and feel, interactions, and content across state agencies.

Takeaways:

Technology and design will change with time. **Structured, chunked content** will make your website **future-ready**.

Takeaways:

Embrace **content types** and
free your content to go
beyond webpages.

Takeaways:

Get involved and make your
voice heard

yen.tang@gta.ga.gov

Take away theme:

Building *for* the people,
with the people

11:00

**Building Georgia's
Digital System-**

Building for the people,
with the people

-- Lunch --

12:45

Path to Drupal 8:

Process, Migration,
What to Expect

1:45

Design process — with
the people

2:30

Panel: All your burning
questions answered!

Coming Up