## **Creating a Digital Ecosystem**

For Georgia

Nikhil J Deshpande

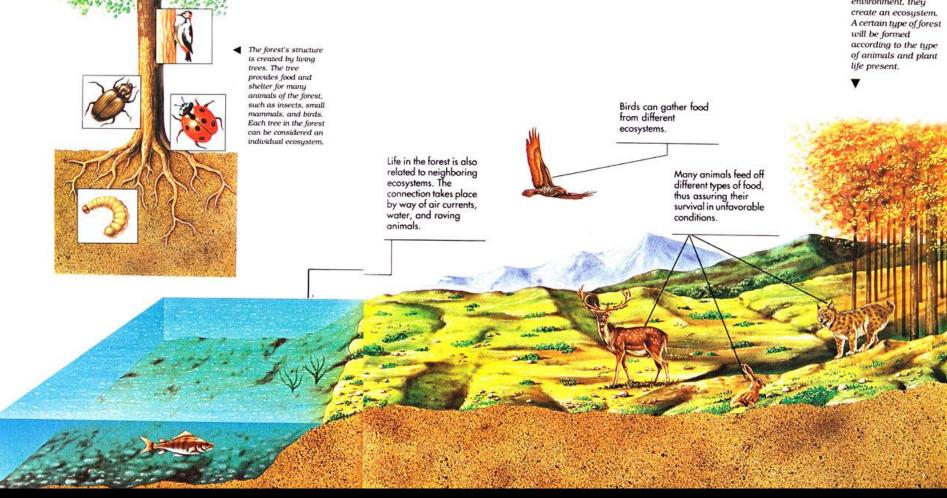
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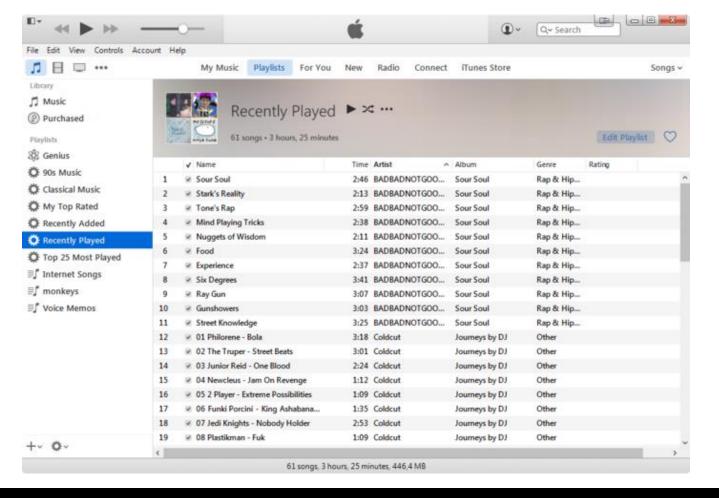
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#### Visit a Genius Bar.

Choose a day and time to see a Genius at:
Apple Store, Highland Village
4012 Westheimer Road
Houston Texas

Make a Genius Bar reservation >



#### Save a trip to the store.

Whether you're having trouble with Apple hardware, software, or services — like iTunes, iCloud, and Apple ID — you can get help on the phone or through online chat.

Get support now ▶



A biological community of interacting organisms and their physical environment.

-Univ of Oxford

A biological **community** of **interacting** organisms and their physical **environment**.

-Univ of Oxford



# Community









#### (a) Health Care

VA operates the nation's largest integrated health care system, with more than 1,700 hospitals, clinics, community living centers, domiciliaries, readjustment counseling centers, and other facilities.

- Access Your Health Benefits
- Hospitals & Clinics
- Online Pharmacy
- ► Health Topics A-Z
- ▶ Affordable Care Act.

### Benefits

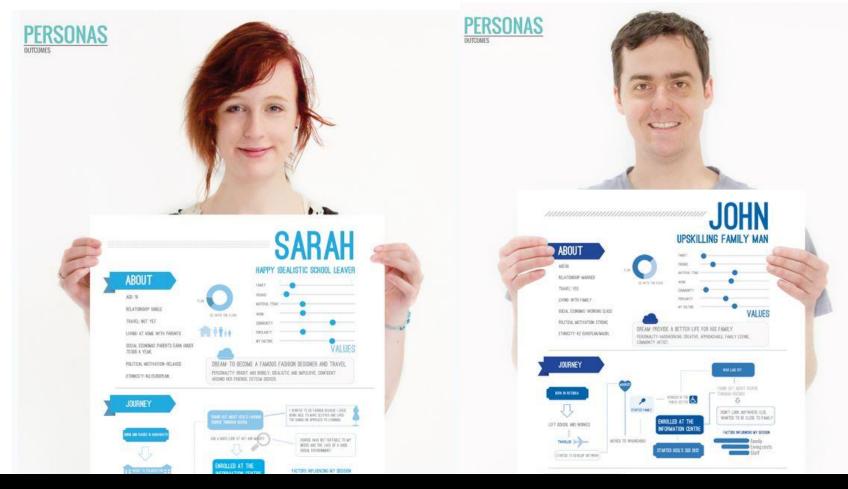
VA administers a variety of benefits and services that provide financial and other forms of assistance to Servicemembers, Veterans, their dependents and survivors.

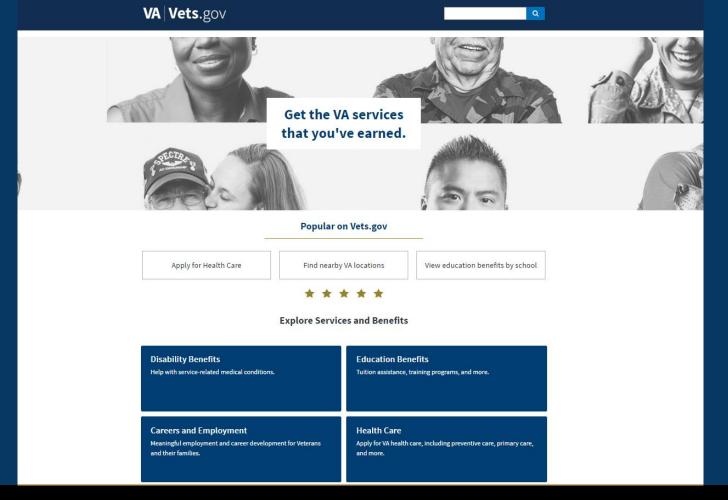
- Compensation
- ▶ Education & Training
- Home Loans
- Life Insurance
- Vocational Rehabilitation

### Burials & Memorials

VA operates 135 national cemeteries in the U.S. and Puerto Rico. Burial and memorial benefits are available for eligible service members, Veterans, and family members.

- Burial Benefits
- Schedule a Burlal
- Headstones, Markers & Medallions
   Presidential Memorial Certificates
- Nationwide Gravesite Locator





































## **External**

Citizens Groups



## Internal

Agency leaders
Content managers
Tech managers



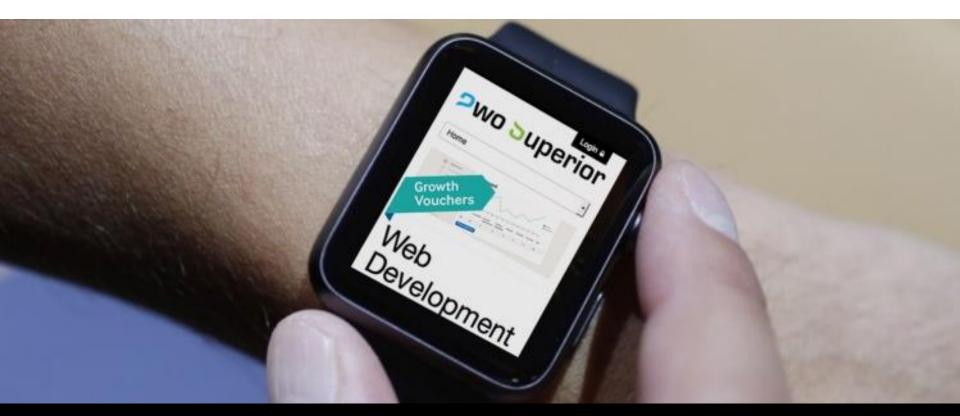
# Environment





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# Interactions

## Citizen Goals:

60% - Services

40% - Information















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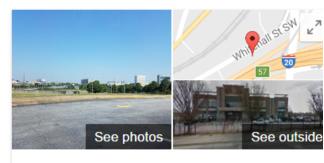
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Atlanta - Customer Service Center - Department of Driver Services





Website

Directions

4.0 ★★★★ 93 Google reviews

Department of Motor Vehicles · Castleberry Hill

Address: 400 Whitehall St SW, Atlanta, GA 30303

Hours: Closed today ▼

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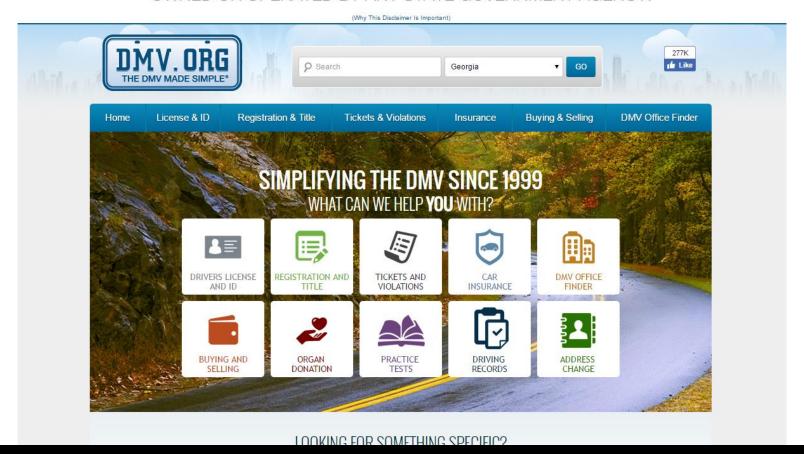
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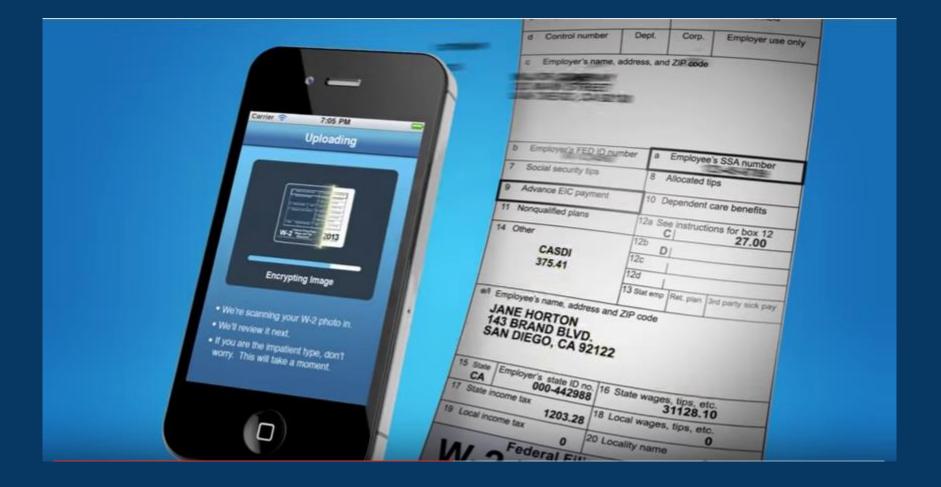


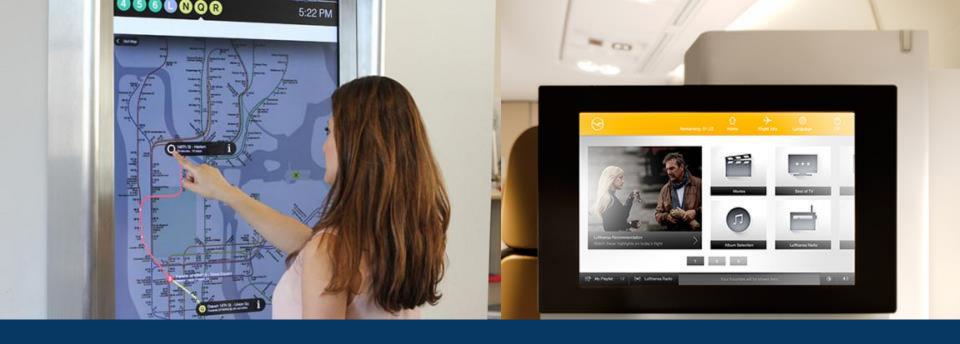


Void a Employee's social secur	ity number OMB No. 1545	-0008	
b Employer identification number (EIN)	1 Wages, tips, other compensation	2 Federal income tax withheld	
c Employer's name, address, and ZIP code	3 Social security wages 4 Social security tax withheld		
		5 Medicare wages and tips	6 Medicare 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	11 Nonqualified plans	12a See instructions for box 12	
		13 Statutory Retirement Third-party sick pay	12b
	14 Other	12c	
			12d
f Employee's address and ZIP code			
15 State Employer's state ID number 16 State wage	s, tips, etc. 17 State incom	e tax 18 Local wages, tips, etc.	19 Local income tax 20 Localty name

W-2 Wage and Tax Statement

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# Pages to API



## Takeaways:

Design for citizens not orgs
Be device agnostic
Keep content simple and structured
Create opportunities for dialog
Google/Alexa will be your homepage



# Stay in the loop

interactive.georgia.gov/blogs Email Newsletters Training Sessions Content Workshops