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Planning a digital strategy

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Mission:
Citizen centric services
Data Driven Decisions
Service Intent

Citizen Experience

Service Delivery
Frictionless, Fulfilling & Symbiotic
Hosting  Maintenance  Code  Security  Support

x 85+
Open Data
Number of sites

- 2012: Web Platform
- 2013: Social Media
- 2014: Responsive Web Design
- 2015: Accessible Platform
- 2016: Open Data
- 2017: Digital Assistant
- 2018: Growth continues
4 Tenets:

User First | Problem First | Context First | Content First
Tenet #1

User/Citizen

Organizational Preference
<table>
<thead>
<tr>
<th>Citizens Needs</th>
<th>Agency Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get answers <strong>without</strong> learning government silos</td>
<td><strong>Stand out</strong> as a unique identity</td>
</tr>
<tr>
<td>Get all their questions answered in <strong>one place</strong>.</td>
<td><strong>Break information into subsites</strong></td>
</tr>
<tr>
<td>Get on with their <strong>lives</strong></td>
<td><strong>Increase pageviews</strong></td>
</tr>
<tr>
<td><strong>Stop</strong> thinking about government.</td>
<td><strong>Increase citizen engagement</strong></td>
</tr>
</tbody>
</table>
Tenet #2

Problem

Solutions/Ideas
#4 Digital Government
Experience

Infrastructure

Platform

Software/Apps
Tenet #3

Context

Assumptions
This document illustrates a process flow chart with stages and steps. The stages are labeled as follows:

- **Discovery**
- **Education**
- **Application**
- **Adoption**
- **Repeat Use**
- **Retention**

Each stage has associated steps, such as:

- **Discovery**:
  - Learn about a program
  - Ask around
  - Learn the details

- **Education**:
  - Contact Agency
  - Collect materials

- **Application**:
  - Submit Application
  - Adopt to usage

- **Adoption**:
  - Mature steps
  - Set a schedule

- **Repeat Use**:
  - Repeat Use
  - Stay in the know

- **Retention**:
  - Understand changes
  - Plan ahead

The process flow chart also includes touchpoints, indicating critical moments where actions are taken or decisions are made. This structured approach helps in planning and implementing a comprehensive process.
EXPERIENCE
Tenet #4

Content

Design/Channels
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

More »

At Your Service
- Governor Roy E. Barnes
- State Legislature
- Other elected officials

More »
Organizational
2002
2002
2012
Citizen Centric
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 30.
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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.

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
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Takeaways:

- Consistent message / Unified brand
- Interactions are moving beyond the web
- Think omni-channel
- Structured content is future ready

@nikofthehill
Connect

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@GeorgiaGovTeam
digitalservices.georgia.gov