

WE ARE NC.GOV

Planning a digital strategy

Nikhil J. Deshpande



Digital Services
GEORGIA

Nikhil J. Deshpande

Chief Digital Officer,
State of Georgia

[@nikofthehill](https://twitter.com/nikofthehill)



Digital Services
GEORGIA

Mission:

Citizen centric services

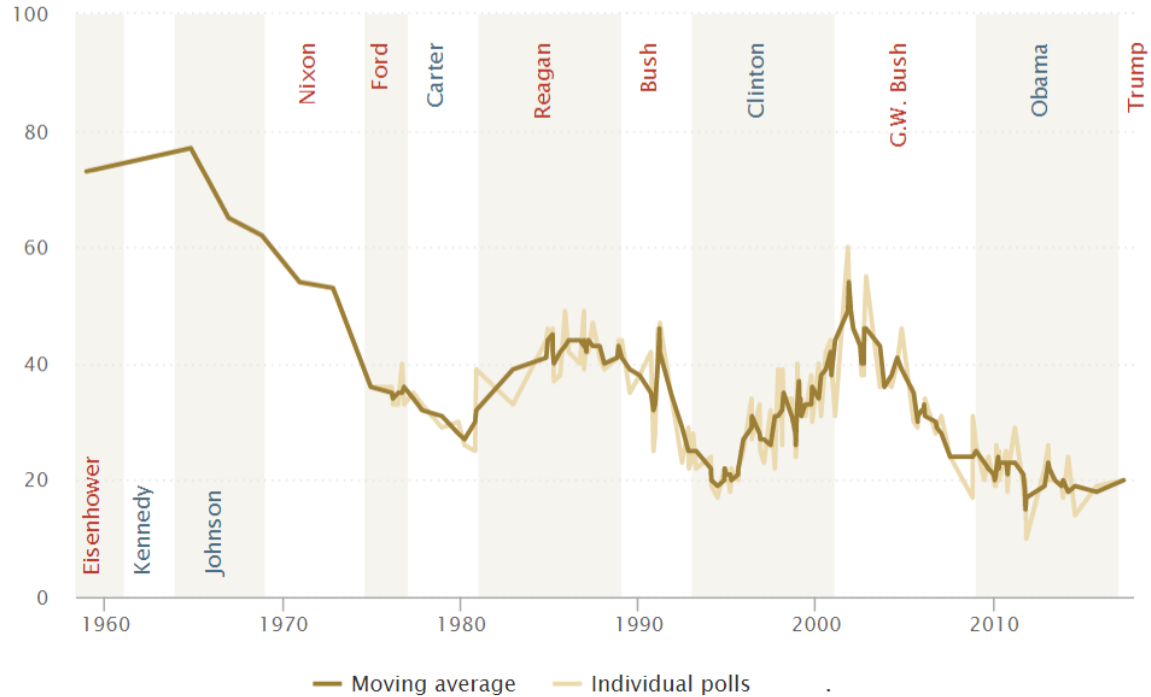
Data Driven Decisions

Public trust in government near historic lows

Chart Data Share Embed

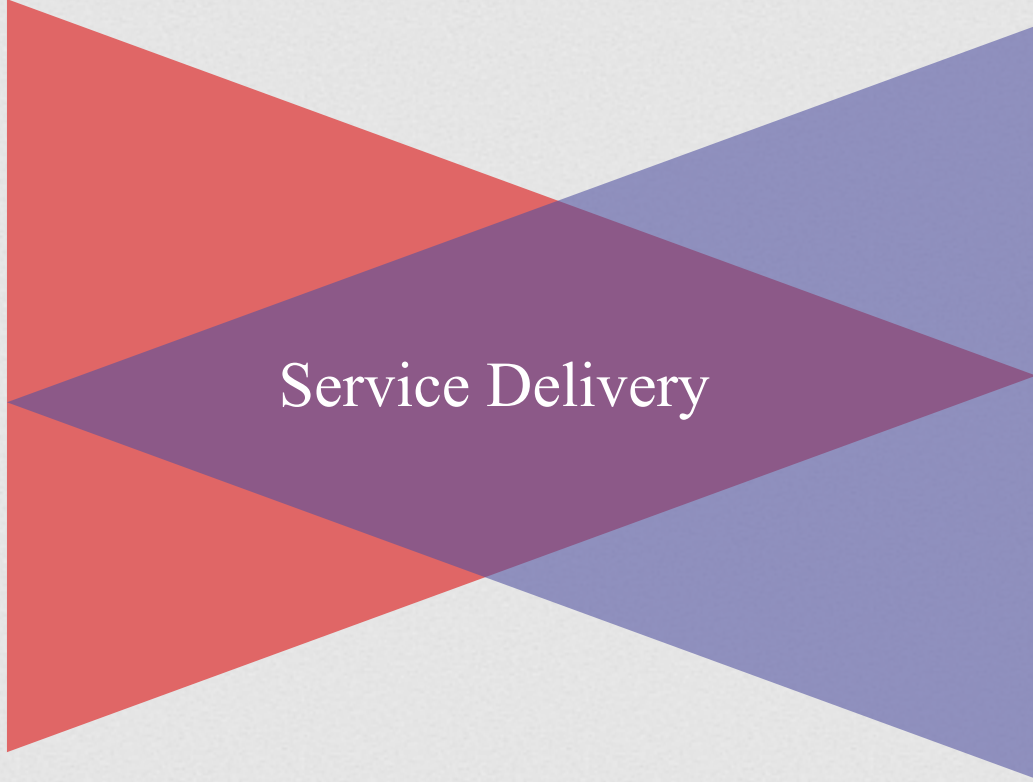
DRAG YOUR FINGER OVER THE PLOT TO ZOOM IN

% who trust the govt in Washington always or most of the time

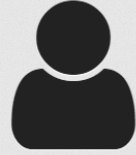




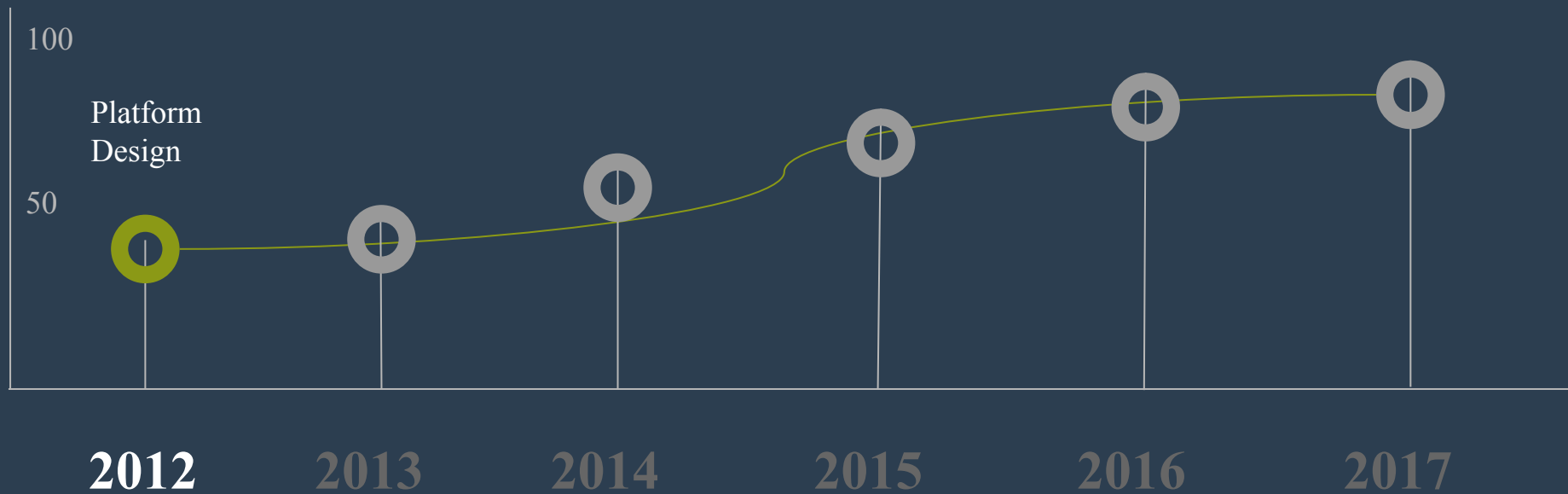
Service Intent

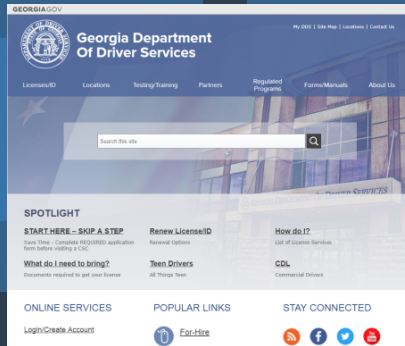
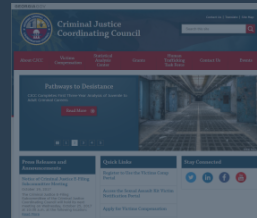
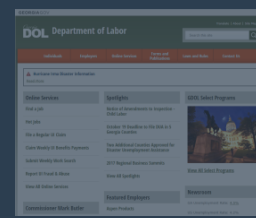
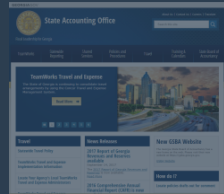
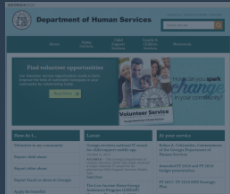


Citizen Experience



Frictionless, Fulfilling & Symbiotic





GeorgiaGov Platform





Strategy



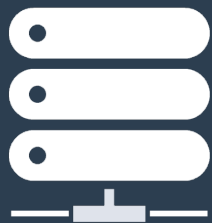
Content



Design



Code



Hosting



Maintenance



Security



Support



Strategy



Content



Design



Code



Hosting



Maintenance



Security



Support

x 85+



POPULAR TOPICS

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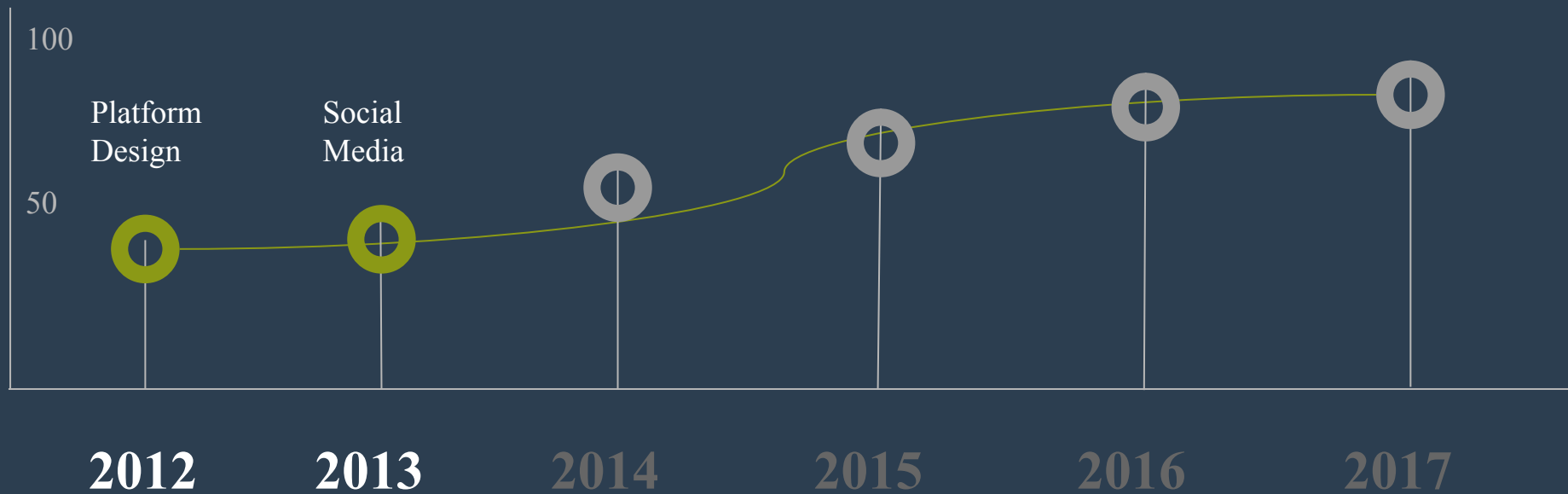


New Geocaching Game Celebrates Park System's 85th Anniversary

April 28, 2016

MOST VIEWED AGENCIES

[Georgia Secretary of State](#)[Georgia Department of Revenue](#)



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9,211	526	24.7K	431	11

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@GeorgiaGovTeam. List
endorsements. #Ga

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Tweets Tweets & replies Media

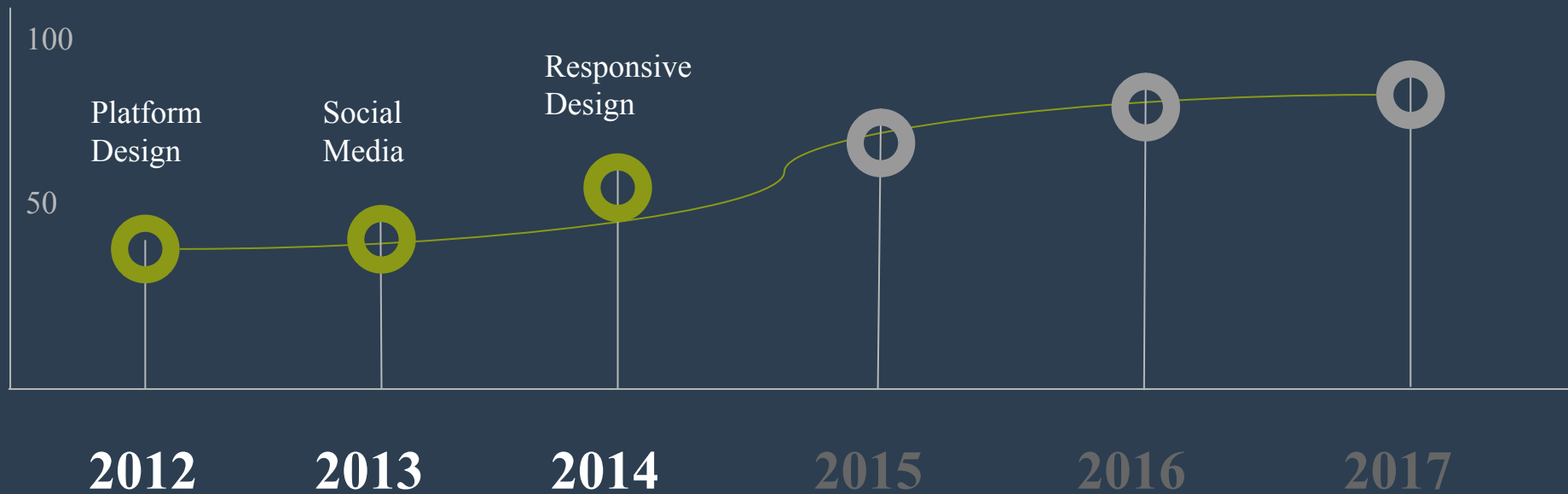


GeorgiaGov ✓ @georgiagov · Oct 20
Are you ready to star-gaze? The Orionids Mete

Look southwest around 2 a.m. for the best char
comet fragments.

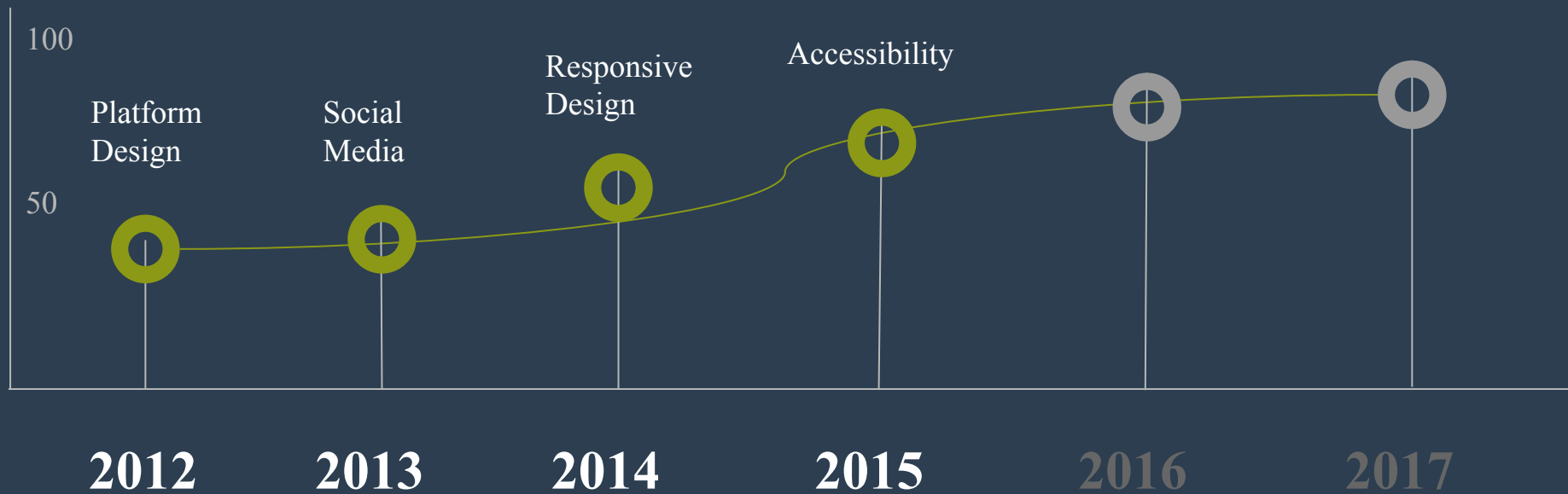
For more upcoming astronomy events, see





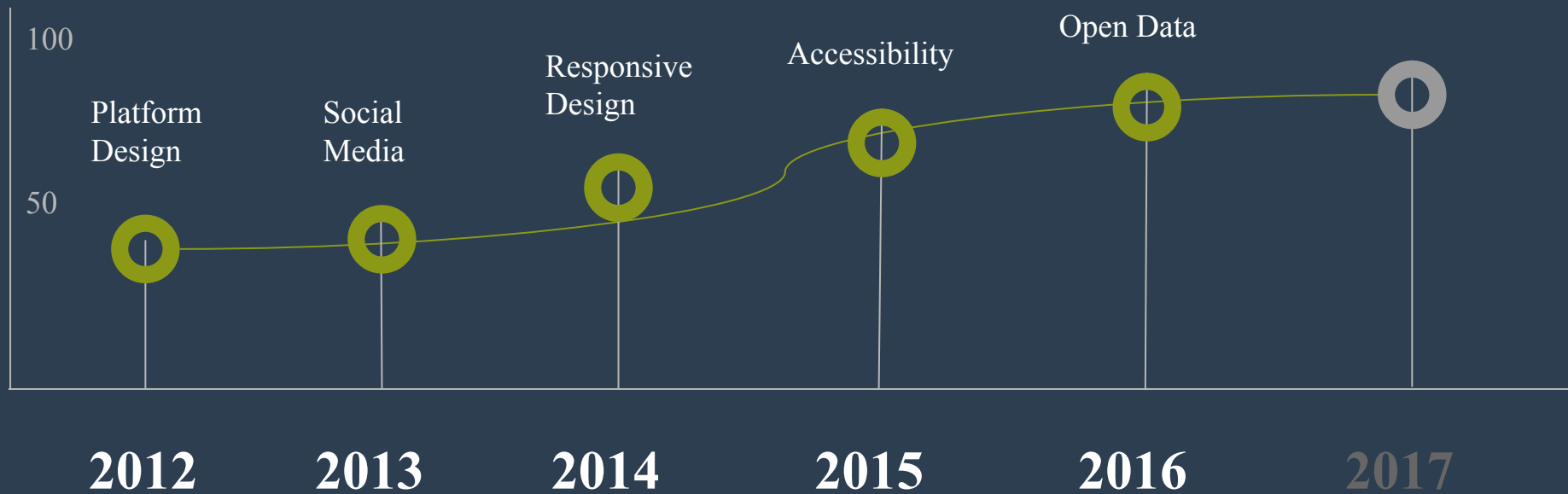
45%-80%





WCAG 2.0 AA





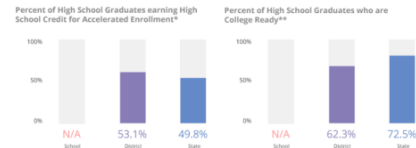
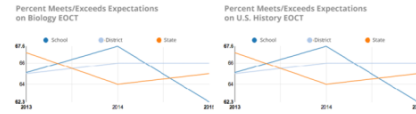
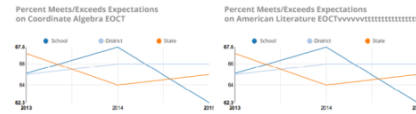
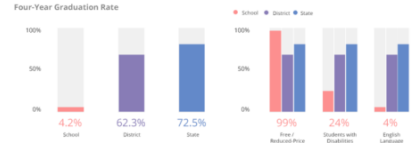
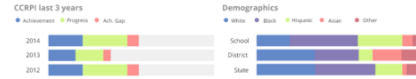
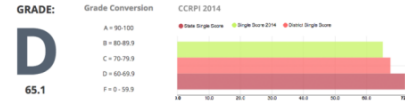
Open Data

School Name

114 McGuff Ave, Beaufort, 28515-2511
 www.theshoalname.com
 Principal: Kate Martinez
 Grade Levels: 9-12
 Enrollment: 103 Students

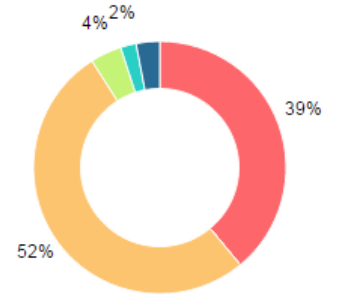
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

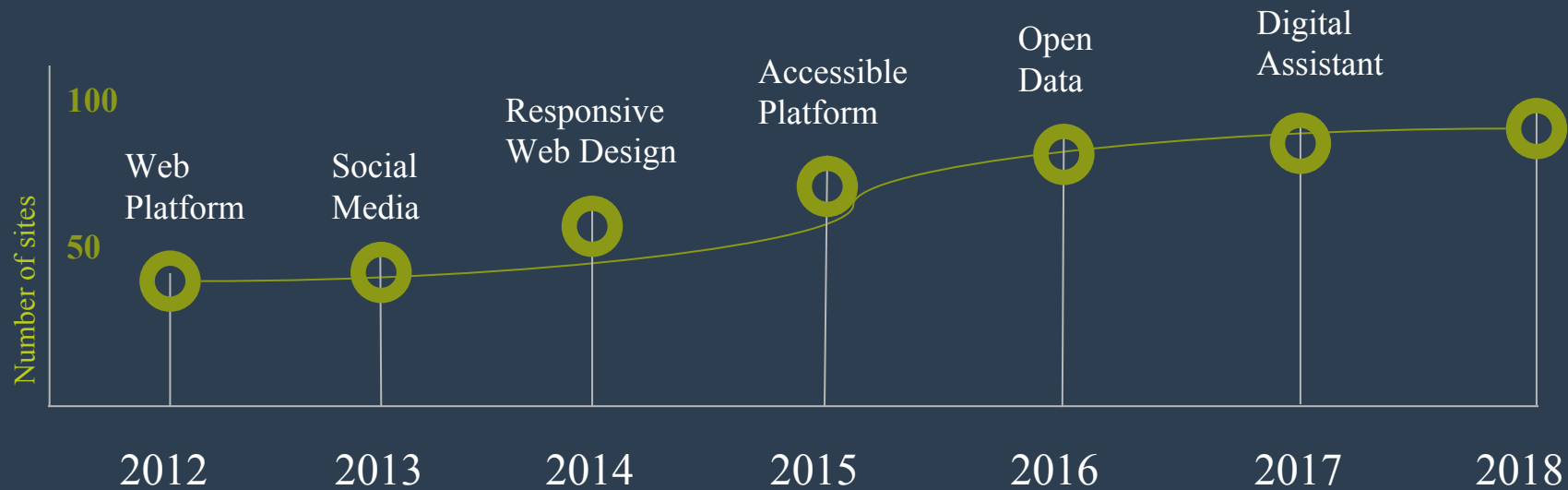
Compare to:



Race/Ethnicity

- Asian/Pacific Islander
- American Indian/Alaskan
- Black
- Hispanic
- Multi-racial
- White





ASK
GAGOV



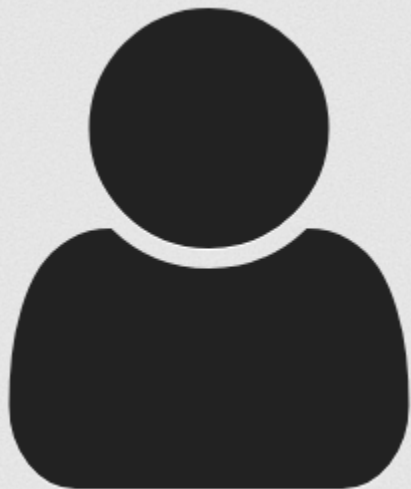
4 Tenets:

**User First | Problem First | Context First | Content
First**

Tenet #1

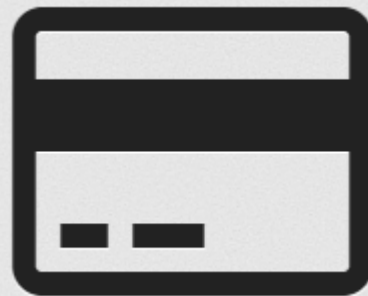
User/Citizen

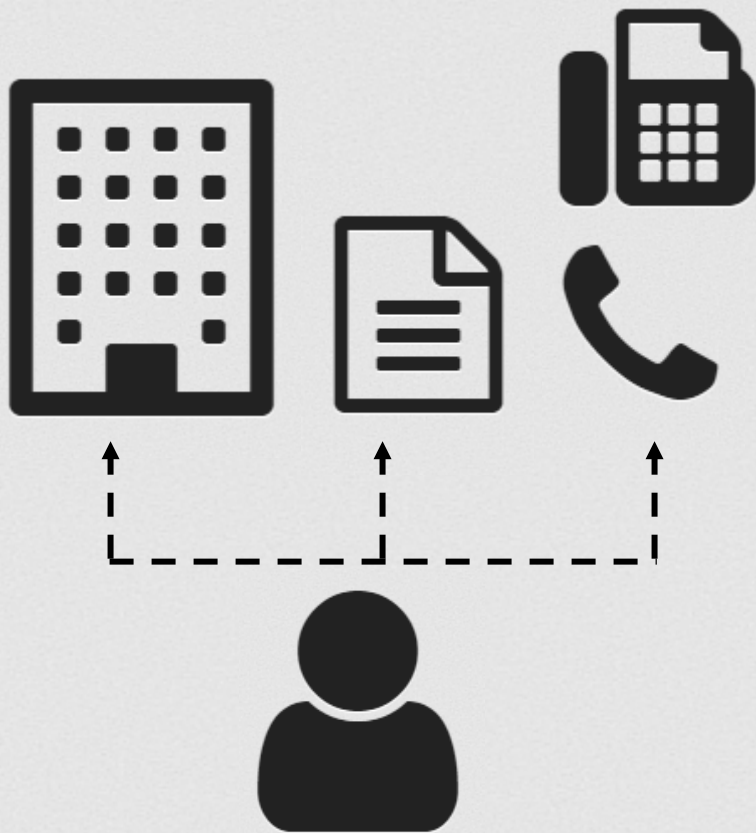
Organizational Preference

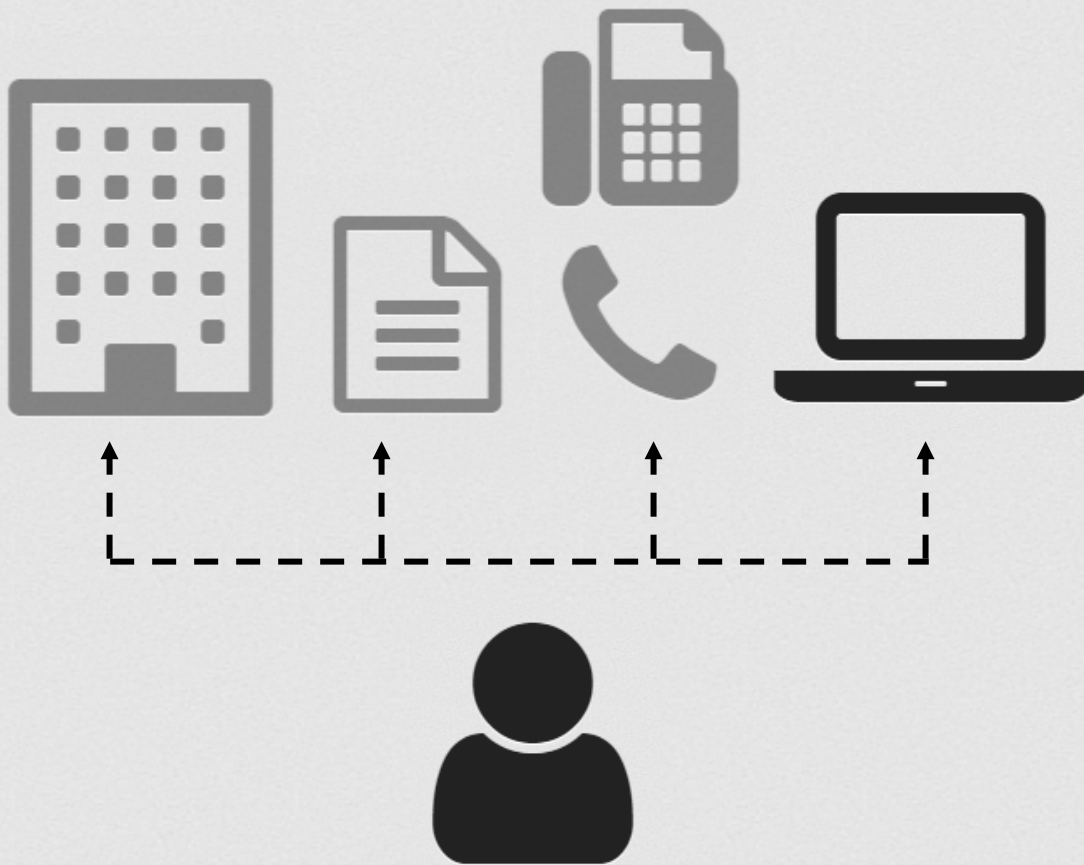


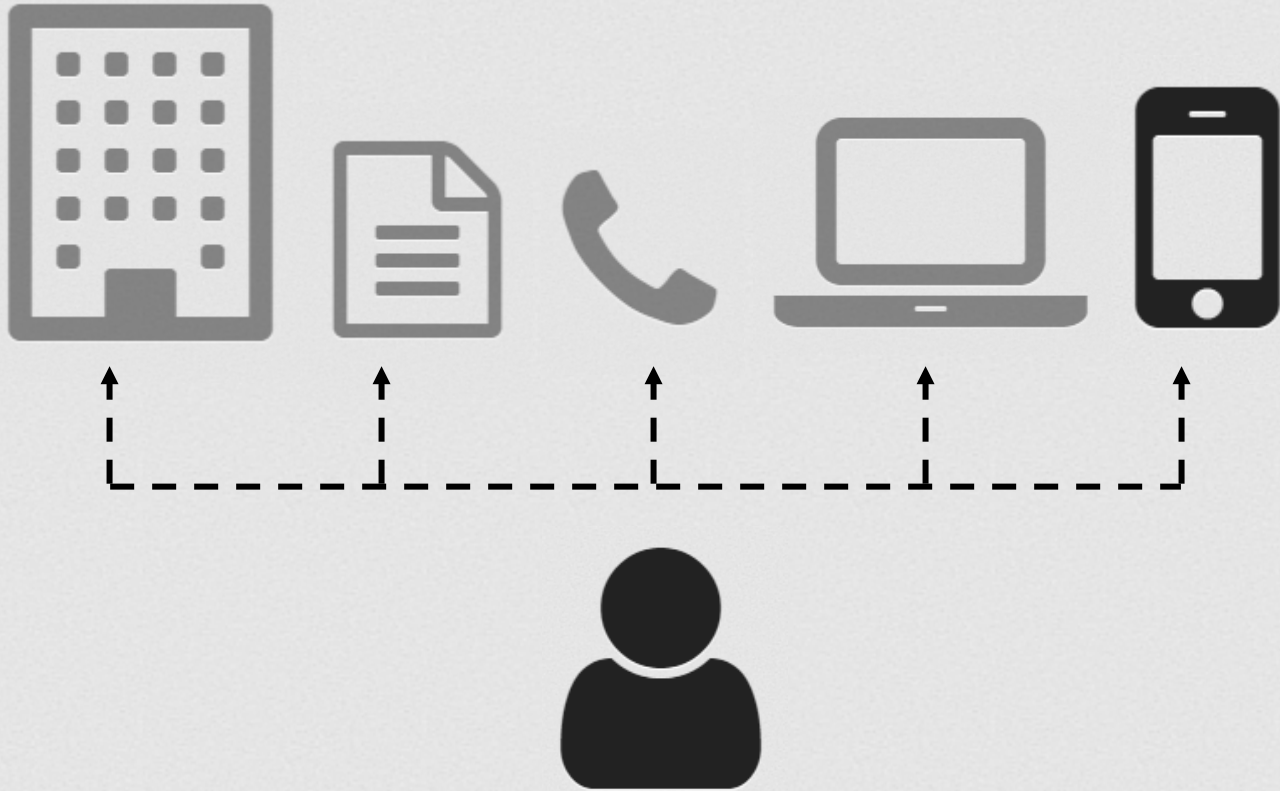


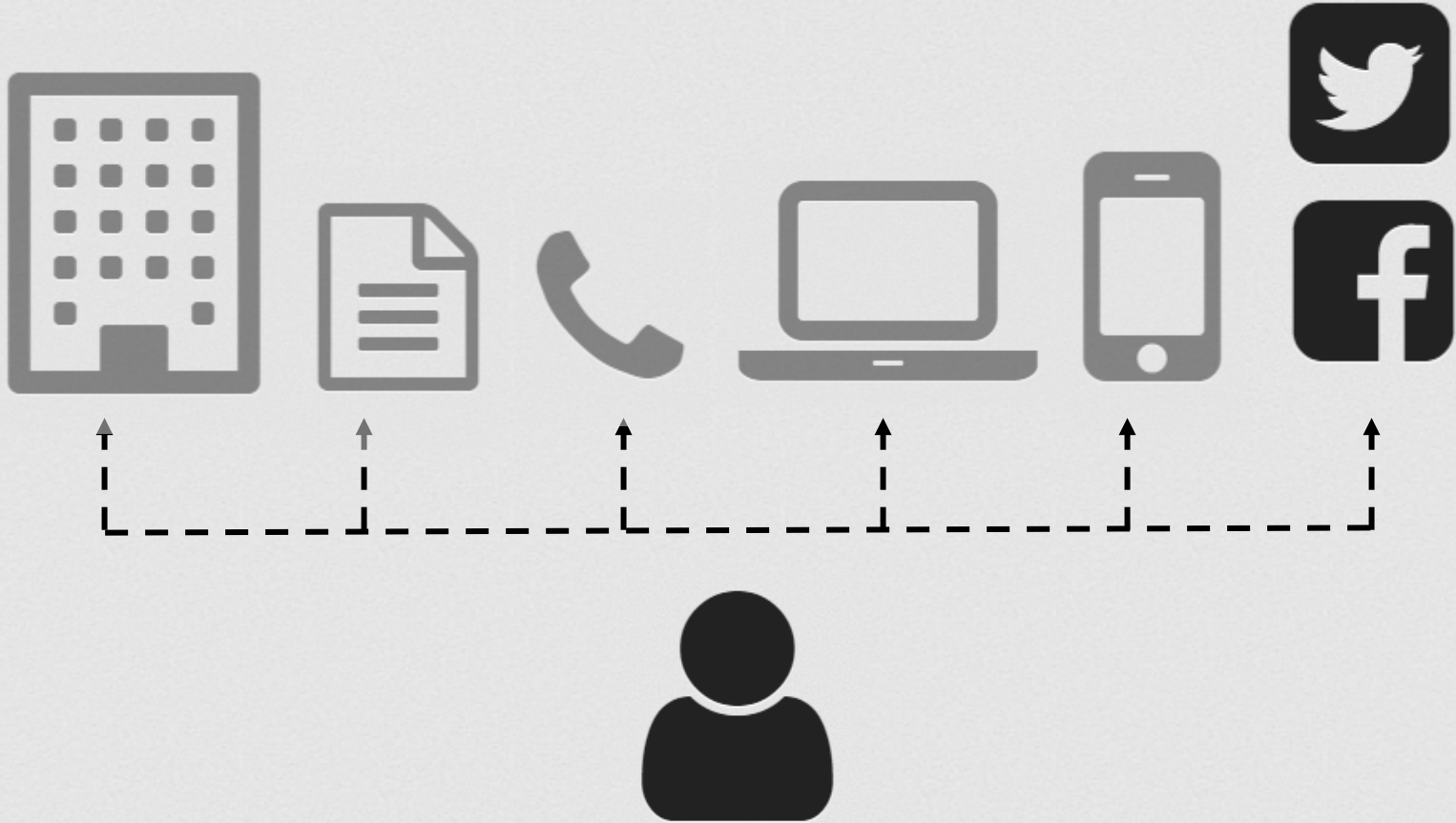


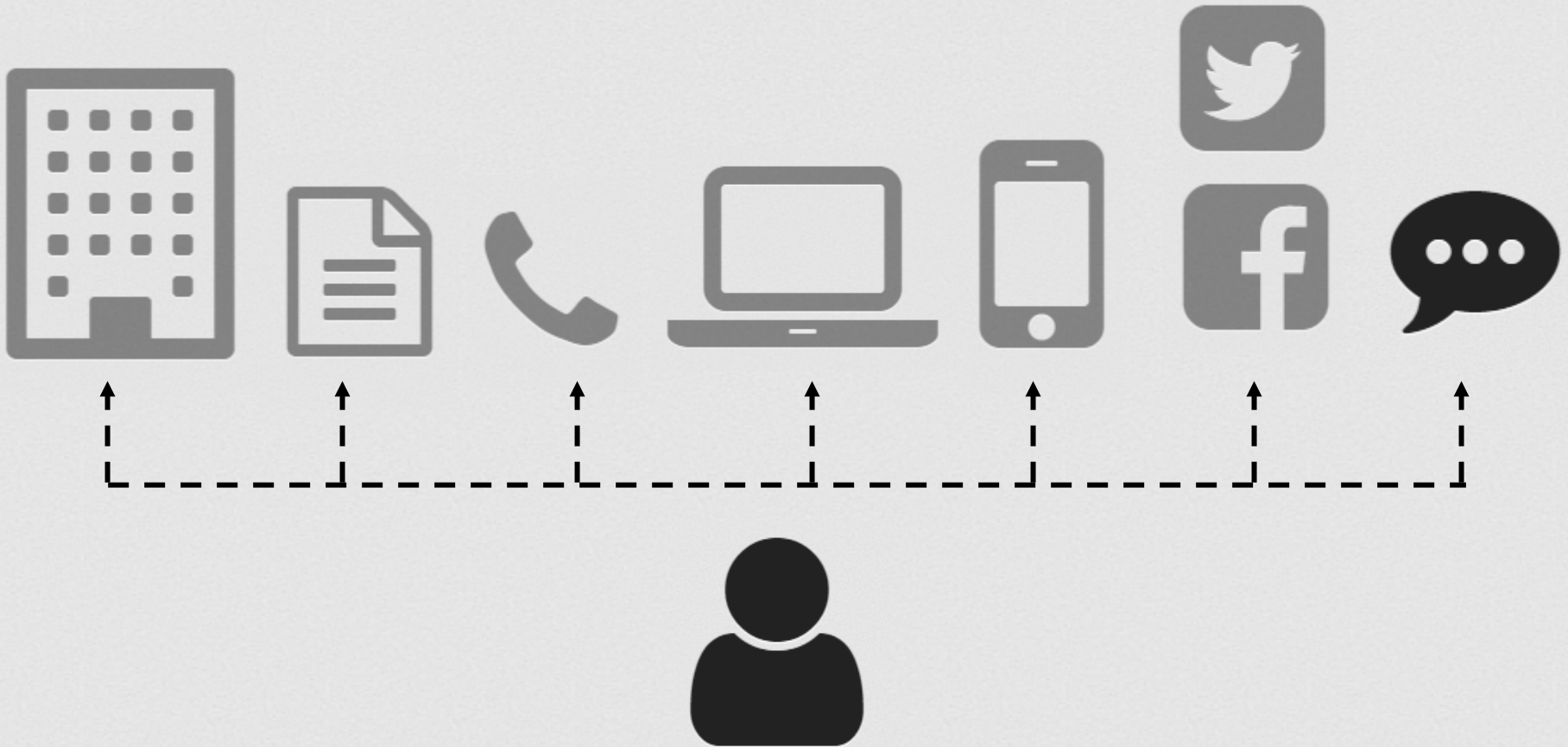


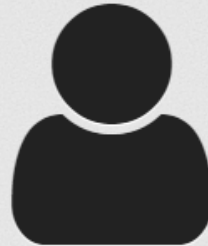
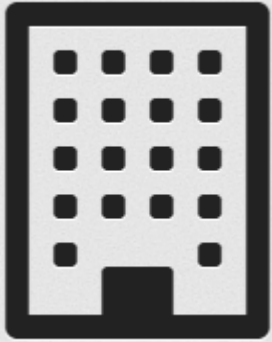


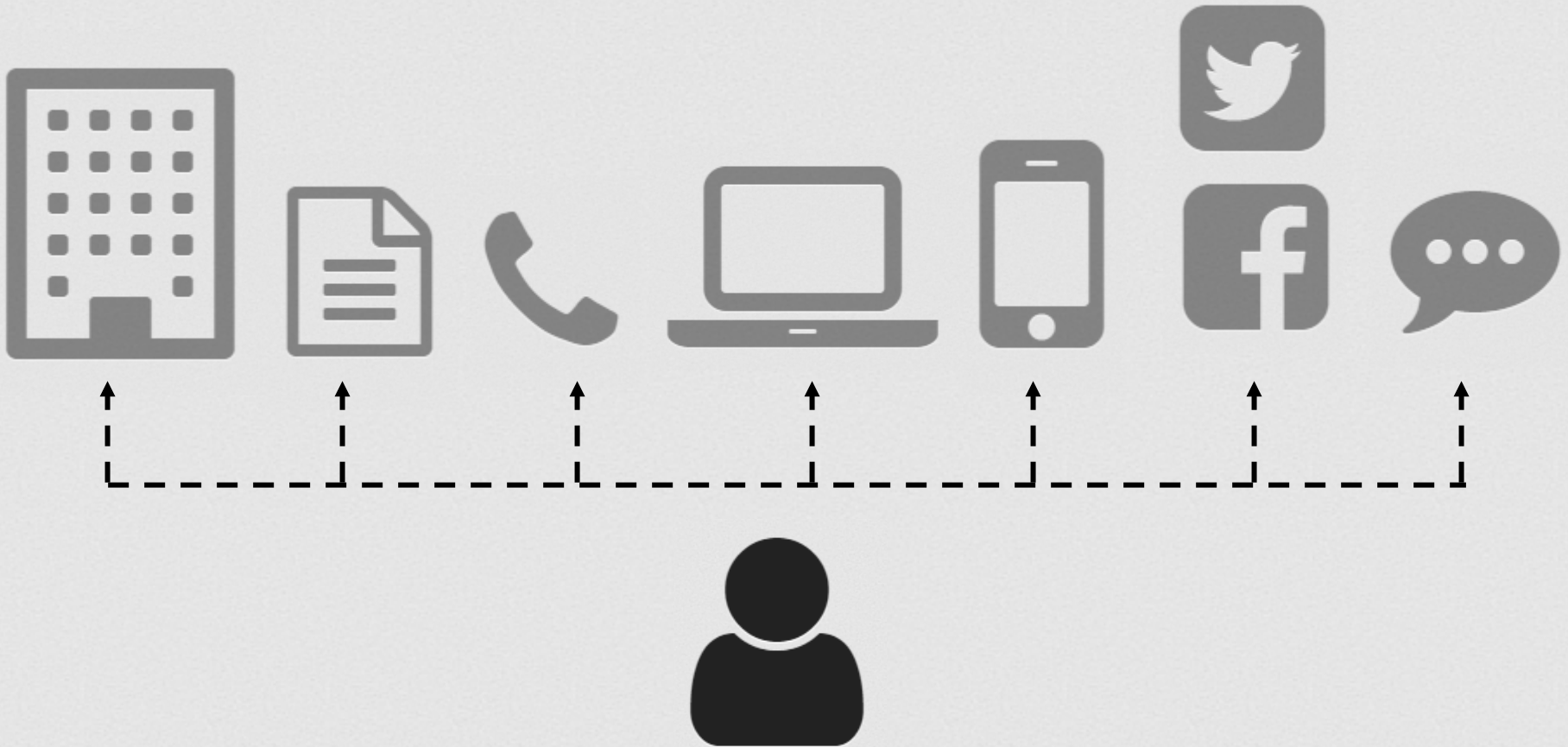


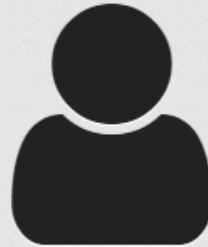
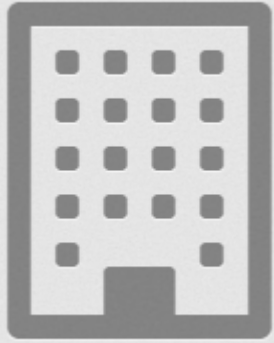


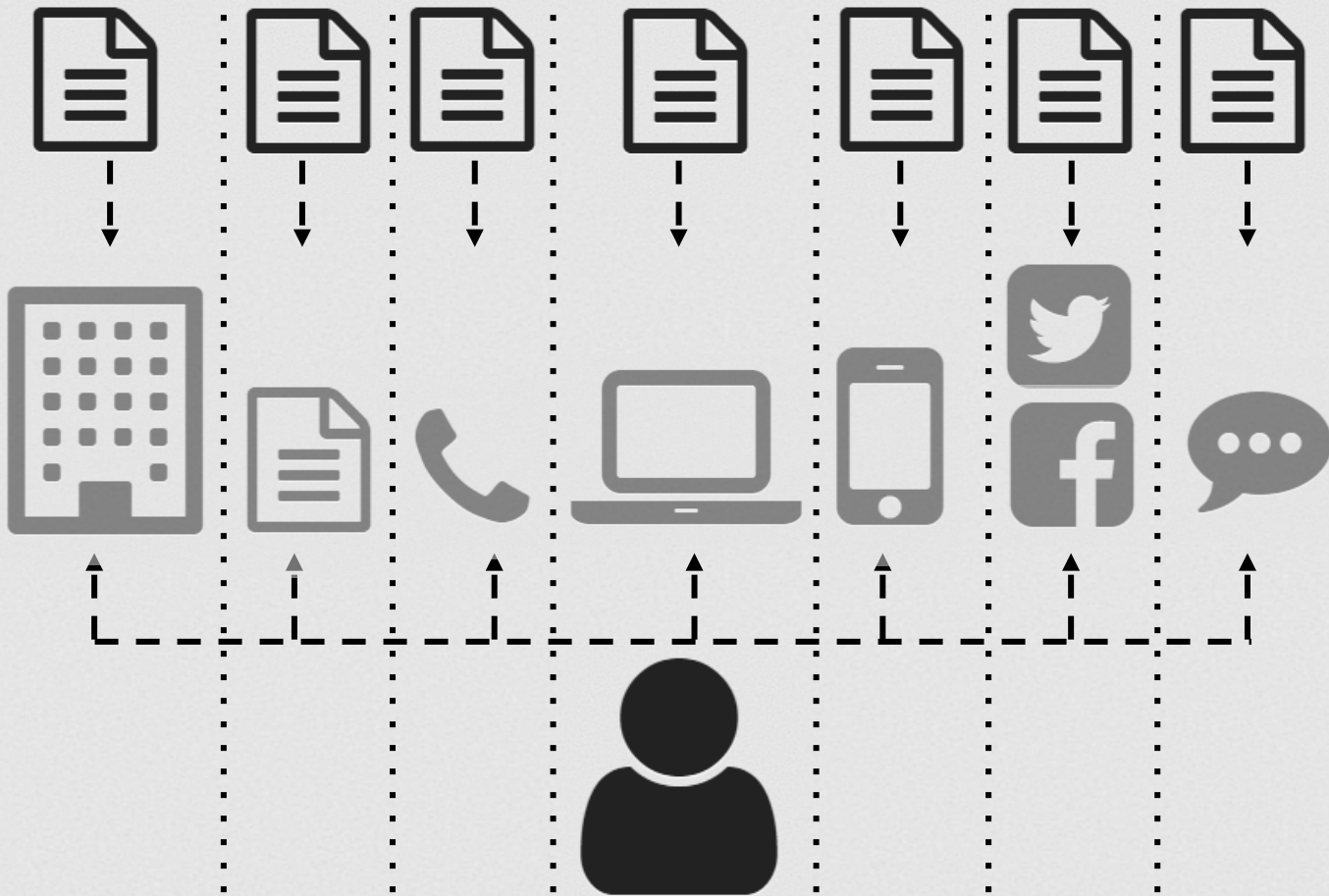


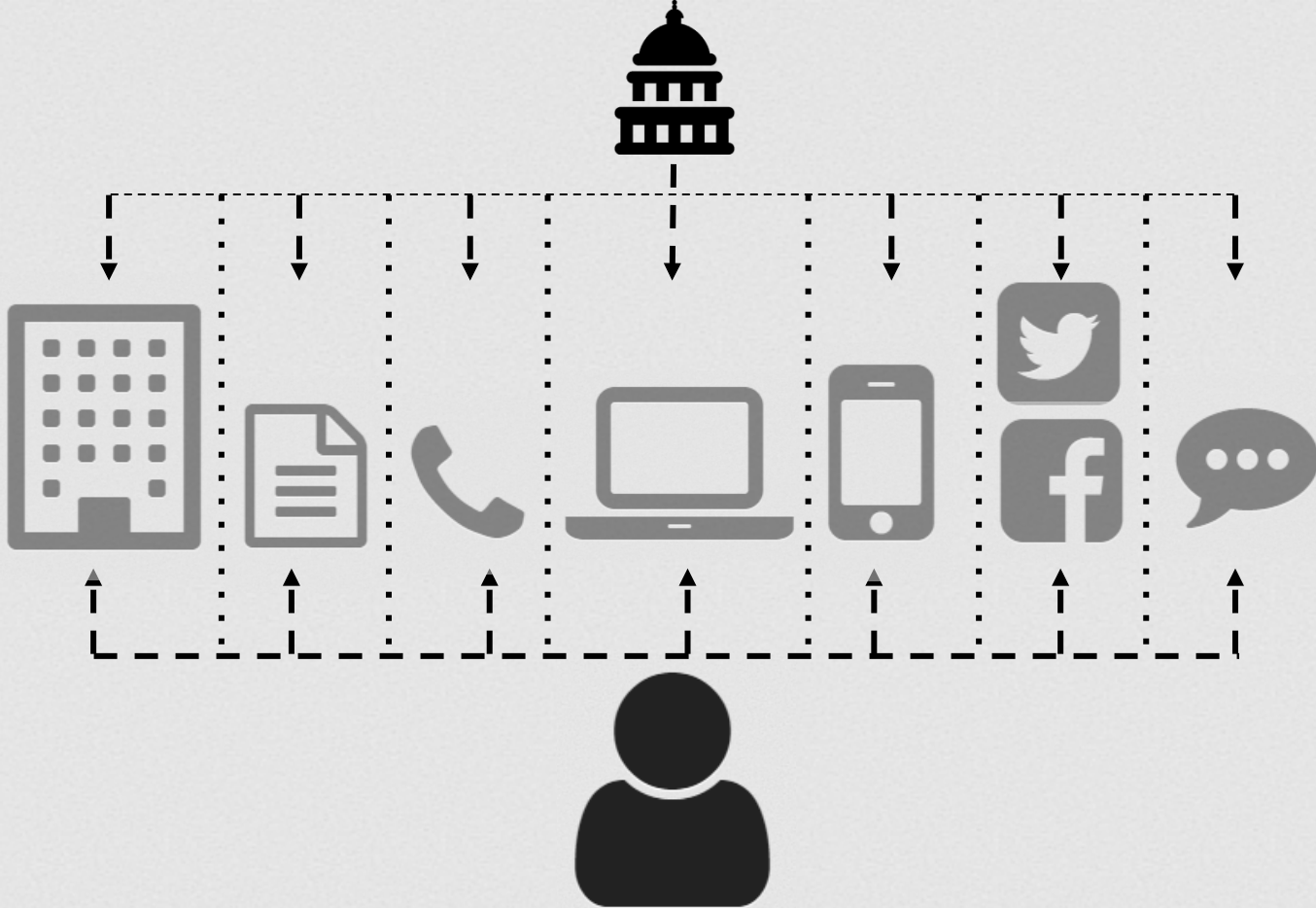


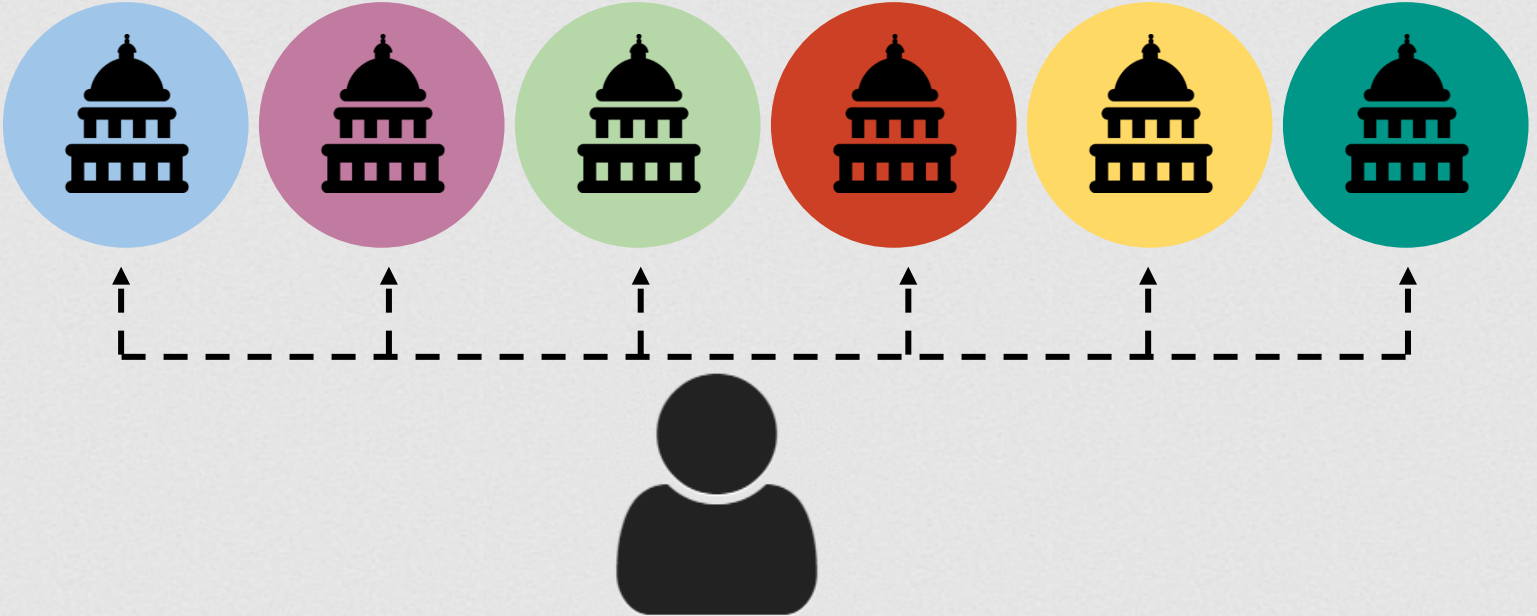


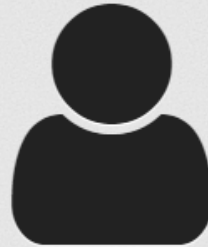












Citizens Needs

Get answers **without learning** government silos



Get all their questions answered in **one place.**



Get on with their **lives**



Stop thinking about government.



Agency Goals

Stand out as a unique identity

Break information into **subsites**

Increase **pageviews**

Increase citizen **engagement**

Tenet #2

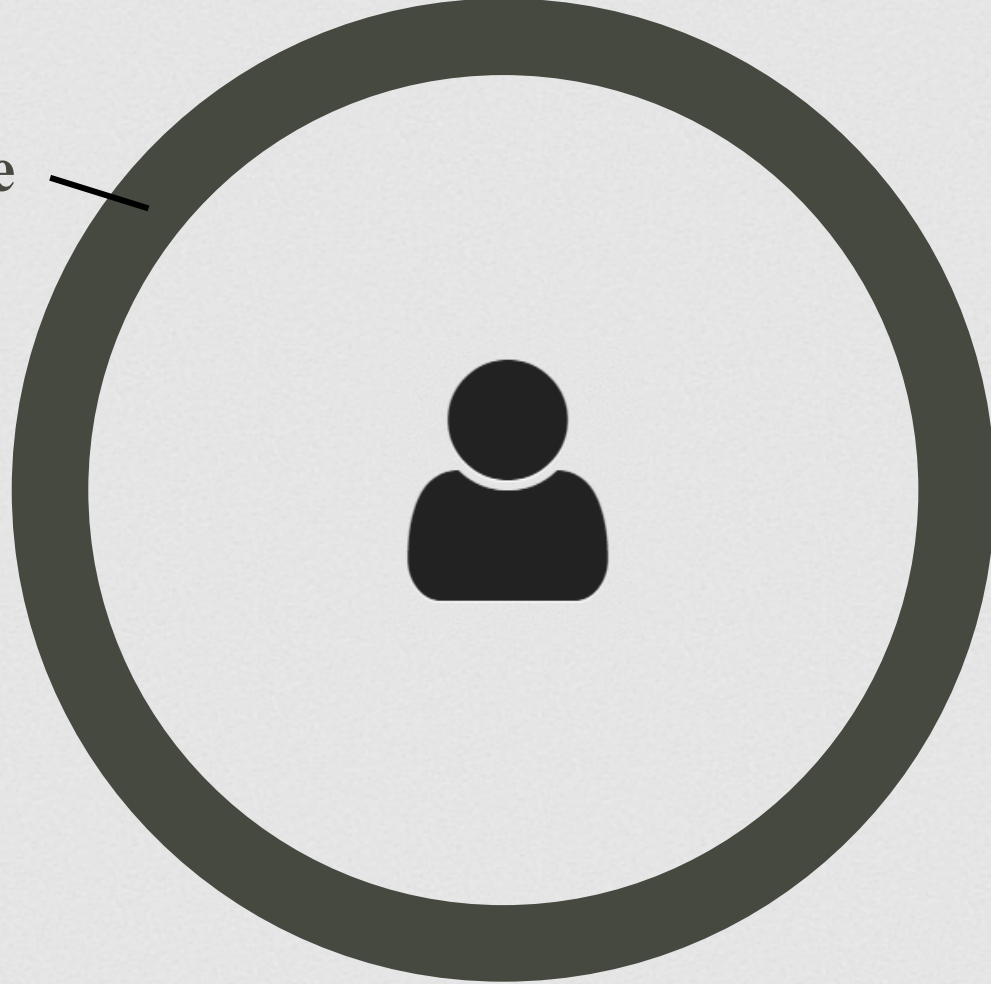
Problem

Solutions/Ideas



#4 Digital Government

Infrastructure



Infrastructure

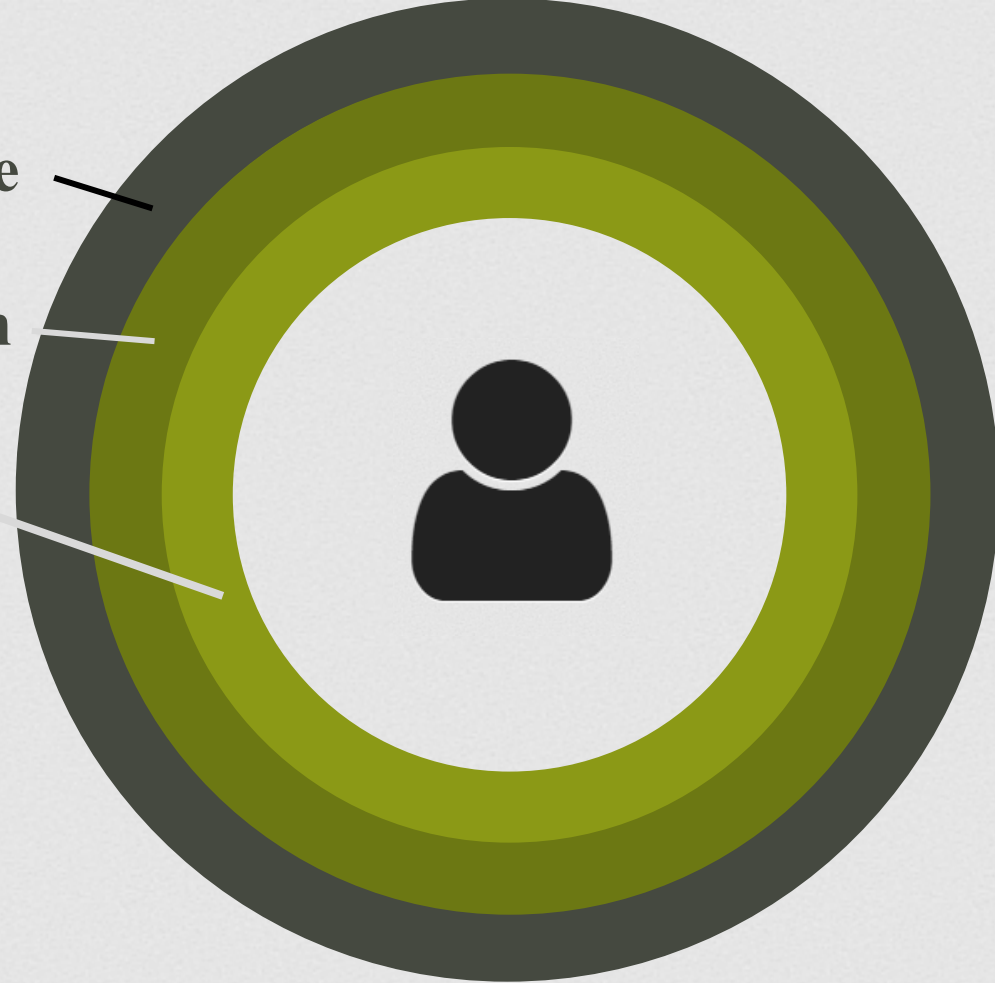
Platform



Infrastructure

Platform

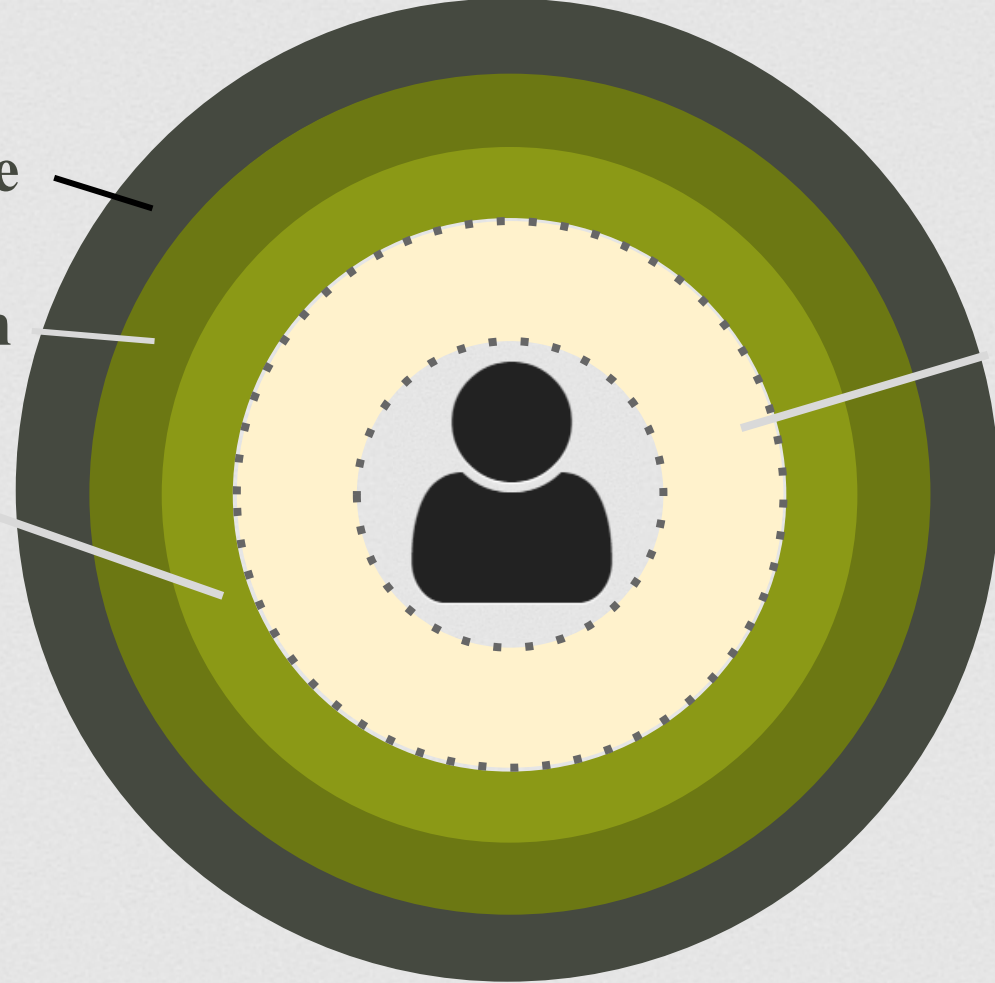
**Software/
Apps**



Infrastructure

Platform

**Software/
Apps**



Experience

Infrastructure

Platform

**Software/
Apps**



Experience

Tenet #3

Context

Assumptions

STAGES



STEPS



TOUCHPOINTS



☺

☹

DEPARTMENTS

Departments

Departments

Departments

Departments

Departments

Departments

STAGES



STEPS



TOUCHPOINTS



😊																	
☹️																	

OWNERSHIP

DEPARTMENTS

- Departments
- Departments
- Departments
- Departments
- Departments
- Departments



Tenet #4

Content

Design/Channels

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



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I want to ...

How do I ...

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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.

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Georgia Lottery



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

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- [Sick of telemarketers? Learn how to stop them.](#)
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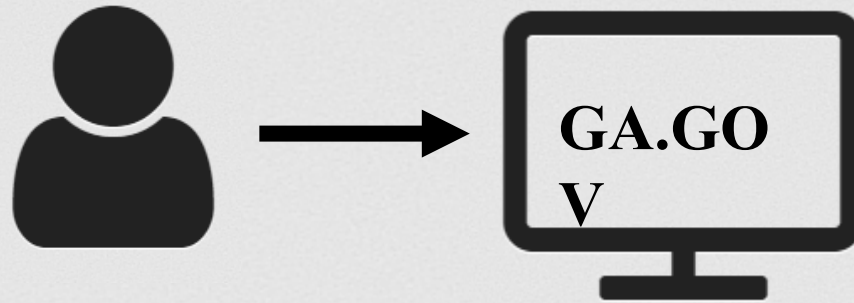
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At Your Service

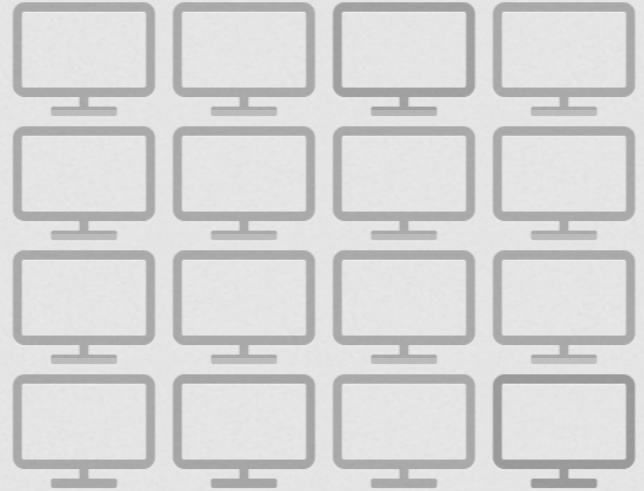
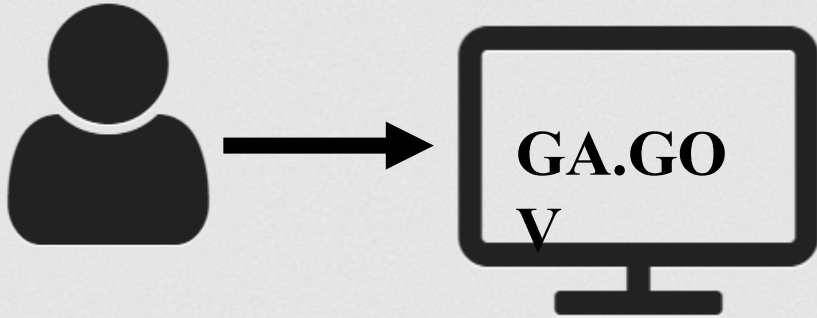
- [Governor Roy E. Barnes](#)
- [State Legislature](#)
- [Other elected officials](#)

Organizational

2002



2002



2002



2002



2002



2012

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Agencies



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Citizen Centric

2002



2012



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

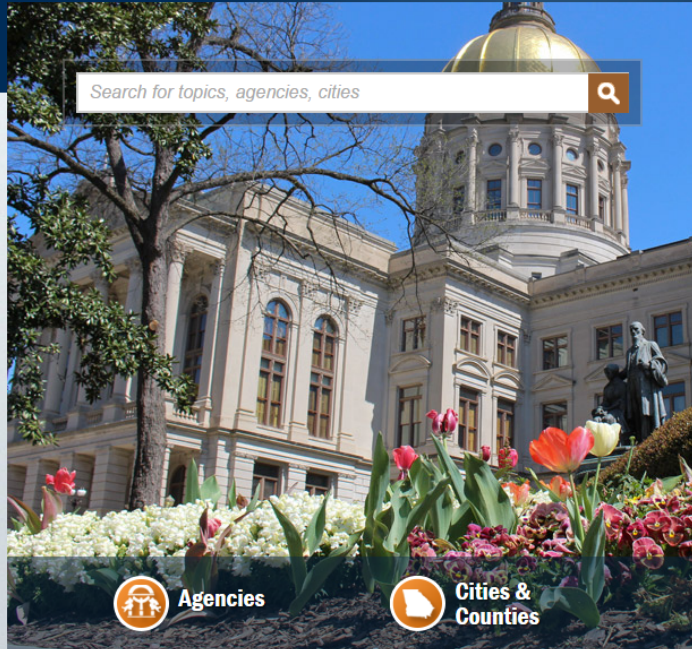
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- Georgia Secretary of State
 - Georgia Department of Economic Development
 - Georgia Chamber of Commerce

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Edit Event GOVTalks: Fall 2016

Status: New draft of live content.

Title: GOVTalks: Fall 2016

Summary (Hide summary): A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

GOVTalks is a one-day conference, hosted by GeorgiaGov Interactive, a division of the Georgia Technology Authority, dedicated to helping agencies create an effective web presence and user experience. Twice a year we feature topics in digital trends, providing key solutions needed to stay updated and reach citizens online. The GeorgiaGov Interactive team offers a web publishing platform to state agencies and elected officials and is tasked with providing standards, guidelines, and education around web best practices and digital strategy.

Event Date: 11/16/2016 10:00am to 11/16/2016 02:50pm

Location: United States, 180 Central Avenue, Atlanta, Georgia 30303

★ 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 Compo
- Georgia Depart
- Office of Insuran
Commissioner
- Georgia Real Est
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](#)



how do i apply for a business license in georgia



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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.

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[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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- Georgia Depart
- Office of Insuran
- Georgia Real Es
- Appraisers Board
- Georgia Board of Dentistry
- Georgia Board of Pharmacy



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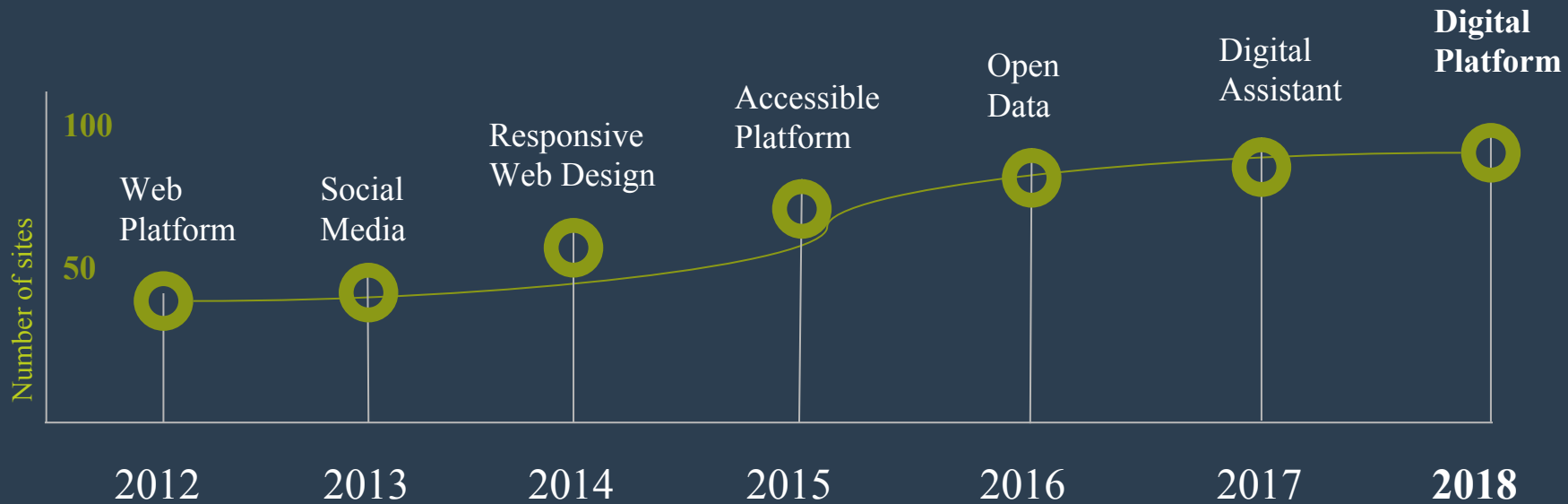
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4 Tenets:

**User First | Problem First | Context First | Content
First**



Takeaways:

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

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