

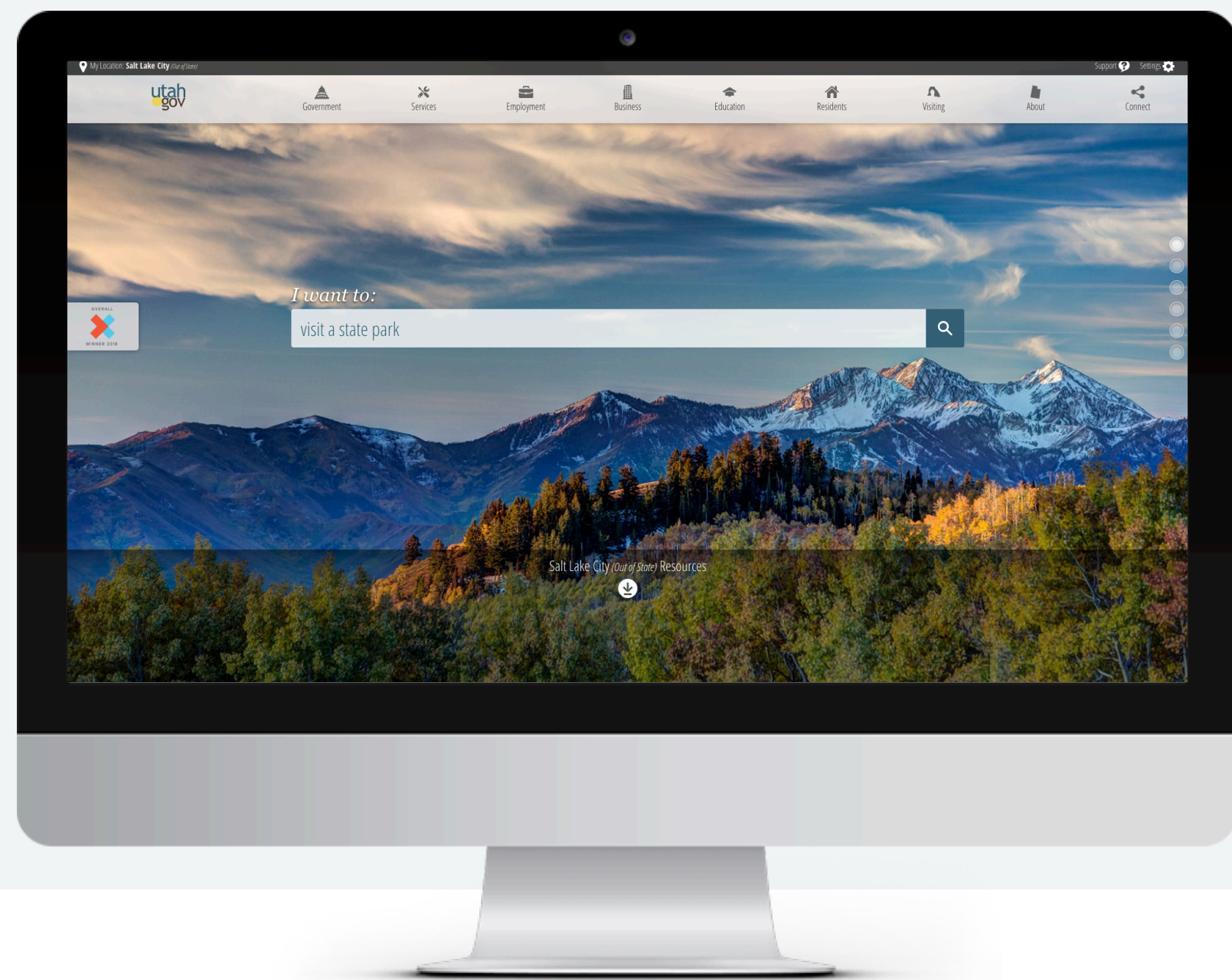
THE CITIZEN PORTAL

THE NEXT GENERATION OF UTAH.GOV

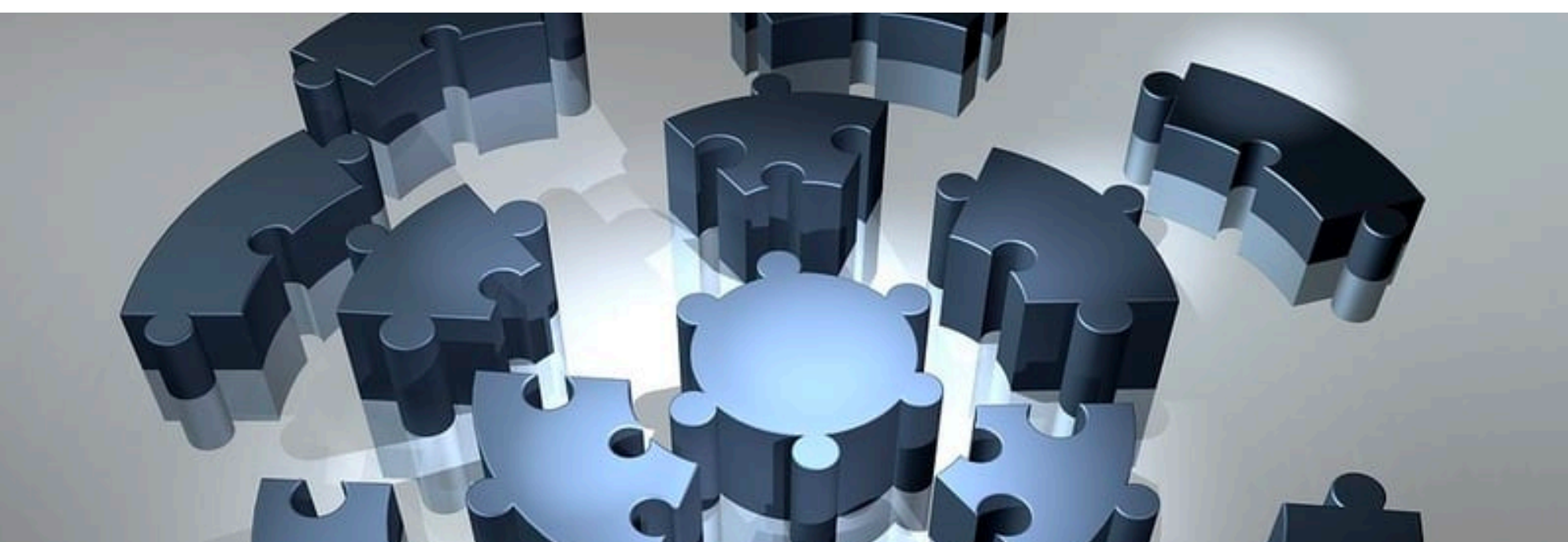
PRESENTED BY UTAH INTERACTIVE



AGENDA



- 01 WHAT IS THE CITIZEN PORTAL?
- 02 WHAT POWERS THE CITIZEN PORTAL? – THE DXF
- 03 COMPONENTS BEHIND THE CITIZEN PORTAL
- 04 PROTOTYPES
- 05 MARKETING
- 06 NEW EXPERIENCES



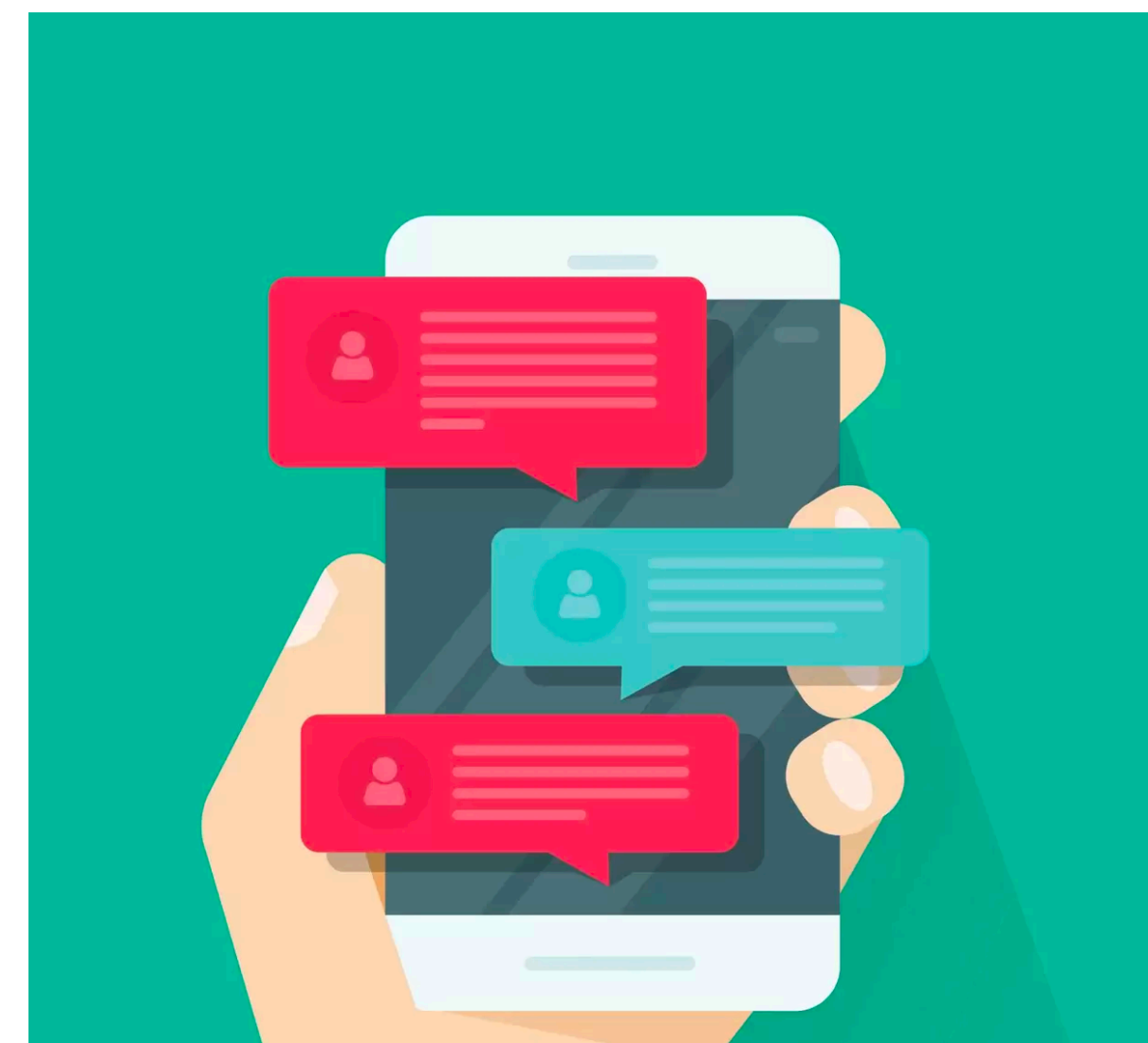
components:



customer engagement



payments



notifications



credentials

PAYMENTS



01

STORED PAYMENT PROFILES

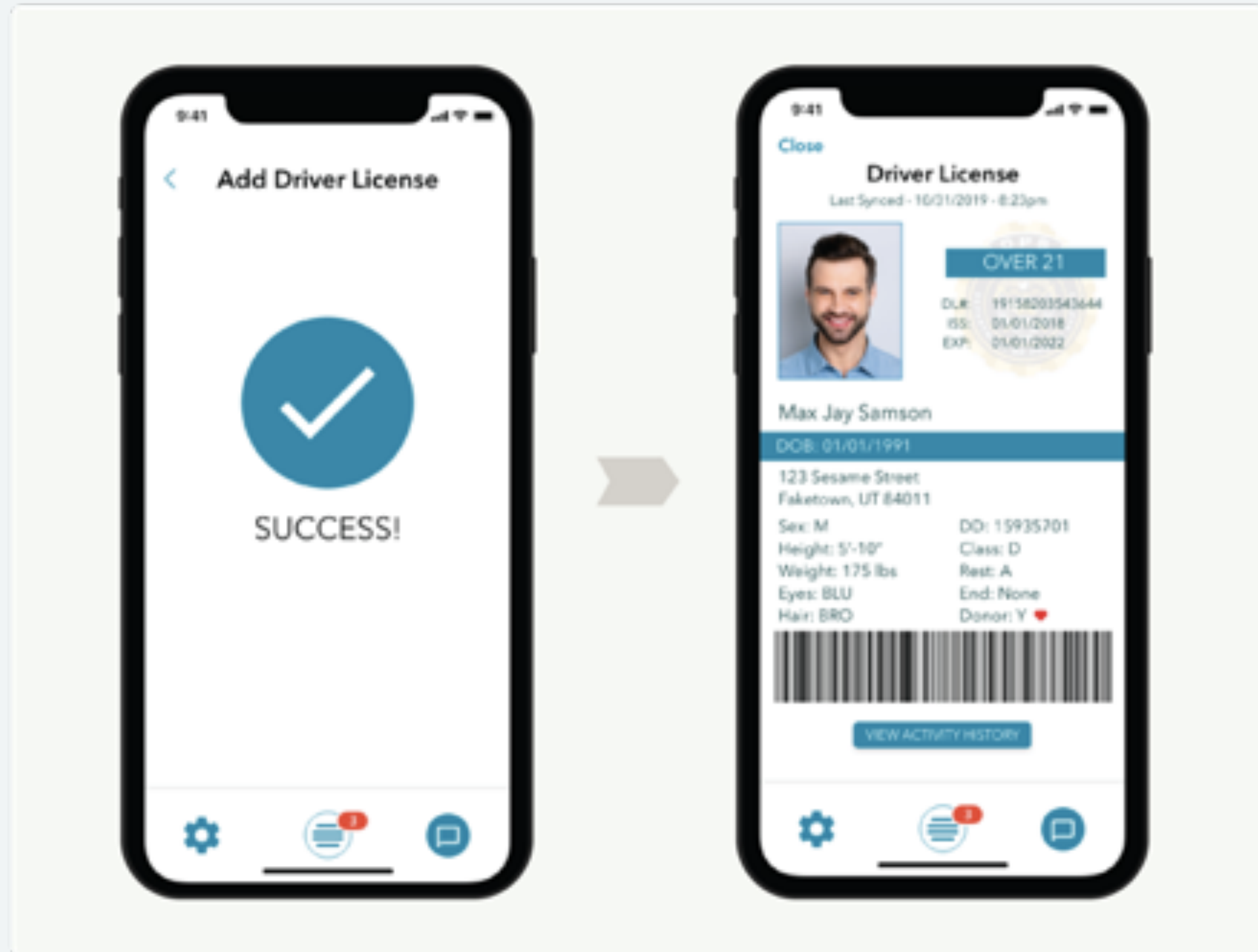
02

SUBSCRIBER ACCOUNTS

03

SHOPPING CART

CREDENTIAL VALIDATION



01

MOBILE DRIVER LICENSE

Stored in the user's mobile device. User can share their mDL with banks, bars, bailors and more.

02

PLUMBERS, TEACHERS, REAL ESTATE AGENTS

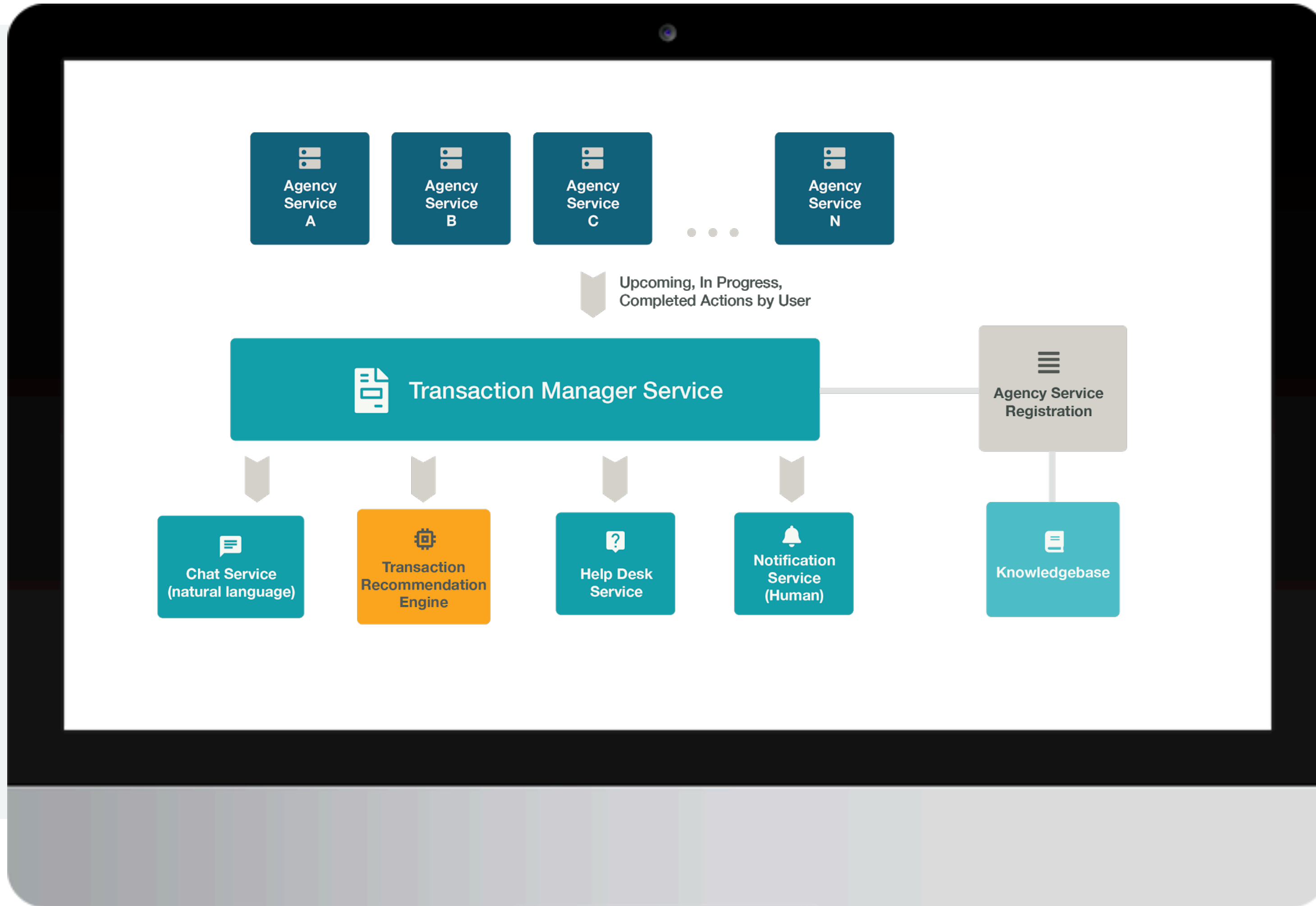
The license holder could easily share their **up to date**, proof of state credentials to potential clients and employers via the utah.gov mobile app.

03

HUNTING AND FISHING

Add the already popular digital hunting and fishing licenses into a single utah.gov mobile app.

CUSTOMER ENGAGEMENT



01

TRANSACTION MANAGER

Stores a user's step by step progress through services (online or offline)

02

HELP DESK SERVICES

Shows live operator (chat, email, phone) where user stopped during an application, connects to Knowledgebase

03

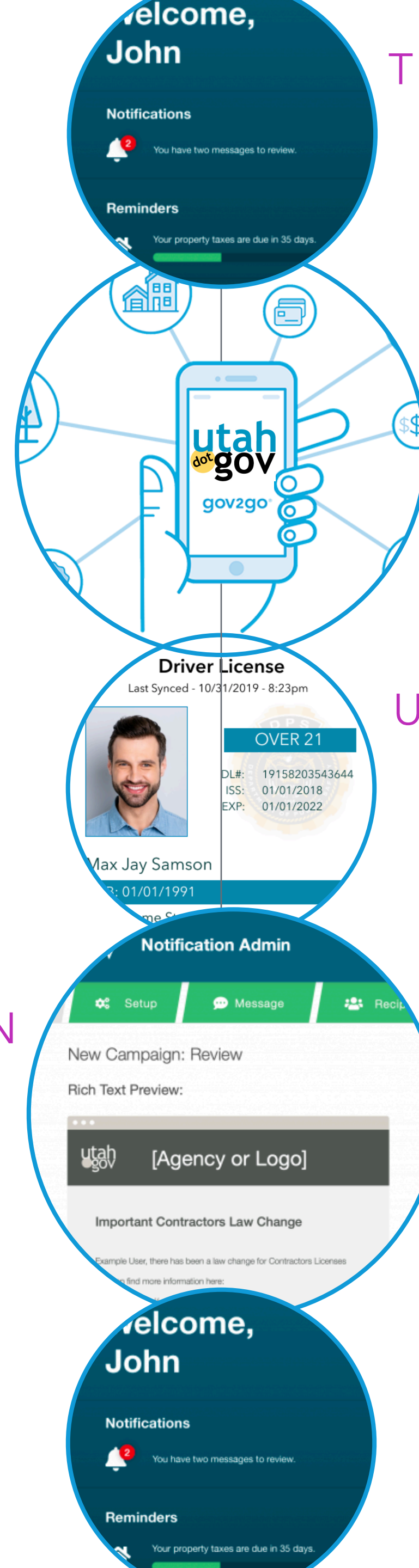
KNOWLEDGEBASE

Agencies record helpful information on each step of an application which can be used by chatbots & live customer support

PROTOTYPES

UTAH.GOV MOBILE APPLICATION

(on the NIC gov2go platform)



THE CITIZEN DASHBOARD

UTAH.GOV DIGITAL WALLET

NOTIFICATION ADMINISTRATION

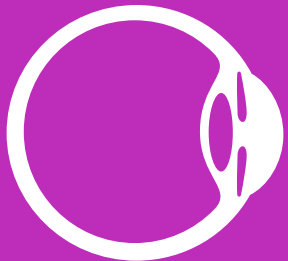
ELEMENTS FOR UTAH.GOV

KEY FINDINGS



90% POSITIVE

Nearly 90% of residents surveyed have a neutral to very positive view of online government services.



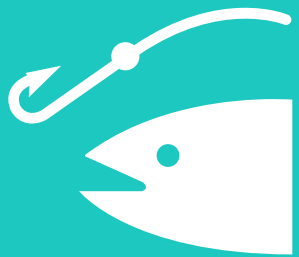
83% SEE A NEED

Nearly 83% recognize that online government services are something they need.



POSITIVE SENTIMENT

Respondents describe online government services as: easy, convenient, no waiting in line.



ENGAGEMENT IS DIFFICULT

67% of users of online government services report accessing those services only annually or semi-annually.



18 PAGES = 70%

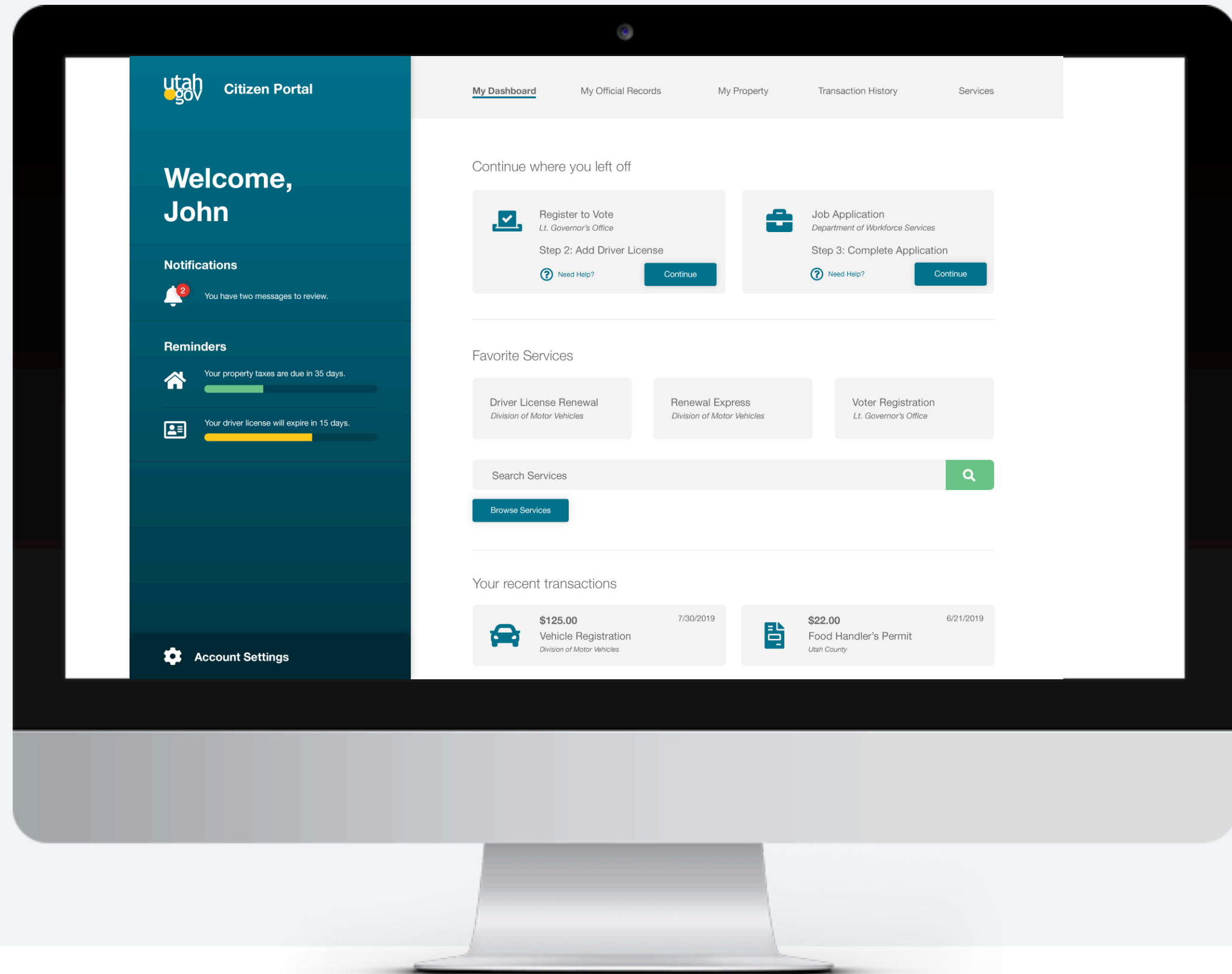
Of all the pages on www.utah.gov, 18 pages account for 70% of the visited pages. The first three pages are by far the most visited by at least 10 times.



77% UNAWARE

A majority of respondents at ULCT to the question of are you aware of SB 137 answered: no or kind of.

TOP 5 GOVERNMENT SERVICES



01

DRIVER LICENSE OR STATE ID CARD RENEWAL

02

VEHICLE REGISTRATION

03

STATE INCOME TAX FILING

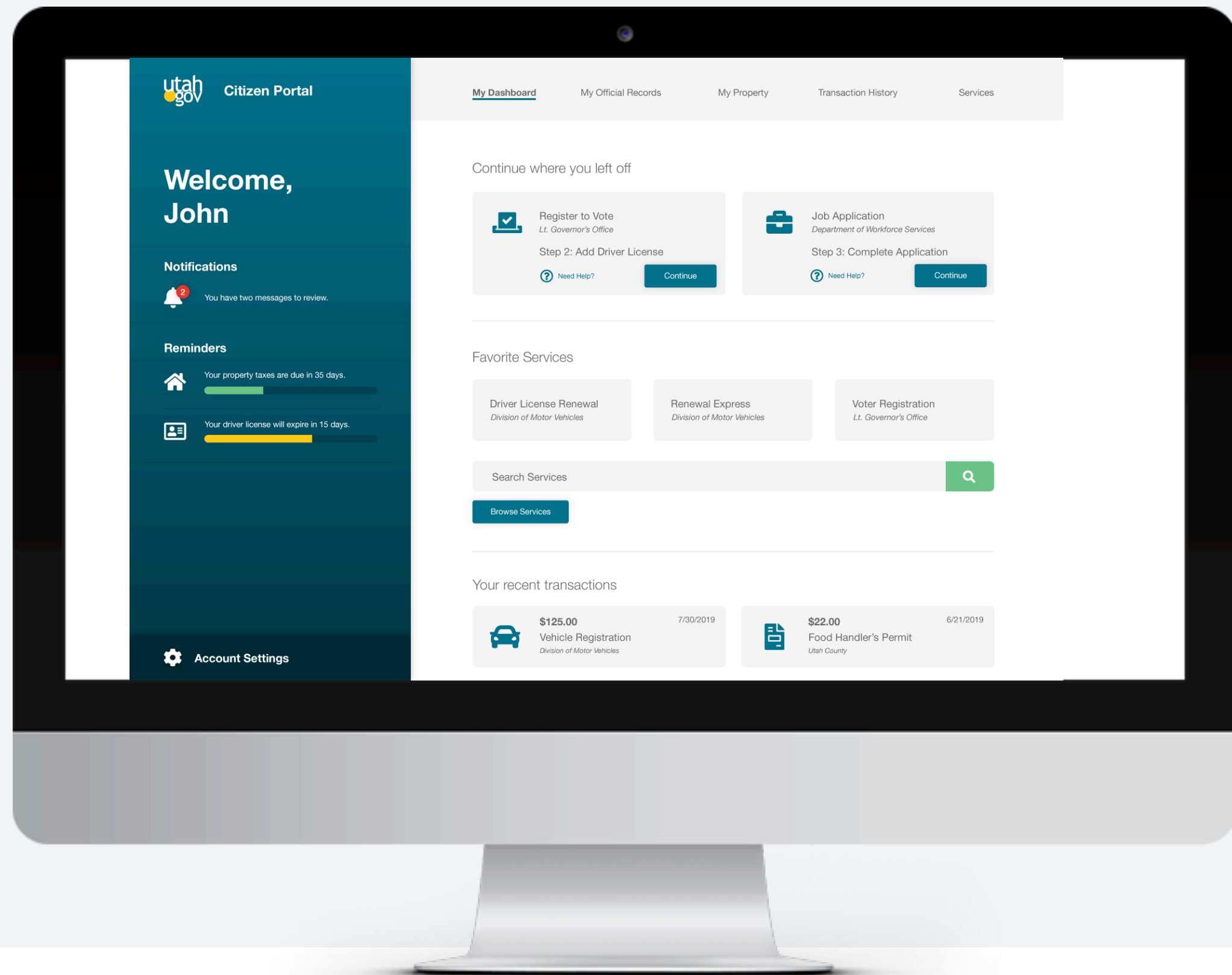
04

PREVIOUS YEARS TAX FILINGS

05

MEDICAL ASSISTANCE PROGRAM / MEDICAID

TOP 5 REQUESTED CHANNELS



01

CHAT

02

FACE-TO-FACE VIDEO CHAT

03

ONLINE

04

SMS

05

VIRTUAL CUSTOMER ASSISTANT

USER PERSONAS



Sally Smith

Wasatch Suburbanite

AGE 38
ROLE / TITLE Domestic Warrior
FAMILY STATUS Married with 2 children
EDUCATION Undergraduate Degree
LOCATION Bountiful



MOTIVATIONS

Sally has every minute of every day filled and the schedule has to go according to plan. Aside from running the house and volunteering she needs to know when important items need to be renewed and does not want to mess around with processes that get hung up or simply don't work. She is always looking for ways to optimize her life and work.

GOALS

Making strong connections in her community
Ensuring the quality of education for her children
Maximizing her time

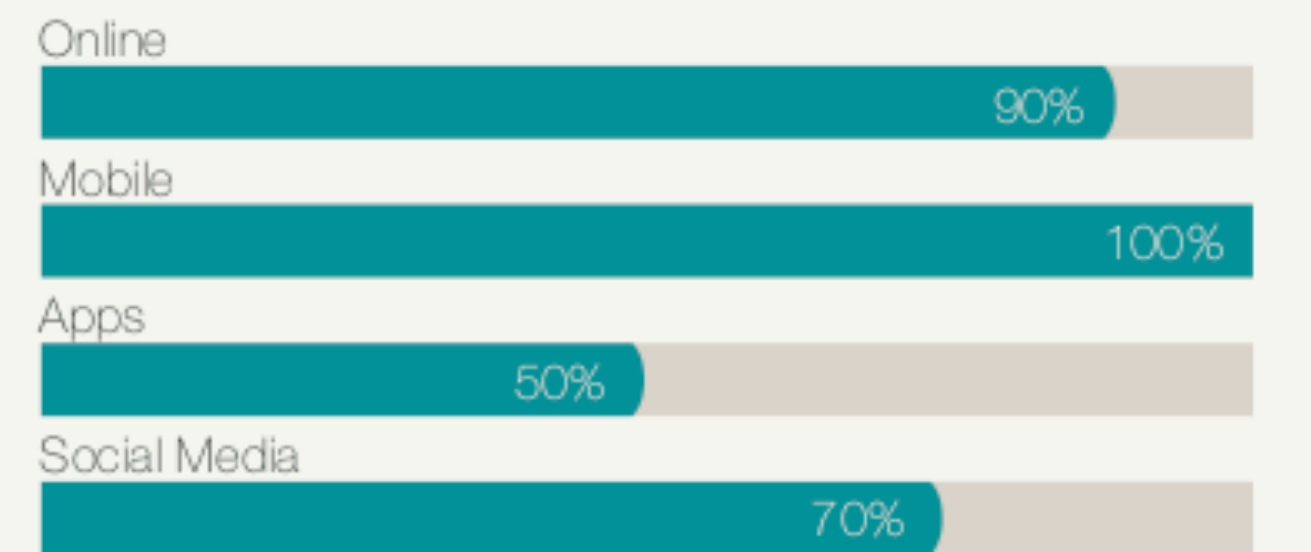
FRUSTRATIONS

Slow lines and processes

PERSONALITY



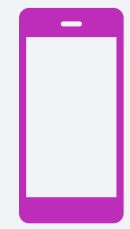
TECHNOLOGY



USE CASE SCENARIOS

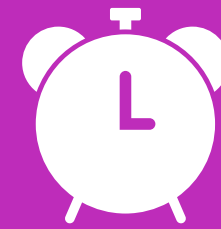
Situation	Transaction
Pat is graduating and from a state school and is applying for a teaching job in Price. The school requires an official transcript with the application.	<ul style="list-style-type: none">• Transcript
Pat has not yet acquired her Educator License and will need to complete this process while applying for a job as a teacher.	<ul style="list-style-type: none">• Educator License
Pat is going to relocate to Price from her college home. In order to be able to participate in the community and get around a few items will need to be updated with a current address.	<ul style="list-style-type: none">• Driver License• Vehicle Registration• Voter Registration
While Pat is applying for a teaching position Pat plans to work part-time waiting tables at a local restaurant.	<ul style="list-style-type: none">• Food Handlers Permit
Pat is into the outdoors and plans to take advantage of the many fishing holes around Price.	<ul style="list-style-type: none">• Fishing License

NEW EXPERIENCES



PROXIMITY TEXTS

Receive text message when driving past an On The Spot Location reminding of their pending vehicle renewal



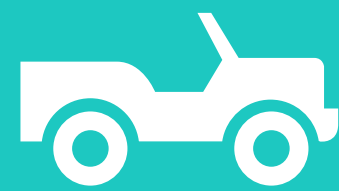
TIMELY TEXTS

Receive a Text alert the night before an election telling user WHEN and WHERE they can VOTE



SMART SPEAKERS

Renew their vehicle via Alexa by simply saying "Yes"



MOBILE TRANSACTIONS

Apply for their Fishing License from their speech enabled car via Siri, Alexa, Google or Tesla while they are driving to the lake



PROVE IDENTITY

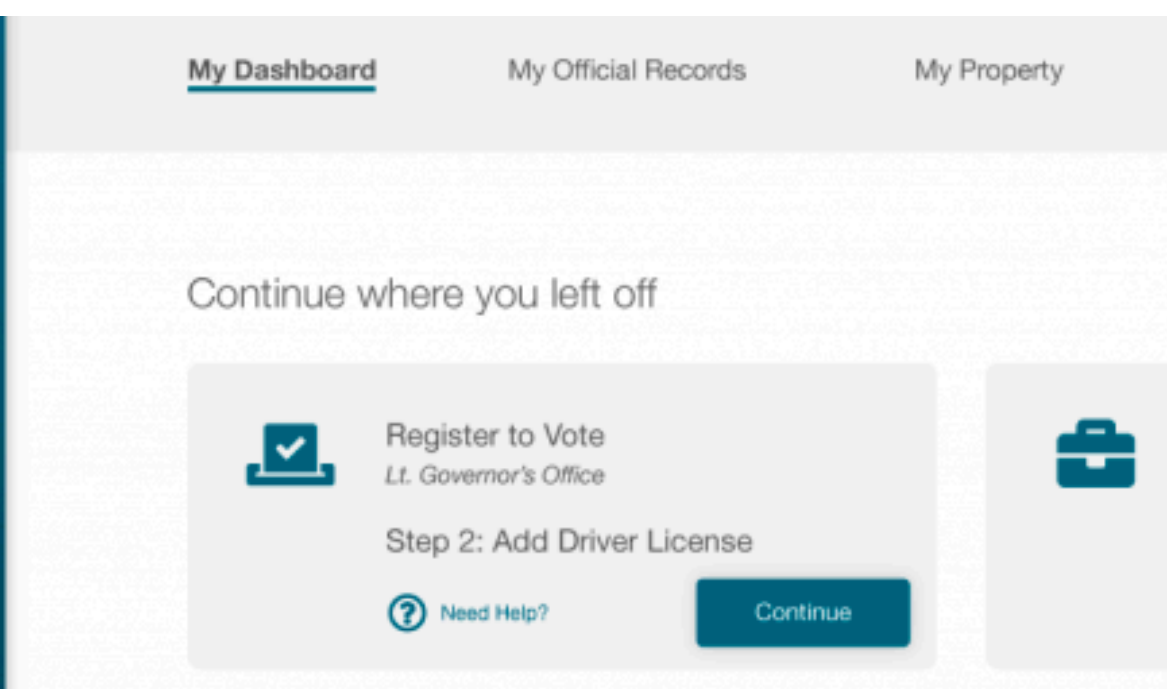
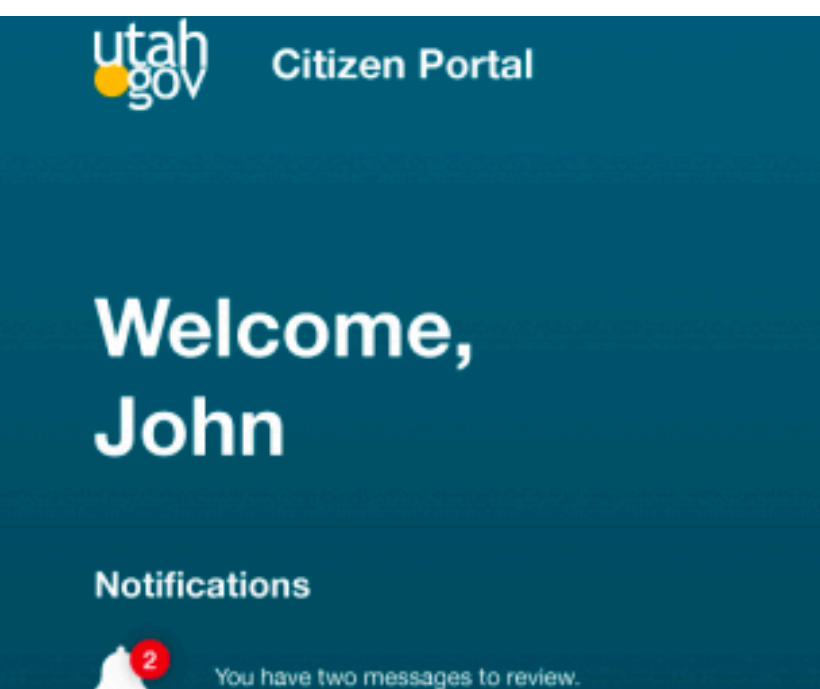
Plumbers and other trades can bump phones to send their DOPL, Education or other state license to prospective clients



AUTOMATED CHAT HELP

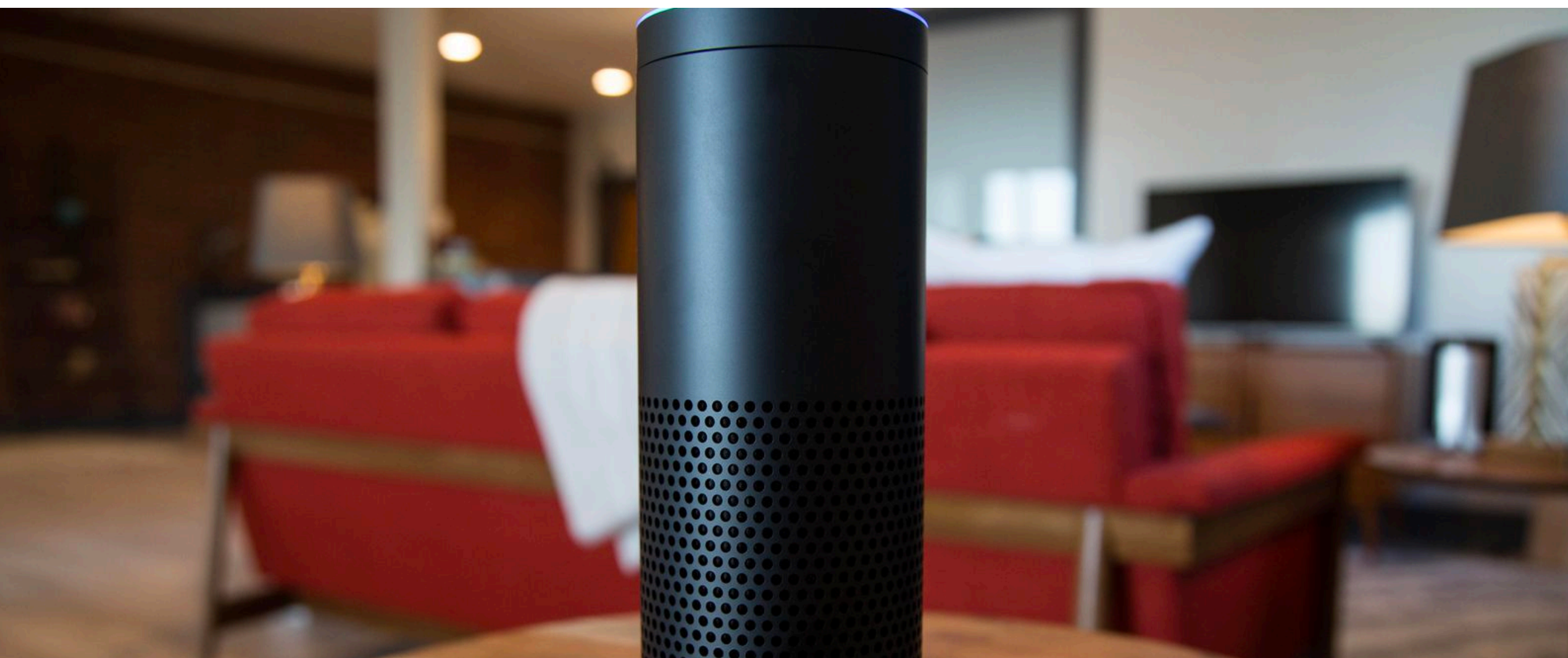
After partially completing an online application, a chatbot asks the user if they need help with step 4 of the application

FRICTIONLESS GOVERNMENT



dashboards

utah.gov website



voice assistants



notifications



applications