CREATING MORE RELEVANT DIGITAL EXPERIENCES

Mike Han, CTO and vice president of services at Liferay, discusses best practices for modernizing citizen interactions.

What are the main challenges organizations face in creating engaging and relevant digital experiences for citizens?

When organizations create a new digital experience, they often focus on designing something that looks good as opposed to the services they provide and the user interactions. While visual design is important, it's also critical to think about things like how many clicks or steps it takes for citizens to accomplish their goals. Understand the people you are trying to serve, how they expect to use your site and what they need to accomplish — and then design from their perspective.

How can an agency make the user experience more intuitive?

One of the best things an agency can do is use existing data to make interactions more convenient. For example, if an agency typically collects information like a driver's license or Social Security number, it can use this information to populate other forms automatically. Saving citizens from entering the same information multiple times will make their experience more pleasant.

What is the biggest mistake agencies make in creating digital engagement for citizens?

The biggest mistake agencies make is not considering how citizens will find and use their services. For example, citizens typically use a search engine as the primary entry point to an organization's website, so agencies need to make sure they are easily found and invest in search engine optimization. They also need to make it easy for citizens to find the information and functions they need once they are on the website. Finally, make sure the site is mobile friendly and consider making the site accessible from social media sites.

What advice do you have for organizations working to modernize the way they interact with citizens?

Think through the overall workflow and consider all the things a citizen needs to be able to do — whether it's paying a bill, changing an address or scheduling an appointment. While human beings are needed for certain functions and escalations, employing more self-service functionality is generally desired and improves the user experience. Another element that's gaining popularity is employing single sign-on functionality so citizens can use one login for multiple sites.

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- Improve citizen satisfaction
- Boost employee productivity

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liferay.com
hello@liferay.com