

OMB Memo M-23-22

Delivering a Digital-First Public Experience

September 22, 2023

Overview

OMB Memorandum [M-23-22](#): Delivering a Digital-First Public Experience provides updated policy guidance to federal agencies on how to design, build, and operate public-facing digital services in furtherance of the 21st Century IDEA Act. It rescinds earlier guidance (M-17-06 and earlier digital government strategies) and sets forth a detailed framework of mandatory principles, requirements, and timelines for digital modernization across websites, web applications, mobile apps, and forms.

Some core tenets of M-23-22 include ensuring digital services are accessible, user-centered, secure by design, mobile-first, and consistent in design and content; mandating the digitization of forms and services; and requiring agencies to prioritize remediation of high-traffic sites and high-impact forms. The memorandum also imposes immediate agency actions and established September 2024 as a key milestone for agencies to complete certain modernization efforts.

Digital Experience Requirements

M-23-22 sets comprehensive requirements for federal agencies to modernize how they design, deliver, and manage digital services under the 21st Century Integrated Digital Experience Act. It requires all public-facing websites, applications, and digital forms to be user-centered, mobile-friendly, accessible, and secure by design, following U.S. Web Design System (USWDS) standards. Agencies must modernize high-traffic and high-impact websites, digitize paper-based workflows, and adopt electronic signatures to enable fully digital transactions. Each agency must appoint a Digital Experience Delivery Lead (DX Lead) to oversee implementation and ensure compliance. Agencies are also required to use analytics and customer feedback to measure performance and satisfaction, reinforcing a digital-first, customer-first approach to public service delivery.

What Does This Mean for Government?

Federal agencies are facing mandates to:

- Redesign their websites, applications, and forms to be mobile-friendly, accessible, secure, and user-centered.
- Prioritize usability, accessibility, and feedback-driven improvements.
- Each agency must designate a Digital Experience Delivery Lead and demonstrate measurable progress toward modernization goals.

What Does This Mean for Industry?

For contractors, integrators, and developers involved in customer experience projects, this Memo is an opportunity to position themselves as a compliant solution for federal agencies.

Key takeaways for vendors:

- Highlight how your solutions help agencies meet M-23-22 requirements for accessibility, mobile responsiveness, and USWDS adherence, making your product a low-risk, high-value choice for digital modernization.
- Demonstrate how CX tools **digitize paper workflows, implement e-signatures, and streamline user interactions**, helping agencies deliver faster, more user-friendly, and measurable digital services.
- Showcase analytics, user feedback, and performance dashboards that allow agencies to track citizen satisfaction, usage metrics, and accessibility compliance, aligning your technology with the government's accountability and reporting expectations.

In short, this Memo resets expectations set forth from the 21st Century IDEA Act, requires agencies to modernize systems and processes with the user in mind, and establish a customer experience lead for all public-facing agencies