



DESIGNING

Digital Services for Rhode Island

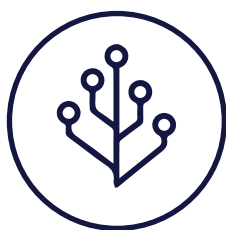
“The word digital is misleading. It makes one think of technology, when we should be thinking of people.” – Paul Boag; Author



RHODE ISLANDERS

DESIGNING digital government services proficiently will benefit all Rhode Islanders through:

- Increased accessibility
- Easier to use and understand services
- An improved understanding of government services
- Evolving services responsive to citizen needs
- Security and confidentiality of private data



OUR AGENCY / DEPARTMENT

DESIGNING digital government services proficiently will benefit our agency or department through:

- Wider uptake of lower-cost digital channels
- More effective service delivery
- Easier content management and maintenance
- Increasing program efficiency and cost effectiveness
- Improved uptake, satisfaction, and reputation of our fine-tuned services
- Advanced managing of reputational or service delivery risk
- The alignment of service projects to clear, actionable goals



RHODE ISLAND GOVERNMENT

DESIGNING digital government services proficiently will benefit Rhode Island's government through:

- Increased government efficiency and reduced service duplication
- Improved public confidence in and uptake of digital government services
- Minimized legal and reputational risk
- Improved public confidence and government trust



Citizen-Centered Design



Privacy & Security Concerns



Intuitive Design



Omni-Channel Service
Delivery



Accessible Design



LEADING

Digital Services for Rhode Island

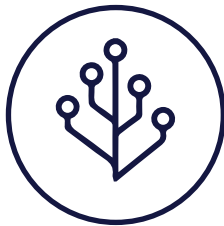
“The reality is that the only way change comes is when you lead by example.” – Anne Wojcicki, 23andMe



RHODE ISLANDERS

LEADING digital government services proficiently will benefit all Rhode Islanders through:

- Multiplied network effect of positive externalities
- Higher quality of service received
- Improved government transparency
- Flourished service familiarity



OUR AGENCY / DEPARTMENT

LEADING digital government services proficiently will benefit our agency or department through:

- Greater service uptake
- More effective use of resources
- Better team and individual outcomes
- Higher accountability
- Healthier workplace culture
- Higher productivity
- Improved talent attraction and retention



RHODE ISLAND GOVERNMENT

LEADING digital government services proficiently will benefit Rhode Island's government through:

- Strengthened communication
- Grown culture of accountability
- Increased inter- and intra-government collaboration
- Higher capacity for leadership potential
- More systematic development processes



Planning for Success



Team-building



Community Outreach



Partnerships



BUILDING

Digital Services for Rhode Island

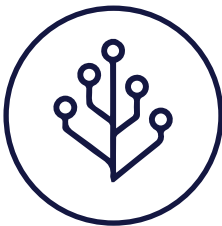
“It’s far, far cheaper and more efficient for government to provide services digitally than over the phone, so if digital services are successful we end up saving money for the government and for taxpayers. It’s common sense.” – Mike Bracken, GOV.UK



RHODE ISLANDERS

BUILDING digital government services proficiently will benefit all Rhode Islanders through:

- A better online experience
- More timely, authoritative information
- Increased knowledge about services
- Continually optimized services to meet needs
- Improved public collaboration



OUR AGENCY / DEPARTMENT

BUILDING digital government services proficiently will benefit our agency or department through:

- Realized savings and efficiencies
- Optimization for value-added work activities
- Increased flexibility to evolve services
- Improved performance accountability
- Reduced levels of risk
- Strengthened relationships with the public
- Collaborative efforts and partnerships



RHODE ISLAND GOVERNMENT

BUILDING digital government services proficiently will benefit Rhode Island’s government through:

- Expanded return on investment
- Broader context for future investment decision-making
- Greater government transparency
- Improved public trust in government
- Grown system-wide digital capabilities
- Increased service integration



Mobile- First Development



Iterative Testing



Agile Development



Performance Accountability



Open- Source Preference



Technology

WHY A DIGITAL SERVICE FOR RHODE ISLANDERS?



TO HELP,
*we are growing state
government's capacity
to innovate digitally.*



*Digital transformation
is broader than simply
improving websites.*

#1

*It means
putting citizens
FIRST.*



*Citizen-centric design
will focus on
Rhode Islander's specific
needs and help guide us to
modern digital services.*



*New mindsets and
skillsets, methods
and services, tech
and data will
benefit real people.*

**FOR ALL
RHODE
ISLANDERS.**

*As we transform, the
Digital Service will
strengthen privacy,
open access, save money,
improve transparency,
and solve problems.*



DIGITAL FRAMEWORK

■ The initiatives of Rhode Island's Digital Service transformation include:

DESIGNING



- Citizen-centered Design
- Intuitive Design
- Accessible Design
- Privacy & Security Concerns
- Omni-Channel Service Delivery

BUILDING



- Mobile-First Development
- Agile Development
- Open- Source Preference
- Iterative Testing
- Performance Accountability
- Technology

LEADING



- Planning for Success
- Team-building
- Community Outreach
- Partnerships

■ The initiatives within each family incorporate the following strategies:



Simplify Government

Design, Consistency, Development



Listen & Respond

Research, Testing and Accountability



Reach Citizens

Engagement, Marketing, Delivery



Protect Rhode Islanders' Trust

Confidentiality, Privacy, Security



Capacity Building

Goals, Team-Building, Partnerships



Develop the Digital Neighborhood

Mobile-First, Agile, Open Source

RELEASE STAGES

■ *A roadmap of our journey to excellence.*

I

DISCOVERY

- **MAP** the broader service landscape.
- **RESEARCH** your users' real needs and problems.
- **UNDERSTAND** the policy intent and your constraints.

2018

3

BETA

- **DEFINE** a minimum viable product from the successful prototype in Alpha.
- **BUILD** prototype as an accessible and secure service.
- **ALLOW** the public to trial the Beta alongside the existing service.
- **USE** feedback to improve the service.

2019

2

ALPHA

- **TEST** your hypotheses by prototyping in code to explore different ways you might meet your users' needs.
- **EXPLORE** multiple ideas.
- **RESEARCH** users to learn which approach works best and iterate your solution with your discoveries.

4

LIVE

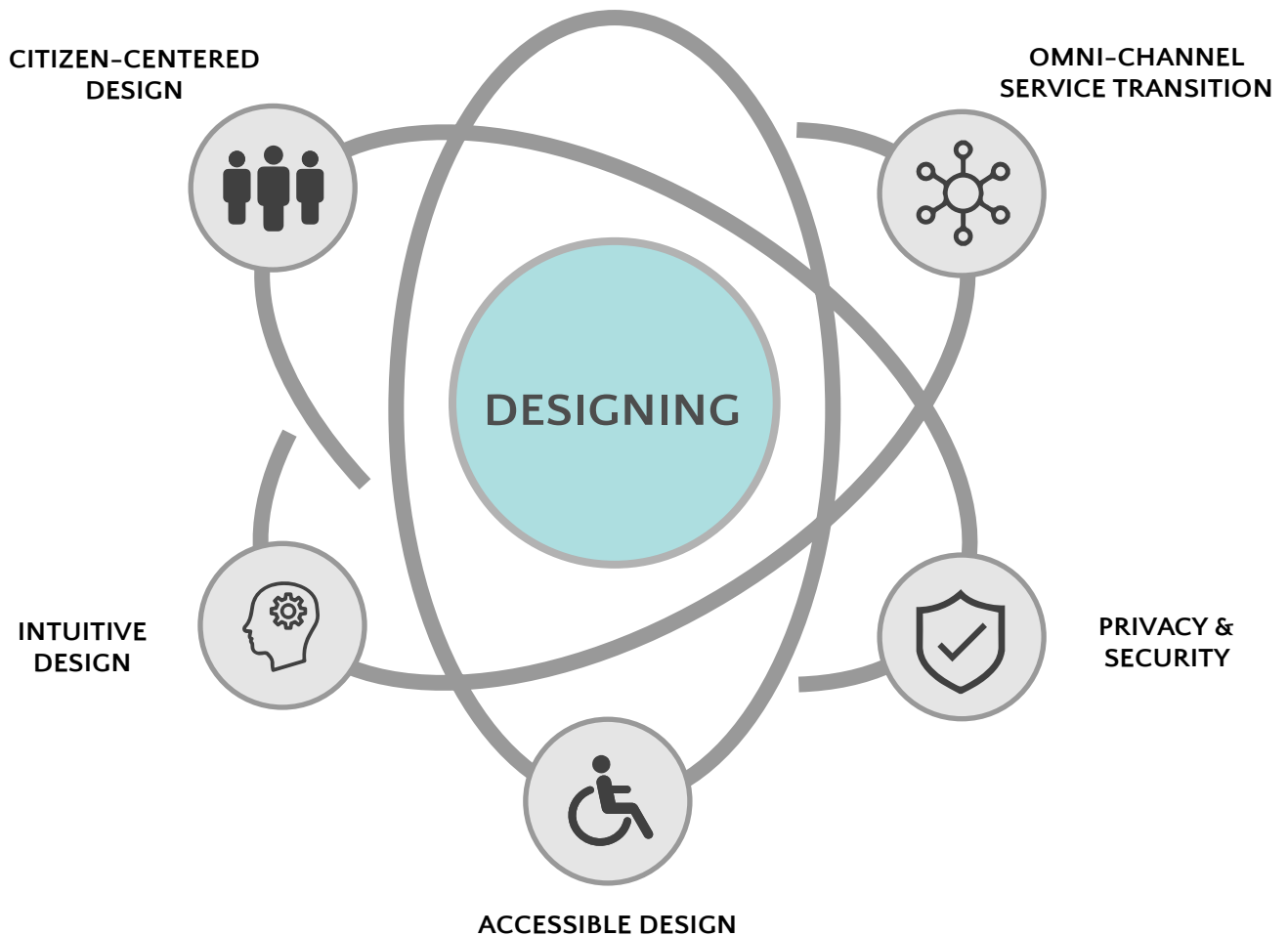
- **FORM** the team and processes in place to continue operating and improving the service.
- **PHASE** out the old services.
- **CONSOLIDATE** existing non-digital channels.



DESIGNING

Digital Services for Rhode Island

- Creating a more useful and usable digital government service starts with us and our team understanding and designing for the needs of all Rhode Islanders.



CITIZEN-CENTERED DESIGN

We will research citizens to build a useful service, avoid future mistakes, and start iterative testing and improvement.

INTUITIVE DESIGN

We will use clear design, content, and usability standards to create consistent services.

ACCESSIBLE DESIGN

We will design and test with the widest range of people to ensure dignified access to government services.

PRIVACY AND SECURITY

We will prioritize privacy and security to protect sensitive information and keep systems secure.

OMNI-CHANNEL SERVICE TRANSITION

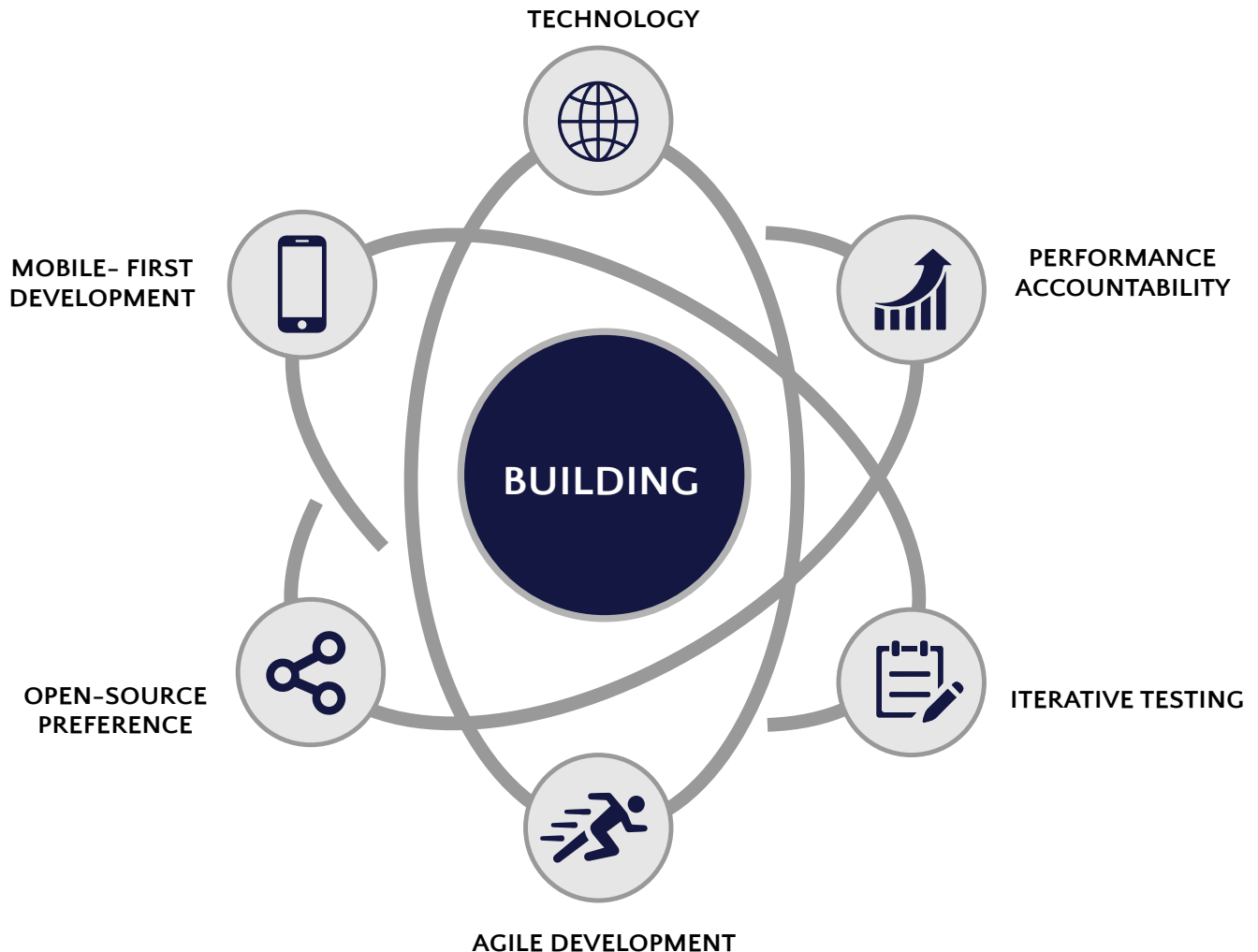
We will build consistency between methods of delivery to encourage confidence and uptake in digital services.



BUILDING

Digital Services for Rhode Island

- Creating a more useful and usable digital government service requires us and our team to match the latest industry standards of digital service delivery.



- **MOBILE-FIRST DEVELOPMENT**
We will pursue mobile-first development to prepare for an increasingly connected future.
- **OPEN-SOURCE PREFERENCE**
We will share our work to save time and money, remain flexible, grow transparency, and build public trust.
- **AGILE DEVELOPMENT**
We will use incremental, fast-paced development to produce services faster, iterate dynamically, and avoid risk.
- **ITERATIVE TESTING**
We will test to double-check usability and accessibility, find problems, and build a working product for all our citizens.
- **PERFORMANCE ACCOUNTABILITY**
We will measure performance and publish metrics to continue meeting citizen's changing needs.
- **TECHNOLOGY**
We will use cost-effective technology to encourage efficiency and scale services.



LEADING

Digital Services for Rhode Island

- Creating a more useful and usable digital government service requires us and our team to lead the design and building process with purpose, administrative prowess, and community engagement.

PLANNING FOR SUCCESS

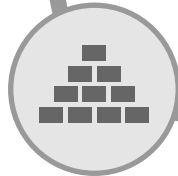


PARTNERSHIPS



LEADING

TEAMBUILDING



COMMUNITY OUTREACH



PLANNING FOR SUCCESS

Planning is a crucial part of the feedback loop and important to optimize the team's reaction time to project complications.



TEAMBUILDING

We will invest in diverse teams to represent, engage with, and develop for Rhode Islanders' varied perspectives.



COMMUNITY OUTREACH

We will reach out to citizens to gather feedback, increase uptake, and tailor services for varied communities.



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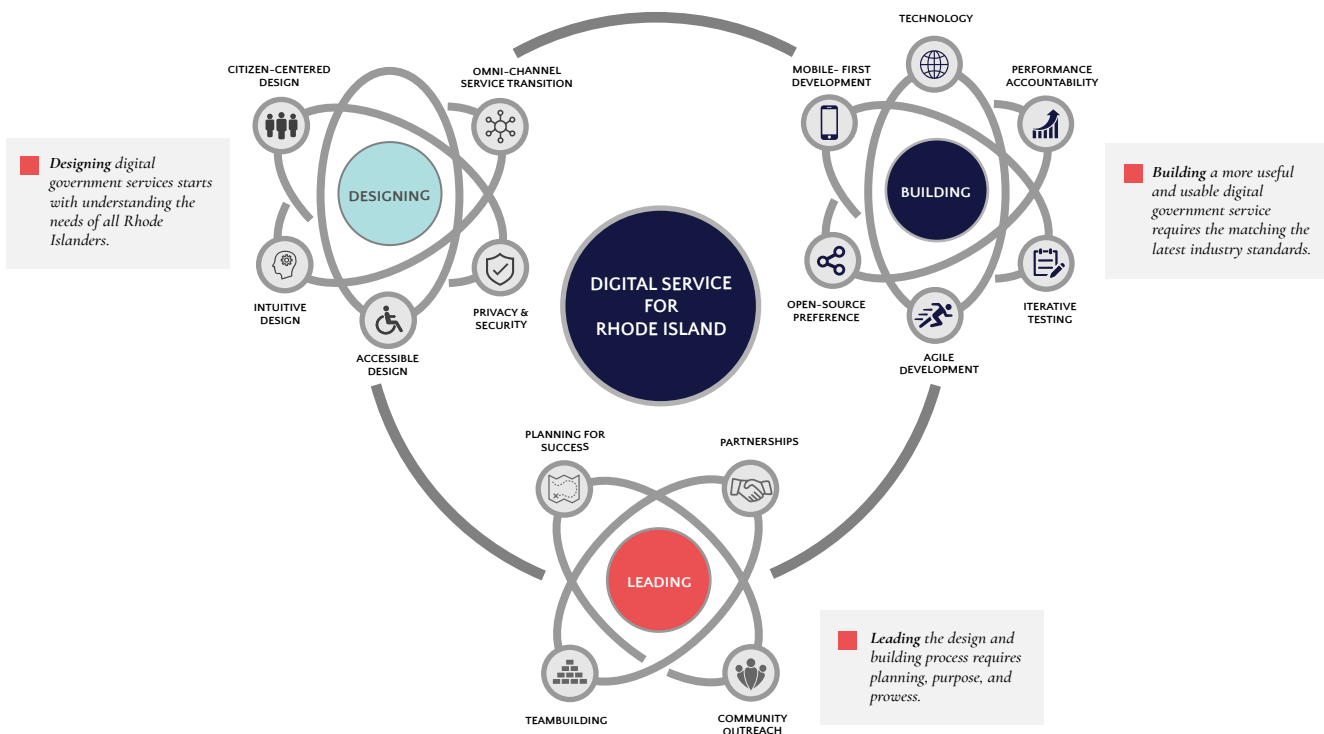
We will join forces with public-minded partners to optimize service delivery and grow the digital community of practice.

RHODE ISLAND DIGITAL SERVICE

WHY A DIGITAL SERVICE FOR RHODE ISLANDERS?

- *We are expanding state government's efforts in improving Rhode Island's digital service.*
- *We are improving Rhode Island digital service by bringing light to citizen needs and putting them first.*
- *New mindsets and skillsets, methods and services, tech and data will benefit real people.*
- *As we transform, the Digital Service will strengthen privacy, open access, save money, improve transparency, and solve problems.*

INITIATIVES OF RHODE ISLAND'S DIGITAL SERVICE TRANSFORMATION



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