

A stylized, colorful map of Chicago created by Stamen Design. The map uses a grid of colored squares to represent different land use types: brown for urban areas, green for parks, blue for water, and yellow for major roads. The map is oriented with North at the top, and the city's coastline is visible on the right side.

Image/Map Credit: Stamen Design

INTRODUCTION: DIGITAL SERVICES

@abhinemani | CAPP 30130 | University of Chicago

A horizontal strip of the Stamen Design map of Chicago, showing a portion of the city's grid and coastline.

CIVIC TECH: KEYS TO SUCCESS

Empathy

- Build with, not for
- Talk to users
- Understand behavior
- Learn what's out there

Lean

- It's more than just a technical process
- Expect failure
- Only build what's necessary
- Test, test, test

Data

- Data "lives" everywhere
- Be ready to scrape
- Open data is your friend
- ETLs are your best friend

Users

- ~~If you build it they will come~~
- Listen and learn
- Define metrics
- Find partners

Sustainability

- Consider your options: startup, open source, non-profit, academic, etc
- Tech -> Policy
- Expect to train everyone
- Document everything

CIVIC TECH: KEYS TO SUCCESS

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Users

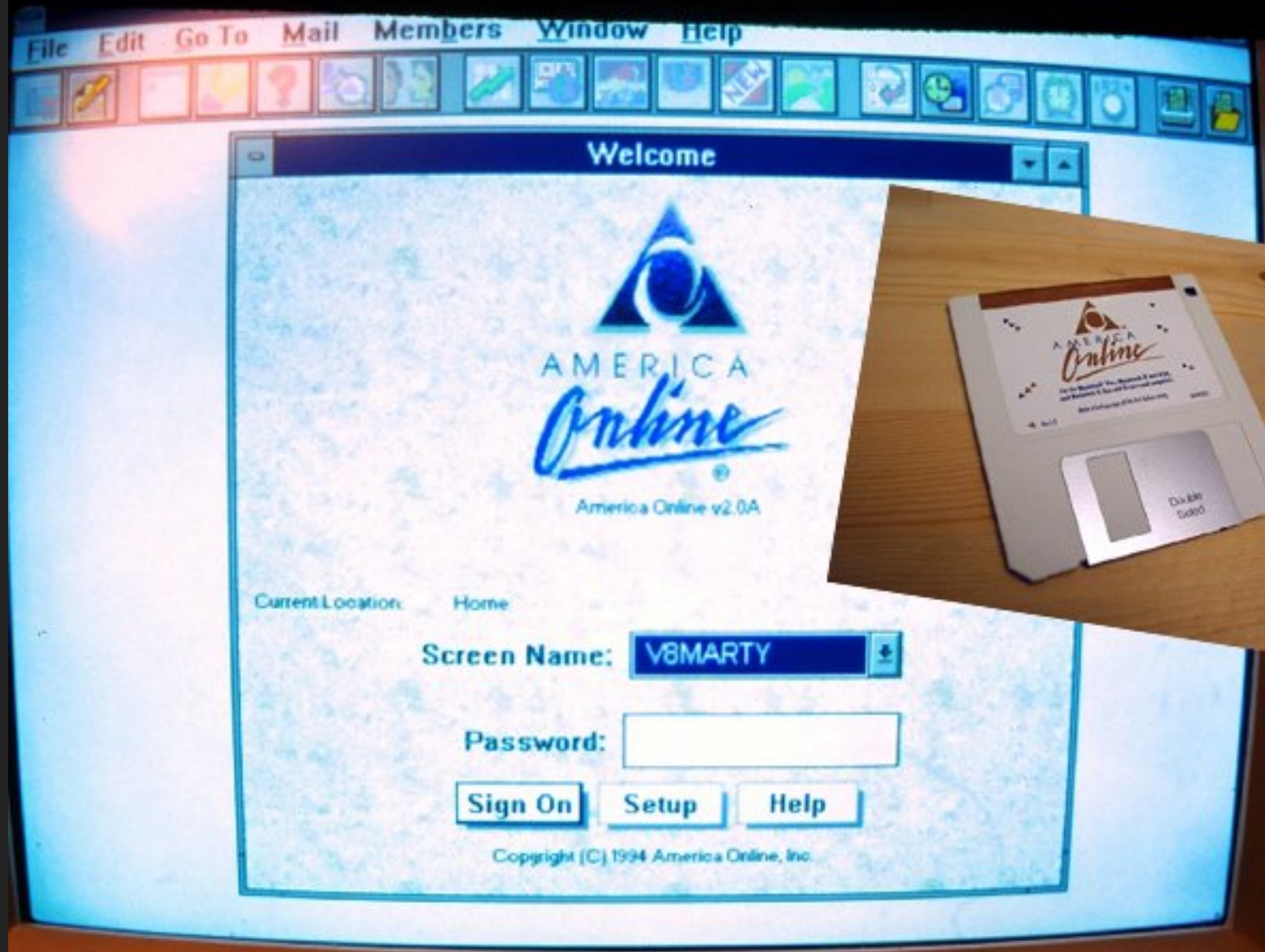
- ~~If you build it they will come~~
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AGENDA

- Background
- Case Study: gov.uk
 - Digital optimization
 - Digital transformation
 - Digital Experiments
- Centralized v decentralized
 - US Government's approach
 - City government examples



File

Edit

Go To

Mail

Members

Window

Help

Welcome



Current Location: Home

Screen Name:

V8MARTY

Password:

Sign On

Setup

Help

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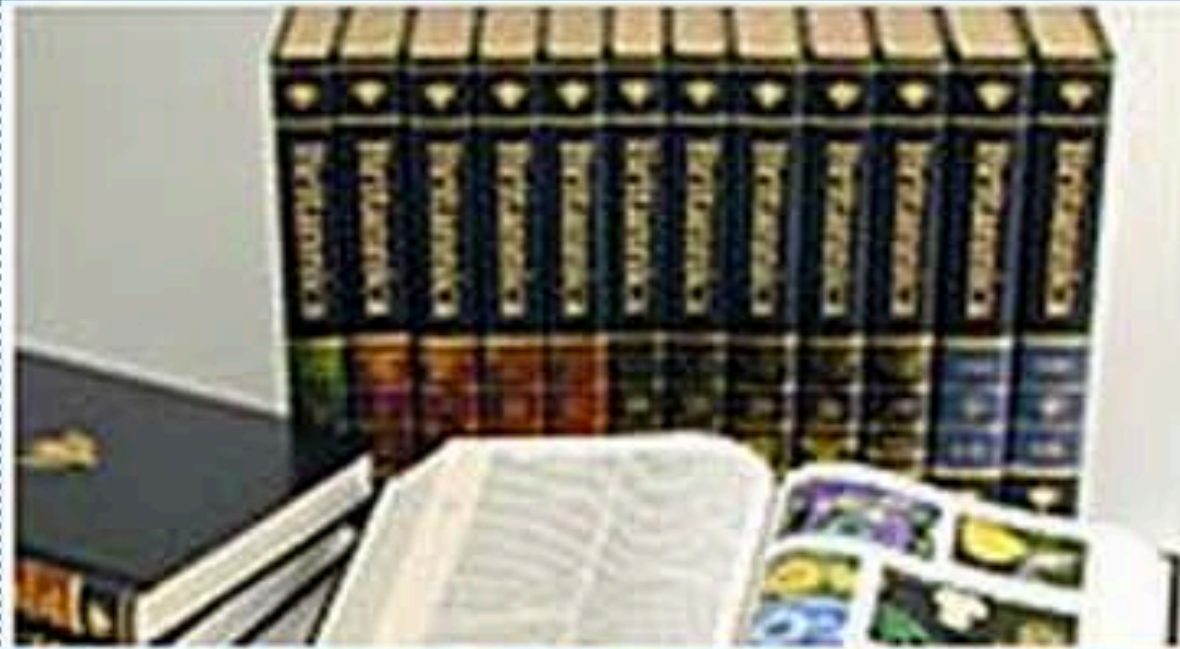
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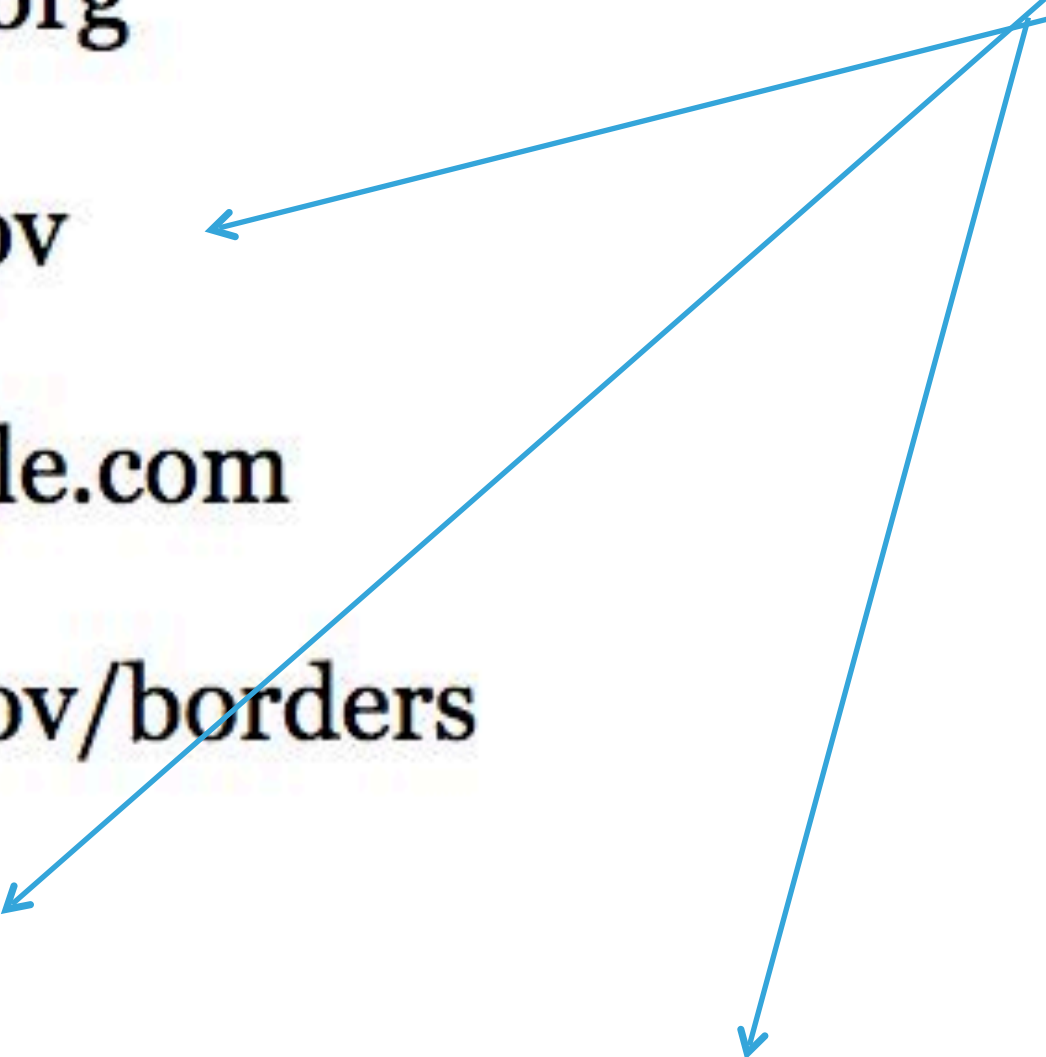
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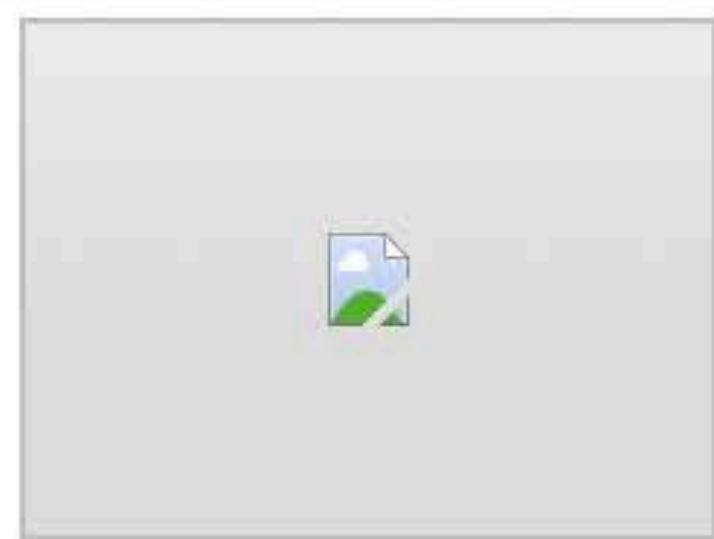
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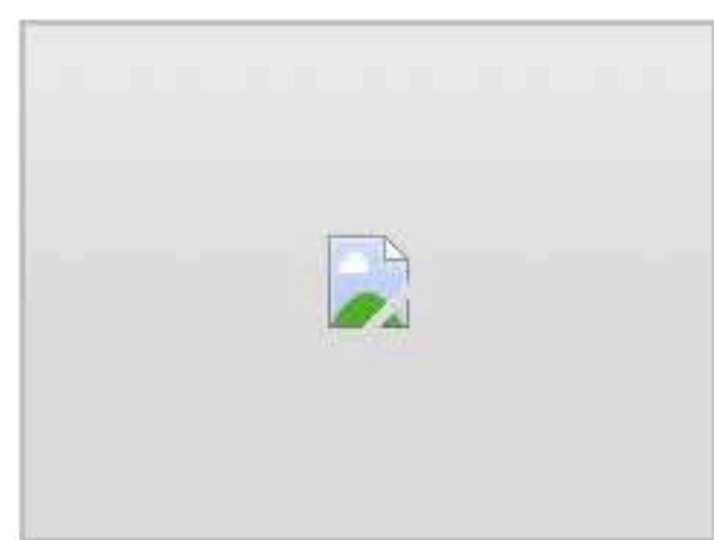
[Basketball Stunts](#)

Some crazy basketball stunts. I wouldn't want to play these guys; they could all beat me blindfolded.

Tags // [funny](#) : [basketball](#) : [hoops](#) : [stunts](#) :

Added: August 3, 2005 by [marvel](#)

Views: 257 | Comments: 1



[Gangsta Rap Music Video](#)

Done for one of my fans, he wanted to be in a music video with me. random again...!!!!

Tags // [Funny](#) : [Rap](#) : [Freestyle](#) : [Lucas](#) : [BatakProductions](#) : [Cool](#) : [Crazy](#) :
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Thefacebook is an online directory that connects people through social networks at colleges.

We have recently opened up Thefacebook at the following schools:

Alabama A&M • Alabama Huntsville • Aquinas • Art Chicago
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Clarke • COE College • Concord • Concordia MN • Concordia NY
CSU East Bay • CSU Mont. Bay • CUNY Lehman • Delaware State
Delaware Valley • Detroit Mercy • Dowling • Erskine • Evergreen
Fayetteville • FL Southern • Fort Hays • Francis Marion
Franklin • Franklin CH • Franklin Pierce • Full Sail • Georgian Court
Houston Baptist • Incarnate Word • Johnson CC • Julliard
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Éire is the name given in Article 4 of the 1937 Irish constitution to the twenty-six county Irish state that was created under the 1921 Anglo-Irish Treaty and which had been known between 1922 and 1937 as the **Irish Free State**. The name Éire is the dative form in modern Irish Gaelic of the name for the

goddess *Eriu*, a mythical figure who aided the Gaels conquer Ireland as described in the *Book of Invasions*. Since 1949, the term **Republic of Ireland** has generally been used in preference to Éire, to clarify that the state rather than the whole island is under discussion.

Recently featured: Vampire – City status in the United Kingdom – Saxophone

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Selected anniversaries

In the news

- **Montenegro** adopts new state symbols including a new red flag bearing King Nikola's coat of arms without his initials "NI".
- **Pedro Santana Lopes** becomes the prime minister of Portugal.
- The **Philippines** announces the withdrawal of its forces from Iraq.
- The International Court of Justice rules that the **Israeli West Bank barrier** violates international law and should be demolished.
- **Ahmed Nazif** is appointed the new Prime Minister of Egypt, replacing Atef Obeid.



TOP WEBSITES IN U.S.

► 2003

- | | |
|--------------|------------------|
| 1. Yahoo | 6. Google |
| 2. Aol | 7. Go |
| 3. MSN | 8. Netscape |
| 4. Microsoft | 9. Windows Media |
| 5. Ebay | 10. Weather |

► 2013

- | | |
|--------------------|-----------------------|
| 1. Google | 6. <u>Wikipedia</u> |
| 2. <u>Facebook</u> | 7. <u>Linkedin</u> |
| 3. <u>Youtube</u> | 8. <u>Twitter</u> |
| 4. Yahoo | 9. Ebay |
| 5. <u>Amazon</u> | 10. <u>Craigslist</u> |

PASSIVE → ACTIVE

“WHAT IS WEB 2.0?” – @TIMOREILLY

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

ARCHITECTURE OF PARTICIPATION



BRITISH ARCHITECTURE

The UK set the standard



THE APPROACH

- Digital optimization
 - Introducing user-centered design into digital experiences
- Digital transformation
 - Redesigning service delivery to a digital, mobile-first strategy
- Digital experiments
 - Taking advantage of digital systems for continuous improvements



OPTIMIZATION: GOV.UK

The original model for digital delivery



“

"We had thousands of websites. And the only thing that was consistent was there was not a single consistent thing across any of them. It's quite a feat of human ingenuity to spend so much money on coming up with something that never looks the same."

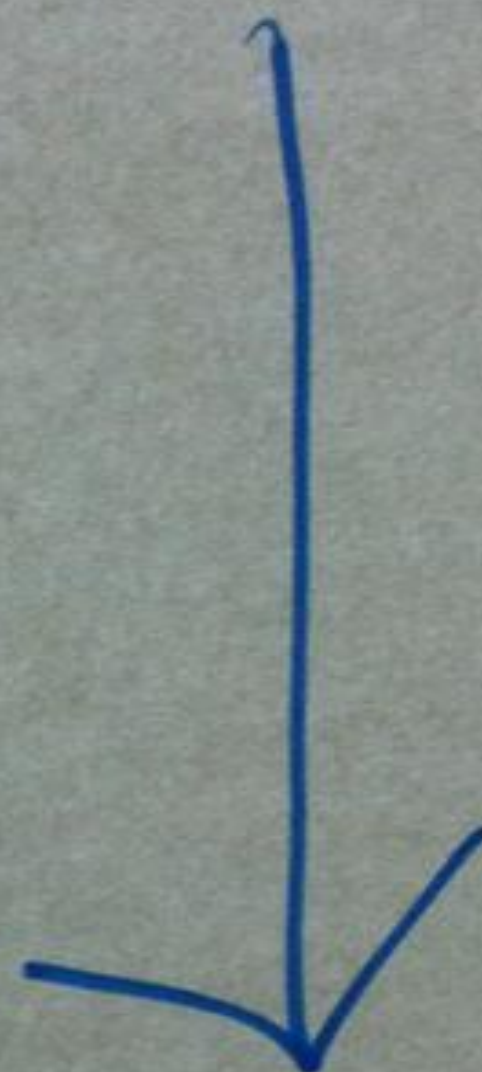
-Mike Bracken

I Start with needs*

*USER NEEDS NOT GOVERNMENT NEEDS

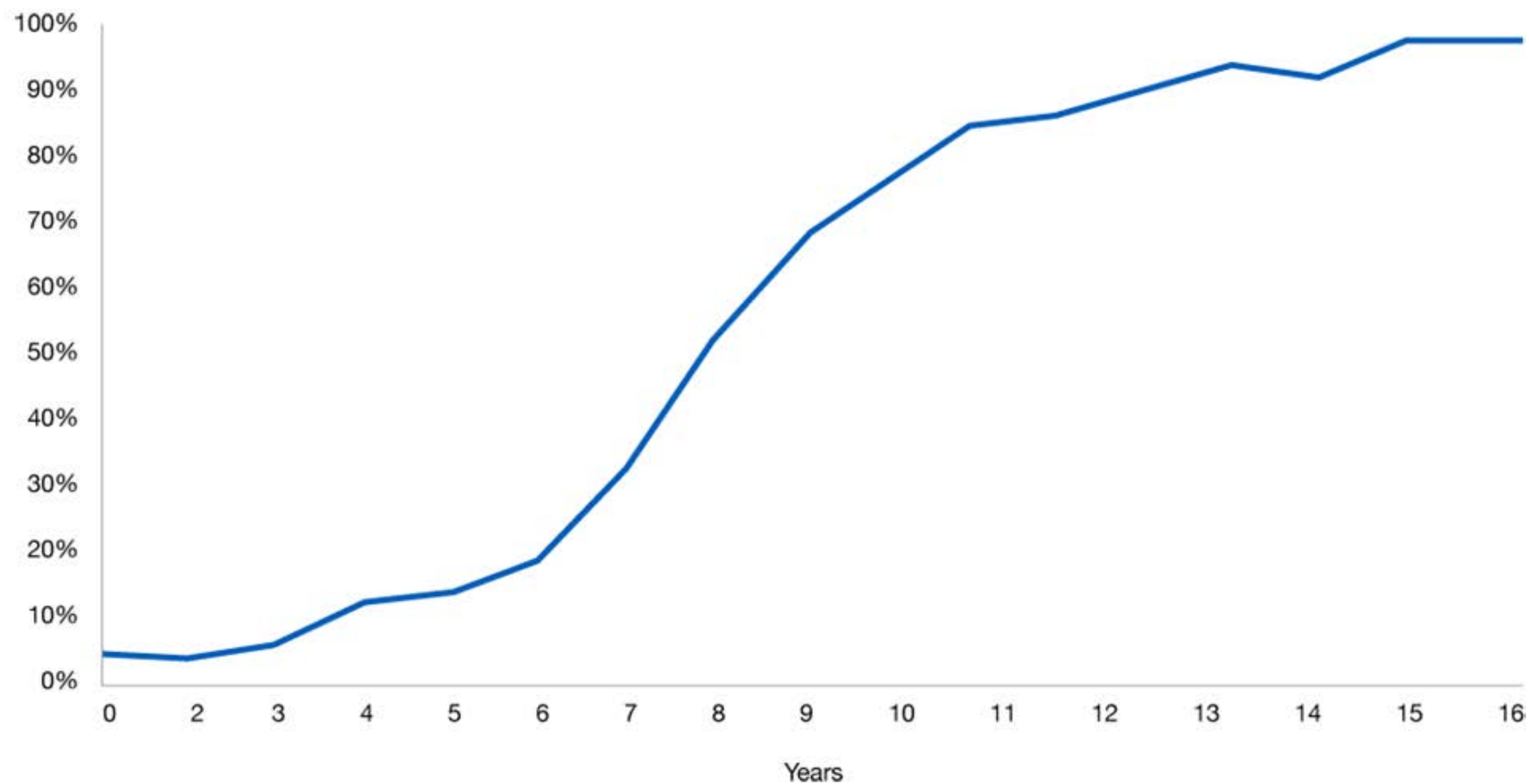
The design process must start with thinking about real user needs. We must not go around the way

USERS





DIGITAL TAKE-UP “S-CURVE”



Where are you?

If we know your location
we can give you details
of services local to you.

Set location

I'm looking for...

Go

e.g. Bank holidays, Lost passport or Department for Education

Olympic venues begin to open to the public

Welcome to GOV.UK

The best place to find government services and information
Simpler, clearer, faster



Contents

[Services and information](#)

[Departments and policy](#)

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Services and information

[Driving and transport](#)

Includes car tax, MOT and driving licences

[Employing people](#)

Includes pay, contracts and hiring

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Includes holidays and finding a job

[Benefits](#)

Includes tax credits, eligibility and appeals

[Passports, travel and living abroad](#)

Includes renewing passports and travel advice by country

[Housing and local services](#)

Owning or renting and council services

This website replaces



[Businesses and self-employed](#)

Tools and guidance for businesses

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Legal processes, courts and the police

Part of

[Learn to drive a car: step by step](#)

Apply for your first provisional driving licence

Get your first provisional driving licence for a moped, motorbike and car from DVLA online. To apply you must:

- be at least 15 years and 9 months old
- be able to [read a number plate from 20 metres away](#)

This service is also available in [Welsh \(Cymraeg\)](#).

You'll need your Government Gateway ID. If you do not have one or need to re-register, you'll get an ID as part of your application.

If you already have a provisional licence, you do not need to apply again to drive a car.

Start now >

on driving licensing online

Before you start

It costs £34 to apply online. You can pay by MasterCard, Visa, Electron.

Part of

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1 Check you're allowed to drive

[Show](#)

2 Get a provisional licence

[Hide](#)

Apply for your first provisional driving licence – (£34 to £43)

3 Driving lessons and practice

[Show](#)

and Prepare for your theory test

[Show](#)

4 Book and manage your theory test

[Show](#)

5 Book and manage your driving test

[Show](#)

Learn to drive a car: step by step

Check what you need to do to learn to drive.

[Show all](#)

1 Check you're allowed to drive

[Show](#)

2 Get a provisional licence

[Show](#)

3 Driving lessons and practice

[Show](#)

and Prepare for your theory test

[Show](#)

4 Book and manage your theory test

“

The strategy is delivery.

- *Mike Bracken*



“

"We argued about everything. We argued about time, we argued about money, we argued about approach. And I think towards the end of those debates we got to places that actually we both found pretty exciting."

- *Lin Homer*



TRANSFORMATION: GDS

21st century service delivery



**Civil
servants
are
users
too**

That's why we're
making technology
better for everyone

Government Digital Service

**The
challenge
is service
transformation**

**Not
website
redesign**

 GOV.UK

[Home](#)

Digital Transformation

Digital services so good people prefer to use them

Discovery

5

Finding out what the users need, what to measure and what the constraints are

[Learn more about the discovery phase](#)

Alpha

7

Building a prototype, testing it with users and learning from it

[Learn more about the alpha phase](#)

Beta

12

Scaling up and going public

[Learn more about the beta phase](#)

Live

1

Learning how to continuously improve the live service

[Learn more about the live phase](#)

AGILE IN ACTION

- Discovery
 - Identify user needs, prioritize services
- Alpha
 - Build a prototype, test internally
- Beta
 - Go public, instrument everything, learn. Iterate.
- Live
 - Continuous development & testing

BETTER, IMMEDIATE FEEDBACK

Is this page useful? Yes No

Is there anything wrong with this page?



**Good
services
are verbs**

**Bad
services
are nouns**

“

By going digital by default, the government could save between £1.7 and £1.8 billion each year.

-Francis Maude, Minister for the Cabinet Office

“

Digital by default services are more efficient and more convenient for users. Our initial testing comparing GOV.UK to the previous Directgov and Businesslink.gov.uk sites shows a more positive rating on both ease of use (93% v. 75%) and speed (80 seconds v. 120 seconds).

“

Government will save money if demand for higher cost channels decreases. A 2012 SOCITM study across 120 local councils estimated that the cost of contact for face to face transactions averages £8.62, for phone £2.83, but for web only 15 pence



EXPERIMENTS

Getting creative with digital systems



[Home](#) > [Driving and transport](#) > [Tax discs, car tax and SORN](#)

Renew a tax disc

[Make a SORN declaration](#)

[Apply for an HGV vehicle tax disc](#)

[Calculate vehicle tax rates](#)

Apply using the new service BETA

This is a 'beta' service - find out [what this means for you](#).

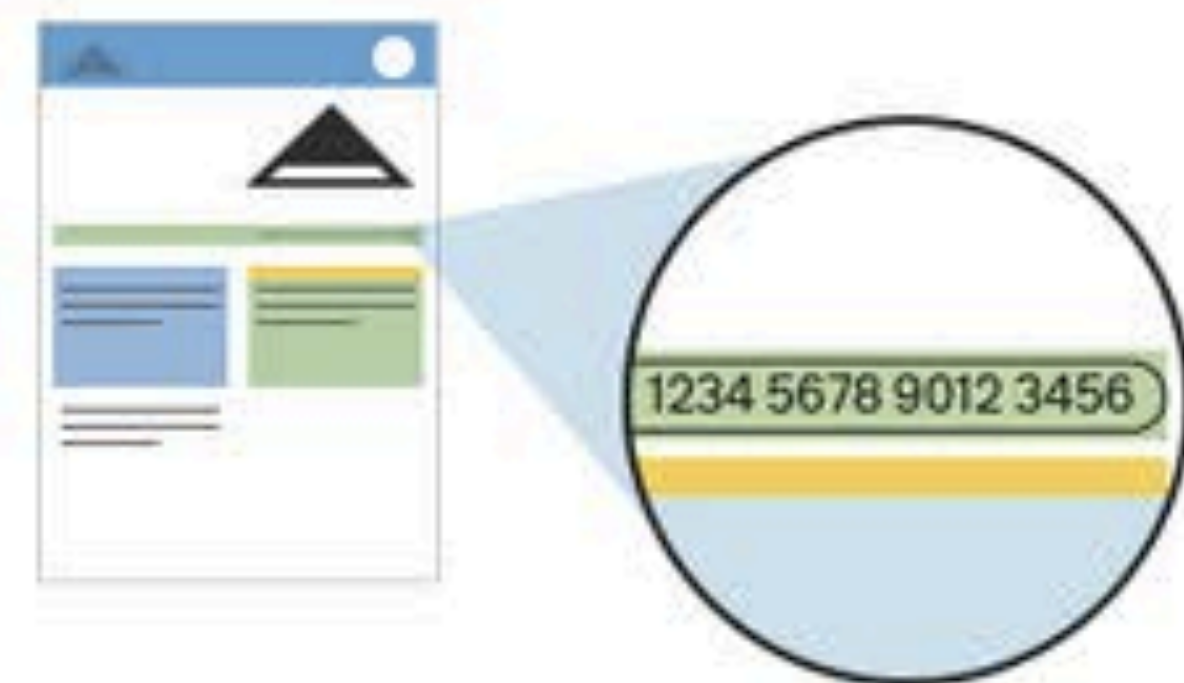
To apply online you'll need either:

- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

[Apply now](#) >

You will need

Tax disc renewal letter (V11)



[Home](#)

Service

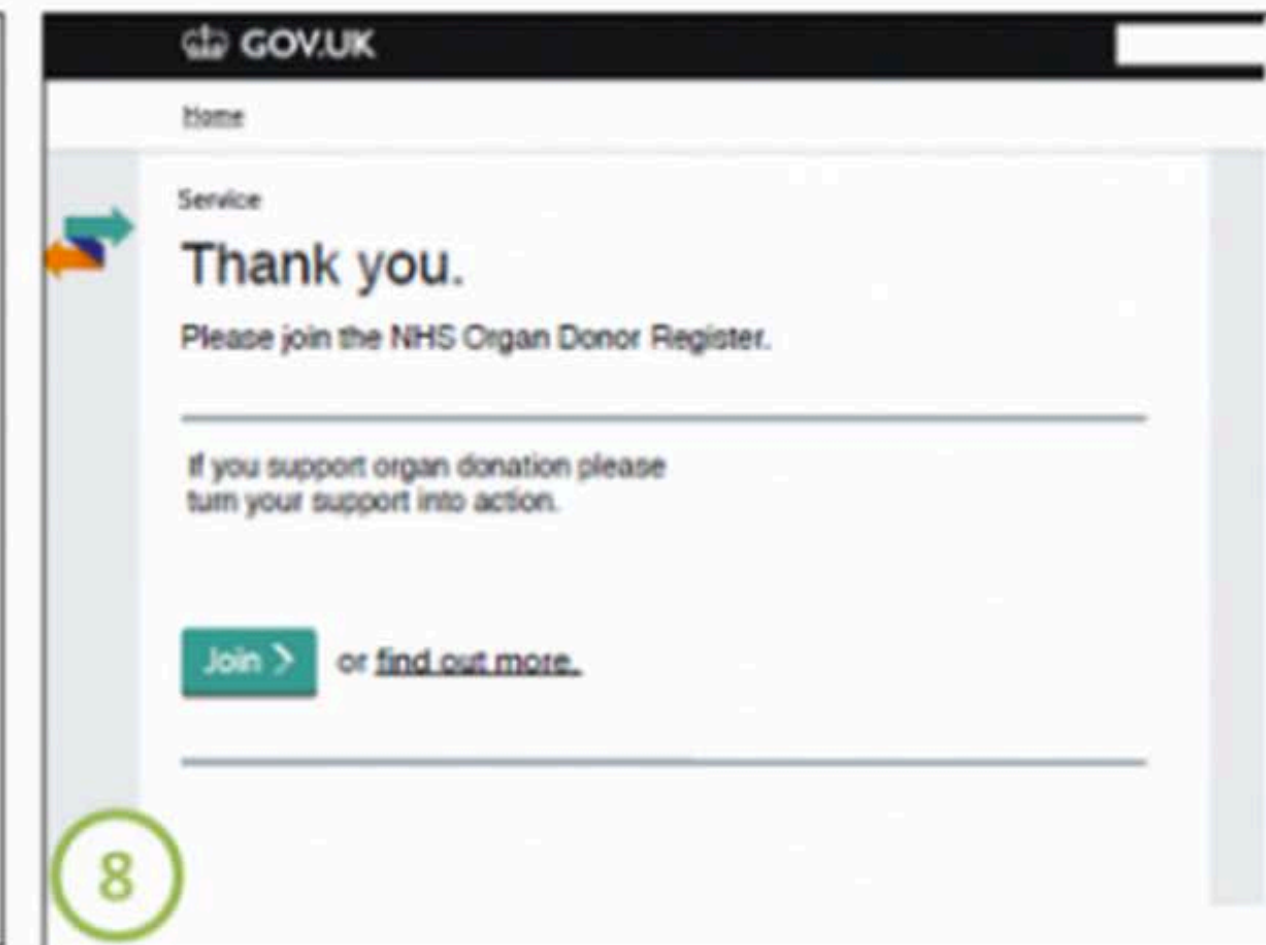
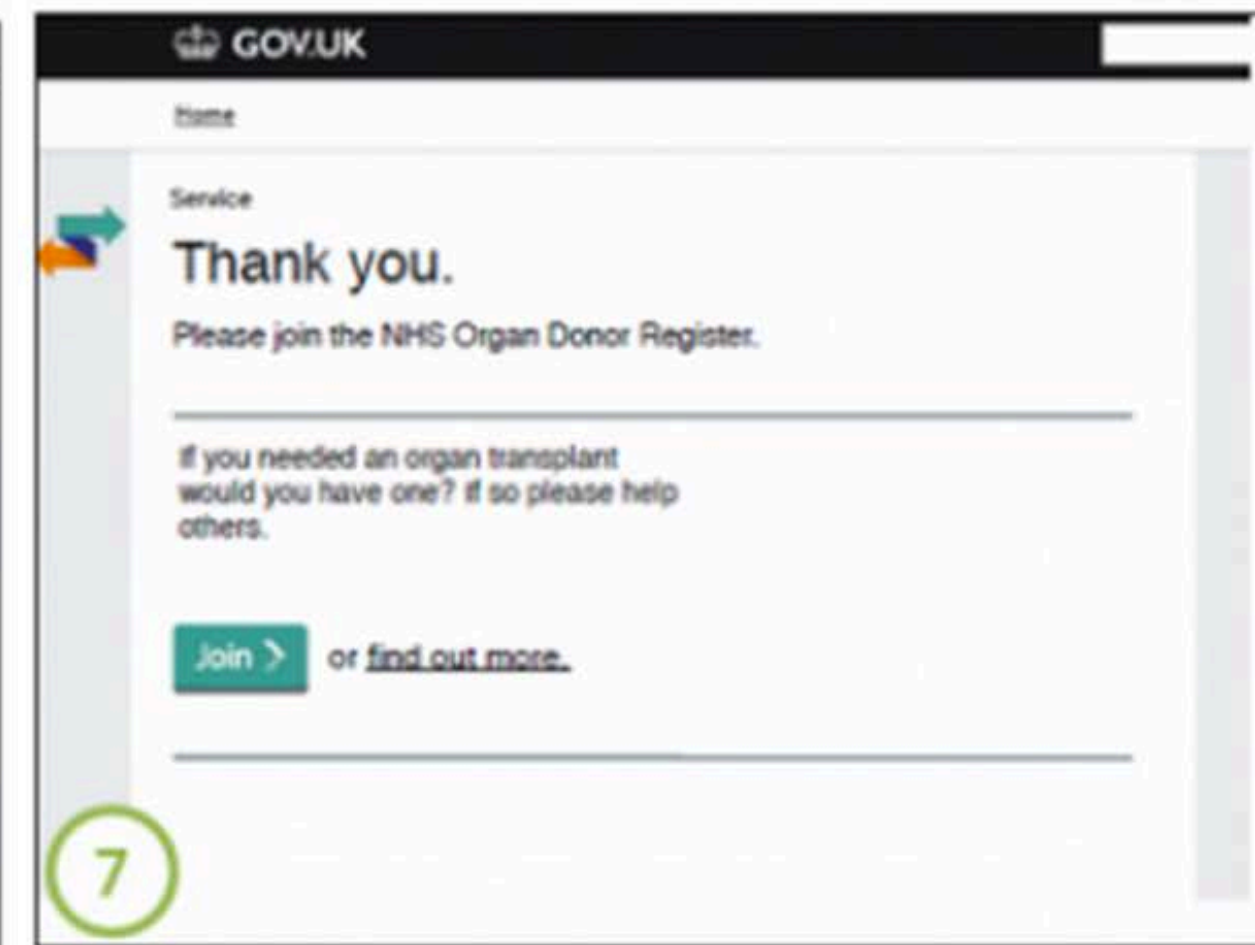
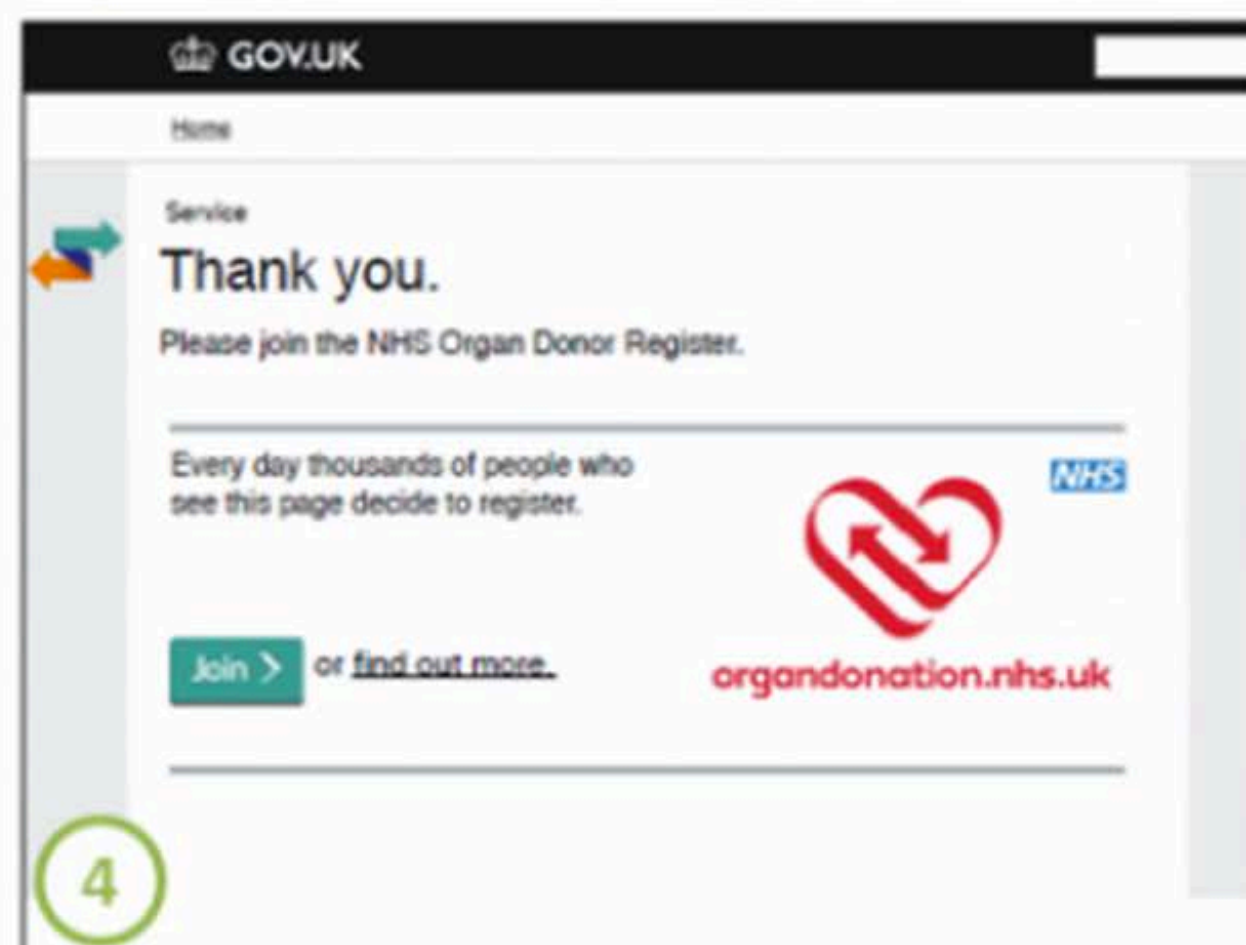
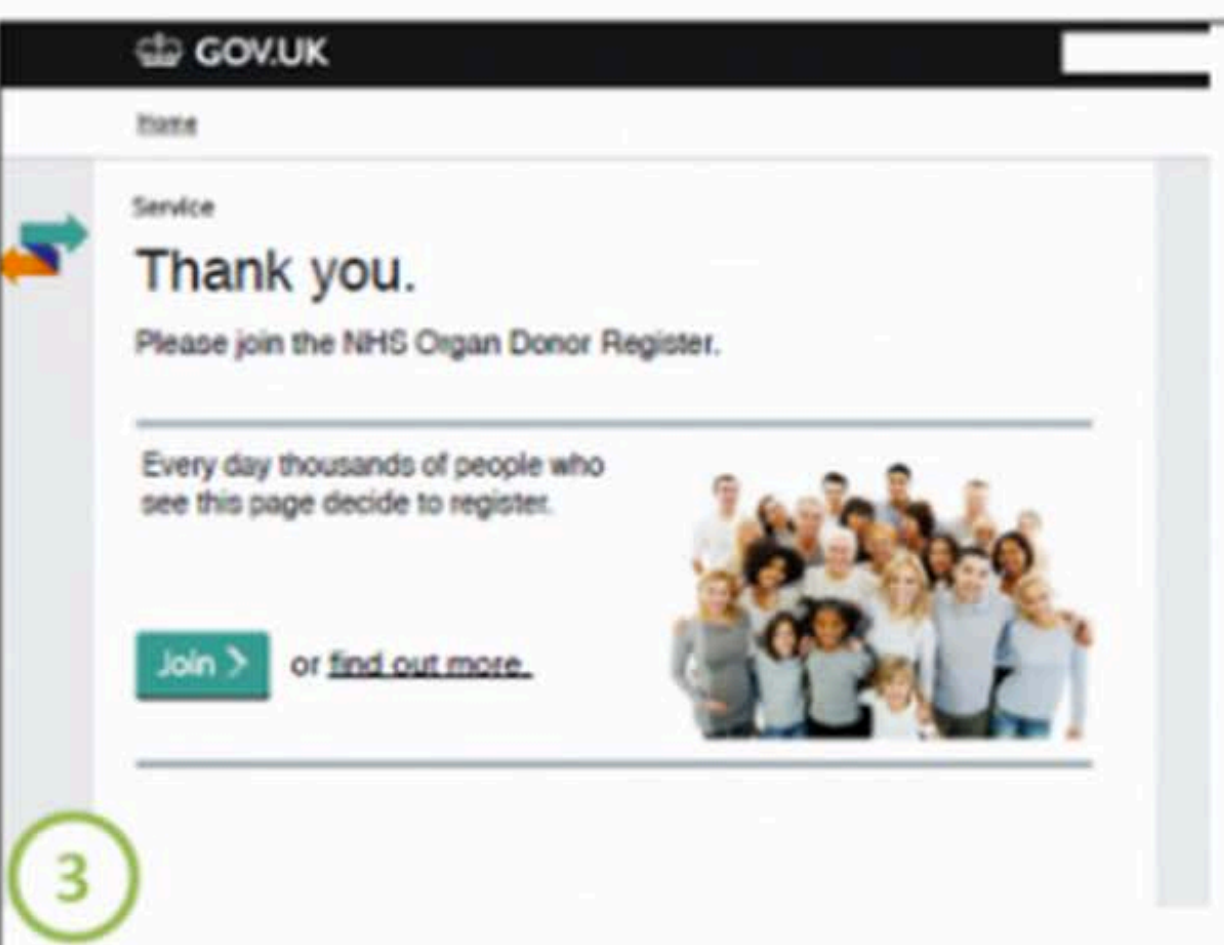
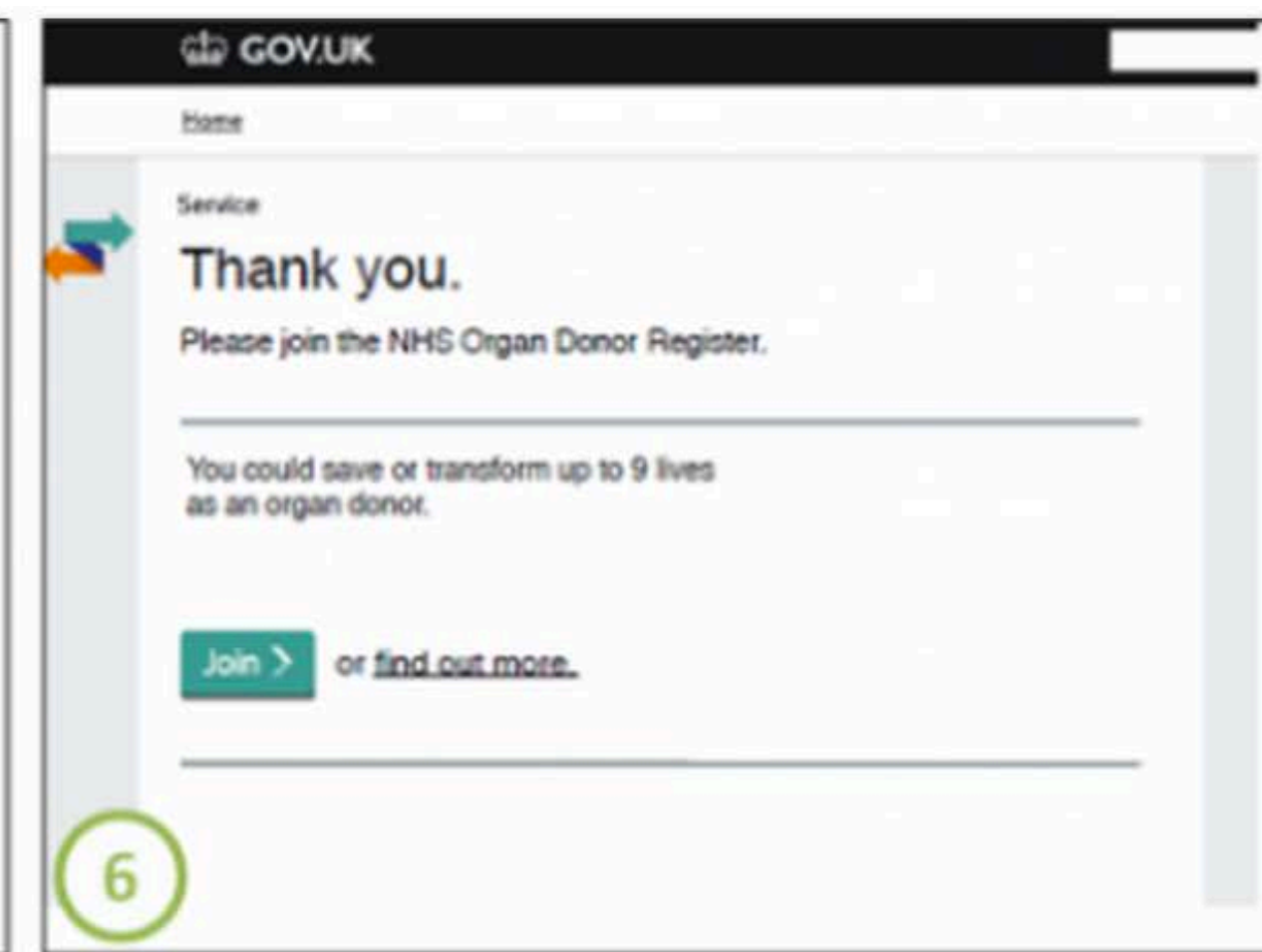
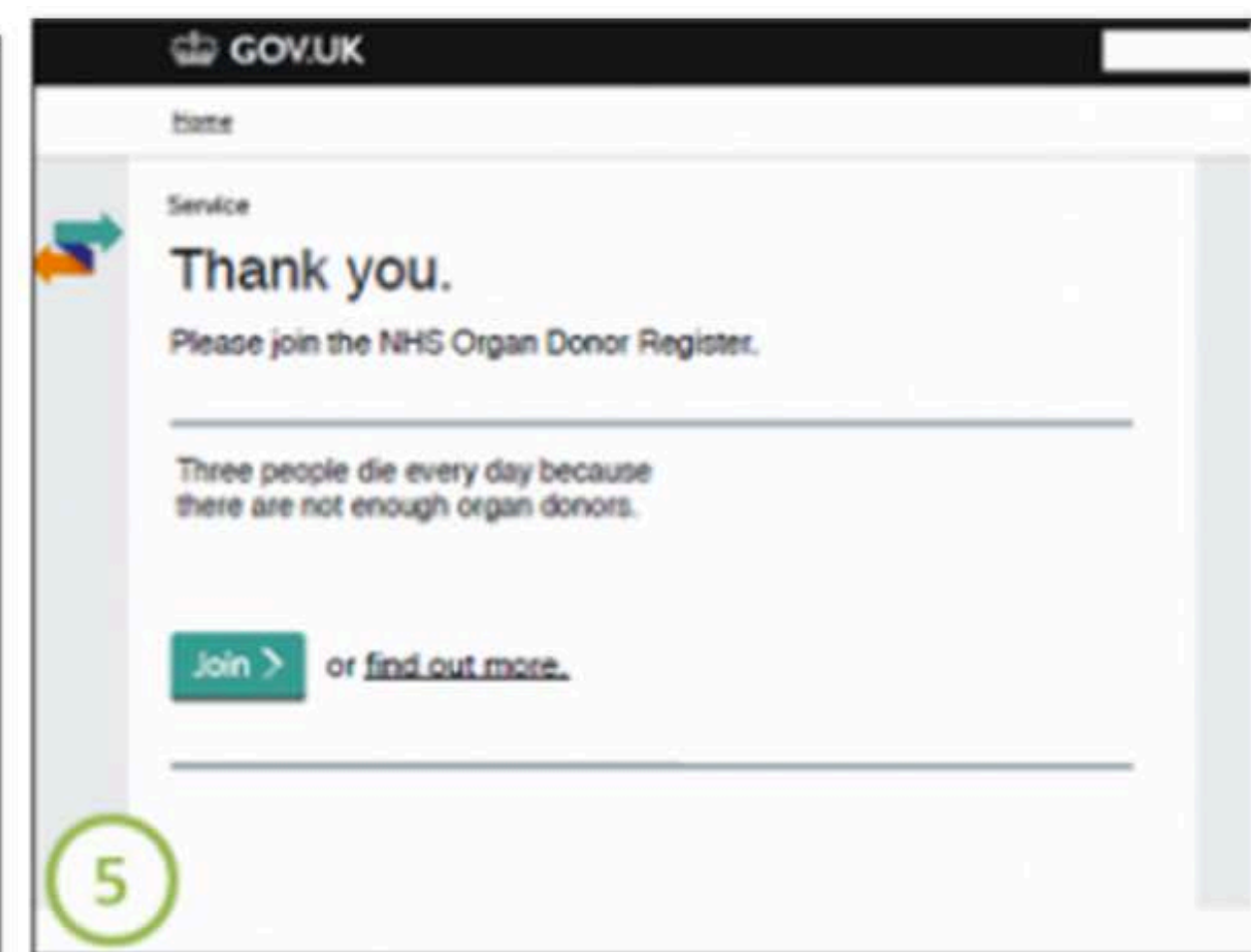
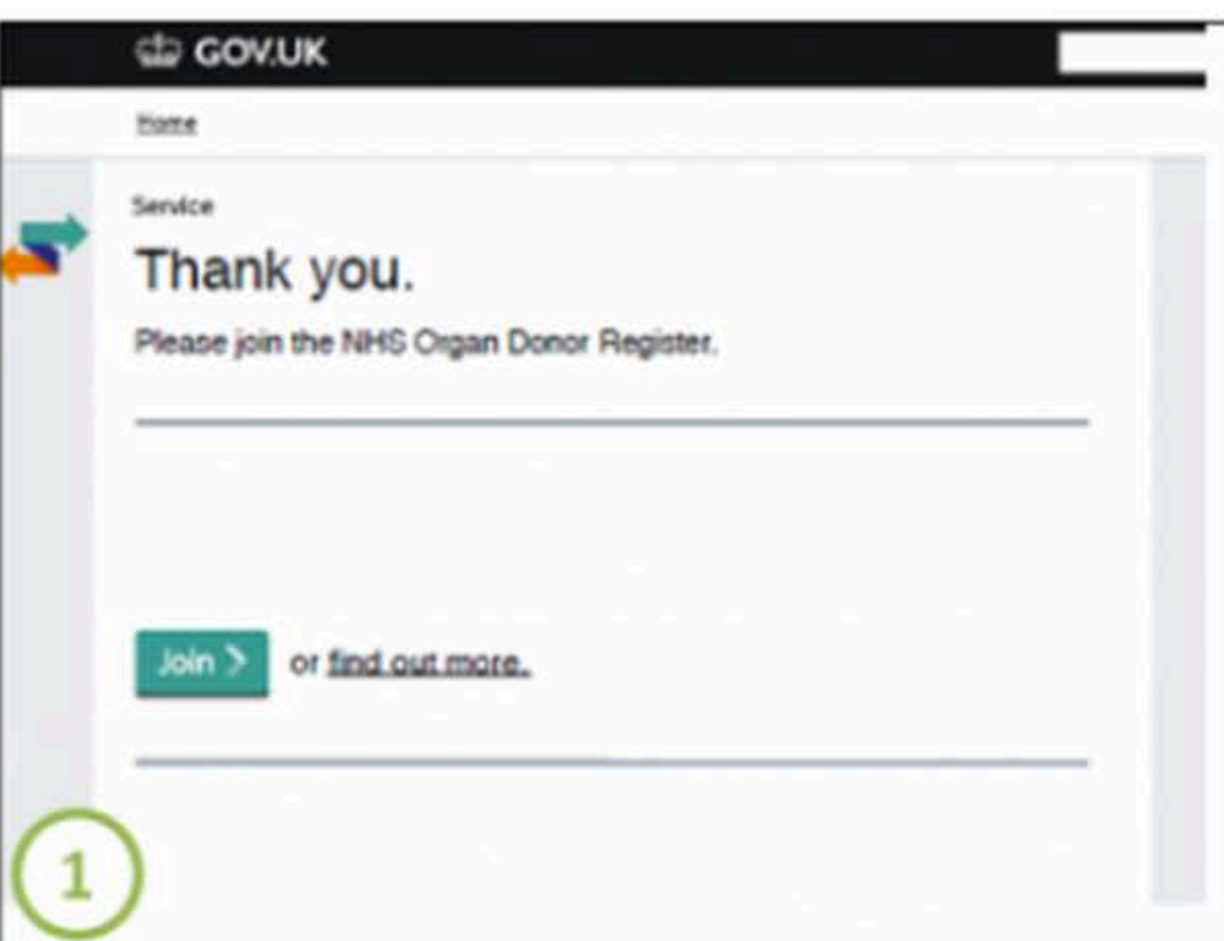
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If you needed an organ transplant would you have one? If so please help others.

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A/B TESTING



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Government Digital Service

Organisations: [Government Digital Service](#), [Cabinet Office](#)

One link on GOV.UK – 350,000 more organ donors

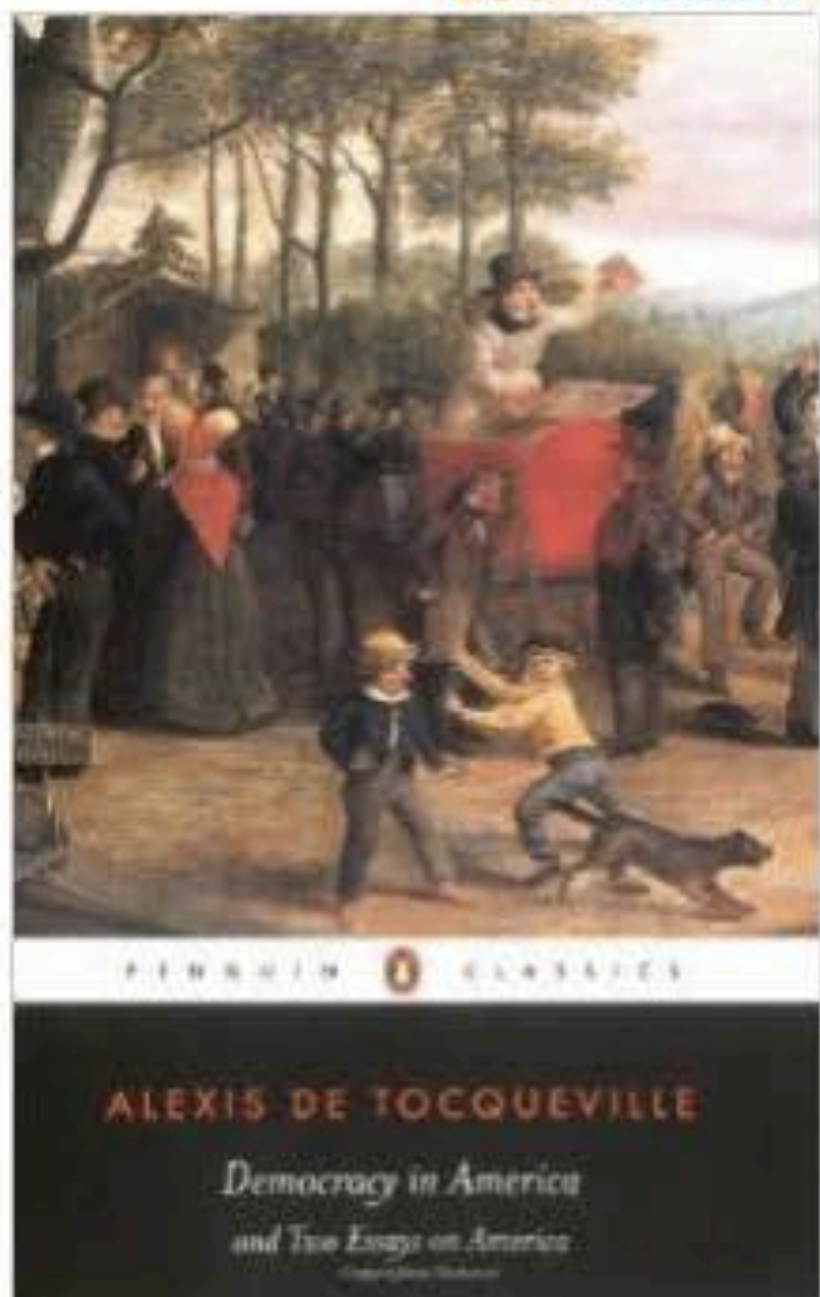
Tom Loosemore, 18 March 2014 — [GOV.UK](#), [Measurement and analytics](#)

Government Digital Service

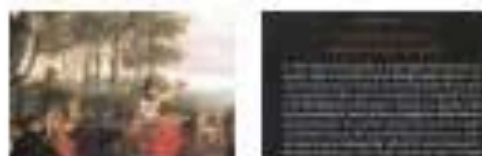
The Government Digital Service (GDS) is leading the digital transformation of government.

[Find out more.](#)

Look inside ↴



↻ Flip to back



See all 2 images

Democracy in America (Penguin Classics) Paperback – July 1, 2003

by [Alexis de Tocqueville](#) (Author), [Isaac Kramnick](#) (Editor, Introduction), [Gerald Bevan](#) (Translator)

★★★★★ 56 customer reviews

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[Second Treatise of Government](#)

by John Locke

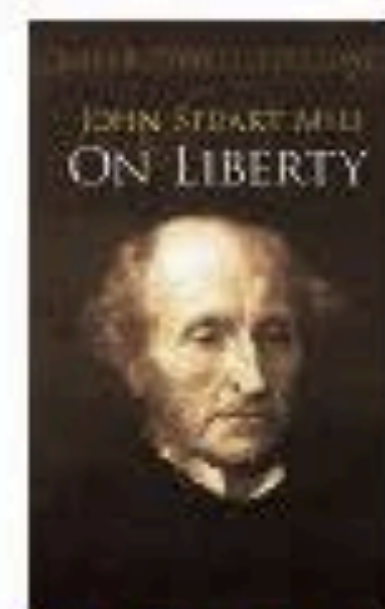
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Paperback

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[The Federalist Papers \(Penguin Classics\)](#)

by Alexander Hamilton

Paperback

★★★★★ 280

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34 New & 83 Used from **\$1.00**

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TAKEAWAYS / CHALLENGES WITH THE UK MODEL

- Centralized structure
 - Not as feasible in US
 - Neither at the federal or local levels
- Talent / Budget
 - GDS was built through Civil Service Reform
 - Difficult to do in US, particularly at all levels of government
- Sustainability is a question
 - Difficult to maintain relationships with departments

“

Last year, Computer Weekly reported that senior civil servants wanted to break up GDS and return most of its responsibility for digital strategy to departments. GDS supporters have highlighted the relaxation of spend controls as a further diminishing of its central remit.

-Johnny Appleseed

LECTURE 11 ASSIGNMENT (ASSIGNED 5/6)

- Reading
 - UK Digital Government Strategy
 - Strategy is delivery (video) by Mike Bracken
- Project Work
 - Create interactive map (due 5/8):
<https://docs.mapbox.com/help/tutorials/tilequery-healthy-food-finder/>
 - Code samples for reference: mapbox-searchable-map: <https://github.com/abhinemani/mapbox-searchable-map>