

# The future of your web presence

Is beyond your website

Nikhil J. Deshpande  
@nikofthehill



Digital Services  
GEORGIA

# Nikhil J. Deshpande

Chief Digital Officer,  
State of Georgia

**@nikofthehill**

@nikofthehill



**Digital Services**  
GEORGIA

**Mission:**

People centric services  
Data driven decisions



**Digital Services**  
GEORGIA



Government



People



Government

Legislation &  
Policy

Technology  
& Processes

Experience



People



Legislation &  
Policy

Technology  
& Processes

Experience





Legislation &  
Policy

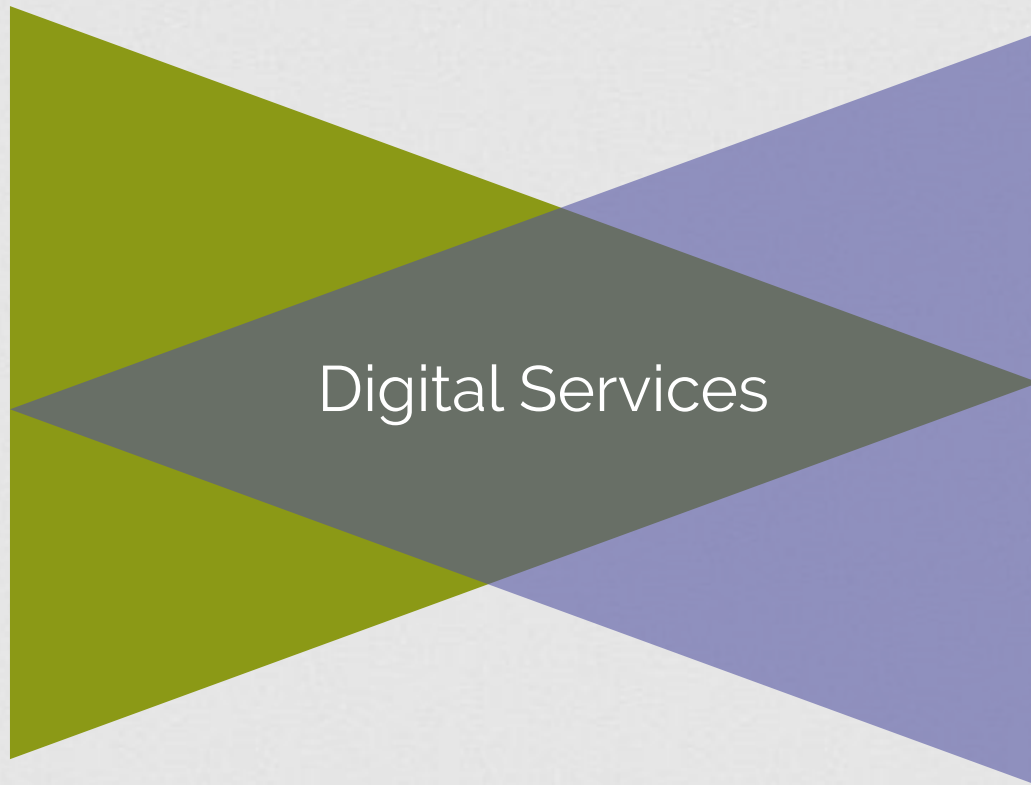
Technology &  
Processes

Experience





Government



Digital Services

People

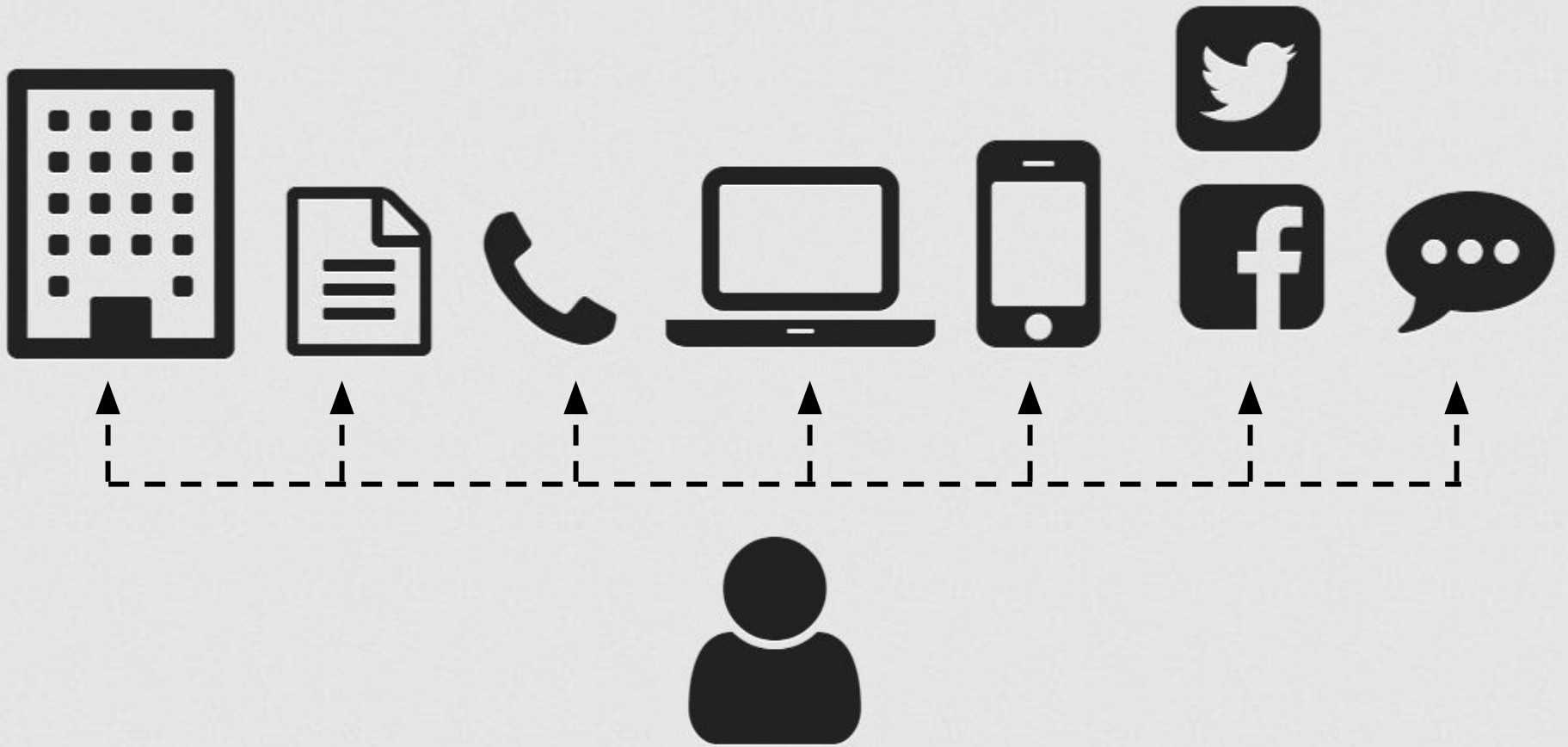


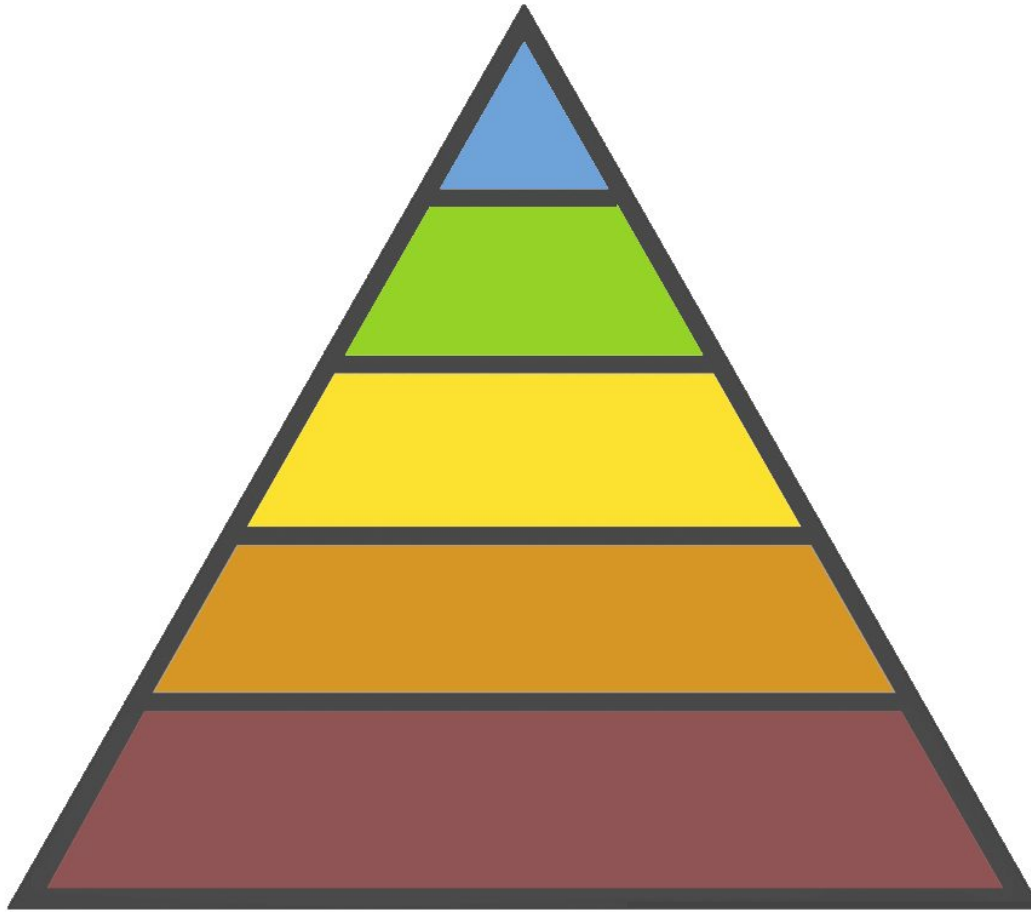
Graphic Inspiration IDEO



# User Experience Design

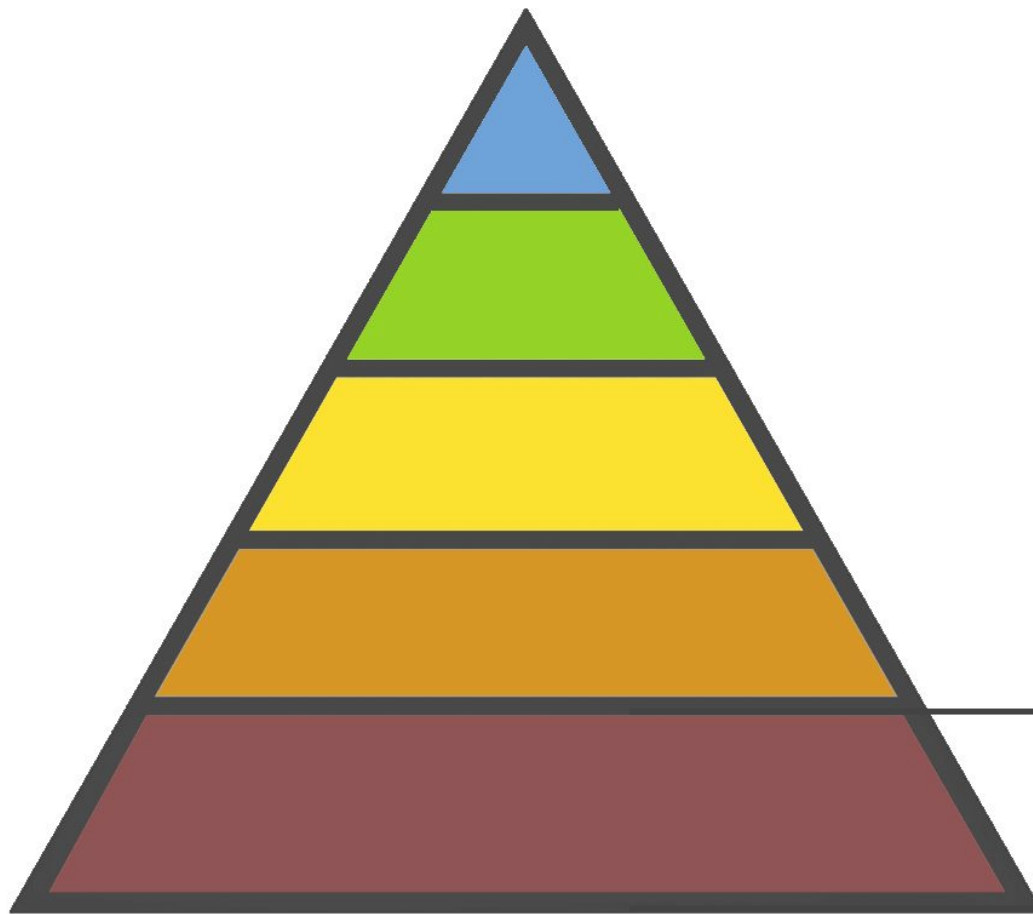
# User Experience Design





## **Physiological**

Air, Water, Food, Shelter, Reproduction

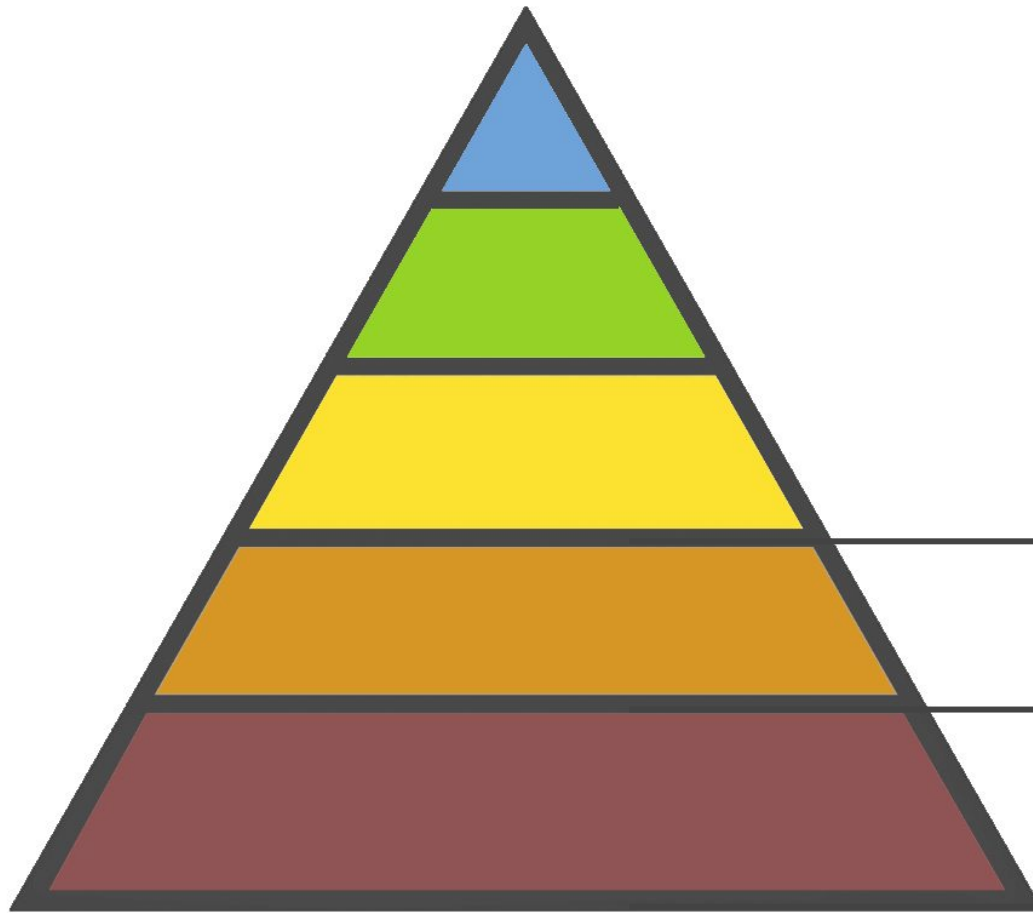


## **Safety**

Security, Employment, Resources, Health

## **Physiological**

Air, Water, Food, Shelter, Reproduction



## **Love & Belonging**

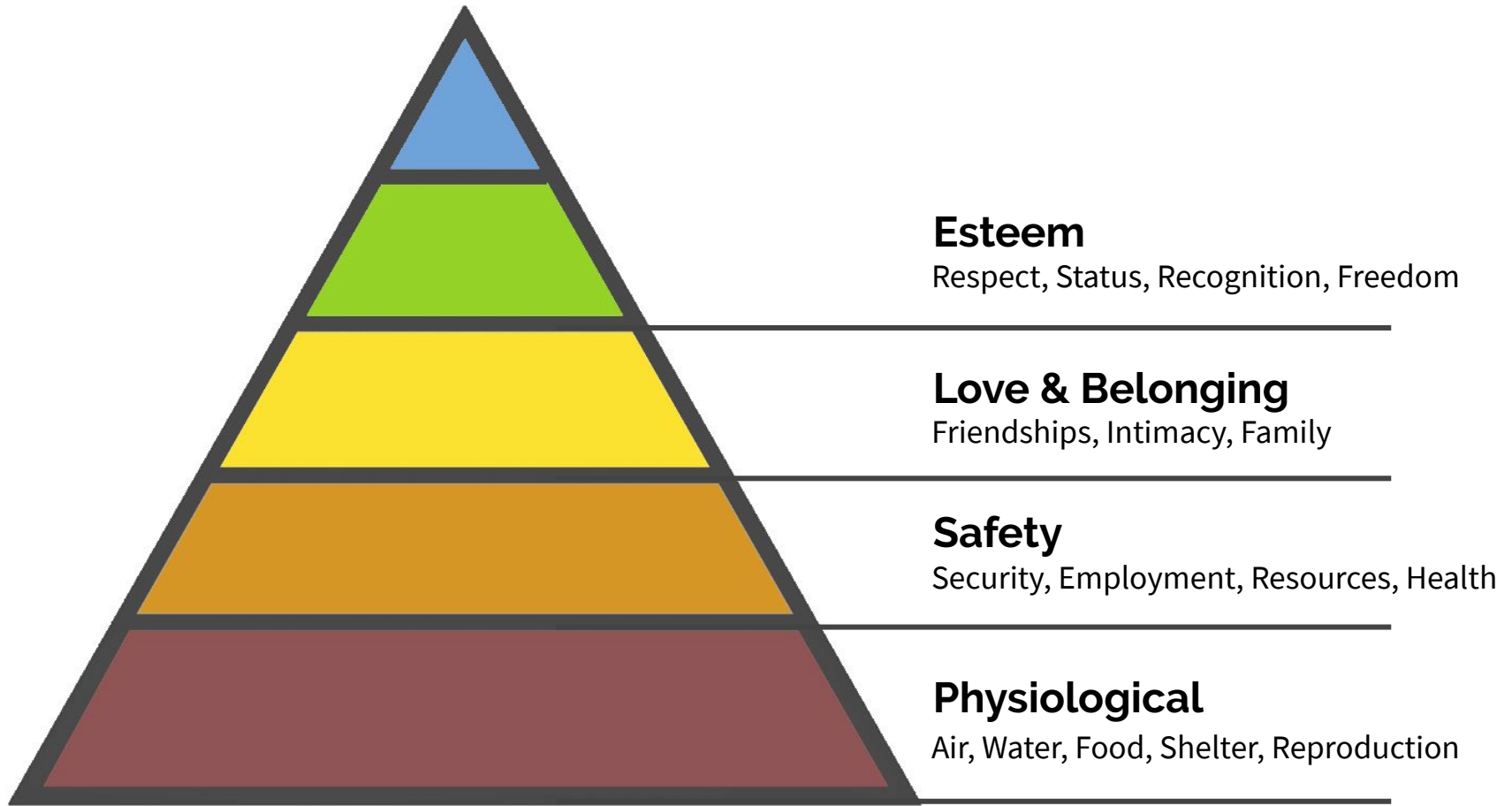
Friendships, Intimacy, Family

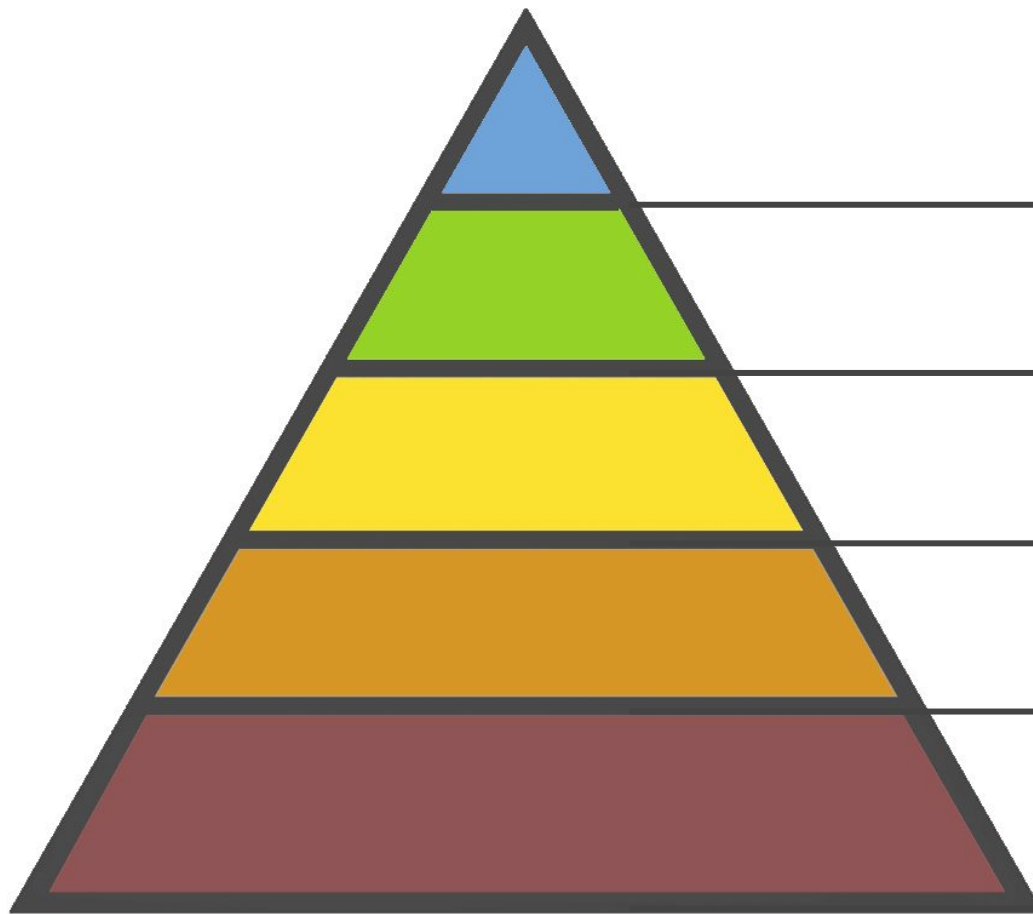
## **Safety**

Security, Employment, Resources, Health

## **Physiological**

Air, Water, Food, Shelter, Reproduction





## **Self-Actualization**

Achieving one's full potential

## **Esteem**

Respect, Status, Recognition, Freedom

## **Love & Belonging**

Friendships, Intimacy, Family

## **Safety**

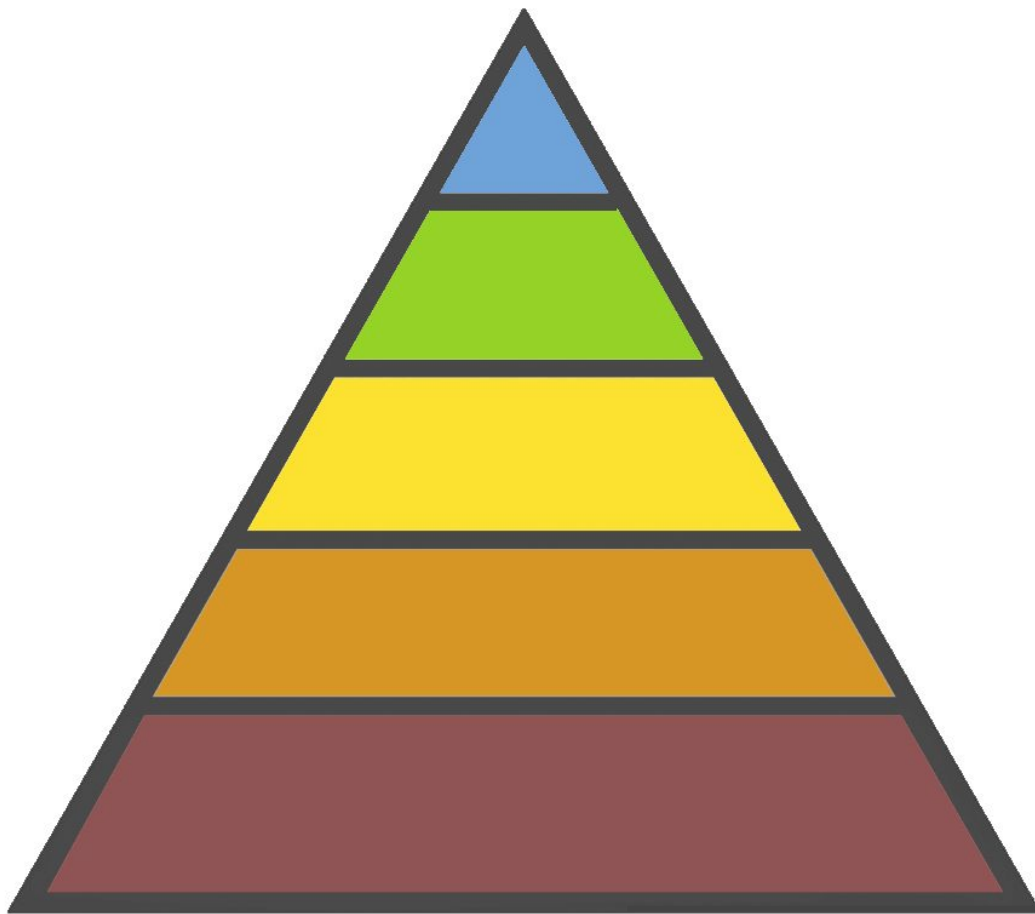
Security, Employment, Resources, Health

## **Physiological**

Air, Water, Food, Shelter, Reproduction



# Hierarchy of Experience



## **Functional**

Security, Performance, Availability

# Metrics

# Metrics

Baseline - Actionable

# Metrics - Goals

Baseline - Actionable

Organization - Customer

# 1,684

people on participating Georgia websites now

There were **13.8 million** visits over the past 90 days.

## Devices

Desktop	52.2%
Mobile	43.7%
Tablet	4.2%

Much more detailed data is available in [downloadable CSV and JSON](#). This includes data on combined browser and OS usage.

## Browsers

Chrome	47.3%
Safari	26%
Internet Explorer	14.5%
11.0	14.2%
7.0	0.1%
10.0	< 0.1%
8.0	< 0.1%
9.0	< 0.1%
Other	< 0.1%

## Operating Systems

Windows	46.1%
10	25%
7	18.7%
8.1	2%
Other	0.4%
iOS	25.6%
Android	21.2%
Macintosh	4.7%

## Top Pages

Now

7 Days

30 Days

People on a *single, specific page* now.

Department of Human Services	103
Department of Labor	101
Child Support Services   Georgia Department of Human ...	52
Georgia Department Of Driver Services	51
Employee Resources   Department of Juvenile Justice	48
Georgia.gov	47
Department of Juvenile Justice	32
Online Services   Department of Labor	29
Department of Revenue	26
Identification Requirements   Georgia Department Of Dri ...	18
Renewals	16
Inmate TPM Lookup   State Board of Pardons and Paroles	14
Department of Community Supervision   Where Public S...	12

METRICS

ACTIONABLE

BASELINE


ORGANIZATION

CUSTOMER

GOALS

METRICS

ACTIONABLE

BASELINE

Sessions Page views Visitors Duration Bounce Rate	

ORGANIZATION

CUSTOMER

GOALS



METRICS

ACTIONABLE

BASELINE

		<b>Conversions</b> <b>Searches</b> <b>Journeys</b>
<b>Sessions</b> <b>Page views</b> <b>Visitors</b> <b>Duration</b> <b>Bounce Rate</b>		

ORGANIZATION

CUSTOMER

GOALS

METRICS

ACTIONABLE

BASELINE

		<b>Conversions</b> <b>Searches</b> <b>Journeys</b>
<b>Sessions</b> <b>Page views</b> <b>Visitors</b> <b>Duration</b> <b>Bounce Rate</b>		

ORGANIZATION

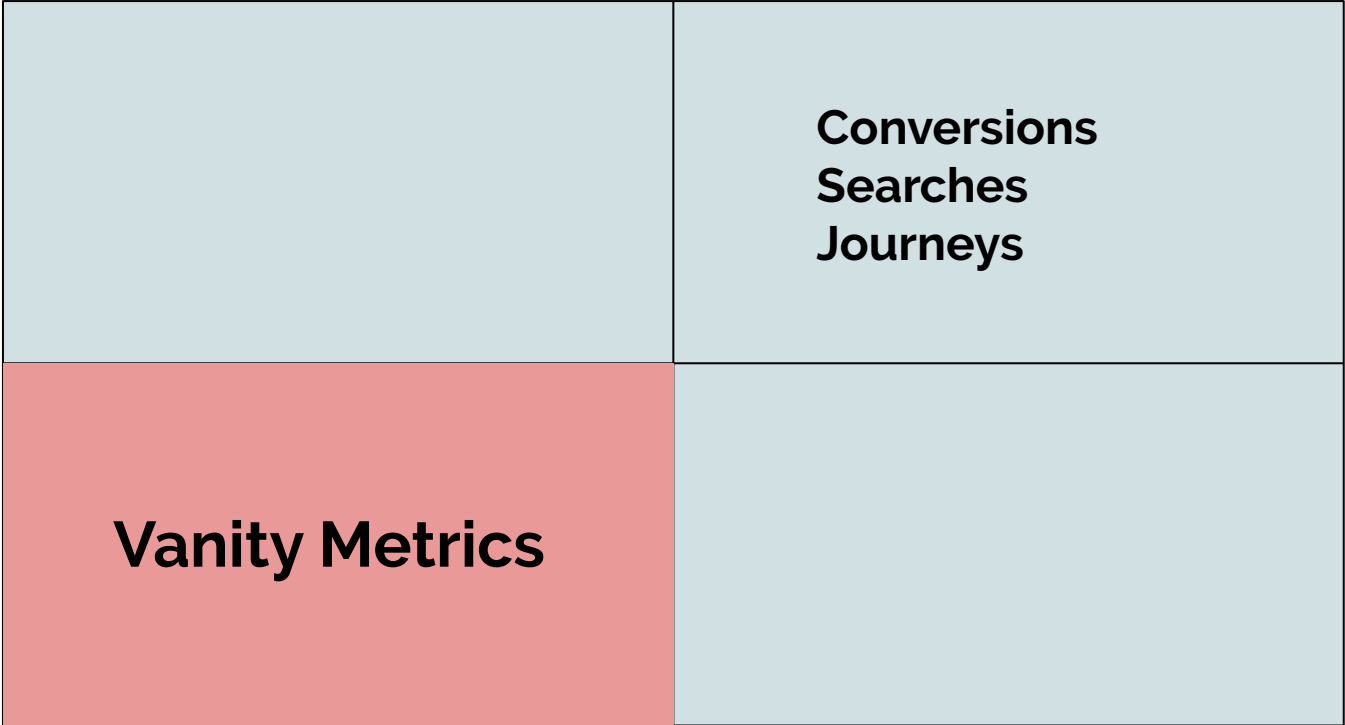
CUSTOMER

GOALS

METRICS

ACTIONABLE

BASELINE



ORGANIZATION

CUSTOMER

GOALS

METRICS

ACTIONABLE

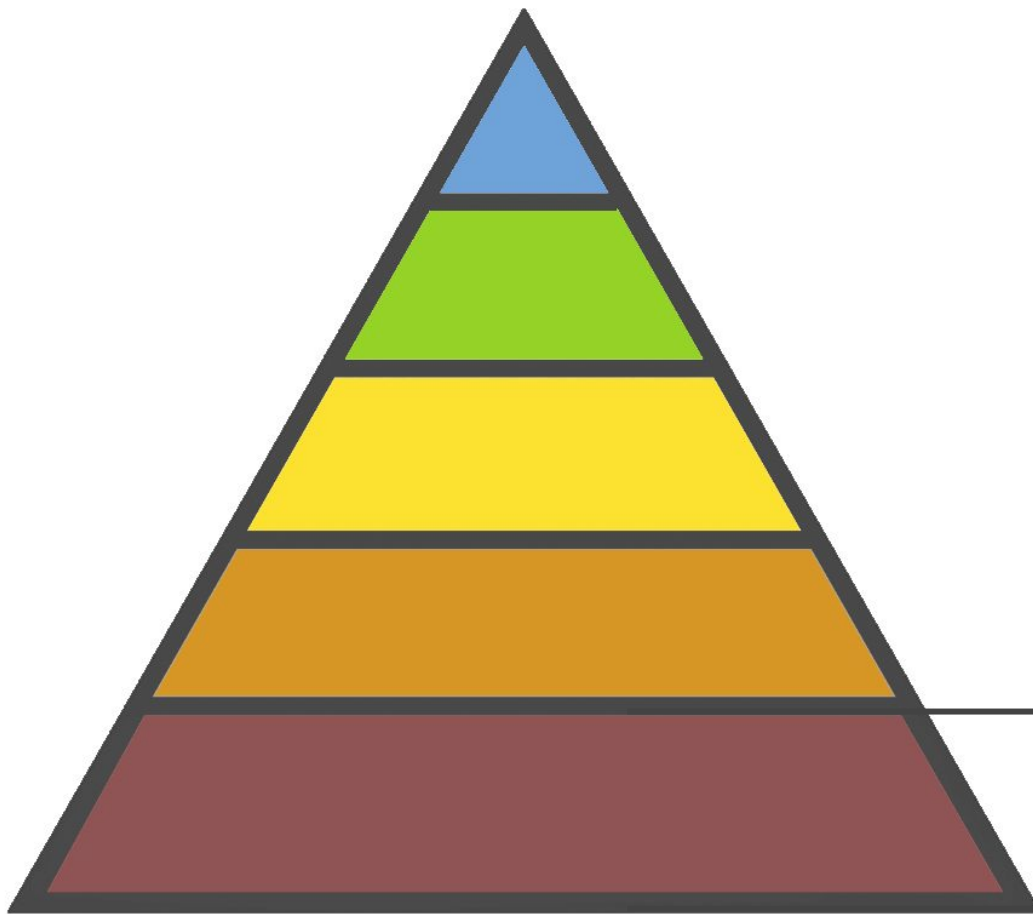
BASELINE

		<b>Conversions</b> <b>Searches</b> <b>Journeys</b>
<b>Sessions</b> <b>Page views</b> <b>Visitors</b> <b>Duration</b> <b>Bounce Rate</b>		

ORGANIZATION

CUSTOMER

GOALS



## **Usable**

Accessibility, Fluency, Navigation

## **Functional**

Security, Performance, Availability

Transportation

Family & Health

Education & Training

Tourism & Recreation

Business Services & Employment

Government

Legal & Public Safety



#### Search

GO

#### I want to ...

Select a service ▼

#### How do I ...

Select instructions ▼

[»Agencies & Organizations](#)   [»Counties & Cities](#)



## Renew Your Driver's License Online

Governor Roy E. Barnes and the Department of Motor Vehicle Safety unveil Internet driver's license renewal, as Georgia continues its push towards convenient, digital government.

[More »](#)

### Georgia Lottery



Check out the latest news and numbers! "Play responsibly — It's all about fun."

[More »](#)

### Headlines

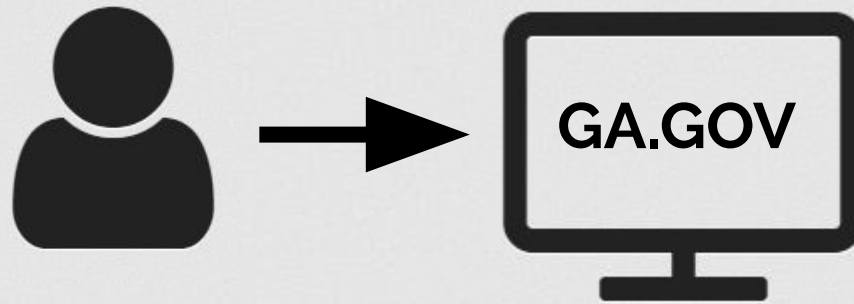
- [Sick of telemarketers? Learn how to stop them.](#)
- [New traffic unit to combat aggressive and impaired driving.](#)
- [Find Your Polling Place and Elected Officials](#)

[More »](#)

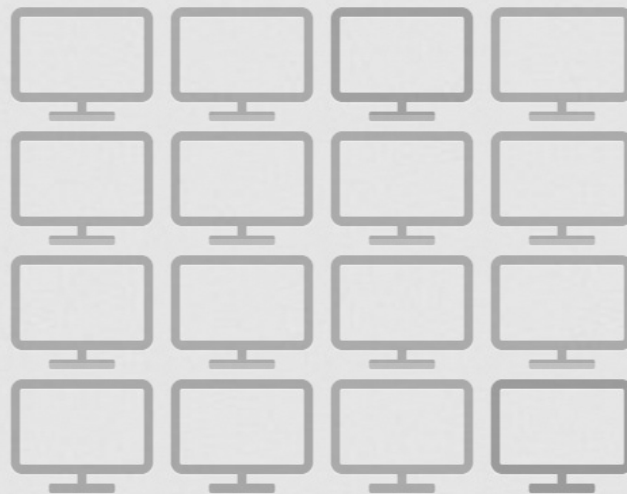
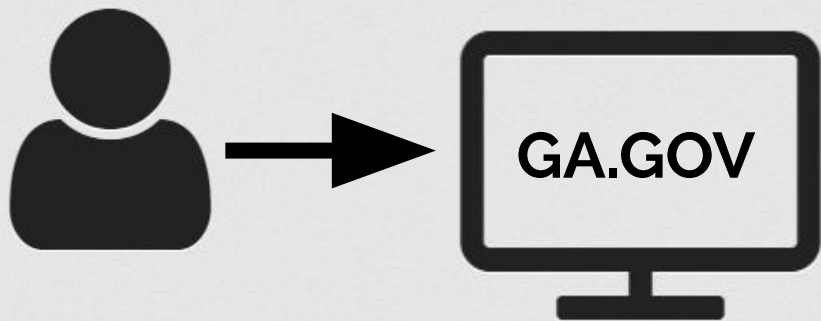
### At Your Service

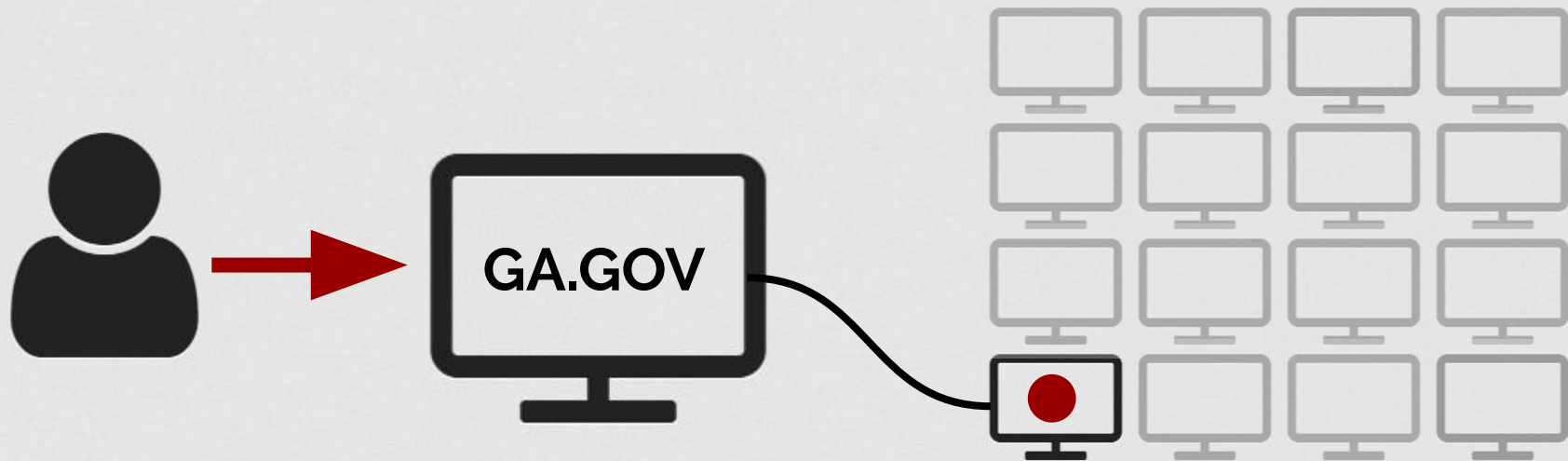
- [Governor Roy E. Barnes](#)
- [State Legislature](#)
- [Other elected officials](#)

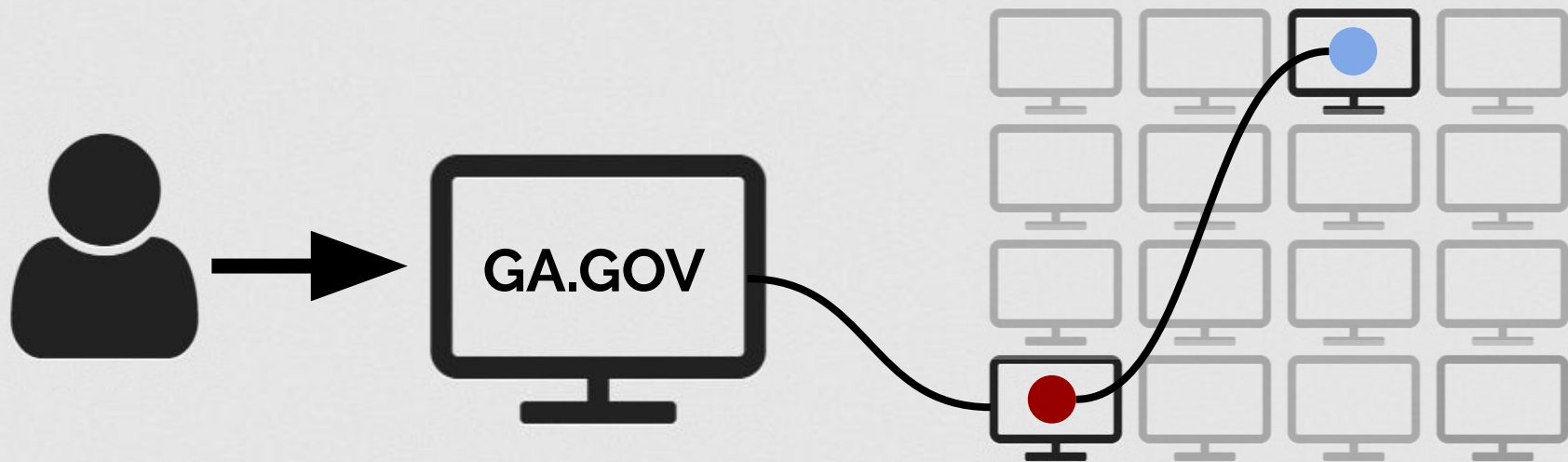
# Organizational

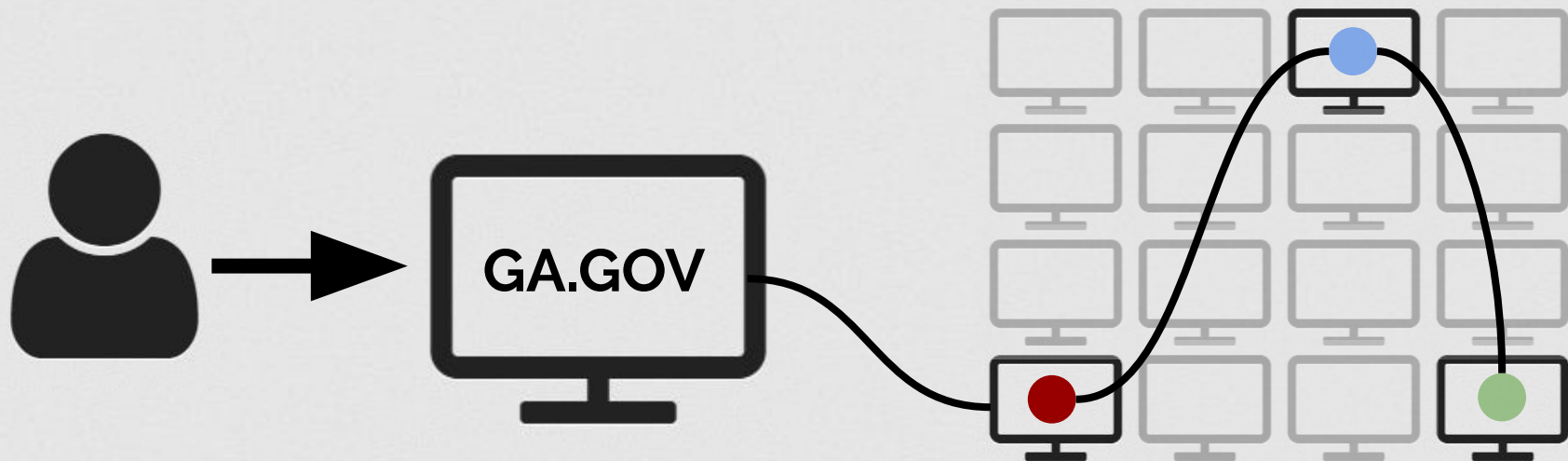












# User Centric

Search for topics, agencies, cities



Agencies



Cities &  
Counties

This Week in GeorgiaGov

## POPULAR TOPICS

[Filing State Income Taxes](#)[Getting Your Tax Refund](#)[Downloading Georgia Forms](#)[Applying for a State Taxpayer  
Identification Number](#)[Applying for Food Stamps](#)[Collecting or Paying Child Support](#)[Applying for a Firearms License](#)

[View All Popular Topics >](#)

## MOST VIEWED AGENCIES



Search for topics, agencies, cities



Agencies



Cities &  
Counties

## POPULAR TOPICS

[Filing State Income Taxes](#)[Getting Your Tax Refund](#)[Downloading Georgia Forms](#)[Applying for a State Taxpayer  
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This Week in GeorgiaGov

## MOST VIEWED AGENCIES

Search for topics, agencies, cities



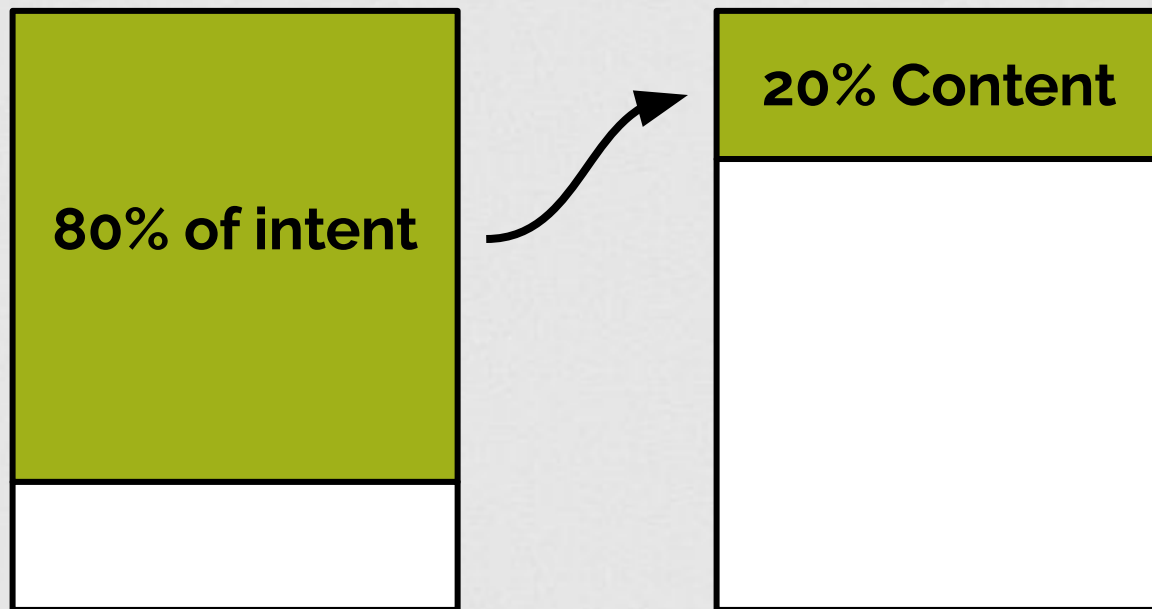
## POPULAR TOPICS

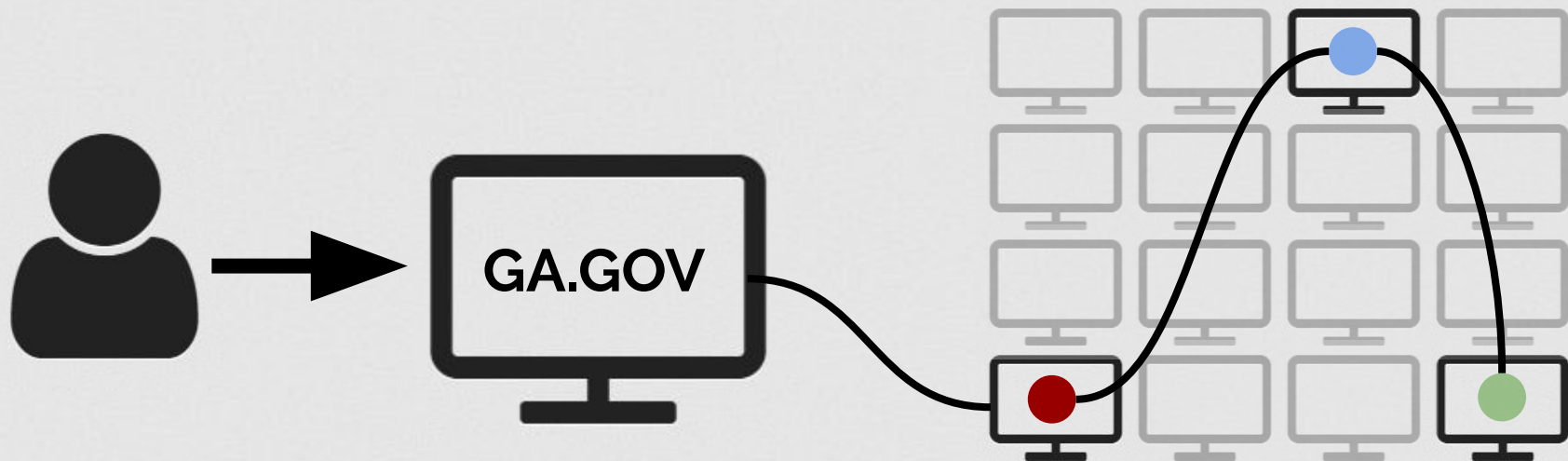
[Food Stamps](#)[Child Support](#)[Fishing Licenses](#)[Business Licenses](#)[Professional Licenses](#)[Firearms Licenses](#)

Tool: CrazyEgg



# 80/20









Home » Popular Topics » Business Licenses



## Business Licenses

Before you launch your new business, you'll need to apply for a business license with your city or county. The process of starting a business is often complicated, so the Georgia Secretary of State recommends that you consult an attorney or accountant as you create your business plan.

### What You Should Know:

- In some cities and counties, you'll first need to secure a [state tax identification number](#), a trade name registration and zoning approval for your business location. Additionally, your business may also need to [apply for corporate registrations, professional licenses](#), or other special operating permits prior to application.
- To find out more about business licensing in your area, you can visit your local Chamber of Commerce or development authority.
- Learn more about starting a business and registering its trade name, fictitious name, or Doing Business As (DBA) title with the [First Stop Business Information Center](#) on the Georgia Secretary of State website.

### FAQs:

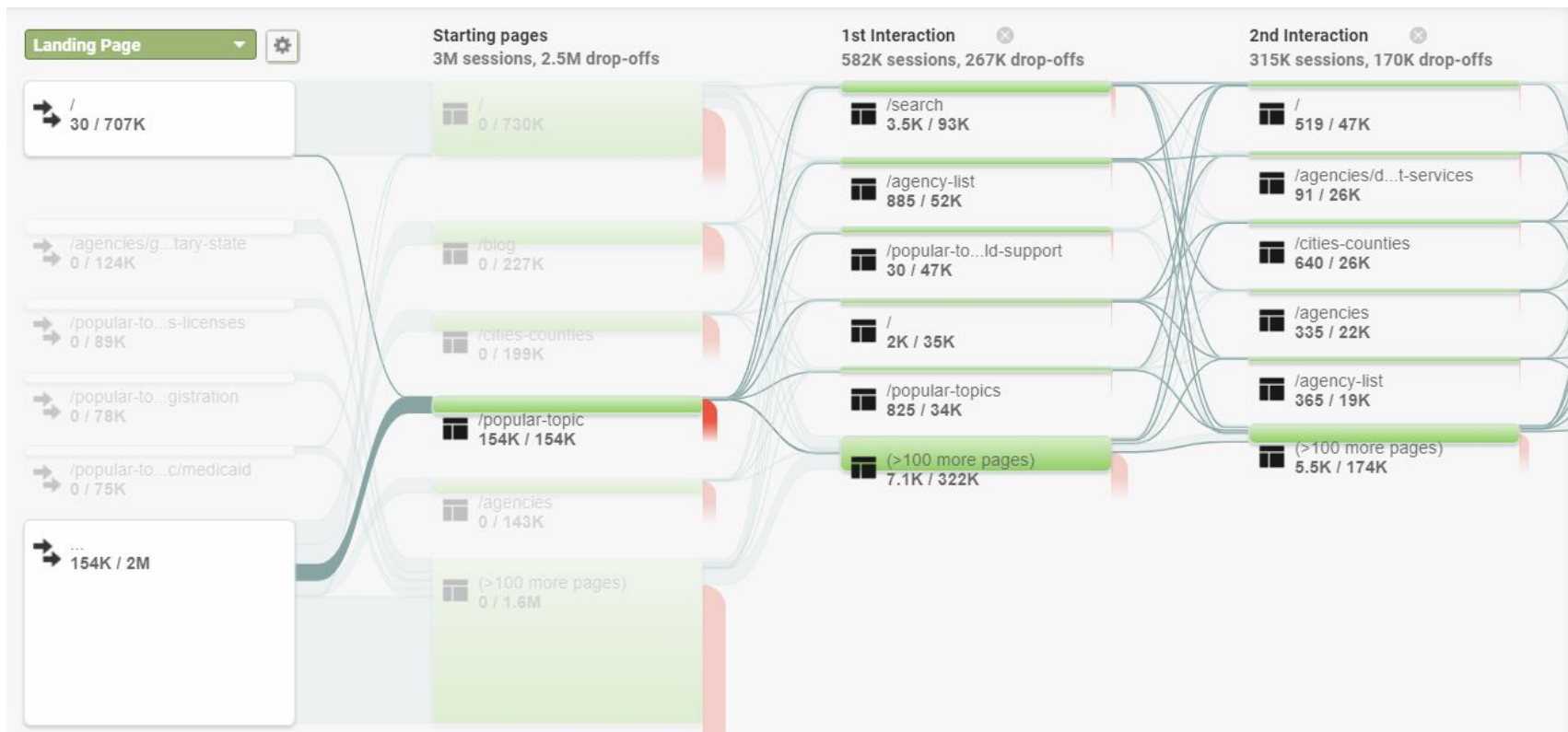
#### Do I have to register my business every year?

Yes. You must file an [Annual Registration](#) each year. The Annual Registration period for entities registered with the Secretary of State is from Jan. 1 – April 1.



### Affiliated Agencies

- [Georgia Secretary of State](#)
- [Georgia Department of Revenue](#)
- [Georgia Chamber of Commerce](#)



Tool: Google Analytics

# Accessibility



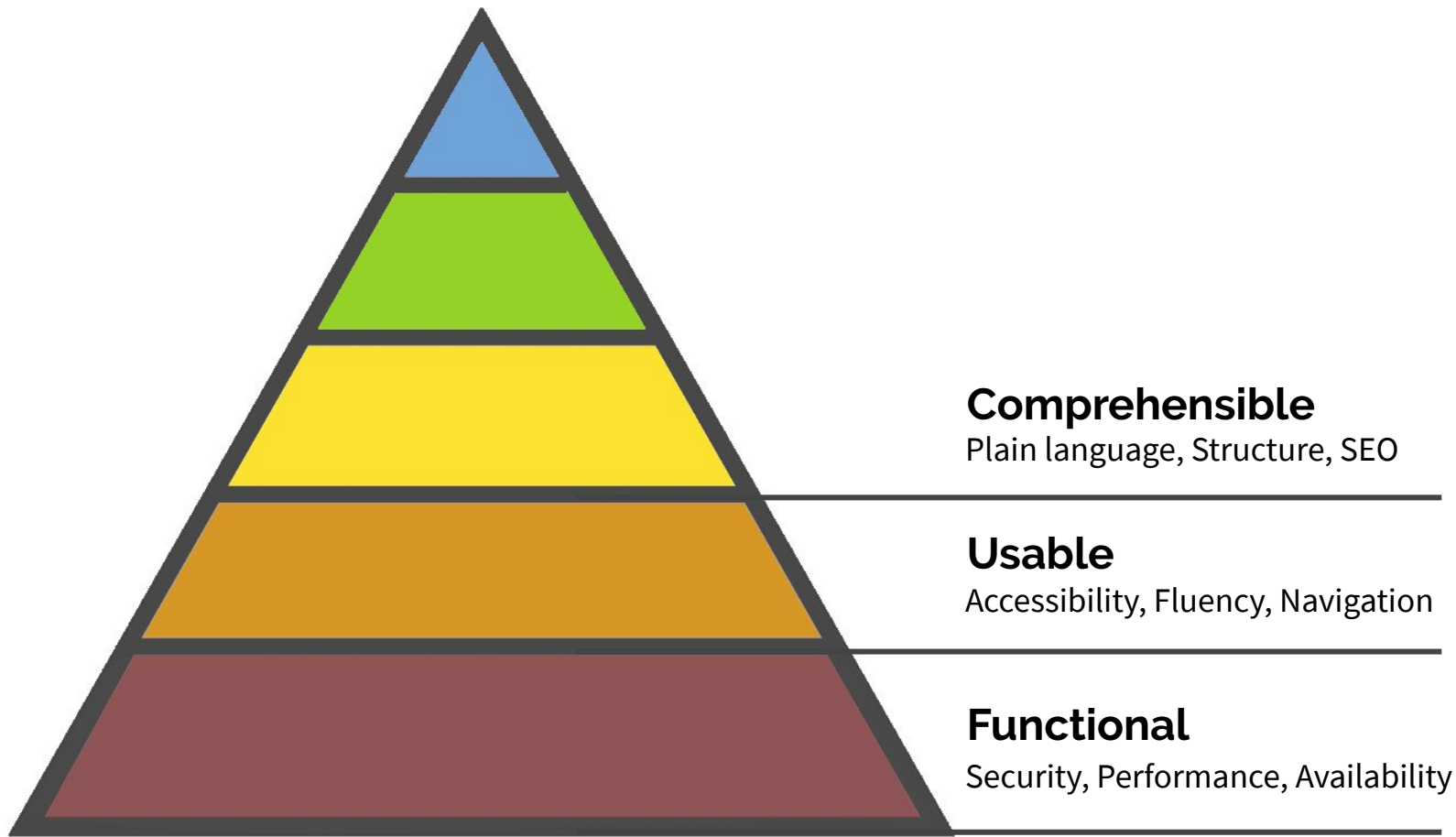
Resource: WebAIM



# We're all **Temporarily** Able-Bodied

Developing products that provide universal access benefits all of us in the long term.





# Readability

# Test by URL

Test the readability of a web page:

http://

CALCULATE READABILITY

## TEST RESULTS:

Your page (<http://georgia.gov>) has an average **grade level of about 8**. It should be easily understood by 13 to 14 year olds.



TWEET YOUR RESULTS!

## READABILITY INDICES

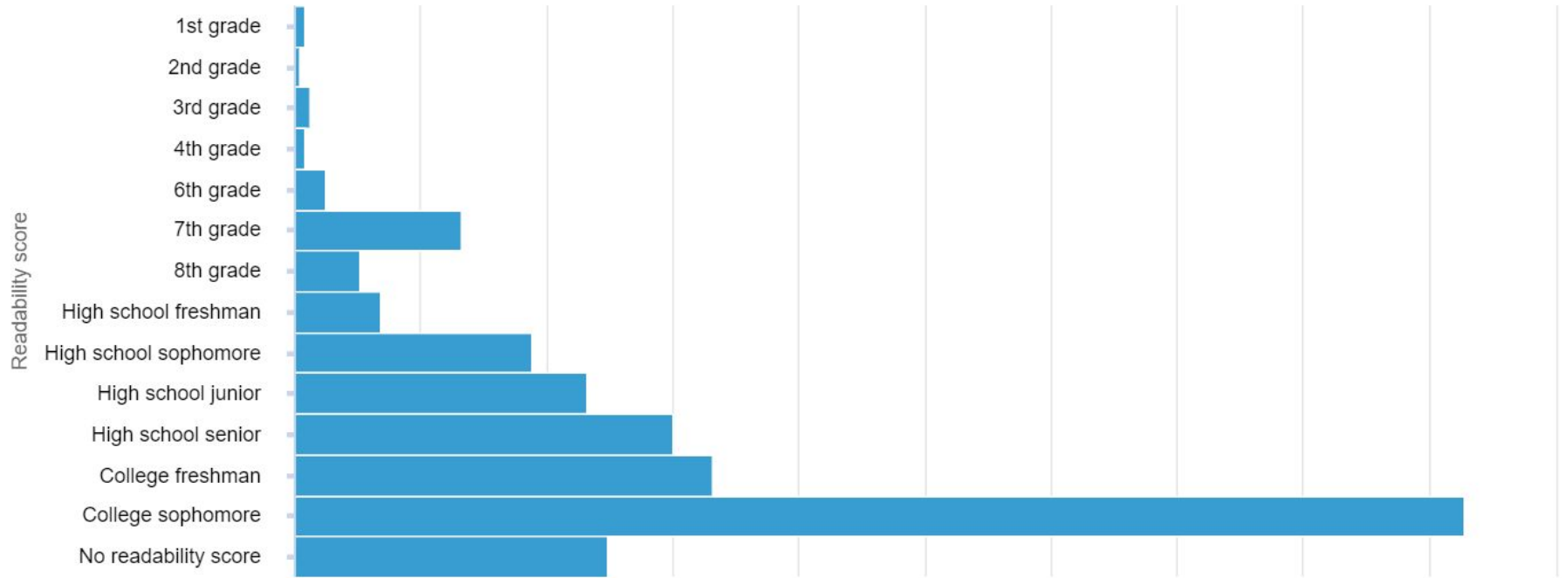
Flesch Kincaid Reading Ease

41.3



Resource: WebFX

Readability score based on: **Flesch Kincaid Grade Level** ?



Resource: Siteimprove

# Structured

Void <input type="checkbox"/>		a Employee's social security number		OMB No. 1545-0008	
b Employer identification number (EIN)		1 Wages, tips, other compensation		2 Federal income tax withheld	
c Employer's name, address, and ZIP code		3 Social security wages		4 Social security tax withheld	
		5 Medicare wages and tips		6 Medicare tax withheld	
		7 Social security tips		8 Allocated tips	
d Control number		9		10 Dependent care benefits	
e Employee's first name and initial      Last name      Suff.		11 Nonqualified plans		12a See instructions for box 12	
		13 Statutory employee      Retirement plan      Third-party sick pay <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		12b	
		14 Other		12c	
				12d	
f Employee's address and ZIP code					
15 State      Employer's state ID number	16 State wages, tips, etc.	17 State income tax	18 Local wages, tips, etc.	19 Local income tax	20 Locality name

Form **W-2** Wage and Tax Statement

Department of the Treasury—Internal Revenue Service  
For Privacy Act and Paperwork Reduction Act Notice, see back of Copy D.



d Control number		Dept.	Corp.	Employer use only
c Employer's name, address, and ZIP code				
b Employer's FED ID number		a Employee's SSA number		
7 Social security tips		8 Allocated tips		
9 Advance EIC payment		10 Dependent care benefits		
11 Nonqualified plans		12a See instructions for box 12		
14 Other		12b C 27.00		
CASDI 375.41		12c D		
		12d		
		13 Stat emp		
		Ret. plan		
		3rd party sick pay		
e1 Employee's name, address and ZIP code				
JANE HORTON 143 BRAND BLVD. SAN DIEGO, CA 92122				
15 State	Employer's state ID no.	16 State wages, tips, etc.		
CA	000-442988	31128.10		
17 State income tax		18 Local wages, tips, etc.		
1203.28		0		
19 Local income tax		20 Locality name		
0				



Home » Popular Topics » Business Licenses



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- [Georgia Chamber of Commerce](#)



GEORGIA GOV

Search for topics, agencies

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Agencies

Blog

Cities & Counties

Elected Officials

Popular Topics

Home » Popular Topics » Business Licenses

☆

Business Licenses

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- Georgia Secretary of State
- Georgia Department of Public Safety
- Georgia Chamber of Commerce

Edit Event GOVTalks: Fall 2016

View

Status: New draft of live content.

Title

GOVTalks: Fall 2016

Summary (Hide summary)

B I U S

Source

Format

A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

Description

B I U S

Source

Format

GOVTalks is a one-day conference, hosted by GeorgiaGov Interactive, a division of the Georgia Technology Authority, dedicated to helping agencies create an effective web presence and user experience. Twice a year we feature topics in digital trends, providing key solutions needed to stay updated and reach citizens online. The GeorgiaGov Interactive team offers a web publishing platform to state agencies and elected officials and is tasked with providing standards, guidelines, and education around web best practices and digital strategy.

Disable rich-text

Text format: Full HTML

More information about text formats

Event Date

All Day ☒ Show End Date

11/16/2016

10:00am

to:

Date

Time

11/16/2016

02:50pm

Location

Country

United States

Address 1

180 Central Avenue

Address 2

City

State

ZIP code

Atlanta

Georgia

30303

[Home](#) » [Popular Topics](#) » [Applying for and Renewing Professional Licenses](#)



## Applying for and Renewing Professional Licenses

The Secretary of State guides you through the process of registering for a professional license. While you can submit a paper application, applying online is both speedy and safe.

### What You Should Know:

- Read about the [licensing requirements](#) for professions such as accountants, registered nurses, and veterinarians.
- After your initial application, you'll need to renew your license every 2 years. [Find out when your current license expires.](#)
- Physicians, lawyers, insurance agents, pesticide applicators, and real estate agents are not licensed by the Secretary of State but rather with the state boards that directly oversee those professions.
- Follow the [latest news](#) on professional licensing boards.

### FAQs:

**I've just moved from another state where I held a professional license. Can I practice here?**

Your out-of-state license does not qualify you to work in Georgia. However, if the standards for getting a license in your old home state are roughly equal to or more difficult than the Georgia standards, you're eligible to apply for a license.

### Affiliated

- [Georgia Comptroller of Public Accounts](#)
- [Georgia Department of Transportation](#)
- [Office of Insurance Commissioner](#)
- [Georgia Real Estate Appraisers Board](#)
- [Georgia Board of Dentistry](#)
- [Georgia Board of Pharmacy](#)



### Associated Services

- [Apply for a License](#)
- [Check the Status of Your Application](#)
- [Renew Your License](#)





[All](#) [Maps](#) [Shopping](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

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[More items...](#)

[Applying for a Business License | Georgia.gov](#)  
<https://georgia.gov/popular-topic/applying-business-license>

Home » Popular Topics » Applying for and Renewing Professional Licenses



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### Affiliate

- Georgia Compos
- Georgia Depart
- Office of Insuran  
Commissioner
- Georgia Real Es  
Appraisers Board
- Georgia Board of Dentistry
- Georgia Board of Pharmacy



### Associated Services

- [Apply for a License](#)
- [Check the Status of Your Application](#)
- [Renew Your License](#)



how do i apply for a business license in georgia



All Maps Shopping News Videos More Settings Tools

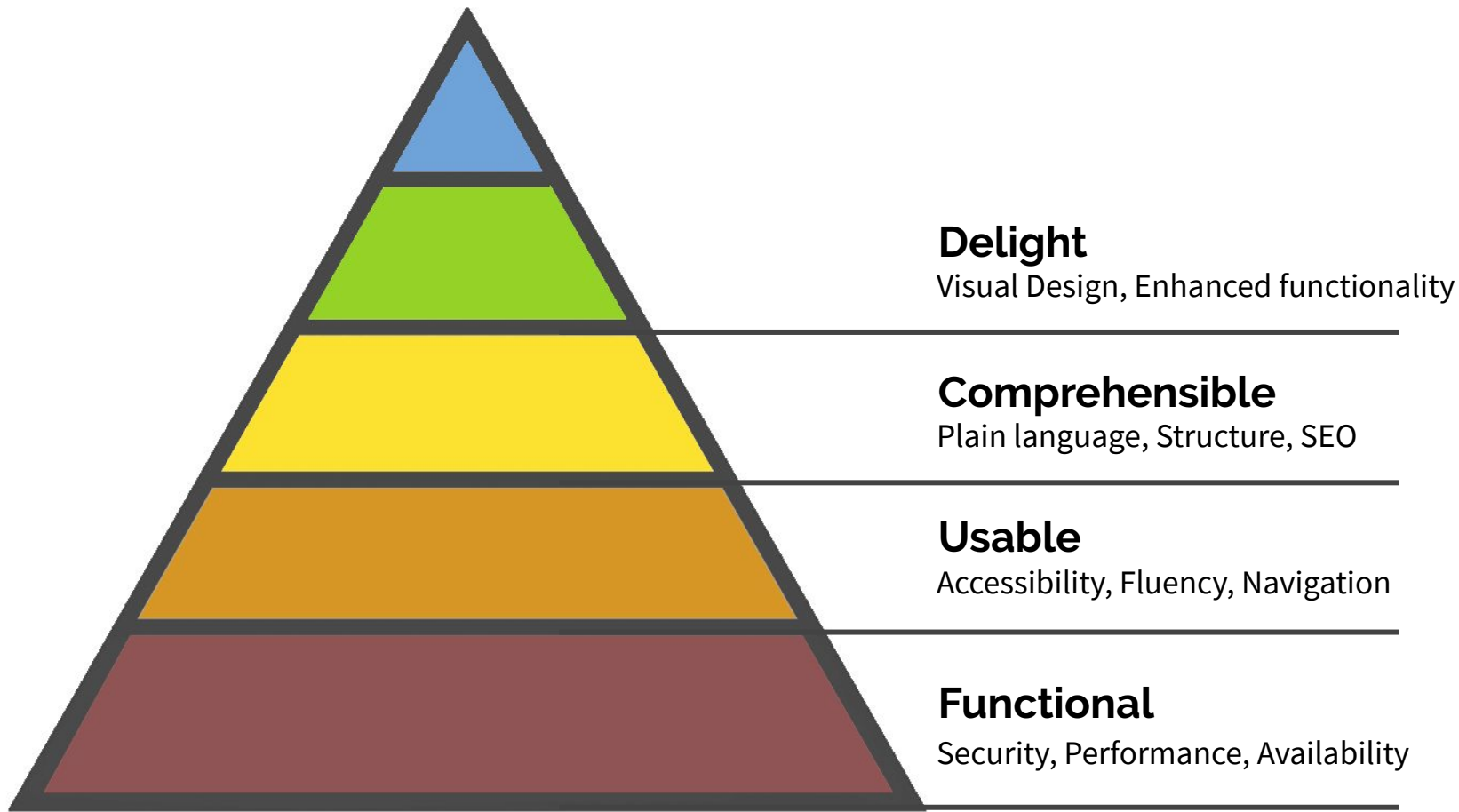
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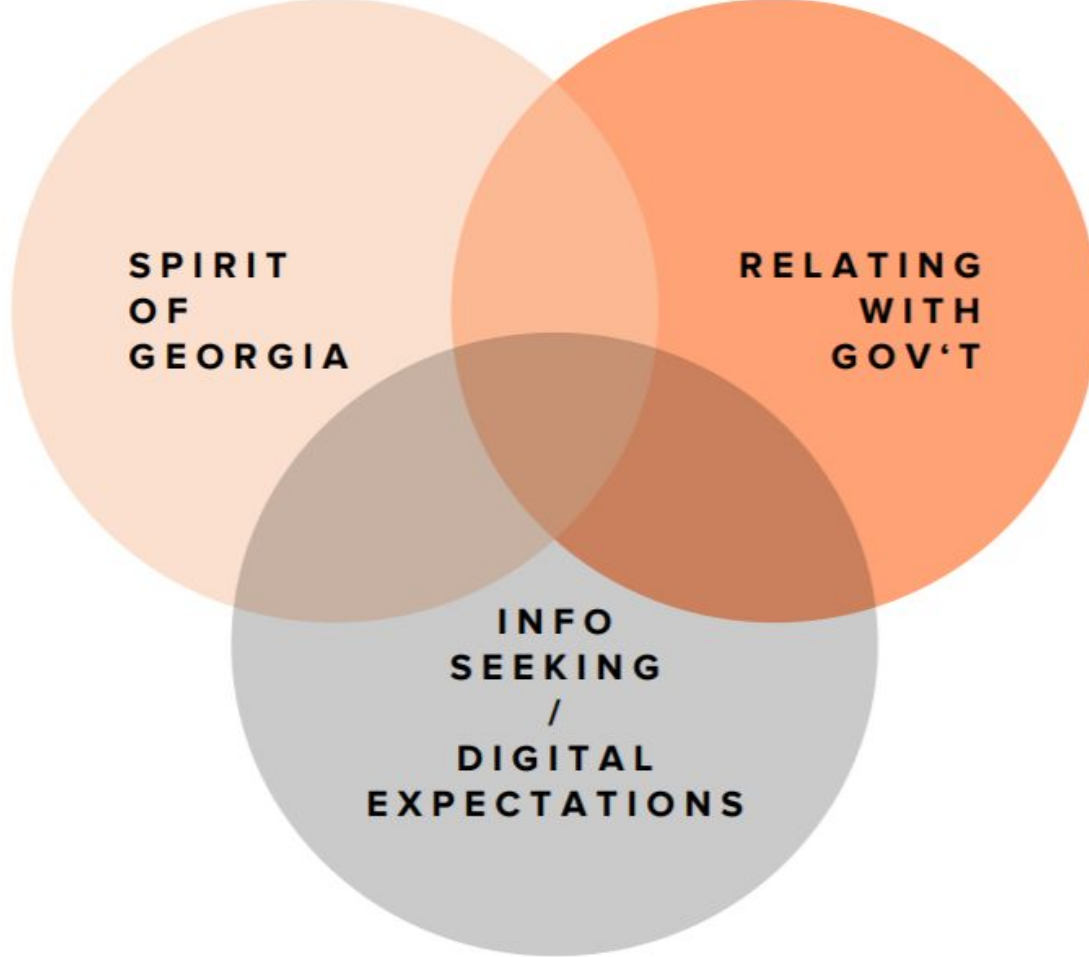
[Applying for a Business License | Georgia.gov](#)  
<https://georgia.gov/popular-topic/applying-business-license>





How might we design a new Georgia.gov platform that is honest and approachable, yet official and trustworthy?







@nikofthehill

Digital Services  
GEORGIA





# MACON / DUBLIN





Happy  
Enough!

SAVANNAH

CREATION







1

## PRAGMATIC

Ultimately, we are a place for the people of Georgia to come and get things done and then get on with their lives. We are utilitarian without being aloof, stripping out unnecessary details so users can accomplish their goals efficiently and without stress.

### VISUALS & LANGUAGE

*Typographic*  
*Data-Driven*  
*Action-Oriented*

2

## INCLUSIVE

The services we offer are as diverse as our people. So it's our mission to use language and processes that are easy to understand—compassion without condescension. We meet our users where they are, offering layered information through accessible, multi-channel, intuitive experiences.

### VISUALS & LANGUAGE

*Simple*  
*Straightforward*  
*Intuitive*

3

## EMPOWERING

Though we are a cohesive governmental body, we empower our users—whether agencies or residents—to tailor the digital experience to fit their needs. We embrace an iterative, human-centered approach that considers cutting-edge technology while incorporating user feedback into every new feature.

### VISUALS & LANGUAGE

*Modular*  
*Flexible*  
*Tailored*

4

## OFFICIAL

From vital social services to routine licenses, we are proud to serve the people of Georgia in a myriad of ways. We don't take our position lightly—in fact, we're passionate perfectionists. So we strive to provide peace-of-mind that our information is up-to-date, trustworthy, and relevant.

### VISUALS & LANGUAGE

*Timeless*  
*Classic*  
*Bold*

5

## CHARMING

Georgia is a land of sweet tea and true southern hospitality, and we are proud to bring an approachability and modernity to government that set us apart from other states. We go out of our way to help our users find what they need, and thus our utilitarian demeanor is often punctured by moments of delight

### VISUALS & LANGUAGE

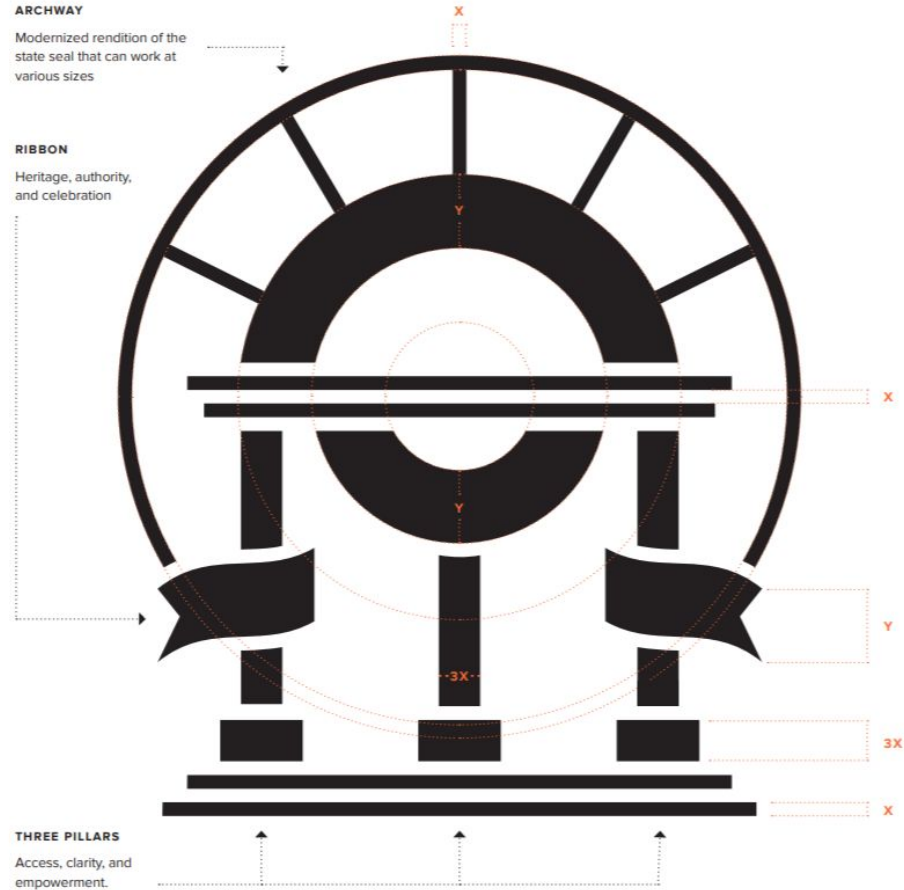
*Conversational*  
*Warm*  
*Human*

#### ARCHWAY

Modernized rendition of the state seal that can work at various sizes

#### RIBBON

Heritage, authority, and celebration



#### THREE PILLARS

Access, clarity, and empowerment.



## COLORS

The Georgia.gov platform color palette is designed to be cohesive yet flexible; ownable yet timeless; confident yet warm.

Deep blue-greens reflect the brand's timeless and official nature, while warm peach tones and gold accents lend a modern approachability. In print materials, gold foil can act as an accent.



### MACON RED

R=250 G=105 B=51  
C=0 M=73 Y=86 K=0  
#FA6933



### SAVANNAH SUNRISE

R=252 G=163 B=117  
C=0 M=43 Y=56 K=0  
#FCA375



### GEORGIA PEACH

R=255 G=214 B=176  
C=0 M=18 Y=31 K=0  
#FFD680



### WARM NEUTRAL

R=255 G=244 B=231  
C=0 M=3 Y=8 K=0  
#FFF4E7



### WHITE

R=255 G=255 B=255  
C=0 M=0 Y=0 K=0  
#FFFFFF



### SOFT BLACK

R=0 G=3 B=0  
C=75 M=66 Y=68 K=88  
#000300



### ATLANTIC STORM

R=0 G=49 B=58  
C=100 M=57 Y=53 K=61  
#003039



### LIVE OAK

R=8 G=71 B=61  
C=89 M=47 Y=70 K=47  
#08473D



### COOL NEUTRAL

R=242 G=247 B=245  
C=4 M=1 Y=2 K=0  
#F2F7F5



### SPANISH MOSS

R=181 G=222 B=186  
C=29 M=0 Y=33 K=0  
#B5DEBA



### ATLANTA BLUE

R=16 G=48 B=82  
C=100 M=83 Y=41 K=36  
#145996



### GOLD DOME

R=209 G=173 B=87  
C=19 M=30 Y=78 K=0  
#D1AD57

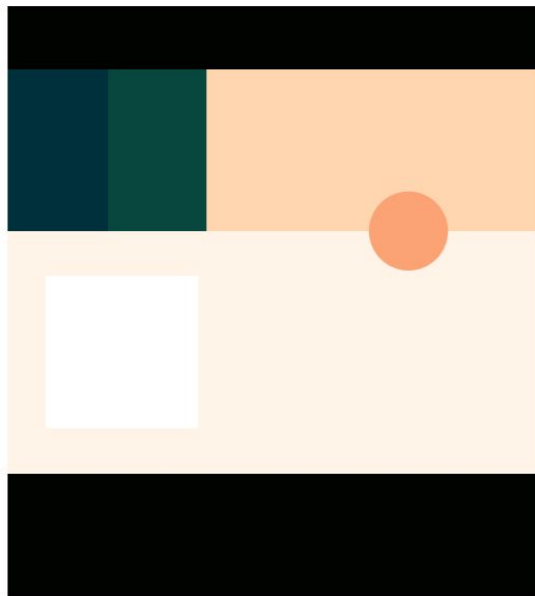


### RED CLAY

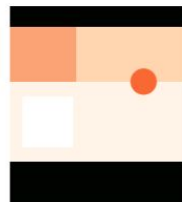
R=176 G=17 B=22  
C=21 M=100 Y=100 K=14  
#B01116

## COLOR PALETTES

The color system extends to a variety of color palettes to empower agencies to choose tones that best fit their unique services.



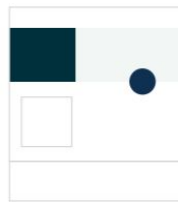
THE FOUNDATION



PEACHY KEEN



STARS AND STRIPES



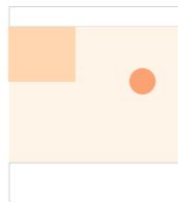
MINIMALIST



SIMPLE STATEHOUSE



STATE PARK



SOUTHERN MORNINGS

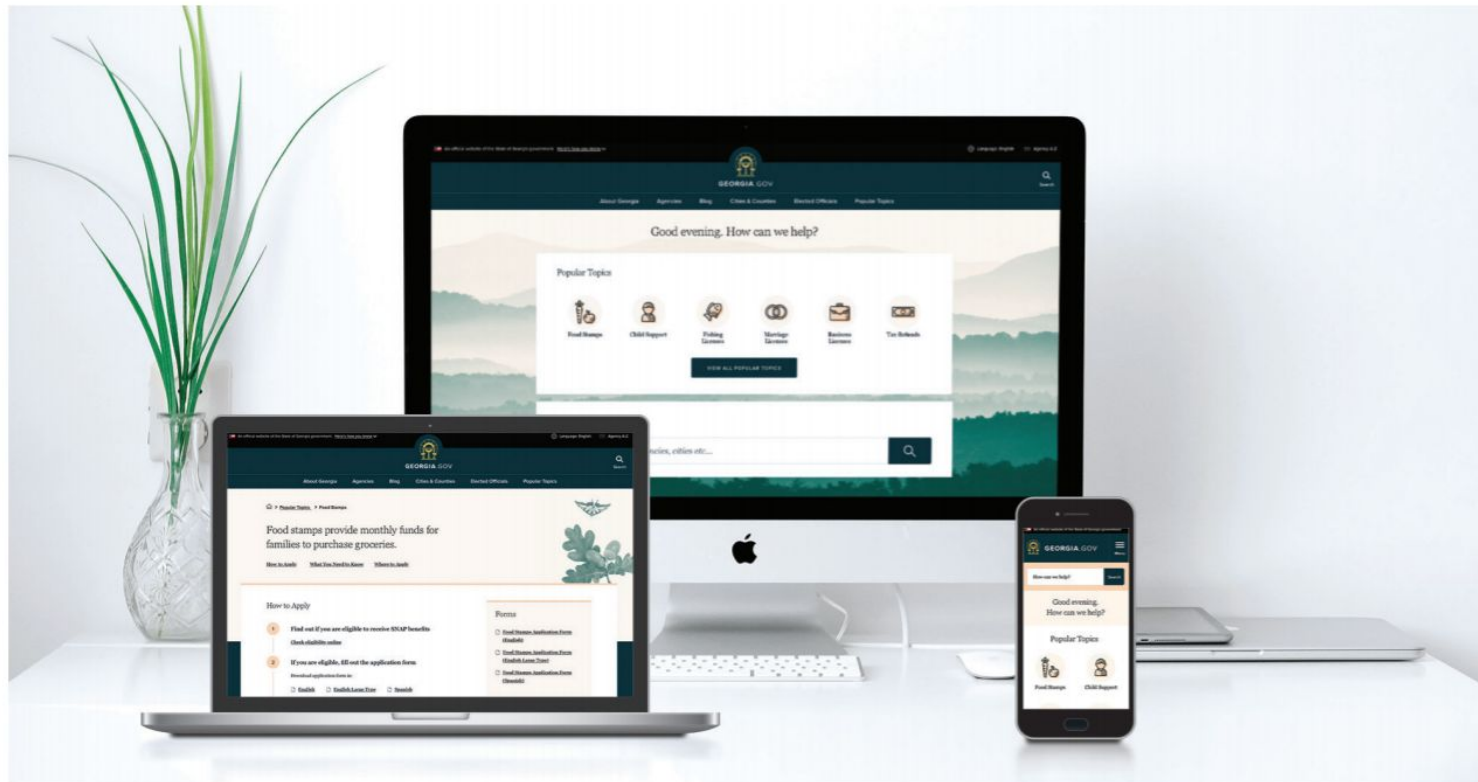


GEORGIA PINE

## DIGITAL APPLICATION

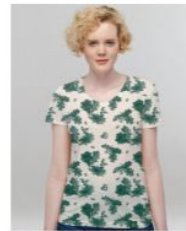
Of course, the most important application of the brand is the digital platform itself.

For more information, refer to the digital pattern library.

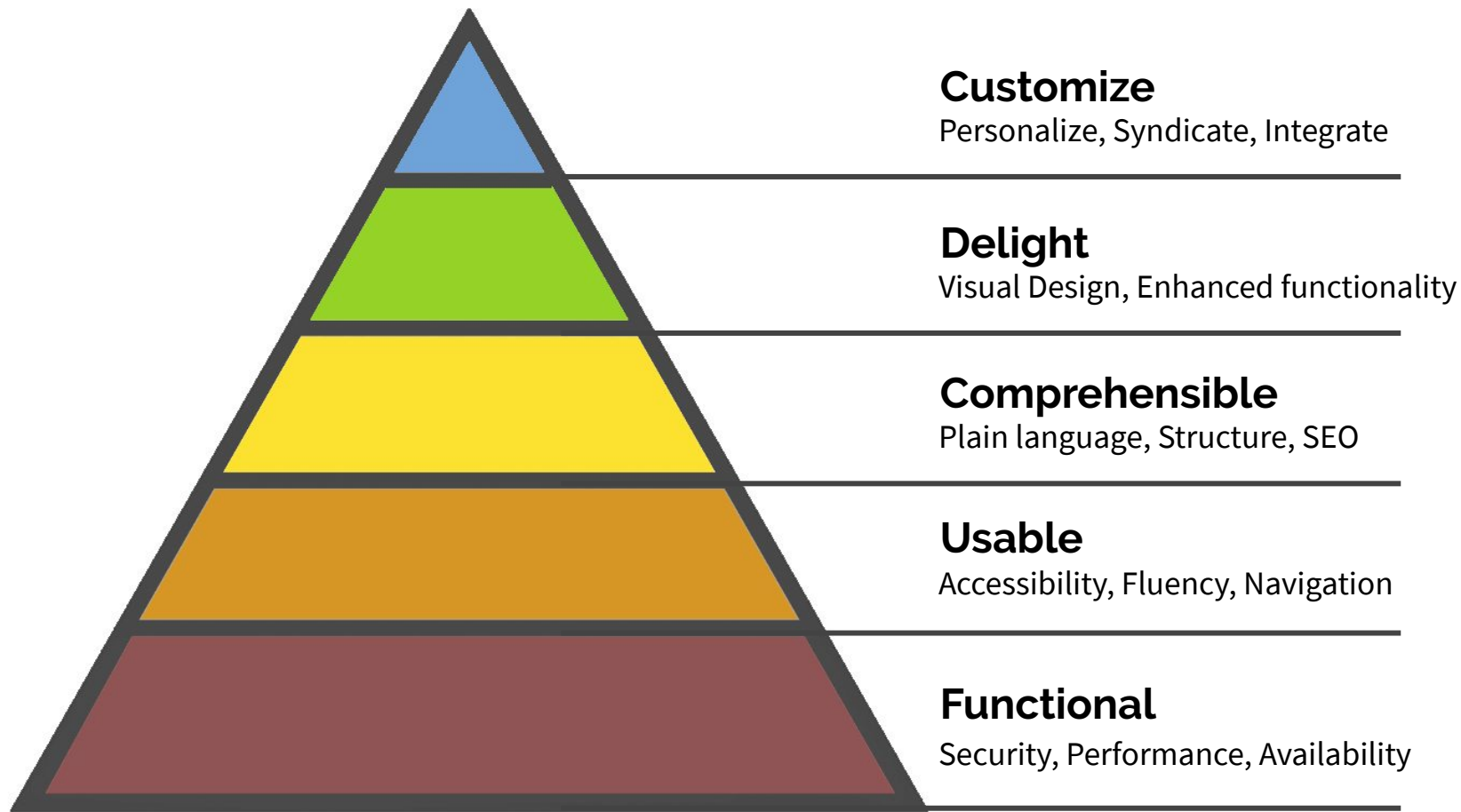


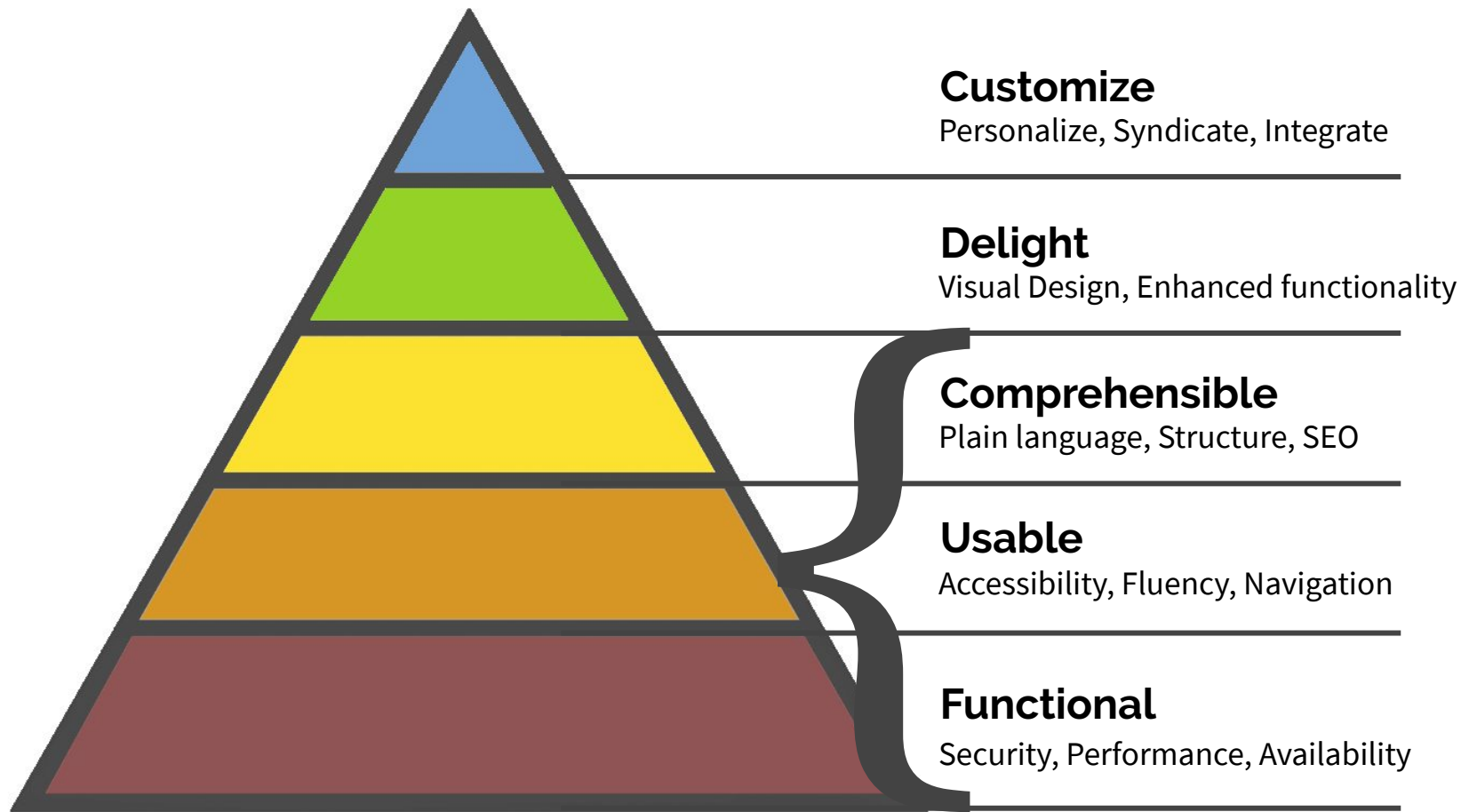
## SAMPLE APPLICATIONS

The potential use of this visual language is only as limited as your imagination. The following are a few samples to help get the creative juices flowing. Use them to inspire and continue to evolve the system.

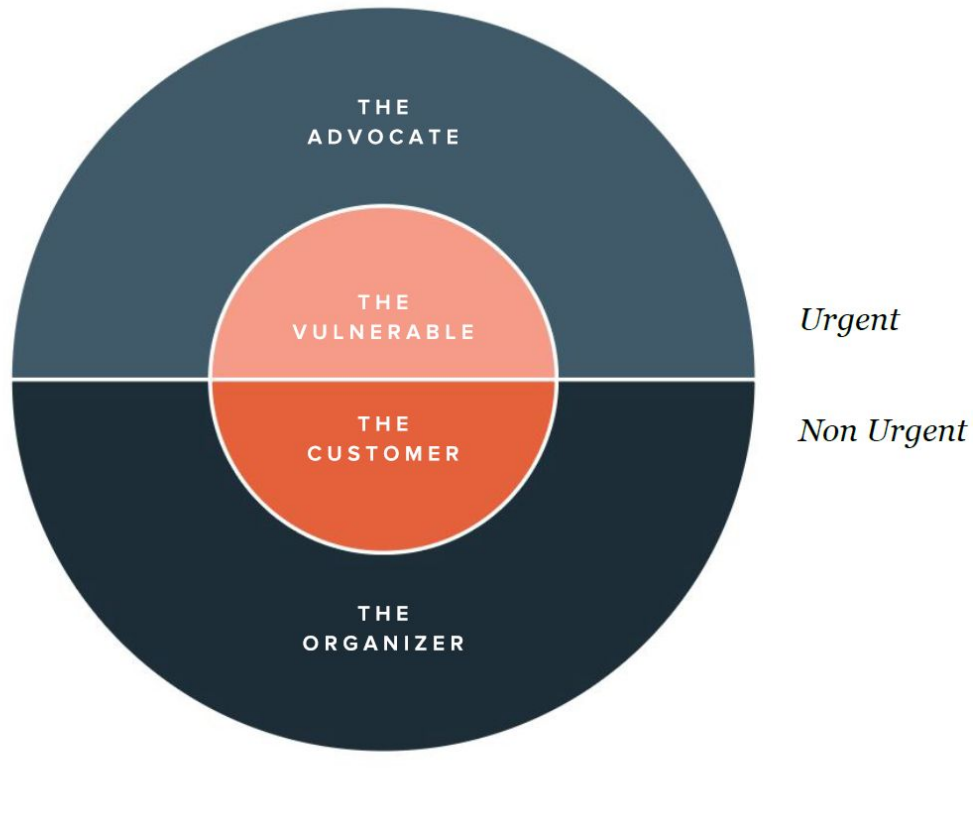








# Users



## USER ARCHETYPES

# The Vulnerable

Emotional and personal



**CALLIE IS A 60-YEAR-OLD WOMAN** living in Savannah on disability. She worked in the healthcare industry doing clerical work until 2010 when she had to retire due to chronic back and knee pain that make it difficult for her to move around. Callie describes her disability as putting her in a vulnerable position in life, requiring her to rely on state services to survive. She is thus attracted to moments when the process of delivering benefits is not working efficiently. When reaching someone on the phone line, she goes in person, as this has been the most effective approach to resolving issues she's encountered. Advocating for herself is a challenge and requires some degree of strategy.

**CHARACTERISTICS**

- Feels vulnerable
- Needs help
- Needs to be heard
- Needs to be understood
- Needs to be supported
- Needs to be respected
- Needs to be valued
- Needs to be recognized
- Needs to be acknowledged
- Needs to be appreciated
- Needs to be praised
- Needs to be complimented
- Needs to be encouraged
- Needs to be motivated
- Needs to be inspired
- Needs to be energized
- Needs to be excited
- Needs to be happy
- Needs to be healthy
- Needs to be wealthy
- Needs to be successful
- Needs to be powerful
- Needs to be influential
- Needs to be respected
- Needs to be valued
- Needs to be recognized
- Needs to be appreciated
- Needs to be praised
- Needs to be complimented
- Needs to be encouraged
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- Needs to be powerful
- Needs to be influential

## PERSONALITY TRAITS

What can you do to help them? They need to be heard. They need to be understood. They need to be supported. They need to be respected. They need to be valued. They need to be recognized. They need to be appreciated. They need to be praised. They need to be complimented. They need to be encouraged. They need to be motivated. They need to be inspired. They need to be energized. They need to be excited. They need to be happy. They need to be healthy. They need to be wealthy. They need to be successful. They need to be powerful. They need to be influential.

## OTHER PERSONAL QUALITIES



## USER ARCHETYPES

# The Customer

Optimistic and assertive



**NATE IS 32, OPERATES A SMALL BUSINESS** in Savannah and spends time outside of work serving as a member of his neighborhood association. He moved to Savannah from New Orleans and describes Savannah as beautiful and historic. As a small business owner and a driver he receives his business and drivers license through online services. As an active member of his community he engages in historic preservation work and reaches out to State representatives for his support. He is generally frustrated with his digital interactions with state government and wishes it were simpler.

**CHARACTERISTICS**

- Optimistic
- Assertive
- Needs to be heard
- Needs to be understood
- Needs to be supported
- Needs to be respected
- Needs to be valued
- Needs to be recognized
- Needs to be appreciated
- Needs to be praised
- Needs to be complimented
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## OTHER PERSONAL QUALITIES



## USER ARCHETYPES

# The Advocate

Resourceful and realistic



**TARA IS 41 AND WORKS AS THE PROGRAMS MANAGER** for intensive case programs at a nonprofit in Atlanta that connects low-income individuals to financial and educational resources that can guide them to economic self-sufficiency. In her role, Tara guides clients towards resources offered by the State of Georgia and helps them navigate the process of applying for and receiving services. As an intermediary between low-income residents and the State of Georgia, Tara has considerable experience interacting with the State. What stands out the most is that clients often experience delays in getting responses about their applications for services. Through her experience, Tara knows that it is important to be patient when working with government. She acknowledges that State workers are stretched thin, so advises clients to do what they can to help move the process along. To this end, Tara has developed a series of workarounds that make the process a little bit easier for everyone involved.

**CHARACTERISTICS**

- Resourceful
- Realistic
- Needs to be heard
- Needs to be understood
- Needs to be supported
- Needs to be respected
- Needs to be valued
- Needs to be recognized
- Needs to be appreciated
- Needs to be praised
- Needs to be complimented
- Needs to be encouraged
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## OTHER PERSONAL QUALITIES



## USER ARCHETYPES

# The Organizer

Precise and frustrated



**EVAN IS 40, THE EXECUTIVE DIRECTOR** of an organization that works to save historic buildings through neighborhood revitalization efforts and connecting developers to federal and state tax incentive programs. When he came to Mason in 2014, he was astounded by all the work that was happening there, as well as the community and the people. With a focus on the preservation of historic buildings, his work involves a great deal of paperwork and back and forth conversations with state agencies. Evan also describes his interactions with government as not forthcoming. He feels that the information his organization needs is not available on the websites and that he is often required to call state agencies.

**CHARACTERISTICS**

- Precise
- Frustrated
- Needs to be heard
- Needs to be understood
- Needs to be supported
- Needs to be respected
- Needs to be valued
- Needs to be recognized
- Needs to be appreciated
- Needs to be praised
- Needs to be complimented
- Needs to be encouraged
- Needs to be motivated
- Needs to be inspired
- Needs to be energized
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## PERSONALITY TRAITS

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## OTHER PERSONAL QUALITIES



# Archetypes

# Archetypes: Behavior patterns that cross demographic lines

## THOROUGH

needs to consume exhaustive amounts of information before making a decision



## DECISIVE

quick decision makers based on steady flow of consumed information



## OPPORTUNIST

leverages available resources to make a decision, ultimately trusts self



## TRUSTING

reaches out to others to inform decisions, skeptical of new methods



## TRADITIONAL

resists change, needs guidance and assistance, stubborn



# Archetypes: Behavior patterns that cross demographic lines

## THOROUGH

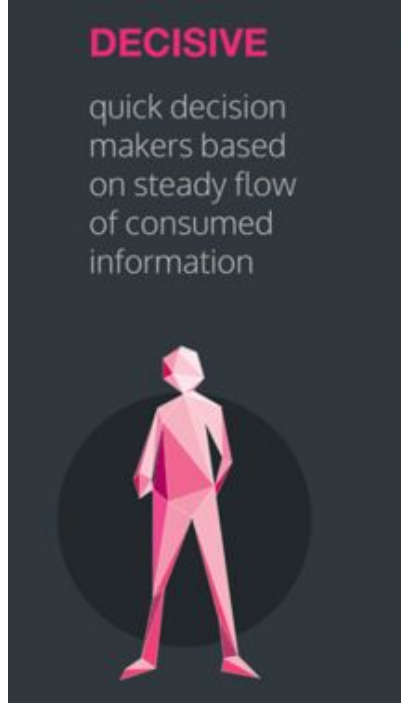
needs to consume  
exhaustive amounts  
of information  
before making a  
decision



- Highly cautious
- Highly confident
- Self-trusting

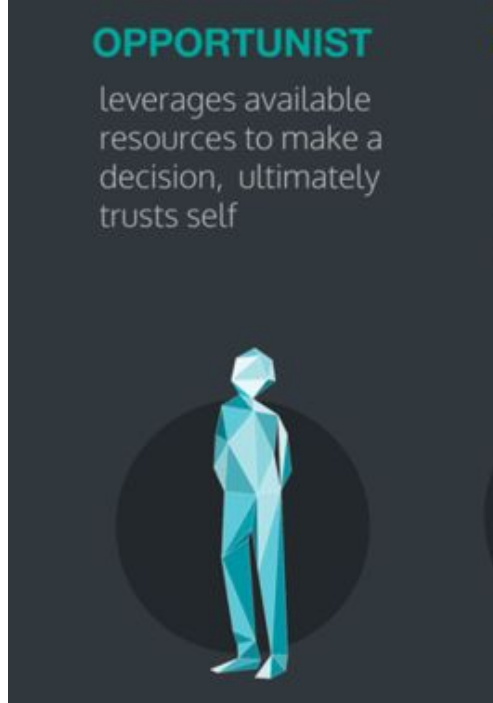


# Archetypes: Behavior patterns that cross demographic lines



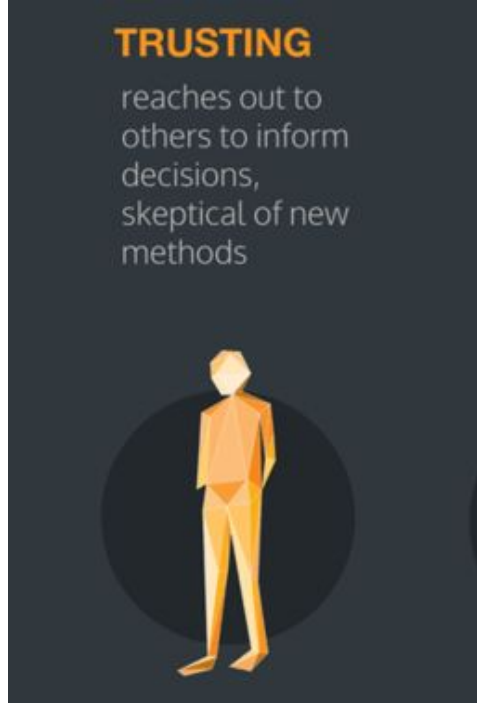
- Highly impulsive
- Highly confident
- Self-trusting

# Archetypes: Behavior patterns that cross demographic lines



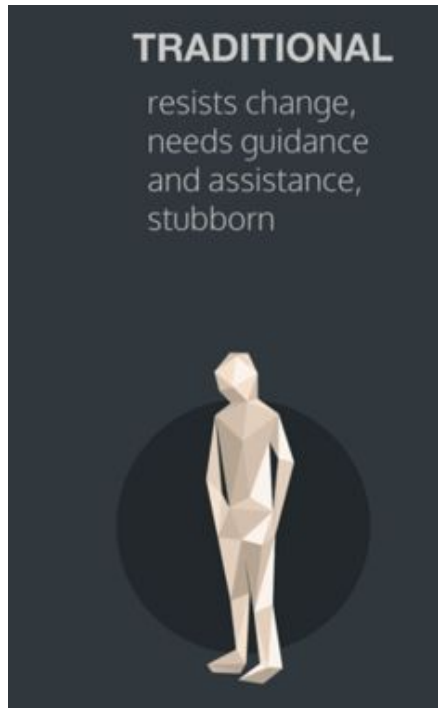
- Neither cautious nor impulsive
- Neither unsure nor confident
- Need guidance

# Archetypes: Behavior patterns that cross demographic lines



- Fairly cautious
- A little unsure
- Need guidance

## Archetypes: Behavior patterns that cross demographic lines



- Highly cautious
- Highly unsure
- Need guidance

[Home](#) » [Popular Topics](#) » Food Stamps

## Food Stamps

The Food Stamp program provides monthly funds for families to purchase groceries.

### What You Should Know:

- Apply for food stamp benefits at your [local DFCS office](#). (As of [March 2016](#), applications for food stamps can no longer be submitted online.)
- After you apply, the Division of Family and Children Services will **schedule your telephone interview**. You may be asked to provide proof of identity, citizenship or immigration status, Social Security numbers for those requesting assistance, and proof of household income.
- If you have little or no income, you may be eligible to receive Food Stamp benefits within 7 days. Otherwise, if you are determined eligible for benefits, you will receive these within 30 days. Food Stamp benefits are issued on Electronic Benefit Transfer (EBT) card, which can be used at EBT approved food retailers.

### FAQs:

#### How do I report food stamp fraud?

Call 1-877-423-4746 to report this.



### Affiliated Agencies

- [Department of Human Services, Division of Family and Children Services](#)



### Online Forms

- [Find Food Banks in Georgia](#)



### Associated Services

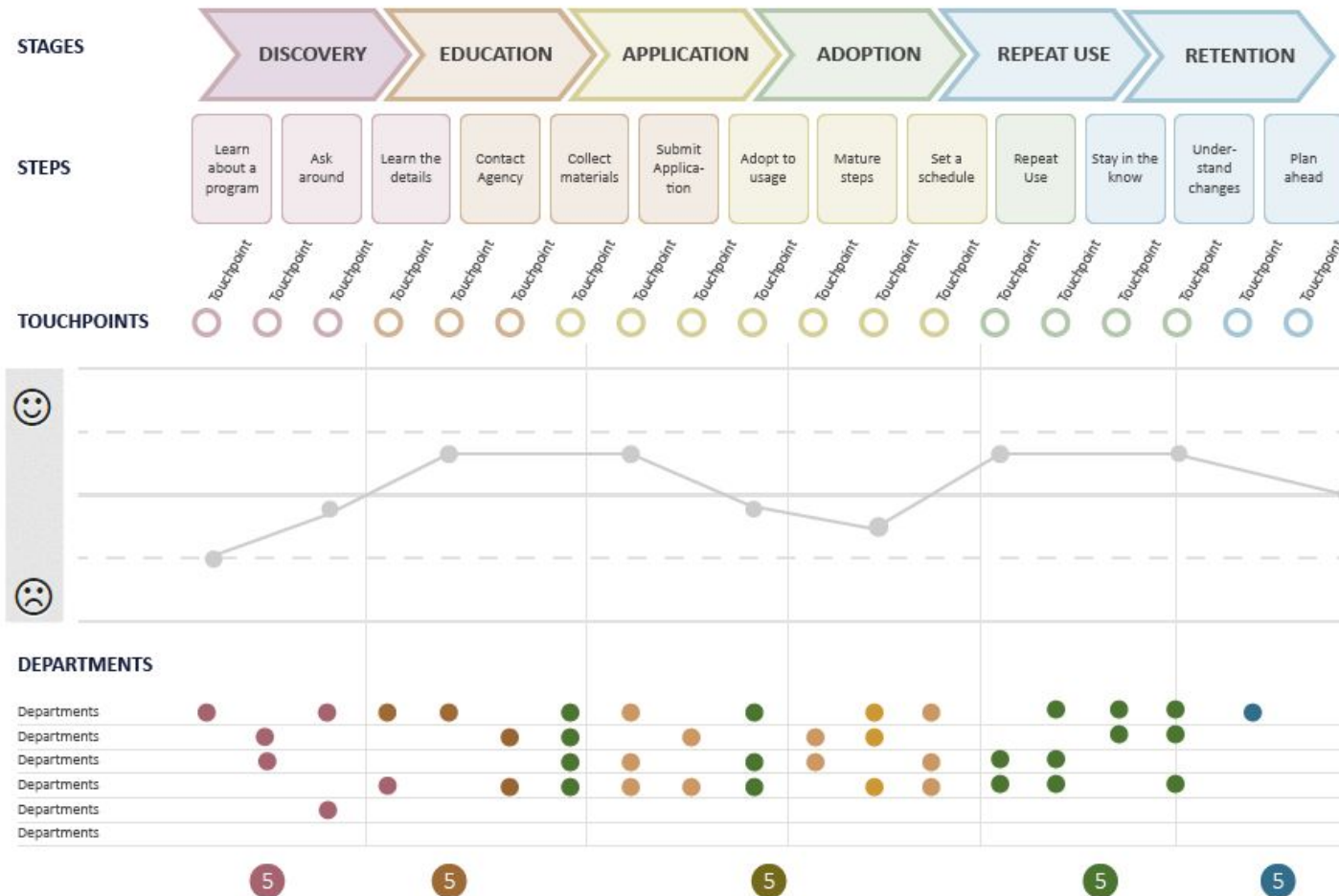
- [Georgia COMPASS](#)

# Scenarios



# Journeys





## Takeaways:

An accessible website is a  
usable website

## Takeaways:

Follow the process. You are not your user!

Connect:

@nikofthehill

[digitalservices.georgia.gov](https://digitalservices.georgia.gov)