
CA.gov

From Website to
Digital Services
Portal

Because Californians Matter

Innovate. Iterate.

California leads the way to innovate, whether it be legislation, environmental policy, or technology.

California government has spent time learning and implementing innovative thinking to reform the way we deliver crucial services to our constituency.

over
200
DEPARTMENTS
support
39.497
MILLION
CALIFORNIANS

—
Where we work

Who the deliverable is for

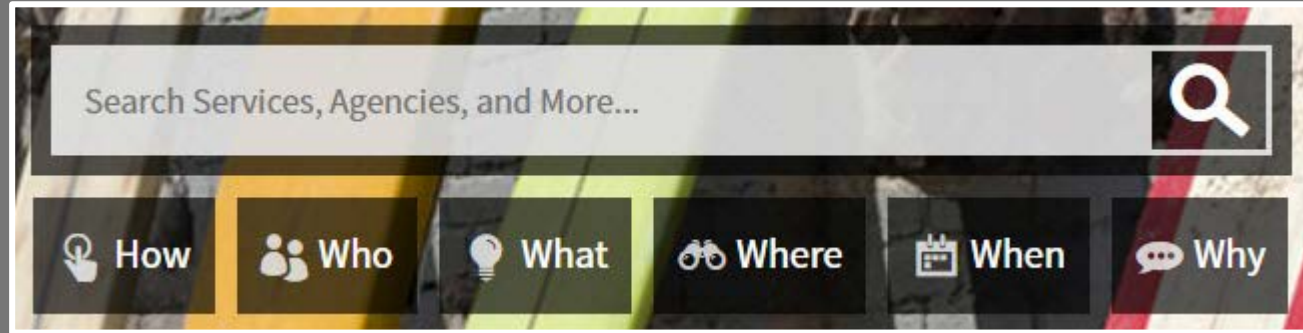
Why we do it

How it's going to be used

Impacts **how to approach it**

—

We carried this theme
all the way through
the final product.

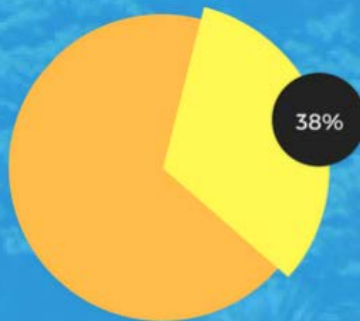


1. Practice what you preach

Core components we used to achieve a complete functional and design overhaul in 180 days.

- **Agile**
Designed and developed in iterations.
- **Focus Groups**
Working group and usability testing.
- **Analytics**
Examined popular content and demographics for patterns and effectiveness

UX should be part of the entire development cycle from the first meeting to the final product.



MORE CALIFORNIANS ACCESS ONLINE GOVERNMENT SERVICES VIA MOBILE OR TABLET DEVICES EACH YEAR

CA.gov

California government
information and services

ACCESSIBLE to
ANYONE,
ANYWHERE,
ANYTIME.

THE PORTAL FEDERATES
CALIFORNIA ONLINE
SERVICES INTO ONE,
EASY TO USE LOCATION
CA.GOV USES GEOSPATIAL
TECHNOLOGY TO
RECOGNIZE THE USERS'
LOCATION TO THEN
PROVIDE CUSTOMIZED
INFORMATION.

California has
dramatically increased its
online services for job
seekers, unemployment
benefits, health care
benefits, tax refunds and
unclaimed property.

515,653 mobile visits per
day!



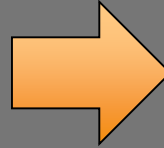
Positive Feedback.

"Much better site than before.
No contest. Thanks for all your
improvements."

--CA.gov User

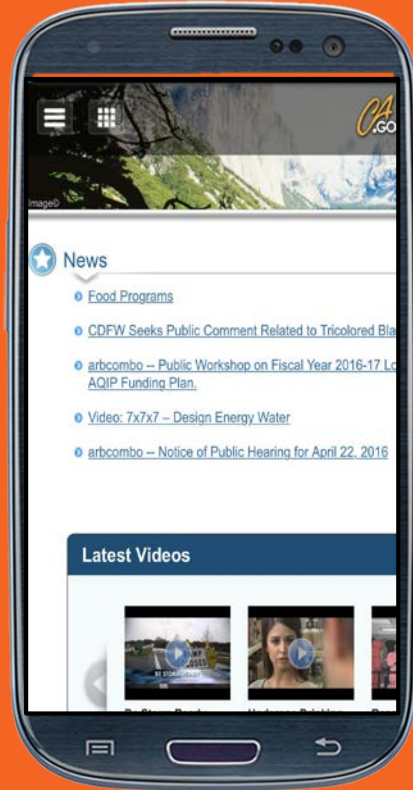
Comparison

The screenshot shows the CA.gov website with a dark blue header and a navigation menu. The main content area features a search bar, news articles, a 'Latest Videos' section, a 'Trending' section with a map of California, and a 'Connect With Us' section. The footer includes links for 'About CA', 'Governor', 'Feedback', 'Site Map', 'Get Adobe Reader', 'Awards', 'Back to Top', 'Conditions of Use', 'Privacy Policy', 'Accessibility', and 'Contact Us'. Copyright © 2014 State of California.



The screenshot shows the NHTSA website with a light blue header and a navigation menu. The main content area features a search bar, a 'Find job' button, and a 'Give a Young Californian in Your Life the Gift of College Savings' advertisement. The footer includes a 'Free Online Tax Filing Register to VOTE' button, a 'NHTSA' logo, and a 'Give a Young Californian in Your Life the Gift of College Savings' advertisement.

—
But, more importantly,
CA.gov went from this:



To this:





We gave 38% of our users better access to CA.gov

