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.
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.
CA.gov
California government information and services
ACCESSIBLE to ANYONE, ANYWHERE, ANYTIME.

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

CA.gov portal feedback on 3/6/2017
Comparison
But, more importantly, CA.gov went from this:

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