

SOLUTION SPOTLIGHT

TRANSFORMING THE CITIZEN EXPERIENCE

Government agencies are in a bind. Citizens increasingly demand better digital experiences (DX), especially on mobile devices, but many existing sites are incapable of meeting those demands. With websites prone to crashing and data trapped in silos across agencies and departments, constituents are left underserved, discouraged and with waning trust in the public sector.

Transforming the citizen experience requires government agencies to take a systematic approach to give constituents access to the content and services they are demanding:

- ▶ Provide a consistent user experience across all agencies, taking a mobile-first approach, but covering all channels through which citizens typically access commercial content.
- ▶ Provide a personalized experience for each citizen based on the individual's preferences and behaviors.
- ▶ Ensure governance and security with a platform approach that enables scalable, composable, compliant and secure site-building.

CITY OF LOS ANGELES PERSONALIZES AND STREAMLINES CITIZEN DX

The City of Los Angeles needed greater coordination and consistency across its web properties, to ensure that as users hopped from one city site to another, the experience was simple and frustration-free.

The city wanted high availability and personalization for its residents. With Drupal and Acquia, the city was able to provide a universal navigation system for all sites and give users the transparency and information access they needed to effectively interact with the city government.

The implementation of the **Angeleno Account** provides access to many City of Los Angeles websites, apps and services with just one user ID and password, and personalizes the experiences on the sites to individual users, such as providing neighborhood-specific information.

EXPLORE HOW GOVERNMENT AGENCIES CAN BECOME DX LEADERS

Discover how public sector agencies can use modern tools to optimize their digital services and experiences.

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