



# What Today's COVID-19 Crisis Means for Tomorrow's Digital Infrastructure

I.F. empowers public organizations to be more relevant, accountable, and responsive in engaging their communities via technology.



Howard  
**DEAN**  
*for America*

2004



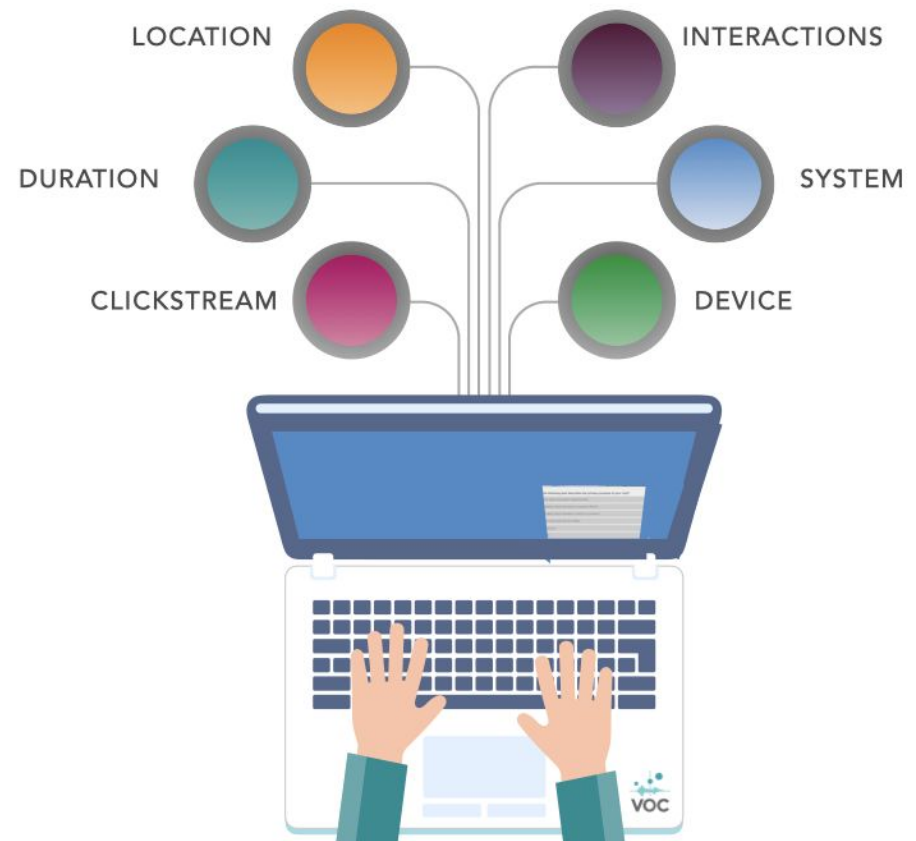
2020



# 5.06 BILLION

**Number of visits to federal government websites  
in the past 90 days**  
[analytics.usa.gov](https://analytics.usa.gov)

14.96 million  
people, or  
4.57% of people  
living in  
America,  
use I.F.  
technology.



# COVID-19 & Digital Disruption



## COVID-19 is a wake-up call to close the digital divide

BY JAMES P. STEYER, OPINION CONTRIBUTOR — 04/16/20 04:00 PM EDT  
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

92 COMMENTS

141 SHARES

SHARE TWEET



© Getty Images



# COVID-19 & Digital Disruption



NEWS / HEALTH

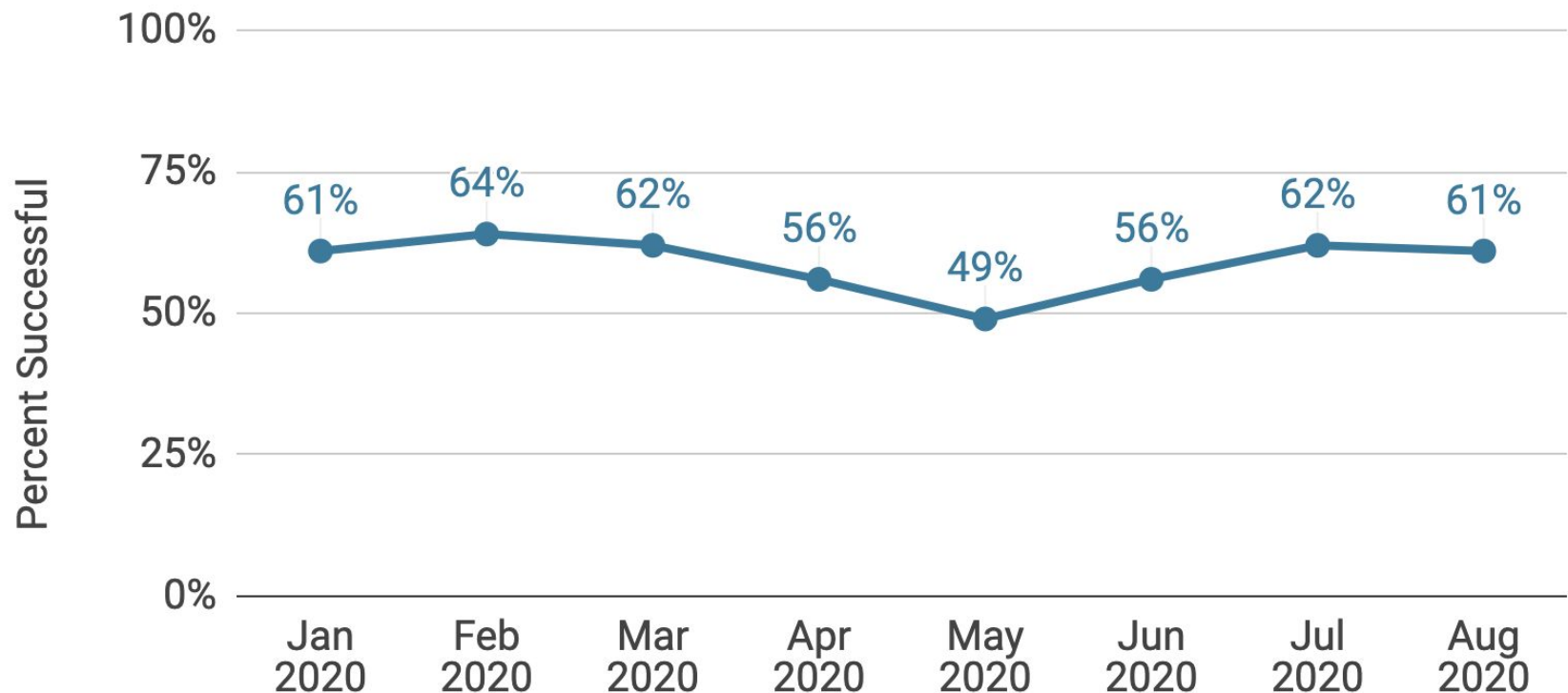
## Florida is spending up to \$110 million to back up its failed unemployment website

And that's just for call-takers. State records also reveal that just 1 percent of 864,313 calls to the unemployment hotline were answered in one week.



# Up to 1 in 2 Users Are Failing

## Percent Successful by Month (All Devices)



Includes data from counties and cities.



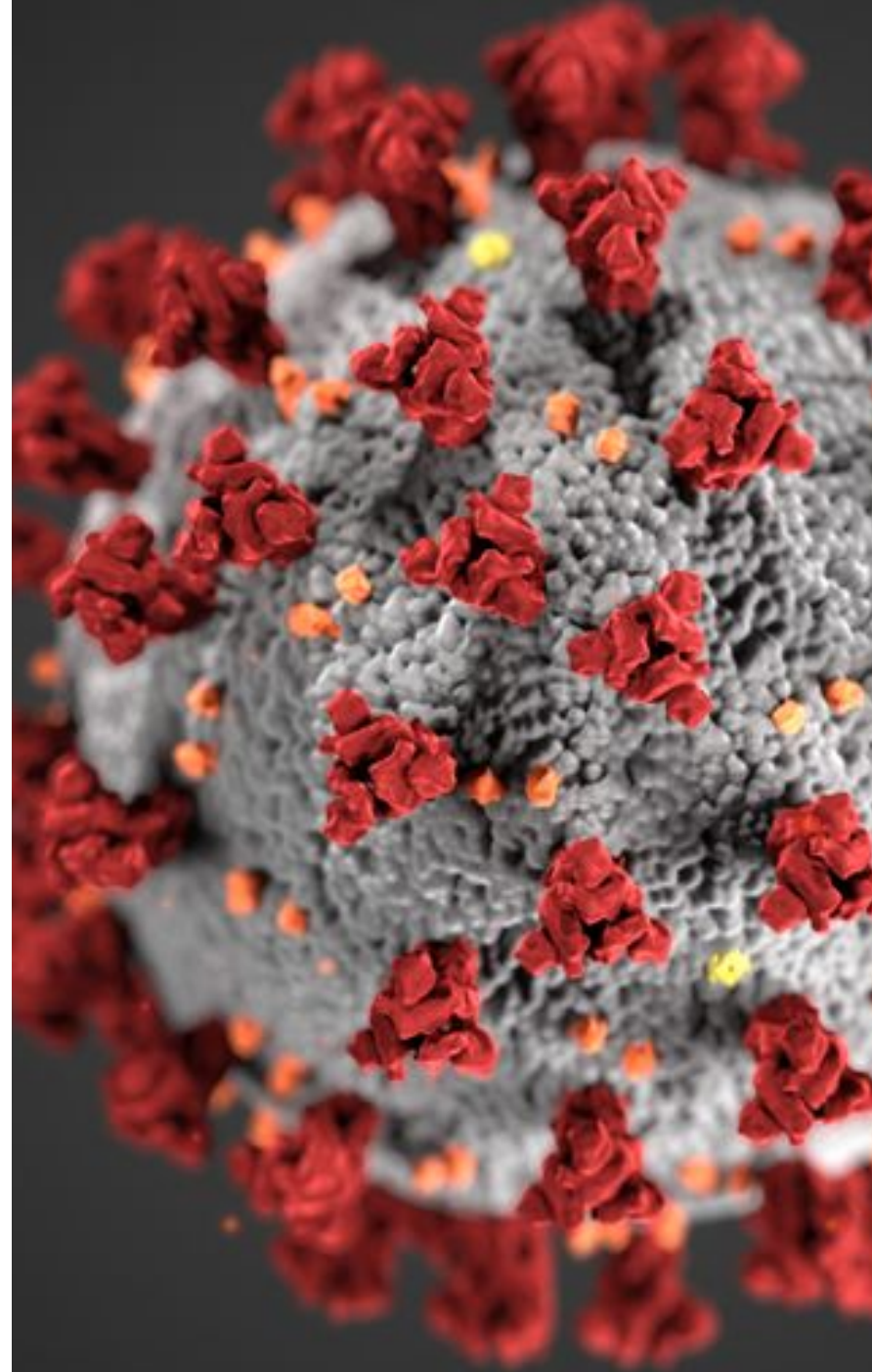


# Transformation from Tragedy?

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## Coronavirus/COVID-19 Pandemic

- >200,000 US fatalities & growing
- **Transformation:** An improved and expanded American digital infrastructure?



# Transformation from Tragedy

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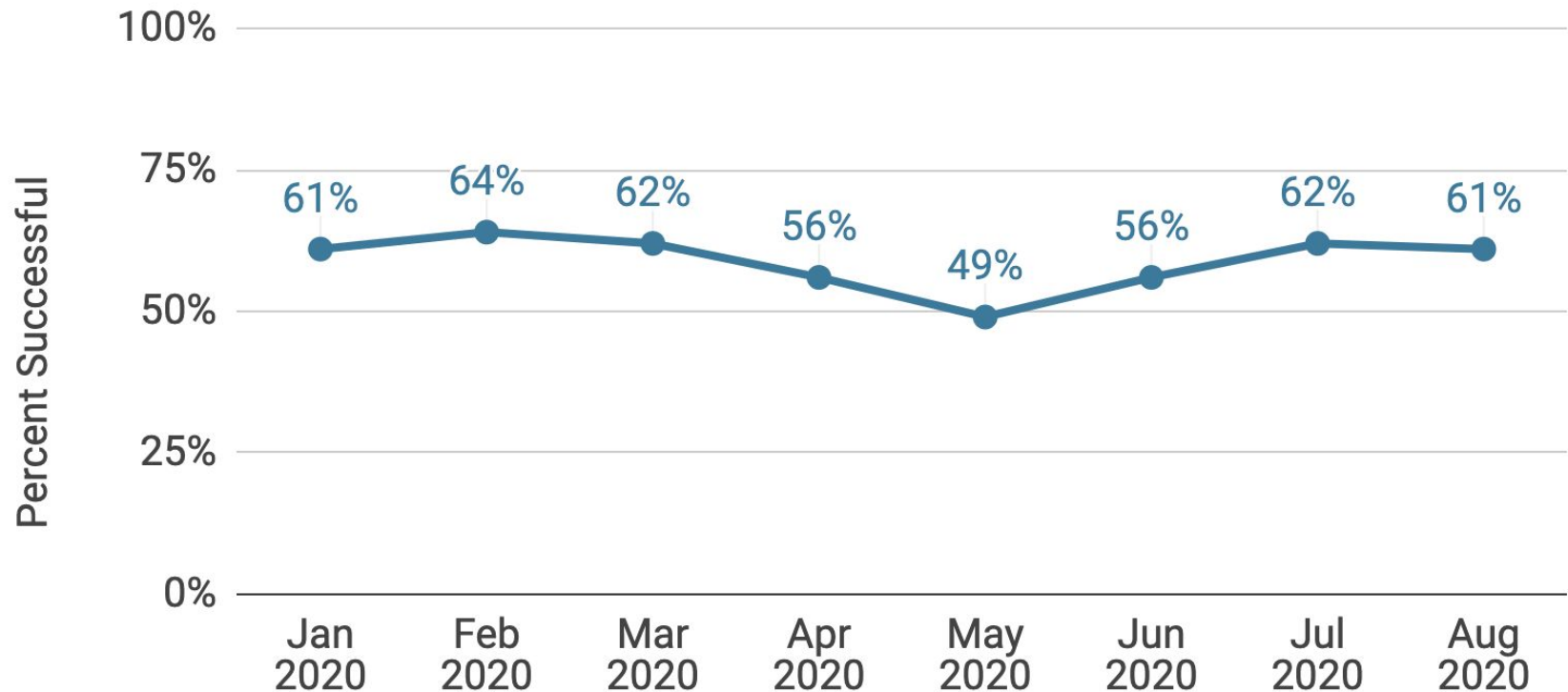
## Triangle Shirtwaist Factory Fire

- 1911
- 146 fatalities in under 20 minutes
- **Transformation:** Industry regulations & worker protections



# We Can Do Better

## Percent Successful by Month (All Devices)

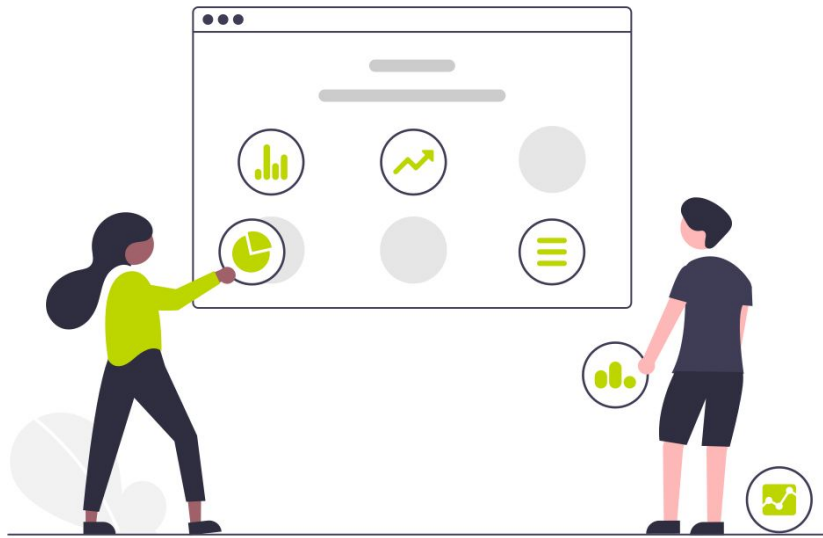


Includes data from counties and cities.



# We Need the *Right* Data

- Resist the myths
- Stop measuring government sector sites with metrics built for the commercial sector



# Data that we hear matters to government sites



**Page views**  
The more the better



**Time on the site**  
The longer the better



**Bounce rate**  
For user satisfaction

Data that  
**actually**  
matters to  
government  
sites

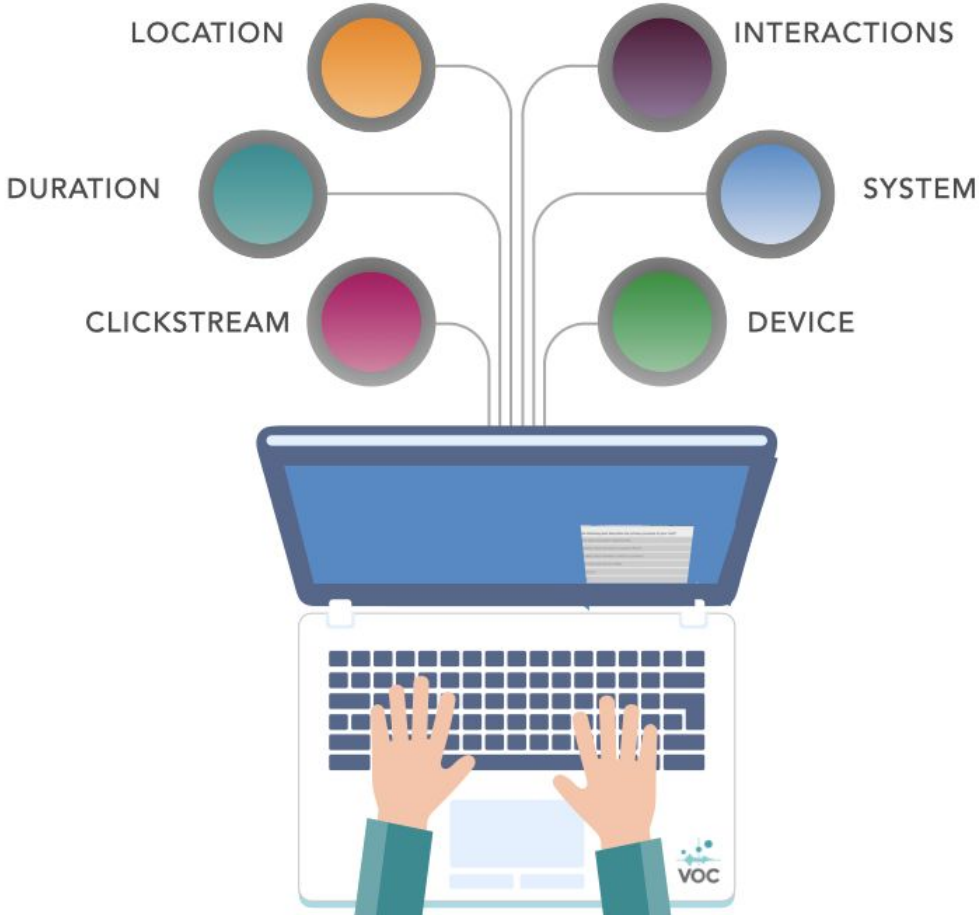


## **User Success**

“Were you able to complete the purpose of your visit today?”



# Our COVID-19 Data



# Trend 1

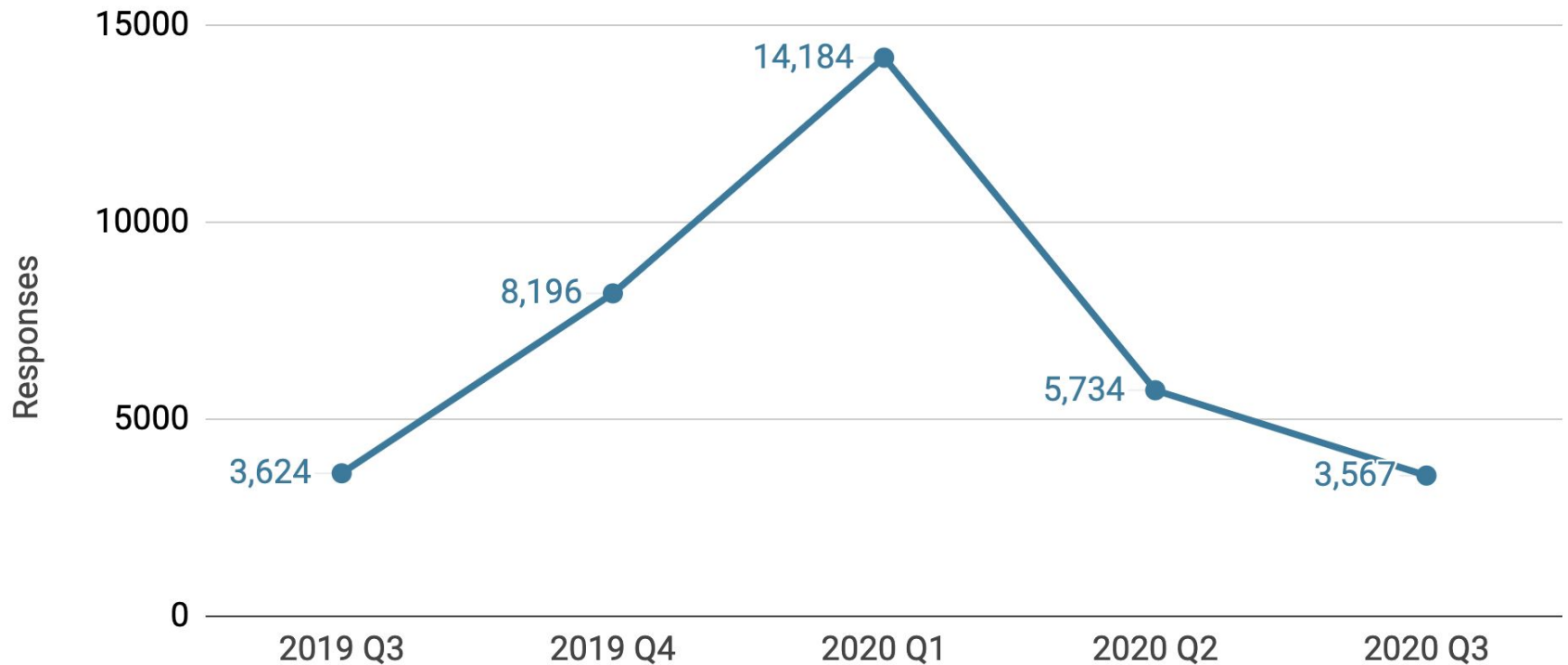
Users need sites that are **more relevant** to their needs.

- Surging interest, but sagging success
- Need to provide information *and* services



# Surging Interest

## Survey Responses (All Devices)

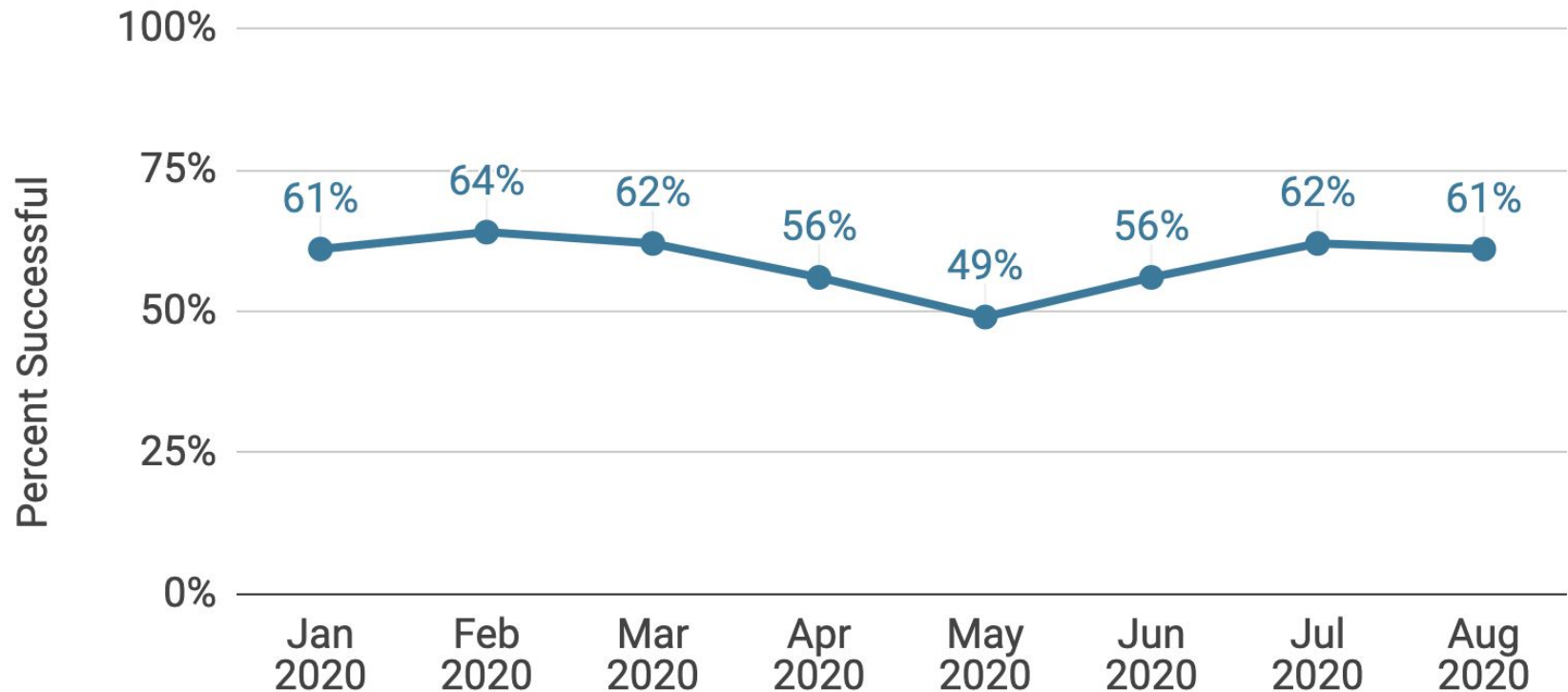


Includes data from counties and cities.



# Sagging Success

## Percent Successful by Month (All Devices)



Includes data from counties and cities.



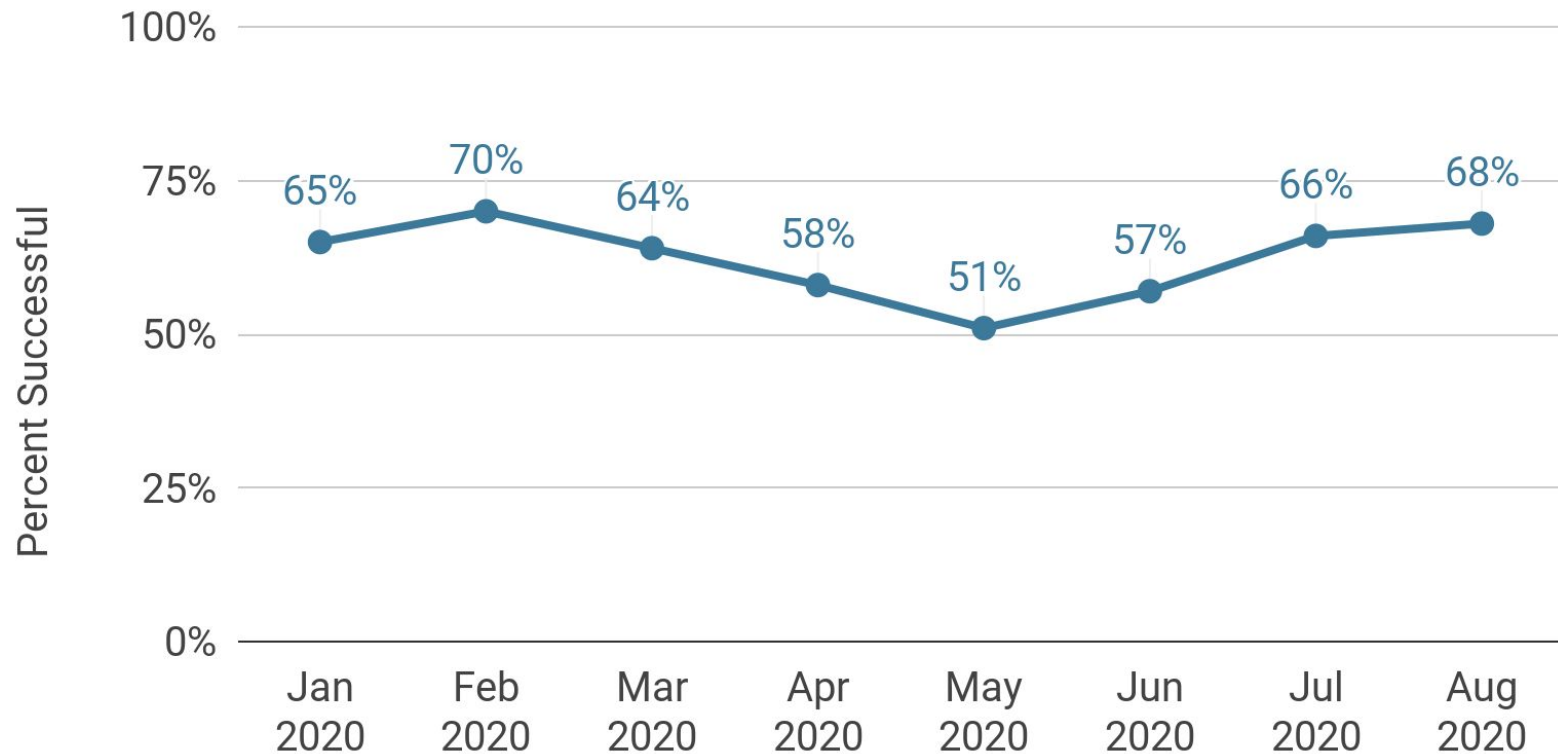
# Trend 2

Users need sites that are **more responsive** to their circumstances.

- Prioritize accessibility
- Adopt a mobile-first mindset

# Success Rebounds ... Sort Of

## Percent Successful by Month (Desktop Only)

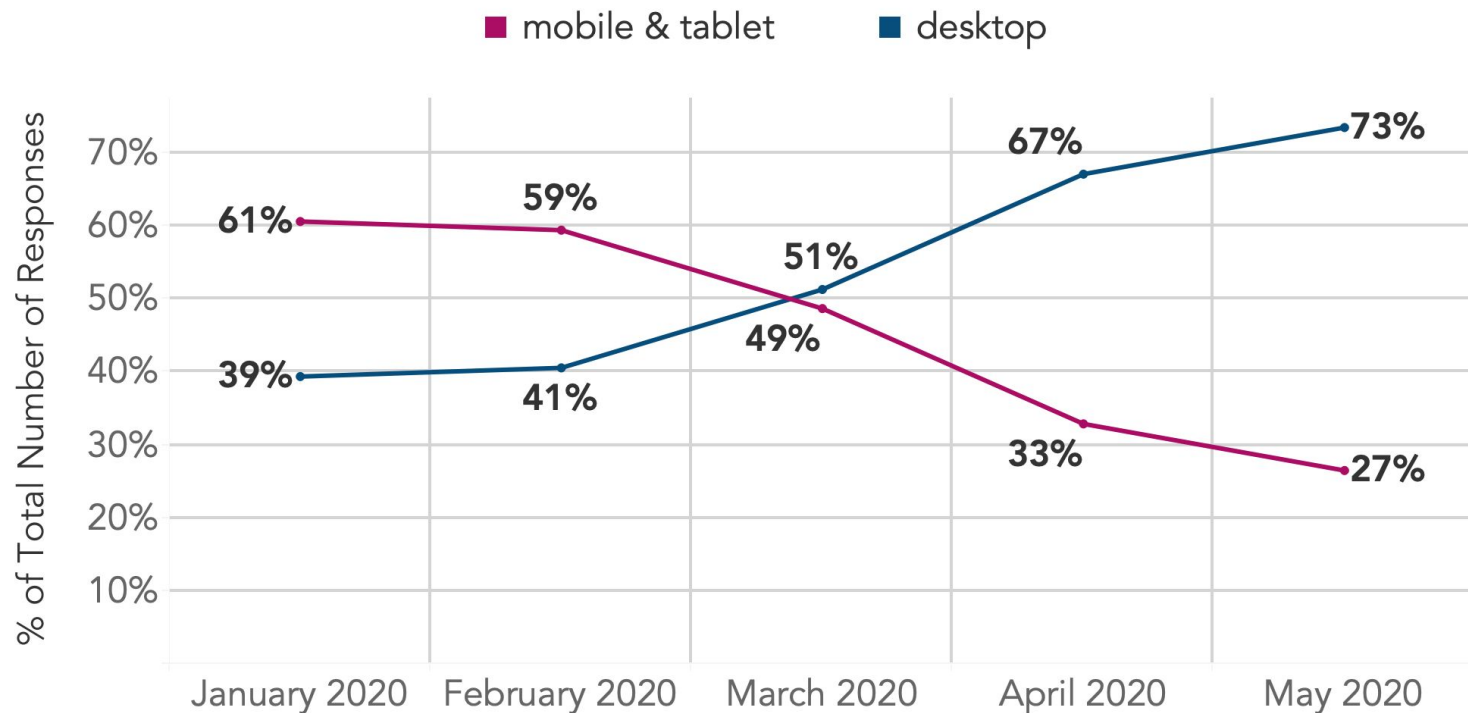


Includes data from counties and cities.



# Users Shift Away from Mobile

## Device Usage by Month

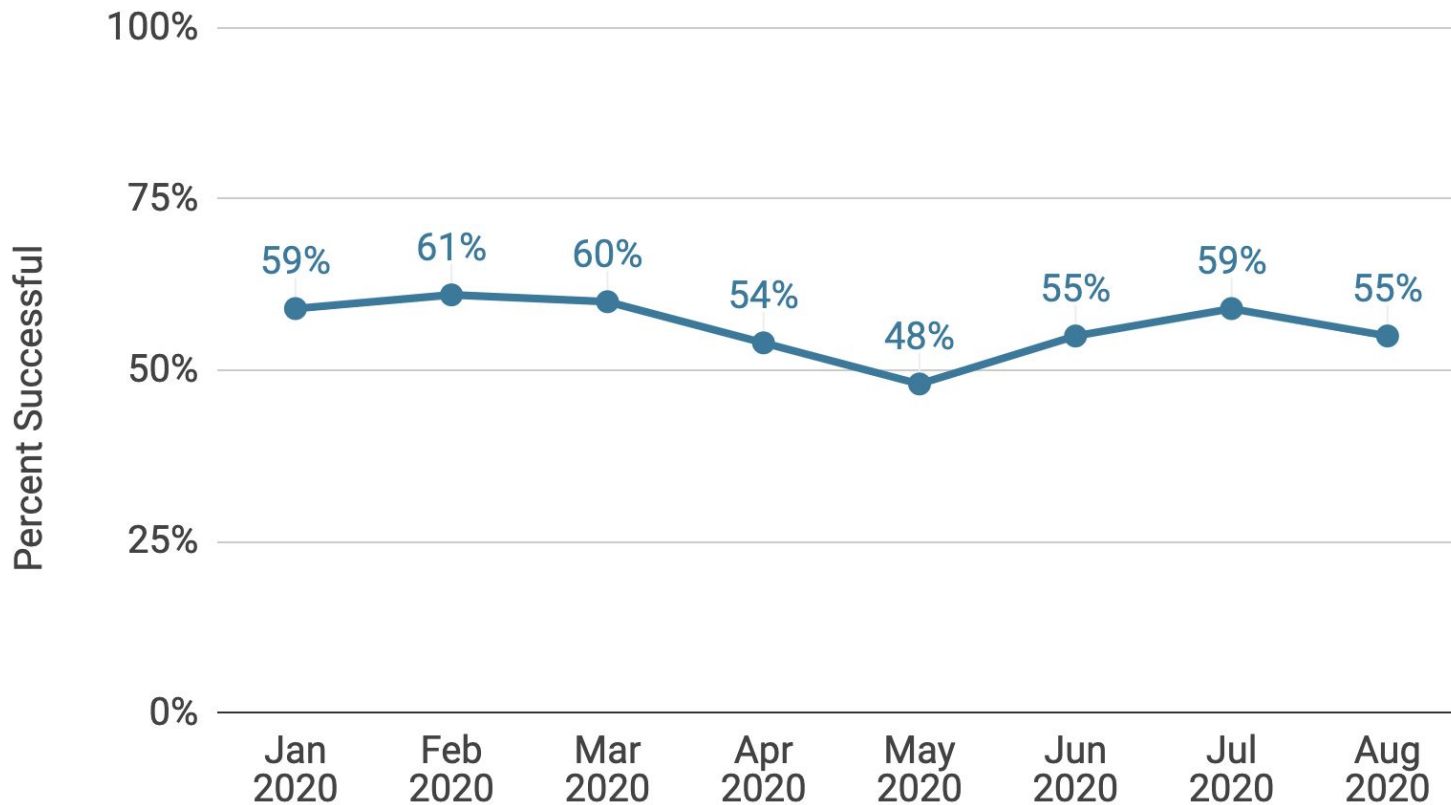


Includes data from counties and cities, utilities, and school districts.



# Mobile Users are Still Struggling

## Percent Successful by Month (Mobile Only)



Includes data from counties and cities.



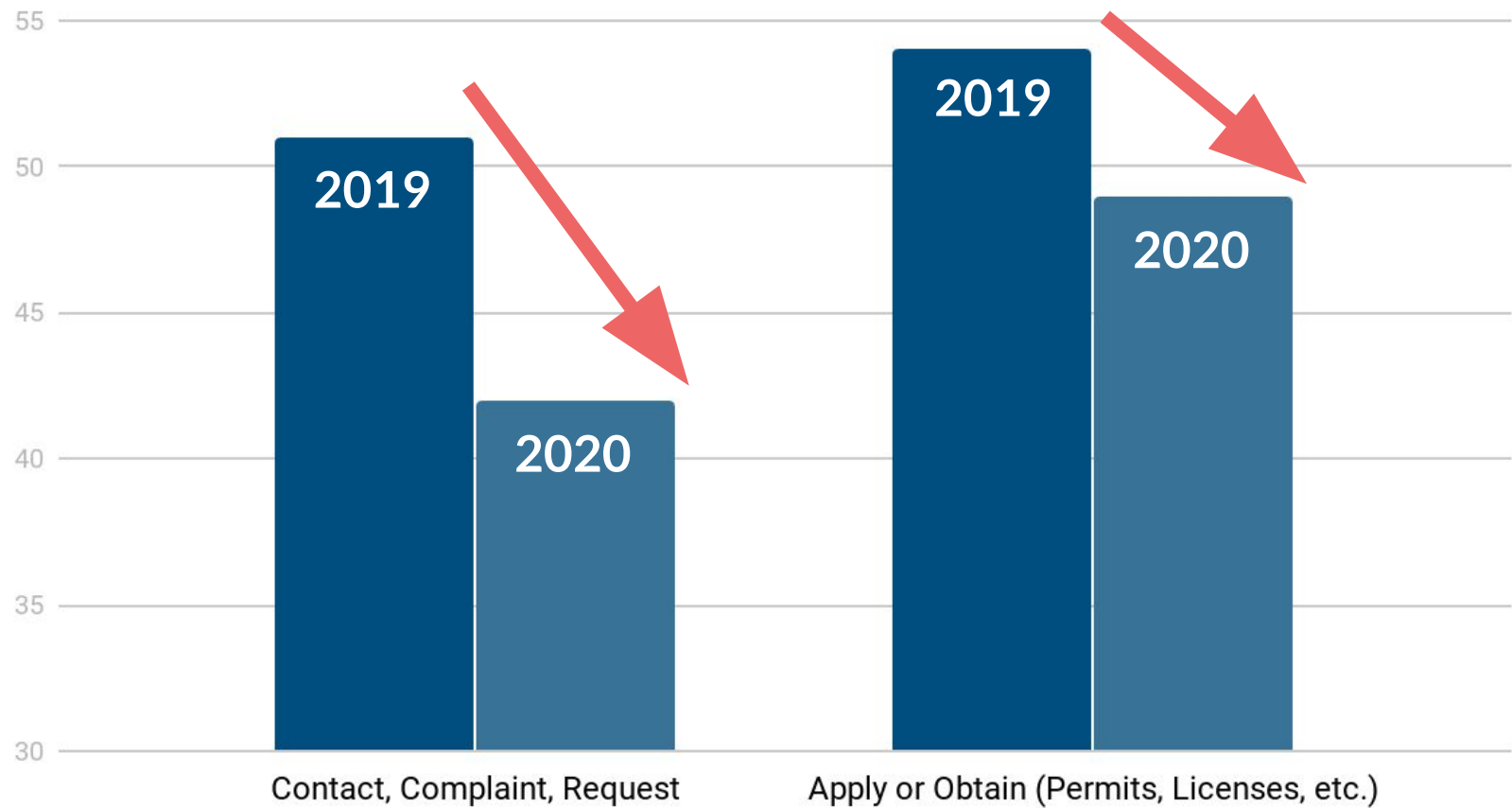
# Trend 3

Users need sites to be **more accountable** for vital communication and services.

- Core government tasks are among the least successful to begin with
- And they've seen the biggest slide since 2019

# Success Rates for Vital Tasks Lag

Percent Successful





# What Does The Data Tell Us?

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We have work to do.

- **Be more relevant** by offering the services users need.
- **Be more responsive** by meeting users where they are.
- **Be more accountable** by providing reliable options for essential functions.



# Change Doesn't Just Happen

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## Triangle Shirtwaist Factory Fire

- Government and industry did not change overnight
- Change came from citizen action and advocacy



What can we do to make this a  
transformational moment?

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## Step 1:

# Start Asking Questions

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- Are we gathering the right data?
- What can we do better, and how?
- Do we know what our users really need?

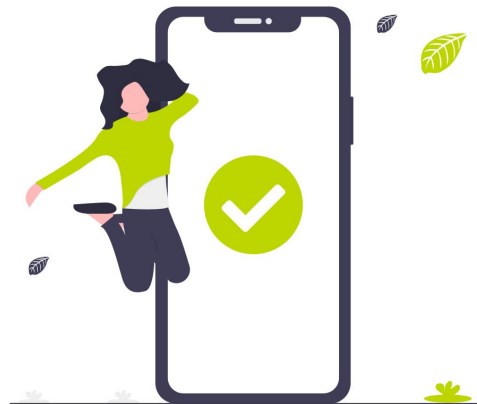


## Step 2:

# Commit to User Success

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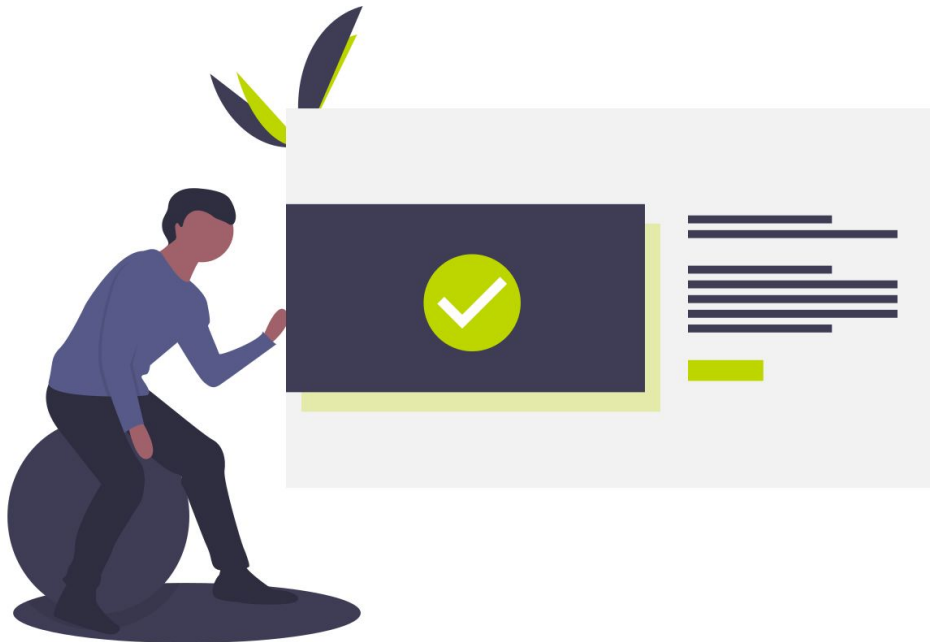
- Become an advocate for your users.
- Get to know who they are and what they need.



## Step 3:

# Take Action Now

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# Site Improvement Checklist

## Improve What Already Exists

## Upgrade and Expand

✓ Conduct a content audit.

✓ Make your pages and content mobile-friendly

✓ Conduct an accessibility audit.

✓ Upgrade your alerts capability and procedures

✓ Conduct a security and technical audit.

✓ Reimagine events/engagement for new and existing users.

✓ Review and streamline the user experience for online service portals.

✓ Install a live chat tool.

✓ Clean up your information architecture.

✓ Adapt services for online delivery and upgrade online service portals.



# What I'm Doing

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- Empowering public organizations to be more relevant, accountable, and responsive in engaging their communities via technology
- Sharing ideas and advocating to remake our digital infrastructure, putting users first



**@HarishIFSight #Drupal4Gov**





# One Year From Now...

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- Drupal GovCon 2021
- What will the data show?



**@HarishIFSight #Drupal4Gov**



Thank You

# Site Improvement Checklist

## Improve What Already Exists

1. Conduct a content audit.
  - a. Review content organization and use of headers.
  - b. Review readability of content.
  - c. Ensure content is up-to-date, with outdated information that could cause confusion removed/archived.
  - d. Avoid unnecessary content maintenance by linking out to reliable sources.

### Content Audit Tools:

- [Flesch Kincaid Grade Level Readability Test](#)
  - Grades complexity of copy
- [Plain Language Checklist](#)
  - Specific to web content; many additional resources available on this site

# Site Improvement Checklist

## Improve What Already Exists

2. Conduct an accessibility audit.
  - a. Look for technical, content, and design issues that may be limiting access (color choices, use of video/audio, etc.).
  - b. Review tasks and services to ensure all steps are accessible to the full spectrum of users.

### Accessibility Audit Tools:

- [Lighthouse](#)
  - Grades accessibility of buttons, links, images, etc.
- [WAVE](#)
  - Accessibility evaluation tool; can be installed as an easy-to-use browser extension

# Site Improvement Checklist

## Improve What Already Exists

3. Conduct a security and technical audit.
  - a. Review procedures and security for CMS access. (Permissions levels, IP whitelisting, etc.)
  - b. Check SSL certificates.
  - c. Confirm online service portals are fully functional.

### Security and Technical Audit Tools:

- [Lighthouse](#)
  - Grades performance, best practices, and SEO

# Site Improvement Checklist

## Improve What Already Exists

4. Review and streamline the user experience for online service portals.
  - a. Clarify instructions and design where you can to facilitate the user experience.
  - b. Anticipate likely user errors when working with the current technology.
  
5. Clean up your information architecture.
  - a. Ensure that pages have clear and distinctive URLs.
  - b. Integrate new information and services into your existing IA to avoid blocking users' flow.
  - c. Adjust your existing information organization to ensure that users can find what they need now.

# Site Improvement Checklist

## Upgrade and Expand

1. Make your pages and content mobile-friendly.
  - a. Review key pages on mobile devices to ensure that mobile users are able to complete tasks and find information.
2. Upgrade your alerts capability and procedures.
  - a. Standardize usage and content.
  - b. Pre-plan pages/content for activated alerts.
3. Reimagine events/engagement for new and existing users.
  - a. Don't go dark.
  - b. Use social media and other platforms to replace traditional events and in-person engagement.
  - c. Welcome new users and take advantage of the opportunity for audience growth.

# Site Improvement Checklist

## Upgrade and Expand

4. Install a live chat tool.
  - a. Review best practices for implementation and usage to ensure that users (and employees) will know what to expect.
  - b. Increase your ability to leverage employee expertise and better assist your users.
  
5. Adapt services for online delivery and upgrade online service portals.
  - a. Implement online alternatives for current in-person services.
  - b. Enhance current online services.