

FAQ: DIGITAL EXPERIENCE IN THE AUSTRALIAN PUBLIC SECTOR

Recent research reports commissioned by the Australian government found that despite a focus on user-centric thinking among government agencies, user experience (UX) maturity remains low. Further, only 56% of Australians were satisfied with the government's digital services. Many government agencies striving to improve UX on digital properties are unsure how to proceed. Here are some typical questions they are asking:

Q: How can Australian public sector agencies self-assess the efficacy of their digital properties?

A: The Federal Government's Digital Service Standard has set the benchmark for designing and implementing the online user experience for constituents. It also assesses how public sector sites have fared against the 13 standards that the Digital Transformation Agency has set down.

Q: What initiatives are in place in other parts of the world that take aim at improving the digital experience of constituents visiting public sector digital properties?

A: In the U.S., the 21st Century Integrated Digital Experience Act (IDEA) compels federal agencies to deliver the kind of web experiences and customer service that consumers typically expect from private sector businesses. In the UK, the Government Digital Service (GDS) released its own digital transformation strategy to improve digital services.

Q: What is the benefit of investing in a better user experience for citizens interacting with Australian public sector digital properties?

A: Recent research finds that each dollar invested in boosting UX at the design stage could return between \$10 and \$100 to the agency. Further, adopting greater clarity in documentation saw a 19% reduction in help desk calls. This led to an annual \$445,000 saving for one agency.

For Australian government agencies looking to improve the digital experience (DX) for their constituents, our e-book offers a systematic approach to tackling three key imperatives: providing citizens timely access to the content and services they want, personalising the experience for each user and adhering to relevant governance and security requirements.

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