

# Transform Government Using UX

APRIL 2022 | [davispier.ca](https://davispier.ca)



User Experience (**UX**) includes every aspect of a user's interaction with a product or service. It is frequently thought of as exclusively related to digital products such as websites or mobile applications, but it includes all touchpoints for a user such as telephone, in-person, or by mail.

**Improving UX** for your product or service can improve your uptake by **400%**<sup>1</sup>.

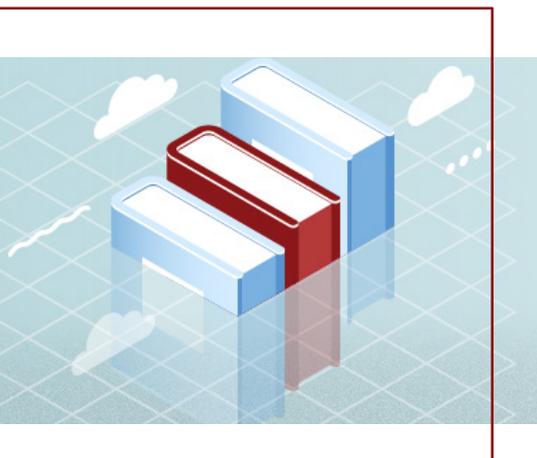
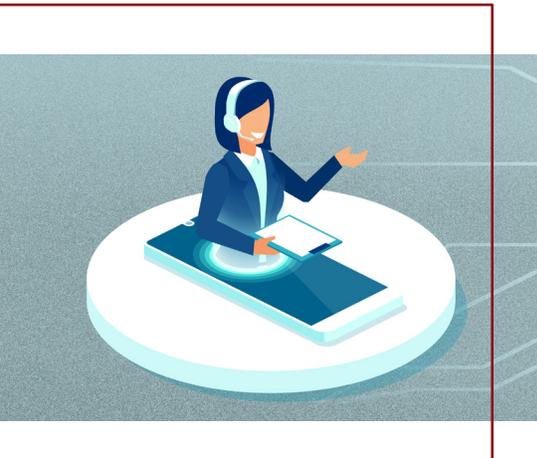
## Five UX Trends Impacting Government

### **Omnichannel** is the new expectation

When thinking of how UX can impact users who interact with your product or service, you might be thinking exclusively of your digital presence. In reality, every touchpoint a user has with your business is considered the user experience. Now more than ever users expect all touchpoints to work together seamlessly. From filling out a form online, to visiting an office, to speaking with someone on the phone – all channels should have an aligned experience.

### **Plain Language** needs to be prioritized

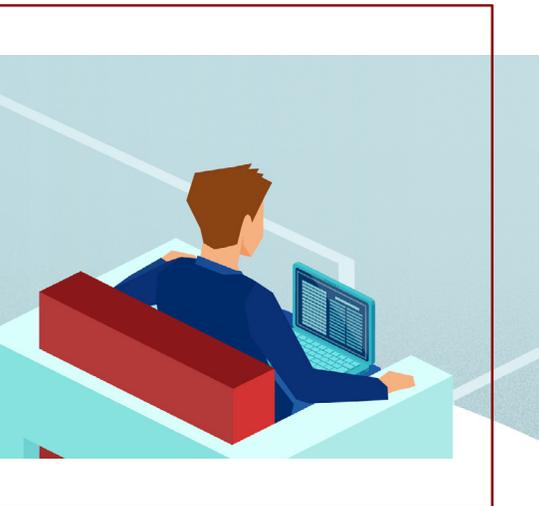
Literacy levels have a significant impact on how users interact with your product or service. With varying literacy levels, particularly within vulnerable populations, it's imperative the language included on your site be as inclusive and accessible as possible. Ditch the jargon.





## **Dated User Interface Design** causes mistrust of services

The old adage is true, people absolutely judge a book by its cover. Users tend to judge a visually appealing site as more usable and trustworthy, making them more likely to use it. If your design looks the same as it did in 2005, or worse, it's time to consider a redesign.



## **Accessibility** cannot be an afterthought

Some provinces, like Nova Scotia, plan to be fully accessible by 2030. But no need to wait – incorporating accessibility into your design ensures everyone has equal opportunity to access your product or service. Plus, it is easier to include accessibility early, versus trying to incorporate it as an afterthought.



## **Good usability** benefits everyone

This might seem obvious, but it warrants stating. Having a better user experience can not only increase the number of people that use your product or service, but it can also reduce the number of help calls staff receive, increase productivity, and increase trust in your services. Win-win-win!

# The 4 Steps to UX Transformation

Incorporating UX into your project can have a significant impact in ensuring your product or service is effective and valuable to those who use it. Understanding users is important every step of the way in your project but if you haven't started yet, it is always better to start now. **Today is always the best day to learn more about your users.**

*Note: not all activities are required for any phase. Work with your UX designer to determine which activities will work best for your project.*

## Discovery

---

The Discovery phase is designed to support developing an understanding of user needs. It is critical to complete this research before launching a new product or service. This can stop effort being wasted on building the wrong thing.

### Activities:

- Requirements Gathering
- User Interviews
- Stakeholder Interviews
- Diary Studies
- Field Studies

## Understand

---

The Understand phase aims to further understand the research collected during the Discovery phase, as well begin to develop ideas for addressing user needs. This is a great opportunity to define scope for the solution.

### Activities:

- Current State Design Review
- Competitive Analysis
- Personas
- Journey Maps
- Behaviour Maps
- Service Blueprints
- Card Sorting
- Low-fidelity wireframes
- High-fidelity clickable prototypes
- Copy writing

## Test

---

Testing the idea is a crucial step for ensuring that what you developed will benefit and provide value to users. Often, this phase is where you will gain the most impactful insights on your design.

### Activities:

- Remote usability testing
- In-person usability testing
- Heuristic evaluation
- Tree Testing
- A/B Testing

## Evaluate

---

After implementation, evaluate the success of your product or service launch and identify areas for further improvement. After this evaluation, you can revisit any step above to continue to refine and improve your product or service.

### Activities:

- Help inquiries review
- Surveys
- Drop-off analysis
- Search-log analysis

## About Davis Pier

Davis Pier is a professional services firm that provides innovative solutions to complex government and social challenges. Our team is made up of over 60 professionals in Halifax, Toronto, and Charlottetown with varied backgrounds including strategists, designers, technologists, project managers, analysts, behavioural scientists and change managers.

We work with public, not-profit, and community sector organizations in Canada and internationally to deliver the services necessary to improve society and the lives of others by designing, planning, and implementing lasting change. Our ability to collaborate with clients and implement these solutions is what sets us apart. The approaches we use to design, plan, and manage change allow us to deliver exceptional value and integrate seamlessly with our clients.

To learn more about our work, please visit [davispier.ca](https://davispier.ca) or email [solutions@davispier.ca](mailto:solutions@davispier.ca)