

Building the Citizen Experience

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Understanding The Challenge

With thousands of use cases to consider, government websites have traditionally provided a limited ability to resolve issues in the digital space. As a result, face to face or phone based interactions have often remained the default means of resolving issues. Over the past few years however, a large amount of research has been conducted into the ongoing interactions between citizens and their government, and new ways of approaching this interaction are coming to maturity. Adobe Commerce is at the forefront of this wave due to its highly extensible framework.

Streamlining Efficiency

One of the biggest challenges is reducing the need for one-to-one, in person service. User experience (UX) efforts here have focused on improving workflows that allow a citizen to complete activities online. This includes centralising services and providing government based citizen accounts to ensure security and authenticity of the process. Adobe Commerce provides advanced user creation and management options with multifactor authentication workflows. This allows easy setup of highly configurable accounts in order to facilitate introduction to various transactional and non-transactional workflows via the application from each users personalised dashboard.

Speaking With Authority

Government sites must also provide authenticity and instill confidence that the information provided online is accurate and can be relied upon when making critical decisions. Adobe Commerce provides an inbuilt CMS to allow for optimal accessibility for all citizens. The frontend design can also be modified to meet any design specifications and allows for easy implementation of accessibility tools including text to speech integrations, adjustable character size options and colour adjustments. As a result, new Adobe Commerce builds

can be easily bought inline with existing local or federal government design guidelines to provide a seamless experience for all users.

Make Finding Information Easy and Useful

Of course, finding information is just as important as having it available in the first place. Adobe Commerce allows for aggregation of information from multiple integrated sources as well as enrichment within the platform itself. Once retrieved, information can then be indexed by the powerful native search engine in order to provide fast and relevant information. This includes the ability index phrases related to each page or index the full contents of each page and provide rankings for each page element in order to determine its relevance to users.

Transactional Workflows

Whether it is paying rates, renewing a license, paying for an event or even one time tax payments, Adobe Commerce has multiple options to ensure the transactional component can be easily worked into the overall workflow. Once the transactional component is completed, information about the transaction can also be passed to integrated services with corresponding workflow information.

Centralising Offerings

Adobe Commerce can also support intergovernmental interactions and offerings such as, internal training courses and events, to more traditional product focused offerings like equipment, though marketplace extension. Each department can be enabled with unique logins allowing setup of specific products and services for display on a shared platform. This platform can be made available to multiple government agencies in order to communicate offerings specific to each department. Multiple versions (storefronts) can be setup to allow for internal and external offerings to be made available from the same application.

Key Business Benefits

- Highly secure framework with regular updates to keep user and service information safe and ensure the latest security improvements are available on a regular basis
- Adobe Commerce allows for a headless approach to the frontend implementation - completely removing any design limitations and allowing incorporation of powerful tools from the Adobe Suite
- Native integration with Adobe Experience Manager to provide a personalised experience for each user
- Optimise through machine learning to understand what users do and tailor search and element displays accordingly
- Ability to integrate to multiple downstream and upstream services such as CRM, PIM, WMS, OMS, CMP and payment gateways to ensure that relevant service and product data can be aggregated for display and personal data can be passed onto other services for follow up and fulfillment where required
- Core application can be extended easily to fit complex requirements
- Accessibility enhancements can be integrated quickly to ensure compliance with government regulations

Customer And Industry Types

- Federal governments, Government departments, State governments, Local councils

Why Magento?



Multiple payment options available out of the box for consumer ease



Powerful native search engine indexes products, services and other content pages to ensure that user searches return relevant information and results



Scalable architecture ensures the application can be setup to handle a large number of concurrent users



Large marketplace of extensions allows for easy modification of the core product for a wide variety of use cases



Constant feature and security updates to ensure platform is secure



Multiple accessibility integrations available to ensure compliance with government regulations



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