

San Francisco Digital Services

When strategy meets public service

UX Research and Strategy in Government

May 12, 2021

Intro

What is 'Digital Services?'

What is Digital Services?

We are a growing team of designers, product managers, and engineers within City government.



Bringing the city online

We work in partnership with other City departments to improve their public services and content.

Many of which are legacy tech or on paper.

Intro

What we do

What do cities do?

Fortune-telling permit

Marriage licenses

Plant street trees

Visit someone in jail

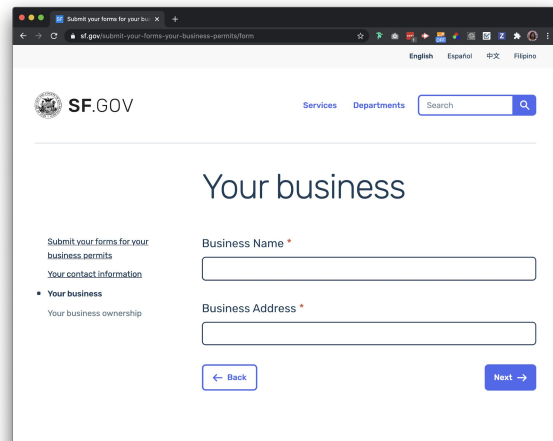
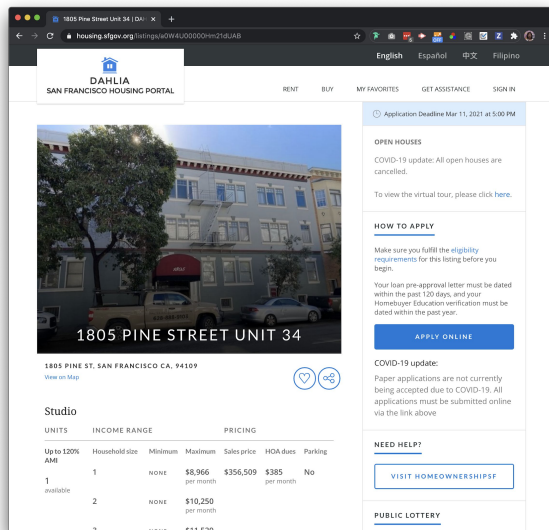
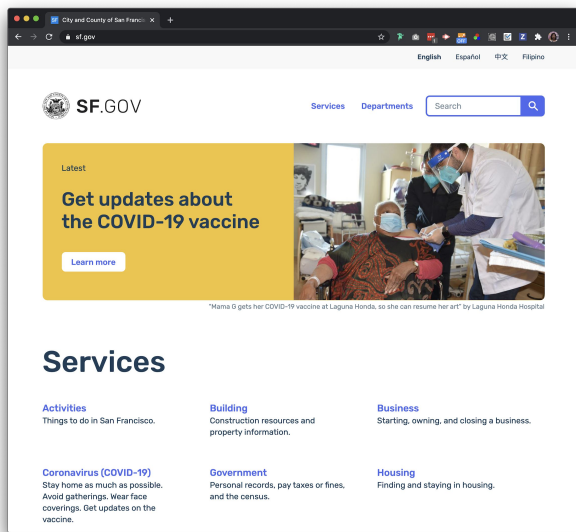
Public art

Foster pets

Painting curbs

...and pandemic response!

What *our* team works on



City-wide scale

We centralize stuff that's hard to do in government:

- Single web presence
- Design standards
- Platforms for forms and communications
- Translations and accessibility
- Integrations between department systems

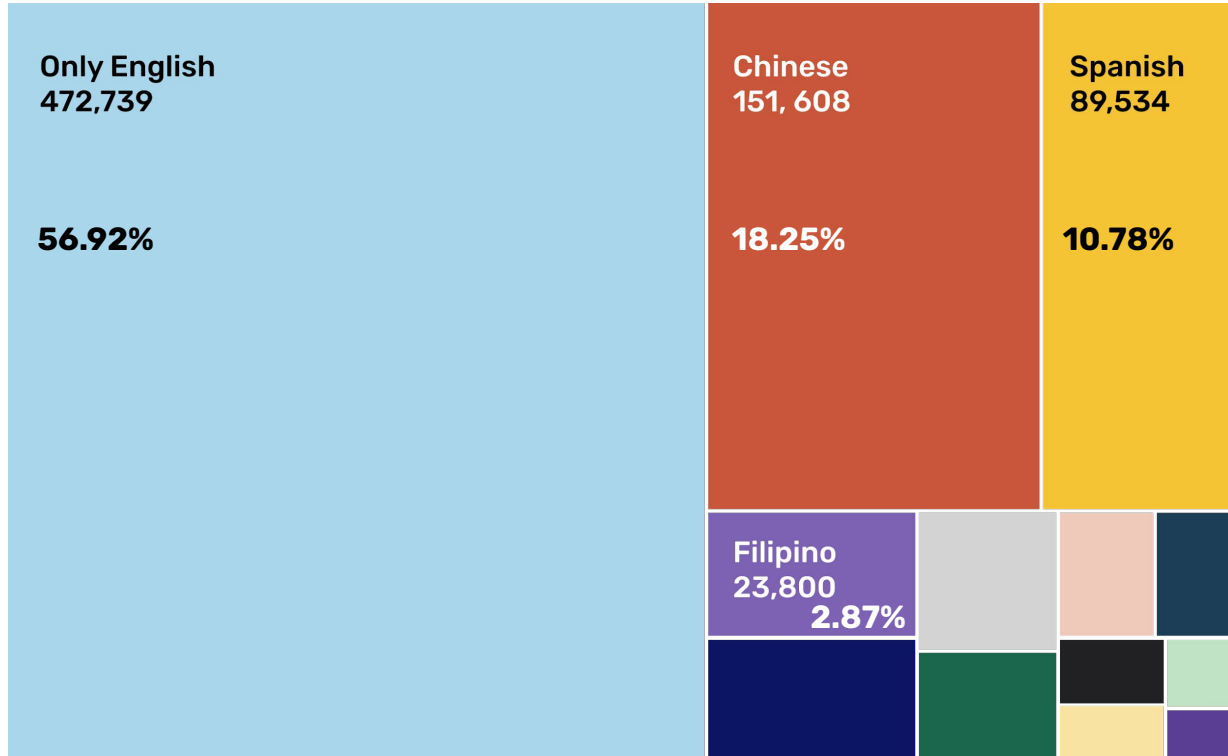
Overview

Why we do it

How do digital services discriminate?

- It isn't formatted for all screens, phones, or browsers.
- It uses language that's hard to understand, with words that only experts know.
- It uses images that hog bandwidth, take a long time to load, and can't be understood by screen readers.
- It makes it hard to get what you need.

What languages does SF speak?



In San Francisco, 95,000 people with disabilities, some with multiple

- Mobility: **50,739**
- Independent living: **43,232**
- Cognitive: **36,851**
- Sensory: **35,748**
- Personal care: **24,640**

True stories

Tales from the pandemic





1-20 →

← 21-43





celor
City of San Francisco Health

Welcome to CityTestSF

8'2"

Minimum
Clearance



Testing
Facility

Keep vehicle
and equipment
moving up
and out of
facility at all
times

Entrance
Appointment Only





三藩市， 齊檢測！



停止傳播。
今天就預約您的檢測。

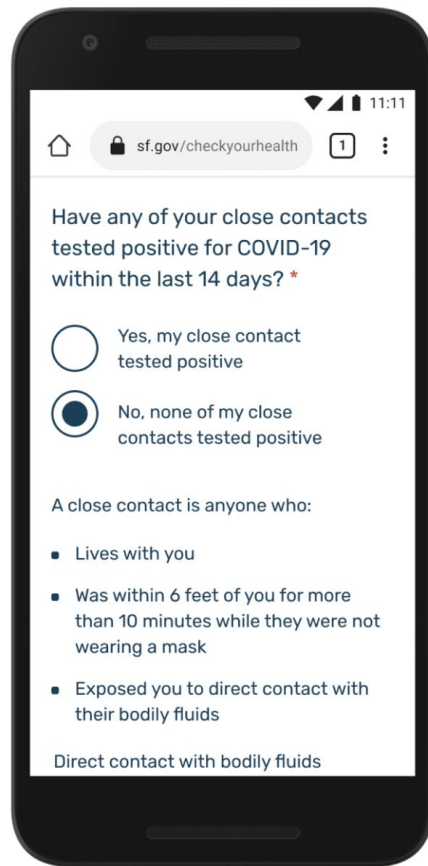
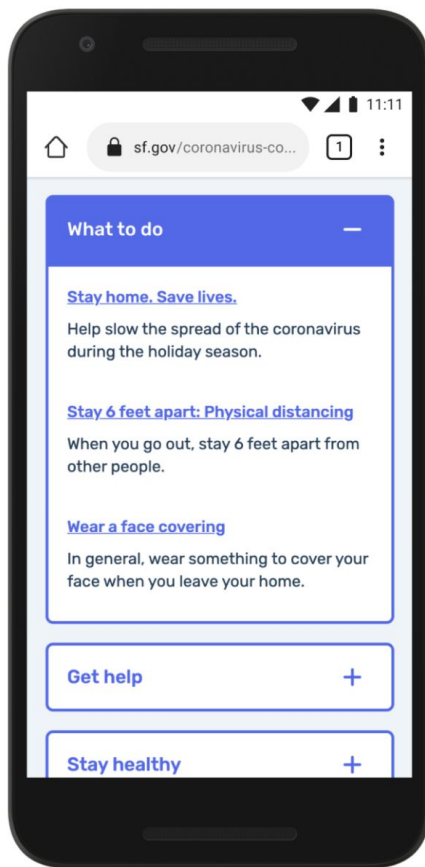
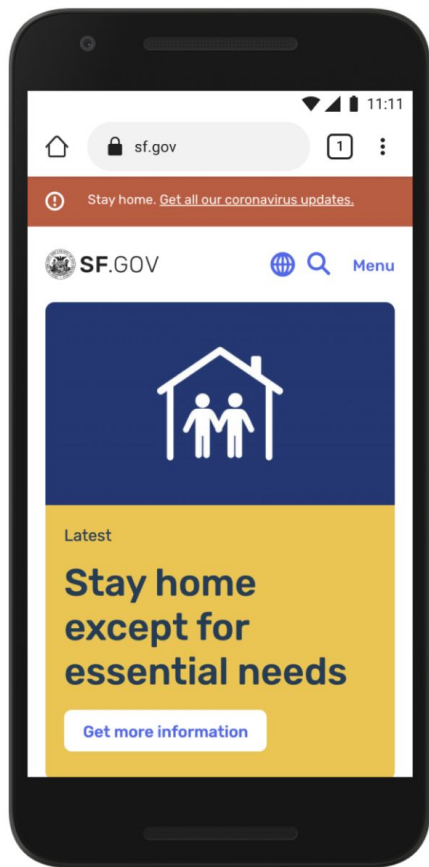
- ✓ 免費檢測
- ✓ 無需保險或醫生證明
- ✓ 檢測結果可於1至3天內取得

欲知自己是否符合檢測資格，請瀏覽 sf.gov/GetTestedSF
或致電 **311**。

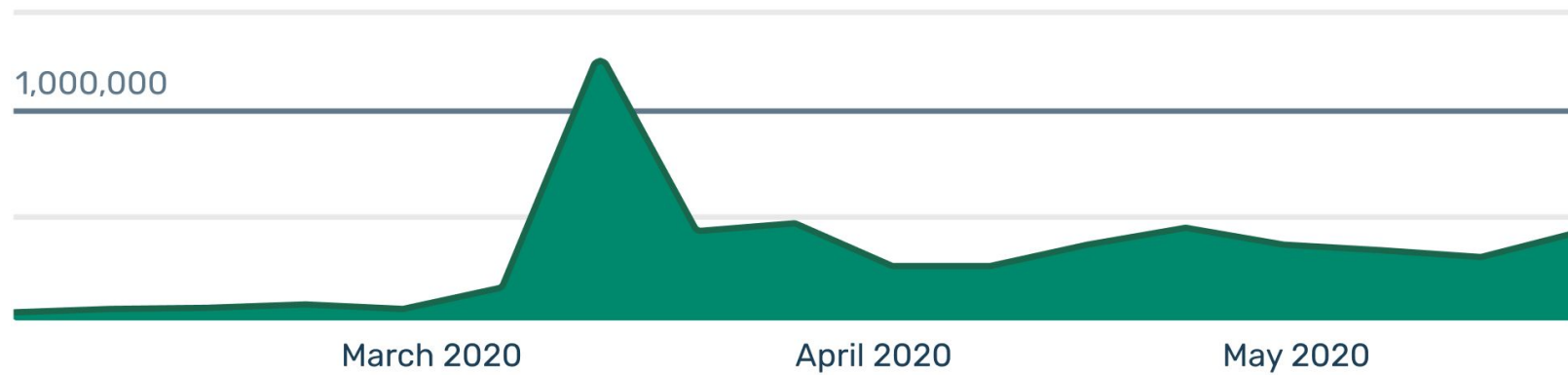


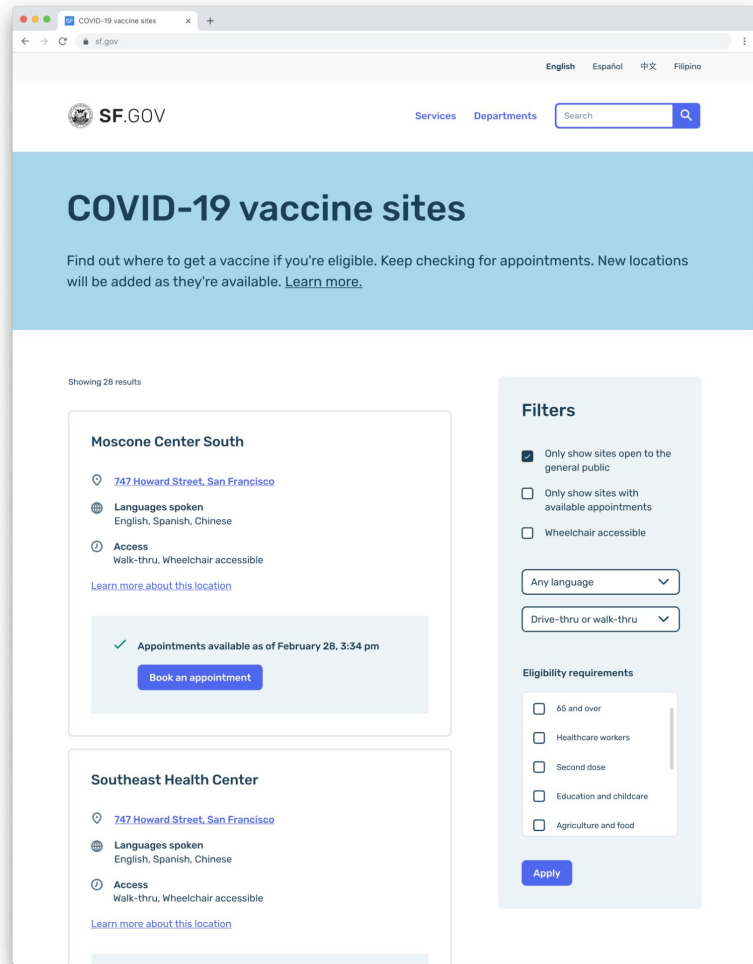
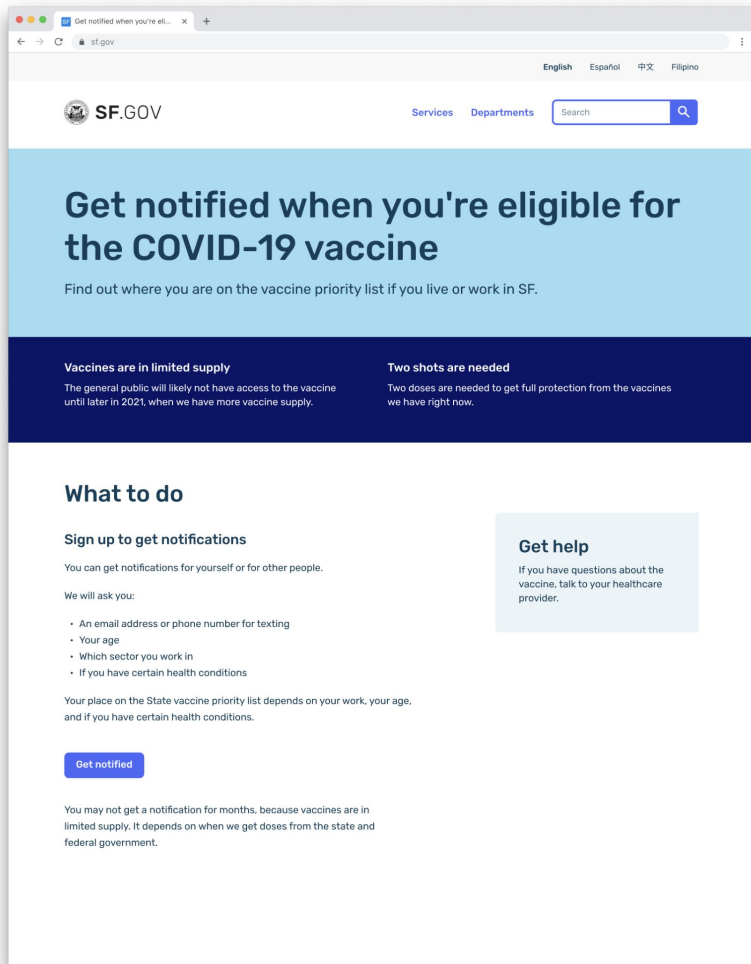
City & County of San Francisco
Department of Public Health
三藩市公共衛生局





Pageviews per week







“If we can open, that would be one step. If we can break even on expenses, that would be the next step. If we can do as well as before, that would be awesome.”

— San Francisco business owner



What's hard in a government environment?

Being constrained by policy or politics

Connecting to a diverse audience of all San Franciscans

Identifying who is a stakeholder

Discussion