

ITAPA 2013 International Congress: Putting IT together
12th –13th November, 2013, Bratislava

eGovernment in 2020 and beyond

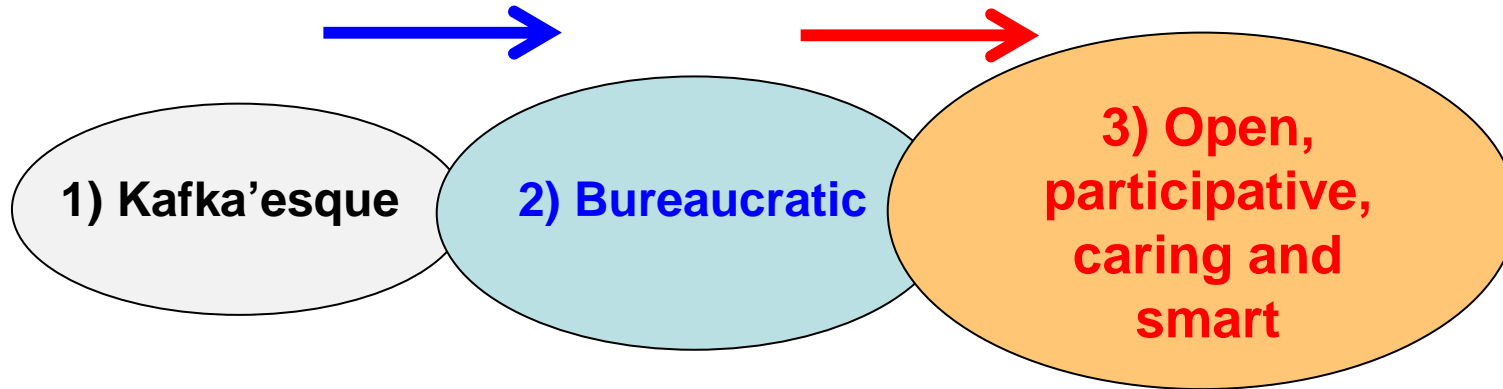
Getting personal

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Context: the three ages of government



- Arbitrary
- Random
- Disconnected
- Fragmented
- Coercive

- Rules-based
- Administrative
- Professional
- Top-down
- Gov-centric
- One-size-fits-all

- Open & transparent
- Collaborative
- Responsive & participatory
- Outcome-based
- Both innovative & stable
- Both bottom-up & top-down
- User-centric & user-driven
- Both evidence- & values-based
- **GETTING PERSONAL**

UK “best in class” one-stop-shop, sophisticated navigation portal

Cost c. £60 million p.a., 2007 – 2012: www.direct.gov.uk

The screenshot shows the Directgov website interface. At the top, the Directgov logo is on the left, and navigation links for 'Cymraeg', 'Accessibility', 'Help', and 'Site index' are on the right. A search bar is located below the logo. The main content area features a large green banner for 'Spring Online' events, with a sub-header 'Getting started online: help for older people' and a link to 'Find a Spring Online event'. To the right of the banner is a 'Most popular' list with items like 'Job search', 'Cold Weather Payment', and 'Student finance'. Below the banner, there are several categorized sections: 'Diamond Jubilee' with a Union Jack image, 'Hosepipe bans' with an image of a hose, and 'Straight to...' which lists various services such as 'Motoring', 'Education and learning', 'Money, tax and benefits', 'Home and community', 'Travel and transport', 'Caring for someone', 'Environment and greener living', 'Parents', 'Employment', 'Young people', 'Disabled people', 'Pensions & retirement planning', 'Crime and justice', and 'Health and well-being'. On the far right, there is a 'Volunteers aged 18-25 wanted' section with a photo of two people and a text prompt.

Directgov
Public services all in one place

Cymraeg | Accessibility | Help | Site index | **A A A**

Search this site **Go**

Home | Contacts | Do it online | Newsroom | Video


Monday, April 23, 2012
HM Government

Getting started online: help for older people

This week, Spring Online events around the country will help thousands of older people get to grips with computers and the internet

▶ Find a Spring Online event


Diamond Jubilee



The Diamond Jubilee celebrations will take place around the weekend 2-5 June

▶ Diamond Jubilee events

Hosepipe bans



Hosepipe bans came


Straight to...

- ▶ **Motoring**
Car tax, Learners, Driving licence...
- ▶ **Education and learning**
Student finance, University, 14-19s...
- ▶ **Money, tax and benefits**
Benefits, Taxes, Benefits adviser...
- ▶ **Home and community**
Housing, Council Tax, Flooding...
- ▶ **Travel and transport**
Journey planner, Passports...
- ▶ **Caring for someone**
Carer's Allowance, Support services...
- ▶ **Environment and greener living**
Saving energy, Recycling, Pollution...
- ▶ **Parents**
Preschool, Schools, Childcare...
- ▶ **Employment**
Jobs, Redundancy, Holidays, Pay...
- ▶ **Young people**
Money, Work and careers, Leisure...
- ▶ **Disabled people**
Financial support, Housing, Rights...
- ▶ **Pensions & retirement planning**
State Pension, Plan for retirement...
- ▶ **Crime and justice**
Types of crime, Victims, Prevention...
- ▶ **Health and well-being**
Heathy living, Health services, A-Z...

Most popular

- ▶ Job search
- ▶ Cold Weather Payment
- ▶ Student finance
- ▶ SORN
- ▶ Income Support
- ▶ Car tax
- ▶ Driving theory test
- ▶ Attendance allowance
- ▶ Jobseeker's Allowance
- ▶ Passports
- ▶ More online services

Volunteers aged 18-25 wanted



Want to make a difference to some of the world's poorest communities?

But not everybody thinks so.....

Challenged by a small group of hackers (from 2009)

Directionlessgov

Search more than 6 million pages of UK government info, instantly!
Using direct.gov.uk and Google search.

Directionlessgov.com is the result of a small effort by members of the Democracy.org.uk Collective.

We got so fed up with the general uselessness of the [multi-million pound shambles](#) otherwise known as the [Direct.gov.uk](#) portal, that we decided to build something better in under an hour. Sadly, we ran catastrophically behind schedule, but we still finished before lunch.

For free. Think of it as a gift. When it comes to searching for relevant UK Government resources, we think it beats Direct.gov.uk hands down. Don't believe us? Just compare the two.

Enter a search term and optional postcode

Search

e.g. Recycling Manchester or Health SW2 1RW

3 random searches

- [brown](#) (direct.gov.uk)
- [cavity wall insulation](#) (direct.gov.uk)
- [scotland travel](#) (direct.gov.uk)

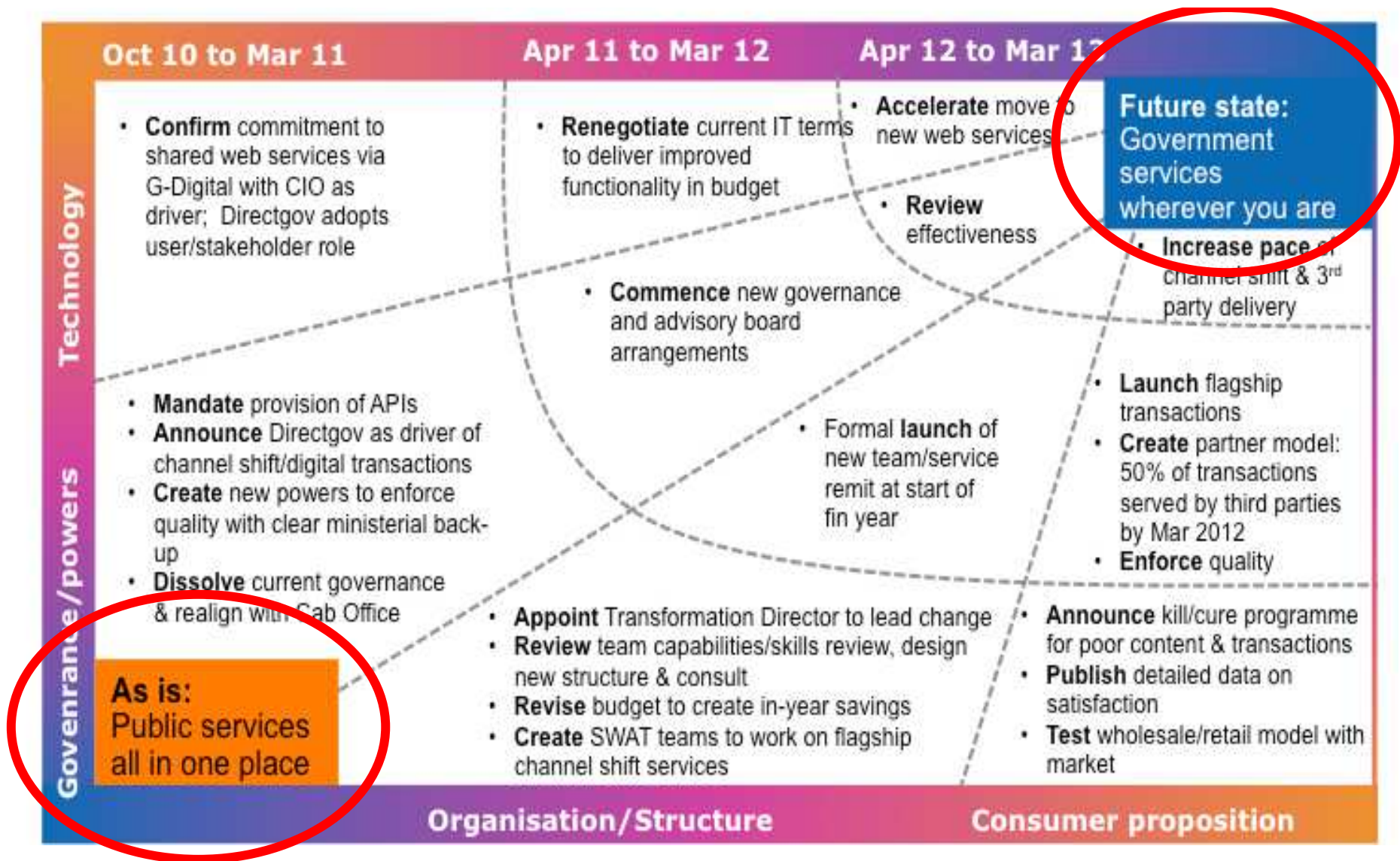
<http://www.directionlessgov.com>

Today, after alpha and beta versions and then full launch

.....and winning the UK's top design award originally set up for industrial product and service design (summer 2013)



UK "push" model



Changes in user behaviour

From “pull” to “push”

- many stops



- no wrong door

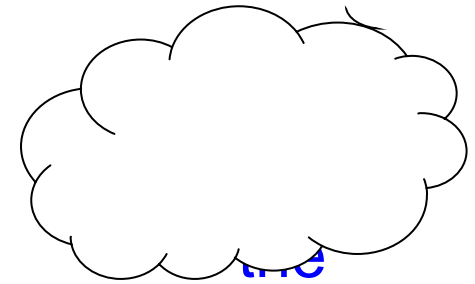


- one stop – portal: **WHERE MOST ARE TODAY**



- personalised push services in and from cloud: *e.g. UK's Service Design Principles for 2014:*

- delivered direct to individual user
- who ever, where ever, whenever*** they are
- use of **”design-thinking”** holistic principles where the ”government does the hard work to make it simple for users”:
 - matching personal needs
 - with service journeys



For example: personal proactive services in Taiwan

From “pull” to “push”: “e-housekeeper notification” select from list of 203 services

The screenshot shows the 'My e-butler' website interface. At the top, there is a navigation bar with links for Site Map, Mobile, Member Center, About e butler, Correction informed, Registration, and Log in. A search bar is also present. Below the navigation bar, there are several buttons: Service List (highlighted), Public Message, In the living, My Stuff, GALLERY, FAQ, and Related Sites. The main content area is titled 'Service List' and features a sidebar on the left with a search bar and a list of categories. The main content area displays a 'Subscribe theme' section with a description, followed by a grid of service cards. Each card includes a small alarm clock icon, a title, and a description. The cards are: 'Newlywed married', 'Tax Finance', 'Examination of employment', 'Healthcare', 'Living expenses', and 'Instant message subject'. Each card also has a 'New' badge.

Site Map Mobile Member Center About e butler Correction informed Registration Log in

全文檢索查詢

Service List Public Message In the living My Stuff GALLERY FAQ Related Sites

Home / Service list / theme Subscribe

Font Size sm medium

Authorized agent mechanism managed Edit Subscription Service

服務檢索查詢

- All (203)
- Subscribed (0)
- Not subscribed to (203)
- New on-line services
- Personal service subscription list
- Subscribe to Public Information
- Thematic subscription (6)**
- Health care (14)
- Home life (64)
- Transportation (12)
- Social Welfare (50)
- Education and Learning (29)
- Culture and entertainment (6)
- Taxation and finance (18)
- Job Employment (10)

Subscribe theme
Providing Focus service concept departure, according to a variety of different user groups on the nature and needs of the e butler existing services and information to carry out thematic design and packaging, so that users can define, once for all with the theme-related services and information .

Newlywed married
This service provides: Marriage is the life of another starting point, a small alarm clock will be about the wedding, housing, child care related notification service together, you can find a nanny in this topic childcare fee subsidy audit, New neonatal vaccination notice, the property tax levy notification service, allowing you to

Tax Finance
This service provides: Tax types are just too complicated? Small alarm clock to help you master the tax schedule, all tax-related services for tax collection of themes, such as local taxes, tax message notification service, land, licenses, property tax levy individual income tax refunds of the prior notice and notice your convenience check the

Examination of employment
This service provides: a collection of small alarm clock certification exams, skill tests and other examinations notification service in the employment theme, in addition to job openings matching notices, etc. Oh and employment-related service, New allowing you to select the required service, a subscription, quickly have exam employment-

Healthcare
This service provides: Modern increasingly focus on yourself and your family's health, small alarm clock to collect health checks and other health-related information, especially for children's services, such as neonatal vaccination notification services and prevention of children aged 0-7 NHI health service notifications, allowing you

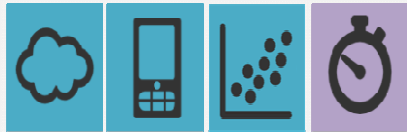
Living expenses
This service provides: Every month,

Instant message subject
This service provides: small alarm

Location-driven service personalisation in Taiwan

Service
Excellence

Towards Digital
“Life Dashboard”
with “Life Map”



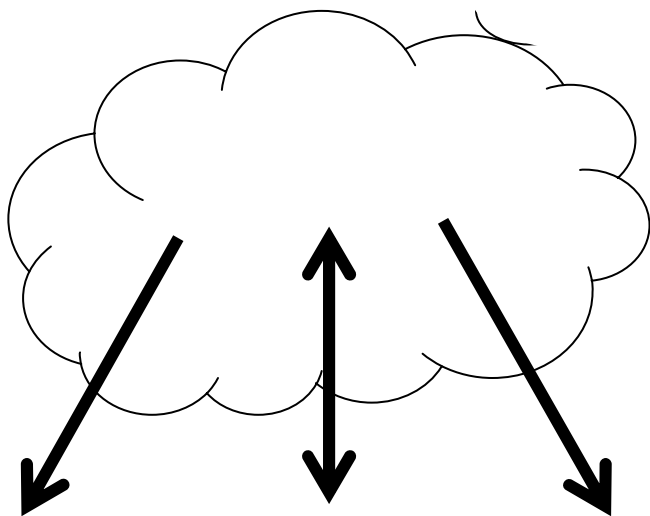
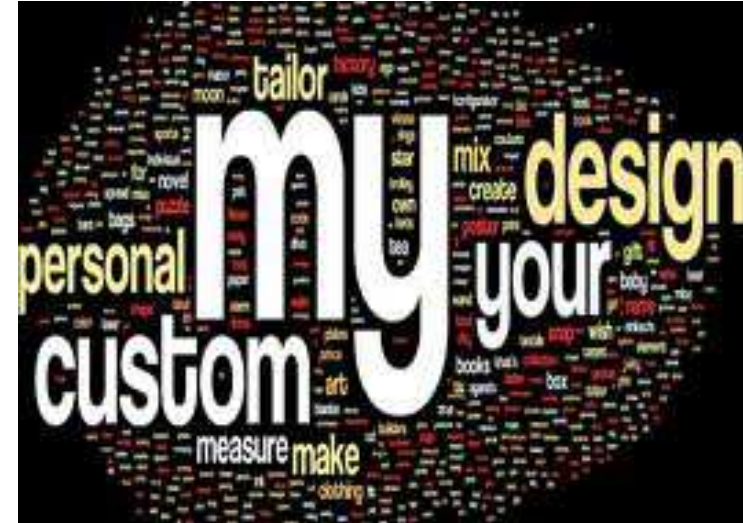
“Just in time” and “last mile” public services;
also “delivered to your door”

Carry government in your pocket;
alerts you when it can be of service

“Mass customisation” in e-government

Joe Pine (1995)

**Mass customisation:
“fundamentally customers
don’t want choice
– they just want exactly
what they want”**



Both “pull” and “push”

- Government as a personal assistant (and intelligent agent)
- Switching between “pushing” services it **“knows”** individuals want or need
- ...and “empowering users to “pull” what they **“want”**

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Ďakujem !!

Čo chceš ??

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