eGovernment in 2020 and beyond

Getting personal

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Third
Millennium
Governance

Context: the three ages of government
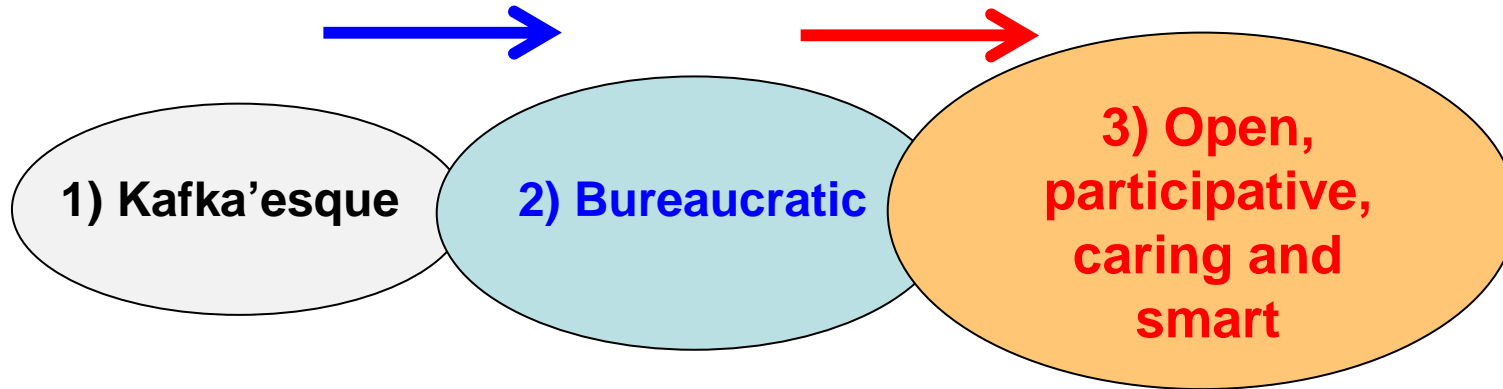
```
    ┌──────────────┐    ┌──────────────┐    ┌──────────────────┐
    │ 1) Kafka'esque│    │2) Bureaucratic│    │   3) Open,        │
    └──────────────┘    └──────────────┘    │  participative,   │
                                             │   caring and      │
                                             │     smart         │
                                             └──────────────────┘
```

• Arbitrary	• Rules-based	• Open & transparent
• Random	• Administrative	• Collaborative
• Disconnected	• Professional	• Responsive & participatory
• Fragmented	• Top-down	• Outcome-based
• Coercive	• Gov-centric	• Both innovative & stable
	• One-size-fits-all	• 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

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)
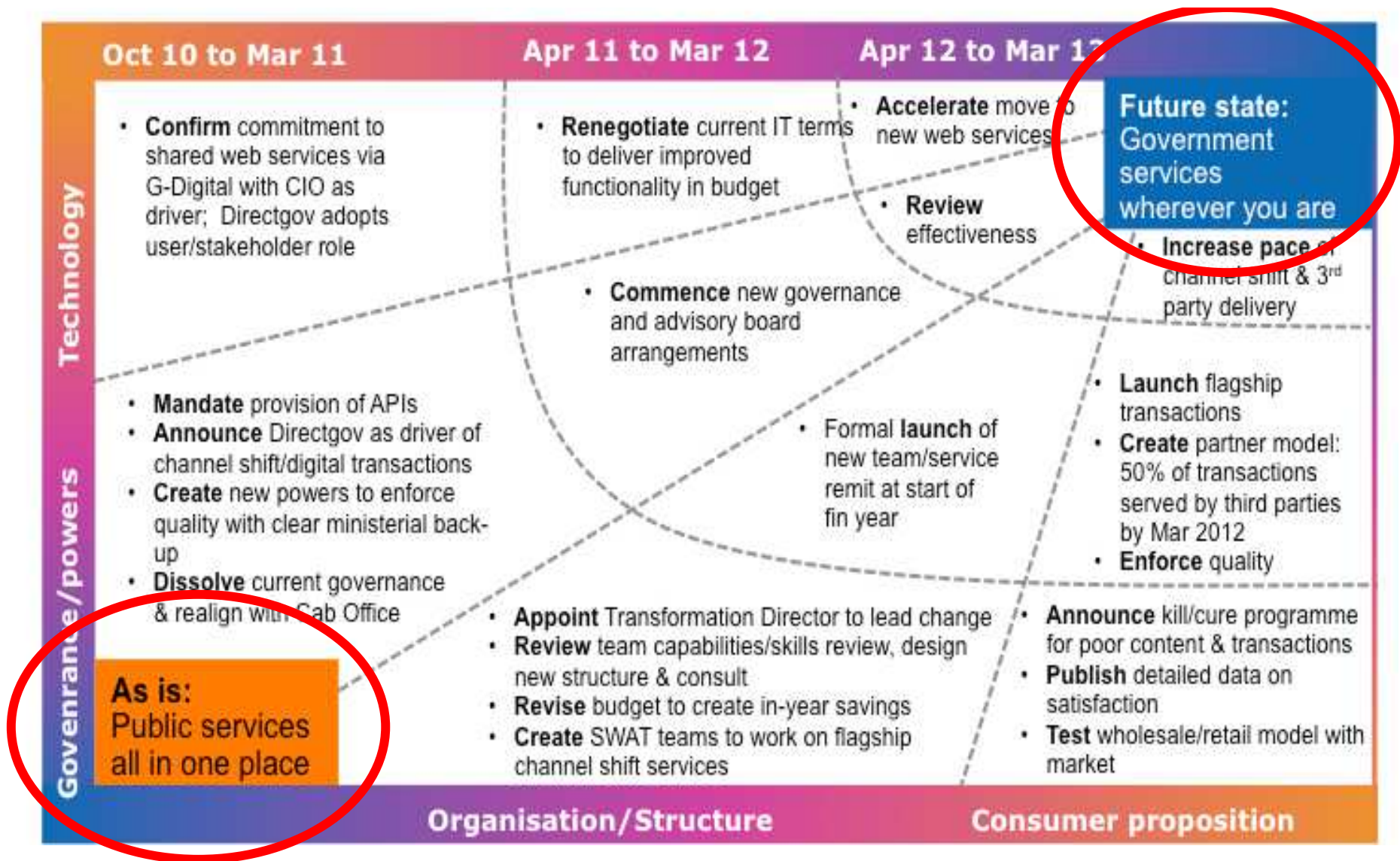- scotland travel (direct.gov.uk)

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

Oct 10 to Mar 11	Apr 11 to Mar 12	Apr 12 to Mar 13	
Technology			
• **Confirm** commitment to shared web services via G-Digital with CIO as driver; Directgov adopts user/stakeholder role	• **Renegotiate** current IT terms to deliver improved functionality in budget	• **Accelerate** move to new web services	**Future state:** Government services wherever you are
	• **Commence** new governance and advisory board arrangements	• **Review** effectiveness	• **Increase** pace of channel shift & 3rd party delivery
Govenrance /powers			
• **Mandate** provision of APIs • **Announce** Directgov as driver of channel shift/digital transactions • **Create** new powers to enforce quality with clear ministerial back-up • **Dissolve** current governance & realign with Cab Office	• Formal **launch** of new team/service remit at start of fin year	• **Launch** flagship transactions • **Create** partner model: 50% of transactions served by third parties by Mar 2012 • **Enforce** quality	
As is: Public services all in one place	• **Appoint** Transformation Director to lead change • **Review** team capabilities/skills review, design new structure & consult • **Revise** budget to create in-year savings • **Create** SWAT teams to work on flagship channel shift services	• **Announce** kill/cure programme for poor content & transactions • **Publish** detailed data on satisfaction • **Test** wholesale/retail model with market	
	Organisation/Structure	**Consumer proposition**	

Source: United Kingdom, Directgov Strategic Review – Executive Summary, 29 September 2010:
http://www.cabinetoffice.gov.uk/sites/default/files/Directgov%20Executive%20Sum%20FINAL.pdf

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 "<u>government does the hard work to make it simple for users</u>":

– matching personal needs

– with service journeys
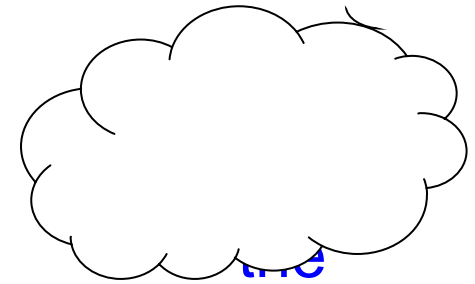
For example: personal proactive services in Taiwan

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

Location-driven service personalisation in Taiwan

Service Excellence

Towards Digital "Life Dashboard" with "Life Map"

CITIZEN DASHBOARD

- My Records
- My Health
- e-Invoices
- My Benefits

- NEW Traffic ticket ($200)
- Pension Notice
- License approved
- 1999
- Personal ID

- Food Tracker
- Job Search (3)
- e-Learning
- myGov App Store

LOCAL · iTaiwan

- Nearby
- Art exhibition
- Free flu shots
- Metro (3 min)

- Real-time Traffic
- Community Stats
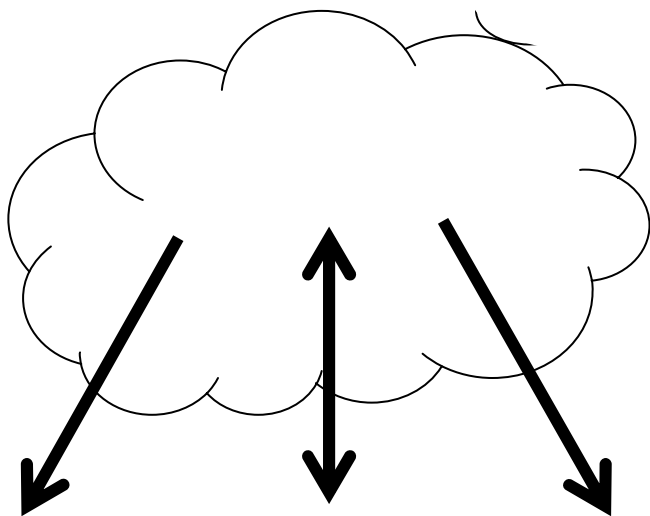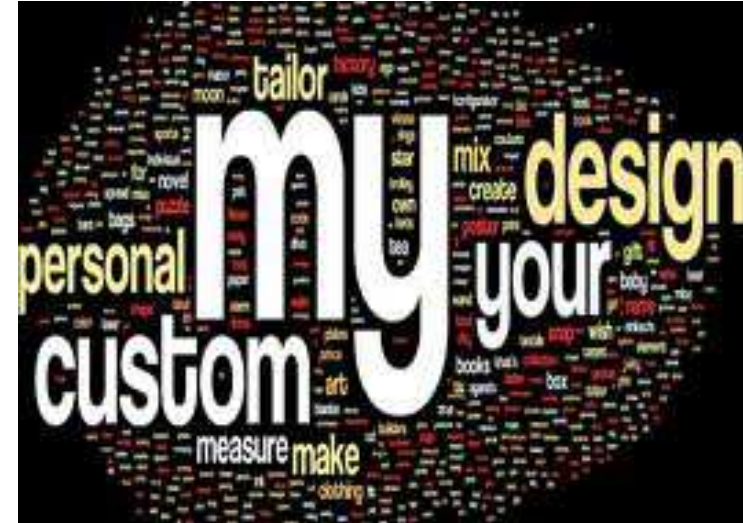
- Safety
- Culture (5)
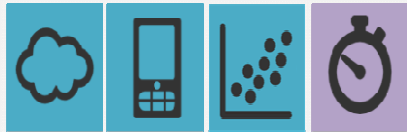
"Just in time" and "last mile" public services; also "delivered to your door"

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

Source: Dennis Linders + Ken Wang | CEGOV 2013

"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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