

# **Data, Technology, and Innovation in Government**

**Seminar 2: Government Digital Services**

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# Seminar Background

## Personal Background

- Government: White House, Federal Communications Commission,
- Technology VC: Insight Venture Partners, Lehman Brothers, Polaris

## Goals

- Expose you to real projects, policy, and people
- Raise your Tech IQ
- Get credits toward your GSD degree

**Logistics:** Students get priority, seminar is not for credit

# Seminar Series

- Introduction to Open Data
- Government Digital Services
- Privacy and Personal Data Portability
- Marketing U.S. Data: Data Jams, Datapaloozas, Hackathons, Prizes, & CDOs
- Government Spending Transparency
- Smart Cities/Internet of Things
- Data Journalism
- Freedom of Information Act
- Healthcare.gov: A Case Study
- Regulatory Modernization

# HealthCare.gov



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## Health Insurance Marketplace: Please wait

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 Health Insurance Marketplace

181 DAYS LEFT TO ENROLL

**OCT 1** Open Enrollment Began

**JAN 1** Coverage Can Begin

**MAR 31** Open Enrollment Closes

HEALTH INSURANCE BLOG 

01 OCT Open enrollment in the Health Insurance Marketplace

TOP CONTENT

# U.S. Government Digital Services

Building the 21<sup>st</sup> century digital government and transforming the way the government interacts with citizens and businesses



U.S. Department  
of Veterans Affairs

# Consumer Financial Protection Bureau

[HOME](#) > KNOW BEFORE YOU OWE

## Know Before You Owe



**Know**  
**Before You Owe**

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mortgages

# Best Practices in Digital Services

## DIGITAL SERVICE PLAYS

1. Understand what people need
2. Address the whole experience, from start to finish
3. Make it simple and intuitive
4. Build the service using agile and iterative practices
5. Structure budgets and contracts to support delivery
6. Assign one leader and hold that person accountable
7. Bring in experienced teams
8. Choose a modern technology stack
9. Deploy in a flexible hosting environment
10. Automate testing and deployments
11. Manage security and privacy through reusable processes
12. Use data to drive decisions
13. Default to open

# Digital Transformation in the UK



- Centralized in a single Domain
- 25 target government services
- Performance platform

Discovery

0

Alpha

1

Beta

16

Live

8



# Discussion Topics

People

Third Party Apps and Services (e.g. Turbo Tax vis-a-vis IRS)

Procurement

Publishing (information) vs. Services (transactions)

# Key Takeaways

**A crisis is a terrible thing to waste**

**Focus on user needs!**

**Next Week:** Privacy and Personal Data Portability

# Homework

- Find a U.S. Government website
- Find an aspect that could be improved
- Tell somebody (digitally)
  - Closed: Email, web feedback survey
  - Open: Blog, Twitter, Github, others
- Send me screenshot

# Additional Resources

- U.K. Government Design Services, “Government Services Design Manual”
  - <https://www.gov.uk/service-manual/making-software/open-standards-and-licensing.html>
- Video: Tom Loosemore Deputy Director of UK GDS, “Digital Government: Not Complicated, Just Hard”
  - <https://www.youtube.com/watch?v=OBI5rRV8OfU&list=UU6VjQY-glXGKmJW0LeMGOW>
- USCIS CIO Mark Schwartz’ on Government IT
  - <https://governmentittoday.wordpress.com/>