

# LESS OBVIOUS USER CHALLENGES OF DIGITAL TRANSFORMATION

The importance of understanding demographics,  
history and culture

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# DIGITAL TRANSFORMATION IS ALL ABOUT PEOPLE

Your users have a history. They come from different cultural backgrounds and have different views on the world and different expectations.



# THE DIGITAL JOURNEY



The user experience should be as consistent as possible in terms of services provided, the look and feel, and the data presented.



Accurate and high quality data must sit at the heart of digital services.



Protect personal data and be transparent about how it is collected and used.



Digital solutions are vulnerable to a wide array of cybersecurity risks, and customers need to feel services are safe to use.



Digital design needs to ensure that privacy controls are in place, and that they are correctly monitored and governed.

# HISTORY OF DIGITAL GOVERNMENT IN ESTONIA

- **1991** – Estonia independence recognised by Russian Federation
- **1994** – Russian army leaves Estonia
- **1997** – E-services launched for Government
- **2002** – Digital ID introduced to ID Card
- **2007** – Mobile ID with special SIM
- **2017** – Smart ID on any phone usable



# HISTORY OF DIGITAL GOVERNMENT IN JERSEY

- **10<sup>th</sup> Century** – Part of Duke of Normandy Lands
- **1204** – Chooses to align to England rather than France
- **1800** – Russian Army leaves Jersey
- **2015** – eGovernment Programme
- **2015** onwards – Digital Services online
- **2019** – Digital ID introduced
- **2020** – Digital ID used for maintaining demographic data across government, and submitting tax returns



# UNDERSTANDING YOUR USER

- Minimise the **duplication** of user data and increase its quality.
- Achieve robust processes, **automated** to the largest extent possible.
- Seek best-fit integrated solutions that deliver robust, **highly secure** systems and services.
- Move to a more **user focussed view** of business change across your organisation.
- Understand the **culture** you are deploying to, and the **demographics** of your users.

# DEMOGRAPHICS MATTER

## Digital by numbers

	Estonia	Jersey	Ireland
Population	1.33m	109200	4.91m
Urbanisation	69%	31%	63%
Mobile Connections	136%	107%	97%
Internet Users	90%	93%	87%
Social Media Users	57%	64%	65%

## Social media advertising – numbers (% female/% male)

	Estonia	Jersey	Ireland
Facebook	650k (55% / 45%)	62k (53% / 47%)	2.6m (54% / 46%)
Instagram	370k (60% / 40%)	35k (58% / 42%)	1.8m (59% / 41%)
Twitter	131k (31% / 69%)	18.8k (39% / 61%)	1.6m (42% / 58%)
LinkedIn	220k (50% / 50%)	43k (49% / 51%)	2.1m (45% / 55%)

## Digital by channels

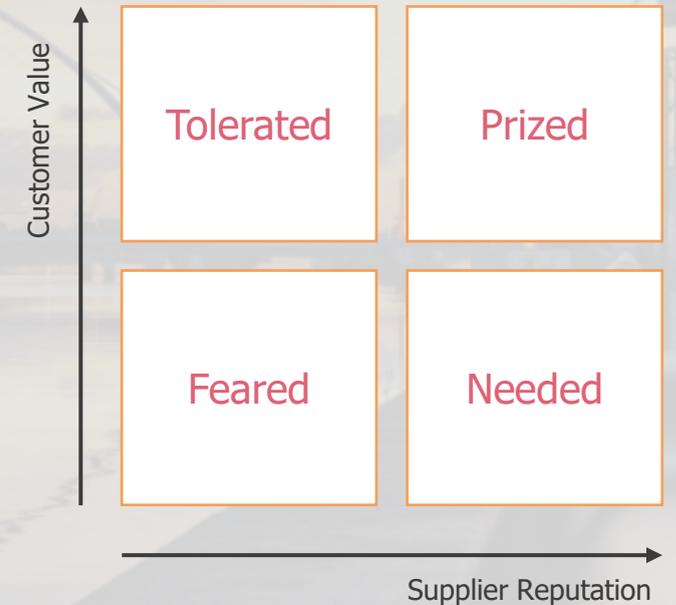
	Estonia	Jersey	Ireland
Laptops/Desktops	68.6%	42.4%	38.0%
Mobile Phones	29.3%	48.5%	56.8%
Tablets	2.1%	9%	5%
Other	0.03%	0.2%	0.2%



# BUSINESS MODELS THAT WORK IN THE DIGITAL WORLD

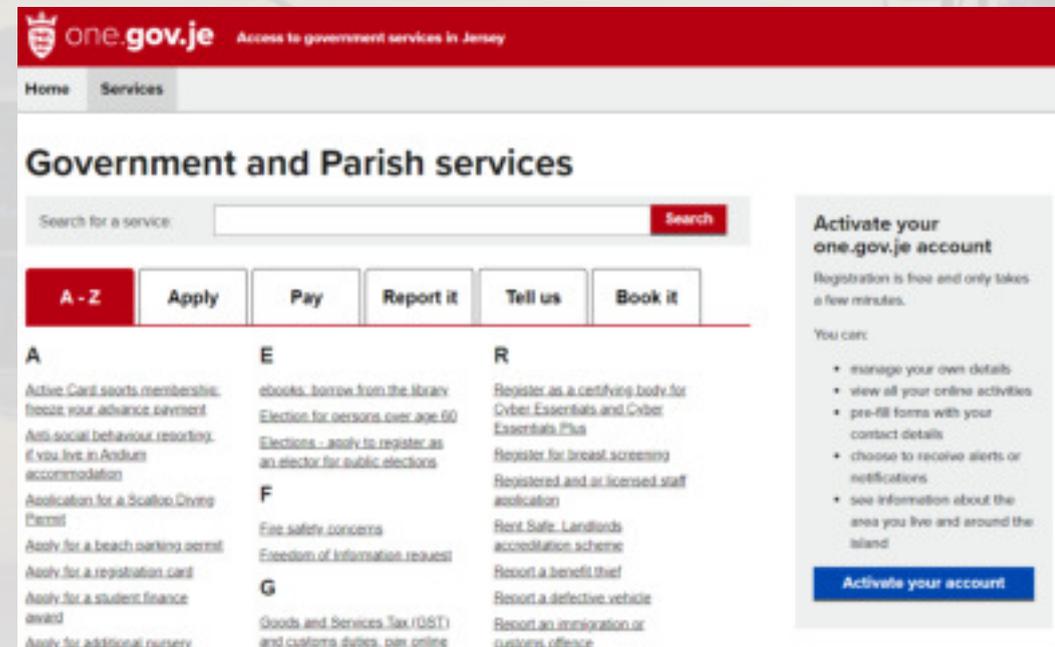


- The Free model typically trades information for service.
- Increasing public awareness of, and growing concerns over, privacy and use of personal information.
- Increased use of algorithms (artificial intelligence and machine learning) for functionality, sales targeting and decision making.
- Provide value, but maintain reputation.
- Innovate, but protect data and behave ethically.



# FINAL THOUGHTS

- Technology changes and you need to make sure you are watching the trends to be able to respond.
- Culture matters. Different countries or regions have different norms and ways of thinking.
- Demographics matter. Research your audience, what they use and how they use it.
- Finally – always test with the target end users. Never assume that one set of UX testing will do.



# Thank you for listening

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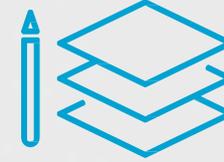
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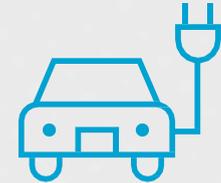
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