Transforming data dissemination and personalizing the digital user experience

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Customers are More Connected than Ever

- Social Media
- Chats
- Search
- Online News
- Blogs
- Mobile Apps
- Smartphones
- Tablets
213.3 million online U.S. adults
4.3 Connected Devices
70% use smartphones
Organizational Complexity and Investment Priorities

### Percentage Investment

<table>
<thead>
<tr>
<th>Priority</th>
<th>Percentage Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redesign UX</td>
<td>69%</td>
</tr>
<tr>
<td>Deliver personalized UX</td>
<td>68%</td>
</tr>
<tr>
<td>Customer self-service</td>
<td>46%</td>
</tr>
<tr>
<td>Integration with back-end systems</td>
<td>38%</td>
</tr>
<tr>
<td>Mobile-enable websites</td>
<td>37%</td>
</tr>
<tr>
<td>Business practitioner tools</td>
<td>32%</td>
</tr>
<tr>
<td>Create agile teams for development</td>
<td>32%</td>
</tr>
</tbody>
</table>

- Redesign UX
- Deliver personalized UX
- Customer self-service
- Integration with back-end systems
- Mobile-enable websites
- Business practitioner tools
- Create agile teams for development
Offer a personalized experience

- Use data to deliver experiences that customers find relevant and engaging
- Gain customer knowledge through analytics & captured interactions with your organization.
- Content-driven personalization is the primary focus of the digital experience
Technologies Supporting Digital Customer Experience

Website

- Data Tools powered by the API
- Content Management System
- Web and Social Analytics
- Customer Experience Management Platform
- E-mail Marketing Subscription Services
- Customer Relationship Management

Customer Analytics

Customer Service
Responsive Design

Mobile traffic to Census.gov has been on the rise over the last several years, going from 7% in 2012 to 22% in 2015.
Create Once, Publish Everywhere

Topic → Homepage

Library

Survey Pages
Smart Search

Using our own API to provide users with answers to the most popular statistics.

Data-driven. Among top searches:
- Geography
- Population
- Data by year
- Income & Poverty
Customizable Search Visualizations
Faceted Filtering

Publications
This page contains population-related publications released by the U.S. Census Bureau.
View more publications.

Topics
- Population
- All
- Age
  - All
  - Under 5 Years
  - 5 to 9 Years
  - 10 to 14 Years
  - 15 to 19 Years
  - 20 to 24 Years

Your Refinements
- Housing
- Under 2013
- American Community Survey
- Under 2014

Sort By: Title: A-Z
Create more engaging Content

Provide Census data and content through engaging stories.
Many Dissemination Systems
Vision

Transform and expand the dissemination of Census content and better serve our internal and external customers

- Enable data to be easily discovered, accessed, and consumed via Census.gov
- Make data useful for a diverse set of customer needs
- Take advantage of digital opportunities
- Centralize and standardize the metadata
Customers will be able to search directly from Census.gov and get relevant content, data tables, statistics, videos, publications, and images.

(Illustrative images, final work is in progress)
Customers have the ability to have a focused search or explore when accessing Census data from the Data tab.
Customers have the ability to explore data through topics, locations or surveys among other options from the Data tab.

A user can select from a list of easy to understand topics in plain English.

The geography selection is simplified with advanced options available for expert users.
Customers searching within the Data tab are presented with tables and statistics that match their selected criteria. Faceted filters are available for a user to continue refining their search.
The Future Of Digital

- As the digital and internet experience continue to evolve, user expectations will continue to grow.
- According to Pew Research, by 2025 the Internet will become “like electricity” – less visible, and yet, embedded in peoples’ lives.
- Information sharing will be effortlessly interwoven into our daily lives and big data will make people more aware of their world.
- The Census Bureau is preparing to meet growing customer expectations through transparent investment in an upgraded user experience.
Questions???