

# Prioritizing User Experience & Design

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# How to get UX prioritized

- What is it that you are prioritizing?
- Why should it be prioritized?
- How do you make it a priority for others?



# What is user experience?

- For the purpose of this presentation, User Experience is:
  - Making it easy for end users to accomplish their tasks
- Not just technology, and not just online servicing
- All channels – online, phone, in person, text...
- Includes the processes that support the experience
- Not just public users, but also includes internal users



# Why make User Experience a priority?

- Users have high expectations for usability
  - Private sector ease of use and responsiveness have improved dramatically
  - Good user experience builds trust in organizational competence
- Efficiency
  - Good end-to-end design drives efficiency within a process, and helps identify areas that need improvement
- Creates equity
  - Good design increases access to service for everyone



# How to make User Experience a priority?

- Appeal to WIIFM – “What’s In It For Me”
- Engage with and listen to users – Internal & Public
- Analyze the data
- Design inclusively



# Keep your eyes on the prize

- Most of the time, your ultimate goal is to improve public sector responsiveness
- Good usability increases citizen empowerment and creates expectations of its own:
  - Easier access to services
  - Easier tracking of requests
  - Clear expectations
  - Better fulfillment
- Each step creates momentum for the next, easing prioritization



# Questions?

