

GOVERNMENT WEBSITES 2019

TRENDS IN CITIZEN EXPERIENCE

GOV WEBSITES HOST ROUGHLY 10 BILLION VISITS ANNUALLY

BROWSERS



DEVICES



OPERATING SYSTEMS



Source: <https://analytics.usa.gov/>



THE PROBLEM: WEBSITE CUSTOMER SATISFACTION REMAINS FLAT



The likelihood that visitors will recommend federal government websites also remains unchanged at 76, and the likelihood that visitors will return to the site is slipping, although the score of 80 remains relatively strong.

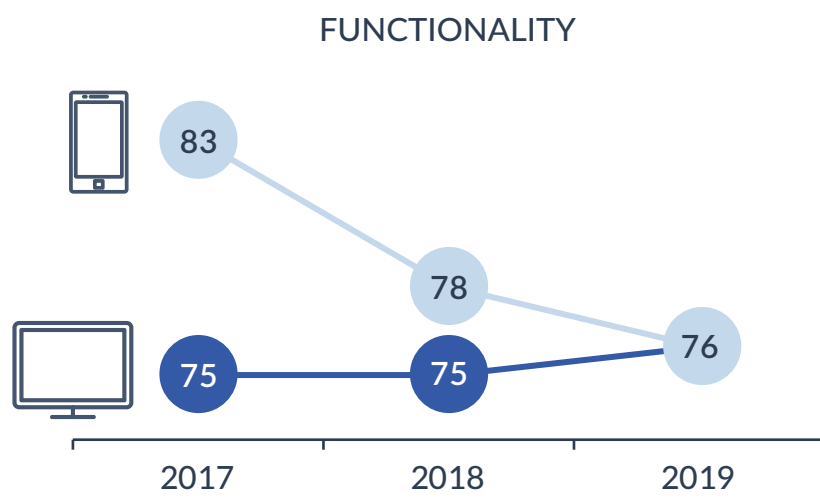
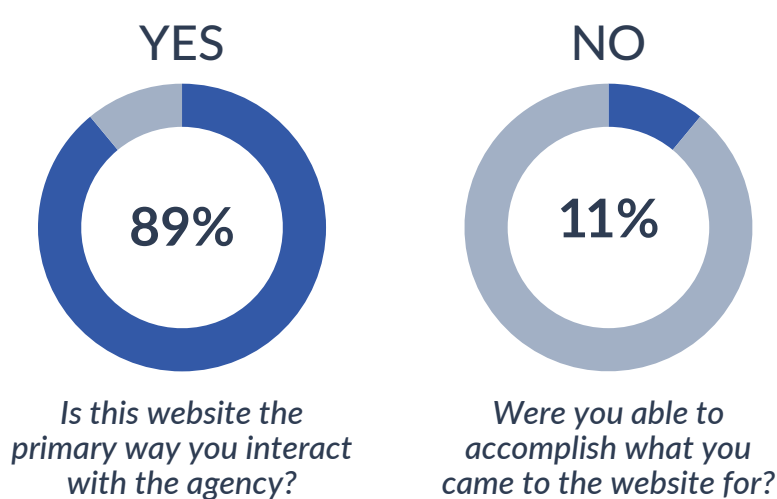
SEVEN ELEMENTS OF THE WEBSITE CUSTOMER EXPERIENCE

SCORE	ELEMENT	DESCRIPTION
87	CHAT	Accessible agents who are knowledgeable, effective, and empowered
79	PERFORMANCE	Quick-loading pages and apps that are consistent and error-free
78	CONTENT	Quality, engaging information that is accurate and up-to-date
75	FUNCTIONALITY	Useful features/services in helping the visitor to accomplish their specific task
74	LOOK AND FEEL	Visually appealing layout that makes information clear and accessible
74	SEARCH	Easy search tool with results that are relevant, organized, and filterable
72	WAYFINDING	Intuitive navigation for a visitor to move smoothly around the site and find what they need

THREE PRIORITIES FOR WEBSITE IMPROVEMENT

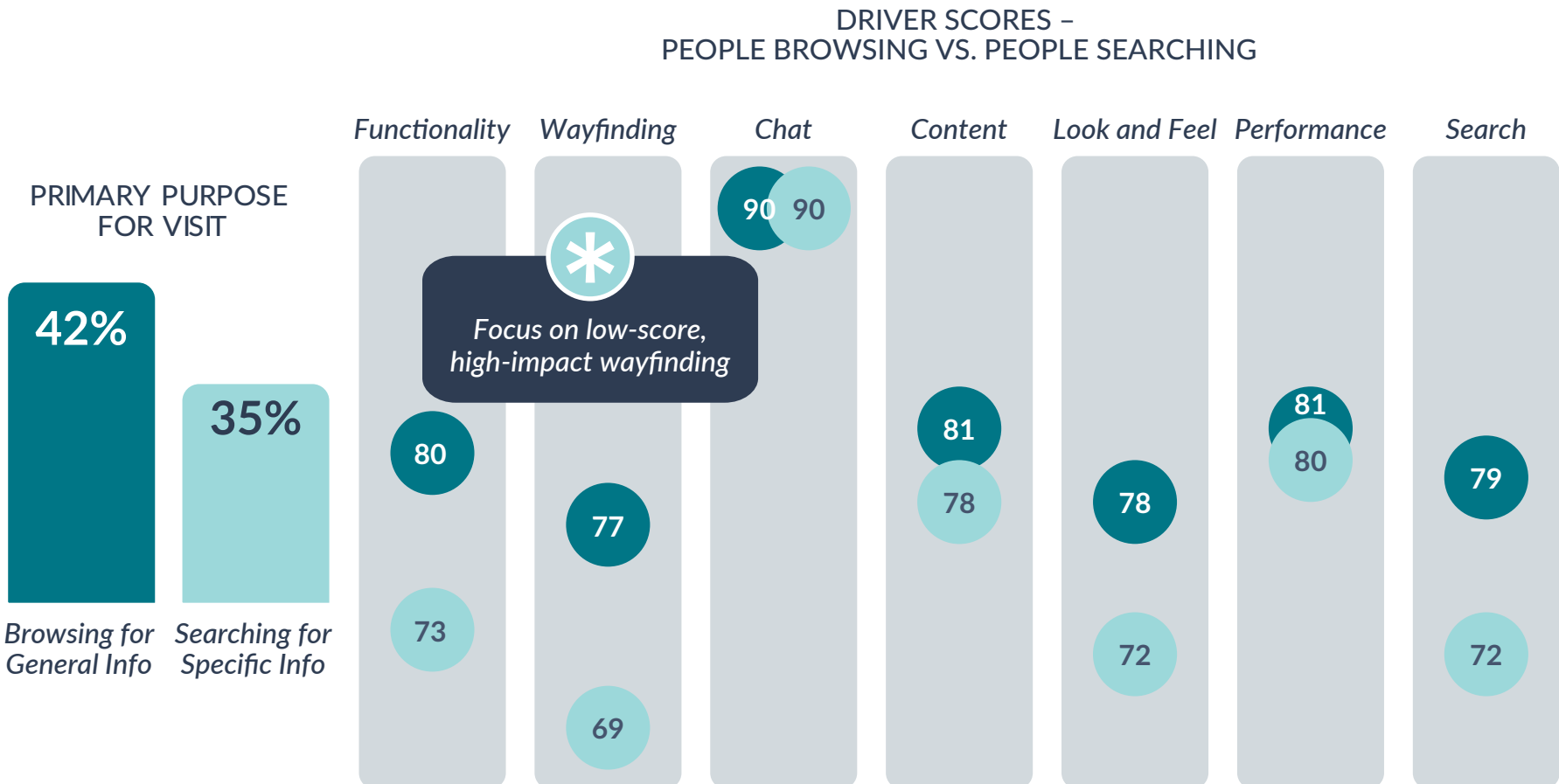
1 FUNCTIONALITY: Develop innovative functionality to help customers accomplish their tasks

1 out of 10 ARE NOT ABLE TO ACCOMPLISH THEIR TASK ON AN AGENCY'S WEBSITE



2 WAYFINDING: Improve wayfinding to help customers intuitively navigate the site

42% VISIT JUST TO BROWSE FOR GENERAL INFORMATION



3 CHAT: Provide accessible chat to assist with the customer service journey

+21% WEBSITE VISITORS WHO USE CHAT ARE MORE SATISFIED THAN THOSE WHO DO NOT

