

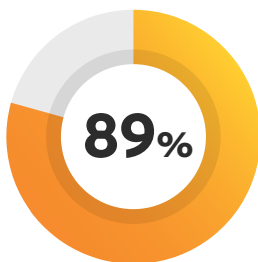


# Digital States Index

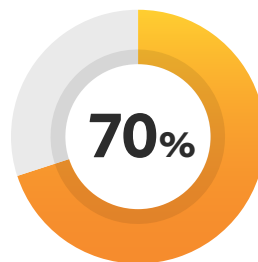
## 2022 Annual Benchmark Report

Conducted in February 2022, the Adobe Digital States Index empowers states to better understand and benchmark their public-facing website and digital experiences, as well as identify key digital opportunity areas to better serve their constituents.

Today, American citizens, residents, and business owners expect online government experiences to be on par with those in the private sector. Those consumer-like experiences are driving users to want, expect, access, and apply for services on their own from any device. In the most recent Index, 79% of respondents said they expect their .gov experiences to be on par with private sector services and 70% indicated that improved online experiences would increase their trust in government and tax dollar spending.



of respondents to the Adobe Digital States Index prefer to receive more direct messaging from the government via digital channels.



of respondents indicate that improved online experiences would increase their trust in government and tax dollar spending.

## Methodology

The Adobe Digital States Index combines qualitative and quantitative data from third-party constituent feedback, industry-standard web measurement tools, and Adobe-unique audit methods. The index is based on the Adobe Digital Maturity Framework which measures organization web presence across three key performance indicators and five process maturity levels.

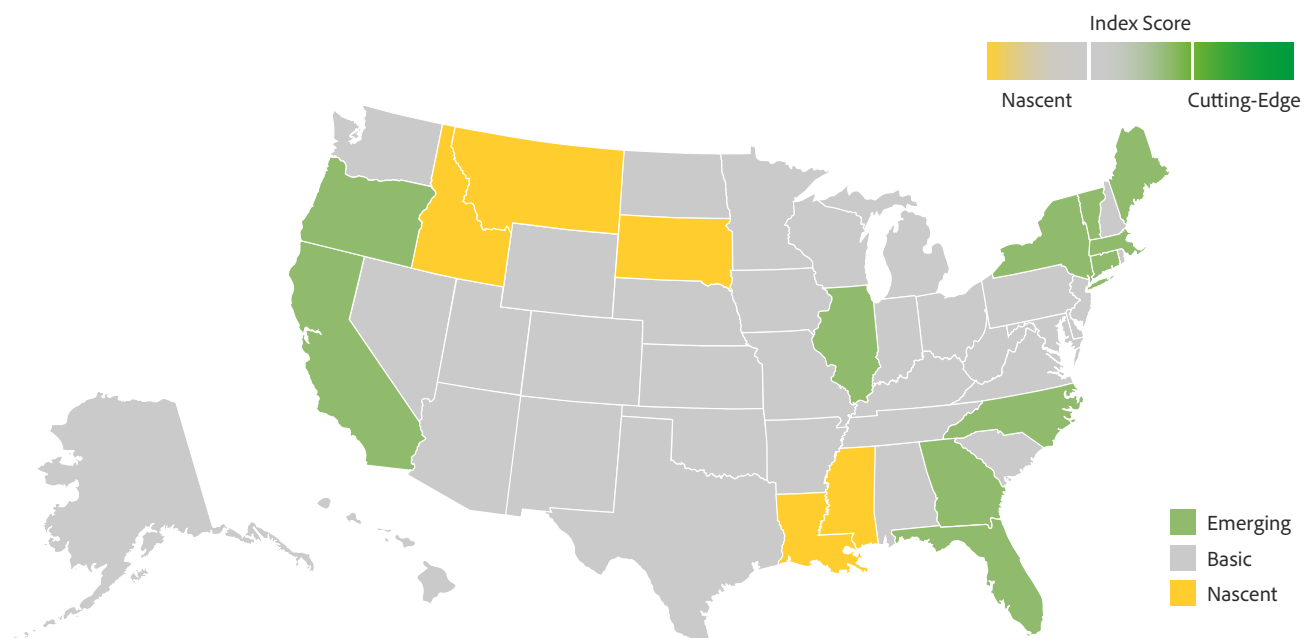
## Key Performance Indicators

1. **Customer experience (CX) definition:** Ability to deliver self-service via seamless experiences.
2. **Site performance definition:** Ability to provide a fast and functional website across devices.
3. **Equity and accessibility definition:** Ability to ensure that users of all ability levels can access and use services.

## Adobe Digital Maturity Framework

1. **Nascent:** Services have navigation that is difficult to understand, there are many paper-based forms, no accessibility settings, inconsistent messaging and branding, and no language translation options.
2. **Basic:** Navigation is inconsistent, the user has challenges finding key services, most forms are paper-based, and the mobile site has minimal language and accessibility options.
3. **Emerging:** Ability to leverage self-service tools for priority services, there are mostly web-based forms, few accessibility options, minimal site errors, and a handful of language options and tools to translate the site.
4. **Advanced:** Experience is optimized for mobile, seamless and intuitive navigation leads users to high-priority services quickly, all forms are digitized, and the site is optimized for language and accessibility.
5. **Cutting edge:** One-stop portal with tailored communications, applications, and persona-based content, and the site is optimized for all languages and accessibility.

Most states are at the “basic” level



# Few states rise to the top

	Overall	Customer Experience	Site Performance	Equity and Accessibility
1.	Georgia	New York	Georgia	Georgia
2.	Massachusetts	North Carolina	Colorado	New York
3.	New York	Ohio	Massachusetts	Maine
4.	North Carolina	Indiana	Arizona	Oregon
5.	Oregon	Massachusetts	Washington	Oklahoma

## Key recommendations to go from nascent to cutting edge

### Improve customer experience:

1. Clear and tailored navigation to top services and information
2. Easy enrollment via digitized applications for priority services and portals
3. Modern branding, consistent content, and information that is personalized and easy to digest

### Improve site performance:

1. Fast mobile and desktop speed via cloud-native applications
2. Mobile optimization and design with few or no errors
3. Strategic keywords for SEO
4. Easy-to-find search box and search results with directive-guided hyperlinks

### Improve equity and accessibility:

1. Meeting or exceeding ADA and WCAG 2.1 standards
2. All language translations, in addition to interpreter services, for communities with Limited English Proficiency (LEP)
3. Multiple accessibility settings (i.e., high contrast, large text, text only)—available clearly at the top—that can accommodate those with a range of disabilities

**61%**

of searches come from mobile devices, according to Google.

**44%**

State websites are 44% slower on mobile than desktop due to non-responsive design, poor SEO, and too many sites pages.

# Get your Digital States Index

For more information on the Adobe Digital States Index and the Adobe Digital Maturity Framework and to receive a full complimentary readout on your state, city, or county results, contact James Hanson, Head of Industry Strategy for Public Sector, Digital Experience, at [jameshanson@adobe.com](mailto:jameshanson@adobe.com).



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