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Presentation

Citizen Facing Digital Services in Local Government: More Than User Journeys

Feb 2026

IBRS is an Australian advisory, research, assurance and consulting organisation.

We help public and private sector organisations validate and progress their strategic decisions by providing contextualised, independent and pragmatic advice.

Background

Key issues

- Greatest impact on almost all areas of utilisation is... *socioeconomic position.*

- ***Local Government has the toughest nut to crack!***

- Online study of 2,577 citizens

- Designed for a national level review

- Expanded on a similar study for New Zealand, but included additional questions to explore reasons and sentiment contexts.

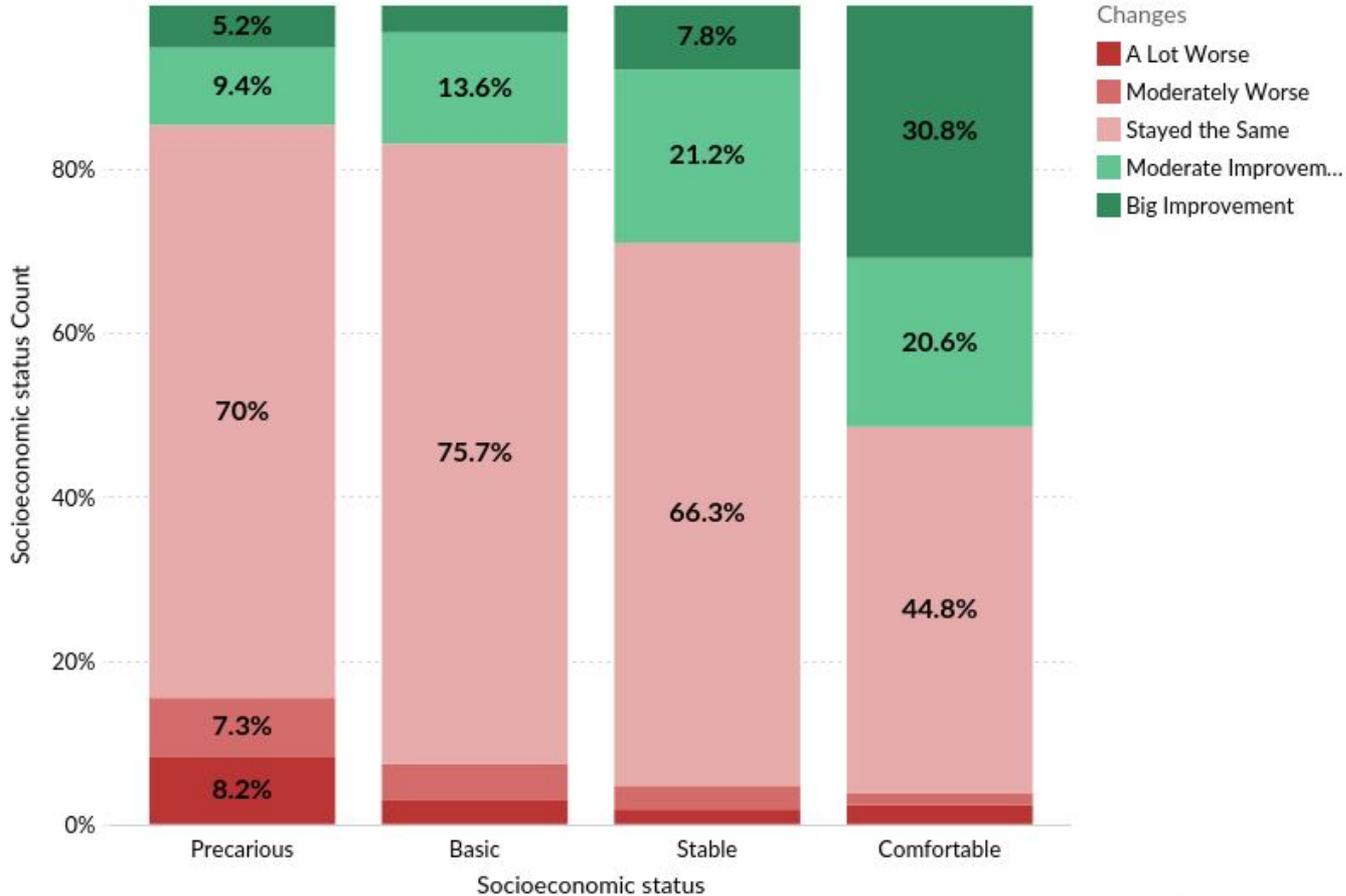- Sponsored by TechnologyOne, but conducted independently.

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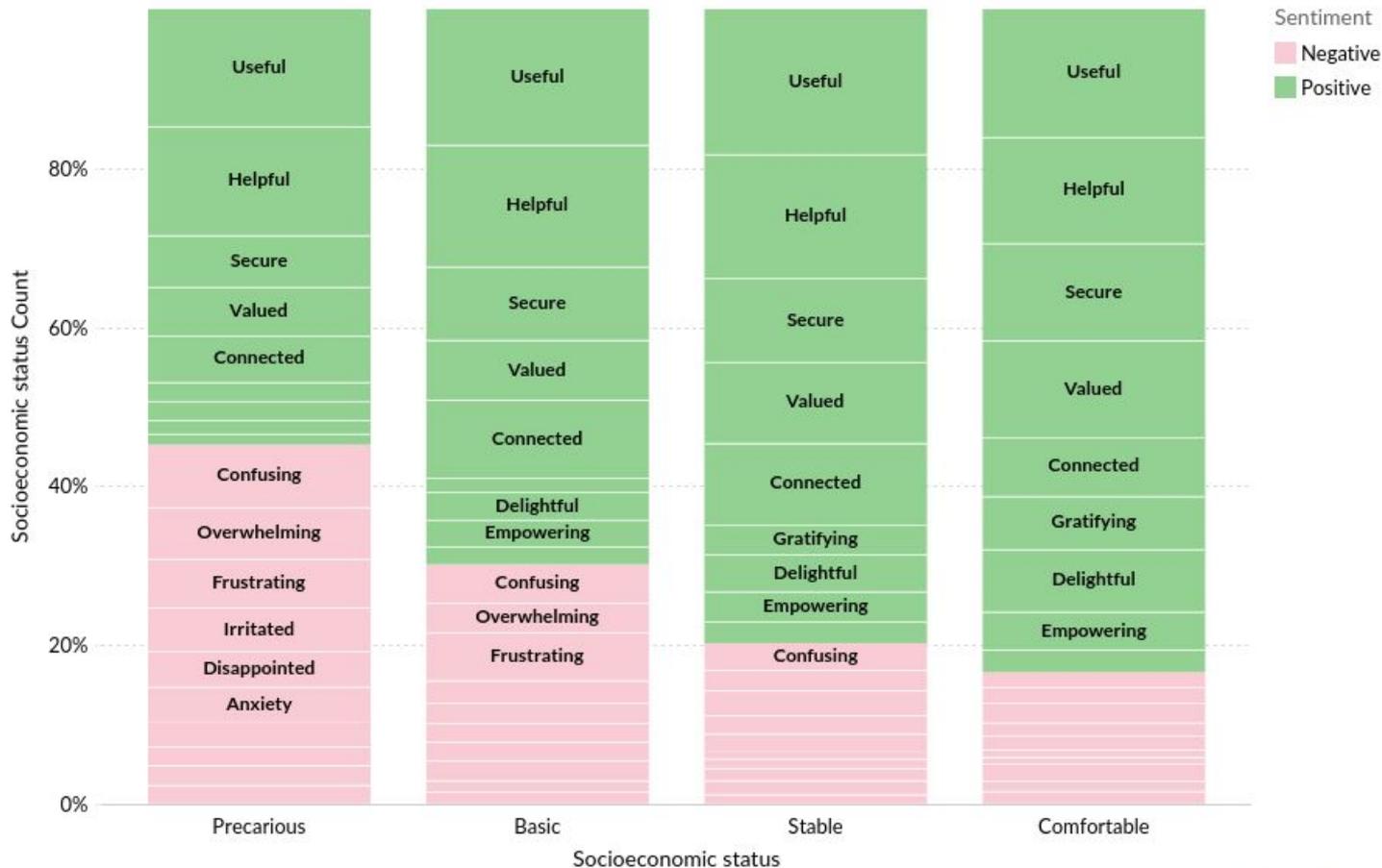Citizen Facing Digital Services in Local Government: More than User Journeys

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Engagement & Disengagement
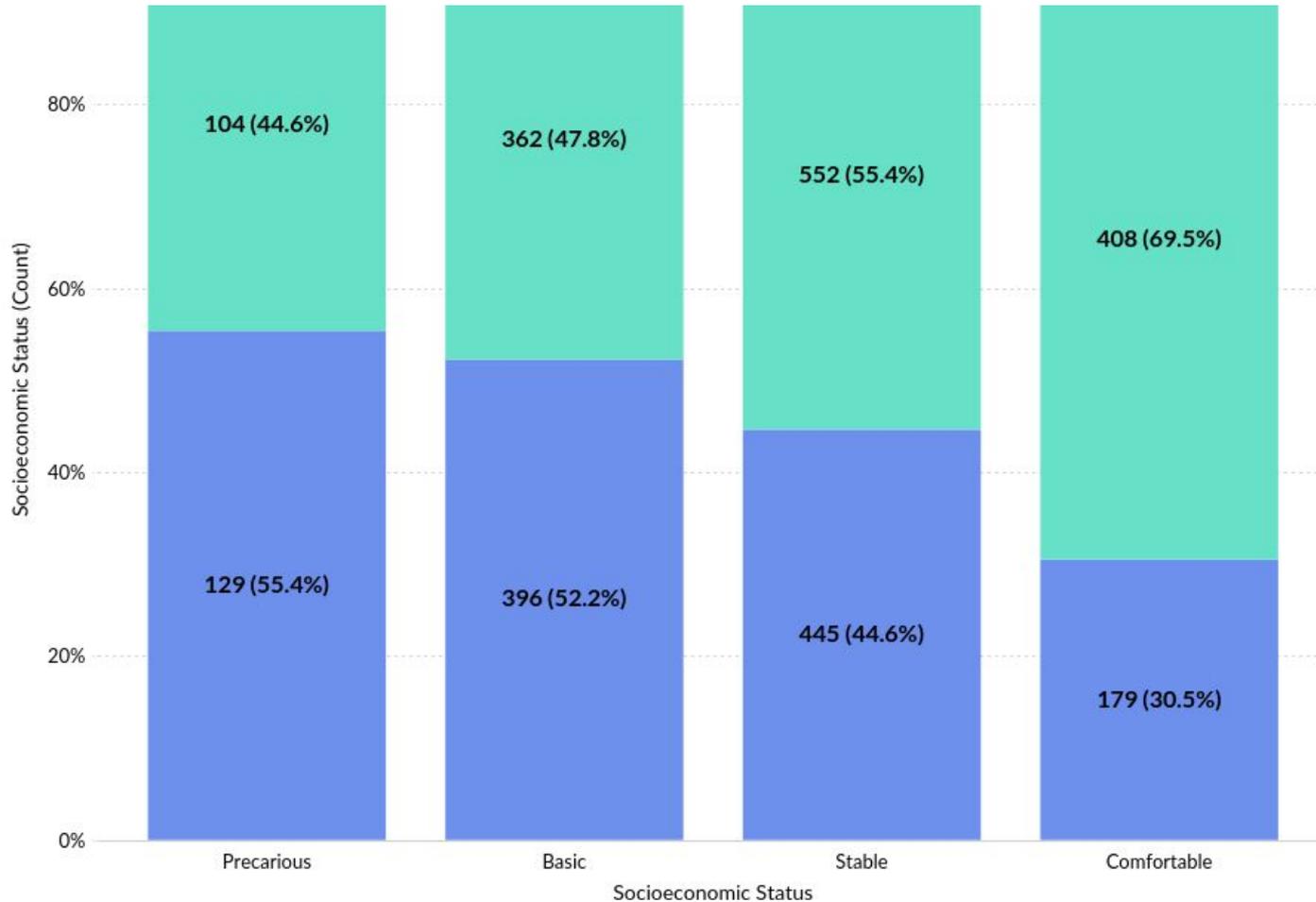
Digital Service Investment - Missing the Mark?

Sentiment Analysis: Socioeconomic Status

Sentiment Analysis: Employment Status
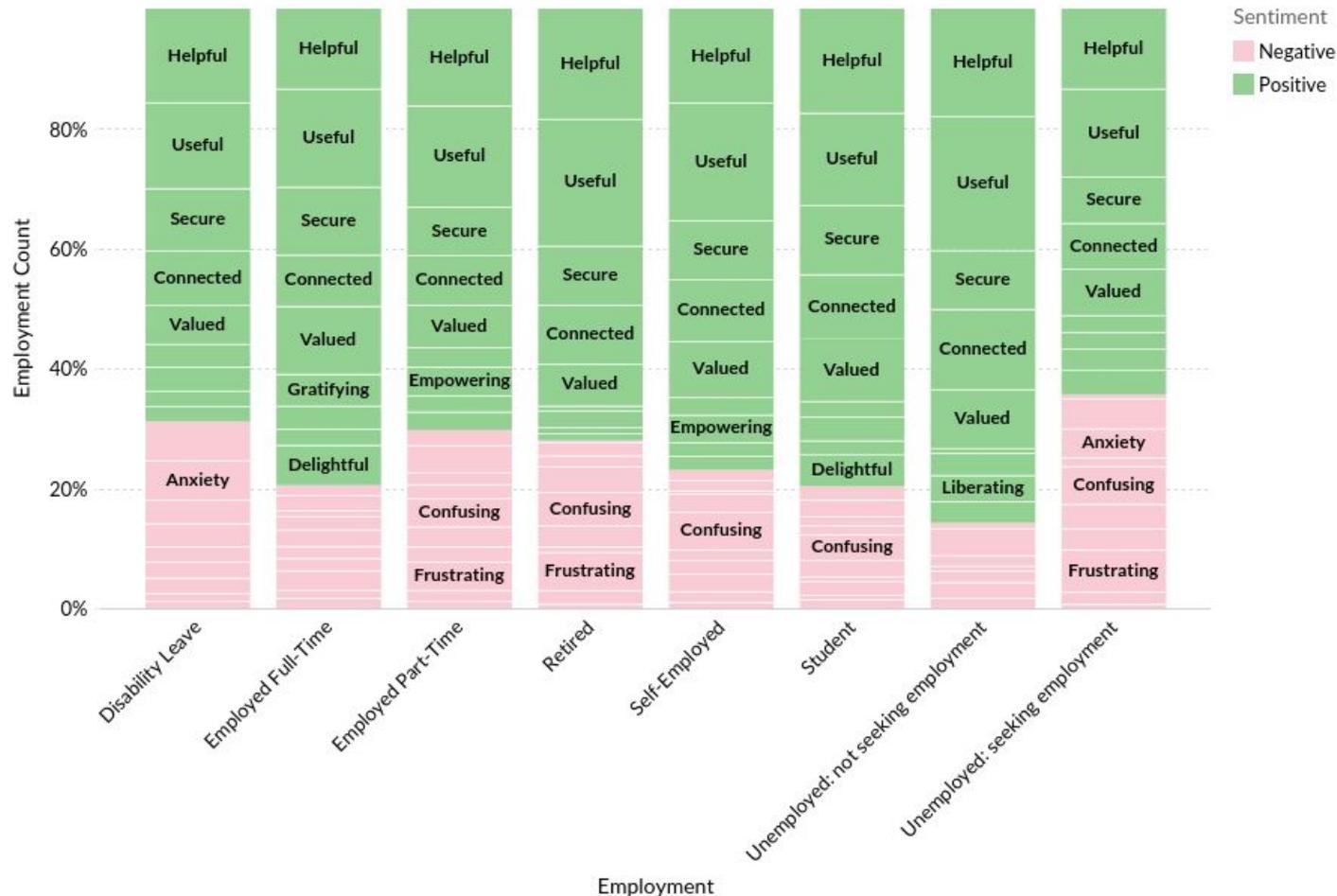
What's Working Well?
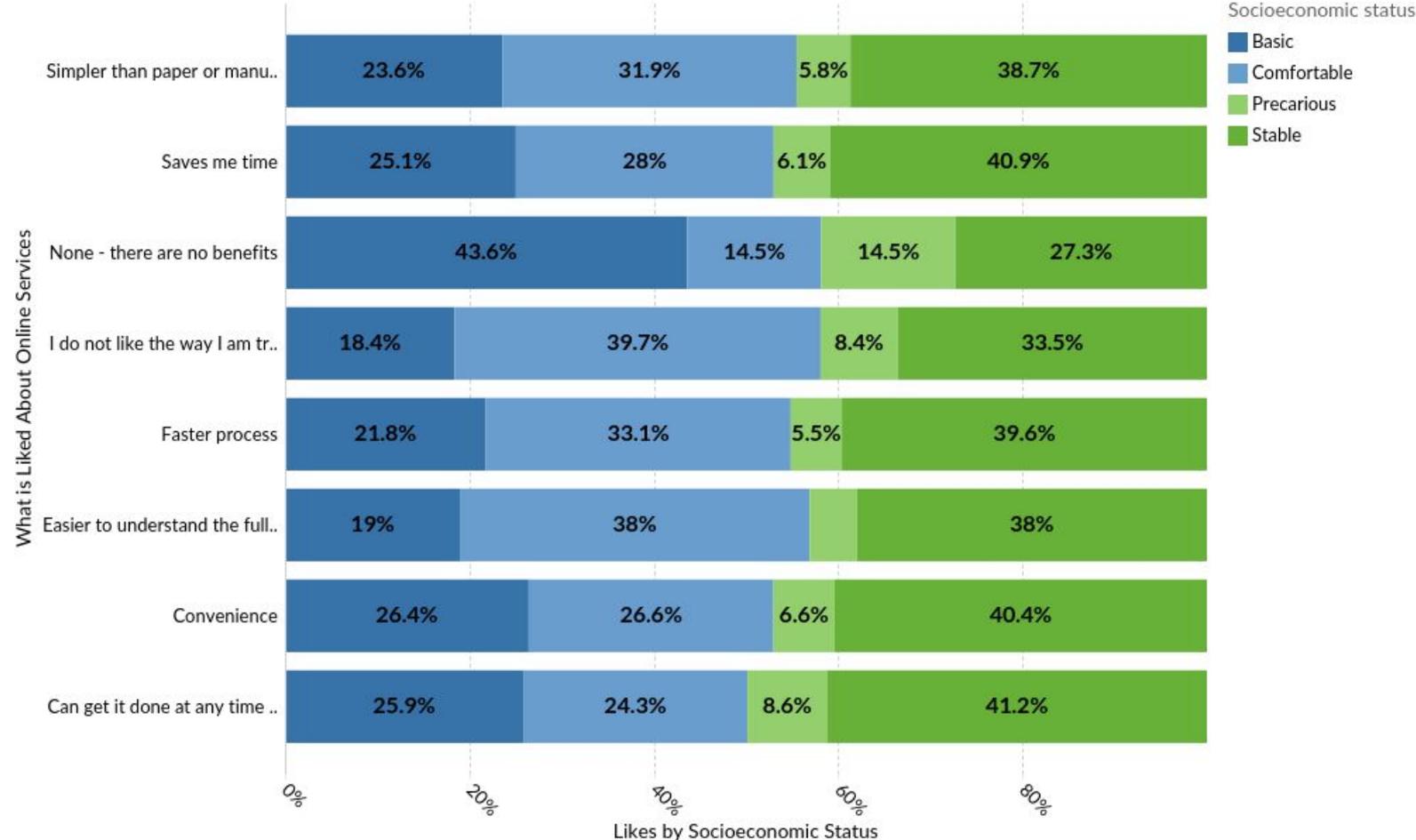
Desired Improvements
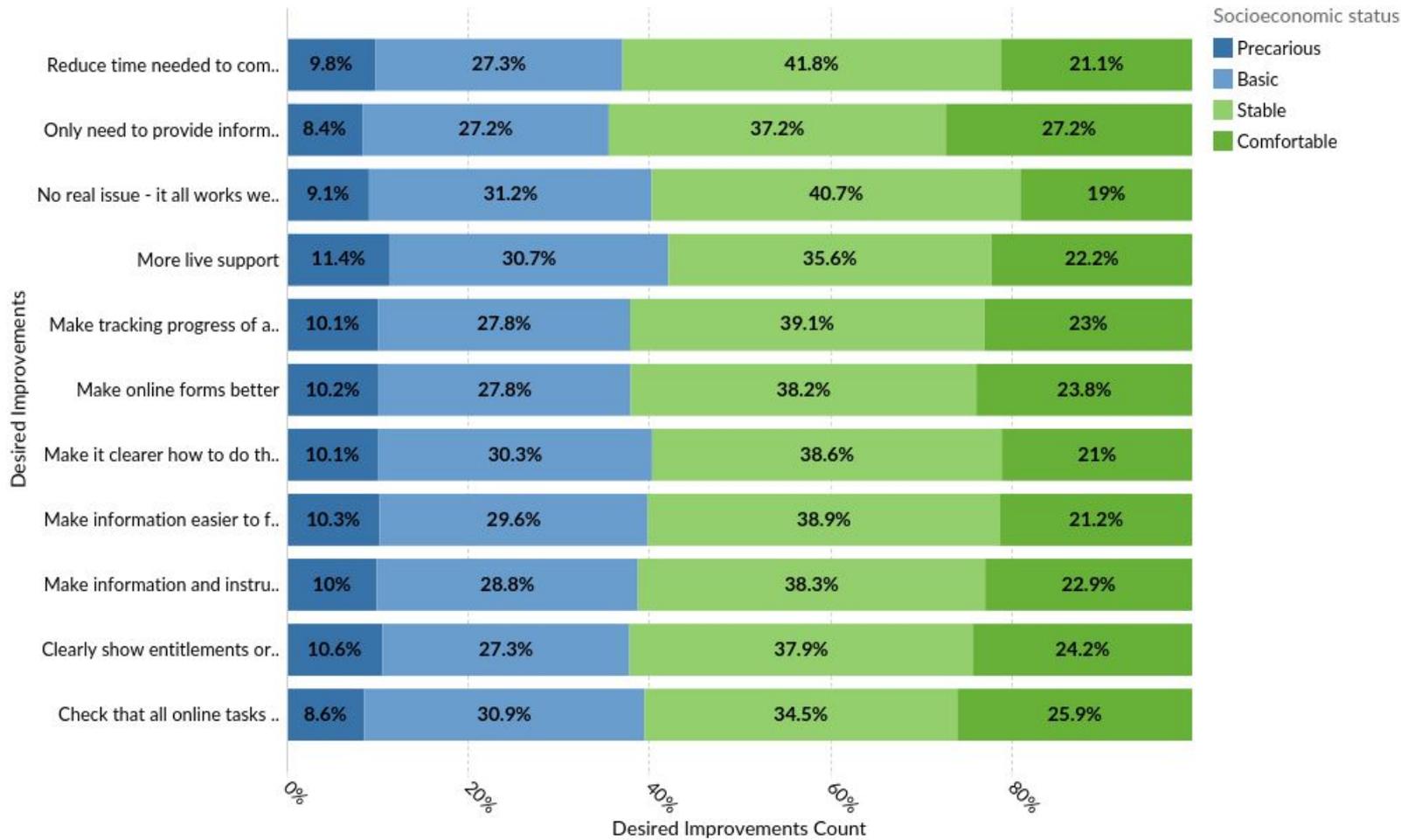
Quick Poll

Do you have a consistent, user researched digital channel design standard/framework in your organisation (That is beyond a branding style guide)?

- Yes - it is well used

- Yes

- We are developing one

- No

- No - but we want one

The True Impact of the Research

- Digital Abandonment

- Cost-to-Serve Leakage

- Channel Escalation

- Digital Containment Failure

- Unplanned Channel Migration

- Negative Channel Shift

- Forced Channel Switching

Your customers **<u>cannot</u>** go to another provider to get the services you provide.

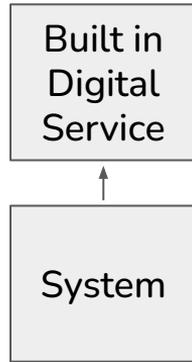The competitor for the digital channel for local government is all other 'higher cost to serve' channels.

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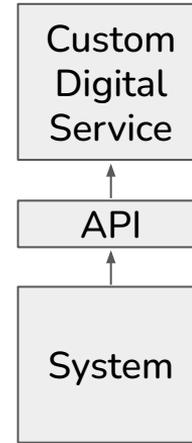February 2026

Limitations of Technology

- Often limited to a Branding style guide.

- Limited ability to change workflow for the digital channel.

- Drop and drag capability - not suited to emotive and complex services.

- Need to think beyond eForms.

- AI is not a solution for the problem.

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Decoupling the Interface

Built in
Digital
Service

System

Limitations in design

Custom
Digital
Service

API

System

Flexibility in design

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Challenges with Human Centered Design

- It's importance often not recognised at governance bodies.

- Often gets dropped to met a schedule.

- Often not adequately funded.

- Often still done superficially.

- Limited by an all in system approach.

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Dealing with the Challenges

1. Make a direct fiscal link to the cost of Digital Channel abandonment.

2. Review any Digital design principles.

3. Develop a user experience lab.

4. Review the KPI's for your contact centers - including face to face.

5. Decouple the user interface from the system for complex services.

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Q&A/Discussion

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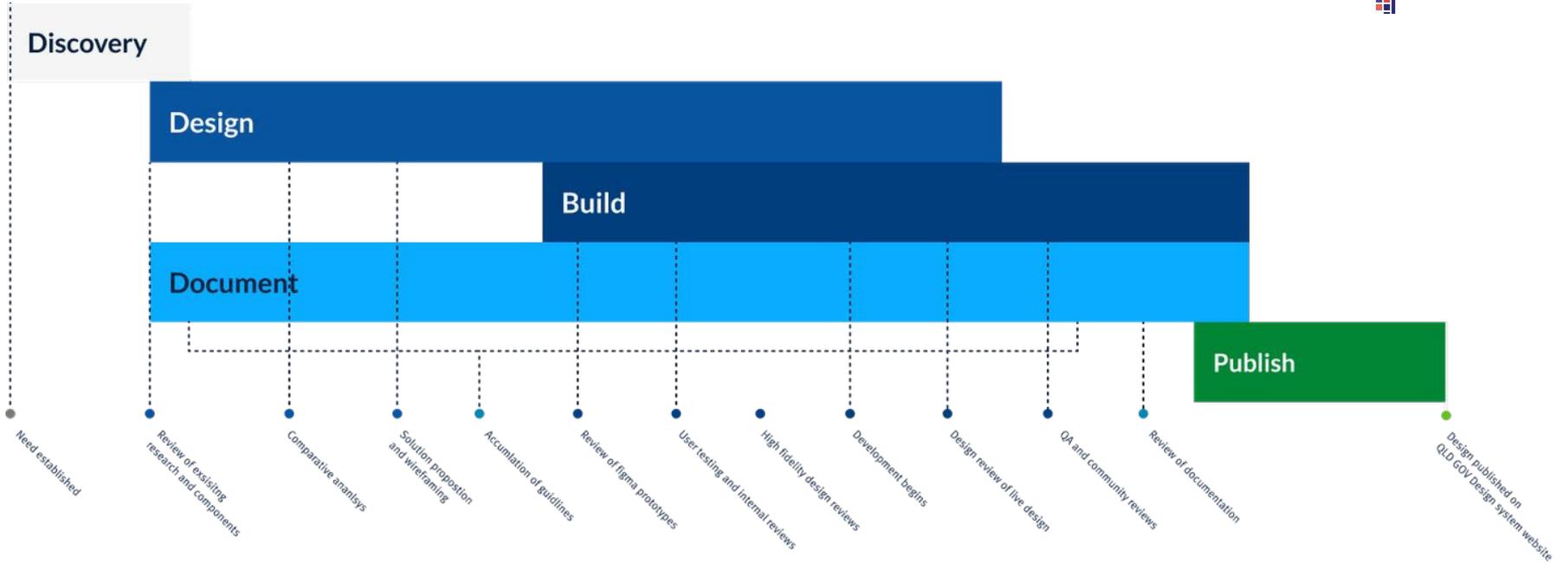Mobile: 0439 076 791
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Queensland Government Design System

- Queensland Government Design System QGDS - Queensland Health.
- Transitioning to this from the Single Website Experience framework.
- Based on the national Digital Transformation Agency's (DTA) Design System.
- Has a solid design process.

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QGDS - Design process

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