

Access and Use of City of Austin's Digital Products

Seeking Hispanic/Latino Quality of Life Committee's Perspective



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Human-centered design

Accessibility

Virtual Reality

AI Governance



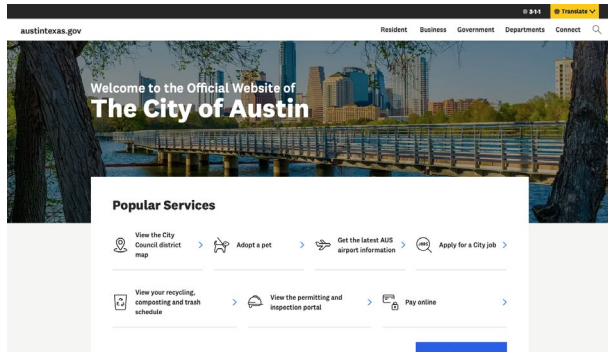
Forms
Consolidation

User Testing

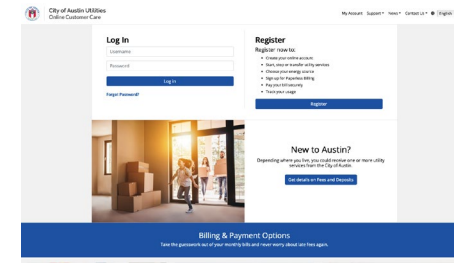
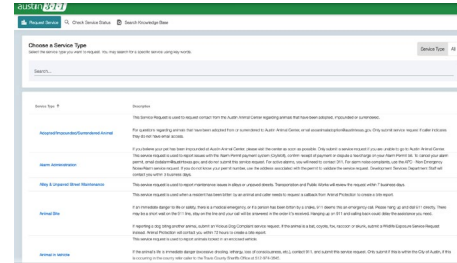
UX Design

Advocating for *great digital experiences* for all city residents.

What are digital products?

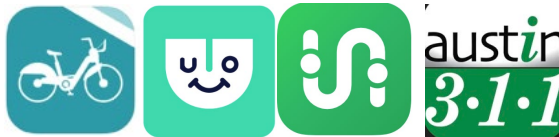


City of Austin's Website



Service Portals

(Austin 311 Online Portal, City of Austin Utilities, etc)



Mobile Apps

(CapMetro, Austin 311)



Community Outreach Groups

(Austin Public Health)

Access and **Use** of City of Austin's Digital Products

What factors can affect access and use?

Digital literacy

Findability of information

English literacy

Familiarity with resources provided by the city

Trust in the product to find accurate information

What does the use of digital products by the Latine community in Austin look like?

What products do they access?

How do they access?

When do they access?

What is their relationship with these products?

Factors for Access and Use

Digital literacy

Findability of information

English literacy

Familiarity with resources
provided by the city

Trust in the product to find
accurate information

What can a reimaging of digital products accessible to the Latine community in Austin look like?

What needs are already identified, if any?

Are there opportunities to improve a current product?

Are there opportunities to create a new digital product?