

Access and Use of City of Austin's Digital Products

Seeking Joint Inclusion Committee's Perspective on August 27th, 2025



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Human-centered design

Accessibility

Virtual Reality

AI Governance



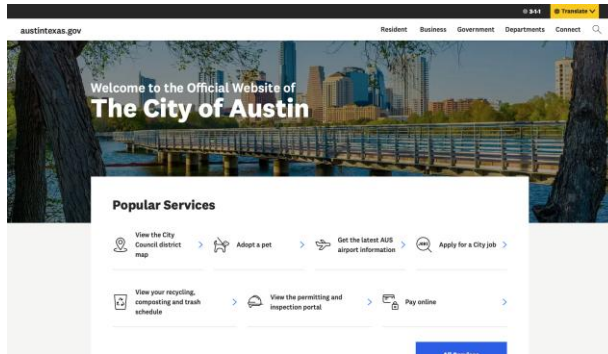
Forms
Consolidation

User Testing

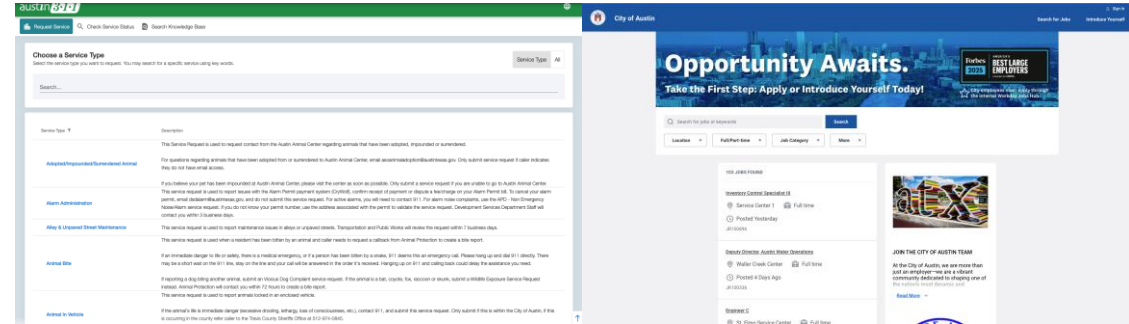
UX Design

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

What are digital products?



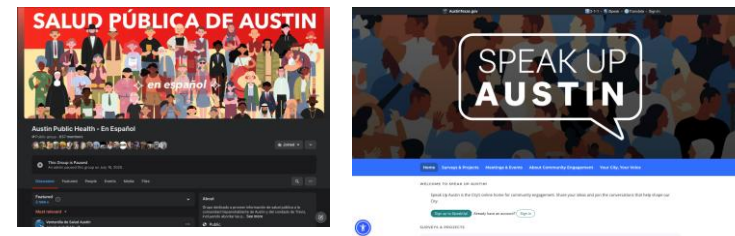
City of Austin's Website



Service Portals
(Austin 311 Online Portal, City of Austin Utilities, City of Austin Job Search, etc)



Mobile Apps
(CapMetro, Austin 311)



Community Outreach Groups
(Austin Public Health, SpeakUpAustin.org)

What factors can affect access and use?



Findability of Information

Language Access

Accuracy of Information

Ease of Use



Digital Literacy

Language Literacy

Familiarity with Resources

Trust in the Product

What does the use of digital products by the residents of your communities 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 reimagining of digital products accessible for your communities 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?