The 21st Century Integrated Digital Experience Act (IDEA) accelerates digital service transformation for today’s customer-centric experience needs. The public has come to expect protected, personalized, integrated, and seamless digital interactions. From delivering a modernized web platform to optimizing experiences using data and from digitizing forms and services to simplifying approvals and signatures, agencies need guidance to adopt the technology and digital practices to meet the demand.

The real benefits of customer experience come when agencies are able to bust through workflow silos and create a consistent, contextual experience across the entire workflow. When the experience is seamless across the workflow, it not only modernizes and improves operations, but delivers a host of benefits that strengthen the tie between government, its employees, and the general public.

Getting 21st Century IDEA Compliant

All Executive Agencies have to submit their digital service modernization plan by December 20, 2019. You need to act fast to initiate the transformation of digital experiences, including building the required cost and schedule estimates. Adobe, through the combined power of its technology solutions and consulting expertise, can act quickly to assess the challenges and deliver an execution roadmap that will meet immediate expectations and prepare you for future development.

Value to You

- The 21st Century IDEA gives you the opportunity to embrace and accelerate delivery of your digital services. Adobe can efficiently guide you through the law’s process and requirements.
- Streamline your workflows to not just enhance citizen experience but also the experience of employees who serve them. Adobe experts will conduct integrated digital experience workshops to help you achieve that.
- Adobe technology will help you achieve all the components laid out in 21st Century IDEA—website and forms modernization, and implementation of electronic signatures. Adobe consulting services will provide quick-start packages to pilot 21st Century IDEA digital service delivery projects.

Roadmap for Customer Experience Modernization Services

Get started with an assessment to identify gaps in meeting 21st Century IDEA requirements. Adobe offers two levels of services depending on your needs and at which point you are in your modernization journey. Adobe experts, across teams, will collaborate to guide your website modernization plan around Adobe solution purchase, implementation, and enablement.
21st Century IDEA Web Domain Scan

Core assessment of existing agency websites that require modernization with a recommended strategy to reach compliance for 21st Century IDEA.

Consulting Activities

Preliminary consulting for informing solution purchase decision, including:
- Website scan and resulting recommendations on:
  - Accessibility by anyone on any platform (mobile friendly)
  - Consistent appearance
  - Duplication
  - Security
  - Personalized digital experiences
- Use case and strategy discussions
- Roadmap recommendations
- Use of data analytics to improve customer experience

Duration

2-3 weeks
Including 1 onsite visit

21st Century IDEA Workshop & Report

Core assessment of existing agency websites and digital services that require modernization with a recommended strategy, detailed roadmap, cost, and scheduling to reach compliance for 21st Century IDEA.

Consulting Activities

In-depth consulting for defining the strategy and timing to execute:
- Website scan and resulting recommendations on:
  - Accessibility by anyone on any platform (mobile friendly)
  - Consistent appearance
  - Duplication
  - Security
  - Personalized digital experiences
- Use case and strategy discussions
- Roadmap recommendations
- Use of data analytics to improve customer experience
- Forms discovery (up to 100 forms)
- E-signature recommendations
- Government accepted report
- Re-assessment (after 1 year)

Duration

10-16 weeks
Including 2-3 onsite visits

Get started by scheduling a meeting with our team.