MyTN

Digitizing and Transforming the Citizen Experience within Tennessee State Government



NASCIO Award Category:
Digital Services: Government to Citizen
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TN Department of Finance & Administration | Strategic Technology Solutions

Industry Background

The goal of digital transformation is to provide customers with business interactions and experiences that are as seamless and effective as possible. For state governments, this means making citizen services and programs more accessible than the traditional brick-and-mortar service locations can. Experts agree that the convenience of digital engagement between citizens and government increases efficiency, effectiveness, and can lead to communication with a wider set of constituents than ever before (Gartner, 2021). According to Pew Research, Americans today are increasingly connected to the world of digital information via their mobile devices. In fact, approximately 97% of Americans own a cell phone and 85% of those are smart phones with Wi-Fi capability or network access (Pew Research Center Source: Surveys of U.S. adults conducted 2002-2021). Because this level of connectivity literally sits in the palm of their hands, citizens now demand fast and continuous ways to communicate with government. According to Accenture, "85% of citizens expect government digital experiences to be equal to or higher than the private sector." Experts have warned governments that "the trend is going toward fast, rapid communication…an immediate dissemination of information and an immediate response (Husain, 2020)."

Project Summary

The State of Tennessee's highly centralized IT organization, Strategic Technology Solutions (STS), heeded this warning early on and began planning how to allow business users and citizens to connect and collaborate from anywhere. To STS, this meant making citizen services and programs more accessible by providing personalized state services that are readily available on any mobile device. By developing an enterprise wide technology platform for a centralized mobile application and harnessing the power of cloud communications – we achieved this capability through the development of MyTN, the state's enterprise mobile application.



Since its public launch on February 18, 2020 – MyTN has completed six phases of planned releases and has grown to offer 47 unique services from a multitude of departments, all in one centralized application. MyTN has laid the foundation for our state's digital service transformation journey. The technical mobile application platform serves as the backbone for citizen's digital experiences within the State of Tennessee.

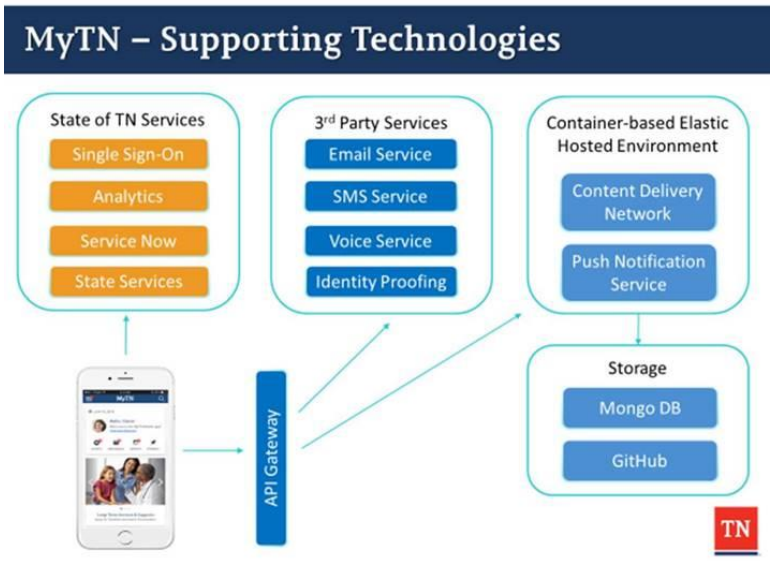
Not only does MyTN provide mobile enablement for state services, MyTN also provides channel proliferation capabilities -- as it has increased the number of channels available for customer interaction, while also ensuring the user experience remains consistent in look and feel. As part of an agile approach, MyTN consistently adds current citizen services to its enterprise portfolio. The STS EDS team also partners with departmental customers to develop new mobile services within MyTN that will be tailored to specific community needs. With the continual expansion of digital services being made available via one enterprise mobile application, the State of Tennessee has positioned itself as a leader in the public sector for digitization.

Technical Design

In February 2020, MyTN launched to the public. The technical platform and mobile application were developed by the state's central IT organization -- Tennessee Department of Finance & Administration's Strategic Technology Solutions (STS). STS provides planning, resources, execution and coordination in managing the information systems needs of the state. STS's Enterprise Development Solutions (EDS) team provides content management system/mobile support, application architecture, and complex apps. This team led the development of the MyTN mobile application.

MyTN is a mobile application providing personalized service delivery to Tennesseans through technology solutions. It delivers a better experience to citizens seeking information and resources from state government. By focusing on optimizing the citizen/customer experience across traditional departmental "silos", we have succeeded in delivering services on a unified platform. This unified platform enables the state to increase efficiencies, while also reducing development and design costs through a single content management system.

MyTN encompass an inclusive experience of government and provisions digital services across multiple channels. MyTN works seamlessly on iOS and Android devices to include phones and tablets. The mobile app also has integrations with a variety of 3rd party services which include SMS, Voice calling, email, USPS address validation, in-app notifications, and identity proofing. The mobile app is highly-accessibility, as it goes through rigorous 508 compliancy testing for each application release. Branding and design consistency are also key features; when a new service is integrated into MyTN, the service branding is reviewed and updated (if needed) to provide a consistent look and feel to our citizens. MyTN currently has the ability to rapidly integrate existing State services without the need of the Citizen to download an updated version of the mobile application. MyTN also has integrated a robust help system for the services and also provides the citizen the ability to provide feedback specifically for the mobile application.



Enterprise Collaboration

What makes the MyTN project unique is that it is the result of a multi-year cross-departmental collaboration. The mobile application was developed by central IT (Strategic Technology Solutions) and was done so in partnership with the Governor's Office and the Office of Customer Focused Government (CFG), along with business leaders from many of our state departments. STS is responsible for providing technical expertise and support of MyTN, while CFG serves as the relationship manager between business units and the technical experts within the state.

Even more unique, is that the final product stretches across multiple departments and provides a single point of access to a growing list of services through a secure account. MyTN provides the ability for citizens to conduct business across the traditional boundaries of public sector organizations. This enterprise design was intentional, created to break down "silos" typically associated within government. When citizens want to complete business with the state, they typically don't want to bother with multiple departments. In fact, citizens do not really consider which department "owns" which service they need, they just want their driver's license issued or their taxes filed, etc. -- and that is why MyTN was structured as it is!

Currently, MyTN offers 47 services in one location, from a multitude of departments. With each planned phase, new service releases and feature upgrades are added. This growing list of services includes:

- Applying for Unemployment Benefits
- COVID-19 Emotional Support Line
- Cybersecurity Resources for TN Citizens
- Driver Services Wait Times Maps
- Educator License Search
- Find Child Care
- Health Abuse Registry
- Health Dental Care for Tennesseans
- Health License & Certificate
- Jobs4TN
- Mastered in Tennessee
- Pick Tennessee Products
- TEMA Emergency
- Tennessee Smart Start
- TN Early Intervention System
- TN Do Not Call Online Registration Form
- TN State Museum
- TN Vacation
- Veterans' Mental Health Resources
- Volunteer TN.
- Child Abuse Referral and Tracking
- COVID-19 Unified Command
- Driver Services Online
- Drug Offender Registry
- Felony Offender Information
- Foster Parent Verification Portal
- Health Care Facilities
- Health EMS Services Listing
- Inquiry Form for Potential Foster Parents
- kidcentral tn
- Mental Health Crisis Line
- Restaurant Inspection Scores
- Tennessee Adult Protective Services
- Tennessee Taxpayer Access Point (TNTAP)
- TN Do Not Call Complaint Form
- TN Serves
- TN State Parks Reservations
- TN Wildlife Resources
- Veteran Services



Citizen Impact

Prior to MyTN, the state’s digital presence was not optimized to best meet citizen need. Online services were based on department “silos” rather than user needs and were difficult to locate on specific department .gov sites or one-off instances of mobile applications. This prevented knowledge-sharing across state government. Very few TN.gov sites or services were optimized for mobile devices, and accessibility needs of disabled users were not widely considered.

MyTN addressed these concerns and increased efficiencies by delivering digital content on a unified platform with a common toolset, design, development and content management process. MyTN is integrated with a single sign on (SSO) to allow the citizens to create a MyTN profile with a username/password. With a MyTN profile, the citizen can personalize the MyTN experience by bookmarking favorite services for quick access and storing demographic information. MyTN SSO integration also allows the logged in citizen to directly access services integrated with the SSO without having to re-login.

When MyTN was designed, three levels of access were identified: Guest, Basic Profile, and Verified Profile. Guest access provides citizens an easy to use categorized menu system to quickly access services. Basic Profile access adds the ability for citizens to favorite services and also go into services connected to the SSO without logging in again. Verified Profile access is when a citizen has a basic profile and has successfully completed the identity proofing process. The identity proofing process is handled by 3rd party software and MyTN displays the quiz by utilizing the 3rd party software’s APIs.

The user-focused design of MyTN provides consistently branded resources and information for citizens, ensuring a holistic customer experience across multiple key sites and state services. Since its launch in February 2020, MyTN has had approximately 70,000 visits from over 24,996 unique users. 10,919 of these are Apple IOs users and 13,374 are Google Android users.

MyTN	Total Visits	Unique Visitors	Page Views	Return visitors
Feb 18, 2020 – May 27, 2021	69862	24996	435066	45737

The top five services accessed by users as of May 27th, 2021 are:

1) Felony Offender Registry
2) Driver License Services
3) Applying for Unemployment Insurance Benefits
4) Drug Offender Registry
5) Jobs4TN.gov

One of the most valuable outcomes of MyTN has been an improved user experience for citizens and increased speed of results for citizens interacting with state government.

Statewide Benefits

- Personalizes experience for citizens and enhanced communication through notification and alerts.
- Matures digital presence & increase digital diversity
- Improves engagement and communications
- Improves customer service
- Increases trust in government among citizens
- Provides agility & greater flexibility

"The idea of MyTN was great from the beginning, but what we've seen in the way we are able to transform how the state delivers critical services to the citizenry has been remarkable. The MyTN app is really changing the way state government does business." *Roger Waynick, Customer Focused Government, State of Tennessee*

Next Steps/Future Focus:

MyTN boasts a well-supported technical platform that was dynamically designed to evolve and meet future needs, while also adapting to emerging technology and communication trends. In addition to continuously growing number of state services available, STS EDS also takes a dynamic approach to technical innovation by providing optimal end user experiences on MyTN. For example, the team is currently designing a new framework to allow phone native services to be developed and deployed, also without the need for the citizen to download a new version. With the growing adoption of enterprise data analytics and intelligence automation technologies, enterprise digital citizen identity is also a future goal for STS that would connect with MyTN. The electronic identification and authentication of citizens leveraging digital services across Tennessee will enable identity data to flow seamlessly through between state departments and organizations, connecting citizens to necessary services faster and more efficiently.

Public References/ Resources:

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