NYC Digital Playbook

Principles and Strategies

nyc.gov/playbook

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**WELCOME ALL
NEW YORKERS**

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We serve and empower residents from diverse language, ability, geographic, and socioeconomic backgrounds.

Learn more at **nyc.gov/playbook/principles**

**MAKE GOVERNMENT
SIMPLE**

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We proactively identify the most urgent and persistent needs of New Yorkers, then we design engaging, easy-to-navigate services that meet residents' preferences and requirements.

Learn more at **nyc.gov/playbook/principles**

**LISTEN AND
RESPOND**

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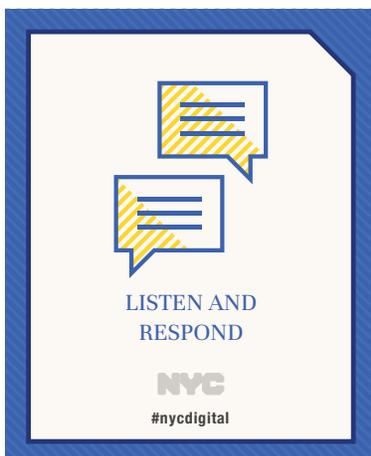
We develop accurate, responsive services by engaging collaboratively with New Yorkers, seeking their insights, and responding to people when they interact with us.

Learn more at **nyc.gov/playbook/principles**

**REACH PEOPLE
WHERE THEY ARE**

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We deliver services and information through channels that New Yorkers already use, and we build on existing resources in New York's diverse communities.

Learn more at **nyc.gov/playbook/principles**

**PROTECT NEW
YORKERS' TRUST**

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We deliver services that are reliable and accountable; we keep New Yorkers' personal data secure; and we're transparent about how we use the information we collect.

Learn more at **nyc.gov/playbook/principles**

**BUILD
COLLABORATION**

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We help others better serve New Yorkers. We develop and share data and platforms to improve all the services City residents use.

Learn more at **nyc.gov/playbook/principles**

#1

Make services available to New Yorkers of all capabilities and language preferences.

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All residents need dignified access to City services, whatever their abilities or language preferences. Services should meet or exceed accessibility standards, should be offered in multiple languages, and should not feel burdensome to use.

Learn more at **nyc.gov/playbook/make-services-accessible**

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MAKE GOV'T SIMPLE

LISTEN AND RESPOND

#2

Communicate simply and clearly in all languages used.

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Residents have an easier time understanding what the City offers and what services are relevant to them if all digital and non-digital services use simple and plain language.

Learn more at **nyc.gov/playbook/communicate-simply**

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MAKE GOV'T SIMPLE

REACH PEOPLE WHERE THEY ARE

#3

Reach out to New Yorkers and invite them to use City services.

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New Yorkers spend valuable time finding and accessing services. Whenever possible, services should recognize users and not make them start from scratch. The City should reach out to individual residents, tailor information to specific needs, and make it easy to complete an enrollment or process in just a few steps.

Learn more at **nyc.gov/playbook/reach-out-to-residents**

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#4

Engage New Yorkers in the creation and testing of services.

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The best way to create services that work well for New Yorkers is to involve them in deciding what to build and how to build it. Human-centered research, design, and evaluation are powerful tools for creating services that satisfy both residents and front-line service providers.

Learn more at **nyc.gov/playbook/test-with-residents**

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#5

Structure services around New Yorkers' needs rather than by agency needs.

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City government is enormous and complex—there are more than 340 unique nyc.gov websites. However, residents think about services based on their interests and preferences, not by government departments or political initiatives. When multiple agencies share a service or responsibility, they can create seamless services that feel simple and intuitive by planning together and assigning one project lead.

Learn more at **nyc.gov/playbook/organize-around-needs**

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#6

Build the capacity of City staff to deliver best-in-class services.

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When we empower City staff with the necessary tools, resources, training, and authority, they design and implement excellent, innovative services for New Yorkers.

Learn more at **nyc.gov/playbook/build-the-capacity-of-city-staff**

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#7

Build on existing services that work.

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Millions of residents have strong relationships with social media networks, search engines, and other third party sites and applications. City services should recognize what works well for New Yorkers and take advantage of the tools that residents already use and enjoy.

Learn more at **nyc.gov/playbook/build-on-existing-services-that-work**

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BUILD COLLABORATION

#8

Integrate digital services within neighborhoods and communities.

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Successful services combine digital offerings with access points in the physical city. Integrated services will empower diverse New Yorkers with access to information and resources and strengthen bonds between residents—online and in real life.

Learn more at **nyc.gov/playbook/tie-services-neighborhoods**

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#9

Create citywide technical, data, and design standards.

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City services should be recognizable across all agencies, channels, and platforms, and City data should be reliable everywhere. Clear standards for digital design elements, technical options, and data sharing and collection will help agencies create and implement consistent and recognizable services for New Yorkers.

Learn more at **nyc.gov/playbook/create-standards**

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#10

Design for mobile devices first.

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Residents increasingly use mobile devices as their primary tool to access key services. To reach the greatest number of residents, the City should prioritize mobile online services and SMS communications.

Learn more at **nyc.gov/playbook/design-for-mobile**

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#11

Collaborate with civic, design, and technology partners.

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The City doesn't have to do it all on its own. Community and technology partners are ready to help develop and implement effective services. Joining forces with public-minded partners will make service delivery more effective for New Yorkers and efficient for government.

Learn more at **nyc.gov/playbook/engage-private-partners**

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#12

Make accountability and transparency fundamental to all service interactions.

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Residents are more willing to turn to the City and share their needs and information when they understand how their personal information will be used and what they stand to gain.

Learn more at **nyc.gov/playbook/be-accountable-transparent**

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