California Office of Data and Innovation (ODI)

From mDL to account

Making applying for a state job easier

California DMV mDL government hackathon

November 1, 2024

Table of contents

1. About ODI & our team
2. About our use case
3. User testing & our development process
4. Demo of the complete flow
5. Highlights of design & tech
6. Reflections and further use cases

About ODI & our team

Who we are

ODI works toward a state government that is:

- Modern
- Effective
- Provides exceptional customer service to all Californians

We serve other state departments. We help them improve tools and processes based on:

- User research
- Human-centered design
- Data
- Analytics

Office *of* Data and Innovation

The hackathon team

Zakiya Khabir
Engineering Manager

Erica Stivison
UX Designer

Jon Jensen
Senior Full Stack Developer

Sarah Letson
Senior User Researcher

About our use case

Our use case

The user need

The users: State job applicants

- 251,000 people applied for CA state jobs last year
- Almost all (96%) apply online through CalCareers website

Applicants expect

- User-friendly and quick application process

Our use case

Pre-filling an account & job application with mDL Wallet

What	How	Why
DMV Wallet + CalCareers	Mobile-first concept design	Faster More accurate Removes step to prove Driver's License

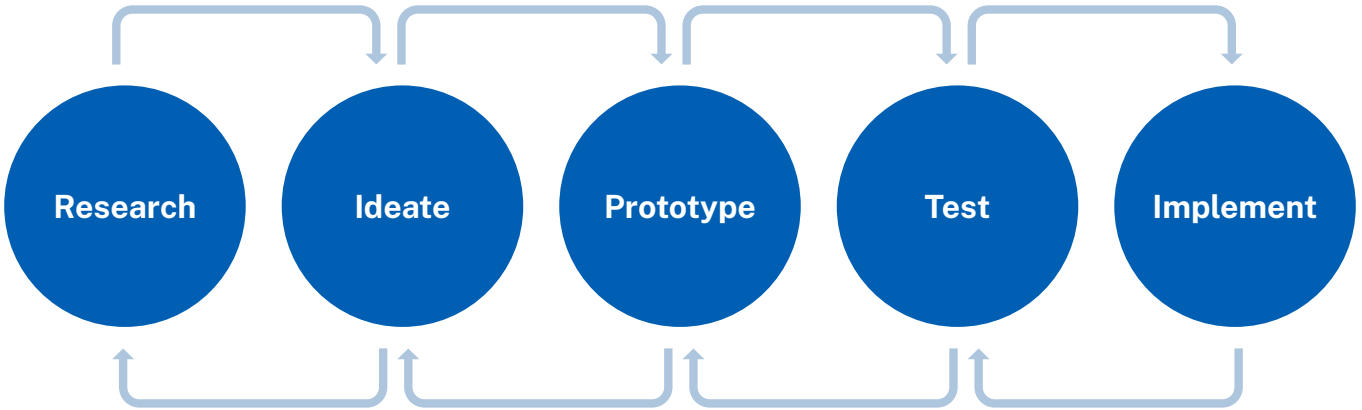
Scaling the solution

Potential for broader impact across ca.gov

323,000 average daily visitors to ca.gov sites last year

User testing & development process

Our human-centered design & development process

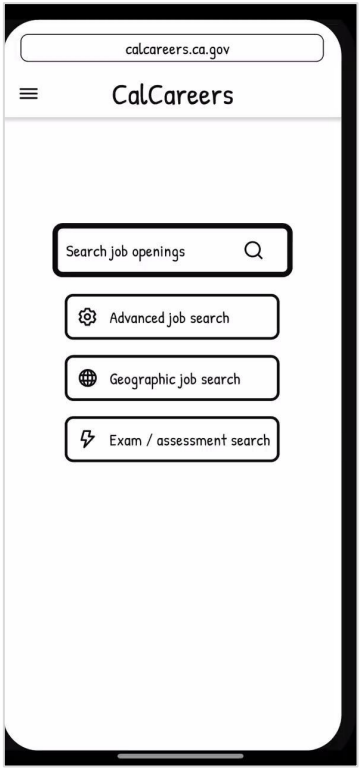


We wanted to learn

1. Whether **pre-filling information** with the mDL was helpful
2. How Californians feel about using the mDL to **apply for a job**
3. Whether our proposed user flow **meets user expectations**
4. How **secure or trustworthy** Californians think the mDL app is

User testing & development process

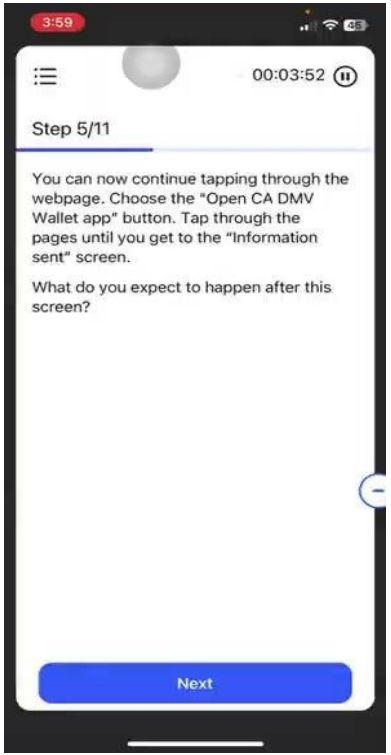
Clickable low-fidelity prototype



We tested it with everyday Californians

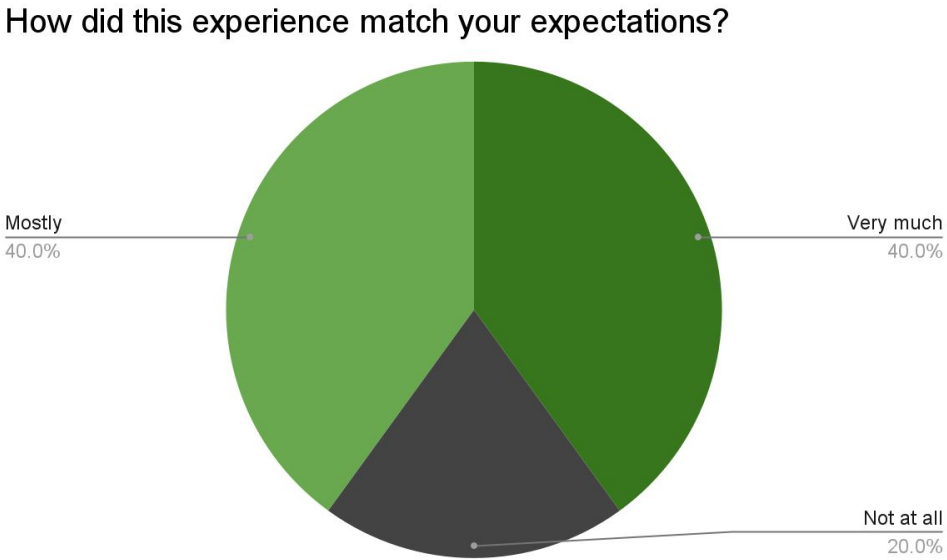
Our users

- 5 Californians with driver's licenses
- Some with the mDL app on their phone



We learned

Most users said the flow matched their expectations



We learned

Lack of consensus on pre-filling information

✅

> *I've applied to several jobs recently and... it does save time having that information auto populate there, so very nice.*

- A California resident

❌

> *Even though the [DMV Wallet] app might be quicker, I prefer to put my information manually just in case that there's not a way to confirm it.*

- A California resident

We learned

Most users found the prototype secure and trustworthy; even more with the mDL integration

> *Everything felt safe, reliable, and trustworthy, especially if they work with a DMV app.*
>
> - A California resident

Demo of the complete flow

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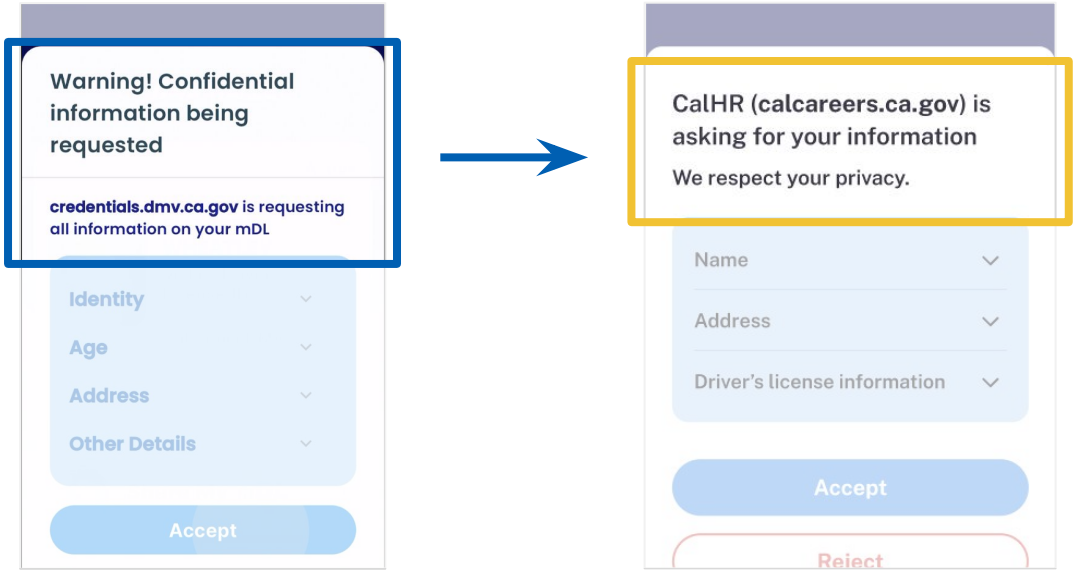
Design & tech highlights

Plain language



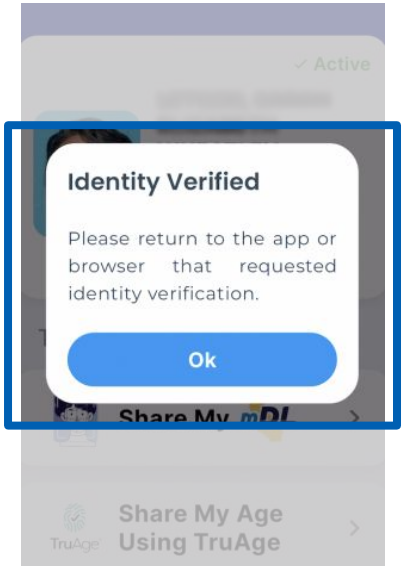
Current mDL app

Proposed changes

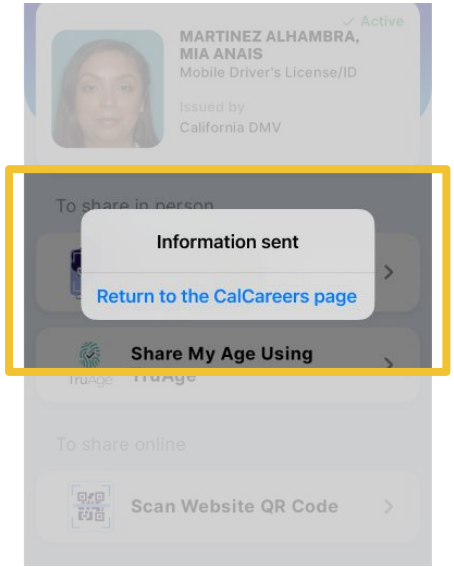
Plain language is text your audience can understand the first time they read it.

- User-focused
- Simplified
- Can build trust

Return to app that requested the Driver's License data



Current mDL app



Proposed changes

Clarified functionality

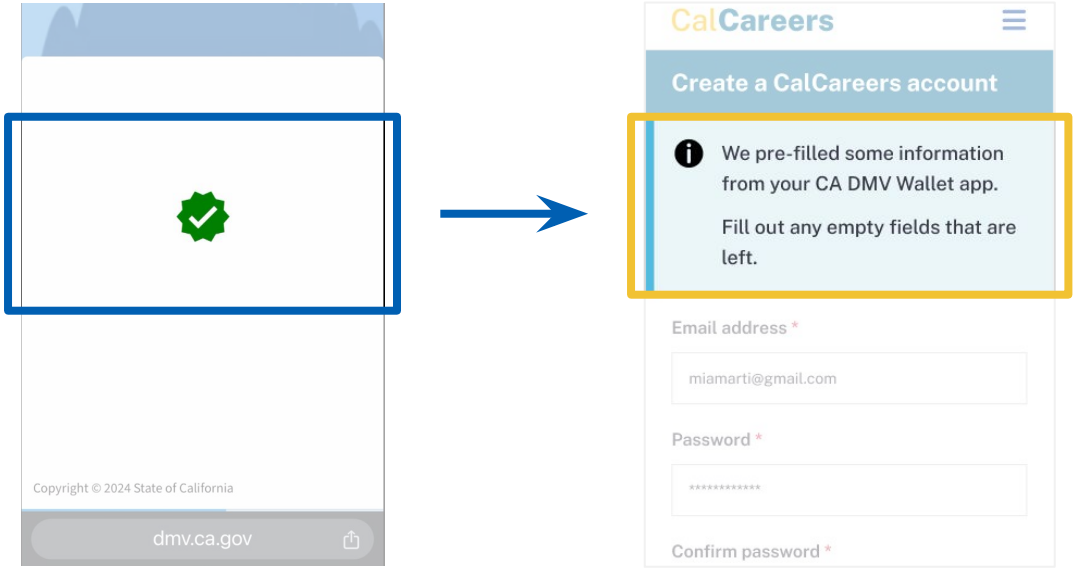
- Our main use case is to send info, not verify identity

Clearly labelled the button with the referring app's name

- Users are better at recognizing information than recalling which page they were on before

> *I expect the [DMV Wallet] app to have sent that information and auto populate those sections [on the CalCareers site].*
>
> – A California resident

Alert message



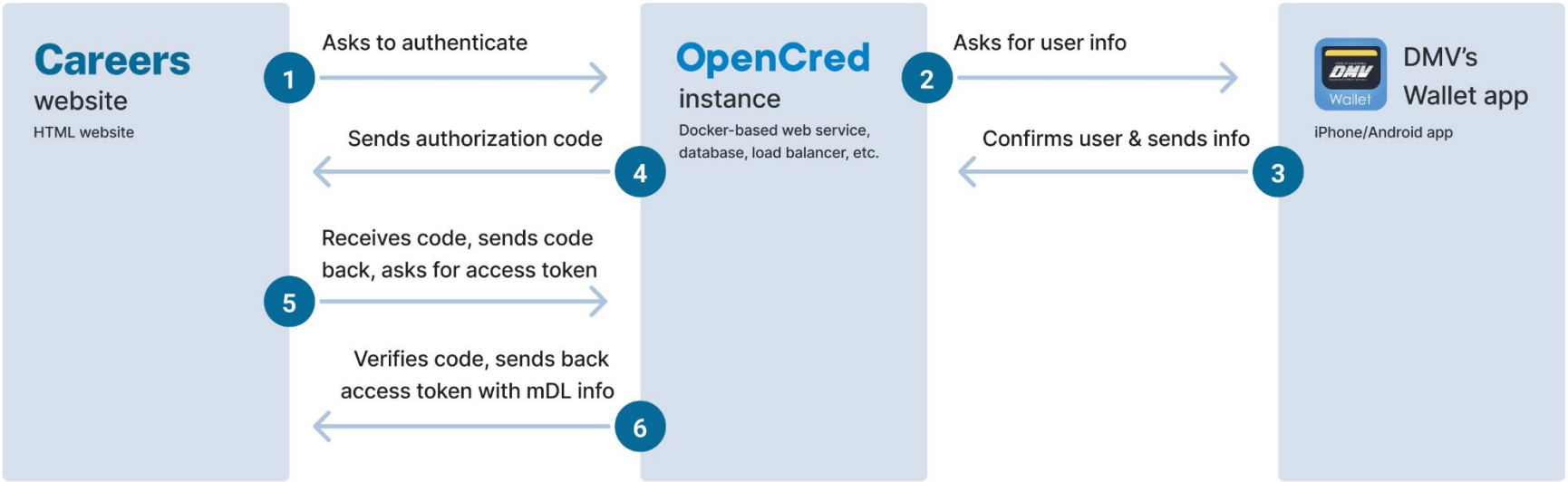
Current mDL app

Proposed changes

Gives context with the success of the action

Helps users confirm they are in the right place and know what just happened

Working proof of concept



Reflections

Possible future use cases

Store more information in the mDL

- Professional licenses (attorneys, tradespeople, nurses, etc.)
- Work history
- I-9 verification

Scaling across CA.gov

- Login option for any CA site

Downloads and links

Live demo

- Website
- Video

Clickable prototypes

- Low fidelity Figma prototype
- High fidelity Figma prototype
- Video

Documentation

- Presentation slides
- Reflections

Downloads and links:

bit.ly/DmvOdi

Thank you!

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