Contact with end-users

Collaborating with end users is paramount for Chief Digital Officers (CDOs) to **ensure the success of digital initiatives.** By engaging with end users, CDOs **gain valuable insights into their needs, preferences, and pain points, allowing them to tailor solutions that meet user expectations**. This collaborative approach fosters **user adoption and acceptance, driving the effectiveness and usability of digital services and platforms.**

Moreover, **involving end users in the design and testing phases enables CDOs to identify and address potential issues early on, resulting in more robust and user-friendly solutions**. Ultimately, working closely with end users empowers CDOs to **deliver digital experiences that truly resonate and add value to the administration.**

CDOs can then build some best practices such as:

Physical gathering platforms: community of users, first users community, ambassadors programme, Focus Groups. A CDO can create these communities for a specific sector (farmers for agriculture, diaspora for foreign affairs Ministry, students for Ministry of Education, etc.), or can use existing end-user communities deployed for other government services.

Online tools: Government Service Portals, Community Forums and Discussion Boards, Civic Engagement Platforms, Social Media Platforms, Feedback Forms and Surveys, Mobile Apps and Chatbots, online Forums and Communities. A CDO can deploy these tools, and RISA as well can build these tools that can be used and reused by different sectors.

Online events: Citizen Feedback Portals, Online Complaint Resolution Platforms, User Testing Sessions, Webinars and Online Workshops. A CDO can organise these events for a specific sector services developed or being developed.

By leveraging these platforms effectively, CDOs can enhance citizen engagement, improve access to public services, and foster transparency, trust, and accountability in government operations.

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