



Enhancing constituent engagement through intelligent experiences

Deloitte leverages our digital transformation and professional consulting knowledge—combined with Google Cloud's leading AI capabilities—to effectively harness AI to improve digital government services and experiences by focusing on user needs, personalization, efficient data processing, and scalability.

Creating intelligent experiences

Human-centered design (HCD) is an approach to problem-solving and product/service development that focuses on designing solutions with an understanding of the needs, preferences, and behaviors of the end users.

By harnessing the power of AI combined with our HCD experience, Deloitte revolutionizes the way projects are executed and results are achieved by public sector organizations. Opportunities for intelligent experiences across a project lifecycle include:



Discovery

- Content Crawling & Auditing
- Content Research and Editorial Planning
- Research, Market Analysis, Competitive Analysis
- Card Sorting and Information Architecture Development
- End/Stakeholder Research Synthesis
- Persona Creation



Design

- Taxonomy Development
- Writing and Editing
- Content Translation



Development

- Research Assistant/Copilot
- Design/Development Workflow
- Quality Assurance and Accessibility Testing

Value of our approach

Swift Insights

Automate real-time, data-driven insights that guide precise decision-making, alignment with user needs and accelerated project timelines.

Unified Collaboration

Foster communication among teams with AI-enhanced collaboration tools, lowering creative barriers and fostering creativity and ideation.

Personalized Experience

Tailor experiences to individual preferences through AI-driven personalization and real-time engagement through conversational Chatbots.

Predictive Analysis

Anticipate project roadblocks, streamline product backlogs, and mitigate risks proactively with AI powered predictive analysis.

Elevated Efficiency

Automate repetitive tasks, freeing up valuable human resources for high-impact creative and strategic endeavors.

Potential benefits for organizations



ENHANCED

experience for residents and employees interacting with digital government platforms



IMPROVED

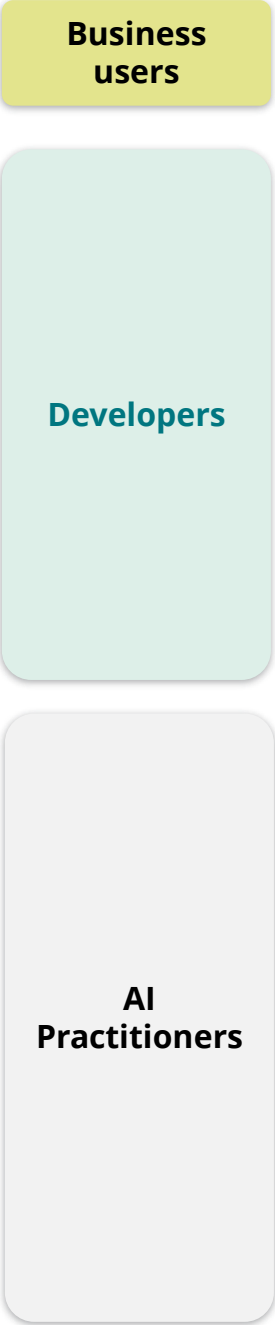
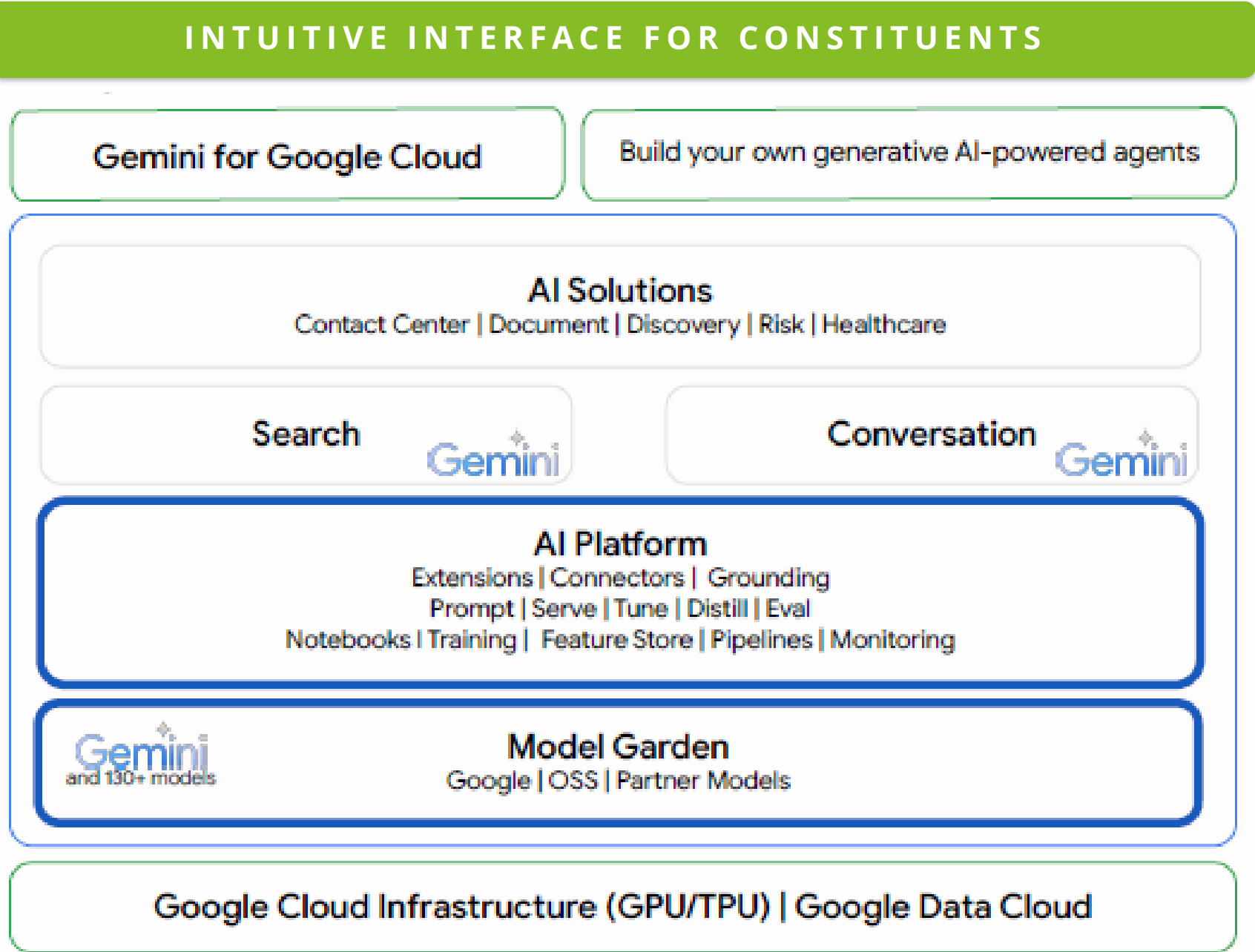
user satisfaction because of intuitive navigation and personalized experiences



INCREASED

adoption rates by making features more engaging and user-friendly

Deloitte creates intelligent, intuitive experiences for constituents using Google Cloud’s AI capabilities, application development tools, and infrastructure



Why Deloitte & Google Cloud

Deloitte helps organizations advance their digital transformation efforts. In 2026, Deloitte was named the Partner of the Year for Artificial Intelligence (North America & APAC), Gemini Enterprise (Global), Industry Solutions (Global), Managed Security Service Provider (Global), and Infrastructure Modernization (Oracle). This is a testament to our ability to develop innovative solutions that are tailored to meet the specific needs of an organization.

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