Digital public is demanding digital government services. So, the question is: What steps can you take to meet that demand for digital government services? And really at its heart, the answer is incredibly simple. Start where you are today and make the next set of citizen-facing services that you deliver just incredibly good. Use human-centered service design. In the same way that commercial organizations do to really seek to engage and delight your customer or your citizen. You can start this capability on a small scale and grow it, and start to use it on all your citizen-facing applications and services. Now for sure there are other organizational and governments strategies that need to be put in place to be able to scale. But this is a great place to start.