

AHOJ

Our why?

1

deeper understanding
of user needs

3

eliminating vendor
lock-ins

2

implementing agile,
design thinking,
co-creation

4

cost effective
digital services



Our approach

The problem

What problem are we trying to address and for whom?

Open
discovery

Targeted
discovery

Develop

Deliver

Open design led research

Explore user experience and needs in relation to all services (offline and online)

Think big, start small

Identify ONE service area to start with to test new ways of working and prototype

Test opportunities

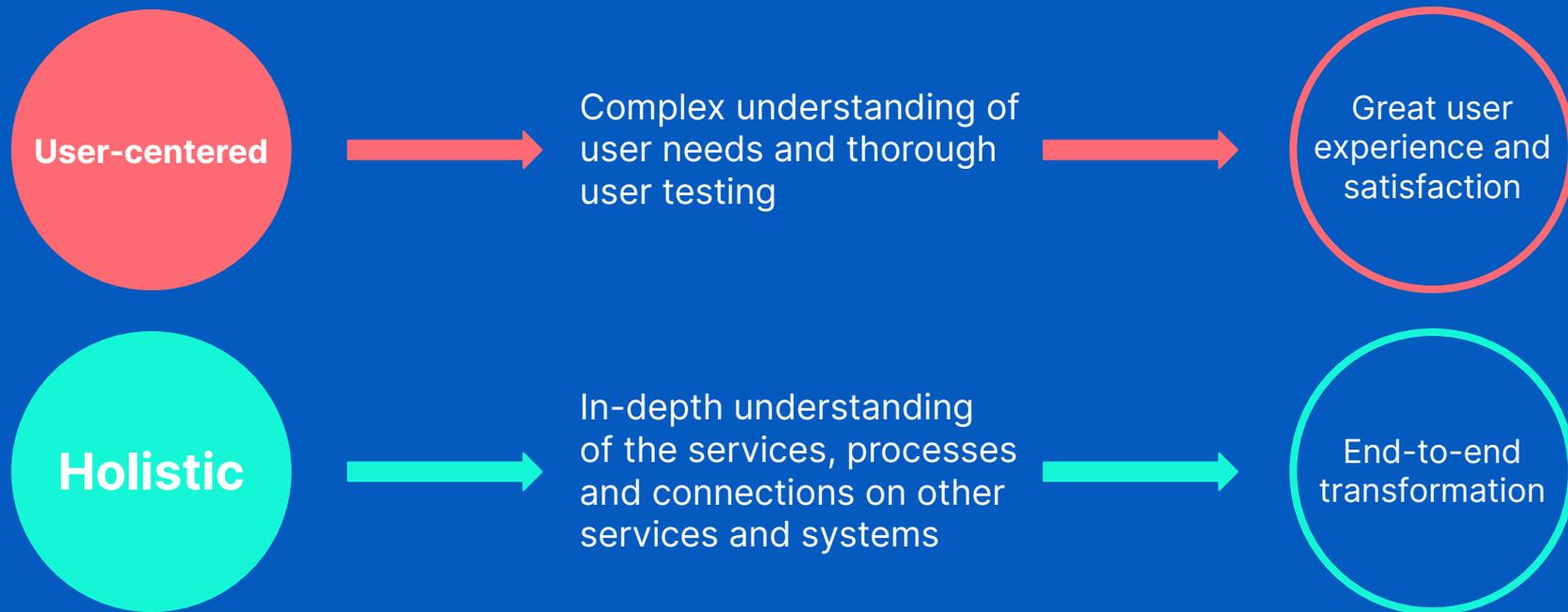
Identify ONE service area to test new ways of working and prototype

Make it real

Implement changes and continue to test and iterate based on feedback



Our approach



How do we transform our eservices?

1

Transforming
resident-facing eform

3

Optimising the
department
cooperation

2

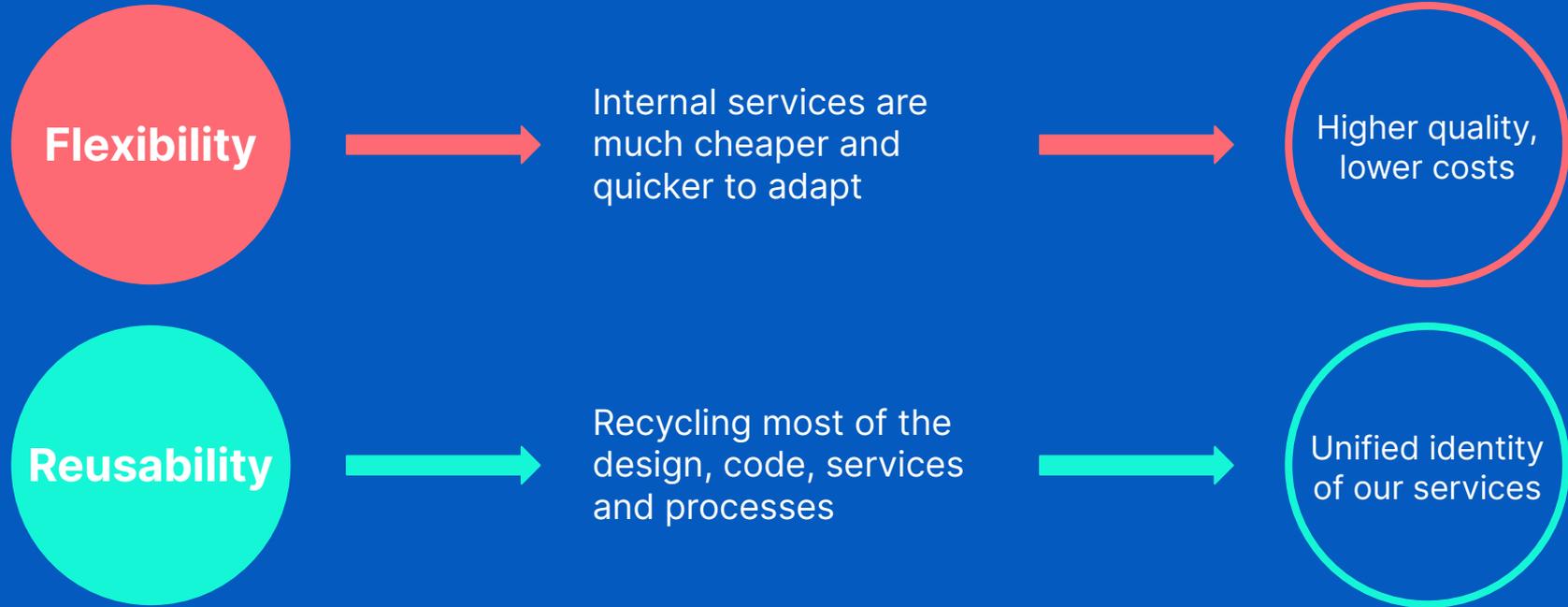
Digitising the
in-house process

4

Communicating with
the resident throughout
the whole process



Added value



Bratislava ID

One place for all services

Launched
April 2023



inovácie
mesta Bratislava

Gmail - Inbox x Bratislava.sk x +

← → ↻ Bratislava.sk/aktivacia_konta

Hlavné mesto SR Bratislava 🔍 Covid-19 E-služby SK ▾ Prihlásenie **Registrácia**

Mesto Bratislava ▾ Doprava a mapy ▾ Životné prostredie a výstavba ▾ Sociálne služby a bývanie ▾ Vzdelávanie a voľný čas ▾ Kultúra a komunity ▾

🏠 > [Dane a poplatky](#) > [Daň z nehnuteľnosti](#) > [Digitálna platba](#)

Digitálna platba dane z nehnuteľností

Platba dane jednoducho a rýchlo v Bratislavskom konte

Registrovať sa **Prihlásiť sa**

Platili ste už daň digitálne v minulosti?

Ak ste v minulosti platili daň z nehnuteľností digitálne, tento rok ju nájdete v novom Bratislavskom konte. **Nepotrebuje prejsť celou registráciou.** Stačí, ak si aktivujete konto **overením e-mailu a vytvorením hesla.**

Aktivovať konto →



[https://www.sprava.mest Bratislava.sk/aktivacia_konta/registracia/daň-z-nehnutelnosti](#)

27 000

Registered users during the first two months



inovácie
mesta Bratislava

Tax payers

446

2021

5058

2022

17 251

2023

The residents were highly satisfied with the service

91

NPS

99%

**of participants would like to receive
the digital bill in the future**

NPS - Net promoter score

Share of online out of total revenue

12%

2021

15%

2022

22%

2023

Sold tickets (+195%)

18 009

2022

53 218

2023

Win-win situation

Benefits for the users

- Everything at one place
- Mobile phone
- Communication
- Overview
- Simple & user-friendly
- Safe and trustworthy

Benefits for the Municipality

- Everything at one place
- Communication
- Internal processes
- Faster payments
- Lower error rate in requests
- Lower burden on employees
- Lower costs



„I paid my tax in approximately 5 minutes after the email arrived, on one click and while being on vacation in Asia..“

Taxpayer about digital payment



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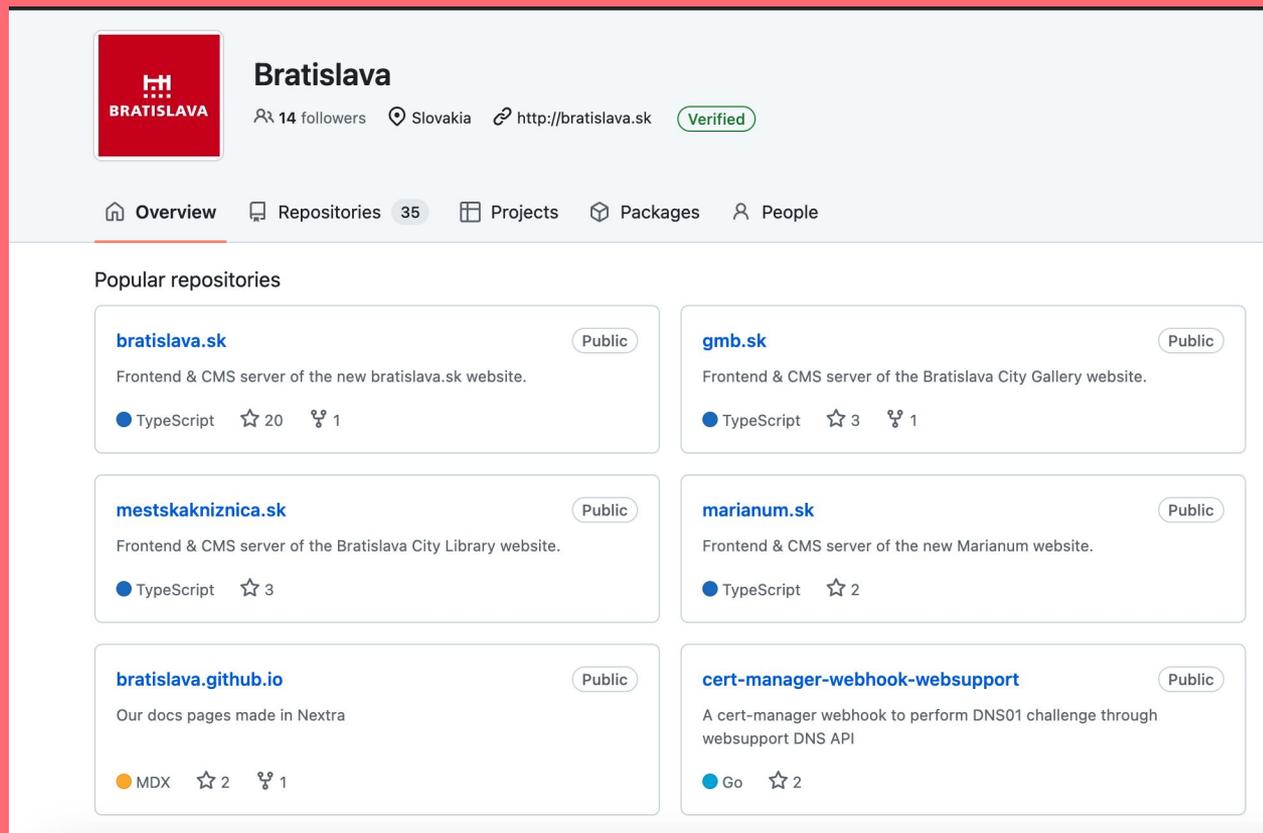
"I got all the tax information I wanted to know. I am glad that this way you are stepping into the 21st century."

Taxpayer about digital payment



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Open for all municipalities



The screenshot displays the GitHub profile for 'Bratislava', which is a verified account with 14 followers from Slovakia. The profile page shows a navigation bar with 'Overview' selected, and 'Repositories' (35), 'Projects', 'Packages', and 'People' as other options. Below the navigation bar, the 'Popular repositories' section is visible, listing six repositories. Each repository card includes the repository name, a 'Public' badge, a description, the programming language, and star/fork counts.

Repository Name	Language	Stars	Forks
bratislava.sk	TypeScript	20	1
gmb.sk	TypeScript	3	1
mestskakniznica.sk	TypeScript	3	0
marianum.sk	TypeScript	2	0
bratislava.github.io	MDX	2	1
cert-manager-webhook-websupport	Go	2	0

Online swimming pool tickets

Think Big, Start Small



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Long-term goals

1

**Build trust towards
municipality**

3

**Transparency and
openness**

2

**Evidence-based
decision making**

4

**Two-way
Communication and
Participation with
residents**



Thank you

Petra Dzurovcinova
City of Bratislava



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