

Data and design for a citizen-centric digital experience

With **EngX** and **Contentsquare**, Public Administrations can turn navigation data into concrete actions, redesigning digital services that are more intuitive, accessible, and faster. A truly data-driven approach that puts citizens at the center, improving the quality of the online experience and strengthening trust in public services.

Complex user journeys and technical slowdowns undermine the digital experience of citizens. To address these challenges, Public Administrations can adopt an approach grounded in actionable insights and digital design, making every step of the online journey simpler, safer, and more personalized. **Do your digital services truly meet citizens' needs?**

Key insights

+40%

of Italians interact with public authorities through the Internet

1 su 2

local authorities has purely informational websites.

2 su 3

citizens are not fully satisfied with public digital services.

DATA PROCESSED FROM MULTIPLE SOURCES

Thanks to Contentsquare's behavioral metrics, **EngX** helps Public Administrations innovate and streamline their online services, accelerating **digital transformation**.



Strategy, analysis, and design within an integrated approach that turns insights into tangible, measurable results.

experience

A four-phase journey to deliver data-driven digital experiences

STEP
01

UNDERSTAND YOUR USERS

- Journey analysis
- Conversion KPIs
- Engagement signals
- AI-powered VoC survey

STEP
02

IDENTIFY WHAT MATTERS

- Area heatmaps
- Click mapping
- Error detection
- Session replays

STEP
03

DESIGN EFFECTIVE SOLUTIONS

We turn insights into UX/UI experiences that make a real difference. Our specialists design solutions tailored to citizens' real needs, improving performance.

STEP
04

DELIVER WITH IMPACT

We bring projects to life with full-stack development and continuously monitor results to improve performance over time.

STEP
01

CONTINUOUS LEARNING

THE PROCESS STARTS AGAIN FROM THE USER, WITHIN A CONSTANT IMPROVEMENT CYCLE.

Benefits

Eliminate frustration by delivering smoother, more accessible digital experiences, aligned with citizens' expectations and European and Italian standards.

Identify the causes of drop-off, optimize user journeys, and remove barriers that hinder independent use of online services.

Leverage AI to transform data into actionable insights that support faster, more targeted decisions, improving the effectiveness of public services.

Our Approach



With **EngX**, we deliver end-to-end solutions that integrate strategy, creativity, technology, and deep expertise in the public sector, transforming how PA connect with citizens. From data and insight analysis to the design and optimization of digital services, we create effective, inclusive, and engaging experiences across all public digital channels.

Design services that truly meet citizens' needs by centering on human needs.

+400

DX PROFESSIONALS

+150

INDIVIDUAL CERTIFICATIONS

+40

ACTIVE R&D PROJECTS

+10

STRATEGIC AND TECHNOLOGICAL PARTNERSHIPS

Our Partnership



The leading Experience Analytics platform. Gain data-driven insights to deeply understand your users' experience and achieve your most impactful UX goals.

- ⊕ Content optimization
- ⊕ Intuitive citizen journey
- ⊕ Seamless UX
- ⊕ Increased self-service adoption
- ⊕ Optimized accessibility
- ⊕ Consistent omnichannel experiences

Achieve **new levels of performance** with Contentsquare.

+1,5M

WEBSITES & APPS

+200

SOFTWARE INTEGRATIONS

+80

DIGITAL PROJECTS IN EUROPEAN PA