



Comune di  
**Milano**

**Dialog with Citizen:**

***The new website of the City of Milan***



# To whom are we talking to...



## EXPECTATIONS

- Clarity
- Capability to listen and dialogue
- Simplification of digital services

# What are they looking for...



**SERVICES**

**PARTICIPATION**

**INFORMATION ON  
THE CITY  
ATTRACTIVENESS**

# The opportunity

**DEVELOP A  
DIALOGUE  
STRATEGY IN LINE  
WITH THE NEEDS  
OF OUR USERS**

**NEW WEBSITE  
FOCUSED ON  
SERVICES**



**THE DISTRICT  
DEVELOPMENT PLAN  
TO INVOLVE CITIZENS**



**Piano  
Quartieri**  
Costruiamo insieme il futuro  
della nostra città

**NEW WEBSITE  
FOCUSED ON  
STORYTELLING  
ABOUT THE CITY**

**YESMILANO**

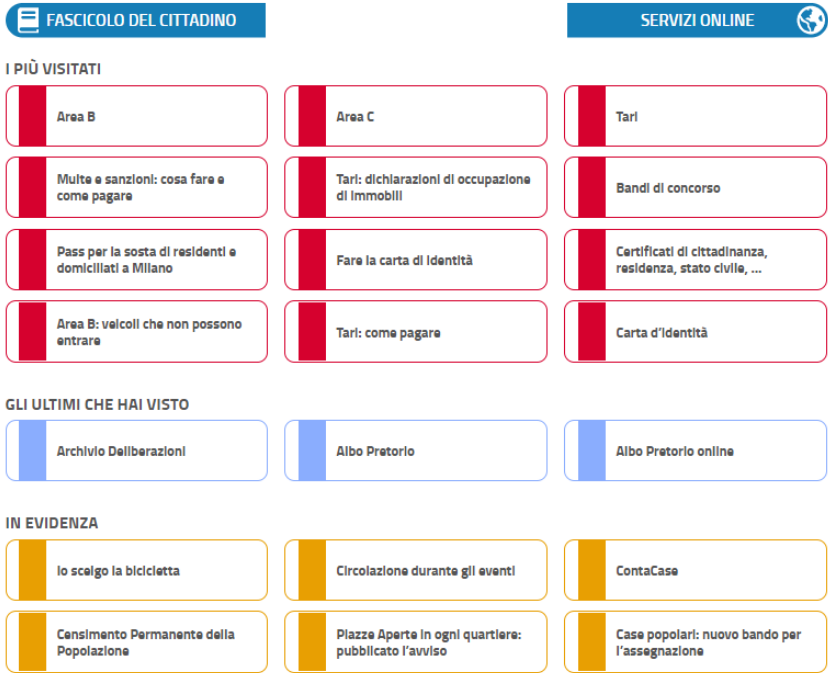


# The new website – [www.comune.milano.it](http://www.comune.milano.it)

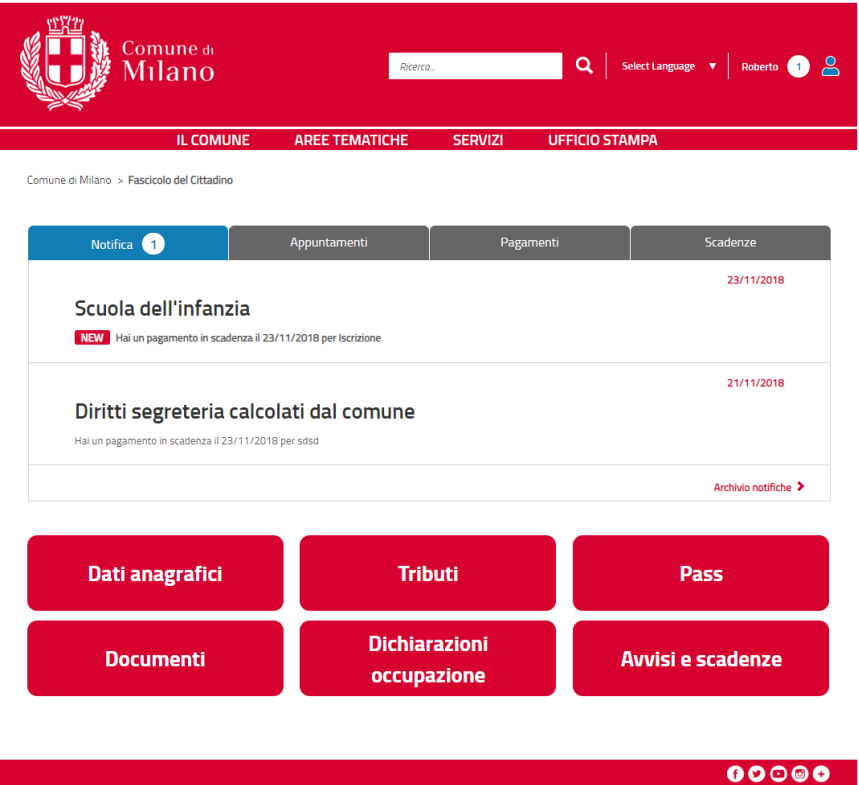
## Mobile First, One Click



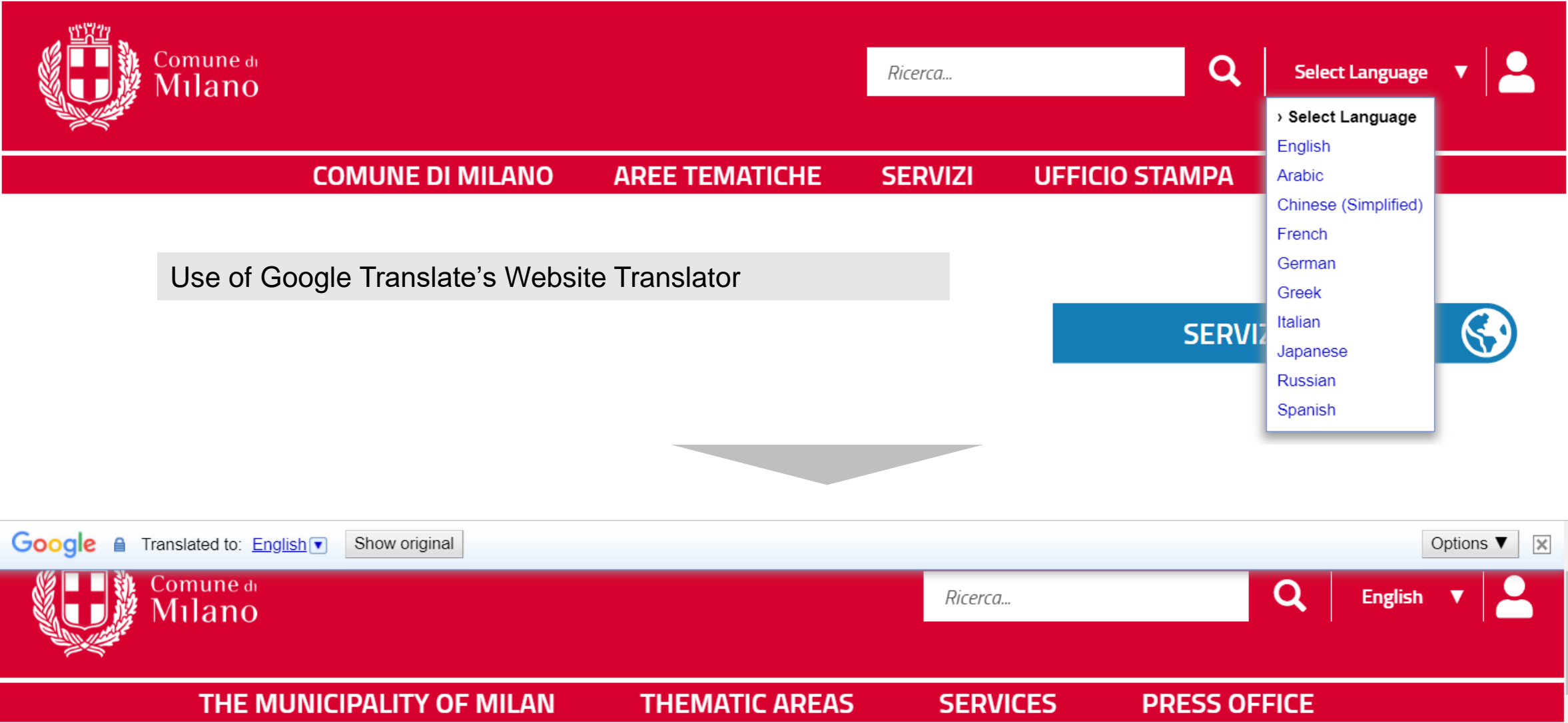
## Focus on Services



## Self-Service Area Fascicolo del Cittadino (Citizen Folder)



# Language approach: use of automatic translation



# Language approach: next steps

## ISSUES

- Wrong translations for labels (when there is no context)
- Google Translate no longer provides new access to Website Translator. This change does not affect current use of the Website Translator

We are evaluating 2 alternative approaches:

### Post-publishing and whitelist

- Use of alternative solution e.g.:
  - Gtranslate.io
- Implement whitelist of provided translation for specific text/language

### Pre-publishing with content personalization

- Activate multi-language function of our CMS platform
- Integrate in the publishing workflow a connection with Machine Translation APIs, e.g.:
  - Amazon Translate API
  - Google Translate API
  - Microsoft Translator API
  - EU eTranslation API (only available for EU languages)

