NTT DATA

Spain | Public sector

A new Citizen Folder for more than 400 public services in the Junta de Andalucía

Junta de Andalucía

NTT DATA has developed the new version of the Citizen Folder for the Junta de Andalucía, creating a unified digital platform for citizen information.

Client profile

The Junta de Andalucía was Spain's first regional administration to launch the "Citizen Folder" tool in 2019 to make public services accessible to all citizens. After five years, the administration needed to expand the tool's capabilities to enable citizens to manage their personal information and complete administrative tasks through a unified digital access point.

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> Citizen Folder gives us quicker and easier access to all of the information the Junta de Andalucía holds about each of us. This new version is more complete, innovative and far more intuitive, making it easy to access information from anywhere."
>
> **Antonio Sanz**, Regional Minister to the Presidency, Interior, Social Dialogue and Administrative Simplification, Junta de Andalucía

230,000+	840,000+	850,000+
new users	total users	visits to the web platform

Business need

Streamlining citizen interactions with public administration

The primary goal of the Citizen Folder is to centralize all the information the public administration holds about citizens in one place. In 2019, the Junta de Andalucía was the first regional government in Spain to launch its own Citizen Folder. Initially launched as a mobile app, it is a centralized system that enables Andalusians to access their data, records and certificates from the regional administration.

After five years, the Junta needed to expand the tool's capabilities. They wanted to be able to consolidate communication channels and administrative processes into a single, accessible platform for all Andalusians, streamlining interactions with the public administration.

NTT DATA developed two mobile applications and a web platform, enabling citizens to download certificates, request appointments, access key data and track the status of more than 420 administrative processes.

The project included a communications campaign. Within six months, the new Citizen Folder had over 800,000 registered users and more than 58 million interactions.

Challenges

The new version of the Junta de Andalucía's Citizen Folder presented several challenges.

First, a new legal framework was needed to ensure that the system's operations complied with current regulations, providing the legal certainty data would be handled and processed correctly.

Second, a robust technological infrastructure had to be implemented to guarantee data security and fast response times. Crucially, the new version required coordination among various agencies and systems to provide citizen services, ensuring they operated within a unified framework to deliver cohesive and consistent citizen experiences.

Finally, the project had to raise awareness of the app and promote its adoption. This included a 360 marketing effort across channels such as TV, print and digital media, social media and newsletters.

Solution

Comprehensive digital platform for citizen services

NTT DATA served as the main technology partner involved in developing the Junta de Andalucía's Citizen Folder project, leveraging its experience and technical expertise to ensure the project's success. The project was built on a modern and robust infrastructure, leveraging advanced technologies and components to deliver a secure, efficient and user-friendly experience for citizens.

NTT DATA developed two native mobile apps — one for iOS and one for Android — each optimized for high performance and a smooth user experience.

We also built a responsive website using Angular and modular web components, enabling fast, flexible navigation across browsers and devices. The back-end architecture used Spring Boot with Representational State Transfer Application Programming Interfaces (REST APIs) to manage communications between user interfaces and internal systems, ensuring the platform is scalable and efficient.

System integration was handled using WSO2, enabling smooth and secure connectivity with other public administration services and platforms. To optimize performance and ensure quick access to information, Redis was implemented as a caching system, significantly reducing response times and improving the overall user experience.

Additionally, NTT DATA's team of specialists — through its digital agency Tangity — designed and executed a comprehensive 360-degree marketing and communications campaign titled "The whole Junta, together." The campaign aimed to drive widespread adoption of the app by reaching citizens in a more relatable and less institutional tone.

A key component of the campaign was a promotional video that adopted a fresh, distinctive style, with a positive impact. The campaign was rolled out in two waves, featuring over 70 creative assets in various formats, tailored to suit a wide range of channels and platforms.

A 360° communications campaign

The first wave of communication was launched in July and August and comprised:

- Digital media. Around 40 outlets were targeted, generating 30,102,755 ad impressions, including 11 brand days in the media with maximum coverage. This was complemented by 20 print placements across 13 publications.
- Television. The campaign aired 196 TV spots on Canal Sur and six regional networks.
- News radio. The ad ran 257 times, reaching 22% of the population with an average frequency of 4.5 listens.
- Music radio. A total of 95 spots reached 32% of the population, averaging 3.3 listens per person.

The second wave, launched in late August, featured:

- 28 million digital ad placements, including 20 brand days
- 2 print ads focused on coastal regions
- 248 TV spots across regional media
- 343 news radio broadcasts, increasing average listening frequency by seven times compared to the first wave
- 169 music radio spots

In September, the social media campaign went live, generating 5,892,638 million impressions and driving 9,821 clickthroughs.

Outcomes

Significant results from new Citizen Folder platform

Since the launch of the new version of the Citizen Folder — developed by NTT DATA — in summer 2024, the Junta de Andalucía has seen strong engagement and adoption in its first eight months:

- 600,000+ file status checks
- 100,000+ appointments requested
- 150,000+ digital card certificates generated
- 30,000+ data certificates issued

In the first phase, the new platform enables citizens to:

- Store up to 14 digital cards from various public institutions in their mobile wallet, including the Youth Card, Andalucía 65 Gold Card and Library Card
- Track the status of over 420 administrative processes, covering 25% of all services offered by the Junta
- View and download more than 20 types of certificates and personal data, such as large family certificates for both regional and national use
- Book appointments with 10 different public bodies in Andalucia, including the Andalusian Employment Service and the Vehicle Inspection Authority
- Receive notifications and official communication
- Access data from the national administration, including university degrees, job seeker status, real estate information and data from the Directorate-General for Traffic related to road safety and traffic.

Next steps

In the next phase of the project, NTT DATA aims to expand the range of services and ensure that the Andalusian Citizen Folder includes 100% of each citizen's public information, significantly increasing its current capabilities. An upcoming update will also allow citizens to use the app in health centers and pharmacies, eliminating the need to carry a physical health card.

At the same time, the Junta de Andalucía is developing a business-focused version, a Companies Folder, designed to deepen the ties between the region's economic ecosystem and public administration.

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The development of the Junta de Andalucía's Citizen Folder project represents a paradigm shift in how citizens interact with public administration. It's the first initiative of its kind truly designed around the needs of citizens — not the administration. We asked ourselves what citizens actually need, and built a solution that's accessible, practical and focused on improving their experience."

Rafael Marín, Public Sector Manager, NTT DATA
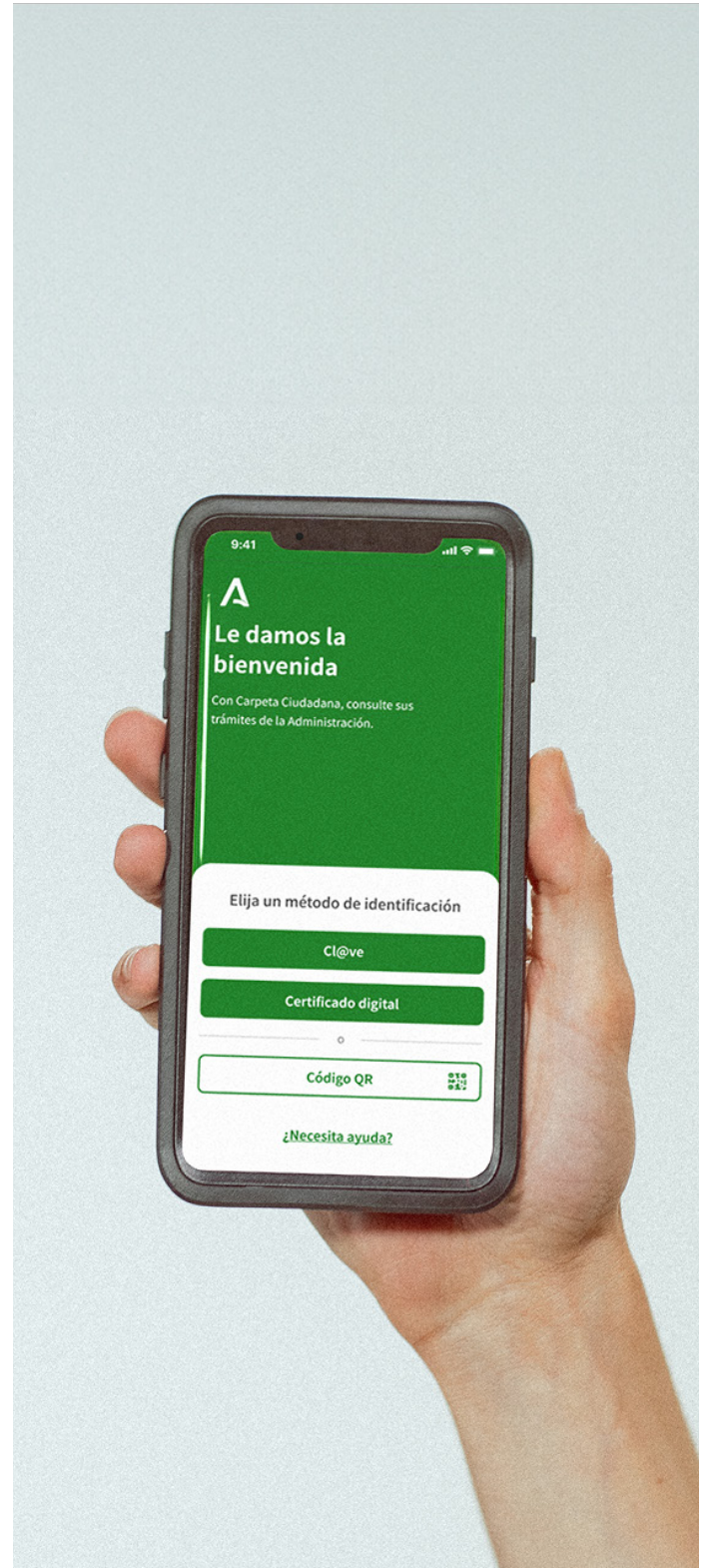
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