Website Redesign

Designing with the End-User in Mind, Strategies for State Agencies

Suzanne Jorgensen

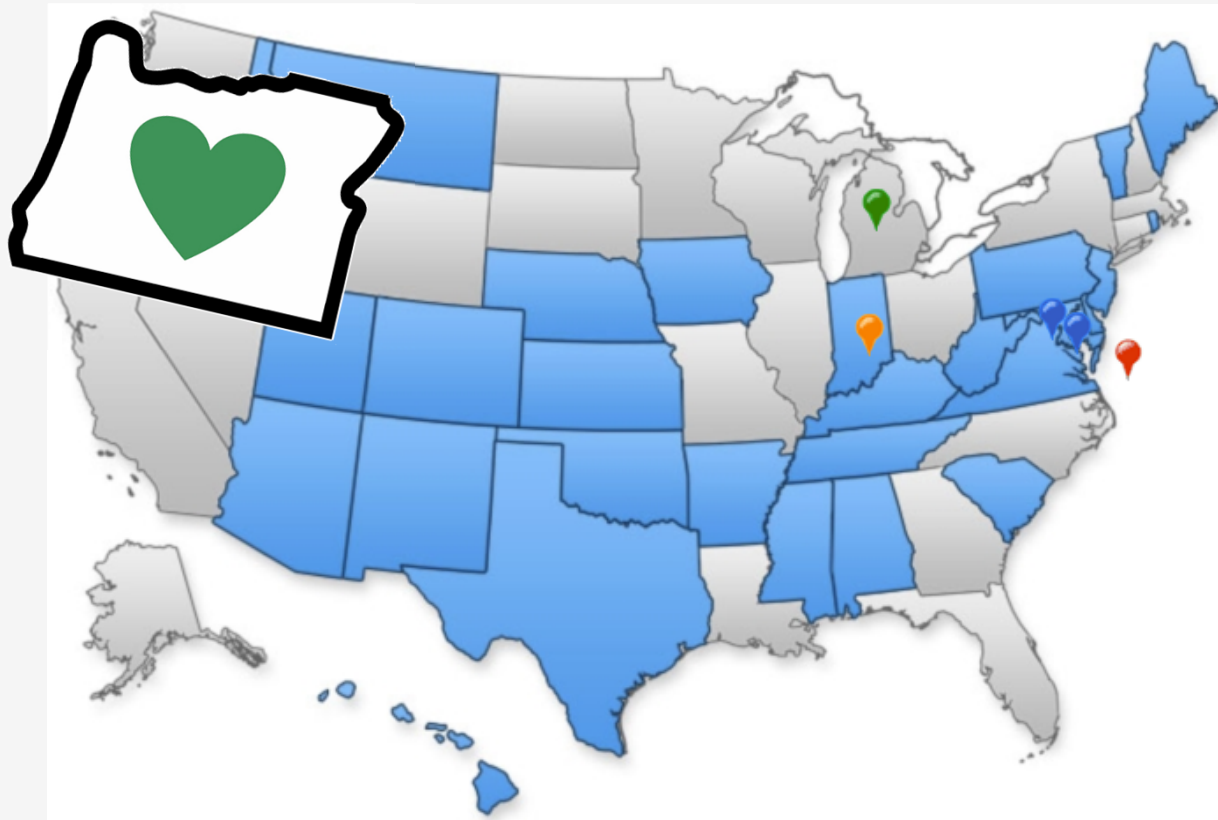Director of Operations & Marketing, NIC Oregon

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Who is NIC?

NIC builds official web sites, online services, and secure payment processing solutions for more than 3,500 federal, state, and local government agencies across the U.S.

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Citizens want to interact with government online

- 74% looking to complete a transaction online
- 48% researching a public policy or issue
- 46% trying to figure out what services a particular agency provides
- 41% forms
- 25% looking for information on a health or safety issue
- 23% apply or learn about government benefits

Source: Pew Research Center 2010

Oregon Secretary of State Redesigning for the End-User

Oregon Secretary of State Redesigning for the End-User

Agency Goal: Improve user experience

- Reduce # of pages by 80%

- Focus on helping users complete tasks

- Simplify and clarify of content

- Answer:
  "What does the Secretary of State do?"

- Engage actual users and learn from their feedback

Redesign Roadmap

- Division level meetings identified top tasks, user groups and customer service focus
- Look and feel discussions with agency executives
- Content Strategy
  - Content inventory, audit and analysis reveal:
    - Redundant content
    - Existing Issues
    - Inconsistent naming conventions
    - New information architecture
- Card Sorting / Usability Testing
- View and discuss content
- View and discuss site look and feel
- Usability testing
- Build the site
- Staff content build-out

How?

- Agency Leadership Buy-In and Ongoing Support

- Looking at content from the end-user's perspective

- Mobile First

- Content Strategy

- Usability Studies
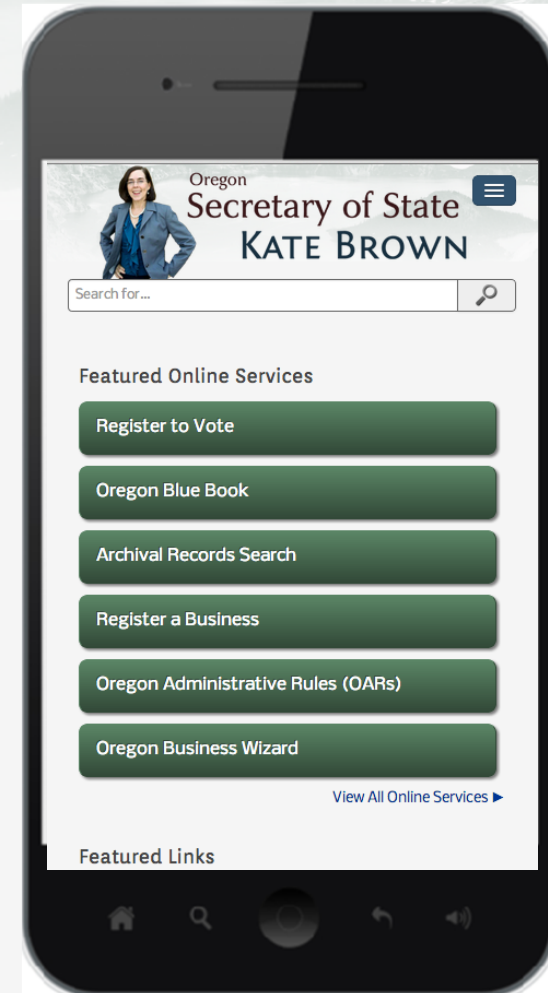
The Challenge

- Getting executive buy-in and support is crucial to success

- Overcoming reservations about having an "outsider" involved in content. Agency is the expert, we ask questions and leverage agency expertise to translate for end-users.

- Understanding importance of changing the way you look at your content, internal work flow isn't ideal for someone looking for information

The Challenge

The Challenge

What is Mobile First?

Mobile first is the idea that websites should first be designed for mobile devices.

Mobile first is a content strategy!

Why Mobile First?

- Mobile erased the digital divide
  - 39% Americans *without college degrees* only or mostly use the Internet on mobile devices
  - 59% of Americans *who make less than $30,000/year* have no Internet access at home
- 30% of US are mobile only or mobile mostly
- Mobile users expect faster load times on slower devices

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Responsive Design

Design and development should respond to the user's behavior and environment based on screen size, platform and orientation. Responsive design uses flexible grids, layouts and images in combination with CSS3 media ies to

What is Content Strategy?

"Content strategy is the practice of planning for the creation, delivery, and governance of useful, usable content."

Kristina Halverson

Content Strategy for the Web
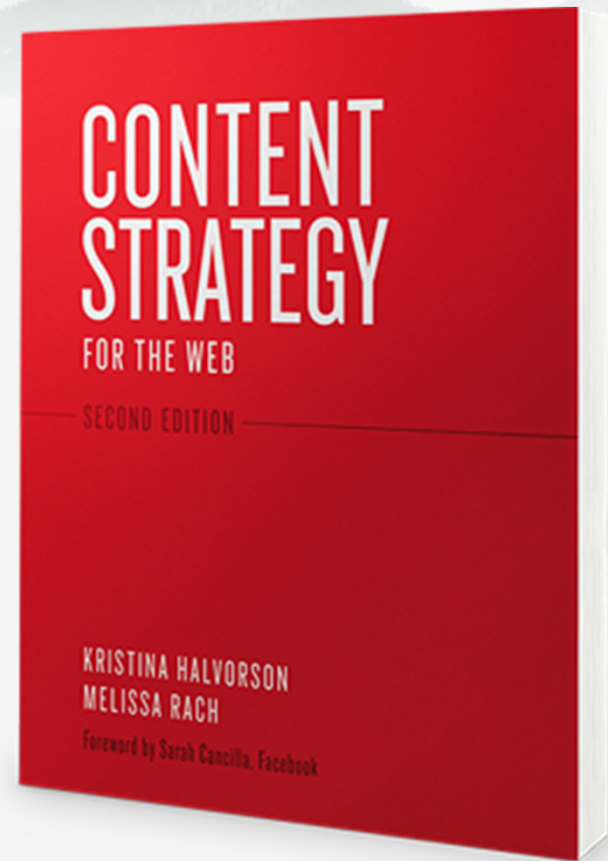
Websites tend to get treated like basements...

A mobile first basement with content strategy

Content Strategy

- Reduce number of pages

- Target tone, language and information for specific customer groups

- Orient site navigation around user tasks

- Help avoid the "content creep" and site bloating by a good governance model

What is the strategy?

Plan	Create	Govern
• Audit • Analysis • Strategy	• Workflow • Writing • Delivery	• Measurement • Maintenance

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Top Tasks

- Individual meetings with each agency to identify "Top Tasks"
  - Most frequent questions to customer support
  - Site Analytics
  - Transaction volumes

- User Groups
  - Different user groups approach content differently

Focus on Functionality

- Task driven site architecture, functionality supports content

- Bringing most relevant content to the forefront

- Featured user groups?

- Social media solution

- Making long content easy-to-read

Content Audit

- Content Must:
  - Support an agency key objective
  - Assist a user in completing a task
- Content Audits Answers:
  - What's there?
  - Is it any good?
- Enables
  - Reorganization
  - Renaming
  - Rewriting

Usability Studies

- Where does a great user experience come from? Observing users!

- Make decisions based on data

- Guerilla Usability Testing: Someone, something, someplace

- For Oregon SOS we conducted 11 online card sorting studies with 151 participants, and conducted in-person usability tests on two prototypes with 21 members of the public and power users

- Testing site accessibility with people with disabilities: next week

In-Person Usability Results

Question	User 1	User 2	User 3	User 4	User 5	User 6	User 7	User 8	User 9	User 10	Projected
You recently moved from Astoria to Salem and want to update your voter registration information, where would you go to do that?	Check/Update My Registration	Check/Update My Registration	Check/Update My Registration	Searched: Voter	ter Registration Fo	Register to Vote	Check/Update My Registration	Register to Vote	Register to Vote	Check/Update My Registration	Check/Update My Registration
You notice your neighbor is using official Oregon Department of Transportation vehicles to move furniture and boxes to their storage unit. You want to report this misuse of state money and equipment, where would you go to do that?	Contact Us	Report Government Waste, Fraud, or Abuse	Report Government Waste, Fraud, or Abuse	ogle Attorney Gene	Contact Us	Report Government Waste, Fraud, or Abuse	My Elected Officials	Not sure	Report Government Waste, Fraud, or Abuse	Report Government Fraud	Report Government Waste, Fraud, or Abuse or Report Government Fraud
When cleaning out your attic you found an old photograph of your great grandfather gold panning, it has inspired you to learn more about your family's history, where would you go to find more info?	Genealogy Records	Oregon Historical County Records Guide	Genealogy Records	1. Ancestry.com 2. Genealogy Records	Genealogy Records	Genealogy Records	Genealogy Records	Genealogy Records	Genealogy Records	Archives	Genealogy Records
Your forgetful business partner swears he registered your new business's unique trademark of a fish eating a bowl of soup, but you want to make sure, where would you go to check?	Trademarks	Trademarks	Trademarks	Trademarks	Trademarks	Trademarks	Update Registration	Trademarks		UCC Search, Filing and Forms	Trademarks
A co-worker was explaining how she registered to vote online this year, you have never registered before and want to vote in the next election, where would you to register?	Register to Vote	Register to Vote	Register to Vote	Elections	Register to Vote	Register to Vote	Register to Vote	Register to Vote	Elections	Elections	Register to Vote
Your closest friend got a new job as a notary, from what he has told you about the job it sounds like something you would really enjoy too, but you are not sure you have the qualifications needed to be a Notary, where would you go to find out?	Standards and Protocols	Become a Notary	Notary Resources	Notary Resources	Notary Training	Notary Resources	Notary Training	Notary Resources	Searched: Notary	Notary Resources	Become a Notary

Tool Used: Silverback for Mac
http://silverbackapp.com/

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Card Sorting Usability Results

Elections Card Sort 3 Results

	Election Laws	Get Involved	My Elected Officials	Oregon Election History and Statistics	Special Voting Circumstances	Voting in Oregon	Who's Running
How do I get an initiative on the ballot	57%	29%				14%	
I want to become a circulator		100%					
How do I become a candidate	43%	57%					
What office can I run for	40%	60%					
How do I remove someone from office	33%	67%					
Political parties		33%	17%			17%	33%
Find out who is the current Marion County Clerk		14%	86%				
Find a list of State Senators			83%			17%	
Voter registration statistics				86%		14%	
Prior election results				100%			
Find the total registered voters in the 2008 Primary Election				100%			
I am in the military					100%		
I have a disability					100%		
I have moved					56%	44%	
I live overseas					100%		
Where can I return my ballot		11%				89%	
How do I mark my ballot						100%	
When will my ballot be sent to me						100%	
Was my ballot received						100%	
Register to vote		20%				80%	
Check/Update my voter registration	20%					80%	
Who can help me			25%			75%	
Where are candidates getting money		14%	14%	29%			43%
Where are candidates spending money			25%				75%
Who can I vote for	17%					33%	50%

Tool Used: Optimal Sort by Optimal Workshop
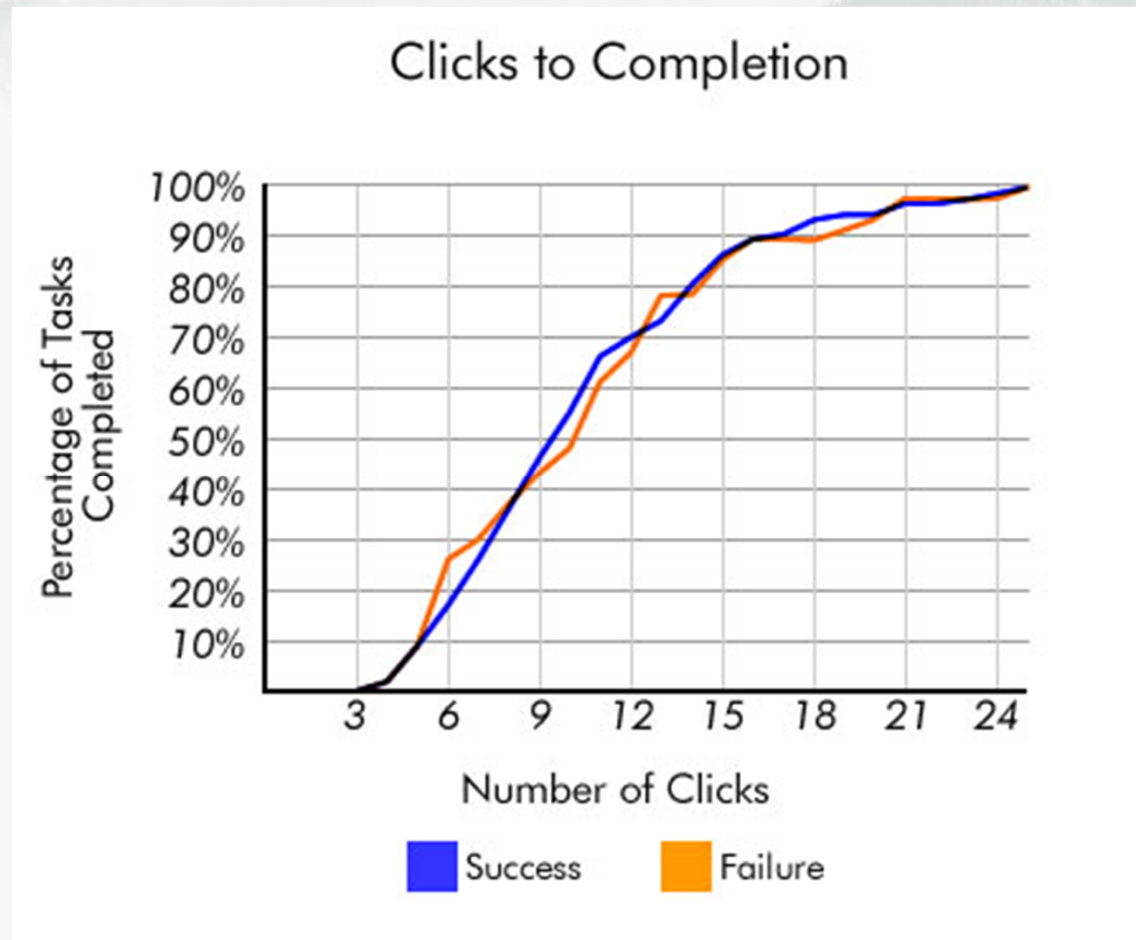http://www.optimalworkshop.com/

Usability Best Practices

Enable Content Skimming
By Using F-Shaped Pattern

"10 Usability Tips Based on Research Studies" By, Cameron Chapman, Six Revisions

Forget the 3-Click Rule*

Clicks to Completion

Don't make me wait!

A 2 second increase of delays in page responsiveness reduced user satisfaction, revenue and clicks.

	Distinct Queries/User	Query Refinement	Revenue/User	Any Clicks	Satisfaction	Time to Click (increase in ms)
50ms	-	-	-	-	-	-
200ms	-	-	-	-0.3%	-0.4%	500
500ms	-	-0.6%	-1.2%	-1.0%	-0.9%	1200
1000ms	-0.7%	-0.9%	-2.8%	-1.9%	-1.6%	1900
2000ms	-1.8%	-2.1%	-4.3%	-4.4%	-3.8%	3100

"10 Usability Tips Based on Research Studies" By, Cameron Chapman, Six Revisions

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Make Your Content Easily Readable
People only read 28% of the text!

$$y = 2.48x^{-0.34}$$

Chart axes: Maximum Percent of Words User Could Read (at 250 WPM) vs Words on Page
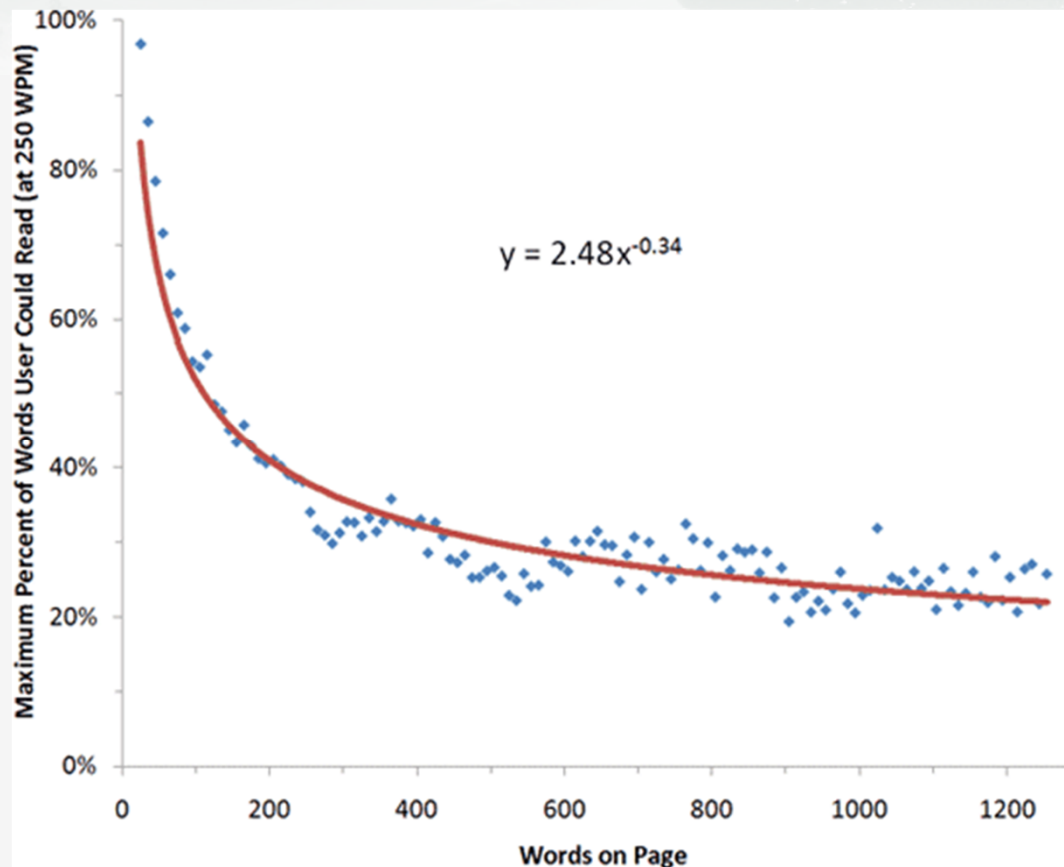
"10 Usability Tips Based on Research Studies" By, Cameron Chapman, Six Revisions

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Secretary of State
KATE BROWN

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