

Portal Steering Committee Meeting

State CIO Discussion

July 14, 2006

Customer service that is more:

▪ Courteous

- Designed to serve our customers needs, regardless of disability, based on customer-focused user testing.

▪ Trustworthy

- Fully protects user privacy and security.

▪ Responsive

- Provides complete access to relevant information and empowers the consumer efficiently to complete all transactions online at the convenience of the consumer.

To achieve California In-Touch Objectives, we need to:

- **Develop flexible, extensible resources for use across state agencies and offices that permit all agencies to be responsive to their customers.**
- **Embed a citizen-centered design focus and capability into resource design and implementation.**
- **Collaborate across government to ensure both agency-level and government-wide usability and cost-effectiveness.**

Implement a Usable Visual Refresh

Make the visual system extensible. Leverage the identity marker and system across California government sites. Let the imagery convey both brand pillars and content.

Portal level



Agency level



Make it easy and desirable for **Constitutional** and Legislative Offices to participate.



Implement a Design System

Creating an Extensible Design System

Step 1: Develop an underlying grid system that supports multiple page and presentation types

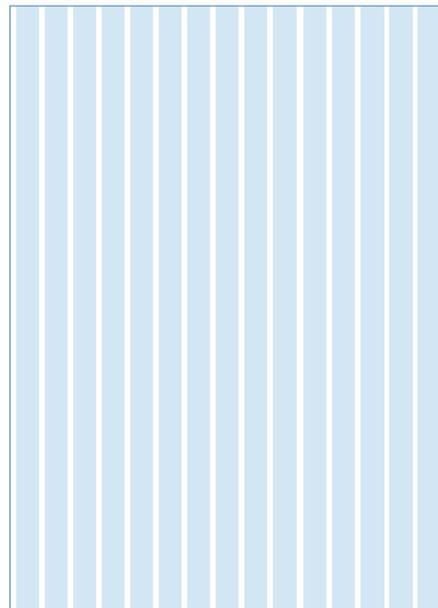
Step 2: Identify foundation page type and page modules

Step 3: Layout modular ('leggo block') designs based on user data and user-centered design best principles

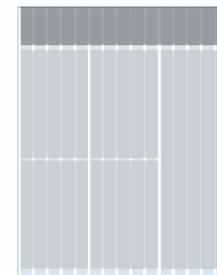
Step 4: Create a visual direction to brand and refresh the look of the California Portal

Step 5: Extend the brand direction to create an identity system that concurrently brands the portal but provides flexibility to allow agencies to adopt and leverage Portal resources

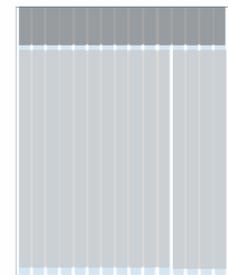
Visual System | Grid System



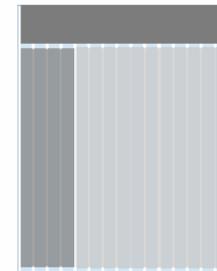
Basic 15 column grid



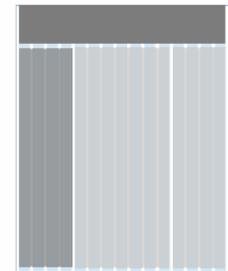
5x5x5 Column grid for Portal Page



11x4 Column grid for content page with task panel



4x11 Column grid for Content page with TOC navigation



4x7x4 Column grid for Content page with TOC and Task panel

Note: HFI scope includes only Step 4.

Usability Teams

Recognize that world-class web-design is a multi-disciplinary activity.

Recommendations

World Class design teams include

- Content Developers/
Communications Specialists
- Usability Specialists
 - User-needs Researchers
 - Information Architects
 - Interaction Designers
 - Evaluation & Analytics Specialists
- Graphics Artists
- Accessibility Experts
- Technical Implementers

Home Help SiteMap Register Login Wednesday, June 7, 2006

Welcome to **California**

My California Personalize this page

Online Services

- File Your Income Tax Return Online
- Pay Your Income Taxes Online
- File Your Sales and Use Tax Return
- Email, Pager and Cellular Notifications
- DMV Appointments
- State Lottery
- Handle Your Traffic Citations Online

What's New

- California Climate Change Portal

Welcome to **California**

DMV Department of Motor Vehicles

Don't stand in LINE! GO ONLINE!

What's New

- Online Driver License Renewal
- Vehicle Registration Fee Calculator
- 2007 Online Vehicle Registration

Citizens view the Government of California as one monolithic entity. This view is reinforced by the Portal concept: Start here to access all of California Government. Details of design are not consistent across sites and often do not reflect industry best standards.

Recommendations

- **Execute tactical improvements** to the Portal based on the recommendations in this document.
- **Develop detailed-design templates and implementation guides that provide evidence-driven interaction standards** as well as visual identify layers.
- **Provide implementers customized resources support good usability (e.g., Design decision matrices, labeling guidelines, graphics libraries).**
- **Provide implementers just-in-time tools that facilitate implementation to encourage adoption** and make their job easier. This will reduce time lost to repeated 'how-to' debates and and discourage reinvention of the wheel.
- **Provide implementers training** so they know what is available to them, how to apply it and how--when necessary--to extend it usably.

The screenshot displays the Usability Central website, which is a hub for usability training, best practices, examples, standards, and services. The website is organized into several sections:

- Methodology:** Includes links for 'Idea for New Facility', 'Contextual Innovation', 'Existing Facility Evaluation', 'Expert Review', and 'Usability Testing'.
- Interface Standards:** Features 'Window™' and 'Browser' standards.
- Knowledge:** Contains 'Essentials of Usability', 'Putting Usability to Work', and 'Advanced Usability'.
- Browser Interface Standards (Web):** This section is highlighted and contains several sub-sections:
 - Selecting Page Types:** Provides guidance on picking an interface structure that fits the user's task flow.
 - Navigation, Home Pages:** Offers advice on finding listings of Web sites or other material from within a very large set of possibilities.
 - Take an Action:** A table that maps the frequency of access and the number of selections to specific controls.

If the frequency of access is	And the number of selections are	Then use this control	Example
Rare	Many	Drop-down list and button	Case Studies [v] Search
Rare	Few	Button or icon palette for expert users in a mouse-primary system	Delete Record
Medium	Few	→	Icon palette Checking Savings Investing Borrowing
Frequent	Few	Default button. (Use Java or Active-X for true default behavior, or use HTML 4.0 as an approximation method)	Go

Take it one step at a time. This is an *opportunity*.

Recommendations – 6 steps

1. Catalogue existing Spanish content from all government sites
2. Organize into intuitive groups within a single page
3. Post a Spanish Portal
4. Provide access from the (English) California Portal Page
5. Add more Spanish content incrementally
6. Offer guidance via state level policies and recommendations

The screenshot shows the California State Government website homepage as of June 7, 2006. The navigation bar includes links for Home, Help, SiteMap, Register, and Login. The main header features a 'Welcome to California' banner with a collage of state landmarks. Below the banner, there are sections for 'Education and Training', 'Business', 'Health and Safety', 'Consumers and Families', 'Labor and Employment', 'History and Culture of California', 'Travel and Transportation', 'Environment and Natural Resources', and 'Government'. A 'What's New' section highlights several recent updates, including the California Climate Change Portal, the California Business Portal, the CalFile online tax filing service, the Governor's 2006-2007 State Budget, and the opening of a new state mental hospital in the Central Valley. A 'Flex your POWER' logo is visible in the bottom left. On the right side, there is a search bar, a 'GOVERNOR Schwarzenegger' banner, an 'AMBER ALERT' logo, and a 'Featured Links' section with various government services. A large orange watermark '¿Español?' is overlaid on the page, indicating the focus of the recommendations.