



ca.gov

Citizen-Centered Design in California Next Steps

Commissioned by
The California State
July 2006

Third wave of the information age...



But citizen-centered design is hard...

Designers Know Too Much

The FedEx logo is displayed in a rounded rectangular frame. The word "Fed" is in a bold, purple, sans-serif font, and "Ex" is in a bold, grey, sans-serif font. The "E" and "x" are connected.

If you designed it, you know how it works...

But citizen-centered design is hard...

Designers Know Too Much

FedEx

FedEx

If you designed it, you know how it works...

But citizen-centered design is hard...

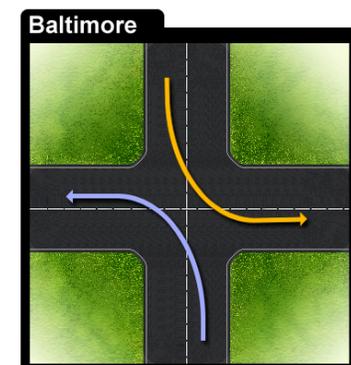
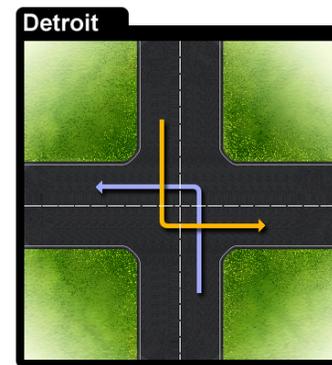
Designers Know Too Much

FedEx

FedEx

If you designed it, you know how it works...

Users Think Differently



How do you do it efficiently?

Tactical Usability

Reactive

- Piecemeal Projects
- As-needed Approach
- (Re-)Invented Tools
- Just-in-time Intervention

Haphazard Processes /
Haphazard Success

Or

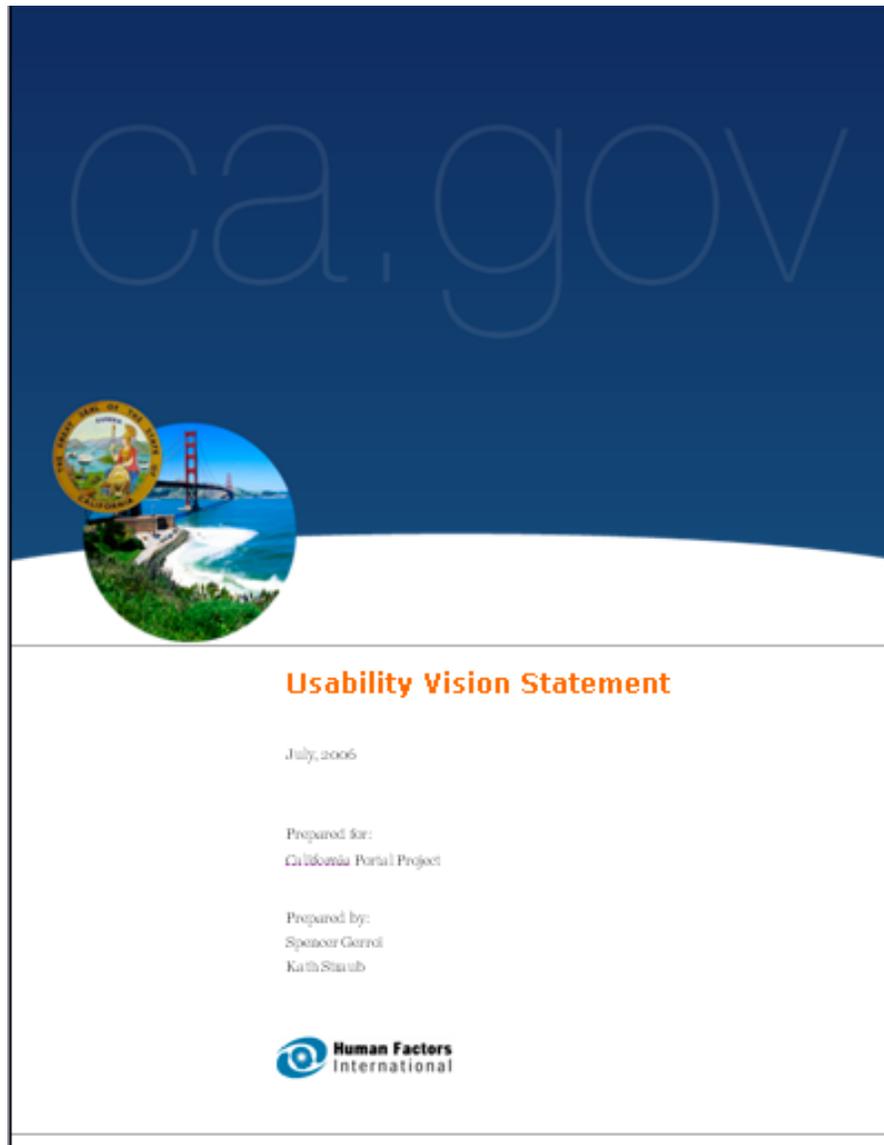
Institutionalized Usability

Proactive & Integrated

- Long Term Initiatives
- Common Methodology
- Shared Tools
- Continuous Improvement
- Consolidated Learnings

*Routine Processes /
Routine Success*

Stakeholder Interviews and Vision Statement



Objectives

Sites should

- Be citizen focused
- Support agency goals
- Be produced cost-effectively
- Leverage resources across the state
- Reduce agency effort

Underlying Concerns

- Limited enterprise attitude
- Internal focus
- Inflexible standards
- Lack of tools
- Limited of citizen-centered design skills
- Current efforts are piecemeal

Expert Review and Usability Testing

Primary Challenges

- Navigation and information structure do not support citizens' tasks

In other words...

Where is it? How do I get there?

Where am I now? How did I get here?

How do I get back to where I was?

- Visual design is not used effectively and is distracting

In other words...

What can I do? Where do I start?

Where am I supposed to look?

What are they trying to tell me?

Home Help SiteMap Register Login Tuesday, July 25, 2006

Welcome to California

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
Government
How Do I...? Site Guide

NEW
May 12, 2006
California Snapshot
Photo Contest
Winners

Honorable Mention,
Adult - "Poppies Blooming
Through Chainlink Fence"

You are invited to take part in the next California Snapshot photo contest celebrating California's rich cultural and geographic diversity. The next entry deadline is November 10, 2006.
▶ Contest Details
▶ Contest Submissions

Flex your Power

Online Services

File Your Income Tax Return Online
Pay Your Income Taxes Online
File Your Sales and Use Tax Return
Email, Paper and Cellular Notifications
DMV Appointments
State Lottery
Handle Your Traffic Citations Online
▶ more...

Personalize this page
My California

E-file
Board of Equalization

Handle Traffic Citations Online

Search the Cal e-AGG Database

What's New

California Climate Change Portal
Sponsored by the California Climate Change Center to combine information on the impacts of climate change on California and the state's policies relating to global warming.
▶ more...

California Business Portal
This website provides a portal to a number of resources for starting, growing, financing, expanding or relocating a business in California.
▶ more...

File your California income tax return online...FREE!
Check out the online filing service built for you by the State of California. Doing your taxes is easier and more convenient than ever.
▶ more...

Governor Releases 2006 - 2007 State Budget
Visit the Department of Finance's E-Budget to view the Governor's New 2006 - 2007 California State Budget.
▶ more...

California Opens New State Mental Hospital in Central Valley
Coolidge State Hospital - The first mental hospital to open in California in 50 years was dedicated on August 24. This state-of-the-art secured facility, which will eventually house up to 1,500 patients, is a leading example for mental health service delivery for challenging populations, as well as an economic engine for the Central Valley.
▶ more...

Do you know?
Is the California Driver Handbook available online?
Click below to find out
▶ California Driver Handbook

Search Help Advanced Search Go

GOVERNOR Schwarzenegger
Click To Visit His Home Page

AMBER ALERT CALIFORNIA

Featured Links

- 2006-07 Budget
- 2006 Governor's Environmental and Economic Leadership Awards application now available
- California State Fire Information
- California Service Corps - Bear Responsibility for Your State
- California Taxpayer Advocates' Pamphlet (pdf)
- 2004 STAR Test Results
- Board of Governance - Streamline Sales Tax Project
- West Nile Virus Information
- National Do Not Call Registry
- Flex Your Power at the Pump

Quick Hits

- State Agency Index
- State Lottery
- Federal Government
- City Websites
- County Websites
- Find a Job
- Vital Records
- State Phone Directory
- Legislation
- Health Publications Finder
- National Next of Kin Registry
- Special Events in California
- Computer Links
- Licenses
- E-mail the Governor

Web Content Accessibility

Back to Top of Page

Conditions of Use | Privacy Policy | Contact Us

Copyright © 2006 State of California

So NOW what?

- Develop a cohesive identity system
- Tactical redesign of California Portal
- Templates and standards
- Customized tools
- Redesigns key sites
- Socialize usability / citizen-centered design
- Training

Identity System

- The logo serves as **landmark** indicating that this is an official California government site
- Logos present an **identity** that conveys the State's brand pillars

The word "California" is written in a bold, red, rounded sans-serif font. The letter 'C' is stylized with a thick, rounded stroke that curves around the top and bottom of the letter.

Concept Keywords -

Contemporary, Dynamic, Responsive, Open

The text "CALIFORNIA.GOV" is displayed in a blue, bold, sans-serif font. A small red star is positioned between the word "CALIFORNIA" and ".GOV".

Concept Keywords -

Solid, Vital, Honest



Concept Keywords -

Understanding, Citizen Oriented

Identity System

California

Search: [Search](#)



California

Search: [Search](#)



CALIFORNIA.GOV

Search: [Search](#)



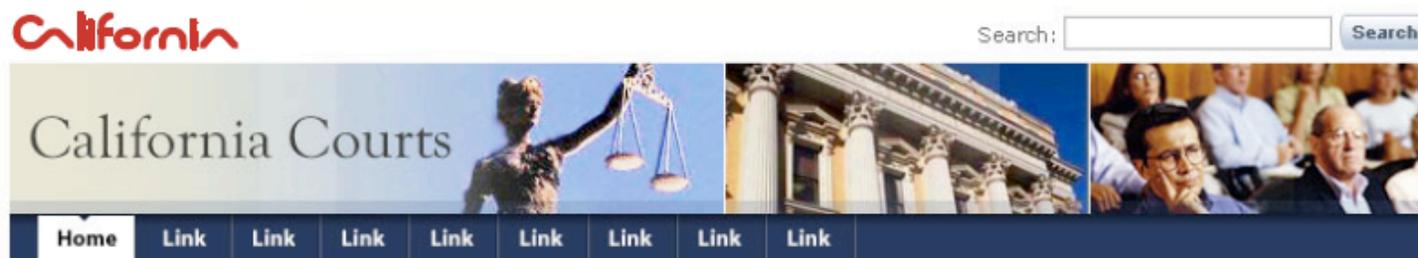
California

Search: [Search](#)



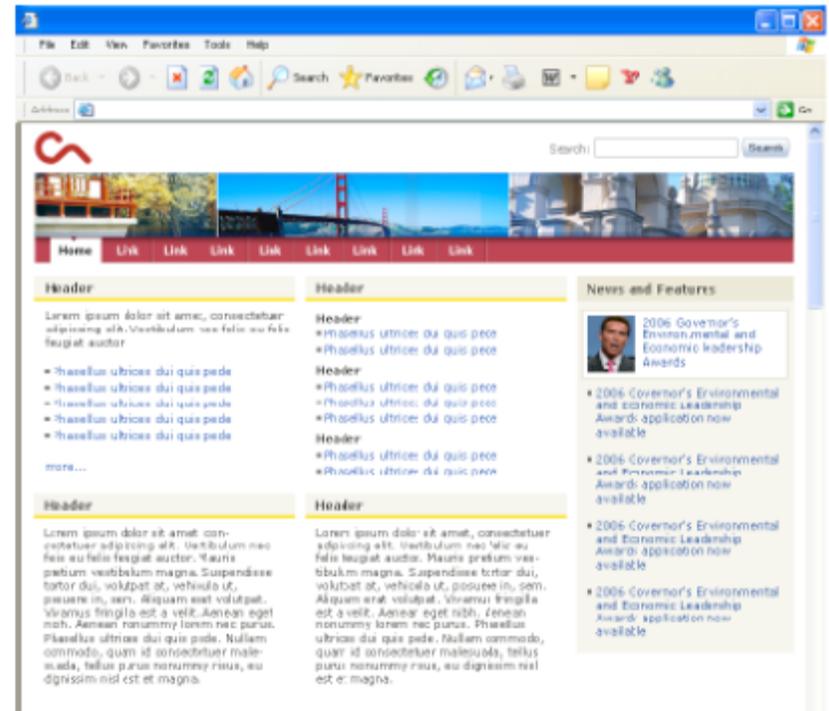
Identity System - Banners

- Banners create interest and reinforce the California 'brand'
- Should convey meaning
- Should be flexible and extensible



Tactical Redesign of California Portal

- Fresh look & feel
- Applies usability best-practices



Methodology

Methodology

Edit

Idea for New Facility

Contextual Innovation

Existing Facility Evaluation

Expert Review

Usability Testing

Design Through Release

User Interface Structure

Standards

Detailed Design

Coding and Release Support

Post Release Usability

Evaluation and Improvement

Localization

All Resources

The image shows two screenshots of the Usability Testing website. The top screenshot displays the 'Overview' page, which includes a navigation menu on the left and a main content area with a flowchart of the testing process. The bottom screenshot displays the 'Test Protocol' page, which provides detailed information about the testing process, including objectives, tasks, deliverables, staff requirements, and assumptions.

Overview Page:

- Navigation:** Overview, Planning, Test Preparation (Initial Briefing, Test Protocol, Procedure to get Participants, Participant Recruiting), Conducting the Test (Pilot Test, Test), Analysis and Presentation (Quick Wins Readout, Analysis, Video Editing(Optional), Report and Presentation).
- Overview Content:**
 - Objectives:** Evaluate need for redesign, Conduct evaluations, Create list of alternatives, Identify areas for long-term improvement.
 - Starting Requirements:** Existing or prototype facility.
 - Timeframe:** 3-4 Weeks.
 - Staffing:** Meeting Staff.
 - Test Preparation Flowchart:** Initial Briefing → Test Protocol → Procedure to get Participants → Participant Recruiting.
- Resources:** No resource available.

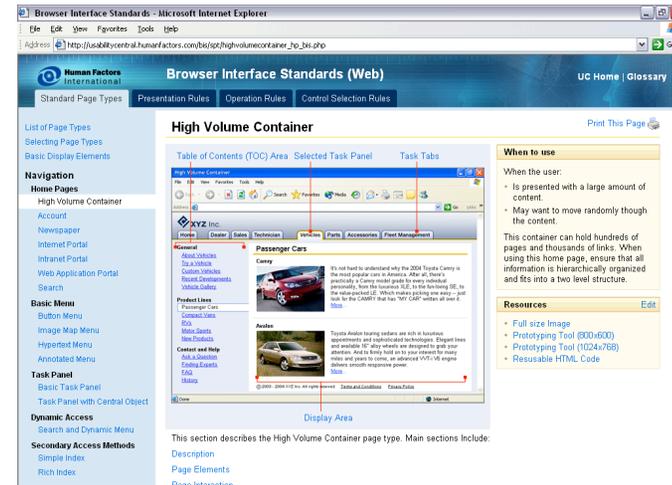
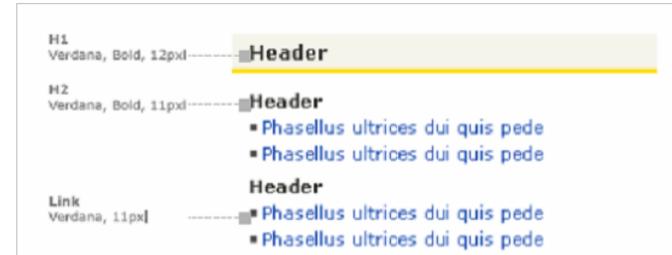
Test Protocol Page:

- Navigation:** Overview, Planning, Test Preparation (Initial Briefing, Test Protocol, Procedure to get Participants, Participant Recruiting), Conducting the Test (Pilot Test, Test), Analysis and Presentation (Quick Wins Readout, Analysis, Video Editing(Optional), Report and Presentation).
- Test Protocol Content:**
 - Always Required:** Test Protocol.
 - Objectives:** Prepare a study design and a detailed description of how the testing procedure will be completed. Include all procedures and equipment. This must also identify each item to be completed and the approximate time required. Also, attach all required questionnaires and other test material.
 - Process Table:**

Tasks	Test Protocol
	<ol style="list-style-type: none"> Select types of tests needed Sequence the testing procedures Prepare documentation of test flow Prepare questionnaires and forms and insert as needed Iterate the Protocol with Stakeholders
Deliverables	Test Protocol Detailed description of how the test will be completed, with all necessary equipment specifications and forms. This also includes a section on how the test will be analyzed. Generally a protocol will be about 25 pages long.
Staff and Timeframe	Meeting requires major team members... <ul style="list-style-type: none"> Team Leader (9 1/4 hours) Usability Analyst (3 days) Real Time – About 3 1/4 days
Assumptions and Risks	Design of usability tests is a highly demanding activity. Experimental design expertise must be applied or the results can easily be unreliable and/or
 - Resources:** No resource available.

Templates and Standards

Flexible, modular templates for varied design environments, interactive visual style guide with a graphics library



Resources [Edit](#)

- Full size Image
- Prototyping Tool (800x600)
- Prototyping Tool (1024x768)
- Reusable HTML Code

Customized Tools

Interface Standards

Edit

Windows™
Browser

All Resources

The screenshot displays two browser windows from Microsoft Internet Explorer. The top window shows the 'List of Page Types' page, which includes a navigation menu on the left and a main content area with sections for Navigation, Display and Explore, and Data Manipulation. The bottom window shows the 'Web Color Palette' page, which includes a navigation menu on the left and a main content area with sections for Basic Elements and Text Colors. The 'Basic Elements' section contains a table with columns for Style, Color, Name (Code), and Where used.

Style	Color	Name (Code)	Where used
Banner Background		Slate Blue (#A7A9C4)	<ul style="list-style-type: none"> Global Banner gradient Footer
Page Background		White (#000000)	<ul style="list-style-type: none"> Page body
Selected Global Button Background		Gold Gradient (#FDB322 to #FFFFFF)	<ul style="list-style-type: none"> Currently selected top level navigation button
Selectable Global Button Background		Blue Gray Gradient (#A7A9C4 to #FFFFFF)	<ul style="list-style-type: none"> Top level navigation buttons
Feedback Line Background		Red (#FF0000)	<ul style="list-style-type: none"> Feedback line

Training and Mentoring

HFI	California
Leader	Learner
Trainer	Apprentice
Mentor	Jr. Collaborator
Support	Collaborator
	Leader

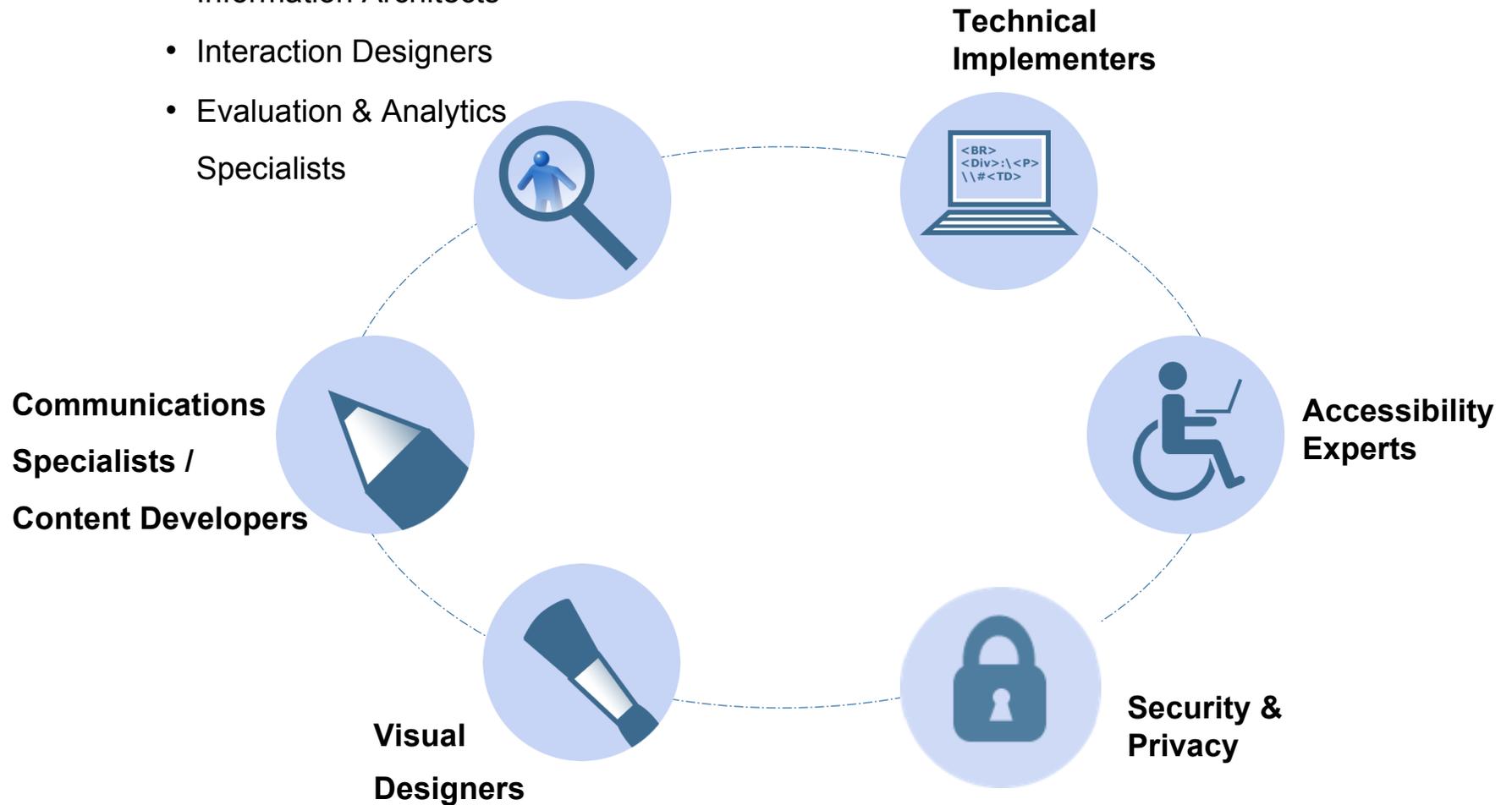
**Supporting
Institutionalization**



Ideal e-Services Team

Usability Specialists

- User-needs Researchers
- Information Architects
- Interaction Designers
- Evaluation & Analytics Specialists



What does California get out of it?

For the government

- Cohesive California government identity
- Reduced effort in support
- Flexible, extensible standards and templates
- Citizen-centered resources/tools
- Trained e-services employees
- Sustainable process

- Cost savings through centralization
- Measurable success
- Satisfied citizens

For the citizens

- Service-oriented government
- Easy to use designs
- Self-service opportunities
- Consistent e-Gov experience
- Customer satisfaction
- Increased public trust & confidence

HFI - Main Office

410 West Lowe
Fairfield, IA 52556
Phone: (800) 242-4480
(641) 472-4480
Fax: (641) 472-5412
E-mail: hfi@humanfactors.com

HFI - Boston, MA

1050 Waltham Street,
Suite 410 Lexington, MA 02421
Phone: (781) 860-7200
Fax: (781) 860-7979

HFI - San Francisco, CA

235 Montgomery Street
Suite 810
San Francisco, CA 94104
Phone: (415) 765-0962
Fax: (415) 765-0961

HFI – Baltimore, MD

1720 Thames Street
Baltimore, MD 21231
Phone: (410) 327-1012 / 1013
Fax : (410) 327-1014
E-mail: baltimore@humanfactors.com

HFI – London, UK

Winchester House
259-269 Old Marylebone Road
London NW1 5RA UK
Tel +44 (0) 20 7170 4164
Fax +44 (0) 20 7170 4161

HFI – Mumbai, India

Chemtex House, 4th Floor
Main street, Hiranandani Gardens
Powai, Mumbai - 400 076
Phone: 91 (22) 2570 8464/65/66
Fax: 91 (22) 2570 8468

Thank You!

