

Information Day Meeting

State CIO

July 28, 2006

California In-Touch





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

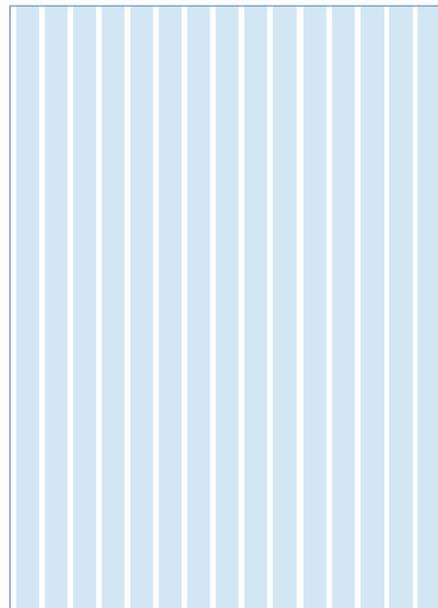
Step 4: Create a visual direction to brand and refresh the look of the California Portal

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

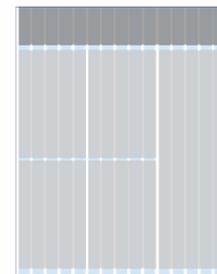
Note: HFI scope includes only Step 4.



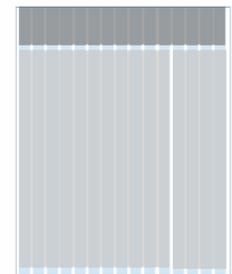
Visual System | Grid System



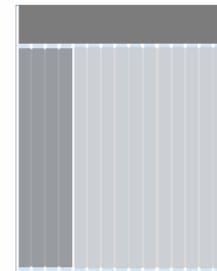
Basic 15 column grid



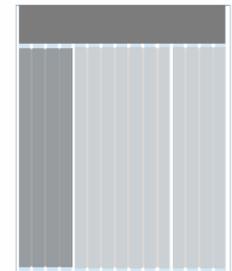
5x5 Column grid for Portal Page



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 pa

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
- Security And Privacy Administrators
- Technical Implementers

Home Help SiteMap Register Login Wednesday, June 7, 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

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
- more...

Go
Search Help Advanced Search

GOVERNOR Schwarzenegger
Click To Visit His Home Page

AMBER ALERT CALIFORNIA

Featured Links

- 2006 Governor's Environmental and Economic Leadership Awards application now available
- Governor's E-Budget
- California State Fire

What's New

California Climate Change Portal
Sponsored by the California Climate Change Center to combine

Welcome to **California**

DMV Home Page
Online Services
DMV Locations & Hours
Publications
Forms
New Arrivals

- New to California?
- FAQs
- Site Map

Title & Registration Information

- Vehicle Registration
- Boat Registration

DMV Español
Department of Motor Vehicles
My CA This Site

search

GOVERNOR Schwarzenegger
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DMV Director
George Valverde

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Don't stand in line GO ON LINE!

Online Driver License Renewal
DMV Appointments

Registration Fee Calculator
2007 Online Vehicle Registration

Order Special Interest Plates

What's New

NEWS Press

Usability Toolset

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 image shows three overlapping browser windows from the 'Usability Central' website. The top window displays the main site with sections for 'Methodology', 'Interface Standards', and 'Knowledge'. The middle window shows 'Browser Interface Standards (Web)' with a 'Selecting Page Types' section. The bottom window shows 'Take an Action' with a table of user triggers and controls.

If 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 [x] Checking [x] Savings [x] Investing [x] Borrowing
Frequent	Few	Default button. (Use Java or ActiveX for true default behavior, or use HTML 4.0 as an approximation method)	Go

Spanish Sites

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 Wednesday, June 7, 2006. The page features a navigation bar with links for Home, Help, SiteMap, Register, and Login. A large banner reads "Welcome to California" with a scenic background. Below the banner, there are several sections:

- 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**, and **How Do I...? Site Guide**.
- Online Services**: Includes links for "File Your Income Tax Return Online", "Pay Your Income Taxes Online", "File Your Sales and Use Tax Return", "Email, Paper and Cellular Notifications", "DL Appointments", "Personal Non-pollution Traffic Citations Online", "E file Board of Equalization", and "California Taxpayer Advocate Pamphlet".
- What's New**: Features "California Climate Change Portal" (Sponsored by the California Climate Change Center), "California Business Portal" (resources for starting, growing, financing, expanding or relocating a business), "File your California income tax return online...FREE!" (Check out the online filing service built for you by the State of California), "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), and "California Opens New State Mental Hospital in Central Valley" (Coalinga State Hospital - The first mental hospital to open in California in 50 years was dedicated on August 24).
- California Snapshot Photo Contest**: Winning Photos NEW. Includes an image of a ladybug and text: "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 May 12, 2006." Links for Contest Details and Contest Submissions.
- Flex your POWER** logo.
- Do you know?**: "Where can I find more about the Governor's plans for education? Click below to find out" - California Office of the Secretary for Education.
- GOVERNOR Schwarzenegger**: Click To Visit His Home Page.
- AMBER ALERT CALIFORNIA** logo.
- Featured Links**: 2006 Governor's Environmental and Economic Leadership Awards application now available; Governor's E-Budget; 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 Phone Directory; State Lottery; Federal Government; City Websites; County Websites; Find a Job; Vital Records; Legislation; Health Publications Finder; National Next of Kin Registry; Special Events in California; Commuter Links; Licenses; E-mail the Governor.

Portal Governance

