DC.Gov
for the People
Responsive Design Now!

Drupal GovCon
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GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR

What is DC.Gov?

The official web portal of the District's government

» **Approximately 110 websites**

» **Approximately 100,000 web pages and files**

» **Approximately 250 online applications**

» **Approximately 170 online forms**

» **Content created by over 80 agencies and offices**

DC.Gov Traffic (2014)

29 million visits by 14 million visitors in 2014

Approx 48% of the traffic of New York City in 2014 (2014 NYC est pop 8.5 million; DC est pop 658,000 - 7.8%)

360% more than Boston

33% more than Montgomery County

Create a <u>world class </u>portal for District residents and businesses

(Vivek Kundra 2008)

A Radical Refocusing of How Information and Services are Delivered To and From Residents

Align DC.Gov with the explosive growth of hand held devices throughout the city by all types of citizens.

2009 Less than 1% of all visits to DC.Gov were on a mobile device

2012 12% of all visits were on a mobile device

2014 29% of all visits were on a mobile device

2015 Currently, 36% of all visits have been on a mobile device

A Radical Refocusing of How Information and Services are Delivered To and From Residents

Some agencies see even a higher percentage of mobile users
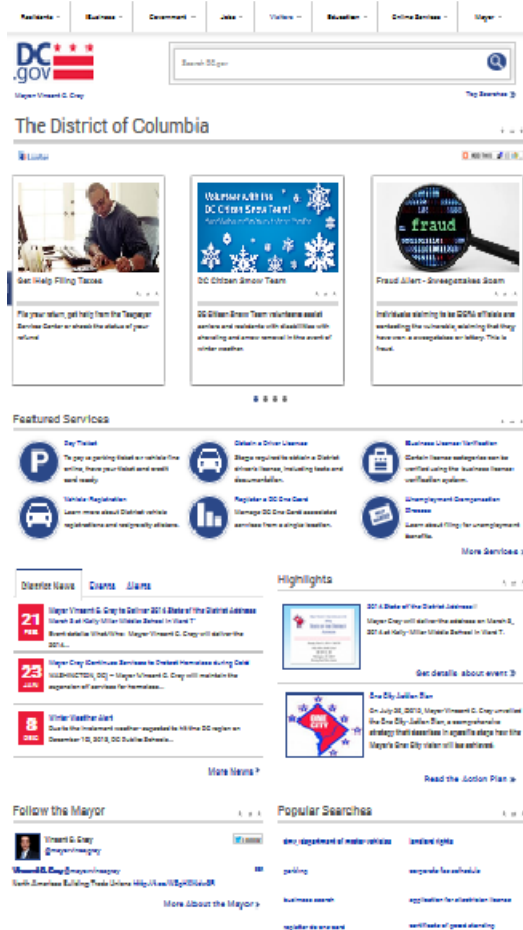
FEMS   49%

MPD   47%

DOES   47%

DPR   43%

Responsive Design's Targets

1. The mobile population in general

2. The Digital Divide. Those who cannot afford desktop computers.

Responsive Design – The Down Payment

**The DC.Gov Home Page was the first down payment
on responsive design**:

•**Launched in 2014**

•**Getting to the content** - Able to access District info and services using any device and browser (**responsive design**)

•**What's on the page** - Improved what content is on the page, how it is laid out, and how you can navigate (**information architecture**)

•**New clean, simple look and feel** - You won't see national monuments or the Capitol or the White House. You get the District information and services, plain and simple.

Agency Websites

- **Still had 110 websites to convert to responsive beginning this fiscal year**

- **Starting in July**

- **New design to mirror what we have done with the home page**

- **Expect to complete in by the end of the calendar year (2015)**

Key Design Changes

- **Cleaner look and feel**

- **Use of three image rotator**

- **Emphasis on services**

- **Sticky menu**

Key Responsive Elements

- 4 Break Points
- Menu button on mobile
- Search button on mobile
- Move Services to the top on mobile
- Rotator to the bottom on mobile
- Contacts link at top on mobile
- Trying to keep clean look on mobile

The Rest

Examples

- **ODR**

- **Serve**

- **OLA**

How We've Done It

- Created our own project team from our staff augmentation program
- In house developers
- Hired a designer
- In house testing
  - Multiple devices
- Implementation team of analysts and editors

What Helps

- We own the CMS
- We set look and feel (as opposed to many stakeholders)
- Lots of trust at the executive level (good and bad)
- Kiran and Na'im
- Donuts

Lessons Learned So Far

- More development time (roughly 2 months for agency templates)

- More testing (and get devices sooner)

- Hire dedicated team sooner (include content strategist and PM)

- Start planning on v2 now

One Measure

2005 <u>Best of the Web</u> by the Center for Digital Government

2010 First place in the Digital Education Achievement Awards (DEAA) – DCPS site – <u>Best K-12 School Website</u> in the United States

2013 <u>Best of the Web Finalist</u> by the Center for Digital Government – One of the Top 10 City Government Portals in the U.S.

2014 <u>Best of the Web by the Center</u> for Digital Government – The Best City Government Portals in the U.S.

The Best Measure?

Happy Residents

For the first time every, OCTO is gathering real user data from a new tool that uses a user survey combined with analytical data that will pinpoint both user satisfaction and areas needing improvement.

Stay tuned.

Questions?

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