

How do users consume information today?

How are people accessing information today?

How do users define 'useful information'?

What is the best way to deliver content given people's short attention spans?

How does the audience want us to convey the data?

Do they differ in consumption methods between real-time and static content?

What kind of information can capture people's attention?

How can we meet people 'where they are' to get them the info the need?

How do users find traffic news currently?

What are the opinions surrounding various news sources?

Does content format matter? (i.e. News on YouTube formatted differently)

Who are our users?

Can we think of other audience groups besides the media and drivers? Passengers?

How do info needs and preferences vary across the state?

How do we narrow down their users?

How do we define 'drivers' in a way that is meaningful to this project?

Could/should we capture bicyclists/scooters/etc.?

How do we engage new users?

How do user needs differ across rural and urban?

Which of the user's needs do you consider to be the most important, why?

How do different groups of people use TxDOT?

Who wouldn't use this service?

Are Gov't and elected officials another user group?

What are our success metrics?

How do we analyze user's engagement in the content? Especially since they don't login?

What is the indication that TxDOT is currently engaging drivers?

How do we measure improvement or success?

How would you like to see user feedback/comments change?

User subscriptions? Views?

What are the main data-driven metrics for the website?

How are users currently using TxDOT on mobile websites?

Are users finding the content they are looking for today?

How do different groups of people use TxDOT?

What are some of the pain points of the current website?

What do users want?

What are the top 3 types of information checked most by users?

How is TxDOT communicating info to drivers about impacts to their commute?

What do users like most and least about current newsroom?

What info resonating with users today?

Affinity Diagram

By affinity diagram to grasp a higher level of questions and narrow down our problem scope

How can a TxDOT Newsroom meet user needs?

What are the day-to-day needs of Texas drivers/transportation users?

What is the primary news the target audience wants? what is the secondary?

How does Social Media fit in to the future plan? Push vs Pull to/from TxDOT's website

What about emergency text messages, a podcast, youtube channel?

How do we show relevant content to drivers?

How do we improve driver safety through the Newsroom?

What features are critical for adoption and what can be pushed to later phases?

What are the best ways to leverage existing content?

Should user be allowed to submit stories, would this increase engagement?

How do we leverage what TxDOT is already good at and move it to next-gen technologies?

Do users prefer visually rich or simple information?

Are there any Gov't/ Federal regulations that we need to be aware of? must (not) haves, etc.

How do we balance the information on social media and the website?

What does a media platform for safety mean?

How should we segment the information on the site and social media?

How to differentiate 'local news' from 'educational news'?

How can we utilize existing media such as our internal newsletters?

How can we inform drivers of unsafe road conditions?

How can we address the lack of real-time data for users?

How 'local' could we make the content and should we?

Support/Processes

What are the challenges of running a digital newsroom?

How is TxDot currently creating content for the newsroom?

Architecture

How do you successfully build relationships with products and what does that look like?

Should news content live under current TxDOT site or somewhere else?

What should users be pushed to other sites for?

How do the TxDOT pillars integrate into this platform?

Brand Awareness/Image

What is the brand awareness/penetration of TxDOT among drivers (vs DPS)?

How can we increase the brand image?

How would you describe the current brand of TxDOT?

How can we change the negative connotation of a 'big government agency'?

How would we define a 'positive image' for TxDOT?

What does the public perception of TxDOT look like?

Do people understand what TxDOT is?

What does TxDOT mean by 'keeping drivers safe'?

What are the current themes around TxDOT's negative public impression?

What are the risks of this effort besides negative publicity?

Competitors (Direct and Indirect)

What other newsrooms should we look at for best practices?

Who is doing this well now and what defines 'well'?

Who is doing this well now and what defines 'well'?

Misc

Why does TxDOT want to become its own media platform?