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- What are the top 10 keyword searches for the past 6 months?
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Backend Support/Processes

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- 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?

Literature Review

By Literature review and synthesis of the past research, I want to figure out how people process information, what kinds of content match the users needs and how to leverage the power of social media to further clarify the following research question

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'?

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

By interview, I want to learn who are the current users to further determine what kinds of content would fit user's need in terms of their driving behaviors. Also, to know the current perception of TxDOT and how much people know about them to tweak its brand image

...ation Architecture

- ...of a ...s?
- 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?
- ...ers ... other
- 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?
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- Who is doing this well now and what defines 'well'?
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Subject Matter Expert

By subject matter expert, I want to sort out how do different platforms interact with each other, and what are the content preferences among different groups of consumers

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How do users define 'useful information'?

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

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

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

be pushed to other sites for?

pillars integrate into this platform?

Survey

By survey, I want to determine what are the contents users expect to see by looking up the frequency of the visiting website. Furthermore, I am also interested in device preference used to access these information

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?

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What other newsrooms should we look at for best practices?

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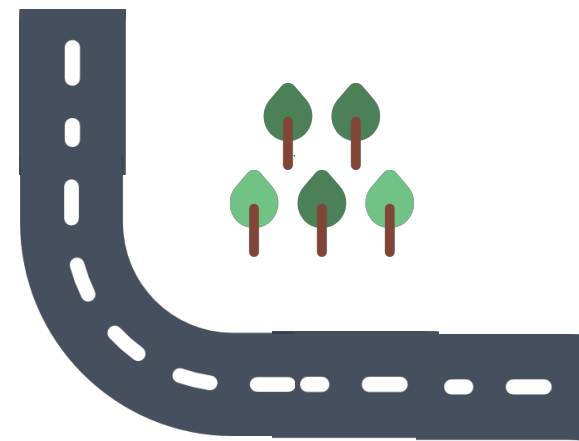
Who is doing this well now and what defines 'well'?

Why does TxDOT want to become its own media platform?

Recommendation #2

Young people normally don't know well about TxDOT

- "I don't know, but something to do with safety."(Interview Findings 2)

Focus on creating content for scenic route and road construction

- People are interested in receiving traffic condition, constructions and travel information (Survey Findings 5)
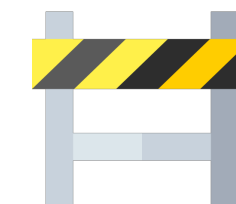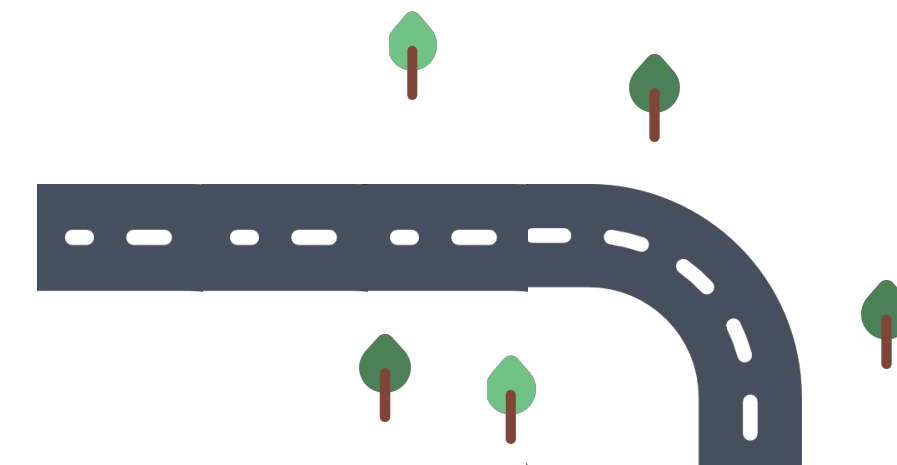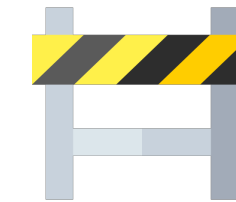
While designing scenic route, include the information for gas station and stops to rest

- "Check the weather usually in consideration of driving condition. We will also look at how far apart gas station are, potential stop for grabbing food, restock the gas and continue."(Interview Findings 3)

Add the offline mode function on Drive Texas

- "We are going to that direction that doesn't have internet connection. I have to screenshot a lot of direction and hope for the best finding exit, even the GPS doesn't work." (Interview Findings 5)
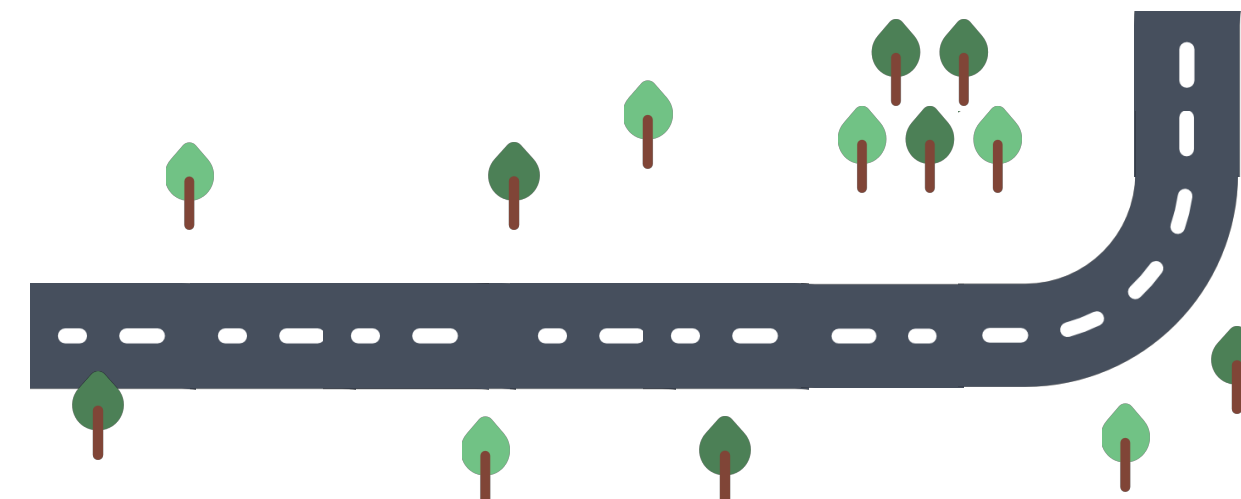
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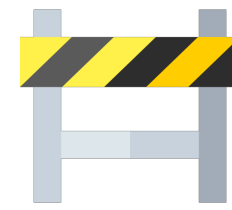
Release 3-4 posts on Facebook weekly

- While facebook has a stable and big user population, twitter and other social media has the potential of future audience growth (SME #2)
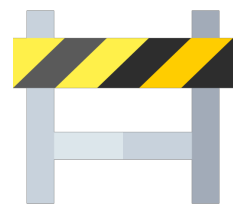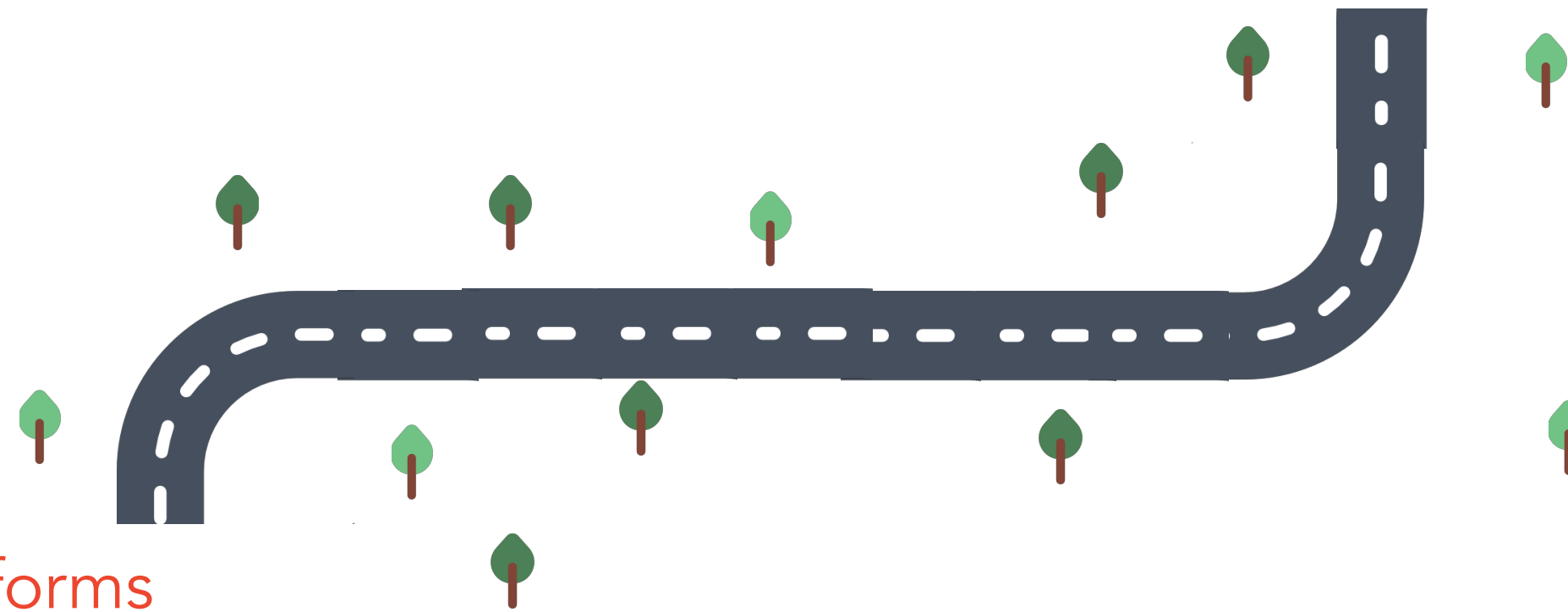
Post more videos on the platforms

- All of the competitors include multimedia within content (Competitive Analysis)

- The result: 18% of all Americans now get news on YouTube, making it the second most common social media site for news – albeit still far behind Facebook. (SME#2)
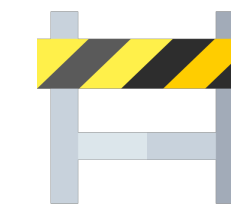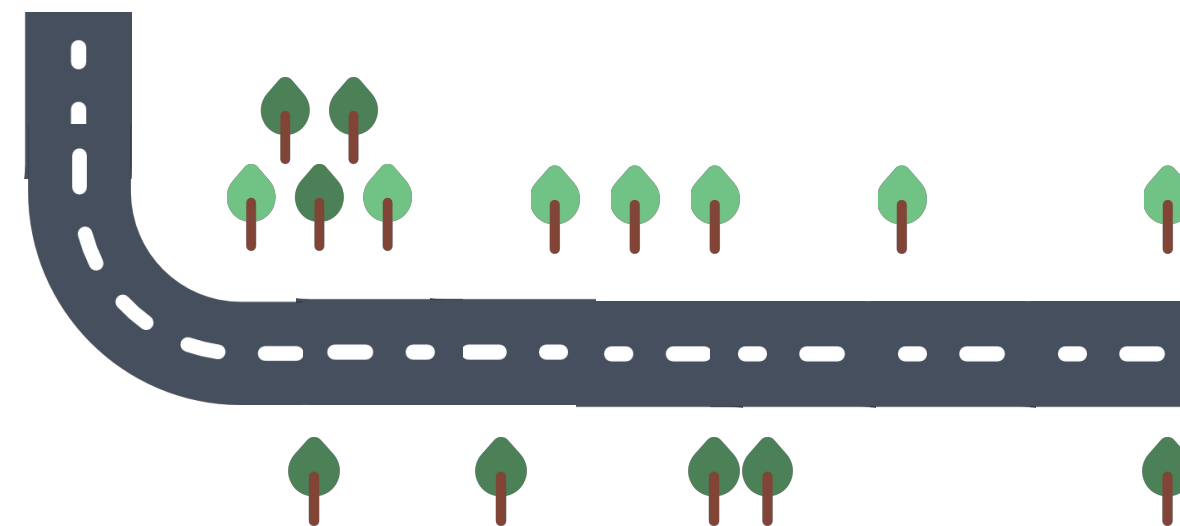
Provide comment section for the public to express their thoughts

- Whataburger has a large group of loyalty audience (Competitive Analysis)

- Sharing stories of the users can build the affinity with the organization, increase interactivity and the opportunity to reach potential customers (Literature Review)

Recommendation #1
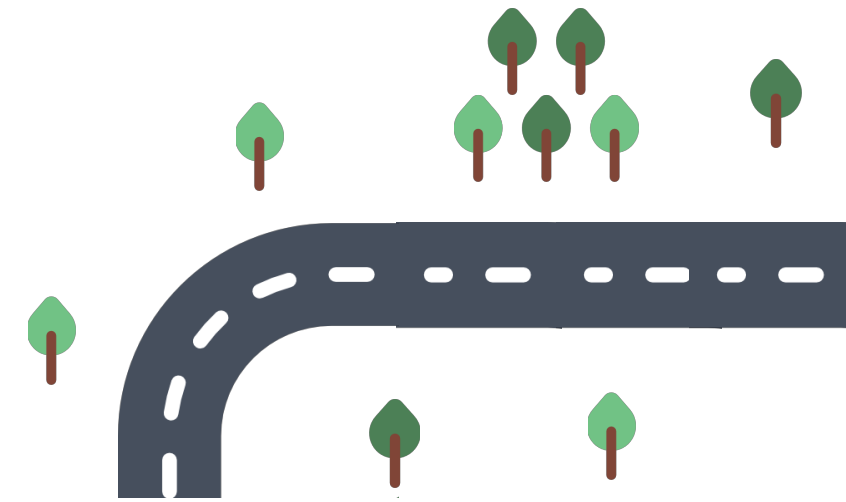
People is having a hard time getting information about road safety
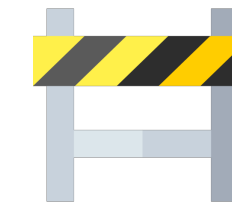
- "For the most part, unless you watch the news regularly, its hard to know whether there is a construction or not." (Interview Findings 4)

Promote Drive Texas of being a better predictor
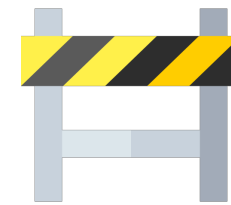
- "I probably use google map more than Waze, although I think Waze is actually a better predictor, it's a habit (using Google map)." (Interview Findings 1)
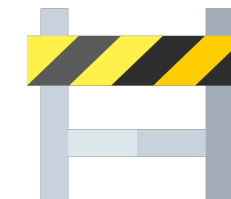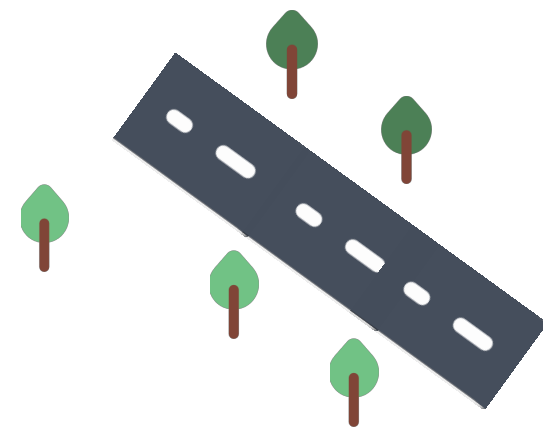
Create an APP using Google Maps toolkit

- "This is the most touchy thing I've ever seen." (Usability Testing)
- It is a possible feature for building a great newsroom (Competitive Analysis)

Divide audience into young and old generation

- Segment the audience group and personalized the message delivered toward audience group will help reach out more people (Literature Review)
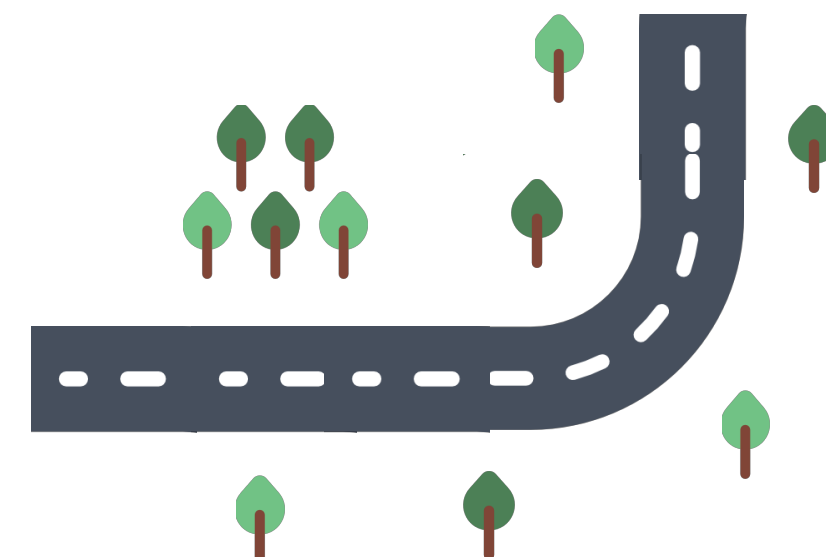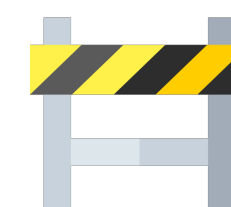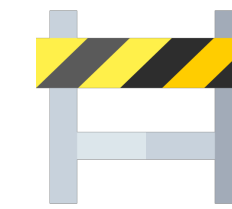
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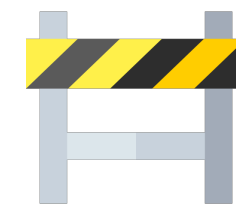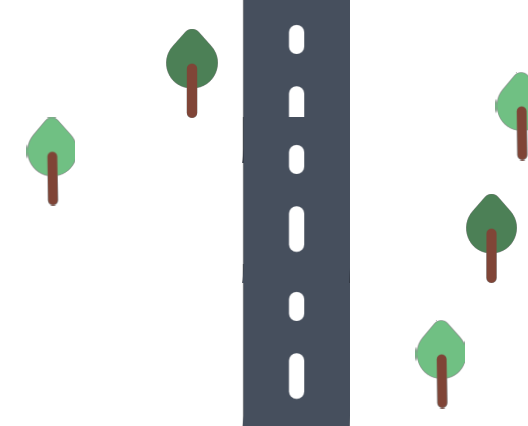Enable users to scroll the news smoothly on phone

- Make sure your website fits well on every device (Literature Review)

- It is a must-have feature for building a newsroom (Competitive Analysis)
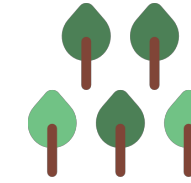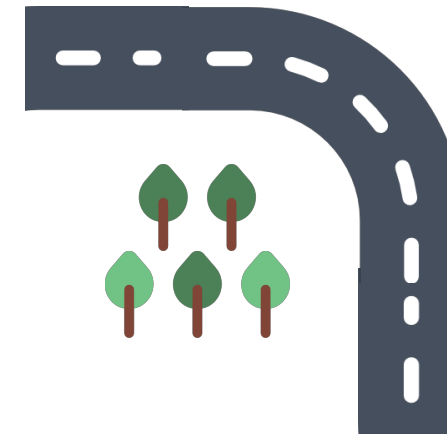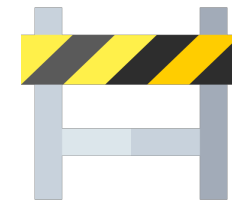
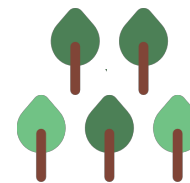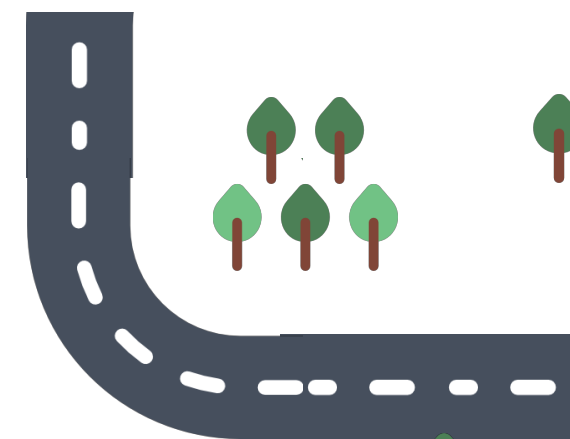Take the advantage of using social media

- Social media can help to broaden the audience group (Literature Review)

Add sharing function on the newsfeed

- Sharing by friends via social media is a powerful tool for spreading the words (SME #2)

Fix the most frequent visiting broken link of website

- "It was unclear what I was looking for in terms of a crash report or what that should look like" (Usability Testing Findings 2)

- Young adults prefer to get news on mobile, while elders prefer computers (SME #2)