



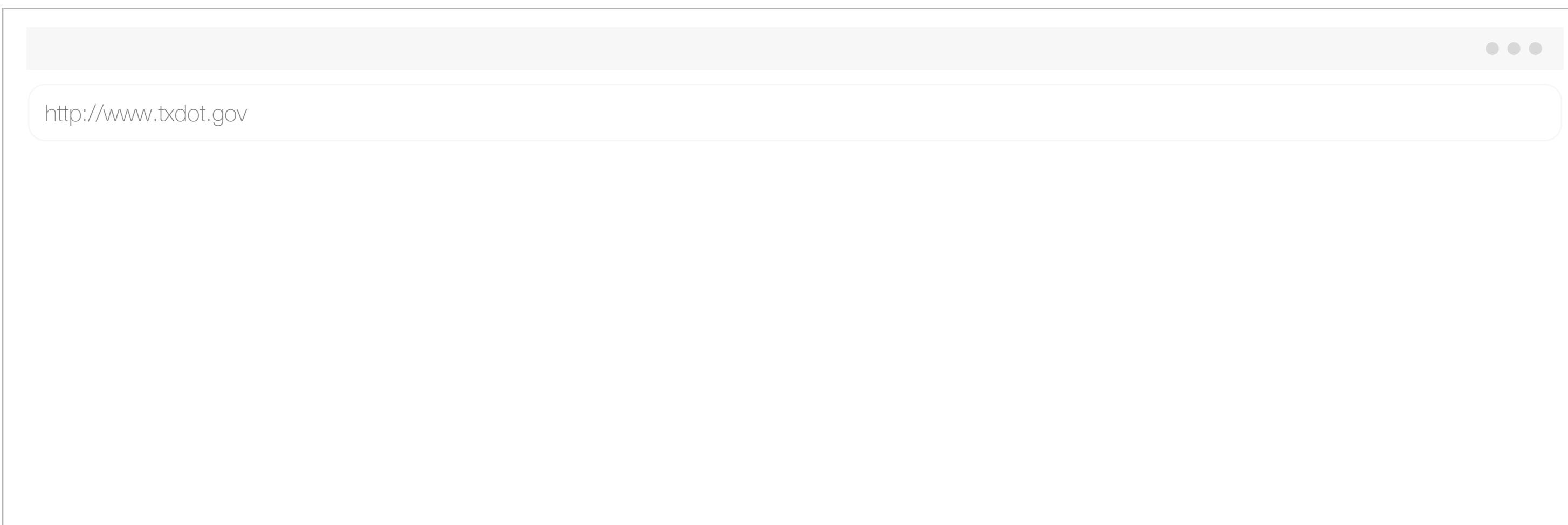
Research Report

Researcher /

Lu Jin

Project Date /

Oct 2018 - Dec 2018



01

Introduction

This is a research project that helps TXDOT (Texas Department of Transportation) to improve their service, increase their influence and build their image.
The website : <https://www.txdot.gov/>

Background /

This is a research project that helps TXDOT (Texas Department of Transportation) to improve their service, increase their influence and build their image. The website : <https://www.txdot.gov/>

Methodology /

During the research, we applied both quantity and qualitative research methods to analyze user behaviour and preference. These methods includes competitive analysis, survey, 1 on 1 interview, usability testing and etc.

Findings /

Even TXDOT has a basic foundation of content, the bad website site design, the unorganized content made user hard to find accurate information.

Recommendations /

A strategy towards website, inside website and outside has been mentioned. A detail of design recommendation has shown. In addition, a clear market point has pointed out.

02

Process



Kick Off

- Client Meeting
- Focus Discussion



Analysis

- Competitive Analysis
- Past Research
- Literature Review
- Data Analysis



Research

- SME Interview
- Survey
- 1 on 1 Interview
- Usability Testing

02

Process



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Client Kick Off Meeting

We invited our clients to take part in kick off meeting to get their demands.



Client Kickoff Participants:

Beth Hallmark, Director of Communications

Michael Sledge, Creative Services Director

Joshua Hunter, Web Services Branch Manager

Julien Devereux, Editorial Services Branch Manager

Victor Tran, Information Architect

Don Barrett, Information Architect

Emily Parks, Social Media Coordinator

TXDOT ROLE /

- help and keep Texas driver safe on the track road.
- education

TXDOT MEDIA CHANNEL /

- Website : newsroom
- Social media : facebook, Email delivery service
- Public Information Service
- Magazine
- Travel Information Center
- Digital Media:podcast

TXDOT GOAL /

- Keep Texas driver safe
- Keep Texas driver informed
- Make Texas driver better engaged
- Reduce traffic congesting
- Show positive image to the public

TXDOT MAIN CONCERN /

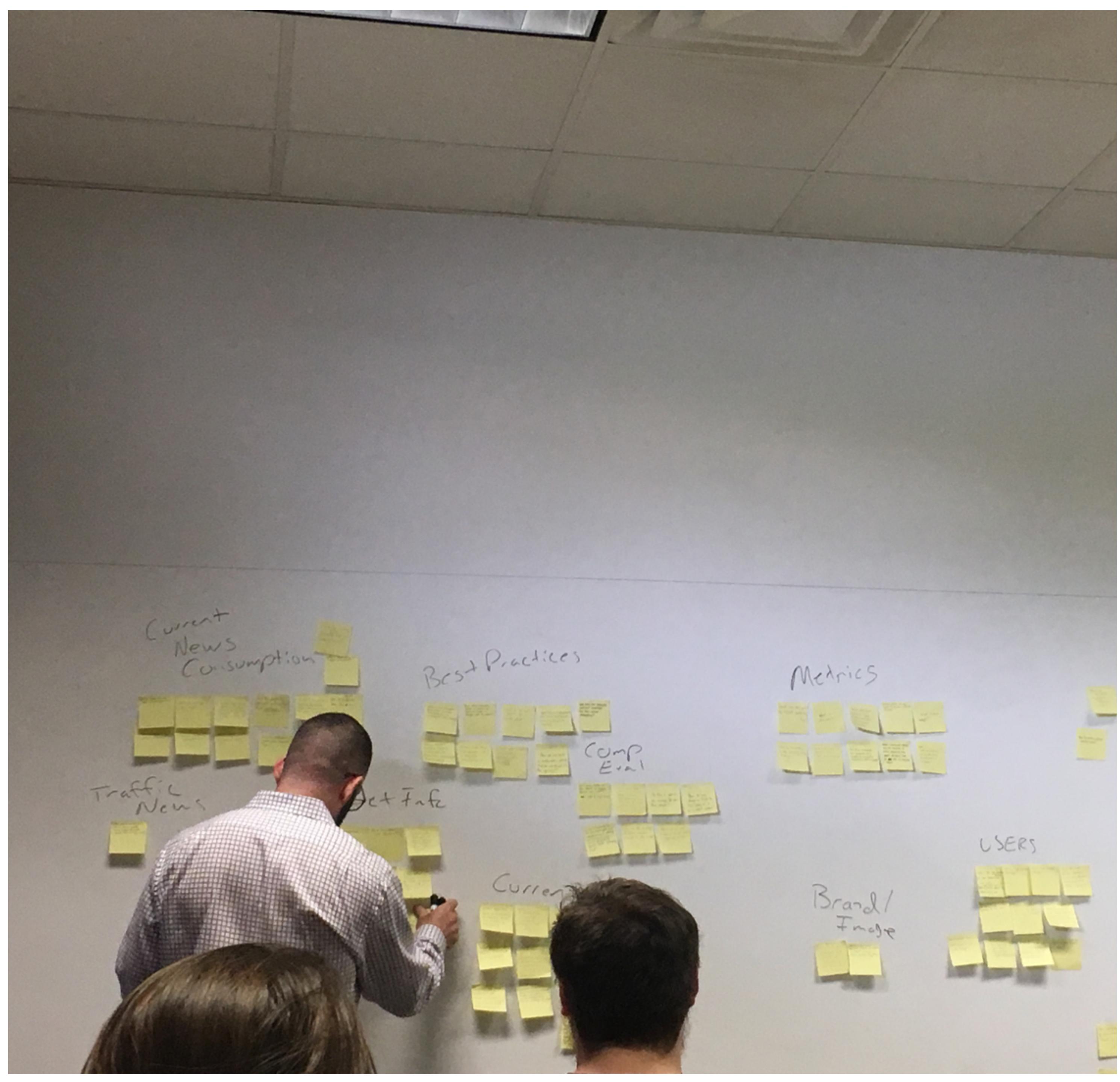
- How do people consume information today ?
- Who is using social media now ?
- How do they engaged with social media ?
- what do they want from social media ?

Focus Discussion (Group)

We use 2 steps to formulate our main questions. The first step is to brainstorming - list questions in our mind. The second step is to use card sorting method to organize our questions and made into several categories.

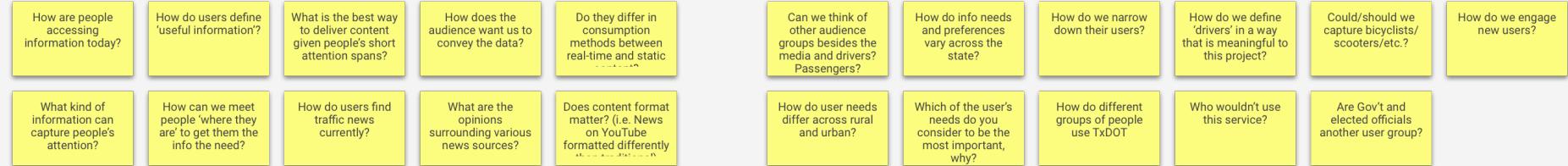
These are 9 categories questions :

- How do user consume information today ?
- Who are our users ?
- How are user currently using TXDOT's news/media website ?
- How can TXDOT Newsroom meet users' future needs?
- Brand Awareness / Image
- Competitors (Direct and Indirect)
- What are our success metrics ?
- Backend support / processes
- Information architecture

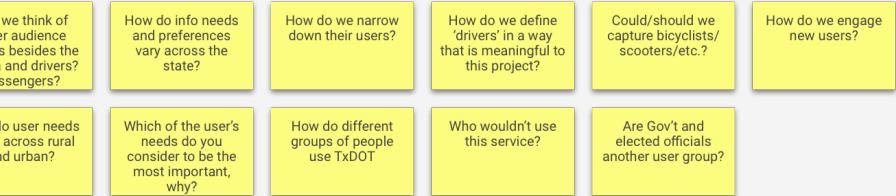


Focus Discussion

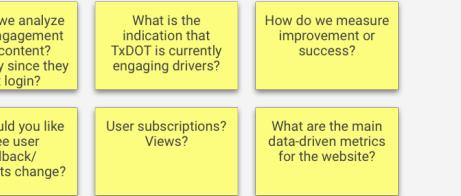
How do users consume information today?



Who are our users?



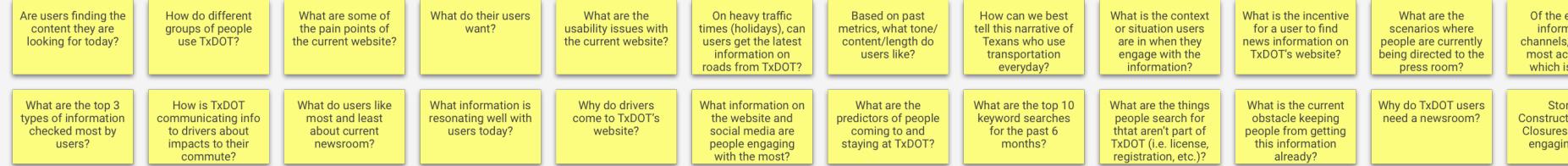
What are our success metrics?



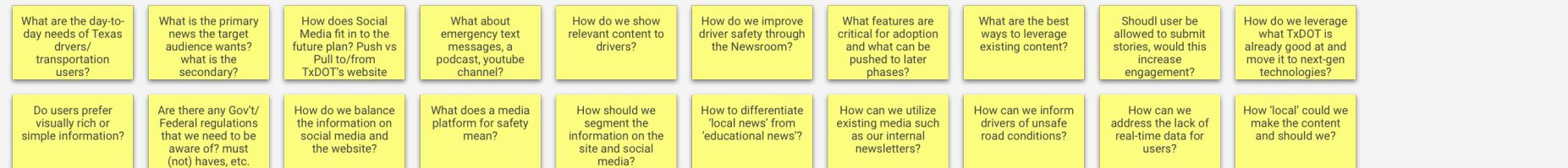
Backend Support/Processes



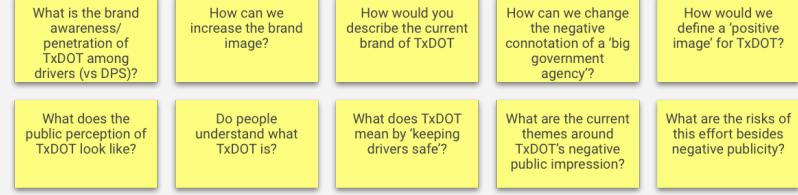
How are users currently using TxDOT's news/media website?



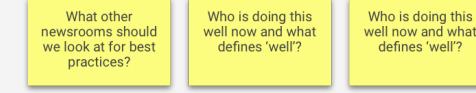
How can a TxDOT Newsroom meet users's future needs?



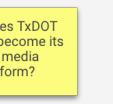
Brand Awareness/Image



Competitors (Direct and Indirect)



Misc



Focus Discussion (Individual)

Step 1: A Bird of View

build a map to analyze the relationship between causes and results and formulate the question.

"

How to efficient, effective to transfer information to make Drivers on Texas safe, informed and engaged ? "

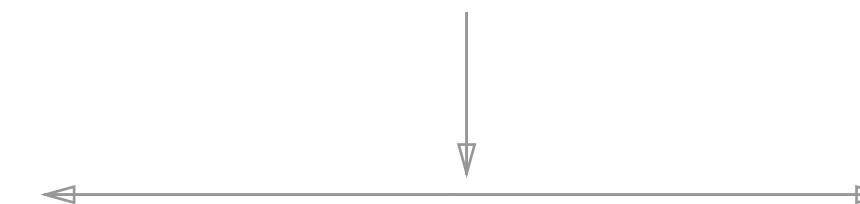
INFORMATION

From TXDOX

Channel:

- Website
- Social media
- Public Information Service
- Magazine
- Travel Information Center

Efficient, Effective



DRIVERS

Driver on Texas

Goal :

- safe
- informed
- engaged

Focus Discussion

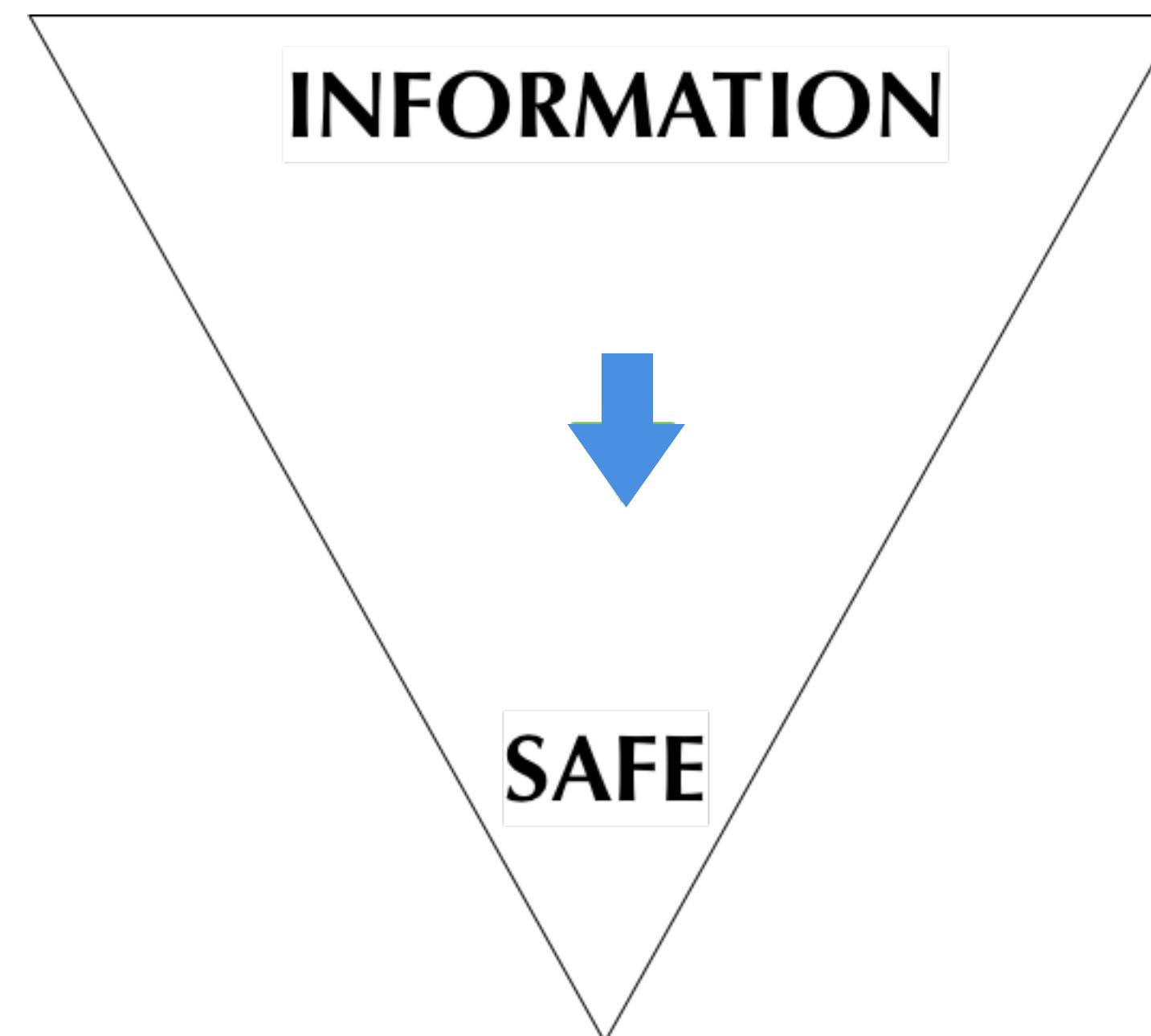
(Individual)

Step 2 : A Depth of View

Try to think deeply to capture the essence
and formulate core question.

“

**How to provide information
to increase the safety of
Texas Drivers?”**



Focus

After we formulate questions, it is time to narrow down several questions into main question and support question. We need to focus on the primary questions and use analysis and research process to answer these questions.

Main Question

Information

- How to provide information to increase safety of Texas Drivers?
- How to efficiently, effectively transfer information to make Drivers on Texas safe, informed and engaged?
- How do people consume information today ?

Direct/Indirect Competitor

- What is the best practice of newsroom now ?

Support Question

User

- Who are our users ?
- How are they currently using TXDOT's news/media website ?
- How do they engage with social media ?
- What do users want from social media ?

Design

- Information architecture
- Brand Awareness and Image

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Past Research

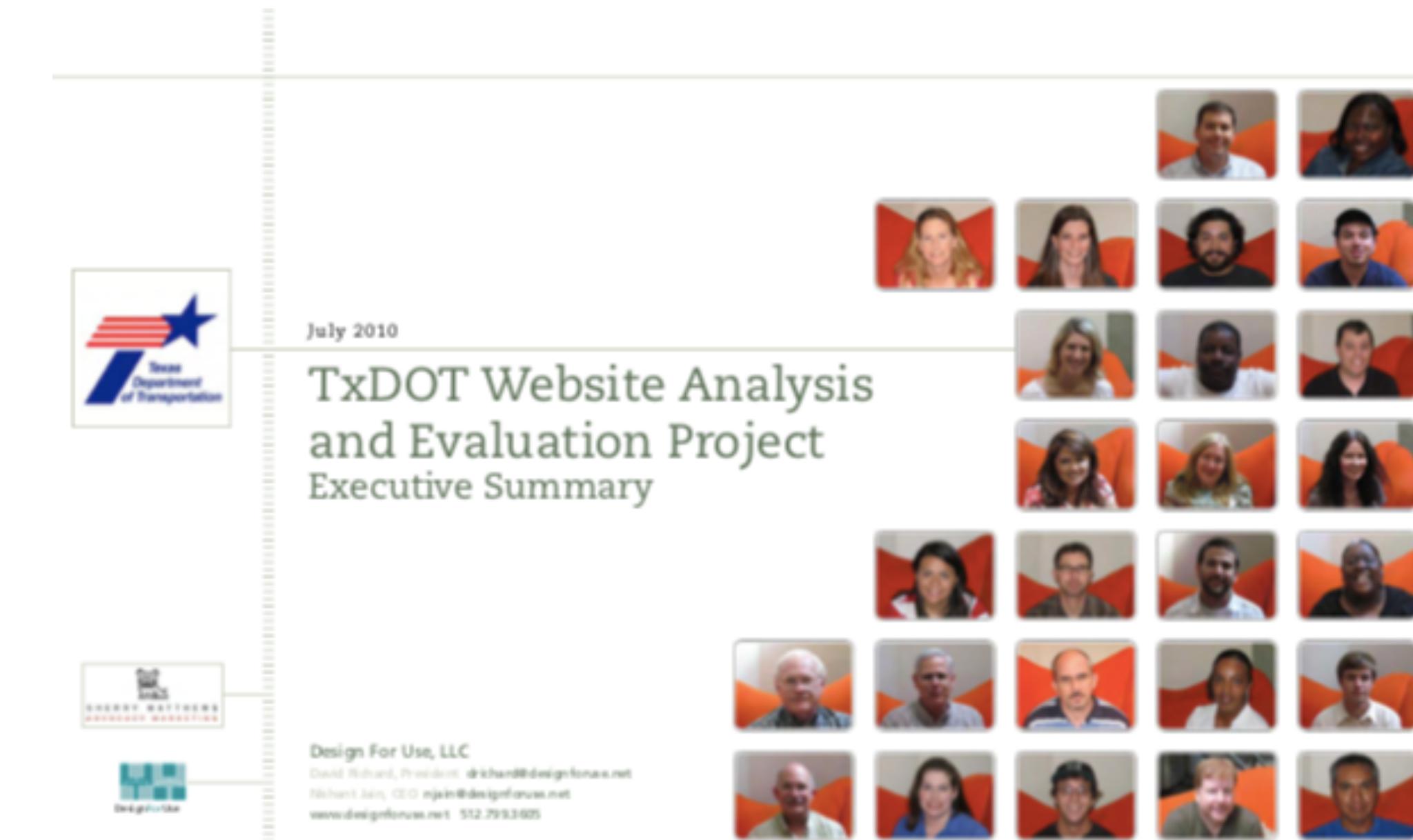
In this section, you will see valuable things extracted from the past research. Collect information from past research -“ TXDOT Website Analysis and Evaluation Project ” - July 2010

Persona

- Persona : Melanie - Travel (Personal)
- Persona : Javier - Natural Disaster
- Persona : Russell - Travel (Commercial)
- Persona: Doug - Doing business with TxDOT
- Persona : Evelyn - Public Involvement
- Persona: Jill - Law Maker

Then, we narrowed down 6 persona into 3 in the later research process. They are:

- Personal Driver
- CDL
- Evacuates



Past Research

From past research, participants were asked to indicate which adjectives from a list of words best described the TxDOT website.



“ The website needs simplified and consistence and it is too overwhelming. ”

COMPETITIVE ANALYSIS

explore a competitive analysis to get insight from direct or indirect competitors.

What kind of competitor will we search for ?

- 1 Competitor who do better in the newsroom.
UT Newsroom
- 2 Competitor whose target audience is TXDOX drivers.
Spotify

COMPETITIVE ANALYSIS

1 Competitor who do better in the newsroom.

UT newsroom and TXDOT have many similarity in its background and functions. In this competitive analysis, I just compare a small design point to see why UT newsroom did well comparing to the TXDOT. These are 9 categories questions :



Driver
Learn more about Texas [travel, driving laws and highway safety](#).



SCIENCE AND TECHNOLOGY
UT Austin Alum James Allison Awarded Nobel Prize
For the second year in a row, an alumnus of UT Austin has won the Nobel Prize in physiology or medicine.
[Read more >](#)

UT Newsroom
<https://news.utexas.edu/>

TXDOT
<https://www.txdot.gov/>

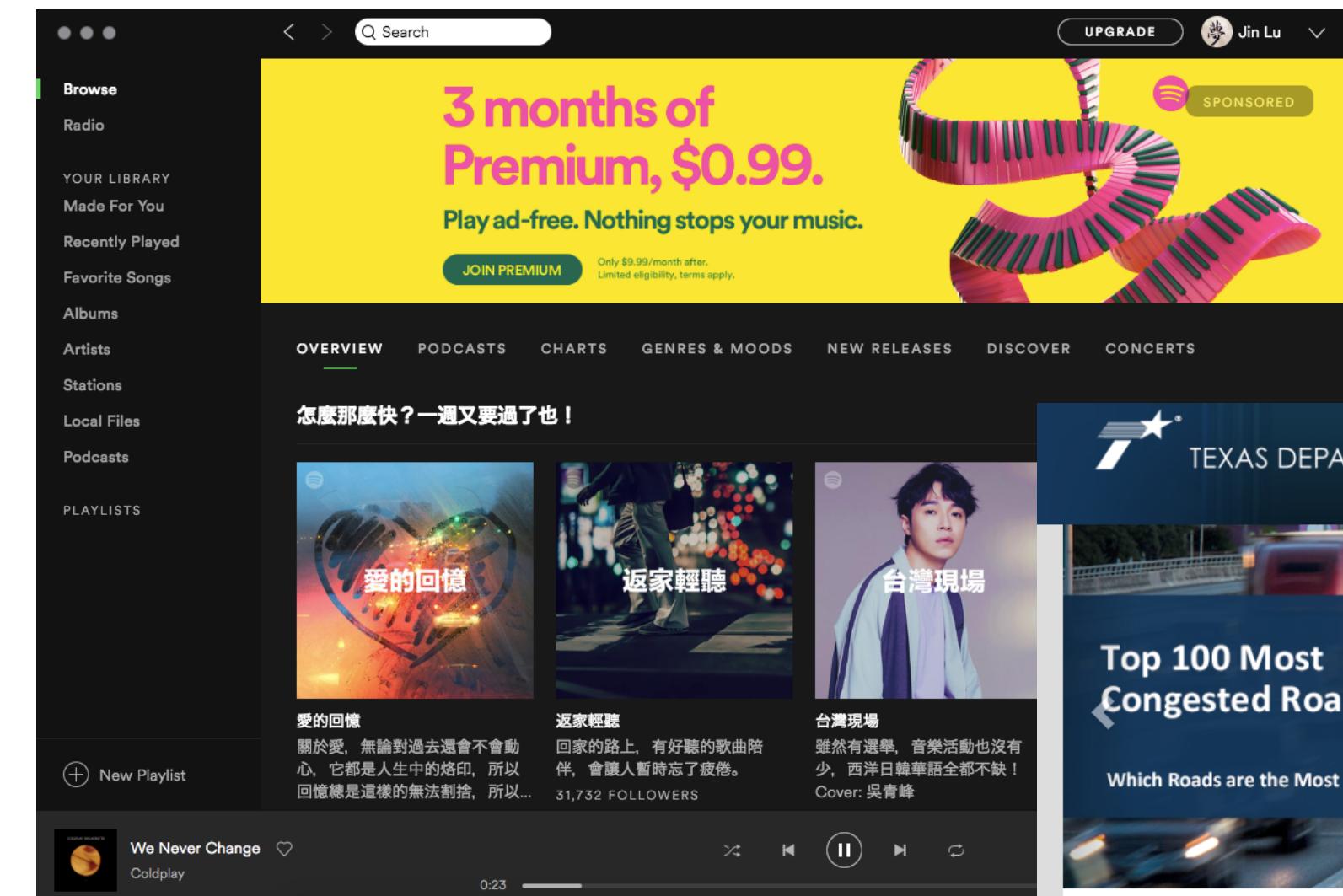
	TXDOT	UT Newsroom	Comparsion Results
Picture	people with simile	people with simile	Same
Section	—	to show its category.	UT is better
Title	san-serif font*	san-serif font	UT is better
Description	san-serif font	detail information with serif font	UT is better
Background	white	grey	UT is better
Button	— (use link in the sentence or word to go to the other pages)	with brand color and interaction implication	UT is better

COMPETITIVE ANALYSIS

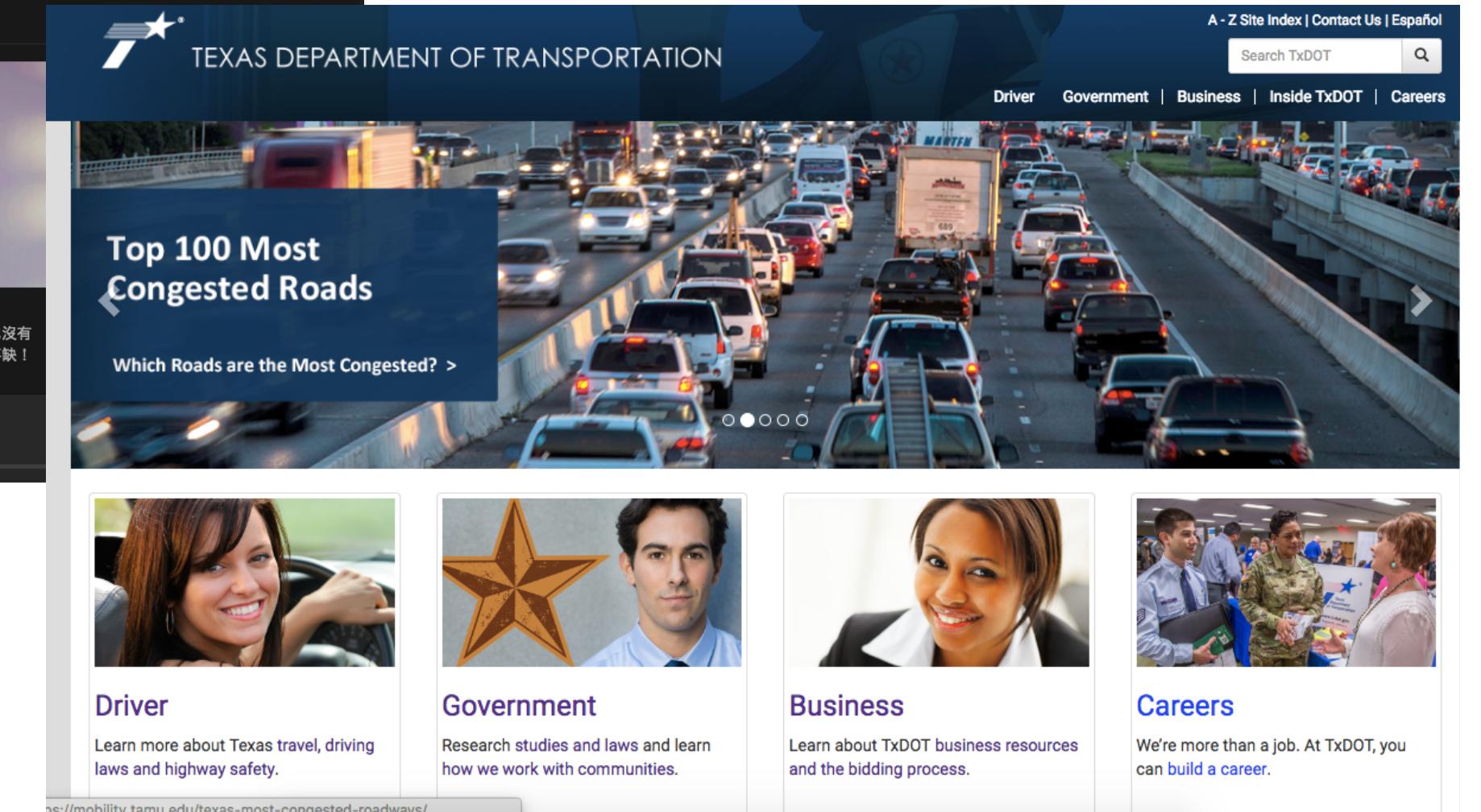
2 Competitor whose target audience is TXDOX drivers.

Most of drivers will choose to listen to spoify music when they are driving. Although it is the music itself that attract users' attention. However, I would also like to see what kind of valuable things we can get from spoify and also what we can learn from spoify.

Spoify
<https://www.txdot.gov/>



TXDOT
<https://www.txdot.gov/>



COMPETITIVE ANALYSIS

Search Bar always shows on the top.

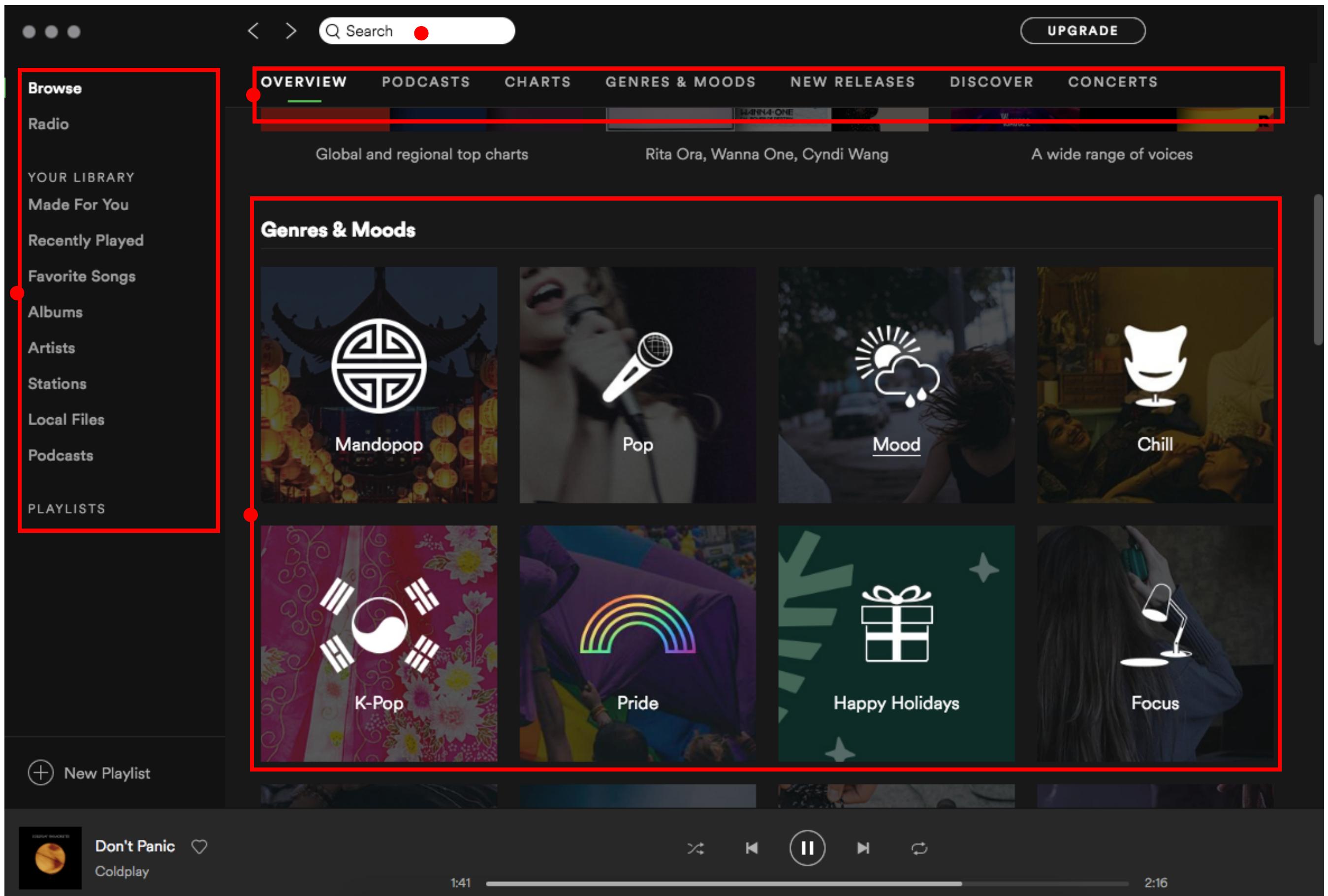
As a content medium, all of pieces of infomatin should be designed for user to easy find. That is the essence of medium. In this function, search is a quite important tool to help user find what he/she wants with effectively and efficiently (decided by search optimization technology).

Navigation is everywhere.

It is like in a real world. Without signpost, we can not find the location. Sometimes, one signpost is not enough for us to find destination. We need look for one signpost after another during the trip to find the destination.

Well-organized category is important.

Category is the tool to organize information. We always arrange our materials into different files. However, only the well-organized category can be exist for long time , easy to extend in the future and easy for user to understand and find.



COMPETITIVE ANALYSIS

Search Bar

- disappear when user scroll down their pages.
- located in the upper right position which make user hard to detect. From research, user eye will easily capture the left upper side zone.

Bad organized Category

- There is no relationship between driver, government, business and careers. They are not parellel.
- There is less relationship between driver, Inside TxDoT, Austin District, Contact Us, Distrcts, Business.

The screenshot shows the official website of the Texas Department of Transportation (TxDoT). The top navigation bar includes links for "A - Z Site Index", "Contact Us", and "Español". A search bar is located in the top right corner. The main header features the "TEXAS DEPARTMENT OF TRANSPORTATION" logo and a banner image of a busy highway at night. A red box highlights the search bar area. Below the banner, a section titled "Top 100 Most Congested Roads" is displayed, also with a red box around it. The page is divided into four main categories: "Driver", "Government", "Business", and "Careers", each with a representative image and a brief description. A red box highlights this entire category section. Further down, there are sections for "DriveTexas™", "Traffic Cameras", and "Looking for These?", each with its own red box. At the bottom, there are links for "News", "How", "Driver", "Austin District", "Districts", "Inside TxDoT", "Contact Us", and "Business", all enclosed within a large red box.

TEXAS DEPARTMENT OF TRANSPORTATION

A - Z Site Index | Contact Us | Español

Search TxDoT

Driver Government | Business | Inside TxDoT | Careers

Top 100 Most Congested Roads

Which Roads are the Most Congested? >

Driver
Learn more about Texas travel, driving laws and highway safety.

Government
Research studies and laws and learn how we work with communities.

Business
Learn about TxDoT business resources and the bidding process.

Careers
We're more than a job. At TxDoT, you can build a career.

DriveTexas™
Get highway road conditions information.

Traffic Cameras
Get live traffic camera information.

Looking for These?

News

- Drivers Urged to End Streak of Daily Deaths
- TxDOT Receives Federal Grants to Buy New Buses

How

- Report a Problem
- Find a Job
- Find a Driver's License
- Find a TxDOT Employee

Driver
Crash Reports and Records - Driver Education - Maps - ...

Austin District
The Austin District plans, designs, builds, operates and maintains ...

Districts
Our 25 districts oversee the construction and maintenance ...

Inside TxDoT
Divisions - Districts - TxDoT Administration - Media Center

Contact Us
... Time, El Paso District only). To contact us by phone or by mail ...

Business
Plans Online - Aviation Projects - Letting and Bids - ...

COMPETITIVE ANALYSIS



TAKE AWAY

- **Search bar** prefer to be always **clearly showing on the top.**
- **Navigation** prefer to be **everywhere.**
- **Well-organized category** is important.
- **Reading experience** could be improved with **readability.**

Literature Review

literature review helps understand some deep meaning.

Goals

The relationship between safe and information

- More information, more safe?
- How can we use information to increase safety?

INFORMATION

- How can convey information more efficiently?
- How persons absorb information ?
- What is attention span when they skim the Internet ?

SAFE

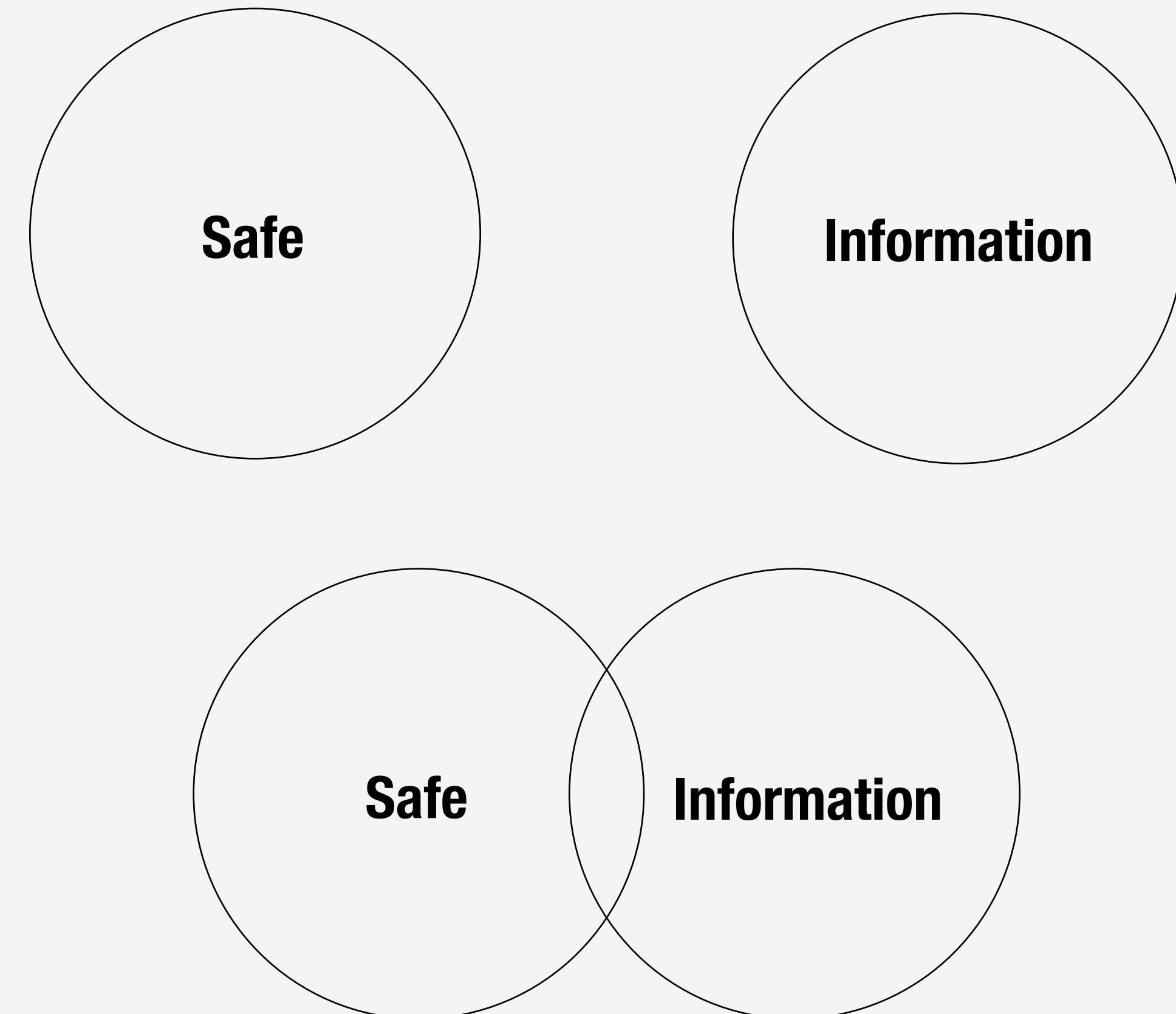
- How information help a person ?

Literature Review

The relationship between safe and information

More information, more safe?

How can we use information to increase safety?



Literature Review

The relationship between safe and information

More information, more safe?

No. Simple, clear and logical information is better.

How can we use information to increase safety?

Include actions required that help user easily locate specific information.

Information is any entity or form that provides the answer to a question of some kind or resolves uncertainty. It is thus related to data and knowledge, as data represents values attributed to parameters, and knowledge signifies understanding of real things or abstract concepts. The concept that information is the message has different meanings in different contexts.

Source: <https://en.wikipedia.org/wiki/Information>

The instructions should : be correct, simple and clear, relevant, well defined and presented in a logical order.include actions required in the event of a system failure and a troubled shooting or help section to easily locate specific information.

Source: DESIGN GUIDELINE FOR SAFETY OF IN-VEHICLE INFORMATION SYSTEM http://www.umich.edu/~driving/publications/DETRIVISGuidelines_finalversion.pdf



Literature Review

INFORMATION

How can convey information more efficiently?

How persons absorb information ?

What is attention span when they skim the Internet ?

DO

Text should

- use short sentences
- use paragraphs
- use simple language
- use headings
- use bullet points

Use image / icon / video

Content should communicate with clarity

DO NOT

Too much content on the website

Text is the foundation of any website, yet so many often get it completely wrong. People read differently on the web: they scan for key points of interest to them, more often than not skipping big blocks of text completely.

“ Use short sentences / Use Paragraphs / Simple Language / Use headings / Use bullet points ”

Images can convey meaning faster than text. They are also more eye-catching than text. Like images, icons convey meaning quickly without having to use text. Colours can be a tremendously powerful way of communicating. Just by using a particular colour you can give your website a particular feel. Sometimes, you just need to show people what you mean. If your words are failing you, a picture just doesn't do it, and you're stumped by the choice of colours then perhaps a video could benefit your visitors.

Challenges of good communication : The biggest indication of poor communication is having too much content on your website. It can overwhelm visitors and lead to confusion and bouncing off somewhere else. Be clear, straight to the point and valuable. It is easy to communicate. But it is harder to communicate with clarity. For your website to have clarity there must be a clear purpose that is understandable to the visitor. Keeping it short and complete.

Source: <https://h2o-digital.com/how-to-convey-what-you-do-quickly-and-effectively/>

Literature Review

INFORMATION

How can convey information more efficiently?

How persons absorb information ?

Nowadays, people always skimmed, only when they find some interesting, they will go back to read in depth

What is attention span when they skim the Internet ?

The average attention span dropped from 12 seconds to eight seconds.

The average attention span for the notoriously ill-focused goldfish is nine seconds, but according to a new study from Microsoft Corp., people now generally lose concentration after eight seconds, highlighting the affects of an increasingly digitalized lifestyle on the brain. Researchers in Canada surveyed 2,000 participants and studied the brain activity of 112 others using electroencephalograms (EEGs). Microsoft found that since the year 2000 (or about when the mobile revolution began) the average attention span dropped from 12 seconds to eight seconds.

In 2009, Nicholas Carr posed the question Is Google Making Us Stupid in an article that went on to discuss how the author has found his ability to perform 'deep reading' affected by the internet. He points out that whilst he used to be able to fully concentrate and immerse himself in a book, this is no longer the case. "Now my concentration often starts to drift after two or three pages. I get fidgety, lose the thread, begin looking for something else to do. I feel as if I'm always dragging my wayward brain back to the text. The deep reading that used to come naturally has become a struggle," he says. I've always skimmed when I read, then go back later and read in depth, if necessary, so for me, it's always been like reading on the web, to some extent.

When creating content and coming up with a strategy then, this means that getting the reader's attention in the first two paragraphs is essential, as the study found that this is the part where most readers make the decision to read on, or move on. Headlines should be short, snappy and entice the reader to click and then useful information about the rest of the content should be included in the first couple of paragraphs or so. Of course, this also depends on how the study classifies paragraphs, as when writing for the web most decent writers keep paragraphs short, often no longer than about 6 lines. This is important to helping people to read on the web, as it's easier to skim, with plenty of white space and allows the eye to move easily over the page. Language too is simplified for the web, readability should be targeted to audience so that they are never forced to stop and re-read, as this is likely to make them abandon the page.

Modern consumers are demanding. They want the information, they want it now and they want it to be in a format that they can easily digest. This is one reason that video is rising in popularity so rapidly, it's easy to take in, it doesn't require much in the way of active participation and it's visual.

Source: <http://time.com/3858309/attention-spans-goldfish/>

Source: <https://www.elcomcms.com/resources/blog/technology-and-its-influence-on-how-we-absorb-information>

Literature Review

SAFE

How information help a person ?

Well organized and easy to absorb and
easy to attract user attention

Generally speaking, people do not read any more than is necessary, so brevity is critical to improving the odds that people actually read a report. Readers of report cards tend to turn immediately to visual displays of information. To address this likely behavior: Limit the introductory and explanatory material at the beginning of the publication or Web site. Some experienced report sponsors have cut down this content to the "bare minimum"—just enough to answer any questions the reader might have about the data. Take the time to identify the critical elements of what you need to communicate and carefully review all text to omit any unnecessary words. Even a simple sentence can be inaccessible to readers if it is wordy.

<https://www.ahrq.gov/talkingquality/resources/writing/tip2.html>

The safety issues part is the knowledge base meant for the intergrated road safety observatory of the European comission, where the user can find high quality information on important road safety issues in the form of web texts. The information is scientifically based, easy to read and ready to use.

https://books.google.com/books?id=Yt1nDAAAQBAJ&pg=PT70&lpg=PT70&dq=well+organized+information+and+safety&source=bl&ots=ItjEtoCTgN&sig=BLDF4UAn5AfK6KMWT7CvUOVI_30&hl=en&sa=X&ved=2ahUKEwjo7ZSpypnfAhWF24MKHb48CUcQ6AEwDHoECAMQAQ#v=onepage&q=well%20organized%20information%20and%20safety&f=false

LITERATURE REVIEW

TAKE
AWAY

More information, more safe?
No. **Simple, clear and logical information is better.**

How can we use information to increase safety?
Include actions required that help user easily locate specific information.

How information help a person ?
Well organized and easy to absorb and easy to attract user attention.

How persons absorb information ?
Nowadays, **people always skimmed**, only when they find some interesting, they will go back to read in depth

What is attention span when they skim the Internet ?
The average attention span dropped from **12 seconds** to eight seconds.

How can convey information more efficiently?
DO
Text should use short sentences / use paragraphs / use simple language / use headings / use bullet points
Use image / icon / video
Content should communicate with clarity

DO NOT
Too much content on the website

DATA ANALYSIS

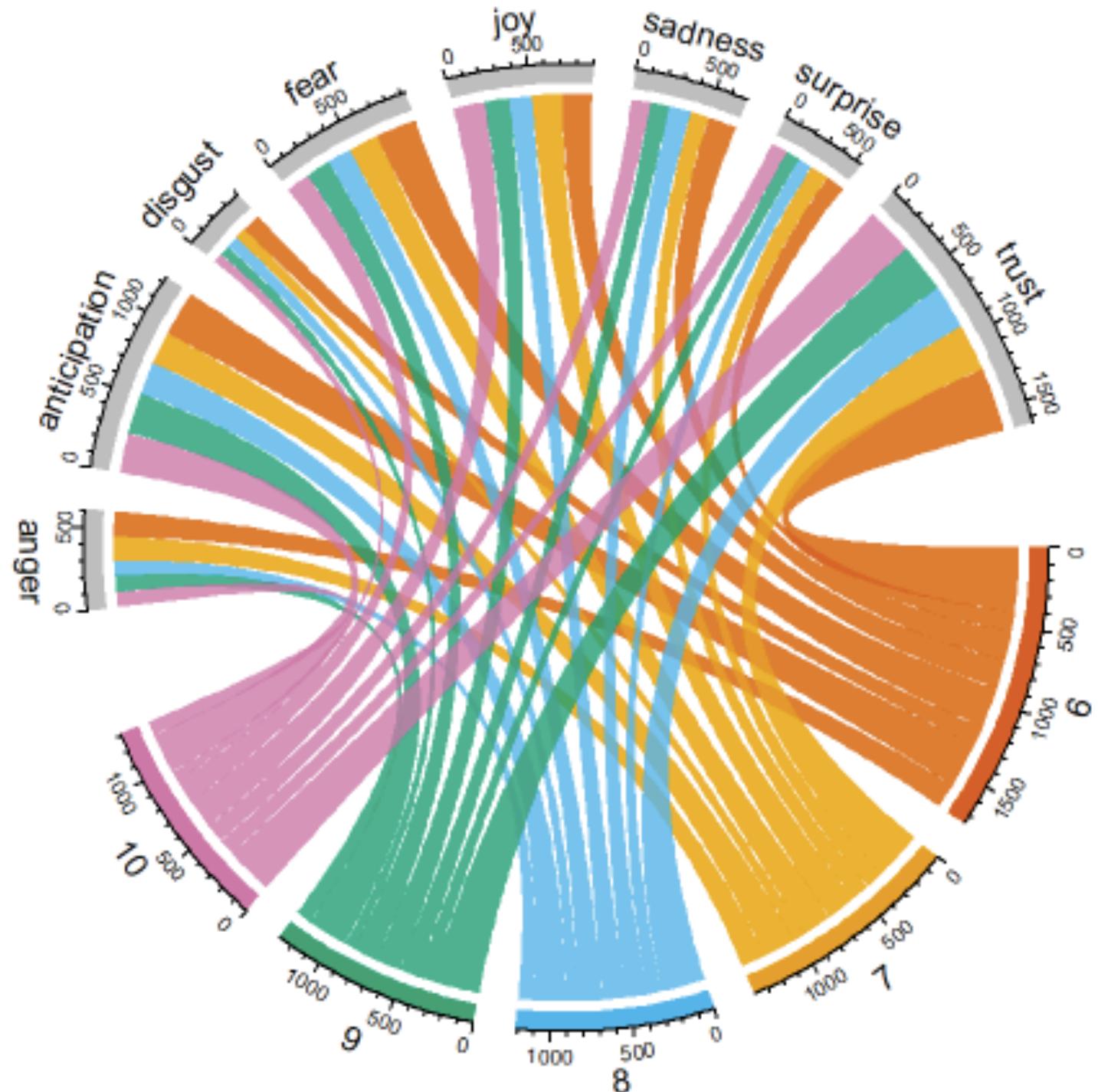
We used R to analyze the data from website and also its social platform .

In the website, we output the conversion rate from business section of website, driver section of website, government section of website and etc. In the social platform, we used data visualization to analyze the relationship between mood and month.

"

User trust the website but when they go to website, most of them leave in a short time."

Relationship Between Mood and Month



Exited Site
12,663 path views (28.67%)

Exited Site
293,903 path views (48.15%)

Exited Site
2,037 path views (30.5%)

Exited Site
701 path views (43.01%)

Exited Site
12,277 path views (56.15%)

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SME INTERVIEW

In our SME (Subject Matter Expert) Interview, we invited UT newsroom official to give us a lecture towards UT newsroom.

Website build a direct channel to the audiences.

Before website came into our eye, information, news, stories are transmitted by paid media. Website build a direct channel to the audiences, which is a benefit for any organization and business. So how to make use of this direct channel is main concern.

Write for direct audience

Different channels have different audiences. For various channels, we write and share different kinds of articles to target audiences. For example, in Linkedin social media, we share professional information about career or softskills, in twitter social media, we share short stories.

Notice social media policy

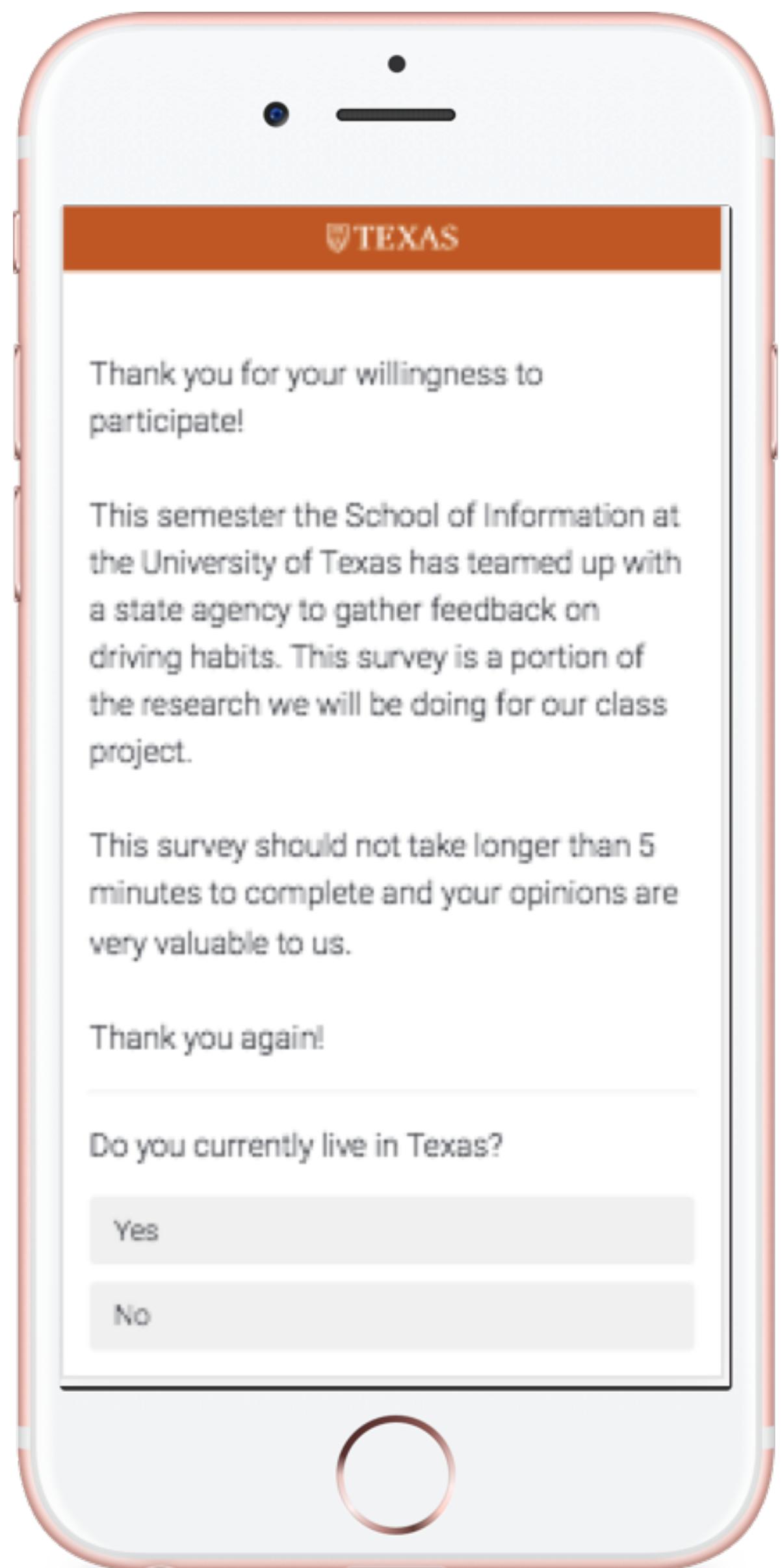
As an university social media, we should notice that our voice might stand for university's attitude towards sensitive arguments. So, we have some policy. For example, "do not put opinion on the social media."

Metrics

We are calculating KPI on "share views " of an article.

Survey

We collect more than 200 questionnaire through qualitcs system.



TxDot public image = ?

We collected 311 online questionnaires.
After analyzing the open-end question, I
found that Txdot did build their public
image clearly.

SURVEY

agency bridges building busy car conditions
construction drivers driving enforcement
government helpful **highways improvements**
inefficient information infrastructure issuing job keeping laws
license lot maintaining maintenance
organized planning projects **public really registration**
regulation repair responsible **roads roadways safe**
safety signs slow state tags texas toll
traffic transportation txdot vehicle weather
work

1 on 1 interview



1 on 1 interview

Interview begins at screening, we use a series of questions to screen our users and pick up the suitable users to our 1 on 1 interview.

We conduct 27 interviews, every standard interview lasts 1 hour. Every interview will have one moderator and one note taker. Most of interviews are face to face. Some are remote interview. In remote interview, we applied the video communication tool to conduct interview.

Personal Driver

CDL Evacuate



18-24

35-44

over 64



Downtown

Suburb

Rural



1 on 1 interview

Habit of transportation

- check information from map app
- ask parents towards driving situation / Someone give me direction, not using APP/give direction from word of mouth towards construction./Ask Dad towards direction and instruction
- If someone give me precise address, will use Apple map to search or find a restaurant.
- If google map has accident information, that is good!
- If it is raining outside, change mind.

Pre/During Trips

- parking lot / restaurant and hotel info
- one day to pre-plan
- weather
- user score
- cancel sth during the trips
- get punishment ticket to a new place
- Do not plan too much ,just find place/restaurant on the way
- Google map for route, trip advisor for hotel, yelp for food

Others

- Gas station is a touch points.
- TXDOT (DOT = “.”) Soundlike a technology company, for .com
- Know name but do not know what they do

Recommendation

- clean / basic function / hide irrelevant and advanced function behind.
- recommend fastest route
- want a reward system for users to be rewarded when they report accidents and construction

App

- Actions: compare routes / time spending /
- pros: Apple map is helpful (traffic road is shown orange and red)
- cons: too much information, not clean / too colorful, feel anxious / some functions are not useful/ Estimate time not the real time and real time is longer than estimate time / Sometimes recommend route is too complex with too much turns. / Icon pop up construction will hold me for an hour to get my attention / both Waze and apple maps do not tell you what lane to be in / thinks Waze is better than Google Maps because it reroutes while driving / Google maps is easy to use, you can copy and paste things, and it has a good rating system of plays located on the app
- Google Maps TV weather , local news has started using TXDOT's traffic map and really likes it. Prefers it to the local news traffic maps because of the lack of ads and it is more up to date.

Feeling of Website

- Website link is end with gov. means government which feel it is an official website.
- A lot of picture of people shows in the middle which made user feel messy. No paralleled words. For example : driver and government is not related; transportation is not related to the government.
- The theme of website should be clear to attract the users.
- Keyword is not eye-catching.
- Words and picture should attract users, not too much tiny words.
- Topic words is not big enough and should be less words and more important words there.
- Pros: color is comfortable, not colorful / image is clean and simple
- Cons: image is not apparent enough / website should be more focus
- what is website for ? give them report ; tell them stories ; apply for something.
- misunderstand TXDOT to registration of driving license.

1 on 1 INTERVIEW

TAKE
AWAY

Interesting Findings:

- Website link is **end with gov.** means government which feel it is an **official website.**
- **A lot of picture** of people shows in the middle which made user feel **messy.**
- **No paralleled words.** For example : driver and government is not related; transportation is not related to the government.
- **Keyword** is **not eye-catching.**
- Words and picture should attract users, **not too much tiny words.**
- **Topic words** is **not big enough** and should be less words and more important words there.
- **TXDOT** (DOT = “.”) sounds like **a technology company.**

Usability Testing

Usability Testing

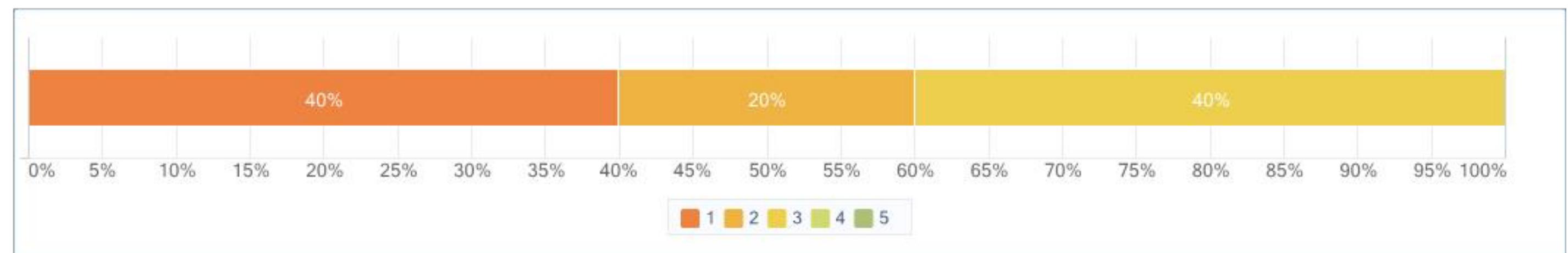
This usability testing is conducted to evaluate the website <http://www.txdot.gov> usability. Its goal is to facilitate the development of TXDOT website. The website was assessed using the Think Aloud method (Nielsen, 2012), enabling the interviewees to independently finish two tasks in the website and after that make a metrics evaluation towards website.

Most of usability testing was conducted face to face. For remote usability testing, we used desktop sharing software to communicate.

After tests, we accumulate quantitative and quality data and drew out weak points concerning the usability of website.

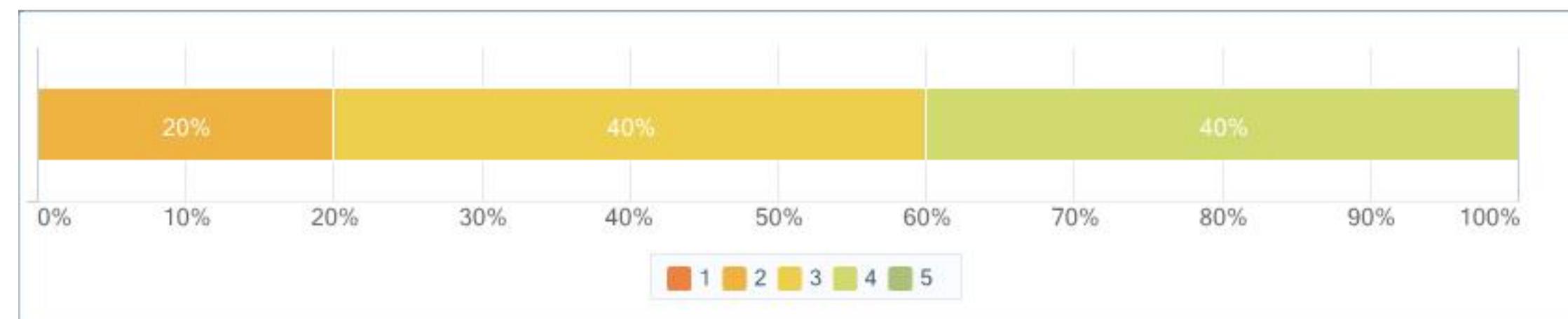
Task 1

In general, how easy or difficult is it to fill out a crash report form on the Tx DOT website?



Task 2

In general, how easy or difficult is it to locate news articles and information on Tx DOT's website?



Usability Testing



1 Content

Too much content

Too much content in the pages distracts user from finishing their task. Some users even forgot what their task is when they want to finish tasks in the website pages even they have read aloud the task description just 1 minute ago.

Less organized, No hierarchy

In the search results page, the information is not well-organized.

2 Search bar is useful, but...

optimize the search result quality

There exists too much similar information in the search results. Even the user search the right keywords, the files she wants to search is not in the first three results.

put search bar in the vivid place

Many user cannot notice search bar.

03

RECOMMENDATION

In the recommendation section, I provide the whole strategy and actions that TXDOT can used to their next product iteration.

INSIDE WEBSITE

User Engagement

- Tag Article : Likes Dislike useful Tag to make user click. / The top clickest will be in the first pages.
- User Report Interaction

Make use of Function

- Map Showing
- Map embed in the Google Maps

OUTSIDE WEBSITE

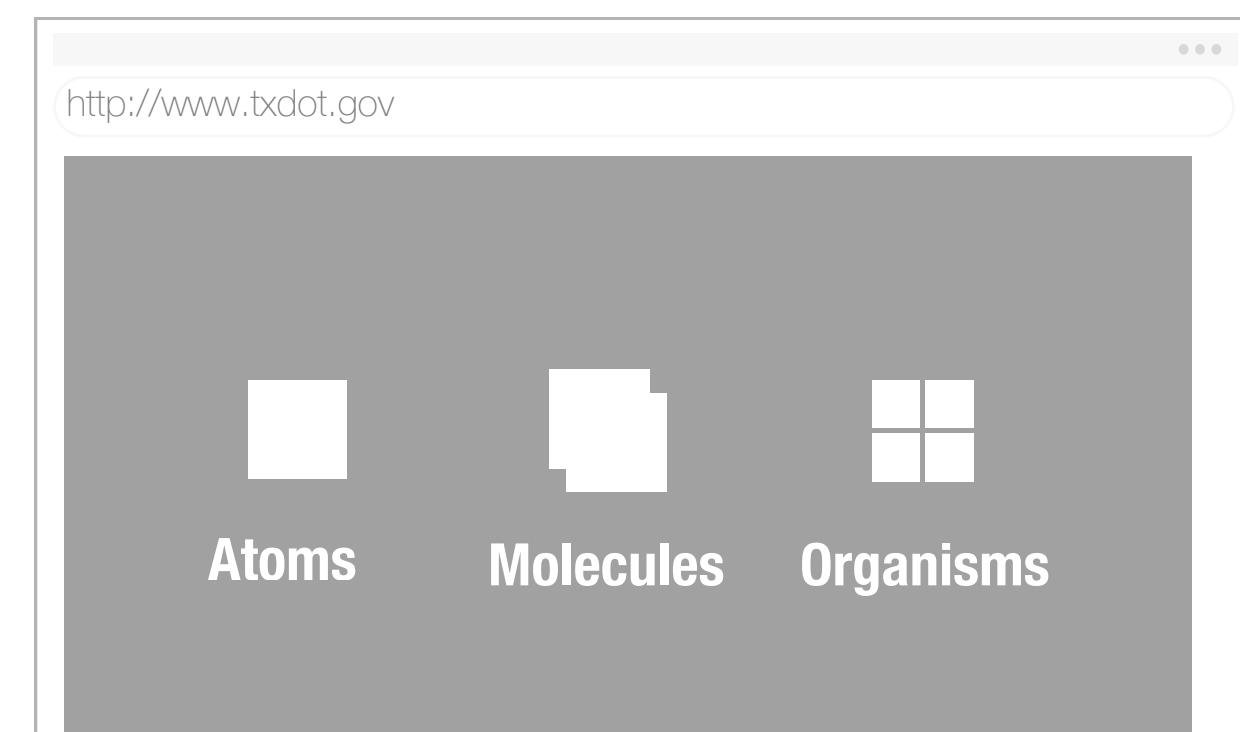
Touch Point

- Media Channel (Twitter, XX)
- Text Message
- Gas Station
- Image Consistence Build

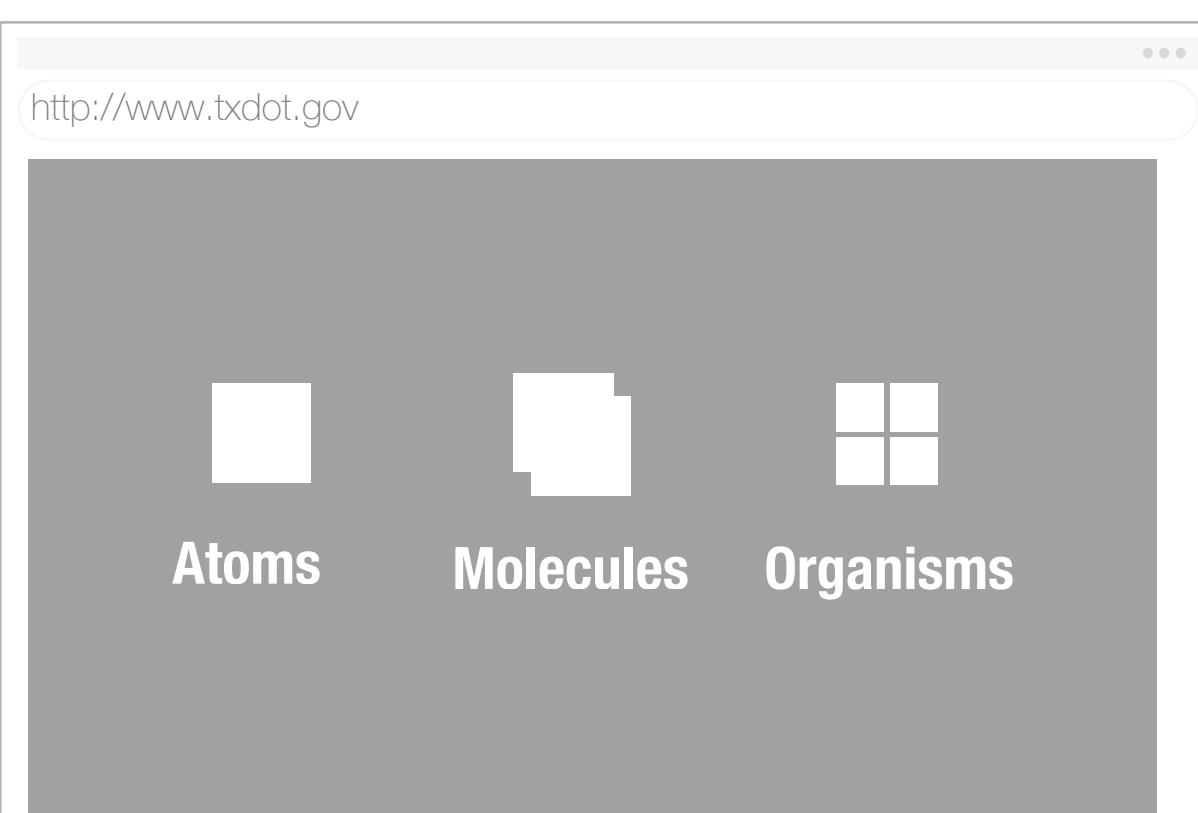
First Page

- Latest news
- Frequency download files
- most read news

WEBSITE



WEBSITE



Atoms

Article

Every article should be well-written.

- Words expression should be precise and consistent.
- Article should be converted into three format - for long reading, for summary, for action.
- Action and Summary should be put in front.
- Relative files download should be put in the specific location in front.

Molecules

Page

Every page should be well-organized.

- The style between pages should be consistence.
 - Pages should hold clear navigation location.
 - Every pages should has its location name.
 - Page should be visual hierach.
 - Page has its function.
- easy to read articles. Their should include navigation in the articles.
- easy to navigate to other pages.
- easy to make user understand the whole picture of website.

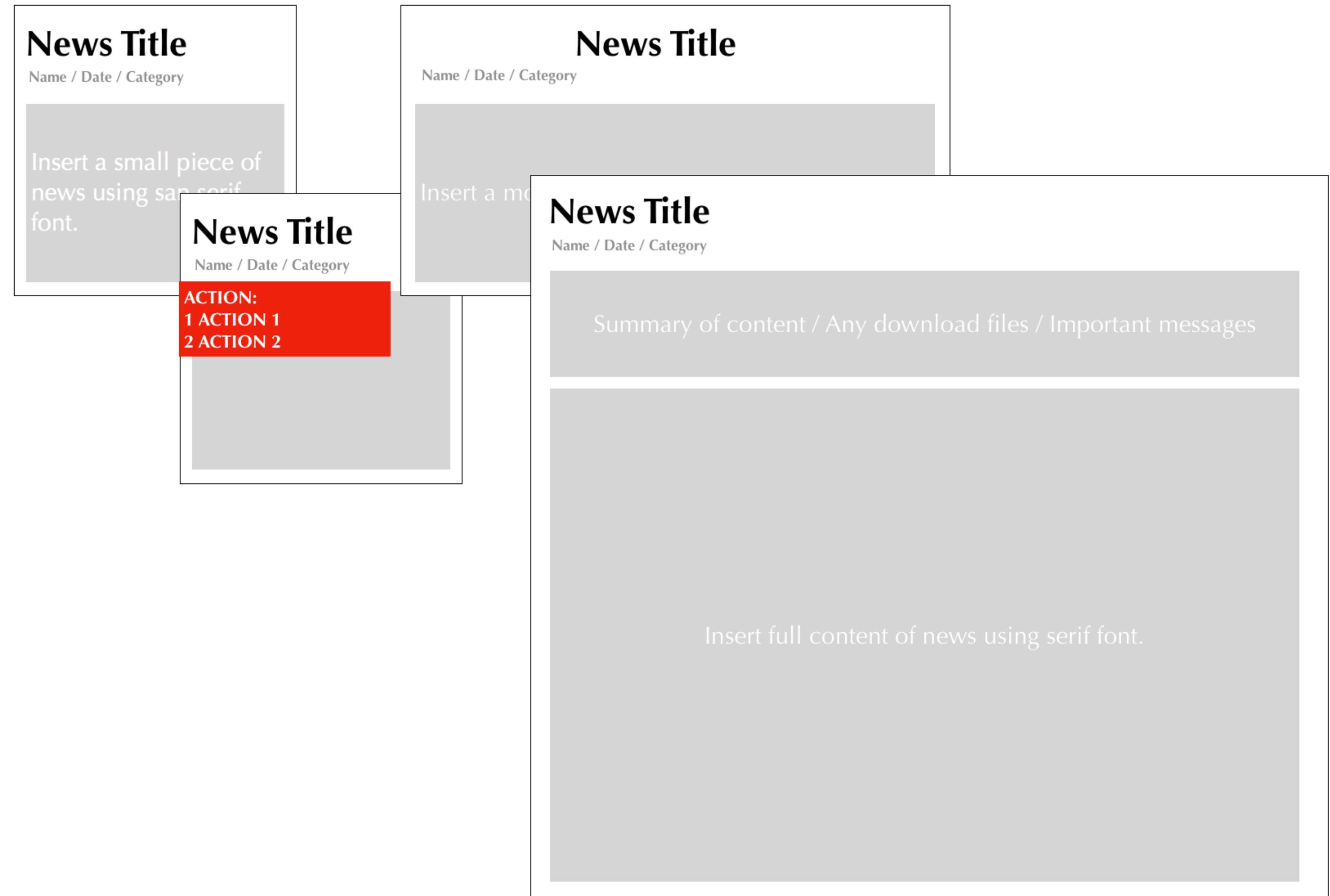
Organisms

Website

It should be a clear, simple and functional website.

- A clear and easy to extend information architecture.
- first rate level navigation system.
- A well-functional front page.
- Official, safe and upright image influence.
- Easy and Efficient to grasp information.

EXAMPLE



EXAMPLE

Drivers Urged to End Streak of Daily Deaths

TxDot Media / Nov.1 / News

AUSTIN

Not all anniversaries are happy and Nov. 7 is one of the saddest of all. Since Nov. 7, 2000, at least one person has died on Texas roadways every single day. In an effort to end this deadly 18-year milestone, the Texas Department of Transportation, through its [EndTheStreakTX](#) campaign, reminds drivers it is a shared responsibility among roadway users and engineers to keep our roads safe.

"We all have the power to end the streak of daily deaths on Texas roadways," said Texas Transportation Commissioner Laura Ryan. "Don't drink and drive; put away the cell phone; buckle up; and obey traffic laws. Be the driver you would want next to you, in front of you or behind you. Together, we can end the streak."

"It is heartbreaking to know that every day for the past 18 years someone has lost a spouse, child, friend or neighbor on our state's roadways," said TxDOT Executive Director James Bass. "Ending this deadly daily streak is a shared responsibility. We will continue to engineer our roads to be more forgiving of drivers' errors, but we all must work toward ending such preventable contributing factors as distracted driving, speeding and drunk driving. Let us make it a priority to be safe, focused and responsible behind the wheel. Let us end the streak."

Drivers Urged to End Streak of

Texas Department of Transportation > Inside TxI
> Statewide News & Events

Contact: TxDOT Media Relations

Phone: (512) 463-870

AUSTIN – Not all anniversaries are happy and Nov. 7, Nov. 7, 2000, at least one person has died on Texas effort to end this deadly 18-year milestone, the Tex through its [#EndTheStreakTX](#) campaign, reminds d among roadway users and engineers to keep our roa

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Thanks !

Lu Jin

For any question, please contact
beforux@126.com