Hi, my name is Brent Ripperger and I work for Bilfinger Industrial Services. We provide maintenance services. Today, you are viewing a public website built by Bilfinger. I am going to ask you a few questions are you navigate the website, please move through at whatever pace you’d prefer. Please review the website as if you were a PennDOT employee in Asset Mgmt, and you stumbled across this website. Your role is to preserve the health, safety, and quality of assets owned by PennDOT

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| --- | --- | --- |
| Question | Response | What’s Important |
| Are you interested in continuing the story? (After looking at intro and history viz) | Yes, sure. It’s a new topic  Yes, sure. It is my job to be interested  Yes, waiting for the point | Could improve the impact to pull in readers, but not entirely an issue  Adjust the precast verbiage |
| Are the questions accurate with how you are feeling? (After How fast does it take…) | Sure, slightly different but good for a whole new topic  Sure, no opinion  No, my questions is why is the rate of bridge failure increasing | Need to clearly give the point of what should be taken from each graph after. Also, state instead of imply key points |
| What does this matrix tell you? (on decay matrix, is it too technical) | Not sure, something to do with 50 years is how long bridges last  Not sure, I should know as an employee here but I don’t  Not sure, 3->2 is confusing with 9>-3. | Needs to be redesigned to get into the brain MUCH faster  Need to cimplify |
| How are you feeling right now, surprised, excited, irritated, impatient, etc? (after quote from PennDOT presentation) | Slightly interested, have doubts  Anticipatory  Distracted by trying to figure out how this part ties into the previous part of the story | Make the flow obvious, a little more leading but not too much  Make total story slightly less energy to absorb, although protocol is slightly causing jarring stops which is part of the issue |
| Does Poor need defining? (on the word block) | It means poor overall  No, I should know with my role and seems logical  No, but need to define an increase of what | Add some verbiage for “# of bridges” |
| Are you extremely skeptical, what do you think about the solution presented? (after we cannot rely…) | No, just sounds like it costs lots of money  No, the solution seemed appropriate  No solution has been presented yet, just the names of type technologies | Trust in the presenter seems to validate the solution, probably because of the slight apprehension of the readers in their specialty. Might not be the case with PennDOT actual employee  Need to tie together how this is an obvious solution to what we are faced with, isn’t clear |
| What are your concerns with the questions from the author? (after what is the catch) | No concerns  No concerns, didn’t ever think about it  It suddenly made me skeptical as if I was reading an advertisement | Remove ad lingo |