



Exploration

COLD (California Online Directory)

August 20th, 2021

ODI - CDT

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1. What is COLD currently?

“The California Online Directory provides access to government information and services for state employees, local government and the general public.”

Stated Purpose on COLD Homepage

What is COLD currently?

How does it serve it's purpose?

The features on COLD can be broken into two main categories:

What Users Can Do With Data (Public Pages)	Maintenance of Data (Log-in Pages)
<ul style="list-style-type: none">• Search + List of State Entities• Search of Employee Information• Contact Form for State Information Agents <hr/> <ul style="list-style-type: none">• Directory Listing Coordinator (DLC) Information	<ul style="list-style-type: none">• Updating data• Storing data

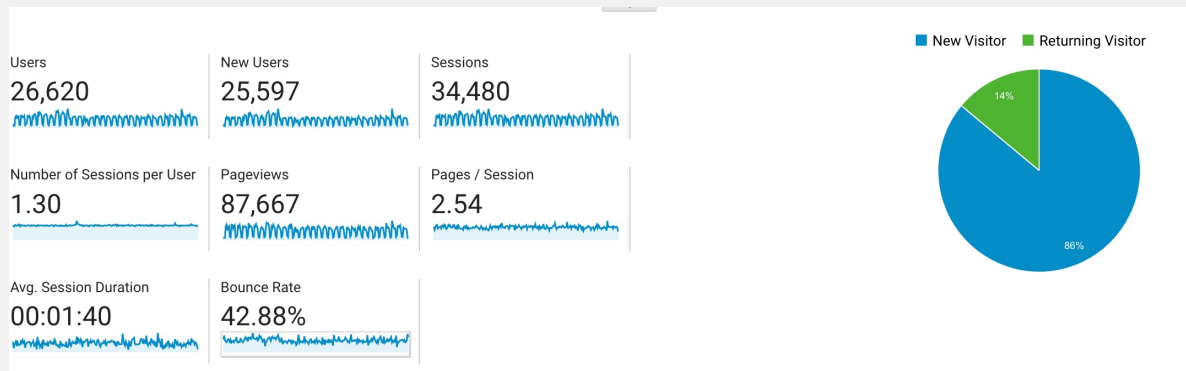


What is COLD currently?

Does it serve users?

From the beginning of this year to now, COLD has recorded only **26,620** users in total.

It is a low-traffic site.



Screenshot of summary metrics on users



What is COLD currently?

Does it serve it's users?

Employees Search has slightly more users than State Entity

Pageviews from the beginning of this year to August 9



Page	Pageviews
/	39,819
/Employee	19,757
/StateEntity	15,266
/About/Contact	3,198
/Home/DLCInformation	2,148
/Account/Login	1,274
/Home/Help	1,079
/Employee/Manage	900
/StateEntity/Manage	605
/Account/ForgotPassword	138

What is COLD currently?

Does it serve it's users?

Users mainly come from google to the homepage to employee.
There's a fair amount of users going between employee to state entity and vice versa

User flow from the beginning of this year to August 9

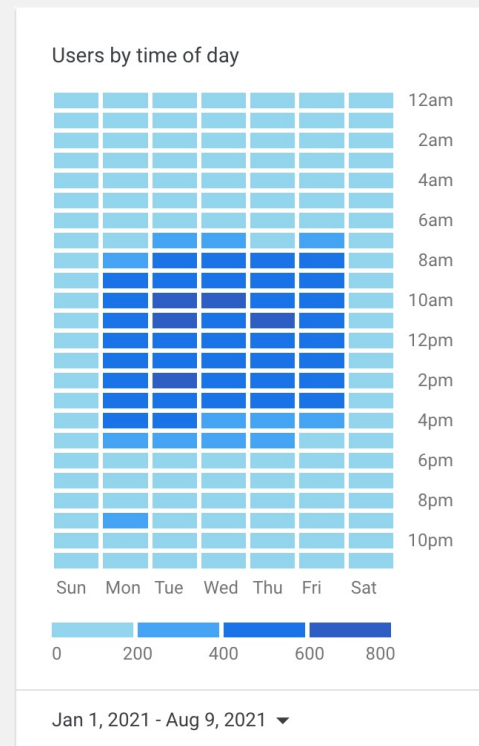
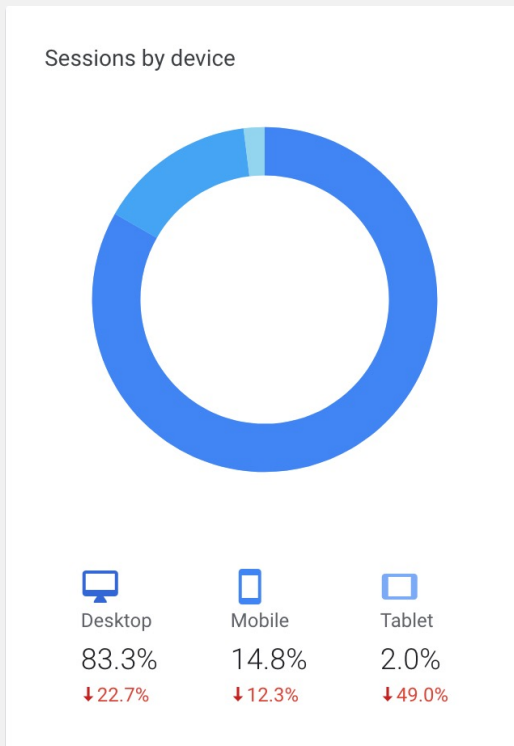


What is COLD currently?

Does it serve it's users?

Users mainly use Desktops to access COLD unlike many other State of California sites where general public users primarily use mobile devices to access. This along with users using it primarily during work hours suggests users are likely state employees.

Pie chart sessions by device from the beginning of this year to August 9



2. Why COLD?

Current COLD

Low Traffic

It's not useful

Users don't know about it

**User needs are
already met
elsewhere**

**Site's features are
not meeting the
user needs**

**Site has
usability issues**



Why COLD?


ca.gov Research Discovery Efforts

[illegible]

List of State Agencies

[illegible]


State Agency Search



[Home](#)
[Getting Services](#)
[Doing Business](#)
[Working](#)
[Learning](#)
[Living](#)
[Visiting](#)
[Government](#)
[Search](#)

[State Agencies](#)
[Policies](#)
[Contact Us](#)
[Settings](#)

California Commission on Aging (CCOA)



California Commission on Aging
a California state website government


The California Commission on Aging serves as "the principal advocate in the state on behalf of older individuals, including, but not limited to, advisory participation in the considerations of all legislation and regulations made by state and federal departments and agencies relating to programs and services that affect older individuals."

[Website](#)
[Contact](#)

General Information: 916-419-7391
Fax Number: 916-419-7396


Related Links

About 640 results (0:22 seconds)




California Commission on Aging - State of California
[ccoa.ca.gov](#)

The California Commission on Aging serves as the state's principal advocate for older adults. Its primary purpose is to advance issues fundamental to ensuring...




California Commission on Aging - State of California
[ccoa.ca.gov](#) - [About CCoA](#) - [Committees](#)

The District covers a wide range of programs and support, including senior centers, paratransit, SSI+ workforce development, case management for frail elders...




California Commission on Aging - State of California
[ccoa.ca.gov](#) - [About CCoA](#)

The California Commission on Aging was established in 1973 by the Burton Act. It was confirmed in the original Older Californians Act of 1980 and reconfirmed...




California Commission on Aging - State of California
[ccoa.ca.gov](#) - [Initiatives](#) - [Highlighted Topics](#) - [Outgoing](#)

The District covers a wide range of programs and support, including senior centers, paratransit, SSI+ workforce development, case management for frail elders...



California Commission on Aging - State of California
[ccoa.ca.gov](#) - [Forms](#)

Commissioners with the California Commission on Aging are required by the Fair Political Practices Commission (FPPC) to complete the...



California Commission on Aging - State of California
[ccoa.ca.gov](#) - [Initiatives](#) - [Highlighted Topics](#) - [Outgoing](#)

summarizes the key issues facing poor older women in California and serves as a roadmap for policy makers, aging advocates, advocates gender equity...

State Agency Profile + Contact



ca.gov Research Discovery Efforts

Insights from Ethnio Surveys and User Interviews

- Users struggle to find California Digital Services
- Users wish to provide feedback but do not know how
- Users are not able to access support for government services



Why COLD?

Design System Initiative

Search + List Type Components

- EDD
- CalJob
- California Personnel Office
- California Courts
- DMV
- California Environmental Protection Agency
- California State Parks
- California Department of Food and Agriculture
- California Department of Public Health
- California Board of Accountancy
- And more...

Online Forms and Publications

The documents on this webpage are PDFs. To complete forms, you may need to download and save them on the computer, then open them.

Home | AtoZIndex

Visit A

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A B C D E F G H I J K L M N O P Q R S T

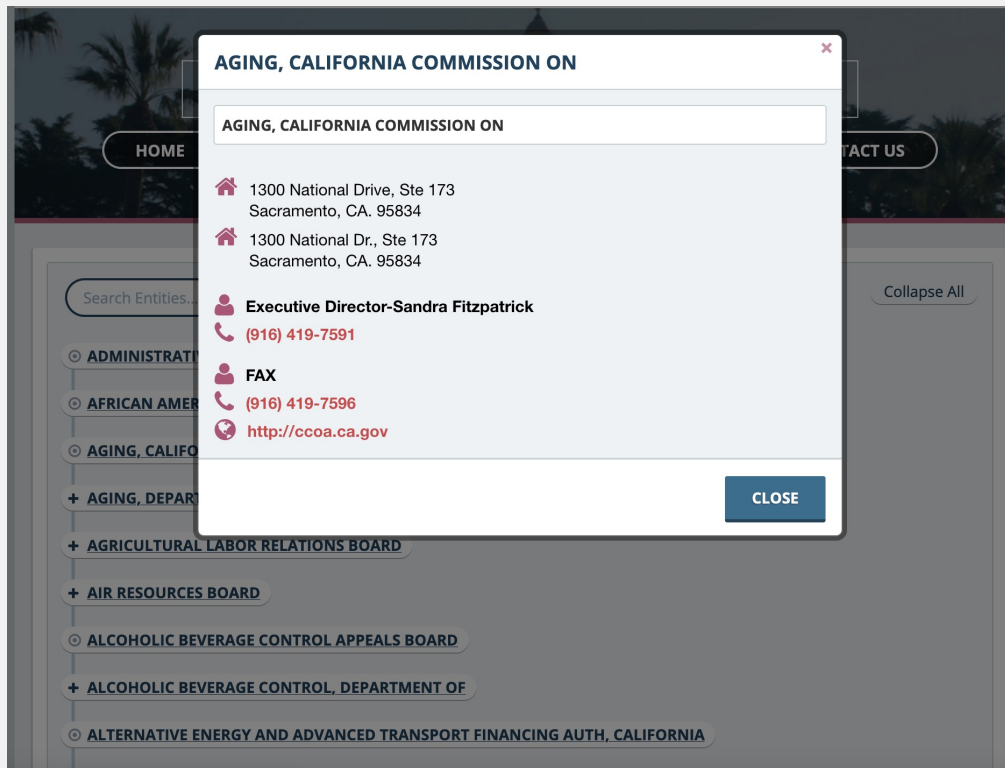
Q

SUBJECT	DIVISION NAME & LINK	PHONE NUMBER
A	California Board of Accountancy	Office Hours
>	2450 Venture Oaks Way, Suite 300 Sacramento, CA 95833-3291 (916) 263-3680	Monday - Friday 8 a.m. - 5 p.m.
>	Map it	State Holidays
>	CBA Unit	Areas of Expertise
>	Administration	Contact Information
>	License status check	(916) 263-3680
>	General questions	License Lookup
>	Citations	(916) 561-1708 citationsunit@cba.ca.gov
>	Compliance	(916) 561-1706 complianceunit@cba.ca.gov
>	Enforcement	(916) 561-1705 (916) 263-3673 Fax enforcementinfo@cba.ca.gov
>	Ethical questions regarding CPA practice	Online Complaint Form
>	Examination	Examination applications
>	Educational requirements	(916) 561-1703
>	Exam scores	(916) 263-3677 Fax

Why COLD?

Usability Issues

- Confusing icons
- Inconsistent and incorrect data
- Heavy text
- Dead links
- Unclear interactivity
- Content spread out across multiple pages
- and more...



Screenshot from usability site audit

Opportunities Presented

**User needs are
already met
elsewhere**

Any efforts in addressing this problem space will continue to be helpful and can flow into ca.gov efforts

**Site's features are
not meeting user
needs**

Any efforts into the site features moves along component building for design system

**Site has
usability issues**

Any efforts into the site usability will help as the site is trying to meet relevant user needs

3. Initial Steps

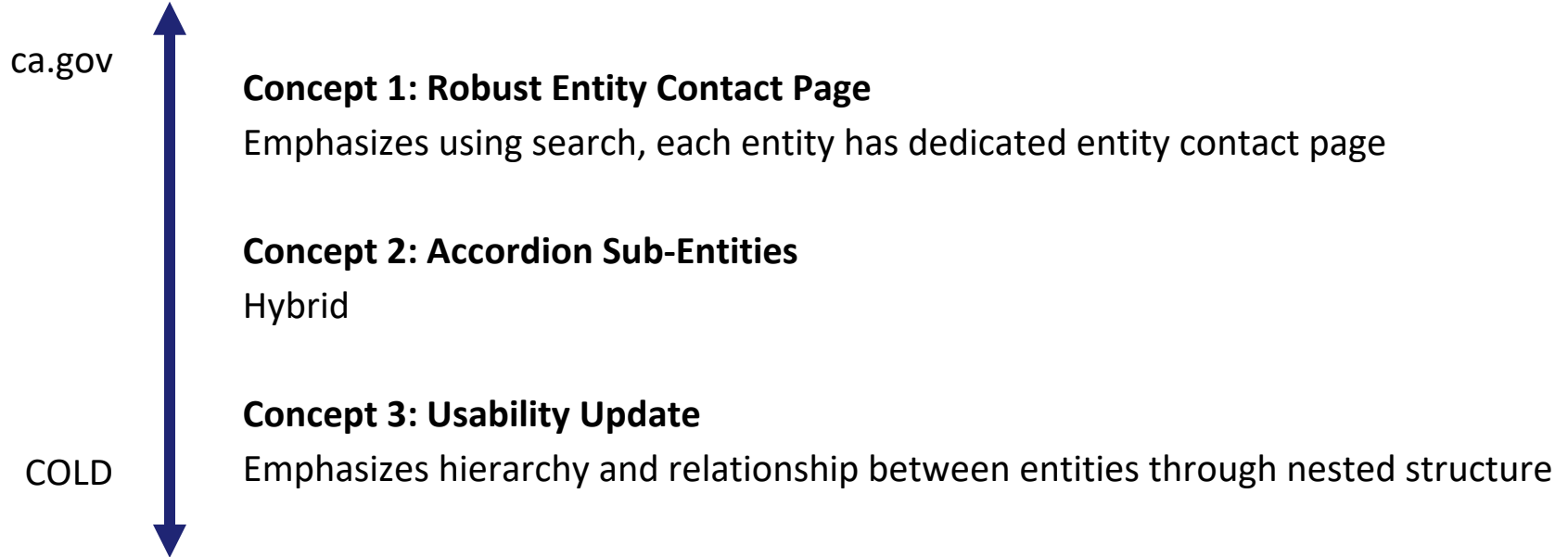
- A. Design Concepts: usability, ca.gov and design system opportunities
- B. Reconceptualizing COLD: user needs dive + data exploration

A. Design Concepts

Exploration in Features + Usability



COLD Design Prototypes



COLD Currently

The screenshot shows a web application interface. On the left is a sidebar menu with a search bar labeled "Search Entities...". The menu items include: ADMINISTRATIVE LAW, OFFICE OF; AFRICAN AMERICAN MUSEUM; AGING, CALIFORNIA COMMISSION; AGING, DEPARTMENT OF; AGRICULTURAL LABOR RELATIONS BOARD; ADMINISTRATION; BOARD; EXECUTIVE SECRETARY; GENERAL COUNSEL; REGIONAL OFFICES; Subregional Offices; AIR RESOURCES BOARD; ALCOHOLIC BEVERAGE CONTROL APPEALS BOARD; ALCOHOLIC BEVERAGE CONTROL, DEPARTMENT OF; ALTERNATIVE ENERGY AND ADVANCED TRANSPORT FINANCING AUTH., CALIFORNIA; ARTS COUNCIL, CALIFORNIA; AUDITOR, CALIFORNIA STATE; BUILDING STANDARDS COMMISSION, CALIFORNIA. A modal window titled "Subregional Offices" is open, displaying information for the AGRICULTURAL LABOR RELATIONS BOARD. It lists regional offices and subregional offices with their addresses and phone numbers. The modal also includes an "ADA Contact" section with a phone number and email address. A "CLOSE" button is at the bottom right of the modal.

Subregional Offices

AGRICULTURAL LABOR RELATIONS BOARD

REGIONAL OFFICES

Subregional Offices

81713 US Highway 111, Suite A
Indio, CA. 92201-5496

606 Healdsburg Avenue
Santa Rosa, CA. 95401

1901 N. Rice Avenue, Suite 200
Oxnard, CA. 93030-7912

ADA Contact

(916) 651-7608
Jonathan.Bernstein@alrb.ca.gov

Indio Subregional Office

(760) 342-9633

Oxnard Subregional Office

(805) 988-3850

Santa Rosa Subregional Office

(831) 229-3723

CLOSE

Jon

SHOW 25 ENTRIES

FIRST NAME	LAST NAME	EMAIL	PHONE	CITY	ENTITY
Jon	Alspach	jalspach@cdpr.ca.gov	(916) 324-3891	Sacramento	PESTICIDE REGULATION, DEPARTMENT OF
Joneta	Archibald	joneta.archibald@cdph.ca.gov	(510) 307-8900	Sacramento	PUBLIC HEALTH, DEPARTMENT OF
Jonas	Austin	not available	(916) 651-1520		LEGISLATURE, CALIFORNIA STATE-SENATE
Jon	Bafus	jon.bafus@dgs.ca.gov	(916) 324-1280	Sacramento	GENERAL SERVICES, DEPT OF-ARCHITECT, DIVISION OF THE STATE
Jonalyn	Bajurin	jonalyn.bajurin@calrecycle.ca.gov	(916) 341-6715	Sacramento	RESOURCES RECYCLING AND RECOVERY, DEPARTMENT OF
Jon	Becher	jon.becher@cdph.ca.gov	(916) 449-5907	Sacramento	PUBLIC HEALTH, DEPARTMENT OF
Teresa	Bello-Jones	not available	(916) 263-7845	Sacramento	CONSUMER AFFAIRS, DEPARTMENT OF
Jonathan	Bertran-Harris	not available	(916) 445-2841	Sacramento	GOVERNOR'S OFFICE
Jon	Bilotta	not available	(916) 403-8470	Sacramento	CONSUMER AFFAIRS, DEPARTMENT OF

B. Reconceptualizing COLD

Exploration into User Needs



Key Questions

Start here

What Users Can Do With Data

What data do users need to see?

How can users interact with the data?

Maintenance of Data

What data needs to be acquired?

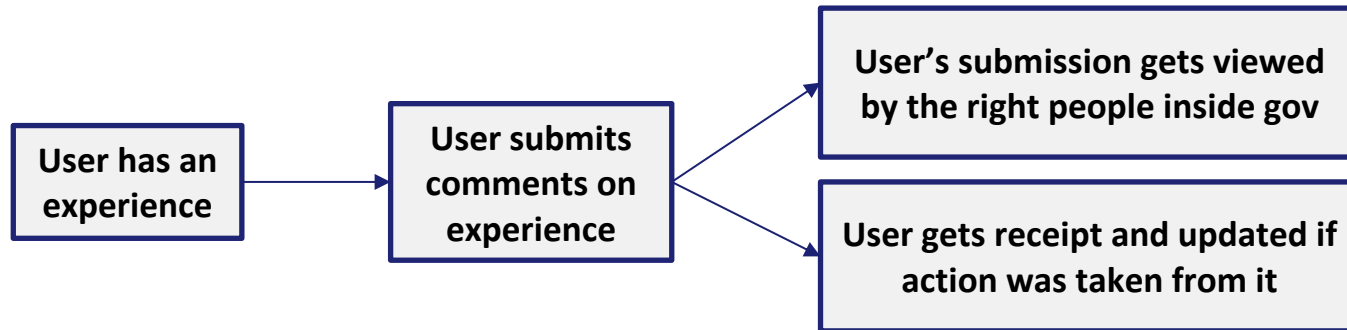
How can the data be collected and maintained?

User Explorations

Who might the user be?	What information might they be looking for?	Why might they be looking for that information?	What information might they already have?	Where have they tried to look for the information before?
<ul style="list-style-type: none"> • State employee • Local government • Press/Media • Member of the general public <p>-----</p> <ul style="list-style-type: none"> • Disabilities • Level of tech-savvy 	<ul style="list-style-type: none"> • Contact information • Contact Point 	<ul style="list-style-type: none"> • To share • To connect • To get support • To provide feedback • To learn 	<ul style="list-style-type: none"> • Name of agency • Name of employee • Agency of employee • General topic area 	<ul style="list-style-type: none"> • Google/Search engine • Contact Us page at a state entity website • ca.gov • Global Address List • Email/newsletter • Social Media • Coworkers • Friends/Family

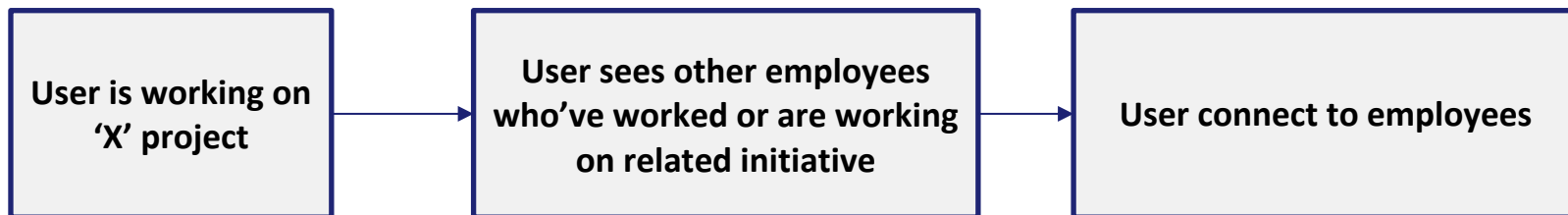
Big Ideas – Robust Contact System

Who might the user be?	What information might they be looking for?	Why might they be looking for that information?	What information might they have already?	Where have they tried to look for the information before?
Member of the general public	Contact Point	To share an experience	Only what they want to share	Google, Friends/Family



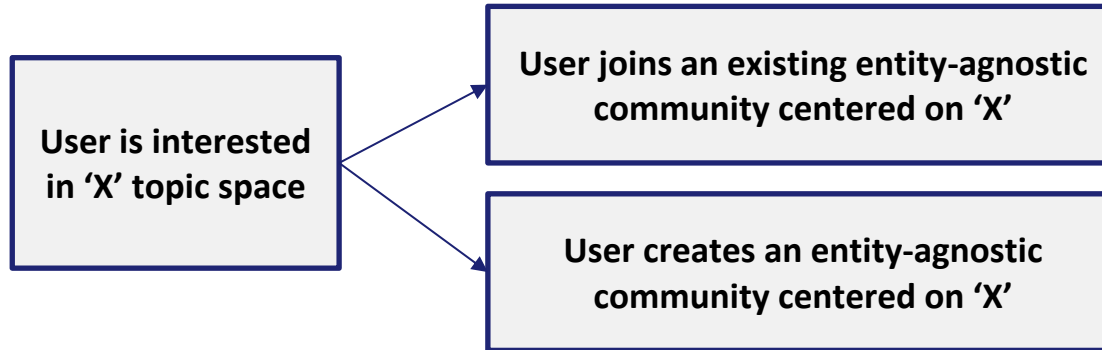
Big Ideas – Work Contacts

Who might the user be?	What information might they be looking for?	Why might they be looking for that information?	What information might they have already?	Where have they tried to look for the information before?
State Employees	Contact Point + Information	To collaborate with another employee in another department	Topic Space	Coworkers, Email



Big Ideas – Communities of Practice

Who might the user be?	What information might they be looking for?	Why might they be looking for that information?	What information might they have already?	Where have they tried to look for the information before?
State Employees	Contact Information of multiple people	To connect with others in state government working on similar space	Topic Space	Coworkers, LinkedIn



6. Next Steps

Data

What Users Can Do With Data

What data do users need to see?

How can users interact with the data?

Maintenance of Data

What data needs to be acquired?

How can the data be collected and maintained?



Maintenance of Data**What data needs to be acquired?****State Entities**

- Name
- Type of entity
- Description
- Scope: what they do, what they are in charge of
- Contact information
- Relationship with other entities (under 'X' entity, part of 'X' group with other entities. etc.)
- Formation: When they were formed

State Employees

- Name
- Email
- Phone Number
- Role Title / Role Description
- Role Type (Full-time, Contract, etc.)
- Years of employment
- Active or Not
- Job Description: what they do, what projects they work on
- Office Location
- Department + Entity

List of potential key data on state entities + state employees.

What other pieces of data might be valuable?



Maintenance of Data

How can the data be collected and maintained?

State Entity

State Entity Name, Type, Description, Contact Information, Formation
Scattered across each state entity site, ?? Various Points of Authority

Scope: Entity Initiatives
OAL California Regulatory Notice Register, ?? Knowledge within each entity

State Employee

Email, Phone Number
Global Address List

Role Title, Role Description, Role Type
Global Address List, CalHR

Office Location, Department, Entity
Global Address List, CalHR

Active or Not, Years of Employment
State Controller's Office

Job Description / Employee Projects
??



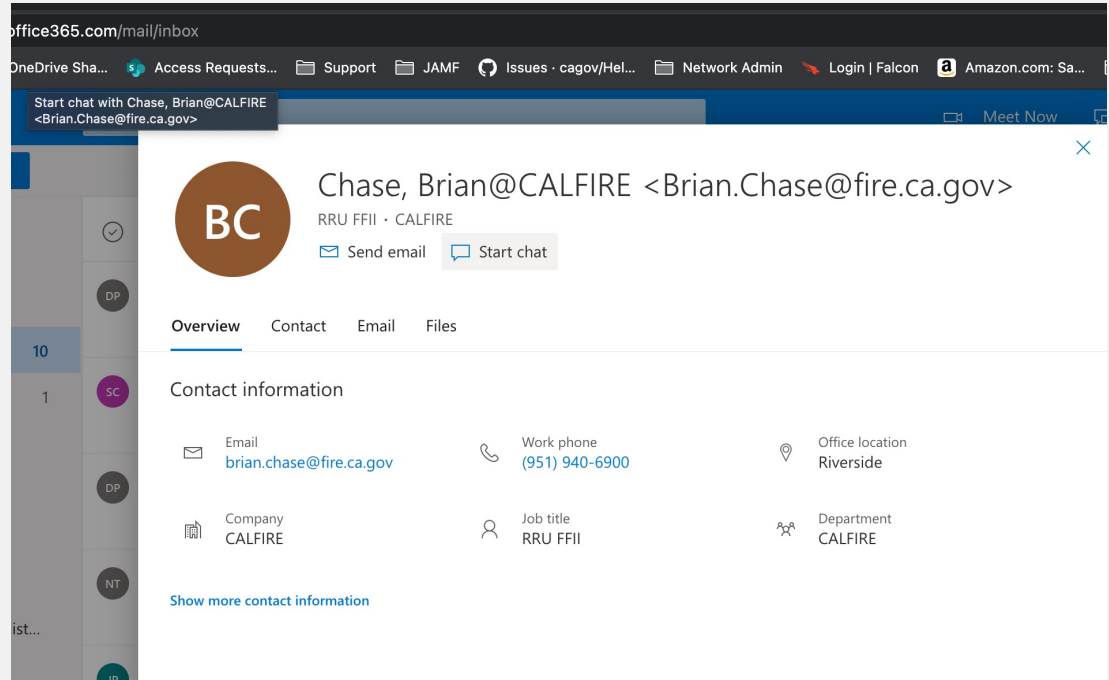
Next Steps

e.g. Data – Global Address List

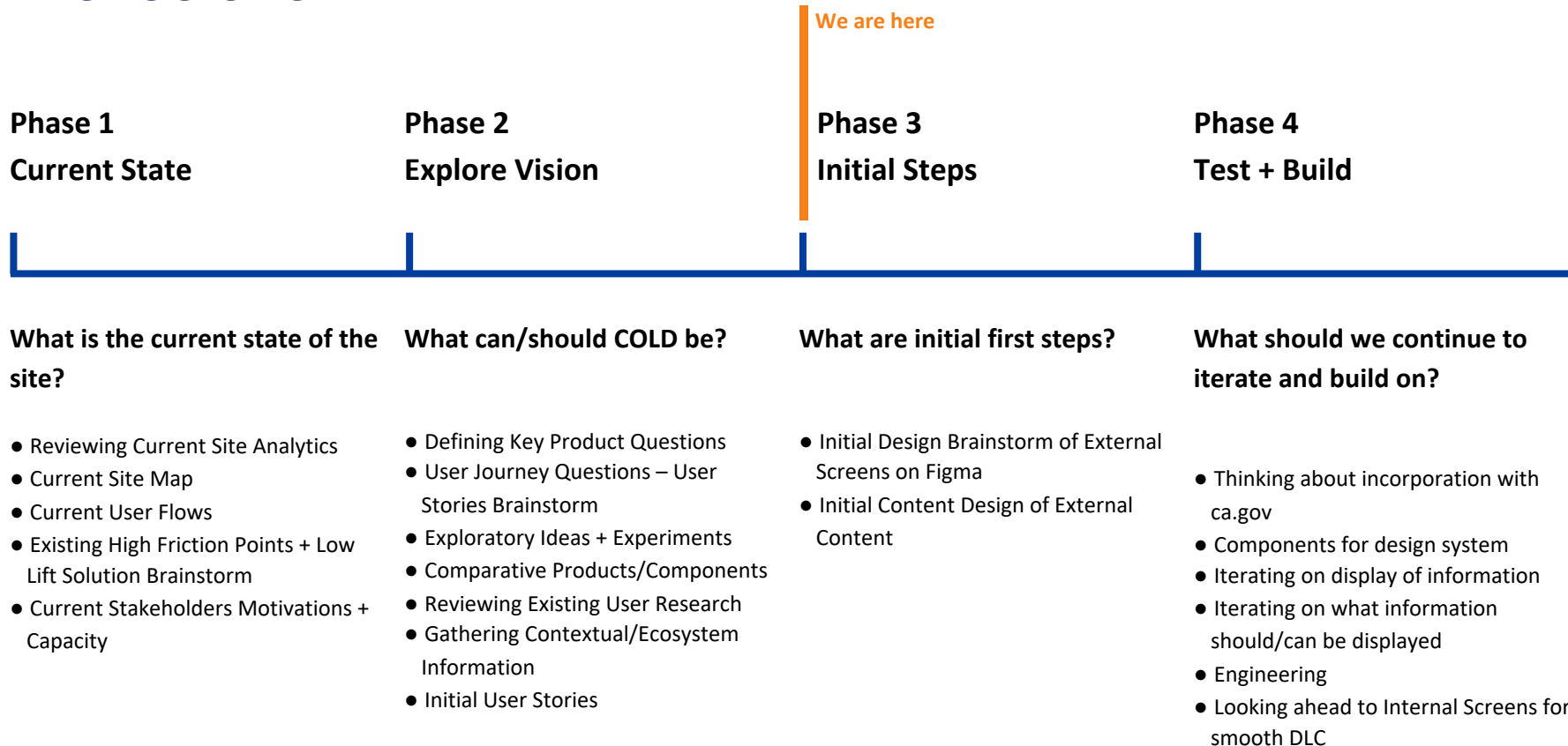
Microsoft Office has profiles from something called an Global Address List (GAL).

According to ODI's Head of IT, it is part of IT administrators' employee onboarding process across the state to fill in this for each employee. Admins will receive this information from the Hiring Managers and add it to the user profile

[Page on Microsoft Office for exporting all data from GAL.](#)



Timeline Overview



Potential Path

Solidify use cases through user research

Presuming good data, brainstorm potential features/initiatives for use cases

Build out more popular features as design system components

Fix minor usability issues of current site

Explore data origin points, and how much work it might take to clean up and build data pipeline for data type

For potentially easily accessible data, incorporate

For more difficult data, work within current data maintenance (DLC) system to improve that data's accuracy

For features where necessary data has established data pipeline, build features into existence



Thank you



California Office of Digital Innovation

<https://digital.ca.gov>
@californiaODI

Appendix

Considerations on Next Steps

Fix usability of current site

**Solidify use cases + potential
features/initiatives presuming
good data**

**Under current data
maintenance (DLC), improve
data accuracy**

Work on data infrastructure

Shorter Term Work

Longer Term Work



Potential Next Step Streams

State Entities Official List

Identify the origin points for state entity data

Explore incorporation into ca.gov

Compile current existing records/registries -
What shape are they in?

Set up data collection infrastructure for new state entities
– build data pipelines, policies?

State Entities Contact Us

Design of Contact Us pages

Policy on Contact Us for State Entities (e.g.
Accessibility, General inquiry line)

State Employees

Identify origin points for employee data

Brainstorm on addressing data privacy
concerns

Compile current existing records/registries -
What shape are they in?

Set up data collection infrastructure for new employees–
build data pipelines, policies?



Comparing COLD and ca.gov State Entities

COLD State Entities Search + List

- Name
- Address
- Phone Number
- Email
- Fax Number
- Entity Website
- Leadership Contact Info
- Sub-entities

Search by name or scroll through sub-nested list

vs.

ca.gov State Entities Search + List

- Name
- Description of Entity
- Phone Number
- Fax Number
- Hearing Impaired Number
- Entity Website
- Contact Us Page on Entity Site
- Social Media
- Related Services

Searches by name and description or scroll through list



What Users Can Do With The Data (Public Pages)

State Entities Search + List

- Name
- Address
- Phone Number
- Email
- Fax Number
- Entity Website
- Leadership Contact Info
- Sub-entities

Search by name or scroll through sub-nested list

Employees Search

- Name
- Email
- Phone Number
- City
- Entity Name

Search by any of the above items – cannot see anything until you make a search

Contact Info for State Information Agents

Phone number and email for contacting State Information Agents who can provide contact phone numbers for California State Services

Directory Listing Coordinator Info

- Instructions on becoming and updating agency DLC info
- Roles and responsibilities of DLC
- Information on how to find DLC



Does it serve it's purpose?

Employees Search has slightly more users than State Entity

Pageviews from the beginning of this year to August 9

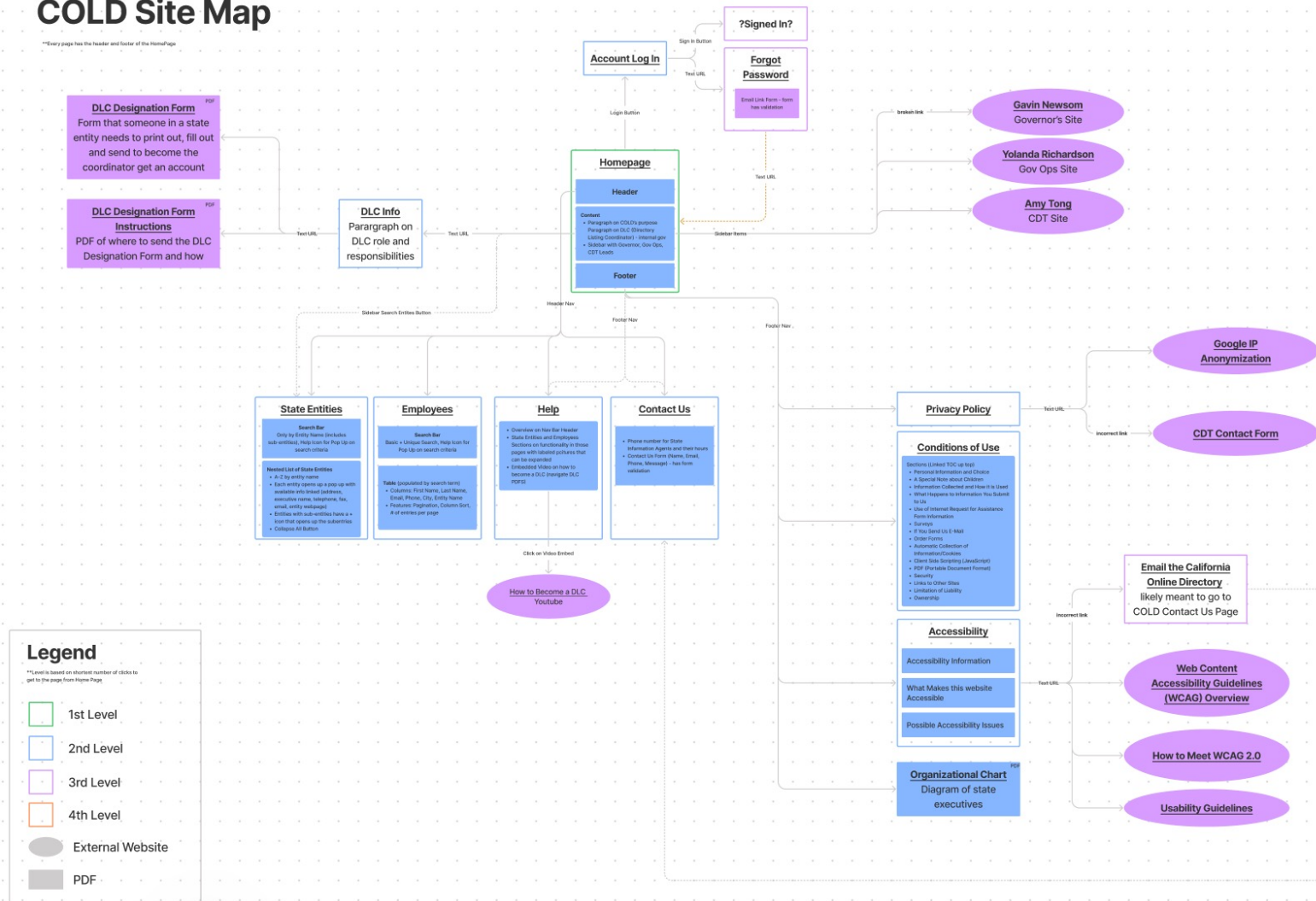


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/Employee/Manage	900
/StateEntity/Manage	605
/Account/ForgotPassword	138

Appendix Current Sitemap

COLD Site Map

**Every page has the header and footer of the Home Page



Legend

**Level is based on shortest number of clicks to get to the page from Home Page

- 1st Level
- 2nd Level
- 3rd Level
- 4th Level

- External Website
- PDF

User Research on Employee Communication

Research objectives:

- Understand how state employees currently communicate with each other
- Understand pain points that state employees have when communicating with other state employees
- Understand what information state employees can benefit from on about state agencies

[Interview Questions Doc](#)

