



Cannabis.ca.gov

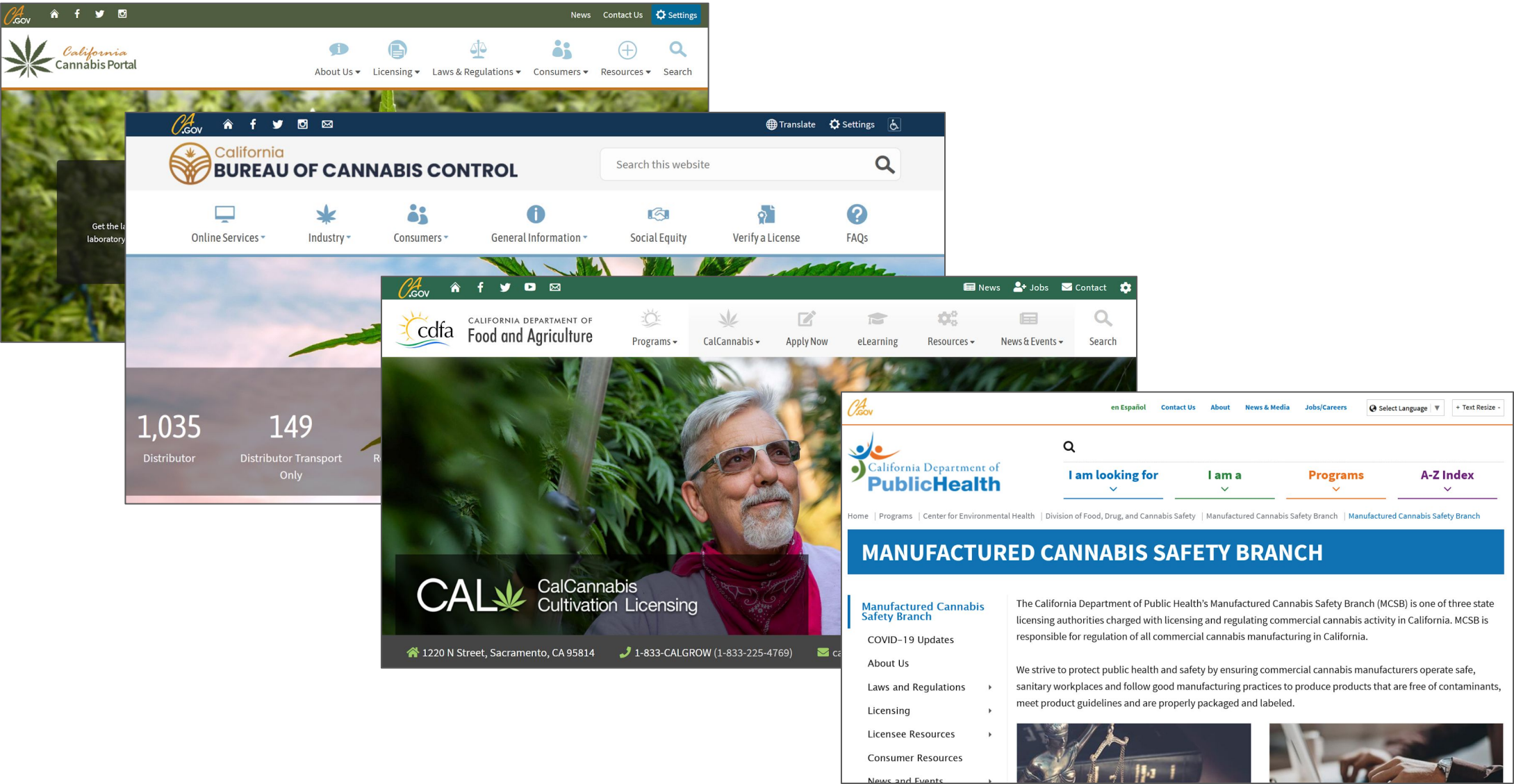
Cannabis Campaign Toolkit Presentation

Marisa Weidner
August 16, 2021

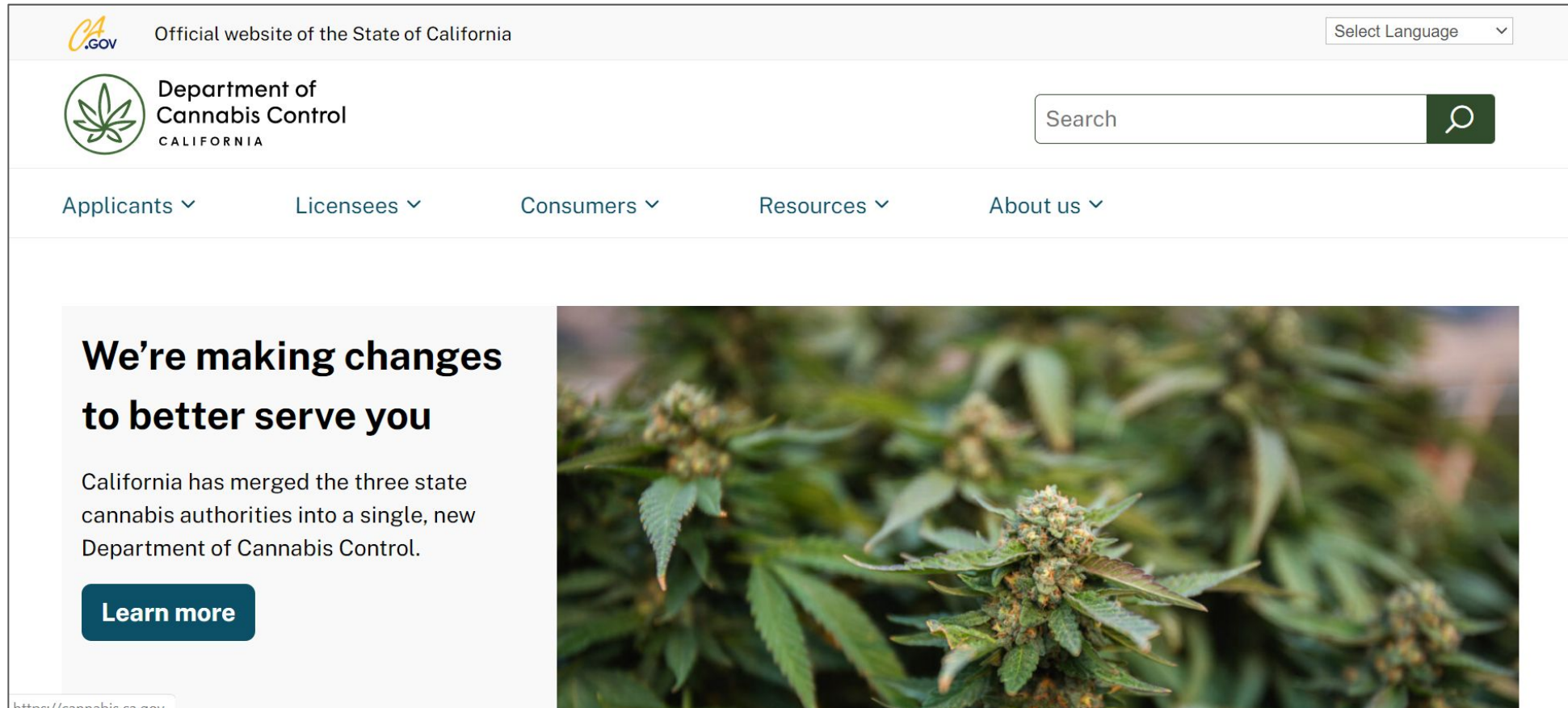
Why a new Cannabis site?



From Four Sites and 116 Pages



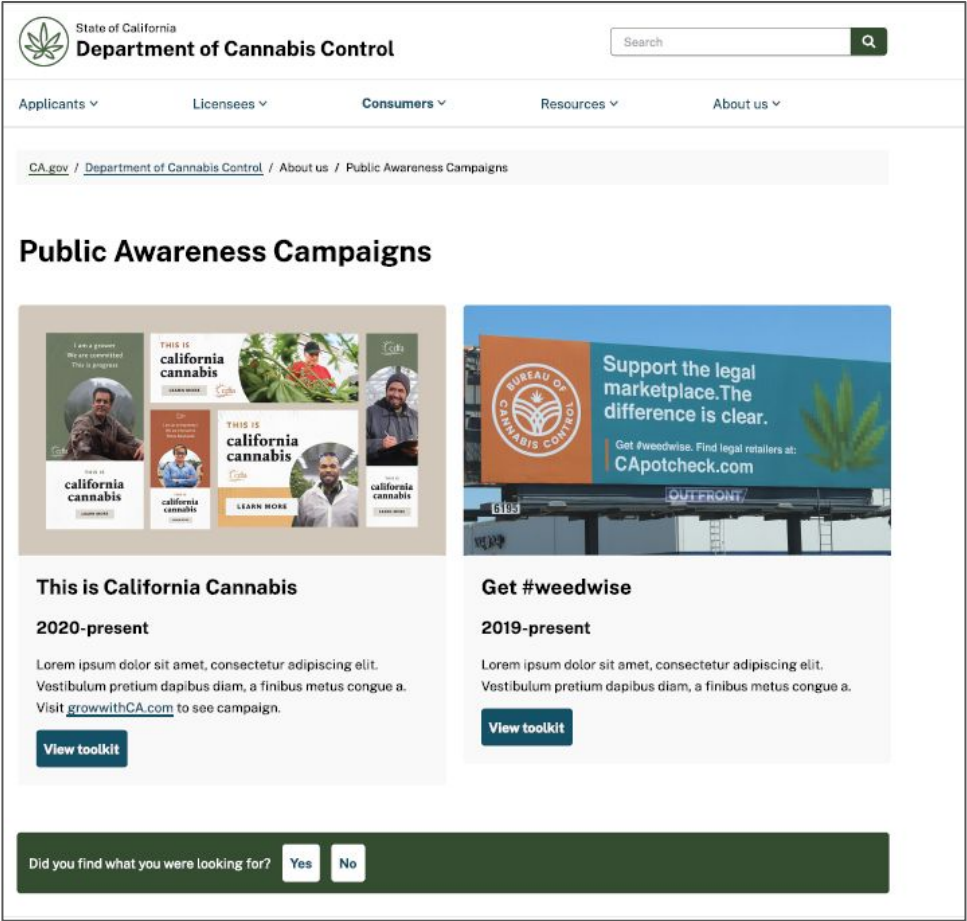
To One Site and 37 pages



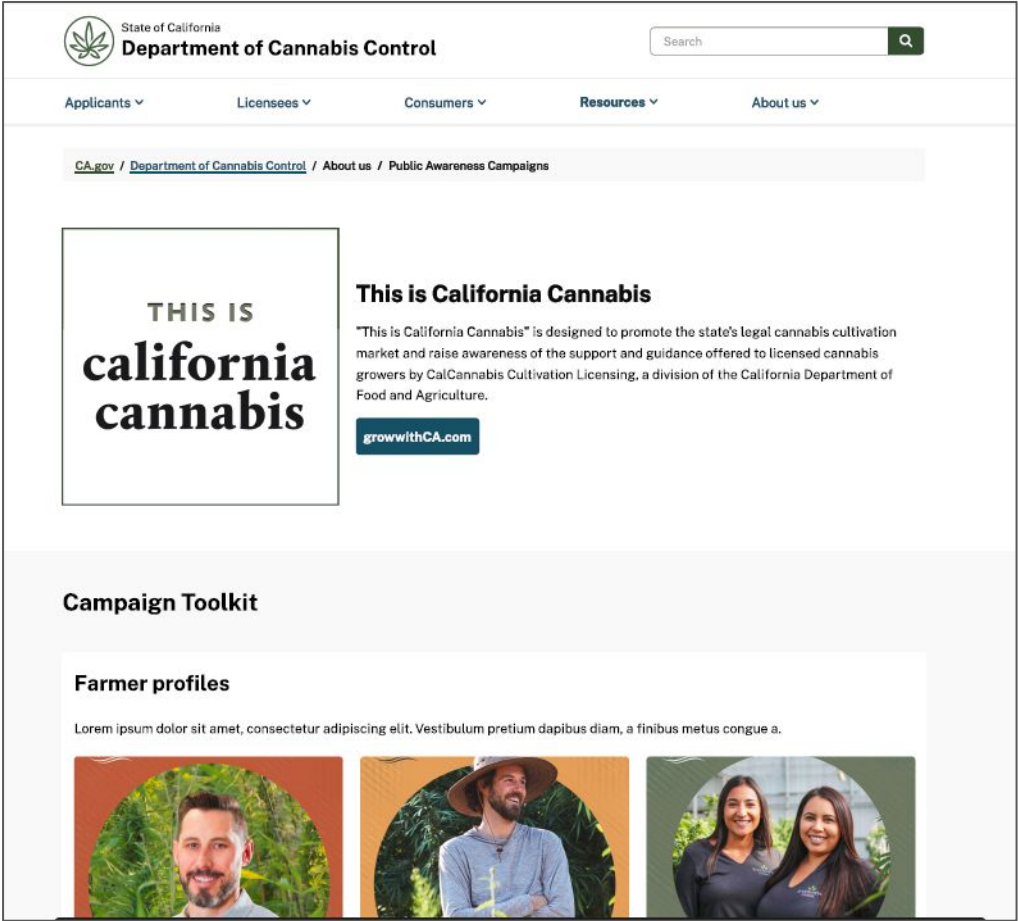
Initial Campaign Toolkit Designs

We started our development by aligning with DCC stakeholders on initial designs for the toolkit.

Landing Page



Toolkit Page



What are we solving for?

The campaign toolkit had three layers of needs that each informed different aspects of the development process.

**ODI
Goals**

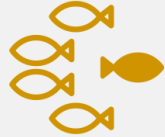
**User
Needs**

**Stakeholder
Needs**



Toolkit Development Challenges

Over the course of product development, there were two main challenges we needed to be mindful of.



Conforming to Design System

Developing for the long-term

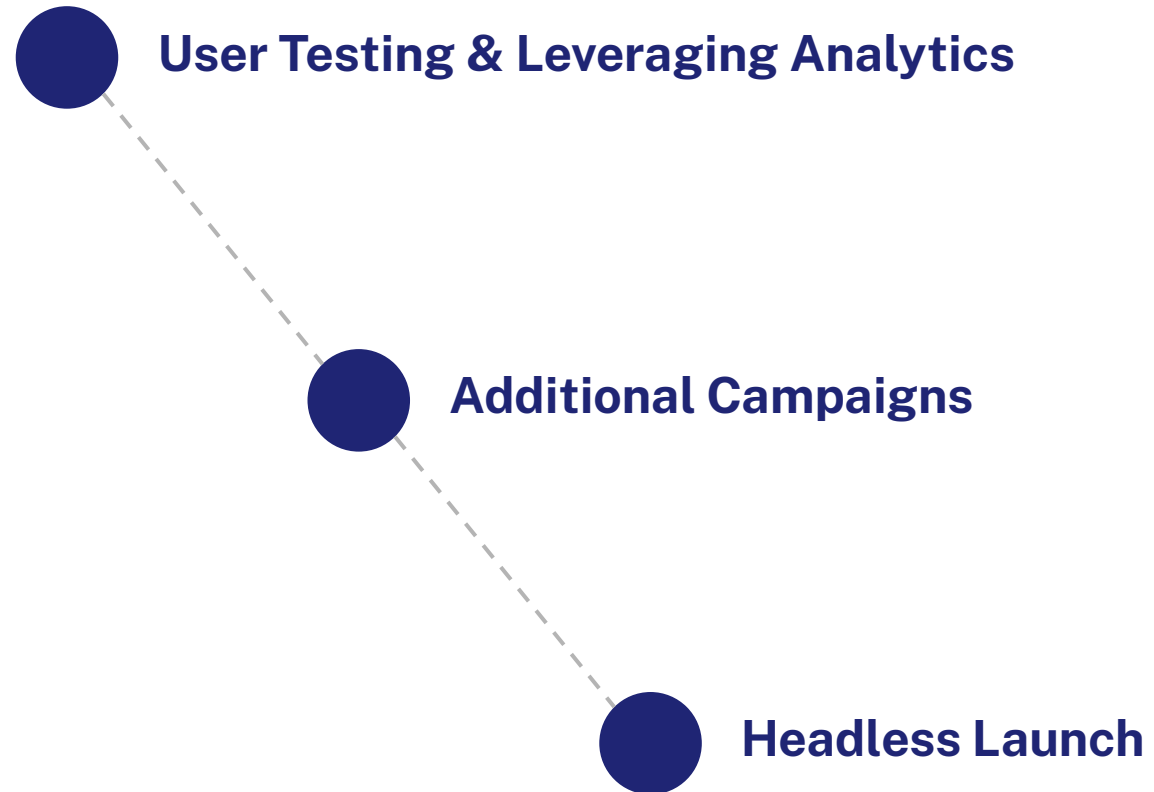


Limited User Research

Need for de-risking

What Comes Next

Below are a few of the new features and initiatives slated for the rest of 2021.



Thank you!

Cannabis Campaign Toolkit Retro



California Office of Digital Innovation

<https://digital.ca.gov>

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