

User and Task Analysis: The Illinois Secretary of State

Landing Page: <https://www.cyberdriveillinois.com>

Analysis

The landing page consists of a header, a search bar with links to popular searches under it, a general menu on the very top of the page, and for now, a Covid-19 impact statement. As one scrolls down the page, one can find all the different types of online services offered, as well as some more quick links at the bottom of the page. The footer consists of an “About Us” and “Contact Us” tab. This site aims to serve a lot of different target users, from drivers, business owners, vehicle owners, seniors needing help with their ID, etc. The demographic of the users is very wide, since almost everybody needs to go to the DMV. The only age group that could be excluded would probably be children, since teenagers also might need to look into the site to do things like getting a driver’s permit. The majority of the users would be Illinois residents, since the office serves people living in Illinois.

Search Bar

There is a search bar at the center of the page where users can look for the resources they need. This helps make it easier and makes the links under the search bar a bit redundant, however some users might find it maybe more convenient to scroll down and look at all the links if they are not sure what they are looking for. An improvement that could be done to the search bar is to add autocomplete to assist the users search for what they want faster and easier since it has suggestions.

Links

Links are a pretty big part of the page, and is offered to assist all the users, from drivers, commercial vehicle owner, businesses, and users from other categories. Almost the entire bottom half of the landing page essentially consists of quick links, in addition to some small icons. It contains a lot of information, however the vast amount of options could make it really difficult for the average user to figure out where they are supposed to click, since even though usually, before visiting the website, the user typically already knows what they are looking for (ex. Driver’s license renewal), this is not always the case. This however, is not a huge issue since there is a search bar that can help lead users to whichever part of the site they need to go to. Currently, there are also a couple of links relating to Covid-19 and it is placed in a huge block in the center of the landing page, which is really helpful since they probably have a surge of online visitors due to Covid-19. The links are also underlined and in a different color which makes it stand out, so it is more obvious to users reading. There is also a Spanish version of the Covid-19 statement which can help non-English speakers, so I think that so far, in terms of links, its functional and fulfills the users needs, although the links on the bottom half of the page could be more organized (potentially separated by user categories) for easier navigation.

Text

The text on the page is clear and concise, and of a good color and size. The Covid-10 impact statement has a red border and red text headlining the statement, which makes the text stand out and more obvious. This is well done – since a lot of users of all categories who were planning to visit the DMV would probably visit the site to look at changes surrounding the Covid-19 situation. However, the site is more link heavy rather than text heavy, but it still fulfills the user's needs because the landing page's goal is to redirect users to other sites and those other sites tend to be more text heavy and contain more information for their particular need.

Images

The site is not image heavy and does contain icons for things like the Facility Finder, LifeGoesOn.com, etc. There are three images on the bottom half of the page of businesses, a driver in a car and of a vehicle, which is self-explanatory and can help users navigate the site easier, depending on who the users are. The images available above the options complement the options. There is also a banner type with an image of the secretary of state, but it seems to serve more as a decorative purpose rather than practical.

Menu Items

There are a couple different menus, from the online services, quick links, to user specific menus. The menu items are well placed, having clear boundaries for businesses, driver's licenses, and vehicles, and is easy to navigate for users of different target categories. This should make it easier to navigate for business owners, drivers and vehicle owners using the site. The menu items support tasks broken down to the three different sectors, which makes it intuitive for the users. The online services menu displays all the services conducted by the office, while the quick links provide links to forms and databases. All of the options are sorted alphabetically which makes it easier to navigate, no matter the user.

Other Information

The footer contains the "about us" and "contact us" section and is very self-explanatory and has all the information one would need to contact the office. They also added in icons for the office's social media sites which make it intuitive as to which icon to click on if the user is looking for their social media page on a specific platform.

User Categories and Representative Tasks

Target User 1: First Time Applicants for a New Driver's License/Permit

This user category was selected since people in Illinois who have never applied or had a license before would definitely go through this landing page. They would need more information regarding how to proceed and go through the application process in order to get their driver's license, before heading into the DMV facility. This user category would probably consist of mostly younger users applying for a permit, license and also immigrants who just moved into the country and need a license. Users would need to be able to navigate the website to look for certain things (test materials, things to bring to the test, forms, documents, etc).

Representative Task:

A user wants to take the written test and is looking for a study guide or more information regarding the written test to be able to do well on it and to make sure they are eligible to take it. After searching for the study materials and finding them with the help of the site, they study the materials in preparation for the test. They also want to figure out how to take the written test and which location is closest to them, and when to take the written test. They then go on the website and figure out which place and what time works best for them. They need to know that the information regarding opening hours and test materials are accurate and up to date.

Representative Task:

A user has already passed the written test and would like to schedule a driving test. They go on the site to figure out how to get a slot for the test so they can then get their license. They also want to figure out what documents they need to bring to the DMV for the test day. They then book an appointment and prepare all necessary documents. They need to know that their slot will be secured and that they can for sure take the test on the selected day.

Target User 2: Vehicle Owners Intending to Purchase/Renew a License Plate

Vehicle owners who need to get a license plate for a first time or owners with expired plates would need to go through the site to get new plates to avoid getting tickets or running into other issues with the law. They would greatly benefit by going online first to find more information and see what they need to do and if it can be done online and to figure out if they even need to go to the DMV. They also want to find out the different ways they could go about renewing a license plate and the approximate timeline of the process to be able to plan this in advance.

Representative Task:

A user wants to purchase a new vanity plate for their new vehicle and needs some information about how to do that and what forms to fill out. They go on the website and fill out the form for the plate and submit it, and then pick up their plate when it's ready. They also want figure out how long it will take to get their plate and how the DMV will notify them regarding this inquiry. Whatever information they submitted online, they need to know that it is kept secure as personal information is sensitive (SSN, address, bank accounts, etc).

Representative Task:

A user's license plate and registration needs to be renewed and after looking at the information, they fill out the necessary forms and they file the application and submit it. They also complete the payment and the full renewal process. Whatever information they submitted online, they need to know that it is kept secure as personal information is sensitive (SSN, address, bank accounts, etc). They also figure out whether or not they need to go to the DMV and if they do, when they need to go.

Target User 3: Drivers/ Vehicle Owners or Residents Who Need Refunds

Users (ex. seniors, drivers) who need refunds due to things like duplicate charges would benefit greatly by going on the website first to try to find more information regarding how to request a refund before going into the DMV. They might also need help to see if they are eligible for a refund and need to somehow contact the office without having to physically go into the DMV and so looking online would help them figure this out.

Representative Task:

A user accidentally got charged twice for one application and wants a refund. They search for information on how to get a refund and take the necessary steps such as filling out the online paperwork to get that refund. They then complete the process and maybe have the refund mailed to them. They need to have confidence and be guaranteed that that all their personal information is kept secure and is protected, as it is very sensitive.

Representative Task:

A user is a senior and qualifies for a refund due to the office's benefit access program. After they figure out what information they need to apply for the refund, they complete the online form and submit it. If they need more help on how to file for the refund, they will be able to call the office and talk to someone without having to physically come into the DMV since they successfully managed to navigate the website and found the office's contact number on the website. They need to have confidence and be guaranteed that that all their personal information is kept secure, as it is sensitive.