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DIGITAL WEB SERVICES NETWORK

DWSN Quarterly Forum
Wednesday, January 20, 2021

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Opening Remarks

Manveer Bola/
Blaine Wasylkiw

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Agenda

- Designing with an Accessibility Mindset
- Content Design Process and Collaboration Tools
- Telework.ca.gov Case Study
- COVID19.ca.gov User Research Process
- Panel Discussion
- Suggested Future DWSN Topics
- Open Discussion
- Closing Remarks

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Designing with an Accessibility Mindset

Brandon Leyton and Kevin Fong

Department of Rehabilitation

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Accessibility Toolkit
https://www.dor.ca.gov/Home/AB434

AB434toolkit@dor.ca.gov

WCAG 2.1
https://www.w3.org/TR/WCAG21/

Lighthouse
https://web.dev/measure/

Manual AT Testing Software

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Questions?

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Content Design Process and Collaboration Tools

Koji Kumpulainien

Office of Enterprise Technology

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Content Design Process + Collaboration Tools

Koji Kumpulainien

Office of Enterprise Technology

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Content design

Prepare for bold statements…

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Content Design (1 of 3)

1. Content is the most important part of your website.

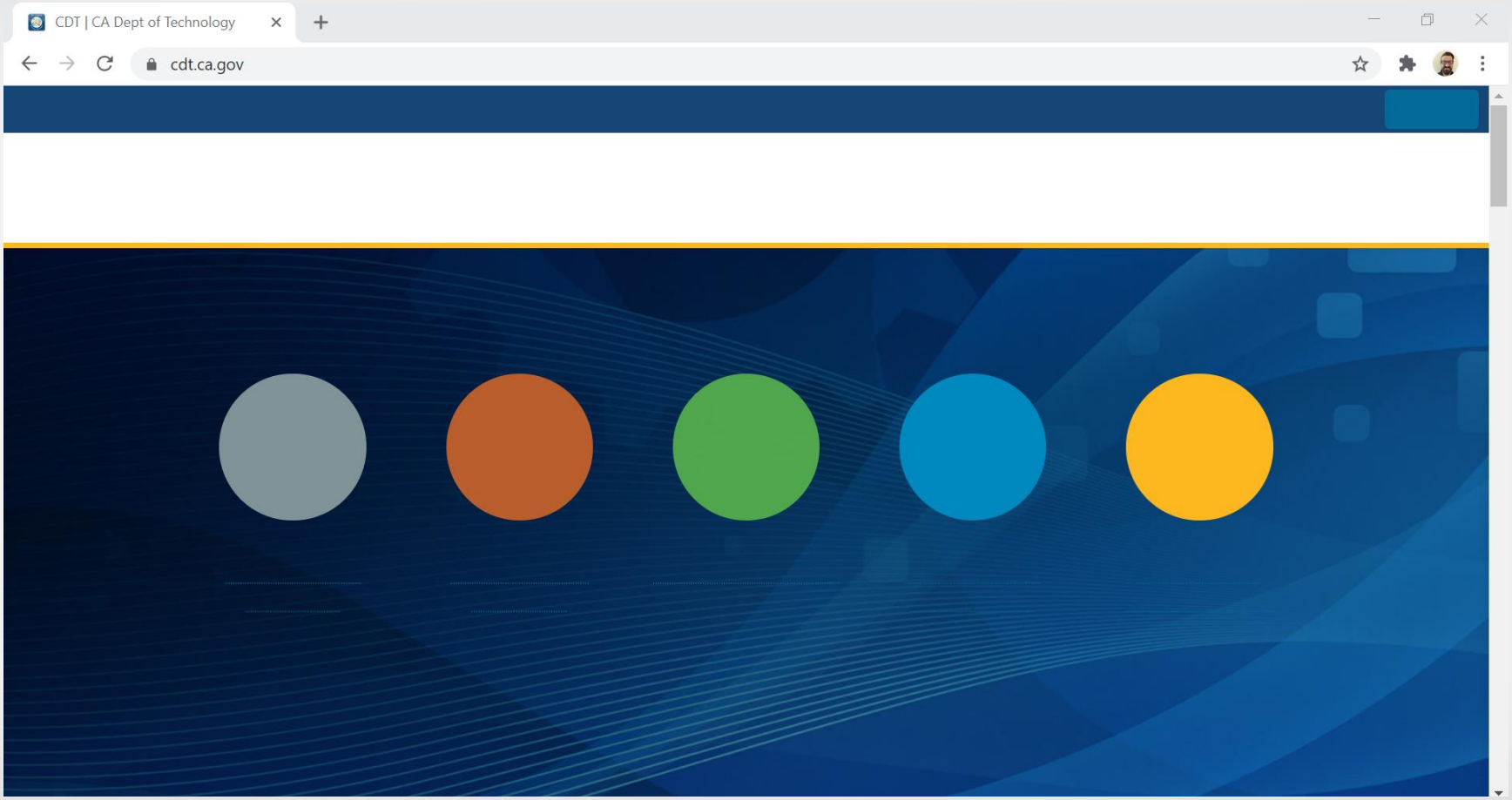
Content Design (2 of 3)

2. Writing content for **digital** is very different than traditional writing…

Content Design (3 of 3)

3. Writing for **people who use government services** (almost everyone) is hard.

A website without content



Traditional writing…

- Long, descriptive sentences
- Delay your point (story arc)
- Write for deep reading
- (This is an oversimplification, writing is hard, no matter the medium)

Writing for the digital government services

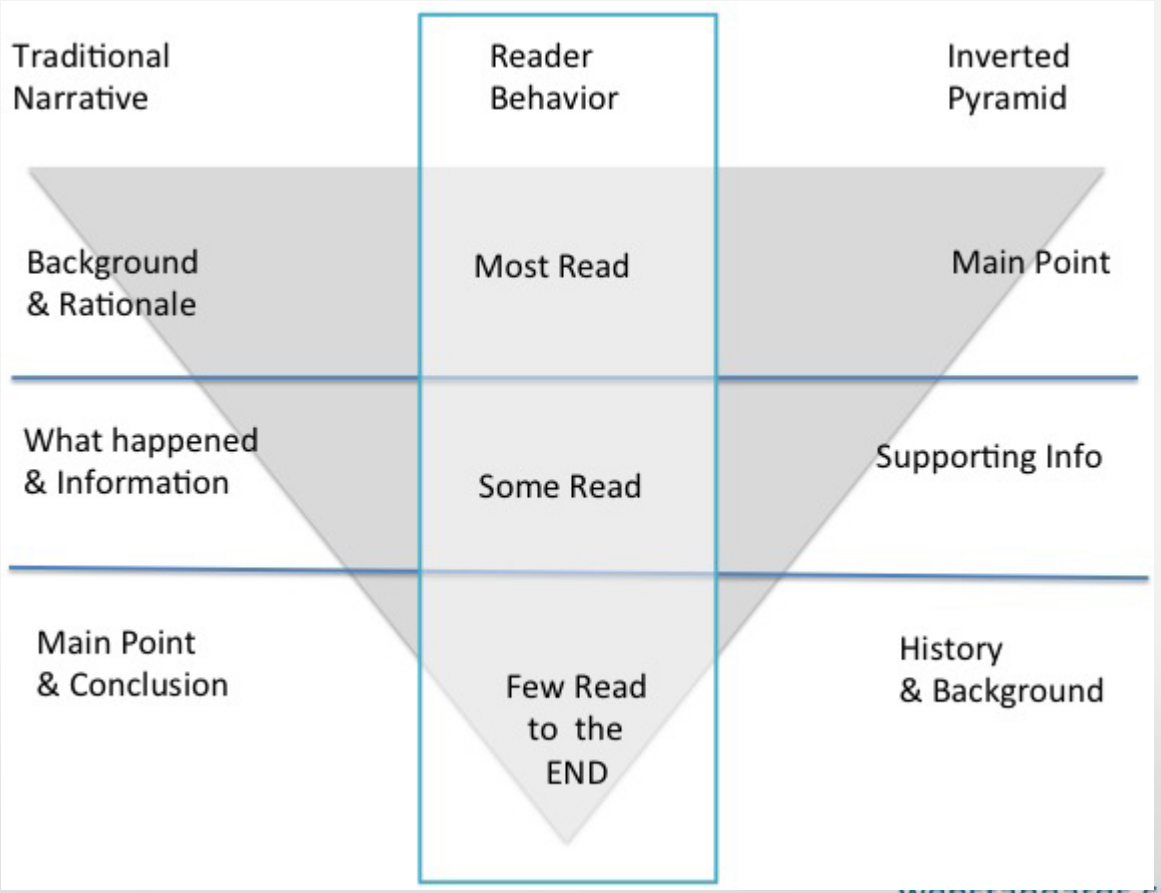
Plain language:

- Short sentences
- Make your point as quickly as possible
- Write for scanning, not deep reading.
- Bold the main takeaways.

- Credit to David Perell for “Business writing 101”

Writing for digital government services (continued…)

Inverted Pyramid…



Traditional narrative

- The narrative process requires time for the individual to write, AND then time for others to review, critique, and edit.

- While this process can work, it's not that simple…

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Collaboration process

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Content collaboration in government

We've got LOTS of lenses to view content through:

- Content design
- User experience
- Front end development
- Program specialists
- Legal
- Security
- Stakeholders
- Partner agencies and vendors

We need to do this together…

We've got folks here to share their success.

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Telework.ca.gov Case Study

Ann Baaten

Department of
General Services

Art Khomishen

Office of Enterprise Technology
California Department of Technology

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Telework.ca.gov

What

- Cross organizational effort
- Guidance on telework

Why

- Delivered via telework
- Used collaboration tools

How

- Teams
- Miro

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Telework.ca.gov (Teams)

Teams

- Excellent collaboration with documents
- Facilitated tracking of defects
- Facilitated drop in help for staff
- Challenges with guest accounts

Telework.ca.gov (Miro)

Miro

- Facilitated the design
- Facilitated team interaction
- Enabled effective asynchronous communication

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Redesigning how businesses find guidance to safely re-open

Adam Little / Clara Gonzalez Sueyro

Office of Digital Innovation

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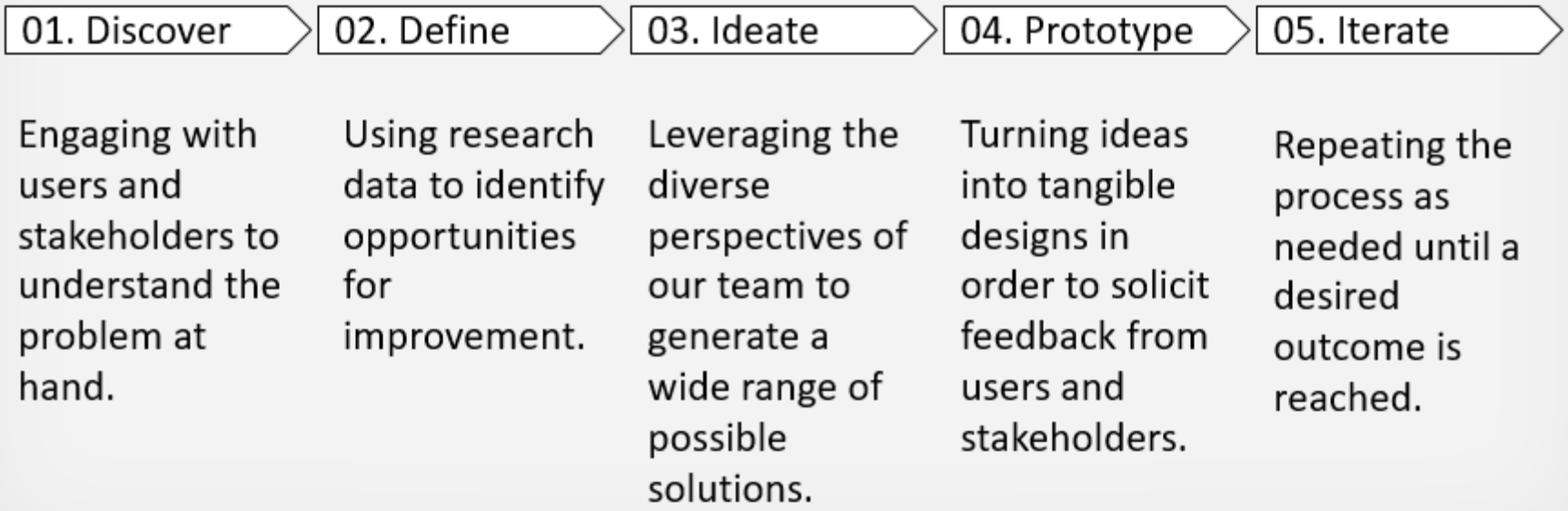
Process Overview



Why Industry Guidance?

https://covid19.ca.gov/industry-guidance

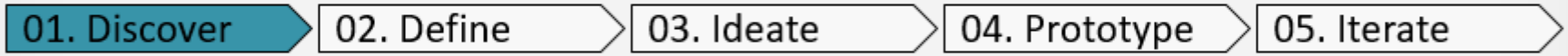
Industry guidance

See guidance in other languages

- Agriculture and livestock
- Amusement parks and theme parks – New
- Auto dealerships
- Cardrooms and racetracks – updated September 10
- Childcare
- Cohorts for children and youth in supervised settings – updated September 4
- Communications infrastructure
- Construction
- Day camps
- Delivery services
- Energy and utilities
- Family friendly practices for employers
- Food packing

- Highly visited - fourth most visited since May 2020
- Governor office high priority
- Not updated significantly since May 12
- Key page for multiple stakeholders: city and county officials, business owners, business associations, members of the public
- With new restrictions in place, this page becomes a go-to resource for many businesses

Process (Step 1)



Engaging with users and stakeholders to understand the problem at hand.

Discover: Goals

- Understand ***who are*** our visitors
- Understand the ***motivations*** for each visitor to visit the industry guidance.
- Understand how they ***navigate*** the page.
- Understand ***when would they revisit the page*** and for what purpose.
- Understand ***where*** are they visiting from

Discover: Activities

- **Intercept visitors** as they were navigating the Industry guidance page to understand *who* they were and *what they were trying to accomplish.*
- **Interview key stakeholders** such as GoBiz, business representatives to understand about their jobs and how do they use the page to serve their customers
- **Perform usability testing sessions** to evaluate our existing page in terms of usability and UX focusing on relevance, hierarchy and accessibility.

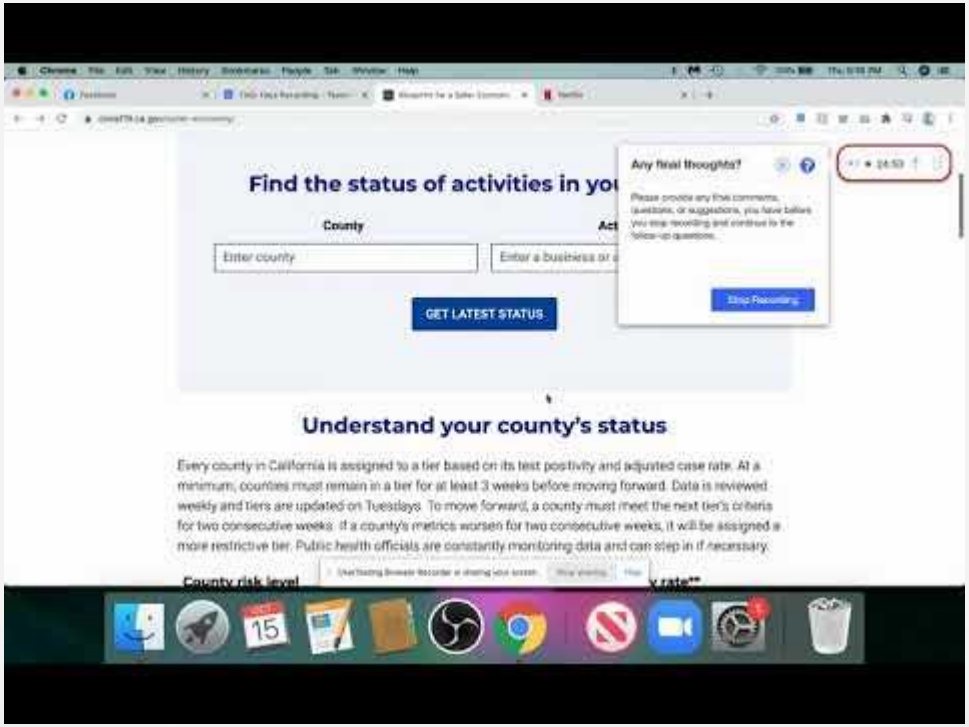
Discover: Activities

Ethnio

Ethnio video link:
https://www.youtube.com/watch?v=e9iE6mOs2OE

Discover: Activities

User Testing



Usability testing video link: https://www.youtube.com/watch?v=SdM15B0X2_A

Discover: Activities

Interviews

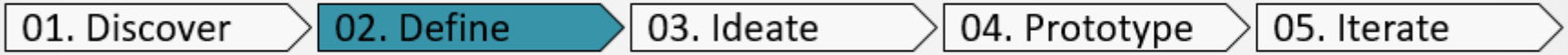
Mike Daniel is the Regional Lead Director for the Orange County/Inland Empire Small Business Development Center (SBDC)

Bryan Anondson is the owner of Headwaters Adventure Company, Redding, CA

Kaitlin Lewis is the Assistant Deputy Director, Communications, Governor's Office of Business and Economic Development (GO-Biz)

Isabel Guzman is the Director of the Office of Small Business Advocate (CalOSBA), part of GO-Biz

Process (Step 2)



Using research data to identify opportunities for improvement.

Define

1. Summarize findings
2. Uncover patterns and themes
3. Create insights
4. Propose recommendations for MPV and V1

Define: Summary

Industry guidance			
Section	**Findings**	**Recommendations**	**User segment**
Navigation (from Blueprint)	When visiting directly from blueprint page, essential business can't find any additional information and assume there are no restrictions.	Content: Consider adding essential business in the list of activities.	All of the users
	In the Blueprint page, the link to the industry guidance gets lost in the results.	Design: Consider making the link more relevant.	All of the users
	When coming to the industry guidance from results in the blueprint, visitors expect to see a detailed explanation of "with modifications" means.	Content: Consider adding a clarification of what "modifications" stand for.	All of the users
	If the result doesn't provide a guidance, there is no easy access to the industry guidance page.	Content: Consider adding a link to Industry guidance page in the results so visitors can still find the page.	All of the users
Navigation (from Homepage)	The language from the homepage to access industry guidance page is confusing	Design: Consider creating a link to access the industry guidance from homepage that is consistent with the title of the page.	Business owners
	The different routes to access the industry guidance page are inconsistent: what's open, county status, How can I safely open my business. Industry guidance (footer) menu -> working safely -> Industry guidance	Design: Consider adding a section addressing business needs on the homepage.	Business owners
	When coming from homepage, the visitor has no information about tiers. Which tier are we now?	Design: Consider adding or replicating the what's open search in the industry guidance for people coming directly or from homepage.	All of the users

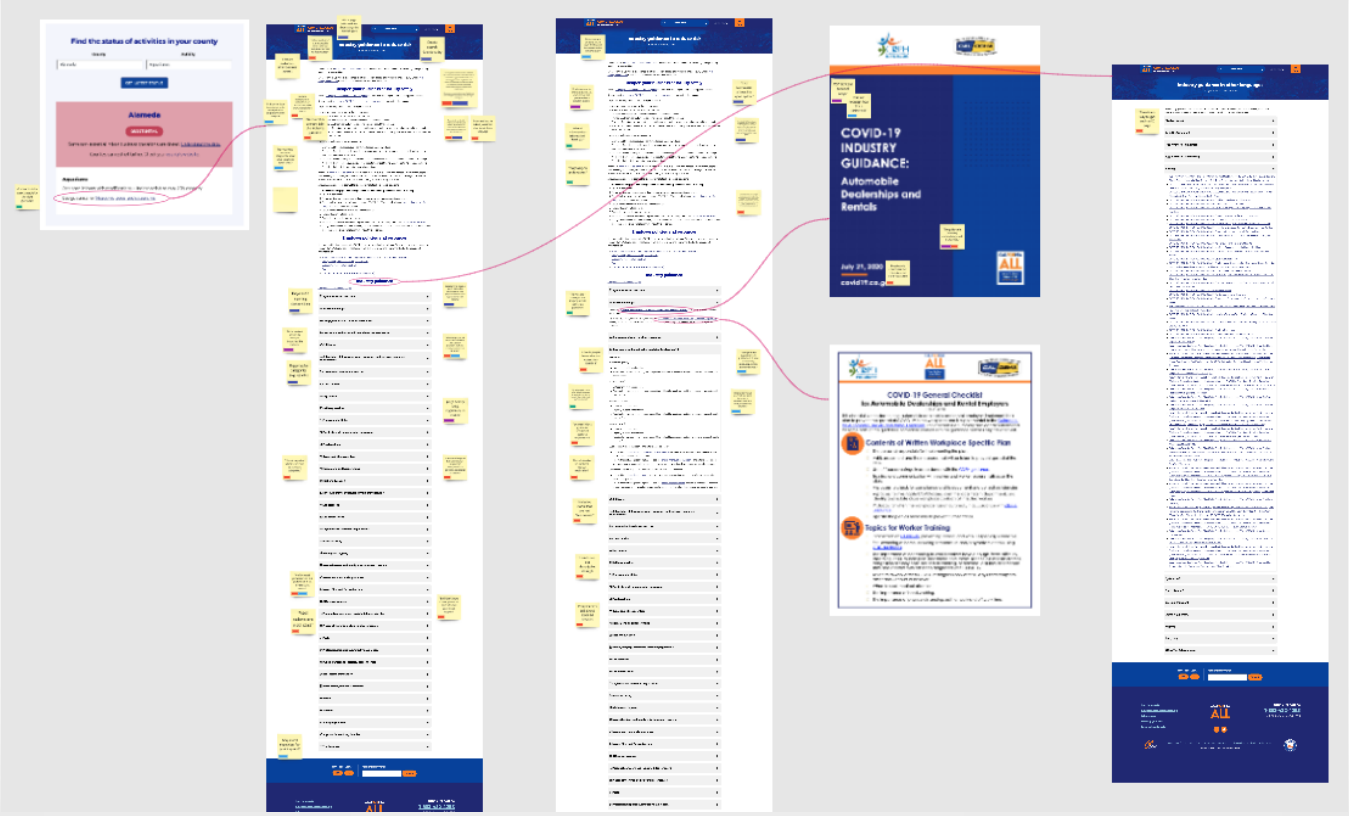
Define: Key Insights

- Format of content (i.e. people struggle with PDFs)
- Hierarchy of content (i.e people having difficulty finding what the modifications are)
- Recency of content (i.e. people want to know what's new and are confused when it's updated)
- Specificity of content (i.e. too much general content)

Process (Step 3)

Leveraging the diverse perspectives of our team to generate a wide range of possible solutions.

Ideation: Step 1/3



Ideation: Step 2/3

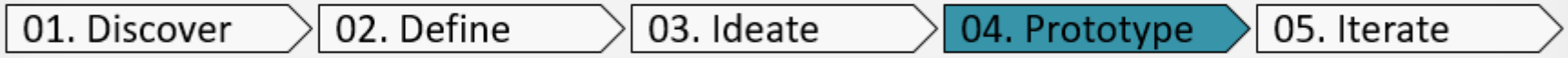
Ideation: Step 3/3

Industry guidance to reduce risk

Ideation

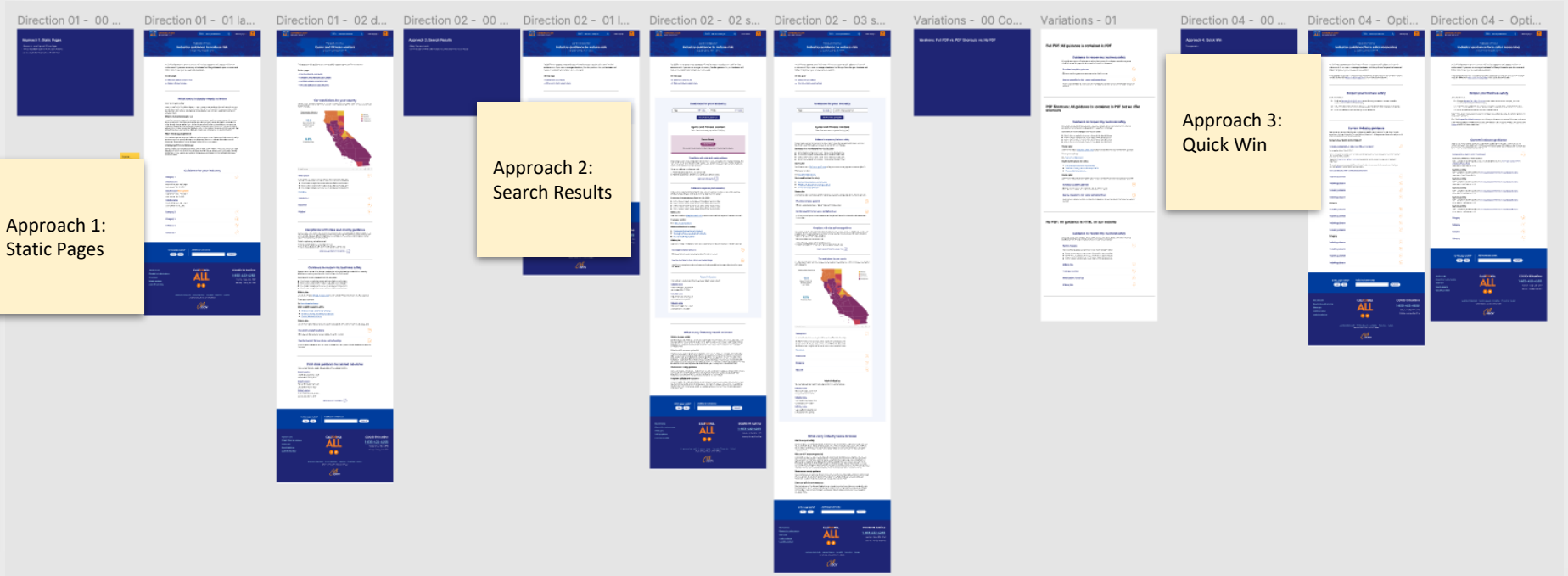
Step 1: Orient *What does a user need when they first arrive at this page?*	Step 2: Find *What is a user trying to find and how might they want to find it?*	Step 3: Act *What does a user need in order to take meaningful action?*
We are doing this well		
We are *not* doing this well		
We are not doing this well *at all*		

Process (Step 4)

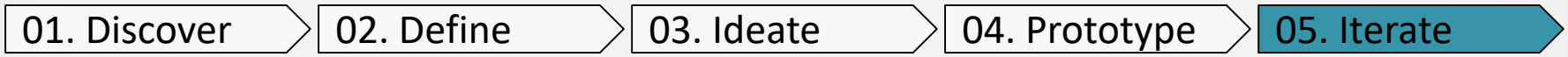


Turning ideas into tangible designs in order to solicit feedback from users and stakeholders.

Prototype: 3 Approaches

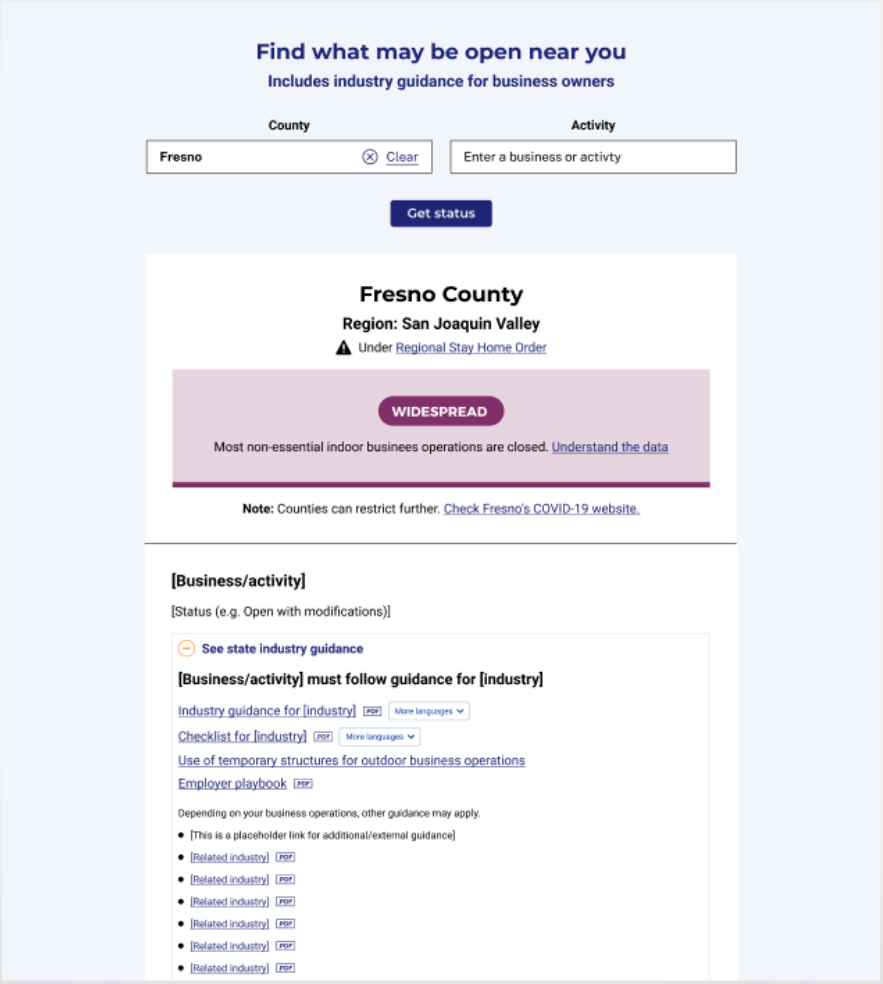


Process (Step 5)



Repeating the process as needed until a desired outcome is reached.

Iterate


Find what may be open near you
Includes industry guidance for business owners
County
Activity
Fresno
Clear
Enter a business or activty
Get status
Fresno County
Region: San Joaquin Valley
Under Regional Stay Home Order
WIDESPREAD
Most non-essential indoor businees operations are closed. Understand the data
Note: Counties can restrict further. Check Fresno's COVID-19 website.
[Business/activity]
[Status (e.g. Open with modifications)]
See state industry guidance
[Business/activity] must follow guidance for [industry]
Industry guidance for [industry]
Checklist for [industry]
Use of temporary structures for outdoor business operations
Employer playbook
Depending on your business operations, other guidance may apply.
[This is a placeholder link for additional/external guidance]
[Related industry]

Lessons Learned

Conclusion:
Lessons Learned

- Adam: Stakeholders are “users” and designing for their needs could allow you to solve the needs of everyone.
- Clara: Meet users where they are as opposed as building something thinking they will come.

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Questions?

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Panel Discussion

- Are fully automated accessibility solutions a good idea?
- How can co-working spaces be replicated in a remote environment?
- How long does user research take?
- Where does Design Thinking fit into the process?
- What are the best practices for writing for the web?

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Suggested for Future Topics

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Open Discussion

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Closing Remarks

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THANK YOU

Post conference materials will be published on the DWSN website

For questions, please write to:

DigitalWebServicesNetwork@state.ca.gov