Be a User Experience Hero

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Is This Your Agency Secretary?

"Our website SUCKS!"

Are These Your Website Visitors?

Dazed

Confused

Some Possible Reasons

- Site is not optimized for website visitors' Top Tasks.
- Subject matter experts don't take responsibility for their content.
- The site map is not thoughtfully maintained.

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Enter the Website Hero

1. Understands the site visitors' **top tasks**

2. Gets the friction out of the **user journey**!

3. Inspires and empowers **Content Owners**

4. Honors the **site map**

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Tool 1: Top Tasks

- Website Manager's Gold
- Helps you focus
- "Get information" is NOT a top task
- For each top task, make the user experience
  - Effective
  - Efficient

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Examples of Top Tasks

- Department of Labor: Teen with his/her first job needs to obtain a Youth Employment Certificate

- Department of Revenue: Taxpayers need to understand their options for filing and paying their individual income tax

- Department of Information Technology: State employees (and others) need to obtain an NCID

- Department of Commerce: Business executives need to find a suitable location to move their business to NC.

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How to Find Your Top Tasks

- Five to 10.
- Look at analytics: traffic **and** search terms
- Site feedback
- Call Center
- Get agreement with Website Business Owner/Communications Director
- ***After you find them, you know where to focus.***
- ***After you find them, put them on your bulletin board!***

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Tool 2: User Journey

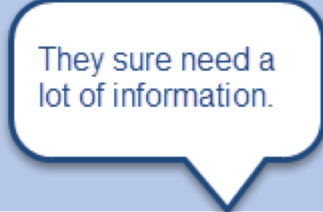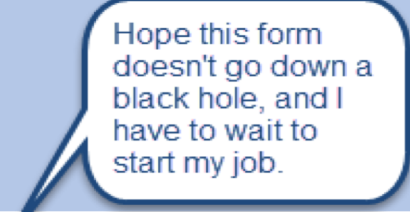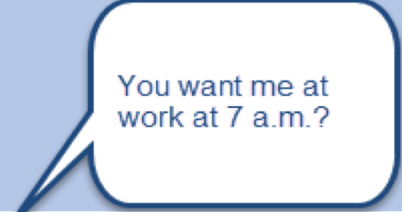Decrease Top Task Friction with User Journeys

Example:

- Department of Labor: Teen with his/her first job
- A Top Task: Request Youth Employment Certificate
  - Do it online
  - Get it quickly
  - Start work right away

Youth Employment Certificate Journey

Phases	Hired	Prepares to Apply	Applies	Obtains Certificate and Starts Work
Activities or Actions	- Receives website info from hiring employer with ONE week to obtain the certificate	- Goes to **Labor.nc.gov** - Finds link to online form, and what information he needs to assemble before starting the form.	- Completes the form - Gets confirmation that form is sent, and to wait 5 days for a response.	- Certificate arrives in the mail - Contacts employer and plans for his first day at work.
Thoughts	Oh boy, spending money!	They sure need a lot of information.	Hope this form doesn't go down a black hole, and I have to wait to start my job.	You want me at work at 7 a.m.?
Feelings	1	2	3	4
Opportunities	Ensure website is top in Google search for NC Youth Employment Certificate	Plain Language checklist for required information	Confirmation message is clear about the next steps	Monitor that delivery matches information in confirmation message

Tool 3: Content Ownership

Each Website needs MANY Heroes: Content Owners to the Rescue!

Site Managers and Content Owners are Partners

- Content owners own the content.

- Site managers own the website site map: where the content is placed and how it relates to other content.

- Site managers may also guide content owners on content presentation. Use of accordions, tabs, data tables, etc.
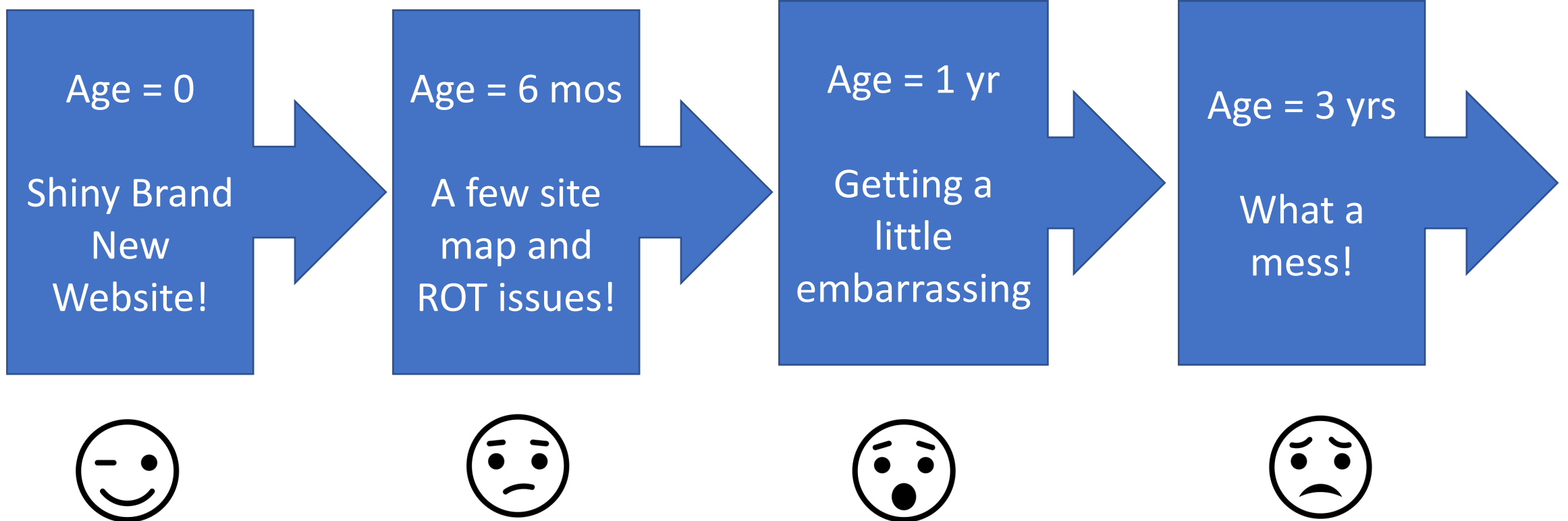
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Tool 4: Site Map

- The Site Map is the internal logic of the site.
- Site visitors use the menu to determine where the content they need is located
- Every page is the home page (thanks Google!)

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Website with an Unmaintained Site Map

Age = 0

Shiny Brand New Website!

Age = 6 mos

A few site map and ROT issues!

Age = 1 yr

Getting a little embarrassing

Age = 3 yrs

What a mess!

What Does a Site Map Look Like

	A	B
1	Address	
326	http://www.ncpublicschools.org/	
327	http://www.ncpublicschools.org/21cclc/	
328	http://www.ncpublicschools.org/21cclc/?&print=true	
329	http://www.ncpublicschools.org/21cclc/directory/	
330	http://www.ncpublicschools.org/21cclc/directory/?&print=true	
331	http://www.ncpublicschools.org/abc_results/results_00/	
1210	http://www.ncpublicschools.org/advancedlearning/	
1212	http://www.ncpublicschools.org/advancedlearning/cihs/	
1214	http://www.ncpublicschools.org/advancedlearning/cihs/applicants/	

Visual Site Map

Honor the Site Map

Your Website			
Topic 1	Topic 2	Topic 3	Topic 4
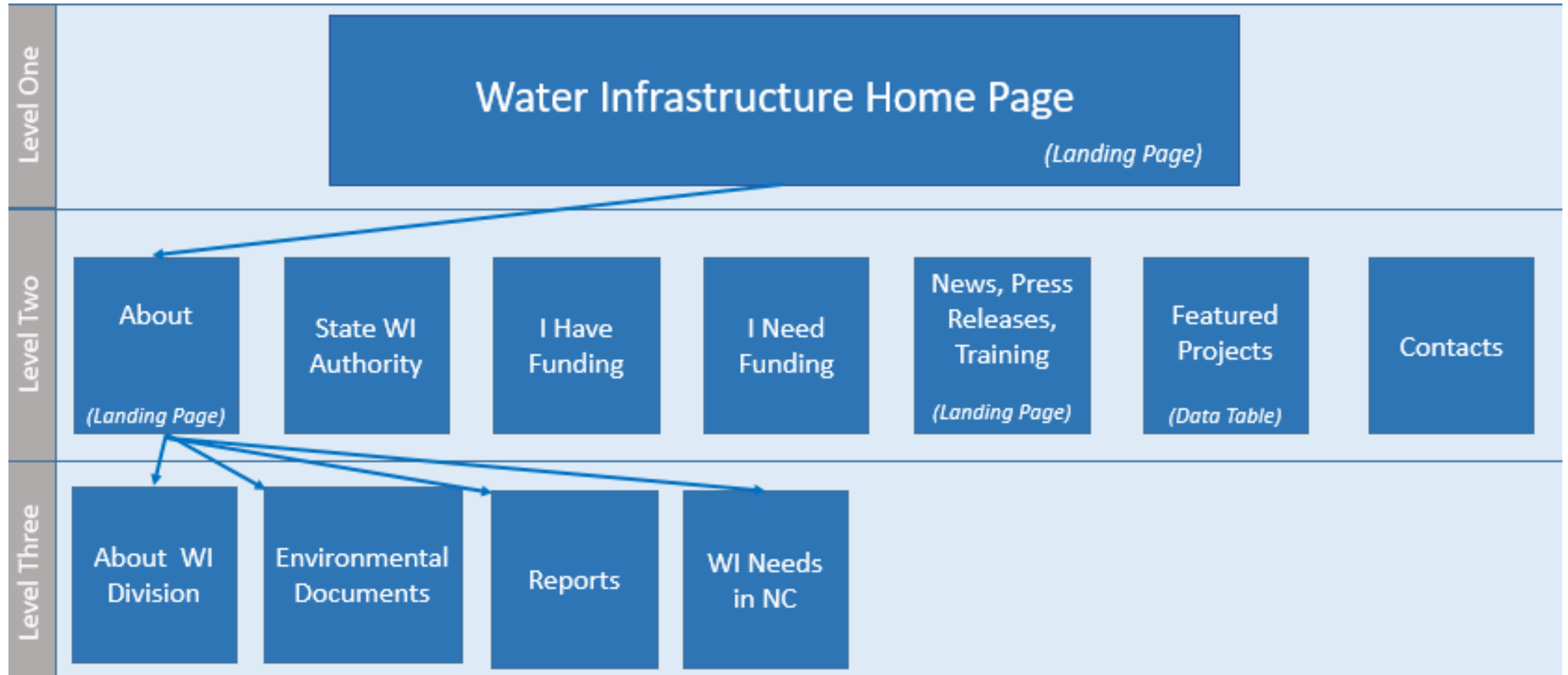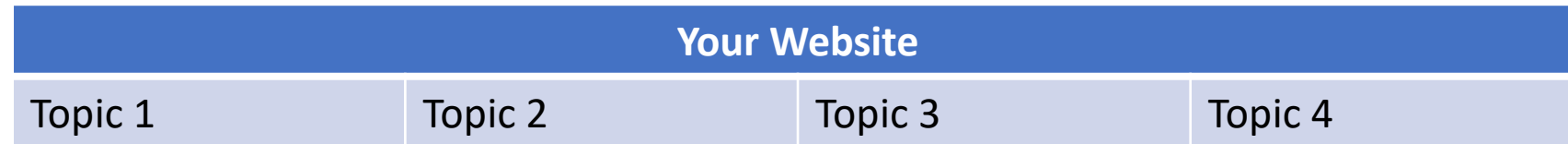
- Question: Where does the hot, new program go?
- Hint: It relates to more than one topic.
- Hint: It is REALLY hot right now, but in 6 months it will only be warm.
- Wrong Answer: On the home page, and not in the menu.
- Right Answer: Find the closest relationship, and put it there. AND on the home page

What to Say to that Grumpy Manager

- Our top tasks are
  - A: Educate and promote …
  - B: Explain …
  - C: Improve compliance …
- We studied our user journeys for these tasks and made improvements. Can I show you the analytics?
- Our Content Owners regularly update their content to ensure it's up to date.
- We created a new section for your Program X, and it's available on the home page and on the pages about Topic Y and Topic Z.

***Now what exactly is the problem*?"**

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DIT Digital Services Can Help You

- Top Tasks
- User Journeys
- Site Map Creation and Evaluation

- Get the Site Map Template and the User Journey Template at digitalcommons.NC.gov

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