Government on the Move

Chuck Baird
Director
Agency Support Services
DTMB, MDOT, MDCS, ORS, SBO
“I didn’t know government cared about usability . . .”

Unknown
The Internet Changed Everything

- On-line services = improved services and cost savings

- On-line services became strategic
  - Improve services
  - Demand up
  - Revenue – and resources – down
2001-2010

SEARCH: enter search terms here

Popular Searches: unemployment, cts, lottery, taxes, secretary of state or go to advanced search


Printer Friendly | Text Version | At Text Size | Share

Headlines | Residents | Visitors | Business | Governor

- Cherry Says Community Colleges Instrumental in Preparing Students, Workers for 21st Century Jobs
- L. G. Governor John D. Cherry, Jr. today said the state's community colleges are playing a key role in educating and training students and workers for 21st century jobs.
- State Fire Marshal Reminds Consumers: "Change Your Clock, Change Your Battery": Working Smoke Alarms Save Lives In Escaping Home Fires
- Alcohol Energy Drinks Banned from the Michigan Market "Wide Awake Drunk", "Cocaine in a Can", "Blackout in a Can"
- Michigan Voters Information Center
- Granholm: State Action Results in Historic Investment by Automakers, Thousands of Jobs

Jobs | Energy | Lottery | Weather | Mobile

Check Criminal History | Save Your Home | File for Unemployment

MI LOCATOR
Search any location for state government services, state parks and recreation, or educational entities.

Enter city or zipcode | GO

Michigan.gov Home | Help & Contacts | State Web Sites | Awards | Disability Resources
Desktop to Non-Stop

• On-line interaction mode shifts
• Fastest technology adoption rate
• Use of PCs declines
• Opportunity: Services to anyone, anywhere, at any time
• Need to re-engineer apps and Web sites to take advantage of the opportunity
mobile.mi.gov

The new Michigan.Gov "mobile" site is optimized for WAP/wml enabled devices such as PDAs and cell phones.
24 Hour Fishing Licenses

- 24 x 7
- Fully electronic
- No paper permit required
Social Networking

Right lane closure: EB I-196 between US-131 and Ottawa Avenue:
Tuesday, November 9 from 9:30am to 2:30pm; Shoulder paving
#fixon196

About 14 hours ago via web
@MichiganDOT twittering is incredibly useful.

Yes. This is exactly how it should be done.

I love how you guys are using twitter to provide a service.

I am flat out loving the road construction tweets/notifications from @MDOT
Future Apps
Future Apps

- Recreation Locator: Locate State Parks, Trails, Recreation areas, etc. GPS.

- Mobile App to allow DHS caseworkers quickly identify foster care parents in the field
Future Apps

- SOS Branch Office Locator
- Public Sex Offender Search
- OTIS Search: Offender Tracking System
- More Hunting & Fishing Licenses
Strategic Initiative
History of SoM UX Team

- 2004: Establish Usability Lab
- 2005: “...investigate how we can pilot usability testing”
- 2006: Institutionalizing Usability White Paper
- 2007-2009: Shared Services Team
- 2010:
• Usability testing
• Heuristic reviews
• Section 508 compliance reviews
• Card sorting and cluster analysis
• Surveys
• Focus groups
• Prototyping
• UI and interaction standards
• UCD methods development
Card Sorting

Tree Graph

Groupings based on an Average Linkage Cluster Analysis algorithm.

Number of groups: 0

Gambling
  Sightseeing
  Fine Arts
  Guided tours
  Shopping
    Fishing
    Sailing
    Snorkeling
    Scuba Diving
    Wind Surfing
    Rock climbing
    Skydiving
    Bungee jumping
    Hiking trail map
    Birding
    Guided hikes and treks

Reservations
  Room floor plans
    Resort map
    Resort directions

On-site day care
  Shoeshine
  Concierge
  Room service
    In-room entertainment
    Internet access
    Coffee shop
Components of Usability Testing

Paper Design
- low fidelity-
- or a
Functional (to a degree)
Prototype - high fidelity-

List of tasks for the testers. Tasks are focused on the ‘What’ and not the ‘How’

Web Camera
taping video and audio
for each tester, working through the tasks

Tester  Facilitator

Observers watch and hear the testers real time in a separate room

Observers  Scribe
3: Now and Then
Is the quality of transportation in Michigan better, the same or worse than it was five years ago? (numbers are the percent saying ‘better’ minus the percent saying ‘worse’).
UCD and the SoM SDLC (SUITE)

- Planning
  - Scope, Plan, Budget
  - Focus Groups, Surveys, Task Analysis, User Profiles/personas
- Analysis
  - Usability Testing
- Design
- Development
- Deployment
- Metrics
  - Card Sorting
  - Prototypes
  - Usability Testing
Positions

• User Analyst
• Interaction Designer
• Usability Tester (design, facilitation/moderator)
• User Experience Specialist
State of Michigan
User Experience Awareness Day

Usability, User Experience and User-Centered Design

May 26, 2010

Hosted by:
Michigan UPA
promoting user-centered design and usability in Michigan
www.miupa.org