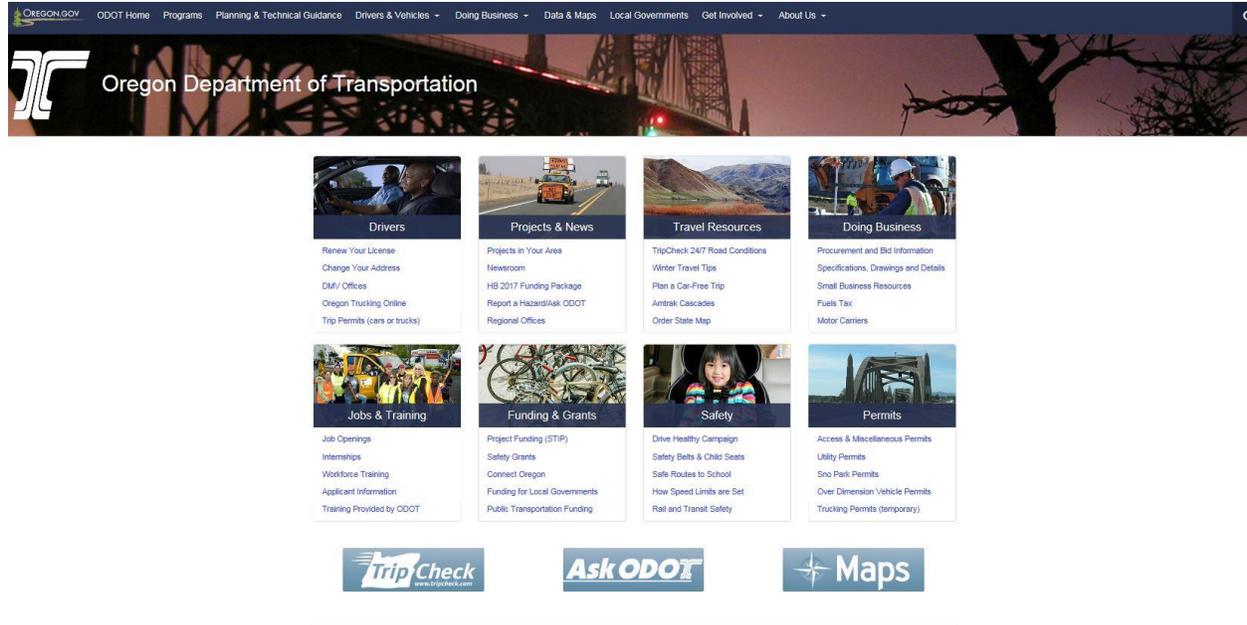


Eating the elephant: OregonDOT website reinvented

Situation, goals and objectives

Revelation can spark revolution. And elephants can be transformed into...meadowlarks. Here's how OregonDOT accomplished this, as we reinvented our online presence.



Using a strategic and systematic approach, OregonDOT completed a two-year project to transform the agency's website from a bloated, unfriendly, hard-to-maintain 66,000 pages and files into a lean, mobile-first, fully accessible, easy-to-maintain, useful and usable website.

This project was more than redesign; it was a reinvention of how OregonDOT manages our online presence.

Situational analysis

OregonDOT provides services to Oregonians by building and maintaining highways, licensing drivers and vehicles, regulating the trucking industry, transportation planning, safety services and more. The OregonDOT website is one of the most frequently used sites in state government. Our previous website was cumbersome, difficult to navigate and difficult to maintain. More than 225 employees maintained the site with no training, guidance or governance.

It was the Wild West.

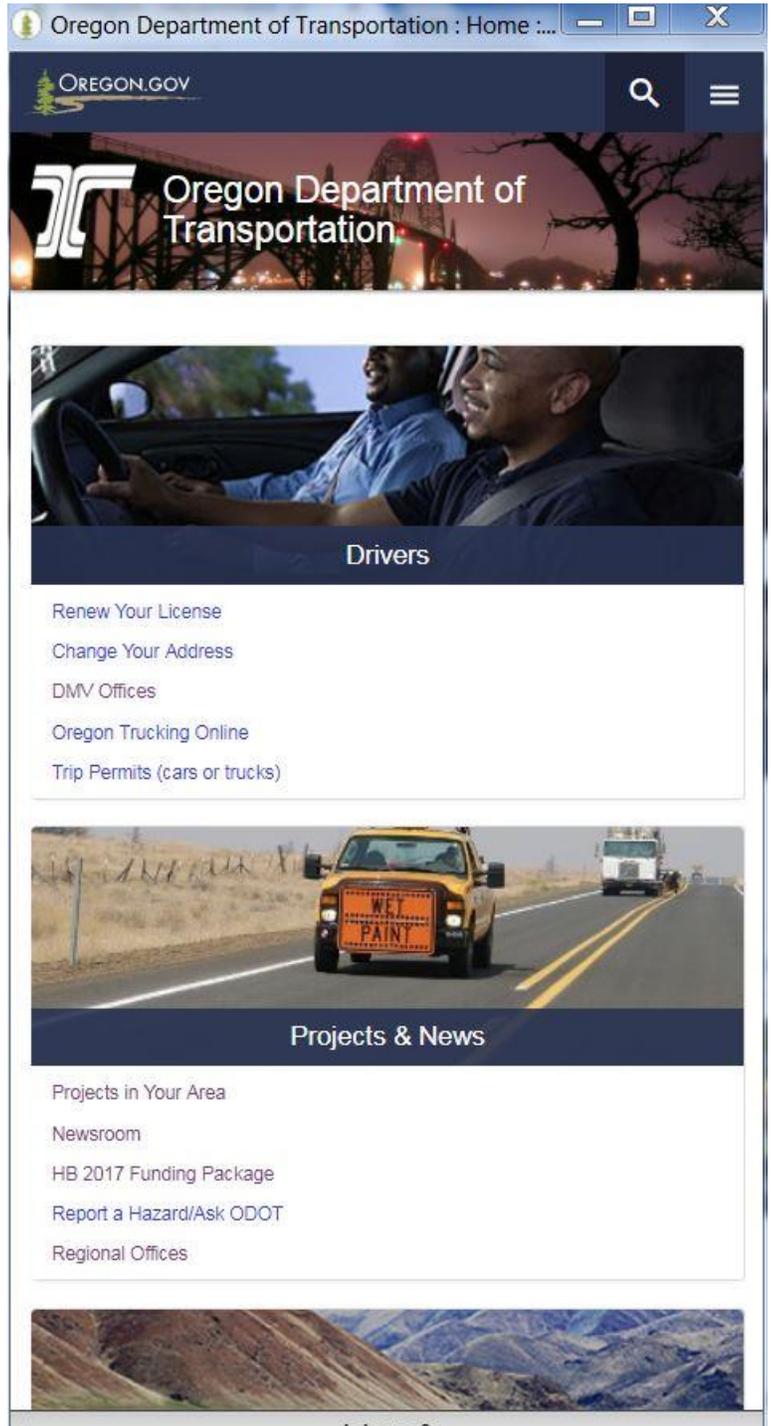
The **goal** of the OregonDOT Web Reinvention Project was to **create a mobile-first, useful and usable website (www.oregon.gov/ODOT) that improves the agency's ability to communicate with users, helps them find needed information, improves accessibility and efficiently uses resources.**

Objectives included:

1. Maximize benefit for all users. Majority of users are able to find what they need on the site. *Measure used: Post launch testing to determine if majority of users find the site useful and usable.*
2. All areas of the site comply with web standards and guidelines (<http://www.oregon.gov/ODOT/Pages/Web-Toolkit.aspx>). *Measure used: Determine if standards met for 95% of all pages.*
3. Excess and outdated content removed from site. *Measure used: Number of pages reduced by a minimum of 50%.*
4. Create a culture of sharing, education and maintenance for content owners and web editors. *Measure used: Content owners and web editors surveyed pre- and post-launch to determine level of satisfaction with new system. 95% participate in training.*

We employed four phases of usability testing to solidify the site's content and structure.

Throughout the project we used the old joke, "How do you eat an elephant? One bite at a time!" as an analogy of how we worked through the project. Approaching this project in a systematic way, taking small bites and then moving on to the next thing, proved very successful.



OregonDOT's new website is mobile-first and fully accessible

Target audiences

The key to creating good web content is to understand your intended users and then display content based on their specific wants and needs. Using a variety of data and analysis, the project team identified our target audiences and the audiences' top tasks: We serve

- Travelers (drivers, system users, etc.)
- Businesses (contractors, truckers, consultants, etc.)
- Government (cities, counties, federal, schools, etc.)
- Partners (advocacy groups, associations, special interests, etc.).

Measureable results

Evaluation

- ✓ **98% of content met web standards at launch.** 20-40% improvement in readability for many pages. **568%** reduction in broken links (and that's not a typo). **100%** reduction in spelling errors. **Content reduced by 91.4%.**
- ✓ **99%** of editors and contributors fully trained. **90%** of surveyed editors believe we've created a culture of support and sharing. **90%** of editors believe they received the training and support needed.
- ✓ **Majority of users find the site useful and usable.** Single question survey asking "What do you think about this page?" Ratings are on a scale of 1-5 with 5 being the best. Our goal was 2.5 or higher. We achieved a **3.0** for July 1, 2017 to Jan. 31, 2018.

Comment from OregonDOT Director Matt Garrett to project team: "On behalf of the 4 million Oregonians whom we serve, I want to thank you for your work. Our shift to a customer-centric approach oriented around top tasks, all in a mobile-first design format, is a clear improvement over our previous web presence."

Comments from employees about process, governance and the new site

- "A lot of thought went into preparing folks for the paradigm shift –well worth the time it took."
- "All staff communication materials were good. It was nice that the director remained engaged."
- "Fantastic and thorough training broken down into components and scheduled as activities were happening."
- "Governance documents are clear and empowering."
- "Really pleased to see buy-in where there was doubt initially."

Website successful due to internal communications: The site launched on time and exceeded expectations. Customers like the website.

In short, we've had both a revelation and a revolution in how we manage our online presence, to the benefit of all who seek information from us.

The elephant is gone; our new site is like Oregon's state bird, the Western Meadowlark: Nimble, helpful and visually appealing.

