



PARTICIPATE IN OUR WEB REDESIGN!

ARCHIVES.GOV 2010

A web site designed for participation



National Archives and Records Administration

<http://www.archives.gov/>

Archives.gov is Getting a Redesign

- The Archives.gov redesign is part of our [Flagship Open Government Initiative](#).
- Archives.gov is the online portal to NARA-wide services and information.
- Archives.gov serves staff, veterans, genealogists, educators and students, researchers, records managers, the general public, and more.
- *Your participation* will help us develop “web and data services that are worthy of the American people. “

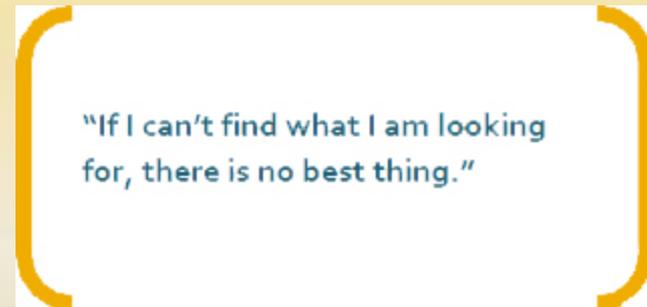


Goals for the Redesign

The goal is to make Archives.gov a participatory user-focused web site.



- The Archives.gov 2010 redesign will:
 - Streamline Navigation
 - Improve Access to Holdings
 - Simplify Content
 - Update Visual Design
 - Focus on Customer's Tasks



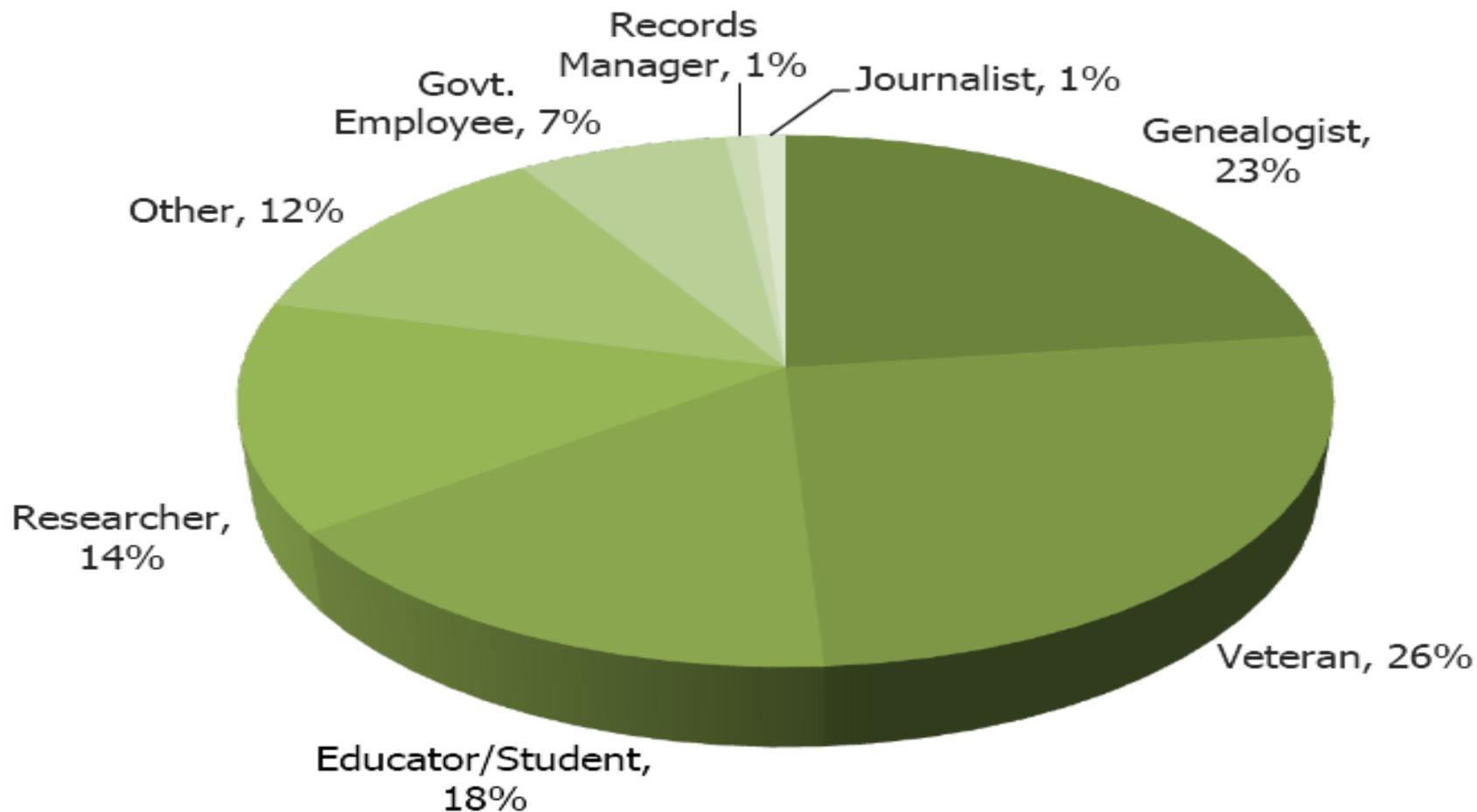
Participatory Approach and Process

Open Government at the
National Archives

Transparency - Participation - Collaboration

- sharing the data and analysis used to develop the plan for the redesign
- using tools such as online cards sorts and user testing software to help us organize and label content
- giving staff and the public opportunities to participate in person and online
- using social media tools to get staff and public input

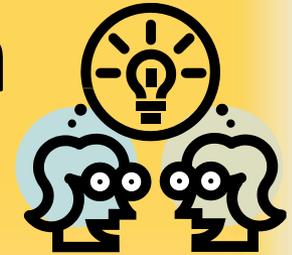
Data Analysis: Who is Using the Site?



Data Analysis: What are they viewing?

Rank	Page Name	% of Views	Views
1	World War II Photos	5.4%	4,356,651
2	Home Page	4.5%	3,588,183
3	eVetRecs	3.9%	3,106,275
4	How to Request Military Service Records or Prove Military Service	2.8%	2,222,906
5	Constitution of the United States	2.2%	1,763,827
6	Bill of Rights	1.8%	1,427,199
7	Declaration of Independence	1.5%	1,225,365
8	Resources for Genealogists and Family Historians	1.1%	878,243
9	Charters of Freedom	1.0%	840,071
10	DD Form 214, Discharge Papers and Separation Documents	1.0%	778,119
11	About NARA's Holdings	0.8%	616,232
12	Veterans and Their Families	0.8%	603,427
13	Military Personnel Records, SF-180 (St. Louis Archives)	0.7%	602,490
14	Transcript of the Constitution of the United States	0.7%	567,119
15	Military Personnel Records	0.7%	562,788
16	Archival Research Catalog (ARC) of the National Archives	0.7%	539,191
17	Bill of Rights Transcript	0.6%	518,040
18	Military Personnel Records, SF-180 (Veterans Section)	0.6%	513,795
19	Military Service Records and Official Military Personnel Files	0.6%	492,816
20	Visit Us	0.5%	426,943
	Other	66.3%	53,273,404
	Total		80,390,860

Participation and Collaboration



Everyone is invited to participate in many levels of the redesign:

- April 9-16: There were 372 participants in the online Card Sorts who showed us how to organize content.
- April 13-15: Genealogy Fair attendees participated in card sorts, took home redesign flyers, and provided input on the redesign.
- Ongoing: The [Narrations blog](#) and [Open Government Idea Forum](#) invite comments and discussions, such as what to call NARA's holdings and how to improve Archives.gov.
- Week of July 4th: Comment and discuss and vote on the Archives.gov homepage designs and features online or vote in person.



During the week of July 4th, everyone will be able to vote on the new Archives.gov home page designs online or in person.

Ongoing input on improvements is encouraged via the

[Open Government at the National Archives Redesign page](#)

<http://www.archives.gov/open/redesign/>

Project Plan Schedule



The plan is to follow a multi-phase project plan to meet NARA's internal goals and ensure the site design reflects optimal user experience for the largest number of users:

- **Phase I (launch November 15, 2010)**

- This phase will focus on the redesign of the home page and our primary customers and tasks. Based on the top task analysis, addressing these sections will improve the experience of over 80% of site visitors.

- **Phase II (launch Spring 2011)**

- This phase will immediately follow Phase I and will address sections related to the other top user tasks including: records management and FRC, education, events, locations, publications and The Federal Register, jobs and grants. Addressing these sections will accommodate the needs of virtually all of the remaining site visitors. A Content Management System (CMS) will be implemented during this phase.

- **Phase III (TBD)**

- The remainder of the site's content areas will be redesigned on an as-needed basis.