



# **PARTICIPATE IN OUR WEB REDESIGN!**

## Archives.gov Redesign

- The Past and the Present
- 2010 Redesign Process
- Participation
- The Future!



National Archives and Records Administration  
<http://www.archives.gov/>

# About Archives.gov

- The Archives.gov redesign is part of our [Flagship Open Government Initiative](#) – develop “web and data services that are worthy of the American people. “
- 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.

OPEN

GOVERNMENT

PLAN

4.3 A Web Site Designed for Participation

*National Archives and*

*Records Administration*

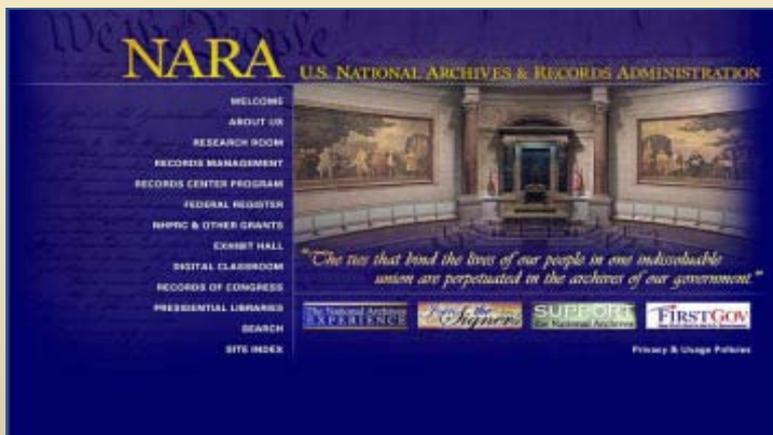
# Evolution of Nara.gov and Archives.gov

1996 – launched [www.nara.gov](http://www.nara.gov)

2001 – replaced by [www.archives.gov](http://www.archives.gov)



Archives.gov - 2001



Archives.gov - 2002

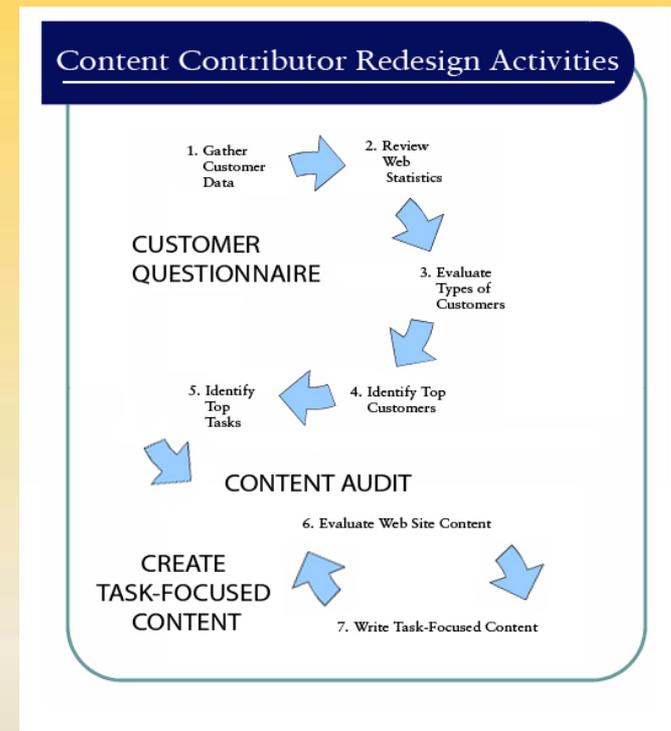


Archives.gov - 2005

# Archives.gov 2010 Redesign

## *Create a User-Focused Archives.gov*

- 1. Identify Redesign Goals**
- 2. Develop Project Plan**
- 3. Collect User Data**
- 4. Identify Customers & Top Tasks**
- 5. Select a Design**
- 6. Inventory Files**
- 7. Create User-Focused Content**



Much of this roadmap is based on the [Manage Content Guidelines](#) on HowTo.gov. (\*See [Strategies for Determining Your Top Tasks](#)) [http://www.usa.gov/webcontent/managing\\_content/designing\\_task\\_focused\\_websites.shtml](http://www.usa.gov/webcontent/managing_content/designing_task_focused_websites.shtml)

# Goals for the Redesign

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



The Archives.gov 2010 redesign:

- Streamlined Navigation
- Improved Access to Holdings
- Simplified Content
- Updated Visual Design
- Focused on Customer's Tasks

"If I can't find what I am looking for, there is no best thing."

# Participatory Approach

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

Open Government at the  
National Archives

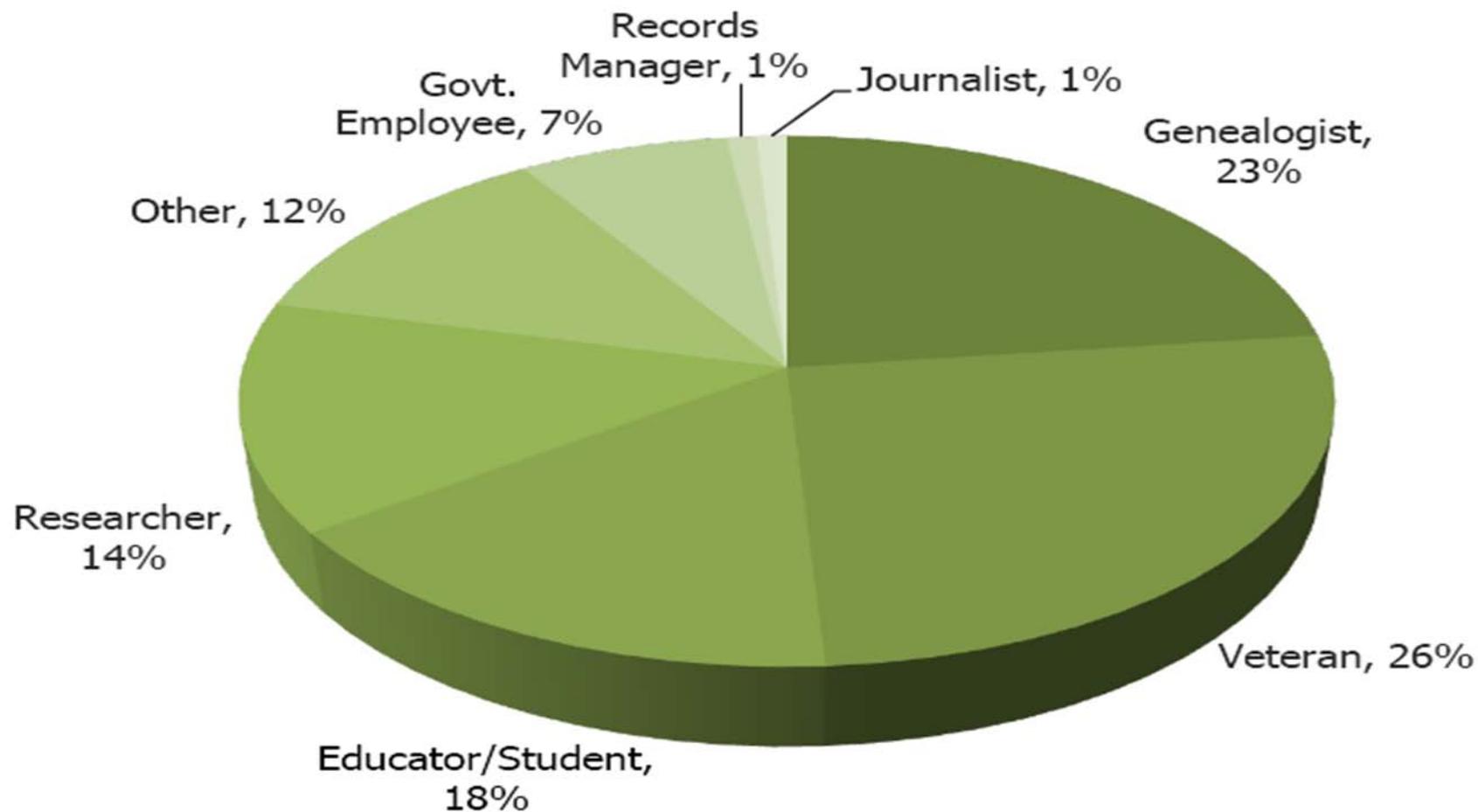
**Transparency - Participation - Collaboration**

# Redesign Process

*The process included:*

- Analysis and Reviews
- Card Sorts
- Statistics
- Surveys and Customer Feedback
- Usability Testing
- Voting

# Data Analysis: Who is Using the Site?



# Data Analysis: What are they viewing?

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

# Users Voted Online with IdeaScale

## Usage statistics

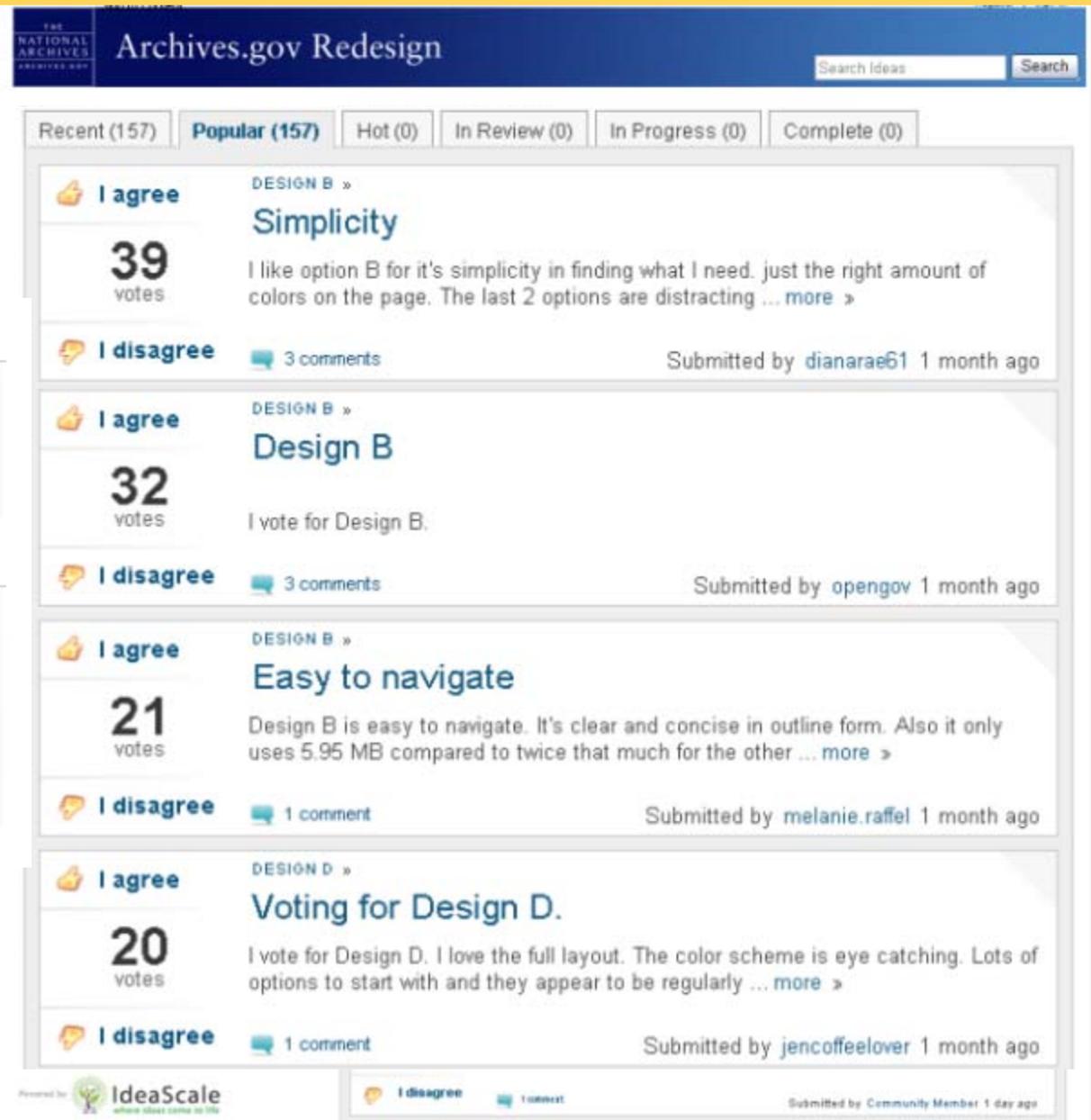
157 ideas posted

56 comments 1388 votes 320 users

## Social Web

 Like  120 people like this.

 45  retweet



**Archives.gov Redesign**

Search Ideas  Search

Recent (157) **Popular (157)** Hot (0) In Review (0) In Progress (0) Complete (0)

**I agree** **DESIGN B »**  
**Simplicity**  
39 votes  
I like option B for it's simplicity in finding what I need. just the right amount of colors on the page. The last 2 options are distracting ... [more »](#)  
**I disagree** 3 comments Submitted by dianarae61 1 month ago

**I agree** **DESIGN B »**  
**Design B**  
32 votes  
I vote for Design B.  
**I disagree** 3 comments Submitted by opengov 1 month ago

**I agree** **DESIGN B »**  
**Easy to navigate**  
21 votes  
Design B is easy to navigate. It's clear and concise in outline form. Also it only uses 5.95 MB compared to twice that much for the other ... [more »](#)  
**I disagree** 1 comment Submitted by melanie.raffel 1 month ago

**I agree** **DESIGN D »**  
**Voting for Design D.**  
20 votes  
I vote for Design D. I love the full layout. The color scheme is eye catching. Lots of options to start with and they appear to be regularly ... [more »](#)  
**I disagree** 1 comment Submitted by jencofoelover 1 month ago

Powered by  **IdeaScale**  
where ideas come to life

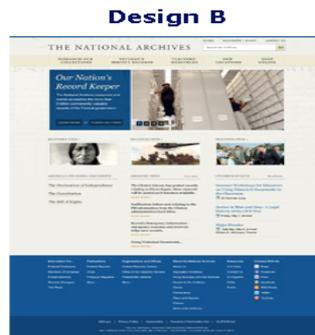
**I disagree** 1 comment Submitted by Community Member 1 day ago

# Votes for the favorite Archives.gov homepage design

Design C received the highest number of votes



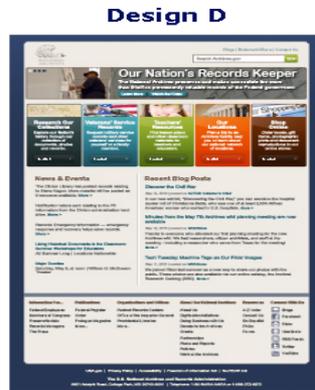
[View a larger version](#)  
[Go to Design A Vote page](#)



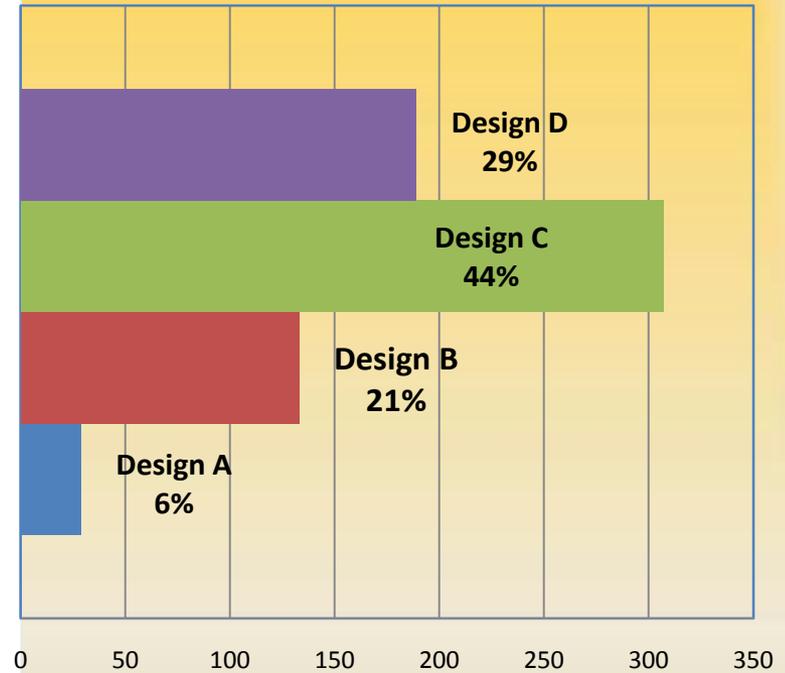
[View a larger version](#)  
[Go to Design B Vote page](#)



[View a larger version](#)  
[Go to Design C Vote page](#)

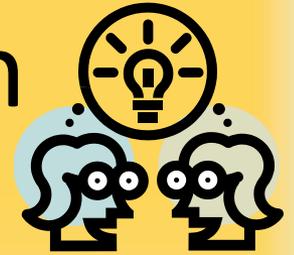


[View a larger version](#)  
[Go to Design D Vote page](#)



- Design D
- Design C
- Design B
- Design A

# Participation and Collaboration



Everyone was 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](#) invited comments and discussions, such as what to call NARA's holdings and how to improve Archives.gov.
- Week of July 4<sup>th</sup>: Participants commented and discussed and voted on the Archives.gov homepage designs and features online or voted in person.

Voting was open Friday, July 2–Monday, July 12, 2010:

- In-Person Votes: 1,866
- Online Votes: 1,388\*
- E-mail Votes: 3

# More Participation Opportunities

Other ways to participate post-redesign

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

- Comment, suggest, and discuss online
- Check for future opportunities to vote online via Ideascale
- Provide comments on Archives Redesign blog posts
- E-mail your ideas to [webprogram@nara.gov](mailto:webprogram@nara.gov)



# Archives.gov Clear Mark Award



The National Archives redesigned website was selected as a winner in the **Website / Dynamic Media: Public Sector** category at the [ClearMark Awards](#).

*Judges comments about the National Archives and Records Administration website include:*

- Good job identifying key audiences and knowing what they want.
- Top tasks are easy to find.
- Home page and most topic portal pages fit on one screen.
- Very clean look and feel.
- The site carries top-level navigation to secondary sections.
- A very simple-to-use site!

**Other Finalists in this Category:**

- [Texas.gov](#) - *also a winner*  
[Texas.gov](#)
- Internal Revenue Service, Recruitment Office  
[IRS Careers](#)
- National Cancer Institute, Office of Communication and Education  
[AccrualNet](#)
- U.S. Department of Energy, National Renewable Energy Laboratory  
[Federal Energy Management Program Training](#)
- Federal Retirement Thrift Investment Board  
[Thrift Savings Plan](#)



The ClearMark Awards are given to the best plain language documents and web sites. They are judged by a [panel of international experts](#), following a strict set of [criteria](#). Revised documents were judged on not just the quality of the final document, but also the quality of improvement.

- [Archives.gov Redesign Entry Form](#)

# The Result! A website is never done....

The website continues to be tweaked as we receive user feedback.

*If you could change one thing on this web site, what would it be?*

I would like to have access to more records without having to physically visit an archive building.

be able to view all records on line

Sometimes I feel like there is too much going on on the pages. But only occasionally.

Have it think like me so I can get what I want.

Perhaps a more clear division between educational exhibitions and historic documents, and people needing actual documents.

# Project Plan Schedule

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

- **Phase I (launch Winter 2010)**
  - Redesign the home page and top task pages to focus on primary customers.
  - Implement a new search interface.
- **Phase II (launch 2011)**
  - Address sections related to the other top user tasks.
  - Continue to make improvements to focus on the user and their top tasks.
  - Migrate into a Content Management System (CMS).
- **Phase III**
  - Continue to improve access to holdings.
  - Continue to make improvements to focus on the user and their top tasks.

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



# Contact Us

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

# Questions?

