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.
Evolution of Nara.gov and Archives.gov

1996 – launched **www.nara.gov**  
2001 – replaced by **www.archives.gov**

**Archives.gov - 2001**

**Archives.gov - 2002**

**Archives.gov - 2005**
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
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
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?

- Veteran, 26%
- Educator/Student, 18%
- Researcher, 14%
- Genealogist, 23%
- Other, 12%
- Govt. Employee, 7%
- Records Manager, 1%
- Journalist, 1%

Source: ForeSee Satisfaction Survey (1/1/2009-12/31/2009)
Data Analysis: What are they viewing?

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

Usage statistics

157 ideas posted
56 comments 1388 votes 320 users

Social Web

Like 120 people like this.

Retweet 45
Votes for the favorite Archives.gov homepage design

Design C received the highest number of votes

Design A: 6%
Design B: 21%
Design C: 44%
Design D: 29%
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 Narations 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 4th: 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/](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)
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.

Contact Us

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Archives.gov: http://www.archives.gov/open/redesign/
Questions?