

First Gov

What it is and how it works.

First Gov

A metaphor: A Skyscraper & Its Lobby

The Information



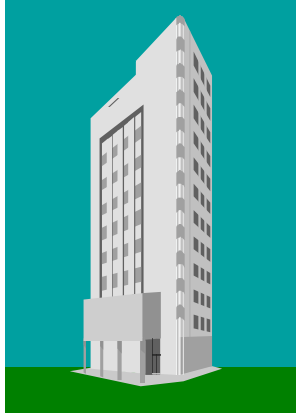
It's in the skyscraper

How to get to it



Go to the lobby first

Where is government information?



Imagine all the government's publicly available information being in various rooms in a skyscraper.

It is an imposing task to find any particular piece of information, so we'd like to make it accessible, even inviting.

If you know exactly where it is, you can go directly to that floor, that office.

If not, we're here to help.

Making information easy to find

That's the metaphor. The following slides describe how it will work.

Remember one thing: FirstGov will help you get started and be a familiar place if you get lost. And, it will provide answers to some obvious queries.

Also remember, the government's Web pages are hosted and managed by the Federal agencies, who will welcome FirstGov having helped you navigate to their Web site.

The 3-Facets of FirstGov

1. The Front Lobby

The citizen's first entry to FirstGov.

2. The Back Room

Where copies of the government's Web pages are stored to enable rapid searches.

3. The Brand



How commercial search portals get "certified"

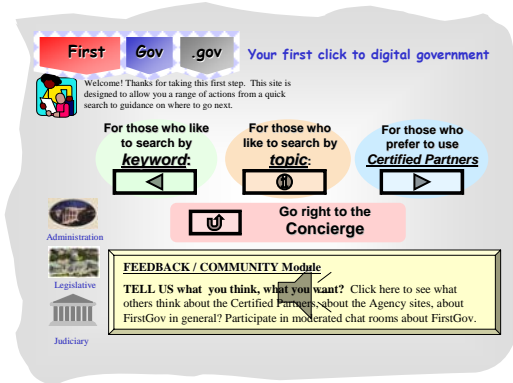
The Lobby: a good place to start



1. The Front Lobby

The citizen's first entry to FirstGov

The FirstGov.gov page might look something like this rough draft.

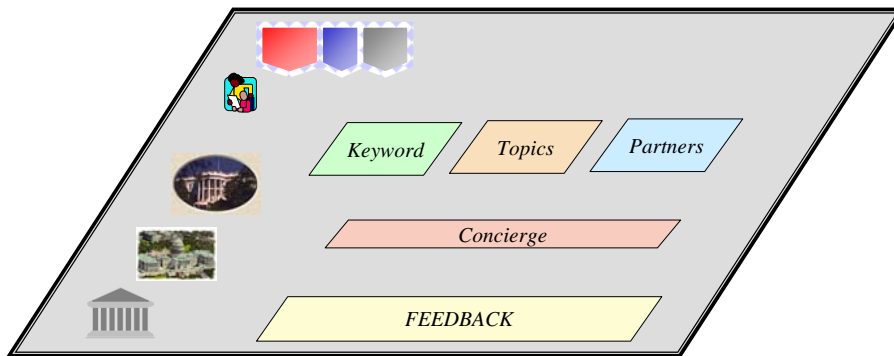


more description later, first a note about the concept of a multiple page portal ...

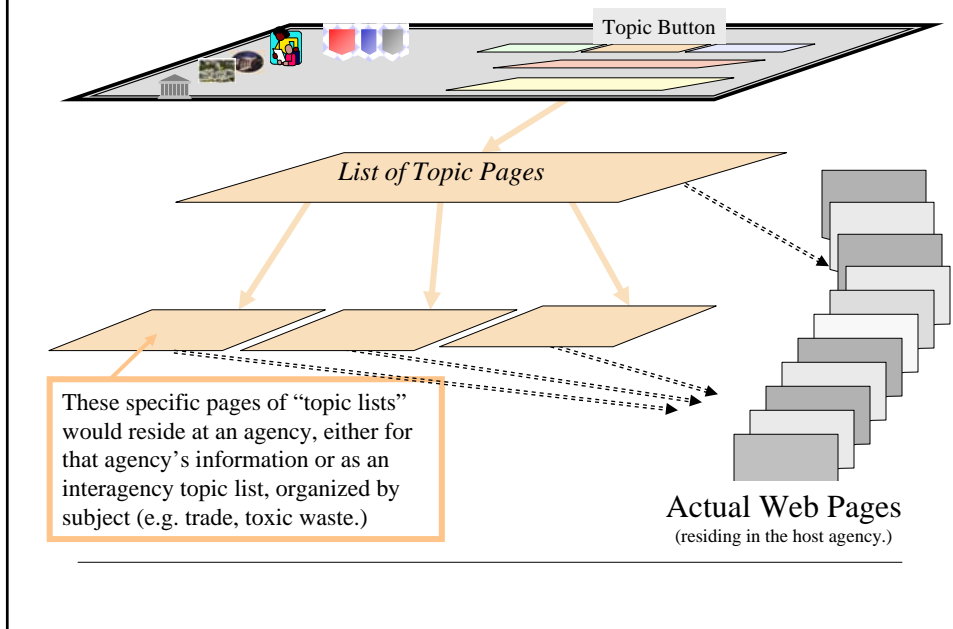
2. The Front Lobby: How it might work.

Think of it as a multiple page portal:

Let's tip this page and look at it as the "top" page in a series of pages. As most people do now, we can click on a button on the top page and be taken to lower pages.



2. The Front Lobby: How it might work.



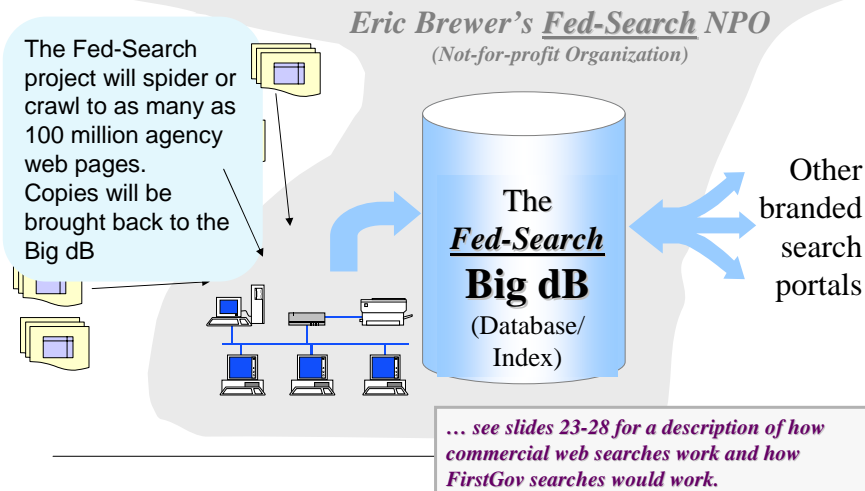
That's how the lobby **First Gov .gov** might work ... with its concept of a multiple page portal.

Now, let's look at the second part of the 3-part idea that is the **FirstGov** system, the very important "Back Room." That is where information from all those floors, rooms, file spaces is kept.

Let's look in. 

2. The Back Room (Fed-Search)

Where copies of the government's web pages are stored to enable rapid searches.



One more digression ... to part 3 of the 3-part **FirstGov** system, Branding.

Along with the Lobby (**First Gov .gov**) and the *Fed-Search* Back Room, this whole **FirstGov** concept will use a unique branding approach.

We expect private sector partners to operate their own portals that will be permitted by the government to use the **FirstGov** brand.

Here's how that will work. →

3. The First Gov Brand

How search portals might get certified to provide assurance to users



First Gov Certified Partners

Imagic Howdy Citizen
A full-service portal designed for a broad set of users.

WKRP Press Table
A press-oriented portal designed for working journalists

Lib of Cong: FirstGov
A portal designed for users familiar with asdfda sdfj asdfa afa .

Buckeye GovPlace
The Ohio State University Medical School emphasizing medicine and biomedicine.

Simply Examples

Private or other public portals may use the FirstGov brand in exchange for meeting certain conditions. These portals will innovate to offer the best search environment to their customers.

Certification Conditions (abbreviated description):

1. INTEGRITY: must use the government information "as is"
2. FREE ACCESS: must provide uninterrupted free access
3. PRIVACY: must not track individual actions on the site.
4. POSITIONING: not associated with inappropriate content
5. ATTRIBUTION: must attribute to U.S. Government
6. ACCESSIBLE: must comply with Section 508
7. FEEDBACK CHANNELS: establish methods for user feedback.

Now back to the lobby or main portal

Let's look at the DRAFT mock-up and see how each module might work. First, we'll see a full page mock-up and then show one slide for each module.





Remember, this FirstGov.gov main portal page is just a draft. The whole FirstGov system will be designed by design professionals.


First Gov Full-page "mock-up" of how the main FirstGov.gov page could look.


First Gov .gov Your first click to digital government




Welcome! Thanks for taking this first step. This site is designed to allow you a range of actions from a quick search to guidance on where to go next.

For those who like to search by **keyword**: 

For those who like to search by **topic**: 


For those who prefer to use **Certified Partners**: 


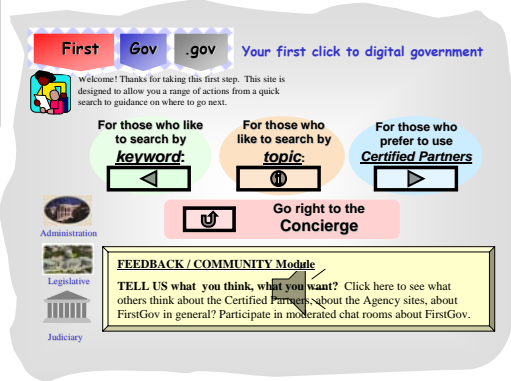
 **Go right to the Concierge**

Administration

Legislative

Judiciary


FEEDBACK / COMMUNITY Module
TELL US what you think, what you want? Click here to see what others think about the Certified Partners, about the Agency sites, about FirstGov in general? Participate in moderated chat rooms about FirstGov.


First Gov **1. The Front Door** *The citizen's first entry to FirstGov*


 *To get to FirstGov, users simply type* FirstGov and get to the main portal. Then, they can choose from several options.*


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
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* Users may also type FirstGov.gov or FirstGov.net or .org or .com and get to the main portal.

First Gov 1. The Front Door *The citizen's first entry to FirstGov*

Pointers to a few Big Places

One option is a simple set of buttons to take the user to the Legislative, Executive or Judiciary sites.

These sites would be maintained by the "owner." As an example, the White House could maintain the Executive site, Thomas could be the destination when the user clicks on "Legislative Branch."

The screenshot shows the FirstGov homepage with a navigation bar at the top containing 'First', 'Gov', and '.gov'. Below the navigation bar is a welcome message and three search options: 'For those who like to search by keyword', 'For those who like to search by topic', and 'For those who prefer to use Certified Partners'. There is also a 'Go right to the Concierge' button and a 'FEEDBACK / COMMUNITY Module'. A magnifying glass highlights the 'Administration', 'Legislative', and 'Judiciary' buttons in the navigation bar.

First Gov 1. The Front Door *The citizen's first entry to FirstGov*


Keyword Search

Another option is a simple, classic keyword search, which will be done on the Big dB. Results will be returned in the familiar form.

Keyword(s)

The screenshot shows the FirstGov homepage with a navigation bar at the top containing 'First', 'Gov', and '.gov'. Below the navigation bar is a welcome message and three search options: 'For those who like to search by keyword', 'For those who like to search by topic', and 'For those who prefer to use Certified Partners'. There is also a 'Go right to the Concierge' button and a 'FEEDBACK / COMMUNITY Module'. A magnifying glass highlights the 'keyword' search option.

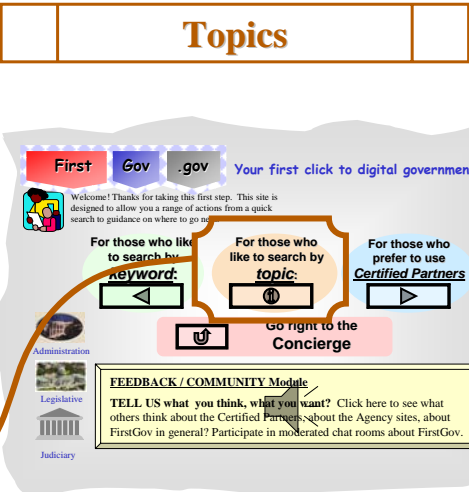
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Another option is a search by topic. The user could click to a page full of locations showing other pages where government information has been grouped by topic.


Pages would be specific to an agency or be a combined page where various agencies had banded together to provide easy navigation to government information for specific subject areas.

Topics



The screenshot shows the FirstGov homepage with a 'Topics' box highlighting the search options. The search options are: 'For those who like to search by keyword', 'For those who like to search by topic', and 'For those who prefer to use Certified Partners'. There is also a 'Go right to the Concierge' button and a 'FEEDBACK / COMMUNITY Module' section.

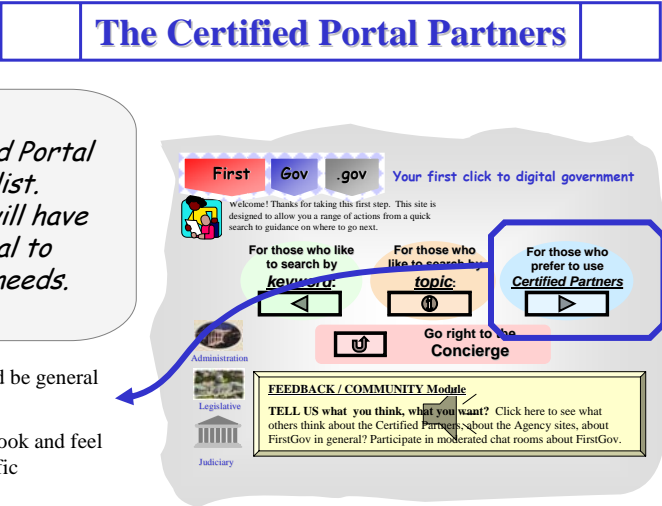
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Users can select a particular Certified Portal Partner from this list. These companies will have tailored their portal to support customer needs.

One or more portals could be general purpose sites.
Others could tailor their look and feel and their content to specific constituencies.

The Certified Portal Partners



The screenshot shows the FirstGov homepage with a 'The Certified Portal Partners' box highlighting the search options. The search options are: 'For those who like to search by keyword', 'For those who like to search by topic', and 'For those who prefer to use Certified Partners'. There is also a 'Go right to the Concierge' button and a 'FEEDBACK / COMMUNITY Module' section.

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The Concierge Bulletin Board

The Concierge will periodically select topics or subjects of special interest.

One button might take the user to a site where all agency press releases had been listed.

Another might take you to a site where information for a particular emergency was listed.

Another might have collected useful information about exporting products.

The screenshot shows the FirstGov homepage with a navigation bar at the top. Below the navigation bar, there are three search options: 'For those who like to search by keyword', 'For those who like to search by topic', and 'For those who prefer to use Certified Partners'. A red circle highlights the 'Go right to the Concierge' button. Below these options is a 'FEEDBACK / COMMUNITY Module' with the text: 'TELL US what you think, what you want? Click here to see what others think about the Certified Partners, about the Agency sites, about FirstGov in general? Participate in moderated chat rooms about FirstGov.'

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The Feedback Section

"Learning in the Internet age means you are in charge of it."

Users will be able to learn from others and provide comments about all aspects of the site.


The FirstGov team will moderate the online discussions.

Partners, users, and agencies will be responsible for responding to useful criticism.

The screenshot is identical to the one above, but with a yellow box highlighting the 'FEEDBACK / COMMUNITY Module' section. The text in the module is: 'TELL US what you think, what you want? Click here to see what others think about the Certified Partners, about the Agency sites, about FirstGov in general? Participate in moderated chat rooms about FirstGov.'

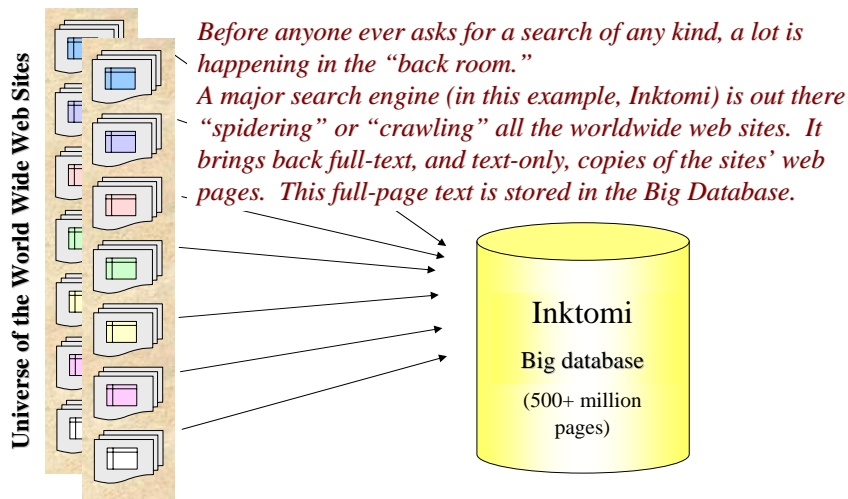
How do searches work?

The following 5 slides describe how searches work in the commercial sector and how we imagine searches working in the **FirstGov** system - very similarly, in fact.

The first 3 slides describe the process using the huge Inktomi scalable search engine. The next 2 describe the process we see for government Web pages. 

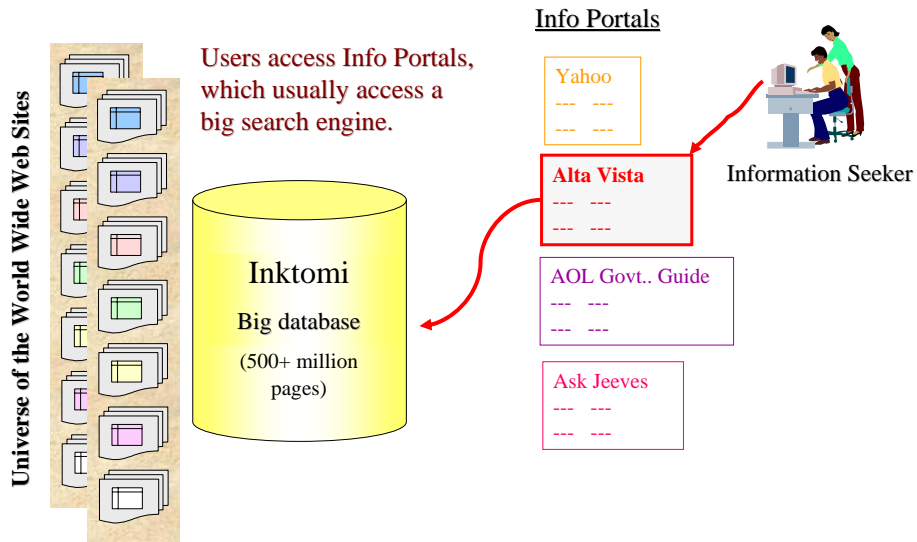
How Searches Work (next 5 slides)

A Typical Commercial Web Search Sequence



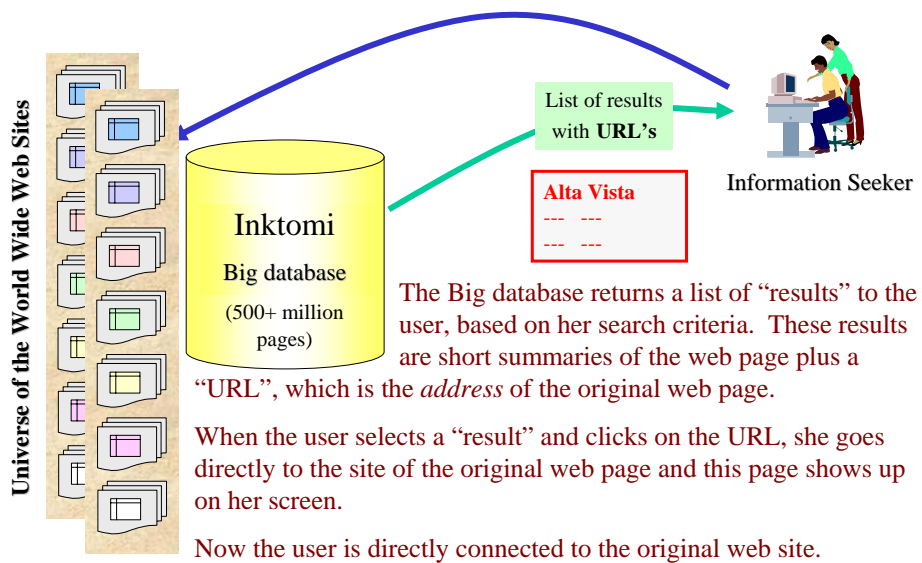
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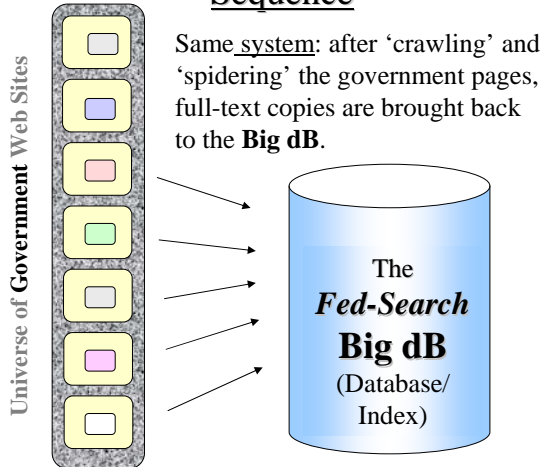
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How Searches Work

A Typical **FirstGov** Web Search Sequence



How Searches Work

A Typical **FirstGov** Web Search Sequence

