USAGov Who We Are, What We Do

Maria Marrero

Bilingual User Experience Designer & Team Lead

Arlene Hernandez

User Experience & Research Specialist



GSA's Technology Transformation Services

TTS provides agency-agnostic technology and information support to the federal government.

We do consulting and other reimbursable services through <u>18F</u> and Presidential Innovation Fellows.

TTS Solutions operates cross-agency programs, like Search.gov, FedRamp, the U.S. Web Design Systems, Cloud.gov, Data.gov, Digital Analytics Program, and USAGov.



USAGov Mission

USAGov is your guide to government information and services.

To create, organize and deliver timely, needed government information and services and make them accessible to the public anytime, anywhere via their channel of choice.



Bilingual platform

USAGov offers a full suite of bilingual channels



1-844-USA-GOV1



Websites USA.gov USAGov en Español



Social Media & Chat Service



Email Subscriptions



Types of content

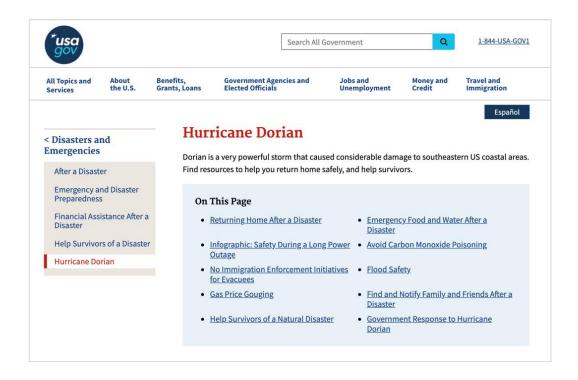


Types of content USAGov offers

- Emergency in response to a national disaster
- Most frequently requested government information
- Bilingual content English and Spanish (Brand Study)
- Directories (federal, state, and tribal governments)
- API (Application Program Interface)



Emergency communications to the public



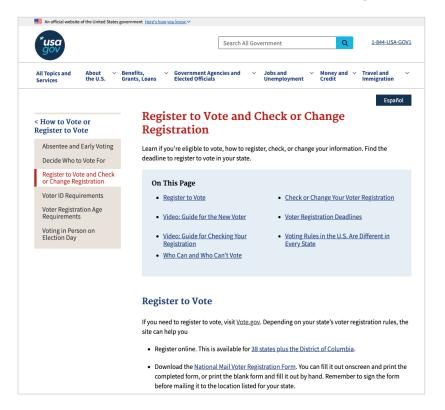
USA.gov, USAGov en Español and the National Call Center

Website, Social Media, Email Communications

Daily calls with the other federal agencies during emergency situations



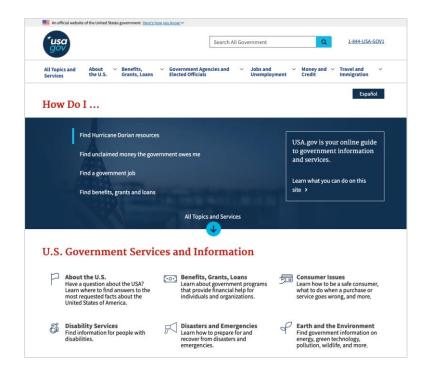
Most frequently requested government information

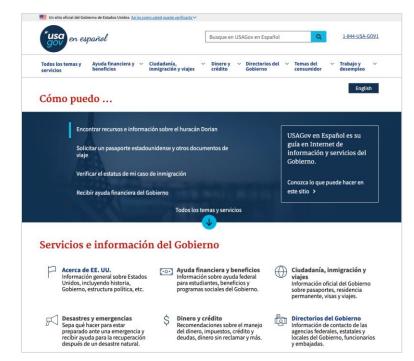






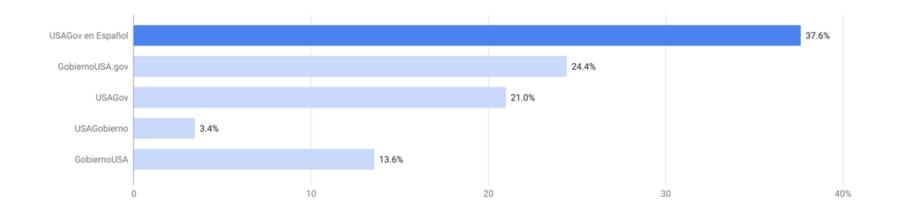
Content in two languages







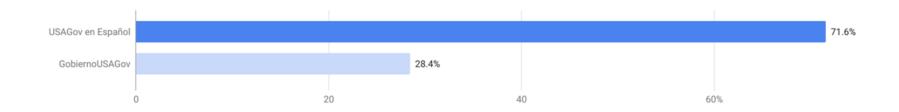
Brand study on Spanish website



USAGov en Español stood out (37.6%) as the option that best represents a government organization that offers government information and services in Spanish



Brand study on Spanish website

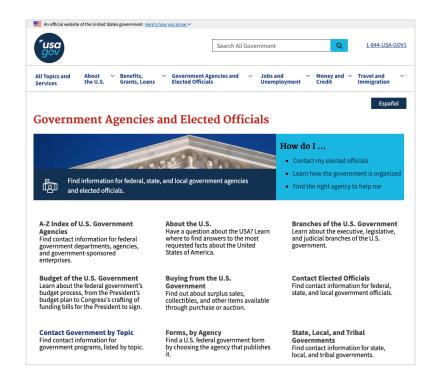


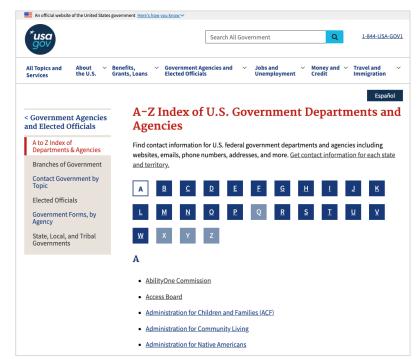
When *USAGov en Español* and *GobiernoUSA.gov* were the only two options provided, *USAGov en Español* was the clear winner (71.6%)





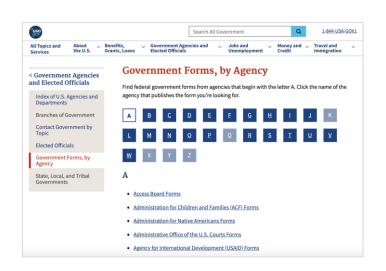
Directories

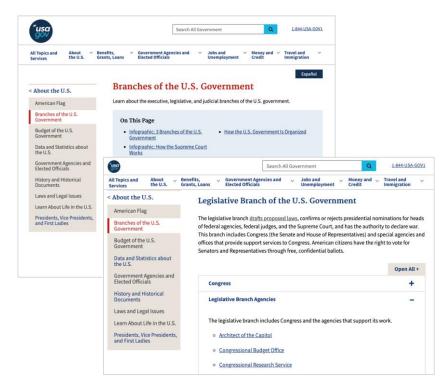






Directories by Branch of Government







Directories - official Spanish translations

Open All +

Spanish Translations of Federal Departments and Agency Names

Our office maintains the official list of Spanish-language translations of U.S. federal department and agency names. Select a letter of the alphabet below to find the proper translation.

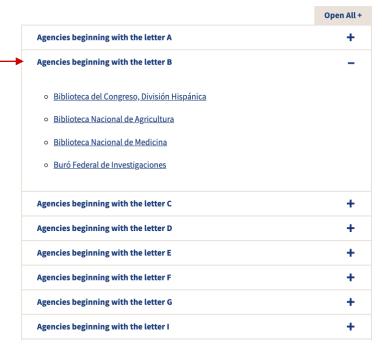
Here's a hint:

This list of federal departments and agency names is alphabetized using the proper Spanish agency names. That means

- The Social Security Administration is under "A" for Administración del Seguro Social.
- · Health and Human Services is under "D" for Departamento de Salud y Servicios Humanos.
- The National Institutes of Health are under "I" for Institutos Nacionales de la Salud.

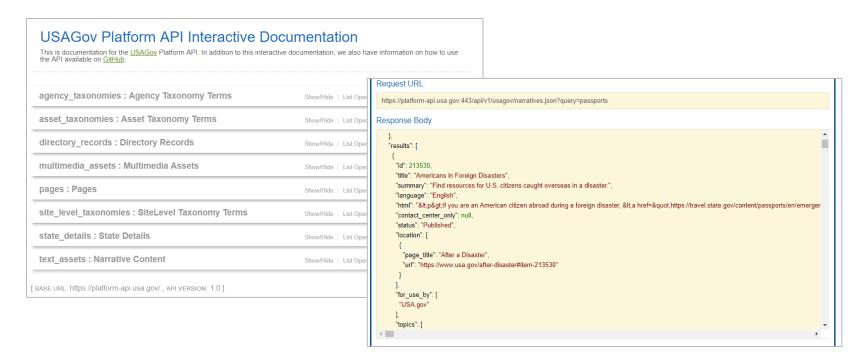
If you can't find what you're looking for under the letter you'd expect to find it in English, try looking under A, D, C, I, O or S.

	Open Att +
Agencies beginning with the letter A	+
Agencies beginning with the letter B	+
Agencies beginning with the letter C	+
Agencies beginning with the letter D	+
Agencies beginning with the letter E	+
Agencies beginning with the letter F	+
Agencies beginning with the letter G	+
Agencies beginning with the letter I	+





Our content available via API





Specialized Content

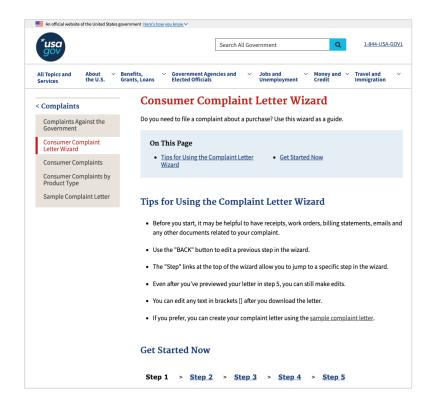


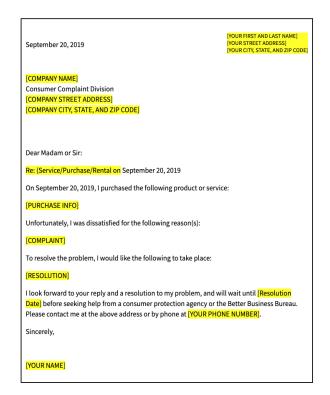
Specialized content

- Wizard tool
- Infographics
- Videos
- Featured Articles
- Voting information on USA.gov and Vote.gov



Consumer complaint letter wizard



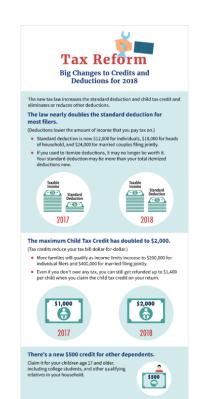




Infographics











Videos







Featured articles

English

Novedades

Lea y publique nuestros últimos artículos bilingües con información confiable, actual e importante del Gobierno.



Cómo recuperarse después de un huracán

El huracán Dorian afectó en distintos grados a las poblaciones de varios estados del sureste del país. Si usted fue uno de los afectados, siga estos consejos y pasos a seguir para recuperarse después de un huracán.



USAGov en Español: su guía de información y servicios del Gobierno

Conozca USAGov en Espanol y encuentrer información general sobre el Gobierno y sus distintos programas y beneficios. Viste nuestro sitio web, nuestras redes sociales, suscríbase a nuestro email o llame a nuestro centro de contacto.



5 consejos de USAGov en Español para iniciar el año escolar 2019

Las vacaciones de verano ya están a punto de terminar y el inicio del año escolar se acerca a pasos agigantados.

Español

Features

Read and use our articles in English and in Spanish which highlight timely and valuable government information.



Be More Travel Savvy: Join Us for a Travel Twitter Chat on 9/24

Join us on Tuesday September 24 at 1PM ET to learn about travel preparation. Bring your questions about passports, applications, airport lines, vaccines before traveling, and more.



Apply for a Passport in Person at an Event Near You

Getting ready to travel abroad in 2020? Before you book flights, look for attractions, and explore places to eat during your trip, be sure you have a

passport.



Caring for Caregivers: Resources from USAGov Help in Difficult Times

It's easy to feel overwhelmed when you're caring for a parent, spouse, or child with medical needs.



Individual featured articles

This Valentine's Day Help Someone Experiencing Abuse

Date: February 6, 2018

The greeting card aisle crams with shoppers, struggling to find the right sentiment. Buyers line up at the register with heart-shaped boxes of chocolate and keep florists busy juggling orders for beautiful bouquets. It's all part of the excitement and romance of Valentine's Day. But for someone who's recovering from sexual assault or living with domestic violence, all of the cards and roses in the world can't make up for the pain.

If you want to support a friend in this difficult situation, or if you need support yourself, <u>USAGov</u> has gathered these resources to help:



When your friend needs you

"You really don't know unless you've been there." From the outside, it can be hard to understand why people hesitate to report a sexual assault or <u>stay in abusive relationships</u>. But there are a lot of reasons: fear that no one would believe them—especially if the attacker is respected in the

Cómo recuperarse después de un huracán

Fecha: 12 de septiembre de 2019

El huracán Dorian causó fuertes vientos, lluvia e inundaciones en algunas partes del país. Si se encuentra en un área que fue afectada por esta tormenta, le recomendamos los siguientes consejos y enlaces.

- Volver a casa tras un desastre.
 Regresar a casa luego de haber
 evacuado podría ser peligroso si las
 condiciones aún no son las
 propicias. Siga siempre las
 instrucciones de los oficiales del
 Gobierno estatal y local. No regrese
 a su casa hasta que las autoridades
 locales le informen que ya es
 seguro hacerlo. No entre si percibe
 algún riesgo como olor a gas, agua
- Voluntariado y donaciones. Luego de un desastre como un huracán, muchas personas quieren ayudar a los damnificados, trabajando de voluntarios o realizando algún tipo de donación. La forma más responsable de colaborar es enviando dinero en efectivo a organizaciones de confianza y reconocidas. El envío de dinero no conlleva las dificultades logísticas de trasladar donaciones en especies y, además, ayuda a la recuperación de la economía local al permitir que se realicen compras en las comunidades afectadas.

de inundación alrededor de la vivienda o líneas eléctricas caídas.

Si quieres ayudar a los damnificados después de un huracán, sigue estos consejos:

To the second se

¡Ten cuidado con las estafas! Dona siempre a organizaciones conocidas y confiables.

Indica claramente a quién quieres donar tu dinero.





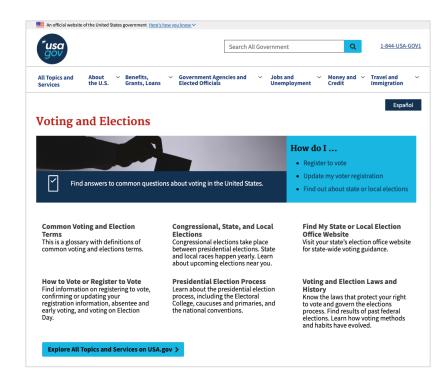
Nunca abras enlaces adjuntos en un correo electrónico de un remitente desconocido.

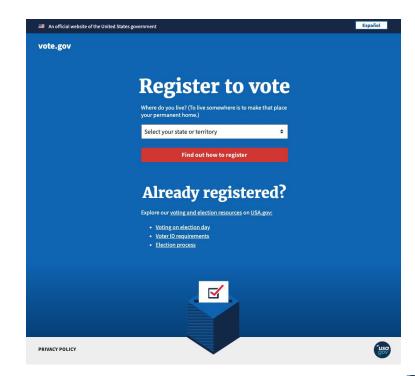
Presentado por





Voting information







Accessible Content



Accessibility

- How we make our content accessible
- Why was the "Disability Services" section added to our website



We make our content accessible

We make sure that any functionality and content on our websites are accessible and available to everyone. To do this, we:

- Provide meaningful descriptions for images, audio files, videos, and all other nontext elements
- Provide a complete transcript of any infographic
- Use bullets when appropriate, as it's easier for scanning
- Make sure our content is accessible to individuals who use assistive technologies like screen readers, magnifiers, or special keyboards
- Include transcripts and audio description tracks for all audio and video content
- Use keywords at the beginning of headings so people can quickly grasp the content in a given section



New Disability Services section

Disability Services



How do I ...

- · Get financial help
- · Know what benefits I qualify for
- · Find help for caregivers

Benefits and Insurance

Discover disability benefits and insurance options that you may qualify for.

Government and Local Disability Programs

Find programs and services from the government and around your community to help you or a family member live with a disability.

Your Legal Disability Rights

Learn about federal laws that define and protect the rights of people with disabilities.

Caregiver Support

Get tips and information to help you care for your loved one with special medical needs.

Jobs and Education

Find resources about jobs and education for persons with disabilities.

Financial Assistance and

Support ServicesExplore programs for people with disabilities to help with housing, taxes, medical bills, and more.

Veterans Disability Benefits

Learn about types of benefits available to some veterans with disabilities.



Social Media Web Chat Email Subscriptions



Social media, web chat service, & email subscriptions

- Facebook, Twitter, Instagram, and YouTube
- Web chat
- Email subscriptions
- USAGov Blog



Facebook, Twitter, Instagram, YouTube

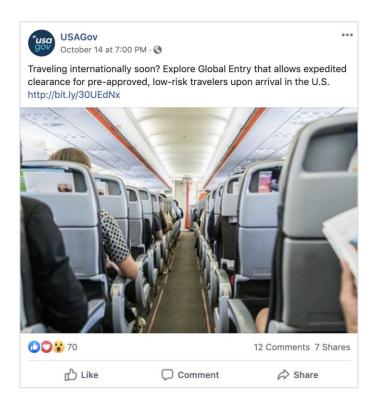
Our followers can:

- Have real-time and historic access to government information where and when they want it
- Get answers to questions by commenting on posts or sending direct messages
- Join the conversation within a topic of their interest through hashtags





Facebook post

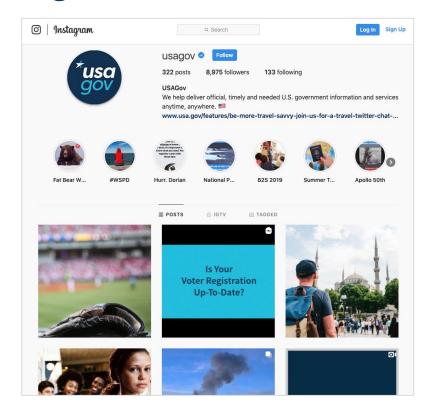


Twitter post





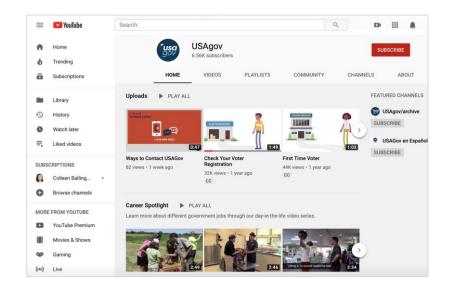
Instagram







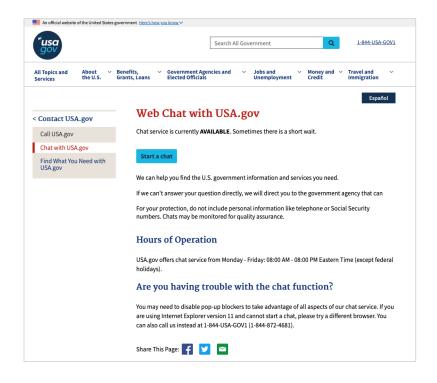
YouTube channels







Web chat service







https://www.usa.gov/chat



Email subscriptions

Our goal with email messaging is to communicate:

- Information that people need (for example, how to renew your passport)
- Messages that people want to read (for example, how to display the American flag)
- Essential information that affects people's lives (for example, food recalls)
- Emergency information subscribers have the option to provide their state or ZIP Code to get timely emergency related emails







Compre sin pagar impuestos

En determinadas fechas del año, algunos estados no aplican el impuesto sobre las ventas a ciertos productos ("tax holiday"). Programe y aproveche para hacer sus compras en esos días. En las próximas semanas, por ejemplo, la exención estará orientada a artículos como calzado, ropa y material para el regreso a la escuela. Conozca cuándo será el "tax holiday" en su estado y qué productos estarán incluidos.

Ahorre dinero con el tax holiday

¿Recibió este email de otra persona?

¡Quiero Suscribirme!

Comparta esta información a través de:











Plan for Your Future With SSA's Benefits Calculator

Do you need help understanding your Social Security benefits as you plan for your financial future? The Social Security Administration offers a benefits planning tool for those who are looking to retire, are disabled, or have suffered the loss of a family member. Use the online calculators to get an instant estimate on your future retirement, disability, and survivors benefits.

Help Me Plan My Social Security Benefits

Did you get this email from a friend?

Subscribe me!

Share this message via:



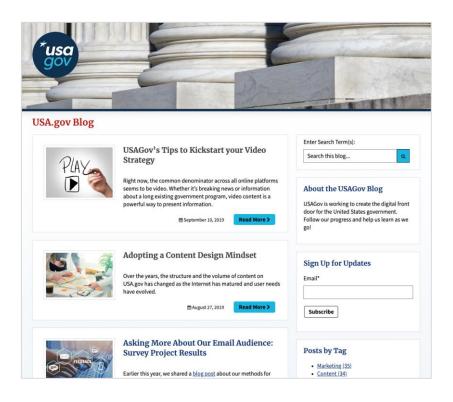








The USAGov blog: sharing best practices







Website Analytics



Website analytics dashboard



https://www.usa.gov/website-analytics

Built using the same code as the government-wide https://analytics.usa.gov/



Search



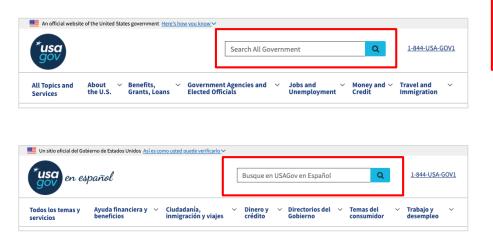
Search

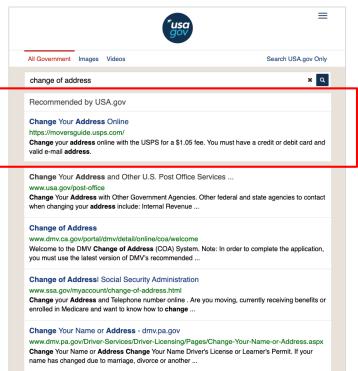
- USAGov government-only search engine
- Search engine code
- Business keyword search



USAGov's search engine

Searches all .govs and all .mils







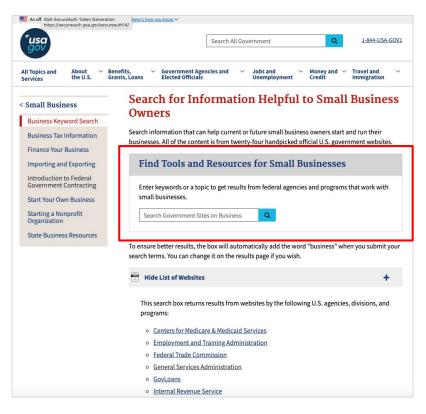
Using government-only search (code)

Insert our search box on your library's website.

```
<form accept-charset="UTF-8" action="http://search.usa.gov/search" id="search_form" method="get"><div style="margin:0;padding:0;display:inline"><input name="utf8" type="hidden" value="&#x2713;" /></div>
<input id="affiliate" name="affiliate" type="hidden" value="usagov" />
<label for="query">Enter Search Term(s):</label>
<input autocomplete="off" class="usagov-search-autocomplete" id="query" name="query" type="text" />
<input name="commit" type="submit" value="Search" />
</form>
```



Business keyword search





Improving User Experience

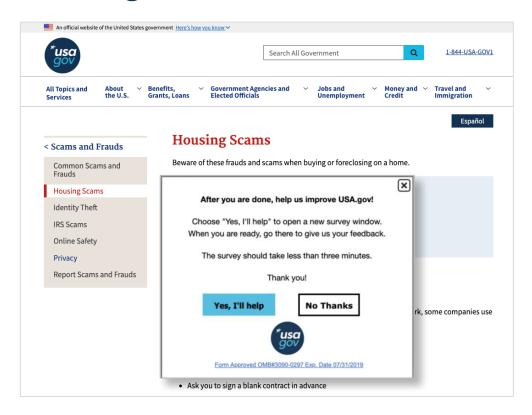


Improving USAGov's user experience

- Surveys
- Search terms
- Content: what we keep, what we don't
- Where do people click the most?
- Improvement to overall navigation
 - Mobile Menu
 - Sticky Navigations
 - Content in accordions



Getting feedback from the Public - Surveys









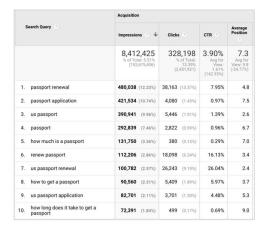
	Н 4	▶ J	K	L	М	N	0	
1	Originally exported Date and Time	Page URL −	Was this page helpful?	I found this page helpful because it =	I did NOT find this page helpful because it —	Thank you! How can we make this page more helpful?	Flag	T
12268	02/16/19 12:44	https://www.usa.gov/passport-problems	Yes	Other		No information about what a US Citizen could carry out of US and bring it back without any problems.	Informative	~
12750	02/18/19 22:19	https://www.usa.gov/passport-problems	Yes	Was easy to und	erstand, Other	show/tell me where to get form ds-82.	Informative	*
12842	02/19/19 10:57	https://www.usa.gov/passport	Yes	Had the informat	tion I needed, Was	Need current fees for each passport application Thank you	Informative	*
12939	02/19/19 14:58	https://www.usa.gov/passport-problems	Yes	Had the informat	ion I needed, Was	I found all the information I needed on the page which was a phone number. I do not see any recommendations needed.	Informative	~
12956	02/19/19 15:32	https://www.usa.gov/passport	No		Other	It says in once place you can "apply online" and then another lines says you "fill it out online but must present or mail"	Informative	
13279	02/20/19 16:05	https://www.usa.gov/americans-abroad	No		Has too little info	I cannot believe the us department of state does not know if a visa is required for U.S. citizens visiting other countries. This list should easily be available, saving U.S. citizens valuable time	Informative	
13614	02/21/19 16:46	https://www.usa.gov/passport	No		Has too much inf	This page should be made simpler. There is too much information, and in some cases redundant information. First impression is confusion. Could simplify presentation by collapsing or linking the special circumstances information (e.g., expedited, minors).	Informative	
13656		https://www.usa.gov/passport	Yes	Was easy to und		How to print DS-11 FORM	Informative	*
13801	02/22/19 10:17	https://www.usa.gov/passport-problems	No	·		Simplify the basics questions. I just wanted to know how much to renew my passport. i do not need to know ALL THE FACTORS INVOLVED.	Informative	~



Getting feedback from the Public - Search terms



Referring Search Terms from google.com



Terms searched on our pages

Search Term ?	Total Unique Searches	Results Pageviews / Search	% Search Exits	% Search Refinements	
	7,189 % of Total: 3.18% (225,956)	1.02 Avg for View: 1.61 (-36.26%)	63.12% Avg for View: 49.49% (27.55%)	10.48% Avg for View: 23.48% (-55.36%)	
1. form ds-82	591 (8.22%)	1.03	70.22%	6.58%	
2. ds-82 form applicat	on 558 (7.76%)	1.04	63.26%	7.96%	
3. ds-82	436 (6.06%)	1.02	69.50%	10.09%	
4. ds-11 form	403 (5.61%)	1.02	66.00%	4.84%	
5. form ds-11	254 (3.53%)	1.02	66.14%	5.81%	
6. ds-82 form	228 (3.17%)	1.03	65.79%	7.69%	
7. ds-11	210 (2.92%)	1.01	62.38%	15.96%	
8. lost passport	165 (2.30%)	1.04	84.85%	1.17%	
9. passport card	141 (1.96%)	1.06	76.60%	2.01%	
0. ds 82	126 (1.75%)	1.01	73.02%	3.94%	

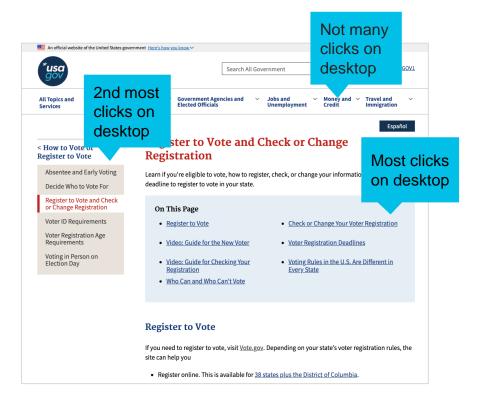


Content: what we keep, what we don't

	A	В	С	D	E	F	G	Н	I	J	К
1	"Asset Node Id"	Title	Year of "Created Date"	Month of "Created Date"	"For Use By"	"Type of Asset"	Fixed Roll up Usage along Table (Down)	% of Total Fixed Anchor Click Math along Table (Down)	Fixed Anchor Click Math	% of Total Fixed SF Math along Table (Down)	Fixed SF Math
2							Total	Website	Website	Salesforce	Salesforce
28	212669	Passport Fees	2016	March	USAGov English	Text Asset	0.6741%	1.31%	206,559	0.04%	71
29	35882	Apply for Unemployment Benefits	2015	January	USAGov English	Text Asset	0.6608%	0.62%	98,206	0.70%	1,376
30	35997	Steps to File a Complaint Against a Co	2015	January	USAGov English	Text Asset	0.6600%	0.20%	30,832	1.12%	2,217
31	36647	Vital Records Issued in the United Star	2015	January	USAGov English	Text Asset	0.6584%	1.06%	167,064	0.26%	504
32	35357	Request Military Records	2015	January	USAGov English	Text Asset	0.6069%	0.44%	69,898	0.77%	1,518
33	37577	Find ZIP Codes and Post Offices	2015	January	USAGov English	Text Asset	0.5984%	0.05%	7,364	1.15%	2,268
34	34757	Help with Home Repairs and Modificat	2015	January	USAGov English	Text Asset	0.5747%	0.33%	52,579	0.82%	1,608
35	212655	Passports for Minors Under the Age of	2016	March	USAGov English	Text Asset	0.5653%	0.64%	99,979	0.50%	977
36	35412	Minimum Wage, Overtime, and Miscla	2015	January	USAGov English	Text Asset	0.5557%	0.08%	12,029	1.03%	2,041
37	36212	U.S. Citizenship through Naturalization	2015	January	USAGov English	Text Asset	0.5394%	0.38%	59,492	0.70%	1,382
38	211567	Locate a Federal Inmate	2015	May	USAGov English	Text Asset	0.5385%	1.03%	161,949	0.05%	95
39	35442	Check Your Federal Tax Refund Status	2015	January	USAGov English	Text Asset	0.5070%	0.20%	32,134	0.81%	1,597
40	213803	Government Grant Scams	2017	December	USAGov English	Text Asset	0.5065%	0.03%	4,140	0.99%	1,946
41	35277	Wrongful Discharge/Termination of Em	2015	January	USAGov English	Text Asset	0.4998%	0.11%	16,693	0.89%	1,762
42	37337	Absentee Voting, or Voting by Mail	2015	January	USAGov English	Text Asset	0.4827%	0.55%	85,882	0.42%	828
43	35087	Credit Reports	2015	January	USAGov English	Text Asset	0.4788%	0.72%	113,868	0.23%	462
44	36427	Civil Service Retirement	2015	January	USAGov English	Text Asset	0.4749%	0.07%	10,613	0.88%	1,740
45	35672	How to Locate U.S. Military Personnel	2015	January	USAGov English	Text Asset	0.4721%	0.75%	118,766	0.19%	374
46	37267	Foreign Nationals Driving in the United	2015	January	USAGov English	Text Asset	0.4581%	0.32%	50,685	0.59%	1,172
47	35462	Medicaid and Children-s Health Insura	2015	January	USAGov English	Text Asset	0.4539%	0.19%	30,358	0.72%	1,410
48	35812	Find Affordable Rental Housing	2015	January	USAGov English	Text Asset	0.4455%	0.34%	53,976	0.55%	1,081
49	37232	Internet Fraud	2015	January	USAGov English	Text Asset	0.4424%	0.09%	14,122	0.80%	1,568



Where do people click the most?



2nd most clicks on mobile

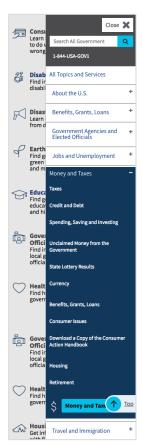




Old mobile menu

- Reflected only 6 topics (out of 17)
- Users could only drill down 2 levels deep in our IA
- All second level topics would expand in the same window, making it hard to navigate (specially for keyboard users)
- The interaction with the navigation was overwhelming and at times confusing for users







Old mobile sub-menu

"More Topics on this Section"

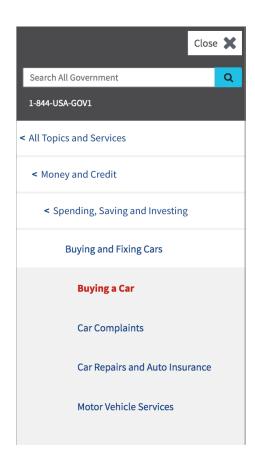
- This section was added to our site to supplement the lack of topics not shown in the main MENU navigation
- Data told us that this section was barely clicked on
- When conducting usability tests, we observed visitors using mostly the
 "MENU" button as their main form of navigation





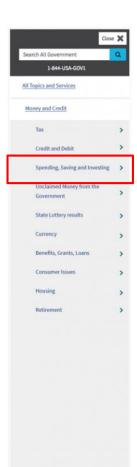
New Mobile Menu

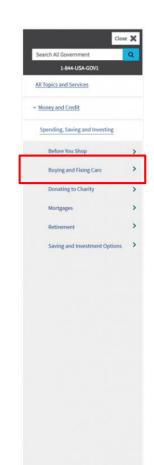
- It shows all topics on the first screen in menu
- Users can drill down to any level of the IA (up to 5) without leaving the menu
- It indicates the page a user is currently on
- Menu expands the full width of device giving room for long link labels and wrapping

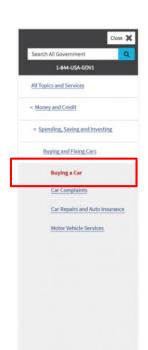


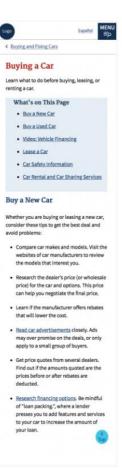






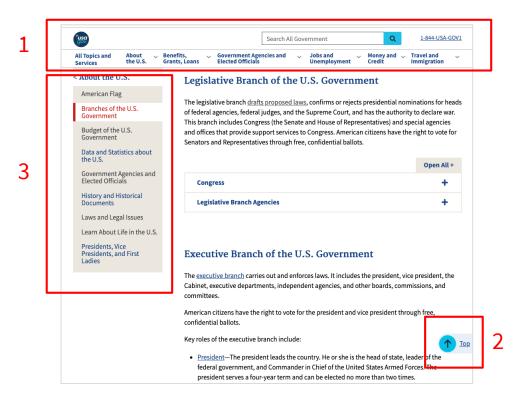


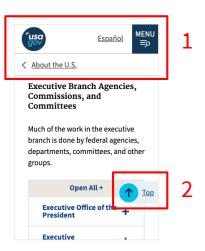






Sticky navigations

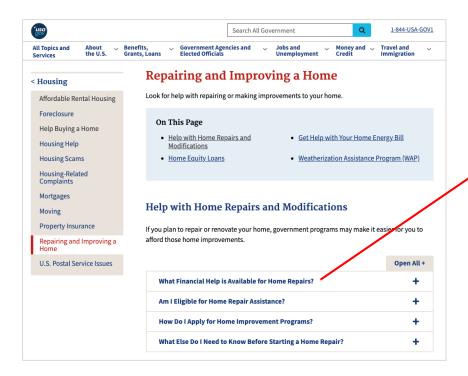


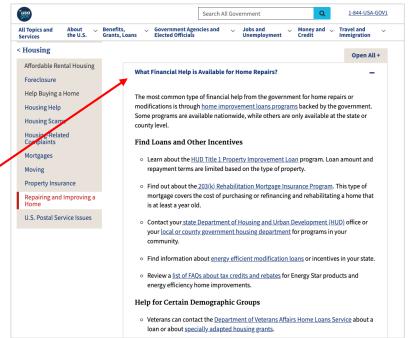


- 1 Main navigation
- 2 Back to top
- 3 Left navigation in desktop



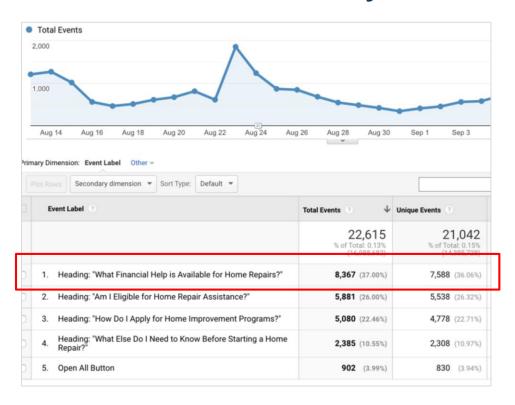
Content in accordion style







Content in accordion style - data



Help with Home Repairs and Modifications

If you plan to repair or renovate your home, government programs may make it easier for you to afford those home improvements.

	Open All +	
What Financial Help is Available for Home Repairs?	+	
Am I Eligible for Home Repair Assistance?	+	
How Do I Apply for Home Improvement Programs?	+	
What Else Do I Need to Know Before Starting a Home Rep	air? +	



Experimental Projects



Experimental projects

- Tooltips
- FAQ style pages from Google
- Chatbot



Tooltips

What is a Typical Presidential Election Cycle?

The presidential election process follows a typical cycle:

- Spring of the year before an election Candidates announce their intentions to run.
- Summer of the year before an election through spring of the election year Primary and caucus ? debates take place.
- January to June of election year States and parties hold primaries ? and caucuses.

Primary: an election

which of a party's

receive that party's nomination and be

their sole candidate later in the general

election.

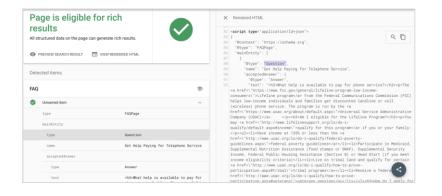
heir candidates.

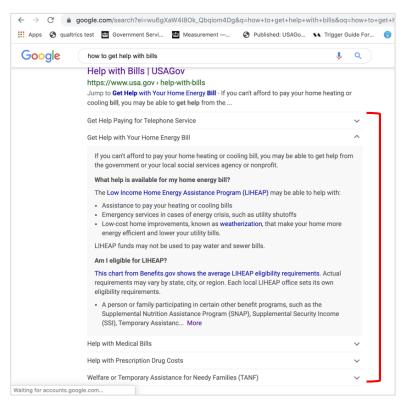
- July to early September Parties hold nominating cor held to determine
- September and October Candidates participate in p candidates will
- Early November Election Day
- December Electors ? cast their votes in the Electora
- Early January of the next calendar year Congress counts the electoral votes.
- January 20 Inauguration Day



FAQ style pages for Google

We are experimenting with FAQ page schema markup that is <u>supported by Google</u> for providing content to their rich results.

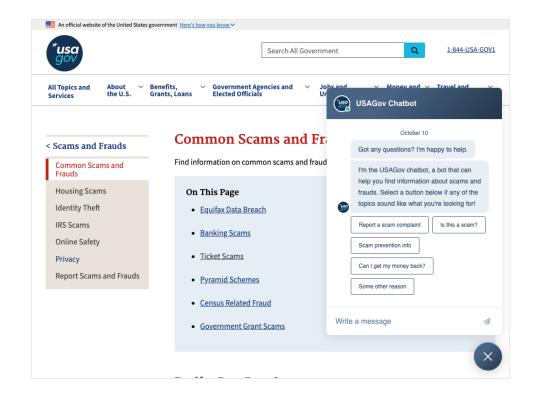






Chatbot







Thanks for listening! Any Questions?



Resources



Resources

- https://www.usa.gov/complaint-letter-wizard
- https://www.usa.gov/business-search
- https://www.usa.gov/contact
- https://www.usa.gov/federal-agencies/a
- https://www.usa.gov/agencies

- https://www.usa.gov/branches-of-government
- https://platform-api.usa.gov/
- https://www.data.gov/
- https://analytics.usa.gov/
- https://search.gov/



Demo time!

