

# User Insight & Georgia.gov

Expert Review, Competitive Analysis &  
User Research



**Digital Services**  
GEORGIA

# User Research

**In July, 2017, User Insight, in conjunction with GGI, conducted an Expert Review and User Research on:**

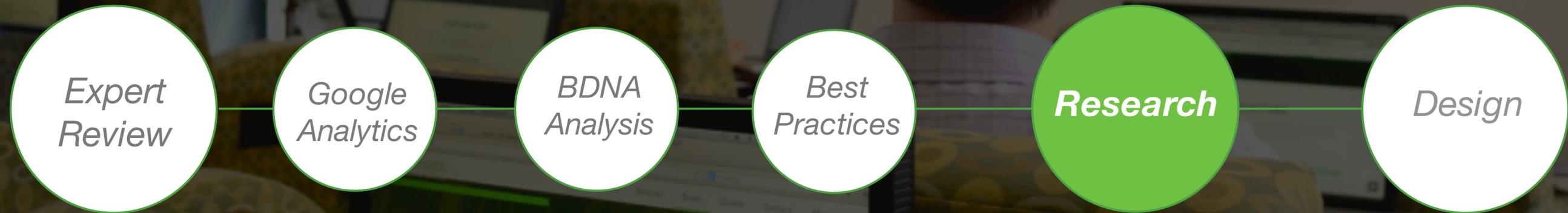
- Georgia.gov
- GA Department of Revenue
- Department of Human Services-Child Support Divisions
- GA Department of Labor and Driver Services

**on both desktop and mobile (web).**

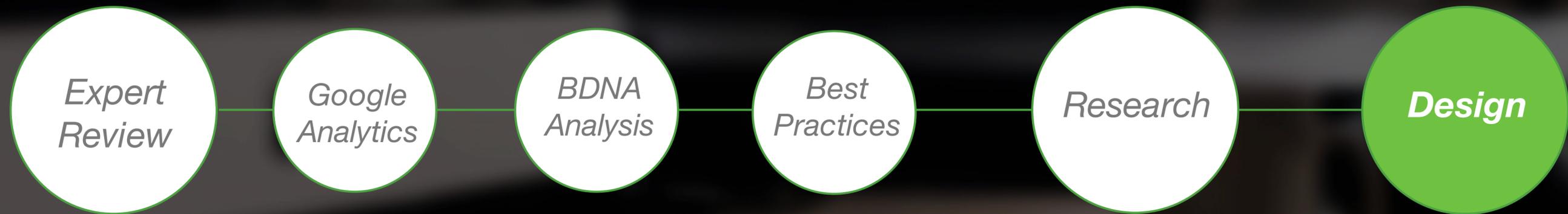
**The focus of this research was to create a baseline assessment to better understand Users' expectations and current experience.**



An expert review is an inspection method designed to identify usability problems in an online product or service. The review is carried out by a small group of usability experts who analyze the product or service to identify any potential usability issues.



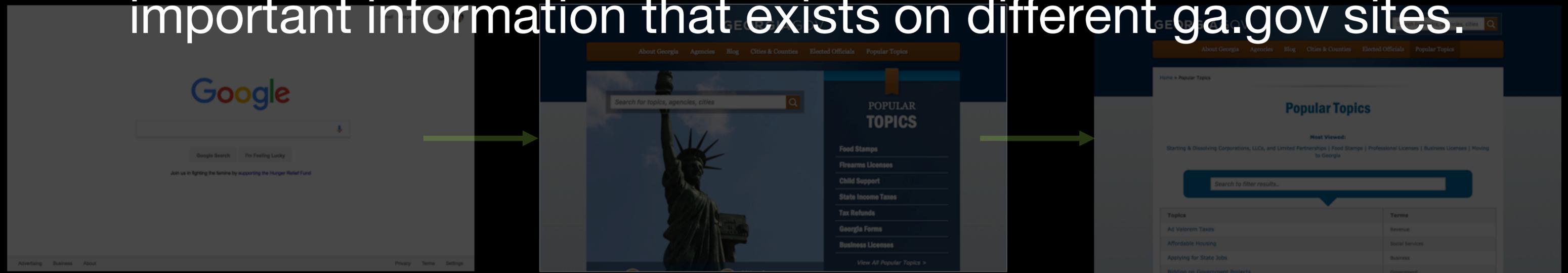
One on one interviews are a common user research technique used typically to get qualitative information from either existing or potential users.





# Organic searches make up the majority of leads to ga.gov websites.

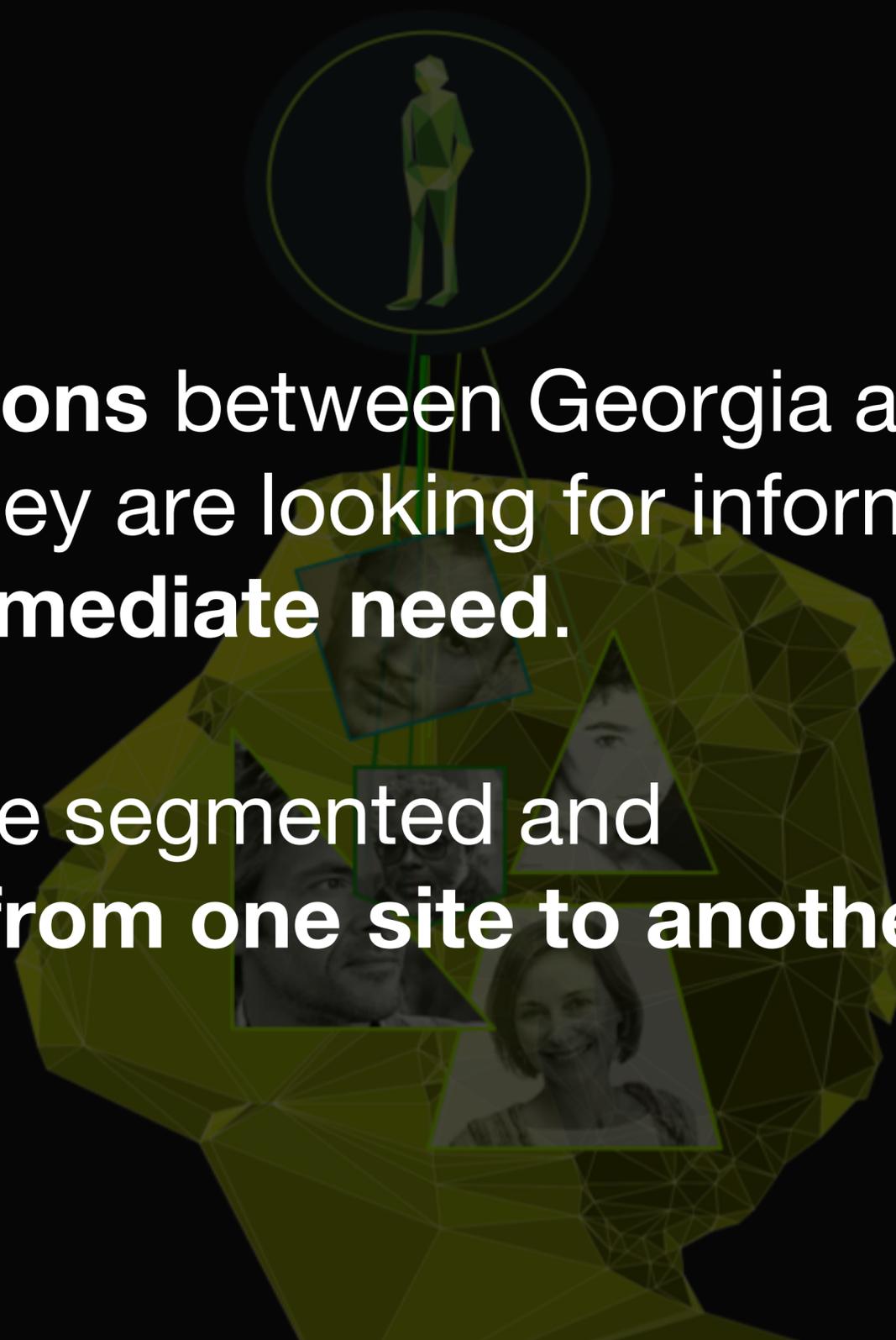
Once Users visit one website, there is not a clear way for them to move between agency websites. This results in Users missing important information that exists on different ga.gov sites.





**Users do not understand the divisions between Georgia agencies. When visiting ga.gov websites, they are looking for information related to their immediate need.**

**Currently, the sites are segmented and do not help Users navigate from one site to another.**



## Analytics revealed that while Georgia.gov has a high number of total visitors...

	<i>Total visitors</i>	<i>Avg pgs per session</i>	<i>Session duration</i>	<i>Bounce rate</i>	<i>% new users</i>
<b>DDS</b>	1M (tracking started late)	3.29	03:43	30.36	61.51
<b>DOL</b>	2.6M	2.49	03:19	25.46	35.57
<b>DOR</b>	5.2M	3.10	02:46	19.96	53.45
<b>DFCS</b>	2.5M	2.43	02:43	42.97	60.32
<b>GA.gov</b>	5M	1.84	01:47	47.68	64.94



Georgia.gov has the least number of page views per session  
(less than 2 pages),  
the shortest session duration  
(under 2 minutes),  
and the highest bounce rate (47%) of all the sites we viewed.

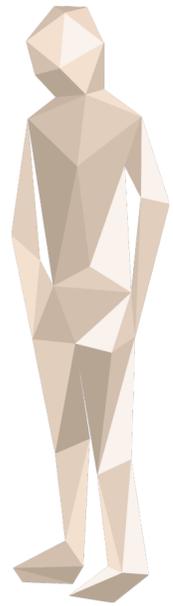
U

# BEHAVIOR DNA



# SUPPORT

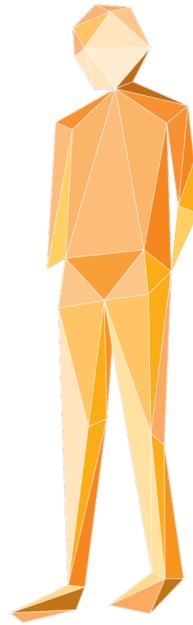
## BEHAVIORAL LANDSCAPE



**TRADITIONAL**



**OPPORTUNIST**



**TRUSTING**



**THOROUGH**



**DECISIVE**

guidance

- appreciate assistance
- welcome recommendations
- easily overwhelmed by too many options
- prefer use a single, stepped path
- will compromise wants rather than leave

self support

- know what they want
- like to make their own choice
- empowered by many choices and detailed information
- prefer ability explore multiple paths
- will abandon if they can't get what they want





# Organic Search by Behavior

Google how to register a vehicle in georgia

About 13,700,000 results (0.89 seconds)

**Georgia Car Registration Requirements & Steps | DMV.org**  
[www.dmv.org/ga-georgia/car-registration.php](https://www.dmv.org/ga-georgia/car-registration.php)  
 Registering Your Car Has Never Been Easier. Do It Today.  
 A Smarter DMV Alternative - Free Insurance Quotes - The Unofficial DMV Guide  
 A+ Rating - Better Business Bureau

Basic Practice Test from \$9.99 50 Question Test  
 Complete Practice Test from \$14.99 100 Question Test  
 Practice Test Plus from \$24.99 100 Question Test & More

**Visit your local Georgia tag office.**

1. Visit your local Georgia tag office.
2. Complete a Tag/Title Application (Form MV-1).
3. Provide proof of insurance and identity, your vehicle title, and a certificate of inspection.
4. Pay your vehicle registration and titling fee.
5. For more information, please continue reading.

**Georgia Car Registration Requirements & Steps | DMV.org**  
<https://www.dmv.org/ga-georgia/car-registration.php>

People also ask

- How do you re register a vehicle?
- What do you need to register your car?
- What do you need to renew your tag in GA?
- What do you need to renew your car registration?

**Georgia Car Registration Requirements & Steps | DMV.org**  
<https://www.dmv.org/ga-georgia/car-registration.php>  
 Visit your local Georgia tag office. Visit your local Georgia tag office. Complete a Tag/Title Application (Form MV-1). Provide proof of insurance and identity, your vehicle title, and a certificate of inspection. Pay your vehicle registration and titling fee. For more information, please continue reading.  
 Georgia Car Inspection · Car Insurance · Other Vehicle Registrations

**Newly Purchased Vehicle - Department of Revenue - Georgia.gov**  
<https://dor.georgia.gov/newly-purchased-vehicle-0>  
 How do I register a new (or new to me) vehicle in Georgia?  
 Register and Title a Newly ... · Registration when a Title Held ...

**General Registration Information - Department of Revenue - Georgia.gov**  
<https://dor.georgia.gov/general-registration-information>  
 If you choose to register your vehicle(s) in Georgia, you must comply with all requirements of vehicle registration and apply at the County Tag Office in the county where you are stationed. To learn more view our Georgia's Title and Registration Requirements.

**Motor Vehicle Titles and Registration | Department of Revenue**  
<https://dor.georgia.gov/motor-vehicle-titles-and-registration>  
 When purchasing or transferring a vehicle, you should immediately apply for your title and obtain or transfer a Georgia license plate at your County Tag Office.

**How to Register a Vehicle in Georgia - DMV.com**  
<https://www.dmv.com/ga/georgia/vehicle-registration>  
 Georgia law requires that motor vehicle owners must register their vehicle with the Georgia Department of Driver Services before taking it on the road. Both new ...

**Renew your Tag - Georgia Department of Revenue**  
<https://mvd.dor.ga.gov/tags/>  
 Home · Vehicle Registration Renewals. Vehicle Renewals Online ... This is a Georgia Department of Revenue system and is intended exclusively for use by ...

**How Much Does It Cost to Register a Car in Georgia - CarsDirect**  
<https://www.carsdirect.com/dmv/license-plates>  
 Jan 27, 2012 - As in many states, the cost to register a car in Georgia varies somewhat depending on the year, make, model and value of the vehicle.

**Vehicle Registration - Cherokee County, GA**  
[www.cherokee.ga.com/Tax-Commissioners-Office/car-tags/vehicle-registration/](http://www.cherokee.ga.com/Tax-Commissioners-Office/car-tags/vehicle-registration/)  
 Registrations must be processed in the county where the vehicle owner resides. ... The vehicle registration must be renewed by the renewal date each year or ...

**How to Register Your Vehicle for a Georgia Tag - TripSavvy**  
<https://www.tripsavvy.com/.../Essential-Info-for-Georgia>  
 Feb 7, 2017 - Georgia law requires that within 30 days of becoming a legal resident, you must register your vehicle with the Georgia Motor Vehicle Division.

**Registering a Vehicle in Glynn County | Glynn County, GA - Official ...**  
<https://www.glynncounty.org/1504/Registering-a-Vehicle-in-Glynn-County>  
 TO REGISTER A VEHICLE IN GLYNN COUNTY We accept local checks, cash, money order, cashier's check. We now accept credit cards in the office (Visa, ...

Searches related to how to register a vehicle in georgia

- georgia vehicle registration renewal
- georgia vehicle registration fees calculator
- ga vehicle registration status
- ga license plates
- ga dor website
- georgia vehicle registration lookup
- ad valorem tax ga
- georgia tag renewal grace period

Googoooooooooogle

DMV.org

In page information (source: DMV.org)

DMV.org

Dor.ga.gov

Dor.ga.gov

Dor.ga.gov

DMV.com



## THOROUGH

Will systematically click through each of these results, typically they like to open up new tabs for each link they are interested in, if they are in research mode (and depending on complexity) they will spend a long period of time reading and cross comparing information.



## DECISIVE

Like to cut through middle men and go right to the source of information, they might skip a search and go right to a source like GA.gov or DOR.ga.gov. Decisives are confident in their ability to assess different sources and not get tricked so they are okay with going to non-accredited sites for information. They want to be able to find information they need quickly without having to talk to anyone.



## OPPORTUNIST

Are probably in flight mode, doing this search at the last minute. They will click on the easiest link or area of information. The photo and steps that DMV surfaces on the google results are very appealing to opportunists. They will not differentiate between .org and .gov and will most likely appreciate whatever site feels the most convenient.



## TRUSTING

Want to be successful on their own, they will see the steps in the DMV in page information and will click on that link. They will also appreciate the "People also ask" section because that might help them if they typed in an incorrect search string.



## TRADITIONAL

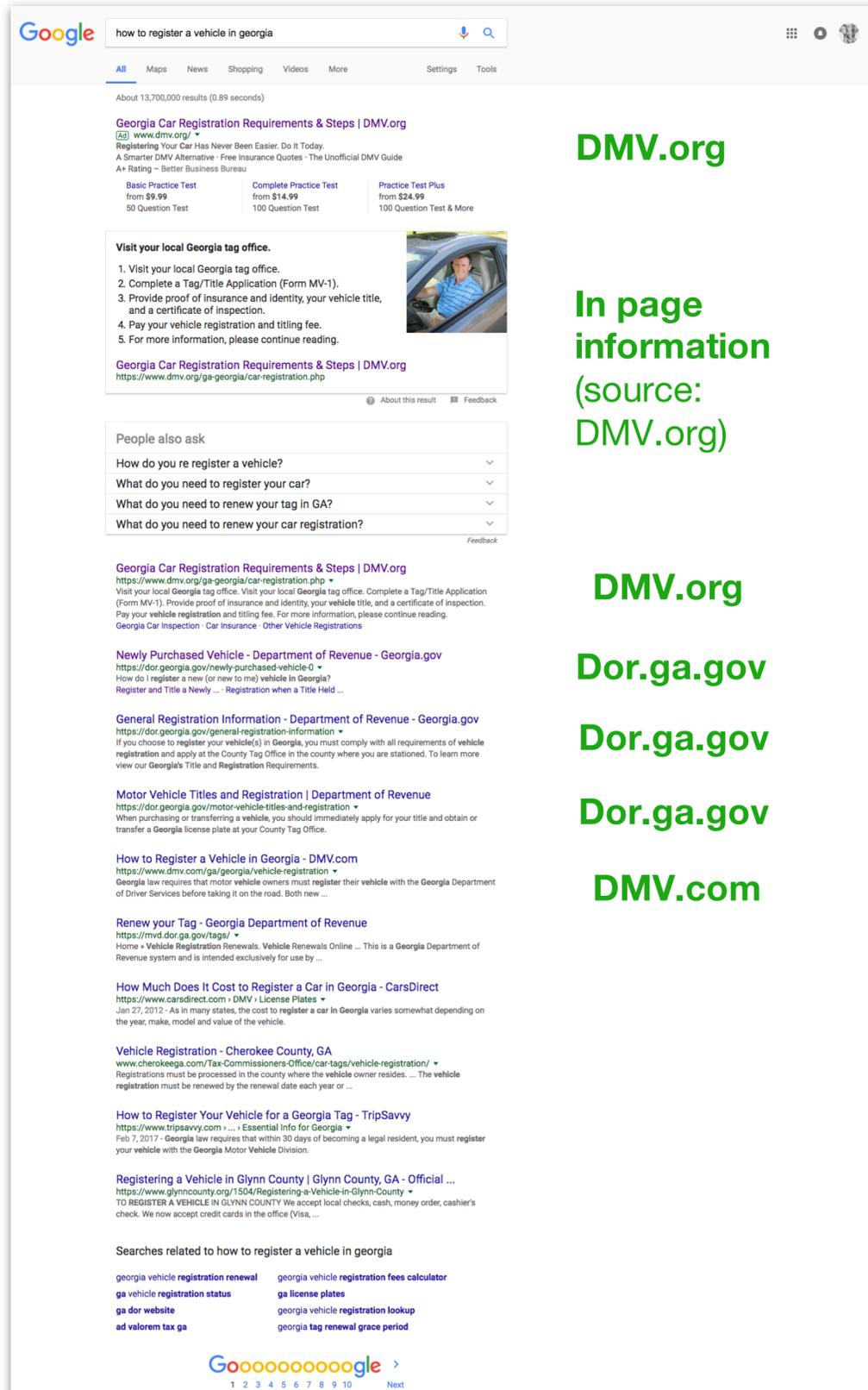
Would also go right to the source like GA.gov or find someone to help them figure out what they need. They are the most likely group to try and go to a brick and mortar location to solve their problem and will escalate questions to customer service as quickly as possible rather than look for it online.





# OPPORTUNIST

An Opportunist is in flight mode, doing this search at the last minute. They will click on the easiest link or area of information. The photo and steps that DMV surfaces on the google results are very appealing to Opportunists.



DMV.org

In page information (source: DMV.org)

DMV.org

Dor.ga.gov

Dor.ga.gov

Dor.ga.gov

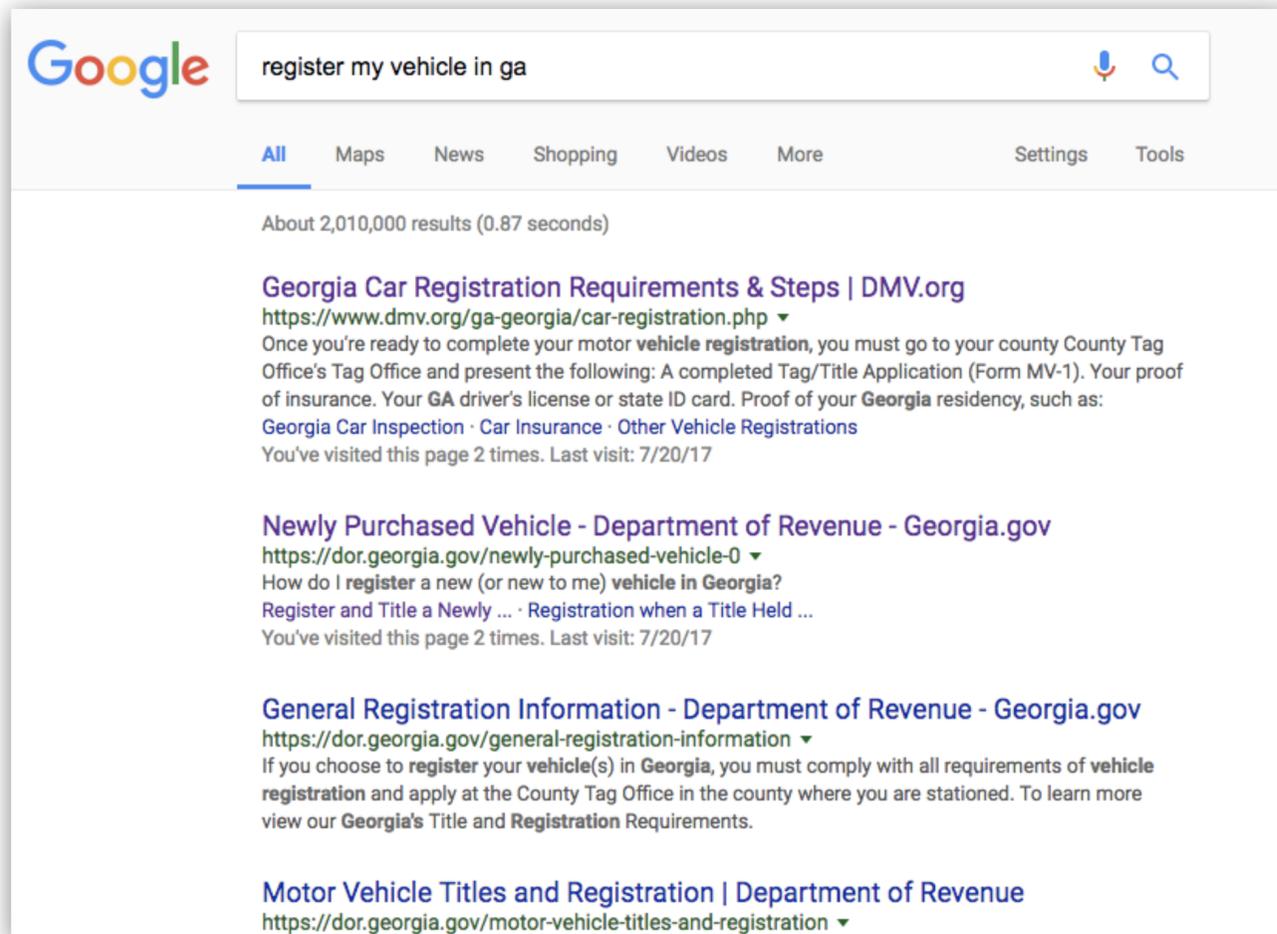
DMV.com

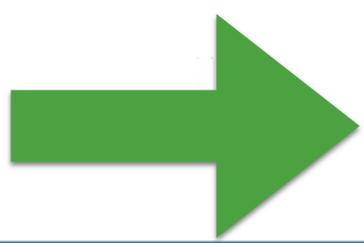




# OPPORTUNIST

An Opportunist will not differentiate between .org and .gov and will most likely choose whatever site feels the most convenient. They will enter personal information on the site, thinking it is a trusted source. Later, if there's trouble, they will seek help – in person or on the phone at a government agency.





DMV.ORG IS A PRIVATELY OWNED WEBSITE THAT IS NOT OWNED OR OPERATED BY ANY STATE GOVERNMENT AGENCY.

(Why This Disclaimer Is Important)



Search

Georgia

GO

277K

Like

Home

License & ID

Registration & Title

Violations & Safety

Insurance

Buying & Selling

DMV Office Finder

### Registration & Title

Registration Renewal

Car Registration

Other Vehicle Registrations

License Plates & Placards

Disability Plates and Placards

Car Inspection

Replacing a Lost Registration

Replacing a Lost Title

Title Transfers

Buying & Selling Resources

Car Insurance

Home > Georgia > Registration & Title > Car Registration

## Car Registration in Georgia

DMV.org Insurance Finder

Join 1,972,984 Americans who searched DMV.org for car insurance rates:

Please Enter Your Zip:

e.g. 92109

Search Rates >

Next: Select a Provider





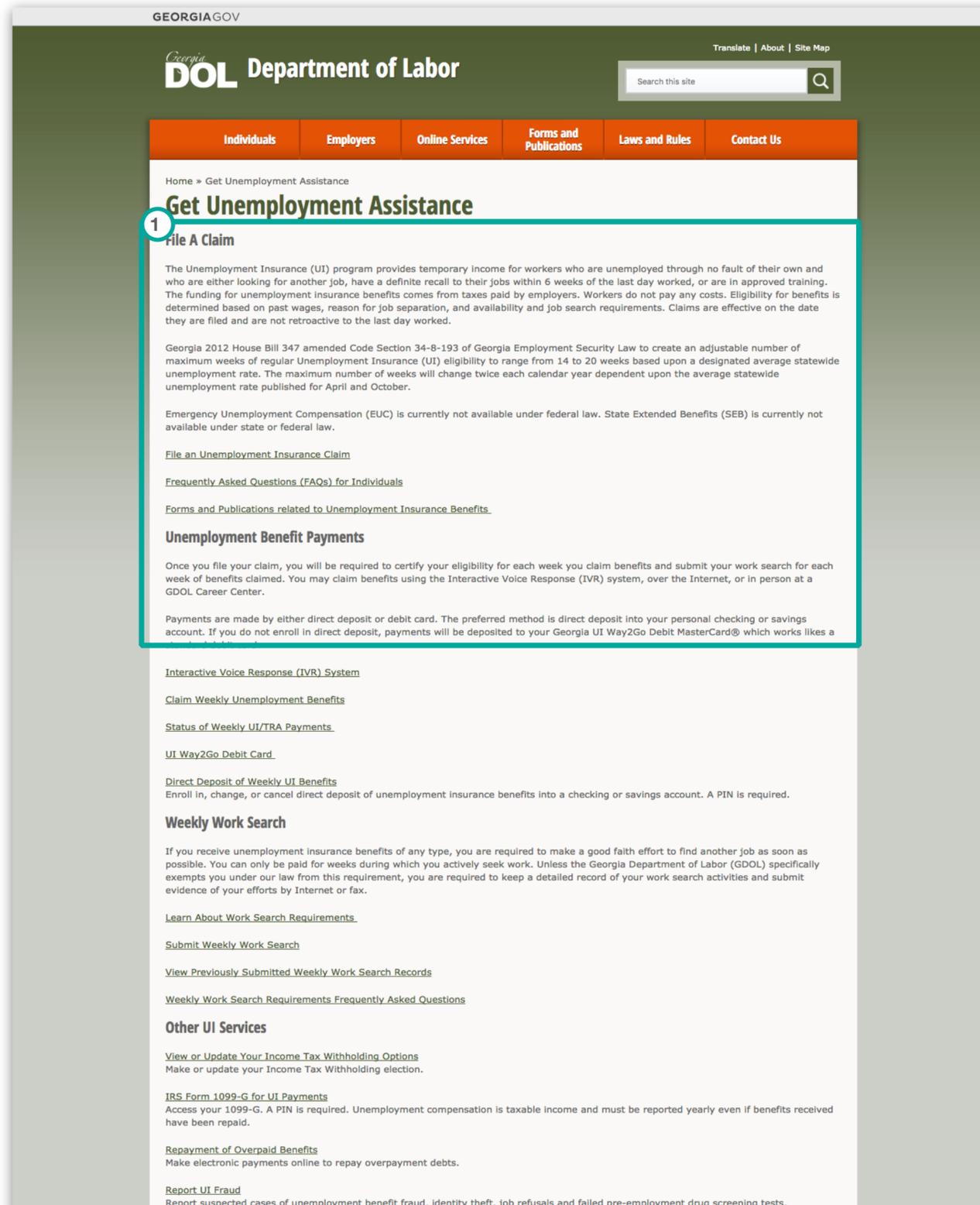
# OPPORTUNIST

① Opportunists are easily overwhelmed by too much information and appreciate detail broken down into steps of information.

Opportunists also like to do everything at the same time rather than having something drawn out. They are all about convenience and speed.

Key features to include:

- Images
- Interactive chat
- Search box





How to talk to each behavior

# OPPORTUNIST





# OPPORTUNIST

I've been putting this off and I just realized I need to figure out if am eligible for unemployment since I lost my job last week. Hopefully I can find an answer quickly, I'm not even sure what to search on. I hope I can find this information immediately online and I don't have to go to an office or call anyone. I'd like to be able to rectify everything all at once. If I could pay someone to expedite, I would - I'm looking for guidance and comprehensive easy steps to follow online. I would love a way to easily send some of this information to my phone, I just copied and pasted a few things into a text message to myself so I can quickly pull it up while I'm out.



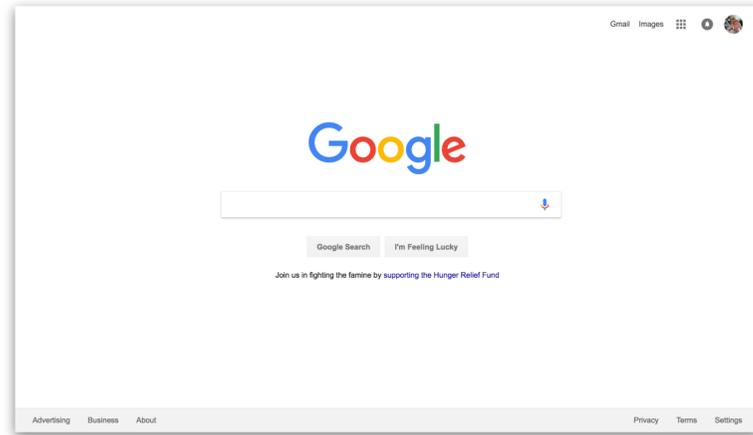


Based on Users' expectations and search process, **Ui recommends guiding Users to the Georgia.gov site from their initial google search** to help Users understand there are different websites and to provide a central point to where they can restart their search if they do not find what they are looking for.

**Georgia.gov has the potential to give Users a better understanding of all the services Georgia has to offer as well as making Users more self sufficient and successful at finding information on their own.**



# Ui Recommendation: Integrated User Experience under Georgia.gov



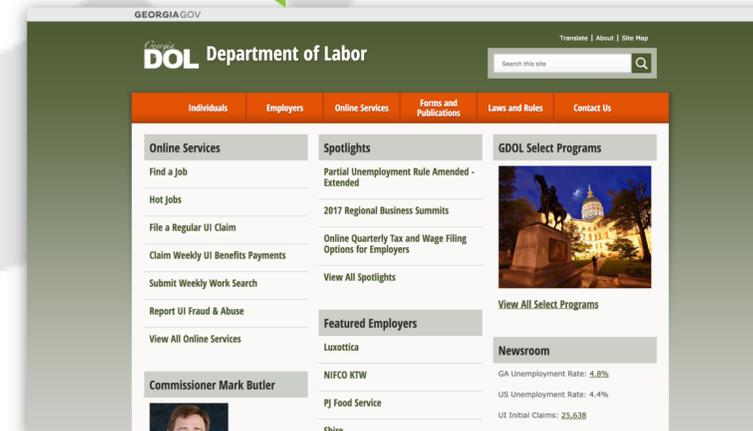
dfcs.ga.gov



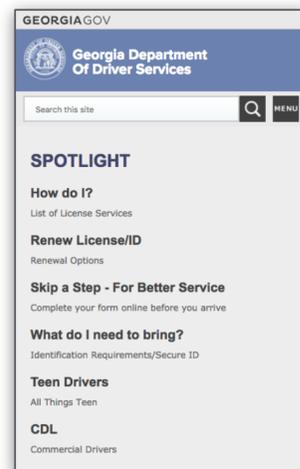
dor.ga.gov



dol.ga.gov



dds.ga.gov





2

1

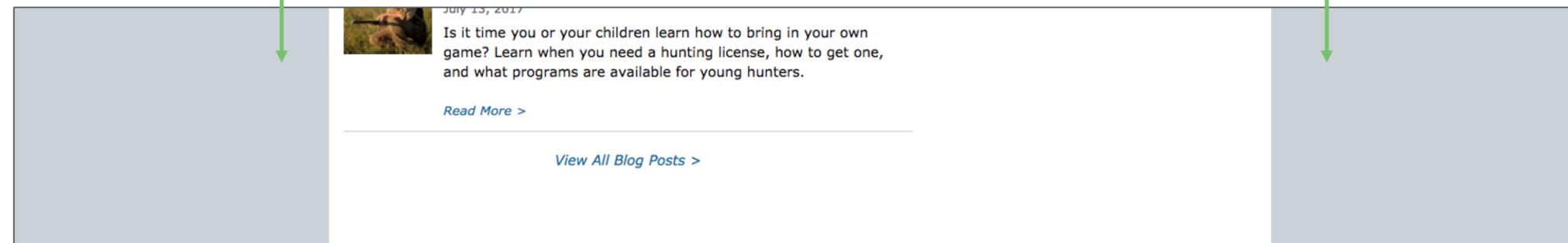
The Georgia peach logo with "official site" language lets Users know that this is a reliable website. Users want to see the Georgia government agency logo surfaced sooner on ga.gov to help them know the site is official.

2

Users want to see imagery that is more closely associated with the state of Georgia.



*"This threw me off a little bit. It think of peaches, the gold dome, the shape of state when I think of Georgia. The statue of liberty reminds me of a more national site."*

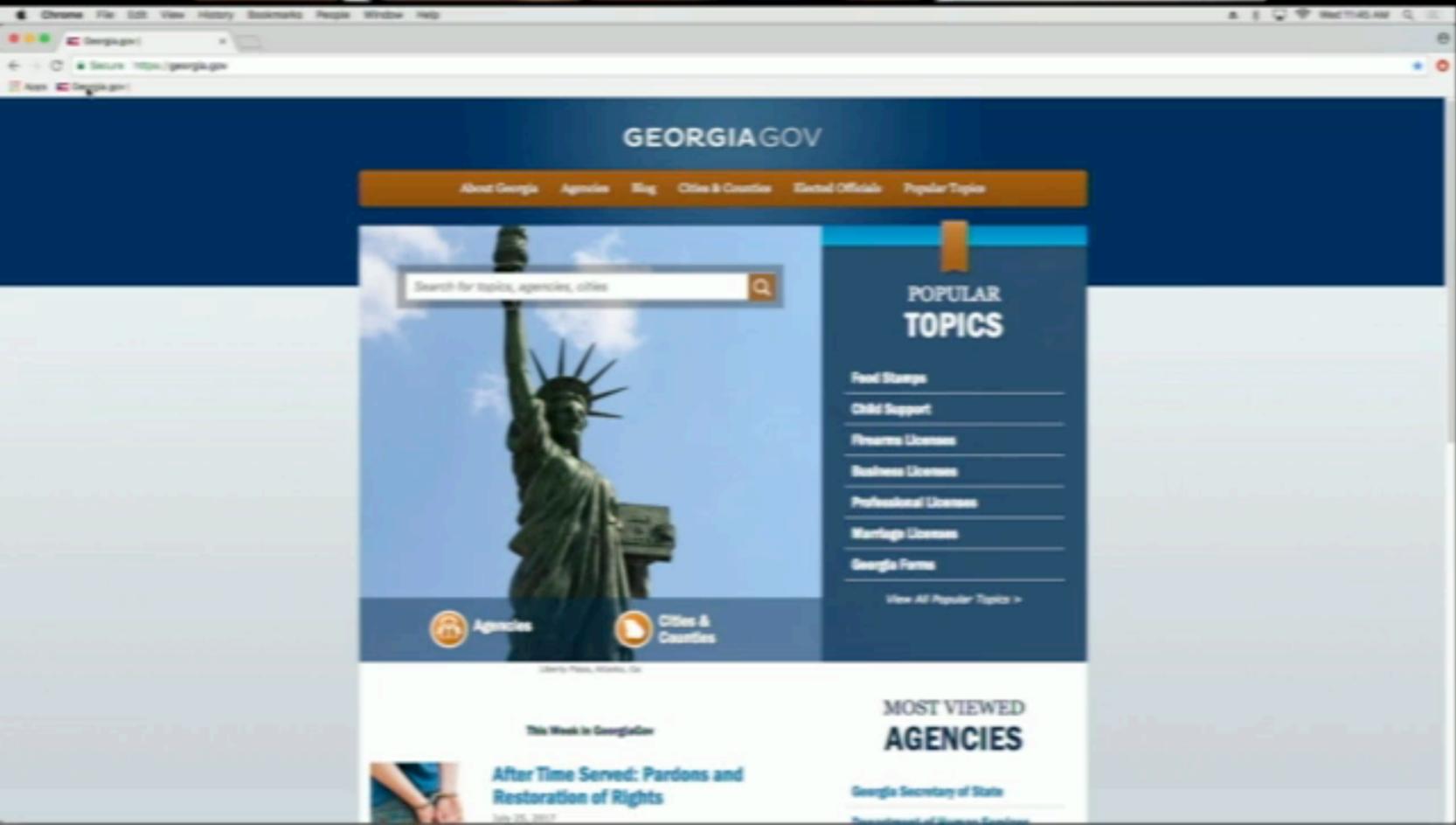
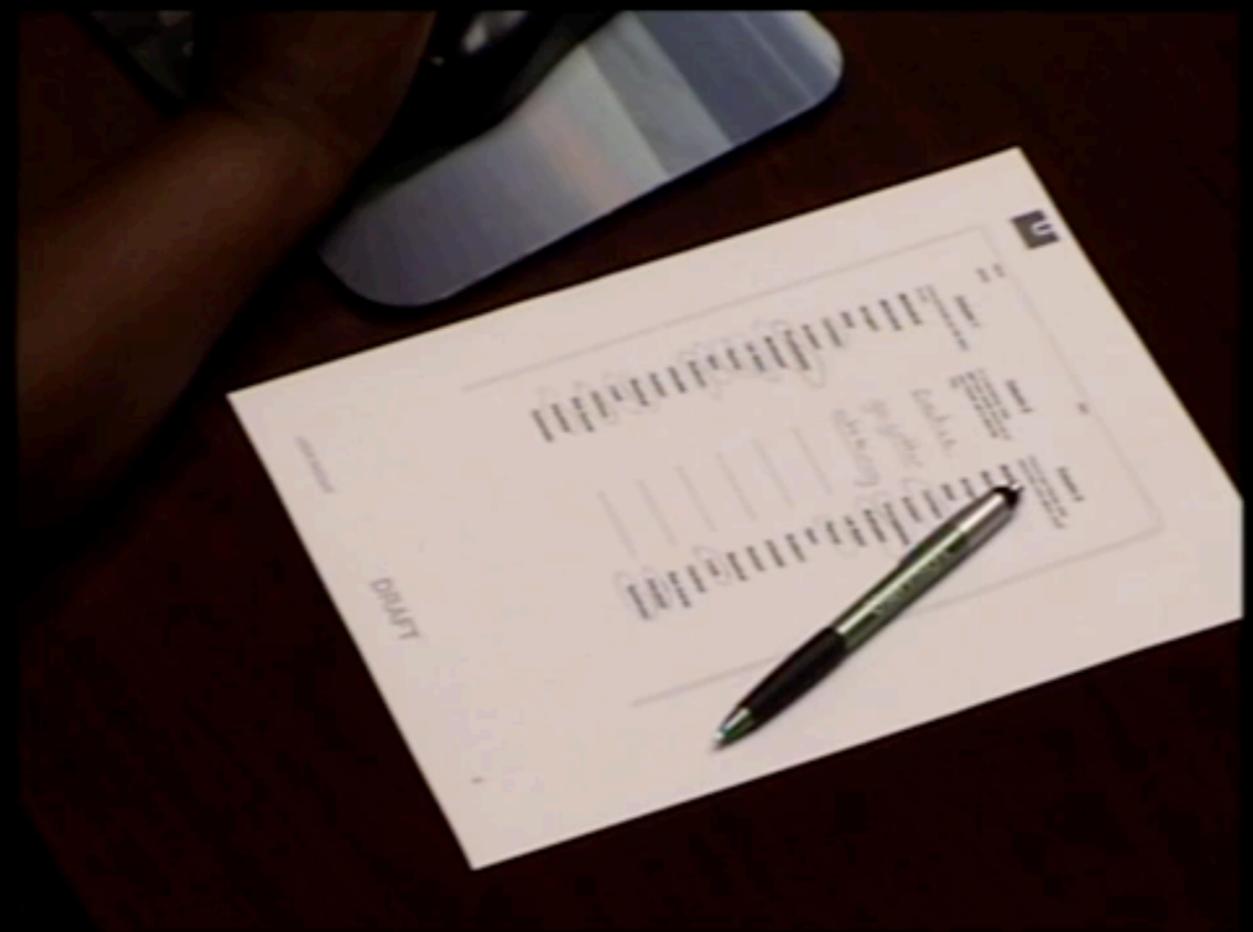


1

### U Recommends:

Update imagery to be more reflective of the State of Georgia to help Users know they are on the right page.





OPPORTUNIST



# High bounce rate & long time on page

Page	Pageviews (% of Total: 100.00% (14,406,638))	Bounce Rate (compared to site average) Avg for View: 47.67% (0.00%)	Avg. Time on Page (compared to site average) Avg for View: 00:02:07 (0.00%)	% Exit (compared to site average) Avg for View: 54.25% (0.00%)
1. /	2,842,102	10.52%	15.26%	-7.71%
2. /agencies/georgia-secretary-state	1,321,830	-57.20%	26.27%	19.62%
3. /agency-list	568,143	-28.28%	-64.68%	-62.83%
4. /municipality-list	446,652	24.55%	-57.27%	-38.88%
5. /popular-topic/applying-food-stamps	379,295	14.34%	41.42%	25.64%
6. /popular-topic/applying-firearms-license	327,588	23.04%	137.13%	43.00%
7. /popular-topic/applying-and-renewing-professional-licenses	292,086	-45.59%	44.34%	16.96%
8. /blog/2015-10-14/using-compass	248,839	-2.99%	54.07%	24.80%
9. /popular-topic/applying-business-license	220,982	-12.53%	57.24%	8.30%
10. /popular-topic/collecting-or-paying-child-support	209,332	-37.29%	-46.75%	-2.84%
11. /agencies/department-human-services-division-child-sup	199,971	11.61%	17.88%	36.94%
12. /popular-topics	194,102	-1.12%	-62.72%	-66.25%
13. /popular-topic/getting-marriage-license	152,436	8.54%	123.89%	43.37%
14. /popular-topic/voting-georgia	144,939	-17.88%	37.67%	28.98%
15. /agencies/georgia-department-corrections	144,271	-32.68%	33.64%	23.11%

“Applying for Food Stamps” and “Applying for Firearms License” both have higher than average bounce rates coupled with longer than average time on the page.

This indicates that Users are not engaging with CTA’s on these pages.

Home » Popular Topics » Food Stamps

# Food Stamps

The Food Stamp program provides monthly funds for families to purchase groceries.

## What You Should Know:

- Apply for food stamp benefits at your local DFCS office. (As of March 2016, applications for food stamps can no longer be submitted online.)
- After you apply, the Division of Family and Children Services will **schedule your telephone interview**. You may be asked to provide proof of identity, citizenship or immigration status, Social Security numbers for those requesting assistance, and proof of household income.
- If you have little or no income, you may be eligible to receive Food Stamp benefits within 7 days. Otherwise, if you are determined eligible for benefits, you will receive these within 30 days. Food Stamp benefits are issued on Electronic Benefit Transfer (EBT) card, which can be used at EBT approved food retailers.

## FAQs:

### How do I report food stamp fraud?

Call 1-877-423-4746 to report this.

Source: Department of Human Services, Division of Family and Children Services. This information was prepared as a public service of the State of Georgia to provide general information, not to advise on any specific legal problem. It is not, and cannot be construed to be, legal advice. If you have questions regarding any matter contained on this page, please speak with the agency that is the source of the information.

### Affiliated Agencies

- Department of Human Services, Division of Family and Children Services

### Online Forms

- Find Food Banks in Georgia

### Associated Services

- Georgia COMPASS

# Food Stamps

The majority of Users land directly on this page (61%), and also exit from it (68%).

1 When Users do click through this page, most select the Affiliated Agencies link.

## U Recommends:

2 Provide more FAQs to guide Trusting Users through the process of applying for and using food stamps (e.g., "How do I apply for food stamps?" "How do I use food stamps?").

## U Recommends:

3 There are very few click throughs to the "local DFCS office" link. Break this out as a larger button, or even embed a widget in the page so Users can find their local office without leaving this page.

## U Recommends:

4 The affiliated agency link on the right side of the page is receiving good User engagement. Provide additional links here to related topics. This will help draw Users further into the site if this landing page isn't exactly what they need.



# Firearms Licenses

County probate courts issue firearms licenses to state residents 21 and older.

### What You Should Know:

- When you arrive at [probate court](#), you'll need an official form of identification, your payment, and a self-addressed, stamped envelope (*if you would like them to mail your license to you*). Submit your application at the court along with your fingerprints. Within 5 days, a county probate judge will request a criminal history records check and a background check on you. About 30 days later, law enforcement will finish its background check and determine whether you can receive a license.
- County probate judges may [restrict state residents with criminal records](#) from getting licenses.
- If you've been in a mental hospital or drug treatment center within the last 5 years, you must ask that your county probate court judge approve your license application. The judge will seek a recommendation from the superintendent of your hospital or treatment center, and then determine whether it's safe for you to carry a gun.

2 3

### FAQs:

#### How much does a firearms license cost?

While \$75 is an average fee for licensing and fingerprinting, costs vary by county. Contact your local probate court for details.

#### How long is my firearms license valid, and when should I renew it?



### Associated Services

1 3

- [Find Your County Probate Court](#)

## Firearms License

The majority of Users land directly on this page (77%), and also exit from it (78%).

1

With the low click through rate to “Find Your County Probate Court,” it seems that most Users landing on this page are looking for general information about firearms licenses in Georgia rather than trying to apply for one directly.

2

Thorough and Trusting Users like the FAQs within the ga.gov topic pages, they appreciate quick, factual data.

### U Recommends:

3

Provide additional links on the right side of the page for Users to learn more about firearms licenses in Georgia.

Build out FAQs to answer more general questions about Firearms Licenses in Georgia.



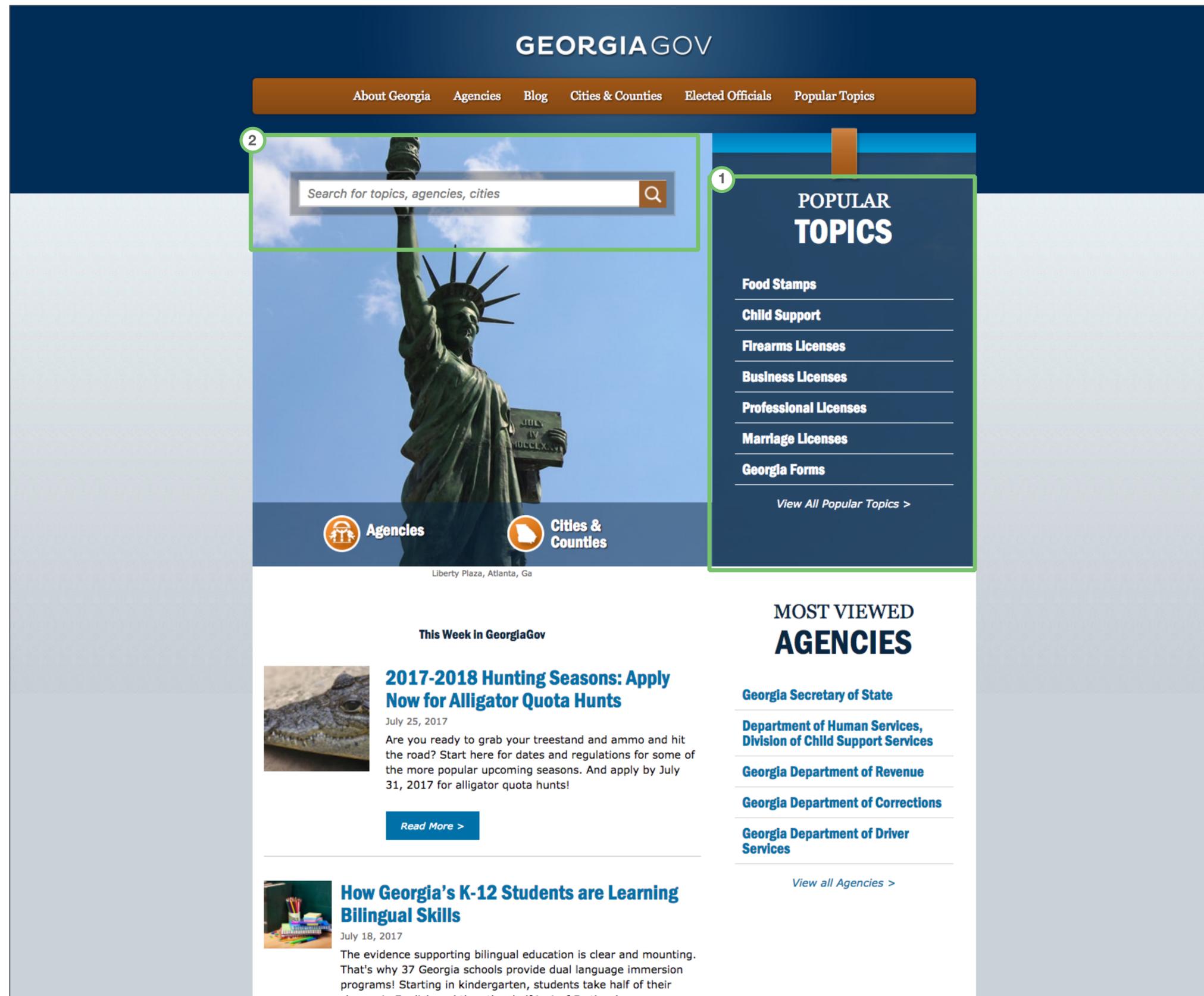


# Low bounce rate and high click through

Page	Pageviews ▼	Bounce Rate ▼ (compared to site average)	Avg. Time on Page ▼ (compared to site average)	% Exit ▼ (compared to site average)
	14,406,638 <small>% of Total: 100.00% (14,406,638)</small>	47.67% <small>Avg for View: 47.67% (0.00%)</small>	00:02:07 <small>Avg for View: 00:02:07 (0.00%)</small>	54.25% <small>Avg for View: 54.25% (0.00%)</small>
1. /	2,842,102	10.52%	15.26%	-7.71%
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11. /agencies/department-human-services-division-child-support-services	199,971	11.61%	17.88%	36.94%
12. /popular-topics	194,102	-1.12%	-62.72%	-66.25%
13. /popular-topic/getting-marriage-license	152,436	8.54%	123.89%	43.37%
14. /popular-topic/voting-georgia	144,939	-17.88%	37.67%	28.98%
15. /agencies/georgia-department-corrections	144,271	-32.68%	33.64%	23.11%

“Popular Topics” is working very well. The page has a low bounce rate, and Users quickly find the topic they need, with more than average clicking through to another page.



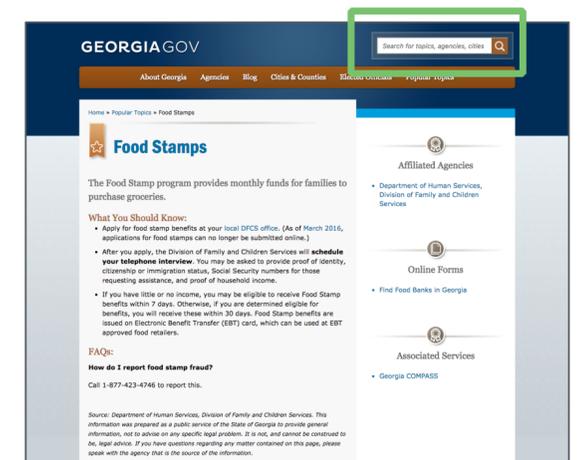


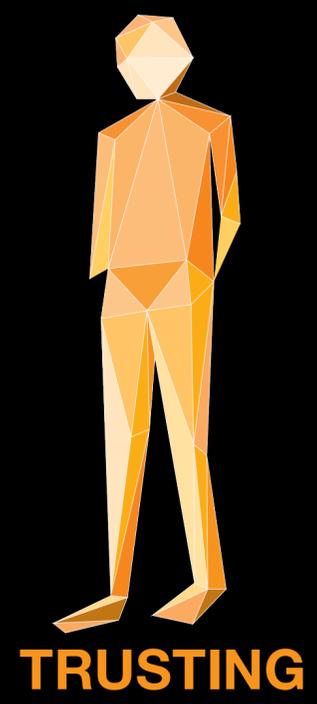
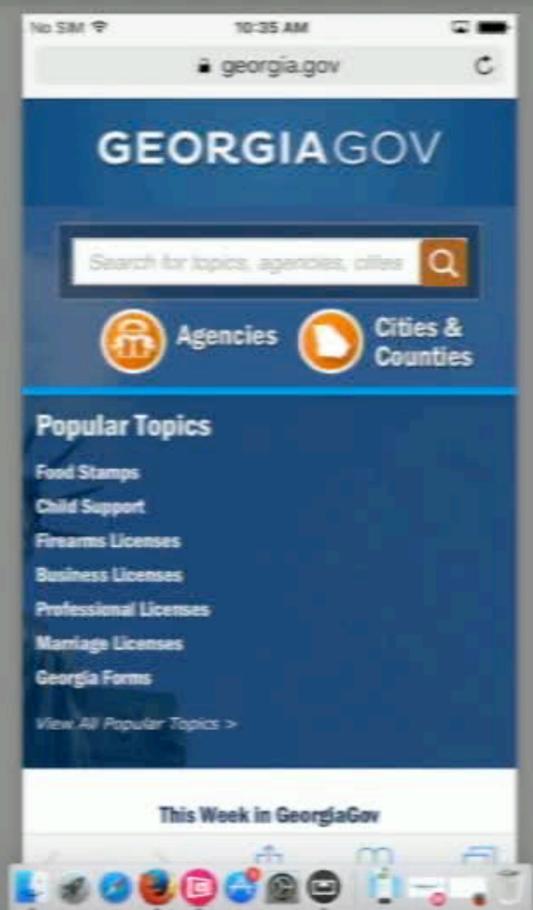
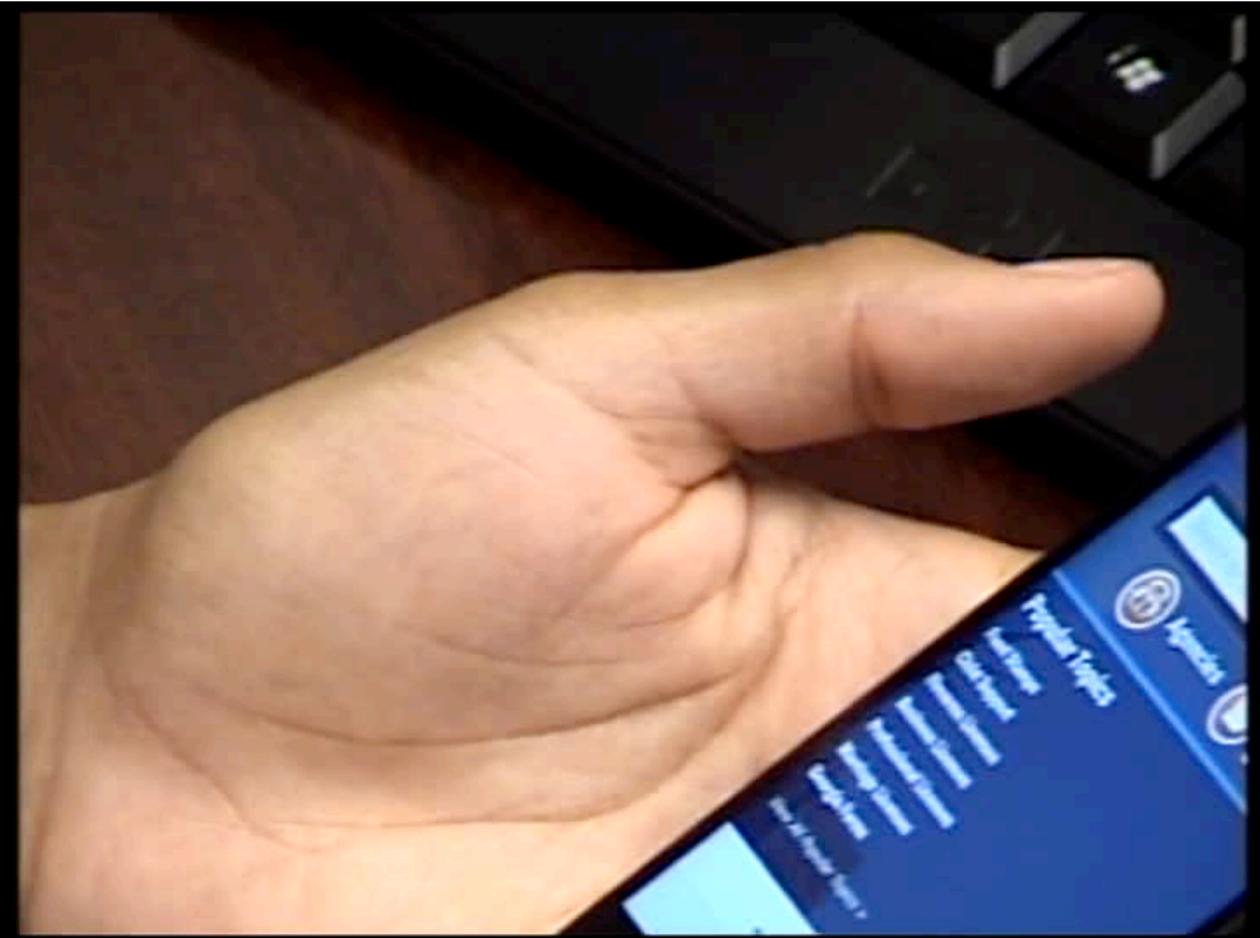
# Home

- 1 Popular Topics works well to direct Users to the information they need. Popular topics account for 25% of all page views on this site.
- 2 The search bar is very prominent on the home page, taking up two-thirds of the horizontal space on the page. However, very few visitors utilize this (5%).

## U Recommends:

Adjust the visual hierarchy of the page to focus more on Popular Topics. This is a successful path for Users. The small percentage of Users who do rely on the search bar will still be able to find it with the standard placement in the upper right hand corner.





# Popular Topics

**Most Viewed:**

Food Stamps | Professional Licenses | Business Licenses | Firearms Licenses | Child Support

Search to filter results..

Topics	Terms
Affordable Housing	Social Services
Bidding on Government Projects	Government
Boat Registration	Environment
Business Licenses	Business
Child Care	Social Services
Child Custody	Social Services
Child Support	Social Services
Consumer Complaints Against Businesses	Business
Corporations, LLCs, and Limited Partnerships	Business
Criminal History Records	Public Safety

## Popular Topics

Users quickly find what they need on this page. The combination of “Most Viewed” quick links, a full list of topics, and the option to search ensures that Users of all DNA types can comfortably find what they need.

### U Recommends:

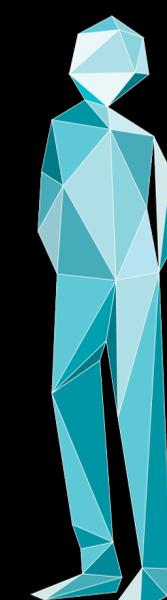
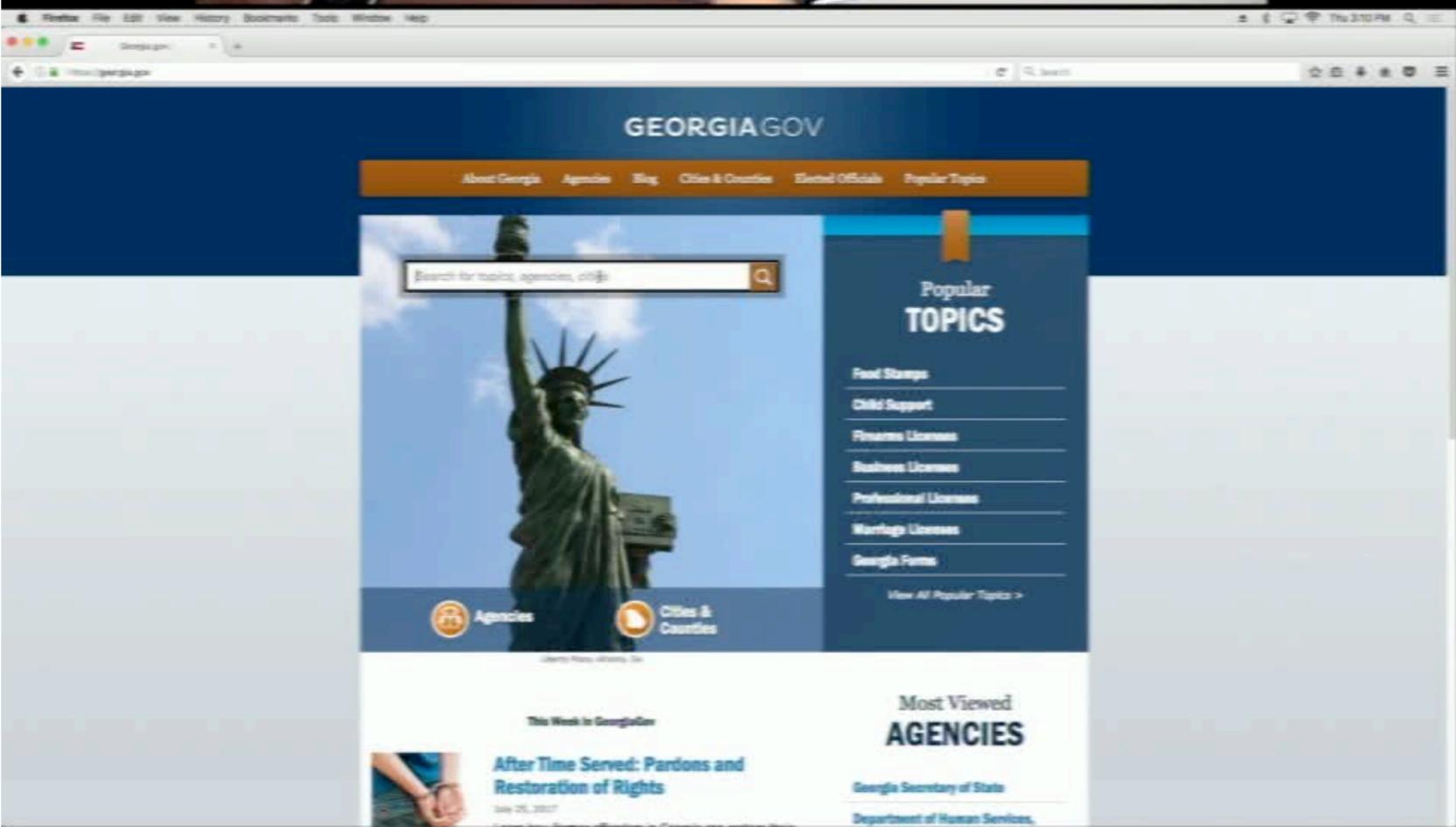
Implement this three-pronged approach (quick links, full list, and search) on other Georgia agency websites.





## Major Finding

While google analytics gave us a starting point to **improve the user experience of Georgia.gov**, the one on one interviews highlighted pain points that weren't evident from the google analytics alone.



OPPORTUNIST



Original:

**GEORGIA GOV** Search for topics, agencies, cities

About Georgia Agencies Blog Cities & Counties Elected Officials Popular Topics

Home » Search Results

## Search Results

drivers license

**Popular Topics**

- Moving to Georgia
- Driver's Licenses
- Fishing Licenses

Sort by Relevance / Date

**Driver's License Reinstatement | Child Support Services**  
... How do I find out the status of my suspended **driver's license**? Call the Georgia Department of **Drivers** Services Contact Center (DDS) at (404) 657 ...

**Child Support Services | Georgia Department of Human ...**  
Skip to main content. Georgia.gov. ...  
More results from https://childsupport.georgia.gov

**Commercial Driver's License Rules | Georgia Department Of ...**  
... Motorcycle Safety; Commercial **Driver's License** Rules: Commercial ... Georgia Department of **Driver** Services (official ... and Titles; **Driving** Safety; Georgia ...

**1-1-.02 Commercial Driver's License Exemptions. Amended. ...**  
... 2. **Drivers** who are exempted from having a commercial **driver's license** shall obtain ... of 3 months or 3,000 miles **driving** experience in a ...  
More results from https://dds.georgia.gov/book-page

**Provisional Driver's License (Class D) | Georgia Department ...**  
... **driver's license**/permit/ID card in another state, and that card has been lost or stolen, the applicant must provide a certified copy of his or her **driving** ...

**Georgia Department Of Driver Services |**  
... Commercial **Drivers**. ... Twitter. YouTube. Instagram. Georgia Department of **Driver** Services (official ... Links: Car Tags and Titles; **Driving** Safety; Georgia ...  
More results from https://dds.georgia.gov

**Driver's License Renewal Term Increased to 8 Years | Georgia ...**  
... It is imperative that Georgia **drivers** visit our website before ... and obtain a copy of your **driving** history online. ... Find Your Top **Driver** Services Online. ...

**Georgia Department of Driver Services | Georgia.gov**  
... to earn my learner's permit or first **driver's license**? ... enroll in an approved **driver** education program. ... additional requirements for new **drivers** on the ...

**Georgia Department of Revenue, Motor Vehicle Division ...**  
... How do I change the name or address on my registration? Update your name and address on your **driver's license** first. ...  
More results from https://georgia.gov/agencies

**Driver's Licenses | Georgia.gov**  
... **Drivers** with a Class D **License** cannot drive between ... about the legal restrictions for teen **drivers** on the Department of **Driver** Services website. ...

1 2 3 4 5 6 7 8 9 ... next > last >

**Related Agencies**

- Georgia Department of Driver Services
- Georgia Department of Labor
- Georgia Secretary of State
- Georgia Department of Natural Resources, Wildlife Resources Division
- Georgia Department of Revenue
- Georgia Chamber of Commerce
- Georgia Department of Public Health
- Georgia Composite Medical Board

**Forms & Services**

- Find your local County Tax Commissioner's Office
- Commercial Driver's Manual
- Driver's Manual
- Motorcycle Operator's Manual
- Parent & Teen Driving Guide
- Change Your Address
- Locate a Customer Service Center
- Renew Your Driver's License

Redesign:

**GEORGIA GOV** Search for topics, agencies, cities

About Georgia Agencies Blog Cities & Counties Elected Officials Popular Topics

Home » Search Results

## Search Results

drivers license

Filter By: Most Recent News Blog Posts Forms x clear filters

**Quick Links**  
These topic pages withing ga.gov may be related to your search:

- Moving to Georgia
- Driver's Licenses
- Fishing Licenses
- See A Full List of Popular Topics

**Georgia Department of Driver Services |**  
Official Web Site for the Georgia Department of Driver Services.

<b>Online Services</b> List of DDS Services - Driver License services you...	<b>Contact Us</b> Contact Us. Georgia Department of Driver Services 2206 East View ...
<b>Renew License or ID</b> Renew License or ID. General Information. A GA Driver's...	<b>Locations</b> DDS Location Information Customer Service Centers ...
<b>How do I...?</b> Class D - MVR - Expired License - ...	<b>Licenses/ID</b> Onlines Services - Fees and Terms - Secure ID - ...

**GA Driver Services Commissioner Says Renew License...**  
... are nearly 52,200 customers whose Georgia **driver's license** or Georgia ... a receipt to use for **driving** purposed until their permanent **license** or ID...

**Driver's License Services | Georgia Department of Public ...**  
... PLEASE NOTE: Any questions regarding **driver's license**, suspended **license**, motor vehicle reports, **driver** training, defensive **driving**, etc. ...

**Driver's License Reinstatement | Child Support Services**  
... How do I find out the status of my suspended **driver's license**? Call the Georgia Department of **Drivers** Services Contact Center (DDS) at (404) 657 ...

**Commercial Driver's License Rules | Georgia Department Of ...**  
... Motorcycle Safety; Commercial **Driver's License** Rules: Commercial ... Georgia Department of **Driver** Services (official ... and Titles; **Driving** Safety; Georgia ...

**Driver's License Renewal Term Increased to 8 Years | Georgia ...**  
... It is imperative that Georgia **drivers** visit our website before ... and obtain a copy of your **driving** history online. ... Find Your Top **Driver** Services Online. ...

1 2 3 4 5 6 7 8 9 ... next > last >

**Related Agencies**

- Georgia Department of Driver Services
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- Georgia Department of Public Health
- Georgia Composite Medical Board

**Forms & Services**

- Find your local County Tax Commissioner's Office
- Commercial Driver's Manual
- Driver's Manual
- Motorcycle Operator's Manual
- Parent & Teen Driving Guide
- Change Your Address
- Locate a Customer Service Center
- Renew Your Driver's License



Original:

The original search results page for 'drivers license' features a search bar at the top with the text 'Search for topics, agencies, cities'. Below the search bar is a navigation menu with links for 'About Georgia', 'Agencies', 'Blog', 'Cities & Counties', 'Elected Officials', and 'Popular Topics'. The search results are displayed in a list format. A 'Popular Topics' section is highlighted with a green box and a callout '1', containing links for 'Moving to Georgia', 'Driver's Licenses', and 'Fishing Licenses'. A 'Sort by Relevance / Date' option is highlighted with a callout '2'. The search results are highlighted with a callout '4'. The footer contains social media icons and a '2' callout pointing to the 'AT YOUR SERVICE' section.

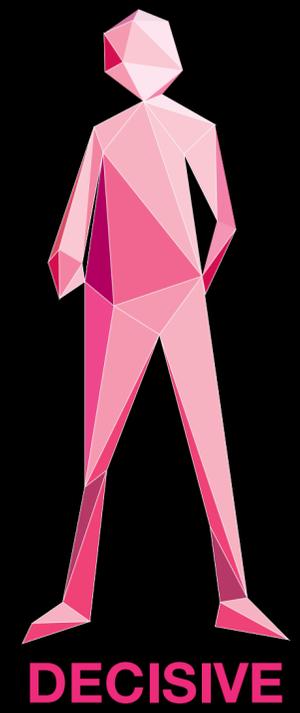
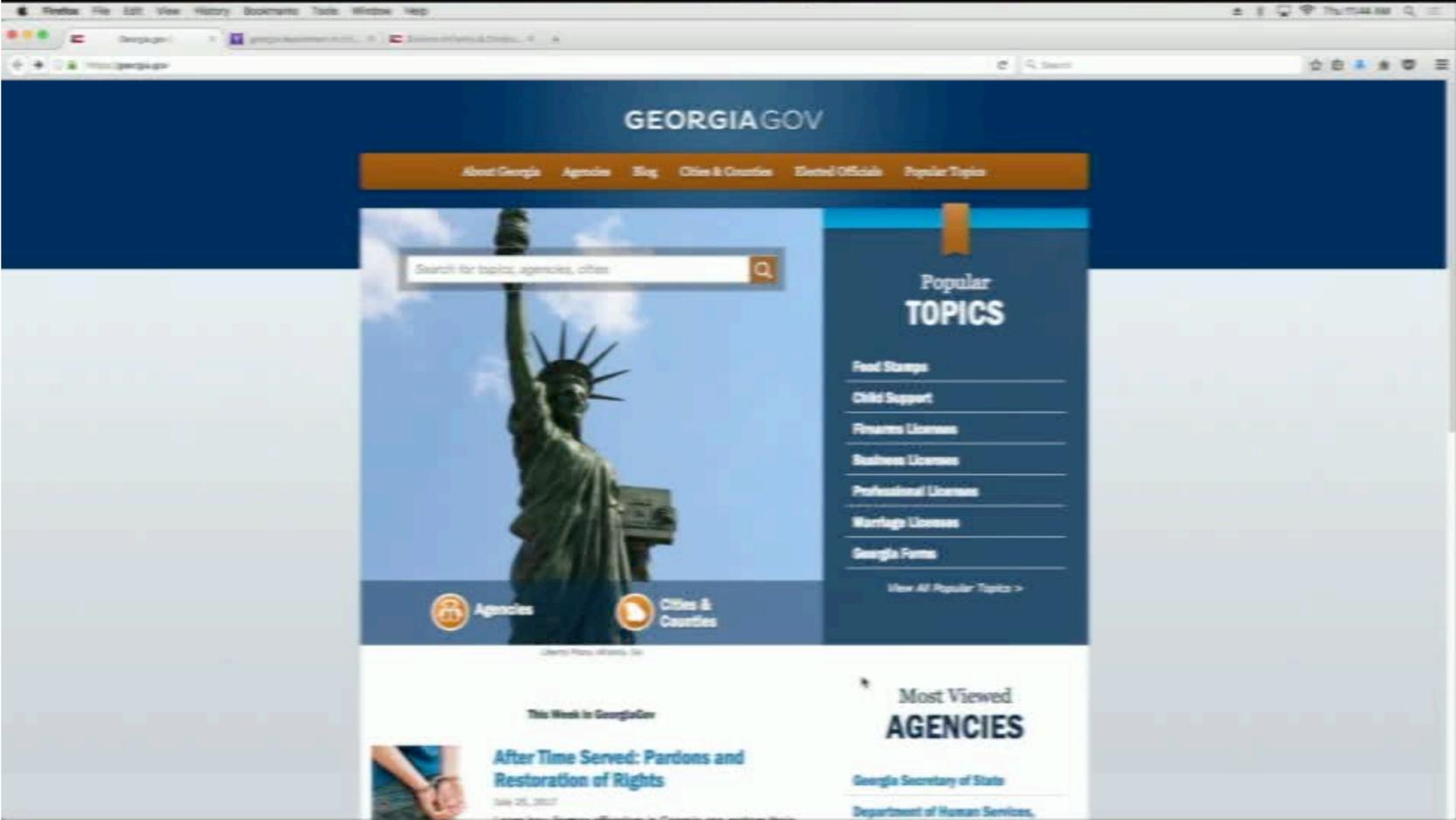
Redesign:

The redesigned search results page for 'drivers license' features a search bar at the top with the text 'Search for topics, agencies, cities'. Below the search bar is a navigation menu with links for 'About Georgia', 'Agencies', 'Blog', 'Cities & Counties', 'Elected Officials', and 'Popular Topics'. The search results are displayed in a list format. A 'Quick Links' section is highlighted with a callout '1', containing links for 'Moving to Georgia', 'Driver's Licenses', and 'Fishing Licenses'. A 'Filter By' section is highlighted with a callout '2', containing links for 'Most Recent', 'News', 'Blog Posts', 'Forms', and 'Clear filters'. The search results are highlighted with a callout '3'. The search results are highlighted with a callout '4'. The footer contains social media icons and a '2' callout pointing to the 'AT YOUR SERVICE' section.

# Ga.gov search results

- 1 Popular topics are integrated into the visual design of the search results. Users are provided with a link to see more popular topics if desired.
- 2 Users are given an option to filter by most recent, news, blog posts, or forms.
- 3 Agency website homepages are prioritized in the search results. They are presented with links to important sub pages, much like they appear within google search results.
- 4 Deep linked search results are de-prioritized. Sub pages are not shown within results (with the exception of the agency homepages).





**DECISIVE**

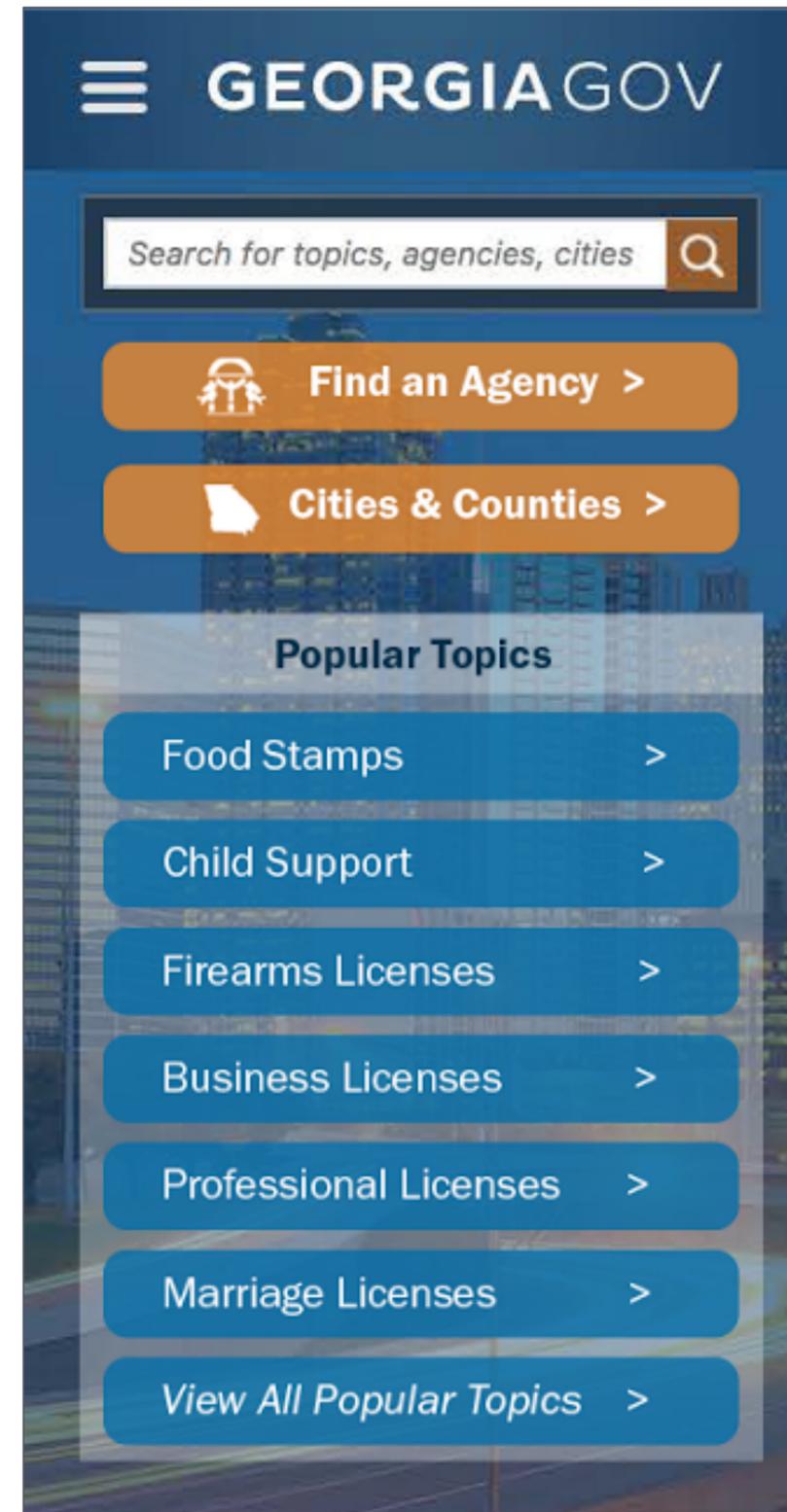


# Ga.Gov Mobile Optimization

Original:



Redesign:



## Stay Safe on Monday for the Solar Eclipse

August 17, 2017

On Monday, August 21, 2017, parts of America will plunge into darkness in the middle of the day. You don't want to miss it, but remember to protect your eyes! Learn how to identify proper viewing equipment, how to stay safe on the roads, and

This Week in GeorgiaGov

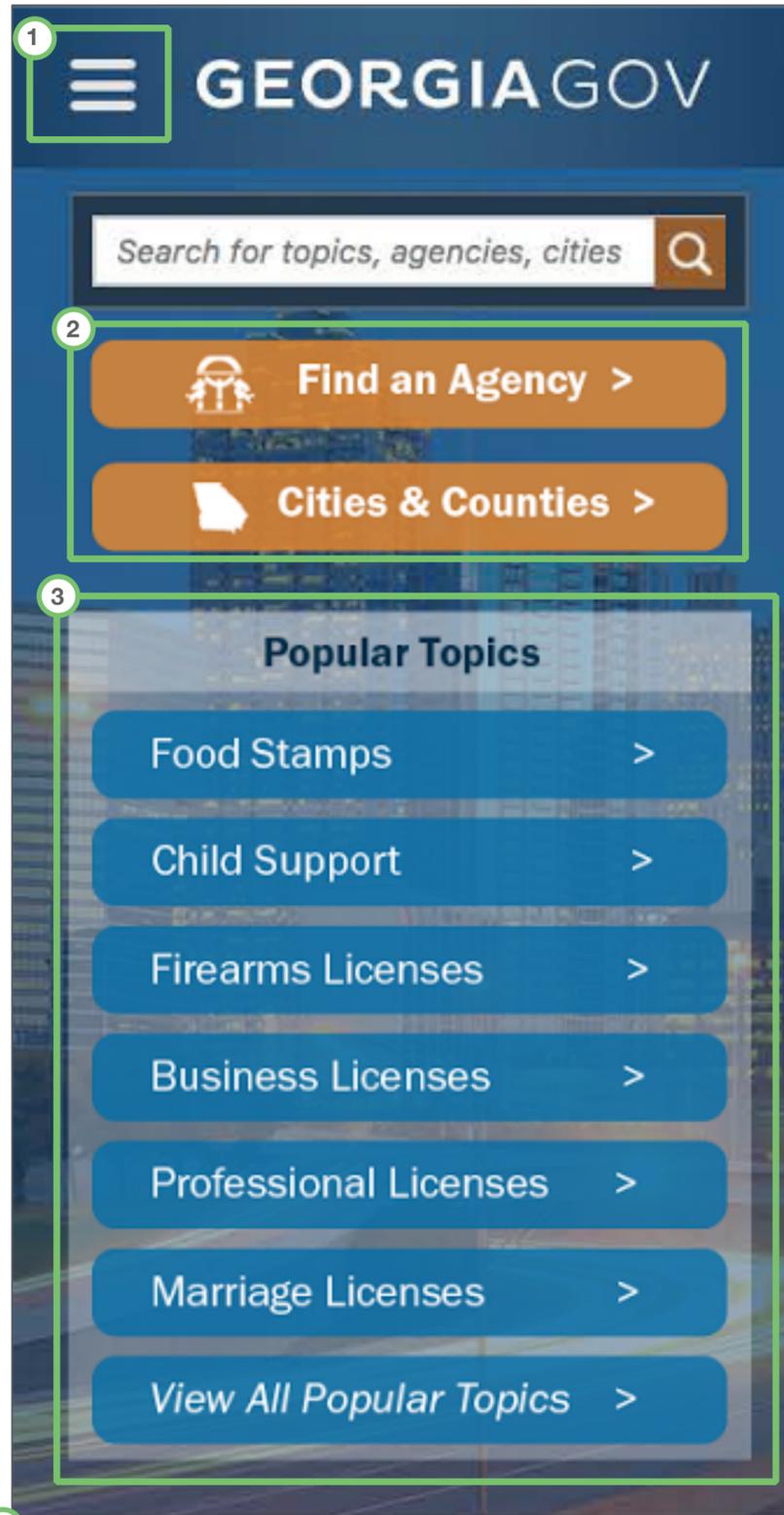


# Ga.Gov Mobile Optimization

Original:



Redesign:



- 1 The hamburger menu gives easy access to the same menu items that are shown on desktop (i.e., "About Georgia, Agencies, Blog, etc.).
- 2 Agencies and Cities & Counties are shown as buttons. "Find an Agency" helps provide more context for what Users will find if they select this option.
- 3 Popular topics are expanded into buttons to allow for increased legibility and larger touchpoints.
- 4 "This Week in GeorgiaGov" blog posts are still included on the homepage after the prioritization of mobile friendly navigation.







# *Thank you.*

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***User Insight***

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