

# GeorgiaGov Platform

Where We've been, Where We Are, Where We're Going

@GeorgiaGovTeam  
#GaGOV Talks

GEORGIA GOV



**Kendra Skeene**  
Director of Product  
[@kskeene](#)

**GEORGIA GOV**

# Enterprise Web Platform

What Does That Even Mean?

## What it takes to run a website:



Strategy



Content



Design



Code



Hosting



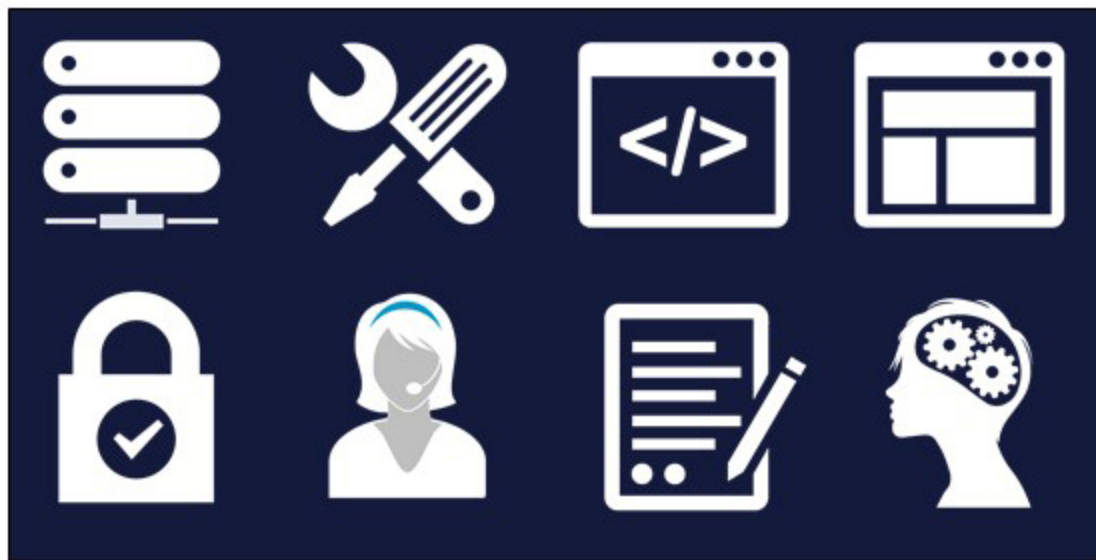
Maintenance



Security



Support



**x 150?**



The logo for Georgia Gov Interactive is contained within a dark blue square. It features the text "GEORGIA GOV" in a bold, white, sans-serif font, with a thin white horizontal line underneath. Below the line, the word "INTERACTIVE" is written in a smaller, white, sans-serif font.

**GEORGIA GOV**  
INTERACTIVE

**Partner with agencies**  
**Champion for visitors**



## Open Source

speeds innovation  
improves flexibility  
saves *everyone* \$\$





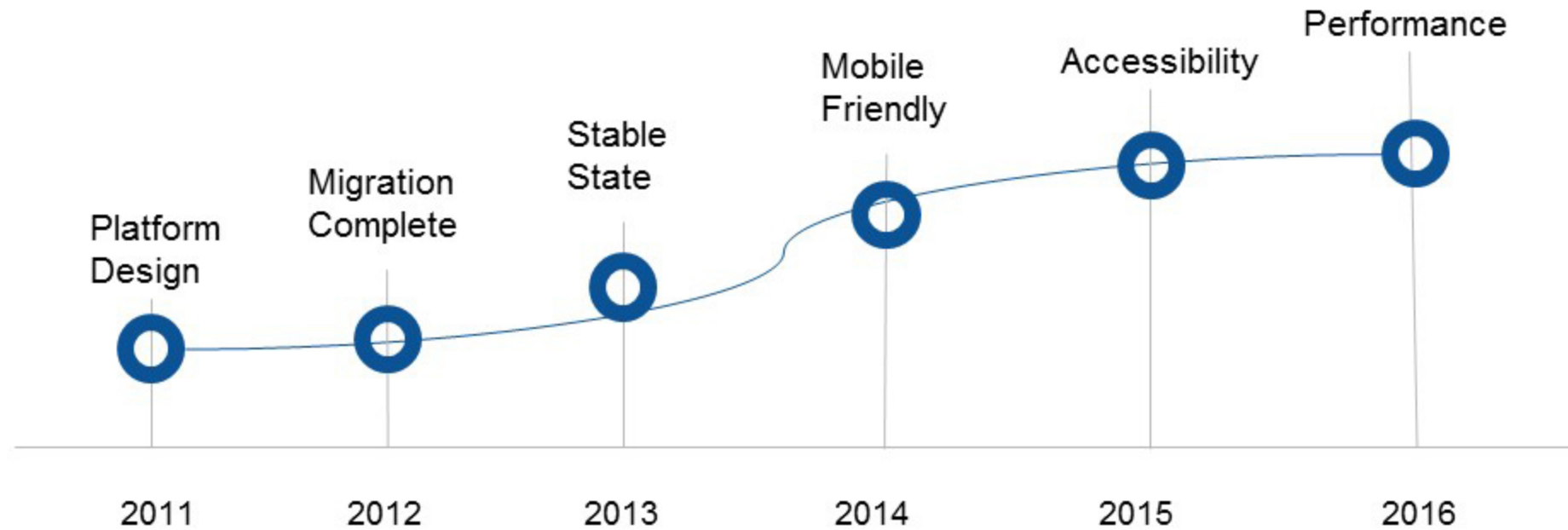
# Speeds Innovation

mobile friendly  
accessibility  
performance  
security

# Enterprise Strategy

## What Does That Look Like?

# Where We've Been - Roadmap



# Where We Are - Priorities

Does it help:

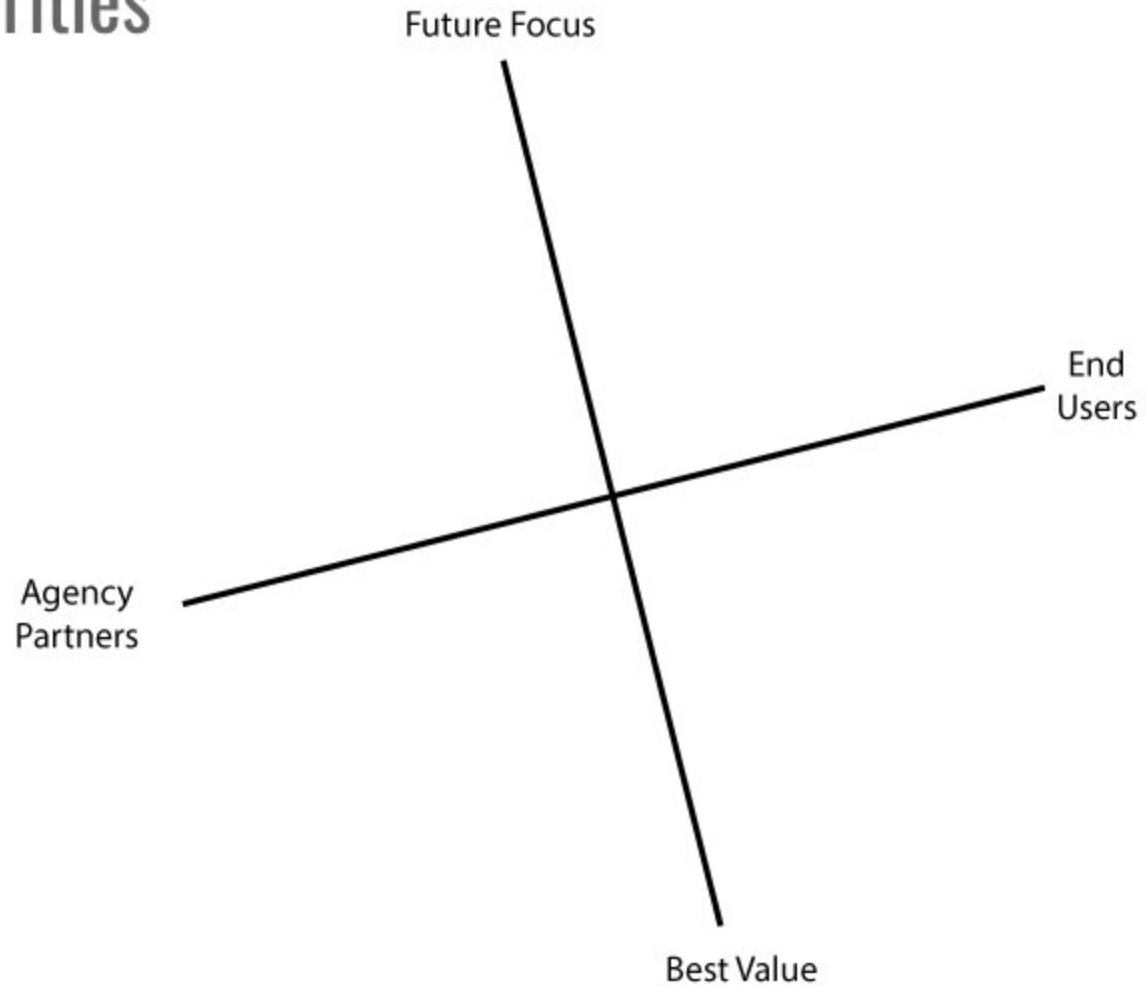
Users

Agencies

Is it:

Future Focused

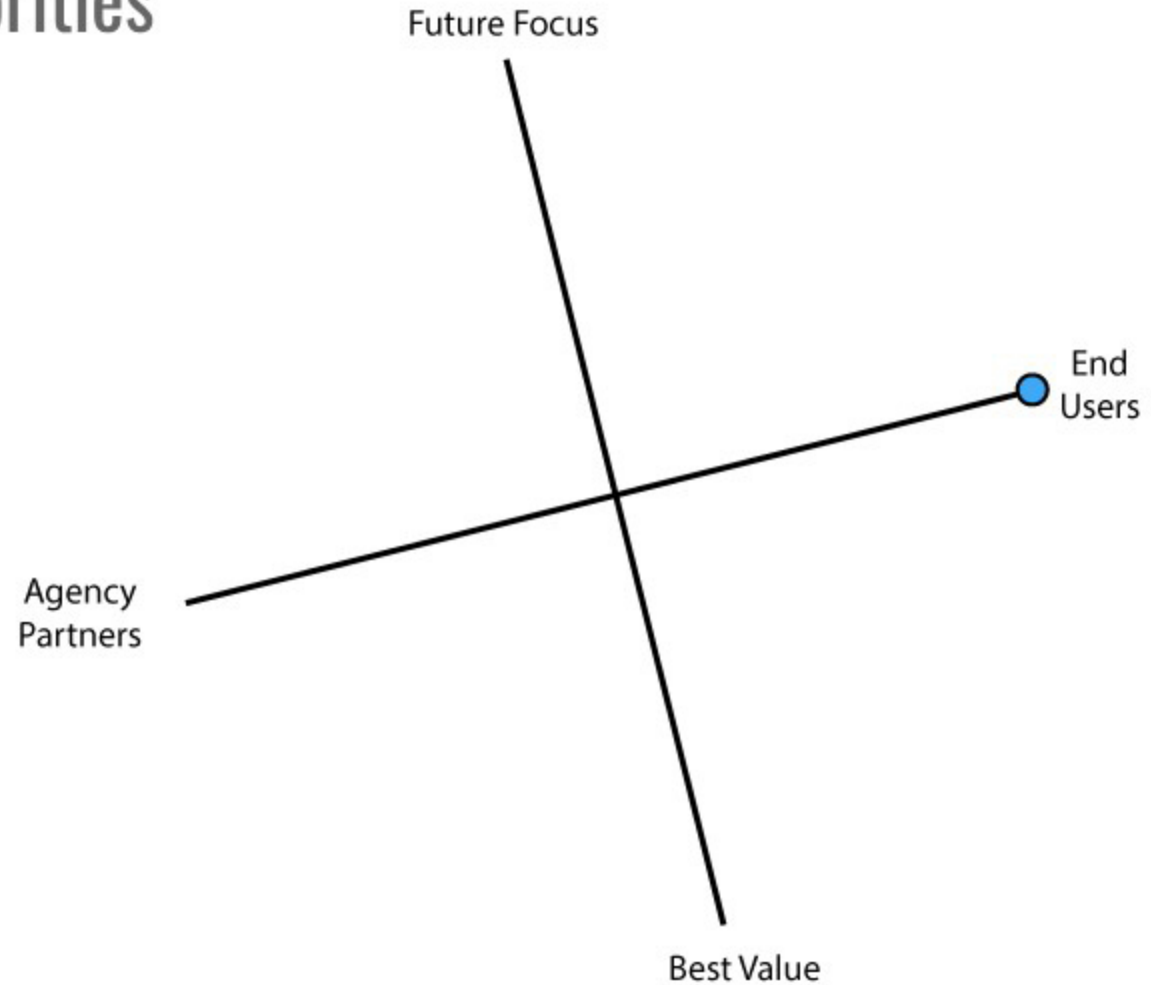
Best Value



# Where We Are - Priorities

Accessibility

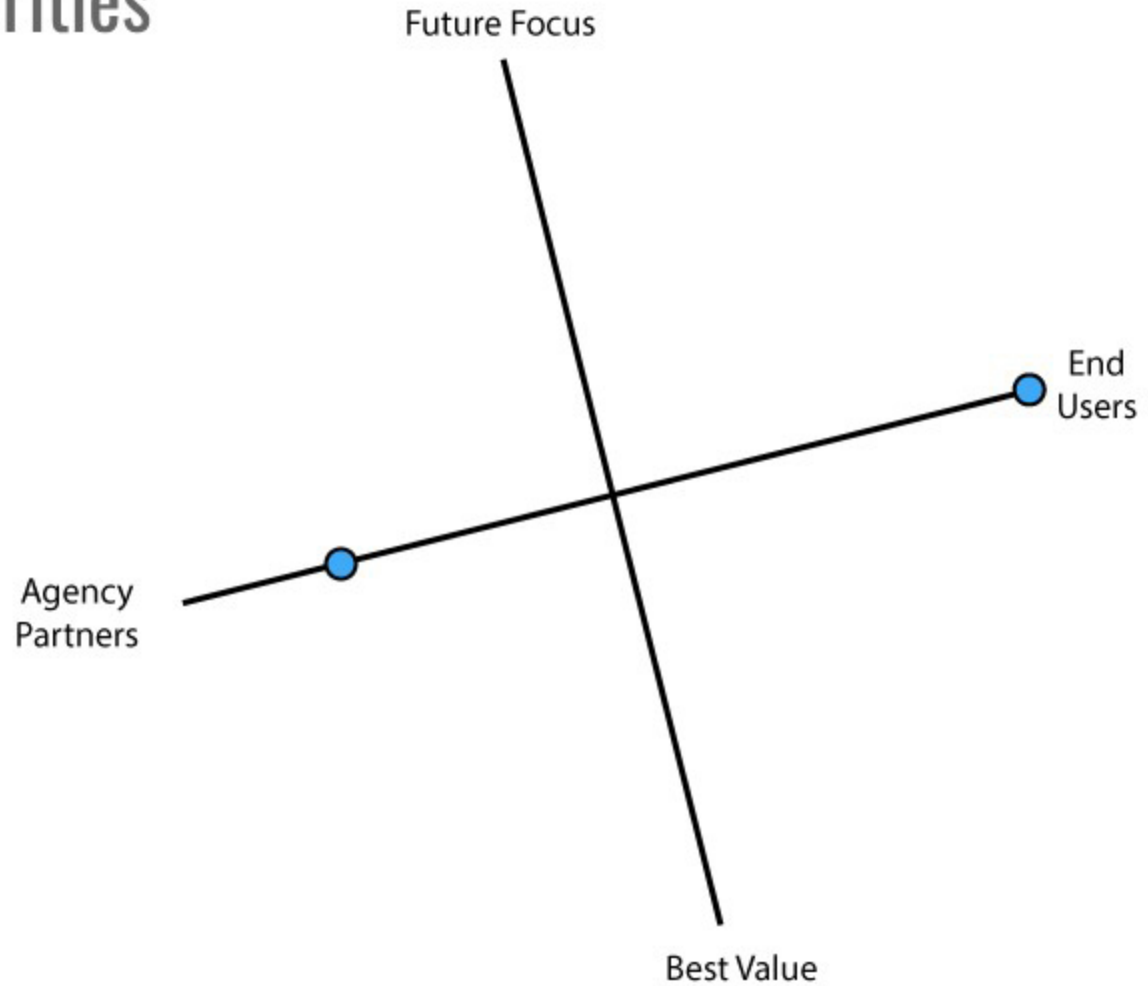
Does it help:  
Users



# Where We Are - Priorities

Accessibility

Does it help:  
Users  
Agencies



# Where We Are - Priorities

Accessibility

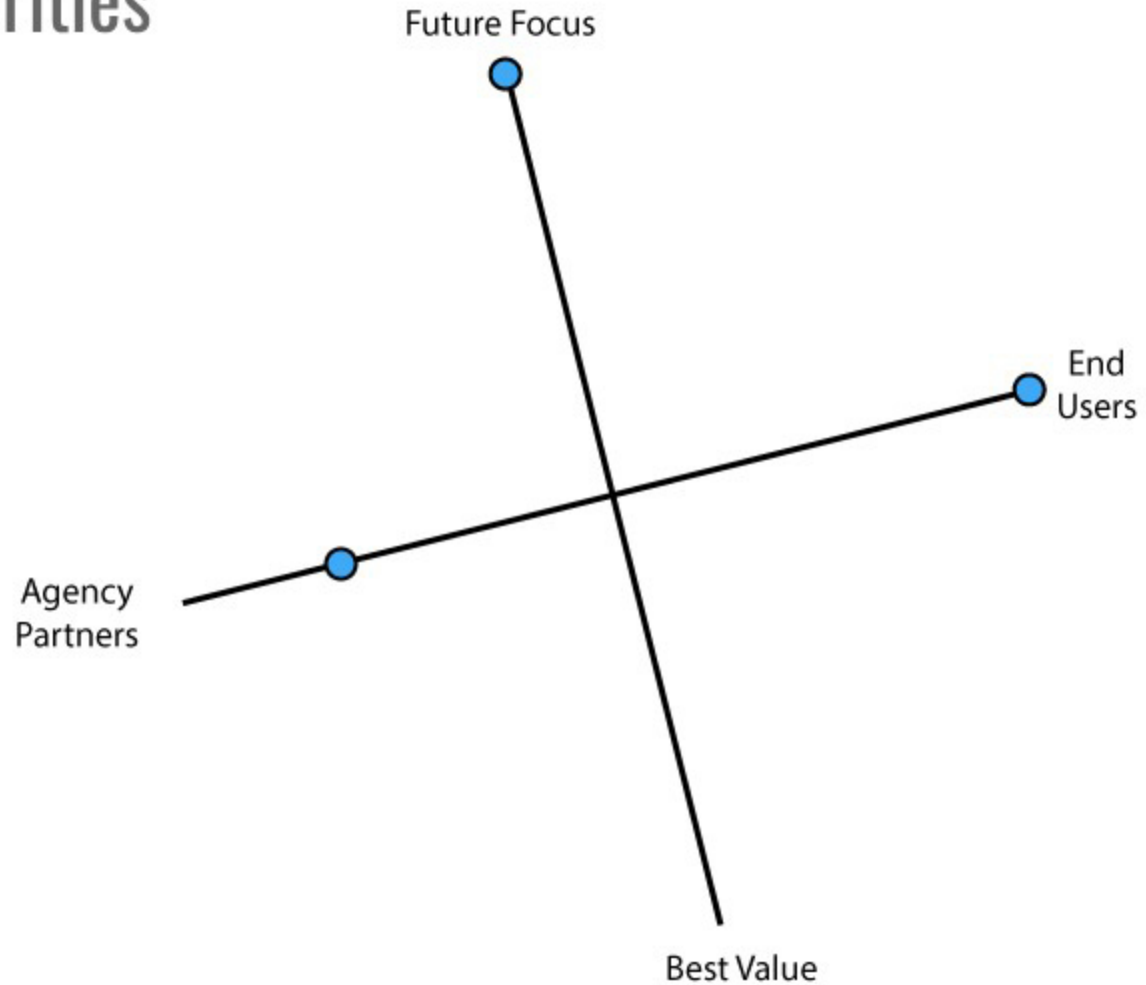
Does it help:

Users

Agencies

Is it:

Future Focused



# Where We Are - Priorities

Accessibility

Does it help:

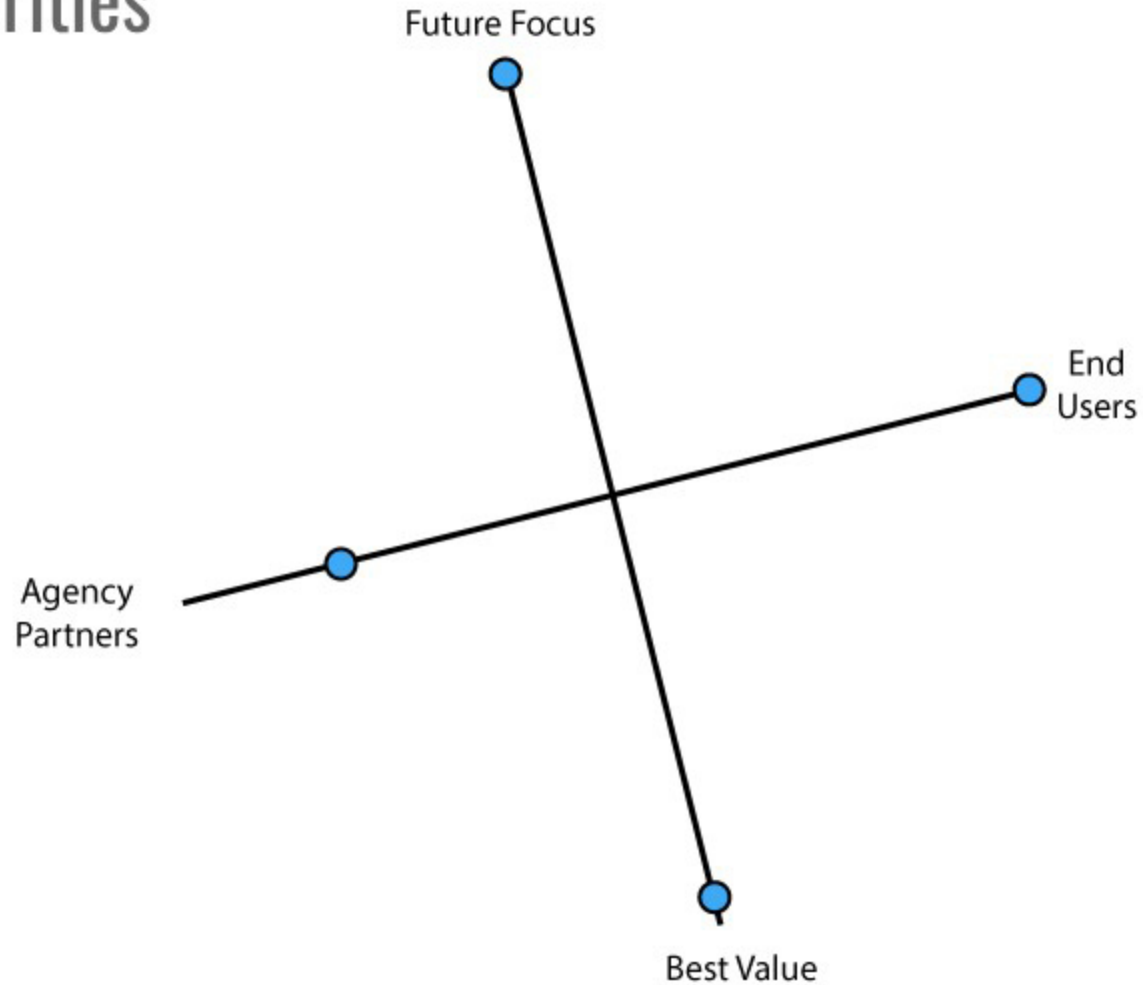
Users

Agencies

Is it:

Future Focused

Best Value



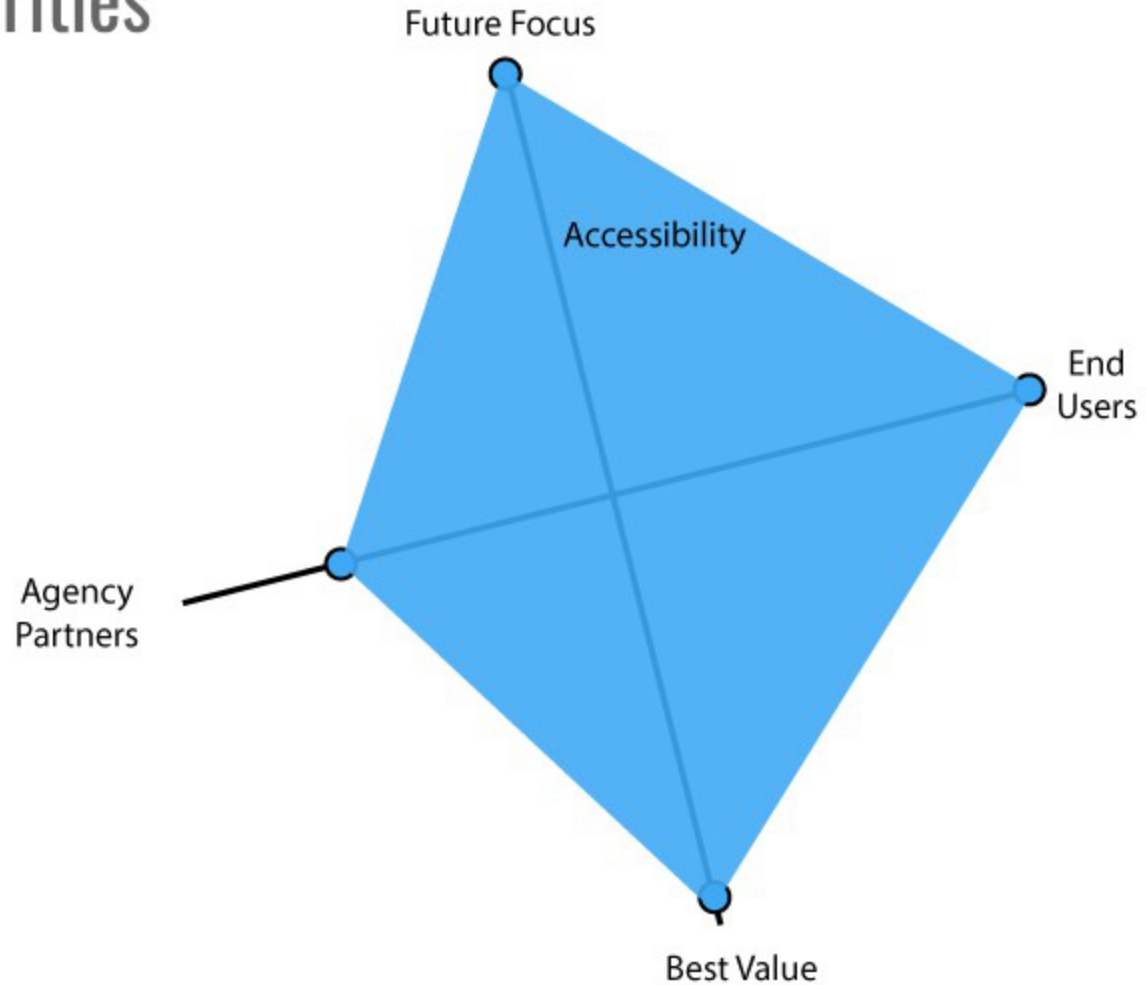


# Where We Are - Priorities

Accessibility

Does it help:  
Users  
Agencies

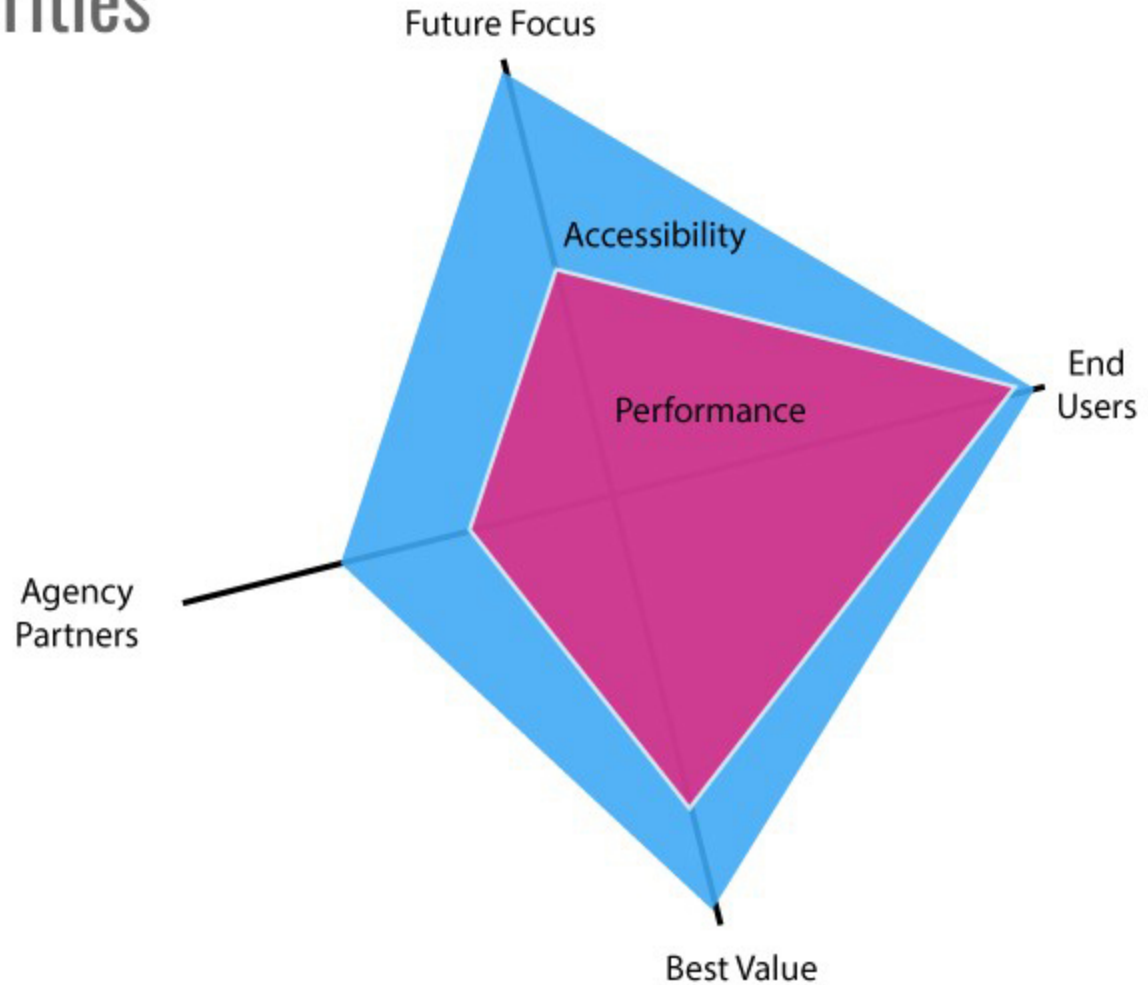
Is it:  
Future Focused  
Best Value



# Where We Are - Priorities

Does it help:  
Users  
Agencies

Is it:  
Future Focused  
Best Value



# Web Performance? Site Speed?



Let me tell you all  
about it (quickly)

## Site Speed (Performance) is Affected By:

**Number** of files (CSS, JS, fonts) to load

**Size** of files on a page

**Server** speed

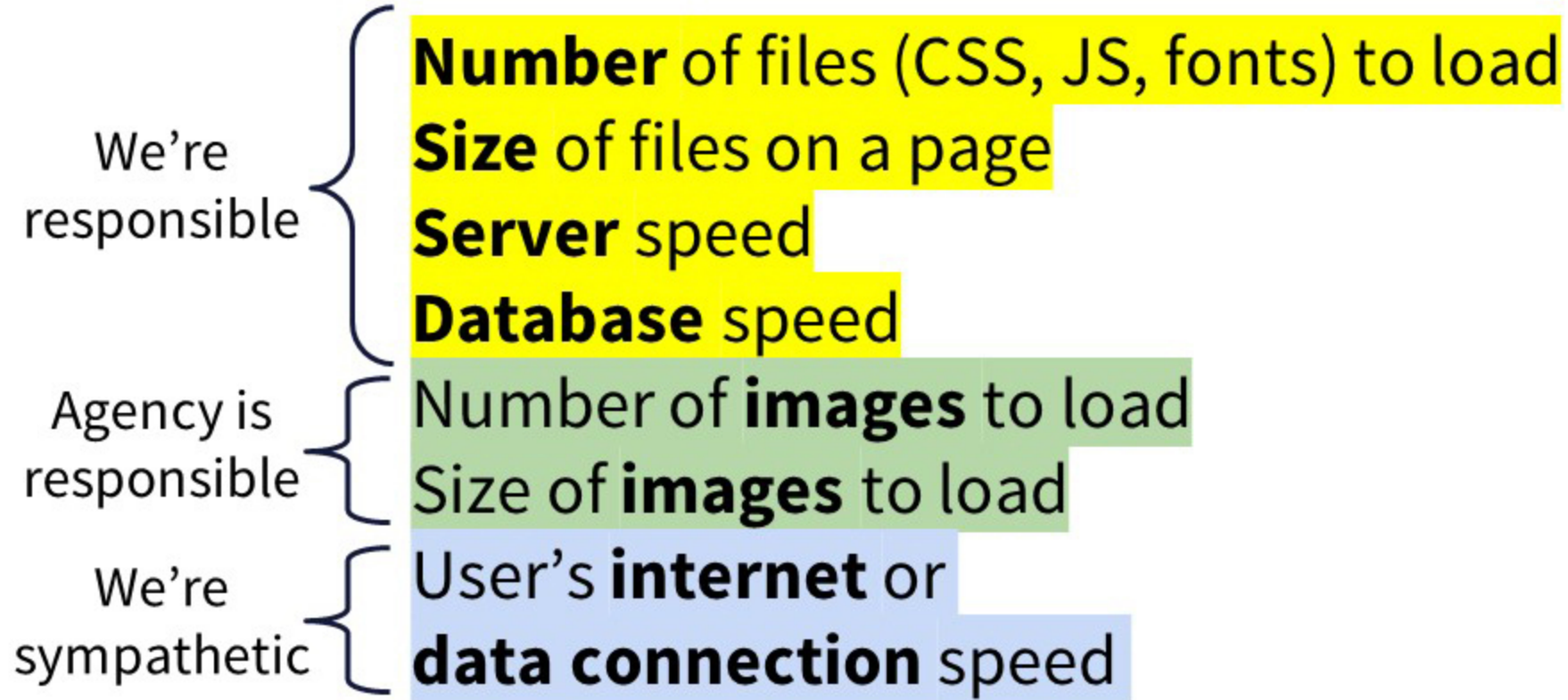
**Database** speed

Number of **images** to load

Size of **images** to load

User's **internet** or **data connection** speed

## Site Speed (Performance) is Affected By:



## Site Speed : Why Should We Care?



**40%** of visitors are  
**on mobile**

Mobile data plans are  
often **slow** and **costly**

Users start to lose  
interest if a page takes  
**> 1 sec** to load



## Site Speed : Why Should We Care?

10 sec load = **38% increase in heart rate**



## Site Speed : Why Should We Care?

10 sec load = **38% increase in heart rate**

Comparable to  
watching a  
horror movie



## Site Speed : Why Should We Care?

10 sec load = **38% increase in heart rate**



Comparable to  
watching a  
horror movie

Worse than  
waiting in line

# Faster Load Times Save Everyone Time & Money

## **Agencies**

Reduced call volume

Fewer walk-ins

## **Users**

Quicker to get to information

Less data usage

Reduced stress!

## Where We Are - Improved Performance (ongoing)

### **Code:**

Aggregate CSS and JS = **fewer server calls**

Adjust caching = **quicker server response**

Adjust order of server calls = **content loads first**

## Where We Are - Improved Performance (ongoing)

### **Theme:**

Compressed Theme Images

## Where We Are - Improved Performance (ongoing)

### **Theme:**

Compressed Theme Images



before

## Where We Are - Improved Performance (ongoing)

### **Theme:**

Compressed Theme Images



after

## Where We Are - Improved Performance (ongoing)

### **Theme:**

Compressed Theme Images



## Where We Are - Improved Performance (ongoing)

### **Theme:**

Compressed Theme images

Some themes decreased by **500KB** in assets



## Where We Are - Improved Performance (ongoing)

### **Theme:**

Compressed Theme images

Some themes decreased by **500KB** in assets

500kb  $\cong$  **5 seconds** on 3G Fast Network

500kb  $\cong$  **\$0.02** mobile data

At least **345,770 sessions** last month on data plans

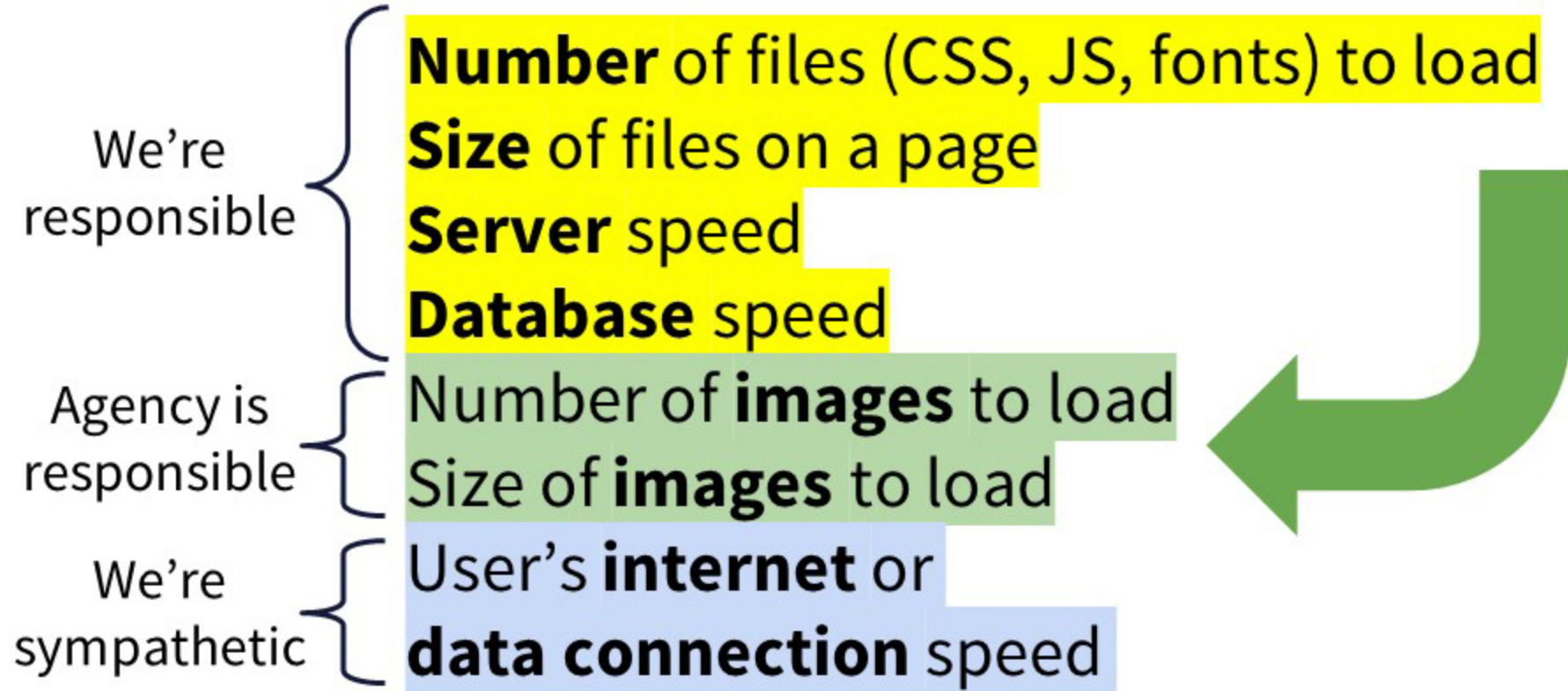
## Where We Are - Improved Performance

Saved users  
**5,760 hours**  
**\$82,980**  
*per year*

## Where We Are - Improved Performance



## Site Speed (Performance) is Affected By:



# Initiatives Impact Long Term Strategy

## Where We Are - Standards

### New Enhancements Must Be...

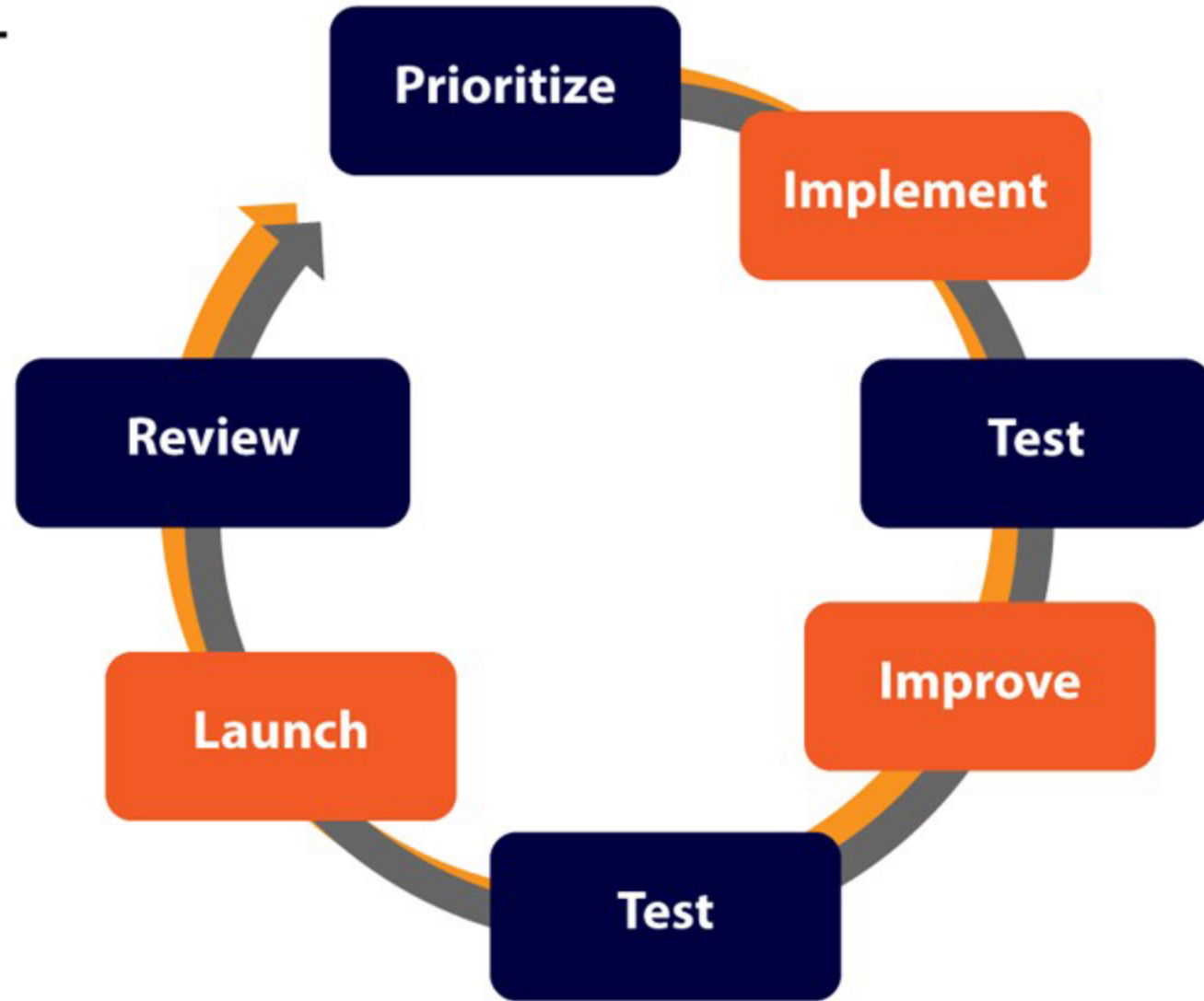
- ✓ Mobile Friendly
- ✓ Accessible
- ✓ Performance Optimized



# Where We Are - Process



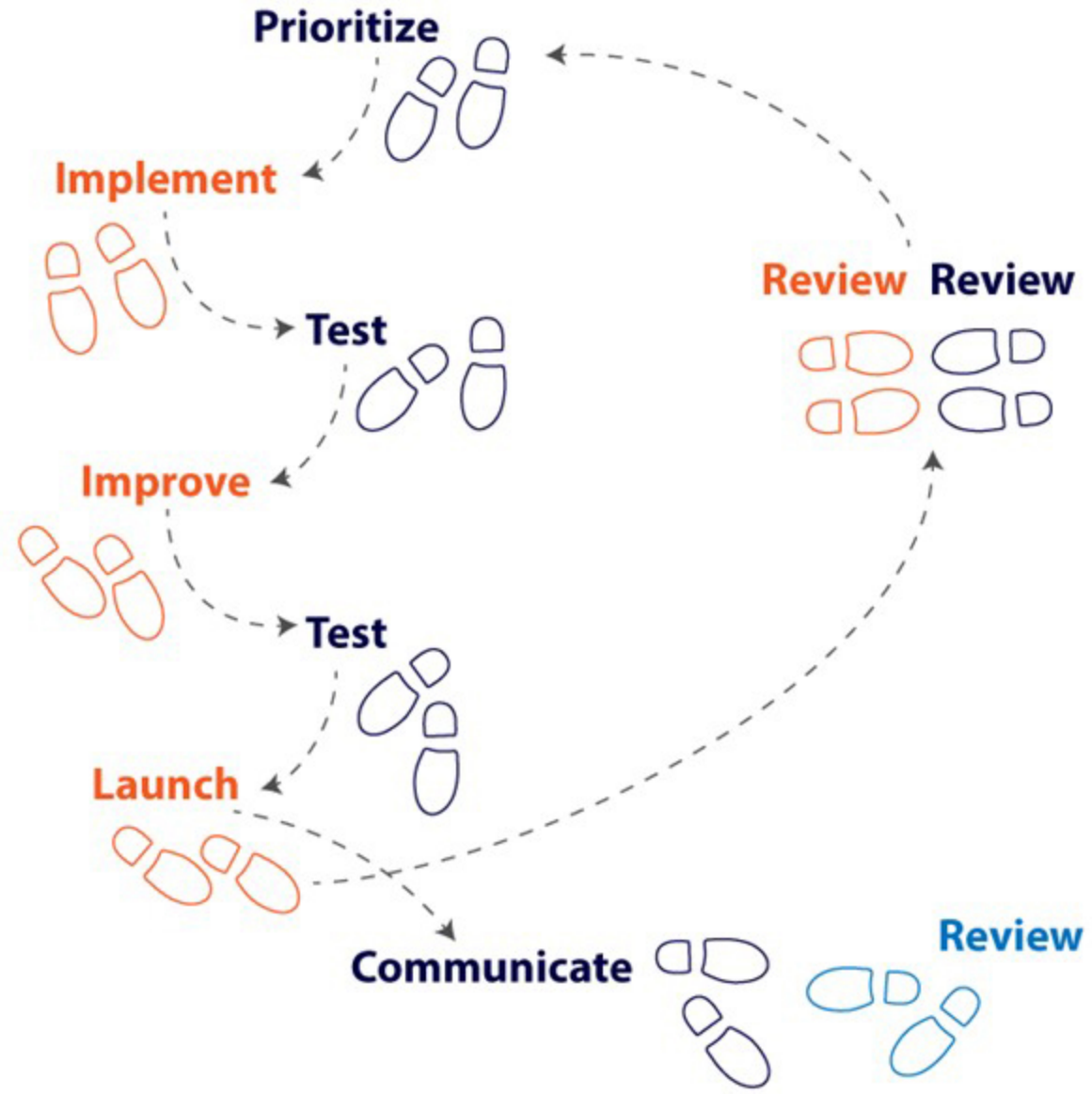
Code Releases



# Where We Are - Process

- Phase2
- GaGov

Code Releases





## Where We're Going - New Features

Locations Mapping and Displays  
New Page Layout Options  
Updated Theming Options



# Where We Are - Priorities

Does it help:

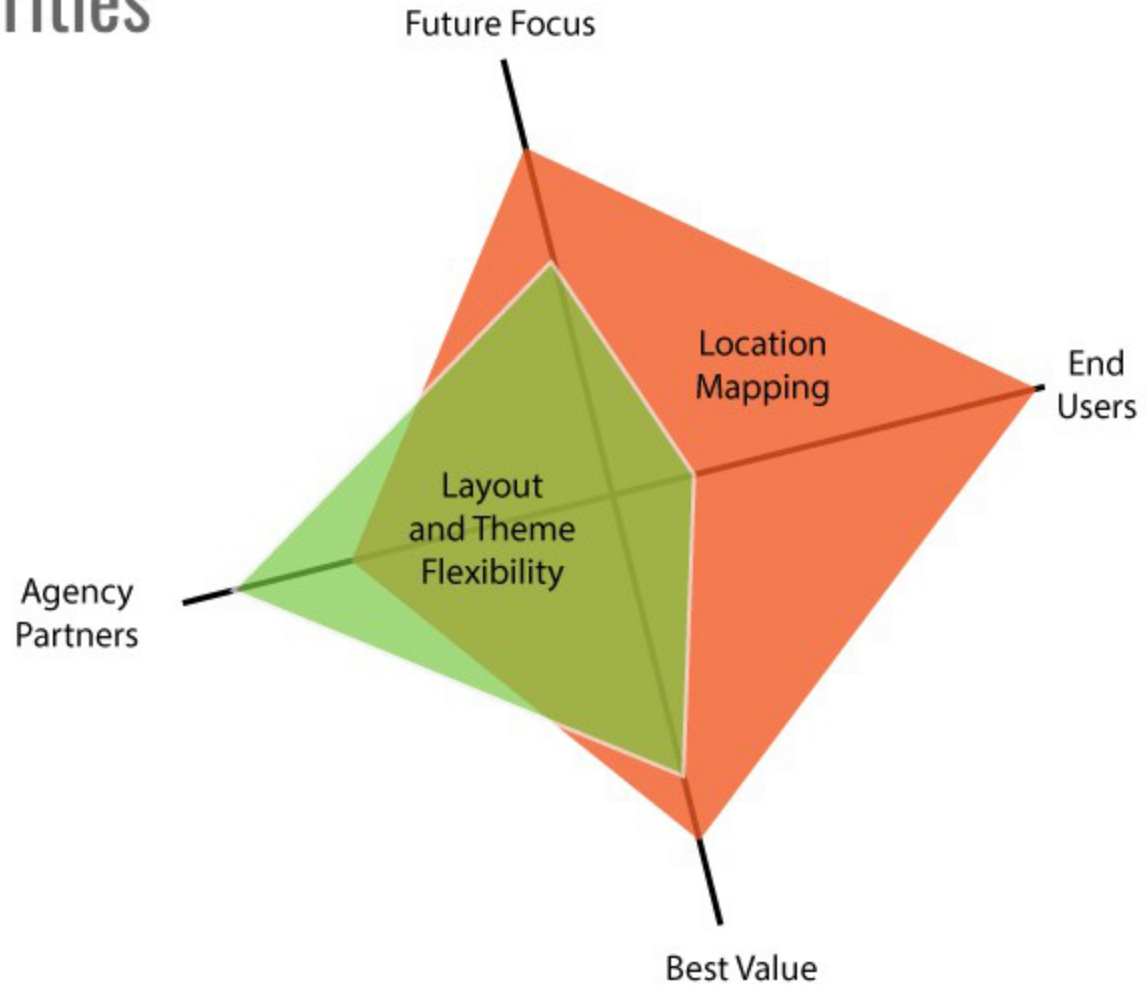
Users

Agencies

Is it:

Future Focused

Best Value



## Where We're Going - New Page Layout Options (2016)

- > Multi-column layout options for Site Pages and Blog Posts
- > Infographic support (to meet mobile, performance, & accessibility requirements)

## Where We're Going - Updated Theming Options (2016)

- > Custom color palettes for new themes
- > More flexibility in background imagery

# What's New - Locations (launched May 2015)

The screenshot shows a web application titled "Find a Career Center". Below the title, it lists "Most Viewed:" locations: Atlanta - North Metro, Atlanta - South Metro, Cobb-Cherokee, Clayton County, and Augusta. A search bar with the placeholder text "Search to filter results..." is positioned below the list. At the bottom, there is a table with two columns: "Location Name" and "Areas Served".

Location Name	Areas Served
<a href="#">Albany</a>	Calhoun, Dougherty, Lee, Terrell, Worth
<a href="#">Americus</a>	Crisp, Dooly, Macon, Marion, Schley, Sumter, Taylor, Webster
<a href="#">Athens</a>	Barrow, Clarke, Elbert, Greene, Jackson, Madison, Morgan, Oconee, Oglethorpe
<a href="#">Atlanta - North Metro</a>	DeKalb, Fulton, Rockdale
<a href="#">Atlanta - South Metro</a>	Fulton, Douglas
<a href="#">Augusta</a>	Burke, Columbia, Glascock, Jefferson, Jenkins, Richmond, Screven, Washington
<a href="#">Bainbridge</a>	Decatur, Early, Miller, Seminole
<a href="#">Blue Ridge</a>	Fannin, Gilmer, Pickens, Towns, Union
<a href="#">Brunswick</a>	Appling, Glynn, McIntosh, Wayne
<a href="#">Cairo</a>	Grady

# What's New - Locations (launched May 2015)

Home » Find a Career Center » Atlanta - North Metro

## Atlanta - North Metro

### Career Center

2943 North Druid Hills Road  
Atlanta, GA 30329-3909

[Get Directions](#)

### Areas Served:

DeKalb, Fulton, Rockdale

Office: [\(404\) 679-5200](tel:(404)679-5200)

FAX: [\(404\) 679-1713](tel:(404)679-1713)

TTY: [\(404\) 486-6476](tel:(404)486-6476)

### Hours:

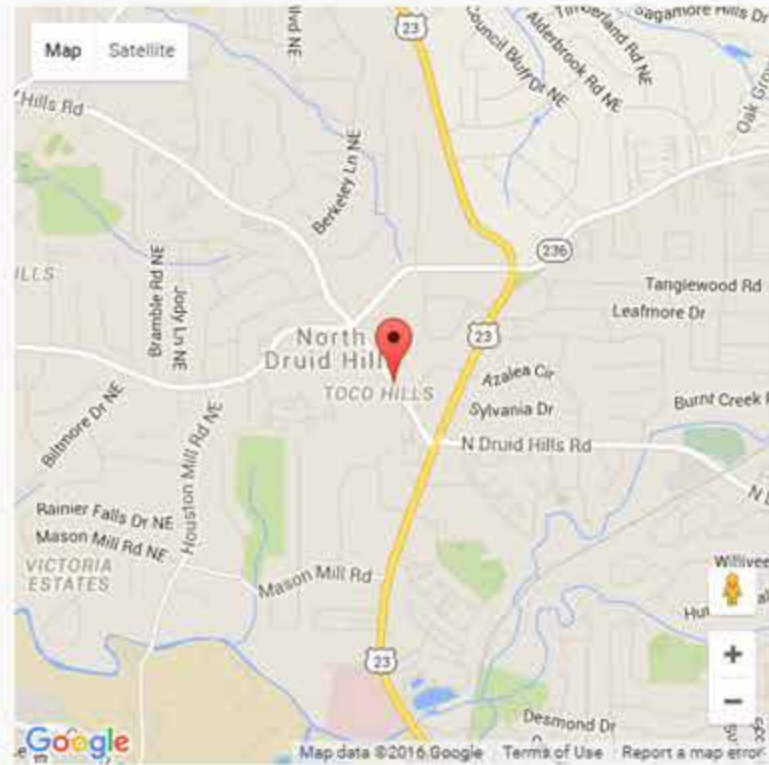
8:00AM - 4:30PM

Monday - Friday

### Manager

Diane Allen

[Contact a Career Center](#)



# Where We're Going - Location Mapping

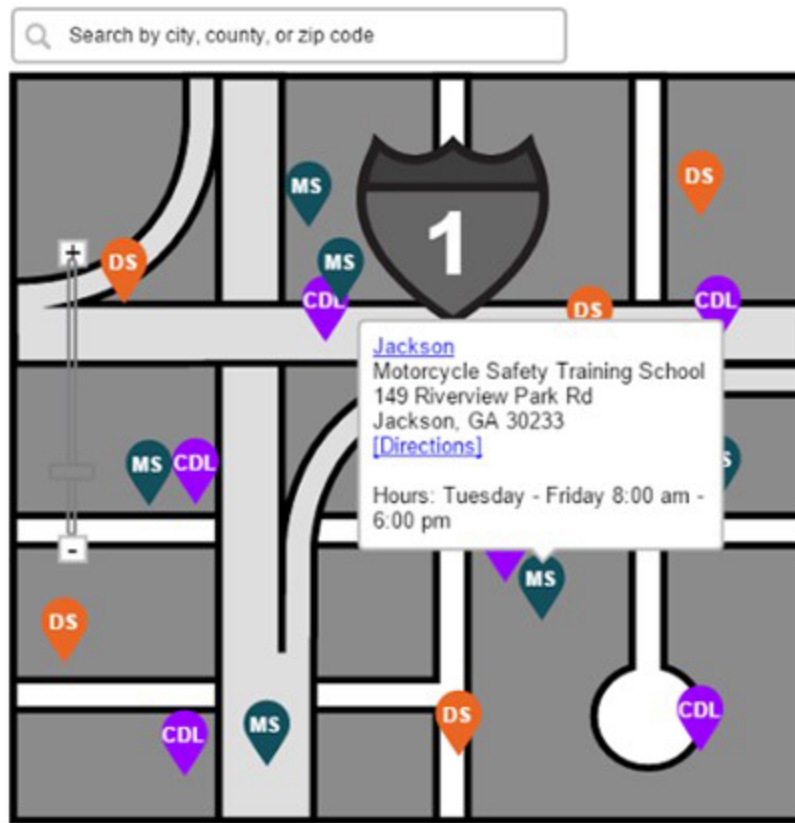
## Find a DDS Location

Our convenient Online Services are available 24/7. DDS Customer Service Centers are open Tuesday through Saturday. Tuesday is typically a very busy day, so please visit us on a Wednesday or Thursday when our offices are normally less busy.

Important: Please review the new Secure ID document requirements and hours of operation before visiting our offices.

### Filter Locations By Type:

- Customer Service Centers (CS)
- Certified Driver Education Schools (CDE)
- Driver Education - Technical/Colleges (TC)
- Certified Schools for Road Skills Test (RST)
- CDL Training Schools (CDL)
- Certified DUI/Defensive Driving Schools (DUI)
- Ignition Interlock Service Providers (IIS)
- Motorcycle Safety Training Locations (MS)
- State Certified Motorcycle Schools (CMS)



Wireframe : sample



# Where We're Going - Location Listing

Find a Customer Service Center

Most Viewed:

Atlanta | North Metro Atlanta | Gwinnett County | Cobb-Cherokee | DeKalb County

Location Name ▲	Address	City ▲	Services Offered	Areas Served ▲
Albany	2062 Newton Rd	Albany	First Issuance, Renewals, Replace, Stolen/Lost	Calhoun, Dougherty, Lee, Terrell, Worth
Americus	1601 North Martin Luther King Blvd	Americus	Out of State Transfers, Regular Road Test, Motorcycle Road Test	Marion, Schley, Sumter, Taylor, Webster
Athens	1505 US Highway 29 North	Athens	First Issuance, Renewals, Replace, Stolen/Lost	Barrow, Clarke, Elbert, Greene, Jackson, Madison, Morgan, Oconee, Oglethorpe
Atlanta	400 Whitehall Street SW	Atlanta	Out of State Transfers, Regular Road Test, Motorcycle Road Test	Fulton, Douglas, Clayton, Fayette, Henry, Cherokee, Cobb,
Augusta	3423 Mike Padgett Hwy	Augusta	First Issuance, Renewals, Replace, Stolen/Lost	Burke, Columbia, Glascock, Jefferson, Jenkins, Richmond, Screven, Washington
			Out of State Transfers, Regular Road	

*Wireframe : sample*



# What's Next?

**What's Next?**  
What do you need?

# What's Next - Data Visualization Platform

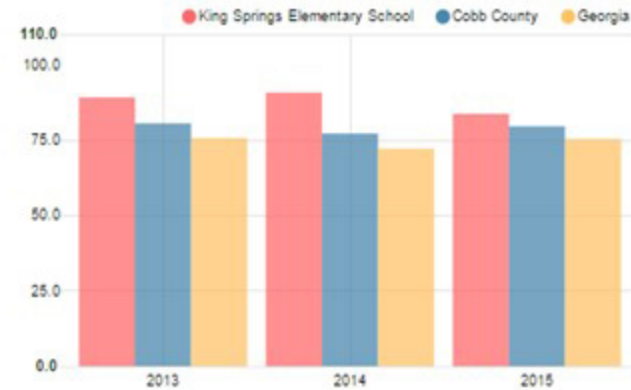
## School Wide

**B**  
83.8

Year	King Springs Elementary School
2015	B
2014	A
2013	B
2012	B

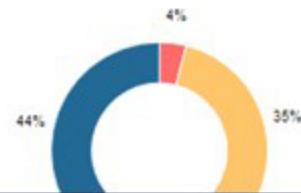
Grade conversion	
A	90 - 100
B	80 - 89.9
C	70 - 79.9
D	60 - 69.9
F	0 - 59.9

## CCRPI Single Score



## Race/Ethnicity

- Asian/Pacific Islander
- American Indian/Alaskan
- Black
- Hispanic
- Multi-racial
- White



## Free/Reduced-Price Lunch (FRL)

- FRL
- Not FRL



## Students with Disability (SWD)

- SWD
- Not SWD



## English Language Learners (ELL)

- ELL
- Not ELL



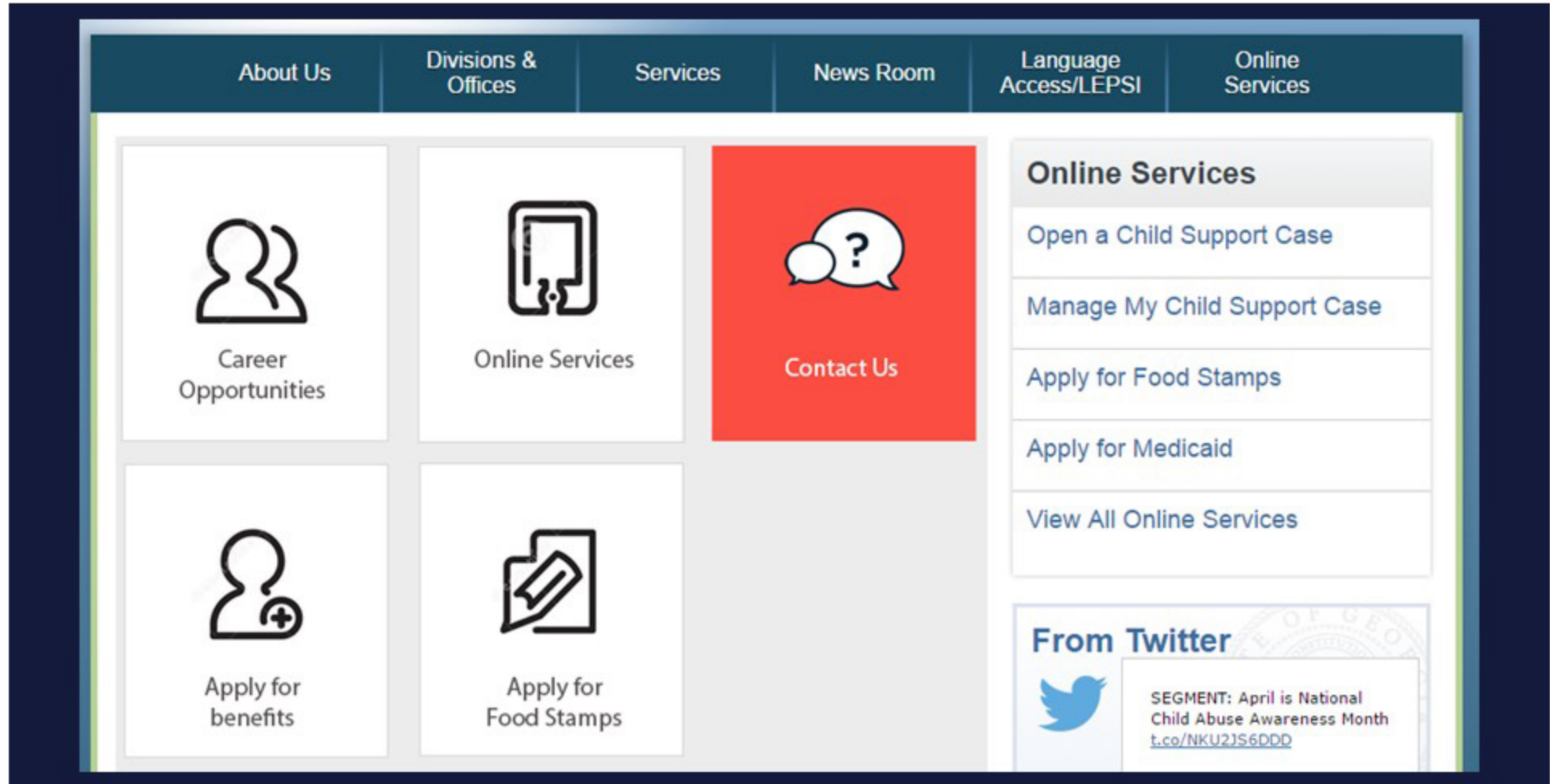
## What's Next - Locations on Georgia.gov

Aggregate Location Mapping for all agencies

---> Requires **all agencies** to add Locations

---> We can help you with strategy and planning

# What's Next - Homepage Blocks



# Join Us! We want to know...

What are your **pain points**?

What are your **workflows**?

How are you **helping users**?

let's  
**DISCUSS**



# Stay In the Loop

[interactive.georgia.gov/blogs](https://interactive.georgia.gov/blogs)

Email Newsletters

GOVTalks and Trainings

Agency Check-ins