

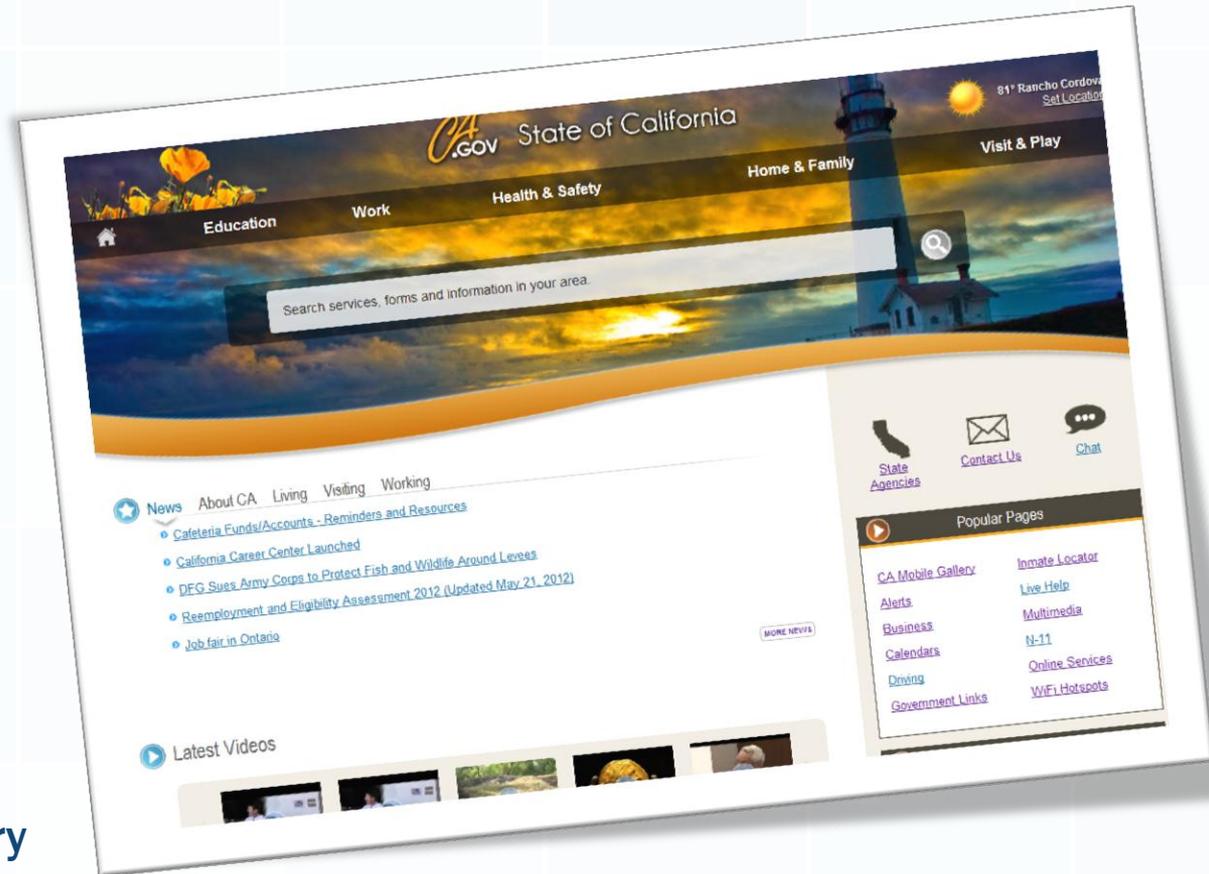


CA.gov Redesign

Launched May 2012

What's New?

- Responsive design aimed at widescreen, smaller screen, and tablets
- Touch-friendly features
- Instant, location-based search
- Dashboard displays of real-time analytics
- Dynamic news, video, and social media feeds
- Mobile application gallery
- And more!



Launched May 2012

2010 Version

Why Change it?

- Growing number of tablets
- Not touch-friendly – difficult to navigate and use on tablets
- Flash movie does not work on tablets
- Flash movie slows down response time
- Static content – needed to be updated manually
- Current news, social media feeds located on separate news site
- Location-based content buried deep



12%

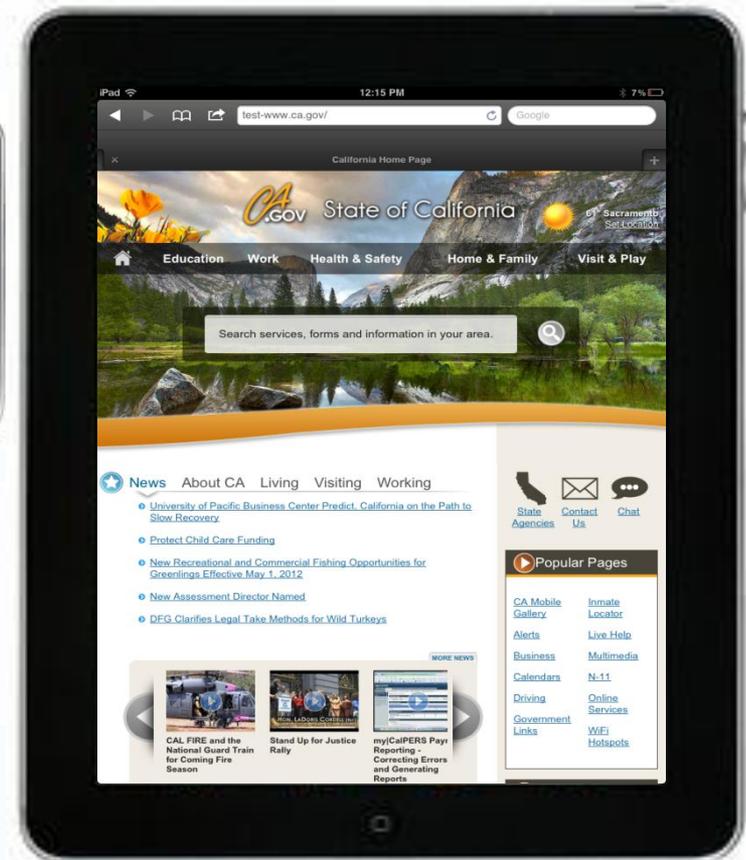
• Mobile visits

95%

• Touchscreen

Responsive Design

- Desktops
- Widescreen
- Smaller screen
- Tablets
- Mobile



Touch-Friendly Features



09/12/11- Right Care Initiative: Dr. Bruce McCarthy

Butte County CalRecycle Illegal Dump Cleanup

CLEOPA Exhibit OPEN [T sec]

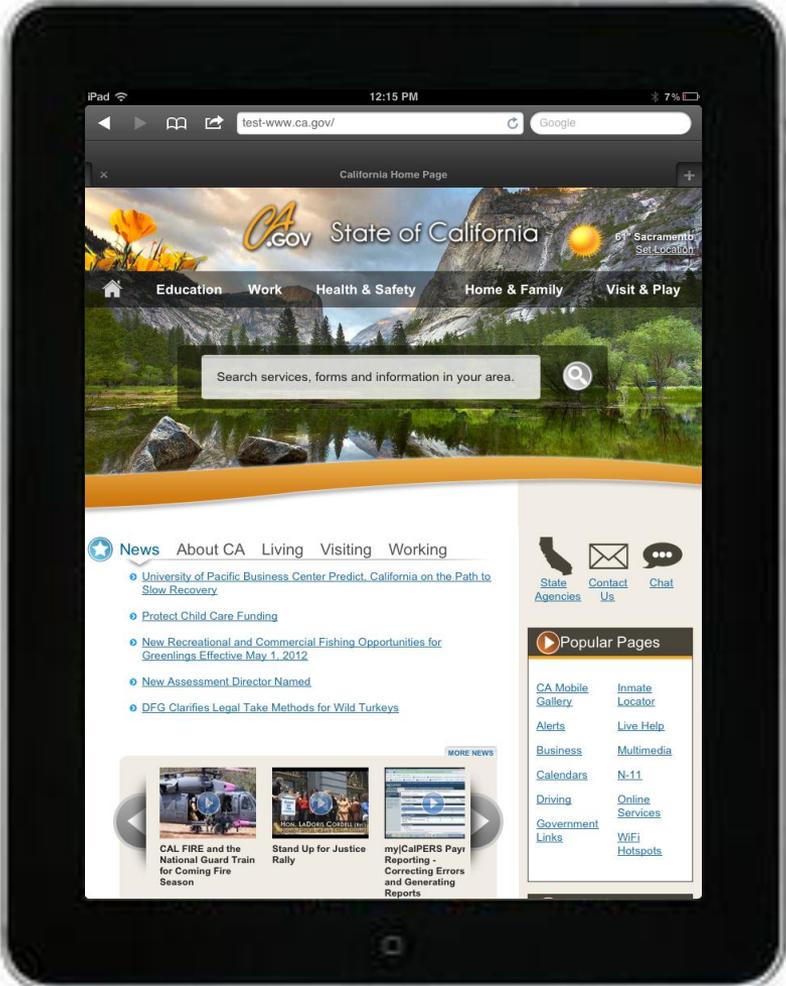
Connect

Latest Tweets by CA.gov

CA_DMV: Tweet it. Facebook it. However you want to do it, make sure you spread the word about our new Young Drivers webpage. <http://t.co/8S6MUB0B>

Posted a few seconds ago on [twitter](#) via devices

[MORE TWEETS](#)



California Home Page

CA.gov State of California

Education Work Health & Safety Home & Family Visit & Play

Search services, forms and information in your area.

News About CA Living Visiting Working

- University of Pacific Business Center Predicts California on the Path to Slow Recovery
- Protect Child Care Funding
- New Recreational and Commercial Fishing Opportunities for Greenlings Effective May 1, 2012
- New Assessment Director Named
- DFG Clarifies Legal Take Methods for Wild Turkeys

Popular Pages

- CA Mobile Gallery
- Inmate Locator
- Alerts
- Live Help
- Business
- Multimedia
- Calendars
- N-11
- Driving
- Online Services
- Government Links
- WiFi Hotspots

CAL FIRE and the National Guard Train for Coming Fire Season

Stand Up for Justice Rally

myCaPERS Pay Reporting - Correcting Errors and Generating Reports

Dynamic Feeds

Your Feeds

News.ca.gov

CA.gov Portal



News.ca.gov State of California

Search

HOME BUSINESS EDUCATION GOVERNMENT HEALTH & SAFETY FAMILY VISIT

Latest News

- DFG Sues Army Corps to Protect Fish and Wildlife Around Levees**
Posted: 48 minutes ago By CA DFG News
 The California Department of Fish and Game (DFG) sued the United States Army Corps of Engineers (Corps) today. DFG claimed in its lawsuit that the Corps failed to comply with the federal Endangered... [read »](#)
- Reemployment and Eligibility Assessment 2012 (Updated May 21, 2012)**
Posted: 1 hour ago By www.edd.ca.gov
 Reemployment and Eligibility Assessment... [read »](#)
- Job fair in Ontario**
Posted: 1 hour ago By www.edd.ca.gov
 Job fair in Ontario continues Governor's initiative... [read »](#)
- Tourism numbers spiking at Visitors Center**
Posted: 6 hours ago By service.melwater.com
 By STEPHANIE A. JAMES Staff Writer With... attracted visitors from 10 countries and 49...

Visit his Website
Office of Governor
EDMUND G. BROWN JR.

On Twitter

CaltransDist10 · Stockton: EB SR-4/Crosstown Freeway at Wilson Way - All lanes blocked. Estimated time of opening: Please use...

Education Work Health & Safety Home & Family Visit & Play

Search services, forms and information in your area.

[News](#)
[About CA](#)
[Living](#)
[Visiting](#)
[Working](#)

- DFG Sues Army Corps to Protect Fish and Wildlife Around Levees
- Reemployment and Eligibility Assessment 2012 (Updated May 21, 2012)
- Job fair in Ontario
- Tourism numbers spiking at Visitors Center
- A Breathtaking California Road Trip

[MORE NEWS](#)

State Agencies
 Contact Us
 Chat

Popular Pages

- CA Mobile Gallery
- Inmate Locator
- Alerts
- Live Help
- Business
- Multimedia
- Calendars
- N-11

[Home](#)
[Online Services](#)

Instant, Location-Based Search

The screenshot shows the CA.gov website with a search bar containing the text "dmv". Below the search bar, a dropdown menu displays a list of search results:

- dmv
- dmv online
- dmv department motor vehicles
- dmv vehicle registration
- dmv license fee
- dmv vehicle registration fee
- dmv field offices
- dmv auto registration
- dmv title transfer
- dmv car registration fee

To the right of the search results, a map shows the location of the search results, with a red pin indicating the location. A blue callout box points to the map with the text "Set Location, Get Local Results".

The website header includes navigation links for Education, Work, Health & Safety, Home & Family, and Visit & Play. The search bar is located in the top right corner of the page.

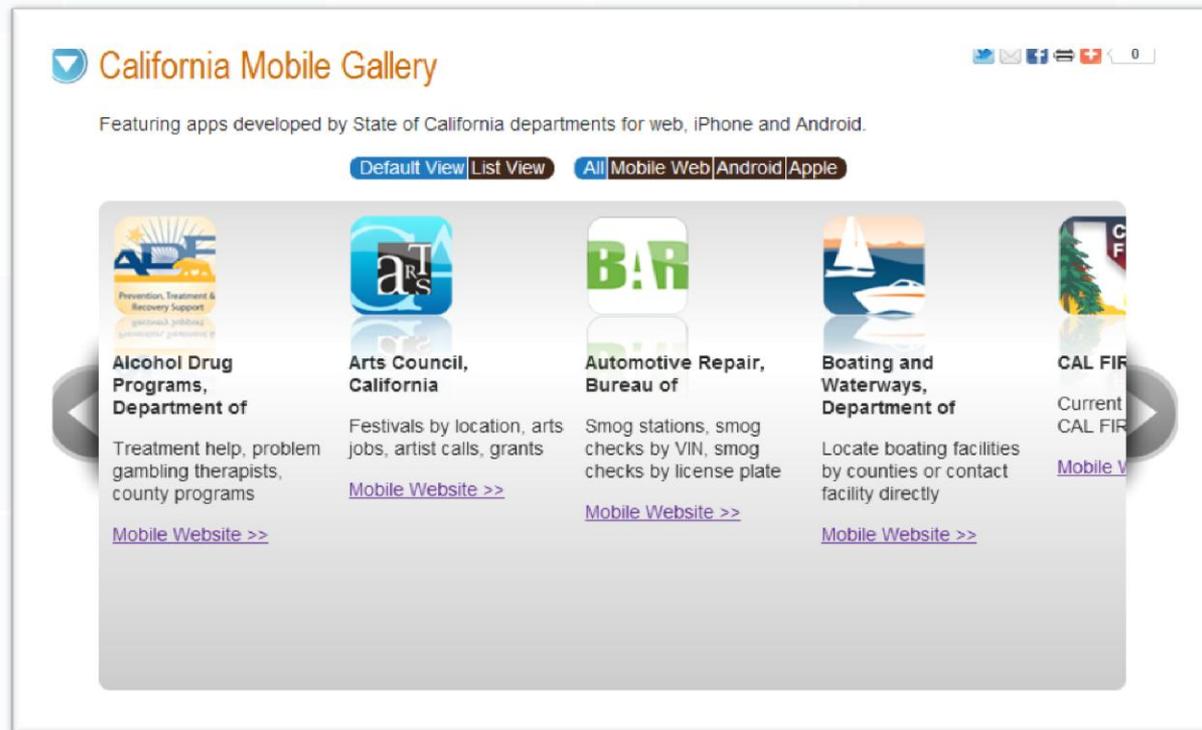
Dashboards

- Near real-time
- Automatically updated
- Google Analytics API
- Rich infographics and statistics
 - Number of visits to all CA.gov websites
 - Graph and maps with pinpoints
 - Mobile visits
 - Featured stats
 - Most searched keywords
 - Social media ticker
- <http://ca.gov/Apps/>



Mobile App Gallery

- 40+ apps
- 30+ departments
- <http://ca.gov/Mobile>
- Web-based, iPhone/iPad, and Android

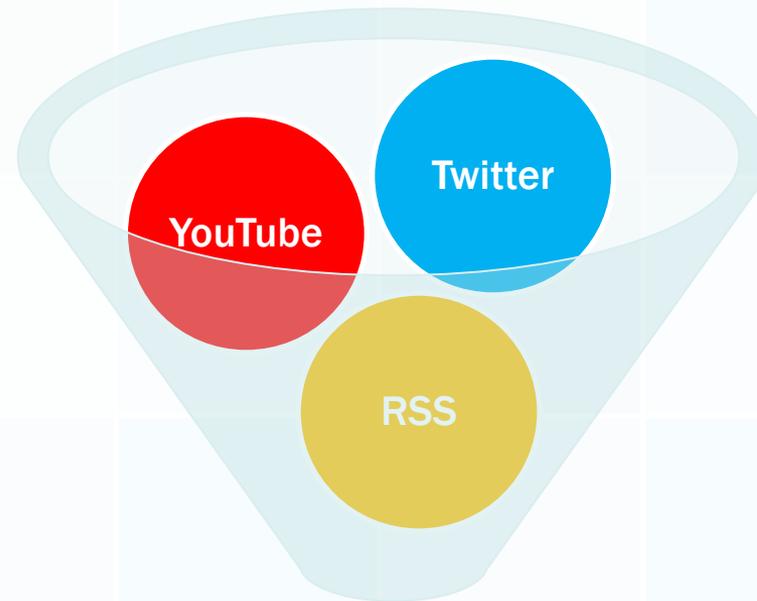


The screenshot shows the California Mobile Gallery website. At the top, it says "California Mobile Gallery" with a dropdown arrow. Below that, it states "Featuring apps developed by State of California departments for web, iPhone and Android." There are navigation buttons for "Default View", "List View", "All", "Mobile", "Web", "Android", and "Apple". The main content area displays five app cards:

- Alcohol Drug Programs, Department of**: Prevention, Treatment & Recovery Support. Treatment help, problem gambling therapists, county programs. [Mobile Website >>](#)
- Arts Council, California**: Festivals by location, arts jobs, artist calls, grants. [Mobile Website >>](#)
- Automotive Repair, Bureau of**: Smog stations, smog checks by VIN, smog checks by license plate. [Mobile Website >>](#)
- Boating and Waterways, Department of**: Locate boating facilities by counties or contact facility directly. [Mobile Website >>](#)
- CAL FIRE**: Current CAL FIRE. [Mobile Website >>](#)

We need your help

- Tell us when you add social media accounts and RSS feeds
- Tell us when you create mobile apps
- Join Statewide Google Analytics



News.ca.gov

CA.gov Portal



Questions

- Templates for state agencies and departments coming Fall 2012
- info@eservices.ca.gov

Thank you!