

Web Team Monthly Meeting

July 11th, 2024

Agenda

- Welcome and Intros
- Maryland Digital Service
- Web Services + User Experience (UX) and Service Design
- Accessibility Office: ADA Title II
- Maryland Web Design System
- Demo: New template, new header and footer
- Q&A

Welcome and Intros

Intros: Maryland Digital Service

Marcy Jacobs

Deputy Secretary
Chief Digital Experience Officer

Lilly Madigan

Sr Director, User Experience &
Service Design

Andrew Drummond

Director, Office of Accessibility

Srinivas Bandreddi

Acting Director, Web Services

Martha Yeh

Web Developer

Jeff Keller

Web Developer

Bao-Tran Nguyen

User Experience Designer

Intros: The Maryland Web Community

At your table:

Write on post-it notes
your name, your agency,
your role and favorite
icecream flavor

(on phone, please put
the same in the chat)



~200
Non-Executive
Agencies and
Departments

~85
Executive
Agency
Websites

~400 Additional
Maryland Registered
Sites

Maryland Digital Service (MDDS)

MDDS: History

Governor Moore created the Maryland Digital Service in January of 2024 to help support state agency needs.

This team will support website and application redesigns and discovery efforts, focused on well-designed and user-centered digital experiences to increase trust in government, decrease the cost to serve and support agencies in delivering on their critical missions.

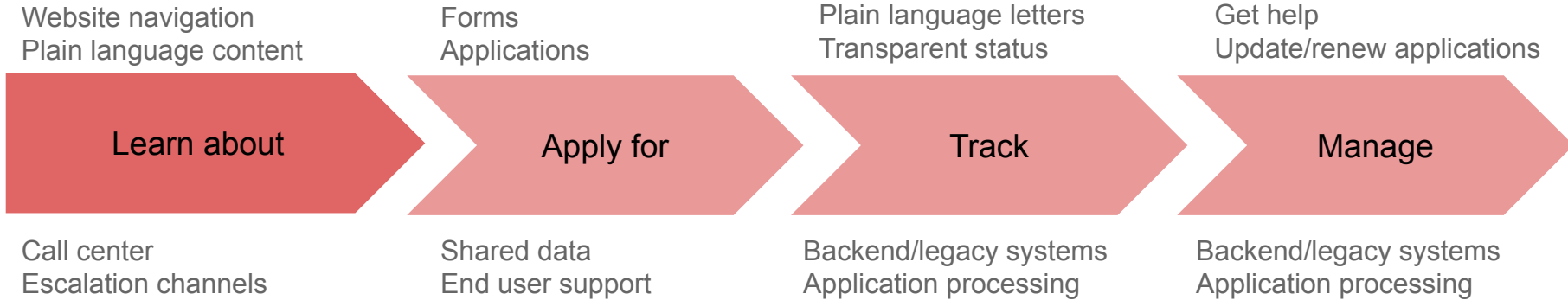
MDDS: Vision / North Star

MDDS will assist agencies in creating consistent and intuitive digital experiences that are user-centered, accessible to all Marylanders, and secure.

Marylanders deserve a digital experience with their government that is on par with the experience they have when interacting with top private sector companies.

Digital Experience: Customer Journey

Front stage: Maryland resident/business owner



Backstage: Maryland agency staff

Activity

Learn about

Apply for

Track

Manage

Agency Name

Primary Site visitor

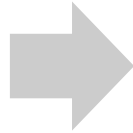
Top questions or tasks (*refer to user journey*)

Web Services + User Experience & Service Design

New Web and Applications Offerings

Previously Offered Services

- Domain name registration
- Website hosting
- Basic website development (SharePoint and Wordpress)
- Accessibility review



Additional New Service Offerings

- Website discovery
 - Site analytics
 - Call/email trend analysis
 - User research
 - Content audit/inventory
- Website design
 - Site Information architecture
 - Navigation & labeling
 - Plain language content
 - Content governance
 - Usability testing
- Enhanced development/visual design
- Web forms and applications

Building Momentum

Discovery & Design Inform Website Redesign



OUR MARYLAND IS YOUR MARYLAND



MDDS Creates State-Wide Guidance



How do you get support for your agency?

1. Submit an intake ticket or contact your portfolio officer
2. We will schedule a discussion to understand scope, timeframe, budget - this will include steps you can take on your own to prepare

What do we mean by “Design”?

User Experience

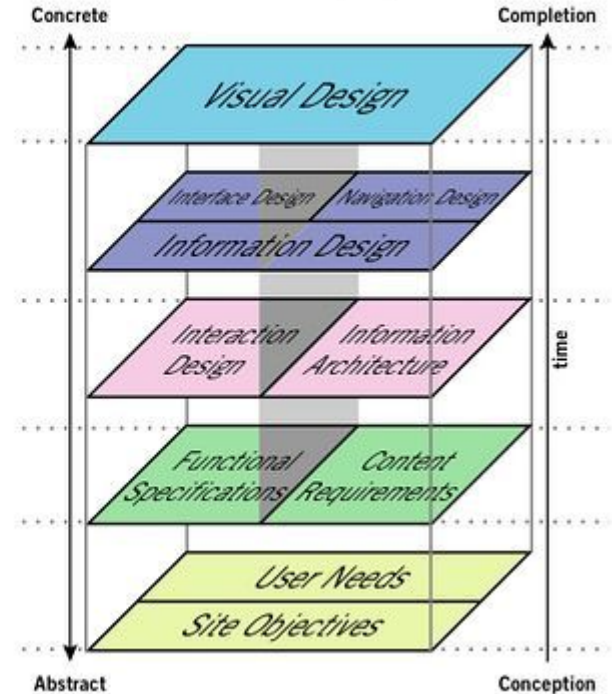
Bring people visiting the site and using the services, into their development.

Service Design

Go beyond the web and consider the end-to-end experience of the State’s service to meet user and business needs.

Elements of User Experience

Jesse James Garrett, 2000



Office of Accessibility

ADA Title II Final Rule Update

What the rule states:

- Requires state and local governments to make sure that their services, programs, and activities are accessible to people with disabilities.
- All state and local government websites and mobile applications must conform to WCAG 2.1, Level AA standards by April 24, 2026 (for entities of >50,000 population).

Exceptions:

- Archived web content
- Pre-existing conventional electronic documents
- Third party content that is posted outside contractual or other legal arrangement made with the government entity
- Individualized documents that are password protected
- Preexisting social media posts

ADA Title II Final Rule Update

Plan to address:

- Statewide testing platform
- Analytics
- Training
- Consultation
- Community of Practice
- Template improvements and components repository

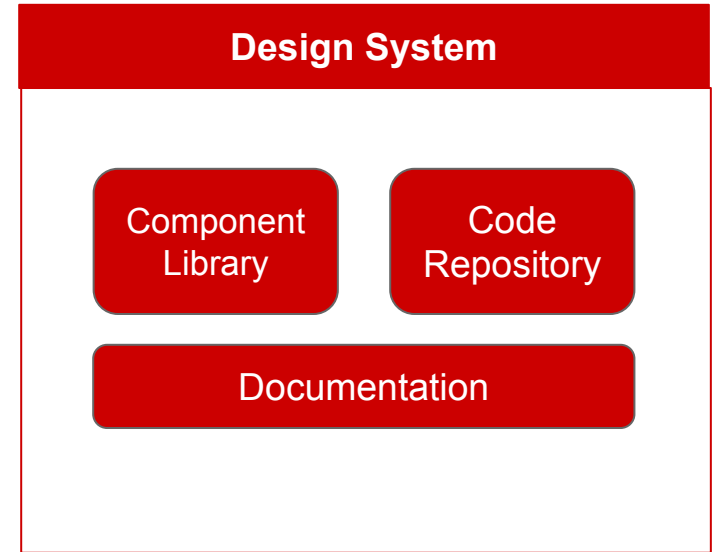
Contact - Andrew.Drummond2@maryland.gov

Maryland Web Design System

A Public Toolset

A toolset that helps state agencies develop accessible, mobile-friendly websites with consistent look and feel.

Maryland has a wide digital ecosystem, and we want people to know they're on an official state website. Cohesive designs are easier to use, and show legitimacy.

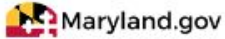


New Header + Footer

[Demo](#)

Header

An official website of the State of Maryland. [Here's how you know](#) v



Maryland State Jobs Translate

An official website of the State of Maryland. [Here's how you know](#) ^



Official websites use .maryland.gov

A .maryland.gov website belongs to an official government organization in Maryland.



Secure websites use HTTPS certificate

A lock icon () or https:// means you've safely connected to the official website. Share sensitive information only on official, secure websites.



Maryland State Jobs Translate

Footer



Enterprise Agency Template

100 Community Place, Crownsville, MD
21032.

[Agency Link 1](#) - [Agency Link 2](#) - [Agency Link 3](#)



Explore Maryland.gov

Top Services

- [Vehicle Services](#)
- [Food Assistance / SNAP](#)
- [Unemployment Services](#)
- [Taxes](#)
- [Register to Vote](#)
- [Resident Resources](#)
- [Visit Maryland](#)
- [More Online Services](#)

Government

- [Governor Wes Moore](#)
- [Maryland Cabinet Agencies](#)
- [All State Agencies](#)
- [For State Employees](#)
- [Maryland Jobs](#)
- [Maryland News](#)

Policies

- [Accessibility](#)
- [Privacy & Security](#)

Connect

- [State Employee Directory](#)
- [Social Media Directory](#)
- [Customer Service Promise](#)

Alerts

- [Emergency Alerts](#)
- [Travel Alerts](#)
- [Cybersecurity](#)
- [Report Human Trafficking](#)
- [Key Bridge](#)

Header & Footer rollout timeline

1) Phase 1: DoIT hosted sites using current template:

- **Header** will be automatically added
- **Footer** requires small manual effort from the DoIT team - rollout will be coordinated with each agency individually

2) Phase 2: Sites not using current template:

- **Header and Footer** need to be updated manually by DoIT. Please submit a service desk ticket for support

Web Experience Phases

Phase 1 (Q1-Q3 2024)

Small: FAMLI, Governor, Gov office for Children

Medium: DoIT, MDVA, OAG

New agency template, header, footer

CMS platform research

Phase 2 Q4 2024- Q2 2025)

5-8 Additional (medium) sites - to be confirmed (MCA, DHCD, MVA, ...)

Begin Maryland.gov research/ design - homepage top tasks

CMS roadmap, budgeting

Measurement pilot - analytics.maryland.gov

Phase 3 (Q3 2025 ->)

Maryland.gov:

- agency pages
- topic/task landing pages

CMS implementation

Activities

Capacity

Small DoIT team
1 vendor (small procurement)
US Digital Response

Director - Web experience, Additional staff
Contractual PIN support
ADEPT IDIQ

Director - Web experience, Additional staff
Contractual PIN support
ADEPT IDIQ

Questions / Discussion

Thank You

Next meeting August 20th, 2024

Your feedback is welcome

<https://forms.gle/SxV9jcmUZz8EbYLq9>