

# Web Leads Monthly Meeting

September 30, 2024

Here early? We'll be using Miro during today's meeting. New to Miro? Create a free account and check out [Miro 101](#).

Miro 101 link: <https://miro.com/app/board/uXjVLZXKOEc=?moveToWidget=3458764601556700560&cot=14>

# Welcome and Kickoff

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[marcy.jacobs@maryland.gov](mailto:marcy.jacobs@maryland.gov)

# Agenda

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- Welcome and Kickoff
  - Miro Intro & Crash Course
- Measurement Pilot:
  - Experience measurement update
  - Analytics demo
- Accessibility:
  - Automated Testing Tool - Recite Me Intro & Demo
- Social Media guidance
- Maryland Web Design System Updates
- Q&A + Discussion

**Note:** this month we'll be trying out a few new ways to make the meeting more interactive.

We'll be using Miro (plus chat) for questions and comments.

Find a [Miro 101](#) in today's Miro board (you may need to create a free Miro account; it only takes a minute).

**Miro 101 link:**

<https://miro.com/app/board/uXjVLZXKOEc=?moveToWidget=3458764601556700560&cot=14>

**Full Miro board link:**

<https://miro.com/app/board/uXjVLZXKOEc=?moveToWidget=3458764601570515606&cot=14>

# Miro Introduction & Crash Course

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[lilly.madigan@maryland.gov](mailto:lilly.madigan@maryland.gov)

# Presenters

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## MARYLAND DIGITAL SERVICE (MDDS)

### **Marcy Jacobs**

Deputy Secretary, DoIT  
Chief Digital Experience Officer

### **Lilly Madigan**

Sr Director, UX & Service Design

### **David Holmes**

Sr Director, Engineering

### **Andrew Drummond**

Director, Office of Accessibility

### **Bao-Tran Nguyen**

User Experience Designer

## MDDS (continued)

### **Jeffrey Pass**

Sr Director, Web Experience

## GUEST PRESENTER

### **Erykah St. Louis**

Director of Digital,  
Executive Office of the Governor

### **Alex Chase**

Digital Media Coordinator,  
Executive Office of the Governor

## ALL ATTENDEES

Please [introduce yourself in Miro!](#)

Please share your name, pronouns, title and/or role, and agency and/or project.

You may need to create a free Miro account (it only takes a minute).

If you'd rather, you can also introduce yourself in the Google Meeting chat.

Miro introduce yourself link:

<https://miro.com/app/board/uXjVLZXKOEc=?moveToWidget=3458764601556700487&cot=14>

# Measurement Pilot

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[marcy.jacobs@maryland.gov](mailto:marcy.jacobs@maryland.gov)

# Details on the Measurement Pilot

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## Customer experience measurement

- Small pilot to evaluate a customer experience measurement platform
- Customer Feedback Scores on ~50 sites
  - Net promoter score (NPS)
  - Customer satisfaction (CSAT)
  - Customer effort score (CES)
  - Customer sentiment
- 2-4 'deep dives' into user journeys

## analytics.maryland.gov\*

- Phase 1
  - Publicly available
  - Web traffic analytics
- Phase 2
  - Site Performance Scores
    - Accessibility
    - Best Practices
    - Plain language
    - SEO

\*In development, demo today

# Measurement Pilot: CX Measurement

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[marcy.jacobs@maryland.gov](mailto:marcy.jacobs@maryland.gov)



# Website feedback

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**Active Website Intercepts**  
aiming to establish key  
performance metrics,  
measure drivers, and  
understand visitor  
personas.

The image shows a laptop screen displaying the Maryland OneStop Portal. The website has a red header with the Maryland OneStop logo and a 'Log In' button. The main content area is white with a red background for the header. The text 'Welcome to the Maryland OneStop Portal' is prominently displayed, followed by a subtitle: 'OneStop is the central hub for Maryland State licenses, forms, certificates, permits, applications, and registrations.' Below this is a search bar with the placeholder text 'Search for licenses and permits...'. A 'Share Your Feedback' pop-up is overlaid on the screen, asking 'Would you be willing to answer a few questions about your experience?'. The pop-up has a 'Provide Feedback' button and a 'No Thanks' button. Below the pop-up, there is a section titled 'Browse by State Agencies' with a grid of links to various state agencies and their available applications.

Overall, how satisfied are you with your experience on the website?

English

☐ Extremely satisfied

☐ Somewhat satisfied

☐ Neither satisfied nor dissatisfied

☐ Somewhat dissatisfied

☐ Extremely dissatisfied

Please tell us the reason for your score.

**Share Your Feedback**

Would you be willing to answer a few questions about your experience?

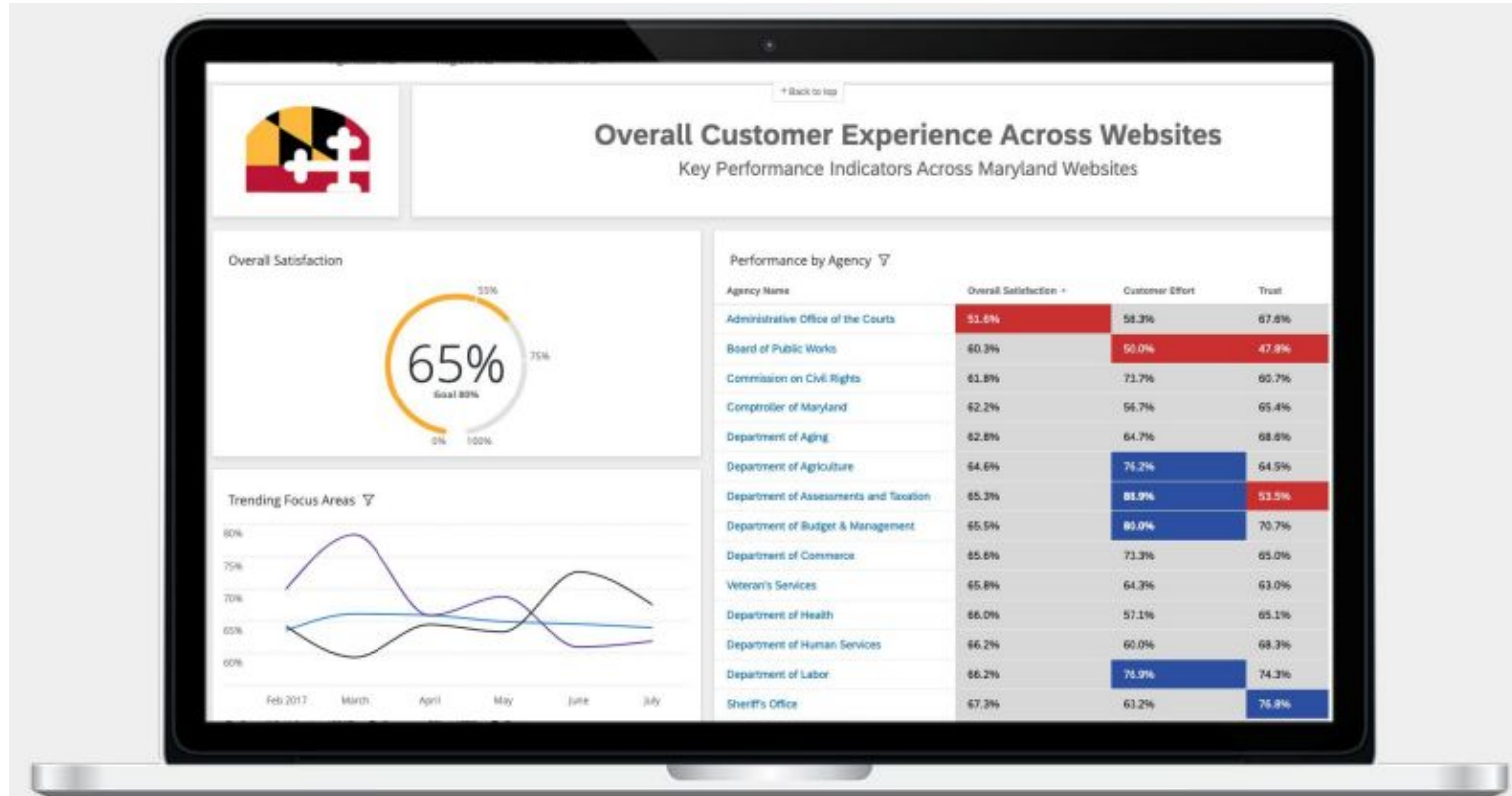
[Provide Feedback](#)

[No Thanks](#)

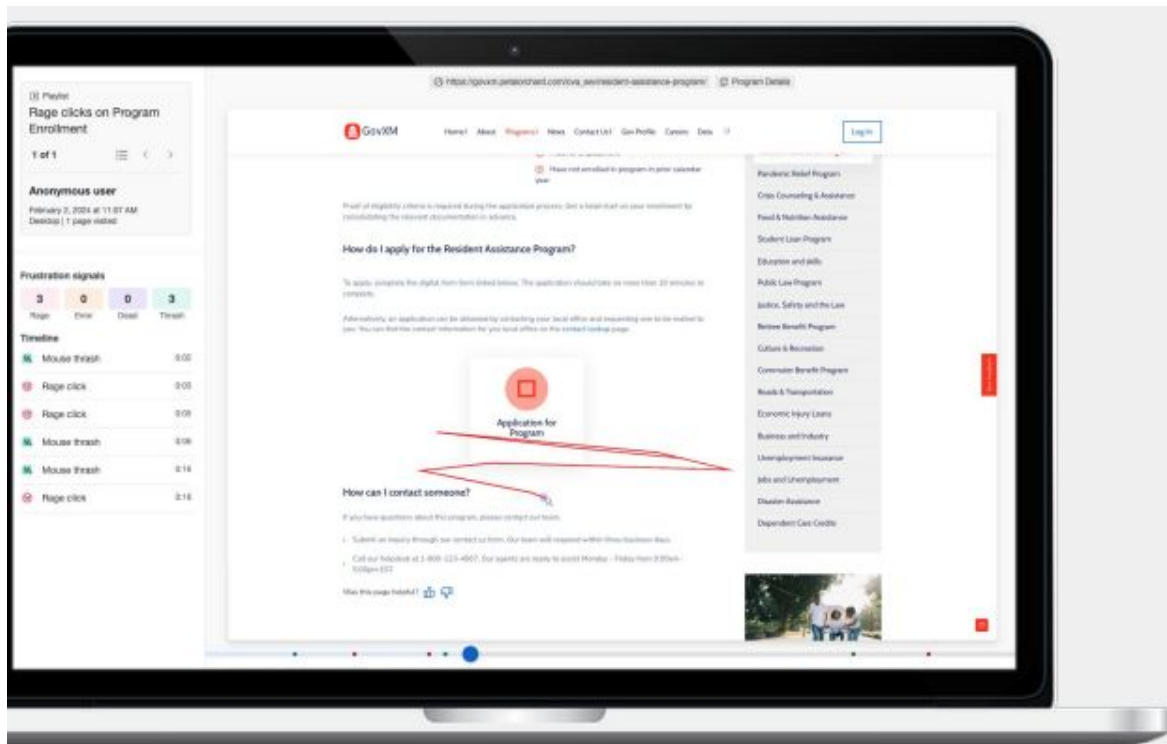
**Browse by State Agencies**

Maryland State Department of Education 9 Applications Available	Maryland State Department of Transportation 35 Applications Available
Maryland Insurance Administration 2 Applications Available	Maryland State Department of Health 10 Applications Available
Maryland State Department of Labor 1 Applications Available	Maryland State Department of General Services 1 Applications Available
Maryland State Department of Agriculture 1 Applications Available	Maryland State Department of the Environment 1 Applications Available
Maryland State Department of the Environment 1 Applications Available	Maryland State Department of the Environment 1 Applications Available

# Aggregated Website Insights



# Behavioral Journey feedback



## Behavioral Indicators



Mouse Thrashing



Rage Clicking



Error Clicks



Dead Links



Session Replay

# User Journey feedback

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**Embedded Content Evaluation**, aiming to continuously capture feedback on if content is resonating and gather suggestions for improvement.

How can we make this better?

Submit



Application for  
Program

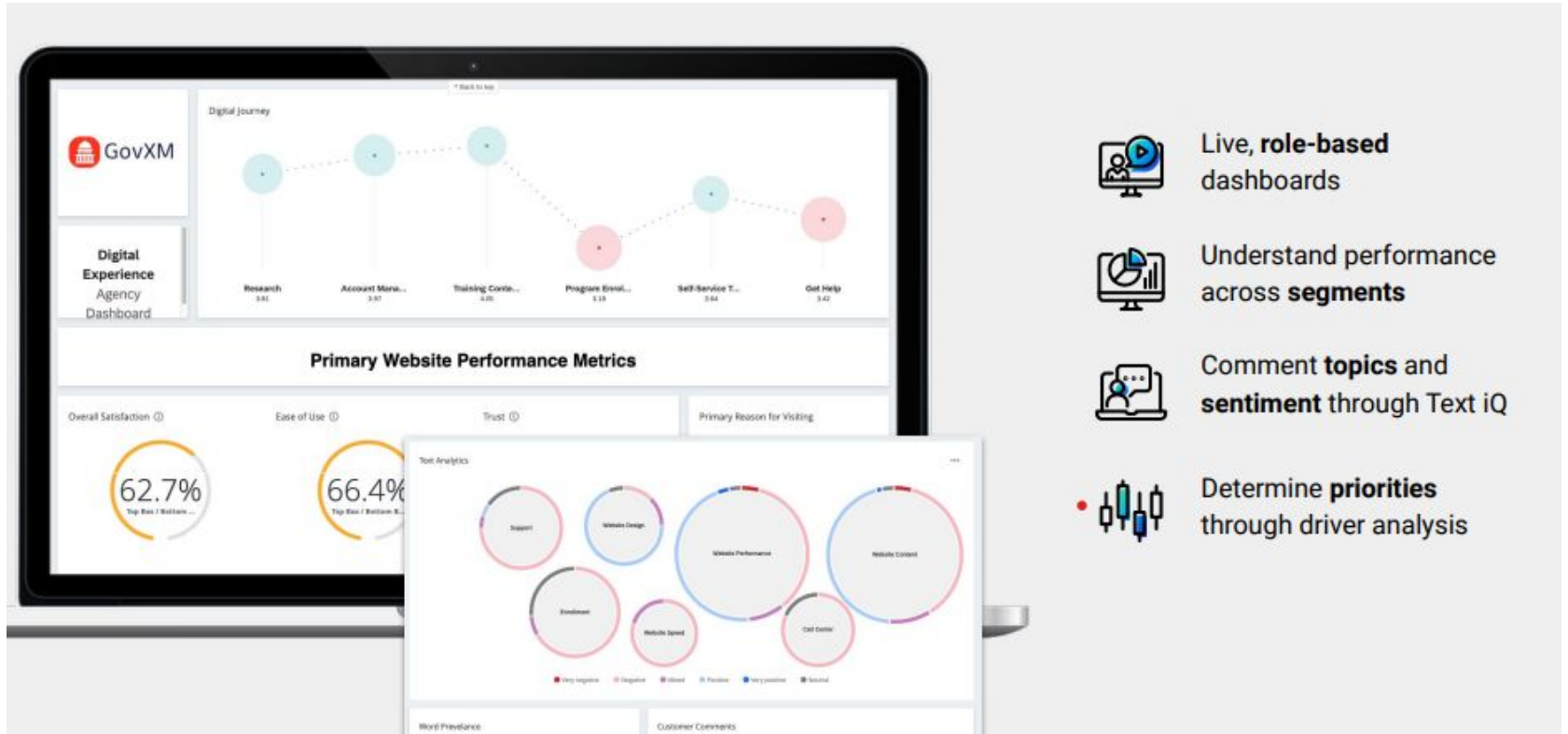
## How can I contact someone?

If you have questions about this program, please contact our team.

- Submit an inquiry through our contact us form. Our team will respond within three business days.
- Call our helpdesk at 1-800-123-4567. Our agents are ready to assist Monday - Friday from 9:00am - 5:00pm EST.

Was this page helpful?  

# Aggregated Journey Insights



# Measurement Pilot: Maryland Analytics Demo

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[David.Holmes@maryland.gov](mailto:David.Holmes@maryland.gov)

# Accessibility: Automated Testing Tool - Recite Me Intro & Demo

[andrew.drummond2@maryland.gov](mailto:andrew.drummond2@maryland.gov)

# Recite Me Demo

Recite<sup>me</sup>

HomeProducts

State of MarylandJeffrey Pass

Accessibility Checker

OverviewMy DomainsCustom ScansMy Scan HistoryCreate A ReportResource HubTeam ManagementSettings

## My Domains

This is the domain management page, you will find below a register of your domains, with a list of their respective associated pages, links to their scan results and management options to edit or delete them.

Here you can manage your domains, as well as add new domains and pages

+ Add Domain

Name	Number of Pages	Current Rating	Last Scan
MDOT MD (http://mdot.maryland.gov) Diana Angelilli	1 pages Single Page	49% AAA Level	9/19/2024 10:34 AM Diana Angelilli

Scan NowDetected Pages

Recite<sup>me</sup>

T: +44 (0) 191 432 8092  
E: info@reciteme.com



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Recite<sup>me</sup>

HomeProducts

State of MarylandJeffrey Pass

Accessibility Checker

OverviewMy DomainsCustom ScansMy Scan HistoryCreate A ReportResource HubTeam ManagementSettings

## Domain Overview

Manage DomainScan Now

MDOT MD (http://mdot.maryland.gov) 1 Page Scanned Last Scanned 09/19/2024, 05:53 AM

A460 Findings27 Fixes453 Checks

AA305 Findings7 Fixes198 Checks

AAA457 Findings188 Fixes269 Checks

### Findings Breakdown

Findings27ChecksCompleteWhat are these?WCAG AWCAG AAWCAG AAA

Type	Guideline	Description	Findings	Pages
1	4.1.2 A	Name, Role, Value	10	1
1	1.3.2 A	Meaningful Sequence	9	1
1	2.4.4 A	Link Purpose (In Context)	5	1
1	3.1.1 A	Keyboard	2	1
1	2.4.3 A	Focus Order	1	1

Techniques Breakdown

Page Breakdown

PDF Breakdown

Broken Links

### Accessibility Score

We believe your site has a rating of:

49%

A75%

AA55%

AAA40%

First scan, well Done  
What does that mean?  
Find out moreShare

Choose how your score is calculated

### Your Progress

AAA

AA

Score: 49%

Step 24

### Average Reading Level

...

This domain has been rated as ... based on the Flesch Kincaid reading grading system.

Find Out More

Recite<sup>me</sup>

T: +44 (0) 191 432 8092  
E: info@reciteme.com



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# Social Media & the Governor's Digital Office

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[erykah.stlouis@maryland.gov](mailto:erykah.stlouis@maryland.gov) and [alex.chase@maryland.gov](mailto:alex.chase@maryland.gov)

# The Governor's Digital Strategy

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## Relatable Storytelling

- Develop a **brand** and maintain **consistency** across all **digital channels**
- Emphasize **video content** that highlights our principal in **relatable** ways
- Simplify **policy** explanations to **make them accessible**
- **Build community** through consistent posting and active engagement
- Present the Administration's story in an **engaging, easy-to-read** format
- Align all **content** and **campaigns** with Governor Moore's **core messages** and policy initiatives

# The Governor's Digital Strategy

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## Organized Digital Execution

- Utilize a social media content calendar to plan posts in advance
- Implement a video request form to track production schedules and external requests
- Employ unicorns and subject matter experts for specialized content creation

## Digital Reporting

- Compile weekly social media metrics across platforms to assess the performance of tactics and guide content strategy
- Regularly assess the performance of tactics using analytics to optimize future efforts
- Monitor real-time engagement and adapt strategies based on audience responses and trend
- Conduct a comparative study of governors' social media strategies to identify best practices

# Maryland Web Design System Updates

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[lilly.madigan@maryland.gov](mailto:lilly.madigan@maryland.gov), [bao-tran.nguyen@maryland.gov](mailto:bao-tran.nguyen@maryland.gov),  
and [jeffrey.pass@maryland.gov](mailto:jeffrey.pass@maryland.gov)

# Maryland Web Design System

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Currently, we have translated a number of UI elements into Figma components (for ease of designing):

- Started with the 47 USWDS components
- We're focused on 19 components as our MVP
- We've customized 5 components so far for Maryland style (more to come)
- We've created 7 SharePoint page templates and 15 web parts
- We've stood up GitHub and Storybook

# DoIT Website Redesign & MDDS

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We are using the DoIT website redesign as a test bed for how MDDS will approach site redesigns and migrations.

We're working through the kinks and developing the processes that will make it easier for everyone using the Maryland Web Design System and hosting their sites through DoIT.

Next month (October 24th) we'll be providing a tour of the Maryland Web Design System, a crosswalk with the US Web Design System, our SharePoint templates and web parts, and guidelines.

# DoIT Website Redesign

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We are working through the following as part of the DoIT website redesign:

- Process for site inventories and content ROT (Redundant, Outdated, Trivial) analysis
  - Goal of streamlining sites to only the most important and useful content
  - For DoIT, we plan to reduce down to ~250 pages (site is currently ~950 pages)
- IA (Information Architecture) development and agency template design
  - Plus testing for the same: tree tests, card sorts, usability testing, etc.
- Rendering the Maryland Design System for SharePoint:
  - Adapting and/or creating SharePoint templates and web parts
  - Creating best alternative assets where design system cannot be replicated in SharePoint

# Q&A + Discussion

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Your feedback is welcome and encouraged:

<https://forms.gle/Rr4JtYxMZYZDvD2b6>



# Future meeting schedule (subject to change)

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## 2024:

October 24th, 3-4:30 (virtual)

**December 5th, 1:30-3 (in person, Crownsville)**

## 2025:

January 15, 12-1:30 (virtual)

**February 11th, 12:30-2 (in person, Crownsville)**

March 10th, 2-3:30 (virtual)

April 8th, **12:30-2 (in person, Crownsville)**

May 14th, 12-1:30 (virtual)

**June 10th, 12:30-2 (in person, Crownsville)**

July 9th, 2-3:30 (virtual)

**August 12th, 12:30-2 (in person, Crownsville)**

September 17th, 12-1:30 (virtual)

**October 14th, 12:30-2 (in person, Crownsville)**

November 19th, 12:30-2 (virtual)

**December 9th, 12:30-2 (in person, Crownsville)**

Thank you and see you  
October 24th (virtually)!