



Website Update

BEA.gov - Planning for the future

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BEA Advisory Committee Meeting

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Agenda

1. Website Redesign Objective
2. BEA.gov Analysis
3. Recommendations
4. Website Analytics
5. Customer Profile
6. Next Steps
7. Discussion/Q&A

Website Redesign Objective

Create a new BEA.gov that...*promotes a better understanding of the U.S. economy by providing the most timely, relevant, and accurate economic accounts data in an objective and cost-effective manner.*

- Offer innovative tools for dissemination and analysis.
- Demonstrate BEA's economic and technical excellence.
- Appeal to a broad audience with a “hip and modern” design.
- Be customer centric.
- Satisfy power-users and open the door to new audiences.

BEA.gov Analysis

Internal

External

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> • Current systems meet mission critical needs • BEA's culture of excellence extends to website • Web governance processes and protocols are in place • Strong collaboration between OCIO and CD • Some website performance metrics exceed benchmarks • BEA delivers high quality customer support via phone and email 	<ul style="list-style-type: none"> • Web standardization efforts are hampered by BEA culture and structure • Website is root cause of many customer support requests and underutilized mechanism to deliver support • Vast library of digital content is not properly managed with a technology solution • No established framework to guide digital strategy and site enhancements 	<ul style="list-style-type: none"> • New website will require standardization of content and visual styles • Website analytics can have an increased role to guide digital strategy • A new website with a responsive design can serve a growing mobile audience • A core audience of 'power users' are generally satisfied with current systems • BEA.gov can remain a leading website among the statistics producing agencies of the federal government 	<ul style="list-style-type: none"> • Customers expect a Web experience on par with private sector • Site user experience is not consistent with federal best practices • Compliance with new federal policies may be mandated prior to site launch • Search rankings on Google will decline because site is not responsive (mobile-friendly) • Left unchanged, website may strain other mission critical operations

Recommendations

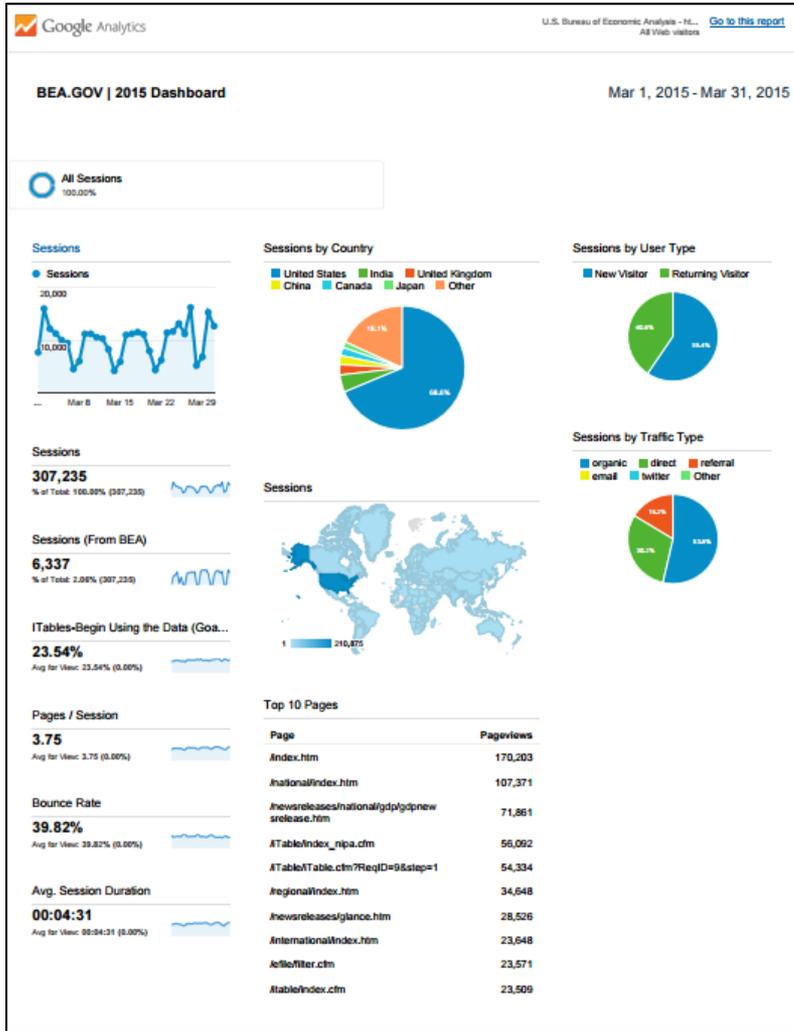
1. **Start with customers.** Learn who they are, what they do on the site, and what they want. Use analytics to drive decisions and inform strategy.
2. **Manage your content.** Develop system requirements and evaluate Web Content Management System (WCMS) options for feasibility.
3. **Validate the architecture.** Continue the development of a new information architecture, navigation, content model, and page layouts for the new BEA.gov. Test the designs with customer groups (internal and external) to validate approach and inform site design.
4. **Focus on service.** Optimize the new website to prioritize content that supports delivery of customer service and increases customer satisfaction.
5. **Standardize Web experience.** Develop a comprehensive Web governance framework and new style guide to standardize the website's visual style, content, and user experience.
6. **Enforce Web standards.** Empower the Web Services team to ensure Web governance and style guide adherence.
7. **Plan to win.** Continue the development of a five-year strategy roadmap for BEA.gov.



Start with customers:

Who they are, what they do on the site, and what they want

Increased Role of Web Analytics



As part of our planning and design efforts, we are using Web performance analytics to learn about BEA.gov customers and their needs.

After we launch the new BEA.gov, we will optimize the site for continuous improvement using data collected from Google Analytics and other sources.

The use of analytics is central to our strategy and approach.



In Q1 2015, customers
 logged **916,590** sessions
 on BEA.gov.

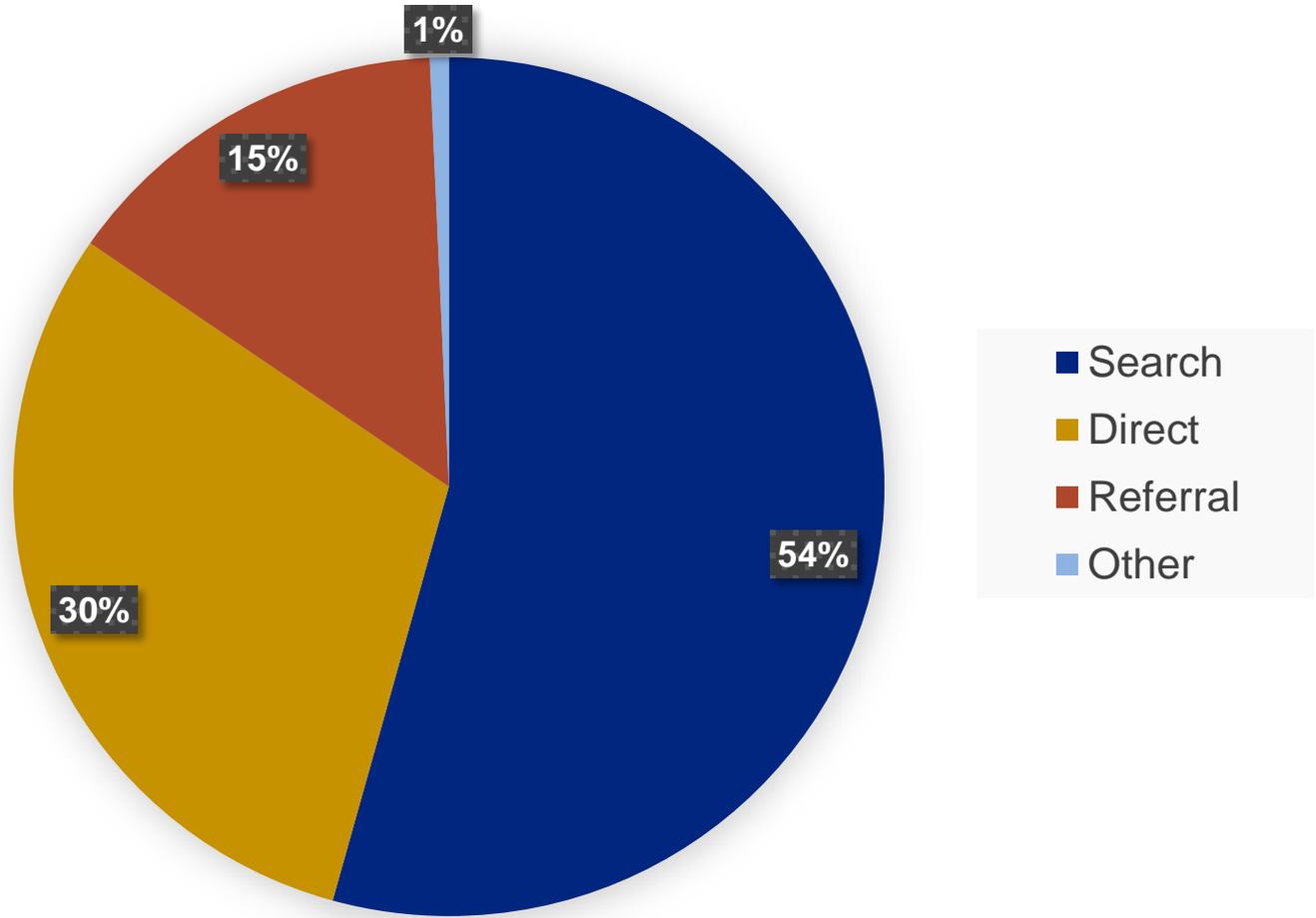
Top Content

In Q1 2015, these 10 pages received half of the 3.4 million total page views:

Page	Pageviews
Homepage	485,885
National Economic Accounts	306,982
GDP News Release	230,507
National Data iTables Landing Page	161,781
National Data – iTables Start Page (Begin using the data)	158,880
Regional Economic Accounts	97,767
US Economy at a Glance	88,456
Search tool results	74,093
iTables homepage	65,846
International Economic Accounts	64,010

More than half of all visits are referred by search

BEA.gov Traffic Sources



On multiple device types



3%

Tablet

9%

Mobile

88%

Desktop and
Laptop

From around the world

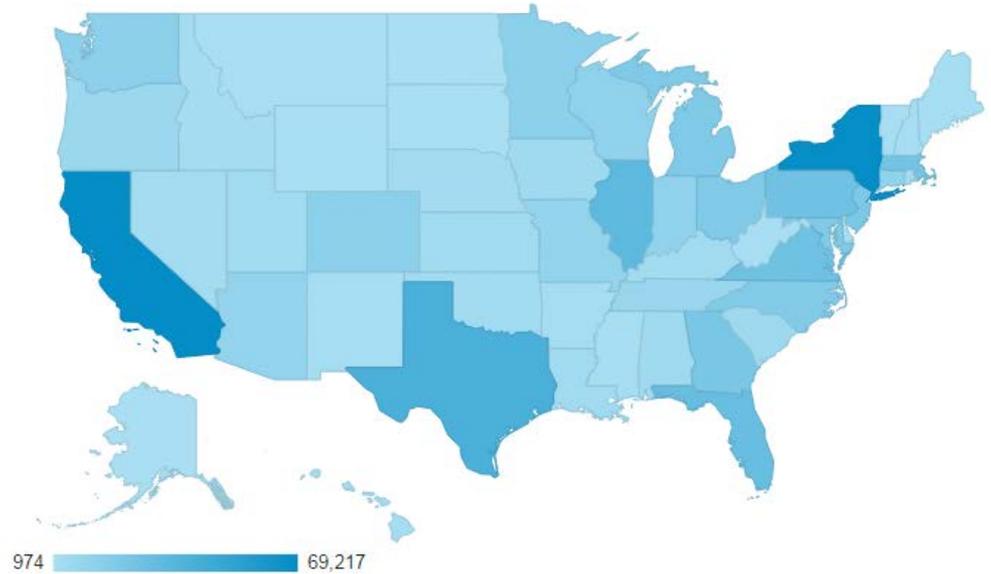
Country	Sessions
1. United States	658,136 (71.80%)
2. India	39,444 (4.30%)
3. United Kingdom	23,037 (2.51%)
4. Canada	19,702 (2.15%)
5. China	15,923 (1.74%)
6. Japan	13,131 (1.43%)
7. Germany	9,110 (0.99%)
8. Mexico	6,923 (0.76%)
9. Russia	6,599 (0.72%)
10. Australia	6,479 (0.71%)

87%

of Q1 2015 site sessions
came from these countries.

With a U.S. focus

State	Sessions
1. California	69,217 (10.52%)
2. New York	68,648 (10.43%)
3. District of Columbia	44,488 (6.76%)
4. Texas	40,120 (6.10%)
5. Illinois	32,567 (4.95%)
6. Florida	28,204 (4.29%)
7. Virginia	25,477 (3.87%)
8. Pennsylvania	24,708 (3.75%)
9. Massachusetts	23,680 (3.60%)
10. Georgia	20,793 (3.16%)



Customer Personas

Who will use BEA.gov? What type of customer are they?

1. Economist
2. Public Policy
3. Government (Other)
4. Academic
5. Media/Journalist
6. Business User
7. Developer
8. Engaged Citizen

Anyone else?

Sample Customer Persona – Marie



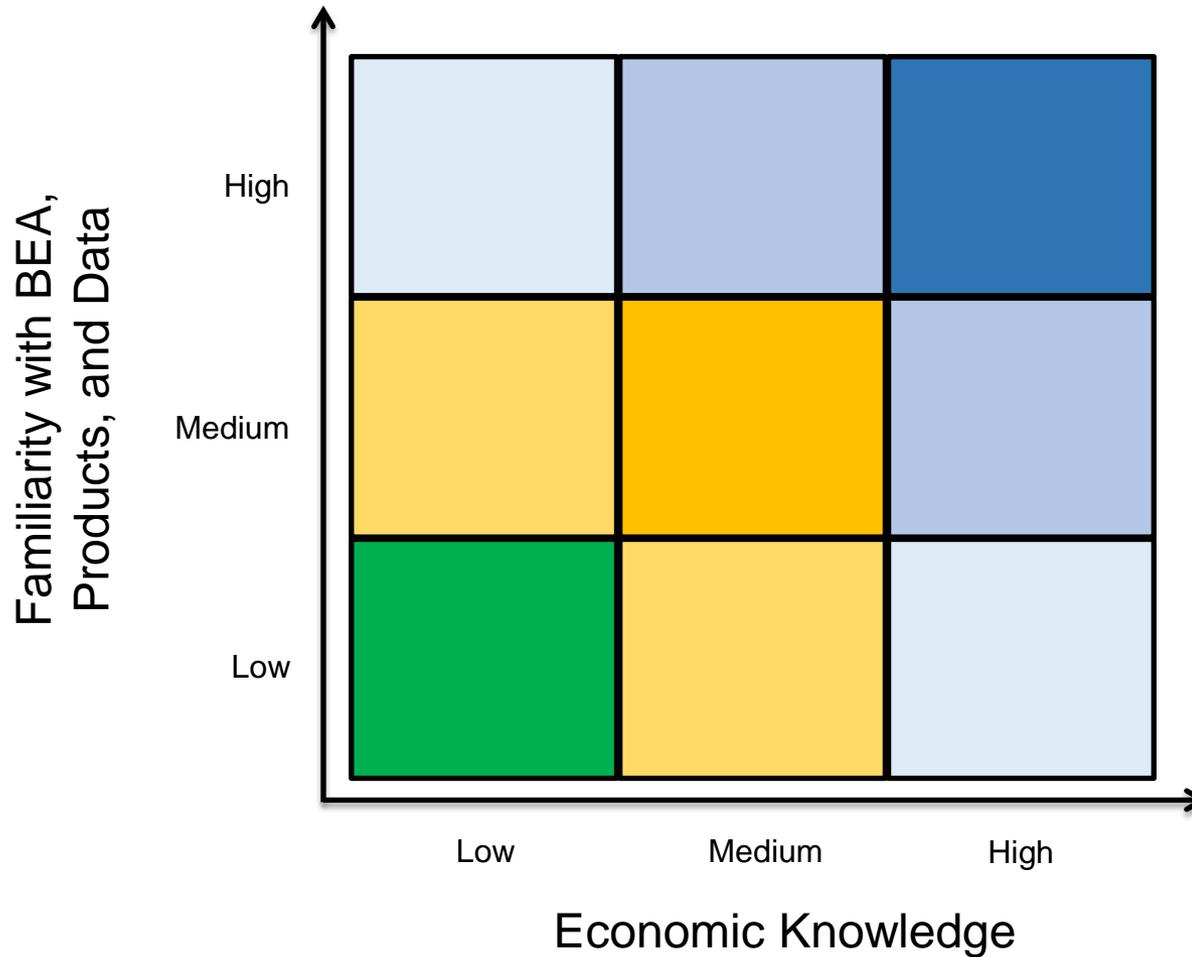
Overview: Marie is sophomore at the University of Maryland. She is taking an economics course and comes to BEA.gov to access data for an assignment.

Technology Profile: Marie is technically savvy, uses search engines to find websites, and uses blogs and social media to obtain and share information. She uses a Macintosh computer or iPad to access BEA.gov from campus. Marie prefers digital content over paper content.

As a student, I want to...

- Learn how to use BEA tools and data
- Learn about BEA's methods and approach to economic measurement
- Access BEA data for my own analysis
- Learn how to cite BEA properly
- Connect with BEA on social media

BEA Customer Matrix



Next Steps

1. Continue customer research and analysis.
2. Continue development of information architecture (IA) and user experience (UX).
3. Test designs for usability with customer groups.
4. Move forward with technical specification and systems evaluation.

Discussion/Q&A