Research
Laura Desmond-Black
Visitors to the California DMV website are trying to:

- renew licenses
- renew registrations
- make appointments
- find forms
- find office hours and locations
- find out about fees
Challenges
1. There is a lot of information on the site and it is poorly organized.
2. There are many reasons people visit the site.
3. The site needs to be accessible to visitors with a variety of technical and physical capabilities.
4. Visiting the DMV or its website are generally frustrating experiences. This new version of the website aims to reduce frustration and make using the website easier.

Solutions
1. Create an organizational structure: information architecture for the content on the site
2. Highlight the most important reasons people visit the site and then make other reasons easier to find.
3. Avoid overly complex graphics and features, reduce visual overload and add hierarchy to the site.
4. Simplify the user flows and the style of the website.
1. **Streamline the process of finding required information or completing specific tasks.**

2. **Make the site more visually pleasing and modern looking.**

3. **Reduce confusion and speed user’s ability to complete tasks.**
California drivers, drivers relocating to California, vehicle, boat, and motorcycle owners, those looking to obtain a driver license or other permit, and traffic violators will use this website.

Most of these visitors will have specific tasks in mind that they need or want to complete when they open the website. It is not expected that people will browse or use the site for recreational or non-specific activities.

I do not anticipate that the redesign will change users’ behavior in noticeable ways. Hopefully it’ll simply be easier to do what they need to do or find the information they are looking for.

The site gets a lot of visitors and it provides needed information to a big state with many motorists (of many kinds of vehicles). Most people use the existing site but it is difficult to use.
Users will find this website through a URL on the internet, specifically dmv.ca.gov.
The screen size for this website is:
1366 x 768

(screen size proportion)
Kelly Jones

AGE
15

Income
Babysitting

Hobby
Soccer, reading

Preferred college
USC

Familiarity with Technology
Medium

Favorite Brand
Abercrombie

Kelly is a sophomore in high school and looking forward to getting her driving permit and after that her driver license.

She doesn’t know much about dealing with government bureaucracy and she hasn’t had to find her way through systems with this many strops before.

She doesn’t want to spend much time on the paperwork and procedure part of this process, she’s really focused on being able to practice driving.
Jerald Higgins

AGE 35
Residence Posh townhouse

Hobby Gardening, cooking, running
Dream Job Surf coach

Familiarity with Technology High
Favorite Brand Apple

Jerald is a Personnel Manager for a high-end restaurant in San Francisco. Several people in the company drive as part of their job (ingredient orders, catering) so the company owns several vehicles. He has to have one of his assistants occasionally find forms and fill out information on the DMV website. He’d like if the site had a dashboard for the user ID they use so that they could sign in to that page and go from there.

He’s a savvy technology user and expects systems to work, be easy to navigate, and not take too much time.
### Persona 3

**Johnson Millville**

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>65</td>
<td>Boating, reading, traveling</td>
<td>Basic</td>
</tr>
</tbody>
</table>

- **Vehicles owned**: 3 cars, sailboat, motorboat
- **Dream Vacation**: Turks and Caicos
- **Favorite Brand**: Tommy Bahama

Johnson is an avid boater and traveler. He is retired and spends much of his time reading, boating, and seeing his family.

He’s okay with computers and technology, but mostly is only really interested if it has to do with navigation for his boats.

Since he has to maintain paperwork for all of his vehicles and boats he has spent a reasonable amount of time on the DMV website. He’s used to it, but he wishes it were easier to navigate.
Kelly needs to schedule an appointment to get her driver permit.
1. She types in “dmv.ca.gov” in Chrome.
2. She looks for DMV branches and finds the one closest to her house.
3. She selects the option to make an appointment and completes the sign up process.
4. She get an email confirmation of the appointment.
User flow for Kelly Jones.

User opens browser and goes to dmv.ca.gov

User finds Permit information from Quicklinks list

Downloads New Driver Checklist
Downloads Driver Handbook

User searches for local DMV offices

Finds local office, clicks on their page

Clicks “make an appointment”

Creates user profile

selects time/date

Gets email confirmation of appointment
What type of experience do you want to provide for your user?

This redesign will allow people to use the DMV website in a more friendly and productive way.

It won’t get in their way as they complete tasks and find information.

They’ll be able to save information about themselves to make return visits easier and quicker.

Visiting the site won’t feel like a burden or drudgery, it will enable people to do what they need to do and move on quickly without extraneous effort.
Style Guide

Formal Collage  Simplicity and Complexity