

# Hello

**Shraddha Swaroop, DMV Team**  
**DMV-CA Final Presentation: Digital Presentation with Wireframes**  
**The Brandon Group, Los Angeles, California 90026**

# Agenda

- 1. Project recap**
- 2. What we learned**
- 3. Vision and Pillars**
- 4. Wireframes**
- 5. Next Steps**

# Project Recap

# Goals

## The California DMV Digital Experience

- 1. Design the DMV digital experience so it is simple and delightful.**
- 2. Transform perceptions of the DMV.**

**Our users**

# 17 million

Number of people who  
currently possess a California ID  
or driver's license

**What we learned**

**Personas**





# Pamela

## The connected businesswoman

Pamela is a Chief Information Officer for a Fortune 500 company in Los Angeles. Her schedule is full from 6 am to 6 pm and values convenience highly. She comfortable performing tasks online and does all her shopping, reading, research and recreation online.

“Convenience is key. I want to take care of all my business online.”



bloomingdale's



Bloomberg



Mercedes-Benz



# Justin

## The teen driver

Justin, 17, is still very excited that he got his Driver's License. At first he was a little scared that the people at the DMV would be "scary" like he saw in the movies. He is always online and uses texting, Facebook and Twitter constantly.

"I just wanted to go online to prepare for Driver's Permit and actual driving test for my License."



amazon.com<sup>®</sup>



**Pamela wants a simpler  
and a more convenient  
experience.**



What we learned

**Focus on Justin's  
experience**

The California DMV Experience

# Focus on Justin.

If the DMV can offer him an excellent experience now, he will take to the social media forums to let his friends know who will in turn give the DMV a chance. If their needs for speed and convenience are filled, we can achieve a cultural shift.



**What we  
learned**

# Findings

## What we learned: Visual Design

# The site is overburdened with text & has poor visual design

The screenshot displays the California Department of Motor Vehicles (DMV) website. The header includes the CA.GOV logo, navigation links (HOME, OFFICES, ONLINE SERVICES, DRIVER LICENSE, VEHICLE REGISTRATION), and a search bar. The main banner features the text "Ride Safely" in large yellow font, with "DMV encourages sharing the road" below it, and a circular logo for "BICYCLE SAFETY CALIFORNIA DMV". Below the banner, there are several sections: "Important California DMV Alerts" with a list of five items, "Online Services | Media Center | Other Services" with a list of five items, and "How do I..." with a dropdown menu. On the right side, there is an "Identity Management Portal" with "LOGIN/REGISTER" links and a video player for "DMV ANSWERMAN".

View shopping cart | Contact Us | Español | Forms | Publications | DMV Info

CA.GOV California Department of Motor Vehicles

HOME OFFICES ONLINE SERVICES DRIVER LICENSE VEHICLE REGISTRATION

Search This Site California

# Ride Safely

DMV encourages sharing the road

**Important California DMV Alerts** [RSS](#)

- DMV Investigators Bust Odometer Tampering Ring
- Autonomous (Self-Driving) Vehicles Information
- DMV Now Offering Email Registration Renewal Reminder
- Tell Us... How Are We Doing?
- The Latest DMV Office and Closure Information

**Online Services | Media Center | Other Services**

- Make an Appointment before going to a DMV Field Office
- Obtain a Copy Online of Your Driver Record
- Renew Your Vehicle Registration online today
- Driver License Renewal
- Have you moved? You can submit a Change of Address to DMV online.
- Show Detailed Listing of Online Services

**How do I...**

Select an Item from the List...

**Identity Management Portal**

**LOGIN/REGISTER**

Login Here  
Register Here  
Areas of Interest

**DMV ANSWERMAN** Play



What we learned: Too many steps to complete an action

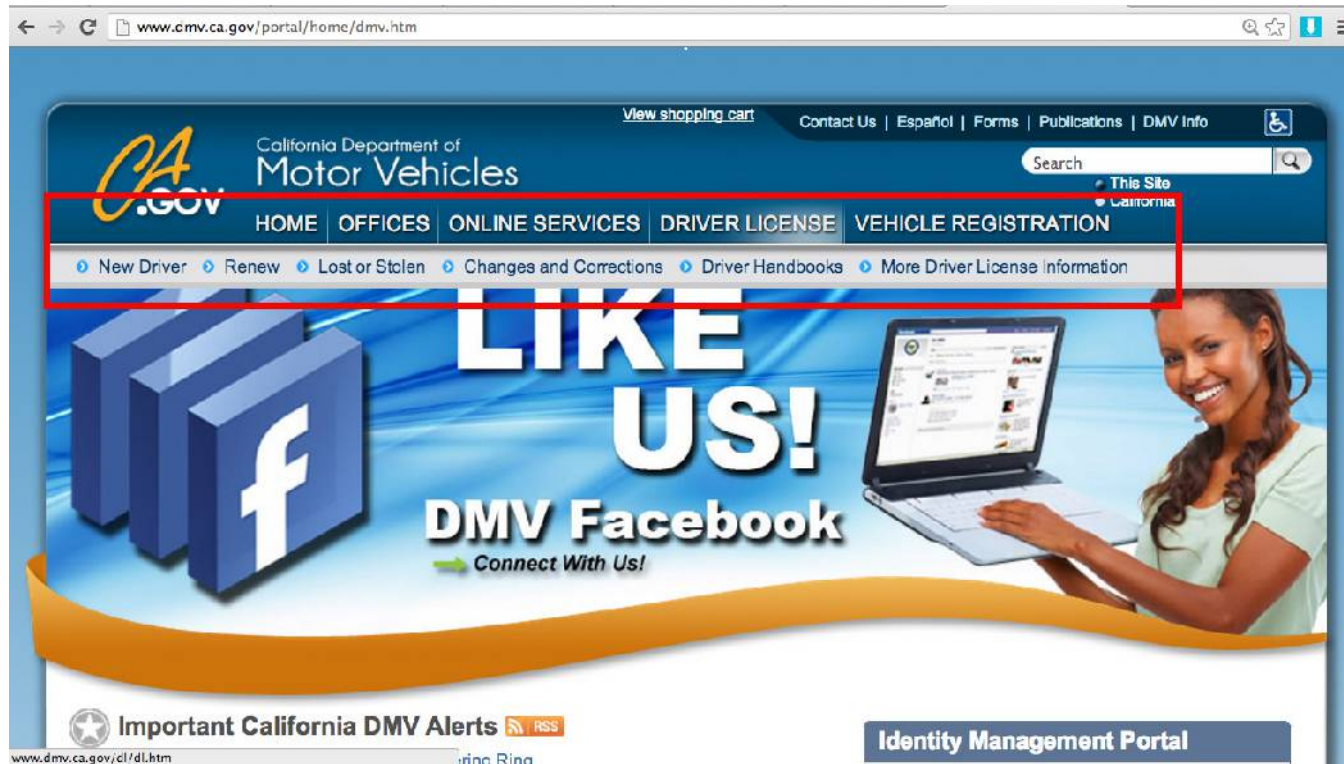
# 10 steps

Currently it takes our primary persona, Pamela, 10 steps to renew her license on the [dmv.ca.gov](http://dmv.ca.gov) website. During the process she is overwhelmed, stressed and annoyed. She knows she has to get this done so she stays to finish the task.



Findings: Problems using the top-level navigation

# Navigation is hard to use



Findings: Poor relationship with customers

# Users are frustrated



Users perceive the DMV as a pain that causes them frustration & stress. Each digital and personal experience they have reinforces this perception.

# **Vision & Pillars**

**Be the first  
government agency  
who simplifies tasks  
for the user**

## The Pillars

# Make it fast.

By fixing visual design, we can create a more focused page to provide the user with a faster, more pleasant experience that values her need for convenience.

Pillars

# Make it easy.

An oversized navigation will give the user all the possibilities without losing the option they need.

Pillars:

# **Make it simple.**

Cut down the number of screens that Pamela must go through to finish her task. This can be simplified and personalized specifically for her.



The answer

# Make it convenient.



Make use of alternate sites to do your DMV business like AAA. Use convenient kiosks in venues that are open 24 hours a day.

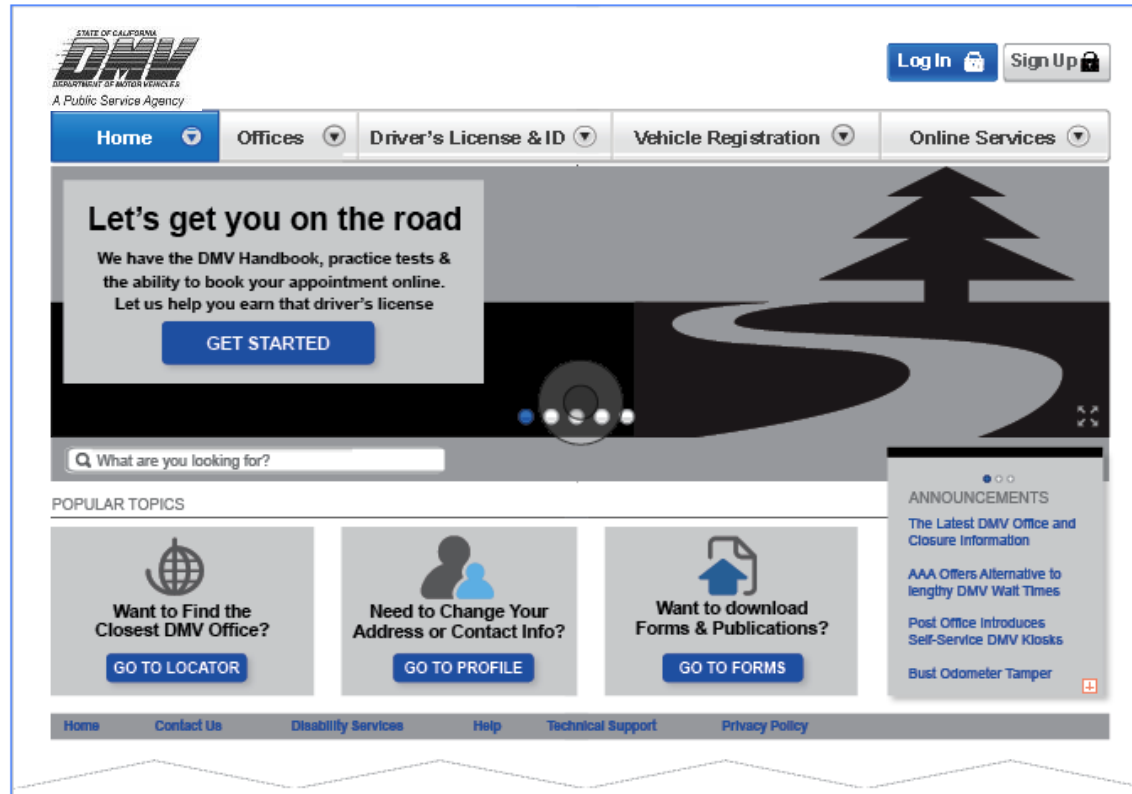
# Wireframes

## Transforming the California DMV Digital Experience

- 1. Wireframe for Home Page**
- 2. Wireframe for Top-Level Navigation**
- 3. Wireframe for Task Module**

## The Wireframes: Home Page

# Visual Design



## The Wireframes: Top-Level Nav Bar

# Jumbo navigation

The image shows a wireframe of the California DMV website's top-level navigation bar and a renewal form. The navigation bar is a horizontal menu with five main items: Home, Offices, Driver's License & ID (highlighted in blue), Vehicle Registration, and Online Services. A dropdown menu is open under 'Driver's License & ID', showing sub-items: New Driver, Driver's Training, Driver's Permit (highlighted in blue), Practice Tests, DMV Handbook (PDF), Renewal, Renewing My License, Renewing My ID, Lost or Stolen, Changes or Corrections, Special Licenses, Motorcycle, Truck, Commercial Drivers, and Military License or ID.

Below the navigation bar, the page header includes the DMV logo, the user's name 'Welcome Shraddha Swaroop', and the page title 'Driver and Vehicle Services'. The main content area is divided into two columns. The left column contains a vertical list of links: Driver's Ed, Driver's Training, Driver's Permit, Teens' First License, Renewing My License, Replacing a Lost License, Identification Cards, Special Licenses, and Driving Record. The right column contains a form for renewing a license. The form includes a list of instructions, a list of required information (Renewal ID Number, Social Security Number, Card Type, Credit Card Number, Security Code, Payment Due), and a 'Submit' button. A mouse cursor is pointing at the 'Submit' button. A tooltip message is displayed below the button, stating: 'Your completed action will be recorded in your My Profile finished tasks along with your confirmation number. Please allow 10-14 day for delivery.'

STATE OF CALIFORNIA  
**DMV**  
DEPARTMENT OF MOTOR VEHICLES  
A Public Service Agency

Welcome Shraddha Swaroop  
**Driver and Vehicle Services**  
Renewing Your License ■ Renewing Your Photo Identification

Home Offices **Driver's License & ID** Vehicle Registration Online Services

Driver's License & ID

- Driver's Ed
- Driver's Training
- Driver's Permit
- Teens' First License
- Renewing My License
- Replacing a Lost License
- Identification Cards
- Special Licenses
- Driving Record

New Driver

Driver's Training

Driver's Permit

Practice Tests

DMV Handbook (PDF)

Renewal

Renewing My License

Renewing My ID

Lost or Stolen

Changes or Corrections

Special Licenses

Motorcycle

Truck

Commercial Drivers

Military License or ID

1) Your Driver's License, Permit or Photo ID card number.  
2) Your Renewal ID Number which was sent to you in the mail or is in the messages in the My Profile section.  
3) Verified Social Security Number  
4) A valid credit or debit card for transactions requiring a fee. Visa, MasterCard, American Express and Discover are the only forms of credit or debit cards accepted online.

C59220340 06/30/2013

Renewal ID Number 1223456 Social Security Number 569989087

Card Type AmEx Credit Card Number 322567855667 Security Code 657


Payment Due \$31.00

Submit Cancel

Your completed action will be recorded in your My Profile finished tasks along with your confirmation number. Please allow 10-14 day for delivery.

# The Wireframes: The Task Module

# Simplified tasks



STATE OF CALIFORNIA  
**DMV**  
DEPARTMENT OF MOTOR VEHICLES  
A Public Service Agency

Welcome Shradha Swaroop  
**Driver and Vehicle Services**  
Renewing Your License ■ Renewing Your Photo Identification

Home ▾ Offices ▾ **Driver's License & ID ▾** Vehicle Registration ▾ Online Services ▾

**Driver's License & ID**

- Driver's Ed
- Driver's Training
- Driver's Permit
- Teens' First License
- Renewing My License**
- Replacing a Lost License
- Identification Cards
- Special Licenses
- Driving Record

### Online Renewal Process


[Am I eligible for Online Renewal Services?](#)

#### Step 1

Read Instructions

To perform a Driver's License or Photo ID transaction online you will need:

- 1) Your Driver's License, Permit or Photo ID card number.
- 2) Your Renewal ID Number which was sent to you in the mail or is in the messages in the My Profile section.
- 3) Verified Social Security Number
- 4) A valid credit or debit card for transactions requiring a [fee](#). Visa, MasterCard, American Express and Discover are the only forms of credit or debit cards accepted online.




The following fields are automatically filled in with data from your My Profile page. Please confirm that this information is accurate.

#### Step 2

Renew Your License Online

<b>Driver's License or ID Number</b>	<b>Expiration Date</b>	
<input type="text" value="C59220340"/>	<input type="text" value="06/30/2013"/>	
<b>Renewal ID Number</b>	<b>Social Security Number</b>	
<input type="text" value="1223456"/>	<input type="text" value="569989087"/>	
<b>Card Type</b>	<b>Credit Card Number</b>	<b>Security Code</b>
<input type="text" value="AmEx ▾"/>	<input type="text" value="12345678910112"/>	<input type="text" value="123"/>
<b>Payment Due</b>		
<input type="text" value="\$31.00"/>		

Your completed action will be recorded in your My Profile finished tasks along with your confirmation number. Please allow 10-14 day for delivery.

Home Contact Us Disability Services Help Technical Support Privacy Policy Connect with Us 

# The Wireframes: The Task Module

# Confirmation

The screenshot displays the DMV website interface. At the top, the DMV logo is on the left, and the user is greeted with "Welcome Shraddha Swaroop" and "Driver and Vehicle Services". Below this, there are navigation tabs for "Home", "Offices", "Driver's License & ID", "Vehicle Registration", and "Online Services". The "Driver's License & ID" tab is active, showing a sidebar with options like "Driver's Ed", "Driver's Training", "Driver's Permit", "Teens' First License", "Renewing My License", "Replacing a Lost License", "Identification Cards", "Special Licenses", and "Driving Record".

The main content area is titled "Online Renewal Process" and includes a link "Am I eligible for Online Renewal Services?". It is divided into two steps: "Step 1: Read Instructions" and "Step 2: Renew Your License Online". A confirmation message is overlaid on the page, stating: "Congratulations. You have successfully renewed your driver's license. Please allow 10-14 days to arrive in the mail. This message will be emailed to you and recorded in the Completed Tasks area of your My Profile page. Please check there for updates. Confirmation: 098753". A blue button labeled "Return to My Profile" is located at the bottom of the message box.

At the bottom of the page, there is a footer with links for "Home", "Contact Us", "Disability Services", "Help", "Technical Support", "Privacy Policy", and "Connect with Us" (with social media icons).

**Next Steps**



Next Steps: Transforming the DMV digital experience

- 1. Review current wireframes with stakeholders.**
- 2. Make modifications to Home Page wireframe.**
- 3. Make modifications to Jumbo Nav wireframe.**
- 4. Make modifications to Task Module & Confirmation wireframes.**
- 5. Test new wires on users to test usability.**

**Done**