Hello

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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

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."

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."

Pamela wants a simpler and a more convenient experience.

What we learned

Focus on Justin's experience

Focus on Justin.

If the DMV can offer him a 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

The site is overburdened with text & has poor visual design

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 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.

Navigation is hard to use
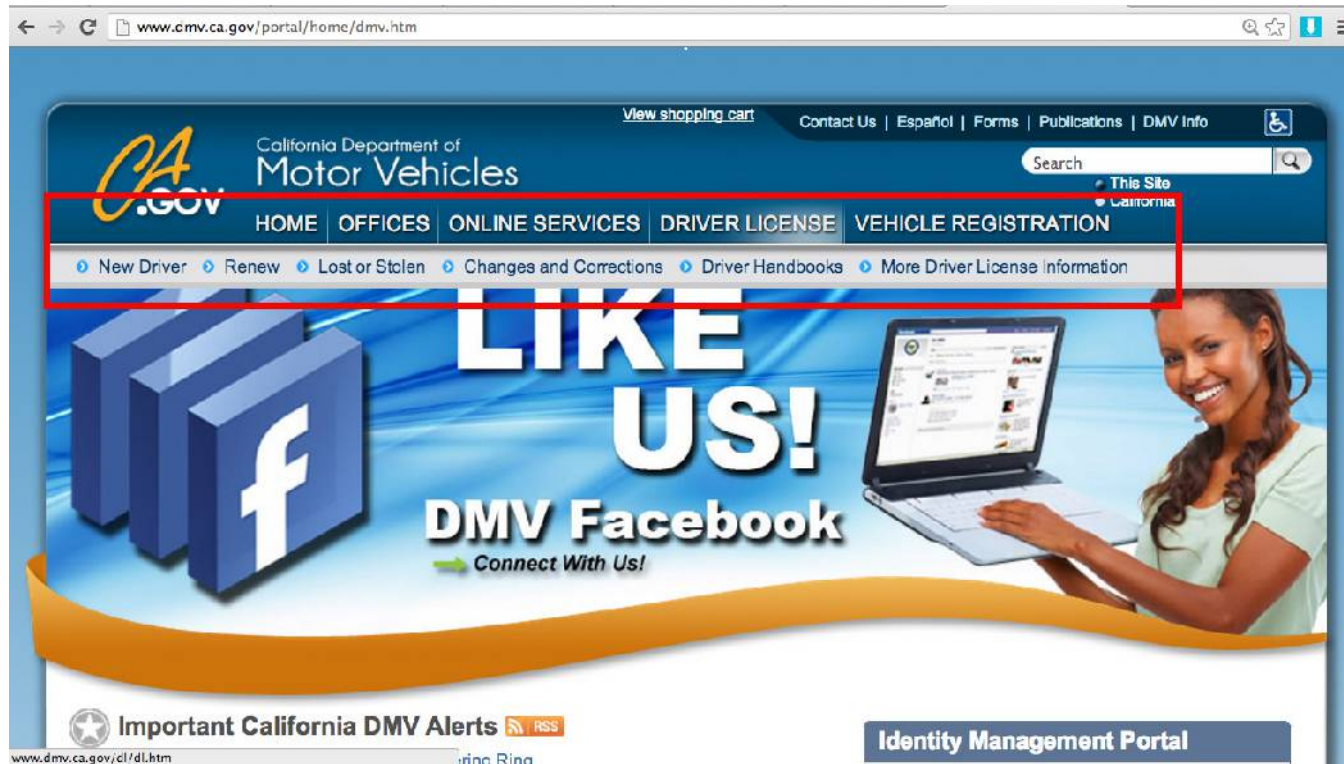
Users are frustrated

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

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.

Make it easy.

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

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.

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
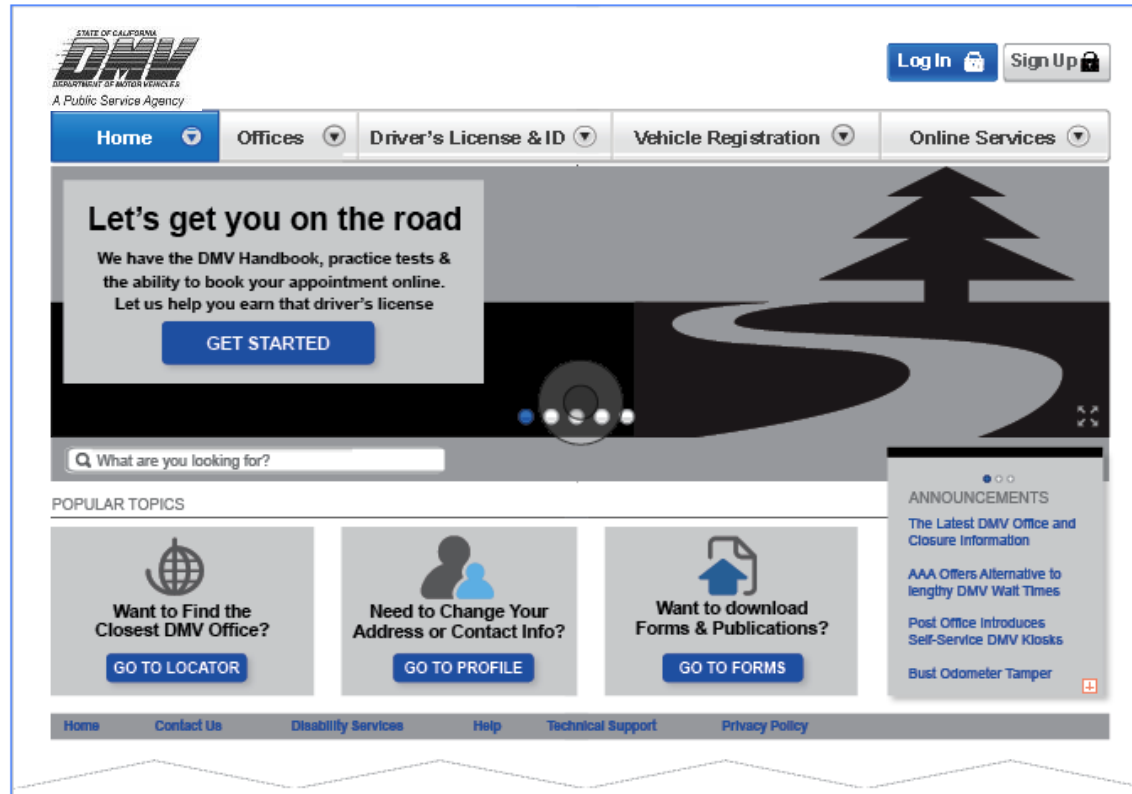
The Wireframes: Top-Level Nav Bar

Jumbo navigation

The Wireframes: The Task Module
Simplified tasks

The Wireframes: The Task Module
Confirmation

Next Steps

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