



## **DOAS Website Redesign Plans Underway**

On Wednesday, July 2, 2008, the redesign team was given the official nod to begin an overhaul of the DOAS website, including the State Purchasing Division's (SPD) pages. In a special address, Commissioner Douglas laid out his vision for a newly designed site that would be both visually interesting and functional for its many audiences. The redesign is in response to customer feedback on the current website, and fits into the Commissioner's larger plan to improve the marketing of DOAS to other state agencies, government stakeholders, vendors and the public at large.

Enacting the Commissioner's vision for a "website that is in accordance with our customers' feedback, that displays our new mission, vision and value, and a statewide view of government services," will involve more than just reorganizing links or updating web information. In order to create a site that will properly market DOAS to its various audiences, the website will be virtually redone with revamped content, improved navigation paths, and a new look. The website will offer many "whiz-bang elements," which is a Commissioner-coined term for marketing features that engage the viewer to take action (i.e., agencies to seek guidance, the general public call for more information, or vendors to do business with the State).

"Our website needs to be re-branded," says SPD Business Analyst Novella Peters, who is the project manager for the web redesign. "We will be redesigning the website in a way that will give DOAS a better web presence, possibly with a new logo, but definitely with a new look and feel."

Specifics pertaining to the website redesign, including a project timeline, are currently being planned. The redesign team will enact a phased approach where research will be followed by prototype development and piloting by SPD, Risk Management, and Document Services. Complete rollout of all branding and design elements will then soon follow to the remaining Fleet Management and Surplus Property divisions. ■