

# **Redesign of NRC's Web Site**

Regulatory Information Conference  
March 28, 2000

# Panelist

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- ! Walter Oliu, Chief, Publishing Services Branch, OCIO
- ! Jeffrey Main, NRC WebMaster, OCIO
- ! Joan Hoffman, Web Staff, OCIO
- ! John Craig, NRC Communications Coordinator (afternoon session)
- ! Mindy Landau, Office of Public Affairs
- ! Carl Konzman, Webmaster, NRR

# Agenda

- ! Background for Redesign
- ! Plans for Stakeholder Involvement in Web Redesign
- ! Discussion

# Background

NRC's Web site ([www.nrc.gov](http://www.nrc.gov)) is an important contributor to--

- ! Public confidence goal
- ! Efficiency and effectiveness goal

# Background

## NRC Web Objectives

Increase public confidence in the NRC by

- ! Providing information that enhances the ability of stakeholders to participate effectively in the regulatory process
- ! Providing information that enhances the public's understanding of NRC's mission, goals, and performance
- ! Making it easy to find desired information
- ! Ensuring the timeliness and accuracy of information at the site

# Background

## NRC Web Objectives (continued)

Make doing business with the NRC more efficient and effective  
by

- ! Providing easy access to necessary information
- ! Providing tools for conducting business electronically via the web

# Background

## Out Perception of the Current State

### Strengths

- ! Rich in content
- ! Extensive site index

### Weaknesses

- ! Inconsistent “look and feel”
- ! Not always easy to find information

# Background

## Commission Direction for the Site

- ! Make the site easier to navigate
- ! Solicit views of stakeholders
- ! Identify and implement site objectives that support the NRC strategic plan's goals
- ! Provide a status report and completion plan

(See handouts for Commission SRM M991109A and response)



# Background Schedule

- ! Develop Web objectives that support strategic plan (complete)
- ! Benchmark NRC site against highly rated Federal sites (in progress)
- ! Establish content and design approach to meet Web objectives, using input from NRC staff and stakeholders (Q2/Q3 FY 2000)
- ! Develop prototype based on input from staff and stakeholders (Q3)
- ! Conduct usability studies (Q3/Q4)
- ! Finalize new design and begin implementation (Q4)

# Plans for Stakeholders Involvement Approaches

Several approaches planned for stakeholder involvement are --

- ! Meetings
- ! Input solicited via the Web
- ! Usability studies
- ! Focus groups

# Plans for Stakeholders Involvement Approaches

- ! We'd like your suggestions on how to get effective participation of stakeholders in this process
- ! We invite you to sign up today to help us evaluate the site during the redesign process

# Plans for Stakeholders Involvement

## What We'd Like to Know

- ! What pages do yo visit most often?
- ! Do you have any problems navigating the site?
- ! Can you find what you are looking for quickly?
- ! What is the timeliness of accessibility to our site?
- ! Does our search tool return the information you seek?
- ! Are broken links a problem?
- ! Is this information you seek up to date?

# Plans for Stakeholders Involvement

## What We'd Like to Know

- ! What do you like the most and least about our site?
- ! What content would you like us to add or improve?
- ! How would you prefer to access the content?
  - " By region? state? Other geographic location?
  - " By licensee? Facility?
  - " by topic or issue? (e.g., fire protection, license renewal)
  - " By NRC function? (e.g., licensing, inspection, enforcement)

# Discussion