



RIC 2001 - Public Confidence Session W14

Redesign of the NRC's Public Web Site

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Redesign of NRC's Public Web Site

Commission Direction (SRM M991109A)

- Develop Web objectives - align with NRC Strategic Plan
- Make the site easier to navigate
- Solicit views of stakeholders
- Comply with requirements of Americans with Disabilities Act



Redesign of NRC's Public Web Site

Support for NRC Performance Goals

- Increase public confidence
 - Enhance public participation
 - Enhance understanding of NRC
 - Make it easy to find desired information
 - Ensure the timeliness and accuracy of information



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Support for Performance Goals (cont'd)

- Increase efficiency and effectiveness;
reduce unnecessary regulatory burden
 - Reduce costs of obtaining NRC information
 - Reduce costs of providing information
 - Provide a framework for conducting
business electronically



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Support for Performance Goals (cont'd)

- Maintain safety
 - Provide an additional communication channel for safety information
 - Enhance public participation
 - Make it easy to report safety concerns



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Process We Used

- Input from external stakeholders
 - Focus groups
 - Usability tests
 - Questionnaire
- Usability experts
- Best practices
- Internal Web Redesign Working Group and Steering Committee
- Prototype



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Top 10 Improvements

- Clear, logical organization
- Multiple views of information
 - By function
 - By program
 - By location and facility
 - By audience
 - These replace the current "office-centric" view
- Consistency across the site



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Top 10 Improvements (continued)

- More appealing design
- Clear explanations of what NRC does
- Top down logic (general to specific)
- Visibility for frequently accessed information
- A "home" for high interest but transient issues
- Plain language
- Complies with Americans with Disabilities Act



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Schedule

- Prototype Available to Public – April/May
- Deploy Phase 1 Redesign – September
 - Convert existing material at nrc.gov
 - Achieves most of top 10 improvements
- Deploy Phase 2 Redesign - FY 2002
 - Retrieval by location and facility
 - Address subsites hosted at DOE Laboratories