

New CoMo.gov

July 19, 2021



Communications infrastructure

- Brand and visual identity
- App(s)
- Website(s)
- Social media and digital engagement portal(s)



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Digital media has become more fundamental to everyday life—a process that has been accelerated by the global pandemic.

Redesign goals

- Customer/resident focused
- Branded
- Transparent
- Analytics driven
- Peer/industry best practices
- Mobile responsive
- Fully accessible
- Flexible for continuous upgrades/enhancements

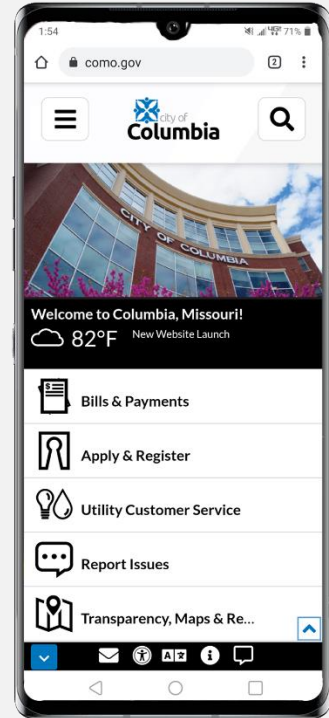
Testing recap

Jan 2021	Communication staff and department liaisons
May 27	All staff
June 28	Phase 1, public testing <i>ETC Survey Respondents</i>
July 3	Phase 2, Public testing <i>Link placed on existing site to preview new beta site.</i>
July 19	Phase 3, Public testing and launch <i>The new site becomes CoMo.gov and the existing site becomes old.CoMo.gov for a limited time (est. 30-90 days)</i>
Ongoing	Survey/feedback form on the site for a minimum of six months.



Accessibility

- Routinely evaluate the site to meet U.S. Section 508 accessibility guidelines using automated evaluation tools.
- Review the website using Jaws, VoiceOver and NVDA screen reading software.
- As content changes we review and correct issues and are responsive to users' needs.
- Mobile responsive (approx. 55% of visitors use a smartphone or tablet)



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