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November 10, 2008

C2PO 2010 Census Integrated Communications Research Memoranda Series

No. 5

MEMORANDUM FOR Distribution List

From: Kendall Johnson *[signed]*
 Acting Chief, Census 2010 Publicity Office

Subject: 2010 Census Promotional Web Site Discovery
 Recommendations

Contact Person: Nancy Bates, C2PO Lead Researcher, (301) 763-5248

Attached is the C2PO 2010 Census Integrated Communications Research of the 2010 Census Promotional Web Site Discovery Recommendations. The main objective of the online recommendation was to find the most engaging and usable solutions for the 2010 Census online audience. In order to achieve this goal, it was important to understand the end user's attitudes, expectations, and motivations.

Attachment

2010 Census

Promotional Web Site Discovery Recommendations

DRAFTFCB for



Who's Who from DraftFCB

Jeff Tarakajian

Garrett Friedrichsen

Tim Queenan

Demetri Kambanis

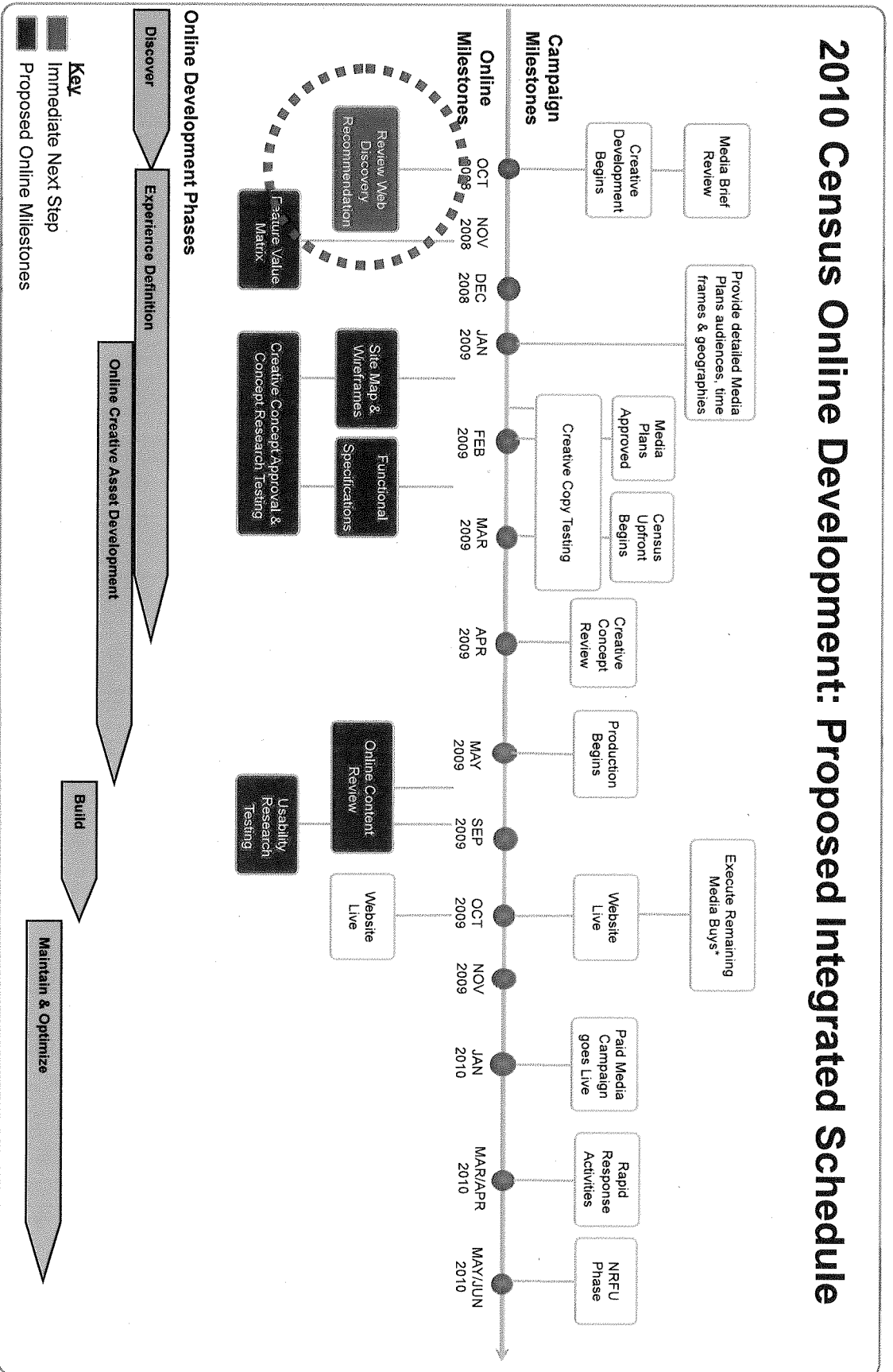
Joshua Hilliard

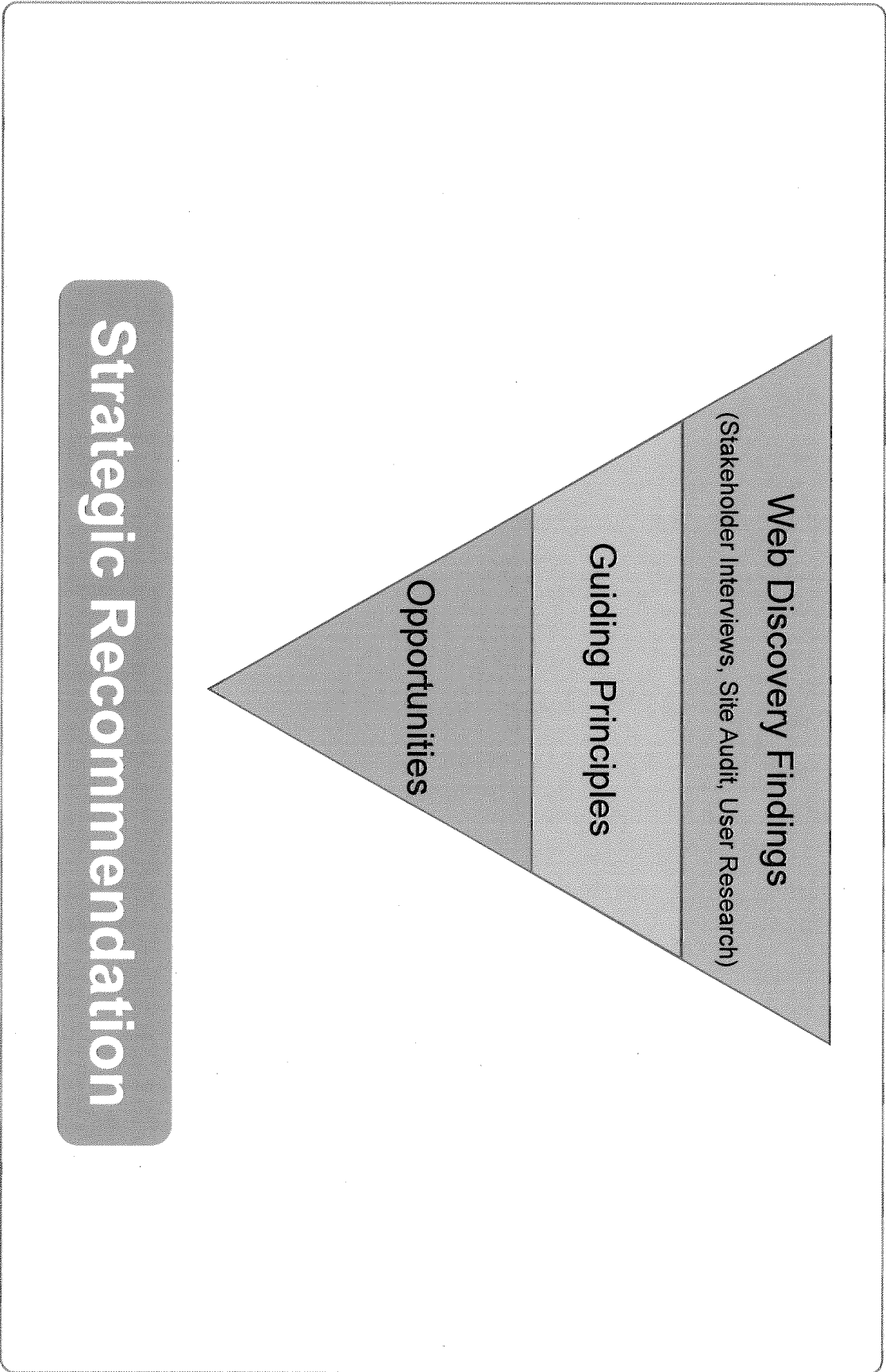
Livea Byrne

Meeting Agenda

- The Web development process
- Web discovery methodology
- Web discovery findings
- Guiding principles
- Opportunities
- Key Web recommendation
- Illustrative user journeys
- Ramifications
- Discussion
- Next Steps

2010 Census Online Development: Proposed Integrated Schedule

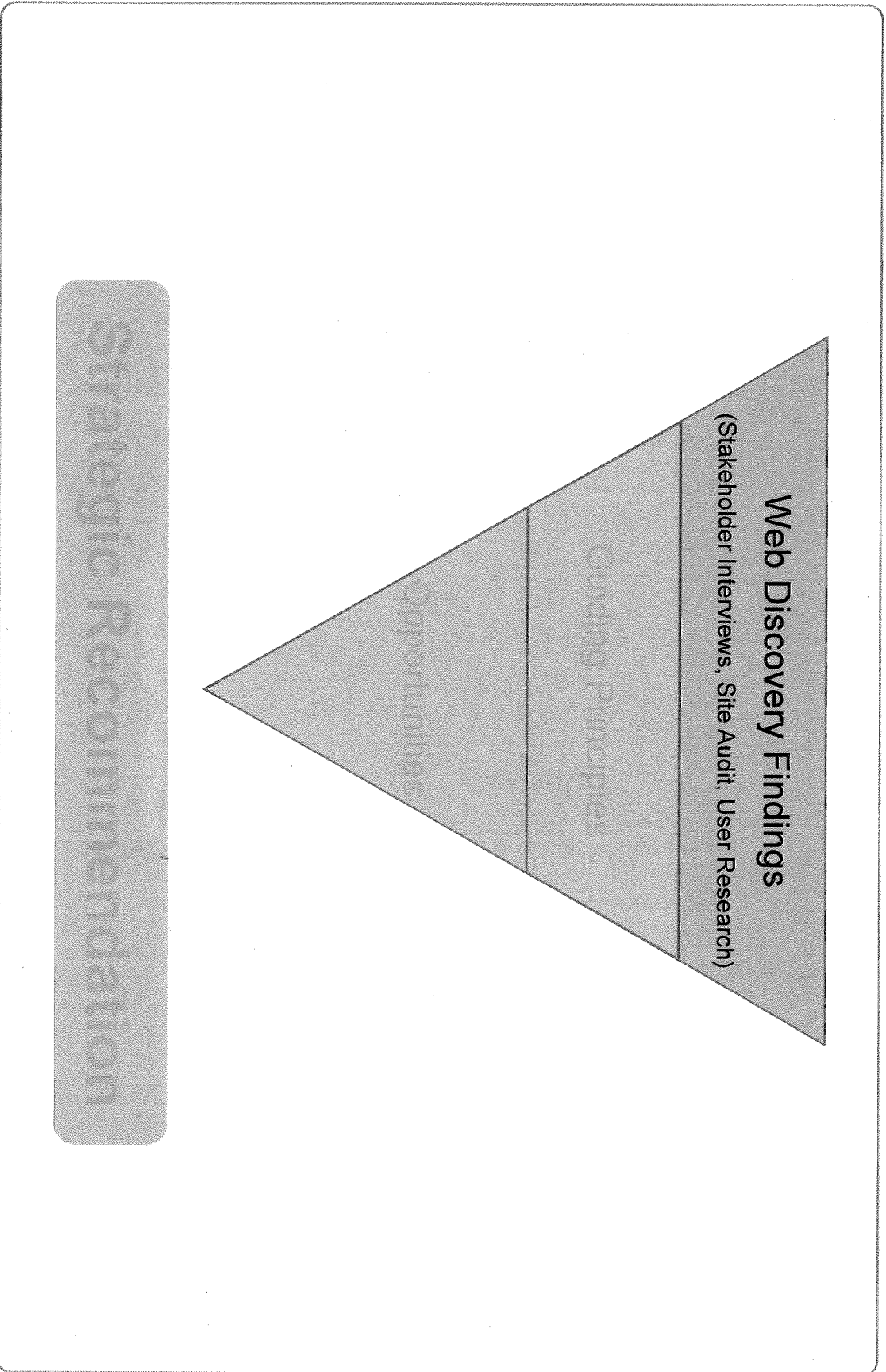




Considerations

The web discovery process took into account several key considerations:

- The core mission of the 2010 Census campaign: increase mail response, increase accuracy reduce the differential undercount, and improve cooperation with enumerators
- The importance of compliance with all bureau rules and regulations
- Usage of .gov vs. .com
- End user interest in engaging with Census Bureau or decennial census oriented content in online spaces
- Existing web services technology requirements and limitations
- Integration of online and offline 2010 communications campaign components
- Integration of current 2010 online content



Web Discovery Process

In July 2008 DraftFCB initiated a Web Discovery process to uncover key insights around the online portion of the 2010 Census promotional campaign.

The Web Discovery process focused on three principal tasks:



Stakeholder
Interviews

Website
Audit

Function &
Usability
Testing

Web Discovery Process: Stakeholder Interviews

- Interviews were conducted with key Census Bureau, Census Bureau IT Security, and sub-contracting team members. Interviews covered each interviewee's opinion of existing and future 2010 Census online properties.
- Reviewed the current census.gov platform, technology standards, capabilities, constraints and areas for improvement to further support the ongoing creative effort
- Began defining high-level requirements which will be used as a framework for any subsequent planning and design activities

Web Discovery Process: Stakeholder Interviews

Stakeholder Interviews were conducted with:

U.S. Census Bureau:

Jennifer Holland, IT Specialist, Data Requirements Branch, American Community Survey
Dianne Thaxton, Program Analyst, Field
Vicki Glaser, Program Analyst, Census in Schools
Stacy Gimbel, Public Affairs Specialist, Public Information Office
Joanne Dickinson, Branch Chief, Customer Research and Marketing Branch
Brenda Holmes, Survey Statistician, Systems Working Group Chair
Deirdre Bishop, Assistant Division Chief, Census Redistricting Data Office
Phil Vidal, Survey Statistician, Partnerships
Shawn Ray, Survey Statistician, Recruiting
Jennifer Marks, Division Chief, C2PO
Kendall Johnson, Contracting Officer Technical Representative, C2PO
Laura Sewell, Deputy Contracting Officer Technical Representative, C2PO
Stacey Jordan, Assistant Contracting Officer Technical Representative, C2PO
Alexandra Figueroa, Program Analyst, C2PO
Christa Jones, Chief, Office of Analysis and Executive
Tim Ruland, IT Security Office
Carolynn Hammersmith, IT Specialist, System Support Division

Sub-Contracting agencies were also interviewed, with regards to the following HTC populations: Black, Hispanic, Asian, Puerto Rican

Web Discovery Process: Stakeholder Interviews

Among the many issues discussed in stakeholder interviews, several key issues frequently reoccurred:

- Security of Information
- Website Usability and Navigation Problems
- Education about the role and purpose of decennial Census
- Bureau of Commerce and Census Bureau policies and regulations

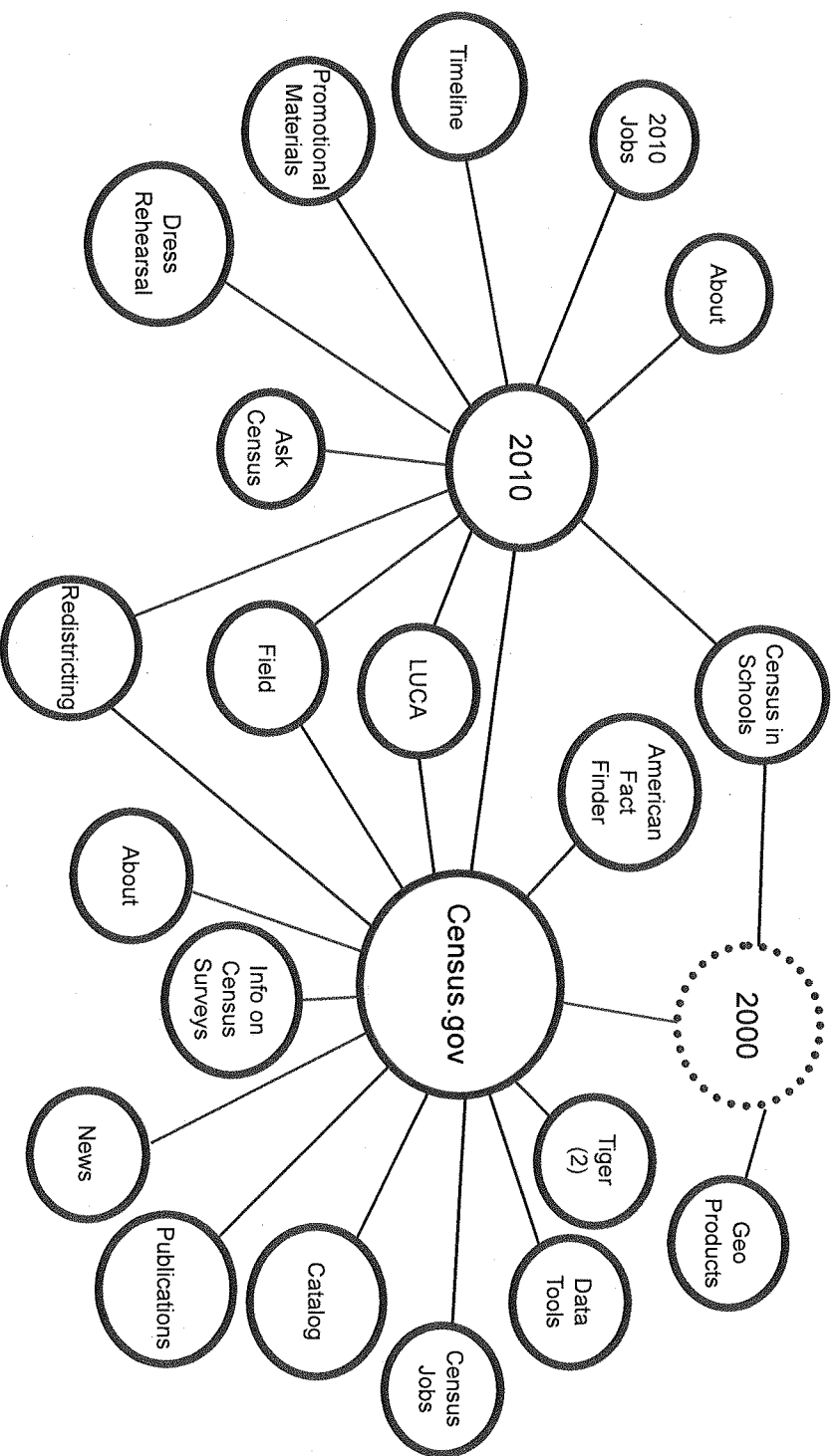
Web Discovery Process: Stakeholder Interviews

High-level recommendations based on Stakeholder Interview Findings:

- Information on privacy and confidentiality should be prominently featured throughout 2010 online promotional content
- Education on benefits of the decennial census is critical to the success of the online promotional campaign
- DraftFCB should explore “homes” for 2010 promotional outside of Census.gov on sites where users are already spending their time
- Compliance with existing rules, regulations and policies is critical
- Site usability and navigation quality must improve over current standards

Web Discovery Process: Site Audits

The website audits reviewed:



Web Discovery Process: Site Audits

DraftFCB also reviewed third party (non-Census) websites:



Web Discovery Process: Site Audits

The audit focused on:

- What 2010 content exists
- Who these sites appeared to be designed for
- How sites and content might be appropriately leveraged for the integrated 2010 campaign
- Reviews of the third-party sites to determine appropriate learnings

Web Discovery Process: Site Audits

High-level site audit findings:

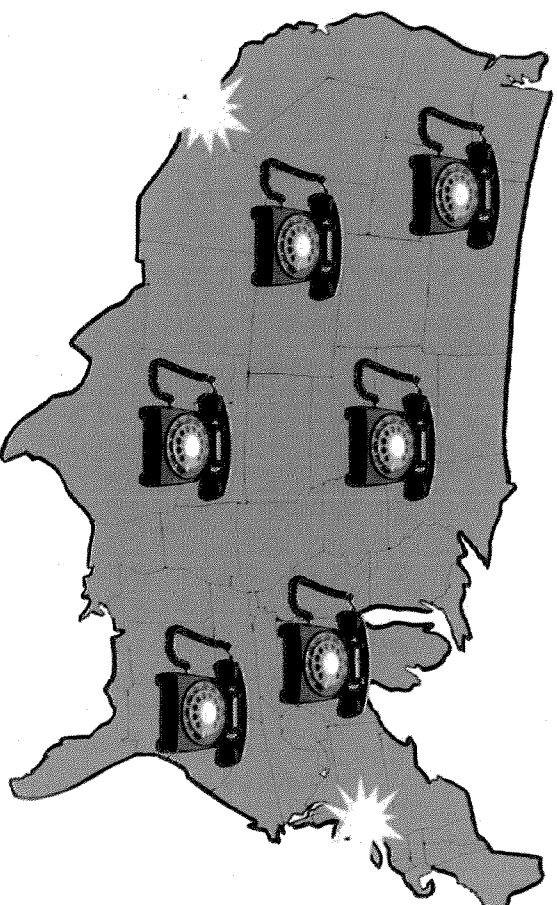
- Overuse of census “jargon”
- Confusing site navigation
- Limited or hidden information
- Site content remains static, despite changing user needs

Web Discovery Process: Site Audits

High-level recommendations based on site audit findings:

- User profiles for sites must be expanded beyond those seeking census product data
- Sites must adjust to respond to user needs over time
- Content must be easier to access
- Improvements in site usability and navigation are necessary

Web Discovery Process: Function and Usability Testing (User Research)



User research was conducted via:

- 30 one-on-one phone interviews with representatives of HTC populations
- One NYC focus group with Single Unattached Mobile sample
- One LA focus groups with Advantaged Homeowner sample

Web Discovery Process: Function and Usability Testing (User Research)

High-level user research findings:

- Significant frustration with the usability and navigation of the current 2010 Census.gov site
- Subjects noted that the 2010 site was too wordy, visually outdated and lacked clarity. This contributed to a perception that the decennial census was an antiquated, irrelevant government function
- Reasons for visiting a decennial census Website were unclear, unless subjects' had a question about the questionnaire on the form or process
- Subjects were more interested in interacting with decennial census content on sites they visit frequently
- .gov web address is strongly preferred over .com
- Subjects responded that they'd have a greater likelihood of participation as their knowledge about the census increased

Understanding the 2010 Census Online Audience

A principal goal of the online recommendation is to create the most engaging, usable solutions for the 2010 Census online audience. In order to achieve this goal, we must understand the end users' attitudes, expectations and motivations.

Understanding the 2010 Census Online Audience

Two main ideas that govern online users' predilection for visiting and interacting with 2010 Census online content and the relationship that content might have on influencing the end users' decisions to participate in the decennial census:

End users' beliefs about the government and beliefs about participating in government activities

Awareness of and knowledge about census benefits played a similarly significant role

Beliefs about the decennial census

Negative



Positive

"The Census isn't for people like me."
"If I provide information it won't make a difference."
"The government will use the information I provide against me."

"The Census is for everybody, including me."
"The information I provide is important and will be put to good use."
"The information I am providing is safe."

Knowledge of the decennial census

Low



High

- "I don't know when the Census is."
- "I am not sure why we have a Census."
- "I don't know what the Census data is used for."
- "I know what the Census is and how often it happens."
- "I understand why we have the Census."
- "I know what happens with the data collected and what it is used for."

The ability to drive the likelihood of participation depends entirely upon the ability to increase knowledge and change beliefs.

A clear correlation between increasing knowledge and changing beliefs

Increase Knowledge:

- Research participants who were made aware of the real benefits of the census **were more likely to participate.**

Change Beliefs:

- Research participants who were made aware that the information provided to the census is safe and secure **were more likely to participate.**

Increase Knowledge:

- Research participants who were made aware that completing the form is quick, easy and that postage is provided **were more likely to participate.**

Change Beliefs:

- Research participants who learned that the census is for everyone and that they can personally make a difference in their communities **were more likely to participate.**

A clear correlation between increasing knowledge and changing beliefs

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Change Beliefs:

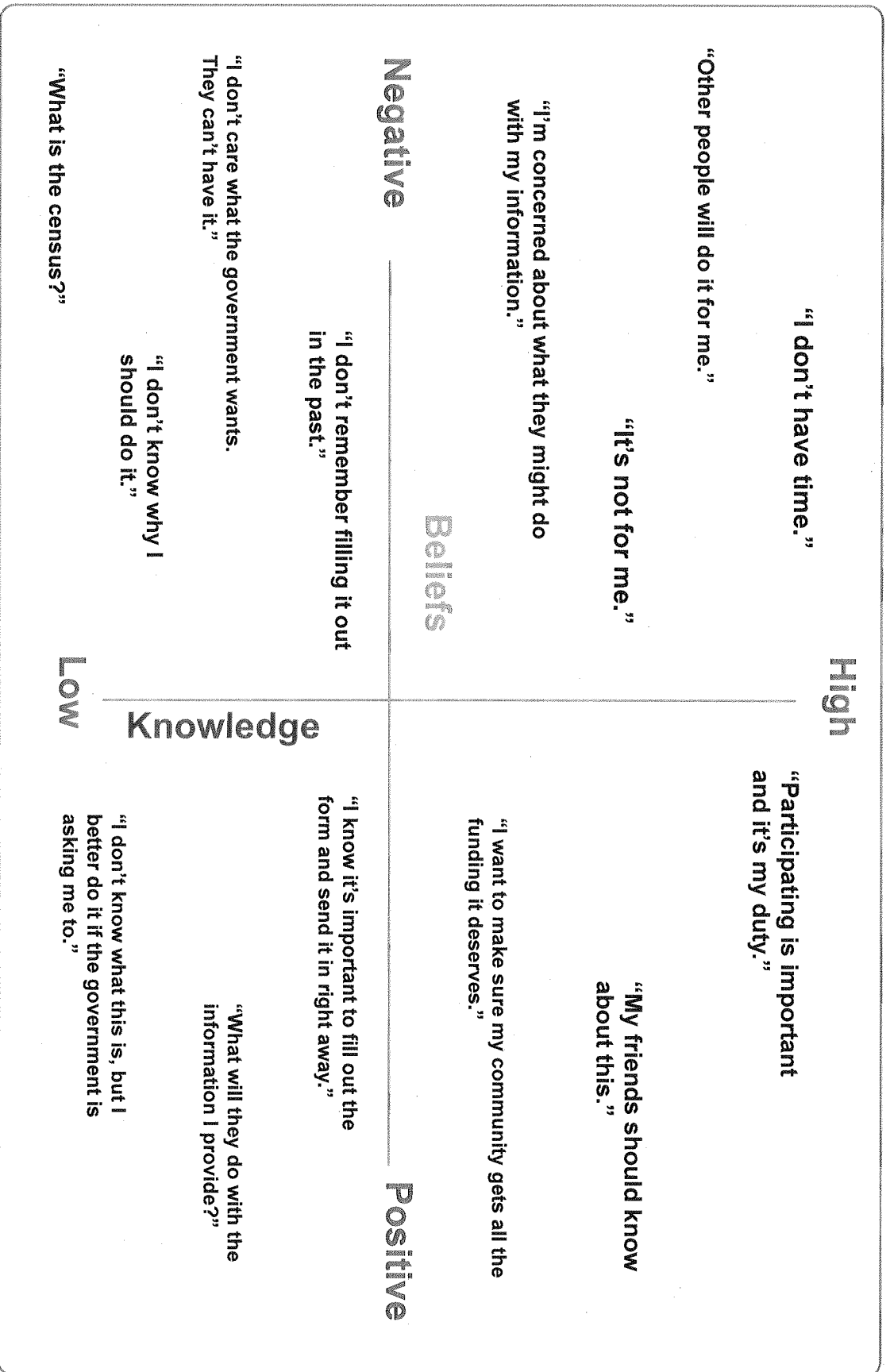
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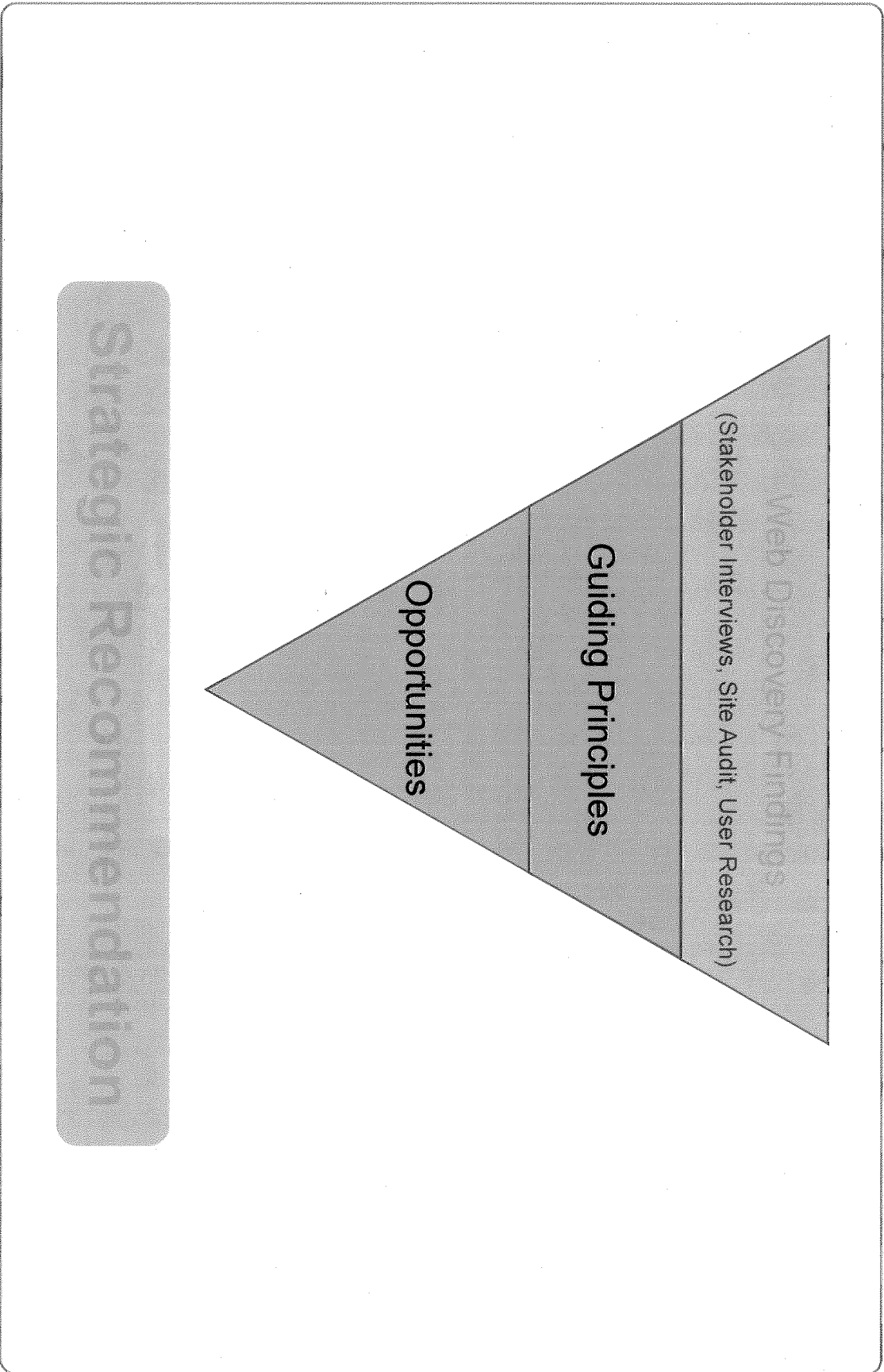
Increase Knowledge:

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Guiding Principle

Opportunity

- 1 Increase knowledge of the census and/or change beliefs or misperceptions about the census
Create an experience that is educational in nature
- 2 Leverage the interest in placement of educational content outside of the census Website
Develop a media strategy that leverages how people use the Web today and doesn't depend on them visiting the Website to get the information they need to increase their participation
- 3 Acknowledge how people want to access Census information - content should be placed where it is most effective and not rely on users to visit the Website to communicate critical details
Don't create media units that rely on a click-through strategy

Guiding Principle

Opportunity

- 4 Be on par in terms of look and feel, presentation of content and navigation with the popular online experience of today
- 4 Create a modern experience that uses today's design languages and user experience best practices
- 5 Provide for the evolution of the decennial Census processes (before mailing, during mailing, non-response follow-up) and respective user needs over time
- 5 Develop an experience that can easily evolve over time
- 6 Make basic information on the census – information on the process, questions on the questionnaire, basic in-language materials – easily accessible and intuitively usable
- 6 Don't bury basic details about how easy the questionnaire is to complete, etc. in a Website experience. Place details front and center in the Website and in media units

Guiding Principle

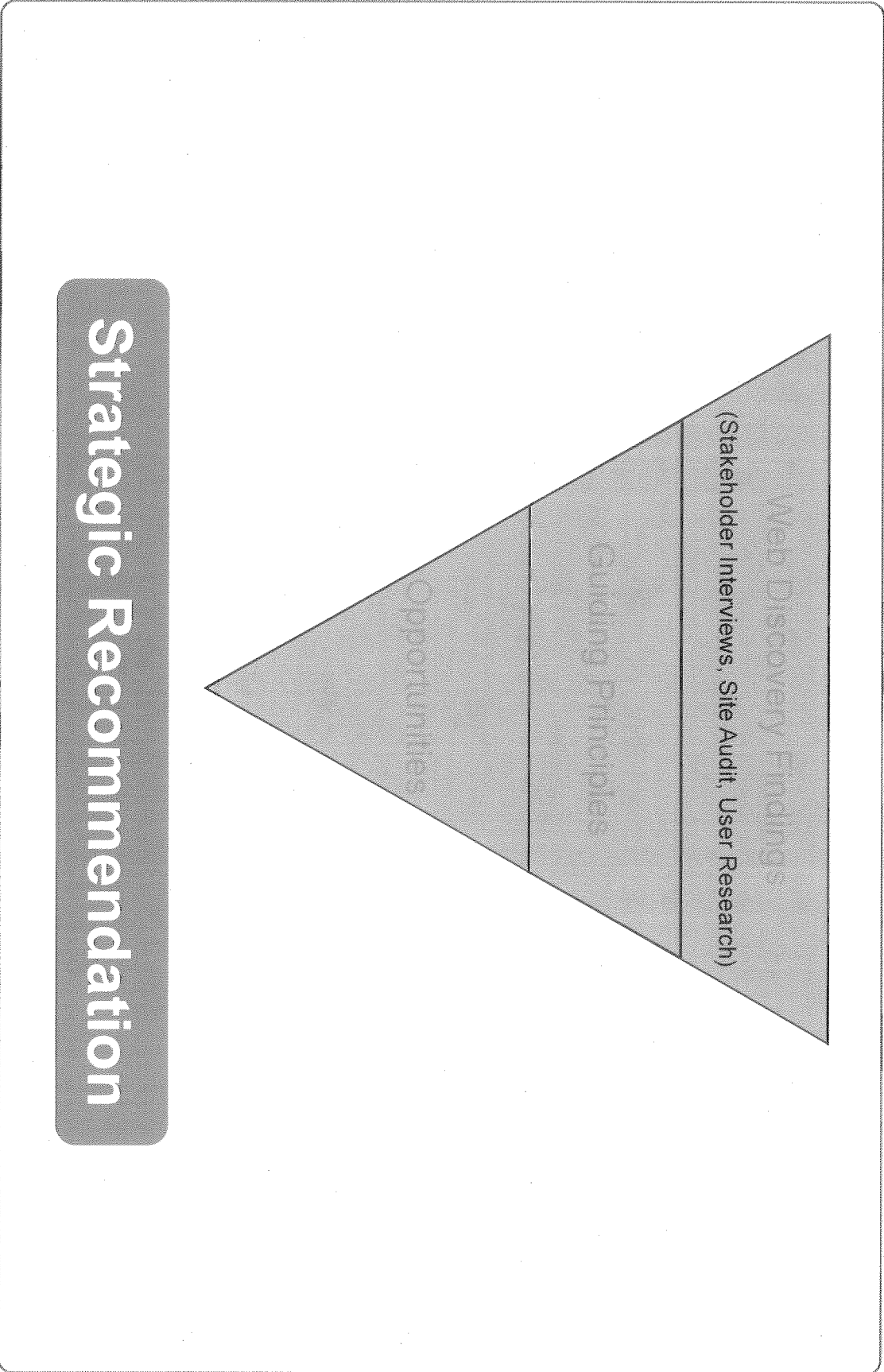
Opportunity

- 7** Be clear about the importance and benefits of the census to all segments of the population

Create an experience that highlights what people want to know – why is the census important?
- 8** Provide one place for all audience clusters to find information relevant to 2010 Census that is simple, straightforward and usable for all segments

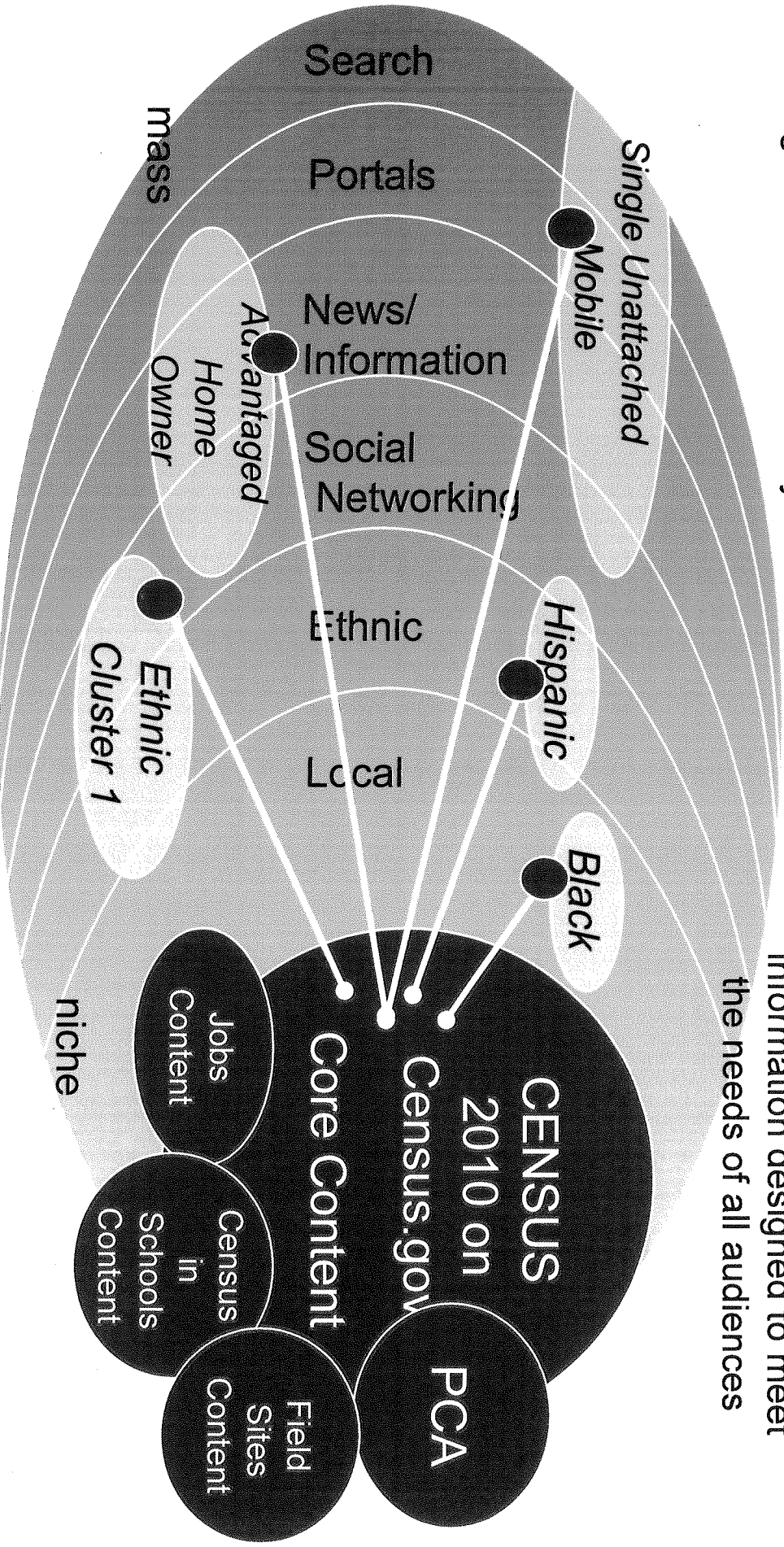
Don't create a fractured online micro-site experience. Develop a centralized Website that houses all the information all constituents need (without being overwhelming)
- 9** Ensure all 2010 Census online experiences integrate conceptually and visually with "It's in Our Hands" campaign executions

Develop a campaign with similar visual elements, tone and messages



MEDIA: Placements are custom created for language and messaging relevance per segment and/or ethnicity

WEBSITE: One-stop-shop for all 2010 Census information designed to meet the needs of all audiences



MEDIA: Content from site is pushed into media placements that are designed to educate and increase participation, not solely drive traffic to site

2010 Website Specifics

- Current 2010 section on Census.gov be redesigned to meet the recommended direction and be maintained within the Census.gov URL
- Create one centralized location for all 2010 Census information. Incorporate all key 2010 Census informational products into new Website
 - American Fact Finder
 - Census in Schools
 - Recruitment
 - Online Newsroom
 - Partner Communications Area
- Create a site that serves all audiences. This will require working with the Census and our agency partners to determine:
 - What information needs to be in-language
 - Specific features and content that need to be included to meet specific content needs of specific segments/ethnicities

Bringing the Recommendation to Life

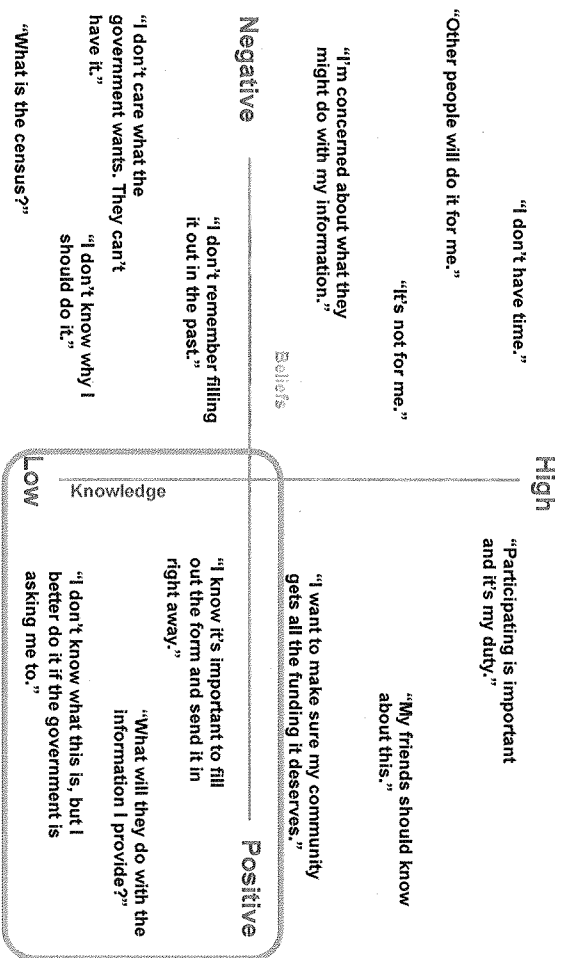
User journeys imagine the experiences of a fictional representation of actual user “types” and show how he or she would interact with the online elements of the 2010 Census campaign over time.

Note: These are meant to be illustrative to convey the intended experience and are not tactical recommendations.

- Jorge
- Anita
- Donna
- Barbara

Journey 1: Jorge

- 30 years old
- Home Health Aide
- Ethnic Enclave I
- Online usage:
 - Mobile Browsing
 - Univision
 - Yahoo! Sports
- Mindset
 - Knowledge: Low
 - “It takes too much time.”
- Beliefs: Negative
 - “I’m not sharing my personal information. Who knows what they’re going to do with it?”



2
The video says the questionnaire only has 7 questions, the postage is paid and the information is used to help his community, like funding his daughter's school.

3
But he wonders what happens to his information. Is it safe? At the end of the video there's a call-to-action to learn more about the data that is submitted. Jorge clicks on the link and is taken to a census sponsored area of Yahoo!

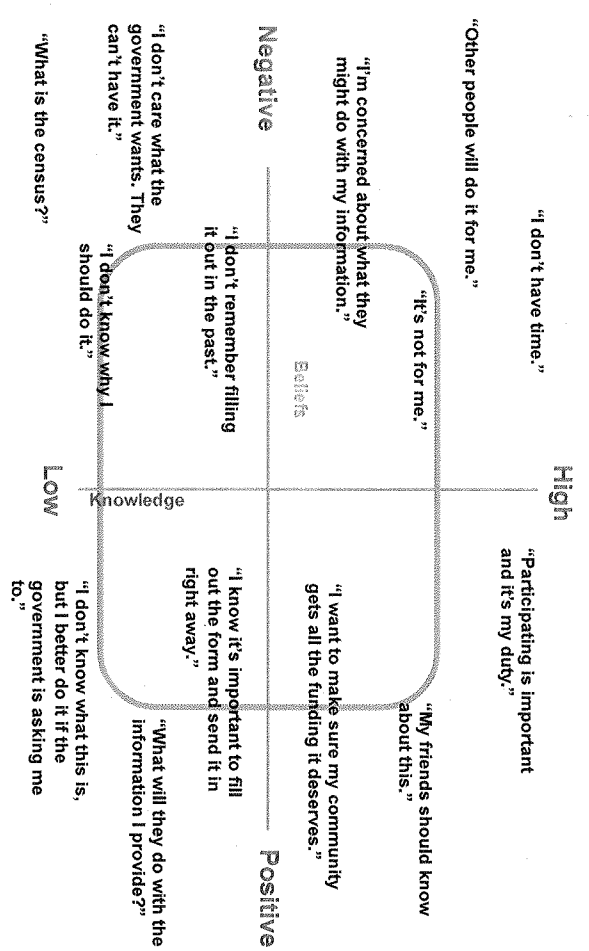
4
In the special section of Yahoo! Jorge uses the interactive FAQs to learn more about the submitted data - all without leaving Yahoo!

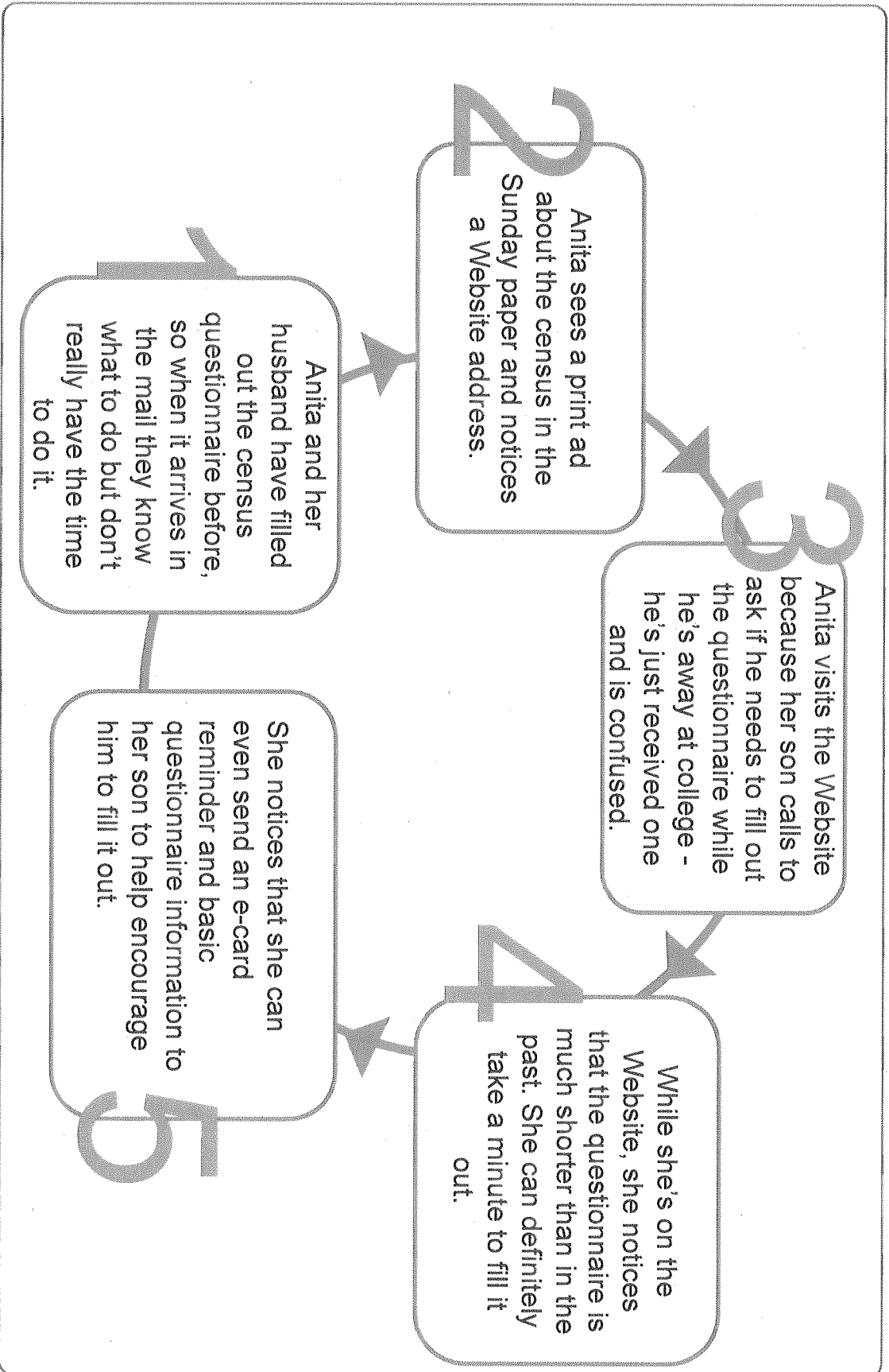
1
Jorge is on the Yahoo! Sports homepage that he check everyday. He sees a video about the census featuring a sports player he follows. He doesn't remember filling out a form in the past. It's probably a pain. But since he likes the sports player, he plays the video.

5
Jorge feels confident that the census form will be easy and quick, and that the information he provides will be safe and secure.

Journey 2: Anita

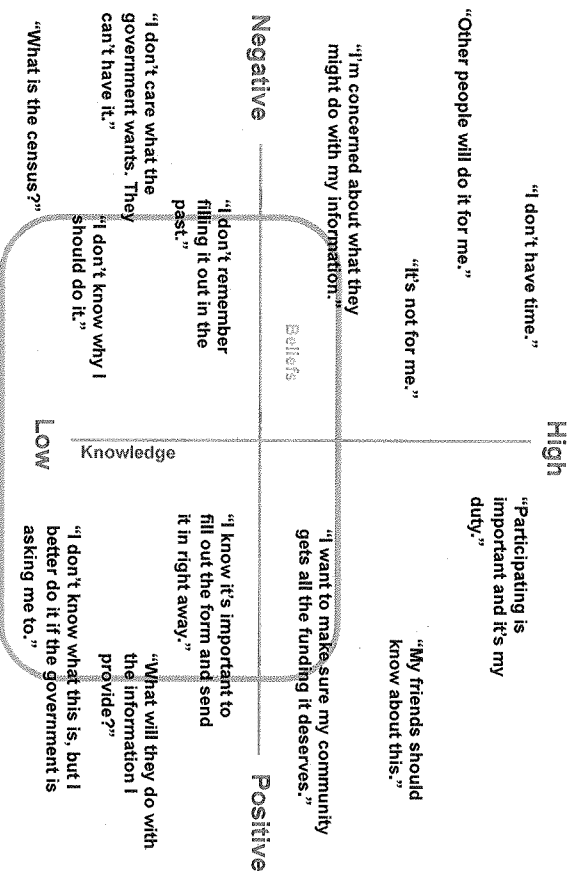
- 52 years old
 - Part time real estate broker
 - Advantaged Homeowner
 - Online usage
 - Yahoo!
 - Online games
 - Epicurious
 - Mindset
 - Knowledge: Medium
 - “I just don’t have time for something like this.”
- Beliefs: Neutral**
- “Someone else will do it.”

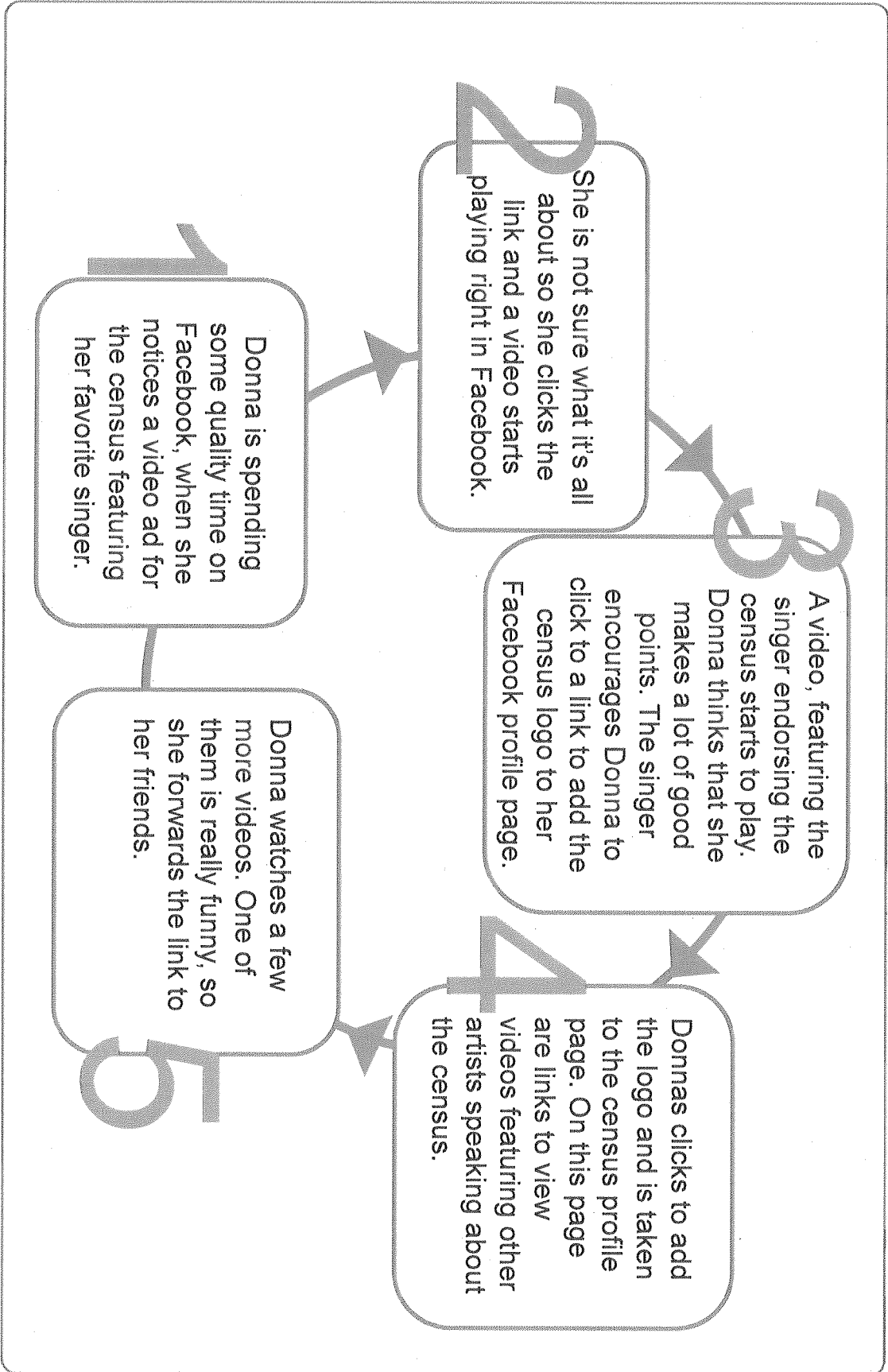




Journey 3: Donna

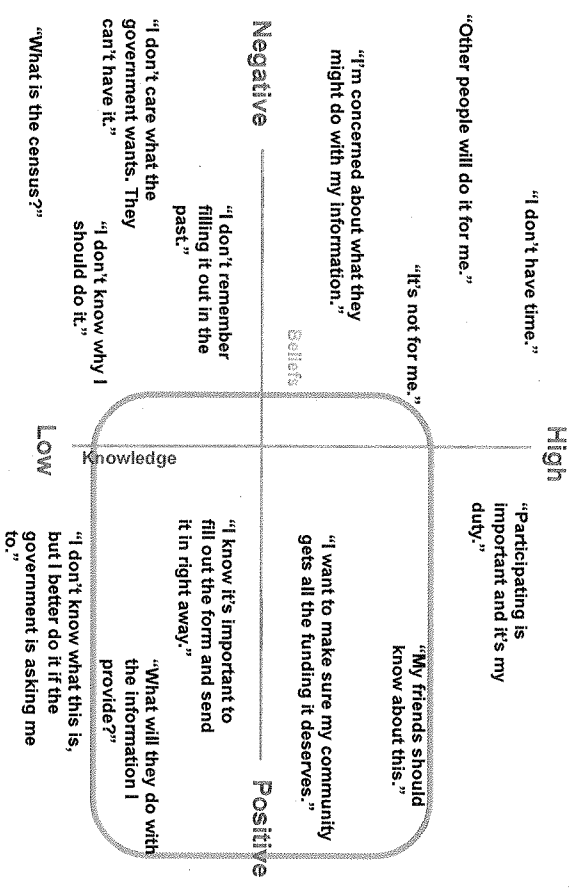
- 18 years old
 - College student
 - Single Unattached Mobile
 - Online usage
 - Her school's intranet
 - Facebook
 - Online video
 - Mindset
 - Knowledge: Low
 - "I never filled out a Census questionnaire before."
- Beliefs: Neutral*
- "It's probably something I have to do."

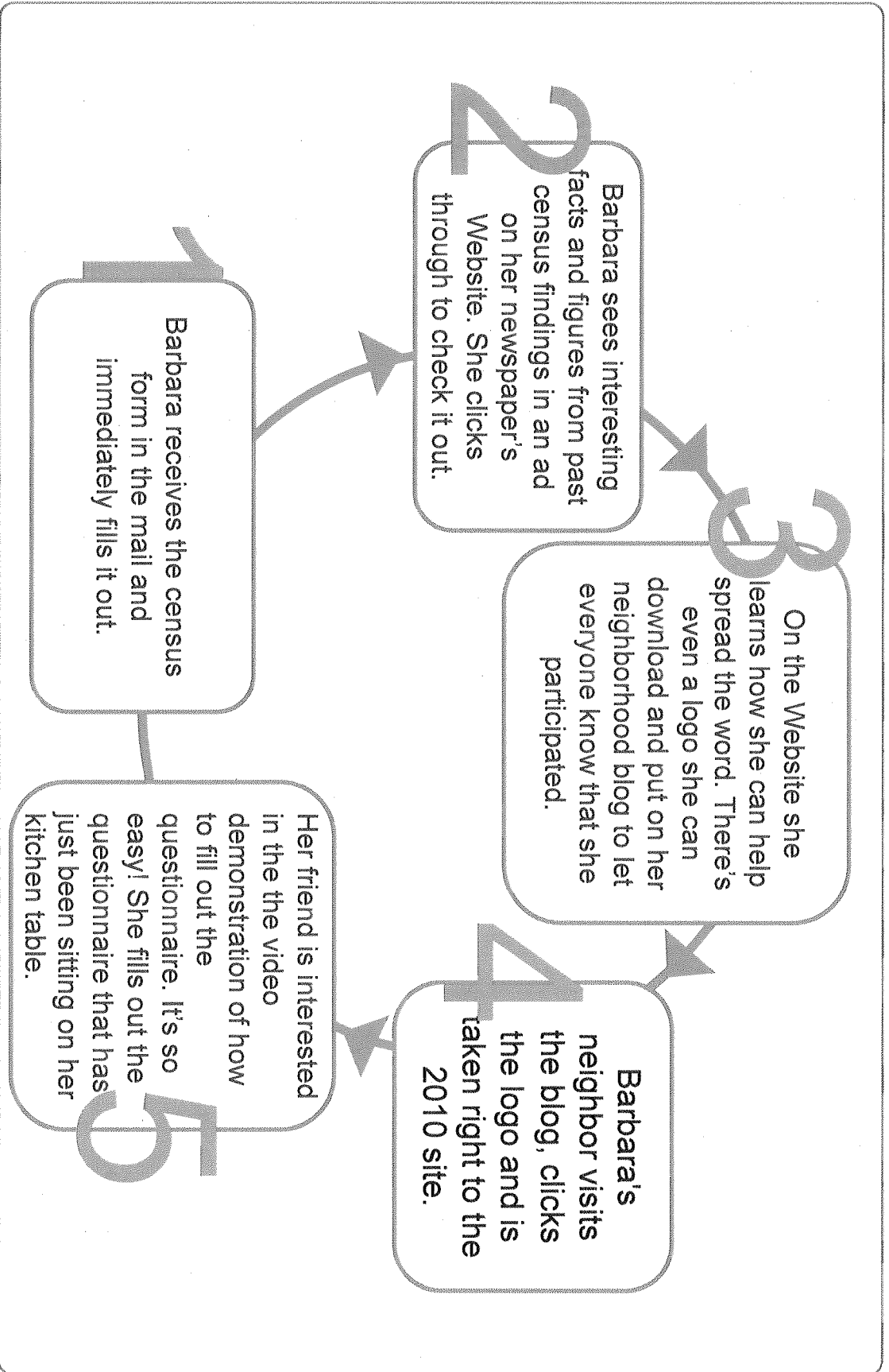




Journey 4: Barbara

- 45 years old
- Teacher, community advocate
- All Around Average II
- Online usage
 - Her own community blog
 - Scholastic.com
 - Her local newspaper's Website
- Mindset
 - Knowledge: Medium
 - "My community will be well served."
- Beliefs: Positive
 - "I can make a difference."





Recommendation Details: Linking to the Creative Idea

It's in Our Hands

Visually

Tonally

Strategically

Recommendation Details: Evolving Over Time

Before mailing

During mail back

After mail back



Media

Focus on building awareness educating on importance and how easy it is to participate

Focus on immediate calls-to-action to participate, as well as continue with educational messaging

Target hard-to-count population with messages about the importance, ease and relevance, and support in-person enumeration

Website

Provide relevant content such as learn about Census, how to participate, what to expect or apply for a job

Provide up-to-date information on events, partner activities, instructions for completing the questionnaire and geographic tally of participation

Provide Census success story that might be of interest for future use (i.e. 2020)

Ramifications of Recommendations

Recommendation

Website linked to and from pages within Census.gov and shares the Census.gov URL (e.g. Census.gov/2010 or 2010.Census.gov) and has its own unique look and feel

Creation of a unified 2010 Census Website experience

A Website that changes content over time

Ramification

Diverge from design guidelines for Census.gov to create a new "wrapper"
Redesign of homepage and some key pages within Census.gov relevant for 2010 Census

Development of a set of templates into which existing or in-progress Website content can be ported, such as Census in Schools, Recruitment and Partner Communications Area

Rely on open, industry-wide Web standards and define process to ensure consistency and updatability in a uniform and consistent interface

Ramifications of Recommendations

Recommendation

A dynamic website and ad units that takes advantage of the type of content that today's web user finds compelling

Ramification

Rigorous C&A processes are in place that may limit the potential for the new site. Revisions to these rules may be required to allow use of new ways to reach the diverse audiences

Use of advanced Web features, such as videos, social networking, etc., have been discouraged in the past. We may need to rethink these constraints moving forward

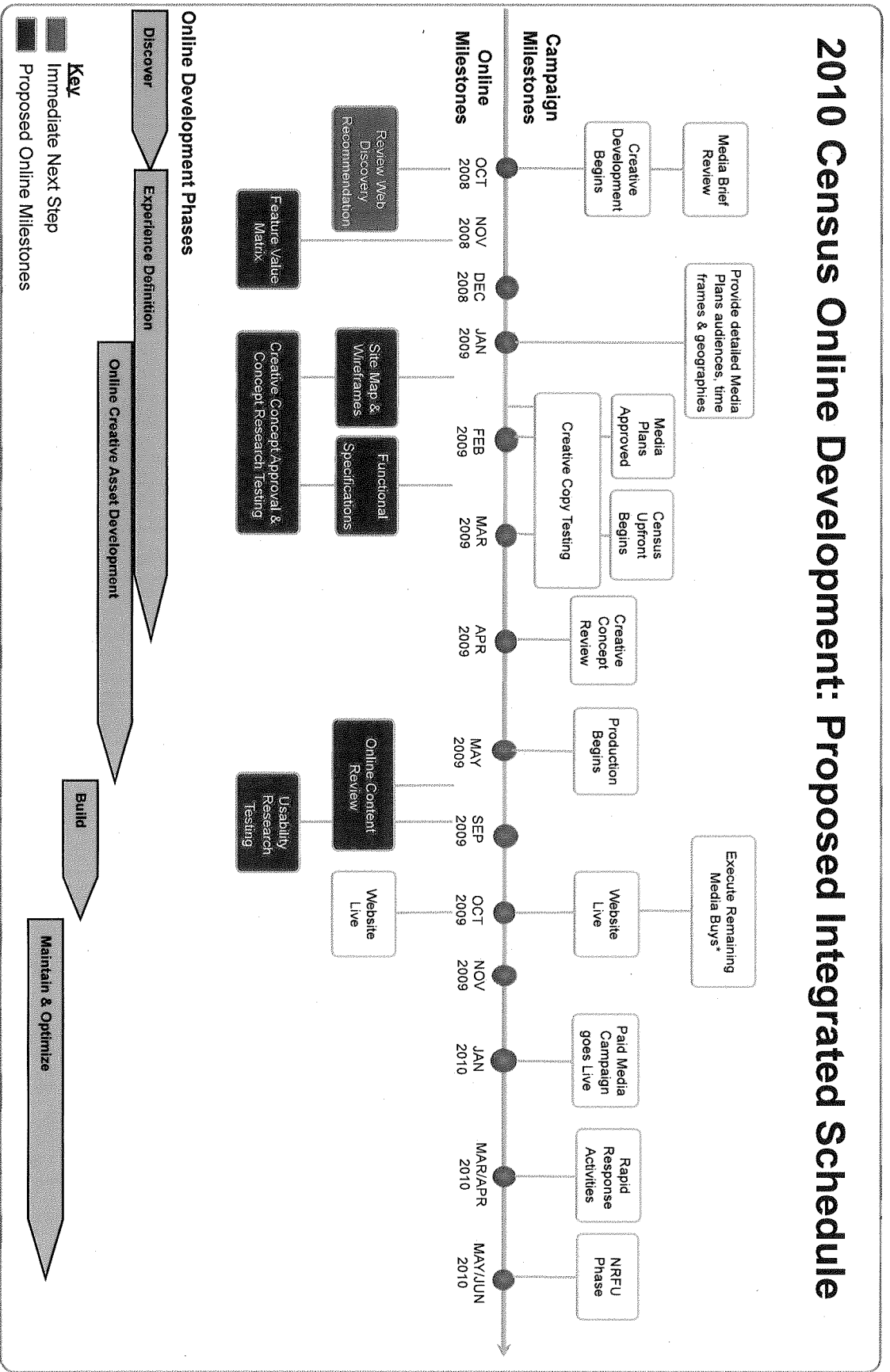
Measuring Performance

- Engagement Metrics: These metrics are measures of media and website content activity against interactive (web services) industry standard metrics and expectations specific to the execution. These metrics are collected by anonymously measuring web user behavior.
- User Paths: Server technologies allow the ability to track users, anonymously, as they move through online content. Using this technique, a clear picture will be gained of what pages of the website are being visited in a specific order.
- Surveys and Studies: The launch of studies will measure user opinions about the website and satisfaction with the website. These studies are typically severed to web users randomly and anonymously as they view a piece of media creative or online content.

Feedback We've Heard to Date

- Site-wide Census.gov footer must be utilized in any 2010 sites
- There is an outstanding question on which group might complete updates to Census in Schools and Recruitment components of Census.gov
- The implementation of any new metric software if contingent on administrative, hardware, network and financial resources

2010 Census Online Development: Proposed Integrated Schedule



Next Steps: Experience Definition

Upon Census Bureau approval of the Web Discovery Recommendations, DRAFTFCB will begin the Experience Definition phase of the project:

- **Persona Goals Definition**
 - Worksession 12/5
 - Persona Goals 12/19
 - Success Metrics 12/19
- **Content Strategy**
 - Content Matrix & Site Map 1/12/09
- **Functional Requirements**
 - Functional Requirements 3/23/09
 - Use Cases 3/23/09
- **Functional Specifications**
 - Functional Specifications 4/20/09