

New Website / Website Redesign Questions:

- 1. What are your goals for the new website?** *(Example: We would like the site to be easier to navigate and more modern looking. We would also like users to be able to find information easier on our website so that our agency receives less phone calls.)*

Our goal is to create a modern, user friendly, comprehensive, and resource driven website. Our current website has many different web parts creating an inconsistent look and feel. The various web parts create confusion for our end-users when navigating which then creates questions and concerns populating more phone calls and emails.

- 2. What is the primary message you wish to convey with the new website?**

We wish to convey a user-friendly, inviting, and information driven website so our clients (Idaho) find the information they need efficiently and effectively. We would like the website to be intuitive and informative while also being comprehensible and useful (avoid information overload).

- 3. What are the primary service(s) that your agency/commission/board provides?**

The Idaho State Police focuses each day to serve and protect the lives, property, and constitutional rights of the people in Idaho. Overall, the agency is comprised of many different components/units (BCI, ABC, Patrol, Brands, etc.), all playing a critical part in the success of ISP. It is important to show the different components of ISP as they all are separate units under the main ISP umbrella.

- 4. Who are the key decisions makers for the new website?**

POCs:

Main POC: Amy Agenbroad, Public Information Officer

POC: Aaron Snell, Communications Director

Technical POC: Kurt Hinrichs, IT Software Engineer III

Decision Makers:

ISP Command Staff

Colonel Kedrick Wills

- 5. Should they be included in all emails/meetings?**

Please include Amy and Aaron in all emails/meetings and they will disseminate as appropriate.

- 6. Who will manage the website once it has launched? One person or multiple people?**

- If multiple people, how should the website permissions be built? *(Example: only users in the Operations department will be able to update and create Operations pages.)*

Multiple people. Right now, the different units/bureaus across ISP manage their own sites and content. Our goal is to create a cohesive site while also allowing the different

units permission over their information. Can we limit their permissions so they have minimal editing capabilities to update text? Our goal is to keep the theme consistent across all units and not allow the units to make design edits. Our IT department would need full permissions as well as Aaron and Amy.

7. Do you foresee any content revamping or re-organization compared to the existing website?

Yes, we would like a more modern look/feel and understand a lot of the language will need rewritten/updated. We will need to conduct a deep dive of current language and update accordingly.

8. Do you have a deadline for launching the new website?

No deadline but it is a priority for us.

9. Are there specific colors you would like used in the new website design?

Consistent with ISP's color palette. Blacks, yellows, and greys.

10. Are there specific colors you DO NOT want used in the new website design?

No colors in specific, however, we would like a cohesive and consistent theme/look and feel.

11. Do you have any specific design elements in mind? *(Example: Our new website must include an image of the ID State Capitol)*

- Chevrons
- ISP logo
- Police theme
- Red/blue lights incorporated (when appropriate)

12. Please list some examples of websites (state and non-state) that you like.

- Explain why you like them or what pieces you particularly like about them: *(Please provide screenshots, URLs, and notes to clearly convey what you like)*

[Atlanta Police Department | Home \(atlantapd.org\)](http://atlantapd.org) – This website is very easy to navigate. I like that it doesn't have too much information on the homepage but has a lot of different components where you can find more information. It is a great way to include a lot of technical information without it being overwhelming to the viewer.

[VA | VHA Innovation Ecosystem](#) - The large banner at the top is attention grabbing followed by the individual icons where the viewer can find additional information. In this case ISP's icons would be the different bureaus/units. The modern look of alternating picture/blurb with a 'discover more' option could be a great way to showcase what ISP has to offer.

13. Do you currently have marketing materials that we should incorporate into your design?

- Logos

- Specific language and phrases (to be provided)

14. Interested in other Access Idaho Services, such as payment processing or application development?

Yes; we are interested in keeping the Access Idaho services ISP currently utilizes.