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## Newly Redesigned Utah.Gov Breaks Down Barriers to Conducting Government Business Online

The official website for the State of Utah (<http://utah.gov>) today unveils a newly redesigned website. The goal of the redesign was to break down barriers connecting with government, allowing online visitors to complete their business when and where they need.

### Highlights

**New design based on a greater understanding of our visitors:** Starting in August 2014, Utah.Gov began evaluating a plan for redesigning an already award-winning site. By closely studying user behavior and analytics we were able to design a better site that utilizes our understanding of visitor search terms, which devices are being used, where visitors want to go online, and what content isn't as useful to users.

**Frequent positive interactions:** Utah has a greater understanding of how its citizens want to interact with government. As quick, frequent, online interactions become the norm for citizens, they demand the same from government. The new Utah.Gov enables these repeated touch points to be a positive interaction with state government.

**Truly device agnostic:** When you design for over 600 browser and operating system combinations it does not make sense to create a unique layout for each combination. We created design standards, content buckets, and a general look and feel and then designed a truly device agnostic, dynamic web experience that works when and where you need it; on a desktop, tablet, or mobile phone.

**Citizens don't know or care where boundaries are:** Making a huge leap forward in providing an integrated government experience, we created an online experience that is localized, personalized, and individualized. Citizens can quickly get information and services for every level of government that serves them.

**Curated search based on extensive experience:** We have once again enhanced Utah.Gov's Master Data Index (MDI) by curating relevant search terms. The 7000+ custom searchable items and links are intelligently classified, tagged and many are now geo-tagged to help citizens find the exact service they are looking for where they live.

**Targeted Micro-Experiences:** Our understanding of what Utahns want when they come to Utah.Gov enabled us to create targeted microsites that provided curated content for frequently used state and local government information. Micro-Experiences include: [My City](#), [Government Headlines](#), [Open Government](#), [Citizen Engagement](#), [Digital Innovation](#), and [Doing Business in Utah](#).

### Key Features

**HTML 5 and CSS3 Animation:** As users shift to mobile devices we have transitioned to "Long Scrolling Sites." Mobile users prefer scrolling instead of clicking small links. We have also employed "Parallax Feature Strips" to give users an intriguing 3D effect that adds depth and

beauty. These technologies combine to create an immersive, browser independent, user-friendly experience.

**Micro-Experiences for Businesses:** A common complaint for businesses interacting with government is the wide array of licensing, permits, and registrations; most of which are not pertinent to their industry. Utilizing our indexed services, Utah.gov has simplified the process of finding services applicable to your business. Upon entering the new business portal, users trigger a workflow that refines content based on relevancy. Whether you need financial or construction services, only the applicable resources are organized into relevant “micro-experiences” allowing for easier compliance. <http://www.utah.gov/business/industry.html?type=Business>

**Micro-Experiences for Citizens:** A no-wrong-door approach has long been the goal for citizens who don't understand government boundaries. The new local portal takes advantage of Utah's unique MDI to provide a custom collection of city and county services, meetings, social media pages, and local contact information refined based on physical device location. <http://www.utah.gov/#locals>

**Open Government:** Utah.Gov gathers in one location the very best tools developed to aggregate state government financial transparency; a central locate for requesting records; and an engaging tool for sorting, visualizing, and delivering open data. <http://www.utah.gov/#open>

**Citizen Participation:** To foster citizen engagement, a collection of collaboration tools and services are prominently featured on the main page. <http://www.utah.gov/#citizen>

**Geo-Tagging:** The Utah MDI now has the capability to tag each entry with location, allowing for locally relevant information including: search results, meetings, schools, and even background images.

**Recommended Searches:** Improving awareness and educating visitors about state services available online, the award winning intelligent search at Utah.Gov has been enhanced by giving visitors recommended search terms. <http://www.utah.gov/>

## Pre- approved Quotes

“The Department of Technology Services is always looking for new ways to help the citizens of Utah get more from state government,” said **Mark VanOrden**, Utah State Executive Director, Department of Technology Services. “Utah.Gov has a reputation for delivering superior online solutions that enhance citizens interactions with state agencies.”

“Government should always look for the best ways to serve the people and today that means providing services and information online,” said **Gov. Gary R. Herbert**. “Utah.gov has received high praise for its services and accessibility, and we must be sure to continue to build upon that success.”

## Key links:

<http://www.utah.gov>

<http://utah.gov/media>

<http://www.utah.gov/#locals>

<http://www.utah.gov/#gov-news>

<http://demo.utah.gov/#open>

<http://www.utah.gov/#citizen>

<http://www.utah.gov/#digital>

<http://www.utah.gov/business/industry.html?type=Business>

<http://connect.utah.gov>

## About Utah.gov

[Utah.gov](http://utah.gov) is the entry point to over 1000 online services and benefits over 2.7 million residents in the State of Utah.

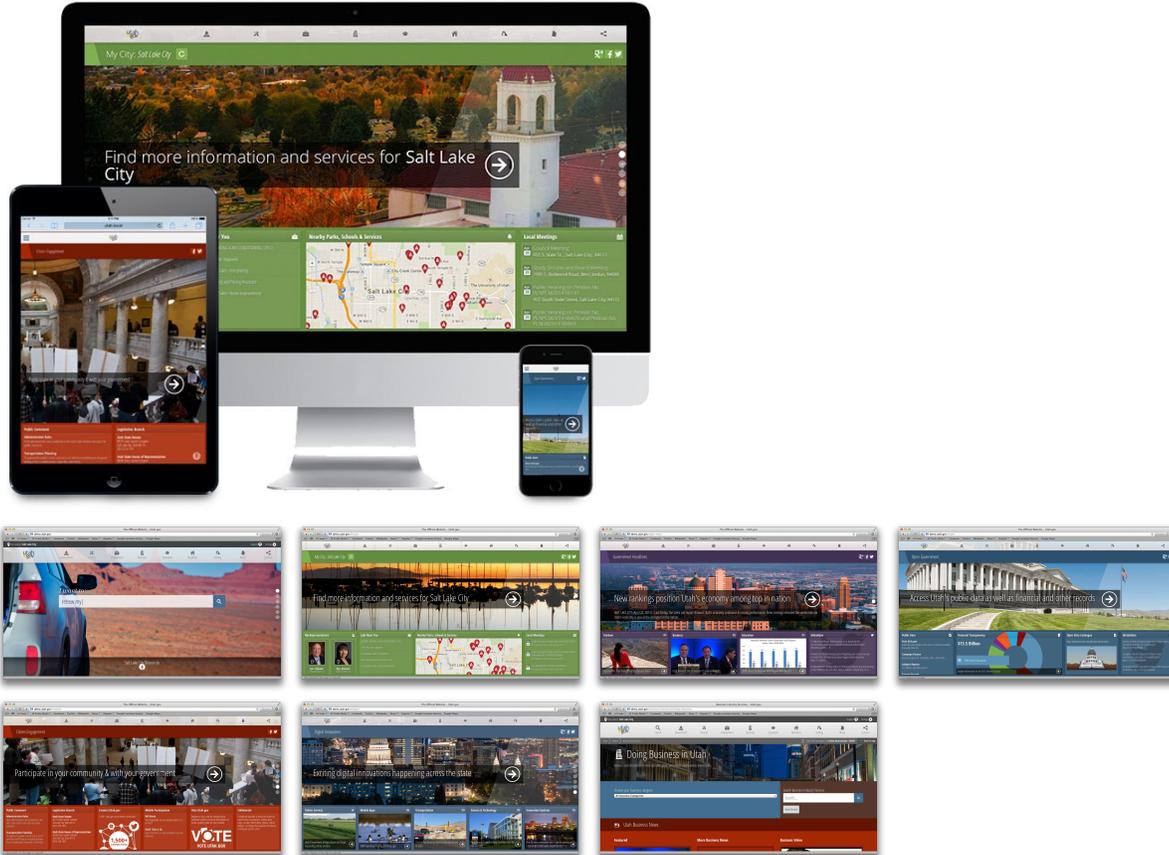
Utah.gov provides citizens and businesses with more convenient options for interacting with government. Through Utah.gov, citizens can find public meetings, renew their vehicle registration, buy a hunting and fishing license, register a business, find a transparent state budget, and much more. In 2014 alone, Utah.gov received 16 awards making it the nation's most honored state website. Utah.gov is managed and operated through a public-private partnership between the state and Utah Interactive, the Salt Lake City-based official eGovernment partner for the state of Utah. Utah Interactive is part of eGovernment firm NIC's family of companies.

### About NIC

Founded in 1992, NIC (NASDAQ: EGOV) is the nation's leading provider of [official government websites](#), online services, and [secure payment processing solutions](#). The company's innovative [eGovernment services](#) help make government more accessible to everyone through technology. The family of NIC companies provides eGovernment solutions for more than 3,500 federal, state, and local agencies in the United States. Forbes has named NIC as one of the "100 Best Small Companies in America" five times, most recently ranked at No.11 (2013), and the company has been included four times on the Barron's 400 Index. Additional information is available at <http://www.egov.com>.

### Other information:

To access our complete Press Package and images below please refer to: <http://utah.gov/media>.



Twitter: <https://twitter.com/UtahGov>

Facebook: <http://www.utah.gov/facebook/>

RSS feeds: <http://www.utah.gov/connect/feeds.html>

Utah blogs: <http://www.utah.gov/blogs/>

Suggested tags: government, egovernment, technology, Utah, redesign

Event tag: #Utah2015