Staff Summary

A Qualitative Assessment of the MoDOT Web Site

A study by Organizational Results in cooperation with the Community Relations Division

MoDOT Summary Statement

In the past few years, MoDOT's Web site has become a strategic communication tool. Citizens, transportation partners and employees are able to access a wealth of information including real-time traffic updates and online business pages. The results of this survey indicate the MoDOT Web site contains well-written content and is easily navigated.

Background

This review of the existing MoDOT Web site included a benchmark for best practices in Web site design, a rating system applicable to transportation-related Web sites and general recommendations regarding Web design, development and implementation.

Several groups of people participated in a customer review of the MoDOT Web site. Each person was given a set of 10 tasks designed to mimic real life Web site situations for information seekers. Examples of such information seeking behavior include searching for Missouri travel conditions, road conditions, accident reports and roadside assistance. Once completing a task, the participant was asked to rank its level of ease or difficulty using a five-point scale.

The results of this analysis include a timetable for completion of tasks, general comments and a compilation of the scoring data.

DOT Web Site Specific Rating Analysis

The research team developed a rudimentary model, based on a 100-point assessment structure, and a prototype was used to rate three DOT Web sites: Missouri, Texas and Iowa. This general model identified four main categorical groupings:

- Best Practices related to Coding
- Structure
- Content
- Style

Each of the benchmarks is comprised of a set of "criteria" that form the basis of a 100-point assessment model. Detailed explanations and recommendations are included in the full report. The model conclusions are included in the table on page 2.

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Scoring of MoDOT's Website

Categories / Benchmarks	Points Possible	Points Rewarded
Coding Best Practices		
Optimizing Speed	4	2.05
HTML, CSS, Scripts	7	2.70
404 Errors	3	0.00
Hardware / Software	4	2.90
RSS Feeds	2	0.00
Subtotal	20	**7.65**
Structure Best Practices		
Navigation	7	6.80
Homepage Design	5	3.60
Overall Design	6	5.70
Page Layout	5	3.60
Scrolling and Paging	2	2.00
Headings, Titles, Labels	6	5.80
Search	4	3.00
Subtotal	35	**30.50**
Content Best Practices		
Content, Writing, Prose	5	5.00
Content Organization	5	4.50
Optimizing User Experience	7	5.10
Timeliness	1	0.50
Subtotal	18	**15.10**
Style Best Practices		
Text Appearance	5	4.80
Lists	4	3.50
Links	7	4.70
Graphics, Images, Multimedia	5	3.60
Widgets	6	5.00
Subtotal	27	**21.60**
Total	100	**74.85**