

Appendix J

July 10, 2003 Focus Group Summarized Critiques of Web Sites

West's Rating	Web Sites	Group Web Site Critiques
1	Tennessee	Too busy, wordy, no focal point. User's eye wanders in the process-you start to see more. Where do I go to track a bill? "I went there for information – Its fluff." How many times will I have to click?
14	New Hampshire	Much better, more organized, hierarchy is intuitive, like the menu bars. The How Do I feature is a nice touch. Friendlier and more inviting. The seasonal photo invites you in. Governor's photo is a glamour shot and does not add anything to the site. Capitol dome is a nice touch.
15	Virginia	Not inviting, links are too close and confusing. Looks like a law brief, looks like government. No information there. Better than Tennessee. You have to have state of the art computer to access some of the services. Conservative and reflects the aristocratic character of the state. Not a single trapping of Virginia government, i.e., photo of a building or image of the state bird. Says nothing about Virginia.
16	Illinois	"Just pass" Gigantic, too much information, can't find anything. Why are lottery numbers provided? What does that say? Photo of governor or who? Need to be told the site is accessible.
31	New Mexico	Simple, pretty, pull down bars, pop out boxes. "Welcome to New Mexico" Does not look like a government web site. Like the functionality. No privacy box or statement. Help available.
49	Alabama	"Gets rid of the Bubba factor." Too much white space. Hard on the eyes. It is a doorway. Too bright. Looks like a cartoon. Paving stones graphics push you away.
7	FirstGov	Too much information. Language or translation feature at the top is useful. Too much white again.
1	Federal Communications Commission	Too much white background and white space, looks like a legal brief, "stinks," hard to find things with so much text, assumes you have a lot of knowledge. You don't know what they do. No mission statement.
20	Department of Justice	What do they do? Screams law and order. The yellow is hideous. Menu bar is too small. Last updated information is useful.
47	4 th Circuit Court of Appeals	Much better, I like it, it is simple. Navigation bars are a nice touch. It appears elitist because one has to log-in to use the site.

West's Rating	Web Sites	Group Web Site Critiques
50	Supreme Court	Like it, dignified, inviting, warm, well thought out. Like the use of the seal, nice picture of the Court building. Majestic and inviting.
29	Securities & Exchange Commission	"Groan" Not clear, the language used assumes the user has some level of knowledge. What's EDGAR or SPO rulemaking. Spanish availability clearly noted. Foreign corps doing information in the U.S. and we only have it in English and Spanish! How would the average citizen deal with this web site? It is elitist. Does not acknowledge difference in audiences.