



What it is and how it works.

First Gov

A metaphor: A Skyscraper & Its Lobby

The Information



It's in the skyscraper

How to get to it



Go to the lobby first

Where is government information?



Imagine all the government's publicly available information being in various rooms in a skyscraper.

It is an imposing task to find any particular piece of information, so we'd like to make it accessible, even inviting. If you know exactly where it is, you can go directly to that floor, that office.

If not, we're here to help.

Making information easy to find

That's the metaphor. The following slides describe how it will work.

Remember one thing: FirstGov will help you get started and be a familiar place if you get lost. And, it will provide answers to some obvious queries.

Also remember, the government's Web pages are hosted and managed by the Federal agencies, who will welcome FirstGov having helped you navigate to their Web site.

The 3-Facets of FirstGov

1. The Front Lobby

The citizen's first entry to FirstGov.

2. The Back Room

Where copies of the government's Web pages are stored to enable rapid searches.

3. The Brand



How commercial search portals get "certified"

The Lobby: a good place to start



First Gov

1. The Front Lobby **First Gov .gov**

The citizen's first entry to FirstGov

The FirstGov.gov page might look something like this rough draft.

First Gov .gov Your first click to digital government

Welcome! Thanks for taking this first step. This site is designed to allow you a range of actions from a quick search to guidance on where to go next.

For those who like to search by **keyword**:

For those who like to search by **topic**:

For those who prefer to use **Certified Partners**:

Administration
Legislative
Judiciary

FEEDBACK / COMMUNITY Module
TELL US what you think, what you want? Click here to see what others think about the Certified Partners about the Agency sites, about FirstGov in general? Participate in moderated chat rooms about FirstGov.

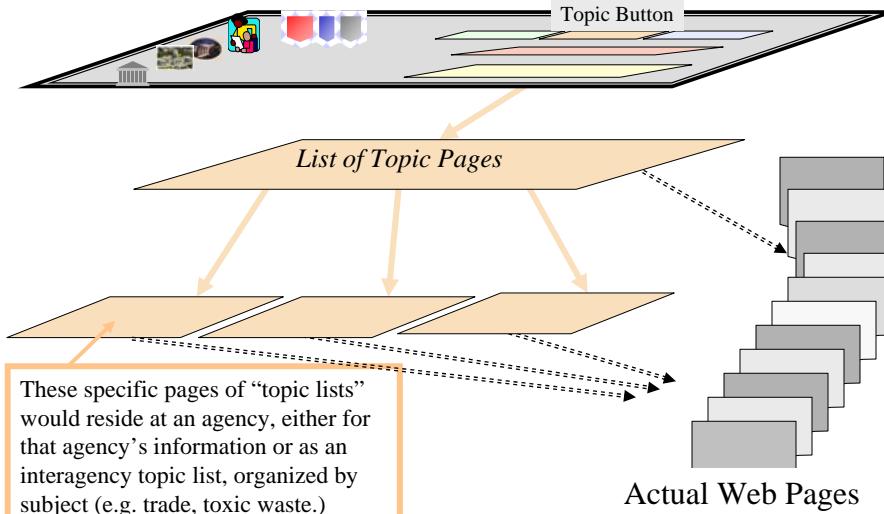
more description later, first a note about the concept of a multiple page portal ...

First Gov

2. The Front Lobby: How it might work.

Think of it as a multiple page portal:
Let's tip this page and look at it as the "top" page in a series of pages. As most people do now, we can click on a button on the top page and be taken to lower pages.

2. The Front Lobby: How it might work.



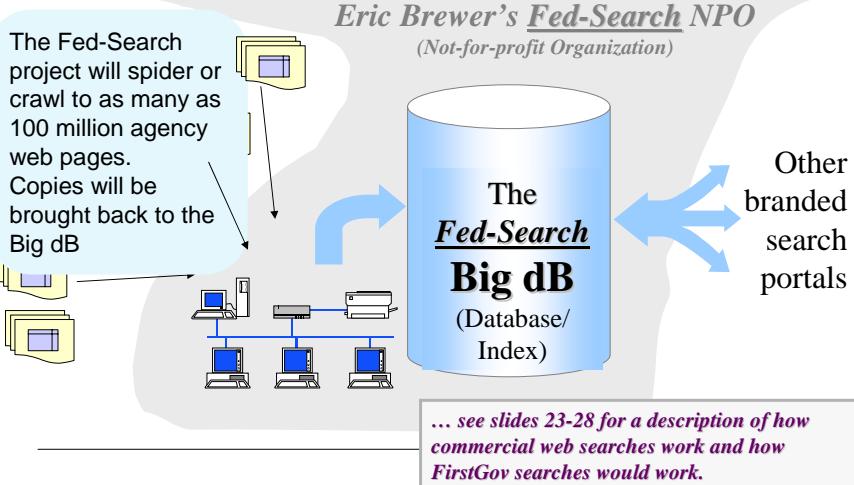
That's how the lobby  might work ... with its concept of a multiple page portal.

Now, let's look at the second part of the 3-part idea that is the **FirstGov** system, the very important “Back Room.” That is where information from all those floors, rooms, file spaces is kept.

Let's look in. 

2. The Back Room (*Fed-Search*)

Where copies of the government's web pages are stored to enable rapid searches.



One more digression ... to part 3 of the 3-part **FirstGov** system, **Branding**.

Along with the Lobby (First Gov .gov) and the **Fed-Search** Back Room, this whole **FirstGov** concept will use a unique branding approach.

We expect private sector partners to operate their own portals that will be permitted by the government to use the **FirstGov** brand.

Here's how that will work. 

First Gov

3. The **Brand**

How search portals might get certified to provide assurance to users



First Gov Certified Partners

Simply Examples

- Imagic Howdy Citizen**
A full-service portal designed for a broad set of users.
- WKRP Press Table**
A press-oriented portal designed for working journalists.
- Lib of Cong: FirstGov**
A portal designed for users familiar with asdfdsda sdfj asdfa afa .
- Buckeye GovPlace**
The Ohio State University Medical School emphasizing medicine and biomedicine.

Private or other public portals may use the FirstGov brand in exchange for meeting certain conditions. These portals will innovate to offer the best search environment to their customers.

Certification Conditions (abbreviated description):

1. INTEGRITY: must use the government information "as is"
2. FREE ACCESS: must provide uninterrupted free access
3. PRIVACY: must not track individual actions on the site.
4. POSITIONING: not associated with inappropriate content
5. ATTRIBUTION: must attribute to U.S. Government
6. ACCESSIBLE: must comply with Section 508
7. FEEDBACK CHANNELS: establish methods for user feedback.

First Gov

Now back to the lobby or main portal

First Gov .gov

Let's look at the DRAFT mock-up and see how each module might work. First, we'll see a full page mock-up and then show one slide for each module.



Remember, this FirstGov.gov main portal page is just a draft. The whole FirstGov system will be designed by design professionals.

First Gov

Full-page "mock-up" of how the main FirstGov.gov page could look.

First Gov .gov

Your first click to digital government

Welcome! Thanks for taking this first step. This site is designed to allow you a range of actions from a quick search to guidance on where to go next.

For those who like to search by keyword:

Administration

For those who like to search by topic:

Legislative

Judiciary

For those who prefer to use Certified Partners

Go right to the Concierge

FEEDBACK / COMMUNITY Module

TELL US what you think, what you want? Click here to see what others think about the Certified Partners, about the Agency sites, about FirstGov in general? Participate in moderated chat rooms about FirstGov.

First Gov

1. The Front Door *The citizen's first entry to FirstGov*

To get to FirstGov, users simply type* FirstGov and get to the main portal. Then, they can choose from several options.

First Gov .gov Your first click to digital government

Welcome! Thanks for taking this first step. This site is designed to allow you a range of actions from a quick search to guidance on where to go next.

For those who like to search by keyword:

Administration

For those who like to search by topic:

Legislative

Judiciary

For those who prefer to use Certified Partners

Go right to the Concierge

FEEDBACK / COMMUNITY Module

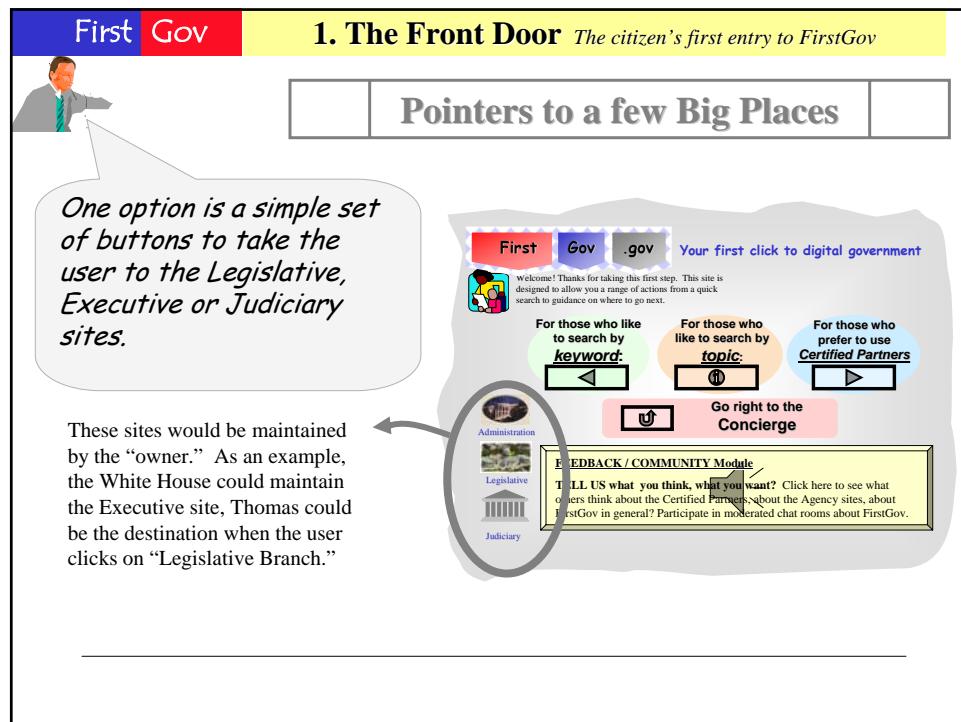
TELL US what you think, what you want? Click here to see what others think about the Certified Partners, about the Agency sites, about FirstGov in general? Participate in moderated chat rooms about FirstGov.

* Users may also type FirstGov.gov or FirstGov.net or .org or .com and get to the main portal.

First Gov

1. The Front Door *The citizen's first entry to FirstGov*

Pointers to a few Big Places



One option is a simple set of buttons to take the user to the Legislative, Executive or Judiciary sites.

These sites would be maintained by the "owner." As an example, the White House could maintain the Executive site, Thomas could be the destination when the user clicks on "Legislative Branch."

First Gov .gov Your first click to digital government

welcome! Thanks for taking this first step. This site is designed to allow you a range of actions from a quick search to guidance on where to go next.

For those who like to search by **keyword:** [button] For those who like to search by **topic:** [button] For those who prefer to use **Certified Partners** [button]

Administration [link] **Legislative** [link] **Judiciary** [link]

Go right to the Concierge [button]

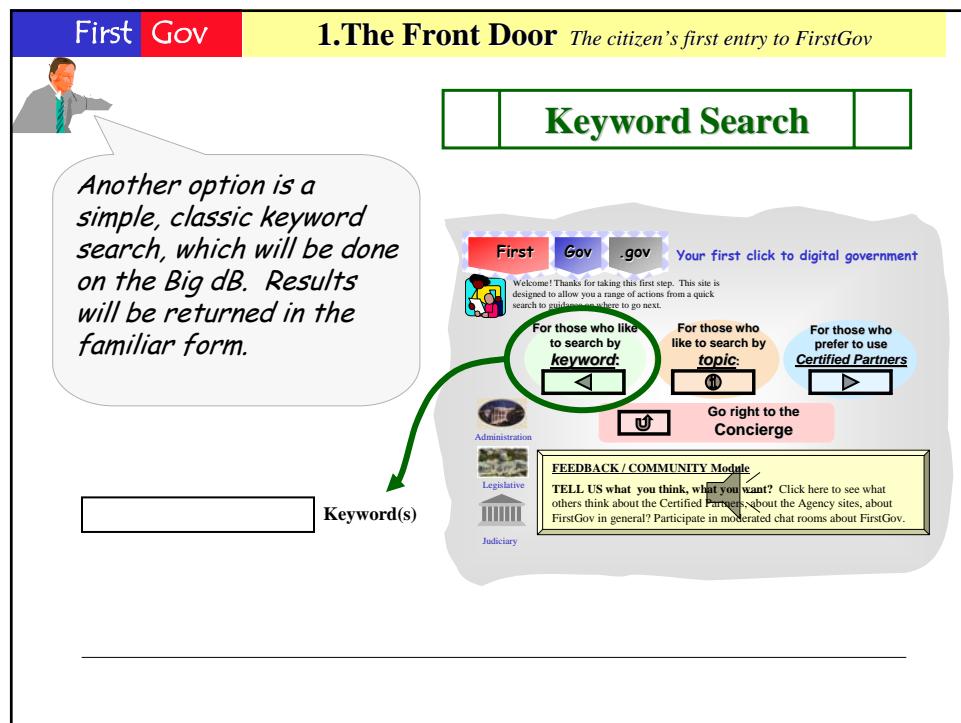
FEEDBACK / COMMUNITY Module

TELL US what you think, what you want! Click here to see what others think about the Certified Partners, about the Agency sites, about FirstGov in general? Participate in moderated chat rooms about FirstGov.

First Gov

1.The Front Door *The citizen's first entry to FirstGov*

Keyword Search



Another option is a simple, classic keyword search, which will be done on the Big dB. Results will be returned in the familiar form.

Keyword(s)

First Gov .gov Your first click to digital government

welcome! Thanks for taking this first step. This site is designed to allow you a range of actions from a quick search to guidance on where to go next.

For those who like to search by **keyword:** [button] For those who like to search by **topic:** [button] For those who prefer to use **Certified Partners** [button]

Administration [link] **Legislative** [link] **Judiciary** [link]

Go right to the Concierge [button]

FEEDBACK / COMMUNITY Module

TELL US what you think, what you want! Click here to see what others think about the Certified Partners, about the Agency sites, about FirstGov in general? Participate in moderated chat rooms about FirstGov.

First Gov

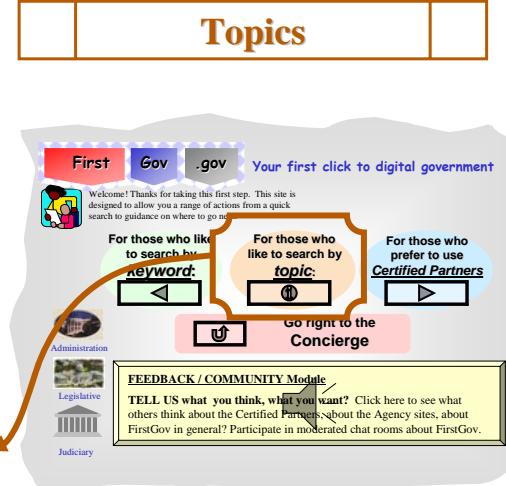
1. The Front Door *The citizen's first entry to FirstGov*



Topics

Another option is a search by topic. The user could click to a page full of locations showing other pages where government information has been grouped by topic.

Pages would be specific to an agency or be a combined page where various agencies had banded together to provide easy navigation to government information for specific subject areas.



First Gov

1. The Front Door *The citizen's first entry to FirstGov*

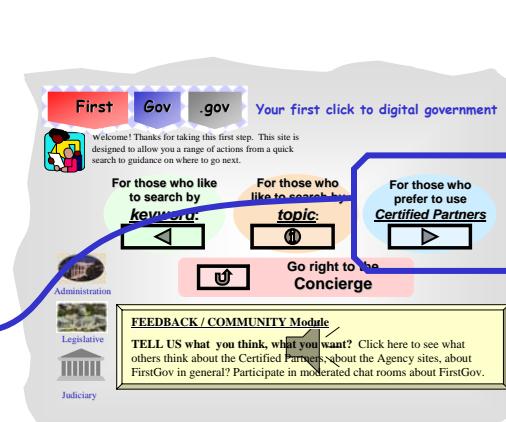


The Certified Portal Partners

Users can select a particular Certified Portal Partner from this list. These companies will have tailored their portal to support customer needs.

One or more portals could be general purpose sites.

Others could tailor their look and feel and their content to specific constituencies.



First Gov

1. The Front Door *The citizen's first entry to FirstGov*

The Concierge Bulletin Board

The Concierge will periodically select topics or subjects of special interest.

One button might take the user to a site where all agency press releases had been listed.

Another might take you to a site where information for a particular emergency was listed.

Another might have collected useful information about exporting products.

First Gov

1. The Front Door *The citizen's first entry to FirstGov*

The Concierge Bulletin Board

The Concierge will periodically select topics or subjects of special interest.

One button might take the user to a site where all agency press releases had been listed.

Another might take you to a site where information for a particular emergency was listed.

Another might have collected useful information about exporting products.

First Gov

1. The Front Door *The citizen's first entry to FirstGov*

The Feedback Section

"Learning in the Internet age means you are in charge of it."

Users will be able to learn from others and provide comments about all aspects of the site.

The FirstGov team will moderate the online discussions.

Partners, users, and agencies will be responsible for responding to useful criticism.

First Gov

1. The Front Door *The citizen's first entry to FirstGov*

The Feedback Section

"Learning in the Internet age means you are in charge of it."

Users will be able to learn from others and provide comments about all aspects of the site.

The FirstGov team will moderate the online discussions.

Partners, users, and agencies will be responsible for responding to useful criticism.

How do searches work?

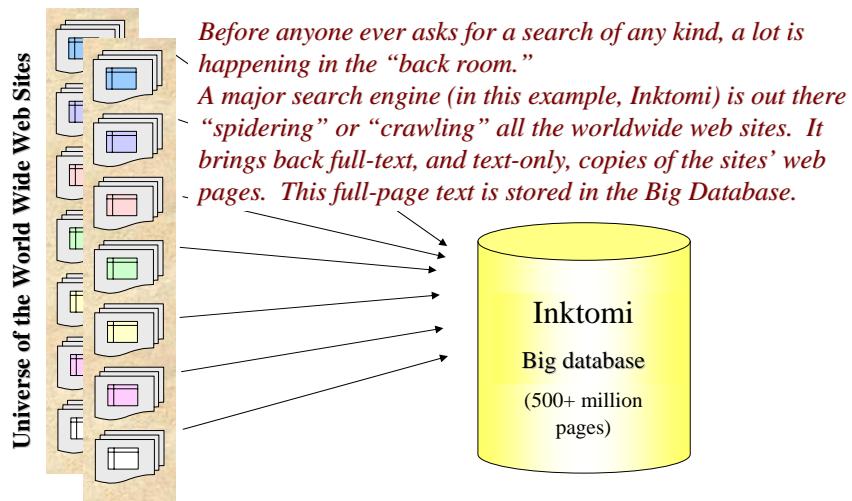
The following 5 slides describe how searches work in the commercial sector and how we imagine searches working in the **FirstGov** system - very similarly, in fact.

The first 3 slides describe the process using the huge Inktomi scalable search engine. The next 2 describe the process we see for government Web pages.



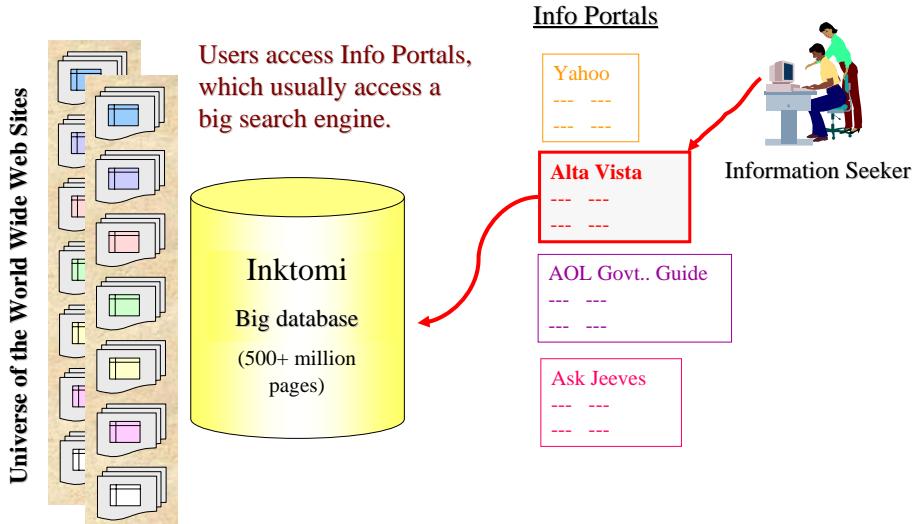
How Searches Work (next 5 slides)

A Typical Commercial Web Search Sequence



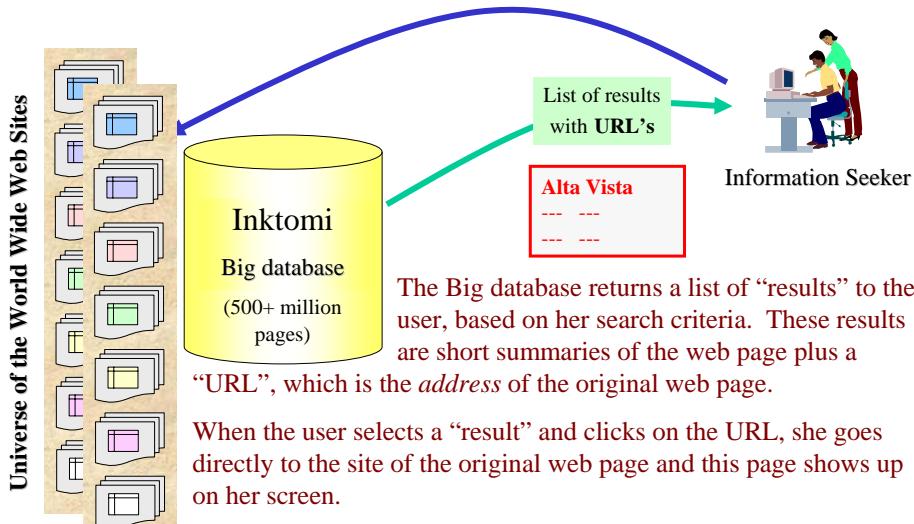
How Searches Work

A Typical Commercial Web Search Sequence



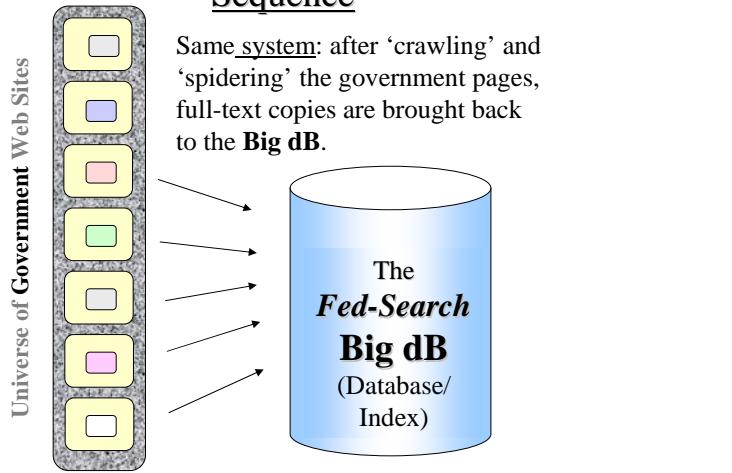
How Searches Work

A Typical Commercial Web Search Sequence



How Searches Work

A Typical **FirstGov** Web Search Sequence



How Searches Work

A Typical **FirstGov** Web Search Sequence

