

gpo.gov Redesign

Alpha Release

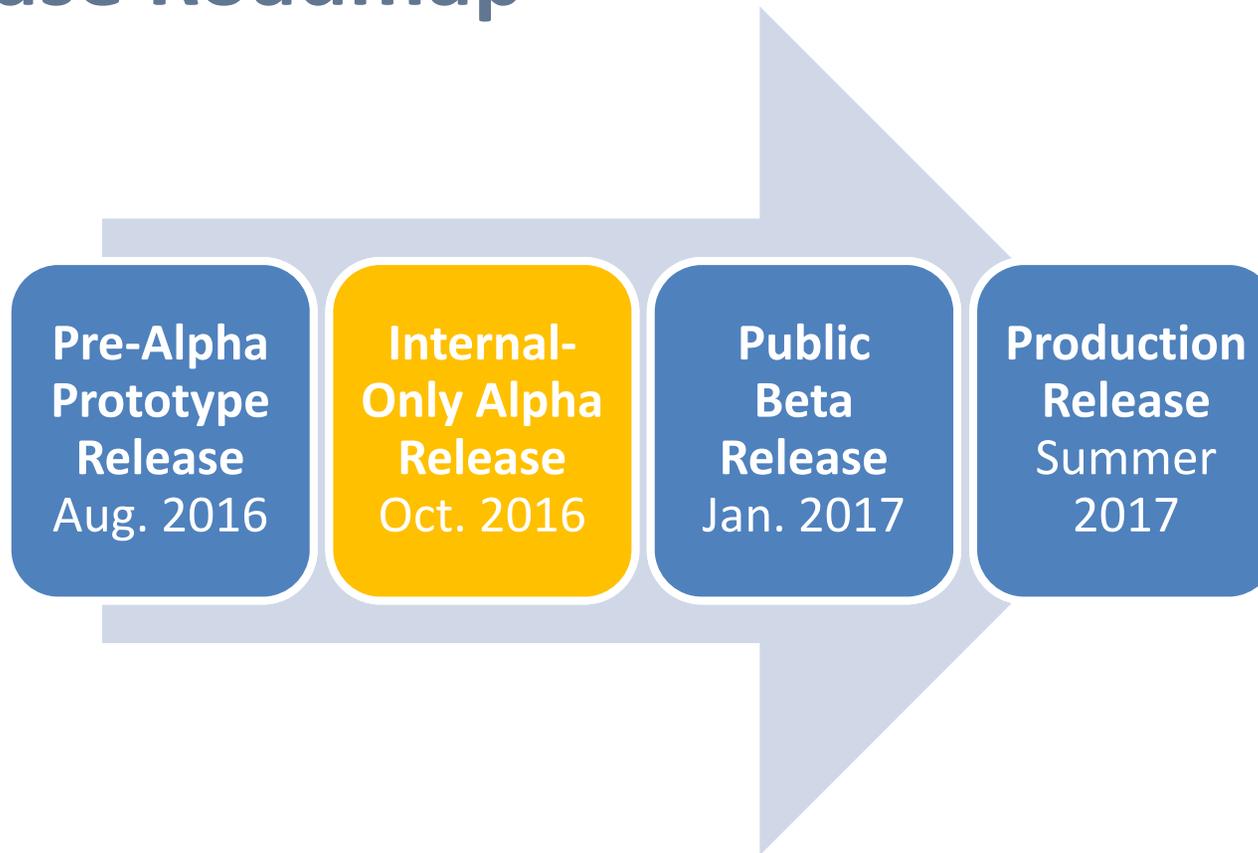
Product Vision

- For customers of the GPO who rely on the ability to quickly access current information about products and services, gpo.gov 2.0 is a redesigned website that communicates GPO's **new brand identity** and offerings, through the use of a **user-centric** design and navigation that is **responsive**, **accessible**, and **search engine optimized** to increase **user engagement** and support GPO strategic goals of **satisfying our stakeholders** and **offering products and services**.

Product Goals

- Increase stakeholder confidence and brand awareness
- Increase awareness of products and service offerings
- Improve the User Experience (UX)

Release Roadmap



<http://www.alpha.gpo.gov/>

Next Steps

- Add more content
- Add more functionality
 - Tagging and SEO
 - Calendar of events and event registration
 - Web analytics
- Usability testing
- Launch public beta in late January

**Please help us by completing
our feedback survey!**

<https://www.surveymonkey.com/r/gpogovwebinar>

**Joann Sharp
GPO.gov 2.0 Product Owner
jsharp@gpo.gov
202-512-2337**