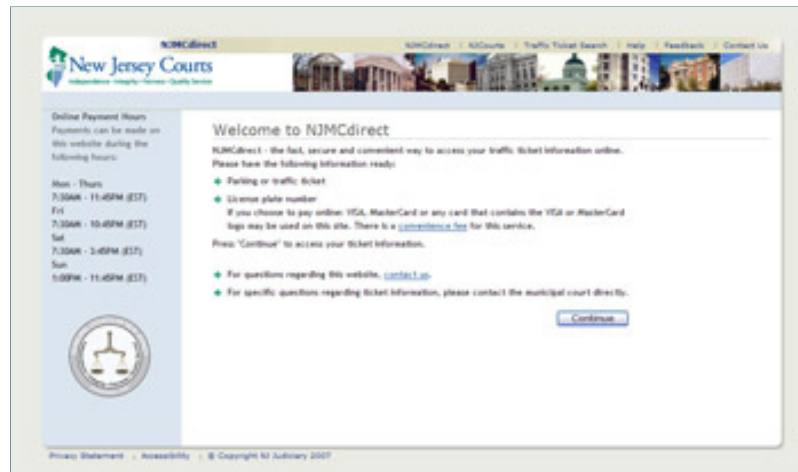


IBM CUSTOMER FACING SOLUTIONS

New Jersey Courts

When your e-Gov users find your portal usability objectionable ...You need to innovate



NJMCDirect.com

Challenge

New Jersey Courts needed to establish a new brand to guide their entire set of e-government channels. Their existing print and web designs—including information architecture—were inflexible and outdated. Services were hard to identify and difficult to use by citizens and employees alike.

Solution

- User Centered Design
- Usability Assessment
- Information Architecture Design
- Appropriate, updated GUI Standards for all state judiciary projects
- Cross web/print/fax/email communication and branding standards

Results

IBM delivered a complete set of user interface standards that established a modern framework for delivery of e-government services, consistent with the Courts' enterprise system modernization strategy. The standards encompassed both print and electronic media, bringing together a consistent user experience for the state's constituency across all judiciary channels.