

# *RI.gov*

## *2009 Year in Review*

Thomas Viall  
RI Webmakers Group  
May 13th, 2010



# *2009 Highlights*

- Awards:
  - **Best Fit Integrator** for DEM Agriculture Renewal
  - **Best of the Web** finalist
  - **Interactive Media Award** for Outstanding Achievement in Design
  - **Davey Award** - Silver win for Government
- All constitutional officers in common look and feel
- **502,306** transactions and **\$12,443,916** in statutory funds collected
- Passed the **\$3,000,000,000** in tax funds processed!
- Elizabeth Pemmerl promoted to federal DOT project in Washington
- Welcome Nicole Courtemanche

# ***New Services***

- **Sailpoint** (CRB, DLT, East Providence, Bristol, DEM)
- **DMV Title Inquiry**
- **Open Government Checkbook** (18 Agencies)
- **DBR Insurance Placards**
- **DBR Upholstery License Renewal**
- **DEM Caps Project** (Beetle Notification)
- **DOA Wellness Program**
- **DEM Underground Storage Tank Registration**
- **DBR Architect License Renewals**

# ***Updated Services***

- **Corrections Employment 2009**
- **DLT License** full recode
- **DBR Lender Filing** full recode

# *Web sites*

- Office of Recovery & Reinvestment
- State Police 5K
- Executive Office of Health & Human Services
- Town of Bristol V2
- Office of Energy Resources
- Emergency Management V2
- RI.gov Version Seagull
- Public Safety Grant
- Treasury v3
- Secretary of State (After 2 years!)

# *Looking Ahead*

- **DMV OTC**
- Relaunch of all **DMV services**
- **RIDE Certification Payments**
- **Business Tax** UI upgrade
- Webmakers **Toolbox**
- Additional **SailPoint** roll out
- More **DBP License Renewals**
- **Business Fast Start**
- **Subscriber UCC**
- **Saltwater Fishing**



# *The Importance of a DRP*

March 30th, 2010



# The Aftermath

RI.gov | U.S. Government Assistance | Privacy Policy | Search RI.gov

## State of Rhode Island RI Flood Recovery

Press Release | Essential Links & Numbers | Search RI.gov

### Disaster Recovery Centers

**Disaster Recovery Center (DRC) Locations**

Two Disaster Recovery Centers (DRCs) in Bristol and Westerly will be making a 4 day run on May 1, 2010. These DRCs will remain open in Cranston, South Kingstown, and West Warwick. Hours at these DRCs will be Sunday, noon to 8 pm; Monday through Saturday, 9 am to 6 pm.



FEMA registration deadline: Public Assistance May 8, 2010; Individual Assistance May 18, 2010

**For Individuals** | **For Businesses** | **For Municipalities**

**Help for Individuals and Households** - Have your home been flooded? Rhode Island Community Action Agencies are available to help. [Click Here...](#)

- Federal Disaster Assistance
- FEMA for Rhode Island
- Apply for FEMA Assistance
- FEMA Home Inspection Process
- Labor & Training Unemployment Assistance
- Labor & Training Announcing Additional Disaster Unemployment Assistance Sessions
- American Red Cross

- Flood Section: Flood mortgage insurance for disaster victims
- Flood Section: FEMA rehabilitation mortgage insurance
- Rhode Island Community Fund Bank
- Flood Assistance & Human Services
- RI Sea Restoration - free consultations
- Rhode Island Special Needs Emergency Registry

### Message from Governor Donald L. Carcieri

My Fellow Rhode Islanders,

Our state has experienced a flood of historic proportions, and we are working hard to provide assistance to all Rhode Islanders who are coping with the heartbreaking aftermath. If you have suffered damages and losses from the storms and floods, please know that you do not have to face this alone. Help is available from federal, state, and local government agencies, as well as private



### Unemployment Assistance

**Labor & Training Announces Additional Disaster Unemployment Assistance Sessions**

- Providence - nprhOffice  
One Renaissance Ave Providence, RI  
April 27-28 and May 4-5, 9 to 7 pm
- West Warwick - nprhOffice  
1100 Main St. West Warwick, RI  
April 27-28 and May 4-5, 9 to 7 pm
- Westerly - South County Community Action  
34 Pond St. Westerly, RI  
April 26-28, 9 am to 6 pm and May 3-5, 9 am to 6 pm

[Work...](#)

### Essential Links & Numbers

- Register for Flood Disaster Assistance: 1-800-421-FEMA (3663) (TTY) 1-800-462-7862 [www.fema.gov](http://www.fema.gov)
- How to Assessing health, safety and human service needs. Oct 2-11 [www.211.org](http://www.211.org)
- Local Disaster Response: [Local EMU Phone Numbers](#)

### FEMA Press Releases

- Disaster to Federal Disaster Assistance
- Disaster When FEMA Contracts for Disaster Relief

### Press Releases

as required by the 2010 DRA, the following are the links to the FEMA Press Release for Flood

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### Congressional Contacts

- Senator Jack Reed [Contact Info](#)



# 2009 Goals (*how we did*)

- Ensure funding for the portal
- Assist RI during fiscal crisis
  - **Better efficiency**  
Open government checkbook, EORR, DBP licenses
  - **Seek new or improved funding sources**  
Over the counter credit card
  - **Leverage existing systems for rapid deployment**  
Rails now fully implemented in portal
- Manage DMV technology change
- Win Best of the Web



# ***2010 Goals***

- Continue to **build funding for the portal**
- Better **customer service tracking** and value documents
- See **DMV technology change** through
- **Win Best of the Web**
- Exercise **contract extension**
- Work to ensure smooth transfer to **new administration in 2011**

*Questions?*

# Webmaker's

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# May 2010

Dan Chapman  
Creative Director, RI.gov

Karen Mellor,  
Library Program Manager, OLIS

**1** Accessibility

**2** Content Strategy

**3** Mobile Web



# Accessibility

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# More Work?

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**Yes,** but it is  
**worth it.**

# State

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# perspective



It is the policy of the State of to ensure that people with hearing, visual and other disabilities have **equal access to public information that is available on the Internet** and the World Wide Web. It is the direct responsibility of the agency and its web page developers to become familiar with the guidelines for achieving universal accessibility and to apply these principles in designing and creating any official State of Rhode Island website.

<http://www.ri.gov/policies/access.php>

# Policies on **RI.gov**

- [www.ri.gov/policies/access.php](http://www.ri.gov/policies/access.php)
- [www.ri.gov/policies/access\\_checklist.php](http://www.ri.gov/policies/access_checklist.php)

The screenshot displays the RI.gov website interface. At the top, the RI.gov logo is on the left, and a search bar with the text "Search Rhode Island Government" and a "Search" button is on the right. Below the search bar, a navigation bar contains links for "Recursos en Español", "Phone Book", "AskRI online", "Traffic Updates", "24/7 Phone Help", "A-Z Guide", and "Help". To the right of these links are icons for "Share", "A-A+", and "Print".

The main content area is titled "Policies" and includes a breadcrumb trail: "Home > Policies > Accessibility Policy". A left sidebar lists various site sections: "Home", "Services & Forms", "Agencies & Officials", "For Business", "Resident Resources", "Visitors & Culture", "Information & Data", and "Cities & Towns".

The "Policies" section contains a list of links: "Copyright", "Disclaimer", "Privacy Policy", "Cookies Policy", "Links Policy", "Security Policy", and "Accessibility Policy". The "Accessibility Policy" link is highlighted.

The "Web Standards for Universal Accessibility" section contains the following text:

**Web Standards for Universal Accessibility**

It is the policy of the State of to ensure that people with hearing, visual and other disabilities have equal access to public information that is available on the Internet and the World Wide Web. It is the direct responsibility of the agency and its web page developers to become familiar with the guidelines for achieving universal accessibility and to apply these principles in designing and creating any official State of Rhode Island Portal.

It has been estimated that 54 million people or 20.6% of all Americans have some level of disability. This is a large segment of society waiting for opportunities to interact with all levels of government.

Estimates indicate that 95-99 percent of all Web sites are inaccessible at some level. These statistics are staggering considering the number of sites that come online daily. As of January 2000, there were an estimated 10 million Web sites online, by the end of the year - 25 million and by the year 2002, one hundred million. To date there have been no formal complaints filed against a governmental agency under the ADA of 1990. The use of the guidelines below will ensure that Web sites created by the State of Rhode Island are developed to

## Upcoming **Legislation**

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### **H-7786** (amends RIGL 37-25-1)

Adopt the Section 508 of the Rehabilitation Act of 1973, as amended and **require all RI departments & agencies to provide access to electronic & info.** technology to all individuals, unless it would impose an undue hardship on the dept. or agency

<http://dirac.rilin.state.ri.us/BillStatus/WebClass1.ASP?WCI=BillStatus&WCE=ifrmBillStatus&WCU>

## Four **Principles**

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**Perceivable, operable, understandable, and robust.**



## Guidelines & Standards

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- Federal **Section 508** (consistent with WCAG 1.0)
- W3C **Web Content Accessibility Guidelines 2.0** (WCAG)

- (a) A **text equivalent for every non-text element** shall be provided (e.g., via "alt", "longdesc", or in element content).
- (b) **Equivalent alternatives for any multimedia presentation** shall be synchronized with the presentation.
- (c) Web pages shall be designed so that **all information conveyed with color is also available without color**, for example from context or markup.
- (d) Documents shall be organized so they are **readable without requiring an associated style sheet**.
- (e) Redundant text links shall be provided for each active region of a **server-side image map**.
- (f) **Client-side image maps** shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape. provided by the script shall be identified with functional text that can be read by assistive technology.

- (g) **Row and column headers** shall be identified for data tables.
- (h) Markup shall be used to associate data cells and header cells for **data tables that have two or more logical levels of row or column headers**.
- (i) Frames shall be titled with text that facilitates **frame identification and navigation**.
- (j) Pages shall be designed to **avoid causing the screen to flicker** with a frequency greater than 2 Hz and lower than 55 Hz.
- (k) A **text-only** page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.

- (l) When **pages utilize scripting languages to display content**, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.
- (m) When a web page requires that **an applet, plug-in** or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l).
- (n) When electronic forms are designed to be completed on-line, the **form shall allow people using assistive technology to access the information**, field elements, and functionality required for completion and submission of the form, including all directions and cues.
- (o) A method shall be provided that permits users to **skip repetitive navigation links**.
- (p) When a **timed response** is required, the user shall be alerted and given sufficient time to indicate more time is required.



## WCAG 2.0

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- Attempts to adapt to the rapidly changing nature of the Web  
**AJAX, Canvas, Flash, PDF, streaming**
- More **technology independent**: Plugins...might be OK.
- More **specificity with video, audio**
- **Better organization of priority levels**  
Different levels of compliance are spelled out for each guideline (A-AAA)

## Simple **Questions to Ask**

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**Can your content be accessed without:**

- Javascript?
- CSS?
- Images?
- Flash / Plugins?

## Simple **things to do**

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- **Alt tags** on all your images
- If you use **video / audio**, link to a text transcript, add captions to video if possible
- **Do not rely on images** or other technology to convey information without alternate means

Simple **questions to ask**

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**If so, you're in pretty good shape.**

Other things to think about:

**Skip links, table** markup

**Help** is out there

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## **Web Developer Toolbar (Firefox)**

<https://addons.mozilla.org/en-US/firefox/addon/60/>

## **Safari Developer Tools**

<http://www.apple.com/safari/>

## **Wave**

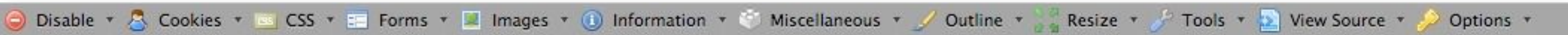
<http://wave.webaim.org/>

## **Cynthia Says**

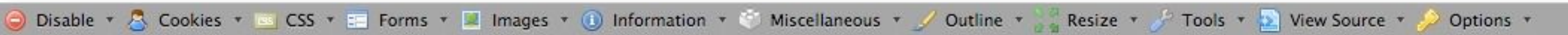
<http://www.contentquality.com/>

# Web Developer Toolbar

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# Web Developer Toolbar



[Skip to content](#) [Skip to navigation](#) [Skip to other related content](#)  
[Normal](#) [Widescreen](#) [Dark Only](#) [Night](#) [High Contrast](#)

## RI.gov: Rhode Island Government Online

Search Rhode Island

Start

A-Z

[Home](#) [About Us](#) [Contact Us](#) [Privacy Policy](#) [Terms of Service](#) [Feedback](#) [Help](#)

- Home
- Services & Forms
- Agencies & Officials
- For Business
- Resident Resources
- Visitors & Culture
- Information & Data
- Cities & Towns

### • Top Picks

- [What's the Tax Refund?](#)
- [Contact the DMV](#)
- [Find a Business Form](#)
- [Find a State Job](#)
- [Search Criminal Information](#)
- [State Courts Resources](#)

[Government](#) [Legislation](#) [Judiciary](#) [Offices](#) [Government](#)

"Welcome to the official Web site for the State of Rhode Island. Whether you're a Rhode Islander or a visitor, you'll find this site is a one-stop resource for everything that is happening in our state."

Governor Donald L. Carcieri  
Department of Administration

Legislation

- [Rhode Island General Assembly](#)
- [Rhode Island Senate](#)
- [Rhode Island House](#)
- [Legislation](#)
- [News](#)

Judiciary

- [Rhode Island Judiciary](#)
- [Search Criminal Records](#)
- [District Court](#)
- [Family Court](#)



## Other **Resources**

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- <http://www.webaim.org/standards/wcag/checklist>
- <http://www.uservision.co.uk/resources/articles/2007/wcag-20-preview-so-whats-new/>
- <http://www.w3.org/WAI/WCAG20/quickref/>
- <http://www.w3.org/WAI/>
- <http://www.section508.gov/index.cfm?FuseAction=Content&ID=11>

# Content

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# Strategy

**What is**

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**Content  
Strategy?**

“Content strategy plans for the creation, delivery, and governance of content.

Better content.

Content people care about.

Content that supports your business objectives and meets your users' goals.”

# A little secret:

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# You are an editor

No, really.

---

**You are an  
editor**

# Toolset

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Video

Email Marketing

Feedback Tools

Wikis

Audio

Collaboration

Streaming

Social Networking

Content Delivery

User Testing

Surveys

Blogs



# You Curate

---

# your message.

# Learning

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**When to say  
no.**

# Learning

---

**When to say  
yes.**

# How to **start**

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## Step 1.

**Audit your content** with a link spreadsheet.

Site Audit		
Page Title	Link Address	Quality
Home	<a href="http://www.ri.gov/">http://www.ri.gov/</a>	1
About Us	<a href="http://www.ri.gov/about/">http://www.ri.gov/about/</a>	1
Staff	<a href="http://www.ri.gov/about/staff.php">http://www.ri.gov/about/staff.php</a>	2
Kids	<a href="http://www.ri.gov/kids/">http://www.ri.gov/kids/</a>	3

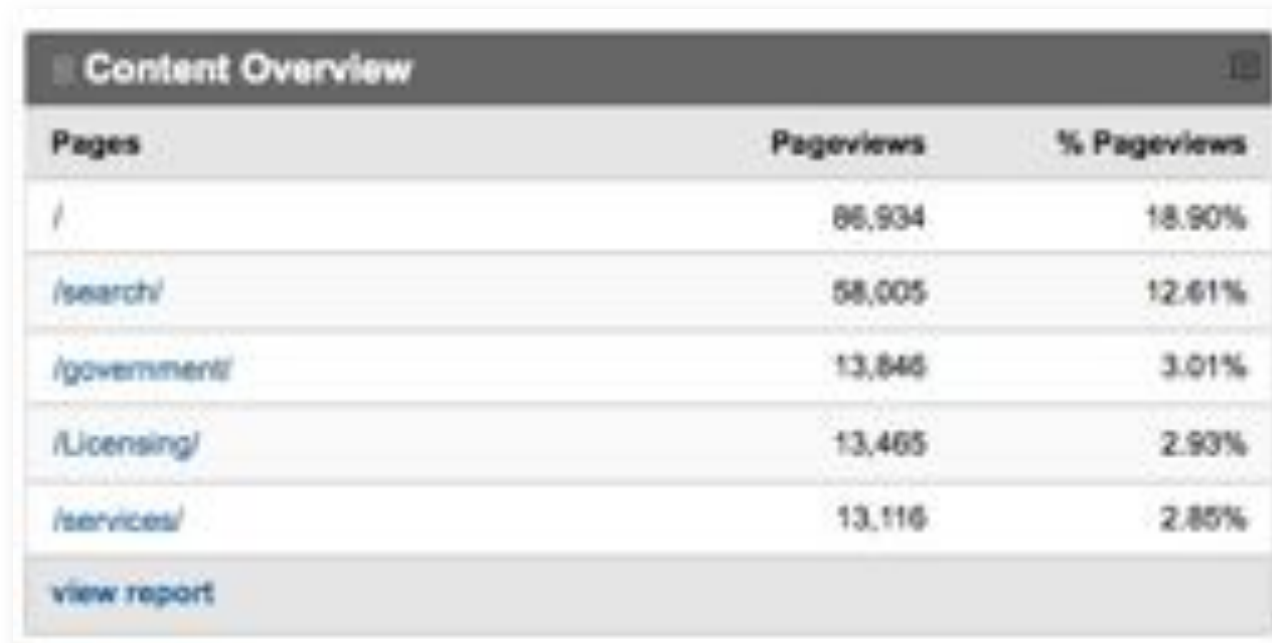
# How to **start**

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## Step 2.

**Look at your stats.**

If you're not using *Google Analytics*, start.

A screenshot of a Google Analytics 'Content Overview' report. The table lists the top pages by pageviews. The first row is the homepage '/' with 86,934 pageviews (18.90%). The second row is '/search/' with 58,005 pageviews (12.61%). The third row is '/government/' with 13,846 pageviews (3.01%). The fourth row is '/licensing/' with 13,465 pageviews (2.93%). The fifth row is '/services/' with 13,116 pageviews (2.85%). At the bottom of the table is a 'view report' link.

Pages	Pageviews	% Pageviews
/	86,934	18.90%
/search/	58,005	12.61%
/government/	13,846	3.01%
/licensing/	13,465	2.93%
/services/	13,116	2.85%
view report		

## How to **start**

---

### **Step 3.**

**Do some user testing.**

Grab some friends, family, ex-boyfriends...

Use a feedback tool like *UserVoice*, *Silverback*

Ask questions, watch what people do.







Search Rhode Island Government

Search

Text Only Wireless High Contrast

Features  
en EspañolPhone  
BookAdult  
onlineTraffic  
UpdatesPhone  
HelpA-Z  
Guide

Help

Share

A A+

Print

Home

- Services & Forms
- Agencies & Officials
- For Business
- Resident Resources
- Visitors & Culture
- Information & Data
- Cities & Towns

## Top Picks

- Where's my Tax Refund?
- Contact the DMV
- Find a Business Form
- Find a State Job
- Search Criminal Information
- State Courts Resources

Open Government Transparency

## Online Services

1 2 3

Vehicle Reg. Renewal  
UCC Filings  
Fishing Licenses

Subscriber Services  
Professional Licensing  
More...

## Community Groups &amp; Initiatives

For Teens

For People in Need

For Kids

For Seniors

For Disabled Users

Moving to R.I.

Starting a Business

## News &amp; Press

04/23/2011

Governor Legislature Judiciary Officers

Welcome to the official Web site for the State of Rhode Island. Whether you're a Rhode Islander or a visitor, you'll find this site is a one-stop resource for everything that is happening in our state.

- Governor Donald L. Carcieri
- Department of Administration



## Flood Recovery

1 2 3

Get help today.

in Flood Recovery Web site

## Photograph RI



More...

## RI.gov Green

- Green
- Wine
- Green
- More...

## Calendars

Fri, 4/23/2011 9:02 AM

## Media

Blog



# Putting this

---

# into practice.

# Homepage

---

# disease

Over time  
everything can **become important.**

When everything is important,  
**nothing is important.**

# Hierarchy

Focus on what is important.

Related point:

**There is no fold.** (Everybody scrolls)

[http://www.clockwork.net/blog/2010/01/08/372/how to discuss the fold with a client](http://www.clockwork.net/blog/2010/01/08/372/how_to_discuss_the_fold_with_a_client)

<http://www.thereisnopagefold.com/>

<http://www.iampaddy.com/lifebelow600/>

Respect  
**your audience.**





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▶ Frequently Asked  
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▶ Contact Us

## Welcome

Welcome to the very special agency. Let's get started.

For **Individuals**

For **Businesses**

**Other** Resources

### Resources for Individuals

- [Thing 1](#)
- [and Thing 2](#)
- [Fish in a Pot](#)
- [and the Cat in the Hat](#)

## Resources

- [Resource item 1](#) »
- [Resource item 2](#) »
- [Resource item 3](#) »
- [Resource item 4](#) »
- [Resource item 5](#) »
- [Resource item 6](#) »

## Press Releases

*04/09/2010 17:15 EDT*  
[SNAP Recipients Can  
Get Help to Replace  
Food Ruined by Flood](#)

*04/09/2010 09:15 EDT*  
[Federal "Major Disaster  
Declaration" Amended  
to Include "Public  
Assistance"](#)

*04/08/2010 15:15 EDT*  
[Consumers Urged to  
Use Contractors  
Licensed in Rhode  
Island for Flood  
Recovery Work](#)

*04/08/2010 10:30 EDT*  
[Rhode Island Donation  
Exchange Program  
Requests Household  
Needs for Flood Victims](#)

*04/06/2010 17:15 EDT*  
[Donations & Volunteers  
Sought for Flood  
Recovery Effort](#)

*04/05/2010 14:30 EDT*  
[Disaster Unemployment  
Assistance](#)





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THIS IS ALSO REALLY IMPORTANT

UPDATED BULLETIN: This news just happened.

UPDATED BULLETIN: This news happened a few months ago.

Marketing insisted that this link go here.

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For Individuals

For Businesses

Other Resources

Resources for Individuals

Thing 1



- ▶ Home
- ▶ REALLY IMPORTANT FORM
- ▶ Esoteric information nobody can find (REALLY IMPORTANT)
- ▶ Outdated Newsletter
- ▶ Offsite-Sponsorshop LINK
- ▶ About Us
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- 04/09/2010 09:15 EDT*  
[Federal "Major Disaster Declaration" Amended to Include "Public Assistance"](#)
- 04/08/2010 15:15 EDT*  
[Consumers Urged to Use Contractors Licensed in Rhode Island for Flood Recovery Work](#)
- 04/08/2010 10:30 EDT*  
[Rhode Island Donation Exchange Program Requests Household Needs for Flood Victims](#)
- 04/06/2010 17:15 EDT*  
[Donations & Volunteers Sought for Flood Recovery Effort](#)
- 04/05/2010 14:30 EDT*  
[Disaster Unemployment Assistance](#)



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Questions

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## Welcome

Welcome to the very special agency. Let's get started.

For **Individuals**

For **Businesses**

**Other** Resources

### Resources for Individuals

- [Thing 1](#)
- [and Thing 2](#)
- [Fish in a Pot](#)
- [and the Cat in the Hat](#)

## Resources

- [Resource item 1](#) »
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## Press Releases

*04/09/2010 17:15 EDT*  
[SNAP Recipients Can  
Get Help to Replace  
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*04/09/2010 09:15 EDT*  
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Assistance](#)







## Rhode Island Department of Health

David R. Cutler, MD MPH, Director  
Donald L. Carden, Governor



HEALTH TOPICS

NEWS

DATA

PROGRAMS

PUBLICATIONS

Search

## Health Topics A - Z

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

## Find It Fast

About us

Advisories and Updates for Health Care Providers

Communicable Disease Information

Beach Closings / Openings

Job Postings

Lead Poisoning Prevention

Licensee Verification

Licensing Boards and Professions

Programs and Services

Regulations

Requests For Proposals

En Español



Contact Us!



Phone Index



updated May 12, 2010

## Our Mission

is to prevent disease and to protect and promote the health and safety of the people of Rhode Island.

H1N1 updates &gt;&gt;&gt;



## Flood Information

Website: [RI Flood Recovery website](#)About: [Emergency Response](#) | [Drinking Water](#) | [Cleaning Up](#) | [Mold](#)For: [First Responders](#) | [Food Establishments](#) | [Healthcare Facilities](#) | [People with Special Healthcare Needs](#) | [Healthcare Providers](#) | [Homeowners and Renters](#)

## Flu Information

About: [Flu Vaccination](#) | [Find a Flu Shot](#) | [News](#) | [Blog](#) | [About Flu](#) | [Provider Information](#)For: [H1N1 Vaccine Providers](#)

## I Want To...

- Get a copy of a birth, death or marriage certificate
- File a complaint against a health professional
- Quit smoking
- Know about Hospital Mergers

## Online Services

- View Food Safety Inspection Reports
- Renew your Health Professional License
- Verify the license of a health professional
- Order educational materials online

## In the News

05/06/2010 15:30 EDT  
Department of Health Presents Community Partnership Award to Dr. Joseph DiMase

05/03/2010 16:00 EDT  
Questions and Answers about Pediatric Medicine Recall

05/03/2010 13:30 EDT  
Rhode Island is First New England State to Earn EPA Approval For Lead-Safe Program

05/01/2010 11:00 EDT  
FDA Press Release: McNeil Consumer Healthcare Announces Voluntary Recall of Certain Over-the-Counter Infants' and Children's Products

04/14/2010 14:00 EDT  
Governor, Department of Health Celebrate Rhode Island's Top-Ranking H1N1 Vaccination Effort

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State of Rhode Island

## Department of Health

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Licenses +

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## Health Care Quality

We're making a difference. Here's how +

Health Care Quality

Childhood Obesity

Health Equity

Health Information Technology

## I Want To...

- [Get a copy of a birth, death or marriage certificate](#)
- [File a complaint against a health professional](#)
- [View job postings and requests for proposals](#)
- [View food safety inspection reports](#)
- [Renew your health professional license](#)
- [Verify the license of a health professional](#)
- [Order educational materials](#)

## News

Add

05/28/2010 10:00 EDT

[Department of Health Presents Community Partnership Award to Dr. Joseph DiMare](#)

05/28/2010 10:00 EDT

[Questions and Answers about Pediatric Medicine Recall](#)

05/28/2010 10:00 EDT

[Rhode Island is First New England State to Earn EPA Approval For Lead Safe Program](#)

05/28/2010 11:00 EDT

[FDA Press Release: McNeil Consumer Healthcare Announces Voluntary Recall of Certain Over-the-Counter Infant and Children's Products](#)[More...](#)

## About Us

**Our Mission:** To protect and promote the public's health. [More...](#)

[Alerts, Advisories & Updates for Healthcare Providers](#)[Disciplinary Actions](#)[Laws & Regulations](#)

## Summer Health Tips

[See latest beach closures +](#)[Lyme Disease +](#)

Read  
**this book:**



# Mobile

---

# Web

“Ask yourself, what is relevant to my users and the tasks, problems, and needs they might encounter while being mobile.”

Cameron Moll,  
*Mobile Web Design*

## Mobile Web

---

- Mobile users are most likely interested in a **subset of the content**.
- Mobile users **shouldn't have to download** content that they don't use.
- The mobile web is a **moving target**.

# Problems

---

# Too many

---

# phones

# Bright

---

# spots



## Bright **spots**

---

- **Webkit**

Mobile Safari (iPhone), Android OS, Blackberry Mobile

- **Opera Mini**

Mobile Safari (iPhone), Android OS, Blackberry Mobile

- **Problems**

virtually everything else.



# Potential

---

# solutions

## Potential solutions

---

- **Reduce images & styling**
- **Use handheld stylesheets**
- **Create mobile optimized content**

# Reduce styling



[Visit mobile.maine.gov](#)

- [Skip First Level Navigation](#)
- [Skip All Navigation](#)

## Maine.gov: Official Website of the State of Maine

[View Full Site](#)

[Citizen ALERT System](#) No alert is in effect

- [State Agencies](#)
- [News](#)
- [Online Services](#)
- [Ask a Librarian](#)
- [Site Map](#)
- [Help](#)
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- [Education](#)
- [Facts & History](#)

[Weather: AUGUSTA](#)  
39.0 F (3.9 C)Overcast

### State Highlights

- [2009 Election Information](#)
- [American Recovery and Reinvestment Act of 2009](#)
- [H1N1 Influenza](#)
- [Tax Refundable Reduction Initiative - TRRI](#)
- [Maine HealthCares](#)
- [Energy Information & Assistance](#)
- [Maine Kids' Page](#)
- [111: Traffic & Road Conditions](#)
- [111: Health & Human Services Information](#)

## Use **handheld style sheets**

---

```
<link rel="stylesheet" type="text/css"  
href="/styles/handheld.css" media="handheld">
```

# Use handheld style sheets

---



## Create **mobile-optimized versions**

---

```
<link media="only screen and (max-device-width: 480px)"  
href="/styles/iPhone.css" type="text/css" rel="stylesheet" />
```

# Create mobile-optimized versions



Rhode Island Government  
for iPhone

Home

Services & Forms

Agencies & Officials

For Business

Resident Resources

Visitors & Culture

Information & Data

Cities & Towns

Page 1 of 3 (55 links)

Annual Report Online Filing

File annual reports online with the office of the Rhode Island Secretary of State.

View all tagged with: business business service online service secretary of state services

B.A.R. Form - Online Registration for New Businesses

Online service allowing new businesses to register for a Retail Sales Permits Income tax withholding accounts (including withholding for pensions or trusts) and Rhode Island Unemployment insurance accounts (including Rhode Island temporary disability insu

View all tagged with: business business service online service services starting



## **Problems** with these solutions

---

- **Reduce images & Styling**

Problem: Requires a separate site / subdomain.

- **Mobile Style Sheet**

Many browsers either ignore them or have very poor support

- **Device-specific CSS**

Small market share, multiple devices and CSS to support

# Resources

---

- **W3C Mobile Best Practices:** <http://www.w3.org/TR/mobile-bp/>
- **Mobile Web Design, Cameron Moll:** <http://mobilewebbook.com/>
- **MobiForge Templates:** <http://mobiforge.com/starting/story/xhtml-mobile-website-templates>
- **jQTouch:** <http://www.jqtouch.com/>
- **Mobile Emulators:** <http://mobiforge.com/emulators/page/mobile-emulators>
- **Opera Mini 5:** <http://www.opera.com/mini/next/>
- **<http://ready.mobi> :** Compliance checker

# Questions & ideas?

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# Thank

---

# you.

@dannychapman  
[dchapman@nicusa.com](mailto:dchapman@nicusa.com)  
(401) 831-8099 x240