

DX Platform Basics Training

AUTHOR/PRESENTER: Dawn Connet

DATE: March 21, 2023



Agenda

- Accessibility and Project Goals
- Structured Content
- Taxonomy
- Summary Field and SEO
- Microcontent (Promo and Statistic)
- Images
- Support
- Questions and Survey

Lullabot - Creating Content



Accessibility and Project Goals

New Websites will have a Monsido score for:

- Accessibility - 83%
- Quality - 93%
- Readability - 8th grade or below for the top 10 agency web pages



Design System

Lullabot has built the Iowa DX Platform based on our goals.

The design system in D9 (soon to be D10) is built with guardrails to help deliver a high quality usable experience for our constituents.

Guardrails include:

- enforcing required fields and structure for accessibility.
- limiting field length for usability and readability.



Five Accessibility Checks for Migration

Page title is appropriate length - Target less than 75 characters

Monsido Accessibility Error - Title is short

[Title Video](#)

Title describes the document - title of the document and link must be unique and descriptive of the document.

Link text is meaningful when read out of context - text is specific to the page or document.

[Link Text Video](#)



Five Accessibility Checks Continued

Tables - Identify pages with tables to determine if content needs to be rewritten or a table summary

Monsido Accessibility Error - All complex data tables have a summary

Decorative Images have correct alt text

Monsido Accessibility Error - Alt text for all img elements is the empty string ("") if the image is decorative.



Structured Content

- Content is data.
- DX platform shifts the content creator experience from basic pages to creating small content pieces which can be reused on many pages.
- Reusing content means there there is only one place to update information - a single source of truth.



Structured Content - Sortable and Filtered

Year: 2020 Keyword: Tax Type: Individual Income Tax Search Reset

| Year | Form |
|------|---|
| 2020 | Alternate Tax Calculation Worksheet 41-145 |
| 2020 | Expanded Instructions |
| 2020 | IA 100A - IA 100F Capital Gain Deduction Information and Links to Forms & Instructions 41-161 |
| 2020 | IA 100A 41-155 |
| 2020 | IA 100B 41-156 |
| 2020 | IA 100C 41-157 |
| 2020 | IA 100D 41-158 |
| 2020 | IA 100E 41-159 |
| 2020 | IA 100F 41-160 |
| 2020 | IA 101 Nonconformity Adjustments 42-029 |
| 2020 | IA 1040 Return 41-001 |
| 2020 | IA 1040 Schedule A 41-004 |
| 2020 | IA 1040 Schedule B 41-029 |
| 2020 | IA 1040 Tax Tables 41-026 |
| 2020 | IA 1040C Composite Return 41-006 |

1 2 3 4 Next Page ›



Taxonomy

Taxonomy is a system of categorization. The “Topic” data element is where you will use taxonomy in the platform.

Limited agency staff will have the permission to create agency taxonomy (topics).

Whenever possible, assign your content to a topic. Select up to two topics.



Taxonomy Continued

System Taxonomy

News Type - Press Release or Standard.

Document Type - Document, Form, Publication

Alert Type - Notice or Warning

Submit Service Desk request with suggestions for system taxonomy



Taxonomy Homework

Create a list of categories (topics) for your website.

Enter your taxonomy before you start to enter content.

Enter taxonomy under Structure > Taxonomy

Select list terms

Add term



Writing and Editing Homework

Review the State Style Guide

[Guide Link](#)

Review plain language training and other resources in the ServiceNow Knowledge Area.

[Plain Language Link](#)



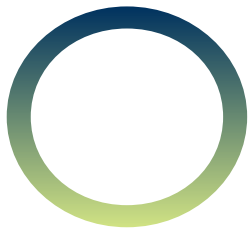
Summary Field

Summary Field is a teaser - 160 characters maximum

This is the meta description used for search engine optimization.

- Appears on Google Search
- Displays in lists

What's Different? Most old websites automatically copied the first few sentences into the meta description. You will want to create a new, relevant, description/teaser.



Search Engine Optimization

Search results for "iowa food stamps".

Search bar: iowa food stamps

Filters: All, News, Images, Maps, Shopping, More, Tools

About 12,000,000 results (0.91 seconds)

Supplemental Nutrition Assistance Program

Iowa

Overview | How to apply | Eligibility | Log in

<https://dhs.iowa.gov/food-assistance>

Food Assistance - Iowa Department of Human Services

No information is available for this page.
Learn why

People also ask

- What is the income limit for food Stamps in Iowa?
- How do I apply for EBT in Iowa?
- What is Iowa SNAP?
- Can I use my EBT card in Iowa?

Feedback

[https://www.benefits.gov/.../Food and Nutrition](https://www.benefits.gov/.../Food-and-Nutrition)

Iowa Supplemental Nutrition Assistance Program (SNAP)

To apply online, please visit the Online Application for State of Iowa Services. For additional application information, visit the How to Apply page. [Iowa SNAP](#) ...

https://www.benefitsapplication.com/program_info/IA

Iowa Food Stamps Application

Qualified residents of Iowa can apply for SNAP through the internet. The online application hardly takes 30 minutes. Residents can also apply for **Food Stamps** by ...

Local and national resources

- [Iowa · dhsservices.iowa.gov](#)
- [Log in - SNAP Iowa](#)
- [Iowa · dhs.iowa.gov](#)
- [Eligibility for SNAP in Iowa](#)
- [Apply for SNAP in Iowa](#)
- [Download SNAP application](#)

Support phone numbers

From [Iowa Department of Human Services](#)

General help: (877) 347-5678

EBT

Log in, check your balance & get help

About

In the United States, the Supplemental Nutrition Assistance Program, formerly known as the Food Stamp Program, is a federal program that provides food-purchasing assistance for low- and no-income



Micro Content



Accordion

This is a micro-content type, to be used as part of other content pages.



Automatic List



FAQ List



Link

A link within a Visual Link Collection.



Link Collection (List)

A list of links with optional descriptions. Contains a header and optional description to contextualize them. Less graphic than Visual Link Collection.



Promo

Combination of a headline, description, image, and link which can be displayed in different formats.



Statistics



Step

Describes each actions the user needs to take to complete a "How Do I?" guide.



Visual Link Collection

A list of links with images per link, arranged in a visual grid. Contains a header with the option to hide it.



Promo Micro Content

Use the Promo - Landing Page; Basic Page

SUBSCRIBE TO UPDATES

**Sign up for press releases,
newsletters, and more**

In addition to press releases sign up 6 topics to stay current on all the latest fishing reports and public meetings.

Subscribe to News and Information →

Intro Title - 35 characters

Title - 75 characters

Description - 75 characters

Link text - 50 characters



Promo Homework

Create a promo for “Subscribe.”

Link to your agency GovDelivery subscribe page.



Statistic

Select Dark, Light, or White

Add up to 3 statistics

Maecenas mollis ex ut sem auctor, ut rutrum felis porta.

85%

Maecenas mollis ex ut sem auctor, ut rutrum felis porta.

97,000

Participants in public schools

Title - up to 70 characters

Statistic - numerical up to 8 characters

Details - up to 120 characters



Images

Image Resources: <https://go.iowa.gov/vtKu>

Images automatically crop. Cropping occurs based on the focal point.

Upload the "best quality" image and set the focal point if the center is not the focal point.

Receive notification during image upload if the image is too small.

Hero

Minimum of 1440 x 604. Ideally to scale for retina requires double the size 2880px (wide).



Requesting Support

Open a Service Desk Request

<https://iowa.service-now.com/soiess>

OCIO DX Website Support



Questions and Feedback

Questions?

Please provide your feedback about training

<https://go.iowa.gov/2yZY>

OCIO DX Website Support

CONNECT WITH US

Follow us



[@IowaOCIO](https://twitter.com/IowaOCIO)

Visit us



[@StateofIowaOCIO](https://www.facebook.com/StateofIowaOCIO)



OCIO.iowa.gov