



Website Update

**Prototyping BEA's Next Generation Website:
A Better Way to Connect with Customers**

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BEA Advisory Committee Meeting

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Agenda

1. Website Redesign Objective
2. Project Update
3. Prototyping BEA.gov
4. Demo
5. Next Steps

Website Redesign Objective

Create a new BEA.gov that...*promotes a better understanding of the U.S. economy by providing the most timely, relevant, and accurate economic accounts data in an objective and cost-effective manner.*

- Offer innovative tools for dissemination and analysis.
- Demonstrate BEA's economic and technical excellence.
- Appeal to a broad audience with a “hip and modern” design.
- Be customer centric.
- Satisfy power-users and open the door to new audiences.

Project Update

Since the May Advisory Committee Meeting, our team has:

1. Prioritized audience segments and top user tasks
2. Defined a new Information Architecture (IA) and begun mapping existing content to a structured content model
3. Defined business requirements and evaluated technical solutions for back-end management of the website
4. Worked with program area leadership to gather feedback on site design and structure
5. Built a functional HTML5 prototype
6. Continued work on our 5-year strategic roadmap for the website

Prototyping the future site

- We have adopted agile and iterative practices to build the new website.
- This incremental, fast-paced style allows us to validate our design early in the process and change course when necessary.
- Working with a cross-functional team we can quickly develop functional HTML from wireframes, and make adjustments per stakeholder feedback.
- In the coming weeks and months we will begin testing the prototype with external audiences.
- [Launch prototype demo](#)

Next Steps

1. We want your feedback and will be reaching out to Advisory Committee members in the coming weeks.
2. Continue to develop prototype
3. Test prototype with internal audience
4. Test prototype with external audiences

Discussion/Q&A