



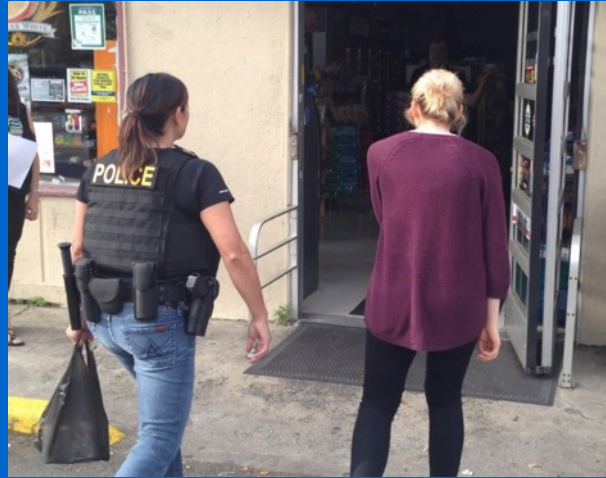
# *DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL*



*Website Redesign Project*



# *ABC's Mission*



ABC safeguards communities through licensing and education and by administering prevention and enforcement programs designed to increase public safety and compliance with California's alcoholic beverage laws.

# ABC's Website Vision

- More User Friendly
- Cleaner and Less Cluttered Look
- Easier Navigation



# Website Project Objectives

- Modernize ABC's presence
- Improved content management capabilities
- Make website more responsive to mobile devices
- Improve information architecture
- Better accessibility

# Key Findings

## Internal and External input

- Not optimized for modern devices
- Complex and cluttered content
- Content not easy to find
- Accessibility of content
- Much of the content is in PDF



# *A website that helps with Public Outreach, a tool for Education and Prevention*

- Social Media:
- Twitter, Facebook
- Stakeholder e-mail Network
- Website

The screenshot shows the homepage of the California Department of Alcoholic Beverage Control (ABC). The header includes the ABC logo, the text "California Department of Alcoholic Beverage Control", and navigation links for "HOME", "ABOUT US", "BUSINESS", "LAWS & REGS", "ESERVICES", "CAREERS", and "OTHER". A search bar is located in the top right corner. The main content area features a large banner for "LEAD Online" (Licensing Education on Alcohol and Drugs) with the text "Now Available!!!!" and "Online e-learning course". Below this, it states "Instructor led courses also available" and includes a "NOTICE OF SUSPENSION" graphic. The lower section of the page is organized into several columns: "Important Announcements" with a list of recent news items (e.g., "2018 - ABC Announces Precedential Decisions", "2018 - ABC ANNOUNCES NEW LIQUOR LICENSE AUTHORIZATIONS", "ABC Launches Free Online LEAD Training"), "Industry Advisories" (e.g., "Cannabis and Alcoholic Beverages Industry Advisory"), "Licensing" (e.g., "Look up a License (License Query System - LQS)"), "Sign up to receive updates and news from ABC", "Become an ABC Agent!", "Popular Links" (e.g., "Human Trafficking Notice", "Precedential Decisions", "Press Releases", "Public Records Requests", "Responsible Beverage Server Training Provider List", "TRACE Hotline (law enforcement only)"), and "Related Links" (e.g., "Business, Consumer Services & Housing Agency", "ABC Tribal Liaison", "External Links").



# *Looking Ahead*

Striving for excellence in customer service through:

- Education
- Prevention
- Licensing
- Enforcement







# ***CONTACT INFORMATION***

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