



# Welcome to PostalPro

RIBBS Redesign Approach and PostalPro Overview

Today's session will cover how and why we've begun the redesign of the RIBBS website and what to expect over the next few months as PostalPro transitions from its beta state.

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Items on today's agenda: how the Rapid Information Bulletin Board (affectionately known as RIBBS) came to be, how it has served the mailing industry, the catalysts for and implementation of the modernization. After this background, we'll give a quick demonstration of the beta, some initial feedback we've received at the forum, and then open up the

discussion for any questions, comments or concerns.

- History of RIBBS
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- Demo & Feedback

Let's start with the origin story of ribbs.gov.

## History of RIBBS



- Established in late 1980s as dial-up modem bulletin board
- Channel for Address Mgmt. to communicate with software dev. industry
- Trustworthy place for mail service providers to access current document requirements
- RIBBS even sold advertising, allowing service providers to pay for value-added content and links.

**As technology evolved and the internet was introduced, there was also an opportunity for RIBBS to evolve.**

When RIBBS first launched on the world wide web circa late 80s, it was a revolutionary development for business mailers. It allowed for unprecedented speed in the communications between Address Management and the burgeoning software development industry. It was a reliable hub that gave developers access to changing requirements and

necessary documentation.

## History of RIBBS



- In 2002/2003, Address Management came under the umbrella of Intelligent Mail and Address Quality.
- Mail Entry & Payment Technology was looking for a vehicle to disseminate information rapidly to commercial mailers
- Other USPS stakeholders saw opportunity to leverage RIBBS, such as Operations, Customer & Industry Affairs, etc.

It didn't take long for the rest of the industry to see the value of this revolutionary B2B site. As technology began to play an increasingly significant role within the mailing industry, RIBBS soon became the hub for other departments in need of a platform optimized for rapid communication.

## Content Found on RIBBS Today

### Mailing Industry Channel:

Contextual, procedural and news-worthy information for commercial mailers and software solutions providers

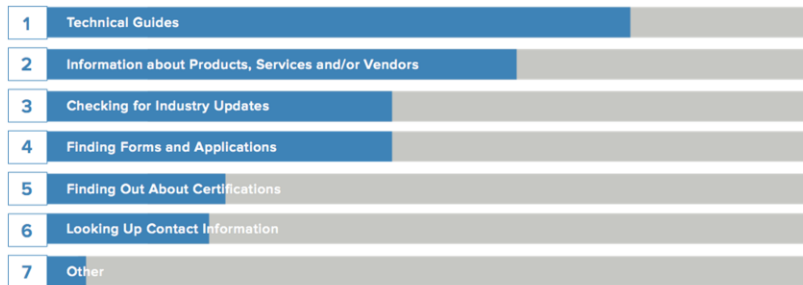


A bulletin board for messaging between the department of Address Quality Management and software developers expanded to include everything from Industry Group announcements and initiatives, industry wide alerts, and an overall how-to of applying the Domestic Mail Manual to business mailings. As with any entity that undergoes such a drastic shift in scale, there came a point where the need for RIBBS outgrew the initial conception

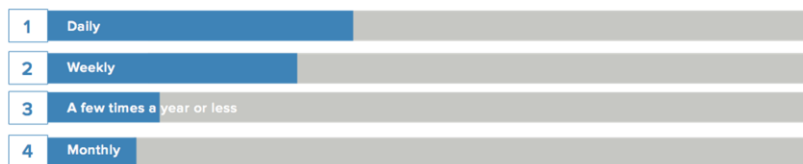


and design of the site.

## What Typically Brings you to RIBBS?



## How Frequently Do You Visit RIBBS?



Eventually it came time to modernize RIBBS and restructure it to accommodate its drastically expanded audience. With the redesign at hand, we began with an assessment of who, when, what, where, why, and how people needed the site. What was working? What wasn't? What needed to be prioritized in the redesign? With nearly 500 responses to our survey (as well as 1-on-1 user interviews, multiple focus groups, and intensive working sessions), we began to build the foundation for PostalPro. Our design took its form from both the pain points experienced and the value gained by the RIBBS' users.

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## Why Redesign?



### Increasingly Difficult to Find Information

- Users increasingly frustrated with search
- Amount of content is overwhelming
- Website's design feels outdated when compared to other USPS interactive sites



### Current Site is Not 508 Compliant

- All users, regardless of disability status, can access technology
- Text equivalent for all non-text elements
- Information conveyed in color can be read without color



### Need for Updated Technology for Enhanced Security

- Enhanced security, performance and scalable infrastructure to accommodate future features and functionality

Three major issues led to the formation of MTAC Work Group 176 – the group responsible for initiating and supporting the redesign effort. As mentioned, the rapid growth of RIBBS led to a situation where the tremendous amount of content led to an unwieldy search situation where users couldn't find what they needed in a timely manner. Secondly, RIBBS wasn't built to meet the advent of new government site requirements for 508 compliance. Lastly, security issues have arisen over time that spoke to a need for more sophisticated protective measures.

## User Survey Results

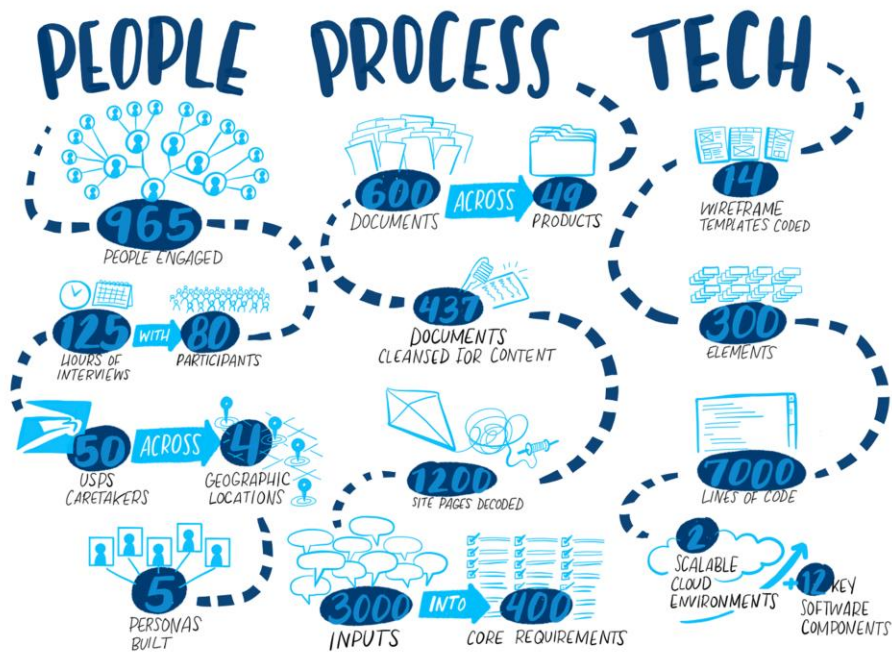


- Limited search functionality
- Confusion in version control
- Not user friendly; information is difficult to locate
- Difficult to navigate, cluttered, redundant

*"RIBBS has served a good purpose, but it has outgrown itself."  
- Beta Tester*

This word cloud represents the most frequently used terms within the user survey. Search took center stage. As such, it became the key priority for the redesign strategy. Other issues, such as updates and informational organization, were also important areas for improvement.

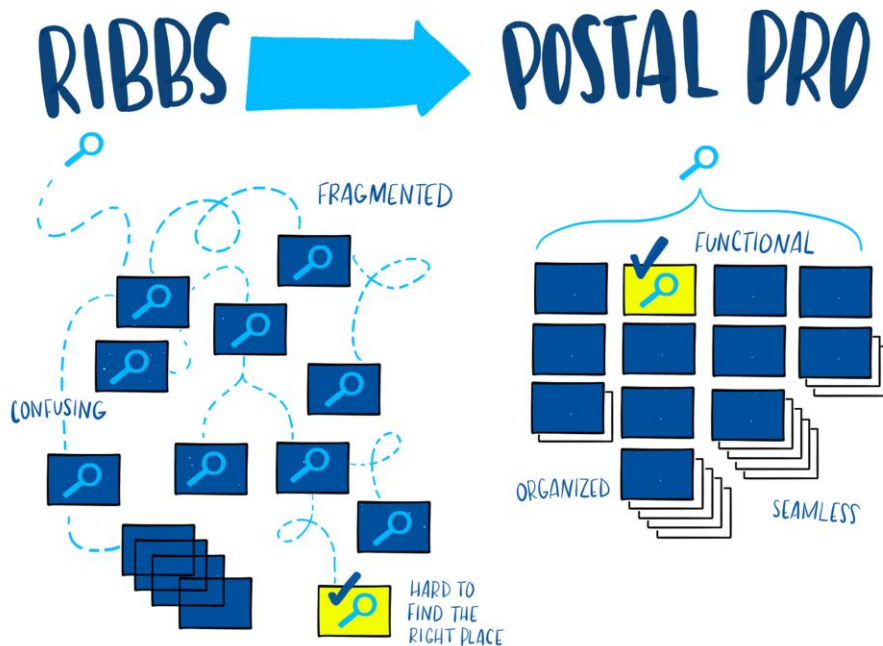
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This sketch gives a quick overview of the redesign process as it took shape between December 1<sup>st</sup> 2015 and the 2016 National Postal Forum. The 965 people engaged refers to industry members and USPS stakeholders that the PostalPro team solicited for feedback and insight regarding goals, user needs, and current pain points. These engagements ranged from facilitated focus groups, 1-1 interviews, working sessions, and the survey participants. From these interactions, the team built 5 personas – archetypes of respective user-types using RIBBS. The personas were used to humanize the team’s decision making and ensure that the people using the site always took center stage. As far as process, the team painstakingly took inventory of RIBBS’ content – pouring over PDF’s, presentations, and pages. From here the team created custom templates, highlighted frequently referenced content, retired outdated documents... In short, RIBBS underwent a massive clean-up and restructuring while maintaining the integrity of the content. With approval of the template designs, the coding and hosting process began and PostalPro came to life on

the web.



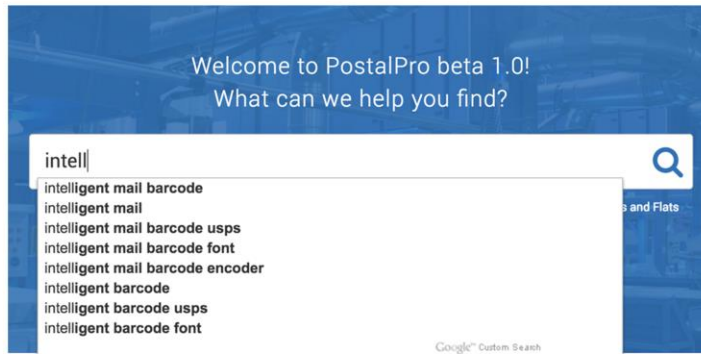


To summarize, PostalPro brought the information living on RIBBS into a more controlled environment designed to accommodate the exhaustive nature of the content. PostalPro essentially streamlined the sprawl and brought cohesiveness to a previously disorienting, sometimes frustrating experience.

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## Advanced Search Functionality

Powered by Google



Weigh Results  
to Boost  
Relevancy

Keyword  
& Acronym  
Search

Tailor  
Results

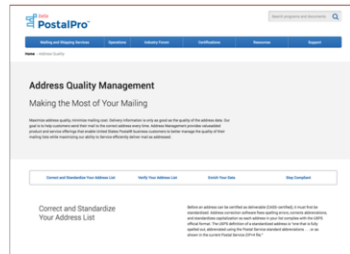
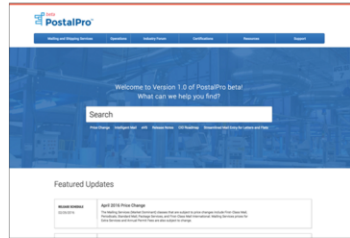
Updates  
are more  
frequent

Prioritized  
Search  
Items

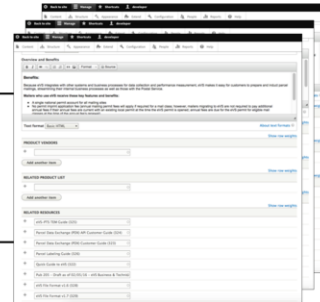
With search at the forefront of user needs, PostalPro employs a customized Google search engine. Powerful and sophisticated, it provides useful autocomplete suggestions, prioritizes search results, and allows for sorting results by relevance and date.

# Content Management System

Stylized Page Templates (Front End)



Drupal Content Mgmt. System (Back End)



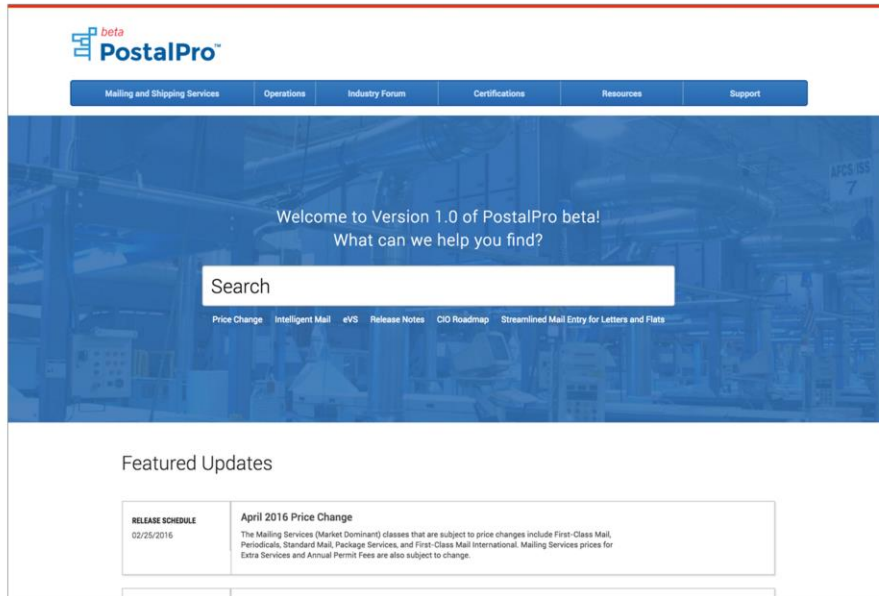
*Content loaded in CMS populates stylized page templates*

**Loaded over 250 pages to date**

Taking RIBBS from a Cold Fusion system to a centralized Content Management System (Drupal) not only makes content easier to find, but also easier to manage and maintain. The team took into account the people ultimately managing the site and ensured that the back end would be as seamless as the user-facing side.

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## PostalPro Beta Website



A screenshot of the redesigned site's homepage demonstrates the new look and feel, the emphasis on search, the redesigned navigation, and the primary real estate given to important updates.



## PostalPro Beta Initial Feedback

*“I found what I was looking for so quickly!”*

*“I love the new functionality and layout, the navigation is great...”*

*“I like the dropdown menu at the top, it’s a lot easier to find what I’m looking for...”*

*“Postal Pro is really user friendly, it’s easy to navigate and I love the search!”*

*“It’s like driving a new car after having the same one for 10 years.”*

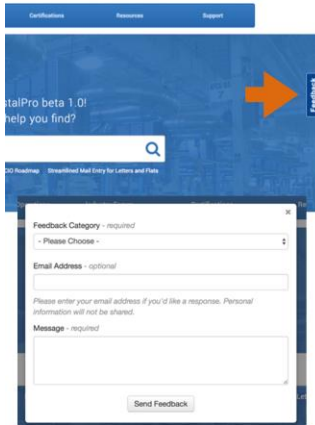
*“Old site is chaotic. I really like the new site.”*

The reception of PostalPro at launch was overwhelmingly positive. People took a liking to the streamlined information architecture and clean, modern aesthetic.

# Your Feedback is Building a Better Site

3 Ways to Give Us Your Feedback, Recommendations or Report Issues

1 Access Feedback Widget on PostalPro Website



2 Complete PostalPro Survey



3 Join MTAC Work Group 176

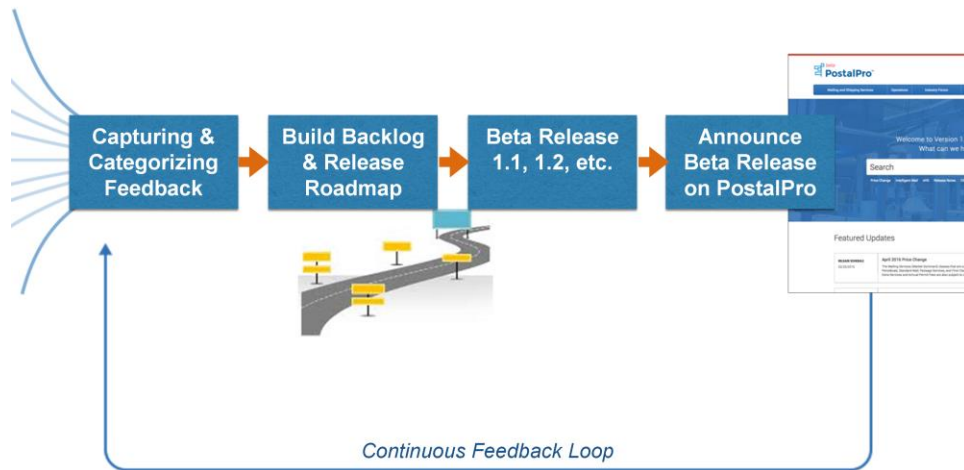


<https://magadesign.typeform.com/to/roTdyB>

As the beta stage continues over the next few months, feedback from users is essential. As such, the team has provided a number of ways to conduct remote usability testing and incorporate changes based on the needs of real users.



## What Are We Doing With Your Feedback?



A systematic way to organize and implement feedback has been put in place to ensure our final product meets and even exceeds expectations.



[beta.postalpro.usps.com](https://beta.postalpro.usps.com)

If you would like to participate in the PostalPro beta test and provide feedback please access

[Beta.postalpro.usps.com](https://beta.postalpro.usps.com)

Your feedback is important to making PostalPro a success



Thank You

Do you have any questions?