



SPACE-BASED POSITIONING
NAVIGATION & TIMING

NATIONAL COORDINATION OFFICE

GPS.gov “2.0”

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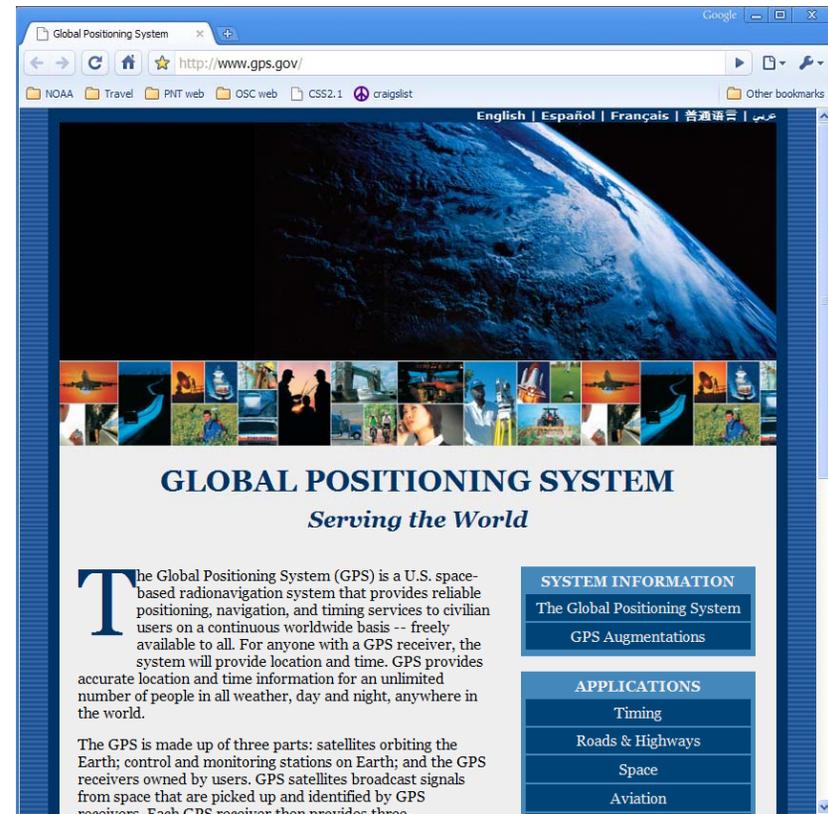


GPS.gov Today

(version 1.0)



- **Static descriptions of:**
 - GPS & augmentations
 - GPS applications (11)
- **Links to:**
 - NAVCEN, GPSOC, FAA
 - PNT.gov
 - GPS Wing
- **Translations in 4 other languages**



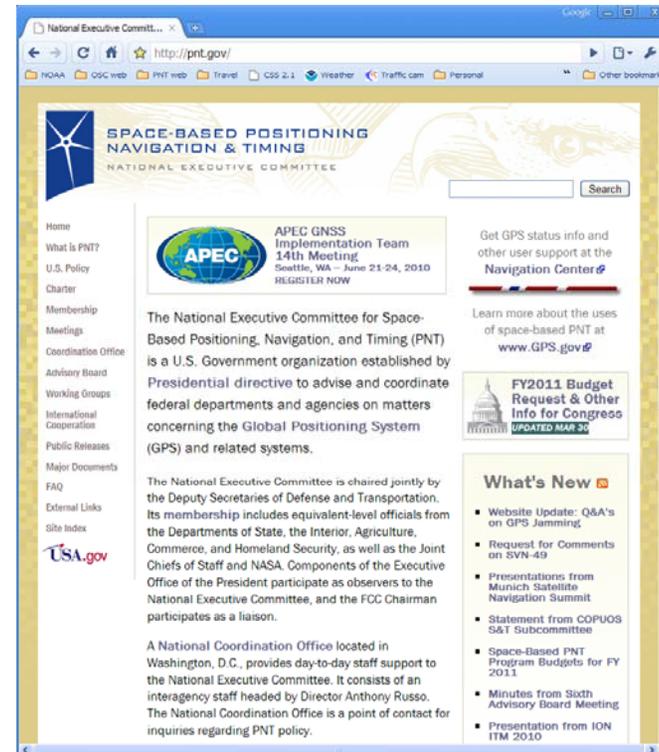
Out of date and not very useful



PNT.gov



- Focuses on U.S. GPS policy and organizations
- Provides some info that may belong on GPS.gov:
 - FAQ's about GPS
 - GPS-related press releases, public presentations
 - Program funding status
 - Document library
 - Image library
 - Upcoming events



Not as easily remembered/well-visited as GPS.gov



Vision: GPS.gov as Central Pillar of U.S. GPS Outreach Campaign



- Promote positive U.S. message that builds public confidence and trust in GPS
- Provide up-to-date information and official USG response to news events
- Dispel myths, correct misinformation
- Offer one-stop portal for information
- Reduce need for printed outreach materials
- Engage GPS stakeholders

Partnership between NCO and NAVCEN/CGSIC



Stakeholder Groups To Be Served



- General Public/Users
- Experts/Developers
- Media
- Congressional Staff
- Internationals
- Students/Educators

YOU



Ideas for Expanded Content



- **Current GPS Status**
 - Constellation size
 - Known issues (in English)
- **Latest News**
 - Feature stories on current topics
 - Press releases, presentations
 - Upcoming events
- **Tutorials & Multimedia**
 - Outreach videos
 - How GPS works
 - How augmentations work
 - Launch videos
 - Image library
- **Applications**
 - Application of the month
 - PDF brochure (5 languages)
 - Searchable database
- **GPS Modernization**
 - Description and status info
- **Augmentation Systems**
 - Descriptions and status info
- **U.S. Policy & Funding**
 - Overview (in English)
 - International cooperation
 - Reference documents
 - Legislation
 - Congressional funding status
 - Newsletter
- **Technical Support**
 - FAQ
 - Anomaly reporting overview w/ link to NAVCEN
 - ICD's, ICWG info



Ideas for Enhanced Interactivity



- **Animated tutorials**
- **Videos**
- **Quiz/game**
- **RSS feeds**
- **Email list signup**
- **Calendar of events**
- **Geocaching tie-in?**
- **Blog/Twitter/Facebook?**
- **Message board?**
- **GPS applications wiki?**

Note: Enabling user-generated content requires policy/legal/security reviews and major IT investments



Layouts Tailored for Stakeholders



- **Default homepage will be designed to serve general public**
 - Lots of graphics, videos, interactives
 - Minimal text, written for lay audience
- **Visitors can switch homepage layouts to view content most useful to them**
 - For experts: technical documents, policy
 - For media: releases, upcoming events, images
 - For Congress: budget requests, funding/bill status
 - For internationals: policy, cooperation, translation
 - For students: tutorials, quiz, applications



Thoughts to Consider



- What does the general public expect to find at a website called “GPS.gov”?
 - A consumer guide to GPS user equipment?
 - A place to report erroneous map data?
 - A forum to voice concerns about GPS privacy?
 - Information about Galileo?
- What does a GPS expert expect to find?
- Which of the proposed website improvements matter the most to you? The least?

Comments/inputs welcome – this is not a survey



Contact Information



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