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Out of date and not very useful
- 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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