



dmv



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## About

### Improving the DMV Experience

For many, the word DMV creates a flashback to times facing grumpy and rude DMV employees, the long lines, the questions and details you didn't know or forget to bring before going to DMV. The miscommunication, old school website design, the 1980's interior design, and flow is messy and gives DMV a bad reputation. So our group tries to fix this by creating a conceptual improvements that could be made, from rebranding, website, conceptual "on-the-go" DMV, ads, and architectural improvements to how people should experience.

*Group consists of six (6) people; Joy Onyecherelam, Haley Saba, Sheila Fischer, Dae Gon Kim, Lucas Gayda and myself.*

*Since then (2013), the look and feel of this PDF and website presented in Kevin Lessy's website has been modified with permission from the group, without altering the content, look of the agreed brand and overall concept.*

# DMV as of 2013

## Status Check - DMV across US

### DMV Cutbacks (2009)

California  
Colorado  
Connecticut  
District of Columbia  
Illinois  
Massachusetts  
Nevada  
New Jersey  
New York  
North Carolina  
Virginia  
Washington

### Why?

Layoffs  
Furloughs  
Hiring Freezes  
Stay Cuts  
Early Retirement  
  
Closing the DMV entirely  
Oversight by Another Agency  
Self-Funding

### Municipal Bankruptcy Filings (2013)

Alabama	Mississippi
Arkansas	Missouri
California	Michigan
Georgia	New York
Idaho	Pennsylvania
Kentucky	Rhode Island
Oklahoma	South Carolina
Nebraska	Texas

### Where does the DMV Money Go?

Paying for Bridge Maintenance  
Paying for Road Maintenance  
Paying for the Budget Deficit

### How?

Raising driver license fees  
Raising vehicle registration fees



## Connecting to DMV

Aside from going to the local DMV stop

### Alternative Options

Self-serve Kiosks

Drive Through Service

QLess (Queue Management Systems)

AutoRenew (PIN for online renewals/verification)

DMV App (Written Exam, Driving Videos, DMV Locations)

Touch-tone Renewal System (use credit card to renew registration by phone)

### Online Options

Forms Online

Video Tutorials

Online Tests

Payment Online

Updating Address

Updating Voter Registration

Scheduling Appointments by Phone or Online

Renewal of Licenses, ID & Registrations

Viewing Line Wait Times Online



American Association of Motor Vehicle Administrator's slogan:  
**"OUT OF LINE AND ONLINE"**

## Other Options

Options for the US DMV and DMV in Other Countries

### Possible Changes in the US (FUNDING MODELS)

Self-Funded

State or Local Government (Taxation, Fees)

Place DMV into other State Agencies (Transportation)

No DMV, only Self-Serve Kiosks (AAA, Malls & Grocery Stores)

1

### Other Countries' DMV Sample Models

Public Roads Administration (Norway)

District Commissioner's Office/Police Officers (Kenya)

2

# Problems

## Top 3 Issues for DMV to Address



### ENVIRONMENT

#### A. OUTDOORS

##### *Signs*

*Buildings*

*Fences*

*Locations*

*Weather Friendliness*

#### A. INDOORS

##### *Signs*

*Staff*

*Interior*

*Privacy*

*Audio*



### LINES

#### A. APPOINTMENTS

*Hard to Book*

*Internet Access Needed*

*Phone Service Dismal*

##### *Long Lines*

*Education*

#### B. NO APPOINTMENTS

##### *Long Lines*

*One Line*



### PAPERWORK

#### A. STAFF

*Not Clear*

##### *Education*

*Different Requirements*

#### A. CUSTOMER

##### *Education*

*Bring Wrong Paperwork*

*Doesn't do Research*

# Persona 1

## Vincent Li

**Story** Vincent Li is an 18 year old student at an international high school. He recently moved to San Francisco from China and is ready to get his drivers license.

He went to the DMV by bus and did not know about their appointment system so now he has to stand in the non-appointment line. Once he gets to the front desk he has a hard time communicating what it is that he needs because he has difficulty speaking English. He hands the receptionist the drivers handbook to show her what he's there for. This process holds up the line. She gives him the paperwork in his language.

He takes the driving exam and passes. Next he takes the eye exam and passes as well. He then has his photo and fingerprints taken, and his drivers license will be mailed to him sometime in the next two months.

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**Problem 1** *"I did not make an appointment, and had to wait in line, which is upsetting"*

**Possible Solution 1**

1. Self-help Kiosk (or a tablet)
2. VIP (one-time fee or subscribe to get an immediate appointment)
3. Better Advertising

**Problem 2** *"As a non-English speaker I would like to be able to communicate to a receptionist with ease"*

**Possible Solution 2**

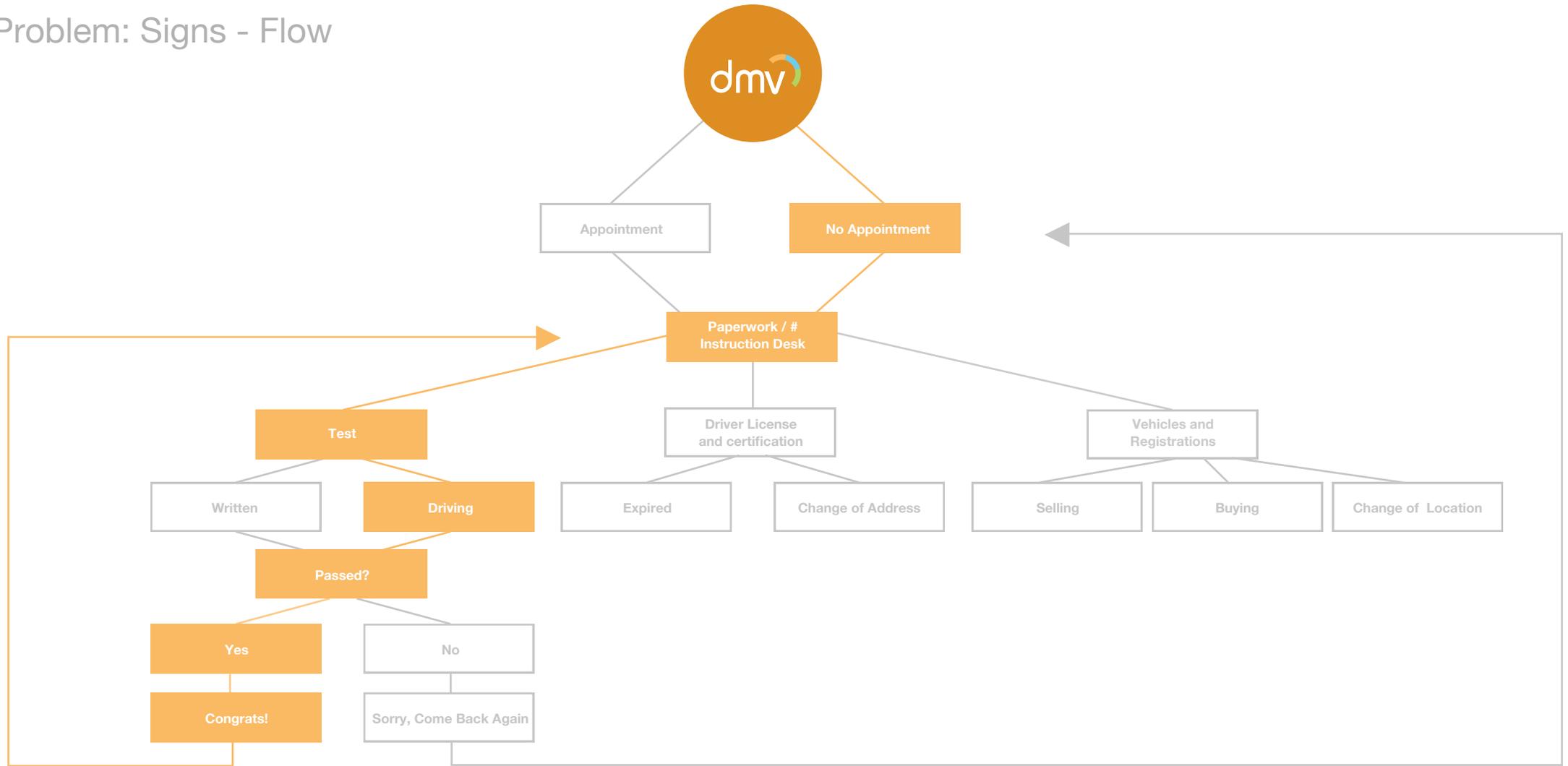
1. Translators
2. Website & Ads available in different languages
3. Dual Communication



**"I'm excited to go to the DMV to take the driving exam in order to get my drivers license."**

# Vincent's Flow

Problem: Signs - Flow



# Persona 1

## Kara Johnson

**Story** Kara Johnson recently relocated to Bay Area, from NY, after getting married to her long-time love. She decided to change her name, after marrying. Since she has moved to a new state, she is at the DMV to get a California Driver's License and to register her car. She also needs to make sure that her name is changed on the title of the car, to reflect the change in her name after marriage.

She has already changed her name with the Social Security Administration, and knows to bring her birth certificate and marriage certificate with her to verify her change of name in order to get a new CA Driver's License. She has filled out the DL44 application form, for getting her new Driver's License. She has filled out an application for Title or Registration (REG 343), and has brought with her what she hopes are the appropriate documents to register her vehicle in the state of CA. She has also filled out a Certificate of Title and a Statement of Facts (REG 256) form, in order to change her name on the title of her car.

She has made an appointment, has filled out all of the documents ahead of time, and is hoping to complete everything during her lunch hour.

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**Problem 1** *“Because business woman Kara does not have a lot of time, she wishes that the computer system (& phones) were easier to use to book an appointment.”*

- Possible Solution 1**
1. Paid membership or service (VIP) for quicker service
  2. Better UI (use-friendly)
  3. Ease of accessibility (multiple platforms, such as phones, websites, etc)

**Problem 2** *“Because Kara has multiple tasks to accomplish, she's worried that she does not have all of the necessary documents.”*

- Possible Solution 2**
1. Welcomer / Director
  2. Checkboxes for info necessary to process docs (on the app and website)
  3. Text reminder / email reminder (includes everything that you need to bring with you to your appointment)

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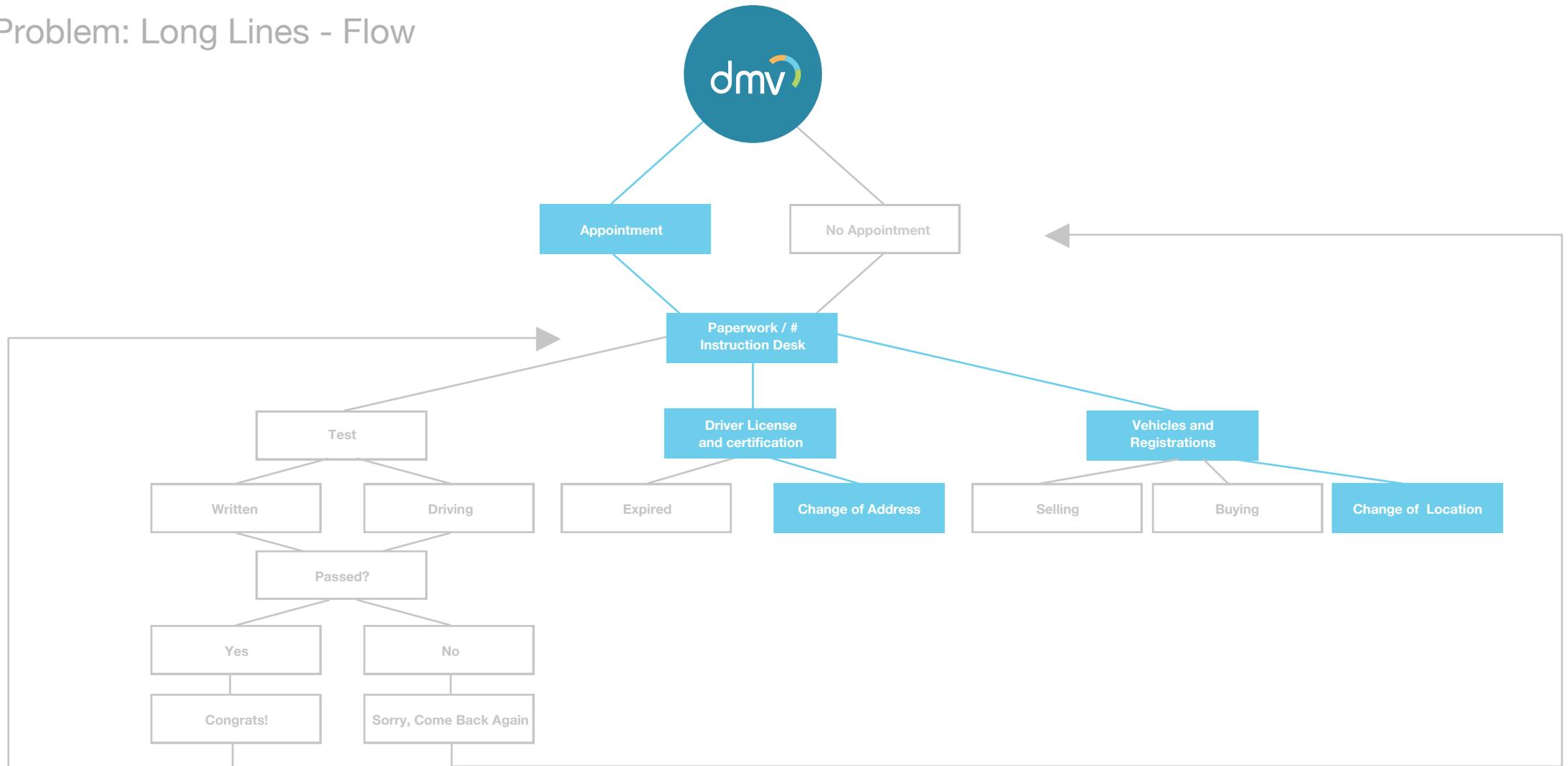
Working Professional  
Experienced at DMV  
Tech Savvy

**Kara J.**  
08/27/1978  
NEW YORK

*“I just moved from New York to California and I need to go to the DMV to get a Cali drivers license and to get new Cali plates for my car.”*

# Kara's Flow

Problem: Long Lines - Flow



# Persona 1

## Ester Fields

**Story** Ester Fields lives alone. Her husband died a year ago and used to do everything for her. She's been to the DMV, but never by herself and is unsure of what to do once she gets there. She gets someone to drop her off at the DMV and she will call them on her flip phone when she is done. Since her husband is the one who did all of the technical stuff, she is not very tech savvy and did not make an appointment before hand.

When she gets to the DMV, she is confused about what to do and talks a lot. Someone tells her that she is in the wrong line and so she gets out of the non-appointment line and into the disabled line.

When she gets up to the receptionist desk, she holds up the line by asking a lot of questions. She is an ex-school teacher and wants to get the right answers. They give her paperwork and assure her that she has all her paperwork. She waits an hour for her number to be called. She passes the written and eye test. Then the DMV computer system crashes so she now has to come back to take her photo and fingerprints.

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**Problem 1** *“Because Ester is older & is used to people doing things for her, she wishes it wasn't difficult to connect with a DMV specialist via phone.”*

**Possible Solution 1**

1. Automated (robo) phone system
2. Order a book with information in it (postcard for ordering it could be mailed to every resident of CA)
3. Phone appointments

**Problem 2** *“Because Ester always needs assistance and is inexperienced, she is upset that she can't find a one-on-one specialist at the DMV.”*

**Possible Solution 2**

1. Have a welcomer at the door to greet people.
2. Have a person who keeps an eye on the line and directs line traffic.
3. Personal supporter to help throughout the entire process.

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Homebody

Health Issues

Owns a Flip Phone

**Ester F.**

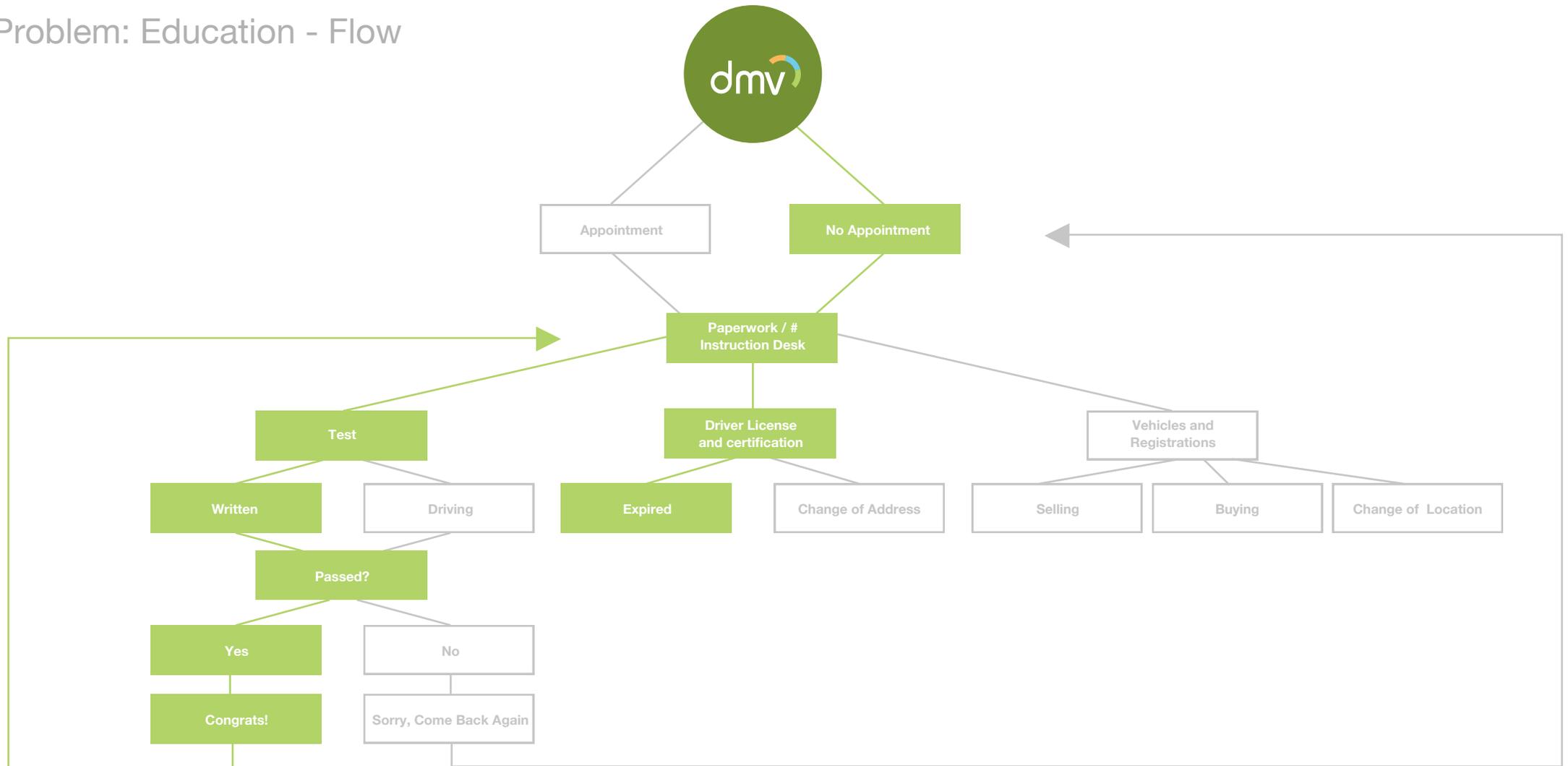
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**SAN FRANCISCO**

**“I want to go to the DMV to renew my expired driver's license.”**

# Ester's Flow

Problem: Education - Flow

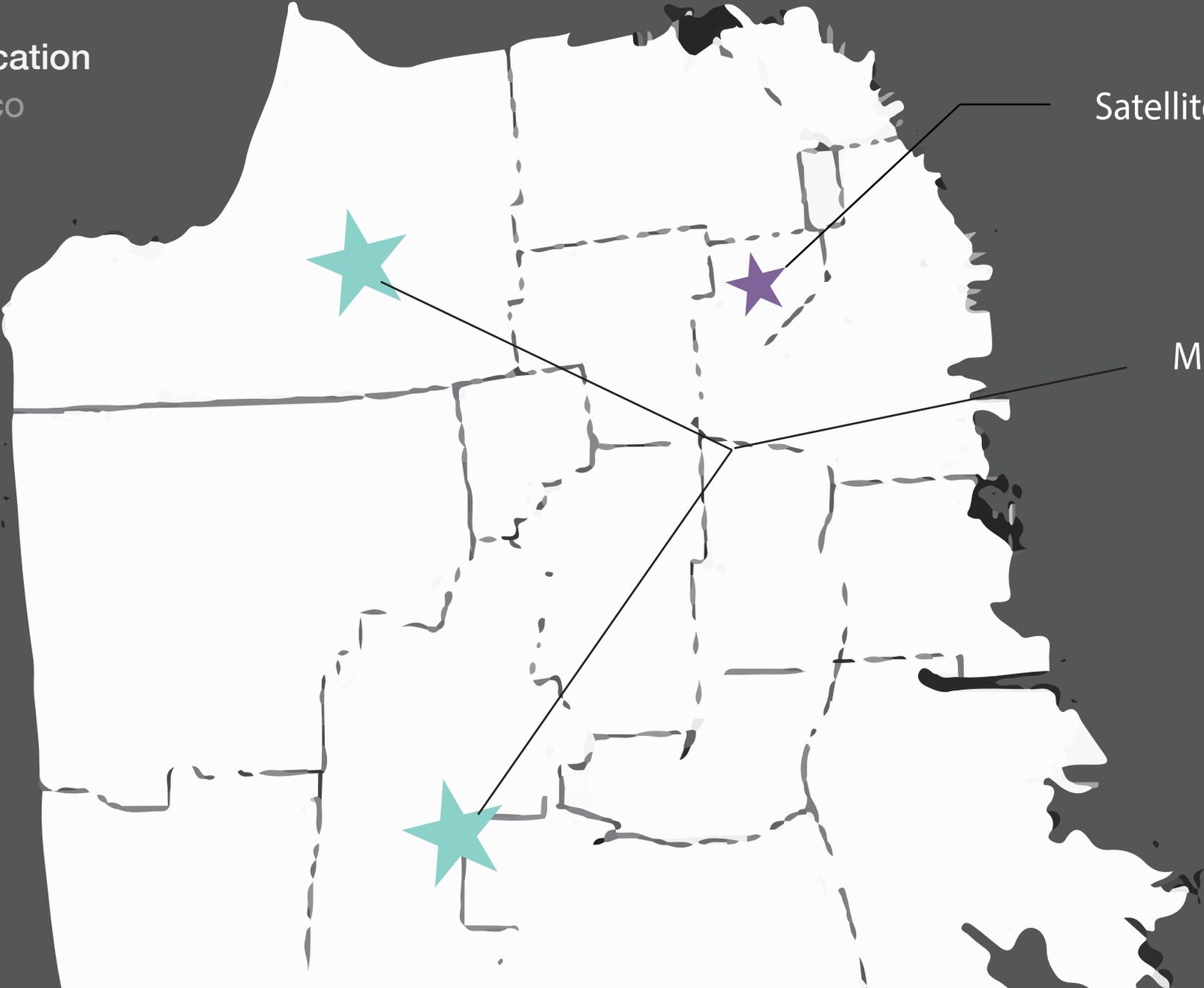


Concept Location

San Francisco

Satellite office

Main office



## Concept Interior

### Better Flow

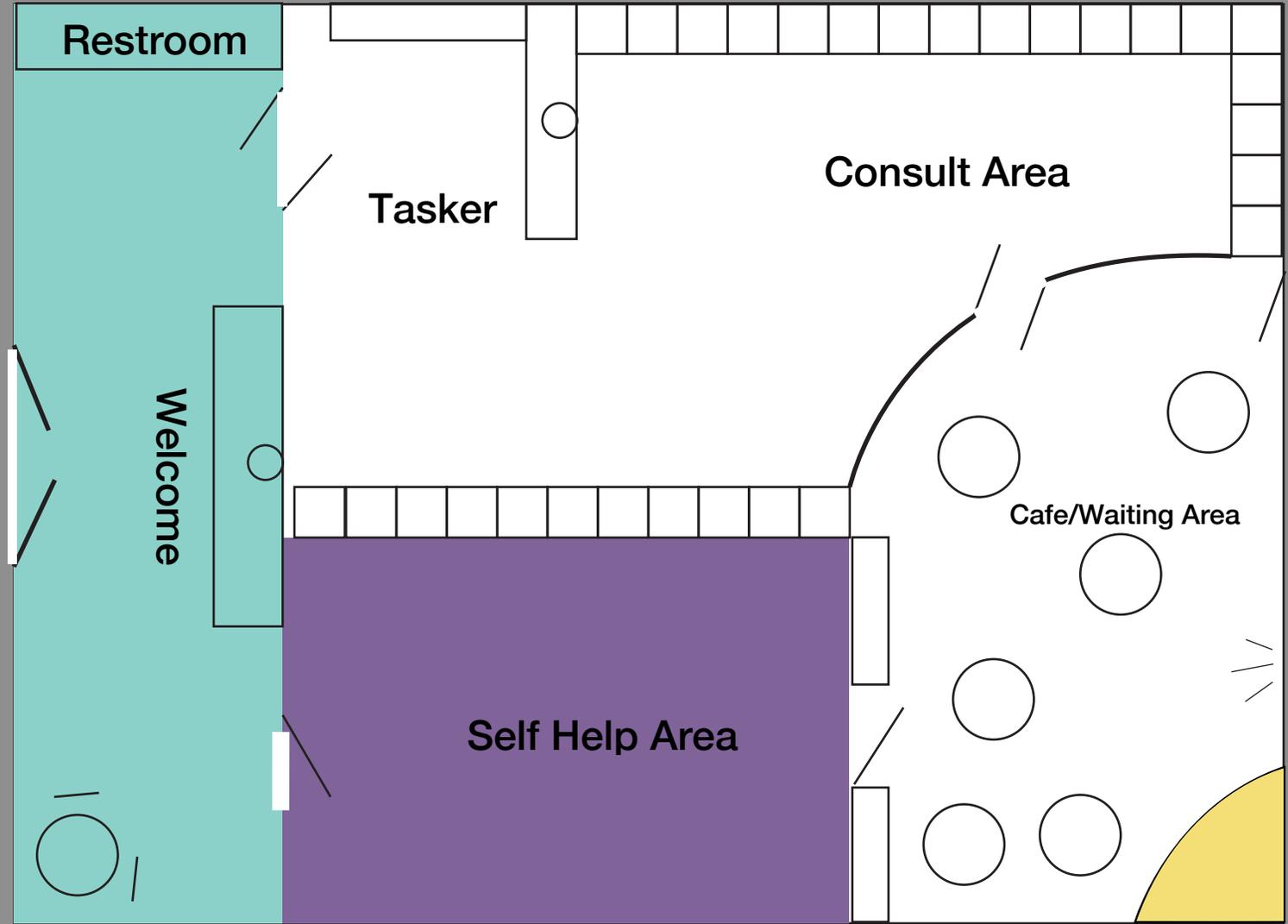
With the flow that we designed in this concept DMV, we expect a better, more efficient lines and feel. Rooms are well lit, plants abound, to make it feel more welcoming and conceptually warm.

As you walk in to the Welcome area, you are directed to self help or the tasker, where they direct you to the right consultation and steps. They are then usually directed to the cafe/ waiting area, with an updated voice to call out their name and or initial instead of random numbers on a ticket.

The Self Help Area is filled with tablets and or computers where people can check in their own to make things more efficient with a drop off/ pick up area.

The Consultation area is now more open and less cubical, with desks and natural lighting from the windows.

Right above the self help area, are the desks for fill in documents, tests and photos.



# Concept ATM

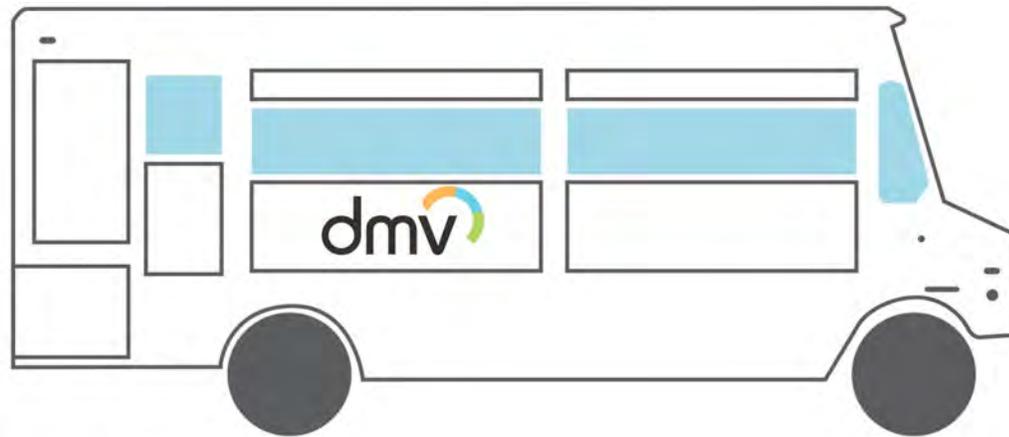


The concept of an ATM style machine came from the idea that you can drop off and find more information on different things in a machine at certain locations in the down town area.

Presented here is a quick mock up of a machine that has the new DMV logo for people to quickly do their tasks and forms.

## Concept

### Mobile Design



The concept of having the DMV going to you instead of going to the DMV office takes inspiration from library mobile trucks and food trucks.

Targetting specific locations each week gives a new meaning to portability for particular tasks. This means getting information and quick document drop offs with staff that are able to speak different languages gives the opportunity to communicate to non english speakers in targetted places like Chinatown, Japantown or more as examples.

Continue →

## Concept

### Mobile Design Mock Up



With this truck, you can drop off, pick up, make an appointment, consult and find quick information about DMV related things.

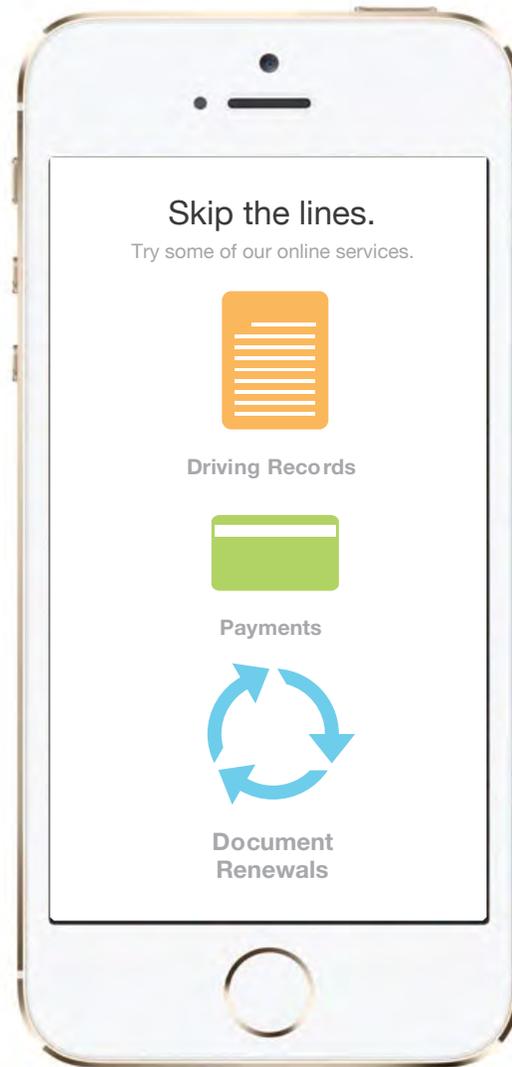
The concept of mobile DMV going to different locations is the brainchild of getting DMV to you instead of you going to DMV with specific appointments.

# Concept Website Design



# Concept

## Mobile App Design



## Concept

### Ads Series 1



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Now faster than waiting for your bus.

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Introducing the new DMV.  
Friendly. Efficient. Reliable. Practical.



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Ahora más rápido que esperando el autobús.

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Presentación de la nueva DMV.  
Friendly. Eñcient e. Más rápido. Práctico.



# Concept

## Ads Series 2



From now on, we're taking DMV to you.

Introducing the new DMV.  
Friendly. Efficient. Reliable. Practical.



今から、私達はあなたにDMVを取っている。

新しいDMVを導入する。  
優しい。効率的。信頼できる。実用的。



從現在開始，我們正在採取的DMV給你。

引入新的DMV。  
友好。高效。可靠。實用。



# Concept

## Ads Series 3



We listened, we learned, and we fixed.

Introducing the new DMV.  
Friendly. Efficient. Reliable. Practical.



You are more than just a number.

Introducing the new DMV.  
Friendly. Efficient. Reliable. Practical.



Language is no longer a barrier.

Introducing the new DMV.  
Friendly. Efficient. Reliable. Practical.



# Concept Ads Mock Up





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