



### 2009 WebAward Judging Report for

### BRAC Information Portal Entry #12373

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#### How the Judging Works

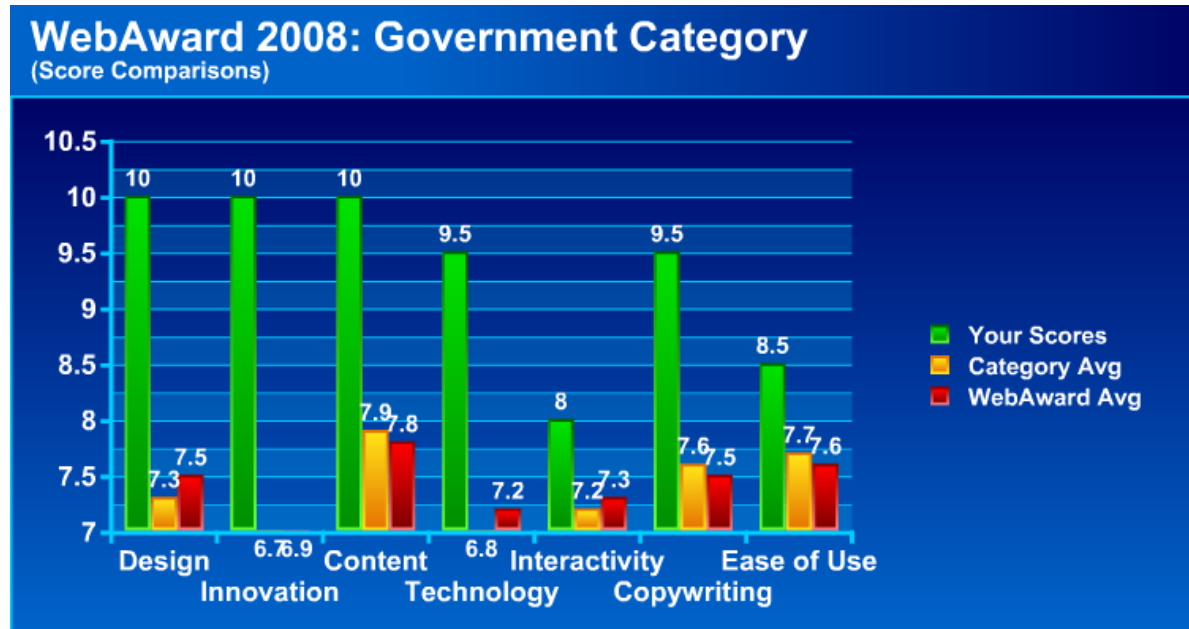
Each site is assigned to three or more expert judges for evaluation. The judges are informed of the mission statement and prospective audience for the site and provided a link with password, if needed, to enter and review the site. Judges are not told who submitted the entry or which category it is entered into. They visit the site starting with the URL provided on the entry form and assume the role of a target user. After reviewing the site, they enter their scores for seven different judging criteria and sometimes overall comments before moving on to the next site. At the conclusion of the judging, the two highest scores are averaged for the final score. Any lower scores are dropped, although the comments are retained and provided to the participants.

Each site is judged on each of the seven criteria, earning a score between 0 and 70 points. The highest score in a given category wins Best Website of that industry. If the remaining entries receive a score of 60 or greater, they receive the Outstanding Website WebAward. Entries receive the Standard of Excellence WebAward when their score is above the average of their industry, but below 60 points.

#### Entry Scores

Entries were judged on the following seven criteria on a scale of 0-10 points:

##### Government



| Criteria   | Your Score | Industry Average | WebAward Avg |
|------------|------------|------------------|--------------|
| Design     | 10.0       | 7.3              | 7.5          |
| Innovation | 10.0       | 6.7              | 6.9          |
| Content    | 10.0       | 7.9              | 7.8          |

|               |      |      |      |
|---------------|------|------|------|
| Technology    | 9.5  | 6.8  | 7.2  |
| Interactivity | 8.0  | 7.2  | 7.3  |
| Copywriting   | 9.5  | 7.6  | 7.5  |
| Ease of use   | 8.5  | 7.7  | 7.6  |
| Overall Score | 65.5 | 48.0 | 51.9 |

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Industry average based on all sites entered within category. WebAwards average based on all sites entered in 2009 WebAwards.

## Judges Comments

*Below are the comments (if any) submitted by the judges reviewing your entry. Please note that these comments are the unedited views of the individual judges and not those of the Web Marketing Association. Also please remember that your final score was determined by the average of the highest two scores provided by the judges and comments received may not be necessarily indicative of the final score you received.*

"The site developers and creative team should be commended for creating a user-friendly site dedicated to the relocation effort. There are many positives on this site including the pleasing color palette, clear navigation labels and robust content. Although the site is well organized, it does come across as a bit busy, and while the content is clear and conversational it could be a tad tighter. Overall the site offers in-depth, valuable information and delivers it in a fun and engaging way. "

"This site makes me want to relocate to FT.Mead. All the additional features and tools truly make up a use full hub of information. The only suggestion would be to make the color change on Move, Communter, and Undecided tabs a little less subtle when navigating from section to section. Also there is a typo under the Move Section - "lot to offer in terms of offer in terms" "

"What a great resource for the employees of DISA - seems like an excellent tool for them to determine what they are going to do. And I tried not be distracted by the fact that this is clearly our tax dollars at work for a small group of federal employees. Very nicely done site. Gorgeous graphics. "

These comments can be used in your marketing efforts for press releases, newsletter articles, ect. and to help you better understand how the judges viewed you site. These comments can not be released to anyone other than the nominator of the entry.

Congratulations again on your achievement in this year's WebAward competition.