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Public Information Statement, Comment Request  
National Weather Service Headquarters Washington DC  
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To:           Subscribers:  
              -Family of Services  
              -NOAA Weather Wire Service  
              -Emergency Managers Weather Information Network  
              -NOAAPort  
              Other NWS Partners, Users and Employees

From:         Curtis D. Carey  
              Director, NWS Office of Communications

Subject: Soliciting Public Comments through September 12, 2011 on Proposed Design Refresh of weather.gov

NWS is proposing a design refresh of the National Weather Service website:

<http://weather.gov>

The proposed design was developed based on:

- Ongoing web survey
- Ongoing user feedback
- Search query analysis
- Survey of NWS local offices
- Usability testing
- Best practices

The proposed design refresh is the beginning of a phased effort to update the NWS web presence and improve customer access to information and services. The goal of this phase is to improve content organization, navigation, look and feel, functionality, and usability of weather.gov.

Later phases will advance delivery of information and decision support services from weather.gov. Integration of an interactive watch and warning map is also under consideration.

If NWS decides to proceed with implementation, the proposed design refresh will be executed gradually across the NWS web presence. Weather.gov top-level pages and local point forecast pages will adopt the new design first. Regions, national centers, Weather Forecast Offices, and other NWS websites will adopt the refreshed design in later stages. Mockups of the proposed design refresh are available at:

<http://www.weather.gov/redesign>

Submit comments on the proposed design refresh by September 12, 2011:

<http://www.weather.gov/survey/nws-survey.php?code=newwebdesign>

Information on subsequent phases of updating the NWS web presence will be provided at a later time.

If you have other comments or questions, please contact:

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National Public Information Statements are online at:

<https://www.weather.gov/notification/archive>

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