

Collin S. Ferguson
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Portland, OR 97233
4/4/23

Oregon State Legislature
900 Court St. NE,
Salem Oregon 97301

Dear Oregon State Legislature:

Today, I am writing to express my support for Oregon Corporation Division's budget request.

I am working toward starting a business called Routes Maker, an online learning program management cooperative. I have often used the Secretary of State website to pay registration fees and conduct market research. However, the website consistently underwhelms me, with its poor user interface and clunky text that's only appropriate for Microsoft's 1985 release of Windows 1.0.

The State of Oregon needs to catch up; it is far behind the times regarding its websites' overall useability and design. I strongly suggest that everyone in the legislature familiarize themselves with User Experience Design Principles (<https://www.interaction-design.org/literature/topics/ux-design>) and support funding of a human-centric design process for the Secretary of State website. Please take a moment to visit the State of Mississippi's website, ms.gov, which won the 2022 Web Marketing Association's WebAward for the best official website design (<https://www.webaward.org/winner/36607/the-state-of-mississippi--wins-2022-webaward-for-msgov---the-official-website-of-the-state-of-mississippi.html#.ZCzb03bMJEZ>). Since when was Mississippi a bastion for technology? I want the Secretary of State website to win the 2023 government WebAward. Please support Oregon Corporation Division's budget request for improved technology and automation at Oregon's Corporate Division.

Sincerely,

Collin S. Ferguson