

Service Channeling Guide

Screen Shots

Screen Shot #1

The screenshot shows the Social Security Administration's official website. At the top, there is a navigation bar with the Social Security Administration logo (celebrating 75 years) and the text "SOCIAL SECURITY ONLINE THE OFFICIAL WEBSITE OF THE U.S. SOCIAL SECURITY ADMINISTRATION". To the right, there is a search bar and a "Need Larger Text?" link. Below the navigation bar, there are tabs for "Retirement", "Survivors", "Disability", "Supplemental Security Income (SSI)", and "Medicare".

The main content area is divided into several sections:

- What You Can Do Online:** A list of services including "Check the Status of Your Application", "Business Services Online", "Your Social Security Earnings Statement", "Estimate Your Retirement Benefits", "Already Receiving Benefits", "Forms and Publications", "Report Fraud, Waste or Abuse", "Reducing Improper Payments", "Find a Social Security Office", "Careers with Social Security", "Budget and Performance", "Contact Us", "Login", and "Economic Recovery Act".
- SELECT BELOW TO APPLY FOR!:** A central section with buttons for "Retirement/Medicare", "Disability Benefits", and "Social Security Card".
- Retire Online:** A section featuring a video of Patty Duke with the text "It's so easy!".
- Chubby Checker:** A section featuring a video of Chubby Checker with the text "It's easier than ever to save on your prescription costs".
- Social Security Celebrates 75 Years of Public Service:** A large banner with the text "SHARE YOUR PERSONAL STORIES AND REFLECTIONS!".
- Receive updates by email:** A checkbox and input field for email updates, with social media icons for YouTube, Twitter, and Facebook.
- HAVE A QUESTION? Find An Answer HERE:** A section with a large question mark icon.
- INFORMATION FOR...:** A section with dropdown menus for "Choose Group" and "Choose Site", and a "GO" button.
- OTHER USEFUL LINKS:** A section with a "Webinars" link.
- NEWS:** A section with several news items, including "Social Security Opens New National Hearing Center in St. Louis", "Share Your Personal Stories and Reflections to Help Social Security Celebrate 75 Years of Public Service", "Social Security Proposes Legislation to End Furloughs of Federally Paid State Disability Workers", "Class Notice in American Council of the Blind Court Case", "Settlement in the Martinez Court Case", "Press Releases", "More news...", and "Emergency Office Closings".

At the bottom of the page, there is a footer with links for "Privacy Policy", "Accessibility Policy", "About Us", "Website Policies & Other Important Information", and "Site Map". There are also logos for "OPEN GOVERNMENT", "Benefits.gov", "ELECTRONIC RECORDS EXPRESS", and "MYMONEY.GOV". The date and time are shown as "Thursday Aug 05, 2010 09:38:54 Last updated August 4, 2010 11:28 AM".

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Screen Shot #2

The screenshot shows the Social Security Administration's official website. At the top left is the 75th anniversary logo. The main header features the text "SOCIAL SECURITY ONLINE" and "THE OFFICIAL WEBSITE OF THE U.S. SOCIAL SECURITY ADMINISTRATION". On the right, there are links for "Need Larger Text?", "Español", "Other Languages", and "Contact Us", along with a search bar. A navigation bar below the header contains tabs for "Retirement", "Survivors", "Disability", "Supplemental Security Income (SSI)", and "Medicare".

The main content area is divided into several sections:

- HOW CAN WE HELP YOU TODAY?**: Includes "Get Services" (with a sub-tab "Explore Topics") and "Explore Topics". The "Get Services" list includes: "Get a Social Security card", "Apply for benefits", "Estimate your benefits", "Change your Social Security records", "Get extra help with Medicare prescription drug costs", "Use services for businesses, governments, payees and third parties", and "Check the status of your application". A "MORE SERVICES" button is at the bottom.
- Select Below to Apply for:**: A yellow box containing three buttons: "Retirement/Medicare", "Disability Benefits", and "Social Security Card".
- Retire Online**: A section with the slogan "It's so easy!" featuring a photo of Patty Duke and the text "PATTY DUKE".
- It's easier than ever to save on your prescription costs**: A section featuring a photo of Chubby Checker and the text "CHUBBY CHECKER".
- SOCIAL SECURITY CELEBRATES 75 YEARS Of Public Service**: A large banner with a group photo and the text "SHARE YOUR PERSONAL STORIES AND REFLECTIONS!".
- Financial Responsibility**: Includes links for "Report Fraud, Waste or Abuse", "Reducing Improper Payments", and "Budget and Performance". It also features the "Economic Recovery Act" logo.
- Receive updates by email**: A section with an email icon and social media icons for YouTube, Twitter, and Facebook.
- HAVE A QUESTION? Find An Answer HERE**: A blue box with a large question mark icon.
- Information For...**: A dropdown menu with "-- Choose Group --" and a "GO" button.
- Other Useful Links**: A dropdown menu with "-- Choose Site --" and a "GO" button.
- Webinars**: A section with a computer icon and the word "Webinars".
- News**: A section listing several news items: "Share Your Personal Stories and Reflections to Help Social Security Celebrate 75 Years of Public Service", "Social Security Proposes Legislation to End Furloughs of Federally Paid State Disability Workers", "Isabella Reigns as New Queen of Baby Names - Takes Top Spot on Social Security's Most Popular Baby Names List", "Class Notice in American Council of the Blind Court Case", "Settlement in the Martinez Court Case", "Press Releases", and "Emergency Office Closings".

The footer contains the "OPEN GOVERNMENT" logo, "Benefits.gov", and various policy links: "Privacy Policy", "Accessibility Policy", "About Us", "Website Policies & Other Important Information", "Site Map", "Our Program Rules", "No FEAR", "Budget, Performance & Financial Reports", "ExpectMore.gov", "Regulations.gov", and "FOIA". It also includes the "ELECTRONIC RECORDS EXPRESS" logo, "MYMONEY.GOV", and a copyright notice: "Thursday Aug 05, 2010 09:31:29 Last updated July 30, 2010 11:25 AM". The browser's address bar shows "Internet" and the zoom level is set to "100%".

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Screen Shot #3

The screenshot displays the Social Security Administration's website interface. At the top, the header includes the SSA logo, the text "SOCIAL SECURITY ONLINE" and "THE OFFICIAL WEBSITE OF THE U.S. SOCIAL SECURITY ADMINISTRATION", and a search bar. Below the header is a navigation menu with tabs for Retirement, Survivors, Disability, Supplemental Security Income (SSI), and Medicare. The main content area is divided into several sections:

- HOW CAN WE HELP YOU TODAY?**: Includes "Get Services" and "Explore Topics" with a list of links such as "Social Security numbers and cards", "Benefits", "Appealing a decision", "Helping someone else", "Work and earnings", "Forms and publications", "Your Social Security Statement", and "Careers with Social Security". A "MORE TOPICS" button is also present.
- Select Below to Apply for:**: A central column with buttons for "Retirement/Medicare", "Disability Benefits", and "Social Security Card".
- Retire Online**: A promotional banner for "PATTY DUKE" with the text "It's so easy!".
- Chubby Checker**: A promotional banner with the text "It's easier than ever to save on your prescription costs" and "It's easier than ever to save on your prescription costs - Chubby Checker".
- SOCIAL SECURITY CELEBRATES 75 YEARS Of Public Service**: A large banner with the text "SHARE YOUR PERSONAL STORIES AND REFLECTIONS!".
- HAVE A QUESTION? Find An Answer HERE**: A section with a question mark icon and a "HERE" link.
- Information For...**: A section with dropdown menus for "Choose Group" and "Choose Site", and a "GO" button.
- Other Useful Links**: Includes a "Webinars" link and a list of news items such as "Share Your Personal Stories and Reflections to Help Social Security Celebrate 75 Years of Public Service", "Social Security Proposes Legislation to End Furloughs of Federally Paid State Disability Workers", "Isabella Reigns as New Queen of Baby Names - Takes Top Spot on Social Security's Most Popular Baby Names List", "Class Notice in American Council of the Blind Court Case", "Settlement in the Martinez Court Case", "Press Releases", "More news...", and "Emergency Office Closings".
- Financial Responsibility**: A section with links for "Report Fraud, Waste or Abuse", "Reducing Improper Payments", "Budget and Performance", and "Economic Recovery Act".

At the bottom of the page, there are links for "Receive updates by email" and social media icons for YouTube, Twitter, and Facebook. The footer contains various policy and information links, the "OPEN GOVERNMENT" logo, "Benefits.gov", "ELECTRONIC RECORDS express", and "MYMONEY.GOV". The browser address bar shows "http://www.socialsecurity.gov/prescriptionhelp/" and the page is viewed at 100% zoom.