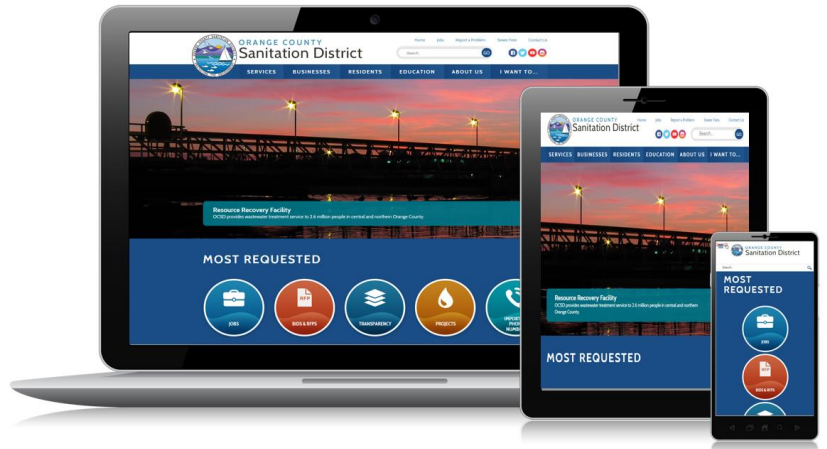
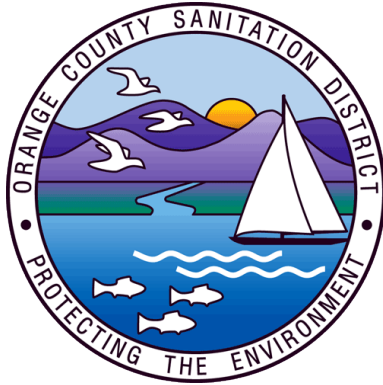


Case Study

Orange County Sanitation District, CA



Overview

Service Area:

2.6 million in Orange County, CA

Launch:

September 2016

URL:

www.ocsd.com

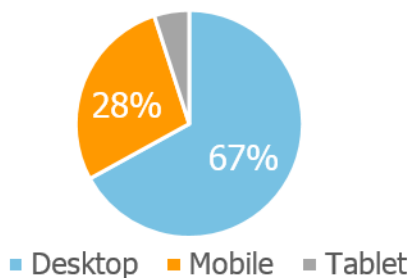
Key Features:

- Clean modern look updates the image of the organization
- Most popular pages are set up as colorful buttons for easy access
- Homepage slideshow showcases District's unique infrastructure
- Mega menus provide multiple paths to guide users
- Mobile-friendly design prepares website for future smartphone growth

Stats

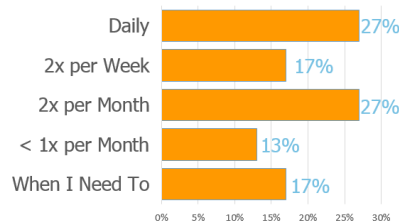
What devices were used?

Nearly 90% of the website users are over the age of 35 and Desktop access remains an important channel.



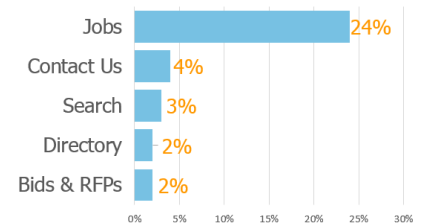
How frequently do users visit?

The Community Survey uncovered that nearly 70% of users visit the website at least monthly.



What are top pages?

Jobs was the most popular website destination by far and represent nearly 1/4 of all visits. Easy access buttons and links were added for all of the most popular pages.



Orange County Sanitation District, CA (cont.)

User Experience Analysis Identified Insights



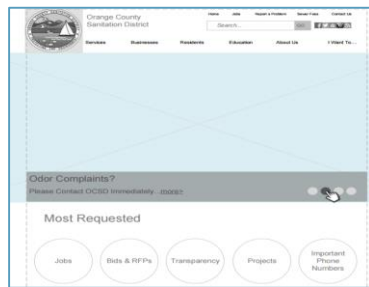
Previous Website

The previous website was a little crowded with activity and the District wanted to improve the user experience with easy-access buttons and links to guide users to the most frequently requested pages.



Heat Mapping

The click map from our Heat Mapping analysis showed that Search, Jobs, Call Us and About Us were the most clicked areas. Much of the other information on the home page was not accessed very often by users which helped drive the overall design considerations for the new website.



Wire Frame

Using input from the Community Survey, Google Analytics and the Heat Mapping, a proposed Wire Frame was created to display the functional elements of the proposed website. The Wire Frame was submitted for final approval from the OCSD team before the website design was developed.

- 1 Most requested pages appear as large buttons at the bottom of the Homepage to guide users to the most frequently requested information.
- 2 Homepage slideshow rotates through images that showcase some of the unique infrastructure maintained by the District.
- 3 Key links appear on every page in the header and direct users to frequently requested pages including Jobs, Report a Problem, Sewer Fees, Contact Us and social media links.
- 4 As users scroll down the page, the News and Meetings & Event section are presented in a visually appealing way.

