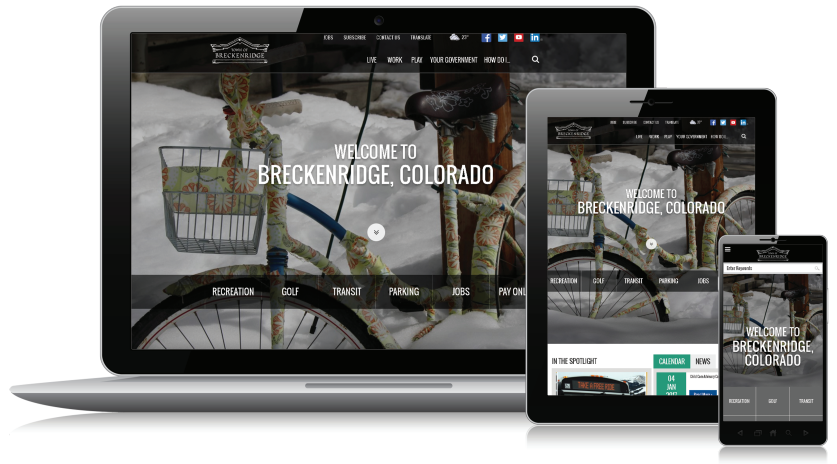


User Experience Analysis

Town of Breckenridge, CO



Overview

Population

3,500

Launch:

August 2016

URL:

www.townofbreckenridge.com

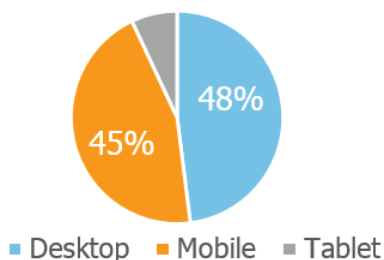
Key Features:

- Homepage slideshow showcases full screen images of local landmarks
- Large buttons let users quickly get to the most-requested pages
- Mobile-friendly view
- Spotlight, Meetings & Events and News appear when scrolling
- Prominent search bar is available for users who prefer to use search
- Transit and Recreation buttons link out to subsites with a different look

Stats

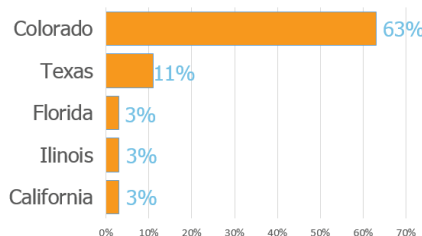
What devices were used?

Mobile use at 45% of visits is above average, so the Town wanted a website that looked good across all types of devices.



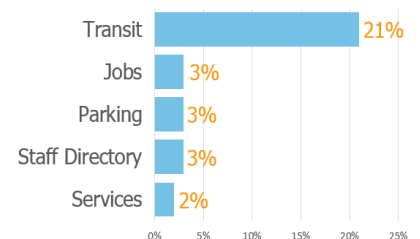
Why do users visit?

Being a recreation destination that pulls visitors from all over, only 47% of residents are from the Town. Another 16% of visitors are from Denver or Boulder area, and 11% are from Texas.



What are the top pages?

Using Google Analytics, the top most visited pages were Transit, Jobs, Parking, Staff Directory and Services – accounting for more than 32% of all traffic.



UX Identified Insights

Town of Breckenridge, CO



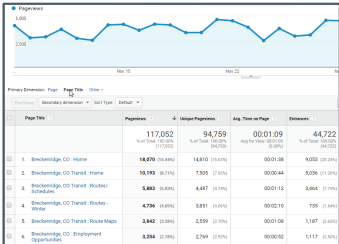
Previous Website

The previous website was dated and crowded with links, news and events. The Latest News and Events in the center of the page were not clicked very often either. In addition, the site did not showcase the beauty and range of activities available in Breckenridge.



Heat Mapping

The heat map from our Heat Mapping analysis showed that Search, Employment and the top menu bar received the most activity. Many users were also having to click into the Department pages to find what they wanted. Incorporating the click and heat map information with the website analytics enabled the team to make sure that the final design matched user needs.



Website Analytics

Website analytics showed that the most popular pages were Transit, Jobs, Parking, Staff Directory and Services. All of these pages have prominent buttons and/or links on the Homepage to facilitate quick access for users.

1

Clean design allows for full screen images and buttons at bottom matching the most requested pages on the site.

2

The Header provides links to other top pages, a quick weather overview and links to the social media accounts.

3

Clicking on the magnifying glass opens up a large search bar which provides an easy way for users to find what they are seeking.

4

Clicking on the scroll icon lets users see the Spotlight, Calendar and News areas located lower on the homepage.

