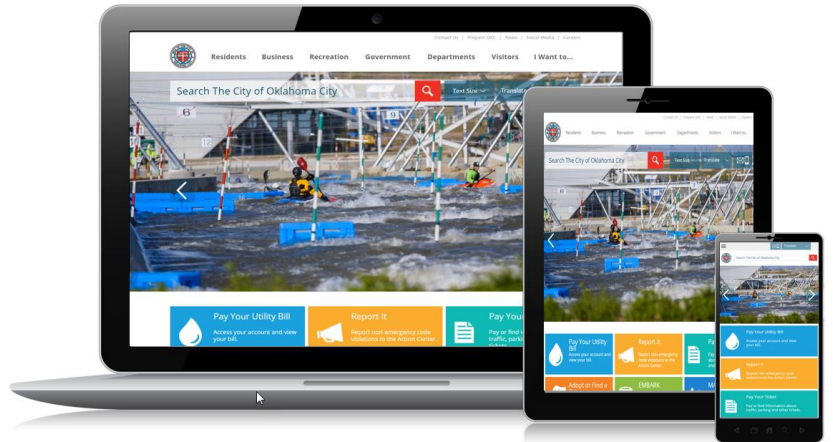# Case Study

Oklahoma City, OK

Overview

Population:
1,360,000

Launch:
May 2016

URL:
www.okc.gov

Key Features:
- Clean minimal modern design with flat colors
- Prominent search bar is available on homepage and interior pages
- Homepage slideshow showcases local landmarks
- Most popular pages are set up as colorful buttons for easy access
- Mega menus provide multiple paths to what users are seeking
- Customized header titles appear on interior pages

Stats

What devices were used?

Mobile traffic exceeds desktop visits, so having an accessible website was a key priority for Oklahoma City. The large buttons at the bottom of the desktop version appear as easy-to-click buttons in mobile.


Desktop 46% ■ Mobile 47% ■ Tablet
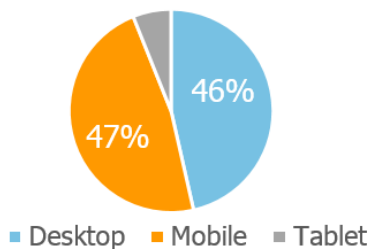
Why do users visit?

In the community survey, we asked users to list their top reasons for visiting the OKC website. Using this input along with Google Analytics, heat mapping and focus groups helped OKC match their design with user needs.

Phone Numbers Gov OKC Resources Look What's Happening City Council Bill Payment Job Design Agendas Zoning Pay Departments Check Bulky Waste Action Center Information to Citizens Code Employee Big Trash Police Services Going

What are top pages?

Using Google Analytics, the top most visited pages were Animal Welfare/Adoptions, Utilities, Customer Service, Search and Services – accounting for more than 29% of all traffic.

Page	Percent
Animal Welfare	12%
Utilities	7%
Customer Service	5%
Search	3%
Services	2%
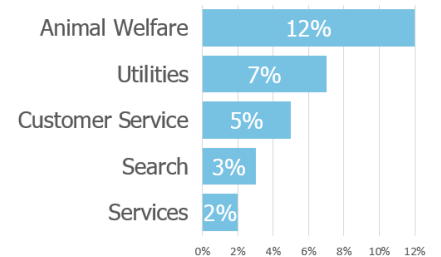
Oklahoma City, OK (cont.)

### User Experience Analysis Identified Insights

Previous Website

The previous website was dated and crowded with links, news and events. The News video in the center of the page was not clicked very often. The images in the header were too small to provide a sense of the community. Overall, the website was not meeting citizen needs.

Heat Mapping

The click map from our Heat Mapping analysis showed that Search, City Departments, Jobs and Animal Adoptions were the most clicked areas of the website. Many of the links on the old site were rarely clicked and the real estate in the center and right of the screen was "wasted".
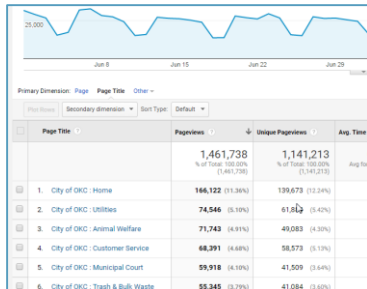
Website Analytics

Website analytics showed that the most popular pages were Utilities, Animal Welfare/Adoptions, Customer Service, Municipal Court and Trash/Waste.

① **Prominent search bar makes it easy for users who prefer searching to find what they are seeking.**

② **Homepage slideshow rotates through images that showcase the community and can be easily updated.**

③ **Key links appear on every page in the header and direct users to Contact Us, Prepare OKC for disaster preparedness tips, News, Social Media and Careers.**

④ **Bright colorful buttons to the most frequently requested pages. Buttons include title and helpful text to make sure users know where they are going.**