VISION™

User Experience Analysis

Calcasieu Parish Police Jury, LA

Overview

Population
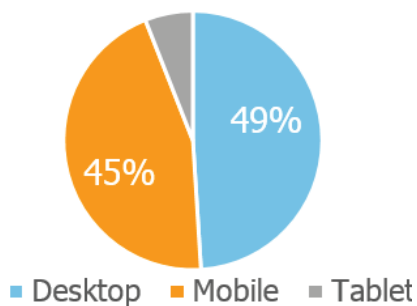195,000

Launch:
September 2016

URL:
www.cppj.net

Key Features:
- Mobile-friendly design was a critical requirement
- Customized app-like homepage was created for smartphone viewing
- Homepage slideshow showcases local landmarks
- Popular web services are set up as buttons for easy access
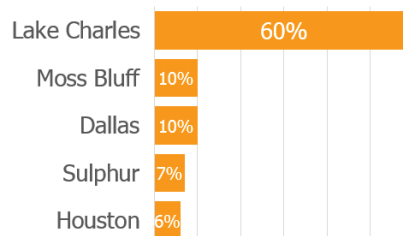- Multiple paths to key web services meet needs to different user types

Stats

What were the top pages?

Using Google Analytics, the top most visited pages were Jobs, GIS, Animal Services, Contact Us and Permits & Forms – accounting for more than 26% of all traffic.
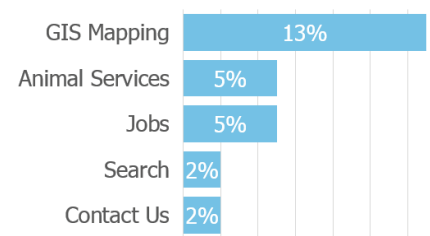
Where were visitors from?

More than 68% of the traffic comes from the local area, but 16% comes from the metro areas of Houston and Dallas in Texas which emphasizes the importance of the Visitors menu item.

What devices were used?

More than 45% of the visits to the Parish website came from mobile devices, so an app-like homepage was developed for viewing on a smartphone.

Device pie chart:
- 49% — Desktop
- 45% — Mobile
- Tablet

Where were visitors from (bar chart):
- Lake Charles: 60%
- Moss Bluff: 10%
- Dallas: 10%
- Sulphur: 7%
- Houston: 6%

What devices were used (bar chart):
- GIS Mapping: 13%
- Animal Services: 5%
- Jobs: 5%
- Search: 2%
- Contact Us: 2%

UX Identified Insights
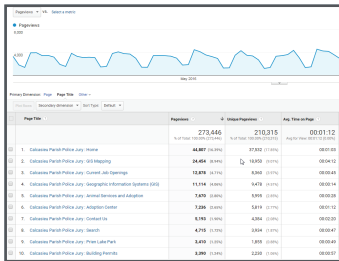
Calcasieu Parish Police Jury, LA

Previous Website

The previous website was nearly 8 years old and no longer served the needs of the city's increasingly mobile users. The homepage was dated and crowded with links, news, and events and the colors of the page had not been updated to reflect the Parish's new brand.

Heat Mapping

The click map from the Heat Mapping analysis showed that GIS Mapping, Jobs, Search and Contact Us received the most activity. Additionally, it uncovered many users had 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

Though staff initially planned to showcase agendas, minutes and the local government channel, website analytics revealed that the most popular pages accessed by residents were actually GIS Mapping, Jobs, Animal Services and Adoption, Contact Us, Search and Building Permits. All of these pages have prominent buttons and/or links on the Homepage.

1 Based on the website analytics of the top requested pages, quick access buttons were created from the most popular pages.

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

3 Links to Jobs, Permits and Contact Us were added to the Header above the Search Bar which give visitors an alternative way to access popular content.

4 As users scroll down the Homepage, a listing of the most recent News and upcoming Meetings & Events are easily accessible.