fall in L O V E with

UX

A user experience (UX) driven approach to website development requires shifting discussions about the website's key content and layout away from the perspective of internal staff and focusing on the perspective of your residents.

Show your residents some UX love. Use this checklist to help develop the framework of your website to better serve their needs.

L isten

- ☐ Survey your residents to find out what's important to them
- ☐ Study your website analytics to understand use

O rganize

- ☐ Think like a resident when structuring navigation
- ☐ Use content strategy to make information easy to find, use and understand

V alidate

- ☐ Record statistics to capture website use
- ☐ Ask residents to complete specific tasks and record their feedback

E volve

- ☐ Set an on-going schedule for website evaluation and adjustment
- ☐ Continually refine your strategy based on data