

creating what's next

New UX Process Overview



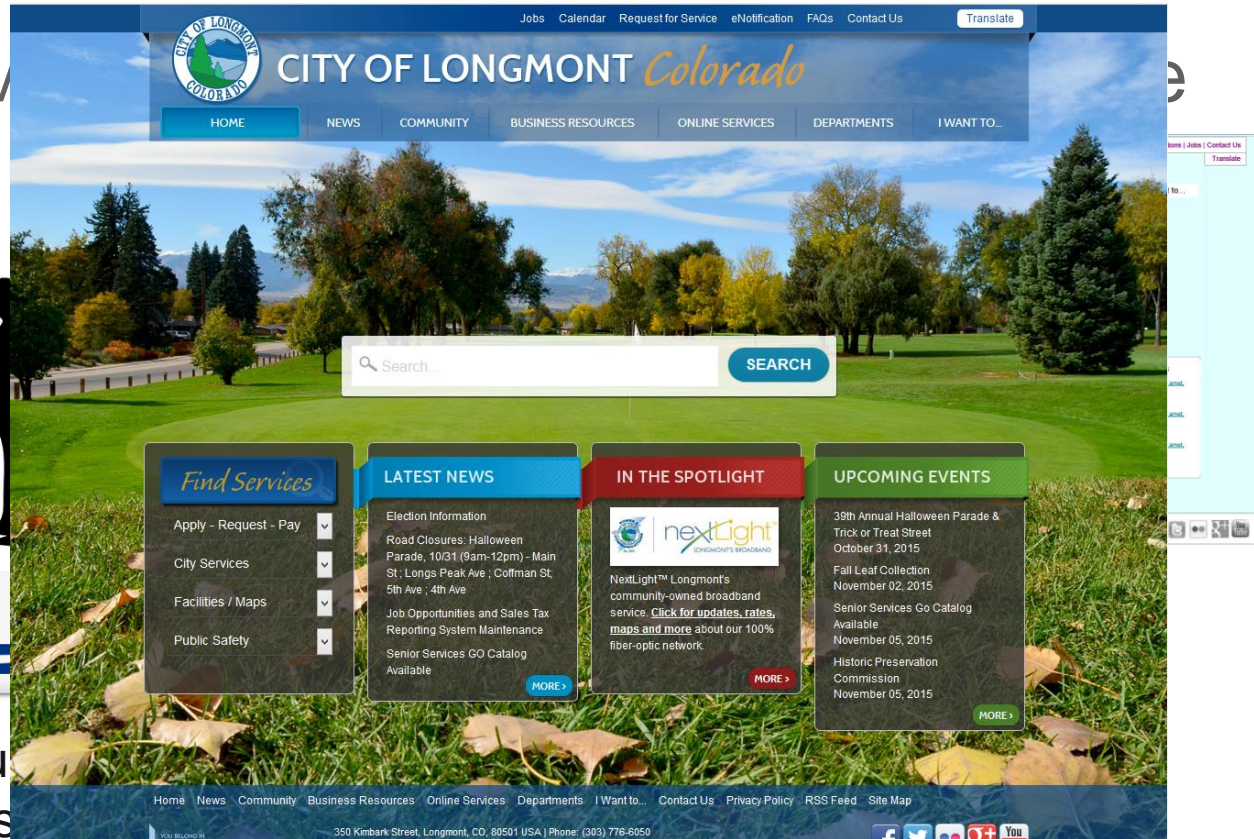
Innovators of
Online Government

New Process, YAY, but, what was the old Consulting Process?

➤ Project M



- Planning Support
- Graphic Design



Jobs Calendar Request for Service eNotification FAQs Contact Us Translate

CITY OF LONGMONT *Colorado*

HOME NEWS COMMUNITY BUSINESS RESOURCES ONLINE SERVICES DEPARTMENTS I WANT TO...

Search SEARCH

Find Services

- Apply - Request - Pay
- City Services
- Facilities / Maps
- Public Safety

LATEST NEWS

- Election Information
- Road Closures: Halloween Parade, 10/31 (9am-12pm) - Main St, Longs Peak Ave, Colfman St, 5th Ave, 4th Ave
- Job Opportunities and Sales Tax Reporting System Maintenance
- Senior Services GO Catalog Available

IN THE SPOTLIGHT

NextLight™ Longmont's community-owned broadband service. [Click for updates, rates, maps and more](#) about our 100% fiber-optic network.

UPCOMING EVENTS

- 39th Annual Halloween Parade & Trick or Treat Street October 31, 2015
- Fall Leaf Collection November 02, 2015
- Senior Services Go Catalog Available November 05, 2015
- Historic Preservation Commission November 05, 2015

Home News Community Business Resources Online Services Departments I Want to... Contact Us Privacy Policy RSS Feed Site Map

350 Kimbark Street, Longmont, CO, 80501 USA | Phone: (303) 776-6050

Where does our Experience come from?

- › 20 Years of Serving Municipalities
- › Over 600 Websites Developed

Old Process – Was it really wrong?

- › Nope, it worked GREAT for over 19 years!
- › BUT...

Everything Changes...

BOOM – NAILED IT!



A little bit of History...

- › 1900 – Age of Manufacturing
- › 1960 – Age of Distribution
- › 1990 – Age of (Digital) Information
- › **2010 – Age of the Customer**

Vision CMS is Constantly Evolving




- With our SaaS Platform, Vision releases enhancements and fixes every month...

It's all about having Happy Customers!

Who are our customers?

- Municipalities – Stakeholders & Content Editors
- Everyone who uses the websites we produce

Are we Taking into Consideration all of our Customers?

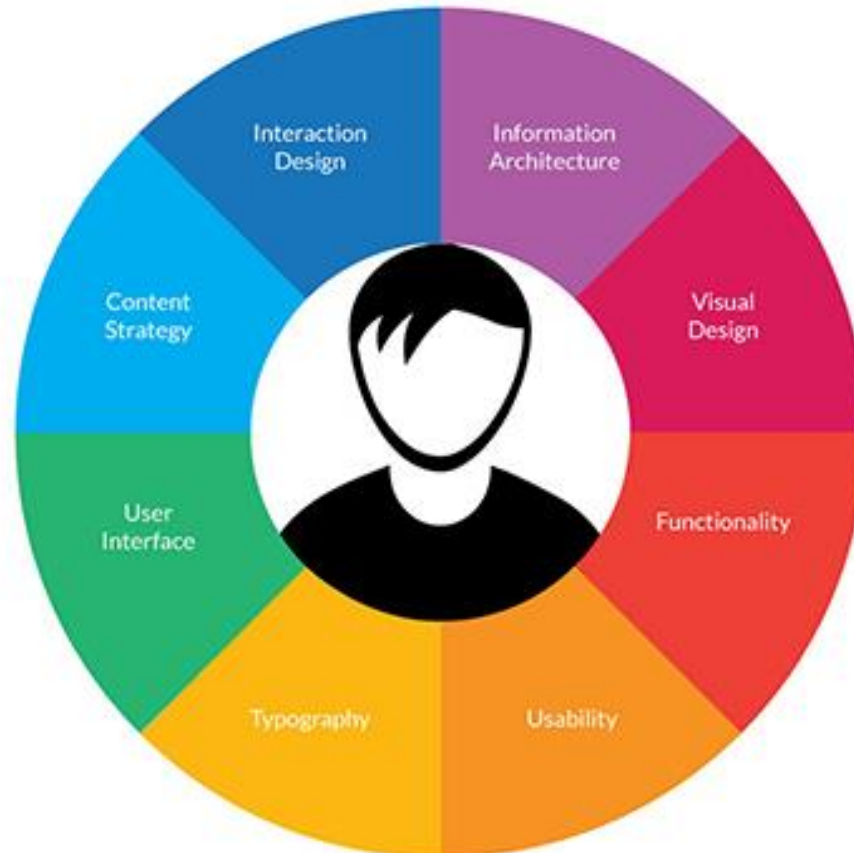
- › Satisfy Business Rules 
- › Satisfy Website Editor's Needs 
- › Satisfy Public Visitors 

BPUB - 2013

- Vision was engaged to provide Website Redesign Services for Brownsville PUB
- BPUB assembled two focus groups
- Clear disconnection between stakeholder group and focus groups
- More research needed?

What is User Experience (UX)?

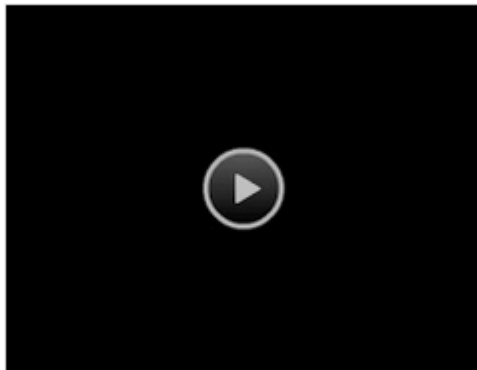
- It's a very BROAD concept



The Promise of UX

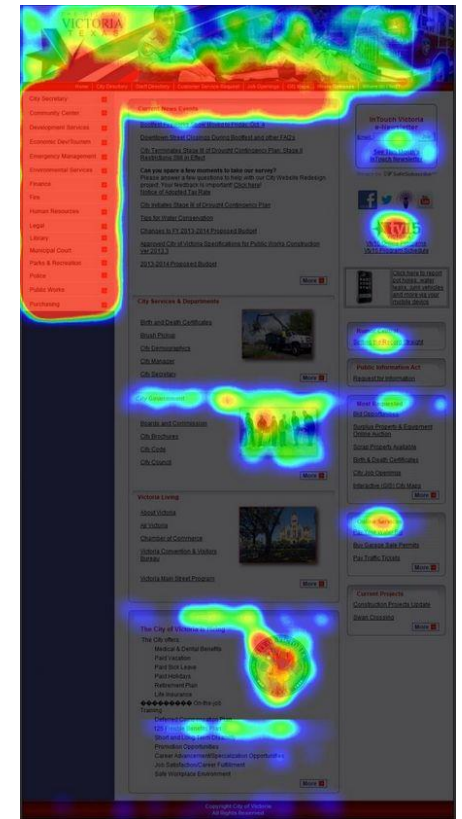
- › Useful
- › Usable
- › Desirable

Let's Do More Research!



ement with each statement be circling a number

Strongly Agree		Neither Agree Nor Disagree		Strongly Disagree
5	4	3	2	1
5	4	3	2	1
5		3	2	1



Why do We Need a New Process?

We need to know the story in order to tell the story

Quantitative Research

- › Analytics
- › Heat-maps

Qualitative Research

- › Surveys
- › User Testing
- › Focus Groups

WHAT?

WHY?

Mission of the New Process

- Provide a great Experience for our User Base
- Help Municipalities Make Data-driven decisions
- Provide Actionable Insights
- Build Trust by Educating our Clients
- Justify our Models with Data

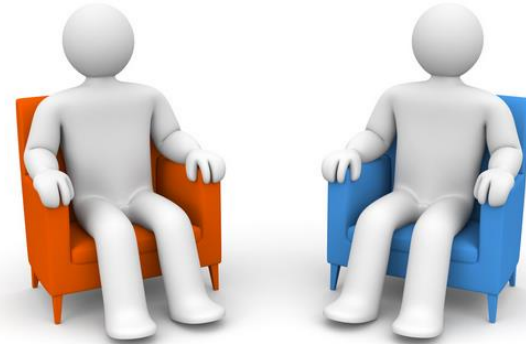
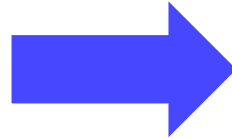
Okay, so what is the NEW process?



**Graphic
Design**



**Project
Management**



UX

#1 Vision Collects Data for 3 Weeks



#2 Vision Develops Study

- **Basic Study** (all projects include this study as of September '15)
 - Analytics
 - Stakeholder Survey
 - Heat-maps

#2 Vision Develops Study

- Advanced Study
 - In-depth Analytics
 - Stakeholder Survey
 - Community Survey
 - Heat-maps
 - User Testing
 - Deliver Usability Report

#3 Vision Identifies Tasks, Areas of Attention & Business Rules

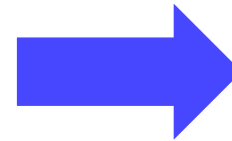
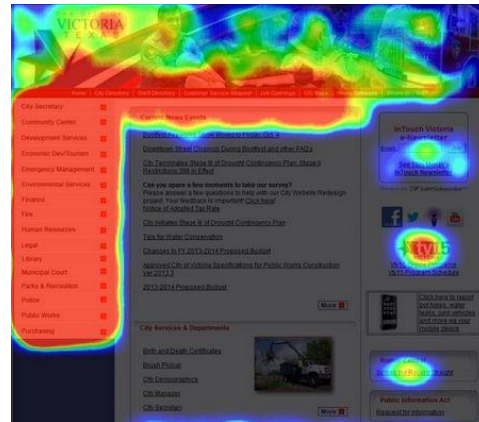
- Build Information Architecture based on Study Discoveries

#4 Vision Meets with the Client

Study discoveries are presented during this meeting, its purpose is to create the IA as well as to discuss Graphic Design

City of Corona, CA – case study

➤ Vision Presented the Advanced UX Package



Online Community Survey

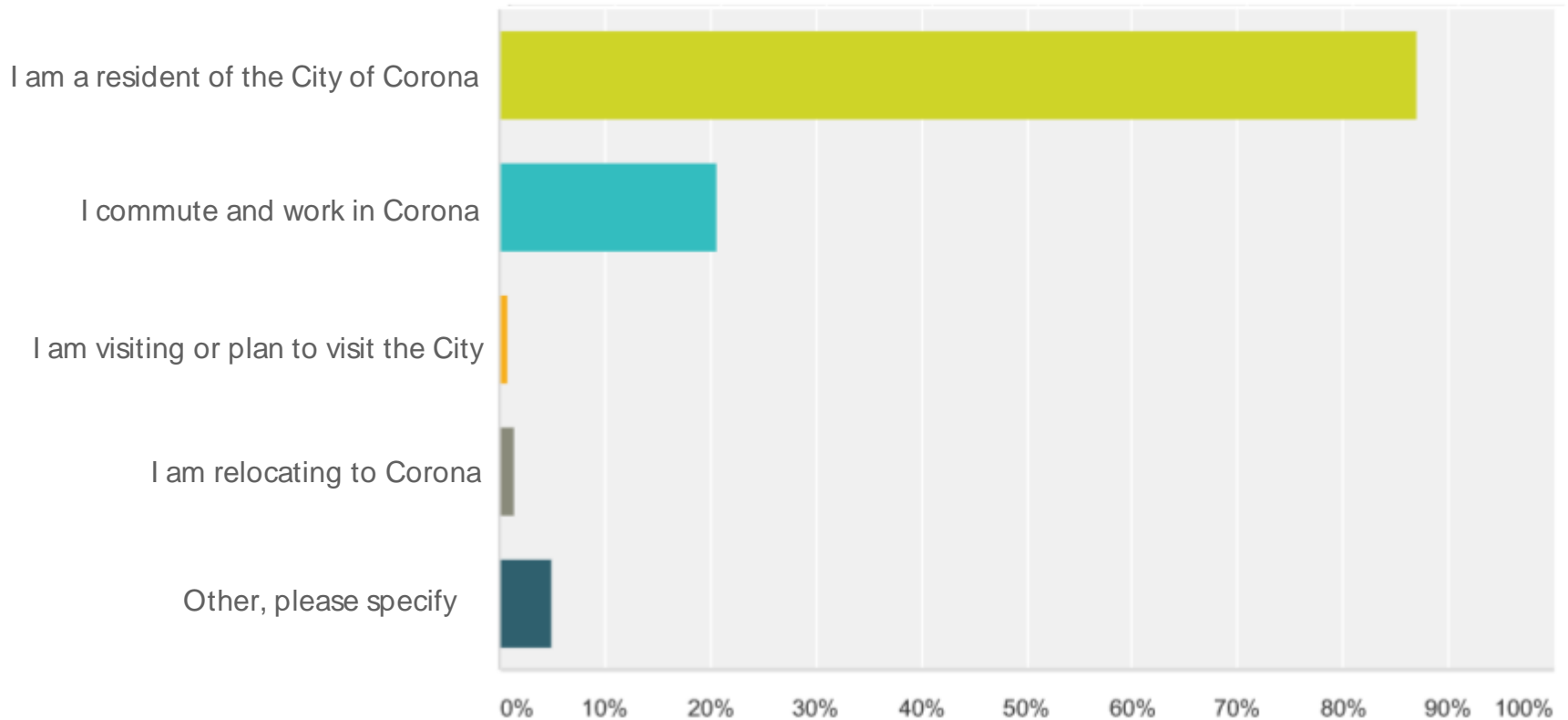
- › Open from Jul 24 to Aug 10
- › Statistical Significance
 - › Minimum Confidence Level: 95%
 - › City Population: 159,000
 - › Confidence Interval: 5
 - › Sample Size Needed: 383

Total Number of Responses: 384

Confidence Interval: 5

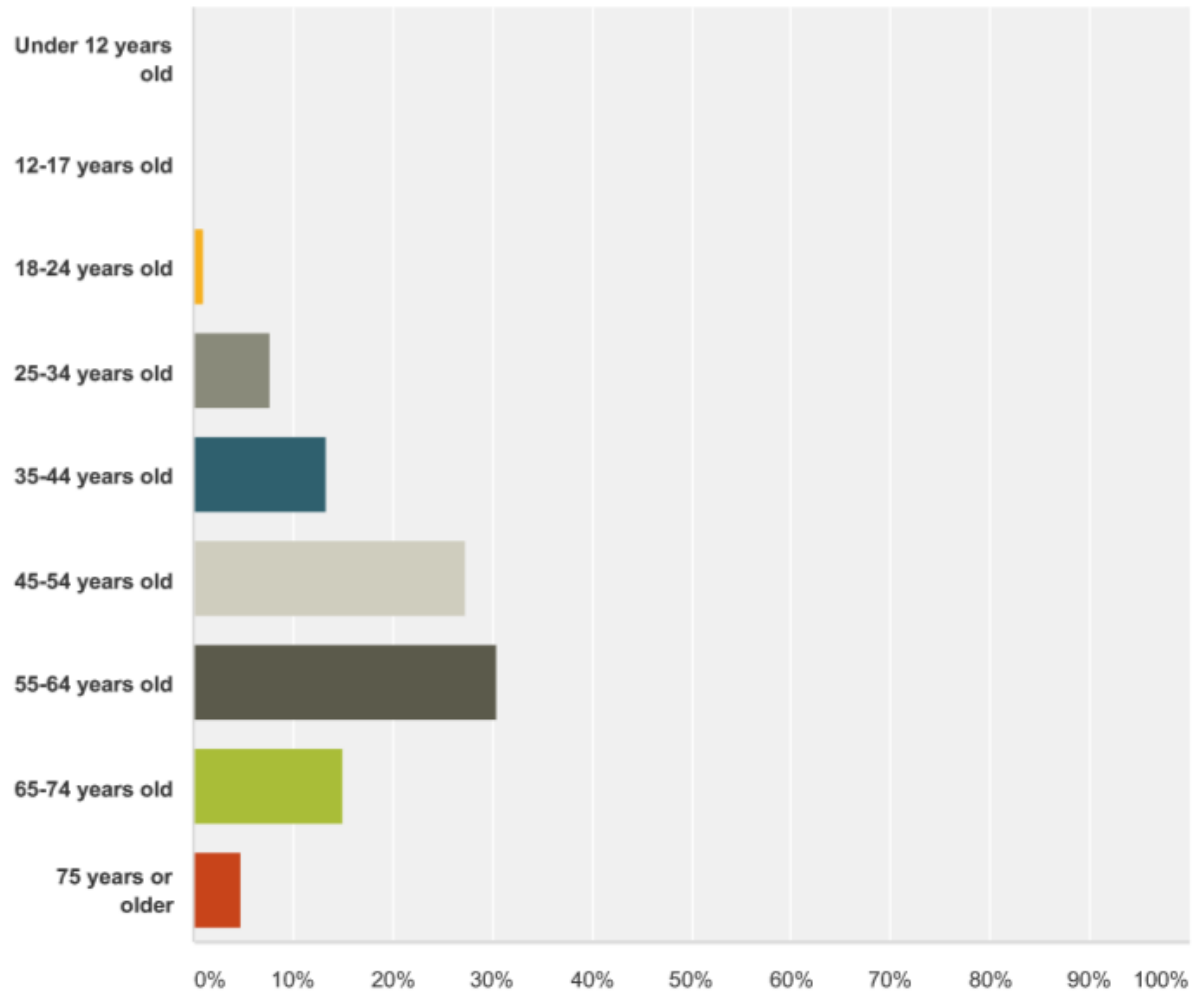
Online Community Survey

Q1 Select all that describe you



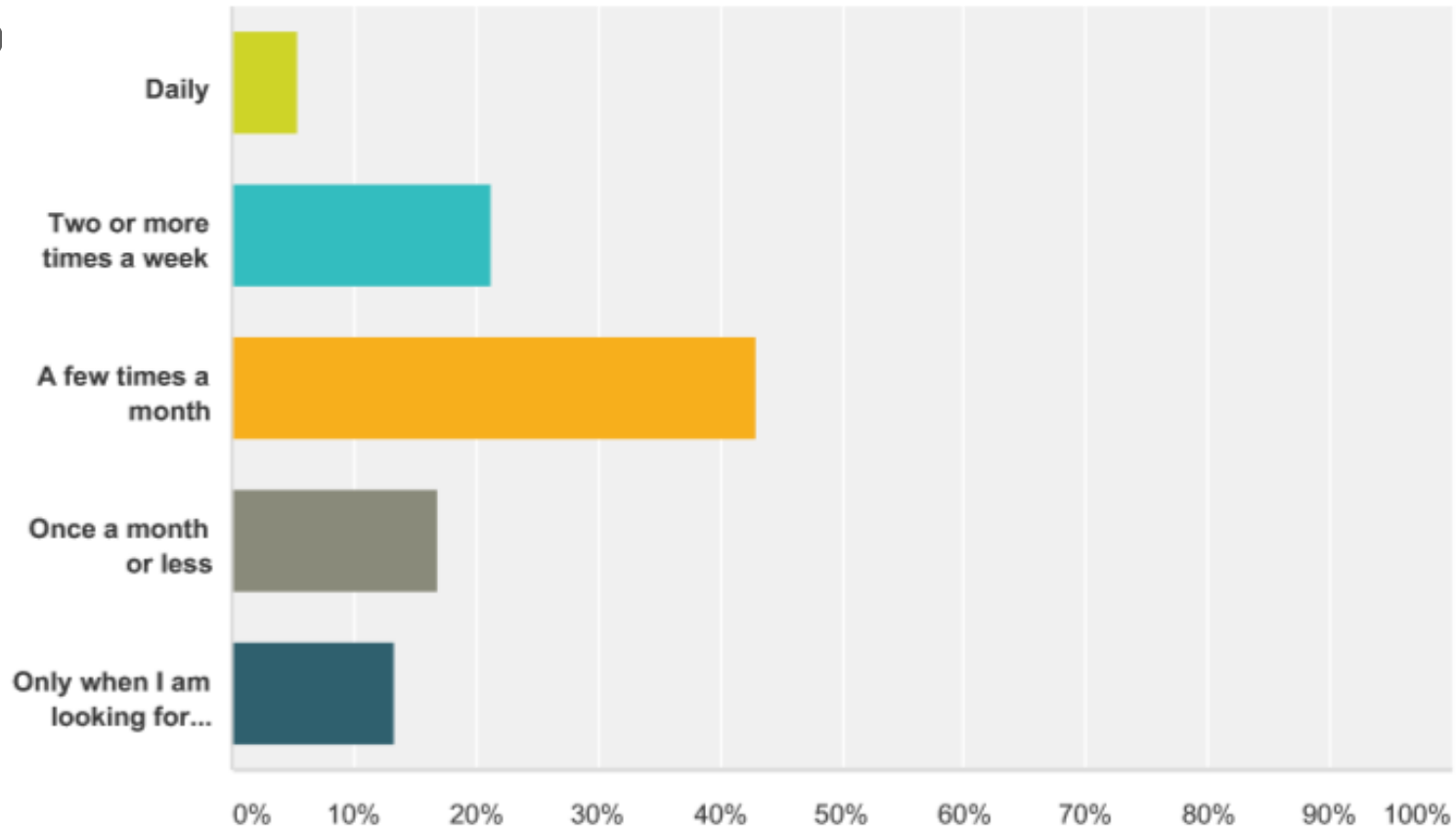
Online Community Survey

What is
your age?



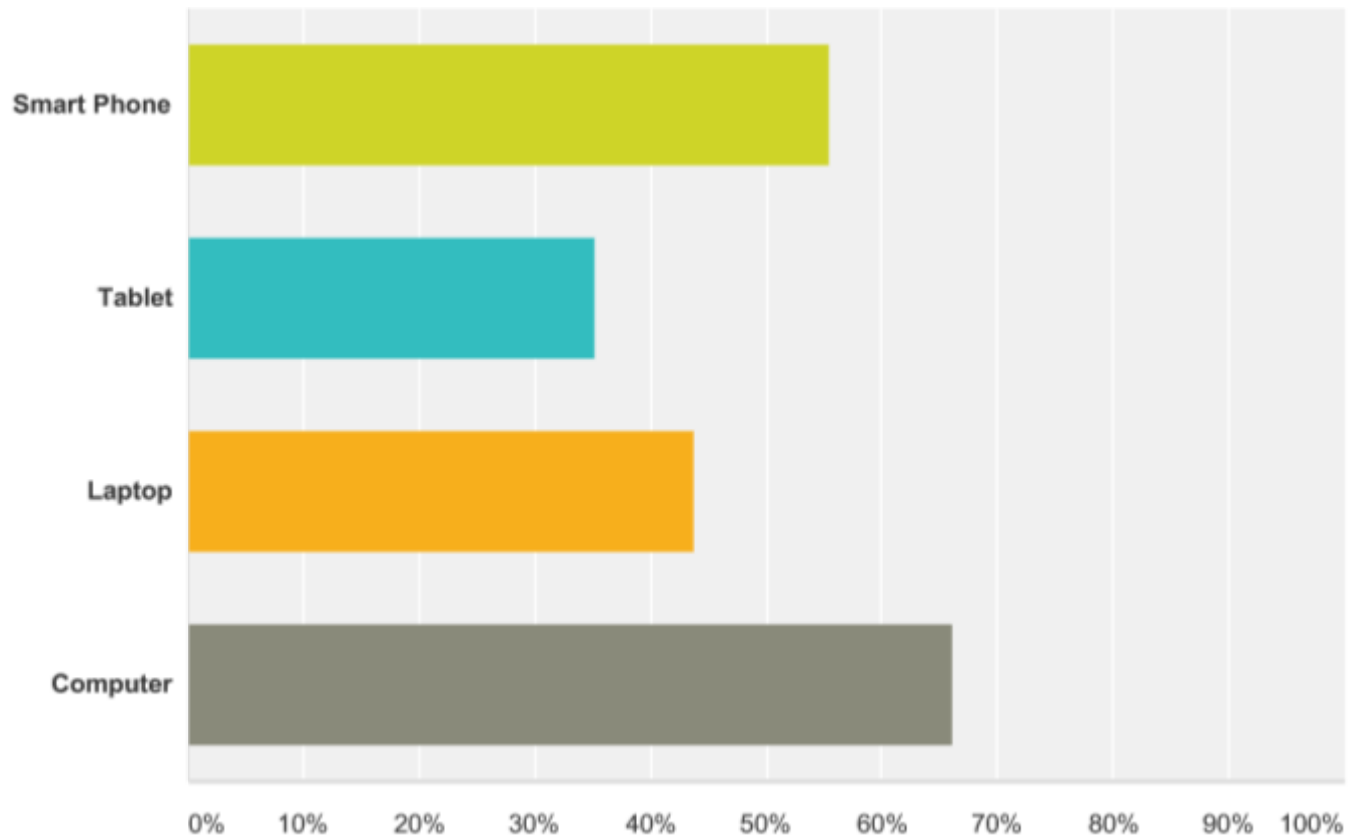
Online Community Survey

How often do you visit the City's website?



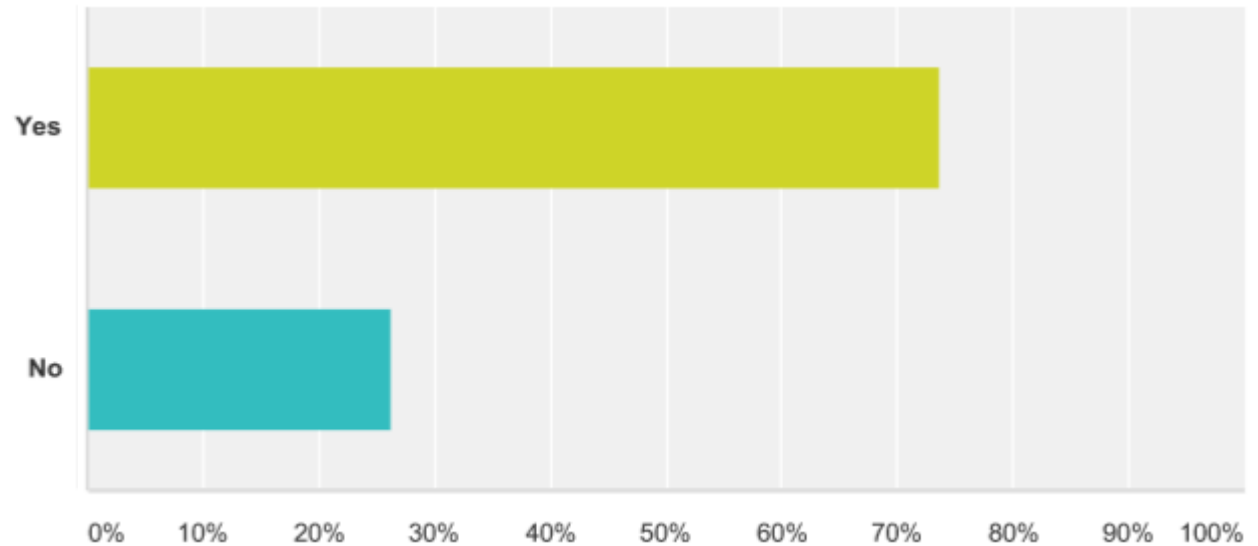
Online Community Survey

Devices used
to visit the
website



Online Community Survey

Was it easy to find
the information
you were looking
for?



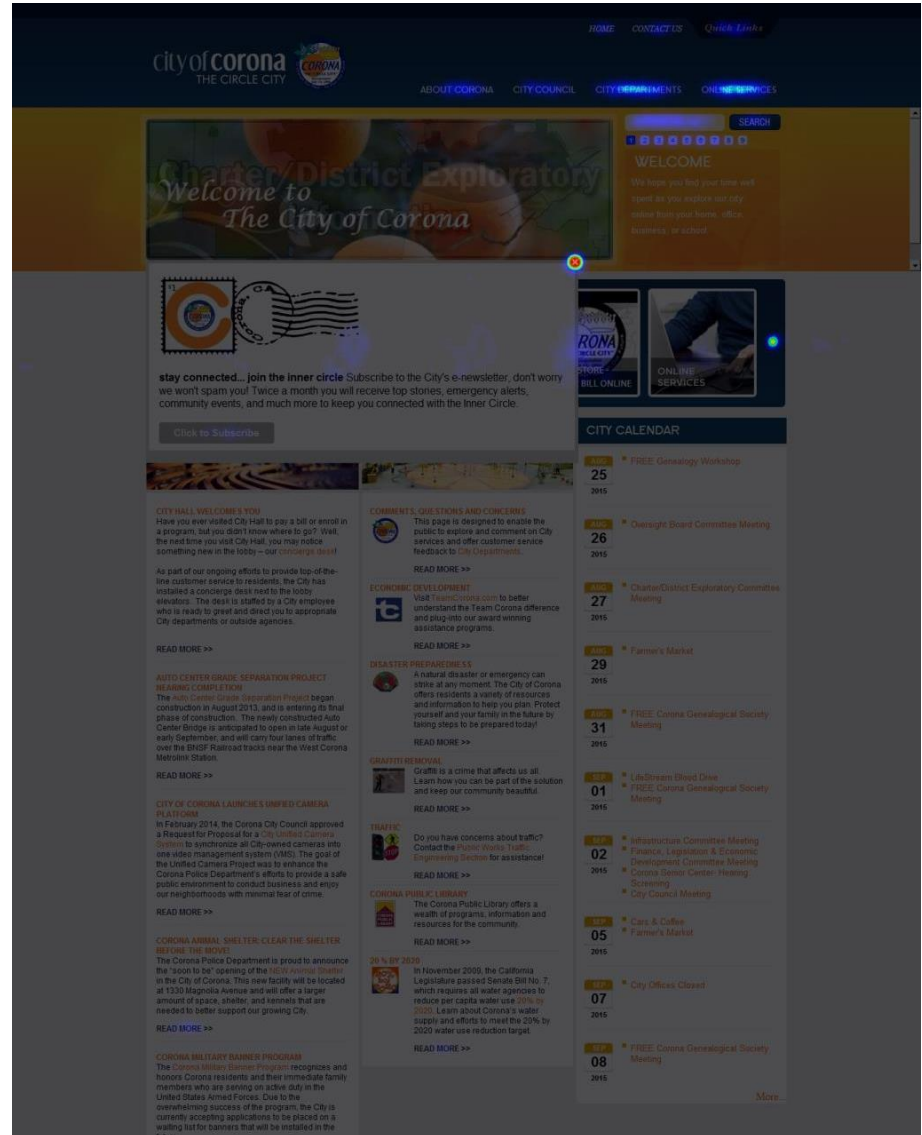
Most requested pages

- Home
- Job Opportunities
- City Departments
- Online Services
- Police Department
- Contact Us
- Adoptable Animals
- Human Resources
- Police Department Press Releases
- About Us

Hover Heat-map



Clicks Heat-map



The screenshot shows the City of Corona website with a red dot on the 'Click to Subscribe' button. The website layout includes a header with navigation links (HOME, CONTACTS, CHINA LINKS, ABOUT CORONA, CITY COUNCIL, CITY DEPARTMENTS, ONLINE SERVICES), a main banner for 'New District Expiatory' with a 'WELCOME' message, and a 'stay connected... join the inner circle' section. Below this are several news articles with 'READ MORE >>' links, and a 'CITY CALENDAR' on the right side listing various meetings and events.

stay connected... join the inner circle Subscribe to the City's e-newsletter, don't worry we won't spam you! Twice a month you will receive top stories, emergency alerts, community events, and much more to keep you connected with the Inner Circle

[Click to Subscribe](#)

CITY CALENDAR

- 25 2015 **FREE Genealogy Workshop**
- 26 2015 **Oversight Board Committee Meeting**
- 27 2015 **Chairman/Deputy Expiatory Committee Meeting**
- 29 2015 **Farmer's Market**
- 31 2015 **FREE Corona Genealogical Society Meeting**
- 01 2015 **LidStream Blood Drive**
FREE Corona Genealogical Society Meeting
- 02 2015 **Infrastructure Committee Meeting**
Finance, Legislative & Economic Development Committee Meeting
Corona Center Garden Meeting
City Council Meeting
- 05 2015 **Cars & Coffee**
Farmer's Market
- 07 2015 **City Offices Closed**
- 08 2015 **FREE Corona Genealogical Society Meeting**

User Testing

User Testing is a technique used in user-centered interaction design to evaluate a product by testing it on users



User Testing



City Of Corona - Home

discovercorona.com

Step 1 of 5 | 00:29 | Next

1 Find a place where you can contact any City Council member, including the Mayor

HOME CONTACT US Quick Links

cityofcorona THE CIRCLE CITY

ABOUT CORONA CITY COUNCIL CITY DEPARTMENTS ONLINE SERVICES

SEARCH

1 2 3 4 5 6 7 8

WELCOME

We hope you find your time well spent as you explore our city online from your home, office, business, or school.

CITY COUNCIL

CITY DEPARTMENTS

VOLUNTEER OPPORTUNITIES

CORONA STORE - PAY YOUR BILL ONLINE

ONLINE SERVICES

IN THE NEWS

SPOTLIGHT

CITY CALENDAR

AUG 29 2015

Farmer's Market

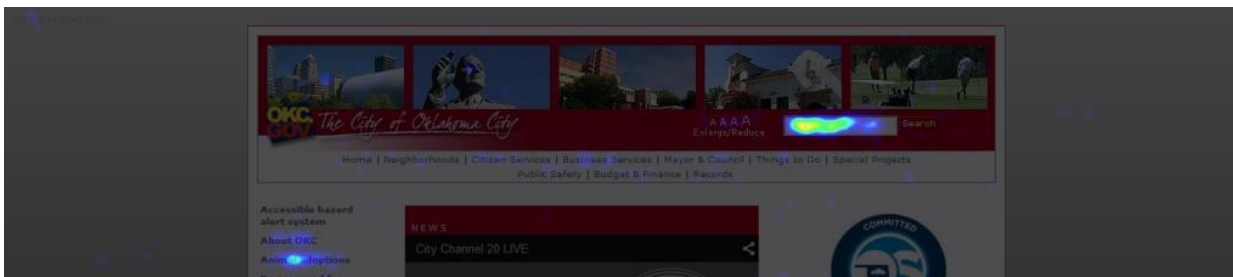
CITY HALL WELCOMES YOU

COMMENTS, QUESTIONS AND CONCERNS

Five Things we Have Learned from the new UX Process

#1 Search Field

- This is the most used tool on any website – period!



#2 Age Groups

- Over 60% of Government Website Visitors Belong in Two Consecutive Age Groups

45 - 54

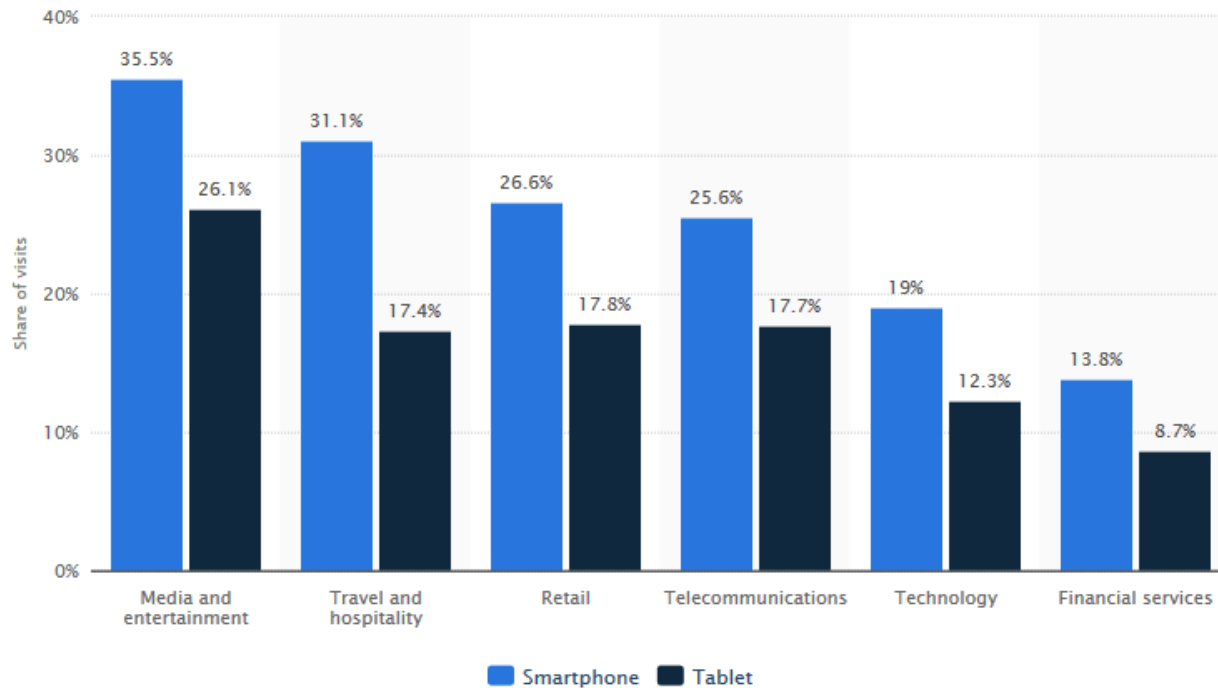
54 - 65



#3 Everybody is Looking for a Government Job!

- In over 20 websites that have been analyzed, “Jobs” is at least the Top 3 Most Visited Page!

#4 Mobile is Trendy & Average



- 35% of total visits originate from mobile devices
- Over 90% of web pages are served to phones
- Around 7% of web pages are served to tablets

#5 Clients LOVE our Revamped Process!

**Yay – we are
awesome!**

“The website design process was much smoother than I could have predicted. Design for our committee can be complex. The justification that went into the “why” before we talked about the “what” made the case. The analytics, heat maps, research etc. made it easy to “prove the what” - the designs.”

Ashley Downton
Communications Specialist
City of Rancho Cordova, CA

Vision is Innovation!

- We want to create better websites, but – What is a better website?

What else are we Currently Offering?

- Focus Groups
- A/B Testing

What's Next?

- Eye Tracking
- Testing During Design Phase
- Moderated Usability Studies
- Biometrics Tests

- We need a User Testing Lab!

QUESTIONS?