creating what's next

New UX Process Overview

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

- Project M

- Planning Su
- Graphic Des

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!

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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?

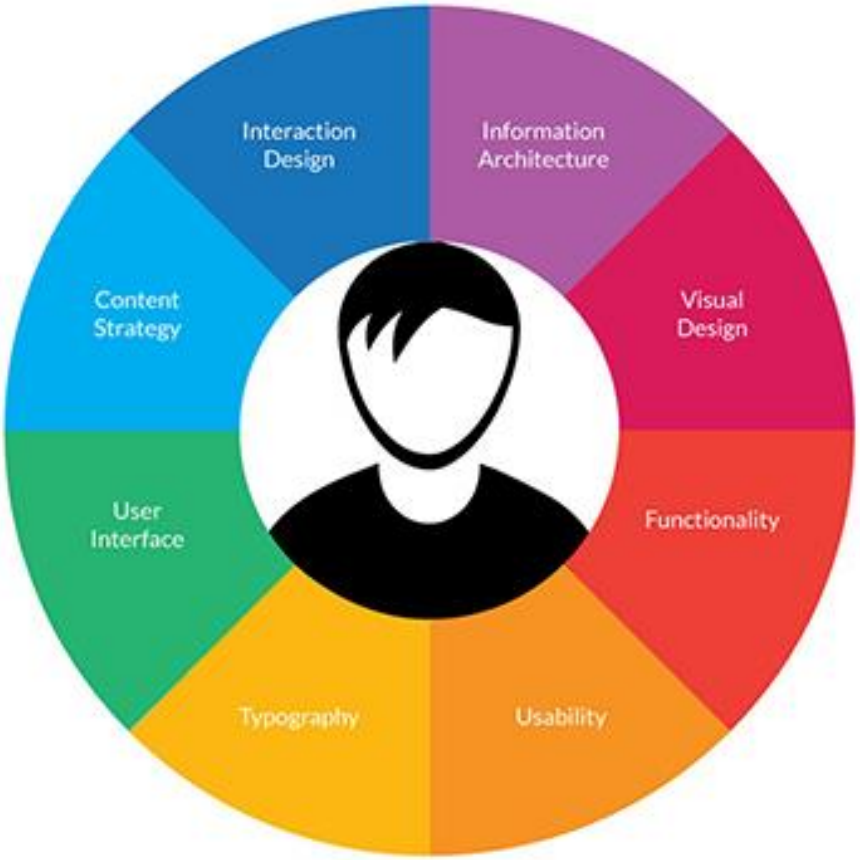
- Satisfy Business Rules
- Satisfy Website Editor's Needs
- Satisfy Public Visitors

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)?

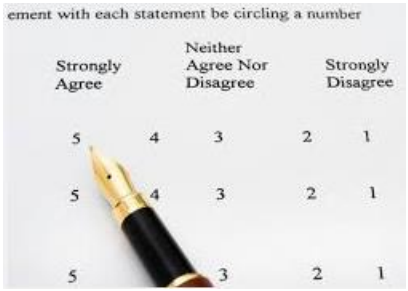
- It's a very BROAD concept



The Promise of UX

- Useful
- Usable
- Desirable

Let's Do More Research!



Why do We Need a New Process?

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

Quantitative Research

- Analytics
- Heat-maps

WHAT?

Qualitative Research

- Surveys
- User Testing
- Focus Groups

WHY?

Mission of the New Process

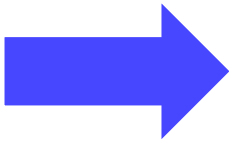
- Provide a great Experience for our User Base
- Help Municipalities Make Data-driven decisions
- Provide Actionable Insights
- Build Trust by Educating our Clients
- Justify our Models with Data

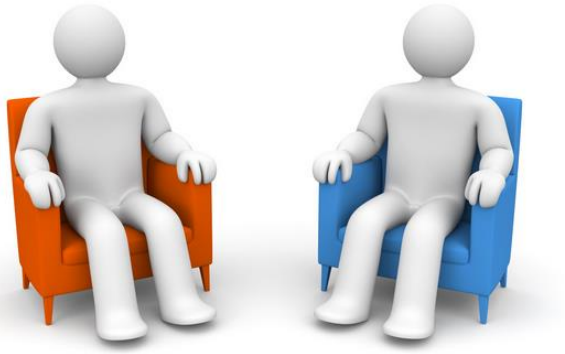
Okay, so what is the NEW process?

Graphic Design

Project Management

UX

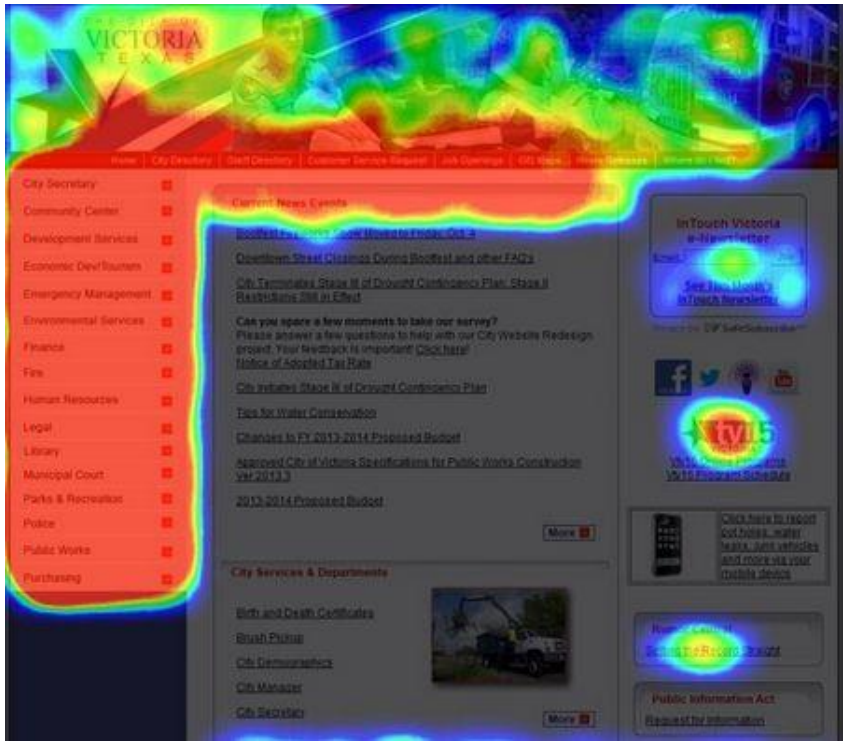




#1 Vision Collects Data for 3 Weeks

Google Analytics

SurveyMonkey



#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

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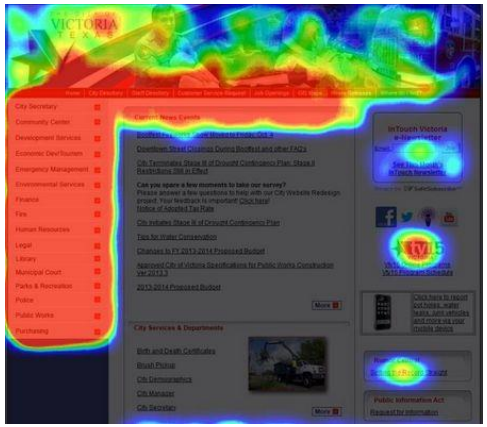
City of Corona, CA – case study

- Vision Presented the Advanced UX Package

Google Analytics

SurveyMonkey



UserTesting®

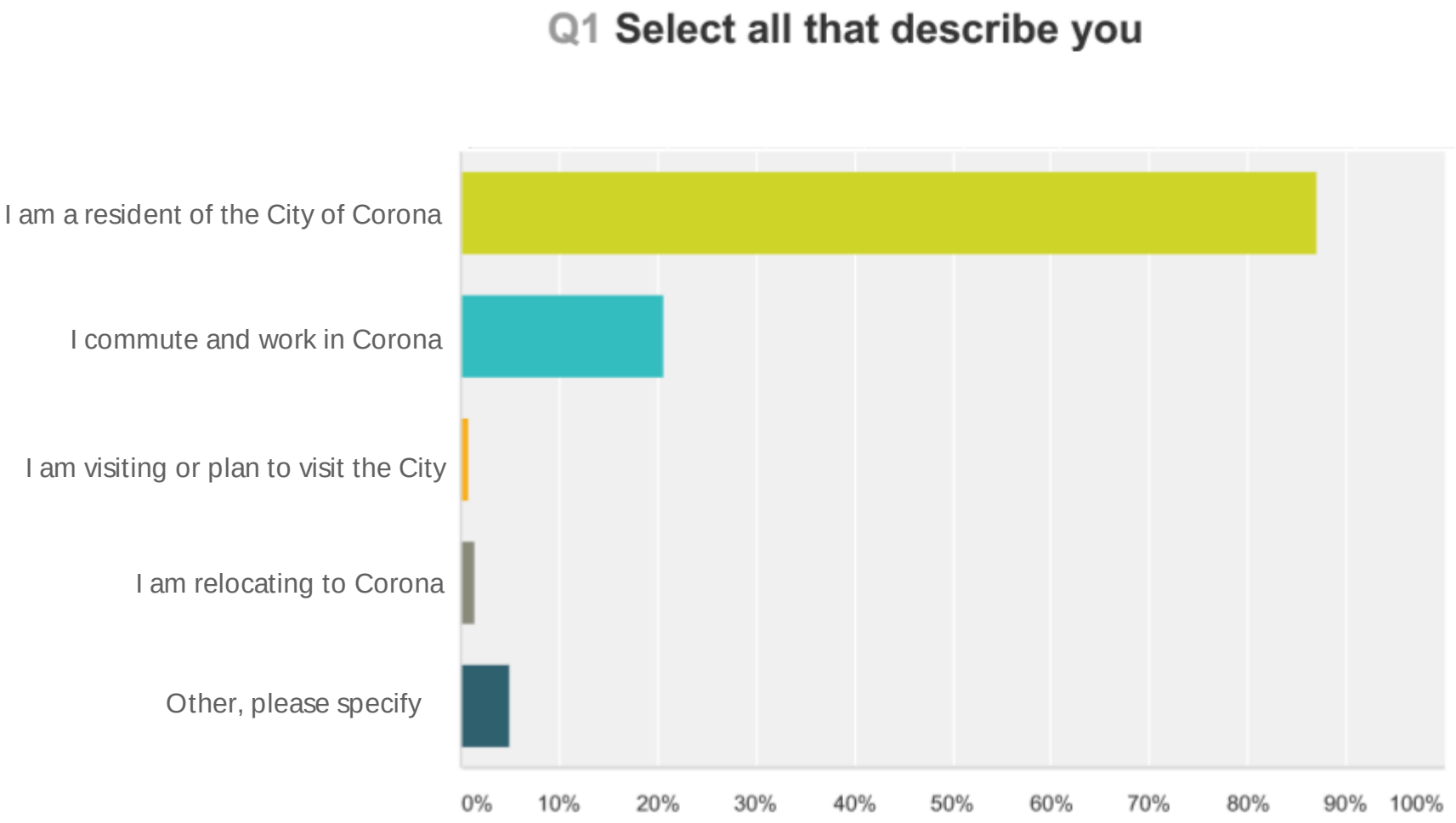
Online Community Survey

- 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

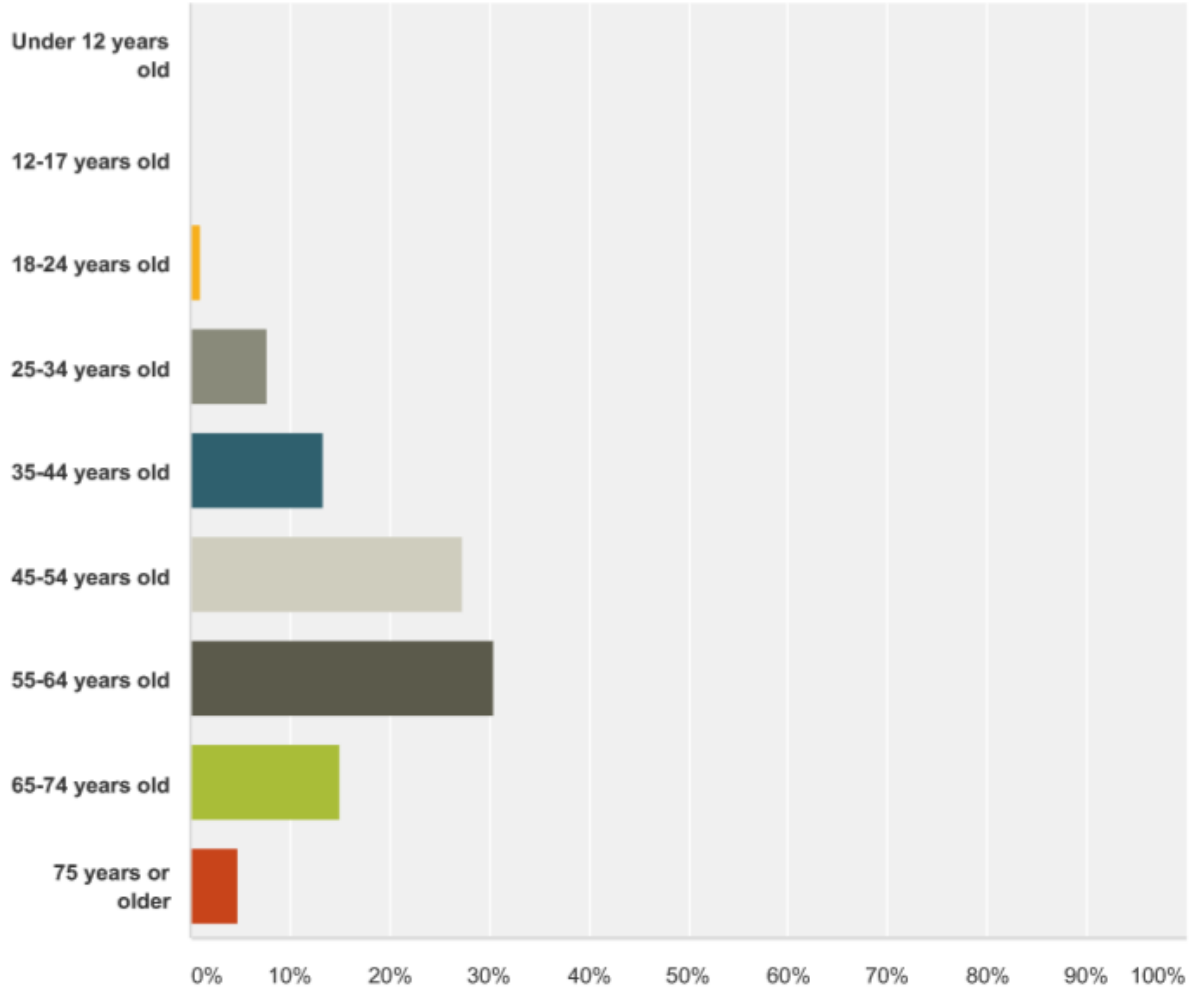
Confidence Interval: 5

Online Community Survey



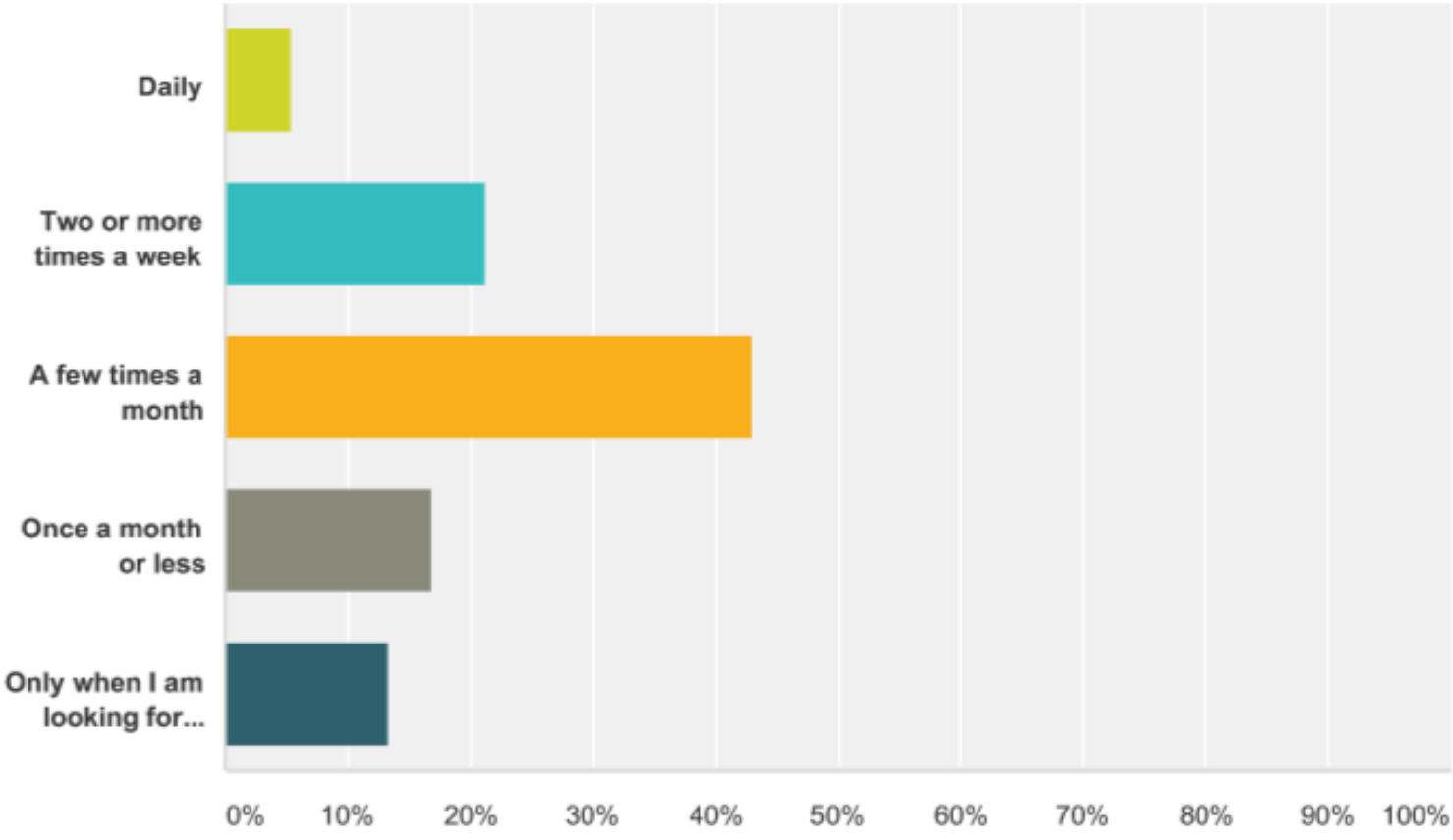
Online Community Survey

What is your age?



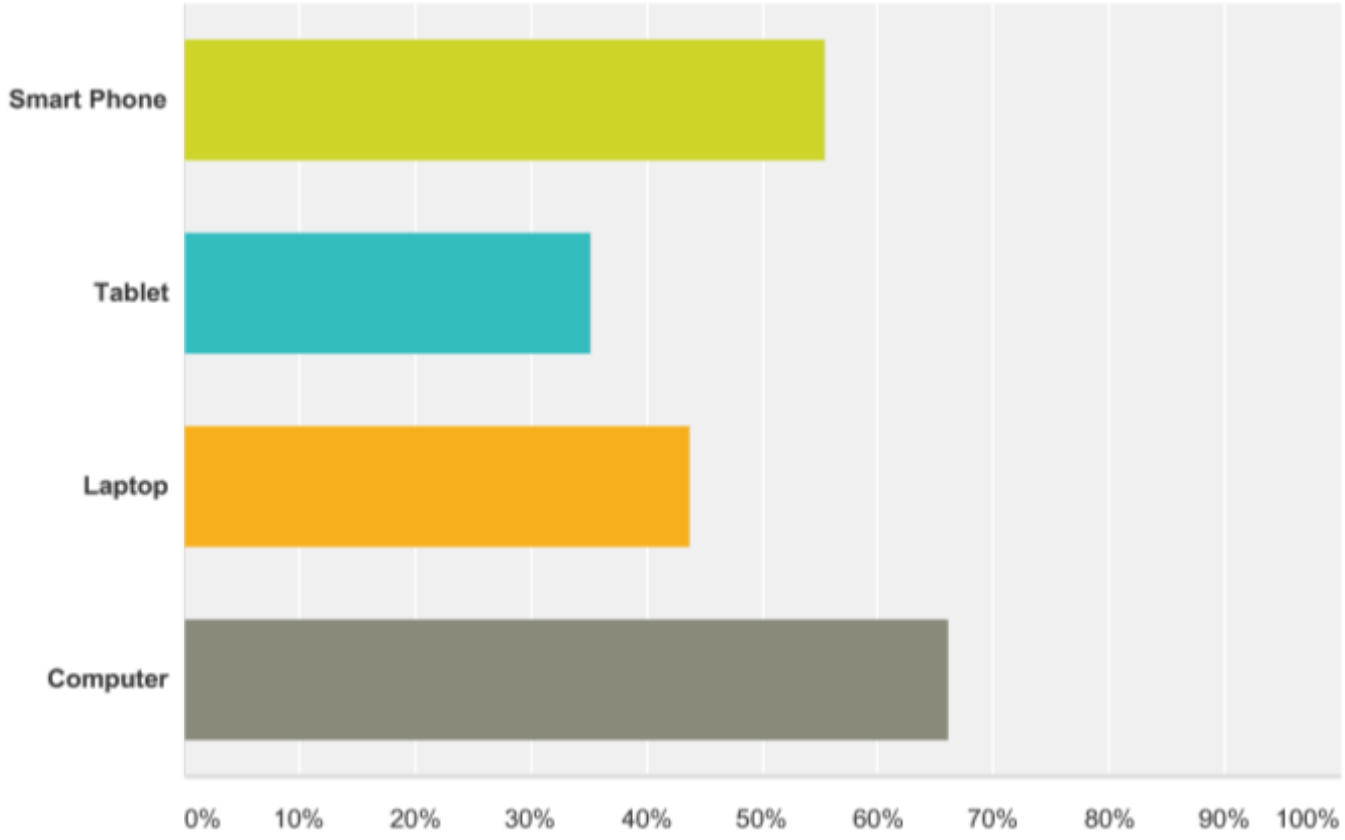
Online Community Survey

How often do you visit the City's website?



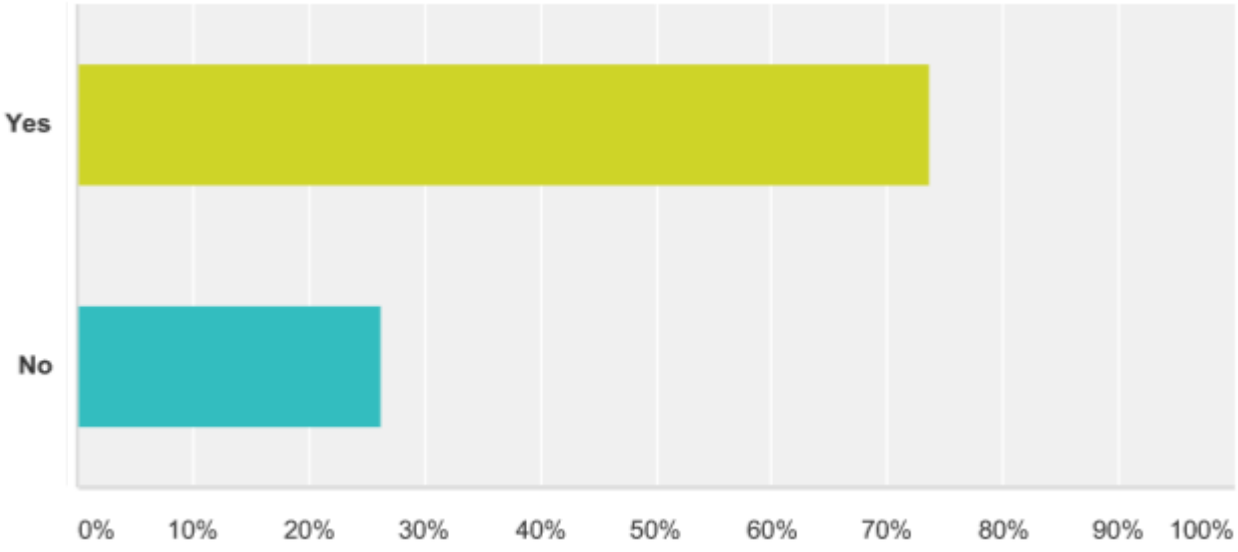
Online Community Survey

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

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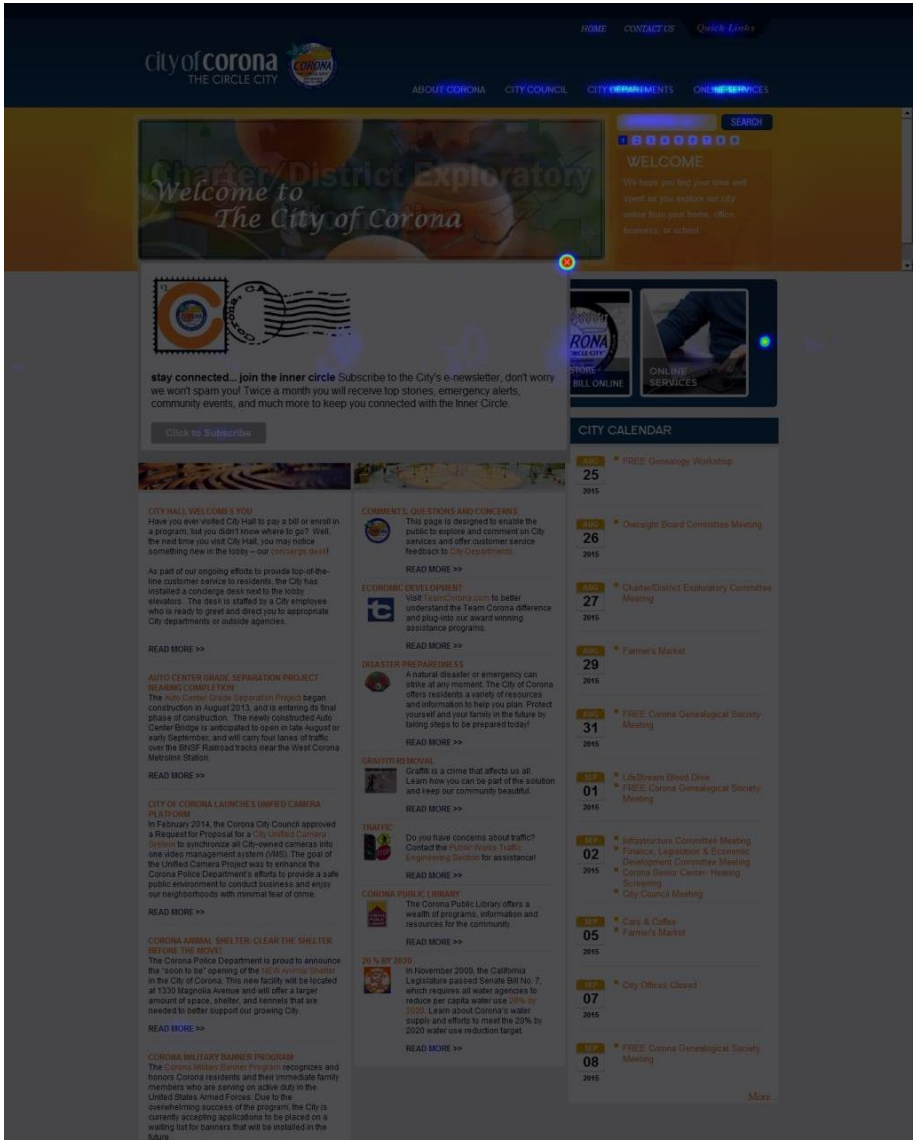
Clicks Heat-map



User Testing

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

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User Testing

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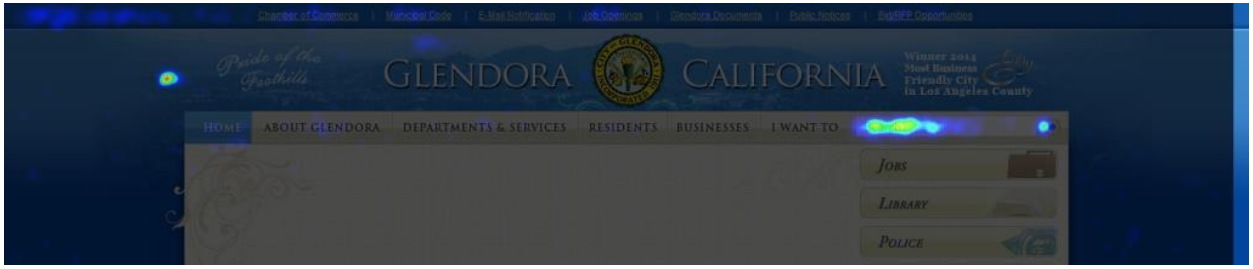
Five Things we Have Learned from the new UX Process

#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

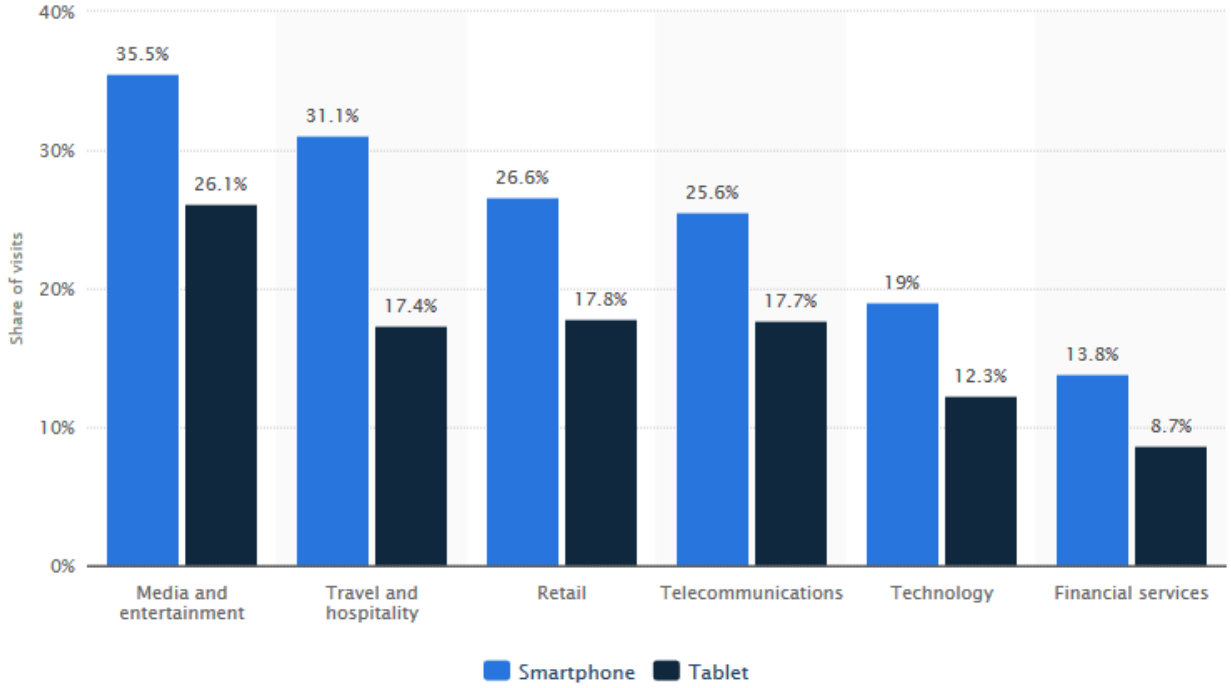
45 - 54

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

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#5 Clients LOVE our Revamped Process!

Yay – we are awesome!

"The website design process went 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 for us to approve 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?