# VISION™

# User Experience Analysis

## Culver City, CA

## Overview

### Population
40,000

### Launch:
December 2015

### Key Features:
- Mobile-friendly design
- Homepage slideshow
- Simplified top level menu with mega menus
- Graphic homepage icons for key information
- Tabbed Highlights, Events and Announcements

## Stats

### What devices were used?
Only 10% of web visitors were mobile in December 2014 – but the city knew that the mobile was going to be important in the future (by December 2015, the mobile % grew to 26%).
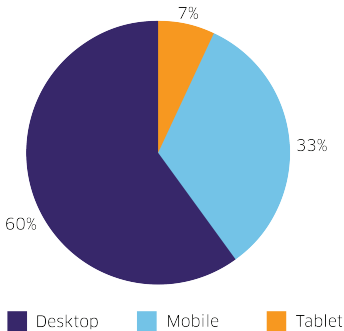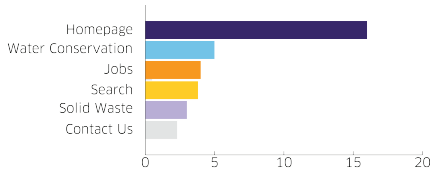
### Where were visitors from?
Interestingly, only 14% of web visitors were from within the city, demonstrating the importance of workers and visitors to community. This led the city to use Work and Enjoy as top level menu options in the final design.
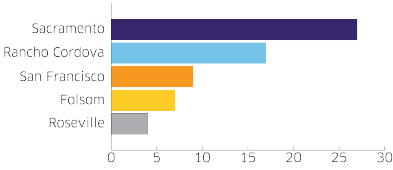
### What were the top pages?
The top pages from the review of Google Analytics led to placing buttons for Bus and Jobs in prominent positions on the homepage.

Pie chart: Desktop 60%, Mobile 33%, Tablet 7%

Legend: ■ Desktop  ■ Mobile  ■ Tablet

Bar chart (Where were visitors from): Sacramento, Rancho Cordova, San Francisco, Folsom, Roseville (scale 0–30)

Bar chart (Top pages): Homepage, Water Conservation, Jobs, Search, Solid Waste, Contact Us (scale 0–20)

# UX Identified Insights

## Culver City, CA

### Previous Website

The previous website was loaded with informational links. The buttons in the lower right corner resembled banner ads and the announcements and highlights in the center of the page took up valuable real estate. Both were rarely clicked.
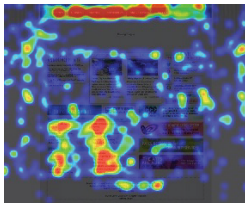
### Heat Mapping

The most important quick access links in the lower left region where users were drawn to included Contact Us, Employment, Parking, Permits, City Maps, Meetings and Agendas, Bids/RFPs and Things to Do. You can see the 'dead' areas of announcements, highlights and banner ads.

### Website Analytics

Website analytics showed that the most popular pages were Jobs, City Bus System, the main Government page and Calendar.
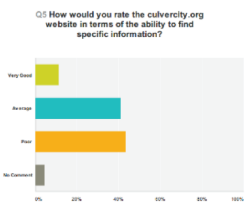
### Community Surveys

When asked what information do you access the most in the survey, respondents most frequently mentioned agendas, meetings, events and government. Only one person mentioned employment and no one mentioned the city bus system. Just 16% of respondents said that information is easy to find and only 23% thought the design was attractive.

**1** User research uncovered a need for a prominent search function.

**2** The city showcases the importance of the film industry on their brand and history in a series of rotating homepage pictures.

**3** The web analytics uncovered Bus and Jobs were frequently accessed pages so buttons were created to make this information easy to find.

**4** The majority of users surveyed wanted easy access to Highlights, Events and What's Happening in the community and a tabbed widget was chosen to showcase this information in an economical way.