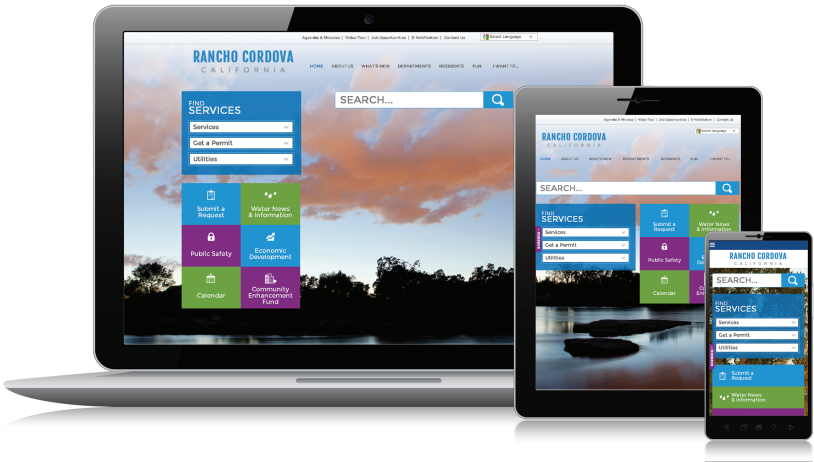


# User Experience Analysis

Rancho Cordova, CA



## Overview

### Population

65,000

### Launch:

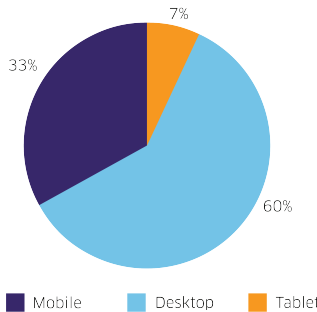
February 2016

### Key Features:

- Mobile-friendly design
- Clean and visually appealing design with minimal homepage text
- Large homepage images, which change on every visit to showcase local natural resources
- Prominent search bar
- Find Services section to easily access key services

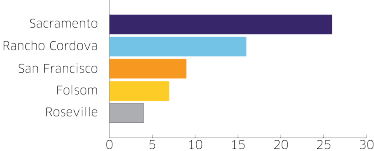
### What devices were used?

Nearly 40% of web visitors were using mobile or tablet devices to access the city's website, demonstrating the importance of having a mobile-responsive website.



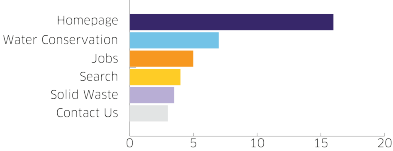
### Where were visitors from?

Only 16% of web visitors are from Rancho Cordova, while the majority of visitors were from nearby communities. Nearly 9% of visitors came from San Francisco, which is 100 miles away. To serve these visitors, emphasizing tourism and recreational activities is key.



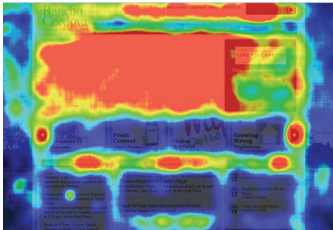
### What were the top pages?

The top pages from the review of Google Analytics led to adding Jobs, Contact Us and Search in the top menu. Services and Water Conservation were added as prominent homepage buttons.



# UX Identified Insights

Rancho Cordova, CA



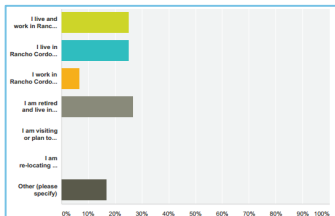
## Previous Website

The previous website had a dated look and a lot of content on the homepage. There were quick link buttons in the middle of the page, but they did not match the users' top requests.

	Page name
1	Home
2	Job Opportunities
3	Watering Restrictions
4	Water Conservation News & Information
5	Contact Us
6	City Residential Solid Waste Services
7	Animal Services
8	Economic Development
9	Government
10	City Calendar

## Information Architecture and Wireframe

The heat mapping identified visitors most frequently clicked on the top menus of Employment, Calendar, News, Contact Us and Search. The buttons in the middle of the page were not clicked often, but the arrows were - indicating the users saw the buttons, but didn't find what they wanted. Community Alerts, Most Popular Highlights and Meetings were also popular sections of the site.



## Website Analytics

Website Analytics showed the most popular pages were Jobs, Water Conservation, Contact Us, Solid Waste Services, Animal Services, Economic Development, Government and City Calendar.

- 1 Surveys led to the inclusion of Jobs, Agendas, eNotifications and Contact Us in the top-level menu.
- 2 Analysis of the site's analytics uncovered that most of the top pages featured services, so they were incorporated into the Find Services box with an easy-to-use dropdown list.
- 3 The community's preference for a photogenic site, uncovered in the Design Survey, was met with a series of local scenery along the American River that change every time you visit the page.
- 4 The community's preference for a photogenic site, uncovered in the Design Survey, was met with a series of local scenery along the American River that change every time you visit the page.

