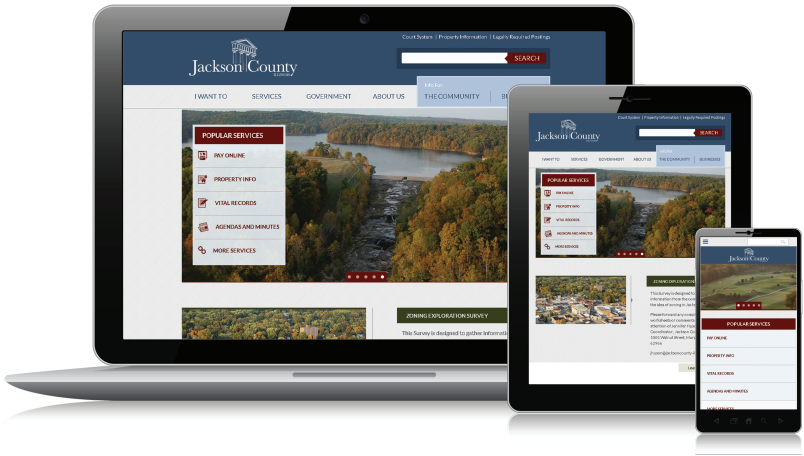


User Experience Analysis

Jackson County, IL



Overview

Population

60,000

Launch:

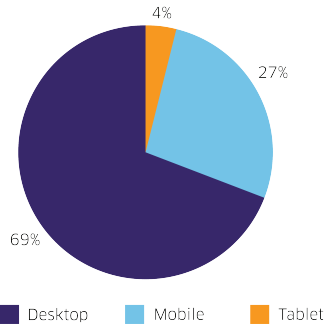
April 2016

Key Features:

- Mobile-friendly design
- Homepage slideshow
- Easy access to information for the community and businesses
- Popular services accessible from graphical buttons on homepage
- Tabbed Highlights, Events and Announcements

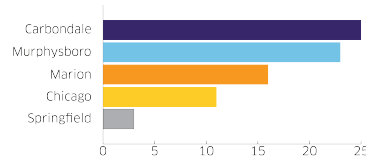
What devices were used?

Though mobile visits to the website were lower than the local government average of 27%, the rate has grown 10% annually, so a mobile friendly design was important.



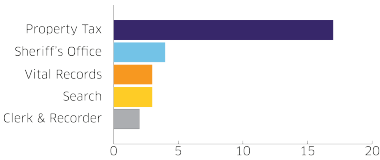
Where were visitors from?

Nearly 65% of the traffic came from the 3 largest cities in the County, but a majority of the remaining traffic came from outside of the local area.



What were the top pages?

Property Tax info was by far the most popular destination on the website, followed by Sheriff's Office, Vital Records, Search and Clerk/Recorder.



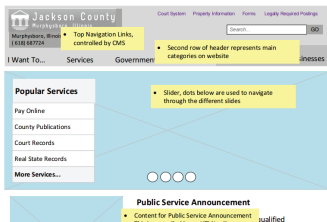
UX Identified Insights

Jackson County, IL



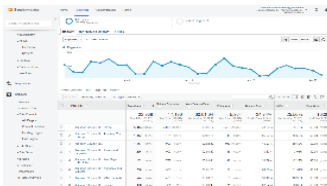
Previous Website

The previous website was dated and very text heavy. In addition, the site architecture was based on how the County was organized instead of on what users were accessing most frequently.



Information Architecture and Wireframe

Our user experience analysis determined the information architecture and identified the navigation and hierarchy for the new website. The information architecture is depicted graphically using the wireframe which then drove the design process.



Website Analytics

Website analytics showed that the most popular pages were Property Taxes, Sheriff's Office, Vital Records, Search and Agendas. These pages were highlighted in the final design by links above the search bar or by the Popular Services buttons.

- 1 The County is split between urban and rural, and it was important to create a design that made people feel part of the community while providing information for local businesses.
- 2 The County incorporated rotating images that show off the river, local university and images to tie together the audiences.
- 3 The web analytics pointed out that info about taxes, Sheriff's Office, vital records and courts were important and are highlighted as Popular services.
- 4 The majority of users surveyed wanted easy access to Highlights, events and What's Happening in the community.

