VISION™

User Experience Analysis

Raymore, MO

Overview

Population
20,000

Launch:
June 2016

URL:
www.raymore.com

Key Features:
- Main navigation represents top categories of Live, Work and Explore
- Longer page with anchor scrolling for Most Requested, Events and News
- Animated buttons on Most Requested links page
- Background images rotate from pool of images
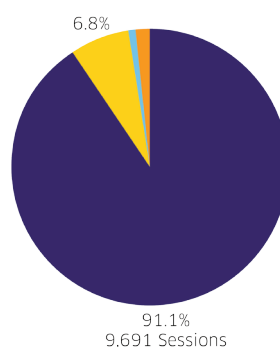- Mobile-friendly design

Stats

What devices were used?
Over 47% of visitors are using a mobile or tablet device to access the website which pointed out the importance of a mobile-friendly design.
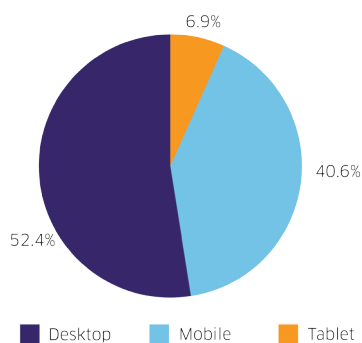
Where were visitors from?
More than 90% of the website visitors are from the Kansas City metro area which led the website to focus on living and working in Raymore.
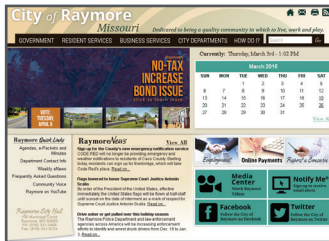
What were the top pages?
The top pages were Parks & Rec, Pay Utility Bills, and Employment Opportunities. Buttons for these pages were created on the Most Requested page to make it easier for users to get to the most popular pages.
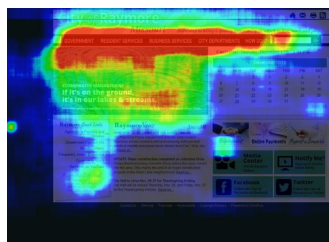

6.9%
40.6%
52.4%

■ Desktop ■ Mobile ■ Tablet

6.8%
91.1%
9,691 Sessions

UX Identified Insights

Raymore, MO

Previous Website

The previous website was loaded with informational links. The news section, calendar and buttons in the lower right corner tool up valuable space, but were rarely clicked.

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.
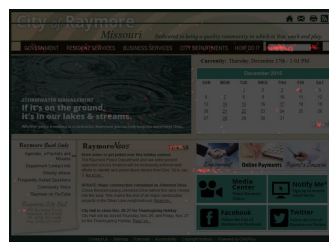
Heat Mapping - Precise Clicks

The precise clicks heat map confirmed that many people were drawn to the search bar, jobs and view more news. The defined Quick Links did not get much activity.

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 Large search bar on homepage to let users quickly find what they are seeking.

2 Anchor scrolling makes it easy to get to Most Requested links, Events and News.

3 Top navigation includes Live, Work, Explore and City Hall, which organizes pages around how visitors want to access the site instead of by departmental needs