

Civic Plus Basic Redesign Scope

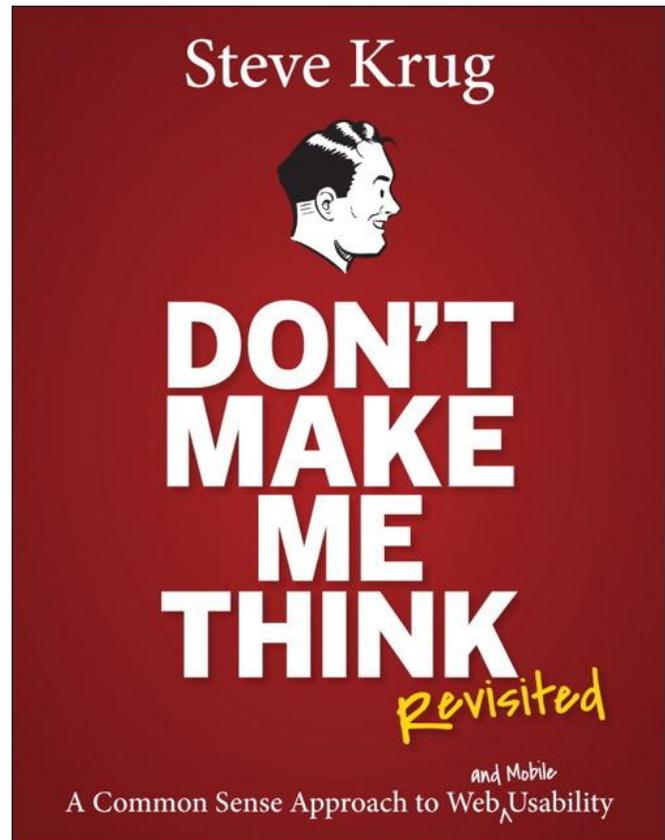
- New Design
- Redevelop Banner
- Redevelop Navigation Method
- Redevelop Graphic Elements of Website

City of Deer Park Web site usability assessment

A VERY QUICK OVERVIEW ABOUT A
VERY EYE-OPENING PROCESS



Disclaimer: We did not invent usability assessments...



Background research:

1. Research from at Texas Association of Municipal Information Officers case study
2. Material from Usability.gov – a site maintained by the U.S. Department of Health and Human Services
3. Two books by Steve Krug –
 1. Don't Make Me Think
 2. Rocket Surgery Made Easy

...we just adapted one to our site...

During the planning stages, we collected input from several groups including:

1. IT Department
2. Department Directors
3. Communications Committee

Purpose was to collect ideas for areas of improvement to the usability of the site, hopefully narrowing down processes/tasks that had historically resulted in the highest volume of customer calls or questions.

...resulting in a list of 10 volunteer tasks.

1. Find the City's **tax rate**.
2. What are the City's **rates for water and sewer**?
3. Find a copy of the City's **annual budget** and/or financial documents.
4. Locate the current **job openings** within the City of Deer Park.
5. Find more information on the Deer Park Police Department's **citizen programs**.
6. Find the City's Municipal **Code of Ordinances** Web site.
7. Sign up for a **Parks and Recreation program** through ActiveNet.
8. Locate an **agenda** for an upcoming City Council and/or Board meeting.
9. Find **contact information** for Norma's Country Dreams through the City site.
10. Find out which **day trash is picked** up in your neighborhood.

So who were our volunteers?

Active City



Users

City Council
member
Rae Sinor

City Board/
Commission
members



What was the general process?

**We conducted about 15 assessments from
December 2016 – February 2017.**

Each took between 30 minutes to one hour, allowing volunteers to complete the ten tasks and share impressions.

Assessments looked for: Process simplification, cross-linking potential, possible nomenclature changes, and other areas of consideration.

Where do we go from here?

Our next steps are to:

1. Sort through our data
2. Find areas of possible adjustment
3. Confer with affected Departments/Web page managers
4. Integrate updates/ideas with the existing Web site redesign.

Questions?

Thank you!