

WEBSITE REDESIGN RETROSPECTIVE

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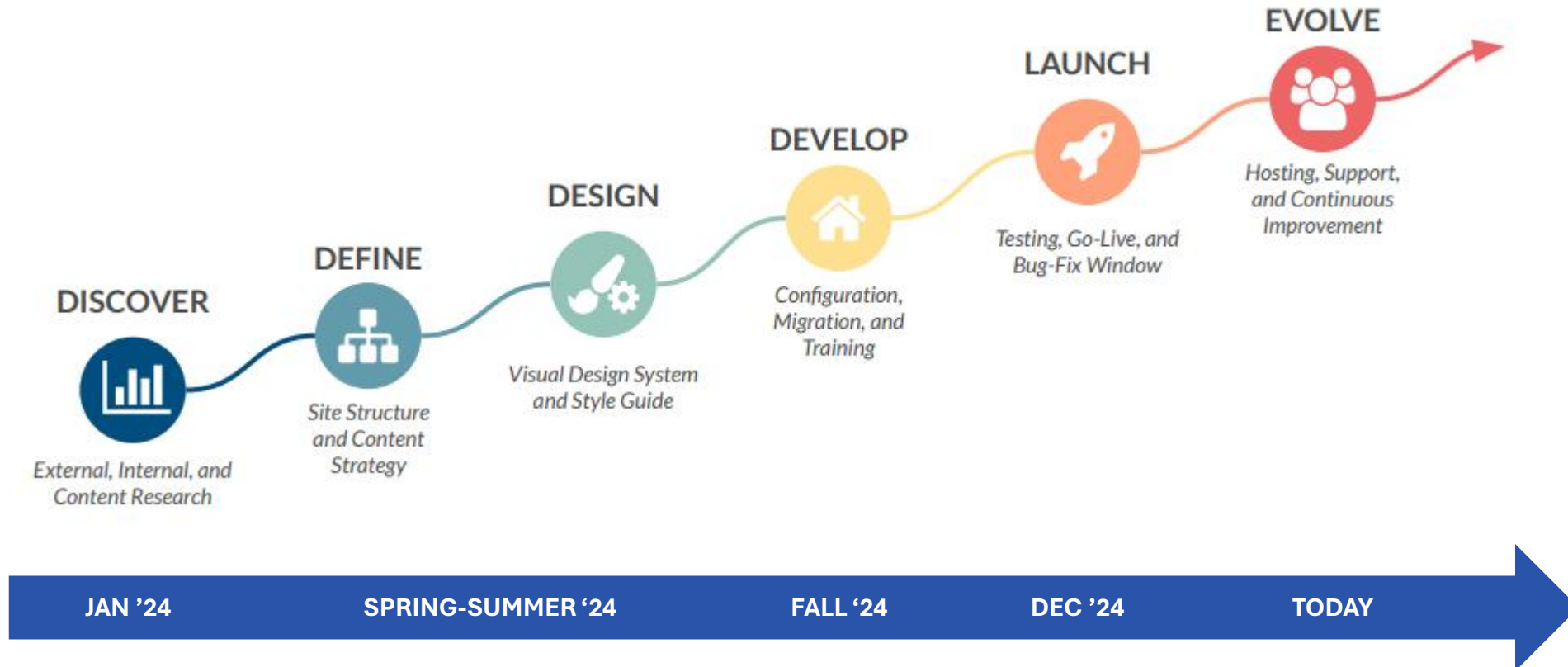


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Timeline

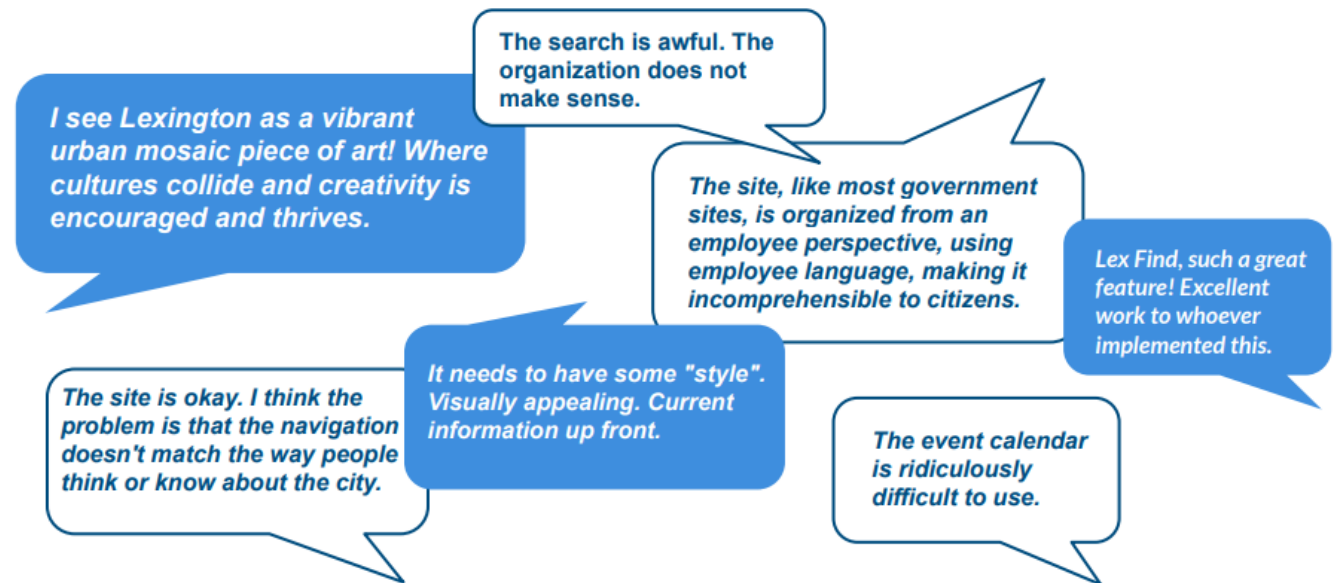




Project Drivers

Findings:

- High success and satisfaction scores compared to other cities.
- Served its purpose, but there were issues with key functions.
- Search efficacy varied based on purpose of visit.
- Disproportionately negative experience for mobile users.
- Content scattered, outdated, redundant.





Project Goals

■ Data-Driven

- Analytics paired with feedback from website visitors, community, internal stakeholders
- Decisions based on findings, rather than preferences/outdated notions

■ User-Centered

- Ensure every user is able to accomplish the reason for their visit
- Lean into natural browsing habits and adapt to viewing on different devices

■ Content-Forward

- Publish information that is accurate and useful
- Make content simple, inclusive, and accessible
- Keep it fresh and relevant over time





Project Outcomes (to date)

Performance

- Avg 100% uptime with no unplanned outages
- Improved search click-through from 37% to 89%
- Page-load speeds less than one second

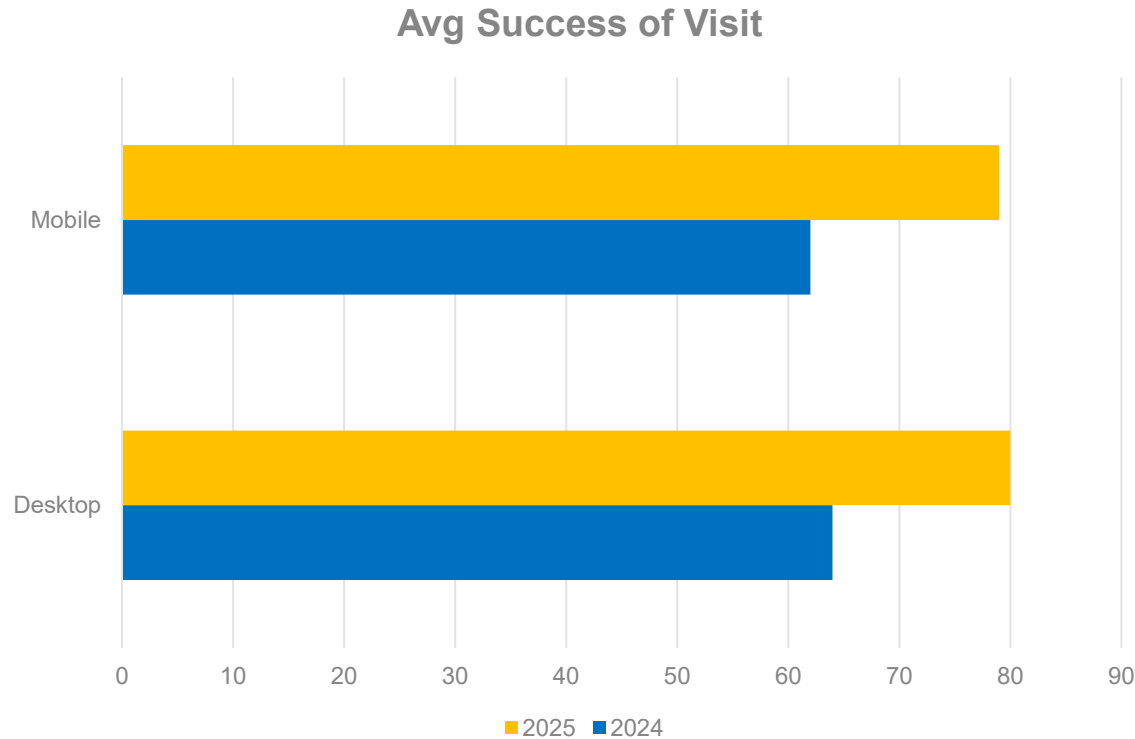
Accessibility

- Conformed to Web Content Accessibility Guidelines at level AA
- Reduced number of PDFs by 78%
- 10-fold increase in utilization of language translations





Community Feedback





Internal Feedback

4.24

Average Rating



Satisfaction with
site design & features

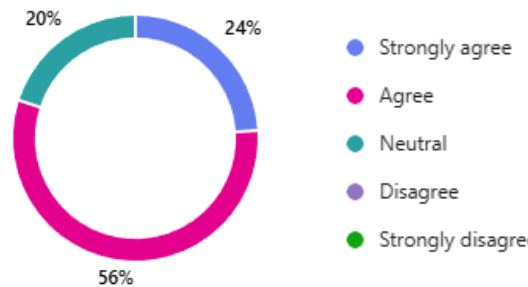
3.92

Average Rating

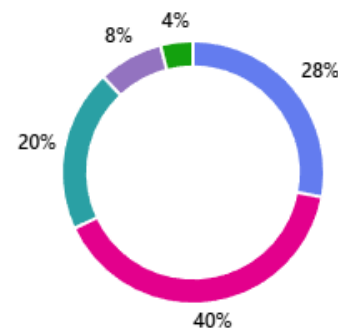


Satisfaction with
Content Management System (CMS)

Satisfaction w/
available design options



Confidence with CMS



...struggle for me
is finding the right
event I've
scheduled to edit.

It's not as user friendly
as I would like.

(Need) an easy way to
toggle between meetings
or events on the calendar.

I could see one of my events
on the calendar, but despite
various ways of searching,
was unable to locate it in the
CMS to edit it.

Nick Brock has been
really helpful when I
have had questions.

I need to be
able to create
recurring
events





Post-Launch Enhancements

- Consolidated microsites for consistent look and feel
- Page preview and other options for CMS users
- Date/Time stamps on News articles
- Options for event scheduling and recurrence
- Parks' Operational Status real-time dashboard
- “Magic Rewrite” AI-powered content editor





Recognition



Questions?



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