

Village of Carol Stream

SPECIAL WORKSHOP MEETING

TUESDAY-JANUARY 17, 2017

6:00 P.M.

GREGORY J. BIELAWSKI MUNICIPAL CENTER

500 N. GARY AVENUE

CAROL STREAM, ILLINOIS 60188

LOWER LEVEL TRAINING ROOM


AGENDA

1. CALL TO ORDER
2. ATTENDANCE
3. WEBSITE REDESIGN FOCUS GROUP
 - A. *Facilitator Introduction and Outline*
 - B. *Participant Introductions*
 - C. *Facilitator Questions*
 - D. *Participant Suggestions*
4. OTHER BUSINESS
5. ADJOURNMENT

Village of Carol Stream

Interdepartmental Memo

TO: Joe Breinig, Village Manager

FROM: Marc Talavera, Information Technology Director 

DATE: January 11, 2017

RE: Website Focus Group

In association with the Village Board's Branding and Public Relations goal, staff was charged with completing a website redesign to improve the residents experience and align the website with other branding initiatives. To achieve this goal, a research driven strategy was adopted to ensure all stakeholders needs are considered and met.

Focus Group Research

The results from the focus groups help ensure the development of the new website meets the needs of our residents, elected officials and staff. The goal is to fully understand what the expectations are from our stakeholders and consider their needs as we design the site. The results from the focus groups will be compiled with the results from the site analytics, departmental engagements and user testing to develop a framework for our site development.

This data driven approach helps us understand the unique requirements of our community and provides the insight to better design a website that addresses the needs of our visitors. Once the research is completed, staff will be prepared to focus on site development. Once at that stage, the framework will be implemented in a meaningful way that is graphically pleasing, intuitively designed and aligns with Village branding.