

Village of Carol Stream

SPECIAL WORKSHOP MEETING

MONDAY-JULY 17, 2017

6:30 P.M.

CAROL STREAM FIRE PROTECTION DISTRICT

FIRE STATION 28

365 KUHN ROAD

CAROL STREAM, ILLINOIS 60188

TRAINING ROOM

AGENDA

1. CALL TO ORDER
2. ATTENDANCE
3. WEBSITE RESEARCH PRESENTATION
4. OTHER BUSINESS
5. ADJOURNMENT

Website Usability Study Results / Recommendation Summary

Website Usability Study



The Village engaged the services of Vision Technology Solutions, LLC. in a usability study for the redesign of our current website.

The goal of the study was to gather data and analytics to build a foundation for a comprehensive Village website redesign.

We applied a number of different evaluation methods providing data that is both qualitative and quantitative.

Identified Goals

- * User Friendly
- * Services Oriented
- * Attract Potential Business to the Area
- * Showcase the Community
- * Emphasize Government Transparency
- * Integrate Seamlessly with Social Media to Provide Consistent Messaging

Feedback Recommendations

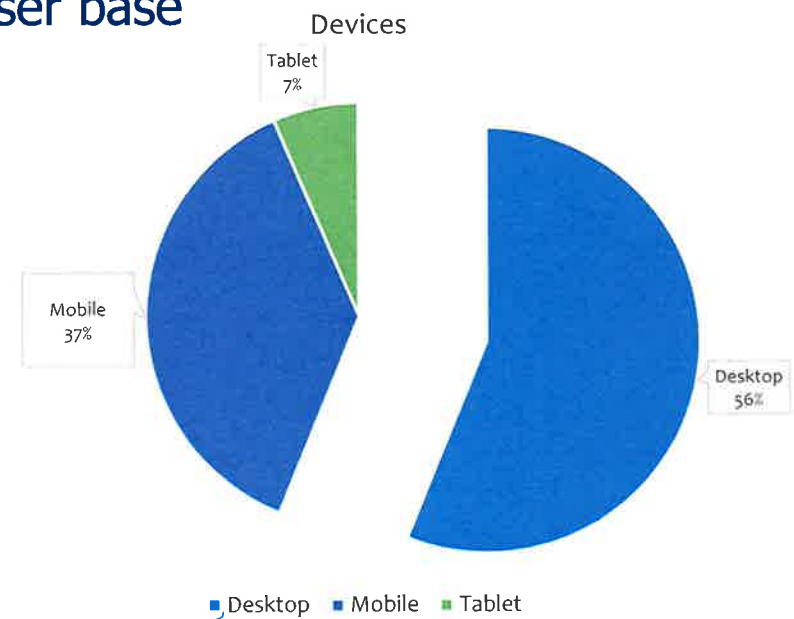
1. More modern and attractive design to encourage use of the site
 - * Larger font size for link/buttons with more space between them
 - * ADA compliance
 - * Helpful for our senior population
 - * Clean / Simple look with planned background images
 - * Keeps page load speed fast
 - * ADA compliance



Recommendations

2. Responsive design for our growing mobile user base

44% Mobile
56% Desktop



Recommendations

3. Add a more prominent search box

Heatmap testing shows that our site users favor the following...

Main Navigation:

I Want to...

About

Left Navigation

Search

I Want to

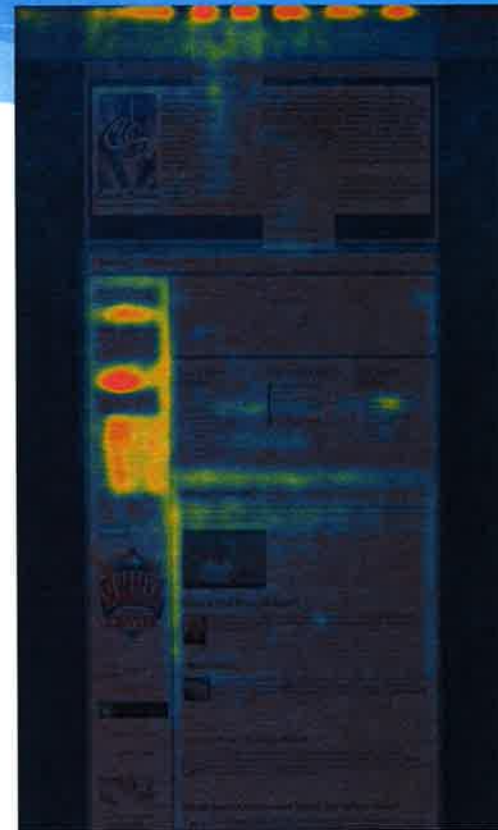
Departments

Content Area

Most Read Content

News

Search box is widely used



Recommendations

4. Revamp Navigation to:

- Identify top 10 website tasks and prioritize these tasks on the homepage
- Remove or combine unused pages; however, required content will be identified and easily accessible.

Top Content	Entry Pages	Exit Pages
1. Home	1. Home	1. Home
2. Job Opportunities	2. Job Opportunities	2. Job Opportunities
3. Water Bill Payment	3. Water Bill Payment	3. Water Bill Payment
4. Go find it!	4. Police Overview	4. Go Find it!
5. I Want to...	5. Police Non-Emergency	5. Job Opportunities
6. Departments	6. Departments	6. Departments
7. Calendar & Events	7. Find out why....	7. Vehicle Registration
8. Residents	8. Vehicle Registration	8. Police Overview
9. Police Overview	9. Police Records	9. Police Non-Emergency
10. Building Permits	10. Garbage & Recycling	10. Carol Stream Maps

Recommendations

5. Group Information by user needs, perhaps a “Services” main navigation item

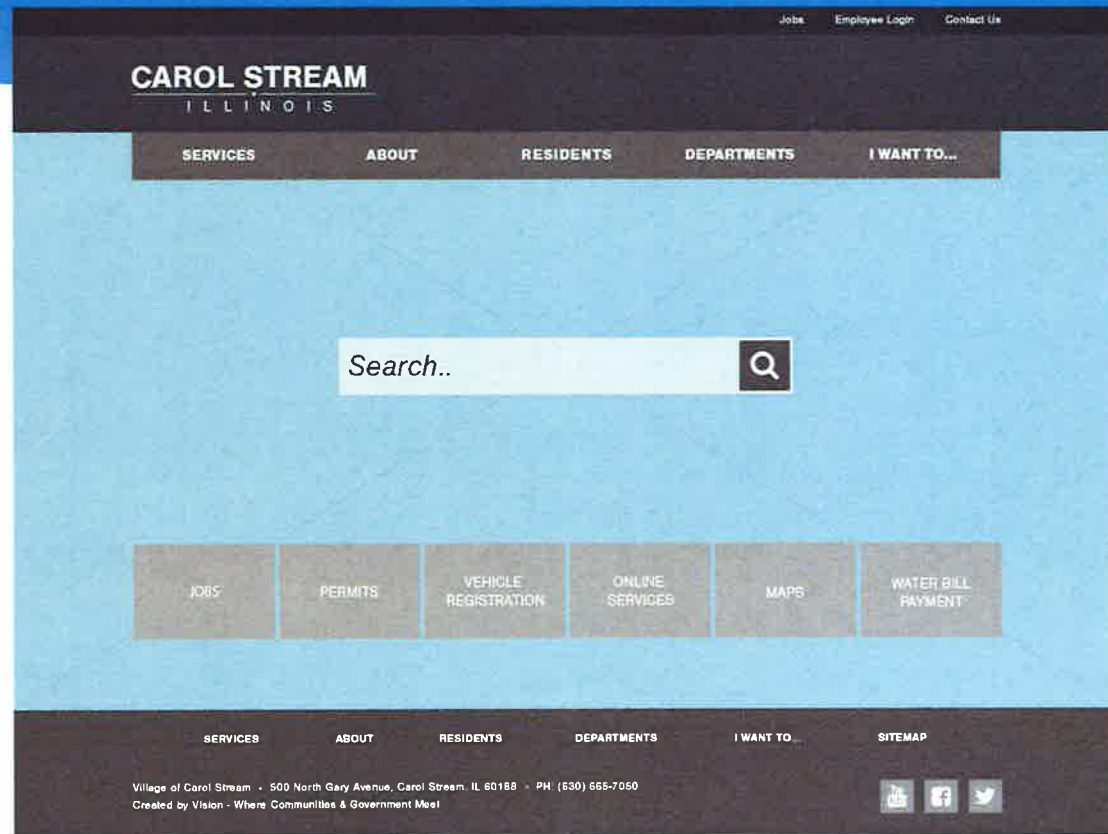
From our focus groups... Primary Reason for Using the Website?

- *"Paying your water bill is something I use it for a lot and it's always a struggle to find it, I don't use the online piece every month, so I use it a couple of times every year and just finding it takes too much time"*
- *"If I need to do something, if I need to know...if I need to buy a permit, or what's the code on this, and the other thing that I have used it for is events...what's going on"*
- *"This summer I was looking for the concert schedule and I eventually just gave up and had to go through my Gmail search cause I have emails for those events, and it was easier to find it through my email than it was to find it on the website"*

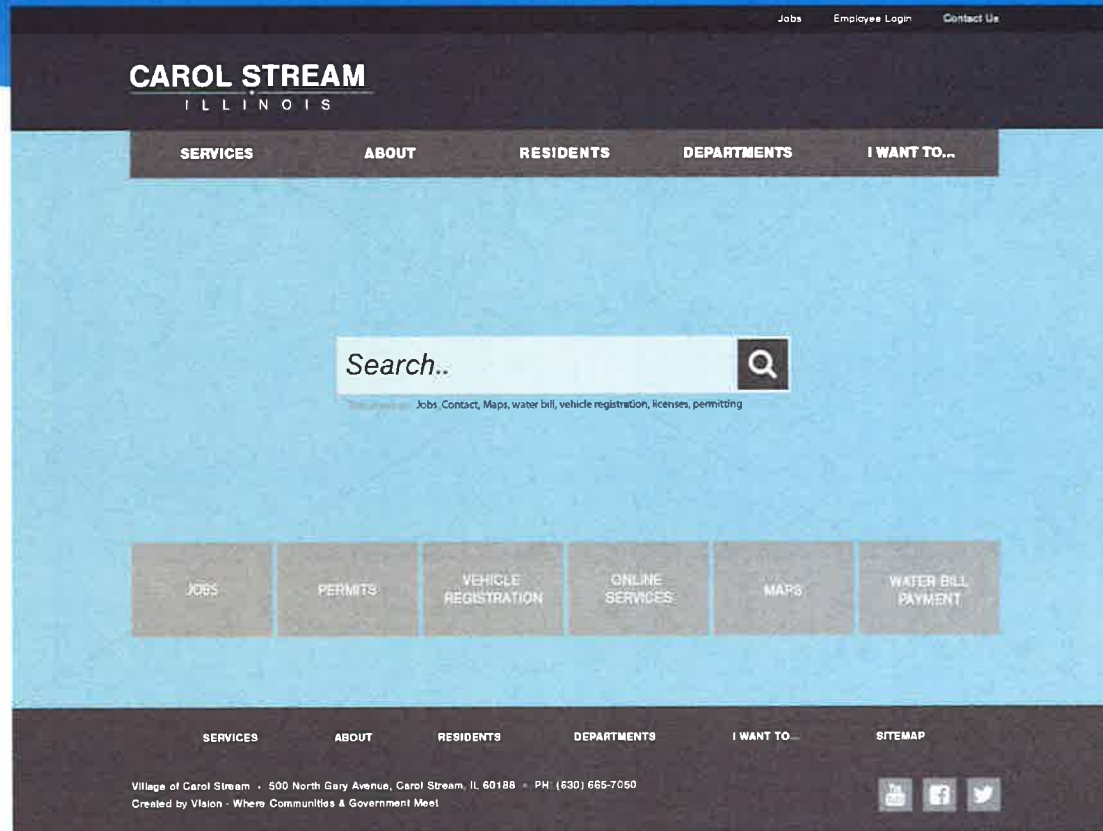


Taking into account these recommendations the research firm has recommended a "Search Centric Site" and has provided the following site examples...

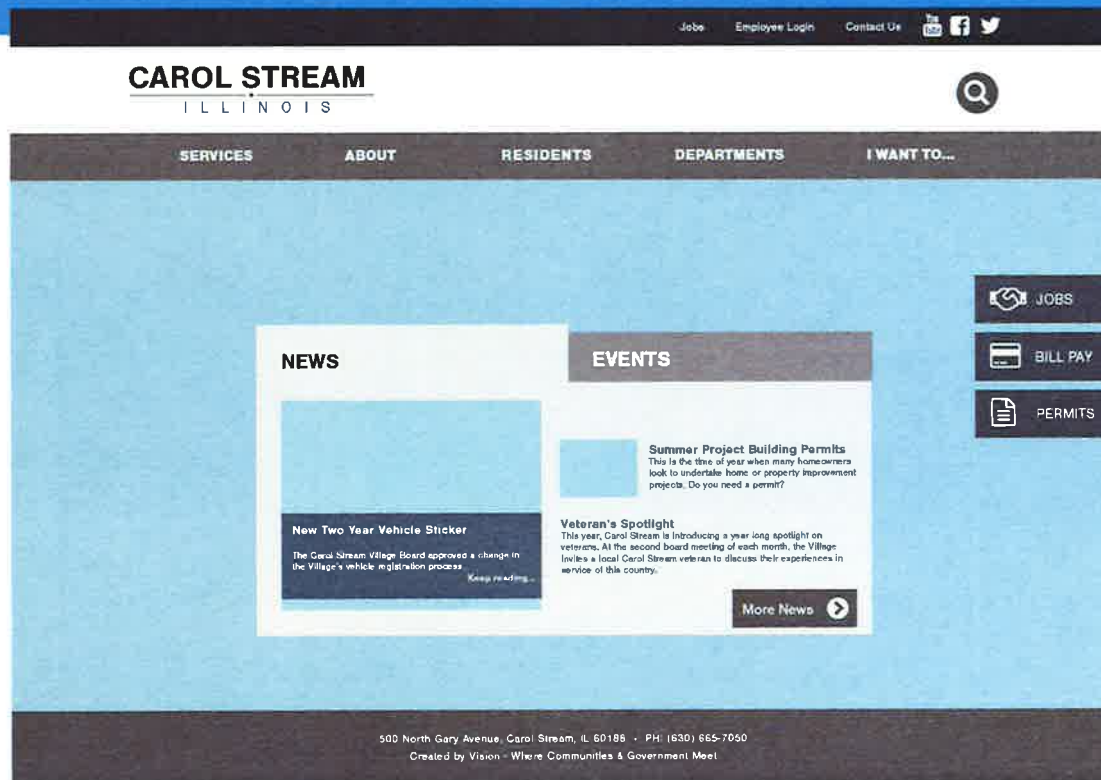
Wireframes – Example 1



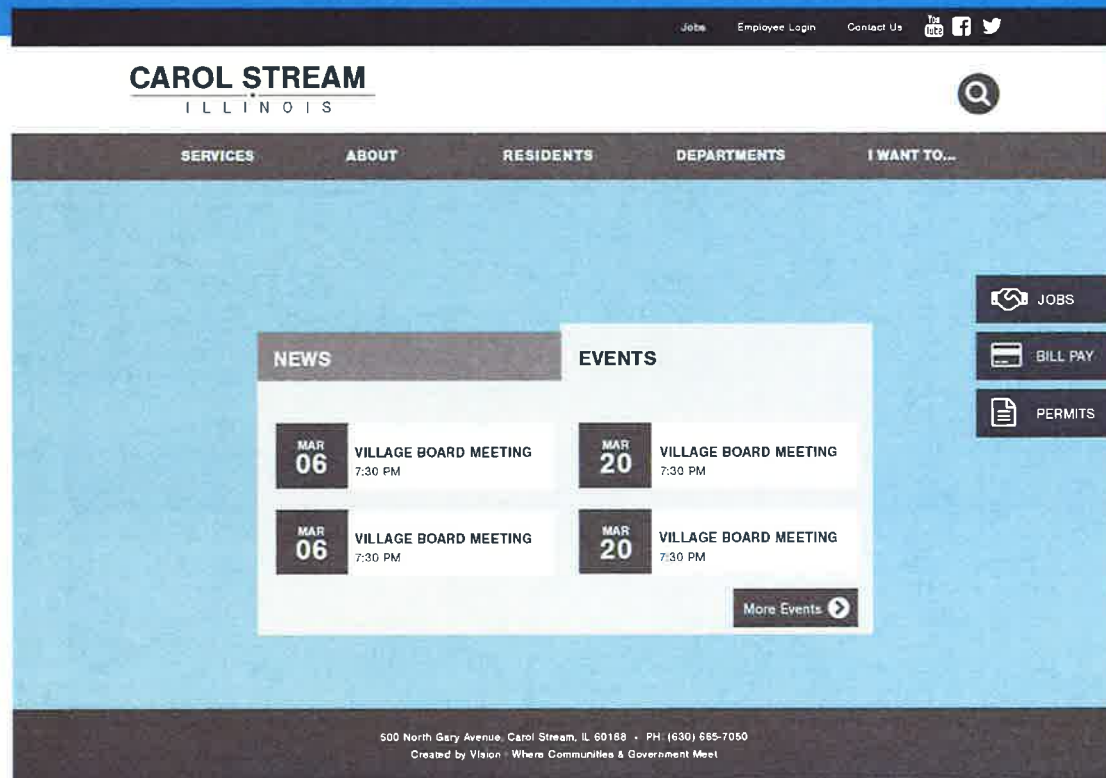
Wireframes – Example 2



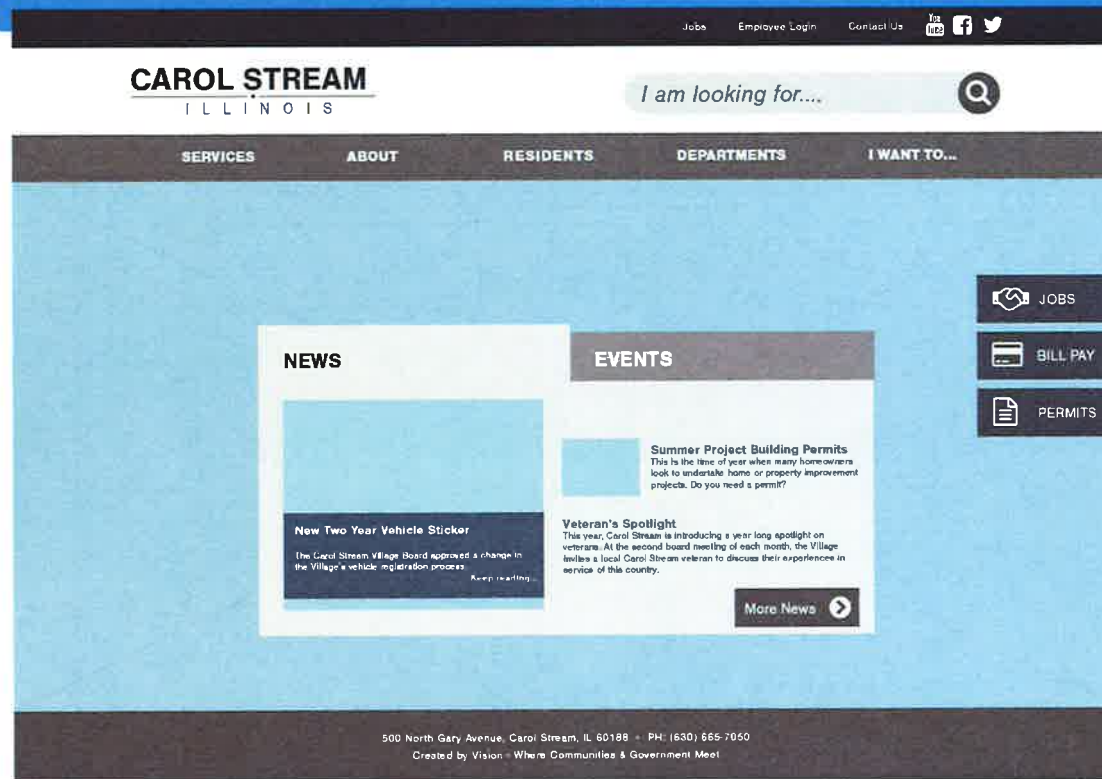
Wireframes – Example 3 – News Tab



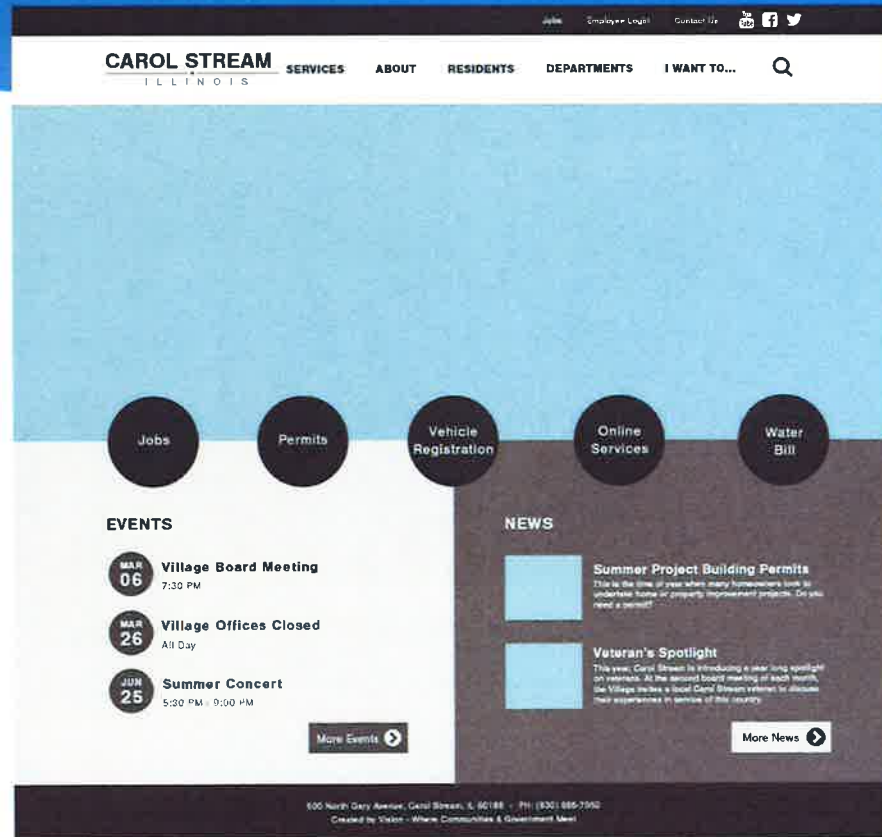
Wireframes – Example 3 – Events Tab



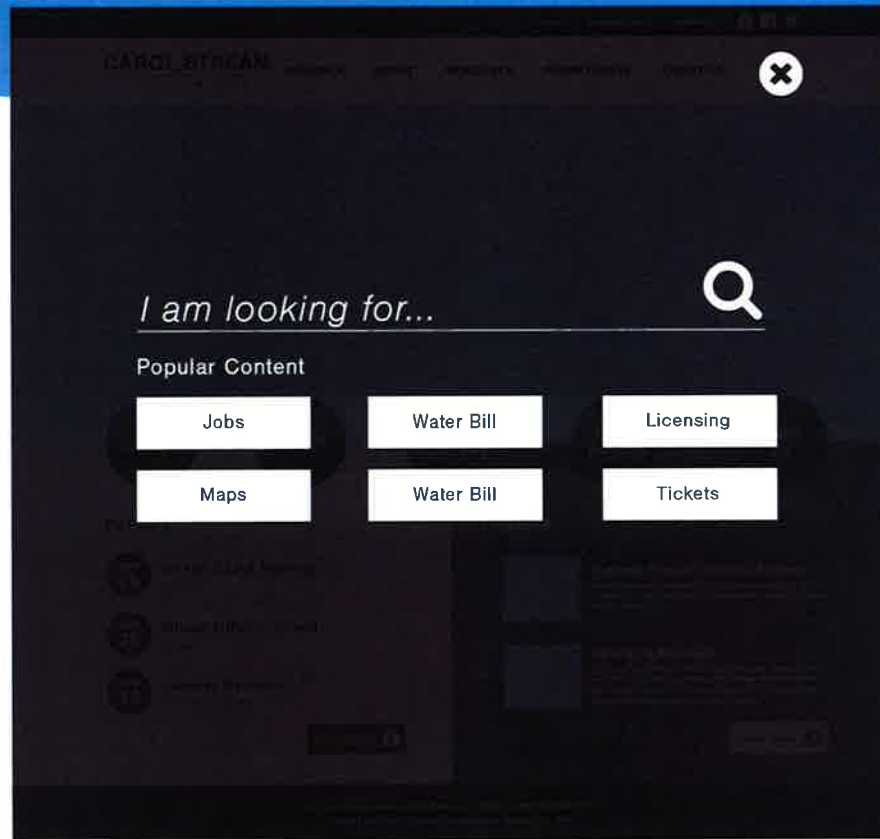
Wireframes – Example 4 – Search Feature



Wireframes – Example 5



Wireframes – I'm looking for... Example



Next Step...

Direction from the Board how to move forward with the website redesign project