

Village of Carol Stream

Special Workshop Meeting of the Village Board

Website Research Presentation

Carol Stream Fire Protection District-Station 28
365 Kuhn Road, Carol Stream, IL 60188

July 17, 2017

6:30 p.m. – 7:22 p.m.

Meeting Notes

ATTENDANCE:

Mayor Frank Saverino, Sr.
Trustee Rick Gieser
Trustee John LaRocca
Trustee Mary Frusolone
Trustee David Hennessey
Trustee Matt McCarthy
Trustee Greg Schwarze
Village Clerk Laura Czarnecki

Joseph E. Breinig, Village Manager
Bob Mellor, Assistant Village Manager
Don Bastian, Community Development Dir.
Phil Modaff, Public Works Director
Jon Batek, Finance Director
Marc Talavera, IT Director
Jim Knudsen, Engineering Services Dir.
Jim Rhodes, Village Attorney
Tia Messino, Assist. to the Village Manager
Sam Barghi, Management Analyst

The meeting was called to order at 6:30 p.m. by Mayor Frank Saverino, Sr. and the roll call read by Village Clerk Laura Czarnecki. The result of the roll call vote was as follows:

Present: Mayor Frank Saverino, Sr., Trustees Hennessey, LaRocca, Gieser, Frusolone, Schwarze and McCarthy

Absent:

Website Research Presentation

Information Technology Director Talavera reviewed the website usability study results and recommendations with the Village Board. Details are as follows:

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

2. Responsive design for our growing mobile user base
 - 44% Mobile
 - 56% Desktop

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

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

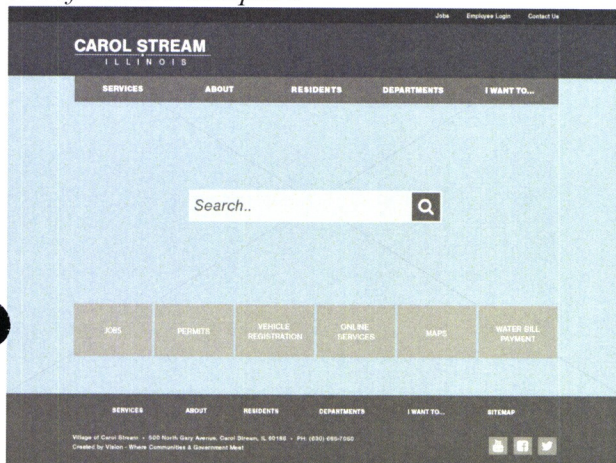
5. Group Information by user needs, perhaps a “Services” main navigation item

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

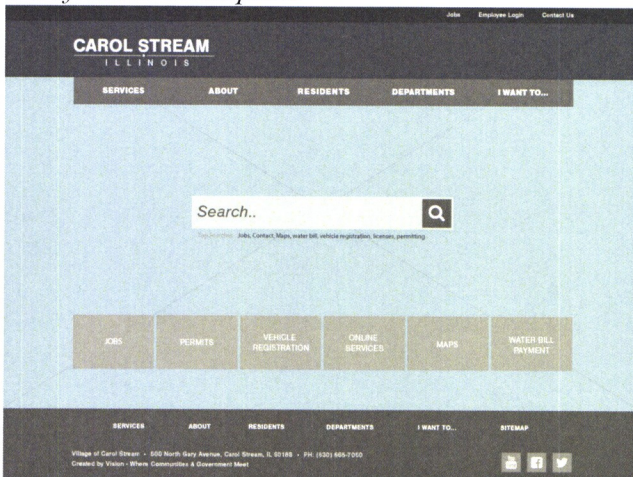
- "Paying your water bill is something I use it for a lot and it's always a struggle to find it, I don't use the online piece every month, so I use it a couple of times every year and just finding it takes too much time"
- "If I need to do something, if I need to know...if I need to buy a permit, or 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...

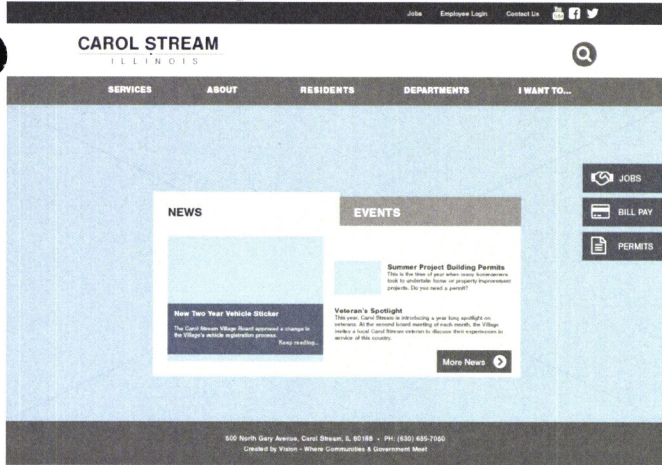
Wireframes-Example 1



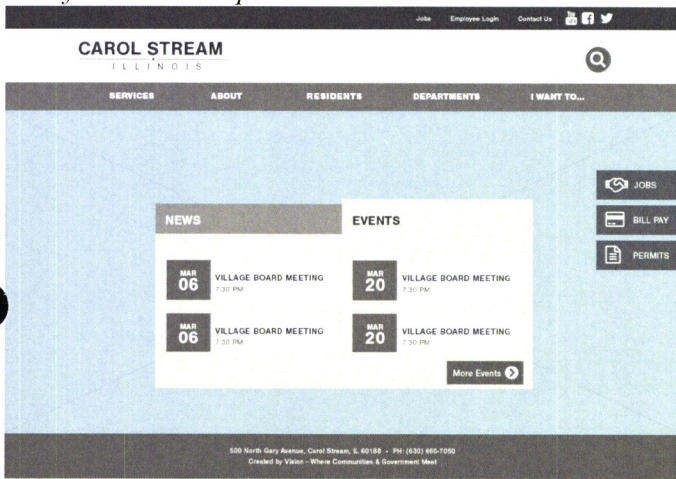
Wireframes-Example 2



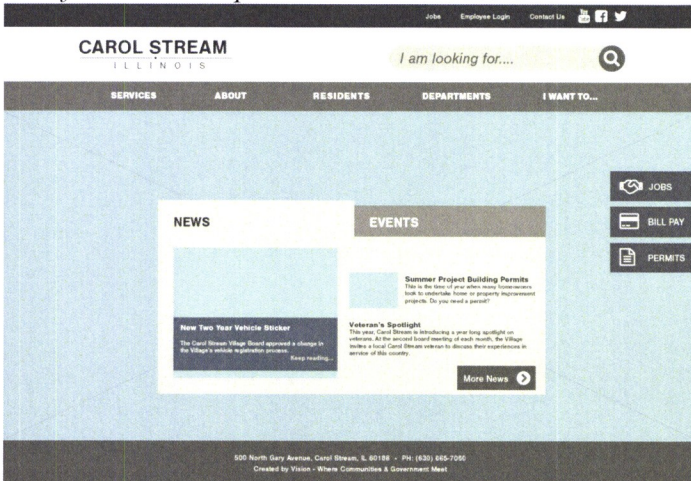
Wireframes-Example 3 – News Tab



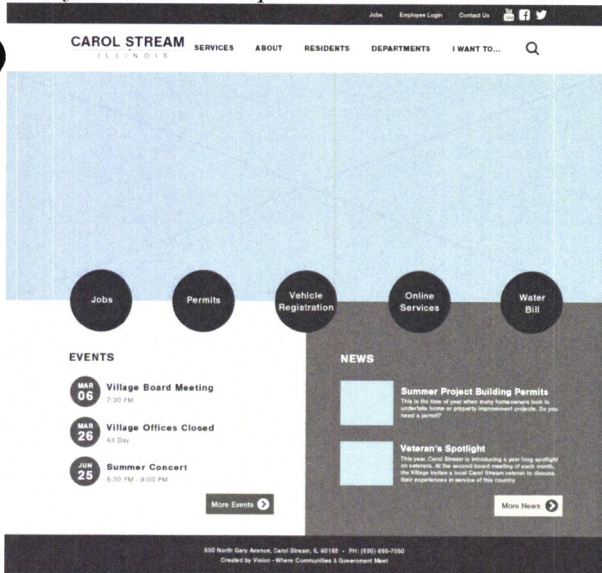
Wireframes-Example 3 – Events Tab



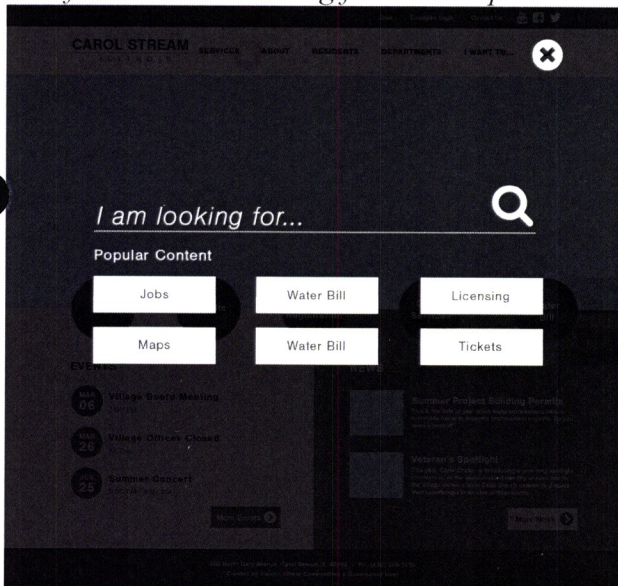
Wireframes-Example 4 – Search Feature



Wireframes – Example 5



Wireframes – I'm looking for... Example



Trustee Hennessey likes the search centric option 4 with hover capability over menu item. He is also fine with option 5.

Trustee Schwarze likes search centric option 4.

Trustee Frusolone likes option 5 with search box in middle of page.

Trustee Gieser likes designated search box, mobile ready, menu item tabs and designated news event tabs.

The Village Board concurred and directed staff to proceed with the redesign of the website.

Other Business

Village Manager Breinig discussed an application with DuPage County for a new industrial development on North Avenue. It is the Village of Carol Stream's intent to require the developer to conform to Village of Carol Stream's codes and development standards. The case before DuPage County was continued.

There being no further business, Trustee McCarthy moved and Trustee Gieser made the second to adjourn the Special Workshop meeting. The meeting was adjourned unanimously at 7:22 p.m.

FOR THE BOARD OF TRUSTEES



Frank Saverino, Sr., Mayor

ATTEST:


Laura Czarniecki, Village Clerk

Minutes approved by the President and Board of Trustees on this

7th day of August, 2017.


Village Clerk