Redesign Consulting

Research, Navigation & Content Consulting

Current Content Analysis

OVERVIEW: Designed to review data and expose the critical components needed to ensure end-users have easy access to the material they need on the website.

OUTCOME: Knowledge of what needs to be on the website (both design and content) and the ability to make data-driven decisions about the direction of the website.

ACTIONS:

- Citizen Survey to be deployed at project launch and reviewed with Consultant during Onsite Visit
- Conduct a gap analysis – analyze current citizen interaction data (website, call logs and foot traffic) to find out how citizens are reaching us and what information they need.
    - Blank logs and Worksheets will be provided to each department before the engagement and will be reviewed during department meetings during research phase.
- Consultant will do the following as part of the gap analysis:
    - Audit site for all 3rd Party application usage to determine possible 3rd Party replacement or optimization opportunities utilizing the included modules within the CivicEngage Platform.
    - Consultant will evaluate Piwik Website Analytics including:
        - Top Site Search Terms
        - Search Engine Terms
        - Top Page Visits
        - Mobile Usage
        - Additional stats as determined important
    - Consultant will research site for optimization opportunities such as:
        - Readability of Site
        - Spelling Errors
        - Popularity
        - Search Engine Optimization
        - Freshness
        - Broken Links
    - Consultant will meet with each department or groups with similar departments to evaluate online services, discuss what is working and what is not and to develop a plan for Navigation and Content changes.
    - Consultant will review Tapestry (Demographics) to help guide conversations and ensure content is centric to actual site audience.

Content and Navigation Optimization

OVERVIEW: Designed to review what our web traffic is trying to find and determine whether current website navigation and content are getting them what they need. Consultant/Web Specialist will review

content and navigation structure down to appropriate department, team or service level and will plan the best way to implement, sustain and measure a fully functioning website.

OUTCOME: A website where users can find information quickly and navigate through the website fluidly.

ACTIONS:

- **Establish global navigation components** – discuss essential content and establish a top-level navigation to get priority information front and center for users.
    - Based on results and data gathered from the research phase.
    - Meeting with Steering Committee or enterprise level decision makers to evaluate current graphic links, global navigation, and home page layout to determine critical changes and adjustments for upcoming redesign.
- **Plan department content priorities** – critically examine current content with Web Specialist (in conjunction with Web Specialist meetings with dept-level editors) to establish whether it is valuable and up-to-date.
    - This will be accomplished by scheduling meeting with decision makers and other stakeholders from each department to review current content, results of research phase, and to formulate a plan for navigation and content on new site.
    - Findings and recommendations from each department meeting will be included in the consulting report following the engagement.
    - Report will include module usage for each department and tasks that will need to be completed internally by the departments, and tasks will be completed by CivicPlus.
- **Identify website modules to replace or integrate with applications** – explore how to simplify current tools or applications either by integration into or replacement by the website.
    - Consultant will evaluate site during research phase and bring recommendations to department meetings. Report will include findings from both and final recommendations to be completed by department and by CivicPlus.

DELIVERABLES:

- o Consulting Report
    - Includes findings and recommendations for Global Navigation and Content, Graphic Links, featured areas, and Homepage Optimization.
    - Includes recommendations for each department. Includes Navigation and Content for each department, recommended module usage, and possible 3rd Party application replacement.
    - Includes recommendations for Training
    - Includes recommendations for governance after go-live and possible further phase implementation.