

The graphic features a white background with abstract blue geometric shapes on the left and right sides. The shapes consist of overlapping triangles and polygons in various shades of blue, from light to dark. The word 'Avondale' is centered in a large, blue, sans-serif font. Below it, the words 'Website Update' are centered in a smaller, blue, sans-serif font. At the bottom, the author's name and title are centered in a small, grey, sans-serif font.

# Avondale

## Website Update

By DeAnn Franklin, Web Services & Media Coordinator

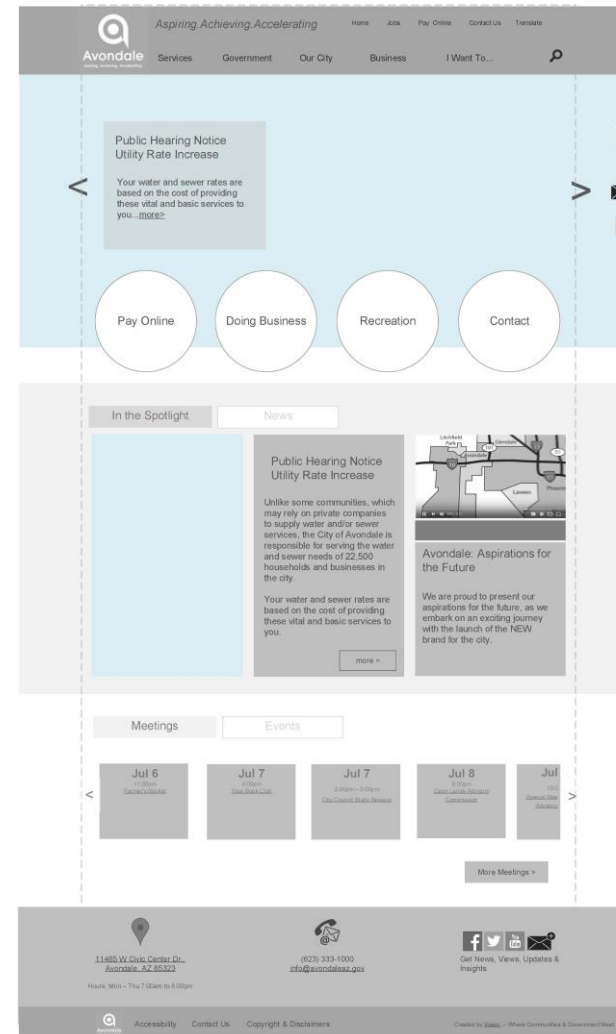
# Research & Development Background

## ▶ Research

- ▶ Website Usability Study
  - ▶ Surveys
  - ▶ Heat Map Analysis
  - ▶ Website Users Analytics

## ▶ Development

- ▶ Design Phases
  - ▶ Information Architecture
  - ▶ Homepage
  - ▶ Interior pages
  - ▶ Mobile enhanced homepage



# Website Usability Study

## Web Wrangler Input:

- ▶ How to submit requests
- ▶ Passports -general info
- ▶ Online crime reporting
- ▶ How to start a business
- ▶ Information for site selection
- ▶ Jobs & Transit
- ▶ Trash & Water leaks
- ▶ Building permits
- ▶ Employment
- ▶ Permit information

## Web Core Team Goals:

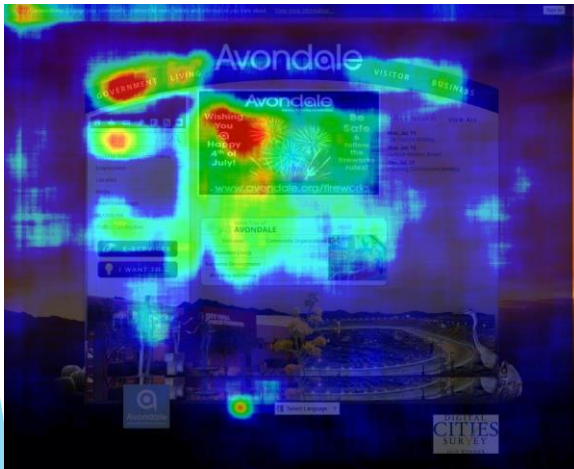
- ▶ Creating an Information Portal
- ▶ Quality of Execution
- ▶ Ease in Maintaining Content
- ▶ Streamlined Workflows



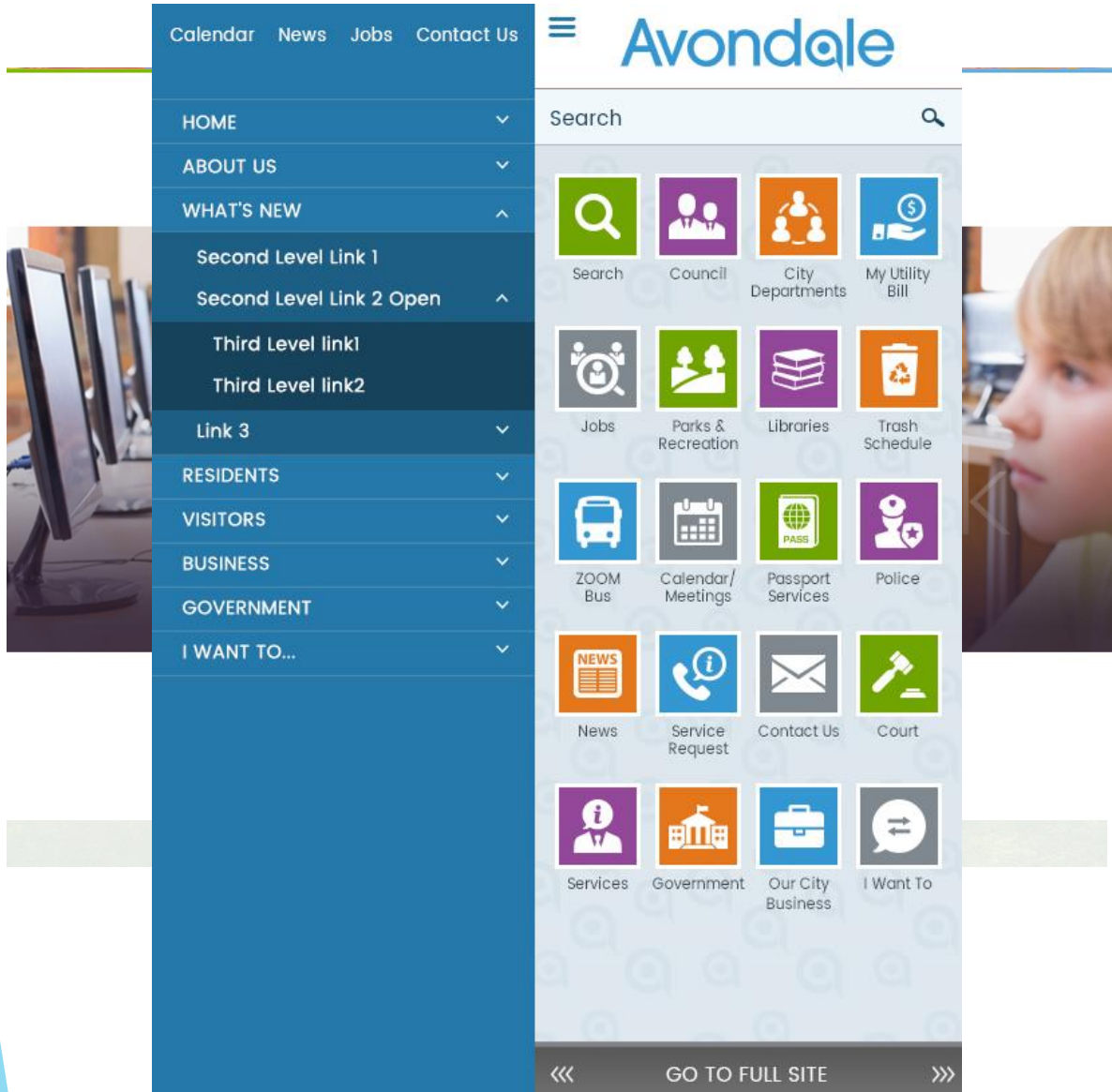
# How is our website being used?

Phone Numbers Local **Developments** Services  
Contact Rec **Check** Departments **Events**  
Activities **Pay** Meetings **Community** Resources  
Council Items **What's Happening** Job

- ▶ Careers
- ▶ E-Services
- ▶ Payment
- ▶ Water Billing Division
- ▶ My Utility Bill
- ▶ I Want To...
- ▶ Police
- ▶ Human Resources
- ▶ Solicitations (CIP)
- ▶ Utility Services Information
- ▶ Contact Us
- ▶ Procurement



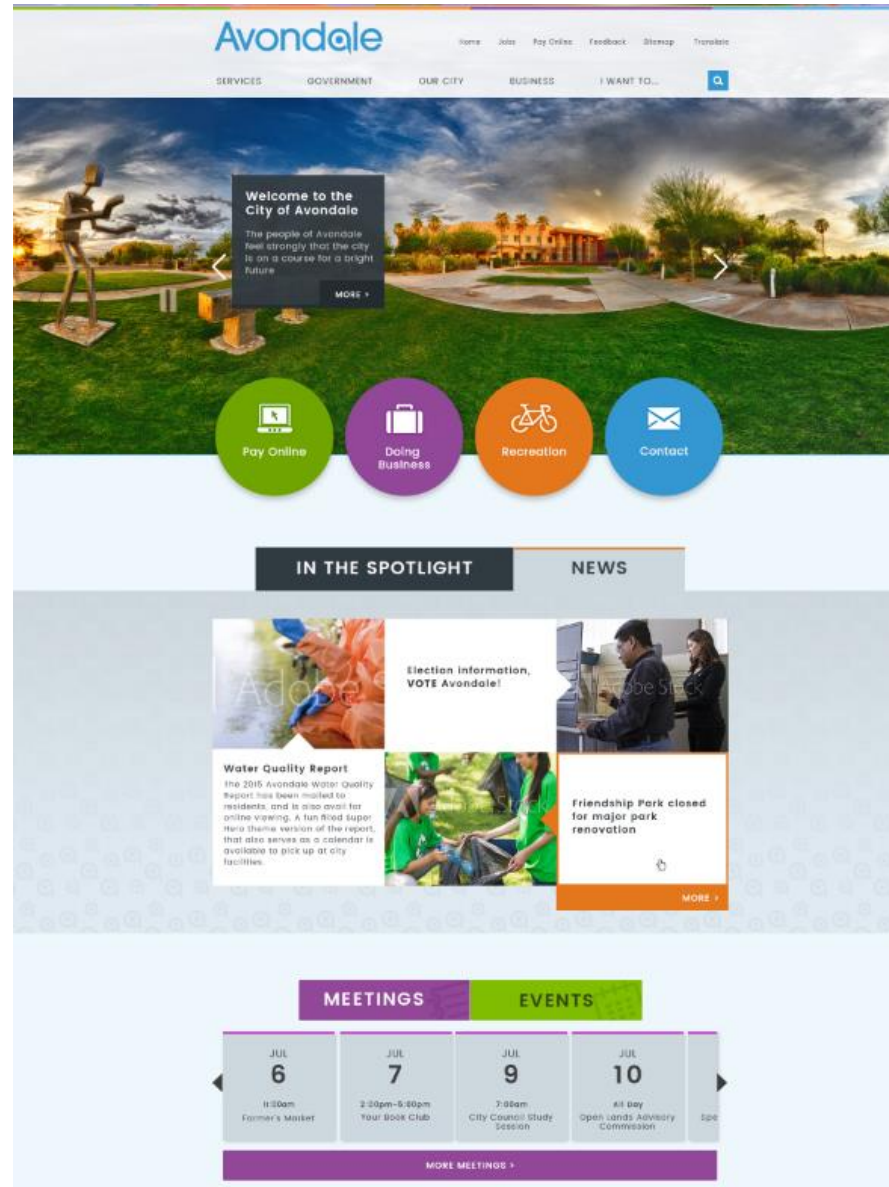
# Welcome to [www.AvondaleAz.gov](http://www.AvondaleAz.gov)



- ▶ Modern Design
  - ▶ Library Sub-site
  - ▶ Enhanced Mobile Homepage
- ▶ Intuitive Navigation
- ▶ Engaging Images
- ▶ Enhanced Search
- ▶ Reflects Avondale's Brand
- ▶ Improved Services

# Designs

- ▶ Contemporary Design
- ▶ Responsive website
- ▶ Simple & Clean
- ▶ Call-to-Action Buttons
- ▶ Interactive Elements
- ▶ Extensive Search Capabilities
- ▶ Enhanced Mobile Homepage



# Features & Functionalities

- ▶ Calendar (including Library events)
- ▶ Citizen Service Request Tool
- ▶ eNotifications
- ▶ Event Registration
- ▶ Form and Survey Builder
- ▶ Facility Directory and Reservation Tool
- ▶ News Story tool
- ▶ RFP Postings
- ▶ Service Directory
- ▶ Staff Directory
- ▶ Call-to-Actions
- ▶ Spotlight News Feature
- ▶ Search functions
- ▶ Components - Service Directory,
- ▶ Interactive calendar items
- ▶ [MyAvondale Services](#)

# Digital Government Engagement

## Priorities

- ▶ IMPROVING CITIZEN EXPERIENCE
  - ▶ Digital Marketing Efforts
  - ▶ Self-service Transactions
  - ▶ Improve Service Delivery
  - ▶ Build Greater Transparency
  - ▶ Digital Channel Impact
  - ▶ Learning & Training Opportunities
- ▶ Homepage Banner
- ▶ Social Buttons



# The New AvondaleAZ.gov Is Aspiring. Achieving. Accelerating

## Best Government Websites

- ▶ Responsive
- ▶ Simple
- ▶ Secure
- ▶ Searchable
- ▶ Accessible
- ▶ Mobile-First



## 2016 Web Designs & User Trends

- ▶ Engaging Design (parallax)
- ▶ Rich Media (full-width images, background video)
- ▶ Attractive Call To Actions
- ▶ Prioritized Navigation
- ▶ Personalized User Experiences

# Launch Mid February

- ▶ Press Release
- ▶ Collateral
- ▶ Social Media Blasts
- ▶ Google Search