City Website Redesign

Media & Communications and Information Technology

City Council Study Session
August 13, 2024
ITEM 1

OVERVIEW

- Cityoftacoma.org is our primary platform for informing & engaging with our community

- Critical for belief & trust

- Has been in existence since 2013

- We're in the process of redesigning it -- anticipated to launch in Spring 2025

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PROJECT GOALS

- Improve navigation & enhance findability
- Modernize the design
- Increase accessibility & usability
- Improve transparency & content accuracy
- Enhance resident engagement
- Improve information assurance/security

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BACKGROUND

- Website assessment conducted (late 2022-mid 2023)
- RFP process & selection-Tacoma-based, SiteCrafting selected as vendor (late 2023)
- Project Planning & Stakeholder Analysis (Spring 2024)
- Content Audit (Summer 2024)
- Usability Testing & Focus Groups (June 2024)
- **Community Engagement (June 2024)**

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RESEARCH

- The SiteCrafting collaborated with the City of Tacoma to create a working prototype of the new designs.
- SiteCrafting conducted usability testing, focus groups and community outreach.
- Usability testing and focus group scenarios focused on the usability of the new navigation and templates.
- Community outreach focused on engaging with community members and collecting information on their ideas for features for the new site.
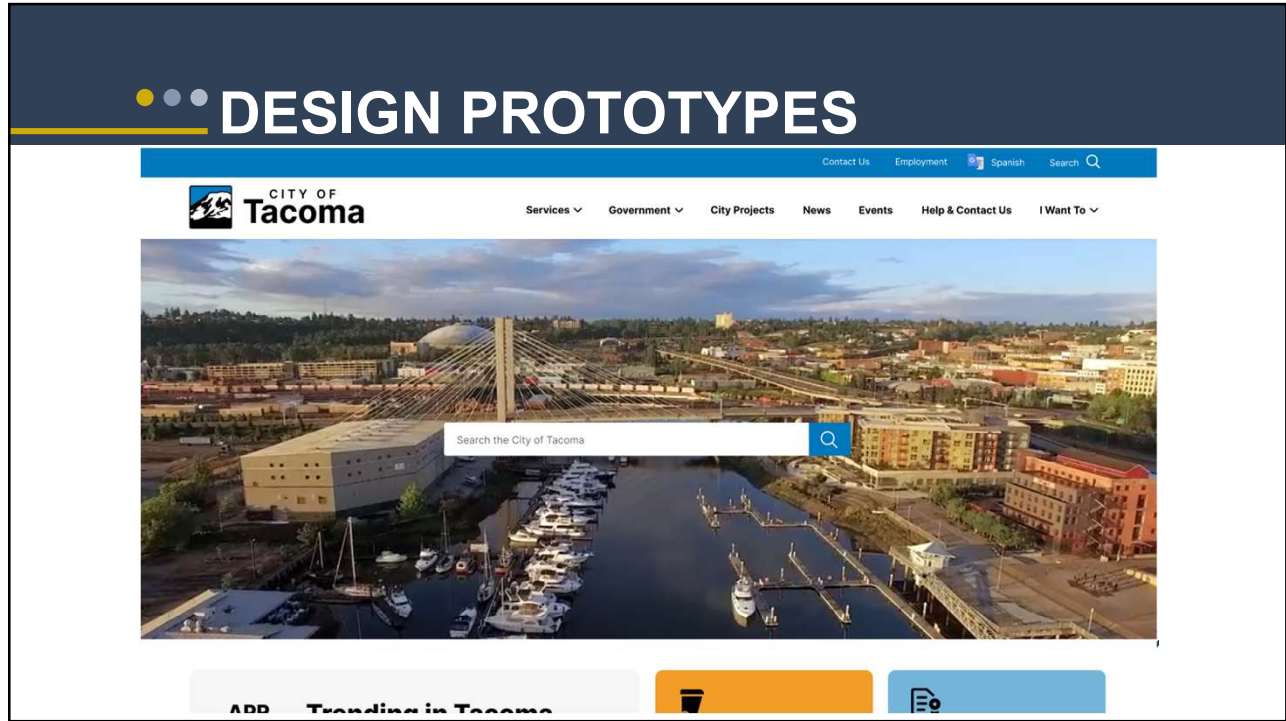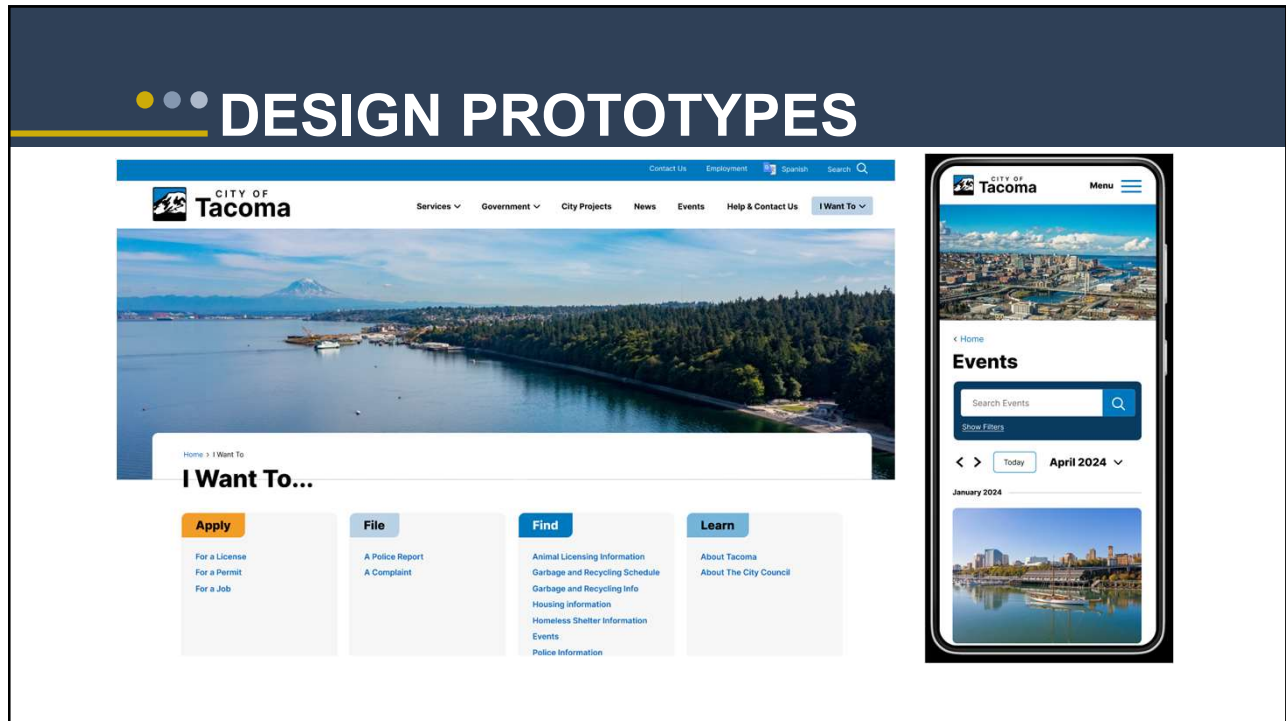
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METHODOLOGY

- **Usability Study**
  - 12 participants
  - In-person moderated
- **Focus Groups**
  - 2 sessions
  - 9 participants (community groups and business organizations)
  - In-person moderated
- **Community Engagement**
  - One Tacoma Community Visioning Workshop Events
    - Bates Technical College
    - Salishan Family Investment Center

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DESIGN PROTOTYPES

DESIGN PROTOTYPES

METHODOLOGY

- **Usability Studies & Focus Groups**
  - Conducted in-person at SiteCrafting
  - Participants were asked to complete 11 tasks and scenarios within the newly designed environment
    - *How would you find City Council's goals and priorities?*
    - *How would you file a police report?*
    - *Where would you go to find information on affordable housing?*

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OVERALL FINDINGS

- Feedback on the new designs was overwhelmingly positive.
- Average task success rate was 82%
- Participants really liked the Resource hub pages, especially the "I Want To" sections.
- Overall satisfaction in Usability Testing was **6.45 (out of 7)**. Highest satisfaction score ever reported.

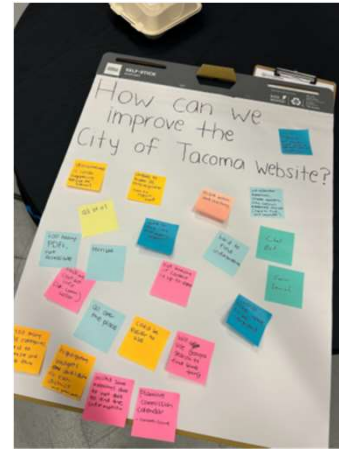**Average Reported Website Satisfaction**

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COMMUNITY ENGAGEMENT EVENTS

Attendees were asked to provide feedback on the site and what they would like to see on a new site.
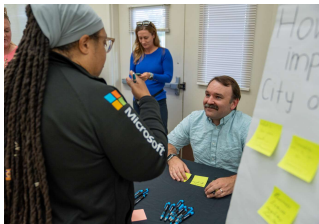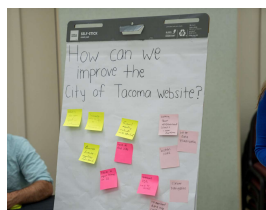
Responses included:

- Improved navigation
- Improved search
- Better design (more welcoming)
- More event integration such as finding City Council and Committee meetings
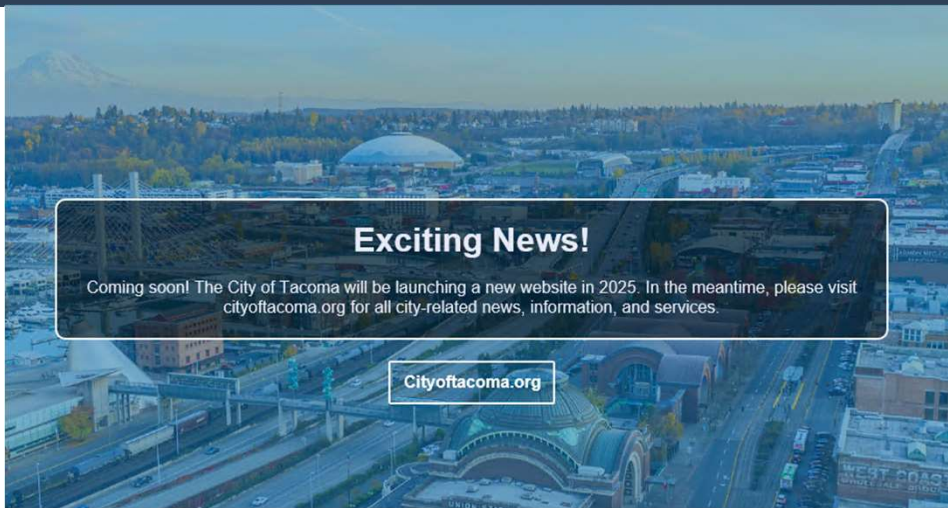

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COMMUNITY ENGAGEMENT EVENTS

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NEXT STEPS

- Incorporating Feedback Into Website Layout
- Working with City of Tacoma Staff on the Content Strategy & Migration
- Implementation/Site Development
- Additional Usability Testing & Community Engagement (on desktop and mobile) in Early 2025
- Anticipated Launch in Spring 2025

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TACOMA.GOV

Exciting News!

Coming soon! The City of Tacoma will be launching a new website in 2025. In the meantime, please visit cityoftacoma.org for all city-related news, information, and services.

Cityoftacoma.org

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IMPLEMENTATION

- We've secured the Tacoma.gov Domain
  - Improved security on the website
  - More credibility and trustworthy
- Domain change project is a separate project from the website redesign project but will be closely coordinated
- City's Information Systems Governance Board (ISGB) has approved the project migrating to Tacoma.gov
  - Including emails and Single Sign-On (SSO) authentications

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