

Leadership Presentation

PREPARED BY



February 17, 2023



Project Background & Process



s Engagement

[REDACTED] contracted [REDACTED] to work on planning for a new implementation of a public-facing website that would be informed by user data, usability best practices, functional enhancements, updates to content management processes, and modern technology. This site assessment was aimed at:

- Using data to better understand **audiences and opportunities**
- Assessing the current site content to identify areas for **simplification and reduction**
- Focusing on **high-priority content and functions** that should be improved and made more visible
- Decreasing the level of 'buried' and excessively deep content to **reduce user clicks** and the burden of browsing involved in the site experience
- Developing a prospective plan for an **online application management** system
- Explore potential solutions to better **document management**

This project was limited to



Project Steps and Deliverables

- Stakeholder interviews and discovery
- Analogous site research
- Review of site analytics
- Review of internally-facing survey data
- End user survey
- IA development and workshop
- Low-fidelity wireframing
- Graphic design exploration
- Process and solution analysis - focus on CON and application management, and document management

Key Deliverables included:

- User research and site analytics report
- Information architecture diagram and draft menu design
- Page wireframes
- Three graphic designed homepage options
- Technical recommendations report
- Project brief



Highlights from User Research and GA

The various user surveys and site analytics shed a huge amount of light on the sentiments, needs, successes, and preferences of [REDACTED] site visitors.

These led us to prioritize and consider the following:

- Users commonly have a misconception or inaccurate understanding of [REDACTED] role.
- Users are seeking a simplified and modernized site experience.
- CON is the primary subject matter/topic driver of site traffic and utilization. Other common drivers of traffic are meeting-related information, data and reporting, COVID, surveys.
- Users rated navigation, clarity of language, and ease of use relatively low, at 2.6, 2.8, and 2.6 respectively out of a 5-point scale.
- Site search is generally lacking in effectiveness for site visitors.
- [REDACTED] sees a very small portion of repeat visitors, and a relatively small portion of mobile users, and they predominantly visit M-W during common working hours.



Experience and Site Structure Recommendations

██████ made the following high-level recommendations to the ██████ project team based on analysis of user data.

- Strategically place resources and services highly sought by users in prominent spaces of the homepage and in related links.
- Add links to external or partner websites that offer resources that are not handled directly by the Commission, but are likely to be mistakenly associated with the Commission.
- Use a clean, simple, and uncluttered design with content that is written for a reading level no higher than eighth grade, apply a clear typographical hierarchy across all pages, and incorporate white space between elements on the page.
- Use a combination of components on pages, such as cards, accordions, and tabs for a clear distinction between content on a page.
- Divide related content across multiple pages to allow users to navigate to the content they value most rather than scrolling down a single page to find what they need. Likewise, consider opportunities to consolidate.
- Conduct a regular scan of pages to quickly identify and replace broken links. This may be automated in a new CMS.
- Provide clear and direct directions for how users should interact or use content provided on the site.
- Clearly state what the Commission does and explain the Commission's relation to other health care departments / agencies across the state.

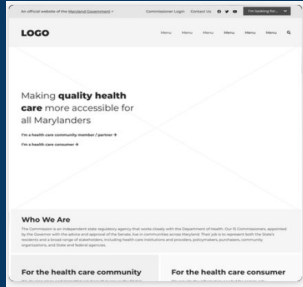


Recommended Success Metrics and Goals for Site Re-Implementation

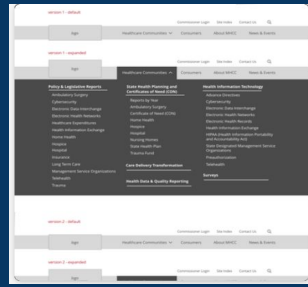
Based on user behaviors and patterns observed in the site analytics, as well as user ratings of the current site experience via the survey,  proposed the following be included as goals for a new site implementation.

-  Increased rate of return visitors, which would indicate growing value of the site to users to spur return visits.
-  Decreased bounce rate, which would indicate improved engagement with the site by visitors.
-  Reduced portion of sessions that are 0-10 seconds in duration, indicating more meaningful use of the site and consumption of information by visitors.
-  Improved user ratings on a scale of 1-5 in the areas of site navigation, clarity of language, and ease of use. (This would most likely require a new poll or survey be created in the newly implemented site after ~12 months of it being live. We would anticipate some initial low ratings as people adjust to the changes.)

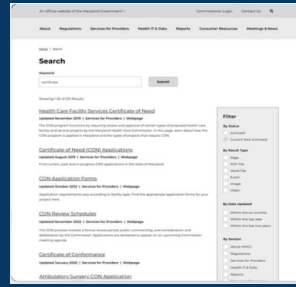
Design-Related Artifacts - Low-Fi and High-Fi



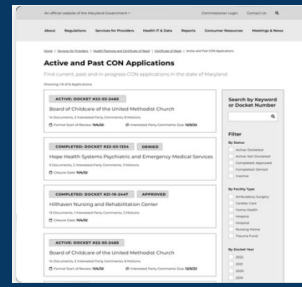
Home



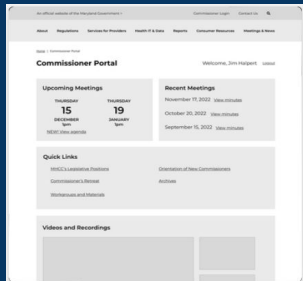
Main Menu



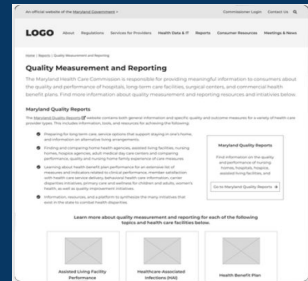
Site Search



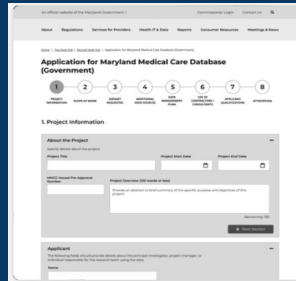
CON



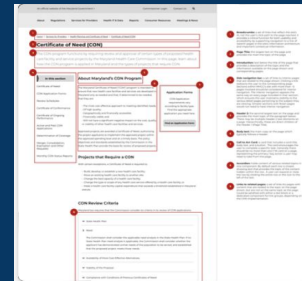
Commissioner Portal



Interiors



Webforms



Annotations



New Graphic Design!

Addendum: Other Deliverables

- User research and site analytics report
- Information architecture diagram and draft menu design
- Technical recommendations report
- Project brief
- CON workflow diagram imagining a custom application management system workflow
- Analogous site report