

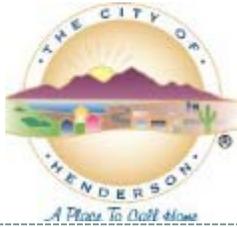
Website Redesign

(<http://www.cityofhenderson.com/>)



CITY OF HENDERSON

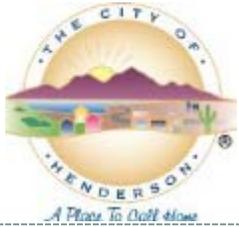




WHY REDESIGN?



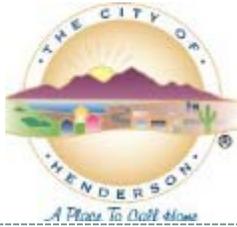
- Previous website design update was in 2006
- City Strategic Plan includes new and innovative online and mobile services for our citizens
- Shift from a classic web strategy to a mobile content management strategy
- Content management product is out of support
- Opportunity to update Style Guides and social media references



REDESIGN STRATEGY AND GOALS



- **Website Governance Committee**
 - Collaborative and cooperative approach to decision making
- **Leverage usage metrics and content relevance for content related decisions**
- **Work iteratively to evaluate and test changes at shorter intervals**
- **Design a mobile first 'look and feel'**
- **Consolidate externally hosted City websites**
- **Launch at the 2015 State of the City**



NEW TECHNOLOGY AND PROCESSES



- **Implemented Sitefinity**
 - Responsive design with a mobile first principle
 - Built-in content management
 - Active Directory authentication and access controls
- **Decreased dependence on Information Technology staff to publish content changes**
 - Business departments publish directly to staging
 - Daily job synchronizes staging and production
 - Synchronization with City SharePoint server eliminates data entry duplication



SITE IMPROVEMENTS



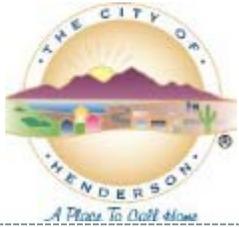
- **Responsive site design**
 - Eliminated need to maintain a separate mobile site
- **Consolidated City of Henderson websites**
- **Eliminated aged and under viewed content – 2,582 pages**
- **Data driven menus that provide one-click access to most accessed pages**
- **GIS mapping technology updated to mobile-friendly platform**



CUSTOMER FOCUSED DESIGN



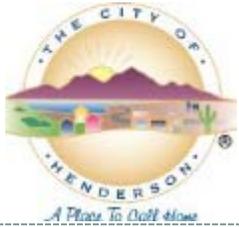
- **Changed design and layout based on user metrics**
 - Prioritization for placement based on site visit data
- **Quick links to 7 of the most frequently visited pages**
- **Main menu segmented into 5 main sections**
 - Promotes time-sensitive events and key services using images
- **Latest Information section**
 - Announcements include rotating carousel with four events and services with graphical images



NEW AND IMPROVED FEATURES



- **Updated Events Calendar**
 - Single view into all City events
 - Filters across multiple information sources
- **Open data portal access**
- **Emergency messaging**
 - User edited content displayed as a ticker tape
- **Real time traffic incidents**
 - Dynamically linked to City public safety systems
- **One-click access to available online payment services**



NEXT STEPS



- **Online Chat**
- **Proactive site monitoring**
- **Enhanced analytics and measurements to better understand our audience**