Smart Cities & Service Improvements Committee
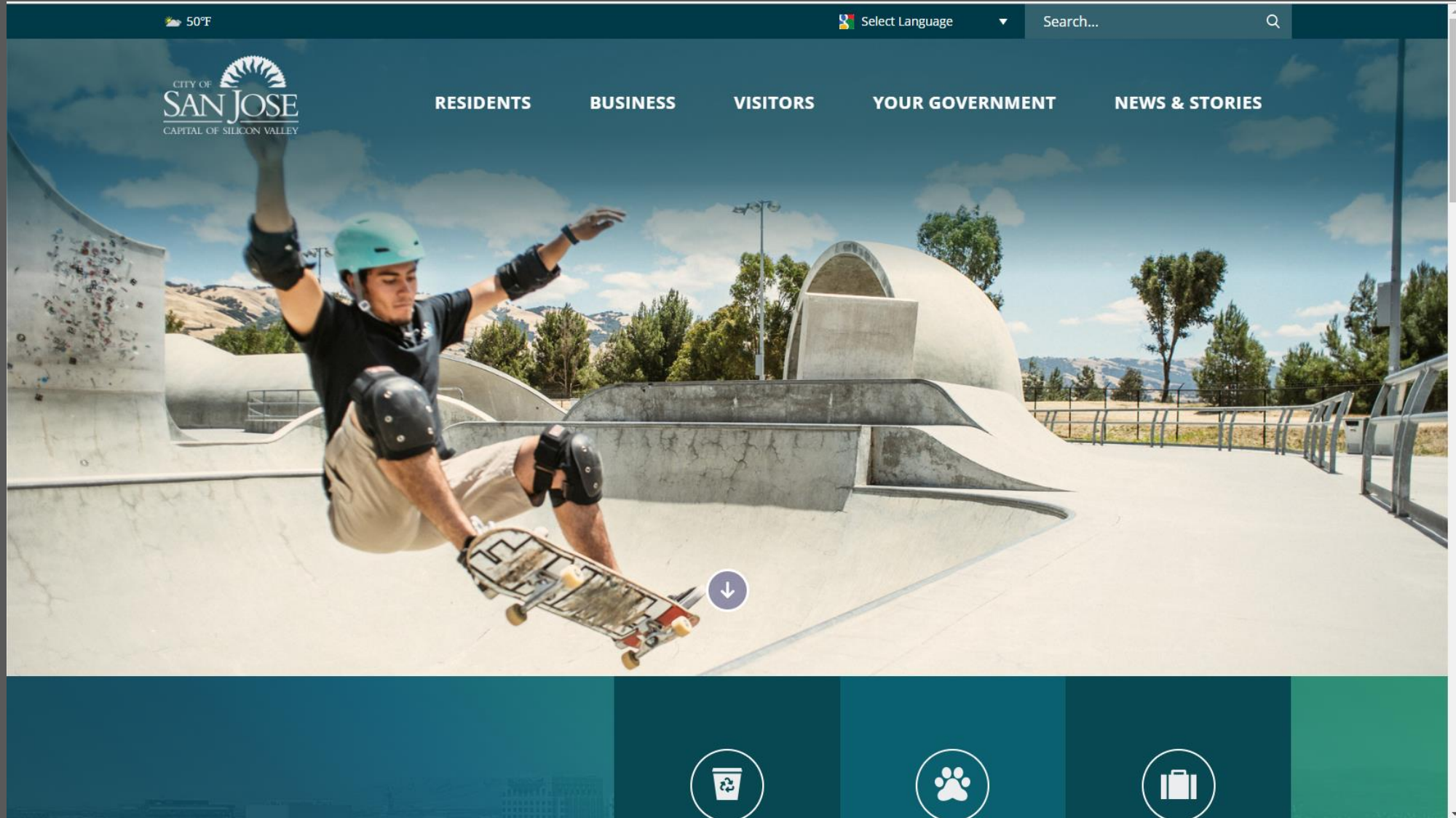
New Citywide Web Content Management System

Rosario Neaves, Astra Kredel & Michelle Thong

City Manager's Office

December 6, 2018

Site Demonstration

Designing User-centered Content at Digital Services Academy

- Pilot training for 20 staff responsible for 10 top services on City website

- Put 4 core skills into action:
    - Process mapping
    - Defining users & needs
    - Writing for the web
    - User testing
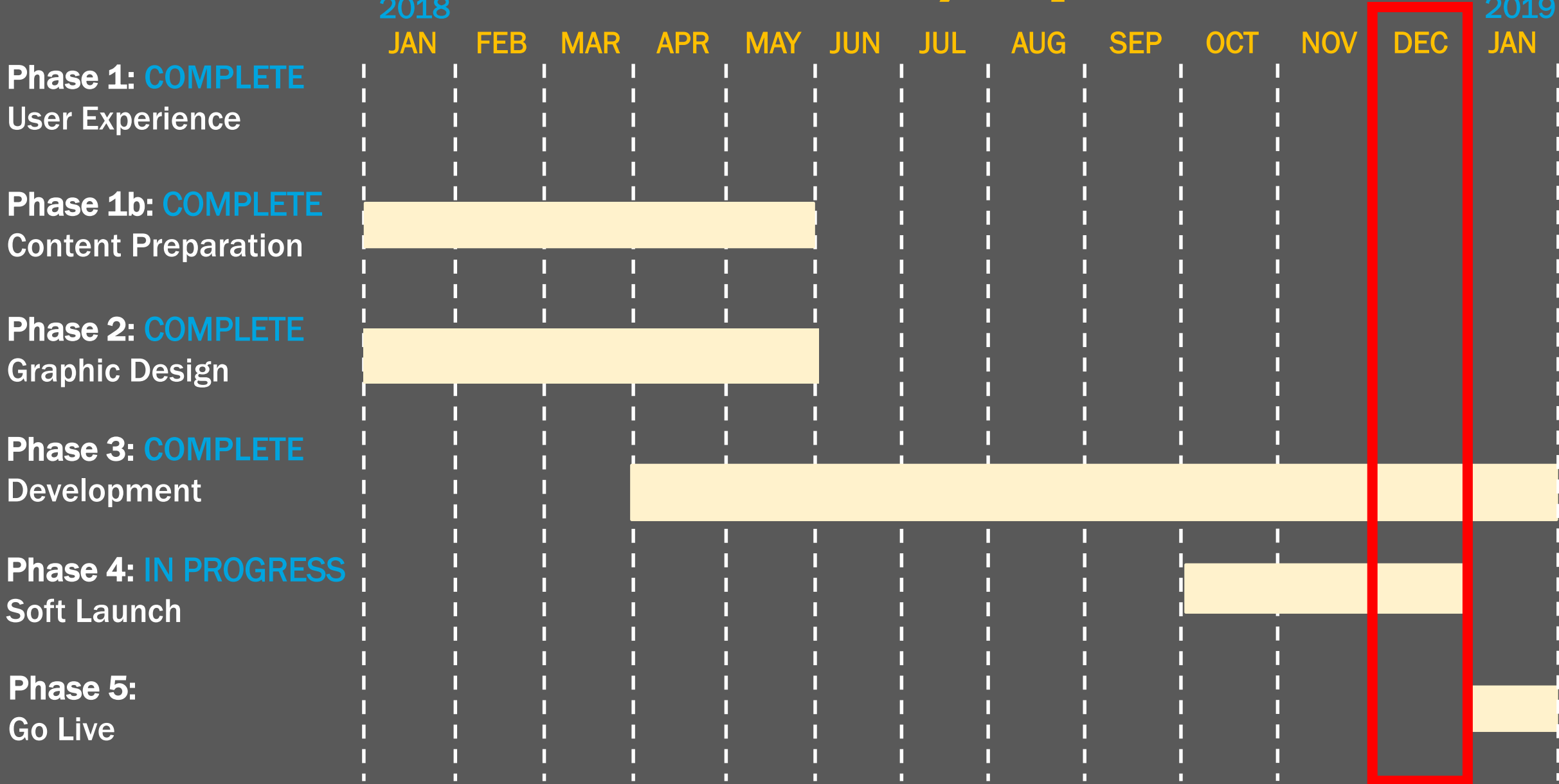
Testing with Real Users Makes our Services Better

"It changed my perspective on what people are thinking when they look at our site. All they want is to get one thing done."

"By simplifying the steps and numbering them, the user was able to see what he needed to do."

Execution Plan Timeline/Update

| | **2018** | | | | | | | | | | | **DEC** | **2019** |
| | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | | JAN |

Phase 1: COMPLETE
User Experience

Phase 1b: COMPLETE
Content Preparation

Phase 2: COMPLETE
Graphic Design

Phase 3: COMPLETE
Development

Phase 4: IN PROGRESS
Soft Launch

Phase 5:
Go Live

Next Steps

ALPHA TESTING

Internal Review (Dec)
- Mayor/Council Staff Review and provide feedback
- Select community members are given access to review and provide feedback

BETA TESTING

Public Review (Dec/Jan)
- Call out banner placed on current website inviting users to participate in a survey

GO LIVE

Launch
- Target launch date early 2019
- Internal/External communications

Next Steps

ALPHA TESTING

Internal Review (Dec)
- Mayor/Council Staff Review and provide feedback
- Select community members are given access to review and provide feedback

BETA TESTING

Public Review (Dec/Jan)
- Call out banner placed on current website inviting users to participate in a survey

early 2019
- Internal/External communications

Next Steps

ALPHA TESTING

Internal Review (Dec)
- Mayor/Council Staff Review and provide feedback
- Select community members are given access to review and provide feedback

BETA TESTING

Public Review (Dec/Jan)
- Call out banner placed on current website inviting users to participate in a survey

GO LIVE

Launch
- Target launch date early 2019
- Internal/External communications