Website Reconstruction Project

Briefing

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Board of Supervisors IT Subcommittee Meeting
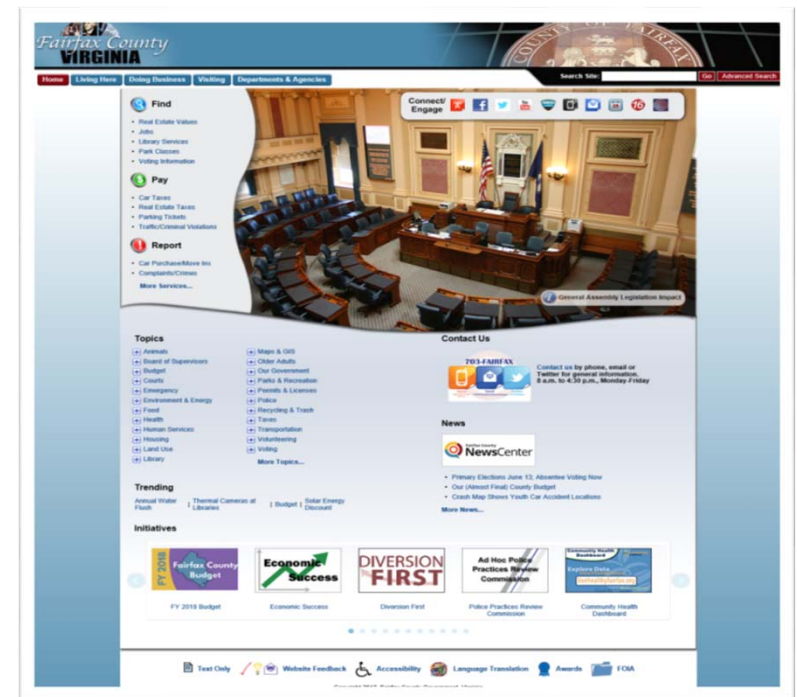May 9, 2017

Presentation Outline

- Project Overview
- Goals
- Public Feedback
- Status & Timeline
- Future Enhancements
- New Homepage Tour

Project Overview: Current Website

- **19 million+** visits each of the last 3 fiscal years
- **85,000+** webpages and PDF's
- **14% of content** receives 100+ hits per month
- **125** e-Services

Award winning

Project Overview: Goals

1	2	3	4
Refine	**Redesign**	**Rethink**	**Replace**
Information Architecture	Look and Feel	Search Results	Core Systems

Project Overview: Strategic Alignment

- County Mission and Vision
- Information Technology Strategy for Open Government
- Lines of Business Phase II : # 9 modern experience supporting Economic Success
- County Agencies' Business Needs
- Social Media Strategy
- Board Matter: *New Fairfax County Website, Dec. 6, 2016*
- Example Initiatives – *Fairfax First, Human Services IT Roadmap*
- Mobile Responsive

Project Overview: Engagement and Collaboration

- Engaged small working group from various departments
- Multiple meetings with 200+ content creators and publishers from over 50 agencies
- Meetings with Board Offices
- E-Gov Steering Committee
- Briefings to Senior IT Committee
- Information Technology Policy Advisory Committee (ITPAC)
- Community Engagement

www.fairfaxcounty.gov

What We Researched and Listened To

01 **INPUT**
Requirements and collective input from Fairfax County team throughout the process

02 **EXPERIENCE**
Virginia Interactive (VI) leveraging experience of 28 state and local portal partners

03 **ANALYSIS**
Review of website metrics for user trends

04 **INFORMATION ARCHITECTURE**
Developed topic based navigation to improve content organization and usability

05 **NAVIGATION TESTING**
Interactive online testing of navigational elements and organization of the website

06 **INTERVIEWS**
Exercise completed during requirements

07 **BENCHMARK**
Review of similar sites and jurisdictions that have a well informed site map

Goals: #1 Refine Content Organization

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12000 GOVERNMENT CENTER PKWY
FAIRFAX, VIRGINIA 22035-0071

County of Fairfax
BOARD OF SUPERVISORS

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chairman@fairfaxcounty.gov

SHARON BULOVA
CHAIRMAN

BOARD MATTER
New Fairfax County Website
December 6, 2016

First impressions are important. Studies show it takes less than two-tenths of a second for an online visitor to form a first opinion of a brand. For most residents, businesses and organizations, their first interaction with Fairfax County is **through our website**.

Our current website is in the process of being updated, which presents us with a great opportunity to better serve and connect with residents who are looking for information online.

The new website project will:

- **Refine** how people find information, including search;
- **Redesign** the whole website with a modern look and feel; and
- **Replace** the current content management system.

In the coming months, the community will be invited to provide feedback about the new website as it is developed.

Without objection, I ask that all Fairfax County Departments and Agencies adhere to the following guidelines as they develop content for our *new and improved* County website:

1. Please remember the audience for Fairfax County's website is not the Board of Supervisors, Department Heads, or County Employees. The audience is always the **residents we serve**. As public servants, let's make it a priority to put residents first as we communicate information through our website.

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## Goals: #1 Refine Content Organization

- Current **information architecture** originated in 2001
    - **New** information architecture based on research & feedback of online navigational testing
- Site will highlight **topic based** structure
- **Integrates** department content into **contextually relevant topics**
- Prominent focus on popular tasks, online services and **search results**

Goals: **#1 Refine Content Organization**

Business case example from online navigational testing:

1. A family member needs emotional and mental support after a recent life-changing event. You want to research screening and assessment options your government provides.

Visual representation of various paths test participants chose to get to the information
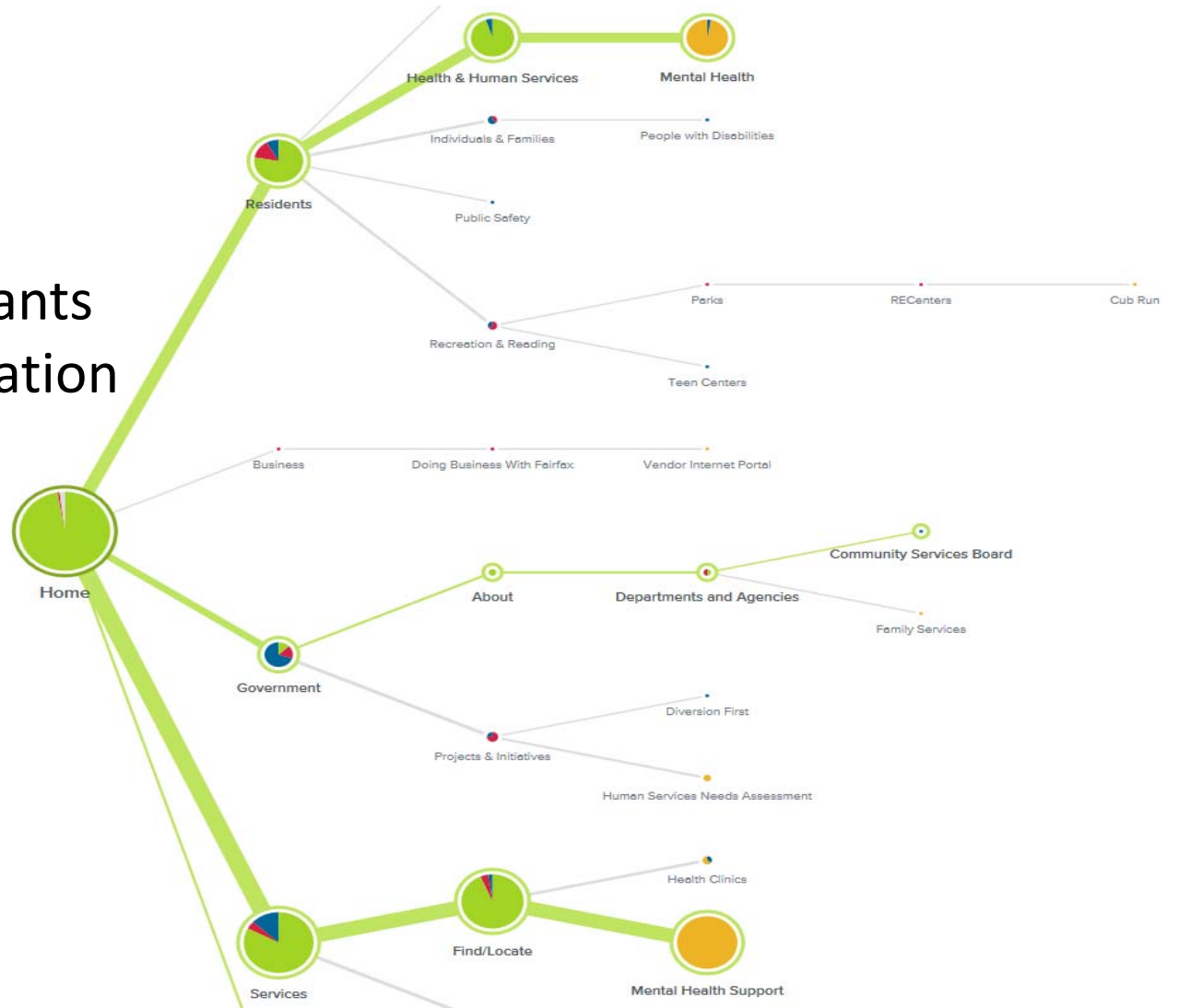
Goals: **#2 Redesign Site With Modern Elements**

- Third major redesign in 18 years
- Accessible on all mobile devices types
- Compliant color palette
- Visual cues to define content sections
- Flexibility to present content within county template design

Goals: #3 Rethink Search

- Enhanced search engine
- New Content Management System
- Publish concise relevant content
- Associate content to appropriate keywords/tags
- Review and update regularly
- Train publishers on best practices

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Goals: **#4 Replace Web Content Management System (WCM)**

- Current WCM has reached end of life,
    - Does not easily integrate with new technologies
    - Creating and publishing content is time consuming
    - Does not effectively meet growing requirements
- Current site has a lot of outdated/redundant information
- New WCM is an open source platform *(Drupal)* which is stable, scalable, secure, sustainable and expandable
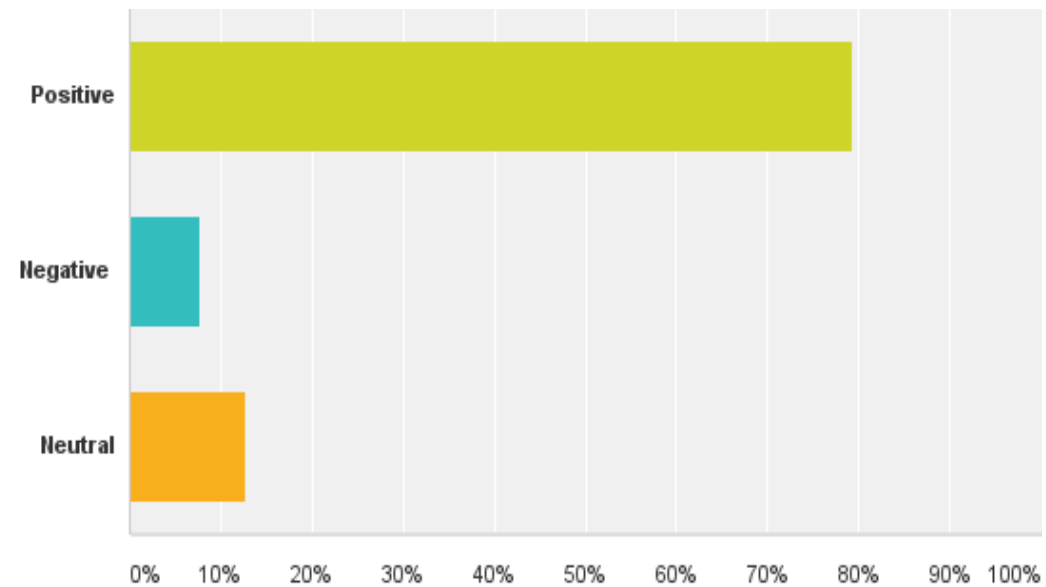
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Public Feedback: Survey Results on Refine and Redesign

- Three surveys were open for five weeks
- More than 1,000 respondents
- More than 5,000 written comments

Public Feedback: Survey Results on Refine and Redesign

Q: What is your first impression of the draft homepage?
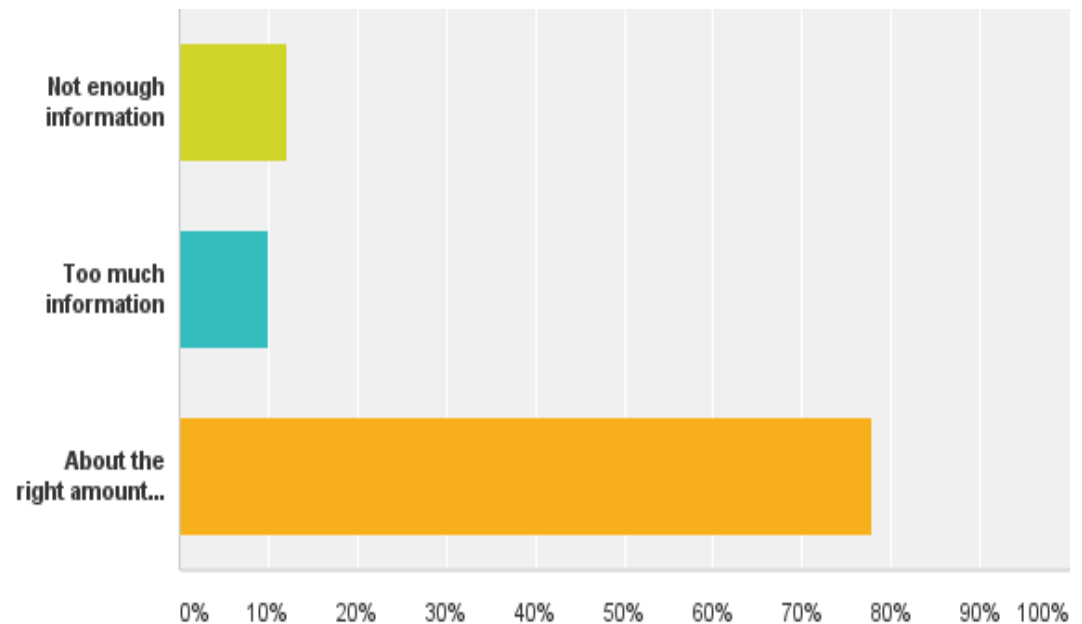
80 % positive

Public Feedback: Survey Results on Refine and Redesign

Q: Amount of information on the homepage?

78 % about the right amount

Public Feedback: Survey Results on Refine and Redesign
Select comments:

It is such an improvement on the old site and makes you proud to live in Fairfax County.

The design of the new homepage emphasizes what a resident is looking for when they come to the county website. The user experience is more efficient and will allow for ease of addressing needs and finding information.

What I like most about the draft homepage was the clear, easy-to-navigate design. I liked the clickable options in scrolling, as well as the top drop-down menu provided. The page was designed with complimentary colors and clean code. Very nice. As a website designer, the page gets a thumbs up!

Status and Timeline: Target launch in late 2017

In Progress

- Architecture & Infrastructure Set up - DIT
  - Web Content Management System installation & configuration
- Content Planning – OPA and County agencies
  - Review & Organize
  - Remove outdated/redundant content
- Final Design & Information Architecture Review - Team

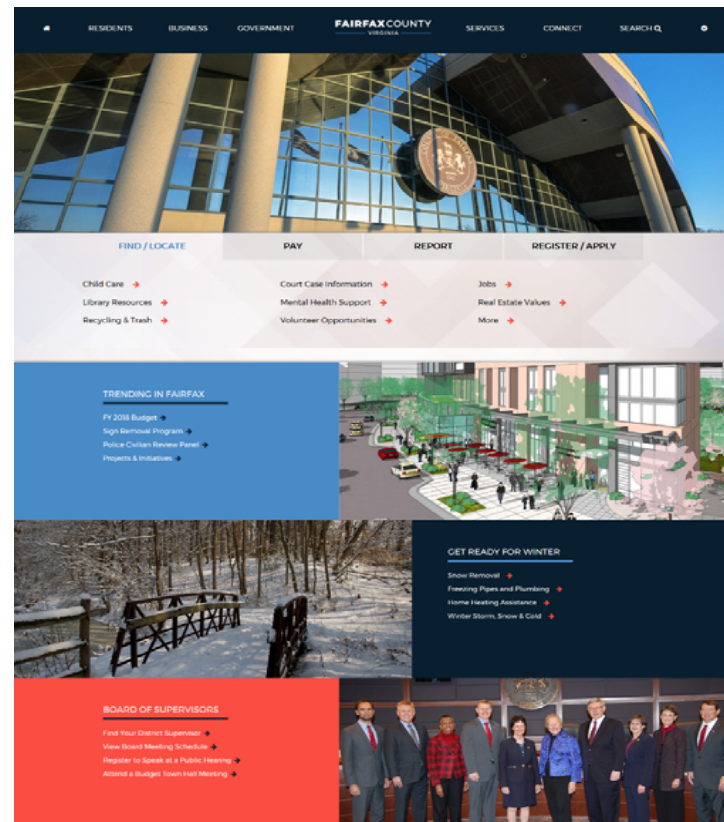**Status and Timeline:** Target launch in late 2017

Upcoming
- Training
- Content Entry
- Develop new policies and procedures
- Launch
- Ongoing feedback
- Refinement

Future Enhancements

- Continue iteration of design features and content organization
- Integration with upcoming/new infrastructure and projects (e.g. PLUS system)
- Enhancing open data
- Expansion of on-line services
- Enhancing community engagement, interactive features and transparency

New Homepage Tour

Questions and Conversation