City Website Redesign Project

GPFM
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Presentation Overview

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"Redesign and refresh the City's website with a focus on resident and visitor experience."

T.C. Broadnax – City Manager

Goals and Objectives

The Information & Technology Services (ITS) Department in collaboration with Communications, Outreach and Marketing (COM) will redesign and refresh the City of Dallas City website to meet the following goals and objectives:

- Increase usability,
- Make it easier for users to find relevant content,
- Create a connected and consistent look & feel across City departments,
- Increase accessibility, digital equity and inclusivity,
- Be more flexible and responsive to evolving needs.

Approach

Project will take a multi-year, multi-phased approach to redesigning the City's website:

- Phase 1:
  - Selection and testing of new website platform
  - Human-centered design and digital equity study
  - Short term, immediate improvements
- Phase 2:
  - Rolling conversion to new website platform
  - Implementation of recommendations from HCD and equity study

Phase 1A – Human-Centered Design Study

City will partner with the Master of Arts in Design & Innovation (MADI) program from SMU and Dallas College on a Human-Centered Design (HCD) study:

- Conduct data-driven research and surveys around website utilization rates across the City
- Perform community outreach, working with/through Council Districts, utilizing HCD techniques and principles to elicit requirements to better understand resident and visitor needs from the City's website
- Launch Dallas.gov, marketing to increase brand awareness
- May include follow-up testing & feedback from community upon prototypes developed

Phase 1B – Incremental Improvements

City will complete a series of incremental improvements in the short term based upon documented feedback:

- Work with departments to update incorrect or outdated information contained in informational website
- Continue building City Calendar functionality to include linking additional departments
- Address accessibility issues to ensure compliance with Americans with Disability Act requirements
- Improve documented navigation and usability issues

Phase 1C – New Website Platform

City will conduct market research, testing and evaluation activities on a new web development and hosting platform:

- The current web platform used by the City has limited functionality and deemed insufficient to meet the current needs
- ITS will gather requirements from City departments and conduct market research on viable replacement platforms

Phase 2

During Phase II of the Website Redesign project the City will implement and launch the newly redesigned website:

- Current websites will be converted to the new platform on a rolling/phased basis
- Recommendations from the Human-Centered Design and equity study will be incorporated into new website
- Follow-up studies/surveys conducted to measure utilization and usability of new website
- Performance metrics established and tracked to determine effectiveness against goals/objectives

Project Timeline

Official Project Kickoff: June 24, 2021

Phase 1:

- Selection of New Platform: June 2021 – Dec. 2021
- HCD/Equity Study: June 2021 – March 2022
- Short term improvements: Quarterly June 2021 - Aug. 2022

Phase 2: March 2022 – Sep. 2022

Roles & Responsibilities

Executive Sponsors:
- Bill Zielinski: Chief Information Officer – Information and Technology Services
- Catherine Cuellar: Director – Communications, Outreach & Marketing

Human Centered Design/Research:
- Jessica Burnham: Master of Arts in Design and Innovation, SMU
- Cristin Thomas: Dallas College
- Benjamin Magill: Dallas College

Equity and Inclusion:
- Genesis Gavino, Resilience Officer

QUESTIONS?