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CITY OF

SHORELINE





Where is Shoreline ?

Demographics are changing - Digital era - Multicultural Society





Current Desktop View

Calendar

City Council Special Meeting
March 20, 2017

City Council Regular Meeting
March 20, 2017

**Beautify & care for your
streamside property**
March 23, 2017

**Parks, Recreation & Cultural
Services/Tree Board Meeting**
March 23, 2017

**City Council Workshop Dinner
Meeting**
March 27, 2017

City Council Regular Meeting
March 27, 2017

**Home Improvement
Workshop & Vendor Fair**
March 28, 2017

**Richmond Beach Saltwater
Park Volunteer Work Party**
April 1, 2017

City Council Regular Meeting
April 3, 2017

Planning Commission Meeting
April 6, 2017

**City Council Workshop Dinner
Meeting**
April 10, 2017

City Council Regular Meeting
April 10, 2017

[FULL CALENDAR](#) ▶

[CURRENTS NEWSLETTER](#) ▶



What's New in Shoreline



Comment on the Trail Along the Rail

The City is investigating the possibility of building a multi-use trail running roughly parallel to the light rail alignment through Shoreline. Please provide your comments in a short survey.



reasons.

Shoreline City Council approves supplemental paid family leave for City staff

The policy will allow staff to take up to 12 weeks of paid time off to care for a sick family member, bond with a new child, or for their own personal health



Twin Ponds Giving Garden tops area contributions

The 2016 Solid Ground "Growing and Giving" report names Twin Ponds Giving Garden as the top contributor of produce to a local food bank of all Seattle area p-patches and community gardens



Preview the Spring/Summer Recreation Guide Now

The Recreation Guide is your source for Parks Department sponsored spring and summer camps, trips, programs, and events for everyone at every age. Registration starts March 20 for Shoreline residents. Preview the digital Recreation Guide now to make your spring and summer plans.



planted.

Tree regulations in Shoreline

One way ensuring there is no net loss of the City's tree canopy coverage is by regulating the rate of cutting and requiring replacement trees to be



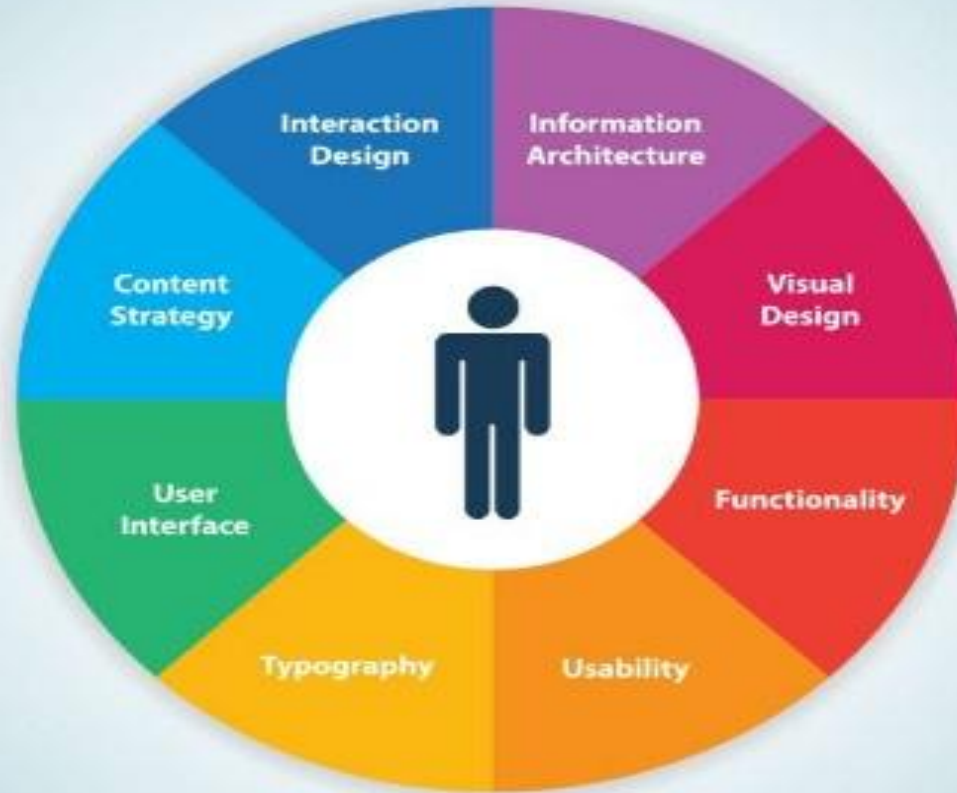
Neighborhood Spotlight: Briarcrest

Briarcrest Neighborhood brackets the southeastern border and includes both Hamlin and South Woods Parks. The neighborhood association places equity at the top of their values list.



- [Projects & Initiatives](#)
- [Recreation Registration](#)
- [Permits & Development](#)
- [Departments](#)
- [Online Service Request](#)
- [Station Area Planning](#)
- [Alert Shoreline](#)

Understand how users of the website are interacting with the information presented!





Seattle.gov

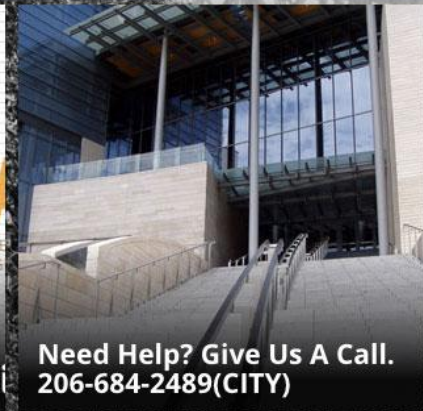
Mayor Edward B. Murray



ning City



Join the housing conversation



Need Help? Give Us A Call.
206-684-2489(CITY)

Calculate Minimum Wage

Calculate the minimum wage for employees working in Seattle.



Seattle Police
@getyourcarback

MAROON 2001 SUBARU LEGACY SW
LIC/HYFLYR.WA ***DO NOT MAKE
CONTACT CALL 911***



Find Fire Department Jobs

The Seattle Fire Department is an Equal Opportunity Employer that values diversity in its workforce.

Today

Civic T

Services & Information

Elected Officials

Departments

Visiting Seattle

News.Seattle.Gov

Event Calendar

Art Z

Seattl

hough

2017.1

Morris

Elected Officials



CITY of **BOSTON**

Mayor Martin J. Walsh



[PUBLIC NOTICES](#) [PAY AND APPLY](#)



[HELP / 311](#)

[HOME](#)

[PROGRAMS AND INITIATIVES](#)

[GUIDES TO BOSTON](#)

[NEWS](#)

[EVENTS](#)

[DEPARTMENTS](#)

[GOVERNMENT](#) >

[PLACES](#) >

[WORK FOR THE CITY](#)

UPCOMING PRESS CONFERENCE / Mayor Walsh will discuss today's executive orders on immigration at 4 p.m. [WATCH THE PRESS CONFERENCE](#)

WEDNESDAY, JANUARY 25



BUILDING CLOSURES

All municipal buildings are open based on their regular



TRASH AND RECYCLING

Pickup is on a normal schedule today.



PARKING METERS

Parking meters are operating normally today.



TOW LOT

The tow lot is open from 7 a.m. - 11 p.m. Automated



STREET CLEANING

Today is the fourth Wednesday of the month

**-Problems ?
-What elements
work or not ?**



User Personas

User personas give us a glimpse at the goals people have in mind when visiting the city of Shoreline's website. These personas are useful in the creation of real life situations that enable designers to make sites that are more user friendly for everyone.

Full Name

Trait Trait Trait Trait Trait

Goals

- The goals this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The frustrations this user would like to avoid.
- The obstacle that prevents this user from achieving their goals.
- The problems with the solutions already available.
- The product or service that currently does not exist.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and/or professional life that make this user an ideal customer of your product.

Personality

Age: 1 - 100
Work: Job title
Family: Married, kids, etc.
Location: City, State
Character: Type

Introvert Extrovert
Analytical Creative
Conservative Liberal
Passive Active

Motivations

Incentive
Fear
Achievement
Growth
Power
Social

Brands

A collection or list of the user's favorite brands.

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

"A quotation that captures the essence of this person's personality."

Business Owners

User Traits:

- 25 - 70 years old
- The younger the more tech savvy and the older the less
- Small - mid size businesses, corporations, developers

User Goals:

- Look for available properties
- Look for business incentives and initiatives
- Locate online business license application form
- Find information on taxes and permits

User Tasks:

- Learn more about the city
- Download maps and other related forms
- Submit application for permits and licenses.



Job Seekers

User Traits:

- Looking to apply
- Searching for new opportunities
- Somewhat Tech savvy

User Goals:

- Look and apply for opening jobs
- Looking for government related jobs
- Want to work close to home

User Tasks:

- Find and browse opening opportunities
- Check status of applied jobs
- Find information about careers



Residents

User Traits:

- New and current
- Single family
- Senior citizens
- Teens/Tweens



User Goals:

- Looking for events around the neighborhoods
- Want to stay up to date about what's happening around the city
- Want to get involved in the community
- Want to look for contact information on local businesses/services
- Looking for emergency contact

User Tasks:

- View event calendar
- Read news about the city/neighborhoods
- View the community directory
- Look for residents' associations and clubs
- Sign-up to be a volunteer

Community Leaders

User Traits:

- Residents' Associations
- Neighborhood council

User Goals:

- Connecting with other neighborhood associations
- Need to address concerns on condition of the city/neighborhoods (maintenance and developments)
- Want to stay up to date on current events and future plans

User Tasks:

- Check city council meeting schedule
- View list of neighborhood associations and the contact info
- Find contact info for city representatives
- Look for news and updates about the city



METHODS WE USE

Competitive Analysis

Heuristic Evaluation

Card Sort

Usability Testing

Competitive Analysis

What is Competitive Analysis?

A method of evaluating a website with its competitors' to identify strengths and weaknesses of each respective website.

Why Competitive Analysis?

- ❖ Help brands or companies discover the loopholes that exist within their websites
- ❖ This method will essentially help companies improve their websites to meet their business goals

Objectives for conducting competitive analysis:

- ❖ Identify strengths and weaknesses
- ❖ Analyze functionality of the website
- ❖ Identify navigational system that works for users
- ❖ Gather data and make decisions on what to add and eliminate from the website
- ❖ Make recommendations on visual design

ASSESSMENT CRITERIA

Navigation structure

Site features

Responsiveness

User interaction

Visual audit

COMPETITIVE ANALYSIS: CITY OF BOSTON



NAVIGATION STRUCTURE

Pros: labels are straight-forward

Cons: hamburger menu

SITE FEATURES

Pros: built-in forms, translation into 5 main languages

Cons: Too many CTA's on main page, a lot of scrolling.

RESPONSIVENESS

Pros: Mobile-first approach, consistent and clean design

Cons: utility collapses into the toggle menu in mobile version

USER INTERACTION

Pros: Interactive step-by-step process, easy access to information

VISUAL AUDIT

Pros: visually attractive, consistent theme, use icons and images to balance the look

COMPETITIVE ANALYSIS: CITY OF SEATTLE

Seattle.gov
Mayor Edward B. Murray

Search Menu

Mayor Murray's State of the City Address

Need Help? Give Us A Call.
206-684-2489(CITY)

Today

Driving Energy Efficiency in City Buildings
Source: Greenspace

Find Police Reports
General Offense (GO) Reports in PDF format are available for almost all crimes reported to SPD.

Request A Marriage Ceremony
Municipal Court of Seattle Judges are empowered to perform marriage ceremonies under the laws of the State of [...]

Seattle Center Retweeted
Children's Theatre Co
@ChildrensTheatr
We're so excited for @miz_parks to perform in 'Seedfolks' over at @SCTdotORG for a month-long run.

Seattle News NOW 3/17/2017
Seattle Police are investigating a rise in bias crimes in our area, and the King County Council has its hands full with [...]

NAVIGATION STRUCTURE

Pros: simple

Cons: labels are vague, doesn't expand into dropdown, a lot of clicks to get to a page

SITE FEATURES

Pros: filter options on gateway to refine search, online services

Cons: CTAs/important features are placed at the bottom, content in the collage are not consistent

RESPONSIVENESS

Pros: Mobile-friendly, looks better in mobile view

Cons: 3rd party widget (aka forms) not responsive

USER INTERACTION

Pros: provides necessary online services for users

Cons: some pages are text heavy

VISUAL AUDIT

Pros: consistent color theme

Cons: typography, layouts not consistent, use of images on top of background image.

COMPETITIVE ANALYSIS RECOMMENDATION

NAVIGATION STRUCTURE

- ❖ Include 'select a language' option in utility
- ❖ For mobile version, adopt toggle menu for main nav

SITE FEATURES

- ❖ Make important feature (CTA's) more prominent
- ❖ Integrate an online service (built-in-forms) into the website
- ❖ Add filter options to help users with their search

RESPONSIVENESS

- ❖ Redesign breakpoints so that mobile users can have a better experience with navigation on smaller screens.

USER INTERACTION

- ❖ Organize information that allow users to easily look at not only the steps needed but also the options that they have when accomplishing a task (step-by-step and guidelines)
- ❖ Include feedback form to understand what users want

VISUAL AUDIT

- ❖ Make website less cluttered (whitespace, icons, images)
- ❖ focus on typography to improve the overall aesthetics of the website
- ❖ Use high quality images

Heuristic Evaluation

What is Heuristic Evaluation?

A usability inspection method where a group of usability experts evaluate user interface (UI) of a website and judge its compliance with recognized usability principles (the "heuristics").

Why use Heuristic Evaluation?

- Help finding Usability Problems within an interface design
- It gives a clear visual representation of a potential usability problems to test with a set of participants

10 Usability Heuristics



Visibility of system status



Match between system and the real world



User control and freedom



Consistency and standards



Error prevention



Recognition rather than recall



Flexibility and efficiency of use



Aesthetic and minimalist design



Helps users recognise, diagnose, and recover from errors



Help and documentation

Heuristic Testing Scenario Example

Scenario 1: A business owner looking to expand his bakery business. He is in the preliminary stage of scouting for a suitable city to be the base of his next business venture.

Task:

- I. Find information that talks about the neighborhoods, the amenities and recreation in the city, the school, population and other relevant topics.
- II. Look for the process to set up a business in the city and apply for the business license
- III. Search for the list of offices for lease

Heuristic Testing Scenario Example

Scenario 2: User parents recently moved to a retired community in shoreline and he wants to learn about things to do for senior citizens. The user's parents are from India and they speak very little English.

Task:

- I. Find information about recreational programs for senior citizens.
- II. Look for reviews from other people.
- III. Find out about fees and schedules.
- IV. Find out about multicultural events.
- V. Find out about English lessons for adults.
- VI. Look for volunteering opportunities for seniors.

Results

	Scenario 1	Avg.	Scenario 2	Avg.
1. Visibility of system status	2 2 3 2 2	2.2	2 2 2 2 2	2
2. Match between system and the real world	2 2 3 2 2	2.2	2 2 3 2 2	2.2
3. User control and freedom	2 3 3 3 3	2.8	2 2 2 2 1	1.8
4. Consistency and standards	2 2 3 3 2	2.4	2 3 2 3 3	2.6
5. Error prevention	0 1 2 1 0	0.8	0 0 0 0 0	0
6. Recognition rather than recall	1 2 2 2 3	2	2 2 3 3 2	2.4
7. Flexibility and efficiency of use	2 3 3 4 4	3.2	2 3 2 3 2	2.4
8. Aesthetic and minimalist design	2 4 3 4 4	4.2	1 3 3 3 3	2.6
9. Help users recognize, diagnose, and recover from errors	2 2 2 2 0	1.6	0 0 0 0 0	0
10. Help and documentation	2 3 2 3 2	2.4	3 4 3 4 4	3.6

Findings

- Gateway pages needed major redesign
- Lack of consistency in navigation and terminology
- Too much information in too many places
- Some breadcrumbs are misleading
- Lack of help and documentation materials

Card Sorting for Information Architecture

What is Card Sorting?

A method for understanding how your website will be utilized from a user's perspective. Card sorting entails breaking down the contents of a website into topics and keywords, which are then presented to participants of a test group to categorize in a way that makes logical sense to them.

Why use this method?

Card sorting is a user-centered methodology that is inexpensive and effective.

The result is content that is categorized from a bottom-up perspective, that is, from a user's perspective.

Card Sorting Process

A card sort can be done on paper or through a program such as Optimal Sort. We use Optimal Sort.

Example of questions:

1. Where and when will the weekend farmer's market be held?
2. How can I prepare myself for an emergency?
3. Where can I request public records?
4. Where do I apply a business permit?

OptimalSort

What is the average income for single family in the City of Shoreline ?

Does the City of Shoreline has an annully trade show or local business show ?

Who to contact during power outage?

How can I register to be a vendor for the next farmers' market?

How can I prepare myself for an emergency?

There is a flooding and drainage problem on my street, who do I contact?

How do I register to vote?

How do I apply for property renovation permit?

What will I do when a power outage occur?

I want to make a complaint about construction work on my street.

How can I prepare for an extreme weather?

How to find legal assistance?

About

- How do I find quick and interesting information about the City of Shoreline?
- How do I find job openings in the city?
- Where can I access the city budget?
- Where can I find information on property taxes in Shoreline?
- How can I contact a Customer Response Team?

Business

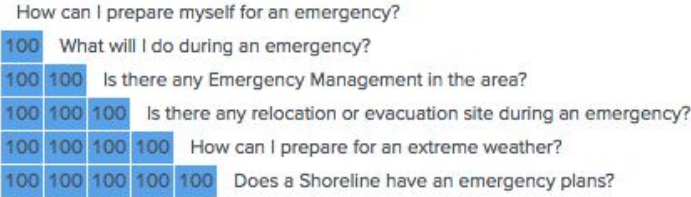
- Where do I apply a business permit ?
- Where do I find listings for commercial properties ?
- What is the average price per square foot for commercial properties ?
- Are there any initiatives to attract businesses ?

Government

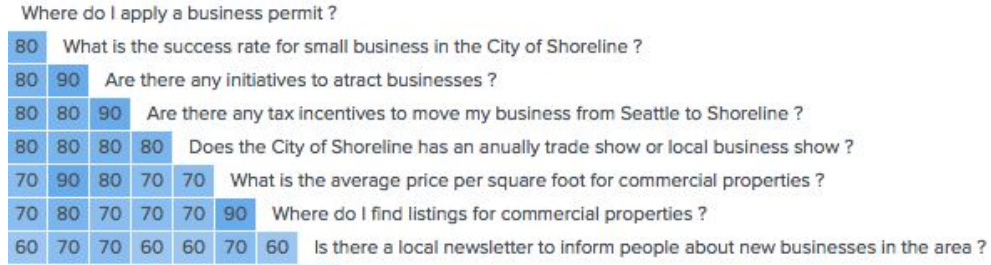
- How can I contact city council?
- What is the address and hours of city hall?
- How can I view city council meetings?

Results: Similarity Matrix

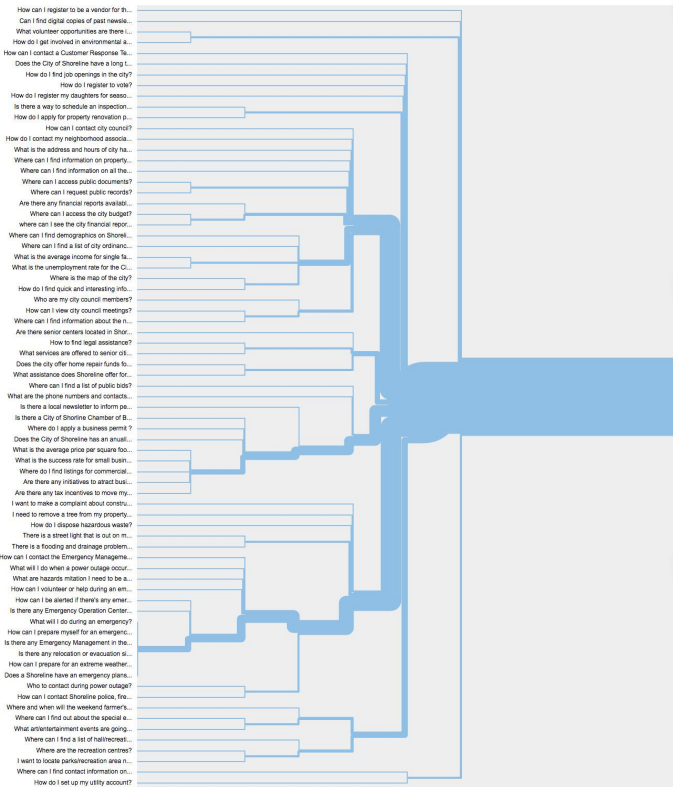
As expected, topics that were clearly related to one another had a high percentage of participants who agreed with the pairing.



Our team determined that any topic paired together by more than 60% of our participants would be considered valid.



Results: Dendrogram

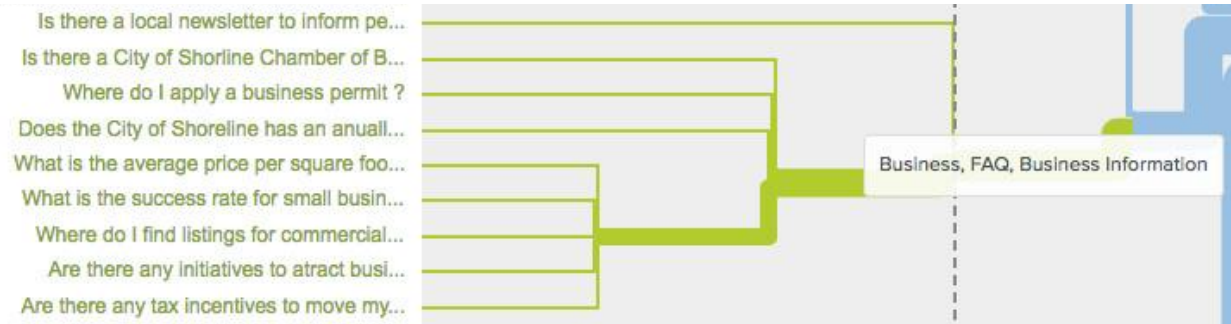
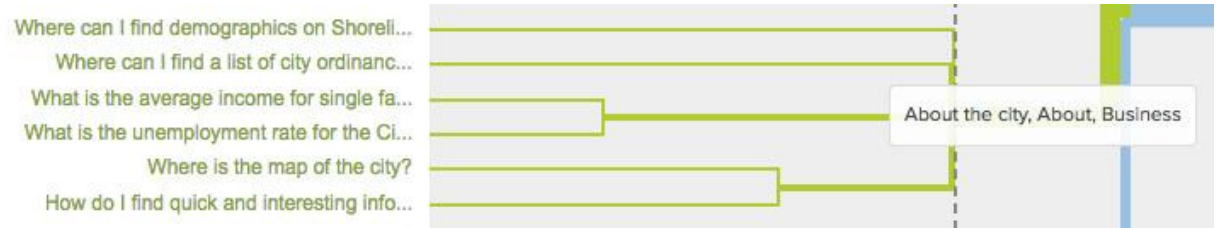


The Dendrogram displays a set of information established from the categories that were developed by the participants and their arrangement of the cards.

This method of data analysis makes it easy to visualize relations among the categories.

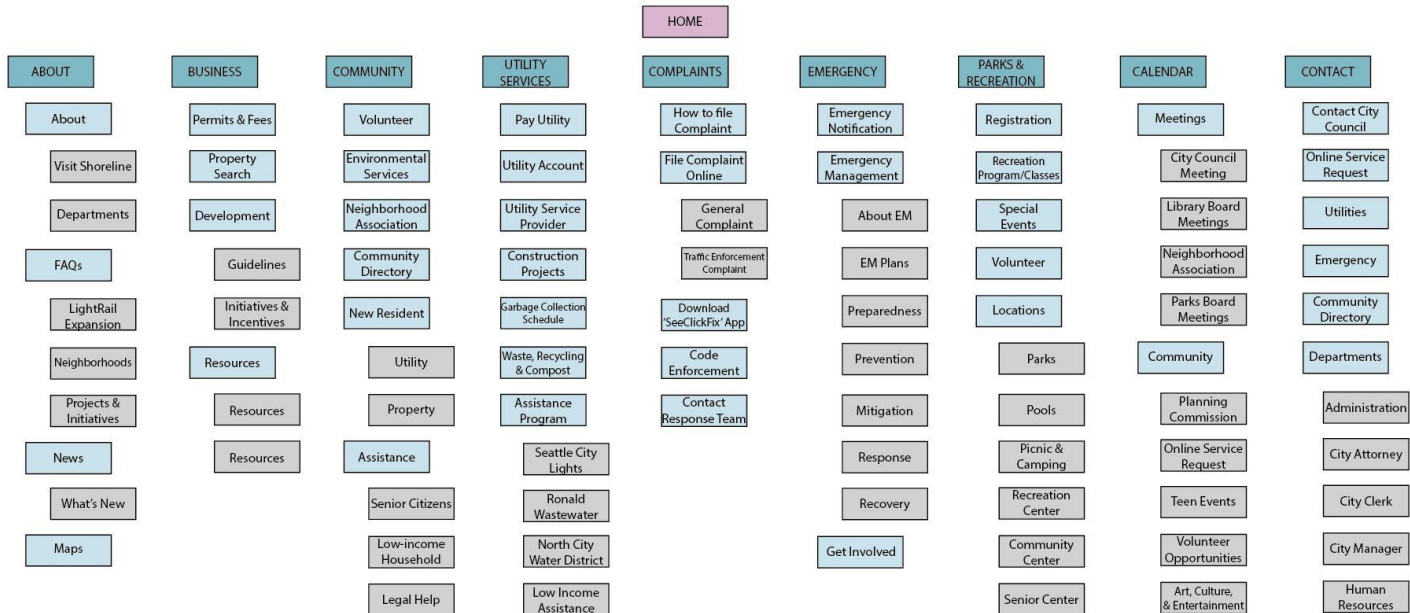
Results: Dendrogram

The results concluded that 70% participants grouped these topics together into relevant categories.



Recommendations based on Card Sort

By combining the Dendrograms and Similarity Matrix, we were able to identify certain patterns that gave us a better understanding of how best to restructure the site.



Usability Testing for Website Interface

What is usability testing?

The primary goal for usability testing is to better understand how users access and search for information when navigating through a website.

Our research

We hope to find answers for the following questions:

1. Is the information architecture intuitive?
2. Is it easy to find information?

Usability Testing: Process

Introduction Process

Usability Testing

Think Aloud Protocol

Post-Test Questionnaire

Usability Testing: Task Example

Scenario #1

Participant wants to find local activities for his/her daughter.

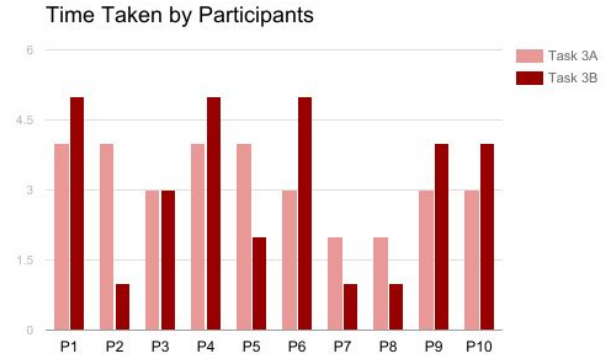
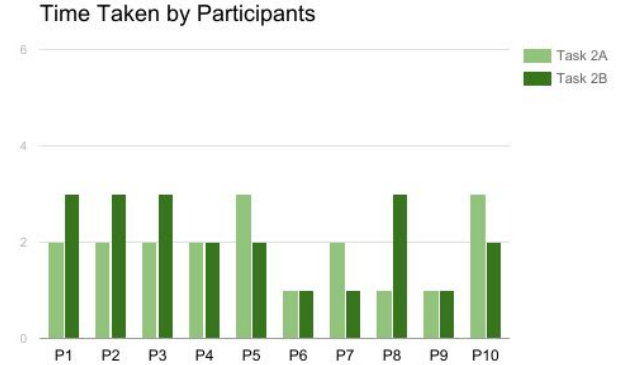
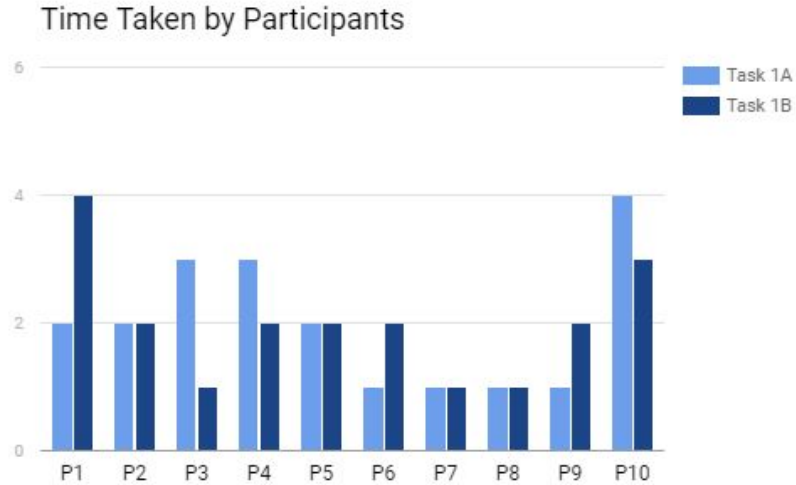
Task A - From the Home Page (without using the Search feature), locate the date, time, and location for Tween Night.

Scenario #2

Participant is looking to start a business in Shoreline.

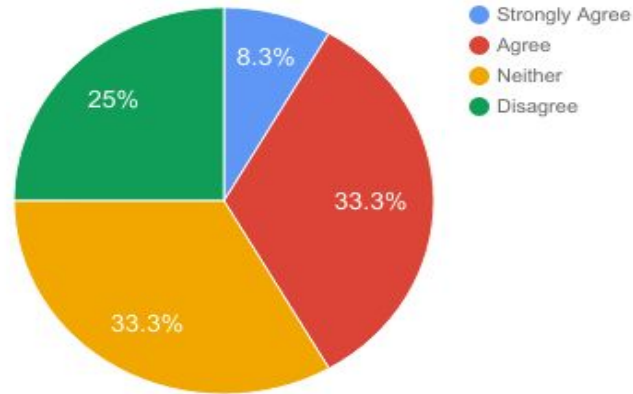
Task A - From the Home Page (without using the Search feature), find out how much sales tax is in Shoreline.

Usability Testing: Results

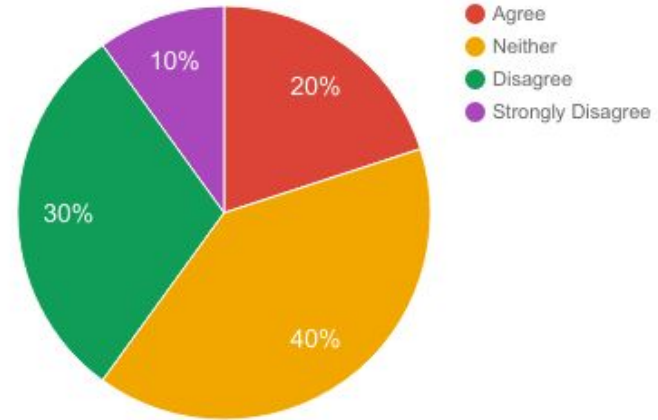


Usability Testing: Results from Post-Test Q's

I would have organized the website's information nav differently



I think the website hierarchy is intuitive



Usability Testing: Positive Feedback

Participant 1

“Layout isn’t bad, it doesn’t link to another website”

Participant 2

“The calendar on homepage is implemented well”

Participant 3

“The sidebar calendar is kind of nice”

Usability Testing: Negative Feedback

Participant 1

"Update the current design"

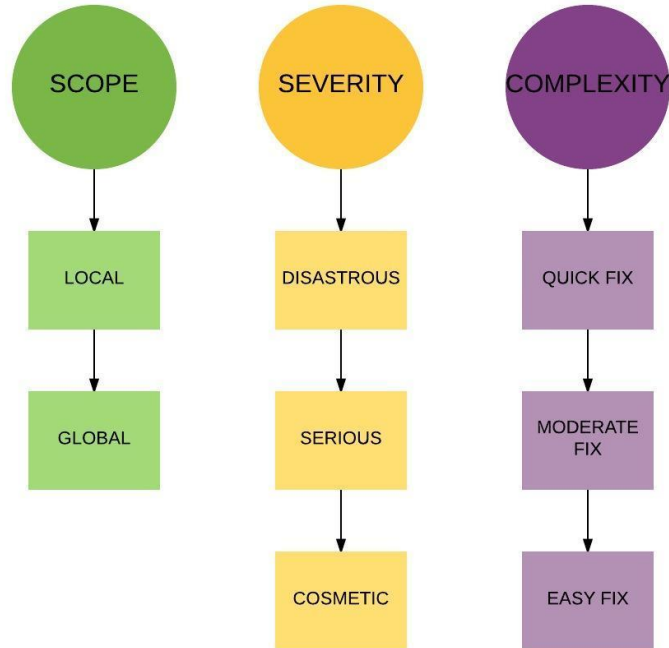
Participant 2

"Drop down menu are to cluttered, and links can be better"

Participant 3

"Repetitive Links, and needs larger main nav font"

Usability Testing: Analyzing the Data



Usability Testing: Analyzing the Data Example

Problem:

Labels are misleading. Some labels are too specific and might not cater to all users.

Participant # supporting claim:

P1, P2, P6, P7

Scope: Global

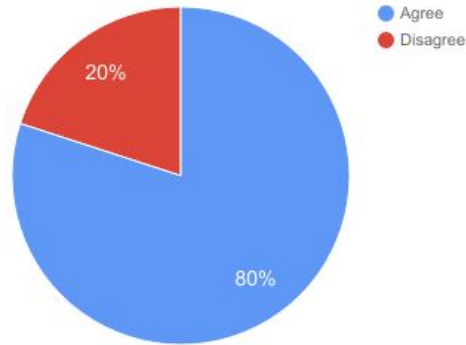
Severity: Serious

Complexity: Quick

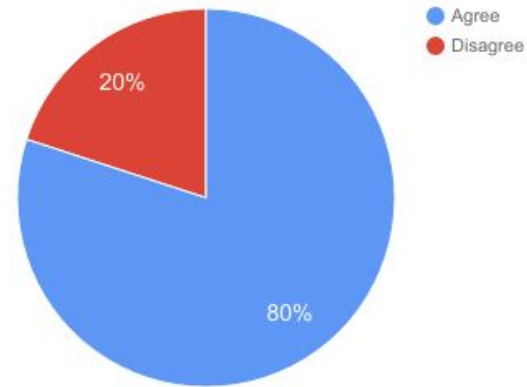
Usability Testing Recommendations

Overall our research shows that our participants did not struggle greatly to complete each task. 80% were satisfied with how long they took to complete the tasks, and 80% were satisfied with the ease of completing the tasks.

Satisfaction Levels

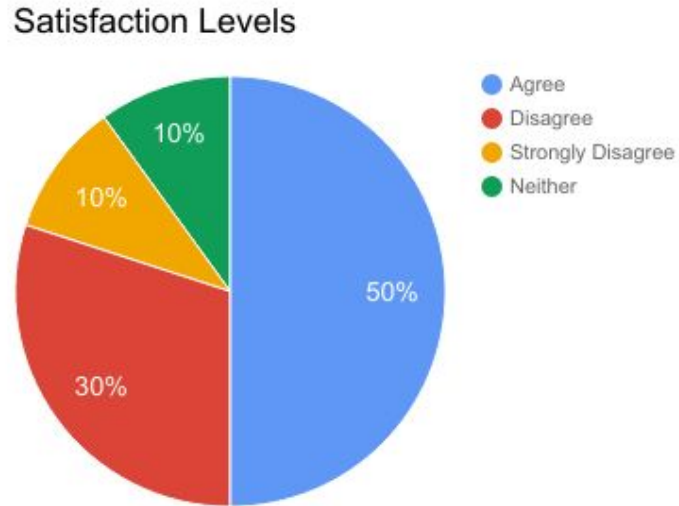


Points scored



Usability Testing Recommendations

However, 50% said they would have organized the site differently.



Usability Testing Recommendations

Information Architecture

Our team suggests reorganizing the navigation. The existing top-level navigation has a sub-navigation that contains too many gateway and destination pages. Adding more top-level navigations will give more visual organization to the site.

We recommend coming up with a new set of labels through a comprehensive card sorting study, to remedy the issue of misleading labels.

Usability Testing Recommendations

Visual Design

Our recommendation is to work with the designer to come up with a consistent visual design for the website that takes into consideration the issues brought up by the participants, such as larger fonts, and less clutter.

Conclusions

The city of Shoreline website in its present state is usable but there are a number of areas that are in need of upgrade.

According to the data collected a redesign of the Shoreline website would be reducing the number of gateway and pages on the drop down menu, more consistency in navigation and terminology, a more updated look and feel, more appropriate labels, as well as less repetitive information.

Improvements made in these areas will greatly enhance the user experience.