

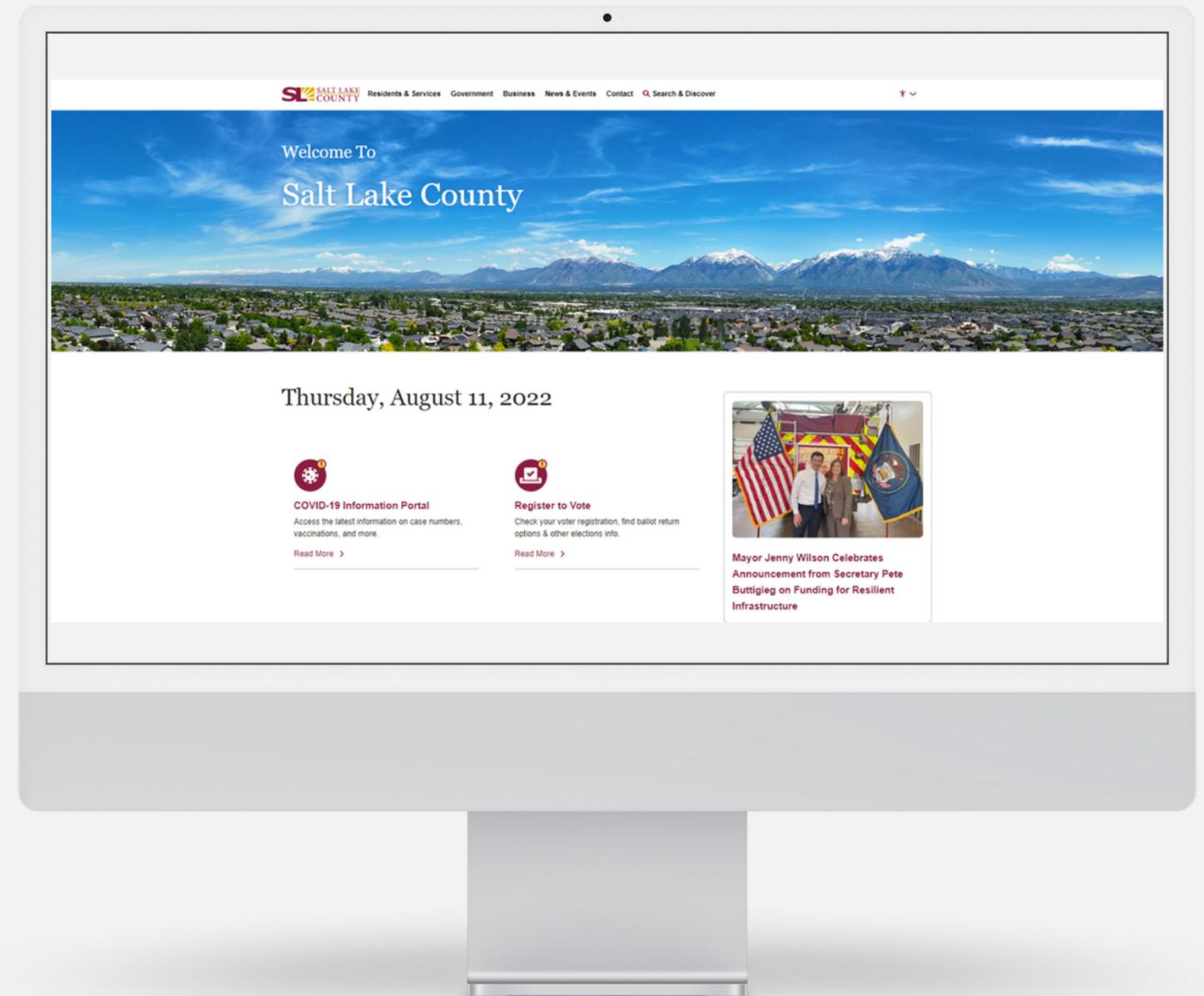


Website Redesign Project

An Update to the SLCo Council

PRESENTER
Megan Hillyard

PROJECT
<https://slco.org/>



Agenda

01

**Project
Goals**

02

**Research
& Design**

03

**Development
& Launch**

04

Considerations

NEXT

Project Goals



Emphasize Visual & Language

Accessibility



Prioritize Simple, Consistent **Navigation**



Prioritize **Search**



Design for **Mobile**



Introduce **Dynamic Content**



Consolidate Pages



Consistent, **Service-Focused** Design



Make **Engagement** Easy

NEXT

PHASE 1

Research



Stakeholders Engagement



Site Traffic/Top Task Analysis



User Surveys



User Personas

NEXT

PHASE 1

Research

Recall Survey

3,737

Inviting SLCo website visitors to take a detailed survey.

Interrupt Survey

610

Short pop-up survey on the SLCo website.

User Testing

50

We tested 5 users for each Persona Archetype for a total of 50 User Tests.

Landscape Analysis

UI/UX & Design Analysis on U.S. City, County, and State Sites and International Government Sites

1-on-1 Interviews & Focus Groups with other Government UI/UX & Web Teams

NEXT

PHASE 1

User Personas



Early Homeowners



Young Families



Community-Minded Millennial



Politico



Retirees



Empty Nesters



Service Seeker



Concerned Citizens



Real Estate / Banking professional

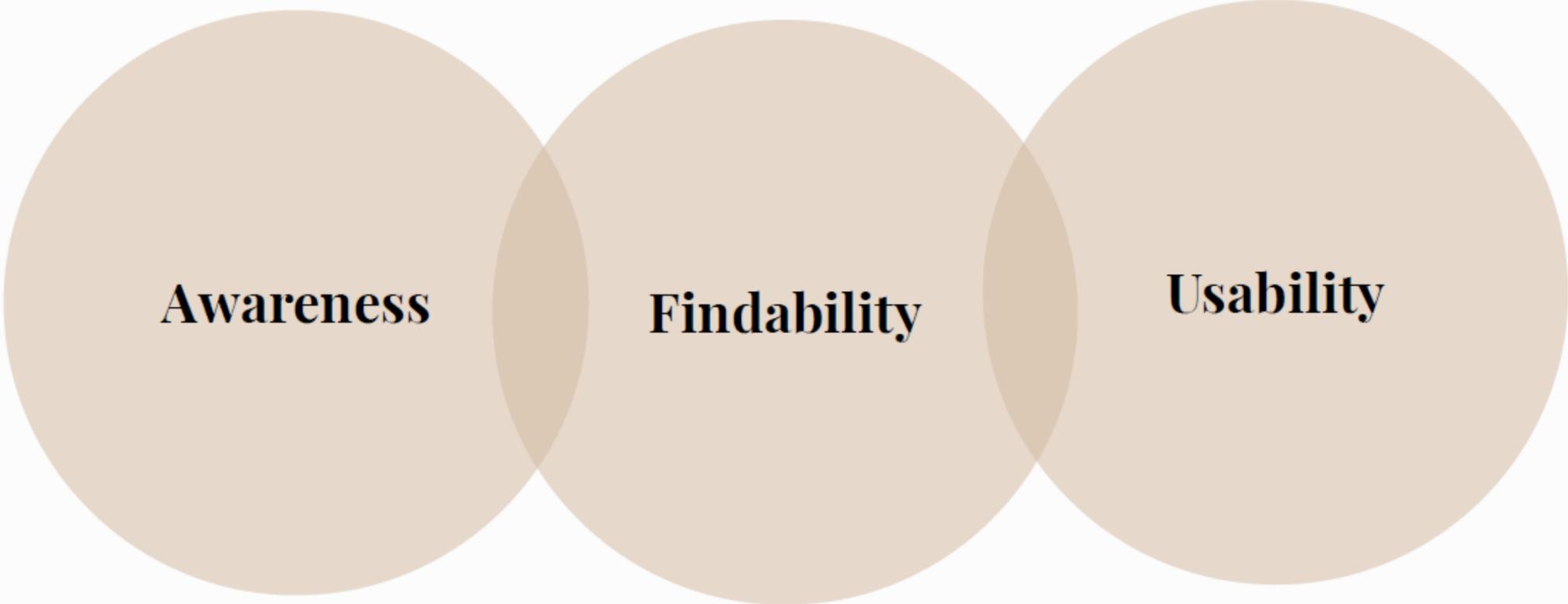


Justice-Involved

NEXT

Phase 2

DESIGN & DEVELOPMENT



Awareness

Findability

Usability

NEXT

Welcome To Salt Lake County



Thursday, August 11, 2022



COVID-19 Information Portal

Access the latest information on case numbers, vaccinations, and more.

[Read More >](#)



Register to Vote

Check your voter registration, find ballot return options & other elections info.

[Read More >](#)



**Mayor Jenny Wilson Celebrates
Announcement from Secretary Pete
Buttigieg on Funding for Resilient
Infrastructure**

NEXT

Total Sites	46
Launched	9 + Homepage
In Development / QA	11
In Design	9
Future Consideration	17

9

Sites Launched

HOME PAGE

MAYOR'S OFFICE

COUNCIL

ASSESSOR

TREASURER

SURVEYOR

OFFICE FOR NEW AMERICANS

CRIMINAL JUSTICE SERVICES

INFORMATION TECHNOLOGY



Considerations...

- **Accessibility**
- **Consistent Branding**
- **Key Messages**
- **Customer Enhancements**
- **Image Selection**
- **Data Collection and Assessment**
- **Continuous Improvement**

NEXT

Thank You