



Salt Lake County

Website Redesign

Phase 1 & 2 Update

Prepared By

Niftic Agency

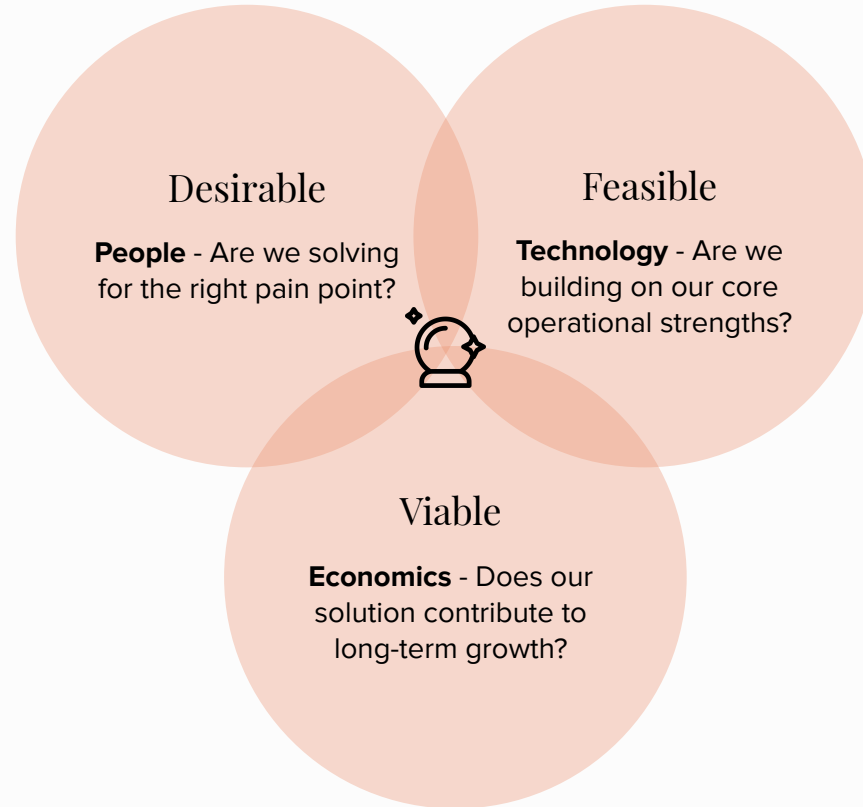
A huge thanks to our dedicated working group:

- **Reid Demman** – Surveyor, Clerk, Treasurer, Auditor, Assessor, Recorder
- **Lisa Ashman** - DA
- **Lisa Hartman** – Mayor’s Operations
- **Shykell Ledford** - Council
- **Eric Biggart** – Mayor’s Office
- **Carrie Sipple** – Sheriff’s Office

What the next 30 minutes looks like...

- **Brief Overview of the Project History & Significant Findings**
- **Review of the Upcoming Website Design**

A great digital tool needs to be...



We've split the project into 2 phases:

Phase 1

Internal
Needs

User
Needs

Landscape

We can build a **desirable** site by understanding:

- Internal Needs
- User Needs & Pain Points
- Current Landscape

[Findings Here](#)

Phase 2

Content
Inventory

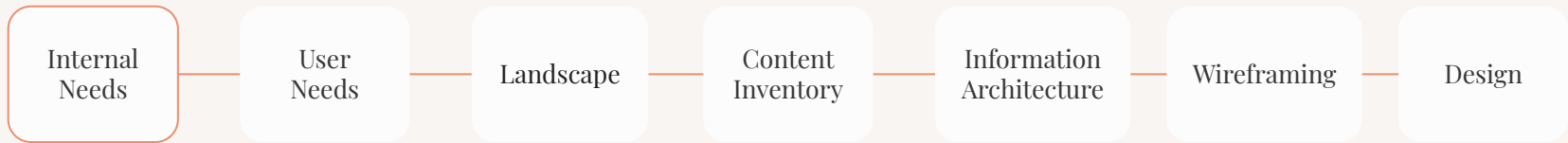
Information
Architecture

Wireframing

Design

We can build a **feasible** and **viable** site by optimizing:

- Content
- Information Architecture
- Wireframing & Design Language



Internal needs fell into 3 main themes:

Awareness

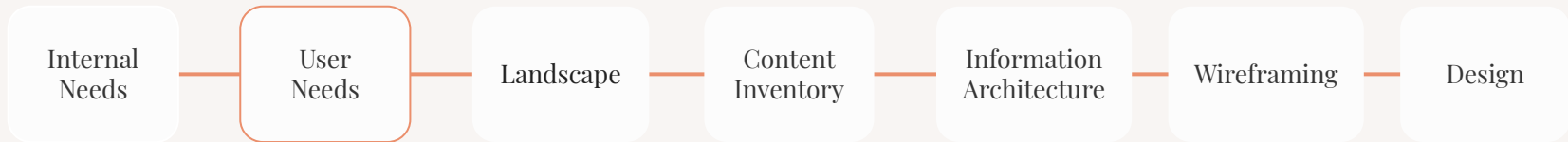
- How might we **educate & inform** users?
- How might we **highlight services**?

Findability

- How might we make the website **simple & interactive**?
- How might we answer **search** questions better?
- How might we **direct people** to internal and external agencies better?

Usability

- How might we make the website **mobile friendly**?
- How might we make it **accessible** to users?



Understanding User Behaviour, Needs & Pain Points

Site Traffic Analysis & Top Task Analysis

Understanding Traffic
Patterns and User Goals

[Findings Here](#)

User Surveys & Archetype Building

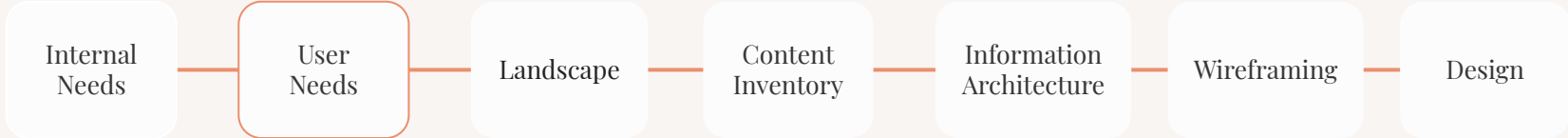
4,347 Survey Participants
over 2 Survey Types

[Findings Here](#)

In-Depth Video Recorded User Testing

50 Participants Totaling
over 60 Hours of Data

[Findings Here](#)



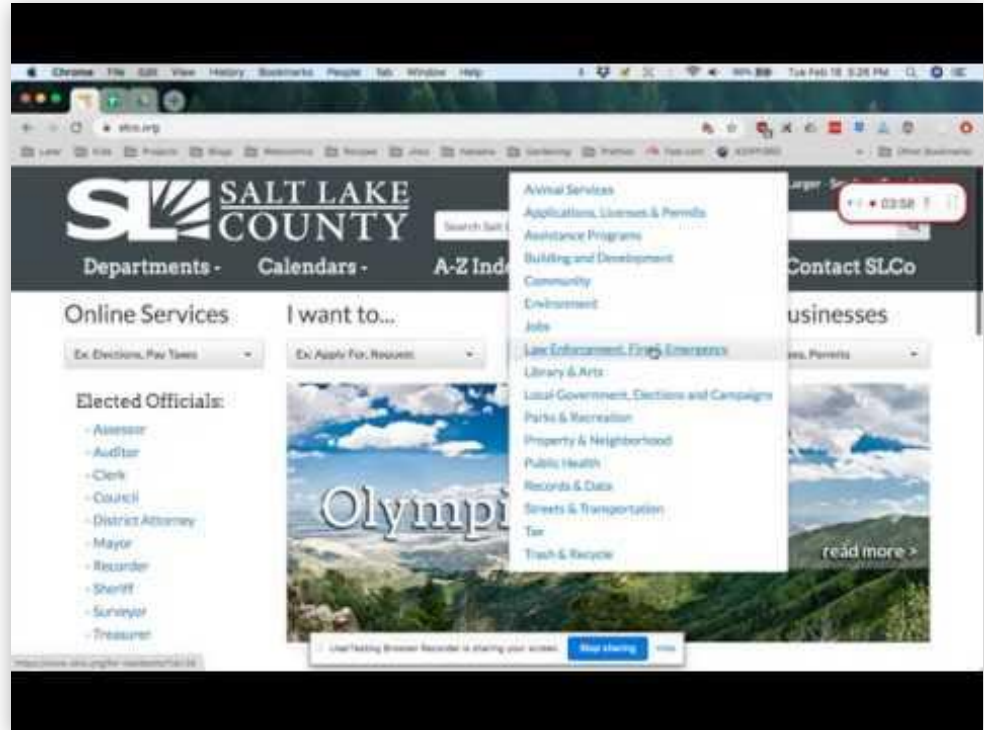
User Testing

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

[Example User Test](#)

A mid-20's user looking for air quality information as her first task

All user tests, scripts, videos, and analysis available [here](#).



Internal Needs

User Needs

Landscape

Content Inventory

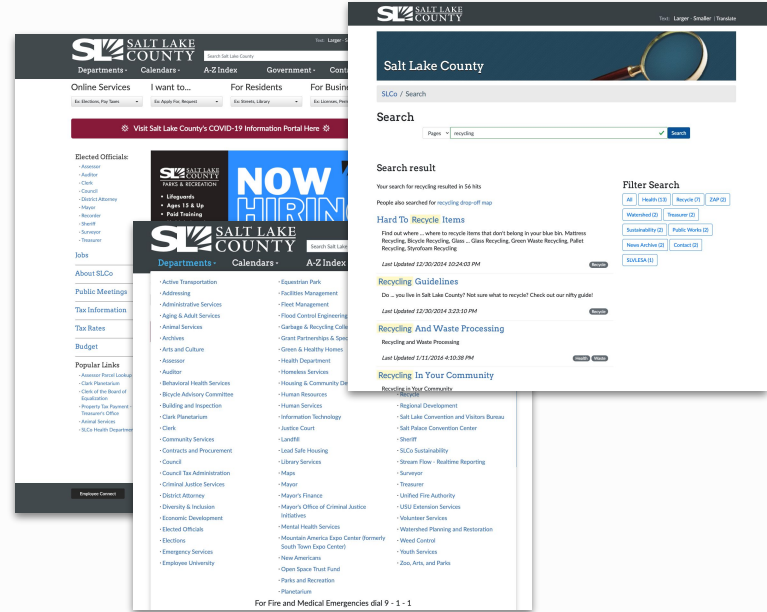
Information Architecture

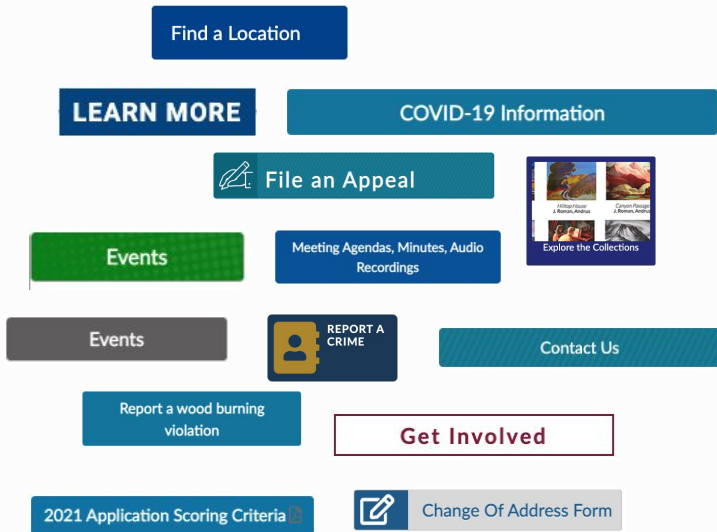
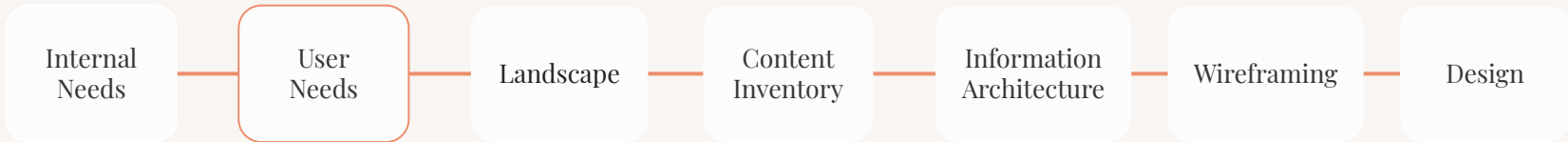
Wireframing

Design

“All the text is so overwhelming. It’s just so cluttered and has so much info. I can’t find anything.”

“It looks like it’s straight outta 1995”

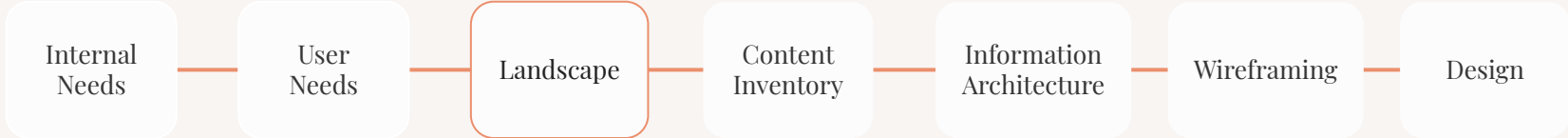




“It’s how I expect a government site to look.”

“The text is all different – different sizes, different fonts, it’s not great”

“I would avoid using this site at all costs”

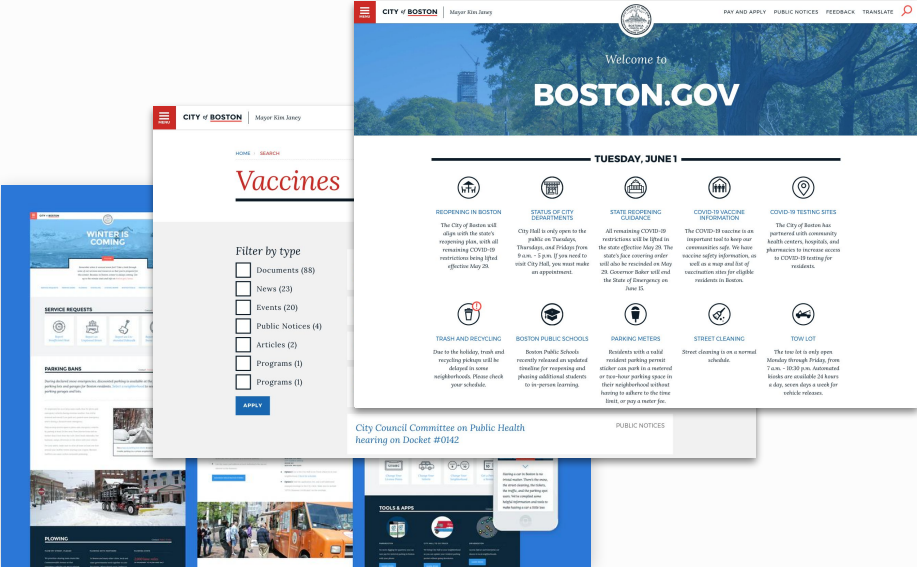


Landscape Analysis

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

[Findings Here](#)



Big Picture Goals & Considerations



Increase Website **Awareness, Findability,** and **Usability**



Build a **Highly Accessible** Structure to Empower Users to Engage Easily



Identify Areas for **Subtle Education**



Use **Consistent** Design Language to Build Trust and Help Accomplish Tasks Faster



Introduce a **Simplified** and **Service-Focused** Structure



Limit the Need for **Redirection**



Build a **Scalable Structure** to Empower Web Teams & Authors to Maintain Easily

How We Can Accomplish These 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



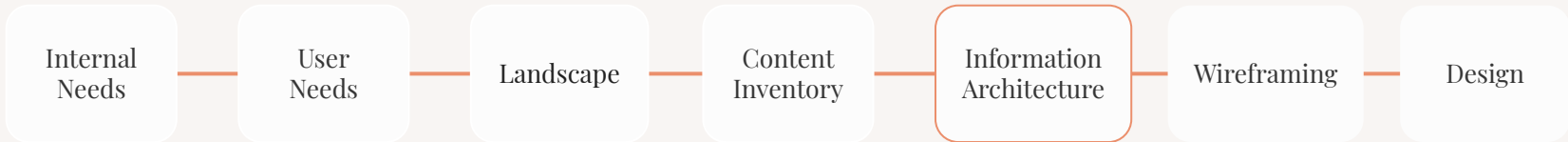
Content Inventory

Traffic & Interaction Mapping of **100k+ pages**

We need to know:

- What pages users are visiting
- The content they're interacting with

	A	B	C	D	E
1		# -----			
2		# SL County - Criminal Justice Visitors			
3		# 20191207-20201213			
4		# -----			
5					
6					
7		Page URL www.slco.org/...	Pageviews	Unique Pagevis	Avg. Time on P.
8	Update / Consoli	/criminal-justice/	4,863	3,862	0:01:30
9	Update / Consoli	/criminal-justice/pretrial-services/jail-screening---release/	4,239	3,284	0:01:29
10	Update / Consoli	/criminal-justice/probation-services/	4,123	2,839	0:01:02
11	Update / Consoli	/criminal-justice/contact/	2,848	2,325	0:02:19
12	Update / Consoli	/criminal-justice/pretrial-services/	2,762	1,863	0:00:50
13	Update / Consoli	/criminal-justice/pretrial-services/pretrial-supervision/	1,900	1,357	0:01:14
14	Update / Consoli	/criminal-justice/Probation-Services/	1,618	1,283	0:01:08
15	Update / Consoli	/criminal-justice/treatment-services/drug-court-program/	1,557	1,221	0:01:58
16	Update / Consoli	/criminal-justice/online-resources/	1,101	870	0:00:52
17	Update / Consoli	/criminal-justice/probation-services/isp-program/	1,087	844	0:00:52
18	Update / Consoli	/criminal-justice/Pretrial-Services/	927	678	0:01:02
19	Update / Consoli	/criminal-justice/treatment-services/	818	561	0:00:26
20	Update / Consoli	/criminal-justice/assessment-services/	644	475	0:00:39
21	Update / Consoli	/criminal-justice/pretrial-services/surrender-program/	548	432	0:01:36
22	Update / Consoli	/criminal-justice/treatment-services/treatment-program/	350	283	0:00:57
23	Update / Consoli	/criminal-justice/treatment-services/asap-program/	291	249	0:00:34
24	Update / Consoli	/criminal-justice/assessment-services/presentation-report/	280	226	0:01:24
25	Update / Consoli	/criminal-justice/sharing-records-request-form/	269	223	0:01:18
26	Retire	/criminal-justice/cjs-in-the-news/	243	208	0:01:20
27	Update / Consoli	/criminal-justice/assessment-services/assessment/	239	194	0:00:47
28	Update / Consoli	/criminal-justice/treatment-services/treatment-assessments/	177	149	0:00:39
29	Update / Consoli	/criminal-justice/probation-services	167	128	0:00:49
30	Update / Consoli	/criminal-justice/contact	116	94	0:01:40
31	Update / Consoli	/criminal-justice/pretrial-services	113	81	0:00:30
32	Update / Consoli	/criminal-justice/pretrial-services/pretrial-supervision	85	69	0:00:49
33	Update / Consoli	/criminal-justice/Online-Resources/	83	62	0:02:39
34	Update / Consoli	/criminal-justice/online-resources	76	49	0:00:57
35	Update / Consoli	/criminal-justice/treatment-services/Drug-Court-Program/	74	63	0:01:42
36	Update / Consoli	/criminal-justice/Contact/	67	59	0:01:58
37	Update / Consoli	/criminal-justice/pretrial-services/Jail-Screening---Release/	52	40	0:01:55
38	Update / Consoli	/criminal-justice/treatment-services	45	31	0:00:50
39	Update / Consoli	/criminal-justice/pretrial-services/jail-screening---release	42	34	0:00:42
40	Update / Consoli	/criminal-justice/probation-services/isp-program	37	32	0:00:51
41	Update / Consoli	/criminal-justice/pretrial-services/Pretrial-Supervision/	36	33	0:00:57



Information Architecture

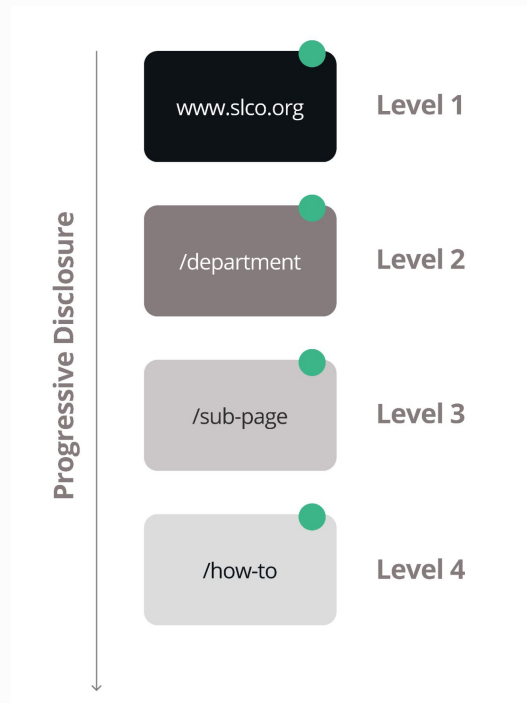
Navigation Structure Creation & Testing

- Using Traffic Analytics, Landscape, Department Interviews, User Testing, and Working Group Expertise

Site Map & Page Relationship Rebuild

- Opportunities to Reduce and Optimize Pages

[Findings Here](#)



Internal Needs

User Needs

Landscape

Content Inventory

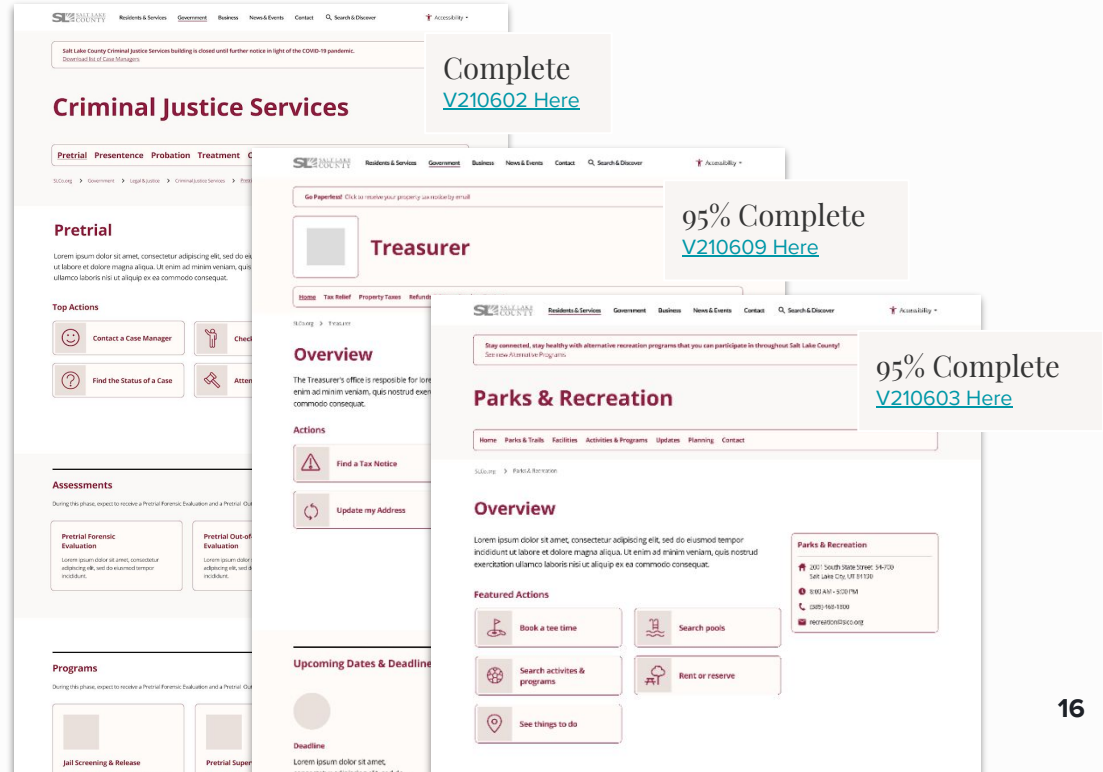
Information Architecture

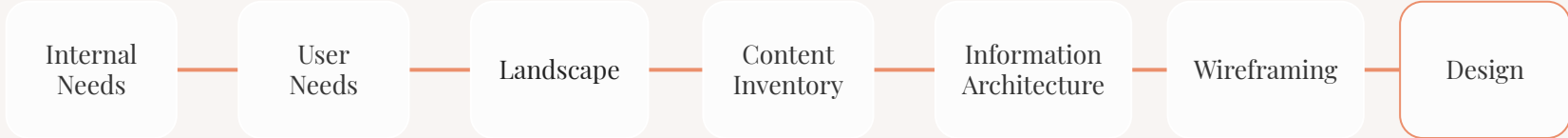
Wireframing

Design

Wireframing

- Create Functional Page Templates & Reusable Components
- Testing via 3 Agency Pilots
- **Goal:** stress test the modular system with actual content to find opportunities for refinement

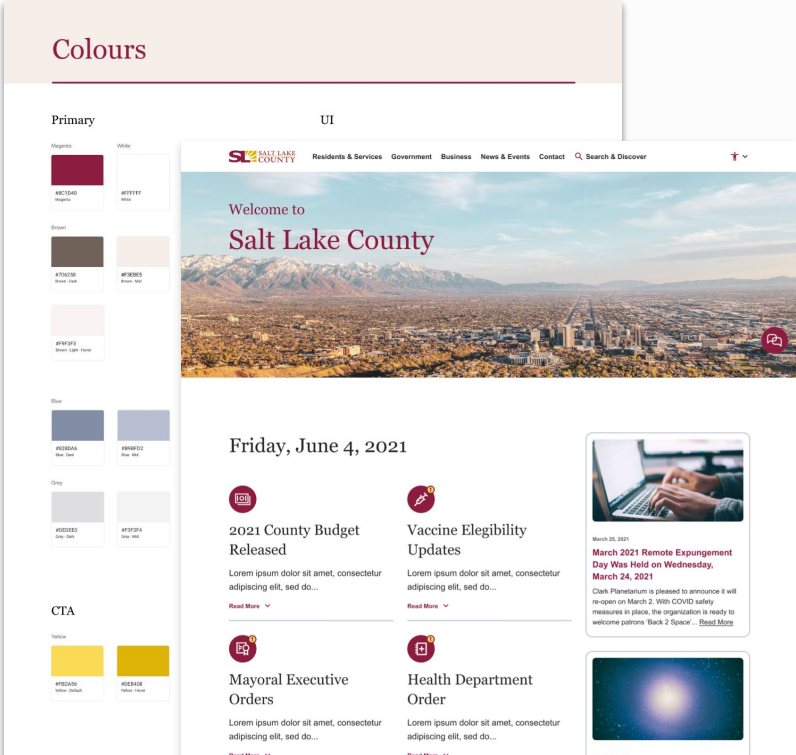




High-Fidelity Components and Key Pages

Deliverable: Guidelines and Design Library

Style guides, components, design language theory, and guidebook for expanding and replicating site during and after build



Without Further Ado

Launch Prototype

Additional Information

Internal Needs

User Needs

Landscape

Content Inventory

Information Architecture

Wireframing

Design

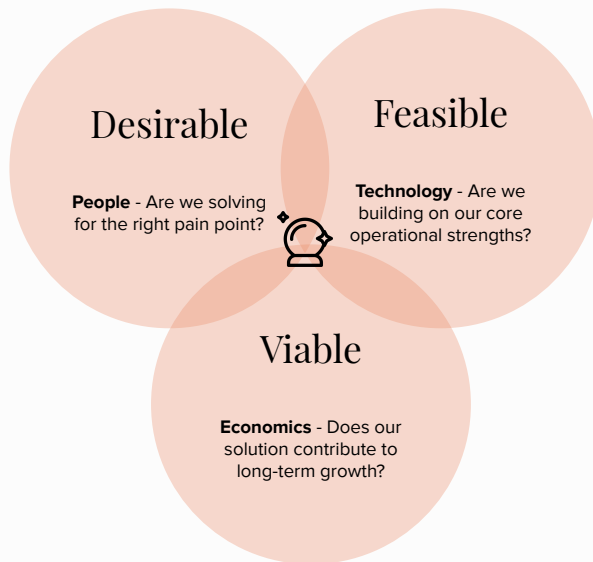
Phase 1 - How can we build a website that is *Desirable*?

- **Internal SLCo Needs**
 - . Interviews & Workshops
- **User Behavior, Needs & Pain Points**
 - . Site Traffic Analysis & Top Task Building
 - . User Testing of 4,397 Participants
 - . Persona Archetype Building
- **Landscape**
 - . UI/UX & Design Analysis
 - . 1-on-1 Interviews with other government UI/UX & web teams

Deliverable:

Website Hierarchy of Needs

. *Do / Try / Consider* framework used as the brief and roadmap to subsequent work



Phase 2 - How can we build a website that is *Feasible & Viable*?

- **Content Inventory**
 - . Traffic & Interaction Mapping of 100k+ pages
- **Information Architecture**
 - . Navigation Structure Creation & Testing Using Traffic Analytics, Landscape, Department Interviews, User Testing, and Working Group Expertise
 - . Site Map & Page Relationship Rebuild
 - . Updated User Journeys
 - . Search Function Analysis & Planning with SLCo Tech Team
- **Wireframing & Design**
 - . Page Templates & Usable Components
 - . Testing vis 3 Agency Pilots
 - . High-Fidelity Designs for all Components & Key Pages

Deliverable:

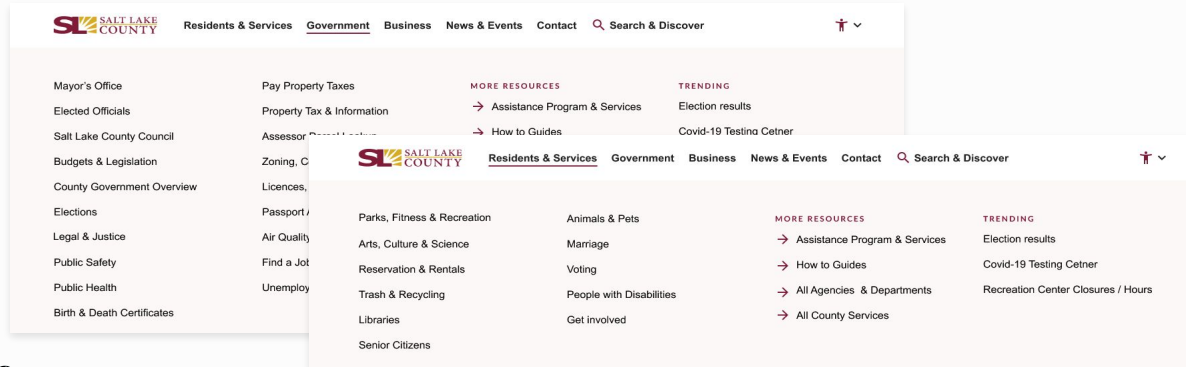
Guidelines & Libraries

. Styleguides, components, design language theory, and guidebook for expanding and replicating site during & after build.

Navigation to Introduce a Simple & Service-Focused Structure

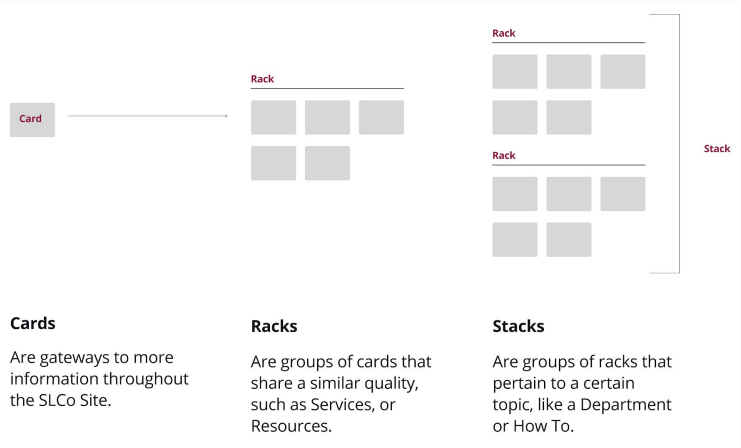
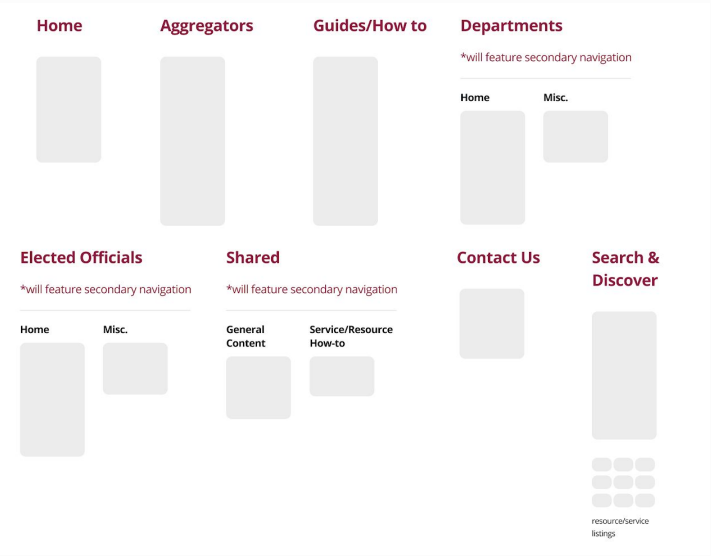
Main, Universal Navigation Created Using:

- Phase 1 Need for Simplification & Unified System
- Website Traffic & Topic Interaction Analysis
- Landscape Analysis
- User Surveys & Top User Tasks
- Internal Department Interviews
- User Testing for Anticipated Location & Grouping of Items
- Refinement with Working Group



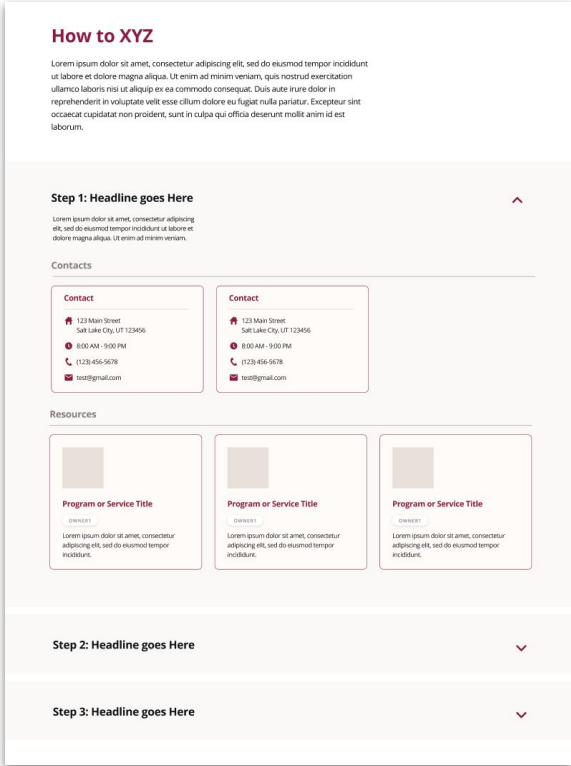
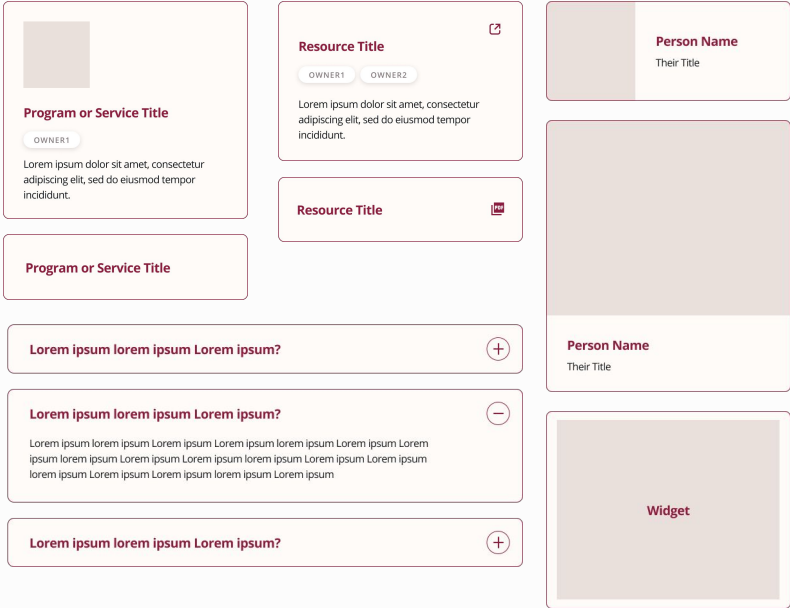
Wireframing – Creating Simplified Templates & Modular Systems

A website wireframe, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website. Wireframes are created for the purpose of arranging elements to best accomplish a particular purpose.



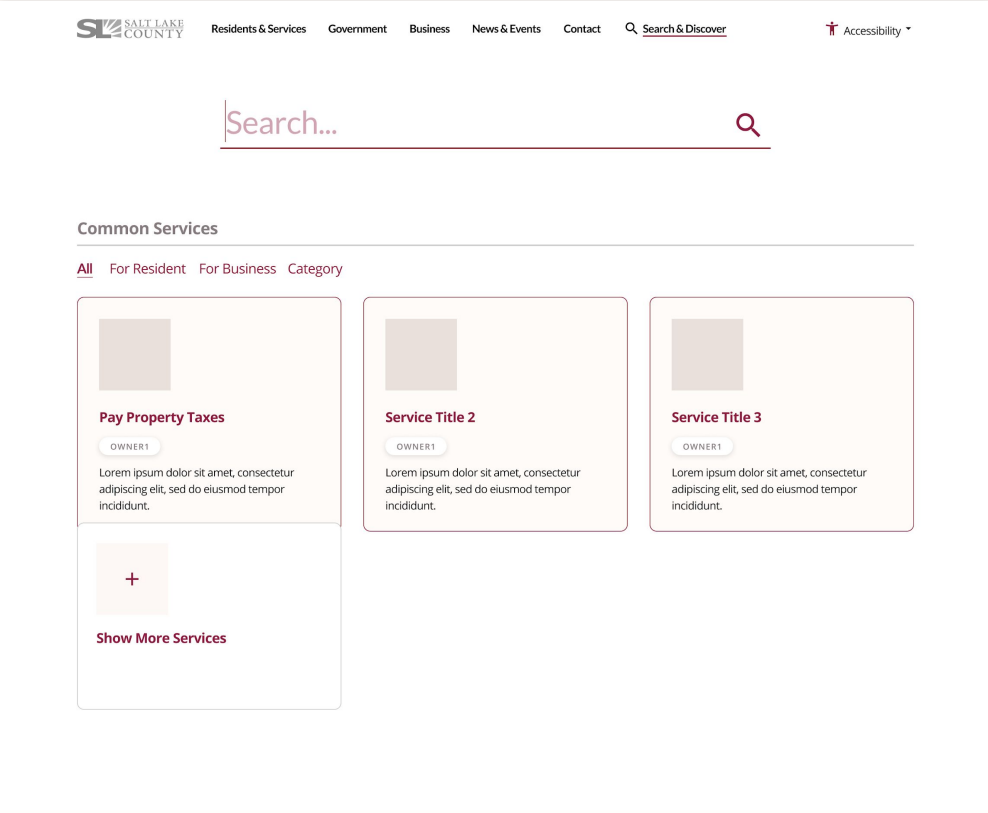
Wireframing – Introducing Cohesive and Consistent Elements

We introduced a card-based system across a 12-column grid to provide a balance between flexibility for a wide range of content needs and structure for consistency throughout the site.



Search & Discover

We've introduced a We've worked closely with the SLCo tech team to ensure feasibility in each step.



Service-First Aggregator Pages

Legal & Justice

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>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Quick Links

 Service Title	 Service Title
 Service Title	 Service Title
 Service Title	

Contact 1

 123 Main Street
Salt Lake City, UT 123456

 8:00 AM - 9:00 PM

 (123) 456-5678

 test@gmail.com

Contact 2

 123 Main Street
Salt Lake City, UT 123456

 8:00 AM - 9:00 PM

 (123) 456-5678

 test@gmail.com

Contact 3




 123 Main Street
Salt Lake City, UT 123456


 8:00 AM - 9:00 PM

 (123) 456-5678

 test@gmail.com

Additional Services

 Program or Service Title OWNER1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.	 Program or Service Title OWNER1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.	 Program or Service Title OWNER1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
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 Program or Service Title OWNER1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.	 Program or Service Title OWNER1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.	 Program or Service Title OWNER1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
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Content Preview

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[Learn More](#)

People

 District Attorney Their Title	 Sheriff Their Title
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Links

[COVID Response](#)

[About](#)

[Jobs](#)

Pilots

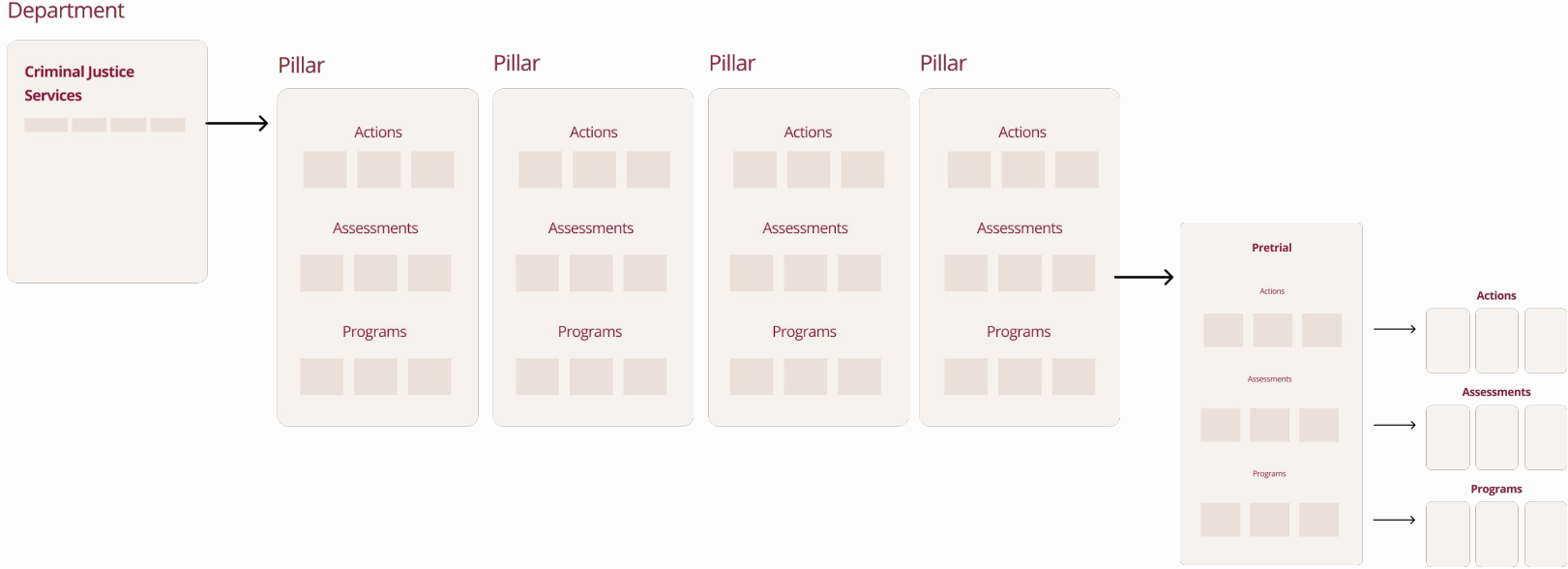
Our Goal: Stress test wireframes & modular system in real-world scenarios and with real content to find gaps & opportunities for refinement.

- Criminal Justice Services (*complete*)
- Parks & Recreation (*95% complete*)
- Office of the Treasurer (*85% complete*)

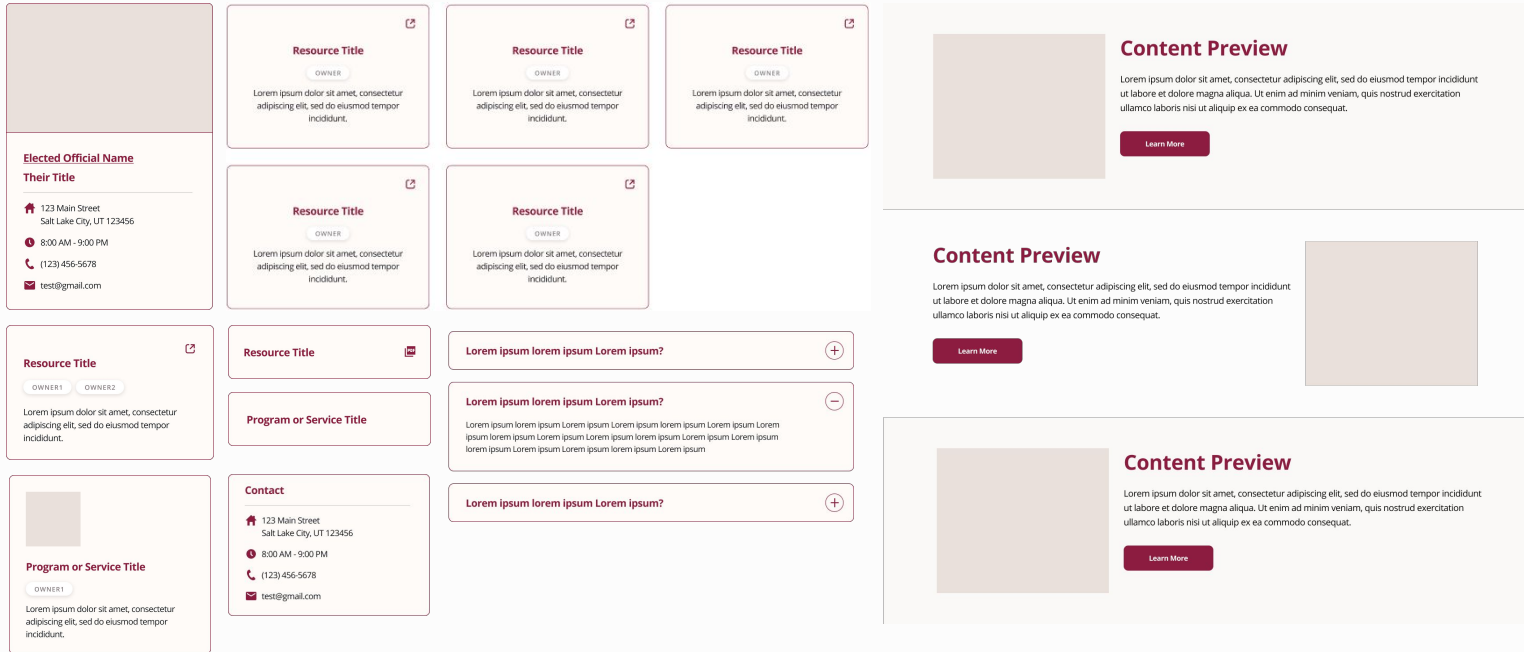
Identified areas for content consolidation & more efficient user flows to reach page content efficiently...

	A	B	C	D	E
1					
2					
3		# St. County - Criminal Justice Visitors			
4		# 20191207-20201213			
5					
6					
7					
Page URL	www.niftic.org...	Pageviews	Unique Pagevis	Av. Time on P.	
8	Update / Console -> Jorinmal/judicial/	4,863	3,862	0:01:30	
9	Update / Console -> Jorinmal/judicial/pretrial-services/jail-screening-release/	4,239	3,284	0:01:29	
10	Update / Console -> Jorinmal/judicial/probation-services/	4,123	2,839	0:01:02	
11	Update / Console -> Jorinmal/judicial/contact/	2,848	2,325	0:02:19	
12	Update / Console -> Jorinmal/judicial/pretrial-services/	2,762	1,863	0:00:50	
13	Update / Console -> Jorinmal/judicial/pretrial-services/pretrial-supervision/	1,900	1,357	0:01:14	
14	Update / Console -> Jorinmal/judicial/probation-services/	1,414	1,044	0:01:14	
15	Update / Console -> Jorinmal/judicial/treatment-services/drug-court-program/				
16	Update / Console -> Jorinmal/judicial/online-resources/				
17	Update / Console -> Jorinmal/judicial/treatment-services/lep-program/				
18	Update / Console -> Jorinmal/judicial/treatment-services/				
19	Update / Console -> Jorinmal/judicial/treatment-services/				
20	Update / Console -> Jorinmal/judicial/assessment-services/				
21	Update / Console -> Jorinmal/judicial/pretrial-services/surnder-program/				
22	Update / Console -> Jorinmal/judicial/treatment-services/treatment-program/				
23	Update / Console -> Jorinmal/judicial/treatment-services/ase-program/				
24	Update / Console -> Jorinmal/judicial/assessment-services/presentation-report/				
25	Update / Console -> Jorinmal/judicial/hiring-records-request-form/				
26	Update / Console -> Jorinmal/judicial/crj-in-the-news/				
27	Update / Console -> Jorinmal/judicial/assessment-services/assessment/				
28	Update / Console -> Jorinmal/judicial/treatment-services/assessment/				
29	Update / Console -> Jorinmal/judicial/probation-services/				
30	Update / Console -> Jorinmal/judicial/contact/				
31	Update / Console -> Jorinmal/judicial/pretrial-services/				
32	Update / Console -> Jorinmal/judicial/pretrial-services/pretrial-supervision/				
33	Update / Console -> Jorinmal/judicial/Online-Resources/				
34	Update / Console -> Jorinmal/judicial/treatment-services/				
35	Update / Console -> Jorinmal/judicial/treatment-services/Drug-Court-Program/				
36	Update / Console -> Jorinmal/judicial/contact/				
37	Update / Console -> Jorinmal/judicial/pretrial-services/jail-screening-release/				
38	Update / Console -> Jorinmal/judicial/treatment-services/				
39	Update / Console -> Jorinmal/judicial/pretrial-services/jail-screening-release/				
40	Update / Console -> Jorinmal/judicial/pretrial-services/jail-screening-release/				
41	Update / Console -> Jorinmal/judicial/pretrial-services/jail-screening-release/				
42	Update / Console -> Jorinmal/judicial/pretrial-services/pretrial-supervision/				
43	Update / Console -> Jorinmal/judicial/pretrial-services/Pretrial-Supervision/				
44	Update / Console -> Jorinmal/judicial/pretrial-services/Pretrial-Supervision/				
45	Update / Console -> Jorinmal/judicial/Pretrial-Services/				
46	Update / Console -> Jorinmal/judicial/pretrial-services/surnder-program/				
47	Update / Console -> Jorinmal/judicial/assessment-services/				
48	Update / Console -> Jorinmal/judicial/pretrial-services/surnder-program/				
49	Update / Console -> Jorinmal/judicial/treatment-services/ase-program/				
50	Update / Console -> Jorinmal/judicial/treatment-services/drug-court-program/				

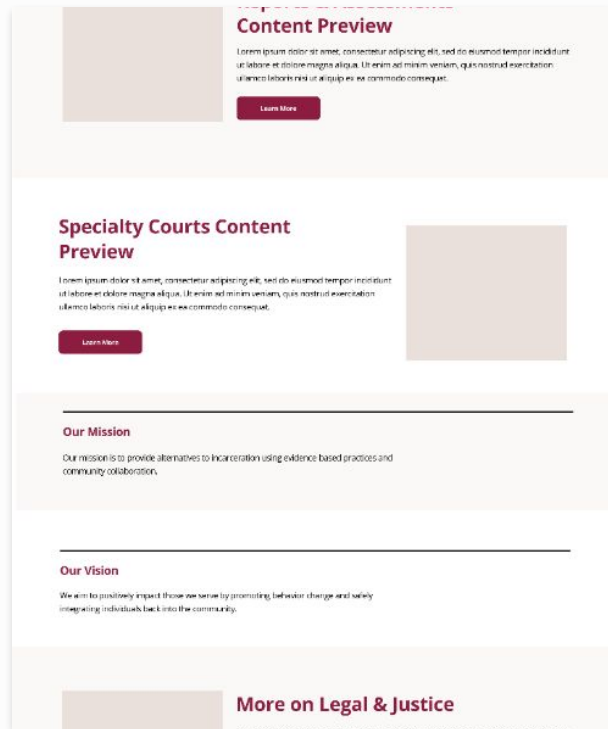
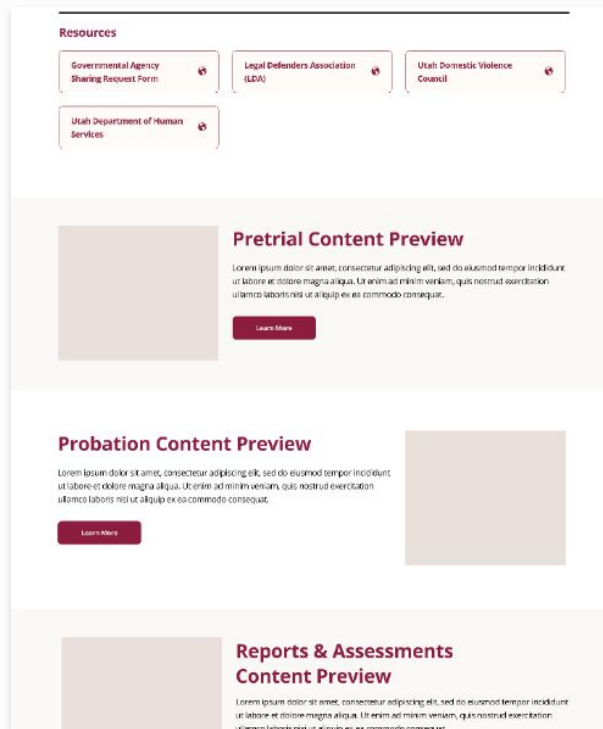
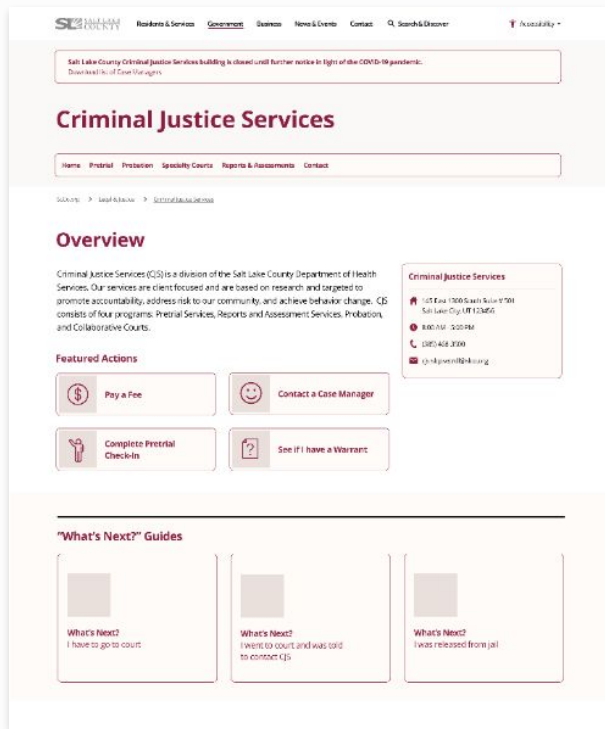
Identified areas for page flow improvements and progressive disclosure...



Applied the library of cards, templates, & modular systems...



And collaboratively optimize and finalize page content.



Color Palette & Accessibility Contrast

Primary Color Palette

DOES NOT PASS	PASSES
DOES NOT PASS	DOES NOT PASS
DOES NOT PASS	PASSES

Secondary Color Palette

Typography & Legibility

Brand Font

PRIMARY SERIF TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ;\$!@#%&?*()

Adobe Jenson Pro

PRIMARY SANS SERIF TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ;\$!@#%&?*()

Twentieth Century MT (Tw Cen MT)

niftic.

Digitally Optimized Font

PRIMARY SERIF TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ;\$!@#%&?*()

Georgia

PRIMARY SANS SERIF TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ;\$!@#%&?*()

Arial



Thank You!

Prepared By

Niftic Agency

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Niftic DC

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Los Angeles, CA
90013

Niftic SLC

625 S. State St. #D
Salt Lake City, UT
84111