

City of Pittsburgh Website Redesign Project





University of Pittsburgh Team

Student Members

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Outline

- Data Analytics
- User Experience
- Social Media
- Content Management and Governance
- Content Architecture

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Data Analytics

Observations and Findings

Tyler Brooks and Andrew Garfinkel



Methodology

- Utilized combination of Google Analytics and Tableau (Visualization Software)
 - Data - Google Analytics
 - Visualizations - Tableau
- Data from January 1 2015 - January 1 2016
- Formed several reports highlighting specific portions of website traffic and usage



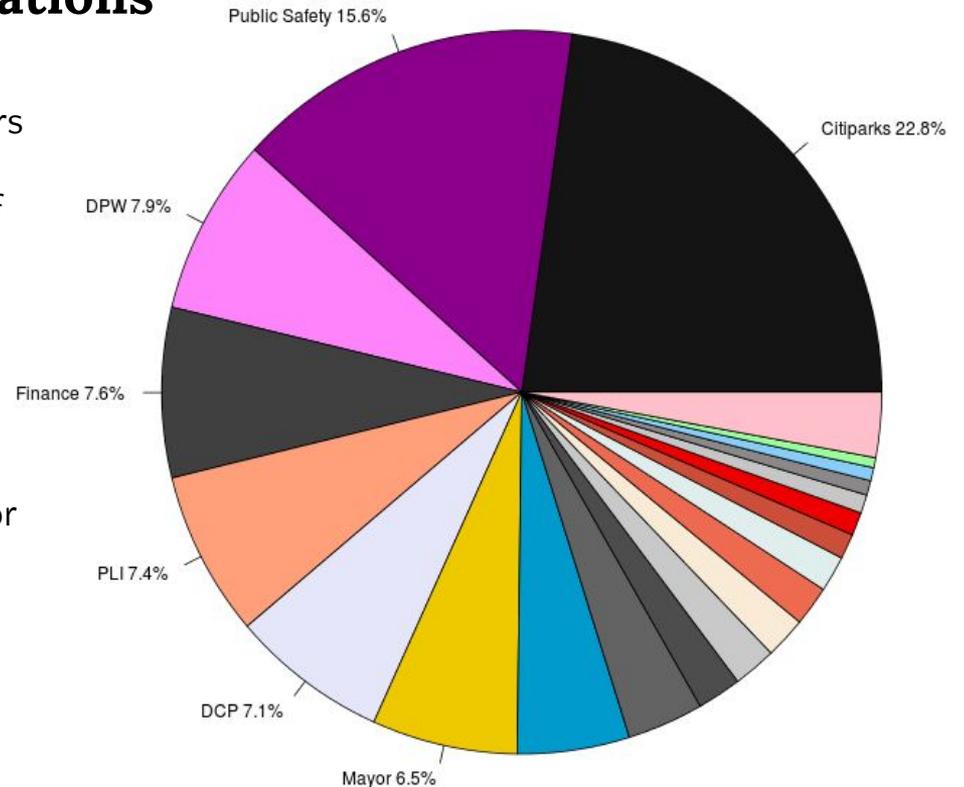
User Outcomes Report

- ◉ Developed Categories of Outcomes
 - Example - navigating to *Schenley Cinema in the Park* is a Citiparks outcome
- ◉ Categories contain specific pages called outcomes
 - Outcomes drive relatively large portion of category traffic
- ◉ Analyzed each outcome's usage
- ◉ Shows what content is being accessed the most
 - Can infer some behaviors users exhibit when accessing pages



User Outcomes Observations

- Clear view of what content is important to users
- 5%/10% of the all subpages drive 80%/90% of all website traffic
- Citiparks and Public Safety account for over one-third of all website traffic
- DPW, Finance, PLI, DCP, and Mayor account for another third of website traffic





Search Outcomes Report

- Most popular search terms within website search function
- Which search terms were more “successful”
- Compare search terms to AskPGH Topics

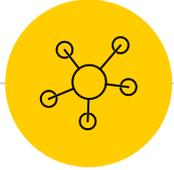
Top Searched Terms

Search Term	Total Unique..	Percent of T..	Running Su..	
dog license	702	7.75%	7.75%	Abc
spray-parks3	361	3.98%	11.73%	Abc
rfp	266	2.94%	14.67%	Abc
release.htm	242	2.67%	17.34%	Abc
gmap.htm	130	1.43%	18.77%	Abc
passport	118	1.30%	20.07%	Abc
Start typing here...	106	1.17%	21.24%	Abc
schenley-miniature-golf	101	1.11%	22.36%	Abc
snow	94	1.04%	23.39%	Abc
unclaimed money	90	0.99%	24.39%	Abc
taxes	87	0.96%	25.35%	Abc
sick leave	87	0.96%	26.31%	Abc
article.htm	85	0.94%	27.25%	Abc
311 Request	84	0.93%	28.17%	Abc
paid sick leave	82	0.90%	29.08%	Abc
real estate	74	0.82%	29.89%	Abc
dog	66	0.73%	30.62%	Abc
openspacepgh	63	0.70%	31.32%	Abc
parking	60	0.66%	31.98%	Abc
jobs	60	0.66%	32.64%	Abc
refuse	58	0.64%	33.28%	Abc
vltk	57	0.63%	33.91%	Abc
garbage	53	0.58%	34.50%	Abc
recycling	52	0.57%	35.07%	Abc
zoning	48	0.53%	35.60%	Abc
map	47	0.52%	36.12%	Abc
employment	45	0.50%	36.61%	Abc
innovation-roadmap	42	0.46%	37.08%	Abc
tax	41	0.45%	37.53%	Abc
collection-schedules	41	0.45%	37.98%	Abc
permits	41	0.45%	38.44%	Abc



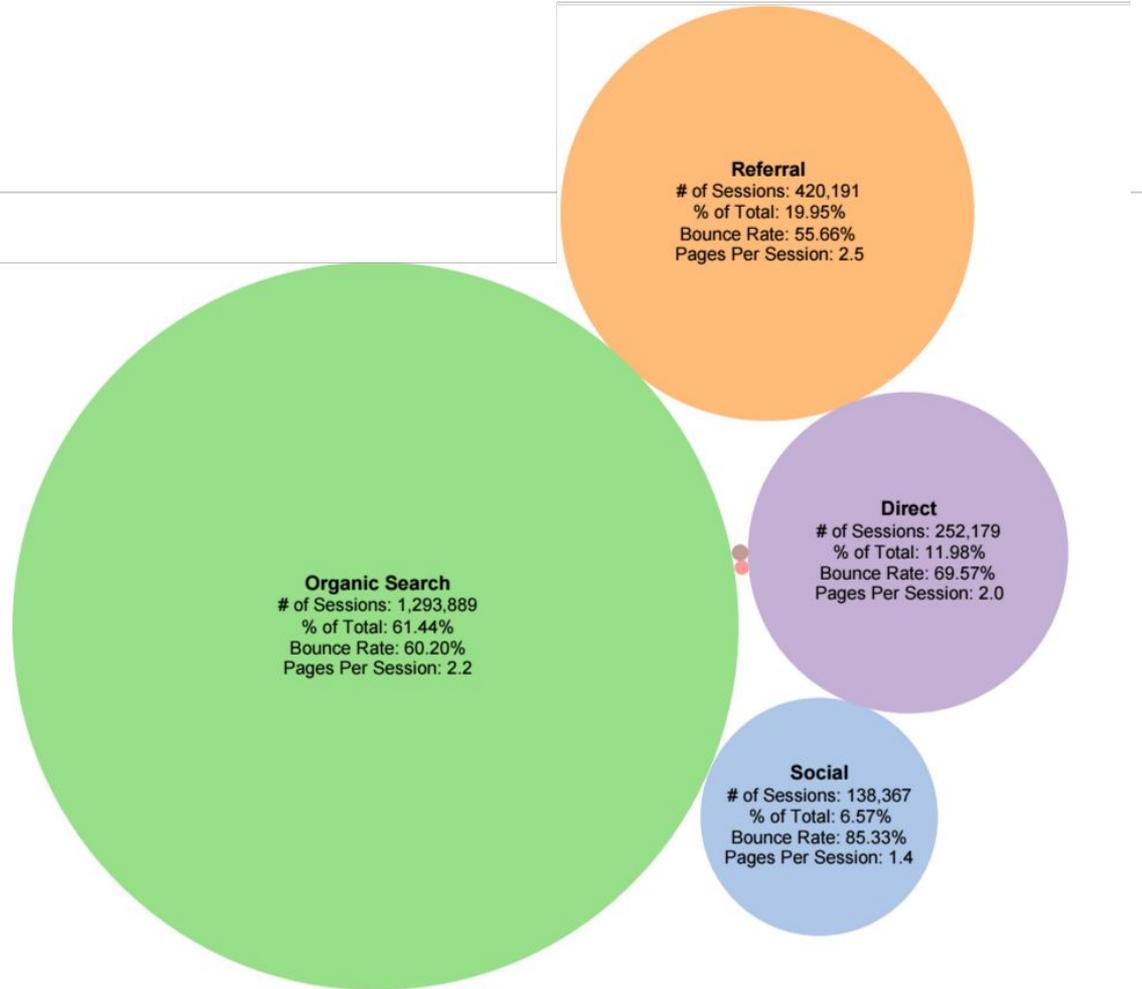
Search Outcomes Report Observations

- Top searches revolve around tax services, permit, or refuse
- Average search depth is very close to 1 page.
 - Doesn't necessarily indicate search engine is optimized
 - Does indicate users eventually able to find link to satisfy search
- Topics in AskPGH don't line up with the top searches
 - AskPGH improved by monitoring searches



Social Media

- Social Media Traffic vs. Other Referral Sources
- Which social media sites produce most traffic
- What content on the social media sites is driving city website traffic





Social Media Observations

- ◉ Majority of redirects
 - Public safety articles
 - Office of the Mayor releases
- ◉ Other popular landing sites
 - Cinema in the Park and 311 Response Center
 - Low pages/session \approx high bounce rate
- ◉ High bounce rate is seen across the majority
- ◉ In most cases social media users
 - Access the website via direct links
 - Subsequently end their session



Mobile Usage Report

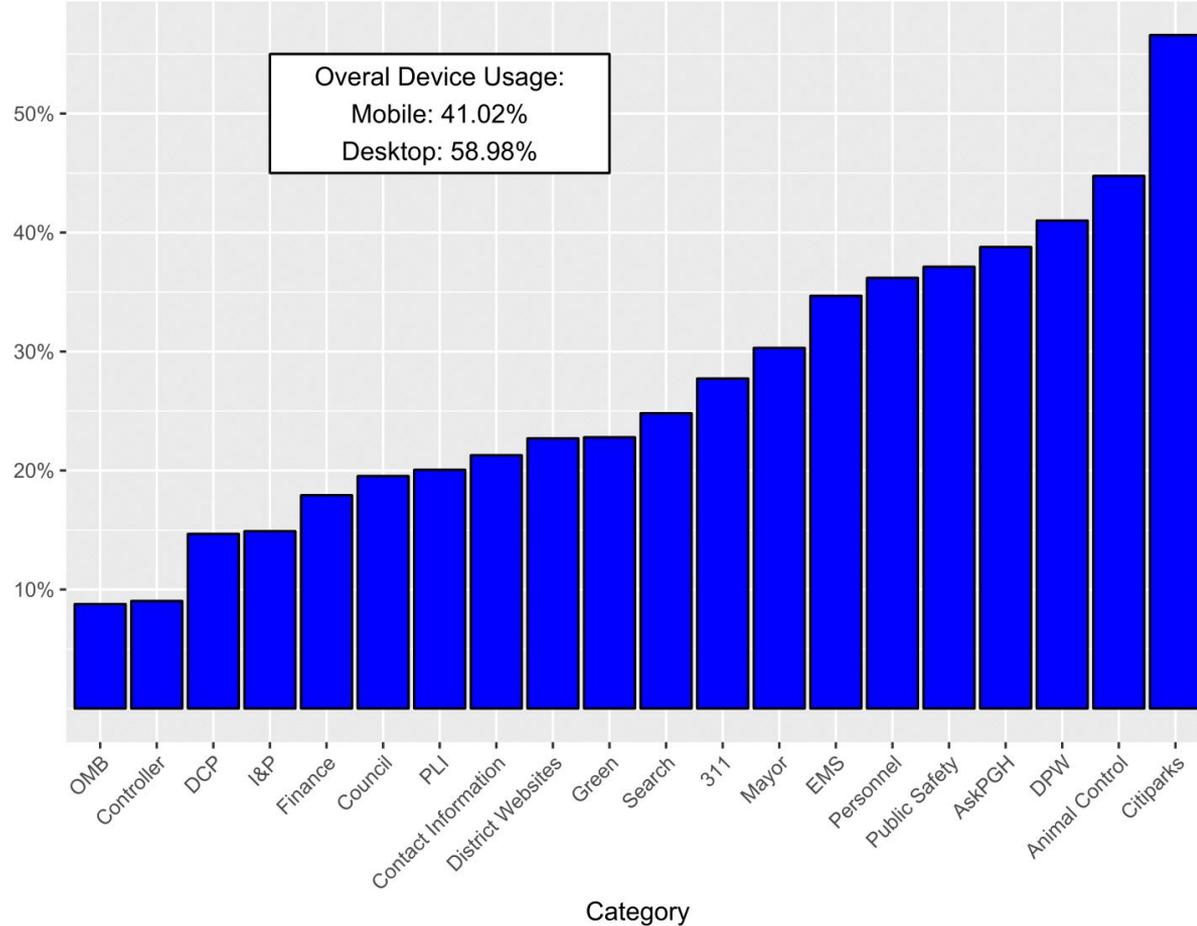
- Mobile statistics about each Category
- Provide proper view of mobile usage
- Compare mobile usage to desktop usage



Observations

- Overall Mobile Usage
 - 41.02%
- Most categories
 - 20%-40%
- Dominant OS
 - iOS
- 10% higher bounce rate than Desktop

Percent of Traffic that is from a Mobile Device (per Category)





Real Time Analytics Recommendations

- The City of Pittsburgh is not effectively utilizing web traffic data
- Should create multiple Google Analytics dashboards
 - Enables data driven website decisions concerning
 - Management
 - Content
 - Design
- Report contains recommendations for multiple dashboards and associated processes processes



Goals of Recommendations

- Goal of our recommendations
 - Enable Data Driven Decisions
 - High Impact Questions (HIQ's)
 - Allow for continuous improvement through constant monitor/modify approach
 - Key Performance Indicators (KPI's)
 - Start you down the path to being data-driven
 - Demonstrate the value of analytics
 - Highlight implementation best practices and processes



Dashboard Recommendations

Name: Top Search Terms Dashboard

- ◉ **Description:** Dashboard used to monitor the top search terms for the last 30 days
- ◉ **Metrics**
 - HIQ - What are the most commonly searched terms?
 - KPI - Number of searches per term
- ◉ **Goals**
 - *Align AskPGH Topics/ Quick Search Terms with content users actually searching for*
 - *Update AskPGH Topics/Quick Search Terms in real time*
- ◉ **Process**
 - Monitor dashboard
 - *Modify AskPGH topics/Quick Search*
 - Ensure topics are aligned with top search terms

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User Experience

Observations and Findings

Alina Bengert



User Research: Surveys

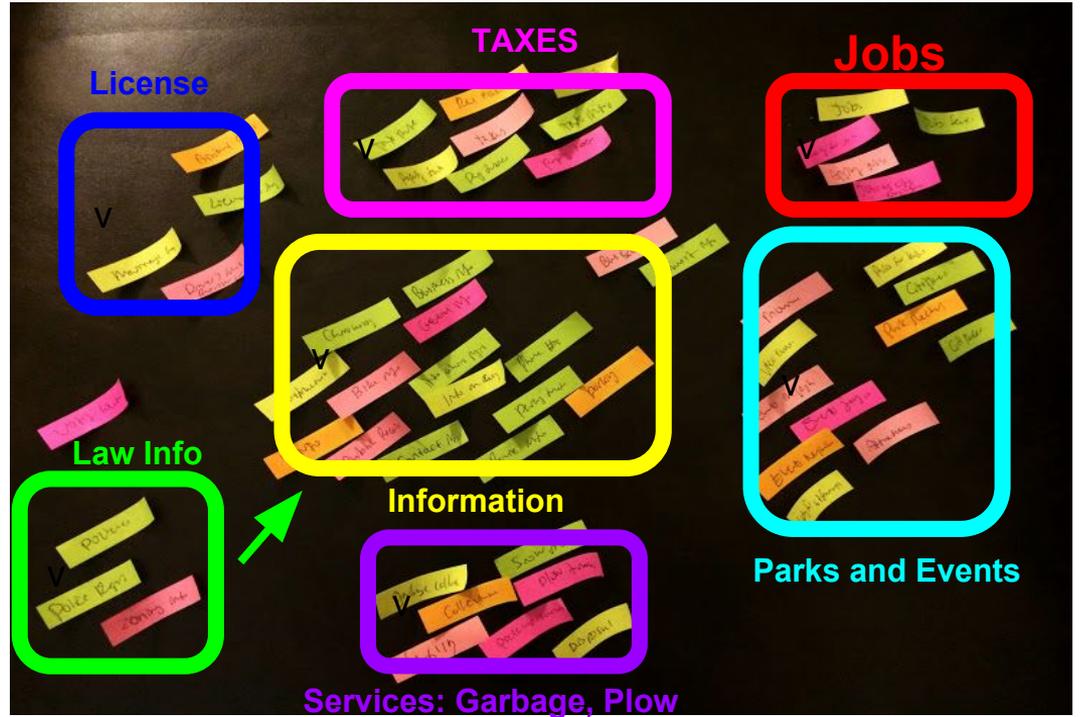
- Google Survey
- Distributed via social media
- Two weeks
- Seven Questions
- 188 Responses
- 84 Manually Reviewed
- Low Response Rate

Top Items that users want to see on a website :

- Transit + parking
- Attractions
- Navigating city
- Fines
- Taxes
- Utilities
- Jobs
- Officials



Research Conclusions: Users





Usability Research: Observations

- 15 Participants
- Two Tasks (Most Popular Searched Needs)
 - Collection Schedule
 - Dog Licensing
- Timed and Observed Navigation
- Recorded Steps (path and behavior), Number of Clicks, Time

Task 1: Trash Collection

- Average Clicks: 3.93
- Average Time: 1:45
- Success = 11
- Failure = 4

Task 2: Dog License (No Search)

- Average Clicks: 4.86
- Average Time: 1:59
- Success = 8
- Failure = 7



Research Conclusions: Personas

Personas allow for a collective model of typical users, by combining research results and patterns observed to create an individual - a representation of the user group.

Pittsburghpa.gov's Personas:

- Amber
- Mike
- Deborah
- David



Amber is interested in one of the grad schools in Pittsburgh. Before she moves to Pittsburgh she visits the city’s website to find out some important information. She is interested in information on city officials, police records, transit information, tax information and general information about the city.

Goals/ Motivations

- Explore the website for general information about the city
- Needs to Know tax information
- Needs to Find transit information
- Wants to see what are events and attractions, where she could meet people

Pain points

- There is too much information to look through
- She doesn’t know what she needs and is frustrated that she can’t find it quickly
- The website is not responsive on her cell phone
- The website doesn’t look appealing

Key Characteristics

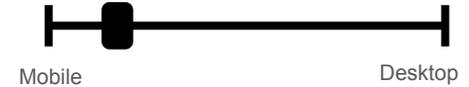
- Age: 18-29
- Uses her phone mostly
- Unfamiliar with the city
- She gets frustrated easily if can't find the information she needs
- She doesn’t know what she is looking for exactly

Behaviours

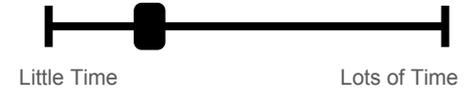
Process of Finding Info



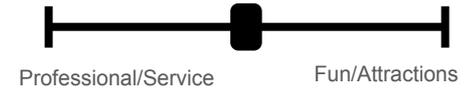
Device



Time Spent on Page



Type of Need



Access



Granularity



3

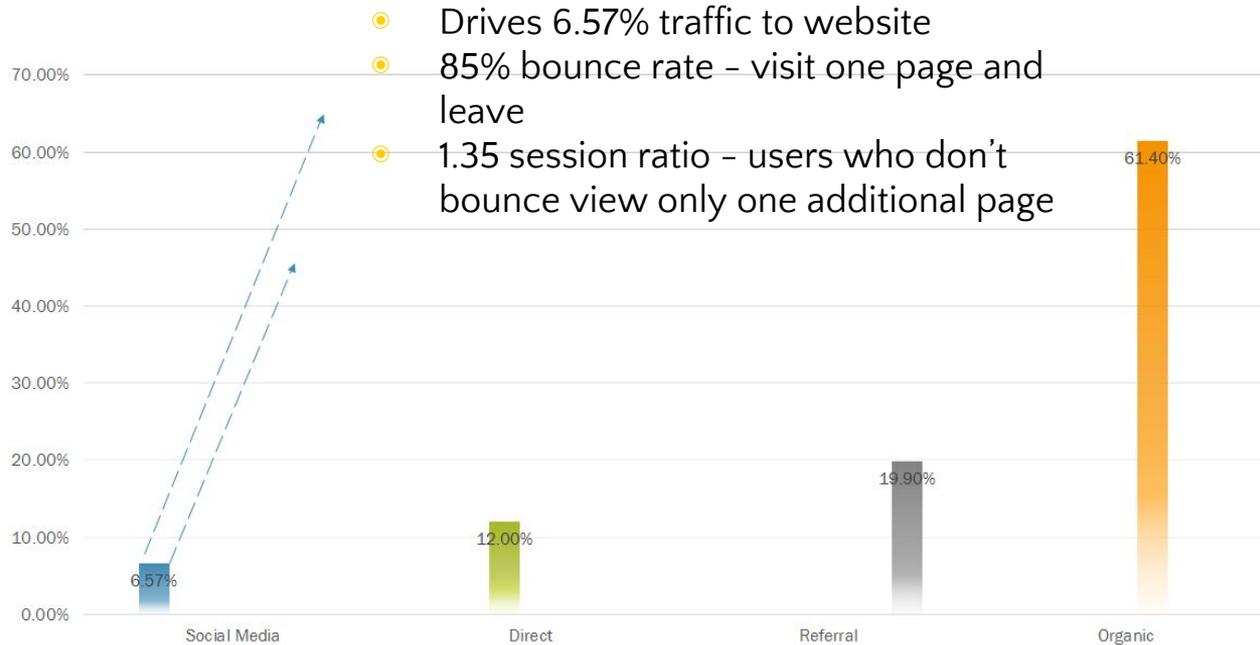
Social Media

Design, Platforms, and Apps

Flory Gessner and Andrew Garfinkel

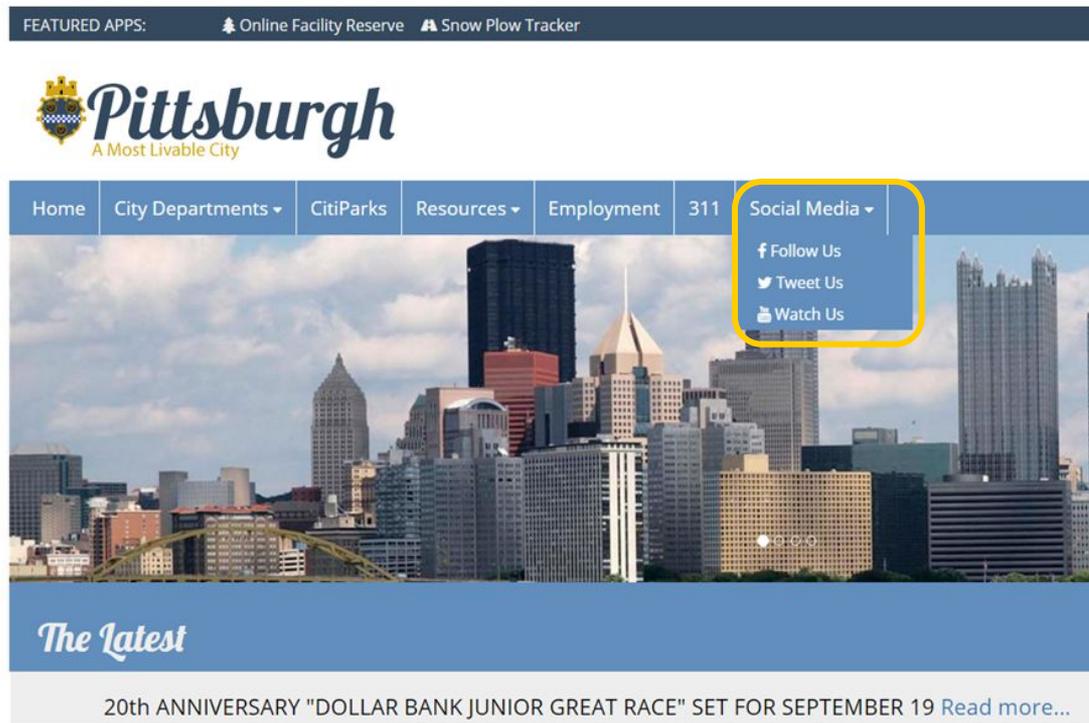


Traffic from Social Media





Mock-Up Site: Tab/Drop Menu





Social Media Icons

Boston

The screenshot shows the City of Boston website. A red box highlights the 'Join the Conversation' section, which contains icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn. Below this, another 'Join the Conversation' section is visible at the bottom of the page.

Philadelphia

The screenshot shows the City of Philadelphia website. A red box highlights a 'Stay Connected' section with social media icons for Facebook, Twitter, YouTube, RSS, and WordPress. A yellow box highlights a smaller 'Stay Connected' section at the bottom right of the page.

Minneapolis

The screenshot shows the Minneapolis website. A red box highlights a 'Connect with the City' section with social media icons for Facebook, Twitter, YouTube, and LinkedIn. A yellow box highlights a smaller 'Connect with the City' section below it.



Social Media Icon Location

The screenshot shows the City of Boston website. A yellow box highlights the 'Join the Conversation' section at the bottom, which contains icons for Facebook, Twitter, Instagram, YouTube, and LinkedIn, with the text 'Social Media Center' below them. Another yellow box highlights a vertical sidebar on the right side of the page, containing a 'feedback' icon and a series of social media icons (Facebook, Twitter, YouTube, Instagram, LinkedIn, etc.).

Small Icon +
'feedback':
sharing

Large Icon + instruction: link to official site



Social Media Icon Location

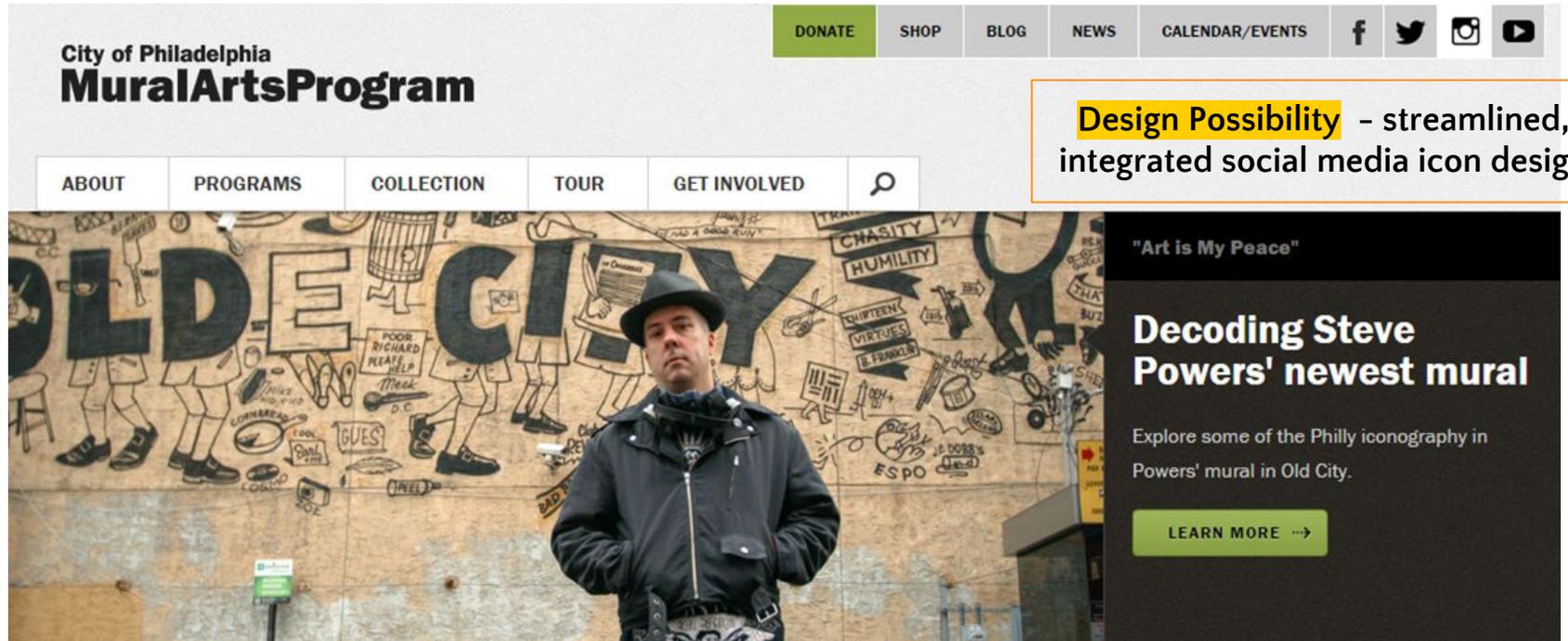
Follow - like letterhead, leads to main pages run by the city

Share - link to a user's own social media account(s)

The screenshot shows the Artspace.org website. At the top right, the text "Follow Us:" is followed by social media icons for Facebook, Twitter, LinkedIn, and YouTube. A yellow arrow points from the "Follow Us:" text to these icons. Below the navigation bar, there is a featured article titled "Sixteen Pittsburgh social media mavens to follow" by Marty Levine, dated Wednesday, March 26, 2014. The article features a photo of Kate Stoltzfus. Below the photo, there is a "SHARE" button followed by social media icons for Facebook, Twitter, LinkedIn, and YouTube. A yellow arrow points from the "Share" text to these icons. The website also includes a search bar, a "Subscribe" button, and a "RELATED CONTENT" section.



Social Media Icon Location





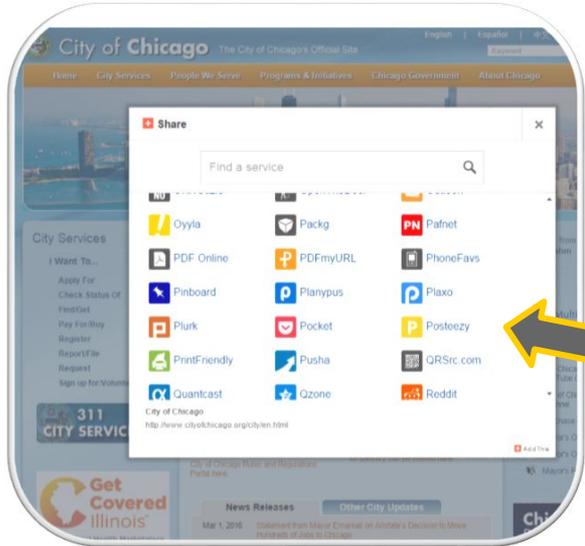
Future Design Possibilities

Expanded Menus:
Additional platforms easy to
access without clutter





Future Design Possibilities



Expanded Menu:
Additional platforms
easy to access
without clutter



Pop Out Menu:
Additional platforms
easy to access
without clutter



*functions of CMS

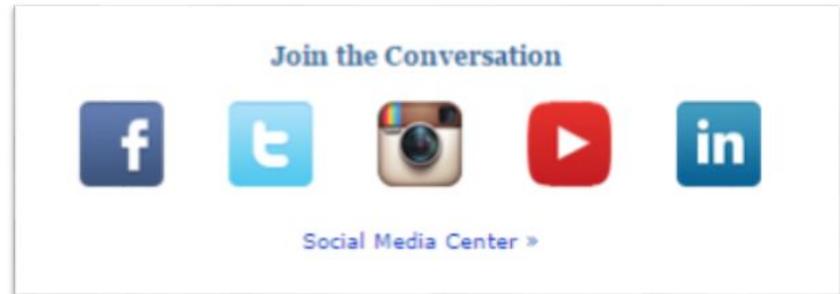


Platform Recommendations

Most cities include one static **visual medium** and **LinkedIn** in addition to Facebook, Twitter, and Youtube



Philadelphia



Boston



Platform: LinkedIn

City of Boston
Government Administration
10,001+ employees

9,416 followers **Follow**

Now you can share this page with your connections across social networks.

Home

How You're Connected

3 second-degree connections
3,244 Employees on LinkedIn

Ads By LinkedIn Members

MS Multimedia Production
Build in-demand media production skills w/ an online MS Interactive Media.

Skip the BSN RN to MSN
Earn Your MSN in the Same Amount of Time as a BSN. Download Brochure!

Free Church **Get Your Free Church App**
We're Giving Away a Free Church

Recent Updates

City of Boston is hiring: Revenue Manager, Budget Office

Careers at City of Boston · See more jobs · 2 months ago

- Add a banner photo and caption
- Use the content publishing options/updates



Platform: LinkedIn

The screenshot shows the LinkedIn profile page for the City of Pittsburgh. The page includes a navigation bar at the top with options like Home, Profile, My Network, Education, Jobs, Interests, Business Services, and Try Premium for free. Below the navigation bar is a search bar and a promotional banner for Comcast Business Internet. The main profile section features the City of Pittsburgh logo, name, and description: "Government Administration" and "1001-5000 employees". It also shows "3,241 followers" and a yellow "Follow" button. A tooltip message states: "Now you can share this page with your connections across social networks." Below the profile information are sections for "Industry" (Government Administration), "Type" (Government Agency), "Headquarters" (414 Grant Street Pittsburgh, PA 15219 United States), and "Company Size" (1001-5000 employees). The "How You're Connected" section shows three profile pictures with "3rd" labels and a total of "1,386 Employees on LinkedIn" with a "See all" link.

Current City of Pittsburgh LinkedIn

- Take ownership
- 3241 followers



Social Media Directory



Recommendation:

- Create a directory of all official City of Pittsburgh (and related) social media accounts

Conflicts of Interest Board (COIB)



Contract Services, Mayor's Office of (MOCS)



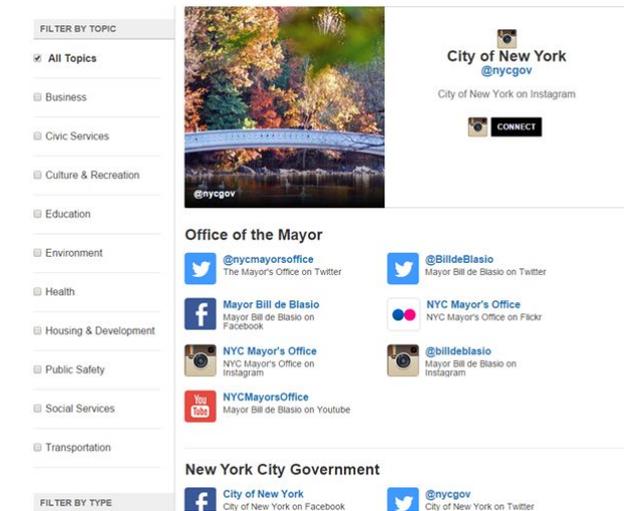
Department for the Aging



Department of Buildings (DOB)



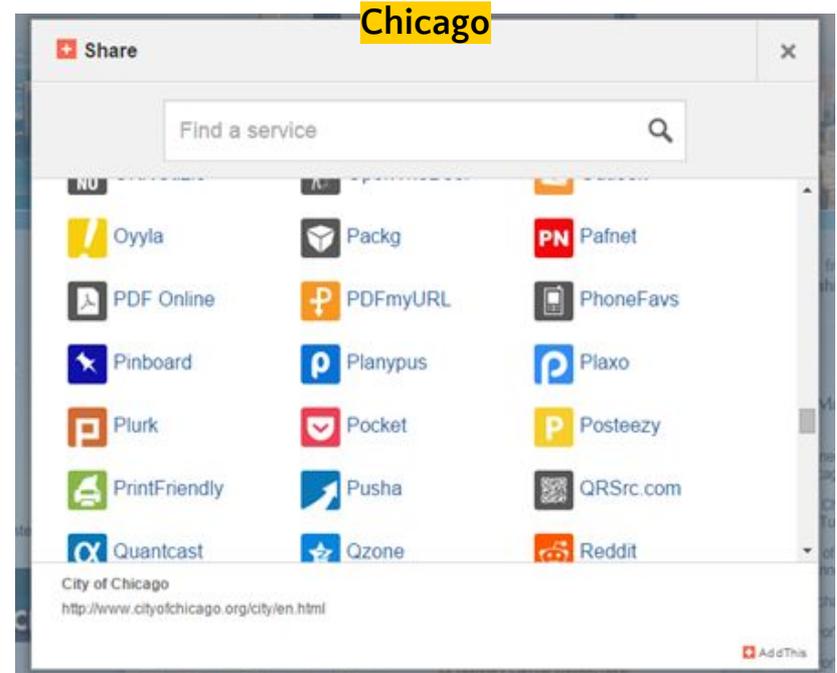
Department of City Planning (DCP)





Future App Possibilities

Printing and PDF applications
for phone users



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Content Management and Governance

Best Practices and Recommendations

Tiffany Carruthers and Brad Smertz



Content Management Overview

The following content management practices were evaluated for performance and quality:

- Content Publishing
- Content Management System Features
- ADA 501B Standards
- CMS Testing
- Microsite governance
- Training methodologies and resources





Publishing New Content

Recommendation

Hire a content manager who will edit and approve content updates/modifications

Benefits:

- Improves quality of writing
- Ensures ADA compliance
- Establishes a two person update/approval process
- Microsite management

Upgrade Current CMS

Use the CMS Matrix to compare key features of in house and widely used systems



Feature	Feature Description	CIMS	RedTail (New CMS)	Drupal	MSFT SharePoint
Sandbox	Does the system have an area for content managers to try out new content ideas without effecting the rest othe site?	no	no (possible with adding another web server)	no	yes
Friendly URLs	Area URLs created in a hunam-readable and search engine friendly way? (The alternative is a string of symbols and numbers	yes	yes	yes	yes
Content Scheduling	Does the system allow content to be added or removed based on the date?	no	yes	yes	yes
Login History	Does the system keep track of who logged on and when?	yes	yes	yes	yes
Digital asset management	Users store and organize graphics and multimedia files within the CMS and search for them based on assigned metadata.	no	yes	yes	yes
Authorized access control	System administrators assign user privileges and roles, allowing users to only access the content they are authorized to use.	yes	yes	yes	yes
Single Sign-on	Ability to authenticate through Active Directory, oAuth, or Google login	no	no	yes	yes

Playtest the New CMS

Test the CMS on a microsite to evaluate missing features, test usability, and perform needed modifications before launch



Feature	Feature Description	CIMS	RedTail (New CMS)	Drupal	MSFT SharePoint
Sandbox	Does the system have an area for content managers to try out new content ideas without effecting the rest of the site?	no	no (possible with adding another web server)	no	yes
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Develop an ADA Compliance Plan

- Establish a process
- Create governance procedures
- Assign responsibilities to a content manager

Alerts

55 Device dependent event handler

An event handler is present that may not be accessible.

8 Link to PDF document

A link to a PDF document is present.

20 Redundant link

Adjacent links go to the same URL.

14 Suspicious link text

Link text contains extraneous text or may not make sense out of context.

1 Justified text

8 Redundant title text

Title attribute text is the same as text or alternative text.

Contrast Errors

402 Very Low Contrast

Very low contrast between foreground and background colors.

Errors

1 Image button missing alternative text

Alternative text is not present for a form image button.

10 Linked image missing alternative text

An image without alternative text results in an empty link.

15 Missing alternative text

Image alternative text is not present.

2 Spacer image missing alternative text

A layout spacer image (which should have null/empty alternative text) does not have an alt attribute.

1 Missing form label

A form control does not have a corresponding label.

1 Document language missing

The language of the document is not identified.

Summary of
ADA Errors
found on
homepage



Wiki and Employee Training

Recommendation

Finalize already-existed training wiki

Mandate that the wiki be the primary source of training, with Web Development team open for questions

Getting Started

To get started you will need to create a user account by filling out the required registration fields. Go to this URL: <http://redtail.pittsburghpa.gov>.

At the bottom of the login screen below the "Login" button, click on the white hyperlinked text that says "Sign Up Here".



You will then be taken to the registration screen. Fill in all of the fields and click the "Sign Up" button at the bottom.

Benefits:

- Frees up time from web development team's schedule (team is able to better perform primary duties)
- Provides a comprehensive list of readily available instructions, rules, and guidelines
- Provides a forum for referencing concepts and processes

* recommended table of contents in formal report



Microsite Approval Process

Recommendation

Make strict guidelines public to educate applicants on definite “No.” situations

Make application an online form

The screenshot shows a web form titled "Web Requests" with a "Sign in to Save Progress" button in the top right corner. The form contains the following fields:

- First Name*** and **Last Name***: Two text input fields.
- Department**: A text input field.
- Phone Number** and **Email***: Two text input fields. The email field contains the placeholder text "name@email.com".
- Short Description***: A text input field.
- Details of request**: A large text area for providing more information.
- Receive email copy**: A checkbox.
- Email address**: A text input field.

At the bottom of the form, there is a small note: "This field is not part of the form submission."

Benefits:

- Saves the Mayor’s Office time by not having to sift through unqualified requests
- Ease of process for applicants
- Save paper/repapering resources



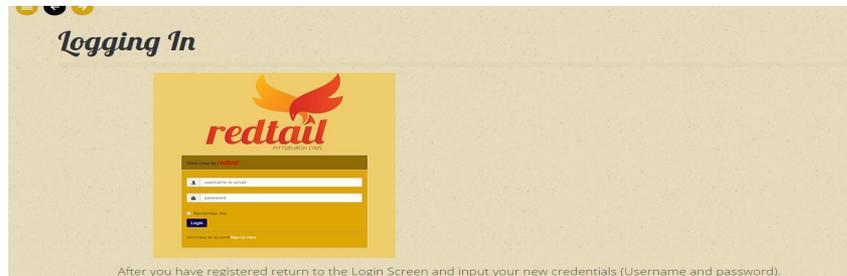
Microsite Content Management

Recommendation

Have a representative from each microsite be trained through wiki to operate CMS

Provide comprehensive glossary to limit misinterpretation across departments

A representative at City of Pittsburgh will oversee content and stylistic aspects



Benefits:

- Enable more relevant information to be uploaded in a timely fashion
- Increase site traffic
- More uniform microsites will enable efficient usability

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Content Architecture

Best Practices and Recommendations

Jacob Brintzenhoff and Eric Meisberger



Standard of Evaluation

- Code for America's Digital Front Door Initiative
- "Best of Breed" Benchmark Websites
 - Louisville, KY and Philadelphia, PA



Digital Front Door Initiative

Design Principles:

- ◉ Be universally accessible (ADA compliant)
- ◉ Provide digital services
- ◉ Treat residents with dignity
- ◉ Establish a sense of place



Summary of the Issues

- Not ADA compliant
 - No process to ensure ADA compliance
- Overloads the user with information
- No web archive for old news stories
- No social media hub
- Organization of Homepage
- Consistency of Tab Layout
- Redundancy of Site-searching
- Lack of digital services

The current site is not designed with the **average resident** in mind, and doesn't treat the average resident with dignity or work with their needs.



ADA Compliance

WAVE Accessibility check of home page:

- Images missing alternative text
- Suspicious and redundant links
- Multiple color contrast errors

WAVE
web accessibility evaluation tool

http://pittsburghpa.gov/

Styles No Styles Contrast

Summary

WAVE has detected the following:

- 29 Errors
- 106 Alerts
- 9 Features
- 59 Structural Elements
- 6 HTML5 and ARIA
- 402 Contrast Errors

Panel Options

- DETAILS:** A listing of all the WAVE icons in your page.
- DOCUMENTATION:** Explanation of the WAVE icons and how you can make your page more accessible.



Information Overload

Home Mayor City Council City Controller Public Safety City Directory 311 Resources AskPGH Search

Too many organizational tabs

REGISTER TODAY FOR "THE GREAT RACE"

Registration is now open for the 39th running of The Great Race. The 10K run and 5K run/fitness walk will take place on Sunday, Sept. 25. REGISTER EARLY AND SAVE! Sign up with a friend by March 31 and save 50% off the standard race registration fee.

[READ MORE](#)



8 scrolling news stories

1 2 3 4 5 6 7 8 9

Services & Resources

Public Safety

Staying Safe

Employment

City Information

Community & Visitors

Business

DPW Permits Building Temporarily Closed

Hundreds of news stories / no web archive

The Permits Office cannot issue construction permits, curb cuts or any permits until power is restored by Duquesne Light.

Residents wishing to rent a park shelter can book a permit using the City of Pittsburgh online permitting system: <https://registerparks.pittsburghpa.gov/>.



AskPGH

Start typing here...

Web Spotlight



LouisvilleKy.gov

RESIDENT

BUSINESS

GOVERNMENT

CITY SERVICES

VISITOR



Use Twitter (#502pothole) or louisvilleky.gov to report potholes



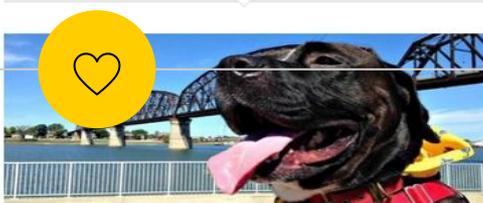
What to do during Spring Break week in Louisville

City News

MAR 31 Mayor Fischer names Deborah Billitski as Director of Develop Louisville

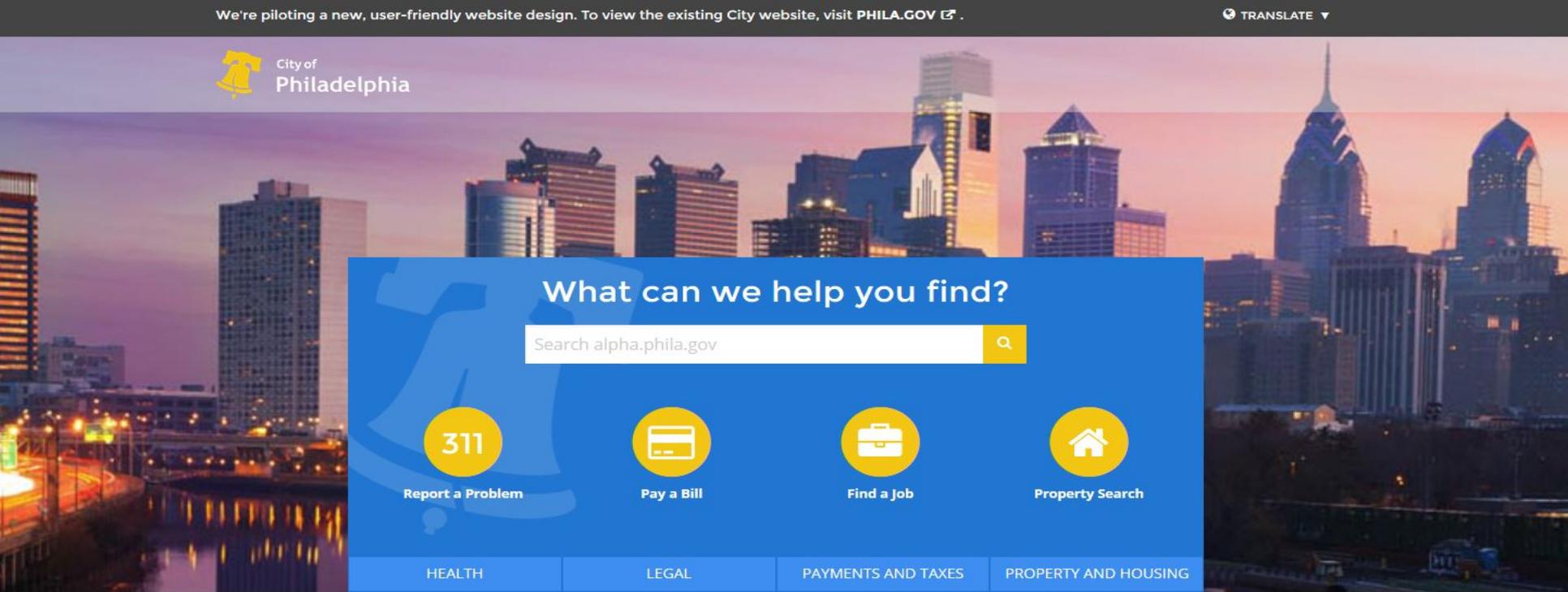
MAR 31 What to do during Spring Break week in Louisville

[View All News](#)



City Events

MAR 31 The Other Side of Archaeology



What can we help you find?

Search alpha.phila.gov



311

Report a Problem



Pay a Bill



Find a Job



Property Search

HEALTH

LEGAL

PAYMENTS AND TAXES

PROPERTY AND HOUSING

PUBLIC SAFETY

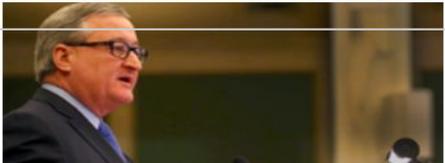
STREETS AND UTILITIES

DEPARTMENT DIRECTORY

MAYOR'S OFFICE

MAPS

News





News Stories Accuracy and Timeliness

- No web archive or archiving practice for the current site.
- Two year's worth of news and event posts with out-dated information.

Officer Rocco K-9 Memorial Fund of The Pittsburgh Foundation

Mayor William Peduto encourages support of fund to benefit the K-9 Unit of the City of Pittsburgh Bureau of Police.

posted 2/07/14 @ 5:46 pm

MAYOR ANNOUNCES APPLICATION PERIOD FOR SPRING CIVIC LEADERSHIP ACADEMY CLASS

Want to learn more about how City government works?

posted 2/04/14 @ 3:50 pm

News stories from February, 2014



Archiving on Louisville

Louisville's site shows only the **2 newest stories**, with a "view all news" tab below

City News

MAR
25 | New South Points
Scenic Area map,
calendar unveiled

MAR
25 | METCO Board
approves nine loans for
local businesses

[View All News](#)

MAR 17 2016

Paving for week of March 21

Paving for week of March 21

Below is the list of paving projects scheduled in Louisville for the week of March 21, 2016. The schedule is subject to change due to weather and operational factors.

Spring Willow Court from Hurstbourne Woods Place to dead end

Essex Rd from Henrietta Ave to Arlington Rd

Thames Ave from Essex Rd to dead end

1 2 3 4 5 6 7 8 9 ... / Next ›



Archiving on Louisville Con't

Offers sidebar menu when looking for a particular article

- keyword, date range, departmental search fields

Recommend similar web archive to:

- streamline the homepage
- quickly archive old news stories.

Keywords

Date Range

Start date

End date

E.g., Mar 27 2016

E.g., Mar 27 2016

Department/Initiative

- Any -

Service Category

- Any -

Go

Reset



Organization of Homepage

Information is not organized for the average city resident



- Use less jargon
- Redesign tabs
- Organize for residents



Organization of Louisville

Louisville structures their website based on **who you are**



RESIDENT

BUSINESS

GOVERNMENT

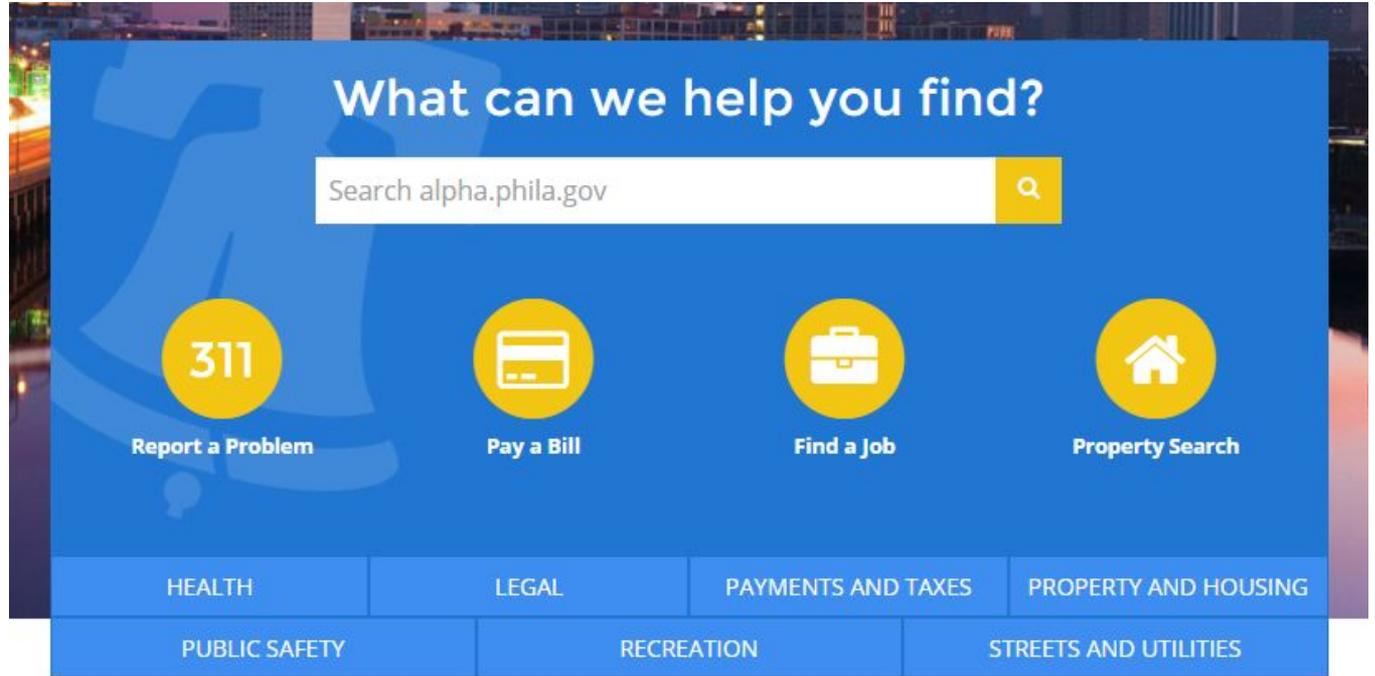
CITY SERVICES

VISITOR



Organization of Philadelphia

Philadelphia structures their website based on what **you want to do**





Consistency of Tab Layout

- Organizational tabs are also inconsistently laid out
- Contain some redundant information across multiple tabs
- Only one tab divided into sub-categories

Council	City Controller	Public Safety	City Directory	311	Resources
Links		Bureaus	Initiatives		Resources
Public Safety Home		Bureau of Police	Community Safety		AskPGH
Mission Statement		Bureau of Fire	Disruptive Properties		Buy in the Burgh
Emergency Alerts		Emergency Medical Services (EMS)			CityFit - Wellness At Work
Contacts		Emergency Management & Homeland Security (OEMHS)			Citizen Police Review Board (CPRB)
		Animal Care & Control			Commission on Human Relations
					Community Safety Website
					Employment
					Legislative Information Center
					City Channel Pittsburgh LIVE Stream
					Office of Municipal Investigations (OMI)
					PLANPGH
					Pittsburgh Promise
					Pittsburgh City Living
					Pittsburgh Water and Sewer Authority (PWSA)
					PGHGIS
					PGHSNAP
					Voting Districts & Polling Places



Tab Layout - Louisville

Consistent across all tabs, regardless of content

	RESIDENT	BUSINESS	GOVERNMENT	CITY SERVICES	VISITOR
	<p>Animals</p> <p>City Management & Performance</p> <p>Community Development</p>	<p>Garbage, Recycling & Junk</p> <p>Health & Wellness</p> <p>Housing & Social Services</p>	<p>Property Maintenance & Code Enforcement</p> <p>Public Safety</p> <p>Streets, Sidewalks & Trees</p>	<p>Junk Disposal</p>  <p>Garbage Collection</p> 	
RESIDENT	BUSINESS	GOVERNMENT	CITY SERVICES	VISITOR	
	<p>Business & Economic Development</p> <p>City Planning & Zoning</p> <p>City Management & Performance</p> <p>Jobs & Career Development</p> <p>Legal & Professional Records</p> <p>Permits, Applications & Licenses</p>	<p>Property Maintenance & Code Enforcement</p> <p>Revenue and Taxes</p> <p>Vehicles, Parking & Transportation</p> <p>Volunteer & Donate</p>	 <p>Start a Business</p>  <p>Jobs & Careers</p>		



Redundancy in Site-Searching

- Difference between AskPGH and Search is unclear
- Links for AskPGH and Search are right next to each other

Resources AskPGH Search

 **LEVEL 0** NO SNOW/ICE
SNOW RESOURCE CENTER

AskPGH

Start typing here... 

Web Spotlight



Digital Services

Most digital services are related to 311 submissions and using city park facilities

- Other digital services are hard to find
- Not labelled for city residents.
- Buried under other links or menus



Establishing a Sense of Place

The Pittsburgh skyline banner works, but there is no coherent emphasis of other unique features anything else about the city.



- Snow alert
- Information about parks
- Opportunities to engage with the city



Recommendations

Compliance

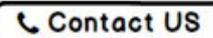
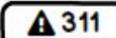
- Follow ADA Compliance guide
- Follow recommended workflow to ensure new content is ADA compliant

Layout

- Streamline the homepage and remove unnecessary tabs.
- Fixed menu bar at the top of the page for quick links: 311, search translate
- Group the micro-site icons as a horizontal block
- Footer with employee portal and other important links

Content

- Limit the number of news stories and scrolling posts on the front page
- Switch to a CMS with an automatic archiving function
- Establish a default amount of time news stories spend on the front page before being archived
- Create an easily visible social media hub on the homepage
- Avoid government jargon when possible and use vocabulary that is aimed at city residents
- Decide what digital services website will offer and emphasize them on home page



PITTSBURGH
A MOST LIVABLE CITY

Add a fixed menu bar at the top of the page for quick links

Wednesday March 16, 2016

De-clutter and streamline the homepage, and remove unnecessary tabs

Home	Mayor	City Council	City Controller	Public Safety	City Directory
------	-------	--------------	-----------------	---------------	----------------



Limit the number of news stories and scrolling posts on the front page.



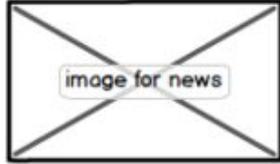
Decide what digital services you want the website to offer, and emphasize them on the homepage



Group the department/initiative icons as a horizontal block

NEWS 1

Placeholder text for News 1

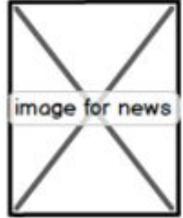


Placeholder text for News 1

NEWS 2

Placeholder text for News 2

Placeholder text for News 2



Placeholder text for News 2

NEWS 3

Placeholder text for News 3

Placeholder text for News 3

Placeholder text for News 3



311

Contact US

Translate



Placeholder text for news article 1

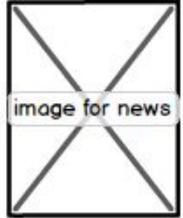
Placeholder text for news article 1



Placeholder text for news article 1

Placeholder text for news article 2

Placeholder text for news article 2



Placeholder text for news article 2

Placeholder text for news article 3

Placeholder text for news article 3

Placeholder text for news article 3

More News

Create a web archive for old news stories



City of Pittsburgh

© 2016

[Policies](#)

[Regulations](#)

[City Directory](#)

[Employee Email](#)

[Employee Portal](#)

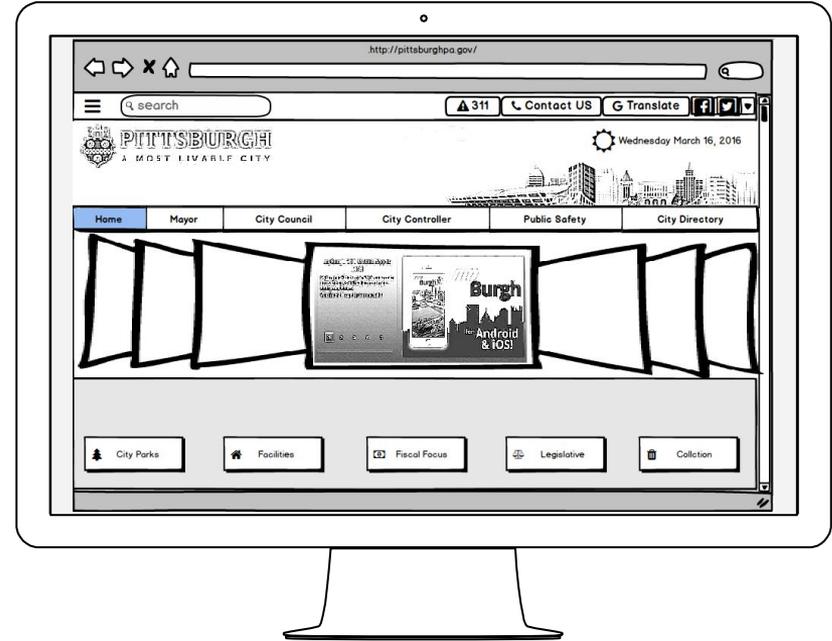
[Career Opportunity](#)

Add a footer with other important links and an employee portal



Demo

A quick glimpse into one option based on our recommendations



Search

311

Contact Us

Translate



Monday April 18, 2016



Most Popular

City Information

Public Safety

Community & Visitors

City Directory



CITY PARKS

Enjoy Pittsburgh's Parks throughout the year

Pittsburgh's parks, wooded hillsides and trails account for one-third of all city land!

Cinema in the Park

Park Information

Reserve Facilities

Upcoming Events

1 2 3 4 5



Search

 311

 Contact Us

 Translate



 Monday April 18, 2016



Most Popular

City Information

Public Safety

Community & Visitors

City Directory



Pittsburgh Business

Your business may have just what the City of Pittsburgh needs.

Find opportunities to sell to the City and sign up for emails about future ones.

Beacon - Pitt Business

City Planning

Finance Department

Permits & Licenses

1 2 3 4 5



Enter Keyword

Search

311

Contact Us

Translate



Monday April 18, 2016



Most Popular

City Information

Public Safety

Community & Visitors

City Directory



City Information

Find city departments, personnel and phone numbers. District Information. Mayor Information.

City Directory

City Controller

Employment

Mayor

- 1
- 2
- 3
- 4
- 5



Search

⚠ 311

📞 Contact Us

🌐 Translate



☁ Monday April 18, 2016



Most Popular

City Information

Public Safety

Community & Visitors

City Directory

Most Visited Links

- Animal Control (Licenses)
- City Parks
- Employment

CITY PARKS

ENJOY PITTSGURGH'S PARKS THROUGHOUT THE YEAR

Garbage Collection

Pittsburgh's parks, wooded hillsides and trails account for one-third of all city land!

Laws in PA

- Cinema in the Park**
- Licenses (Marriage)
- Licences (City Wide)
- Upcoming Events**
- Tax Information

1 2 3 4 5



🔍 Enter Keyword

Search

⚠️ 311

📞 Contact Us

🌐 Translate



☁️ Monday April 18, 2016



- Most Popular
- City Information**
- Public Safety
- Community & Visitors
- City Directory

City Information

CITY PARKS

- City Controller
- City Council
- City Documents

District Information'S PARKS THROUGHOUT THE YEAR

Legislative Information Center

Pittsburgh's parks, wooded hillsides and trails account for one-third of all city land!

Pittsburgh Municipal Code

- 1
- 2
- 3
- 4
- 5

- Cinema in the Park
- Tax Forms
- Reserve Facilities
- Upcoming Events



🔍 Enter Keyword

Search

⚠️ 311

📞 Contact Us

🌐 Translate

🐦 f



☁️ Monday April 18, 2016



Most Popular

City Information

Public Safety

Community & Visitors

City Directory

Public Safety

CITY PARKS

Cinema in the Park

- Animal Care & Control
- Bureau of Fire
- Bureau of Police
- Community Safety

ENJOY CONTACTS THROUGHOUT THE YEAR
Disruptive Properties
Pittsburgh's parks, wooded hillsides and trails account for one-third of all city land!
Emergency Alerts

1 2 3 4 5

- Emergency Management & Homeland Security (OEMHS)
- Reserve Facilities
- Emergency Medical Service (EMS)
- Upcoming Events
- Mission Statement

🏠 **Resident** ▾

👔 **Business** ▾

🏛️ **Government** ▾

👤 **Visitor** ▾



☁️ Monday April 18, 2016



Community & Visitors

Cinema in the Park

- ADA Resource Info
- Citiparks
- City Properties for Sale

Maps **PITTSBURGH'S PARKS THROUGHOUT THE YEAR**

Pittsburgh Parking Authority

Pittsburgh's parks, wooded hillsides and trails account for one-third of all city land!

PLANPGH

1 2 3 4 5

- PGH SNAP Park Information
- Stormwater Management
- VisitPittsburgh



Enter Keyword

Search

311

Contact Us

Translate



Monday April 18, 2016



Most Popular

City Information

Public Safety

Community & Visitors

City Directory

City Directory

CITY PARKS

Cinema in the Park

Citiparks

City Planning

Finance

Innovation & Performances
THROUGHOUT THE YEAR

Law

Pittsburgh's parks, wooded hillsides and trails account for one-third of all city land!

Management and Budget

1 2 3 4 5

Pension

Park Information

Permits, Licenses, and Inspections

Personnel

Public Works

Reserve Facilities

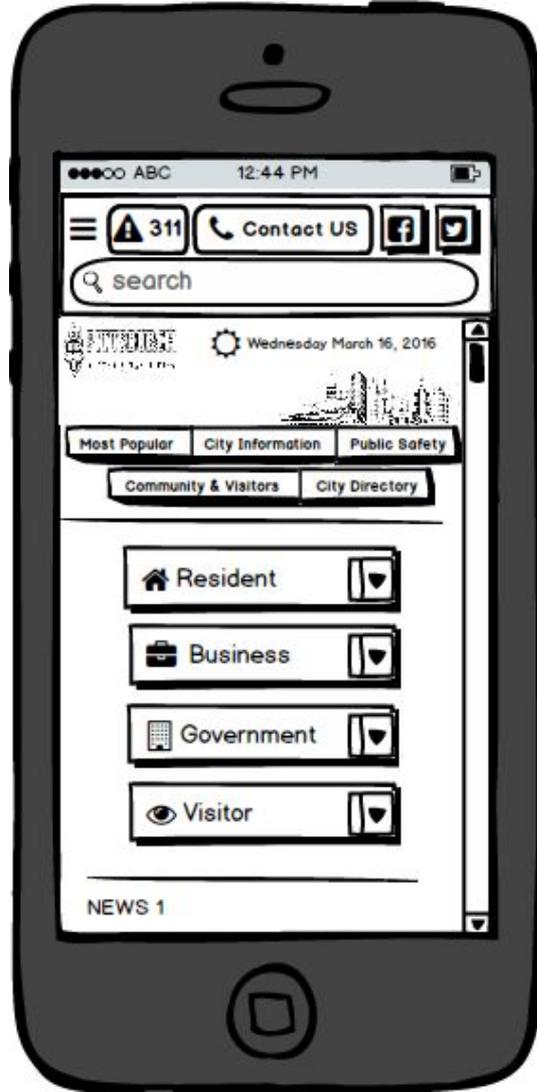
Upcoming Events



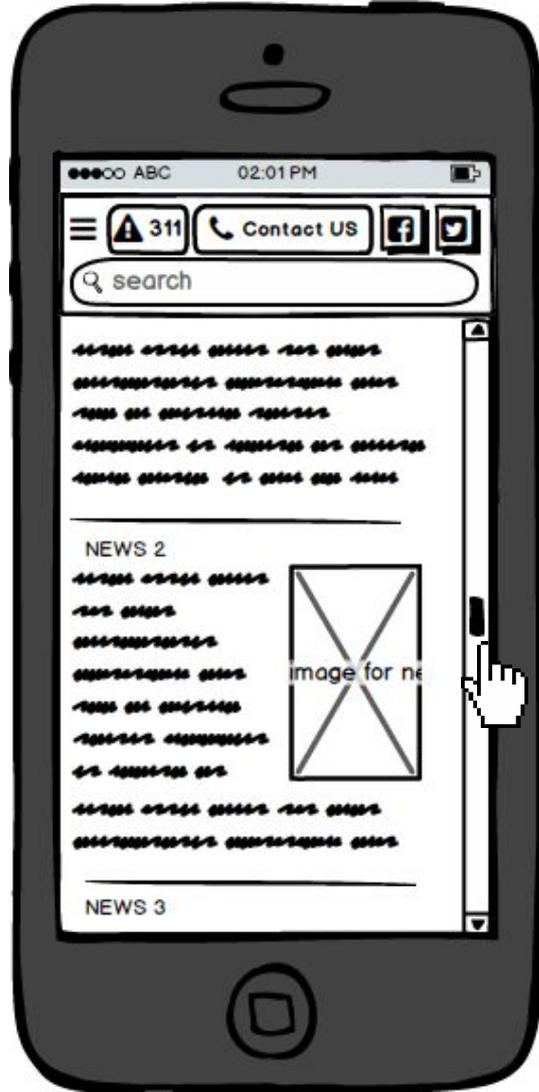


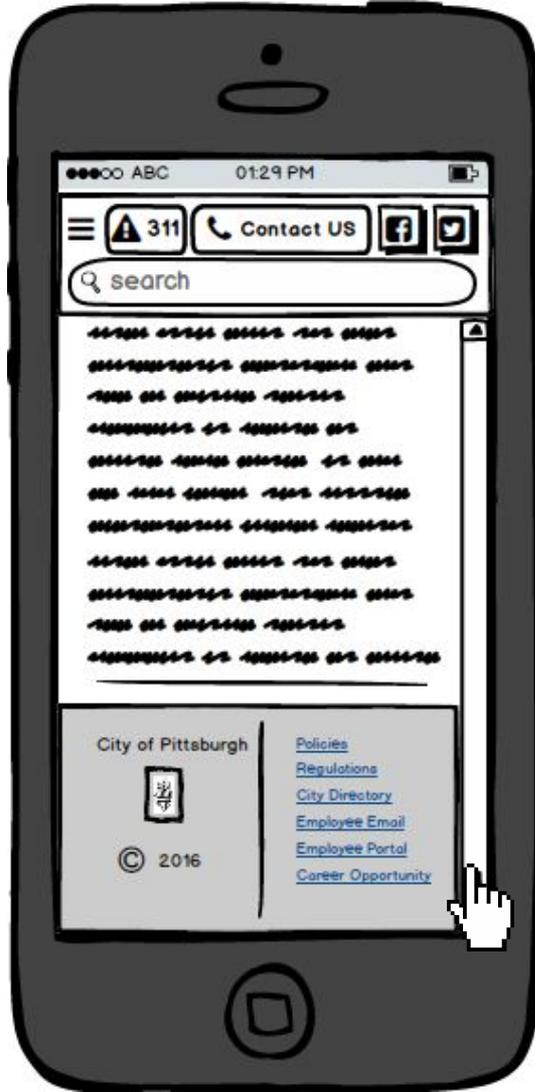
Thanks!

Any **questions** ?











 Resident ▼

 Business ▼

 Government ▼

 Visitor ▼

New Police Class Brings More Qualified & Diverse Recruits to Bureau

The City of Pittsburgh welcomed 62 new recruits to the Pittsburgh Bureau of Police academy Monday, in numbers reflecting the City's commitment to a qualified and diverse bureau.

Pittsburgh Commission on Human Relations Names New Director

After a national search the city's Commission on Human Relations has named a new executive director, Carlos Torres, a former official with National Community Health Partners and the Southern Arizona AIDS Foundation. Torres is also a 10-year U.S. Army veteran.

City Releases 2016 Paving Plans And New Transportation Asset Management System

The City of Pittsburgh Department of Public Works has released its 2016 street paving list. Approximately 49.5 miles are scheduled to be paved this year.

Public Works Crews Prepare For Winter Weather Forecast

The City of Pittsburgh Department of Public Works has issued a Snow Level 1 Alert effective 3:00 p.m. on Friday, April 8, 2016.

The Commission is an independent agency that investigates complaints of alleged discrimination in employment, housing, and public accommodations within the City of Pittsburgh.

Emergency Medical Services Chief Mark Bocian Retiring Next Month After 40 Years of Service

Deputy Chief Robert Farrow to be named Acting Chief

 Resident ▼

 Business ▼

 Government ▼

 Visitor ▼

Resident		
City Parks Information Community Events District Information	Legislative Information Licenses and Permits Public Safety	Schedules and Services Tax Information Voting Information

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 Resident ▼

 Business ▼

 Government ▼

 Visitor ▼

Business

- Award Justification Forms
- Bidders Application
- Bids & Contracts

- Chamber of Commerce
- City Planning
- Finance Department

- Permits & Licenses
- Pgh Regional Alliance
- Urban Redevelopment

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