

City of  
Santa Clara

Marketing Committee

September 20, 2017



**City of  
Santa Clara**  
The Center of What's Possible

# Overall Goals

- **Work towards accomplishing a vibrant, thriving economy which has lively neighborhoods and revitalized communities**
- **Strive towards a more connected population where diverse groups share common experiences, different perspectives and understand each other better**
- **Enhance opportunities for collaboration and boost outreach mechanisms to have a more informed community**



# Strategic Objectives Long Term

- To better inform the community of the City's brand and the programs, services, and amenities that Santa Clara has to offer residents and visitors.
- To enhance and encourage communication with residents and visitors through an extensive social media campaign with a direct link back to the City's redesigned website.
- To leverage beautification projects currently underway with the design and production of new banners and wayfinding.
- To create excitement and energy throughout the community through special events.



# Strategic Objectives Short Term

- Conduct a survey to seek information on improving communication with the community
- Organize a series (4) of Town Hall meetings throughout different locations within the City to provide an opportunity for the community to learn about City departments, projects and services
- Increase volunteer opportunities for City events, including Board/Commission activities
- Redesign the City's website so that it is more intuitive, visually appealing and logically organized
- Re-launch the City's mobile app, MySantaClara, with more robust service request options

# Audiences

- **Businesses - Includes commercial and residential brokers and developers, current business owners, potential business owners of various types: retail, entertainment, restaurants, etc.**
- **Visitors - Includes sports-based tourism, family entertainment, arts, history, conference attendees, etc.**
- **Residents - Includes current and potential, legacy, and young families.**

# Program Elements

- **Direct Mail/Website/Social Media/In-person**
  - Redesigned website
  - MySantaClara
  - Town Hall Forums
- **Marketing**
  - Direct Mail = Publications, newsletters, postcards, etc.
- **Media Relations**
  - News Room webpage
  - Proactive media



# City of Santa Clara, CA

UX Workshop





# UX Workshop Agenda

- UX Workshop Goals
- What is UX?
- What will we cover today?
  - Usability
  - Information Architecture
  - User Interface
  - Content Strategy
- Research Landscape
- Present Usability Study
- Wireframe Activity
- Discuss Visual Design

# UX Workshop Goals

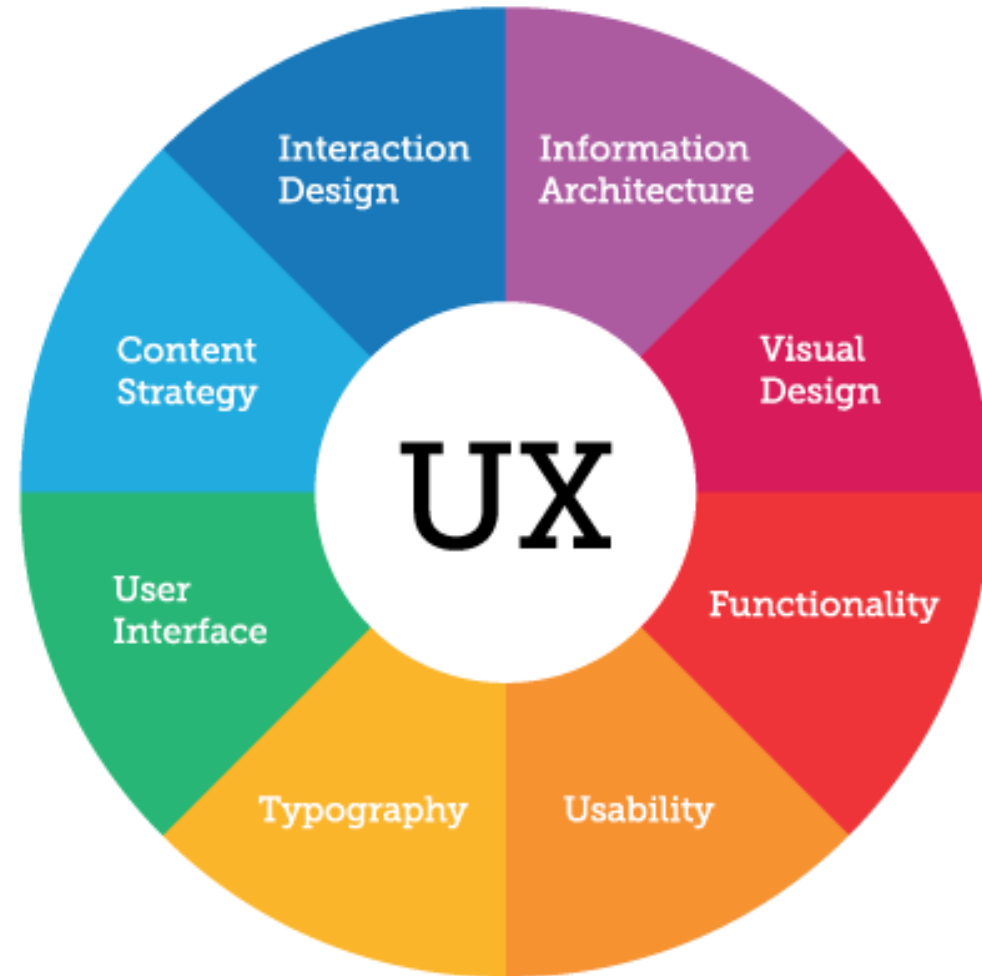
- Learn about UX and best practices
- Review project goals and objectives
- Pair business needs with user expectations
- Collaboratively construct a homepage wireframe
- Connect functional objectives with unique visual aesthetic

# What is UX?

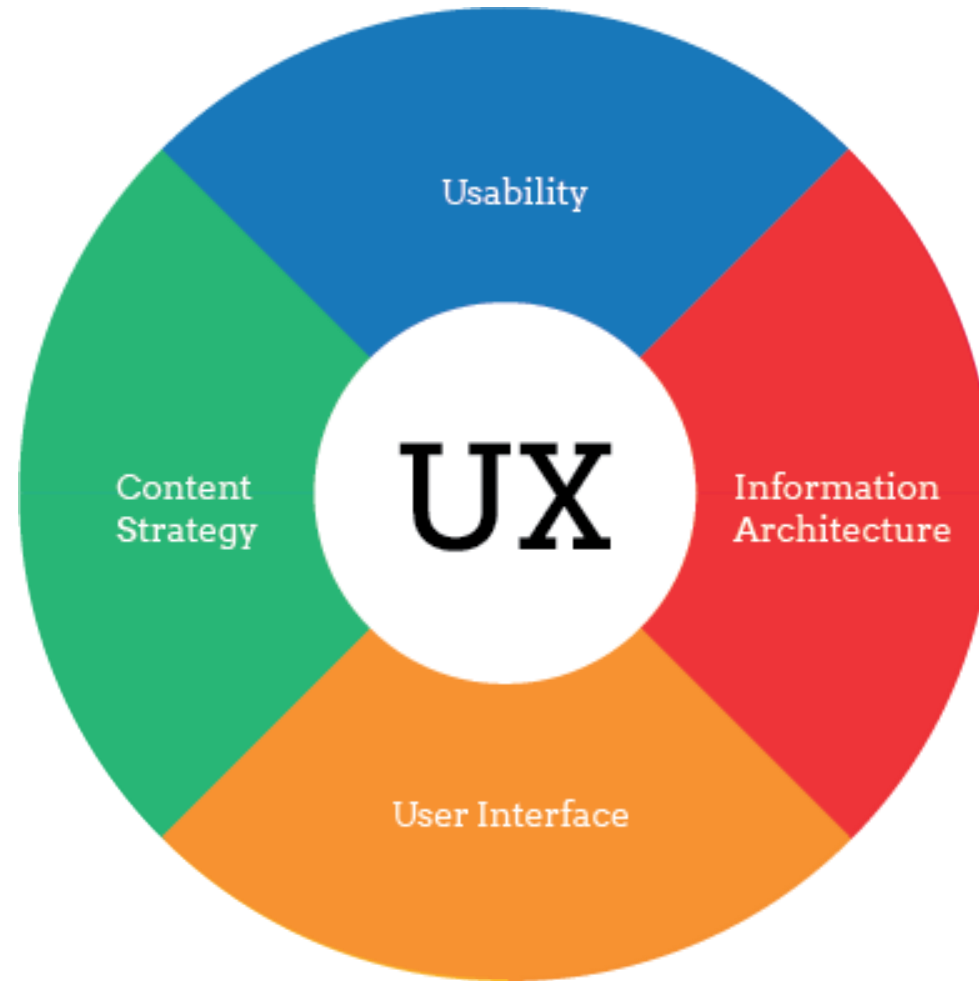
## UX is a **broad concept**

### Promise of UX

- Useful
- Usable
- Desirable



# What will we cover today?



# Common UX Best Practices

- Strive for simplicity
- Be useful
- Be accessible
- Provide consistency
- Group related elements
- Multiple paths to the same information
- Test information for ambiguity
- Mobile first, means prioritize
- Stay up-to-date

# Research Landscape

## Qualitative Study

- Stakeholder Planning Survey
- Community Survey
- User Testing



Why?

## Quantitative Study

- Analytics Report
- Heat maps
- Card Sorting



What?  
When?  
Where?

# Stakeholder Survey

## **Describe your organization in a few sentences:**

The mission of the City of Santa Clara is to promote a living and working environment that allows for the best quality of life by serving the community with resourceful, efficient, progressive and professional leadership.

# Stakeholder Survey

## **Goals:**

- Services oriented
- Search focused
- Showcase news often
- Show ourselves as modern and forward-thinking
- Increase government transparency



# Stakeholder Survey

## **Purpose of website visitors:**

- Stay up-to-date in news, meetings and events
- Apply for jobs
- Apply and track permits
- Pay bills
- Look for specific City services info

# Stakeholder Survey

## Likes:

- Modern interface
- Has an interface that's easy to manage content
- Good short links (friendly URLs) to various content

# Stakeholder Survey

## **Dislikes:**

- Content not displaying on full width
- Lack of content/functionality on home page
- Search (for some) does not yield relevant results
- Lacks ability to fix ADA issues within templates footer

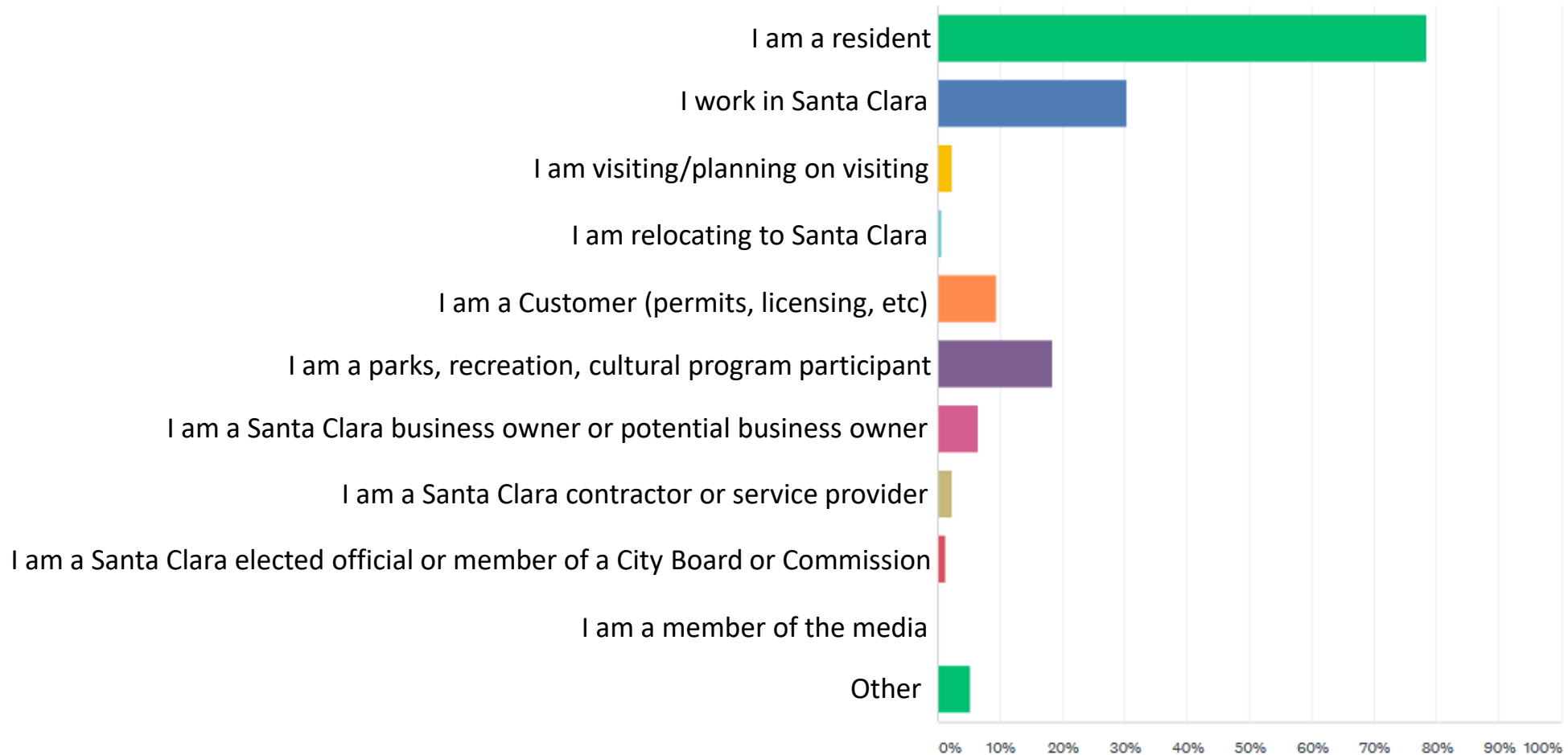
# Community Survey

Open from June 29 – September 12

- Statistical Significance
  - Minimum Confidence Level: 95%
  - Confidence Interval: 5
  - City Population: 121,374
  - Sample Size Needed: 383
- Total Number of Responses: 346

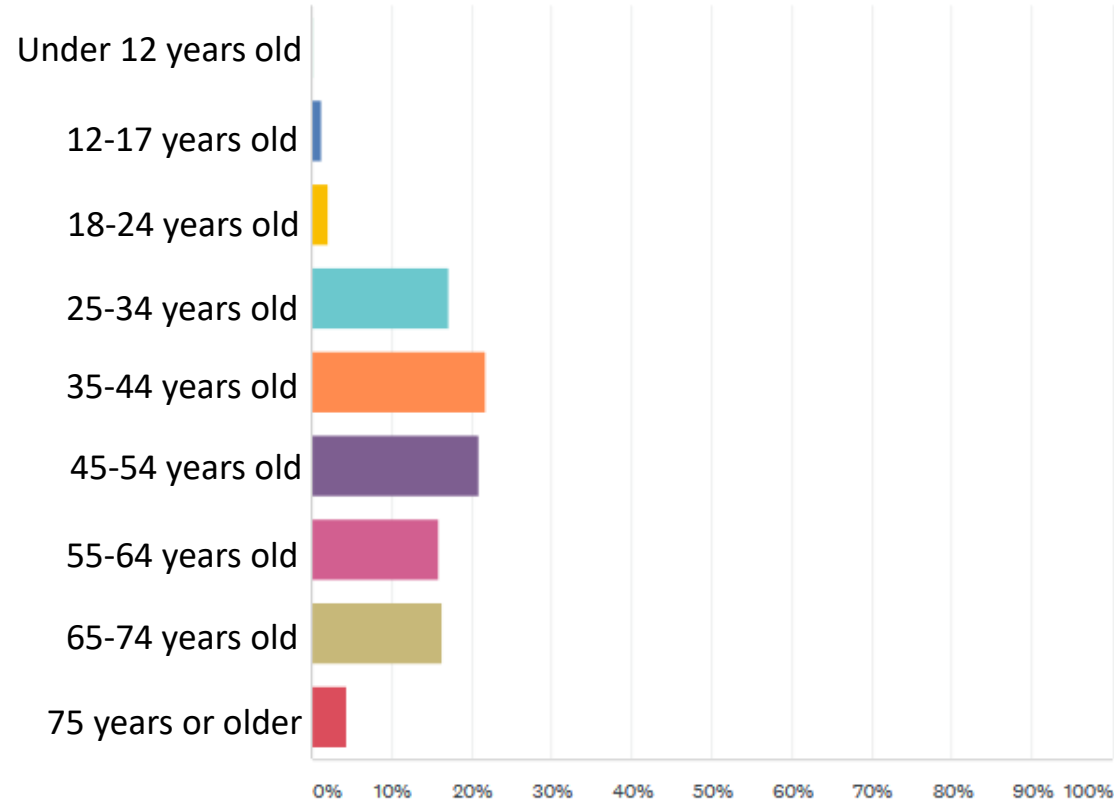
# Community Survey

## Select all that describe you



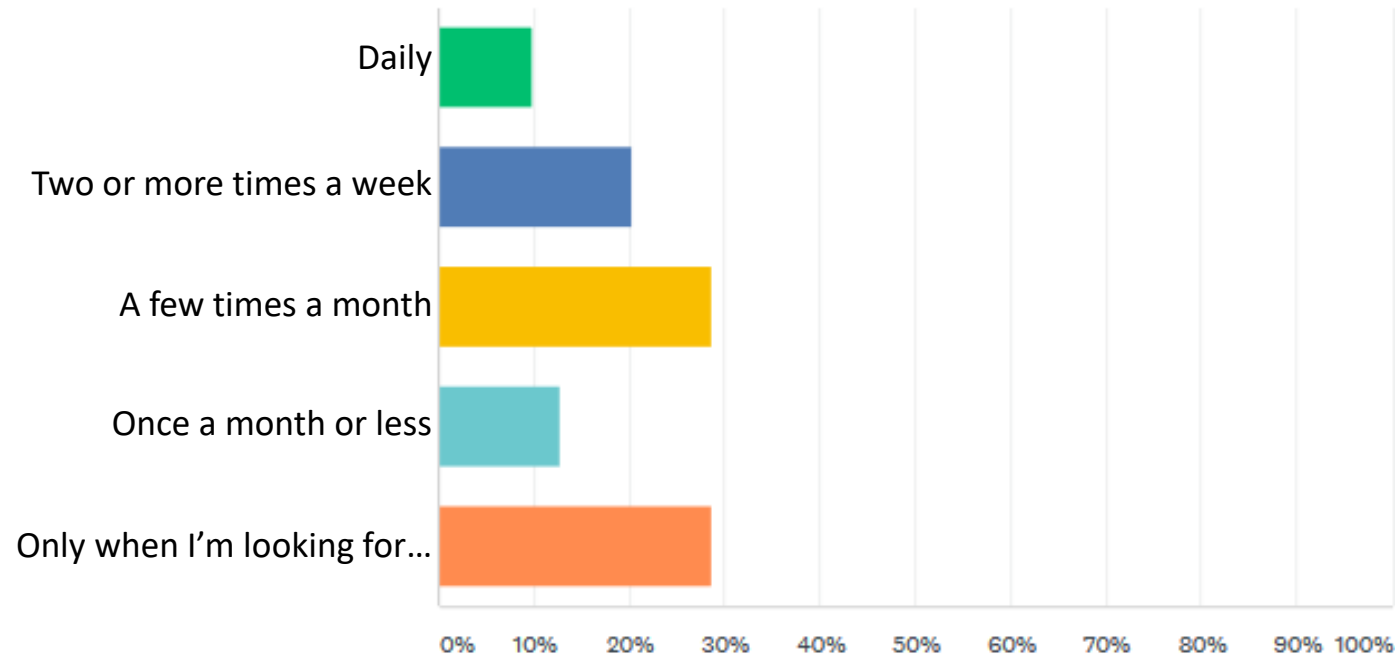
# Community Survey

## What is your age?



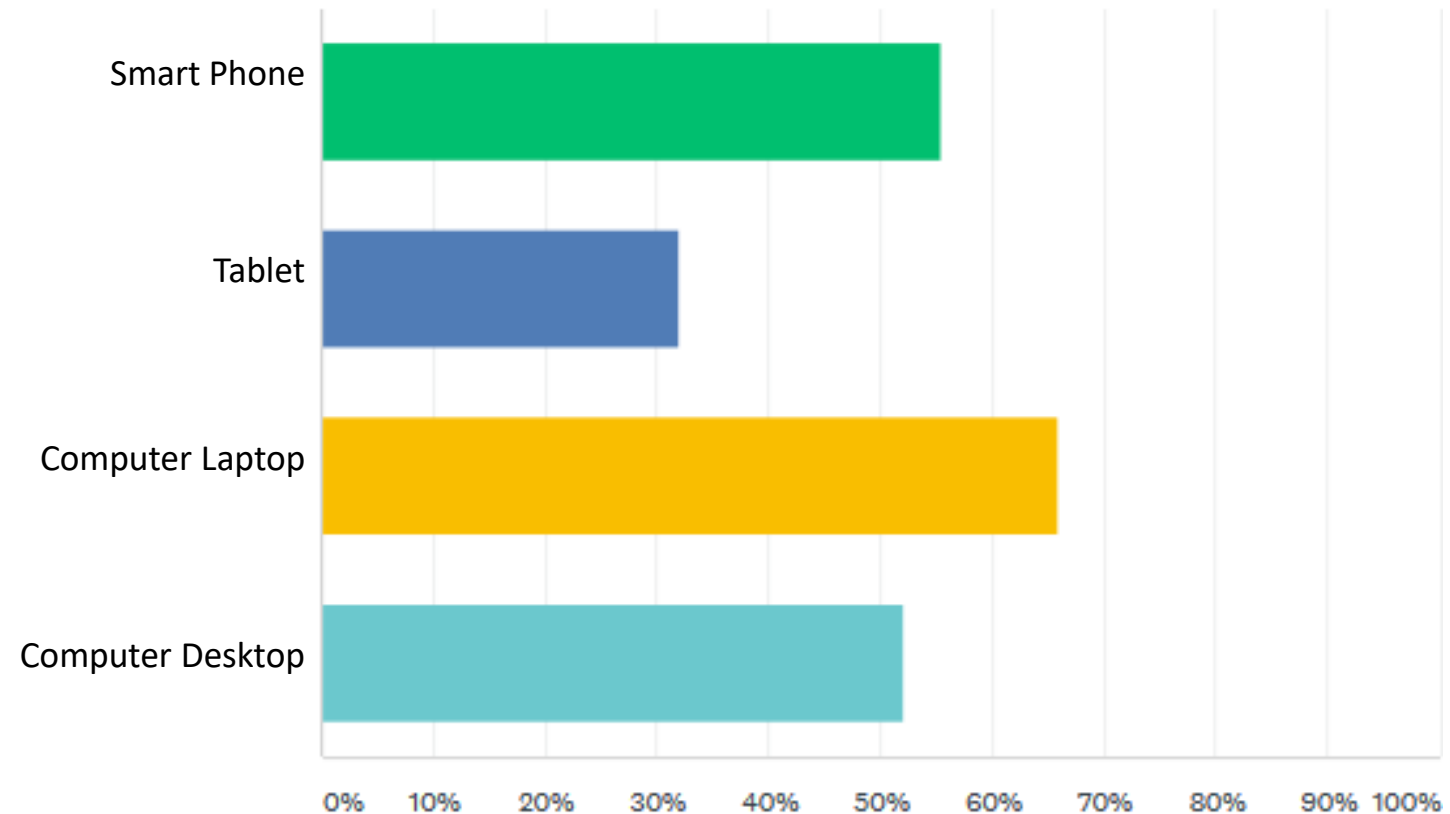
# Community Survey

## How often do you visit the City's website?



# Community Survey

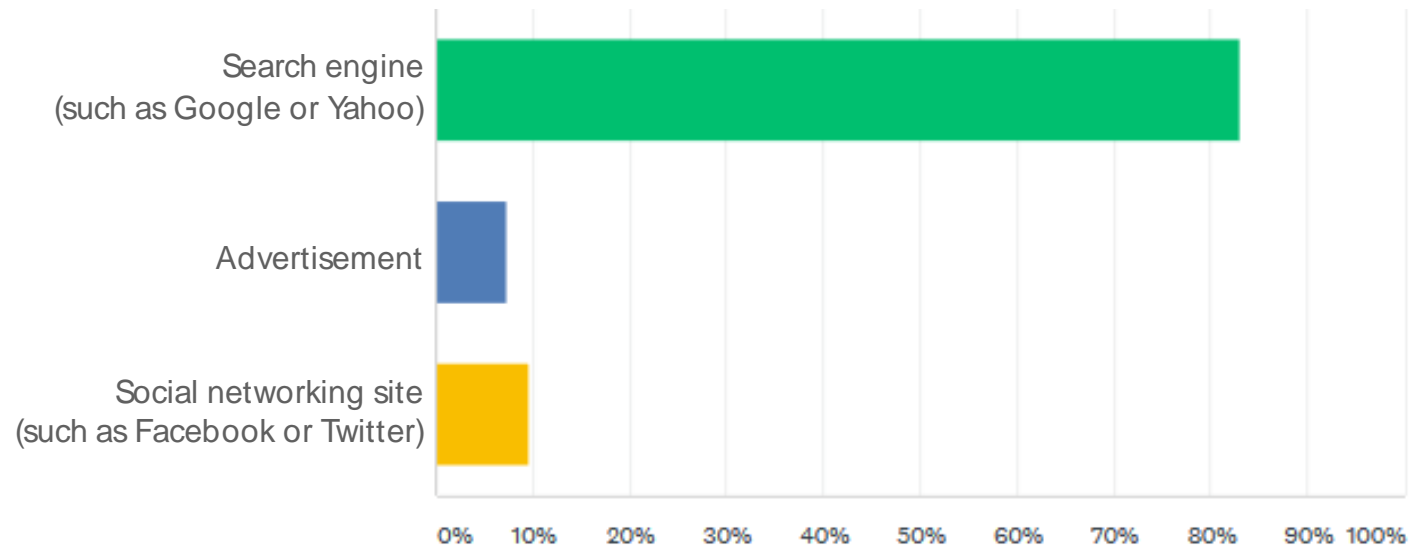
**Please select which of the following devices you use to access your website  
(select all that apply)**





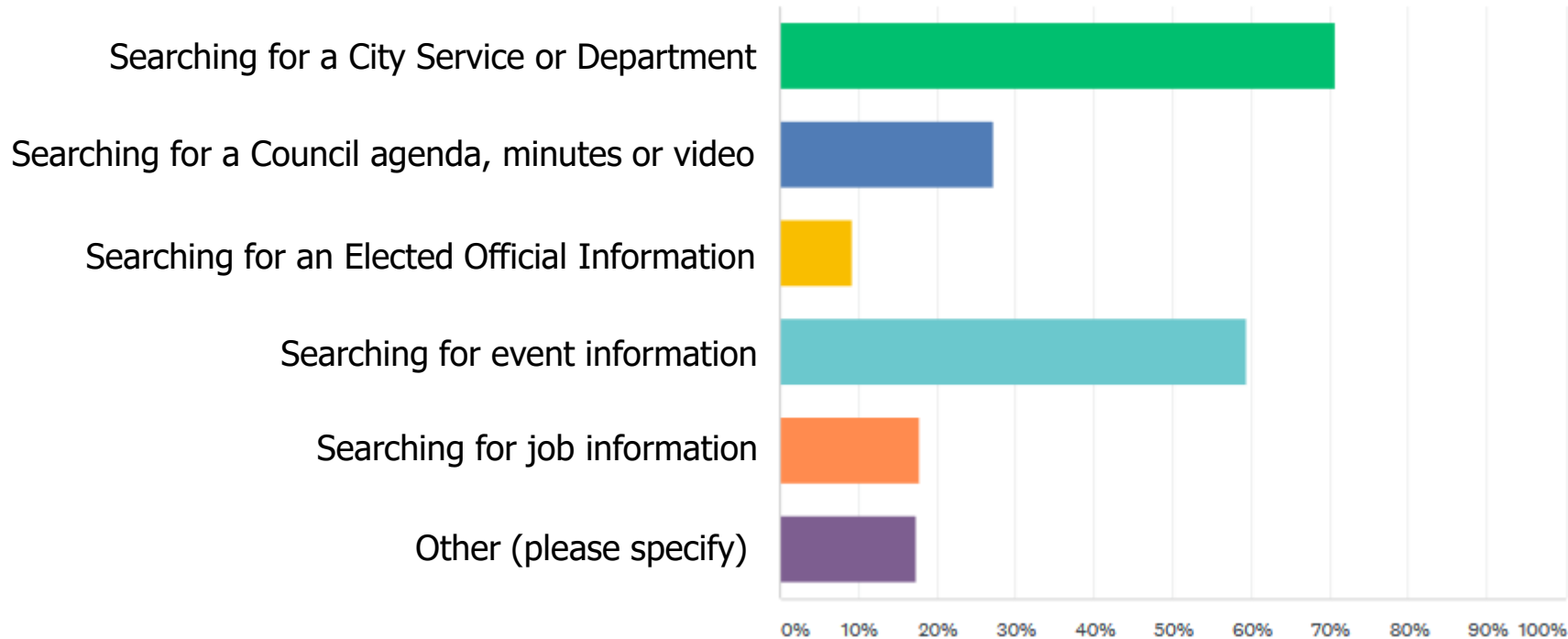
# Community Survey

## How did you first find the City's website?



# Community Survey

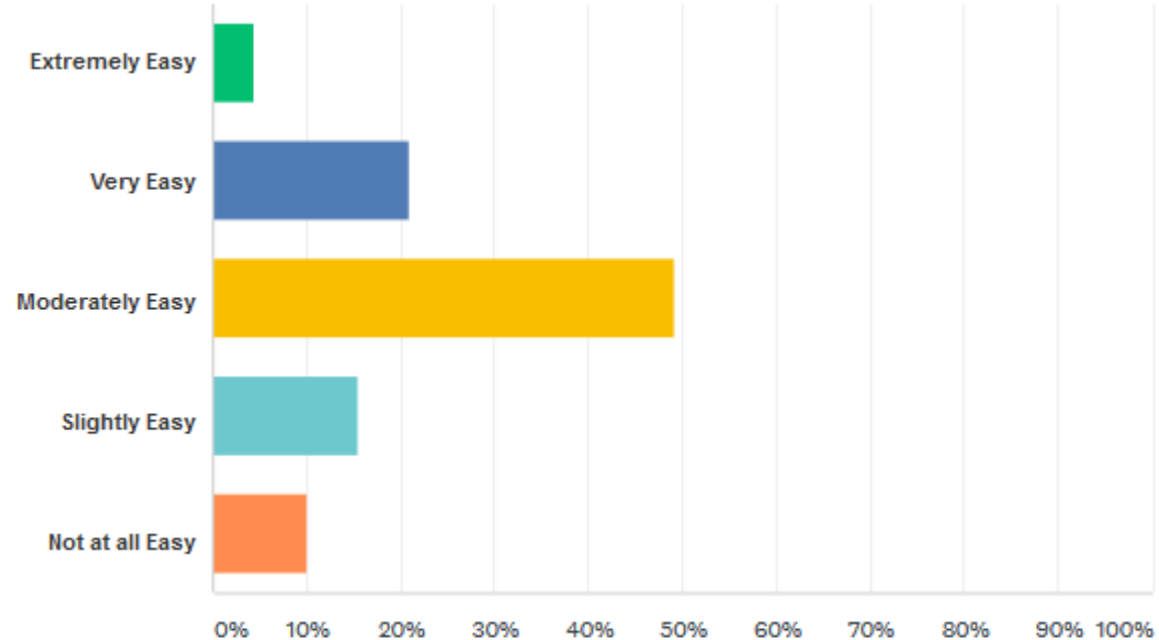
## Top Reasons for Visiting the website



Meeting Register Santa Clara Infrastructure Utility Bills  
Activity Library Books Pay Utility Department  
Parks and Rec Proposed Senior Center

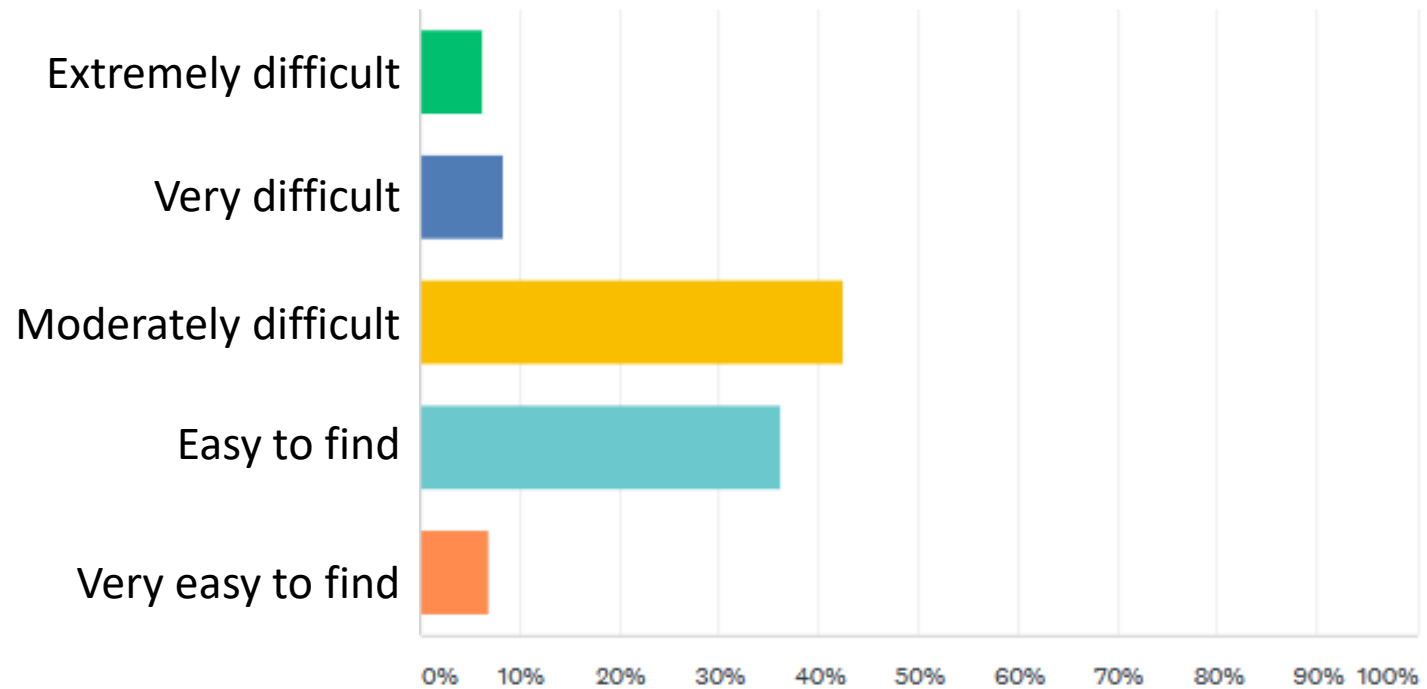
# Community Survey

**Generally, how easy was it for you to find what you were looking for?**

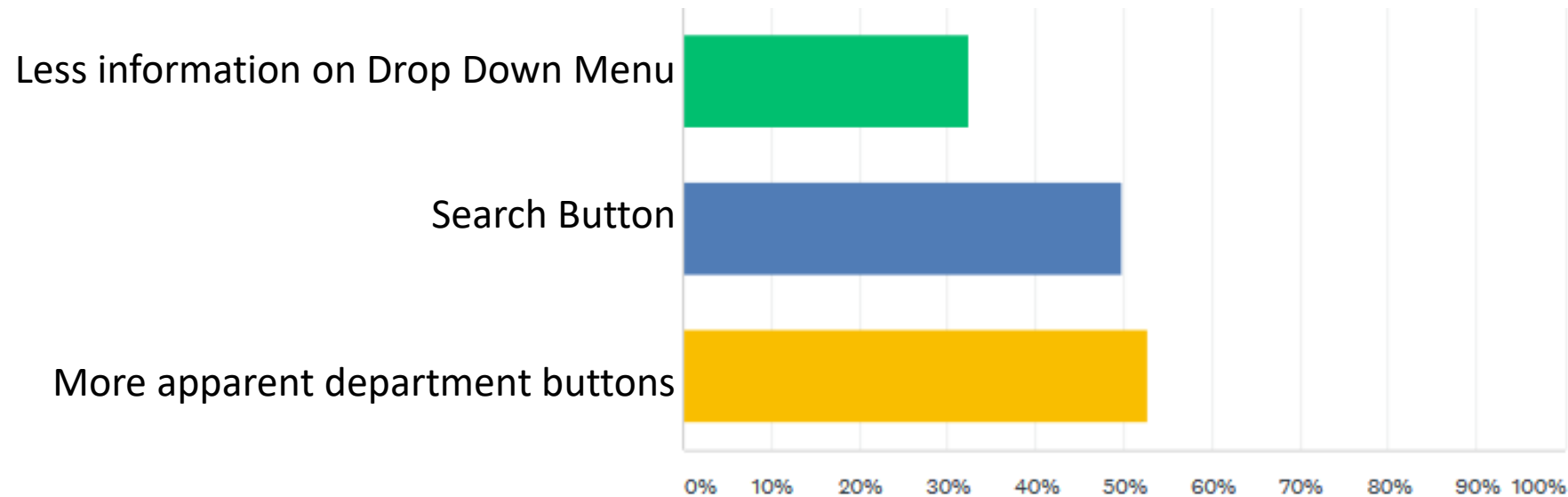


# Community Survey

## Did you find it difficult to find something on our website?

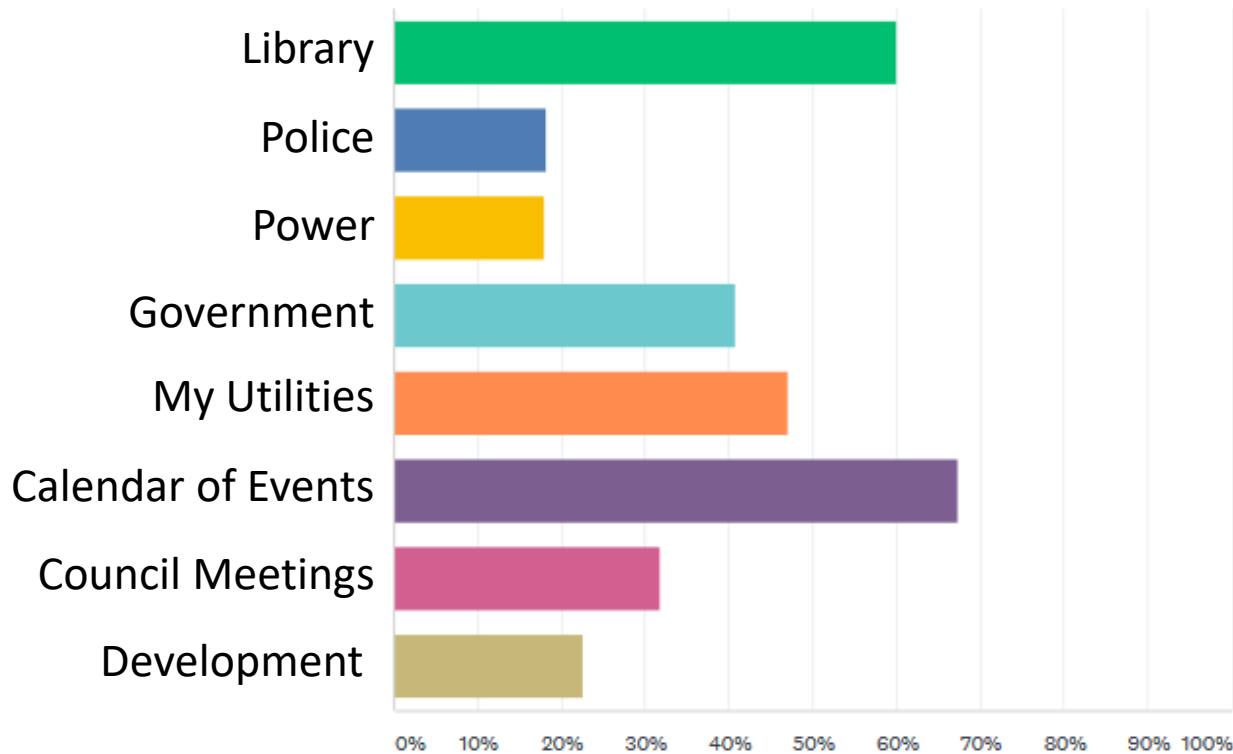


## How can we improve the navigation of the website?



# Community Survey

**Please check the top three (3) City website pages that are most useful to you**



**Other**  
Jobs Mean Library Business Licenses Senior Center  
Events Parks Media Services Phone Useful

# Community Survey

**Are there any additional improvements, features or services you would like us to add to the City's website?**

Surveys Professional Phone Number Difficult Meetings MySantaClara  
Service Water Mobile New Tab Santa Clara Ask  
Events Think Department Improved Search Needs  
Agendas Library Category Easier Access Text Navigate Orange Running  
Residents

# User Testing

- Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users.
- Scenario
- Five users
- Five tasks





# Web Analytics

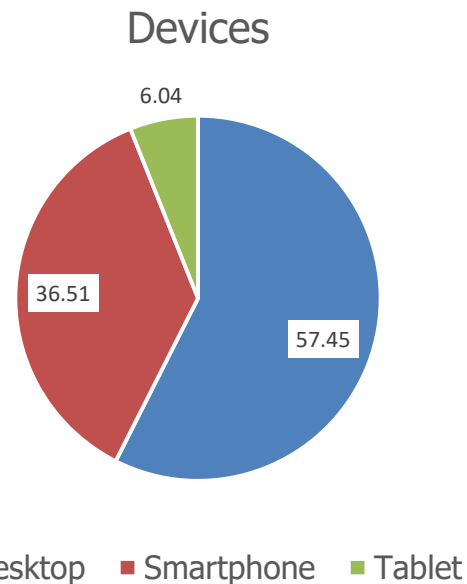
- Two views, filtered and unfiltered view
- Filtered view: Excludes traffic coming from City staff (4 months)
- Unfiltered view: Includes all traffic (1 year)

# Website Analytics Snapshot – Filtered View

## All Devices

[www.santaclaraca.gov](http://www.santaclaraca.gov)

KPIs	May 2017 – September 2017
Visitors	355,444
Unique Pageviews	1,468,999
Pageviews	2,131,997



2017

63.49%

Traffic coming from Desktop & Tablet

36.51%

Traffic coming from Smartphones

355,444

Visitors across all devices

## Desktop & Tablet

[www.santaclaraca.gov](http://www.santaclaraca.gov)

KPIs	May 2017 – September 2017
Visitors	243,544
Unique Pageviews	995,210
Pageviews	1,352,428

## Smartphones

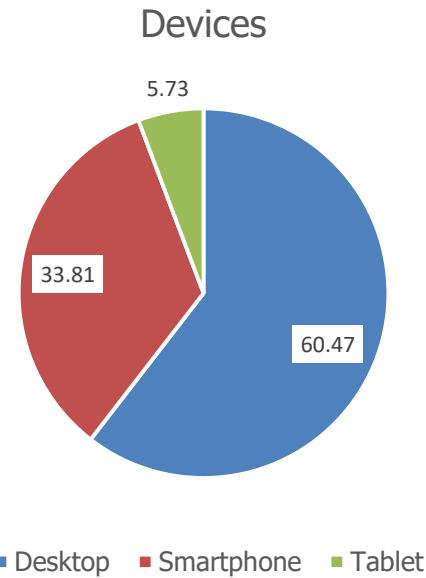
[www.santaclaraca.gov](http://www.santaclaraca.gov)

KPIs	May 2017 – September 2017
Visitors	156,598
Unique Pageviews	781,338
Pageviews	472,459

# Website Analytics Snapshot – Unfiltered View

## All Devices [www.santaclaraca.gov](http://www.santaclaraca.gov)

KPIs	September 2016 – September 2017
Visitors	1,231,472
Unique Pageviews	4,987,566
Pageviews	7,221,827



## Desktop & Tablet [www.santaclaraca.gov](http://www.santaclaraca.gov)

KPIs	September 2016 – September 2017
Visitors	755,337
Unique Pageviews	3,543,732
Pageviews	4,912,932

## Smartphones [www.santaclaraca.gov](http://www.santaclaraca.gov)

KPIs	September 2016 – September 2017
Visitors	461,111
Unique Pageviews	1,475,347
Pageviews	2,385,351

2016 - 2017

**66.19%**  
Traffic coming from Desktop  
& Tablet

**33.81%**  
Traffic coming from  
Smartphones

**1,231,472**  
Visitors across all devices

# Page Metrics – Desktop & Tablet (Filtered View)

## Top Unique Pageviews

1. Home
2. My Utilities Account
3. Job Opportunities
4. My Utilities Account
5. Class Registration

6. Arrest Log
7. 4th of July All-City Picnic & Fireworks Extravaganza
8. Police Department
9. Activities Website
10. Activities & Programs

11. Affordable Housing
12. City Council Meetings Online
13. Permit Center
14. My Utilities account - Login
15. "Smart Permit" Information System

16. Residential Garbage Recycling
17. Swimming Programs
18. Human Resources
19. My Utilities
20. Business Tax & License

## Top Landing Pages

1. Library
2. Home
3. My Utilities Account
4. Job Opportunities
5. Central Park Library

6. 4th of July All-City Picnic & Fireworks Extravaganza
7. Arrest Log
8. Police Department
9. Affordable Housing
10. Class Registration

11. Residential Garbage Recycling
12. Business Tax & License
13. Human Resources
14. Minimum Wage Ordinance
15. Bids, RFPs, RFQs

16. City Council Meetings Online
17. Activities & Programs
18. "Smart Permit" Information System
19. Fire
20. Art & Wine Festival



# Page Metrics – Smartphone (Filtered View)

## Top Unique Pageviews

1. 4th of July All-City Picnic & Fireworks Extravaganza
2. Arrest Log
3. Home
4. Job Opportunities
5. Police Department

6. Affordable Housing
7. Activities & Programs
8. My Utilities Account
9. Class Registration
10. Annual Clean-up Campaign

11. Swimming Programs
12. Residential Garbage Recycling
13. Central Park
14. My Utilities Account
15. Minimum Wage Ordinance

16. Police Blotter
17. Events & Meetings
18. Parks & Recreation
19. Art & Wine Festival
20. Roberta Jones Junior Theatre

## Top Landing Pages

1. 4th of July All-City Picnic & Fireworks Extravaganza
2. Arrest Log
3. Home
4. Job Opportunities
5. Police Department

6. Affordable Housing
7. Annual Clean-up Campaign
8. Parks & Recreation
9. Minimum Wage Ordinance
10. Fire

11. Art & Wine Festival
12. Swimming Programs
13. International Swim Center
14. Cooling Centers
15. Human Resources

16. Current Employee Salaries
17. Community Recreation Center
18. Recruiting
19. Parks & Recreation Special Events
20. My Utilities



# Page Metrics – Desktop & Tablet (Unfiltered View)

## Top Unique Pageviews

1. Home
2. My Utilities Account
3. Job Opportunities
4. Search
5. My Utilities Account

6. Arrest Log
7. Police Department
8. Class Registration
9. My Utilities account – Login
10. View Online Meetings

11. Activities Website
12. Permit Center
13. Affordable Housing
14. Activities & Programs
15. My Utilities

16. Residential Garbage and Recycling
17. Parks & Recreation
18. Human Resources
19. "Smart Permit" Information System
20. Events & Meetings

## Top Landing Pages

1. Home
2. My Utilities Account
3. Job Opportunities
4. My Utilities Account
5. Arrest Log

6. Police Department
7. Affordable Housing
8. Class Registration
9. View Online Meetings
10. Residential Garbage and Recycling

11. Business Tax & License
12. Annual Cleanup Campaign
13. My Utilities
14. Human Resources
15. Bids, RFPs, RFQs

16. Parks & Recreation
17. Santa Clara Fire Department
18. Activities & Programs
19. Maps
20. "Smart Permit" Information System



# Page Metrics – Smartphone (Unfiltered View)

## Top Unique Pageviews

1. Home
2. Arrest Log
3. Job Opportunities
4. Search
5. Police Department

6. 4th of July All-City Picnic & Fireworks Extravaganza
7. Affordable Housing
8. My Utilities Account
9. Annual Cleanup Campaign
10. Class Registration

11. Activities & Programs
12. Residential Garbage and Recycling
13. Police Blotter
14. Art & Wine Festival Fall 2016
15. Events and Meetings

16. My Utilities Account
17. Minimum Wage Ordinance
18. Roberta Jones Junior Theatre
19. Parks & Recreation
20. View Online Meetings

## Top Landing Pages

1. Home
2. Arrest Log
3. Job Opportunities
4. 4<sup>th</sup> of July All-City Picnic & Fireworks Extravaganza
5. Police Department

6. Affordable Housing
7. Annual Clean-up Campaign
8. My Utilities Account
9. Residential Garbage and Recycling
10. Art & Wine Festival Fall 2016

11. Police Blotter
12. Minimum Wage Ordinance
13. Roberta Jones Junior Theatre
14. Class Registration
15. Central Park

16. Activities & Programs
17. Fire
18. Human Resources
19. Current Employee Salaries
20. Parks & Recreation



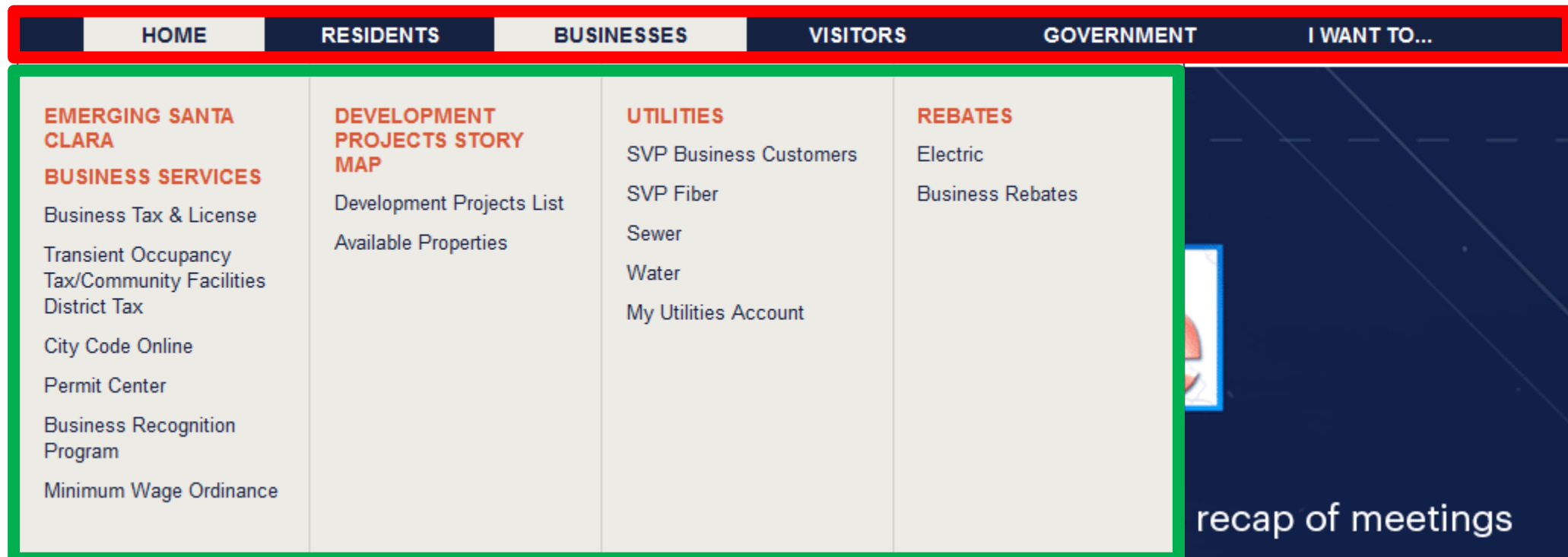
# Heatmaps

- Technique to measure areas of interest
- Events on the client are sent to an “In the Cloud” solution
- Experiment runs for about 3-4 weeks
- Data is aggregated and areas of attention are extracted as “hotspots”
- A screenshot of the homepage is taken and the hotspots are overlaid on top of it



# Card Sorting

- Used to design or evaluate the IA of a website
- Participants organize topics into categories
- They may help naming some categories



# Card Sorting

City's main navigation is pretty standard, however, the "Residents" main navigation item seems to be pretty populated, this might confuse users.

## **Hypothesis:**

1. Adding a "Services" main nav item will reduce the number of items under residents and will aid users by creating a new path to actionable content
2. Residents and Visitors often present information that overlaps, adding an "Our City" main nav item will optimize the main navigation by reducing ambiguity

# Card Sorting – Test #1, Existing Navigation

Residents

Business

Visitors

Government

## Participant Stats

- 30 participants
- U.S. residents
- Median age: 33.5
- 70% used a City website in the past
- 30 completed the test

# Card Sorting – Test #1, Existing Navigation

## Residents

Animals & Pets	83.00%
Children, Youth & Teens	80.00%
Senior Center	80.00%
My Utilities	73.00%
Library	70.00%
Volunteer	70.00%
Cooling Centers	63.00%
News	63.00%
Events	50.00%
Useful Services	50.00%
Voting Information	50.00%
Make a Service Request	47.00%

**L.A: 64.92%**

## Business

Business Services	93.00%
Economic Development	67.00%
Job Opportunities	60.00%
Rebates	53.00%
Development Projects Story	
Map	47.00%
Possibilities Everywhere	40.00%

**L.A: 60.00%**

## Visitors

Getting Around	90.00%
Where to Stay	87.00%
What to Do	73.00%
Art & Wine Festival	67.00%
Maps	63.00%
Leisure & Entertainment	60.00%
Museums	57.00%
Art in the City	50.00%
Inside the City	43.00%

**L.A: 65.56%**

## Government

Council	87%
Public Calendars of Certain City Officials	87%
Board & Commissions	83%
Policies & Procedures	83%
City Code/Charter	80%
Council Meetings	77%
Committees	73%
City Services	70%
Departments	70%
Housing & Community Services Division	67%
Stadium Authority	63%
Successor Agency/Oversight Board	63%
Transparency	63%
Connect with Us	60%
Ethics & Values	57%
Meetings & Events	57%
Permit Center	53%
Emergency Services	50%
Utilities	43%
City History	40%
City Stadium	33%

**Overall L.A.  
63.8%**

\* L.A: Level of Agreement

# Card Sorting – Test #2, Existing Navigation + “Services”

Services

Residents

Business

Visitors

Government

## Participant Stats

- 37 participants
- U.S. residents
- Median age: 34
- 72.4% used a City website in the past
- 30 completed the test

# Card Sorting – Test #2, Existing Navigation + “Services”

## Services

Useful Services	93.00%
City Services	90.00%
Emergency Services	83.00%
Make a Service Request	66.00%
Utilities	59.00%
Housing & Community Services Division	52.00%
Library	45.00%

**L.A: 69.71%**

## Residents

Children, Youth & Teens	76.00%
Animals & Pets	69.00%
Volunteer	66.00%
Senior Center	59.00%
My Utilities	48.00%
News	48.00%
Cooling Centers	41.00%

**L.A: 58.14%**

## Business

Business Services	90.00%
Economic Development	69.00%
Job Opportunities	62.00%
Rebates	45.00%

**L.A: 66.50%**

## Visitors

Where to Stay	90.00%
Getting Around	83.00%
What to Do	83.00%
Maps	79.00%
Museums	79.00%
Art & Wine Festival	66.00%
Events	66.00%
Art in the City	62.00%
City History	62.00%
Inside the City	55.00%
Possibilities Everywhere	52.00%
Leisure & Entertainment	48.00%
City Stadium	31.00%

**L.A: 65.85%**

## Government

City Code/Charter	93.00%
Council Meetings	93.00%
Board & Commissions	90.00%
Committees	90.00%
Council	90.00%
Policies & Procedures	90.00%
Successor Agency/Oversight Board	86.00%
Departments	83.00%
Public Calendars of Certain City Officials	83.00%
Transparency	83.00%
Ethics & Values	66.00%
Development Projects	
Story Map	59.00%
Voting Information	52.00%
Meetings & Events	48.00%
Stadium Authority	45.00%
Permit Center	41.00%
Connect with Us	31.00%

**L.A: 71.94%**

**Overall L.A.  
65.56**

\* L.A: Level of Agreement

# Card Sorting – Test #3, Proposed Navigation

Our City

Recreation

Business

Government

## Participant Stats

- 36 participants
- U.S. residents
- Median age: 33
- 80% used a City website in the past
- 30 completed the test

# Card Sorting – Test #3, Proposed Navigation

## Our City

City History	90.00%
Inside the City	87.00%
News	83.00%
Getting Around	73.00%
Maps	73.00%
City Services	67.00%
Where to Stay	67.00%
Possibilities Everywhere	57.00%
Useful Services	57.00%
Volunteer	57.00%
My Utilities	53.00%
Connect with Us	50.00%
Library	50.00%
Senior Center	50.00%
Ethics & Values	40.00%
Utilities	40.00%

**L.A: 62.13%**

## Recreation

Leisure & Entertainment	97.00%
Art & Wine Festival	90.00%
Museums	83.00%
Art in the City	70.00%
Children, Youth & Teens	63.00%
Events	60.00%
What to Do	60.00%
City Stadium	57.00%
Animals & Pets	47.00%
Cooling Centers	43.00%

**L.A: 67.00%**

**Overall L.A.  
66.56**

## Business

Business Services	93.00%
Economic Development	70.00%
Rebates	70.00%
Job Opportunities	63.00%
Development Projects Story Map	37.00%

**L.A: 66.60%**

## Government

Committees	93.00%
Council	90.00%
Public Calendars of Certain City Officials	90.00%
Board & Commissions	87.00%
Council Meetings	87.00%
Successor Agency/Oversight Board	87.00%
Departments	80.00%
City Code/Charter	77.00%
Transparency	73.00%
Housing & Community Services Division	70.00%
Policies & Procedures	70.00%
Voting Information	70.00%
Permit Center	57.00%
Emergency Services	50.00%
Meetings & Events	40.00%
Stadium Authority	40.00%
Make a Service Request	37.00%

**L.A: 70.47%**

\* L.A: Level of Agreement



FEATURED 1 2 3 4 5



**Amon Basin Revegetation**  
The City has hired Wildlands, Inc. to conduct the Amon Basin Revegetation Project... [more >>](#)

MEETINGS & EVENTS

- Aug 28** Board of Adjustment Meeting - CANCELLED
- Sep 1** City Council Regular Business Meeting  
6:00 p.m.
- Sep 8** Utility Advisory Committee Meeting  
10:00 a.m. - 1:00 p.m.

[More Events >>](#)

MOST REQUESTED

- City Council
- Pay Utility Bill Online
- Jobs
- Current Projects
- Watch CityView

NEWS



[Goodwill Curbside Donation Program](#)  
A partnership with Goodwill Industries allows curbside customers to place unbreakable items for donation in a large orange bags provided by Goodwill... [more >>](#)



[Road Information - Week of August 16, 2015](#)



[Richland's Water Quality Report Available](#)

[More News >>](#)

FEATURED 1 2 3 4 5



**Quisque fermentum felis vivamus**  
Velit eget rhoncus mattis ante erat tristique arcu consectetur ex sapien efficitur dui aliquam augue imperdiet finibus.

MEETINGS & EVENTS

- AUG 28** Board of Adjustment Meeting - CANCELLED
- SEP 01** City Council Regular Business Meeting  
6:00 p.m.
- SEP 08** Utility Advisory Committee Meeting  
10:00 a.m. - 1:00 p.m.

[More Events >](#)

MOST REQUESTED

- City Council
- Pay Utility Bill Online
- Jobs
- Current Projects
- Watch CityView

NEWS



**Goodwill Curbside Donation Program**  
A partnership with Goodwill Industries allows curbside customers to place unbreakable items for donation in a large orange bags provided by Goodwill... [More >](#)



**Road Information - Week of August 16, 2015**



**Richland's Water Quality Report Available**

[More News >](#)

# Activity – Create wireframes

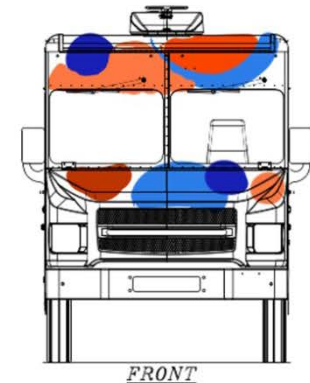
- What are your visitors looking for?
- What are your goals for the new website?

Thank you!

Questions?

[ux@visioninternet.com](mailto:ux@visioninternet.com)

# Santa Clara City Library Bookmobile Design Concept

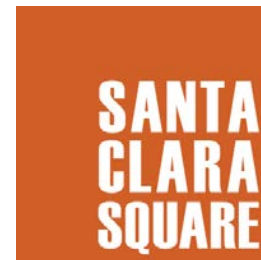


# Graphic Design Bookmobile Concept

- Fun, welcoming, family & child friendly design that attracts children
- Theme that embodies Reading & Imagination
- Uses the City color palette (*will be Pantone matched prior to production*)
- Reflects the diversity of Santa Clara with character illustrations
- Local South Bay Graphic Design Artist & Illustrator
- Design funded by the Library Foundation & Friends
- Includes logos of City, Library, and Irvine Company's Santa Clara Square, and City Library Foundation & Friends (*placement and size TBD*)



*Santa Clara*  
**CITY LIBRARY**



THE SANTA CLARA CITY  
**LIBRARY FOUNDATION  
AND FRIENDS**



**City of  
Santa Clara**  
The Center of What's Possible



# Local Artists & Designers



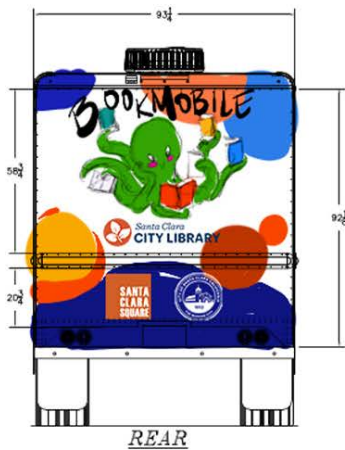
**Tamiko Rast** is a fine artist, tattooer, graphic and web designer from San Jose. With her brother, Miles, founded a website development company called Rasteroids over 15 years ago. Their clients include tech companies, as well as nonprofit and government agencies like the City of San Jose and The San Jose Museum of Quilts & Textiles. Tamiko was the lead artist for the Japantown Mural Project, a public art project that spanned a quarter-city block and included the works of 50 local artists.



**Genevieve Santos** is an illustrator & owner of Le Petit Elefant, which she started in 2009. Genevieve's wandered all over the world, collecting stories & various materials to use for her art. The art that you see and she produces is an ongoing culmination and mixing of personal experiences, relationships, travels, and a truly deep love for ice cream. Genevieve has participated in various shows and galleries, including WonderGround Gallery in Downtown Disney, and the Supahcute Team Show. Her works can also be found in stores in the US and internationally.



# Bookmobile Concept



# Character concept sketches

