### leicester.gov.uk in 2015

#### A new approach



#### Leicester.gov.uk right now

- It has evolved over several years but its purpose is not always clear
- Improving our public website is vital it has become unsustainable and unmanageable
- There are over 6,000 pages but only a small fraction is used.
- From January to June 2014:
  - only 0.5% of pages received more than 1,000 page views
  - 67% received less than 100 page views
  - 25% received no page views at a⊪

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### **Deadlines**

- 6000 pages to review we are almost there
- Beta go-live = 20th October 2015 (www.beta.leicester.gov.uk)
- Refreshed leicester.gov.uk = 16th March 2015



#### They are frustrated

- "I wasn't able to find the exact information about what I was looking for"
- "This is a very poor site when compared with ones for other counties"
- "The navigation of the website is poorly executed and the content is clearly only updated periodically"
- "Finding information on this council site is difficult. The site looks dated and the information is generally inadequate"
- "Trying to access planning applications is too complex"
- "Totally cheesed off with the whole thing!"

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### Project objectives - our new site will...

- Be user-focused serving the needs of our customers rather than the needs of our organisation
- Be task-focused key tasks are prominent and easy to complete
- Support efficient ways of working helps support people to do things on line rather than needing to contact us by phone or in person
- Be streamlined out of date, irrelevant and organisationcentric content will be removed
- Be simpler content is organised logically with clear navigation
- More engaging better page lay-out, clear hierarchy of content, easier to read with clear calls to action
- Have better content governance and control to ensure we do not end up where we are now in a few months



# Project governance

- · Project sponsor Cilr. Rory Palmer
- Web Governance Board Miranda Cannon and Jill Craig
- Project Team
  - Tine Juhlert Project Manager
  - Matthew Alexander Content Migration Manager
  - Steve Scott Enterprise Architect
  - Simon Kerr Web Designer
  - David Doherty Social Media Manager
- Michelle Hodgson Service Improvement Manager
- Project Team works with Information Owners (Head of Service or equivalent)



#### Can we see the new website?

- The alpha site was available for view at <a href="http://alpha.leicester.gov.uk">http://alpha.leicester.gov.uk</a> – stakeholder/Information Owner review
- The beta site will be viewable for the public from 20<sup>th</sup>
  October at http://cefa.fe.cester.gov.uk Feedback
  form on all pages in beta site
- 14 drop-in sessions in the City Hall Lecture theatre from Monday 3<sup>rd</sup> November 2015 – the feedback from these sessions lead to landing page changes



Our customers have many different goals

### But there are top tasks that are common to all

- "Make a payment"
- "Make a booking"
- · "Report a problem"
- "Request a service"
- · \*Make an application \*
- · "Find information"



# Focus on tasks not organisational needs

- Helps us break out of departmental silos and uncoordinated content management.
- Enables us to focus on making popular and simple tasks easier to complete.
- Enables us to consolidate guidance, policies, procedures and supporting documents around topics or functions – this leads to a more meaningful browsing experience.
- Organisational structure can change but common tasks tend to remain the same – therefore we can develop an information architecture that will last and evolve.

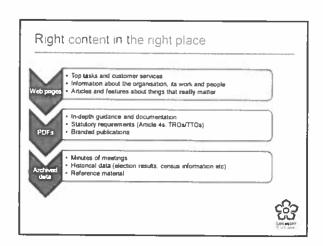


User priority	User type	Primary task	Secondary task	Tertiery tesk	
1	Resident	Order orange bags	Find out about council tax exemptions	Read performance and spending figures	
2	Business owner	Apply for a ficence	Read health & safety regulations	Get planning permission	
3	Tourest	Find events and exhibitions	View travel	Read local history	

Get up to date news and opinion policies and and agendas strategy does of meetings



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# Get in touch

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