

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 all

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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- **Be streamlined** – out of date, irrelevant and organisation-centric content will be removed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 - Cllr. 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 <http://alpha.leicester.gov.uk> – stakeholder/Information Owner review
- The beta site will be viewable for the public from 20th October at <http://beta.leicester.gov.uk> – Feedback form on all pages in beta site
- 14 drop-in sessions in the City Hall Lecture theatre from Monday 3rd 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.



Focus on primary tasks for priority users

User priority	User type	Primary task	Secondary task	Tertiary task
1	Resident	Order orange bags	Find out about council tax exemptions	Read performance and spending figures
2	Business owner	Apply for a licence	Read health & safety regulations	Get planning permission
3	Tourist	Find events and exhibitions	View travel information	Read local history
4	Journalist	Get up to date news and opinion	Access policies and strategy docs	View minutes and agendas of meetings



With clear ownership and governance



Right content in the right place

- Web pages**
 - Top tasks and customer services
 - Information about the organisation, its work and people
 - Articles and features about things that really matter
- PDFs**
 - In-depth guidance and documentation
 - Statutory requirements (Article 4s, TROs/TTOs)
 - Branded publications
- Archived data**
 - Minutes of meetings
 - Historical data (election results, census information etc)
 - Reference material



Get in touch

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